Morton Grove
Strategic Plan
What is a Strategic Plan?
What is a Strategic Plan?

• A Strategic Plan is a framework for decision-making over a five year period

• Examines the current state and resources of the Village, seeking to leverage the unique qualities and assets of the community
Why is it important?
Why is it important?

• Highlights issues, opportunities, and influences in the community
• Prioritizes and address the challenges currently facing the Village in order to strengthen and grow Morton Grove
• Clearly guides future actions and investments
The Process
The Process

Strategic Plan Process

1. Community Outreach & Engagement / Data Collection
2. Demographic & Market Analysis
3. Coordination with Concurrent Planning & Branding Initiatives
4. Analysis & Interpolation of Data
5. Draft Plan
6. Plan Completion Review & Approval
7. Next Step: Implementation of Plan
The Process - Where are we now?

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Outreach & Engagement

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Outreach & Engagement

• Interviews
• Workshops
• Focus Groups
• Questionnaires
• sMap
Interviews

• Several one-on-one interviews conducted with individuals

• Included local businesses owners, non-profit representatives, elected and appointed officials, community leaders, and citizens

• Discussion of their views regarding existing conditions and potentials within the Morton Grove Community
Workshops

All workshops followed a similar format asking participants to identify:

• Important Issues
• Actions to be taken
• Primary Strengths and Assets
Workshops Conducted:

• Strategic Planning Committee Workshop
• Community Workshop
• Business Workshop
• Boards & Commissions Workshop
• Religious Leaders Workshop
• Student Workshops (3 held, 1 for elementary, middle, and high school)
Focus Groups

Provided a forum for targeted discussions on community issues and goals that were identified as among the most important based on the prior workshops and interviews.

Focus Groups Workshops were centered on:

• Governmental Excellence & Innovation
• Community Life & Engagement
• Economic Development
Questionnaires

• Posted online to supplement other outreach efforts

• 3 Questionnaires were made available:
  • Resident Questionnaire
  • Business Owners & Operator Questionnaire
  • Student Questionnaire

• Findings matched trends from other outreach opportunities
sMap

sMap is an interactive online mapping tool that allowed participants to highlight key issues and opportunities within the Village of Morton Grove.

• Points of Interest included, amongst others:
  • Community Assets
  • Development Priority Sites
  • Problematic Intersections
  • Undesirable Uses
  • Key Transit Destinations
  • Desired Uses and Developments

• A total of 85 Points of Interest were identified
Some Key Issues...

- Lack of a Downtown
- Image and Identity
- Community Character/Appeal & Aesthetics
- Economic Development
- Transportation
- Flooding
- “Division” within the Community
- Neighborhood Character
Demographics & Market Analysis

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Demographics & Market Analysis

A demographic and market analysis was conducted to define existing conditions, trends, and projections related to socioeconomics as well as Morton Grove’s position within the context of the competitive market area.

• Population is projected to grow at a moderate rate with a greater ethnic diversity. Housing is dominantly owner occupied with 80% single family homes; however, opportunities do exist for diversifying the housing market.

• In general the Village of Morton Grove’s potential to attract new commercial development will be more dependent on positioning sites to better compete than filling any significant voids in the market.
Coordination

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Coordination with Concurrent Planning Initiatives

In order to ensure consistency, the strategic planning process was coordinated with two other Village planning projects:
- The Industrial Areas Plan
- The Branding Initiative’s collection, research, and analysis phase
Analysis & Interpolation of Data
Analysis & Interpolation of Data

• Research
• Data Collected
• Community Outreach Efforts
• Information and Recommendations from Concurrent Planning
Draft Plan

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Strategic Plan Components

Mission Statement

Vision

Core Values

Strategic Categories

Strategic Goals
Mission Statement

The mission of the Village of Morton Grove is to provide high quality municipal services and public improvements in a fiscally responsible manner, while developing and supporting economic activities in order to preserve and enhance an excellent quality of life for the community.
Vision

Morton Grove is a diverse, family-friendly community known for its spirit, pride, aesthetics, and civic engagement. An outstanding quality of life for living, working, and playing is enhanced by excellent public services and is supported by an economic platform of attracting and retaining a diverse business community.
Core Values

• Respect & Equity
• Communication & Collaboration
• Innovation & Excellence
• Transparency & Fiscal Responsibility
Strategic Categories

• Represent the most vital areas of the Village’s vision and mission
• Include the steps necessary to accomplish desired growth and improvements to the community
• Demonstrate the most important components and tools to guide the future of Morton Grove

Four Strategic Categories

• Character
• Community
• Governance
• Economy
Strategic Goals

• Derived from the intersection of the Village’s strategic opportunities and its Core Values
• Represent high level objectives aimed at achieving positive direction for the future
• Focus on what priorities need emphasis and which issues may be resolved in the future

Strategic Goals are organized within each Strategic Category
The Strategic Categories
Character

The Character of the Village is represented by the appearance and function of its infrastructure, including the aesthetic appeal of its residential neighborhoods, corridors, open space, and streetscapes. The Village is privileged with outstanding natural resources and the form and functionality of its infrastructure should complement that environment.

Strategic Goals:

• Maintain and enhance the appearance and aesthetics of the Village.
• Provide and maintain infrastructure appropriate to support expected service levels.
• Have municipal facilities that maintain high quality Village services.
Community

The people, businesses, events, and amenities of Morton Grove establish the personality of the Village. This personality represents everything that is uniquely Morton Grove. The Village’s identity distinguishes itself from other communities and creates a destination for families and businesses to establish themselves. The Village recognizes its own diversity that spans generations socially, ethnically, culturally, and economically. This diversity does not divide us – but strengthens our sense of community and transform mere events to celebrations and neighbors into friends.

Strategic Goals:

• Embrace diversity to promote a unified community.

• Foster meaningful constituent communications.

• Recognize and support community-based events.

• Promote community pride and identity.
Governance

The citizens and stakeholders of Morton Grove expect their government to conduct business in an operationally-efficient, financially-responsible, and honest manner. Village governance addresses the desire and ability for the elected officials and Village staff to meet those ideals – and to surpass those expectations.

Strategic Goals:

• Manage fiscal matters with a multi-year perspective.
• Support efficient legislative input.
• Collaborate with other government agencies.
• Improve operations for effective service.
Economy

The Village is inseparable from its local economy. A successful and thriving economy enables opportunities across the Village, provides a destination for residents and visitors, and synchronizes the energies of commercial and industrial businesses that call Morton Grove home. The Village recognizes untapped opportunities that still exists within its boundaries and is excited to engage those opportunities.

Strategic Goals:

• Engage businesses with an emphasis on recruitment and retention.
• Leverage Village codes, policies, and programs to support business development.
• Focus redevelopment efforts on key commercial areas and sites.
• Establish a framework for a pedestrian-friendly commercial district.
Next Steps

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Next Steps

• Developing *Action Items*

• Ongoing *Monitoring and Evaluation*
Thank You!