Village of Carol Stream

SPECIAL WORKSHOP MEETING

MONDAY NOVEMBER 16, 2015

6:00 P.M.

GREGORY J. BIELAWSKI MUNICIPAL CENTER
500 N. GARY AVENUE
CAROL STREAM, ILLINOIS 60188

LOWER LEVEL TRAINING ROOM

AGENDA

1. CALL TO ORDER

2. ATTENDANCE

3. CAPITAL IMPROVEMENT PROGRAM UPDATE

4. DISCUSSION OF VILLAGE BOARD GOAL - BRANDING

5. OTHER BUSINESS

6. ADJOURNMENT

VILLAGE OF CAROL STREAM

2015-16 CAPITAL IMPROVEMENT PROGRAM UPDATE

AGENDA

- ➢ **Completed Or Substantially Completed Projects**
- ➢ **Initiated But Uncompleted Projects**
- ➢ **Projects Not Initiated**
- ➢ **Revised 5 Year CIP Recommendations**

COMPLETED OR SUBSTANTIALLY COMPLETED CIP PROJECTS

- ➤ **Pavement Preventative Maintenance Program Projects**
  - ➤ Preservative Sealing
  - ➤ Restorative Sealing
  - ➤ Fiberized Crackfilling
- ➤ **Flexible Pavement Project**
- ➤ **Indianwood Drive Pavement Reconstruction Project**

COMPLETED OR SUBSTANTIALLY COMPLETED CIP PROJECTS

- ➢ **Kuhn Road Pavement Rehabilitation Project**
- ➢ **Gary Avenue Improvements Project**
- ➢ **Streetlight Replacement Program Project**
- ➢ **WRC Improvement Projects**
  - ➢ **Phase I Pumping Station**
  - ➢ **Phase II Pumping Station**

COMPLETED OR SUBSTANTIALLY COMPLETED CIP PROJECTS

- ➤ **WRC Improvement Projects (continued)**
  - ➤ **Non-Potable Hydrant Replacement**
  - ➤ **Blower Building #1 Roof Replacement**
  - ➤ **Administration Building Roof Replacement**
- ➤ **PWC Front Parking Lot Resurfacing Project**

INITIATED BUT UNCOMPLETED CIP PROJECTS

- ➤ **Lies Road Pavement Rehabilitation Project – Preliminary Engineering**

- ➤ **West Branch DuPage River Trail – Final Eng. & Easement Acquisitions**

- ➤ **Carol Stream - Bloomingdale Trail Improvements Project – Preliminary Eng.**

- ➤ **Lies Road Bike Path Extension Project – Preliminary Eng.**

- ➤ **Schmale Road Water Main Replacement Project – Preliminary Eng. & Easement Acquisitions**

CIP PROJECTS NOT INITIATED

- Southeast Bike Path Project – Final Engineering & Easement Acquisitions

- Water System Studies – Southwest Area & Comprehensive

- Aztec Drive Sanitary Sewer Replacement Project – Final Engineering

- Roadway Drainage Improvements Project – Final Eng.

- Tubeway & Westgate Stormwater Study

- Flood Plain Structure Buyout Program Project – Acquisition Relocation & Demolition

CIP PROJECTS NOT INITIATED

- ➢ **Kehoe Boulevard Stream Bank Stabilization Project – Concept Design & Grant Application**

- ➢ **Klein Creek Section I Stream Bank Stabilization Project – Concept Design & Watershed Plan Amendment**

REVISED FIVE YEAR CIP RECOMMENDATION

- ➢ **Southeast Bike Path Project**
  - ➢ **Check for CDBG Funding Eligibility**
  - ➢ **Reprogram to FY17**
- ➢ **Water System Studies**
  - ➢ **Select Consultant & Begin Studies**
- ➢ **Aztec Drive Sanitary Sewer Replacement Project**
  - ➢ **Re-video Sewer**
  - ➢ **Select Consultant & Begin Final Engineering**

REVISED FIVE YEAR CIP RECOMMENDATION

- ➤ **Roadway Drainage Improvements Project**
  - ➤ Enlarge Project Scale ($200K)
  - ➤ Rebid Next March
  - ➤ Revise Future Budget Costs
- ➤ **Tubeway & Westgate Stormwater Study**
  - ➤ Finalize Request For Qualifications (RFQ)
  - ➤ Postpone 1 Year to FY17

REVISED FIVE YEAR CIP RECOMMENDATION

- ➢ **Flood Plain Structure Buyout Program Project**
  - ➢ Request HUD Demolish & Transfer Ownership to Village
  - ➢ Assist DPC With 2 FEMA RLS Buyout Grant Applications
- ➢ **Kehoe Boulevard Stream Bank Stabilization Project**
  - ➢ Postpone 2 Years to FY18
- ➢ **Klein Creek Section I Stream Bank Stabilization Project**
  - ➢ Postpone 2 Years to FY18

Village Goal #5

Village of Carol Stream
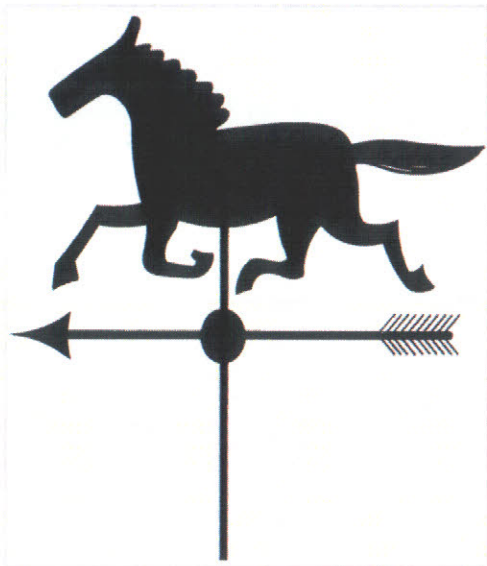
Goal Rankings

- 1- Adequate Staffing   **11**
- 2- New Revenue Sources   **9**
- 3- Budget Status   **9**
- 4- Economic Development   **5**
- 5- Branding/Public Relations   **5**
- 6- Technology Improvements   **4**
- 7- Infrastructure   **2**

Goal Objectives

- Design New Village Logo;

- Develop Village Slogan;

- Create a central Communications Person/Portal for Social Media;

- Reevaluate entry way Signage.

Branding Element: Entry Signs

Branding Element: Recognition
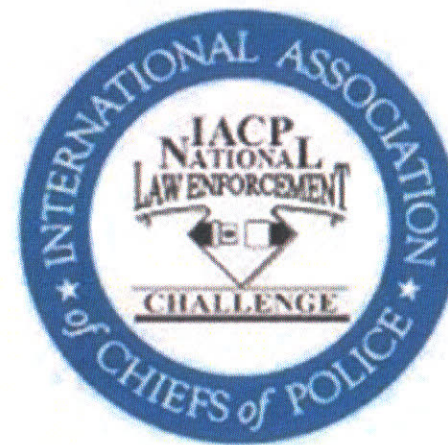
Branding: Consensus

- What does branding/rebranding effort entail?

- Are the lanon stone corridor signs along North & Gary Ave. to be considered in a rebranding effort?

- How should Centralized Communications be handled? Staff, contractual or combination?

Branding Process

- Draft & Solicit RFP/Q, Interview Consultants, Select Firm & Contract w/ Consultant
- Consultant Solicits Community Perception & Feedback Surveys, Interviews, Focus Groups, Contests/Competition
- Consultant Reviews & Presents Research Consultant Presents Branding Concept
- Final Branding Concept Selected
- Develop an Rebranding Implementation Plan
- Rebranding Effort Commences
- Entire Process: 15 – 18 Months on Average

Branding: Cost & Deliverables

- **COST**: A typical consulting fee for a municipal branding effort ranges from $80,000 - $175,000. Some firms charge a flat fee + a not-to-exceed travel allowance. Other firms charge an hourly rate ranging from $100- $175/hour.

- **PRODUCT DELIVERABLES**:
  - Logo Image
  - Slogan/Tag Line
  - Narrative Statement (Brand Platform)
  - Implementation Plan– Recommended Action Steps

Rebranding Campaign

Non-Printed Materials

- Vehicle/Truck Decals
- Uniforms Patches
- Marketing Brochures
- Municipal Flag
- Corporate Seal
- Fold Over Stop Signs
- Pens, Pins & Tokens

Printed Materials

- Letterhead & Envelopes
- Business Cards
- Desk Notepads
- Formal Permit/Certificates
- Police Reporting Forms
- Employee ID Cards
- Inspection Report Forms
- Village Street Map

Guidance & Direction

1. Project Timing: If FY16-17 budget resources are insufficient to accomplish top 3- 4 goals, does this goal get pushed back (reprioritized) to future years?

2. Project Cost: Is there an acceptable project cost for completing this goal:

   Consultant Services - $ 90,000

   Est. Rebranding Campaign - $100,000

3. Project Metrics: Are there a success measures you envision for this goal? Qualitative? Quantitative?