# Municipal Innovation Celebration 2016

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The **Village of Downers Grove** is proud to present its **Short-Form Video Production** as the 2016 nomination for the celebration of municipal innovation. This new and innovative approach to resident engagement and communication has allowed the Village to share useful information in a manner that is more likely to reach, be understood by and be shared/liked by our residents and other members of the community.

Dozens of these videos have been produced to date, several of which you can see highlighted in the thumbnails to the right. Videos range from 30 seconds to 3 minutes in length and include visually-engaging images, along with clear, succinct text and descriptions. **The advantages of this approach are many:**

- It relies on low-cost and easy-to-use technology including tablets, smartphones & Go-Pro cameras to capture content
- Videos can be produced quickly to respond to time-sensitive events and issues in the community
- It presents the Village organization in a more open, informative and professional manner to residents, the business community and visitors
- It communicates important information about service delivery, especially for significant events or changes in service

The Village even uses short-form video to **start every Council meeting**, with a one minute video that provides a glimpse of the many facets of Downers Grove to everyone in attendance and instills a sense of community pride before the beginning of each meeting.

These videos have allowed the Village of Downers Grove to reach members of the community in new and exciting ways, creating awareness and improving service delivery and program effectiveness. We will continue use these tools and look for ways to better communicate and connect in the months and years to come.

Click on the link below each thumbnail to go right to the video:

- [http://goo.gl/vmfAlu](http://goo.gl/vmfAlu)
- [http://goo.gl/19kEx8](http://goo.gl/19kEx8)
- [http://goo.gl/xDgAyF](http://goo.gl/xDgAyF)
- [http://goo.gl/U338xP](http://goo.gl/U338xP)

...and many more can be found on Downers Grove's YouTube Channel at [http://goo.gl/u5vl90](http://goo.gl/u5vl90)
DuPage Mayors and Managers 2016 Conference
Innovation Award Entry:
Explore Elmhurst Marketing Campaign

The City of Elmhurst has launched a new marketing campaign, Explore Elmhurst. The campaign has several components that all support the mission of driving economic growth and quality of life to residents through tourism and destination marketing. The campaign combined a series of marketing tactics that include the following components:

ExploreElmhurst.com
The Explore Elmhurst newly branded website offers residents and visitors an all-access guide to discovering what there is to see and do in Elmhurst. The site features a comprehensive events calendar, news on events in town, a directory of businesses and organizations, and various attractions in Elmhurst. The site was designed with the collaboration of community partners through the Explore Elmhurst Advisory Group.

Top features to see on ExploreElmhurst.com:

1. **Calendar of Events** – The Explore Elmhurst online calendar is designed to be the all-access guide for information on events in Elmhurst. Whether you are looking for live music or the latest exhibit at one of the museums in Elmhurst, the Explore Elmhurst calendar of events will list “What’s Happening” in town. Businesses and organizations in Elmhurst can request to have their events posted to the calendar by submitting a form through the website.
2. Elmhurst News – Viewers can subscribe to receive news on events in Elmhurst. The ”News” section of the website highlights listings from the “Calendar of Events”.

3. Explore Our… - The “Explore Our…” section of the website has information from community partners, as well as groups and organizations in Elmhurst highlighting everything from arts & culture to parks and monuments, shopping districts, and more.

4. Directory - A growing, all-inclusive listing of Elmhurst businesses and organizations can be found under the “Directory” section of the website. Businesses and organizations that wish to be listed under this section of the site are encouraged to submit a form through the website.

5. Places to Stay – ExploreElmhurst.com has information on hotels located in Elmhurst with direct links to booking information.

6. Special Offers – The site lists special offers from businesses in Elmhurst. Businesses can request to list their special offers by submitting a form through the website.

Explore Elmhurst Express Trolley
The Explore Elmhurst Express Trolley is a free trolley service that ran Fridays, Saturdays and Sundays from June 3rd through September 18th. Residents and visitors sat back, relaxed and enjoyed the sights in Elmhurst while riding, the bright yellow and green, handicap accessible Explore Elmhurst Express trolley that made stops at 6 locations in Elmhurst, connecting downtown Elmhurst with the Spring Road Business District and the York and Vallette Business District. Special Explore Elmhurst signs marked each stop and trolley ridership averaged approximately 800 riders each weekend.
The success of the trolley program can be credited to the City’s promotional efforts, and most importantly the cooperation, collaboration and support of community partners.

The Explore Elmhurst Advisory Group, made up of community partners including the Elmhurst Business Associations, Park District, Chamber of Commerce, School District, Museum and other civic and cultural organization partners reviewed the marketing and operational plan for the trolley service. Each organization was asked to provide input, add value and also share in promoting the trolley service.

An added bonus to the trolley experience included a trolley narrative where riders could learn about highlighted areas of the City. Professional voice talent and Elmhurst resident, Mimi Black recorded the trolley narrative.

Trolley riders could find out what was going on in the City this summer through advertisements that were placed inside the trolley.

Elmhurst Public Library also held their signature “Storytime” event on the trolley each Saturday between June 11 – September 17 at 2:30pm, starting at the York and Park trolley stop.

The Explore Elmhurst Summer Sweepstakes worked simultaneously with the run of the trolley program, encouraging the public to not only ride the trolley, but to hop-off the trolley to explore more of what the City has to offer.

Explore Elmhurst Summer Sweepstakes

The Explore Elmhurst Summer Sweepstakes was designed to work simultaneously with the Explore Elmhurst Express Trolley Program. Free Explore Elmhurst ticket booklets were available for pick up on the trolley, at City Hall, Elmhurst History
Museum, Elmhurst Art Museum, Lizzardo Museum of Lapidary Art, Wagner Community Center, Elmhurst Public Library, and Elmhurst College Frick Center. Tickets booklets included 4 categories: RIDE, EXPLORE, EAT and SHOP which could be used to explore the town. Each ticket could be dropped off at participating locations throughout town to be entered to win weekly prizes valued at $1,300 each. The prizes were bundled packages of goodies donated by Elmhurst shops, restaurants and organization.

The sweepstakes included more than 50 places where tickets could be dropped off, with the goal of the participant to see and do lots of things while exploring Elmhurst. Ticket drop off locations, including multiple museums, shops, restaurants, the library, community center, pools, special events and more.

Thousands of tickets were entered to win, and businesses and organizations who contributed to the prizes were highlighted through the Explore Elmhurst website and social media sites. Information collected from the sweepstakes was used to register participants to receive information from Explore Elmhurst on future events and activities in town. The Explore Elmhurst sweepstakes would not have been possible without the collaboration and support of community and civic partners along with local businesses and organizations.

Further Promotion of Explore Elmhurst

To further promote Explore Elmhurst, a request was made to all City of Elmhurst Community Grant recipients to use the Explore Elmhurst logo where appropriate and state that the event was sponsored by Explore Elmhurst.

The City of Elmhurst’s Community Grant Program provides funding to not-for-profit organizations who provide cultural,
recreational, and youth/senior services that contribute to the quality of life for Elmhurst residents. These organizations have strong local support, introduce new events or activities, and have the potential to attract visitors to Elmhurst. The City used this opportunity to further promote the Explore Elmhurst brand.

A mix of traditional print, digital and outdoor advertising were used to promote Explore Elmhurst. A press kit was distributed to the media and key community influencers. Event marketing was also used to further promote and introduce the brand to the community.

For more information on the Explore Elmhurst marketing campaign, please contact Kassondra Schref, Communications Manager for the City of Elmhurst: kassondra.schref@elmhurst.org or 630.530.6018.
Facility Characteristics
(2) 375 kW CHP Units
Biogas Conditioning System

Specific Energy Challenge
Reduce 3rd party need for electrical and thermal energy. Increase beneficial use of biogas.

Energy Focus Area
Plant-wide initiative to achieve energy neutrality.

Implementation Approach
Progressive Design-Build Project Delivery approach to meet tight grant deadlines.

Energy Efficiency Outcomes
750KW produced = 60% plant electrical needs covered
2.88 MMBTU/h produced = 96% of digestion process thermal energy needs covered
Hanover Park, IL Safe Communities America Initiative

Prioritizing safety in local communities
What is Safe Communities America?

- An accreditation program of the National Safety Council that supports and recognizes communities across the US committed to improving safety at the community level

- US arm of an international movement, affiliated with World Health Organization Collaborating Center for Community Safety Promotion, to reduce worldwide injuries and deaths from preventable causes
What is a Safe Community?

A Safe Community is a community-driven program that prioritizes safety by bringing people together and works in a coordinated way to improve the quality of life for everyone in the community.

- **Shares a designated geographical area** (a municipality, a campus, a district, a county, or region)
- **Promotes safety and health to prevent injury**
- **Uses data to determine what areas of safety and health are in greatest need of attention**
- **Commits to a process of continuous improvement**
- **Focuses activities in six major areas:**
  - Violence and Suicide Prevention
  - Elder adult falls
  - Emergency Preparedness
  - Workplace safety
  - Prescription drug overdose prevention
  - Motor Vehicle and Traffic Safety
Why is Safe Communities focused on safety and injury prevention?

More than 187,000 deaths from injury each year- 1 person every 3 minutes.¹

Prevention works!

Seat belts have saved an estimated 255,000 lives between 1975 - 2008.²

School-based violence prevention programs have been shown to cut violent behavior 29% among high school students; 15% across all grade levels.³

Tai chi and other exercise programs for older adults have been shown to reduce falls by as much as half among participants.⁴
Safe Communities America Network

• There are currently only 19 accredited Safe Communities organizations in the United States

• New Lenox, IL is the only one in the State of Illinois
Benefits of Safe Communities

Opportunities and benefits for Communities:

- Recognition for accreditation
- Join network of communities committed to improving safety
- Communities increase sustainability and engagement
- Access to injury program evaluation and data collection training
- Access to resources from NSC and other sources to help develop and sustain community-based injury reduction programs
- Automatic membership in the Pan Pacific Safe Community Network (Australia, Canada, New Zealand, United States)
Hanover Park Safe Communities Initiatives

• Heroin Intervention Initiative
  – RxBox Medication Disposal Program
  – Education program (Springwood MS)
  – DuPage Narcan Program
Hanover Park Safe Communities Initiatives

- National Weather Service “StormReady” Certification
Hanover Park Safe Communities Initiatives

• American Red Cross Home Fire Campaign
  – Provides up to 10 free smoke alarms per residence
  – Smoke alarms are installed by employees or volunteers

Red Cross Home Fire Campaign

The Red Cross Home Fire Campaign aims to reduce death and injury by installing free smoke alarms for those who need them.
Future Projects

- Hands-Only CPR Initiative
- Suicide Prevention Program
- Elder adult falls prevention/exercise program
Thank you!

Andy Johnson, Deputy Police Chief
630 823 5507; ajohnson@hpil.org

Safe Communities Contact:
Suja Shunmugavelu
Program Manager
Safe Communities America
Suja.Shunmugavelu@nsc.org

Safecommunitiesamerica.org
Naperville's Floating Wetland Project

What is a floating wetland?
A floating wetland is a buoyant structure that mimics a natural wetland. Natural wetlands help control flooding, provide habitation, and filter water. The ones you see in front of you are made up of pond filter material and planted with native, perennial plants! Match up the pictures with the plants you see!

What are the benefits of a floating wetland?
Floating wetlands are more cost-effective and environmentally friendly for water treatment than any number of chemical treatments. They also allow wildlife to flourish by filtering out fertilizer and other pollutants and by keeping the water's oxygen levels at healthy conditions.

What can YOU do?
You can make a huge impact on the success of the wetlands! Scan the QR code or visit the link below to see all the ways you can help!

http://arcg.is/2aelKku

Brought to you by the Department of Public Works
Village of Schaumburg
Rental Property Information System
Information, Collaboration, and Analytics
Rental Property Information System

The Rental Property Information System is a data visualization tool and dashboard specifically designed to provide quick, accessible information on the rental properties located within the Village of Schaumburg. Data is pulled from 6 different data sources. It is then transformed and displayed in an easy to understand way. Properties are automatically scored using a custom algorithm designed in collaboration with Police, Community Development, Finance, and the Village Manager’s Office. Departments can quickly assess problems, research properties, and discover trends automatically, using near real-time data, in ways that used to take hours of gathering, cleaning, and displaying information manually.

Solution-driven:
Rental properties can be difficult for a municipality to manage. Many times Management, Code Enforcement, Finance, and Police work with property owners and tenants, but are not able to communicate those experiences with other departments efficiently leaving information gaps. Assembling this information manually requires a great deal of work and is out of date quickly.

To solve this problem, the Village of Schaumburg in-house development team of Robert Fessett and Igor Bekker worked to assemble this information from the different data sources and applications including Rental Licenses, Utility Billing, Code Enforcement, Police Records, Crime-Free Housing, and our Customer Service Request system. The information is presented in an “At-a-glance” manner with filtering and sorting capabilities. In addition, a peer-developed scoring system will rank the properties as Level 1 (default property status), Level 2 (on watch), and Level 3 (properties with issues).

Additionally, suspected rental properties can be flagged, investigated, and automatically noted in the system once the Rental Licenses program has been updated.

Innovative:
We have not found another product which allows this type of flexible scoring options to help build better analytics on rental properties. This product is truly one stop for all rental property information. The application provides the ability to cross-reference key indicators on property performance including the number of negative service requests, late utility payments, Police calls for service, Crime-Free Housing completion, and failed code inspections. These indicators can be adjusted using relative time periods or specific time snapshots by toggling a switch and moving a slider bar. Maps are integrated showing the locations of the properties meeting the criteria selected. Lists can be saved, exported, and shared to help explain a situation or collaborate on a solution.

The future of this project is just as exciting. We are building the foundation for more dynamic analysis based on the system users’ actions and the movement of the properties. The goal is to move beyond descriptive and diagnostic analytics to the next steps which are predictive and prescriptive analytics. This means we are currently learning what trends and triggers indicate future resident behavior by
studying historic trends and movements. Potentially, this could lead to determining which policies and ordinances have the most positive affect on resident behavior.

**Transferability:**
This model can be used not only across departments to help understand the data gathered on services, but can be transferred across organizations as well. In our case, our developers built this as a web application; however, products such as Tableau, Qlik, and even ESRI can help organizations to accomplish very similar results without on-staff development.

Data analytics is a difficult subject in general for public sector organizations because we are fairly new to the concept. Private sector organizations have been conducting these analyses for years because efficiency is stressed to keep profits maximized. Therefore, there are many examples of how to use data in the private sector, but they don’t always translate well to the public sector. What Schaumburg has done is provided an example of how small to mid-sized municipalities can use its data to begin data analytics.

**Results Oriented:**
The biggest impact of this project is facilitating communication to be more efficient. Rental properties are significantly impacted by Community Development (Code Inspections), Finance, and Police. Before, departments would have to relay information through Directors or wait for responses to questions through phone or Email communication. Even then, information gets lost in translation or people are accidentally left out of the loop. With the Rental Property Information System, all of the information gathered relevant to rental properties from the various systems are organized and displayed to all system users. Follow up communications are less frequent and more detailed to better understand the property, tenants, and owners.
The application opens with the Start Viewer pane on the left, Level 3 properties (by default) on the right pane, and the Search box in the upper left. From here a user can select different levels, All Properties (which is an unfiltered list of properties), Suspected Rental Properties, and custom lists should the user decide to make them.
On any open pane on the canvas, a user can select the Map option to see where the properties are located. By default, the map opens to the Markers option which allows users to drill down further into areas of the map. Shown here is the Heat Map showing the density of properties filtered by the list (in this case Level 3).
Users can also select Overview on any selected window. This will show an overview of the activity for the list of properties selected, along with visuals showing the breakdown of select filters such as completed Crime-Free Housing classes, Police Beats, and others.
All Properties offers an unfiltered look at the entire rental property list, and offers filtering capabilities on the left side of the pane. This allows users to filter the list according to what he/she wishes to see. Similarly, the user has the option to view the custom filtered lists through List form, Map form, and Overview. The Relative Date toggle allows users to filter by relative time period (example last 9 months from today), or toggle off to get specific time snapshots such as April 2015 – February 2016.
The Suspected Rental Property is a collaborative list which allows users to search all properties in the Village and mark them as a suspected Rental. The property shows as a Pending status, which allows Community Development to investigate. If the property is determined to be a rental, the Pending status will automatically change to Approved once a rental license application has been entered. Otherwise, the property can be deleted by a person in Community Development.
By selecting the bubbles beneath the property showing violation events, the Events window pane is brought up for that specific property. Here the user can see visuals that can be altered by time, along with a list of the events and a brief synopsis below. Web applications can be linked from list, so in this case by clicking the CSR Work Order, the CSR program will open to that Work Order.
By clicking on the property, the Property Detail window pane will open showing information about that property for research. Events can be filtered by date at the bottom of the pane. The Property Tax Portal link on middle right side of the pane will open to the County’s Tax Information Portal on that residence.
On any opened window pane (right of the Start Viewer), users can click the menu button and Export the current list they are viewing, get a URL to share the list with other users through the system, Clone or save the list as their own which places a new section in the Start Viewer under Suspected Properties with a custom name. The pin icon will keep that window pane open on the right even when subsequent window panes are opened, and after the application is closed and re-opened. In the example below, I have selected a filtered list of 3 or more Negative Work Orders over the past 3 months. The Clone and Get URL features are only saving the parameters, so this list may change tomorrow. Export will save the list as is in an Excel spreadsheet.
Contact us!
Please feel free to contact us if you have questions on the Rental Property Information System.

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PILOT Saves The Day!

Towns with significant nonprofits off the tax rolls can consider the value of a Payment In Lieu Of Tax (PILOT) agreement to reimburse local government expenses. These agreements are voluntary, and the case must be made that the non-profit measurably impacts government services, and has the ability to pay. PILOTs are more prevalent on the East Coast and typically require public education efforts and voter support to build pressure. The Village of Winfield recently worked through such a process with Central DuPage Hospital, which covers nearly 60% of property zoned for business in the downtown, taking these properties off the tax rolls.

1) Solution-driven: in December 2016 the Village of Winfield and Northwestern Medicine – Central DuPage Hospital reached a compromise regarding an ongoing dispute over the amount of financial contributions the large non-profit entity makes towards supporting the costs of Village services it enjoys.

2) Innovative: such voluntary revenue-sharing agreements are becoming more common on the East Coast. This type of compromise addresses a growing concern for local governments that are home to larger, tax-exempt organizations which place significant demands on local services. The Village made little progress negotiating with the hospital system until going public with its concerns. The grant agreement that was settled upon created a more equitable balance between costs and benefits.

3) Transferability: this type of agreement could be utilized by any municipality with large tax-exempt entities such as hospitals, colleges, or other non-profit institutions. Certainly the case must be made that there is a drain on public services like roads or police, and that the tax-exempt entity is able to pay its fair share of expenses.

4) Results-oriented: terms were reached on a 5-year economic development grant agreement for annual payments of $900,000, about half the estimated property tax the Village would gain if the hospital was taxable. These funds will be used by the Village to fund capital projects, augment staffing levels, make additional police pension payments, invest in modern technology, and pursue economic development goals.

Contact: Village Manager Curt Barrett
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Elizabeth Court Rain Garden

Solution – Driven: The City of Wood Dale was able to turn an abandoned detention basin into a beautiful rain garden.

Innovative: Private ownership abandonment turned into an educational opportunity. This project uses natural processes to manage stormwater, promote infiltration and much more!

Transferability: Many DuPage County communities could turn their turf bottom detention basins into rain gardens and reap the benefits of a green and sustainable approach to managing stormwater.

Results Oriented: This project has not only reduced maintenance, but now acts as an entry point welcoming visitors to Wood Dale.