

# Village of Orland Park Strategic Planning Workshop



May 29, 2018

# Summary of Key Themes



## Exploratory Focus Groups and Environmental Scanning

Village of Orland Park

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# Stakeholder Focus Groups Data Gathering Framework

- Six focus group were conducted on April 24<sup>th</sup> & 26<sup>th</sup> 2018.
- The focus group sessions conducted included:
  - Village Staff
  - Civic Organizations
  - Advisory Groups & Commissions
  - Business & Business Associations
  - Residents (2)
- Focus groups are a highly interactive approach allowing a **robust cross-section** of information to be gathered from stakeholders across the community.

# Focus Group Data Gathering Framework (cont'd)

- The focus group participants were asked the following six questions by the facilitators:
  1. How would you describe the Village of Orland Park to a stranger or someone who doesn't live or work here?
  2. If you left Orland Park, and did not see or encounter the Village for 10-15 years, what do you think you'll see, or what do you hope you'll see, when you return?
  3. What do you like best about Orland Park? Related to that, what are the strengths/greatest assets of the Village?
  4. Can you identify areas or topics in need of attention or improvement? Related to that, what are the weaknesses/greatest needs in Orland Park? Challenges?
  5. What are/should be the top priorities for the Village over the next 3-5 years?
  6. If you could change or initiate one key item or thing about the Village, what would it be?
- The data analysis methodology is to transcribe, organize, review and code the qualitative data, in the aggregate. **CGS scans and categorizes all input to identify themes and/or outliers within questions.**

# Process Introduction

## Exploratory Focus Group Sessions

- The information that follows presents an overview and summary of key themes and topics that emerged during the exploratory focus group/community engagement process.
- These stakeholder input sessions serve as a *primer* for the environmental scanning component of the strategic planning process.
- The information is designed to add *exploratory & thematic information* for the Board to consider during the upcoming strategic planning workshop sessions.

# Stakeholder Visioning Results

## General Themes

- **For the Village of Orland Park we envision a future in which:**
  - The Village is financially stable
  - There is diverse and balanced development
  - The historic legacy is upheld
  - Open spaces and forest preserves are maintained
  - The Village becomes a destination offering unique activities
  - The Village is a place where residents can live, work, and play

# Key Themes & Data Analysis Highlights

- **The Village of Orland Park is...**
  - Family-friendly with family values
  - Neighborly with a great sense of community
  - A retail mecca
  - Environmentally aesthetically pleasing
  - A well-rounded community

# Key Themes & Data Analysis Highlights

- **The Village of Orland Park offers...**
  - Outstanding municipal services
  - Strong Village leadership (Board members and staff)
  - Responsive Village staff and quality customer service
  - Variety of dining, retail, entertainment and recreational opportunities
  - “City living” with a small town feel
  - Excellent schools



# Key Themes & Data Analysis Highlights

- **The Village of Orland Park should strive towards...**
  - Diverse economic development and proactive planning
  - Improving community engagement and communication
  - Establishing cohesive leadership among Board members
  - Diversifying revenue sources and tax base
  - Addressing Village staffing needs
  - Promoting the strengths of the Village to make it a destination
  - Updating parks and equipment
  - Revitalizing youth programs and facilities

# Key Themes & Data Analysis Highlights

- **The Village of Orland Park's future expectations and priorities should include...**
  - An open and transparent Village Board
  - Developing a strategic and cohesive economic development plan
  - Identifying a community brand to promote the Village
  - Developing the I-80 corridor
  - Diversifying the tax base

# Overall Summary

## Strengths

- Village leadership and employees
- Community involvement and organizations
- Outdoor amenities and recreation opportunities
- Strategic location
- Potential for growth and development
- Schools
- Retail and dining options
- Safe
- Financially stable

## Opportunities for Improvement

- Village staffing needs
- Internal and external communication
- Transparency and community engagement
- Balance between small and corporate businesses
- Traffic and congestion
- Addressing future changes in demographic trends
- Establishing an identifiable downtown
- Attracting high paying employment options throughout the community
- Offering adult recreational activities and facilities



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# Thank you!

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# Frequent Themes/Phrases Q-1

- **Question 1: “How would you describe the Village of Orland Park to a stranger or someone who doesn’t live or work here?”**
  - Home/family-friendly/sense of community/neighborly (32)
  - Upscale/gem of the south side/clean/big city with small town feel/multicultural (19)
  - Retail mecca/dining and entertainment options/diverse housing options/well-rounded community (18)
  - Open spaces/recreational opportunities/connectivity/parks (16)
  - Great location/proximity to Chicago and highways/good public transportation (12)
  - Great schools (10)
  - Progressive/growing/evolving with the times (9)
  - Safe (9)
  - Quality Village services/hard-working and responsive leadership (5)

# Frequent Themes/Phrases Q-2.

- **Question 2: “If you left Orland Park, and did not see or encounter the Village for 10-12 years, what do you think you’ll see, or what do you hope you’ll see, when you return?”**
  - Become a destination/variety of dining and entertainment options/walkability/community events/gathering places/defined downtown (22)
  - Streetscaping /road repair and funding/improved traffic flow/widen Wolf Road/maintain infrastructure/ I-80 Corridor developed (19)
  - Reinvest in the community/identify brand/adapt to demographic changes/evolve with emerging trends (13)
  - Preserve open space and forest preserves/maintain parks and recreation opportunities/update sport facilities and fields (12)

# Frequent Themes/Phrases Q-2 (Cont'd.)

- **Question 2: “If you left Orland Park, and did not see or encounter the Village for 10-12 years, what do you think you’ll see, or what do you hope you’ll see, when you return?”**
  - Diversify employment opportunities/attract and retain younger population/mixed use Class A offices/vocational opportunities (11)
  - Diverse redevelopment/downtown development/support small business (10)
  - Diversify tax base/identify innovative revenue sources/financial stability/better connection between Village and taxing bodies (9)
  - Intergovernmental collaboration/Village responsiveness and cohesion/new Village Hall (6)
  - Maintain legacy/continue family-friendly traditions/preserve welcoming atmosphere (5)

# Frequent Themes/Phrases Q-3

- **Question 3: “What do you like best about Orland Park? Related to that, what are the strengths/greatest assets of the Village?”**
  - Village leadership and employees/quality customer service/municipal services /quality infrastructure (21)
  - Family-friendly /engaged community/dedicated leaders/faith-based institutions/civic organizations/volunteerism/diversity (16)
  - Parks and recreation/youth activities/walking paths/green space/Park District (13)
  - Location/access to public transportation /proximity to highways and healthcare/La Grange Road (9)
  - Balance jobs/business-friendly/quality standards for businesses and development/potential for growth and development/Chamber of Commerce (9)



# Frequent Themes/Phrases Q-3 (Cont'd.)

- **Question 3: “What do you like best about Orland Park? Related to that, what are the strengths/greatest assets of the Village?”**
  - School District/private schools (6)
  - Retail and dining options/local theater group (5)
  - Safe community/low crime (5)
  - Financially stable/reasonable property taxes/adequate tax base (4)
  - Affordability in housing/quality housing options (3)

# Frequent Themes/Phrases Q-4

- **Question 4: “Can you identify areas or topics in need of attention or improvement? Related to that, what are the weaknesses/greatest needs in the Village? Challenges?”**
  - Village staffing levels/communication and engagement/sharing resources/collaboration/unified direction and focus/follow-through (24)
  - Balance between small and corporate businesses/heavy focus on retail/lack of strong industrial base/Orland Park Square Mall/‘one size fits all’ approach to businesses (13)
  - Infrastructure maintenance/location/lack of express train/traffic/congestion/road construction (12)

# Frequent Themes/Phrases Q-4 (Cont'd.)

- **Question 4: “Can you identify areas or topics in need of attention or improvement? Related to that, what are the weaknesses/greatest needs in the Village? Challenges?”**
  - Prepare for future expectations and changes/aware of demographic trends/attract and retain younger generation (11)
  - No draw/unidentifiable downtown/sprawling community/perceived as ‘old’ (7)
  - Attracting diversified industries/not business-friendly/inconsistent business regulations and processes (5)
  - Lack of high-paying employment options (4)
  - Cook County/taxes (3)
  - Adult recreational activities and facilities/revitalize youth programs (3)

# Frequent Themes/Phrases Q-5

- **Question 5: “What are/should be the top priorities for the Village over the next 3-5 years?”**
  - Mixed use economic development/redevelopment/fill vacancies/cohesive economic plan/I-80 development/marketing campaign /complete the triangle (46)
  - Enhance Board community engagement/cohesive Board leadership/geographical Board representation (16)
  - Improved community and community engagement/open to community input/transparency (15)
  - Diversified revenue and tax base/financial planning (13)
  - Village staffing needs and levels/update Village facilities/use of technology/change Village structure/performance metrics (11)

# Frequent Themes/Phrases Q-5 (Cont'd.)

- **Question 5: “What are/should be the top priorities for the Village over the next 3-5 years?”**
  - Intergovernmental collaboration/research best practices (11)
  - Street maintenance and improvements/congestion/express train (9)
  - Technology Master Plan/smart city/fiber optic throughout community (9)
  - Update parks and equipment/focus on youth program and facilities/in-house youth recreation opportunities (8)
  - Reinvent the Village/open to change/become a destination/promote strengths of community (7)
  - Higher paying employment opportunities/more career opportunities (3)

# Frequent Themes/Phrases Q-6

- **Question 6: “If you could change or initiate one key item or thing about the Village, what would it be?”**
  - Cohesive Village Board leadership/transparency/open to community input/intergovernmental collaboration/proactive strategic plan (26)
  - Downtown redevelopment/redevelop mall/cohesive economic plan/explore incentives for development/intentional growth/market to developers/streamline business process (17)
  - Promote Village’s strengths/marketing campaign/become a destination/develop community identity (11)
  - I-80 development (8)

# Frequent Themes/Phrases Q-6

- **Question 6: “If you could change or initiate one key item or thing about the Village, what would it be?”**
  - Change Village to City/update Village facilities/improve staffing levels (7)
  - Separate Mayor’s job (7)
  - Diversify tax base (5)
  - Focus on youth programs and facilities/provide in-house youth recreation opportunities (5)
  - Infrastructure improvements (3)