

FY 2025 - FY 2026

Strategic Plan



CITY OF
WOOD DALE

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WOOD DALE





About the City

Wood Dale is located approximately 23 miles Northwest of downtown Chicago in Northeastern DuPage County. The City is home to approximately 14,000 residents and is largely built-out with a mix of residential, commercial, and industrial development. Commercial development is focused along the Irving Park Road corridor while industrial is concentrated in the Northern half of the city. Many residents describe Wood Dale as a traditional and affordable community with a small-town feel, but also one with convenient access to urban amenities. Thanks to the City's connections to the wider region via the Elgin-O'Hare Tollway (I-390), Metra rail service to downtown Chicago, and close proximity to O'Hare airport, Wood Dale is an attractive place to live and work. Despite its small size, Wood Dale remains dynamic and economically competitive through high-quality development that continues to raise the profile of this tight-knit community.

City Council



Nunzio Pulice
Mayor



Lynn Curiale
City Clerk



Sandra Porch
City Treasurer



Peter A. Jakab
Alderman,
Ward 1



Randy Messina
Alderman,
Ward 1



Michael Curiale
Alderman,
Ward 2



Art Woods
Alderman,
Ward 2



Tony Catalano
Alderman,
Ward 3



Artie Woods
Alderman,
Ward 3



Mike Susmarski
Alderman,
Ward 4



Nadine Ames
Alderwoman,
Ward 4

Our Mission

The City of Wood Dale exists to serve the needs and interests of its present and future citizens by providing quality police and public services, a healthy environment, attractive amenities, a sense of community and ethical representation. The City will endeavor to reflect community values in an effective, responsible, efficient and visionary manner.



Our Vision

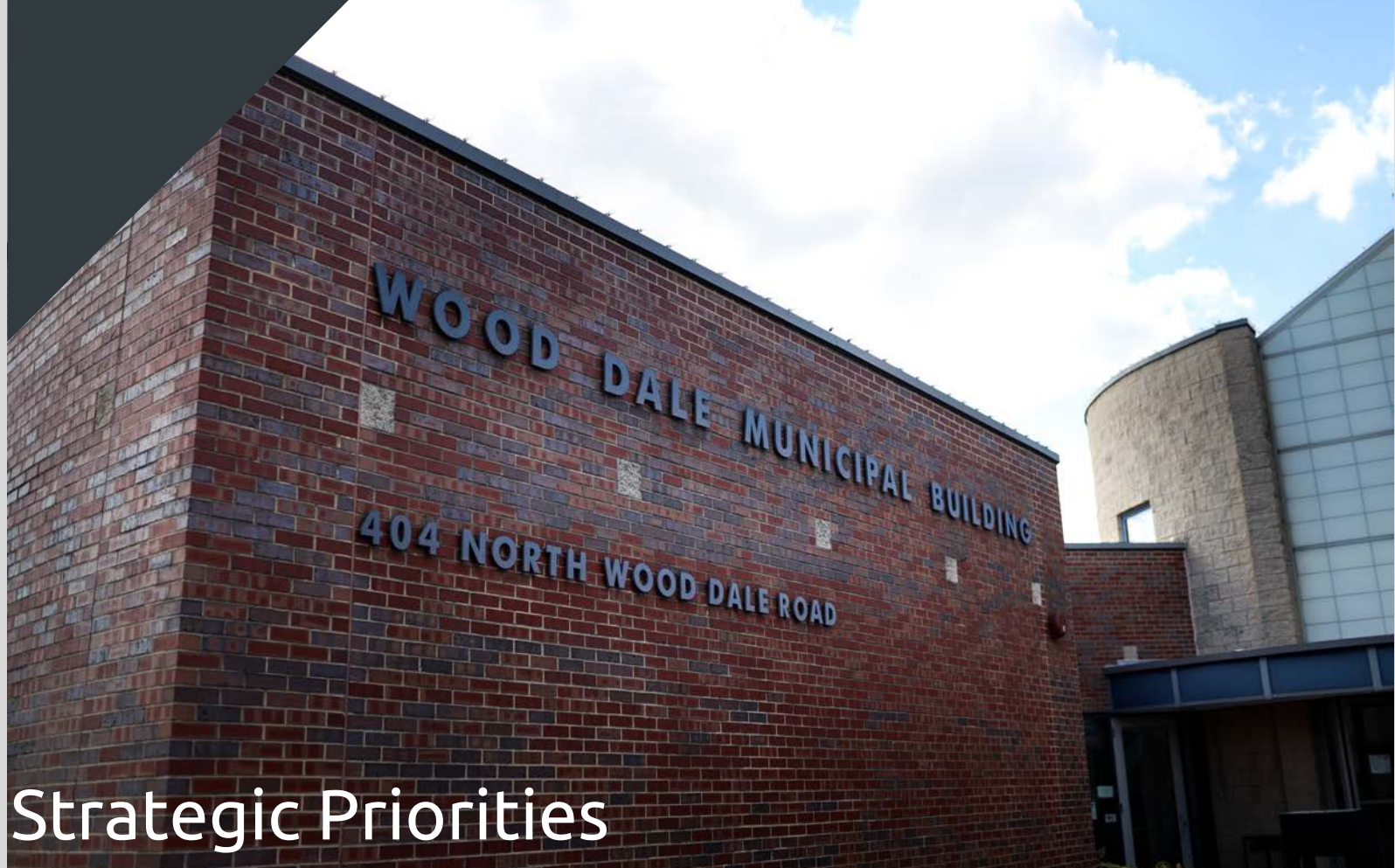
For decades local governments have been known for their stability in delivering reliable basic local services to their taxpayers. Over the next several years, the dramatic change in climate, demographics, aging infrastructure, technology, and limited tax base will change the face of local governments forever.

This challenging environment will be met with renewed commitment by City Staff and Elected leadership. This transformation will require new ideals, values and goals for local governments with the need for leaders to be change-masters to meet the rapid change in how services are maintained for residents.

Operating Philosophy

We believe in being helpful, reliable, open, honest, accessible, responsive, well-informed, and adaptable in a rapidly changing environment. We are problem solvers who believe in teamwork and personal commitment and who pay particular attention to cost-effectiveness and fiscal responsibility. We have respect and appreciation for the public and are dedicated to providing safe and sensible public services for all who live in and visit our community.





Strategic Priorities

Infrastructure & Mobility

An icon representing infrastructure and mobility, showing a white road with a dashed center line leading to a bridge structure.

Economic Development

An icon representing economic development, showing a white bar chart with three bars of increasing height and an upward-pointing arrow.

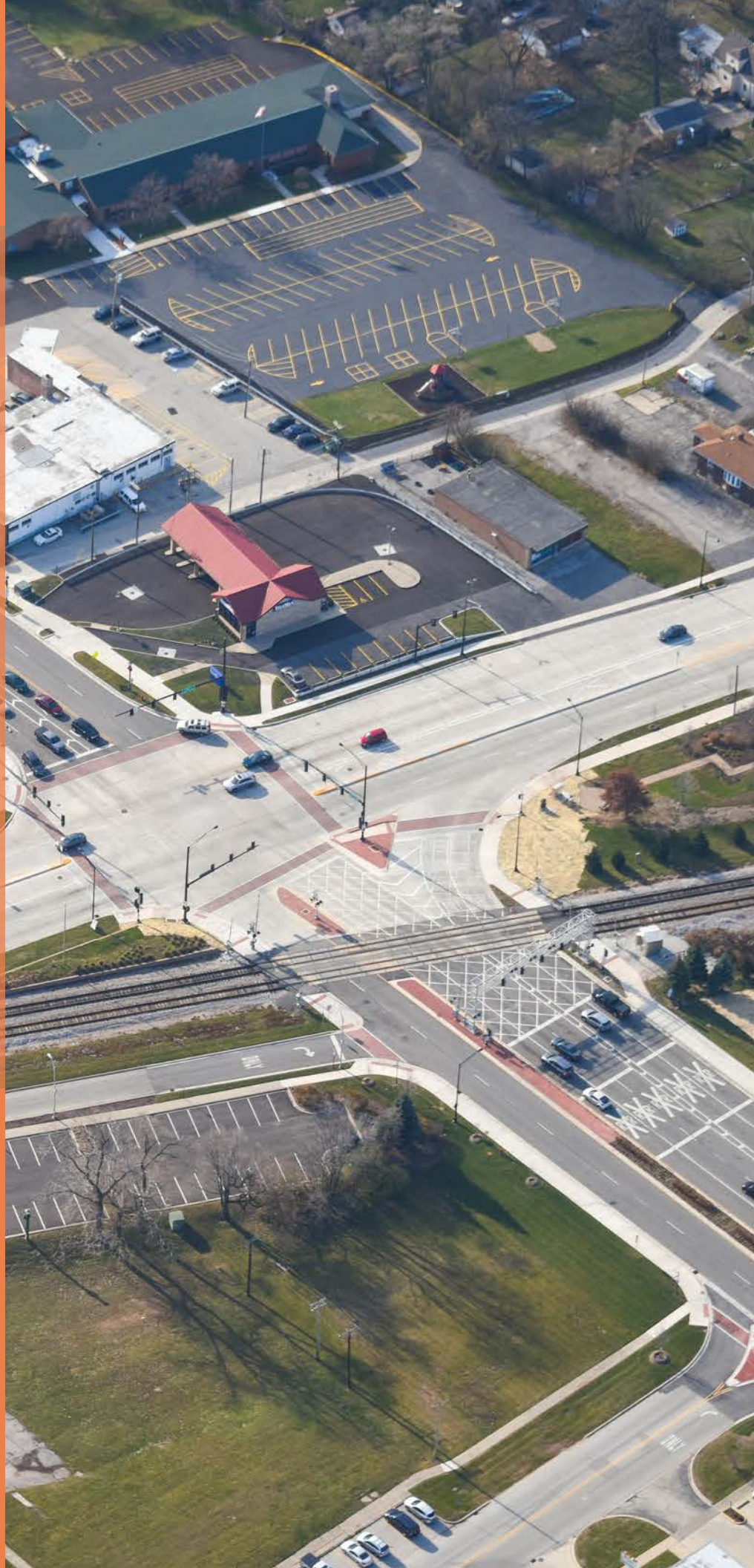
Workforce & Operations

An icon representing workforce and operations, showing three interlocking white gears with human silhouettes inside them.

Effective Governance

An icon representing effective governance, showing a white document with a folded corner and a gavel resting on it.

Strategic Priority #1



Infrastructure
& Mobility



Infrastructure



1- Develop and utilize the Ten-Year Capital Improvement Plan to prioritize our capital investments.

2- Implement findings of the StAMP (Strategic Assessment Management Program) document.

3- Continue working on flooding projects, including areas in Ward 3.

4- Plan for the rehabilitation of the South WWTP.

5- Continue to invest in water and sewer systems, including replacement and upgrades.

6- Develop a sustainable plan for long-term maintenance and or use of floodplain buyout properties.

7- Strategically plan upgrades to City Hall, including floors, carpets, wall coverings, etc.

8- Promote green infrastructure by purchasing more electric vehicles and installing charging stations on City property and at the Train Station.



Mobility

1- Continue to enhance walkability, bikeability and train ridership across the city so that it is viable and popular means of transportation.

2- Explore implementing an alternative route for emergency vehicles to use to bypass delays caused by trains and explore implementing advance warning technologies.

3- Complete the installation of a traffic signal at IL-19 and Central Ave.

4- Explore adding a pedestrian railing on Irving Park Road along the sidewalk over Salt Creek.



Funding



1- Continue to seek funding to purchase homes in flood prone areas.

2- Prioritize rail merger road improvement funding.

3- Obtain STP funding for the Mittel Drive resurfacing.

4- Explore grant funding opportunities for streetlight installation projects.

5- Explore grant funding opportunities for the Ward 1 Drainage and Flood Improvement project.



Strategic Priority #2

Economic
Development





Economic Development

1- Continue to promote the Facade Improvement Grant as well as any external grant opportunities.

2- Capitalize on underutilized properties, acquire strategic new properties, and facilitate future development

3- Focus on the development of our Community Park.

4- Actively engage community members to provide naming suggestions for our Community Park. Make it a resident contest similar to the vehicle sticker contest.

5- Explore options/feasibility of setting a permanent location and bandshell for special events.

6- Continue to focus on residential, commercial, and City Center development.

7- Encourage energy efficient quality construction.

8- Continue to promote the City as a desirable destination to live, play and do business.



Community Aesthetics

1- Add a gateway sign at 390 East exit onto Wood Dale Road.

2- Enhance the appearance of the train station by installing planters.

3- Replace the stamped brick crosswalks with thermo plastic design crosswalks.

4- Focus on streetscape beautification by coordinating with IDOT and planting trees along Irving Park Rd.



Strategic Priority #3



Workforce & Operations





Operations

1- Explore the feasibility of re-instituting the Patrol K-9 Program.

2- Explore the feasibility and value of developing a comfort dog program.

3- Develop and implement a marketing campaign to educate residents on what issues should be reported by calling 911 and what the proper protocols are.

4- Implement a City wide drone program.

5- Implement Key Performance Indicators to assess the City's growth/improvements.

6- Ensure maintenance schedules are properly tracked and improve overall contract management.

7- Engage employees in various trainings and professional development that focus on exceptional customer service.

8- Develop and implement a documentation system that focuses on when residents are experiencing emergency infrastructure issues.



Technology

1- Continue to implement ALPR's throughout the City to assist the Police Department in criminal investigations.

2- Increase PTZ video surveillance throughout the busiest city intersections and collaborate with larger retail establishments to increase and provide accessibility to their surveillance.

3- Implement findings of the IT Strategic Plan.

4- Continue to work on the cloud migration across all systems.

5- Ensure website compliance with ADA requirements and update departmental sites to match the current City branding.



Staffing

1- Ensure adequate staffing to meet service demands across all departments.

2- Create succession plans across all departments.

3- Focus on employee retention by identifying ways to attract and retain top talent including benefits, wellness offerings, tuition reimbursement, and review of workloads to avoid employee burnout.



Strategic Priority #4

EST.



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Effective
Governance





General Governance

1- Establish a stance on the approval of dispensaries in the City.

2- Solidify the purpose of special events by setting goals as to what we want to accomplish through the various events.

3- Explore and begin planning for the City's Centennial celebration in 2028.

4- Review current projects and tasks assigned to City Committees such as Streetscape and identify what other projects can be assigned.

5- Evaluate and adjust spending authority to align with State limits.

6- Continue to review what items need and don't need Council approval.

7- Utilize the Strategic Plan and City Council Guiding Principles to focus our direction.





Financial Stability

1- Continue to focus on improving our sales tax base.

2- Establish a workshop to identify ways to stabilize water rates.

3- Continue to provide City services and explore new opportunities to save residents money.

