3 Public Engagement Summary

The City of Wood Dale wanted this plan to truly represent community-wide interests. Strong engagement was central to the planning process, from the beginning Existing Conditions phases to the final development of recommendations. To reach as many residents as possible, the project team employed a variety of outreach tools, discussed below.

STEERING COMMITTEE MEETINGS

A Steering Committee was established to help guide the plan. The Committee was made up of officials from the City and other taxing jurisdictions, as well as residents and members of the business community. During an initial kick-off meeting, the committee discussed their opinions of and experiences in Wood Dale. Other feedback included: insights into the future of Wood Dale's development and land uses, its current transportation strengths and weaknesses, and how residents and visitors view the City. The committee also noted that many outside of the City don't always know where Wood Dale is, confirming the need for the branding element of this plan. Subsequent Steering Committee meetings were held to consider plan goals and objectives, subarea recommendations, and a branding program for the City. The committee's insights, deliberations and findings are reflected throughout the contents of this plan.

STAKEHOLDER INTERVIEWS

Interviews with a variety of groups gathered unique perspectives of Wood Dale, desired outcomes of the plan, and the City's strengths, challenges, and opportunities. The groups included residents, elected officials, community leaders, property and business owners, representatives of other taxing jurisdictions, real estate brokers, merchants, and restauranteurs. Many of the stakeholders' insights echoed the Steering Committee's. A full summary of the stakeholder interviews can be found in the Appendix of this report.

WEBSITE

A project website, WoodDalePlan.com, provided a one-stop shop for all plan-related documents and resources, a platform for community comments and idea sharing, calendars of events, and photos. Users were able to subscribe to the site and receive updates on upcoming meetings and plan-related documents.

> **"Would like Irving Park Road & Wood Dale Road to develop more "ma & pa" shops and businesses."**
> –Resident Input

OUTREACH TOOLS

To spread the word about Wood Dale's plan, the project team and City distributed business cards, mailed post cards, sent e-mail blasts, and included updates in the City newsletter. Information about the process and upcoming events was also posted on Wood Dale's City sign, City website, at the Metra train station, City Hall, the Library, and the Recreation Complex.
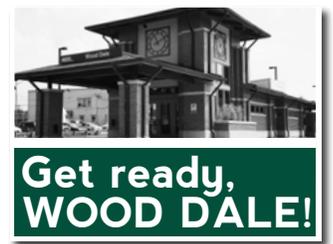
OPEN HOUSES

High points of public engagement in this plan were the two open houses held to invite comment from the community. The open houses were true celebrations of the City and the plan process. Great turnouts for both events were driven by the City's outreach efforts.... and great food at both programs. The first open house was held at the beginning of the process and asked participants to share ideas about the City and its future—**over 200** people attended and shared their ideas. Once preliminary recommendations were developed, these were shared at a second open house, attended by **over 250** people. The thoughts and comments they shared with City officials and the consultant team were very helpful in confirming and refining the final recommendations of this plan.

Outreach Snapshot

Website + Idea Metrics

January 2017 to April 2018

5,900+
Website Page Views

450+
Total Ideas Shared

1,500+
Unique Website Visitors

■ **Website Features**
☐ Share Ideas Tool
☐ Upload Photo Tool
☐ Project Calendar
☐ Project Follow Feature
☐ Documents
☐ News Posts
☐ Q+A / Contact Form

Over 450 residents in total attended both Open Houses, turning these events into fun, community gatherings, rather than just meetings!