VILLAGE OF RANTOUL MEETING AGENDA, SATURDAY, MARCH 12, 2016, 9:00A-3:00P

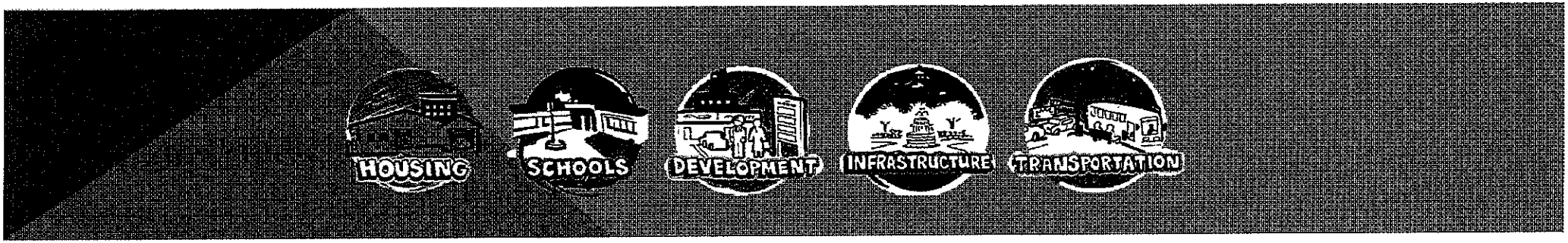
Meeting Introduction/Call to Order

Strategic Overview

Growth Scenarios Refined

Community Involvement Explored

Joint Investment Areas Defined



RECAP "RANTOUL TODAY"

DAVID FOOTE, CONCORD NET/WERKS

It Began with you in January, 2015

WORKING AGREEMENT

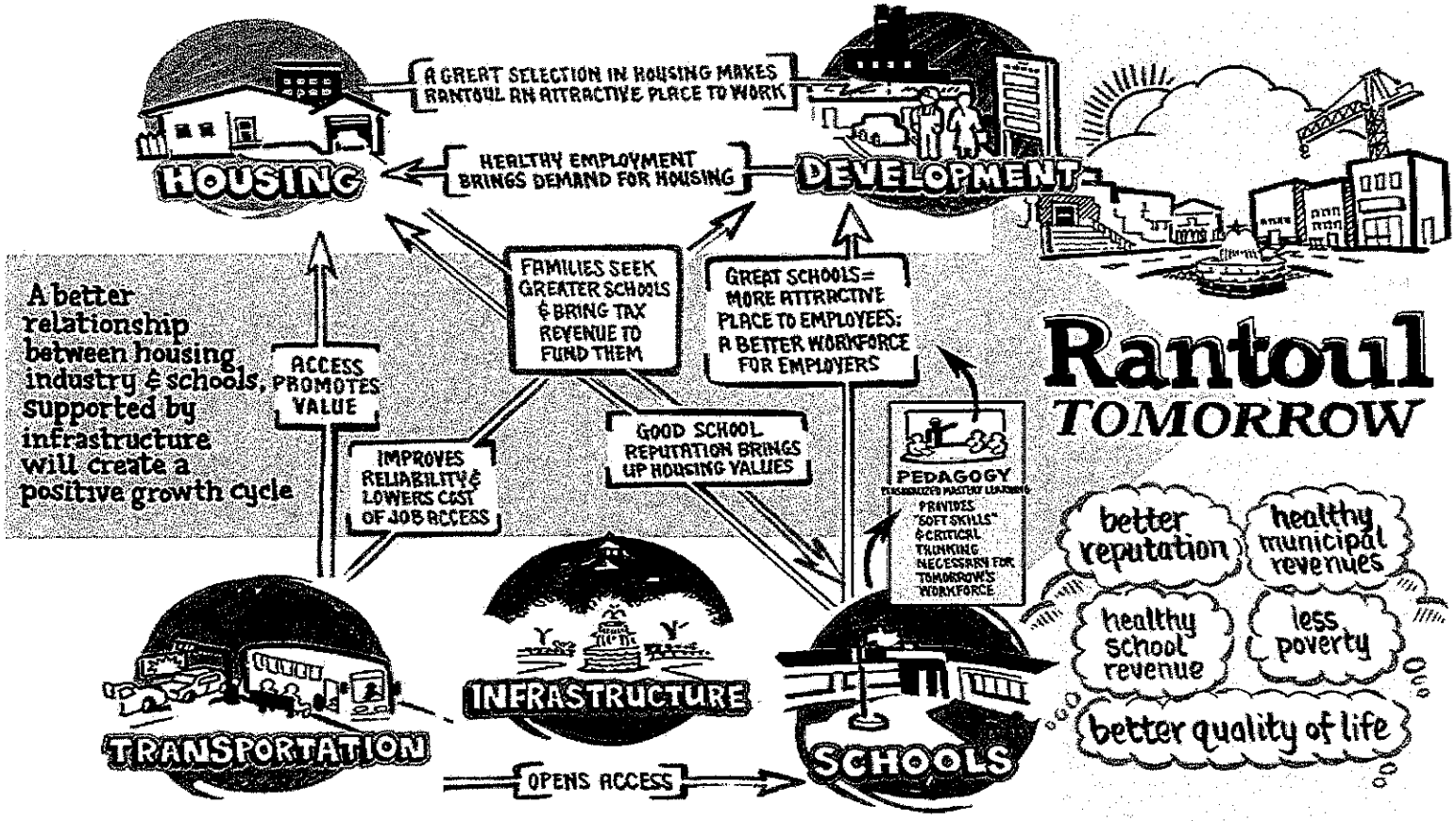
Working Agreement – a handshake on how we will work together for the benefit of the Village

Trustees and senior staff agreed to ...

- ✓ **Keep open lines of communication**
- ✓ **Work to build trust and trust one another – I've got your back**
- ✓ **Maintain clarity of roles**
- ✓ **Be transparent and encourage transparency**
- ✓ **Be respectful**
- ✓ **Hold Integrity as our foundational value**
- ✓ **Be straight forward**

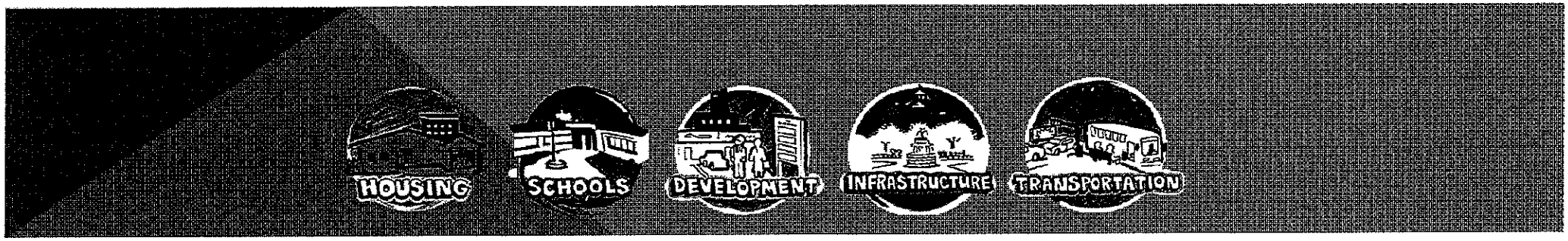
Investment Areas Identified & Growth Theme Emerged

RANTOUL TOMORROW INITIATIVE



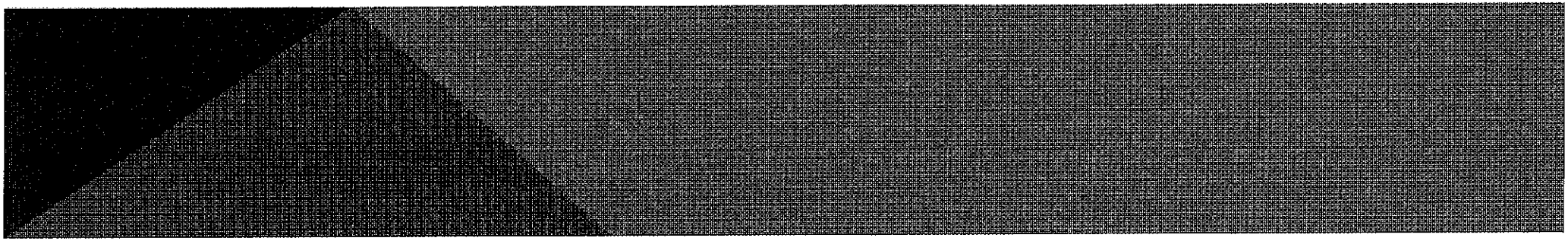
RANTOUL TOMORROW GOAL

Stimulate sustainable growth for our community and improve quality of life for all residents



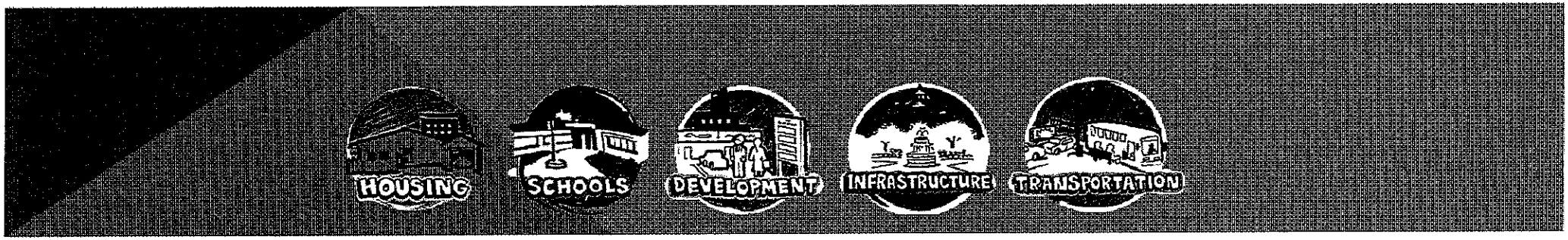
THE PREMISES ON WHICH RANTOUL TOMORROW IS BASED

- People attract economic activity and jobs
- A Community's Environment attracts People
- Community Shared Investments are needed to Create a Healthy Environment
- A Healthy Community Environment is Foremost judged by the Well Being of its Children
- The Well Being of Children is the Responsibility of the Entire Community
- The Community Must Respect and Celebrate Diversity
- The Community Must Hold True to its Values



THE FOUNDATION

STARTS WITH VALUE AND CULTURE



COMMUNITY VALUES DEFINED, CONTINUED FROM PAST

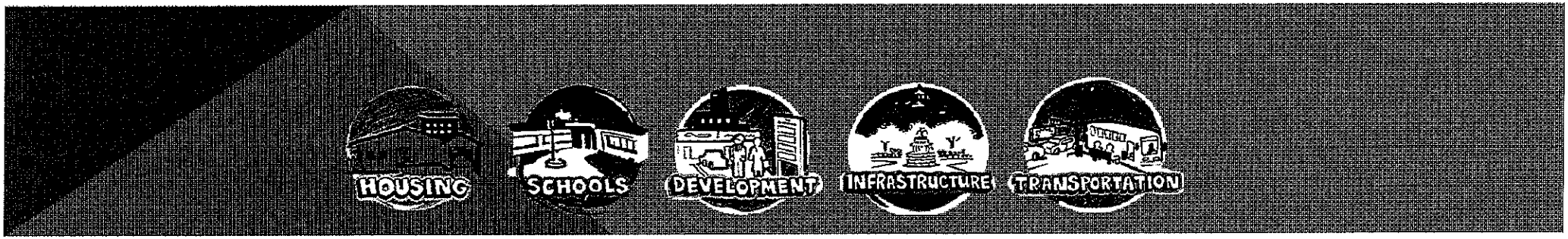
Community pride

Diversity

Family town/community family

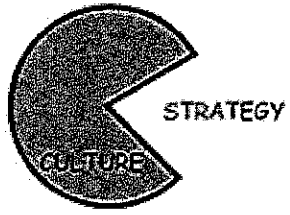
Safety

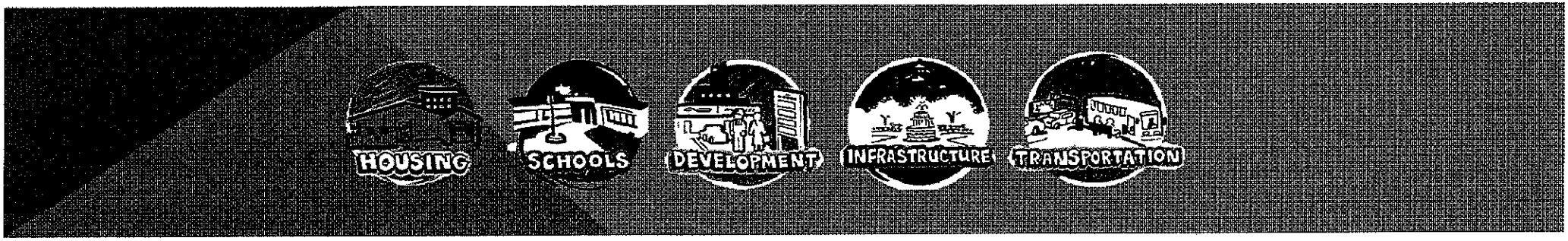
Integrity



A Truth

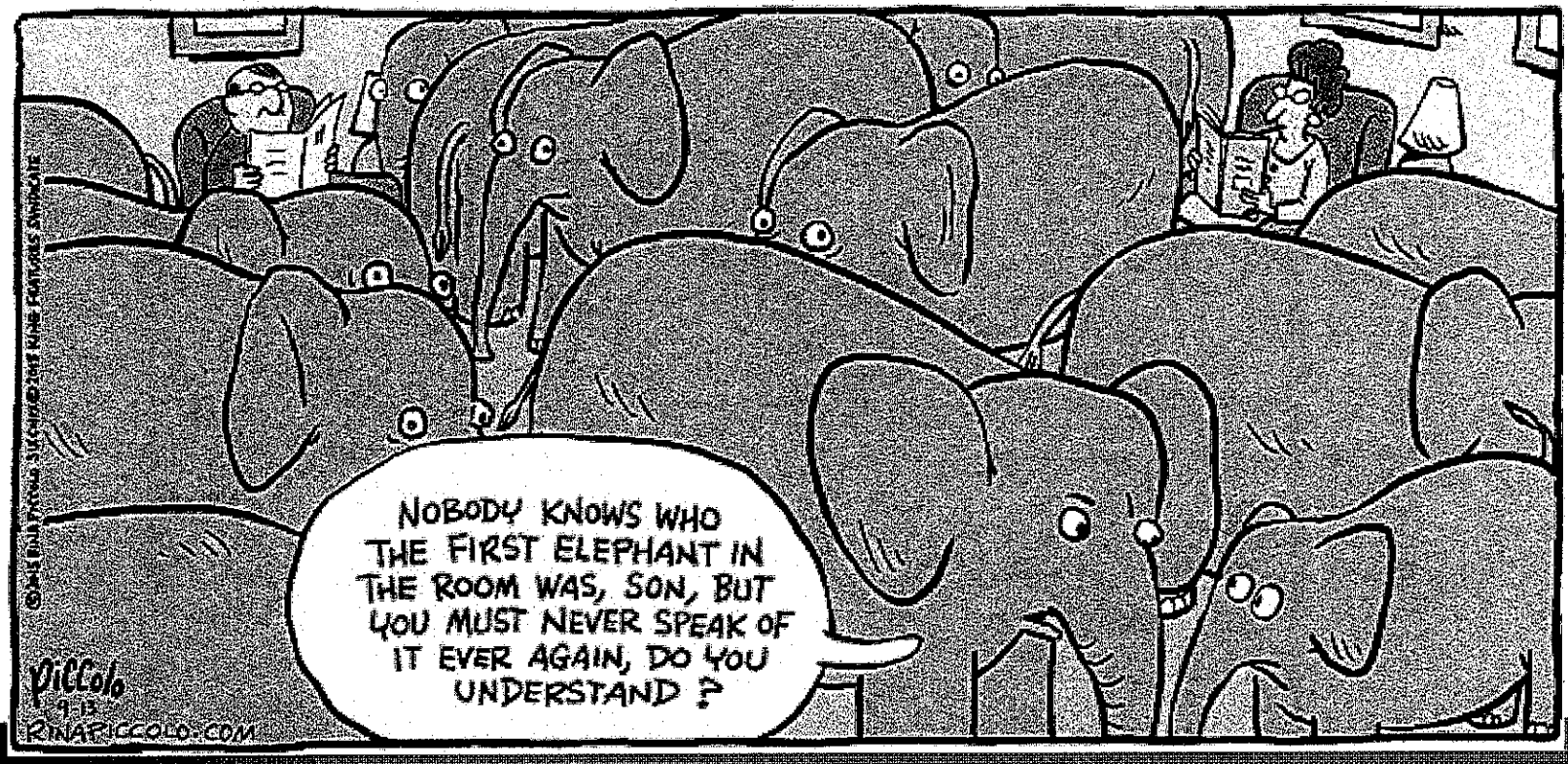
Culture eats strategy for breakfast





SIX CHIX

BY RINA PICCOLO



CHALLENGE: STOP USING CAVEATS

The “but” statements,

the “qualifier” statements

TRUST

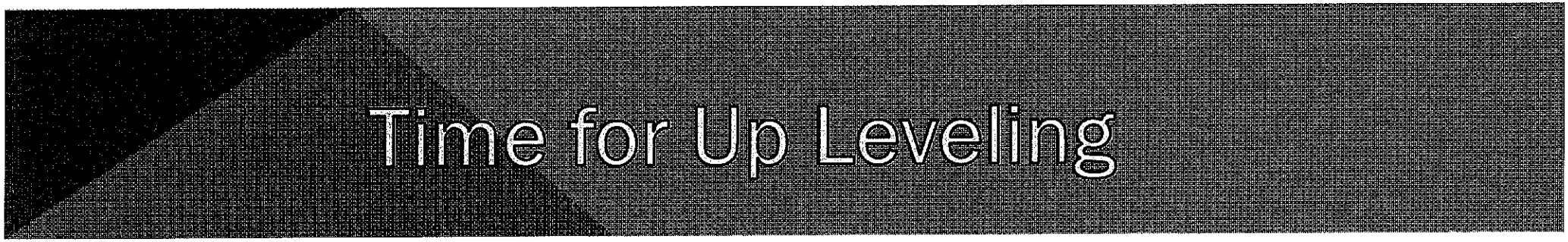
CHALLENGE: DEFINING RANTOUL

2/3/16 Edition of RANTOUL PRESS:

"According to website: Rantoul not boring, but not sophisticated"

"Rantucky"

RoadSnacks

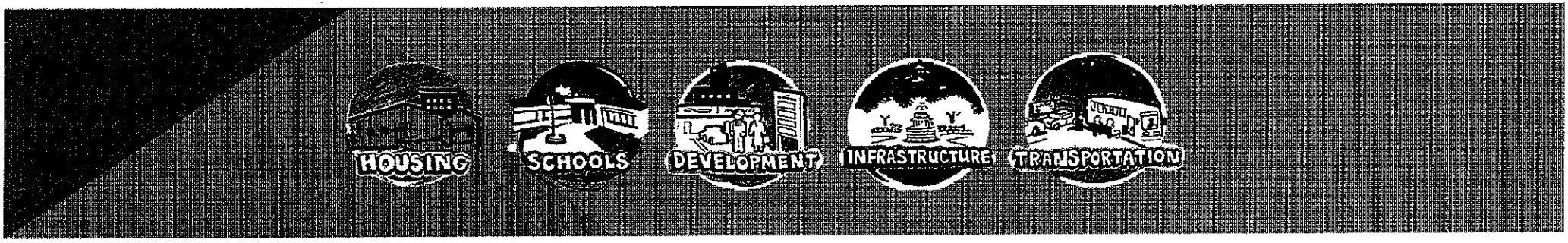


THREE GROWTH SCENARIOS

LEARNING

NEIGHBORHOODS, INCLUDING DOWNTOWN

ECONOMIC GROWTH



LEARNING INITIATIVE

VICKIE FLEMING, CONCORD NET/WERKS

QUALITY EDUCATION

A COMMUNITY COMMITMENT

SCHOOLS

Partnerships

Neighborhood Schools Build a Strong Community

Personalized Learning

Customized Education For Each Student

Postsecondary Pathways

A Roadmap To the Future

Performance

A Culture of High Expectations And Success

Productivity

A Culture of Innovation and Shared Accountability

SCHOOLS

LEARNING PROJECTS, YEAR 1

After school programming

Volunteer program to support learning

8th-9th grade transition

Strategic Plan implementation

Career lab / Center

Adult skill development - retraining

Career orientation / job shadow for all CTE classes

NEXT STEPS -

Deliberate toward adoption of strategic plan

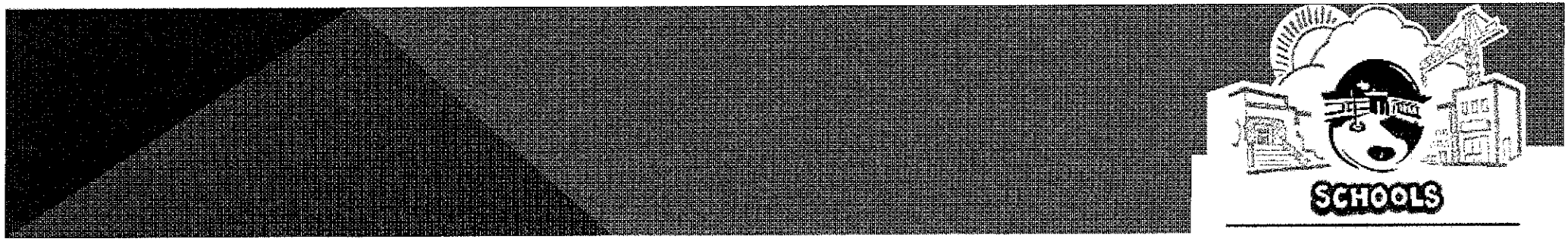
Discuss concept of 'community budgeting'

Prioritize initiatives

Develop awareness of new policies that will need to be developed

Discuss how boards will work together?

- Working agreement?
- Communication?



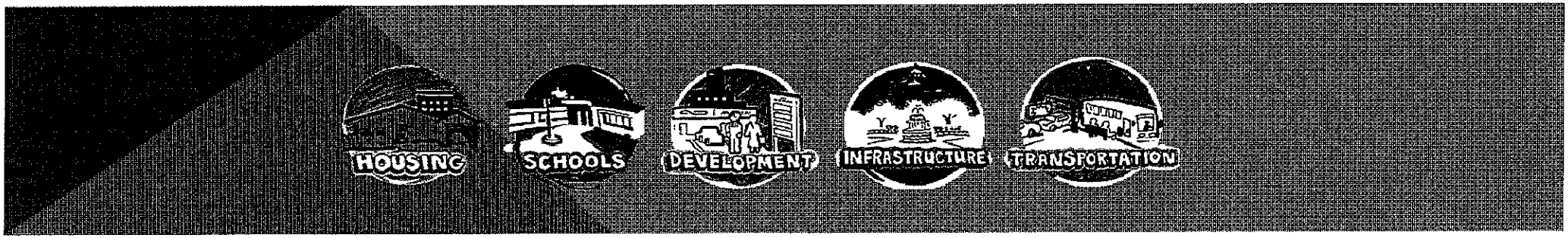
NEIGHBORHOODS INITIATIVE, INCLUDING DOWNTOWN RANTOUL

LUKE HUMPHREY, VILLAGE OF RANTOUL

GOAL OF NEIGHBORHOOD IMPROVEMENT PROGRAMS

Increased Property Values =

Increased Property Tax Funds for Taxing Bodies, while potentially lowering the tax rate

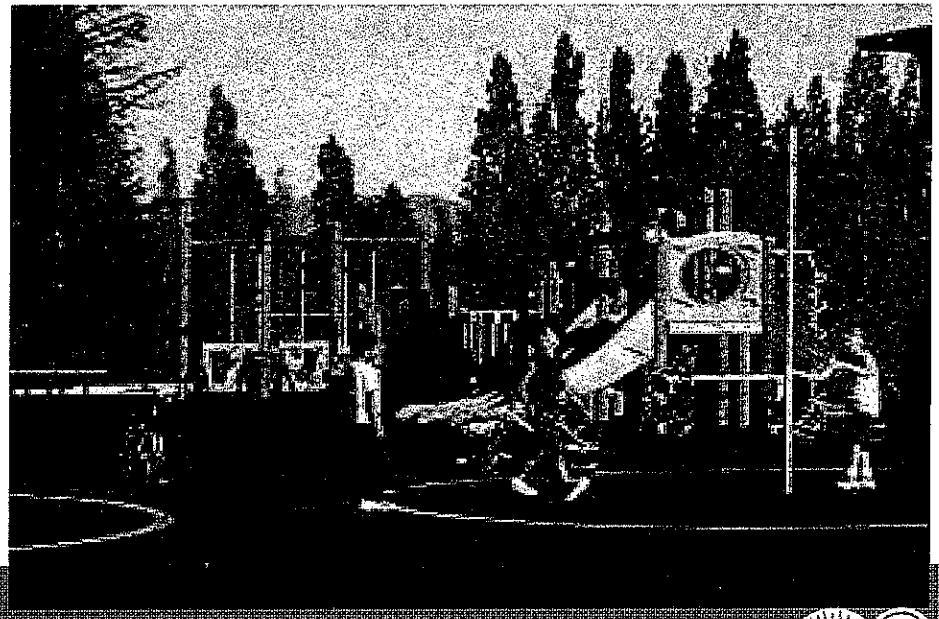


PEOPLE ARE ATTRACTED TO CLEAN, SAFE, FRIENDLY NEIGHBORHOODS, NOT JUST HOUSES

INFRASTRUCTURE

PARTNERSHIPS WITH SCHOOLS

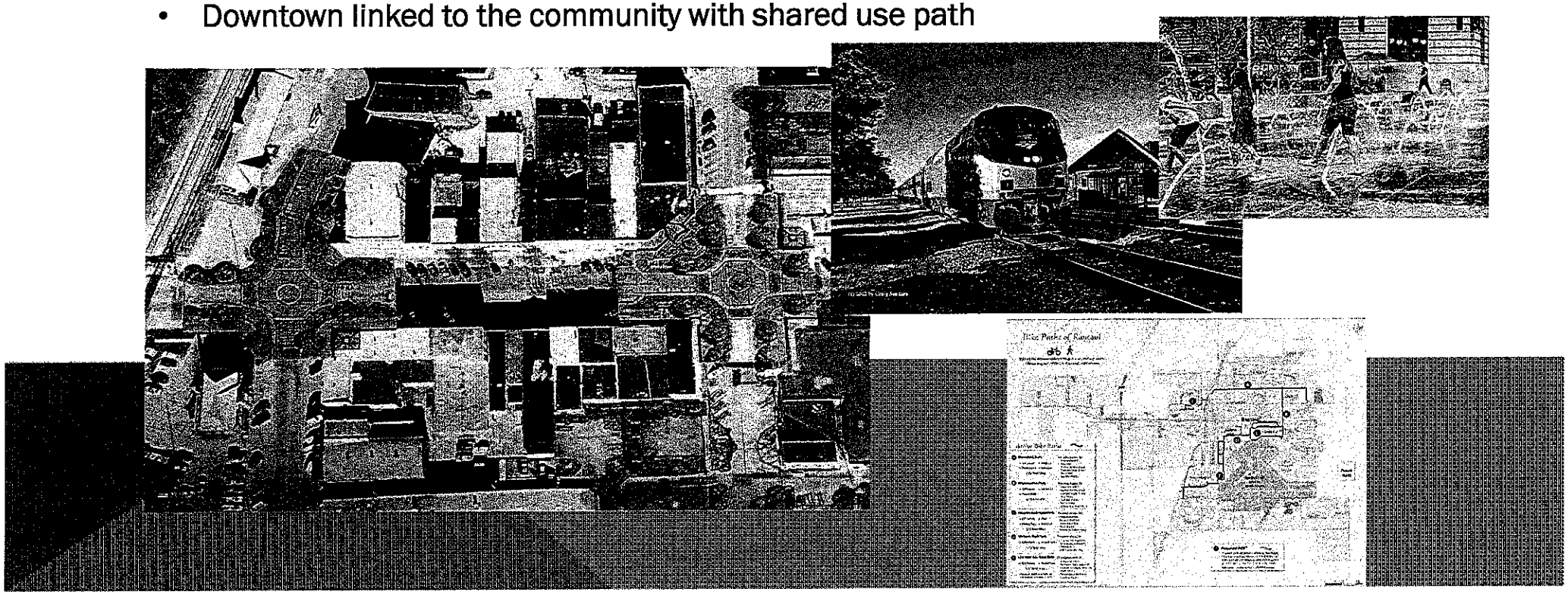
Neighborhood clean up/beautification, with Schools



INFRASTRUCTURE

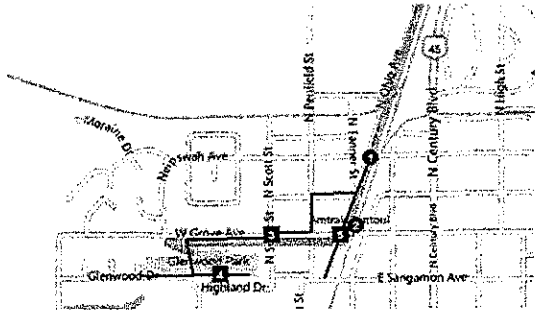
DOWNTOWN

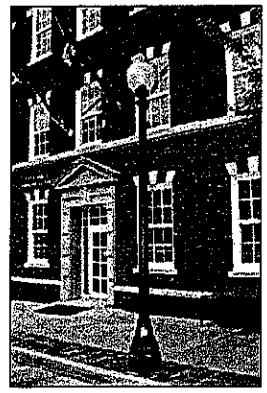
- Downtown Rantoul as a central Village destination anchored on one end by the Amtrak station/ Multimodal Transportation Hub that would become the hub of several modes and activities and a downtown plaza with an Interactive fountain or splash pad
- Downtown linked to the community with shared use path



DOWNTOWN PUBLIC INVESTMENTS

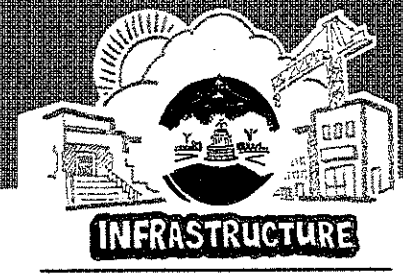
- **Downtown Bikepath Extension**
  - $631,650 Design & Construction
  - Construction Late Summer/Fall 2016
  - Funded ITEP 80/20
- **Downtown Lighting Improvements**
  - $225,000
  - Electric Funds – 2017/18 Capital
- **Downtown Streetscape**
  - $1,385,000
  - Potential Funding sources – TIF, MFT, Grants
- **Downtown Interactive Fountain or Splashpad**
  - $125,000 - $300,000
  - Potential Funding Sources – Water Fund, DNR Grant
- **Downtown Farmers Market**
  - $8000 – Hotel / Motel Tax
  - 2nd year budgeted Program
- **Downtown Façade Program**
  - $22



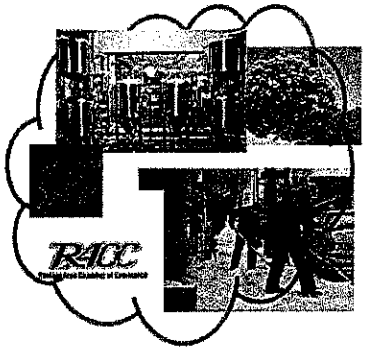


ADDITIONAL POTENTIAL NEIGHBORHOOD IMPROVEMENT PROJECTS

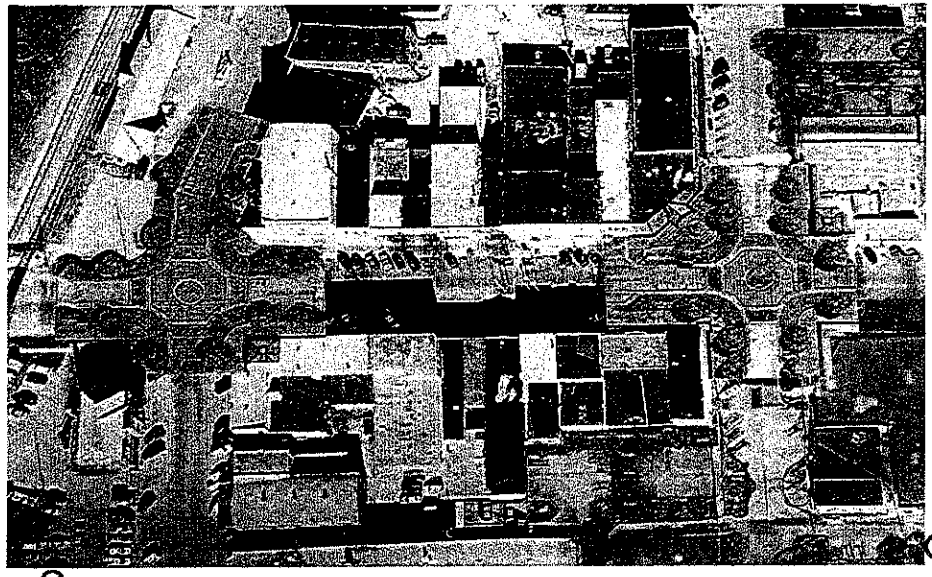
- Flower Island program
- Premiere Central Park planning– Wabash Park
- Defining Neighborhood Schools as gathering places
- Buy Local Campaign Expansion, with Chamber of Commerce
- Neighborhood Night Out / ice cream socials
- Farmers' Market Continuation
- Focus on downtown Micro brewery/ restaurants / gathering place
- Start a Safe Routes to School Program
- Neighborhood Services Team

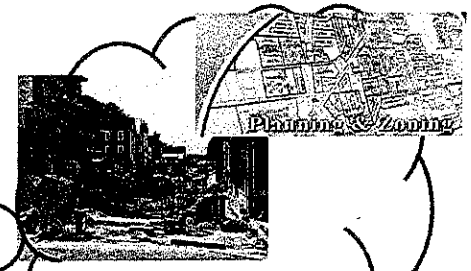


DOWNTOWN COMMUNITY BUDGETING EXAMPLE



Private





Community

VILLAGE BOARD QUESTIONS, NEIGHBORHOODS

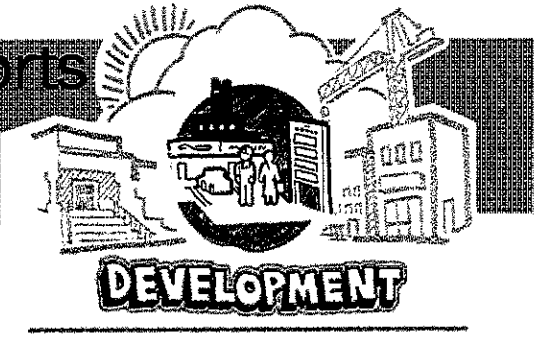
1. Should the staff begin a comprehensive Parks & Recreation program planning initiative? What posture should the Village take with the Parks District?
2. Should the staff proceed with a downtown streetscape funding plan?
3. Should the staff proceed with creating neighborhood design standards? LEED requirements?
4. Should the Village implement a business improvement district to collect additional sales tax for improvements within the district (both TIF areas)?
5. Should the Village use and reprioritize existing tax increment financing (TIF) to build public amenities like a central plaza to serve as a focal point and gathering place?
6. Should the Village commit to shift from a fiscally conservative, pay-as-you-go mindset to an investment strategy built on debt financing?

ECONOMIC GROWTH INITIATIVES

MIKE ROYSE, VILLAGE OF RANTOUL

HOW DO WE DO THIS?

- Strong Recreation Department & facilities.
- Village of Rantoul investment in attracting hotels and other retail establishments.
- Rantoul's industry consolidated workforce training programs in Rantoul.
- Rantoul's public schools sponsored a regional 'next gen' Career Lab.
- Champaign County moved the County Fair Grounds to Rantoul.
- Rantoul marketing strategy attracted club sports events and training camps.



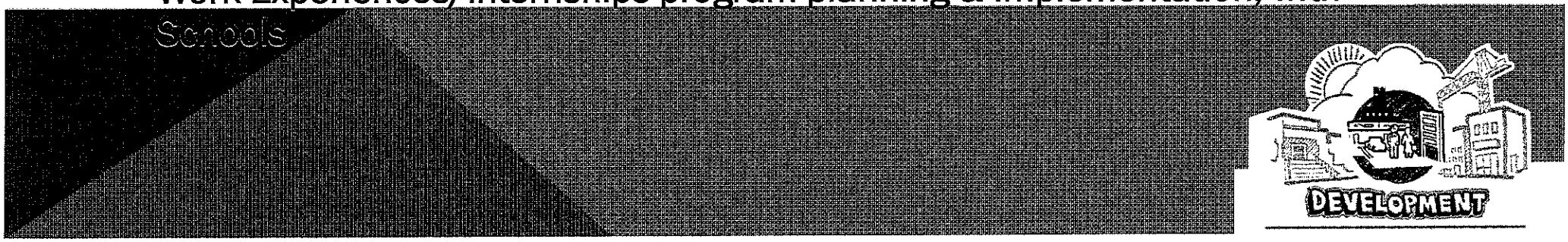
ECONOMIC GROWTH PROJECTS, YEAR 1

Retail/Service Business Expansion

- New hotel #2 market study
- Discussion with University of Illinois, other sports programs re: usage of Village facilities
- Continued new project development in TIF District #2 and #4
- Development of two restaurants/gathering places in Downtown

Career Lab/Training Center Planning, with Schools

Work Experiences/internships program planning & implementation, with Schools

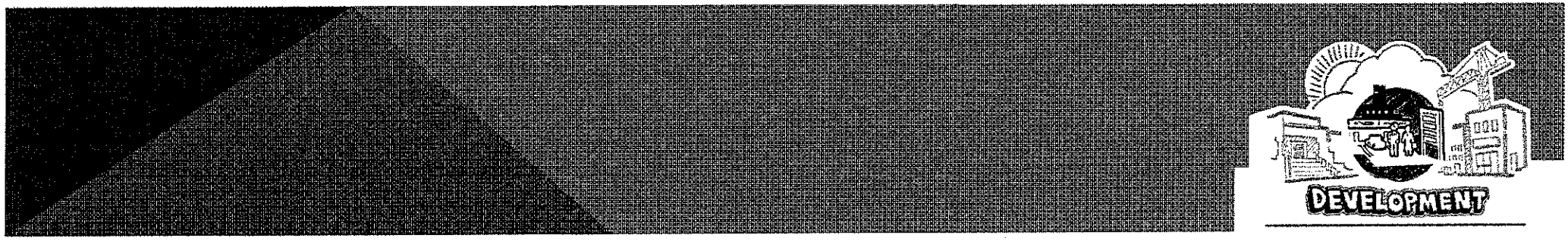


VILLAGE BOARD QUESTIONS, ECONOMIC GROWTH

1. Should the Village commit to comprehensive planning and funding of investment incentives for TIFs #2 and #4?

2. Should the Village commit to partnering with the school districts on the planning and implementation of

- the Career/Next Gen lab project?
- the work experience/internship project for students?

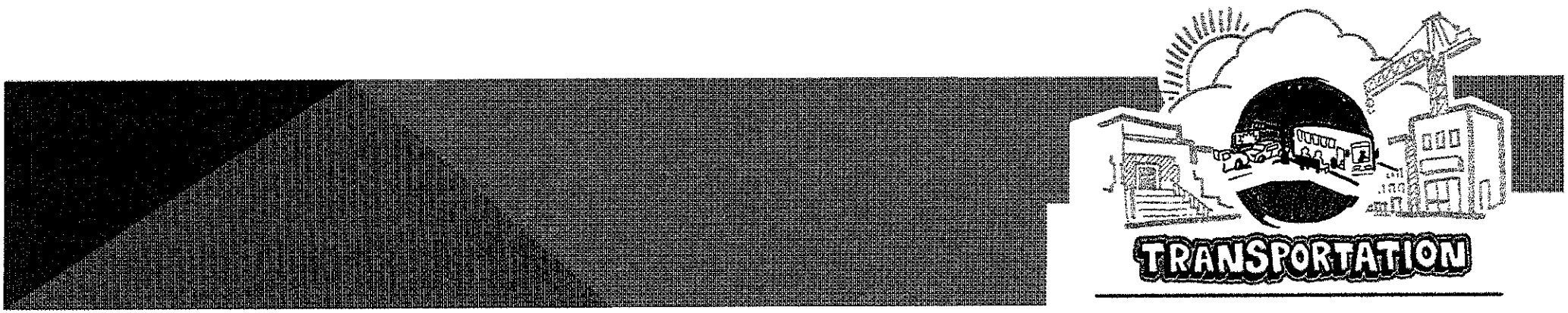


MOBILITY INVESTMENTS

JEFF FIEGENSCHUH, VILLAGE ADMINISTRATOR

GOAL OF PUBLIC INVESTMENT IN MOBILITY OPTIONS

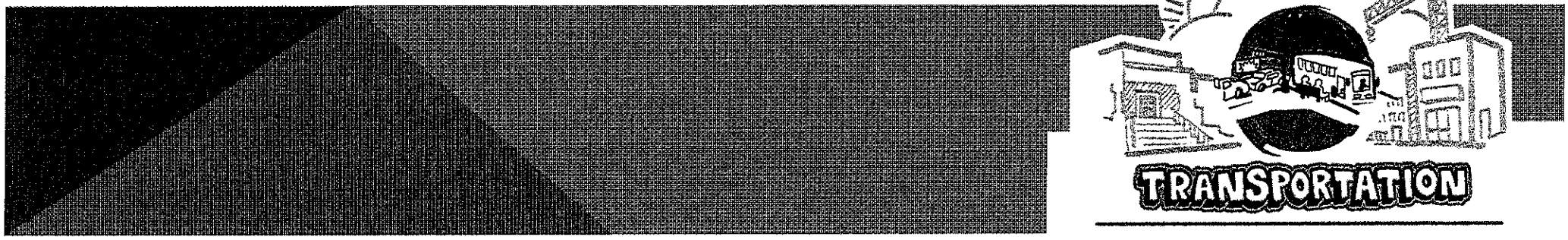
Increase community's desirability to employers and workers by **assisting employers in expanding job recruitment and providing reliable, affordable public transportation to workers**



MOBILITY INVESTMENT INITIATIVE, YEAR 1

Partner with Champaign County Regional Planning Corporation and C-U Mass Transit District to implement fixed bus routes throughout Rantoul, supported by private sector investment

Tentative Launch Date: August 15, 2016, 2-year commitment



PROPOSED MAP

PROPOSED FUNDING PLAN

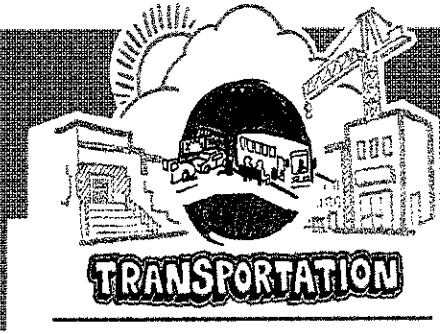
TOTAL OPERATING COST OVER 2 YEARS = $360,000

US DEPARTMENT OF TRANSPORTATION = $180,000

VILLAGE OF RANTOUL CONTRACT = $180,000

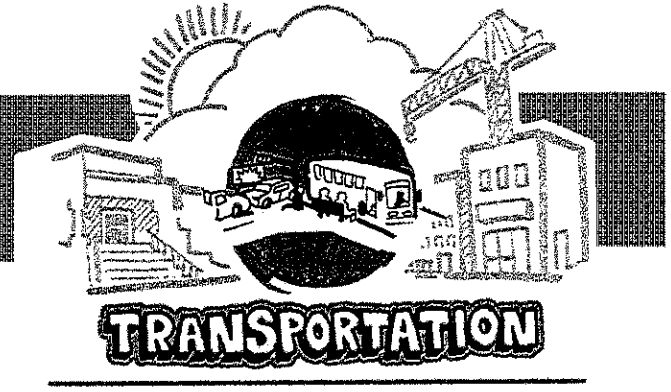
SOURCES OF FUNDING FOR VILLAGE SHARE:

- PRIVATE EMPLOYERS, PARTICULARLY INDUSTRIAL PARK COMPANIES
- MOTOR FUEL TAX RECEIPTS



VILLAGE BOARD QUESTIONS, MOBILITY

Should the Village proceed with funding the fixed route transit system?

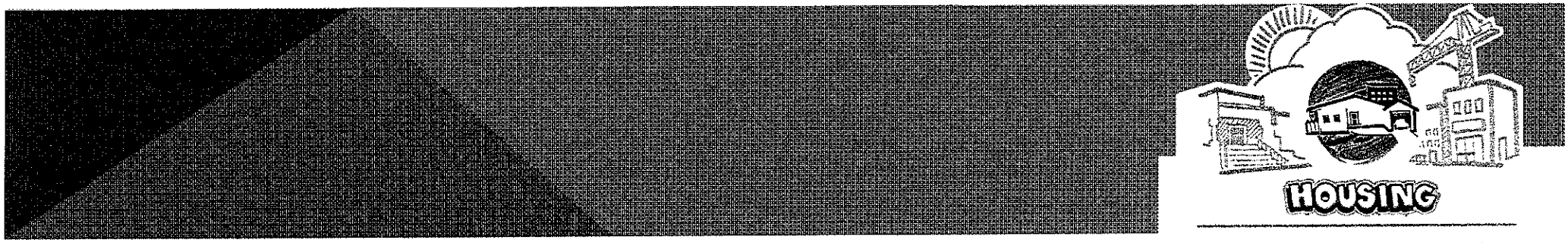


HOUSING

MIKE ROYSE/MIKE LOSCHEN, DAN CULKIN

GOAL OF PUBLIC INVESTMENT IN HOUSING OPTIONS

Bring property values on parity with Champaign County average, increase by 30%



NEIGHBORHOOD FOCUS

Neighborhood Transformation Teams

- RCS: What can school / grounds be used for
- Parks and Rec: Modify parks, equipment, manage ACTIVITIES
- Public Works: Modify infrastructure
- Resident involvement
- Rantoul Police Department
- Inspection Department

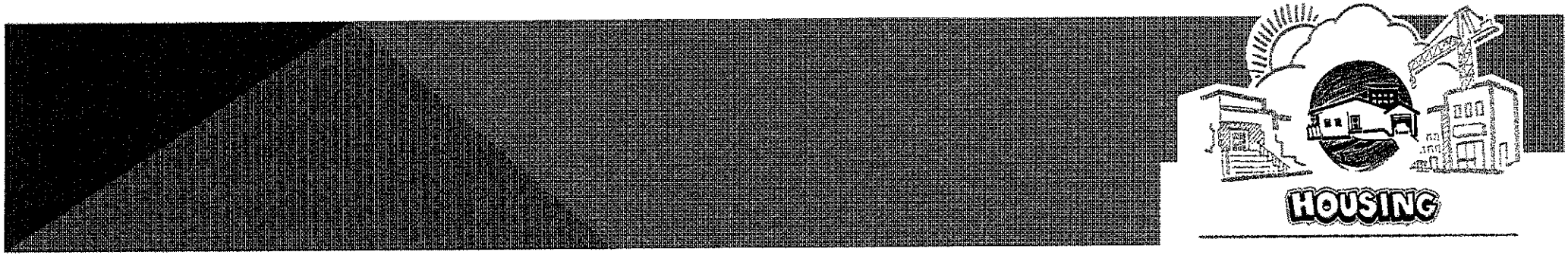
Branding Campaign

- Market schools with neighborhood and afterschool activities
- Work with Chamber to retrain Realtors

VILLAGE BOARD QUESTIONS, HOUSING

Should the staff create an action plan with details of the concept of Neighborhood Transition Teams?

Should the Village proceed with planning and implementation of Village branding campaign?



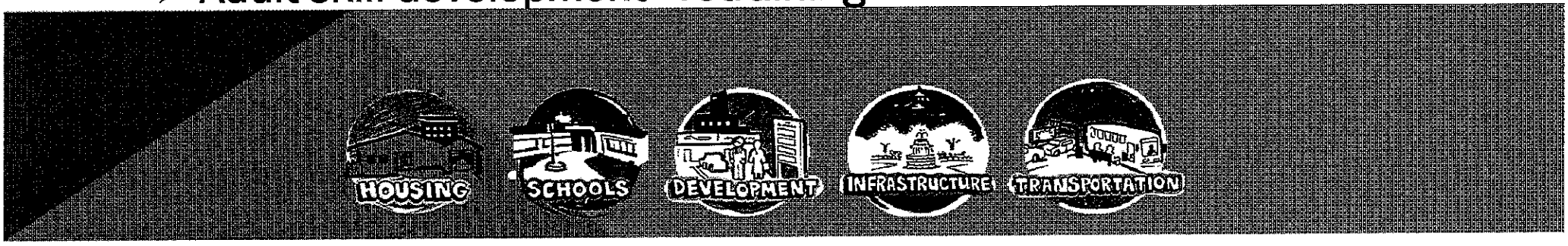
COMMUNITY INVOLVEMENT

THE SECRET SAUCE

WHAT PROJECTS / INITIATIVES DO YOU BELIEVE WILL BE OF MOST INTEREST TO THE COMMUNITY?

GROWTH SCENARIO: LEARNING INITIATIVE

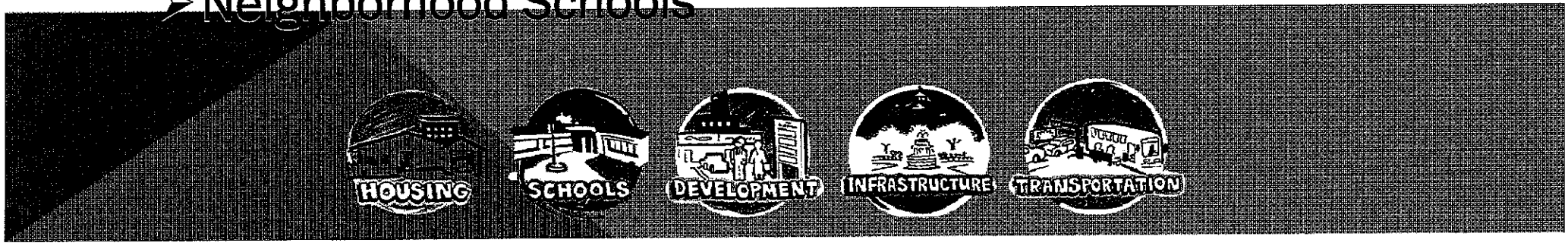
- After school programming
- Volunteer program to support learning
- 8th-9th grade transition
- Strategic Plan implementation
- Adult skill development - retraining



WHAT PROJECTS / INITIATIVES DO YOU BELIEVE WILL BE OF MOST INTEREST TO THE COMMUNITY?

GROWTH SCENARIO: NEIGHBORHOODS

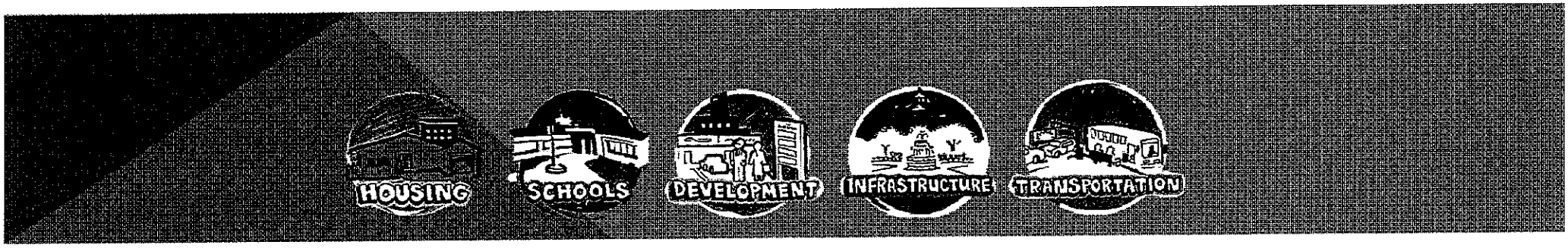
- Downtown streetscape projects
- Beautification projects
- Buy Local
- Neighborhood Schools



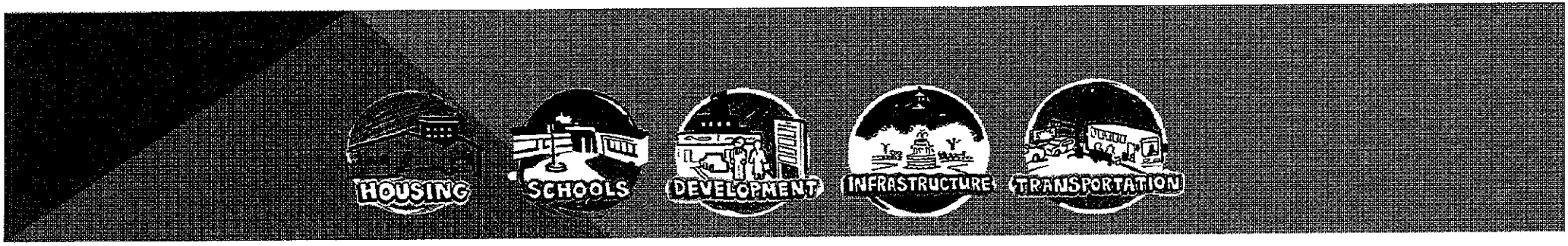
WHAT PROJECTS / INITIATIVES DO YOU BELIEVE WILL BE OF MOST INTEREST TO THE COMMUNITY?

GROWTH SCENARIO: ECONOMIC DEVELOPMENT

- Career lab / Center
- Career orientation / job shadow for all CTE classes



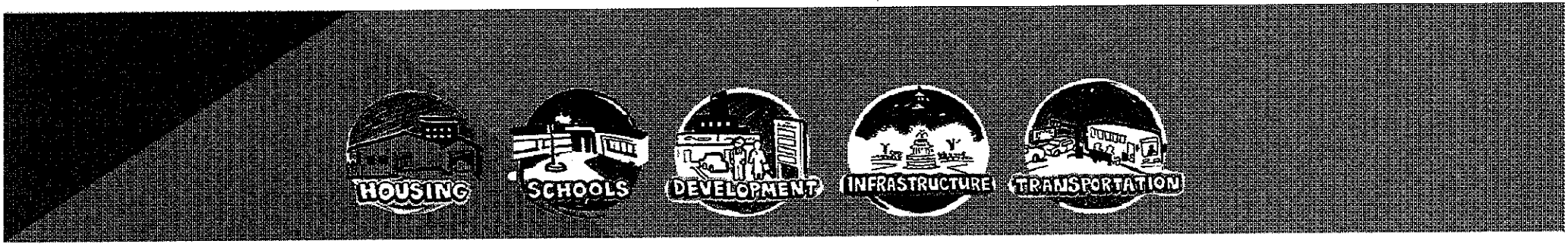
HOW WILL WE WORK TOGETHER?



A CRITICAL COMPONENT ...

WHAT IS THE TRUSTEES' ROLE IN SHAPING RANTOUL TOMORROW?

WHAT IS THE ROLE OF OTHER PUBLIC OFFICIALS?



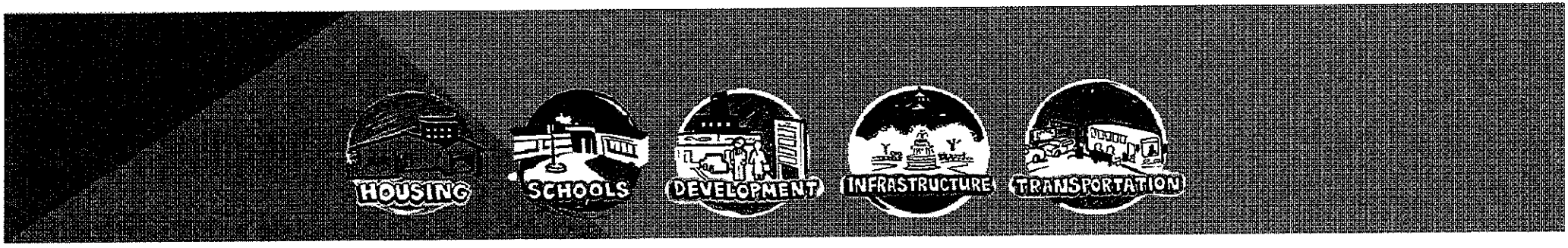
COMMUNITY BUDGET

DAVID FOOTE, CONCORD NET/WERKS

WHAT IS COMMUNITY BUDGETING?

Identifying strategic investments in the community & allocating public and private resources in a coordinated manner to achieve specific goals.

- Recognizes that the whole is more effective than its parts if all the parts serve the whole
- Considers all the potential resources in the community, not just tax $$
- Becomes a shared commitment of both public and private entities to work together to achieve agreed upon goals
- Focuses on specific strategies / projects that support shared vision / goals
- Allocates resources including community volunteer time to the strategies
- Evolves over time



POTENTIAL SHARED INVESTMENTS, YEAR 1

Neighborhood improvements

Transportation / mobility

Neighborhood Schools

Career lab

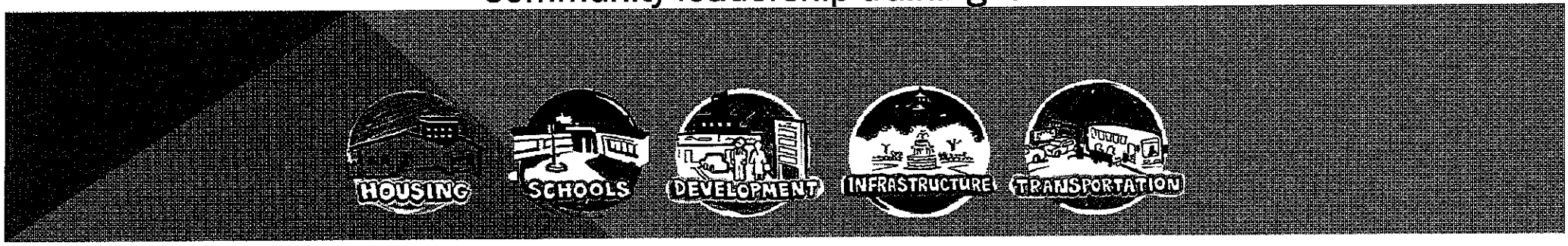
40 question survey of mid & high school students

Communications

Grant writing

Volunteer coordinator

Community leadership training forum



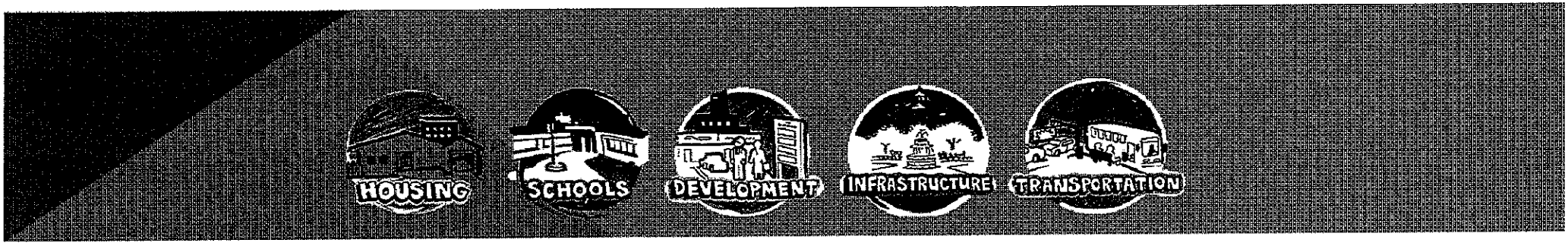
AFFIRMING OUR DIRECTION, YEAR 1

Support for the three growth scenarios?

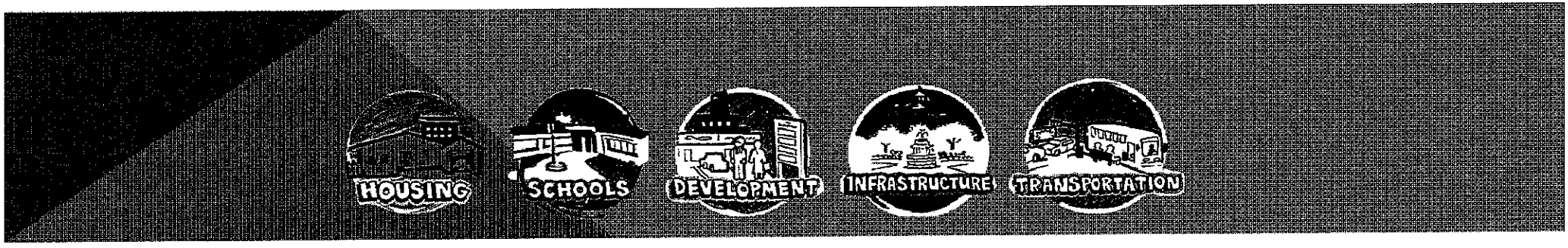
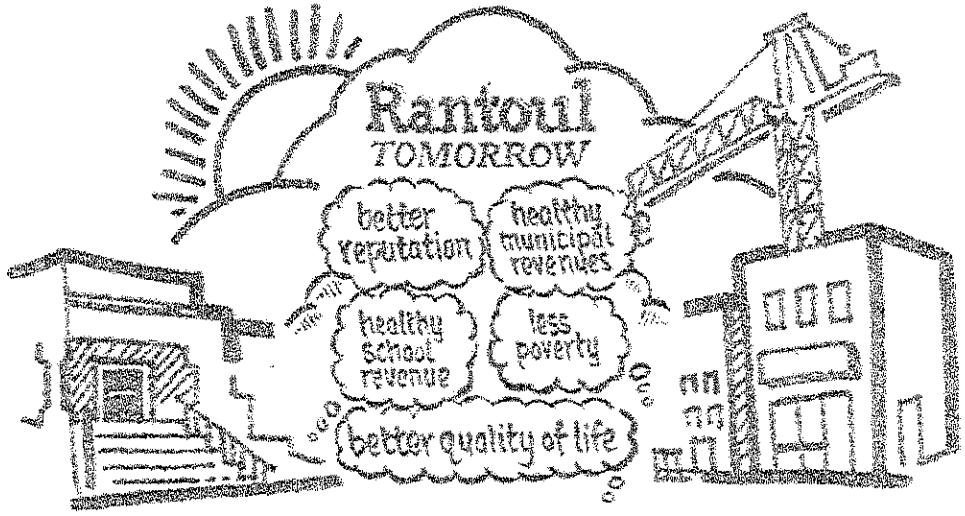
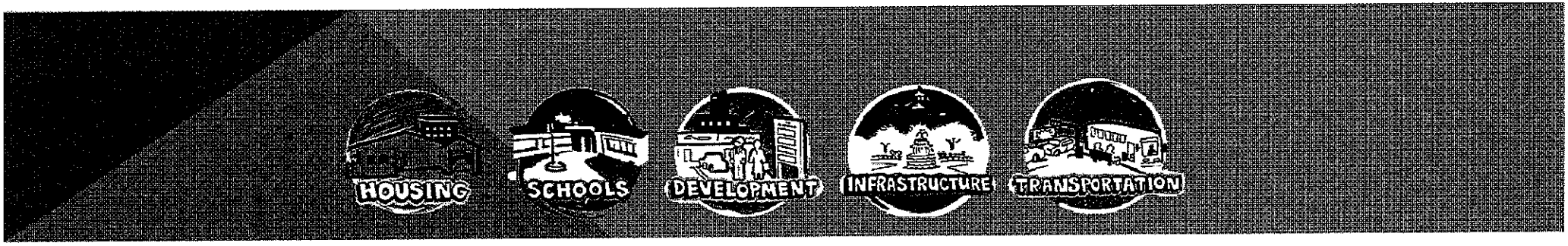
Agreement on desired mutual investments?

Agreement on developing a community budget?

Do you want to adopt a community compact?



Celebrating our diversity, building on our shared values, creating a culture of success to make Rantoul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