

GOAL 1: PRESERVATION <i>The McHenry County Conservation District will protect, restore, preserve or otherwise promote elements identified as key county natural and cultural resources.</i>		Conservation Congress 2016- Strategy Alignment	Partners Identified	Fiscal Year Planned
1.1	Land Preservation. <i>Protect additional acres of high quality natural areas, stream corridors, recreational lands and other lands of conservation opportunity.</i>			
1.1a	Protect fee simple interests in real estate with a focus on completing existing macrosites and conservation areas while necessary parcels are still undeveloped and/or in a relatively natural state utilizing grants, donations or funding that may become available or appropriated.			FY 16-20
1.1b	Seek conservation easement donations on properties that provide planned connectivity between existing holdings when ownership by the District and/or public access is not vital to the conservation purpose of the parcel.			FY 16-20
1.1c	Work with the McHenry County Conservation Foundation to develop a funding strategy to sustain land protection project(s) and campaign(s) (e.g. oak woodlands, headwater streams, etc.).			FY 16-18
1.1d	Foster partnership relationships with other conservation organizations and/or units of government beneficial to the accomplishment of land protection objectives, especially in relationship to the Hackmatack National Wildlife Refuge.	Continue Conservation Congress, Collaboration Groups, Partnerships	<i>Steering Committee</i>	FY 16-18
1.1e	Explore protecting land (fee simple, lease/license, gift) for specific recreational-type opportunities as identified in the Recreational Program/Facility Needs Assessment.			FY 17-18
1.1f	Seek major support from a private foundation or industry to achieve general land protection objectives (not a parcel-specific, one-time grant).			FY 16-20
1.1g	Pursue land protection (fee simple, lease/license, permanent easement, gift) in partnership with the City of Woodstock for the development of a trailhead for Ridgefield Trace.			FY 17
1.1h	Develop a plan to complete and implement the IDNR grant obligation for the Stone Mill Trail from Chemung to Boone County.			FY 16-20
1.2	Land Use Planning. <i>Integrate land use plans for all properties owned and managed by the District to ensure the wise use of land and resources.</i>			
1.2a	Rejuvenate the Land Classification Policy and Administrative procedure for more efficient decisions impacting future site master planning and facilities uses.			FY 19
1.2b	Create a Buildings Condition Report that includes recommendations for managing the growth of the District's inventory of structures and implement the recommendations of the report.			FY 16
1.2c	Enhance the District's GIS database by working collaboratively to develop a District-wide plan.			FY 16
1.2d	Update ten (10) Natural Ecosystem Management Plans per year.			FY 16-20

1.3	Ecological Restoration. <i>Manage remnant habitats, nature preserves, and restored areas using the best available natural resource management techniques, research and practices.</i>			
1.3a	Seek grants or other outside funding to support the District's rehabilitative and head-starting efforts with wildlife species of conservation concern.			FY 16-20
1.3b	Maintain and improve 10,790 acres of ecological quality of remnant habitats, mitigations, restored areas, and 5,925 acres of agricultural lands utilizing existing staff and equipment.			FY 16-20
1.3c	Complete remaining NRB wetland mitigation.			FY 16-20
1.3d	Leverage staff, available funds, and expanded partnerships to conserve and restore habitat and supplement future project funding.	Partnerships		FY 16-18
1.3e	Restructure the "Planting for Tomorrow Program" utilizing donations, existing budget and volunteers to plant a minimum of 8 acres of native trees and shrubs per year (approximately 1,000 trees).			FY 16
1.3f	Complete designated areas of restoration as designated in PPA with the USACOE Nippersink 206 Project.			FY 16-20
1.3g	Seek grant funding to complete Stickney Run Water Control Structure Project.			FY 16-17
1.3h	Complete Nippersink TOH Hydrology Restoration project as called for in the NAWCA Grant Match.			FY 16
1.3i	Implement Oakwood Hills Upland Ravine Restoration project as called for in USEPA 319 Grant in partnership with the Village of Oakwood Hills.	Partnerships		FY 16
1.3j	Initiate planning and identify funding sources for the following initiatives: Lyons Peninsula Erosion, Pleasant Valley Laughing Creek Restoration and Pleasant Valley Kishwaukee River Floodplain Restoration.			FY 16-20
1.3k	Increase the integration of the Wildlife Resource Center into biological monitoring, propagation, and rearing activities.			FY 16-20
1.3l	Identify sites and prepare plans to utilize mitigation and grants within both the Fox and Kishwaukee watersheds by coordinating with IDOT and MCDOT.	Partnerships		FY 16-20
1.3m	Utilize trees for marketable wood products as applicable and appropriate (lumber, firewood, chips etc.).	Working Landscapes - Revenue Generation		FY 16-20
1.3n	Review and refine current agriculture leasing system including investigating alternative and organic farming as well as improving and expanding conservation plans on District land as applicable and appropriate.	Working Landscapes - Local Food Production, Target Audience: Farmers	Liberty Prairie Foundation	FY 16
1.3o	Increase acreage in the Joint Grassland Venture Program.			FY 16-20

1.4	Cultural History Protection. <i>Protect cultural history features that are significant to McHenry County and on District sites.</i>			
1.4a	Continue to digitize and record five new oral history interviews per year with former landowners and those familiar with the District's history.			FY 16-18
1.4b	Pursue grant for two year project and create 50 new interviews (50 voices for 50 years.) Match available through Carl Mitchell to be ready for District's 50th Anniversary.			FY 16-20
1.4c	Enhance the use of cultural resources through the development of a new school field trip and new public programs that utilize restored cultural assets.	Work with Schools		FY 17
1.4d	Create one or more temporary cultural history exhibits displayed at Prairieview Education Center or Lost Valley Visitor Center (and/or libraries) featuring stories, photos, audio files, artifacts, etc. from District sites.			FY 18
1.4e	Hire a professional architect to create existing conditions report and floor plan for the Kennedy-Way Station House (Brookdale) and propose options for repurposing for public access.	Discussion to take place with Long Range Financial Planning		FY 19-20
1.4f	Secure funding for sealing the envelope of the McConnell Farmstead buildings and implement project.	Discussion to take place with Long Range Financial Planning		FY 18
1.4g	Secure funding for sealing the envelope of the Fox Bluff/Camp Algonquin buildings that are determined to be part of the Master Plan and implement project.	Discussion to take place with Long Range Financial Planning		FY 18
GOAL 2: EDUCATION & PUBLIC AFFAIRS				
<i>The McHenry County Conservation District will increase public awareness of the county's natural and cultural history, build an understanding of the need for healthy ecosystems and foster a desire to take actions that will benefit the natural environment.</i>		Education, More Marketing & Communication		
2.1	Self-Guided Activities. <i>Increase and diversify the opportunities available for the public for self-guided nature exploration and education.</i>			
2.1a	Seek to increase the public's awareness of the declining numbers of the Blanding's turtles, IL endangered species, by developing informational brochure/flier.			FY 17
2.1b	Complete the design, fabrication and installation process for the Lost Valley Visitor Center exhibits.			FY 17
2.1c	Add at least two new self-guiding interactive items per year for families visiting Lost Valley Visitor Center and Prairieview Education Center.			FY 16-20
2.1d	Continue to add at least one trail per year to the Prairie State Hiking App.	Utilize Technology		FY 16-20
2.1e	Develop at least one "trail"/tour that could be posted on Visit McHenry County's interactive website, including connections to local businesses (e.g. geology tour, Oaks of McHenry County, prime prairies).	Utilize Technology		FY 18

2.1f	Create re-usable interpretive trail/field guides (laminated) that could be checked out from and/or purchased at the centers.			FY 16
2.1g	Explore developing an interactive/print & on-line trail map/visitor's guide to promote the Prairie Trail with local businesses/partners.	Utilize Technology		FY 17-18
2.1h	Pilot test trail libraries (field guides, children's literature and Spanish language books) at one site per each quadrant of McHenry County per year.	Partnerships		FY 17-20
2.1i	Create multi-lingual interpretive signage to communicate critical information and prohibited activities to site visitors (e.g. why leaving fishing line behind is harmful to wildlife or why recycling is helpful).	Break Bilingual Barriers		FY 17-18
2.1j	Create at least one bi-lingual interpretive opportunity (brochure/audio/signage).	Break Bilingual Barriers		FY 19
2.1k	Revive the Junior Ranger program (including a sponsorship opportunity for booklet) with a goal to distribute 500 booklets with a return rate of 50%.	Add Incentive Programs, Sponsorship		FY 18
2.1l	Assess effectiveness and relevancy of current printed materials and develop a transition plan to migrate to primarily paperless technologies.	Utilize Technology - <i>Inventory Printed Materials, Evaluate via Focus Groups/Survey and Develop Transition Plan</i>		FY 17
2.1m	Include QR Codes on all information kiosks for visitors to download a site map, brochure, and or/natural and cultural history of the site.	Utilize Technology		FY 16-17
2.2	Guided Opportunities. <i>Increase and diversify the number of citizens served by our environmental education program and services while increasing the amount of revenue generated.</i>	Bring More People to Sites		
2.2a	Complete an analysis of existing school program offerings and retool as needed to address current standards and the needs of county schools.	Work With Schools		FY 16-20
2.2b	Develop new programs that will support fees, and add or increase fees for existing programs, including day camps that can support fees, toward an annual increase in program fee revenue of 10%.	Revenue Generation		FY 16-20
2.2c	Investigate and implement partial cost recovery for the Festival of the Sugar Maples.	Revenue Generation		FY 16
2.2d	Conduct an educational needs assessment of those not currently utilizing District services.	Reach Non-Users, Identify County's Demographics - <i>Potentially combine with 2.3a - Community Needs Assessment</i>		FY 17
2.2e	Implement lessons learned from needs assessment.			FY 18-20
2.2f	Create unique program opportunities to support the development of a MCCF/MCCD "membership" program.	Revenue Generation		FY 18-20
2.2g	Seek two grant opportunities per year to help sustain or enhance existing programs and/or for the development of new programs that align with existing goals.	Revenue Generation		FY 16-20

2.2h	Create programs developed in partnership with local businesses that will enhance the District's program offerings while increasing visibility and traffic for each partner.	Collaboration Groups, Partnerships, Target Audience: Businesses		FY 16-20
2.2i	Create event-scale STEM program initiatives (that may or may not include Women in Science as a focus).	Break Bilingual Barriers		FY 17
2.2j	Formalize and promote community outreach opportunities available by posting on the website and creating a brochure (create the Speakers' Bureau).	Reach Non-Users, Outreach, Break Bilingual Barriers, Speakers Bureau		FY 16
2.2k	Implement the Roving Naturalist concept at least once per month at highly visited sites during the spring, summer and fall seasons.	Outreach		FY 16
2.2l	Develop and offer a family camping program to build awareness of and increase attendance at the District's campsites.	Bring More People to Sites		FY 16
2.2m	Create and implement new special events designed to encourage interaction between public and trailside businesses/agencies, participation in active recreation and education.	Leverage Partnerships to Increase Exposure, Try New Special Events		FY 16-20
2.2n	Continue to support Leave No Child Inside Initiatives by creating and implementing at least one playdate with nature (drop-in, supervised but unstructured nature play) opportunity per month.	Outreach		FY 17-20
2.2o	Evaluate entire summer camp program and revise to address needs and trends and best serve all age categories.			FY 18
2.2p	Investigate strategic partnerships on the west side of the county that would allow participants/staff safe shelter during longer term programs such as day camps, while also bringing such program services to the area.	Leverage Partnerships to Increase Exposure		FY 19
2.2q	Pilot test a bi-annual series of teacher open houses to promote school programs and build a network.	Work With Schools		FY 17
2.2r	Develop and implement strategies for building relationships within the Hispanic community that will inform and promote family participation in our programs.	Break Bilingual Barriers		FY 18
2.2s	Continue to develop and offer one program that meaningfully engages the 'tween' and teen audiences per quarter.	Increased Outreach of 20 Somethings, Employ the Hierarchy of Experiences, More Events Tailored to Hot Button Issues, Create Sense of Awe in Nature		FY 17
2.3	Customer Service & Engagement. <i>Create initiatives and increase efforts to provide exemplary customer service.</i>	Provide More Accessibility, Outreach		
2.3a	Meet with local leaders of municipalities once per year to discuss in detail the use and status of any District lands within their boundaries and how we serve their community.	Outreach, Target Audience: Municipalities, Businesses & Chamber of Commerce		FY 16-20
2.3b	Develop a more user-friendly searchable Transparency & Accountability Portal on the District's website for Freedom of Information/Open Meetings Act Requirements: Meeting Minutes and Agendas, Salary & Benefits, Ordinances, Resolutions, Budgets, Financial Audits Purchasing, Lobbying, etc.	Provide More Accessibility		FY 16
2.3c	Host closed site "Behind the Scenes" tour days/open houses on an annual basis.	Try New Special Events		FY 17-20

2.3d	Purchase and implement the new user-friendly registration/reservation software program.	Provide More Accessibility		FY 16
2.3e	Create a Customer Service Committee to inventory and audit District Customer Service Practices to include visitor experiences at sites (report findings and implement changes).	Increased Outreach of 20 Somethings, Engage Senior Population, Employ the Hierarchy of Experiences, More Events Tailored to Hot		FY 17
2.3f	Develop and implement a general customer service training program for all District staff and higher level training for front desk staff.			FY 17
2.3g	Develop and pilot-test initiatives that help Spanish-speaking constituents access the District's programs and amenities (e.g. bi-lingual phone-in days, registration/reservation assistance days, libraries, etc.).	Break Bilingual Barriers		FY 17
2.3h	Build a corps of volunteers for Lost Valley Visitor Center that supports the paid desk staff and enhances the visitor experience.			FY 17
2.3i	Analyze and address any areas of improvement for the open hours at all three District centers.	Provide More Accessibility		FY 16-17
2.3j	Implement quarterly evening hours/open houses at Lost Valley Visitor Center, Prairie view Education Center (and Brookdale?) (Offer light snacks/beverages, staff guided hike, assist with registrations, highlight District projects, news, events, etc.)	Provide More Accessibility		FY 17
2.3k	Analyze cost-savings initiatives and management decisions that effect and impact users of District sites/programs/services (e.g. results of seasonal site closures, reduced facility hours, fees and charges, etc.).			FY 16
2.3l	Evaluate effectiveness of participation and attendance in community events and identify activities/venues where the District receives the most return on investment/impact and modify annual events accordingly.			FY 16-20
2.3m	Develop a public relations/image "We Are" campaign to promote the benefits and value of wide open spaces preserved by the District.	Identify County's Demographics, Utilize Technology, More Social Media-Based Communication, Outreach		FY 16
2.3n	Conduct a Public Satisfaction Survey.			FY 17
2.3o	Conduct a Community Attitude and Interest Survey of Non-Users regarding District's Programs/Activities.	Reach Non-Users, Target Marketing		FY 17
2.3p	Create and implement initiatives/programs that effectively communicate the District's role in ecosystem services and bring new visitors to conservation sites.	Reach Non-Users		FY 16-20
2.3q	Obtain Illinois Distinguished Agency Accreditation.			FY 19-20
2.3r	Plan and celebrate the District's Golden (50th) Anniversary in 2020.			FY 18-20
GOAL 3: RECREATIONAL ACTIVITIES, SITE ACCESS & PUBLIC SAFETY				FY

The McHenry County Conservation District will provide the public with high quality outdoor recreational programs, activities and experiences on conservation area sites which develop connections with the natural world while ensuring the safe and efficient use of resources.		Provide More Accessibility		
3.1	Human Health and Well-Being. <i>Expand the District's offerings of wellness/holistic based programs and activities to foster a land ethic and connect children and adults with the natural world.</i>			
3.1a	Develop strategic partnerships with recreation-related businesses that result in new adventure/recreation opportunities on District sites for our constituents.	Program for High-Adventure, Diversify Audiences & Interests		FY 17
3.1b	Develop a new volunteer team recruited and trained to implement recreation-based programming.	Program for High-Adventure		FY 18
3.1c	Partner with health providers, personal trainers and like professionals to engage public in fitness aspects of outdoor recreation.	Diversify Audiences & Interests, Partnerships, Outreach, Target Audience: Health		FY 16-20
3.1d	Offer a summer incentive program for kids to encourage them to go hiking at our sites. (Like a summer reading program at the library, we would have charts in the visitor center to show off their progress and they would get pedometers to track their steps. Could offer a guided hike every two weeks but rest would be independent hiking.)	Add Incentive Programs		FY 17
3.1e	Create an incentive program for youth that promotes an active lifestyle while participating in positive experiences with nature. (Goal is to get kids outdoors, help prevent inactivity, encourage an active lifestyle and connect them with nature.)	Add Incentive Programs		FY 17
3.1f	Create an "Arts in the Park" performance program (that provides a site for local actors to stage a performance in an effort to diversify park use and attract new audiences to our sites.)	Diversify Audiences & Interests		FY 19
3.2	Maintenance of Infrastructure. <i>Maintain public investments in an efficient and sustainable manner.</i>			
3.2a	Update the Current Bridge Inspection Program and create a long term (30 year) Repair and Replacement Program/Schedule.			FY 16
3.2b	Secure funding and implement two of the bridge projects listed in the Bridge Inspection Program.			FY 17-20
3.2c	Update the Road, Parking Lot and Sidewalk Replacement/Resurface Program and create a new long-term (15 year) schedule that includes sites that have been developed since 2010.			FY 16
3.2d	Secure funding and begin Implementation of projects listed in the Road, Parking Lot and Sidewalk Replacement/Resurface Program.			FY 16-20
3.2e	Create a Regional Bike Trail Maintenance Program, which would include: sign standards, resurfacing, erosion control, general maintenance and safety.			FY 17-20
3.2f	Secure funding and begin Implementation of projects listed in the Bike Trail Maintenance Program.			FY 17-20
3.2g	Continue the use of a Maintenance Management System to track and forecast replacement of building mechanicals, roofs, etc. and budget/implement 100% of the recommended items.			FY 16-20

3.2h	Implement re-designed entrance drive and parking lot at Harrison Benwell.			FY 16
3.2i	Perform energy audits at Brookdale Administrative Offices, Prairieview Education Center and regional shops to evaluate inefficiencies and identify more energy saving measures.			FY 17
3.3	Public Safety. Analyze current practices and create new initiatives to maintain professionalism and proactively protect public safety, natural resources, and District's infrastructure.			
3.3a	Incorporate PWS into SWEEP Program and increase number of volunteers by 5% annually to increase hours and number of sites being monitored.			FY 16-20
3.3b	Develop a comprehensive review of time allocation of Police Department resources.			FY 16
3.3c	Create and maintain a solid relationship with other Law Enforcement Departments and Judicial Offices including State, County and Local jurisdictions by securing one additional Mutual Aid Agreement each year and meeting semi-annually.	Partnerships		FY 16-20
3.3d	Review feasibility of current Public Safety and Outreach programs, eliminate ineffective programs, alter current and create new initiatives in providing public programming and outreach opportunities for the people we serve.			FY 16-17
3.3e	Increase security of shop facilities and fueling stations by improved outdoor lighting.			FY 16
3.3f	Assess long-term plan to protect the Brookdale Administrative Offices with security alarm system.			FY 17
3.3g	Increase security and accountability in accessing District facilities by researching, and if possible, implementing a new key card access system.			FY 17
3.3h	Complete construction of the Police Evidence Room at Brookdale Administrative Offices.			FY 16
3.4	Site Improvement Initiatives. Address high priority infrastructure improvements that provide public access and recreational opportunities through creative, consistent, and cost-efficient planning and design.	Allow More Neighborhood Access		
3.4a	Complete the Connect with Conservation 2030 - Outdoor Recreation and Open Space Plan and identify and prioritize projects to be implemented.	Continue Conservation Congress, Bring More People to Sites - <i>Include Trail Plan. Potentially a Comprehensive Plan to align</i>		FY 18-20
3.4b	Expand and improve fishing opportunities District-wide by: accessibility, weed management, stocking, regulations, installing aerators, dredging and making improvements to existing amenities.	Bring More People to Sites		FY 16-20
3.4c	Expand public access to fishing opportunities or improve existing fishing experiences so that each of the eight (8) planning areas have quality fishing opportunities for the people of McHenry County within the boundaries of the District's mission, budget, accessibility, department resources and ecological impact.	Bring More People to Sites		FY 16-20
3.4d	Continue to work with MCDOT and the City of Woodstock to connect Ridgefield Trace with the City's municipal sidewalk.	Partnerships		FY 16-17

3.4e	Complete construction phase of Ridgefield Trace, phase 3 and 4, and host a Grand Opening Spring of 2017.			FY 17
3.4f	Develop partnerships with local businesses that benefit directly from the District's presence which are adjacent to the Prairie Trail.			FY 17
3.4g	Research and implement technology upgrades that would improve the District's efficiency through an integrated Comprehensive Maintenance Management Program that captures all management aspects including: fleet management, reservation program, site maintenance, facilities maintenance, GIS programming, historical records, site and product inventory, accounting, purchasing, logging of staff hours, etc.			FY 17
3.4h	Develop a plan to complete and implement IDNR grant trail loop obligation at Marengo Ridge Conservation Area.			FY 20
3.4i	Develop a plan to complete and implement IDNR grant trail loop obligation at Pleasant Valley Conservation Area.			FY 20
3.4j	Design and implement a Nature Play & Learning Place at Prairieview Education Center.	Nature Playscape Area for Unstructured Play		FY 17-18
3.4k	Implement the recommendations identified in the ADA System-wide Site and Facility Accessibility Audit & Transition Plan, at the Hollows, Glacial Park, Marengo Ridge and Fel Pro RRR.	Provide More Accessibility		FY 17-20
3.4l	Secure alternative alignment for Hebron Trail to cross railroad near Lange Road.			FY 16-20
3.4m	Continue to work with City of Crystal Lake, Union Pacific and McHenry County Bicycle Advocates to address and secure funding for the Ridgefield Trace railroad crossing and gap at Oak Street in Crystal Lake.	Partnerships		FY 16-20
3.4n	Create Comprehensive Sign Standard and Replacement Program for all trails, campgrounds, shelters and picnic areas and implement the program on five sites.			FY 18-20
3.4o	Continue to work with the Equestrian Coalition of McHenry County and McHenry County Conservation Foundation to secure Recreational Trails Program (RTP) grant from the Department of Transportation's Federal Highway Administration and to raise funds for the local match and complete			FY 16-18
GOAL 4: ORGANIZATIONAL EXCELLENCE				
<i>The McHenry County Conservation District will be an effectively governed, well managed, fiscally sound organization positioned to deliver maximum value to its internal and external stakeholders.</i>				
4.1	Invest in Human Capital. <i>Provide a supportive culture which includes training, professional development, recognition and competitive compensation and benefits that will retain and attract proficient employees.</i>			
4.1a	Conduct internal/external compensation administration and benefits benchmark survey.			FY 16-17
4.1b	Achieve and maintain employee compensation at market parity in order to recruit and retain high quality personnel.			FY 16-20

4.1c	Explore alternative solutions for health insurance while maintaining a quality plan at an affordable cost.			FY 16
4.1d	Identify key positions for succession planning and provide employees opportunities to obtain training in core competencies.			FY 16-20
4.1e	Conduct an Organizational Effectiveness Survey.	Discussed Pulse Surveys versus External Comprehensive OES.		FY 17-20
4.1f	Explore options and the need for additional work/life balance benefit programs for implementation.			FY 16-17
4.1g	Develop a program allowing staff to experience other job positions at the District.			FY 16
4.1h	Develop/offer internal training or educational programs enhancing staff's knowledge in particular areas (i.e. plant ID, computer training, etc.).			FY 16-20
4.1i	Work with neighboring and/or like agencies to develop four (4) no to low cost professional development opportunities per year (e.g. roundtables, shadowing, shared cost for speaker, retreat).	Partnerships		FY 16-20
4.1j	Maintain adequate staffing levels required to continue to provide core services.			FY 16-20
4.1k	Acknowledge current deficiencies in personnel resources to meet service quality standards and expectations of core services and develop a plan to evaluate operational needs and reinstate, modify or create new positions if appropriate.			FY 16-20
4.1l	Strengthen the District's workforce diversity by developing recruitment initiatives to attract and hire candidates that are reflective of the community demographics of McHenry County.			FY 16-20
4.1m	Maintain a standard of excellence for District personnel by providing required training and opportunities for professional development.			FY 16-20
4.1n	Create and approve job description and determine funding for Fundraising Development Outreach Coordinator in collaboration with McHenry County Conservation Foundation and fill position.			FY 17
4.1o	Revamp volunteer stewardship program to fit needs and limitations of the Land Preservation and Natural Resources Department.			FY 18
4.2	Enhance Interagency Collaboration. <i>Enhance communication, collaboration, and operational efficiencies in programs, services and activities through strategic partnerships.</i>			
4.2a	Provide additional training to McHenry County Animal Control staff on wildlife related issues as appropriate.	Collaboration Groups		FY 17
4.2b	Develop a "planning team" (MCDOT, McHenry County Planning Department, Openlands, Village of Huntley, City of Marengo, etc.) to begin alignment study of a section of regional trail that is identified on the County's GIV plan and would move the HUM Trail into Huntley/Marengo and initiate alignment study west of Marengo to County Line Road and east of Union to Huntley.			FY 18-20

4.2c	Develop partnership and approve a Memorandum of Understanding with the McHenry County Bicycle Advocacy Group to assist with specific critical regional trail connections: Ridgefield Trace RR & Oak Street Crossing, Hebron Trail RR & Lange Road Crossing.	Collaboration Groups		FY 17
4.2d	Promote a regional "Share the Trails" campaign with Illinois Conservation and Forest Preserve District Association members.	Collaboration Groups, Partnerships		FY 16
4.2e	Establish a planning team to develop and promote a county-wide "Parks Prescription" campaign with Crystal Lake Park District, Cary Park District, Huntley Park District, McHenry Parks & Recreation, Lake in the Hills Parks & Recreation, Woodstock Parks & Recreation, Harvard Parks & Recreation, Marengo Park District, NISRA and community health organizations (County Health Department, Centegra, etc.).	Collaboration Groups, Partnership Promotions, Outreach	<i>As listed in description</i>	FY 18
4.2f	Enhance collaboration efforts with McHenry County Conservation Foundation for fundraising initiatives. <i>Assist in identifying donors for the McHenry County Conservation Foundation.</i>			FY 16-20
4.2g	Explore and develop formal sponsorship program including development of sponsorship policy, inventory of District deliverables, marketing strategies and campaign.	Increased Outreach of 20 Somethings, Engage Senior Population, Employ the Hierarchy of Experiences, More Events Tailored to Hot Button Issues, Create Sense of Awe in Nature		FY 16-17
4.2h	Explore and implement online green-giving campaigns (i.e., crowdfunding, etc.).	Increased Outreach of 20 Somethings, Engage Senior Population, Employ the Hierarchy of Experiences, More Events Tailored to Hot button Issues, Create Sense of Awe in Nature		FY 16
4.2i	Evaluate the effectiveness/return on investment of current collaborative partnerships and determine if resources continue to be allocated toward the collaboration.			FY 18
4.3	Optimize Financial Strength. <i>Ensure the financial stability and strength of the District by optimizing all business and financial planning functions in support of operations, programs, services and sites.</i>			
4.3a	Maintain accreditation score of 98% in the Park District Risk Management Agency 2018 Loss Control Review.			FY 18
4.3b	Develop strategy to adequately fund Capital Improvement Program.			FY 17
4.3c	Continue to explore new ideas for revenue diversification. Implement Membership & Site User Fees, Targeted Sponsorship Events - Fishing Derby, Concert Venue, Warrior Runs, etc., 3rd Party Lease - Explore Working Farm	Revenue Generation -		FY 16-20
4.3d	Plan and produce a fundraising/benefit event that celebrates all of the District's residents and user groups.	Revenue Generation		FY 16
4.3e	Evaluate the use and inventory of vehicles in the District's Fleet and recommend modifications as appropriate including the percentage of the Fleet to be replaced and funded annually.			FY 16-20
4.3f	Upgrade the District's accounting and financial reporting software.			FY 16

4.3g	Implement new accounting and financial reporting practices related to the District's pensions in order to comply with GASB Statement No. 67 and No. 68 Accounting and Financial Reporting.			FY 16
4.3h	Annually attain GFOA Certificate of Excellence in Financial Reporting for each CAFR.			FY 16-20
4.3i	Acquire software and implement systems and processes necessary to ensure compliance with ACA reporting requirements and avoidance of Excise Tax.			FY 16
4.3j	Automation of accounts payable through transmission of ACH payments.			FY 16-17
4.3k	Implementation of electronic time capture system for payroll.			FY 17