

Draft Goals, Objectives, and Strategies

All goals, objectives, and strategies were created through the organization and interpretation of the feedback received throughout the public participation process. They are currently in draft form and it is fully expected that there will be edits made prior to them being finalized.

The far right column is the total number of votes that each goal or objective received. The greater the total number of votes, the higher attendees prioritized that goal or objective over others.

Health and Wellness

A. Goal: Equal access to health and wellness services for all community members.	2
I. Objective: Improve access for residents to health and wellness services.	1
<ol style="list-style-type: none"> 1. Strategy: Continue to pursue coordination and shared resources between other county health departments, health coalitions, and regional entities. 2. Strategy: Encourage local businesses to establish and promote wellness programs. 3. Strategy: Expand public transportation routes within Boone County and increase public transportation programs to connect underserved populations with limited mobility to major medical facilities in the region. 4. Strategy: Leverage Boone County’s proximity to several regional-medical centers. 5. Strategy: Continue to assist medical providers with expanding and locating services in the county. 	
II. Objective: Increase the public’s knowledge of the health and wellness services available within the county and region.	2
<ol style="list-style-type: none"> 6. Strategy: Leverage established partnerships between public agencies and human services organizations to reach a greater number of people. 7. Strategy: Improve the level of engagement and outreach with the Latino population. 8. Strategy: Utilize local businesses and church communities to establish new connections with minority populations. 9. Strategy: Pursue new programs or resources to more efficiently utilize technology that improves public access to County-provided services. 	
III. Objective: Continuously provide equitable health and wellness services.	0
<ol style="list-style-type: none"> 10. Strategy: Allow all populations to use and access services. 11. Strategy: Increase awareness and recognition of cultural differences by encouraging policies which improve service provision to all county demographics. 12. Strategy: Pursue opportunities to expand services that allow a greater number of residents to age in place, such as in-home care. 13. Strategy: Expand services for children and families, especially young mothers. 	

B. Goal: Foster increased overall public health for Boone County residents.	0
I. Objective: Improve access to mental health services.	1
<ul style="list-style-type: none"> 14. Strategy: Establish a mental health division in the Boone County Health Department. 15. Strategy: Develop and promote more programs to help homeless populations. 16. Strategy: Develop and promote more programs to address drug addiction, substance abuse, and recovery. 17. Strategy: Find new or alternative long-term funding options for services and programs. 	
II. Objective: Strive for physical health improvements population-wide.	1
<ul style="list-style-type: none"> 18. Strategy: Pursue alternative transportation options/improvements that promote healthier living. 19. Strategy: Develop healthy food/nutrition, heart disease, and physical health education and programs. 20. Strategy: Partner with the Boone County Conservation District, Belvidere Park District, and the school districts to create more engaging physical activities for all populations. 21. Strategy: Explore partnerships with the region's post-secondary education institutions, such as UIC College of Medicine, Saint Anthony College of Nursing, and Rock Valley College as resources for health education. 	

Safety

A. Goal: Maintain and continue to improve upon the high quality of public safety provided in Boone County.	4
I. Objective: Continue to make Boone County a safer community by lowering overall crime rates.	0
<ul style="list-style-type: none"> 1. Strategy: Develop new and expand existing programs to educate youth about drug use. 2. Strategy: Create neighborhood watch programs throughout the county. 3. Strategy: Research and pursue replication of existing public safety best practices that have proven successful in other similar areas. 4. Strategy: Maintain coordination and communication with regional and municipal public safety agencies. 5. Strategy: Increase the accuracy of the 911 dispatch services through upgrading the technology used. 	
II. Objective: Increase communication, community relationships, and public safety transparency.	0
<ul style="list-style-type: none"> 6. Strategy: Increase communication between public safety agencies and citizens through multiple communication forms, specifically through social media. 7. Strategy: Increase levels of public interaction and community involvement by Sheriff's Department employees. 8. Strategy: Highlight the outstanding personnel and volunteers that provide public safety services in Boone County. 9. Strategy: Actively pursue new connections between public safety staff and the Latino population. 	
III. Objective: Develop proactive and preventative methods for providing all forms of public safety services.	0
<ul style="list-style-type: none"> 10. Strategy: Use performance measures and data to prioritize resources and plan for future need. 11. Strategy: Increase coordination with other governments to minimize budgetary constraints and avoid duplication of services. 	

Transportation

A. Goal: Improve transportation infrastructure and services that will be efficient and reliable for both people and goods.	1
I. Objective: Increase residents' use of public transportation options in the county.	4
<ol style="list-style-type: none"> 1. Strategy: Promote the Boone County Public Transportation's demand-response service as an option for all residents, regardless of age. 2. Strategy: Pursue delineation between the Boone County Public Transportation and the Boone County Council on Aging. 3. Strategy: Build upon the existing Rockford Mass Transit District partnership to increase service efficiency for Boone County residents. 	
II. Objective: Utilize the county's central location to major transportation hubs.	3
<ol style="list-style-type: none"> 4. Strategy: Expand public transportation services to include direct routes to commercial centers and regional medical facilities. 5. Strategy: Expand services to Chicago and O'Hare via nearby commuter rail stations and express bus services. 6. Strategy: Improve public transportation service efficiency to Chicago Rockford International Airport and downtown Rockford. 7. Strategy: Pursue park-and-ride facilities to support efficient multimodal travel to surrounding communities. 	
III. Objective: Maintain the efficiency of roadways.	1
<ol style="list-style-type: none"> 8. Strategy: Maintain surface transportation assets in a state of good repair. 9. Strategy: Improve the efficiency and safety of high traffic intersections through multijurisdictional coordination on traffic control devices and safety countermeasures. 10. Strategy: Identify and address maintenance issues on roadways with high usage of agricultural equipment. 	
IV. Objective: Increase active transportation access and safety across the county.	4
<ol style="list-style-type: none"> 11. Strategy: Improve the connectivity of bicycle facilities and shared use paths within the county, as well as to surrounding counties. 12. Strategy: Expand the existing active transportation network with on-street bicycle facilities, such as wide paved shoulders. 13. Strategy: Incorporate multimodal transportation options into future development to improve walkability, bikeability, and transit options for current and future residents 	

Livability and Recreation

A. Goal: Continue Boone County’s legacy as a family-oriented community that strikes the appropriate balance between preserving the established rural culture and adapting to the desires of an urban lifestyle.	2
I. Objective: Preserve the existing rural character and improve the overall perception of the county.	5
<ul style="list-style-type: none"> 1. Strategy: Improve maintenance of existing public and open space. 2. Strategy: Leverage the agricultural assets of the area in developing a reoccurring farmer’s market that showcases Boone County’s resources. 	
II. Objective: Cultivate new public recreational resources and awareness.	1
<ul style="list-style-type: none"> 3. Strategy: Create more county recreational facilities. 4. Strategy: Seek new funding options for the Boone County Conservation District to expand its activities, assets, and programs. 5. Strategy: Develop new multi-use trail connections within the county and region. 6. Strategy: Expand the park district and create a library district to expand services to more county residents. 7. Strategy: Leverage Boone County’s proximity to regional sports and recreation facilities such as Sportscore 2. 	
III. Objective: Develop more county-wide events that provide activities for all ages.	1
<ul style="list-style-type: none"> 8. Strategy: Increase collaboration of various recreational groups, schools, and government entities that organize and plan events. 9. Strategy: Organize new events that are attractive for seniors, young adults, and children. 10. Strategy: Increase the number of international and culturally inclusive events. 11. Strategy: Incorporate both active and passive recreation options into the development of new events and activities. 	
IV. Objective: More effectively market the county’s tourism and recreational assets.	
<ul style="list-style-type: none"> 12. Strategy: Market snowmobiling and other winter outdoor activities in the northern part of the county. 13. Strategy: Leverage the success of the existing agritourism establishments to increase visitors and foster development of new agritourism destinations. 14. Strategy: Market the multi-use trail system to increase visitors. 15. Strategy: Increase young people’s awareness of existing recreational opportunities. 	

Housing

A. Goal: Prepare for and accommodate to changing long-term population housing needs.	1
I. Objective: Maintain overall housing affordability.	5
<ol style="list-style-type: none"> 1. Strategy: Advocate for affordable housing to be included in new residential development. 2. Strategy: Repurpose underutilized housing to better accommodate alternative housing options for a variety of residents. 3. Strategy: Attract new multi-family affordable housing options and advocate for the adoption of inclusionary zoning ordinances. 4. Strategy: Explore incentives to promote repairing and updating of dilapidated housing. 5. Strategy: Foster new connections between local developers, realtors, property managers, the Housing Authority, and HUD. 	
II. Objective: Meet the future housing needs of an increasingly aging population.	2
<ol style="list-style-type: none"> 6. Strategy: Prioritize senior-friendly housing and assisted living facilities to accommodate Boone County's aging population. 7. Strategy: Prioritize walkability, interconnected land uses, and age-friendly design in future residential growth. 	
III. Objective: Meet the housing needs of younger and more diverse populations.	0
<ol style="list-style-type: none"> 8. Strategy: Expand the variety of housing types and options available. 9. Strategy: Match future residential growth areas with existing community assets to tie social, economic, and transportation fabric together. 	

Environmental Sustainability

A. Goal: Protect and promote the natural resources of Boone County.	5
I. Objective: Update and conduct more natural-resources-based planning efforts.	4
<ul style="list-style-type: none"> 1. Strategy: Update the wetlands database. 2. Strategy: Conduct new studies on different natural resources to better understand the quantity and quality. 3. Strategy: Pursue a water resources plan that incorporates groundwater quality, recharge areas, soil type, bedrock structure, and protection of our water supply. 4. Strategy: Conduct a study on riparian areas. 5. Strategy: Create a hazard mitigation plan to build upon the existing coordination of agencies/departments and educate the public. 	
II. Objective: Prioritize the implementation of existing plans.	0
<ul style="list-style-type: none"> 6. Strategy: Implement the Stormwater Management Plan. 7. Strategy: Implement other existing natural-resources-related plan recommendations. 	
III. Objective: Preserve open spaces.	3
<ul style="list-style-type: none"> 8. Strategy: Utilize more agricultural easements to protect valuable land. 9. Strategy: Prioritize the protection of Class A riparian areas. 10. Strategy: Continue to prioritize open space areas to be added to the Boone County Conservation District's future land bank. 	
B. Goal: Cultivate a unified voice for the county on environmental issues, priorities, and funding.	0
I. Objective: Find alternative and unique resources for environmental projects, plans, and studies.	1
<ul style="list-style-type: none"> 11. Strategy: Create connections with local colleges and universities to use interns and other resources for conducting environmental studies within the county. 12. Strategy: Expand the use of public/private partnerships and the seeking of grant opportunities to address the funding gap for future environmental planning efforts. 13. Strategy: Create an environmental volunteer network for people to connect with organizations and projects needing assistance. 14. Strategy: Develop a funding allocation strategy for environmental projects, similar to a Capital Improvements Plan. 	
II. Objective: Increase communication between agencies and the public on environmental topics.	0
<ul style="list-style-type: none"> 15. Strategy: Coordinate the multitude of grassroots efforts in the county and region to better utilize resources and prevent redundancy of efforts. 16. Strategy: Develop alternative and effective ways of communicating local environmental issues and news. 	

Economic Development

A. Goal: Strengthen the existing business community to retain and expand employment opportunities and investment.	1
I. Objective: Promote business assistance programs for existing employers.	0
<ol style="list-style-type: none"> 1. Strategy: Update marketing materials highlighting Enterprise Zone benefits and share information with eligible businesses through calls, e-blasts, and visits. 2. Strategy: Partner with utility providers to share information on economic development and energy-efficiency incentives and programs. 3. Strategy: Encourage commercial and storefront redevelopment. 4. Strategy: Provide expedited permitting and seamless processes for existing employers with projects to retain or add significant numbers of workers. 	
II. Objective: Improve communication between businesses and local government, as well as within the business community.	2
<ol style="list-style-type: none"> 5. Strategy: Use existing partnership between Growth Dimensions, ComEd, and The Workforce Connection to expand business interviews and outreach visits. 6. Strategy: Identify the specific needs of the major industries in Boone County, and use frequent communication so government can assist with those needs. 7. Strategy: Enhance the work of Growth Dimensions' business development committee to understand business needs and opportunities. 8. Strategy: Expand networking opportunities, such as Wired Wednesdays and Chamber of Commerce events, with a special focus on connecting business owners of diverse backgrounds and from various parts of the county. 	
III. Objective: Promote small-business ventures and a culture of entrepreneurship.	4
<ol style="list-style-type: none"> 9. Strategy: Increase the use of the Small Business Development Center and other existing resources. 10. Strategy: Examine the feasibility of small-business finance mechanisms, such as Revolving Loan Programs. 11. Strategy: Help the Latino community and other underrepresented groups in building and developing small businesses by helping them overcome barriers to success. 12. Strategy: Streamline regulatory processes to help small businesses. 13. Strategy: Research community interest in and feasibility of setting up business incubators within the county. 	
IV. Objective: Leverage the county's agricultural strength for business development.	3
<ol style="list-style-type: none"> 14. Strategy: Conduct an impact study of the agritourism industry. 15. Strategy: Identify Boone County's role in the potential for developing food hubs for aggregation of regionally grown produce for delivery to the other regions. 	

16. Strategy: Identify locations suitable for urban agriculture and assist companies and individuals with such projects.	
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B. Goal: Attract businesses that diversify the Boone County economy and complement a thriving region.	6
I. Objective: Promote Boone County as a destination for businesses as part of regional and county-specific marketing.	2
17. Strategy: Promote Boone County’s special ability to provide timely, hands-on business assistance to ensure on-time and on-budget projects. 18. Strategy: Boost promotion of Boone County and the Northern Illinois Region in targeted business publications and at trade shows. 19. Strategy: Participate in matchmaking events with targeted industries. 20. Strategy: Conduct developer-led outreach directly to targeted companies and brokers, including phone calls, e-blasts, website promotion, real estate listings and arranged site visits.	
II. Objective: Analyze workforce needs to understand Boone County needs and match them with targeted businesses.	0
21. Strategy: Develop a laborshed and commuter study to realize the existing need and identify gaps. 22. Strategy: Monitor workforce data on quarterly unemployment data, participation rates, median household income, etc.	
III. Objective: Diversify and increase Boone County’s sales tax base and visitor volume through retail, hospitality, and downtown development.	8
23. Strategy: Conduct retail market analyses to identify location-specific development opportunities. 24. Strategy: Partner with key developers and property owners to conduct targeted retailer and commercial outreach for sites along I-90 and other major transportation corridors. 25. Strategy: Seek hotel development near major roadways like I-90, U.S. 20, and Illinois 173.	
IV. Objective: Match targeted industries to shovel-ready sites and available buildings in strategically located areas of the county.	0
26. Strategy: Partner with land owners and developers of new and expanding industrial parks to make them shovel-ready and competitive. 27. Strategy: Seek creative public-private-partnerships or other alternative financing for providing necessary infrastructure for development. 28. Strategy: Conduct a targeted industry study with regional partners and identify the property, utility, and other needs for those industries. 29. Strategy: Update, maintain, and promote buildings and sites in Growth Dimensions’ Featured Properties database and other online listing services. 30. Strategy: Work with broadband providers to expand and connect business-level service to key areas.	

C. Goal: Become more cooperative, efficient, and transparent in economic development efforts.	1
I. Objective: Coordinate with partners and stakeholders in economic development planning and business attraction and retention initiatives.	2
<ul style="list-style-type: none"> 31. Strategy: Continue to communicate and collaborate with other government entities in Boone County and the wider region on economic development initiatives, incentives, and plans. 32. Strategy: Engage residents and seek their input on economic development strategies and initiatives, creating a forum for them to communicate ideas and ask questions. 33. Strategy: Provide links and shared information on Boone County, municipal, and Growth Dimensions websites to ensure similar economic development messaging. 34. Strategy: Partner with economic development agencies in surrounding areas and with the state on shared initiatives. 	

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Education and Public Communication

A. Goal: Increase the overall education and skill level of Boone County residents.	4
I. Objective: Continue to prioritize adult education in order to improve and build upon the skills of the county's workforce.	0
<ol style="list-style-type: none"> 1. Strategy: Expand utilization of GED pathway programs by promoting existing programs or partnering on one specifically tailored for the Boone County population. 2. Strategy: Increase the utilization of school and other community buildings after hours for adult education opportunities. 3. Strategy: Prioritize and increase the number of English as a Second Language courses for adults. 4. Strategy: Utilize The Workforce Connection to identify the skills gap between the current Boone County workforce and local employers' needs, and ways to address it. 5. Strategy: Promote increased usage of The Workforce Connection's Belvidere facility and services for adults in the workforce to gain skills and education. 6. Strategy: Identify opportunities for increased adult training and education opportunities within Boone County, and/or increase access to opportunities in surrounding counties through partnerships with regional colleges, technical schools, and universities. 	
II. Objective: Help current students gain the skills, education, and preparation needed for the existing and future job market.	5
<ol style="list-style-type: none"> 7. Strategy: Build on the success of the dual credit (Running Start) programs, developed by the school districts and Rock Valley College, to generate increased participation and local employer buy-in. 8. Strategy: Continue to identify and prioritize career readiness and career pathways in all school districts in order to strengthen students' ability to fill the jobs that will be needed by employers. 9. Strategy: Increase the number of robotics and STEM programs in both school districts, and promote them to increase participation. 10. Strategy: Increase special education transitional services and their timeline of implementation. 11. Strategy: Expand or create new library service to include unserved Boone County residents. 	
III. Objective: Continue to develop and utilize partnerships between educational services and government agencies to most efficiently coordinate and provide services to county residents.	1
<ol style="list-style-type: none"> 12. Strategy: Identify service gaps and overlap between existing partnerships. 13. Strategy: Promote more connections between regional post-secondary education institutions and local government. 14. Strategy: Create new partnerships between the library and school districts. 	

<p>B. Goal: Establish equitable communication between public agencies and the community.</p>	<p>0</p>
<p>I. Objective: Develop a common communication vehicle that gets information to the entire community regarding public services provided and future opportunities.</p>	<p>1</p>
<p>15. Strategy: Better utilize diverse/multiple forms of communication in both English and Spanish by government agencies. 16. Strategy: Increase the types and amount of information provided to the public in an attempt to promote civic engagement by the community. 17. Strategy: Utilize all communication avenues to better connect the community with volunteer opportunities and generate increased interest in those programs/activities. 18. Strategy: Build on the successful model the school districts use to communicate with government agencies, non-profits, and private businesses on a regular basis through monthly meetings.</p>	
<p>II. Objective: Bridge the cultural divide between several demographic groups and local agencies.</p>	<p>2</p>
<p>19. Strategy: Gather data on the demographic information of participants in different public programs and activities in order to tack level of use. 20. Strategy: Work with the Latino community to build a leadership pipeline that fosters increased levels of communication with local agencies. 21. Strategy: Increase communication between local employers and diverse student populations on available job opportunities and skills required. 22. Strategy: Establish new and continue to increase the levels of partnerships between county government agencies and LULAC.</p>	

Land Use

A. Goal: Strategically locate new development that best utilizes existing assets and maximizes land protection/conservation.	3
I. Objective: Preserve prime agriculture land and open space.	11
<ol style="list-style-type: none"> 1. Strategy: Center future development towards the existing built areas of the county and away from the far northern and southern sections. 2. Strategy: Protect greenways and open space, especially around waterways and in biologically diverse locations. 3. Strategy: Focus new development away from any land located within the 100-year floodplain or sensitive groundwater recharge areas. 4. Strategy: Develop and utilize a cost-benefit analysis to weigh the potential benefits of new growth with the negative impacts of taking land out of agricultural production and open space. 	
II. Objective: Center future commercial and industrial growth around several main arterial roadway corridors.	5
<ol style="list-style-type: none"> 5. Strategy: Concentrate industrial growth in the existing industrial areas along Newburg Road, U.S. 20 and I-90. 6. Strategy: Focus commercial growth along Illinois 173 (between Caledonia and Poplar Grove), U.S. Business 20 (between Rockford and Belvidere), Illinois 76 (near Candlewick Lake), and I-90 (near existing interchanges). 7. Strategy: Leverage regional bike facilities and connections as assets to focus new development around (Long Prairie Path). 8. Strategy: Conduct a corridor study on Illinois 76 (from Poplar Grove to Belvidere). 	
III. Objective: Increase the communication between government agencies and organizations on all future development.	0
<ol style="list-style-type: none"> 9. Strategy: Collaborate and co-locate locations for similar institutional uses. 10. Strategy: Coordinate future development with existing and future transportation plans. 	
IV. Objective: Strategically plan for all future residential development by prioritizing growth in specific areas.	0
<ol style="list-style-type: none"> 11. Strategy: Prioritize residential growth that occurs in areas within vacant platted subdivisions, as infill development. 12. Strategy: Secondly, focus residential growth to the areas around Loves Park, Poplar Grove Road (near Belvidere), and south of I-90 (near Belvidere). 13. Strategy: Promote higher-density and smaller-lot residential development. 14. Strategy: Conduct a more detailed housing needs assessment for the areas surrounding Loves Park. 	
V. Objective: Prepare for multiple growth scenarios over the next 10 years.	2
<ol style="list-style-type: none"> 15. Strategy: Prepare for the possibility of future rapid growth by supporting and utilizing growth management techniques such as impact fees. 16. Strategy: Prepare for the possibility of little to no growth by prioritizing key areas where development should be concentrated. 	

B. Goal: Create more efficient development processes in the county.	5
I. Objective: Assess the efficiencies of existing processes, procedures, and zoning codes.	5
<ul style="list-style-type: none"> 17. Strategy: Evaluate the development application procedure to identify and eliminate redundancies, while also focusing on maximizing efficiency. 18. Strategy: Analyze the zoning code and eliminate/consolidate zoning classifications that are too restrictive. 19. Strategy: Reevaluate existing and develop new overlay corridors to simplify and concentrate certain development types. 20. Strategy: Periodically evaluate the county’s regulatory programs, including a regular survey of businesses about their experiences and suggestions. 21. Strategy: Ensure that all relevant codes and regulations are easily accessible and communicated clearly. 	

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