

**VILLAGE OF SHOREWOOD
REQUEST EXECUTION OF NEW VILLAGE INITIATIVE**

Summary: This form is used for departments, citizen committees and officials to propose new significant initiatives such as service changes, programs, studies, capital items and other requests to be considered for the annual vision planning and prioritization process. The goal of this form is to help staff, residents and officials identify the resources, steps and time involved in executing an initiative. It allows a formalized process for the Village to recognize proposed initiatives and request the Village Board to consider an initiative before investing more resources. Complete the following information and hand in to the Village Manager for the request to be considered.

Name: Diane DeWindt-Hall/Sara Bruckman **Date:** 04/05/2018

Department / Committee: Clerk & Customer Service Department

Initiative: Re-Promoting Various Village Services

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

Use various tools—social media, website, video board at Village Center, *Shorewood Today* magazine, utility bill, tax insert, etc. to promote current underutilized services offered, i.e. ACH, on-line parking renewal, manager memo signup.

Goal: To increase awareness of residents of various “soft” services provided by the Village. 2) Increase use of these services. 3) Free up staff to be devoted to other projects.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Need to meet the deadlines of *Shorewood Today* magazine, etc.
Would like to be ready for January 1, 2019 (1st of the year) promotion; earlier if feasible

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

2 hours – Talk with D.H. about their specific programs
4 -8 hours – Format materials for multiple levels of distribution

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

Minimal printing costs if included in Utility Bill mailing

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

Collaborate with D.H. to see what services, if any, they would like to include in the re-promotion effort
Develop tool to deliver information via Manager's Memo, utility bill, tax insert, Shorewood Today, etc.