



MEMORANDUM

TO: Mayor and Trustees
FROM: Village Administrator Evan Walter and Staff
DATE: March 4, 2022
RE: Village Administrator's Weekly Report

The following is the Village Staff's weekly report of upcoming Village meetings, staff updates, and various reports. This memo is provided every Friday and distributed to Trustees, Staff, and posted on the Village web site. Any concerns or questions should be directed to the Village staff at (630) 654-8181.

Upcoming Public Meetings

- **Monday, March 7: Plan Commission Training Session – 6 PM; PD Training Room**
- **Wednesday, March 9: Board of Fire & Police – 7 PM; PD Conference Room**
- **Monday, March 14: Budget Workshop and Board Meeting – 6:00 PM; Board Room**
- **Wednesday, March 16: Mobile DMV – 10 AM – 2 PM; Board Room**
- **Monday, March 21: Plan Commission – 7 PM; Board Room**
- **Monday, March 28: Board of Trustees – 7 PM; Board Room**
- **Monday, April 4: Plan Commission – 7 PM; Board Room**
- **Wednesday, April 6: Economic Development – 6 PM; Board Room**
- **Monday, April 11: Board of Trustees – 7 PM; Board Room**
- **Tuesday, April 12: Police Pension Board – 7PM; Conference Room**
- **Wednesday, April 13: Board of Fire & Police – 7 PM; PD Conference Room**
- **Monday, April 18: Plan Commission – 7 PM; Board Room**
- **Monday, April 25: Board of Trustees – 7 PM; Board Room**
- **Monday, May 2: Plan Commission – 7 PM; Board Room**
- **Wednesday, May 4: Economic Development – 6 PM; Board Room**
- **Monday, May 9: Board of Trustees – 7 PM; Board Room**

Village Highlights and Updates

Government Leader of the Year: Police Chief John Madden received the Government Leader of the Year Award this week Monday during the DuPage Mayors and Managers Conference Annual Legislative luncheon. Chief Madden was recognized for his role in founding the Metropolitan Emergency Response and Investigations Team (MERIT). Members of the Village Board and staff were present to support Chief on this distinguished honor. Thank you, Chief Madden, for your service to the community and DuPage County!



Plan Commission Training: A Plan Commission training will take place for the Plan Commission, Board of Trustees, and other Village officials as desired on **Monday, March 7 at 6pm** in the Police Training Room. The training will be presented by staff and the Village Attorney. All are invited to participate; dinner will be provided. The agenda has been distributed, and a copy is attached.

Summer Employment at Public Works: The Burr Ridge Public Works Department is accepting applications for a summer seasonal worker and also an Engineering Intern. Both positions are for a duration of 3 – 4 months over the summer. More information and a link to file a job application can be found at: <https://www.burr-ridge.gov/fags/employment/>

Reports and Briefings

- ❖ **Social Media Report:** Attached is the February Social Media and Email Report prepared by Kaleidoscope Management Group. It was a great month overall for performance across all digital channels. A few highlights:
 - ❖ 44% increase in engagement month-over-month
 - ❖ 1.23% increase in comments on Facebook
 - ❖ 4.1K Twitter Impressions
 - ❖ A very strong 64% open rate and 2.5% click rate for the February Oak Leaf

❖ **IML Statehouse Briefing:** Attached is the Illinois Municipal League Statehouse Briefing dated February 28, 2022.

EBW:jat
ec: Department Heads



FEBRUARY 2022 DIGITAL MARKETING REPORT KALEIDOSCOPE MANAGEMENT GROUP



I. Highlights

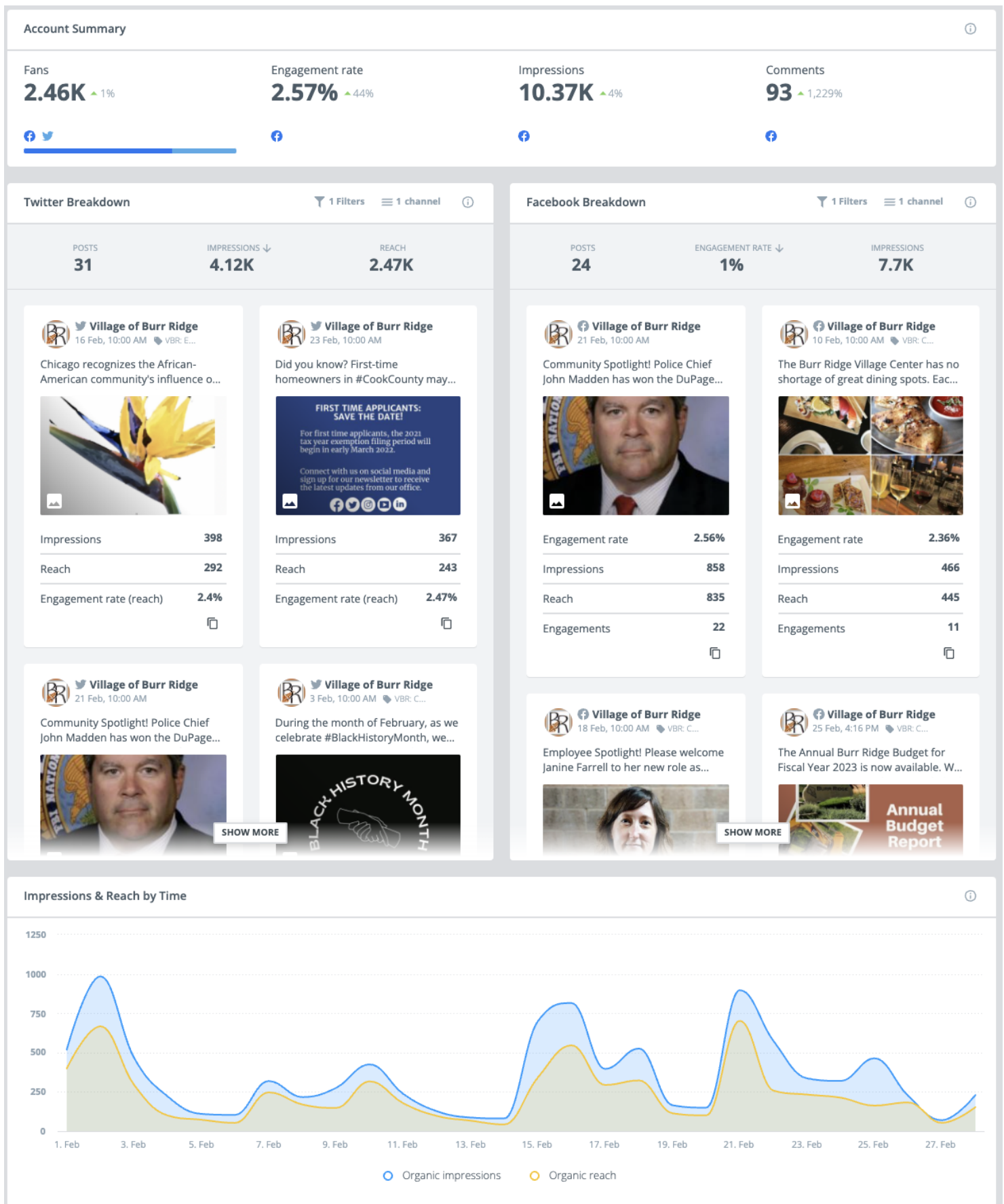
February, while the shortest month, showed no shortage of high-performing content and significant impressions and engagement on The Village of Burr Ridge's digital channels. With a 44% increase in engagement on social as compared to the previous month, the Burr Ridge audience is watching closely and finding value in the information that is being shared.

On Facebook, the community spotlight posts introducing Janine Farrell as the New Community Dev. Dir. and the announcement of Chief of Police John Madden's award recognition were received with a high combined engagement of 4.23%. Similarly, posts recommending the Downtown Village Center for Valentine's date spots, weekly posts sharing significant information and resources around Black History Month and news of the available Budget Report caught our audience's attention and gained a strong engagement of 5.55% combined.

On Twitter, our audience engaged most with resources shared around Black History Month (3.4%) and information shared about the Restore LGDF campaign (2.47%). Other high performing posts included community alerts of winter weather updates and meeting notifications. Collectively, our Twitter channel has 4.1K total impressions and an average 3.8% engagement rate in February.

We continue to see that email and social media are effective platforms to reach our target audience and the Village of Burr Ridge channels continue to grow in subscribers and followers. We look forward to continuing to build a well-rounded social strategy that not only provides meeting agendas and updates, but that supports and promotes community opportunities and meaningful two-way conversation and positions the Village as a go-to resource for the community.

II. Key Social Media Metrics [\(Sharable Link to View in Detail\)](#)



III. February Email Marketing Highlights

- February Oak Leaf - 2/3/2022
 - 64% Open Rate
 - 2.5% Click Rate

Top links clicked

https://www.shopburrridge.com/directory/#Restaurants	20
https://www.burr-ridge.gov/calendar-2/	16
https://www.invoicecloud.com/portal/(S(egxtcrakm5kgn5dgpfcqxon))/2/Site2.asp...	8
https://www.cookcountyassessor.com/exemptions	6
https://public.govdelivery.com/accounts/ILCOOK/signup/12686	2

- February ICYMI Oak Leaf - 2/17/2022
 - 65% Open Rate
 - 1.8% Click Rate

Top links clicked

https://elections.il.gov/ElectionOperations/DistrictLocator/AddressFinder.aspx	19
https://www.cookcountyassessor.com/exemptions	17
https://www.invoicecloud.com/portal/(S(egxtcrakm5kgn5dgpfcqxon))/2/Site2.asp...	17
https://public.govdelivery.com/accounts/ILCOOK/signup/12686	14
https://twitter.com/BRVillage	7

IV. Notable Comments:



843
People reached
274
Engagements
-
Distribution score

Boost post

17
4 Comments 3 Shares

Like

Comment

Share

Most relevant ▾

Comment as Village of Burr Ridge

Tamie Madden
 Congratulations Chief Madden!

Like
Reply
Hide
1w

1

John Manieri
 Congratulations John!

Like
Reply
Hide
1w

1

Steve Weatherford
 Congratulations John!

Like
Reply
Hide
1w

1

Most Relevant is selected, so some comments may have been filtered out.
Write a comment...

Village of Burr Ridge
 Published by Falcon.io · February 18 at 10:00 AM ·

Employee Spotlight!
 Please welcome Janine Farrell to her new role as Community Development Director.
 Janine served as a Burr Ridge Plan Commissioner from 2018 until resigning to take this position in our community. Ms. Farrell has over ten years of supervisory planning experience in Will County and the Village of Frankfort and is a Burr Ridge resident. Ms. Farrell will assume the role of staff liaison to the Plan Commission while also leading many important development pro... [See more](#)

347
People reached
22
Engagements
-
Distribution score

Boost post

3
2 Comments 1 Share

Like

Comment

Share

Most relevant ▾

Comment as Village of Burr Ridge

Luisa Hoch
 Congratulations Janine! You will be fabulous 😊

Like
Reply
Hide
1w

1

View 1 more comment

From: [IML Legislation](#)
Subject: Illinois Municipal League Statehouse Briefing - February 28, 2022
Date: Monday, February 28, 2022 11:03:55 AM



February 28, 2022

This edition of the *Statehouse Briefing* provides a change to the Illinois indoor masking requirement, weekly bills of concern, a funding opportunity for wastewater treatment plants, updates from the Illinois Commerce Commission's (ICC) Railroad Safety Section, free virtual workshops being offered through the Illinois Department of Transportation's (IDOT) Disadvantaged Business Enterprise program and a reminder about the Illinois Municipal League's (IML) Lobby Day.

Illinois Indoor Mask Requirement Lifted

Due to a continued decline in COVID-19 cases and hospitalizations, and an increase in available ICU beds, the Illinois indoor mask requirement ends today.

Masks will still be required where federally mandated (including on public transit), healthcare facilities, congregate settings, long-term care facilities and daycare settings. Additionally, private businesses and municipalities may choose to implement their own masking requirements. Schools are urged to continue following state and federal guidance to help keep students and staff safe. Governor JB Pritzker will review the results of lifting the indoor mask requirement before making any announcement regarding the school mask mandate.

More information on the lifting of the indoor mask mandate is [available via this link](#).

Weekly Bills of Concern

- [HB 2767 – Power Plant Implosion](#) ([Oppose](#))
- [HB 4622 – Pension Code-Police Investment Fund](#) ([Oppose](#), [Key Bill](#))
- [HB 4931 – Emergency Medical Dispatchers](#) ([Oppose](#))
- [HB 5538 – Prevailing Wage-Public Works](#) ([Oppose](#), [Revenue Reduction Bill](#))

Municipal officials can register their position on legislation assigned to legislative committee hearings at my.ilga.gov ([available via this link](#)). All legislation, as well as IML's position on the bills we are tracking, is available on our website at iml.org/billtracking.

IML Director of Legislative Affairs Mitchell Remmert [provided a legislative update video, which may be viewed on our Education Resources page, available via this link](#).

TIF Legislation Update

IML thanks the countless municipal officials who contacted their State Senator at our request, and in opposition to [SB 2298 \(Sen. Gillespie, D-Arlington Heights\)](#). Your voices were heard, and thanks to our collective influence, this bill failed to advance prior to the Senate's third reading deadline. The bill is now dead.

Our message to members of the General Assembly has been clear: municipalities and municipal

officials have the direct responsibility and full financial risk associated with economic development through the success or failure of TIF districts.

IML will continue to advocate for the preservation of the current law on TIF. Additional resources on TIF, including correspondence, fact sheets and other information, is [available on IML's website at iml.org/TIF](http://iml.org/TIF).

IEPA Announces Funding Opportunity for Wastewater Treatment Plants

On February 1, 2022, the Illinois Environmental Agency's (IEPA) Office of Energy announced up to \$750,000 of grant funding available for energy efficiency upgrades at public wastewater treatment plants. Under the Wastewater Treatment Plant Energy Efficiency Program, grants ranging from \$20,000 to \$500,000 will be awarded to assist selected Illinois municipalities to reduce energy usage at public wastewater treatment plants. This is the third round of funding and follows awards made in May 2020.

The grant program seeks to invest U.S. Department of Energy State Energy Program (SEP) funds in energy efficiency projects, some of which were identified by energy efficiency assessments also funded by IEPA's Office of Energy, that will result in the greatest energy cost savings for Illinois residents. As with the previous cycles, grant applications will be scored on multiple factors including the energy savings per dollar (granted/invested) and percentage of improvement for the project's anticipated energy cost savings to treat one million gallons of wastewater. Projects located in environmental justice areas will be prioritized along with projects located in municipally owned electric utility or electric cooperative service territory. [Application materials are available via this link](#). The application period closes at midnight on March 29, 2022.

IHDA Announces Housing Relief Program

The Illinois Housing Development Authority (IHDA) announced last week that applications for homeowners financially impacted by the pandemic will be accepted beginning in April through the Illinois Emergency Homeowner Assistance Fund (ILHAF) program. ILHAF will provide up to \$30,000 in free assistance per homeowner paid directly to the servicer, taxing body or other approved entity on behalf of Illinois homeowners impacted by COVID-19 to prevent mortgage delinquencies, defaults and foreclosures to keep Illinois families safe and secure while they regain their financial footing. Program information and updates are [available via this link](#).

ICC's Railroad Safety Section Updates

ICC's Railroad Safety Section recently provided the following information on their commitment and efforts to improve safety at all public highway-rail and pedestrian-rail grade crossings in Illinois:

- [Illinois Implementation Report \(available via this link\)](#)
- [Illinois Action Plan \(available via this link\)](#)
- [Rail Safety Bulletin \(available via this link\)](#)

IDOT Announces March Dates for Disadvantaged Business Enterprise Workshops

IDOT is hosting free virtual workshops in March as part of its continuing Building Blocks of Success series for firms interested in participating in the Disadvantaged Business Enterprise program, strengthening their skills and bidding on state construction projects.

The workshop dates and topics are:

March 16 – 10 a.m. to 12 noon: Force Account (T&M) Work
March 17 – 10 a.m. to 12 noon: Contracts
March 21 – 10 a.m. to 12 noon: Materials A to Z
March 22 – 10 a.m. to 12 noon: Getting Paid
March 24 – 10 a.m. to 12 noon: Daily Documentation

Building Blocks of Success will continue through April. Workshop information, including dates and times, is [available via this link](#). Advanced registration is required.

Register Today for IML's 2022 Lobby Day

The Illinois Municipal League's (IML) Lobby Day will be held on Wednesday, March 23, 2022. This popular event allows IML members to connect with state leaders and legislators, learn more about IML's legislative agenda and key issues of municipal concern, while networking with other local officials from throughout Illinois. [More information and registration is available at iml.org/lobbyday](https://iml.org/lobbyday).

Contact Us

As always, IML staff will continue to monitor any prospective legislative developments and aggressively advocate on behalf of our membership. Should you have any questions, please contact our Legislative Department at (217) 525-1220 or IMLLegislation@iml.org. Thank you.

If you do not wish to receive information from the Illinois Municipal League via email, please reply to this email, include the words "Please remove from list" along with your name, municipality and email address included in the message. If you have updates to your contact information, please submit them similarly. Thank you.

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