



Future Focused - Glendale is focused on the future - adapting to the changing needs of residents, responding to external changes/opportunities, and collaborating with partners.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Maintain and continue to develop interagency cooperation and partnerships.	Continue to foster existing relationships and partnerships with governmental agencies and enterprises.	Create partnerships and working groups with other governmental agencies or private groups to achieve various actions.	<ul style="list-style-type: none"> Public-Private partnerships City-sponsored events bringing together Glendale businesses and groups 	All departments and commissions
Be mindful of the impacts to all levels of the city as decisions are made (neighborhood to regional impacts).	Consult the city's Comprehensive Plan and other planning efforts to consider the long-range impacts of actions. Include public participation when applicable.	Consider both internal and external factors as decisions are made to increase support or to benefit actions.	Conduct a SWOT analysis during decision making process	All departments and commissions
Maintain open communication and collaboration between staff, boards and community members.	Continue with current practices regarding open communication between all entities, supporting the needs of the community.	Provide multiple opportunities to include the community in the decision-making process.	Create small, citizen-centered engagement groups	All departments and commissions, residents
Participate in long-range planning efforts to provide direction for the future of the community. Be thoughtful and intentional with identified improvements.	Continue to update long-range planning efforts as needed. Utilize the public process to examine concepts and proposed improvements.	Update the city's Smart Growth Plan. Include emphasis on identifying potential redevelopment areas and the creation of placemaking.	Smart Growth Plan update	All departments and commissions
		Review and update the Municipal Code to respond to current trends and community needs.	Municipal Code Update	
Encourage engagement from multiple sources throughout planning processes.	Continue to provide opportunities for the public to interact with the civic process.	Consider the expansion or creation of committees and boards within the city to allow for additional resident participation.	<ul style="list-style-type: none"> Create small, citizen-centered engagement groups Create focused, citizen-led "Task Forces" centered on various topics 	All departments and commissions
Participate in and monitor regional and State-wide planning activities and legislative changes.	Collaborate with regional partners during planning efforts.	Monitor planning activities and actively participate when warranted to direct Glendale's future.	Host/sponsor a forum/symposium which aims at bringing together regional partners to discuss future of region from various angles	All departments and commissions
Consider the needs of an aging and diverse population.	Continue to consider the needs of all residents through all community systems.	Consider the impacts to and results to various demographics throughout the implementation of actions.	Create focused, citizen-led "Task Forces" centered on issues involving people of various demographic and age groups	All departments and commissions
Define the location and function of a communal town center for the city that mimics the community's identity and is supported throughout the community.	Continue to explore potential locations and functions of a Town Center, particularly in the city's core.	Define the location(s) of a Town Center and promote its location as such within the region and community. Define appropriate programming and events to support the Town Center concept.	"Glendale Town Center" charrette community engagement event	All departments, commissions and residents



Open for Business - Glendale supports economic diversity and commercial development of many sizes. The community provides retail options and employment for the city and greater region and support a vibrant local economy. Glendale’s economic health will be maintained through diverse options – from large corporations to family-owned and small businesses.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Promote economic diversity throughout the community.	Continue to support economic growth within the city through program support and land use planning.	Explore development incentives and programs to spur growth and redevelopment as needed.	Local business marketing campaign, local business market/convention in a local park or gathering space	Administration, Community Development, Public Works, Common Council
Support small and family-owned businesses.	Continue to support and foster economic growth at all scales.	Explore the potential for “small-business support” grants to aid new and support existing small businesses that need financial assistance.	Glendale Small Business Startup Grant Program	Administration, Community Development, Public Works, Common Council
Consider the development of special events that support economic development within the community, such as weekly a Farmers’ Market.	Support special events and community festivals within Glendale.	Explore the implementation and structure for incorporating commercial opportunities into existing events.	Economic development task force to help connect local businesses to city-run events	Administration, Common Council
		Explore the creation of special events that focus on economic development and commercial activity within the community (i.e., Farmers’ Market).	Weekly summer farmer’s market,	Administration, Common Council
Support business development at all scales within the community. Explore programs and techniques for business development.	Continue to support and foster economic growth at all scales.	Consider the development or foster support for the development of a Maker’s Space or shared entrepreneur office space.	Opening of a maker’s space	Administration, Common Council
Monitor connectivity and access to commercial opportunities throughout the community for all residents.	Continue to support economic growth throughout the community.	Ensure access to and diversity of commercial opportunities throughout the community and growth and redevelopment occurs.	Creation of a “Glendale Economic Development” or “What’s Happening in Glendale” website/social media page to showcase local businesses	Administration, Community Development, Public Works, Common Council



Healthy Communities with Vibrant Parks & Recreation Opportunities - *Glendale is a healthy community with diverse recreational opportunities available to residents and visitors. The park and trail system contributes to the environmental health of the community through tree cover and open space and provides opportunities for physical and mental health of residents. The presence of existing natural features and regional parks systems provide opportunities that should be enhanced and promoted.*

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Increased access to active transportation options.	Continue to provide and plan for all modes of transportation.	Study access, mobility, and connectivity options for bicyclists and pedestrians through the community for both transportation and recreational use.	<ul style="list-style-type: none"> Glendale Bike and Pedestrian Plan Resident-led groups “Walk/Bike Glendale” 	Administration, Community Development, Public Works, Common Council
Increase public involvement within the park system to promote park use and maintenance.	Promote participation in existing boards, commissions, and festival committees.	Consider the development of a Friends of Maslowski Community Park group to promote and enhance park activities and involvement.	Marketing campaign to showcase parks and interest groups	Administration, Community Development, Public Works, Common Council
	Promote membership and involvement with the Friends of Kletzsch Park group		Marketing campaign and social media group development to showcase group and attract members	
Monitor sidewalk standards to provide mobility options.	Continue to provide and plan for all modes of transportation.	Regularly review and update sidewalk and on-street bicycle facility policies and design standards to meet needs.	<ul style="list-style-type: none"> Sidewalk quality inventory On-street bicycle facility inventory/maps 	Administration, Community Development, Public Works, Common Council
Provide a variety of recreational opportunities within the community.	Continue to monitor park use and recreational needs.	Study the need for and pursue improvements to recreational facilities.	Glendale Parks Plan/Community Outreach Efforts	Administration, Community Development, Public Works, Common Council
		Consider the development of a Comprehensive Outdoor Recreation Plan to catalog existing park facilities and identify future needs and improvements.	Glendale Comprehensive Outdoor Recreation Plan	
Preserve the quality of and access to natural resources throughout the community.	Identify and mitigate the impacts to natural resources during the development process.	Promote efforts to highlight and preserve natural resources within the community.	Natural marketing social media/education campaign	All departments and commissions



Engaged Residents and Businesses - Glendale values the opinions and involvement of its diverse population. The community will continue to provide and enhance opportunities to engage residents through every aspect of the civic process. Community engagement is a foundation of decision making at the city level.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Promote community engagement throughout all aspects of the civic process.	Continue to include resident participation through the decision-making process.	Increase opportunities for public participation through planning processes.	Increase public engagement events	All departments and commissions
Create opportunities to involve the public in the planning process through the establishment of engagement groups.	Continue to include resident participation through the decision-making process. Gain input from residents on what types of groups they would like to see formed.	Consider the development of individual community engagement groups designed to focus on a specific topic. These groups can help to identify improvements or additional needs for a variety of community systems (i.e., parks, utilities, etc.).	Create various “Task Forces” to include local residents in decision making process	All departments and commissions
Foster opportunities to build pride in the community by including the community in the decision-making process.	Include members of the public within planning activities. Maintain open lines of communication through public hearings and office hours to voice concerns and discuss issues with the public.	Host several city-sponsored events to showcase and promote local business, while at the same time allowing residents to take part in the decision-making process (survey, idea board, charrette, etc).	Create various “Task Forces” to include local residents in decision making process	Administration, Common Council
Create a safe and welcoming environment for current and future residents and visitors of the community.	Continue to provide quality police and emergency services within the community.	Work with the Police Department to plan for and provide a safe community while addressing crime prevention.	<ul style="list-style-type: none"> • Community safety education events • “Coffee with a cop” program 	Administration, Common Council, Police Department
Embrace diversity within the community, including the diversity of residents, businesses, and recreation.	Continue to include all residents throughout the planning process.	Promote diversity throughout the decision-making process.	<ul style="list-style-type: none"> • Sponsor cultural events and hold at public locations (festivals, food showcases, musical performances) • Inclusion of cultural groups into government decision making 	All departments and commissions



Partnerships - Glendale works collaboratively with its industry and agency partners. Teamwork and collaboration expand opportunities and leverage actions. The employment sector is a key component of the city’s framework, and partnerships to support growth and sustainability are important to the future.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Create partnerships with current and future industries to promote economic development and success within Glendale.	Continue to collaborate with existing and future industries to identify partnerships.	Encourage larger partnerships with industries in the community to work together to improve economic development and sustainability within Glendale.	Creation of “Workforce Task Force”	Administration, Community Development
Assist with employee retainment and attraction for local industries through the provision of services and amenities within the community.	Continue to conduct long-range planning activities and implementation to provide a high-quality of life for employees.	Partner with industries to identify employee retainment and attraction needs within Glendale.	Employee engagement events to understand why employees like their job and want to stay in Glendale	Administration, Community Development
Highlight the skilled professions within the community and promote pride in skilled labor for future generations.	Identify skilled labor professions within the community. Gain input from employees on their careers and schools on the needs and wants of students when it comes to future jobs.	Identify skilled labor professions within the community. Create opportunities to promote and showcase these skills. Work with the local educational system to spread awareness, education, and training in these specialized fields.	<ul style="list-style-type: none"> • “Labor/Workplace Pride” events • Skilled labor shadow days for current students 	Administration, Community Development



Connected Neighbors- Glendale is a connected community with active neighborhoods. Every community member plays a role in the identity of the city and should have the opportunity to share and connect with others. Residents work together to celebrate the successes and challenges throughout each neighborhood.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Provide safe and interesting activities for the community's youth.	Encourage activities for all ages.	Develop partnerships with the school district and other youth agencies to encourage planned and organic activities for youth of all ages.	City of Glendale – Youth Organization/School District Official Partnership	Administration, Common Council
Provide opportunities for the school aged population to gather and engage with community activities.	Provide community gathering spaces.	Explore the development or designation of a youth center within the community. Study the programming needs for all members of the community.	Develop a dedicated youth center	Administration, Common Council
		Work with local partners to expand access to and hours of availability for safe youth gathering spaces that allow for a variety of activities.	City of Glendale – Youth Organization Official Partnership	
Foster a sense of community and neighborhoods throughout all areas of the community.	Encourage the establishment of neighborhood groups and sense of community.	Foster the development of neighborhood social groups through neighborhood events and offerings.	Support development of “Neighborhood Social Groups”	Administration, Common Council
Provide opportunities for the community to gather together and celebrate activities and events.	Continue to hold community wide events and community spaces (i.e., 4 th of July and Maslowski Park).	Identify opportunities to expand current events or hold new community events throughout the year.	Various Community Events (ex. Winter festival)	All departments, commissions and residents
Strive to improve connectivity throughout the community, both socially and physically.	Continue to provide community events and efforts to bring residents together.	Conduct survey/gain direct input to understand what kinds of events residents would like to see.	Community event survey	Administration, Community Development, Public Works Common Council
	Continue to identify opportunities to connect the community through transportation options.	Strive to improve connectivity and wayfinding throughout the community as improvements are made and developments completed.	Develop a bike/ped plan with a focus on wayfinding strategies for all users	



Invest in the Future - Glendale invests in its future generations to promote a sustainable future. With 20 percent of the community under the age of 19, it is important to support the city’s future populations and their changing needs.

Action	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Collaborate with colleges and universities to provide programs and opportunities for high schoolers.	Continue to collaborate with colleges, universities, and high schools to understand the needs of students.	Work with Nicolet High School, industry partners, and college/universities to identify programs and opportunities for high school students to advance career planning.	Creation of program to connect local students to apprenticeships, internships, and trade programs	Administration, Common Council, School District
Monitor social and academic needs within the schools and make improvements as needed.	Continue to collaborate with local schools to address community needs.	Collaborate with schools and community residents to identify improvements and long range needs to enhance social and academic offerings within the community.	Creation of “Glendale Youth Task Force” to address ongoing needs	Administration, Common Council, School District
Be identified as the top school system in Wisconsin.	Continue to partner with the Glendale-River Hills School District.	Collaborate with the school district to support improvements and advancements within the school system.	Grant programs for innovations and improvements to schools	Administration, Common Council, School District
Create and expand youth programs and activities within the community.	Continue to provide programs and activities for all ages within the community.	Expand the programs offered for school aged populations, including programmed and organic offerings.	Grant programs for innovations and improvements to schools	Administration, Common Council, School District
Promote the participation of the school aged population in the civic process.	Continue to encourage all levels of participation in civic actions.	Consider the inclusion of a youth representative on various committees and groups.	Creation of “Glendale Youth Task Force”	All departments and commissions
Monitor housing availability and affordability as demographics change within the community.	Continue to monitor the regional housing market and local housing needs of Glendale.	Explore housing and redevelopment programs to supply housing needs for a changing population.	Conduct annual State of Glendale Housing Study	Community Development



Sustainable Direction - Glendale considers sustainability and resilience in the decision-making process. Through this effort, city investments and improvements sustain the high quality of life for future generations and ensure the ability adapt and respond to changes.

Implementation Measure	On-going Action Step	Future Action Step	Example Projects	Responsible Agencies/Entities
Promote the assessment of environmental impacts from city action.			“Sense of Glendale” marketing/social media campaign	All departments, commissions and residents
Serve as a community leader in emissions reduction.	Continue with upgrades to City Hall to operate on renewable energy.	Assess opportunities to convert other city facilities and functions to renewable energy.	Energy assessment of city facilities	All departments, commissions and residents
		Develop ordinances to promote and allow individual solar panels.	Code updates	All departments, commissions and residents
		Create trainings and community events to support sustainable actions within the community.	Work with renewable energy providers to host community events	All departments, commissions and residents