

Village of Bartlett 2021 Strategic Plan

The genesis of the current strategic plan was derived in February 2017, when the village surveyed stakeholders in every segment of the community. After the data was collected and analyzed the plan was divided into four categories: short-term routine, short-term complex, long-term routine and long-term complex.

Regularly scheduled strategic planning sessions have resulted in small changes to the plan from year-to-year. The 2021 Village of Bartlett Strategic Plan was approved by the board of trustees at the August 17, 2021 meeting.

The plan will act as a road map for the village going forward and department heads will incorporate this vision into day-to-day operations and the budget.

Short-Term Routine - 1 to 3 Years

1. Enhance public awareness via an education campaign to increase residents' awareness of village services, activities, funding, etc.
2. Enhance community events.
3. Maintain checks and balances to ensure financial stewardship.
4. Maintain or enhance village standards for service delivery.

Short-Term Complex - 1 to 3 Years

5. Continue the business development strategy focused on attracting and incentivizing an additional grocery store to town.
6. Continue the business recruitment strategy to attract developers to invest in the downtown area and provide options for businesses to locate to Bartlett.
7. Continue to act on strategies for developing Railroad Avenue vacancies.
8. Develop a community branding plan.
9. Work to improve retail business profile in the village.
10. Revisit, refine and execute the village's overall economic development incentives.
11. Develop strategy to connect east and west sides of Bartlett.
12. Improve village bike and pedestrian pathways and routes.
13. Determine the need for a TIF district in a portion of the downtown and along Lake Street.

Long-Term Routine - 3 to 5 Years

14. Examine service delivery methods & approaches.
15. Determine the cost to remove the Oneida Water Tower.
16. Determine the cost to remove the well house on north side of village hall's visitor parking lot.
17. Determine the cost to remove the well house south of village hall.
18. Maintain positive relationships with all taxing bodies.

Long-Term Complex - 3 to 5 Years

19. Develop a long-term plan to refurbish/rebuild the village's sewage treatment plant.
20. Develop a strategy to identify and complete roadway improvement and traffic mitigation programs and design.
21. Redevelop/revitalize open lot and other sites along Lake Street, Route 59 and Route 25.
22. Evaluate bike/pedestrian connectivity under/over and along Route 59.
23. Further implementation of TOD (transit oriented development) plan.
24. Develop a strategy for development along Bartlett Avenue.