

**GREENBELT – CITY MANAGER GOALS AND OBJECTIVES – 2018**  
**(FY 2019)\***

**Reporting on Top & High Council Priorities is a separate document**

**STATUS REPORT DATE: *December 12, 2018*, last update July 27, 2018**

**THEME AREA: COMMUNICATION**

**Goal:** Outreach to community and maintain a high level of contact through the evaluation period.

Objective(s): Provide information on upcoming events/activities at special events; Develop relationships, build trust, and engage citizens and businesses
Staff Assigned: City Manager, All Department Directors, Public Information Coordinator
Timeframe for Completion: Ongoing
Status: <i>City Manager-</i> <i>Hired the City's first economic development coordinator to engage the business community. Included business and community representatives in interview processes for both the coordinator and a new police chief.</i>  Continuing introductory meetings with various business, community, and advisory groups; attending special events (detailed in weekly management reports), and encouraging department outreach activities.  <i>Public Information-</i> <i>Updated the document management system and website, expanding the reach of City news and information to regional agencies. Hired an additional part-time position (in lieu of budgeted full-time position at discretion of coordinator. Coordinator now wants to fill the full-time position only with part-time employees).</i>  An electronic "Info Wall" was created which makes all city social postings available from one place including, Police, City Office, Recreation, Animal Control, Aquatics and Fitness and Arts. Informational calendars, service information and events are posted on multiple platforms including website, News Review and Social Media. For example, the use of Nextdoor to engage residents about upcoming meetings impacting the newest neighborhood, Greenbelt Station.  <i>Police-</i> <i>Participated in introductory meetings for new Police Chief Bowers (meeting with Public Safety Advisory Committee, Greenbrier Homeowners Association, etc.); Presented at Greenbelt Rotary Club- Chief Bowers; Held second annual youth forum at Eleanor Roosevelt High School in conjunction with the Community Advisory Committee; Participated in Fall Fest and Family Fun Nights with Halloween themed Trunk or Treat activities at Schrom Hills Park, Roosevelt Center, and Springhill Lake Recreation Center;</i>

Explorers will be scheduled for recognition at a future council meeting.

New Franklin Park Spring Outreach Event (2017); National Night Out; Greenbelt Rotary Club presentation-Acting Chief Kemp; Establishment of the youth Explorer Program; on-going outreach on the Police Department's Facebook page.

#### Public Works-

*Conducted compost, pollinator house construction and other educational and volunteer events; Staffed Labor Day information booths; co-sponsored regular community shred day along with donation, paint, electronics waste drop-off events. Conducted the Public Works Open House. Displayed the new Greenbelt Connection Bus before a Council work session.*

Staff advisory board liaisons to Green Aces, Green Team, Forest Preserve, and the Advisory Committee on Trees. Internship programs are being provided to a Chesapeake Conservation Corp member, high school kids, special needs children and college kids. Volunteer opportunities to educate the community are generating awareness and participation through special events. Examples include: Arbor Day, BioBlitz, Public Works Open House, Earth Day, educational speaking, clean ups, tree plantings and booth presentations, etc.

#### Planning & Community Development-

*Provided support via the Supervisory Inspector during Franklin Park Fire response; Staff met with the GHI Zoning Task Force to discuss the drafting of a Greenbelt Neighborhood Conservation Overlay Zone. Staff worked with Ms. Palau on the printing of a revised trails map to be distributed to the public at special events and upon request. Met with homeowners to address flooding concerns and other property maintenance issues and concerns.*

#### Animal Control-

*Provided proactive support during the Franklin Park fire response. Participated in the Fall Fest, Halloween Costume, and Family Fun Night Trunk or Treat events at Schrom Hills Park, Roosevelt Center, and Springhill Lake Recreation Center. Staffed a Labor Day Festival booth. Supported the Recreation Department's Pooch Plunge.*

Continues to work with Ms. Palau to improve public outreach regarding animal available for adoption. Continues to look for opportunities to sponsor special events to promote animal adoptions. Staff has met with WAGS to discuss special event planning. Use the established volunteer program to assist with various shelter responsibilities. A Dog Park survey was created and posted on the City's website for several months. Staff worked with a volunteer to conduct a usage survey of the existing dog park. The Annual Pet Expo and kitten shower were a success and planning is going to be for Labor Day and the Pooch Plunge.

*Administration – Participated in WMATA Trail progress meetings. Greenbelt Station updates with developers (Woodlawn and WMATA); Senior Mobility Study recommendation approved in Council FY 2019 budget; Initiated Community Conversation on Homelessness to be hosted by Greenbelt CARES on December 11, 2018. Participated in the Community Relations Advisory Board's Police Youth*

*Forum at Eleanor Roosevelt High School.*

*Staff is planning dessert and coffee with area clergy and faith leaders in December 2019. This is the first in a series of activities.*

WMATA Trail Progress Meetings; Greenbelt Station Updates with the developers (Woodlawn, Renard, and WMATA) and residents; Forest Preserve Study progress meetings. To be scheduled in Fall 2017- WMATA Council Senior Mobility Study Work Session

**Greenbelt CARES –**

*Conducted monthly food distribution at Springhill Lake Elementary, as well as diaper and other support. Supported review of nominees for ACE student and teacher awards.*

*Will host a Community Conversation on Homelessness in December 2018.*

Director updates website and calendar to reflect new programming dates; Staff attend Community and School events; Admin Assistant Mail/emails event flyers of events to local schools, community partners, probation officers, and county partners. GAIL Guide is published and distributed via mail.

**Recreation**

*Coordinated Fall Fest, Halloween Costume Parade, and Family Fun Night. Outreach to Springhill Lake Elementary School, CHEARS, and other community groups (recognition and other), Holiday Festival of Lights, Held a Council work session on the Draft Recreation Master Plan Report.*

Recreation Coordinators will attend back-to-school events and PTA meetings throughout the year. The Aquatic & Fitness Center sends email blasts to patrons and members on a monthly basis. Posts are made via social media on a regular basis. Activity Guides are published four times each year.

In March 2018 a new Recreation logo was unveiled to help brand the department w/a visual presence that can be recognized throughout Greenbelt and its surrounding communities. The logo was changed internally and externally on all online and hard copy documents.

Also in Spring 2018, Recreation went live with their new Rec Trac 3.1 installation, training and implementation. Due to teamwork and the diligence of the staff, the transition went fairly smooth; however, there is still much to learn on the new system if we are going to get the most out of it.

**Goal:** Develop a plan to ensure that information is readily available for residents about Council policies and initiatives and City services.

Objective(s): Improve access, implement a document retention policy, implement a document management program,
Staff Assigned: Public Information Coordinator, City Manager
Timeframe for Completion: Ongoing, completion of Welcome Packets by September 1; Document Management RFP responses due September 2017; anticipated website redesign vendor identification by December 2017 and funding request in Spring 2018.
Status: <i>Staff and services are highlighted regularly through video segments and postings on Social Media sites and on the Municipal Access Channel. Facebook live is used for some larger events. We are working towards providing more Press Releases. The quarterly newsletter, website, and News Review are also tools to accomplish this. A weekly city blog that was featured late last year, and included a synopsis of what when on during the week using stories, photos and videos will be reinstated.</i>  <i>The Document Management System contractor is working on process workflow mapping with the first department to pilot the effort- Human Resources. A temporary employee will be hired to scan files for the project starting in January 2019.</i>  A Document Management System RFP has been issued. Responses are due by September 8, 2017. The System will help staff retain and track documents, reduce paper use and burgeoning City storage needs. Pilot sites will be Human Resources and Administration. In the interim, the second of two temporary employees have sorted and shredded out of date personnel files- supporting City storage backlog and providing Greenbelters with developmental challenges both employment and job training. The first employee assigned to Human Resources blossomed to successfully interview and obtain a full-time, salaried position elsewhere.  <i>Content management system-</i> <i>The content management system was updated in 2018. Data was transferred to the newly designed City website in Summer 2018. In follow-up to a Councilmember's request, about \$5,000 was spent to purchase additional Adobe Acrobat licenses to support scannable PDF document capacity for online searching. A part was also purchased for a copier (not included in the \$5,000). The subscription section of the website was revised.</i>  <i>Implemented the Electronic Agenda Preparation Software. The software provides comprehensive, streamlined linkage to video, agendas, and meeting materials. The website provides access to Greenbelt's materials as part of a larger, regional audience subscribing to other agencies' resources. Passwords will be provided to Councilmembers interested in using the Ilegislate application to accessing agendas, notes, videos and other documents.</i>  <i>The weekly City Manager's Reports have been posted in the City Manager section of the website. Reports date back to 2017. This is in addition to the quarterly Manager's Updates.</i>

*Sections of the website were created for both the Supermagnetic Levitating Train (Maglev) and the County Zoning Ordinance Re-write project. Materials posted include news and meeting information.*

*The Police Department is acquiring a software add-on to Power DMX to seamlessly publish new General Orders or regulations upon adoption. This effort will streamline processing of material already posted online (General Orders, forms, etc.).*

*The computer application that will help market Greenbelt resources to residents and visitors was approved by Apple. Student interns from Paradyme Management continue to work on the final product. The student group changed with the start of the new school year.*

*Staff is updating content for the next edition of Welcome Packets. New Packets should be ready for distribution by 2019.*

*Public Information and Planning staff created and distributed the new, grant funded trail maps. The maps have been updated to reflect the new name of the Indian Creek Trail.*

Public information staff continues to research other government websites, hosting agents, and interfaces between the City website, online streaming of Council meetings and other activities, public searches for documents and other information. This would include an update of the City website.

Petitions and Requests and approved public meeting permits (special events held on public property) have been added to the City website.

City Welcome Packets for new residents were updated in August 2017, including materials from City departments, non-profits, and local businesses. Citizen volunteer "Packet Stuffing Parties" were held in August. Packets will be distributed to area offices, realtors, and businesses.

**Goal:** Begin to create a public relations program for the City.

Objective(s): Work to improve public information, branding, and community engagement
Staff Assigned: Public Information Coordinator
Timeframe for Completion: Ongoing
Status: <i>The Public Information Coordinator desires not to hire a full-time position. She seeks two additional part-time positions in lieu of the authorized full-time position. This would bring the total staffing to the public information coordinator, two year-round interns, three part-time employees, and seasonal interns (college students that return home during summer and holidays and videotape Council meetings or other events).</i>

*Conducted quarterly business coffees.*

*Invited private sector and other government agencies to participate in assessment centers for Planning Director, Chief of Police and Economic Development Coordinator. Hired the City's first Economic Development Coordinator. The Coordinator's background is marketing and should be key in supporting a public relations program.*

Council approved funding for a part-time employee to assist the Public Information Coordinator to assist in implementing more informational public programs. Interviews have been conducted.

**Goal:** Develop relationships with the business community, agencies and other entities with whom the City interacts (covered with established goal).

Objective(s): Build relationships, exchange information, to engage and mutually support operations while promoting Greenbelt

Staff Assigned: City Manager, All Directors

Timeframe for Completion: Ongoing

Status:

*Action has included:*

*Participated in monthly North County City Manager's lunch meetings.*

*Participate in Metropolitan Washington Council of Governments Chief Administrative Officers meetings.*

*Participated in the International City/County Management Association (ICMA) conference, including moderating a panel and volunteering at a fitness session.*

*Participated in NFBPA conference panel and NFBPA city manager's session at ICMA conference.*

*Have been asked to serve on ICMA Nominating Committee-NE Region.*

*Working to support effort with University of Maryland Community Connections with Smart Growth Center.*

*Attended Maryland Municipal League (MML), MMCA, Prince George's County Municipal Association (PGCMA), Urban Land Institute (ULI) -TAP, 4 Cities Coalition, and legislative events as outlined in reports.*

*Participated in GHI/WSSC meetings including walking tour of GHI.*

As outlined in weekly reports, meetings, events, and introductory activities have taken place to start building and/or improve relationships.

Planning and Community Development – Respond to questions from local media related to on-going projects. Attended multiple county level meetings on the County zoning re-write project and exchanged information. Met with GHI Zoning task force to discuss Neighborhood Conservation Overlay Zone regulations. Talked with multiple owners in Boxwood regarding update on the proposed WSSC waterline replacement project. Met with homeowners to discuss drainage issues. Staff participated in the ULI TAP Project for Greenbelt Road.

Greenbelt CARES - Staff coordinates with guidance counselors to offer groups at High School. Vocational/Educational Counselor works with SHL Elem. To provide tutoring and ESOL services. Staff serves as liaison to ACE and supervises Reading Clubs at local schools.

**Goal:** Maintain open lines of communication with the City Council (included of Manager performance appraisal).

Objective(s): Maintain two-way communication between elected officials and staff
Staff Assigned: City Manager, Directors
Timeframe for Completion: Ongoing
<p>Status:</p> <p>Management continues to distribute weekly written reports on administrative and departmental activities and projects to support Council goals; ad hoc meetings with Mayor and individual Councilmembers as requested; emails, memoranda, and telephone calls to Councilmembers ranging from routine to police or emergency matters; quarterly City Manager’s Updates; verbal City Manager’s Reports at each regular Council Meeting; monthly financial reports; and annual budget work sessions to develop the next fiscal year’s operations and resources.</p> <p>Planning and Community Development – Prepare weekly written report on current activities. Attended City Council meetings and work sessions as requested to present and discuss planning and community developer related issues.</p>

**Goal:** Be visible in the community – attend events, HOA meetings and interact with the public and business community (covered in established goal).

Objective(s): Attend special events, HOA and community meetings as requested and/or projects require.
Staff Assigned: City Manager, All Departments
Timeframe for Completion: Ongoing
<p>Status:</p> <p><i>Attended department and community events, festivals, and performances including those outlined in the weekly reports.</i></p> <p><i>Activities included the CRAB Police/Youth Forum at Roosevelt High School; Fall Fest at Schrom Park; the Halloween Costume Contest &amp; Parade in Old Greenbelt, Pumpkin Walks, Family Fun Night at Springhill Lake Recreation Center, National Night Out at various locations (Schrom, Hunting Ridge, Beltway Plaza, and Greenbriar), Festival of Lights events in Old Greenbriar, GEAC Tree Lighting, Deco the Halls at the Museum, Labor Day Festival, Utopia Film Festival, FOGM board meeting design session, Public Works Open House, GHI/WSSC meetings to include a walking tour and meeting at WSSC headquarters and Gobble Wobble. Attended the Advisory Board recognition dinner, a Friends of the Museum meeting.</i></p> <p><i>Slated to deliver dictionaries to Greenbelt Elementary School's 3<sup>rd</sup> graders with Rotary Club of Greenbelt.</i></p> <p><i>Conducted "meet and greet" events to obtain input during the Police Chief search in Greenbelt East (Schrom Park), Old Greenbelt and Springhill Lake Recreation Center). Conducted a meet and greet for the public to meet chief finalists.</i></p> <ul style="list-style-type: none"> <li>• Planning and Community Development staff attends community and business meeting as requested. Staff attended the Indian Creek Stream Valley Trail dedication. Staff met with GHI Zoning Task Force. Animal Control sponsors a number of community events throughout the year (ex. Open House, Pet Expo, Kitten Shower, NBC4 Clear the Shelter) and participates in Labor Day festivities.</li> <li>• Recreation staff attends back to school events and PTA meetings to promote recreation programs and classes. Staff also attended the Greenbelt Station community day event. Staff is also coordinating with organizations during the Recreation Master Plan outreach activities.</li> <li>• Police attended the Community Forums, National Night Out events, Greenbelt Rotary, and various homeowner group meetings (see also public safety).</li> <li>• Human Resources has supported employee recruitment and testing activities, as well a Public Safety Advisory Committee (PSAC) staff liaison duties during safety camera discussions. Information Technology staff has also participated in PSAC meetings.</li> <li>• Public works hosts and/or organizes events throughout the year, including Public Works Open House, National Land's Day, Coexisting with Beavers workshops, cleanups, Greenbelt Station Community Day, Labor Day Festival, amongst others.</li> </ul>

**Goal:** Improve and expand technology to improve transparency and accessibility to City documents via the website.

Objective(s): Identify and engage a vendor(s) to host the website, provide content management
Staff Assigned: Public Information Coordinator, City Clerk
Timeframe for Completion: December 2017
Status: <i>An updated website was created with a new content management system. The City's website hosts over 4,000 City documents, all searchable through the site's search engine and through Google (accessible through the site.)</i>  <i>Initial coordination was made with Municode for interim updates to the City Code, not the full recodification that is decades past due. Estimate for that work will be provided in the City budget process.</i>  Post-election, the City Clerk will begin codification of the City Code, as well as obtaining estimates for converting the City Code to an electronic, searchable document. The current version is a series of pdf images. A time table has not been established as the codification project is several years past due and work has not started. As noted in a previous message, staff recently posted ordinances to ensure that the existing online document was up to date.

**Goal:** Improve visibility of City Council work sessions.

Objective(s): Provide streaming or video playback of Council work sessions that are not held in the Council Chambers; Hold Council work sessions in locations outside of the Council Chambers; Address the technological challenges of converting data and enabling playback
Staff Assigned: Public Information Coordinator
Timeframe for Completion: Ongoing
Status: <i>Audio-visual equipment in the Council Room was upgraded, including additional screens for Council and the in-house audience. Granicus software was implemented. As last year's budget sessions were held at various locations throughout the City, the logistics for meetings in 2019 will be considered.</i>
All Budget Work Sessions were recorded and shown on the Municipal Access Channel and posted to the City's on-demand site for viewing. Work session agendas and minutes are posted as soon as they are available and advertised in the News Review.
Staff is investigating low-cost alternatives to transmit and record offsite work sessions, including Facebook Live and YouTube. These options would be less expensive than the estimated \$50,000 to outfit the large room in the Community Center that is periodically used for Council work sessions. Another alternative is the relocation of activities taking place in the Council Chambers, allowing use of the Chambers.

**Goal:** Emphasize and ensure that staff provides excellent customer service to the City's residents and guests.

Objective(s): Set expectations, promote, and reinforce excellent service; Provide constructive performance evaluations that help empower employees; Seek feedback through employee and public surveys and outreach.
Staff Assigned: City Manager, Department Directors
Timeframe for Completion: Ongoing; conduct training by December 2017.
Status: <i>Community Survey results from the November 2017 election are scheduled for presentation by the Assistant City Manager in December 2018.</i>
<i>Recreation survey results were also shared with Council and the public in December 2018 during the Council's Recreation Master Plan work session. Surveys were also used during recruitments for Police Chief and Recreation Director to help develop job advertisements by identifying desirable qualities that candidates should hold.</i>
<i>An employee awards program to recognize customer service, innovation and the community pledgeis being offered.</i>
Employee evaluations are being re-established. As the evaluation process is being revamped, all

employee evaluations are required to be reviewed in advance by Human Resources staff before being presented to the employee. The intent is to ensure consistency, fairness, and equity across departments when evaluating employees, but also reinforcing City expectations and accountability. Customer service training will be explored and guidelines developed.

Survey results have been circulated for the Greenbelt Aquatic and Fitness Center. Surveys have also been conducted at events like the Easter Egg Hunt. The upcoming community questionnaire will be distributed in November 2017.

Customer feedback has also been received during events like the Community Relations Board's police/community forums.

Planning and Community Development – Reinstated monthly departmental staff meetings. Employee evaluations are on-going. Animal control completed a survey on dog park usage over a two month period.

**Goal:** Hold regular staff meetings.

Objective(s): Maintain contact with department directors, communicate with staff, and exchange information on activities in the City to support planning and operations.

Staff Assigned: City Manager, Department Directors, City Clerk

Timeframe for Completion: Ongoing

Status:

*Similar to last year, a staff retreat was held to discuss Council priorities. A follow-up session was held to discuss departments' priorities.*

The City Manager leads a weekly meeting of department directors. Agendas include City Council agendas and follow-up, budget, policy or procedures, issues or projects of citywide importance or other matters deemed by participants to be for the good of the order to share with fellow directors and department employees.

Planning and Community Development – The Director attends the senior staff meetings on a weekly basis. The Director meets regularly with the supervisory inspector to review Community Development activities. Monthly department staff meetings are being reinstated.

Public Works has monthly Supervisor's meetings and quarterly incentive meetings with all staff.

Greenbelt CARES holds a weekly staff meeting for all staff and interns.

**THEME AREA: COMMUNITY and ECONOMIC DEVELOPMENT**

**Goal:** Support Phase II renovation of Greenbelt Theater throughout the evaluation period.

Objective(s): Continue to renovate equipment and areas of the Theater that were not completed during Phase I. Council approved FY2018 funds to re-design the HVAC equipment that heats and

cools the auditorium. In FY2019 there is money budgeted to replace the roof and HVAC equipment. Phase II initially, includes upgrading the sound system, acoustic panels, new HVAC equipment, new screen and the renovating the auditorium area. Additional phases and funding will be needed to complete the project.

Staff Assigned: Director of Planning and Community Development, Public Works Director

Timeframe for Completion: FY2019 for the installation of a new roof and HVAC equipment.

Status:

*Awaiting result of the November 30, 2018 mechanical engineer meeting held by the Public Works Director regarding options, status, schedule and costs. Some expenditures were estimated in the draft citywide building reserve study; yet those estimates are not complete or final. The State preservation officials approved internal renovations, not including roof or HVAC per Planning Director.*

*The items included within the draft building reserve study do not reflect the full cost of items needed. Additional funding may be needed.*

Mechanical Engineer is currently working on the new HVAC design for the auditorium and it is expected to be out to bid in the late Fall.

**Goal:** Develop an economic development plan, including a marketing – branding strategy for the City.

Objective(s): Work with City Council on the implementation of the recommendations contained in the Economic Development Study prepared by the Hyattsville Community Development Corporation (HCDC).
Staff Assigned: Director of Planning and Community Development, Director of Recreation, Public Information Coordinator
Timeframe for Completion: Ongoing
<p>Status:</p> <p><i>Several Council Work Sessions were held regarding Economic Development. The sessions – will resume in February 2019.</i></p> <p><i>The City's first Economic Development Coordinator was hired and will support policy and program development.</i></p> <p><i>Reserved space at the 2019 Regional ISSC Conference. The 2018 conference was cancelled due to weather.</i></p> <p><i>Staff continues to seek alternative locations with an eye toward affordable housing and mixed use development. Teleconferenced with Takoma Park staff regarding the City's rent stabilization efforts (previous request made to travel to Greenbelt to brief Council, not feasible).</i></p> <p>Planning staff continues to work on updating the business information and tools posted on the city's website. The Planning Director reviewed and commented on a draft job description for the new Economic Coordinator position. Planning staff is working on scheduling a meeting with Beltway plaza representatives to discuss redevelopment plans.</p>

**Goal:** Explore staffing an economic development program.

Objective(s): Identify Council priorities; Establish policy; identify resource needs to support a program, including staffing levels, incentives, and budget.
Staff Assigned: City Manager, Human Resources Director
Timeframe for Completion: FY2019
<p>Status:</p> <p><i>Several Council Work Sessions were held regarding Economic Development. The sessions, in the form of a visioning process – will resume in February 2019.</i></p> <p><i>The City's first Economic Development Coordinator will start work on December 10. The Coordinator will support policy and program development. In preparation for the Coordinator's arrival, work to identify resources like memberships, training, software and equipment.</i></p> <p>Council approved \$116,000 for economic development program establishment. and outreach to a cross section of certain businesses to gain feedback on the City and learn how the City can support retention, expansion, and attraction</p>

**Goal:** Support efforts to bring FBI to Greenbelt.

Objective(s): Partner with the county and state to attract the FBI Headquarters to Greenbelt. Advocate for county and state funding towards infrastructure improvements.
Staff Assigned: City Manager, Assistant City Manager, Director of Planning and Community Development
Timeframe for Completion: Ongoing
Status: <i>The City continued to advocate for infrastructure improvements in the Greenbelt Station area including WMATA Trail, interchange and WMATA Greenbelt Station facility improvements, and development at the Station via meetings and letters.</i>  With the Summer 2017 Federal decision to place the project on hold, Council held work session on potential activity at Greenbelt Station. Staff will continue to advocate for the location of a major tenant or series of tenants at Greenbelt Station, and preserving county, state and federal funding that has been allocated to supporting infrastructure improvements. Staff will also support Council’s effort to establish an economic development program. Four Cities letters were sent to state, legislative, and county representatives.

**Goal:** Enhance relationships with County and related agencies to further establish Greenbelt as an arts and economic development anchor.

Objective(s): Develop an economic development program; Support community branding
Staff Assigned: City Manager, Recreation, Director of Planning and Community Development
Timeframe for Completion: On-going
<p>Status:</p> <p><i>Action included:</i></p> <p><i>Participated in National Creative Placemaking summit at UMD College Park. Toured Silver Spring Arts District for history and background on development and impact of the community's arts district.</i></p> <p><i>Included the State's commerce department's Prince George's County representative in Economic Development Coordinator interviews.</i></p> <p><i>Council hosted representatives from the Prince George's County Economic Development Corporation, the Maryland Department of Commerce's aerospace and cybersecurity leader, and NASA.</i></p> <p><i>Met with local businesses including Doctors Hospital, Quantum (Beltway Plaza), and other businesses.</i></p> <p><i>Finalizing the Friends of Old Greenbelt Theatre agreement with the City.</i></p> <p><i>Attended the Friends of the Greenbelt Museum board meeting where the visitors' center and other activities were discussed.</i></p> <p>Staff has received briefings on County retail strategy, economic development programming, and the County zoning ordinance re-write. Staff is exploring participation in a multi-jurisdictional effort with other Prince George's communities to share a booth at the Spring 2018 International Shopping Center Conference at National Harbor. This will require resources to produce marketing materials.</p> <p>Council hosted a Prince George's County Economic Development Corporation. Staff also met with the Greenbelt Economic Development Corporation and representatives of the Friends of the Greenbelt Theatre.</p> <p>Staff and Council participated in Prince George's County Chamber of Commerce activities. The Council later approved joining the Chamber in July.</p> <p>Council approved \$116,000 for economic development program establishment. Arts-oriented programming has been delivered by the Recreation Department and the Museum, ranging from courses and camps, concerts, museum and visual art exhibits, to expansion of the museum offerings.</p>

Planning and Community Development – The Planning Director attended the Congress of New Urbanism annual conference where a number of economic development tools and programs were presented. Staff reviewed and prepared comments on multiple development projects.

**Goal:** Conduct a formal strategic planning process.

Objective(s): Estimated- not a March 2017-Council top ranked priority; Develop a citywide process to obtain and incorporate employee and public feedback on short and long-term planning and city operations; Seek Council resources to conduct an effort citywide

Staff Assigned: City Manager

Timeframe for Completion: On-going; conduct a formal process in FY2019.

**Status:**

*Strategic planning will be incorporated into the upcoming January 2019 Council goal setting meeting and the February 2019 community visioning effort. This follows staff retreats to identify and discuss Council and departmental priorities, current and long-term issues impacting the City, and support the upcoming budget preparation process.*

The City Manager continues to assess the organization, evaluating policies, identifying plans and areas for improvement, monitoring the FY2018 budget and reorganizing with new management staff in key positions. The Information Technology Strategic Plan also needs continual review and resources needed to implement the recommendations in FY2019. Also underway is staff and public outreach and engagement to gain feedback and develop a plan for action and resources, for example, the FY2019 budget preparation which will start this Fall. This includes developing employee and community surveys.

Staff will develop a request for qualifications from firms regarding conducting a formal strategic plan process as staff starts preparation of the FY2019 budget. However, the Recreation Department’s Strategic Plan was deferred pending the arrival of the City Manager, as well as the development of the Recreation Master Plan which is under also development. If desired, this funding could be applied toward a FY 2018 process.

**Goal:** Install gateway signage.

Objective(s): Design and fabricate signs for the major and minor entrances to the city.

Staff Assigned: Director of Planning and Community Development

Timeframe for Completion: June 30, 2018
Status: <i>Staff and the project manager expect a 6-week turnaround time for Right of Way permits. Bid documents are anticipated to be complete by Spring or Summer 2019.</i>
Grant funding has been received for the fabrication and installation of the Southway gateway sign and three pole mounted signs. Staff has a proposal from Bradley Site Design to manage the construction phase. This project will be a priority for the new Community Planner who is scheduled to start on August 13 <sup>th</sup> . Staff has requested a proposal from Bradley Site Design to bid the project and oversee the fabrication and installation of approved signage.

**Goal:** Develop plan to take over electric billing of Greenbelt Theater.

Objective(s): Estimated- Not a March 2017 Council-identified top priority. Assist Theater Management in continued operation of the Theater
Staff Assigned: Finance Director
Timeframe for Completion: Ongoing
Status: <i>Council provided a stipend and a monthly payment is made to the Theatre. The City and Friends of the Old Greenbelt Theatre have draft agreement terms regarding utilities. Council has offered to pay the Friends' electricity and be reimbursed by the Friends.</i>
As part of the FY 2018 budget, Council approved a four year plan to assist the theater manager in paying an \$18,000 bill that occurred when Pepco changed the rate code of the theater. Mr. Putens suggested adding the Theatre to the City's overall City electric account and paying future bills. The City paid the first year's payment to Pepco in August, about \$4,500. Council has since received a Theatre request for an additional monthly stipend bringing City funding to an additional \$8,000/month through the calendar year.

**THEME AREA: ENVIRONMENTAL AND COMMUNITY PRESERVATION**

**Goal:** Resolve issues with the City's Sustainable Land Care Policy.

Objective(s): Finalize the Sustainable Land Care Policy.
Staff Assigned: Public Works
Timeframe for Completion: Ongoing. This is a living document to be reviewed every couple of years.
Status: <i>Public Works Director has been asked to return the Policy to Council. Staff reports that all but one volunteer board (Green ACES) has come to agreement.</i>
The Community has worked to develop a policy for about a decade. Staff has been using the draft policy as a guideline for many years. A Council work session was held on August 2, 2017.

Representatives of some of the advisory boards and committees that were involved in vetting the policy were in attendance. Staff continues to work with the boards and committees to discuss and incorporate feedback.

**Goal:** Maintain Greenbelt as an environmentally proactive community throughout the evaluation period.

Objective(s): Continue environmental stewardship with emphasis on volunteer and educational opportunities. Continue to retain and improve certifications as a Sustainable Maryland Certified Community and a Tree City USA. Continue to reduce greenhouse gas emissions. Continue to improve on MSEC goals for renewable energy and energy reduction.

Staff Assigned: Public Works

Timeframe for Completion: Ongoing

Status:

*The City was recertified as Sustainable Maryland Certified, Tree City USA, and conducted a long list of various volunteer and educational activities as outlined below.*

*The City's solar project at Springhill Lake Recreation Center was installed. Training will be implemented. The City, in consultation with Green ACES, entered into an agreement with a County landowner for a solar farm.*

*The Planning staff will request an extension to submit the renewal request Sustainable Communities Plan (part of the Community Legacies Program, not Sustainable Maryland Certified). The extension will allow the City to incorporate public participation in the upcoming community visioning process. The process requires economic development and environmental activities.*

*In response to Council inquiry, per Council's direction to issue fees to offset the electric cost of the new electric charger to drivers using the Charger. The company will need to make appropriate arrangements.*

In June 2017, the city submitted an application to remain Sustainable Maryland Certified. The City was awarded re-certification with 600 points earned. This is the highest in Prince George's County, and second in the State.

The City has submitted the application for Tree City USA certification.

Volunteer programs for Fiscal Year 2019 include several volunteer programs including Public Land's Day, Coexisting with Beavers events, and other environment day events. Several groups participate in weekly work programs through Public Works. (Capital Care Inc., James Duckworth School).

Green Team/Green ACES continue to Zero Waste events throughout the City.

The City has partnered with the County to advance on Stormwater management practices (rain barrels, rain gardens), pet waste control, etc. And partnered with backyardcomposting.org to

further composting.

The first electric vehicle charging station was installed in Summer 2017. The Level 3 unit is located at the Municipal Building. Staff was awarded a grant through MSEC- MEA for an electric car and charging station at Public Works for \$15,000.

The solar panel project at Springhill Lake Recreation Center was completed in July 2018, using MSEC-MEA grant funding.

**Goal:** Continue implementation of bike and pedestrian plan recommendations.

Objective(s): Continue to look at ways to improve pedestrian and bike safety. Install a raised crosswalk at Greenbelt Elementary School. Install sharrows on Edmonston Road and Springhill Drive. Develop a bike improvement plan for Hanover Parkway.
Staff Assigned: Director of Planning and Community Development, Director of Public Works
Timeframe for Completion: Ongoing
Status: <i>Signage was installed at the Ridge Road raised crosswalk.</i>  <i>Responses to the RFPs issued for both the Hanover Parkway improvement plan and Cherrywood Lane/Green and Complete Streets funded project (\$89,000) were received during the week of December 7, 2018.</i>  <i>While County has not established a formal bike committee, a resident committee is meeting. Planning director is monitoring the Committee.</i>  <i>Due to outstanding issues, the planning director is working with the State the need to start construction by June 2019.</i>  Public Works installed a raised crosswalk on Ridge Road at Greenbelt Elementary School. Planning staff is working with Public Works on installation of sharrows on Edmonston Road. The Advisory Planning Board is scheduled to discuss the referral on the formation of a Greenbelt Bicycle Task Force in Fall 2018. Staff is preparing to an RFP for the Hanover Parkway improvement plan which the City received a grant for \$50,000.

**Goal:** Follow and refine forest preserve maintenance guideline goals.

Objective(s): Revise existing forest preserve maintenance guidelines.
Staff Assigned: Public Works Director
Timeframe for Completion: Ongoing
Status: The Forest Preserve Advisory Board (FPAB) continues to work on rewriting the maintenance guidelines. Staff met with the project consultant to review the RFP and contract, and comments made by the City Council and FPAB against the draft health assessment to determine what work remains. Staff is waiting for a proposed timeline for delivery of final report.

**THEME AREA: INFRASTRUCTURE**

**Goal:** Develop an infrastructure improvements plan, including dam repairs.

Objective(s): Assess and develop a comprehensive list of all infrastructure, needed funding, funding mechanisms, and schedule
Staff Assigned: City Manager, Assistant City Manager, Finance Director, Public Works Director, and Director of Planning and Community Development

Timeframe for Completion: Fall 2018

Status:

The City submitted a request to extend the project completion date. The City was granted an extension to July 1, 2020. Based on the extensions a revised project schedule has been developed, and it is anticipated that an RFP for the remaining work will be released late August 2018.

**Goal:** Commence Buddy Attick Park Renovations during evaluation period.

Objective(s): Oversee the final design and construction of parking lot improvements at Buddy Attick Park.
Staff Assigned: Planning, Public Works
Timeframe for Completion: Spring 2018
Status: <i>Planning staff is obtaining County permits and confirmation on other needed permits and approvals. Staff anticipates construction in Summer 2019. Planner is in consultation with State officials regarding next steps. There are reviews and permits necessary.</i>  The project is in the final stages of the County’s permit process. A number of reviewer comments had to be addressed. It is anticipated that the County will issue permits within the next few weeks, and an RFP will be released in early September 2018, with construction to immediately follow.

**Goal:** Determine where Animal Control should be housed.

Objective(s): Determine the organizational structure of the Planning Department unit.
Staff Assigned: City Manager
Timeframe for Completion: November 2017
Status: <i>Council approved moving the division from Planning to Police. The position will remain budgeted in the Public Safety section of the City budget. A shelter supervisor position was approved by Council in the FY2019 budget. The position is being advertised.</i>  This will be publicly released following discussion with planning staff. Discussion also needs to be coordinated regarding the Northern County animal shelter and the potential impact on Greenbelt.

**Goal:** Assess recreational needs – determine if Old Greenbelt Middle School rooms should be used by City.

Objective(s): Resolve the years’ old question of use and acceptable terms of any City/school system agreement
Staff Assigned: Recreation Department
Timeframe for Completion: None
Status: <i>Meetings were held with school board representatives including Council works session and Recreation Department staff meeting with School officials to further discuss the Old Middle School. With the transition to a new County School Board representative, effort will be made to bring the new member up to speed with Greenbelt issues and opportunity partnerships.</i>  To be scheduled. Synopsis-The condition of the identified space was considered not suitable for Recreation programs and services. Concerns about the cost to renovate the space as well as logistical issues that address suitability for use by Greenbelt CARES or Recreation. In addition, lease

terms offered by the school system were not favorable to the city in the past.

**Goal:** Maintain healthy reserves and pay off debt from public works building.

Objective(s): Adhere to City reserve policy; Establish timeline for payoff
Staff Assigned: City Manager, Finance Director, Assistant City Manager
Timeframe for Completion: On-going adherence to policy; Payoff to be determined
Status: <i>The City paid off the 2001 bond as approved in the 2019 City Budget.</i>  <i>A building reserve fund was conducted by the City's vendor and a draft report is under review.</i>  The Council adopted a budget that adheres with established City reserve policy - "The City will strive to maintain the unassigned General Fund balance at a level not less than ten (10) percent of current year expenditures." The public works facility was paid for by a voter approved bond in 2001. The project was completed in 2009 at a cost of \$4.9M. Staff anticipates possible payoff of remaining facility debt by FY2019.

**Goal:** Conduct an efficiency study of the City departments.

Objective(s): Review current operations and resources
Staff Assigned: City Manager, Human Resources, Assistant City Manager
Timeframe for Completion: On-going
Status: <i>Staff retreats were held as part of an effort to continually review programs and operations. Proposed a modified zero-based budget process to help further prioritize City needs to health, safety, mandates and County identified top and high priorities. An employee recognition program is being established to further encourage innovation, efficient and effective service.</i>  City Manager is reorganizing departments, referencing the previous organizational study. Funds have not been requested to revisit the organization with a third party (consultant led) efficiency study.

**THEME AREA: PUBLIC SAFETY**

**Goal:** Hire a new Chief of Police.

Objective(s): Conduct a national recruitment for a new police chief
Staff Assigned: City Manager, Human Resources Director
Timeframe for Completion: December 2017
Status: <i>Chief Richard Bowers was hired following national recruitment. Springsted Waters was hired to conduct the recruitment and assist in developing recruitment materials, screening applicants, and</i>

*conducting background investigation of finalists.*

Council approved funding in the FY2018 budget. Review of request for firm qualifications.  
Scheduling community forums for position qualifications.

**Goal:** Explore and implement community policing efforts to enhance the perception of public safety within 6 months of the appointment of the new Chief of Police.

Objective(s): 1. Participate in Community Forums; 2. Establish a Police Explorer Post; 3. Revive Bike Patrol; 4. Post police training on the city's website; 5. Improve accessibility of Complaint Form on city's website; 6. Hold Meet the Police community events; 7. Institute new performance standards in order to increase foot patrol, bike patrol and community face to face contacts; 8. Increase officer visits to HOA and other community meetings; 9. Start a monthly Coffee With The Chief program in different areas of the city.

Staff Assigned: Interim Chief of Police and Command Staff

Timeframe for Completion: Within 6 months of the appointment of the new Chief of Police

Status:

*Chief Bowers advised Council of the need for a data analyst position. During the period, staff also supported DARE program activities at Greenbelt and Springhill Lake Elementary Schools. Staff also outreached to spiritual and faith-based organizations.*

Objectives 1-6 are complete with Community Forums and Meet the Police events to be ongoing. Objectives 7-9 are in progress and awaiting selection of a Police Chief.

**Goal:** Consider implementing the PSAC camera survey recommendations.

Objective(s): Refine and begin implementing PSAC Camera recommendations

Staff Assigned: Human Resources Director (PSAC staff liaison), Information Technology Director

Timeframe for Completion: 2<sup>nd</sup> quarter of 2018

Status:

*Repairs and upgrades have been made at locations like the Spellman Overpass.*

Implementation of upgraded software and storage complete. Working on other camera issues as well as adding cameras to the YC. Next phase will begin to focus on PSAC recommended locations.

**Goal:** Conduct collective bargaining negotiations.

Objective(s): Ratify a three year agreement with Greenbelt FOP Lodge 32

Staff Assigned: City Bargaining Team – City Treasurer, Human Resources Director, and Credentialing Officer

Timeframe for Completion: June 30, 2017

Status:

Council approved a 3 year collective bargaining agreement on August 14, 2017. The agreement covers July 1, 2017 through June 30, 2020.

**Goal:** Pilot use of body cameras.

Objective(s): Expand the pilot program and implement a department-wide program
Staff Assigned: Interim Chief of Police
Timeframe for Completion: Implementation by March 1, 2017
Status: The program was implemented in February 22, 2017. Internal policy, procedures, and training continue to be refined with experience.

**THEME AREAS: SENSE OF COMMUNITY AND QUALITY OF LIFE**

**Goal:** Plan 80<sup>th</sup> Anniversary Celebration.

Objective(s): Incorporate history in regularly scheduled events; Expand public knowledge of Greenbelt history; Seek to recognize a capital project or activity as a capstone or milestone project
Staff Assigned: Recreation and Museum Directors
Timeframe for Completion: On-going
Status: <i>The Trail was renamed Indian Creek Trail and dedicated in Summer 2018. The anniversary of the first dance Greenbelt recital will be held in December 2018. The sign at the Old Middle School will be installed soon.</i>  Recreation staff have successfully implemented creative initiatives to celebrate the 80 <sup>th</sup> anniversary including: "Letter to Tomorrow" campaign; "Cookie Caper" summer camp theatre performance, Greenbelt Day Weekend- Community Concert Band Performance (complete with "Happy Birthday song" and cake), Greenbelt Elementary School and adult signing group concert (and celebratory refreshments); Art drop in, "Get your Play on". The Greenbelt Museum has artfully re-opened with a celebratory reception, annual Roosevelt Ride, tours, and emphasis on the anniversary. The ribbon cutting for the Stream Valley Trail will be held when construction, initially anticipated for July completion, is complete.

**Goal:** Review the Affordability Report and make recommendations.

Objective(s): Identify and consider affordable housing opportunities for existing and future residents, particularly senior citizens;
Staff Assigned: City Manager, Director of Planning and Community Development, GAIL Director, CARES Director
Timeframe for Completion: Ongoing
Status: <i>Staff extended an invitation for Takoma Park staff to attend a Council work session to discuss rent stabilization. Staff interviewed Takoma Park staff to learn more about the program. Staff and Council raised the issue of senior and affordable housing during discussion of development and redevelopment of Beltway Plaza.</i>  Staff has had meeting with prospective developers of residential development at Capital Office Park and the former nursing home site. The development proposals were reviewed by the Advisory Planning Board and City Council.

**Goal:** Improve outreach to City residents outside Old Greenbelt.

Objective(s): Inform residents of meetings, events, and services; target opportunities to provide services in Greenbelt East and West; engage residents in Greenbelt East and Greenbelt West in volunteer activities and special events;
Staff Assigned: City Manager, Assistant City Manager, Department Directors, Public Information Coordinator
Timeframe for Completion: Ongoing
Status: <i>The City website was updated and the new content management system implemented.</i>  <i>The Greenbelt East Advisory Coalition work session was cancelled by the organization. Staff has made effort to include representatives and/or businesses from Greenbelt in recruitment of director positions.</i>  <i>Staff has outreached to Greenbelt Station committee representative to offer special event support. Council budgeted for the WMATA Trail in the 2019-2025 CIP. Staff held work session on the WMATA Trail in Spring 2018 and November 2018.</i>  <i>Conducted National Night Out at several locations throughout the City. Council</i>  <i>Staff established a special page for the city website dedicated to County Zoning ordinance rewrite. Met with GHI and other citizens.</i>  <i>The city has entered into an agreement for a solar farm. It was installed at Springhill Lake Recreation Center.</i>  <i>Staff from multiple departments will attend the Washington Business Journal's upcoming session on</i>

*workforce development strategies and curriculum for colleges, business and non-profit sectors. Information has also been shared with ACE and organizations like CHEARS.*

*Staff is finalizing the GCART/AKC agreement for the trailer with the assistance of the City Solicitors.*

*Worked with Franklin Park Apartments Management and American Red Cross on the fire response.*

An electronic “Info Wall” was created which makes all city social postings available from one place including, Police, City Office, Recreation, Animal Control, Aquatics and Fitness and Arts. Informational calendars, service information and events are posted on multiple platforms including website, News Review and Social Media. For example, the use of Nextdoor to engage residents about upcoming meetings impacting the newest neighborhood, Greenbelt Station.

Council approved FY2018 budget funds to support dedicated community outreach to support CARES in Greenbrier Community.

Police- Police conducted a new Franklin Park Spring Outreach Event in cooperation with Franklin Park Apartments; Police informally interacted with homeowners associations like Greenbrier; National Night Out was held at multiple locations including several in Greenbelt East, as well as Beltway Plaza (Hunting Ridge, Greenbelt East Advisory Committee, Windsor Green, and Greenbrier).

Council Budget Work Sessions were held at both Springhill Lake Elementary School and the Greenbrier Community.

Community Relations Advisory Board meetings were held at Greenbrier Community (Greenbelt East).

Council conducted work sessions with Greenbelt East Advisory Committee, several matters related to Greenbelt Station; the City Manager and police department attended several Greenbrier Home Owners Association Meetings.

Planning and Community Development – Staff has been promoting opportunities for citizens to comment on the Prince George’s County Zoning re-write legislation. Staff has been addressing citizen’s questions about the status of the WMATA Trail and other issues associated with the South Core residential development. Staff is preparing to schedule a work session with City Council to provide Council and citizens an update on the design, engineering and permitting of the WMATA trail.

Public Works-staff encouraged the consideration of non-Old Greenbelt locations by the citizen volunteers seeking the County compositing grant. The citizens successfully secured funds for a demonstration site and educational outreach at Springhill Lake Recreation Center. This will supplement education and outreach efforts to Franklin Park Apartments and Greenbelt West, including Greenbelt Station and Verde Apartments.

Greenbelt CARES now offers GED, Tutoring, and Delinquency Prevention Program services at SHL Recreation Center. ACE has offered a Science Club at Magnolia Elem, Reading Clubs at SHL Elem and GBMS.