



2018 COUNCIL PRIORITIES

A PRIMER FOR THE 2019 COUNCIL RETREAT



2018 PRIORITY AREAS

- A Livable Community for All
- Fiscally Sustainable Government
- Environmentally Sustainable Government
- Engaged, Responsive, Service-oriented Government
- Community Development for an Improved and Equitable Quality of Life



A LIVABLE COMMUNITY FOR ALL

- MAJOR PROJECTS:

- Advocacy for City residents with respect to MCPS site-selection and Piney Branch facility study and pool
- Sidewalks – retrofit existing sidewalks to meet ADA requirements; sidewalk design improvements
- Public Land and Open Space Management Plan – development of plan and implementation of agreed upon recommendations
- Public Transit/Bike/Pedestrian Safety projects – including continuation of the Safe Routes to School Program and bike improvements
- Cultural Plan – implementation of recommendations included in FY16 Update



A LIVABLE COMMUNITY FOR ALL

- **GOAL:** Identify programming needs in the community and develop approaches to meet those needs, emphasizing youth, families, seniors, and our more vulnerable residents, such as those with lower incomes, immigrants, and people with developmental disabilities.
- **STATUS:**
 - Achievement of this goal is ongoing
 - Among other things, we have restructured the Rec Department to emphasize youth success and developed and cultivated partnerships (including providing funding) with local organizations who offer assistance to residents
 - We plan to use the results of the Resident Survey to further identify gaps and tailor programming to work towards closing them



A LIVABLE COMMUNITY FOR ALL

- **GOAL:** Ensure we have a range of safe, quality, and stable housing options that are affordable for residents of varying incomes and all races and ethnicities.
- **STATUS:**
 - The Council has had a series of work sessions to consider the Housing and Economic Development Strategic Plan, with more discussions and decision points coming before them soon
 - We have a new Community Development Manager over the Housing division of HCD who is working to improve communication among landlords, tenants, and the City, and to build on existing outreach and education efforts
 - Still need to develop and implement a plan of action for how to utilize the Housing Reserve Fund



A LIVABLE COMMUNITY FOR ALL

- GOAL: Defend status as a Sanctuary City and continue to be a welcoming and inclusive community for all residents.
- STATUS:
 - We remain a strong Sanctuary City and continue our communication and advocacy efforts, including referring residents in need of assistance to appropriate area organizations
 - Because immigrant populations are often under-represented, we hired a firm to conduct focus groups of immigrants from African and Latin American countries as part of our Resident Survey process



A LIVABLE COMMUNITY FOR ALL

- GOAL: Further efforts related to racial equity.
- STATUS:
 - Continued participation with various organizations focused on racial equity, including Government Alliance on Race and Equity (GARE), the Council of Governments Race Equity Cohort, National League of Cities Race, Equity, and Leadership (REAL)
 - What's My Bias training underway
 - 2019 Council Retreat meetings with focus on racial equity and next steps the City can take



FISCALLY SUSTAINABLE GOVERNMENT

- MAJOR PROJECTS:

- Modify budget document in accordance with GFOA standards of excellence in communicating about budget process
- Determine how to address Personal Property Tax issues for businesses



FISCALLY SUSTAINABLE GOVERNMENT

- GOAL: Increase funding from County and State to address tax duplication and other City needs.
- STATUS:
 - Discussions underway with new County staff; developing a strategy for tax duplication discussion with new County Executive and Council
 - Requesting additional bond bill funds to offset costs of Library renovation



FISCALLY SUSTAINABLE GOVERNMENT

- GOAL: Adopt financial policy to determine the appropriate level of designated reserves.
- STATUS:
 - Council has formally established reserve levels, which will be a factor in the development of the FY20 Recommended budget
- GOAL: Minimize adverse impacts of changes to the federal tax system.
- STATUS:
 - The City continues to provide assistance and referrals to residents negatively impacted by changes to the federal tax system



FISCALLY SUSTAINABLE GOVERNMENT

- **GOAL:** Adopt sustainable investment and banking policy and practices.
- **STATUS:**
 - The City has identified and begun working with a consultant to help determine tolerance levels and next steps in adopting sustainable investment and banking policies and practices; the consultant provided a public presentation to Council, and we are in the process of establishing a meeting with the Nuclear Free Committee
 - As Council considers amendments to the City's Purchasing Code, they have requested language regarding socially responsible purchasing to accompany existing language related to the environment and nuclear-free purchasing considerations
 - Council will soon be deciding how to define "commercial" property and discussing means of offsetting the inventory tax that has been eliminated for FY20 and beyond



ENVIRONMENTALLY SUSTAINABLE GOVERNMENT

- MAJOR PROJECTS:

- Enforcement, education, and outreach related to City codes – polystyrene ban; Safe Grow; multifamily and business recycling; plastic bag ban; snow clearing
- Continue work toward achievement of all Green Team priorities, including those related to water quality
- Continue implementation of Sustainable Energy Action Plan
- Flower Avenue Green Street
- Implement additional Sustainable Maryland Certified goals
- Continue to implement Council authorized Smart Energy Community Goals for energy reduction and green power
- Implement stormwater management projects to meet State and Federal mandates for 2017 and 2025
- Review stormwater management fee structure; review Equivalent Residential Unit (ERU) calculation based on impervious surface; consider incentives for stormwater improvements on private property



ENVIRONMENTALLY SUSTAINABLE GOVERNMENT

- **GOAL:** Continue to be a leader in community programs and policies for energy and environmental sustainability.
- **STATUS** (since adoption of Sustainable Energy Action Plan):
 - LED STREETLIGHTS CITY-WIDE!
 - Won third place in the national Georgetown University Energy Prize Competition for its municipal efforts and its voluntary residential energy efficiency programs
 - Completed free energy efficiency projects for low to moderate income homeowners
 - Won a Metropolitan Council of Governments award for climate and energy
 - Named Sustainability Champion in 2017 by the Sustainable Maryland Certified program
 - Provided grants and programs for multifamily buildings to increase energy efficiency
 - Hosted solar co-ops to increase solar installations in the City
 - Held annual sustainability challenge for residents that has included an energy efficiency challenge, transportation challenge, and a challenge to switch to 100% renewable electricity
 - Installed electric vehicle charging stations powered by 100% wind
 - Increased the availability of bike share and bike lanes in the City
 - Worked with local businesses on energy efficiency campaign
 - Continue public outreach and education through major events and workshops
 - Implemented nearly all of the 17 key strategies to reduce greenhouse gas (ghg) emissions from the 2014 plan.



ENVIRONMENTALLY SUSTAINABLE GOVERNMENT

- GOAL: Preserve and grow tree canopy.
- STATUS:
 - Education and outreach in process – through Newsletter article, social media
 - Gathering feedback/perspectives from residents through tree ordinance survey
 - Council will likely be amending the Tree Ordinance and is committed to ensuring that changes do not adversely impact the City's tree canopy



ENGAGED, RESPONSIVE, SERVICE-ORIENTED GOVERNMENT

- MAJOR PROJECTS:

- Implement changes within the Police Department consistent with Council's July 2017 resolution
- Police Department renovation – concept design
- Continue to serve as liaison between utility companies and community to improve communication and understanding of project impacts
- IT Projects – IT Switches, Next Generation Firewall
- Planning for moving City elections to coincide with state and federal elections



ENGAGED, RESPONSIVE, SERVICE-ORIENTED GOVERNMENT

- GOAL: Identify policing priorities and explore options for enhanced police/community relations.
- STATUS:
 - Chief has established regular meetings with principals from area schools, which the Mayor also attends; has hosted and participated in numerous community meetings with partner organizations and resident groups
 - Police Department being restructured with emphasis on community policing
 - Discussions about Mutual Aid Agreements with neighboring jurisdictions ongoing



ENGAGED, RESPONSIVE, SERVICE-ORIENTED GOVERNMENT

- GOAL: Improve communications with residents, especially two-way online and social media communication.
- STATUS:
 - Project directory pages continue to be a vital resource of information; new project chart being periodically provided as part of City Manager Comments
 - Council and staff blogs and social media continue to be utilized for important messaging
 - Regularly utilizing online surveys and forms to gather information and feedback from residents
 - Newsletter sections posted online for translation with editor's note in four languages included on the cover of the Newsletter; moving toward ALL sections being posted online for translation
 - New approaches will be used in FY20 budget to provide more clarity and detail
 - Some improvements have been made in the way utilities communicate information about their work in the City
 - Resident Survey wrapping up!



ENGAGED, RESPONSIVE, SERVICE-ORIENTED GOVERNMENT

- GOAL: Improve policies and processes related to the tree ordinance; traffic calming; sidewalk requests, repair and maintenance; and residential/commercial boundary conflicts.
- STATUS:
 - Strategy in place to address tree ordinance policies and processes; currently gathering feedback through public survey
 - Need to determine when/how to address other policy and process items



ENGAGED, RESPONSIVE, SERVICE-ORIENTED GOVERNMENT

- GOAL: Improve and formalize systems for Council-appointed committees and external committees on which Councilmembers serve (e.g. MWCOG).
- STATUS:
 - Drafted a survey for current and past board and committee members to gather feedback on their experiences serving and ideas for improvement, which should go out soon
 - Compiled information about the requirements for participating on a committee and the objectives of the different committees to begin evaluating and putting together recommendations on the Committee structure



COMMUNITY DEVELOPMENT FOR AN IMPROVED AND EQUITABLE QUALITY OF LIFE

- MAJOR PROJECTS:

- Takoma Junction redevelopment
- Purple Line preparation
- John Nevins Andrews School – advocate for appropriate reuse of property
- Washington-McLaughlin property
- Library renovation and expansion, including ADA improvements
- Economic development along New Hampshire Avenue
- Redevelopment of Takoma Park Recreation Center
- Contracts for economic development services in Old Takoma and Takoma Langley Crossroads business districts
- Washington Adventist Hospital – advocate for campus that continues to meet the needs of the community
- Ethan Allen Streetscape projects
- Montgomery College construction projects, including new Math and Science Building



COMMUNITY DEVELOPMENT FOR AN IMPROVED AND EQUITABLE QUALITY OF LIFE

- GOAL: Plan and prepare for development in the City and region while maintaining the special character and diversity of Takoma Park.
- STATUS:
 - Recommendations from Housing and Economic Development Strategic Plan currently under consideration
 - Continuing to coordinate with business associations to promote their work and educate businesses as necessary
 - Ongoing advocacy for businesses likely to be impacted by Purple Line
 - Recently established working group with representatives of Montgomery and Prince George's County's Chambers of Commerce to focus on bi-County efforts on New Hampshire corridor
 - New Economic Development Manager hired!
 - Land swap for New Hampshire Ave Recreation Center in the works