

Regular Meeting

Agenda Item #	3
Meeting Date	February 24, 2016
Prepared By	Jason Damweber Deputy City Manager
Approved By	Suzanne R. Ludlow City Manager

Discussion Item	Resolution Affirming the 2016 Council Priorities (REVISED AGENDA ITEM 2/22)
Background	<p>This resolution affirms the Council’s 2016 priorities. The priorities were established during the Council’s Annual Retreat, held on January 19th and 26th, and discussed further at the February 17th Council Meeting.</p> <p>The following revisions were made to the document in response to Council’s discussion at the February 17th meeting:</p> <ul style="list-style-type: none"> • Changed title to “2016 Council Priorities.” • Changed “Measure” heading to “Desired Outcome” which may be more appropriate since that column generally refers to desired outcomes and not specific measures. Also made minor revisions to some of the wording in that column for consistency. • Added emphasis on identifying youth and family programming needs for the City’s more vulnerable residents, including but not limited to those in lower income and immigrant families and those with developmental disabilities. • Added ongoing activity regarding continued advocacy for a WAH campus that continues to meet the health needs of the community and offers other new amenities available to the public. • Revised language associated with police/community relations under “Engaged, Responsive, Service-oriented Government.” • Added ongoing activity regarding assessing the feasibility of moving City elections to coincide with state and federal elections under responsive government. <p>The attached document reflects the broad priority areas, as well as goals, strategies, and desired outcomes associated with each priority, that Council plans to address over the next one to two years. The document also identifies major projects, initiatives and activities currently underway to advance each priority.</p>
Policy	The Council establishes the strategic direction of the City government through policymaking and budget allocation decisions.
Fiscal Impact	N/A
Attachments	2016 Council Priorities
Recommendation	Adopt the resolution affirming the 2016 Council Priorities.

Introduced by:

CITY OF TAKOMA PARK, MARYLAND

RESOLUTION 2016-

RESOLUTION SUPPORTING THE 2016 COUNCIL PRIORITIES

WHEREAS, the Takoma Park City Council is charged with setting policy, approving the budget and pursuing legislative changes in the best interests of the Takoma Park community; and

WHEREAS, the Council holds an annual “Council Retreat” in advance of the budget preparation process in order to discuss its policy and budget priorities for the upcoming fiscal year; and

WHEREAS, this year’s Retreat took place over two evenings on January 19th and 26th; and

WHEREAS, the priorities established during the Retreat inform the development of the City Manager’s Recommended Budget and, more generally, indicate the strategic direction the Council intends to move the City during the two-year term; and

WHEREAS, Councilmembers discussed the priorities at the February 17th Council Meeting; and

WHEREAS, goals described in this resolution are likely to endure as priorities beyond 2016, though strategies described in this resolution may change more quickly based on the best opportunities that arise to achieve those goals; and

WHEREAS, Councilmembers will revisit the priorities as needed including at their 2017 Annual Retreat, and reaffirm and/or revise them as necessary.

NOW, THEREFORE, BE IT RESOLVED THAT the Council of the City of Takoma Park formally affirms the 2016 Council Priorities.

**ADOPTED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND,
THIS 24th DAY OF FEBRUARY, 2016.**

Attest:

Jessie Carpenter, CMC
City Clerk

2016 Council Priorities



A Livable Community For All

Goal	Strategy	Desired Outcome	Achieved
Identify youth and family programming needs in the community, especially for our more vulnerable residents including but not limited to those in lower income and immigrant families and those with developmental disabilities, and develop approaches to meet those needs.	Dedicate staff charged with identifying existing resources, and developing, implementing and coordinating program(s) that provide youth and family services and engage youth in civic activities. (B)	Expanded youth programming.	
	Allocate additional funding for youth programming and coordination of services for youth. (B)		
Formalize relationships with neighboring jurisdictions to enhance public safety.	Draft and adopt public safety mutual aid agreements. (P)	Mutual aid agreements in place with District of Columbia and Prince George's County.	
Ensure we have a range of safe, quality, and stable housing options for residents of varying incomes.	Revise existing housing policy and update 2009 Affordable Housing Plan; explore new approaches to providing affordable housing opportunities. (P)	New housing policy adopted and Affordable Housing Plan updated	

Major projects, initiatives and ongoing activities

- Library renovation and expansion, including ADA improvements
- Piney Branch pool – advocate for retention of and investment in County owned and maintained indoor swimming pool; participate in Piney Branch Elementary School facility study
- Park improvements – dog park construction; renovation at Colby Park playground; new construction at Sligo Mill Overlook Park
- Sidewalks – retrofit existing sidewalks to meet ADA requirements; sidewalk design improvements
- Public Land and Open Space Management Plan – adoption and implementation of recommendations
- Vacant Properties Registry – implementation of new registry
- 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
- Washington Adventist Hospital – advocate for campus that continues to meet the health needs of the community, including a freestanding medical facility, and offers other new amenities available to the public

2016 Council Priorities




Fiscally Sustainable Government

Goal	Strategy	Desired Outcome	Achieved
Increase funding from County to address tax duplication.	Increase Councilmember advocacy and lobbying activities; improve coordination of efforts between staff and Councilmembers. (P)	Increased funding from County to address tax duplication.	
	Partner with other Montgomery County municipalities to pressure County and General Assembly. (P)		
	Develop more accessible, easy-to-understand communication methods for educating residents and other stakeholders; coordinate with news media outlets as appropriate to share information. (B)		
Adopt financial policy to determine the appropriate level of designated reserves.	Review best practices and benchmarks and determine reserve level suitable for City. (P)	Policy adopted.	


Major projects, initiatives and ongoing activities

- Formalize and adopt Financial Policies currently being followed
- Modify budget document in accordance with GFOA standards of excellence in communicating about budget process

2016 Council Priorities

 Environmentally Sustainable Community			
Goal	Strategy	Desired Outcome	Achieved
Reduce consumption of non-renewable energy; increase use of renewable energy.	Include new section on “Environmental Impact” on cover sheet of all agenda items requiring Council action. (P)	Quantifiable reduction in use of non-renewable energy, or approved plan to do so.	
	Investigate steps that would need to be taken to go carbon neutral. (B)		
	Evaluate programs to determine energy uses and develop strategies for switching to alternative sources where practical. (B)		
	Transition to LED street lights. (B)		
	Explore innovative and cutting edge sustainable practices. (B)		
Major projects, initiatives and ongoing activities			
<ul style="list-style-type: none"> • Enforcement of City codes – polystyrene ban; Safe Grow; multifamily and business recycling; possible plastic bag ban • Continue implementation of Sustainable Energy Action Plan, including participation in Georgetown Energy Prize competition • Flower Avenue green street • Implement additional Sustainable Maryland Certified goals to increase City's rating • 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 • Continue annual tree planting program 			

2016 Council Priorities

 Engaged, Responsive, Service-oriented Government			
Goal	Strategy	Desired Outcome	Achieved
Identify policing priorities and explore options for enhanced police/community relations.	In addition to community survey, hold community meetings and conversations to learn more about perceptions of police relations with the public. Develop and implement steps that the Police Department can take to improve community relations.	Improved resident survey responses.	
Improve communications with residents, especially two-way online communication.	Regularly update project directory, staff and Councilmember blogs on City website, promote My TkPk application. (P)	Increase in use of My TkPk to report issues.	
	Explore ways in addition to Newsletter to get information to a broader array of residents. (B)		
	Develop innovative graphic representations of key issues to help communicate key issues to residents and policymakers in Rockville and Annapolis. (B)		
Major projects, initiatives and ongoing activities			
<ul style="list-style-type: none"> • Police Department renovation – concept design • Community policing consulting • Police rebate discussions • Promotion of My TkPk • Continue to serve as liaison between utility companies and community to improve communication and understanding of project impacts • Assess the feasibility of moving City elections to coincide with state and federal elections 			

2016 Council Priorities



Advance Economic Development Efforts

Goal	Strategy	Desired Outcome	Achieved
Attract new businesses and prepare for economic development in the City and region.	Dedicate staff to proactive economic development efforts (possible new position). (B)	Formalized economic development strategy.	
	Tap into private sector expertise to explore what development opportunities are feasible. (B)		
	Work with neighboring communities and regional governmental agencies and established business associations to promote the City as an attractive place for economic development. (P/B)		

Major projects, initiatives and ongoing activities

- Takoma Junction development
- Purple Line preparation
- John Nevins Andrews School – advocate for appropriate reuse of property
- Washington - McLaughlin property – identify future use of wooded lots; encourage improvements to school property
- Economic development along New Hampshire
- Contracts for economic development services in Old Takoma and Takoma Langley Crossroads business districts
- Washington Adventist Hospital site small master plan
- Ethan Allen Streetscape projects