

# Worksession

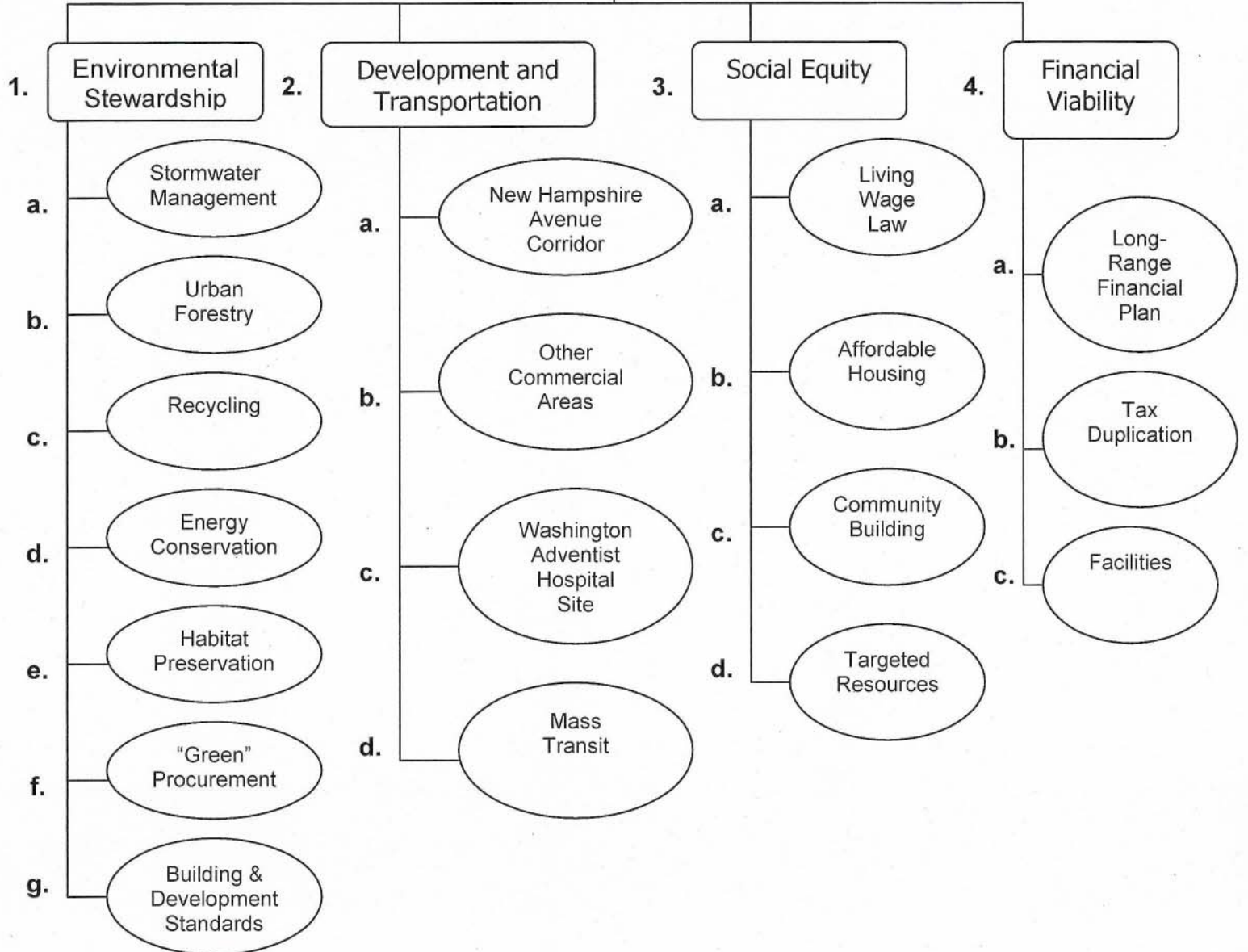
<b>Agenda Item #</b>	7
<b>Meeting Date</b>	March 10, 2008
<b>Prepared By</b>	Suzanne Ludlow, <i>sl</i> Deputy City Manager
<b>Approved By</b>	Barbara B. Matthews, City Manager <i>BBM</i>

<b>Discussion Item</b>	Identification of Council Priorities
<b>Background</b>	<p>Two worksessions have been held to discuss Council Priorities for the current two-year Council term. Building on the discussions at the February 11, 2008 worksession, staff has further refined the outline presented at that time. That outline was centered on the three main themes of:</p> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Livable Community</li> <li>• Engaged, Responsive, and Service-Oriented Organization</li> </ul> <p>Councilmembers expressed interest in making their own refinements, to be shared and discussed at the March 10 worksession. In comparing the various suggested priorities by the Councilmembers and the staff, it is hoped that the Council will reach consensus on the objectives to be pursued by the City.</p> <p>On the attachments, staff has identified those work items that will likely be required to be undertaken in the short term and that would require significant levels of staff resources and/or funding. Action items identified as “Required” are significant tasks that will be done; they are usually projects being undertaken by others that we must participate in. Action items identified as “Likely” are large tasks that staff believes will take place. Action items identified as “Possible” are large tasks that could be done if so directed by Council. The “Possible” items have financial considerations.</p> <p>Staff has identified other actions that may be done to help address the priorities. Some of the items are a continuation of current programs and some are new initiatives. Items marked by an asterisk have resource implications.</p>
<b>Policy</b>	The City Council is the policymaking body for the City of Takoma Park and establishes organizational priorities through direction given to the City Manager.
<b>Fiscal Impact</b>	None–Discussion Only
<b>Attachments</b>	Outline for Possible Council Priority Areas
<b>Recommendation</b>	Staff recommends that the City Council consider the information prepared by staff and Councilmembers and reach consensus on the priorities to be pursued. As part of this discussion, staff suggests that the Council also agree on the objectives to be achieved through the City’s efforts.
<b>Special Consideration</b>	

# A

## Sustainability

Work in partnership with City residents, the business community, and other governmental agencies to build a more sustainable Takoma Park.



A - SUSTAINABILITY

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Element		Large, Short Term Action Item	Other Comments / Actions	Resource Implications
1	Environmental Stewardship	Possible: Create new Environmental Projects Coordinator position in DPW		Cost of new position: perhaps ½ cent on tax rate
1a	Stormwater Management		<ul style="list-style-type: none"> <li>-Revise code to require all commercial development to go through stormwater review</li> <li>-Mirror County Rainscapes Program for homeowners*</li> <li>-Identify whole nbhd projects for low impact stormwater mgmt*</li> </ul>	Last two items require additional resources (mostly help from additional person)
1b	Urban Forestry		<ul style="list-style-type: none"> <li>-Provide rebate to homeowners who plant approved trees*</li> <li>-Increase tree planting on private property*</li> <li>-Increase public education and enforcement*</li> </ul>	Items require additional resources, eg, \$20,000 more for tree planting, and help from additional person

1c	Recycling		<ul style="list-style-type: none"> <li>-Replace existing recycling vehicle</li> <li>-Increase electronic recycling drop-off to 4 times per year</li> <li>-Increase promotion of CFL recycling; add drop-offs</li> <li>-Enter into MOU for the County to handle commercial recycling</li> <li>-New staff to explore options for textile and building materials recycling*</li> </ul>	Last item requires help from additional person
1d	Energy Conservation		<ul style="list-style-type: none"> <li>-Continue wind power purchase</li> <li>-Replace gas fueled vehicles with alternative fueled vehicles when possible</li> <li>-Create policy for use of space heaters by staff</li> <li>-Increase # of HVAC units that can be controlled by computer</li> <li>-Develop a “culture of environmental stewardship” as a staff</li> <li>-Energy audit of all facilities w/goal of producing short, medium and long term goals for facility energy retrofits.*</li> </ul>	Last item requires additional funding
1e	Habitat Preservation		-Educate residents about how they can help	
1f	“Green” Procurement		-Develop a “culture of environmental stewardship” as a staff	

1g	Building & Development Standards		-Attention by planning staff during development review -Look to modify County or City standards to meet community goals	
2	Development & Transportation			
2a	New Hampshire Ave Corridor	<b>Required: Coordination with Sector Plan</b> <b>Likely: Continuation of planning and economic development work</b>	-Hear from developers, property owners and business owners to learn their needs, interests and constraints	
2b	Other Commercial Areas	<b>Likely: Planning and economic development work related to Old Takoma and other areas</b>	-Hear from developers, property owners and business owners to learn their needs, interests and constraints	
2c	Washington Adventist Hospital Site	<b>Likely: WAH Land Use Committee work</b>		
2d	Mass Transit	<b>Required: T/L Transit Center and Purple Line coordination</b> <b>Likely: Continued coordination on Takoma Metro development*</b>		May be costs associated with Takoma Metro issue
3	Social Equity			
3a	Living Wage Law		-Continue to implement	
3b	Affordable Housing		-Continue existing programs; modify as directed by Council	

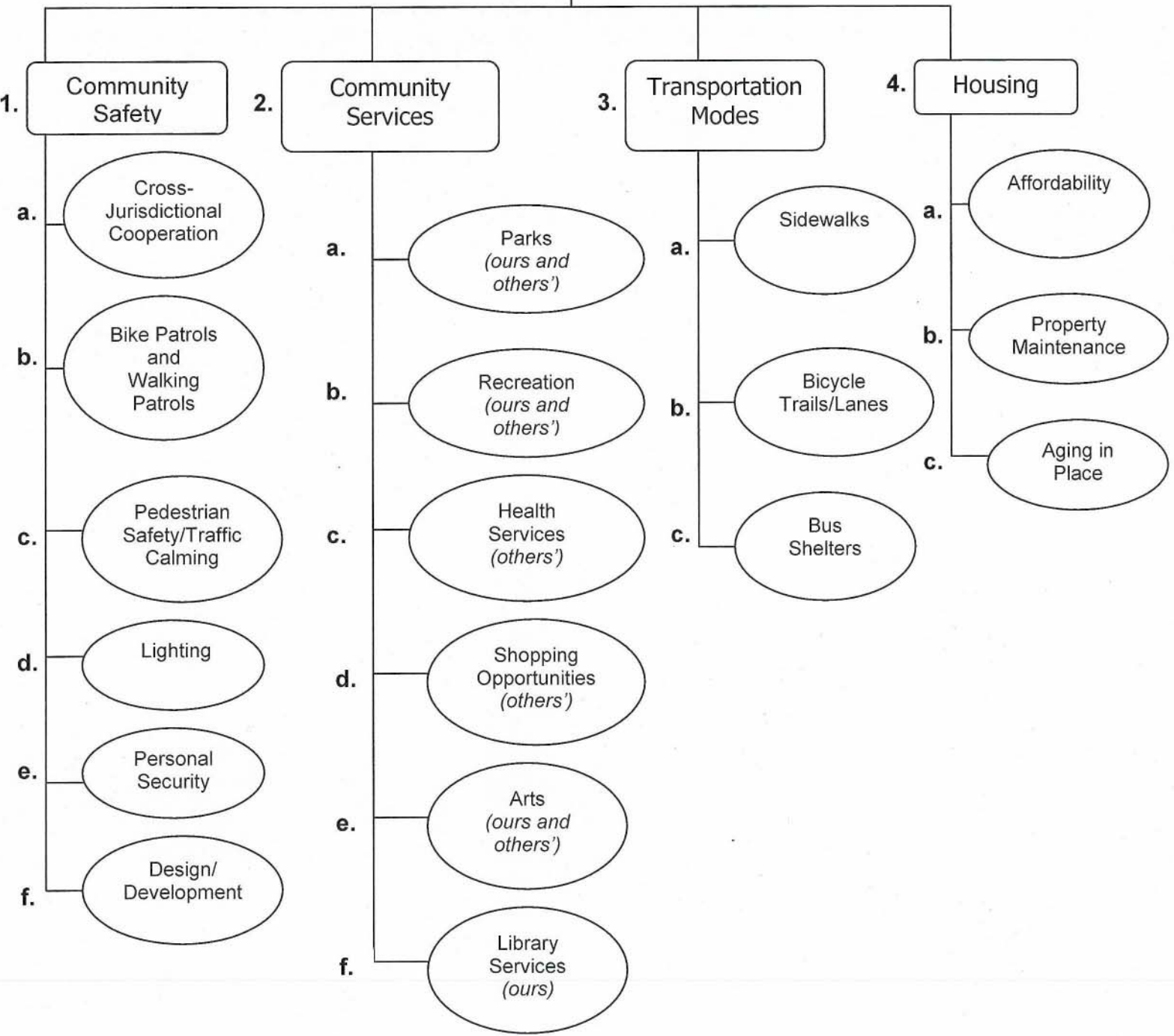
3c	Community Building		-Listen and work to determine how to do this -Non-citizen voter registration and education -Consideration of more inclusive election laws and procedures	
3d	Targeted Resources		-Target City services and funds to areas most in need	
4	Financial Viability			
4a	Long-Range Financial Plan	<b>Likely: Prepare long-range financial plan</b>		
4b	Tax Duplication	<b>Required: Continuation of work on Revenue Task Force</b> <b>Required: Continuation of work on police rebate</b>		
4c	Facilities		-Evaluate long term facility needs and costs	

\* Has cost or other resource implications

# B

## Livable Community

Work in partnership with City residents, the business community, schools, and other governmental agencies to build a more livable Takoma Park.



B - LIVABLE COMMUNITY				
Element		Large, Short Term Action Item	Other Comments / Actions	Resource Implications
1	<b>Community Safety</b>	<b>Likely: Continue new emphases of Police Department</b>		
1a	Cross-Jurisdictional Cooperation		-Continue new emphases of Police Department -Continue work on emergency preparedness	
1b	Bike Patrols and Walking Patrols		-Continue new emphases of Police Department	
1c	Pedestrian Safety/Traffic Calming		-Continue improving ramps and sidewalks during street renovation -Work to develop more comprehensive review process for traffic calming analysis and requests -Continue as emphasis in street design and development review	
1d	Lighting		-Continue practice of additional street lighting at community request -Work with Police Department to identify areas in need of additional lights	
1e	Personal Security		-Educational outreach on personal security	
1f	Design/Development		-Consider safety in infrastructure design and development review	
2	<b>Community Services</b>			

2a	Parks	<b>Required: Coordination on Takoma/Piney Branch skate park</b>	<ul style="list-style-type: none"> <li>-(for City parks) Continue weekly playground maintenance and safety inspections</li> <li>-(for City parks) Plan for 20-year playground replacement cycle</li> </ul>	
2b	Recreation	<b>Possible: Auditorium Renovation*</b>	<ul style="list-style-type: none"> <li>-(for City-run programs) Continuation of wide variety of programming, now that Community Center up and running</li> <li>-Identify programs and activities offered by others to minimize any duplication of programs and help identify service gaps for Takoma Park residents</li> </ul>	Cost of Auditorium Project
2c	Health Services	<b>Likely: HSIC and WAH Land Use Committee</b>		
2d	Shopping Opportunities		<ul style="list-style-type: none"> <li>-Consider in economic development and development review processes</li> <li>-Hear from developers, property owners and business owners to learn their needs, interests and constraints</li> </ul>	
2e	Arts		<ul style="list-style-type: none"> <li>-Continue arts programs and outreach, both as City activities and as partners</li> </ul>	

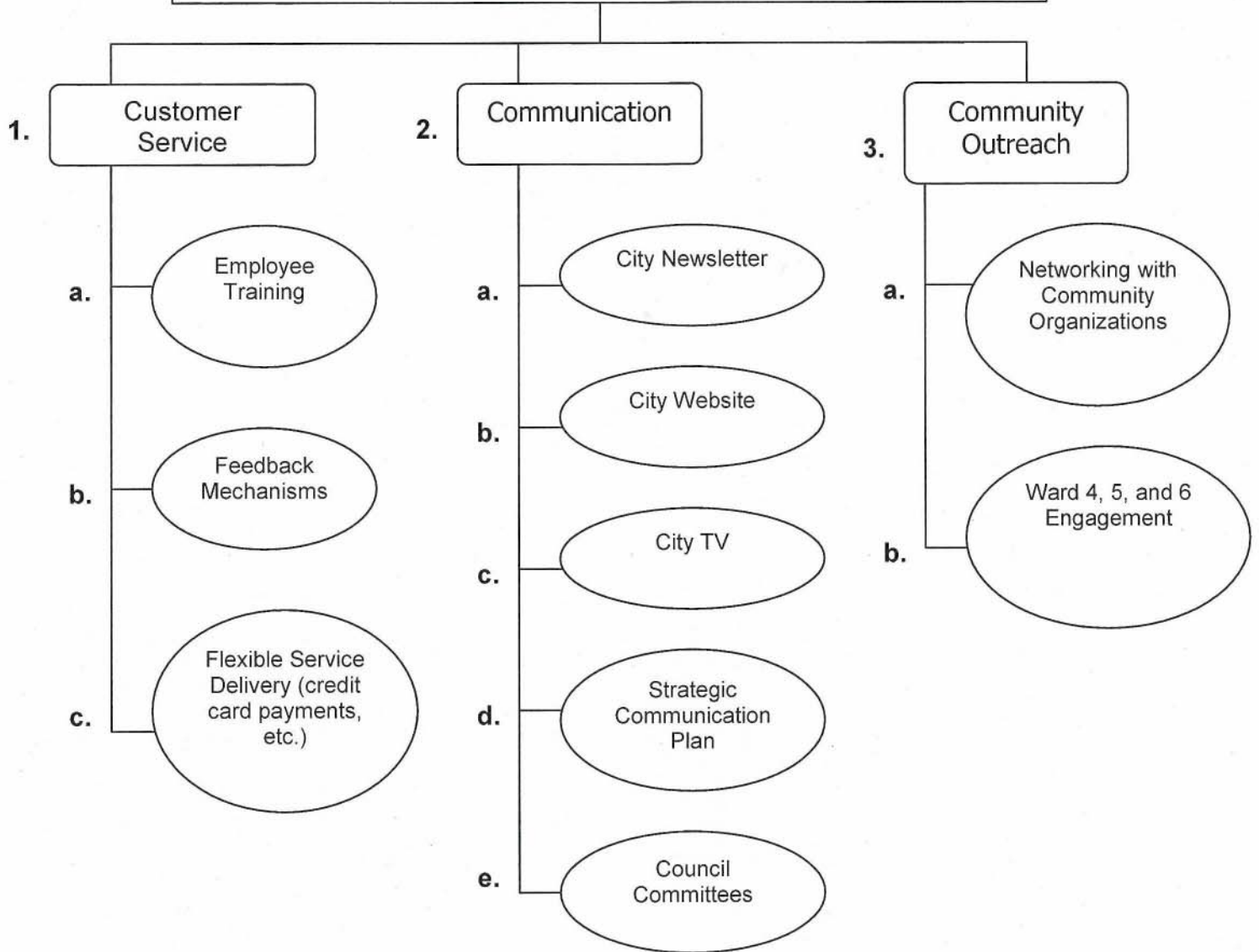
2f	Library Services		<ul style="list-style-type: none"> <li>-Continue existing programs; acquisition of materials to meet community service goals</li> <li>-Provide one-on-one reference assistance in Spanish and French</li> <li>-Explore ways to better publicize and extend library services into all wards of City</li> </ul>	
3	Transportation Modes			
3a	Sidewalks		-Work to develop sidewalk policy and identify funding source	
3b	Bicycle Trails/ Lanes		-Incorporate in infrastructure planning and development review	
3c	Bus Shelters		-Incorporate in development review, as is critical factor in level of bus ridership	
4	Housing			
4a	Affordability		-Continue activities; modify as directed by Council	
4b	Property Maintenance		-Continue activities, including targeted attention to areas in need	
4c	Aging in Place		-Consider in discussions of City infrastructure and development review	

\* Has cost or other resource implications

# C

## Engaged, Responsive and Service-Oriented Organization

Enhance the responsiveness and the provision of City services through engagement with the community.



**C - ENGAGED, RESPONSIVE AND SERVICE-ORIENTED ORGANIZATION**

Element		Large, Short Term Action Item	Other Comments / Actions	Resource Implications
<b>1</b>	<b>Customer Service</b>	<b>Likely: Continue focus on improvements (informed by Residents Survey and other comments)</b>		
1a	Employee Training		-Continue; consider feedback from residents survey and other feedback mechanisms	
1b	Feedback Mechanisms		-Consider residents survey every two years -Random follow-ups to people receiving service -Get Gov Q&A up and running and marketed	
1c	Flexible Service Delivery		-Acceptance of credit card payments -More on-line interaction -More services at main desk -Consider service delivery in various locations	
<b>2</b>	<b>Communication</b>			
2a	City Newsletter	<b>Likely: Increase to 12 issues; add pages*</b>	-Strategic communication plan to help identify how to use and improve this resource	Increased cost for more/larger Newsletters

2b	City Website		-Strategic communication plan to help identify how to use and improve this resource -Continue to work with departments on updates and usability	
2c	City TV		-Strategic communication plan to help identify how to use and improve this resource	
2d	Strategic Communication Plan	<b>Likely: Major effort to develop plan, begin implementation*</b>	-Interfaces with nearly all priorities and departments	May require some additional funding
2e	Council Committees	<b>Possible: Work to improve committee membership so more representative of Takoma Park to facilitate communication to/from community</b>		Council leadership would play major role
3	<b>Community Outreach</b>	<b>Likely: Work to hear from people what is needed, begin implementation</b>		
3a	Networking with Community Organizations		-Greater outreach to existing organizations; requests for feedback -Networking with other area service providers	
3b	Ward 4, 5, 6 Engagement		-Listen, outreach, work with Councilmembers to determine best approaches	

\* Has cost or other resource implications