

Town Administrator's April 2019 Report



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EXECUTIVE SUMMARY

Dear Mayor and Council,

We are continuing to draft the proposed FY20 budget for consideration and discussion by the Mayor and Council. To-date, we have held two Mayor/Council budget worksessions, a Community Budget meeting, and for the first time, a Pop-Up Budget Information Sharing event held at the Bladensburg Community Center on Saturday, April 11, 2019. Our goal during the FY20 budget process is to improve community engagement in the budget process by offering more opportunities for Town residents and businesses to provide input and feedback into how the budget is being determined.

The information used for balancing the FY20 budget is based on the most current information available. The items outlined in the budget message are designed to keep the Town financially sound; keep our community safe; promote redevelopment; maintain our existing facilities and infrastructure; and improve the quality of life for all Town residents and businesses.



As always, the Town staff and I will continue to make every effort to increase efficiencies in Town services as we serve the citizens of Bladensburg. On behalf of the Town staff, I hope you find this report to be an informative tool to assist you, the policy makers, in better serving the Town of Bladensburg, and provide transparency and useful information to the citizens and businesses of the community. I look forward to hearing any feedback you may have. Please feel free to contact me with any questions, comments, and/or suggestions regarding this report.

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MARYLAND SUSTAINABLE COMMUNITIES DESIGNATION

The Town of Bladensburg in collaboration with the Port Towns of Colmar Manor, Cottage City, and Edmonston along with several Port Towns partners held two brainstorming meetings to learn more about on the six required goal areas of the Sustainable Communities recertification application. The six areas include:

- Environment
- Economy
- Transportation
- Housing
- Quality of Life
- Planning and Land Use

The brainstorming meetings were facilitated by the Maryland Department of Housing and Community Development (DHCD) and focused on identifying the top three to four strengths and weaknesses of each goal area, outcomes, and possible strategies.

The DHCD is assisting the working group with populating the Strategic Action Plan and will share their recommendations based on input from the group to help better formalize strategies for the Plan.

The working group will regroup to consider and flush out the recommended goals, outcomes and strategies. A larger community meeting will be scheduled at a later date before finalizing and submitting the Port Towns Maryland Sustainable Communities Re-Certification application.

The Maryland Department of Housing and Community Development's Sustainable Communities Program is a place-based designation offering a comprehensive package of resources supporting holistic strategies for community development, revitalization and sustainability. Led by the Department, Sustainable Communities has provided local governments with a framework for promoting environmentally, economically and socially responsible growth and development in existing older communities.

GREEN TEAM UPDATE

The Green Team has drafted an updated Action Plan as part of the University of Maryland's Sustainable Maryland Re-Certification designation. The Green Team identified several sustainable initiatives to implement over the next three years including:

1. Implementing an information and education campaign to emphasize how residents can incorporate sustainable practices as part of their daily lives.
2. Share a Sustainable/Green Team table with the Town of Bladensburg during the Fireworks Celebration to share information on easy to do sustainable practices.
3. Plant edible trees/vines in the Town's Pocket Park.

4. Add links to sustainable partner agencies on the Town website to create a resource center for residents to learn more about how they can become involved in sustainable programs.
5. Incorporate about the Town's Green Team on the Town's website.
6. Promote planting a tree on Arbor Day.
7. Implement a Town of Bladensburg Beautification Awards to encourage residents/businesses to beautify their properties through enhanced landscaping, architectural elements, etc.
8. Develop a Rain Barrel strategy to help capture rain water and reduce stormwater management runoff.
9. Plan and host Clean-up events to encourage residents to take pride in making a "More Beautiful Bladensburg".
10. Apply for and continue to install Big Belly Trash receptacles to place around the Town as part of the Town's commitment to a "More Beautiful" Bladensburg.

Sustainable Maryland Certification is a prestigious designation for municipal governments in Maryland. Municipalities that achieve the certification are considered by their peers, by state government, and by the experts and civic organizations in Maryland, to be among the leading municipalities. The certification is a rigorous and is a meaningful designation. All actions taken by municipalities to score points toward certification must be accompanied by documentary evidence and is reviewed. The certification is free and completely voluntary.

STORMWATER MANAGEMENT PERMIT & STORMWATER POLLUTION PREVENTION PLAN MEETING

Debi Sandlin, Town Administrator and Purnell Hall, Public Works Foreman, met with Kenneth Krantz from the Prince George's County Department of Environment and Emily Clifton and Emma Priddle from the Low Impact Design Center to review the proposed Stormwater Pollution Prevention Plan and the Stormwater Management Permit drafted by the Low Impact Design Center. The plan is designed to minimize exposure and runoff to include:

- Vehicles being washed off-site and/or not using any chemicals to clean-off the Public Works vehicles (only rinse off with water).
- Taking Public Works vehicles to an industrial car wash to wash off chemicals from weather events.
- Continue to make sure all outdoor containers are kept closed and labeled.
- Storing all indoor materials on raised pallets.
- Securing salt under a stored covered area.
- Continue to pick up and dispose of waste materials weekly.
- Continue to keep the site swept on a weekly basis to remove potential sources of suspended solids.
- Continue to maintain and repair vehicles inside the Public Works facility.
- Continue to use drip pans during all vehicle maintenance activities.

- Make sure spill clean-up procedures are clearly posted and spill kits are easily accessible.
- Employees are trained yearly in proper stormwater pollution prevention procedures.

The purpose of the plan is to identify how the Town will mitigate potential stormwater runoff from the Town's Public Works facility located in the Industrial Park.

Effective December 2017, the Maryland Department of Environment required all municipal Public Works facilities associated with industrial activity to apply for a Stormwater Management Permit and to submit a Stormwater Pollution Prevention Plan.

ICMA NORTHEAST REGIONAL CONFERENCE

Debi Sandlin, Town Administrator, attended the ICMA Northeast Regional Conference. This year's conference was focused on "Building an Innovative Playbook" in your organization. Sessions included:

- The connection and content skills you need to reshape and create new innovations in your organization and community.
- Effective command and control structures to manage the impacts of technological forces.
- The most important factors in succeeding in the quest to become the next great smart community.
- How to measure the effectiveness and impact of different initiatives and policies.
- How the "best ideas" are generated.

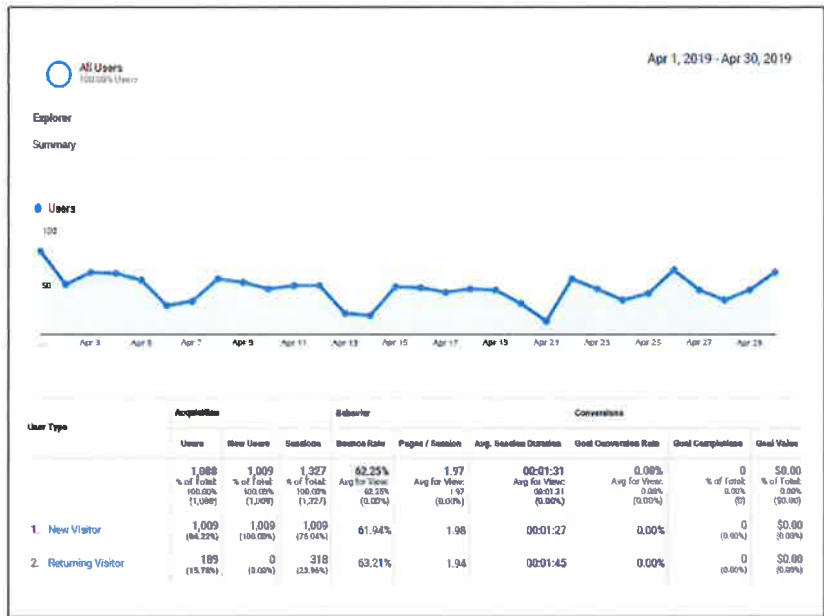
In addition, there were breakout-sessions on:

- Public Safety Recruitment and Retention
- Addressing Employment Engagement in Social Media
- Building an Innovative Culture

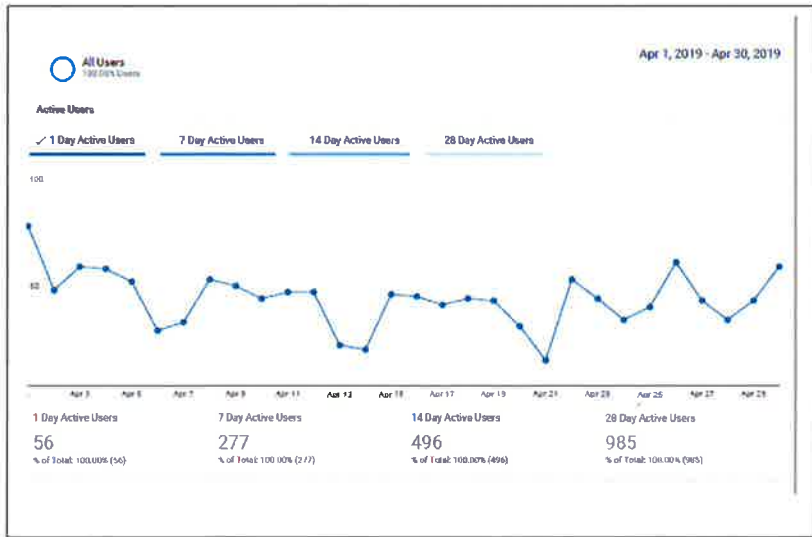
WEBSITE STATISTICS

The data for April 2019 shows there were 1,088 visitors to the website, of which, 1,009 were new visitors to the site and 189 were returning visitors. Additionally the data shows the most frequently used devices when visiting the site were, Desktops (55.23 %), Mobile Phones (39.03 %) and tablets (5.74 %).

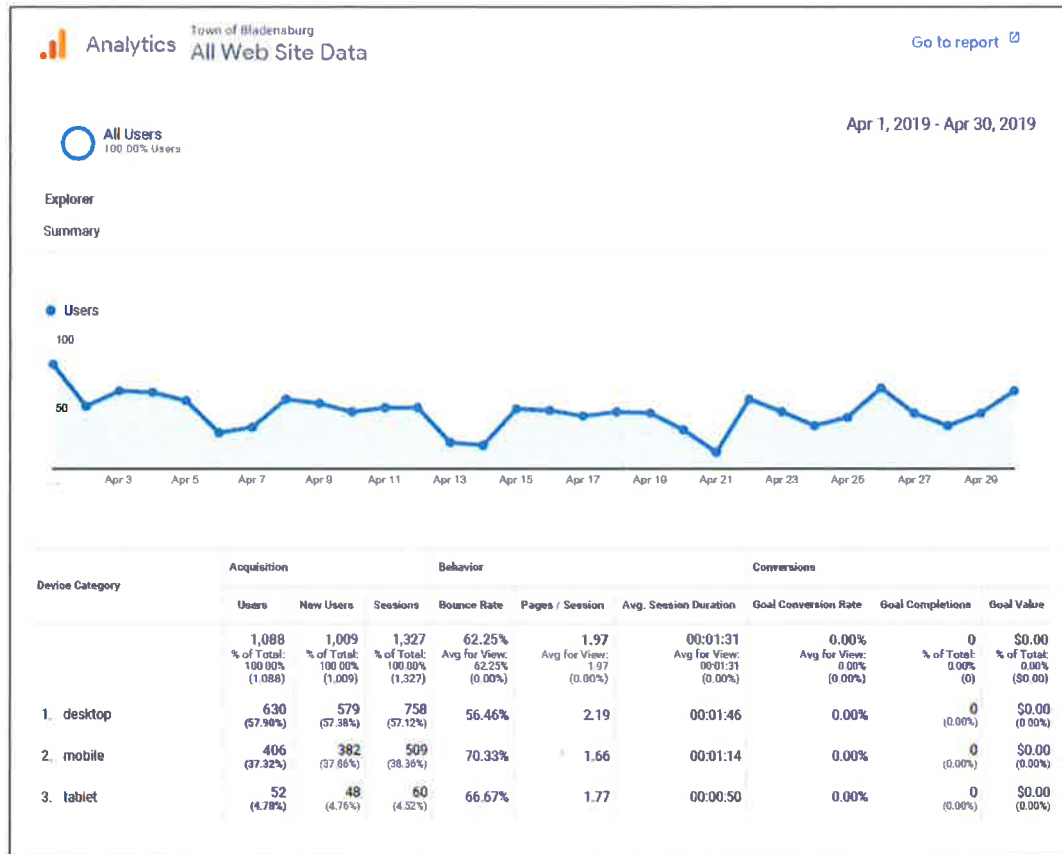
New vs Returning Visitors to the Website



Active Users April 2019



Mobil-Desk Top-Tablet Overview



CONSTANT CONTACT

Constant Contact is a public online marketing company and e-mail service provider. The Town of Bladensburg uses this means of communication to improve the outreach and flow of important information from our Town Offices to our residents.

During the month of April there were two (3) new e-mail addresses were generated. As of May 6, 2019, the Town had 1,615 subscribers signed up to receive the weekly E-Blast.

From April 1, 2019 through April 30, 2019 a total of 1,259 e-mails were sent, and five weekly community updates.

The most engaged community notification was the April 29, 2019 email alerting the community of a potential water main break or leak.

Email Statistics:

- 1259 E-mails sent
- 27.70% Open rate
- 60.90% Desktop opens
- 39.10% Mobile opens
- 9.7% Click rate

Reports - Contact Growth

View: last 30 days

3
New Contacts
in the last 30 days

You have **1,615 total contacts**. How to get more

- 5 contacts unsubscribed in the last 30 days

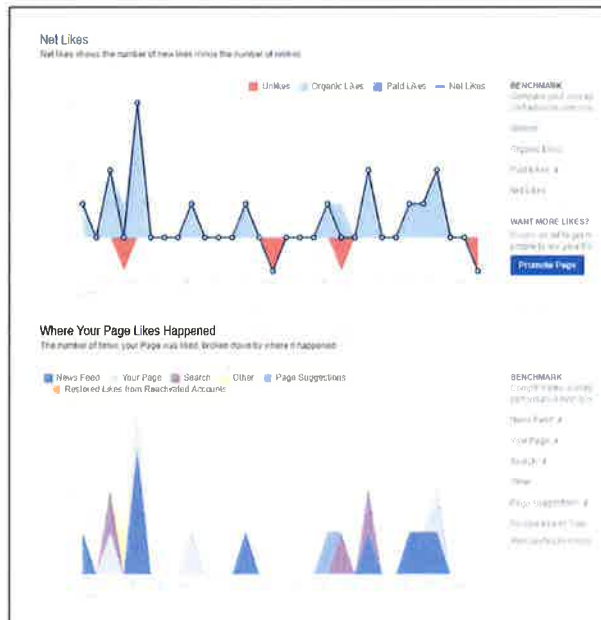


SOCIAL MEDIA ANALYTICS

Facebook

Between April 1, 2019 and April 30, 2019, a total of 36 posts were created. The most popular post was the April 4, 2019 promotion of the Town's Egg Extravaganza Event.

There was a total of 651 page likes at the end of April gaining 16 new likes within the entire month.



The post with the most virtual engagement was the April 1, 2019 posting

May 13, 2019

of the Marketing/Social Media Assistant Internship created by the Town in support of the Summer Youth and Intern Program.

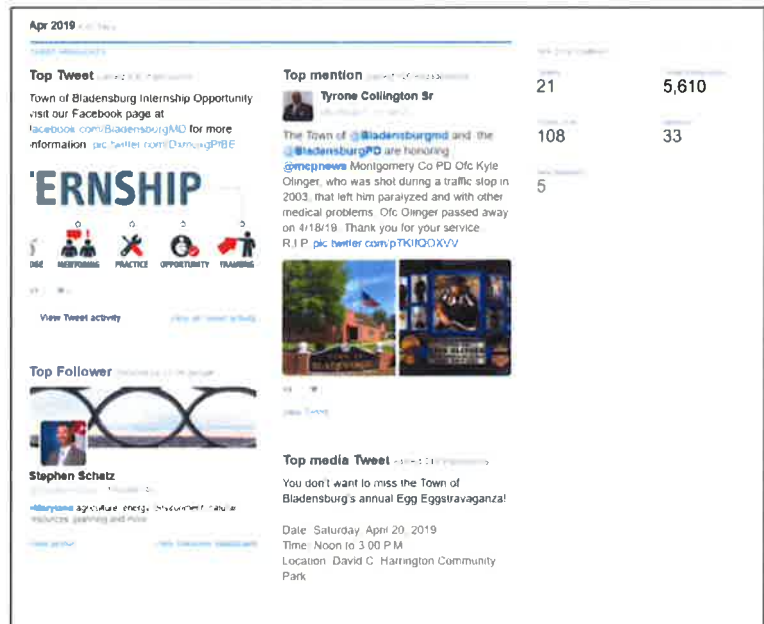
INSTAGRAM

The @BladensburgMD Instagram account concluded the month of April with a grand total of 392 followers with a gain of 25 new followers. The most engaged upload on the Town’s Instagram account (@BladensburgMD) was the April 13, 2019 post of our Bladensburg community creating a cleaner and greener environment at the Earth Day Community Clean Up event. This post accumulated 28 likes and 2 comments.



TWITTER

The @Bladensburg Twitter account ended the month of April with a total of 142 page followers. A total of 21 tweets were produced and 14 Town related tweets were retweeted. The most engaged tweet was the April 1, 2019 tweet introducing the Summer Youth Internship Opportunity. The Town also received 5 new followers, 108-profile visits, 33 mentions, and 5.6K tweet impressions in April.



Town of Bladensburg @BladensburgMD Twitter account ended the month of March with a total of 136-page followers. 29 tweets were created and 19 Town related tweets were retweeted. The most popular tweet was the March 1, 2019 tweet announcing Town Hall would open on a two hour delay due to weather conditions.

Follow the Town of Bladensburg on Facebook and Twitter.



APRIL 2019 MEETINGS/COMMUNITY INVOLVMENT

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The Town Administrator was involved in the following meetings/events/and community outreach activities:

1. Attended the MML Community Outreach meeting and participated in evaluating the "If I Were Mayor" essays submitted by 4th graders from throughout Maryland.
2. Meeting with Council Member Lundy to discuss Town projects and initiatives.
3. Site Visit to Ernest Maier with Council Member's Lundy and Dorsey.
4. Participated in a meeting with Mike Hunninghake from the University of Maryland's Sustainable Maryland program and Alison Miller to learn how to update the Maryland Sustainable programs Action Plan and identify what needs to be done prior to submitting the re-certification application.
5. Attended and participated in the University of Maryland's School of Politics Town/City Manager luncheon to discuss ways we can collaborate to encourage and engage students in exploring local government as a career path.
6. Attended the COP's monthly Principles/Administrators meeting.

UPCOMING EVENTS & INITIATIVES

Memorial Day Ceremony

Memorial Day Ceremony - The American Legion Colmar Manor Post 131 and the Town of Bladensburg will host the 2019 Memorial Day Ceremony. The ceremony will be held on Monday, May 27, 2019 at 11:00 a.m. at the Bladensburg Memorial Park located at 4500 Annapolis Rd. Bladensburg, MD. In the event of inclement weather, the Ceremony will be moved to the Bladensburg Town Hall:

Town Hall
4229 Edmonston Rd.
Bladensburg, MD

Fireworks Event

The 2019 fireworks committee held its second meeting on February 26, 2019. The committee is working on assigned tasks to include acquiring food trucks, kids' activities, save the date flyers, event coverage, guest appearances and more. Our goal is to create an unforgettable experience!