

Town Administrator's June 2019 Report



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EXECUTIVE SUMMARY

Dear Mayor and Council,

During the month of June staff focused on preparing the final FY20 budget for the Mayor and Council to approve. Total revenue projected for the FY20 budget year is estimated to be \$6,578,629 a 1% decrease from the FY18 budget. The budget was presented and adopted by the Mayor and Town Council on Monday, June 10, 2019.

Additionally, staff has been busy planning and preparing for the 2nd Annual Fireworks Celebration. This year's event promises to be even bigger and better with a longer Fireworks show and many more activities and vendors. In 2018 over 5,000 people from throughout the region attended the celebration. This year we are anticipating close to 10,000 people will attend and participate in the Fireworks extravaganza.

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 RECERTIFICATION

During the month of June, the Town Administrator spent a considerable amount of time working on the Sustainable Maryland Re-Certification application.

Sustainable Maryland is a certification program for municipalities in Maryland wanting to go green, save money and take steps to sustain their quality of life over the long term. Sustainable Maryland is a collaborative effort between the Environmental Finance Center (EFC) at the University of Maryland and the Maryland Municipal League to replicate the success of the Sustainable Jersey initiative throughout the Mid-Atlantic States, beginning in Maryland.

Residents increasingly want to live in towns doing their part for the environment. The Sustainable Maryland actions cover a wide range of topic areas focusing on people, prosperity and the planet. By becoming a Sustainable Maryland certified town, Bladensburg is able to align with the environmental values of the community while protecting the natural resources important to everyone living and doing business in the community.

The Sustainable Maryland recertification concentrates on several key areas to include:

- Community Action
- Creating a Green Team Action Plan
- Developing a Food System Distribution program
- Developing and implementing Green House initiatives
- Health and Wellness
- Local Economies
- Green Purchasing practices
- Developing Water Conservation practices
- Facilitating community engagement in watershed volunteer opportunities
- Land Preservation



Within each of the key areas there are several subcategories/action items concentrating on sustainable practices and initiatives communities can consider as part of their overall sustainable program. The recertification is a three year commitment on behalf of the community with the goal of helping deliver and execute successful sustainable practices.

MARYLAND MUNICIPAL LEAGUE 2019

The Town Administrator attended the Maryland Municipal League's 2019 Conference in Ocean City, MD. While at the Conference, the Town Administrator continued to participate in the University of Maryland's Academy of Excellence Graduate level Local Government classes as well as conference sessions. The Academy courses and conference sessions are designed to provide local government officials with an education

that is applicable to their day-to-day duties. The Town Administrator attended and participated in the following classes and sessions:

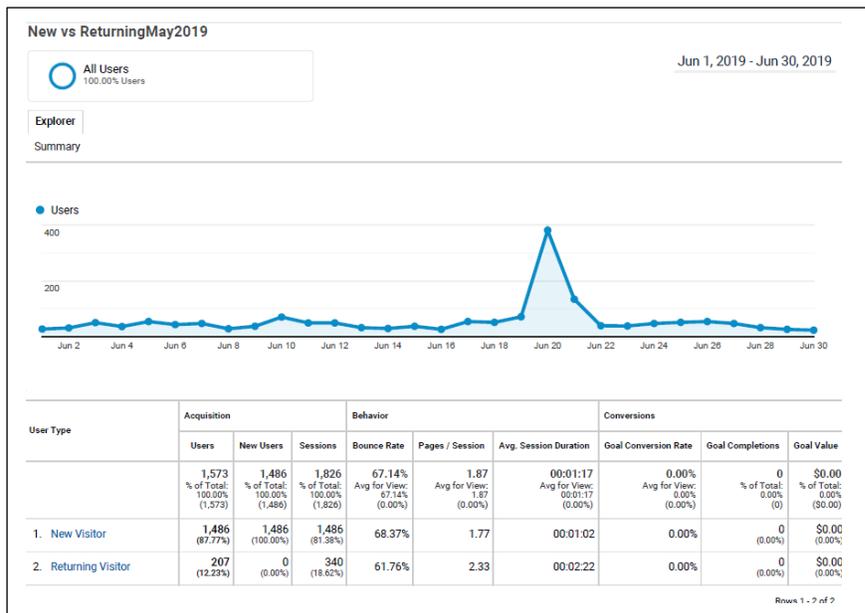
- Small Cells and Moving Forward
- Successful Municipal-County Collaboration
- The Village Movement/Aging in Place
- Active Shooter/Situational Awareness
- Community Emergency Response Teams
- Enhancing Police-Community Relations
- Emotional Intelligence for Local Government Officials



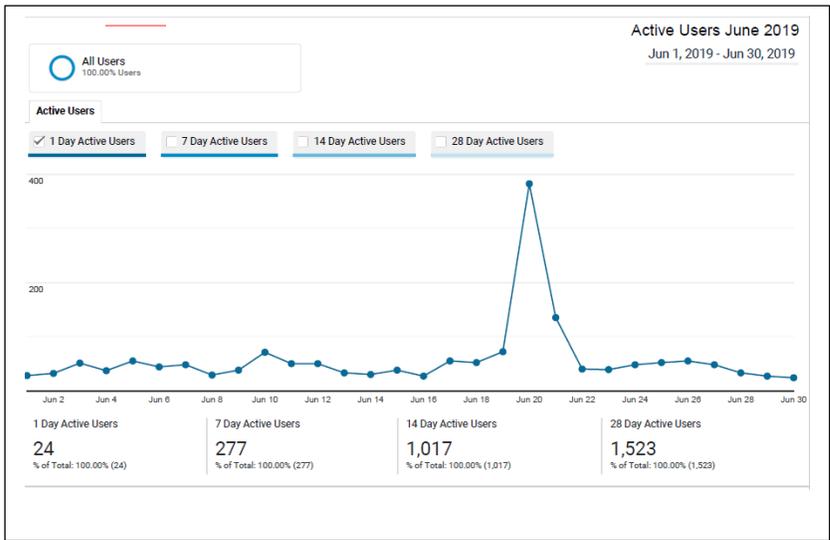
WEBSITE STATISTICS

The data for June 2019 shows there were 1,573 visitors to the website, of which, 1,486 were new visitors to the site and 207 were returning visitors. Additionally the data shows the most frequently used devices when visiting the site were, Desktops (48.44 %), Mobile Phones (43.87 %) and tablets (7.69 %).

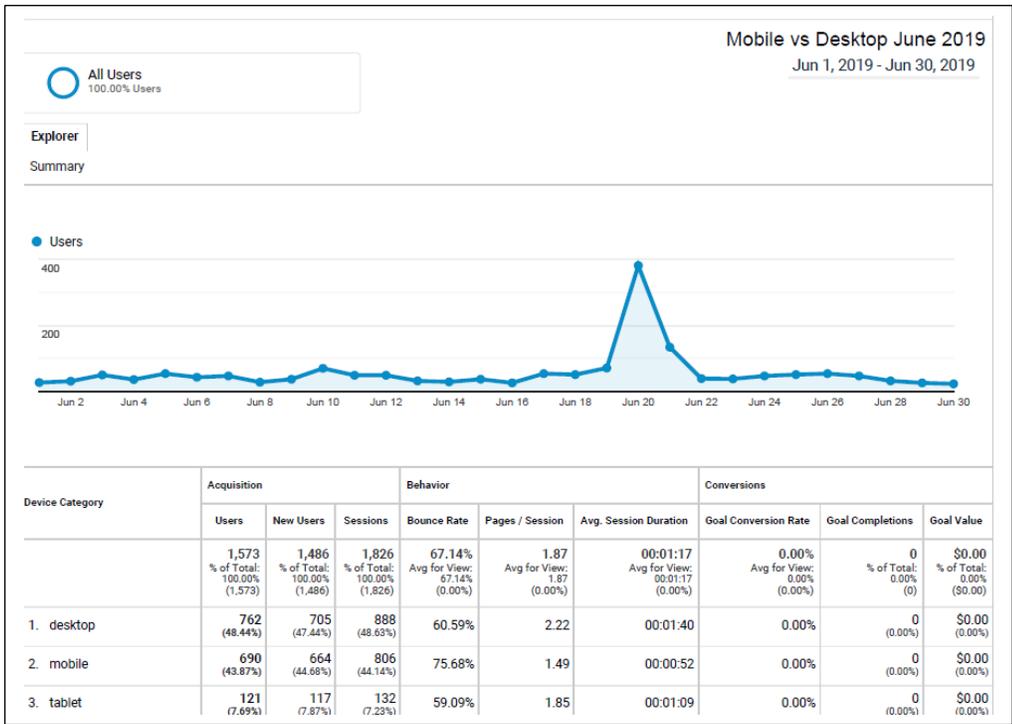
New vs Returning Visitors to the Website



Active Users June 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 June two new e-mail addresses were generated. As of July 1, 2019, the Town had 1,628 subscribers signed up to receive the weekly E-Blast. From May June 1, 2019 through June 30, 2019 a total of 5,045 e-mails were sent, and four weekly community updates.



The most engaged community notification was the May 29, 2019 email weekly update.

Email Statistics:

From June 1, 2019 through June 30, 2019, a total of five weekly community updates and five community notifications were sent out.

The most engaged community notification was the June 4, 2019 email announcing the new “A More Beautiful Bladensburg” awards. The email statistics are as followed:

- 1261 E-mails sent
- 25.20% Open rate
- 74.30% Desktop opens
- 25.70% Mobile opens
- 2.70% Click rate

SOCIAL MEDIA ANALYTICS

Facebook Between June 1, 2019 and June 30, 2019, a total of 19 posts were created. The most popular post was the May 3, 2019 Save the Date Fireworks Celebration.



There was a total of 721 page likes at the end of May an increase of 39 new likes within the entire month.

The post with the most virtual engagement was the June 20, 2019 posting on the announcement of the Supreme Court’s decision on the Peace Cross.

INSTAGRAM The @BladensburgMD Instagram account concluded the month of June with a grand



total of 452 followers with a gain of 24 new followers. The most engaged upload on the Town’s Instagram account (@BladensburgMD) was the June 20, 2019 posting of the Supreme Court’s decision on the Peace Cross.

TWITTER



During the month of June 2019, Twitter had 153 people following the Town’s Twitter page, an increase of six over May 2019. The Most engaged Twitter posting was the Supreme Court’s decision on the Peace Cross.

Follow the Town of Bladensburg on Facebook and Twitter.



JUNE 2019 MEETINGS/COMMUNITY INVOLVMENT

JUNE 2019 COMMUNITY ENGAGEMENT & MEETINGS

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

1. Facilitated an introductory meeting between Council Members Dorsey and Lundy and Reverend Gail Addison.
2. Attended a Youth Bullying and Gang Presentation by Deputy Chief Collington held at the Langley International School.

UPCOMING EVENTS & INITIATIVES

Fireworks Event

The Town will be hosting the 2nd Annual Fireworks Celebration on Saturday, July 6, 2019 from 6:00 to 9:30 p.m. at the Bladensburg Waterfront Park. The Fireworks Spectacular even will include eight (8) food trucks, Face Painting, Moon Bounces, Pony

Rides, and Music by DJ Flava with 93.9 WKYS, with a 20 minute Fireworks grand finale. You will not want to miss out on this truly spectacular event.

