




# City of Bowie

2614 Kenhill Drive  
Bowie, Maryland 20715

## MEMORANDUM

TO: City Council

FROM: David J. Deutsch   
City Manager

SUBJECT: Budget Follow-up Memo #4

DATE: April 27, 2010

1. Emergency Operations – New City Hall. City Council has requested an update regarding the proposed emergency operations center in the new City Hall. The room proposed for emergency operations in the new City Hall is the training room located in the Police Department. This room is 700 square feet in size. The room is located just off the lobby in the police station and in close proximity to the proposed police dispatch area. This room can be segregated from the rest of the Police Department if necessary. The room has been designed for enhanced audiovisual capabilities in the bid recently approved by City Council. Additional access for computer and phone hookups will be provided. The City is proposing that this room be used as a shared resource for other area emergency partners should an area-wide emergency occur.

2. FY11 Fuel Prices. At the April 22<sup>nd</sup> Budget Worksession, Council raised a concern as to whether sufficient funds had been budgeted for gas and diesel for FY11, given a recent rapid rise in prices. Staff is recommending an increased allocation in the amount of 10% which would bring the estimated cost per gallon to \$3.30/gallon for gas and \$3.03/gallon for diesel. The total General Fund impact is \$83,300 as noted on the attached chart.

3. Bowie Health Center Health Fair. Mayor Pro Tem Marcos has recommended that Council allocate \$2,500 to support this event, which last year cost the Health Center approximately \$43,000. The City is already a "Partner" in this event and was last year as well. Staff from the Senior Center and the Gymnasium attend the planning meetings and provide in-kind support in many ways. We provide and assume the cost for three shuttle buses and drivers. We provide space in

both the Gym and the Senior Center to host screenings and seminars planned by the Health Fair team, as well as staff the buildings. We also provide publicity via City message boards, our website and the *Bowie Spotlight*.

4. \$5 Fee Increase at Bowie Playhouse. The City subsidizes theater groups at the Playhouse at the 80% level. In addition, almost \$700,000 was spent in the past 24 months to upgrade and modernize the Playhouse. Also, additional funds are being requested in the FY11 Budget to replace aging HVAC units.

The attached chart illustrates the estimated impact the \$5 per hour increased rate will have on our in-residence user groups at the Playhouse. None have communicated an intent to withdraw their performing group from the Playhouse as a result of the fee increase. As a matter of fact, both BCT and the Prince George's Little Theater have confirmed their intent to continue their productions at the Bowie Playhouse. Whether the theater groups absorb the cost internally or pass the cost along to the ticket holder is the choice of each group as they are independent from us. Do note that two comparable facilities, Harmony Hall in Fort Washington and the Arts Barn in Gaithersburg, both charge higher per hour rental fees for use of their facilities. They also charge additional fees for many technical services which are included in the Bowie Playhouse rental rates.

5. Roads in Essington. The roads in this community are in good condition. The earliest estimate of adding any of those streets to a resurfacing schedule is three to five years.

6. Photo Archives. Photographs of community events, City employees, groundbreaking, etc. are taken by various offices throughout the organization and are used in brochures, on the website and other venues for informational and publicity purposes. They are also sometimes used to document operations such as the progress of a construction project, or during snowstorms or other severe weather events. Many of the digital images are stored on a public drive, organized by subject, for use by all City employees and some are retained by the departments for their use. In addition, the City Clerk and Historic Properties have collections of old photographs.

A professional photographer is hired to take Council pictures after each election, but it is generally the only time an outside photographer is used. Chamber member and professional photographer Perry Price, shares his photographs of National Night Out and some other local events with us. We may consider the use of a professional photographer for the grand opening of the new City Hall. Several staff members expressed interest in receiving training in taking pictures and in the use of photo editing software.

While we have a good collection of photographs and videos documenting what goes on Bowie, it cannot yet be called a true photographic archives, which usually involves having a collection of photographs and digital images that are

organized, searchable and accessible to the public. We will also be exploring the use of social media sites like Facebook, Flickr or Snapfish to encourage the community to share pictures of Bowie with us.

The Historic Properties Division is planning, as a “kickoff” for the Belair 50 celebration, to host a Photo Fair in late 2010 or early 2011. Residents from all areas of the City will be encouraged to bring photos to the Mansion for scanning by our staff. There are no parameters on the type of photo – families, houses, events, places of worship, open spaces, scout troops – anything/anyone related to Bowie. Once scanned, photos will be returned to residents on the spot. It is our hope that, during this process (refreshments will be served, and there will possibly be some kind of entertainment, as an enticement!) we may also be able to capture some 20<sup>th</sup> century Belair/Levitt oral history as well. If necessary, we will hold more than one fair. Images collected will remain part of the regular Museums Collection.

7. Improved Communications with HOAs. Currently if staff wants to share information with residents, we use regular channels such as the City website, the government channel, local press, the *Bowie Spotlight*, the News Flash, Alert Bowie and our message boards. Announcements are also forwarded to Council in a format that can easily be forwarded to their constituents.

It would be helpful in many cases, however to be able to reach HOA leaders directly. The Planning Department maintains a list of HOAs that contains contact information for the HOA president and for the development's management company, if applicable. Mailings are done to HOAs on various topics. It's not clear how often paper mailings are shared with the HOA members if at all. Receiving information via email makes it easier to share with others. The problem is that not all of the HOAs have generic email addresses for the HOA (i.e. hoaname@address.com). Instead, correspondence among the HOA membership is often done from personal email accounts. Some HOA presidents object to having their personal email address included in our HOA list, especially since the list is posted on our website. In these cases, our only email contact information for the HOA is the management company. Some management companies are better than others at forwarding information from the City.

Staff proposes doing the following to improve communications with HOAs:

- 1) Write a letter to HOAs telling them that we want to open the door to more communications from City government, asking them to provide us with email contact information and to indicate if they agree to it being published.
- 2) In that letter, extend an offer for a staff member to attend an HOA meeting. We could set a goal of one HOA meeting a quarter to talk about Alert Bowie and other ways in which the City communicates with

residents. The presentation could also include some information sharing about emergency preparedness.

- 3) Send a similar letter to the management companies asking them to include our information in their newsletters and other correspondence with residents.
- 4) Since Councilmembers are in constant contact with constituents via email and at meetings, sharing their HOA contact information with staff would improve the accuracy of our in-house lists.
- 5) Make use of the Neighborhood Watch contacts that Officer Henderson has developed and use them to send out other types of information.

DJD/asf

Attachments

**TENTATIVE CHANGES TO PROPOSED BUDGET - FY2011**  
**Budget Worksessions through April 26, 2010**

	Page Number	Increase or (Decrease) <u>Revenues</u>	Increase or (Decrease) <u>Expenditures</u>
<b><u>GENERAL FUND</u></b>			
Increase - Police Department-Fuel cost	77		\$ 16,300
Increase - Housing Inspection and Code Compliance-Fuel cost	93		2,100
Increase - Parks and Grounds-Fuel cost	111		7,300
Increase - Stormwater Management-Fuel cost	113		7,400
Increase - Equipment Maintenance and Garage-Fuel cost	141		18,300
Increase - Solid Waste-Fuel cost	145		31,900
Increase - Community Services-Program Supplements	88		5,000
Decrease - Public Buildings and Grounds-Salaries and Wages	90		(5,600)
Decrease - Public Buildings and Grounds - Fringes Benefits	90		(2,100)
Decrease - Public Buildings and Grounds-Public Utility Services	90		(38,000)
Increase - Use of Appropriated Fund Balance	40	42,600	
		<u>\$ 42,600</u>	<u>\$ 42,600</u>
 <b><u>Water and Sewer Fund</u></b>			
Increase - Water Division-Fuel cost	181		\$ 6,500
Increase - Sewer Division-Fuel cost	185		10,400
Increase - Use Appropriated Retained Earnings	173	16,900	-
		<u>\$ 16,900</u>	<u>\$ 16,900</u>

## **“Neighbors Caring for Neighbors” The 2010 Bowie Health Fair**

### **Summary:**

“Neighbors Caring for Neighbors” is the theme for the Bowie Health Fair. This Fall will be the 16<sup>th</sup> year that the Bowie Health Fair has been held. In the past, the event was conducted by the Bowie Health Center. Last year the scope of the event was expanded and other organizations along Health Center Drive participated in making the day an even bigger, fun-filled, educational and service oriented event. Participating organizations included Bowie Health Center, Dimensions Surgery Center, Bowie Physical Medicine Services, all members of Dimensions Healthcare System; the Bowie Senior Center; the City of Bowie Gymnasium; Larkin Chase Care and Restorative Center; and Summerville at Woodward Estates.

The purpose of the event is to provide no cost or low cost health screening and consultation services to members of the Greater Bowie community. We realize accessing health care can be a financial burden on many members of our neighborhood. Offering these services enables individuals and family members to be aware of and maintain personal health and wellness. This benefits not only the individual, but the entire community.

The Fair hosted 40 free health screening and consultation services and have more than 50 health-related exhibitors on hand to provide information to attendees. There were also exhibitions on the stage with exercise, dance and body mechanic demonstrations and a children’s area with moon bounce, obstacle course and petting zoo. Food was provided by Applebee’s Restaurant of Bowie.

Types of screening and consultation services include: Acupuncture, Ask a Healthcare Provider, Backpack Safety, Balance Assessment, Blood Pressure, Body Fat Composition, Bone Density, Cataract Screening, Chiropractic Spine Screening, Cholesterol Testing, Computer-Based Health Information, CPR Demonstration and Practice, EKGs, Flu Vaccination, Glaucoma and Visual Acuity Screening, Glucose testing, Grip Testing, Hand Washing, HIV/Aids Screening, Labyrinth Walk and Lecture, Lasik Evaluation, Mammography, Massage Therapy, Mental Health Assessment, Peripheral Vascular Disease, Plastic Surgery Consultation, Podiatry Screening, Prescription Analysis, Prostate Cancer Screening, PSA Testing, Reiki, Skin Care Consultation, Skin Cancer Evaluation, Venous Reflux Disease Screening, Wii Fit Stations and Wii Sport Stations.

Flu vaccinations were also available but in limited in quantity and given to individuals on a first come first serve basis while supplies last. All screening and consultation services noted above were free-of-charge; there is a \$123 charge for screening mammograms.

A fitness walk was set up between the Bowie Senior Center and Bowie Health Center with fitness stations to check an individual’s body mechanics, memory and senses. The event was also provided a chance for the Bowie Pantry to receive donated goods with boxes located at the Bowie Senior Center and the Bowie Health Center.

