

MEMORANDUM

TO: City Council

FROM: David J. Deutsch
City Manager

SUBJECT: *Status Report*

DATE: February 19, 2015

1. Update – Race Track Road Improvement Project

On February 6th, City Planning and Public Works staff met with staff from the County Department of Public Works and Transportation (DPW&T) and members of the County's consultant team for an update on this project. Project limits are between Idlewild Drive and Clearfield Drive. The project includes: roadway reconstruction, the construction of pedestrian and bicyclist improvements; and, ingress/egress improvements at the school and church properties. County staff advised that, since more data needs to be collected, analyzed and reviewed by the design team, a community meeting will not occur for several months. City staff offered to assist the County in coordinating and advertising the meeting.

2. Alert Bowie 2.0

There was a suggestion that Alert Bowie training sessions be provided for seniors at the Senior Center. The fact of the matter is that most subscribers to Alert Bowie 2.0 need only log into the system once at the time they create their account. After helping about fifty seniors through the registration process on the phone when Alert Bowie 2.0 was first introduced in August of 2014 and finding it very challenging, staff made the decision to hold registration sessions rather than training sessions at the Senior Center. Most seniors chose to complete paper registration forms and let staff set up their accounts. A few took the instructions and completed the registrations on their own, but most seemed relieved to have someone else take care of the process for them.

Sessions were held on Tuesday, November 4th, Wednesday, November 12th, and Thursday, November 20th resulting in the creation of approximately 85 new accounts. Future registration sessions will be scheduled in March and April and staff will also train a few members of the Senior Center Computer Club on how to complete online registrations so that they can assist anyone using a Center computer with the registration process. In addition Una Cooper will provide a briefing for Council on Alert Bowie 2.0 at the March 16th Council Meeting.

3. ICSC Mid-Atlantic 2015

City staff led a team of county and municipal economic developers at this year's International Council of Shopping Centers (ICSC) Mid-Atlantic Idea Exchange and Deal

Making session, completed Wednesday and held at the Gaylord National Harbor. On the event's first day the City's Economic Development Director, for a third year, served as the organizer and moderator for the afternoon general session panel; his topic this year was Revitalizing Aging Retail Centers. On the second event day, in a joint trade show exhibit space, the City's Planning and Economic Development Director, city staff and representatives from College Park, New Carrollton, and the Prince George's County Economic Development Corporation (PGC EDC) met and talked with leasing representatives from all of Bowie's shopping centers, several retailers seeking new or additional locations, and the commercial brokers representing most of the major retailers active in the Washington, DC region. Staff will be following up with these contacts over the next several weeks.