

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, CPM
City Manager

SUBJECT: *Status Report* DATE: August 10, 2017

Status Report

1. HOAs and other Groups

City staff maintains contact information for Bowie area homeowners associations, houses of worship, community organizations, and senior housing facilities. When appropriate, these databases are used to share City information via email or US mail. We will continue to develop more special interest lists for information sharing. In addition to using the mailing lists, the Bowie Spotlight and flyers about other important announcements or events we also deliver to each of the senior apartment complexes in the City.

Keeping these various community databases up-to-date and complete is a constant challenge. This is especially true in the case of the HOA list. Our Planning Department publishes the list on our website. They run announcements asking for updates every few months and update the list every time a change is received. The list is intended to include both HOA president information and HOA management information. However, some presidents have declined to have their contact information published, so we rely on the management companies to pass on the information, which does not always happen.

We believe that help may be on the way for this problem. Prince George's County now requires all HOAs to register with the County and provide contact information for their leadership each year. When that list is published it should contain the important information that we need to share with Bowie based HOAs.

Use of these databases will be more specifically addressed in the final version of the Communications Plan.

Did You Know?

Several months ago, Councilmember Truth suggested the City initiate a "Did You Know" feature as a way of communicating useful, interesting, and sometimes unusual information to residents. This feature was introduced in the spring and appears regularly,

but not always, on the home page of the website and in the Bowie Spotlight. It will be incorporated into the Communications Plan as another means of getting our message out.

Below is a screen shot of the item that is currently on our home page:



Constituent Lists

As you know, we often forward information to you with the request that it is shared with your constituent lists. This has been an important tool for sharing information for some time and should have been included in the Plan. It will be added to the final draft of the Plan.

ADL/lfr