

# City Council of Hyattsville, Maryland

## AGENDA

### City Council Regular Meeting

Monday, April 18, 2016

7:00 PM



### Council Chambers

Hyattsville Municipal Building

4310 Gallatin Street, 3<sup>rd</sup> Floor

Hyattsville, MD 20781

(301) 985-5000 [www.hyattsville.org](http://www.hyattsville.org)

### CITY COUNCIL

[Mayor Candace B. Hollingsworth](#)

[Edouard Haba, Council President, Ward 4](#)

[Bart Lawrence, Council Vice President, Ward 1](#)

[Kevin Ward, Ward 1](#)

[Robert S. Croslin, Ward 2](#)

[Shani N. Warner, Ward 2](#)

[Patrick A. Paschall, Ward 3](#)

[Thomas Wright, Ward 3](#)

[Paula J. Perry, Ward 4](#)

[Ruth Ann Frazier, Ward 5](#)

[Joseph Solomon, Ward 5](#)

### ADMINISTRATION

Tracey E. Nicholson, City Administrator

Laura Reams, City Clerk, 301-985-5009, [lreams@hyattsville.org](mailto:lreams@hyattsville.org)

**WELCOME TO THE CITY OF HYATTSVILLE CITY COUNCIL MEETING!** Your participation at this public meeting is valued and appreciated.

Agenda/Packet: The Agenda/Packet is available for review at the Hyattsville Municipal Building and online at [www.hyattsville.org](http://www.hyattsville.org) prior the scheduled meeting (generally available no later than the Friday prior to the scheduled Monday meeting). Please note, times given for agenda items are estimates only. Matters other than those indicated on the agenda may also be considered at Council discretion.

Americans with Disabilities Act: In compliance with the ADA, if you need special assistance to participate in this meeting or other services in conjunction with this meeting, please contact the City Clerk's Office at (301) 985-5009. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Audible Devices: Please ensure all audible devices are turned off or otherwise not audible when the City Council is in session. Thank you.

Consent Agenda: Items listed on the Consent agenda are considered to be routine in nature, and are normally approved by one motion. Please note that most items on the Consent agenda have been discussed at a previous meeting. If a Councilmember wishes to comment on a particular item, that item shall be removed from the Consent agenda to "action" to allow for additional discussion.

Public Input: If you wish to address the Council during the Public Comment period, please submit an Audience Participation Form to the City Clerk prior to the beginning of the meeting. Matters identified during Public Comment that are not on that meeting's agenda will be referred to staff for follow-up or considered on a future agenda. Issues that require a response will be addressed publically at the next regular Council meeting. Speakers are requested to keep their comments to no more than two (2) minutes per speaker. Written comments or supporting documents may be turned in to the City Clerk for distribution to the Mayor and Council.

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Replay Schedule: The meetings will be re-broadcast on cable television, channel 71 (Comcast) and channel 12 daily at 7:00 a.m., 1 p.m., and 8 p.m. Meetings are also able for replay online at [www.hyattsville.org/councilagendas](http://www.hyattsville.org/councilagendas).

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**1. Call to Order and Council Roll Call**

**2. Pledge of Allegiance to the Flag**

**3. Approval of Agenda**

**4. Motion to Close (7:00 p.m. - 7:50 p.m.)**

**4.a) Motion to Close**

Motion # 63-04-16

I move that the Mayor and Council close the Council Meeting of April 18, 2016 in order to consult with the City Attorney to obtain legal advice pertaining to contract negotiations and to discuss such contract negotiations.

- At the Request of the City Administrator

This session will be closed under the authority of the Annotated Code of Maryland State Government General Provisions Article Section 3-305 (7) to consult with counsel to obtain legal advice and 3-305 (14) to discuss, before a contract is awarded or bids are opened, a matter directly related to a negotiating strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process.

[61-04-16 Closed Session cover](#)

**5. Approval of the Minutes (8:05 p.m. - 8:10 p.m.)**

**5.a) Approval of the Minutes**

I move that the Mayor and Council approve the Council Meeting Minutes for the following meetings: (1) Council Meeting of February 16, 2016 and (2) Council Meeting of March 7, 2016.

[Feb 16 2016 Minutes FINAL.pdf](#)

[March 7 2016 Minutes - FINAL.pdf](#)

**6. Public Comment (8:10 p.m. – 8:20 p.m.) Limit 2 minutes per speaker**

**7. Presentations (8:20 p.m. – 8:50 p.m.)**

**7.a) FY-2014 & FY-2015 Audit update (5 minutes)**

[FY-2014-2015 Audit Update cover.pdf](#)

**7.b) Public Comment Follow Up (5 minutes)**

[Public Comment cover.pdf](#)

**7.c) Pay-by-Phone Parking Services Presentation (20 minutes)**

Presentation Only

[Pay-by-Phone Parking Services cover.pdf](#)

[Memo Pay-by-Phone Parking Services.pdf](#)

[Hyattsville Passport Presentation.pdf](#)

**8. Consent Items (8:50 p.m. – 8:55 p.m.)**

**8.a) Melrose Trail Project**

Motion # 59-04-16

I move that the Mayor and Council approve and appropriate funds from the FY16 Capital Improvements Budget for the purpose of NZI Construction to complete the Melrose Trail Project at a cost not to exceed \$28,000.00.

- At the Request of the City Administrator

[59-04-16 Melrose Trail cover.pdf](#)

**8.b) Acceptance and Appropriation of Grant from Southern Maryland Agricultural Development Commission**

Motion# 60-04-16

I move that the Mayor and Council accept and appropriate into the FY16 budget a grant from Southern Maryland Agricultural Development Corporation (SMADC) in the amount of \$1,000 for the purposes of supporting the Hyattsville Farmers Market.

- At the Request of the City Administrator

[SMADC Grant cover](#)

[SMADC Grant 04-16.pdf](#)

**9. Action Items (8:55 p.m. – 9:15 p.m.)**

**9.a) Police Body Camera Implementation Requirements (15 minutes)**

Motion # 61-04-16

I move that the Mayor and Council adopt Hyattsville Resolution 2016-02 concerning the implementation and use of body worn cameras for the Hyattsville City Police Department. Solomon

[Hyattsville Police Body Cameras Form v20160212](#)

[Resolution 2016-02.pdf](#)

**9.b) Letter of Support for Pyramid Atlantic Arts Center (5 minutes)**

Motion # 62-04-16

I move that the Council authorize the Mayor to provide a letter in support of Pyramid Atlantic Arts Center's Community Impact Grant application request of \$50,000 to the Prince George's County Redevelopment Authority.

- Hollingsworth, Lawrence, Ward

[62-04-16 Pyramid Atlantic LOS.pdf](#)

[Pyramid Atlantic Request LOS.pdf](#)

[Memo Pyramid Atlantic Redevelopment Authority LOS.pdf](#)

**10. Discussion Items (9:15 p.m. – 10:00 p.m.)**

**10.a) Paid Family Medical Leave for City Employees (25 minutes)**

[Paschall Paid FMLA Leave.pdf](#)

[FMLA Recommendation Memo.pdf](#)

**10.b) Prince George's Plaza Branding & Marketing Strategy (20 minutes)**

[Coverpage - PGP Branding Marketing Strategy.pdf](#)

[Memo - Prince George's Plaza Branding Marketing Strategy.pdf](#)

**11. Council Dialogue (10:00 p.m. – 10:10 p.m.)**

**12. Community Notices and Meetings**

**12.a) City Calendar: April 19 - 30, 2016**

[Main City Calendar for Apr 18.pdf](#)

[April Event Calendar.pdf](#)

**13. Motion to Adjourn**



## CITY OF HYATTSVILLE

4310 Gallatin Street  
Hyattsville, Maryland 20781  
Phone: (301) 985-5000

### CITY COUNCIL AGENDA FORM

#### TITLE: MOTION TO CLOSE

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             | 61-04-16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Council Meeting Date: | 4/4/2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Agenda Section:       | Motion to Close                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Recommendation:       | I move that the Mayor and Council close the Council Meeting of April 18, 2016 in order to consult with the City Attorney to obtain legal advice pertaining to contract negotiations and to discuss such contract negotiations.                                                                                                                                                                                                                                                                                               |
| Department:           | Legislative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Staff Contact:        | Laura Reams, City Clerk                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Council Sponsor:      | At the Request of the City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Summary Background:   | This session will be closed under the authority of the Annotated Code of Maryland State Government General Provisions Article Section 3-305 (7) to consult with counsel to obtain legal advice and 3-305 (14) to discuss, before a contract is awarded or bids are opened, a matter directly related to a negotiating strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process. |
| Next Steps:           | n/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Alternatives:         | n/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Fiscal Impact:        | n/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Community Engagement: |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br><input type="checkbox"/> Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community                                                                               |
| Legal Review:         | Complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Attachments:          | n/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
TUESDAY, FEBRUARY 16, 2016**

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**CALL TO ORDER AND COUNCIL ROLL CALL:**

The meeting was called to order by Council Vice President Bart Lawrence at 8:01 p.m.

| Attendee Name         | Title                  | Status  | Arrived              |
|-----------------------|------------------------|---------|----------------------|
| Candace Hollingsworth | Mayor                  | Absent  |                      |
| Edouard Haba          | Council President      | Present | Arrived at 8:15 P.M. |
| Bart Lawrence         | Council Vice President | Present |                      |
| Kevin Ward            | Councilmember, Ward 1  | Present |                      |
| Robert S. Croslin     | Councilmember, Ward 2  | Present |                      |
| Shani Warner          | Councilmember, Ward 2  | Present |                      |
| Thomas Wright         | Councilmember, Ward 3  | Absent  |                      |
| Patrick A. Paschall   | Councilmember, Ward 3  | Absent  |                      |
| Paula J. Perry        | Councilmember, Ward 4  | Present |                      |
| Ruth Ann Frazier      | Councilmember, Ward 5  | Present |                      |
| Joseph Solomon        | Councilmember, Ward 5  | Present |                      |

Also present were the following City Staff Members:

- City Administrator Tracey E. Nicholson
- City Treasurer Ron Brooks
- Chief of Police Douglas Holland
- Director of Community Services Jake Rollow
- City Clerk Laura Reams
- Assistant City Clerk Lillie Littleford

**APPROVAL OF AGENDA:**

1. Motion to Approve the Agenda for February 16, 2016.

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Shani Warner, Councilmember, Ward 2                      |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                    |
| <b>AYES:</b>     | Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Haba, Paschall, Wright                    |

**APPROVAL OF MINUTES:**

1. City Council - Regular Meeting - Jan 4, 2016 7:00 PM  
Council Vice President Lawrence noted minor edits to the Council Meeting Minutes of January 4, 2016.



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
TUESDAY, FEBRUARY 16, 2016**

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|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED AS AMENDED [UNANIMOUS]</b>                   |
| <b>MOVER:</b>    | Shani Warner, Councilmember, Ward 2                      |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                    |
| <b>AYES:</b>     | Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Haba, Paschall, Wright                    |

2. City Council - Regular Meeting - Jan 19, 2016 8:00 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Shani Warner, Councilmember, Ward 2                      |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                    |
| <b>AYES:</b>     | Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Haba, Paschall, Wright                    |

3. City Council – Public Hearing – Feb 1, 2016 7:00 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Shani Warner, Councilmember, Ward 2                      |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                    |
| <b>AYES:</b>     | Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Haba, Paschall, Wright                    |

**PUBLIC COMMENT:**

Mr. Douglas Dudrow, a Ward 2 resident, addressed the Council on several subjects. He thanked Community Services Director Jake Rollow for publishing community information on the local list-serve. Regarding discussed changes to the City Election Code, he said he was worried that the restrictions may discourage individuals from running for office. Mr. Dudrow then provided background information and suggestions on the logistics of the Council meetings. He offered an historical perspective on the City's alley maintenance and offered his knowledge as a former Councilmember to anyone interested in City history.

Mr. David Marshall, a Ward 2 resident, addressed the Council regarding snow removal services for the recent blizzard. He asked how much snow had been removed by a contractor, where the excess snow was placed.

**PRESENTATIONS:**

1. FY-2014 Audit Update

City Treasurer Brooks stated that he was waiting to hear results back from the auditors on the FY14 audit. He said he was currently working on the FY15 audit documents and preparing the FY16 budget.

2. UMD Bicycle Race in Hyattsville

Community Services Director Jake Rollow stated that the University of Maryland cyclist team had approached the City of Hyattsville to be a host location for the Atlantic Collegiate Cycling Conference race on March 12, 2016. Mr. Rollow then introduced the University of Maryland Cyclist Team members for their presentation. Representatives from the team provided background information on race logistics and responded to questions from the council.



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD**  
**TUESDAY, FEBRUARY 16, 2016**

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Councilmember Croslin inquired about the duration of the race. It was stated the race would last approximately 12 hours. Councilmember Croslin asked city staff about road signage for the race. Chief Holland stated that Route One would not be entirely shut down, noting that there would be one lane south bound and one lane north bound open to traffic. Councilmember Perry asked about the procedure for closing lanes on Route One. Chief Holland stated that there is an application process from the State Highway Association required to close lanes. Councilmember Perry stated her support for the race.

Councilmember Warner said she thought it was a terrific idea but noted concerns with the short turnaround time. Director Rollow stated that the State Highway application for the partial road closure of Route One had been submitted and that he expected the approval soon. Councilmember Frazier asked about the course design and race logistics. Director Rollow explained the races, noting that the races are timed and the cyclists would go around the race course multiple times in each race. Councilmember Solomon asked about the planned outreach for the race. Director Rollow said that residents would be made aware of the event with at least two rounds of notification. Councilmember Solomon asked about outreach to surrounding businesses. Director Rollow reported that he had only heard positive feedback from the business about the race.

**CONSENT ITEMS:**

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                                     |
| <b>MOVER:</b>    | Bart Lawrence Council Vice President                           |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                          |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Paschall, Wright                                |

1. **23-02-16 Black History Month Proclamation** I move that the Mayor & Council proclaim February Black History Month.
2. **24-02-16 NZI Emergency Snow Removal** I move that the Mayor and Council approve the expenditure of up to \$30,000 for emergency snow removal services to be paid to NZI Construction for services performed during the blizzard of 2016 (January 24-30, 2016).
3. **25-02-16 Approval of Carnival Vendor Contract** I move that the Mayor & Council approve the attached contract with M&M Attractions to provide carnival services at the City's 130<sup>th</sup> anniversary celebration.
4. **26-02-16 Level Green Landscape Contract Renewal** I move that the Mayor & Council authorize the City Administrator to extend the existing landscaping contract with Level Green Landscaping, LLC not to exceed \$54,000.00, with the review and approval of the City Attorney.
5. **27-02-16 Purchase of Pickup Truck** I move that the Mayor & Council approve the purchase of one (1) replacement vehicle for the Department of Public Works – Streets Division, not to exceed \$60,000.00
6. **28-02-16 Appointment to Residential Parking Zone Committee** I move that the Mayor & Council appoint Brian Minter (Ward 2) to the City's Ad Hoc Residential Parking Zone Committee for a term to expire 120 days after the first meeting of the committee. With the approval of this appointment, the Residential Parking Zone Committee is fully appointed.

**ACTION ITEMS:**

1. **29-02-16 Amendment of Police FY2016 – FY2020 CIP** I move that the Mayor and Council amend the Police FY2016-FY2020 CIP by increasing the FY2016 budget by \$13,000 and reducing the FY2017 request by \$13,000 to fund and purchase a K-9 and kennel in the current fiscal year.



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
TUESDAY, FEBRUARY 16, 2016**

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Chief Holland provided a brief background information on the request, stating that it was because of the current K-9 training schedule for Prince George's County.

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                    |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                          |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 5                             |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Paschall, Wright                                |

2. **30-02-16 Enterprise Resource Planning (ERP) System Procurement: Contracted Services** I move that the Mayor and Council authorize the City Administrator to execute a work order with Dataprise Inc. for the purpose of providing information technology service to the City necessary for the procurement of an Enterprise Resource Planning system, for a fee in an amount not to exceed \$20,000.

City Administrator Nicholson provided brief background information on the request. Councilmember Ward asked if there was a particular ERP system identified for the city. City Administrator Nicholson responded that the initial task was to identify the scope & needs of the city prior to the selection of the ERP vendor.

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                    |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                          |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 5                             |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Paschall, Wright                                |

3. **31-02-16 Maryland DHCD FY17 Budget Request: Letter of Support** I move that the Council authorize the Mayor to provide a letter in support of the Governor's FY20017 Maryland DHCD capital budget request for the Neighborhood BusinessWorks and Community Legacy programs and an additional letter requesting the governor's and Hyattsville Delegation's support funding the Strategic Demolition & Smart Growth Impact Fund at \$5 million for FY2017.

City Administrator Nicholson stated that the city had provided similar letters of support for this program for several years.

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                    |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                          |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 5                             |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Paschall, Wright                                |

**DISCUSSION ITEMS:**

1. Pyramid Atlantic Arts Center Agreement Amendments



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
TUESDAY, FEBRUARY 16, 2016**

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City Administrator Nicholson stated that construction for Pyramid Atlantic Arts Center was scheduled to begin soon with a target opening date in July 2016. She noted that Pyramid was in the process of an approximate \$2M build out of the Arcade building. Ms. Nicholson then summarized the current loan agreement and the loan amendment request stating that the amendment was to increase the loan amount from \$200,000 to an amount not to exceed \$440,000. She said the loan would be amortized over the 25 year term of the lease at a 1.5% increased interest rate above the original loan. City Administrator Nicholson also noted that under the new agreement terms that discounts for residents will be increased from 10% to 15%.

Ms. Nicholson also provided background details on the amendment request, stating that the request was intended to cover a financing gap primarily related to relocation fees, program revenue losses during the construction phase of the Arcade building and increased construction costs of the project. Administrator Nicholson said it was the staff recommendation to support the loan amendment request. Councilmember Frazier inquired if the center would rent out spaces. City Administrator Nicholson responded in the affirmative and provided details on the programs and amenities that would be available to residents and patrons of the business.

Council Vice President Lawrence asked if the item could be moved that evening. Councilmember Solomon said he wanted to make sure that residents felt comfortable with the increased loan amount. Pyramid Atlantic Director Jose Dominguez came to the podium to address the Council at Councilmember Solomon's request. City Administrator Nicholson reiterated the City's confidence in Pyramid Atlantic, however noted with the terms of the lease that the building remained under the City's ownership for the term of 25 years and if there was a default on the loan, the City would retain a building with the benefit of the \$2M renovation project completed by Pyramid Atlantic.

Councilmember Solomon thanked Mr. Dominguez for addressing the Council and asked if he was confident with the terms of the renegotiated terms of the lease that Pyramid would be able to complete the planned project. Mr. Dominguez stated that Pyramid was confident with that with the renegotiated terms, the project would move forward as planned. He added that the target opening date was mid-June 2016. He also thanked the City for the support and assistance with the project and for the City's partnership with Pyramid Atlantic. Councilmember Perry stated that she believed the partnership was a win for both parties. The Council then took action on the item.

**Council Vice President Lawrence moved that that the Mayor and Council authorize the City Administrator to execute amendments to both the development agreement and lease agreement between the City of Hyattsville and Pyramid Atlantic Arts Center to reflect a revised loan amount of up to \$440,000 and recommend revisions to the interest rate and resident discount for Pyramid Atlantic program services pending the review by the City Attorney for legal sufficiency (32-02-16).**

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                    |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                          |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 5                             |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, paschal, Wright                                 |

**COUNCIL DIALOGUE:**

Councilmember Frazier complimented City Staff member Beryl Johnson for the successful Senior Valentine Party.

**MOTION TO ADJOURN:**



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD**  
**TUESDAY, FEBRUARY 16, 2016**

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1. Motion to Adjourn.

The meeting adjourned at 9:14 p.m.

|                  |                                                                |
|------------------|----------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                    |
| <b>MOVER:</b>    | Robert S. Croslin, Councilmember, Ward 2                       |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                          |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Frazier, Solomon, Perry |
| <b>ABSENT:</b>   | Hollingsworth, Paschall, Wright                                |



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD**  
**MONDAY, MARCH 7, 2016**

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**CALL TO ORDER AND COUNCIL ROLL CALL:**

The meeting was called to order by Council President Edouard Haba at 8:03 p.m.

| Attendee Name         | Title                  | Status  | Arrived |
|-----------------------|------------------------|---------|---------|
| Candace Hollingsworth | Mayor                  | Absent  |         |
| Edouard Haba          | Council President      | Present |         |
| Bart Lawrence         | Council Vice President | Present |         |
| Kevin Ward            | Councilmember, Ward 1  | Present |         |
| Robert S. Croslin     | Councilmember, Ward 2  | Present |         |
| Shani Warner          | Councilmember, Ward 2  | Present |         |
| Thomas Wright         | Councilmember, Ward 3  | Present |         |
| Patrick A. Paschall   | Councilmember, Ward 3  | Present |         |
| Paula J. Perry        | Councilmember, Ward 4  | Present |         |
| Ruth Ann Frazier      | Councilmember, Ward 5  | Present |         |
| Joseph Solomon        | Councilmember, Ward 5  | Present |         |

Also present were the following City staff Members:

- City Administrator Tracey E. Nicholson
- Assistant City Administrator and Director of Community and Economic Development, Jim Chandler
- Director of Public Works Lesley Riddle
- City Treasurer Ron Brooks
- Chief of Police Douglas Holland
- Director of Human Resources Vivian Snellman
- Assistant City Clerk Lillie Littleford

**APPROVAL OF AGENDA:**

1. Motion to Approve the Agenda for March 7, 2016.

|                  |                                                                                  |
|------------------|----------------------------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                                      |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                                            |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 4                                               |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Wright, Paschall, Perry, Frazier, Solomon |
| <b>ABSENT:</b>   | Hollingsworth                                                                    |

**APPROVAL OF MINUTES:**

1. City Council – Work Session - Feb 24, 2016 8:00 PM

|                  |                                                                                  |
|------------------|----------------------------------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                                                      |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                                            |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 4                                               |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Wright, Paschall, Perry, Frazier, Solomon |
| <b>ABSENT:</b>   | Hollingsworth                                                                    |



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
MONDAY, MARCH 7, 2016**

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**PUBLIC COMMENT:**

Ms. Nina Faye, a Ward 3 resident, addressed the Council in regard to her position on the Code Compliance Advisory Committee and the procedures for the resignation of committee members.

Mr. Robert Riddle, a Ward 4 resident, addressed the Council to request a resolution of support for the organization Maryland Supports Refugees. He provided copies of resolutions adopted by other organizations and governmental agencies.

Mr. David Marshall, a Ward 2 resident, addressed the Council in regard to the proposed City sidewalk policy. He advocated for sidewalk connectivity throughout the City, even on non-through streets, noting that he believed the purposes of sidewalks was to serve all residents.

Councilmember Solomon asked if the Executive Committee would follow up on Mr. Faye's and Mr. Riddle's public comments. Council President Haba said that the City would look into both items.

**PRESENTATIONS:**

1. FY-2014 and FY-2015 Audit Update

City Treasurer Brooks provided an update on the FY-14 audit, stating that the City was waiting on confirmation close out documents from State agencies and that the auditors were reviewing red light camera revenues. He also noted that the City would be filing a second extension for the FY-15 audit. City Administrator Nicholson said that staff recently had a conference call with the City's auditing firm and an additional staff member had been assigned to assist with the FY-14 close out process. Councilmember Warner asked if the delays for FY-14 would impact completion of the FY-16 audit within the required deadline. Treasurer Brooks acknowledged that the delays were likely to extend the time period it would take to complete the FY-16 audit beyond the due date. He stated that he would continue to keep Council informed on the progress.

2. Public Comment Follow Up

City Administrator Nicholson responded to public comments made during the Council Meeting of April 13, 2016. She stated that the City had utilized NZI Construction for snow removal during the February blizzard. Ms. Nicholson said NZI removed over 7,200 cubic yards of snow over a period of 5 days to a vacant city lot on Hamilton Street. The snow was removed from emergency snow routes, bus stops and mounds of snow that had been plowed into the public right of way. Ms. Nicholson noted that the State of Maryland had declared a State of Emergency during the blizzard and due to this, the City expected to receive reimbursement for some costs associated with the storm and snow removal.

3. ATHA Annual Update

Mr. Aaron Marcavitch, Executive Director of Anacostia Trails Heritage Area (ATHA) addressed the Council to provide an update on the recent activities of the organization. He stated that one of the priorities for 2016 was to focus on the Trolley Trail with full completion of the trail scheduled toward the end of the year. He also provided details on the upcoming Heritage Center to be located in the Pyramid Atlantic Arts Building. Council President Haba thanked Mr. Marcavitch for the updates.



REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD  
MONDAY, MARCH 7, 2016

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**CONSENT ITEMS:**

|                  |                                                                                  |
|------------------|----------------------------------------------------------------------------------|
| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                                                       |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                                            |
| <b>SECONDER:</b> | Joseph Solomon, Councilmember, Ward 5                                            |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Wright, Paschall, Frazier, Perry, Solomon |
| <b>ABSENT:</b>   | Hollingsworth                                                                    |

1. **33-03-16 Women's History Month Proclamation** I move that the Mayor & Council proclaim March 2016 Women's History Month in Hyattsville.
2. **34-03-16 Ethics Commission Re-appointments** I move that the Mayor, with Council approval, reappoint Christopher Arthur (Ward 1) and Christopher Currie (Ward 1) to the Ethics Commission for a term of 3 years, expiring on December 31, 2019.
3. **35-03-16 Microsoft Office365 License Renewal** I move that the Mayor and Council authorize the City Administrator to execute a licensing agreement, with a one-year term and additional one-year term option, with Planet Technologies to continue providing the City with Microsoft Office365 licensing for an annual cost not to exceed \$16,000.

**DISCUSSION ITEMS:**

1. City Charter Article 7 and 8 - Sidewalk Installation

City Administrator Nicholson opened the discussion on the sidewalk policy. She summarized the previous conversation and stated there had been a request for a legal opinion on the question of whether the installation of sidewalks in the public right of way, under the authority of Article 7 of the City Charter, would trigger a procedural requirement for consent detailed in Article 8 of the City Charter. Administrator Nicholson summarized the City Attorney's legal opinion as such; the City has the authority to install sidewalks in the public right of way without receiving consent of the abutting property owners unless the City intended to assess costs to those landowners.

Councilmember Solomon thanked staff for the clarification and said the legal opinion was consistent with what had been previously stated to the Mayor and Council. Councilmember Wright also thanked staff for the clarity and said it had been important for residents to have transparency and understanding of the two City Charter Articles.

2. Sidewalk Policy

Director of Public Works Riddle presented the proposed Sidewalk Policy to the Council and thanked Project Manager, Hal Metzler for his work on developing the policy. Ms. Riddle summarized the changes in the Sidewalk Policy noting that the original 2006 policy did not consider impact to existing tree canopy or storm water management. She also said the policy clarified the process for resident petitions. Director Riddle said the policy would return to Council for approval at a future meeting.



Councilmember Paschall stated his support for the policy and thanked staff for their work. He also highlighted the criteria for the evaluation of installing sidewalks and noted that the policy conveyed the intent of the Council but also allowed flexibility. Councilmember Paschall said that he believed the City Charter should be updated to clarify Articles 7 and 8. Councilmember Wright also stated his support for the proposed policy. He then asked for clarification on an upcoming community meeting to review the Sidewalk Policy. Director Riddle said the intent of the community meeting was to review the Sidewalk Policy with residents and to review phase 2 of the University Hills Project. Councilmember Wright questioned the timing of the public meeting and suggested that the meeting could be held prior to the adoption of the policy to allow residents the opportunity to provide input before the policy was adopted. Mr. Wright then inquired how residents could object to the installation of sidewalks due to the aesthetics of the community. Project Manager Meltzer suggested that objections based on community aesthetics should be addressed via petition and noted that each sidewalk project would include community outreach opportunities for residents to express concerns. Councilmember Wright said he would have liked to have seen explicit details in the sidewalk policy dealing with community aesthetics. He also elaborated on what he meant with the term “community aesthetics”.

There was a brief discussion on the ways costs can be mitigated in both new and replacement sidewalk projects. Council President Haba also inquired on the outreach portion of the policy, specifically how the term “substantially complete” was defined. Project Manager Meltzer and Director Riddle noted that the definition could vary depending on the project, but that typically it was considered to be 60%. Director Riddle said that the percentage had originally been included in the policy but after discussion it was removed. Mr. Metzler said the term was typically specifically defined in each individual project contract. In regard to the petition process, Councilmember Wright asked what percentage majority was necessary. Director Riddle stated it was 50% majority.

### 3. Lighting MOU for MD500

Director Riddle provided background information on the request for additional funds from State Highway Administration (SHA) for the lighting portion of the MD500 (Queens Chapel Road) project. She said that there was an additional funding requirement of \$9,116 for a total cost to the City of \$200,342. Ms. Riddle noted that the overall project cost was \$10.6M with the City sharing a portion of the lighting costs and the remainder funded through SHA. Councilmember Paschall noted the project was important to the community but stated that he was concerned with the increased costs associated with the project over the original estimation from SHA. Councilmember Frazier requested details of the project area.

### 4. Police Body Camera Implementation Requirements

Councilmember Solomon introduced the motion to adopt recommendations pertaining to the Police Body Worn Camera project. He said the motion provided a basis for the technical evaluation of body worn cameras and the adoption of a series of recommendations from the Maryland Police Training Commission. He thanked Police Chief Holland for his assistance with the recommendations.

Council Vice President Lawrence asked Technical Sergeant Richard Hartnett about the departmental technical standards for body worn cameras. He responded that the department would implement body worn cameras as an addition to the currently used in car cameras and would follow similar procedures as the existing cameras. Council Vice President asked if the implementation of the program would require a specific technical policy. Police Chief Holland stated that when transitioning from a pilot program to a permanent program the department would be required to meet established technical standards and develop a policy. There was a brief discussion regarding the planned implementation and budgetary expense of the body worn cameras. Council Vice President Lawrence said he believed the proposed motion was unnecessary.



**REGULAR MEETING OF THE CITY COUNCIL, HYATTSVILLE, MD**  
**MONDAY, MARCH 7, 2016**

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There was a discussion regarding the evaluation of technical standards for body worn cameras. Police Chief Holland noted that the City had originally been provided body worn cameras through a grant and did not have a choice in the selection of camera for the pilot program. Councilmember Warner said she was struggling with why the Council would want a voice in the process because she believed the Police Department was already pursuing the requirements set forth in the motion. Councilmember Solomon stated his reasons for why he believed it was an important policy for the Council to set, stating that technical requirements had been previously overlooked by some agencies. Councilmember Paschall stated confusion over the debate. Councilmember Solomon clarified that if adopted, the Council would receive a report each time body worn cameras were purchased. There was a discussion regarding current pending State legislation regarding body worn camera programs. Police Chief Holland said that the motion was consistent with the goals and vision of the Police Department.

After some additional discussion, Councilmember Paschall said he was not opposed to the proposed legislation but he was unsure it was necessary. Council President Haba said that the motion was a result of collaboration between the motion maker and the Police Department and that he did not see the harm in adopting the policy, adding that Council action would serve to cement the intent of the department and the Council in terms of the body worn camera program. Councilmember Warner reiterated her thoughts on the motion. It was stated that the motion would come back to the Council for further discussion and action.

**COUNCIL DIALOGUE:**

Several Councilmembers announced upcoming events, stated support for the resolution proposed by Mr. Riddle during public comments and thanks to Ms. Faye for her years of service to the community.

**MOTION TO ADJOURN:**

1. Motion to Adjourn the Meeting of March 7, 2016.

The meeting adjourned at 9:58 p.m.

|                  |                                                                                   |
|------------------|-----------------------------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                                       |
| <b>MOVER:</b>    | Bart Lawrence, Council Vice President                                             |
| <b>SECONDER:</b> | Paula Perry, Councilmember, Ward 4                                                |
| <b>AYES:</b>     | Haba, Lawrence, Ward, Croslin, Warner, Wright, Paschall, Perry, Frazier, Solomon, |
| <b>ABSENT:</b>   | Hollingsworth                                                                     |



**CITY OF HYATTSVILLE**  
4310 Gallatin Street  
Hyattsville, Maryland 20781  
Phone: (301) 985-5000

## CITY COUNCIL AGENDA FORM

### TITLE: FY-2014 & FY-2015 AUDIT UPDATE

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Agenda Section:       | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Recommendation:       |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Department:           | Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Staff Contact:        | Ron Brooks                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Council Sponsor:      | City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Summary Background:   | We have confirmed the final close-out of all issues related to the FY-2014 audit. We are now working on the final draft and closing documents with CohnReznick and Lindsey. The FY-2015 audit is in the beginning stages of preparing external conformations and setting up track files.                                                                                                                                                               |
| Next Steps:           | Final close-out of FY-2014 and continue push to close out the FY-2015 audit.                                                                                                                                                                                                                                                                                                                                                                           |
| Alternatives:         |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Fiscal Impact:        | Late audit filings with the Department of Administrative Services can result in the loss of various State Grants, loss of revenue from the State Highway Fund and limited opportunities to secure funding for current and future capital improvement needs.                                                                                                                                                                                            |
| Community Engagement: |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Strategic Goals:      | <p>X Goal 1 – Ensure Transparent &amp; Accessible Governance</p> <p><input type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City</p> <p><input type="checkbox"/> Goal 3 – Promote a Safe &amp; Vibrant Community</p> <p><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations</p> <p><input type="checkbox"/> Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community</p> |
| Legal Review:         | Choose an item.                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Attachments:          |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



**CITY OF HYATTSVILLE**  
4310 Gallatin Street  
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## CITY COUNCIL AGENDA FORM

### TITLE: PUBLIC COMMENT FOLLOW UP

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Agenda Section:       | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Recommendation:       | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Department:           | Administration                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Staff Contact:        | Tracey E. Nicholson, City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Council Sponsor:      | At the Request of the City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Summary Background:   | City Administrator will address questions and topics raised during the public comment portion of the April 4, 2016 Council meeting.                                                                                                                                                                                                                                                                                                                       |
| Next Steps:           | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Alternatives:         | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Fiscal Impact:        | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Community Engagement: | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Strategic Goals:      | <input checked="" type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br><input type="checkbox"/> Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community |
| Legal Review:         | Not Applicable                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Attachments:          | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                       |



**CITY OF HYATTSVILLE**  
 4310 Gallatin Street  
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## CITY COUNCIL AGENDA FORM

### TITLE: PAY-BY-PHONE PARKING SERVICES PRESENTATION

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Agenda Section:       | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Recommendation:       | Presentation Only                                                                                                                                                                                                                                                                                                                                                                                                                |
| Department:           | Community & Economic Dev.                                                                                                                                                                                                                                                                                                                                                                                                        |
| Staff Contact:        | Jim Chandler                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Council Sponsor:      | At the request of the City Administrator                                                                                                                                                                                                                                                                                                                                                                                         |
| Summary Background:   | On March 21, 2016, the City Council was provided with a detailed overview of the City's solicitation for a pay-by-phone parking services provider. The purpose of this item is for the City Council to receive a presentation by the recommended firm, Passport Inc.                                                                                                                                                             |
| Next Steps:           | Staff is requesting that a contract for services be awarded to Passport Inc. at the City Council meeting scheduled for May 2, 2016.                                                                                                                                                                                                                                                                                              |
| Alternatives:         |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Fiscal Impact:        | The City does not incur costs for the services, as all fees are charged to the user of the pay-by-phone application.                                                                                                                                                                                                                                                                                                             |
| Community Engagement: | The firm participated in a day time "open house" to introduce their product to the community and will be providing a roll-out strategy for integration in the City's commercial corridors.                                                                                                                                                                                                                                       |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input checked="" type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br>Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community |
| Legal Review:         | Pending                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Attachments:          | Memorandum: April 13, 2016                                                                                                                                                                                                                                                                                                                                                                                                       |



# Memo

To: Mayor and Council  
From: Jim Chandler, Director, Community and Economic Development  
CC: Tracey Nicholson, City Administrator  
Ron Brooks, City Treasurer  
Date: March 16, 2016  
Re: Pay-by-Phone Parking Services Presentation

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In October 2015, the City of Hyattsville issued a request for proposal solicitation to secure a vendor to provide the City with pay-by-phone parking payment services. As discussed with the City Council on March 21, 2016, Staff has recommended the firm Passport, based on several factors, including:

- Capability of real-time management and analytics performance tools.
- A transaction fee of \$.20
- The firm's application includes a unique closed-wallet system
- Progressive "as needed" registration and provides registration/log-in via Facebook.
- The firm's marketing roll-out and adoption program
- The firm maintains 100% client retention

As stated previously, the City of Hyattsville has completed one of the most thorough solicitation processes for pay-by-phone parking services, for a community of similar size, in the region and is recommending a contract for services be awarded to Passport to provide pay-by-phone parking services to the City of Hyattsville.

We are proposing to launch the Passport pay-by-phone program in concert with our updated parking pay station equipment in Summer 2016. Passport will also participate at the September 10<sup>th</sup> Arts & Ales Festival as we envision that as an opportunity to formally introduce the service to residents and visitors to the City.

# PAY BY PHONE PARKING SERVICE

A Passport + Hyattsville Partnership



# ADDRESSING YOUR NEEDS

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# COMMITMENT TO SECURITY

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**Certified Service Provider  
by both Visa & Mastercard**



**Certified Merchant  
Gateway Provider**



**Service  
Level 1**



**SSAE 16 Compliant**



**ADA  
Compliant**



**Amazon Web  
Services**

# UNIQUELY POSITIONED TO SERVE HYATTSVILLE



**MOBILE  
PAYMENTS**



**CITATION  
MANAGEMENT**

**ALL WITH A SINGLE PROVIDER**

Dedicated  
Wallet  
  
Validation  
  
Digital Permits

**VALUE ADDED SERVICES**  
25

**COMPLETE ENTERPRISE SUITE OF PARKING SOFTWARE**

# USER RATINGS: PASSPORT VS. COMPETITORS



iOS: 4.5  
Android: 4.5



**CHICAGO, IL**  
36,000 spaces



iOS: 4.5  
Android: 4.5



**OMAHA, NE**  
4,000 spaces



iOS: 4.5  
Android: 4.7



**TORONTO, ON**  
55,000 spaces



iOS: 4.5  
Android: 4.5



**VICTORIA, BC**  
2,000 spaces



iOS: 5.0  
Android: 3.8



**BOSTON, MA**  
8,000 spaces



iOS: 4.5  
Android: 4.4

## COMPETITOR APPS



iOS: 2.5  
Android: 4.4



iOS: 2.0  
Android: 3.0



iOS: 3.0  
Android: 4.4



iOS: 2.0  
Android: 3.1

All app ratings are averaged ratings from the App Store and Google Play (as of May 10, 2015)



[gopassport.com](http://gopassport.com)

Map of the United States showing the expansion of ParkMobile's payment methods. Callouts indicate the addition of various payment options in different states:

- pay by phone** (green grid icon) → **P** (ParkMobile icon)
- QuickPay** (green grid icon) → **P** (ParkMobile icon)
- Honk Mobile** (blue icon) → **P** (ParkMobile icon)
- pay by phone** (green grid icon) → **PARK** (ParkMobile icon)
- Parkmobile** (green icon) → **P** (ParkMobile icon)

**51,000+ SPACES DISPLACED**



**51,000+**  
**SPACES DISPLACED**

27

# PASSPORT TEAM

---



- 26 Developers
- 16 Sales + Marketing
- 11 Implementation + Client Success
- 9 Management + Support

28

# MOBILE PAYMENTS *for Parking*



29

URBAN MOBILITY SOLUTIONS



POWERED BY  
**Passport**

# HOW IT WORKS

Four ways to  
register & pay



MOBILE APP



MOBILE WEB



IVR (VOICE)



SMS (TEXT)



Use the native apps for iOS and Android

or pay through the mobile website  
[www.ppprk.com](http://www.ppprk.com)

PASSPORT IS THE INDUSTRY LEADER  
with ***the quickest and most intuitive***  
mobile parking payment service on the  
market.

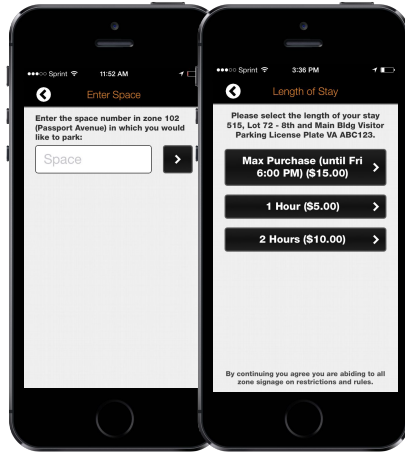
# LET'S DO IT LIVE!

We get top consumer ratings for many reasons: rock solid apps, tailored system-specific messaging, apps designed for each parking situation, flawless rollouts and execution (clear signage and service communication)



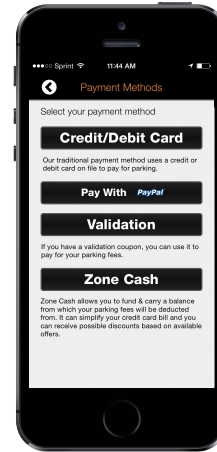
## Let's get started!

Sign up with your phone number, email address, or do a one-touch login with Facebook.



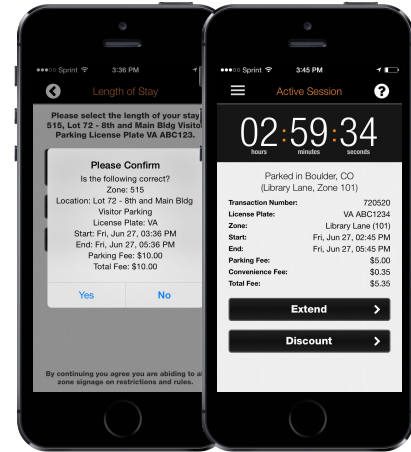
## Enter Your Parking Info

Simply enter the Space Number and the length of parking time you would like to purchase.



## Paying for Parking

All major Credit Cards are accepted, as well as PayPal.



## Confirm and you're done!

You have just paid for parking. This screen tells you how long you are parked.

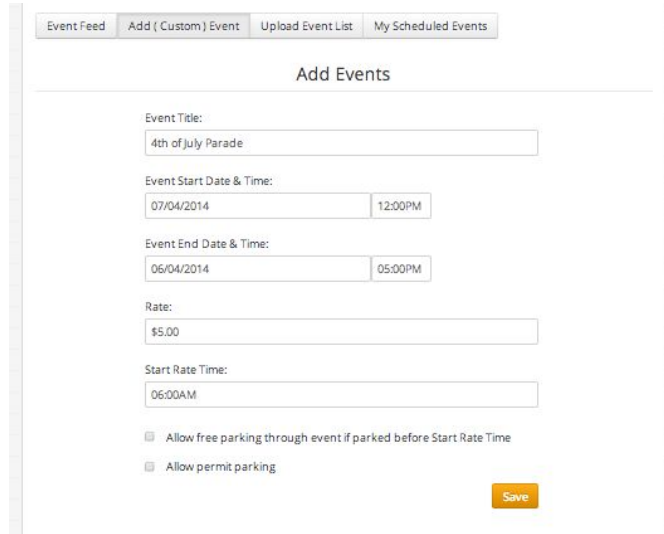
The app notifies you 10 minutes before your session expires.



Passport

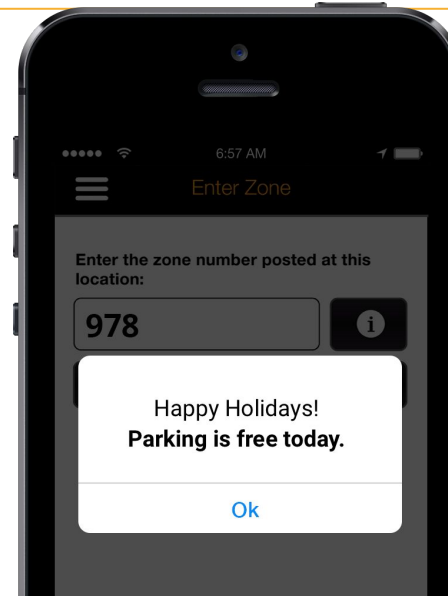
[gopassport.com](https://gopassport.com)

# EVENT MANAGEMENT



The screenshot shows a web interface for adding events. At the top, there are four tabs: 'Event Feed', 'Add (Custom) Event', 'Upload Event List', and 'My Scheduled Events'. The 'Add (Custom) Event' tab is selected. Below the tabs, the title 'Add Events' is centered. The form contains several input fields: 'Event Title' with the value '4th of July Parade', 'Event Start Date & Time' with '07/04/2014' and '12:00PM', 'Event End Date & Time' with '06/04/2014' and '05:00PM', 'Rate' with '\$5.00', and 'Start Rate Time' with '06:00AM'. There are two checkboxes: 'Allow free parking through event if parked before Start Rate Time' and 'Allow permit parking'. A 'Save' button is at the bottom right.

Add your own events as  
needed



Custom messaging to your  
parking customers

# DEDICATED HYATTSVILLE WALLET

Immediately lower your costs. Transaction fees are charged only when loading a balance, not when a transaction is made.

LET'S DO THE MATH!

|                          | Option A<br>Credit Card                           | Option B<br>Dedicated Wallet                       |
|--------------------------|---------------------------------------------------|----------------------------------------------------|
| Number of Charges        | 10                                                | 1                                                  |
| Merchant Processing Fees | $(\$1 \times \$0.03) + \$0.30$<br>= <b>\$0.33</b> | $(\$10 \times \$0.03) + \$0.30$<br>= <b>\$0.60</b> |
| Total Transaction Fees   | <b>\$3.30</b>                                     | <b>\$0.60</b>                                      |

$$\$3.30 - \$0.60 = \$2.70$$

$$\$2.70 \div 10 = \$0.27$$

With our Dedicated Wallet, that's a savings of \$0.27 per transaction!

33

# MERCHANT COUPONING

Subsidize Parking  
with Coupon Codes

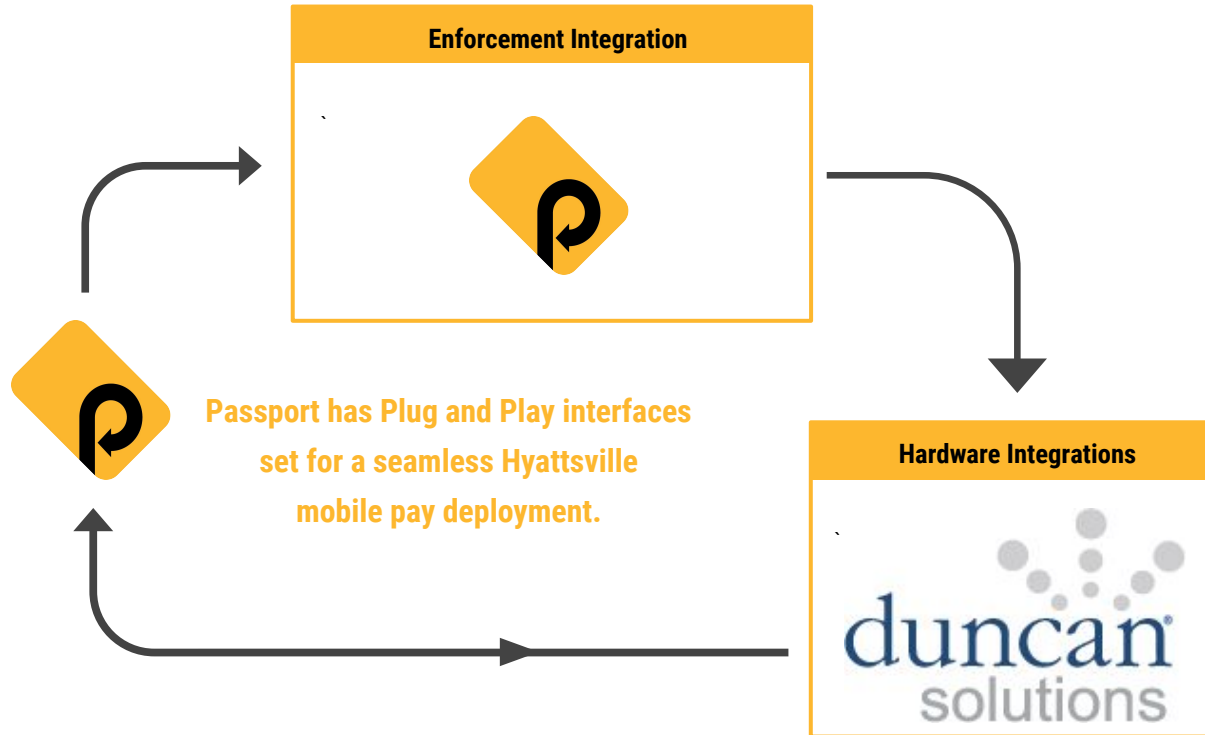


Mayor Roach (of White Plains, NY) promoting the  
Discount program to local merchants



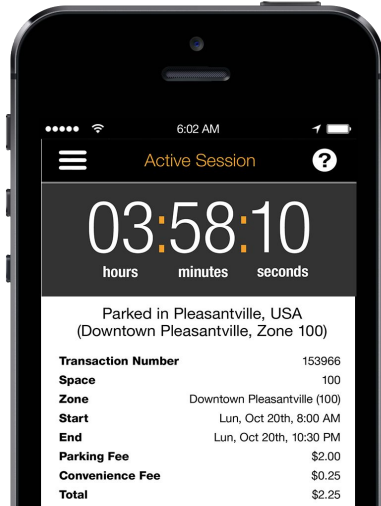
34

# INTEGRATIONS

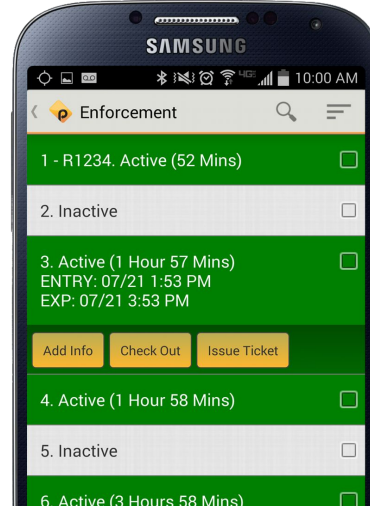


35

# CITATION MANAGEMENT



For Parkers  
**Passport Mobile Pay App**



For Enforcement Personnel  
**OpsMan Mobile**

**ACCESSIBLE ON ANY ANDROID-BASED DEVICE**

**CITATIONS UPLOADED AND VISIBLE IN REAL-TIME**

**SCOFFLAW AND PREVIOUS INFRACTION**

**LOOK-UP REAL-TIME FIELD TRACKING**

**INCIDENT REPORTING**

**CHALKING**

**IMAGES PRINTED ON CITATION**

36

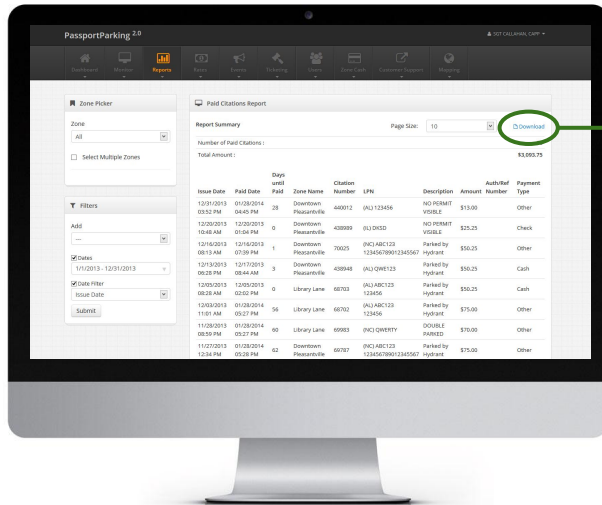


# Functionality

Not all back-offices are  
created equal!

# OPERATIONS MANAGEMENT CONSOLE *and* REPORTING

**Passport will provide the City with API access to our live reporting systems at NO cost**



**DOWNLOAD REPORTS  
AS EXCEL FILES**



| REPORT TYPE                      | DESCRIPTION                                                                                                        |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Transaction Report</b>        | Provides detail of every transaction                                                                               |
| <b>Daily Total Revenue</b>       | Provides summary of transaction count and revenue by day                                                           |
| <b>Summary by Zone</b>           | Report shows summary data by reporting zones, allowing the City to see information by pre-defined geographic areas |
| <b>Validation Transactions</b>   | Details validation occurrences by local merchants                                                                  |
| <b>Zone Cash (Wallet) Report</b> | Provides summary of wallet system deposits, transactions and withdrawals                                           |
| <b>Merchant Report</b>           | Provides transactions based upon the date and time of merchant processing capture                                  |
| <b>Customer Report</b>           | Shows activity for a particular pay by phone parking customer                                                      |
| <b>Utilization by Space</b>      | Shows most utilized spaces                                                                                         |
| <b>User Report</b>               | Report summarize new and unique user activity of the pay by phone parking solution                                 |

**OPSMAN - Reporting and Analysis**



**Passport**

**gopassport.com**

# USER MANAGEMENT

- Administrators can manage user permissions, and it is readily, easily and securely accessible on a secure web interface
- Hyattsville has the capability to generate and designate levels of access to the monitoring and reporting system on an individual user basis
- The city can utilize predefined roles or build custom roles to suite their needs
- Hyattsville will receive unlimited users

The screenshot displays the 'Role Management' interface. On the left, a 'Select Operator/Role' panel contains two dropdown menus: 'Operator' (set to '- PassportParking') and 'Role' (set to 'Administrator'). Below these is a 'Role Name' text field containing 'Administrator'. An orange 'Create New Role' button is positioned to the right of the 'Role' dropdown. At the bottom of this panel are 'Save' and 'Delete' buttons. The main 'Role Management' panel on the right lists various permissions with checkboxes. The 'Contract' checkbox is unchecked, while all other permissions (Rate, Ticketing, Events, Display, Users, Reports, Monitor, Space Mapping, Opsman mobile, Dashboard, Zone Cash, Customer Support, Setup, and Admin) are checked. Each checked item is preceded by a plus icon.

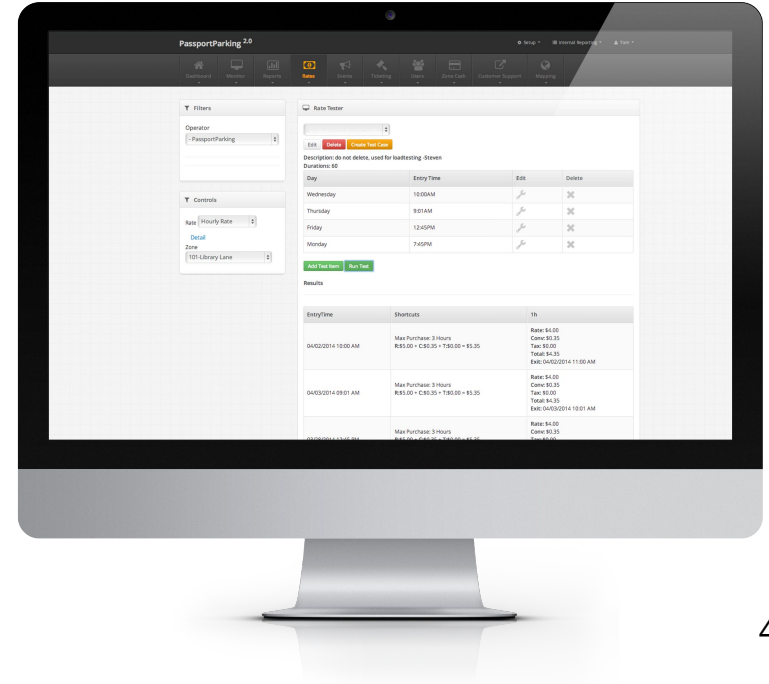
| Permission       | Status                              |
|------------------|-------------------------------------|
| Contract         | <input type="checkbox"/>            |
| Rate             | <input checked="" type="checkbox"/> |
| Ticketing        | <input checked="" type="checkbox"/> |
| Events           | <input checked="" type="checkbox"/> |
| Display          | <input type="checkbox"/>            |
| Users            | <input checked="" type="checkbox"/> |
| Reports          | <input checked="" type="checkbox"/> |
| Monitor          | <input checked="" type="checkbox"/> |
| Space Mapping    | <input checked="" type="checkbox"/> |
| Opsman mobile    | <input type="checkbox"/>            |
| Dashboard        | <input checked="" type="checkbox"/> |
| Zone Cash        | <input checked="" type="checkbox"/> |
| Customer Support | <input checked="" type="checkbox"/> |
| Setup            | <input checked="" type="checkbox"/> |
| Admin            | <input checked="" type="checkbox"/> |

# CONFIGURING RATES & TIME LIMITS

- Passport's Rate Engine can handle the most complicated rate structures
- **Hyattsville has the autonomy to make rate changes.** The city will simply login to OpsMan, select "Create New Rate," and enter in all the details associated with the rate changes to be made
- Hyattsville can test & sign-off on rate structures prior to implementing changes

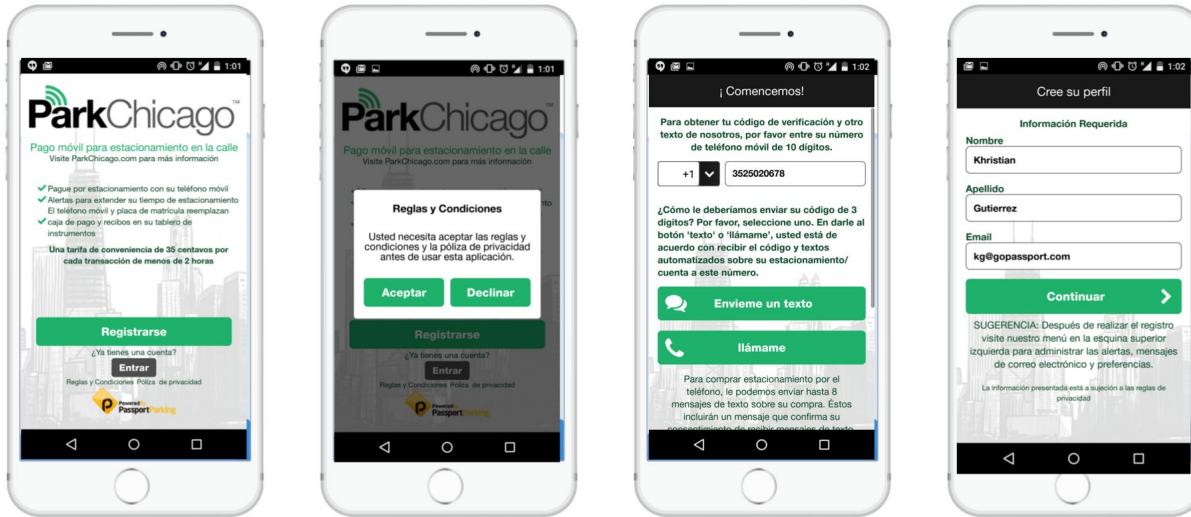
## Additional Rate Management Features:

- Zone Lockouts
- Zone Minimum/Maximum Space Lockouts
- Space Lockouts
- Progressive Rates
- Input Error Handling



# MULTI-LANGUAGE COMPATIBILITY

Any language can be added to the application suite. The application will detect the language to which the cellular phone is set and react accordingly.



Passport customer care and support is provided in English and Spanish.



# Implementation + Marketing

# PROVEN IMPLEMENTATION PLAN

## System Deliver » Marketing Installation » System Launch » Post Launch Service

Throughout the project, Hyattsville will have an Implementation Manager dedicated to supporting you.



### System Delivery

Complete the fully functional system within desired timeline, deliver the login credentials to Hyattsville for testing.

### Rollout Marketing

Design and approve marketing materials, create installation plan.

### System Launch

Passport on site for launch, training and technical support.

### Post Launch Service

Passport will oversee the launch and work with Hyattsville on all post launch follow up items and support.

# PROJECT MANAGEMENT

---



KICK OFF



ROLE ASSIGNMENT



MILESTONES



WEEKLY CALLS

---

**Kickoff Call:** High level conversation about deliverables, project management tools, and timeline.

**Role Assignment:** Determine points of contact for each phase of deployment.

**Milestones:** Outline key milestones and dates for project roll-out.

**Weekly calls:** Schedule weekly calls with designated points of contact to address questions and communicate updates.

# ONGOING MARKETING PLAN

| INCREASE AWARENESS      |                                                                                                                                                                                                                                                                                 | DRIVE UTILIZATION            |                                                                                                                                                                                                                    | SUSTAIN ACTION      |                                                                                                                                                             |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PUBLIC RELATIONS</b> | <ul style="list-style-type: none"> <li>• Initial press notification</li> <li>• Media tour</li> <li>• Launch press event</li> <li>• Launch press release</li> <li>• Organic content</li> </ul>  | <b>SIGNAGE</b>               | <ul style="list-style-type: none"> <li>• Update meter stickers</li> <li>• Update posted signage</li> <li>• Sidewalk graphics</li> </ul>                                                                            | <b>SOCIAL MEDIA</b> | <ul style="list-style-type: none"> <li>• Twitter handle/ Facebook page</li> <li>• Dedicated hashtag</li> <li>• Posts to City government accounts</li> </ul> |
| <b>DIGITAL CONTENT</b>  | <ul style="list-style-type: none"> <li>• Online content &amp; design resources for Hyattsville's website</li> </ul>                                                                                                                                                             | <b>PROMOTIONAL MATERIALS</b> | <ul style="list-style-type: none"> <li>• Flyers</li> <li>• Wallet cards</li> <li>• Coasters</li> <li>• Pull-up banners</li> </ul>                                                                                  |                     |                                                                                                                                                             |
|                         |                                                                                                                                                                                                                                                                                 | <b>PARTNERSHIP</b>           | <ul style="list-style-type: none"> <li>• Business community</li> <li>• Local merchants &amp; retailers (validations)</li> </ul>  |                     |                                                                                                                                                             |
|                         |                                                                                                                                                                                                                                                                                 | <b>DIRECT</b>                | <ul style="list-style-type: none"> <li>• Street team</li> </ul>                                                                                                                                                    |                     |                                                                                                                                                             |

# WHY PASSPORT?

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Passport is the leading full-service parking technology company and the only provider to offer both a mobile pay and citation management platform



Passport has developed and deployed the highest rated and easy to use mobile pay applications



Passport maintains PCI-DSS Level 1+ compliance



Passport is the only provider in the market that supports a dedicated Hyattsville or “closed” wallet

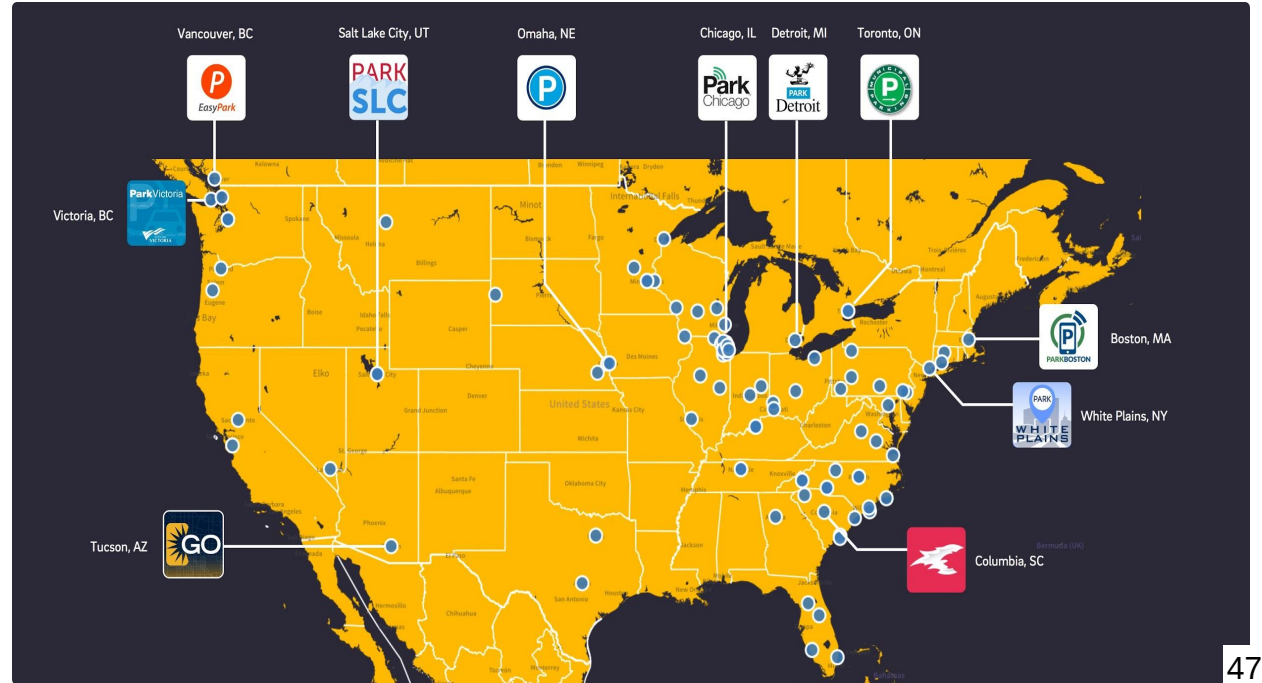
# PASSPORT FOOTPRINT

**MILLIONS**  
OF USERS SERVED

**48**  
N.A. STATES &  
PROVINCES

**220+**  
TOTAL CLIENTS

**115+**  
MUNICIPAL AGENCIES



# Thank You!

Please don't hesitate to contact us if you have more inquiries:



**Alexandra Wells**  
(704) 899-5084  
alex.wells@gopassport.com



**Conor Kelly**  
(704) 899-5302  
conor.kelly@gopassport.com



**Khristian Gutierrez**  
(704) 909-7181  
khristian.gutierrez  
@gopassport.com

URBAN MOBILITY  
SOLUTIONS



POWERED BY  
**Passport**



# CITY OF HYATTSVILLE

4310 Gallatin Street  
Hyattsville, Maryland 20781  
Phone: (301) 985-5000

## CITY COUNCIL AGENDA FORM

### TITLE: TYPE ITEM TITLE HERE

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             | 59-04-16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Agenda Section:       | Consent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Recommendation:       | I move that the Mayor and Council approve and appropriate funds from the FY16 Capital Improvements Budget for the purpose of NZI Construction to complete the Melrose Trail Project at a cost not to exceed \$28,000.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Department:           | Public Works                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Staff Contact:        | Lesley Riddle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Council Sponsor:      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Summary Background:   | <p>In 2014 construction began on the Melrose Park Trail Project. This project allows for pedestrian and bike access to the greater Anacostia Trail System. The first phase of this project was to remove the existing street, allow for ADA grading, installation of the asphalt path and removal of specific trees. The second phase of this project is to install the following:</p> <ul style="list-style-type: none"> <li>- a seating area with auditorium style venue</li> <li>- hand rail and concrete retaining wall</li> <li>- a large bio-retention area</li> <li>- fine grading</li> <li>- plantings</li> <li>- mulching</li> <li>- installation of a meadow planting</li> </ul> <p>We received a grant from Chesapeake Bay Trust for the landscape design and plantings. We will need additional funds to complete the fine grading, concrete work, and excavation of the bio-retention area. The proposal from NZI to complete this work will not exceed \$28,000.00.</p> |
| Next Steps:           | With Council approval the work will be scheduled for this spring.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Alternatives:         | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Fiscal Impact:        | Funds for this project will be appropriated from the Capital Improvement Projects budget.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Community Engagement: | A community planting is scheduled for this spring once the final construction work is completed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input checked="" type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br><input type="checkbox"/> Goal 5 – Strengthen the City’s Identity as a Diverse, Creative and Welcoming Community                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Legal Review:         | Complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|              |  |
|--------------|--|
| Attachments: |  |
|              |  |

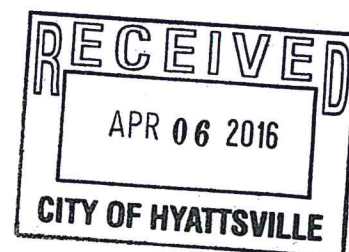


**CITY OF HYATTSVILLE**  
 4310 Gallatin Street  
 Hyattsville, Maryland 20781  
 Phone: (301) 985-5000

## CITY COUNCIL AGENDA FORM

### **TITLE: ACCEPTANCE AND APPROPRIATION OF GRANT FROM SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION**

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             | 60-04-16                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Agenda Section:       | Consent                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Recommendation:       | I move that the Mayor and Council accept and appropriate into the FY16 budget a grant from Southern Maryland Agricultural Development Corporation (SMADC) in the amount of \$1,000 for the purposes of supporting the Hyattsville Farmers Market.                                                                                                                                                                                                         |
| Department:           | Community Services                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Staff Contact:        | Jake Rollow                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Council Sponsor:      | At the Request of the City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Summary Background:   |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Next Steps:           |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Alternatives:         |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Fiscal Impact:        | \$1,000                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Community Engagement: |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input checked="" type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br><input type="checkbox"/> Goal 5 – Strengthen the City’s Identity as a Diverse, Creative and Welcoming Community |
| Legal Review:         | Not Applicable                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Attachments:          | SMADC Grant Award Letter                                                                                                                                                                                                                                                                                                                                                                                                                                  |



April 4, 2016

Eallarose Preston  
Hyattsville Farmers' Market  
4310 Gallatin Street  
Hyattsville, MD 20781

Dear Ms. Preston:

Enclosed is the signed grant agreement and check in the amount of \$1,000.00 to assist in marketing efforts for the Hyattsville Farmers' Market in 2015. We again took into account the actual amount spent on promotion in the 2015 season and the market sales figures. If all the grant money was spent on promotion, we then used the following formula to determine the amount of the grant.

| 2015 Market Sales    | SMADC Grant |
|----------------------|-------------|
| \$200,000 +          | \$2,000     |
| \$50,000 – \$199,999 | \$1,500     |
| less than \$50,000   | \$1,000     |

**We would like to remind you to keep using the road sign we gave when the farmers' market is open. Also, any printed materials, advertisements and press releases must acknowledge SMADC's support. Please keep in mind that this grant money should be used for promotional expenses only. It should not be used for insurance premiums, meeting expenses, etc.**

At the end of the 2016 market season, please send us a report as to how you used the funds and receipts. We hope this grant is of service to your market and wish you a successful market during the 2016 season.

Sincerely,

Christine L. Bergmark, PhD, Executive Director  
So. Maryland Agricultural Development Commission

Enclosure

**RETURN BY March 28, 2016**  
 FY 2016  
**ALTERNATIVE AGRICULTURE GRANT AGREEMENT**  
**TO PROMOTE FARMERS' MARKETS**

Upon submission, to the Southern Maryland Agricultural Development Commission (SMADC), P.O. Box 745, Hughesville, MD, 20637 of a signed agreement by the Market Representative, grant funds will be issued, based on the length of the market season and the registered number of vendors to:

MARKET NAME Hyattsville Farmers Market  
 MARKET REPRESENTATIVE Ellenrose Preston  
 ADDRESS 4310 Gallatin St, Hyattsville, MD 20781  
 PHONE NUMBER 301-985-5226

Grant recipient accepts the following conditions:

- A minimum of four farm vendors AND over 50% of the farm vendors are from Southern Maryland (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties).
- The market agrees to use the *So. Maryland, So Good* roadside sign or other promotional items at the market on all market days.
- Buy Local Challenge materials will be made available to markets and SMADC encourages your participation in the program.
- All printed materials, advertisements and press releases must acknowledge SMADC's support of the project.
- Grant funds will be used for costs incurred in promoting the above stated market (signs, posters, brochures, advertising, fliers and special events). Funds may not be used to pay salaries, office expenses or insurance premiums.
- The market is in compliance with any rules and/or regulations governing the operation of the market as recommended by MDA, Maryland Department of Health and Mental Hygiene and your local health department.
- Submit to SMADC, along with this agreement, a copy of all paid bills using 2015 grant funds, data showing the market's performance and a brief description or summary of the market's overall performance.

3/28/16  
 Date

3/30/16  
 Date

Ellenrose Preston  
 Market Representative

Christie A. Baskerville / cm  
 So. Maryland Agricultural Development Commission



## Council Agenda Form

|                                                                                 |                                                                                  |                |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------|
| <b>MOTION # 61-04-16</b>                                                        |                                                                                  | <b>DRAFT #</b> |
| <b>DATE SUBMITTED:</b><br>8/31/2016 (original),<br>2/28/2016 (current revision) | <b>DATE TO GO BEFORE COUNCIL:</b><br>3/7/2016 – Discussion<br>4/18/2016 - Action |                |
| <b>SUBMITTED BY: CM Joseph Solomon</b>                                          |                                                                                  |                |
| <b>DEPARTMENT: Hyattsville City Council, Hyattsville City Police Department</b> |                                                                                  |                |

**TITLE OF MOTION: Police Body Camera Implementation Requirements**

**RECOMMENDATION:**

**I move that the Mayor and Council adopt the Hyattsville Resolution on the Implementation and Use of Body Worn Cameras for the Hyattsville City Police Department.**

**Hyattsville Resolution on the Implementation and Use of Body Worn Cameras for the Hyattsville City Police Department**

*Whereas: The Maryland Commission Regarding the Implementation and Use of Body Cameras by Law Enforcement Officers has prepared recommendations to the Maryland Police Training Commission on the use of police body worn cameras; and*

*Whereas: The Maryland Police Training Commission has developed minimum standard recommendations for the use of police body worn cameras in section 3-511 of the Maryland Articles of Public Safety based upon the review of reports prepared by: The American Civil Liberties Union, The United States Department of Justice Community Oriented Police Services (COPS) Division, and U.S. Department of Justice Office of Justice Programs at the National Institute of Justice;*

*Whereas: Neither The Maryland Police Training Commission nor the Maryland Commission Regarding the Implementation and Use of Body Cameras has provided thorough guidelines on the technical and operational standards for protocols and procedures;*

*Now, therefore be it resolved that the Mayor and Council adopt the recommendations of The Maryland Police Training Commission as the minimum standard for the Hyattsville City Police Department body worn camera policy;*

*Be it further resolved that technical criteria for the purchase and implementation of police body worn cameras will be evaluated against standards provided by or similar to, but not limited to, those recommended by the Maryland Department of Information Technology and United Kingdom Home Office;*

*Be it further resolved that the Hyattsville City Police Department will be required to include a detailed report on its ability to meet State and technical recommendations in its implementation of the Hyattsville police body worn camera program to the Hyattsville City Council;*

*Be it further resolved that the Mayor and Council mandate the implementation of body worn cameras for all patrol officers by the year 2020.*

**BACKGROUND:**

The Hyattsville City Police Department began a Body Worn Cameras (BWCs) pilot program in November 2013. The Department was one of several agencies in the State to be included in a grant program sponsored by the Local Government Insurance Trust (LGIT). The City received 30 BWCs at no cost from LGIT. Policies and procedures were developed and approved by the City Attorney before the BWCs were deployed.

After 15 months of operation, it is the opinion of the Command Staff that the BWC program is a good tool to improve police services and build community trust thru enhanced transparency. Unfortunately, the pilot model of BWCs is problematic. It needs improvements in the area of reliability and video security. A better quality camera is needed.

Hyattsville City Council approved the request and added funding in the FY2016 budget for the procurement of new body cameras.

As determined by the U.S. Department of Justice Office of Justice Programs at the National Institute of Justice, a major issue with the use of BWCs is a lack of technical standards and operational standards for protocols and procedures. Without such standards in place, law enforcement practitioners lack adequate information to select the proper system that meets their requirements. The interoperability between systems and associated software also requires a set of standards. Further, such standards are instrumental in ensuring that evidence gathered from BWCs meets courtroom standards. The currently Maryland State Guidelines do not include reference to any such technical standards.

**ANTICIPATED STAFF RESOURCES REQUIRED TO IMPLEMENT:**

Hyattsville City Police Department

**CITY ADMINISTRATOR / DEPARTMENT DIRECTOR COMMENT:** (must be approved by City Administrator): This action is supportable. Full implementation is currently planned for FY2017.

---

**Tracey E. Nicholson, City Administrator**

**STRATEGIC GOALS AND ACTIONS:**

Action 2.2- Invest in, and manage City infrastructure including streets, sidewalks and public facilities

Action 3.1 – Enhance safety and security in public places including residential neighborhoods, parks and commercial corridors

Action 3.3 – Provide effective, responsive, data-driven safety information and services.

Action 3.6 - Ensure a professionally managed, staffed, and equipped police force trained and prepared to protect and serve residents and the community.

Action 4.1 – Provide exceptional customer service

Action 4.3 – Ensure policies, procedures, and practices meet or exceed accredited or nationally recognized standards.

**SUPPORTING DOCUMENTATION:**

1. UK Home Office Body-worn Video Technical Guidance
2. State of Maryland Department of Information Technology Body Camera Specifications

3. ACLU - Police Body-Mounted Cameras
4. The Harvard Black Law Students Association - Independent Lens
5. COPS - Recommendations and Lessons Learned
6. Harvard Law Review - Considering Police Body Cameras
7. Maryland Commission Regarding the Implementation of Use of Body Camera's By Law Enforcement Officers Materials - <http://goccp.maryland.gov/bodycameras/documents/body-cameras-materials-20150901.pdf>
8. Maryland Commission Regarding the Implementation of Use of Body Camera's By Law Enforcement Officers Final Report - [http://goccp.maryland.gov/bodycameras/documents/Body\\_Camera\\_Commission\\_FINAL.pdf](http://goccp.maryland.gov/bodycameras/documents/Body_Camera_Commission_FINAL.pdf)
9. MCR Working Document - <http://goccp.maryland.gov/bodycameras/documents/bodycameras-workingdocument.pdf>
10. MCR – Meeting August - <http://goccp.maryland.gov/bodycameras/documents/body-cameras-materials-20150804.pdf>
11. MCR – Meeting September - <http://goccp.maryland.gov/bodycameras/documents/body-cameras-materials-20150901.pdf>

**CURRENT YEAR BUDGET IMPACT:**

**A Resolution Concerning the Implementation and Use of Body Worn Cameras for the Hyattsville City Police Department**

A RESOLUTION concerning the Implementation and Use of Body Worn Cameras for the Hyattsville City Police Department

WHEREAS, the Maryland Commission Regarding the Implementation and Use of Body Cameras by Law Enforcement Officers has prepared recommendations to the Maryland Police Training Commission on the use of police body worn cameras; and

WHEREAS, the Maryland Police Training Commission has developed minimum standard recommendations for the use of police body worn cameras in section 3-511 of the Maryland Articles of Public Safety based upon the review of reports prepared by: The American Civil Liberties Union, The United States Department of Justice Community Oriented Police Services (COPS) Division, and U.S. Department of Justice Office of Justice Programs at the National Institute of Justice;

WHEREAS, neither The Maryland Police Training Commission nor the Maryland Commission Regarding the Implementation and Use of Body Cameras has provided thorough guidelines on the technical and operational standards for protocols and procedures;

NOW, THEREFORE, BE IT RESOLVED that the Mayor and Council adopt the recommendations of The Maryland Police Training Commission as the minimum standard for the Hyattsville City Police Department body worn camera policy;

BE IT FURTHER RESOLVED that technical criteria for the purchase and implementation of police body worn cameras will be evaluated against standards provided by or similar to, but not limited to, those recommended by the Maryland Department of Information Technology and United Kingdom Home Office;

BE IT FURTHER RESOLVED that the Hyattsville City Police Department will be required to include a detailed report on its ability to meet State and technical recommendations in its implementation of the Hyattsville police body worn camera program to the Hyattsville City Council;

BE IT FURTHER RESOLVED that the Mayor and Council mandate the implementation of body worn cameras for all patrol officers by the year 2020.

READ AND PASSED THIS 18<sup>th</sup> day of April, 2016.

BY ORDER: Mayor Candace B. Hollingsworth, I hereby certify that Resolution Number 2016-02 is true and correct and duly adopted by the City Council of Hyattsville.

ATTEST/WITNESS:

City of Hyattsville

---

Laura Reams, City Clerk

---

Candace B. Hollingsworth, Mayor



# CITY OF HYATTSVILLE

4310 Gallatin Street  
Hyattsville, Maryland 20781  
Phone: (301) 985-5000

## CITY COUNCIL AGENDA FORM

### TITLE: LETTER OF SUPPORT FOR PYRAMID ATLANTIC ARTS CENTER

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             | 62-04-16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Council Meeting Date: | April 18, 2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Agenda Section:       | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Recommendation:       | I move that the Council authorize the Mayor to provide a letter in support of Pyramid Atlantic Arts Center's Community Impact Grant application request of \$50,000 to the Prince George's County Redevelopment Authority.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Department:           | Community & Economic Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Staff Contact:        | Jim Chandler                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Council Sponsor:      | Hollingsworth, Lawrence, Ward                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Summary Background:   | <p>Pyramid Atlantic Arts Center is pursuing grant funding from the Prince George's County Redevelopment Authority to assist with the redevelopment costs for the Arcade at 4318 Gallatin Street. The Redevelopment Authority requires a letter of support from the City of Hyattsville to accompany the Community Impact Grant application submitted by Pyramid Atlantic Arts Center on or before April 19th.</p> <p>Community Impact Grants must be used for capital purposes such as the purchase of equipment and materials and cannot be used for operations, salaries or personnel. Proposed projects must fall into one of two categories: Neighborhood Beautification or Environment or Natural Resources and Sustainability. Grants can only be used for capital expenses related to the implementation of a community based project.</p> |
| Next Steps:           | The City will submit a letter of support to submit to the Prince George's County Redevelopment Authority                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Alternatives:         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Fiscal Impact:        | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Community Engagement: |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br><input type="checkbox"/> Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community                                                                                                                                                                                                                                                                                                                                                                                                    |
| Legal Review:         | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Attachments:          | <ul style="list-style-type: none"> <li>• Memorandum: April 14, 2016</li> <li>• Written request from Pyramid Atlantic Arts Center – April 14, 2016</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



PYRAMID ATLANTIC ART CENTER

**BOARD OF DIRECTORS**

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Chase DeForest  
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The Honorable Sheila Hixson  
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[pyramidatlanticartcenter.blogspot](http://pyramidatlanticartcenter.blogspot)

April 14, 2016

Mr. Jim Chandler  
Assistant City Administrator and  
Director, Community & Economic Development  
City of Hyattsville  
4310 Gallatin Street  
Hyattsville, Maryland 20781

Dear Mr. Chandler,

I am writing to you to request a letter of support for our grant application to the Prince Georges County Redevelopment Authority. We are applying for funds for the Arcade build out project. This is a joint application between Pyramid Atlantic Art Center and partners Neighborhood Design Center & Anacostia Trails & Heritage Area.

The Redevelopment Authority of Prince George's County requests that we provide written approval of our proposal from the Town/City Council if the project area is within a municipality.

Thank you for your consideration of this request

Sincerely,

Jose Dominguez  
Executive Director



# Memo

To: Mayor and Council  
From: Jim Chandler, Director, Community & Economic Development  
CC: Tracey E. Nicholson, City Administrator  
Date: April 14, 2016  
Re: Letter of Support for Pyramid Atlantic Arts Center

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Pyramid Atlantic Arts Center is pursuing grant funding from the Prince George's County Redevelopment Authority to assist with the redevelopment costs for the Arcade at 4318 Gallatin Street. The Redevelopment Authority requires a letter of support from the City of Hyattsville to accompany the Community Impact Grant application submitted by Pyramid Atlantic Arts Center on or before April 19th.

Community Impact Grants must be used for capital purposes such as the purchase of equipment and materials and cannot be used for operations, salaries or personnel. Proposed projects must fall into one of two categories; Neighborhood Beautification or Environment or Natural Resources and Sustainability. Grants can only be used for capital expenses related to the implementation of a community based project.

The provision of a letter of support to assist with costs for redevelopment of the Arcade is consistent with the terms of the development and lease agreements between the City and Pyramid Atlantic. The staff believes it is in the best interest of both organizations for the City to provide a letter of support.



## Council Agenda Form

|                                     |                                                                                  |                |
|-------------------------------------|----------------------------------------------------------------------------------|----------------|
| <b>MOTION #</b>                     |                                                                                  | <b>DRAFT #</b> |
| <b>DATE SUBMITTED:</b><br>8-31-2015 | <b>DATE TO GO BEFORE COUNCIL:</b><br>1/4/16 - Discussion<br>4/18/16 - Discussion |                |
| <b>SUBMITTED BY:</b> Paschall       |                                                                                  |                |
| <b>DEPARTMENT:</b> Human Resources  |                                                                                  |                |

**TITLE OF MOTION:** Paid Family Medical Leave for City Employees

**RECOMMENDATION:**

*I move that the Mayor and Council direct the City Administrator to create and implement a policy allowing city employees 6 weeks' paid time off for family and life events that qualify for Family and Medical Leave Act benefits.*

**BACKGROUND:**

The federal Family and Medical Leave Act allows individuals the right to take up to 12 weeks unpaid time off upon the occurrence of a qualifying life or family event, such as a major medical issue affecting the employee or an employee's family member, or the birth or adoption of a child. Federal law requires that the employee be given the option to take the time unpaid, and that their job is held for them to return to and they are not penalized for their absence.

Federal law lags behind some states and many other countries by not allowing the time off to be paid. For many families, fiscal realities dictate that the employee return to work as soon as possible, often leaving difficult home situations for the care of a loved one or child.

Allowing city employees to take up to 6 weeks' paid time off for a qualifying FMLA event will increase employee retention, saving long-term costs on the process of hiring and retaining employees. Moreover, establishing this policy will make Hyattsville a leader in the community by sending a clear message to colleague jurisdictions and to businesses in Hyattsville that the City supports working families.

Under this policy, employees should be allowed to take 6 weeks' paid time off, in addition to any sick, vacation, or other accrued paid time off that they choose, up to the federal FMLA allotted time of 12 weeks for each qualifying event. Restrictions on the frequency of taking FMLA leave will continue to follow the standards established by federal law.

**ANTICIPATED STAFF RESOURCES REQUIRED TO IMPLEMENT:**

**CITY ADMINISTRATOR / DEPARTMENT DIRECTOR COMMENT:** (must be approved by City Administrator): This action and program can be supported and will be a benefit to employees. While we estimate 34,000 annually, the actual financial impact is difficult to assess as costs will be based on usage, operational impact, cost of replacement personnel or overtime, and duration of leave each year.

\_\_\_\_\_  
Tracey E. Nicholson, City Administrator

|                              |
|------------------------------|
| STRATEGIC GOALS AND ACTIONS: |
| SUPPORTING DOCUMENTATION:    |
| CURRENT YEAR BUDGET IMPACT:  |



# Memo

To: Mayor and Council  
From: Vivian Snellman, Director Human Resources  
Thru: Tracey E. Nicholson, City Administrator  
Date: April 14, 2016  
Re: Paid Family Medical Leave for Employees

---

Council member Paschall submit a motion to direct the City Administrator to implement a policy that would allow city employees 6 weeks' paid time off for family and life events that qualify under the provisions of the Family and Medical Leave Act (FMLA).

The federal Family and Medical Leave Act is a job protection act that allows individuals the right to take up to 12 weeks of unpaid time off upon the occurrence of a qualifying life or family event, such as a major medical issue affecting the employee or an employee's family member, or the birth or adoption of a child. Federal law requires the employee be given the option to take unpaid time off and that their job be held for them (or one nearly identical to it) without penalty as it relates to hiring, promotion or discipline. This job protection is intended to lessen the stress that an employee may otherwise feel if forced to choose between work and family during a serious medical situation. For many families, fiscal realities dictate that the employee return to work as soon as possible, often leaving difficult home situations that would have otherwise required their presence.

Unpaid FMLA is currently offered to eligible employees for up to 12 weeks. In addition, City employees currently earn up to 12 days sick leave per year and up to 21 days of annual leave per year based on length of service. The City Administrator may also grant 15 days of administrative leave. Under the proposed policy, employees would be permitted to take up to 6 weeks paid time off, in addition to using any sick, annual, or donated leave. This program as presented will provide an additional benefit to City employees as they would be placed on FMLA leave up to 12 weeks maximum which can run concurrently with the 6 weeks of paid leave.

If approved, all eligibility provisions and qualifying events under the FMLA would be followed. In a review of our records for calendar years 2014 and 2015, fifteen (15) employees were eligible under the FMLA provisions however only nine (9) applied for coverage. While the cost to implement this program cannot be accurately assessed, we believe a fair estimate of the potential cost for 6 weeks of paid leave based on 5 mid-range salary employees per year would be approximately \$34,000 annually. The actual cost to execute the program would be based on usage, operational impact, cost of temporary replacements (if required), overtime, and the duration of leave.

**Update:** The City Administrator was asked to investigate the possibility of considering a Short Term Disability Benefit as an alternative to paid leave. The HR Director met with two Companies, Benefits by Choice and AFLAC. Both were asked to provide a proposal on short term disability. Specifically, 50%, 75% or 100% of pay continuation and cost if employer paid, employee paid, or a shared cost of 50/50 for 6 or 12 weeks. As a satellite organization of the State of Maryland, the Director of HR also made contact with State's Benefits Director, who was advised that the State has no plans in place to consider any short term disability programs.

Benefits by Choice, a provider of employee benefits for over 20 years, reviewed our current leave policy and demographics and declined to submit a proposal for short term disability under a qualifying FMLA event. They stated that their research could not come up with an existing product in the industry and it would be very difficult to underwrite since there is no way to quantitatively measure the risk. In addition, the premiums would most likely be cost prohibitive.

AFLAC currently offers disability coverage to our employees through a private policy but with City pay rolled deductions. They are preparing a proposal for Short Term Disability coverage and are scheduled to meet with us to share their proposal. **Note:** AFLAC ordinarily covers illness or injury to the employee only. Family member support as proposed in the motion is not offered through AFLAC.

If the motion is approved and the program is implemented, the City will provide a program assessment and evaluation, as well as budgetary impact, to the Mayor and Council during the annual budget process each Fiscal Year.



## CITY OF HYATTSVILLE

4310 Gallatin Street  
Hyattsville, Maryland 20781  
Phone: (301) 985-5000

### CITY COUNCIL AGENDA FORM

#### **TITLE: PRINCE GEORGE'S PLAZA BRANDING & MARKETING STRATEGY**

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion #:             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Council Meeting Date: | 4/18/2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Agenda Section:       | Discussion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Recommendation:       | Discussion Only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Department:           | Community & Economic Dev.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Staff Contact:        | Jim Chandler                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Council Sponsor:      | At the request of the City Administrator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Summary Background:   | The Maryland-National Capital Parking & Planning Commission is finalizing an update to the Prince George's Plaza Transit District Development Plan (TDDP) with the adoption of the Plan scheduled for June/July 2016. One of the central actionable recommendations included in the document is a branding and marketing effort intended to better reflect the current and future built-environment and vision for the Transit District. The County is committed to funding the majority of costs for hiring a firm to develop a brand and marketing strategy and is requesting that the City contribute to a portion of the total project costs. A full memorandum providing additional details is attached to this agenda item. |
| Next Steps:           | Staff is requesting this item be scheduled for Action on May 2, 2016.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Alternatives:         | Funding for this project is available and committed to this effort in the County, Prince George's County EDC and M-NCPPC FY2016 Budgets.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Fiscal Impact:        | Funding for this proposed project is included in the proposed FY2017 City budget                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Community Engagement: | A series of community engagement sessions will be included in the contracted scope of services.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Strategic Goals:      | <input type="checkbox"/> Goal 1 – Ensure Transparent & Accessible Governance<br><input checked="" type="checkbox"/> Goal 2 – Ensure the Long-Term Economic Viability of the City<br><input type="checkbox"/> Goal 3 – Promote a Safe & Vibrant Community<br><input type="checkbox"/> Goal 4 – Foster Excellence in all City Operations<br>Goal 5 – Strengthen the City's Identity as a Diverse, Creative and Welcoming Community                                                                                                                                                                                                                                                                                                  |
| Legal Review:         | Pending                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Attachments:          | Memorandum: April 13, 2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



# Memo

To: Mayor and Council

From: Jim Chandler, Assistant CA, Director, Community & Economic Development

CC: Tracey Nicholson, City Administrator  
Ron Brooks, City Treasurer

Date: April 13, 2016

Re: Prince George's Plaza Branding & Marketing Strategy

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The purpose of this memorandum is to advise the Mayor and City Council on a proposed joint effort to develop a branding and marketing strategy for the Prince George's Plaza Transit District.

## Summary

The Maryland-National Capital Parking & Planning Commission is finalizing an update to the Prince George's Plaza Transit District Development Plan (TDDP) with the adoption of the Plan scheduled for June/July 2016. One of the central actionable recommendations included in the document is a branding and marketing effort intended to better reflect the current and future built-environment and vision for the Transit District. We anticipate the effort to rename the area will be similar to other notably successful efforts including NoMA in DC (North of Massachusetts) and Pike & Rose in North Bethesda. The strategy will serve as the first phase of rebranding the area and include:

- Name development
- Logo
- Signage Concept Development
- Community Stakeholder/Neighborhood Workshops

The second phase of the strategy will focus on the design of physical improvements and signage.

The County is committed to funding the majority of costs for hiring a firm to develop a brand and marketing strategy at a cost of \$75,000 and is requesting that the City contribute \$10,000 to a portion of the total project costs. The project funds would be managed by the Prince George's County Economic Development Corporation (EDC) and the project roles and responsibilities would be defined through a joint Memorandum of Understanding with each public agency.

Funding for this effort is requested in the FY2017 Community & Economic Development budget and it is the Director's request that the Council authorize the City's approval of an MOU to participate in this effort. The MOU has not been drafted but will be provided to the City Council for consideration when the item is presented for approval. It is my professional opinion that the City's participation in this strategy is critical to fostering the long-term economic success of the City.

## **Main City Calendar for April 19 – 30, 2016**

### **Weekly Program Offerings**

#### **Creative Minds Parent-Child Program**

Tuesdays and Thursdays, 10:00 AM @ Magruder Recreation Center

#### **Ageless Grace Senior Exercise Classes**

Wednesdays and Fridays, 10:00 AM @ the City Administration Building

### **City Calendar: April 19-30, 2016**

#### **Planning Committee Meeting**

April 19, 7:30 PM - 9:30 PM @ City Municipal Building

#### **Code Compliance Advisory Committee Meeting**

April 20, 7:00 PM - 9:00 PM @ City Municipal Building

#### **Police and Public Safety Advisory Committee Meeting**

April 20, 7:30 PM @ First United Methodist Church

#### **Teen Advisory Committee Meeting**

April 21, 5:00 PM @ Prince George's Plaza Community Center

#### **Community Yard Sale, April 22<sup>nd</sup> – 23<sup>rd</sup>, All Day, City-wide**

To register for the yard sale, call 301-985-5000 by 5:00 PM on Wednesday, April 20<sup>th</sup>. A map of locations will be available on the City website on Thursday, April 21<sup>st</sup>.

#### **Mary Prangle Bulk Trash Cleanup Day**

April 23, All Day, City-wide

#### **Movin with the Mayor – Ageless Grace Seated Chair Exercise with Victoria Moss**

April 23, 1:00 PM - 2:00 PM @ Municipal Building, 1<sup>st</sup> Floor Multipurpose Room

#### **Residential Parking Zone Committee Meeting**

April 26, 7:00 PM – 9:00 PM @ City Municipal Building

#### **City Council Public Hearing: FY17 Real Property Tax Rate**

April 27, 7:00 PM - 8:00 PM @ 3rd Floor, Council Chambers

The purpose of the public hearing is to hear input from residents and community stakeholders on the proposed FY17 real property tax rate of \$0.63 of \$100 assessed value. It is anticipated that the Council will set the FY17 tax rate during this hearing.

#### **Special Council Meeting: FY17 Budget**

April 27, 8:00 PM - 10:00 PM @ 3rd Floor, Council Chambers

#### **Education Advisory Committee Meeting**

April 28, 6:30 PM – 8:00 PM @ City Municipal Building

## **Main City Calendar for April 19 – 30, 2016**

### **Electronics Recycling Drop-off**

April 30, All Day @ Department of Public Works, 4633 Arundel Place

### **Call-A-Bus Shopping Trips**

- April 19, 11:00 AM - 1:00 PM @ Shoppers/Price Rite
- April 21, 11:00 AM - 1:00 PM @ Safeway/Aldi's
- April 25, 11:00 AM - 1:00 PM @ Giant

***Please call 301.985.5020 to reserve your seat for Call-a-Bus trips.***

| Prev                                             |                                                                              | April ▼                                                                                              | Next                                                                                                          | 2016 ▼                                                                             | Expand All Events                                                                           |                                                                                                                                                           |
|--------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sunday                                           | Monday                                                                       | Tuesday                                                                                              | Wednesday                                                                                                     | Thursday                                                                           | Friday                                                                                      | Saturday                                                                                                                                                  |
| 27                                               | 28                                                                           | 29                                                                                                   | 30                                                                                                            | 31                                                                                 | 01                                                                                          | 02                                                                                                                                                        |
| 03                                               | <b>04</b><br>Seniors on the Move - Free Movie Monday<br>City Council Meeting | <b>05</b><br>Creative Minds<br>Call-A-Bus Grocery Trips<br>Board of Supervisors of Elections Meeting | <b>06</b><br>Environment Committee Meeting                                                                    | <b>07</b><br>Creative Minds<br>Call-A-Bus Grocery Trips<br>Teen Advisory Committee | <b>08</b>                                                                                   | <b>09</b>                                                                                                                                                 |
| 10                                               | <b>11</b><br>Call-A-Bus Grocery Trips                                        | <b>12</b><br>Creative Minds                                                                          | <b>13</b><br>City Council Budget Work Session                                                                 | <b>14</b><br>130th Anniversary Festival Carnival                                   | <b>15</b><br>130th Anniversary Festival Carnival<br>130th Anniversary Festival - Teen Dance | <b>16</b><br>130th Anniversary Parade<br>130th Anniversary Festival Carnival                                                                              |
| <b>17</b><br>130th Anniversary Festival Carnival | <b>18</b><br>City Council Meeting                                            | <b>19</b><br>Creative Minds<br>Call-A-Bus Grocery Trips<br>Planning Committee                        | <b>20</b><br>Code Compliance Advisory Committee Meeting<br>Police & Public Safety Advisory Committee          | <b>21</b><br>Creative Minds<br>Call-A-Bus Grocery Trips<br>Teen Advisory Committee | <b>22</b><br>Community Yard Sale                                                            | <b>23</b><br>Community Yard Sale<br>Mary Prangle Bulk Trash Cleanup Day<br>Movin' With The Mayor - Ageless Grace Seated Chair Exercise With Victoria Moss |
| <b>24</b><br>Community Yard Sale                 | <b>25</b><br>Call-A-Bus Grocery Trips                                        | <b>26</b><br>Creative Minds<br>Residential Parking Zone Committee Meeting                            | <b>27</b><br>City Council Public Hearing: FY17 Real Property Tax Rate<br>Special Council Meeting: FY17 Budget | <b>28</b><br>Creative Minds<br>Education Advisory Committee Meeting                | <b>29</b>                                                                                   | <b>30</b><br>Electronics Recycling Drop-Off                                                                                                               |