

MEMORANDUM

April 17, 2013

TO: Planning, Housing, and Economic Development (PHED) Committee

FROM: Marlene Michaelson, Senior Legislative Analyst

SUBJECT: FY13 Operating Budget for Urban Districts

Those expected for this worksession:

Ken Hartman, Director, BCC Regional Services Center
Reemberto Rodriquez, Director, Silver Spring Regional Services Center
Ana Lopez van Balen, Director, Mid-County Regional Services Center
Joe Callaway, Manager, Wheaton Urban District
Helen Vallone, Senior Management and Budget Specialist, OMB
Brady Goldsmith, Management and Budget Specialist, OMB

The Executive's recommendations for the Urban Districts are attached at © 1 to 6. FY14-FY19 Fiscal Plans for the Urban Districts are on © 7 to 9. Responses to Council staff questions are attached on © 11 to 15. Urban Districts were created to promote public interest activities that benefit residential and commercial interests in particular communities. Urban Districts are intended to enhance safety and security, promote economic stability and growth and a sense of community identity, ensure adequate infrastructure, foster a dynamic social and business climate, and ensure that communities are maintained in a clean and attractive manner. The County's three Urban Districts are in Bethesda, Silver Spring, and Wheaton. The Bethesda Urban District is run by an Urban District corporation, the Bethesda Urban Partnership (BUP). The Silver Spring and Wheaton Urban Districts are managed by the respective Regional Centers.

BUDGET OVERVIEW

For FY14, the Executive recommends total expenditures of \$7,972,389 for the 3 Urban Districts, a \$327,537 or 4.3% **increase** from the FY13 approved budget. Not included in this amount are Silver Spring Urban District expenditures of \$387,860 and 8.0 FTEs that are charged to the Capital

Improvements Program (CIP) for the Silver Spring Transit Center (CIP project #509974), which is expected to end once the project is completed. Also not included are \$104,703 and 6,000 hours that are charged to the Silver Spring Parking Lot District for enhanced security by Clean and Safe Team's members in parking lots and garages. Both charges are unchanged from FY13.

URBAN DISTRICT EXPENDITURES AND WORKFORCE					
	FY12 Actual	FY13 Budget	FY13 Estimated	FY14 CE Rec.	% Change FY13-FY14
Urban District Expenditures	7,186,391	7,644,852	7,510,694	7,972,389	4.3%
Positions:					
Full time	31	31	31	31	0.0%
Part time	1	1	1	1	
WORKYEARS	52	55.32	55.32	55.02	-0.5%

The following chart displays the budget for the three Urban Districts, broken down by personnel and operating costs. Most of the Bethesda Urban District's costs are operating expenses due to the BUP contract.

Summary of Urban District Expenditures by Category					
Urban District	FY12 Actual	FY13 Budget	FY13 Estimate	FY14 CE Rec.	% change FY13-14
Bethesda					
Personnel Costs	111,948	120,416	121,868	127,108	5.6%
Operating Expenses	3,258,453	3,296,470	3,295,018	3,386,288	2.7%
Total Expenses	3,370,401	3,416,886	3,416,886	3,513,396	2.8%
Silver Spring					
Personnel Costs	1,540,824	1,793,273	1,724,753	1,824,876	1.8%
Operating Expenses	903,496	909,204	909,204	1,055,167	16.1%
Total Expenses	2,444,320	2,702,477	2,633,957	2,880,043	6.6%
Wheaton					
Personnel Costs	995,115	1,062,903	997,265	1,090,548	2.6%
Operating Expenses	376,555	462,586	462,586	488,402	5.6%
Total Expenses	1,371,670	1,525,489	1,459,851	1,578,950	3.5%

The increase in the Silver Spring Urban District operating expenses are due to new trash and recycling receptacles and disposal stations for pet waste, discussed below.

Programs

The Urban Districts operate 6 programs. The change in funding for each is shown below.

Expenditure/Workyear Changes in Urban District Programs						
Program	Expenditures		Workyears		% change \$	% change workyears
	FY13	FY14	FY13	FY14		
Promotion of Community and Business Activities	1,195,884	1,216,275	0.9	0.9	1.7%	-
Sidewalk Repair	143,969	143,969	0.0	0.0	-	-
Streetscape Maintenance	3,239,749	3,412,903	27.55	27.3	5.3%	-1.1%
Tree Maintenance	115,810	115,810	0.0	0.0	0.0%	-
Enhanced Security	1,209,999	1,230,390	23.6	23.6	1.7%	0.0%
Administration	1,739,441	1,853,042	3.3	3.3	6.5%	0.0%
Total	7,644,852	7,972,389	55.32	55.02	4.3%	-0.5%

EXPENDITURE ISSUES

The Executive's budget proposes only minimal changes in all three service districts. Other than compensation, benefit, and rent adjustments, the only changes proposed for FY14 are operating budget costs associated with recycling, trash, and pet waste receptacles for the Silver Spring Urban District.

Each of the Urban District budgets includes funding for trash collection. Bethesda and Wheaton received outside funding for recycling bins (Bethesda Green for Bethesda and a Community Legacy Grant and Wheaton Green in Wheaton) and this budget provides funding for recycling receptacles in Silver Spring. It also introduces pet waste stations, since pet waste has become a growing problem in Silver Spring and the subject of common complaints.

In addition, the Council received requests for increases in funding for the Wheaton Urban District from the Wheaton Urban District Advisory Committee (see © 16 to 17), and the Council President has also recommended adding each of these items. Staff understands that the Executive Branch plans to consider lighting retrofits to allow all Urban Districts to become Dark-Sky compliant and Staff recommends deferring consideration of a Wheaton specific approach at this time, with the goal of reexamining this issue for all Urban Districts as part of the FY15 budget. Given the Council's interest in supporting redevelopment, Staff supports additional measures to help enhance the image and marketing for Wheaton. However, the General Fund already provides a subsidy to the Wheaton Urban District (a \$1.2 million transfer for non-baseline services) and therefore any addition to the Wheaton Urban District would require General Fund dollars. Staff recommends that the Committee ask Urban District Staff which of the items would provide the greatest benefit for Wheaton and consider placing those on the reconciliation list.

Council staff recommends approval of the Executive recommended budget, with the addition of some further improvements to the Wheaton Urban District to be added to the reconciliation list.

REVENUE ISSUES

On the revenue side, Urban Districts are funded from a combination of sources, including Urban District taxes, transfers from the Parking Lot District (PLD), General Fund transfers, and maintenance charges for enhanced services. A table showing the proposed FY14 funding sources for Urban Districts appears below. The proceeds from either the Urban District tax or parking fees transferred into an Urban District Fund must not exceed 90 percent of their combined total. In addition, the transfer from the Parking Lot District must not exceed the number of parking spaces in the Urban District times the number of enforcement hours per year times 20 cents. After the Transportation, Infrastructure, Energy and Environment (T&E) Committee reviews the Parking Lot District rates on April 26, Staff will determine whether there is any opportunity to increase the Parking Lot District contributions to any of the Urban Districts. Urban District fund calculations from the FY13-18 Fiscal Plan are attached on © 7 to 9. A table showing the change in funding for each Urban District from FY13 to FY14 is attached on © 10.

FY14 URBAN DISTRICT FUNDING SOURCES			
Funding Source	Bethesda	Silver Spring	Wheaton
Beginning Fund Balance	90,429	70,487	65,550
Revenues			
Urban District Tax	450,080	631,314	148,519
Charges for services for enhanced services	150,000	134,000	0
Investment Income	0	0	0
Interfund Transfers			
Transfer to the General Fund for indirect costs*	-19,940	-286,320	-171,110
Transfer from the General Fund for baseline services	0	0	76,090
Transfer from the General Fund for non-baseline services	0	0	1,208,000
Transfer from Parking Lot District	2,932,000	2,405,000	292,320
Total Resources	3,602,569	2,954,481	1,619,369
CE Recommended Operating Budget	-3,416,886	-2,880,043	-1,578,950
Projected FY10 year end fund balance	89,173	74,438	40,419
End of year reserves as a % of resources	2.5%	2.5%	2.5%
*Indirect costs are calculated by formula to cover the costs for services provided to the Urban Districts by centralized County functions such as Human Resources, Management and Budget, County Attorney, etc. As with other special funds, indirect costs are transferred from the Urban District funds to the General Fund.			

Urban District Tax Rate: The Executive is proposing no tax rate changes for the Urban Districts from FY13 to FY14. The recommended tax rates are shown in the table below.

Urban District	Real Property	Personal Property
Bethesda	.012	.030
Silver Spring	.024	.060
Wheaton	.030	.075

Increases in the assessable base for real property in each district will result in small increases in Urban District tax revenues. In the Silver Spring Urban District, transfers from the Parking Lot District will increase by \$873,000 (57%) as Parking Lot District Revenues are used to replace the large fund balance available in FY13. In Bethesda, they will increase by \$117,000 (4%); and in Wheaton they remain the same. A table comparing all of the funding sources for each Urban District from FY12 to FY13 appears on © 10.

Transfers from the General Fund: Several years ago, the Council defined “baseline services” for Urban Districts: those services that would routinely be funded by the County’s General Fund if there were no Urban Districts. The idea was that the special revenues in each Urban District Fund (Urban District taxes, Parking Lot District transfers, and investment income) were to provide for certain services *above and beyond* what would normally be covered by the General Fund. The baseline services included street sweeping three times each week, twice weekly trash pickup, litter collection between two and five times each week, semi-annual cleaning of brick pavers, monthly mowing, tree pruning on an optimal cycle, and regular streetlight maintenance.

Using a formula based on costs at that time, the “baseline service” target level was established for the three districts. The goal was to use each Urban District’s General Fund baseline transfer as the starting point for building the rest of its budget. This objective often has not been met due to fiscal exigencies. For example, for the past several years, the Bethesda Urban District usually has had sufficient resources from its Urban District tax and Parking Lot District transfer, and the Council has used the funding “due” to Bethesda to fund other needs in the General Fund portion of the budget. The baseline service cost to Wheaton is set at \$76,090. In addition, the Wheaton Urban District receives “non-baseline” transfers from the General Fund to provide funding for services not covered by Urban District taxes or the Parking Lot District.

For FY13, Wheaton was the only Urban District to receive transfers from the General Fund. The other Urban Districts funded all services through a combination of other sources. For FY14, the situation will remain the same. In the Wheaton Urban District, the baseline transfer from the General Fund will remain the same, while the non-baseline transfer will increase by \$246,000 or 25.6% to replace the large fund balance available in FY13. The table below shows the estimated baseline service costs, the total FY14 resources, and the amounts of the Wheaton General Fund transfers.

Urban District	Baseline Transfer	Non-baseline Transfer	Total General Fund Transfer	Total FY14 Resources
Bethesda	\$0	\$0	\$0	\$3,602,569
Silver Spring	\$0	\$0	\$0	\$2,954,481
Wheaton	\$76,090	\$1,208,000	\$1,248,060	\$1,619,369

This packet contains:

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Urban Districts

MISSION STATEMENT

Urban Districts maintain and enhance the County's downtowns (Bethesda, Silver Spring, and Wheaton) as prosperous, livable urban centers, increasing maintenance of the streetscape and its amenities; providing additional public amenities such as plantings, seating, shelters, and works of art; promoting the commercial and residential interests of these areas; and programming cultural and community activities.

BUDGET OVERVIEW

The total recommended FY14 Operating Budget for the Urban Districts is \$7,972,389, an increase of \$327,537 or 4.3 percent from the FY13 Approved Budget of \$7,644,852. Personnel Costs comprise 38.2 percent of the budget for 31 full-time positions and one part-time position. A total of 55.02 FTEs includes these positions as well as any seasonal, temporary, and positions charged to or from other departments or funds. Operating Expenses account for the remaining 61.8 percent of the FY14 budget.

LINKAGE TO COUNTY RESULT AREAS

While this program area supports all eight of the County Result Areas, the following are emphasized:

- ❖ **A Responsive, Accountable County Government**
- ❖ **Healthy and Sustainable Neighborhoods**
- ❖ **Safe Streets and Secure Neighborhoods**
- ❖ **Strong and Vibrant Economy**
- ❖ **Vital Living for All of Our Residents**

DEPARTMENT PERFORMANCE MEASURES

Performance measures for this department are included below, with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY13 estimates reflect funding based on the FY13 approved budget. The FY14 and FY15 figures are performance targets based on the FY14 recommended budget and funding for comparable service levels in FY15.

Measure	Actual FY11	Actual FY12	Estimated FY13	Target FY14	Target FY15
Multi-Program Measures					
BETHESDA URBAN DISTRICT					
Marketing and Promotion:					
- Effectiveness of social media -					
Average number of website sessions per month	NA	NA	25,000	25,000	25,000
Number of social media followers	NA	NA	3,500	3,500	3,500
- Overall satisfaction of Urban Districts Advisory Board with urban districts' promotional events (scale 1-5)	NA	NA	4	4	4
Hospitality:					
- Overall satisfaction of Urban Districts Advisory Board with the "value added" of the UD Hospitality team (scale 1-5)	NA	NA	4	4	4
Streetscape Maintenance:					
- Overall satisfaction of Urban Districts Advisory Board with cleanliness levels of Urban District maintained (scale 1-5)	NA	NA	4	4	4
- Overall satisfaction of Urban Districts Advisory Board with urban district's landscape maintenance (scale 1-5)	NA	NA	4	4	4
SILVER SPRING URBAN DISTRICT					
Marketing and Promotion:					
- Effectiveness of social media -					
Average number of website sessions per month	NA	NA	63,500	63,500	63,500
- Overall satisfaction of Urban Districts Advisory Board with urban districts' promotional events (scale 1-5)	NA	NA	4	4	4

	Actual FY11	Actual FY12	Estimated FY13	Target FY14	Target FY15
Hospitality:					
- Overall satisfaction of Urban Districts Advisory Board with the "value added" of the UD Hospitality team (scale 1-5)	NA	NA	4	4	4
Streetscape Maintenance:					
- Overall satisfaction of Urban Districts Advisory Board with cleanliness levels of Urban District maintained (scale 1-5)	NA	NA	4	4	4
- Overall satisfaction of Urban Districts Advisory Board with urban district's landscape maintenance (scale 1-5)	NA	NA	4	4	4
WHEATON URBAN DISTRICT					
Marketing and Promotion:					
- Effectiveness of social media -					
Average number of website sessions per month	NA	NA	13,200	13,200	13,200
Number of social media followers	NA	NA	2,500	2,500	2,500
- Overall satisfaction of Urban Districts Advisory Board with urban districts' promotional events (scale 1-5)	NA	NA	4	4	4
Hospitality:					
- Overall satisfaction of Urban Districts Advisory Board with the "value added" of the UD Hospitality team (scale 1-5)	NA	NA	4	4	4
Streetscape Maintenance:					
- Overall satisfaction of Urban Districts Advisory Board with cleanliness levels of Urban District maintained (scale 1-5)	NA	NA	4	4	4
- Overall satisfaction of Urban Districts Advisory Board with urban district's landscape maintenance (scale 1-5)	NA	NA	4	4	4

ACCOMPLISHMENTS AND INITIATIVES

- ❖ **Wheaton Urban District will be starting a recycling program with a Community Legacy grant received by the state. Funds will be used to purchase recycling bins combined with solar trash compactors along with some funding for façade improvements for businesses and properties along one of the three major state roads.**
- ❖ **Initiated "Tunnel Vision: Arts Under the Avenue" at the Bethesda Metro. In partnership with the Bethesda-Chevy Chase Regional Services Center and the Bethesda Arts and Entertainment District, the Bethesda Urban Partnership transformed a pedestrian underpass at the Bethesda Metro into a gallery displaying the work of local artists. The project was completely funded by private contributions and received a Downtown Merit Award from the International Downtown Association.**
- ❖ **In the Silver Spring Urban District, provide trash receptacles in unserved areas and begin the process of replacing older, deteriorating receptacles. Also, provide receptacles for recycling.**

PROGRAM CONTACTS

Contact Ken Hartman of the Urban Districts at 240.777.8206 or Brady Goldsmith of the Office of Management and Budget at 240.777.2793 for more information regarding this department's operating budget.

PROGRAM DESCRIPTIONS

Promotion of Community and Business Activities

This program enhances the quality of life in the Urban Districts and surrounding communities; fosters a strong, vibrant business climate within each Urban District; and creates a positive image and a sense of identity for the Districts. These goals are accomplished through sponsorship of community events, that may include festivals, concerts, and parades; the installation of seasonal banners, unique signs, holiday decorations, and other amenities to give each District a sense of place; and the development and distribution of newsletters, brochures, and other promotional material highlighting the Districts. Each Urban District develops its programs with the active participation of its advisory committee or Urban District Corporation.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	1,195,884	0.90
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	20,391	0.00
FY14 CE Recommended	1,216,275	0.90

Sidewalk Repair

This program provides for the removal and replacement of deteriorated concrete and brick walks and curbs in the Urban Districts.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	143,969	0.00
FY14 CE Recommended	143,969	0.00

Streetscape Maintenance

This program provides maintenance of, and improvement to, the streetscape amenities within each Urban District. Various service levels include litter collection, sidewalk maintenance, trash receptacle service at least three times a week, mowing and snow removal as needed, lighting maintenance, maintenance of planted/landscaped areas, and street sweeping.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	3,239,749	27.55
Increase Cost: Trash Receptacles	62,350	0.00
Add: Recycling Receptacles	40,760	0.00
Add: Disposal Stations for Pet Waste	20,200	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	49,844	-0.30
FY14 CE Recommended	3,412,903	27.25

Tree Maintenance

This program provides pruning, planting, fertilization, necessary spraying, replacement, watering, mulching, and tree base cleaning in the Urban Districts.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	115,810	0.00
FY14 CE Recommended	115,810	0.00

Enhanced Security

This program provides safeguards against property theft, vandalism, and personal security in the Silver Spring and Wheaton Urban Districts. The goal of the program is to provide an enhanced level of protection and reduce the perception of crime through the use of the Safe Team as the eyes and ears of County Police and as a uniformed visual presence to create a safe and secure environment. Safe Team members also act as "ambassadors" providing information, directions, first aid and CPR, and roadside assistance to residents, visitors, and the business community.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	1,209,999	23.57
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	20,391	0.00
FY14 CE Recommended	1,230,390	23.57

Administration

This program provides staff support for contract administration, Urban District Advisory Committees and for the administration of Urban District corporations. This program also provides for budget preparation and monitoring, payment authorization, records maintenance, and the Bethesda Circulator contract.

FY14 Recommended Changes	Expenditures	FTEs
FY13 Approved	1,739,441	3.30
Increase Cost: Bethesda Urban Partnership Wage Increase	72,030	0.00
Increase Cost: Benefits cost increase for Bethesda Urban Partnership	10,725	0.00
Increase Cost: Rent increase for Bethesda Urban Partnership offices	8,190	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	22,656	0.00
FY14 CE Recommended	1,853,042	3.30

BUDGET SUMMARY

	Actual FY12	Budget FY13	Estimated FY13	Recommended FY14	% Chg Bud/Re
BETHESDA URBAN DISTRICT					
EXPENDITURES					
Salaries and Wages	79,750	81,619	81,314	82,023	0.5%
Employee Benefits	32,198	38,797	40,554	45,085	16.2%
Bethesda Urban District Personnel Costs	111,948	120,416	121,868	127,108	5.6%
Operating Expenses	3,258,453	3,296,470	3,295,018	3,386,288	2.7%
Capital Outlay	0	0	0	0	—
Bethesda Urban District Expenditures	3,370,401	3,416,886	3,416,886	3,513,396	2.8%
PERSONNEL					
Full-Time	1	1	1	1	—
Part-Time	0	0	0	0	—
FTEs	1.00	1.00	1.00	1.00	—
REVENUES					
Investment Income	2	0	0	0	—
Optional Method Development	144,251	150,000	150,000	150,000	—
Property Tax	463,431	454,990	446,484	450,080	-1.1%
Bethesda Urban District Revenues	607,684	604,990	596,484	600,080	-0.8%
SILVER SPRING URBAN DISTRICT					
EXPENDITURES					
Salaries and Wages	1,198,739	1,378,286	1,330,577	1,390,963	0.9%
Employee Benefits	342,085	414,987	394,176	433,913	4.6%
Silver Spring Urban District Personnel Costs	1,540,824	1,793,273	1,724,753	1,824,876	1.8%
Operating Expenses	903,496	909,204	909,204	1,055,167	16.1%
Capital Outlay	0	0	0	0	—
Silver Spring Urban District Expenditures	2,444,320	2,702,477	2,633,957	2,880,043	6.6%
PERSONNEL					
Full-Time	18	18	18	18	—
Part-Time	0	0	0	0	—
FTEs	31.70	34.92	34.92	34.62	-0.9%
REVENUES					
Investment Income	8	0	0	0	—
Miscellaneous Revenues	966	0	0	0	—
Optional Method Development	158,883	134,000	134,000	134,000	—
Property Tax	568,187	595,465	626,139	631,314	6.0%
Silver Spring Urban District Revenues	728,044	729,465	760,139	765,314	4.9%
WHEATON URBAN DISTRICT					
EXPENDITURES					
Salaries and Wages	773,181	814,435	761,308	824,256	1.2%
Employee Benefits	221,934	248,468	235,957	266,292	7.2%
Wheaton Urban District Personnel Costs	995,115	1,062,903	997,265	1,090,548	2.6%
Operating Expenses	376,555	462,586	462,586	488,402	5.6%
Capital Outlay	0	0	0	0	—
Wheaton Urban District Expenditures	1,371,670	1,525,489	1,459,851	1,578,950	3.5%
PERSONNEL					
Full-Time	12	12	12	12	—
Part-Time	1	1	1	1	—
FTEs	19.30	19.40	19.40	19.40	—
REVENUES					
Investment Income	1	0	0	0	—
Miscellaneous Revenues	125	0	0	0	—
Property Tax	142,751	146,466	147,332	148,519	1.4%
Wheaton Urban District Revenues	142,877	146,466	147,332	148,519	1.4%
DEPARTMENT TOTALS					
Total Expenditures	7,186,391	7,644,852	7,510,694	7,972,389	4.3%
Total Full-Time Positions	31	31	31	31	—
Total Part-Time Positions	1	1	1	1	—
Total FTEs	52.00	55.32	55.32	55.02	-0.5%
Total Revenues	1,478,605	1,480,921	1,503,955	1,513,913	2.1%

FY14 RECOMMENDED CHANGES

	Expenditures	FTEs
BETHESDA URBAN DISTRICT		
FY13 ORIGINAL APPROPRIATION	3,416,886	1.00
<u>Other Adjustments (with no service impacts)</u>		
Increase Cost: Bethesda Urban Partnership Wage Increase [Administration]	72,030	0.00
Increase Cost: Benefits cost increase for Bethesda Urban Partnership [Administration]	10,725	0.00
Increase Cost: Rent increase for Bethesda Urban Partnership offices [Administration]	8,190	0.00
Increase Cost: Group Insurance Adjustment	4,345	0.00
Increase Cost: FY14 Compensation Adjustment	3,061	0.00
Increase Cost: Retirement Adjustment	1,309	0.00
Increase Cost: Other Labor Contract Costs	130	0.00
Decrease Cost: Risk Management Adjustment	-1,127	0.00
Decrease Cost: Elimination of FY13 \$2,000 Lump Sum	-2,153	0.00
FY14 RECOMMENDED:	3,513,396	1.00
SILVER SPRING URBAN DISTRICT		
FY13 ORIGINAL APPROPRIATION	2,702,477	34.92
<u>Changes (with service impacts)</u>		
Add: Recycling Receptacles [Streetscape Maintenance]	40,760	0.00
Add: Disposal Stations for Pet Waste [Streetscape Maintenance]	20,200	0.00
<u>Other Adjustments (with no service impacts)</u>		
Increase Cost: FY14 Compensation Adjustment	63,842	0.00
Increase Cost: Trash Receptacles [Streetscape Maintenance]	62,350	0.00
Increase Cost: Motor Pool Adjustment	23,542	0.00
Increase Cost: Retirement Adjustment	4,627	0.00
Increase Cost: Other Labor Contract Costs	1,870	0.00
Technical Adj: FTE adjustment for Occupational Medical Chargeback	0	-0.30
Decrease Cost: Risk Management Adjustment	-889	0.00
Decrease Cost: Group Insurance Adjustment	-2,135	0.00
Decrease Cost: Elimination of FY13 \$2,000 Lump Sum	-36,601	0.00
FY14 RECOMMENDED:	2,880,043	34.62
WHEATON URBAN DISTRICT		
FY13 ORIGINAL APPROPRIATION	1,525,489	19.40
<u>Other Adjustments (with no service impacts)</u>		
Increase Cost: FY14 Compensation Adjustment	35,704	0.00
Increase Cost: Motor Pool Adjustment	26,318	0.00
Increase Cost: Group Insurance Adjustment	17,067	0.00
Increase Cost: Other Labor Contract Costs	1,118	0.00
Increase Cost: Retirement Adjustment	453	0.00
Decrease Cost: Risk Management Adjustment	-502	0.00
Decrease Cost: Elimination of FY13 \$2,000 Lump Sum	-26,697	0.00
FY14 RECOMMENDED:	1,578,950	19.40

PROGRAM SUMMARY

Program Name	FY13 Approved		FY14 Recommended	
	Expenditures	FTEs	Expenditures	FTEs
Promotion of Community and Business Activities	1,195,884	0.90	1,216,275	0.90
Sidewalk Repair	143,969	0.00	143,969	0.00
Streetscape Maintenance	3,239,749	27.55	3,412,903	27.25
Tree Maintenance	115,810	0.00	115,810	0.00
Enhanced Security	1,209,999	23.57	1,230,390	23.57
Administration	1,739,441	3.30	1,853,042	3.30
Total	7,644,852	55.32	7,972,389	55.02

CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY13		FY14	
		Total\$	FTEs	Total\$	FTEs
SILVER SPRING URBAN DISTRICT					
Parking District Services	Silver Spring Parking District	104,865	3.00	104,865	3.00

FUTURE FISCAL IMPACTS

Title	CE REC.	(\$000's)				
	FY14	FY15	FY16	FY17	FY18	FY19
This table is intended to present significant future fiscal impacts of the department's programs.						
BETHESDA URBAN DISTRICT						
Expenditures						
FY14 Recommended	3,513	3,513	3,513	3,513	3,513	3,513
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	4	4	4	4	4
These figures represent the estimated cost of general wage adjustments, new service increments, and associated benefits.						
Subtotal Expenditures	3,513	3,517	3,518	3,518	3,518	3,518
SILVER SPRING URBAN DISTRICT						
Expenditures						
FY14 Recommended	2,880	2,880	2,880	2,880	2,880	2,880
No inflation or compensation change is included in outyear projections.						
Elimination of One-Time Items Recommended in FY14	0	-61	-61	-61	-61	-61
Items recommended for one-time funding in FY14, including trash and recycling receptacles and pet waste disposal stations, will be eliminated from the base in the outyears.						
Labor Contracts	0	89	114	114	114	114
These figures represent the estimated cost of general wage adjustments, new service increments, and associated benefits.						
Labor Contracts - Other	0	1	-1	-1	-1	-1
These figures represent other negotiated items included in the labor agreements.						
Subtotal Expenditures	2,880	2,909	2,933	2,933	2,933	2,933
WHEATON URBAN DISTRICT						
Expenditures						
FY14 Recommended	1,579	1,579	1,579	1,579	1,579	1,579
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	50	65	65	65	65
These figures represent the estimated cost of general wage adjustments, new service increments, and associated benefits.						
Subtotal Expenditures	1,579	1,629	1,644	1,644	1,644	1,644

FY14-19 PUBLIC SERVICES PROGRAM- FISCAL PLAN				Bethesda Urban District			
FISCAL PROJECTIONS	FY13 ESTIMATE	FY14 REC	FY15 PROJECTION	FY16 PROJECTION	FY17 PROJECTION	FY18 PROJECTION	FY19 PROJECTION
ASSUMPTIONS							
Property Tax Rate: Real Property	0.012	0.012	0.012	0.012	0.012	0.012	0.012
Assessable Base: Real Property (000)	3,269,900	3,300,200	3,418,300	3,542,800	3,696,600	3,853,500	4,018,500
Property Tax Collection Factor: Real Property	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%
Property Tax Rate: Personal Property	0.030	0.030	0.030	0.030	0.030	0.030	0.030
Assessable Base: Personal Property (000)	199,700	199,700	199,700	199,700	199,700	199,700	199,700
Property Tax Collection Factor: Personal Property	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%
Indirect Cost Rate	12.13%	15.69%	15.69%	15.69%	15.69%	15.69%	15.69%
CPI (Fiscal Year)	2.3%	2.3%	2.4%	2.7%	3.2%	3.5%	3.7%
Investment Income Yield	0.16%	0.19%	0.36%	0.75%	1.35%	1.80%	2.15%
BEGINNING FUND BALANCE	110,441	90,429	89,173	90,414	94,156	99,081	101,226
REVENUES							
Taxes	446,484	450,080	464,096	478,872	497,125	515,746	534,938
Charges For Services	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Subtotal Revenues	596,484	600,080	614,096	628,872	647,125	665,746	684,938
INTERFUND TRANSFERS (Net Non-CIP)							
Transfers To The General Fund	(14,610)	(19,940)	(20,520)	(20,600)	(20,600)	(20,600)	(20,600)
Indirect Costs	(14,610)	(19,940)	(20,520)	(20,600)	(20,600)	(20,600)	(20,600)
Transfers From Special Fds: Non-Tax + ISF	2,815,000	2,932,000	3,006,000	3,095,000	3,197,000	3,310,000	3,445,000
TOTAL RESOURCES	3,507,315	3,602,569	3,688,749	3,793,686	3,917,681	4,054,226	4,210,565
PSP OPER. BUDGET APPROP/ EXP'S.							
Operating Budget	(3,416,886)	(3,513,396)	(3,594,666)	(3,695,336)	(3,814,406)	(3,948,806)	(4,099,046)
Labor Agreement	n/a	0	(3,669)	(4,194)	(4,194)	(4,194)	(4,194)
Subtotal PSP Oper Budget Approp / Exp's	(3,416,886)	(3,513,396)	(3,598,335)	(3,699,530)	(3,818,600)	(3,953,000)	(4,103,240)
TOTAL USE OF RESOURCES	(3,416,886)	(3,513,396)	(3,598,335)	(3,699,530)	(3,818,600)	(3,953,000)	(4,103,240)
YEAR END FUND BALANCE	90,429	89,173	90,414	94,156	99,081	101,226	107,325
END-OF-YEAR RESERVES AS A							
PERCENT OF RESOURCES	2.6%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%

Assumptions:

1. Transfers from the Bethesda Parking District are adjusted annually to fund the approved service program and to maintain an ending fund balance of approximately 2.5 percent of resources.
2. Property tax revenue is assumed to increase over the six years based on an improved assessable base.
3. Large assessable base increases are due to economic growth and new projects coming online.
4. These projections are based on the Executive's Recommended Budget and include the revenue and resource assumptions of that budget. FY15-19 expenditures are based on the "major, known commitments" of elected officials and include negotiated labor agreements, estimates of compensation and inflation cost increases, the operating costs of capital facilities, the fiscal impact of approved legislation or regulations, and other programmatic commitments. They do not include unapproved service improvements. The projected future expenditures, revenues, and fund balance may vary based on changes to fee or tax rates, usage inflation, future labor agreements, and other factors not assumed here.
6. Section 68A-4 of the County Code requires: a) that the proceeds from either the Urban District tax or parking fee transfer must not be greater than 90 percent of their combined total; and b) that the transfer from the Parking District not exceed the number of parking spaces in the Urban District times the number of enforcement hours per year times 20 cents.

FY14-19 PUBLIC SERVICES PROGRAM: FISCAL PLAN
Silver Spring Urban District

FISCAL PROJECTIONS	FY13 ESTIMATE	FY14 REC	FY15 PROJECTION	FY16 PROJECTION	FY17 PROJECTION	FY18 PROJECTION	FY19 PROJECTION
ASSUMPTIONS							
Property Tax Rate: Real Property	0.024	0.024	0.024	0.024	0.024	0.024	0.024
Assessable Base: Real Property (000)	2,354,500	2,376,300	2,461,300	2,550,900	2,661,600	2,774,600	2,893,400
Property Tax Collection Factor: Real Property	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%
Property Tax Rate: Personal Property	0.060	0.060	0.060	0.060	0.060	0.060	0.060
Assessable Base: Personal Property (000)	115,000	115,000	115,000	115,000	115,000	115,000	115,000
Property Tax Collection Factor: Personal Property	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%
Indirect Cost Rate	12.13%	15.69%	15.69%	15.69%	15.69%	15.69%	15.69%
CPI (Fiscal Year)	2.3%	2.3%	2.4%	2.7%	3.2%	3.5%	3.7%
Investment Income Yield	0.16%	0.19%	0.36%	0.75%	1.35%	1.80%	2.15%
BEGINNING FUND BALANCE	629,825	70,487	74,438	73,740	77,426	81,999	84,373
REVENUES							
Taxes	626,139	631,314	651,489	672,757	699,032	725,854	754,052
Charges For Services	134,000	134,000	134,000	134,000	134,000	134,000	134,000
Subtotal Revenues	760,139	765,314	785,489	806,757	833,032	859,854	888,052
INTERFUND TRANSFERS (Net Non-CIP)							
Transfers To The General Fund	(217,520)	(286,320)	(300,360)	(304,170)	(304,170)	(304,170)	(304,170)
Indirect Costs	(217,520)	(286,320)	(300,360)	(304,170)	(304,170)	(304,170)	(304,170)
Transfers From Special Fds: Non-Tax + ISF	1,532,000	2,405,000	2,448,000	2,575,000	2,683,000	2,803,000	2,944,000
From Silver Spring Parking District	1,532,000	2,405,000	2,448,000	2,575,000	2,683,000	2,803,000	2,944,000
TOTAL RESOURCES	2,704,444	2,954,481	3,007,567	3,151,326	3,289,289	3,440,683	3,612,255
PSP OPER. BUDGET APPROP/ EXP'S.							
Operating Budget	(2,633,957)	(2,880,043)	(2,905,363)	(3,021,183)	(3,154,573)	(3,303,593)	(3,469,203)
Labor Agreement	n/a	0	(89,464)	(113,717)	(113,717)	(113,717)	(113,717)
Annualizations and One-Time	n/a	n/a	61,000	61,000	61,000	61,000	61,000
Subtotal PSP Oper Budget Approp / Exp's	(2,633,957)	(2,880,043)	(2,933,827)	(3,073,900)	(3,207,290)	(3,356,310)	(3,521,920)
TOTAL USE OF RESOURCES	(2,633,957)	(2,880,043)	(2,933,827)	(3,073,900)	(3,207,290)	(3,356,310)	(3,521,920)
YEAR END FUND BALANCE	70,487	74,438	73,740	77,426	81,999	84,373	90,335
END-OF-YEAR RESERVES AS A							
PERCENT OF RESOURCES	2.6%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%

Assumptions:

- Transfers from the Silver Spring Parking District are adjusted annually to fund the approved service program and to maintain an ending fund balance of approximately 2.5 percent of resources.
- Property tax revenue is assumed to increase over the six years based on an improved assessable base.
- Large assessable base increases are due to economic growth and new projects coming online.
- These projections are based on the Executive's Recommended Budget and include the revenue and resource assumptions of that budget.
- FY15-19 expenditures are based on the "major, known commitments" of elected officials and include negotiated labor agreements, estimates of compensation and inflation cost increases, the operating costs of capital facilities, the fiscal impact of approved legislation or regulations, and other programmatic commitments. They do not include unapproved service improvements. The projected future expenditures, revenues, and fund balance may vary based on changes to fee or tax rates, usage inflation, future labor agreements, and other factors not assumed here.
- Section 68A-4 of the County Code requires: a) that the proceeds from either the Urban District tax or parking fee transfer must not be greater than 90 percent of their combined total; and b) that the transfer from the Parking District not exceed the number of parking spaces in the Urban District times the number of enforcement hours per year times 20 cents.

FY14-19 PUBLIC SERVICES PROGRAM: FISCAL PLAN Wheaton Urban District

FISCAL PROJECTIONS	FY13 ESTIMATE	FY14 REC	FY15 PROJECTION	FY16 PROJECTION	FY17 PROJECTION	FY18 PROJECTION	FY19 PROJECTION
ASSUMPTIONS							
Property Tax Rate: Real Property	0.030	0.030	0.030	0.030	0.030	0.030	0.030
Assessable Base: Real Property (000)	428,300	432,300	447,800	464,100	484,200	504,800	526,400
Property Tax Collection Factor: Real Property	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%	98.9%
Property Tax Rate: Personal Property	0.075	0.075	0.075	0.075	0.075	0.075	0.075
Assessable Base: Personal Property (000)	27,700	27,700	27,700	27,700	27,700	27,700	27,700
Property Tax Collection Factor: Personal Property	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%	97.5%
Indirect Cost Rate	12.13%	15.69%	15.69%	15.69%	15.69%	15.69%	15.69%
CPI (Fiscal Year)	2.3%	2.3%	2.4%	2.7%	3.2%	3.5%	3.7%
Investment Income Yield	0.16%	0.19%	0.36%	0.75%	1.35%	1.80%	2.15%
BEGINNING FUND BALANCE	176,589	65,550	40,419	41,515	43,199	45,847	46,877
REVENUES							
Taxes	147,332	148,519	153,118	157,954	163,918	170,030	176,439
Subtotal Revenues	147,332	148,519	153,118	157,954	163,918	170,030	176,439
INTERFUND TRANSFERS (Net Non-CIP)	1,201,480	1,405,300	1,489,350	1,564,180	1,634,180	1,710,180	1,799,180
Transfers To The General Fund	(128,930)	(171,110)	(179,060)	(181,230)	(181,230)	(181,230)	(181,230)
Indirect Costs	(128,930)	(171,110)	(179,060)	(181,230)	(181,230)	(181,230)	(181,230)
Transfers From The General Fund	1,038,090	1,284,090	1,376,090	1,453,090	1,523,090	1,599,090	1,688,090
To Baseline Services	76,090	76,090	76,090	76,090	76,090	76,090	76,090
To Non-Baseline Services	962,000	1,208,000	1,300,000	1,377,000	1,447,000	1,523,000	1,612,000
Transfers From Special Fds: Non-Tax + ISF	292,320	292,320	292,320	292,320	292,320	292,320	292,320
From Wheaton Parking District	292,320	292,320	292,320	292,320	292,320	292,320	292,320
TOTAL RESOURCES	1,525,401	1,619,369	1,682,887	1,763,649	1,841,297	1,926,057	2,022,495
PSP OPER. BUDGET APPROP/ EXPS.							
Operating Budget	(1,459,851)	(1,578,950)	(1,590,670)	(1,655,900)	(1,730,900)	(1,814,630)	(1,907,640)
Labor Agreement	n/a	0	(50,702)	(64,550)	(64,550)	(64,550)	(64,550)
Subtotal PSP Oper Budget Approp / Exp's	(1,459,851)	(1,578,950)	(1,641,372)	(1,720,450)	(1,795,450)	(1,879,180)	(1,972,190)
TOTAL USE OF RESOURCES	(1,459,851)	(1,578,950)	(1,641,372)	(1,720,450)	(1,795,450)	(1,879,180)	(1,972,190)
YEAR END FUND BALANCE	65,550	40,419	41,515	43,199	45,847	46,877	50,305
END-OF-YEAR RESERVES AS A PERCENT OF RESOURCES	4.3%	2.5%	2.5%	2.4%	2.5%	2.4%	2.5%

Assumptions:

1. Transfers from the Wheaton Parking District are adjusted annually to fund the approved service program and to maintain an ending fund balance of approximately 2.5 percent of resources.
2. Property tax revenue is assumed to increase over the six years based on an improved assessable base.
3. Large assessable base increases are due to economic growth and new projects coming online.
4. The Baseline Services transfer provides basic right-of-way maintenance comparable to services provided countywide.
5. The Non-Baseline Services transfer is necessary to maintain fund balance policy.
6. These projections are based on the Executive's Recommended Budget and include the revenue and resource assumptions of that budget. FY15-19 expenditures are based on the "major, known commitments" of elected officials and include negotiated labor agreements, estimates of compensation and inflation cost increases, the operating costs of capital facilities, the fiscal impact of approved legislation or regulations, and other programmatic commitments. They do not include unapproved service improvements. The projected future expenditures, revenues, and fund balance may vary based on changes to fee or tax rates, usage inflation, future labor agreements, and other factors not assumed here.
8. Section 68A-4 of the County Code requires: a) that the proceeds from either the Urban District tax or parking fee transfer must not be greater than 90 percent of their combined total; and b) that the transfer from the Parking District not exceed the number of parking spaces in the Urban District times the number of enforcement hours per year times 20 cents.

**COMPARISON OF URBAN DISTRICT FUNDING SOURCES
FY13-FY14**

	FY13 Estimate	FY14 CE Rec.
BETHESDA URBAN DISTRICT		
Beginning Fund Balance	110,441	90,429
Revenues		
Urban District Tax	446,484	450,080
Charges for services to optional method development	150,000	150,000
Interfund Transfers		
Transfer to the General Fund for indirect costs*	-14,610	-19,940
Transfer from Bethesda Parking Lot District	2,815,000	2,932,000
Total Resources	3,507,315	3,602,569
Operating budget expenditures	-3,416,886	-3,513,396
Projected year end fund balance	90,429	89,173
End of year reserves as a % of resources	2.6%	2.5%
SILVER SPRING URBAN DISTRICT		
Beginning Fund Balance	629,825	70,487
Revenues		
Urban District Tax	626,139	631,314
Charges for services to optional method development	134,000	134,000
Interfund Transfers		
Transfer to the General Fund for indirect costs*	-217,520	-286,320
Transfer from Silver Spring Parking Lot District	1,532,000	2,405,000
Total Resources	2,704,444	2,954,481
Operating budget expenditures	-2,633,957	-2,880,043
Projected year end fund balance	70,487	74,438
End of year reserves as a % of resources	2.6%	2.5%
WHEATON URBAN DISTRICT		
Beginning Fund Balance	176,589	65,550
Revenues		
Urban District Tax	147,332	148,519
Interfund Transfers		
Transfer to the General Fund for indirect costs*	-128,930	-171,110
Transfer from the General Fund for baseline services	76,090	76,090
Transfer from the General Fund for non-baseline services	962,000	1,208,000
Transfer from Wheaton Parking Lot District	292,320	292,320
Total Resources	1,525,401	1,619,369
Operating budget expenditures	-1,459,851	-1,578,950
Projected year end fund balance	65,550	40,419
End of year reserves as a % of resources	4.3%	2.5%

*Indirect costs are calculated by formula to cover the costs for services provided to the Urban Districts by centralized County functions such as Human Resources, Management and Budget, County Attorney, Etc. As with other special funds, indirect costs are transferred from the Urban District funds to the General Fund.

URBAN DISTRICT QUESTIONS

Department responses

1. Please provide additional information on the trash, recycling, and pet waste disposal programs in each of the districts? How do they differ and what are the costs and sources of funding?

In Bethesda, trash and recycling is collected a minimum of 5x/week (3x/week on weekdays and daily on weekends) under contract with the Bethesda Urban Partnership (BUP). Recycling bins in Bethesda were funded through contributions coordinated by Bethesda Green. Bethesda does not have a specific pet waste disposal program. Trash/recycling collection in Bethesda is included within the BUP contract for streetscape maintenance, which is budgeted at \$1,016,867.

In Silver Spring, Trash in Silver Spring is collected a minimum of 5x/week via contract with BUP. Pet waste is a common complaint and growing problem in downtown Silver Spring. The proposed introduction of recycling and pet waste stations is a proactive approach which has proven successful for private property owners and recycling recommendations are in direct response to the community's specific demands in the SSUD. Trash collection in Silver Spring is included in the Streetscape Maintenance program, which is budgeted at \$419,240.

In Wheaton, trash and recycling is collected a minimum of 4x/week (including Saturdays). Collection is performed by Wheaton UD staff Monday through Friday and Saturdays via contract with BUP. Wheaton received a Community Legacy Grant for \$125,000 to purchase solar power trash and recycling stations. Green Wheaton has also received a grant from DEP to purchase recycling containers that the clean team will service. Wheaton does not have a specific pet waste disposal program. Trash/recycling collection in Wheaton is included in the Streetscape Maintenance program, which is budgeted at \$163,189.

See Addendum 1 for sources of funding by Urban District:

2. How are the Urban District Advisory Boards surveyed about their satisfaction with the level of service provided by the Urban District? Is it just a coincidence that all the Boards ranked all 3 districts a 4 in every category?

In December 2012 a Customer Satisfaction Survey was sent via surveymonkey.com to the members of the three Urban Districts' Advisory Boards. A PDF of the survey questions is attached to this email. The response rates (after duplicates were removed) were as follows:

Survey Title/Board	Number of Members	Total responses as of 1.3.13		Rate
		Started	Finished	
Urban Districts Customer Survey	31	23	22	71%
Edited because of duplicates	31	21	20	65%
Bethesda Urban Partnership Count	10	8 edited	8	80%
Wheaton Urban District Advisory Council	13		10	77%
Silver Spring Urban District	8		3	38%

The responses were averaged to create the following aggregate scores:

Urban Districts Customer Survey	Question 1	Question 2	Question 3	Question 4
Bethesda Urban Partnership Board	4.87	4.75	4.75	4.75
Wheaton Urban District Advisory Board	2.9	3.3	3.4	3.4
Silver Spring Urban District Advisory Board	3	5	4.3	4

To derive the measures for CountyStat and OMB/Budget Book purposes, the following methodology was used: The two performance measure scores for the budget book are 3.6 (regarding effective promotion of jurisdictions), and 4.3 (regarding maintenance of streetscape amenities). The first number is an average of all scores received from the survey participants for question 1; and the second number is an average of all scores received from the survey participants for questions 2 and 3 (the scores for question number 4 on the survey were not factored in because the subject is the Hospitality Team, which is not referenced in either performance measure description).

It appears that the last part of the question refers to the out-year projections for which each district has stated that their future projection or performance target is an aggregate average score of 4 on the satisfaction scale of 1-5, not actual scores or rankings that are being reported.

3. The Council received a request from the Wheaton Urban District Advisory Committee asking for increases in funding for various items (e.g., to increase cleaning staff from 5 to 7 days a week). For each of these requests (see attached), please indicate the level of service provided by the other Urban Districts and whether the request would achieve a comparable level of service for Wheaton or a higher level of service. For example, how many days per week are other Urban Districts cleaned and are their lights all Dark-Sky Compliant?

In Bethesda and Silver Spring, litter is collected by hand at least once per day or as demand dictates. In Wheaton, litter is collected 6x/week. Frequency of trash collection is noted under #1. Each urban district also provides public landscape maintenance, street sweeping, tree maintenance, brick sidewalk cleaning, tree planting, mowing, snow removal, and sidewalk repair services.

While Urban Districts fund replacement of streetlights damaged in vehicle accidents, streetlights replacement is managed by the Department of Transportation. The Urban Districts will work with DOT in FY2014 to explore a strategy for addressing Dark Sky compliance.

4. Why does the percentage increase in benefits vary among the three districts, even though there is not a significant difference in the percentage salary increased?

See #7.

5. Are the wage and benefit increases for the Bethesda Urban Partnership comparable to those proposed for the County?

Yes. BUP wages and benefit increases are in line with the proposal for County employees.

6. Clarify the source of revenue entitled "Optional Method Development".

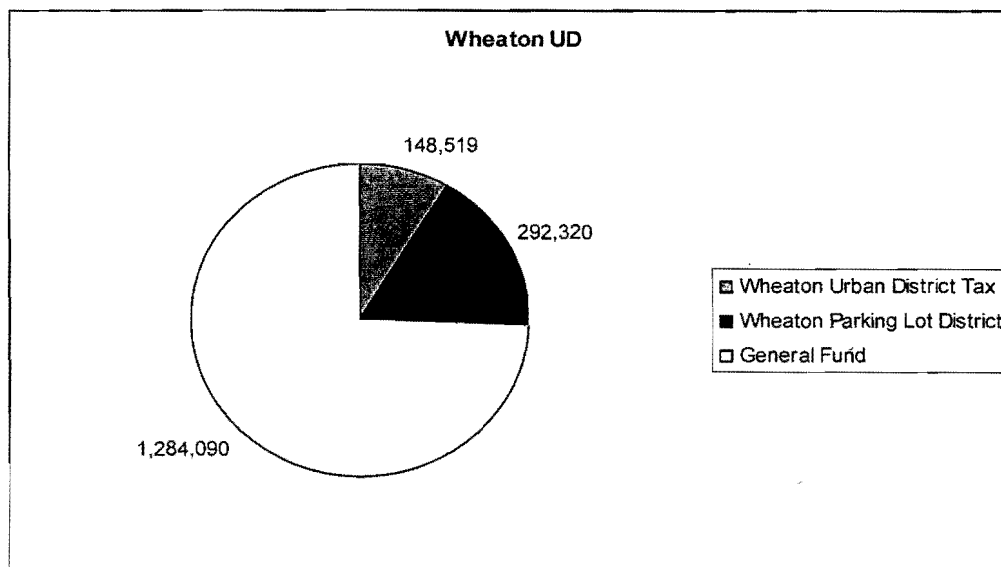
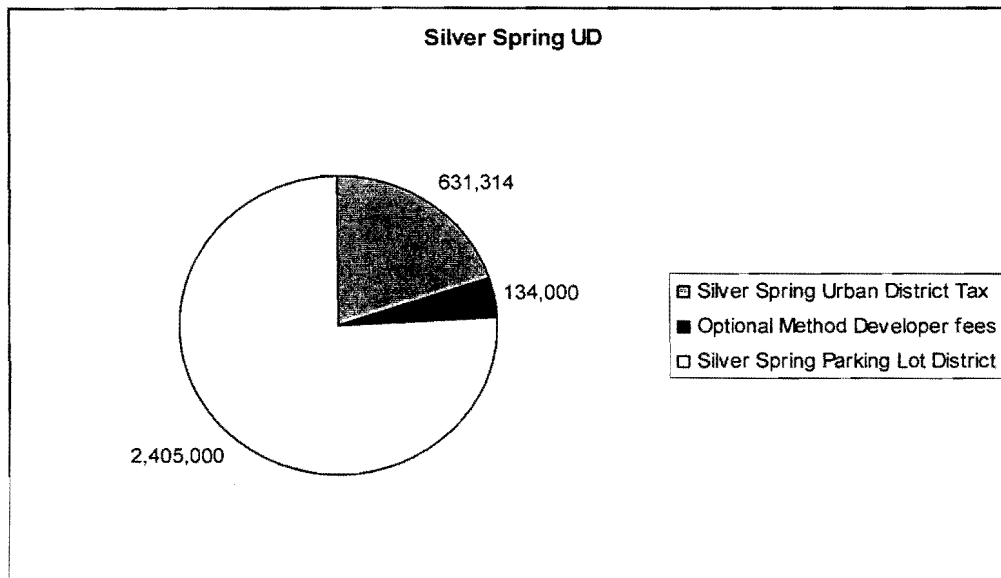
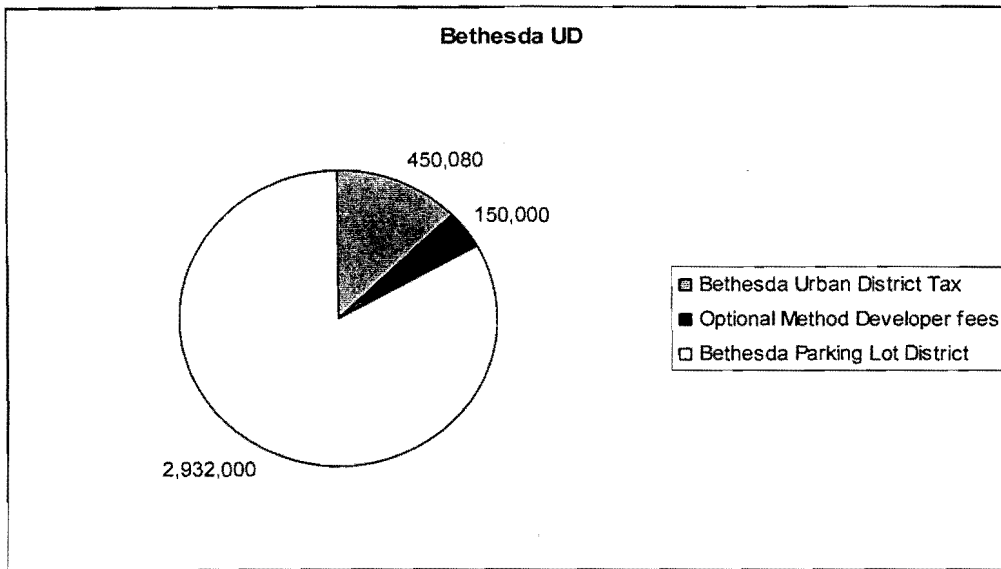
Under County Code, Chapter 68A, Optional Method Development is defined as property for which the owner has agreed with the Maryland-National Capital Park and Planning Commission to be responsible for installing and maintaining both on-site and off-site improvements. Optional Method Developers agree to fund maintenance of improvements to the public Right of Way associated with their project during site plan approval. Chapter 68A allows the County Executive to charge each optional method development

for the cost of maintaining off-site amenities for that development, including the County's cost of liability insurance.

7. How is Group Insurance allocated to the Districts (or departments generally)? I noticed that 2 are increasing while one is decreasing even though the number of FTEs is relatively constant.

In previous years, group insurance was calculated in the past on a case by case basis and is now calculated on an average basis. It changed to help streamline the budgeting process relative to group insurance. It was too cumbersome and too easy to make mistakes when we assumed that current group health selections and costs (which vary greatly depending on the incumbent employee) would adequately predict projected costs. We use a point-in-time workforce (September 2012) to project for the budget year that begins nearly a year later (July 2013).

Addendum to #1 - Urban District Sources of Funds (FY2014 – Proposed)



Urban Districts Customer Survey

Thank you for your interaction with Montgomery County's Urban Districts. We are continually looking for ways to better serve you. Please take a few minutes to provide us confidential feedback on your most recent experience.

Which Montgomery County Urban District are you rating?

- ☐ Bethesda Urban District
☐ Wheaton Urban District
☐ Silver Spring Urban District

*Overall, rate your overall level of satisfaction with the Marketing and Promotion by this Urban District

- ☐ 1 (Least Satisfied) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (Most Satisfied)

*Streetscape Maintenance: Satisfaction with cleanliness levels of Urban District's maintained areas

- ☐ 1 (Very Unsatisfied) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (Most Satisfied)

*Streetscape Maintenance: Satisfaction with Urban District's landscape maintenance efforts

- ☐ 1 (Very Unsatisfied) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (Most Satisfied)

*Hospitality: Satisfaction with the "value added" of the Urban District's Hospitality team.

- ☐ Satisfaction with 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 (Most Satisfied)
(Very Unsatisfied)

Please provide any suggestions or comments below:

Thank you for your feedback.

If you would like to discuss your feedback further, please send an email to: countystat@montgomerycountymd.gov

For more information about Urban Districts, please visit their web site at:
www.montgomerycountymd.gov/CEC
or Call: 240-777-0311

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WHEATON URBAN DISTRICT ADVISORY COMMITTEE

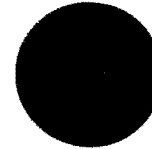
Isiah Leggett
County Executive

Ana L. van Balen
Director

April 10, 2013

Montgomery County Council
100 Maryland Ave
Rockville, MD 20850

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Dear Councilmembers:

The Wheaton Urban District Advisory Committee (WUDAC) wishes to bring to your attention several budget priorities for the Wheaton Urban District and requests your support for approving these in the FY2014 budget:

- **Increasing Clean Team Staff to 7 days a week (\$126,452):** Currently, these services are provided on Monday through Friday. This request will increase staff and enable the Clean Team to provide services 7 days a week to meet the demands of an increase in residents and patrons as a result of the upcoming residential units and opening of Costco. Additional staff will ensure that the Urban District remains clean under this new demand.
- **Becoming Dark-Sky Compliant (\$195,000):** Approximately 40% of street lighting and the majority of pedestrian lighting in the Urban District do not meet Dark-Sky standards. With the changing practice of the County towards a more energy efficient, Dark-Sky friendly lighting, the request will replace 195 pedestrian lights to meet Dark-Sky standards. Currently, pedestrian lighting in the Urban district are decades old and are not energy efficient. Replacing these lights will keep up with the changing practice throughout the County.
- **Light Pole Banners (\$20,000):** As part of the branding effort to promote the new Wheaton logo, new light pole banners need to reflect the new design. The existing banners have not been replaced in over 10 years and the request will replace the old banners with new ones that reflect the new logo and image of Wheaton and the Urban District.
- **Gateway signs (\$50,000 for five signs at \$10,000 each):** Five gateway signs will be placed on Georgia Ave., University Boulevard, and Veirs Mill Rd. They will have the new Wheaton logo and will suggest to all visitors along these major arteries that Wheaton is transforming. New gateway signs, along with the changes in the Georgia Ave skyline will make visitors and residents aware that change is underway, a change for the better. These signs will reflect the changes that are coming to Wheaton and be a small part in jump starting a new beginning.
- **Printed Promotional Materials (\$25,000):** In a continued effort to promote and support the new marketing strategy of the Urban District, printed materials are necessary to further promote Wheaton as a destination in Montgomery County. This budget item will not only cover new materials that highlight and display the new logo, but also cover promotional items such as a restaurant guide, walking tours, Arts & Entertainment, and direct mail about events in Wheaton.

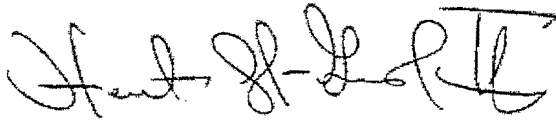
Many of these items will also be used in WUDAC's outreach efforts to local businesses and community groups to help promote their work and efforts throughout the Urban District.

Total FY2014 budget request: \$416,452

These requests and recommendations reflect and support both the changes happening in and around the Urban District along with the goals and mission of WUDAC. We respectfully ask that you seriously consider these reasonable yet very important budget items for inclusion in the FY2014 budget.

Thank you for your support for these priority initiatives for the Wheaton Urban District. If you have any questions, feel free to contact me at 301-237-2133 or Ana Lopez Van Balen, Director of the Mid-County Regional Services Center, at 240-777-8100, or by e-mail at analopez.vanbalen@montgomerycountymd.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Henri St. Gerard". The signature is fluid and cursive, with the first name "Henri" being the most prominent part.

Henri St. Gerard, Chair
Wheaton Urban District Advisory Committee (WUDAC)