



Urban Districts

APPROVED FY26 BUDGET

\$13,198,424

FULL TIME EQUIVALENTS

59.70



FARIBA KASSIRI, DEPUTY CHIEF ADMINISTRATIVE OFFICER

MISSION STATEMENT

Urban Districts support and enhance the County's unincorporated downtowns (Bethesda, Silver Spring, Wheaton, and Friendship Heights) as prosperous, livable urban centers by maintaining streetscape and its investments; 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 approved FY26 Operating Budget for the Urban Districts is \$13,198,424, an increase of \$416,381 or 3.26 percent from the FY25 Approved Budget of \$12,782,043. Personnel Costs comprise 44.43 percent of the budget for 61 full-time position(s) and one part-time position(s), and a total of 59.70 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 55.57 percent of the FY26 budget.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following are emphasized:

- ❖ **Thriving Youth and Families**
- ❖ **A Growing Economy**
- ❖ **A Greener County**
- ❖ **Safe Neighborhoods**
- ❖ **Effective, Sustainable Government**

INITIATIVES

- ★ The Bethesda Urban District will produce a new public street art installation to downtown Bethesda by covering the intersection of Arlington Road and Bethesda Avenue. The art installation will enhance the pedestrian crossing, and the original design will be made by a local artist.

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- ★ The Bethesda Urban District will make modifications to the Metrobus Bay that will include light features and art installations to the columns and a large vinyl wrap around the signal boxes.
 - ★ The Friendship Heights Urban District convenes a Youth Advisory Council, engaging high school students in urban design and placemaking initiatives. The group focuses on neighborhood history, creating third spaces, and pedestrian experience.
 - ★ The Friendship Heights Urban District installed two bright and colorful murals at the Wisconsin Circle bus turnaround.
 - ★ The Wheaton Urban District is advancing a placemaking initiative to enhance public spaces and foster community engagement. Through strategic activations, including weekend pop-ups, these efforts create a dynamic and inclusive urban environment.
 - ★ As part of its commitment to Vision Zero, the Wheaton Urban District is enhancing pedestrian safety through targeted infrastructure upgrades, including the installation of improved LED lighting and accessibility enhancements throughout the district.

INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

- ★ The Urban Districts created a more efficient process for collecting Optional Method Development (OMD) fees by switching from an invoiced-based payment system to direct inclusion on property tax bills. The resulting action led to an increase in revenue for the County and cut down on man hours by ensuring future collections be processed through the capabilities of the Department of Finance.
- ★ The Bethesda Urban District increased civic engagement by hosting National Night Out and the Drone as First Responder townhall. Future engagement efforts will focus on children and families through community partnerships for a summer event.
- ★ The Friendship Heights Urban District convenes a business public safety program with regular cross jurisdictional security meetings for business and community members with Montgomery County Police Department, District of Columbia Metropolitan Police Department, and Metro Transit Police Department.
- ★ The Friendship Heights Urban District enlivened vacant retail with gallery and retail pop ups, including a temporary bookstore at Wisconsin Place.
- ★ The Wheaton Urban District implemented a seven-day-a-week program for litter collection, trash removal, and recycling services, ensuring a cleaner and more sustainable public space.
- ★ The Silver Spring Urban District leads strategic marketing initiatives, including a comprehensive overhaul of the Urban District website, to improve engagement, accessibility, and functionality for diverse audiences. Additionally, integrated messaging across social media platforms and newsletters showcases local businesses and fosters a stronger connection with a broad group of stakeholders.
- ★ The Silver Spring Urban District emphasizes interagency collaboration and coordination on key initiatives, notably leading efforts to update the Silver Spring Urban District's Streetscape Standards. Silver Spring Urban District works across a network of County agencies and service providers to enhance support for the unhoused community accessing resources at Progress Place.

PROGRAM CONTACTS

Contact Alexia Roundtree of the Urban Districts at 240-777-2555 or Katherine Bryant-Higgins of the Office of Management and Budget at 240-777-2764 for more information regarding this department's operating budget.

PROGRAM PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY25 estimates reflect funding based on the FY25 Approved Budget. The FY26 and FY27 figures are performance targets based on the FY26 Approved Budget and funding for comparable service levels in FY27.

PROGRAM DESCRIPTIONS

Administration

This program provides staff support for contract administration, the 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.

FY26 Approved Changes	Expenditures	FTEs
FY25 Approved	3,067,464	5.50
Increase Cost: Three Percent Inflationary Adjustment to Non-Profit Service Provider Contracts (Wheaton)	927	0.00
Re-align: Move Miscellaneous Operating Expenses from Administration to Streetscape Maintenance (Bethesda)	(7,572)	0.00
Re-align: Move Funds from Administration to Promotion of Community and Business Activities to Support Conferences and Community Initiatives (Bethesda)	(18,507)	0.00
Re-align: Move Component Unit Contract Expenses from Administration to Streetscape Maintenance (Bethesda)	(60,847)	0.00
Re-align: Component Unit Contract (Bethesda)	(118,956)	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.	(127,928)	(1.00)
FY26 Approved	2,734,581	4.50

Enhanced Security and Ambassadorship

This program promotes clean, safe, and welcoming Urban Districts through uniformed aides. The program provides visual deterrents and/or trained observer documentation for theft, vandalism, and violations in the Silver Spring and Wheaton Urban Districts. Aides also act as ambassadors by providing information, directions, first aid and CPR, and roadside assistance to residents, visitors, and the business.

The goal of the program is to provide an enhanced physical presence and reduce the likelihood of crime. The Safe Team serves as an uniformed visual presence that promotes a safer environment and supports residents and visitors.

FY26 Approved Changes	Expenditures	FTEs
FY25 Approved	2,115,957	18.75
Shift: Inter-Program Personnel Reallocation (Wheaton)	345,701	4.00
Shift: Inter-Program Personnel Reallocation (Silver Spring)	260,706	3.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(5,216)	(1.00)
FY26 Approved	2,717,148	24.75

Promotion of Community and Business Activities

This program enhances the quality of life in the Urban Districts and surrounding communities by fostering 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.

FY26 Approved Changes	Expenditures	FTEs
FY25 Approved	4,847,585	35.45
Increase Cost: Bethesda Urban Partnership Contract	196,855	0.00
Re-align: Component Unit Contract (Bethesda)	118,956	0.00
Re-align: Move Funds from Administration to Promotion of Community and Business Activities to Support Conferences and Community Initiatives (Bethesda)	18,507	0.00
Re-align: Move Miscellaneous Operating Expenses from Promotion of Community and Business Activities to Streetscape Maintenance (Bethesda)	(6,428)	0.00
Shift: Inter-Program Personnel Reallocation (Silver Spring)	(260,706)	(3.00)
Shift: Inter-Program Personnel Reallocation (Wheaton)	(345,701)	(4.00)
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	379,268	2.00
FY26 Approved	4,948,336	30.45

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.

FY26 Approved Changes	Expenditures	FTEs
FY25 Approved	2,751,037	0.00
Re-align: Component Unit Contract (Bethesda)	137,609	0.00
Re-align: Move Component Unit Contract Expenses from Administration to Streetscape Maintenance (Bethesda)	60,847	0.00
Re-align: Move Miscellaneous Operating Expenses from Administration to Streetscape Maintenance (Bethesda)	7,572	0.00
Re-align: Move Maintenance Expenses from Promotion of Community and Business Activities to Streetscape Maintenance (Bethesda)	6,428	0.00
Re-align: Component Unit Contract (Bethesda)	(137,609)	0.00

FY26 Approved Changes	Expenditures	FTEs
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(27,525)	0.00
FY26 Approved	2,798,359	0.00

BUDGET SUMMARY

	Actual FY24	Budget FY25	Estimate FY25	Approved FY26	%Chg Bud/App
URBAN DISTRICT - BETHESDA					
EXPENDITURES					
Salaries and Wages	59,899	91,746	89,923	96,802	5.5 %
Employee Benefits	17,186	26,792	30,013	33,132	23.7 %
Urban District - Bethesda Personnel Costs	77,085	118,538	119,936	129,934	9.6 %
Operating Expenses	3,413,406	3,681,479	3,599,205	3,891,317	5.7 %
Urban District - Bethesda Expenditures	3,490,491	3,800,017	3,719,141	4,021,251	5.8 %
PERSONNEL					
Full-Time	1	1	1	1	—
Part-Time	0	0	0	0	—
FTEs	1.00	1.00	1.00	1.00	—
REVENUES					
Property Tax	813,121	981,572	926,703	979,921	-0.2 %
Optional Method Development	209,132	183,975	233,192	183,975	—
Urban District - Bethesda Revenues	1,022,253	1,165,547	1,159,895	1,163,896	-0.1 %
URBAN DISTRICT - SILVER SPRING					
EXPENDITURES					
Salaries and Wages	2,457,791	2,320,920	2,619,150	2,468,934	6.4 %
Employee Benefits	765,864	839,394	897,299	934,080	11.3 %
Urban District - Silver Spring Personnel Costs	3,223,655	3,160,314	3,516,449	3,403,014	7.7 %
Operating Expenses	1,165,352	1,446,823	1,436,757	1,477,088	2.1 %
Urban District - Silver Spring Expenditures	4,389,007	4,607,137	4,953,206	4,880,102	5.9 %
PERSONNEL					
Full-Time	38	37	37	37	—
Part-Time	0	0	0	0	—
FTEs	35.00	34.00	34.00	34.00	—
REVENUES					
Property Tax	991,335	1,112,440	1,062,852	1,125,009	1.1 %
Optional Method Development	139,467	120,000	188,940	120,000	—
Other Charges & Fees	50,000	0	50,000	0	—
Urban District - Silver Spring Revenues	1,180,802	1,232,440	1,301,792	1,245,009	1.0 %
URBAN DISTRICT - WHEATON					

BUDGET SUMMARY

	Actual FY24	Budget FY25	Estimate FY25	Approved FY26	%Chg Bud/App
EXPENDITURES					
Salaries and Wages	1,551,852	1,839,351	1,688,667	1,691,767	-8.0 %
Employee Benefits	486,498	587,241	596,663	638,746	8.8 %
Urban District - Wheaton Personnel Costs	2,038,350	2,426,592	2,285,330	2,330,513	-4.0 %
Operating Expenses	1,091,485	1,330,779	1,272,430	1,349,040	1.4 %
Urban District - Wheaton Expenditures	3,129,835	3,757,371	3,557,760	3,679,553	-2.1 %

PERSONNEL

Full-Time	23	23	23	23	—
Part-Time	1	1	1	1	—
FTEs	24.70	24.70	24.70	24.70	—

REVENUES

Property Tax	273,890	348,056	288,791	305,623	-12.2 %
Optional Method Development	1,641	0	10,401	0	—
Miscellaneous Revenues	15	0	0	0	—
Urban District - Wheaton Revenues	275,546	348,056	299,192	305,623	-12.2 %

FRIENDSHIP HEIGHTS URBAN DISTRICT

EXPENDITURES

Salaries and Wages	0	0	0	0	—
Employee Benefits	0	0	0	0	—
Friendship Heights Urban District Personnel Costs	0	0	0	0	—
Operating Expenses	771,898	617,518	617,518	617,518	—
Friendship Heights Urban District Expenditures	771,898	617,518	617,518	617,518	—

PERSONNEL

Full-Time	0	0	0	0	—
Part-Time	0	0	0	0	—
FTEs	0.00	0.00	0.00	0.00	—

REVENUES

Commercial District Charge	0	617,518	617,518	617,518	—
Friendship Heights Urban District Revenues	0	617,518	617,518	617,518	—

DEPARTMENT TOTALS

Total Expenditures	11,781,231	12,782,043	12,847,625	13,198,424	3.3 %
Total Full-Time Positions	62	61	61	61	—
Total Part-Time Positions	1	1	1	1	—
Total FTEs	60.70	59.70	59.70	59.70	—
Total Revenues	2,478,601	3,363,561	3,378,397	3,332,046	-0.9 %

FY26 APPROVED CHANGES

			Expenditures	FTEs
URBAN DISTRICT - BETHESDA				
			FY25 ORIGINAL APPROPRIATION	3,800,017 1.00
<u>Other Adjustments (with no service impacts)</u>				
Increase Cost: Bethesda Urban Partnership Contract [Promotion of Community and Business Activities]			196,855	0.00
Re-align: Component Unit Contract (Bethesda) [Streetscape Maintenance]			137,609	0.00
Re-align: Component Unit Contract (Bethesda) [Promotion of Community and Business Activities]			118,956	0.00
Re-align: Move Component Unit Contract Expenses from Administration to Streetscape Maintenance (Bethesda) [Streetscape Maintenance]			60,847	0.00
Re-align: Move Funds from Administration to Promotion of Community and Business Activities to Support Conferences and Community Initiatives (Bethesda) [Promotion of Community and Business Activities]			18,507	0.00
Increase Cost: Printing and Mail Adjustment			11,387	0.00
Increase Cost: FY26 Compensation Adjustment			7,823	0.00
Re-align: Move Miscellaneous Operating Expenses from Administration to Streetscape Maintenance (Bethesda) [Streetscape Maintenance]			7,572	0.00
Re-align: Move Maintenance Expenses from Promotion of Community and Business Activities to Streetscape Maintenance (Bethesda) [Streetscape Maintenance]			6,428	0.00
Increase Cost: Motor Pool Adjustment			2,128	0.00
Increase Cost: Annualization of FY25 Personnel Costs			1,891	0.00
Increase Cost: Annualization of FY25 Compensation Increases			1,682	0.00
Decrease Cost: Risk Management Adjustment			(532)	0.00
Re-align: Move Miscellaneous Operating Expenses from Promotion of Community and Business Activities to Streetscape Maintenance (Bethesda) [Promotion of Community and Business Activities]			(6,428)	0.00
Re-align: Move Miscellaneous Operating Expenses from Administration to Streetscape Maintenance (Bethesda) [Administration]			(7,572)	0.00
Re-align: Move Funds from Administration to Promotion of Community and Business Activities to Support Conferences and Community Initiatives (Bethesda) [Administration]			(18,507)	0.00
Re-align: Move Component Unit Contract Expenses from Administration to Streetscape Maintenance (Bethesda) [Administration]			(60,847)	0.00
Re-align: Component Unit Contract (Bethesda) [Administration]			(118,956)	0.00
Re-align: Component Unit Contract (Bethesda) [Streetscape Maintenance]			(137,609)	0.00
			FY26 APPROVED	4,021,251 1.00
URBAN DISTRICT - SILVER SPRING				
			FY25 ORIGINAL APPROPRIATION	4,607,137 34.00
<u>Other Adjustments (with no service impacts)</u>				
Shift: Inter-Program Personnel Reallocation (Silver Spring) [Enhanced Security and Ambassadorship]			260,706	3.00
Increase Cost: FY26 Compensation Adjustment			156,958	0.00
Restore: One-Time Lapse Adjustment (Silver Spring)			108,191	0.00
Increase Cost: Annualization of FY25 Compensation Increases			76,908	0.00
Increase Cost: Overtime Adjustment (Silver Spring)			69,920	0.00
Increase Cost: Motor Pool Adjustment			30,875	0.00

Increase Cost: Retirement Adjustment	10,968	0.00
Decrease Cost: Risk Management Adjustment	(610)	0.00
Decrease Cost: Annualization of FY25 Personnel Costs	(2,134)	0.00
Decrease Cost: Lapse Adjustment (Silver Spring)	(69,920)	0.00
Decrease Cost: Elimination of One-Time Items Approved in FY25	(108,191)	0.00
Shift: Inter-Program Personnel Reallocation (Silver Spring) [Promotion of Community and Business Activities]	(260,706)	(3.00)
FY26 APPROVED	4,880,102	34.00

URBAN DISTRICT - WHEATON

FY25 ORIGINAL APPROPRIATION	3,757,371	24.70
<u>Other Adjustments (with no service impacts)</u>		
Shift: Inter-Program Personnel Reallocation (Wheaton) [Enhanced Security and Ambassadorship]	345,701	4.00
Increase Cost: Lapse Adjustment (Wheaton)	117,907	0.00
Increase Cost: FY26 Compensation Adjustment	108,802	0.00
Increase Cost: Annualization of FY25 Compensation Increases	44,731	0.00
Increase Cost: Motor Pool Adjustment	17,811	0.00
Increase Cost: Retirement Adjustment	4,869	0.00
Increase Cost: Three Percent Inflationary Adjustment to Non-Profit Service Provider Contracts (Wheaton) [Administration]	927	0.00
Decrease Cost: Risk Management Adjustment	(477)	0.00
Decrease Cost: Elimination of One-Time Items Approved in FY25	(165,721)	0.00
Decrease Cost: Annualization of FY25 Personnel Costs	(206,667)	0.00
Shift: Inter-Program Personnel Reallocation (Wheaton) [Promotion of Community and Business Activities]	(345,701)	(4.00)
FY26 APPROVED	3,679,553	24.70

FRIENDSHIP HEIGHTS URBAN DISTRICT

FY25 ORIGINAL APPROPRIATION	617,518	0.00
FY26 APPROVED	617,518	0.00

PROGRAM SUMMARY

Program Name	FY25 APPR Expenditures	FY25 APPR FTEs	FY26 APPR Expenditures	FY26 APPR FTEs
Administration	3,067,464	5.50	2,734,581	4.50
Enhanced Security and Ambassadorship	2,115,957	18.75	2,717,148	24.75
Promotion of Community and Business Activities	4,847,585	35.45	4,948,336	30.45
Streetscape Maintenance	2,751,037	0.00	2,798,359	0.00
Total	12,782,043	59.70	13,198,424	59.70

CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY25 Total\$	FY25 FTEs	FY26 Total\$	FY26 FTEs
URBAN DISTRICT - SILVER SPRING					
Parking District Services	Silver Spring Parking	165,230	3.00	283,412	3.00

FUNDING PARAMETER ITEMS

CC APPROVED (\$000S)

Title	FY26	FY27	FY28	FY29	FY30	FY31
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URBAN DISTRICT - BETHESDA

EXPENDITURES

FY26 Approved	4,021	4,021	4,021	4,021	4,021	4,021
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No inflation or compensation change is included in outyear projections.

Labor Contracts	0	1	1	1	1	1
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These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.

Subtotal Expenditures	4,021	4,022	4,022	4,022	4,022	4,022
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URBAN DISTRICT - SILVER SPRING

EXPENDITURES

FY26 Approved	4,880	4,880	4,880	4,880	4,880	4,880
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No inflation or compensation change is included in outyear projections.

Labor Contracts	0	28	28	28	28	28
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These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.

Subtotal Expenditures	4,880	4,908	4,908	4,908	4,908	4,908
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URBAN DISTRICT - WHEATON

EXPENDITURES

FY26 Approved	3,680	3,680	3,680	3,680	3,680	3,680
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No inflation or compensation change is included in outyear projections.

Labor Contracts	0	16	16	16	16	16
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These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.

Subtotal Expenditures	3,680	3,696	3,696	3,696	3,696	3,696
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FRIENDSHIP HEIGHTS URBAN DISTRICT

EXPENDITURES

FY26 Approved	618	618	618	618	618	618
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No inflation or compensation change is included in outyear projections.

Subtotal Expenditures	618	618	618	618	618	618
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