



CITY OF COLLEGE PARK

Strategic Plan Update

**1st Quarter FY24
October 24, 2023**



CITY OF
COLLEGE PARK

Vision

*College Park is a vibrant, forward-thinking
City with a welcoming community that
celebrates our history and diversity and
strives for innovation, connectivity, and
sustainability.*





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Mission

We provide excellent services, transparent and inclusive governance, and advocate for our residents to enhance the quality of life for our diverse community.





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The Strategic Plan Structure:

5-Year OKRs (Council-created)

↳ **1-Year OKRs** (*Council-approved each year*)

↳ **Departmental Quarterly OKRs**



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FY24 1st Quarter Overview

34 Quarterly OKRs aligned to 10 One-Year OKRs

Successes:

Administration / IT / Comms and Events

College Park Day! (plus, movie night, Friday Night Live)

Network security improvements; High-Definition Comcast

City Clerk

Ready for the November Election

-Candidates qualified, forums held, vendors selected



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FY24 1st Quarter Overview

Successes:

p. 2

Finance

Preparing for implementation of Tyler for **HR and payroll**

Human Resources

4 wellness events, 4 new staff,
training session for 25 employees

Planning and Community Development

Staff Notary Public Certification

Substantial completion of Hollywood Streetscape Project



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FY24 1st Quarter Overview

Successes:

p. 3

Public Services

CEOs responding to litter complaints within 24 hours; door hangers successful in getting voluntary compliance
New full-time CEO hired

Public Works

electrical upgrades for additional EVs completed
Food scrap collection up by 20 tons; household / bulk down 25 tons

YFS

St. Andrew's Rectory leased and renovations underway
Education specialist hired



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FY24 1st Quarter Overview

Challenges:

Unable to complete new protocols for agenda packet and record-keeping / retention schedules—will address in 3rd Quarter

Internal equity and inclusion work not accomplished due to work on Restorative Justice Commission

Presentation of options for 4704 Calvert Rd. delayed to review some site concerns



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FY24 1st Quarter Overview

Challenges:

p. 2

Recycling rates flat—will work on video in 2nd Quarter

GoGov integration with Accela back-office requires additional work

YFS will kick-off online tutoring once contract signed

Still looking for bilingual counselor to fill vacancy



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FY24 2nd Quarter

Sample 2nd Quarter Department Objectives:

Complete Comp and Class study

Finalize Economic Development Plan and update Biz Retention program

Plant 20 trees in ROW

Explore expansion of GoGov for DPW facilities

Move Seniors program into St. Andrew's Rectory

Identify preferred option for new north community garden location

Draft report for Youth Advisory Committee



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QUESTIONS and Comments