

SPECIAL WORKSESSION MINUTES
College Park City Council
Wednesday, August 19, 2020
6:30 P.M. – 9:28 P.M.

Due to the COVID-19 Pandemic, this was a Virtual Meeting

PRESENT: Mayor Wojahn; Councilmembers Kabir, Kennedy, Brennan, Dennis, Rigg, Mackie and Mitchell.

ABSENT: Councilmember Day.

ALSO PRESENT: Scott Somers, City Manager; Bill Gardiner, Assistant City Manager; Janeen S. Miller, City Clerk.

Mayor Wojahn opened the Virtual Special Worksession at 6:30 p.m.

Mr. Somers said tonight is a high-level overview of data gathered by Performance Breakthroughs, Inc. during the last 2½ months in meetings with stakeholders, constituents, elected officials and a staff survey. This is the first of several Worksessions that will be held.

1. PRESENTATION: 2020-2025 Strategic Plan Presentation, Phase 1 – Data Results Briefing: Jeff Parks and Jessica Brown. Performance Breakthroughs, Inc.

The meeting began with a presentation of the PPT that covered: Methodology, Public Focus Groups, Stakeholder Focus Groups, Community Survey, Employee Survey, Lakeland Vision.

Discussion of Community Demographics: COVID challenges. Skewed sample. Language barrier issues. Under- and over-represented groups. Open-ended questions. 130-140 survey responses.

The community's view (SWOT) from public focus groups, community survey and stakeholder focus groups:

- Strengths: Green spaces, accessibility, university relationship, atmosphere and community.
- Weaknesses: Over-development, increased traffic, University over residents, resource allocation & transparency.
- Want More Of: Easy access to places they visit, plenty of entertainment, shopping and dining options, connection & collaboration.
- Improvements: accessibility and connectivity, atmosphere and quality of life, environment and sustainability, atmosphere and community safety.
- Threats/Challenges: Non-mindful development impacting QOL, CP becoming unaffordable in housing/taxes, inability to create a stable base community year round, financial problems for all as a result of COVID.
- Opportunities: Create a truly symbiotic relationship with UMD, increase the events and amenities, flourish in green spaces.
- Relationship with the City: People want to know, participate and interact, showcasing the unique and different aspects of College Park

- Vision for College Park in 2025: Supportive and inclusive community, accessibility and connectivity, sustainability and environment, atmosphere and quality of life, smart growth, safe community, stable base community, engaged and connected communities, attractive City, diverse business and housing.
- Vision for Lakeland:

Ranking of Importance:

1. Public Safety
2. Transportation
3. Community Experience
4. Environmental Sustainability
5. Affordable Housing
6. City & Resident Relationship
7. UMD & City Relationship
8. Neighborhood to Neighborhood Relationship
9. District to District Relationship

The Staff View:

- Strengths: Importance of the work, people they work with, family feel of organization
- Weaknesses: Interdepartmental communication, collaboration and alignment between departments; continue to grow in services and resources
- Future Challenges: COVID, better alignment between departments, costs will be high and resources constrained, succession management.
- Opportunities: improve team dynamics and employee engagement; better workflow and communication between departments; increased and innovative services; more inclusive and participative governance; capitalize on talent.
- Vision: Have community's trust; pride through excellent services; great work environment that is equitable and inclusive; efficient and well-functioning organization; take care of employees and reward great work; united, alighted and focused on shared goals.

SUMMARY

Community vision for the future:

- Great accessibility and connectivity
- Abundance of green and open spaces
- Inclusive and welcoming sense of community across CP
- Smart growth that creates a vibrant and unique atmosphere
- Known for being an environmentally conscious city
- Quality public education for all
- Stable year-round base community
- Innovate and expansive city services with full awareness of opportunities
- Public safety

Staff vision for the future:

- More team building and full employee engagement

- Resources aligned to goals and community needs
- More inter-departmental communication and collaboration
- More opportunities to grow
- Employees feel valued and rewarded based on quality work
- More openness to innovation and change
- More alignment and accountability

NEXT STEPS:

- Data will be sent to M&C to review more fully
- Individual brainstorming and Council homework:
 - 3 most important things you want to achieve for your district over 5 years
 - 3 most important things you want to achieve for the City over 5 years
- Upcoming Sessions to Plan:
 - 4-hour session on vision and mission – Review strategic planning process and roles, then brainstorm vision and mission with data, and discuss revisions
 - 2 sessions to focus on 5-year objective planning (4-hours each)
 - Methodology training and brainstorm City objectives
 - Finalize all City-wide objectives
 - 2 sessions (4-hours each) for 1-year objective planning and finalization
 - Department Training - objectives and action planning for 2021 (by mid-October)

(OKR = Objectives and key results)

- Review of what still needs to be accomplished from the 2015-2020 Strategic Plan
- The people who are doing the work will develop the action plan for approval of management and elected officials

ADJOURN: On a motion by Councilmember Rigg and seconded by Councilmember Mackie, the Special Worksession was adjourned at 9:28 p.m.

Janeen S. Miller	Date
City Clerk	Approved