



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>
404-669-3756 (Main)

Experience College Park
Georgia's Global City

Tuesday, January 19, 2021

6:00 PM

Council Chambers

1. Consideration of the draft City of College Park 2021 Federal Legislative Agenda by The Ferguson Group Managing Partner for Client Services Jennifer Imo and Senior Advisor Charmayne Anderson. See memorandum dated January 11, 2021 from Interim City Manager Mercedes Miller. Also, see attached draft 2021 Federal Legislative Agenda. (20 minutes presentation/Q&A)
2. Monthly progress report regarding Strategic Planning activities. See memorandum dated January 12, 2021 from Chief Communications Officer Michael Hicks. Also, see attached PowerPoint presentation. (10 minutes presentation/Q&A)



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8559

DATE: January 11, 2021
TO: The Honorable Mayor and Members of City Council
FROM: Mercedes Miller, Interim City Manager
RE: 2021 Federal Legislative Draft Agenda

Attached for your review please find the draft City of College Park 2021 Federal Legislative Agenda prepared by The Ferguson Group in consultation with the Office of the City Manager and City staff. Jennifer Imo, Managing Partner for Client Services and Charmayne Anderson, Senior Advisor with The Ferguson Group, will therefore be present to discuss applicable strategies for your consideration during the January 19, 2021 Workshop Session meeting.

Thank you.

ATTACHMENTS:

- Draft 2021 College Park Federal Agenda (DOCX)

Review:

- Mercedes Miller Completed 01/11/2021 2:42 PM
- Rosyline Robinson Completed 01/11/2021 2:44 PM
- Jackson Myers Completed 01/11/2021 2:52 PM
- Mercedes Miller Completed 01/12/2021 12:25 PM
- Mayor & City Council Pending 01/19/2021 6:00 PM



Draft 2021 Federal Agenda

Mayor

Bianca Motley Broom

Council Member, Ward I

Ambrose Clay

Council Member, Ward II

Derrick Taylor

Council Member, Ward III

Ken Allen

Council Member, Ward IV

Roderick Gay

Prepared in coordination with The Ferguson Group, LLC

COLLEGE PARK CITY HALL
3667 MAIN ST.
COLLEGE PARK, GA 30337
(404) 767-1537

2021 Federal Priorities

Transportation

TFG Staff: Jennifer Imo

MARTA Station in College Park

CP Staff – Jackson Myers, Loretta Washington

Action Item:

Support efforts to secure funds for MARTA Station improvements in College Park.

Six West College Park

CP Staff – Jackson Myers, Loretta Washington

Support transportation infrastructure improvements in the Six West development area.

Airport Issues

CP Staff – Gary Young, Loretta Washington

Support financial relief for airport-area economies, including hotels, rental car facilities, and adjacent communities and the industry that is dependent on the airport.

Advocate for “...Congress to Direct the Federal Aviation Administration to develop a new noise metric that accurately gauges the increased annoyance caused by changes to flight patterns being introduced nationally and authorize Federal funding for new noise insulation for those residences measured to be significantly impacted, regardless of whether those residences were previously insulated for aircraft noise.” (This is the wording of the non-binding referendum, which was approved by 80.63% of College Park’s voters.)

Advocate for the continued use of the Aviation Fuel Tax for funding of airport area school programs.

Support Aviation and Airport Careers training programs, like those being launched in Clayton County schools.

Support the work of the Performance Based Navigation (PBN) Blueprint Task Group related to community involvement best practices when PBN procedures are implemented.

Support “Aerotropolis” goals to improve public transit, automobile, and pedestrian connections in the ATL Airport City, GICC, Gateway Center, and Downtown redevelopment areas. Specifically, funding for transportation improvement projects adjacent to the ATL West Parking deck:

- SkyTrain Way and Hospitality Way (formerly Lesley Drive) (construction access is being built but it is desirable to finish with binder, topping, curb, gutter, sidewalk, catch basins, etc.).

Monitor funding opportunities for improving local resident, airport passenger, and cargo/freight flow efficiency in the College Park and ATL airport area.

In coordination with GICC, and the College Park Police and Fire Departments, monitor funding opportunities to assist in the preparation and planning for the emergency evacuation of the ATL airport to the GICC.

Assist with issues related to ATL and impacts on the City, including plans for ATL airport’s sixth runway.

Noise-Related Issues

Support the work of the Quiet Skies Caucus.

Monitor legislative funding and FAA policy changes related to airport noise and the Quiet Skies Caucus.

Explore funding opportunities for noise and air quality studies.

Support College Park’s comments on the FAA’s development of a Centralized Noise Complaint System, ensuring that noise comments/reports, and the mapping of comments, are easily accessible for review by airport local communities.

Law Enforcement and Public Safety
 TFG Staff: Charmayne Anderson

Crime Reporting
 CP Staff – Chief Ferman
 Williford
 TFG Staff – Jennifer Imo

Police Personnel and Community Policing
 CP Staff – Chief Ferman
 Williford

Law Enforcement Equipment and Technology
 CP Staff – Chief Ferman
 Williford

Action Item:

Work with the DOJ/FBI as they develop new crime statistic reporting systems to ensure that commuter-adjusted populations are considered when reporting crime statistics. New system expected in 2021. State reporting system released in January 2020.

Secure funds to hire additional police officers, as well as professional counselors to ride with officers on mental health-related calls.

Monitor funding opportunities that enhance the department’s community policing efforts.

Monitor opportunities to provide mental and physical health support to officers.

Secure funds to purchase modernized crime fighting technology to enhance officer safety, efficiency, and effectiveness, including bulletproof vests; body cameras (need all new body cameras); server and IT hub for data integration; new base station; SkyWatch surveillance towers; expanded video surveillance system, camera system, and video integration; and drones.

Fire Department Needs
 CP Staff – Chief Wade Elmore, Battalion Chief Ron Taylor, Chief Chris Haynes, Fire Marshall Brian Steele

Police and Fire
 CP Staff – Chief Ferman Williford, Chief Wade Elmore

Secure FEMA SAFER grant funds to hire personnel.

Secure funding for fire equipment, including self-contained breathing apparatus and turnout gear, and ballistic vests, as well as funding for equipment for the new fire station in Six West.

Monitor funding opportunities to replace fire safety house – a house (currently a trailer) simulation for education and outreach.

Explore foundation grant funds to purchase car seats that are donated to those in need; and funding opportunities to purchase smoke detectors.

Ensure that fire departments can access federal assistance for overtime costs for personnel (6 months into its budget cycle, the CFP is at 98% of its OT budget).

Continue to work with DHS/GEMA and regional staff to ensure a fair share of UASI funds are directed to the City.

Secure funding for satellite phones in the event of an emergency.

Energy and Environment
 TFG Staff: Jennifer Imo

Water and Wastewater Infrastructure Stormwater Infrastructure
 CP Staff – Mike Mason, Loretta Washington

Hazard Mitigation and Flood Control
 CP Staff – Loretta Washington, Michael Hicks

Action Item:

Explore funding opportunities for the following:

- Continued repairs to existing sewer trunk and transmission lines to address breaches and threatened breaches.
- Renovate the Southeast Sanitary Lift Station (also needs to be added to GEFA’s Intended Use Plan) (\$4M)
- Six West water infrastructure upgrades
- Water distribution pump stations (3) (~\$9M)
- Expand and improve the City’s stormwater infrastructure.
- Replace and upgrade water transmission lines to expand capacity for public and private development.
- Expand well production.

Monitor and report on reauthorization of the National Flood Insurance Program.

Explore opportunities to secure hazard mitigation funds, including funds for GIS mapping.

<p>Community and Economic Development TFG Staff: Charmayne Anderson</p>	<p>Action Item:</p>
<p>Six West College Park CP Staff – Jackson Myers, Artie Jones, Tasha Garrison</p>	<p>Explore opportunities to promote infrastructure and development of the Six West Project.</p>
<p>Arts and Culture CP Staff – Artie Jones, Tasha Garrison</p>	<p>Monitor opportunities to incorporate the arts in downtown and create an arts center in Downtown College Park (potentially in the auditorium on Main Street).</p>
<p>Urban Renewal and Redevelopment CP Staff – Artie Jones, Ferman Williford</p>	<p>Monitor opportunities to enhance economically underperforming and concentrated crime hot spots with educational and community development programs to support low- to moderate-income residents and to provide residential and commercial redevelopment in the areas of Godby Road and Old National Highway.</p>
<p>Tourism CP Staff – Artie Jones, Mercedes Miller, Cookie Smoak</p>	<p>Advocate federal support for the Georgia International Convention Center and losses related to the COVID-19 pandemic. Explore how other convention centers are addressing pandemic-related losses.</p> <p>Monitor and report on issues related to tourism industry.</p> <p>Identify federal programs to assist the city with infrastructure upgrades necessary for the development of hotels around the convention center.</p>
<p>Urban Farming CP Staff – Artie Jones, Tasha Garrison</p>	<p>Work with the City to secure assistance for community gardening, farmers market, farm to school programs, hydro-farming, and sustainability initiatives.</p> <p>Explore youth diversion programs that integrate urban farming.</p>
<p>Workforce Development CP Staff – Artie Jones</p>	<p>Monitor opportunities to assist with workforce development programs, including targeted job training (hospitality, logistics, etc.).</p>
<p>Brownfields CP Staff – Artie Jones, Tasha Garrison</p>	<p>Pursue brownfields clean-up grant funds from the EPA.</p> <p>Awarded \$300,000 from EPA’s Brownfields Program for a City-Wide brownfields assessment and \$500,000 for clean-up activities to support the revitalization and economic transformations happening in the City.</p>
<p>Opportunity Zones CP Staff – Artie Jones, Tasha Garrison</p>	<p>Monitor and report on federal guidance related to the Department of Treasury’s Opportunity Zones and how they can be used to expand affordable housing and commercial development.</p>
<p>College Park Auditorium CP Staff – Jackson Myers</p>	<p>Explore funding opportunities to rehabilitate the historic College Park Auditorium.</p>

Historic Cemeteries <i>CP Staff – Artie Jones, Tasha Garrison</i>	Identify potential grant opportunities to rehabilitate local historic cemeteries.
Information Technology <i>TFG Staff: Jennifer Imo</i>	Action Item:
Broadband and Telecommunications <i>CP Staff – Michael Hicks</i>	<p>Monitor and report on legislative and Administrative (FCC) efforts to accelerate broadband deployment and preempt local authority on right of way and land use decisions, as well as fees for pole attachments.</p> <p>Work with internet service providers and monitor federal opportunities to secure funds for fiber deployment in an around Airport City.</p> <p>Monitor funding opportunities for fiber ring to connect city-owned businesses.</p>
Smart City Initiatives / Technology Development <i>CP Staff – Michael Hicks, Loretta Washington</i>	<p>Promote the City’s leadership in technology development, such as remote meter reading and pulse point technology.</p> <p>Monitor funding opportunities for smart technologies, including contact tracing technology geared toward COVID-19; smart nodes on traffic lights; electric vehicle charging stations; and artificial intelligence for greater collaboration between residents, visitors, and city staff.</p>
Cyber Security <i>CP Staff – Michael Hicks</i>	Monitor and report on cyber security initiatives to safeguard data.
Parks and Recreation <i>TFG Staff: Charmayne Anderson</i>	Action Item:
Park Infrastructure <i>CP Staff – Michelle Johnson</i>	<p>Support the City’s HUD Community Development Block Grant program application for WiFi in the parks; to update playgrounds; and a splash pad.</p> <p>Monitor funding opportunities to update the turf fields (also working with the Atlanta Braves).</p>
College Park Auditorium <i>CP Staff – Jackson Myers, Michelle Johnson</i>	Explore funding opportunities to rehabilitate the historic College Park Auditorium.
Other Priorities	Action Item:
Direct COVID Relief for Local Governments	College Park supports inclusion of additional state and local government aid in the next COVID relief bill. Funds must be directed to all units of local government regardless of population.

Municipal Bonds	Support preservation of tax-exempt municipal bonds and the reinstatement of advance refunding.
FY 2022 Budget and Appropriations	Support level or increased funding for priority programs.
Federal Agency Rules and Regulations	Monitor proposed changes to federal agency rules and regulations that may affect the City and provide comments and/or advocate the City's position directly to the relevant federal agency and congressional delegation, such as the EPA's and U.S. Army Corps of Engineers' Waters of the U.S. Rule development.



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WORKSHOP AGENDA ITEM

DOC ID: 8558

DATE: January 12, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Michael Hicks, Chief Information Officer

RE: Strategic Planning Team Update

As Mayor and City Council will begin to receive monthly reports relative to the status and progress of administering goals and objectives of the recently updated College Park Strategic Plan (including committee team lead updates for each of the five strategic goal areas respectively) effective this evening's workshop meeting. Now that the organization has experienced meaningful progress relative to a functioning strategic plan.

Thank you.

ATTACHMENTS:

- Strategic Planning Council Update 5 (PPTX)

Review:

- Michael Hicks Completed 01/07/2021 4:38 PM
- Rosylene Robinson Completed 01/07/2021 6:42 PM
- Michael Hicks Completed 01/08/2021 11:25 AM
- Mike Mason Completed 01/13/2021 12:35 PM
- Mercedes Miller Completed 01/13/2021 12:39 PM
- Mayor & City Council Pending 01/19/2021 6:00 PM



Strategic Planning Committee 2021 Action Items

- Strategic Goals
- Meeting Times for each Team
- Charge for each Team
- Quality Of Life Team Update

Core values



Harmony

As a City Council and Staff Team, we commit to work in a way that creates harmony. We will emphasize dignity, listening well to others, respect for others and being open to new ideas.

Hospitality

We are a hospitality city and desire to act and function in a way that emphasizes the importance of the person we are serving. We are committed to serve others promptly, courteously and professionally. We want visitors and citizens to feel welcome and as though they belong.

Advancement

We value advancement for the City as a whole and advancement on a Council and Staff basis as well. We want to be future oriented and open to way to advance the City, our citizens and our staff team.

Leadership

We believe that our success depends on our leadership ability. To focus on excellence, set and address big goals, to serve others, equip our employees to succeed, and listen to the needs of the community.

Professionalism Without investing in the Council and staff team's professional growth, the team will stifle and not advance the cause of the City. We are committed to the professional development and professional actions of the team. We will act in a professional way that serves the City before ourselves.



Five Strategic Goals

- Local Economy and Growth
- Quality of Life
- Transportation and Mobility
- Public Safety and Security
- Governance and Customer Service



Initial Team Composition City of College Park

Local Economy and Growth	Quality of Life	Transportation and Mobility	Public Safety and Security	Governance and Customer Service
Michelle Alexander	Mike Mason	Loretta Washington	Chiefs Wade/Williford	Michelle Johnson
Meeting Time with team members	Meeting Time with team members	Meeting Time with team members	Meeting Time with team members	Meeting Time with team members
Wed. @3:00pm Bi-weekly	Friday's @2:00pm	Pending	Thursday @ 10:00am	Friday's @ 9:00am

Local Economy and Growth

The Local Economy and Growth team exists to ensure that our community's economic base thrives and that municipal revenues continue to grow.

Quality of Life

The Quality of Life team exists to advance inclusive opportunities for residents and visitors to work collaboratively to enhance the services and amenities within the City of College Park.

Public Safety and Security

The Public Safety and Security team exists to utilize all available resources to ensure that College Park residents, businesses, staff and visitors receive the highest levels of public safety services in the metropolitan Atlanta region.

Transportation and Mobility

The Transportation and Mobility Team exists to advance transportation projects, programs and a Smart Cities approach. The Team ensures more efficient and effective movement of people, goods and traffic not only within the City of College Park but more regionally and in collaboration with the airport, federal and state departments of transportation, MARTA and freight interests.

Governance and Customer Service

The Governance and Customer Service team exists to ensure that each department and each employee is efficient and transparent with all resources. The team will make sure that employees have the tools, resources and training to do their jobs and meet a standard of excellence as they serve College Park's residents, businesses, staff and visitors.



The Charge for the Team



Objective	Activity	Milestones	Who Leads	Anticipated Completion
<p>1. Advance ways to increase community collaboration and implement initiatives to become “One” College Park.</p>	<p>a. Develop community committees to allow residents to learn, understand and provide input towards improving City services within all departments.</p>	<p>Solicited residents to serve on each dept. committee. Detail each committee function.</p>	<p>Each Department Head as it related to their respective department</p>	<p>2021/22</p>
	<p>a. Create events in ALL WARDS that help bring the community together and increase access such as:</p> <ul style="list-style-type: none"> • Music • Backpack giveaways • Sporting events. • Poetry Night • Arts Festival • National Night out with the Police Dept <p>Bring in other departments for the community gathering such as police and fire for outreach to the children.</p>	<ul style="list-style-type: none"> • Develop an annual schedule and calendar • Develop a communications plan • Develop a discount policy (including verification) for City residents so as to increase participation • Provide an annual recap of community highlights 	<p>Michelle+ Gerald Exec Asst to Mayor and Council and Recreation</p>	<p>In Pprogress April 2021</p>
	<p>a. Conduct a quarterly Health initiative Expo for City residents</p>	<ul style="list-style-type: none"> - Collaborate with the Fulton County Health Center (Mr. Finch) - Consult with the Medical Clinics in the City. - Collaborate with Assisted Living facilities 	<p>Fire Department Recreation and Culture</p>	<p>October 2025</p>
	<p>a. Communication to public regarding activities via email and social media. One community page with all departments to post information.</p>	<p>Having all department utilizing the social media outlets and communication outlets. Maybe have logins for each department to put information out regarding their events.</p>	<p>Communication Department and each Department to help</p>	<p>12 months</p>



QUESTIONS

THANK YOU