



Town of Upper Marlboro

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MEMORANDUM

To: Board of Town Commissioners
From: Kyle Snyder, Town Administrator
Date: Tuesday, February 21st, 2023
Re: February 2023 Monthly General Government Report

Commissioners,

Below is the update on some of the projects and statistics from the Town of Upper Marlboro General Government has undertaken in January 2023.

General Government is now up to full staff for the first time in nearly a year Town resident Crystal Nelson as the Town's new bookkeeper. She has undergone much of her training to handle tasks currently being covered by the Town Administrator and Town Accounting firm.

Major Projects Underway	
Event Planning	Staff are gearing up for Marlboro Day Parade & Festival 2023 (Sat 5/14)
Codification	Progress, meeting held with Town Staff, Town Attorney and Municode team
Town Hall POS (Point of Sale System)	The vendor has advised the Town that the credit card terminals at Town Hall have been deemed obsolete, and a replacement system has been ordered.
Grant Applications	Town has applied for a \$550,000 stormwater management grant from the Chesapeake Bay Foundation to assist with curb and drainage upgrades to School and Wilson Lanes.
Playground	Permitting submitted to the County, the construction completion date is set for mid-May 2023. Town Administrator is holding bi-weekly meetings with the contractor as we go through the permitting and scheduling the construction timeline. We are looking at a July opening for the Phase 2 Playground, and a later summer opening of the splash pad (depending on WSSC permitting).
Beautification	The new benches, bike racks, and trash& recycling bins were delivered in January. DPW will work to get them assembled and installed by Spring
ParkMobile	We are waiting for ParkMobile and IPS (existing parking vendor) to complete their test transactions prior to installing signage.
Annexation	Working with Town Annexation Legal team on drafting Annexation Resolution 2023-01 for Phase 3 Annexation. Mailing have gone out to all properties; Commissioners are setting up door-knocking efforts. Town also coordinates with several different developments planned and the property owners.
State Highway Projects	SHA continues to work on the Downtown sidewalk upgrade project, with a planned completion date of March 2023. There are issues with one property owner not signing or being responsive to SHA right-of-way agreements with may results in some sections of the sidewalk project not being completed. The Town has tried to work with SHA and property owners but to no avail as of yet.

Office Statistics:

- Phone Call Volume: 1,099 incoming calls (average of 55 calls per working day M-F)
- Room Rentals: 1
- Notaries: 2
- Parking Permits: 48
- Food Truck Permits: 0

Outreach Statistics:

Facebook & Instagram-

New likes and follows

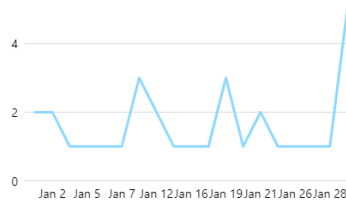
Facebook Page new likes ①

23 ↓ 92.1%



New Instagram followers ①

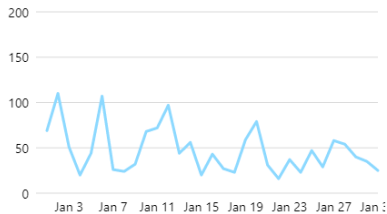
31 ↑ 29.2%



Page and profile visits

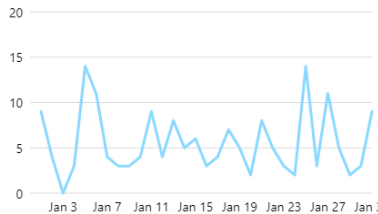
Facebook Page visits ①

1,466 ↓ 51.6%



Instagram profile visits ①

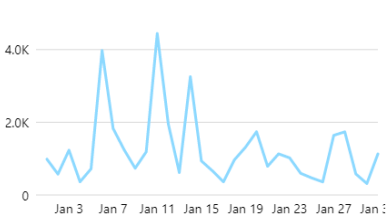
173 ↓ 38.2%



Reach

Facebook Page reach ①

15,533 ↓ 39.3%



Instagram reach ①

2,497 ↑ 64.1%



Google Profile:

1,464 People viewed the Town's Google Business Profile
+24.6% (vs Jan 2022)