



MVF BOARD STRATEGIC PLANNING RETREAT 2017

**NORTH CREEK BOARD ROOM
FRIDAY, June 2, 2017
6:30 p.m.**



Dinner will be available at 6 p.m.

Residents' Time

Topic: Our Finances

1. Financial Overview (Power Point presentation)
 2. Review of the 5 year plan – review assumptions/ Capital projects (Power Point)
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MVF BOARD STRATEGIC PLANNING RETREAT 2017

**NORTH CREEK COMMUNITY CENTER
SATURDAY, JUNE 3, 2017
8:00 a.m. to 2:00 p.m.**

Coffee/ light breakfast will be available

Residents' Time

Topics:

1. Communications - enclosure
 - The Digital Age
 - MV Marketing
2. Transportation priorities – enclosure
3. Development project update
4. Board Topics
 - Parking challenges in the Village (suggestion of ad hoc committee)
 - Diversity – how to foster more across leadership, committees and increase engagement
 - Development projects – how to best engage and manage/support the projects and their impacts as they progress
 - Programming
 - Youth representative on MVF Board/intern to MVF
 - Creative use for the Professional Center (if no prospective buyers) could it become an adult school/teen center/senior center/additional community center?
 - Youth employment: at some point we might not produce a physical newspaper, how can we create new jobs for young teens?
 - Advertise/recruit residents to work on specific areas of recreation such as babies/new parents, kids, singles, athletes, families, teens, seniors, entrepreneurs, etc. If people have friends/a social life here, they will be happier/less interested in moving.
 - How to connect better with our growing diverse community using print media and social networks
5. Update on 2017 Strategic Goals and brainstorming on 2018 Strategic Goals and beyond - enclosure

The Digital Age

Trends in news consumption:
can the *Village News* go fully digital?



Evolution of the *Village News*

- **1967 – 1970:** 2-4 pages typed, mailed to residents
- **1971:** 28+ page (average) tabloid newspaper hand-delivered to residents
- **1997:** website w/some news articles
InfoLink listserv (ended 2006)
- **2008:** new website, full pdf online
- **2011:** social media promotes online news
- **2015:** new website, full pdf & 3 feature articles posted online
- **2017 & beyond:** *Where do we go from here?*

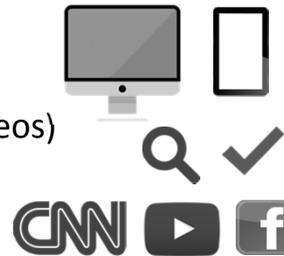
How Do We Consume Our News?

Trend toward quick, small doses,
local, multiplatform

- **Print**

- **Digital**

- Online: Desktop vs Mobile
- Read vs Look/Listen (pictures/videos)
- Seek News vs Subscribe
- News Sources vs Social Media



How Do Village Residents Consume News?

- **Survey @ front desk for visitors**

- Do you read the *Village News*: Yes/No
- Do you access/prefer news: In print/Online

- **Results**

- Majority (84%) read *Village News* in print (74%)
- Those who don't read VN get news online (16%)
 - Total of 39% of residents access some news online
- Some VN readers do both (16%)

Trends in the News

- Digital has taken the place of the daily paper
- Fewer print publications in circulation
- Major news does both, but significantly decreased print
- Advertisers moving away from print

Village News Options

- **Keep status quo**
 - ~\$95,000 ad revenue
- **Decrease print, increase digital**
 - Print 1 issue/month, add more digital articles
 - Decrease ad revenue & print/delivery expenses
 - Maintain staffing
- **Full digital**
 - Daily/3 - 4x weekly digital articles, some with video
 - Print/delivery expense savings
 - Unpredictable ad revenue
 - Staffing changes

What is right for Montgomery Village?

- **Is change necessary?**
- **Does change make MV more attractive?**
- **What change can the community handle?**

Marketing & Branding

Beyond “flourish”

Connecting residents and creating community



Taking a Digital Approach

- **Focus on residents & their stories**
 - Caliber of people in the Village
 - “Who are the people in your neighborhood?”
 - Make connections/”pieces of a larger puzzle”
- **Short video interviews**
- **Share on social media**
 - Uses our network & resident networks to extend message/brand
 - Hopefully attract comment/new residents to emerging developments

MVF Transportation Priorities

General principles/priorities:

- We recognize that the transportation needs of the region must be met by a complex network including roadways, transit, bikeways and safe pedestrian routes.
- We believe strongly that the county must take into account potential impact to residents living in close proximity to rights-of-way by protecting their properties when designing and constructing roadway improvements.
- We believe that it is important to design and construct roadways that mitigate negative impacts to the environment, including streams, wetlands, forested areas and wildlife.
- We want adequately sized sidewalks and bikeways, to encourage walking, running and biking along public rights of way and residential streets.
- We want medians that are beautifully landscaped with trees and flowers.
- We want turn lanes and other traffic controls to address safety and facilitate pedestrian access and adequate traffic flow.
- We want better connectivity and synchronization of traffic lights.
- We want well lit streets to provide for both pedestrian and vehicular safety.
- We support traffic calming measures to slow traffic and protect pedestrians.
- We support alternative transportation systems that reduce reliance on the automobile, including: moving forward now on the Corridor Cities Transitway (CCT), utilizing a Bus Rapid Transit (BRT) as the mode for operation.
- We support continued enhancements to bus stops, including pedestrian crosswalks, adding shelters and sufficient lighting at the highest use stops; properly trimming landscaping at all Ride-On stops; adding trash cans at all stops; and adding benches at all stops.
- We support the continued expansion of Ride-On routes to the Lakeforest Transit Center and Shady Grove Metro.

MVF supported the transportation projects outlined in the 2016 Montgomery Village Master Plan, but wants to highlight the following projects that provide improved transportation alternatives and increased service to Montgomery Village residents.

1. **Improvements to I-270:** MVF supports the state's initiative to improve congestion and travel times on I-270 through lane redesign and widening, interchange improvements and other traffic control measures.
2. **Watkins Mill Road and Interchange:** MVF supports the full diamond interchange at I-270 and projects to improve traffic and pedestrian safety conditions, including continuing analysis of Watkins Mill Road to address increased traffic volume once the full Interchange becomes operational. This major new interchange will give motorists a new option when entering/exiting I-270, which will help disperse traffic along Montgomery Village Avenue. Any modifications to Watkins Mill Road should address improved traffic control and pedestrian safety, especially along the residential portion of Watkins Mill Road and in school zones.
3. **MD 118 Extended (Germantown Rd):** MVF supports the widening of MD 118 Extended up to a maximum of four (4) lanes plus turn lanes between the traffic circle where Watkins Mill Road becomes MD 118 and MD 355. These improvements should be included in the county's CIP.

4. **Intersection of Montgomery Village Avenue and Lake Shore Drive Turn Lane Extension:** MVF supports the extension of the turn lane headed southbound and forcing a left turn movement onto Lake Shore Drive to allow more cars to stack up and make the turn without encroaching on the grass area, which is causing erosion and is unsightly.
5. **Goshen Road:** MVF supports the widening of Goshen Road to a maximum of four lanes in no more than and, where possible, less than a 91-foot maximum variable right-of-way. We ask that the county give special attention to areas throughout the length of the road where the new road position and its close proximity to residential areas have a continuing negative impact on homeowners, including the consideration of waivers of the new road code, where necessary.
6. **Corridor Cities Transitway:** MVF supports the current alignment of this major Bus Rapid Transit (BRT) system from the Shady Grove Metro north to Clarksburg. The CCT is a 15 mile project in Montgomery County, Maryland from the COMSAT facility near Clarksburg, Maryland to the Shady Grove Metro Station. The project has two phases. Phase I is 9 miles from Metropolitan Grove to Shady Grove. This Phase is actively underway and is currently proceeding with engineering and environmental analysis and is funded for formal environmental documentation, final design, and right-of-way acquisition. Phase II would be a future extension from Metropolitan Grove to the COMSAT facility near Clarksburg, and would be developed as land use matures and additional transportation funding becomes available.
7. **Bus Rapid Transit (BRT) on MD 355:** MVF supports BRT because it will provide important access for Montgomery Village residents to important employment centers in both northern and southern directions. As the upcounty continues to add population and density of homes, a broad range of transportation options will be even more critical. Maryland Department of Transportation (MDOT), in partnership with Montgomery County Department of Transportation (MCDOT), is planning the implementation of bus rapid transit (BRT) on Maryland 355 (MD 355). It spans from Clarksburg to Bethesda. Most of its alignment goes along MD 355 (North Frederick Road, Rockville Pike, and Wisconsin Ave). MD 355 is an activity center corridor planned for high level of development.
8. **M-83:** MVF supports alternatives 1 (No-Build), 2 (intersection improvements on MD 355 and pedestrian safety improvements on Midcounty Highway and Montgomery Village Avenue), and 5 (intersection improvements and addition of auxiliary lanes between select intersections on MD 355, as well as Bus Rapid Transit (BRT)). MVF opposes the construction of M-83 and recommends its removal from the Functional Master Plan of Highways. MVF specifically recommends against alternatives 4-modified and any and all alternatives of 8 and 9, including the parkway alternative (Alt 9A) from Clarksburg to Montgomery Village. Reasons for opposition include, but are not limited to: serious negative environmental impact, especially to wetlands, streams and forested areas; negative impact to the adjacent homes and Watkins Mill Elementary School, including noise, pollution, etc.; destruction of parkland and recreational facilities; and escalating costs.

2017 STRATEGIC GOALS UPDATE

1. Enhance Resident Services/Opportunities

- **Develop new camp and program offerings to attract broader participation**
 - Whetstone Afterschool Club offers an affordable option for parents 5 days a week between 3:30 and 6 p.m. This program is \$5 per day; Working in cooperation with the school, MVF recreation staff meet registered children at Whetstone Elementary School and walk them to Whetstone Community Center for the program. Parents can register for as few as 5 days at a time. Overall 40 children registered for the program, with an average daily attendance in mid 20s. This program ran January 3 to June 16.
 - Racing Wind and Soaring Stars summer camps were expanded to 9 weeks and re-tooled with lower pricing, new trips, and optional swim lessons for Soaring Stars in response to participant feedback. Camp Tiny Feet was extended a half hour, also in response to resident comments.
 - North Creek Drop-In was changed from a half day program to a full day activity center program from 8:30 a.m. to 5:30 p.m. to offer a less expensive alternative to camp.
 - A “Bingo Night” was added to special events and attracted 80 residents of all ages.
 - The baby bazaar was changed to an indoor flea market, attracting a diverse group of residents both as sellers and shoppers.
 - A “Flashlight Egg Hunt” in South Valley Park was added to the spring special events attracting 100 children for an evening event.
 - Nature Center workshops have been added to the summer program following up on the interest seen in 2016.
 - The Lake Whetstone Boat Rental hours were changed to weekends only, and the season increased an additional two months from the first weekend in May to the end of September. Most of the boat rentals occurred on weekends (78%) in 2016. This provides the opportunity for residents to rent boats late spring and early fall when temperatures are cooler and the park is often busy. This provides an additional 24 weekend days when the dock is open and the majority of boat rentals take place.
 - A tri-fold Lake Whetstone Park information brochure with hours, rental rates, contact information, basic rules, general information and Yoga on the Dock advertising was created to hand out to boathouse visitors.
- **Continue to identify ways to support MVSA’s program.**
 - The concession stand and restrooms were opened in fall of 2016.
 - MVSA rejuvenated a spring flag football program in South Valley Park. There are 6 teams ranging in age from 6 to 11 years old serving between 50 and 60 children.
 - MVSA softball used two fields in the spring and the lighted fields in South Valley Park for the fall season.

- **Pilot new “SmartWebs” software to improve architectural standards and property maintenance inspection processes.**

We have transitioned from the pilot to full utilization of SmartWebs software. Both Architectural inspections and Covenant Compliance inspections began using Smartwebs in 2017, and the software is working as anticipated. Compliance Specialists are working in South Village and Stedwick Homes Corporation to complete the 2017 scheduled inspections for Architectural Standards. Covenant Compliance inspections have been completed in Eastgate, East Village, North Village and Maryland Place and are proving to be extremely efficient. All inspectors have agreed that the more they work in the system, the easier the process becomes, and a time savings will be experienced by everyone as we continue.

2. Continue to Implement Recommendations of LRFPC

- **Construction of Apple Ridge Pool and bathhouse**
Health and building permits have been received to open the new Apple Ridge Pool and Bathhouse on May 27.
- **Continue planning for new Central Park amenities at former Montgomery Village Golf Course**

Monument Realty included the amenities identified by the MVF Board on the site plan submitted to the planning department in early May 2017. Monument will be meeting with MVF staff and the Recreation Committee to fine tune the design and product preferences for the site.

3. Continue Plans to Make Montgomery Village Foundation a “Green” Operation

- **Coordinate with County on riser and toe drain repairs at Lake Whetstone**
The county completed riser repairs. The county is studying the best methods for repairing toe drain.
- **Consider solar panel installation at other MVF facilities**
On hold as there is not a market for Power Purchase Agreements for commercial entities currently. Staff will continue to check with Sunstream, the sole provider of power purchase agreements servicing our area.
- **Continue to install more energy efficient lighting fixtures (similar to what was completed at MVF administrative office) at MVF facilities, utilizing Pepco rebate opportunities.**
Replacement LED lighting in the Watkins Mill Bathhouse and parking lot has been approved for a PEPCO rebate; LED lighting and rebate options for Stedwick Community Center and North Creek Parking lot light options are being reviewed with lighting contractors.
- **Implement plan to forest areas on MVF properties.**
MVF is requesting the County Council to consider allowing 501-C4 organizations to be eligible to apply for county grants for reforestation projects.

- **Identify other programs to enhance the environment on MVF properties, such as RainScape programs, etc.**

The county planted approximately 70 trees on MVF properties in the fall of 2016 through the Tree Montgomery Program. MVF, in conjunction with Ecotone, an environmental design-build contractor, and the Center for Watershed Protection applied for grants from Montgomery County DEP and Maryland DNR for stream channel improvements in North Creek Lake Park. Grants have not yet been awarded.

4. Implement Vision/Plan for Future MVF Land Use – “Vision 2030”

- **Coordinate review of development plans, ensuring resident input.**
MVF staff continues to coordinate community meetings to review development plans at various stages, which allows for resident education and comment. Over the last year, meetings occurred to review both the golf course redevelopment plan and the Village Center.

- **Develop MOUs with developers related to the annexation of properties into MVF.**

An MOU was executed with Monument to annex new residential units (400+ units) into MVF, and discussions are ongoing with Atlantic Realty Companies to do the same for the proposed residential units (120+ units) at the Village Center. MVF secured an agreement with the owners of the Professional Center to set in motion the annexation of potential future residential units into MVF on this redevelopment site.

5. Implement New Marketing Strategy to Promote Montgomery Village

- **Develop new branding initiative to replace Flourish.**
Communications Committee has put together a plan to present to the Board in June, with expected rollout in Q3. This campaign focuses on social and digital media to relay resident stories/involvement/success in the Village. This may be affected/alterd slightly based on retreat feedback/discussion regarding the future of Communications.

6. Continue partnership initiatives with Village schools.

Staff has been working heavily this year with Watkins Mill High School on the “Rock the Block” initiative, which is a community-wide block party that showcases the many positive ways WMHS and the students impact the community.