



City of Bowie

Regular City Council Meeting

Monday, November 27, 2023
Council Chambers - 8 p.m.

AGENDA

- I. CALL MEETING TO ORDER**
- II. PLEDGE OF ALLEGIANCE**
- III. QUORUM**
- IV. AGENDA ADDITIONS/DELETIONS/AMENDMENTS**
- V. CITIZEN PARTICIPATION**
- VI. PRESENTATIONS**
- VII. CITY BOARDS AND COMMITTEES**
- VIII. COUNCIL ANNOUNCEMENTS**
- IX. CITY MANAGER'S REPORT**
- X. CONSENT AGENDA**
 - A.** Approval of November 20, 2023 Swearing-in Ceremony Minutes
 - B.** Adoption of Resolution R-63-23 Accepting a Bid Proposal for Bowie Golf Course Tree Removal
 - C.** Adoption of Resolution R-66-23 By Two-Thirds Vote Waiving of Bidding Requirements of Section 61 of the City Charter to Authorize the Purchase of Security Camera Equipment
 - D.** Adoption of Resolution R-67-23 Awarding a Contract to IMACS, Inc. for the Assembly, Installation, Construction Services and Integration of City-Purchased Equipment for Phase III of the SCADA Control System for the Wastewater Treatment Plant in the Amount of \$342,409.70
 - E.** Adoption of Resolution R-68-23 Awarding a Contract to Vanguard Utility Service, Inc. for the Removal of Nine (9) Touch-Read Water Meters and the Installation of Nine (9) Large City Supplied AMR (Automated Meter Reading) Meters at Various Locations in the City
 - F.** Adoption of Resolution R-69-23 Waiving the Bidding Requirements of Section 61 "Purchasing and Contracting" of the City Charter, for Good Cause Shown, to Allow the City to Enter into a Contract with Emergency Services Consulting International, Inc. (ESCI) to for Police Department Testing Services
 - G.** Approval of Letter to County Executive Alsobrooks re: Mitchellville Road Project
- XI. OLD BUSINESS**
 - A.** City's Traffic Calming Policy Discussion - Council and staff will continue discussion on possible policy changes.

- B. Online Pilot Job Training Program: Participant Outcomes Survey - The attached survey, results, analysis, and supportive documents provide the results of the survey as conducted by the Office of Grant Development & Administration.

XII. NEW BUSINESS

Bowie Boys and Girls Club Baseball Field Allocation Discussion -
Representatives from the Bowie Boys and Girls Club will discuss baseball field allocation with Council and staff.

XIII. ADJOURNMENT

Note: The Ethics Commission has advised that under certain circumstances, members of the public may qualify as lobbyists when they testify before the City Council. If so, the Bowie Ethics Ordinance requires that certain information be filed with the Ethics Commission. Please review the information about lobbying that is provided with the City Clerk. If you have any questions about lobbying, please contact the Ethics Commission or the Assistant City Manager.

This meeting will be televised live on Verizon Channel 10 and Comcast Channel 71 and 996, repeated on 11/29/23 and 12/2/23 at 7:00 p.m., and [web-streamed live](#).

For a closed-captioned version of the meeting video, please go to <https://www.youtube.com/user/cityofbowiemd/playlists> and select the 2023 Council Meetings list. Once the meeting video opens, be sure to click on “CC” button to turn on closed captioning.

NEXT REGULAR MEETING OF THE BOWIE CITY COUNCIL - MONDAY, DECEMBER 4, 2023 - COUNCIL CHAMBERS - 8:00 P.M.

CITY COUNCIL SWEARING-IN CEREMONY MINUTES

MONDAY, NOVEMBER 20, 2023

CALL MEETING TO ORDER:

The Swearing-in Ceremony of the Bowie City Council was held on Monday, November 20, 2023, in the Council Chambers at City Hall. Mayor Adams called the meeting to order at 8:06 p.m.

QUORUM:

In attendance were Mayor Adams, Mayor Pro Tem Ndebumadu, Councilmembers Esteve, Hawkins, Truesdale and Woolfley; City Manager Lott, Assistant City Manager Mears, City Attorney Levan, City Clerk Hernandez, staff, and the public.

PRESENTATION OF COLORS AND PLEDGE OF ALLEGIANCE TO THE FLAG:

City of Bowie Police Department Honor Guard led the Presentation of Colors and the Pledge of Allegiance to the flag.

CONSENT AGENDA:

Councilmember Woolfley moved the approval of Consent Agenda Items: A) Approval of June 20, 2023 Meeting Minutes; B) Approval of July 3, 2023 Meeting Minutes; C) Approval of July 10, 2023 Meeting Minutes; D) Approval of August 14, 2023 Meeting Minutes; E) Approval of August 28, 2023 Special Meeting Minutes; F) Approval of September 5, 2023 Meeting Minutes; G) Approval of September 18, 2023 Meeting Minutes; H) Approval of October 2, 2023 Meeting Minutes; I) Approval of October 23, 2023 Meeting Minutes. Mayor Pro Tem Ndebumadu seconded the motion and it carried 6-0.

ADMINISTRATIVE REPORT:

A. Certification of November 7, 2023, City of Bowie Election – Ms. Yolanda Jones, Chairman of the Bowie Board of Elections, read the report from the Board of Elections dated November 16, 2023, certifying the results of the November 7, 2023, Election which is attached hereto.

PRESENTATIONS TO OUTGOING COUNCILMEMBERS:

Mayor Adams on behalf of the City, presented a gift to Councilmember Hawkins and thanked him for his service while on Council.

REMARKS BY OUTGOING COUNCILMEMBERS:

A. Councilmember Hawkins thanked his family, fellow colleagues, staff and residents for their support.

SWEARING-IN CEREMONY:

A. Mr. Gerry Mobley, Chief Deputy Clerk for Prince George's County Circuit Court, administered the Oath of Office to Timothy J. Adams, Mayor, in accordance with the Oath prescribed in Section 92A of the City Charter.

B. The Honorable Timothy J. Adams administered the Oath of Office to Councilmembers: Michael Esteve, District 1; Dufour Woolfley, District 2; Clinton Truesdale, District 3; Roxy Ndebumadu, District 4; Dennis Brady, At-Large; and Wanda Rogers, At-Large, in accordance with the Oath prescribed in Section 92A of the City Charter.

C. Remarks by Newly Elected Officials – All newly elected officials thanked their respective families, friends, voters, and members of their campaign staff for their help in getting them elected.

ORGANIZATIONAL MEETING:

A. Selection of Mayor Pro Tem – Mayor Adams moved to appoint Councilmember Dufour Woolfley as Mayor Pro Tem. Councilmember Brady seconded the motion and it carried 7-0.

ADJOURNMENT:

Mayor Pro Tem Woolfley moved to adjourn the meeting. Councilmember Rogers seconded the motion and it carried unanimously. The meeting was adjourned at 9:05 p.m.

Respectfully submitted,

Awilda Hernandez, MMC
City Clerk



Memorandum

TO: City Council

FROM: Awilda Hernandez, City Clerk

SUBJECT: 2023 City Election Results

DATE: 11/16/2023

We, the undersigned Board of Elections, do hereby certify that the attached is a true and actual account for the Election of the City of Bowie, Maryland on Tuesday, November 7, 2023. We, therefore, declare the following shall be the winners of this Election:

Mayor - Tim Adams	Number of Votes Cast : 4,821
Councilmember At-Large - Dennis Brady	Number of Votes Cast: 3,831
Councilmember At-Large - Wanda Rogers	Number of Votes Cast: 4,263
Councilmember District 1 - Michael Esteve	Number of Votes Cast: 1,261
Councilmember District 2 - Dufour Woolfley	Number of Votes Cast: 1,088
Councilmember District 3 - Clinton Truesdale	Number of Votes Cast: 749
Councilmember District 4 - Roxy Ndebumadu	Number of Votes Cast: 918

A total of 6,681 cast their votes at the polls, and 382 persons voted absentee, making a total of 7,063 voters casting votes in the November 7, 2023 City of Bowie Election. There are currently 46,585 voters registered on the County books, which makes a total of 15% of the registered voters casting their votes in the 2023 City Election.

Members of the Board of Elections:

Yolanda Jones, Chair
Brian Suddeth
Zach Lowe
Mia Russell
Sonia Huntley
Nedrea Scott
Auvonett Jones
Karl Stehmer
John Fagan

ATTACHMENTS: None



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Contract Award, Bowie Golf Course Tree Removal Project - Resolution R-63-23

DATE: 11/21/2023

A legal notice advertising a Invitation for Bids (IFB) for Bowie Golf Course Tree Removal Project was placed on eMaryland Marketplace on September 5, 2023. Bids were received from the following firms on September 28, 2023:

Ballard Enterprises Crownsville, MD	\$230.00 / crew hour
Eos Tree Services Glenelg, MD	\$196.88 / crew hour
Greenleaf Tree Service Bowie, MD	\$155.00 / crew hour
Harford Tree Experts Fallston, MD	\$350.00 / crew hour
Potomac River Arborist Silver Spring, MD	\$375.00 / crew hour
Shy Tree / Sustainable Home & Yard Jessup, MD	\$195.44 / crew hour

The bids were evaluated as required by City Charter and the Procurement Policy. Criteria for selection included the firm's experience, qualifications, timeline, fee schedule and understanding of the City requirements.

After careful review, it was determined that Greenleaf Tree Service of Bowie, MD had submitted the most responsive and responsible bid in the amount of \$155.00 / crew hour. Bowie Golf Course CIP FY24 budget allows for \$100,000.00 for this project.

I concur with the above recommendation and request your approval of R-63-23.

ATTACHMENTS: 1. 20231127 - Resolution R-63-23

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ACCEPTING A BID PROPOSAL FOR
BOWIE GOLF COURSE TREE REMOVAL

WHEREAS, pursuant to Section 61 of the City Charter, a Invitation for Bids was issued on eMaryland Marketplace and on the City’s website for a Bowie Golf Course Tree Removal project; and

WHEREAS, on September 5, 2023 due date, the City received six (6) bids; and

WHEREAS, the bids were evaluated as required by City Charter and the Procurement Policy; and

WHEREAS, after careful evaluation and review of the bids submitted, it was determined that Greenleaf Tree Service of Bowie, MD had submitted the most responsive and responsible bid.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, that the Council hereby accepts the proposal of Greenleaf Tree Service of Bowie, MD and authorizes the City Manager to enter into a contract with Greenleaf Tree Service, in the amount of \$100,000.00.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a meeting on October 23, 2023.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams
Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Waive Bidding for Purchase of Security Camera Equipment (CCTV)
Resolution R-66-23

DATE: 11/21/2023

The FY24 Department of Community Services Capital Improvements Program budget provides funding for the purchase of Security Camera Equipment (CCTV) as part of a multi-year security systems equipment roll-out for City facilities and properties. The Department of Community Services has located a Contract with the State of Maryland (Contract# 060B2490022) through Data Networks approved to piggyback.

In FY24, \$150,000 has been appropriated for this purchase in the Equipment Acquisitions account 10164-57010. Data Networks has provided a quote in the amount of \$149,802.00 for the items for purchase.

The Department of Community Services recommends waiving bidding requirements for good cause shown, as allowed by Section 61(b) of the City Charter, for the purchase of Security Camera Equipment in the amount of \$149,802.00.

I concur with the above recommendation and request your approval of R-66-23.

ATTACHMENTS: 1. 20231127 - Resolution R-66-23

RESOLUTION

OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
BY TWO-THIRDS VOTE WAIVING OF BIDDING REQUIREMENTS OF
SECTION 61 OF THE CITY CHARTER TO AUTHORIZE THE PURCHASE
OF SECURITY CAMERA EQUIPMENT

WHEREAS, the FY24 Capital Improvements budget allows for the purchase of security camera equipment for use for with facility security; and

WHEREAS, the Department of Community Services has located a Contract with the State of Maryland (Contract# 060B2490022) through Data Networks, upon which we will be able to piggyback; and

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Bowie, Maryland, upon a two-thirds vote, that the bidding requirements of Section 61 of the City Charter are hereby waived; and

BE IT FURTHER RESOLVED, that the Council authorizes the City Manager to issue a Purchase Order to Data Networks in the amount of \$149,802.00.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland, at a Regular Meeting on November 27, 2023.

ATTEST:

CITY OF BOWIE, MARYLAND

Awilda Hernandez, City Clerk

Timothy J. Adams, Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Wastewater Treatment Plant Phase III SCADA Upgrades
Resolution R-67-23

DATE: 11/21/2023

A legal notice advertising an Invitation for Bids for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant located at the Public Works Department, was placed on eMaryland Marketplace Advantage and Bid Locker. At the close of bidding at 11:00 a.m., Tuesday, October 24, 2023, the City received one bid proposal from IMACS, Inc., of New Windsor, Maryland.

After careful review of the proposal submitted, it was determined that IMACS, Inc. had submitted a responsive and responsible bid proposal for a cost of \$342,409.70.

The Public Works Department recommends that the bid proposal from IMACS, Inc., of New Windsor, Maryland, in the amount of \$342,409.70 be accepted for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant.

I concur with the above recommendation to award to IMACS, Inc. for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant and request your approval of R-67-23.

ATTACHMENTS: 1. 20231127 - Resolution R-67-23

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AWARDING A CONTRACT TO IMACS, INC. FOR THE ASSEMBLY,
INSTALLATION, CONSTRUCTION SERVICES AND INTEGRATION OF CITY-
PURCHASED EQUIPMENT FOR PHASE III OF THE SCADA CONTROL SYSTEM
FOR THE WASTEWATER TREATMENT PLANT IN THE AMOUNT OF
\$342,409.70

WHEREAS, a legal notice advertising an Invitation for Bids for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant located at the Public Works Department was placed on eMaryland Marketplace Advantage and Bid Locker; and

WHEREAS, at the close of bidding at 11:00 a.m., Tuesday, October 24, 2023, the City received one (1) bid proposal from IMACS, Inc. of New Windsor, Maryland; and

WHEREAS, after careful review of the bid proposal submitted, it was determined that IMACS, Inc. had submitted a responsible and responsive bid proposal in the amount of \$342,409.70 for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant located at the Public Works Department.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Bowie, Maryland, that the Council, hereby awards a contract to IMACS, Inc. for the assembly, installation, construction services and integration of City-purchased equipment for Phase III of the SCADA control system for the Wastewater Treatment Plant located at the Public Works Department and hereby directs the City Manager to sign a contract with IMACS, Inc.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland, at a Regular Meeting on November 27, 2023.

ATTEST:

CITY OF BOWIE, MARYLAND

Awilda Hernandez, City Clerk

Timothy J. Adams, Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Large Water Meter Replacement
Resolution - R-68-23

DATE: 11/21/2023

A legal notice advertising an Invitation for Bids for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters at various locations in the City was placed on eMaryland Marketplace Advantage and Bid Locker. At the close of bidding at 11:00 a.m., Tuesday, October 17, 2023, the City received the three (3) bid proposals. Below is a tabulation of the bid proposals received:

Vanguard Utility Service, Inc. Owensboro, Kentucky	\$274,722.24
Humphrey and Son, Inc. Laurel, Maryland	\$288,950.00
Taylor Utilities Capitol Heights, Maryland	\$652,350.00

After careful review of the proposals submitted, it was determined that Vanguard Utility Service, Inc. had submitted a responsive and responsible bid proposal for a cost of \$274,722.24.

The Public Works Department recommends that the bid proposal from Vanguard Utility Service, Inc., of Owensboro, Kentucky, in the amount of \$274,722.24 be accepted for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters.

I concur with the above recommendation to award to Vanguard Utility Service, Inc. for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters and request your approval of R-68-23.

ATTACHMENTS: 1. 20231127 - Resolution R-68-23

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
AWARDING A CONTRACT TO VANGUARD UTILITY SERVICE, INC. FOR THE
REMOVAL OF NINE (9) TOUCH-READ WATER METERS AND THE INSTALLATION OF
NINE (9) LARGE CITY SUPPLIED AMR (AUTHOMATED METER READING) METERS
AT VARIOUS LOCATIONS IN THE CITY IN THE AMOUNT OF \$274,722.24

WHEREAS, a legal notice advertising an Invitation for Bids for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters at various locations in the City was placed on eMaryland Marketplace Advantage and Bid Locker; and

WHEREAS, at the close of bidding at 11:00 a.m., Tuesday, October 17, 2023, the City received three (3) bid proposals; and

WHEREAS, after careful review of the bid proposals submitted, it was determined that Vanguard Utility Service, Inc. had submitted a responsible and responsive bid proposal in the amount of \$274,722.24 for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters at various locations in the City.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Bowie, Maryland, that the Council, hereby awards a contract to Vanguard Utility Service, Inc. for the removal of nine (9) large touch-read water meters and the installation of nine (9) large City supplied AMR (Automated Meter Reading) meters at various locations in the City and hereby directs the City Manager to sign a contract with Vanguard Utility Service, Inc.

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland, at a Regular Meeting on November 27, 2023.

ATTEST:

CITY OF BOWIE, MARYLAND

Awilda Hernandez, City Clerk

Timothy J. Adams, Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Awarding a Contract for Police Testing Services to Emergency Services Consulting International, Inc. - Resolution R-69-23

DATE: 11/21/2023

The City of Bowie Police Department requires the services of a consultant to prepare job analyses, develop advancement tests and conduct testing of candidates for the positions of Police Officer First Class, Master Police Officer, Corporal, Sergeant, and Lieutenant. These services are necessary to maintain staffing levels of the City of Bowie Police Department. The City's contract for these services lapsed. City staff found a cooperative contract through the Metropolitan Washington Airport Authority ("MWAA") on which the City could piggyback. The pricing under the MWAA contract is \$30,150 for Corporal, \$81,150 for Sergeant, \$81,150 for Lieutenant.

However, when discussing the piggyback opportunity with the consultant hired under the MWAA contract, Emergency Services Consulting International, Inc. ("ESCI") the consultant agreed to provide the City more favorable than the pricing established in the MWAA contract due to the size of the City and that the City does not require certain services contained in the MWAA contract. The price for the Corporal exam is \$7,500, Sergeant - \$18,000 and Lieutenant - \$14,500. Police Officer 1st Class - \$7,500 and Master Police Officer - \$7,500. Since a term of the contract, the pricing offered the City, is different than that established in the MWAA contract, the City cannot piggyback on the contract. However, since MWAA awarded the ESCI contract as a result of a competitive solicitation, as the lowest responsible and responsive bidder, the Police Department does not believe that the City will be able to obtain a better price and given current staffing, the Police Department does not want to delay testing.

The Police Department believes that the above establishes good cause for waiving the bidding requirements of the City Charter and recommends a waiver from Section 61 of the City of Bowie Charter for the Police Testing Services.

I concur with the recommendation of the Police Department and request your approval of R-69-23.

ATTACHMENTS: 1. 20231127 - Resolution R-69-23

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
WAIVING THE BIDDING REQUIREMENTS OF
SECTION 61 “PURCHASING AND CONTRACTING” OF THE CITY CHARTER, FOR
GOOD CAUSE SHOWN, TO ALLOW THE CITY TO ENTER INTO A CONTRACT WITH
EMERGENCY SERVICES CONSULTING INTERNATIONAL, INC. (ESCI) TO FOR
POLICE DEPARTMENT TESTING SERVICES

WHEREAS, the Charter of the City of Bowie, Maryland (hereinafter, “the City”), Section 61(b)(1) requires that all expenditures for, *inter alia*, materials, construction of public improvements or contractual services involving more than Twenty-Five Thousand Dollars (\$25,000) be made by written contract upon sealed bids to the lowest responsive bid; and

WHEREAS, City Charter, Section 61(b)(3) provides that the City Council by a two-thirds vote may waive the bidding requirements of Section 61(b)(1) for good cause shown; and

WHEREAS, the Bowie Police Department uses testing services for promotions to Police Officer 1st Class, Master Police Officer, Corporal, Sergeant and Lieutenant, which testing is integral to maintaining appropriate staffing levels in the Department; and

WHEREAS, the Metropolitan Washington Airport Authority (MWAA) has a contract for such services with Emergency Services Consulting International, Inc. (ESCI) that is available for the City of Bowie to use; and

WHEREAS, given the size of the City and that the City does not require all of the services set forth in the MWAA contract, Emergency Services Consulting has agreed to provide the same services to the City of Bowie at a lower price than established in the Metropolitan Washington Airport Authority contract; and

WHEREAS, the value of the contract exceeds Twenty Five Thousand Dollars (\$25,000); and

WHEREAS, the City Council deems the fact that the MWAA contract was awarded to ESCI after a competitive bidding process and that ESCI is willing to offer the City the Services at a reduced rate to constitute good cause to waive the bidding requirements otherwise required by Section 61 of the Charter;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bowie, Maryland, upon a two-thirds vote, that the bidding requirements of Section 61(b)(1) of the City Charter are hereby waived, and the award of a contract to Emergency Services Consulting International, Inc., for the Police Department promotional testing services, is hereby approved and the City Manager is authorized to enter into an agreement with ESCI in an amount not to exceed Thirty Thousand Dollars (\$30,000).

INTRODUCED AND PASSED by the Council of the City of Bowie, Maryland at a Regular Meeting on November 27, 2023.

ATTEST:

THE CITY OF BOWIE, MARYLAND

Awilda Hernandez
City Clerk

Timothy J. Adams, Mayor



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Letter to County Executive Alsobrooks - Mitchellville Road Project

DATE: 11/21/2023

Staff would like to send a letter to County Executive Alsobrooks to express appreciation to DPW&T regarding Mitchellville Road curb and road rehab project. We would specifically like to mention the efforts of Director Michael D. Johnson and Project Manager Adam Jiroun and extend gratitude to Edward Jones, Chief of Traffic Operations and Maintenance Division.

ATTACHMENTS: 1. 20231127 - Letter to County Exec Alsobrooks



City of Bowie

15901 Fred Robinson Way
Bowie, Maryland 20716

The Honorable Angela Alsobrooks
Prince George's County Executive
Wayne K. Curry Administration Building
1301 McCormick Drive
Largo, MD 20774

Dear County Executive Alsobrooks:

On behalf of the Bowie City Council, we wish to extend our heartfelt appreciation for the outstanding work carried out by the Department of Public Works and Transportation (DPW&T) in Prince George's County. We would like to specifically highlight the commendable efforts of Director Michael D. Johnson and Adam Jiroun, the Project Manager for the Mitchellville Road curb and road rehabilitation project.

The Mitchellville Road project has been of utmost importance to our community, and we are thrilled with the exceptional results achieved. This vital infrastructure improvement has not only enhanced the safety and mobility of our residents but also made a significant impact on the overall aesthetics of our city.

Director Michael Johnson has consistently demonstrated exemplary leadership within DPW&T, and his dedication to improving our county's infrastructure is both evident and admirable. His visionary approach and commitment to excellence have been instrumental in the successful execution of this project.

Adam Jiroun, the project manager, has displayed remarkable diligence and expertise throughout the rehabilitation process. His meticulous planning and coordination, attention to detail, and ability to ensure minimal disruptions to the community during construction were truly commendable. It is evident that his dedication and skill played a pivotal role in the project's success.

We are proud to have such dedicated and capable individuals and departments serving our community, and we look forward to the opportunity to collaborate on future projects that benefit the residents of Prince George's County. Your continued support and partnership are invaluable to us, and we remain grateful for your dedication to enhancing the quality of life for all citizens.

Once again, we extend our sincere thanks and appreciation to you, Director Michael Johnson, and Project Manager Adam Jiroun and the rest of your staff that had a role in this project and overseeing the contractors for the remarkable work on the Mitchellville Road project. We would also like to extend our gratitude to Edward Jones, Chief of Traffic Operations and Maintenance Division. His

invaluable support of this project and his collaborative efforts with the city contributed to the successful vision of this project. We hope this letter conveys the depth of our gratitude for the positive impact you have made on our city.

Sincerely,

Timothy Adams
Mayor
City of Bowie Council

Cc: XXXXX



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: City's Traffic Calming Policy Discussion

DATE: 11/21/2023

At the October 2, 2023 City Council meeting, there was discussion of the City's Traffic Calming Policy. Staff responded to questions from Council in regards to alternate ways of reducing speeding on City streets besides speed humps/bumps. Council concurred to have staff review the policy and update it to meet the needs/standards for City streets. Subsequent to the meeting members of the City Council provided staff with a list of streets of concern to the members. This list included streets maintained by Prince George's County and the Maryland State Highway Administration. Per request, staff has drafted a letter to SHA to investigate traffic calming options for Lanham Severn Road. A draft letter is attached along with a draft letter to Prince George's County to investigate traffic calming options for Church Road, Mitchellville Road, Mount Oak Road, and Race Track Road.

Along with the streets of concern for speeding, Council provided street maintenance issues of Trash around route 214 and a deep pothole at Mount Oak & Crain Hwy, which were each reported to SHA. At Mount Oak & Peach Walker Drive it was reported that a stop sign was crashed into, which was reported to Prince George's County.

Of the City of Bowie maintained roadways, the City Council list of streets with concern for speeding included:

11th Street & Chestnut Avenue
9th Street
Alameda Drive
Aloha Place
Atlantis Drive
Belair Drive
Chalford Lane
Dolphin Way
Driftwood Road
Dunwood Valley Drive
Elder Oaks Blvd
Excalibur Road
Green Apple Way
Idlewild & Race Track Road
Kenhill Drive & 197

Millstream Drive
Mount Oak & Ann Arbor Lane
Myrtle Avenue at Triple Crown Road
Nashua Lane
Northview Drive
Old Barn Road
Old Bowie Road
Old Stage Road
Penn Manor Drive
Pennsbury Drive
Penterra Way
Pinecroft Lane
Pittsfield Lane
Pointer Ridge Drive
Port Echo Lane
River Park Road
Rockledge Drive
Running Park Road
Saddlebrook East on Old Barn Road
Saddlebrook West on River Park Road
Stonybrook Drive
Superior Lane
Woodedge Drive & Highbridge Road

This list of streets was provided to the Bowie Police Department for followup and Acting Chief Preston began to take immediate actions to mitigate the situations.

Also at the October 2, City Council meeting, members expressed interest in using automated traffic data from tech companies as proposed by the City's IT Committee. This matter had previously been discussed between the IT Committee and City staff, however IT staff completed additional research into Waze, Google Maps, and Maryland Traffic Data as advised by committee members in the past couple weeks. Further staff investigation found that neither Waze nor Google Maps provides third parties with traffic volume or speed data that could be of use to the City of Bowie. The State of Maryland does generate traffic volume data which it makes available to local governments, and Bowie has utilized in the past, however this data is limited to major roadways, and collection times can be infrequent depending on the roadway. While there may be opportunity for the use of aggregated data at some point in the future, this is not a viable resource for City staff to be pursuing today.

The City Council also discussed a desire to increase the ability to deploy traffic calming alternatives to reduce speed on City roadways, while also expressing concern about speed bumps and wanting to have alternatives. City staff met to discuss the desire to modify the City's Traffic Calming Policy, which was originally taken from Prince George's County. The policy and the calculations therein were derived from the expertise of transportation engineers. This product provides mitigation tools that also recognize that their use can also have unintended consequences beyond reducing speed. They may result in encouraging traffic volume onto alternate routes, result in more speeding between control devices, reduce adherence to sop and other traffic signs, and reduce the time for emergency response among others.

The City of Bowie largely follows four main concepts for speed reduction and traffic calming. These include Education/Awareness, Enforcement, Visual Constriction, and Physical Constriction. The City mainly employs education through the use of mobile speed trailers and the mounted speed detection signs. Enforcement is through police staff and increasingly through the use of speed cameras. The most common physical constriction method discussed is speed bumps, however they have been deployed on a very limited basis due to their unpopularity. The use of visual constriction, mainly through striping has not been considered or utilized much in Bowie.

As we learned at the MML Fall Conference this past week in the traffic calming session, a widely used guide on traffic calming is Traffic Calming: State of the Practice. It is essential to utilize sound engineering principles to create effective practices for reducing speed and enhancing safety. Staff discussed the viability of exploring a few avenues for change, which can be presented in the upcoming budget development. These would include enhancing Education/Awareness through more speed reporting devices, and evaluating locations to have permanent speed reporting devices to inform drivers of their speed. Add funds in the budget to deploy more striping and visual constriction techniques. Plus expand the speed camera program and locations, including more 'cans' to hold cameras.

The City Council expressed interest in expanding the resident involvement in selecting traffic calming measures. Staff would like to recommend more work be spent developing how to change the traffic calming policy to add greater input into the areas of Education/Awareness through speed reporting devices, Enforcement through speed camera and can placement, and Visual Constriction through striping and landscape techniques.

ATTACHMENTS:

1. 20231023 - Traffic Calming Review Request - Prince George's County
2. 20231023 - Traffic Calming Review Request - Maryland SHA
3. 20231023 - SpeedingStsWithTrafficCalming

October 23, 2023

Ed Jones
Chief, Traffic Operations and Maintenance Division
Prince Georges County Government DPW&T
Trip Center
8414 Darcy Road
Forestville, MD 20747

Subject: Request for Traffic Calming Measures Evaluation

Dear Mr. Jones,

I am writing on behalf of the City of Bowie to address traffic safety within our community. We have been receiving reports from our residents regarding excessive speeding on several key roads within our city.

The roads in question are Church Road, Mitchellville Road, Mount Oak Road, and Race Track Road. Over recent months, our residents have expressed concern about the incidence of speeding vehicles on these roadways.

The City of Bowie kindly requests the Prince George's County Department of Public Works to conduct a thorough evaluation of these roads with a specific focus on implementing appropriate traffic calming measures. The objective of this evaluation is to identify and recommend effective strategies to mitigate the speeding issues and enhance the safety of the residents and visitors in our community.

We would greatly appreciate your expertise in evaluating the traffic conditions on these roads and recommending appropriate traffic calming solutions that could effectively address the speeding concerns.

Thank you for your continued dedication to ensuring the safety and well-being of our community. We look forward to your positive response in making our roads safer for everyone.

Sincerely,

Tim Adams
Mayor
City of Bowie

Derek L. Gunn, P.E.
District 3 Engineer
State Highway Administration District 3 Office
9300 Kenilworth Avenue
Greenbelt, MD 20770

Subject: Request for Traffic Calming Measures Evaluation

Dear Mr. Gunn,

I am writing on behalf of the City of Bowie to address traffic safety within our community. We have been receiving reports from our residents regarding excessive speeding on Lanham Severn Road.

The City of Bowie kindly requests the Maryland State Highway Administration to conduct a thorough evaluation of this road with a specific focus on implementing appropriate traffic calming measures. The objective of this evaluation is to identify and recommend effective strategies to mitigate the speeding issues and enhance the safety of the residents and visitors in our community.

We would greatly appreciate your expertise in evaluating the traffic conditions and recommending appropriate traffic calming solutions that could effectively address the speeding concerns.

Thank you for your continued dedication to ensuring the safety and well-being of our community. We look forward to your positive response in making our roads safer for everyone.

Sincerely,

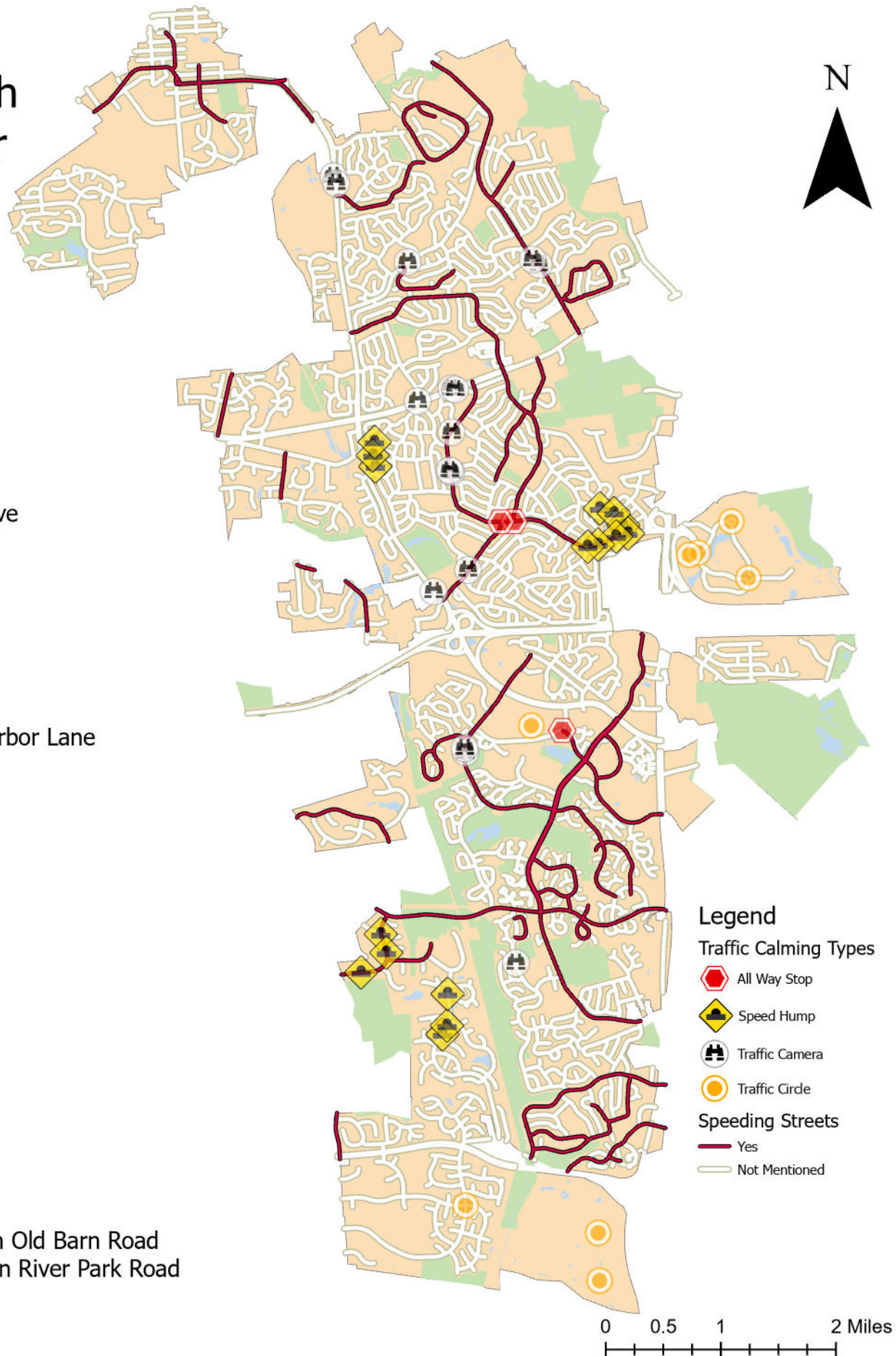
Tim Adams
Mayor
City of Bowie

Cc: Peter Campanides

City of Bowie Speeding Issue Streets

Streets with concern for speeding:

11th Street
9th Street
Alameda Drive
Aloha Place
Atlantis Drive
Belair Drive
Chalford Lane
Chestnut Avenue
Dolphin Way
Driftwood Road
Dunwood Valley Drive
Elder Oaks Blvd
Excalibur Road
Green Apple Way
Highbridge Road
Idlewild
Kenhill Drive & 197
Millstream Drive
Mount Oak & Ann Arbor Lane
Myrtle Avenue at
Nashua Lane
Northview Drive
Old Barn Road
Old Bowie Road
Old Stage Road
Penn Manor Drive
Pennsbury Drive
Penterra Way
Pinecroft Lane
Pittsfield Lane
Pointer Ridge Drive
Port Echo Lane
Race Track Road
River Park Road
Rockledge Drive
Running Park Road
Saddlebrook East on Old Barn Road
Saddlebrook West on River Park Road
Stonybrook Drive
Superior Lane
Triple Crown Road
Woodedge Drive





Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Online Pilot Job Training Program - Participant Outcomes Survey

DATE: 11/21/2023

Introduction

From April 2022 – April 2023, the City of Bowie operated an online pilot job training program for residents seeking to re-skill, up-skill, or switch industries in response to the economic upheavals caused by the COVID-19 pandemic. The program used the online Coursera platform for the online course offerings. During its presentation on the results of the online training program (See attached report) on September 5, 2023, City Council asked for additional information related to the program participants. As a result, the Office of Grant Development and Administration (OGDA) prepared and distributed a post-program survey to participants, to evaluate the impact the online job training pilot program had on their career plans and options.

Survey Design and Administration

The survey was created by OGDA, drawing on the format and style of questions used by other governments to review the Coursera platform, which were provided by the City's contact at Coursera. The survey included 11 questions, asking participants both to evaluate their experience with the training program and how the skills they gained were transferrable to career outcomes, as well as querying what job seeker resources they might want to also access and what other organizations in the county providing those services that they were aware of. The survey was made available online via Survey Monkey, and all job pilot program alumni were emailed on Monday, October 2, with a request to complete the survey by Friday, October 16. Reminder emails were sent on October 10 and October 16. Of the 149 program participants contacted, 43 completed the survey.

Survey Responses and Analysis

Of the 149 participants who were contacted via email to complete the survey, 43 chose to respond. Overall, on a scale of 1 – 10, participants rated Coursera's offerings an average of 7. Slightly less than half of respondents (45%) completed a course or achieved a professional certificate using the platform. Relatively few respondents were hired at a new position (11%) or got a promotion (12%) or transitioned to a new career field (18%). The majority (81%) indicated they would be interested in further training options. All respondents indicated an interest in other supportive services as well, equally interested in job fairs, hiring events, apprenticeship programs, or paid internships. Slightly more than half of respondents had heard of Employ Prince George's (EPG), the County's official employment training and job-seeking assistance entity, which also provides a wide variety of support services, internships, and paid services for job seekers, as well as those wishing to upskill or add new skills, in the County. Most (81%) have not accessed the public library system to use their online

job seeking services.

Nearly half of respondents, 21, left some sort of comment. Most were positive about the program, and enthusiastic about further support services for job seekers in the county. Some criticized the course offerings on the platform, noting that the selection was limited or the topic they were interested in was covered in individual courses, rather than a complete professional certificate. Some clarified that the training was one factor, but not the only one, in their career advancement.

Conclusions

The overall response to the program by participants was largely positive, with nearly all expressing interest in some continuation of this type of training. Given the evolving nature of Employ Prince George's portfolio of career and job training programs and resources, job seekers in the City would benefit from the continued partnership between the City and EPG. EPG has recently approached the City to participate in one of its new programs which would place EPG-funded computers with direct access to its training systems and employment training counselors; this offer is currently being examined by staff. Increasing residents' awareness of the services available to them through EPG and the public library system would be another important way to make sure City job seekers can have free access to all of the programs that are currently at their disposal.

- ATTACHMENTS:**
1. 20231127 - Final Participant Survey
 2. 20231127 - Job Training Participant Survey Results
 3. 20231127 - 2022-23 Job Training Pilot Final Report (2)
 4. 20231127 - Bowie Online Job Training Final Report FINAL - Aug 30 2023 (1)
 5. 20231127 - Employ PG PPT Municipality PowerPoint Presentation- 03.20.2023

Bowie Online Job Training Pilot Program

Participant Survey – Program Results

October, 2023

Intro paragraph for survey email:

Good afternoon,

From April 2022 – April 2023, the City of Bowie operated a pilot online job training program using the online training platform Coursera, which you joined as a participant. We would like to gather feedback from alumni to evaluate the program. Please complete the brief survey below by **October 27, 2023**. Please feel free to contact me if you have any questions. Thanks very much!

(Link to Survey)

(Signature)

- 1) On a scale of 1 to 10, please rate your overall experience with Coursera (Scale of 1 – 10)
- 2) Please rate the content and depth of courses you took using the Coursera platform (Scale of 1 – 10)
- 3) Please rate the variety and topics of the courses available on the Coursera platform (Scale of 1 – 10)
- 4) Did you receive a professional certificate or complete a course while using Coursera? (Y/N)
- 5) In the past six months, have you been hired to a position at a new employer? (Y/N)
- 6) In the past six months, have you received a promotion within your current organization? (Y/N)
- 7) In the past six months, were you able to transition to a new industry or career field (e.g. retail to IT)? (Y/N)
- 8) Given your experience with the online pilot, would you sign up for another year of online training via Coursera? (Y/N)
- 9) What other services or support for job seekers would you be interested in accessing? (Select all that apply)

- a. Job Fairs
- b. Hiring Events
- c. Apprenticeship Programs
- d. Paid Internships

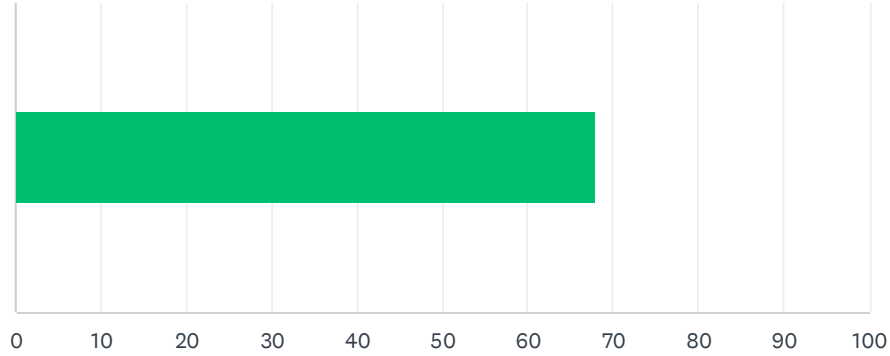
10) Are you aware of Employ Prince George's, the main organization supporting job seekers in Prince George's County (employpg.org)? (Y/N)

11) Have you used a public library to access job seeker resources, such as training or hiring events? (Y/N)

12) Please share any other comments or suggestions you have related to services the City might provide for job seekers. (Text field)

Q1 On a scale of 1 to 10, please rate your overall experience with the Coursera platform

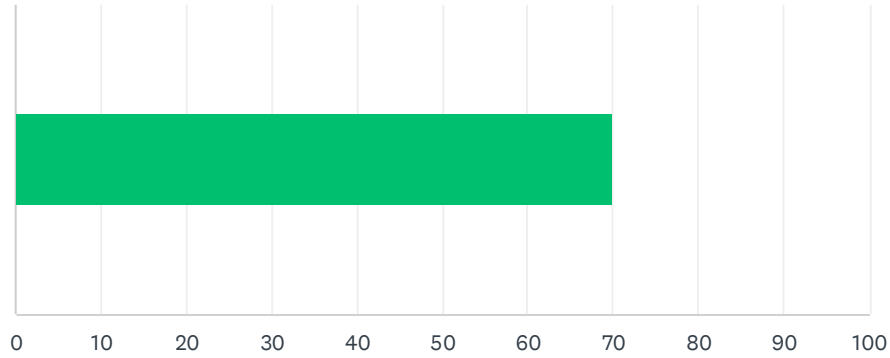
Answered: 43 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	68	2,924	43
Total Respondents: 43			

Q2 Please rate the content and depth of courses you took using the Coursera platform

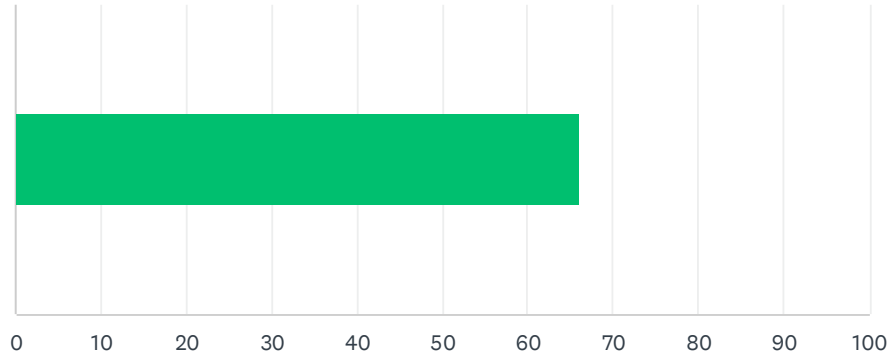
Answered: 43 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	70	3,007	43
Total Respondents: 43			

Q3 Please rate the variety and topics of the courses available on the Coursera platform

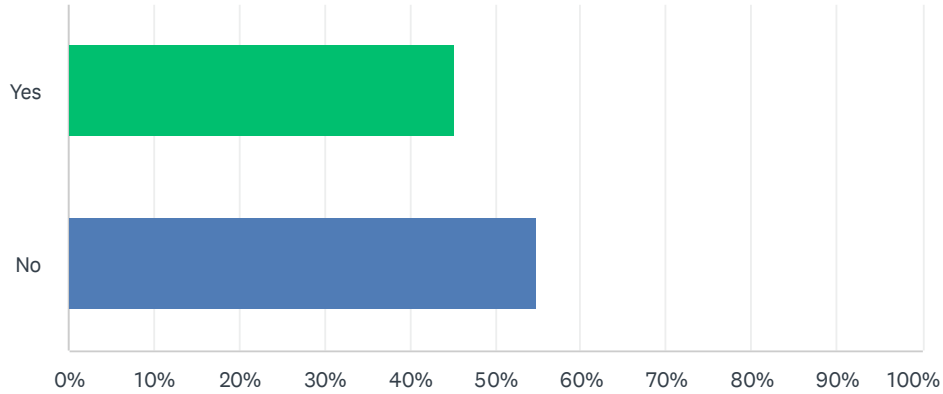
Answered: 43 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	66	2,843	43
Total Respondents: 43			

Q4 Did you receive a professional certificate or complete a course while using Coursera?

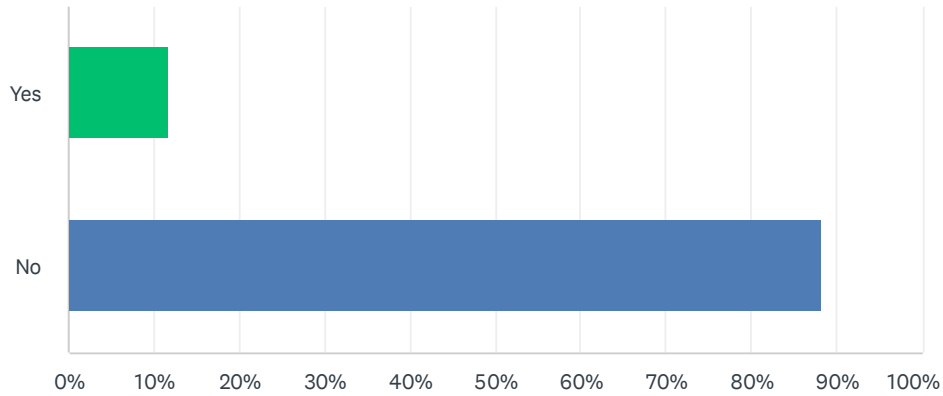
Answered: 42 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	45.24%	19
No	54.76%	23
Total Respondents: 42		

Q5 In the past six months, have you been hired to a position at a new employer based on your Coursera training?

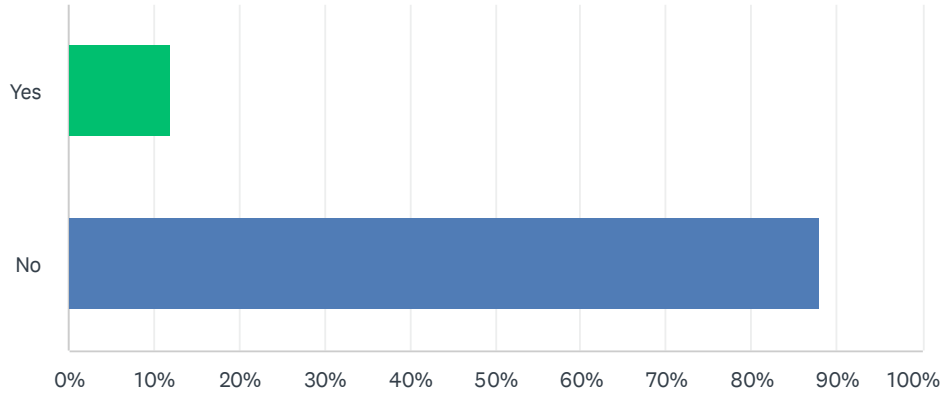
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	11.63%	5
No	88.37%	38
Total Respondents: 43		

Q6 In the past six months, have you received a promotion within your current organization based on your Coursera training?

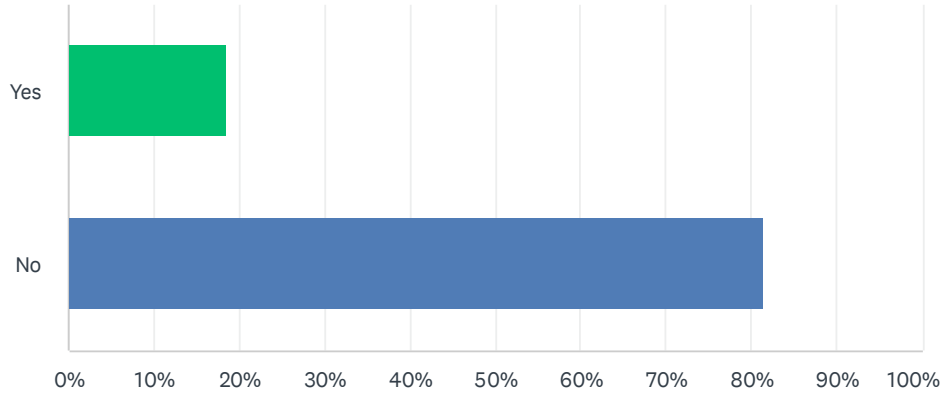
Answered: 42 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	11.90%	5
No	88.10%	37
Total Respondents: 42		

Q7 In the past six months, were you able to transition to a new industry or career field (e.g., retail to IT, etc.) based on your Coursera training?

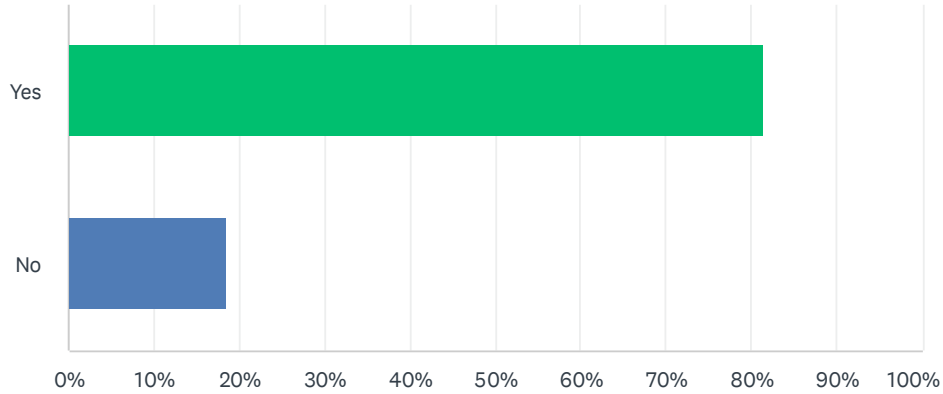
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	18.60%	8
No	81.40%	35
Total Respondents: 43		

Q8 Given your experience with the online pilot program, would you sign up for another year of online training via Coursera?

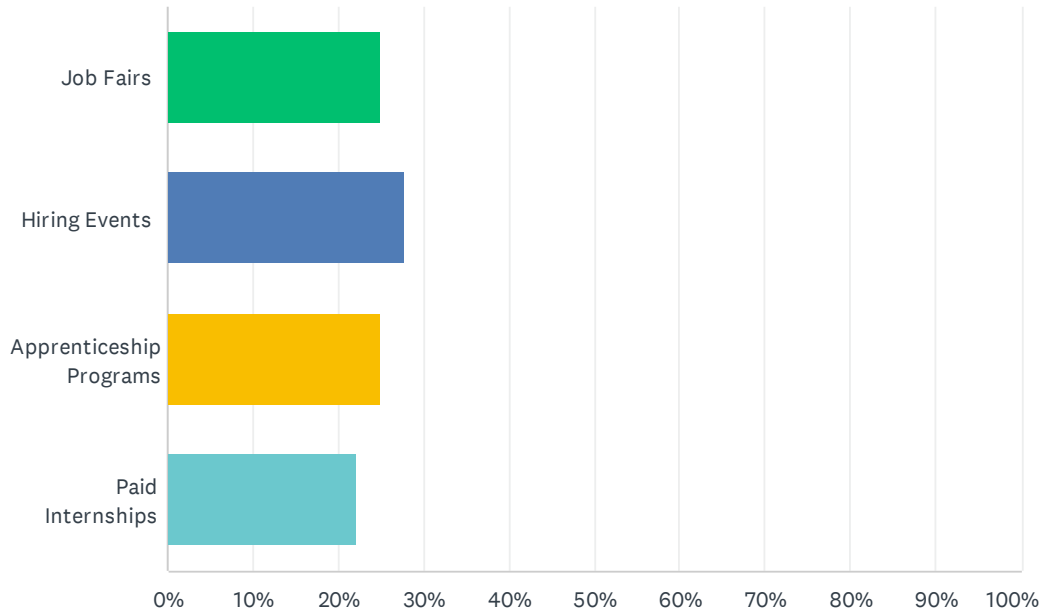
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.40%	35
No	18.60%	8
Total Respondents: 43		

Q9 What other services or support for job seekers would you be interested in accessing? (Select all that apply)

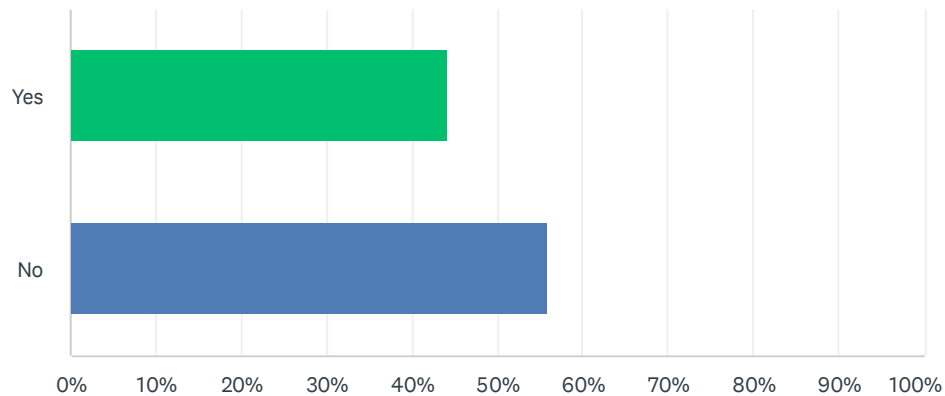
Answered: 36 Skipped: 7



ANSWER CHOICES	RESPONSES	
Job Fairs	25.00%	9
Hiring Events	27.78%	10
Apprenticeship Programs	25.00%	9
Paid Internships	22.22%	8
TOTAL		36

Q10 Are you aware of Employ Prince George's, the main organization supporting job seekers and providing workforce training courses in Prince George's County (www.employpg.org)?

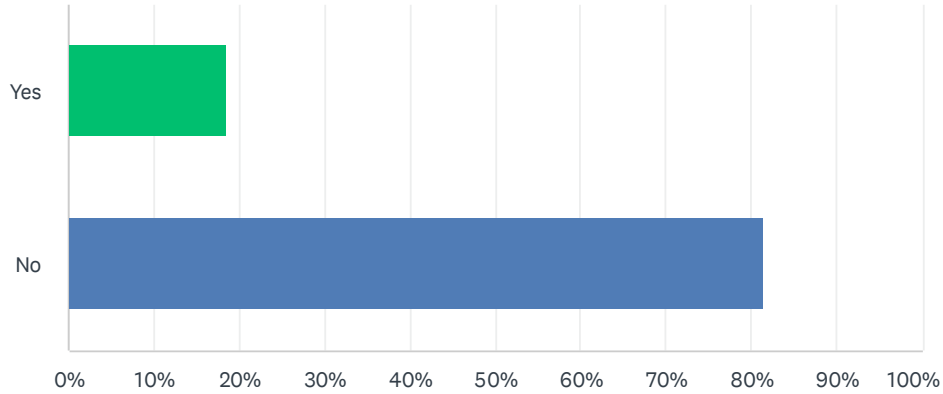
Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	44.19%	19
No	55.81%	24
Total Respondents: 43		

Q11 Have you used a public library to access job seeker and/or workforce resources, such as training or hiring events?

Answered: 43 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	18.60%	8
No	81.40%	35
Total Respondents: 43		

Q12 Please share any other comments or suggestions you have related to services the City might provide for job seekers and workforce training opportunities.

Answered: 21 Skipped: 22

City of Bowie

2022-2023 Pilot Online Job Training Program



CITY OF BOWIE

CITY MANAGER'S OFFICE

OFFICE OF GRANT DEVELOPMENT & ADMINISTRATION

SEPTEMBER 5, 2023

Online Job Training Pilot Program History

- ❖ City Council voted to implement a pilot online job training program in May, 2021
 - ❖ Given prior experience with workforce development programming for City youth, the Office of Grant Development and Administration (OGDA) was tasked with implementing the project
- ❖ A Request for Proposals (RFP) was developed and issued by OGDA in late May, 2021
- ❖ 10 proposals were received, three were deemed the most responsive, despite none including all the criteria in the RFP
 - ❖ Coursera was selected in October after additional documentation was requested from the final three
 - ❖ Contract was signed in December of 2021

Program Development

- ❖ OGDA staff collaborated with Communications Department to devise marketing plan for the program
- ❖ OGDA worked with Coursera staff to design and implement intake system for participants
 - ❖ Coursera's offered registration form was unusable for a number of reasons (did not collect adequate information, was not compatible with City website, cannot filter based on email address given public nature of the program, etc.)
 - ❖ OGDA staff devised a method of registration using a hidden page and dedicated links
 - ❖ After testing, registration was opened in March, 2022, and Coursera platform was live for participant access in April, 2022
- ❖ The City entered into an agreement with Employ Prince George's to receive County employment information to select courses best suited to the County job market

Participant Recruitment, Screening, and Orientation

- ❖ Staff advertised program via City publications (Bowie Spotlight and Bowie Brief) as well as social media account, cable channel, and bus shelter advertisements
- ❖ 341 people applied, 275 of which were eligible Bowie residents (Bowie residency was checked via online mapping tool by OGD staff)
 - ❖ Those who were not Bowie residents were referred to Employ Prince George's for services
 - ❖ Residents were sent an orientation email with the hidden registration page and instructions on how to access the Coursera library (125 licenses) and the Google Certificates program (250 licenses) and informed they had until April of 2023 to complete their chosen courses
 - ❖ OGD staff held weekly online office hours in conjunction with Coursera staff for the first several months of the program to answer participant questions

Participant Enrollment and Course Completion

- ❖ 165 participants registered a profile on Coursera
 - ❖ 544 course enrollments, but limited course completion, despite reminder emails
 - ❖ 112 participants did not complete any courses
 - ❖ 87 people finished at least one course
 - ❖ 24 finished 1 course
 - ❖ 13 finished 2 courses
 - ❖ 3 finished 3 courses
 - ❖ 47 finished 4 or more courses
- ❖ Most popular courses were related to Microsoft Office (most specifically Excel) and various program management courses, as well as coding

Conclusions

- ❖ Initial public interest in the program was high, with twice as many applicants as licenses
 - ❖ Most participants were already employed and looking to upskill
 - ❖ Many participants inquired about additional services, such as job fairs, hiring events, or other ways to connect directly with employers
- ❖ Participants were initially enthused, but lagged on course completion given the self-directed nature of the program and the limited selection of course topics
- ❖ Few participants ultimately completed a course, a limited return on City's investment (cost of roughly \$575 per completed course)
- ❖ Employ Prince George's provides same training options (they also have a Coursera contract), with additional wrap-around support services for job seekers that the City does not provide
- ❖ Partnering with Employ Prince George's on hiring events hosted by the City would provide job seekers with direct access to employers



CITY OF BOWIE

PILOT WORKFORCE TRAINING PROGRAM

FINAL REPORT

August 2023

City of Bowie

Office of Grant Development and Administration

15901 Fred Robinson Way

Bowie, MD 20716



City of Bowie
Office of Grant Development and Administration
City Manager's Office
2022 Pilot Workforce Training Program

Executive Summary

On April 26, 2021, Council member Rosann (Roxy) Ndebumadu introduced a proposal from COURSERA for a pilot Workforce Development Partnership with the City of Bowie. The proposal offers to help the City face a “critical challenge--and opportunity--facing the City of Bowie: how to upskill unemployed workers that are most impacted by the COVID-19 recession in a scaled and cost-effective manner while providing them with clear upskilling pathways towards economic stability”. The firm’s approach is to make its 4,400-course portfolio (based on strategic partnerships with universities and corporations) available for world-class skill development to Bowie residents.

COURSERA offers a partnership with the City and “will provide unemployed workers in the program access to online training and certifications to build the skills necessary for high-demand job roles today and in the future”. They will provide “Pathways” to include “professional certificates identified by hiring partners to prepare seasoned professionals as well as learners without prior experience for jobs in emerging fields such as IT, Data Analysis, and Cybersecurity, among others”. Through a new program that it launched recently, “Workforce Recovery Initiative”, it will provide “free access to more than 3,800 career-relevant courses to unemployed workers around the world”.

COURSERA proposes a cost structure which would allow the City to obtain 125 licenses to its entire catalog of courses, certificates, and specializations on an annual basis, with an additional 125 scholarships for the Google Gateway Certificates, if the City enters into a two-year agreement. The annual cost will be \$50,000 based on their current rate card.

A series of discussions with city management and counsel lead to the determination that a competitive procurement process is required when a project is funded at this level by the city. City Council directed city management to proceed with the project based on a competitive Request for Proposal (RFP) and not a sole source contract with Coursera. The City Manager assigned this new initiative to the Office of Grant Development & Administration (OGDA). OGDA created the new Pilot Workforce Training (WFT) Program, and it ran from April 2022 – April 2023, with program wrap-up and closeout ending in June 2023. This report includes a summary of the program’s history, design, participant recruitment, enrollment & management, community outreach and marketing, program metrics, conclusions, and recommendations.

OGDA's On-Going WFT Programs

OGDA's was selected to create and management the Pilot Workforce Training Program because its staff has experience in workforce development that began several years ago with the design, implementation, and management of similar programs under the City's Community Development Block Grant program (CDBG), funded by the U.S. Department of Housing and Urban Development (HUD). Under this program, OGDA coordinates a public service workforce training program (WFT) for Bowie residents aged 15 – 25. This program is an annual course conducted in collaboration with the city's Youth & Family Services Division and includes modules on life skills, a variety of STEM careers, and innovation and entrepreneurship.

The program coordinator conducts all outreach, in conjunction with the Communications Department, including recorded video segments, presentations at PTA meetings, public hearings, and social media posts. The program coordinator also screens applications and interviews all participants, as well as coordinating with contractors on presentation topics and curriculum. The curriculum, especially selected STEM careers, is updated every year to match regional industries and technology trends.

All program materials, including recordings of online sessions (the program shifted to an online model after 2020 due to the covid crisis) is available on the program website, www.cityofbowie.org/worktraining .

Additionally, OGDA manages the following Programs and serves on several local, county, state, regional, and industry-specific boards, and committees:

- Grants Administration
- Grants Research, Writing, and Filing
- Grants Management
- Grant Program Audits
- Grant Program/Project Management
- Single-Family Housing Rehab
- Homebuyer Assistance Fund
- Homelessness Services and Assistance
- Homeless Assistance Fund
- Fair Housing Administration
- State Bond Bill Program Management
- Federal Earmarks/Grants Management

Pilot WFT Program Vendor Selection Process

On May 25, 2021, OGDAs issued the “Request for Proposals: City of Bowie Pilot Workforce Training Program” with a mandatory response/submission date of June 25, 2021, seeking a direct workforce training provider with expertise and experience in identifying workforce deficiencies, quantifying resident worker training needs, delivering needed training, and connecting local workers with local and regional employment. The successful respondent would be innovative, data driven, and will be able to provide services that demonstrably improve the quality of life for residents and the professional outcomes for residents and local and regional businesses.

In response to the forty (40) questions received from potential respondents, on June 15, 2021, staff issued Addendum #1 which contained responses to each question.

On June 25, 2021, RFP submittal deadline, OGDAs staff received ten (10) proposals. Staff reviewed each proposal and evaluated them against the “Evaluation Criteria” provided in the RFP. As a result, the top three proposals deemed most responsive were:

ASM Educational Center – Rockville, MD
Coursera – Mountain View, CA
Carasoft Technology Corporation – Reston, VA

On August 2, 2021, staff presented its “Evaluation” and “Conclusion and Recommendation” to Council and was directed by Council to pursue responses to the four key elements requiring additional explanations and documentation from the three finalists. They were:

1. A list or reference to “experience of staff proposed to be assigned to the project”.
2. A statement of methods/plans for “Public Outreach/Direct Marketing Program to Recruit and Retain Trainees”.
3. A statement on how they plan to “Identify the skill gaps in the labor market where City of Bowie and regional employers need employees”.
4. A proposal/plan describing methods to “Connect successfully trained residents with City and regional employers needing the newly skilled workers.”

Based upon the vendors’ responses to the request for additional information and further guidance from Council, staff concluded that based on the information provided, Coursera offered the best opportunity to achieve the City’s goals with the pilot program. Therefore, staff requested that Council approve the selection of Coursera as the vendor for the Pilot Workforce Training Program and authorize the City Manager to enter into an agreement with Coursera for a one-year period.

On October 4, 2021, Coursera was selected as most responsible and responsive vendor. On December 23, 2021, a fully executed agreement was finalized with Coursera and ODGA. ODGA commenced a pre-development process in January of 2022, which resulted in an initial program start date of March 21, 2022. A variety of technical, logistical, and staff issues at Coursera (Coursera's Ukraine contractors) necessitated pushing the program launch date back to April and ultimately the program officially started on April 15, 2022.

Technical, Counseling, and Outreach Support

Technical Assistance

During the development process for the program, ODGA reached out to Employ Prince George's to establish a partnership for technical support as well as data on PGC/area industries, and recommendations on program design. Employ Prince George's is, according to its website:

"Employ Prince George's is the quasi-government 501c3 nonprofit serving as the principal workforce development entity for Prince George's County Government. As the principal workforce development entity for Prince George's County Government, Employ Prince George's serves as the staff, fiscal agent and administrative agent of the Prince George's County Workforce Development Board, the entity managing and distributing the County's Workforce Innovation & Opportunity Act (WIOA) Title I fund, and the operator of the Prince George's County Public Workforce System.

Employ Prince George's is an industry-leading workforce development service provider, administering over 14 workforce development programs supported by more than 20 funding sources. Employ Prince George's serves as the link between jobseekers looking to begin or change careers, and businesses looking for skilled workers to maintain competitiveness in a changing labor market.

Employ Prince George's Founding Date: June 4, 2018"

When the pilot concept was initially proposed by Council, the following information was received from Employ Prince George's:

The City's Economic Development Director, John H. King, has reached out to Employ Prince George's, Inc. and received the following information from its President & CEO, Walter L. Simmons:

“We offer over 4,500 free online courses through SkillUp Prince George’s County, <http://pgc.skillupamerica.org>. Everything is free for Prince George’s County residents”.

Additionally, Jeffrey Swilley (Chief of Staff) of Employ Prince Georges stated:

“We have a free online training portal called “SkillUp Prince George’s County” which can be access at <http://pgc.skillupamerica.org/>. “Skill Up Prince George’s County” offers over 4,000 occupational skills training courses with its Metrix Learning platform. In addition, we recently partnered with 2U to rollout a pilot program called the “Access 2 education” Scholarship program. This is a bootcamp style IT training program provided online by The George Washington University: <https://access2educationscholarship12092020.splashthat.com/>.

We hope to extend this program with additional cohorts. We also provide tuition assistance for eligible participants through our traditional occupational skills training programs offered by various training providers: <https://www.employpg.org/training-services/>. Some of these training programs are using a hybrid training format and some programs are fully virtual.

Program Design and Management

The Bowie pilot online job program was launched to the public in April of 2022. The contractor selected for the program, Coursera, provided a wide variety of online courses for residents in several fields, as well as Google certificates related to User Interface Design, Program Management, and other IT and computer-related skills. Licenses for both libraries are limited to a set amount (125 for Coursera general and 250 for Google Certificates) and participants can use a license in one or both libraries, depending on their learning preferences.

OGDA

OGDA staff devised the enrollment form for the program, composed all web resources and outreach materials with support from the Communications Division, and created a work-around for participant enrollment when other options offered by Coursera proved to be practically and/or technically unworkable. OGDA provided information to participants and answered all non-technical questions from the public related to the program. OGDA also coordinated with Employ Prince George’s to provide participants with further job-seeker resources in the County.

COURSERA

OGDA staff began working with Coursera to design the program after the contract was signed. Despite a promised enrollment form, Coursera could only capture three pieces of information on enrollees: First Name, Last Name, and email address. As the program needed to be limited to Bowie residents only, OGDA staff created an online enrollment form for the program.

(Additionally, the enrollment form provided by Coursera ended up being unworkable with the CivicPlus software used for the City's website, which caused a delay in launching the enrollment for the program, as discussed below.) There were also concerns because the Coursera programs had clearly been designed for organizations to use for internal training, with all participants using a company email address, which was not workable for the City program which required residents' email addresses.

After considerable testing and modifications throughout February and March, OGDA staff proposed a private webpage with enrollment link buttons since all options provided by Coursera did not work with Bowie's website software. This was the option that was launched in April, with a button coded to a special private link for each license program, the Coursera Library, and the Google Certificates.

Coursera was requested to provide pre-selected courses based on regional employer needs, as per the RFP. The lists they provided were extremely long and general. They had several "libraries" of courses grouped around specific topics; OGDA program coordinator perused these libraries to select the ones to highlight for participants, based on employment reports from Employ Prince George's.

EMPLOY PRINCE GEORGE'S (EPG)

OGDA also entered into agreement with Employ Prince George's to provide:

- Data and reports comparable to Employ Prince George's "Prince George's County Labor Market Outlook" for the City of Bowie, to the greatest extent possible and feasible, monthly, starting with February 2022.
- Counsel on best practices to market the pilot program to City residents.
- Appropriate staff for consultation on an as needed basis for periodic meetings to discuss the program's progress and potential adjustments.
- Tools that can be used to enhance residents' engagement and continuity in the pilot's program offerings Provide access to additional resources that you believe will enhance the program's success.

OGDA conducted bi-weekly conference calls with EPG leadership to discuss program operations, seek advice and counsel, and review changes in employer job and skill demands, and market labor force requirements in PGC. OGDA continues to development the partnership with Employ Prince George's to connect Bowie resident job seekers to their various workforce services, including GED courses, case management, paid internships, job placement, career exploration, scholarship opportunities, assistance with college/vocational school applications, and assistance navigating financial aid application process. OGDA and EPG are crafting additional collaborations to serve resident job seekers, to include quarterly workforce counseling sessions for city residents, as well as on-going job placement assistance to unemployed and underemployed

residents. EPG is also preparing to roll out its workforce training strategy and programs designed specifically to assist municipalities and the employers in their cities and towns.

OGDA currently serves on the Prince George's County Workforce Board's Youth Services Committee and serves as the City of Bowie representative on the Employ Prince George's American Job Center Community Network (AJCCN): [Prince George's County American Job Center Community Network - Employ Prince George's Incorporated \(employpg.org\)](https://employpg.org).

Participant Recruitment and Screening

OUTREACH CAMPAIGN

The Office of Grant Development and Administration, in conjunction with the Communications Department, promoted the program to the public several months prior to launch. The program was promoted via a variety of online channels (website, social media, YouTube) as well as bus stops and small printed ads around Bowie Town Center. OGDA also contacted past participants of the City's workforce development program, which is funded via a Community Development Block Grant from HUD to promote STEM careers and life skills to residents aged 15 – 25.

Given the delay in launching the online portal due to the technical issues noted above, OGDA opened the enrollment form and began accepting applications prior to the portal launching on April 15, 2022. Participants were emailed repeatedly to request they create a profile before their slot was offered to a new applicant.

PARTICIPANT SCREENING

All participant applications were screened by OGDA to ensure Bowie residency; those who resided outside the corporate limits of Bowie were referred to Employ Prince George's, which offers similar training and further services for jobseekers.

In total, there were 341 applicants over the course of the program, however, after screening for Bowie residency, 275 were determined to be eligible. Most eligible applicants, 205, were already employed either full-time (165) or part-time (29) and more interested in re-skilling or up-skilling, while 11 were seasonal employees at time of application. There were 70 applicants who were unemployed at the time they applied. The program also received applications from non-Bowie residents; they were directed to Employ Prince George's, which provides similar training options, as well as other wrap-around support services tailored to specific groups (youth, seniors, veterans, etc.)

ORIENTATION

When the program portal opened, all eligible applicants were sent an orientation email by OGDAs explaining the courses available (the general Coursera library, with 125 licenses, and the Google Certificates, 250 licenses.) In the initial three months of the program, 257 applications were received. Each applicant was screened for Bowie residency, then emailed instructions and a link on how to set up their Coursera profile. Applicants were sent several reminders before their slot was offered to other applicants.

OGDA staff hosted weekly virtual consultation sessions in conjunction with Coursera for the first few months of the program to address any technical concerns and answer participant questions. Coursera's staff was responsive and addressed several technical issues that have been brought up by participants immediately after the program launched.

ON-GOING SUPPORT

There was consistent interest in the program from the public, with between 10 – 20 new applicants each month. OGDAs staff screened all applications to ensure Bowie residency using the online address check tool. All eligible applicants are sent instructions on how to log in to the learning platform and begin courses. Non-resident applicants were directed towards Employ Prince George's, the county's official workforce development agency for job seekers and employers.

OGDA staff also monitored program use to remove learners who were not taking full advantage of their licenses. Despite reminders, learner use of the platform was slow, and few users ultimately completed courses.

Program Metrics

Collectively, 205 Bowie residents activated their Coursera profiles: 165 enrolled in one or more courses, with 544 total course enrollments and 2,683 lessons taken. While interest in the program was enough to nearly fill all the available license slots for the general Coursera library, interest in the Google Certificates was significantly lower, with only 30 or so residents taking a course under that program (both were open to all participants.) Also, despite enrolling, 112 participants never completed even 1 course; 2 finished a single course, 2 finished 2 classes, 2 completed 3, while 47 finished 4 or more courses. Enrolled participants did get automated reminder emails from Coursera regularly, as well as occasional reminder emails from the city's program coordinator.

NOTE: OGDAL learned from Employ Prince George's that a number of entities in the County were offering Google Certificates free to their constituents, which created a large base for the certificates with few people actually signing up for them.

Participant Feedback

Participant feedback on courses was consistently positive. Direct inquiries from participants continued to express interest in job-seeking services beyond online training, such as connecting with employers or apprenticeship or internship programs. All participants were referred to Employ Prince George's, the employment entity for the County, which provides a variety of supportive programs for jobseekers, including online training. All these services are offered free by EPG.

EPG

Employ Prince George's sent several reports on the industry and employment conditions in the County throughout the program. The program coordinator selected libraries of courses to highlight to users based on those reports.

The programs and courses designed by Coursera were mostly focused on organizations looking for training options for their in-house staff, so program offerings were limited to very specific types of courses and skills, mostly related to business and program management or technology-focuses roles such as IT, web development, and coding. This library does not match neatly with either participants' existing skills and industries or those most in-demand in the County, such as healthcare, despite Coursera growing their offerings consistently throughout the program.

Program Achievements

The program was able to achieve nearly complete enrollment and provide over 300 residents with, at a minimum, information about resources for jobseekers in the County. Unfortunately, this exercise did not lead to many participants actually completing the courses. Feedback from participants was very positive and interest from the public was high, especially at the beginning.

Conclusions

The Pilot Workforce Training Program was successfully launched and implemented with the vendor, Coursera. OGDAs' collaborations with several city departments and partners enable it to mass market the program to a wide variety of city residents and organizations, producing a large number of interested applicants.

The program generated interest from Bowie residents initially, with twice as many applicants as licenses available. However, as there were no city resources provided to create a screening process beyond Bowie residency requirements. The large portion of the population responding was not necessarily those most in need of the program, given how the majority were already employed. Further, several participants inquired about further support services, such as hiring events or job fairs, and were keenly interested in direct contact with employers, more than online training.

Enrollment in a large segment of the available courses was low, as was course completion. Because the training protocol was "voluntary, self-paced, and free", there was no mechanism to force a higher completion rate. Topics of most interest included web development, project management, marketing, Microsoft Excel, and various coding related courses. For the most part, the participant pool had very high educational attainment, including many with college degrees, which again did not always neatly map to the educational level offered by Coursera.

The majority of those expressing interest initially and enrolling in several certificate and non-certificate training trainings, did not complete the courses and could not be compelled to complete them, since the offerings were "voluntary, self-paced, and free". In the absence of any self-motivation and/or other external motivation or "carrots", like compensation or gifts, the effort lacked other stimuli.

We conclude from the effort cited herein, the staff and capital investment in the process, and the lack of a method to maximize participant completion rates, that the pilot is not converted to an on-going city activity.

Recommendation

Instead, the City should develop a program for referrals to Employ Prince George's, the County's principal workforce development entity and the staff, fiscal agent and administrative agent of the Prince George's County Workforce Development Board, the entity managing and distributing the County's Workforce Innovation & Opportunity Act (WIOA) Title I fund, and the operator of the Prince George's County Public Workforce System. Employ Prince George's offers these programs free of charge to all county residents.

Acknowledgements

A special thanks to Employ Prince George's for their advice, counseling, support, and data, the Bowie Communications Department for their enthusiastic help in outreach and publicity, the Department of Community Services for assistance with signage in the parks, the IT Department for their assistance with forms and online services for participant enrollments. and the Bowie Town Center management for program signage at key locations in the shopping center.

Attachments

Learner Activity Reports from Coursera Admin Dashboard – Enrollments, Progression, and Completion

Bowie Program Data generated by Coursera team in April 2023

Six-Month Learner Feedback

Six-Month Skills Development Summary

Employ Prince George's Market Outlook Report May 2022 (Example)

EPG Programs - [Home - Employ Prince George's Incorporated \(employpg.org\)](https://employpg.org)

City Manager's Office

Office of Grant Development & Administration

Jesse Buggs, Director

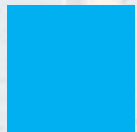
Kay Starr, Grant Writer, WFT Program Coordinator

George Jones, Grants Manager



EMPLOY

— PRINCE GEORGE'S —



WHO WE ARE



Employ Prince George's is the quasi-government 501c3 nonprofit serving as the principal workforce development entity for Prince George's County Government. As the principal workforce development entity for Prince George's County Government, Employ Prince George's serves as the staff, fiscal agent and administrative agent of the Prince George's County Workforce Development Board, the entity managing and distributing the County's Workforce Innovation & Opportunity Act (WIOA) Title I funds, and the operator of the Prince George's County Public Workforce System.

Employ Prince George's is an industry leading workforce development service provider, administering over 14 workforce development programs supported by a blended funding model. Employ Prince George's serves as the link between job seekers looking to begin or change careers, and businesses looking for skilled workers to maintain competitiveness in a changing labor market.

Employ Prince George's Intensive Programs

Career Services Department

1. Pathways to Success (PTS)
2. Encore
3. Veterans Career Connection (VCC)
4. Covid-19 Workforce Development Recovery Program (WDRP)
5. Career Pathways for All (CPFA)

Youth Services Department

6. Knowledge Equals Youth Success (KEYS)
7. Youth Career Connections (YCC)

Industry Initiatives Department

8. Capital Area Healthcare Alliance (CAHA)
9. Construction Works Program (CWP)
10. Educational Partnership for IT Careers (EPIC)
11. Hospitality & Accommodation Institute (HAI)
12. Professional Services Institute (PSI)
13. Transportation and Logistics Consortium (TALC)

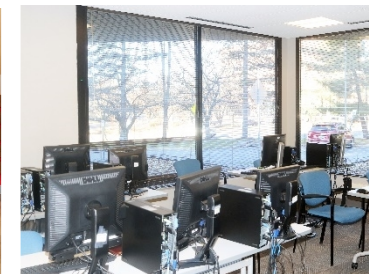
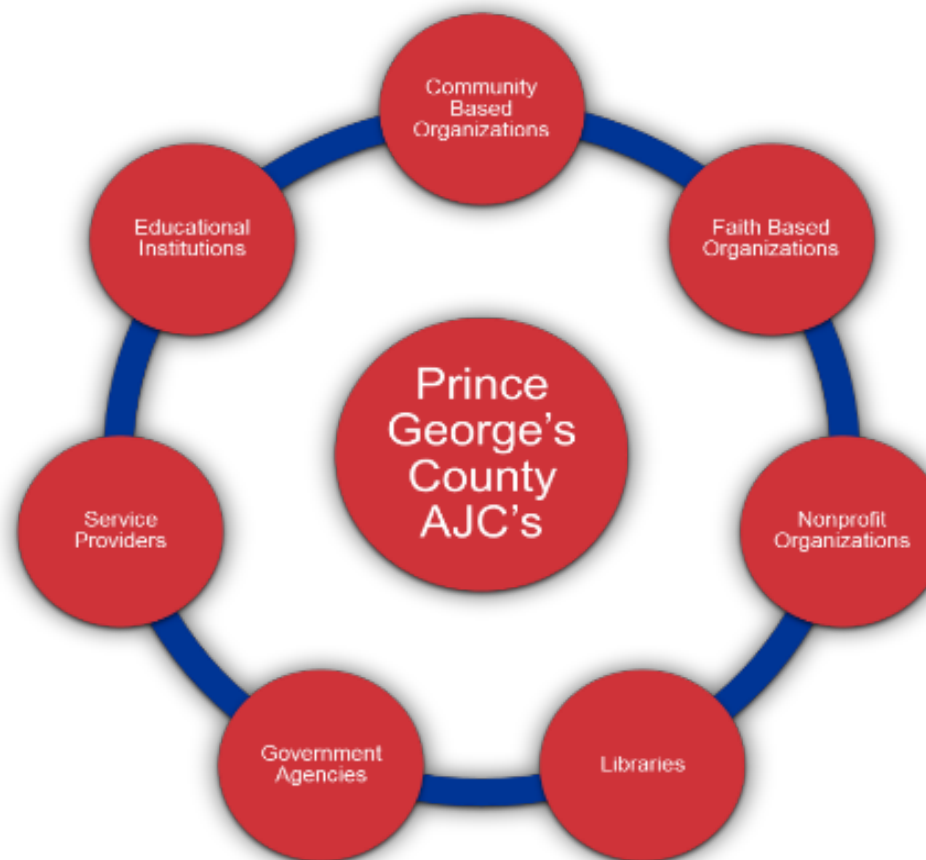
Talent Acquisition Department

14. Apprenticeship Innovation Program (AIP)



Community Network

- Collective of American Job Centers
- Variety of community-based organizations
- Connecting job seekers to a wide range of services
- Easily accessible online and in-person
- Convenient kiosks
- Job search labs



Built on a core Workforce Innovation and Opportunity Act principle – PARTNERSHIP, the American Job Center Community Network leverages government funding with community resources and community connections to provide high-quality career services, education and training, and supportive services to the doorstep of job seekers throughout Prince George's County.

To join the network, please email EPGCD2@co.pg.md.us



PRINCE GEORGE'S
COMMUNITY COLLEGE



"Changing The World by Empowering People"



Core Partners

Each core partner provides support services, resources, programs, etc. that are critical to job seekers' career development and success (including employers) .

Job Seeker Services:

Tools in the palm of your hand:

- ✓ Job Seeker Registration
- ✓ Career Exploration
- ✓ Occupational Training Platform
- ✓ *And more!*

www.pgccareers.com

- One-on-One Consulting
- Resume Crafting Assistance
- Interview Coaching
- Access to our network of job postings
- Upcoming Job & Resource Fair Calendar
- Resources available to support your career success

*Choose a job
you love, and
you will never
have to work a
day in your
life.*

—Confucius



We assist you in navigating your path to career success by helping to discover your true passions and providing the tools to achieve your dreams!

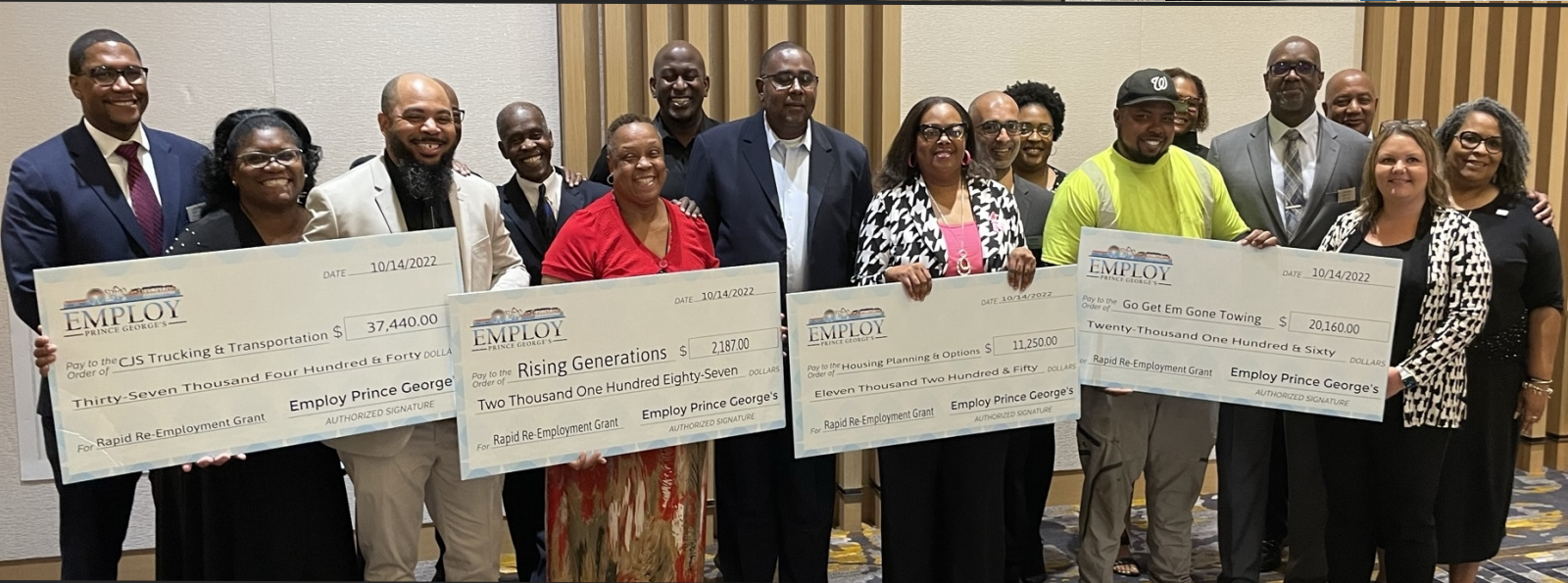
For guidance in reaching your career goals, contact our Workforce Services Division at **301-618-8420** or email wsd@co.pg.md.us today.



Business Services

Just the beginning:

- Free Job Posting Services
- Hiring Incentives and Tax Credits
- Pre-Screening of Candidates
- Customized Recruitments
- Targeted and Customized Job Fairs
- Free Training for Existing Employees
- Funding for Wages of New Employees
- Young Adult and Adult Interns
- Apprenticeship Support Services



We help businesses save time and money by finding and retaining the talent they need!

To take advantage of any of these options, contact our Office of Business Services at **(301) 618-8437** or email **BusinessServices@co.pg.md.us**.



Rapid Re-Employment Grant

(RREG)



Employ Prince George's
COVID-19
Workforce Development
Recovery Program

For more information, contact
AIP@employpg.org

[APPLY TODAY!](#)

Employ Prince George's Rapid Re-Employment Grant Initiative provides grants to businesses who hire unemployed Prince George's County residents. Grants supplement 50-75% of a new employee's salary for up to 12 weeks. Businesses can receive a maximum of \$15,000 per new employee!

For more information,
contact BusinessServices@co.pg.md.us

[APPLY TODAY!](#)

The Prince George's County Apprenticeship Expansion Fund will provide registered apprenticeship employers with a financial incentive to fill their registered apprenticeship vacancies with unemployed Prince George's County residents.

The Apprenticeship Expansion Fund will be supported through the WDB's MD DOL ARPA Grant.

Registered Apprenticeship Employers can receive up to \$5,000 per eligible new hire.

Apprenticeship Expansion Fund

(AEF)



Engagement & Community Development

- **Developing Strategic Relationships**

- Community Centers
- Libraries
- Recreational Facilities
- Faith-based Organizations
- Local Businesses
- Municipal Agencies
- And more

- **Cultivating Strategic Outcomes**

- Nonprofit Capacity Building
- Career Readiness Training
- Entrepreneurship Training
- Cultural Community Enhancement Opportunities
- and more

- **Providing Accessibility**

- AJC Mobile Unit
- Job Search Labs & Resource Center
- Virtual Career Centers

- **Developing and Executing Strategic Communication/Media Outreach Campaigns for all EPG Programs and Branded Events**



How we can help you support the people:

- Job Search Kiosk
- Job Search Lab Equipment
- Remote Offices & Access to Community Spaces
- Job Seeker & Business Referrals
- Access to 14 workforce development programs
- Sharing Job & Training Opportunities
- Nonprofit Capacity Building Services



How we can support you:

1. Establishment of a customized AJCCN community access point
2. EPG will track usage & registrations through the AJCCN community access point
3. Job Seekers have access to customized career coaching
4. Job Seekers have access scholarships to fund occupational skills training through EPG's 14 demographic or industry specific programs
5. Job Seekers will have access to various internship and apprenticeship opportunities
6. Job Seekers & Businesses will have access to over 4,000 free online training programs
6. Job Seekers will receive job leads and job placement assistance
7. Potential enhancement of summer employment program with additional slots funded by EPG
8. Employers will have access to customized talent recruitment services and other business solutions
9. Employers will have access to incentive grants, wage subsidies, and tax credits
10. Employers and Job Seekers will have access to labor market information

**Building
Prince George's County
Together**



Community Development Ambassador

- Access to the AJCCN Professional Network
- Computer Lab
- Annual Partnered Event
- Grant Information and Assistance
- Access to Workforce Committee Statistics
- Mobile Unit Priority Scheduling

- Invitations to participate in and attend your local events
- Designated space in the citizenship newsletter
- Remote office opportunities



Community Development Partner

- Access to the AJCCN Professional Network
- Convenient Kiosks
- Annual Partnered Event
- Grant Information and Assistance
- Access to Workforce Committee Statistics
- Mobile Job Center Reservations in the palm of your hand

-
- Invitations to participate in and attend your local events
 - Designated space in the monthly citizenship newsletter
 - Remote office opportunities





#WeAreEPG

We look forward to
working with you!



Memorandum

TO: City Council

FROM: Alfred Lott, City Manager

SUBJECT: Field Allocation

DATE: 11/21/2023

This was placed on the agenda per the request of Councilmember Esteve.

ATTACHMENTS: None