



TOWN OF COLMAR MANOR

“The Little Town That Can”

3701 Lawrence St., Colmar Manor, MD 20722

Colmar Manor 2023-2028 Strategic Plan

Colmar Manor Mayor and Town Council Vision:

Effective Governance and Administration

Colmar Manor’s governing body is engaged and committed to the community by actively pursuing solutions to promote efficiency and transparency; Town staff develop and deliver services that support the community and systems that ensure continuity and accountability.

Sustainable Community

Colmar Manor’s ongoing sustainability is supported by a holistic focus on the environmental, social, and economic factors:

- Colmar Manor supports the preservation and enhancement of its natural and historic resources.
- Residents participate in a thriving and active community where they can age in place.
- The Town fosters economic stewardship through initiatives that support economic mobility.

Inclusive Neighbors

Colmar Manor is a diverse community where neighbors know and support each other, and work to create shared values.

1- Effective Government and Administration

Strategy (Objective)		Action Steps	Target Date	Lead Responsibility
Ensure that Town policies and practices meet current finance and local government best standards	1.1	Implement quarterly budget reporting.		
	1.2	Develop a five-year operating budget forecast.		

	1.3	Develop departmental performance measures, focusing on outcomes and relationships to the budget.		
	1.4	Develop a facilities reserve fund for needed physical asset replacements (e.g. roofs, boilers, HVAC, etc.)		
	1.5	Maintain a revenue stabilization fund to hedge against potential economic downturns.		
	1.6	Create Town’s financial policies (debt limit, investment guidelines, rainy day fund, and guidelines, etc.)		
	1.7	Create a Town document retention policy.		
Explore strategies to decrease costs and increase revenue	1.8	Review departmental fee structures to ensure that they are aligned with other localities.		
	1.9	Expand efforts to identify and apply for additional grant opportunities.		
	1.10	Annually audit revenue streams (facility rentals, etc.)		
	1.11	Explore possibility of outsourcing certain functions as a cost-savings strategy (i.e. landscaping, cleaning, etc).		
	1.12	Research additional revenue streams.		
Invest in public safety technology and facilities as well as cybersecurity tools.	1.13	Identify and utilize technological advances and ensuring that facilities can adapt.		

	1.14	Provide ongoing training to staff regarding safe network environment and strategies.		
	1.15	Review and update IT policies to better protect the network and staff and to reflect changes in technology.		
	1.16	Implement security improvement to IT infrastructure to ward against threats.		
Improving Town Administration	1.17	Complete charter review process.		
	1.18	Complete Codification.		
	1.19	Creation of Code Website.		
	1.20	Create and perform annual review of Town Council Rules.		
	1.21	Develop workplans for each department.		
Developing Leadership Skills of the Town Council to Fulfill their Duties	1.22	Strive to have each Councilmember complete the University of Maryland Academy of Excellence.		
	1.23	Hold an annual retreat with a roles and responsibilities overview.		
Improved Transparency	1.24	Provide ease of access for the public to view town documents.		
	1.25	Councilmembers staff will complete public records training.		
	1.26	Town will create an updated ethics ordinance.		
	1.27	Provide additional methods for residents to communicate with town hall.		

Continue to develop emergency best practices strategies	1.28	Meet regularly with and provide training to town’s emergency management responders, including Town Council members.		
	1.29	Share emergency preparedness plans, demos with community.		
Assess organizational training gaps – including need for training staff in process examination and analysis to make cross – functional teams more effective and develop a plan to address these gaps.	1.30	Identify training required to fill gaps.		
	1.31	Implement training plan.		
Implement strategies to extend Colmar Manor’s presence, reputation, and contributions on a regional, state, and national level	1.32	Actively participate in leadership positions in regional and statewide organizations.		
Develop a proactive and thoughtful process for community engagement on land-use decisions, large public works projects, and other issues that may be controversial or have significant impact on residents.	1.33	Research how other communities engage with residents.		
	1.34	Form a cross departmental committee to draft criteria for determining engagement strategies and to develop engagement training activities.		
	1.35	Implement community engagement process.		
Explore and create programming that provides additional engagement opportunities to residents.	1.36	Develop a series of programs that bring Town Hall representatives into the community on a monthly basis.		
	1.37	Provide staff training to all frontline personnel to answer residents’ most frequently asked questions.		

	1.38	Create town leadership group to build skills for the next generation of leaders.		
Maintain and enhance communication tools currently utilized and explore engagement opportunities/effectiveness offered by internet-based and other engagement tools	1.39	Host regular targeted community listening sessions.		
	1.40	Utilize videos on social media for the purpose of educating town residents of town issues and activities.		
	1.41	Redesign the Towns’ website, making it more user friendly and easier to navigate.		
	1.42	Explore other communication tools such as Whats App.		
Reduce energy usage in Town facilities and operations	1.43	Purchase/lease additional alternative fuel vehicles for Town fleet.		
	1.44	Evaluate feasibility of vegetative roof systems.		
Increase the number of and improve town green spaces	1.45	Develop an Open Space master plan.		
	1.46	Identify and utilize funding streams for greenspace.		
	1.47	Improve relationships with external stakeholders.		
	1.48	Implementation of Lariscy Lot design.		
Reduce volume of solid waste collected	1.49	Encourage food/leaf composting at home.		
	1.50	Consider piloting a food waste compost program.		
	1.51	Continue stream restorations and best practices projects, such as rain gardens, to improve runoff water quality and quantity.		

Work to preserve and restore environmental features to more natural states	1.52	Promote native plants in restoration projects.		
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2- Sustainable Communities

Strategy (Objective)		Action Steps	Target Date	Lead Responsibility
Maintain low crime rates and reduce crime rates where possible, specifically focusing on property crimes and crimes targeting the elderly.	2.1	Increase officer visibility through focused directed patrols.		
	2.2	Utilize communication tools, community outreach programs, and officer training to promote crime prevention efforts.		
	2.3	Develop and implement a neighbor conversation, staff- based crime watch/ambassador program.		
Improve traffic and pedestrian/bicycle safety.	2.4	Implement targeted traffic enforcement strategies, data analysis, and traffic safety violations.		
	2.5	Host prevention and education programs and messaging.		
	2.6	Review safety violations and enforcement behaviors.		
Colmar Manor’s ongoing sustainability supported by a holistic focus on the environmental, social, and economic factors.	2.7	Sustainable Maryland recertification.		
	2.8	Review and enhance Town practices related to resource usage, recycling, and recycling services		
Create a shared vision of our district and how it ties into the other Port Town’s.	2.9	Promote local businesses and entrepreneurs to create economic opportunities		

	2.10	Connecting Small Businesses to Resources.		
Create tools to better manage development	2.11	Create a building department.		
Enhancing the natural beauty of the town's waterways	2.12	Taking the Dueling Creek back to natural state.		
Residents participate in a thriving and active community where they can age in place	2.13	Façade Program to Assist Seniors.		
	2.14	Senior Club and Senior Programing.		
	2.15	Provide monthly hot meals to senior.		
Support the preservation and enhancement of its natural and historic resources	2.16	Creation of a Town-wide Historic District.		
	2.17	Improved Dueling Grounds.		
Identify and promote multimodal transportation options that include transit, pedestrian, and bicycle opportunities.	2.18	Implement and promote safety improvements.		
	2.19	Pursue grant sources for pedestrian and bicycle projects.		
	2.20	Prioritize sidewalk projects, especially those that enhance safety or create jurisdictional connections.		
	2.21	Participate in the Walkable Watershed program.		
	2.22	Identify locations for new traffic signals and pedestrian-controlled crossing, Bladensburg Rd.		
	2.23	Identify locations for bicycle parking and bike- sharing stations.		

Enhance economic vitality and place making initiatives	2.24	Implement wayfinding signage and other gateway strategies to identify key interest points.		
	2.25	Paint street art on sidewalks, crosswalks, storm drains to make walking more fun and safer.		
	2.26	Use public art, lighting, crosswalks, and other unique strategies to make the commercial corridor more walkable and create better connections.		
	2.27	Complete the development of Lariscy Park.		
	2.28	Join American Bloom beautification organization to enhance the community with flowers, trees, and lifestyle enhancements.		
Encourage safe walking and bicycling for fun, health, fitness, and transportation	2.29	Explore utilizing GIS mapping to provide information about infrastructures in and around Town.		
Improve traffic control	2.30	Identify and implement traffic- calming options.		
	2.31	Incorporate alternative methods of transportation within street redesigns.		
	2.32	Identify strategies to reduce neighborhood cut-through.		
	2.33	Conduct parking studies at crucial locations and identify parking options in congested location.		

	2.34	Improved roadway striping and other traffic-oriented pavement markings.		
Town revitalization and development	2.35	Encourage wide variety of housing options to attract diverse populations of all ages.		
	2.36	Update commercial signage policies.		
	2.37	Renewing the Port Towns sector plan.		
Promote independent, locally owned businesses. Create an environment that encourages a healthy balance of businesses.	2.38	Undertake an economic development strategy and market study.		
	2.39	Expand and promote business meet and greets.		
Implement strategies that encourage residents to shop locally and regional residents.	2.40	Hold regular pop-up markets.		
	2.41	Create a web-based business directory.		
	2.42	Create plans with Port Towns.		
Encourage unique place making through high quality development, public art, and enhanced public spaces.	2.43	Identifying preserving and restoring historical sites where appropriate.		
	2.44	Become a certified local government and create historic district.		
	2.45	Develop a Public Art Plan.		
	2.46	Create, obtain, and maintain a public art project that actively engages the community.		
	2.47	Install a sensory playground for children with disabilities.		
Increase the quality and quantity of event programming.	2.48	Enhance event sponsorship opportunities for businesses.		
	2.49	Create a recreation and Events Plan.		

	2.50	Evaluate existing events and explore new events and locations.		
	2.51	Develop an annual recreational entertainment publication.		

3- Inclusive Neighbors

Strategy (objective)		Action Steps	Target Date	Lead Responsibility
Strengthen community bonds and promote good neighbor initiatives	3.1	Establish committees representing town diversity.		
	3.2	Celebrate the contributions of the different ethnic groups who have made Colmar Manor what it is today through community events.		
	3.3	Establish Town-wide safety programs.		
Become a diverse community where neighbors know and support each other, and work to create shared values	3.4	Provide professional support to town committees.		
	3.5	Obtain “Certified Welcoming” by Welcome America.		
	3.6	Provide for improved language access.		
	3.7	Educate and promote voting in town and other elections.		
	3.8	Establish opportunities for advancement of language skills and exchange of cultures.		