

CONTINUING OUR PROGRESS TOGETHER



*A BLUE PRINT FOR LAUREL'S FUTURE*

RE-ELECT  
MAYOR CRAIG A. MOE  
CITY OF LAUREL

[www.VOTEMAYORMOE.COM](http://www.VOTEMAYORMOE.COM)

By Authority of Friends of Craig A. Moe, Katherine A. DiPietro, Treasurer

# **ECONOMIC DEVELOPMENT**

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All cities need a strong business sector in order to thrive, and the City of Laurel is no different. While people are the heart of our community, business is its backbone. Here are some ways I will help businesses succeed in the City of Laurel.

## **GENERAL**

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The past 4 years we have worked to secure quality jobs for our community. I will work with the City Council to create a transit-oriented community next to the train station, increase the number of transportation options, and protect open space for all to enjoy. I will work with the City Council and City Staff to enhance the already viable use of social media to let City residents, businesses, and potential new businesses of the opportunities Laurel has to offer.

## **CITY TAX BASE**

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My Administration will work to increase the City's tax base by attracting new commercial and retail businesses, office development; encouraging green jobs; and increasing employment opportunities for our Citizens.

## **HELP SMALL BUSINESS**

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Working with the City Council, we will keep in place a Small Business Grant Program that will encourage businesses to locate in the historic Laurel Main Street/Route 1 commercial area. This program will assist a new business to relocate to this area, help with building rehab, and assist with moving and other similar expenses.

## **STREAMLINE CITY PROCESSES**

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We have made many changes the last four years, and will continue our efforts to streamline the development and permit process to enhance efficiency and permit delivery where possible for those who want to invest in our community, and those who already reside in Laurel.

## **COMMUNITY REDEVELOPMENT AUTHORITY**

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My Administration created and established the City's Community Redevelopment Authority (CRA) and is committed to working with the independent Authority to help with economic development in Laurel. We will from time to time help with funding to the Authority.

## **HOLD REGULAR MAYOR/BUSINESS ROUNDTABLES**

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My Administration has and will continue to work directly with businesses and business organizations to identify needs and opportunities the City can help with, in turn the business would support jobs for local residents.

## **DOWNTOWN MAIN STREET DEVELOPMENT**

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My Administration will work to bring new business and provide enhancements to Main Street and those side streets off of Main Street. I will work to ensure the Arts & Entertainment District is successful.

## **CONSIDER FISCAL IMPACTS ON DEVELOPMENT DECISIONS**

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I will make sure that the fiscal impacts of any proposed new development are carefully considered. I believe that commercial development will only enhance our quality of life, but can provide more net tax revenue than residential development, which research shows tends to cost more in city services.

## **MANAGED GROWTH**

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Growth needs to be managed in a fiscally responsible manner. We need to balance both Laurel and the region's ability to fund infrastructure needs. We need to promote the City's economic goals while enhancing overall livability for its residents. A community-supported vision for growth must be created, including a strong financial forecast that puts our future in our control. I will ensure that growth pays its fair share so that current residents do not experience reduced levels of service or other negative impacts such as increased traffic congestion or increased taxes.

# SAFE & CLEAN NEIGHBORHOODS

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My priorities are neighborhoods that are safe and attractive and have healthy walkable and bike ways throughout the City. Neighborhoods want to have an appropriate mix of business and recreational activities nearby. These are some of the ways I will work to bring that about.

## **GRAFFITI ENFORCEMENT**

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Graffiti has been recognized as a method of communications among gang members. A policy, established by the Moe Administration, requires the removal of graffiti within 48 hours, once notified of the graffiti. The Police Department takes photos of the graffiti and conducts an investigation. The Public Works Department removes the graffiti after photos and documentation are completed. This policy will continue during my term in office.

## **DELIVER ON THE BASICS**

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We will continue to provide the community with the best services possible to include residential refuse collections, residential recycling collection, leaf and yard waste collection, clean streets, snow removal, street lighting and street and sidewalk repairs.

## **WALK & BIKE LAUREL**

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Road design and redesign shall be bicycle and pedestrian friendly wherever possible. The City will continue to apply the goals of the Bike Master Plan and will provide the community with the walking and bike maps.

## **PRESERVE OPEN SPACE**

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My Administration has and will continue to preserve open space in and around the City as a priority policy. Preserving open space is vital to an active community. Within these open space areas I will assure the planting of trees and greenery, and will promote the connectivity to biking and hiking trails wherever possible to maintain Laurel as a pedestrian friendly City, minimizing the reliance on motorized travel.

## **COMMUNITY POLICING**

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We will also continue with our Community Policing program to inform the communities of issues, to include the community letting our Police Officers know what is happening in the community.

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# COMMUNITY INVOLVEMENT

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I will always look and encourage the community to be involved in the City's decision process. As Mayor, I will work to ensure that we provide you with the information you need. These are some of the ways I will work to bring that about.

## COMMUNITY AND HOMEOWNERS MEETINGS

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We will continue to ensure that City officials are present, and make the City's Management Staff available to meet with community groups, homeowners' associations, and special interest groups at a frequency circumstances and situations require. Input will be continually solicited throughout the City to assure that the Moe Administration maintains awareness of the issues and concerns of our citizenry.

## "MOBILE MAYOR" PROGRAM

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I will continue my "Mobile Mayor" program that reaches into many of our apartment complexes to provide City updates, meet members of my Senior Management Staff and to listen to the concerns of all. This has been a very successful program and very helpful to the Mayor's Office.

## "CITY HALL IN THE PARK" PROGRAM

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We will continue the "City Hall in the Park" program that has been very successful in updating residents about what is happening in their Government. We will take this program monthly to each part of the City from April to September. This program allows the elected officials and Senior Management Staff to come into your neighborhood and find out first hand what your needs are and how we can help.

## "MY TIME WITH THE MAYOR" PROGRAM

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I established the "My Time with the Mayor" program which gives the general public the opportunity to meet one-on-one with the Mayor. This program has allowed members of the public to meet with the Mayor in their own neighborhoods to discuss issues, concerns, upcoming projects, etc. This program will continue to be held year round at different municipal buildings throughout the City.

## SOCIAL MEDIA

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We will continue to develop and communicate using Laurel's website, ([www.cityoflaurel.org](http://www.cityoflaurel.org)) and social media (Facebook and Twitter) to provide a 24-hour source of information for Laurel's residents. We will also explore other new types of social media and will seek out effective tools to get our message to the Laurel community.

## FULL TRANSPARENCY

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I will always fight for transparency in order to root out waste, fraud and abuse in City government. Full and absolute transparency and open government are a must to build and maintain confidence in your local government.

# LEADERSHIP

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As your Mayor, I am committed to providing the strong leadership, vision and accountability to attain the goals and objectives defined by all members of Laurel's constituency, which includes our residents, our businesses, and our workforce. The defined goals and objectives will result in a **Plan of Action** that will be the **Mission** of my Administration. To this end, my Administration will:

## ELECTED OFFICIALS WORKING TOGETHER

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My Administration will bring Laurel's Federal, State, and County elected representatives together to develop a strong, unified working group to maintain and enhance the quality of life enjoyed by the City of Laurel residents and visitors. This effort will include representatives from our neighboring Anne Arundel and Howard Counties. It is important for your elected officials to understand how our actions affect areas at our mutual borders.

## BUSINESS COMMUNITY

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The City's Management Staff will be available to meet with the business community through recognized groups (i.e. Laurel Board of Trade, Chamber of Commerce, Laurel Towne Centre Management, Laurel Lakes Management). My Administration will work with the business community to improve Laurel's already strong economic base through *Quality* enhancements. Quality development will be the goal; not quantity.

## REGULAR MEETINGS

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I will continue to coordinate regular meetings with Laurel's Federal, State, and County elected representatives to maintain an awareness and knowledge of Laurel's issues and concerns at all government levels. My Administration will develop a team effort to meet the needs of our community in the most efficient, comprehensive manner possible.

## ETHICS AND GOOD GOVERNMENT

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The Moe Administration will ensure that the City of Laurel has a strong and independent Ethics Commission to serve the general public, City employees and appointed and elected officials. The public needs to be assured that their government is working for them and that it is an open and ethical government.

## GOVERNMENT INFORMATION

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I pledge to all citizens of Laurel to continuously improve access to government information to insure a government that is accountable and responsive to the taxpayer. I will continue my efforts to represent the citizens and your concerns as Mayor and continue to provide the strong leadership needed for Laurel.

# **FISCAL RESPONSIBILITY BUDGET**

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The Moe Administration will not allow waste of your tax dollars and will ensure that City financial records are open to the public for review and questions. I will be a fiscal conservative with your tax dollars while I share a common goal of maintaining the City services that we all enjoy today.

## **IN GENERAL**

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Our city must practice responsible financial spending. I will look for additional ways to partner with our neighboring communities to maximize resources without jeopardizing services. It is important for community residents to be informed by our local government as to the allocation of taxpayer's dollars. I will advocate for reasonable and responsible allocation of local government funds and ensure an aggressive financial oversight and accountability of city expenditures.

## **SPENDING WISELY**

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I know firsthand the importance of holding the line on taxes and making fiscally responsible decisions that are in the best interest of the City of Laurel. For any project the City does, financial and operational controls will be in place – and followed! As Mayor, I will make sure that oversight continues.

## **MAYOR'S BUDGET REVIEW COMMITTEE**

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Continue with the Mayor's Budget Review Committee made up of the Mayor, City Administrator, Deputy City Administrator, Finance Director, H.R. Officer, and Chief of Staff. This Committee will meet at least monthly to review all incomes and expenses of city government; focus on priority items; monitor capital improvement projects; assess changing needs of the City and their budget impact.

## **COUNCIL REVIEWS**

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Strengthen Council awareness and flow of information on the status of the Operating Budget and Capital Improvements Program. The Finance Director will provide Quarterly Report to the City Council.

## **STREAMLINE GOVERNMENT**

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Instruct Staff to review procedures that will streamline the City's bidding and purchasing process with the goal to save money and encourage local businesses to compete for City contracts and purchases.

## **BUDGET AND CIP REVIEW**

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The Moe Administration recognizes the dynamic fluidness of both the annual Operating Budget and the Capital Improvements Program (CIP); therefore, the review of these documents will be ongoing to assure City assets are always protected and the needs of the public we serve are met.

## **DEBT SERVICE**

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Municipal bonds shall be reserved for projects that serve the public good. I will ensure that the City of Laurel Charter is followed and enforced on our limit of debt service.

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## **LISTEN, THEN ACT**

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Residents and business owners have great ideas and care about their City. My Administration will encourage interactivity with those we serve. There may be times when we will not agree on a particular course of action, but I will assure their input is considered. I will continue to work with the City Council to develop policies and regulations that benefit the greater good of the City.

## **MAINTAIN RAINY DAY FUND**

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I will ensure that your City Government maintains an adequate Rainy Day Fund to handle unanticipated emergencies. A cash surplus will be included in all city budgets at the levels required for prudent financial management.

## **FIGHT FOR OUR FAIR SHARE FROM STATE & COUNTY GOVERNMENTS**

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Laurel residents pay much in State and County taxes and don't seem to get much in return. While City taxes have remained the same for the past 14 years, I will work to ensure that the City gets its fair share from the State and County in manners such as a higher tax differential, grants for programs, Capital funds for City projects to name a few. I will fight for Laurel's fair share!

## **TAX CREDITS**

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I will support tax credits to help create jobs for the City of Laurel.

# **PUBLIC SAFETY**

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Public safety is the most important responsibility of government. I will support our police to ensure they have the resources necessary to protect our residents, businesses and visitors. The Department provides law enforcement services twenty-four hours a day, 365 days a year. Both the Laurel Volunteer Fire Department and Laurel Volunteer Rescue Squad provide Fire, Rescue and EMS services to the greater Laurel area.

## **VOLUNTEERS IN EMERGENCY MANAGEMENT**

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The City will continue its efforts to recruit residents for our Community Emergency Response Teams (CERT) program and will ensure that the Laurel Volunteer Fire Department and Laurel Volunteer Rescue Squad continue servicing the Laurel area and meets the demands of our growing community.

## **QUALITY OF SERVICE**

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The Moe Administration has worked to provide the highest quality of police service to the citizens and businesses of Laurel. We will continue programs that support and encourage public participation in public safety programs. I will work with the Police Chief to make sure response times are kept at or below national response times.

## **COMMUNITY POLICING**

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The Administration will continue to encourage positive interaction with members of the Police Department to assure that the public will continue its support and confidence in its Police Department. I will ensure that the Police Department continues its community policing efforts with community meetings, business coffees, school visits, station tours, walking and riding beat areas.

## **WORKING WITH OUR NEIGHBORING COUNTIES**

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The Moe Administration has incorporated a City-wide Emergency Response Plan into City policies that will include provisions for mutual aid assistance with our neighboring counties: Prince George's, Anne Arundel, Howard, and Montgomery. The agreements will be reviewed and updated as needed.

## **LAUREL VOL. FIRE DEPT. & LAUREL VOL. RESCUE SQUAD FUNDING**

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The Laurel Volunteer Fire Department and the Laurel Volunteer Rescue Squad provide fire and emergency medical services in the City of Laurel and immediate area. The City of Laurel will continue budget funding and provide other in-kind support to these volunteer agencies. My Administration will work with the Emergency Services Commission to explore the idea of a City Fire and Rescue Department.

## **EMERGENCY READINESS**

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We will continue emphasis on the coordination of emergency services among our emergency service providers; the Laurel Police Department, Laurel Department of Public Works, Laurel Volunteer Fire Department, members of our CERT and Police Alumni, LCPAA & CERT Auxiliary, and Laurel Volunteer Rescue Squad to assure constant readiness to respond to any emergency situation.

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## **OPEN LINES OF COMMUNICATIONS**

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I will work with the City Police Chief, Laurel VFD Fire Chief and Laurel VRS Chief to keep the community informed through on-line updates and the many social media platforms.

# **A GREEN SUSTAINABLE GOVERNMENT**

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The Moe Administration will work to protect and enhance the physical environment of the City of Laurel and will join with surrounding areas to provide the same protections and enhancements to the Greater Laurel Area. We have the unique opportunity to **improve the quality of life** for residents by committing to make Laurel more sustainable. We need to continue forward-thinking policies and legislation that will make our City greener, benefiting residents for both the short and long term. The Moe Administration will:

## **SUSTAINABILITY**

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Sustainability refers to a quality and system of life that allows people to meet their current needs without compromising the resources available for future generations to meet their future needs. Sustainability rests on the belief that we can coexist with the environment if we work to ensure our actions are not harmful to it. Essentially, it means ensuring that we leave our environment no worse that we found it and if possible, better. This will be the goal of the Moe Administration.

## **PATUXENT RIVER**

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Work to protect the Patuxent River Watershed through zoning mechanisms, physical infrastructure improvements, and improvements to Riverfront Park. Our goal will be to improve water quality, reduce sediment and erosion, and control storm water runoff.

## **EXPAND THE CITY'S RECYCLING**

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My Administration has worked hard to educate the community on recycling. We have recycling at all City events and in all City buildings. We will expand our efforts by adding organic composting to our program.

## **EFFICIENCY**

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Work to establish incentives for incorporation of energy and water efficiency for all City of Laurel facilities and to ensure that they are sustainable.

## **BEST PRACTICES**

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Implement best practices for a Green Sustainable Government by providing in-house knowledge, resources, and access to green development and sustainable practices for application in City facilities.

## **LAND CONTROLS**

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Implement a program combining source and land use controls to mitigate or minimize existing and future effects of noise intrusions. This program will utilize design objectives to meet the goal of not exceeding the normally acceptable standard defined by the City Code.

## **ALTERNATIVE AND RENEWABLE ENERGY SOURCES**

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Explore options to facilitate the City's energy purchasing from alternative and renewable sources, following the lead of other successful cities across the country. The City of Laurel can be a leader in purchasing renewable energy and becoming a model for the rest of the region's municipalities.

### **INCREASE ELECTRIC VEHICLES AND CHARGING STATIONS**

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Across the country, there has been a greater demand for electric vehicles, which are more energy efficient than traditional vehicles using gasoline. I will add electric vehicles to our car inventory and include electric vehicle charging stations in current municipal parking areas. Additionally, we will incorporate electric vehicle charging stations into all future development.

### **MAYORS CLIMATE COALITION**

With the United States no longer a part of the Paris Agreement, Mayors from across the country have joined the Climate Mayors Coalition, which includes cities that are willing to commit to the agreement's goals. I joined this coalition and collaborate with other elected officials on best practices to reduce greenhouse gas emissions. These efforts will continue.

### **EXPAND COMMUNITY CLEAN UP EVENTS**

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One of the great things about our City is the number of residents volunteering their time on a regular basis to help maintain and beautify Laurel. We will work to expand our City clean up events Citywide. The Departments of Public Works and Parks & Recreation Facilities staff will increase their efforts to keep the City clean with a monthly cleanup day. We will also partner with other community groups, businesses and organizations to adopt areas in the City to support our efforts to keep Laurel clean.

# CITY EMPLOYEES

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The City has many assets but none more important than the employees that provide the day to day activities and services to the community of Laurel. It will continue the priority of the Moe Administration to ensure that our employees are treated fairly.

## **SALARY AND BENEFITS**

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The Moe Administration will work with the members of the City Council to ensure the continuation of a fair and competitive compensation plan for all City employees, and to maintain the existing benefits package without impacting service delivery.

## **RETIREMENT**

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It is important for all of us know what retirement benefit our employer will provide when we retire from our place of employment, and the City's employees are no different. Employing the Mayor's responsibility to appoint and the City Council's authority to confirm, we will continue to assure the City of Laurel Board of Pension Trustees is comprised of professional members with financial and fiduciary experience who understand the importance of protecting employee retirement benefits by conservative oversight of funds dedicated to providing these benefits.

## **COLLECTIVE BARGAINING**

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My Administration will honor our commitment to the members of the Laurel Police Department's Fraternal Order of Police Collective Bargaining Agreement. With regard to future Collective Bargaining agreements, my Administration will work with the FOP and Laurel community to insure a fair and balanced agreement is successfully negotiated.

## **EMPLOYEE TRAINING**

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Well trained employees are important to every service the City provides. The Moe Administration will continue to provide appropriate training opportunities and support resources to its employees in every discipline required to maintain and enhance employee efficiency and job satisfaction.

## **STAFFING FOR CITY DEPARTMENTS**

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The Moe Administration will keep the sworn strength of the Laurel Police Department at 70 officers. I will have the Police Chief review and recommend staff levels for the Criminal Investigation Department.

We will review the current staffing levels for the Department of Public Works and Department of the Fire Marshal and Permit Services to assure the staffing levels are in place to maintain all service levels.

The Moe Administration will work to promote employee training and retention and further develop a succession planning program, providing a career ladder for all employees. We will strive to assure that all City services are maintained and work diligent to protect the salaries and benefits of the people critical to the City's service delivery.

# PARKS & RECREATION

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The City of Laurel Parks and Recreation is often considered a luxury, instead of what it is: *a valuable service that promotes health and well-being that is available to all age groups*. We must make sure that services available in the private sector, or provided by non-profit organizations or other government agencies, are only enhanced when provided by Laurel's government. The Moe Administration will monitor the programs offered to assure that these programs are popular, effective and efficient. The Moe Administration will:

## PROGRAM REVIEW

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Implement a review process that will allow adjustment for changing trends and /or participation levels of programs in recreation and senior programs.

## NATURE TRAILS

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Work to initiate the development of Planned Nature Trails on the property along the Patuxent River at the Prince George's County, Anne Arundel County, and Howard County lines.

## YOUTH COMMISSION

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We will work to fully fund the recommendation made by the Task Force on recreation funding for Laurel's many non-profits that provide opportunities for our youth.

## BUILDING PARTNERSHIPS

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Work with the business community, service organizations and other government agencies to build partnerships to enhance recreational opportunities for all.

## CLEAN PARKS

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My Administration will always work to keep our Parks clean and useable by all.

## COMPREHENSIVE RECREATION FACILITIES PLAN

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I will ask the Director of the Department of Parks and Recreation to engage residents in the community to review all recreation facilities and create a new and updated comprehensive recreation facilities plan for future Mayors and City Councils to follow for possible future facilities and/or updates to existing facilities and for the planning of new facilities to meet residents' needs.

## MAINTAINING PARKS

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Maintenance of City parks is always a challenge in Laurel since they are so heavily used, but we need to ensure we are in a position to keep them clean and safe, and in a position to keep them updated with new equipment and supporting park scape, ie; lights, trash cans, etc. This can only be done with proper planning. My Administration will continue these efforts in the future, as we have done in the past.

# SENIORS

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I have always valued our senior citizens and their contributions to our City. Laurel currently enjoys many senior citizens that provide support and assistance to the government and City. I am committed to ensuring that senior citizen programs are equitably and fairly represented in all discussions of the City budget and funding of City programs. It will be the Moe Administration policy to ensure that our senior citizens enjoy a feeling of friendship, growth, happiness, contribution and inclusion to the community. The Moe Administration will:

## **IN GENERAL**

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After working, planning and saving for retirement all of their lives, the seniors of Laurel have earned the right to a safe and secure retirement. We must do everything we can to ensure that Laurel is affordable and accommodating City for seniors.

## **SENIOR CITIZENS**

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Senior Citizens will be encourage to participate in all City areas, including appointment to committees, boards, and commissions where their input can be invaluable. Laurel's Senior Citizens share a wealth of knowledge and experience that we can apply to the many things municipal government does. There are many volunteer activities that provide a place of service based on their individual schedules. We need them and want to assure their participation.

# QUALITY OF LIFE

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It is important for the community to have a strong quality of life and to enjoy the community they live, work, play and raise a family in. I will ensure a strong partnership between the Moe Administration, the elected officials and the community as a whole to bring quality of life issues to the forefront. The Moe Administration will:

## **ARTS AND ENTERTAINMENT DISTRICT**

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My Administration established the Arts and Entertainment District within the Main Street area. This will only strengthen our efforts to increase business opportunities on the Street, but will also increase the night life in Laurel too. I will continue to push for partnership with local artists and entertainment venues.

## **SUPPORTING THEATRES**

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I will support the local Laurel Mill Playhouse and Venus Theatres in Laurel. I will also assist in other talent disciplines, i.e., music, comedy, to locate in Laurel's Arts and Entertainment District.

# AFFORDABLE HOUSING

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I am committed to preserving and expanding affordable housing in Laurel, we have been able to provide affordable housing in three current developments with the legislation we put in place a few years back, which requires three percent affordable housing, three percent workforce housing in developments over 50 units. This type of forward thinking legislation will continue under the Moe Administration. The Moe Administration will:

## **UPDATE AND REVISE CURRENT LEGISLATION**

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My Administration will review the current legislation on affordable housing, as well as the workforce housing to increase the percentages on units that must be established within a development. We will work to better control cost for those that need assistance.

## **RENT CONTROL**

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I will investigate the possibility of the City of Laurel Government need to have rent control measures put in place. I know that rent control, while imperfect, is a means to create opportunities for families that have moderate income to live, work, play and raise a family with additional housing options.

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