



MEDIA RELEASE

Strategic Opportunities Advisory Team Launches Workgroups

Findings to Guide City Priorities, Improve Efficiency

FREDERICK, MD – Jan. 12, 2018: Mayor Michael O'Connor's transition committee has begun its mission to explore how every City department functions, how it might do more, do things differently, or should continue as is.

Fact-finding begins this coming week, as newly formed workgroups meet for the first time. The transition Steering Committee, officially called the Strategic Opportunities Advisory Team Steering Committee, consists of five volunteer members selected by the mayor, who will each lead a workgroup of several volunteers: Kelly Russell, co-chairman of the committee and president Pro Tem of the Board of Alderman; Jim Racheff, co-chairman of the committee and City resident and business owner; Elizabeth Cromwell, City resident, chief executive officer of the Chamber of Commerce; Ted Gregory, certified public accountant, City resident and local business executive; Ted Luck, retired Frederick County Public Schools higher education administrator.

Each of their workgroups will examine an area of City government functions, and present a report to the whole committee. All of the committees and workgroups will complete their work by June 30. All meetings are open to the public, and public comment is welcome. Meeting dates, times, locations, and agendas will be published on the City [website](#) in advance of each meeting.

The workgroups' findings will help lay the foundation for the City's next Strategic Plan.

"We have a great group of nearly 600 employees and a half dozen department heads," O'Connor said. "We owe them an overall vision toward which they can guide their departmental activities. It's essential that all of the City employees understand what their department's mission is and how it

relates to the City's overall vision. It's time to produce a clear City vision and mission statement for the City. The committee's work will jump-start a City-wide strategic plan."

Workgroups

CIVIC ENGAGEMENT – Ted Luck

Areas of Focus: Public Engagement, Volunteers, Disengaged Residents

Departments: Neighborhood Advisory Councils, Boards and Commissions, Election Board

COMMUNICATIONS AND 21ST CENTURY TECHNOLOGY – Elizabeth Cromwell

Areas of Focus: Public Information, Website and Geographic Information Service, use of information technology

Departments: Technology, Audio Visual, Geographic Information Service, Public Information Office

ECONOMIC RESILIENCE – Ted Gregory

Areas of Focus: Financial Stability and Responsibility, Budget

Departments: Finance, Purchasing, Economic Development, Sustainability

EXPANDING OPPORTUNITY – Jim Racheff

Areas of Focus: Arts, Education, Livability, Health

Departments: FCAA, Parks and Recreation, Weinberg, Special Events, Mayor's Office, Frederick Police

CITY OPERATIONS AND ORGANIZATION – Kelly Russell

Areas of Focus: City Operations

Departments: Mayor's Office, Human Resources, Legal, Public Works, Frederick Police, Planning, Engineering, Parking, Permitting

“As their work proceeds, we'll be communicating progress through the City website and other communications methods,” O'Connor said, “but we very much want this to be a two-way conversation, involving the residents and other stakeholders.”

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