Urban Districts

APPROVED FY27 BUDGET	FULL TIME EQUIVALENTS
$13,662,018	62.70

FARIBA KASSIRI, DEPUTY CHIEF ADMINISTRATIVE OFFICER

MISSION STATEMENT

Urban Districts support and enhance the County's unincorporated downtowns (Bethesda, Silver Spring, Wheaton, and Friendship Heights) as prosperous, livable urban centers by maintaining streetscapes and their investments; providing additional public amenities such as plantings, seating, shelters, and works of art; promoting the commercial and residential interests of these areas; and programming cultural and community activities.

BUDGET OVERVIEW

The total approved FY27 Operating Budget for the Urban Districts is $13,662,018, an increase of $463,594 or 3.51 percent from the FY26 Approved Budget of $13,198,424. Personnel Costs comprise 47.40 percent of the budget for 61 full-time position(s) and one part-time position(s), and a total of 62.70 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 52.60 percent of the FY27 budget.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following are emphasized:

- **Thriving Youth and Families**
- **A Growing Economy**
- **A Greener County**
- **Safe Neighborhoods**
- **Effective, Sustainable Government**

INITIATIVES

- The Silver Spring Urban District is nearing a complete transition to electric landscaping equipment, with almost all leaf blowers, trimmers, and mowers now electric - cutting greenhouse gas emissions, reducing noise, and improving air quality throughout downtown Silver Spring.

- The Silver Spring Urban District is strengthening small business growth by partnering with Montgomery County's Business Center to connect local entrepreneurs with key resources and promote their brands on Instagram, boosting the district's overall economic vitality.
- The Wheaton Urban District is upgrading street and pedestrian lighting to brighter, energy-efficient LED fixtures, enhancing visibility, safety, and sustainability throughout the district.
- The Silver Spring Urban District continues to update the Silver Spring Streetscape Standards by aligning street trees, lighting, and stormwater design with the 2022 Downtown Plan and the County's Climate Action Plan.
- The Bethesda Urban District successfully secured a grant from the Maryland Department of Housing and Community Development to support the expansion of Baby Cat Brewery into a second location in Downtown Bethesda. This initiative will create a new community gathering space, generate local employment opportunities, and contribute to increased tax revenue for the area.
- The Bethesda Urban District launched the Invent the Future Expo new signature event to engage families of all backgrounds through hands-on STEM experiences to strengthen quality of life and an inclusive community while providing long-term investment in the area.
- The Friendship Heights Urban District introduced the Sunday Commons, a weekly farmers market that brings together local artisans, chefs, and neighbors to foster connection, creativity, and a renewed sense of place. As it grows, this modern public initiative will continue to anchor Friendship Heights as a vibrant, inclusive destination for culture, commerce, and community.

INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

- The Silver Spring Urban District is modernizing the Jazz Festival with livestreams, artist spotlights, and digital content to build year-round engagement. On-site enhancements include layout, sound, lighting, as well as vendor coordination and safety planning in partnership with MCPD, County Security, and Redshirts to elevate the overall festival experience.
- The Silver Spring Urban District continues partnering with social service providers, public safety agencies, and businesses to address the evolving needs of unhoused individuals in downtown Silver Spring. It also participates in interagency workgroups and leverages platforms like Microsoft Teams to improve communication, case coordination, and response times, fostering a more inclusive, responsive, and community-centered approach to well-being.
- The Bethesda Urban District continues to modernize its operations by transitioning maintenance equipment to electric alternatives as technology evolves. This ongoing effort supports the County's commitment to sustainability, reduces gas emissions, and achieves overall climate goals for a cleaner, quieter downtown environment.
- The Bethesda Urban District, in partnership with Montgomery County Department of Transportation, the Maryland State Highway Administration, and the Bethesda Arts & Entertainment District, successfully wrapped fifteen traffic signal boxes with original artwork by local artists, including two high school students. This public art initiative enhances the streetscape and will expand next year with additional artist-design signal boxes to enrich the pedestrian experience.
- The Friendship Heights Urban District established a pollinator garden program that enhances public spaces while promoting environmental education and volunteerism. Through hands-on engagement with native plants, participants of all ages serve as community stewards, contributing to both ecological health and neighborhood beautification.
- The Friendship Heights Urban District launched a Youth Advisory Council composed of students from Bethesda-Chevy Chase High School to elevate youth voices in community development. Councilmembers contribute with the programming of youth-led and centered events and publications and explore local history-fostering civic engagement and intergenerational connection.

PROGRAM CONTACTS

Contact Carson Henry of the Urban Districts at 240-462-8547 or Katherine Bryant-Higgins of the Office of Management and Budget at 240-777-2764 for more information regarding this department's operating budget.

PROGRAM PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY26 estimates reflect funding based on the FY26 Approved Budget. The FY27 and FY28 figures are performance targets based on the FY27 Approved Budget and funding for comparable service levels in FY28.

PROGRAM DESCRIPTIONS

Administration

This program provides staff support for contract administration, the Urban District Advisory Committees, and for the administration of Urban District corporations. This program also provides for budget preparation and monitoring, payment authorization, records maintenance, and the Bethesda Circulator contract.

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**2,734,581**	**4.50**
Increase Cost: Three and a Half Percent Inflationary Adjustment to Non-Profit Service Provider Contracts	1,114	0.00
Reduce: Boards and Commissions Support (Silver Spring)	(1,500)	0.00
Shift: Inter-Program Personnel Reallocation from Administration to Promotion of Business and Activities (Silver Spring)	(164,176)	(1.00)
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	96,701	0.00
FY27 Approved	**2,666,720**	**3.50**

Enhanced Security and Ambassadorship

This program promotes clean, safe, and welcoming Urban Districts through uniformed aides. The program provides visual deterrents and/or trained observer documentation for theft, vandalism, and violations in the Silver Spring and Wheaton Urban Districts. Aides also act as ambassadors by providing information, directions, first aid and CPR, and roadside assistance to residents, visitors, and businesses.

The goal of the program is to provide an enhanced physical presence and reduce the likelihood of crime. The Safe Team serves as a uniformed visual presence that promotes a safer environment and supports residents and visitors.

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**2,717,148**	**24.75**
Shift: Charge for Urban District Public Service Aides from Parking Lot Districts to Urban Districts (Silver Spring)	296,166	3.00

FY27 Approved Changes	Expenditures	FTEs
Shift: Inter-Program Personnel Reallocation from Promotion of Business and Activities to Enhanced Security (Silver Spring)	144,051	1.50
Reduce: Motorpool Support/Special Apparatus Acquisition for Small Engine/Electric Utility Vehicle Acquisition (Silver Spring)	(3,128)	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(520,759)	(7.00)
FY27 Approved	**2,633,478**	**22.25**

Promotion of Community and Business Activities

This program enhances the quality of life in the Urban Districts and surrounding communities by fostering a strong, vibrant business climate within each Urban District and creates a positive image and a sense of identity for the districts. These goals are accomplished through sponsorship of community events that include festivals, concerts, and parades; the installation of seasonal banners, unique signs, holiday decorations, and other amenities to give each district a sense of place; and the development and distribution of newsletters, brochures, and other promotional material highlighting the districts. Each Urban District develops its programs with the active participation of its advisory committee or Urban District Corporation.

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**4,948,336**	**30.45**
Shift: Inter-Program Personnel Reallocation Administration to Promotion of Business and Activities (Silver Spring)	164,176	1.00
Reduce: Public Spaces Maintenance (Wheaton)	(35,293)	0.00
Reduce: Bethesda Urban Partnership Contract	(55,336)	0.00
Shift: Reallocation of Vehicle Maintenance from Promotion of Business and Activities to Streetscape Maintenance (Silver Spring)	(72,348)	0.00
Shift: Inter-Program Personnel Reallocation from Promotion of Business and Activities to Enhanced Security (Silver Spring)	(144,051)	(1.50)
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	776,129	7.00
FY27 Approved	**5,581,613**	**36.95**

Streetscape Maintenance

This program provides maintenance of, and improvement to, the streetscape amenities within each Urban District. Various service levels include litter collection, sidewalk maintenance, trash receptacle service at least three times a week, mowing and snow removal as needed, lighting maintenance, maintenance of planted/landscaped areas, and street sweeping.

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**2,798,359**	**0.00**
Shift: Reallocation of Vehicle Maintenance from Promotion of Business and Activities to Streetscape Maintenance (Silver Spring)	72,348	0.00
Decrease Cost: Pest Control Expenses (Silver Spring)	(5,000)	0.00
Decrease Cost: Street Sweeping (Silver Spring)	(10,000)	0.00
Reduce: Planting, Rainwater Management and Landscape Intervention Contract Services (Silver Spring)	(16,000)	0.00
Reduce: Tree Replacement (Wheaton)	(30,000)	0.00

FY27 Approved Changes	Expenditures	FTEs
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(29,500)	0.00
FY27 Approved	**2,780,207**	**0.00**

BUDGET SUMMARY

	Actual FY25	Budget FY26	Estimated FY26	Approved FY27	%Chg Bud/App
URBAN DISTRICT - BETHESDA					
EXPENDITURES					
Salaries and Wages	89,900	96,802	97,190	103,088	6.5 %
Employee Benefits	29,932	33,132	30,877	35,123	6.0 %
Urban District - Bethesda Personnel Costs	**119,832**	**129,934**	**128,067**	**138,211**	**6.4 %**
Operating Expenses	3,626,215	3,891,317	3,879,651	3,844,079	-1.2 %
Urban District - Bethesda Expenditures	**3,746,047**	**4,021,251**	**4,007,718**	**3,982,290**	**-1.0 %**
PERSONNEL					
Full-Time	1	1	1	1	—
Part-Time	0	0	0	0	—
FTEs	1.00	1.00	1.00	1.00	—
REVENUES					
Property Tax	662,059	979,921	875,641	911,140	-7.0 %
Optional Method Development	236,731	183,975	224,000	222,350	20.9 %
Urban District - Bethesda Revenues	**898,790**	**1,163,896**	**1,099,641**	**1,133,490**	**-2.6 %**
URBAN DISTRICT - SILVER SPRING					
EXPENDITURES					
Salaries and Wages	2,623,447	2,468,934	2,752,377	2,795,547	13.2 %
Employee Benefits	903,253	934,080	887,699	1,073,573	14.9 %
Urban District - Silver Spring Personnel Costs	**3,526,700**	**3,403,014**	**3,640,076**	**3,869,120**	**13.7 %**
Operating Expenses	1,278,220	1,477,088	1,329,292	1,428,775	-3.3 %
Urban District - Silver Spring Expenditures	**4,804,920**	**4,880,102**	**4,969,368**	**5,297,895**	**8.6 %**
PERSONNEL					
Full-Time	37	37	37	37	—
Part-Time	0	0	0	0	—
FTEs	34.00	34.00	34.00	37.00	8.8 %
REVENUES					
Property Tax	939,684	1,125,009	1,037,547	1,081,452	-3.9 %
Optional Method Development	265,186	120,000	246,103	120,000	—
Miscellaneous Revenues	111	0	0	0	—
Other Charges & Fees	56,262	0	3,000	0	—
Urban District - Silver Spring Revenues	**1,261,243**	**1,245,009**	**1,286,650**	**1,201,452**	**-3.5 %**

BUDGET SUMMARY

	Actual FY25	Budget FY26	Estimated FY26	Approved FY27	%Chg Bud/App
URBAN DISTRICT - WHEATON					
EXPENDITURES					
Salaries and Wages	1,741,565	1,691,767	1,889,970	1,787,647	5.7 %
Employee Benefits	556,241	638,746	601,083	680,854	6.6 %
Urban District - Wheaton Personnel Costs	**2,297,806**	**2,330,513**	**2,491,053**	**2,468,501**	**5.9 %**
Operating Expenses	1,352,406	1,349,040	1,049,565	1,295,603	-4.0 %
Urban District - Wheaton Expenditures	**3,650,212**	**3,679,553**	**3,540,618**	**3,764,104**	**2.3 %**
PERSONNEL					
Full-Time	23	23	23	23	—
Part-Time	1	1	1	1	—
FTEs	24.70	24.70	24.70	24.70	—
REVENUES					
Property Tax	272,520	305,623	286,366	298,129	-2.5 %
Optional Method Development	10,832	0	10,011	0	—
Urban District - Wheaton Revenues	**283,352**	**305,623**	**296,377**	**298,129**	**-2.5 %**
FRIENDSHIP HEIGHTS URBAN DISTRICT					
EXPENDITURES					
Salaries and Wages	0	0	0	0	—
Employee Benefits	0	0	0	0	—
Friendship Heights Urban District Personnel Costs	**0**	**0**	**0**	**0**	**—**
Operating Expenses	617,517	617,518	617,518	617,729	—
Friendship Heights Urban District Expenditures	**617,517**	**617,518**	**617,518**	**617,729**	**—**
PERSONNEL					
Full-Time	0	0	0	0	—
Part-Time	0	0	0	0	—
FTEs	0.00	0.00	0.00	0.00	—
REVENUES					
Commercial District Charge	621,890	617,518	617,518	617,729	—
Friendship Heights Urban District Revenues	**621,890**	**617,518**	**617,518**	**617,729**	**—**
DEPARTMENT TOTALS					
Total Expenditures	**12,818,696**	**13,198,424**	**13,135,222**	**13,662,018**	**3.5 %**
Total Full-Time Positions	**61**	**61**	**61**	**61**	**—**
Total Part-Time Positions	**1**	**1**	**1**	**1**	**—**
Total FTEs	**59.70**	**59.70**	**59.70**	**62.70**	**5.0 %**
Total Revenues	**3,065,275**	**3,332,046**	**3,300,186**	**3,250,800**	**-2.4 %**

FY27 APPROVED CHANGES

	Expenditures	FTEs
URBAN DISTRICT - BETHESDA		
FY26 ORIGINAL APPROPRIATION	**4,021,251**	**1.00**
Changes (with service impacts)		
Reduce: Bethesda Urban Partnership Contract [Promotion of Community and Business Activities]	(55,336)	0.00
Other Adjustments (with no service impacts)		
Increase Cost: Risk Management Adjustment	8,044	0.00
Increase Cost: FY27 Compensation Adjustment	7,055	0.00
Increase Cost: Annualization of FY26 Compensation Increases	946	0.00
Increase Cost: Annualization of FY26 Personnel Costs	276	0.00
Increase Cost: Printing and Mail	220	0.00
Decrease Cost: Motor Pool Adjustment	(166)	0.00
FY27 APPROVED	**3,982,290**	**1.00**
URBAN DISTRICT - SILVER SPRING		
FY26 ORIGINAL APPROPRIATION	**4,880,102**	**34.00**
Changes (with service impacts)		
Reduce: Boards and Commissions Support (Silver Spring) [Administration]	(1,500)	0.00
Reduce: Motorpool Support/Special Apparatus Acquisition for Small Engine/Electric Utility Vehicle Acquisition (Silver Spring) [Enhanced Security and Ambassadorship]	(3,128)	0.00
Reduce: Planting, Rainwater Management and Landscape Intervention Contract Services (Silver Spring) [Streetscape Maintenance]	(16,000)	0.00
Other Adjustments (with no service impacts)		
Shift: Charge for Urban District Public Service Aides from Parking Lot Districts to Urban Districts (Silver Spring) [Enhanced Security and Ambassadorship]	296,166	3.00
Shift: Inter-Program Personnel Reallocation Administration to Promotion of Business and Activities (Silver Spring) [Promotion of Community and Business Activities]	164,176	1.00
Shift: Inter-Program Personnel Reallocation from Promotion of Business and Activities to Enhanced Security (Silver Spring) [Enhanced Security and Ambassadorship]	144,051	1.50
Increase Cost: FY27 Compensation Adjustment	128,756	0.00
Shift: Reallocation of Vehicle Maintenance from Promotion of Business and Activities to Streetscape Maintenance (Silver Spring) [Streetscape Maintenance]	72,348	0.00
Increase Cost: OT Adjustment	30,723	0.00
Increase Cost: Annualization of FY26 Compensation Increases	27,611	0.00
Increase Cost: Annualization of FY26 Personnel Costs	22,344	0.00
Increase Cost: Risk Management Adjustment	9,304	0.00
Increase Cost: Printing and Mail	8,147	0.00
Decrease Cost: Pest Control Expenses (Silver Spring) [Streetscape Maintenance]	(5,000)	0.00
Decrease Cost: Retirement Adjustment	(8,771)	0.00
Decrease Cost: Street Sweeping (Silver Spring) [Streetscape Maintenance]	(10,000)	0.00

FY27 APPROVED CHANGES

	Expenditures	FTEs
Decrease Cost: Motor Pool Adjustment	(30,136)	0.00
Decrease Cost: Lapse Adjustment	(30,723)	0.00
Shift: Reallocation of Vehicle Maintenance from Promotion of Business and Activities to Streetscape Maintenance (Silver Spring) [Promotion of Community and Business Activities]	(72,348)	0.00
Shift: Inter-Program Personnel Reallocation from Promotion of Business and Activities to Enhanced Security (Silver Spring) [Promotion of Community and Business Activities]	(144,051)	(1.50)
Shift: Inter-Program Personnel Reallocation from Administration to Promotion of Business and Activities (Silver Spring) [Administration]	(164,176)	(1.00)
FY27 APPROVED	**5,297,895**	**37.00**

URBAN DISTRICT - WHEATON

	Expenditures	FTEs
FY26 ORIGINAL APPROPRIATION	**3,679,553**	**24.70**
Changes (with service impacts)		
Reduce: Tree Replacement (Wheaton) [Streetscape Maintenance]	(30,000)	0.00
Reduce: Public Spaces Maintenance (Wheaton) [Promotion of Community and Business Activities]	(35,293)	0.00
Other Adjustments (with no service impacts)		
Increase Cost: FY27 Compensation Adjustment	85,542	0.00
Increase Cost: Lapse Adjustment	28,344	0.00
Increase Cost: Annualization of FY26 Compensation Increases	15,634	0.00
Increase Cost: Annualization of FY26 Personnel Costs	12,338	0.00
Increase Cost: Risk Management Adjustment	7,330	0.00
Increase Cost: Printing and Mail	5,065	0.00
Increase Cost: Three and a Half Percent Inflationary Adjustment to Non-Profit Service Provider Contracts [Administration]	1,114	0.00
Decrease Cost: Motor Pool Adjustment	(1,653)	0.00
Decrease Cost: Retirement Adjustment	(3,870)	0.00
FY27 APPROVED	**3,764,104**	**24.70**

FRIENDSHIP HEIGHTS URBAN DISTRICT

	Expenditures	FTEs
FY26 ORIGINAL APPROPRIATION	**617,518**	**0.00**
Other Adjustments (with no service impacts)		
Increase Cost: Risk Management Adjustment	211	0.00
FY27 APPROVED	**617,729**	**0.00**

PROGRAM SUMMARY

Program Name	FY26 APPR Expenditures	FY26 APPR FTEs	FY27 APPR Expenditures	FY27 APPR FTEs

PROGRAM SUMMARY

Program Name	FY26 APPR Expenditures	FY26 APPR FTEs	FY27 APPR Expenditures	FY27 APPR FTEs
Administration	2,734,581	4.50	2,666,720	3.50
Enhanced Security and Ambassadorship	2,717,148	24.75	2,633,478	22.25
Promotion of Community and Business Activities	4,948,336	30.45	5,581,613	36.95
Streetscape Maintenance	2,798,359	0.00	2,780,207	0.00
Total	**13,198,424**	**59.70**	**13,662,018**	**62.70**

CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY26 Total$	FY26 FTEs	FY27 Total$	FY27 FTEs
URBAN DISTRICT - SILVER SPRING					
Parking District Services	Silver Spring Parking	283,412	3.00	0	0.00

FUNDING PARAMETER ITEMS

CC APPROVED ($000S)

Title	FY27	FY28	FY29	FY30	FY31	FY32
URBAN DISTRICT - BETHESDA						
EXPENDITURES						
FY27 Approved	**3,982**	**3,982**	**3,982**	**3,982**	**3,982**	**3,982**
No inflation or compensation change is included in outyear projections.						
Labor Contracts	**0**	**1**	**1**	**1**	**1**	**1**
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	**3,982**	**3,983**	**3,983**	**3,983**	**3,983**	**3,983**
URBAN DISTRICT - SILVER SPRING						
EXPENDITURES						
FY27 Approved	**5,298**	**5,298**	**5,298**	**5,298**	**5,298**	**5,298**
No inflation or compensation change is included in outyear projections.						
Labor Contracts	**0**	**30**	**30**	**30**	**30**	**30**
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	**5,298**	**5,328**	**5,328**	**5,328**	**5,328**	**5,328**
URBAN DISTRICT - WHEATON						
EXPENDITURES						
FY27 Approved	**3,764**	**3,764**	**3,764**	**3,764**	**3,764**	**3,764**
No inflation or compensation change is included in outyear projections.						

FUNDING PARAMETER ITEMS

CC APPROVED ($000S)

Title	FY27	FY28	FY29	FY30	FY31	FY32
Elimination of One-Time Items Approved in FY27	**0**	**65**	**65**	**65**	**65**	**65**
Items recommended for one-time reductions in FY27, including Wheaton Urban District Public Spaces Maintenance and Tree Replacement reductions, will be added to the base in the outyears.						
Labor Contracts	**0**	**9**	**9**	**9**	**9**	**9**
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	**3,764**	**3,838**	**3,838**	**3,838**	**3,838**	**3,838**
FRIENDSHIP HEIGHTS URBAN DISTRICT						
EXPENDITURES						
FY27 Approved	**618**	**618**	**618**	**618**	**618**	**618**
No inflation or compensation change is included in outyear projections.						
Subtotal Expenditures	**618**	**618**	**618**	**618**	**618**	**618**