

**City of College Park Strategic Plan 2010 – 2015  
FY 2014 Action Plan (Approved May 14, 2013)**

This action plan aligns with the Strategic Plan adopted by City Council August 10, 2010. As an annual road map for strategic plan implementation, this action plan intentionally focuses on a relatively manageable and strategic set of actions for approximately one fiscal year. Most of the steps included in this plan are assumed to have a finite scope (ideally within 1 year) and are strategically oriented towards change and improvement in College Park. Before the end of FY 2014, City Council and City Staff will develop an action plan for the final year of the strategic plan, FY 2015. It is understood that some activities in the FY 2014 action plan will be repeated in the plan for FY 2015 because they span multiple years and are considered ongoing. The steps in this action plan are in addition to ongoing daily operations and recurring annual activities in the City.

Resource needs indicate those resources required beyond existing staff and staff time.

To date, City Council and City Staff annually reviewed and updated the action plan in conjunction with the budget development process. Action steps not completed in one year have carried forward into to the next year. The FY 2015 Action Plan should bring most items to a close as it is the final year of this strategic planning period.

**Following is a list of organization and initiative abbreviations that may appear throughout the action plan. The organizations represent some of the many supporting partners of the City identified in the strategic plan.**

ATHA – Anacostia Trails Heritage Area  
CBE – Committee for a Better Environment  
COG – Metropolitan Washington Council of Governments  
COPS – Community Oriented Police Services  
CPAE – College Park Arts Exchange  
CPNW – College Park Neighborhood Watch  
CPCUP – College Park City-University Partnership  
DCPMA – Downtown College Park Management Authority  
DOT – Department of Transportation  
EAC – Education Advisory Committee  
EPA – Environmental Protection Agency  
ESL – English as a Second Language  
HUD – Department of Housing & Urban Development  
MHAA – Maryland Heritage Areas Authority  
M-NCPPC – Maryland-National Capital Park & Planning Commission  
NSQLWG – Neighborhood Stabilization and Quality of Life Workgroup  
PG DPW&T- Prince George’s County Department of Public Works & Transportation

PGPD - Prince George’s County Police Department  
PGPOA Prince George’s Property Owners Association  
SHA – State Highway Administration  
SRTSP – Safe Routes to School Program  
TMA – Transportation Management Authority  
UMD – University of Maryland  
UMPD – University of Maryland Police Department  
WMATA – Washington Metro Area Transit Authority  
YSB – Youth Services Bureau

TBD – To Be Determined

**Goal I: Consistent high quality and cost-effective public services that contribute to a safe and welcoming City for all.**

**Objective 1: Improve public safety and reduce crime by utilizing contract police officers, collaborating with other police agencies, and encouraging community participation.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Work with UMD to explore expansion of the concurrent jurisdiction area to additional areas in the City.	Public Services, City Council	Q1	Q4	UMPD	
b. Consider expanding security cameras to additional streets.	City Council, Public Services	Q1	Q4		
c. Review and implement, where applicable, recommendations and considerations related to public safety from the NSQLWG and from the CPCUP Public Safety Workgroup.	City Council, Public Services	Q1	Q4	NSQLWG	

**Action Plan Notes:**

**Goal I: Consistent high quality and cost-effective public services that contribute to a safe and welcoming City for all.**

**Objective 2: Improve local schools that serve City of College Park residents through collaboration with strategic partners including the Prince George’s County Public Schools and the University of Maryland.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Continue to work to find a permanent home for the College Park Academy and assess performance progress after one year of operation.	CPCUP, City Council	FY 2013	Q4	College Park Academy executive director, UMD	
b. Measure success through outcomes achieved as a result of school grants.	EAC, City Council	Q1	Q4		

**Action Plan Notes:**

**Goal I: Consistent high quality and cost-effective public services that contribute to a safe and welcoming City for all.**

**Objective 3: Expand recreational, social and cultural activities for city residents.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Explore options for funding the creation of a micro-grant program which would incentivize and support neighborhoods in organizing block parties.	City Council	Q1	Q4	Rec Board	

**Action Plan Notes:**

**Goal I: Consistent high quality and cost-effective public services that contribute to a safe and welcoming City for all.**

**Objective 4: Strengthen well-being of residents that seek assistance through youth, family and seniors program.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Expand public information about available senior programs and recreation activities to seniors in homes throughout the city.	Seniors staff	Ongoing	Ongoing		
b. Consider inviting outside agencies to share information and resources with seniors in homes for women and men who need regular “check-ins” (separate from Youth, Family, & Services).	City Council	Q1	Q4	Seniors Services staff members, outside agencies	
c. Create a seniors “aging in place” ad hoc committee of the Council to explore options for the creation of an “aging in place” program in College Park to help seniors remain in their homes.	City Council	Q1	Q4	Aging in Place examples in nearby communities (Greenbelt, Hyattsville, etc.)	

**Action Plan Notes:**

**Goal I: Consistent high quality and cost-effective public services that contribute to a safe and welcoming City for all.**

**Objective 5: Improve customer / constituent service to better serve College Park residents.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Provide ongoing staff training in resident relations / constituent services and customer service, including timely responses to phone calls.	Human Resources with department directors	Ongoing	Ongoing	Additional funding if this exceeds the training budget.	
b. Coordinate with the County Department of Planning, Inspections, and Enforcement to streamline the county and city permitting processes.	City Council, Planning Dept., Public Services	FY 2013	Q4	Prince George's County	
c. Analyze options for initiating online permitting services.	Public Services	Q1	Q4		

**Action Plan Notes:**

**Goal II: Convenient transportation options that improve local travel and manage congestion.**

**Objective 1: Advocate for state and other resources to rebuild Route 1 to improve its safety, efficiency, and appearance.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Lobby State Legislature, State Highway Administration and County Council to allocate funding to rebuild Route 1.	City Council	Ongoing	Ongoing		
b. Work with M-NCPPC and SHA to require Route 1 developers to implement street improvements with new development or, if not feasible, pay a fee-in-lieu.	City Council, Planning Dept.	Ongoing	Ongoing		
c. Establish a Tax Increment Financing (TIF) district strategy to help fund infrastructure improvements.	City Council, Planning Dept.	FY 2012	Q4		
d. Develop and implement a complete streets policy with community input. (A complete streets policy seeks to develop integrated, connected networks of streets that are safe and accessible for all people, regardless of age, ability, income, ethnicity, or chosen mode of travel).	City Council, Planning Dept.	Q1	Q4+	<i>Smart Growth America resources</i>	

**Action Plan Notes:**

**Goal II: Convenient transportation options that improve local travel and manage congestion.**

**Objective 2: Support development of transit options that increase convenience, accessibility, and mobility.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Continue to market and brand THE BUS Route 17 as a Route 1 Main Street shuttle.	City Council	FY 2012	Ongoing	PG DPW&T, COG, WMATA	
b. Implement Route 1, Rhode Island Ave., Campus Drive, and other bus corridor enhancements.	City Council	FY 2012	Ongoing	PG DPW&T, COG, WMATA	
c. Participate in Purple Line design and preliminary engineering for alignment and stations.	Planning Dept., City Council	Ongoing	Ongoing	Include Community input	
d. Continue funding and promoting use of Shuttle-UM pass for city residents and employees. Work with DOTS to get more reliable statistics.	City Council, City Manager's staff	Ongoing	Ongoing		
e. Continue to provide input and participate in the DOTS 10-year strategic plan process where possible. Encourage DOTS to work on collaboration between Shuttle-UM and other bus services.	City Council	FY 2012	Q4		Council provided survey response input to DOTS in May 2012.
f. Develop a city-wide bicycle plan.	Planning Dept., City Council	FY 2012	Q4	Mapping assistance	

**Action Plan Notes:**



**Goal II: Convenient transportation options that improve local travel and manage congestion.**

**Objective 3: Develop and implement Transportation Demand Management (TDM) strategies [on Route 1].**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Support establishment of a Route 1 TDM District.	City Council, Planning Dept.	Ongoing	Ongoing	Support from M-NCPPC, PG District Council	
b. Require developers to prepare trip reduction plans for new development.	City Council	Ongoing	Ongoing	Support from County Council, Planning Board	
c. Seek funding for infrastructure improvements including bike trails and amenities and sidewalk construction.	Planning Dept.	Ongoing	Ongoing		
d. Direct traffic to least congested arterial and connector routes with improved signage and websites.	City Council, City Engineer	Ongoing	Ongoing	Support from UM, City, SHA, Prince George's County DPW&T	

**Action Plan Notes:**

- a. Includes a trip reduction goal for Route 1.

**Goal II: Convenient transportation options that improve local travel and manage congestion.**

**Objective 4: Improve traffic, pedestrian, and bicycle safety.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Explore options to provide safer access to major arteries from all City neighborhoods.	Planning Dept., City Engineer	Ongoing	Ongoing	SHA, County Council, PG DPW&T	

**Action Plan Notes:**

**Goal III: Lead the College Park community in environmental conservation, protection, restoration, and energy efficiency.**

**Objective 1: Implement strategies to improve energy efficiency and reduce greenhouse gas emissions.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Develop and implement a community emissions action plan as part of the Sustainable Maryland Certified (SMC) Green Team. Obtain bronze certification through SMC program and continue to pursue projects for higher-level certifications.	City Council, Green Team, CBE	FY 2011	Q4+	COG	
b. Receive a current sustainability report from CBE to determine next steps.	CBE, City Council	Q1	Q4	Green Team	
c. Establish a LEED-based sustainability standard for new development projects within the City jurisdiction.	City Council, CBE	FY 2011	Q4+		Our Route 1 development districts already have this standard because of the Sector Plan.
d. Promote greater use of carpooling and public transit by City staff.	City Council, HR, Green Team	FY 2011	Ongoing		
e. Encourage greater City staff participation in energy efficient practices.	Planning Dept, Human Resources, Public Works	Ongoing	Ongoing		
f. Pursue other grant resources to support activities addressing energy efficiency.	City staff	FY 2011	Ongoing		
g. Continue to pursue legislation for a home energy loan program for residents to make energy efficiency improvements. If legislation passes, pursue development of the program.	City Staff	FY 2011	Ongoing		

**Action Plan Notes:**

**Goal III: Lead the College Park community in environmental conservation, protection, restoration, and energy efficiency.**

**Objective 2: Develop strategies to effectively manage local water resources and storm water runoff.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Review site plans for developer compliance with new storm water regulations.	Planning Dept., City Council	FY 2011	Ongoing	County Council	
b. Incorporate best practices for storm water management into all City projects to the extent feasible.	Planning Dept., Engineer, Public Works, CBE	Ongoing	Ongoing		
c. Encourage reduction of impervious surfaces in public and private property.	City Council, Planning Dept.	Ongoing	Ongoing	M-NCPPC	
d. Work with the Prince George's Police and develop education materials to discourage illegal dumping and enforce anti-dumping laws in the City.	Public Works, Contract Police, Public Safety Officer	FY 2011	Ongoing		

**Action Plan Notes:**

**Goal III: Lead the College Park community in environmental conservation, protection, restoration, and energy efficiency.**

**Objective 3: Increase and enhance parks and green spaces.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Develop a citywide parks and recreational facility inventory in preparation for future improvements and new green spaces.	Planning Dept., Public Works, Rec. Board	FY 2012	Q4+	M-NCPPC support, funding for document preparation	
b. Explore options for community gardening at the Endelman property in North College Park. Discuss options with property owners.	Planning Dept., Public Works	Q1	Q4+	Community input	
c. Proceed with construction phasing of Duvall Field renovation with community input.	City Council, Planning Dept.	FY 2013	Q4+	Developer contribution or other funding.	

**Action Plan Notes:**

**Goal III: Lead the College Park community in environmental conservation, protection, restoration, and energy efficiency.**

**Objective 4: Divert waste from landfills by continuing to increase participation in reduce/reuse/recycle programs.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Plan and execute a public education program to promote recycling, with a focus on newly accepted recyclables.	Public Works, CBE, Green Team	FY 2011	Ongoing	Printed materials; outreach opportunities; funding	
b. Promote increased business participation in recycling.	City Council, Public Works, CBE	FY 2011	Ongoing	Local businesses (e.g., DCPMA)	

**Action Plan Notes:**

**Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.**

**Objective 1: Effectively and fairly enforce city and county codes and ordinances.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Explore options for expanding noise enforcement capabilities according to recommendations from the CPCUP Public Safety Workgroup.	City Council, Public Services	Q1	Q4+	CPCUP Public Safety Workgroup	
b. Review and implement, where applicable, NSQLWG recommendations and considerations related to code enforcement.	City Council	Q1	Q4	NSQLWG	
c. Educate residents and students about the expansion of the UMD Student Code of Conduct.	City Council	Q1	Q4	UMD	

**Action Plan Notes:**

**Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.**

**Objective 2: Increase the rate of home ownership.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Cultivate relationships with residential realtors to increase their knowledge of College Park's assets and positive attributes.	City Council, Economic Development	Ongoing	Ongoing		
b. Create an annual report of city accomplishments which will be used to market the city.	City Manager Designee, Economic Development	Q1	Q4+	Resources from the Marketing Campaign; feedback from City Council	

**Action Plan Notes:**



**Goal IV: Neighborhoods that are safe, peaceful, attractive and retain their community character.**

**Objective 3: Preserve and promote neighborhood resources that build a sense of community for all residents.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Work with residents and the Farmers' Market Committee to explore options regarding a craft fair or farmers' market in the Hollywood Commercial District.	City Council	Q1	Q4		
b. Resolve long term goals for the Animal Welfare shelter and program.	City Council, Animal Welfare Committee	Q1	Q4		

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base with socially responsible development.**

**Objective 1: Encourage revitalization of the Route 1 corridor consistent with the desires and needs of the local community.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Develop and track inventory of sites available for rent and redevelopment.	Planning Dept.	Ongoing	Ongoing		
b. Work with developers to help identify businesses for new retail space.	Planning Dept.	Ongoing	Ongoing		
c. Pursue Tax Increment Financing (TIF) to support public infrastructure improvements associated with new development.	City Council	FY 2011	Q4		
d. Explore collaboration with the University of Maryland to market the city as a tourist destination.	City Council, Economic Development	Q1	Q4		

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 2: Encourage revitalization of the Hollywood Commercial District.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Complete design of the Hollywood Commercial District streetscape plan and explore options for funding.	Planning Dept.	Ongoing	Q4+	UM Landscape Architecture program	
b. Continue to work with business owners interested in forming a Hollywood Merchants association or other type of support network.	City Council, Planning Dept.	FY 2011	Q4		

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 3: Support and attract diverse locally-owned high-quality retail and restaurant businesses with unique character and a commitment to local quality of life.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Identify and promote available commercial space to prospective tenants.	Planning Dept.	Ongoing	Ongoing		
b. Market downtown College Park as a destination location.	City Council, Economic Development	Ongoing	Ongoing		
c. Expand the sign grant program to include façade improvements.	City Council, Planning Dept.	Q1	Q4		
d. Work with SBA and SPTDC to assist and market current College Park businesses and to attract new businesses.	Economic Development, City Council	Q1	Q4	Development plans	
e. Explore the creation of a marketing committee (potentially consisting of residents appointed by the Council) which would solely look at the potential to develop a marketing / business plan for the city to help attract business in the area.	Economic Development, City Council	Q1	Q4	Local business owners, Economic Development Professionals	

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 4: Increase the diversity of job opportunities.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Encourage University incubator businesses to remain in College Park by marketing suitable available space.	Planning Dept.	Ongoing	Ongoing		
b. Work with Small Business Development Center to provide support to existing business owners and encourage new entrepreneurs to locate in College Park.	Planning Dept.	Ongoing	Ongoing		

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 5: Increase the diversity of available quality housing.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Identify developers to build corridor infill housing consistent with the Route 1 Corridor Sector Plan.	City Council, Planning Dept.	Ongoing	Q4+	Planning Board	
b. Encourage affordable graduate student housing in University development plans and encourage future developers to set aside a certain percentage of housing for graduate students in other project opportunities.	City Council	Ongoing	Ongoing		

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 6: Facilitate development in the College Park Metro Station area.**

**Action Recommendations:**

<b>Major Action Steps</b>	<b>Responsibility</b>	<b>Begin Timeframe</b>	<b>Deadline</b>	<b>Other Resource Needs</b>	<b>Status Update</b>
a. Work with WMATA on joint development projects.	Planning Dept., City Council	Ongoing	Ongoing	County Council, State Legislation	
b. Market public property in the Transit District Overlay Zone to the private sector.	Planning Dept.	Q1	Ongoing	UM, WMATA, Prince George's County	

**Action Plan Notes:**

**Goal V: Expand the local economy and tax base.**

**Objective 7: Encourage revitalization of the Berwyn Commercial District.**

**Action Recommendations:**

Major Action Steps	Responsibility	Begin Timeframe	Deadline	Other Resource Needs	Status Update
a. Evaluate Berwyn Commercial District zoning and consider expanding usage.	City Council, Planning Dept.	FY 2012	Ongoing	County Council	
b. Settle outstanding issues related to the completion of the Berwyn portion of the College Park Trolley Trail.	City Council, City Attorney	Ongoing	Ongoing		

**Action Plan Notes:**