



TUESDAY, MARCH 24, 2015
CITY OF COLLEGE PARK
COUNCIL CHAMBERS

7:00 P.M.
Public Forum On The City Council's
Draft Strategic Plan for 2015 - 2020

7:30 P.M.
MAYOR AND COUNCIL MEETING
AGENDA

MEDITATION

PLEDGE OF ALLEGIANCE: Councilmember Mitchell

ROLL CALL

MINUTES: March 10, 2015 Regular Meeting

ANNOUNCEMENTS

ACKNOWLEDGMENT OF DIGNITARIES

ACKNOWLEDGMENT OF NEWLY APPOINTED BOARD AND COMMITTEE MEMBERS

AWARDS

PROCLAMATIONS

AMENDMENTS TO THE AGENDA

CITY MANAGER'S REPORT: Joe Nagro

STUDENT LIAISON'S REPORT: Cole Holocker

COMMENTS FROM THE AUDIENCE ON NON-AGENDA ITEMS

- Miss College Park 2015: Symphony Dixon

CONSENT AGENDA

15-G-35 Approval of Spring And Summer Field Use Requests by College Park Boys and Girls Club for use of Duvall Field and Calvert Road Field

Motion By:
To: Approve
Second:
Aye: ____ Nay: ____
Other: __

ACTION ITEMS

- | | | |
|---------|---|--|
| 15-G-36 | Approval of Conditions for the revised Detailed Site Plan application for The Hotel at the University of Maryland subject to the applicant entering into an Agreement with the City | Motion By: Day
To: Approve
Second:
Aye: _____ Nay: _____
Other: _____ |
| 15-G-37 | Renewal of Employee Health, Dental, Workers Compensation and General Liability Insurance for Fiscal Year 2016 (<i>Requires a Super Majority</i>) | Motion By: Wojahn
To: Approve
Second:
Aye: _____ Nay: _____
Other: _____ |
| 15-G-38 | Approval of the disposition of Maryland Local Government Health Cooperative Rebate for Fiscal Year 2014 | Motion By: Wojahn
To: Approve
Second:
Aye: _____ Nay: _____
Other: _____ |
| 15-G-39 | Appointments to Boards and Committees | Motion By:
To: Approve
Second:
Aye: _____ Nay: _____
Other: _____ |

COUNCIL COMMENTS

COMMENTS FROM THE AUDIENCE

ADJOURN

INFORMATION/STATUS REPORTS (For Council Review)

1. Legislative Report – Len Lucchi, O'Malley, Miles, Nysten & Gilmore, PA

This agenda is subject to change. For the most current information, please contact the City Clerk. In accordance with the Americans with Disabilities Act, if you need special assistance, please contact the City Clerk's Office and describe the assistance that is necessary.

City Clerk's Office: 240-487-3501

**PUBLIC
FORUM:
DRAFT
STRATEGIC
PLAN**

MEMORANDUM

TO: Mayor and City Council
FROM: Bill Gardiner, Assistant City Manager *BA*
THROUGH: Joe Nagro, City Manager
DATE: March 20, 2015
SUBJECT: Public Forum on the Strategic Plan Framework 2020

ISSUE:

The City Council has scheduled a Public Forum on Tuesday, March 24 at 7 pm to receive comment on the Council's Strategic Plan Framework 2020.

SUMMARY:

In late 2014 the City Council approved the development of a new five-year strategic plan because the current plan will end in 2015. Catherine Tuck Parrish of the Novak Consulting Group was selected as the consultant after a competitive RFP process.

The strategic plan development process has involved the following steps:

1. Community Input and Environmental Scan.

Residents and other stakeholders provided input regarding the City's strengths, weaknesses, opportunities, and challenges. Four small focus groups were held, and an additional 200 people provided input via an online survey. The consultant reviewed existing plans, financial, and demographic data to develop the environmental scan. The environmental scan was presented to Council on February 4.

2. Develop the Draft Vision, Mission, and Goals

Council initiated the development of the draft vision and goals in February during a Saturday workshop. The document was further refined by the Steering Committee, the consultant, and additional Council input during Council Worksessions. The Strategic Plan Framework 2020 was approved by Council for public comment in early March.

3. Receive Community Feedback

The Strategic Plan Framework 2020 and related documents have been publicized via College Park Connected, emails to the civic associations and City boards, and the *Municipal Scene*. Residents can provide comments electronically via a "Meeting in a Box" form.

The Public Forum on March 24 is the first meeting for residents to provide public comment in person. Comments may also be submitted electronically, directly to the Mayor and Council or via the online Meeting in a Box form. Comments should be submitted by April 10.

The public feedback (electronic or in person) will be collected by the consultant and presented to Council at the May 5 Worksession. Council will devote the majority of the May 5 Worksession to discussing the comments and further refining the Strategic Plan Framework 2020.

RECOMMENDATION:

Council should inform residents and other stakeholders of the importance to provide feedback on the Strategic Plan Framework 2020, and the various options to do so.

Attachments: Strategic Plan Framework 2020
Instructions and form for the Meeting in a Box

City of College Park, Maryland Strategic Plan Framework 2020

March 2, 2015

On February 4 and 7, 2015, the College Park City Council and key staff came together to begin drafting a five-year strategic plan for the community. A full report of those deliberations is in a separate document. As a follow up to this work, the Strategic Planning Steering Committee met on February 9 to discuss the draft from the Council sessions and made adjustments to the framework. These changes included refining the language of and placement of priorities, and adding ongoing initiatives from the last five-year strategic plan and the work of the Neighborhood Quality of Life Committee. The document was provided for Council review and additional changes were made during the Council work session on February 17 and a special work session on February 24. The plan below includes Council's changes and has been approved by Council for public comment.

College Park's Strategic Planning Framework

Vision

The City of College Park is a vibrant and prosperous top 20 college town, which has established collaborative relationships for the benefit of the community. The City is known for distinctive and connected neighborhoods, thriving commercial districts, cultural amenities, attractive green space and streetscapes, convenient transportation systems serving all users, and a strong sense of community pride.

Mission

The Council and staff provided input on the mission statement which the staff will further develop at the staff workshop. The group will begin with the existing mission and take the comments and suggestions into consideration at the staff workshop.

Values

The Council and staff provided input on values which the staff will further develop at the staff workshop.

Goals

Goals are the long-term overarching areas in the city or "things that must go well" in order for the City to achieve its vision. Each goal statement is followed by key objectives—specific steps to move the City closer to achieving its goals and ultimately its vision. Below the key objectives are Council priorities (action items) that directly relate to the goal and one or more of the objectives. The 2020 priorities include a description of the problem that needs to be solved and what success would look like. The staff will further refine these and develop an action plan for each Council priority at the staff workshop.

The 2020 Strategic Plan Goals are:

1. One College Park
2. Community Engagement
3. Environmental Sustainability
4. Growth and Development
5. Resilient Infrastructure
6. Effective Leadership
7. Excellent Services

Goal 1: One College Park

The City of College Park and its residents, the University of Maryland and its students, faculty and staff, and all stakeholders are connected to the community as a whole and work together for the best interest of College Park.

Objectives:

1. Residents have opportunities to form positive relationships with students, members of diverse cultural groups, and residents from different neighborhoods.
2. All College Park residents, including University faculty, staff, and students, feel connected to the City in addition to their neighborhood.
3. College Park is a place where empathy, diversity, and respect of different groups provide greater understanding and community strength.

Ongoing Council Priorities:

- *CMAST monthly meetings of City, PGPD, UMPD, UMD Resident Life, UMD Greek Life, UMD Fire Marshal, UMD Office of Student Conduct, State's Attorney, PGPOA*
- *Enforcement of Student Code of Conduct off campus*
- *Grant program for neighborhood events*
- *Good Neighbor Day, College Park Day events*
- *Email notification of code violations*
- *Good Neighbor recognition program*

Goal 1 2020 Council Priorities

1a. Increase interaction among long-term residents and UMD students, faculty, and staff

➤ Problem:

- Little connection with UMD by long-term residents; little connection of students with the community beyond campus or where they live
- Residents do not often use UMD amenities; students do not often use City amenities
- No central point of information about UMD or City programs, events, etc.
- Only three percent of UMD faculty and staff live in College Park

➤ Success:

- Programs and events that bring students and long-term residents together – some on campus and some in neighborhoods
- Community building between students and long-term residents
- Residents attending more events on campus with discount rates
- Students becoming more involved in City events
- Build on ideas generated at the Think-a-thon
- Increase in percentage of UMD faculty and staff who live in College Park to seven percent by 2020

1b. Bridge differences between neighborhoods and the City as a whole

- Problem:
 - Residents in some neighborhoods do not feel connected to the City as a whole or feel that the City values certain neighborhoods more than other neighborhoods
 - Few opportunities for residents from all parts of the City to interact
- Success:
 - City increases city-wide community-building events
 - Community events between north and south College Park
 - Better communication and understanding regarding citywide benefits of projects and City services

1c. Facilitate a range of quality housing options that respect neighborhoods

- Problem:
 - Some housing options, particularly for students, are poorly maintained and negatively impact the neighborhoods
 - The City does not have a large mix of quality housing options close to amenities, such as condominiums, apartments, townhouses, and new detached homes that might be more attractive for millennials, baby boomers, and families.
- Success:
 - Landlords maintain their properties and abide by City and County ordinances
 - New single-family detached homes, townhouses, and condominiums are developed near or in conjunction with amenities where possible
 - An affordable student coop housing program is successfully integrated into College Park's residential neighborhoods

1d. Increase the number of owner-occupied single-family homes

- Problem:
 - Increases in single-family detached rental properties destabilize neighborhoods, limit the stock of homes for owner-occupancy, and discourages property reinvestment
 - Expanding single-family rental housing for students in neighborhoods can cause conflicts between long-term residents and some students
- Success:
 - More single-family homes are owner-occupied
 - Reinvestment in older housing stock by current and new owner-occupants
 - Greater availability of for-purchase housing for young professionals and families

1e. Research and implement measures that will allow residents to age in place

- Problem:
 - Independent seniors who want to stay in their current home or move to a suitable residence in the City may not have the proper infrastructure, resources, or options.
- Success:
 - An intergenerational day center for children, seniors and adults with disabilities with additional support and resources (i.e. classes, trips, medicine)
 - A one-stop resource and referral system by Youth and Family Services
 - Partnerships with County, State, non-profits, and/or outside agencies
 - Consideration of recommendations from the Aging in Place Task Force

Goal 2: Community Engagement

All stakeholders are actively engaged in achieving our vision and building community.

Objectives:

1. The City leverages the rich talent and skill in the community.
2. The City creates appealing opportunities for engagement that generate significant involvement in City-sponsored or co-sponsored community, social, and cultural events and public meetings.
3. Tools used for engagement vary from more traditional mechanisms such as meetings to social media and electronic means such as Constant Contact, listservs, and the City website.
4. The City allocates sufficient staff resources for community engagement.

Ongoing Council Priorities:

- *Public information on city programs and services*
- *Explore ways to better disseminate crime information*
- *Utilize a Comcate-type of system for online reporting of problems*

Goal 2 2020 Council Priorities:

2a. Communications Officer

- Problem:
 - There is limited formal or regular City communication; inconsistency in communication design and structure; and no single point of contact for news outlets and UMD relations.
- Success:
 - An informed community due to uniform communication on relevant issues, proactive education, and close relations with press and staff.
 - Build on Shop College Park website; increase FYI publication from UMD and send to residents
 - Joint marketing between UMD and City on co-sponsored events, City events, and UMD events

2b. Social Media

- Problem:
 - No staff resources.
 - Limited social media engagement with College Park Connected (no Twitter, Facebook, etc.).
 - No strategic, regular dissemination of information.
- Success:
 - Saturation on social media with relevant information about City events and news.
 - Residents are knowledgeable about city news and events
 - Increased subscriptions on social media accounts

Goal 3: Environmental Sustainability

The City is a leader in the protection and restoration of natural resources and the implementation of energy efficiency and renewable energy programs, technologies, and plans.

Objectives:

1. The City reduces its impact on the environment through collaboration, research, and the adoption of best practices to incentivize reduced energy usage.
2. The City has well-managed and attractive natural resources, such as parks, trails, and outdoor recreation areas.
3. The City supports new development that is sensitive to environmental issues and that strives to limit impacts on the environment.

Ongoing Council Priorities:

- *Hollywood Gateway Park – next steps include property purchase and obtaining Program Open Space or other funding*
- *Sustainability Plan for City Operations underway*
- *Sustainable Maryland Certified*

Goal 3 2020 Council Priorities:

3a. Community gardens and permaculture

- Problem:
 - Healthy fresh food options are limited.
- Success:
 - Community gardens that provide food and community engagement opportunities for our residents
 - Examples of edible plants that can be grown locally in public areas

3b. Adopt a City Operations and a Citywide Sustainability Plan

- Problem:
 - City has many sustainability-related goals and initiatives, but does not have a plan to implement them.
- Success:
 - The City develops, adopts, and implements a City Operations Sustainability plan and a Citywide Sustainability Plan, and regularly monitors progress.

3c. Partner with agencies to fund and implement stormwater management improvements

- Problem:
 - Some stormwater problems in the City may not get addressed without partnering with outside agencies that either control the infrastructure or have funding for improvements.
- Success:
 - The City has implemented improvements / solutions to stormwater problems, and has received funding for the projects.

3d. Partner with the UMD Partnership in Active Learning for Sustainability (PALS)

- Problem:
 - The City does not have the capacity or expertise to research best practices in some areas of sustainability that will be necessary to achieve its sustainability goals.
- Success:
 - The City and PALS develop research projects under the PALS umbrella that provide the City resources and data it uses to become more sustainable.

Goal 4: Growth and Development

Work with partners to facilitate significant investment along Route 1, in the College Park metro area, and the Hollywood Commercial District to expand commercial development and housing options and increase the tax base to finance improvements in services and infrastructure.

Objectives:

1. The City has stable neighborhoods with growing housing options, particularly additional home ownership opportunities.
2. The City government is responsive to new development proposals and provides the community and developers with timely, consistent, structured processes and collaboration.
3. Resources are provided for City services to meet increases in demand or changes in community needs / desires.
4. City residents have high quality public pre-K through 12th grade education options and opportunities for lifelong learning.

Ongoing Council Priorities:

- *Continued advocacy for State funding for Baltimore Avenue reconstruction*
- *Maintain up-to-date inventory of available sites for redevelopment*
- *Matching grant programs for small business to locate in College Park and/or improve their business*
- *Annual Economic Development report*
- *Support of the College Park Academy*
- *Lakeland Stars mentoring program*
- *Grants to public schools serving College Park residents*

Goal 4 2020 Council Priorities:

4a. Focus economic investment in priority development areas:

1. Downtown College Park (south of Guildford Road to College Avenue)
 - Problem:
 - The current downtown area primarily serves students
 - There are not wide choices for retail and restaurants downtown
 - Success:
 - Downtown College Park attracts residents from the entire city (students and long-term residents)
 - Improved range of retail and dining establishments
 - All neighborhoods and residents consider downtown as “their” downtown

2. Promote development in the College Park metro station area
 - Problem:
 - College Park metro station area is under-developed/under-used.
 - Success:
 - Mixed use development, increased ridership, increased tax base, diversity of housing options, mitigation of environmental issues
 - New development on Prince George’s County and MNCPP owned property

3. Redevelop the Rt. 1 corridor area to create walkable nodes and residential infill.
 - Problem:
 - Rt. 1 north of downtown is an auto-dominated commercial strip with no identifiable centers
 - Success:
 - Reconstructed Rt. 1 is safer for autos and has significantly improved facilities for pedestrians and cyclists.
 - New development clustered at walkable nodes per the sector plan

4. Facilitate Redevelopment of the Hollywood Commercial District
 - Problem:
 - The Hollywood commercial district is dated and uninviting for new retail and customers.
 - Solution:
 - Invest in public infrastructure improvements that will trigger additional private sector investment.

5. Create strategy for use of the City-owned Calvert Road property
 - Problem:
 - The mostly-vacant historic property is under-utilized
 - Success:
 - A new use that provides public amenities.

4b. Innovation District

- Problem:
 - University of Maryland research is often commercialized outside College Park and the City does not benefit from higher employment, a stronger tax base, and other advantages usually associated with a research institution.
- Success:
 - A thriving innovation district that provides appropriate work space and amenities to attract young professionals and entrepreneurs to live in College Park and contribute to the City's social and economic capital.

4c. Partner with UMD to strengthen Prince George's County Public Schools serving College Park residents

- Problem:
 - School quality is cited as a barrier to attracting UMD faculty/staff and families in general to live in College Park.
 - College Park loses young families when children approach school age.
- Success:
 - More families stay in College Park because they see good K-12 public options.
 - College Park Academy provides an option for residents.
 - Greater interaction between UMD and local public schools.

Goal 5: Resilient and Quality Infrastructure

The City's infrastructure, including roads, sidewalks, paths, internet, utilities, parks, playgrounds, City Hall, and other city facilities are constructed and maintained at a high quality standard and meet the needs of residents, employees, and visitors.

Objectives:

1. College Park regularly evaluates its public infrastructure and facilities and provides funding so that all facilities meet the expectations of residents and the planned growth of College Park and surrounding neighborhoods.
2. College Park's infrastructure is resilient and designed to function under potentially adverse conditions.

Ongoing Council Priorities:

- *Develop complete and green streets policy and create a network of proposed streets and bike trails (summer 2015)*
- *Develop a citywide bicycle plan (summer 2015)*
- *Implementation of a bike share program*
- *Bike to Work Day*
- *Settle outstanding issues related to completion of the Berwyn portion of the trolley trail*
- *Public security cameras and license plate readers*

Goal 5 2020 Council Priorities:

5a. Complete streets network and bike and pedestrian trails

- Problem:
 - Many College Park streets are congested with auto traffic, but are not safe for pedestrians, cyclists, seniors, and people with disabilities.
- Success:
 - The City has in place and implements a plan for walking and bicycling facilities that will accommodate and encourage walking and cycling for transportation and recreation.

5b. Route 1 Corridor Reconstruction

- Problem:
 - Route 1 in College Park has too many access points, too few medians, is unattractive, and does not have adequate and safe pedestrian and cycling facilities
- Success:
 - A reconstructed Route 1 with consolidated access points, safe medians, excellent cycling and pedestrian facilities, underground utilities, and attractive landscaping

5c. Build a new City Hall

- Problem:
 - Existing facility does not meet the space and configuration requirements for staff
 - Existing facility does not create a civic space or visually contribute to downtown
- Success:
 - Collaborate with UMD to redevelop the entire block with the Route 1 frontage for City Hall, new retail and office space, and a plaza.

5d. Parks, Playgrounds, and Open Space

- Problem:
 - The City's growing population increases the demand for active and passive recreation space, but there are limited opportunities to expand recreation areas.
- Success:
 - City has a long-term recreation facilities plan that identifies opportunities for expansion and enhancement of existing facilities to meet future needs.

5e. Extend Surveillance Cameras

- Problem:
 - Crime and the perception that certain areas are not safe reduces pedestrian use of streets, trails, and parks.
- Success:
 - Installation of cameras or other equipment that enhances reality and perception of safety and leads to increased use.

Goal 6: Effective Leadership

The City models excellent leadership and teamwork among Council, staff, and community partners to achieve the City's vision and goals.

Objectives:

1. The Council and staff have a clear vision for the community and have engaged and inspired community members who embrace a positive view of College Park's future.
2. The Council acts as one policy body, clearly communicates expectations to staff, and provides leadership for advancing College Park's vision and strategic plan.
3. The Council balances the need to be both responsive and decisive and communicates its actions clearly and frequently to residents.
4. The City develops leaders who listen, challenge perceptions, educate community members, and help people see things from different points of view.

Goal 6 2020 Council Priorities

6a. The City Council and staff commit to developing a highly effective partnership and continuous learning

- Problem:
 - The City's vision and goals are ambitious and cannot be achieved without a strong Council-staff relationship.
- Success:
 - Open communication, trust, and respect for Council and staff roles
 - Joint focus and allocation of time to achieving the City's vision
 - Increased trust in government and commitment to the City by residents and stakeholders due to effective leadership by Council and staff.

6b. Staff Succession Plan

- Problem:
 - There is no succession plan for city manager and senior staff retirements.
- Success:
 - Create plans and procedures in advance of senior staff retirements
 - Provide training and development for existing staff

Goal 7: Excellent Services

College Park has high quality, consistent, and cost-effective services in every department that contribute to a desirable, welcoming, and safe City for all.

Objectives:

1. All City services are responsive to the community's needs, add value, improve the quality of life, and utilize technologies effectively.
2. Services are aligned with the City vision and goals, including becoming a top 20 college town, and are implemented in a cost-effective manner.
3. City policies are communicated clearly and professionally and are implemented and enforced equitably.

4. The City has a holistic view of public safety and engages all City departments, public safety agencies serving the City, and residents to ensure that College Park is a very safe community.
5. City staff are highly trained, solution-oriented, and committed delivering excellent services.

Ongoing Council Priorities:

- *Streamlining City permitting processes*
- *Establishing permitting process guide*

Goal 7 2020 Council Priorities:

7a. Gathering metrics/auditing departments

- Problem:
 - We don't know how effective City services are or whether we are making progress over time.
 - The City produces a lot of data but it is not always presented or organized in a manner that provides useful information.
- Success:
 - City Council, residents and stakeholders clearly understand the cost and effectiveness of all City services and the progress that we are making or not making toward improving quality of life and other important goals.

7b. Develop Technology Plan

- Problem:
 - The City has old systems, expensive licensing and services, and products that may require more staff resources than newer systems.
- Success:
 - Old systems are replaced with modern, efficient and integrated systems, updated software; cloud-based storage; improved accessibility.

7c. Online Payment/Permitting

- Problem:
 - Residents can only submit paper permit applications; permitting in City and county are not integrated online.
- Success:
 - Permit applications, payments, and approval are available online
 - City and county's online permitting systems are inter-connected

7d. Animal Shelter

- Problem:
 - Prince George's County has only one animal shelter in the southern part of the county, and it has a high kill rate. North Prince George's County has the highest adoption rate and compliance. An updated/upgraded facility in northern Prince George's County is needed.
- Success:
 - The County and municipalities in northern Prince George's County combine monies and effort to study the feasibility of a second shelter and provide a new north county shelter based on the results of the study. College Park will be a major influence in the success of this effort.



Meeting in a Box

Host Instructions

Thanks again for serving as a host for one of the small group Meeting in a Box for the City of College Park's strategic planning process. This packet is designed to provide you all the information necessary for a good meeting. It is intended to describe what your group needs to accomplish during the meeting.

1. Before your guests arrive, please arrange the meeting materials for easy access.
2. Please make sure each guest signs in on the form provided.
3. To begin the meeting, simply tell the participants the purpose of the meeting: To solicit input from College Park stakeholders about the draft vision, key goal areas, and potential actions developed by the City of College Park Council. The discussion guide provides additional background information you can to share with participants.
4. Distribute a copy of the *Draft Strategic Plan Framework* handout to each participant. Give the group a few minutes to read through the handout.
5. Begin your discussion by asking the group the first question on the discussion guide. Allow about 10 minutes for discussion before moving on to the next question.
6. As the group discusses each question, be sure to capture their responses in writing, either on the discussion guide or on separate paper.
7. At the conclusion of the discussion, thank people for coming.
8. After the meeting, please enter information received at the meeting by April 10, 2015 into the form that can be found at <http://goo.gl/MoEkCF>. All feedback received will be submitted and reviewed by the City.

Thanks so much for your help in soliciting feedback for your community!



Discussion Guide

1. Ask participants to introduce themselves, if necessary.
2. Read or describe the purpose of the meeting and overview of the process.

Introduction/Purpose

Welcome to this conversation about the future of our community. Our goal is to share ideas that will directly affect the strategic direction of College Park for years to come.

In 2010, the City of College Park adopted its Strategic Plan 2010-15, which identified goals and objectives for the City for that five-year period. Annual action plans provided a road map for implementation of the strategic plan, listing responsible departments and timelines. Many of those goals and objectives have been accomplished, and the Mayor and City Council are now looking forward to 2020.

To that end, the Mayor and Council have initiated a new strategic planning process. It began in January with a series of focus groups with stakeholders from throughout the community. So that all voices had the opportunity to be heard early in the process, an online survey was also made available. The intent of both efforts was to help identify the strengths, weaknesses, opportunities and challenges in College Park. This information was included in an environmental scan. Such a scan helps determine what we "know to be true today" about the community. It also considers the factors that will influence the future, including any events, trends, and relationships that might be relevant to such planning.

In early February, the Mayor and City Council came together on two separate occasions to use this information to begin formulating the City's newest strategic plan. Over the course of those two days, they developed a draft vision, goals, objectives, and key council priorities to move toward its vision.

Now the Mayor and City Council would like your input on this framework for the strategic plan.

3. Distribute a copy of the *Draft Strategic Planning Framework* to each participant. Give the group a few minutes to read the handout.



4. Now that participants have read the draft elements developed by the City of College Park, ask them to think about the vision statement.
- A. **QUESTION:** Does the vision statement capture your vision for the future of the College Park?
Please record the number of “yes” responses and the number of “no” responses.

**What, if anything, is missing from the vision?
ANSWERS:**

- B. **QUESTION:** If College Park excelled in each of the following areas, would the vision be achieved?
1. One College Park (bringing together City, business and University stakeholders)
 2. Community Engagement
 3. Environmental Sustainability
 4. Growth and Development
 5. Resilient Infrastructure
 6. Effective Leadership
 7. Excellent Services

Please record the number of “yes” responses and the number of “no” responses.

**What, if anything, is missing or should be changed from this list?
ANSWERS:**



5. Now let's talk about each of the goal areas individually. The City Council drafted a descriptive statement for each area along with potential objectives. Objectives are actionable items that, if implemented, would help achieve the desired future articulated in the descriptive statement.

A. One College Park

The City of College Park and its residents, the University of Maryland and its students, faculty and staff, and all stakeholders are connected to the community as a whole and work together for the best interest of College Park.

Objectives

1. Residents have opportunities to form positive relationships with students, members of diverse cultural groups, and residents from different neighborhoods.
2. All College Park residents, including University faculty, staff, and students, feel connected to the City in addition to their neighborhood.
3. College Park is a place where empathy, diversity, and respect of different groups provide greater understanding and community strength.

2020 Council Priorities

- Increase interaction among long-term residents and UMD students, faculty and staff
- Bridge differences between neighborhoods and the City as a whole
- Facilitate a range of quality housing options that respect neighborhoods
- Increase the number of owner-occupied single-family homes
- Research and implement measures that will allow residents to age in place

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



B. Community Engagement

All stakeholders are actively engaged in achieving our vision and building community.

Objectives

1. The City leverages the rich talent and skill in the community.
2. The City creates appealing opportunities for engagement that generate significant involvement in City-sponsored or co-sponsored community, social, and cultural events and public meetings.
3. Tools used for engagement vary from more traditional mechanisms such as meetings to social media and electronic means such as Constant Contact, listservs, and the City website.
4. The City allocates sufficient staff resources for community engagement.

2020 Council Priorities

- Communications Officer
- Social media

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



C. Environmental Sustainability

The City is a leader in the protection and restoration of natural resources and the implementation of energy efficiency and renewable energy programs, technologies, and plans.

Objectives

1. The City reduces its impact on the environment through collaboration, research, and the adoption of best practices to incentivize reduced energy usage.
2. The City has well-managed and attractive natural resources, such as parks, trails, and outdoor recreation areas.
3. The City supports new development that is sensitive to environmental issues and that strives to limit impacts on the environment.

2020 Council Priorities

- Community gardens and permaculture
- Adopt a City Operations and a Citywide Sustainability Plan
- Partner with agencies to fund and implement stormwater management improvements
- Partner with the UMD Partnership in Active Learning for Sustainability (PALS)

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



D. Growth and Development

Work with partners to facilitate significant investment along Route 1, in the College Park metro area, and the Hollywood Commercial District to expand commercial development and housing options and increase the tax base to finance improvements in services and infrastructure.

Objectives

1. The City has stable neighborhoods with growing housing options, particularly additional home ownership opportunities.
2. The City government is responsive to new development proposals and provides the community and developers with timely, consistent, structured processes and collaboration.
3. Resources are provided for City services to meet increases in demand or changes in community needs / desires.
4. City residents have high quality public pre-K through 12th grade education options and opportunities for lifelong learning.

2020 Council Priorities

- Focus economic investment in priority development areas:
 - Downtown College Park (south of Guildford Road to College Avenue)
 - Promote development in the College Park metro station area
 - Redevelop Route. 1 corridor area to create walkable nodes and residential infill
 - Facilitate redevelopment of the Hollywood Commercial District
 - Create a strategy for use of the City-owned Calvert Road property
- Innovation District
- Partner with UMD to strengthen Prince George's County Public Schools serving College Park residents

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



E. Resilient Infrastructure

The City's infrastructure, including roads, sidewalks, paths, internet, utilities, parks, playgrounds, City Hall, and other city facilities are constructed and maintained at a high quality standard and meet the needs of residents, employees, and visitors.

Objectives

1. College Park regularly evaluates its public infrastructure and facilities and provides funding so that all facilities meet the expectations of residents and the planned growth of College Park and surrounding neighborhoods.
2. College Park's infrastructure is resilient and designed to function under potentially adverse conditions.

2020 Council Priorities

- Complete streets network and bike and pedestrian trails
- Route 1 Corridor Reconstruction
- Build a new City Hall
- Plan for parks, playgrounds, and open space
- Extend surveillance cameras

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



F. Effective Leadership

The City models excellent leadership and teamwork among Council, staff, and community partners to achieve the City's vision and goals.

Objectives

1. The Council and staff have a clear vision for the community and have engaged and inspired community members who embrace a positive view of College Park's future.
2. The Council acts as one policy body, clearly communicates expectations to staff, and provides leadership for advancing College Park's vision and strategic plan.
3. The Council balances the need to be both responsive and decisive and communicates its actions clearly and frequently to residents.
4. The City develops leaders who listen, challenge perceptions, educate community members, and help people see things from different points of view.

2020 Council Priorities

- The City Council and staff commit to developing a highly effective partnership and continuous learning.
- Staff succession plan

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



G. Excellent Services

College Park has high quality, consistent, and cost-effective services in every department that contribute to a desirable, welcoming, and safe City for all.

Objectives

1. All City services are responsive to the community's needs, add value, improve the quality of life, and utilize technologies effectively.
2. Services are aligned with the City vision and goals, including becoming a top 20 college town, and are implemented in a cost-effective manner.
3. City policies are communicated clearly and professionally and are implemented and enforced equitably.
4. The City has a holistic view of public safety and engages all City departments, public safety agencies serving the City, and residents to ensure that College Park is a very safe community.
5. City staff are highly trained, solution-oriented, and committed delivering excellent services.

2020 Council Priorities

- Gather metrics and audit departments
- Develop a technology plan
- Online payment and permitting
- Animal shelter

QUESTION: What would you change, add, or delete to the descriptive statement or objectives?

ANSWERS:

Other Comments:



6. In closing, ask the group:

QUESTION: What is one bold initiative that you believe would be transformational for College Park?

ANSWERS:

MINUTES

MINUTES
Regular Meeting of the College Park City Council
Tuesday, March 10, 2015
Council Chambers
7:30 p.m. – 8:17 p.m.

PRESENT: Mayor Fellows; Councilmembers Kabir, Wojahn, Brennan, Dennis, Stulich (arrived at 8:01 p.m.), Day, Hew and Mitchell.

ABSENT: None.

ALSO PRESENT: Joe Nagro, City Manager; Janeen Miller, City Clerk; Bill Gardiner, Assistant City Manager; Suellen Ferguson, City Attorney; Terry Schum, Director of Planning; Bob Ryan, Director of Public Services; Steve Groh, Director of Finance; Cole Holocker, Student Liaison.

Mayor Fellows opened the Regular Meeting at 7:30 p.m. Councilmember Hew led the Pledge of Allegiance.

Minutes: A motion was made by Councilmember Mitchell and seconded by Councilmember Hew to approve the minutes of the February 17, 2015 Special Session, the February 24, 2015 Regular Meeting, and the March 3, 2015 Special Session. Councilmember Dennis corrected the spelling of the name “Embry” on the February 24 minutes. With that correction, the minutes were approved 7 – 0 – 0.

Announcements: Councilmember Dennis announced that the Lakeland Civic Association would meet on Thursday at 7:00 p.m. in the College Park Community Center.

Councilmember Wojahn announced that the North College Park Citizens Association would meet on Thursday at 7:30 p.m. in Davis Hall.

Councilmember Kabir discussed Good Neighbor Day which will be held on Saturday, March 28.

Acknowledgement of Newly-Appointed Board Members: Mayor Fellow recognized Karyn Keating-Volke who was recently appointed to the Neighborhood Quality of Life Committee, and thanked her for her service.

Mayor Fellows also acknowledged former Councilmember Mary Cook and Jim McFadden, of the Advisory Planning Commission, who are here to attend the Worksession later tonight.

Amendments to the Agenda: Items 15-G-31 and 15-G-32 were moved to the Consent Agenda. A new item was added to the agenda, 15-G-34: Authorize the Mayor and any Councilmember to sign a letter to Sen. Cardin in support of Innovation in Surface Transportation Act of 2015 (Smart Growth America). This item will also be on the Consent Agenda.

City Manager's Report: Mr. Nagro reported on a meeting he and Mr. Ryan attended about the north County animal shelter: the County is preparing an RFP for the consultant to conduct the feasibility study. Mr. Ryan will serve on the evaluation team.

He discussed a memo in the red folder about the opportunity to refinance the SunTrust Bank parking garage bond which would result in savings to the City. More on this at next week's Worksession.

Student Liaison's Report: Mr. Holocker attended the press event for the new MARC Camden Line service to College Park. Spring Break is next week. He is hosting a "Meeting in the Box" exercise for the Strategic Plan in SGA offices on March 24.

Comments from the Audience on Non-Agenda items:

Gloria Aparicio Blackwell, Director, UMD Office of Community Engagement: She discussed the details of the 5th annual Good Neighbor Day event to be held on Saturday, March 28 from 9:00 a.m. – 1:30 p.m. at the College Park Community Center.

James Mulholland, 24704 Leonardtown Apartments: He is a member of Phi Kappa Psi, a fraternity that provides service projects such as shoveling snow, raking leaves, and litter clean up. He is hoping to do more community outreach to advertise their availability across the City. They prefer to do their work on Sundays.

[Councilmember Stullich arrived.]

David Gray, 7306 Radcliffe Drive: Asked whether the City has ever calculated the benefit of the College Park Airport to the City. In the context of The Hotel at the University of Maryland development project, because of the Airport, The Hotel had to lower their height. There are only five people in the City that own planes there. There are 66 acres at the airport that aren't paying taxes. There are safety concerns: 18 incidents investigated by the NTSB at the airport over the last 35 years. More people use the Museum than the airport. Park and Planning spent \$4.5 M on the new operations center at the airport that maybe five people will use, but couldn't find money for a community center in north College Park. You could turn the airport into parkland and more people would use it.

CONSENT AGENDA

A motion was made by Councilmember Wojahn and seconded by Councilmember Dennis to adopt the Consent Agenda, which consisted of the following:

- 15-G-31 Approval of a letter to the management of the Camden apartments inviting them to a Worksession to discuss resident concerns**
- 15-G-32 Motion to override the appointment process required by Resolution 10-R-33 and reappoint Cole Holocker as the Student Liaison for 2015-2016, and to authorize recruitment for a Deputy Student Liaison for 2015-2016**

15-G-34 Authorize the Mayor and any Councilmember to sign a letter to Sen. Cardin in support of Innovation in Surface Transportation Act of 2015 (Smart Growth America).

The motion carried 8 – 0 – 0.

ACTION ITEMS:

15-G-33 Appointments to Boards and Committees

A motion was made by Councilmember Brennan and seconded by Councilmember Day to reappoint Melissa Day to the Education Advisory Committee, reappoint Dan Blasberg to the Citizens Corps Council, appoint Dave Dorsch to the Aging-In-Place Task Force, and to appoint the Board of Election Supervisors for the 2015-2017 term, as follows:

Mayoral appointment:	John Robson – Designated as the Chief
District 1	Terry Wertz
District 2	Mary Katherine Theis
District 3	Janet Evander
District 4	Maria Mackie

Compensation shall be as follows: In a year in which there is an election, all of the Board receives compensation. In a year in which there is no election, only the Chief Election Supervisor will be compensated. Compensation for the Chief of Supervisors is \$480/fiscal year and for the Election Supervisors is \$360/fiscal year.

15-O-02 Introduction of Ordinance 15-O-02, An Ordinance of the Mayor and Council of the City of College Park, MD to Amend the Fiscal Year 2015 Operating and Capital Budget of the City of College Park, MD

A motion was made by Councilmember Mitchell and seconded by Councilmember Kabir to introduce Ordinance 15-O-02, An Ordinance of the Mayor and Council of the City of College Park, MD to Amend the Fiscal Year 2015 Operating and Capital Budget of the City of College Park, MD

Mayor Fellows announced that the Public Hearing would be held on April 14, 2015 at 7:15 p.m. in the Council Chambers.

COUNCIL COMMENTS:

Councilmember Wojahn announced that there would be a forum on Monday April 6 to discuss issues regarding aging-in-place.

Councilmember Brennan said he wanted to remove from further discussion the topic of lowering the voting age in the City to age 16 and cancel the public forum that had been scheduled.

COMMENTS FROM THE AUDIENCE: None.

ADJOURN: A motion was made by Councilmember Brennan and seconded by Councilmember Mitchell to adjourn the regular meeting. Mayor Fellows announced that after a brief recess, the Council would reconvene in a Worksession to meet with the Advisory Planning Commission about their charge and mission. With a vote of 8 – 0 – 0, Mayor Fellows adjourned the regular meeting at 8:17 p.m.

Janeen S. Miller, CMC	Date
City Clerk	Approved

15-G-35

MEMORANDUM

TO: Mayor and City Council
THROUGH: Joseph Nagro, City Manager
FROM: Robert W. Ryan, Public Services Director
DATE: March 13, 2015



SUBJECT: Annual Spring and Summer Field Use Requests from the College Park Boys and Girls Club for Duvall and Calvert Hills Playground Fields; and Use of Duvall Field Concession Stand

ISSUE

The College Park Boys and Girls Club (CPB&GC) uses Duvall Field and Calvert Hills Field for Spring and Summer athletic events at times specified by the approved Field Use Requests. The CPB&GC has submitted field use requests to the Recreation Board as required.

SUMMARY

The field use requests were submitted on February 25, 2015. The Recreation Board reviewed the applications at their March 2, 2015 meeting and approved them with provisions. In accordance with Field Use Regulations and Department of Public Works facility use conditions, the Board has advised the CPB&GC that use of Calvert Road Field is not permitted after dark.

The Duvall Field application includes a request for Sunday use on dates to be determined once the County's soccer and lacrosse game schedule has been released. These dates will be provided for Council approval at a later time.

RECOMMENDATION

It is recommended that the Council place these requests on the consent agenda and confirm approval for spring field use as requested by the CPB&GC, with conditions as noted.

Attachments: 1. Field Use Reservation Application – Duvall Field
2. Field Use Reservation Application – - Calvert Hills Playground



Field Use Reservation Application

Complete both pages and Submit to: publicservices@collegeparkmd.gov

Select One: Calvert Hills Playground (Youth field – groups must be 13 and under) Duvall Field

Date of Application: 25 FEB 15

Name of Organization: College Park Boys + Girls Club

Is this Organization: City-Based Youth Yes No City Headquartered Yes No

Contact Name(s): Mary Lintner

Mailing Address: 5030 Laguna Rd College Park Md

Email Address: Mary.lintner@aol.com

Day Phone: _____ Evening Phone: 3014747130 Cell Phone: 3013353106

Description of Activity/Event: Soccer practice

Sports Baseball Football Lacrosse Softball T-ball SOCCER

Expected Number of Participants 30 Age Range: 13 - 15

Additional Requirements: Toilets Lights Concession Stand

Date(s) Requested: March 15 - May 15

See Facilities Rules and Regulations for acceptable times and age group

Day(s) of Week Requested: Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

Time(s) Requested 6-8 a.m. p.m. UNTIL _____ a.m. or p.m.

Are you collecting a fee? Yes No If yes, Purpose: registration

I hereby confirm that I have received and read the City Recreation Facilities Rules and Regulations.

Organization's Proof of Adequate Minimum Liability Insurance as required under Section IV, Item 5 is attached hereto

In addition, applicant/organization agrees to indemnify and hold harmless the City from and against all actions, liability, claims, suits, damages, cost or expenses of any kind which may be brought or made against the City or which the City must pay and incur by reason of or in any manner resulting from injury, loss or damage to persons or property resulting from his/her negligent performance of or failure to perform any of his/her obligations under the terms of this application/permit.

Recommendations and Notifications

Recreation Board Approve Fee Waived Approve with Fee of \$ _____ Denied

Comments: _____

Pub. Svcs Director Concur Yes No _____

Comments: _____

City Manager Concur Yes No _____

Comments: _____

Mayor and Council Concur Yes No _____

Comments: _____



Field Use Reservation Application

Complete both pages and Submit to: publicservices@collegetparkmd.gov

Select One: Calvert Hills Playground (Youth field – groups must be 13 and under) Duvall Field

Date of Application: 25 FEB 15

Name of Organization: College Park Boys + Girls Club

Is this Organization: City-Based Youth Yes No City Headquartered Yes No

Contact Name(s): Mary Lintner

Mailing Address: 5030 Laguna Rd College Park Md 20740

Email Address: Mary.Lintner@acl.com

Day Phone: _____ Evening Phone: 3014747130 Cell Phone: 3013353106

Description of Activity/Event: Soccer, t-ball, Lacrosse practice

Sports Baseball Football Lacrosse Softball T-ball Soccer

Expected Number of Participants 300 Age Range 5 - 15

Additional Requirements: Toilets Lights Concession Stand

Date(s) Requested: March 15 - June 15

See Facilities Rules and Regulations for acceptable times and age group

Day(s) of Week Requested: Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

Time(s) Requested M-F 5:30-9 a.m. p.m. UNTIL _____ a.m. or p.m.
Sat - All day
Sun - All day

Are you collecting a fee? Yes No If yes, Purpose: registration fee

I hereby confirm that I have received and read the City Recreation Facilities Rules and Regulations.

Organization's Proof of Adequate Minimum Liability Insurance as required under Section IV, Item 5 is attached hereto

In addition, applicant/organization agrees to indemnify and hold harmless the City from and against all actions, liability, claims, suits, damages, cost or expenses of any kind which may be brought or made against the City or which the City must pay and incur by reason of or in any manner resulting from injury, loss or damage to persons or property resulting from his/her negligent performance of or failure to perform any of his/her obligations under the terms of this application/permit.

Recommendations and Notifications

Recreation Board Approve Fee Waived Approve with Fee of \$ _____ Denied

Comments: _____

Pub. Svcs Director Concur Yes No _____

Comments: _____

City Manager Concur Yes No _____

Comments: _____

Mayor and Council Concur Yes No _____

Comments: _____

Waiver of Fees – the Council may vote to waive user fees, in whole or in part, upon recommendation of the Recreation Board. When considering whether to recommend or grant a full or partial waiver of user fees.

Please describe how your organization meets any of the following criteria:

- a. The level of use that is involved with the activity, including wear and tear on the facility;

_____ soccer practice, beginners to middle school _____

- b. The level of involvement by College Park residents in the activity;

_____ residents coach _____

- c. The community benefit that may result from the activity, for example, recreational opportunities for youth or seniors;

_____ the youth can play on the teams _____

_____ the seniors can coach, if they'd like! _____

- d. Volunteer services that the user provides to the City or its residents;

_____ all volunteer organization _____

or help is snack bar!

- e. Assistance to be provided by the user for maintenance of the recreational facility; and

_____ yes, we will assist with anything _____

_____ you want us to do! _____

- f. Whether user activities promote the interests of the College Park community.

_____ It promotes the interest of the children _____

_____ of College Park! _____

15-G-36

(Memo, Motion and revised Agreement will be provided on Monday)

15-G-37

MOTION:

I move that the Mayor and Council award the following contracts for health, dental, workers' compensation, and liability insurances for FY 2016.

Contract with Benecon, benefits administrator for Maryland Local Government Healthcare Cooperative, for employees' health insurance at a budgeted cost of: \$865,070

Contracts with MetLife and DentaQuest for dental insurance at a budgeted cost of: \$ 45,519

Contract with Chesapeake Employers Insurance Company for workers' compensation insurance at a budgeted cost of: \$156,025

Contract with Local Government Insurance Trust (LGIT) and affiliates for general liability, public officials' liability, auto, property, boiler and machinery, personal injury protection, and uninsured motorists protection insurances at a budgeted cost not to exceed: \$152,062

Total budgeted cost of contracts \$1,218,676

The contracts submitted for approval and award were negotiated using authorized informal purchasing procedures including brokers, agents, and staff research and therefore require an extra-majority vote of the Mayor and Council.

Additional Comments:

The City used a broker to research the health and dental contract information submitted for approval and award. The options for both insurance products have been evaluated and compared to assure that the City is purchasing products that are acceptable to the City and its employees at competitive prices.

In addition, we recommend that the workers' compensation and general liability insurances be renewed with our current carriers.

Health Insurance

Our health insurance has been self-insured through the Maryland Local Government Health Cooperative (MLGHC) sponsored by the Local Government Insurance Trust (LGIT) since April, 2012. This year our premiums will increase by 3.3%. The actual total cost will depend on the number of employees in the plan and which type of coverage they choose. The budgeted amount will be \$865,070.

Dental Insurance

The City recommends keeping MetLife and DentaQuest dental plans for FY 2016. The premiums for DentaQuest will remain the same while the premiums for MetLife will increase by 5.4%. The total FY2016 budgeted amount will be \$45,519 for the current number of subscribers.

Workers Compensation

Chesapeake Employers Insurance Company (formerly known as Injured Workers Insurance Fund or IWIF) provides the City's workers' compensation insurance. Our premiums will be approximately \$156,025 next fiscal year at our current level of payroll. This is an increase of approximately \$9,000 from last year. Our experience modification increased slightly this year from 0.57 to 0.64.

Liability Insurance

The City's liability insurance is carried by the Local Government Insurance Trust, of which the City is a charter member. This insurance covers the city-wide general liability, public officials' liability, auto, property, parking garage, boiler and machinery, personal injury protection, flood and earth movement and uninsured motorists' protection. In addition, the City purchases coverage from other insurance companies affiliated with LGIT for pollution legal liability, crime bond, Metro underpass, and fuel storage tanks. LGIT has advised us to budget approximately \$152,062 for FY16.

Change in budget from prior year:

	<u>FY 15</u>	<u>FY 16</u>	<u>Change</u>	<u>% Chg</u>
Health insurance	837,435	865,070	27,635	3.3%
Dental insurance	43,187	45,519	2,332	5.4%
Workers' Comp	146,935	156,025	9,090	6.2%
Liability insurance	148,810	152,062	3,252	2.2%
Total	1,176,367	1,218,676	42,309	3.6%

15-G-38

MOTION:

I move that the Mayor and Council utilize the FY 2014 health insurance rebate of \$102,995 in the following manner:

- 1. The City will not deduct the employee's share of the health insurance premium for one pay period for all employees who are covered by the City's health insurance.**
- 2. The City will set aside the remainder of the rebate to start a fund to pay for bad claim years and/or run-off claims in case the City should decide to leave the Maryland Local Government Health Cooperative (MLGHC) in the future.**

Additional Information

The City has received a rebate of \$102,995 from MLGHC for premiums paid in excess of claims and expenses in FY 2014. This is a primary feature of self-insurance that is not available in a fully-insured plan. The cost of the first recommendation, a one-pay period waiver of premium for insured employees, would be approximately \$8,500. There would be \$94,500 remaining to save for future bad claim years or to pay run-off claims should we decide to leave the MLGHC in the future. Run-off claims are those claims that are incurred while insured but not paid until after the date we leave the MLGHC. If we left the Cooperative, the City would be responsible to pay those run-off claims. There is no plan or reason to leave the MLGHC, but this claim fund would put us in a position to more easily leave if we ever had the need.

15-G-39

Councilmember Kabir:

- Reappoint Christiane Williams to the Animal Welfare Committee
- Reappoint Robert Boone to the Neighborhood Watch Steering Committee

Information Report:

1.

Legislative Report
Len Lucchi
(City Lobbyist)

(Will be provided Tuesday)