



TUESDAY, MAY 5, 2015
(COUNCIL CHAMBERS)

7:30 P.M. WORKSESSION

COLLEGE PARK MISSION STATEMENT

The City of College Park encourages broad community involvement and collaboration, and is committed to enhancing the quality of life for everyone who lives, raises a family, visits, works, and learns in the City; and operating a government that delivers excellent services, is open and responsive to the needs of the community, and balances the interests of all residents and visitors.

CITY MANAGER'S REPORT

PROPOSED TO GO DIRECTLY TO AGENDA

1. Proclamation – National Public Works Week
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WORKSESSION DISCUSSION ITEMS

2. Council discussion of Draft Strategic Plan after public comment period – Catherine Tuck Parrish, Novak Consulting Group
3. Appointments to Boards and Committees

COUNCIL COMMENTS

This agenda is subject to change. For current information, please contact the City Clerk. In accordance with the Americans With Disabilities Act, if you need special assistance, you may contact the City Clerk's Office at 240-487-3501 and describe the assistance that is necessary.

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Proclamation –
National
Public Works
Week

National Public Works Week
May 17 – 23, 2015

WHEREAS, public works infrastructure, facilities and services are of vital importance to the health, safety and well-being of the people of the City of College Park; and,

WHEREAS, such facilities and services could not be provided without the dedicated efforts of public works professionals, engineers and administrators representing the City, who are responsible for and must design, build, operate, and maintain the solid waste disposal systems, streets, public buildings, and other structures and equipment essential to serve our residents; and,

WHEREAS, it is in the public interest for the residents and civic leaders of this country to gain knowledge of and to maintain an interest in the public works needs and programs of their respective communities.

NOW, THEREFORE, BE IT PROCLAIMED, that I, Andrew M. Fellows, Mayor of the City of College Park, Maryland do hereby designate the week of May 17 -23, 2015, as Public Works Week, and urge our residents to join the City Council and the American Public Works Association to pay tribute to our public works professionals, engineers and administrators and to recognize the substantial contributions they have made to our national health and welfare and to our City.

Proclaimed this 12th day of May, 2015.

Andrew M. Fellows, Mayor
City of College Park

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Draft
2015-2020
Strategic Plan

MEMORANDUM

TO: Mayor and City Council
FROM: Bill Gardiner, Assistant City Manager *BG*
THROUGH: Joe Nagro, City Manager *JN*
DATE: May 1, 2015
SUBJECT: Council Worksession on the Strategic Plan

ISSUE:

The City Council has scheduled a Worksession to review and preliminarily adopt the draft Strategic Plan Framework 2020 developed by the Council and revised--based on public feedback--by the Strategic Plan Steering Committee.

SUMMARY:

The draft Strategic Plan Framework 2020 was provided to the public in early March, and comments were accepted through April 10. Comments were provided during a forum on March 24, submitted electronically via the "Meeting in a Box," and emailed to Council or staff. Catherine Tuck Parrish from The Novak Consulting Group has summarized the comments in a separate memo. The Steering Committee met with the consultant on April 23 to discuss draft revisions to the Framework. The Framework was updated and provided to the group electronically for additional comments. The draft Framework in the May 1 Council Packet reflects some additional changes based on comments that were received after April 23.

RECOMMENDATION:

Council is urged to read the new Strategic Plan Framework prior to the Council Worksession. During the Worksession, Catherine will summarize the feedback we received and the changes that were made to the March draft. The purpose of the Worksession is for Council to discuss and finalize the Strategic Plan Framework that will be then used by staff to develop a draft action plan at a workshop on May 20. If Council members would like to change the draft plan, the Council members should propose changes at the meeting and then the Council will vote on whether or not to adopt the proposal.

It is understood that Council may wish to consider minor changes to the Strategic Plan after the staff's action plan is added. These changes could be discussed by Council prior to the adoption of the plan (scheduled for June).

Attachments: Memo from Catherine Tuck Parrish RE: Meeting-in-a-Box Results
Draft Strategic Plan Framework 2020 (clean copy)
Draft Strategic Plan Framework 2020 (track changes copy)

Memorandum

To: College Park Strategic Plan Steering Committee Members

From: The Novak Consulting Group

Subject: College Park Strategic Plan Meeting-in-a-Box Results

Date: April 14, 2015

Data from various meeting-in-a-box groups has been compiled below in an effort to provide the City Council with summarized community feedback pertaining to the proposed Strategic Plan. Seven meeting-in-a-box sessions were held and a public forum at a Council meeting, with over 31 participants across all sessions (two groups did not report the number of participants):

Table 1: Meeting-in-a-Box Sessions

Meeting-in-a-Box Location	Number of Participants
Individual Responses	2
Advisory Planning Commission	5
Public Forum	5
Animal Welfare Committee	5
University of Maryland, SGA Office	6
Lakeland Civic Association	8
Berwyn District Community Association	Not Available
North College Park Citizens Association	Not Available

Respondents expressed widespread agreement that the vision statement articulated in the strategic plan captures their vision for the future of College Park. Two respondents indicated they disagreed that the vision statement was adequate, and two others indicated they were unsure about their agreement with the vision.

There was little overall consensus in terms of specific suggested changes to the strategic plan. However, several groups expressed similar ideas and themes, including a need to unite the north part of College Park with the rest of the City, the need to expand outreach efforts beyond electronic campaigns, providing more greenspace, improving trails and sidewalks, and improving accessibility along Route 1.

Based on the feedback received, the City Council may wish to alter the strategic plan to more fully articulate specific outreach efforts and enumerate actionable steps to achieve success. For example, goals and objectives that require interfacing with outside entities (such as reconstructing Route 1) should mention the need to cultivate a supportive, collaborative relationship with those entities (such as the State Highway Administration). The plan may also need to address the impact of its objectives on senior citizens and those with modest economic means, as some respondents expressed worries that those groups would be left behind as the City moves forward.

*The Novak Consulting Group
Strengthening organizations from the inside out.*

Additionally, many groups suggested granular changes to language below that are worthy of consideration.

Specific feedback comments are presented below in a parallel format to the meeting-in-a-box format. On the whole, many respondents and groups indicated the vision and goals were attainable and set a good direction for the City.

What is missing from the vision?

Respondents suggested that the City should emphasize reducing crime and improving the relationship between the residents/students and the police department. Suggested activities included:

- Conducting more foot and bicycle patrols
- Conducting neighborhood patrols with residents/students and police officers walking together
- Providing police officers with University of Maryland (UMD) apparel to wear on and off duty, in an effort to increase visible signs of community connectedness

Another respondent indicated the vision should address aging utility infrastructure, such as water mains, and advocated lobbying the Washington Suburban Sanitary Commission (WSSC) to increase replacement priorities in the College Park area.

The Advisory Planning Commission group suggested defining or deleting the plan's reference to a "Top 20 College Town". Members also suggested defining with whom collaborative relationships will be undertaken and how those relationships contribute to being a vibrant town, and developing a stronger definition for connected neighborhoods. The group also indicted Area #5 in the plan was unclear.

The Lakeland Civic Association suggested including more information about accessing the University of Maryland, addressing access issues related to electronic communications (e.g. not everyone being able to receive them), and addressing limited access to neighborhoods in the vicinity of Route 1. They also suggested addressing the needs of senior citizens in most areas of the strategic plan.

Goal 1 – One College Park

A respondent commended the Council for focusing on connectedness in the City. This respondent suggested more efforts to pull neighbors and neighborhoods together were needed and advised holding community meetings in Districts 1 and 4.

The North College Park Citizens Association (NCPCA) suggested including a community center in north College Park and increasing City service levels in north College Park in an effort to create more inclusiveness.

The Advisory Planning Commission group suggested deleting "as a whole" from the descriptive statement in the plan. The group also stated that the objectives in this goal read more like vision statements, and suggested making the objective statements more actionable. The group also suggested rewriting Objective #2 because UMD faculty and staff do not have their own neighborhood, and the group mentioned capturing the perception that College Park residents feel connected to their government. Regarding Objective #3, the group suggesting replacing the phrase "different group" with "diverse groups" and removing the word "empathy."

The Lakeland Civic Association suggested increasing the community's understanding of access points to UMD for residents, including the library, pool, and tech labs. These amenities are potential sources of interaction on campus that many residents do not know about or how to access.

Goal 2 - Community Engagement

The Animal Welfare Committee (AWC) suggested that College Park residents are not familiar with services provided by City boards and commissions, including the AWC and its animal adoption program. They advocated assigning the communications officer duties to help publicize the AWC's adoption program and to recruit volunteers.

A Communications professor at the University of Maryland (UMD) stated that she would love to work with City on developing an internship program in political and civic communication.

Another respondent indicated support for improving communications between the City and its residents, particularly with respect to UMD and community events that impact traffic flow. This respondent suggested widely advertising traffic pattern changes through signs at major intersections, fliers on store bulletin boards and City properties, ads in the Gazette, prominent notices on the City website, and email reminders to those who have already signed up for other electronic notifications.

The Advisory Planning Commission group suggested deleting the phrase "and building community" from the goal's description, combining Objectives 1 and 2 into a single, new objective, and rephrasing objectives to be more actionable.

The Lakeland Civic Association stressed including communications options for those that are not connected to social media or electronic formats.

Goal 3 - Environmental Sustainability

Several respondents articulated support for the Plan's sustainability goals, including the proposed community garden.

One respondent disagreed with the Plan's assessment that "Healthy fresh food options are limited," citing the presence of several grocery stores with a wide variety of foods in the area. This respondent suggested that residents who live in the southern part of the City could use more robust grocery options, but that a community garden will only partially address those concerns. The respondent advocated attracting a small grocery store in a new business development.

The NCPA suggested including Project Open Space prioritization and more green space in the strategic plan.

The Advisory Planning Commission group stated that Objective #1 needed greater specificity, and that all the objectives in this section should qualify what is being asked of the government, residents, and the private sector.

Goal 4 - Growth and Development

The AWC advocated including a new animal shelter as an ongoing Council priority. The problem to be addressed is that the City's current animal shelter is inadequate for housing animals and for

providing access to potential adopters. Success measures include the City contributing to the establishment of a new North County shelter or a new College Park shelter designed for that specific purpose.

Another respondent expressed appreciation that the Calvert Rd. school site is included as a priority growth and investment area, but believes the property is very important and needs more attention in the strategic plan.

The University of Maryland Student Government Association (SGA) suggested that Objective 4 under this goal only focuses on public education. The group thought that all types of education, including charter and non-public should be included. This could be accomplished by removing the word "public" from the objective.

The Berwyn District Civic Association requested that any revisions to the strategic plan include an evaluation of Berwyn Commercial District zoning and consideration of ways to expand and improve usage.

The Advisory Planning Commission group suggested adding the word "Station" after "metro" in the first sentence of the goal's description. The group also stated Objective #2 should read: "The City government is receptive to new development proposals.' The City provides the community and developers with a structured process that allows them to collaborate in a timely and consistent manner." For Objective #3, the group requested that the phrase "particularly a range of senior housing opportunities and services" be added at the end of the objective statement. The group also proposed a new objective: "Protect neighborhoods from negative impacts of new development."

The Advisory Planning Commission group agreed that Objective 4 may fit better under Section G – Excellent Services. They also suggested moving the Innovation District to the list under the economic investment priority. Two additions were also recommended: the Board of Education and other non-profit educational institutions should be added as partners in the last Council priority, and the Greenbelt FBI plan should be added to the priority list.

Goal 5 - Resilient and Quality Infrastructure

The AWC suggested including "Providing proper infrastructure for care of animals" in the Council priorities list. The problem to be addressed is that the City's current infrastructure does not provide adequate facilities for the ideal care of animals. Success measures include contributing to the establishment of a new North County shelter or a new College Park shelter designed for that specific purpose, and developing and maintaining a dog park.

A respondent suggested alleviating congestion on Route 1 by getting approval from the State to put speed cameras in neighborhoods and encourage more drivers to use the neighborhood streets. Another respondent suggested that much of the issues listed with Route 1 are outside of the City's control and that negotiations with the State Highway Administration should strive to resolve them.

Another respondent strongly agreed with providing co-op student housing as part of this goal.

UMD SGA members expressed support for creating a College Park trails and amenities map which includes recreational facilities.

The Berwyn Commercial District Civic Association requested that the strategic plan address outstanding issues related to the Berwyn portion of the College Park Trolley Trail, and that the City evaluate Berwyn residents' need for adequate street parking.

The Advisory Planning Commission group suggested reorganizing the description of this goal into several sentences for each of the different types of infrastructure listed. The group stated that Objective #1 is too broad and should not include funding for surrounding neighborhoods. The group was also unsure about extending surveillance cameras unless they prove to be cost-effective.

The Advisory Planning Commission participants suggested two additional priorities under this goal: ensuring ADA compliance for all sidewalks, and including Utilities under the priorities list.

The Lakeland Civic Association suggested that consideration be given to neighborhoods with limited access to Route 1 in order to improve access issues during Route 1 reconstruction.

Goal 6 - Effective Leadership

The AWC suggested adding a Staff Succession Plan to the Council priorities list under this goal. The problems to be addressed are twofold: back-up coverage for staff should be provided, especially to the Animal Control Officer, and a succession plan for staff should be developed. Potential success measures include cross-training Public Services employees to provide back-up coverage for the Animal Control Officer.

The Advisory Planning Commission group suggested a few minor changes to each objective:

- Objective #2, replace “who” with “to.”
- Objective #3, include “provide forum for residents to be better informed.”
- Objective #4 – Address how the City will develop leaders.

The group also sought a more robust definition of a “staff succession plan” and desired more clarification on how such a plan would relate to the existing hiring plan.

Goal 7 - Excellent Services

The AWC expressed strong support for the Animal Shelter component of this goal.

The Advisory Planning Commission group suggested the following grammatical changes to objectives:

- Objective #2, delete “including becoming a top 20 college town.”
- Objective #4, remove “very” and replace with “safe and secure community.”
- Objective #5, insert “to” before delivering.

The group also recommended two additional priorities: adding “Establish meaningful and effective performance measures” and more fully developing the meaning/scope of a technology plan. Online payments and permitting should have a more descriptive process, and the group felt that the animal shelter seemed out of place in this list.

What is one initiative that would be transformational for College Park?

The UMD SGA group suggested a pedestrian bridge over Route 1 would have a positive impact. The SGA's consensus indicated building an innovation district and the purple line will both be transformative for the City.

Other respondents suggested that "safety guards" at all major downtown intersections from dusk to dawn would improve pedestrian safety by serving as crossing guards and also communicating regularly with police officers and each other via two-way radios.

The Lakeland Civic Association group advocated connecting all stakeholders in the community and uniting them on a common direction and goal.

The Advisory Planning Commission group recommended taking over Route 1 from the State Highway Administration, renaming it Baltimore Avenue, and creating a beautiful boulevard without utility poles that includes a median, generous sidewalks, bicycle lanes and landscaping.

Other Feedback

One participant expressed some concern that many of the plan's proposals were aimed at high-income people.

City of College Park, Maryland Strategic Plan Framework 2020

May 1, 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 make 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 was made available to the public and public comments were received from individuals and groups through early April. The Strategic Planning Steering Committee reviewed all the public input on April 23 and made changes to the document below.

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 with the residents, the University, businesses and other governments that benefit the entire 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. Environmental Sustainability
3. High Quality Development and Reinvestment
4. Resilient Infrastructure
5. Effective Leadership
6. 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 and work together for the best interest of College Park. All stakeholders are actively engaged in achieving our vision.

Objectives:

1. The City actively supports opportunities for members of diverse cultural groups, residents from different neighborhoods, and students to have positive interactions with each other and their City government. All College Park residents feel connected to the City in addition to their neighborhood.
2. People who work in the City, including University staff, federal employees, and students, feel connected to the City.
3. College Park is a place where empathy and respect of diverse groups provide greater understanding and community strength.
4. The City leverages the rich talent and skill in the community and allocates sufficient staff resources for community engagement.
5. 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.
6. The City utilizes tools effectively to engage with and receive feedback from a broad range of residents. Those tools may include meetings, social media and electronic means (such as Constant Contact, listservs, and the City website), all of which are accessible by the diverse communities in College Park.

Ongoing Council Priorities:

- *CMASST 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*
- *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 1 2020 Council Priorities:

1a. Increase interaction among neighbors, including 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.
 - A small percentage of UMD faculty and staff (three percent) live in College Park

- Success:
 - Programs and events that bring students and long-term residents together – some on campus and some in neighborhoods. The programs could be sponsored by the City or by local non-profit organizations
 - More opportunities for community building among 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; when necessary, tenants contact code enforcement to report violations
 - New single-family detached homes, townhouses, and condominiums are developed near or in conjunction with amenities where possible
 - An affordable student co-op 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 discourage 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 would 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

1f. Develop communications, community outreach, and marketing plans that would significantly improve the City's impact and capacity in these areas

- 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 and public relations
 - Limited staff resources and dispersed responsibilities for communication and outreach
 - Limited social media engagement with College Park Connected (no Twitter, Facebook, etc.)
 - Dissemination of information is limited in content and method
- Success:
 - An informed community due to uniform communication on relevant issues, proactive education, and close relations with press and staff.
 - Regular use of social media to communicate with a large number of residents
 - Build on Shop College Park website; send UMD FYI publication to residents
 - Joint marketing between UMD and City on co-sponsored events, City events, and UMD events
 - Designated staff responsibilities and staff capacity for communications, outreach, and marketing functions

Goal 2: 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 impact 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 2 2020 Council Priorities:

2a. Develop a plan for community gardens and permaculture in partnership with residents and organizations

- 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

2b. 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 toward meeting its greenhouse gas emission reduction goals

2c. 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

2d. 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 3: High Quality Development and Reinvestment

The City works with partners to facilitate significant investment along Route 1, in the College Park metro station 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 strong neighborhoods with ample home ownership opportunities and varied housing and retail options.
2. The City government is receptive to new development proposals. The City provides the community and developers with a structured process that allows them to collaborate in a timely and consistent manner.
3. Resources are provided for City services to meet increases in demand or changes in community needs/desires, including a range of senior housing options.

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*

Goal 3 2020 Council Priorities:

3a. Focus economic investment in priority development areas:

1. Downtown College Park (from the city limits 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 “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 and scaled to the community
4. Evaluate options for redevelopment of the Hollywood Commercial District
 - Problem:

- The Hollywood commercial district is dated and uninviting for new retail and customers
- Success:
 - Investment 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 and/or community services provided by public or non-profit organizations
- 6. Work with Maryland National Capital Park and Planning Commission to revise zoning to allow more neighborhood-serving uses in Berwyn Commercial District
- 7. Work with stakeholders to maximize the benefits and minimize the negative impacts on College Park residents from the north core Greenbelt Metro Station development (including proposed Greenbelt FBI location and accompanying retail corridor)

3b. 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.

Goal 4: 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 City-wide 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 4 2020 Council Priorities:

4a. 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 accessible to seniors and people with disabilities that will accommodate and encourage walking and cycling for transportation and recreation.
 - The City advocates for State and County agencies to provide safe access on their facilities to pedestrians, bicyclists, seniors, and people with disabilities

4b. Facilitate 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

4c. 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

4d. Expand 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
 - Use Program Open Space funds to provide more green space
 - City actively engaged in Parks and Planning's feasibility study for north College Park facility and its programming

4e. Ensure effective public safety infrastructure

- 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 both the reality and the perception of safety and leads to increased use
 - Implement C.P.T.E.D (Crime Prevention Through Environmental Design) in new development

4f. Evaluate effectiveness of existing Surveillance Cameras and consider additional locations

- Problem:
 - The City does not have data on the number of times that use of the cameras resulted in the reduction of criminal acts, arrests for criminal acts, or other data that demonstrates the value of the cameras
- Success:
 - Annual reports that demonstrate the value of the camera system and the types of locations in which cameras are most effective

Goal 5: 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 to 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, providing a forum for residents to be better informed.
4. The City develops leaders who listen, challenge perceptions, educate community members, and help people see things from different points of view.

Goal 5 2020 Council Priorities

5a. Develop a highly effective partnership between Council and staff and a continuous learning program

- 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
 - Effective staff training and development program
 - The new City Manager has successfully transitioned into the new role and has developed an effective working relationship with the Council and staff

5b. Prepare for staff retirements

- 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
 - Implement staff leadership training

Goal 6: 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 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 safe and secure community.
5. City staff are highly trained, solution-oriented, and committed to delivering excellent services.

Ongoing Council Priorities:

- *Streamlining City permitting processes*
- *Establishing permitting process guide*
- *Support of the College Park Academy*
- *Lakeland Stars mentoring program*
- *Grants to public schools serving College Park residents*

Goal 6 2020 Council Priorities:

6a. Establish meaningful and effective performance measures and audit department performance

- 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, staff, 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
 - The City effectively uses appropriate performance measures to track progress toward meeting goals, and develops plans to improve performance when goals are not met

6b. 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

6c. Implement 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

6d. Support a new 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 additional 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. College Park is a major influence in the success of this effort.

6e. 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
 - Partner with the Board of Education and non-profit educational institutions
 - City residents have high quality public pre-K through 12th grade education options and opportunities for lifelong learning

City of College Park, Maryland Strategic Plan Framework 2020

~~March 2, 2015~~ May 1, 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 make 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. The plan was made available to the public and public comments were received from individuals and groups through early April. The Strategic Planning Steering Committee reviewed all the public input on April 23 and made changes to the document below.~~

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 ~~with the residents, the u~~University, businesses and other ~~governments~~ governments for the that benefit of the entire 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 Ccity 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.~~1.
- ~~3.~~2. Environmental Sustainability

- ~~4.3. Growth and Development~~ High Quality Development and Reinvestment
- ~~5.4. Resilient Infrastructure~~
- ~~6.5. Effective Leadership~~
- 6. 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. All stakeholders are actively engaged in achieving our vision.

Objectives:

- ~~1. The City actively supports opportunities for Residents have opportunities to form positive relationships with students,~~ members of diverse cultural groups, ~~and~~ residents from different neighborhoods, and students to have positive interactions with each other and their City government.
1. All College Park residents, including University faculty, staff, and students, feel connected to the City in addition to their neighborhood.
2. People who ~~Those that~~ work in the City, including ~~University staff, federal employees, and, faculty, staff, and~~ students, feel connected to the City ~~in addition to the University.~~
3. College Park is a place where empathy, ~~diversity,~~ and respect of ~~different- diverse~~ groups provide greater understanding and community strength.
4. The City leverages the rich talent and skill in the community and ~~The City allocates sufficient staff resources for community engagement.~~
5. 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.
6. The City utilizes ~~engagement~~ tools effectively to engage with and receive feedback from a broad range of residents. Those tools may include, ~~including,~~ meetings, social media and electronic means (such as Constant Contact, listservs, and the City website), all of which are accessible by the diverse communities in College Park. ~~Residents are aware of UMD and community events.~~

Ongoing Council Priorities:

- *CMASST 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*
- *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 1 2020 Council Priorities:

The Novak Consulting Group
Strengthening organizations from the inside out.

1a. Increase interaction among neighbors, including 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.
 - A small percentage of UMD faculty and staff (three percent) live in College Park
- Success:
 - Programs and events that bring students and long-term residents together – some on campus and some in neighborhoods. [The programs could be sponsored by the City or by local non-profit organizations](#)
 - [More opportunities for](#) ~~Community~~ building [among](#) ~~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 ~~C~~city-wide community-building events
 - Community events between north and south College Park
 - Better communication and understanding regarding ~~C~~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; [when necessary, tenants contact code enforcement to report violations](#)
 - New single-family detached homes, townhouses, and condominiums are developed near or in conjunction with amenities where possible
 - An affordable student co-op 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 would 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

2a1f. ~~Hire a Communications Officer~~ Develop communications, community outreach, and marketing plans that would significantly improve the City's impact and capacity in these areas

- 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 and public relations.
 - Limited staff resources and dispersed responsibilities for communication and outreach
 - Limited social media engagement with College Park Connected (no Twitter, Facebook, etc.)
 - Dissemination of information is limited in content and method
- Success:
 - An informed community due to uniform communication on relevant issues, proactive education, and close relations with press and staff.
 - Regular use of social media to communicate with a large number of residents
 - Build on Shop College Park website; increase FYI publication from UMD and send UMD FYI publication to residents
 - Joint marketing between UMD and City on co-sponsored events, City events, and UMD events
 - Designated staff responsibilities and staff capacity for communications, outreach, and marketing functions

1g.2b. Expand Social Media

➤ Problem:

- No staff resources.
- Limited social media engagement (no Twitter, Facebook, etc.), with College Park Connected
- 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 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 (no Twitter, Facebook, etc.), with College Park Connected

- ~~○ 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 32: 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 32 2020 Council Priorities:

23a. Develop a plan for Community gardens and permaculture in partnership with residents and organizations

- 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

23b. 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 [toward meeting its greenhouse gas emission reduction goals](#).

23c. 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-

23d. 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 34: ~~Growth and~~ High Quality Development and Reinvestment

~~W~~The City works with partners to facilitate significant investment along Route 1, in the College Park metro station 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 ~~strong~~able neighborhoods ~~-with ample home ownership opportunities and-with varied growing-housing and retail options, particularly additional home ownership opportunities.~~
2. The City government is receptive responsive to new development proposals. The City provides the community and developers with a structured process that allows them to collaborate in a timely and consistent manner. ~~-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, including a range of senior housing options.

~~3. 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 34 2020 Council Priorities:

The Novak Consulting Group
Strengthening organizations from the inside out.

34a. Focus economic investment in priority development areas:

1. Downtown College Park ([from the city limits](#) 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 ~~C~~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 [and scaled to the community](#)

4. [Evaluate options for](#) ~~Facilitate R~~edevelopment of the Hollywood Commercial District
 - Problem:
 - The Hollywood commercial district is dated and uninviting for new retail and customers.
 - ~~Success~~[olution](#):
 - [Investment](#) 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 [and/or community services provided by public or non-profit organizations](#).

6. Work with Maryland National Capital Park and Planning Commission to revise zoning to allow more neighborhood-serving uses in Berwyn Commercial District
7. Work with stakeholders to maximize the benefits and minimize the negative impacts on College Park residents from ~~Plan for impacts in~~ the north core of Greenbelt Metro Station development -(including proposed Greenbelt FBI location and accompanying retail corridor)

34b. 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 45: 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 eCity-wide 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 45 2020 Council Priorities:

45a. 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 [accessible to seniors and people with disabilities](#) that will accommodate and encourage walking and cycling for transportation and recreation.
 - The City advocates for State and County agencies to provide safe access on their facilities to pedestrians, bicyclists, seniors, and people with disabilities

45b. Facilitate 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

45c. 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.

45d. Expand 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.
 - Use Program Open Space funds to provide more green space

- [City actively engaged in Parks and Planning's feasibility study for north College Park facility and its programming](#)

45e. ~~Ensure effective~~ ~~Extend~~ public safety infrastructure

- 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 both the reality and the perception of safety and leads to increased use](#)
 - [Implement C.P.T.E.D \(Crime Prevention Through Environmental Design\) in new development](#)

4f. Evaluate effectiveness of existing Surveillance Cameras and consider additional locations

- Problem:
 - [The City does not have data on the number of times that use of the cameras resulted in the reduction of criminal acts, arrests for criminal acts, or other data that demonstrates the value of the cameras](#)
- Success:
 - [Annual reports that demonstrate the value of the camera system and the types of locations in which cameras are most effective](#)
 - [Implement C.P.T.E.D \(Crime Prevention Through Environmental Design\) in new development](#)

Goal ~~5~~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~~[to](#) 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, [providing a forum for residents to be better informed.](#)
4. The City develops leaders who listen, challenge perceptions, educate community members, and help people see things from different points of view.

Goal ~~5~~6 2020 Council Priorities

~~56a. The City Council and staff commit to d~~[Developing a highly effective partnership between Council and staff and a continuous learning program](#)

- Problem:

[The Novak Consulting Group](#)
[Strengthening organizations from the inside out.](#)

- 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-
 - Effective staff training and development program
 - The new City Manager has successfully transitioned into the new role and has developed an effective working relationship with the Council and staff

56b. Staff Succession Plan Prepare for staff retirements

- 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
 - Implement staff leadership training

Goal 67: 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 and secure community.
5. City staff are highly trained, solution-oriented, and committed to delivering excellent services.

Ongoing Council Priorities:

- *Streamlining City permitting processes*
- Establishing permitting process guide
- Support of the College Park Academy
- Lakeland Stars mentoring program
- Grants to public schools serving College Park residents

Goal 7-6 2020 Council Priorities:

67a. Establish meaningful and effective performance measures and ~~Gathering metrics/auditing~~ department performances

- 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, staff, ~~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-
 - The City effectively uses appropriate performance measures to track progress toward meeting goals, and develops plans to improve performance when goals are not met

67b. 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-

67c. Implement 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

76d. Support a new 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 additional~~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 is~~will be~~ a major influence in the success of this effort.

67e. 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.
- Partner with the Board of Education and non-profit educational institutions
- City residents have high quality public pre-K through 12th grade education options and opportunities for lifelong learning

3

Boards and Committees

City of College Park
Board and Committee Appointments

Shaded rows indicate a vacancy or reappointment opportunity.
The date following the appointee's name is the initial date of appointment.

Advisory Planning Commission			
Appointee	Represents	Appointed by	Term Expires
Larry Bleau 7/9/02	District 1	Mayor	12/15
Rosemarie Green Colby 04/10/12	District 2	Mayor	04/18
Christopher Gill 09/24/13	District 1	Mayor	09/16
James E. McFadden 2/14/99	District 3	Mayor	04/16
VACANT		Mayor	
VACANT		Mayor	
Mary Cook 8/10/10	District 4	Mayor	11/17
<p>City Code Chapter 15 Article IV: The APC shall be composed of 7 members appointed by the Mayor with the approval of Council, shall seek to give priority to the appointment of residents of the City and assure that there shall be representation from each of the City's four Council districts. Vacancies shall be filled by the Mayor with the approval of the Council for the unexpired portion of the term. Terms are three years. The Chairperson is elected by the majority of the Commission. Members are compensated. Liaison: Planning.</p>			

Aging-In-Place Task Force			
Appointee	Position Filled:	Resides In:	Term Expires
Cory Sanders 07/15/14	Resident (1)	District 1	Upon completion and submission of final report to the City Council.
David Keer 08/12/14	Resident (2)	District 1	
Darlene Nowlin 10/14/14	Resident (3)	District 4	
Chuck Ireton 10/14/14	Resident (4)	District 2	
Lisa Ealley 01/27/15	Resident (5)	District 1	
Judy Blumenthal 01/27/15	Resident (6)	District 1	
Dave Dorsch	Resident (7)	District 3	
Helen Barnes	Resident (8)	District 3	
Denise C. Mitchell	Councilmember (1)	District 4	
Patrick L. Wojahn 11/25/14	Councilmember (2)	District 1	
P. J. Brennan 11/25/14	Councilmember (3)	District 2	
Fazlul Kabir 11/25/14	Councilmember (4)	District 1	
<p>Established April 2014 by Resolution 14-R-07. Council positions expanded from 2 to 4 by Resolution 14-R-34 October 2014. Final report of strategies and recommendations to Council anticipated January 2015. Composition: 8 City residents (with the goal of having two from each Council District) and 4 City Council representatives, for a total of 12. Quorum = 5. Task Force shall elect Chairperson from membership. Not a compensated committee. Liaison: Director of Youth, Family and Seniors Services.</p>			

Airport Authority			
Appointee	Resides in	Appointed by	Term Expires
James Garvin 11/9/04	District 3	M&C	07/14
Jack Robson 5/11/04	District 3	M&C	03/17
Anna Sandberg 2/26/85	District 3	M&C	03/16
Gabriel Iriarte 1/10/06	District 3	M&C	04/16
Christopher Dullnig 6/12/07	District 2	M&C	01/17
David Kolesar 04/28/15	District 1	M&C	04/18
VACANT		M&C	
City Code Chapter 11 Article II: 7 members, must be residents and qualified voters of the City, appointed by Mayor and City Council, <i>term to be decided by appointing body</i> . Vacancies shall be filled by M&C for an unexpired portion of a term. Authority shall elect Chairperson from membership. Not a compensated committee. Liaison: City Clerk's Office.			

Animal Welfare Committee			
Appointee	Resides in	Appointed by	Term Expires
Cindy Vernasco 9/11/07	District 2	M&C	02/17
Dave Turley 3/23/10	District 1	M&C	03/16
Christiane Williams 5/11/10	District 1	M&C	03/18
Patti Brothers 6/8/10	Non resident	M&C	02/17
Taimi Anderson 6/8/10	Non resident	M&C	02/18
Harriet McNamee 7/13/10	District 1	M&C	02/17
Suzie Bellamy 9/28/10	District 4	M&C	04/17
Christine Nagle 03/13/12	District 1	M&C	03/15
Betty Gailes 06/17/14	District 1	M&C	06/17
10-R-20: Up to fifteen members appointed by the Mayor and Council for three-year terms. Not a compensated committee. Liaison: Public Services.			

Board of Election Supervisors			
Appointee	Represents	Appointed by	Term Expires
John Robson (Chief) 5/24/94	Mayoral appt	M&C	03/17
Terry Wertz 2/11/97	District 1	M&C	03/17
Mary Katherine Theis 02/24/15	District 2	M&C	03/17
Janet Evander 07/16/13	District 3	M&C	03/17
Maria Mackie 08/12/14	District 4	M&C	03/17
City Charter C4-3: The Mayor and Council shall, not later than the first regular meeting in March of each year in which there is a general election, appoint and fix the compensation for five qualified voters as Supervisors of Elections, one of whom shall be appointed from the qualified voters of each of the four election districts and one of whom shall be appointed by the Mayor with the consent of the Council. The Mayor and Council shall designate one of the five Supervisors of Elections as the Chief of Elections. This is a compensated committee; compensation is based on a fiscal year. Per Council action (item 11-G-66) effective in March, 2013: In an election year all of the Board receives compensation. In a non-election year only the Chief Election Supervisor will be compensated. Liaison: City Clerk's office.			

Cable Television Commission			
Appointee	Resides in	Appointed by	Term Expires
Jane Hopkins 06/14/11	District 1	Mayor	09/17
Blaine Davis 5/24/94	District 1	Mayor	12/15
James Sauer 9/9/08	District 3	Mayor	10/16
Tricia Homer 3/12/13	District 1	Mayor	03/16
Normand Bernache 09/23/14	District 4	Mayor	09/17
City Code Chapter 15 Article III: Composed of four Commissioners plus a voting Chairperson, appointed by the Mayor with the approval of the Council, three year terms. This is a compensated committee. Liaison: City Manager's Office.			

College Park City-University Partnership			
Appointee	Represents	Appointed by	Term Expires
Carlo Colella	Class A Director	UMD President	06/30/18
Edward Maginnis	Class A Director	UMD President	06/30/18
Michael King	Class A Director	UMD President	06/30/16
Brian Darmody	Class A Director	UMD President	06/30/17
Andrew Fellows	Class B Director	M&C	06/30/17
Maxine Gross	Class B Director	M&C	06/30/18
Senator James Rosapepe	Class B Director	M&C	06/30/16
Stephen Brayman	Class B Director	M&C	06/30/17
David Iannucci (07/15/14)	Class C Director	City and University	06/30/17
Dr. Richard Wagner	Class C Director	City and University	06/30/16
The CPCUP is a 501(c)(3) corporation whose mission is to promote and support commercial revitalization, economic development and quality housing opportunities consistent with the interests of the City of College Park and the University of Maryland. The CPCUP is not a City committee but the City makes appointments to the Partnership. Class B Directors are appointed by the Mayor and City Council; Class C Directors are jointly appointed by the Mayor and City Council and the President of the University of Maryland.			

Citizens Corps Council			
Appointee	Represents	Appointed by	Term Expires
Spiro Dimakas		M&C	10/17
Yonaton Kobrias 10/14/14		M&C	10/17
VACANT	Neighborhood Watch	M&C	
Dan Blasberg 3/27/12		M&C	03/18
David L. Milligan (Chair) 12/11/07		M&C	02/17
Resolution 05-R-15. Membership shall be composed as follows: A Citizen Corps Coordinator for each neighborhood shall be nominated and appointed by the Mayor and Council and serve as a potential member of the CPCCC for the term of their respective office in the neighborhood group. Mayor and Council shall nominate and appoint 5 to 7 residents to serve as community coordinators and to serve on the CPCCC. At least one member of the CPCCC shall be the Neighborhood Watch			

Coordinator, and at least one member shall represent each of the other Citizen Corps programs such as CERT, Fire Corps, Volunteers In Police Service, etc. Each member of the CPCCC shall serve for a term of 3 years, and may be reappointed for an unlimited number of terms. The Mayor, with the approval of the City Council, shall appoint the Chair and Co-Chair of the CPCCC from among the members of the committee. The Director of Public Services shall serve as an ex officio member. Not a compensated committee. Liaison: Public Services.

Committee For A Better Environment			
Appointee	Resides in	Appointed by	Term Expires
Janis Oppelt 8/8/06	District 1	M&C	09/15
Suchitra Balachandran 10/9/07	District 4	M&C	01/17
Donna Weene 9/8/09	District 1	M&C	12/15
Gemma Evans 1/25/11	District 1	M&C	01/17
Kennis Termini 01/14/14	District 1	M&C	01/17
Matt Dernoga 12/09/14	District 1	M&C	12/17
Phillip Aronson 01/13/15	District 1	M&C	01/18
Karen Garvin 04/28/15	District 1	M&C	04/18
City Code Chapter 15 Article VIII: No more than 25 members, appointed by the Mayor and Council, three year terms, members shall elect the chair. Not a compensated committee. Liaison: Planning.			

Education Advisory Committee			
Appointee	Represents	Appointed by	Term Expires
Brian Bertges 06/18/13	District 1	M&C	06/15
Cory Sanders 09/24/13	District 1	M&C	09/15
Charlene Mahoney	District 2	M&C	02/17
Maia Sheppard 07/15/14	District 2	M&C	07/16
VACANT	District 3	M&C	
Melissa Day 9/15/10	District 3	M&C	03/17
Carolyn Bernache 2/9/10	District 4	M&C	12/16
Doris Ellis 9/28/10	District 4	M&C	12/16
Tricia Homer	District 1	M&C	04/16
Peggy Wilson 6/8/10	UMCP	UMCP	05/16
Resolutions 97-R-17, 99-R-4 and 10-R-13: At least 9 members who shall be appointed by the Mayor and Council: at least two from each Council District and one nominated by the University of Maryland. Two year terms. The Committee shall appoint the Chair and Vice-Chair of the Committee from among the members of the Committee. Not a compensated committee. Liaison: Youth and Family Services.			

Ethics Commission			
Appointee	Represents	Appointed by	Term Expires
Edward Maginnis 09/13/11	District 1	Mayor	08/15
VACANT	District 2	Mayor	
James Sauer 12/09/14	District 3	Mayor	12/16
Gail Kushner 09/13/11	District 4	Mayor	01/16
Robert Thurston 9/13/05	At Large	Mayor	02/16
Alan C. Bradford 1/23/96	At-Large	Mayor	07/15
Frank Rose 05/08/12	At-Large	Mayor	05/14
<p>City Code Chapter 38 Article II: Composed of seven members appointed by the Mayor and approved by the Council. Of the seven members, one shall be appointed from each of the City's four election districts and three from the City at large. 2 year terms. Commission members shall elect one member as Chair for a renewable one-year term. Commission members sign an Oath of Office. Not a compensated committee. Liaison: City Clerk's office.</p>			

Farmers Market Committee			
Appointee	Represents	Appointed by	Term Expires
Margaret Kane 05/08/12	District 1	M&C	05/15
Robert Boone 07/10/12	District 1	M&C	07/15
Leo Shapiro 07/10/12	District 3	M&C	07/15
Julie Forker 07/10/12	District 3	M&C	07/15
Kimberly Schumann 09/11/12	District 1	M&C	09/15
VACANT			
VACANT		M&C	
VACANT	Student	M&C	
<p>Established April 10, 2012 by 12-R-07. Up to 7 members. Quorum = 3. Three year terms. Not a compensated committee. Liaison: Planning Department. Agreement reached during July 3, 2012 Worksession to fill the seven positions as outlined above. Effective September 11, 2012 by 12-R-17: Membership increased to 8.</p>			

Housing Authority of the City of College Park			
Bob Catlin 05/13/14		Mayor	05/01/19
Betty Rodenhausen 04/09/13		Mayor	05/01/18
John Moore 9/10/96		Mayor	05/01/19
Thelma Lomax 7/10/90		Mayor	05/01/15
Carl Patterson 12/11/12	Attick Towers resident	Mayor	05/01/16
<p>The College Park Housing Authority was established in City Code Chapter 11 Article I, but it operates independently under Article 44A Title I of the Annotated Code of Maryland. The Housing Authority administers low income housing at Attick Towers. The Mayor appoints five commissioners to the Authority; each serves a five year term; appointments expire May 1. Mayor administers oath of office. One member is a resident of Attick Towers. The Authority selects a chairman from among its commissioners. The Housing Authority is funded through HUD and rent collection, administers their own budget, and has their own employees. The City supplements some of their services.</p>			

Neighborhood Quality of Life Committee			
Name:	Represents:	Appointed By:	Term Ends:
Mayor and City Council of the City of College Park			Term in office
Chief David Mitchell	UMD DPS (UMD Police)	University	02/16
Dr. Andrea Goodwin	UMD Administration – Rep 1	University	02/16
Marsha Guenzler-Stevens (Stamp Student Union)	UMD Administration – Rep 2	University	04/16
Matthew Supple (Fraternity-Sorority Life)	UMD Administration – Rep 3	University	04/16
Gloria Aparicio- Blackwell (Office of Community Engagement)	UMD Administration – Rep 4	University	04/16
Karyn Keating-Volke	City Resident 1	City Council	02/17
Aaron Springer	City Resident 2	City Council	10/15
Bonnie McClellan	City Resident 3	City Council	04/16
Christine Nagle	City Resident 4	City Council	04/16
Richard Morrison	City Resident 5	City Council	04/16
Douglas Shontz	City Resident 6	City Council	05/16
Cole Holocker	UMD Student 1	City Council	11/16
Catherine McGrath	UMD Student 2	City Council	11/16
Chris Frye	UMD Student 3	IFC	03/16
VACANT	UMD Student 4		
VACANT	UMD Student 5	Nat'l Pan-Hell. Council, Inc. / United Greek Council	
VACANT	Graduate Student	GSG Representative	
Todd Waters	Student Co-Operative Housing	City Council	03/16
Maj. Dan Weishaar	PG County Police Dept.	PG County Police	
Bob Ryan	Director of Public Services	City Council	10/15
Jeannie Ripley	Manager of Code Enforcement	City Council	
Lisa Miller	Rental Property Owner	City Council	02/16
Richard Biffel	Rental Property Owner	City Council	02/16
Paul Carlson	Rental Property Owner	City Council	03/16
Established by Resolution 13-R-20 adopted September 24, 2013 to replace the Neighborhood Stabilization and Quality of Life Workgroup. Amended October 8, 2013 (13-R-20.Amended). Amended February 11, 2014 (14-R-03). Amended July 15, 2014 to change the name (14-R-23). City Liaison: City Manager's Office. Two year terms. Main Committee to meet four times per year. This is not a compensated committee.			

Neighborhood Watch Steering Committee			
	Resident of:	Appointed By:	Term Expires:
Robert Boone 04/12/11	District 1	M&C	03/17
Aaron Springer 02/14/12	District 3	M&C	05/16
Nick Brennan	District 2	M&C	04/16

Created on April 12, 2011 by Resolution 11-R-06 as a three-person Steering Committee whose members shall be residents. Coordinators of individual NW programs in the City shall be ex-officio members. Terms are for two years. Annually, the members of the Steering Committee shall appoint a Chairperson to serve for a one-year term. Meetings shall be held on a quarterly basis. This Resolution dissolved the Neighborhood Watch Coordinators Committee that was established by 97-R-15. This is not a compensated committee. Liaison: Public Services.

Noise Control Board			
Appointee	Represents	Appointed by	Term Expires
Mark Shroder 11/23/10	District 1	Council, for District 1	01/19
Harry Pitt, Jr. 9/26/95	District 2	Council, for District 2	03/16
Alan Stillwell 6/10/97	District 3	Council, for District 3	09/16
Suzie Bellamy	District 4	Council, for District 4	12/16
Adele Ellis 04/24/12	Mayoral Appt	Mayor	04/16
Bobbie P. Solomon 3/14/95	Alternate	Council - At large	05/18
Larry Wenzel 3/9/99	Alternate	Council - At large	02/18
City Code Chapter 138-3: The Noise Control Board shall consist of five members, four of whom shall be appointed by the Council members, one from each of the four election districts, and one of whom shall be appointed by the Mayor. In addition, there shall be two alternate members appointed at large by the City Council. The members of the Noise Control Board shall select from among themselves a Chairperson. Four year terms. This is a compensated committee. Liaison: Public Services.			

Recreation Board			
Appointee	Represents	Appointed by	Term Expires
Eric Grims 08/12/14	District 1	M&C	08/17
Sarah Araghi 7/14/09	District 1	M&C	07/15
Alan C. Bradford 1/23/96	District 2*	M&C	02/17
VACANT	District 2	M&C	
Adele Ellis 9/13/88	District 3	M&C	02/17
VACANT	District 3	M&C	
Barbara Pianowski 3/23/10	District 4	M&C	05/17
Judith Oarr 05/14/13	District 4	M&C	05/16
Bettina McCloud 1/11/11	Mayoral	Mayor	02/17
Solennie Privett	Mayoral	Mayor	04/16
City Code Chapter 15 Article II: 10 members: two from each Council district appointed by the Mayor and Council and two members nominated by the Mayor and confirmed by the Mayor and Council. The Chairperson will be chosen from among and by the district appointees. 3 year terms. Not a compensated committee. Liaison: Public Services. *Although Mr. Bradford lives in what is now considered District 1, his residence was part of District 2 when he was appointed. The designation of his residence was changed to District 1 during the last redistricting. He is still considered an appointment from District 2. ** Effective April 2012: Jay Gilchrist, Director of UMD Campus Recreation Services, changed his status from Rec Board member (Mayoral Appointment) to UM liaison to the Rec Board, similar to the M-NCPPC representative.			

Sustainable Maryland Certified Green Team		
Appointee	Represents	Term Expires
Denise Mitchell 04/10/12	City Elected Official	04/14
Patrick Wojahn 04/10/12	City Elected Official	04/14
VACANT	City Staff	
Loree Talley 05/08/12	City Staff	05/14
VACANT	CBE Representative	
VACANT	A City School	
Annie Rice	UMD Student	10/16
VACANT	UMD Faculty or Staff	
VACANT	City Business Community	
Ben Bassett - Proteus Bicycles 09/25/12	City Business Community	09/14
Douglas Shontz	Resident	05/16
Christine Nagle 04/10/12	Resident	04/14
VACANT	Resident	
VACANT	Resident	
<p>Established March 13, 2012 by Resolution 12-R-06. Up to 14 people with the following representation: 2 elected officials from the City of College Park, 2 City staff, 1 representative from the CBE, 1 representative of a City school, 1 student representative from the University of Maryland, 1 faculty or staff representative from the University of Maryland, 2 representatives of the City business community, up to 4 City residents. Two year terms. Not a compensated committee. A quorum shall be 6 people. The SMCGT shall select a Chair and a Co-Chair from among the membership on an annual basis. The SMCGT should meet at least bi-monthly. The liaison shall be the Planning Department.</p>		

Tree and Landscape Board			
Member	Represents	Appointed by	Term Expires
VACANT	Citizen	M&C	
John Krouse	Citizen	M&C	10/16
VACANT	Citizen	M&C	
Mark Wimer 7/12/05	Citizen	M&C	10/16
Joseph M. Smith 09/23/14	Citizen	M&C	09/16
Janis Oppelt	CBE Chair Liaison		
John Lea-Cox 1/13/98	City Forester	M&C	04/17
Steve Beavers	Planning Director		
Brenda Alexander	Public Works Director		
<p>City Code Chapter 179-5: The Board shall have 9 voting members: 5 citizens appointed by M&C, plus the CBE Chair or designee, the City Forester or designee, the Planning Director or designee and the Public Works Director or designee. Two year terms. Members choose their own officers. Not a compensated committee. Liaison: City Clerk's office.</p>			

Veterans Memorial Improvement Committee			
Appointee	Represents	Appointed by	Term Expires
Deloris Cass 11/7/01		M&C	12/15
Joseph Ruth 11/7/01	VFW	M&C	12/15
Blaine Davis 10/28/03	American Legion	M&C	12/15
Rita Zito 11/7/01		M&C	02/15
Doris Davis 10/28/03		M&C	12/15
Mary Cook 3/23/10		M&C	11/17
Arthur Eaton		M&C	11/16
Seth Gomoljak 11/6/14		M&C	11/17
VACANT			
Resolution 01-G-57: Board comprised of 9 to 13 members including at least one member from American Legion College Park Post 217 and one member from Veterans of Foreign Wars Phillips-Kleiner Post 5627. Appointed by Mayor and Council. Three year terms. Chair shall be elected each year by the members of the Committee. Not a compensated committee. Liaison: Public Works.			