



**TUESDAY, OCTOBER 20, 2015**  
**(COUNCIL CHAMBERS)**

**7:30 P.M.**  
**WORKSESSION**

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**COLLEGE PARK MISSION STATEMENT**

The City Of College Park Provides Open And Effective Governance And Excellent Services That Enhance The Quality Of Life In Our Community.

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CITY MANAGER'S REPORT

AMENDMENTS TO THE AGENDA

PROPOSED ITEMS TO GO DIRECTLY TO NEXT WEEK'S AGENDA

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**PROPOSED CONSENT AGENDA ITEMS**

**WORKSESSION DISCUSSION ITEMS**

1. Discussion about Branchville Crossing and their application for state financing – Terry Schum, Director of Planning
2. Review of Voting Machines that will be used in November 3 election – Jack Robson, Chief, Board of Election Supervisors
3. City Operations Sustainability Plan - Bill Gardiner, Assistant City Manager
4. Program Year 42 CDBG Application – Terry Schum, Director Planning
5. Discussion of City marketing efforts and where to go next – request of Councilmember Wojahn
6. FY '16 Budget Amendment – Steve Groh, Director of Finance
7. Amendments to the City Code and Charter regarding Finance and Budget – Suellen Ferguson, City Attorney
8. Comprehensive Board and Committee Review – Janeen S. Miller, City Clerk

9. Appointments to Boards and Committees

STATUS/REVIEW OF PENDING AGENDA ITEMS

COUNCIL COMMENTS

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**INFORMATION/STATUS REPORTS (For Council Review)**

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

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# Branchville Crossing

## MEMORANDUM

**TO:** Mayor and Council

**FROM:** Terry Schum, Planning Director 

**THROUGH:** Scott Somers, City Manager

**DATE:** October 16, 2015

**SUBJECT:** Application to Maryland Department of Housing and Community Development (DHCD) for Financing for Branchville Crossing

### ISSUE

Staff received notice from DHCD via email on September 28, 2015 of an application for \$1,499,850 of federal Low Income Tax Credits and \$1,142,642 of Rental Housing Funds for Branchville Crossing (Attachment 1). This is a 72-unit affordable rental housing project on a 2.02-acre site zoned R-10 on Branchville Road submitted by the Cruz Development Corporation. DHCD is required to provide notice and a reasonable opportunity to comment to the political subdivision the project is located in. Comments provided within 45 calendar days from the date the notice is sent (October 31, 2015) will be considered by DHCD in the review of the application.

### SUMMARY

Cruz submitted a similar project to DHCD last year but was not approved for financing. Funding is very competitive, and for this round, DHCD received 32 applications requesting \$36 million of Rental Housing Funds and \$40.5 million of federal Low Income Housing Tax Credits. It is expected that about \$14 million from each funding source will be awarded with announcements made in December 2015.

The City did not support funding for the project last year based on the lack of opportunity to review project details with the applicant, noncompliance with several development standards, potential impact on the Branchville Volunteer Fire Department and community concerns (see letter to DHCD, Attachment 2). Cruz has since met with staff, the Berwyn District Civic Association and others and made revisions to the project plan. The project has been reduced from 96 to 72 units and reduced in height from 7 to 6 stories. It is proposed to have 36 1-bedroom units, 28 2-bedroom units and 8 townhouse-style 3-bedroom units with a total of 110 parking spaces. Eight of the units will be for persons or families earning 30% or less of area median income (AMI) or \$29,400 and 64 units will be for persons or families earning 60% or less of AMI or \$68,160. The estimated market-supported rents for the project are \$1,300 for a 1 bedroom, \$1,600 for a 2 bedroom and \$1,900 for a 3 bedroom. An Executive Summary of the

market feasibility analysis for the project is included as Attachment 3. The conceptual site plan and elevations are included as Attachment 4.

After a review of the information currently available, staff makes the following observations:

- The market feasibility analysis may overstate demand due to the fact that income levels in the city are lower based on the large number of residents that are college students with little or no income.
- Parking requirements are understated as they are erroneously based on being located within one mile of a Metro Station. Even using this lower standard, a departure of 9 parking spaces is needed.
- Variances are needed from the front yard setback requirement and from the minimum green area required.
- Tenant amenities such as a pool, tennis court, fitness room or playground are not provided.
- Laundry facilities should be provided within each unit.
- A storm water easement recorded with Prince George's County will need to be released.
- While a full traffic impact analysis is not required, it would be helpful to have a traffic study showing anticipated trip generation and the impact of this project on nearby roads.
- Branchville Road will need to be widened along the property frontage and sidewalks added.
- An easement should be granted to the Branchville Volunteer Fire Department if needed to meet the turning radius required for the fire trucks.
- Consideration should be given to shifting the footprint of the building closer to Branchville Road.
- EFIS is not an acceptable exterior building material and should be replaced by Hardie Board or Hardie Plank.
- It is not clear whether the project will meet Energy Star Certification requirements.

As noted last year, development for this site was approved in the late 1980's with the support of the city. Preliminary Plan of Subdivision 4-86220 was approved with conditions in 1987, Variance Appeal No. 8461 was approved with conditions in 1987 and Detailed Site Plan (DSP) SP-87165 was approved with conditions in 1988. The DSP and variances have expired but conditions of approval associated with the subdivision of the property are still applicable. A new DSP would need to be submitted to M-NCPPC and approved prior to construction.

## **RECOMMENDATION**

The applicant has revised the project to address some of the community's concerns but there are still unresolved issues. The Berwyn District Civic Association is holding a meeting on Saturday, October 17, 2015 to discuss the project. The applicant's land use attorney and Planning staff will attend. Based on the information at hand, staff believes that the project is still too big for the site but that it could be revised at the time of Detailed Site Plan to be more acceptable to the community. Staff recommends sending a letter to DHCD reflecting the comments listed above and others that may arise from the Saturday meeting.

## ATTACHMENTS

1. Notice Letter from DHCD and Project Summary
2. Letter dated November 25, 2014 to DHCD
3. Market Feasibility Analysis
4. Conceptual Site Plan and Elevations



BOYD K. RUTHERFORD  
*Lt. Governor*

KENNETH C. HOLT  
*Secretary*

September 16, 2015

The Honorable Andrew Fellows  
Mayor, City of College Park  
4500 Knox Road  
College Park, MD 20740

RE: Branchville Crossing

Dear Mayor Fellows:

The Maryland Department of Housing and Community Development (“DHCD”) administers the federal Low Income Housing Tax Credit program and other rental housing finance programs in accordance with applicable federal and State laws. These programs provide financial assistance for the development and/or preservation of affordable rental housing in Maryland. These rental housing developments generally are owned and operated by private sector for-profit or nonprofit entities. DHCD financing is provided directly to the organization or entity that will own and operate the project.

DHCD has received an application from the sponsor of the above-named project for financing of the project through the federal Low Income Housing Tax Credit program, Multifamily Housing Revenue Bond program and/or other programs of DHCD. A description of the project and the requested financing is attached.

Under State and federal law, DHCD is required to provide written notice of the application and a reasonable opportunity to comment to the political subdivision in which a proposed project is to be located. If the project is located in a municipal corporation, the notice is required to be sent to the municipal corporation and not to the county. The written notice is to be sent to the political subdivision’s highest elected public official and to the head or president of the political subdivision’s legislative body. Accordingly, this notice of DHCD’s intent to review this project for financing and a summary of the project is attached for your review.

**The political subdivision has 45 days from the date of this letter to review the project and DHCD’s proposed financing for the project and provide comments, if any.** DHCD will consider the comments received in its review of the application. If you have any questions or would like more information about the project, please feel free to call me (301) 429-7777. We look forward to any input you may have as we proceed to evaluate the application.

Sincerely,

Elaine Comick, Director  
Multifamily Housing CDA  
(301) 429-7777

PRS: bs

Enclosures



LOCAL GOVERNMENT NOTIFICATION  
PROJECT SUMMARY

DATE OF APPLICATION September 8, 2015

NAME and DESCRIPTION OF PROJECT Branchville Crossing

ADDRESS OF PROJECT Branchville Road College Park, MD 20740

DEVELOPER'S CONTACT INFORMATION Cruz Development Corp  
One John Elliot Sq. Roxbury, MA 02119  
Armond McCoy- Project Manager  
617-445-6901

DHCD PROGRAM(S) AND AMOUNT(S) APPLIED FOR LIHTC \$1,499,850 (generates \$14,688,237 in equity)  
RHF \$1,142,642

OTHER FINANCING PRIVATE LOAN- PG HOME \$981,212  
PURCHASE MONEY MORTGAGE \$100,000  
DEVELOPER'S EQUITY \$145,758  
INTERIM INCOME \$7,500

TYPE OF PROJECT  NEW CONSTRUCTION  
 ACQUISITION  
 ACQUISITION AND REHABILITATION  
 REHABILITATION

TOTAL NO. OF UNITS 72

PROPOSED INCOME LIMITS  LOW/MODERATE INCOME 100 %  
81 UNITS @ or below 60% AREA MEDIAN INCOME ("AMI")  
  
UNITS @ 60 % AMI  
64 UNITS @50% AMI  
8 UNITS @30% AMI  
 ELDERLY  UNITS  
 HANDICAPPED/DISABLED 8 UNITS (Included in total Units)  
 FAMILIES 64 UNITS  
 MARKET RATE  UNITS

PROPOSED RENT LIMITS 60% OF IMPUTED INCOME LIMIT FOR LOW/MODERATE INCOME UNITS  
\$1,091.00 1BR \$1,331.00 2 BR 1,469.00 3 BR  
  
 60% OF TENANT'S ACTUAL INCOME FOR LOW/MODERATE INCOME UNITS  
 MARKET RATE: 1 BR  2BR \$

**BRIEF NARRATIVE DESCRIPTION OF PROJECT:**

Branchville Crossing will be a 72 unit affordable housing project in College Park. The structure will have six stories and will be served by two elevators. There will be 36 one bedroom units, 28 two bedroom units and 8 three bedroom units. The three bedroom units will be townhouse style.

**Branchville Crossing  
College Park, MD**

**Cruz Development**, an affiliate of **John B. Cruz Construction** and **Cruz Management Company**, as sponsor and on behalf of a to-be-formed single purpose entity, plans to build a 72 unit affordable housing development in College Park, Maryland. Cruz Development, through this letter and application, requests the following resources:

- A reservation of \$1,499,850.00 of federal 9% Low Income Housing Tax Credits; and
- \$1,750,000.00 Rental Housing Funds from the Maryland Department of Housing and Community Development; and
- \$989,092.00 in Prince George's County Department of Housing and Community Development HOME funds.

In addition, the sponsor will contribute \$7,200.00 in cash equity and provide a \$500,000.00 Purchase Money Mortgage. These resources will be used to develop 72 units of affordable rental housing in College Park, Maryland. All of the units will be affordable and available to tenants with incomes at or below 60% of the area median income. The total development cost is forecast to be \$24,581,102 or \$340,849 per unit. The site is located in a Priority Funding Area and in a qualified census tract (8070).

This project will signal the expansion of the Cruz companies into the mid-Atlantic region. We are looking at other potential development projects and acquisition opportunities in the region. We plan to open an office in the region in the near future. Goals for the development and management companies include the subject project, the acquisition of multi-family properties including market rate, LIHTC and privately held subsidized properties. Commercial development and acquisitions will be targeted to supplement and enhance our multi-family portfolio.

**The Project:**

**Branchville Crossing** will be a 72 unit affordable housing project in College Park, MD. The structure will have six stories and will be served by two elevators. There will be 36 one bedroom units, 28 two bedroom units and 8 three bedroom units. The three bedroom units will be townhouse style (levels 1 & 2) with entrances on the exterior of the building.

The market study, included in this application, clearly demonstrates a demand for LIHTC family units. This will not be student housing. (Please see the Market Study performed by Valbridge Property Advisors dated 9/1/2015.)

The development is in a MDP Priority Funding Area (see included map) and qualifies as a TOD site. It is serviced by Maryland state road 193 and Rhode Island Ave for automobile access.

**Branchville Crossing  
College Park, MD**

Three bus lines, the R3, 83 and C3, service the site with four stops at or within one block. Two of these lines provide access to the shopping center, Beltway Mall (.5 miles from site) as well as the Greenbelt station of the DC Metro. The Beltway Mall offers a super market, a Target as well as numerous shops and restaurants. Route 495 is 1.25 miles north of the site with an interchange at Route 1, Baltimore Ave. Within 1.5 miles of the site is another supermarket, Shoppers, a Home Depot, Ikea and Best Buy, all on Baltimore Ave.

The land consists of two parcels totaling 2.0199 acres and a third, non-buildable parcel containing 3,000 s.f. The building will be six stories high, with a stepdown to X stories at the west end of the building. The building will contain the following unit mix:

Unit Bedrooms	# of units	Square Feet	Baths	Unit Type
One Bedroom	36	≈700	1	Flat
Two Bedroom	28	≈1,100	2	Flat
Three Bedroom	8	≈1,350	2	Townhouse

The project will be 100% affordable to individuals and families earning 60% or less of the area median income. Eight of the one and two bedroom units will be reserved for individuals and families with vouchers (30% or less of median income) and 64 units will be at 60% or less of median. Ten units will be reserved for the handicapped. The three bedroom units will be within the building footprint and have direct access to the outside. Amenities will include a community room with full kitchen, outdoor picnic area, on-site parking for 108 cars, on-site laundry rooms and tenant storage rooms in the basement. The building will be steel framed with a mix of precast concrete exterior (simulating brick), EFIS, Hardie Board and Hardie Plank.

Cruz Development will build an affordable housing building that will be virtually indistinguishable from a market rate offering. The difference will be a lower level of tenant amenities (no pool, tennis court or exercise room). Flooring will be VCT, carpet, ceramic tile and wood. Gypsum board with a plaster skim coat will be used on walls and ceilings. Kitchens and baths will be appropriate for this type of housing. Commercial base line appliances will be used in the kitchens, as well as vanities and toilets. Stoves will be electric. The baths will feature tile and style stone tub surrounds. Cable TV will be wired throughout as well as internet access (hard wired). HVAC will be provided by in unit heat pumps that will include air conditioning. The entrance will be on Branchville Rd. "Green" elements will include insulation with a minimum R rating of 20 in the walls and 49 in the roof. Noise reducing materials and insulation will be used throughout the building. The building will meet or exceed all building codes.

**Branchville Crossing  
College Park, MD**

The construction company will act as general contractor on this project. Our search for a MBE general contractor in the Maryland / DC area is ongoing and has proved more difficult than anticipated. We feel there is a clear opportunity to fill the "hole" for a well-established MBE multi-discipline real estate company in the region. To that end, we have submitted applications for the construction, development and management companies to the Maryland Department of Transportation for MBE certification. Our search yielded companies that focused on government and non-multi-family projects. With the contacts we have, nationally and local to the area, we feel confident that Cruz Construction will be able to secure qualified MBE subcontractors and clerk of the works for the Branchville Crossing project. In the unlikely event a majority owned general contractor should prove to be an expedient course of action, we will require a minimum of a 50% MBE participation.

**Zoning & Structure:**

Cruz Development has owned the property since 1986. At that time, Cruz Development had begun the approval process for a 96 unit apartment building. The project was put on hold due to a downturn in the economy. In the late 1980's the project received the following approvals from Prince George's County (Planning Board) and The Maryland-National Capital Park and Planning Commission (Parks and Planning):

- Preliminary Plan 4-86220, approved with conditions, by the Planning Board;
- Detailed Site Plan SP-87165, approved with conditions, by the Planning Board;
- Final Plat 5-88181, approved with conditions, by the Planning Board; and
- Variance No. 8461, approved with conditions, by the Board of Appeals of Prince George's County.

The buildable parcel, 2.0166 acres, is zoned R-10. R-10 provides for 48 units per acre and a 7 story height limit. College Park limits the unit size percentages to 40% for two bedroom units, 10% for three bedroom units and the balance, 50% for one bedroom units. Any unused percentage from the two bedroom unit count can be added to the three bedroom unit count. We have elected to not utilize the full zoning unit count (96 units) to:

1. Accommodate the abutters; and
2. Construct a building more in keeping with the surrounding area.

Cruz Development will sell the land to a to-be-formed single purpose entity at the financing closing. The organization structure will be dictated by the syndicator / LIHTC purchaser. We expect it to be a limited partnership with the investor purchasing up to a 99.99% interest.

**Branchville Crossing  
College Park, MD**

Typically, an affiliate of the investor will be a Special Limited Partner. A corporate entity controlled by John B. Cruz, III will be the General Partner.

November 25, 2014

DEC 02 2014  
CITY OF COLLEGE PARK  
PLANNING DEPARTMENT

City of College Park  
240-487-3501  
www.collegeparkmd.gov

Brien O'Toole  
Deputy Director, Rental Lending  
Maryland Department of Housing and Community Development  
100 Community Place  
Crownsville, Md. 21032

Subject: Branchville Crossing, 4801 Branchville Road, College Park

Dear Mr. O'Toole:

The City of College Park is writing in response to comments requested for proposed financing for the above-referenced project. The City does not support the project, at this time, because city staff, residents and nearby civic associations have not had adequate opportunity to review and discuss the details of the project. Receipt of your letter on October 7, 2014 was the first time the city became aware of the project, and staff and the City Council were unable to meet with the out-of-town applicant until October 28, 2014 and November 5, 2014, respectively. The applicant recently contacted two civic associations interested in this project, but there has not been time to schedule meetings and probably won't be time until the new year.

While a similar project was submitted by Cruz Development in the late 1980's and received local approvals, the project has been revised and must obtain approval of a new Detailed Site Plan from Prince George's County with input from the City of College Park. Based on a preliminary review of the draft plan, Branchville Crossing is not in compliance with several development standards and would require a number of formal variances. These standards govern the amount of green space provided, the number of parking spaces provided and setbacks from the street and adjoining single-family homes. These could have a significant impact on the neighborhood, and thus should be fully vetted with affected residents, businesses and public safety organizations. It is particularly important to consider the direct impact on the emergency operations of the Branchville Volunteer Fire Department located directly across the street from the subject site. It is imperative that the city hear from the public before weighing in with a final position on this project.

It has come to our attention that if the City takes no action or has no comment on this application, it may be misconstrued as support for the project and funded by the DHCD. The City requests that DHCD not approve funding for the project now so that more time is available to work with the applicant and the stakeholders on the details of the project.

Thank you for your attention to this matter. Please do not hesitate to contact me or Terry Schum, the city's Planning Director, with any questions or concerns.

Sincerely,

Andrew M. Fellows  
Mayor

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Office of the Mayor  
and City Council  
4500 Knox Road  
College Park, MD 20740

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Mayor

Andrew M. Fellows  
5807 Bryn Mawr Road  
301-441-8141

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City Council

District 1  
Fazlul Kabir  
9817 53rd Avenue  
301-659-6295

Patrick L. Wojahn  
5015 Lackawanna Street  
240-988-7763

District 2  
P. J. Brennan  
4500 Knox Road  
301-220-1640

Monroe S. Dennis  
8117 51st Avenue  
301-474-6270

District 3  
Robert W. Day  
7410 Baylor Avenue  
301-741-1962

Stephanie Stulich  
7400 Dartmouth Avenue  
301-742-4442

District 4  
Alan Y. Hew  
9118 Autoville Drive  
240-391-8678

Denise C. Mitchell  
3501 Marlborough Way  
240-475-7196

## EXECUTIVE SUMMARY

Valbridge Property Advisors/Lipman Frizzell & Mitchell LLC (Valbridge/LF&M) has been engaged by Cruz Development Corporation (Developer) to analyze the market feasibility of the Branchville Crossing rental community, to be partially funded through the sale of 9% Low Income Housing Tax Credits. The property is located at 4801 Branchville Road in College Park, Prince George's County, Maryland.

The property has 72 income-producing apartments: all targeting family households with incomes at 30%-60% AMI including ten with project-based rent subsidies. Our analysis provides information on the property, the demand for these types of apartments within the College Park area and the multifamily environment in which it will compete for residents. We find that there is significant market support for these units in 2015 and into the foreseeable future. In summary, our reasoning is as follows:

- Project Location - Branchville Crossing is very well located in College Park, transit-oriented and proximate to services valuable to its residents. Key attributes of the development include:
  - Quality construction and apartments with ample living areas in a property with excellent curb appeal, elevator service, on-site storage and community amenities.
  - Affordable LIHTC rents are targeted to households earning 30%-60% AMI, with eight units carrying project-based Section 8 rent subsidies.
  - A transit-oriented location in College Park with four bus routes stopping within one block and proximity to the Greenbelt Metro subway station.
  - Easy access to a broad array of commercial and public services nearby.
- Market Area Trends - The College Park PMA has been growing and offers a positive environment for affordable multifamily product:
  - Population & Household Trends - PMA population and household counts have been growing in recent history, somewhat more rapidly than Prince George's County overall. The average PMA household size is slightly larger than elsewhere in the County due to proportionately more families with children.
  - Housing Trends - The PMA has a lower homeownership rate (42.8% in 2010), lower owner-occupied housing values (\$256,649 median in 2015) and rents (\$1,169 median in

2009-2013) than Prince George’s County. Renters earn significantly less than homeowners and, therefore, almost three fifths of PMA renter households are housing cost burdened—paying more than 30% of their incomes towards total housing expenses.

- Economic Trends - The PMA’s estimated median household income of \$57,018 in 2015 is significantly lower than Prince George’s County’s. The proportions of the lowest income households and those living under the poverty line are double those in the County overall. Anchored by the University of Maryland College Park, there has been considerable public and private investment in the College Park area in recent years generating high quality employment. Crime in the area has been on the decline, at a pace similar to that of Prince George’s County overall.
- Multifamily Rental Market - From a market and existing competitive property perspective, we find that the subject’s new construction units are well-positioned to attract family households looking for quality affordable housing. The factors which support this position include:
  - Subject Qualities - The subject’s features and amenities are at least equal to those of typical multifamily market rate and affordable properties in the PMA. Kitchens will have Energy Star rated appliances. Apartment floorplans are spacious. The community has high quality community amenities including elevator service, laundry rooms, community center, on-site storage and resident services.
  - Market Rate Supply - The PMA competitive market rate supply which we have surveyed includes 4,385 apartment units which report an overall occupancy level of 93.9%. Asking rents in typical market rate professionally managed apartment communities in the PMA average:

<b>Market Rate Competition</b>			
	<b>Contract Rent</b>	<b>Sq.Ft.</b>	<b>Rent PSF</b>
1BR	\$1,248	757	\$1.65
2BR	\$1,543	1,133	\$1.36
3BR	\$1,806	1,618	\$1.12

- Rent Advantage - The subject is very marketable, particularly on the basis of the economic value offered to residents. Clearly, the subject’s subsidized rents (eight units) offer up to a 100% rent advantage compared to the market competition. Other residents will be paying rents significantly below the market competition for all-new, energy efficient, elevator-served apartments with extensive services. The subject’s average rents for non-subsidized units are \$1,078 for a 700 sq.ft. 1BR unit, \$1,280 for a 1,103 sq.ft. 2BR unit and \$1,469 for a 1,347 sq.ft. 3BR unit—resulting in a rent advantage calculation as follows:

<b>Subject Advantage</b>			
	<b>Rent</b>	<b>Sq.Ft.</b>	<b>Rent PSF</b>
1BR	-\$170	-57	-\$0.11
2BR	-\$263	-30	-\$0.20
3BR	-\$337	-271	-\$0.03

We find, therefore, that the subject’s LIHTC units offer lower (\$170-\$337) rents for somewhat smaller units, resulting in better value for residents—as captured in “rent per sq.ft.” calculations which are 2.3%-14.8% lower than the market rate competition.

- Market Rents/Achievable Rents - We estimate the market-supported rents for the subject’s apartments at this time are \$1,300 for 1BR units, \$1,600 for 2BR units and \$1,900 for 3BR apartments—reflective of their new construction quality in a very competitive multifamily market.
- Affordable Supply - There are two existing affordable family apartment communities located in the defined PMA including a total of 386 apartment units and two senior communities totaling 248 units (all subsidized). Occupancy in the affordable supply is currently reported at 100% with long waiting lists.
- Changes in Housing Stock - We are not aware of any affordable family rental housing in the PMA development pipeline at this time. Most multifamily development in the College Park area is currently focused on the student housing market, serving principally University of Maryland College Park students.
- Project-Based Rent Subsidy - Eight units carry project-based rent subsidies. From a market perspective, those subsidies are only necessary if the subject wishes to serve the very low income disabled persons to whom the subsidies are intended. Were the subsidies withdrawn and subject offered eight unsubsidized rents at 30% AMI or 60% AMI levels instead, there would be solid demand from within the PMA. As shown above, market rents and 60% AMI LIHTC rents are at approximately the same level in the PMA.

We judge that the construction of the subject’s units will not have a negative effect on any other market rate or affordable property in the College Park PMA. The multifamily inventory is operating at high occupancy, concessions are limited and demand is high.

- Market Demand - Demand for the Branchville Crossing family apartments will draw from the large prospect pool of income-qualified renters in the College Park PMA. In 2015, the pool of income-qualified renter households for the subject’s units is conservatively estimated to be 6,895 in the 30\$ and 60% AMI income bands. We have also calculated the number of income-eligible PMA renter households using the most restrictive income guidelines and find that—assuming project-based Section 8 subsidies were no longer available—the demand pool still totals 4,203 households. Finally, we find that the subject’s 1BR-3BR unit

mix targets virtually all (94.8%) of total renter demand within the PMA. There is, therefore, a substantial prospect pool for each of the subject’s unit sizes using both approaches to income qualification.

- Capture Rate - Conservatively assuming that all 96 income-producing LIHTC units are filled by income-eligible renter households from within the College Park PMA, we compare that number to the total 2015 eligible target household pool and calculate the subject’s capture rate as follows:
  - Project Capture - In 2015, the pool of income-qualified PMA renters consists of 6,895 households. The subject needs to capture only 1.0% of these households (72 units ÷ 6,895 income-qualified renter households = 1.0%).

We have further estimated the subject’s capture rate by LIHTC income band against the number of units available to each income band. The table below stratifies the subject’s capture rate by income level:

<b>Capture Rate by Income Band</b>			
<b>Income Band</b>	<b>Units</b>	<b>Renter Hhlds</b>	<b>Capture Rate</b>
30%	8	3,612	0.2%
60%	64	3,283	2.0%
Total	72	6,895	1.0%

- Conservative Approach - We have also calculated the subject’s capture rates assuming that Section 8 rental subsidies are not in place—reducing the number of renter households in the 30% AMI income window to 920. Using this conservative approach, the subject’s overall capture rate increases to 1.7%. The capture rate for the 60% AMI income band is unchanged.

<b>Capture Rate by Income Band (No Section 8 Available)</b>			
<b>Income Band</b>	<b>Units</b>	<b>Renter Hhlds</b>	<b>Capture Rate</b>
30%	8	920	0.9%
60%	64	3,283	2.0%
Total	72	4,203	1.7%

- Capture by Bedroom Size - Comparing the subject’s unit mix to demand in the PMA allocated according to bedroom size, we calculate the following capture rates by unit size:

<b>Capture Rate by Bedroom Size</b>			
<b>Unit Size</b>	<b>No. of Units</b>	<b>Renter Hhlds</b>	<b>Capture Rate</b>
1BR	36	1,607	2.2%
2BR	28	2,737	1.0%
3BR	8	1,044	0.8%
Total	72	5,388	1.3%

Overall, the subject’s capture rate remains at an extremely low 1.3%. The capture rate among households needing 3BR units is only 0.8%.

We have also calculated the subject’s capture rates assuming that Section 8 rental subsidies are not in place. Eliminating the PMA’s lowest income households from our calculations, the subject’s overall capture rate increases to 2.0%. Even the 1BR capture rate rises to only 3.7% in this calculation.

- **Penetration Rate** - We calculate the market penetration rate of the subject’s LIHTC units at 6.6%. Categorizing the affordable supply by income band, our calculation of the subject’s penetration rate by income band is:

<b>Penetration Rate by Income Band</b>			
<b>Income Band</b>	<b>Units</b>	<b>Renter Hhlds</b>	<b>Penetration</b>
30% AMI	64	3,612	1.8%
60% AMI	394	3,283	12.0%
Total	458	6,895	6.6%

The subject market’s penetration rate is extremely low due to the presence of so many low- and moderate-income households in the College Park PMA and the relative lack of subsidized/ affordable housing options. A high proportion of PMA renters are paying too high a proportion of their incomes for their apartments.

- **Absorption** - From a market perspective, we find that the proposed family units will be leased up quickly—we would estimate within 3-4 months (25-30 units per month), assuming effective marketing. The subject’s income targeting and pricing advantages assure it of a very deep pool of low- and moderate-income prospects interested in the benefits of living in such a convenient location.
- **Stabilized Occupancy** - We further judge that the subject will be able to sustain a stabilized occupancy rate of at least 95% due to the fact that the supply of well-located, affordably priced, quality housing in the College Park area for family households is small compared to the need. We judge that the subject property will be perceived as a good value by renters within the area.

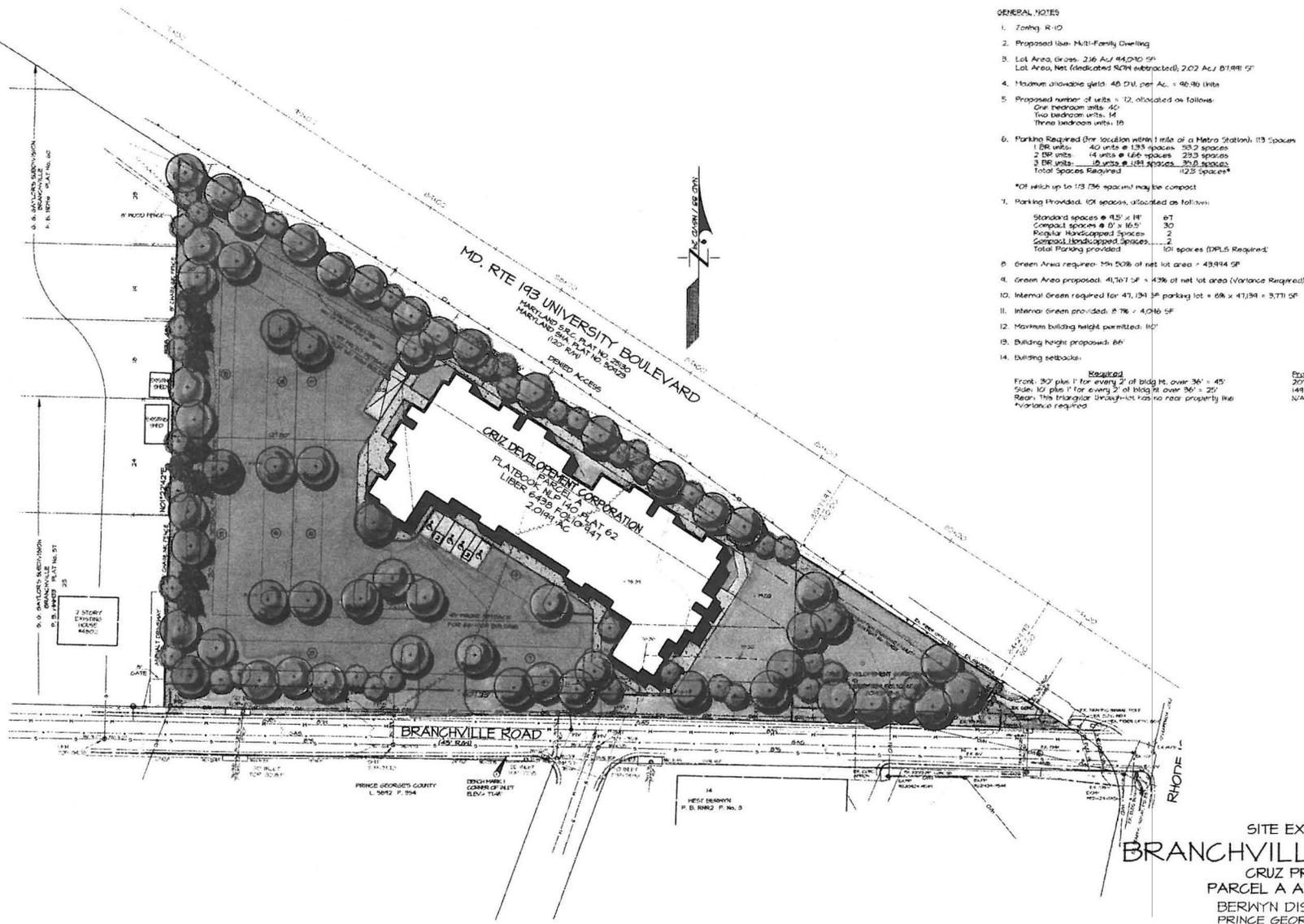
## *Branchville Crossing Apartments*

- Impact on DHCD Inventory - We have researched the DHCD multifamily property inventory in the College Park PMA. The two family properties have 100% occupancy and waiting lists. We judge that the subject will not negatively impact existing DHCD properties, since the low- and moderate-income renter pool is so large...as gauged by the subject's extremely low capture and penetration rates.
- BRAC Report - The BRAC Study Update (December 2012) for Prince George's County calculated penetration rates with a similar pattern for the much larger geography of its College Park submarket. Its "Extremely Low Rent and Subsidized (<30%)" income band had an estimated penetration rate of 10.4%; the "Very Low Rent (30-50%)" band had an estimated penetration rate of 2.7%; the "Low Rent (50-60%)" band had an estimated penetration rate of 51.0%. Our PMA penetration rates for each of the income bands are lower than the BRAC Study's submarket's since only LIHTC affordable properties are considered and the submarket's typically Class B-C rentals are overall relatively affordable (though often functionally and economically obsolete).

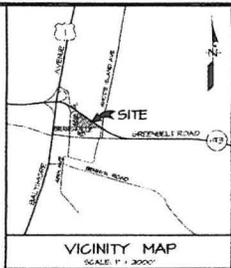
Valbridge/LF&M finds, therefore, that the Branchville Crossing family apartment property is in an excellent position to capitalize on the PMA's need for quality, affordable family rental housing serving low- and moderate-income households. Estimated capture rates of 1.0% (assuming availability of project-based Section 8 rent subsidies) and 1.7% (assuming those subsidies are not available) demonstrate the depth of need for affordable rental housing in the College Park area.

**BRANCHVILLE CROSSING APARTMENTS**  
**College Park, Prince George’s County, MD**  
**Key Findings**

<u>Property</u>	72 Income-producing Units (36 1BR, 28 2BR and 8 3BR)		
<u>Income Targeting</u>	8 units	30% AMI (Project-based Section 8)	
	64 units	60% AMI	
<u>Competitive Analysis</u>	The property’s excellent location in College Park, new construction units and pricing aid its marketing. Overall, market occupancy is high due to strong affordable demand.		
<u>Market/Achievable Rents</u>	\$1,300 for 1BR units, \$1,600 for 2BR units and \$1,900 for 3BR units. Proposed rents are achievable at all targeted income bands.		
<u>Rent Advantage</u>	Property offers lower rents and comparable units, resulting in better value for residents—as captured in up to 11.0% lower “rent per sq.ft.” than the market rate competition.		
<u>Impact on DHCD Portfolio</u>	Two existing family properties have maintained high occupancy historically since they target such a large prospect pool. Affordable supply is small in comparison to substantial low- and moderate-income renter demand.		
<u>Capture Rate</u>		<b><u>Overall</u></b>	<b><u>No Sec.8</u></b>
	Capture Rate:	1.0%	1.7%
	By Income Band:		
	30% AMI	0.2%	0.9%
	60% AMI	2.0%	2.0%
<u>Penetration Rate</u>	6.6%		
<u>Stabilized Occupancy</u>	95% conservatively.		
<u>Absorption/Lease-Up Risk</u>	Lease-up pace is estimated at 25-30 units per month with stabilized occupancy of 95% attained in 3-4 months.		



- GENERAL NOTES**
- Zoning R-10
  - Proposed Use: Multi-Family Dwelling
  - Lot Area: Gross: 236 AC / 44,010 SF  
Lot Area, Net (indicated SCH subtracted): 202 AC / 37,898 SF
  - Maximum allowable yield: 40 DU, per AC = 40.40 Units
  - Proposed number of units: 12, allocated as follows:  
One bedroom units: 40  
Two bedroom units: 14  
Three bedroom units: 16
  - Parking Required (for location within 1 mile of a Metro Station): 113 spaces  
1 BR units: 40 units @ 133 spaces = 532 spaces  
2 BR units: 14 units @ 126 spaces = 233 spaces  
3 BR units: 16 units @ 188 spaces = 300 spaces  
Total Spaces Required: 1223 spaces\*  
\*Of which up to 173 (36 spaces) may be compact
  - Parking Provided: 101 spaces, allocated as follows:  
Standard spaces @ 415' x 18' 67  
Compact spaces @ 21' x 105' 30  
Regular Handicapped Spaces 2  
Compact Handicapped Spaces 2  
Total Parking provided: 101 spaces (DPLS Required)
  - Green Area required: Min 0.06% of net lot area = 43,944 SF
  - Green Area proposed: 41,717 SF = 43% of net lot area (Variance Required)
  - Internal Green required for 47,134 SF parking lot = 6% x 47,134 = 3,771 SF
  - Internal Green provided: 8,786 = 404% SF
  - Maximum building height permitted: 10'
  - Building height proposed: 6'
  - Building setbacks:  
Front: 30' plus 1' for every 2' of bldg ht. over 36' = 45'  
Side: 10' plus 1' for every 2' of bldg ht. over 36' = 25'  
Rear: This triangular block-lot has no rear property line therefore required



SITE EXHIBIT C-3  
BRANCHVILLE CF  
CRUZ PROPERTY  
PARCEL A AND PARCE  
BERWYN DISTRICT No  
PRINCE GEORGE'S COUN



DATE	DESCRIPTION	BY





# 2

## Voting Machines

## New Voting Method for the November 3 City Elections

As you probably know by now, the City will have contested elections in every race in the November 3 election. As a result, the City's Board of Election Supervisors has decided to use DS200 electronic vote counting machines from Election Systems and Software for this year's election.

You will still use a paper ballot, but it will be machine readable. When you arrive at the polls you'll follow the same process as in the past: You will check-in, sign your Voter Authorization Card, and be given a paper ballot. You will vote your ballot by filling in an oval next to the candidate's name – similar to standardized tests at school. Then, instead of placing your voted ballot into a ballot box, you'll insert it into a ballot scanner with a touch screen display.

The scanner will check your ballot for errors. If it finds none, the display will ask you if you wish to cast your vote. When you respond yes on the touch screen, the ballot will be accepted and drop into a sealed ballot box. You have voted!

If the scanner detects that you failed to vote in a race (an “undervote”), the display will tell you so. You will then have the option to retrieve your ballot and correct this situation, if indeed it was an error. “Undervotes” are allowed – this is just a precautionary message in case you did not intend to undervote. If your ballot is correct, you may select “Cast Ballot with Mistakes” on the touch screen to cast your ballot.

If the scanner detects that you voted for two candidates when you should only have voted for one (an “overvote”), the display will tell you so. You will then have the option to retrieve your ballot and correct the error.

Poll workers will be available to assist you if you have any questions while you are voting.

Here is a link to a brief video on the use of the DS200.

[https://www.youtube.com/watch?v=\\_5IgYATtsl0](https://www.youtube.com/watch?v=_5IgYATtsl0)

We will also have a new ballot marking machine for disabled voters. The “ExpressVote” system allows *all* voters, including those with special needs, to cast their ballots privately and autonomously. For specifics, please call the City Clerk at 240-487-3501 to describe the assistance that you require. You can see how the ExpressVote machine functions here:

<https://www.youtube.com/watch?v=4NNn7NcpaOU>

If you have any questions, please feel free to call the City Clerk's office at 240-487-3501.

# 3

## City Operations Sustainability Plan

## MEMORANDUM

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**TO:** Mayor and City Council  
**FROM:** Bill Gardiner, Assistant City Manager  
**THROUGH:** Scott Somers, City Manager  
**DATE:** October 16, 2015  
**SUBJECT:** City Operations Sustainability Plan

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**ISSUE:** The City Council discussed the draft City Operations Sustainability Plan during the August 5, 2015 Worksession. The Council requested that it be brought back in September to allow Council members additional time to review the plan. It was on the agenda for a Worksession in September, but Council did not have sufficient time to discuss the plan. The Implementation Table has been updated to reflect a possible start in November.

The draft plan was developed by an inter-departmental task force pursuant to Council action in late 2014. The task force members are Bob Stumpff and Brenda Alexander, DPW; Steve Groh, Finance; Sharon Fletcher, DPS; Janeen Miller and Bill Gardiner, Administration; Teresa Way-Pezzuti, HR; Pat Henderson, YFS; and Steve Beavers and Angie Martinez (intern), Planning.

### **SUMMARY:**

The draft plan is intended to reduce carbon emissions and other environmental and unhealthy impacts created by City operations; coordinate sustainable practices across all City operations; position the City as an organization receptive to innovation and leading practices in sustainability; improve the quality of life for residents; and conserve financial and capital resources using a long-term perspective on investment. It includes goals and recommended strategies for each of the following areas:

- a. Solid Waste and Recycling
- b. Buildings and Public Areas
- c. City-wide Policies and Events
- d. Fleet and Transportation

An Implementation Plan identifies the responsible departments and estimated timeframe and resources required to carry out the actions. During the August 5<sup>th</sup> discussion, Council suggestions included the issues below. The staff response is in italics.

Measure total consumption and include goal to reduce consumption, particularly of paper products. *A goal to reduce certain categories of products can be stated in the plan.*

Consider developing a telework policy. *This issue can be discussed along with other personnel policies with the new City Manager and Director of Human Resources.*

Consider a “paperless” Council packet and a document archiving plan. *Council can discuss and develop a plan for how it receives the packet in January when Council discusses its policies and procedures. Document archiving will be part of the assessment of the workflow review.*

Review how the City plan fits with regional environmental commitments and goals. *The Council of Governments has adopted a 2013–2016 Action Plan on Climate, Energy, and*

*Environmental Policy that establishes goals in the areas of greenhouse gas reduction, energy consumption, renewable energy, alternative fuel and vehicle mileage reduction, sustainability, and outreach. In 2009, Maryland set a goal to reduce greenhouse gases 25 percent by the year 2020. The City plan does include targets regarding energy use, waste and recycling, renewable energy. College Park has updated both the City operations and community-wide greenhouse gas inventory using 2013 data. With assistance from the University of Maryland, the City could set specific targets and evaluate the impact of the proposed policies.*

Identify the short-term, low-cost steps in the plan. *The implementation plan includes an estimate of the cost and timeframe for implementation, and the data can be sorted to focus on these items. The High and Medium cost items are provided in an attachment. The cost estimates use the following parameters (page 17 of the plan):*

- a) Low cost: strategy can be managed within the existing staff time and with existing resources and/or additional resources of less than \$5,000.
- b) Medium cost: requires a reallocation of existing staff time and/or requires additional resources in excess of \$5,000 but less than \$20,000 to complete the task.
- c) High Cost: requires significant reallocation of staff time, to the point which additional staff may be needed and/or requires additional resources in excess of \$20,000 to complete or implement the task.

Establish a LEED silver or gold standard for new City buildings. *The plan includes a policy to adopt a LEED or equivalent standard, but does not specify the level. For the new city hall, Council will discuss the costs and benefits of attaining the different levels.*

Reducing the impact of City operations on the environment will be challenging and require changes in City functions and services. However, other organizations, including the University of Maryland, have successfully implemented similar plans. With support from Council, commitment by staff, and excellent communications with residents, College Park can reduce its impact on the environment and become a regional leader in sustainability.

**RECOMMENDATION:**

The City Council is requested to review the plan and if it reflects Council's vision and goals for how city operations can become more sustainable, Council should put the draft motion on a Council Meeting agenda. Due to the scope of the plan and the necessity for Council and staff to be clear on the direction to proceed, Council should officially endorse it.

**Attachments:** City Operations Sustainability Plan and Implementation Plan  
High and Medium Cost Actions in the Implementation Plan  
Draft motion for consideration



# City Operations Sustainability Plan

August 7, 2015

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## **Appendix**

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2. College Park Resolution 13-R-26 Energy Efficiency Policy
3. College Park Resolution 13-R-27 Renewable Energy Production Policy
4. DPW evaluation of vehicle fuel options
5. List of City Vehicles
6. Green Meeting Guidelines

## **Resource Guide**

1. University of Maryland 2009 Climate Action Plan Executive Summary
2. University of Maryland Buy Green Guidance
3. “Communities on the Path to Zero Waste” Recycle Away presentation by Michael Alexander. See also, <https://vimeo.com/100467470> and [http://www.ct.gov/deep/lib/deep/waste\\_management\\_and\\_disposal/solid\\_waste/transforming\\_matls\\_mgmt/summit\\_2/michael\\_alexander.pdf](http://www.ct.gov/deep/lib/deep/waste_management_and_disposal/solid_waste/transforming_matls_mgmt/summit_2/michael_alexander.pdf)
4. University Park Food Scrap Compost Guide
5. Green Vehicle Fleet Programming: Within your reach! Sustainable Community Development Network
6. Green Seal GS – 37 Summary

## **Executive Summary**

Pursuant to Council direction in May 2014, the City staff formed a City Operations Task Force to draft this framework for a City Operations Sustainability Plan. The purpose of the plan is to reduce the environmental impact of City operations, create a healthier work environment and improve the quality of life in the community, and position College Park as an innovative regional leader in sustainability. This plan will help coordinate sustainable practices across all City operations, conserve resources over the long-term, and reduce the carbon footprint and other negative impacts on the environment by City operations.

Representatives from each City department participated in the Task Force. The members created four committees focusing on Solid Waste and Recycling; Buildings and Public Areas; City-wide Policies and Events; and Fleet and Transportation. The committees' charge was to identify current practices, develop goals, and recommend strategies that would reduce the impact on the environment caused by municipal operations. The summary below highlights some of the goals and recommendations in the report.

### **1. Solid Waste and Recycling Highlights**

Goal: Reduce solid waste per household by 25 percent and increase the recycling rate to 60 percent (approximately double the current rate) by July 1, 2018 (2015 baseline).

Recommended Strategies:

- Examine changes to the City Code which might provide the best impact on reducing tonnage and increasing recycling, such as prohibiting recyclable material in waste carts; providing larger or additional recycling carts; examining the fee for trash collection at rental properties; and charging for bulk collection after a certain number of pick-ups per year.
- Develop a marketing/educational campaign that provides information to residents on the environmental and financial savings of reducing solid waste.
- Reduce or remove food waste from the solid waste stream by promoting home food composting and explore the possibility of a pilot food waste collection program.

### **2. Buildings and Public Areas Highlights**

Goal: Reduce electricity and natural gas use in City facilities by 15 percent per square foot by 2018 and by 25 percent by 2022 (2014 baseline year).

Recommended Strategies:

- Examine cost-benefit of efficiency improvement recommendations and prioritize highest energy savings with best payback.
- Develop a building operations and maintenance plan; emphasize low cost and no cost measures such as those recommendations in the Pepco Commercial & Industrial Energy Savings Program
- Prominently post monthly energy usage at each City facility, and hold competition for greatest reduction in usage and reward employees for savings.
- Create Green Office standard that includes practices regarding lighting and computer shut-down after working hours.

Goal: Generate 20 percent of electricity for City facilities using renewable sources by 2018 per Council Resolution 13-R-27 (See Appendix 3).

Recommended Strategy:

- Evaluate DPW buildings, YFS building, and Parking Garage for best locations to install solar power and explore funding via a Maryland Energy Administration (MEA) grant or long-term lease arrangement.

### **3. City-wide Policies and Events Highlights**

Goal: The FY17 budget will include funding for a consultant to lead the City’s process to update or acquire software that improves workflow and works across relevant departments.

Recommended Strategy:

- Create a Workflow Task Force (an inter-departmental group) to conduct a needs assessment for workflow improvements. Based on the results, develop an RFP for a consultant who will develop strategies to improve and integrate workflow. This strategy is also included in the proposed 2015–2020 Strategic Plan.

Goal: Track all sustainability goals and outcomes on an annual basis, and track City operations greenhouse gas emissions on a triennial basis.

Recommended Strategies:

- Establish a Sustainability Committee that will provide an annual report on all sustainability metrics and a triennial report on greenhouse gas emissions to Council. These reports should also be posted on the City's website.
- Provide all employees the status of sustainability-related goals on a regular basis.
- Work with the University of Maryland to complete the greenhouse gas inventory using ICLEI (Local Governments for Sustainability) software.

### **4. Fleet and Transportation Highlights**

Goal: By FY17 the City will achieve a 10 percent increase in the average vehicle miles per gallon for all on-road vehicles in the City’s fleet (FY15 baseline).

Recommended Strategies:

- Develop and adopt policies and practices regarding efficient vehicle operations (idling, route optimization, using the correct vehicle for the task, etc.).
- Ensure all vehicles receive regular maintenance and fuel MPG is monitored.
- Develop a green fleet purchasing policy that considers efficiency and lifetime vehicle costs.

This report includes an Implementation Plan that identifies the responsible departments, timeline, and resources required to implement the actions. Members of the City Task Force believe that the success of the plan will require continued leadership and full commitment from Council and staff. Additional resources or the re-allocation of resources will be required to carry out many of the Recommended Strategies, and it will be critical to communicate the reasons for proposed changes to residents, Council, and staff. Some staff will require additional training in order to implement or monitor the strategies, and all staff must support the goals and practices recommended in the plan. The City Operations Sustainability Task Force (or a similar committee with membership from each department) should continue, but serve a monitoring and data collection function.

Reducing the impact of City operations on the environment will be challenging and require changes in how the City carries out many of its functions and services. With support from Council, commitment by staff, and excellent communications with residents, College Park will become a regional leader in sustainability.

## **I. Introduction**

In late May 2014 the City Council authorized an inter-departmental task force to draft the framework for a City sustainability plan and to identify resources to assist the City in this effort, such as the University of Maryland's Partnership for Action Learning in Sustainability program (PALS). This authorization by Council builds upon the City's 2010-2015 Strategic Plan goal to "Lead the community in environmental conservation, protection, restoration, and energy efficiency," as well as the City's designation as a Sustainable Maryland Certified Community and a Maryland Smart Energy Community.

A City Operations Sustainability Task Force was created with representation from each City department. Task force members are: Bill Gardiner and Janeen Miller, Administration; Steve Groh, Finance; Teresa Way-Pezzuti, Human Resources; Steve Beavers and Angie Martinez, Planning, Community, and Economic Development; Sharon Fletcher, Public Services; Brenda Alexander and Bob Stumpff, Public Works; and Pat Henderson, Youth and Family Services. The task force limited its scope of work to City operations that impact the environment. The group researched and discussed best sustainability practices for municipal functions in all areas of City operations. It then developed goals and strategies the City can adopt to reduce the emissions and impact on the environment by City operations.

The following committees and focus areas were created:

### **a. Solid Waste and Recycling**

This group focused on reducing the amount of material sent into the solid waste stream by increasing recycling and waste disposal options (such as increasing the visibility of re-use and compost options) by residents.

Members: Teresa Way-Pezzuti, Angie Martinez, Bob Stumpff, Bill Gardiner

### **b. Buildings and Public Areas** (parks, streetscapes, parking lots, stormwater infrastructure, streetlights, and more)

This group focused on building efficiency standards, energy conservation, storm water infrastructure and the tree canopy.

Members: Brenda Alexander, Steve Beavers, Sharon Fletcher, Pat Henderson, and Steve Groh

### **c. City-wide Policies and Events**

This group focused on activities that impact multiple departments and many employees. It includes policies on work flow, energy use and purchasing, procurement, employee incentives and practices, use of facilities, and monitoring/measuring plan results.

Members: All

### **d. Fleet and Transportation**

This group focused on City-owned fleet procurement, use, and maintenance, including types of fuel for different categories of vehicles.

Members: Steve Beavers, Steve Groh, Sharon Fletcher, and Bob Stumpff

**Section II** of this report contains the Task Force's review of current City practices, proposed goals, and recommended strategies for each of the four focus areas. Commentary on the implementation,

timing, costs, and/or priority of the strategies is provided in *italic* font following the recommended strategies.

**Section III** of this report contains an implementation table organized by focus area, goals, and strategies. The table includes a brief explanation of the rationale behind each goal as well as the additional information, resources, and estimated cost associated with implementing it. A target date for starting and completing each strategy is also included. The implementation table is designed to give an estimate of City and/or department resources which are required to complete the task, but the estimate should be evaluated as departments move forward and obtain additional information about implementing the actions.

## II. Current Practices, Proposed Goals, and Recommended Strategies

### A. Solid Waste and Recycling

The purpose of the Solid Waste and Recycling category is to identify policies and actions that will significantly reduce solid waste tonnage and disposal costs, and significantly increase recycling rates in the City. The City provides solid waste and recycling collection for a total of 5,114 customers including single-family homes, single-family home rentals, City-owned facilities, as well as a handful of local businesses and churches.

#### Existing Conditions

The Department of Public Works (DPW) is responsible for waste, recycling and yard trim collection. Curbside trash is waste which is collected from the green refuse cart, while special trash constitutes large items (such as desks or mattresses) which do not fit in the refuse cart and are picked up by the City at no additional cost. Recycling constitutes single-stream recycling, electronic recycling, scrap metal and tires. Yard trim, brush and leaves are collected at various times throughout the year and composted on-site at the DPW facility. Tonnage is tracked on a monthly basis. Figure 1 (below) displays the breakdown of total collections by tonnage from the calendar year 2014.

**Table 1: 2014 Annual College Park Refuse and Recycling Tonnage**

<b>2014 Refuse and Recycling Tonnages</b>		
	<b>Weight (tons)</b>	<b>Percent of Total Collections</b>
Curbside Trash	4,185	43%
Special Trash	604	6%
Recycling without yard trim, brush and leaves	1,450	15%
Yard trim, brush and leaves	3,461	36%
<b>Total Collections</b>	<b>9,700</b>	<b>100%</b>

College Park has a unique population marked by a high percentage of renters (54 percent according to the 2010 Census), including approximately 1,000 single family rental properties. In general, DPW indicates that single-family homes used as rental properties generate higher volumes of waste

than their non-rental counterparts, particularly during tenant turnovers when large volumes of waste are collected.

**Solid Waste and Recycling Rates**

Solid waste and recycling rates were calculated without including yard trim, brush and leaves. In 2014 solid waste collections were 77 percent of the total materials taken to the landfill or to be recycled; 23 percent of the materials were recycled (including electronic recycling, scrap metal and tires).

**Table 2: Solid Waste and Recycling Rates without Yard Trim, Brush or Leaves**

<b>2014 Refuse and Recycling Rates</b>		
	<b>Weight (tons)</b>	<b>Percent of Total</b>
Trash	4,788.84	76.8%
Curbside Recycling*	1,449.78	23.2%
<b>Total pick-up</b>	<b>6,238.62</b>	<b>100%</b>
<b>*Not including yard trim, brush and leaves.</b>		

It is difficult to obtain direct comparisons with other communities because different materials are included as part of collection and recycling. In addition, the material mixes have changed over time (bottles with less plastic and cans with less aluminum), making trend comparisons difficult. In 2012 Maryland recycled 45.4 percent of municipal waste, including yard trim (source: Zero Waste Maryland Report, April 2014).

In the 2014 Resident Satisfaction survey, “knowing what to recycle” was cited as a barrier to recycling. An analysis of the type of materials in the solid waste collected (percentage of materials recycled, solid waste, food waste, etc.) could help determine what strategies would be most effective (see Solid Waste, Goal 1).

This plan recommends a 25 percent reduction in solid waste and a doubling of recycling using FY 2015 tonnage data as a baseline (Solid Waste Goal 2). To meet these goals a comprehensive Existing Conditions Report (Solid Waste Goal 1) should be undertaken to first understand how College Park statistics compare to neighboring communities, and to identify strategies to target waste reduction and engage residents to increase recycling.

**Current practices:**

- Electronics (computers, televisions, etc.) collection is available on an “on-call” basis or as a part of two annual “Cleanup Saturday” programs
- Appliances are collected and recycled on an “on-call” basis
- Residents can recycle used motor oil at the DPW facility 24 hours a day
- Yard Trim is collected weekly and composted at the DPW facility
- Leaves are collected during the fall and composted at the DPW facility
- Separate carts are provided for single stream recycling and solid waste
- Public Works coordinates *Donation Day* in the spring and fall which provides curb side pick-up for donation of furniture and other bulk goods in usable condition

- Unlimited special trash collections are provided at no extra cost
- Additional trash collection fee is assessed for single-family rental properties

## Goals and Recommended Strategies

### *Goal 1: Solid Waste (SW 1).*

**By December 1, 2015, DPW will provide an Existing Conditions Report that identifies the following:**

- SW 1. A Composition of waste stream and quality of recycling collection (are residents recycling correctly or are residents mixing up recyclable and non-recyclable materials?).
- SW 1. B Annual total tonnage and cost of each category of solid waste collected (normal household collection, scrap metal and electronics, bulk pick-up) and total cost of recycling collected (including separate total costs for leaf collection and yard trim collection)—allocated on a per household and per ton basis. Costs will include all labor costs and vehicle expenses.
- SW 1. C College Park tonnage per household compared to two comparable (high number of student single-family rentals) communities and one community with very low household solid waste tonnage and very high recycling rates.

*Goal 1 and the recommended strategies are “first step” items necessary to get baseline data and comparative data. A professional trash audit would require additional funding. The City could also review the 2013 trash audit in Montgomery County to see if that information and approach would be useful for College Park.*

### *Goal 2: Solid Waste (SW 2).*

**Using the FY15 tonnage data, reduce solid waste per household by 25 percent and increase the recycling rate (total recycling materials collected divided by total solid waste collected) to 60 percent by July 1, 2018.**

- SW 2. A Examine costs and benefits of code changes, such as prohibiting recyclable material in waste carts; providing larger or additional recycling carts; increasing the fee for collecting trash at single-family rental properties, and charging for bulk pick-ups after a certain number of pick-ups per year.
- SW 2. B Develop a marketing / educational campaign that provides information to residents on the environmental and cost savings of reducing solid waste. The campaign could include production of a Resident Guide to Sustainability that contains best-practices, solid waste and recycling regulations. It could also include marketing messages on City vehicles, stickers for carts, and regular messaging via normal City channels.
- SW 2. C Create incentives for residents to change behavior by pledging savings toward popular community programs.

- SW 2. D Reduce or remove food waste from the solid waste stream by promoting home food composting and explore the possibility of a pilot food waste collection program.
- SW 2. E Suggest civic associations nominate a Sustainability Ambassador to answer questions and interface with residents and the City Operations Sustainability Taskforce.
- SW 2. F Create waste reduction trainings for employees.

*Goal 2 and the recommended strategies will require significant leadership from Council and staff to develop educational and outreach materials, investigate and possibly develop code changes, and possibly develop a food composting program. DPW and the City Manager’s Office would be the lead parties. A multi-year plan and significant communication and outreach to residents would be required. Some staff time would have to be re-allocated and additional financial resources provided for marketing and educational materials.*

## **B. Buildings and Public Areas**

The purpose of the Buildings and Public Areas category is to identify reductions in building energy use and potential environmental improvements to our public areas (primarily in the areas of street lighting, storm water management and tree canopy). City-owned buildings are a major capital investment and require significant annual investment for operating expenses. Buildings are also a significant source of green house gas (GHG) emissions. The City owns 13 buildings that serve a wide range of uses. Two buildings (City Hall and the former Calvert Road school) may be demolished (City Hall) or completely renovated (Calvert Rd.) within the next 10 years, and two other small buildings (Duvall Field concession stand and the DPW staff facility) will be replaced with new modular buildings. This plan focuses on the following City buildings which are included in a Maryland Energy Administration program:

- City Hall
- Parking Garage
- Public Services and Calvert Road School (one building on two meters)
- Youth and Family Services
- Davis Hall
- DPW Staff Facility
- Fleet Garage
- Truck Garage and ancillary (Supply Garage, Landscape Garage, Animal Shelter, Salt Dome and Fuel Station; all structures on one meter)
- Old Parish House

Lighting is another area of high cost and potential long-term savings. Approximately 50 percent of the City’s electric bill is for street and pedestrian lighting (the total cost includes the charge from Pepco for electricity and for streetlight maintenance). Most of the streetlights are owned Pepco, but it may be worthwhile to analyze the costs and benefits of upgrading to more efficient lighting over time. The City owns approximately 135 pedestrian light fixtures and recently installed LED lights in 12 pedestrian fixtures as a pilot program on Berwyn Road. The City parking garage currently comprises approximately 20 percent of total City electricity use.

In City residential areas, most streets are lined with trees within the City’s right-of-way. These trees not only contribute to the aesthetics of the neighborhoods, but also improve air quality and provide habitat for animals and shading for pedestrians and homes. In some neighborhoods, the City is losing large trees to age or a hostile environment (small tree box area, wrong tree given utility lines, etc.). Increasing the City’s tree canopy along streets and in parks with the appropriate species can be a beneficial way to improve the environment.

**Current Practices:**

- The City is conducting energy audits at Davis Hall, the fleet garage, and Youth and Family Services which will include recommendations for energy savings from upgraded equipment and other improvements.
- Lighting controls are installed in appropriate locations
- Programmable thermostats are located in City Hall, Davis Hall, and Public Services
- Insulated bay doors installed on the fleet garage
- Utilizing the EmPower Pepco program to upgrade lighting in the Supply Building, Fleet Garage, Truck Garage, and Small Equipment Storage Building.
- City guide on native-stock trees and landscape plants that promote ecosystem health and resiliency.
- City-developed educational materials for residents about tree maintenance, requirements for conservation, and planting programs.
- City pursuing outside funding for stormwater management projects.

**Goals and Recommended Strategies**

***Goal 1: Building and Public Areas (B&PA 1).***

**Reduce electricity and natural gas use by 15 percent per square foot by FY 2018 and by 25 percent by FY 2022 from the per square foot levels in 2014 baseline year (per Council Resolution 13-R-26)**

- BP&A Complete energy audits for Davis Hall, the Fleet Garage, and the Youth and Family Services buildings in 2015 and complete a lighting analysis and upgrade for the Parking Garage in 2015.  
1. A
- BP&A Conduct annual Energy Star Treasure Hunts in select buildings and educate staff on best practices.  
1. B
- BP&A Examine the cost-benefit analyses from the energy audits and evaluate the recommendations for efficiency improvements.  
1. C
- BP&A Develop a building operations and maintenance plan; emphasize low cost and no cost measures such as those recommendations in the Pepco Commercial & Industrial Energy Savings Program.  
1. D
- BP&A Use Portfolio Manager ([www.energystar.gov](http://www.energystar.gov)) to calculate and prominently post monthly energy usage on all buildings, and hold competition for greatest reduction  
1. E

in usage.

BPA  
1. F Create Green Office standard that includes practices regarding lighting and computer shut-down (see UMD example).

BP&A  
1. G Create employee rewards program based on energy savings.

BP&A  
1. H Adopt LEED or NGBS (or equivalent) for new City buildings and major renovations.

BP&A  
1. I Adopt a policy to install LED (or more efficient) lighting for all new and replacement pedestrian lights.

*The energy audits are necessary to obtain baseline data and identify the most cost-efficient improvements. Most of the initial work has been funded via a grant and additional grant funding should be explored. Posting energy usage, creating a green office standard, and creating an employee rewards program are low-cost items that can be implemented within 1-2 years. Conversion of lighting or heating systems would require detailed cost-benefit analyses prior to investing funds. Initial analysis indicates that upgrading the parking garage lighting would significantly reduce electrical demand and could provide an advantageous return on the investment. Adoption of a LEED or NGBS standard (or equivalent) would require outside consultants when the City plans new construction.*

**Goal 2: Building and Public Areas (B&PA 2).**

**Generate 20 percent of electricity for City facilities using renewable sources by 2018 (per Council Resolution 13-R-27; see Appendix 3).**

BP&A  
2. A Evaluate DPW buildings, YFS building, and Parking Garage for best locations to install solar power and explore funding via a Maryland Energy Administration (MEA) grant or long-term lease arrangement.

BP&A  
2. B Evaluate feasibility of geo-thermal for major renovations and new City facilities.

*These strategies will require capital funds and outside consultants to advise the City on the best options (type of system, location, lease or purchase, etc.). Implementation of solar power, if feasible, will require two years. The City has committed to meeting this goal (College Park Resolution 13-R-27 Renewable Energy Production Policy) and should prioritize the evaluations of best locations and options.*

**Goal 3: Building and Public Areas (B&PA 3).**

**Maintain or increase the City's tree canopy by planting in appropriate street and park locations and investigate incentivizing additional plantings on private property in order to compensate for the removal of large trees.**

- BP&A 3. A Support the Tree & Landscape Board to update the City's Tree Inventory (last updated in 2013) by providing resources to maintain a GIS database of trees maintained by the City, City right of way boundaries, and location of underground and above ground utilities, and other information that should be considered in identifying appropriate tree locations.
- BP&A 3. B Utilize data from the Tree Inventory update to develop a five-year plan to increase the number of new street trees in appropriate locations.
- BP&A 3. C Develop an incentive plan to encourage residents to plant new trees and/or a policy protecting significant trees on private property (examine Tree City USA requirements and see tree ordinances in surrounding communities).

*DPW would have primary responsibility for this goal and the strategies could be implemented over one to two years with the appropriate resources. The Tree and Landscape Board could provide some technical assistance. The City could also partner with the University's Sustainability Minor to sponsor unpaid internships for these strategies between September 2015 through June 2016. Funding would be required for incentives, trees, or related equipment and marketing.*

**Goal 4: Building and Public Areas (B&PA 4).**

**Work with State, County and University resources to improve City stormwater quality and reduce the occurrence and impact of flooding events.**

- BP&A 4. A Educate residents and businesses about existing subsidies to reduce stormwater runoff from private property, thereby reducing volume in the public stormwater infrastructure.
- BP&A 4. B Partner with schools or environmental groups to conduct annual water quality testing of main streams in the City.
- BP&A 4. C Identify exiting stormwater facilities within the City that are in need of maintenance and work with the owners (usually the County) to resolve issues.
- BP&A 5. D Identify specific areas in the Paint Branch and Indian Creek watersheds that need stormwater improvements and seek funding partners to implement them.

*Strategies A and B could be initiated immediately with additional staff time or use of interns. Strategies C and D will require some capital funding, grant funding, and multi-year development plans.*

## C. Citywide Policies and Events

The purpose of the Events category is to ensure that sustainable practices are integrated into all aspects of City operations including workflow and technology. While specific sustainability goals and strategies may be tailored per department, broad policies and practices should be implemented across all City operations.

### Current Practices:

- City departments purchase recycled paper and paper products.
- HR uses electronic application software to minimize paper use.
- Electronics are e-cycled, printer cartridges are sent to a recycling center.
- Rechargeable batteries are used in portable two-way radios and small hand tools  
Batteries in the emergency floodlights are also charged by the building electricity supply and last 2-3 years.
- City provides incentives for employees to take public transportation.
- Less toxic herbicide products are selected where appropriate to reduce the exposure for people and the landscape.
- Native plant species are selected and used where suitable for Citywide plantings.

### Goals and Recommended Strategies

#### *Goal 1: Citywide Policies and Events (CP&E 1).*

**The FY17 budget will include funding for a consultant to lead the City's process to update or acquire software that improves workflow and works across relevant departments.**

CP&E 1. A Create a Workflow Task Force (an inter-departmental group) to conduct a needs assessment for workflow improvements. This recommendation is also included in the proposed 2015–2020 Strategic Plan.

CP&E 1. B Based on the results of the needs assessment, develop an RFP for a consultant who will develop strategies to improve and integrate workflow.

*This goal is a high-priority, high-complexity item. The strategies require leadership and commitment from every department and will likely require coordination and advice from a consulting firm. The process should start in FY2016 and be led by the City Manager's office. Significant staff time and/or consultant time will be required. If commitment and quality are lacking, little will change and much staff time will have been wasted. If the process is done well, the results could significantly improve City processes and reduce resource use.*

**Goal 2: Citywide Policies and Events (CP&E 2).**

**By January 1, 2016 obtain higher recycling rates at all City-sponsored or approved events, and purchase a significant percentage of certified “green” office and cleaning products.**

- CP&E 2. A Develop a policy requiring recycling containers at all City events and provide clear labels on the recycling containers that indicate what should be recycled.
- CP&E 2. B Create a recycling vision statement and a requirement to recycle, and add these to facility rental contracts and permits for street closings for block parties.
- CP&E 2. C Adopt a “green preferred” purchasing policy that establishes standards for “green” products, such as recycled content, appliance efficiency, toxicity, and other criteria. (See Appendix 5, UMD procurement policy). Identify a standard to adopt (i.e. Green Seal, [www.greenseal.org/gs37.aspx](http://www.greenseal.org/gs37.aspx)), and provide statement to vendors regarding the City policy and standards.
- CP&E 2. D Develop a list that identifies suppliers for green products, particularly the most frequently purchased items (paper, printer toner, cleaning supplies).
- CP&E 2. E Develop and adopt Green Meeting Guidelines.

*The strategies recommended to achieve this goal are relatively low-cost and can be implemented within one year. Staff will need to research various “green seal” standards and vendors to determine what standard should be adopted and identify the appropriate vendors. The products may cost more than products which do not meet the standard. Implementation will require work from Administration, Finance, Public Works, and Public Services.*

**Goal 3: Citywide Policies and Events (CP&E 3).**

**By July 1, 2016 employees will be able to identify specific employee benefits and actions employees can take to help meet the City’s sustainability goals.**

- CP&E 3. A Develop standard policies for all buildings regarding: signage on conserving energy; motion sensors for lights; low-flow devices; signage on office shut down actions; posting energy consumption for prior month and year-to-year comparisons.
- CP&E 3. B Create a database of employee suggestions to improve sustainability and recognize innovative proposals. Add sustainability suggestions to awards program.
- CP&E 3. C Identify gaps in the existing transportation benefits program so that more employees use it. Consider providing carpool matching, guaranteed ride home or other commuter services to employees (COG provides this information at [www.communterconnections.org](http://www.communterconnections.org)).
- CP&E 3. D Include sustainability information as part of new employee orientations.

CP&E 3. E Host brown-bag conversations/ guest lecturers in sustainability for employees (on-going education).

CP&E 3. F Continue the Sustainability Task Force to promote sustainability practices within departments and offices and to periodically review the progress of the goals and strategies in this report

*This goal is primarily about changing the culture so that sustainability becomes a normal standard and criteria for employees when they carry out their responsibilities. The employee training and the signage / marketing will help develop and reinforce the adoption of these practices. The costs are low, but it requires buy-in from everyone in the City. The Human Resources Department could take the lead, with support from Administration.*

**Goal 4: Citywide Policies and Events (CP&E 4).**

**Track all sustainability goals and outcomes on an annual basis, and track City operations greenhouse gas emissions on a triennial basis.**

CP&E 4. A The Sustainability Task Force (or similar entity) will provide an annual report on all sustainability metrics and a triennial report on greenhouse gas emissions to Council. These reports should also be posted on the City's website.

CP&E 4. B Provide information regularly to all employees the status of sustainability-related goals, energy-saving tips, and other information.

CP&E 4. C Work with the University of Maryland to complete the greenhouse gas inventories using ICLEI (Local Governments for Sustainability) software to update the City's GHG emissions inventory every three years in June.

*The coordination of reports would need to be assigned to a staff person, or become the collective responsibility of an on-going Sustainability Committee or department coordinators for sustainability issues. Ideally the annual report would be incorporated into other annual reports or data on City operations that staff already provide. The City Manager's office would either take the lead or assign the responsibility.*

## D. Fleet and Transportation

### Current Practices:

- Three hybrid vehicles in fleet and one more will be purchased.
- Evaluating the purchase of an electric vehicle
- Plan to purchase more efficient and cleaner diesel-powered City trash trucks over next three years.

### Goals and Recommended Strategies

#### *Goal 1: Fleet and Transportation (FT 1).*

**By FY17, the City will achieve a 10 percent increase in the average vehicle miles per gallon for all on-road vehicles in the City's fleet (FY15 baseline).**

- FT 1. A Develop policies and practices regarding efficient vehicle operations (idling, route optimization, using the correct vehicle for the task, etc.).
- FT 1. B Ensure all vehicles receive regular maintenance and fuel MPG is monitored.
- FT 1. C Develop a green fleet purchasing policy that addresses fuel and energy efficiency as well as lifetime vehicle costs. Recognize that initial costs could be higher than current vehicle purchasing.

#### *Goal 2: Fleet and Transportation (FT 2)*

**By July 2016, DPW will recommend the fuel type for heavy-duty vehicles.**

- FT 2. A Provide a cost-benefit analysis of switching existing diesel vehicles to bio-diesel.
- FT 2. B Evaluate cost-benefit of purchasing heavy-duty vehicles that use natural gas or other non-petroleum fuels.

#### *Goal 3: Fleet and Transportation (FT 3)*

**By July 2016, DPW will provide the first annual report on the total cost to operate each vehicle in order to optimize the strategic replacement of the City's fleet (including equipment). The report will include annual mileage and/or operating hours, preventive maintenance performed, and vehicle downtime.**

- FT 3. A Clean up existing data files and formats used to track vehicle maintenance and create report templates with the relevant categories for all vehicles.

### **III. Implementation**

This sustainability plan was developed to coordinate sustainable practices across City operations; reduce carbon emissions and other unhealthy impacts of City operations; conserve financial and capital resources; and improve the quality of life for residents, businesses, and visitors. The recommendations outlined in the preceding pages identify specific actions the City can take to fulfill the plan's purpose.

The following Implementation Table summarizes the plan's goals and strategies, and identifies the rationale, a cost estimate, additional information and resources needed, the department responsible, and the target start and completion dates for each item. The cost section was designed to give an estimate of City and/or department resources which are expected to complete the task. The cost estimates use the following parameters:

- a) Low cost: strategy can be managed within the existing staff time and with existing resources and/or additional resources of less than \$5,000.
- b) Medium cost: requires a reallocation of existing staff time and/or requires additional resources in excess of \$5,000 but less than \$20,000 to complete the task.
- c) High Cost: requires significant reallocation of staff time, to the point which additional staff may be needed and/or requires additional resources in excess of \$20,000 to complete or implement the task.

The Implementation Table is intended to help staff see the overall plan and timeline for actions and to facilitate creating status updates on action items. The City Manager may wish to designate one staff person to be responsible for overseeing the implementation of each goal and strategy, and for documenting and reporting progress. The Sustainability Task Force recommends that it or a similar internal committee continue and assist with the implementation and monitoring.

# High and Medium Cost Actions in the City Operations Sustainability Plan

## Solid Waste and Recycling

Strategy	Rationale	Cost	Additional Information and Resources Needed
Identify the composition of the waste stream.	Understanding the disposal habits and trends (for example, how much paper is recycled or thrown away) allows us to identify opportunities and set target goals.	med cost	Comparison of College Park to national and local (comparatively sized) cities. Cost of 3rd party audit.
Develop a marketing / educational campaign for residents on the environmental and cost savings of reducing solid waste.	Increases transparency and stakeholder buy-in. The guide will be a comprehensive source to living a sustainable lifestyle in College Park.	med cost	Information on cost & savings from reducing solid waste, best-practices for marketing, existing solid waste and recycling regulations. Likely need additional marketing resources.
Reduce or remove food waste from the solid waste stream by promoting home food composting and explore the possibility of a pilot food waste. collection program	Food waste can easily and effectively be composted on-site. Eliminating compostable material from the waste stream can result in lower waste disposal cost.	med cost	Research costs, savings and implementation of similar programs in Maryland or other states. Intern to develop program
Reduce or remove food waste from the solid waste stream by promoting home food composting and explore the possibility of a pilot food waste. collection program	Food waste can easily and effectively be composted on-site. Eliminating compostable material from the waste stream can result in lower waste disposal cost.	med cost	Research costs, savings and implementation of similar programs in Maryland or other states. Intern to develop program

## Buildings and Public Areas

Adopt a LEED or equivalent standard for new city buildings and major renovations when feasible.	Adhering to a LEED standard ensures a minimum level of environmentally responsible city development.	high cost	Example standards
Identify existing stormwater facilities within the City that are in need of maintenance and work with the owners (usually the County) to resolve issues.	Reducing flood risk, standing water and other facility failure has potential cost savings and environmental benefit	high cost	Existing gaps in storm water infrastructure; identity priority areas to target investment

Identify specific areas in the Paint Branch and Indian Creek watersheds that need stormwater improvements and seek funding partners to implement them.	Addressing flood events, standing water and other facility failure has potential cost savings and environmental benefit	high cost	Existing gaps in infrastructure; identify priority areas to target investment. Identify grant resources.
Support the Tree & Landscape Board's update of the City's Tree Inventory (last updated in 2013). Provide resources to maintain a GIS database of trees maintained by the city, city right of way boundaries, and location of underground and above ground utilities, and other information that should be considered in identifying appropriate tree locations.	Update will help determine where to plant new trees. Urban tree canopy benefits include: managing storm water runoff, reducing heat island, providing shade and improving health.	med cost	Develop position description for intern one semester per year and recruit from UMD.
Utilize data from the Tree Inventory update to develop a five-year plan to increase the number of new street trees in appropriate locations.	Plan will ensure that city meets goals set in the update to Vegetation Management Plan	med cost	Best practices to increase and maintain urban tree canopy
<b>Citywide Policies and Events</b>			
Create a Workflow Task Force (an inter-departmental group) to conduct a needs assessment for workflow improvements.	To prepare for a consultant identify potential workflow improvements, technology and resource needs	med cost	Specific needs and concerns of department. Identification of common concerns and opportunities streamline work across departments.
Adopt a "green preferred" purchasing policy that establishes standards for "green" products, such as recycled content, appliance efficiency, toxicity, and other criteria.	DPW already does this as a best practice but codifying the practice demonstrates the city's commitment to sustainability.	med cost	Sample policies such as the UMD procurement policy (Appendix). Identify a standard to adopt (i.e. Green Seal), and provide statement to vendors regarding the City policy and standards.

Develop a list that identifies suppliers for green products, particularly the most frequently purchased items (paper, printer toner, cleaning supplies).	This reinforces the city's commitment to sustainability.	med cost	Feedback from departments about what products they buy and from where.
Continue the Sustainability Task Force to promote sustainability practices within departments and offices and to periodically review the progress of the goals and strategies in this report	Smooths the implementation process of new recommendations.	med cost	Identify interested parties to participate in the task force. Task force membership should represent all city departments.
<b>Fleet and Transportation</b>			
Develop a green fleet purchasing policy that addresses fuel and energy efficiency as well as lifetime vehicle costs. Recognize that implementation costs could increase.	Reduce greenhouse gas emissions.	high cost	Data on the lifetime cost of vehicles is needed.
Evaluate cost-benefit of purchasing heavy-duty vehicles that use natural gas or other non-petroleum fuels.	Reduce greenhouse gas emissions.	high cost	Data collection
Clean up existing data files and formats used to track maintenance and create report templates with the relevant categories for all vehicles.	Enhanced data collection improves decision-making.	med cost	Training; data entry
Provide a cost-benefit analysis of switching existing diesel vehicles to bio-diesel.	Reduce greenhouse gas emissions and improve air quality.	med cost	Data collection

## City Operations Sustainability Plan Motion

### MOTION BY COUNCILMEMBER \_\_\_\_\_

#### **I Move to Express the Council’s Support for the City Operations Sustainability Plan, and Request that the City Manager Begin Implementation of the Plan.**

#### DISCUSSION [if necessary]:

In 2014 the City Council authorized an inter-departmental task force to develop a plan that would reduce carbon emissions and other environmental and unhealthy impacts created by City operations; coordinate sustainable practices across all City operations; position the City as an organization receptive to innovation and leading practices in sustainability; improve the quality of life for residents; and conserve financial and capital resources.

The task force has developed a City Operations Sustainability Plan that includes goals and recommended strategies for the following areas of City Operations:

- a. Solid Waste and Recycling
- b. Buildings and Public Areas
- c. City-wide Policies and Events
- d. Fleet and Transportation

The Implementation Plan identifies the responsible departments, the timelines, and the resources required to carry out the actions.

Reducing the impact of City operations on the environment will be challenging and require changes in City functions and services. However, other organizations, including the University of Maryland, have successfully implemented similar plans. With support from Council, commitment by staff, and excellent communications with residents, College Park can reduce its impact on the environment and become a regional leader in sustainability.

4

Program Year 42  
CDBG Application

## MEMORANDUM

**TO:** Mayor and Council

**THROUGH:** Scott Somers, City Manager  
Terry Schum, Director of Planning, Community and Economic Development *TS*

**FROM:** Steve Beavers, Community Development Coordinator *SB*

**DATE:** October 16, 2015

**SUBJECT:** CDBG PY42 Application

### ISSUE

Community Development Block Grant (CDBG) is a federally-funded program to develop viable communities. It helps implement community development initiatives such as enhancing living conditions and expanding economic opportunities. The upcoming round of funding through Prince Georges County is referred to as Program Year 42 (PY42). Applications are due by November 6.

### SUMMARY

Prince George's County receives an annual allocation from HUD which is then distributed to County municipalities on a competitive basis. CDBG eligible areas must include primarily low and moderate income (LMI) populations. CDBG funds are required to be used in LMI areas or for programs that directly benefit low and moderate income individuals. CDBG eligible areas in College Park include Old Town, Lord Calvert Manor and the Branchville, Berwyn, and Lakeland neighborhoods west of Rhode Island Avenue. In previous years, the City has used CDBG funding for sidewalks, street lighting and paving in eligible areas and has received an average of \$100,000 annually for these projects. The City has received no funding for the past two years.

This year, the County plans to distribute its approximately \$4.3 million total allocation across the following eligible categories:

Affordable Housing	\$1.60 million	37%
Economic Development	\$0.58 million	13%
Public Facilities and Infrastructure	\$0.74 million	17%
Public Services	\$0.65 million	15%
Planning & Admin	\$0.80 million	18%

The County will allow applicants to submit requests for multiple projects in this round, however, projects must be prioritized by the applicant. Staff proposes two potential application opportunities for the City which are detailed below.

### **Priority 1: College Park Art House (Economic Development Category)**

CDBG funding could support redevelopment of the property formerly occupied by the Barking Dog. A proposed partnership between Milk Boy and The Clarice Center for the Performing Arts can renovate the site into a 14,000 squarefoot, two-story restaurant and performance venue that will provide casual dining areas and multiple performance spaces. The property will contribute to the revitalization of the Route 1 corridor by generating approximately 150 new jobs with an average salary of \$42,940. Several partners have already pledged funding, including the State, the County and the University. The project is expected to result in more than \$1 million in new capital investment; transforming this currently vacant, but highly prominent downtown property into a regional entertainment destination. The project is close to being feasible, but needs additional funding. Staff proposes submitting a PY42 CDBG application for \$100,000 for the Art House.

### **Priority 2: Norwich Road (Infrastructure Category)**

As part of the City's annual Pavement Management Plan, the City Engineer has identified streets that are most in need of repairs. Planning staff consulted with the City Engineer to determine the street with the greatest funding need and he again identified Norwich Road between Princeton Avenue and Columbia Avenue as the highest priority. CDBG funding would be used to resurface the pavement, replace curbs and gutters and construct sidewalks. An application for this work was submitted for PY 40 and 41 (in 2013 and 2014 respectively) but was not funded due to increased competition in the infrastructure category. Staff proposes submitting a PY42 CDBG application for \$100,000 for Norwich Road.

### **RECOMMENDATION**

Staff recommends that the Council authorize the submission of two applications to the PY42 CDBG program, indicating that the Art House is our first priority and that Norwich Road is our second priority.

# 5

## City Marketing Efforts

## MEMORANDUM

**TO:** Mayor and Council

**THROUGH:** Scott Somers, City Manager  
Terry Schum, Director of Planning, Community and Economic Development 

**FROM:** Randall Toussaint, Economic Development Coordinator 

**DATE:** October 16, 2015

**SUBJECT:** City Marketing

### ISSUE

The Mayor and Council seek to have a discussion about past efforts to market the city and the type of marketing efforts to pursue in the future.

### SUMMARY:

#### *Past Initiatives*

- Branding Campaign: In 2013 the City of College Park contracted with idfive Informed Design to develop a strategic and tactical plan for implementing a new brand for College Park. The project sought to increase brand affinity and awareness for residents, non-residents, and businesses. The project resulted in the creation of a new brand, logo, and tag line for the community. The project culminated in the launch of College Park's "A Smart Place to Live" campaign with print and radio promotions. Approximately \$30,000 was spent on this effort.
- Marketing Collateral: In 2014 and 2015 the Department of Planning, Community & Economic Development adopted College Park's "A Smart Place to Live" campaign to create:
  - Residential/ Quality of Life brochures
  - Investment brochures
  - Trade show banners

Approximately \$10,000 per year is budgeted within the Economic Development program for marketing and advertising.

#### *Future Initiatives*

- Partnering with the University of Maryland Visitors' Center to promote the City of College Park with physical space within the center, interactive touch screens and community volunteers.

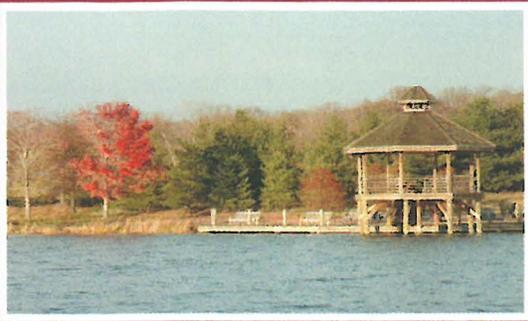
- Continue to promote the City of College Park's businesses and events on shopcollegepark.org and on ShopCollege Park's facebook page.
- Developing a LiveCollegePark promotion in conjunction with the Neighborhood Quality of Life Committee to market the city's neighborhoods, amenities and homeownership opportunities.

**RECOMMENDATION:**

Staff seeks Council's guidance on future marketing priorities.

**ATTACHMENT:**

Advertisement Portfolio



# “A Smart Place to Live”

Advertisement Portfolio

April 2013



A Smart Place to Live

City of College Park

# INTRODUCTION

In April 2012, the City of College Park selected idfive LLC to conduct research and create a brand that would raise awareness of the City's numerous assets and promote it as a great place to live and work.

Upon completion of the research, a logo and tagline were selected to market the City to potential residents, businesses, and visitors. Given a thriving university, an educated population, proximity to the nation's capital, and a growing transit network, the City of College Park was branded as "A Smart Place to Live."

In order to raise awareness and spark action, the following marketing efforts have been put in place:

- Print ads in The Diamondback and the Express
- Online ads on The Diamondback and Pandora Radio
  - Voiceover ads on Pandora Radio
- An online landing page with information for potential residents
  - A brochure for the business and development community
  - A brochure for prospective residents (still in development)

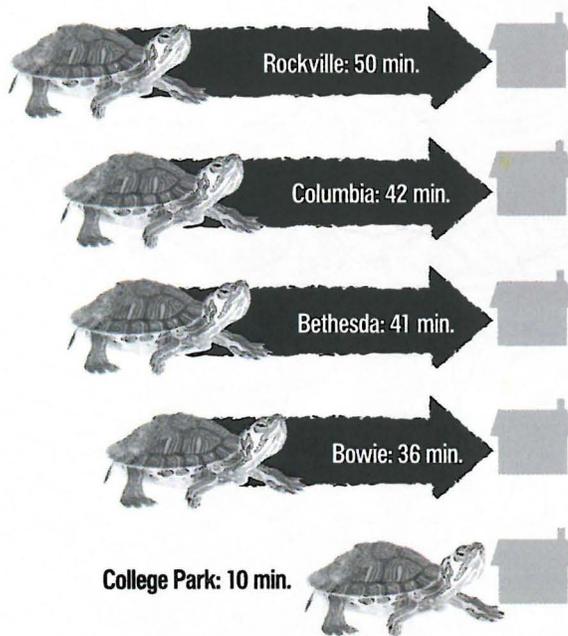
All advertisements are currently running, while the brochures will be printed and distributed in the near future.

Print  
Ad

# THE DIAMONDBACK

## Fear the commute?

### TRAVEL TIME FROM CAMPUS:



Estimated rush hour travel times provided by Google Maps

Making it home from the University of Maryland at rush hour can be...an experience. Unless you call College Park home.

Imagine getting from McKeldin Mall to your front steps in 10 minutes or less. Save gas. Save money. And use that extra time for kids' baseball games, biking a trail to Lake Artemesia or walking the dog through one of our historic neighborhoods.

Looking for a home in College Park?  
Get up to \$5,000 in home buying incentives.  
Visit [collegeparkmd.gov/LiveSmart](http://collegeparkmd.gov/LiveSmart) for details.

Enjoy everything college town life has to offer. Safe, affordable communities. Up and coming schools. Plenty of arts, shopping, and entertainment. And we're just five miles from the nation's capital.

**Why not live closer—and smarter?**

**Make the move to College Park.**



A Smart Place to Live  
[www.collegeparkmd.gov/livesmart](http://www.collegeparkmd.gov/livesmart)

## RUN DATES

April 29th

May 1st

May 6th

May 9th



# EXPRESS

A Daily Publication of the Washington Post

## Making home, sweet home smarter—and more affordable.

It's true. The D.C. region is pricey. Really pricey. Live smarter in College Park. As one of the most reasonably priced areas in the region, we are home to sustainable urban living, historic neighborhoods, and the University of Maryland. All just minutes from our nation's capital.

It all adds up to close-knit communities, a college town atmosphere and a thriving arts and entertainment scene. Minus the staggering price tag, of course.

Make College Park home and get up to \$5,000 in home buying incentives. Visit [collegeparkmd.gov/LiveSmartExpress](http://collegeparkmd.gov/LiveSmartExpress) for details.



### Average home price.\*

College Park	\$197,270
Silver Spring	\$442,597
D.C.	\$558,175
Bethesda	\$798,795

\*Based on data from Metropolitan Regional Information Systems, Inc. (MRIS).



A Smart Place to Live

## RUN DATES

April 30th

May 15th

May 8th

May 22nd

Online  
Ad

# PANDORA RADIO



RUN DATES

May 1st - June 30th



# PANDORA RADIO

“Moving? Live smarter in College Park, Maryland for a lot less. Historic neighborhoods. The college town experience. And just minutes away from DC. Click the ad to explore our neighborhoods and learn how to get five thousand dollars for your new home.”

RUN DATES

May 1st - June 30th

## Smarter. Closer. Home.

A smart place to live. It's not just our slogan. It's an invitation.

Home to the University of Maryland's flagship campus, we're a close-knit community with a college town atmosphere and big city benefits like an exciting arts and entertainment scene. We also offer sustainable urban living, easy access to the Metro, and historic neighborhoods where families have thrived for generations.

Only five miles from D.C., and less than an hour from Baltimore—we're in the middle of it all. Welcome home to College Park.

Get up to \$5,000 in home buying incentives through College Park's New Neighbors Program. Click here or call us at 240-487-3538.



**Find your new home.**

Browse the latest home listings in College Park.



**Explore the neighborhoods.**

View a map of our neighborhoods and learn about the amenities each offers.



**Experience the city.**

Find information on the best events, restaurants, services, and shops in College Park.

**68%** Approximate percentage of people in college park who have attended college.

Source: U.S. Census and the University of Maryland 2011 Student Housing Interest Analysis

**MOVING TO COLLEGE PARK**

- About the City
- Buying a Home
- Local Schools
- Renting an Apartment

**LIVING IN COLLEGE PARK**

- Events and Activities
- Local Government
- Local News
- Parks and Recreation
- Transportation

**City of College Park**  
4500 Knox Road  
College Park, MD 20740  
240-487-3538  
collegeparkmd.gov



A Smart Place to Live

College Park offers several incentives to assist business and development ventures:

- Commercial Tenant Improvement Program
- Business Assistance Fund
- Revitalization Tax Credit Program

Situated just minutes from the Nation's Capital, the City of College Park is home to the University of Maryland and a transforming main corridor. Since 2005, the US 1 corridor has seen the completion of over \$450 million in development projects, including nearly 3,500 student beds in luxury high rises. With the combination of a significant economic driver, over 30,000 highly-educated residents, abundant transit options, and an urbanizing core, College Park is certainly "A Smart Place to Invest."



City of College Park  
 6000 Kings Road  
 College Park, MD 20740  
 301-441-3332  
[www.collegeparkmd.gov](http://www.collegeparkmd.gov)



### Growing Audience

College Park's primary trade area offers an expanding market with high visibility.

- Population: 71,067 **↑ 13%**
- Avg. HH Income: \$81,065 **↑ 36%**
- Med. HH Income: \$61,318 **↑ 25%**
- Daytime Employees: 45,500
- UMD Students: 37,500
- UMD Employees: 13,000
- Annual Visitors: 1,200,000

\* 2011 data with comparison to 2010 data, where available

### Superior Location

Located inside the Beltway, College Park is situated conveniently between Washington, D.C., Baltimore and Annapolis. The City is:

- Home to Maryland's flagship University
- Minutes to I-295, I-95, and Baltimore-Washington Parkway
- Highly visible with daily volume on Route 1 exceeding 40,000 trips
- Connected to D.C. and Baltimore by rail
- Expected to connect with Bethesda and New Carrollton through the Purple Line

Nearly 70% of College Park residents have attended some level of College, with more than 25% earning a graduate or professional degree.

### Development Potential

Recent market studies found an unmet demand for grocery stores, restaurants, and a variety of housing. From Route 1 to our Metro station, College Park offers numerous redevelopment opportunities.

Home to Maryland's largest research park with 9,200 employees at build out



# 6

## FY '16 Budget Amendment



## MEMORANDUM

**TO:** Mayor & Council  
**THROUGH:** Scott Somers, City Manager  
**FROM:** Stephen Groh, Director of Finance  
**DATE:** October 15, 2015  
**SUBJECT:** FY2016 Budget Amendment #1

The attached FY16 budget amendment #1 utilizes the fiscal year 2015 surplus of \$1,512,866 to:

1. Increase the FY16 budgeted expenditure for repayment to the General Fund of the MSRP prior service credit purchase by \$1,000,000, shortening the repayment period by 4 years, and
2. Provide \$500,000 in additional funding for the City Hall Expansion (C.I.P. project 041003) to cover design and construction of a new City Hall.

As we generated an FY15 surplus of \$1,512,866, we believe that these are the most beneficial uses for this surplus funding. The MSRP repayment reduces the budgeted liability to the General Fund and the City Hall project funding will ultimately reduce the amount the City has to borrow for a new City Hall. This transfer would increase the City's C.I.P. reserve in the project to \$2,900,000.

After this budget amendment is adopted and effective, the unassigned reserve will equal 25.51% of the amended FY16 expenditure budget.

## ORDINANCE 15-O-05

### An Ordinance of the Mayor and Council of the City of College Park to Amend the Fiscal Year 2016 Operating and Capital Budget of the City of College Park, Maryland (Amendment #1)

WHEREAS, the Mayor and Council of the City of College Park, Maryland did adopt a budget for the fiscal year beginning July 1, 2015 and ending June 30, 2016 (hereinafter referred to as “Fiscal Year 2016” or “FY2016”) on May 26, 2015 by the enactment of Ordinance 15-O-03; and

WHEREAS, the Mayor and Council of the City of College Park, Maryland desire to amend the FY2016 adopted budget in order to provide an increased expenditure budget and an additional interfund transfer to a Capital Improvement Program (“C.I.P.”) project.

NOW, THEREFORE, BE IT ORDAINED, by the Mayor and Council of the City of College Park, Maryland, that the budget for fiscal year 2016 be, and hereby is, amended in accordance with the following schedule, with said amendments being indicated by asterisks in the right column. The individual budget amendment changes are itemized in Appendix A, attached hereto and incorporated herein by this reference.

#### General Fund

	<u>Budget as Adjusted</u>	<u>As Amended by this Ordinance</u>
<b>Revenues</b>		
Taxes	\$ 10,900,642	\$ 10,900,642
Licenses & Permits	1,193,935	1,193,935
Intergovernmental	261,772	261,772
Charges for Services	999,078	999,078
Fines & Fees	2,510,600	2,510,600
Miscellaneous Revenues	<u>194,569</u>	<u>194,569</u>
<i>Total Operating Revenues</i>	\$ 16,060,596	\$ 16,060,596
<b>Non-Revenue Receipts</b>		
Interfund Transfer from Parking Debt Service Fund	257,392	257,392
Use of Unassigned Reserve	<u>0</u>	<u>1,500,000</u> *
<b>Total Revenues</b>	<b><u>\$ 16,317,988</u></b>	<b><u>\$ 17,817,988</u></b> *

**Expenditures**

General Government	\$ 3,305,207	\$ 4,305,207 *
Public Services	4,019,776	4,019,776
Planning, Community & Economic Development	664,463	664,463
Youth, Family & Senior Services	1,114,881	1,114,881
Public Works	5,215,750	5,215,750
Contingency	10,000	10,000
Debt Service	557,411	557,411
Interfund Transfers to Capital Projects Fund	<u>1,430,500</u>	<u>1,930,500</u> *
<b>Total Expenditures</b>	<b><u>\$ 16,317,988</u></b>	<b><u>\$ 17,817,988</u></b> *

Parking Debt Service Fund

	<u>Budget as Adjusted</u>	<u>As Amended by this Ordinance</u>
<b>Revenues</b>		
Highways & Streets		
Parking Meter Revenue	\$ 205,000	\$ 205,000
Fines		
Parking Fines Revenue	<u>45,000</u>	<u>45,000</u>
<b>Total Revenues</b>	<b><u>\$ 250,000</u></b>	<b><u>\$ 250,000</u></b>

**Expenditures**

Interfund Transfer to General Fund	<u>\$ 257,392</u>	<u>\$ 257,392</u>
<b>Total Expenditures</b>	<b><u>\$ 257,392</u></b>	<b><u>\$ 257,392</u></b>

BE IT FURTHER ORDAINED that:

1. All matters and facts contained in Ordinance 15-O-03 other than the amendments contained herein shall remain in full force and effect;
2. In addition to the projected General Fund operating revenue of \$16,060,596, the amount of \$1,500,000 is appropriated from the unassigned reserve and the sum of \$257,392 is transferred from the Parking Debt Service Fund;
3. This budget amendment Ordinance provides for an increased expenditure budget and an additional interfund transfer to the Capital Improvement Program (C.I.P.), as itemized in Appendix A, attached hereto and incorporated herein by this reference. The net result is a \$1,500,000 increase in the budgeted use of

unassigned reserve from \$0 to \$1,500,000 in order to utilize a fiscal year 2015 surplus of \$1,500,000, and

4. This Ordinance shall become effective at the expiration of twenty (20) calendar days following its adoption.

AND BE IT FURTHER ORDAINED by the Mayor and Council of the City of College Park, Maryland that, upon introduction of this Ordinance, the City Clerk shall distribute a copy of the same to each council member and shall publish a fair summary of this Ordinance in a newspaper having general circulation in the City, together with a notice setting out the time and place for a public hearing hereon and for its consideration by the Council.

A public hearing will be held on the proposed Ordinance at \_\_\_\_\_ p.m. on the \_\_\_\_\_ day of \_\_\_\_\_, 2015 in the Council Chambers, City Hall, 4500 Knox Road, College Park, Maryland. The public hearing will be held in connection with a regular Council meeting. All persons interested will have an opportunity to be heard. After the public hearing, the Council may adopt the proposed Ordinance, with or without amendment, by the affirmative vote of at least six (6) members of the Council. It shall become effective twenty (20) days following its adoption. After its adoption, the City Clerk shall have a fair summary of the Ordinance and notice of its adoption published in a newspaper having a general circulation in the City of College Park, and shall have copies of the adopted Ordinance available at City offices.

Introduced on the \_\_\_\_\_ day of \_\_\_\_\_, 2015

Adopted on the \_\_\_\_\_ day of \_\_\_\_\_, 2015

Effective on the \_\_\_\_\_ day of \_\_\_\_\_, 2015

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Andrew M. Fellows, Mayor

ATTEST:

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Janeen S. Miller, CMC, City Clerk

APPROVED AS TO FORM:

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Suellen M. Ferguson, City Attorney

**CITY OF COLLEGE PARK, MARYLAND**  
**Ordinance 15-O-05, Appendix A**  
**Itemized FY2016 Budget Amendment #1 Changes**

Program	Description	Increase (Decrease)
Revenues- Unassigned Reserve Transfer 399.00	<b>Use of Unassigned Reserve in Adjusted Budget</b>	<b>\$ 0</b>
Gen Govt- Finance-Non Departmental- 1025	Increase FY16 budgeted repayment to the General Fund for the MSRP prior service credit purchase from \$250,000 to \$1,250,000 in order to shorten the repayment period (account 1025-1127).	1,000,000
Interfund Transfers-9210	Provide \$500,000 in additional funding for the City Hall Expansion (C.I.P. project 041003) to cover design and construction of a new City Hall.	<u>500,000</u>
Revenues- Unassigned Reserve Transfer 399.00	<b>Use of Unassigned Reserve in Amended Budget</b>	<b><u>\$ 1,500,000</u></b>

# 7

## Proposed amendments to City Code/Charter regarding Finance and Budget

(This material will be  
provided next week.)

# 8

## Comprehensive Board and Committee Review

## **MEMORANDUM**

**TO:** Mayor and City Council

**FROM:** Janeen S. Miller, City Clerk

**THROUGH:** Scott Somers, City Manager

**DATE:** October 16, 2015

**RE:** 2015 Comprehensive Review of Council Advisory Boards:  
Operational Matters

### **ISSUE**

The Mayor and City Council are undertaking a comprehensive review of their advisory Boards. At the October 6 Worksession, the Mayor, Council and City staff discussed operational matters.

### **SUMMARY**

Below is a summary of notes taken at the October 6 Worksession:

- Revise the financial policy – see attached.
- Provide a written description of the role of the Staff Liaison – see attached.
- Committees should provide an annual written report to the Mayor and Council; provide a template that they can follow – see attached.
- Remind chairs about the three absences rule.
- Clarify that members must attend meetings, but that people can participate in board activities without being a member.
- Schedule a discussion about allowing a member to attend a meeting by phone – this will be discussed with the Council in January
- Publicize/Highlight committee vacancies - currently under discussion.

### **RECOMMENDATION**

The Mayor and Council are requested to review and comment on the updated “Important Reminders” memo, now renamed “Rules and Regulations Pertaining to City-appointed Boards,” which includes as attachments, 1) the role of the staff liaison, 2) the annual report template and the 3) draft financial policy.

### **Attachments**

1 – Rules and Regulations Pertaining to City-appointed Boards

## MEMORANDUM

**TO:** Chairs, Members, and Staff Liaisons of City-appointed Authorities, Boards, Committees and Commissions

**FROM:** Janeen S. Miller, City Clerk  
Yvette T. Allen, Assistant City Clerk

**DATE:** October 15, 2015

**RE:** Rules and Regulations pertaining to Council-Appointed Boards

Following are the City of College Park Rules and Regulations pertaining to Council-appointed Authorities, Boards, Committees and Commissions (“Boards”). Please review and let us know if you have any questions.

1. Boards are assigned a Staff Liaison and a Contract Secretary. Their roles are described on Attachment 1.
2. The Maryland Open Meetings Act requires that all meetings of City-appointed Boards be advertised to the public in advance. Please provide the City Clerk’s office with advance notice of your meeting so that we may properly advertise it on the city calendar and cable channel. We must also receive notice of, and advertise, a meeting cancellation in the same way, so please inform us of any cancellations as well.
3. Meeting rooms at City buildings must be reserved in advance through our office. Our contact information is below.
4. The Maryland Open Meetings Act requires that all meetings of City-appointed Boards be open to the public. If you believe that your Committee must meet in closed session, please contact the City Clerk in advance to discuss the request and obtain authorization. Meetings may only be closed to the public for certain reasons and specific procedures must be followed. Closed meetings must be advertised in the same manner as open meetings.
5. Committee members must be physically present in the room where the meeting is being held in order to count toward the number needed for a quorum and vote on any matter. Members may listen and participate in a discussion by telephone, but their presence on the phone does not contribute to the quorum requirement nor are they allowed to vote by telephone.
6. There must be a minute taker at your meeting so that an appropriate record may be kept. Please keep your staff liaison and your assigned contract secretary informed of any changes to meeting date, time or location. If a secretary is not present, please record your meeting so that another individual can prepare the minutes later. Approved minutes are circulated to the

Mayor and City Council, and are posted on the City's website, by the City Clerk's office. Audio recordings and minutes are maintained by this office.

7. A City appointed Board must receive prior approval from the City Council before issuing a position or opinion in writing. If your Board is considering taking a position on a matter (for instance, writing a letter in support of, or opposition to, an issue) please submit a draft to the City Clerk's office so that we may place it before the Council for their consideration. Please allow ample time for the Council to review your request.
8. Chapter 38, Ethics, of the College Park City Code requires that a member of any Board, Commission, Committee or Authority of the City of College Park, whether salaried or not, who is appointed to such position by action of the Mayor and Council, complete an annual "Financial Disclosure Statement." These are due for every new appointment, and then annually by April 30. In addition, members have an ongoing duty to report conflicts of interest as they arise using a "Report of Actual or Potential Conflict of Interest" which is also provided to every new appointment, and then annually thereafter.
9. The Chair or Staff Liaison should immediately notify the City Clerk's office of any changes to the committee roster, such as a resignation, new Chairperson, new contact information, etc. Nominations and reappointments to committees are made by the Mayor and Council and coordinated by the City Clerk's office. Please inform the Clerk's office of anyone who is interested in joining your committee, or if you have members who aren't attending meetings.
10. Members who miss three consecutive meetings may be removed from their position on the Board following the procedures set forth in Section 15-1 of the City Code. If a Board member misses three consecutive meetings, please contact the City Clerk's office to discuss.
11. Pursuant to Council Resolution 15-R-13, City-appointed Boards that wish to officially honor past members and/or spend City funds to do so, must send the recommendation of the body to the City Council for Council review and action.
12. Boards are requested to submit an annual written report to the City Council. See Attachment 2 for guidance.
13. Boards must adhere to the attached financial policy statement (Attachment 3). Please contact the City Clerk or Finance Director if you have any questions about how this relates to your Board's operations.

We hope this information is helpful. If you have any questions, comments or concerns, please don't hesitate to contact us at 240-487-3501. We are here to support you!

Attachments:

- 1 – Role of Staff Liaison and Contract Secretary
- 2 – Template for Annual Report
- 3 – City of College Park Financial Policy Pertaining to Boards

## **Attachment 1**

### **Role of Staff Liaison to City-appointed Boards**

The staff liaison for Council-appointed Boards, Committees, Commissions and Authorities (“Boards”) serves a supporting administrative role that will vary somewhat depending on the mission of the Board. In general, however, the duties of the staff liaison include the following:

1. Facilitate the Board in carrying out their established mission and directives from the City Council. Any request by the Board that the staff liaison perform duties outside of the Board’s established mission will require discussion and approval of the City Manager and Department Director.
2. Send meeting notices to Board members and the Contract Secretary.
3. Assist in preparation of meeting materials (i.e. agendas) and make copies for the meeting.
4. Facilitate general “housekeeping” matters, such as the timely approval of minutes, processing invoices, reporting three consecutive absences to the Clerk, and preparation of required reports.
5. Ensure that the Board follows the general rules set forth by the City including compliance with the Maryland Open Meetings Act (in consultation with the City Clerk).
6. Inform the City Clerk’s office of the meeting schedule and changes in the roster, and reserve meeting rooms.
7. Provide publicity to the City Clerk’s office for special events.
8. Serve as the liaison between the Board and City departments and/or City Council, as needed.

### **Role of Contract Secretary**

The Contract Secretary will attend the Board meeting, record and type a set of minutes, submit draft minutes within 10 days of the meeting, make final corrections, and provide the Clerk’s Office with the approved minutes and meeting tapes. Minutes are defined as a fair summary of discussions and/or actions taken by the board, and are not verbatim transcriptions.



**City Policy Regarding Fundraising and Funds Held  
For City-appointed Authorities, Boards, Commissions and Committees (“Boards”)  
Or For Outside Entities**

**I. Fundraising**

City-appointed Authorities, Boards, Commissions and Committees (“Boards”) may raise funds only with permission of the City, in a manner and for a purpose consistent with their charter. This requirement is necessary because each group is identified with the City, and potential donors will rely upon the fact that the City endorses the activity. Before soliciting donations, a City-appointed group must approve by resolution the purpose for and eventual use of the donations. Any funds received as part of this effort must promptly be deposited with the City’s Finance Department. When available, the name of the donor and purpose of the deposit must be provided to the Finance Department. The Finance Department will issue a receipt for the donation when required or requested.

Funds raised for a specific purpose may not be used by any Board for a different purpose. The Finance Department will disburse funds only for an approved purpose. Approved purposes would include:

- Support of City-approved programs and initiatives.
- Support of activities that promote the purposes of the group as identified in their charter.
- Use of funds for programs/initiatives included in the group’s budget allocation from the City.

Social events for group members are not approved purposes for use of donated funds.

The same rules apply to solicitation of goods or services by a City-appointed group.

If there is a question about whether the proposed use of funds, goods or services is appropriate, the Board should contact the Finance Director or the City Clerk before committing any funds.

**II. Administration of funds deposited with the City**

At times, the City is asked to hold and disburse funds for outside groups (i.e., donations to the College Park Estates/Yarrow Neighborhood Watch or for the Berwyn Mural). If the City holds and administers these funds, administrative burdens on the outside groups are reduced. In addition, for outside groups and City Boards, donations to the City allow the donors to claim a deduction on their taxes. Once received, such funds are entrusted to the City for a specific purpose. The City has a fiduciary and legal responsibility pertaining to their disbursement, which is based on the donor’s intent and IRS rules and regulations. In order for the City to administer funds properly, the purpose of the donation must be clear and must be followed. Expenditures will only be made within the approved donation purposes.

If a Board or an outside group is unable to adhere to these rules, then the City will be unable to administer those funds on their behalf.

# 9

## Appointments to 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.

<b>Advisory Planning Commission</b>			
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
Kate Kennedy 08/11/15	District 1	Mayor	08/18
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>			

<b>Aging-In-Place Task Force</b>			
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.
Darlene Nowlin 10/14/14	Resident 2	District 4	
VACANT	Resident 3		
Lisa Ealley 01/27/15	Resident 4	District 1	
Judy Blumenthal 01/27/15	Resident 5	District 1	
Dave Dorsch 03/10/15	Resident 6	District 3	
Helen Barnes 04/15/15	Resident 7	District 3	
VACANT	Resident 8		
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>			

<b>Airport Authority</b>			
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
Dave Dorsch 08/11/15	District 3	M&C	08/18
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.			

<b>Animal Welfare Committee</b>			
Appointee	Resides in	Appointed by	Term Expires
Lois Donaty 07/14/15	District 2	M&C	07/18
Dave Turley 3/23/10	District 1	M&C	03/16
Christiane Williams 5/11/10	District 1	M&C	03/18
Patti Stange 6/8/10	Non resident	M&C	02/17
Taimi Anderson 6/8/10	Non resident	M&C	02/18
Suzie Bellamy 9/28/10	District 4	M&C	04/17
Nick Brennan 05/26/15	District 2	M&C	05/18
10-R-20: Up to fifteen members appointed by the Mayor and Council for three-year terms. Not a compensated committee. Liaison: Public Services.			

<b>Board of Election Supervisors</b>			
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.			

<b>Cable Television Commission</b>			
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.			

<b>College Park City-University Partnership</b>			
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.			

<b>Citizens Corps Council</b>			
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.

<b>Committee For A Better Environment</b>			
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
Kennis Termini 01/14/14	District 1	M&C	01/17
Matt Dernoga 12/09/14	District 1	M&C	12/17
Karen Garvin 04/28/15	District 1	M&C	04/18
Susan Keller 05/26/15	District 1	M&C	05/18
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.			

<b>Education Advisory Committee</b>			
Appointee	Represents	Appointed by	Term Expires
Cory Sanders 09/24/13	District 1	M&C	09/15
Charlene Mahoney 12/11/12	District 2	M&C	02/17
VACANT			
VACANT			
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 04/22/14	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.			

<b>Ethics Commission</b>			
Appointee	Represents	Appointed by	Term Expires
Edward Maginnis 09/13/11	District 1	Mayor	08/15
Joe Theis 05/12/15	District 2	Mayor	05/17
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>			

<b>Housing Authority of the City of College Park</b>			
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	05/01/20
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>			

<b>Neighborhood Quality of Life Committee</b>			
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	10/17

Bonnie McClellan	City Resident 3	City Council	04/16
Christine Nagle	City Resident 4	City Council	04/16
Bob Schnabel	City Resident 5	City Council	08/17
Ryan Belcher	City Resident 6	City Council	09/17
Cole Holocker	UMD Student 1	City Council	11/16
Adler Pruitt	UMD Student 2	City Council	09/17
Taylor Roethle	UMD Student 3	IFC	09/17
VACANT	UMD Student 4		
VACANT	UMD Student 5	Nat'l Pan-Hell. Council, Inc. / United Greek Council	
Drew Hogg	Graduate Student	GSG Representative	09/17
VACANT	Student Co-Operative Housing	City Council	
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 Biffl	Rental Property Owner	City Council	02/16
Paul Carlson	Rental Property Owner	City Council	03/16
<p>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.</p>			

<b>Neighborhood Watch Steering Committee</b>			
	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 04/22/14	District 2	M&C	04/16
<p>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.</p>			

<b>Noise Control Board</b>			
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
<p>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.</p>			

<b>Recreation Board</b>			
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	10/18
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
	Mayoral	Mayor	
<p>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.</p> <p>*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.</p> <p>** 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.</p>			

<b>Tree and Landscape Board</b>			
Member	Represents	Appointed by	Term Expires
Christine O'Brien 08/11/15	Citizen	M&C	08/17
John Krouse	Citizen	M&C	10/16
Eric Hoffman 08/11/15	Citizen	M&C	08/17
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		
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.			

<b>Veterans Memorial Improvement Committee</b>			
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.			