

City of College Park 2015–2020 Strategic Plan Action Plan

#	Level	Name	Status	Due	Notes and Actions
1	Goal	One College Park	On Track		
1.1	Action Item	Increase positive interaction among neighbors, including long-term residents and UMD students, faculty, and staff	On Track	12/31/2017	Third Thirsty Thursdays, SGA-sponsored trash collection in Old Town, neighborhood trash collections in other areas, and Knock and Talks should help improve positive interactions.
1.2	Action Item	Promote cooperation among neighborhoods and the City as a whole	Not Started	12/31/2016	
1.3	Action Item	Facilitate a range of quality housing options that respect neighborhoods	On Track		City has provided significant support to facilitate new SF homes on Howard Avenue.
1.4	Action Item	Develop communications and community engagement plans that will significantly improve the City's impact and capacity in these areas	On Track	6/30/2017	
1.4.5	Action Item	Research and implement measures that allow residents to age in place	On Track	12/31/2016	
1.4.5.4	Action Item	Increase owner-occupancy of the existing single-family homes	On Track		City program amended to facilitate joint grants with CPCUP.
1.5	Action Item	Develop a marketing plan for the City	Not Started	12/31/2016	This can be incorporated into the communications plan. We can ID a framework to proceed, and if we want a more robust plan and implementation we'll need \$ in the next budget.

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2	Goal	Environmental Sustainability	On Track		
2.1	Action Item	Execute the permaculture plan in partnership with residents and organizations	On Track		<p>“The Permaculture Garden, Phase 1 was planted in October, 2014 and involved volunteer installation of 94 trees, shrubs, and perennials. Approximately 90% of these plantings survived their first growing season and a handful have produced small quantities of edible fruit. A group of volunteers coordinated by the CBE has conducted several maintenance days to help keep the weeds in check.</p> <p>Per City Council Resolution 14-R-22, adopted July 15, 2014, expansion of the permaculture area further south along the Trolley Trail requires the combined support and approval of the CBE, the TLB, the City Horticulturist, Planning Staff and the City Council.</p>
2.2	Action Item	Develop a plan for community gardens in partnership with residents and organizations	On Track		Two neighborhoods have been identified for new community gardens in the near future: Calvert Hills and North College Park. The potential Calvert Hills location is site-specific and dependent on a favorable agreement between the City and the property owner, WMATA. Several potential sites in North College Park have also been identified. A discussion on the North College Park locations is scheduled for the December 6, 2016 Council Worksession.
2.3	Action Item	Adopt a City Operations Sustainability Plan that will reduce solid waste and increase recycling; increase fleet efficiency; increase energy efficiency of facilities; and reduce electrical demand; and annually monitor City progress	Achieved	11/1/2015	
2.4	Action Item	Develop a Community Sustainability Plan that includes support for solar energy	Not Started	3/31/2018	
2.5	Action Item	Partner with the UMD Partnership in Active Learning for Sustainability (PALS)	Not Started		City providing funding to EFC and/or Center for Smart Growth to develop projects with UMD staff on stormwater. If the projects move forward, the structure would be similar to the PALS program.
2.6	Action Item	SWPPP with County and consultant--Bowen)	On Track	12/31/2016	Bowman Consultants presented 5 concept plans for 5 separate locations in the Hollywood Area to the NCPA on September 8th.
2.7	Action Item	Complete purchase and development of Hollywood Gateway Park	On Track		Council approved contract and transaction should be done by end of October.

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3	Goal	High Quality Development and Reinvestment	On Track		
3.1	Action Item	Promote and focus economic investment in these priority development areas, and include public art in the develop plans or as separate initiatives (added November 2015).	On Track		This is an ongoing activity.
3.1.1	Action Item	1.Downtown College Park (from the City limits south of Guilford Drive to College Avenue) to implement the University District Vision Plan.	On Track	6/30/2017	Ongoing.
3.1.2	Action Item	2. College Park metro station area	Not Started	12/31/2016	
3.1.3	Action Item	3. Baltimore Avenue corridor area to create walkable nodes and promote residential infill	On Track	12/31/2016	Ongoing.
3.1.4	Action Item	4. Hollywood Commercial District to evaluate options for redevelopment	Achieved		No opportunities identified at this time. Council interest in developing specific incentives or taking other actions to facilitate redevelopment
3.1.5	Action Item	5. City-owned Calvert Road property to create a strategy for redevelopment and use	On Track		Council approved consultant to assist the City in negotiations for Calvert Rd. Firm for remediation assessment (not removal) will be selected in October.
3.1.6	Action Item	6. Berwyn Commercial District to revise zoning to allow more neighborhood-serving uses; work with community and M-NCPPC	Not Started	12/31/2017	
3.1.7	Action Item	7.North core of the Greenbelt Metro Station development to work with stakeholders to maximize the benefits and minimize the negative impacts on College Park residents (including proposed Greenbelt FBI location and accompanying retail)	On Track		Additional work will depend on the GSA decision for the relocation of the FBI.

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3.2	Action Item	Monitor plans and progress of the University of Maryland Innovation District with the goal of ensuring long-term economic benefits and job growth for the City of College Park	Not Started	12/31/2017	
3.3	Action Item	Support and attract diverse, locally-owned retail and restaurant establishments	On Track	6/30/2017	
4	Goal	Quality Infrastructure	On Track		
4.1	Action Item	Implement a comprehensive network of trails and sidewalks	Not Started	6/30/2019	
4.2	Action Item	Facilitate Phase 1 of Baltimore Avenue reconstruction and sidewalk project	On Track	6/30/2018	TIGER grant application not awarded. City has not received confirmation regarding State reimbursement if City was involved in partial takings for ROW.
4.3	Action Item	Facilitate sidewalk project on Baltimore Avenue from Greenbelt Rd. to I-495	On Track	12/1/2016	There are 6 right-of-entry agreements to be acquired. Construction could begin as early as this fall or as late as next spring depending on the outcome of our meeting. SHA has D&F Construction Company on stand by to construct the sidewalk improvements.
4.4	Action Item	Build a new City Hall	Off Track		UMD and City drafting letter to property owner of two parcels. City has hired consulting firm to assist with negotiations.
4.5	Action Item	Expand parks, playgrounds, and open space	On Track		
4.6	Action Item	Ensure effective public safety infrastructure and evaluate surveillance cameras and locations	On Track	12/30/2016	Security camera system is continuously evaluated for continuity of service. New locations when possible are evaluated for most cost/benefit effectiveness
4.7	Action Item	Implement a bike share program	Achieved	9/30/2016	

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#	Level	Name	Status	Due	Notes and Actions
5	Goal	Effective Leadership	On Track		
5.1	Action Item	Develop a highly effective partnership between Council and staff	On Track		Council retreat held in the spring of 2016 and possible retreat for end of 2016 or early 2017.
5.2	Action Item	Develop a continuous learning program for staff	Off Track		
5.3	Action Item	Prepare for staff retirements	Off Track		Difficult to obtain information from staff regarding possible retirement dates.
6	Goal	Excellent Services	Off Track		
6.1	Action Item	Establish meaningful and effective performance measures and assess department performance	On Track	12/31/2016	Measures are part of the new quarterly reports and will be part of the FY18 budget.
6.2	Action Item	Streamline City department business processes involving multiple steps and departments by evaluating service procedures and by utilizing technology more effectively	On Track	10/31/2016	The following services are being reviewed: compost, code enforcement and permitting, communications, resident requests and tracking, and IT. Reports are due at the end of 2016.
6.3	Action Item	Implement online payment for City services	On Track	12/31/2016	This was put on hold due to the focus on Sungard training and review
6.4	Action Item	Implement online payment for permits and enable online submission of permit applications.	Off Track	10/31/2016	Online permitting is not possible, online application payment is and an added project. Permits need to be reviewed by staff.
6.5	Action Item	Support a new north County animal care facility	On Track		waiting for PGAMD consultant report
6.6	Action Item	Improve public schools serving College Park children through collaboration with strategic partners, including Prince George’s County Public Schools, local PTAs, and the University of Maryland	On Track		
6.7	Action Item	Conduct Citywide Compensation and Job Classification Review	On Track	11/30/2016	
6.8	Action Item	Research ordinances in other jurisdictions to regulate parties and large gatherings	On Track	12/31/2016	Survey of MD municipalities was distributed which included this issue