



## City Vision

The City of College Park is a vibrant and prosperous top 20 college town, which has established collaborative relationships with the residents, the University, businesses, non-profit sector, and other governments that benefit the entire community. The City is known for distinctive and connected neighborhoods, thriving commercial districts, cultural amenities, attractive green space and streetscapes, convenient transportation systems serving all users, and a strong sense of community pride.

## City Mission

The City of College Park provides open and effective governance and excellent services that enhance the quality of life in our community.

## City Goals

Goals are the long-term overarching areas in the City or “things that must go well” for the City to achieve its vision. The 2020 Strategic Plan Goals are:

### **Goal 1: One College Park**

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

### **Goal 2: Environmental Sustainability**

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

### **Goal 3: High Quality Development and Reinvestment**

The City works with partners to facilitate investment along Baltimore Avenue, in the College Park metro station area, Berwyn Commercial District, and the Hollywood Commercial District to expand commercial development and housing options and increase the tax base to finance improvements in services and infrastructure.

### **Goal 4: Quality Infrastructure**

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

### **Goal 5: Effective Leadership**

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

### **Goal 6: Excellent Services**

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

## City Values

### ***Open and Effective Government***

The City conducts its business in a lawful, open, and democratic manner. The City values communication and public discussion on issues affecting the City.

### ***High-Performing, Dedicated, and Valued Employees***

City staff provide the highest level of service possible. They act with honesty and integrity and are empowered to solve problems. The City values and rewards excellent performance.

### ***Sustainability and Long-term Planning***

The City is committed to a sustainable built environment and active stewardship of our natural resources. The City’s long-term planning contributes to the well-being and prosperity of our community.

### ***Fiscal Responsibility***

The City maintains appropriate financial reserves, provides accurate financial information for decision-making, and spends revenue as effectively as possible.

### ***Collaboration***

The City values teamwork across departments and between Council and Staff. The City will strive to have productive, collaborative relations with the University, the County, the State, and neighboring jurisdictions in order to improve the City and the region.