### CITY OF COLLEGE PARK, MARYLAND
### REGULAR COUNCIL MEETING

**AGENDA ITEM 19-R-06**

**Prepared By:** Kacy Rohn  
Community Development Planner  
**Meeting Date:** April 9, 2019  
**Presented By:** Janeen S. Miller  
City Clerk  
**Consent Agenda:** Yes

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<tr>
<th><strong>Originating Department:</strong></th>
<th>Planning, Community, and Economic Development</th>
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<td><strong>Action Requested:</strong></td>
<td>Amend the resolution that established the Complete Count Committee to increase the committee’s size.</td>
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<td><strong>Strategic Plan Goal:</strong></td>
<td>Goal 1: One College Park</td>
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**Background/Justification:**
At the first meeting of the City’s Complete Count Committee on March 28, 2019, committee members expressed interest in identifying a University of Maryland student member. The committee is currently fully appointed with ten members. In order to allow the appointment of a student member, and the potential appointment of one additional member should a future need be identified, staff recommends the adoption of Resolution 19-R-06 (Attachment 1), which amends the committee’s composition to include up to twelve members.

**Fiscal Impact:**
None

**Council Options:**
#1 Adopt Resolution 19-R-06  
#2 Do not modify the Complete Count Committee at this time.

**Staff Recommendation:**
#1

**Recommended Motion:**
*I move to adopt Resolution 19-R-06 to amend the composition of the Complete Count Committee.*

**Attachments:**
Attachment 1: Resolution 19-R-06
A RESOLUTION OF THE MAYOR AND COUNCIL
OF THE CITY OF COLLEGE PARK
AMENDING THE COMPOSITION OF THE
COMPLETE COUNT COMMITTEE

WHEREAS, the next decennial census will occur in the spring of 2020; and

WHEREAS, the Mayor and Council have determined it is in the public interest to ensure an accurate and complete census count; and

WHEREAS, locally-led efforts are best able to identify barriers, raise awareness and motivate residents to respond to the census; and

WHEREAS, the U.S. Census Bureau has asked tribal, state, and local governments to establish committees to lead census awareness campaigns; and

WHEREAS, the Mayor and Council established a ten-member Complete Count Committee through Resolution 18-R-14 adopted on October 9, 2018; and

WHEREAS, the Complete Count Committee is fully appointed with ten people and now desires to add additional members, including a student member.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of College Park that the composition of the Complete Count Committee be, and it is hereby, amended as follows:

1. **Charge:** The Complete Count Committee (the “Committee”) is charged with developing and executing an outreach strategy and action plan to raise awareness of the 2020 Census and increase participation by City residents. The Committee will identify hard-to-count populations, neighborhoods with low census participation rates, and potential barriers to resident participation, and develop and implement strategies to address these obstacles. The Committee’s recommendations shall also address grassroots outreach, marketing campaigns, promotional events and materials, and the use of City resources for outreach activities.

2. **Composition:** The Committee shall be composed of up to ten (10) TWELVE (12) members who shall be appointed by the Mayor and Council. The Mayor and Council may consider representation from target groups in making their appointments, including:
   - Council members, to serve as liaisons to the full Council (2);
   - University of Maryland staff, possibly represented by the Department of Resident Life and the Office of Community Engagement (2);
   - University of Maryland students, possibly represented by the Student Government Association and Interfraternity Council (2);
• The senior community, possibly represented by a Seniors Committee or Neighbors Helping Neighbors member (1);
• The Hispanic Parent Support Group (1);
• A community association, possibly represented by the College Park Arts Exchange (1); and
• The Prince George’s County Property Owners’ Association (PGPOA) (1).

Committee members shall be representative of a cross-section of community residents willing to serve until the completion of the 2020 Census and able to help implement creative strategies to motivate resident participation. The Committee shall select a Chair from among its members. A quorum for purposes of conducting business shall be a majority of the appointed members. The Committee will request assistance from City staff as needed to develop and execute their outreach plan.

3. Term: The Committee will be discharged after a report summarizing their goals and achievements is presented to Council at the conclusion of the 2020 Census.

4. Other: The Department of Planning, Community & Economic Development shall be the staff liaison to the Committee.

ADOPTED by the Mayor and Council of the City of College Park at a regular meeting on the _____ day of ______________________, 2019.

EFFECTIVE the _____ day of ______________________, 2019.

WITNESS: 

Janeen S. Miller, City Clerk

CITY OF COLLEGE PARK

Patrick L. Wojahn, Mayor

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

Suellen M. Ferguson, City Attorney
Issue Before Council: Approval of a temporary waiver of City Code regulated feline adoption fees during the month of July 2019 for the "Maryland 2000 Program"; and waiver for City residents of City Code regulated feline and canine microchip placement fees at specially designated "Microchip Clinics".

Strategic Plan Goal: Goal 1: Excellent Services

Background
Once again this year, College Park Animal Control has been asked to participate in the annual statewide "Maryland 2000", program in which adoption fees will be waived for all cats and kittens over 8 weeks of age during the month of July 2019. The program's goal is to have over 2,000 cats adopted into homes throughout the state of Maryland.

In addition, the Animal Control Officer recommends that the City again offer zero cost microchip placement and registrations for dogs and cats belonging to City residents at local "microchip clinics" as designated by Staff. Clinics will most likely occur at the Farmers' Markets.

Fiscal Impact
No income would be reported in the "Animal Control Cost Recovery (2013-520.36-23) line item from feline adoption fees during July 2019. The microchips to be used for the clinics have already been purchased with current (FY19) funds. Minimal loss of microchip income from successful events is expected.

Council Options:
#1. Waive the City Code regulated feline adoption fees for "The Maryland 2000" event in July 2019; and waive the feline and canine microchip placement for City residents at designated as "microchip clinics."
#2. Maintain the adoption fees during the month of July 2019, electing to opt out of the "Maryland 2000" but waive the microchip placement fees for events designated as "clinics."
#3. Maintain the microchip placement fee and temporarily waive the adoption fee for cats and kittens over 8 weeks of age for participate in the "Maryland 2000" event.
#4. Maintain both the adoption fee and microchip placement fee.

Staff Recommendation:
#1

Recommended Motion:
I move to waive City Code regulated feline adoption fee during the month of July 2019, in order to participate in the statewide "Maryland 2000" program; and to waive the feline and canine microchip placement fees for City residents for events designated as "microchip clinics"; and, to authorize the City Manager to sign the Maryland 2000 agreement.

Attachment(s):
1. Maryland 2000 Registration Form (2019)
The Maryland 2000 Shelter Sign Up
July 2019

Shelter Name: ________________________________

Shelter Address: ________________________________

Contact Name: ________________________________

Contact Phone Number: ________________________________

Contact Email Address: ________________________________

***If you are a new participating shelter please provide intake and adoptions numbers for 2017 and 2018. If you are a returning shelter, please provide intake/adoptions numbers for 2018 only.

Cat/Kitten Intake:
June 2017 __________
July 2017 __________
June 2018 __________
July 2018 __________

Cat/Kitten Adoptions:
June 2017 __________
July 2017 __________
June 2018 __________
July 2018 __________

Our Shelter Agrees to:

- Waive adoption fees for all available cats and kittens during the promotion except for county/city mandated fees
- Report adoption numbers to assigned contact weekly during the promotion month
- Promote the event through social media, website, print, TV or any way feasible for the shelter
- Provide BAWA with your logo for promotional purposes

Signature: ________________________________

***Please return form to Katie Flory, Community Relations Director at the MD SPCA, 3300 Falls Rd.
Baltimore, MD 21211, Fax to 410-235-3173 email, katie@mdspca.org