



## City of College Park Virtual Meeting Instructions

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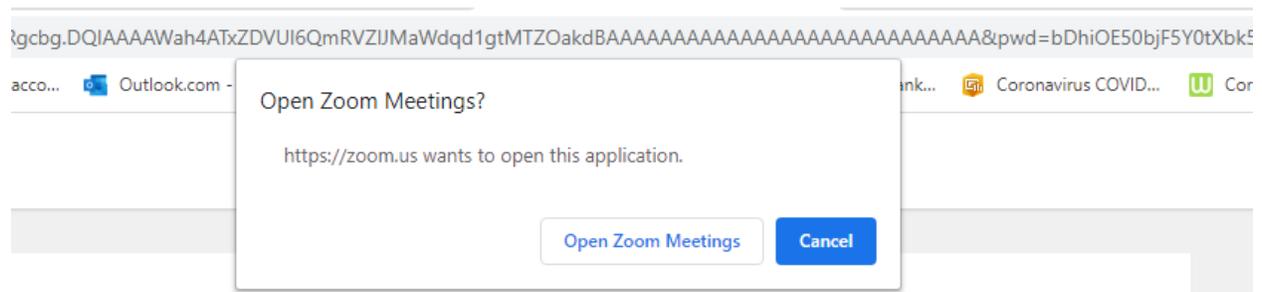
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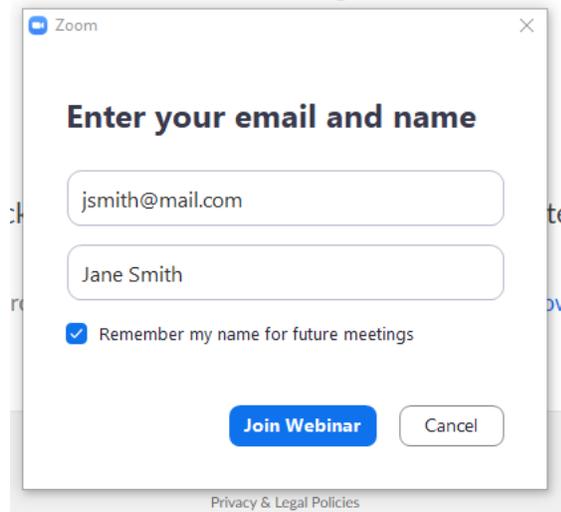
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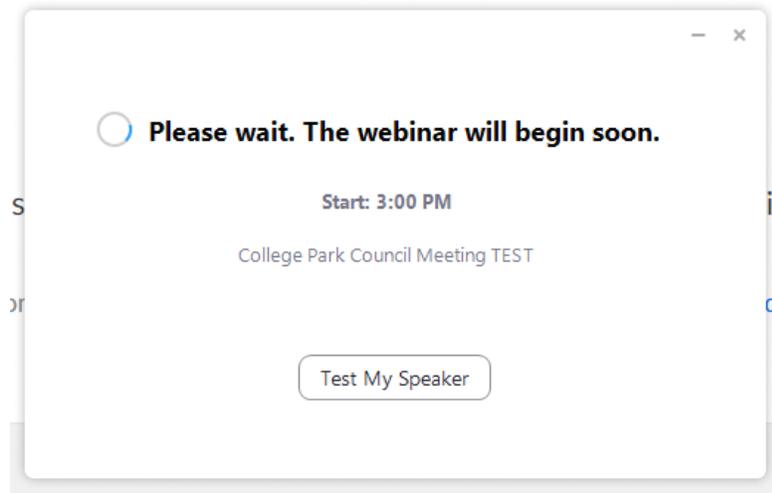


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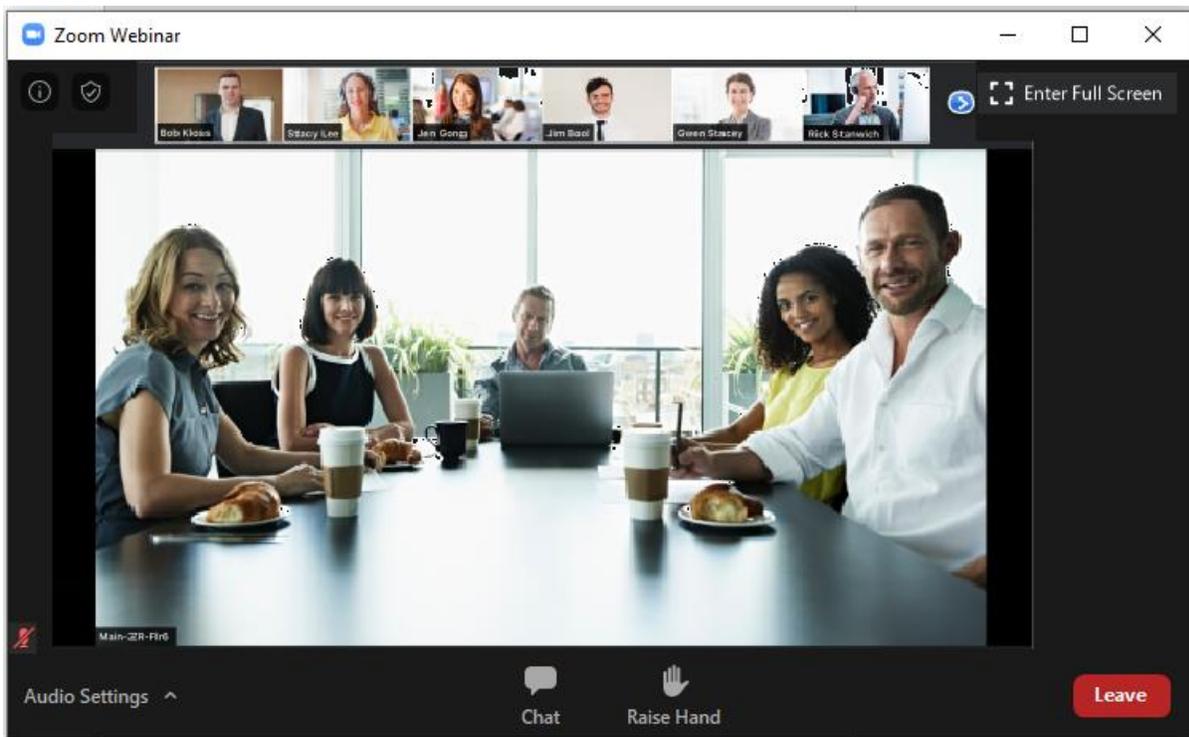
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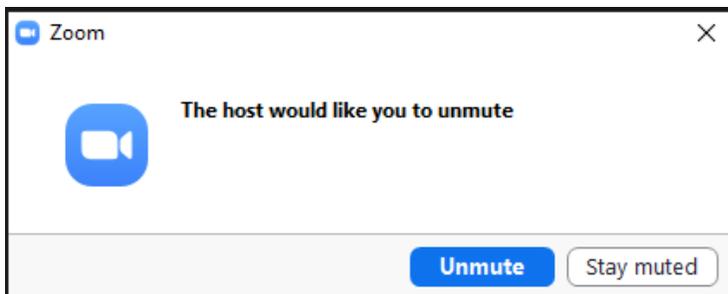
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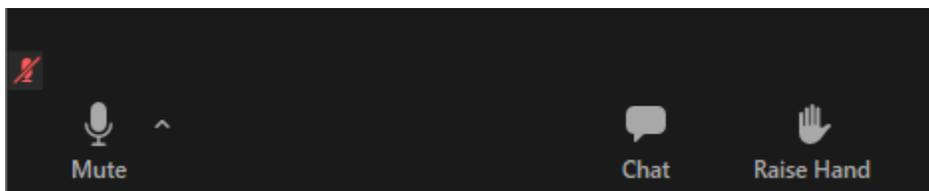
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2. A high-speed, wired internet connection will provide the best results.
3. We recommend that you close other applications on your device to preserve bandwidth.
4. If you will be speaking, we suggest using a headset with microphone for best results.
5. For public comment portions of the meeting, please unmute yourself when prompted by the Mayor, and remember to re-mute yourself when you are finished. Please eliminate as much background noise as possible when you are speaking.
6. Please state your name and whether you are a College Park resident when you begin your testimony. Speakers are given 3 minutes.



**TUESDAY, OCTOBER 20, 2020**  
**CITY OF COLLEGE PARK**

**\*VIRTUAL MEETING\***

**Please check meeting notice and City calendar for participant information**

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

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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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<b>Time</b>		<b>Item</b>	<b>Staff/Council</b>
7:30		Call To Order	
		City Manager's Report	
		Amendments To And Approval Of The Agenda	
7:40	1	Declaration of "Tom Johnson Day" on October 25, Mr. Johnson's Birthday	Mayor and Council
7:45	2	CPCUP Vision 2030 presentation (30)	Eric Olson, Executive Director, CPCUP
8:15	3	Approval of a letter with City comments on the Draft Environmental Impact Statement for the I-495/I-270 Managed Lanes Study (20)	Terry Schum, Director of Planning
8:35	4	One-year review of Chapter 141, Article II, Unruly Social Gatherings (Ordinance 19-O-13 adopted September 2019 (20)	Bob Ryan, Director of Public Services
8:55	5	Agenda items for the October 29 Four Cities Meeting hosted by New Carrollton	Mayor and Council

9:00	6	Requests for/Status of Future Agenda Items	Mayor and Council
9:05	7	Mayor and Councilmember Comments	Mayor and Council
9:10	8	City Manager's Comments	Scott Somers, City Manager
9:15	9	Adjourn	Mayor and Council

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This agenda is subject to change. Item times are estimates only. 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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1

Tom Johnson  
Day

2

# CPCUP Vision 2030 Presentation



# UNIVERSITY COMMUNITY VISION 2030

*Final Report DRAFT*



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# VISION 2030: EXECUTIVE SUMMARY

The University Community Vision 2030 is the result of an inclusive effort undertaken by community leaders; officials of the City of College Park; student leaders, faculty, and staff of the University of Maryland; and officials from Prince George’s County and State of Maryland. The University Community Vision 2030 is also the result of the strong bonds forged between the City and University over the past decade as we collaboratively worked to make College Park a top 20 sustainable College Town.

Vision 2030 has been created to continue to enhance our community as a sustainable, equitable, and vibrant College Town that is safe and healthy with interesting and diverse neighborhoods and commercial areas, and growing employment opportunities. To achieve this vision, two *Underlying Goals* – **Sustainability** and **Equity** – are critical to the success of Vision 2030.

**Sustainability** has both environmental and economic dimensions, such as preserving and strengthening existing neighborhoods and their natural environments, creating walkable and bikeable environments, fostering a safe and healthy community, and expanding educational opportunities for all.

**Equity**, a value and principle of justice, means that our work will consider communities that have not enjoyed the same opportunities as others in the past, and that our work will seek to benefit all people, particularly those who have been historically marginalized. This value will be integrated into all four Strategic Areas. It is

an important foundation for the continued collaborative action in our community.

These *Underlying Goals* support four interlocking *Strategic Areas* – **Housing and Development, Transportation and Mobility, Public Safety and Health, and Education**. Each of these interlocking Strategic Areas has its own set of Priority Goals and Priority Strategies that are to be implemented by the City, the University, the College Park City-University Partnership, and others, either collectively or individually, but always collaboratively.

Among the most important Priority Goals and Strategies in the four Strategic Areas are:

## HOUSING AND DEVELOPMENT

### *Priority Goals*

- Retain and attract homeowners in single and multi-family dwellings.
- Retain and recruit retail, commercial, and hospitality businesses with local and regional appeal.
- Retain and attract new research and development companies that build upon the success of the University’s Discovery District and research initiatives.

### *Priority Strategies*

- Create a Community Preservation Trust, a nonprofit, community-based organization designed to ensure community stewardship

of land. Community Preservation Trusts can be used for many types of development, including commercial and retail, but are primarily used to ensure long-term, sustainable housing affordability.

- Enhance the close working relationship between and among the City, University of Maryland, College Park City-University Partnership and Terrapin Development Company to retain existing and attract new Research and Development companies.

## **TRANSPORTATION AND MOBILITY**

### ***Priority Goals***

- Increase use of public transit, including Metro Bus and Rail, University Transportation Services, and Prince George’s County ‘The Bus’ and ‘Route 1 Ride’.
- Increase walkability and bikeability throughout our community

### ***Priority Strategies***

- Complete and increase accessibility to the Purple Line.
- Complete current phase of rebuilding Baltimore Avenue/Route 1
- Develop and implement College Park bike infrastructure plan.

## **PUBLIC AND HEALTH AND SAFETY**

### ***Priority Goals***

- Maintain and improve safety and health, including Student Code of Conduct, University of Maryland Police and Health departments, security cameras on and off campus.
- Maintain and improve cooperation between the City, University, and other agencies to enhance the security and health of our community.

### ***Priority Strategies***

- Enhance existing and develop new programs to public safety, public health and quality of life for our community.

## **EDUCATION**

### ***Priority Goals***

- Maintain and enhance K-12 educational opportunities, including expansion of College Park Academy, to attract and retain families with school age children.
- Maintain and enhance quality pre-K opportunities for City and University residents and employees.

### ***Priority Strategies***

- Expand College Park Academy to include grades Pre-K through 5.

# VISION 2030: EXECUTIVE SUMMARY

- Increase percentage of students enrolled in College Park Academy from local catchment area.
- Develop robust partnerships with all local public, private, and parochial schools.

In addition, to the *Underlying Goals* and *Strategic Areas* Vision 2030 will develop and implement enhanced, coordinated **Marketing** of the City and the University as a top College Town to live, work, play, and be educated. This will be achieved through general as well as targeted campaigns focused on the four *Strategic Areas*.

The following pages provide more detailed information about the progress achieved during the past decade as well as the **Goals** and **Strategies** for the current decade. It concludes with an analysis of the intersections of the different **Strategies**, their importance, and the ability of the community to collectively or individually implement. Finally, Vision 2030 informs the question as to which entity - the City, the University, and / or the College Park City-University Partnership - should take primary responsibility for the implementation of each strategy.



# VISION 2030: INTRODUCTION

## INTRODUCTION

In 2011, The College Park City-University Partnership launched the University District Vision 2020. The initiative focused on five key focus areas: Housing and Development, Transportation, Public Safety, Education, and Sustainability. The Partnership established metrics to track progress in each area. In 2019, the Partnership launched a process to establish goals and strategies for the next

decade. Consultants U3 Advisors collected and analyzed progress toward those goals, and effectiveness of the strategies from 2011 to 2019. In addition, the Partnership held eight engagement sessions with key stakeholders and members of the University and city communities, resulting in the University Community Vision 2030.

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## UNIVERSITY COMMUNITY VISION 2030

*In 2030 College Park is a growing, thriving equitable, and sustainable community, united by a robust alliance between the City, University, and community. College Park enjoys a strong local economy, rooted in university research, start-ups, and creative entrepreneurship. Neighborhoods and commercial areas are safe, healthy and walkable, and well-served by transit. College Park is attractive to both current and new residents for the strength of its abundant housing, employment, and Pre-K - 12 school options. College Park is a destination for its restaurants, shopping, parks and natural areas, and entertainment.*

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WILLIAM E. KIRWAN HALL

# CONTEXT: 2010 – 2020

## CITY CONTEXT

### POPULATION GROWTH

Since 2011, the City of College Park has seen significant population growth, outpacing both Prince George's County and the State of Maryland. The city currently is home to 32,200 residents, an increase of 7.3% since 2011 (compared to 5.9% in Prince George's County and 4.6% in Maryland).

While the city saw an overall increase in population, this growth varied widely among the different age groups in the city. The young professional population in the city (ages 25 to 35) grew by 34% from 2011 to 2019. On the other hand, the school-aged population (ages 10 to 18) saw a significant decline, decreasing 9% over the same time period.

### DIVERSITY

Since 2011, the City of College Park also became increasingly diverse. In 2011 there was a 60% chance a College Park resident would meet someone of a different ethnic/racial background than themselves in the city. In 2018 that number grew to 80%.

### EDUCATIONAL ATTAINMENT

Educational attainment in the city remained relatively steady between 2011 and 2018. The population (aged 25 and older) with a Bachelor's Degree only increased by 1%, while the growth in city residents with less than a high school diploma increased from 13% to 17%.

## UNIVERSITY CONTEXT

### UNIVERSITY GROWTH

Since 2011, the University of Maryland has seen significant enrollment growth, particularly in its undergraduate population. In 2019 the University had just over 30,000 undergraduates, an increase of 14% (3,700 students) since 2011. On the other hand, graduate students decreased by 6%, or 620 students, since 2011.

### RACIAL DIVERSITY OF STUDENT BODY

In addition to growth in overall enrollment, the University's student body became more racially diverse, with the percentage of undergraduate minority students growing from 38% in 2011 to 44% in 2019. During this same period, the number of minority graduate students increased by 2%.

### LOW INCOME STUDENTS

While the University saw an increase in the racial diversity of its student body, it experienced a slight decrease in the percentage of low-income students enrolled. In 2011, 15% of UMD students received Pell Grants, while in 2018, the number decreased to 14%.



# HOUSING & DEVELOPMENT: KEY FINDINGS & METRICS

## HOUSING

College Park added approximately 2,000 housing units between 2011 and 2019, of which 1,500 units were within student-focused apartment buildings, an increase of 130% since 2011.

The percentage of owner-occupied single-family homes decreased from 71% to 68% between 2011 and 2019.

The cost of multi-family housing constructed between 2011 and 2019 was 47% more expensive than units built prior to 2011.

The cost of student-focused apartment buildings constructed between 2011 and 2019 is 40% more expensive than units built before 2011.

Renting a room in a newly constructed apartment is also 70% more expensive than renting a room in a single-family home.

The median sale price for a home in College Park is \$303,500; this remains affordable compared to other communities proximate to College Park.

The percentage of UMD faculty and staff living in College Park increased from 4.5% in 2011 to 5.3% in 2019. Faculty are more likely to live in College Park than staff, with 5.9% of faculty living in College Park in 2019 compared to 4.8% of staff

The percentage of graduate students living in College Park has increased from at least 18% to 24% between 2011 and 2019.

While undergraduates are still living throughout College Park, the majority are concentrated West of Route 1 and South of Metzertott Road.

## DEVELOPMENT

Significantly more people worked in College Park in 2019, than in 2011, primarily due to the growth of UMD and its Discovery District. UMD added almost 700 full-time and part-time jobs, and within the University's Discovery District, approximately 2,200 new jobs were created, along with 35 new private companies and 8 UMD affiliated ventures.

The percentage of local and independently owned businesses increased from 63% to 67% in College Park, representing over 50 new retail and dining operations opened since 2011.

In 2019 the City of College Park was re-certified as a Sustainable Maryland community, with a score of 385 points. The City has diverted almost 13 tons of food waste from landfills since April of 2019, and reduced 70kg of emissions through recent solar conversions.

As of 2019, approximately 53% of generated and imported electricity at UMD is renewable (100% of imported). The University has reduced overall emissions by 49% in the last ten years and has diverted 81% of waste from landfills, up from 60% in 2011.

Since 2011, all 25 new buildings constructed on the campus of UMD or within the City of College Park have been built to the standard of LEED Silver or higher.

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## KEY METRICS

Review of the key metrics identified in 2011 shows that the College Park Community made progress, but did not meet many of the metric goals set in 2011. In part, this may be due to more students choosing to enroll at UMD than in the past, creating

more housing pressure than anticipated. In addition, some of the metric goals were set too high (i.e., seeking the number of faculty and staff living in College Park to increase from 450 to 2,500, and a walkscore of 90 is more typical of a dense neighborhood in a large city).

Key Metric Identified in 2011	Baseline (2011)	Goal (by 2020)	Current (2019)
Increased % of Owner-Occupied single family homes	71%	90%	68%
Increased % of UMD faculty and staff living in College Park	4.5%	25%	5.3%
Increased % of off-campus graduate students living in College Park	17%	30%	23%
Increased % of off-campus undergraduates living West of Route 1 and South of Metzertott	45%	70%	61%
Increased % of professional service employees in College Park	23%	30%	25%
Increased % of local independent businesses in College Park	63%	Sustain	67%
Increased the # of independent retail and dining businesses	100	150	125
Increased walkability score (measured at Knox and Route 1)	66	90	75
Increase # of sustainable Maryland Certified points	115	150	385
Increase % of electricity consumption for renewables (UMD)	11%	33%	53%
Increase recycling and diversion rates (UMD)	63%	75%	81%
Increase recycling and diversion rates (City)	40%	75%	50%
Achieve LEED Silver in all new developments	N/A	100%	100%

Met Goal
  Progress Toward Goal
  Below 2011



# HOUSING & DEVELOPMENT: COMMUNITY VISION, GOALS, & STRATEGIES 2030

## VISION

The College Park Community is a vibrant, growing, and sustainable community of stable neighborhoods, equitable and diverse businesses, development and housing with strong employment opportunities and parks and recreation for all.

## GOALS

- Retain and attract homeowners in single and multi-family dwellings
  - Ensure public spaces are inviting, green, and welcoming
  - Preserve housing affordability
  - Increase the number of people who live and work in College Park and the immediate area
  - Enhance sustainability and the local natural environment, while reducing College Park's carbon footprint
  - Preserve neighborhood safety and stability
  - Increase equity in housing and employment opportunities
- Retain and recruit retail, commercial, and hospitality businesses with local and regional appeal
  - Diversify and increase dining and retail options
- Retain and attract new research and development companies that build

upon the success of the University's Discovery District and research initiatives

- Increase the number of living wage and professional jobs in College Park

## STRATEGIES

- Strengthen neighborhood preservation
  - Create a Community Preservation Trust
  - Continue to develop the existing Live/Work program
  - Develop a consumer rating of student rental housing
  - Increase the maintenance of neighborhood properties in good condition
- Attract new sustainable development and professional employment
  - Collaborate with Terrapin Development Company, Prince George's County, and other partners to attract new development and employers
  - Increase transit-oriented development
  - Create more "walkable mixed-use nodes"
- Develop marketing strategies
  - Attracting new development, employment opportunities
  - Encouraging employees, graduate students and alumni of UMD to live and work in College Park
- Improve green infrastructure and placemaking

- Increase existing tree canopy
- Develop targeted waste and recycling strategies for residences, offices and retail businesses including composting
- Work toward net zero carbon emission by 2035/2040
- Enhance watershed restoration and stormwater management
- Enhance placemaking and public art
- Increase equity in housing and employment opportunities
  - Increase affordable housing opportunities for students and full-time residents
  - Increase employment opportunities

## GOALS AND STRATEGIES

Each of the proposed strategies meet one or more of the goals set for Housing and Development. The following matrix highlights the intersections of each individual strategy with the goal it strives to meet.

### HOUSING & DEVELOPMENT GOALS

STRATEGIES	Diversify and increase dining and retail options	Ensure public spaces are inviting, green, and welcoming	Increase the number of living wage and professional jobs in College Park	Preserve housing affordability	Increase equity in housing and employment opportunities	Increase the number of people who live and work in College Park and the immediate area	Enhance sustainability and the local natural environment, while reducing College Park's carbon footprint	Preserve neighborhood safety and stability
	Strengthen neighborhood preservation	●		●	●		●	●
Create a Community Preservation Trust	●		●	●		●	●	●
Continue to develop the existing Live/Work program			●	●		●	●	●
Develop a consumer rating of student rental housing								●
Increase the maintenance of neighborhood properties in good condition								●
Attract new sustainable development and professional employment	●	●	●			●	●	●
Collaborate with Terrapin Development Company, Prince George's County, and other partners to attract new development and employers	●		●			●		●
Increase transit-oriented development						●	●	●
Create more "walkable mixed-use nodes"	●	●	●			●	●	●
Develop marketing strategies	●		●			●	●	●
Attract new development, employment opportunities								
Encourage employees, graduate students and alumni of UMD to live and work in College Park	●					●	●	●
Improve green infrastructure & placemaking	●	●				●	●	●
Increase existing tree canopy		●					●	●
Develop targeted waste and recycling strategies for residences, offices and retail businesses including composting							●	
Work toward net zero carbon emission by 2035/2040							●	
Enhance watershed restoration and stormwater management		●					●	
Enhance placemaking and public art	●	●				●	●	●
Increase equity in housing and employment opportunities	●		●	●	●	●		●
Increase affordable housing opportunities for students and full-time residents				●	●			●
Increase employment opportunities	●		●		●	●		

## METRICS

Along with the new goals and strategies, a set of metrics for assessing Housing and Development progress over the next decade was developed.

Goals	Metrics
<b>Retain and attract homeowners in single and multi-family dwellings</b>	
Preserve neighborhood safety and stability	<ul style="list-style-type: none"> <li>• Single family conversions</li> <li>• Housing units built within ¼ mile of transit stations</li> <li>• Number of group homes/neighborhood</li> </ul>
Increase the number of living wage and professional jobs in College Park	<ul style="list-style-type: none"> <li>• Number of new living wage and professional jobs</li> </ul>
Ensure public spaces are inviting, green, and welcoming	<ul style="list-style-type: none"> <li>• Public perception of public spaces (survey)</li> </ul>
Preserve housing affordability	<ul style="list-style-type: none"> <li>• Median rents based on property types</li> </ul>
Increase the number of people who live and work in College Park and the immediate area	<ul style="list-style-type: none"> <li>• Percentage of people (including UMD faculty and staff) that work and live in College Park and immediate area</li> </ul>
Enhance sustainability and the local natural environment, while reducing College Park’s carbon footprint	<ul style="list-style-type: none"> <li>• Total waste on a per capita basis</li> <li>• Percentage of impervious surface; captured and absorbed rainfall</li> <li>• Total emissions on a per capita basis</li> </ul>
Increase equity in housing and employment opportunities	<ul style="list-style-type: none"> <li>• Number of affordable units</li> <li>• Number of new jobs</li> </ul>
<b>Retain and recruit retail, commercial, and hospitality businesses with local and regional appeal</b>	
Diversify and increase dining and retail options	<ul style="list-style-type: none"> <li>• Number of retail/dining amenities</li> <li>• Number of commercial/retail vacancies</li> </ul>
<b>Retain and attract new research and development companies that build upon the success of the University’s Discovery District and research initiatives</b>	
Increase the number of living wage and professional jobs in College Park	<ul style="list-style-type: none"> <li>• Number of new living wage and professional jobs</li> </ul>

# TRANSPORTATION & MOBILITY: KEY FINDINGS & METRICS

## KEY FINDINGS

Commuting patterns are starkly different for older and younger populations in College Park. Approximately 66% of College Park residents over the age of 25 drove to work in 2018; up from 60% in 2011. However, only 31% of residents 18 to 25 drove to work; down from 38% in 2011. Over 42% of younger residents and students walked to work.

Evidence suggests students are the driving force in non-automotive transit in College Park. Since its launch in the Fall of 2019, VeoRide has over 4,000 unique users taking 20,000 trips per month. In addition, there is a strong correlation between a reduction in vehicle counts along Baltimore Avenue and the construction of new student-focused multi-unit housing complexes.

In 2019, ridership at all Metro stations and bus lines serving College Park was down 14% in total from 2011. It should be noted that Metro ridership was down throughout the system during this period. It should also be noted that ridership from College Park-serving Green Line stations and on the WMATA buses slightly increased up between 2018 and 2019, perhaps indicating stabilization or possible future growth.

Currently, 1,280 people live and 750 people work within a 10-minute walk of a College Park Metro station. Upon the completion of

the Purple Line this will increase to 3,000 and 18,000, respectively. However large swaths of North and Northwest College Park will remain disconnected from fixed rail transit opportunities.

Pedestrian safety improved over the past decade. For example, the number of pedestrians struck by vehicles has declined from 9 in 2011, to 2 in 2019.

Auto-dependency remains a challenge. While more residents are working locally and smart growth policies have led to clustered, multi-family housing, College Park residents still drive more and take public transit less than they did in 2011.



## KEY METRICS

Review of the key metrics identified in 2011 shows that the College Park Community made some progress but did not meet many of the metric goals set in 2011. Metrics were not met for a variety of reasons, including that system-wide Metrorail and Green Line ridership declined during this time,

as the system became less reliable and as maintenance efforts slowed Metro rail travel. On the positive side, reduced speed limits and other physical improvements on Baltimore Avenue resulted in greater reductions in auto/pedestrian collisions.

Key Metric Identified in 2011	Baseline (2011)	Goal (by 2020)	Current (2019)
Reduced average commute time for residents of College Park	25 minutes	22 minutes	29 minutes
Increased % of residents who bike or walk to work	24%	33%	21%
Increased # of bike permits on campus per 1,000 students	31	94	85
Increased ridership of transit on College Park serving lines*	Baseline Ridership	+10% increase	-14% decrease
Increased annual ridership on UMD shuttle	2.7M	4M	3.3M
Increased # of UMD shuttle passes provided to residents	434	700	90
Reduced # of pedestrian and bike crashes on Route 1*	8	50% reduction	75% reduction

Met Goal
  Progress Toward Goal
  Below 2011



  
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## VISION

College Park has a robust system of safe streets, bikeable and walkable trails, optimized parking options, and excellent access to public transit for all.

## GOALS

The following set of goals support the 2030 vision for Transportation & Mobility in College Park:

- Increase use of public transit, including Metro Bus and Rail, University Transportation Services, and Prince George's County 'The Bus' and 'Route 1 Ride'
  - Enhance multimodal mobility to and from College Park
- Increase walkability and bikeability throughout our community
  - Ensure equitable multimodal mobility options for all residents, employees, students, and visitors in College Park
  - Increase parking efficiency

## STRATEGIES

The following strategies define how College Park will meet the goals set for Transportation & Mobility in 2030:

- Create safe and connecting network of sidewalks, trails, transit in all neighborhoods and on campus
- Improve walkability and bikeability throughout the city by
  - Adding lighting and cameras
  - Expanding east/west trail connections/ bike infrastructure plan
  - Planning for better accessibility especially for handicapped and seniors
- Improve multimodal options by
  - Developing strategies to enhance Transportation Demand Management
  - Advocate for Baltimore Avenue reconstruction north of University Boulevard and completion of phase 1
  - Complete and increase accessibility to the Purple Line
- Develop a transportation and mobility marketing strategy, particularly for the Purple Line

## GOALS AND STRATEGIES

Each of the proposed strategies meet one or more of the goals set for Transportation and Mobility. The following matrix highlights the intersections of each individual strategy with the goal it helps to meet.

### TRANSPORTATION & MOBILITY GOALS

STRATEGIES		Enhance multimodal mobility within, and to and from, College Park	Ensure equitable multimodal mobility options for all residents, employees, students, and visitors in College Park	Increase parking efficiency
	Create safe and connecting network of sidewalks, trails, transit in all neighborhoods and on campus	●	●	●
	Improve walkability and bikeability throughout the city	●	●	●
	Add lighting and cameras	●	●	
	Expand east/west trail connections/bike infrastructure plan	●	●	●
	Plan for better accessibility (ADA, senior mobility)	●	●	●
	Improve Multimodal options	●	●	●
	Develop strategies to enhance Transportation Demand Management	●	●	●
	Complete and increase accessibility to the Purple Line	●	●	
	Advocate for Baltimore Avenue reconstruction north of University Boulevard and completion of phase 1	●	●	
Develop a transportation and mobility marketing strategy, particularly for the Purple Line	●	●	●	

## METRICS

Along with the new goals and strategies, a set of metrics for assessing Transportation and Mobility progress over the next decade was developed.

Goals	Metrics
<b>Increase use of public transit, including Metro Bus and Rail, University Transportation Services, and Prince George's County 'The Bus' and 'Route 1 Ride'</b>	
Enhance multimodal mobility within, and to and from, College Park	<ul style="list-style-type: none"> <li>• Commute methods for College Park residents; supplement with locally collected survey data</li> <li>• Pedestrian/bike accidents along Route 1</li> <li>• Percentage of each neighborhood that can walk/bike to a transit stop; shuttle trips to/from each neighborhood; # of bike share stations in each neighborhood</li> <li>• Mileage of trails</li> <li>• Number of accessible scooters per station; survey of transit patterns for senior populations</li> <li>• Commute methods for College Park workers who aren't residents; supplement with locally collected survey data</li> </ul>
<b>Increase walkability and bikeability throughout our community</b>	
Ensure equitable multimodal mobility options for all residents, employees, students, and visitors in College Park	<ul style="list-style-type: none"> <li>• Commute methods for College Park residents; supplement with locally collected survey data</li> <li>• Pedestrian/bike accidents along Route 1</li> <li>• Percentage of each neighborhood that can walk/bike to a transit stop; shuttle trips to/from each neighborhood; # of bike share stations in each neighborhood</li> <li>• Mileage of trails</li> <li>• Number of accessible scooters per station; survey of transit patterns for senior populations</li> <li>• Commute methods for College Park workers who aren't residents; supplement with locally collected survey data</li> </ul>
Increase parking efficiency	<ul style="list-style-type: none"> <li>• Number of commuter parking permits on campus, residential parking permits</li> <li>• Commercial center parking patterns</li> </ul>



# PUBLIC HEALTH & SAFETY: KEY FINDINGS & METRICS

## KEY FINDINGS

Alcohol and disorderly conduct, and destruction of property violations were down in College Park between 2011 and 2019 by 70% and 45%, respectively, as reported by Prince George's County Police Department (PGPD), the University of Maryland Police Department (UMPD), and the Metro Transit Police Department (MTPD).

Noise complaints, and warnings issued have decreased in College Park by 45% and 17%, respectively, since 2011.

Since its establishment in 2013, the number of annual complaints to the Office of Student Conduct (OSC) is up 68% (141 to 237). Approximately 84% of complaints are handled with disciplinary probation or reprimand, and the recidivism rate is less than 8%.

Since 2014 the number of reports of sexual misconduct and complaints filed have nearly doubled (112 to 249 and 48 to 91, respectively). Across the same time period the number of investigations has remained static (18 to 16). In about a third of cases, a complaint does not proceed to investigation because the complainant did not want to move forward.

Violent and property crimes (assaults, burglaries, thefts, robberies) decreased by almost 50% between 2011 and 2019. While many of these crimes also decreased throughout the region and nationally, College Park remains one of the safest cities in the region.

People's perceptions of safety often differ from actual number of crime. For example, UMD students feel half as safe in College Park as did local residents according to recently conducted surveys.



12:50

## KEY METRICS

Review of the key metrics identified in 2011 shows that College Park made progress in almost all areas, greatly exceeding the metric goals set in 2011. This was due in part to the University Code of Conduct applying to off-campus areas, the Collaborative

Multi-Agency Service Team (CMAST) that focuses on addressing problem properties, and businesses that had numerous liquor violations either closing or correcting the practices that led to the violations.

Key Metric Identified in 2011	Baseline (2011)	Goal (by 2020)	Current (2019)
Reduced # of noise complaint calls	675	25% reduction	45% reduction (370)
Reduced liquor violations for businesses	5	25% reduction	10% reduction (4)
Reduced alcohol violations (combined UMPD, PGPD)	128	25% reduction	70% reduction (38)
Reduced disorderly conduct and destruction of property violations (combined UMPD, PGPD, MTPD)	619	25% reduction	54% reduction (285)
Reduced sexual misconduct complaints made at UMD	48*	25% reduction	89% increase (91)

\*Data from 2014

Met Goal
  Progress Toward Goal
  Below 2011



## VISION

College Park is a healthy and safe Community for all residents, employees, students, and visitors.

## GOALS

- Maintain and improve safety and health, including Student Code of Conduct, University of Maryland Police and Health departments, security cameras on and off campus
  - Continue to reduce harmful behavior, and nuisance, property, and violent crimes
  - Ensure equity for all College Park residents to live in a healthy environment
- Maintain and improve cooperation between the City, University, and other agencies to enhance the security and health of our community.
  - Encourage College Park residents and UMD students, faculty and staff to embrace public health and make healthy choices

## STRATEGIES

- Develop a marketing strategy to alter student perceptions of crime through positive UMD alerts/social media
- Increase opportunities for active, healthy living
- Maintain Code of Conduct, CMAST, Policing
  - Implement and support Social Host Ordinance
  - Implement “Good Citizen” strategy
  - Reinvest in safety ambassadors
- Prevent crime through deliberate environmental design and the built environment
- Target programs to reduce harmful behavior (noise, trash, vandalism, assault)
  - Implement programs to reduce binge drinking

## GOALS AND STRATEGIES

Each of the proposed strategies meet one or more of the goals set for Public Health and Safety. The following matrix highlights the intersections of each individual strategy with the goal it helps to meet.

### PUBLIC HEALTH & SAFETY GOALS

STRATEGIES		Mitigate negative perception of safety in College Park, particularly among UMD students	Continue to reduce harmful behavior, and nuisance, property, and violent crimes	Ensure equity for all College Park residents to live in a healthy environment	Encourage College Park residents and UMD students, faculty and staff to embrace public health and make healthy choices
	Develop a marketing strategy to alter student perceptions of crime through positive UMD alerts/social media	●	●		
	Increase opportunities for active, healthy living			●	●
	Maintain Code of Conduct and Collaborative Multi-Agency Service Team (CMAST)	●	●	●	
	Implement a Social Host Ordinance		●		
	Implement “Good Citizen” strategy		●		
	Reinvest in safety ambassadors		●		
	Prevent Crime through deliberate environmental design and the built environment	●	●	●	●
	Target programs to reduce harmful behavior (noise, trash, vandalism, assault)	●	●		●
	Implement programs to reduce binge drinking	●	●		●

## METRICS

Along with the new goals and strategies, a set of metrics for assessing Public Health and Safety goal progress was developed.

Goals	Metrics
<b>Maintain and improve safety and health, including Student Code of Conduct, University of Maryland Police and Health departments, security cameras on and off campus</b>	
Continue to reduce harmful behavior, and nuisance, property, and violent crimes	<ul style="list-style-type: none"> <li>• Annual crime reports and citations for UMPD, PGPD, and MTPD</li> <li>• Number of sexual offense reports, complaints and investigations; # of reported hate crimes</li> <li>• Student Code of Conduct reports</li> </ul>
Mitigate negative perception of safety in College Park, particularly among UMD students	<ul style="list-style-type: none"> <li>• Regular surveys about perceptions of crime, before and after sharing data</li> <li>• Neighborhood surveys about how connected students/residents feel</li> </ul>
<b>Maintain and improve cooperation between the City, University, and other agencies to enhance the security and health of our community.</b>	
Encourage College Park residents and UMD students, faculty and staff to embrace public health and make healthy choices	<ul style="list-style-type: none"> <li>• Surveys that track student drinking behavior; EMT or hospitalization calls on campus</li> </ul>
Ensure equity for all College Park residents to live in a healthy environment	<ul style="list-style-type: none"> <li>• Investment in physical interventions aimed at health promotion and crime prevention/reduction (CPTED)</li> </ul>



UNIVERSITY OF MARYLAND

# EDUCATION: KEY FINDINGS & METRICS

## KEY FINDINGS

The number of children under 5 living in College Park has grown by 16% since 2011; in addition, the number of students enrolled in elementary school has increased by 26%. However, College Park continues to lose families once children leave elementary school; since 2011, the number of College Park residents enrolled in middle and high school has declined by 11%.

By the end of 2020, the daycare capacity in College Park will expand by over 130 spaces than available in 2011. Day care in College Park remains far more affordable than childcare in Montgomery County.

With few exceptions, College Park public schools are increasing the number of low-income populations at a faster rate than middle income populations. College Park Academy, Paint Branch Elementary School, University Park Elementary School, and Eleanor Roosevelt High School are the exceptions.

Relative to 2011, elementary schools in College Park are underperforming on tests compared to Maryland elementary schools. However, Berwyn Heights Elementary and Paint Branch Elementary increased their proficiency levels by over 13% in last five years.

Relative to 2011, middle schools in College Park are underperforming on tests

compared to Maryland middle schools. However, College Park Academy has proficiency levels that are higher than Montgomery County, one of the best schools jurisdictions in the state.

Relative to 2011, high schools in College Park are underperforming on tests compared to Maryland high schools. However, Eleanor Roosevelt High School has outperformed has higher proficiency levels than Maryland overall.

Students enrolled in public schools in College Park struggle with math more than English and Language Arts. This is in line with students in public schools throughout Maryland, indicating a more systemic challenge with how math is taught and learned.



COLLEGE PARK  
ACADEMY

## KEY METRICS

Review of the key metrics identified in 2011 shows that the College Park Community made progress in all areas, meeting the goals set in 2011 for all metrics. The metrics were met through the founding of College

Park Academy, the pending opening of the University of Maryland Child Development Center and Monarch Preschool, and through the tracking of performance and outcomes of schools serving College Park.

Key Metric Identified in 2011	Baseline (2011)	Goal (by 2020)	Current (2019)
Expand educational options through creation of new school(s)	N/A	Create Options	CPA Founded
Expand capacity of local day-care centers and preschools	650 capacity	Increase Capacity	780 capacity
Track and monitor performance and outcomes of schools serving College Park	Not Tracked	Begin Tracking	Tracked

Met Goal
  Progress Toward Goal
  Below 2011

ENGINEERING BUILDING

A. JAMES CLARK  
SCHOOL OF  
ENGINEERING  
ANNIVERSARY  
125

# EDUCATION: COMMUNITY VISION, GOALS, & STRATEGIES 2030

## VISION

College Park is a leader in Pre-K through 12 public, independent, and parochial education by attracting and retaining diverse families and strong educators.

## GOALS

- Maintain and enhance quality pre-K opportunities for City and University residents and employees.
- Maintain and enhance K-12 educational opportunities, including expansion of College Park Academy, to attract and retain families with school age children
  - Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools
  - Strengthen local Pre-K through 12 schools to retain residents as well as attract families with school age children to move to College Park
  - Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park

## STRATEGIES

- Build on College Park Academy's success
- Develop a Support a School program through agreements with local schools by
  - Attracting and retaining the best teachers and principals to live and work locally, developing a "Teacher Next Door" model, and homeownership incentives for educators
  - Increasing professional development opportunities for educators at UMD
  - Connecting UMD interns and students with local schools and the community
  - Attracting more local families to attend College Park Academy
  - Expanding College Park Academy to elementary grades
- Ensure all schools serving College Park students are equally sought after
- Support local Pre-K and day care options
- Develop a marketing plan of all local schools and educational opportunities.
  - Promote environmental sustainability within all local schools community

## GOALS AND STRATEGIES

Each of the proposed strategies meets one or more of the goals in Education. The following matrix shows how each of

these strategies meets the desired goal outcomes.

		EDUCATION GOALS		
		Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park	Strengthen local Pre-K through 12 schools to retain residents as well as attract families with school age children to move to College Park	Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools
STRATEGIES	Build on College Park Academy's success	●	●	●
	Develop a Support a School program through agreements with local schools by	●	●	●
	Attracting and retaining the best teachers and principals to live and work locally, developing a "Teacher Next Door" model, and homeownership incentives for educators	●	●	●
	Increasing professional development opportunities for educators at UMD		●	●
	Connecting interns/students between UMD, schools and the community on environmental efforts	●	●	●
	Attracting more families to attend College Park Academy	●	●	●
	Expanding College Park Academy to elementary grades	●	●	●
	Ensure all schools serving College Park students are equally sought after	●	●	●
	Support local Pre-K and day care options	●	●	●
	Develop a marketing plan of local schools and educational opportunities (public, charter, independent and parochial options)		●	●
	Promote sustainability within school community and community collaboration		●	●

## METRICS

Along with the new goals and strategies, a set of metrics for assessing Education goal progress were developed.

Goals	Metrics
<b>Maintain and enhance quality pre-K opportunities for City and University residents and employees.</b>	
<b>Maintain and enhance K-12 educational opportunities, including expansion of College Park Academy, to attract and retain families with school age children</b>	
Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park	<ul style="list-style-type: none"> <li>Operational data at schools that tracks teacher retention and turnover</li> </ul>
Strengthen local Pre-K through 12 schools to retain residents as well as attract families with school age children to move to College Park	<ul style="list-style-type: none"> <li>Operational data at schools that tracks teacher retention and turnover</li> <li>Number of local families sending their kids to CPA</li> <li>College Park Academy ES open</li> <li>Number of Pre-K-12 teachers living in College Park</li> <li>Number of UMD faculty and staff who send their kids to local schools</li> <li>PGCPS school climate survey of parents, staff and students for College Park area schools</li> </ul>
Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools	<ul style="list-style-type: none"> <li>Number of local teachers taking advantage of UMD resources</li> <li>Number of UMD students working at local schools</li> </ul>



# STRATEGY INTEGRATION AND PRIORITIZATION

## INTEGRATION

While each of the four Focus Area has its own set of goals and strategies, many of these strategies intersect and reinforce

each other across one or more Focus Areas. The following matrix illustrate these intersections.

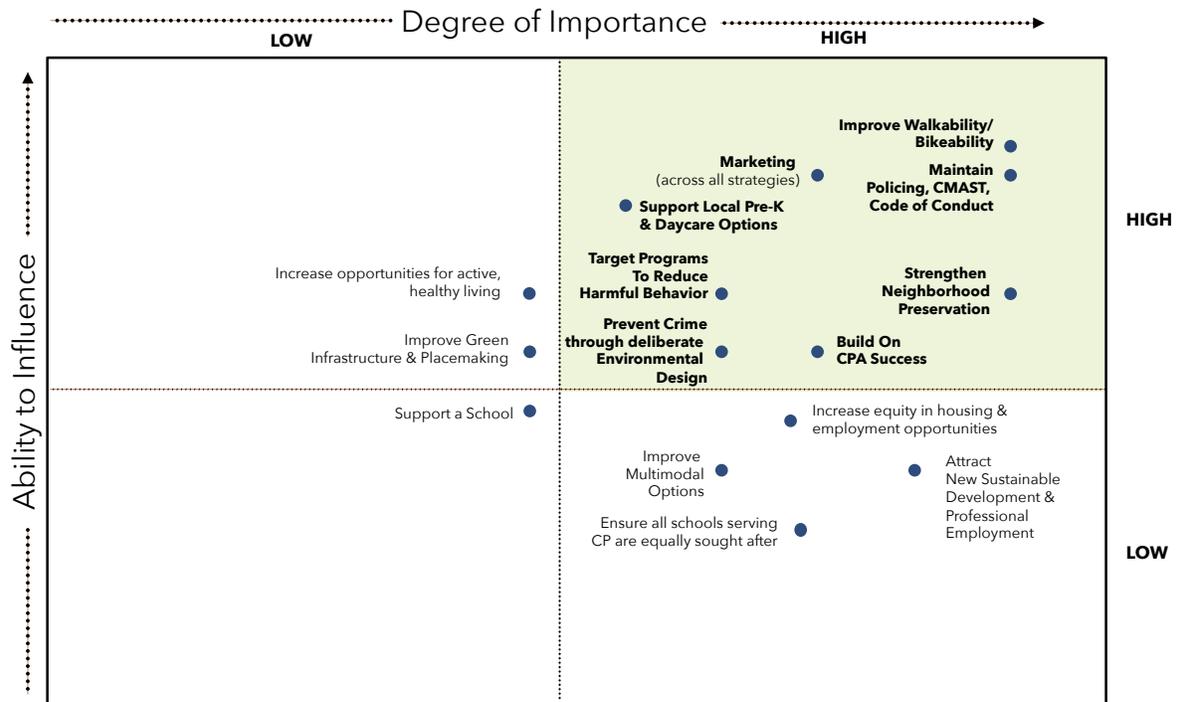
	Housing & Development							Transportation & Mobility			Public Health & Safety			Education				
	Diversify/increase Dining & Retail	Ensure public spaces are inviting, green, and welcoming	Increase living wage and professional jobs	Preserve housing affordability	Increase equity in housing/employment	Increase people living/working in CP	Enhance sustain./reduce carbon footprint	Preserve neighborhood safety and stability	Enhance multimodal mobility within to from CP	Ensure equitable multimodal mobility options	Increased parking efficiency	Mitigate negative crime perceptions	Continue to reduce harmful behavior & crime	CP residents live in a health env.	CP residents & students embrace healthy choices	Create equitable educational opportunities for all Pre-K - 12 students	Strengthen Pre-K - 12 edu. to attract/retain residents	Local collaboration with school community
Develop marketing strategies	●		●			●	●	●	●	●	●	●					●	●
Strengthen neighborhood preservation	●		●	●		●	●	●										
Create a Community Preservation Trust			●	●		●	●	●										
Continue to develop the existing Live/Work program																		
Develop a consumer rating of student rental housing																		
Attract new sustainable development and professional employment	●	●	●			●	●	●	●	●								
Improve green infrastructure & placemaking	●	●				●	●	●	●			●						
Develop targeted waste and recycling strategies for residences, offices and retail businesses including composting							●						●					
Increase equity in housing and employment opportunities	●		●	●	●	●		●										
Create safe and connecting network of sidewalks, trails, transit in all neighborhoods and on campus									●	●	●							
Improve walkability/bikeability throughout the city	●	●				●	●	●	●	●	●			●	●			
Add lighting and cameras									●	●	●							
Expand east/west trail connections/bike infrastructure plan									●	●	●							
Plan for better accessibility (ADA, senior mobility)									●	●	●							
Improve multimodal options	●	●				●			●	●	●			●				
Develop strategies to enhance Transportation Demand Management									●	●	●							
Complete/increase accessibility to the Purple Line						●			●	●								
Advocate for Baltimore Avenue reconstruction north of University Boulevard and completion of phase 1									●	●								
Increase opportunities for active, healthy living													●	●				
Maintain Code of Conduct, CMAST, Policing	●					●	●	●				●	●	●				
Implement a Social Host Ordinance												●	●	●				
Implement "Good Citizen" strategy												●	●	●				
Reinvest in safety ambassadors												●	●	●				
Prevent Crime through deliberate environmental design and the built environment	●	●				●	●	●	●	●		●	●	●				
Target programs to reduce harmful behavior	●					●	●	●				●	●	●				
Implement programs to reduce binge drinking								●				●	●					
Develop a "support a school" program						●									●	●	●	
Build on College Park Academy's success						●									●	●	●	
Support local pre-k and day care options			●			●									●	●	●	
Attract & retain the best teachers & principals; "Teacher Next Door" model															●	●	●	
Increase professional development opportunities for educators at UMD																●	●	
Connecting interns/students between UMD, schools and the community on environmental efforts							●								●	●	●	
Attract more families to attend College Park Academy						●									●	●	●	
Expand College Park Academy to elementary grades															●	●	●	
Ensure all schools serving College Park students are equally sought after															●	●	●	
Support local pre-k and day care options			●			●									●	●	●	
Promote sustainability within school community and community collaboration																●	●	

## PRIORITIES

In addition to intersecting different focus areas, each strategy has varying degrees of importance and ability to implement. Recognizing that not all strategies can be implemented equally, the below matrix seeks to help prioritize and understand which strategies can and should be implemented easily and which might require additional effort.

## NEXT STEPS

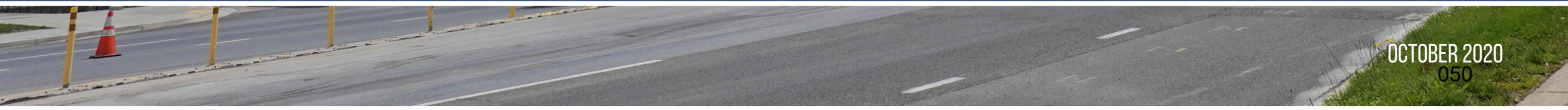
Once the University Community Vision 2030 has been approved by both the City of College Park and the University of Maryland, they, along with the College Park City University Partnership must determine which entity or combination of entities is best equipped to implement the Visions, Goals, and Strategies through ongoing discussion, evaluation, and collaboration..





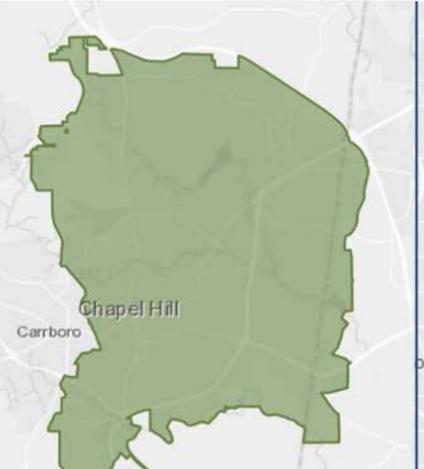
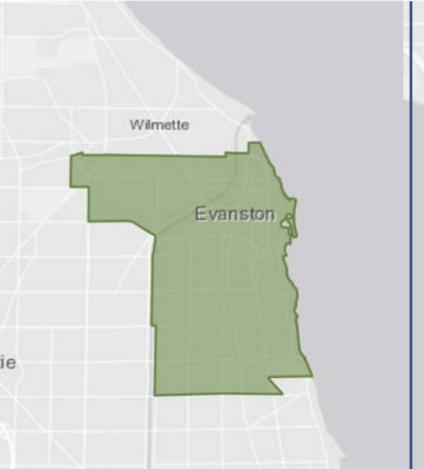
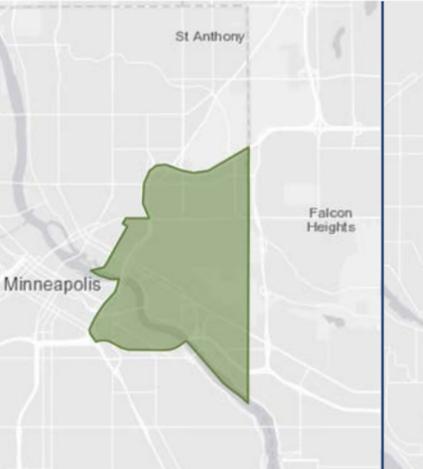
# UNIVERSITY COMMUNITY VISION 2030

*Final Report: Comparison Cities*



# COMPARISON CITIES

## Selected Cities/University Districts

					
<b>College Park, MD</b> <i>Univ. of Maryland</i>	<b>Chapel Hill, NC</b> <i>Univ. of North Carolina</i>	<b>Evanston, IL</b> <i>Northwestern Univ.</i>	<b>Berkeley, CA</b> <i>UC Berkeley</i>	<b>Univ. District, MN*</b> <i>Univ. of Minnesota</i>	<b>U District, WA*</b> <i>Univ. of Washington</i>

<b>City/District Population</b>	<b>32,183</b>		<b>59,561</b>		<b>75,157</b>		<b>120,926</b>		<b>41,323</b>		<b>35,318</b>	
<b>Metro Area Population</b>	<b>6,138,382</b>		<b>558,491</b>		<b>9,536,428</b>		<b>4,673,221</b>		<b>3,557,528</b>		<b>3,809,717</b>	
<b>University Enrollment</b>	<b>44,052</b>		<b>32,180</b>		<b>25,464</b>		<b>44,235</b>		<b>64,115</b>		<b>55,508</b>	
	<b>32,369</b> Undergrad	<b>11,683</b> Grad	<b>19,773</b> Undergrad	<b>12,407</b> Grad	<b>10,066</b> Undergrad	<b>15,398</b> Grad	<b>32,309</b> Undergrad	<b>11,926</b> Grad	<b>45,465</b> Undergrad	<b>18,650</b> Grad	<b>39,015</b> Undergrad	<b>16,493</b> Grad
<b>% with Bachelors+</b>	<b>47%</b>		<b>75%</b>		<b>66%</b>		<b>73%</b>		<b>53%</b>		<b>71%</b>	
<b>Median Income</b>	<b>\$67K</b>		<b>\$68K</b>		<b>\$77K</b>		<b>\$81K</b>		<b>\$31K</b>		<b>\$38K</b>	

\*Data for the University of Minnesota and University of Minnesota is limited to the "university districts" in each of the respective cities.

# OVERVIEW

As the Partnership embarked on developing Vision 2030, U3 Advisors researched organizations most similar to the Partnership.

As part of this analysis we are comparing College Park to five other college towns. For two universities (The University of Minnesota & The University of Washington), we are analyzing the districts in which the universities reside (The University District in Minneapolis & U District in Seattle).

In order to accurately compare College Park to selected cities/districts, we compared variables tracked by the partnership since 2011 wherever possible. However, in many places, the data required to assess variables tracked by the partnership in other cities/districts is not publicly available. In these cases, we analyzed the closest, publicly available data sources.

The following pages contain this analysis.

# **PARTNERSHIP ORGANIZATIONS/CITIES -DISTRICTS**

# PARTNERSHIP ORGANIZATIONS

- As part of our analysis, U3 researched partnership organizations most similar to the Partnership in the five identified comparison cities.
- While few organizations resemble The Partnership, the organizations & initiatives identified seek to tackle similar issues in similar markets.

Partnership Organizations					
City	University	Partnership Name	Year Formed	Focus Areas	Budget
College Park	University of Maryland	The Partnership	1997	Housing & Development Transportation Education Public Safety Sustainability	\$571,000
Chapel Hill	UNC Chapel Hill	Chapel Hill Downtown Partnership	2005	Business Investment & Attraction Placemaking Business Services	\$643,000
Evanston	Northwestern	"Good Neighbor Fund"	2015	City Capital Projects City Service Support Special Projects	\$1,000,000
Berkeley	UC Berkeley	Berkeley Alliance	2008	Public Education	\$1,800,000*
University District, Minneapolis	University of Minnesota	University District Alliance	2007	Placemaking Residential Development Business Development Economic Development	\$1,300,000
University District, Seattle	University of Washington	U District Partnership	2015	'Clean & Safe Urban Vitality Events & Marketing	\$1,450,000

Strategy Area Alignment				
H&D	Transpo.	Edu.	Sust.	Pub. Saf.
●	●	●	●	●
●	●			●
●	●	●	●	●
		●		
●			●	●
●	●		●	●

\*Budget includes only that invested by City of Berkeley into 2020 Vision program. Other "mission-aligned" programs are supported by individual organization budgets, but are not specifically designated for 2020 Vision

# CHAPEL HILL, NC

## Chapel Hill Downtown Partnership

- The Chapel Hill Downtown Partnership was formed in 2005 as a partnership between the City, University of North Carolina, and downtown business partners.
- The Partnership’s goal is to maintain, enhance and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.
- The Partnership has three focus areas:
  - Investment & Attraction
  - Placemaking
  - Business Services

## 2018 Metrics

### Investment & Attraction

<b>28</b>	Businesses provided assistance in locating downtown
<b>10</b>	Prospective new tenants identified and linked to downtown property owners
<b>8</b>	Businesses awarded grant funds
<b>\$81K</b>	New investment in downtown from grant recipients

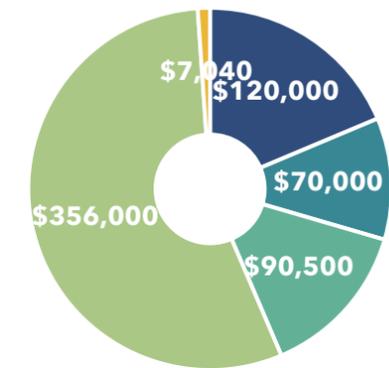
### Placemaking

<b>9</b>	Safety, cleanliness improvements implemented
<b>61</b>	Businesses engaged in special events and placemaking initiatives
<b>40</b>	Special events, arts and placemaking initiatives

### Business Services

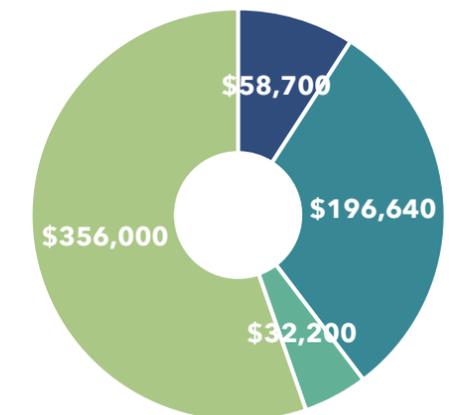
<b>524</b>	Businesses assisted with comprehensive resources
<b>13</b>	New businesses welcomed and provided resources
<b>57</b>	Safety, educational, and information resources provided to businesses
<b>5</b>	Businesses provided with comprehensive technical assistance

## 2018 Budget Sources



- Municipal Service District
- Town of Chapel Hill
- UNC
- Project Management
- Other

## 2018 Budget Uses



- Operations
- Personnel
- Programming
- Project Management

# CASE STUDY: CHAPEL HILL, NC

## **Campus and Community Coalition to Reduce the Negative Impacts of High Risk Drinking (CCC)**

- Special coalition started in 2013 focused on reducing issues related to drinking
- Representation and funding from the Town of Chapel Hill, UNC-Chapel Hill, the Orange County Health Department, and the Orange County ABC Board
- Produced a set of 22 strategies for the University, Neighborhoods & Community, & Downtown
- Several initiatives have been instituted since 2014 focused on targeting the roots of high risk drinking from multiple angles including students, parents, and businesses.
- Data indicates a shift in on-campus drinking violations since the initiatives began

# EVANSTON, IL

## Good Neighbor Fund

- The Good Neighbor Fund was created in 2015 as an initiative by Northwestern University to invest in its surrounding community.
- The University pledged \$1M each year to fund for five years
- The University president and Mayor jointly determine how funds are allocated.
- The Fund has three focus areas:
  - Capital projects supporting city infrastructure and facilities
  - Specific support for existing city services
  - Social projects
- The University president and Mayor will meet in 2020 to determine a potential extension of the partnership and/or new opportunities for collaboration.

### 2020 Fund Allocations

Amount	Project
\$250,000	City Fire Dept. Paramedic Services
\$150,000	Community center interior improvements
\$135,000	Job training programs support
\$100,000	Youth outreach programs
\$85,000	New dog park
\$85,000	City park improvements
\$80,000	Workforce development initiative support
\$70,000	Public library support
\$45,000	Climate Action & Resilience Plan initiatives

# CASE STUDY: EVANSTON, IL

## Northwestern-Chicago Transit Authority Partnership

- In September 2016, **Northwestern** & the **Chicago Transit Authority** (CTA) formed a partnership to **replace an existing Northwestern shuttle** with an existing **CTA bus route**.
- The partnership allowed all WildCARD-holders (students and employees) to **ride the CTA route 201 bus for free**.
- The partnership resulted in **an increase in ridership** on the 201 route by **19 percent** during the weekdays and **14 percent** on Saturdays for the months September through November.
- The CTA route also allowed for **later travel** during the weekdays, **new travel** on the weekends, **reduced traffic**, and **reduced environmental impact** from emissions.

# CASE STUDY: EVANSTON, IL

## Northwestern Community Alcohol Coalition (CAC)

- In 2013, Northwestern & the City of Evanston formed a **Community Alcohol Coalition** aimed at addressing the issue of **high-risk alcohol use** and the associated harm amongst students.
- The coalition includes **several campus departments** and the **Evanston Police Department**.
- The coalition was tasked with:
  - Identifying key alcohol abuse issues
  - Developing a strategic plan
  - Suggesting changes to policies, programs, and protocols
  - Emphasizing the use of evidence-based and -informed practices
  - Support the development of and monitoring of data points to measure the success of the plan
- The coalition promotes a "**harm reduction**", evidence-based approach in its recommendations.

# CASE STUDY: EVANSTON, IL

## Northwestern Health Promotion & Wellness Campaigns

- In 2014, Northwestern began implementing several **campaigns** aimed at **reducing both drug and alcohol use**.
- The University utilized response data from the AlcoholEdu online education platform to implement a “social norms” campaign aimed at **combatting perceptions of alcohol and drug use** among **first-year students**.
- The “Cannabis Awareness” campaign seeks to **combat the normalization of cannabis use** on campus as laws change.

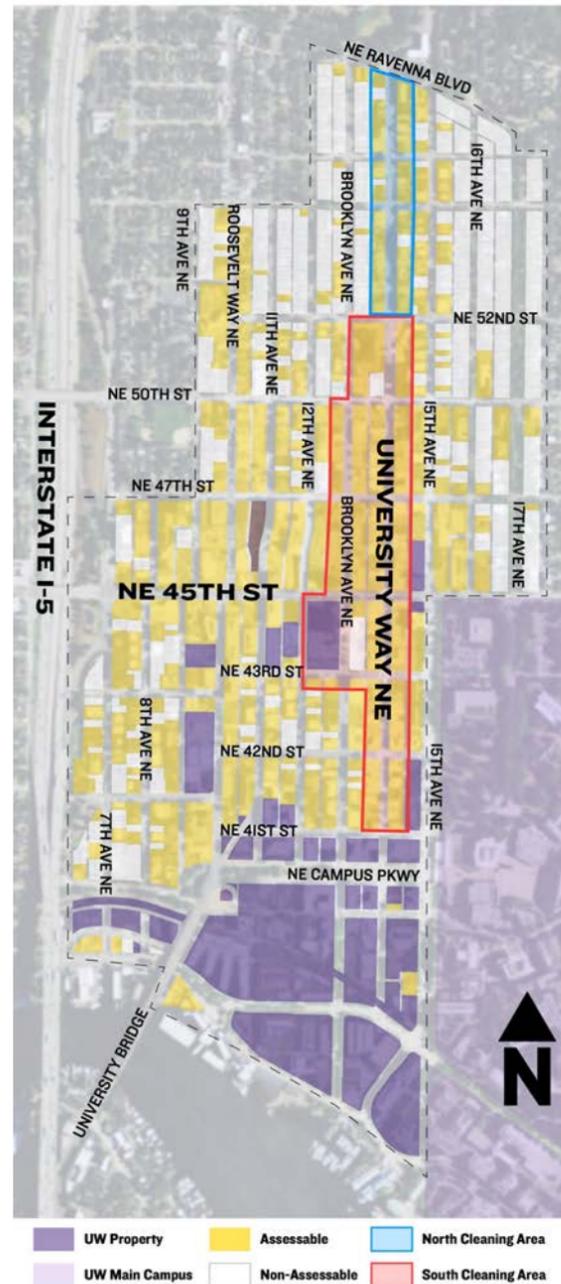
# U DISTRICT, WA

## U District Partnership

- The U District Partnership was formed in 2015 as a nonprofit with representation from local businesses and the University of Washington.
- The Partnership's mission is to serve all who work in, live in, and visit Seattle's University District by fostering and sustaining a vibrant, diverse, and healthy neighborhood for the common good.
- The Partnership's primary purpose is to serve as the designated Business Improvement Area program manager for the U District.
- The Partnership has four focus areas:
  - Clean and Safe
  - Economic Development
  - Events & Marketing
  - Urban Vitality



### U District BIA



### 2019 Key Metrics

**4,100+**

Bags of trash removed

**1,700+**

Stickers & graffiti tags removed

**670+**

Biohazard messes cleaned

**1,700+**

Times stopped into businesses

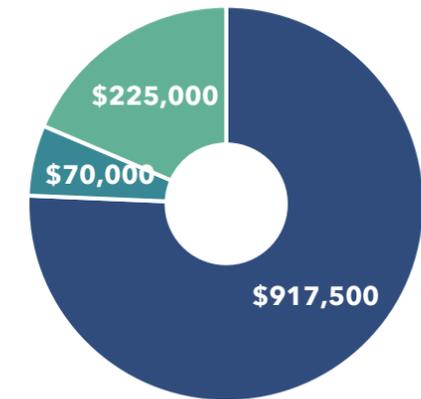
**2,500+**

Times checked on hotspots

**140+**

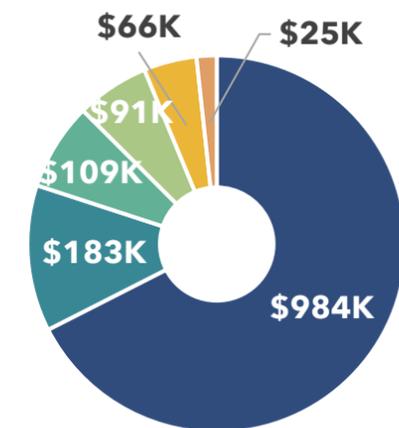
Times engaged homeless population

### 2019 Budget Sources



■ BIA Revenue ■ City of Seattle ■ Events

### 2019 Budget Uses



■ Clean and Safe Program ■ Program Management  
 ■ Economic Development ■ Marketing & Events  
 ■ Community Engagement ■ Urban Vitality

# CASE STUDY: U DISTRICT, WA

## City of Seattle - U District Re-Zoning

- In 2017 the City of Seattle began implementing zoning changes to **densify the U District**
- The up-zoning was part of a plan to **combat housing affordability issues** caused by the city's population & job boom.
- The highest density buildings are concentrated around **planned light rail stations**.
- The new zoning will trigger requirements for developers to provide **affordable housing** on site or pay into a fund for offsite affordable units.
- It is expected to create **5,000 new market-rate units** and up to **900 new affordable units**.

# CASE STUDY: U DISTRICT, WA

## University of Washington Housing Master Plan

- Starting in 2010, UW began implementing a robust plan to renovate and add over **3,000 beds** to their on-campus housing portfolio.
- Audits of existing housing indicated that existing buildings had reached the **end of their useful lives** and off-campus rent increases proved **increasingly challenging** for students.
- Rates for redeveloped beds are set based on the cost of operating and providing housing in an effort to **maintain affordability** for students.

# CASE STUDY: U DISTRICT, WA

## Seattle Public Transit Investments

- In 2014, Seattle voters approved the Seattle **Transportation Benefit District Proposition 1 (STBD)** to fund the **purchase of increased Metro service** and **additional transit programs** for Seattle residents.
- The funding package included a **\$60 vehicle license fee** and **0.1% sales tax increase** to generate over **\$50 million annually** to improve transit service and access for six years (2015-2020).
- The investments resulted in an improved number of households with **frequent transit access** (15-minute or less wait), from **25% in 2015** to **70% in 2019**, with a goal of 72% by 2025.
- The U-District has the **2<sup>nd</sup> highest number of frequent bus routes**, increasing from 10 to 11 since the investments began.
- Further investments, including a **planned light rail station** in 2021 are expected to **improve transit access and ridership** in the U District even further.

# CASE STUDY: U DISTRICT, WA

## University of Washington: Climate Action Plan (2009)

- In 2009 the University of Washington began implementing a Climate Action Plan (CAP) with a goal **to reduce emissions** 15% below 2005 levels by 2020, and 36% below 2005 levels by 2035.
- As part of the CAP, in 2011 UW created **Green Office & Green Laboratory Certification programs** that promote sustainable practices among faculty & staff.
- In addition to the CAP, UW also created a **Campus Sustainability Fund (CSF)** that provides **grants** for **students** to create on-campus sustainability projects. The CSF provided over **\$590K** to fund **27 student-led projects** in 2017.

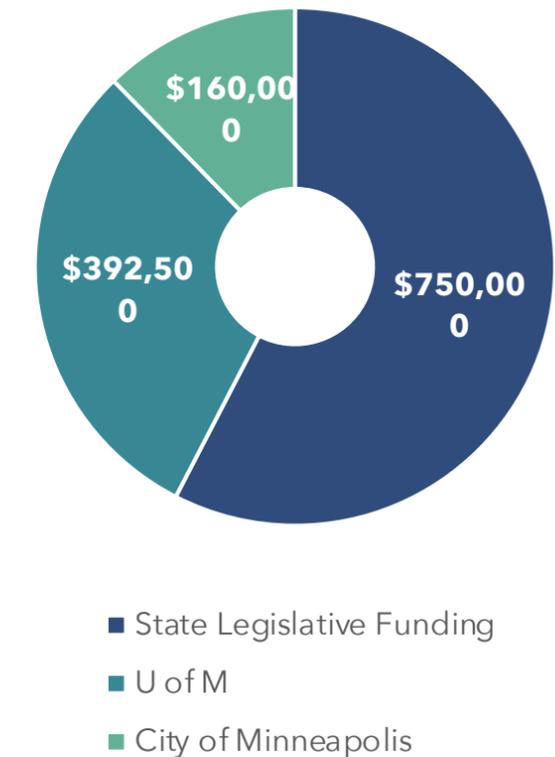
# UNIVERSITY DISTRICT, MN

## University District Alliance

- The University District Alliance was formed in 2007 as a partnership between the University of Minnesota, Augsburg University, the city of Minneapolis, and other neighborhood groups.
- The Alliance works to make the area surrounding the University of Minnesota campus in Minneapolis one that:
  - capitalizes on its exceptional resources
  - is vibrant, safe, healthy, and sustainable
  - is a preferred place for people of all ages to live, work, learn, do business, and visit
- The Alliance has 8 goals focused on placemaking, partnership, resident attraction & socioeconomic diversification, housing development, and sustainable design and development.
- Leadership changes and lack of institutional ownership have left the future of the Alliance uncertain, with few public updates since 2009.

2008 Alliance Programs	
Amount	Project
\$482,000	Homeownership Preservation Program
\$250,000	University District Plan Development
\$207,000	Homebuyer Incentive Program
\$110,000	Neighborhood Inspections Sweep
\$82,000	Student/Neighborhood Liaison Program
\$60,000	Commercial District Improvements
\$20,000	Live Near Your Work Campaign

## 2008 Budget Sources



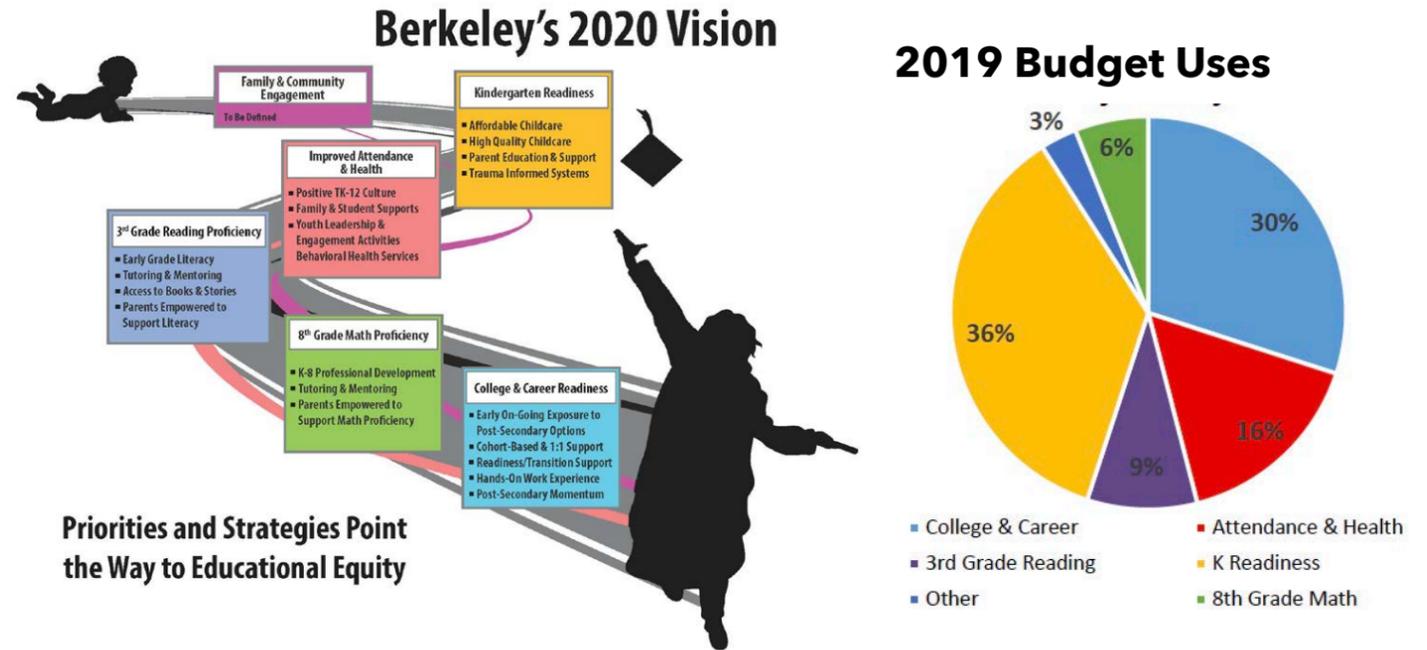
# CASE STUDY: UNIV. DIST., MN

## Green Line Campus Zone Pass

- In 2014 Metro Transit in Minneapolis opened the Green Line, a **new light rail line** connecting the cities of Minneapolis and St. Paul through the University District.
- The University and Metropolitan Council partnered to offer a **Campus Zone Pass** to all U of M affiliates, allowing them to **ride for free** along the three stops within the University District.
- The Campus Zone Pass seeks to encourage use of public transportation and **reduce traffic and parking demands**.
- There is a current push to **extend** the Campus Zone to encourage more U of M affiliates to use the line and **provide access to more amenities like supermarkets**, as some parts of the district are considered food deserts.

## 2020 Vision: Equity in Education

- 2020 Vision: Equity in Education is an initiative started in 2008 as a partnership between the Berkeley Unified School District, the University of California at Berkeley, and Berkeley City College.
- The goal of the initiative to close the achievement and opportunity gaps for African American and Latino/a/x children and youth.
- The 2020 Vision initiative has six key focus areas:
  - Kindergarten Readiness
  - Improved School Attendance and Health
  - 3rd Grade Reading Proficiency
  - 8th Grade Math Proficiency
  - College and Career Readiness
  - Family and Community Engagement
- The City of Berkeley invested \$1.8M into the 2020 Vision program in 2019. Funds were allocated primarily from the city's general fund.



<p><b>Leadership Team</b></p>	<ul style="list-style-type: none"> <li>• Provides overall vision and leadership to 2020 Vision</li> <li>• Ensures strong inter-agency partnerships</li> <li>• Reviews overall progress on eliminating racial disparities and achieving educational equity</li> <li>• Considers recommendations from ACT and 2020 Vision staff</li> </ul>	<p><b>2020 Vision Staff</b></p>
<p><b>Alignment &amp; Coordination Team (ACT)</b></p>	<ul style="list-style-type: none"> <li>• Monitors Work Group progress and considers Work Group recommendations</li> <li>• Ensures Work Group efforts are aligned and support 2020 Vision</li> <li>• Explores ways to address needs &amp; creates opportunities to advance 2020 Vision goals</li> <li>• Makes recommendations to Leadership Team</li> </ul>	<ul style="list-style-type: none"> <li>• Convenes and facilitates partners</li> <li>• Aligns and supports partner efforts</li> <li>• Collects, shares, and analyzes data</li> <li>• Identifies unmet needs and pursues new opportunities</li> <li>• Develops and disseminates communications</li> <li>• Oversees 2020 Vision RFP process</li> <li>• Monitors 2020 Vision contracts</li> </ul>
<p><b>Work Groups</b></p>	<ul style="list-style-type: none"> <li>• Organizes around a single priority</li> <li>• Aligns programs within their priority area</li> <li>• Shares info and updates in their field</li> <li>• Identifies best practices and gaps</li> <li>• Recommends projects and improvements to address remaining inequities</li> </ul>	

# CASE STUDY: BERKELEY, CA

## 2020 Vision: Equity in Education

- The 2020 Vision initiative functions as an **organizing** and **tracking** entity for several education initiatives spearheaded by the various initiative partners.
- The Initiative's priority areas were **developed with** and **adopted by** participating organizations to ensure shared commitment.
- The Initiative developed a set of **concrete strategies** for each priority area and **metrics** to assess those strategies.
- The Initiative has identified **56 programs** that **align with the 2020 Vision** goals and has tracked metrics along with those.
- Through the shared commitment and funding dedication of all partners, the Initiative has seen **significant success** across almost all priority areas, although it still sees **some challenges**.

# CASE STUDY: BERKELEY, CA

## UC Berkeley: Zero Waste Plan (2013)

Multi-Layered Strategy focusing on key campus components:

- Installing **standardized infrastructure**, including signage and bins, in campus facilities.
- **Educating the campus** community about the proper sorting of materials into campus bins and waste reduction and reuse best practices.
- **Reducing** the amount and flow of **materials**.
- **Reusing, repairing and re-circulating** usable materials.
- **Upgrading the procurement process** with partners to **minimize waste**.
- **Engaging campus partners and affiliates** to adopt zero waste.
- **Standardizing and institutionalizing** zero waste practices and behaviors.

# DEMOGRAPHICS

# POPULATION

Population Change (2011 to 2018)

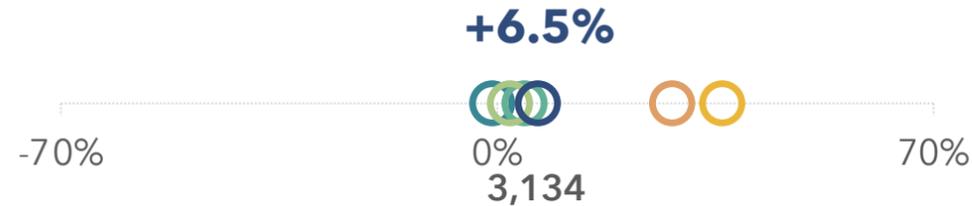
Total Population



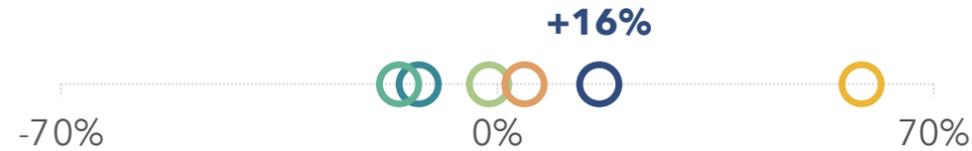
Young Adult (25 to 34) Population



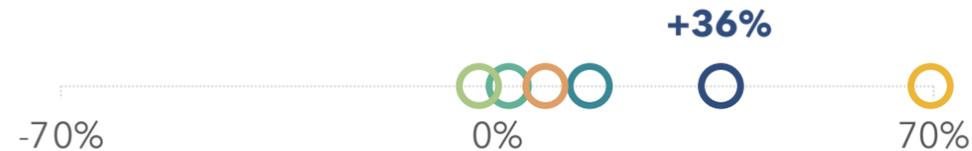
Minor (Under 18) Population



Ages 0 to 4



Ages 5 to 9



Ages 10 to 17



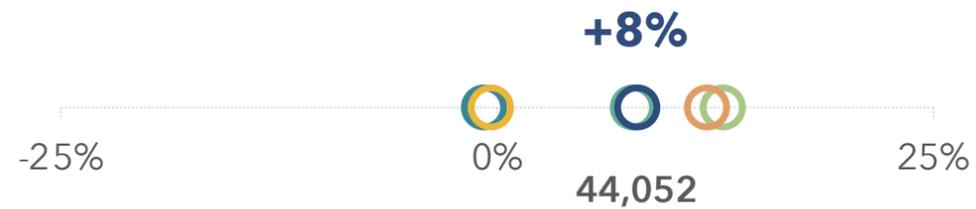
- College Park, MD (UMD)
- Chapel Hill, NC (UNC)
- Evanston, IL (Northwestern)
- Berkeley, CA (UC Berkeley)
- Univ. District, MN (U of M)
- U District, WA (UW)

- Between 2011 and 2018, **College Park** saw **about average population growth**, compared to other cities.
- College Park's population growth amongst **young adults** (age 25 to 34) and **minors** (under age 18), was also **about average**.
- The **University District in Minnesota** and **U District in Seattle** saw the **highest population growth of young adults and minors**.
- While **College Park** saw growth amongst its minor population overall, it saw the **greatest decrease in its population aged 10 to 17**, larger than any compared city.
- The **University District in Minnesota** saw the **greatest increases** in its **minor population** aged 0 to 4 and 5 to 9, at **58%** and **69%**, respectively.

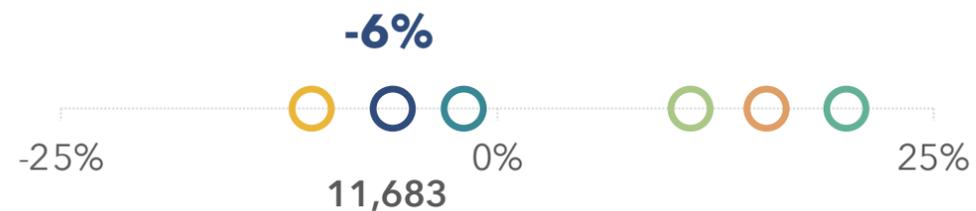
# ENROLLMENT

Enrollment Change (2011 to 2018)

Total Enrollment



Graduate Enrollment



Undergraduate Enrollment



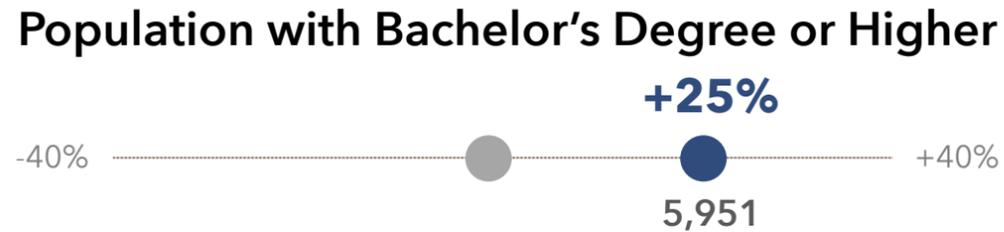
- College Park, MD (UMD)
- Chapel Hill, NC (UNC)
- Evanston, IL (Northwestern)
- Berkeley, CA (UC Berkeley)
- Univ. District, MN (U of M)
- U District, WA (UW)

- Between 2011 and 2018, **UMD's overall enrollment growth was average** compared to universities in compared cities.
- The growth in **UMD's undergraduate enrollment is well above average** compared to universities in comparable cities.
- Along with UNC and the University of Minnesota in Minneapolis, **UMD saw a decrease in its graduate enrollment.**

# EDUCATIONAL ATTAINMENT

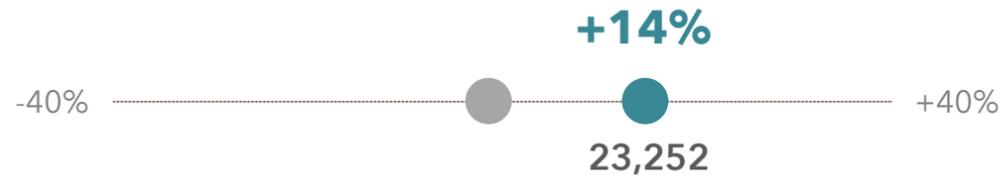
## College Park, MD

Univ. of Maryland



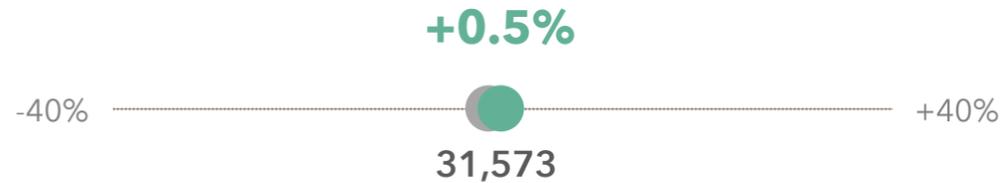
## Chapel Hill, NC

Univ. of North Carolina



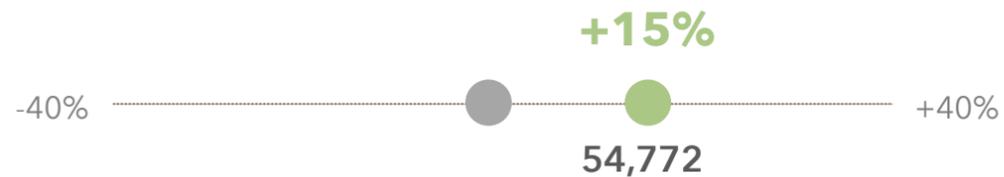
## Evanston, IL

Northwestern University



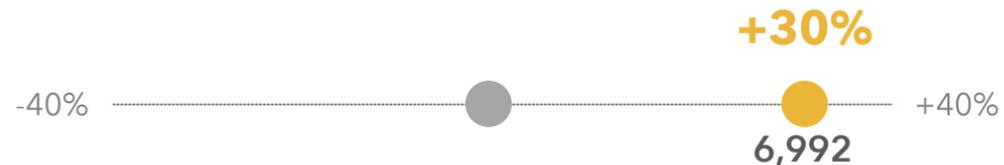
## Berkeley, CA

UC Berkeley



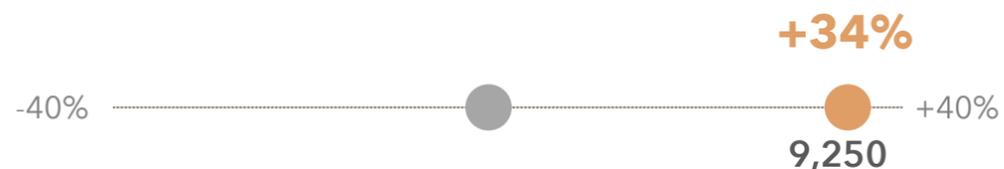
## University District, MN

University of Minnesota



## U District, WA

University of Washington



● 2011 ● 2018

- **College Park** saw **about average** in its population with a bachelor's degree or higher when compared to other cities.
- The percentage of College Park residents 25 and older with a Bachelor's or higher **increased**
- Despite the increase, College Park still has **the lowest %** of its population over 25 with at least a bachelors degree.

# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

<b>Undergraduate Growth</b>	<ul style="list-style-type: none"><li>College Park's undergraduate population increased by 14% since 2011, one of the largest growth among</li></ul>
-----------------------------	--

College Park is **on par** with some/all Peers

<b>Population Growth</b>	<ul style="list-style-type: none"><li>College Park's overall growth of 7% was right in the middle among peer institutions; College Park's growth in residents aged 25 to 34 (25%) was right in the middle among peer institutions</li></ul>
--------------------------	---

College Park is **at a lower level** than some/all peers

<b>Educational Attainment</b>	<ul style="list-style-type: none"><li>While College Park increased the # and % of residents over 25 with bachelors degrees, the overall % is still far below other peer cities (excepting University District in Minneapolis)</li></ul>
<b>Graduate Student Enrollment</b>	<ul style="list-style-type: none"><li>UMD's graduate student population declined by 6% since 2011; the only institution with more pronounced decline was the University of Minnesota</li></ul>

# HOUSING AND DEVELOPMENT

# NOTES ON DATA

**Metrics Analyzed:** As part of this analysis we identified several metrics related to Housing & Development to compare College Park to the identified cities/districts. These metrics are listed below:

CPCUP Metric or Trend Analyzed	Peer College Comparison
Metric: Increase % of Owner Occupied Family Homes	<ul style="list-style-type: none"> <li>• Single Family Housing units (Census)</li> <li>• Owner-Occupied Housing (Census)</li> </ul>
Metric: Increased % of off-campus undergraduates living in targeted areas	<ul style="list-style-type: none"> <li>• On-campus dorm beds</li> <li>• Off-campus student focused beds</li> </ul>
Metric: Increased % of local independent businesses; increased # of independent retail and dining business	<ul style="list-style-type: none"> <li>• Total Businesses from Dun &amp; Bradstreet</li> </ul>
Trend: Multi-family housing	<ul style="list-style-type: none"> <li>• Off-Campus Multi-Family Beds</li> <li>• Off-Campus Student Focus Beds</li> </ul>
Trend: Affordability (rental)	<ul style="list-style-type: none"> <li>• Off-Campus Student Focused Rents</li> <li>• Off-Campus Multi-Family Rents</li> </ul>
Trend: Live/Work Dynamics for whole population	<ul style="list-style-type: none"> <li>• % of people that live and work in College Park</li> </ul>

# LOCAL WORKFORCE

% of Residents working Locally

**College Park, MD**

*Univ. of Maryland*



**Chapel Hill, NC**

*Univ. of North Carolina*



**Evanston, IL**

*Northwestern University*



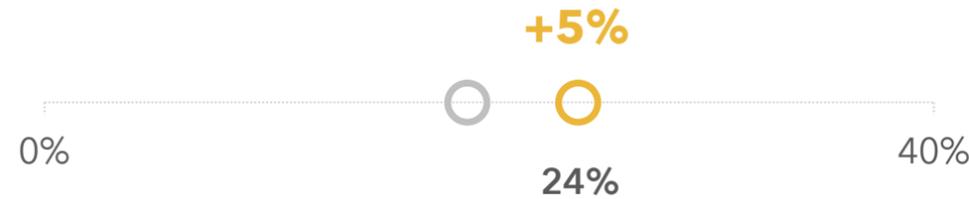
**Berkeley, CA**

*UC Berkeley*



**University District, MN**

*University of Minnesota*



**U District, WA**

*University of Washington*



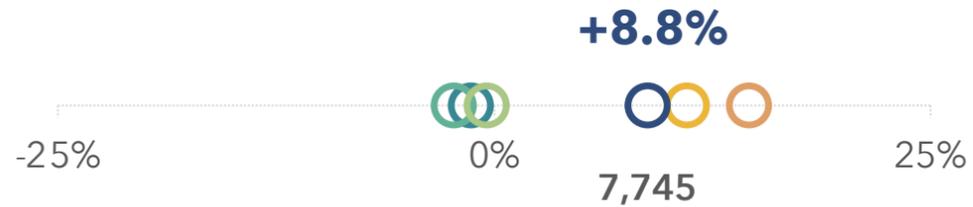
● 2011 ● 2017

- While College Park saw an **increase** in the percentage of residents working locally, its **overall percentage is still lower** than all other comparable cities.
- Chapel Hill has remained the city with the **highest percentage of residents working locally**, increasing **3%** since 2011 to **32%**.
- The University District in Minnesota saw the **largest increase** in its share of residents working locally, increasing by **5%** since 2011 to **24%**.

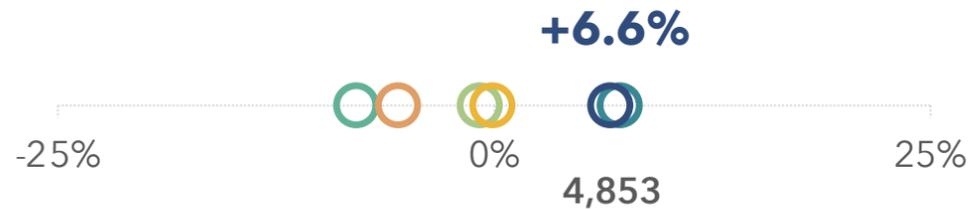
# HOUSING UNITS

Housing Unit Change (2011 to 2018)

Total Housing Units



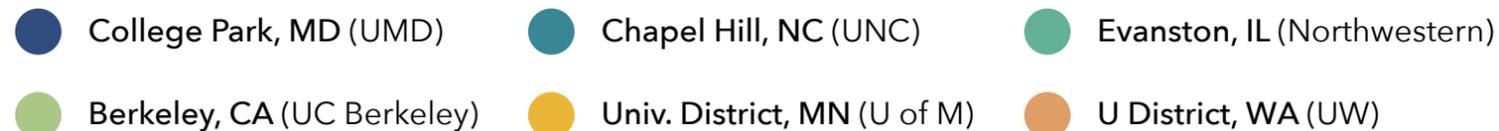
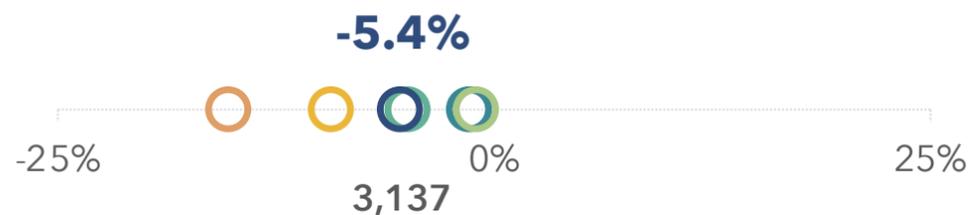
Single-Family Housing Units



Multi-Family Housing Units



Owner-Occupied Housing Units



- Compared to other districts/cities, **College Park** has seen a **significant growth in housing units**, outpaced only by the University District in Minneapolis and U District in Seattle.
- Compared to other cities, **College Park** has seen a **significant growth in single family housing units**, adding over **300 units** since 2011.
- At **63%**, College Park has the **highest percentage of single-family housing units** than all other comparable cities.
- Along with single-family unit growth, **College Park** saw **significant growth** in multi-family housing, adding over **300 units** since 2011.
- **College Park** saw a **decrease** in overall owner-occupied housing units, **along with every comparable city**.

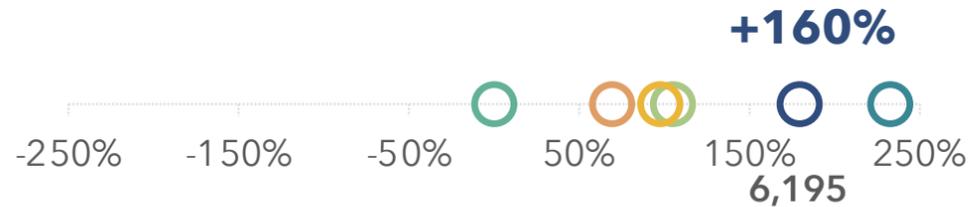
# STUDENT & MULTI-FAMILY BEDS

Number of Beds Change (2011 to 2018)

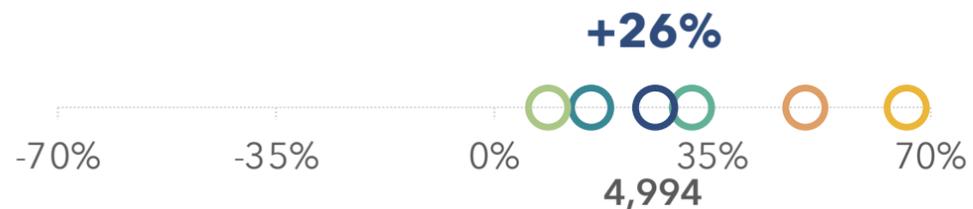
On-Campus  
Dorm Beds



Off-Campus  
Student Beds\*



Off-Campus  
Multi-Family Beds



- College Park, MD (UMD)
- Chapel Hill, NC (UNC)
- Evanston, IL (Northwestern)
- Berkeley, CA (UC Berkeley)
- Univ. District, MN (U of M)
- U District, WA (UW)

- Along with most other universities in comparable districts/cities, **UMD invested in its on-campus housing stock**, adding over **1,000 new dorm beds** since 2011.
- Compared to other cities, College Park had a **high rate of growth** in private, student-focused housing beds, **increasing its overall stock of beds by 160%**.
- Compared to other cities, **College Park** saw about **average growth** in its multi-family (i.e non-student focused) housing beds, with a growth rate of **26%**.

\*Defined by Co-Star; College Park does not include Courtyards or South Campus Commons, both counted as on-campus

# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

<b>Student Housing Construction</b>	<ul style="list-style-type: none"><li>• College Park increased off-campus private student housing by 160% since 2011; this is the second highest rate among all peers</li></ul>
<b>Affordability</b>	<ul style="list-style-type: none"><li>• While rents increased by 6% and 8% for student, this is below the rate increases for most of the other peers</li></ul>

College Park is **on par** with some/all Peers

<b>Single Family to Rental</b>	<ul style="list-style-type: none"><li>• College Park increased the overall number of single family units but saw a decrease in owner-occupied units by 5%, indicating a conversion to rental</li><li>• This is aligned with all other peer institutions</li></ul>
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College Park is **at a lower level** than most peers

<b>"Live Local"</b>	<ul style="list-style-type: none"><li>• While the number of people who live/work in College Park ticked up (9.6% to 11%), the overall % is far less than all peers, except the University of Washington</li></ul>
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# TRANSPORTATION

# NOTES ON DATA

**Metrics Analyzed:** As part of this analysis we identified several metrics related to Transportation to compare College Park to the identified cities/districts. These metrics are listed below:

CPCUP Metric or Trend Analyzed	Peer College Comparison
Metric: Increased % of residents who bike or walk to work	<ul style="list-style-type: none"> <li>• % of residents who bike or walk to work</li> </ul>
Metric: Increased ridership on College Park serving lines	<ul style="list-style-type: none"> <li>• Ridership on select lines serving each Peer City</li> </ul>
Trend: Overall transportation scores for walking and biking	<ul style="list-style-type: none"> <li>• Walk scores and bike scores</li> </ul>

# DROVE TO WORK: 18 TO 24

% Driving to Work (Ages 18 to 24)

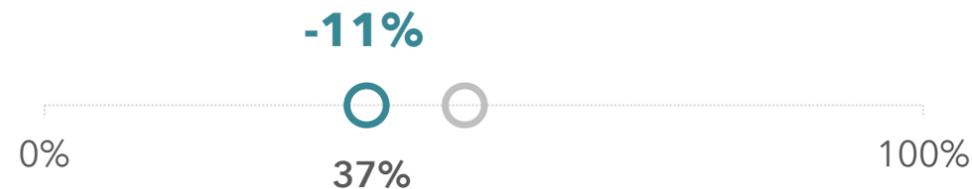
**College Park, MD**

*Univ. of Maryland*



**Chapel Hill, NC**

*Univ. of North Carolina*



**Evanston, IL**

*Northwestern University*



**Berkeley, CA**

*UC Berkeley*



**University District, MN**

*University of Minnesota*



**U District, WA**

*University of Washington*



● 2011 ● 2018

- Compared to other cities, the percentage of younger residents (ages 18 to 24) in College Park who drive to work is **slightly higher than average**.
- Along with most comparable cities, College Park saw a **decrease in the percentage of younger residents driving to work** between 2011 and 2018.
- **Evanston** was the only city to see an **increase in its percentage of younger residents driving to work**, though it remains **below average**.

# DROVE TO WORK: 25 AND OLDER

## College Park, MD

*Univ. of Maryland*

% Driving to Work (Ages 25 and Older)



## Chapel Hill, NC

*Univ. of North Carolina*



## Evanston, IL

*Northwestern University*



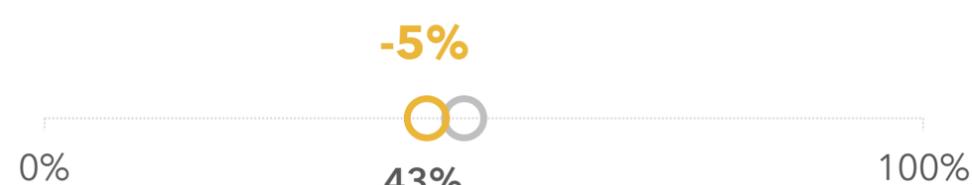
## Berkeley, CA

*UC Berkeley*



## University District, MN

*University of Minnesota*



## U District, WA

*University of Washington*



● 2011 ● 2018

- The percentage of older residents (ages 25 and older) in College Park who drive to work is **the highest** amongst comparable cities.
- College Park was the only city to see an **increase in the percentage of older residents driving to work** between 2011 and 2018.

# TRANSIT RIDERSHIP (CITY/DISTRICT)

Change in Transit Ridership (City/District)

**College Park, MD**  
*Univ. of Maryland*



**Chapel Hill, NC**  
*Univ. of North Carolina*

Data Not Available

**Evanston, IL**  
*Northwestern University*



**Berkeley, CA**  
*UC Berkeley*

Data Not Available

**University District, MN**  
*University of Minnesota*



**U District, WA**  
*University of Washington*

Data Not Available

● 2013 ● 2018

- Ridership declined at College-Park serving stations at a **more pronounced rate** than ridership declined at respective lines/stations for peer cities.

# TRANSIT RIDERSHIP (SYSTEMS)

Change in Transit Ridership (System)

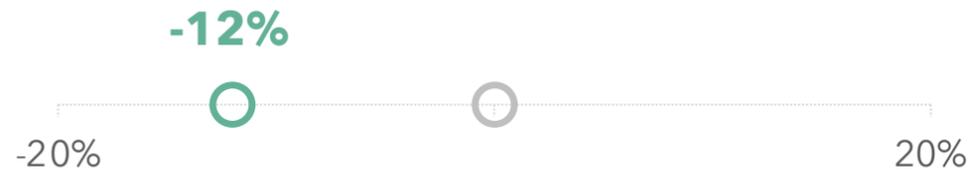
**College Park, MD**  
*Univ. of Maryland*



**Chapel Hill, NC**  
*Univ. of North Carolina*

Data Not Available

**Evanston, IL**  
*Northwestern University*



**Berkeley, CA**  
*UC Berkeley*

Data Not Available

**University District, MN**  
*University of Minnesota*



**U District, WA**  
*University of Washington*



● 2013 ● 2018

- Ridership **declined** across the College Park serving public transit system **in line with the system in Evanston.**
- The **University District in Minneapolis** and **U District in Seattle** saw **significantly less decline**, with the overall system in Seattle seeing growth.
- **Significant investments** in transit along with significant population boom and development in **Seattle** were likely the cause of the **ridership increase** in that system.

# TRANSPORTATION SCORES

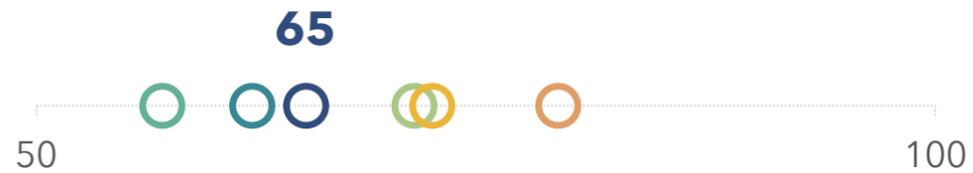
## Walk Score



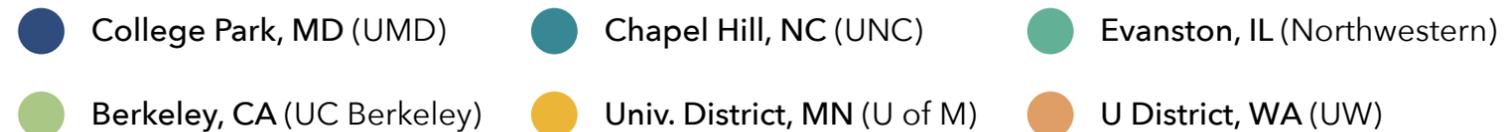
## Bike Score



## Transit Score



- Compared to other cities, **College Park is significantly less walkable**, with a **Walk Score of 68**.
- With a **Bike Score of 94**, College Park is **very bikeable**, and **about average** compared to other cities.
- Compared to other cities, **public transit accessibility is about average**, with a **Transit Score of 65**.



# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

<b>Biking Infrastructure</b>	<ul style="list-style-type: none"> <li>College Park's Bike Score of 94 is the third highest among peer cities</li> </ul>
<b>Students</b>	<ul style="list-style-type: none"> <li>31% of people ages 18 to 24 drove to work, down 7% since 2011</li> <li>This is the third best rate among peer cities</li> </ul>

College Park is **at a lower level** than some/all peers

<b>Reducing Auto-Dependency</b>	<ul style="list-style-type: none"> <li>67% of College Park residents over 25 drove to work, up 7% from 2011</li> <li>Every other peer city reduced this metric during the same time period</li> </ul>
<b>Transit Ridership</b>	<ul style="list-style-type: none"> <li>Ridership on College Park serving lines/stations fell by 14% since 2011</li> <li>While other cities saw declines as well, College Park's decline was the most stark</li> </ul>

# **PUBLIC SAFETY**

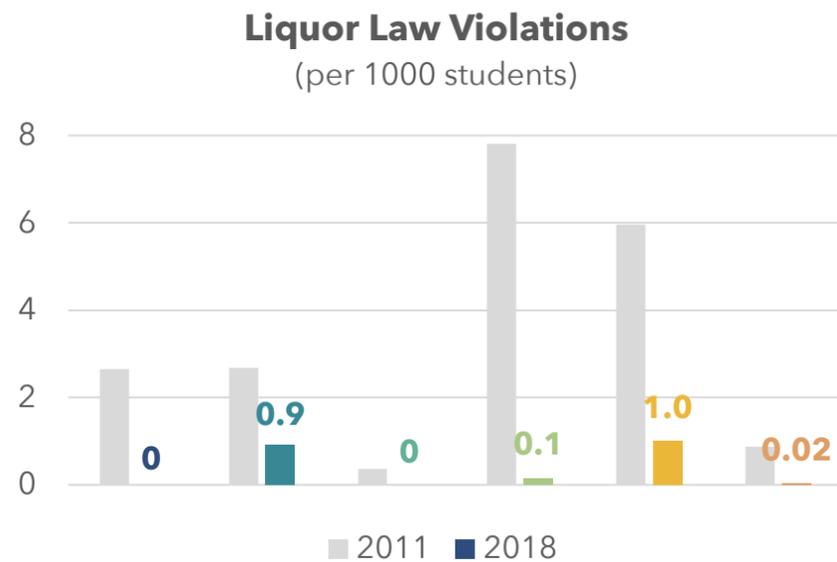
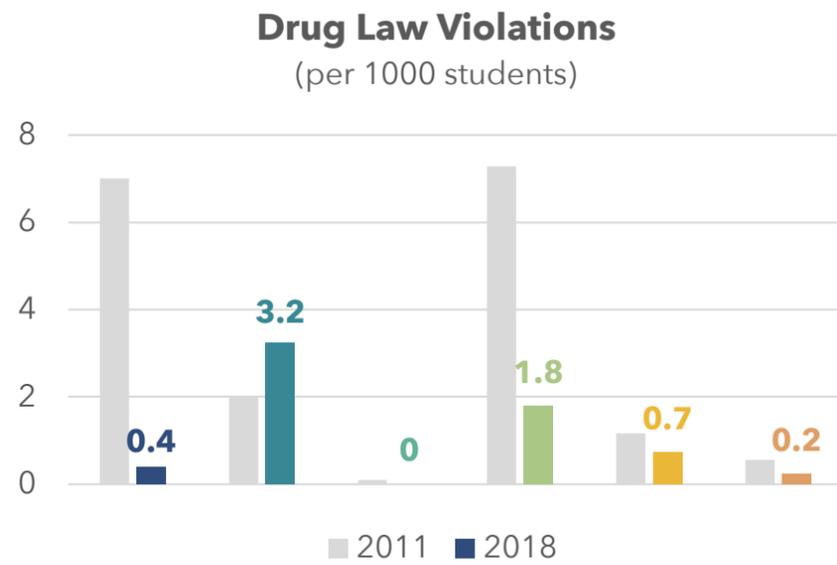
# NOTES ON DATA

**Metrics Analyzed:** As part of this analysis we identified several metrics related to Public Safety to compare College Park to the identified cities/districts. These metrics are listed below:

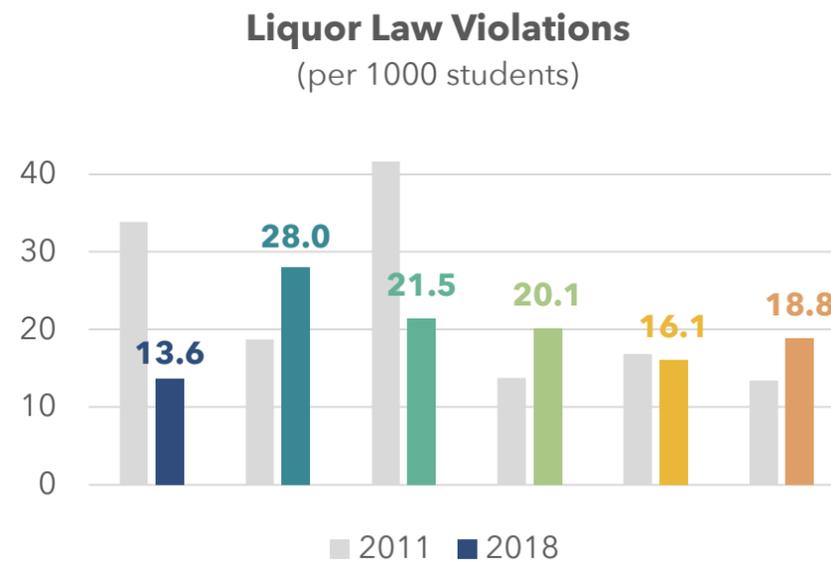
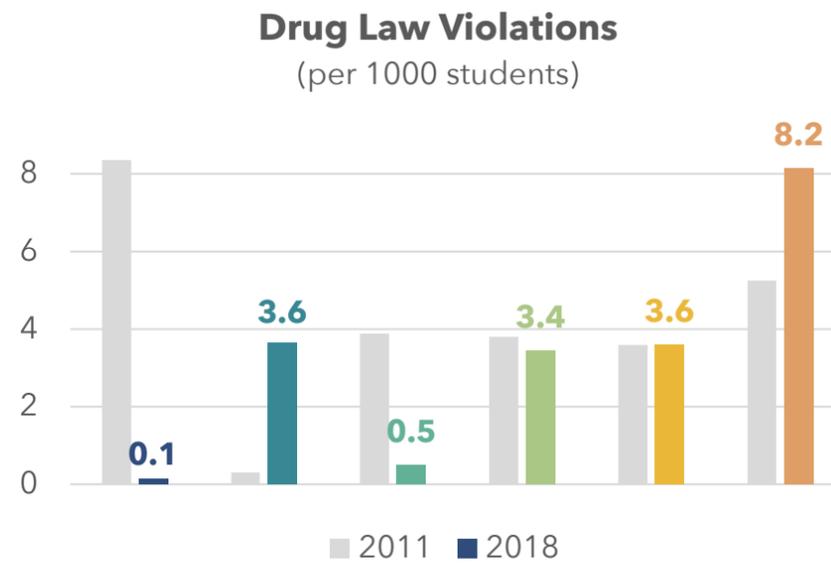
CPCUP Metric or Trend Analyzed	Peer College Comparison
Metric: Reduced alcohol violations	<ul style="list-style-type: none"> <li>• Drug &amp; Alcohol Violations</li> </ul>
Metric: Reduced rate of sexual assaults	<ul style="list-style-type: none"> <li>• Sexual Offenses</li> </ul>
Trend: Personal & Property Crimes	<ul style="list-style-type: none"> <li>• Robberies</li> <li>• Burglaries</li> <li>• Motor Vehicle Theft</li> <li>• Hate Crimes</li> <li>• Violence Against Women Act Crimes (VAWA)</li> </ul>

# DRUG & ALCOHOL VIOLATIONS

## Arrests



## Disciplinary Actions

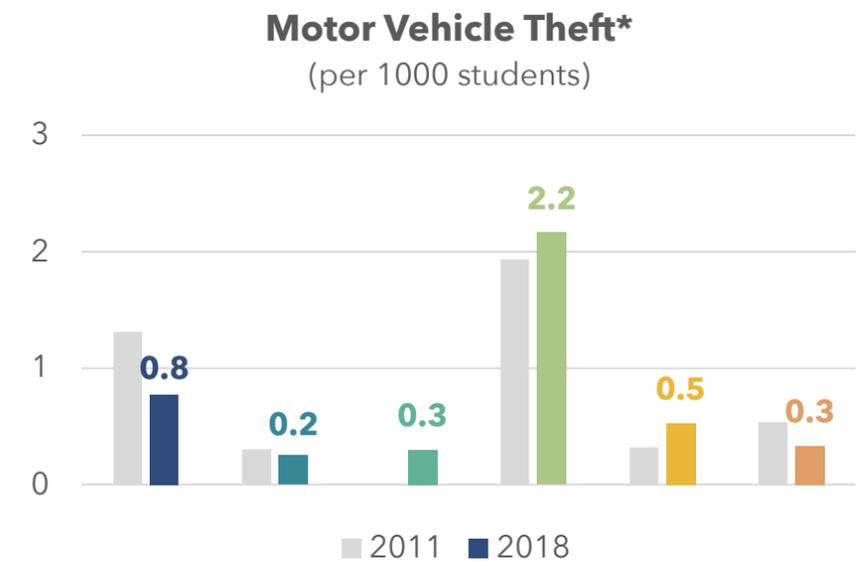
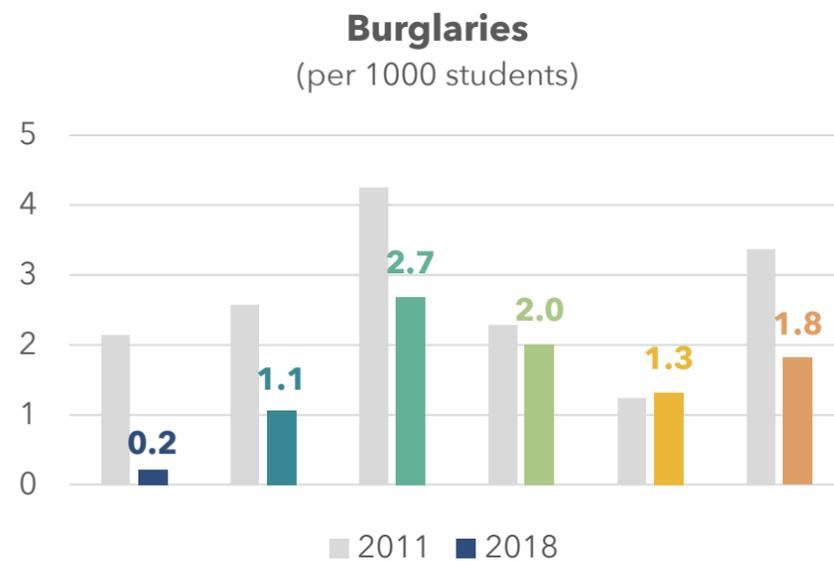
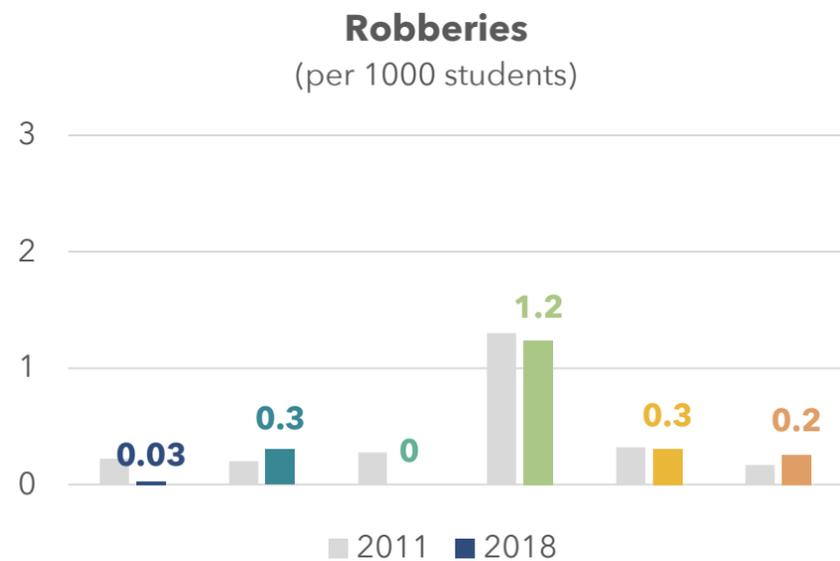


- University of Maryland
  University of North Carolina
  Northwestern University
- UC Berkeley
  University of Minnesota
  University of Washington

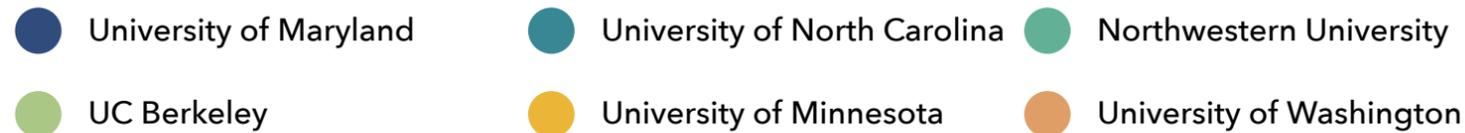
- Between 2011 and 2018 UMD saw a **significant decrease** in drug and alcohol violations **both in arrests and disciplinary actions**.
- While all compared universities saw decreases in drug and alcohol arrests, **UMD and Northwestern** were the only to see significant decreases in **both arrests and disciplinary actions**.
- While **UNC** has the **highest rate of alcohol-related disciplinary actions**, further analysis reveals that **significant work has been done to turn the tide**.

# CRIMINAL OFFENSES

- Compared to universities in comparable cities, **UMD** has **lower than average** rates of robberies and burglaries and average motor vehicle theft rates.
- **UMD** was the only university to see **decreases** in robbery, burglary, and motor vehicle theft rates.



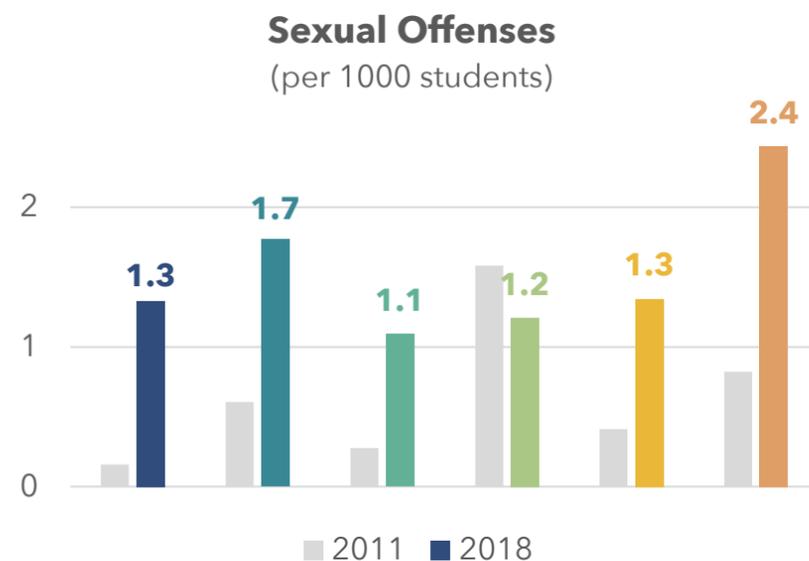
\*includes scooter thefts



Source: 2011 and 2018 U.S. Dept of Education Office of Postsecondary Education Data

# CRIMINAL OFFENSES

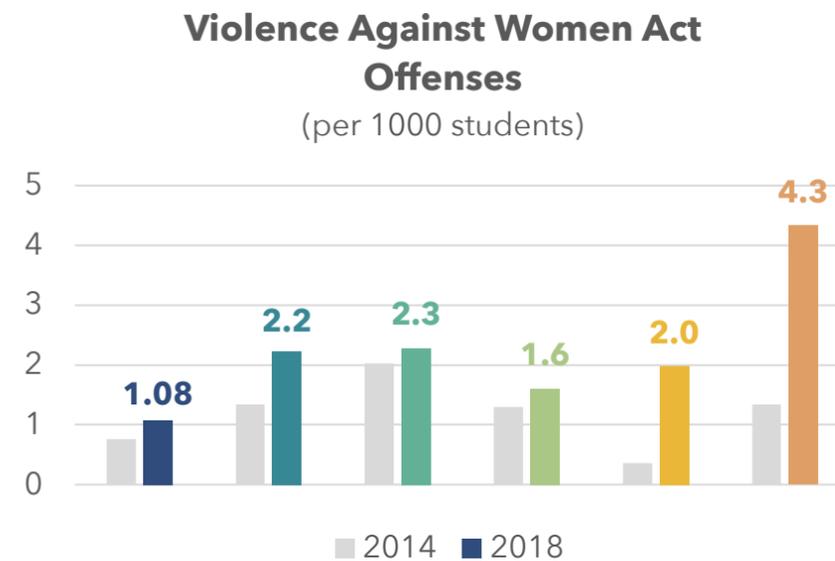
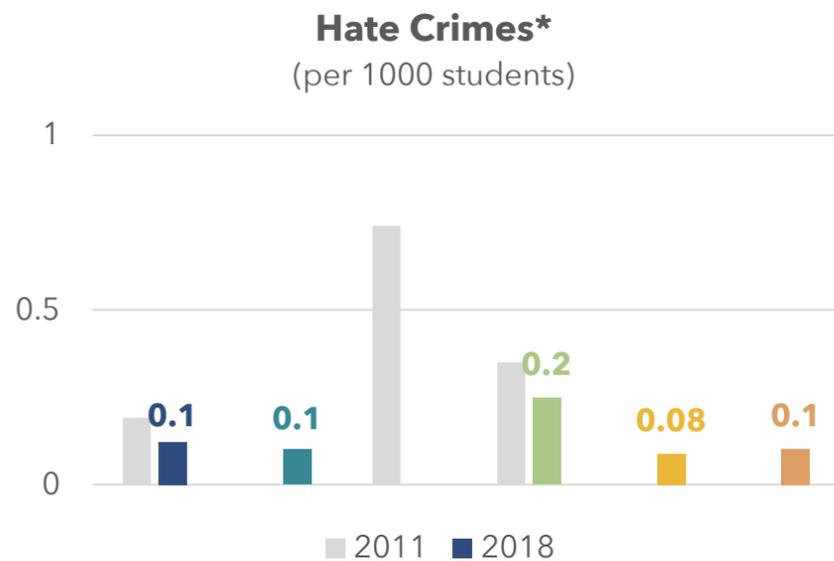
- Compared to universities in comparable cities, **UMD** has about **average** rates of sexual offenses.
- While almost all compared universities saw an **increase in sexual offenses**, it is important to note that reports of sexual crimes are **delicate** and **may represent an increase in reporting** and not an actual increase in the rate of offenses.
- Compared to other universities, UMD has seen **lower than average** rates of assault. While this number **increased slightly** between 2011 and 2018, this was **in line with almost all other universities**.



- University of Maryland
- University of North Carolina
- Northwestern University
- UC Berkeley
- University of Minnesota
- University of Washington

# HATE CRIMES & VAWA

- Compared to universities in comparable cities, **UMD** has about **average** rates of hate crimes (reported), though these rates have remained **low** and have **decreased** since 2011.
- All compared universities saw an **increase in Violence Against Women Act crimes** (domestic violence, dating violence, stalking), though UMD has seen the **lowest** rates. It is important to note that like reports of sexual crimes, reports of violence against women are also **delicate** and **may represent an increase in reporting** and not an actual increase in the rate of offenses.



\*only includes hate crimes reported as such

- University of Maryland
- University of North Carolina
- Northwestern University
- UC Berkeley
- University of Minnesota
- University of Washington

# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

<b>Alcohol/Drug Offense</b>	<ul style="list-style-type: none"><li>• College Park saw more pronounced decrease</li></ul>
<b>Personal &amp; Property Crimes</b>	<ul style="list-style-type: none"><li>• College Park's rate of person and property crimes per 1,000 students was lower than some/all peers</li></ul>

College Park is **on par** with some/all Peers

<b>Sexual Offenses</b>	<ul style="list-style-type: none"><li>• College Park rate of sexual offenses per 1,000 students was on par with peer institutions</li></ul>
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# EDUCATION

# NOTES ON DATA

**Metrics Analyzed:** As part of this analysis we identified metrics related to Education to compare College Park to the identified cities/districts. These metrics are listed below:

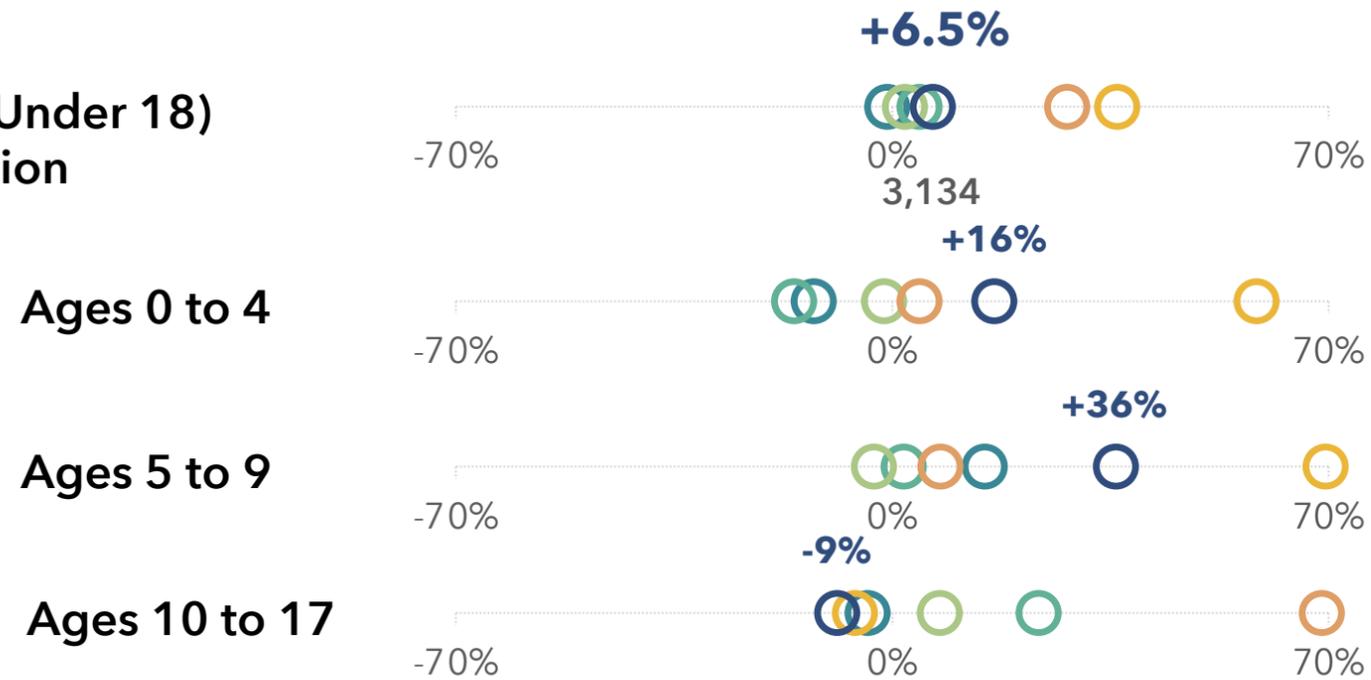
- Demographics
  - Minor (Under 18) Population
- Educational Opportunity vs. Socioeconomic Status
  - Changes in test scores
  - % of students receiving free lunch

**Data Disclaimer:** It is difficult to compare educational data across school districts and states due to different standards in testing, etc. Therefore, we are limited in sources that standardize this type of data. Due to its relatively recent opening, data for CPA is not available in these sources. To understand trends and compare across cities, we therefore use the most improved and least improved elementary school in each city/district (for which there is data available) as a proxy.

# POPULATION

Population Change (2011 to 2018)

Minor (Under 18) Population



- College Park, MD (UMD)
- Chapel Hill, NC (UNC)
- Evanston, IL (Northwestern)
- Berkeley, CA (UC Berkeley)
- Univ. District, MN (U of M)
- U District, WA (UW)

- Between 2011 and 2018, **College Park** saw **about average population growth**, compared to other cities.
- College Park’s population growth amongst **young adults** (age 25 to 34) and **minors** (under age 18), was also **about average**.
- The **University District in Minnesota and U District in Seattle** saw the **highest population growth of young adults and minors**.
- While **College Park** saw growth amongst its minor population overall, it saw the **greatest decrease in its population aged 10 to 17**, larger than any compared city.
- The **University District in Minnesota** saw the **greatest increases** in its **minor population** aged 0 to 4 and 5 to 9, at **58%** and **69%**, respectively.

# EDUCATION

Educational Opportunity Change Vs. School District Socioeconomic Status (2009 - 2016)

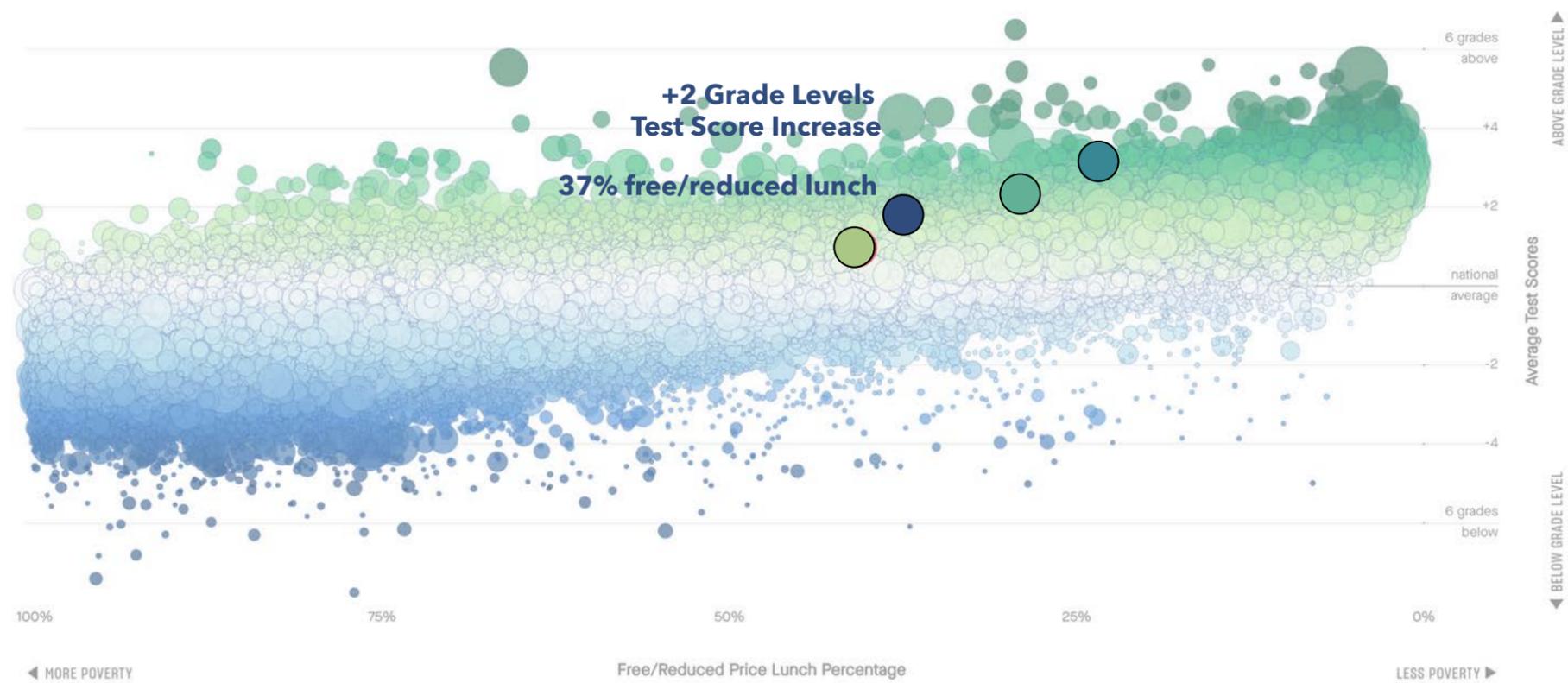


- College Park, MD (Prince George's County)
- Berkeley, CA (Berkeley Unified SD)
- Chapel Hill, NC (CHC Public Schools)
- Univ. District, MN (Minneapolis Public Schools)
- Evanston, IL (Evanston CCSD 65)
- U District, WA (Seattle Public Schools)

- The Educational Opportunity Project at Stanford University has developed a database that ranks schools and school districts across the country based on test score changes and socioeconomic status (determined by the percentage of students receiving free and reduced lunch). By analyzing this data between 2009 and 2016, we can determine how much a school or district has improved relative to socioeconomic barriers.

# EDUCATION

## Educational Opportunity vs. Free/Reduced Price Lunch Percentage (2009 - 2016) Highest Average Test Scores



- College Park, MD  
(College Park Academy)
- Chapel Hill, NC  
(Smith Middle)
- Evanston, IL  
(Haven Middle)
- Berkeley, CA  
(MLK Middle)
- Univ. District, MN  
(No Middle School)
- U District, WA  
(No Middle School)

- Compared to the most improved middle schools in compared cities, College Park Academy **improved slightly less than average** in test score grade levels compared to schools in other cities.
- Students at CPA faced about **average rates of poverty**, with **37%** of students receiving **free or reduced lunch**.

# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

**Students under Age 9**

- College Park saw a more pronounced increase

College Park is **on par** with some/all Peers

**Most Improved Schools**

- College Park's most improved school (CPA) was on par with most peers in terms of average test scores

College Park is **at a lower level** than some/all Peers

**Students aged 10 to 17**

- College Park saw a more pronounced decrease

# SUSTAINABILITY

# NOTES ON DATA

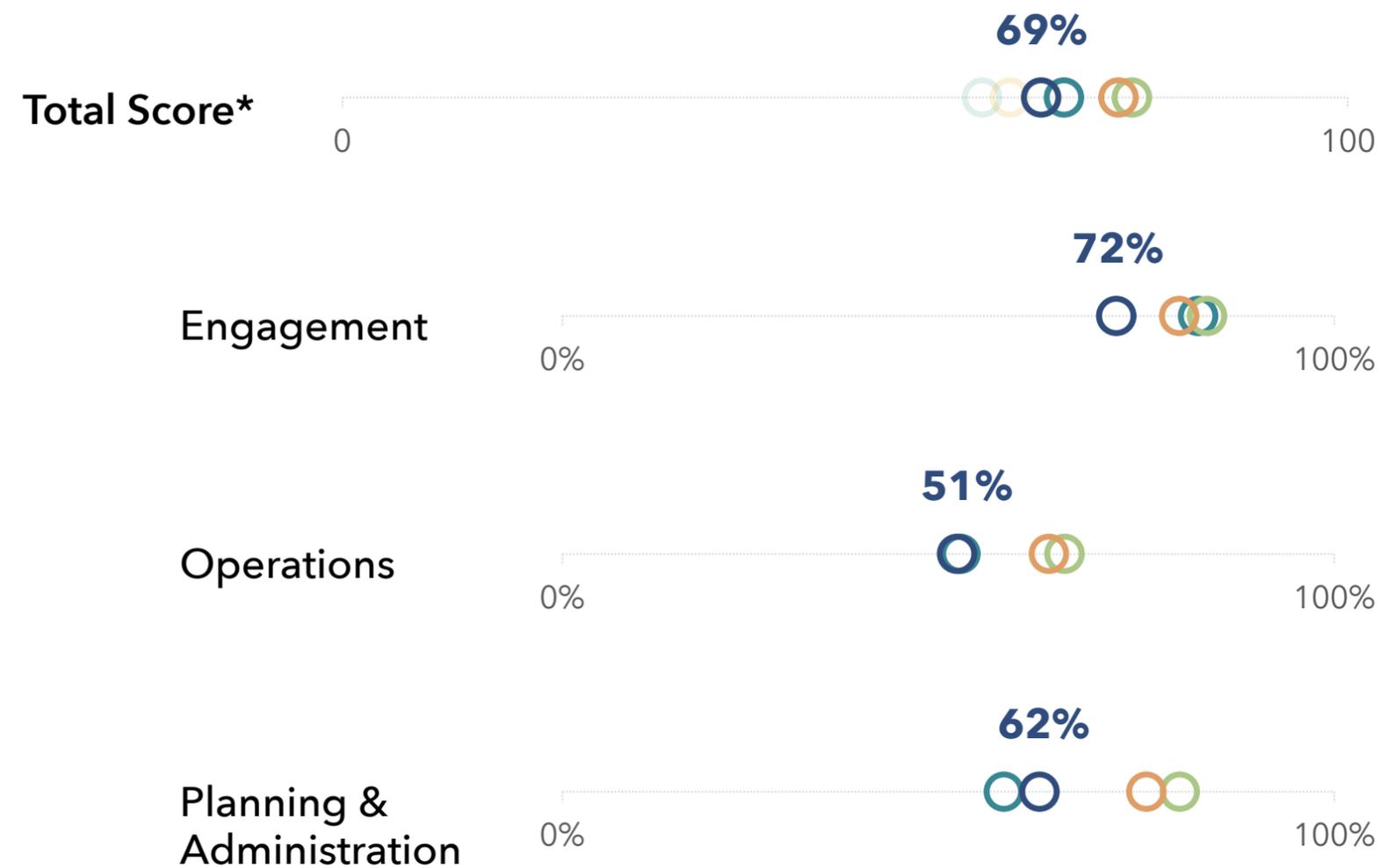
**Metrics Analyzed:** As part of this analysis we identified metrics related to Sustainability to compare College Park to the identified cities/districts. These metrics are listed below:

- STARS Rating (Sustainability Tracking, Assessment & Rating System)
  - University Sustainability Score
    - Engagement
    - Operations
    - Planning & Administration
- US Green Building Council LEED Certified Buildings

**Data Disclaimer:** It is difficult to compare sustainability across cities and districts due to different metrics, etc. We are limited in sources that standardize this type of data. Therefore, we utilize the STARS (Sustainability Tracking, Assessment & Rating System) from The Association for the Advancement of Sustainability in Higher Education (AASHE) as a standardized comparison of the universities in compared cities, to understand how the universities themselves are performing compared to one another.

# STARS RATING

## STARS (Sustainability Tracking, Assessment & Rating System) Rating

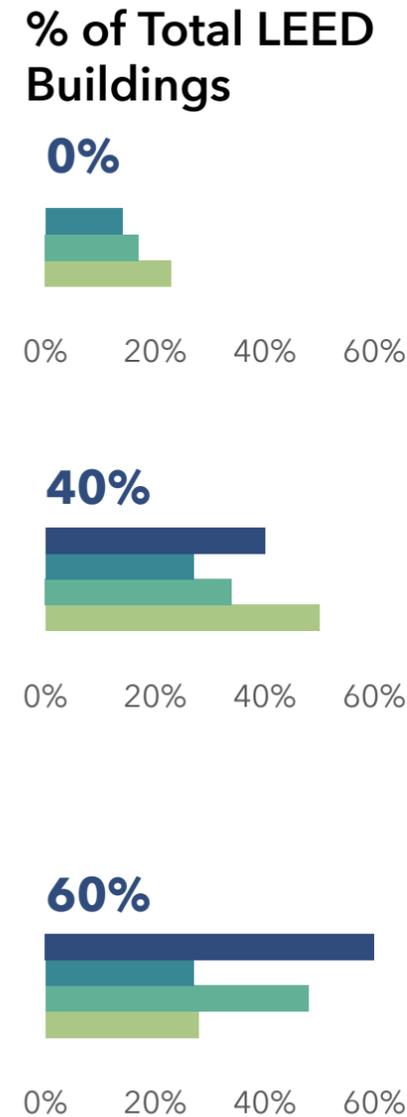
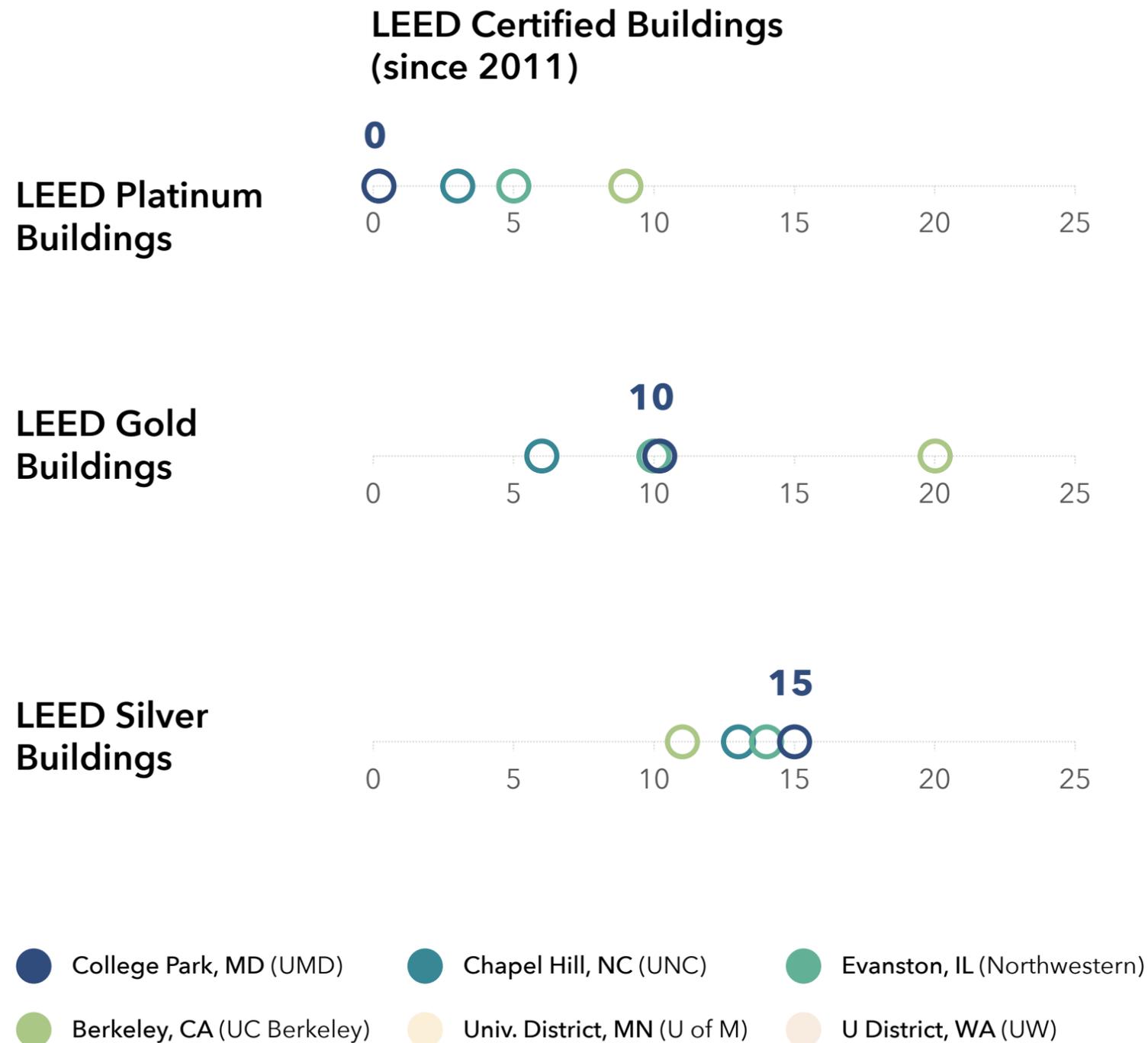


- College Park, MD (UMD)
- Chapel Hill, NC (UNC)
- Evanston, IL (Northwestern)\*
- Berkeley, CA (UC Berkeley)
- Univ. District, MN (U of M)\*
- U District, WA (UW)

\*Faded symbol indicates outdated or expired data

- Compared to other universities in compared cities, the University of Maryland **trails behind in several key sustainability metrics**, according to self-reported AASHE data.
- **UC Berkeley leads** all universities in compared cities across all key metric categories.

# LEED CERTIFIED BUILDINGS



- Compared to other cities, **College Park** is the only city with **no LEED Platinum** certified buildings built since 2011.
- Compared to other cities, College Park the percentage of LEED certified buildings that achieved **Gold** status was **about average**.
- The percentage of LEED certified buildings that achieved **Silver** status in College Park was **higher** than compared cities.

# KEY TAKEAWAYS

College Park is **at a higher level** than some/all Peers

<b>% of LEED buildings: Silver</b>	<ul style="list-style-type: none"> <li>College Park had a higher percentage of total LEED certified buildings that achieved Silver status</li> </ul>
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College Park is **on par** with some/all Peers

<b>STARS: Overall Rating</b>	<ul style="list-style-type: none"> <li>The University of Maryland’s overall STARS rating was higher than both the University of Minnesota and Northwestern. However, data for these two institutions is outdated.</li> </ul>
<b>STARS: Planning &amp; Administration</b>	<ul style="list-style-type: none"> <li>The University of Maryland was on par with most peer schools</li> </ul>
<b>% of LEED buildings: Gold</b>	<ul style="list-style-type: none"> <li>College Park had an average percentage of total LEED certified buildings that achieved Silver status</li> </ul>

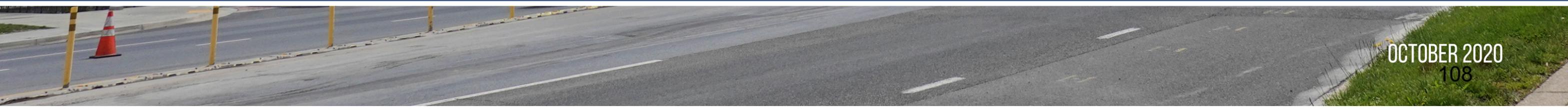
College Park is **at a lower level** than most peers

<b>STARS: Engagement</b>	<ul style="list-style-type: none"> <li>The University of Maryland below average compared to most peer schools</li> </ul>
<b>STARS: Operations</b>	<ul style="list-style-type: none"> <li>The University of Maryland below average compared to most peer schools</li> </ul>
<b>% of LEED buildings: Platinum</b>	<ul style="list-style-type: none"> <li>College Park had no LEED certified buildings that achieved Platinum status</li> </ul>



# UNIVERSITY COMMUNITY VISION 2030

*Final Report: Stakeholder Feedback*



## OVERVIEW

In 2011, The College Park City-University Partnership launched the University District Vision 2020. The initiative focused on five key focus areas: Housing and Development, Transportation, Public Safety, Education, and Sustainability. The Partnership established metrics to track progress in each area.

In 2019, the Partnership launched a process to establish goals and strategies for the next decade. Consultants U3 Advisors collected and analyzed progress toward those goals, and effectiveness of the strategies from 2011 to 2019. In addition, the Partnership held eight engagement sessions with key stakeholders and members of the University and city communities, resulting in the University Community Vision 2030.

The following pages reflect stakeholder feedback collected over the course of the eight meetings.

# STAKEHOLDER FEEDBACK

# HOUSING & DEVELOPMENT: WHAT WORKED

Below is a summary of what participants in Housing & Development sessions felt did or did not work

## What People Felt Worked

Home Buyers Program

The program yielded **new homeowners** in College Park; retention is strong

Increased access to retail amenities

The number of **retail amenities increased** in College Park; majority of new retail options are independently owned

Concentrations of new jobs

Expansions in the Discovery District have begun to create a **number of new jobs**, especially technical and scientific in College Park

## What People Felt Worked Partially / Did Not Work

UMD Employees "Live/Work"

The number of faculty and staff living locally has **increased**; however concerns were raised about **long term retention** and a goal to increase the overall number even more

Graduate students in College Park

The overall number and % of UMD graduate students has increased in College Park; however there was a goal to **increase the overall number** even more

New construction

New construction advanced the goals of **smart growth housing** and brought **new amenities** to College Park; however there have been unintended consequences on **infrastructure, reduction in tree canopy** and green space, and concerns that **replacement retail will require higher rents.**

Stemming single family conversions

Single family homes continued to **convert to rental**, but construction of student housing likely **mitigated** what the rate of conversions could have been.

Where undergraduates clustered

A greater number of undergraduates are **living on-campus or within desired sections** of College Park; however, there is still a strong market for students to **live within neighborhoods**

Preserving affordability

All new multi-family housing costs **40-50% more** than older housing; occupancy levels are above 95% for all housing, creating incentives for developers to **build more of the same** without intervention

Equitable and diverse housing

Connected to affordability, some participants felt **more attention needs to be paid to housing** for underserved populations, such as seniors, immigrants, and homeless students living in campus buildings

# TRANSPORTATION: WHAT WORKED

Below is a summary of what participants in Transportation sessions felt did or did not work

## What People Felt Worked

Pedestrian safety

Pedestrian improvements along Baltimore Ave have **made an impact**, reducing the number of pedestrian and bike incidents to **2 since 2018**

Student mobility

Census data indicate that workers under 25 (a proxy for students in College Park) **decreased their automotive usage** by 7% between 2011 and 2018; students have also contributed to **high demand for the VeoRide** program

Trail expansion

While not explicitly tracked with metrics, residents felt the **expansion of College Park's trail systems** has been positive

## What People Felt Worked Partially / Did Not Work

Automotive dependency

Residents over 25 **are more likely to drive to work** in 2019 than they were in 2011; this is coupled with the fact that **transit ridership has decreased** significantly since 2011. However, ridership on the Green Line and local WMATA busses has begun to **climb slightly since 2018**

Micro connectivity; equitable transportation access

The opening of the **Purple Line** will be transformational; however **connectivity issues still exist** for places in College Park such as Yarrow, College Park Woods, etc.

Community use of UMD shuttle

While shuttle use has **expanded for UMD affiliated** students/employees, the number of **residents issued passes has decreased** significantly since 2011

Scooter/bike share rollout

The **VeoRide program** is proving successful; however, it has created **unintended consequences** of people driving/parking scooters where they should not

Accessibility of transportation

While not explicitly tracked with metrics, participants worried that not enough focus is paid to **accessibility of transportation** for people with disabilities or older populations.

# PUBLIC SAFETY: WHAT WORKED

Below is a summary of what participants in Public Safety sessions felt did or did not work

## What People Felt Worked

Expansion of concurrent jurisdiction

Expansion of UMD's concurrent jurisdiction has helped **improve policing** throughout College Park, as evidenced by near **universal crime reductions**

Student code of conduct expansion

Expanding the code of conduct has helped **reduce the number of student-driven nuisance violations**, and provide a more streamlined **platform for disciplinary action**

Unified and cooperative approach to policing

CMSAT, Safety Ambassadors, contract policing, and staffing increases at PGPD all contributed towards a more **comprehensive approach** to public safety in College Park

## What People Felt Worked Partially / Did Not Work

Public safety cameras

The city has roughly **50 monitored cameras**; however, some participants felt **more were required**, especially in North College Park

Sexual offenses investigations

Reports of sexual offenses to UMD Office of Civil Rights and Sexual Misconduct are up by over 200%; however investigations have remained static. Participants raised questions about whether **victims of acquaintance rape feel safe** pursuing investigations

Liquor/binge drinking reduced, but still quite prevalent

Strategies such as supervised, on-campus tailgating **helped mitigate** some harmful effects of student drunkenness; however, **binge drinking remains a major problem** for UMD students; participants wonder if an approach toward harm reduction is the answer

# EDUCATION: WHAT WORKED

Below is a summary of what participants in Education sessions felt did or did not work

## What People Felt Worked

College Park Academy

Across metrics such as AP participation, graduation rates, and standardized testing, College Park Academy **outperforms schools across Maryland**. This offers solid proof that a focused, blended-learning model can yield profound results.

Childcare expansion

The University of Maryland and Monarch Preschool are helping to **satisfy growing demand** for childcare in College Park

## What People Felt Worked Partially / Did Not Work

Individual schools “bucking” trends

While participants are uncertain about key drivers, schools like **Berwyn Heights Elementary** have proven that focused teachers, committed principals, and inventive curriculum can yield positive results. A future challenge is how to apply these lessons learned at **other schools that may not want “interference”**

Tracking data to what end

CPCUP **tracked school testing data** effectively, but **has not yet operationalized** the data to understand why certain schools are performing better than others

Retention of students/families

Broadly, College Park is **losing students and families** after Elementary School. Even College Park Academy has experienced a similar challenge, as some of the school’s strongest performers tend to leave for Eleanor Roosevelt after Middle School

# SUSTAINABILITY: WHAT WORKED

Below is a summary of what participants in Sustainability sessions felt did or did not work

## What People Felt Worked

LEED Certifications

Planning and development has been **strategic about ensuring LEED certification**. The next challenge will be around retrofitting older buildings

Sustainable Certified

The City of College Park **exceeded initial expectations** and goals by re-certifying with 385 points, well above other cities in the region.

## What People Felt Worked Partially / Did Not Work

More ambitious goals

The City of College Park and University of Maryland were able to **meet internal and external goals** related to energy generation, waste removal, and other sustainable metrics. However, there is a desire among participants to be **more ambitious about goals** into the future

Expanded focus beyond city/university

Metrics defined in 2011 **focused heavily on the City or the University**; a desire expressed by participants to **expand strategies, initiatives, and goals to residents, businesses, ,etc.**

Sustainability as separate strategy area

Sustainability ties throughout all themes and does not need to stand alone as its own strategy area.

# **STAKEHOLDER STRATEGY IDEAS**

# HOUSING & DEVELOPMENT: STRATEGY IDEAS

Below are ideas for new strategies/initiatives that came out of sessions on Housing & Development

- **Continue and broaden Live/Work:** Expand the focus beyond UMD to create “Live Where you Work” programs and expectations for other employers in College Park
- **Create a community land trust (residential & commercial):** Explore concept of community land trust as means to mitigate single family conversions or preserve affordability (residential & commercial)
- **Increase number of affordable units:** Increase the number of affordable housing units in College Park
- **Develop a consumer rating of rental Housing:** Creation of ranking systems for landlords and rental properties that UMD can market to students; help to incentive landlords to maintain quality of property
- **Develop a marketing strategy:** College Park should be actively marketed as a destination, not just a College Town
- **Appeal to alumni to live/work in College Park:** Incentivize UMD alumni to incentivize to remain in College Park and/or return to College Park later in life
- **Focus on placemaking & arts:** Develop placemaking and arts strategy aimed at strengthening College Park’s sense of place and attracting more residents and visitors to the city.
- **Increase transit-oriented development:** Develop placemaking and arts strategy aimed at strengthening College Park’s sense of place and attracting more residents and visitors to the city.
- **Support/collaborate with TDC, Prince George’s, partners to attract employers:** Work with local partners to help attract employers to College Park and strengthen the city’s job base.
- **Develop targeted waste strategies:** Create additional programs through The Partnership or other entities to assist in food-waste pick-up; recycling programs for businesses and people at central locations
- **Strengthen tree expansion/tree canopy programs:** Expand the UMD arboretum off campus; update zoning/development rules to offer density bonuses for planting of additional trees
- **Increase composting:** Link the city-wide compost collection program with UMD’s interest in developing biogas sources by building a grant funded waste digester in/near College Park
- **Improve water quality in College Park:** Improve water quality in the city.



= Goal/Metric relocated from former Sustainability section<sup>117</sup>

# TRANSPORTATION: STRATEGY IDEAS

Below are ideas for new strategies/initiatives that came out of sessions on Transportation

- **Develop a Purple Line marketing plan:** Engage in a coordinated marketing effort for the Launch of the Purple Line; connect to other marketing efforts about “Live/Work/Play” in College Park
- **Improve walkability/bikeability:** Improve walkability and bikeability throughout College Park.
- **Expand green infrastructure:** Expand green infrastructure throughout College Park.
- **Increase east-west trail connections:** Prioritize resources and planning on east-west trail connections (i.e underpass, riverwalk, etc)
- **Develop Transportation Demand Management (TDM Planning):** Create a focused partnership between City/CPCUP/UMD for integrated transportation demand management planning.
- **Plan for better accessibility:** Engage in a strategic “accessibility plan” for transportation within College Park (accessible scooters; wheelchair access; mobility for seniors, etc)
- **Create more “walkable mixed-use nodes”:** Create more intentionally planned “walkable mixed-use nodes” in College Park that attract residents and visitors and reduce the reliance on cars and demand for parking.

# PUBLIC SAFETY: STRATEGY IDEAS

Below are ideas for new strategies/initiatives that came out of sessions on Public Safety

- **Increase lighting and cameras:** Increase lighting and cameras throughout College Park, especially along trails and at metro/purple line stations
- **Reinvest in Safety Ambassadors:** Identify funding for and re-deploy the safety ambassador program
- **Develop a “Broken Windows” theory:** Create a programs to accredit or incentive landlords to care for properties and improve feelings of student safety in certain neighborhoods
- **Implement and support a Social Host Ordinance:** Implement and support a social host ordinance to combat underaged alcohol and substance abuse in College Park
- **Reduce binge drinking:** Explore and employ methods to reduce binge drinking in College Park
- **Calming student perceptions of crime:** Test means to counter student perceptions through positive UMPD alerts or rapid response team for social media calming after incidents
- **Market the safety of College Park:** Use data more effectively to market relative safeness of College Park, especially as it compares to other regional destinations
- **Target programs to reduce harmful behavior :** Are there other strategies that emulate the model of on-campus tailgating to mitigate negative effectives of binge drinking
- **Implement Good Citizen 101 classes:** Institutionalize curriculum for how to be a good citizen in College Park; orient students on moving from dorms to community

# EDUCATION: STRATEGY IDEAS

Below are ideas for new strategies/initiatives that came out of sessions on Education

- **Develop a marketing plan:** Develop a marketing plan of local schools and educational opportunities (public, charter, independent and parochial options) and promote sustainability within school community and community collaboration
- **Improve schools:** Develop a plan to improve schools to both increase the educational opportunity of College Park students and attract more people to live in College Park.
- **Attract and retain the best teachers and principals:** Attract and retain the best teachers and principals to live and work locally; Learn from the “Teacher Next Door” model and incentivize teachers to move and stay in College Park
- **Increase professional development opportunities at UMD:** Leverage UMD’s resources for professional development for College Park educators
- **Develop a “support a school” program:** Have CPCUP (or other entity) offer parameters of support and adopt a school to help them achieve these goals, work on their branding, help implement programs, etc.
- **Support local Pre-K and daycare options:** Invest in local pre-k and daycare options to provide the best child care and early education opportunities to children and families in College Park.
- **Continue to increase performance and graduation at College Park Academy:** Invest in the continued performance growth and graduation rate improvements at College Park Academy
- **Create connections across institutions:** Connect interns and engaged students at UMD to the City’s sustainability coordinator



= Goal/Metric relocated from former Sustainability section



# UNIVERSITY COMMUNITY VISION 2030

Presentation of Vision 2030 report

# OVERVIEW AND NEXT STEPS

## OVERVIEW

In 2011, The College Park City-University Partnership (The Partnership) launched the University District Vision 2020, which was supported by the Mayor and City Council and the President of the University of Maryland. The initiative focused on five key strategy areas: Housing and Development; Transportation; Public Safety; Education; and Sustainability. The Partnership established metrics to track progress in each strategy area. In 2019-2020, the Partnership launched a planning process to establish goals and strategies for the next decade.

## DATA AND RESEARCH

As part of this “Vision 2030,” U3 Advisors examined progress across the Vision 2020 metrics, as well as other key trends that have occurred within each strategy area between 2011 and 2019 and provided research on comparison cities.

## STAKEHOLDER FEEDBACK

Between November 25<sup>th</sup> and March 6<sup>th</sup> The Partnership held eight engagement sessions with Key Stakeholders – three general, and one for each strategy area.

Participants reflected on data/trends, discussed progress made, and developed possible future goals and strategies. Following the stakeholder engagement sessions, the Partnership worked to translate stakeholder feedback and ideas into a new vision. This DRAFT Vision 2030 reflects the work of many stakeholders.

## NEXT STEPS

Once the University Community Vision 2030 has been approved by both the City of College Park and the University of Maryland, they, along with the College Park City University Partnership must determine which entity or combination of entities is best equipped to implement the Visions, Goals, and Strategies through ongoing discussion, evaluation, and collaboration.

# UNIVERSITY COMMUNITY VISION 2030

# OVERALL VISION 2030

**Vision Statement:** In 2030 College Park is a **growing, thriving, equitable, and sustainable** community, united by a **robust alliance** between the City, University, and community. College Park enjoys a strong **local** economy, rooted in university research, start-ups, and creative entrepreneurship. Neighborhoods and commercial areas are **safe, healthy and walkable**, and **well-served** by transit. College Park is attractive to both current and new residents for the strength of its abundant housing, employment, and Pre-K - 12 school options. College Park is a **destination** for its restaurants, shopping, parks and natural areas, and entertainment.

**Focus Areas:** The 2030 University Community Vision will have **4 consolidated focus areas:**

Housing &  
Development

Transportation &  
Mobility

Public Health &  
Safety

Education

**Equity and Sustainability:** Will run through each of the four focus areas.

# HOUSING & DEVELOPMENT: VISION, GOALS, & STRATEGIES

**Vision:** The College Park Community is a vibrant, growing, and sustainable community of stable neighborhoods, equitable and diverse businesses, development and housing with strong employment opportunities and parks and recreation for all.

## GOALS

## STRATEGIES

Retain and attract homeowners in single and multi-family dwellings

- Ensure public spaces are inviting, green, and welcoming
- Preserve housing affordability
- Increase the number of people who live and work in College Park and the immediate area
- Enhance sustainability and the local natural environment, while reducing College Park’s carbon footprint
- Preserve neighborhood safety and stability
- Increase equity in housing and employment opportunities

### Strengthen neighborhood preservation

- Create a Community Preservation Trust
- Continue to develop the existing Live/Work program
- Develop a consumer rating of student rental housing
- Increase the maintenance of neighborhood properties in good condition

### Attract new sustainable development and professional employment

- Collaborate with Terrapin Development Company, Prince George’s County, and other partners to attract new development and employers
- Increase transit-oriented development
- Create more “walkable mixed-use nodes”

### Develop marketing strategies

- Attract new development, employment opportunities
- Encourage employees, graduate students and alumni of UMD to live and work in College Park

### Improve green infrastructure and placemaking

- Increase existing tree canopy
- Develop targeted waste and recycling strategies for residences, offices and retail businesses including composting
- Work toward net zero carbon emission by 2035/2040
- Enhance watershed restoration and stormwater management
- Enhance placemaking and public art

### Increase equity in housing and employment opportunities

- Increase affordable housing opportunities for students and fulltime residents
- Increase employment opportunities

Retain and recruit retail, commercial, and hospitality businesses with local and regional appeal

- Diversify and increase dining and retail options

Retain and attract new research and development companies that build upon the success of the University’s Discovery District and research initiatives

- Increase the number of living wage and professional jobs in College Park

# HOUSING & DEVELOPMENT: GOALS AND METRICS

Goals	Metrics
<b>Retain and attract homeowners in single and multi-family dwellings</b>	
Preserve neighborhood safety and stability	<ul style="list-style-type: none"> <li>• Single family conversions</li> <li>• Housing units built within ¼ mile of transit stations</li> <li>• Number of group homes/neighborhood</li> </ul>
Increase the number of living wage and professional jobs in College Park	<ul style="list-style-type: none"> <li>• Number of new living wage and professional jobs</li> </ul>
Ensure public spaces are inviting, green, and welcoming	<ul style="list-style-type: none"> <li>• Public perception of public spaces (survey)</li> </ul>
Preserve housing affordability	<ul style="list-style-type: none"> <li>• Median rents based on property types</li> </ul>
Increase the number of people who live and work in College Park and the immediate area	<ul style="list-style-type: none"> <li>• Percentage of people (including UMD faculty and staff) that work and live in College Park and immediate area</li> </ul>
Enhance sustainability and the local natural environment, while reducing College Park's carbon footprint	<ul style="list-style-type: none"> <li>• Total waste on a per capita basis</li> <li>• Percentage of impervious surface; captured and absorbed rainfall</li> <li>• Total emissions on a per capita basis</li> </ul>
Increase equity in housing and employment opportunities	<ul style="list-style-type: none"> <li>• Number of affordable units</li> <li>• Number of new jobs</li> </ul>
<b>Retain and recruit retail, commercial, and hospitality businesses with local and regional appeal</b>	
Diversify and increase dining and retail options	<ul style="list-style-type: none"> <li>• Number of retail/dining amenities</li> <li>• Number of commercial/retail vacancies</li> </ul>
<b>Retain and attract new research and development companies that build upon the success of the University's Discovery District and research initiatives</b>	
Increase the number of living wage and professional jobs in College Park	Number of new living wage and professional jobs

# TRANSPORTATION & MOBILITY: VISION, GOALS, AND STRATEGIES

**Vision:** College Park has a robust system of safe streets, bikeable and walkable trails, optimized parking options, and excellent access to public transit for all.

## TRANSPORTATION & MOBILITY GOALS

## STRATEGIES

Increase use of public transit, including Metro Bus and Rail University Transportation Services, and Prince George's County 'The Bus and 'Route 1 Ride'

- **Enhance multimodal mobility to and from College Park**

Increase walkability and bikeability throughout our community

- **Ensure equitable multimodal mobility options for all residents, employees, students, and visitors in College Park**
- **Increase parking efficiency**

Create safe and connecting network of sidewalks, trails, transit in all neighborhoods and on campus

Improve walkability and bikeability throughout the city by

- Adding lighting and cameras
- Expanding east/west trail connections/bike infrastructure plan
- Planning for better accessibility especially for handicapped and seniors

Improve multimodal options by

- Developing strategies to enhance Transportation Demand Management
- Advocate for Baltimore Avenue reconstruction north of University Boulevard and completion of phase 1
- Complete and increase accessibility to the Purple Line

Develop a transportation and mobility marketing strategy, particularly for the Purple Line

# TRANSPORTATION & MOBILITY: GOALS & METRICS

Goals	Metrics
Increase use of public transit, including Metro Bus and Rail, University Transportation Services, and Prince George’s County ‘The Bus’ and ‘Route 1 Ride’	
Enhance multimodal mobility within, and to and from, College Park	<ul style="list-style-type: none"> <li>• Commute methods for College Park residents; supplement with locally collected survey data</li> <li>• Pedestrian/bike accidents along Route 1</li> <li>• Percentage of each neighborhood that can walk/bike to a transit stop; shuttle trips to/from each neighborhood; # of bike share stations in each neighborhood</li> <li>• Mileage of trails</li> <li>• Number of accessible scooters per station; survey of transit patterns for senior populations</li> <li>• Commute methods for College Park workers who aren’t residents; supplement with locally collected survey data</li> </ul>
Increase walkability and bikeability throughout our community	
Ensure equitable multimodal mobility options for all residents, employees, students, and visitors in College Park	<ul style="list-style-type: none"> <li>• Commute methods for College Park residents; supplement with locally collected survey data</li> <li>• Pedestrian/bike accidents along Route 1</li> <li>• Percentage of each neighborhood that can walk/bike to a transit stop; shuttle trips to/from each neighborhood; # of bike share stations in each neighborhood</li> <li>• Mileage of trails</li> <li>• Number of accessible scooters per station; survey of transit patterns for senior populations</li> <li>• Commute methods for College Park workers who aren’t residents; supplement with locally collected survey data</li> </ul>
Increase parking efficiency	<ul style="list-style-type: none"> <li>• Number of commuter parking permits on campus, residential parking permits</li> <li>• Commercial center parking patterns</li> </ul>

# PUBLIC HEALTH & SAFETY: VISION, GOALS, AND STRATEGIES

**Vision:** College Park is a healthy and safe Community for all residents, employees, students, and visitors.

## PUBLIC HEALTH & SAFETY GOALS

## STRATEGIES

Maintain and improve safety and health, including Student Code of Conduct, University of Maryland Police and Health departments, security cameras on and off campus

- Continue to reduce harmful behavior, and nuisance, property, and violent crimes
- Ensure equity for all College Park residents to live in a healthy environment

Develop a marketing strategy to alter student perceptions of crime through positive UMD alerts/social media

Increase opportunities for active, healthy living

Maintain Code of Conduct, CMAST, Policing

Maintain and improve cooperation between the City, University, and other agencies to enhance the security and health of our community.

- Encourage College Park residents and UMD students, faculty and staff to embrace public health and make healthy choices

- Implement and support Social Host Ordinance
- Implement “Good Citizen” strategy
- Reinvest in safety ambassadors

Prevent crime through deliberate environmental design and the built environment

Target programs to reduce harmful behavior (noise, trash, vandalism, assault)

- Implement programs to reduce binge drinking

# PUBLIC HEALTH & SAFETY: GOALS AND METRICS

Goals	Metrics
<p><b>Maintain and improve safety and health, including Student Code of Conduct, University of Maryland Police and Health departments, security cameras on and off campus</b></p>	
<p>Continue to reduce harmful behavior, and nuisance, property, and violent crimes</p>	<ul style="list-style-type: none"> <li>• Annual crime reports and citations for UMPD, PGPD, and MTPD</li> <li>• Number of sexual offense reports, complaints and investigations; # of reported hate crimes</li> <li>• Student Code of Conduct reports</li> </ul>
<p>Mitigate negative perception of safety in College Park, particularly among UMD students</p>	<ul style="list-style-type: none"> <li>• Regular surveys about perceptions of crime, before and after sharing data</li> <li>• Neighborhood surveys about how connected students/residents feel</li> </ul>
<p><b>Maintain and improve cooperation between the City, University, and other agencies to enhance the security and health of our community.</b></p>	
<p>Encourage College Park residents and UMD students, faculty and staff to embrace public health and make healthy choices</p>	<p>Surveys that track student drinking behavior; EMT or hospitalization calls on campus</p>
<p>Ensure equity for all College Park residents to live in a healthy environment</p>	<p>Investment in physical interventions aimed at health promotion and crime prevention/reduction (CPTED)</p>

# EDUCATION: VISION, GOALS, & STRATEGIES

**Vision:** College Park is a leader in Pre-K through 12 public, independent, and parochial education by attracting and retaining diverse families and strong educators.

## EDUCATION GOALS

Maintain and enhance pre-k opportunities and K-12 educational opportunities, including expansion of College Park Academy, to attract and retain families with school age children

- **Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools**
- **Strengthen local Pre-K through 12 schools to retain residents as well as attract families with school age children to move to College Park**
- **Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park**

## STRATEGIES

Build on College Park Academy's success

Develop a Support a School program through agreements with local schools by

- Attracting and retaining the best teachers and principals to live and work locally, developing a "Teacher Next Door" model, and homeownership incentives for educators
- Increasing professional development opportunities for educators at UMD
- Connecting UMD interns and students with local schools and the community
- Attracting more local families to attend College Park Academy
- Expanding College Park Academy to elementary grades

Ensure all schools serving College Park students are equally sought after

Support local Pre-K and day care options

Develop a marketing plan of all local schools and educational opportunities.

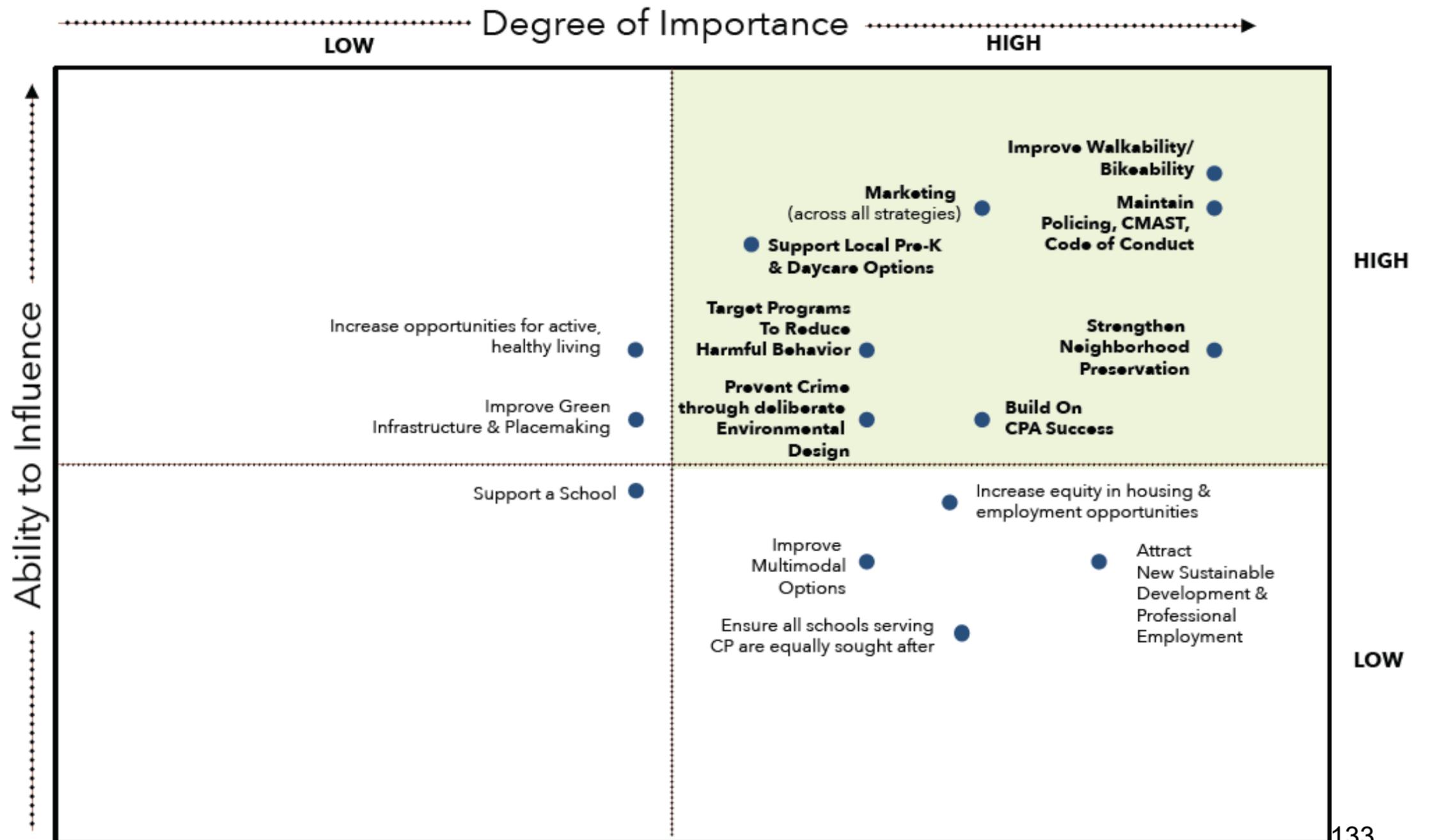
- Promote environmental sustainability within all local schools community

# EDUCATION: GOALS & METRICS

Goals	Metrics
<p><b>Maintain and enhance quality pre-K opportunities for City and University residents and employees.</b></p> <p><b>Maintain and enhance K-12 educational opportunities, including expansion of College Park Academy, to attract and retain families with school age children</b></p>	
<p>Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park</p>	<ul style="list-style-type: none"> <li>Operational data at schools that tracks teacher retention and turnover</li> </ul>
<p>Strengthen local Pre-K through 12 schools to retain residents as well as attract families with school age children to move to College Park</p>	<ul style="list-style-type: none"> <li>Operational data at schools that tracks teacher retention and turnover</li> <li>Number of local families sending their kids to CPA</li> <li>College Park Academy ES open</li> <li>Number of Pre-K-12 teachers living in College Park</li> <li>Number of UMD faculty and staff who send their kids to local schools</li> <li>PGCPS school climate survey of parents, staff and students for College Park area schools</li> </ul>
<p>Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools</p>	<ul style="list-style-type: none"> <li>Number of local teachers taking advantage of UMD resources</li> <li>Number of UMD students working at local schools</li> </ul>

# PRIORITIES

In addition to intersecting different focus areas, each strategy has varying degrees of importance and ability to implement. Recognizing that not all strategies can be implemented equally, the below matrix seeks to help prioritize and understand which strategies can and should be implemented easily and which might require additional effort.



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Transportation &  
Mobility

Public Health &  
Safety

Education

**Equity and Sustainability:** Will run through each of the four focus areas.

# 3

## Draft Environmental Impact Statement for the I-495/I-270 Managed Lanes Study

CITY OF COLLEGE PARK, MARYLAND  
WORKSESSION AGENDA ITEM



**Prepared By:** Terry Schum,  
Planning Director

**Meeting Date:** October 20, 2020

**Presented By:** Terry Schum

**Proposed Consent:** No

**Originating Department:** Planning and Community Development

**Issue Before Council:** Discuss and finalize a letter with City comments on Draft Environmental Impact Statement for I-495 and I-270 Managed Lanes Study

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

**Background/Justification:**

On July 10, 2020, the Federal Highway Administration (FHWA) and the Maryland Department of Transportation State Highway Administration (MDOT SHA) released the Notice of Availability of the DEIS and announced a 90-day review period including several public hearings. This comment period has been extended 30 days to November 9, 2020. The DEIS is part of a 5-step process that began with looking at 1) a range of preliminary alternatives to address the Purpose and Need for the Managed Lanes Study; 2) analysis to screen and narrow alternatives; and 3) further analysis to arrive at alternatives retained for detailed study (ARDS). The DEIS is the fourth step and further evaluates the ARDS, which are called Build Alternatives. The fifth step is a final environmental impact study (FEIS) that documents a preferred build alternative after consideration of public and agency comments, and commitments and mitigation measures during final design and construction.

Attached is a draft letter with recommended comments on the DEIS based on City Council discussion at the Worksession on September 15, 2020 and regular meeting on October 13, 2020.

**Fiscal Impact:**

The estimated cost of the project to the State of Maryland is approximately \$8 to 10 billion. The State lacks the bonding capacity to take out loans even with tolls to pay back the loans. A Public-Private Partnership (P3) Program will be utilized where a developer is selected to design, build, finance, operate, and maintain the managed lanes. Toll rates will be set by another process but will be dynamically adjusted to real-time variations in traffic conditions. Potential toll rates per mile used in the DEIS for planning purpose range from \$0.68/mile to \$0.77/mile.

**Council Options:**

1. Approve letter with City comments on the DEIS as drafted in the attached letter.
2. Approve letter with revised comments.
3. Do not submit comments on the DEIS.

**Staff Recommendation:**

#1

**Recommended Motion:**

*I move that a letter with City comments as recommended by staff be approved regarding the I-495 and I-270 Managed Lanes DEIS.*

**Attachment:**

1. Draft letter on DEIS – redline
2. Same letter with changes accepted

October 27, 2020

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Ms. Lisa B. Choplin, DBIA  
I-495 & I-270 P3 Program Director  
I-495 & I-270 P3 Office  
707 North Calvert Street  
Mail Stop P-601  
Baltimore, MD 21202

Re: Draft [Environmental Impact Statement \(DEIS\)](#) and Draft Section 4(f) Document  
I-495 and I-270 Managed Lanes Study

Dear Ms. Choplin:

The College Park City Council thanks you for the additional time granted for the submission of comments on this extensive document. The Council has focused its attention on the College Park area and the impacts to our community. The City Council has previously written to the Governor to oppose the Managed Lanes project and the P3 program. After reviewing the information provided in the DEIS, the City Council remains opposed to the project and strongly recommends the No Build Alternative as the responsible course of action.

The City has identified significant concerns and areas requiring additional information that should be addressed in the FEIS. These are described below:

#### **Direct Access Interchanges**

[US 1 and I-495](#): It is not clear how this intersection will be rebuilt including adjustments to the ramps and reconstruction of the US 1 bridge. Any bridge reconstruction should include bike lanes and crosswalks at ramp intersections to eliminate the barriers for pedestrians and bicyclists created by I-495. [Similarly, pedestrian and bicycle access should be improved under the Beltway bridge on Rhode Island Avenue and at the Little Paint Branch trail where it crosses the Beltway at Cherry Hill Road.](#)

[Greenbelt Metro and I-495](#): It is assumed that a full interchange at this location is in place, however, this interchange was proposed to be constructed in conjunction with private sector development of WMATA property which has been canceled. The cost of building this interchange needs to be included in the project budget. More information is also needed about the realignment of the entrance to the Greenbelt Metro Station.

#### **Noise Barriers**

All noise barriers are proposed for replacement and some will be increased in length and height. It is requested that a noise barrier be extended along the northern property line of 4700 Edgewood Road and that the maximum height be used to buffer all single-family homes in College Park. The use of roadside vegetative barriers in these areas is highly encouraged to improve air quality and reduce concentrations of downwind pollutants.

## Property Acquisition

Partial acquisition of 34 properties in College Park is proposed including two City-owned properties. For private property, acquiring even a small strip of land could result in the property becoming nonconforming under the Prince George's County Zoning Ordinance. These specific impacts need to be identified for each property.

Polish Club of College Park: This 5.6-acre property contains woodlands, wetlands and wildlife and adjoins the Hollywood neighborhood, Hollywood Park and a K-8 school and preschool. Please clarify if a full or partial acquisition is contemplated. The proposed use of this site for construction staging, materials storage, and placement of storm water management ponds would result in unacceptable impacts to this neighborhood in terms of vehicle exhaust, pesticide use, noise, loss of tree canopy and construction traffic. The City Council has heard from nearby residents who have expressed serious concerns about human health (e.g. asthma, COPD, and cancer) due to loss of the buffer wall and application of pesticides needed to maintain storm water ponds. The City strongly opposes the acquisition and disturbance of this property. A more suitable location for construction staging would be nearby on the north end of the Greenbelt Metro Station parking lot, which is already disturbed and underutilized for parking. A more suitable location for storm water ponds would be the grassy areas adjacent to the Greenbelt Metro Station parking lot, which are not near any residences. If the impact on the Polish Club property cannot be avoided, it is requested that the fewest trees possible be removed during construction, that trees be replanted on the site, the property returned to its natural state, and the barrier wall rebuilt.

10020 51<sup>st</sup> Avenue: The limit of disturbance (LOD), as shown, would eliminate driveway access to this property. In addition, the proposed storm water pond located at the intersection of this property and 51<sup>st</sup> Avenue is extremely close to single-family residences and should be relocated. The Beltsville Agricultural Research Center (BARC) property is a suggested location.

Sunnyside Outlots/Odesa Park: This property is owned by the City of College Park and proposed for development by the City as a neighborhood park and playground. The LOD covers half of this site where a storm water management facility is to be built. Construction of this facility will reduce the design footprint of the park and result in park improvements being placed closer to existing residences and the loss of tree buffer. This will have a negative impact on the park's attractiveness and utility. It is requested that the storm water pond be moved to the east on to BARC property where the impacts will be less. Odesa Park should also be added to the parks inventory in the study and evaluated including clarification of the amount of land required for acquisition.

## Park Impacts

Hollywood Park: While the impacts are listed as de minimis, there is concern about how the realignment of the Greenbelt Metro Station access road might impact the viewshed and noise in the park and larger neighborhood. Please provide this information in the Final Environmental Impact Statement (FEIS).

Cherry Hill Road Park: The natural areas of this park will be significantly impacted by the substantial loss of trees, which will further degrade the green infrastructure surrounding the City. Additional information is needed to understand the full extent of impacts to parkland and how to make the park system whole through mitigation.

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### Streams and Waterways

The College Park area has three streams that will be impacted by the project: Indian Creek, Little Paint Branch and Paint Branch. As many neighborhoods in the City lie within the 100-year floodplain, the increases in impervious surface from the project and changes to groundwater and hydrology, elevate the risk for increased flooding. Additional floodplain modeling for this watershed must be done at this time, to understand the full impacts and offer mitigation strategies. It cannot wait until later in the design phase. We are also concerned that local water quality will be degraded and endanger aquatic biota in the streams that cannot tolerate warmwater conditions.

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### Green Infrastructure and Forest Mitigation

College Park is already experiencing a decrease in tree canopy based on development activity, which will be exacerbated by this project. The green infrastructure corridor along the Beltway offers ecologically important undeveloped land which will be disrupted by the project. Study area impacts are reported in the DEIS but are not broken down to the local level. Please provide this information in the FEIS.

While the City is poised to lose green infrastructure, it is unlikely to be the beneficiary of forest mitigation. Under Maryland Reforestation Law, a minimum of five contiguous acres of public land is needed for replanting within the same watershed. Please reconsider this standard in College Park and other communities in the Developed Tier where this standard cannot be met. City staff will work with M-NCPPC and your team to identify alternative sites to help restore the tree canopy in the College Park area.

### Traffic Congestion

The stated purpose and need for the project are to provide congestion relief and accommodate future long-term traffic growth. The traffic modeling and analysis in the DEIS is insufficient to conclude that the project will meet this need for several reasons. The analysis needs to be updated using the most recent traffic data from the Metropolitan Washington Council of Governments (MWCOCG), and to consider the impacts of increased capacity on land use. It is unrealistic to assume that there will be no effect on land use, therefore, new trip generation is likely underestimated. Consideration also needs to be given to the effects of the pandemic on traffic growth patterns as many people may permanently transition to telework. The probable increase in the use of Autonomous Vehicles in the future is not addressed and should be.

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The City is concerned that induced traffic demand on arterial and collector roads leading to the Beltway such as Baltimore Avenue, Rhode Island Avenue and MD 193 is underestimated. These roads are already highly congested and specific details for them need to be provided in the FEIS including an analysis of traffic, noise, and air quality impacts.

It is unfortunate that no public transit options were included as alternatives retained for detailed study in the DEIS. This was a mistake that should be revisited along with transportation systems management (TSM) and transportation demand management (TDM) which are serious strategies with less environmental and financial costs.

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### Environmental Justice

The DEIS claims that all Build Alternatives under consideration will benefit minority and low-income populations (Environmental Justice (EJ) communities) but does not adequately explain this conclusion. College Park census blocks in the study area meet the definition of an EJ community yet measures to mitigate any potential disproportionate effect on them is missing. The report does not give sufficient attention to the fact that the expected high toll prices may be too much of a cost burden to the EJ community. Equitable access to the managed lanes has not been demonstrated, and recommendations such as toll subsidies should be addressed in the FEIS.

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Outreach and input from the EJ community is also missing and must be addressed prior to any second phase of construction. Only one stakeholder meeting in June 2019 is reported to be held but the feedback from the meeting has not been included in the study. Better public participation and involvement is needed going forward.

For the reasons stated, the City Council finds that the DEIS falls significantly short of meeting the stated purpose and need for the project, and that the environmental and other costs far outweigh the benefits of the project.

Sincerely,

Patrick L. Wojahn  
Mayor

Cc: Maryland District 21 Delegation

October 27, 2020

Ms. Lisa B. Choplin, DBIA  
I-495 & I-270 P3 Program Director  
I-495 & I-270 P3 Office  
707 North Calvert Street  
Mail Stop P-601  
Baltimore, MD 21202

Re: Draft Environmental Impact Statement (DEIS) and Draft Section 4(f) Document  
I-495 and I-270 Managed Lanes Study

Dear Ms. Chopin:

The College Park City Council thanks you for the additional time granted for the submission of comments on this extensive document. The Council has focused its attention on the College Park area and the impacts to our community. The City Council has previously written to the Governor to oppose the Managed Lanes project and the P3 program. After reviewing the information provided in the DEIS, the City Council remains opposed to the project and strongly recommends the No Build Alternative as the responsible course of action.

The City has identified significant concerns and areas requiring additional information that should be addressed in the FEIS. These are described below:

**Direct Access Interchanges**

US 1 and I-495: It is not clear how this intersection will be rebuilt including adjustments to the ramps and reconstruction of the US 1 bridge. Any bridge reconstruction should include bike lanes and crosswalks at ramp intersections to eliminate the barriers for pedestrians and bicyclists created by I-495. Similarly, pedestrian and bicycle access should be improved under the Beltway bridge on Rhode Island Avenue and at the Little Paint Branch trail where it crosses the Beltway at Cherry Hill Road.

Greenbelt Metro and I-495: It is assumed that a full interchange at this location is in place, however, this interchange was proposed to be constructed in conjunction with private sector development of WMATA property which has been canceled. The cost of building this interchange needs to be included in the project budget. More information is also needed about the realignment of the entrance to the Greenbelt Metro Station.

**Noise Barriers**

All noise barriers are proposed for replacement and some will be increased in length and height. It is requested that a noise barrier be extended along the northern property line of 4700 Edgewood Road and that the maximum height be used to buffer all single-family homes in College Park. The use of roadside vegetative barriers in these areas is highly encouraged to improve air quality and reduce concentrations of downwind pollutants.

## Property Acquisition

Partial acquisition of 34 properties in College Park is proposed including two City-owned properties. For private property, acquiring even a small strip of land could result in the property becoming nonconforming under the Prince George's County Zoning Ordinance. These specific impacts need to be identified for each property.

Polish Club of College Park: This 5.6-acre property contains woodlands, wetlands and wildlife and adjoins the Hollywood neighborhood, Hollywood Park and a K-8 school and preschool. Please clarify if a full or partial acquisition is contemplated. The proposed use of this site for construction staging, materials storage, and placement of storm water management ponds would result in unacceptable impacts to this neighborhood in terms of vehicle exhaust, pesticide use, noise, loss of tree canopy and construction traffic. The City Council has heard from nearby residents who have expressed serious concerns about human health (e.g. asthma, COPD, and cancer) due to loss of the buffer wall and application of pesticides needed to maintain storm water ponds. The City strongly opposes the acquisition and disturbance of this property. A more suitable location for construction staging would be nearby on the north end of the Greenbelt Metro Station parking lot, which is already disturbed and underutilized for parking. A more suitable location for storm water ponds would be the grassy areas adjacent to the Greenbelt Metro Station parking lot, which are not near any residences. If the impact on the Polish Club property cannot be avoided, it is requested that the fewest trees possible be removed during construction, that trees be replanted on the site, the property returned to its natural state, and the barrier wall rebuilt.

10020 51<sup>st</sup> Avenue: The limit of disturbance (LOD), as shown, would eliminate driveway access to this property. In addition, the proposed storm water pond located at the intersection of this property and 51<sup>st</sup> Avenue is extremely close to single-family residences and should be relocated. The Beltsville Agricultural Research Center (BARC) property is a suggested location.

Sunnyside Outlots/Odessa Park: This property is owned by the City of College Park and proposed for development by the City as a neighborhood park and playground. The LOD covers half of this site where a storm water management facility is to be built. Construction of this facility will reduce the design footprint of the park and result in park improvements being placed closer to existing residences and the loss of tree buffer. This will have a negative impact on the park's attractiveness and utility. It is requested that the storm water pond be moved to the east on to BARC property where the impacts will be less. Odessa Park should also be added to the parks inventory in the study and evaluated including clarification of the amount of land required for acquisition.

## Park Impacts

Hollywood Park: While the impacts are listed as de minimis, there is concern about how the realignment of the Greenbelt Metro Station access road might impact the viewshed and noise in the park and larger neighborhood. Please provide this information in the Final Environmental Impact Statement (FEIS).

Cherry Hill Road Park: The natural areas of this park will be significantly impacted by the substantial loss of trees, which will further degrade the green infrastructure surrounding the City. Additional information is needed to understand the full extent of impacts to parkland and how to make the park system whole through mitigation.

## **Streams and Waterways**

The College Park area has three streams that will be impacted by the project: Indian Creek, Little Paint Branch and Paint Branch. As many neighborhoods in the City lie within the 100-year floodplain, the increases in impervious surface from the project and changes to groundwater and hydrology, elevate the risk for increased flooding. Additional floodplain modeling for this watershed must be done at this time to understand the full impacts and offer mitigation strategies. It cannot wait until later in the design phase. We are also concerned that local water quality will be degraded and endanger aquatic biota in the streams that cannot tolerate warmwater conditions.

## **Green Infrastructure and Forest Mitigation**

College Park is already experiencing a decrease in tree canopy based on development activity, which will be exacerbated by this project. The green infrastructure corridor along the Beltway offers ecologically important undeveloped land which will be disrupted by the project. Study area impacts are reported in the DEIS but are not broken down to the local level. Please provide this information in the FEIS.

While the City is poised to lose green infrastructure, it is unlikely to be the beneficiary of forest mitigation. Under Maryland Reforestation Law, a minimum of five contiguous acres of public land is needed for replanting within the same watershed. Please reconsider this standard in College Park and other communities in the Developed Tier where this standard cannot be met. City staff will work with M-NCPPC and your team to identify alternative sites to help restore the tree canopy in the College Park area.

## **Traffic Congestion**

The stated purpose and need for the project are to provide congestion relief and accommodate future long-term traffic growth. The traffic modeling and analysis in the DEIS is insufficient to conclude that the project will meet this need for several reasons. The analysis needs to be updated using the most recent traffic data from the Metropolitan Washington Council of Governments (MWCOG), and to consider the impacts of increased capacity on land use. It is unrealistic to assume that there will be no effect on land use, therefore, new trip generation is likely underestimated. Consideration also needs to be given to the effects of the pandemic on traffic growth patterns as many people may permanently transition to telework. The probable increase in the use of Autonomous Vehicles in the future is not addressed and should be.

The City is concerned that induced traffic demand on arterial and collector roads leading to the Beltway such as Baltimore Avenue, Rhode Island Avenue and MD 193 is underestimated. These roads are already highly congested and specific details for them need to be provided in the FEIS including an analysis of traffic, noise, and air quality impacts.

It is unfortunate that no public transit options were included as alternatives retained for detailed study in the DEIS. This was a mistake that should be revisited along with transportation systems management (TSM) and transportation demand management (TDM) which are serious strategies with less environmental and financial costs.

## **Environmental Justice**

The DEIS claims that all Build Alternatives under consideration will benefit minority and low-income populations (Environmental Justice (EJ) communities) but does not adequately explain this conclusion. College Park census blocks in the study area meet the definition of an EJ community yet measures to mitigate any potential disproportionate effect on them is missing. The report does not give sufficient attention to the fact that the expected high toll prices may be too much of a cost burden to the EJ community. Equitable access to the managed lanes has not been demonstrated, and recommendations such as toll subsidies should be addressed in the FEIS.

Outreach and input from the EJ community is also missing and must be addressed prior to any second phase of construction. Only one stakeholder meeting in June 2019 is reported to be held but the feedback from the meeting has not been included in the study. Better public participation and involvement is needed going forward.

For the reasons stated, the City Council finds that the DEIS falls significantly short of meeting the stated purpose and need for the project, and that the environmental and other costs far outweigh the benefits of the project.

Sincerely,

Patrick L. Wojahn  
Mayor

Cc: Maryland District 21 Delegation

# 4

## Review of Chapter 141, Article II, Unruly Social Gatherings



**CITY OF COLLEGE PARK, MARYLAND  
COUNCIL WORKSESSION AGENDA**

**Prepared By:** R. W. Ryan, Public Services Director  
Public Services Director

**Meeting Date:** 10/20/2020

**Presented By:** R.W. Ryan, Public Services Director

**Consent Agenda:** No

**Originating Department:** Public Services

**Issue Before Council:** Annual Report - City Code Chapter 141 Article II - Unruly Social Gatherings

**Strategic Plan Goal:** Goal # 6 – Excellent Services:

**Background/Justification:**

The City Council adopted Chapter 141, Article II, Unruly Social Gatherings (attached), on September 24, 2019 by Ordinance Number 19-O-13.

There have been no documented violations of this Article since adoption. No municipal infractions or notices of violations for this Article have been issued.

To issue a municipal infraction to a resident or property owner for a violation of this Article requires that either the violation be witnessed by a City Code Enforcement Officer or a peace officer or by a witness to such violation who then provides an affidavit. If a municipal infraction is issued based upon an affidavit of a witness, then that witness would also be required to appear at trial for the municipal infraction.

Several factors may have influenced the apparent success of this ordinance in achieving general voluntary compliance. There was significant news media attention to Council deliberations leading up to and subsequent to adoption of this Ordinance. Potential consequences for violating the Ordinance became widely known amongst residents and property owners. After March 2020, UMD was closed until resumption of virtual classes on September 14, 2020. When UMD classes resumed the University adopted stringent social gathering rules and sanctions for violating public health directives aimed at minimizing the spread of COVID-19. There has been a significant change in behavior at off campus student housing this fall. There have been virtually no large yard parties reported or observed by residents, police, or code enforcement. Smaller groups or people have been reported on private property and on the streets, but violations of this Article have not been documented.

**Fiscal Impact:**

None

**Council Options:**

1: No action required.

**Staff Recommendation:**

Review and discuss Chapter 141 Article II.

**Attachments:**

1. Chapter 141 Article II

ARTICLE II  
**Unruly Social Gatherings**  
**[Adopted 9-24-2019 by Ord. No. 19-O-13]**

**§ 141-12. Definitions.**

In this article, the following terms shall have the meanings indicated.

**ALCOHOLIC BEVERAGE** — As defined in § 1-101 of the Alcoholic Beverages Article of the Annotated Code of Maryland.

**ILLEGAL CONTROLLED SUBSTANCE** — A drug or substance, the possession and use of which is regulated under the State Controlled Dangerous Substances Act.<sup>1</sup> The term does not include any drug or substance for which a person has a valid prescription issued by a licensed medical practitioner authorized to issue such a prescription or is otherwise authorized by law.

**PROPERTY OWNER** — Any person who owns a property or has charge, care or control of a property as a legal owner

**RESIDENCE OR OTHER PRIVATE PROPERTY** — A residential property, including without limitation a detached, attached, or semidetached single-family dwelling, a row home, townhome, apartment, condominium, or other dwelling unit, or a yard or curtilage of a residence, a hall, meeting room, hotel or motel room, whether occupied on a temporary or permanent basis, whether occupied as a dwelling, party or other social function, and whether owned, leased, rented, or used with or without compensation, including contiguous properties, and any buildings, structures or other improvements situ a ted thereon or affixed thereto.

**RESPONSIBLE PERSON** — An owner of, or occupant with a right of possession in, the residence or other private property on which an unruly social gathering is conducted. A responsible person for the unruly social gathering need not be physically present at such gathering.

**UNRULY SOCIAL GATHERING** — A party, event, or assemblage of eight or more persons at a residence or other private property where:

- A. Alcoholic beverages are being furnished to, consumed by, or in possession of any underage person in violation of state law; or

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1. Editor's Note: See the Criminal Law Article of the Annotated Code of Maryland, § 5-101 et seq.

- B. Behavior or conduct is occurring that results in a substantial disturbance of the peace and quiet enjoyment of private or public property, which may include the following:
- (1) Excessive noise as prohibited in § 138-5 of the City Code;
  - (2) Excessive traffic that is significantly above and beyond the normal amount of pedestrian or vehicle traffic for the day, date, and time of day for the neighborhood;
  - (3) Use of an illegal controlled substance by any person at the gathering;
  - (4) Obstruction of public streets or the presence of unruly crowds that have spilled onto public streets;
  - (5) Public drunkenness or unlawful consumption of alcohol or alcoholic beverages;
  - (6) Assaults, batteries, fights, or other disturbances of the peace;
  - (7) Vandalism of public or private property;
  - (8) Public urination or defecation;
  - (9) Littering; or
  - (10) Other conduct which constitutes a threat to the public safety, quiet enjoyment of residential or other private property, or the general welfare.

**§ 141-13. Unruly social gatherings prohibited.**

An unruly social gathering is declared a nuisance for purposes of this chapter. It is unlawful for a property owner or any responsible person to conduct, cause, aid, allow, permit, or condone an unruly social gathering at a residence or other private property.

**§ 141-14. Violations and penalties.**

- A. A violation of § 141-13 is subject to a municipal infraction with a penalty as provided in Chapter 110 of the Code and is a separate offense from any other violations of law or offenses that occur during an unruly social gathering.
- B. A municipal infraction based only on excessive noise will not be issued under this section if one is issued under § 138-6 of the City Code for the same occurrence. Excessive noise will not be cited as part of a municipal infraction issued under this section unless an

accurate sound-level meter reading for the same occurrence is not feasible or practicable.

- C. A Code Enforcement Officer or peace officer who determines that an unruly social gathering exists in violation of § 141-13 may issue a municipal infraction for the violation to all identified responsible persons. For a first offense within any twenty-four-month period, an owner will be issued a warning. For a second or subsequent offense in a twenty-four-month period, the owner is subject to a municipal infraction. For a third offense in a twenty-four-month period, the owner is also subject to suspension or revocation of any occupancy permit for the residence or other private property.
- D. The Public Services Director may schedule a show-cause hearing before the College Park Advisory Planning Commission as to why the City occupancy permit for the property should not be suspended for one or more years, or revoked, for three or more violations of the provisions of this article within any twenty-four-month period.

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# Four Cities Meeting Agenda Items

# 6

## Future Agenda Items



TO: Mayor, City Council, City Manager and Department Directors

FROM: Janeen S. Miller, City Clerk

DATE: October 14, 2020

RE: Future Agendas

The following items are tentatively placed on future agendas. This list has been prepared by the City Manager and me and represents the current schedule for items that will appear on future agendas.

### **TUESDAY, OCTOBER 27, REGULAR MEETING**

Public Hearing on, and possible adoption of, 20-O-11, An Ordinance Of The Mayor And Council Of The City Of College Park, Amending Chapter 102, "Dogs And Other Animals", By Repealing And Reenacting §§102-1 "Definitions", 102-2 "Notification Of Violation", 102-3 "Restraint Of Animals", 102-5 "Rabies Vaccination", 102-6 "Animals Found At Large", 102-7, "Impoundment", 102-9, "Cruelty, Neglect And Other Prohibited Actions", 102-10, "Capture And Removal" And 102-13, "Abandoned Animals" And Enacting §§ 102-9 "Cruelty, Neglect And Prohibited Actions" And 102-13 "Abandoned Animals", To Change The Title Of The Chapter To "Animal Welfare" And To Change Definitions, Clarify Impoundment Rules, Prohibit Cruelty, Neglect And Other Actions, To Make The Code More Compatible With County Animal Management Regulations, To Make Provision For Abandoned Animals, And To Make Other Clarifying Changes.

08-17-20: Proposed Consent: Authorization for the City to enter into a three-year agreement with the Maryland Department of Transportation State Highway Administration for purchase of salt and aggregate during certain snow events

Acceptance of the final GreenPlay Senior and Community Recreation Needs Assessment report – Tom Diehl, GreenPlay and Kiaisha Barber, Director of Youth, Family and Senior Services

(20-G-160) Award of contract for final design of Duvall Field – Terry Schum, Director of Planning

(20-G-162) Approve an amendment to the contract with Performance Breakthroughs, Inc. for the Strategic Plan – Scott Somers, City Manager

Approval of a letter with City comments on the Draft Environmental Impact Statement for the I-495/I-270 Managed Lanes Study – Terry Schum, Director of Planning

**MONDAY, NOVEMBER 2, 6:00 p.m. (Tentative)**  
**The Hotel, 7777 Baltimore Avenue**

Strategic Plan: Finalize Objectives and Key Results

**WEDNESDAY, NOVEMBER 4, WORKSESSION**

Discussion of the process/technology for enforcing permit parking zones – Bob Ryan, Director of Public Services (20)

Update on the City's Sustainability Plan (30) - Bill Gardiner, Assistant City Manager; Robert Marsili, Director of Public Works; Janet McCaslin, Sustainability Coordinator

**1:10**

**TUESDAY, NOVEMBER 10, REGULAR MEETING**

Proclamation for Small Business Saturday

2020 Quarterly Financial Presentation – Gary Fields, Director of Finance

**TUESDAY, NOVEMBER 17, 2020**  
**WORKSESSION AND/OR REGULAR MEETING (AS NEEDED)**

04-21-20: Follow-up discussion on a City Youth Advisory Committee – Kiaisha Barber, Director of Youth, Family and Senior Services (30)

10-14-20: Discussion of an amendment to our Small Cell Agreement – Suellen Ferguson, City Attorney

**TUESDAY, DECEMBER 1, 2020 WORKSESSION**

Consider a Property Use Agreement and support for a liquor license transfer from Milkboy to “Crab and Turtle” – Bob Ryan, Director of Public Services (20)

Strategic Plan Discussion

**TUESDAY, DECEMBER 8, 2020 REGULAR MEETING**

Swearing-in of new District 2 Councilmember

Public Hearing and possible action on the petition request for Traffic Calming in the 5000 block Fox Street between Rhode Island Avenue and 50<sup>th</sup> Place – Steve Halpern, City Engineer

## **ANNUAL ITEMS**

January, early: Discussion of Homestead Tax Credit Rate (currently at 0%) (must certify by March 25 to change rate)

January, after an election: Review and adoption of Council Rules and Procedures

IFC/PHA Annual meeting with Council (when is best?)

March: Annual Review/Renewal of Insurance Contracts

March: Annual farmers market debrief (Council: is this still relevant?)

March: Annual Economic Development Report

April and September: Comments on the M-NCPPC budget

June Worksession: Review of applications for advisory board vacancies

June Regular Meeting: Appointments to advisory boards

June Regular Meeting: Proclamation for Pride Month

October, first regular meeting: Proclamation for Indigenous Peoples' Day

Early Fall: Annual presentation from SHA on projects in the City (schedule prior to CTP discussion)

Fall: Annual police agency presentation

November, first regular meeting: Proclamation for Small Business Saturday

December: Approval of Annual Retreat agenda

## **MASTER LIST**

2021 Quarterly Financial Presentations:

01-23-19: Information Report: Actions taken to mitigate the discharge of sump pump water runoff – Steve Halpern, City Engineer

07-09-19: Input from staff and the Airport Authority about the GAO study on helicopters in the City and helicopter noise in the region (15)

10-01-19: Discussion of signing on to the principles of the Maryland Advocates for Sustainable Transportation – request of Mayor Wojahn

10-15-19: Greater utilization of APC to review projects that are coming to Council

Discussion of additional roadway connectivity between City neighborhoods - AND –

Find options to reduce traffic on our major roadways (include Complete Streets) (40)  
Terry Schum, Director of Planning; Steve Halpern, City Engineer; Robert Marsili,  
Director of Public Works

02-04-20: Follow up discussion on certain events held in the City (Veterans and  
Memorial Day events, MLK Tribute and Blues Festival)

01-29-20: Discussion of the decennial redistricting and of establishing a redistricting  
commission (standard census tabulation for voting districts will occur prior to general  
release and no later than April 1, 2021) – January 2021

Review of proposal for a pilot program for a rebate to homeowners for installation of  
residential security camera systems - Bob Ryan, Director of Public Services (20)

05-05-20: Information Report on Edgewood Road Right-Of-Way at intersection with US  
1 – Terry Schum and Steve Halpern

Discussion of goals and purpose for City Events, and criteria for evaluating City Events  
(30) – January 2021

Applications for Small Cell installations

07-14-20: Comments to the County task force about No-Knock Warrants

09-01-20: Discussion of a commemorative bench program – request of Councilmember  
Kabir

09-15-20: Invite WSSC representatives to a Council meeting

09-15-20: Tax credits to homeowners for purchase of flood insurance

10-07-20: Discussion of City recognition of heritage months and disease prevention  
months, etc. – Scott Somers, City Manager

Appropriate use of staff time and resources at the request of community organizations –  
Scott Somers, City Manager

Presentation on Accela land use CRM software – Bill Gardiner, Assistant City Manager  
(30) (January 2021)