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**Board of Directors Meeting  
June 10, 2019 at 6:00 p.m.  
College Park City Hall, 4500 Knox Road, Council Chambers  
Public Minutes**

**Board members present**

Richard Wagner  
Stephen Brayman  
Ken Ulman  
Carlo Colella  
Patrick Wojahn  
David Iannucci (Left at 7:20 p.m.)  
Jim Rosapepe  
Edward J. Maginnis  
Brian Darmody  
Maxine Gross

**Non-board members present**

Terry Schum (Left at 7:23 p.m.)  
Eric Olson, Executive Director, College Park City-University Partnership  
Abby Tesfaye Perrotta, Program Associate, College Park City-University Partnership  
Valerie Woodall, Senior Program Associate, College Park City-University Partnership

**The meeting was called to order at 6:08 p.m.**

- 1. Welcome and opening actions – Jim Rosapepe**
  - Approve April Board meeting minutes

Mr. Ulman moved to approve minutes. Mr. Wojahn seconded the motion. **The motion was approved 10-0-0-0**

- Approve Board member executive offices

Mr. Wojahn moved to approve Richard Wagner as board chair for board member executive offices. Mr. Colella seconded the motion. **The motion was approved 10-0-0-0**

Mr. Rosapepe moved to approve Carlo Colella as vice board chair for board member executive offices. Mr. Wojahn seconded the motion. **The motion was approved 10-0-0-0**

Mr. Brayman moved to approve Ed Maginnis as treasurer for board member executive offices. Mr. Colella seconded the motion. **The motion was approved 10-0-0-0**

Mr. Rosapepe moved to approve Eric Olson as secretary for board member executive offices. Mr. Colella seconded the motion. **The motion was approved 10-0-0-0**

- 2. Treasurer report – Ed Maginnis**
  - FY'19 to date budget report
  - FY'20 Budget Proposal
  - Audit/tax firm proposal

Mr. Rosapepe moved to approve using the current audit/tax firm as proposed. Mr. Darmody seconded the motion. **The motion was approved 10-0-0-0**

3. **Executive Director report – Eric Olson**
  - Updates document includes status of University District Vision initiatives
  - Downtown Mural
  - WeWork office update
  
4. **Strategic Plan Update – Richard Wagner**
  - Proposed project
  
5. **Partnership activity**
  - *Housing and Development – Chair: P.J. Brennan*  
 Updates: See updates document  
 Discussion: Market/Marketing Study
  
  - *Transportation – Chair: Patrick Wojahn*  
 Updates: See updates document
  
  - *Education – Chair: Donna Wiseman*  
 Updates: See updates document  
 Action: Approve committee proposal to develop website to promote College Park pre-K-12 education options

Mr. Rosapepe moved to approve the education committee proposal to develop a website to promote College Park Pre-k-12 education options. Mr. Colella seconded the motion. **The motion was approved 10-0-0-0**

- *Public Safety – Chair: Steve Brayman*  
 Updates: See updates document
  
- *Sustainability – Co-Chairs: Dustyn Kujawa and Mark Stewart*  
 Updates: See updates document

Mr. Colella moved to adjourn the public meeting and go into executive session. Mr. Maginnis seconded the motion. **The motion was approved 9-0-0-1**

**The public meeting was adjourned at 7:22 p.m.**  
**The executive session ended at 8:19 p.m.**

**VOTES TAKEN DURING EXECUTIVE SESSION**

The Board voted to approve the proposed FY'20 budget as is plus up to \$75,000 coming from reserves and potential grants for special projects as well as \$5,000 one-time bonuses for each full-time staff member for a total of \$15,000. **The motion was approved 9-0-0-1**

**VOTES TAKEN BY EMAIL VOTE**

The Board voted on October 30 to select U3 Advisors for the Vision 2030 project and to amend the \$75,000 coming from reserves to \$100,000 for this project. **The motion was approved 9-0-1-0**

College Park City-University Partnership Updates  
June 10, 2019

**HOUSING AND DEVELOPMENT – Committee last met on October 30, 2018 and will meet again this summer**

**MAJOR ACTIVITY – HOUSING AND DEVELOPMENT**

**A. Homeownership Program**

- **Complete:** We have completed 52 loans total, there are more inquiries coming in now. This includes:
  - 5 in (half year) 2015
  - 12 in 2016
  - 12 in 2017
  - 15 in 2018
  - 8 so far in 2019, one is closing July 19.
- **Status:** We recently closed the FY'18 \$150,000 Community Legacy Award and are now seven loans in to the \$100,000 FY'19 Community Legacy Grant Award which is coupled with the \$50,000 received from both the City and the University. 10 families have used the City New Neighbor Grant program with ours. **We currently have \$97,000 available for this program, which is equal to 6.47 loans** until new funding is received at the start of the fiscal year in July. We are holding an event with Maryland DHCD Secretary Ken Holt June 10 to celebrate 50 homebuyers.

**B. Enhance Public Spaces in College Park**

- **Outdoor Performance Series**
  - **Status:** The series continued this Spring, ending May 25. The Partnership with The Clarice, UMD School of Music, Office of Community Engagement, College Park Arts Exchange, and the City continues. This year, we are placing performances on Mondays in front of the Hotel at UMD. Partners are contributing \$500 each toward this series. Performances Mondays at the Hotel at UMD and Fridays downtown at Little Tavern Park.
- **Bridge Lighting**
  - **Complete:** Installation completed and announced. Some of the lights are not working and we are working with Imaginex to determine why. The remote access to the wifi was down due to Iribe Center construction, but we expect to have remote access again soon now that Iribe is open.
- **Underpass Improvements**
  - **Complete:** Two murals were installed and announced. The second mural was completed during Good Neighbor Day.
  - **Status:** A sign will be posted at the mural site
  - **Status:** A subcommittee with Park and Planning, AtHA, City staff and others will meet to discuss next steps to improve this underpass, and surrounding area. This work includes possibilities to mitigate the mud.
- **Downtown College Park Mural**
  - **In Progress:** A \$15,000 County Redevelopment Authority Community Impact Grant was awarded to the Partnership for a mural to be placed on the building of 7404 Baltimore Avenue. This will be matched with a \$15,000 city grant.
  - **Status:** An RFP went out in January. 23 artists submitted proposals in February. A second round for proposals was held to nail down details and one artist was selected. Legal paperwork is being finalized, and the mural will be painted this summer.

**C. WMATA, College Park Metro West planning**

- **Status:** WMATA is funding a planning study of the area around College Park Metro station. The firm, HR&A, has been hired and we will be arranging meetings between HR&A and the Housing and Development Committee and other stakeholders this summer.

**D. Local Business Development and Support**

- **#CollegeParkScene**
  - **Ongoing:** This year, we initiated a social media effort to highlight College Park businesses – new and old – and to promote the many exciting things happening in College Park's restaurants, arts, and music scene to bring out more customers. With 33 posts to date, we have reached nearly 10,000 people in the area, highlighting exciting things to do in College Park. We also posted about parking options in the city.
- **Coffee and Ale House**
  - **Complete:** Auto Parts Store was demolished.
  - **Status:** DSP being submitted summer 2019, numerous changes had to be made over the winter/spring.
- **Milkboy ArtHouse/Clarice fundraising:**

- **Complete:** The Partnership worked with the Clarice to raise \$7,250 through our Community Investment Tax Credit to support programming at ArtHouse.
- **College Park Marketing Study (including Milkboy ArtHouse/Hotel/Old Maryland Grill)**
  - **Challenge:** Businesses started out slow, we want all businesses to thrive.
  - **Status:** We have seen an uptick in business collaborations throughout the City and continue to heavily promote local businesses (see #CollegeParkScene).
  - **Market/Marketing study:** We held several focus groups with College Park businesses to better understand some baseline information and that served to better connect the business community. Randall Gross is advising us on a marketing study (at \$120/hour, maximum up to \$4,000). Surveys were developed, we will launch market research surveys soon.

**OTHER UPDATES – HOUSING AND DEVELOPMENT**

**A. Neighborhood Stabilization**

- **Old Town “Pocket Neighborhood”:** 2 homes are now occupied, another 2 are under construction, and 3 are going to settlement, including one who is a university professor who we are working with as one of our new homebuyers. That is all 7 available lots. Additionally, a new house is going up by the same developer next to original Pocket Neighborhood site, totaling a Pocket Neighborhood of 8 new homes. These homes will be owner-occupied.
- **UMD on-campus student housing:**
  - **Status:** Ground breaking is expected for a 900-bed on campus dorm in summer 2019.

**B. Local Jobs, workforce, and community development resources:**

- **Complete:** We put together a few pages on our site to connect the community with resources related to jobs, trainings, and community development resources. These, and other useful resources, rotate weekly in our E-newsletter and we promote on social media. These pages can be found at <https://collegeparkpartnership.org/tag/resources/>

**C. RISE Zone, Opportunity Zone, and Discovery District:**

- **Complete:** RISE Zone was established, Opportunity Zone covers most of CP
- **Status:** meeting on Opportunity Zones was held with DHCD and DBED leaders in January to understand how we can maximize this new designation for College Park. We are working with partners to promote Opportunity Zone, RISE.

**D. Analysis of Faculty, Staff and Student Housing Patterns**

- **Complete:** UMD VPAF office provided data to the committee of where UMD faculty and staff live. 5.8% of employees live in the 20740 zip code. This is up 1.8% from what U3 Ventures portrayed in 2011. Partnership staff presented graduate student findings to the committee this fall.
- **Status:** Ongoing – patterns should be analyzed every year. Partnership staff will work with UMD staff to promote graduate students living nearby and develop ways to match graduate students up to apartment opportunities.

**E. Housing Diversity and Equity:**

- **Status:** We are first looking at graduate student housing. We are working with the Graduate Student Government on materials and efforts to encourage graduate students to live in College Park. We will also reach out to apartments to see if there are any specials that can be offered to graduate students to live in College Park.
- **Status:** Sen. Rosapepe met with President Loh, Carlo, and unionized University workers about affordable housing options for university employees in College Park. We are going to get data on this.

**TRANSPORTATION — Committee met on October 15, 2018 – will meet again this Summer**

**MAJOR ACTIVITY - TRANSPORTATION**

**A. Sidewalk Connection – Albion to Riverdale Park Station:**

- **Complete:** It is open!
- **Status:** We submitted paperwork to the state for reimbursement; bond bill was extended to complete cameras portion of the project
- **Future:** Park and Planning historic marker, City trash/recycling

**B. Route 1/Baltimore Ave. Rebuild**

- **Complete:** Larger 5 foot buffers and shade trees between the curb and sidewalk have been incorporated into the engineering in mid-town College Park.
- **Status:** In May 2019, SHA informed us that they have revised the schedule to eliminate the 2 year gap in time between section I and section II, to that it will all be done in one continuous project. They have included night work. They had to cancel the old bid, and the new bid will be advertised on July 2<sup>nd</sup>. Utility work has been proceeding for the last 6 months. The Notice to Proceed /construction will start in October 2019. The new construction completion date is summer 2023, this is 2 years better than the timeline last fall.

#### C. Pedestrian Lighting/Baltimore Avenue

- **Status:** 1) University and SHA have an arrangement to install pedestrian lighting across University frontage as part of the rebuild; 2) City and SHA have an agreement for pedestrian lighting from Campus Drive north; 3) We have a funding source to complete this work.

#### D. Bridge Lighting (also listed above in “Enhancing Public Spaces”)

- **Complete:** Installation finished, and lights were switched on in June 2018. Attorneys completed the permanent MOU, and it has been executed between the State, University, and Partnership.
- **Status:** Imaginex will come out this Spring to inspect the lights.

#### E. Purple Line

- **Status:** Construction activities are underway, including:
  - Electric and communications utility relocations on campus
  - Storm drain installation on UMD Campus
  - Construction of the new Pump Station along Campus Drive at the CSX/WMATA underpass
  - City is working on rerouting WMATA and UMD bus routes and offered to mitigate impact of buses rerouting through neighborhood.
- **Status:** Art: Staff is working with WMATA “Art in Transit” staff to work on a plan to augment art between the Purple Line stop and the College Park Metro station.

#### F. Pedestrian/Walkable Community/Trails

- **CP Woods Trail**
  - **Status:** Groundbreaking was held December 5<sup>th</sup>! Expected completion in 2019 calendar year.
- **Trolley Trail**
  - **Complete:** Crime Prevention Through Environmental Design report
  - **Not complete:** Partnership staff is working with the City to use existing Partnership state bond money for 4-5 new cameras along the Trolley Trail in Calvert Hills and on the strip of WMATA land adjacent to Riverdale Park Station. We are also working with Hyattsville and Riverdale Park on investment in lights and cameras. We are pursuing this and the City is getting quotes from their vendor.
  - **In Progress:** Partnership, Hyattsville CDC and ATHA are planning a “Trolley Trail Day” to celebrate this trail, involve businesses, kid activities, history, music, arts, fun run, bike rides and more. It will be held June 8, 2019.
- **Campus Drive Trail Connection**
  - **Status:** MD Bikeways Program Grant to connect the Trolley Trail/Paint Branch Trail – 30 percent design complete.

### OTHER UPDATES – TRANSPORTATION

#### A. Bikeshare

- **MBike (Zagster) Status:** City and University did not renew the contract in May 2019. They will be pursuing another bikeshare opportunity.
- Latest data comparing October 2018 to April 2019 for MBike:
  - 125,053 trips to date – up from 93,704 in October 2018 (33% increase)
  - 3770 active members – up from 3344 in October 2018 (13% increase)
  - 198 bikes – up from 191 in October 2018 (4% increase)
  - 24 stations – no change since October
  - 117 avg trips/day – up from 106 in October 2018 (10% increase)
- **Capital Bikeshare**
  - **Status:** Launched 5 new Capital Bikeshare stations in Largo and Hyattsville, on June 1, 2018,
  - **Status update on new Capital Bikeshare stations in College Park:** These 4 locations were selected: Mowatt Ln Parking Garage, Baltimore Ave & Campus Dr / The Hotel at the UMD, College Park Metro, Guilford Drive.

Implementation should commence this spring/summer.

**B. North County Transportation Action Plan:**

- **Status:** Study was initiated in August 2017, Park and Planning briefed our Transportation Committee in Spring 2018. The final report was completed and local stakeholders received a briefing on April 22. We will bring the report to the next Transportation Committee meeting. The Partnership has agreed to convene working groups of County, University, and local municipalities to discuss implementation of regional transit ideas identified in the report.
- **Parking Study Status:** The City added funds in the FY'19 budget for this. Study is underway, report expected in the Spring.

**C. Beltway Widening Proposal:**

- **Status:** SHA RFI was put out in the fall to widen Beltway, 270 and 295 by 4 lanes each, and responses were due in December. The schedule calls for RFPs to go out in the next two years. Cost estimate is \$9 billion. City opposes.

**EDUCATION – Committee last met May 16<sup>th</sup> – will meet again over the summer**

**MAJOR ACTIVITY - EDUCATION**

**A. K-12 Schools Survey and Report**

- **Complete:** Survey was administered in Fall 2017 with 807 responses and 4 focus groups.
- **Status:** Education Committee members reviewed data presentation. A summary of the report findings will be used in meetings with stakeholders, including College Park Academy's leadership. A priority list for addressing issues reported in the study.
- **In progress:** Field trip to MCPS, implementing a pilot "pathway program" to improve community in/around schools locally and a website to promote College Park pre-k-12 schools.

**B. College Park Academy:**

- **Complete:** Local catchment area was established. At least 35% of students admitted from within the boundaries of 6 area elementary schools: Berwyn Heights, Cherokee Lane, Hollywood, Paint Branch, Riverdale, University Park. In 2018-2019 School Year, 190 students were from the Catchment Area and of the Catchment Area and 48 are from College Park
- **Complete:** Partnership staff markets this new catchment area and continues to support CPA as it reaches out to local community and the University.
- **Complete:** 1<sup>st</sup> graduating class from CPA was held on May 29.

**C. Explore a CPA K-5 school:**

- **Complete:** College Park Academy and Children's Guild have a proposal to open a K-5 school
- **Complete:** Partnership staff have briefed City leadership. A meeting was held on April 9 with PGCPs and Dannielle Glaros' office to discuss location options. A meeting with Monica Goldson is scheduled for June 11 to discuss locations.
- **Not complete:** Proposal sent to PGCPs

**D. South County CPA**

- **Complete:** CPA Board and Children's Guild have a proposal to open a South County CPA
- **Complete:** Meetings to brief County elected leaders, School system leaders
- **Complete:** draft list of potential Board members for the south county school
- **Not complete:** Proposal sent to PGCPs

**E. Child Care/PreK in College Park**

- **University Childcare at Calvert Road**
  - **Complete:** The University signed a contract with Bright Horizons, a national childcare provider. The City approved Calvert Road School being used to host this child care.
  - **Status:** Work on the building is underway. Opening early 2020
- **Monarch Preschool, College Park**
  - **Complete:** The Children's Guild has secured a location at 9601 Rhode Island Avenue, in north College Park. They are looking at a January 2020 opening.
  - **Complete:** A state bond bill was approved this session for \$250,000 to support funding for construction/renovations. The Partnership and City of College Park testified/submitted letters of support.
  - **Complete:** An executive director was selected for the preschool. They begin full-time in August.

- **Complete:** Focus Groups with UMD and community parents were held to further determine the program and price points. Meetings with MSDE on pre-K expansion grant and state subsidy models were held.
- **Status:** a heavy marketing campaign is beginning now; will continue this summer. Partnership staff has been working with the planning committee and will continue to do so.

**OTHER ACTIVITY – EDUCATION**

**A. Catalog, Package, and Promote local College Park schools /Before & After School Programs:**

- **Status:** Staff prepared the content. City staff is assisting with placing the content into a brochure.
- **Complete:** a proposal to create a website for all College Park schools was brought to the committee and approved.
- **Complete:** A list of before and after school programs at local schools will be discussed at the next meeting.

**B. PGCPs School Construction:**

- **Ongoing:** The Partnership continues to monitor developments but is not playing an active role on this initiative by PGCPs. Members of the University, CASA, and District 2 and 3 County Councilmembers have pursued a less expensive and faster school construction option for “Adelphi Road MS” and PGCPs was receptive to the idea but will work internally on this.

**PUBLIC SAFETY —THE PUBLIC SAFETY COMMITTEE MET ON November 14, 2018**

**MAJOR ACTIVITY – PUBLIC SAFETY**

**A. Review City’s Public Safety and Police Services Study**

- **Complete:** The City study is complete.
- **Status:** The City has since created an action plan from the recommendations, which includes:
  - Current police structure keeps crime down, two contract officers on the street to supplement county, more on game days
  - More than 70% view police services as good or excellent
  - Short term: stay under current policing structure
  - Long term: establish standalone College Park police dept at estimated additional cost of approximately \$1.3 million
  - Visibility: Police cruisers assigned to officers working for the City have been given City seals for display in cruisers and increase visibility of Contract Program officers
  - Improvement and maintenance of security camera system (City is pursuing funds for more security cameras and considering working with residents to utilize privately owned cameras on private property for purposes of crime prevention and investigation)
  - The City Manager, City Attorney, and Public Services Director will initiate discussions with the County Office of Law and Chief of Police to determine if County Police may enforce municipal codes so that City Contract Officers can enforce the City noise code or disturbing the peace ordinances without a Code Officer...this would relieve Code Officers of this duty to allow them to focus more on inspections and property maintenance violations

**B. City Camera Plan – review and support**

- **Status:** The Partnership received an extension of state bond money for 4-5 new cameras along the Trolley Trail in Calvert Hills and on the strip of WMATA land adjacent to Riverdale Park Station.

**C. CPTED Analysis for Trolley Trail:**

- **Complete:** The Crime Prevention through Environmental Design report was completed in the Spring of 2017.
- **Status:** We have engaged College Park, Riverdale Park, and Hyattsville to continue to implement recommendations to make our trail safer. We are largely focusing on lighting and cameras, including adding 4-5 cameras with Partnership bond money, described above, under “City Camera Plan.” College Park put funding into its budget for this work, CM Glaros put money into the County budget for lighting the Trolley Trail in FY20. We are holding the first ever “Trolley Trail Day” on June 8<sup>th</sup> in partnership with local community development groups, municipalities, businesses, and other stakeholders, as recommended in the CPTED plan.

**OTHER ACTIVITY – PUBLIC SAFETY**

**A. Public Safety Ambassador Pilot Program**

- **Status:** State pilot funding expired in 2017, we were not awarded another round of state funding. Program is on hold, although UMD Police Auxiliary has taken up some of the functions.

**B. Review UMD Code of Conduct:**

- **Status:** Referrals went from 400 Off-campus referrals in Fall 2017 to 142 off-campus referrals during September and October 2018. This is attributed to low recidivism, and the efforts of UMPD, City, and OSC.

**C. Neighborhood disruptions:**

- **Complete:** The City added contract police and code officers and, in fall 2017, doubled referrals to the Code of Conduct.
- **Status:** The City put together a task force to brainstorm and implement strategies. The City is studying other university communities for ideas and they are looking into things they can control: limiting # individuals/cars per household, publicly sharing landlord contact information, requiring tenant names upon lease renewal or during permitting process, increasing fines for noise violations, and more. The Partnership stands ready to assist on policy.

**SUSTAINABILITY — Committee last met on October 30, 2018; will meet again this summer**

**MAJOR ACTIVITY - SUSTAINABILITY**

**A. Recycling Rates and County “Rain Check” Program**

- **Complete:** In 2018, 99 rain barrels were sold as a result of the Partnership’s Sustainability Expo co-hosted with Prince George’s County and CBE. 62 people have applied for the Rain Check Rebate as a result.
- **Not complete:** Media campaign to remind people what they can and cannot recycle
- **Status:** In 2019, with our partners, we will likely hold another event holding another event.

**B. Green Schools Initiative to get all schools serving College Park MAEOE Green School Certified – Not complete; Status:**

- Hyattsville Middle School applied and was awarded a MAEOE Green School certificate. They established a new recycling program. Won College Park Green School Award which will be awarded in April by the City and Partnership.
- College Park Academy will apply in 2020. A meeting is set up with school leadership to discuss projects to complete.
- Hollywood Elementary School won a College Park Green School Award. Meetings have been held throughout the school year and a next meeting will happen after Spring break. We intend to have them certify in 2020.
- The Education Advisory Committee reviewed Green School Award nominations which recognize local schools as they complete sustainability programs. They approved 4 awards. These will be given to schools in June.

**C. Clean Energy:**

- **Not Complete:** Goal for 100% renewable power, carbon-neutral natural gas in College Park by 2020.
- **Status:** To switch to 100% clean energy, it would take about \$100,000 to compensate for all the dirty energy. There are 383,000 megawatt hours of dirty energy consumption city wide.
- **Next steps:**
  - Look into strategies to generate \$100,000 to buy clean energy credits, including a large solar project that could generate revenue, so the city can purchase clean energy and checking with the County and PEPCO about adding a small charge to pay for clean energy credits.
  - Continue to monitor City efforts to install solar on the City garage.

**OTHER ACTIVITY - SUSTAINABILITY**

**A. Composting:**

- **Complete:** The City backyard composting program sold 144 composting bins thus far – up from 97 in June.
- **Not complete:** The University is looking at an anerobic digester program but need funding and a location.
- **Status:** Partnership will continue to promote backyard composting and support the City/University effort.

**B. Energy efficiency education efforts for residents, property owners and students:**

- **Status:** Through a concerted effort, Partnership, CBE and UMD will promote solar options for residents

**C. Adding solar to the City garage:**

- **Not Complete:** The City was not successful in its grant application for the City garage but did get funds for the public works building. They will reapply.



**D. Craft a Community Sustainability Plan going – Bill Gardiner suggested**

- **Not complete:** start with a sustainability survey and focus groups on this topic.
- **Status:** A plan will be put together and discussed at the next committee meeting.

**ADMINISTRATIVE UPDATE**

- A. Pursue Grants:** Staff continues to apply for grants and administer grant awards. Grants being administered: DHCD Community Legacy and an ATHA Grant. Partnership staff continues to provide in-depth and on-time reports for each grant award as required by grantors.
- B. Audit/Tax:** The FY'18 Audit was completed in August. It was presented to the board at our December meeting. The 990s were also complete.
- C. Committees:** All five strategy area committees will meet this spring/summer to work on their Board approved work plans.
- D. Reports:** The Partnership's annual report was released in early 2019. Staff briefed the City Council on the report and workplan as it has in previous years. The Partnership's Homeownership Program Fiscal Year report will be released in July.
- E. Logo:** Partnership staff and logo committee (Patrick and Brian) determined one option for the Partnership's new logo, which was developed by UMD communications. We have been using it and it has been well-received.
- F. Intern update:** We have two interns now. Chris Weir is working about 10 hours/week, covering the e-newsletter, design, research, and marketing materials. Carmen Borgia is working about 5 hours/week on the #CollegeParkScene blog, an initiative to spotlight local businesses in College Park, especially the new businesses.
- G. Social Media:**
- **Facebook:** 981 likes, 1049 follows
  - **Weekly Newsletter:** is distributed to 2,293 people
  - **Twitter:** 712 followers
  - **Website: Started using Google Analytics in June 2017:** The top sources are Google mail, Twitter, Facebook, Mailchimp. The top pages people have visited this Spring are: Homeownership Program, Board of Directors, Revitalization and Redevelopment committee and Local Job opportunities and resources. 70 percent of the people visiting our site are new visitors and 26 percent are returning visitors. 74 percent view the site on a desktop/laptop vs. 22 percent on mobile. 4 percent used tablets.