



# COLLEGE PARK CITY-UNIVERSITY PARTNERSHIP

## 2019 Annual Report





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# LEADERSHIP MESSAGES

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**Richard Wagner**  
AIA, PhD

Board Chair

Dear College Park Neighbors,

This year marks a new decade and a new beginning, and with it, an update of the University District Vision for the next ten years. Nine years ago, the College Park City University Partnership launched the University District Vision 2020, which articulated the shared goals of the University of Maryland College Park and City the City of College Park and led to greater cooperation between the partners, and with county, regional and statewide stakeholders, for the betterment of our collective community. Many of those goals, including founding the College Park Academy, creating new housing opportunities, improving transportation, increasing public safety, and developing a more sustainable future, has been accomplished under the leadership of the chairmanship of Sen. Jim Rosapepe.

This report highlights the achievements of the Partnership, together with the City and University, during 2019, laying the foundation for our continued cooperation for the future.

Sincerely,

A handwritten signature in dark ink, appearing to be 'RW'.



**Eric Olson**

Executive Director

Dear Friends,

This year, our work making College Park a top university community to live, work, do business in, and visit continued. We collaborated with our partners – the City of College Park, the University of Maryland, Prince George’s County, and the State of Maryland – on our initiatives. Our work included some important milestones:

- The first-ever Trolley Trail Day was successful with over 800 people and 40+ businesses participating
- We reached - and surpassed - a milestone of 50 homes purchased through our Homeownership Program, celebrating that breakthrough with Maryland DHCD Secretary Kenneth C. Holt, UMD President Dr. Wallace Loh, and City, State and County leadership
- College Park Academy graduated its first ever senior class
- Our placemaking and public art initiatives resulted in a prominent new downtown mural, “Psychophily,” and the installation of two markers along trails: one celebrating the life of Reed Whittemore, former U.S. Poet Laureate and longtime College Park resident, and another highlighting “A Path Forward” – a mural on the underpass of the Baltimore Avenue bridge celebrating the Lakeland community.

Together, we are making much progress. This report documents these successes and more.

Sincerely,

A handwritten signature in dark ink, appearing to be 'E. Olson'.

# 2019 BY THE NUMBERS

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800+

People participated in the first-ever  
Trolley Trail Day 2019

82

Students graduated in College Park  
Academy's first-ever graduating class

28

Total performances held throughout  
the 2019 Outdoor Performances  
Series

2,831

VeoRide bikeshare users

74

#CollegeParkScene posts about local  
businesses

100

Centennial of Reed Whittemore,  
former U.S. Poet Laureate, resident,  
and professor, for whom we installed  
a commemorative marker

58

College Park homes purchased  
through the Partnership's  
Homeownership Program (including  
14 in 2019).

95

Bikescore (out of 100) given to  
College Park (measured at City Hall)

102

Students from local catchment area  
attending College Park Academy

32

The number of days it took to install  
the Downtown College Park Mural,  
"Psychophily – Pollination by  
Butterfly"

956

Respondents in the Partnership's  
Market/Marketing Survey

150,000

Dollars awarded from the Maryland  
State Department of Housing and  
Community Development for the  
Homeownership Program

40+

Businesses and organizations  
participated in the first-ever Trolley  
Trail Day



# YEAR IN REVIEW

In the 2018 Annual Report, the College Park City-University Partnership highlighted three specific areas of focus as part of a 2019 work plan, designed and implemented with the goal of improving the gains made during the 2018 Partnership year. With dedicated support from the Partnership, the University of Maryland, the City of College Park, Prince George's County, the state, and the community, significant progress was made on each planned initiative. A strong **homeownership program** which reached a major milestone and continues to grow, **placemaking** strategies like the Outdoor Performance Series, a new mural, and a tremendously successful first-ever **Trolley Trail Day**, as suggested in the 2017 CPTED report, were examples of major gains observed in 2019. The celebration of its first-ever graduating class was a milestone for College Park Academy.

The Partnership's Homeownership Program successfully facilitated the sale of 50 homes through the program in July 2019 and, by December, that number had grown to 58 homes. This program is critical to the City-University Partnership, and to the city and university individually, as it strengthens neighborhoods and the broader community. In July, the program's achievement was celebrated with the Maryland State Department of Housing and Community Development's Secretary, Kenneth C. Holt, UMD President Dr. Wallace Loh, State Senator Jim Rosapepe, County Councilmember Dannielle Glaros, Mayor Patrick Wojahn, local homebuyers, and members of the city, county, community, and state.



In 2019, placemaking strategies continued from the previous year at a strong clip. Two new signs were installed: one to commemorate Reed Whittemore, former U.S. Poet Laureate, UMD professor, and longtime College Park resident, and another to celebrate the mural, "A Path Forward" on the underpass

of the Baltimore Avenue bridge, which celebrates College Park's Lakeland community history and heritage. A new mural, "Psychophily – Pollination by Butterfly" was installed on the most visible façade in downtown College Park. Moreover, the Outdoor Performance Series continued with 28 performances at Little Tavern Park located in downtown College Park, and in front of the Hotel at UMD. These placemaking efforts help make the community more memorable and interesting and help to represent and share College Park's history.



The Partnership also worked closely with the Hyattsville Community Development Corporation, The Anacostia Heritage Trails Area, and the Route 1 Corridor communities of University Park, Riverdale Park, College Park, and Hyattsville to host the first-ever Trolley Trail Day. Over 800 members of the community and over 40 local businesses participated in the event. The event was designed to celebrate the Trolley Trail as the recreational, transportation, and economic asset that connects local communities.

Social media presence has continued growth with 1,028 Facebook likes and 779 Twitter followers. The Partnership's website typically gets an average 60 visits daily and the weekly e-newsletter reaches more than 2,500 people. In addition, over \$240,000 in grant funding was administered during the year.

# HOUSING AND DEVELOPMENT

## HOMEOWNERSHIP PROGRAM

The College Park City-University Partnership's Homeownership Program provides down payment and closing cost assistance to full-time, benefits-eligible, University of Maryland and full-time City of College Park employees who choose to live in College Park in the form of a forgivable \$15,000 loan. The City and the University each provide \$50,000 in funding to the Homeownership program.

In 2019, the Program achieved and has now surpassed a 50-homes-sold milestone. This achievement was celebrated with Department of Housing and Community Development Secretary Kenneth C. Holt, UMD President Dr. Loh, Mayor Wojahn, Senator Rosapepe, and District 3 County Councilmember Dannielle Glaros, together with homebuyers and other partners. The Partnership also successfully coupled its program with the City's "New Neighbors" program, such that when a buyer or property qualifies, there is an easy, streamlined process for homebuyers to access both programs. To date, this has resulted in 11 former rental properties converting to owner-occupied homes and one University of Maryland police officer successfully purchasing a home.

In Fall 2019, the Maryland Department of Housing and Community Development awarded \$150,000 through its National Capital Strategic Economic Development Fund to continue this successful program.

### PROGRAM BY THE NUMBERS

**58**

Homes sold to date

**12**

Coupled with City New Neighbors program  
(11 rentals; 1 police)

**67**

UMD employees to date

**136**

New College Park residents

**68**

Percent first time homebuyers

**54**

Percent new employees (0-3 years)

**\$76,828**

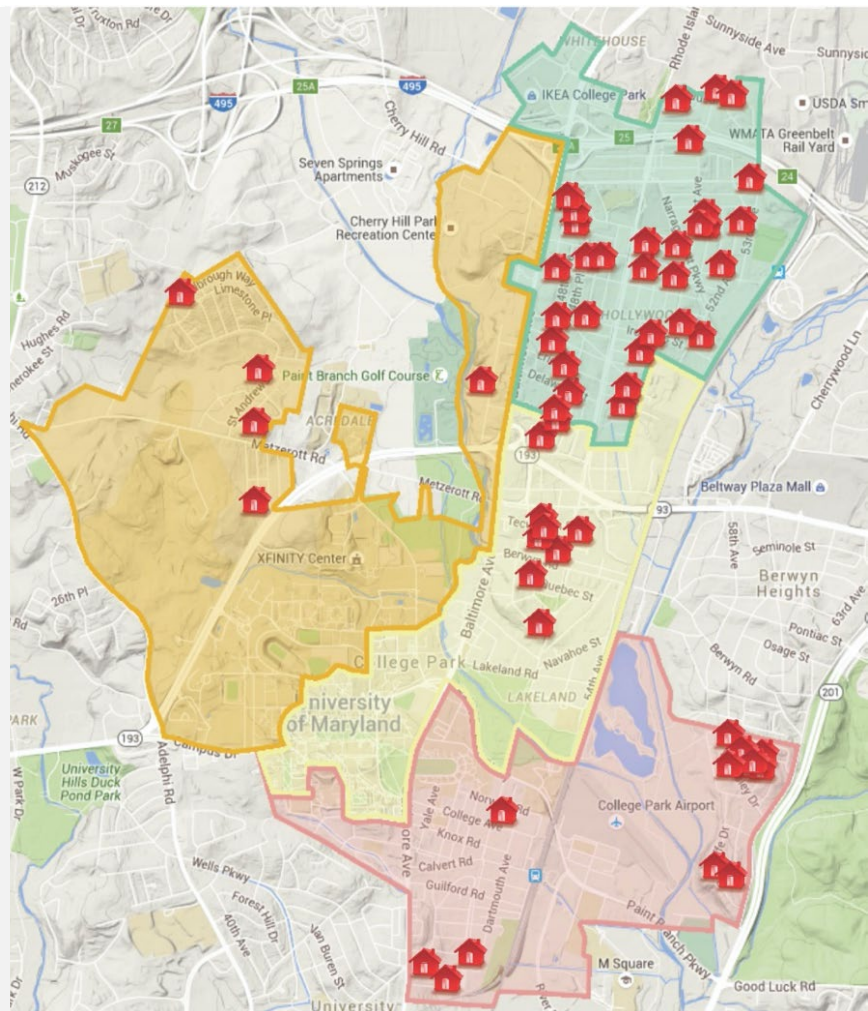
Average salary

**68**

Percent indicated they would usually walk/bike/bus  
to work

**\$20**

Million in home sales





# HOUSING AND DEVELOPMENT

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## HOMEOWNERSHIP PROGRAM (Continued)

### The 2019 Homebuyers

As part of the Partnership's work to encourage University and City staff to plant long-term roots in the community, we have documented the stories of those who have used and benefitted from this program.

Each home purchased through this program helps the city and university community, making it more attractive to customers, businesses, visitors, students, community members, and future staff recruits. Each homebuyer has a story.

Visit the College Park Partnership's website to read their stories:  
[www.collegeparkpartnership.org/homeownershipprogram/homebuyers](http://www.collegeparkpartnership.org/homeownershipprogram/homebuyers)





# HOUSING AND DEVELOPMENT

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## LOCAL BUSINESS DEVELOPMENT



**#College Park Scene** is a social media effort that was initiated to highlight College Park businesses – new and old – and to promote the many exciting things happening in College Park’s restaurants, and arts and music scene to encourage more customers to participate in the local economy. With 74 posts to date, over 18,125 members of the local area have been reached, highlighting the various cultural and recreational activities available in College Park.

Local parks and playgrounds, parking locations, and

daycare options were also highlighted in the hopes that these services would encourage prospective customers to take advantage of what the local community has to offer.

**Marketing Study.** A College Park Marketing Study was established and conducted to help identify more strategies for supporting local businesses as they start out and grow in the College Park market. Several focus groups were held with College Park businesses to discuss and gain a better understanding of some baseline information and served to better connect the business community. A survey was completed with 956 respondents total. Consultant and project staff will analyze the data and provide summary reports of the results to the Housing and Development Committee in Winter/Spring 2020.

**The Hall CP.** The Hall CP, a new arts and entertainment venue in the Discovery District, opened in December 2019. It is designed to be a space for artists, entrepreneurs, students, and community members to unite and collaborate through food, art, and innovation. Developer and War Horse Cities CEO Scott Plank, in collaboration with Chesapeake Realty Partners and UMD, returned to his alma mater to create The Hall CP with the intention of fostering the school’s and community’s relationship with local artists and entrepreneurs.

## NEIGHBORHOOD STABILIZATION

**Pocket Neighborhood.** The Partnership continued to work with the Old Town “Pocket Neighborhood” owner, assisting with permitting and marketing. At Howard Lane, two homes are now occupied, another two are under construction, and the remaining three lots have been sold to homebuyers. One home was purchased by a University professor through our Homeownership Program. Additionally, an adjacent new house is going up by the same builder, totaling a pocket neighborhood of eight new homes. These homes will be owner-occupied and the project was promoted throughout the year.

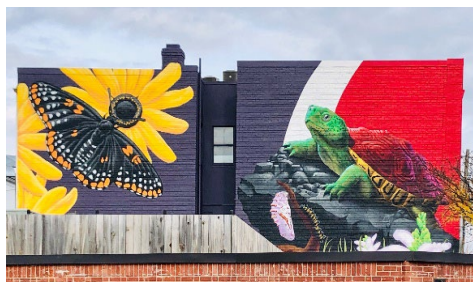


*New Home in Pocket Neighborhood*

**College Park Metro Station.** The Partnership, City of College Park, University, and other stakeholders are engaged with WMATA to begin the process of envisioning long-range improvements for housing, pedestrian access, and placemaking around the College Park Metro station.

# HOUSING AND DEVELOPMENT

## PLACEMAKING



*Psychophily – Pollination by Butterfly*

### **Downtown College Park Mural:**

The Partnership commissioned a colorful mural in downtown College Park. With grant funding from the Prince George's County Redevelopment Authority and the City of College Park providing a matching façade grant, Cory Stowers and Jason Philp from ART BLOC DC completed "Psychophily – Pollination by Butterfly." This mural celebrates the City and University's commitment to protecting the environment and honors the role of pollination in the broader ecosystem, with the aim of drawing attention to the plight of the Baltimore Checkerspot Butterfly.

**Outdoor Performance Series.** In its third year, the College Park Outdoor Performance Series continues to be a success. Between the Spring and Fall seasons, the Series hosted 28 performances and brought nearly 400 people out to enjoy time in public spaces along Baltimore Avenue. This series is part of an ongoing collaboration between the Partnership, College Park Arts Exchange, the University of Maryland School of Music, the City of College Park, The Clarice Smith Performing Arts Center, and the Office of Community Engagement. Performance space and power were provided by the Hotel at UMD, Terrapin Development Company, and Subway.



*Casanovela Plays for the Outdoor Performance Series*



*"A Path Forward" Sign*

**"A Path Forward" Mural Sign.** In 2018, the Partnership, together with the City of College Park, the Lakeland Community Heritage Project, the University of Maryland, the UMD Office of Community Engagement, the College Park Arts Exchange, and the Maryland-National Capital Park and Planning Commission unveiled a mural on the underpass walls of the Baltimore Avenue bridge over the Paint Branch. In 2019, the Partnership, with the support of an Anacostia Trails Heritage Area grant, installed a sign to provide context and narrative about the past and future of the Lakeland community and its connection to the university campus.

**Commemorative marker to recognize and celebrate the life of Reed Whittemore.** Reed Whittemore (1919 – 2012) was twice Poet Laureate of the United States. Whittemore was a resident of the Calvert Hills neighborhood of College Park for decades, a professor of English at the University of Maryland, and a well-known poet. The marker, at the Albion Road plaza along the Trolley Trail near his former home, was unveiled on what would have been Whittemore's 100<sup>th</sup> Birthday.



*Whittemore Marker at Albion*

# TRANSPORTATION

## BALTIMORE AVENUE REBUILD

**Rebuild.** The Partnership continues to coordinate with the Maryland State Highway Administration (SHA) to rebuild Baltimore Avenue. In 2017, the Partnership forged an agreement for 5-foot wide planted buffers between the sidewalk and curb in midtown College Park. In 2018, the Partnership brought parties together with the SHA – including City, University, and County - upon learning construction estimates had grown to 6 years. The Partnership and our partners successfully reduced SHA's timeframe for completion of the work. Construction activities, including utility relocations, are now well underway. Construction is expected to complete in 2023.



*Baltimore Avenue Reimagined*

**Pedestrian lighting along Baltimore Avenue.** As part of the rebuild, the University, City, and Partnership have arranged for pedestrian lighting for sidewalks along the stretch of Baltimore Avenue being redeveloped. The Partnership is facilitating a state bond bill of \$1.3 million to complete this lighting project.

## CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN: TROLLEY TRAIL



**The City-University Partnership Presents:**  
Crime Prevention through Environmental Design (CPTED) Assessment  
Report Rhode Island Avenue Trolley Trail Findings and  
Recommendations

In 2018, the Partnership worked with its partners at the City of College Park and the University of Maryland as well as other stakeholders like Park and Planning, Prince George's County, the Town of Riverdale Park, and the City of Hyattsville, to seek implementation of a number of recommendations from the 2017 analysis of the Trolley Trail. The Partnership will continue this effort in 2020, especially lighting and cameras along the trail.

## TROLLEY TRAIL DAY

On Saturday, June 8, over 800 people and more than 40 businesses participated in the first-ever Trolley Trail Day. There was a broad range of activities for people of all ages in the trail corridor, including live local music, activities for children, activities focused on the arts, history, exercise and wellness, and specials on a wide variety of food and beverages.

Community members visited participating businesses throughout the day from Fishnet to Franklin's; from Shortcake Bakery and Streetcar 82 to Smile Herb Shoppe; and from Vigilante to ... Vigilante. Hubs of activity along the trail included Old Parish House (College Park), Village Green (Riverdale Park Station), Riverdale Park Town Center, and Hyattsville Justice Center.



*Interns Carmen Borgia and Chris Weir  
on Trolley Trail Day 2019*



# TRANSPORTATION

## TRAIL INFRASTRUCTURE AND SAFETY



*College Park Woods Trail Groundbreaking*

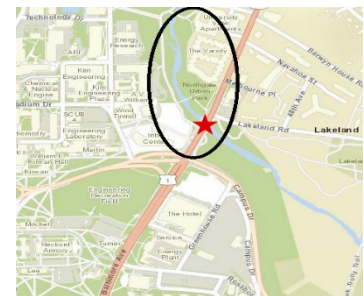
**College Park Woods Trail:** The long-awaited trail connecting the College Park Woods neighborhood to the Paint Branch Trail and to the rest of College Park, the University, and the Anacostia Trails system is under way! An alignment was selected such that a new trail would not impact the forest conservation area and about one-third of the trail will be boardwalk. The project broke ground on December 5, 2018 and is expected to open for users from the broader community in 2020.

## BIKESHARE

The City and the University have now transitioned its bikeshare system to VeoRide, which provides a selection of bikes and scooters to its customers. It has been largely successful, with more than 2,800 users during the past year. There are four locations for the County-wide Capital Bikeshare program: Mowatt Lane Parking Garage, Baltimore Avenue & Campus Drive/The Hotel at the UMD, College Park Metro, and Guilford Drive.

## RIVERWALK

The Partnership engaged the Neighborhood Design Center to create options for a Riverwalk around the Paint Branch in the Northgate Park area. The City of College Park, the University, and Park and Planning staff are also engaged in this project. A Riverwalk at this location can help College Park continue to celebrate its natural resources, provide more biking and walking options, and make for a more interesting midtown.



*Riverwalk Study Area*

## NORTH COUNTY TRANSPORTATION ACTION PLAN

The study of transportation systems in North County was initiated in August 2017. In the Spring of 2018, Park and Planning briefed the Partnership's Transportation Committee. The final report was completed, and initial follow-up meetings, sponsored by Park and Planning, have taken place, involving stakeholders from the local communities. The Partnership has agreed to participate and convene as-needed working groups of County, University, and local municipalities to discuss implementation of regional transit ideas identified in this report.

## PURPLE LINE STATION ART

In 2018, Partnership staff worked closely with Purple Line Transit Partners, the Maryland Transit Authority, and artists to create station art designs for the College Park stations and to provide subsequent feedback about the proposed projects. The Partnership has engaged with both the Washington Metropolitan Area Transit Authority and the Maryland Transit Authority to examine how art can be more comprehensively integrated into public spaces between the College Park Metro Station and the adjacent Purple Line station.

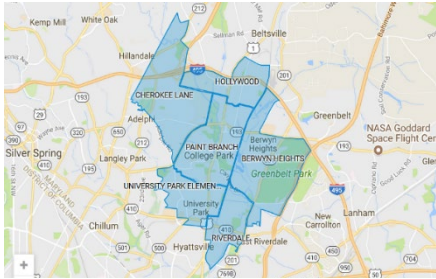


*Purple Line Station Art Designs*

# EDUCATION

## COLLEGE PARK ACADEMY

College Park Academy (CPA) is one of the most advanced “bricks and clicks” middle/high schools in the country. In May 2019, the school celebrated its first graduating class of 82 students. CPA students have demonstrated consistently strong performance in state-wide testing and continue to earn some of the highest test scores in the state.



*CPA's Local Catchment Area*

The College Park Academy's local catchment area

dictates that 35 percent of students admitted to College Park Academy must come from the boundaries of Berwyn Heights, Cherokee Lane, Hollywood, Paint Branch, Riverdale, University Park. Partnership staff continue to help market this local catchment area. Extending the CPA's educational reach to a K-5 elementary school is currently under consideration.



*The CPA Class of 2019*

## CHILD CARE AND PRE-K

### University Childcare:



*University Childcare Center Construction*

The old Calvert Road School building is under renovation to become the University of Maryland's Child Development Center. This daycare will serve UMD employees and City residents with children six months to five years old. This project is a cooperative effort between the University, City and the Partnership to increase childcare options in the City. The University has contracted Bright Horizons, a national childcare provider, to operate this childcare. The Center is projected to open in July 2020.

**Monarch Preschool:** The Children's Guild, supported by a local community advisory group, is establishing a high-quality, project-based learning, Pre-K school in North College Park. The Partnership held discussions with the College of Education regarding their involvement in this center, including the potential it holds as a site for their students to complete internships, conduct educational research and empirical observations, and to hire UMD College of Education graduates. The Monarch Preschool is anticipating an opening date in Summer 2020.



## PACKAGING, CATALOGUING LOCAL SCHOOLS

As a result of the K-12 Schools report, the Partnership is working to create an informational brochure of local education options for College Park families. Between local neighborhood schools, specialty programs, and private options, there are many educational choices residents make. This will help families learn more about their local school options, and the programs and enrichment opportunities offered at each school. Once complete, this brochure can become a one-stop-shop website geared specifically for residents living in College Park.

# PUBLIC SAFETY



*City Camera*

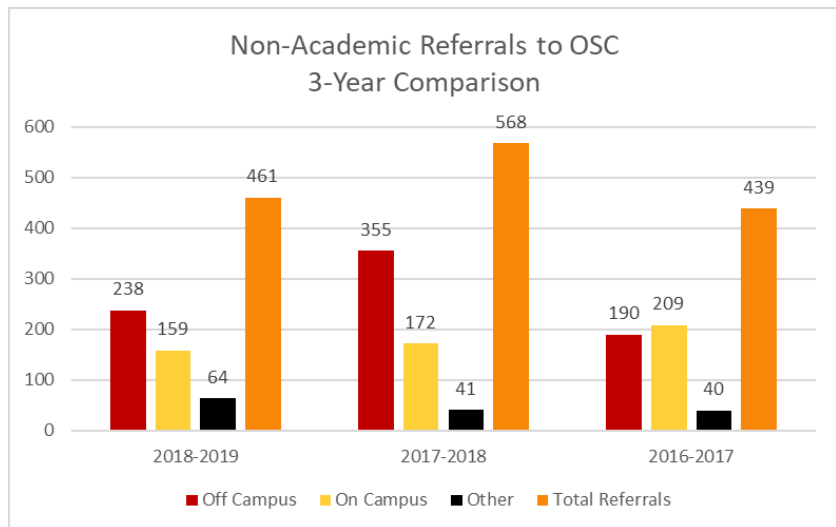
## PUBLIC SAFETY CAMERAS

The Partnership is working with the City to add new cameras along the Trolley Trail between downtown College Park and Riverdale Park Station. This project will be financed through a state bond bill secured by the Partnership. The Partnership is also collaborating with the municipalities of Hyattsville and Riverdale Park to enhance their investment in additional safety measures on the trail.

## CODE OF CONDUCT AND POLICE SERVICES STUDY REVIEW

The Partnership Public Safety Committee receives briefings from the Office of Student Conduct and reviews data on the numbers of off-campus referrals. There is a low rate of recidivism, and the work of the University of Maryland Police Department, the City, and Office of Student Conduct is working.

The Public Safety Committee also reviewed the results of the City's Assessment of Public Safety and Police Services, which determined that crime in the City of College Park is relatively low, and that there is relatively high satisfaction with both the police and with public safety.



*Data from OSC End of Year Report*



# SUSTAINABILITY

## CLEAN ENERGY

The Partnership's Sustainability Committee continues to promote and stay up-to-date on clean energy initiatives, from the City's goal of placing solar panels on City-owned roofs to celebrating the University's 2017 installation of solar panels on the Terrapin Trail garage. The Partnership is examining more and newer methods for promoting clean energy purchasing for local homeowners as well as various means to help offset the 383,000-megawatt hours consumed city-wide.

## GREEN SCHOOLS INITIATIVE

The Sustainability Committee is focused on assisting local schools that serve College Park residents in participating in the Maryland Association for Environmental and Outdoor Education's (MAEOE) Green School program.

### College Park "Green Schools" Award



The MAEOE program includes an arduous certification process, which schools must undergo in order to recertify every three years. In 2019, only three College Park schools had not been green school certified, Hyattsville Middle School, College Park Academy and Hollywood Elementary School. Over the course of the year, the Partnership, together with Campus Community Connection, worked to with these schools to achieve green school certification during the 2019 academic year or to help them prepare for certification in 2020. Hyattsville Middle School achieved the Green School status in 2019. Both CPA and Hollywood Elementary School are on track to apply in March 2020.

## GREEN SCHOOLS AWARDS

The Partnership engaged the City Education Advisory Committee to provide an annual recognition award to local schools completing sustainability projects in the areas of Energy Conservation, Water Conservation, and Pollution Prevention, Recycling/Re-Use measures, Air Quality, and "Green-o-vation" project (STEM + Green + Innovation). Criteria for receiving an award for the first year included filling out a questionnaire regarding the project including questions about the initiative.

In its first year, this award was given to four schools: Hyattsville Middle School (Launching a school-wide recycling program), Paint Branch Elementary School (Bottle and Crayola marker recycling), Hollywood Elementary School (G.O.L.D. is Green – launching a green leadership team and recycling), and Berwyn Heights Elementary School (Composting and Gardening Program).



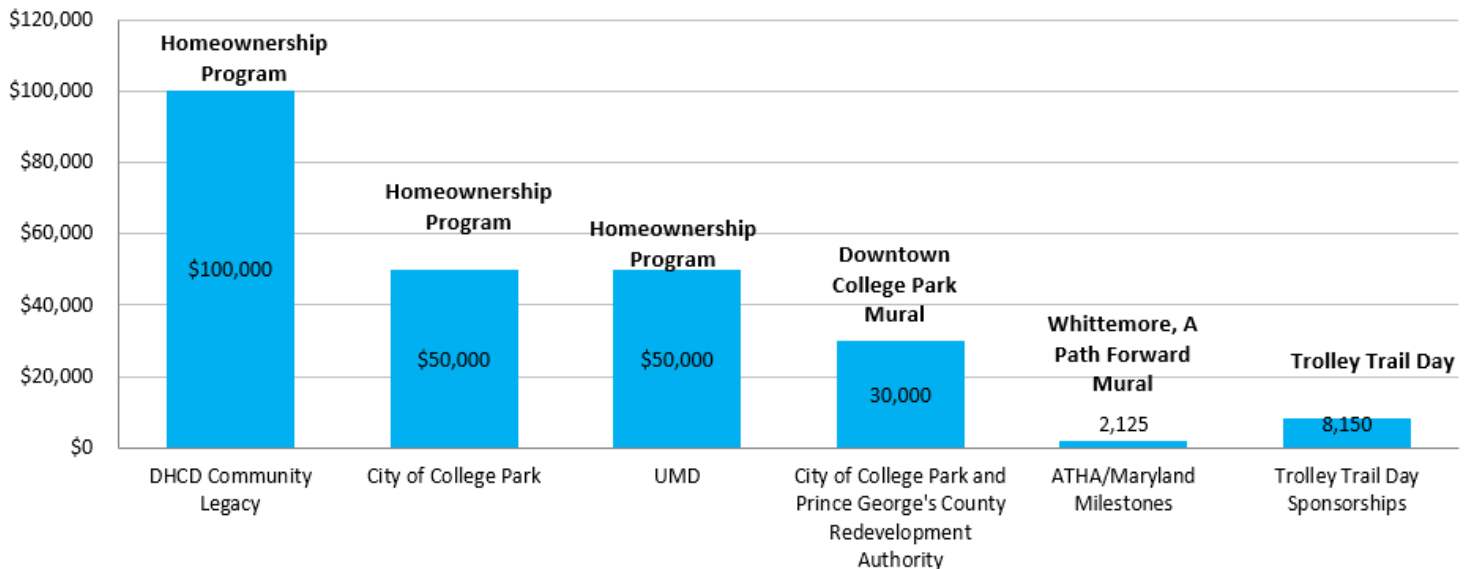
*Eric Olson, Mayor Wojahn and Rose Colby Greene (EAC representative) congratulate Hollywood Elementary School Guidance Counselor, David Joseph.*

# FINANCIAL POSITION

## FY'19 FINANCIAL SUMMARY

In Fiscal Year 2019, the City of College Park and the University of Maryland jointly funded the City-University Partnership, each contributed \$155,000 (\$310,000 total) for the organization's operation. The Partnership's Homeownership Program received \$100,000 from the Maryland Department of Housing and Community Development, matched by the City and the University equally. The Partnership raised funds for two signs to mark history and to install a mural. \$8,150 were raised specifically for Trolley Trail Day. The following chart depicts the grant awards that were managed in FY'19.

### Grant Awards total \$240,275



## FY'20 TO DATE (JULY 2019-December 2019)

The Partnership's financial health is strong. The City and the University continue to contribute equally to the Partnership, each giving \$155,000 toward the Partnership's general operating expenses. The total funding for the organization from these two entities totals \$310,000. Current and projected expenses to the Partnership's general fund include salaries and benefits for its executive director, senior program associate, program associate and bookkeeper. Expenses also reflect audit and tax services, insurance, interns, architectural and engineering design planning and meeting support expenses.

As with last year, in addition to the general operating budget, the Partnership has had success obtaining grant funds to complete projects and initiatives in the community that assist in the implementation of the strategies laid out in the University District Vision 2020. Already this year, the Partnership's Homeownership Program was awarded \$150,000, which was matched by the City and University. The Partnership expects to continue to support projects and initiatives through grant funding in FY'20.

# FINANCIAL POSITION

## FY'19 STATEMENT OF FINANCIAL POSITION

	<u>2019</u>	<u>2018</u>
<b>ASSETS</b>		
CURRENT ASSETS		
Cash	\$332,430	\$316,912
Certificate of deposit	106,717	106,612
Unconditional contributions receivable	<u>81,525</u>	<u>50,750</u>
Total current assets	520,672	474,274
OTHER ASSETS		
Loans receivable - home ownership program	<u>842,500</u>	<u>617,500</u>
<b>Total assets</b>	<u>\$1,363,172</u>	<u>\$1,091,774</u>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES		
Accounts Payable	\$3,750	--
Accrued Payroll	<u>23,240</u>	<u>3,119</u>
<b>Total Liabilities</b>	\$26,990	\$3,119
NET ASSETS		
Without donor restrictions	\$493,682	\$471,155
With donor restrictions	<u>842,500</u>	<u>617,500</u>
Total net assets	<u>1,336,182</u>	<u>1,088,655</u>
<b>Total liabilities and net assets</b>	<u>\$1,363,172</u>	<u>\$1,091,774</u>

*Note: The balance of loans receivable as of June 30, 2019 reflects \$842,500 for the Partnership's Homeownership Program Loans. These loans legally begin a depreciation schedule if fulfilled after 5 years. If fulfilled, these loans are forgiven after 10 years. The Organization believes that all accounts receivable at June 30, 2019 are collectible. Therefore, the Organization has not recorded an allowance for doubtful accounts.*



# FINANCIAL POSITION

## FY'19 STATEMENT OF ACTIVITIES

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
REVENUE AND SUPPORT			
Contributions	\$310,000	\$259,650	\$569,650
Donated services	2,000	-	2,000
Interest	158	-	158
Total revenue and support	312,158	259,650	571,808
EXPENSES			
Program services	242,942	-	242,942
Supporting activities		-	
Management and general	58,149	-	58,149
Fundraising	23,190	-	23,190
Total expenses	324,281		324,281
Net assets released from restrictions	34,650	(34,650)	-
<b>Change in net assets</b>	22,527	225,000	247,527
Net assets - beginning of year	471,155	617,500	1,088,655
<b>Net assets - end of year</b>	<u>\$493,682</u>	<u>\$842,500</u>	<u>\$1,336,182</u>

*Note: The Partnership's FY'19 financial statements were audited by an independent auditor, Wegner CPAs.*

# 2020 WORK PLAN

This year, the Partnership is sticking with the same work plan as last year because the focus in early 2020 will be on developing Vision 2030, and that will inform our work for the next decade. Once the Vision 2030 is completed, the Partnership and its committees will use that to guide the work plans for the remainder of 2020 and beyond. Below is the 2020 work plan, minus the items accomplished in 2019.



*Attendees, January 15 meeting*

**VISION 2030:** The Partnership has engaged U3 Advisors as consultants to evaluate and update the University District Vision 2020. Throughout the end of 2019 and this coming year, Vision 2030 is engaging a broad range of city and university community members and leaders in a series of public meetings, focus groups, interviews and other means to gather input on the vision for our collective community for the upcoming decade.

## Neighborhood Stabilization and Homeownership

**Program:** Continue the Partnership’s successful Homeownership Program, which provides \$15,000 in down payment and closing cost assistance to City of College Park and University of Maryland employees seeking to live in College Park. We will pursue opportunities to stabilize our neighborhoods including new owner-occupied single-family housing in “pocket neighborhoods” and attracting more faculty/staff and graduate students to live in College Park.



*New home in Pocket Neighborhood*

**Trolley Trail Day:** The Partnership will continue to work with ATHA and Hyattsville CDC, College Park, Riverdale Park, Hyattsville, and other stakeholders to coordinate the second Trolley Trail Day. This event is meant to celebrate the Trolley Trail as the recreational, historical, and economic asset that connects our communities. This event brings residents and visitors alike out to enjoy the trail and all that our communities have to offer.



*Trolley Trail Day 2020 is on June 13!*



*Riverwalk Area*

**Placemaking:** As an important component of walkable communities, continue to work on creating a unique sense of place through the Housing and Development and the Transportation Committees. This effort includes planning for a Riverwalk area to support improvements to the Baltimore Avenue Bridge, a continuation of the Outdoor Performance Series, art surrounding Purple Line stations and more.

# 2020 WORK PLAN

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The College Park City-University Partnership is the vehicle between the City of College Park and the University of Maryland to work in areas of community development where both partners are in agreement. The Partnership has an ambitious agenda, and there are many initiatives within the five issue areas that we will pursue. **The Partnership leads some of these initiatives, coordinates some, and supports our Partners on others.** Below are the areas the Partnership proposes to spend the majority of our focus and institutional effort for the coming year.



## I. HOUSING AND DEVELOPMENT CHAIR: P.J. Brennan, City Councilmember, District 2

- **Neighborhood Stabilization and Homeownership program:** Continue the Partnership’s existing Homeownership program. Pursue opportunities to build new owner-occupied single-family housing in “pocket neighborhoods” and attract more faculty/staff, graduate students and student entrepreneurs to live in College Park neighborhoods.
- **College Park Market/Marketing Study:** Finalize market research of the College Park existing retail market, the existing customer base, and ways to expand the customer base, including discerning what people like, don't like, and more.
- **Local Business Development and business community engagement:** Work in coordination with City, UMD, and County to connect entrepreneurs and prospective entrepreneurs with resources and opportunities to open unique, local, successful businesses in College Park. Assist community serving businesses open in College Park.
- **Engage with the local business community** to increase connectivity between businesses and our community.
- **Enhance Public Spaces in College Park:** Continue an initiative to create dynamic public spaces, such as in “Northgate Park” and “Little Tavern Park” where temporary art and music help promote the space between city and university as an engaging community space. We will work with on- and off-campus organizations to program and enliven our public spaces and create more interest in College Park, as well as use grant funding to spur a collaboration of arts and environmental organizations to develop and place physical environmental markers, art, and information that support the vision of a sustainable, top-20 college town.
- **Redevelopment:** Continue to take a proactive role in working with landowners, City, UMD and County staff, and the development community to assist with opportunities to redevelop according to approved sector plans, master plans and transit district plans in College Park.
- **Midtown Redevelopment Study:** The Partnership will use components of the market and development study completed in 2017 to review potential redevelopment projects between Campus Drive and MD-193 for the Partnership to endorse or oppose.

# 2020 WORK PLAN

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## I. HOUSING AND DEVELOPMENT (Continued) CHAIR: P.J. Brennan, City Councilmember, District 2

- **College Park Station West:** Visioning study to: (i) engage the surrounding community to conceptualize and consider transit oriented development (redevelopment) opportunities on the immediate west side of the College Park Metro Station, (ii) establish pedestrian/bike connections, (iii) identify small placemaking opportunities to activate the Calvert and Knox Road corridors, and (iv) understand long-term housing affordability, market stability and development needs in College Park's Old Town residential neighborhood.
- **Local Jobs:** Work to build our local economy and connect local residents with hiring for new jobs being created in College Park.
- **RISE Zone, Opportunity Zone, and Discovery District:** Continue to promote the RISE Zone so that businesses graduating from UMD's incubators make their permanent home in College Park – and monitor Discovery District development. Also, collaborate with University, County, and City to understand and maximize the benefits of Opportunity Zone designation for College Park.
- **Housing Diversity and Equity:** Review and use County Housing Study and PLCC agreement to look at affordability and variety with an emphasis on undergraduate student, graduate student, workforce and senior housing.
- **Analysis of Faculty, Staff and Student Housing Patterns:** Continue to update the 2011 U3 Ventures Study on housing patterns for UMD Faculty, staff and students.



# 2020 WORK PLAN

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## II. TRANSPORTATION CHAIR: Patrick Wojahn, College Park Mayor

- **Sidewalk Connection – Albion to Riverdale Park Station:** Close out the \$350,000 bond bill that connected Albion to Riverdale Park Station. COMPLETED.
- **Route 1/Baltimore Ave. Rebuild:** Continue to work with SHA, City, University, County and other stakeholders to expedite utility work and to ensure the Route 1 rebuild is a model for a safe, walkable, well lit, attractive main street.
- **Paint Branch Bridge Underpass:** Work with Park and Planning and other stakeholders to remove dirt and mud, and to install attractive plantings, signage, and seating at the approaches to the underpass. Create a plan to address the mud, water, etc. through a low wall or other methods.
- **Purple Line:** 1) Engage with Purple Line Partners, MTA and local stakeholders to ensure that stations in the College Park area are lively, welcoming places that reflect our unique local attributes, particularly around art and placemaking. 2) Help facilitate a smooth process as construction begins in College Park. This includes road closures, bus relocations, and pedestrian accommodations.
- **Pedestrian/Bike Friendly Community:** Continue to play an active role in progress on bike paths, bikeshare and lighting. This work includes: assisting the City in implementing the MD Bikeways Grant, building the College Park Woods Trail, implementing recommended safety improvements identified in the DOJ Crime Prevention Through Environmental Design analysis, continue supporting bikeshare in College Park, including VeoRide and anticipated Capital Bikeshare stations, and consider ways to improve pedestrian, bike, and scouter safety on and off campus.
- **Trolley Trail Day:** The Partnership, Anacostia Trails Heritage Area (ATHA), Hyattsville CDC, municipalities, and other stakeholders will hold the second annual Trolley Trail Day. As suggested in the USDOJ CPTED report, this will celebrate our trail and attract greater use. It will also attract more economic activity.
- **North County Transportation Working Group/Bus Transit:** Convene a working group with Park and Planning, the County, and local stakeholders to review the 2018 North County Transportation Action Plan and to discuss ongoing regional transportation planning efforts. Through this group, work to increase the availability, frequency, and efficiency of bus transit.
- **Parking Study:** Support the City and the University as they explore a study on parking.
- **Placemaking:** As an important component of walkable communities, continue to work on creating a unique sense of place through the Housing and Development Committee, Sustainability Committee, and the Transportation Committee. This effort includes: Paint Branch Bridge improvements, Outdoor Performance Series, and Purple Line stations.
- **Beltway Widening Proposal:** Monitor SHA efforts and discuss with City and University.

# 2020 WORK PLAN

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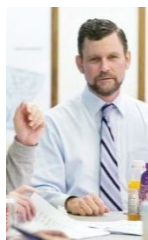
## III. EDUCATION

CHAIR: Dr. Donna Wiseman, Former PGCPs Board Member, Former Dean, College of Education

- **College Park Academy:** Promote the local boundary preference catchment area to attract applicants. Celebrate first graduating class in spring 2018.
- **Plan for a K-5 school.** Continue to help plan for a K-5, junior CPA in College Park with CPA, the Children's Guild and others.
- **Implement strategies based on the findings of a "Consumer survey" of College Park area public schools.** The Partnership worked in 2017 and 2018 with a consulting firm and key stakeholders to assess, analyze and understand more precisely what parents want in our local public schools. We will use the comprehensive survey and focus group data to establish priorities for working with both the Prince George's County Public Schools and with the University to improve local public schools.
- **Catalog, Package, and Promote local College Park schools.** The Partnership will distribute a brochure on local schools serving College Park residents to UMD faculty and staff. It will also create a one-stop shop webpage for parents looking for information on local schools. This effort will both inform parents about our area schools and connect them to useful school resources.
- **Before and After School Programs.** The Partnership will explore increasing options for before- and afterschool programs for College Park students.
- **Programs within schools.** The Partnership will learn about the new CTE high school being piloted next year at Bladensburg HS and will develop plans to promote this. The Partnership will also work with stakeholders to implement dual immersion programs at local schools.
- **PGCPs School Construction:** In 2015, PGCPs released its Master Plan for rehabbing schools and for new construction. The plan calls for two new middle schools and one new high school in the northern part of the county. The Partnership will continue to monitor these developments.
- **Child Care/PreK in College Park:** Support the City and University as construction begins on a new childcare/Pre-K center at the Calvert Road school site. Assist with the promotion of the University childcare. The Partnership is also working with Monarch Preschool in North College Park, which the Partnership will assist with launching and promoting, and will explore state and county funding. Both of these are opening in 2020.

# 2020 WORK PLAN

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## IV. PUBLIC SAFETY

CHAIR: Steve Brayman, College Park Resident and Former Mayor

- **Review City's Public Safety Action Plan:** The City created a Public Safety Action Plan based on the results of the 2017 Community Survey by the National Research Center commissioned by the City, the
- **Crime Prevention Through Environmental Design (CPTED) Analysis of the Trolley Trail:** by the Virginia Center for Policing Innovation commissioned by the College Park City University Partnership (CPCUP), and the Public Safety and Police Services Analysis by the Police Foundation commissioned by the City. The committee will review the action plan and continue to collaborate to pursue areas of improvement regarding policing and other public safety initiatives.
- **Review and support City camera plan:** Work with the City to increase cameras city wide per the City's current camera plan, including covering major intersections and pedestrian walkways. Based on the Public Safety study, the City is exploring alternative deployment strategies and funding opportunities.
- **Pedestrian Lighting:** Work with City, University, and SHA to incorporate pedestrian lighting into the rebuilding of Baltimore Avenue between College Avenue and MD-193.
- **Community of responsibility:** Collaborate with City, University and County on efforts to create a greater community of responsibility. Work with the City, University, and other stakeholders on initiatives they are leading.
- **Review UMD Code of Conduct and Concurrent Police Jurisdiction areas:** Continue to review to understand the effectiveness of both initiatives.
- **CPTED Analysis for Trolley Trail:** Assist the City (and engage with Riverdale Park, Hyattsville, Park and Planning, and the County, as needed) in implementing recommended safety improvements identified in the USDOJ Crime Prevention Through Environmental Design analysis.
- **Neighborhood disturbances:** Work together with City, University, County, and State on policies that can reduce neighborhood disturbances.

# 2020 WORK PLAN

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## V. SUSTAINABILITY

CHAIR: Mark Stewart, Senior Project Manager, UMD Office of Sustainability

- **Composting:** With City of College Park, pursue opportunities to strengthen a food composting program for residents.
- **Recycling Rates and County “Rain Check” Program:** Assist the City and County with increasing recycling rates as well as homeowner participation in the County “Rain Check” program to install environmental site design and rain barrels at homes in the City of College Park.
- **Clean Energy:** We will assist with ways to increase the share of clean energy use in College Park. We will create numeric goals for benchmarking purposes. We will explore strategies to implement so that there will be 200 solar arrays city-wide and all residents, businesses and the University will rely 100% on clean energy and carbon-neutral natural gas. Our work may include promoting options for clean-energy use and pursuing programs to provide “green” incentives to homeowners and businesses.
- **Environmental Arts:** Place environmental markers in College Park to tell its environmental story, potentially through grant funding.
- **Stormwater Management:** Support City and University as they review best-practices and implement strategies for better stormwater management throughout the City.
- **Green School Awards:** Continue to monitor and assist the City’s Education Advisory Committee as they begin a Green School Award program to celebrate local schools’ work on sustainability initiatives.
- **Green Schools:** Working with Campus Community Connection at the University, continue to monitor and assist with local schools working to become MAEOE green school certified. Help schools expand initiatives that help them participate in the City and University sustainability goals.



# 2020 WORK PLAN

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## VI. GENERAL AND ADMINISTRATIVE

- **University District Vision 2030.** The Partnership, working with U3 Advisors, will convene stakeholder meetings in early 2020, and produce a draft by March 2020. This will include a review of Vision 2020, comparisons to city-university partnerships in other, similar communities, and will reflect the joint visions of the City and University in our community for the next ten years.
- **Pursue Grant and Funding Opportunities:** The Partnership will continue to meet with funders and apply for grants that can assist the organization with implementing the University District Vision 2020.
- **Implement Grant Awards:** Partnership staff will continue to implement grant awards including its Department of Housing and Community Development Community Legacy Grant, the State Bond Bill, ATHA and more.
- **Communications Strategy:** Increase the Partnership's communications, to include:
  - **Building upon our social media presence** and incorporating dynamic media content on the Partnership's website and social media platforms to highlight our work.
- **Events to promote the University District Vision.** We will continue to host, co-host, and promote events for residents, University employees, and others to promote the vision, help attract more to live here and help enlist people to move our priorities forward.
- **Weekly E-Newsletter.** Continue to send weekly e-newsletters about developments in each of our five strategy areas and events happening in the City.
- **Annual Report/Financial Report:** Produce Annual Report and Financial Report to highlight the work of 2018. The 2018 Annual and Financial report will include audited financial information for FY'18 (July 1, 2017-June 30, 2018).
- **Committees:** The Partnership will continue to work with each committee to pursue the work plan goals, consistent with 2020 University District Vision. Committees will convene at least twice per year.
- **Internship Program:** Continue the Partnership's internship program that can allow the Partnership to grow and expand our community profile.

# LEADERSHIP AND CONTACT INFORMATION

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## BOARD MEMBERS

Richard Wagner, Architect and Founder of the City-University Partnership, Chair  
Carlo Colella, UMD Vice President for Administration and Finance, Vice Chair  
Edward J. Maginnis, UMD Assistant Vice President for Real Estate, Treasurer  
Stephen Brayman, former Mayor of College Park  
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Hon. Patrick Wojahn, Mayor of College Park  
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