



# UNIVERSITY COMMUNITY VISION 2030

*Final Report*

NOVEMBER 2020



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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 at the University of Maryland; and officials from Prince George’s County and the 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 worked collaboratively to make College Park a top 20 sustainable College Town.

Vision 2030 was established 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. 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 Health and Safety, and Education**. Each of these 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.

The most important Priority Goals and Strategies in the four Strategic Areas include:

## 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, make progress toward design & engineering for phases 2 and 3
- Develop and implement College Park bike infrastructure plan.

## **PUBLIC 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 for 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-aged 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 number of students enrolled in College Park Academy from local catchment area.
- Develop robust partnerships with 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 of 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 intersection between the different **Strategies**, their importance, and the ability of the community to collectively or individually implement them. 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.



VARSITY

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COFFEE CO.

LOCAL COFFEE ROASTERS

877

NO

# VISION 2030: INTRODUCTION

## INTRODUCTION

In 2011, The College Park City-University Partnership launched the University District Vision 2020. The initiative focused on five key 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 the metrics corresponding to the program's progress toward meeting 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, which resulted in the University Community Vision 2030. In planning the Vision 2030, the Board of Directors of the College Park City-University Partnership recognize the historical disparities that have afflicted our City-University community. As the University and the City each seek to address these disparities in their own communities, so does the Partnership. The Partnership will pursue racial and economic justice in our work.

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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 by age demographics. 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%.



South African  
street food,  
who knew?

South African  
street food,  
who knew?

# HOUSING & DEVELOPMENT: KEY FINDINGS & METRICS

## HOUSING

College Park added approximately 2,000 housing units between 2011 and 2019. Of those 2,000 units, 1,500 were housed 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 Metzert 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. 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 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 100% imported electricity at UMD is renewable. 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 were built to the standard of LEED Silver or higher.

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## KEY METRICS

A 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 and increase availability of affordable housing
  - 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
  - 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 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 between each individual strategy with the goals they were designed to address.

### 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 availability of affordable housing	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 & increase availability	<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 recorded more than 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 between 2018 and 2019, 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 is expected to 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 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

A 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



  
Slippery  
When Icy  
or Wet



## 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 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 detail 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
  - Advocating for Baltimore Avenue reconstruction north of University Boulevard and completion of phase 1, make progress toward design & engineering for phases 2 and 3
  - Completing and increasing 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 between each individual strategy and the goals they were designed to address.

### 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

Violations for alcohol and disorderly conduct, and destruction of property violations all decreased 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) increased 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 did not proceed to investigation because the complainant did not want to move forward.

Violent crimes 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.

Public perceptions of safety are often inconsistent with actual crime rates. For example, UMD students feel half as safe in College Park as did local residents according to recently conducted surveys.



## KEY METRICS

A 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 extension of 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 by either closing them 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, concurrent jurisdiction, University of Maryland Police department, 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 Unruly Social Gathering 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 between each individual strategy and the goals they were designed to address.

### PUBLIC HEALTH & SAFETY GOALS

		PUBLIC HEALTH & SAFETY GOALS			
		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
<b>STRATEGIES</b>	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 an Unruly Social Gathering 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 compares to those available in 2011. Day care in College Park remains far more affordable than childcare in Montgomery County.

With few exceptions, (e.g., College Park Academy, Paint Branch Elementary School, Eleanor Roosevelt High School), College Park public schools are increasing the number of enrollments of low-income students at a faster rate than middle income students.

Compared to their performance in 2011, College Park elementary schools, relative to Maryland elementary schools' average test performance, performed below expected standards in 2019. However, Berwyn Heights Elementary and Paint Branch Elementary increased their proficiency levels by over 13% in last five years.

Compared to their performance in 2011, College Park middle schools, relative to

Maryland elementary schools' average test performance, performed below expected standards in 2019. However, College Park Academy has proficiency levels higher than Montgomery County, one of the best school jurisdictions in the state.

Compared to their performance in 2011, College Park high schools, relative to Maryland high schools' average test performance, performed below expected standards in 2019. 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 consistent with students in public schools throughout Maryland, suggesting that there are more universal underlying challenges for students' math mastery, perhaps related to how it is taught and learned.



COLLEGE PARK  
ACADEMY



Handicap Accessible

Handicap Accessible

Handicap Accessible

## KEY METRICS

A review of established metrics in 2011 revealed that the College Park community made significant progress in all key areas, exceeding the goals set that year. 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

NORTHROP  
GRUMMAN  
POINT BORDO &  
JAY ROBERTS  
LEWIS

# 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-aged 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-aged 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 daycare 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 established for advancing Education meets one or more of the goals. The following matrix depicts

the means by which 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-aged children to move to College Park	Initiate greater collaboration between local students, businesses, UMD, community members, and College Park schools
<b>STRATEGIES</b>	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

In addition to the new established goals and strategies, a set of metrics for assessing goal progress in the area of Education was 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-aged 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 Areas 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 illustrates 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

Each strategy has varying degrees of importance and ability to implement. Recognizing that not all strategies can be implemented equally, the matrix below 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.

