

College Park City- University Partnership

Smart Cities
Roundtable
March 29, 2024



Agenda

- Who we are
- University-Community Vision 2030
- Programs and Initiatives
- Partner with Us!
- Questions?

Who

We

Are



HISTORY

Founded in 1997

- Independent 501c3 nonprofit
- Jointly funded by University of Maryland and the City of College Park
- Focus areas of work have evolved over the years:
 - Town/gown relations evolution
 - Local economic contexts shift
 - Adaptation with the times

“For over 25 years, local development corporations have proved to be an effective way to mobilize resources to address community issues, issues common to governmental and private interests, and to access skills and financing not available to typical governmental agencies.”

FINAL REPORT
ON ESTABLISHING A
LOCAL DEVELOPMENT CORPORATION
FOR THE CITY OF COLLEGE PARK
AND THE UNIVERSITY OF MARYLAND
AT COLLEGE PARK

SUBMITTED TO

THE MAYOR AND CITY COUNCIL
CITY OF COLLEGE PARK
AND
THE PRESIDENT
UNIVERSITY OF MARYLAND AT COLLEGE PARK

SUBMITTED BY

THE LOCAL DEVELOPMENT CORPORATION
ORGANIZING COMMITTEE

JANUARY 3, 1996



MISSION

VISION

VALUES

Vision: The College Park City - University Partnership is a model community development organization known for the success of its initiatives and collaborations. It is recognized and valued by the city and university community. The Partnership catalyzes the ambitions of the City and University to create a thriving, equitable, and sustainable community for all.

Mission: The College Park City - University Partnership recognizes that the success of the City of College Park and the University of Maryland are linked together. It works in dynamic collaboration to creatively and effectively facilitate cooperative efforts that achieve shared community purposes. The Partnership advances initiatives and policies to make College Park a more thriving, equitable and sustainable community for all.

Collaborative

Strategic

Inclusive

Focused

Transparent



JUST A FEW HIGHLIGHTS OVER THE PAST DECADE...

Housing & Development



Homeownership Program (2016-2024)

- 83 homeowners
- \$15,000 forgivable loan
- UMD & City of College Park employees
- \$1.31million home sales

Public Arts

- Murals
- Outdoor Performing Arts Series

Education



Launched College Park Academy (2013)

- Blended model
- UMD partnerships
- Local catchment area for residents

Pre-K & Child Care

- UMD Childcare at Calvert Rd.
- Monarch Early Learning Academy, R.I. Ave.

Public Health & Safety



Crime Prevention Through Environmental Design

- Conducted analysis
- Awarded funds to install lights on Trolley Trail

UMD Student Code of Conduct

- Expanded throughout City
- Referrals for off campus violations

Transportation & Mobility



Enhanced Trail Connections

- New lighting on Baltimore Ave. bridge
- Public art and lighting on Baltimore Ave. underpass
- Mural celebrating the intersection of campus and community.

Sustainability



Certified Green Schools

- All College Park schools have achieved green school certification

Convening Cross-Sector Partners

- Stormwater management
- MD Sustainable Community designation

Vision 2030



OVERVIEW

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

DATA AND RESEARCH

- The Vision 2030 process included an examination of progress across the Vision 2020 metrics, as well as other key trends that occurred within between 2011 and 2019 and provided research on comparison cities.

STAKEHOLDER FEEDBACK

- The Partnership held eight engagement sessions with Key Stakeholders – three general, and one for each strategy area.
- Participants reflected on data/trends, discussed progress made, and developed possible future goals and strategies. Following the stakeholder engagement sessions, the Partnership worked to translate stakeholder feedback and ideas into a new vision.

ADOPTION

- The University-Community Vision 2030 was adopted by the University and the City of College Park

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

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

Housing &
Development

Transportation
& Mobility

Public Health &
Safety

Education

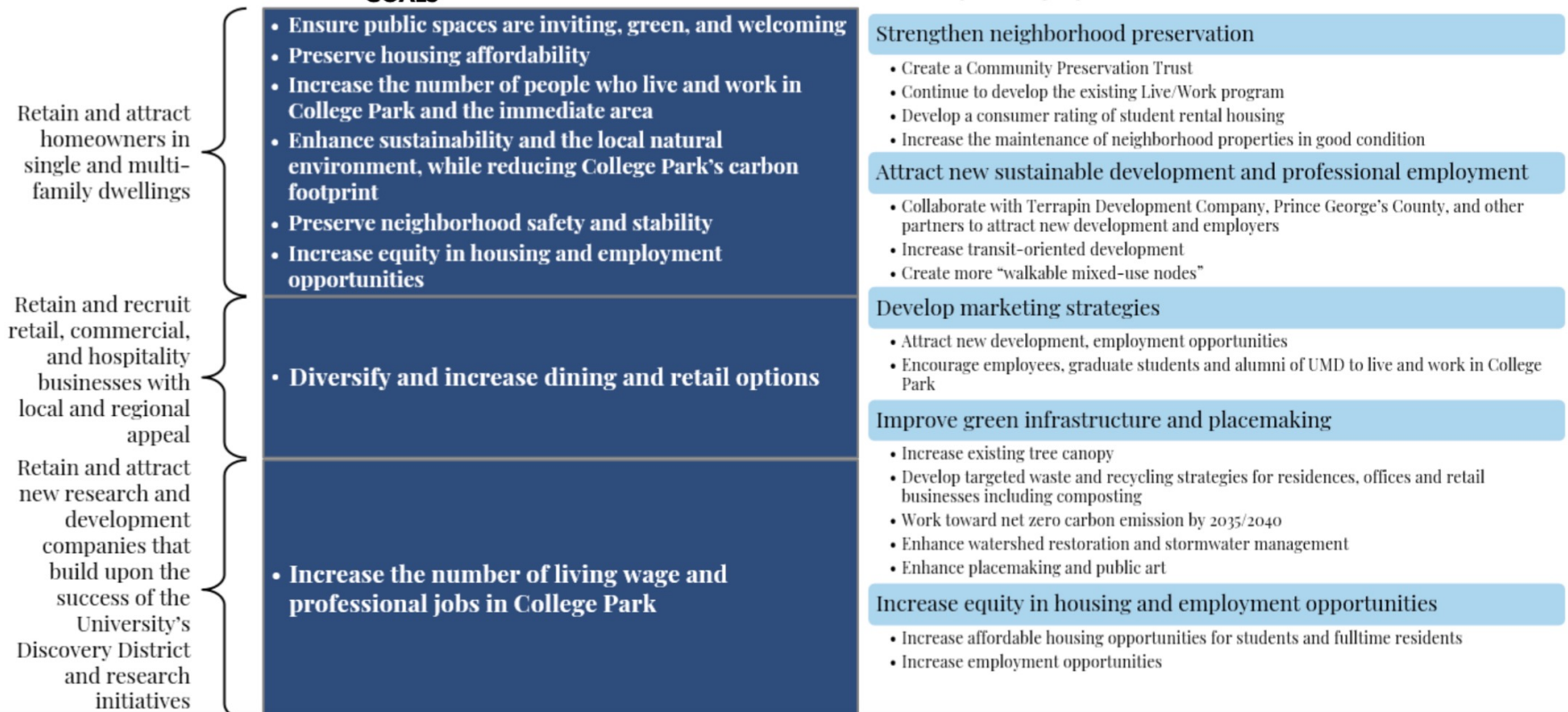
Equity and Sustainability: Will run through each of the four focus areas.

HOUSING & DEVELOPMENT: VISION, GOALS, & STRATEGIES

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

GOALS

STRATEGIES



TRANSPORTATION & MOBILITY: VISION, GOALS, AND STRATEGIES

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



PUBLIC HEALTH & SAFETY: VISION, GOALS, AND STRATEGIES

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

PUBLIC HEALTH & SAFETY GOALS

STRATEGIES

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

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

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

Increase opportunities for active, healthy living

Maintain Code of Conduct, CMAST, Policing

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

Prevent crime through deliberate environmental design and the built environment

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

- Implement programs to reduce binge drinking

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

EDUCATION: VISION, GOALS, & STRATEGIES

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

EDUCATION GOALS

STRATEGIES

Maintain and enhance pre-k opportunities and 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 age children to move to College Park**
- **Create equitable educational opportunities for all Pre-K through 12 students living in and around College Park**

Build on College Park Academy's success

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

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

Ensure all schools serving College Park students are equally sought after

Support local Pre-K and day care options

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

- Promote environmental sustainability within all local schools community

Programs & Initiatives



Community Preservation Trust

A Maryland Certified Affordable Housing Land Trust

The Trust is a shared-equity program that provides access to affordable homeownership in College Park:

- Trust sells homes below market rate to income-qualified homebuyers
- Participating homebuyers can earn up to 140% median family income (HUD)
- To date, the Partnership has raised \$15 million in federal, state and City funding to support this effort
- Exploring graduate student rental opportunities and expanding Trust investments
- Received the **2023 Pioneering Impact Award** from the Community Development Network of Maryland



Live+Work College Park

Downpayment & Closing Cost Assistance Program

Live+Work College Park:

- \$20,000, 7-year forgivable loan assistance to new homeowners in College Park
- 10-year owner occupancy requirement
- Must be a full-time employee of a business located in College Park

*Supports our **neighborhood stabilization** efforts, provides access to **homeownership**, and supports our **sustainability** goals by reducing commutes.



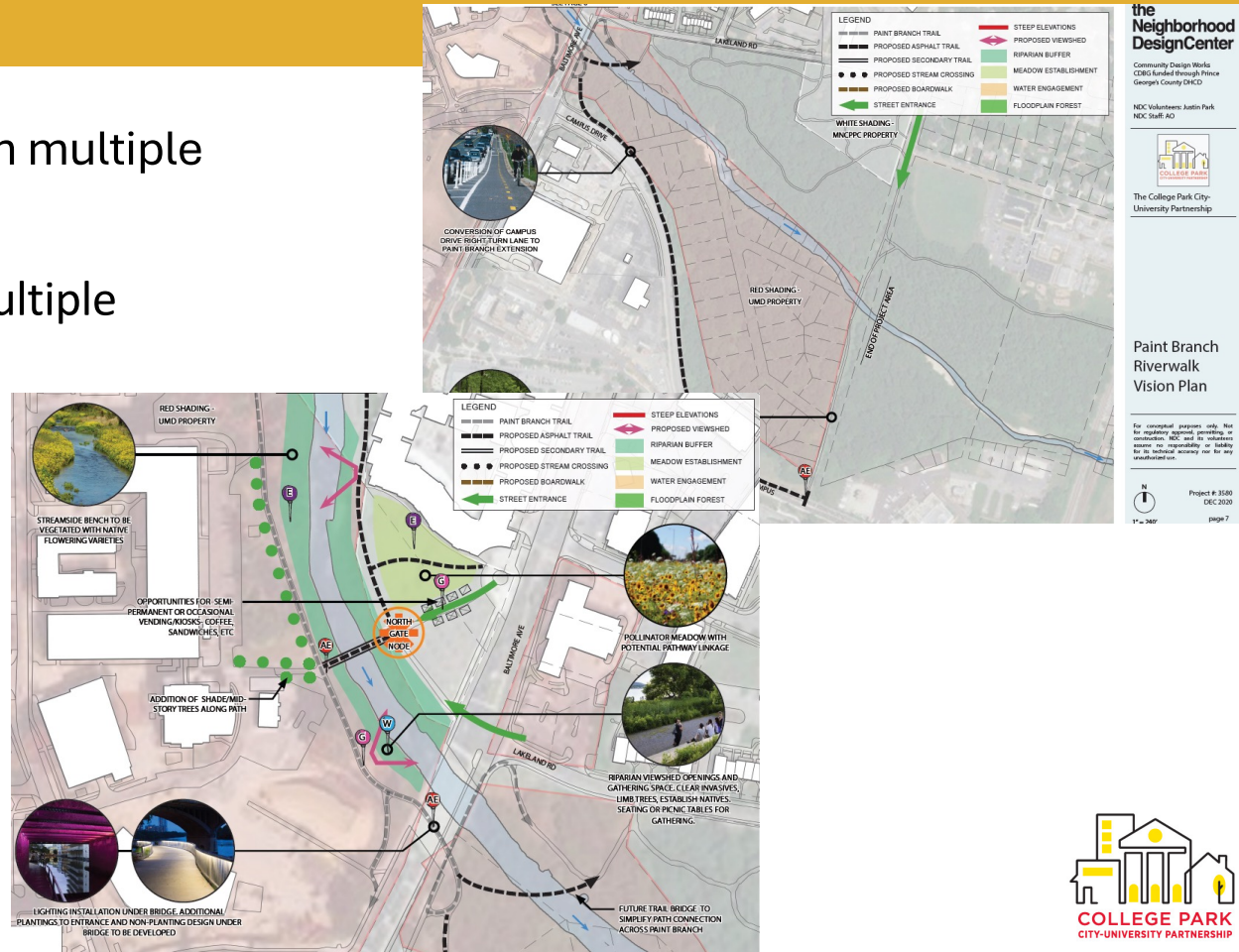
The graphic features a white background on top and a green background on the bottom. In the top left, there is a circular logo with a house icon and the text 'COLLEGE PARK CITY-UNIVERSITY PARTNERSHIP'. To the right of the logo is a circular image of a white, two-story house with a porch. Below the logo and image, the text 'Live+Work College Park' is written in green and black. In the bottom left, there is a white button with the text 'Sign Up'. In the bottom right, the text 'Information Session' is written in white, with 'College Park City Hall + Virtual' below it. At the very bottom, there is a small text line: 'For more information, visit: www.collegeparkpartnership.org'.



Campus Drive Bicycle Path & Riverwalk

Transportation improvements

- Total of \$3,793,000 in 6 bond bills in multiple funding years (2020, 2021, 2023)
- 2-year coordination process with multiple agencies: City, UMD, M-NCPPC
- Construction anticipated to begin spring/summer 2024

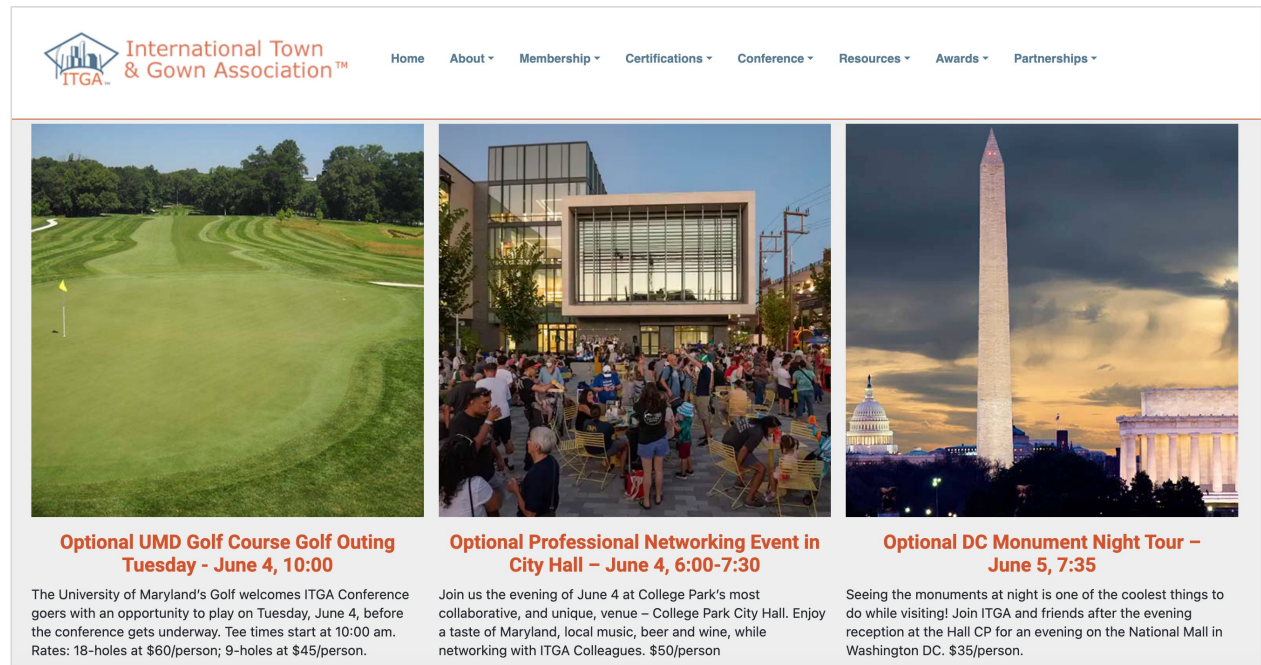


International Town/Gown Association

National Campus/Community Conference

The Power of Partnerships: Solving Grand Challenges Together!

- Steering committee planning and preparations
- Leading outreach to potential sponsors and facilitating sponsor participation
- Presenting panels and mobile sessions June 2024



The screenshot displays the website for the International Town & Gown Association (ITGA). The header includes the ITGA logo and navigation links: Home, About, Membership, Certifications, Conference, Resources, Awards, and Partnerships. Below the header are three featured event cards:

- Optional UMD Golf Course Golf Outing Tuesday - June 4, 10:00**
The University of Maryland's Golf welcomes ITGA Conference goers with an opportunity to play on Tuesday, June 4, before the conference gets underway. Tee times start at 10:00 am. Rates: 18-holes at \$60/person; 9-holes at \$45/person.
- Optional Professional Networking Event in City Hall - June 4, 6:00-7:30**
Join us the evening of June 4 at College Park's most collaborative, and unique, venue - College Park City Hall. Enjoy a taste of Maryland, local music, beer and wine, while networking with ITGA Colleagues. \$50/person
- Optional DC Monument Night Tour - June 5, 7:35**
Seeing the monuments at night is one of the coolest things to do while visiting! Join ITGA and friends after the evening reception at the Hall CP for an evening on the National Mall in Washington DC. \$35/person.

Trolley Trail Day

Fostering Community Celebration and Connection

- **Partner Organizations: Anacostia Trails Heritage Area (ATHA) and Hyattsville CDC**
- Community event celebrates the trail network from “Hollywood to Hyattsville” with Berwyn, Lakeland Hubs
- Coordination with City of College Park events and communications staff
- Collaboration with Arts Exchange, local businesses, Riverdale Park administration, civic associations and more
- 1,000+ participants, over 40 businesses, increased collaboration on and coordination of the Trolley Trail activity – **celebration of community!**



Creative Placemaking

Celebrating Culture, Arts and History

- Leading deployment of \$35,000 in grant funding to contract with an artist to install public art downtown
- Developing and articulating a broad, community-driven approach to creative placemaking
- Strengthening community connection to support community health and wellbeing
- Amplifying and expanding knowledge of vibrancy of College Park



Partner with Us!

Join a Committee

- *Housing & Development*
- *Transportation & Mobility*
- *Public Health & safety*
- *Education*

Volunteer at Events

Partner Programs



Questions?



CONNECT



WEBSITES

www.collegeparkpartnership.org

www.communitypreservationtrust.org

FACEBOOK

www.facebook.com/collegeparkcityuniversitypartnership

TWITTER

@CPCUPartnership

INSTAGRAM

<https://www.instagram.com/collegeparkpartnership/>

JOIN OUR MAILING LIST

www.collegeparkpartnership.org/join-mailing-list

DONATE

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