

PRESS RELEASE

City of College Park, MD
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College Park (MD) Adopts 2015-2020 Strategic Plan

August 14, 2015 – The College Park City Council unanimously adopted a new 2015–2020 Strategic Plan at the Council meeting on August 11. After introducing the motion, Councilmember Monroe Dennis stated, “This Strategic Plan articulates a new vision and goals for College Park, and the specific steps to achieve that vision.” The City’s previous strategic plan was for the period 2010 through 2015.

Reflecting on the adopted plan, Mayor Andrew Fellows noted how proud he is of staff, Council, and residents for their work, adding that “there’s lots of excitement about the months and years to come.”

The new City Vision is for “a vibrant and prosperous top 20 college town . . . known for distinctive and connected neighborhoods, thriving commercial districts, cultural amenities, attractive green space and streetscapes, convenient transportation systems serving all users, and a strong sense of community pride.”

The 2015–2020 Strategic Plan Goals are:

1. One College Park
2. Environmental Sustainability
3. High Quality Development and Reinvestment
4. Quality Infrastructure
5. Effective Leadership
6. Excellent Services

Councilmember PJ Brennan said the first goal, “One College Park,” will ensure services are equitable throughout the City, and speaks to the City’s growing relationship with the University of Maryland. Councilmember Patrick Wojahn noted that the Plan expands the ways the City will engage with residents, and Councilmember Denise Mitchell spoke of the importance to reach out to residents about the new Plan over the coming months. Councilmember Kabir concluded by saying, “The tough part before us is to make the plan work. We need to work hard to make it a reality.”

The City hired The Novak Consulting Group in December 2014 to assist the City develop a new Strategic Plan. The eight-month process included an environmental scan, focus group meetings, an online survey, public hearings, and all-day workshops with Council and with staff. Approximately 100 residents and stakeholders participated in meetings to discuss a draft framework of the plan, and more than 200 residents completed an online survey to provide feedback for the strategic planning process.

The 2015–2020 Strategic Plan, the 2015-2020 Action Plan, and related documents are available to download at: http://www.collegeparkmd.gov/programs_and_initiatives/2020strategicplan.php

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