



Three-Year Strategic Plan

Vision and Values

University Park strives to be an inclusive, innovative, safe town which fosters a strong sense of community within a vibrant, growing urban area. We value:

- Community involvement
- Sound Fiscal policy
- Environmental Sustainability and Resiliency
- Excellent service
- Regional collaboration

Three-Year Goals

- Ensure continuity and consistency of competent leadership and management
- Decide what to do about the Town Hall
- Create a capital improvement plan and budget
- Invest in infrastructure improvements
- Complete planned park maintenance and selected improvements
- Enhance traffic safety
- Sustain and enhance the Town's influence in the region
- Increase public understanding and engagement
- Explore options for strengthening the Town's long-term financial capacity

Goals, Outcomes, and Actions

Ensure continuity and consistency of competent leadership and management

Outcomes

- Increased resident involvement
- Increased interest in running for elective office
- A consistent and reliable work environment for staff
- A more responsive management system

Actions

1. Review the consultant's Town operations and management study report and engage the public in the review process
2. Seek public input on the recommended form of government
3. Reach agreement on the desired form of government
4. Take appropriate legal and financial actions to reach closure on this issue in FY 2021

5. Begin to cultivate residents for future elective office

Decide what to do about the Town Hall

Outcomes

- Dedicated space for community gathering
- Enhanced inclusiveness including ADA compliance
- More efficient facilities to support Town operations

Actions

1. Review the consultant report
2. Engage the public in reviewing the consultant report and Town Hall options
3. Select the best option to achieve desired outcomes
4. Decide how to fund the agreed-upon option
5. Develop an implementation strategy to move forward in FY 2021

Create a capital improvement plan and budget

Outcomes

- Improved fiscal responsibility
- Systematic planning for required maintenance and equipment acquisitions

Actions

1. Identify maintenance projects and vehicles that need to be replaced
2. Itemize costs for identified capital improvements
3. Develop an annual funding plan to begin in FY 2021

Invest in infrastructure improvements

Outcomes

- All streets in good condition
- Improved walkability
- Improved connections throughout the Town
- Positive impact on property values

Actions

1. Repave streets damaged by the Washington Suburban Sanitary Commission (WSSC)
2. Repair existing sidewalks
3. Identify priority locations for installing new sidewalks
4. Install new sidewalks based on priorities
5. Identify and solve stormwater quantity issues over which the Town has control
6. Coordinate with the County on stormwater improvements

Complete planned park maintenance and selected improvements

Outcomes

- Increased value and use of the park
- Positive impact on property values
- Reduced flooding and environmental improvements
- Enhanced community amenity

Actions

1. Carry out the park concept plan
2. Explore public-private partnerships to support park investment

Enhance traffic safety

Outcomes

- Safer roads
- Improved walkability/accessibility
- Improved traffic management

Actions

1. Continue conducting periodic traffic surveys to collect data for decision-making
2. Explore options for traffic management in addition to speed bumps
3. Develop criteria for installing traffic control/calming options, drawing on models in other jurisdictions
4. Implement the Safe Routes to School Program including reduced speed limits
5. Focus one hour per police department shift on traffic calming areas
6. Explore installation of speed cameras on Route 1/Pineway and Adelphi Road
7. Explore reducing the speed limit throughout the Town, such as a Twenty is Plenty initiative

Sustain and enhance the Town's influence in the region

Outcomes

- Maximized benefits/minimized negative impacts of surrounding development
- An ongoing respected voice in the region

Actions

1. Monitor implementation of the Prince George's County zoning plan
2. Continue to nurture relationships with surrounding towns
3. Maintain a strong relationship with the County Councilmember
4. If needed, engage outside experts to support University Park's work on regional issues
5. Engage leadership and management in regional issues to ensure continued high-level focus on sustaining the Town's regional influence

Increase public understanding and engagement

Outcomes

- Increased public trust and positive input
- Broader number of involved and knowledgeable residents
- A pipeline of motivated contributors
- Increased involvement of younger people and new residents

Actions

1. Create additional committees and work groups with defined tasks, outcomes and timelines to engage residents
2. Work with realtors and other sources of information to identify new Town residents
3. Create a welcome packet to reach out to new residents
4. Expand use of the Town website module *CivicSend* to develop a community alert system to support proactive community outreach
5. Convene more community conversations and forums on important issues
6. Explore funding in FY 2021 to support proactive outreach

Explore options for strengthening the Town's long-term financial capacity

Outcomes

- Financial stability
- More diverse revenue sources

Actions

1. Explore opportunities for changing the tax differential and/or the park and planning differential to increase revenue
2. Focus on possible impacts of underreporting of property tax
3. Regularly look for efficiencies on the expenditure side of the Town budget
4. Gather information about the College Heights tax base
5. Support the Maryland Municipal League initiative to expand sources of revenue to municipalities

Other Issues: Housing and Rental Codes and Zoning

Create an ad-hoc committee to look at codes related to housing and rentals to begin a discussion about alternative codes and upzoning for consideration as a future strategic goal.