

# CITY OF COLLEGE PARK

## Age-Friendly Action Plan

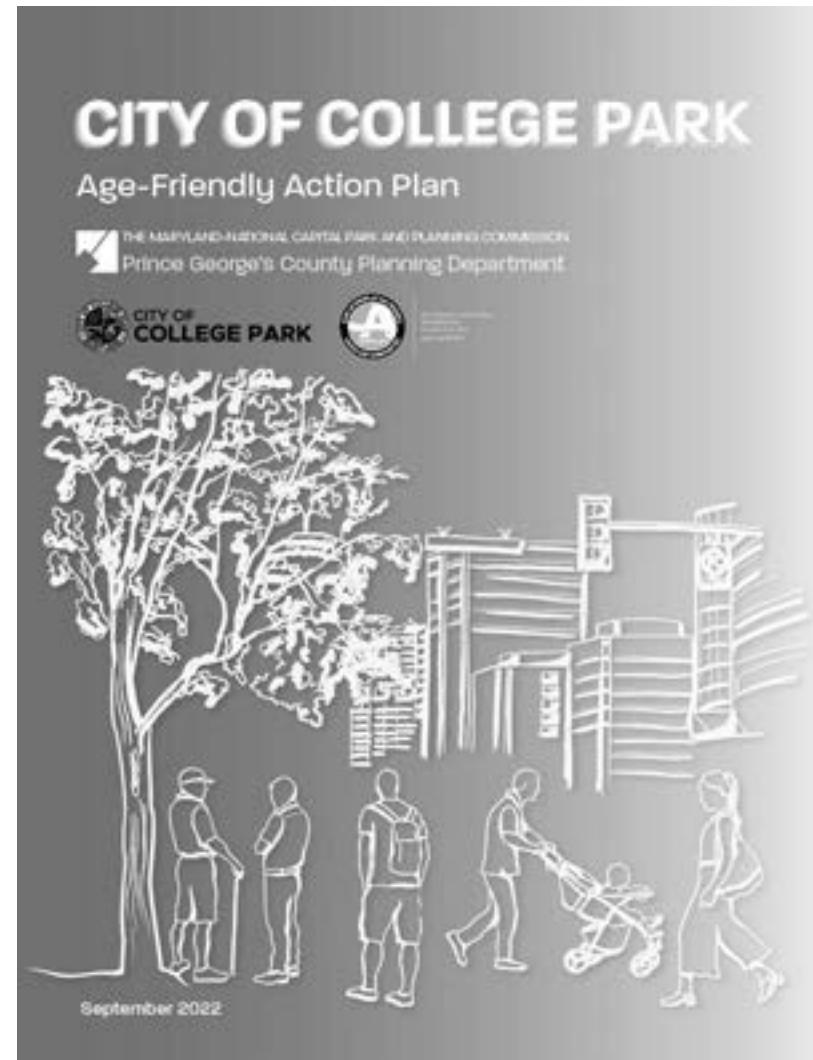
 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department



# Abstract

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This document details the goals, objectives and action items that should be considered by the City of College Park as it strives to improve its age-friendliness in each of five areas: housing, transportation, communication and information, social participation, and health services and community support.



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September 2022

**The Maryland-National Capital Park and Planning Commission**

Prince George's County Planning Department

14741 Governor Oden Bowie Drive

Upper Marlboro, MD 20772

[www.pgplanning.org](http://www.pgplanning.org)

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The Maryland-National Capital Park and Planning Commission (M-NCPPC) is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District.
- The acquisition, development, operation, and maintenance of a public park system.
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the County government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Planning Department:

- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision makers, citizens, and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change

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The County Council has three main responsibilities in the planning process: (1) setting policy, (2) plan approval, and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the general plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual Budget, the water and sewer plan, and adoption of zoning map amendments.

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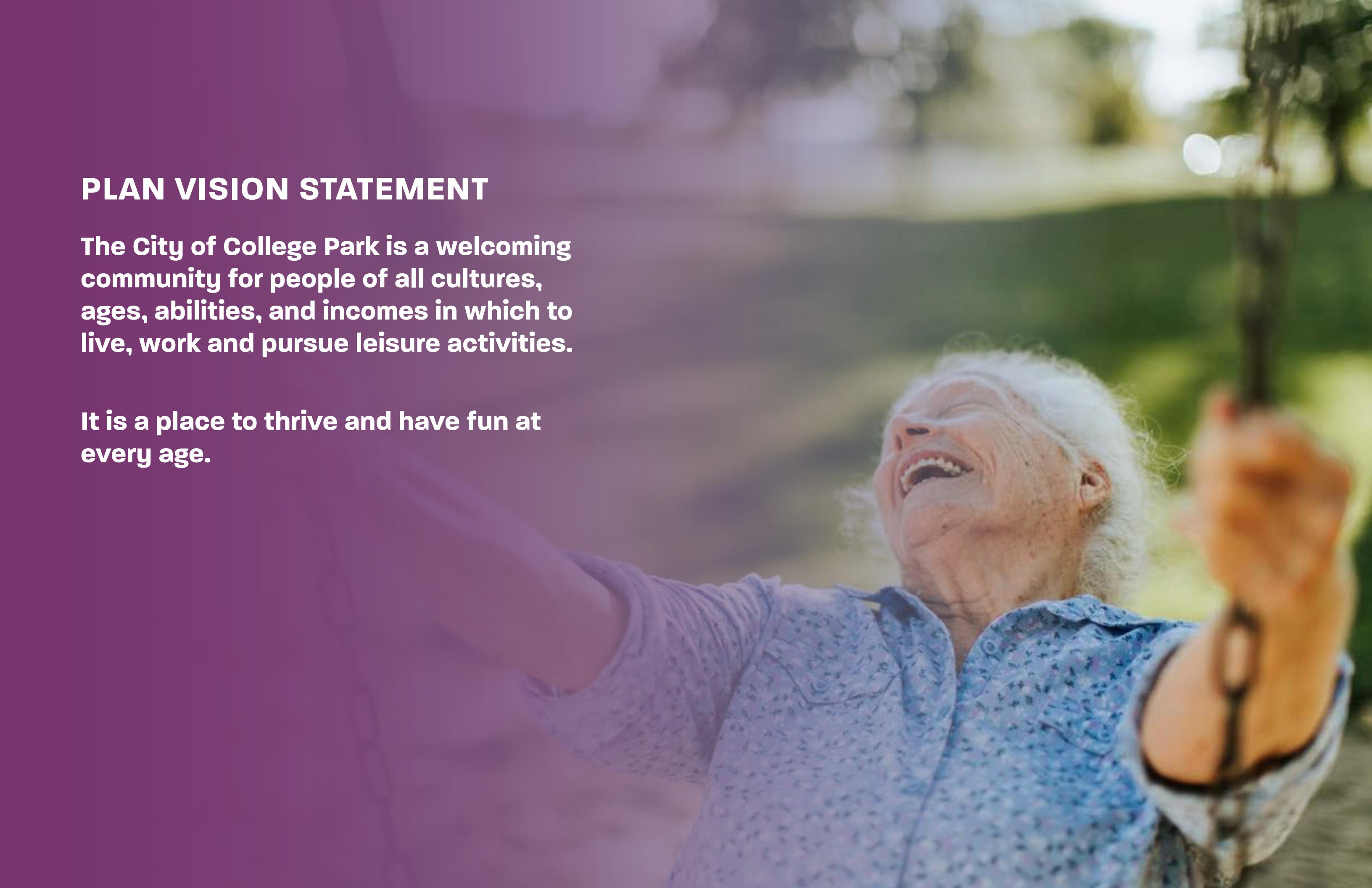
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## **PLAN VISION STATEMENT**

**The City of College Park is a welcoming community for people of all cultures, ages, abilities, and incomes in which to live, work and pursue leisure activities.**

**It is a place to thrive and have fun at every age.**



# INTRODUCTION

At the request of the College Park Seniors Committee, the Mayor and City Council of the City of College Park adopted Resolution 20-R-21 on September 8, 2020, which admitted the city into AARP's network of age-friendly communities.<sup>1</sup>

AARP is a membership organization whose mission is to "empower people to choose how they live as they age."<sup>2</sup> This plan identifies actions that will help move the city closer to age-friendly livability by addressing goals established by the community. These goals cover a range of issues that affect the quality of life for the seniors, students, and others who call the City of College Park home.

In December 2020, the city applied to the Prince George's County Planning Department's Planning Assistance to Municipalities and Communities (PAMC) program to fund the creation of the Action Plan; funding was approved by the Prince George's County Planning Board on May 13, 2021. Once enrolled in the AARP network, a community has two years to complete such a plan.

The recommended actions would make the community more livable as defined by

AARP: "A Livable Community is safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Once in place, those resources enhance personal independence, allow residents to age in place, and foster their engagement the community's civic, economic and social life."<sup>3</sup>

Community participation was a key aspect of the project. Ideas and comments were solicited at events during creation of the action plan, including a bilingual, virtual visioning workshop attended by 47 participants that produced a shared vision for College Park as an age-friendly livable community.

The City of College Park selected Livability Initiatives to study that met the city's priorities. These are not precisely consistent with AARP's seven livability categories: Housing, Transportation, Neighborhood, Environment, Opportunity, Health, and Engagement. Where necessary, however, subcategories provided by AARP have been used to develop the scorecards provided in this report.<sup>4</sup>

## THE ACTION PLAN IS COMPOSED OF FIVE LIVABILITY INITIATIVES



1 <https://www.collegeparkmd.gov/DocumentCenter/View/3393/20-R-21---AARP-Livable-Communities-Program?bidId=>

2 <https://www.aarp.org/about-aarp/#:~:text=AARP's%20mission%20is%20to%20empower,they%20live%20as%20they%20age.>

3 *Book 1 AARP Roadmap to Livability*, (Washington, DC: AARP, 2018), 7.

4 *Book 3 AARP Housing Workbook*, (Washington, DC: AARP, 2018), 16.



# LIVABILITY INITIATIVE **HOUSING**



## HOUSING VISION

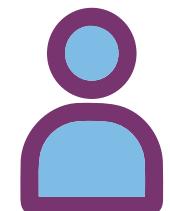
College Park offers a variety of safe, affordable, well-maintained housing types to meet the needs of all ages, income and ability groups.

## BACKGROUND

In its 2019 publication, *Making Room: Housing for a Changing America*, AARP makes a statistical case that housing in the United States needs to change to meet today's needs. In addition, AARP reports that the middle class is shrinking, from 61 percent in 1971 to 50 percent in 2015, and wages have stagnated.

The 2020 US Census 5-year American Community Survey (ACS) estimated that there were 2,032 residents of College Park who were at least 65 years of age, an increase of 16 percent since 2016 when there were 1,757. The growth came from those between the ages of 65 to 74 years, which increased by 18 percent, and those over the age of 75 increased by 11 percent.

Among the national data cited are<sup>5</sup>:



**48%**  
of adults  
are single



**28%**  
of households  
are single-adult



**32%**  
of young adults  
live at home



**7%**  
of households  
are single-parent  
families



**20%**  
of households  
are adults  
sharing with  
other adults



**20%**  
of households  
are nuclear  
families (parents  
with children)

5 *Making Room: Housing for a Changing America*, (Washington, DC: AARP Foundation and the National Building Museum, 2019), 10.

College Park is a diverse and young community: 55 percent of the population is white, 19 percent is African American, 16 percent are Latinos of any race, and 14 percent is Asian. More than half of all residents are between 15 and 24 years of age. Seniors account for just under seven percent of the population.

The housing market in College Park is shaped by the presence of the University of Maryland-College Park (UMD). The large number of students living in College Park and the development plans of the university influence the price and supply of the market. The homeownership rate in 2020 was 43 percent, compared to a national rate of 67.1 percent. The market is dominated by single-family housing—54.3 percent—and large 10-plus-multiunit properties, which account for 37.6 percent of units by type.<sup>6</sup>

Fifty-three percent of all single-family dwellings are more than 50 years old. Further, the rental market is tight, with 4.3 percent of rental units available compared to a national rate of 5.8 percent; 2.4 percent of single-family dwellings are vacant in College Park compared to 1.4 percent nationally.

The City of College Park wishes to promote homeownership for those who live or work in the city, but existing programs may not be sufficient. The city, Prince George's County, and the College Park City-University Partnership (CPC-UP) have down payment assistance programs in place, but the level of assistance may not be enough to meet buyers' needs. CPC-UP provides down payment and closing costs forgivable loans of up to \$15,000 for UMD employees who purchase real property in the city.

This is made possible by a State of Maryland Community Legacy grant, the city, and UMD contributions.

The Pathway to Purchase Assistance Program for first-time homebuyers is administered by the Prince George's County Redevelopment Authority, but the purchase price is limited to \$400,000. Maryland's Department of Housing and Community Development (DHCD) will match up to \$2,500 in assistance. College Park has a New Neighbor Homeownership Grant Program which provides up to \$10,000 for down payment or closing costs assistance.

Many College Park residents need financial and physical assistance to age in place. Current State of Maryland maintenance and rehabilitation programs include grants of up to \$10,000 for emergency repairs from Maryland WholeHome to ameliorate COVID-19 pandemic-induced financial hardship, and home accessibility loans for seniors with household incomes of up to 80 percent of the median.



Domain Apartments, College Park  
Source: M-NCPCC

## AARP LIVABILITY SCORE

**College Park is ranked in the middle of communities nationwide for livability, scoring 51 against a median of 50. Although College Park ranks in the lower third of communities for housing costs, it is in the lower third for housing cost burden in the Washington, DC metropolitan area. College Park's multifamily housing and number of subsidized units rank in the top third against median communities, although the presence of UMD undoubtedly accounts for the proportion of multifamily units in the city.**

<sup>6</sup> 2020 5-year ACS



## Housing Goal 1

Increase homeownership for current and future residents of College Park

### Housing Objective 1.1

Promote homeownership by offering down payment assistance

City staff should initially determine the demand for down payment assistance. If demand exceeds current funding, the city should research the availability of funds to increase down payment assistance for first-time homebuyers to meet demand. There is also a range of organizations with programs to help homebuyers. These programs often include grants, loans, and other assistance. The Maryland Department of Housing and Community Development (DHCD) has a database of partners and assistance available at: <https://mmp.maryland.gov/Pages/Downpayment.aspx>

## Housing Goal 2

Help seniors manage their housing costs and age in place

Housing costs are still relatively affordable in College Park, but the region remains expensive. Many seniors are experiencing rising home maintenance costs they are unable to pay for. By helping seniors manage their housing costs, more residents will be able to age in place. Dwellings may need accessibility modifications to allow the senior homeowner to be able to continue living there comfortably. A local nonprofit, the Housing Initiative Partnership (HIP), would be helpful in overseeing such a program for the city.

### Housing Objective 1.2

Objective 1.2 Support development of the Community Land Trust by College Park City–University Partnership

The CPC-UP has secured support from the City Council for \$3 million in funding and another \$10 million from the State of Maryland. The Community Land Trust is a neighborhood stabilization program to create more affordable housing in the city and promote homeownership. The trust will provide a shared-equity structure that allows the partnership to retain control of the land when the home is sold and reinvested for future homeowners.

The Maryland Department of Housing and Community Development (DHCD) provides resources to homeowners for maintenance and energy efficiency upgrades.

<https://dhcd.maryland.gov/Residents/Pages/WholeHome.aspx>

## Housing Objective 2.1

Advocate for policies that permit accessory dwelling units, affordable units, and Missing Middle housing types.

Missing Middle housing describes the range of housing options between single-family detached houses and large, multi-unit apartments. These types function best when located in a walkable context in a well-connected development pattern that supports public transit and are within walking distance to amenities and other

destinations. Because Missing Middle housing offers a range of size and price points, it can meet the needs of a diverse array of households—empty-nesters seeking to downsize, young families, single-person households and multi-generational households.

Accessory dwelling units (ADUs) are another tool that can help make aging in place feasible. ADUs are self-contained housing units that exist within or adjacent to a primary residence—typically in a basement, on an upper floor, or located in a former garage or elsewhere on the property. They may house parents, relatives, or tenants. ADUs enable property owners to capitalize on their investment and generate rental income, usually boosting property value. They can allow seniors to age in their existing home with live-in care or make

it possible for adults to assist their aging parents, adult children or other family. Like inclusionary zoning, accessory dwelling units are not currently permitted by the Prince George's County Zoning Ordinance. While this is a long-term action, it is worth studying the feasibility of allowing ADUs countywide in some zones. AARP is an advocate for accessory dwelling units and has a guide for their design and development and sample model ordinance.



Source: Missing Middle Housing term created by Daniel Parolek/Image  
© Opticos Design, Inc./For more info visit [www.missingmiddlehousing.com](http://www.missingmiddlehousing.com)



The concept of Missing Middle Housing was conceived by Opticos Design, Inc. For further information, visit [www.missingmiddlehousing.com](http://www.missingmiddlehousing.com)



## Housing Objective 2.2

### Start a housing matching program

Roommate matching programs can help seniors, students, and others who may be challenged in meeting their monthly housing costs. The Housing Initiative Partnership (HIP) in Montgomery County has a home sharing program that could be used as an example; it helps find and vet potential housemates but does not offer rental assistance.

## Housing Objective 2.3

### Develop a home maintenance and rehabilitation program

College Park has set aside federal American Rescue Plan Act (ARPA) funds to partner with Habitat for Humanity—Maryland. HIP also has a maintenance and rehab program. The city should consider providing up to \$500,000 annually to support home maintenance. Existing State of Maryland programs include grants of up to \$10,000 for emergency repairs from Maryland WholeHome to ameliorate COVID-19-induced financial hardship, and home accessibility loans for seniors with household income up to 80 percent of the area's median income.

<https://dhcd.maryland.gov/Residents/Pages/WholeHome.aspx>



## Universal Design in new residential developments

Universal Design is the design and composition of an environment so that it can be accessed, understood, and used to the greatest extent possible by all people regardless of their age, size, or ability. Universal Design elements include no-step entries, open floor plans, and wider halls, doorways and bathrooms. In 2021, the Prince George's County Council

approved legislation (CB-026-2021) requiring all new dwelling units to comply with Universal Design and Visitability concepts. The act includes standards and other provisions for builders. Maryland Department of Housing and Community Development also provides resources for accessibility accommodations.

# LIVABILITY INITIATIVE

## HOUSING

### VISION STATEMENT

College Park offers a variety of safe, affordable, well-maintained housing types to meet the needs of all ages, income and ability groups.

GOAL 1 Increase homeownership for current and future residents			
OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Promote first-time homeownership with down payment assistance (DPA)</b> <b>SMART Success measures*</b> <ul style="list-style-type: none"> <li>• Increase in city funding for DPA</li> <li>• Increase in College Park first-time homebuyers receiving DPA</li> </ul>	Research demand for DPA in College Park	CS	S
	Increase city DPA funds for first-time homebuyers	\$\$\$	M
<b>Support the College Park City–University Partnership (CPC-UP) Community Land Trust</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• Number of people that benefit from trust fund</li> <li>• Number of housing units created, preserved, or rehabilitated</li> </ul>	Approve funding for CPC-UP Housing Trust Fund	\$\$\$\$	S
<small>* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.</small> <small>** S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)</small>			

\*SMART progress measures are defined as Specific, Measurable, Attainable, Relevant, and Time-bound.

# LIVABILITY INITIATIVE

## HOUSING

### VISION STATEMENT

College Park offers a variety of safe, affordable, well-maintained housing types to meet the needs of all ages, income and ability groups.

GOAL 2 Help seniors manage housing costs and age in place			
OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Advocate for policies that permit accessory dwelling units (ADUs), affordable housing, and Missing Middle housing</b> <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• ADUs are permitted</li> <li>• New Missing Middle housing types are permitted</li> <li>• Inclusionary zoning is permitted</li> </ul>	Use AARP advocacy materials to promote ADUs	CS	M–L
	Become involved in Prince George's County Planning Department's Missing Middle Housing Initiative	CS	M–L
<b>Develop home maintenance and rehab program</b> <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• Number of senior homeowners who received:           <ul style="list-style-type: none"> <li>1) maintenance assistance</li> <li>2) significant rehab</li> <li>3) accessibility improvements</li> </ul> </li> <li>• Dollar value of improvements made to seniors' homes</li> </ul>	Examine potential local nonprofits to partner with that can provide home maintenance and rehab programs for seniors that include improving home accessibility	CS	M
	The city should set aside funds to help defray costs for a seniors' home maintenance and rehab program	\$\$\$	M
<b>Start a housing match program</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• Participants are matched in the program</li> </ul>	Determine the next steps to create a program in College Park	CS	M



LIVABILITY INITIATIVE  
**TRANSPORTATION**

## VISION STATEMENT

A variety of convenient, low-cost, multimodal transportation options are available to residents and workers in College Park.



## BACKGROUND

When older Americans are forced to give up their cars in auto-dependent communities, they often must relinquish independence and mobility. An age-friendly community ensures that there are a variety of travel options that are safe, affordable, flexible, frequent, and comfortable.

Residents of the City of College Park benefit from an excellent network of public transportation, walking and bicycle trails. Missing is an extended sidewalk infrastructure, more accessibility for the elderly and disabled, affordable supplemental transportation for those with mobility issues to specific destinations, and education on how to better use available services.

There are few datasets that illuminate how seniors live or how they get around in suburban communities. However, College Park's Complete and Green Streets initiatives, and improvements in rail and bus transportation service mean that the city is working to help seniors reach destinations more easily. With the availability of vouchers and discounts, costs can be brought down to where these modes of transportation are affordable to seniors. A complete sidewalk network may provide more freedom to those who choose to walk or cycle. For those of any age who are disabled, ADA-(Americans with Disabilities Act) accessible bus stops, rail stations, and transit vehicles are essential. ADA-compliant sidewalks can let wheelchair users navigate freely.



# STREETS AND SIDEWALKS

## COMPLETE STREETS POLICY

In 2016, the City of College Park adopted a Complete and Green Streets Policy to move toward safe and convenient travel on its streets and roadways. The initial steps included compiling an inventory of city streets, identifying incomplete city streets, formulating capital improvement plan (CIP) projects, and including Complete Streets design standards in the development review process. The College Park Planning Department and City Engineer are tasked with implementing the policy.

The Prince George's County Planning Department's Planning Assistance to Municipalities and Communities (PAMC) program provided funding for a consultant study to evaluate the existing street network in College Park and provide 30 percent designs. The recommendations for new sidewalks locations are Edmonston Road, 52nd Avenue, Cherokee Street, Bowdoin Avenue and St. Andrews Place. A sidewalk design plan, funded by a Safe Routes to School grant from the Maryland State Highway Administration, is underway for Hollywood Road between Baltimore Avenue and Rhode Island Avenue. Under a Community Development Block Grant (CDBG), the city constructed an improved pedestrian connection where Princeton Avenue nears Fraternity Row.

A Hollywood Commercial District Streetscape project is underway to create pedestrian amenity spaces with decorative plazas, parklets, pedestrian street lighting, roadway upgrades, intersection improvements, traffic calming and stormwater management.



## PEDESTRIANS

Many neighborhoods in College Park have inadequate or nonexistent sidewalks. Under the city's Complete and Green Streets Policy and Implementation Plan, new sidewalks are being prioritized and constructed as funds permit. While the Lakeland and Old Town neighborhoods are mostly served by sidewalks, other neighborhoods such as College Park Estates and College Park Woods have less than 10 percent sidewalk coverage.

## BIKESHARE

A partnership between College Park, University Park and the University of Maryland has a micro-mobility program with VeoRide to provide electric bikes and electric scooters. Capital Bikeshare operates in Prince George's County and could expand College Park stations.

## BICYCLE/PEDESTRIAN LANES AND TRAILS

A Bikeways grant from the Maryland Department of Transportation State Highway Administration (MDOT SHA) is funding the design of protected bike lanes, upgraded bus stops and intersection improvements along Rhode Island Avenue between Greenbelt Road and Muskogee Street. Several trails are available in and around College Park. The Paint Branch Trail, Indian Creek Trail, and Rhode Island Avenue Trolley Trail go through the city, and the Northeast Branch Trail, Anacostia River Trail, Sligo Creek Trail, and Northwest Branch Trail are close by.

## STREET MAINTENANCE

College Park has several street maintenance and CIP sidewalk projects underway. MDOT SHA has intersection projects underway at a few locations and has begun a major reconstruction of the US 1 (Baltimore Avenue) corridor to provide a median, sidewalks, landscaping and lighting.

## PARKING

City parking lots and meters are enforced Monday through Saturday from 8 a.m. to 10 p.m., and cost \$0.75 per hour. There is a downtown public parking garage at the corner of Knox Road and Yale Avenue. Many residential areas of the City of College Park have established residential permit parking through city ordinances.

Accessible parking is available in most UMD campus lots, with a Maryland Department of Transportation (MDOT) permit. People displaying both disabled and MDOT permits are not required to pay for parking.

## CONGESTION

As part of the congested Washington, DC metropolitan area, AARP ranks College Park "red" on the convenience of transportation options, with 41.5 hours per person per year of congestion; the median US neighborhood endures 25.4 hours of congestion per year.

# VISION ZERO

In 2019, County Executive Angela Alsobrooks launched Vision Zero, which aims to eliminate traffic-related deaths through design, education, outreach and safety measures. The project includes special programs for seniors.

**Prince George's Seniors Stay Safe on the Road!**

**What is Vision Zero?**  
Vision Zero is a goal to create safe roads that support all ages and abilities!

**Stay Safe When Walking**

- Always look left, right, and left again before crossing the road.
- Use a crosswalk when crossing a road.
- Wear something bright and carry a light. Be seen and be safe.
- Phones down, eyes up, and pay attention.

**Stay Safe When Biking**

- Always wear a helmet.
- Always stop at stop signs, lights, and intersections.
- Always look both ways when crossing the road.

**VISIONZERO prince george's**

**Stay Safe When Driving**

- Slow down.
- Always buckle up with a seatbelt.
- Don't text and drive.
- Only drive when sober.

**Resources for Seniors**

- Call-A-Bus is curb to curb service.  
Mon-Fri 8:30 AM - 3:30 PM.  
Call 301-499-8603.
- Call-A-Cab provides reduced cost cab rides for seniors and people with disabilities.  
Available any time.  
Call 301-883-5656.

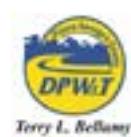
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Angela D. Alsobrooks  
County Executive





  
THE BUS

  
Terry L. Bellamy  
Director



Source: M-NCPPC

# PUBLIC TRANSIT

## BUSES

The University of Maryland runs Shuttle-UM, a bus system primarily serving campus destinations and is available to city residents at no charge. A few weekday Shuttle-UM routes take student commuters to Columbia, Shady Grove, Greenbelt and New Carrollton.

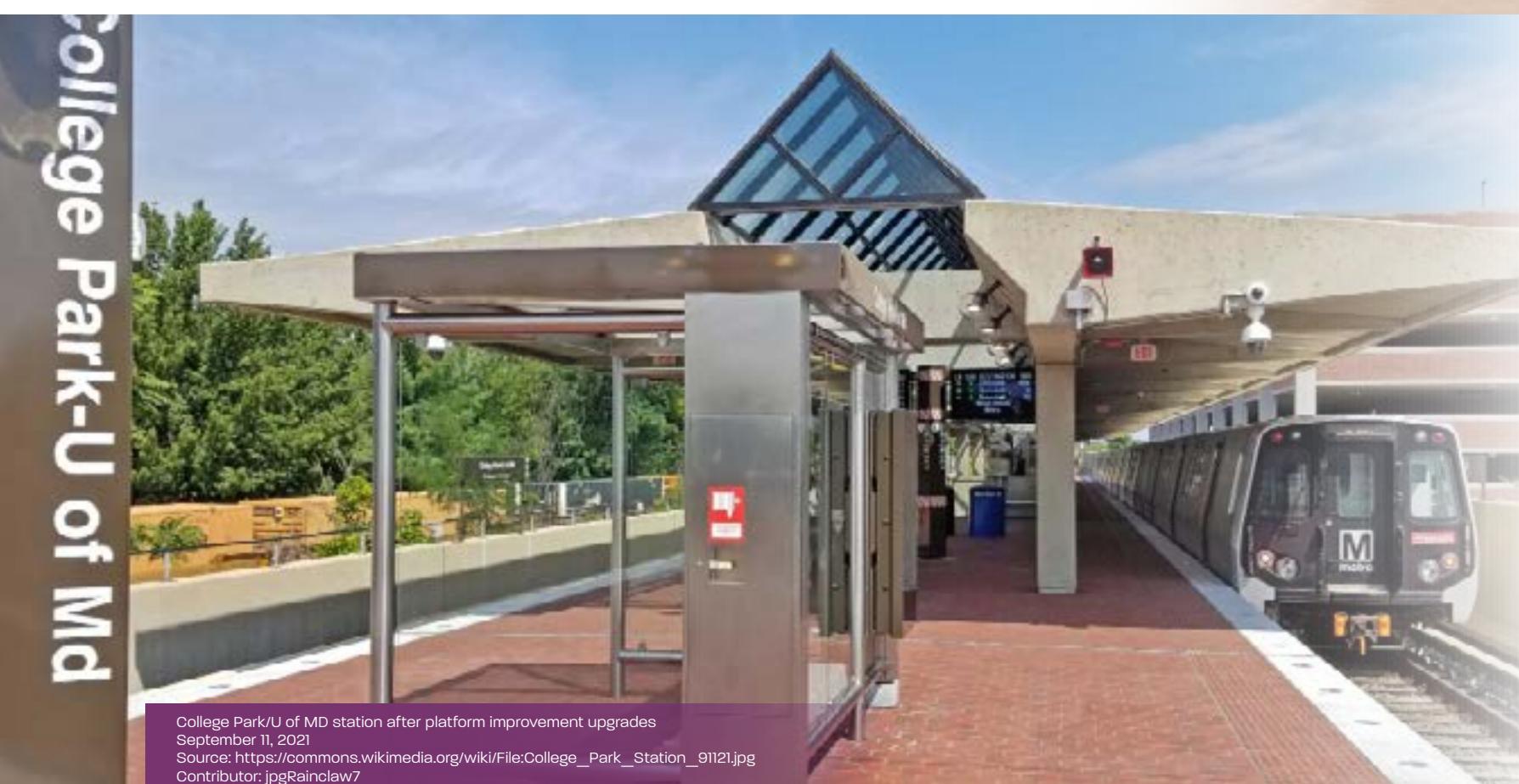
Prince George's County Department of Public Works and Transportation (DPW&T) operates Route 1 Ride, part of a 28-route system known as TheBus. It is an enhanced bus service operated from College Park to Mount Rainier along US 1 (Baltimore Avenue). TheBus Routes 17 and 13 provide access to the new apartments and shopping in North College Park, restaurants close to downtown and the university, retail, restaurant and cultural venues in

Hyattsville, and art galleries and schools, artist housing and museums in North Brentwood, Brentwood and Mount Rainier (adult fare \$1.25). The service is available between 5:30 a.m. and 8:05 p.m., Monday through Friday, with approximately half-hour headways. Seniors and the disabled ride free.

Deficits noted include the lack of weekend service, long headways, and the difficulty of crossing US 1 (Baltimore Avenue) to get to bus stops. Metrobus provides routes 83 and 86 along Baltimore and Rhode Island Avenues, which are busy, traffic-heavy commercial corridors.



Bus Route 83 stop at Lehigh Road and Rhode Island Avenue  
Source: M-NOPPC



College Park/U of MD station after platform improvement upgrades  
September 11, 2021  
Source: [https://commons.wikimedia.org/wiki/File:College\\_Park\\_Station\\_91121.jpg](https://commons.wikimedia.org/wiki/File:College_Park_Station_91121.jpg)  
Contributor: jpgRainclaw7

## RAIL TRANSIT

Rail transit tends to be relatively expensive, particularly during designated peak commuting hours. WMATA's Green Line has two stops serving locations in College Park, College Park-UMD and Greenbelt.

The MARC train's Camden Line serves the College Park MARC station Monday through Friday, running from Baltimore to the Washington Union Station. The adjacent stations to the north and south are Greenbelt and Riverdale Park, respectively.

The Purple Line light rail is under construction and will provide stations at Campus Drive-UMD, Baltimore Avenue-College Park-UMD and nearby Riverdale Park North-UMD. Overall, the line will have 21 stops and connect to four current Metro Stations, running from the Bethesda to New Carrollton.

## SOCIAL SERVICES TRANSPORTATION

The city, through its Department of Youth, Family and Senior Services, provides transportation to medical appointments within a seven-mile radius of College Park Monday through Friday, with a two-day advance notice. Under certain circumstances, transportation may also be provided to shopping centers.

## VOLUNTEER TRANSPORTATION

Neighbors Helping Neighbors is a 501(c)3 volunteer service organization that assists disabled and aging College Park residents with everyday tasks including providing transportation to medical appointments, religious services, shopping, voting, community events and other errands.

Village Rides, a program of the Jewish Council for Aging with grant funding from the Metropolitan Council of Governments (MWCOG) provides the marketing and operations support for volunteer recruitment and ride-scheduling software. College Park residents over 55 are considered members, and ride free of charge.



## AARP LIVABILITY SCORE: 62

AARP tracks several transportation measures. According to AARP, here is how College Park compares with its peer jurisdictions:

- **Pedestrians:** College Park households take 0.85 walking trips per day, compared to the median US neighborhood of 0.73, putting College Park in the top third
- **Safe Streets:** AARP has found the speed limits on College Park streets close to the median US neighborhood speed (28.1 vs. 28.0 miles per hour), placing College Park in the middle third
- **Fatal crashes:** The College Park rate of 5.4 fatal crashes per 100,000 people per year is less than that of the median US neighborhood (6.8); however, AARP places College Park in the middle third for this measure
- **Local transit:** College Park is in the top third of communities in terms of frequency of local transit service, calculating that 20 buses or trains per hour are available
- **ADA-accessible stations/vehicles:** College Park ranks in the middle third for ADA with 89 percent of transit stations and vehicles being accessible, somewhat higher than the US average of 87.6 percent
- **Transportation costs:** AARP places College Park in the middle third, with average household transportation costs of \$12,549 per year, compared to \$13,086 per year for the median US neighborhood
- **Proximity to transit:** College Park is ranked in the top third of communities for this measure

## Transportation Goal 1

Provide a variety of transportation options

### Transportation

#### Objective 1.1

Improve the environment for walkability

Walking is an active transportation mode with health benefits. As stated previously, College Park does not have a complete sidewalk network; a person living in certain neighborhoods may be unable to walk for recreation or to other destinations. Adding sidewalks, trees, benches, and pedestrian-scale lighting will all make walking a safe, attractive alternative to driving. College Park has been installing sidewalks where there is available right-of-way and as its Capital Improvements Program (CIP) budget permits. To become an even more age-friendly community, College Park will need to budget additional amounts for the installation of sidewalks and streetscape amenities.

### Transportation

#### Objective 1.2

Improve transportation options for cyclists

College Park has an extensive network of bicycle trails and participates in e-bike and scooter sharing programs. Additional actions that can be taken include adding bike lockers and racks, adding bikeshare stations, making sure trails are well-maintained for safe riding, adding dedicated bike lanes on larger streets, and undertaking bicycle safety campaigns.

### Transportation

#### Objective 1.3

Enhance the frequency of bus transit service and destinations

Bus service should be expanded to provide frequent midday service, more service on weekends, and additional routes. Amenities for riders are desirable, including bus shelters, real-time information displays, and rear-boarding buses. College Park can also work with other services such as the UMD shuttle to provide special trips and routes that will expand intra-city service.

### Transportation

#### Objective 1.4

Improve on-demand services

College Park has an on-demand service, and some senior buses. Residents have expressed concern about the ineligibility of certain destinations and slow response from dispatchers. The on-demand program should be reviewed for opportunities to increase frequency, destinations, and responsiveness.

## Transportation Goal 2

Enhance the existing multimodal environment

### Transportation

#### Objective 2.1

Maintain sidewalks and improve their safety

Where sidewalks are available, they also need to be safe and unobstructed. Although residents are required to clear sidewalks in front of their houses of debris and snow, the city's public works department should start a maintenance program to ensure sidewalks provide safe passage and are ADA accessible.

### Transportation

#### Objective 2.2

Design and build safer streets

Measures that can contribute to safety include bump-outs at pedestrian crossings, recalibration of traffic signals so pedestrians have more time to cross traffic lanes, improved signage, and education about enforcement of existing safety laws.

Another way streets can be made safer is a road diet. A road diet eliminates a traffic lane or reduces the width of lanes to improve safety, provide space for other modes of travel, bus lanes, pedestrian refuge islands, bike lanes, sidewalks, bus shelters, parking or landscaping.

### Transportation

#### Objective 2.3

Reduce transit user costs

Although there are reduced-price or free passes for Shuttle UM and Senior Smart Cards for Metrorail, focus group participants at the community workshop indicated that reduced-price transportation services for seniors should be enhanced. To reduce the cost of transportation further, College Park could seek funding from outside sources, including private-sector sponsors and partners such as UMD, nonprofits, and churches.

Additional measures to reduce costs for residents may include promoting ride sharing through an app-based system or using a bulletin board-like approach and advocating for additional free bus service. Several Washington, DC-area jurisdictions are already providing free rides on their local bus networks: Alexandria's DASH has been fare-free for several months, and Montgomery County's Ride On system costs \$1.00. Other jurisdictions are evaluating the success of these fare-free programs.



## Transportation

### Objective 2.4

#### Improve the safety of bicycle lanes

Many approaches to increasing the safety of riding bicycles in traffic can be made. These include posting signs that bicycles may take an entire lane, painting bike symbols and sharrows on roads, and education for all users on safe riding in traffic.

## Transportation

### Objective 2.5

#### Improve the accessibility of public transportation

People would likely ride public transportation if it were easier for them to access. Providing shuttle service to major bus routes or Metro/Purple Line stops would help increase mobility, as would working with WMATA to ensure easier access to station platforms.

Bus and ride-share operators who interact with the elderly, non-English speakers and the mobility-impaired should be trained so they can better understand and guide those who may have difficulty communicating their needs.

Improved ramps, crosswalks, and signalization that make it easy to cross the street, bus shelters with seating, maps, and “next bus” displays would benefit everyone. People who use a wheelchair should have access to an on-demand service by a wheelchair-capable vehicle. There are private services that offer this, but at a high cost.

Bike lane in College Park  
Source: M-NCPPC

## Transportation Goal 3

### Increase information, education, and outreach

## Transportation

### Objective 3.1

#### Provide a multimodal transportation information clearinghouse

The region’s transportation system offers many modes of transportation, and these choices can make planning a trip challenging. A transportation resource center located within a senior resource center could help individuals plan routes.

WMATA and bus services provide trip planning services on their websites. Although there are apps that help with recommendations and provide information on frequency of service, the elderly may not be adept users of smartphones or have difficulty with their smaller screens.



## LIVABILITY INITIATIVE

# TRANSPORTATION

### VISION STATEMENT

A variety of convenient, low-cost, multimodal transportation options are available to residents and employees of College Park.

## GOAL 1

### Provide a variety of transportation options

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Improve the environment for walkability</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Number of feet of sidewalk added</li><li>• Number of street trees added</li></ul>	Add sidewalks where feasible	\$\$\$	S, M, L
	Improve walkability of trails	CS	M
	Add street trees to make walking cooler and more enjoyable	\$\$	M, L
	Add pedestrian-scale lighting	\$\$\$	L
<b>Improve transportation options for cyclists</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Length of dedicated bike lanes added</li></ul>	Add parking hubs for bike and scooter share programs	\$\$\$	M
	Improve bicycle trails for safety and connectivity	CS	M
	Add dedicated bicycle lanes	\$\$\$	L
	Publish a bicycle plan and safe riding instructions to show designated safe routes	CS	L

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

## GOAL 1 (continued)

### Provide a variety of transportation options

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Enhance frequency of bus transit service and destinations</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Change in frequency of midday bus service</li></ul>	Work with WMATA and The Bus for enhanced service	\$\$\$\$	L
	Make agreements for service with UMD shuttle and others	CS	S
	Install real-time transit information displays	\$\$\$\$	L
<b>Improve on-demand services</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• More services are added and used</li></ul>	Add more frequency and new eligible destinations	\$\$	S
	Increase responsiveness of staff and dispatchers	CS	S

## LIVABILITY INITIATIVE

# TRANSPORTATION

## GOAL 2

Enhance the existing multimodal environment

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Maintain sidewalks and improve their safety</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>Number of sidewalk segments installed or repaired</li></ul>	Install sidewalks where nonexistent or insufficient	\$\$\$	S, M, L
	Maintain sidewalks to eliminate bumps and cracks	\$\$	S
	Clear sidewalks promptly on snow days	CS	S
	Create a pedestrian safety campaign	CS	M
	Consider a road diet on major thoroughfares	\$\$	S
	Add crossing islands and curb extensions	\$\$	S
	Install clear directional signage with large lettering	\$	S, M
	Recalibrate traffic signals to extend pedestrian crossing time	CS	S
	Enforce crosswalk and speed laws	CS	S

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

## GOAL 2 (continued)

Enhance the existing multimodal environment

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Improve safety of bicycle lanes</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>Decrease in injuries and fatalities</li></ul>	Add dedicated bike lanes and sharrows	\$\$\$	M
	Educate pedestrians, bicyclists, and automobile drivers on respective rights and responsibilities	CS	S
<b>Reduce transit user costs</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>Increase in number of destinations available for free and reduced-price shuttles</li><li>Increase the number and availability of volunteer drivers</li></ul>	Pool funds from federal, state, local, and nonprofit sources to subsidize transportation for seniors	\$	M
	Advocate for free and reduced-cost bus service	\$	S

## LIVABILITY INITIATIVE

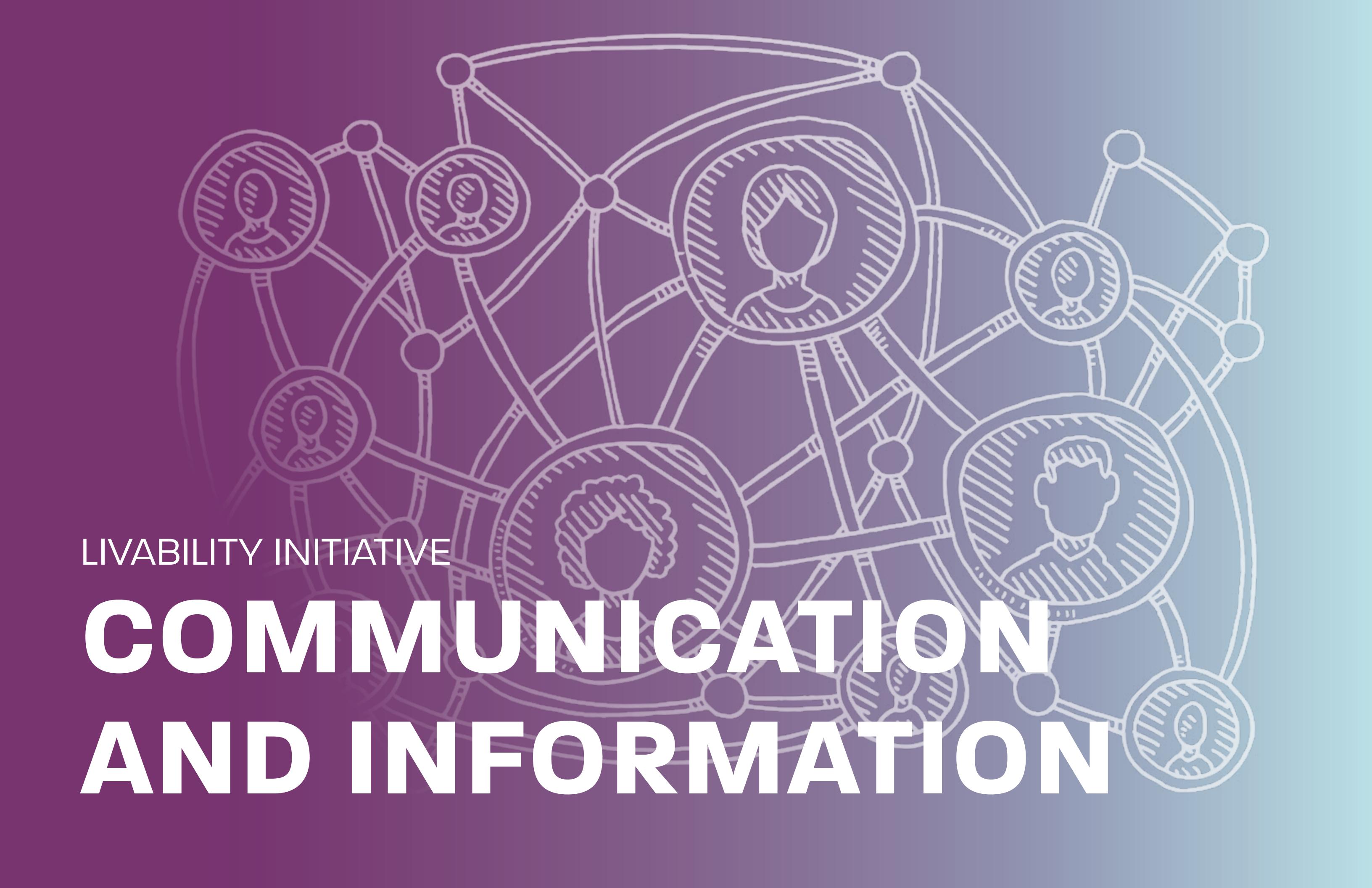
# TRANSPORTATION

GOAL 2 (continued)			
Enhance the existing multimodal environment			
OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Improve the accessibility of public transportation</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• More access to transit stations</li><li>• Number of drivers trained</li><li>• Greater ADA-compliant access</li></ul>	Provide non-automobile access to transit stations	\$\$\$	M, L
	Work with WMATA to provide easier access to station platforms	CS	M
	Provide ADA-compliant bus shelters, crosswalks, and ramps	\$\$	S, M
	Provide wheelchair accessible on-demand service	\$\$	M
	Provide driver education	\$\$	M

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

GOAL 3			
Increase information, education, and outreach			
OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Provide a single source of information on all modes of transportation</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Number of training sessions held</li><li>• Number of publications in a language other than English</li><li>• Number of annual outreach events</li></ul>	Create a Senior Resource Center to coordinate all the transportation modes	\$\$\$\$	L
	Provide training/information on how to use modes of public transportation	\$	S
	Publicize availability of UMD shuttle and the accessibility features of Metro	\$	M
	Create annual outreach events	\$	S
<b>Increase availability of information</b>  <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Non-English speaking residents are provided with information in multiple languages</li></ul>	Provide bilingual information	\$\$	S



LIVABILITY INITIATIVE

# COMMUNICATION AND INFORMATION



## VISION STATEMENT

People of all ages receive useful and timely communications from the City of College Park in a format that they can readily access. Communication among residents is facilitated.

## BACKGROUND

Through its Communications Manager, the City of College Park distributes information via social media, its cable channel, a monthly free newspaper, on its website, and subscriber emails. Only a small number of city residents subscribe to receive email notices.

Information about city services is available on the city's user-friendly website (<https://www.collegeparkmd.gov/>). Through participation in city committees, residents have opportunities to affect local decision-making, although virtual access during the COVID-19 pandemic has been challenging. It is relatively easy to access city staff and elected officials.

According to the 2020 US Census, 17.2 percent of city residents are Hispanic or Latino. Hispanics or Latinos represent the largest group of non-English speakers in the city, indicating a need to provide city communications in Spanish.

By city policy, no information about outside organizations is available through official city communications. The city does not operate its own email or text alert system but instead relies upon the Prince George's County alert system, which is restricted to County issues only.



## EXISTING CITY COMMUNICATIONS CHANNELS

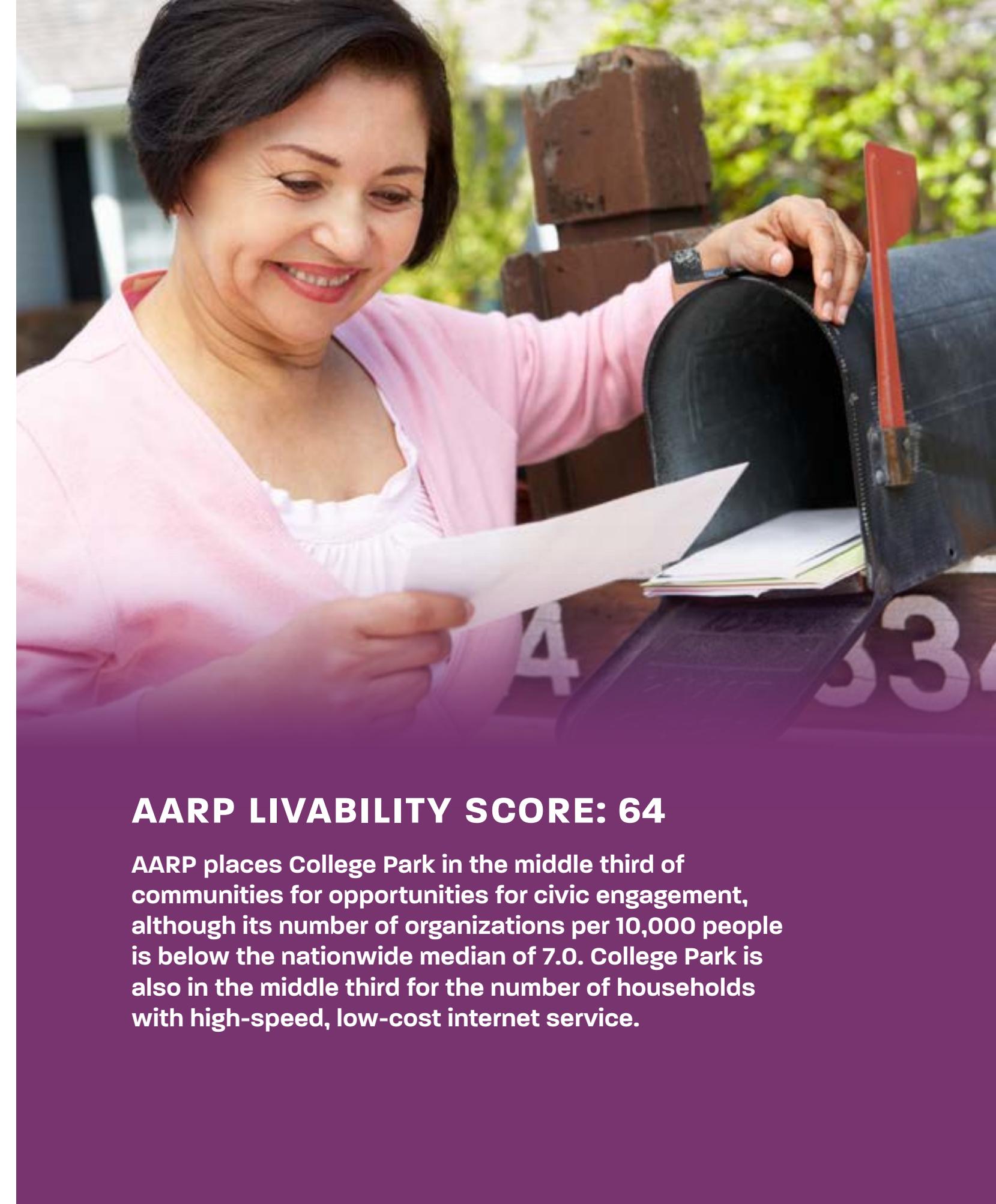
- City news is always available on the official website
- *Weekly Bulletin* newsletter emailed and available on the city's website
- *Municipal Scene* digital magazine published monthly the city's website
- *College Park Here and Now* nonprofit monthly newspaper
  - Each issue contains a four-page insert from city; a print edition is distributed at local businesses and on-campus locations; digital version available on <https://issuu.com/collegeparkhereandnow>
- *Resident Guide* published twice yearly; mailed to single family houses but not apartments
- Seniors newsletter by mail and website; only about 200 have opted to receive
- Social media: accounts managed by city's communications manager
- City cable channel
- Emails to residents by subscription; only a few thousand have opted in
- *Business Beat*
- College Park has created a dedicated webpage for its Age-Friendly Livable Community [www.collegeparkmd.gov/livablecommunity](http://www.collegeparkmd.gov/livablecommunity)

## OTHER EXISTING COMMUNICATION CHANNELS

- M-NCPPC's Prince George's County website offers extensive information on municipal services, events and government meetings (<https://www.princegeorgescountymd.gov/1644/Older-Adult-Services>)
- M-NCPPC's Department of Parks and Recreation website contains program brochures for winter, summer and fall, facilities pages and a Seniors page (<https://www.pgparks.com/903/Seniors>)
- College Park City-University Partnership publishes weekly e-newsletter to subscribers <https://collegeparkpartnership.org/>

## CHALLENGES

- Few residents have signed up for available email and hard-copy subscriptions
- The City of College Park does not use a text or email alert system
- Announcements from non-city organizations are prohibited
- City-generated emergency information is easily available to those living in senior housing, but not to seniors living in private dwellings



## AARP LIVABILITY SCORE: 64

**AARP places College Park in the middle third of communities for opportunities for civic engagement, although its number of organizations per 10,000 people is below the nationwide median of 7.0. College Park is also in the middle third for the number of households with high-speed, low-cost internet service.**

## **Communication and Information Goal 1**

Expand the reach of city publications

### **Communication and**

#### **Information Objective 1.1**

Make all city publications available in print format

Many city publications are available online only, and few residents have subscribed to email alerts when new editions are posted. Seniors may not have sufficient technological skills or equipment, and find it easier to access printed rather than electronic publications.

## **Communication and Information Goal 2**

Residents are informed of emergencies in a timely manner

### **Communication and**

#### **Information Objective 2.1**

Immediate outreach to residents for urgent information

Currently, only seniors residing in city-operated housing receive city-generated emergency messages. Alerts could include outdoor event cancellations due to inclement weather, notice of downed electrical lines and instructing residents to shelter-in-place.

## **Communication and Information Goal 3**

Provide monthly city government outreach to residents

### **Communication and**

#### **Information Objective 2.1**

Host a hybrid Town Hall meeting each month

Greater engagement can be achieved by hosting an interactive meeting in-person, online and broadcast via the city's TV-23 cable channel.

## **Communication and Information Goal 4**

Make information accessible to non-English speakers

### **Communication and**

#### **Information Objective 4.1**

Provide bilingual information

Although English is the primary language spoken by most residents in College Park, Spanish is the most prevalent foreign language spoken. Bilingual information would enable Spanish-speaking-only residents to access city information.

# COMMUNICATION AND INFORMATION

## VISION STATEMENT

People of all ages receive useful and timely communications from the City of College Park in a format that they can readily access. Communication among residents is facilitated.

## GOAL 1

### Expand the reach of city publications

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Make all city publications available in print format</b>	Print publications currently provided on website and by email	\$\$	M
<b>SMART Success measures</b>			
• Number of locations materials available, and number of items taken each quarter	Mail publications to appropriate households	\$\$	M
• Number of pieces mailed to households and/or businesses	Place city brochures, newsletters and notices at libraries, city buildings, places of worship, and other locations frequented by residents	\$	S
* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive. ** S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)			

## GOAL 2

### All residents should be informed of emergencies in a timely manner

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Immediate outreach to residents for urgent information</b>	Purchase a "Reverse 911" community alerting system (uses a database of telephone numbers associated with addresses; cell phone numbers can be solicited for voluntary inclusion when affiliated with an address)	\$\$\$	M
<b>SMART Success measures</b>			
• System research completed			
• Costs and funding identified			
• When system(s) implemented, number of users of each system			
Implement an emergency notification system to send texts to residents and businesses		\$\$\$	M

## GOAL 3

### Provide monthly city government outreach to residents

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Host a hybrid Town Hall meeting each month</b>	Allow residents to attend in person	\$	S
<b>SMART Success measures</b>			
• Number of participants, both in person and virtual			
• Analysis of participation for season, day of week, time of day, main topics	Enable virtual participation via the city's cable TV channel and streaming	CS	S



LIVABILITY INITIATIVE  
**COMMUNICATION AND INFORMATION**

**GOAL 4**

**Make information accessible to non-English speakers**

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Provide bilingual information</b> <b>SMART Success measures</b> <ul style="list-style-type: none"><li>• Number of residents opting into Spanish notifications</li><li>• Number of Spanish publication items delivered and/or taken</li><li>• Number of hits on Spanish-translated website</li></ul>	Create a parallel Spanish emergency notification system	\$\$	M
	Translate and print city brochures and publications in Spanish	\$\$\$	M
	Provide translation of the city website into Spanish	\$\$	S



LIVABILITY INITIATIVE

# SOCIAL PARTICIPATION



Pickleball at College Park Community Center  
Source: M-NCPCC, Parks Department, Claude Langley

## VISION STATEMENT

**College Park residents are provided with a variety of multicultural, multigenerational, and inclusive opportunities to be engaged, including social, educational, and volunteer activities.**

## BACKGROUND

Maintaining social contact with vulnerable individuals has been the City of College Park's priority, especially during the COVID-19 pandemic. The Department of Youth, Family and Senior Services and the Neighbors Helping Neighbors organization have reached out to seniors desiring phone calls and porch visits.

The pandemic has had a negative impact on social activities, including suspension of organized in-person gatherings and bus trips. Virtual gatherings have not been well-attended. However, some focus group participants reported that scheduled gatherings were inadequate for their needs prior to the pandemic. The City of College Park has recently hired a full-time events manager to help meet the need for additional gatherings.

Focus group participants are eager to have a drop-in facility. The city does not operate an indoor facility, and Prince George's County facilities are perceived as inadequate. The College Park Community Center–Youth Sports Complex has only a few recreational classes for seniors, and there is no County senior center in College Park. A new, city-owned senior center in the northern part of the city is desired by some residents. A planned multigenerational recreational facility at Prince George's Plaza may help to fulfill these needs.

Confusion about events being offered was expressed during the focus groups. The city should explore revising its current policy of excluding event announcements from outside organizations from its official publications.



Blind Judo Clinic at College Park Community Center  
Source: M-NCPCC, Parks Department, Claude Langley

## EXISTING CITY FACILITIES AND PROGRAMS

- Department of Youth, Family and Senior Services provides:
  - Transportation to medical, groceries, errands, etc.
  - Gatherings three times weekly, mainly educational presentations
  - Delivery of arts and other projects to homebound individuals
  - Virtual activities during the COVID-19 pandemic
  - Bus trips and tours—events are coordinated and tickets are sold, but post-pandemic transportation is not yet being provided
  - Personal calls and porch visits by staff during the pandemic, upon request
- Neighbors Helping Neighbors—College Park
  - 55+ or disabled eligible for services
  - Transportation to stores, medical appointments, religious service, etc.
  - Household chores, such as snow shoveling, grass mowing, small repairs
  - Home wellness check visits and/or calls

## ADDITIONAL EXISTING FACILITIES AND PROGRAMS

- M-NCPPC's College Park Aviation Museum has educational and volunteer opportunities
- Clarice Smith Performing Arts Center at the University of Maryland: performance attendance, volunteer usher opportunities
- Senior activities hosted by the Prince George's County Department of Parks and Recreation (DPR): hikes, shows, Club 300 walking club, monthly Senior Green Team does park projects
- College Park Arts Exchange: classes and events mostly online during the COVID-19 pandemic; with some classes resuming in person
- Community organizations: including Neighborhood Watch, Lions, Optimists, American Legion, Rotary, and civic associations

## CHALLENGES

- The COVID-19 pandemic has severely reduced organized social activities
- Some services are available only to lower-income households
- No coordinated place to obtain information about outside organization events



Project team members tour College Park at the kick-off meeting  
Source: Artemel & Associates, Inc.

## AARP LIVABILITY SCORE: 57

**College Park scores in the upper one-third of communities nationwide for cultural arts and entertainment, with 0.2 institutions per 10,000 people vs. the nationwide median of 0.1. While it also scores in the top third for equal opportunity, it scores in the lower third for economic opportunity, educational opportunity, and multigenerational communities.**

## Social Participation Goal 1

Connect residents to each other

### Social Participation

#### Objective 1.1

Provide neighborhood events to enhance local networks

City residents want to get to know their immediate neighbors. Neighborhood safety can be enhanced when neighbors recognize who belongs there—and who doesn't.

## Social Participation Goal 2

Offer an expanded range of social and educational events to residents

### Social Participation

#### Objective 2.1

Partner with nonprofit organizations to create events and educational opportunities

Many organizations are located within the city, from small service organizations such as Lions, Rotary and Optimists to larger entities such as the University of Maryland.

## Social Participation Goal 3

Increased awareness of continuing education and volunteer opportunities

### Social Participation

#### Objective 3.1

Create a clearinghouse for volunteer opportunities

This information resource will assist residents in finding opportunities for continuing education, workforce training (especially for seniors returning to the workforce) and volunteering.

Creation of a separate volunteer

### Social Participation

#### Objective 1.2

Create a place where residents can drop-in for informal activities and companionship by constructing a new community center



## LIVABILITY INITIATIVE

# SOCIAL PARTICIPATION

### VISION STATEMENT

College Park residents are provided with a variety of multicultural, multigenerational and inclusive opportunities to be engaged, including social, educational and volunteer activities.

## GOAL 1

### Connect residents to each other

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Provide neighborhood events to enhance local networks</b>	Recruit a volunteer committee to coordinate events and raise funds/sponsorships	CS	S
<b>SMART Success measures</b>			
• Number of events held and number of participants			
• Analysis of attendance for season, day of week, time of day			
• Number of volunteers and volunteer hours expended			
• Frequency of and attendance at drop-in sessions			
	Partner with neighborhood and civic associations to co-host fun events	\$	S
	Mayor/Council host morning coffee drop-in events at various restaurants	\$	S
	Encourage participation in existing neighborhood events, such as National Night Out	\$	S
* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.			
** S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)			

## GOAL 1 (continued)

### Connect residents to each other

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Construct a new community center in College Park</b>	As an interim solution, hold drop-in hours in borrowed space	\$	M
<b>SMART Success measures</b>			
• Frequency of and attendance at drop-in sessions	Analysis of drop-in center use	CS	M
	Study feasibility of new center	\$\$	M-L
	Fund the center in the city's CIP budget	\$\$\$\$	M-L
	Participate in available public engagement activities for design and programming of the center	\$\$	M-L

## LIVABILITY INITIATIVE

# SOCIAL PARTICIPATION

## GOAL 2

Provide monthly city government outreach to residents

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Partner with nonprofit organizations on events</b> <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• Number of events announced</li> <li>• Number of events where city assisted organizations</li> <li>• Number of volunteer award nominations</li> </ul>	Adopt a policy to allow city publication of non-city-sponsored event announcements	CS	S
	Assist organizations in curating events, such as recruiting interesting speakers	CS	S
	Establish an annual volunteer awards event for which organizations and residents can nominate individuals for outstanding community service; every nominee receives an award at the event	\$	M

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

## GOAL 3

Increase awareness of opportunities for volunteering

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Create a clearinghouse for volunteer opportunities</b> <b>SMART Success measures</b> <ul style="list-style-type: none"> <li>• Number of volunteers and number of volunteer hours expended</li> <li>• Number of opportunities listed</li> <li>• Number of web page hits and/or requests for information</li> </ul>	Recruit volunteers to research and create a database of opportunities, and begin to form an organization	\$\$	S-M
	Publish the database to the city website	\$	M
	Maintain current information in the database	\$	M-L



LIVABILITY INITIATIVE

# **HEALTH SERVICES AND COMMUNITY SUPPORT**



## VISION STATEMENT

Physical and mental health services, and recreational and wellness activities are effective, affordable, and accessible to College Park residents of all ages, abilities, and incomes.

## BACKGROUND

Residents of the City of College Park can access health services and community support through various city, County, and nonprofit agencies. While some Prince George's County offices within the Aging and Disabilities Services Division advertise comprehensive information available by phone, community focus group participants described the array of services provided by the many organizations as confusing.

Most medical care requires transportation, which the city provides free or at reduced price through Metro Access, Call-a-Cab, Uber and Lyft. Three senior buses owned by the city provide shuttle services by appointment to destinations inside and within seven miles outside the city. The Neighbors Helping Neighbors organization also provides transportation. There are several doctors' offices but only one urgent-care facility within the city. AARP reports 13 areas within the city have a shortage of healthcare professionals, up from 6 areas in 2015.

Wellness activities provided by the city are limited. Prince George's County operates the sole local indoor facility, the College Park Community Center-Youth Sports Complex, through its Department of Parks and Recreation. While the complex is open to all ages and has senior-only programs, focus group participants perceived this facility as oriented toward young people. Some focus group participants expressed interest in building a dedicated senior center at the city's Duvall Field property (9119 Rhode Island Avenue), which is currently undergoing renovation. A new community center could also be designed to include a wellness center for older adults.

Many services are available to those with lower incomes or living in senior housing. It is a challenge to provide services to those living in private homes or those whose income makes them ineligible.



## EXISTING CITY FACILITIES AND PROGRAMS

The Department of Youth, Family and Senior Services has trained staff and social workers and offers case management-focused assistance for lower-income seniors:

- Mental health
- Bilingual therapists
- Individual case management

### Department of Public Services

- Connects residents to resources for home-maintenance issues
- Referrals for hoarding issues
- Two outdoor ball fields
- 24/7 telephone hotline to report issues

## OTHER EXISTING FACILITIES AND PROGRAMS

### Prince George's County Department of Parks and Recreation

- College Park Community Center-Youth Sports Complex
- Hollywood Community Park has been used for outdoor movies
- Lake Artemesia area has multipurpose trails

### Prince George's County Department of Family Services, Aging and Disabilities Services

**Division: Aging in place: home rehabilitation, financial planning, caregiver support, health needs, transportation options, accessing local assistance**

- A list of dental clinics accepting insurance
- Health promotion, wellness, and self-management: workshops conducted by the Prince George's County Living Well program
- Long-term care: Senior Assisted Living Group Home Subsidy program, Ombudsman program, Personal Assistance program, Medicaid waiver assistance, Adult Public Guardianship program
- Nutrition services: There are currently no College Park location for congregate meals, but food delivery is provided through Meals on Wheels
- Senior employment: Center for Workforce Inclusion provides community college workforce training for lower-income seniors
- Volunteer services: Foster Grandparents, telephone reassurance program

### Prince George's County Police Department

- Community policing
- Adult Protective Services
- Law enforcement safety education

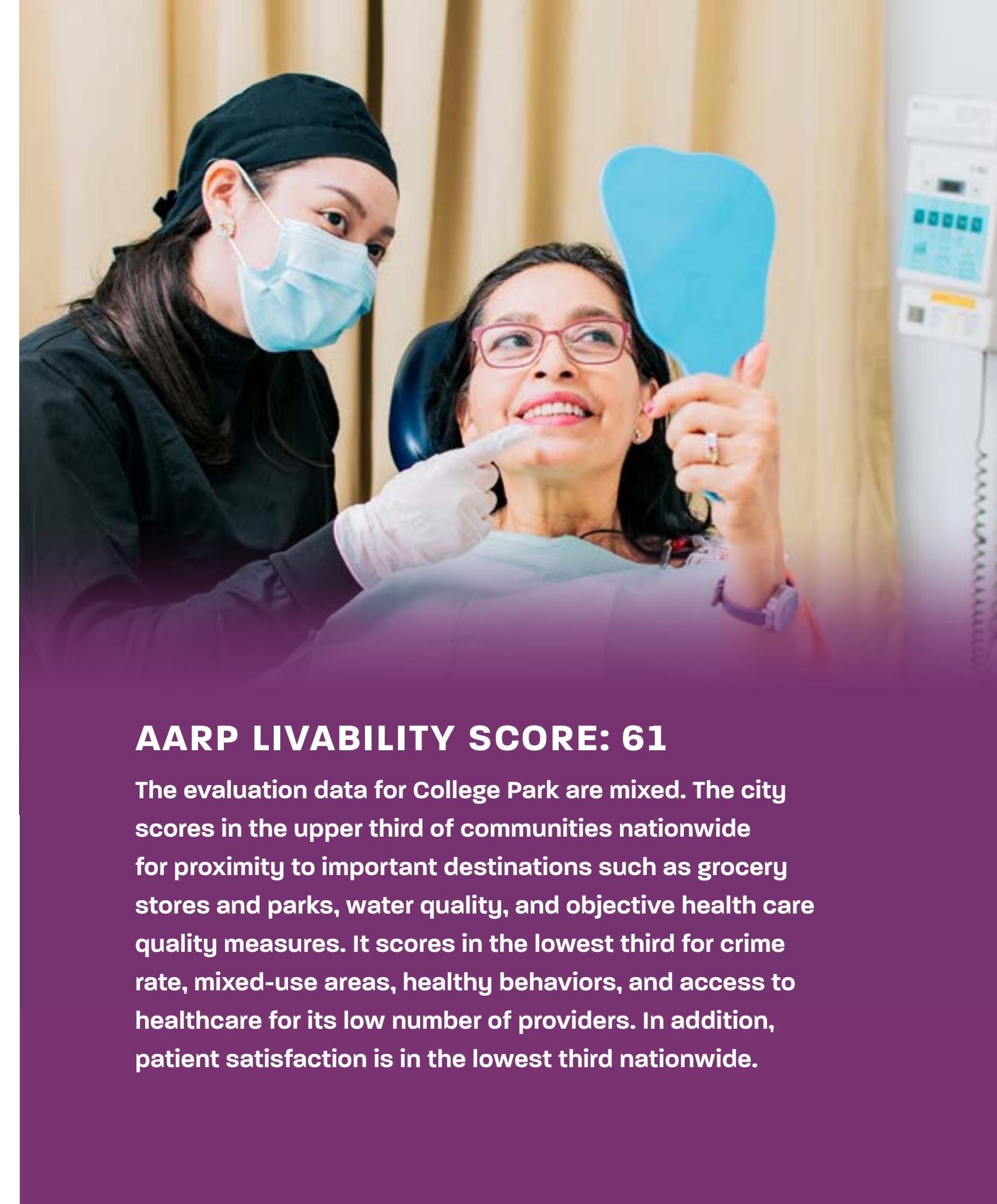
### University of Maryland

- Focus on walkability, public safety, student housing
- Small financial incentive for university staff to purchase homes locally
- "Golden ID" available for residents to take classes

### Express Healthcare:

- One urgent care facility is located at 4701 Melbourne Place
- No other urgent care facility within College Park city limits

### Community Legal Services of Prince George's County



## AARP LIVABILITY SCORE: 61

The evaluation data for College Park are mixed. The city scores in the upper third of communities nationwide for proximity to important destinations such as grocery stores and parks, water quality, and objective health care quality measures. It scores in the lowest third for crime rate, mixed-use areas, healthy behaviors, and access to healthcare for its low number of providers. In addition, patient satisfaction is in the lowest third nationwide.

## **Health Services and Community Support Goal 1**

Address senior isolation

### **Health Services and Community Support Objective 1.1**

Provide opportunities for individual contact and networking events

Isolated seniors can benefit from contacts made by volunteers. Recruiting volunteers has the potential to reduce staff workload, in addition to providing social opportunities for both the residents contacted and the volunteers themselves.

## **Health Services and Community Support Goal 2**

Provide more services to more residents at more income levels

### **Health Services and Community Support Objective 2.1**

Expand eligibility for health and support services

The eligibility for many services is often narrowly defined by the specific program that provides them. Such services in Prince George's County include long-term care programs such as Community First Choice, Money Follows the Person (MFP), senior care, and group home subsidies.

Home renovation assistance is also limited by income eligibility, which the city may be able to expand to a certain degree through its partnership with Habitat for Humanity. Expanding the eligibility to cover different parts of the population will require additional budgetary resources.

## **Health Services and Community Support Goal 3**

Enhance the nutritional status of residents

### **Health Services and Community Support Objective 3.1**

Establish community meals program

In addition to Meals on Wheels, congregate meals would provide both nutrition and social opportunities to those who have the means and ability to access them. Costs may be defrayed by soliciting sponsors and by offering a sliding fee scale.

### **Health Services and Community Support Objective 3.2**

Expand the community garden program

Plots in community gardens are leased to city residents annually. The use of the two community gardens in Hollywood and Old Town should be periodically evaluated, and enlargements or an additional locations should be planned if needed.

The possibility should be explored of locating new community gardens near schools so that students could participate.

## **Health Services and Community Support Goal 4**

Increase recreational opportunities

### **Health Services and Community Support Objective 4.1**

Construct a new community center

Residents have expressed a desire for a new community center. The center could incorporate a wellness component to enhance the physical, mental, and emotional health and well-being of older adults, foster positive health choices, and provide nutrition, health, and activity education in an individual or group setting. A proposed multi-generational facility at Prince George's Plaza will fulfill many of these needs. The facility is proposed to be funded at \$125 million in the FY23 CIP, and would be constructed on the existing and adjacent sites (6600-6700 Adelphi Road, Hyattsville).

In the interim, before a new community center could be constructed, installation of outdoor fitness equipment may be explored.

### **Health Services and Community Support Objective 4.2**

Provide services at UMD

Residents desire more hours of dedicated access to UMD facilities and access to UMD fitness classes.

# LIVABILITY INITIATIVE

## HEALTH SERVICES AND COMMUNITY SUPPORT

### VISION STATEMENT

Physical and mental health services, and recreational and wellness activities, are effective, affordable, and accessible to College Park residents of all ages, abilities and incomes.

### GOAL 1

#### Address senior isolation

OBJECTIVE	ACTION ITEM	BUDGET	TIMELINE**
<b>Provide opportunities for individual contact and networking events</b>	Organize a volunteer committee to reach out to vulnerable residents	CS	S
<b>SMART Success measures</b>	Host regular drop-in hours at a borrowed space	\$	S
	Return to pre-pandemic events schedule	CS	M
	Partner on new events with organizations such as Lions and Optimists	\$\$	S

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

### GOAL 2

#### Provide more services to more residents at more income levels

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Expand eligibility for health and support services</b>	Advocate for expansion of services provided by Prince George's County agencies	CS	S, M, L
<b>SMART Success measures</b>	<ul style="list-style-type: none"> <li>How many services were expanded</li> <li>How many additional residents were served by city and/or County agencies</li> </ul>	\$\$\$	M, L

# LIVABILITY INITIATIVE

## HEALTH SERVICES AND COMMUNITY SUPPORT

### GOAL 3

Enhance the nutritional status of residents

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Establish community meals program</b>			
<b>SMART Success measures</b>	Host congregate meals regularly (in addition to Meals-On-Wheels)	\$\$	S-M
• Number of sponsors recruited and amount of funds raised			
• Number of meals hosted and number of attendees			
• Analysis of attendance for season, day of week, menu	Identify locations, perhaps co-located with a school	\$\$	S-M-L
• Positive/negative feedback from meal attendees			
<b>Expand the community garden program</b>			
<b>SMART Success measures</b>	Design and build gardens, including a water source	\$\$	S-M-L
• Number of volunteers participating			
• Number of garden plots created			
• Number of garden plots leased	Recruit volunteers and lease plots	\$\$	S-M-L
• Quantity of produce harvested			

\* CS = City staff time for research and planning. \$ to \$\$\$\$\$ = least to most expensive.

\*\* S = Short-Term (1-2 years). M = Medium-Term (3-5 years). L = Long-Term (5 years+)

### GOAL 4

Increase recreational opportunities

OBJECTIVE	ACTION ITEMS	BUDGET	TIMELINE**
<b>Provide services at UMD and a new community center</b>	More UMD options for seniors to use recreational facilities	CS	S
<b>SMART Success measures</b>			
• Quantify UMD facilities made available and number of residents participating			
• Identify funding for outdoor fitness gym (grants, donations, partnerships, general fund, capital fund)	Install a gym (such as Greenfields Outdoor Fitness) for seniors on city property	\$\$\$\$	M
• Study feasibility of a new community center			
• Identify potential community center funding			
• Program community center funding in the city's long-term capital improvement plan (CIP)	Construct a new community center with wellness component	\$\$\$\$	L



# PRIORITY ACTION ITEMS



The matrix provides a summary list of several action items including identification of the lead agency, order of magnitude, budget, and timeframe. These are the areas on which to focus as the Seniors Committee and the City of College Park work to implement the Age-Friendly Action Plan, recruit volunteers, disseminate information, and identify and obtain funding.

## Priority Actions

Strategic Priority Areas	Recommended Action	Lead*	Budget Impact**	Potential Partners	Time***
<b>Housing</b>	Increase funding for the CPC-UP Housing Trust Fund	CPC-UP	\$\$\$\$\$ (\$3M)	University, HIP	Immediate
	Expand the Home Maintenance program	City Council	\$\$\$	Housing Initiative Partnership (HIP)	S
<b>Transportation</b>	Install and maintain sidewalks from residential areas to commercial streets and destinations	College Park Public Works	Can be fixed annual amount over several years	Prince George's County DPW&T	Annual program of selected improvements
	Recruit volunteer drivers to provide last mile services	Seniors Committee and YFSS	Staff time	Community nonprofits and churches	Year 1 and onward
<b>Communication and Information</b>	Translate all city brochures and newsletters to Spanish	CS	\$\$\$	N/A	M
	Host hybrid town hall meetings	CS	Minimal	N/A	S
<b>Social Participation</b>	Partner with neighborhoods and civic associations to host events	CS, Seniors Committee	\$	Civic Associations	S
	Adopt a policy to allow announcements of outside organization events	CS, Mayor and Council	Minimal	Local organizations	S
<b>Health Services and Community</b>	Organize volunteer outreach committee to address senior isolation	CS, Seniors Committee	Minimal	N/A	S
	Borrow space for drop in hours	CS	\$\$	Places of worship	S

\* CS = City staff time for research and planning. YFSS = Dept of Youth, Families, and Senior Services.

\*\* \$ to \$\$\$\$\$ = least to most expensive.

\*\*\* S = Short-Term = 1-2 years. M = Medium-Term = 3-5 years.

## ORGANIZING FOR IMPLEMENTATION

Implementation strategies can build on and complement the City of College Park's FY23 Strategic Plan Objectives and Key Results (OKRs). For example, OKR#6 states that College Park will be a welcoming and inclusive community, and lists potential actions, including the establishment of a volunteer database, diverse events throughout the city, communicating initiatives, and micro-grants for neighborhood events. OKR#8 calls for developing policies and programs to help residents remain in the city, and includes potential subsidization of home retrofits for seniors.

The Seniors Committee and the City of College Park will play a key role in further research necessary to realize the goals of this plan, including identifying potential partners, identifying resources, and obtaining funding including grants, sponsorships and in-kind donations. There are also roles for city departments and other organizations such as the University of Maryland, Prince George's County Planning Department, the Department of Parks and Recreation, nonprofit social services organizations, housing service providers, places of worship, and other potential partners and sponsors. The Seniors Committee will also need to recruit volunteers to help with certain actions

and programs, including volunteer drivers, housing coordinators, arts activators, recreational instructors, musicians, lecturers, tour guides, bicycle enthusiasts, and many other representatives of interest groups. They can volunteer their expertise, teach classes, help pick up and drive elderly residents, or organize social events. An effective way to obtain volunteers is at community-wide events, such as a festival or fair where the Seniors Committee can host a table and provide information.

The Committee will need to track SMART Success measures, work with the College Park City Council and city manager to get projects funded in the annual Budget and Capital Improvement Program, and forge partnerships. Tracking transparency can be enhanced by posting on the city's website created for this project:

[https://www.collegeparkmd.gov/325/  
Livable-Community](https://www.collegeparkmd.gov/325/Livable-Community)

This is an ambitious program; fortunately, there are guidance resources available, either at AARP or by tracking what is being done by other communities around the country. That is the benefit of belonging to the network—to learn from others and emulate their best practices.

## POTENTIAL PARTNER ORGANIZATIONS

Policy partners may be working on some of the same or similar livability goals.

- University of Maryland Office of Community Engagement, Clarice Smith Center for Performing Arts
- St. Andrew's Episcopal Church
- College Park City-University Partnership
- Neighbors Helping Neighbors—College Park
- Housing Initiative Partnership
- M-NCPPC's College Park Aviation Museum
- College Park Arts Exchange
- Habitat for Humanity-Metro Maryland
- M-NCPPC Department of Parks and Recreation





# ACKNOWLEDGMENTS



Project team members tour College Park at the kick-off meeting  
Source: Artemel & Associates, Inc.

# Acknowledgments

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# APPENDICES



# Project Methodology & Engagement

## Development of the Action Plan

The Action Plan draws on the preceding objectives and on the efforts of other communities that prepared Action Plans. The team reviewed several Action Plans from other communities including Princeton, New Jersey, Hyattsville, Maryland, Montgomery County, Maryland, and Alexandria, Virginia.

The Action Plan was prepared in conjunction with the College Park Seniors Committee and the City of College Park.

The kickoff meeting for the College Park Age-Friendly Community Action Plan took place on August 23, 2021 and included a tour of College Park hosted by the College Park Seniors Committee. The driving tour served to introduce Seniors Committee members to the consultant team. The tour included stops at several key locations in College Park identified by the Seniors Committee:

- M-NCPPC's College Park Aviation Museum College Park Aviation Museum
- The Clarice Smith Center for the Performing Arts
- Attack Towers subsidized senior housing building
- Hollywood Commercial District
- Lake Artemesia

## Focus Groups

The Seniors Committee identified focus group participants for the consultant team and conducted two virtual focus groups on October 18 and November 17, 2021. The focus groups helped identify where the greatest needs were to help seniors remain in their community as they aged and to identify potential partners for implementation.

## Livability Asset Inventory

The next step was an analysis of the community's assets, which included a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. The analysis drew on the preceding focus groups and a series of individual interviews conducted by the consultant team.

## Community Outreach

On March 14, 2022, M-NCPPC Community Planning Division staff, and the Artemel & Associates consultant team, with the assistance of the City of College Park staff conducted a virtual visioning workshop. The purpose of the meeting was twofold: to inform College Park community members of the project's status, and to gather input vital to developing the AARP Age-Friendly Action Plan.

Forty-seven residents participated in the workshop. Interpreters and Spanish-speaking facilitators led a concurrent Spanish meeting. After a presentation about the project, participants were randomly placed into smaller groups which were facilitated by a member of the consultant team and an M-NCPPC or city staff member. Participants were asked to comment on a pre-prepared vision statement and goals for each of the five elements of the project, and on an overall age-friendly mission statement. A web-based MURAL board was utilized for this part of the workshop; the board was subsequently posted to the project websites for three weeks for further input from residents.

Concerns expressed by workshop participants and comments received subsequently through the project websites, as well as priority goals derived from the input provided are discussed in this report.

Project team members tour College Park at the kick-off meeting  
Source: Artemel & Associates, Inc.



# Resources

## General

- City of College Park: <https://www.collegeparkmd.gov/>
- Prince George's County Planning Department <https://www.mncppc.org/166/Planning-Department>
- Prince George's County: <https://www.princegeorgescountymd.gov/>
- Prince George's County Aging and Disabilities Services Division: <https://www.princegeorgescountymd.gov/1644/Older-Adult-Services> - all department services may also be accessed by phone at 301-265-8450
- AARP Livability Index for College Park: <https://livabilityindex.aarp.org/search/College%20Park,%20Maryland,%20United%20States>
- US Census Bureau, American Community Survey: <https://www.census.gov/data/developers/data-sets/acs-5year.html>
- College Park City-University Partnership: <https://collegeparkpartnership.org/>
- College Park Department of Youth, Family and Senior Services: <https://www.collegeparkmd.gov/175/Youth-Family-Senior-Services>
- College Park Department of Public Works: <https://www.collegeparkmd.gov/167/Public-Works>
- Neighbors Helping Neighbors: <https://www.nhn-cp.org/>
- Americans with Disabilities Act: <https://www.ada.gov/>
- University of Maryland, Office of Community Engagement: <https://oce.umd.edu/>
- Prince George's County Redevelopment Authority, Pathway to Purchase program: <https://www.princegeorgescountymd.gov/2598/Pathway-to-Purchase>
- College Park New Neighbor Homeownership Grant Program: <https://www.collegeparkmd.gov/DocumentCenter/View/371/Homeownership-Grant-and-Application-2018?bidId=>
- Maryland Community Legacy Grant program: <https://dhcd.maryland.gov/Communities/Pages/programs/CL.aspx>
- PGAtlas: <https://www.pgatlas.com/>

## Housing

- Housing Initiative Partnership (HIP): <https://hiphomes.org/>
- Habitat for Humanity, Metro Maryland: <https://habitatmm.org/>
- Maryland Department of Housing and Community Development: <https://mmp.maryland.gov/Pages/Downpayment.aspx>
- Missing Middle Housing: <https://missingmiddlehousing.com/>
- AARP Future of Housing: <https://futureofhousing.aarp.org/>

## Transportation

- City of College Park Complete and Green Streets Plan: [https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item\\_id=385&Category\\_id=1](https://www.mncppcapps.org/planning/publications/BookDetail.cfm?item_id=385&Category_id=1) <https://smartgrowthamerica.org/resources/complete-and-green-streets/>
- Vision Zero: <https://visionzeronetwork.org/>
- Washington Metropolitan Area Transit Authority (WMATA): <https://www.wmata.com/>
- TheBus: <https://www.princegeorgescountymd.gov/1120/Countys-TheBus>

## Communications and Information

- College Park Here and Now: <https://issuu.com/search?q=college%20park%20here%20and%20now>
- Prince George's County Department of Parks and Recreation Senior Services: <https://www.pgarks.com/906/Senior-Activity-Centers>

## Social Participation

- College Park Community Center – Youth Sports Complex: <https://www.pgarks.com/4510/College-Park-Community-Center-Youth-Spor>
- College Park Aviation Museum: <https://www.mncppc.org/1593/College-Park-Aviation-Museum>
- Clarice Smith Performing Arts Center: <https://theclarice.umd.edu/>
- Prince George's County Department of Parks and Recreation Senior Activities: <https://www.mncppc.org/903/Seniors>
- College Park Arts Exchange: <https://cpae.org/arts/>

## Health Services and Community Support

- Prince George's County Aging-in-Place resources: <https://www.princegeorgescountymd.gov/2147/Aging-in-Place>
- Prince George's County Living Well program: <https://www.princegeorgescountymd.gov/2462/Health-Promotion-Wellness>
- Meals on Wheels: <https://www.mealsonwheelsofcollegepark.org/>
- Center for Workforce Inclusion: <https://www.centerforworkforceinclusion.org/>
- Foster Grandparents: <https://djs.maryland.gov/Pages/Foster-Grandparent.aspx>
- Adult Protective Services: <https://www.princegeorgescountymd.gov/1642/Adult-Resources>
- Community Legal Services of Prince George's County: <https://www.clspgc.org/>
- Express Healthcare, College Park: <https://expresshealthcaredc.com/>



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