

Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan

Appendix C

Community Engagement Summary

Community Engagement Summary

Public participation is an essential element in the preparation of successful comprehensive sector plan. The public and key stakeholders, such as elected and appointed officials, property owners, business owners, community leaders, students, and workers provide on-the-ground eyes and ears that can identify key issues of importance, critical feedback on the feasibility or desirability of plan recommendations, and support for plan approval and implementation.

Section 27-643 of the prior Zoning Ordinance (this plan was initiated under the prior Zoning Ordinance) required submittal of a public participation program for District Council review and approval. The approved public participation plan for the Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan included the use of traditional and electronic media to quickly gather and disseminate information, interviews with key stakeholders and partner agencies, a field office presence, surveys, and briefings to decision-makers. However, in response to the impacts of COVID-19, the project team quickly modified the public participation program to an all-virtual planning process.

The planning and public outreach process for the Adelphi Road-UMGC-UMD Purple Line Station Area Sector Plan was designed to obtain and respond to detailed comments from as many area stakeholders as possible. Target groups included the City of College Park, the University of Maryland, community leaders, residents, property owners, land developers, elected officials, and public agencies. The team used several techniques to ensure adequate feedback.

Virtual Listening Sessions

Between December 1, 2020, and February 11, 2021, the project team invited key stakeholders to participate in one-on-one or small-group Stakeholder Virtual Listening Sessions. Key stakeholders included major property owners, homeowners' association representatives, municipalities, elected officials, agencies, developers, university officials, and advocacy groups. The goal of these sessions was to introduce the project and gather initial feedback on the existing issues and future needs of the sector plan area. Staff successfully conducted 16 virtual listening sessions using Microsoft Teams. Nine of these sessions were held in conjunction with the West Hyattsville-Queens Chapel Sector Plan team (due to the proximity of the two plans). A list of questions to be asked of

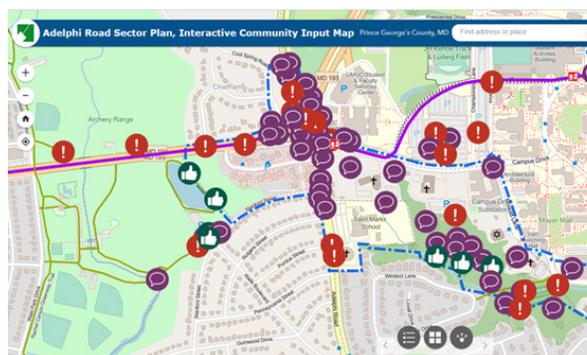
stakeholders and slides presenting an overview of the project were shared with stakeholders in advance.

Virtual Kickoff Meeting

On Wednesday, December 8, 2020, the project team conducted a Virtual Kickoff Meeting, to introduce the sector plan, its rationale, and the plan process and schedule to the community, as well as to solicit community feedback and answer initial questions. 650 postcards, which included a Quick Response (QR) code to the event registration link, were mailed to the community in advance of the meeting. About 140 community members participated in this event.

Online Community Survey

The Online Community Survey was open to the public, hosted on the project webpage, and marketed through social media platforms, County newsletters, and email blasts for 30 days. The survey closed to responses on January 9, 2021. There were 138 unique survey respondents. However, not all respondents answered all the survey questions. Responses were tabulated using the survey software program. Responses to open-ended questions were sorted by the project team.



Online Interactive Community Input Map

Staff developed an Interactive Community Input map using ESRI's ArcGIS Online (AGOL) platform.

Staff opened the map for community input between December 9, 2020, and January 8, 2021. The community was asked what they liked most about the area, what could be improved, and what types of amenities they would like to see in the next two



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The Public Participation Program featured many avenues for the public to engage with the project team. Bilingual outreach materials encouraged participation in meetings, surveys, office hours, and more.

decades. Participants added pins with comments on locations within the Sector Plan area and the adjacent areas. Staff downloaded the comments and summarized them both quantitatively and qualitatively to identify issues and community needs. Comments were classified under the major themes of Plan 2035 Elements and then further sub-classified under specific issues. These themes were used to create visualization maps for the major themes.

Virtual Community Visioning Workshop

The project team led the community through a Virtual Community Visioning Workshop on Thursday, April 15, 2021, to help define the vision for the future of the Sector Plan area. Project team staff and consultant partners facilitated conversation using multiple discussion rooms and the use of MURAL, a digital visual collaboration tool. 650 postcards, which included a Quick Response (QR) code to the event registration link, were mailed to the community in advance of the meeting. About 50 community members participated in this event.

Virtual Briefings to Boards/ Committees

Staff met virtually with the Town of University Park Development Review Committee on May 13, 2021, transmitting information on the plan and fielding the committee's questions.

Virtual Community Scenario Planning Workshop

The project team prepared multiple development scenarios based on analysis of the real estate market in the Sector Plan area. At the Virtual Community Scenario Planning Workshop on Thursday, June 3, 2021, the project team presented these scenarios to the community and solicited comments and feedback from over 50 community members who attended the workshop. 1,193 postcards, which included a Quick Response (QR) code to the event registration link, were mailed to the community in advance of the meeting.

Online Public Comments on Plan Documents

Staff sought and received public comment on the Vision and Goals Working Draft, which was a byproduct of the Community Visioning Workshop. Staff also sought and received comments on the multiple plan concepts presented to the public as part of the Scenario Planning Workshop. Both documents were posted on the team's Konveio page, each for one week. Public comments were read and discussed by the project team. Consideration of these public comments were included in the Sector Plan recommendations, whenever possible.

Virtual Office Hours

Staff met one-on-one with stakeholders to answer specific questions about the plan and receive input. Stakeholders included residents, property owners, advocacy groups, and other key stakeholders.

