

County Council of Howard County, Maryland

2019 Legislative Session

Legislative day # 12

RESOLUTION NO. 134 - 2019

Introduced by: Opel Jones

A **RESOLUTION** calling on those offering homes for sale or rent in Howard County to omit references to schools and school ~~zones~~ districts in certain advertising.

Introduced and read first time on October 7, 2019.

By order

Diane A. Jones

Diane Schwartz Jones, Administrator to the County Council

Read for a second time and a public hearing held on October 21, 2019.

By order

Diane A. Jones

Diane Schwartz Jones, Administrator to the County Council

This Resolution was read the third time and was Adopted __, Adopted with amendments , Failed __, Withdrawn __ by the County Council on November 4, 2019.

Certified by

Diane A. Jones

Diane Schwartz Jones, Administrator to the County Council

1 **WHEREAS**, Howard County is based upon values in which people of great diversity come together to
2 support and ~~encourage~~ enrich the growth of various cultures thus ~~enriching~~ enhancing
3 community vibrancy, and

4 **WHEREAS**, ~~Targeting Marketing~~ home sales and/or leases to ~~specific groups of people~~ potential home
5 buyers and/or leases may cause grouping of residents ~~by ranging characteristics~~, causing an
6 unwanted separation of people living in the various regions of the County, and

7 **WHEREAS**, The Howard County Public School System prides itself on being able to educate all
8 children in all schools with more than adequate resources leading to success, and

9 **WHEREAS**, Identifying schools on the basis of their rankings and using these differences to sell homes
10 creates the false perception that certain ~~areas~~ school districts of the County are better in which
11 to live than others, simply because of the comparisons of performance between schools, and

12 **WHEREAS**, Some ~~residents~~ potential buyers and/or renters ~~that are in the home-buying process~~ seek to
13 live in an area in which the school district is desirable, either because of concerns about
14 providing a quality education to their children or because of concerns about property values,
15 and

16 **WHEREAS**, Quality education is a value that Howard County prioritizes in each of its schools, clearly
17 demonstrated by the County's budget allocations, therefore it is ~~unethical~~ misleading to
18 advertise home sales in a way that could potentially promote one Howard County Public School
19 as superior to another, and

20 **WHEREAS**, Howard County Public Schools are currently ranked number one in the State and,
21 according to the Maryland State Department of Education (MSDE), Howard County Public
22 School students graduate at higher rates than their peers across Maryland, and

23 **WHEREAS**, The 92 percent graduation rate for the Howard County Public School System (HCPSS)
24 Class of 2018 exceeds the state average of 87 percent by 5 percentage points and remains the

1 highest among the six Maryland school systems having enrollment of more than 50,000
2 students.

3 **NOW, THEREFORE, BE IT RESOLVED** by the County Council of Howard County, Maryland this
4 4th day of November, 2019, that the County Council finds that the practice of
5 including school ~~attendance~~ district areas when advertising homes is ~~unethical~~ misleading and
6 calls upon real estate agents, builders and developers, property managers, private homeowners,
7 lending institutions, and others advertising homes for sale or rent in Howard County to
8 eliminate immediately all references to schools, ~~school districts, and school attendance~~
9 ~~boundaries~~ and school districts on directional and promotional signs.