



03

PEOPLE AND NEIGHBORHOOD PLANNING PROCESS



Hagerstown downtown
Source: Gateway Mavens

HUD SITE VISIT AGENDA

8.30-9.00AM

01. Introduction & Orientation

9.00-10.25AM

02. Bus Tour of the City and Neighborhood

BREAK

10.30AM-12.00PM

03. People + Neighborhood Planning Process

LUNCH

1.00PM-1.45PM

04. Housing Planning Process

BREAK

2.00PM-2.30PM

05. Wrap-up Conference



PEOPLE + NEIGHBORHOOD PLANNING PROCESS

PEOPLE + NEIGHBORHOOD CO-CHAIRS

CO-CHAIRS

Dianne Rudisill, Hagerstown Housing Authority

Rachel Paul, City of Hagerstown

Margi Joe, City of Hagerstown

SUBCOMMITTEE CHAIRS

Transportation: Community Action Council

Employment: Western Maryland Consortium

Public Safety: Hagerstown Police Department, Hagerstown Housing Authority

Health: Washington County Health Department, Community Free Clinic

Youth Services: Boys and Girls Club

Early Education/K-12: Washington County Head Start, Washington County Board of Education

Downtown/Economic Development: City of Hagerstown



Hagerstown City Park
Source: City of Hagerstown

PEOPLE + NEIGHBORHOOD PLANNING PROCESS

OUR PARTNERS

GRANTEE

Housing Authority of Hagerstown

CO-GRANTEE

City of Hagerstown

CONSULTANT TEAM

WRT

PEOPLE + NEIGHBORHOOD TASK FORCES

Co-Chair: HHA

Co-Chair: City of Hagerstown

Subcommittee Chair, Transportation: Community Action Council

Subcommittee Chair, Employment: Western Maryland Consortium

Subcommittee Chair, Public Safety: Hagerstown Police Department, Hagerstown Housing Authority

Subcommittee Chair, Health: Washington County Health Department, Community Free Clinic

Subcommittee Chair, Youth Services: Boys and Girls Club of Washington County

Subcommittee Chair, Early Education/K-12: Washington County Head Start, Washington County Board of Education

Subcommittee Chair, Downtown and Economic Development: City of Hagerstown

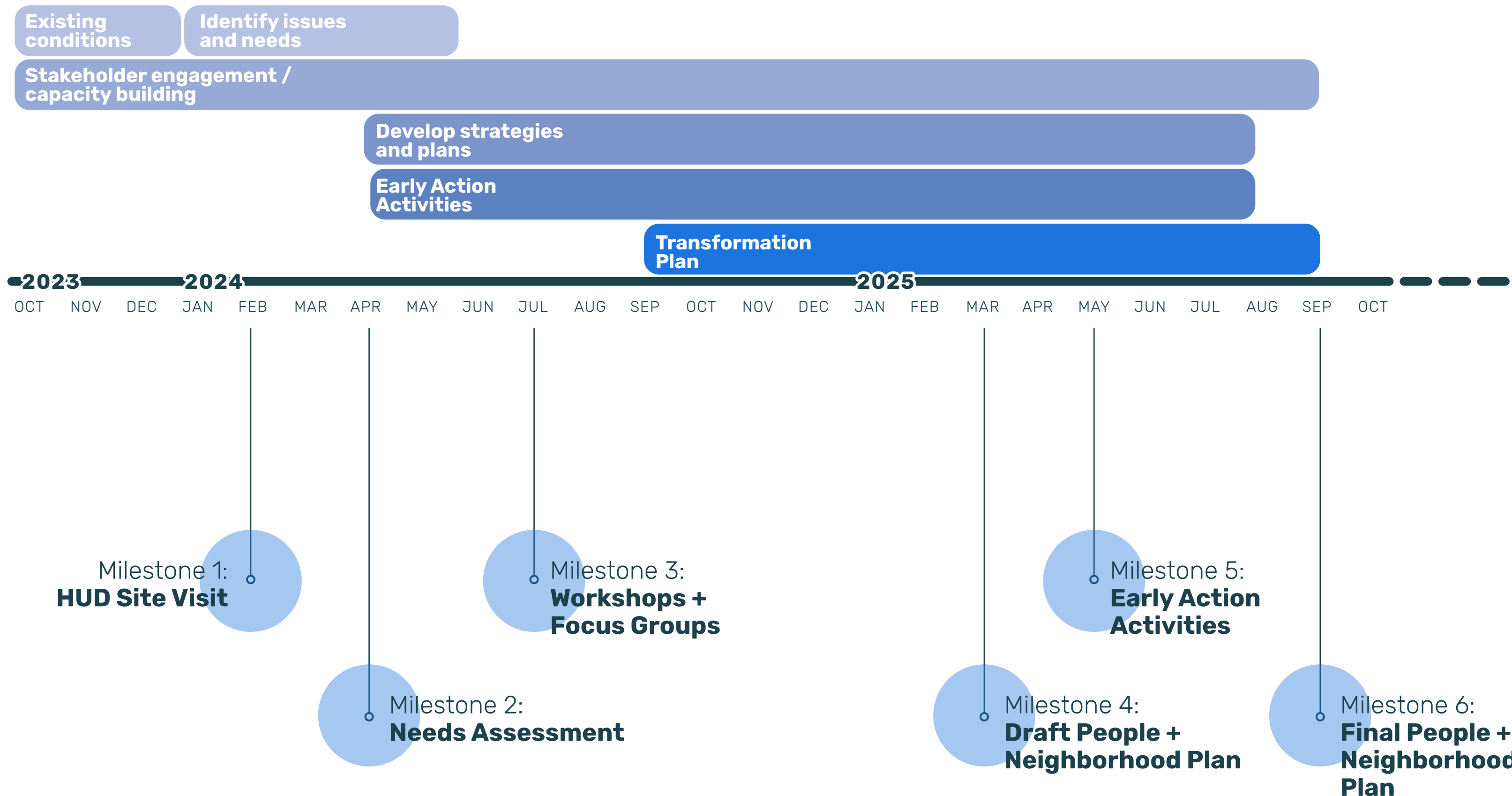
Bester Community of Hope
Big Brother's Big Sister's Mentoring
Board of Education of Washington County
Brooks House
Brothers United Who Dare to Care
Calvary Temple Apostolic Church
Cameo House
CASA
Chamber of Commerce
Chamber of Commerce - Spanish 4 All
Chamber of Commerce - Tele Plus
Children In Need
Christ's Reformed Church
Crystal's Closet Outreach Ministries
Dad's Connection
Division of Rehabilitation Services (DORS)
Easterseals
Ebenezer AME Church
Greater Hagerstown
Hagerstown Community College
Horizon Goodwill
Innovative Therapeutic Services
John Wesley Preschool
Judy Center

Kings Apostle Holy Church
Lifehouse Church
Meditation First
Meritus Health
Office of Consumer Advocacy - Soul Haven
Potomac Case Management
Robert W Johnson Community Center
Second Christian Church
South Hagerstown High School
The HUB at USMH
The Judy Center
Tribe Cold Press
United Way of Washington County
University of Maryland Extension
Valor Excel
Washington County Library
Washington County One Stop Job Center
Washington County DSS
Washington County Department of Business and Economic Development
Washington County Department of Commerce
Washington County Public Schools
Zion Baptist Church



PEOPLE + NEIGHBORHOOD PLANNING PROCESS

PLANNING TIMELINE + RESPONSIBILITIES

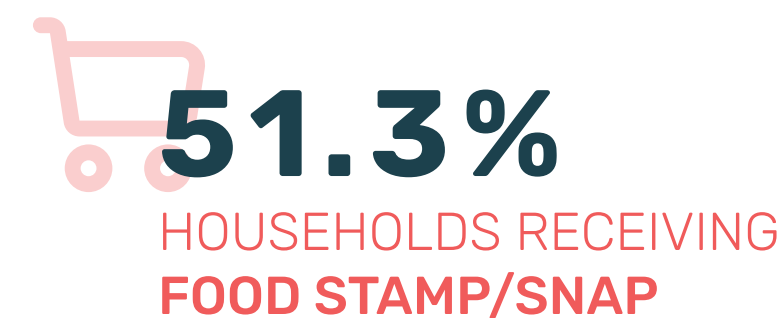
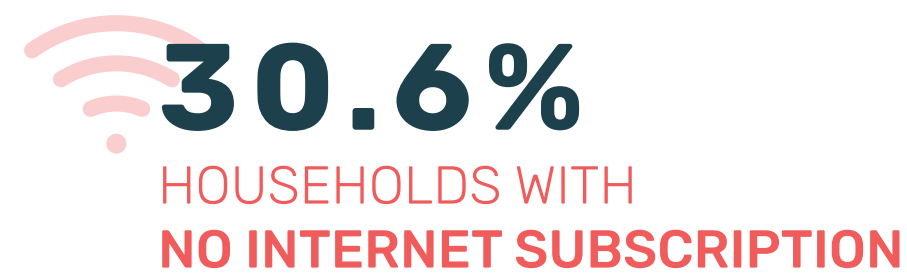
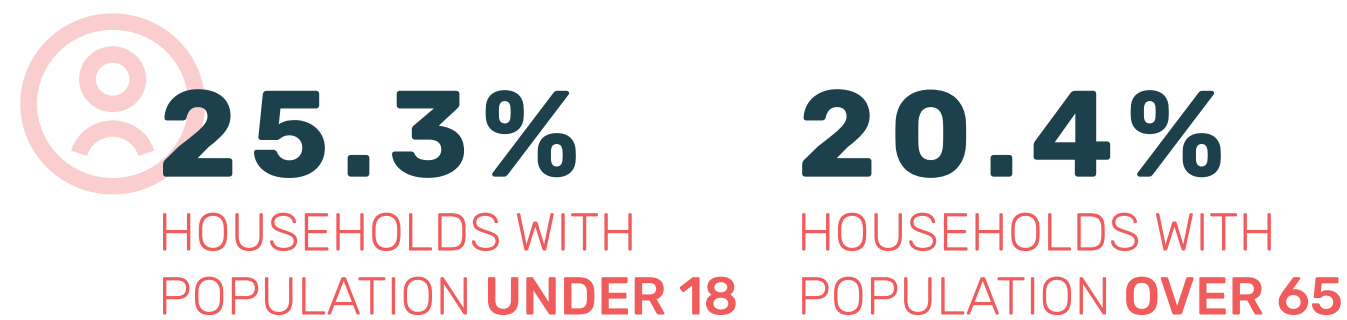


- Neighborhood + People Plan milestones, Choice Neighborhoods
- » Needs assessment (Spring 2024)
 - » Neighborhood+People workshops and Focus Groups (Summer 2024)
 - » Draft Neighborhood+People Plan (March 2025)
 - » Early Action Activity plan, design, and beginning of implementation (Spring 2025)
 - » Final Neighborhood+People Plan (September 2025)

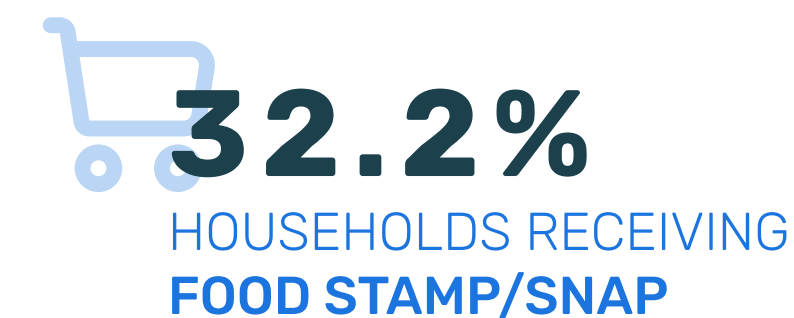
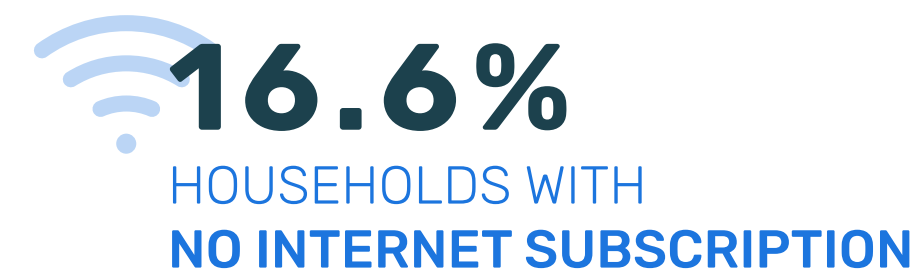
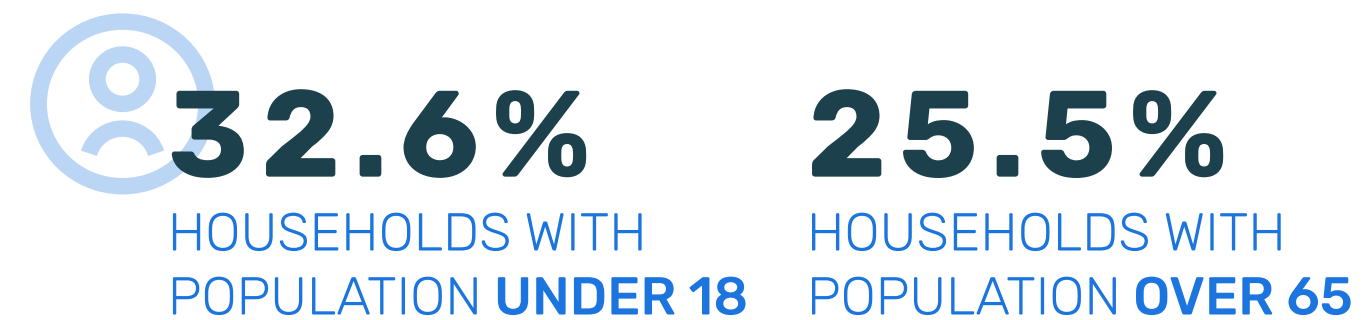
PEOPLE + NEIGHBORHOOD PLANNING PROCESS

OUR RESIDENTS AT A GLANCE

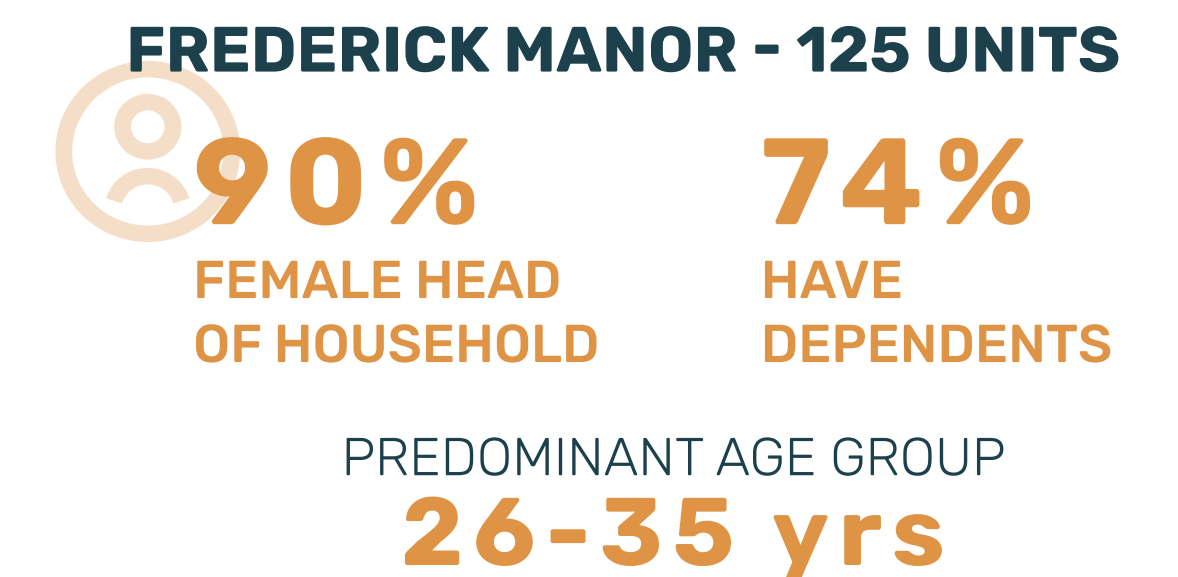
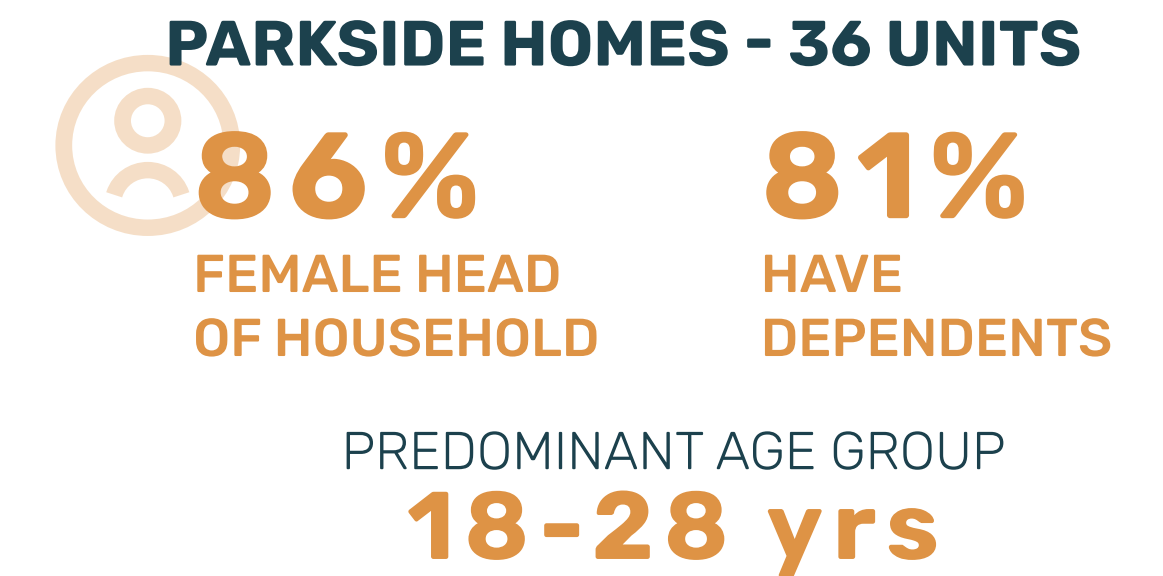
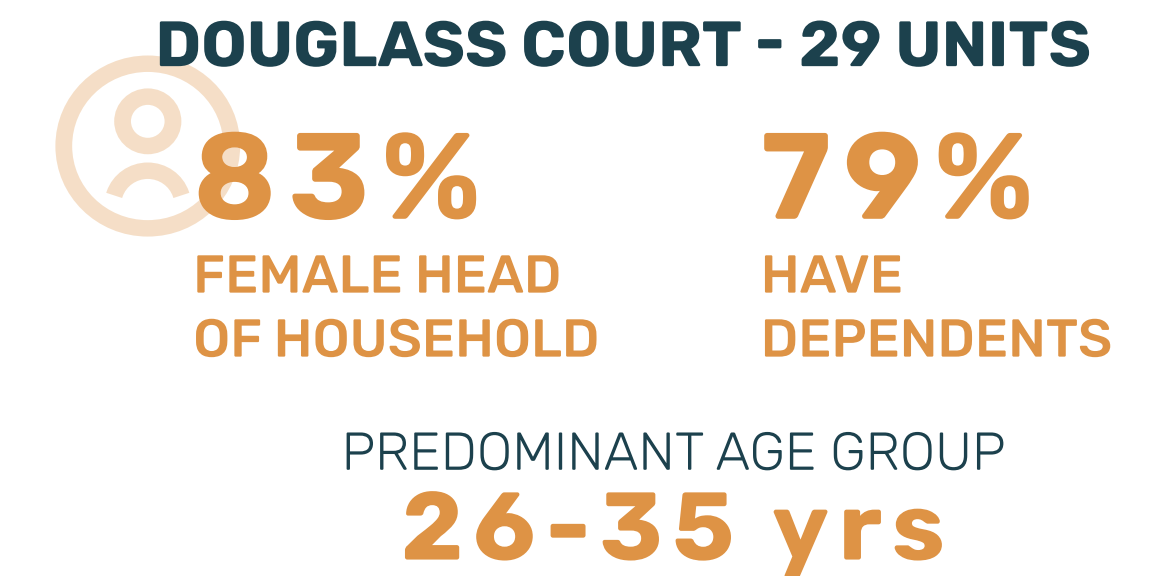
HAGERSTOWN CHOICE



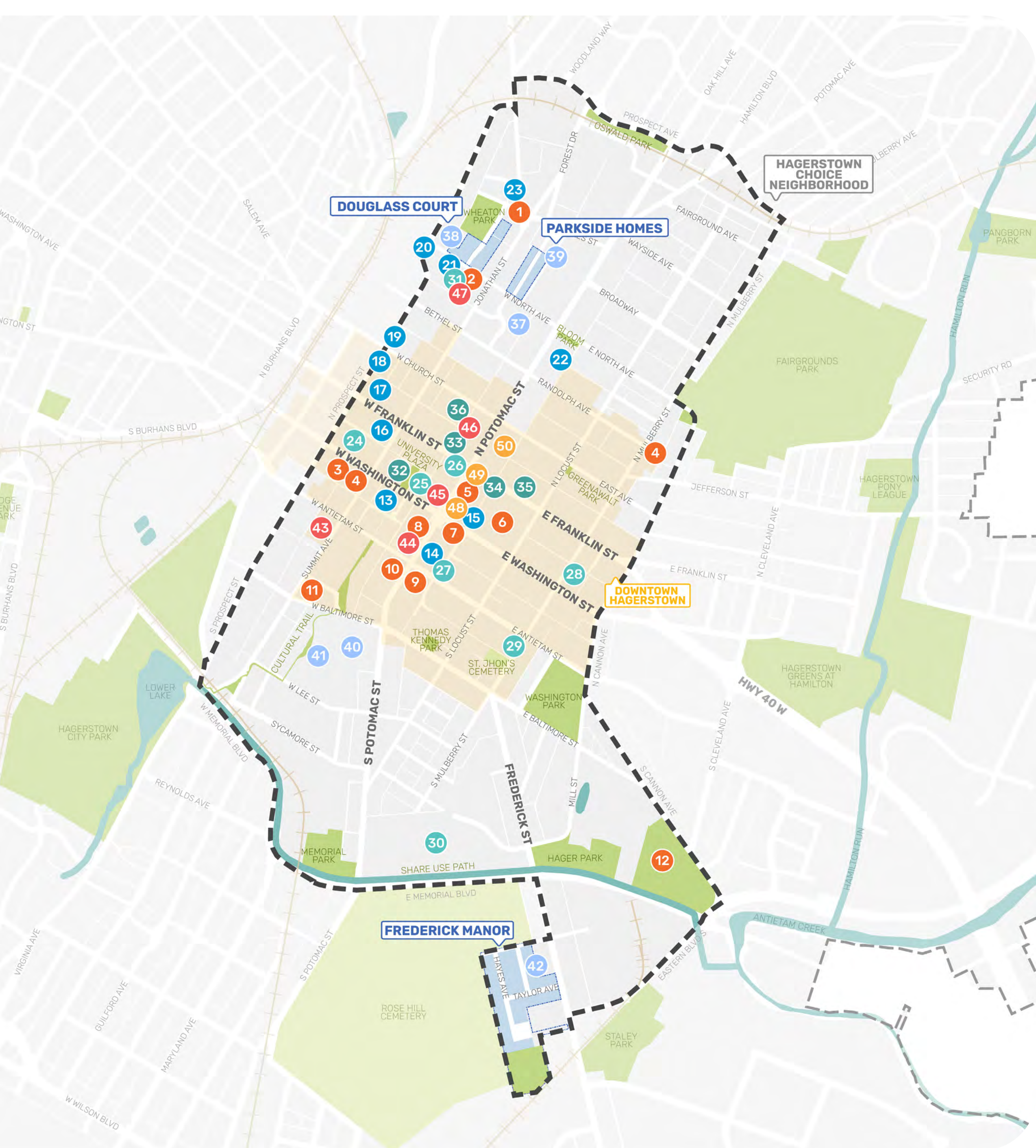
CITY OF HAGERSTOWN



OUR HOUSING RESIDENTS



NEIGHBORHOOD ASSETS at a Glance



ART / CULTURE / HISTORIC

- 1 Future Doleman Museum Site
- 2 Memorial Recreation Center Inc
- 3 Miller House
- 4 Discovery Station
- 5 Potomac Playhouse
- 6 Academy Theatre
- 7 Authentic Community Theatre, Inc.
- 8 Maryland Symphony Orchestra
- 9 Washington Co. Free Library
- 10 Maryland Theatre
- 11 Hagerstown Multi-Use Sports and Events Facility
- 12 Municipal Stadium

RESOURCES & SERVICES

- 13 WMC
- 14 Bowman Development
- 15 Visit Hagerstown
- 16 Transfer Center
- 17 Reach Caregivers
- 18 Horizon Goodwill Industries Resource Center
- 19 The Hope Center at Hagerstown Rescue Mission

- 20 Children in Need
- 21 Moller Organ building
- 22 Sheppard Pratt health facility
- 23 Habitat ReStore

EDUCATION

- 24 St. Mary Catholic School
- 25 University System of Maryland At Hagerstown
- 26 Barbara Ingram School for the Arts
- 27 Award Beauty School
- 28 Hagerstown Children's School
- 29 Antietam Street School
- 30 Bester Elementary School
- 31 MLK Head Start

FOOD ACCESS

- 32 Historic City Farmers Market Hagerstown
- 33 La Bodega Market
- 34 Spickler's Market
- 35 S&K Mercadito Latino
- 36 City Farmers Market Hagerstown

PUBLIC HOUSING

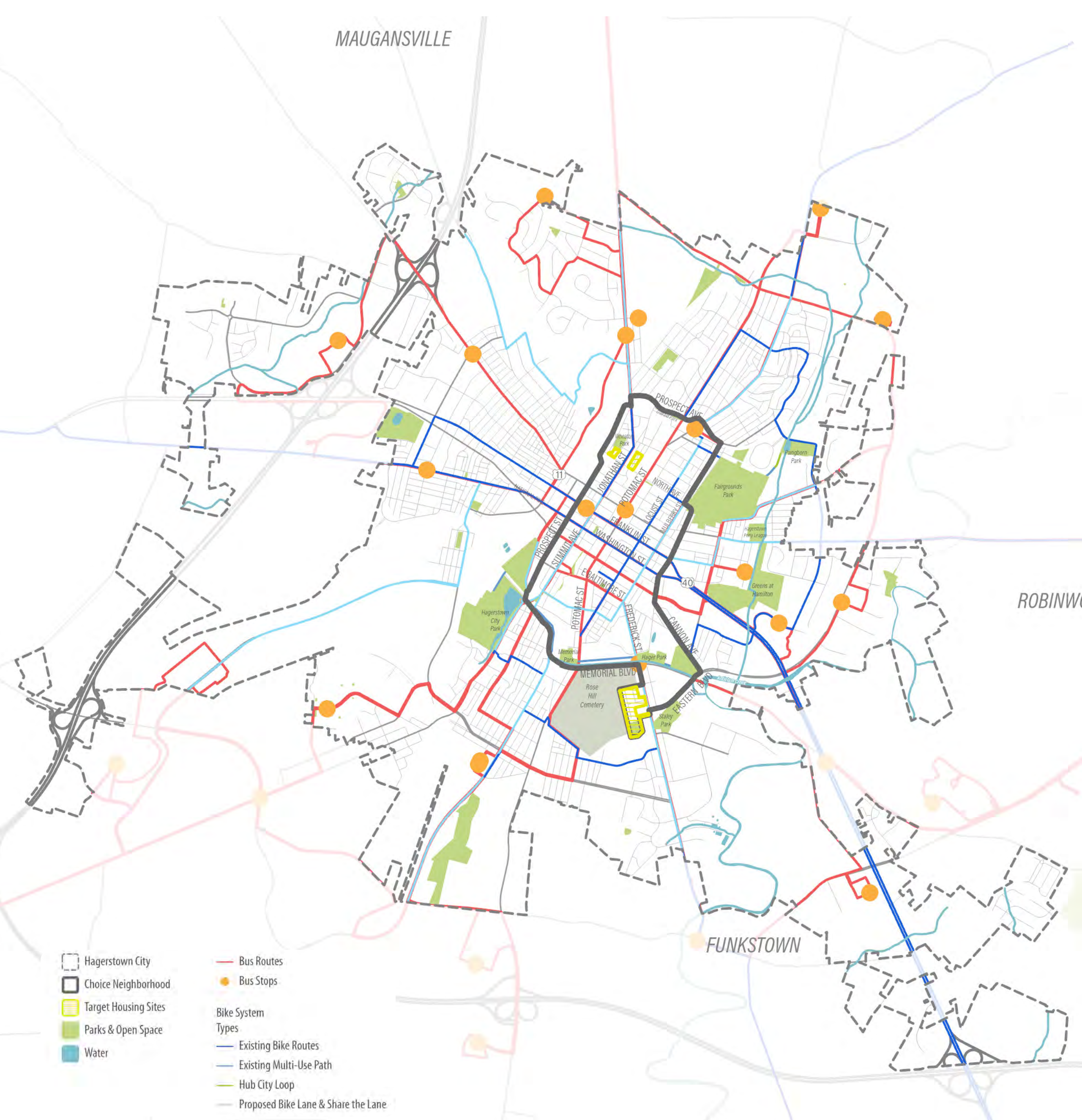
- 37 Bethel Gardens (non-HHA)
- 38 Douglass Court (HHA/A, CN)
- 39 Parkside Homes (HHA, CN)
- 40 Potomac Towers (HHA)
- 41 CW Brooks (HHA)
- 42 Frederick Manor (HHA, CN)

COMMUNITY SERVICES

- 43 Washington County Community Action Council, Inc
- 43 Washington County Community Action - Food Distribution Center
- 44 Community Foundation of Washington County MD, Inc
- 45 Good Samaritan Outreach Program - Food Distribution Center
- 46 HomeSweetHome Foundation
- 47 Robert W Johnson Community Center

GOVERNMENT FACILITIES

- 48 Washington County American Job Center
- 49 Hagerstown City Hall
- 50 Washington County Dpt of Social Services and Child Support Enforcement



Bus and bicycle routes
Source: City of Hagerstown

PEOPLE + NEIGHBORHOOD PLANNING PROCESS

CONNECTIVITY + accessibility at a Glance

SPEAKER: TIM FISHER, COMMUNITY ACTION COUNCIL

Vehicles in household (HH) in comparison (all households)

87.2% vs. **92%**
OF HAGERSTOWN vs. OF WASHINGTON COUNTY
HH OWN A VEHICLE vs. HH OWN A VEHICLE

Mean travel to work time

26 min
FOR HAGERSTOWN

Vehicles in household (HH) in the Choice Neighborhood (CN)

90% vs. **ONLY 52.2%**
OF OWNER HH vs. OF RENTER HH
OWN A VEHICLE IN THE CN vs. OWN A VEHICLE IN THE CN

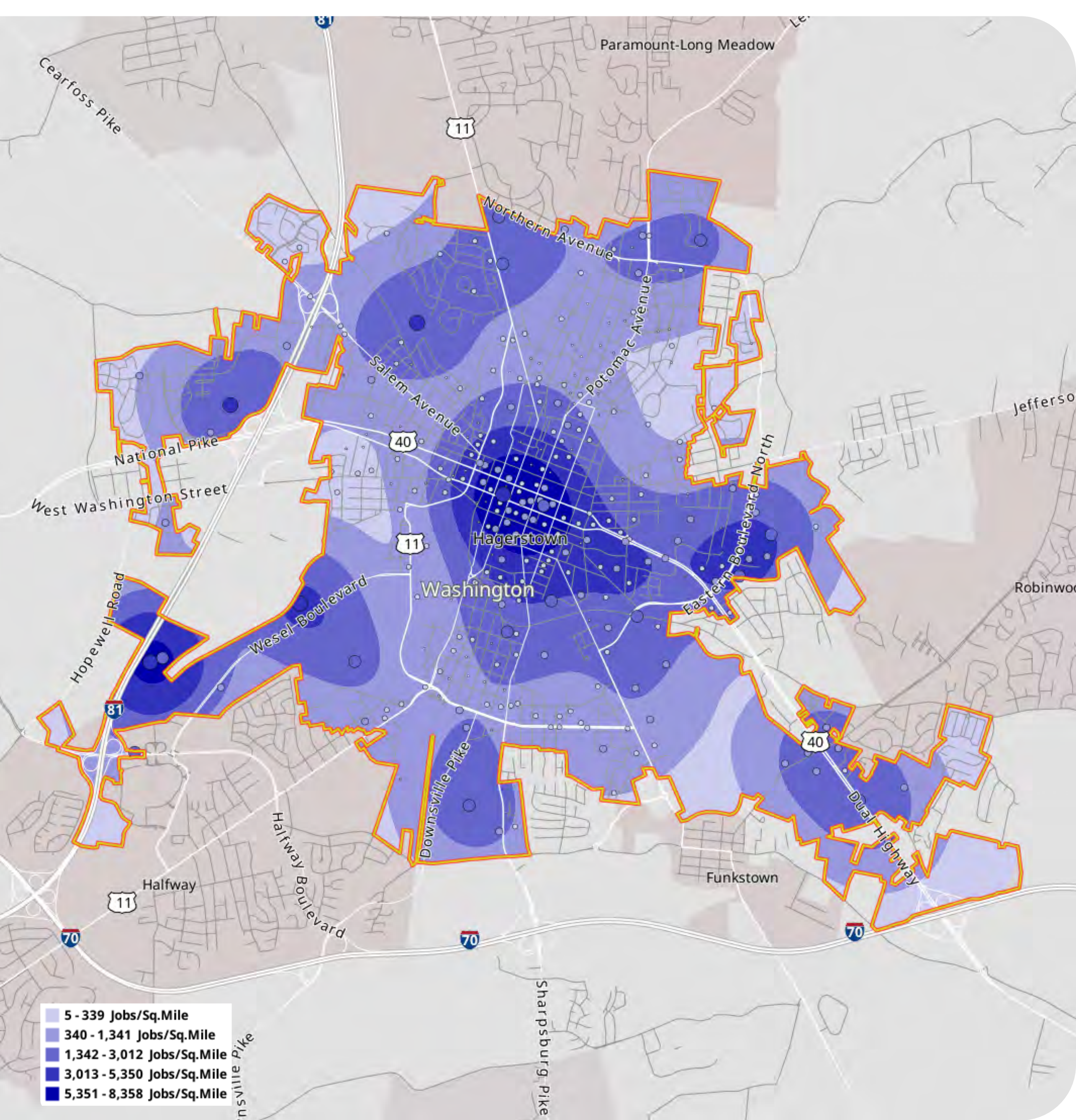
Means of travel to work for Hagerstown residents

2.6% vs. **3.6%**
PUBLIC TRANSIT vs. WALK TO WORK

71.2%
DRIVE TO WORK

Source - US Census Bureau, 2022 ACS-5yr Estimates; Washington County Community Solutions Hub, 2022





PEOPLE + NEIGHBORHOOD PLANNING PROCESS

EMPLOYMENT + income at a Glance

SPEAKER: MISTY CUBBAGE, WESTERN MARYLAND CONSORTIUM

Of all workers:



Major employers in Hagerstown

- RETAIL TRADE
- HEALTHCARE & SOCIAL ASSISTANCE
- FOOD SERVICES

Top 3 occupations in the Choice Neighborhood by industry

- RETAIL TRADE
- HEALTHCARE & SOCIAL ASSISTANCE
- ADMINISTRATIVE

Percentage of households with an income above poverty level



Median HH income



Source - US Census Bureau, 2022 ACS-5yr Estimates; Center for Economic Studies, LEHD; Maryland Department of Commerce



PEOPLE + NEIGHBORHOOD PLANNING PROCESS

economic development at a Glance

SPEAKER: CHRIS SIEMERLING, ECONOMIC DEVELOPMENT SPECIALIST,
CITY OF HAGERSTOWN

- » Since 2015, over \$70M has been invested into the downtown. There is an additional \$5.3M of current investment, and \$31.7M of planned investment in various stages..
- » Downtown investments include the Hagerstown Multi-Use and Sports Facility (\$90M), Field House (\$25M), and the 3rd Parking Deck (\$11M)..
- » The Meritus School of Osteopathic Medicine represents a \$150M investment in the City of Hagerstown and the region. Its regional economic impact is expected to be around \$263M (2023-2026).
- » Downtown housing is showing growth, with nearly 150+ units being developed.



Hagerstown downtown event

Source: City of Hagerstown

PEOPLE + NEIGHBORHOOD PLANNING PROCESS

economic development at a Glance

**SPEAKER: CHRIS SIEMERLING, ECONOMIC DEVELOPMENT SPECIALIST,
CITY OF HAGERSTOWN**

PREVIOUSLY COMPLETED:

- » Maryland Theatre Expansion - \$14.2million
- » Barbara Ingrams School - \$15.5million
- » 90-96 W. Washington Street "The Hamilton" Redevelopment Project - \$5million

CURRENT:

- » 53-55 W. Washington Street "The Updegraff" - \$4.5 million
- » 25-31 W. Church Street "Hub City Brewing/ Church Street Distilling" - \$1.1million
- » Hub City Garage - \$13 million
- » Live @ Hub City Vinyl - \$1.8million

Planned:

- » 105-107 N. Potomac Street "Junior Fire Hall Redevelopment" - \$1million
- » Washington County Museum of Fine Arts Expansion - \$18million



The Maryland Theatre
Source: Budget Travel

alignment with existing efforts



HAGERSTOWN
MICROENTERPRISE
GRANT PROGRAM



MICRO ENTERPRISE GRANT PROGRAM

Up to \$5,000 reimbursement grant available for low-to-moderate income small business owners. Funds can be used for rent, salary, business equipment, operational expenses, inventory, and qualifying utilities.

INVEST HAGERSTOWN PROGRAM

In partnership with private developers, the program aspires to: inspire and enable significant redevelopment by reusing and repurposing vacant properties; create opportunities for new jobs in the city and the county; increase the value of Hagerstown's commercial and mixed use properties; strengthen and improve market rental properties and increase homeownership.

HAGERSTOWN BUSINESS REVOLVING FUND

Business loans to provide funding for growth and expansion, rehabilitation, or façade enhancement. Small businesses or developers organized as a proprietorship, partnership, LLC or corporation with business sales less than \$5 million dollars annually are eligible.



PEOPLE + NEIGHBORHOOD PLANNING PROCESS

PUBLIC SAFETY at a GLANCE

SPEAKER: CHIEF KIFER, HAGERSTOWN POLICE DEPARTMENT;
GERARD KENDLE, HAGERSTOWN HOUSING AUTHORITY

CHALLENGES AND ASSETS

- » Domestic Violence calls, City of Hagerstown: domestics reported - 151; domestics in progress - 1,358.
- » Property Crimes - City of Hagerstown, 2023: total of 934 incidents.
- » Property Crimes - for Police Beats: Douglass Court and Parkside Home area, and Frederick Manor area: 11 reports, 1.2% of the total property crimes.
- » Violent crimes - City of Hagerstown, 2023: total of 279 incidents.
- » Violent crimes - for Police Beats: Douglass Court and Parkside Home area, and Frederick Manor area: 3 reports, 1.1% of the total violent crimes.



PUBLIC SAFETY at a Glance

**SPEAKER: CHIEF KIFER, HAGERSTOWN POLICE DEPARTMENT;
GERARD KENDLE, HAGERSTOWN HOUSING AUTHORITY**

- » Crime Prevention through Environmental Design (CPTED) is a key approach for HHA Security. Have seen benefits of these types of design interventions that put more eyes on the street.
- » Downtown revitalization efforts such as the new stadium, Field House, Maryland Theater upgrades, and the Cultural Trail have successfully utilized CPTED practices as a way to reduce crime in specific areas.
- » For HHA Security goal is to make the area friendly for friendly people and unfriendly for unfriendly people.
- » HHA Security works closely with Hagerstown Police. The HHA properties and communities are a microcosm of the City, see many of the same challenges at the neighborhood scale.



HEALTH at a Glance

SPEAKER: EARL STONER, WASHINGTON COUNTY HEALTH DEPARTMENT
SPEAKER: NICOLE HOUSER, COMMUNITY FREE CLINIC

CHALLENGES AND ASSETS

- » Washington County top 5 health priorities: mental health, obesity/overweight, substance abuse, diabetes, healthy diet.
- » Adults with a disability represent 43.5% of Hagerstown's population, while 10.3% of children in Hagerstown have a disability.
- » 12.2% of adults in Hagerstown have no health insurance, a higher rate than the county.
- » 74.7% of adults in Hagerstown have an annual routine check-up, a lower percentage than Washington County.



alignment with existing efforts



HORIZON GOODWILL COMMUNITY HEALTH HUB

A joint venture of Meritus Health, Brook Lane, AHEC West, and Horizon Goodwill to bring physical and mental health services to downtown Hagerstown. The CHH offers many services and will not turn away anyone, regardless of their insurance status.

COMMUNITY FREE CLINIC

The CFC is a "safety net" health care provider for uninsured Washington County residents. Their clinic offers examinations, performs minor medical procedures, dispenses prescriptions, and provides mental health services in the way of counseling, crisis intervention, and emotional support for patients experiencing life difficulties.

WASHINGTON COUNTY HEALTH DEPARTMENT

Offers a variety of services and programs to promote healthy behaviors, prevent disease and injury and safeguard the environment. The Community Health Outreach Prevention & Promotion (CHOPP) division focuses on chronic disease prevention and management, health promotion and public health emergency planning.



PEOPLE + NEIGHBORHOOD PLANNING PROCESS

EARLY CHILDHOOD EDUCATION AT A GLANCE

SPEAKER: VICKI ROBINSON, WASHINGTON COUNTY HEAD START

CHALLENGES AND ASSETS

- » Washington County, the "desert" of childcare: 8,500 children under 5 years old, less than 3,500 licensed spots among 163 childcare providers, less than 40% of the county children have a spot in childcare.
- » High quality, licensed, center-based childcare providers are decreasing due to the cost of providing care and lack of staffing.
- » Head Start of Washington County is funded to serve 331 children (under 5 yrs old), most of whom live below the poverty line, making it one of the largest providers in the county.



Hagerstown Farmers Market
Source: City of Hagerstown

PEOPLE + NEIGHBORHOOD PLANNING PROCESS

EARLY CHILDHOOD EDUCATION AT A GLANCE

SPEAKER: VICKI ROBINSON, WASHINGTON COUNTY HEAD START

CHALLENGES AND ASSETS

- » Health, mental health, and family needs continue to rise and often impact children attendance, behavior, and ability to learn.
- » Head Start works with families to address all of the needs impacting the family dynamic.
- » A staffing crisis for qualified teachers is being seen on all levels of education, including for our youngest children. The number of people entering the Early Childhood Education field has dropped significantly in the last decade.



Hagerstown Farmers Market
Source: City of Hagerstown

SCHOOL-AGED EDUCATION at a Glance

SPEAKER: DR. JENNIFER WEBSTER, WASHINGTON COUNTY PUBLIC SCHOOLS

CHALLENGES AND ASSETS

- » 36.5% of Hagerstown children live in a single-parent household, rate 8% higher than in Washington County.
- » Youth (16-19) years not in school or workforce represent 16.2% of Hagerstown's population, vs. a 9% on Washington County. This trend is increasing from the past years.
- » 64% of all students in Washington County are eligible for the free lunch program (FARM), trend that has been increasing in the past years.
- » All schools in the city (12 total) have the Community Eligible Provision which allows students to receive free breakfast and lunch.

Educational attainment in the Choice Neighborhood (+25 yrs)

16.1%

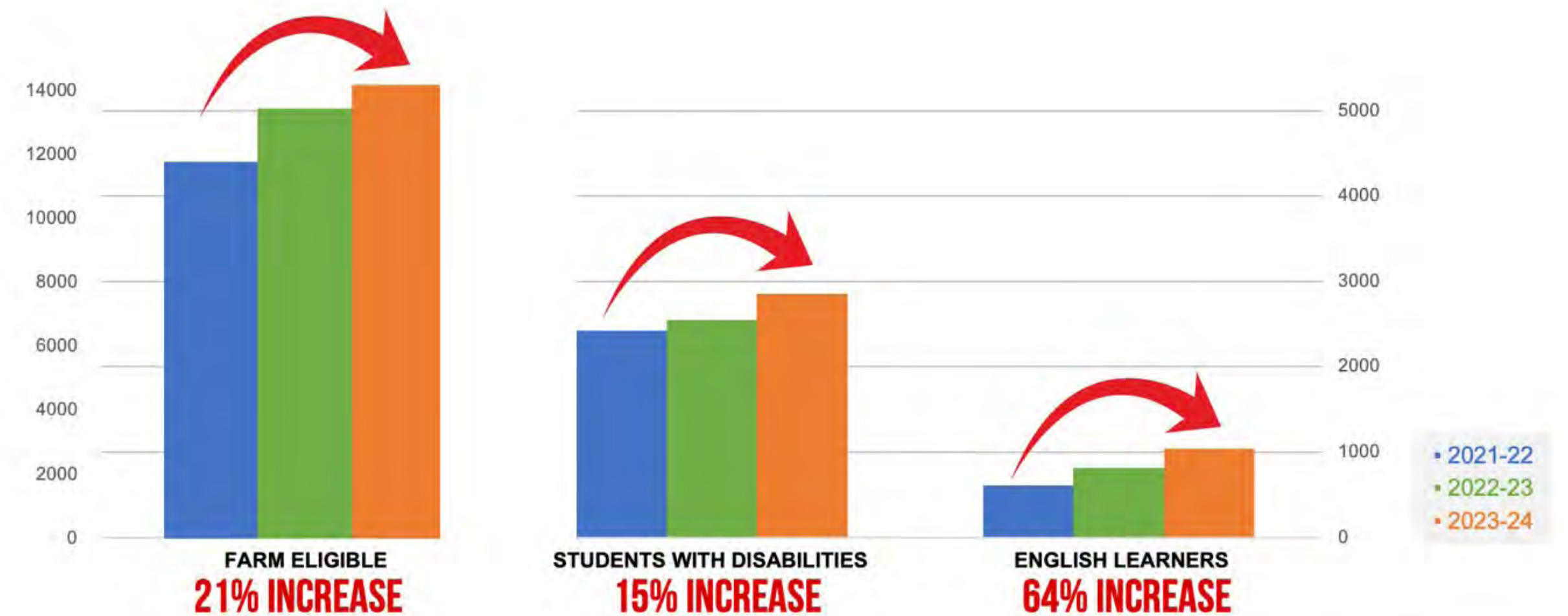
LESS THAN
HIGH SCHOOL

33.7%

HIGH SCHOOL
DIPLOMA

9.3%

BACHELORS
DEGREE OR
HIGHER



WCPS | Washington County Public Schools

Student demographics

Source: Washington County Public Schools

alignment with existing efforts

SPEAKER: ADDIE NARDI, BOYS AND GIRLS CLUB



GIRLS INC - BOLD FUTURES MENTORING

Combines volunteer mentors, professional staff, and research-based programming to help girls ages 9-14 engage in school, build healthy relationships, and reduce risky behaviors. Girls will spend dedicated time each week in small mentoring groups that provide them with the skills and knowledge needed to counter stereotypes and obstacles and achieve their goals.

BOYS & GIRLS CLUB OF WASHINGTON COUNTY

Through education and career, health and life skills, character and leadership, and sports and fitness programs the BGCWC helps youth become responsible, caring citizens and acquire skills for participating in the democratic process, develop leadership skills and provide opportunities for planning, decision-making, contributing to Club and community.

WCPS YOUTH APPRENTICESHIP MARYLAND PROGRAM

Brings students and employers together to create skilled labor through education, mentorship, and on-the-job training and gives students an edge in today's ever-changing job market.

PEOPLE + NEIGHBORHOOD PLANNING PROCESS
additional YOUTH initiatives

SPEAKER: ADDIE NARDI, BOYS AND GIRLS CLUB

**OTHER PROGRAMS/ORGANIZATIONS
THAT SERVE YOUTH:**

- » Boys & Girls Club
- » Community Roots
- » Community Schools Programs
- » ENVY
- » Girls Inc
- » Hagerstown Youth Council
- » Robert W Johnson Community Center



RuthAnn Monroe Summer Basketball League
Source: City of Hagerstown

PEOPLE + NEIGHBORHOOD PLANNING PROCESS

ENGAGEMENT STRATEGY AND PLANS

communicate



Communicate with Douglass Court, Parkside Homes, Frederick Manor, and other neighborhood residents by connecting with them simply and regularly, and meeting them where they are.

Learn



Learn from residents, partners, and stakeholders throughout the process about community values and challenges, what issues should be prioritized, and how to shape a shared vision for the future.

LIFT UP



Lift up residents so they feel comfortable participating in the process, sharing their opinions, becoming stewards of the plan, and civic leaders in their communities to continue to shape their neighborhoods and their futures.

OUR ENGAGEMENT TOOLS

COMMUNICATE

Personal, printed



Engagement partner
Resident Council
Community Ambassadors



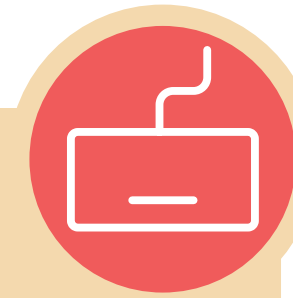
Bulletin board
Newsletters
Robocalls/texts



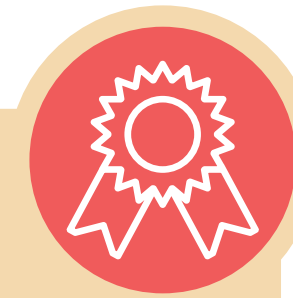
Postcards
Brochures
Flyers
Posters

LEARN

Meetings and special events



In-person events
Digital events and meetings
Hybrid meetings



Branding workshop
Pop-ups
Storytelling activities

LIFT UP

Leadership activities



Community Ambassadors
Leadership training
Event planning
Community organizing

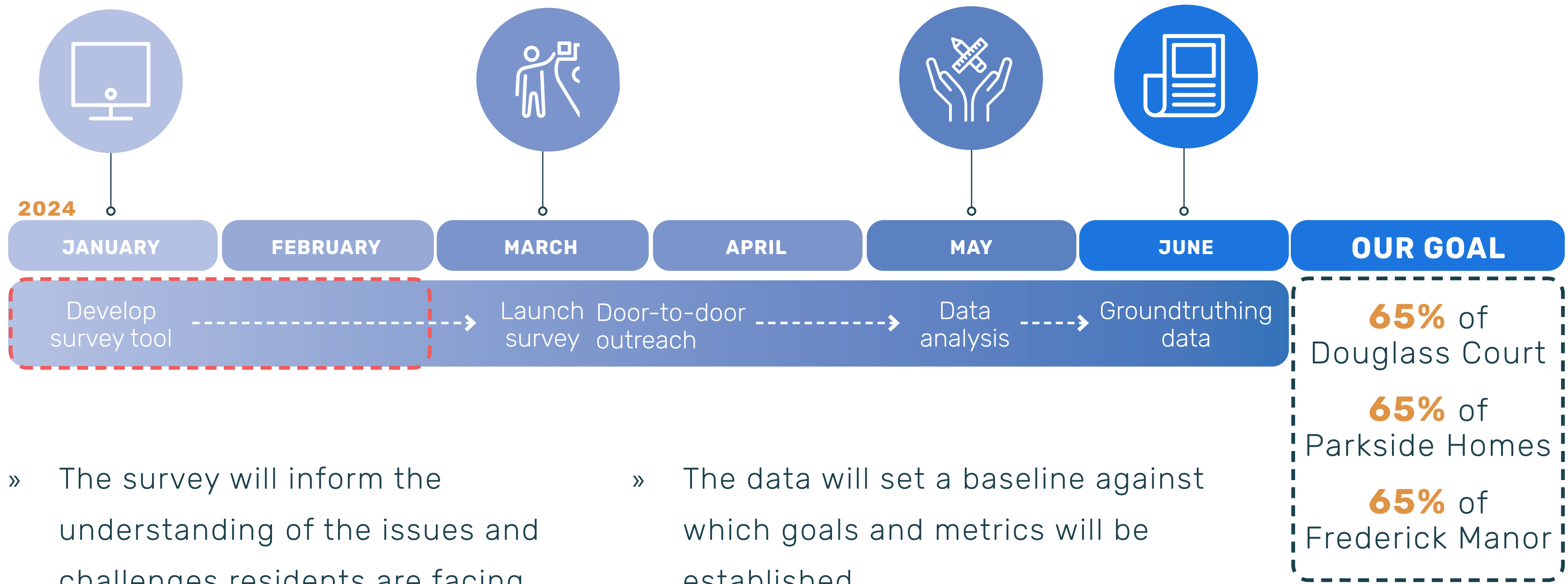
Leadership Series
Bus tour of revitalized neighborhood





PEOPLE + NEIGHBORHOOD PLANNING PROCESS

needs assessment process



- » The survey will inform the understanding of the issues and challenges residents are facing.
- » The results will form the basis of discussions and visioning sessions to prioritize areas of focus and develop meaningful strategies.

- » The data will set a baseline against which goals and metrics will be established.
- » It will be the first major touchpoint with Douglass Court, Parkside Homes, and Frederick Manor residents.
- » There is also opportunity to gather input from Choice Neighborhood residents and business owners.



PEOPLE + NEIGHBORHOOD PLANNING PROCESS
needs assessment TOPICS

IN THE PEOPLE SECTION

- » Public safety perception and concerns;
- » Employment resources and programs that could help the community;
- » Childcare availability, school quality, additional services and programs for children and youth;
- » Health and food access, Community health.

IN THE NEIGHBORHOOD SECTION

- » Neighborhood strengths and challenges;
- » Amenities and community resources that could enhance residents lives;
- » Improvement to commercial corridors and mobility to these areas and employment centers;
- » Technology and communications: access to information.

early action activity

early action activity plan and process

- » Ideas for Early Action Activities will come directly from the Needs Assessment findings, engagement activities carried on throughout the planning process, and Task Force discussions.
- » Early Action Activities will be evaluated by the Early Action Activities Committee, which will also count with some Task Force members.



Some ideas have started to emerge through some of the neighborhood and resident needs we have heard so far. These topics refer to:

- » Food insecurity
- » Public safety
- » Urban environment enhancement

