



Douglass Court



Parkside Homes



Frederick Manor

Source - Hagerstown Housing Authority

COMMUNITY MEETING
FEBRUARY 8, 2024

HAGERSTOWN CHOICE





AGENDA

- 01** CHOICE 101: IMAGINING THE POSSIBILITIES
- 02** MILESTONES AND THE BIG PICTURE
- 03** ENGAGEMENT AND COMMUNICATION
- 04** QUESTIONS AND NEXT STEPS

01

CHOICE 101: IMAGINING THE POSSIBILITIES



WHAT IS CHOICE?

WE DID IT!

HAGERSTOWN IS 1 OF 14 CITIES TO RECEIVE A 2023 CNI PLANNING GRANT!

» Sponsored by the U.S. Department of Housing and Urban Development (HUD), the Choice Neighborhoods Initiative is a highly competitive grant program.

» The grant will fund a 2-year planning process led by Hagerstown Housing Authority and the City of Hagerstown.

» The process presents a unique opportunity to bring residents together with stakeholders and city agencies to develop a shared vision for the future.

IN 2023

28

CITIES APPLIED
FOR CNI
PLANNING
GRANTS

ONLY

14

CITIES WERE
AWARDED
GRANTS

GRANT
WILL FUND

2YR

COMMUNITY-
DRIVEN
PLANNING
PROCESS

WRT

CHOICE 101: IMAGINING THE POSSIBILITIES

CREATING NEIGHBORHOODS OF CHOICE



**MARSHALL-RIDLEY CNI
NEWPORT NEWS, VA**
CHOICE NEIGHBORHOODS PLAN, WRT

WHAT IS CHOICE?

CHOICE NEIGHBORHOODS

01

PEOPLE

Improving outcomes of households living in the target housing related to employment and income, health, and children's education.

02

HOUSING

Replacing distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood.

03

NEIGHBORHOOD

Creating the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.

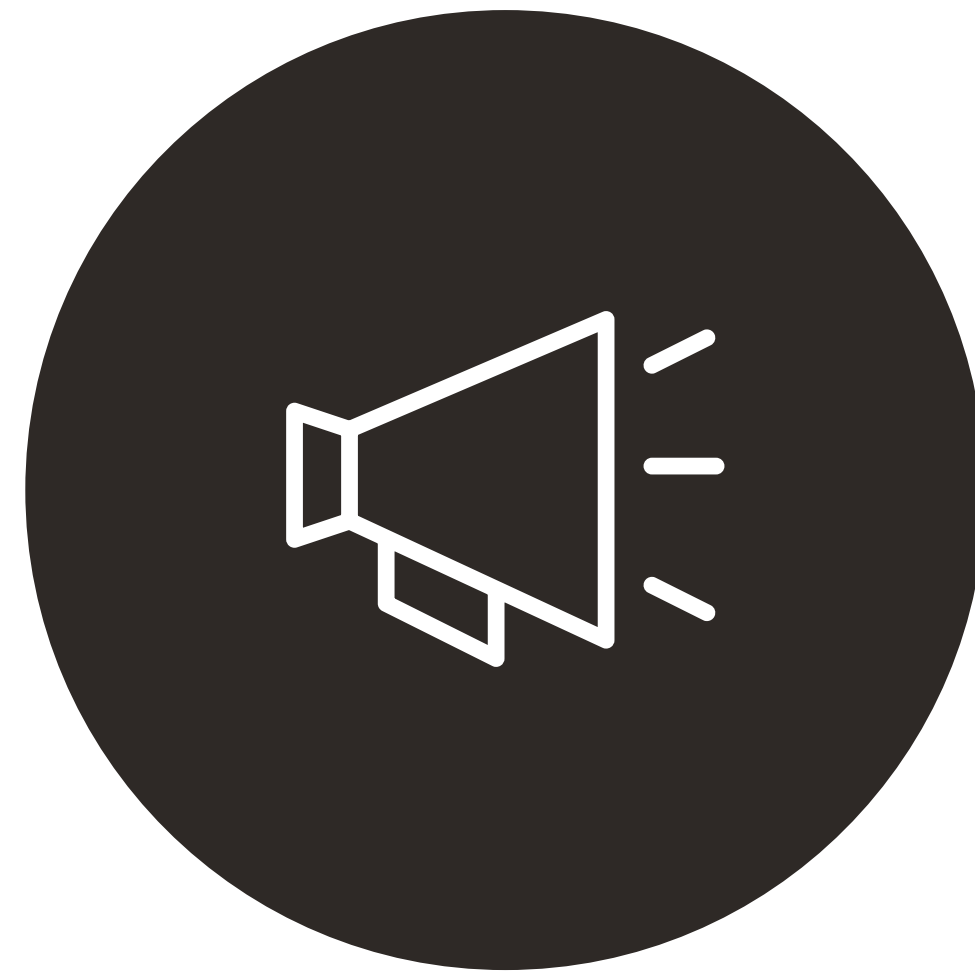


WHAT IS CHOICE?

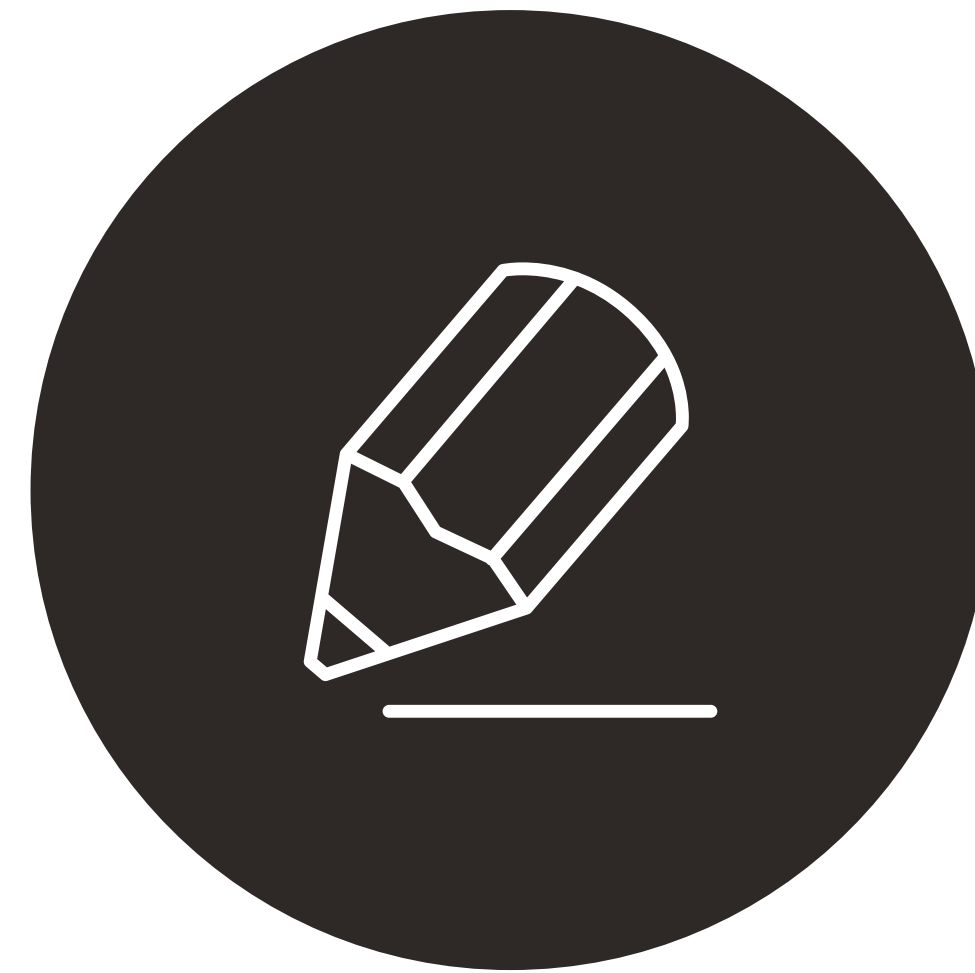
RELEVANCE OF CHOICE NEIGHBORHOODS **TODAY**



Tie into the larger goals of the city's revitalization efforts.



Bring together different perspectives and voices to the process.



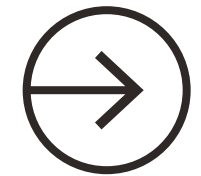
Build a community-driven plan together through constructive conversations.



Empower residents to become civic leaders and drivers of change in the community.

WHAT IS CHOICE?

KEEP IN MIND



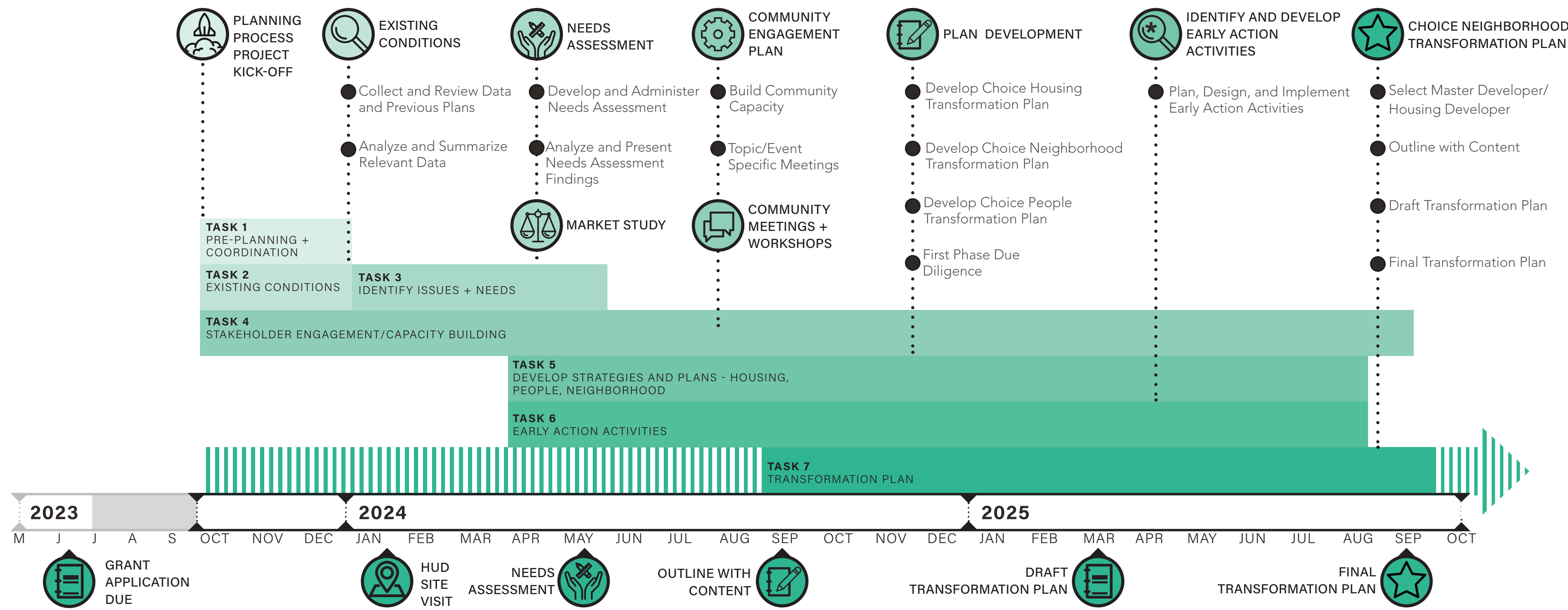
IMPORTANT THINGS TO KEEP IN MIND

- » **One-for-one replacement:** for any housing unit removed, a new unit must be rebuilt.
- » **First right to return for tenants:** each tenant who wishes to live in the new replacement housing is welcome and has the first right to occupy a unit, as long as they remain in good-standing/lease-compliant.
- » **Right now, we are just planning:** we will not determine when or if the housing will be taken down until this 2-year planning process with you and the community is finished.

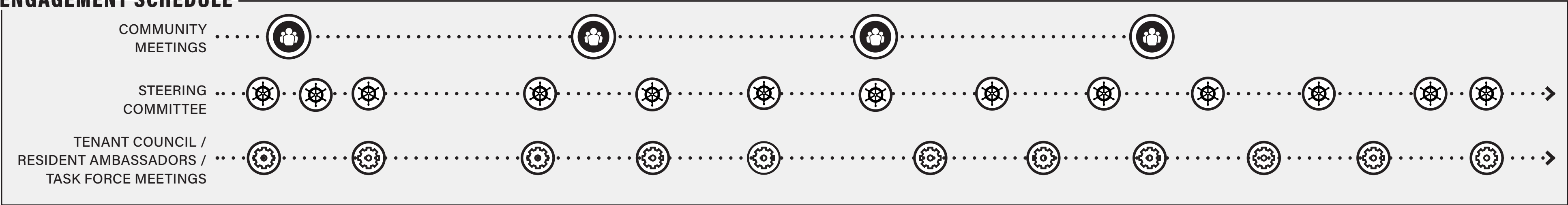


CHOICE 101: IMAGINING THE POSSIBILITIES

CHOICE NEIGHBORHOODS PROCESS



ENGAGEMENT SCHEDULE



02

MILESTONES AND THE BIG PICTURE



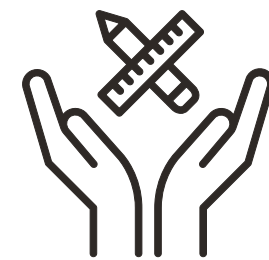
MILESTONES AND THE BIG PICTURE

MAJOR DELIVERABLES



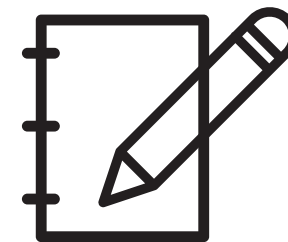
**HUD
SITE VISIT**

This 2-day event is an opportunity for the planning team to present to HUD its “plan for the plan,” including the key partners, their roles, and details of the process.



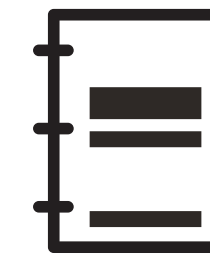
**NEEDS
ASSESSMENT**

A comprehensive assessment of residents is required. The findings will help identify issues & create a baseline for the plan strategies and metrics to measure progress.



**OUTLINE
WITH CONTENT**

This document outlines the plan with a summary of existing conditions, findings from the Needs Assessment, and a vision for transformation describing a preliminary set of goals and strategies.



**DRAFT
PLAN**

The Draft Plan builds on the Outline with Content with goals and strategies that have been prioritized and refined, and conceptual graphics illustrating the vision.



**FINAL
PLAN**

The Final Plan offers a clear step by step roadmap for neighborhood revitalization with timelines, responsible parties, and metrics to track progress.

MILESTONES AND THE BIG PICTURE

NEEDS ASSESSMENT

UNDERSTANDING RESIDENT AND COMMUNITY NEEDS + ASPIRATIONS

- » The survey tool is extensive and usually takes residents about 45 minutes to complete.
- » One-on-one administration has proven to be most effective.
- » Confidentiality is paramount.

SURVEY TOPICS

- » Neighborhood Character; Access to Amenities & Services; Public Safety; Housing; Education & Technology; Health & Wellness; Income & Employment; Transportation.



HOUSING, NEIGHBORHOOD AND PEOPLE OBJECTIVES

HOUSING PLAN

- » Housing that is well-managed and financially viable.
- » Mixed-income communities.
- » Housing that is energy efficient, climate resilient, and sustainable.
- » Housing that is accessible, healthy, and free from discrimination.

NEIGHBORHOOD PLAN

- » Private and public investments in the neighborhood.
- » Amenities for residents of all ages.
- » Effective public schools.
- » Ensuring the safety of the community.

PEOPLE PLAN

- » Effective education for children.
- » Employment opportunities.
- » Quality healthcare.

03

ENGAGEMENT AND COMMUNICATION



ENGAGEMENT AND COMMUNICATION

MEANINGFUL ENGAGEMENT



The engagement and the vision is resident- and community-driven.

The process is consistent, transparent, and inclusive to build trust.



People are actively engaged and comfortable sharing feedback.

A variety of strategies are used to meet residents where they are so that it is easy to participate in the process.



Provides opportunities to identify civic leaders and stewards who can assist with implementation.

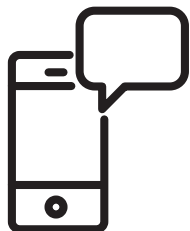
ENGAGEMENT AND COMMUNICATION

ENGAGEMENT TOOLKIT

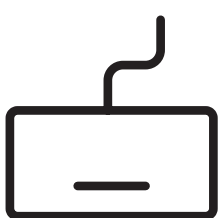
At-Home
Low-Tech + Digital



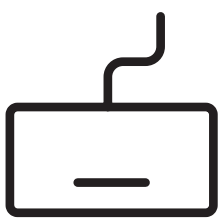
MAIL SURVEY & PAPER
OUTREACH METHODS



MOBILE
OUTREACH



CENTRAL
REPOSITORY FOR
PROJECT UPDATES



VIRTUAL
STEERING COMMITTEE
/ TASK FORCE
MEETINGS



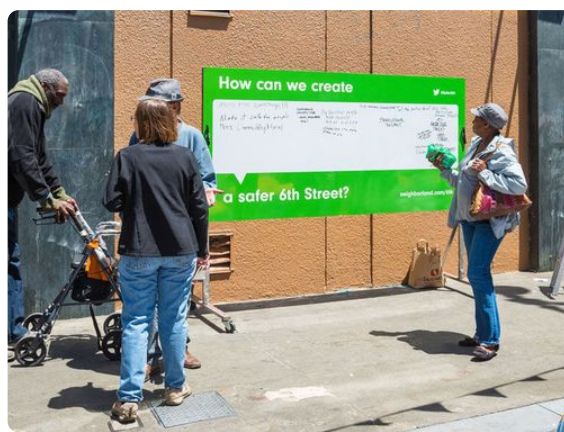
In-Person



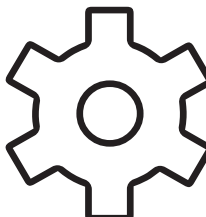
COMMUNITY
WORKSHOP &
OPEN HOUSE



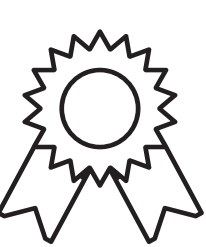
SPECIAL
EVENTS / EARLY
ACTION ACTIVITIES



FOCUS GROUP
MEETINGS



COMMUNITY
AMBASSADORS



LEADERSHIP
SERIES



ENGAGEMENT AND COMMUNICATION

TOOLS TO BUILD CAPACITY



COMMUNITY AMBASSADORS

One of the best ways to connect with residents is through folks already trusted in the community. Ambassadors can share information, encourage participation, provide meaningful input, organize events, and go on to become stewards for implementation.



LEADERSHIP SERIES

A multi-part educational series can help give residents the tools they need to actively participate in the planning process. Topics might include: neighborhood history; planning at the City level; community organizing; how to set up a business.

04

QUESTIONS AND NEXT STEPS

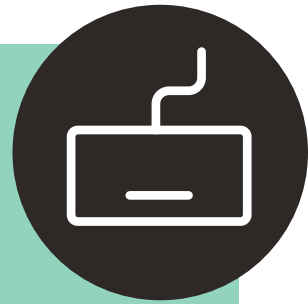
QUESTIONS AND NEXT STEPS

HOW TO GET INVOLVED?

JOIN A TASK FORCE!

The Housing, People, and Neighborhood task forces meet every month to develop the plan goals and strategies. This is the best way for you to take a seat at the table and be a part of the decision making process for what is happening in your neighborhood.

WHEN: Monthly Meetings (virtual or in-person)



COME TO COMMUNITY MEETINGS!

Keep coming to meetings like this. We'll be hosting many of these over the next year to get your feedback on what you want to see happen in the future.

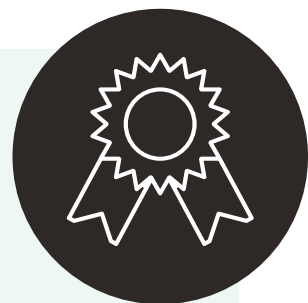
WHEN: Be on the lookout for more information closer to the date.



APPLY TO BE AN AMBASSADOR!

We're looking for a group of leaders to be the champions of this Plan. As an ambassador you'll be a part of the planning team and the voice of the Choice Neighborhoods Initiative to your friends and neighbors.

WHEN: Be on the lookout for the Ambassador program!



ATTEND THE LEADERSHIP SERIES!

We'll be hosting an educational series of talks about planning and how you can shape development in your community.

WHEN: Be on the lookout for the Leadership Series!

