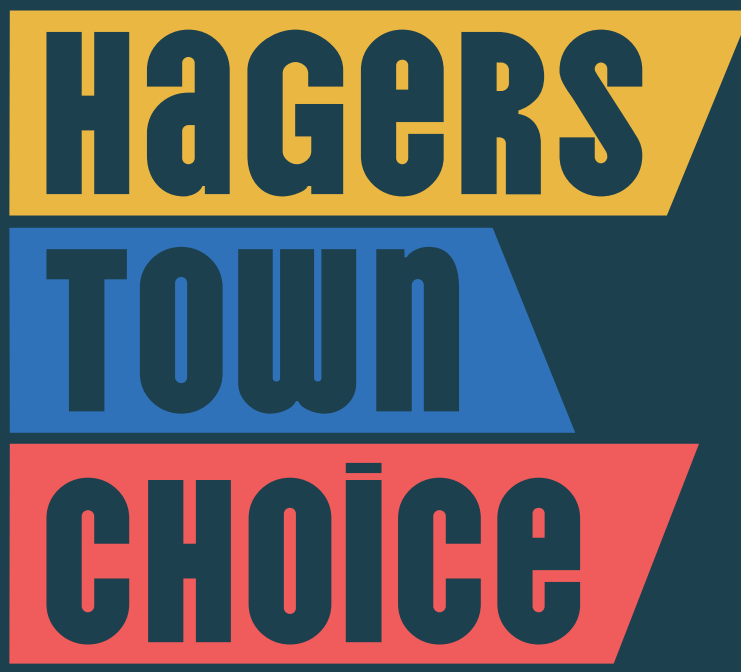


# UNDERSTANDING COMMUNITY NEEDS

Hagerstown Housing Authority and the City of Hagerstown have conducted multiple surveys to understand community priorities for supporting an inclusive and equitable mixed-income neighborhood.



## WHAT IS HAGERSTOWN CHOICE NEIGHBORHOODS?

Hagerstown Choice Neighborhoods is a community-led initiative that elevates and empowers community voices to shape the future of the neighborhood and create real and meaningful change.

Over the past few months we have heard from Hagerstown Housing Authority (HHA) residents, community members living and working in the Hagerstown Choice Neighborhoods, and downtown business owners on what they need to see a prosperous, thriving, and vibrant neighborhood and community.

**We are excited to share what we have heard so far and add your voice and feedback to help shape the future of the Hagerstown Choice Neighborhoods!**

## WHAT DO WE WANT TO LEARN?

An essential first step in the planning process is to understand strengths, challenges, and needs of the community. In Spring 2024, the Choice Neighborhoods team and partners, conducted surveys of Hagerstown Housing Authority (HHA) residents, neighborhood residents, and business owners in the Hagerstown Choice Neighborhoods. The results of the surveys will **inform the basis of the visioning sessions to prioritize areas of focus and develop meaningful strategies.**

**The "Resident Survey"** refers to residents from the Hagerstown Housing Authority's properties - Parkside Homes, Douglass Court, and Frederick Manor - as they are part of the Choice Neighborhoods Initiative.

**The "Neighborhood Survey"** reflect the responses of the residents of the larger neighborhood who took the survey.

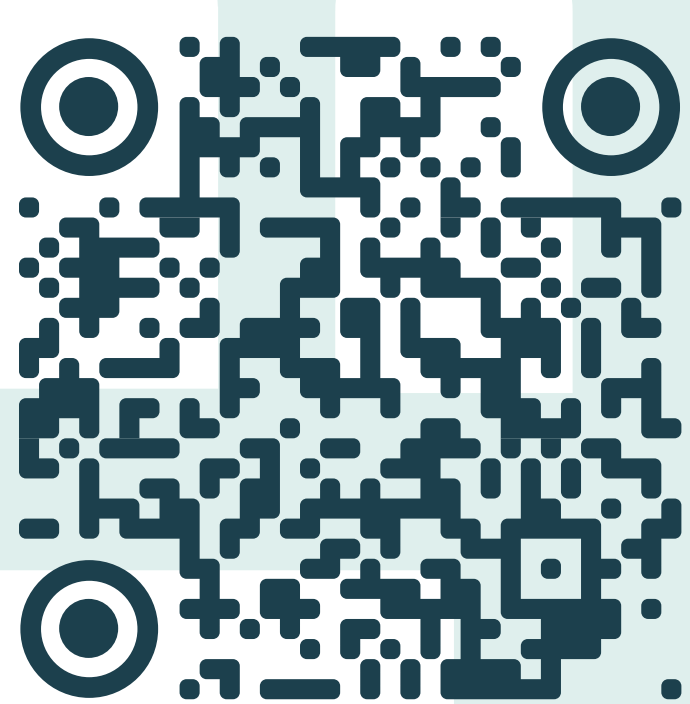
**The "Business Owner Survey"** refers to those businesses within the Choice Neighborhoods who participated.

## HOW TO GET INVOLVED

**Missed the Needs Assessment? No problem!**

Sign up to stay up to date on the Hagerstown Choice Neighborhoods planning process and other ways to get involved.

There will be more opportunities for engagement so do not miss out! **Your voice matters to help shape the future of the Hagerstown Choice Neighborhoods.**

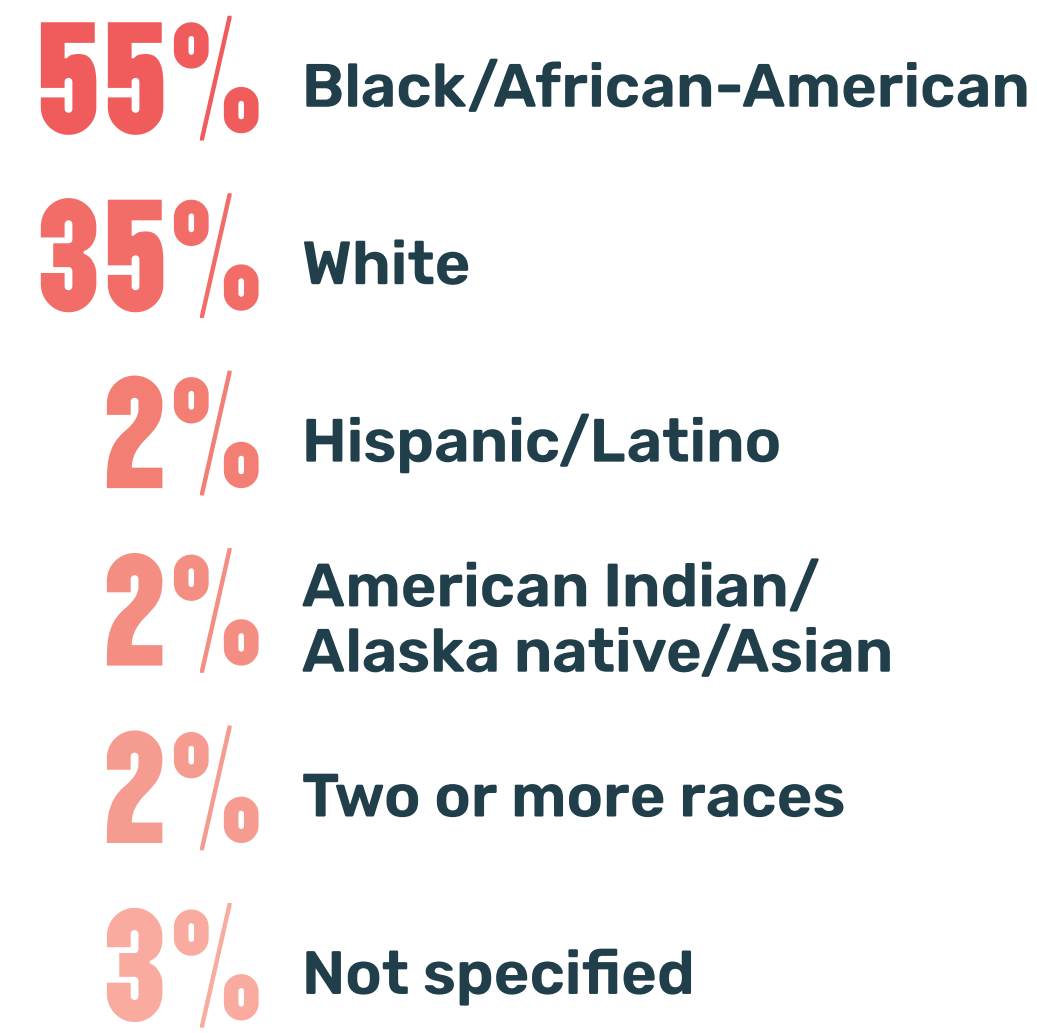


Learn more at Hagerstown Housing Authority's Choice Neighborhoods page

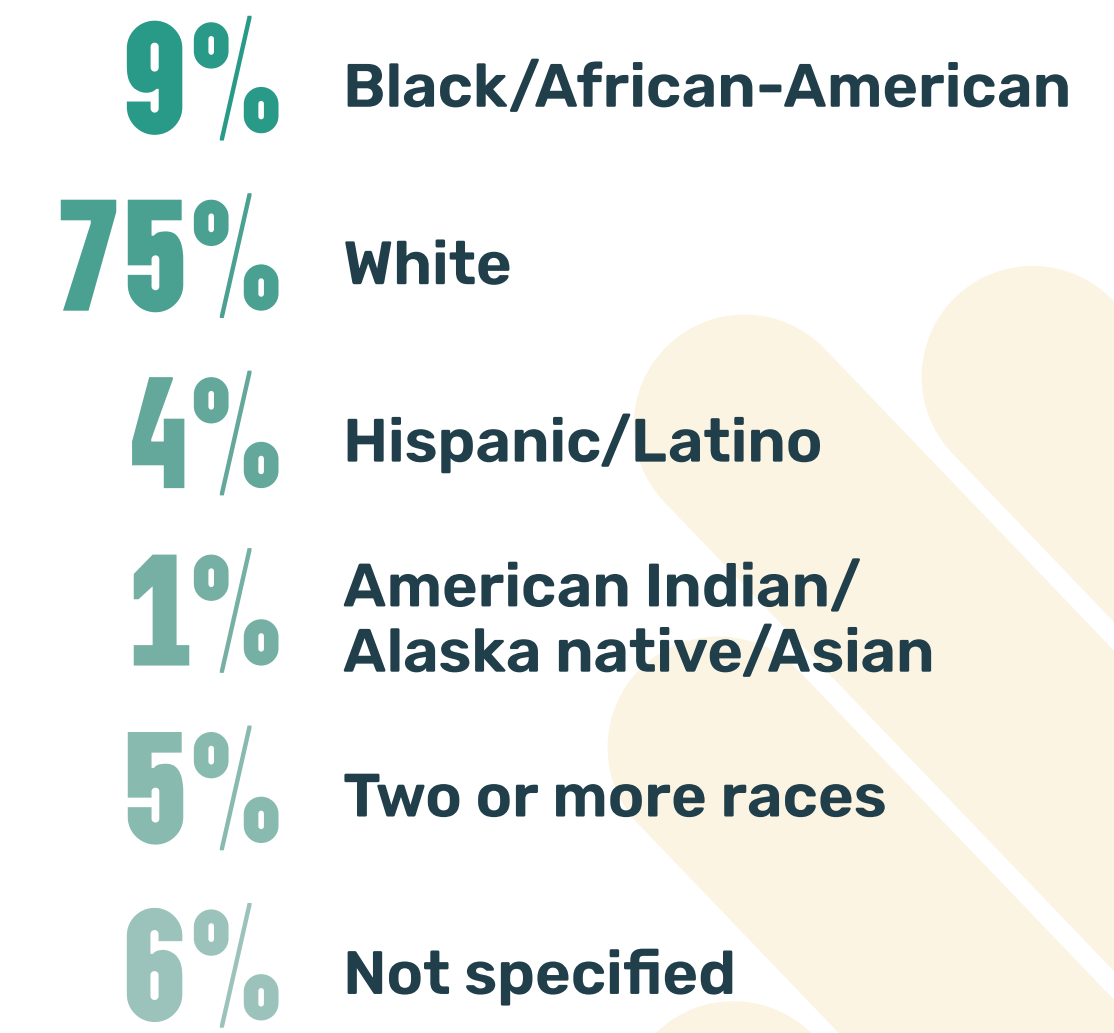
## WHO TOOK OUR SURVEY?

### RACE OF SURVEY RESPONDENTS

According to the Resident Survey:

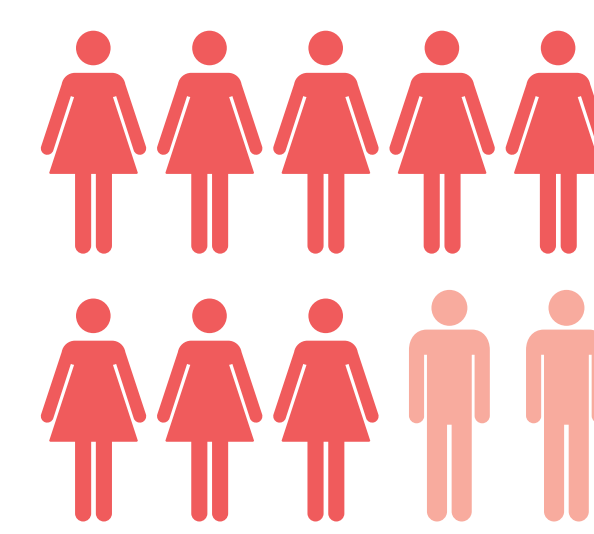


According to the Neighborhood Survey:



### GENDER OF SURVEY RESPONDENTS

According to the Resident Survey:



According to the Neighborhood Survey:



86% Female

14% Male

0% Non-binary/Gender non-conforming

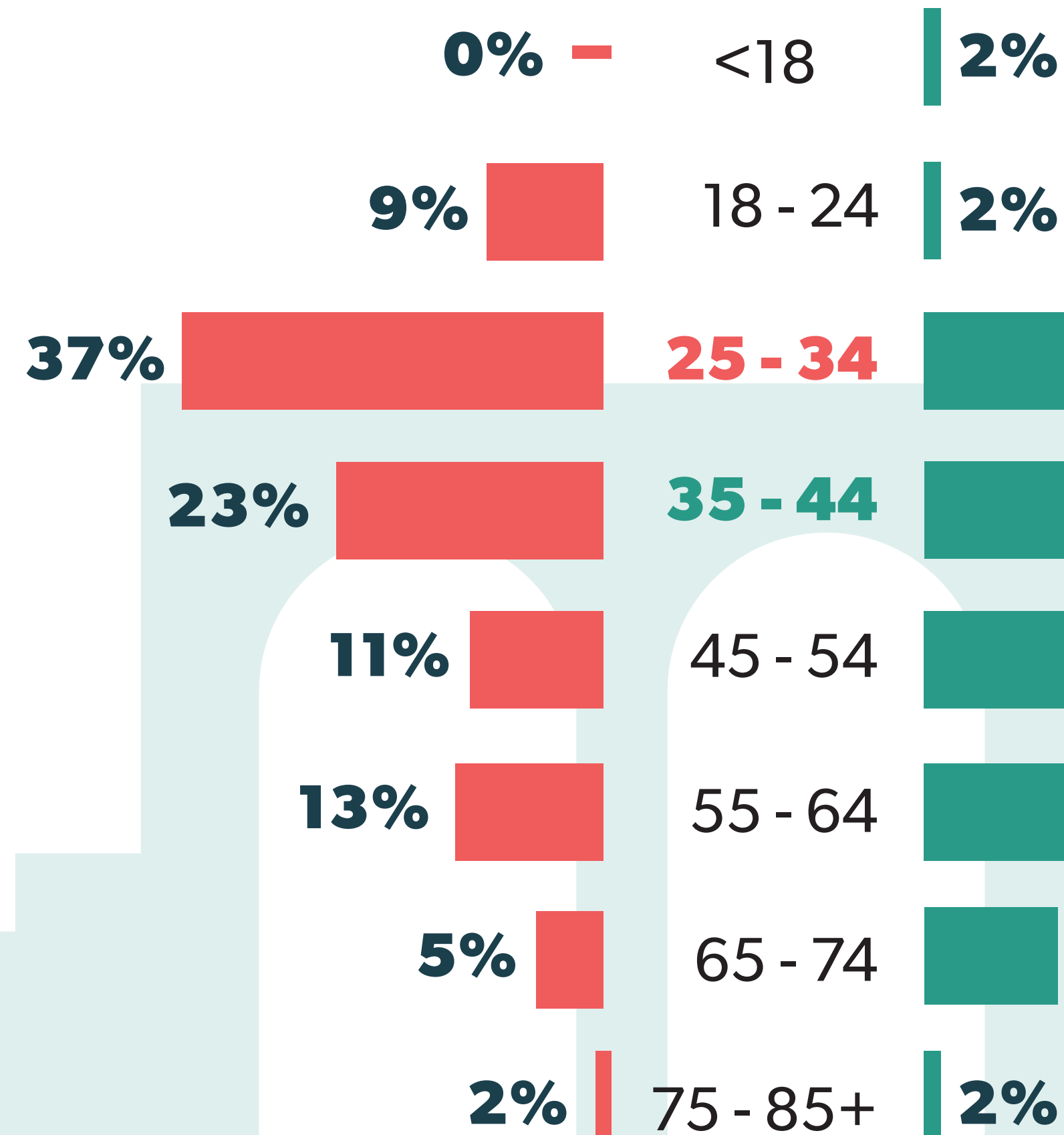
64% Female

33% Male

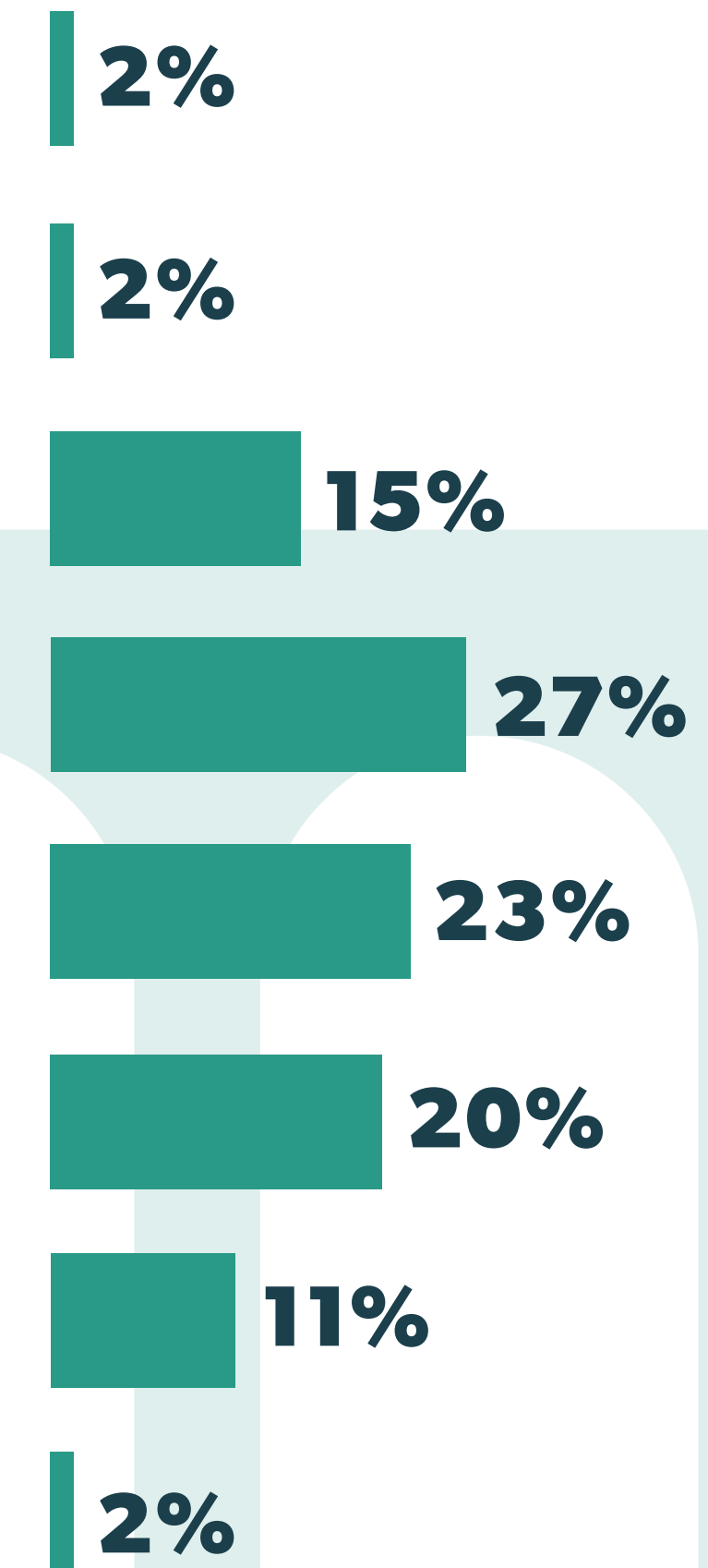
3% Non-binary/Gender non-conforming

### AGE CATEGORY OF SURVEY RESPONDENTS

According to the Resident Survey:



According to the Neighborhood Survey:



### HOUSEHOLD INCOME OF SURVEY RESPONDENTS

**99%** of resident survey respondents & **42%** of neighborhood survey respondents

...reported a household income of below \$50,000 (Hagerstown AMI is \$25,900-\$51,100)



# NEIGHBORHOOD AND COMMUNITY

Understanding the neighborhood's strengths as well as areas for improvement will help to guide priorities for community spaces, services, and resources.

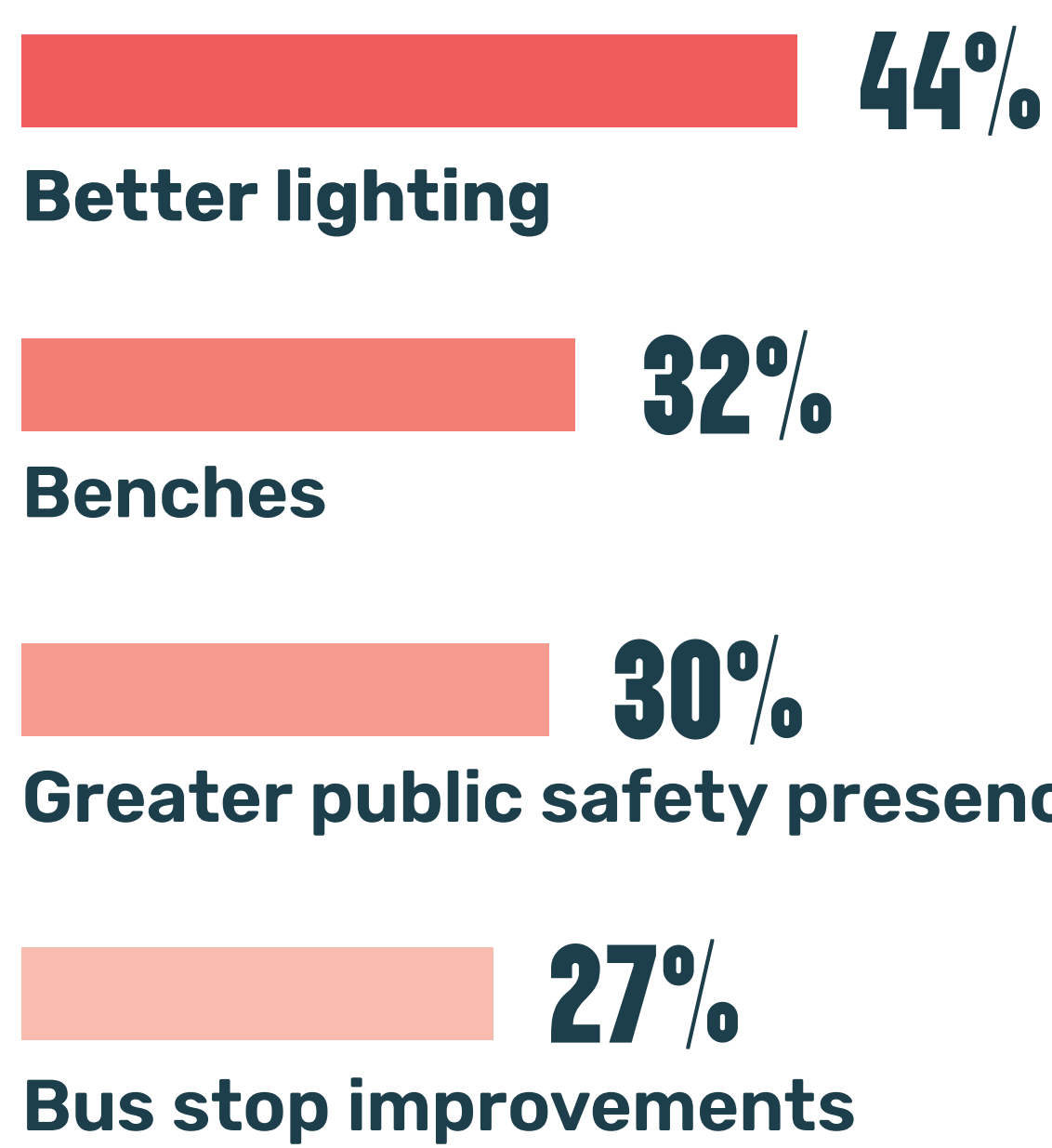
**Resident Survey:** What we heard from residents at Parkside Homes, Douglass Court, and Frederick Manor

**Neighborhood Survey:** What we heard from folks who live and/or work in the Choice Neighborhoods

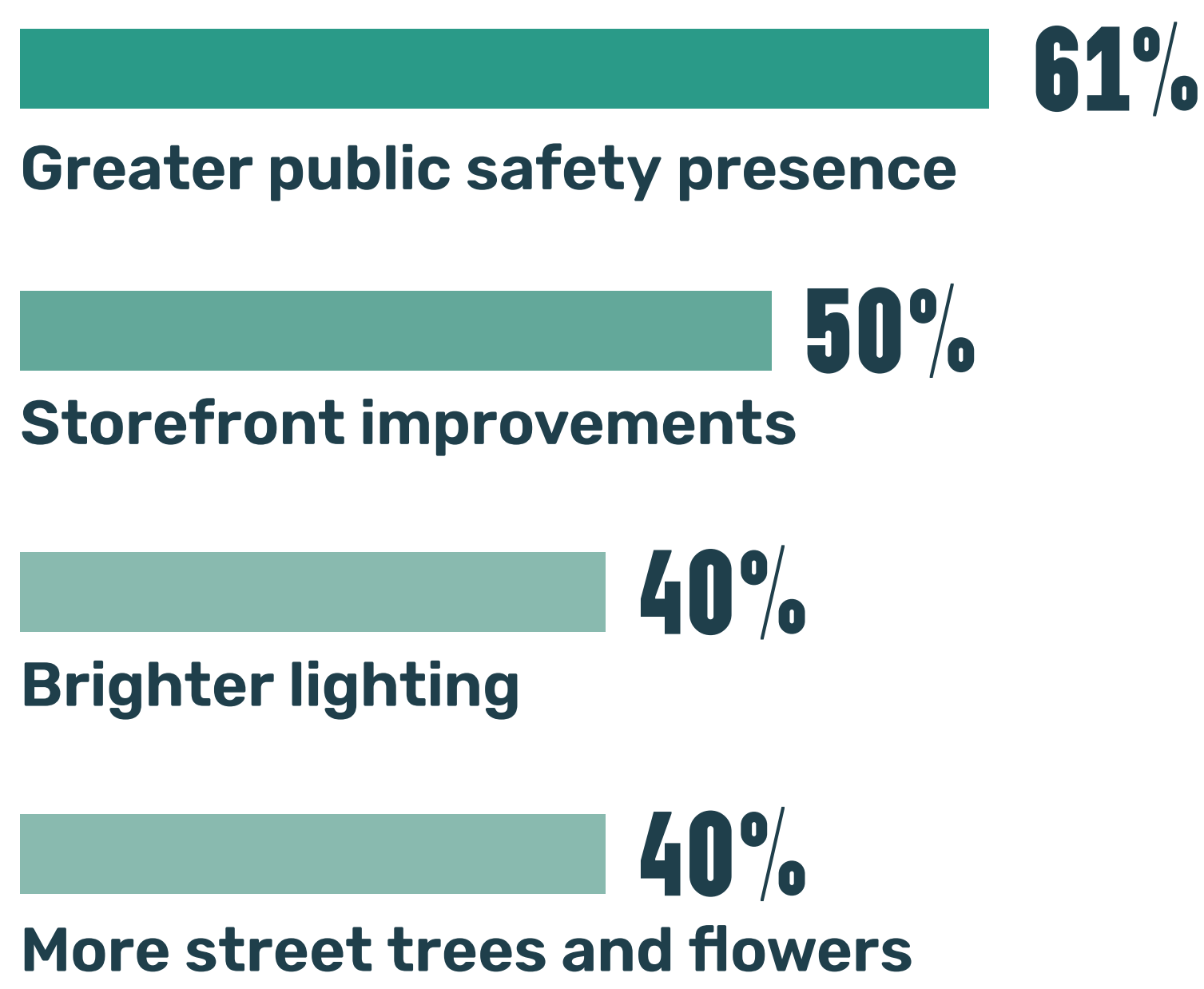
**Business Owner Survey:** What we heard from business owners in the Choice Neighborhoods

## WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN THE COMMERCIAL AREAS IN AND AROUND THE HAGERSTOWN CHOICE NEIGHBORHOODS?

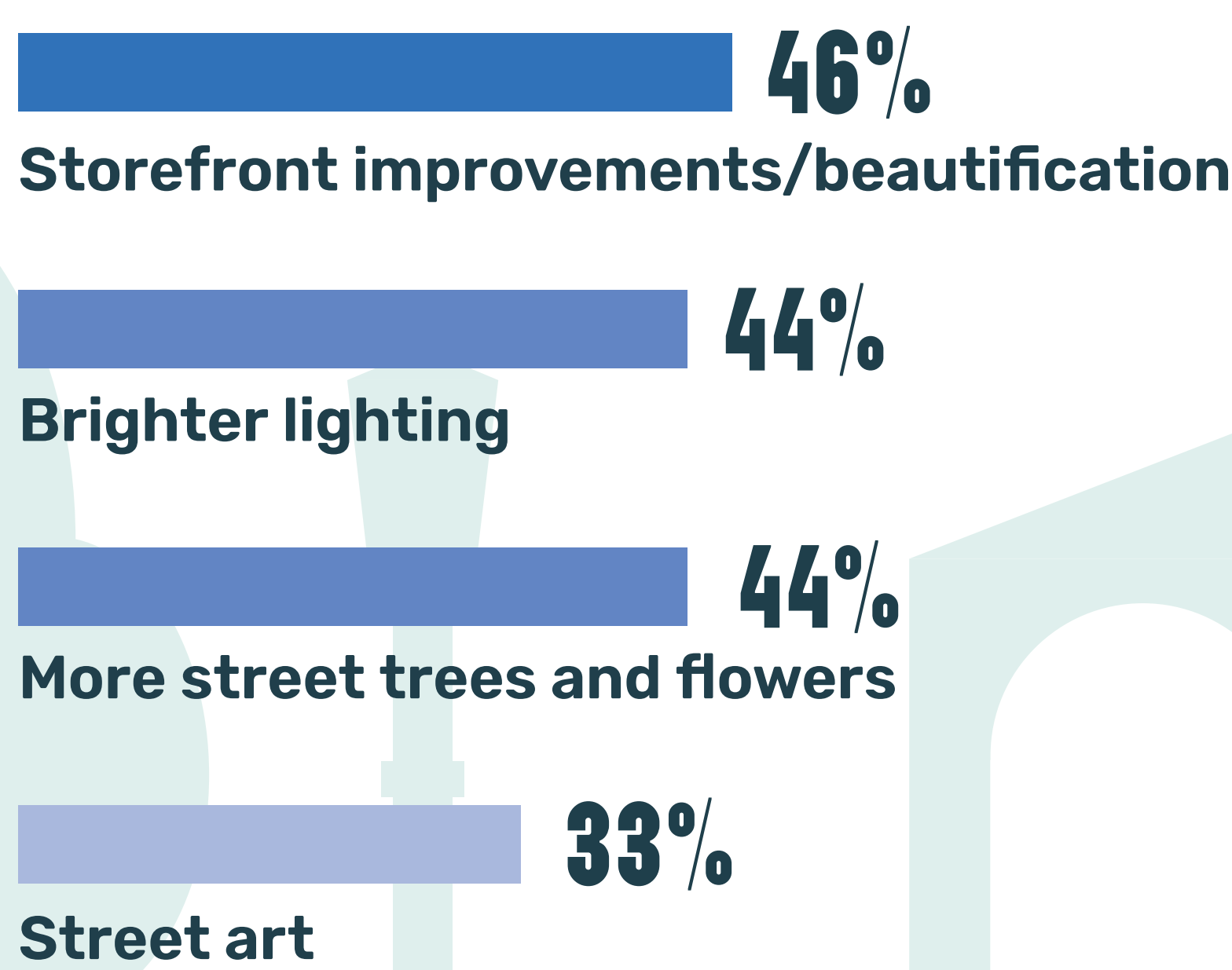
According to the Resident Survey:



According to the Neighborhood Survey:



According to the Business Owner Survey:



## WHAT ARE THE STRENGTHS OF THE NEIGHBORHOOD?

According to the Resident Survey:

- #1 My neighbors and community
- #2 Parks and open spaces
- #3 Access to downtown

According to the Neighborhood Survey:

- #1 Parks and open spaces
- #2 Access to downtown
- #3 History and culture

According to the Business Owner Survey:

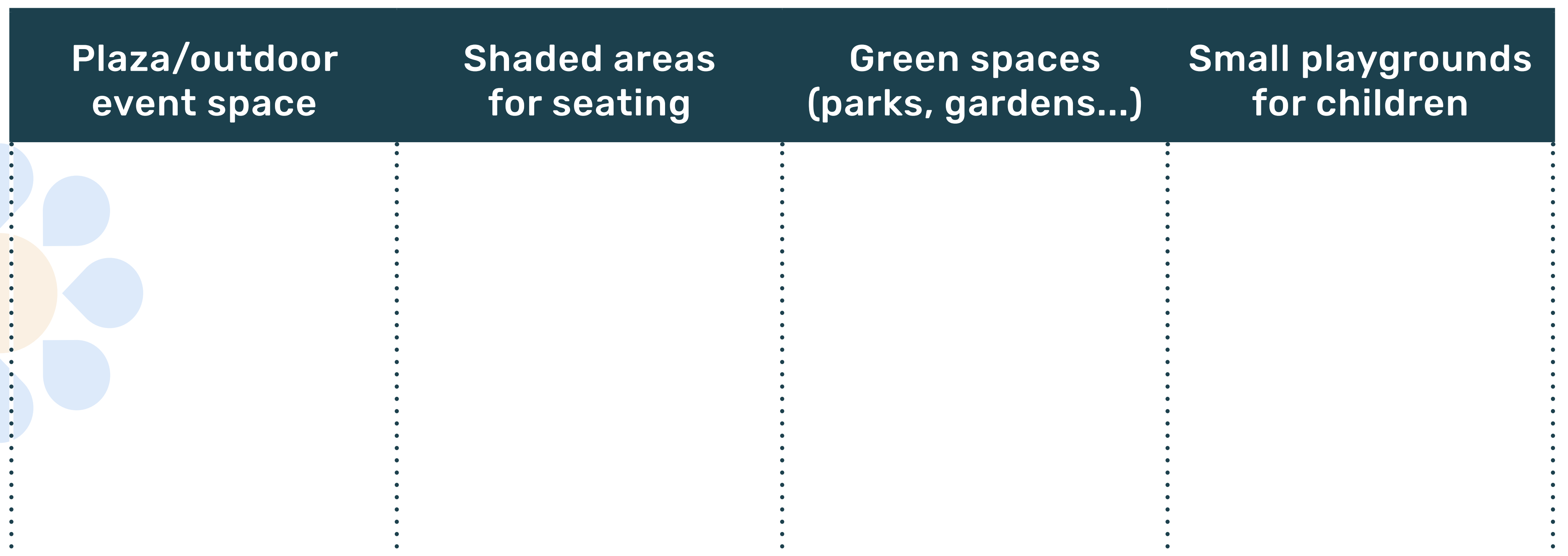
- #1 Opportunities for growth
- #2 Affordability of doing business
- #3 Good market fit

## MOST USED PARKS ACCORDING TO RESIDENT AND NEIGHBORHOOD SURVEY RESPONDENTS:

- #1 Hagerstown City Park
- #2 Fairgrounds Park
- #3 Pangborn Park

## WHAT TYPES OF PUBLIC SPACES CAN HELP SUPPORT COMMUNITY CONNECTION?

Place a dot!



**93%**

of respondents to the Resident Survey said they want to live in "a safe, stable, family-friendly neighborhood"

**> 50%**

of respondents to the Resident Survey identified "quality affordable childcare" as the neighborhoods greatest challenge.

## WHAT AREAS OF THE NEIGHBORHOOD COULD USE IMPROVEMENT FOR WALKING/BIKING, BETTER LIGHTING, MORE LANDSCAPING, AND OVERALL SAFETY?

Place a sticky note with your thoughts!





# EMPLOYMENT

Understanding access and opportunities for stable employment with family-supporting wages will help to identify what types of programs, services, and training may be needed in the Choice Neighborhoods



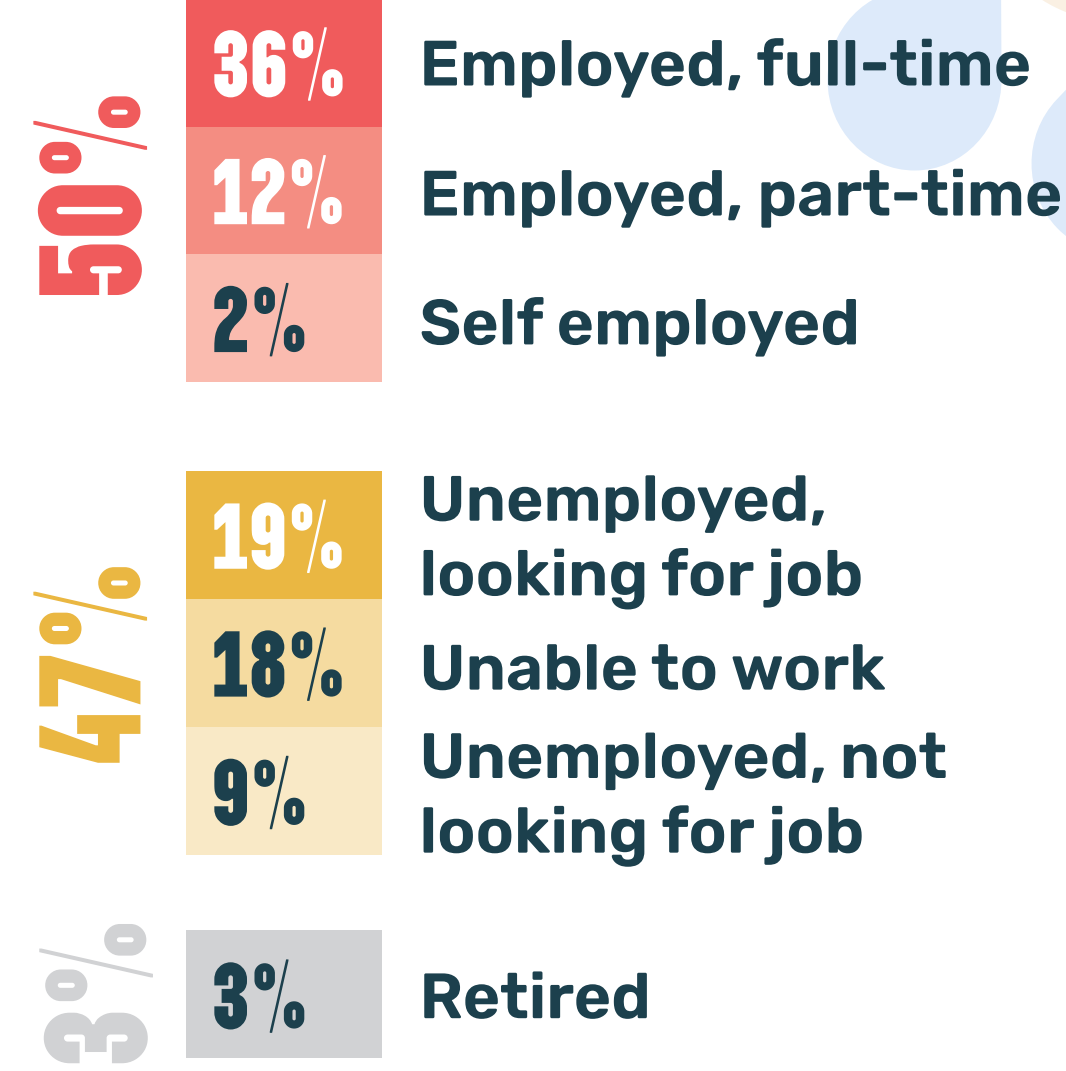
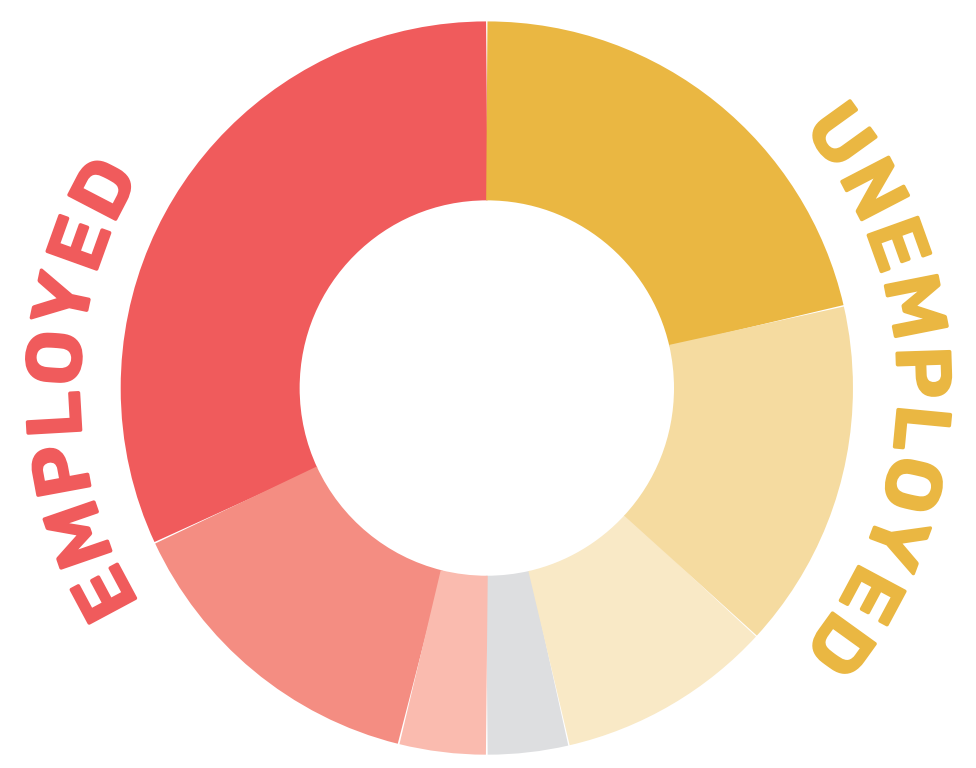
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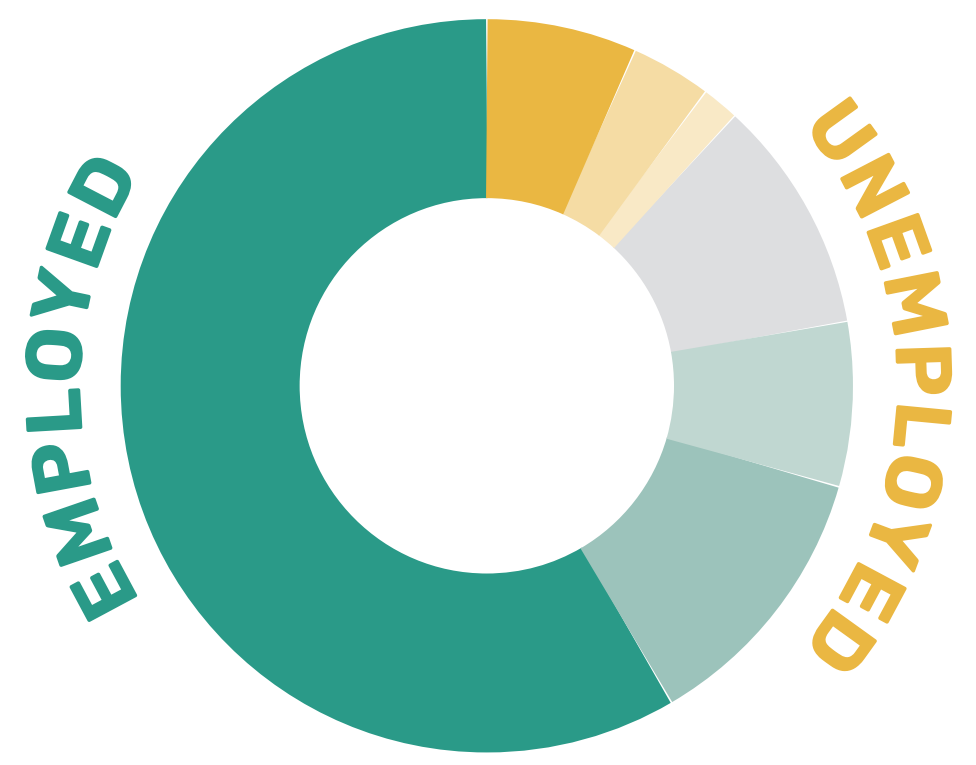
**Business Owner Survey:** What we heard from business owners in the Choice Neighborhoods

## WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

### Resident Survey



### Neighborhood Survey



## TOP EMPLOYMENT SECTORS:

### Resident Survey

The top three sectors employing residents are:

- #1 Food services
- #2 Healthcare/Social Assistance
- #3 Warehousing/Distribution/Logistics

### Neighborhood Survey

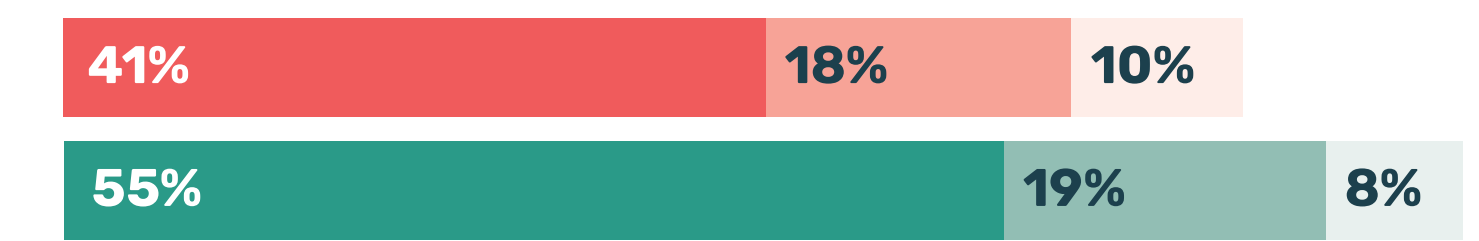
The top three sectors employing residents are:

- #1 Education
- #2 Healthcare/Social Assistance
- #3 Public Administration/Government

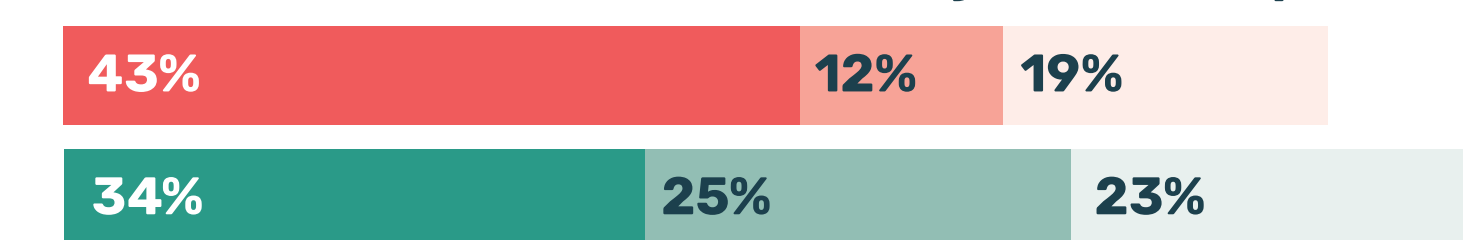
## BARRIERS TO EMPLOYMENT FOR RESIDENT AND NEIGHBORHOOD RESPONDENTS:

Agree, Not sure, Disagree

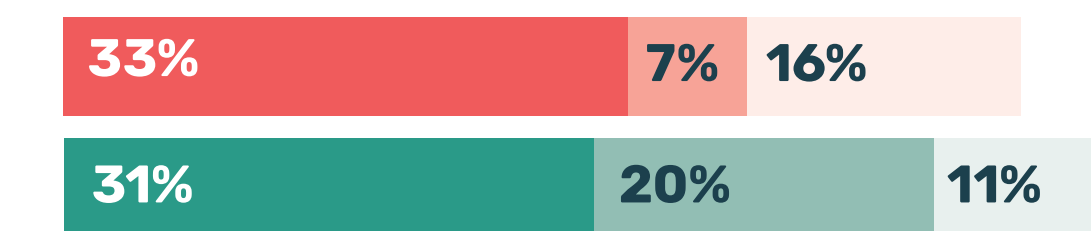
The available jobs do not make economic sense



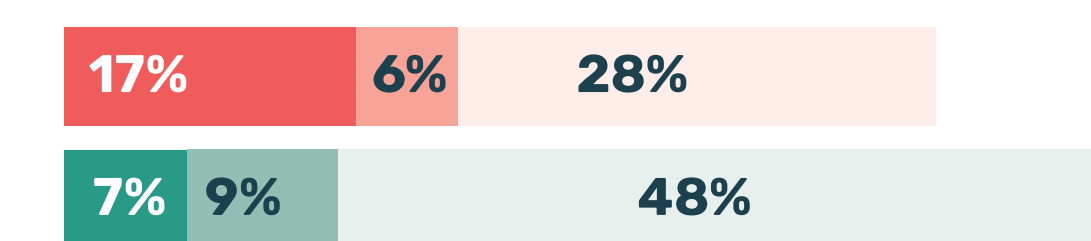
It is difficult to find available jobs locally



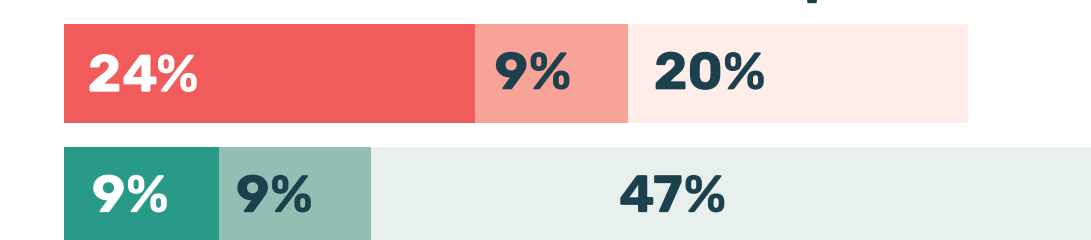
It is difficult to find quality, affordable childcare



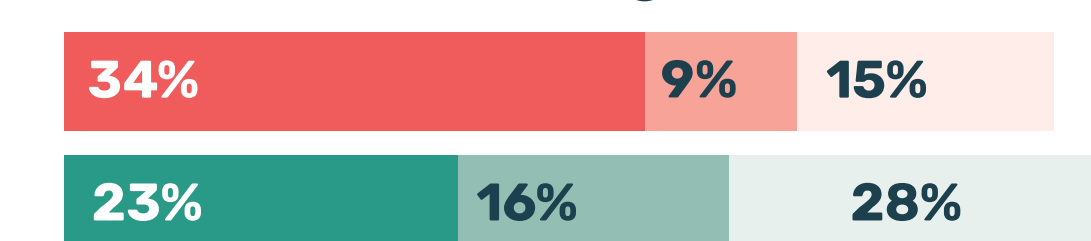
I/we lack the skills needed for available jobs



I/we do not have the required education for the jobs



There are not enough/convenient transportation to get to jobs



## WHAT AREAS OF SKILL BUILDING/TRAINING WOULD YOU BE INTERESTED IN?

Place a dot!

Healthcare/Nursing/Medicine

Cooking/Catering

Customer Service

Coding/Information Technology/Computers

Small Business/Entrepreneurship

## FROM THE BUSINESS OWNER SURVEY:

### Business Owner Survey

The top 3 industry sectors of respondents:

- #1 Professional services
- #2 Social services
- #3 Retail/Food services

36% of businesses have been operating for 1 to 5 years

29% have been operating for over 30 years

70% of businesses employ 1 to 5 employees full-time

58% of businesses employ 1 to 5 employees part-time

## IF YOU WORK OUTSIDE THE CHOICE NEIGHBORHOODS, WHAT IMPROVEMENTS COULD MAKE IT EASIER TO GET TO AND FROM WORK?

Place a sticky note with your thoughts!



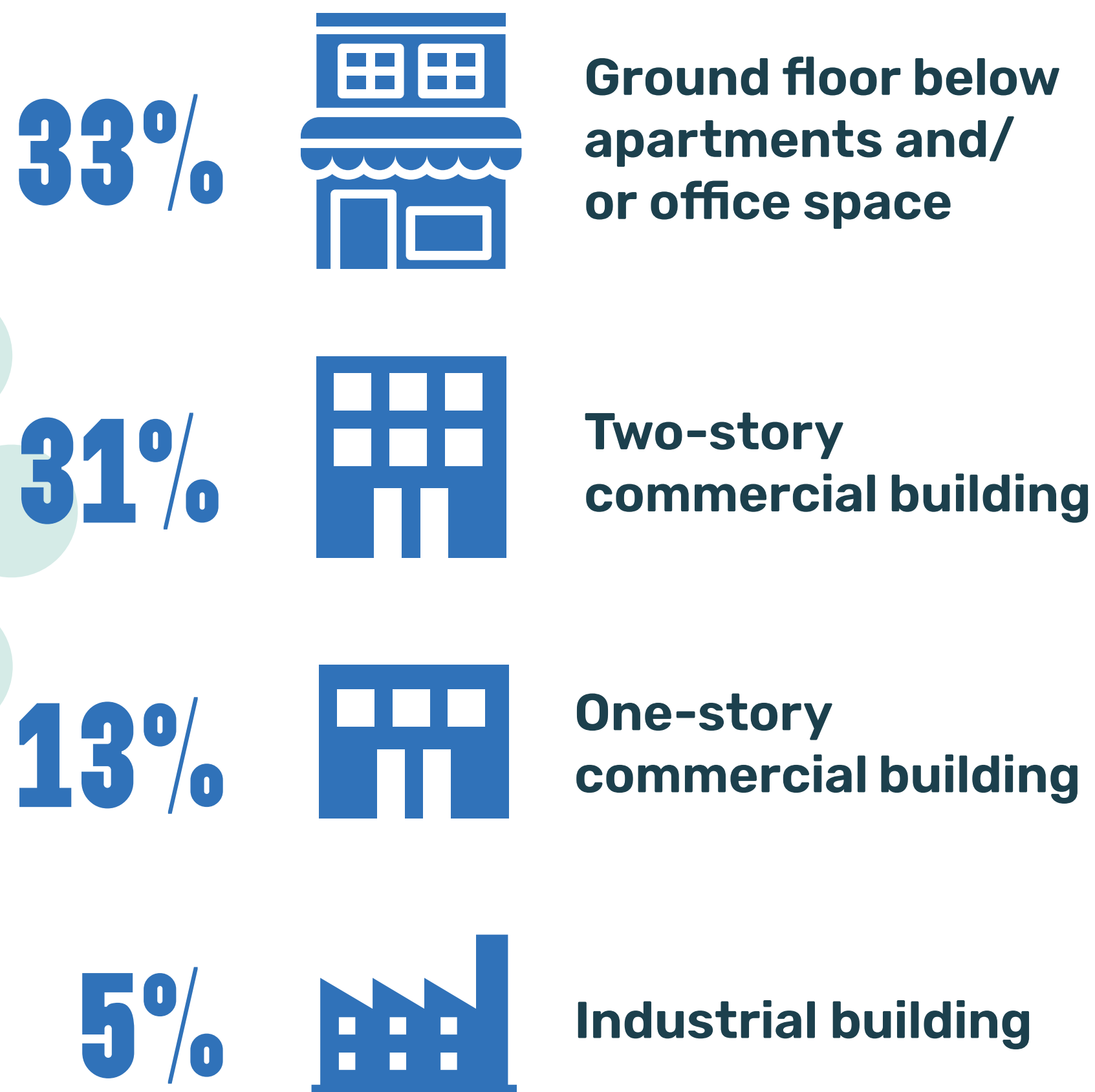
# BUSINESS IN THE CHOICE NEIGHBORHOODS



Hagerstown Choice conducted a survey of business owners in the Choice Neighborhoods to understand their priorities, future goals, and current challenges of doing business in downtown Hagerstown.

**Business Owner Survey:** What we heard from business owners in the Choice Neighborhoods

## IN WHAT TYPE OF BUILDING IS YOUR BUSINESS LOCATED?

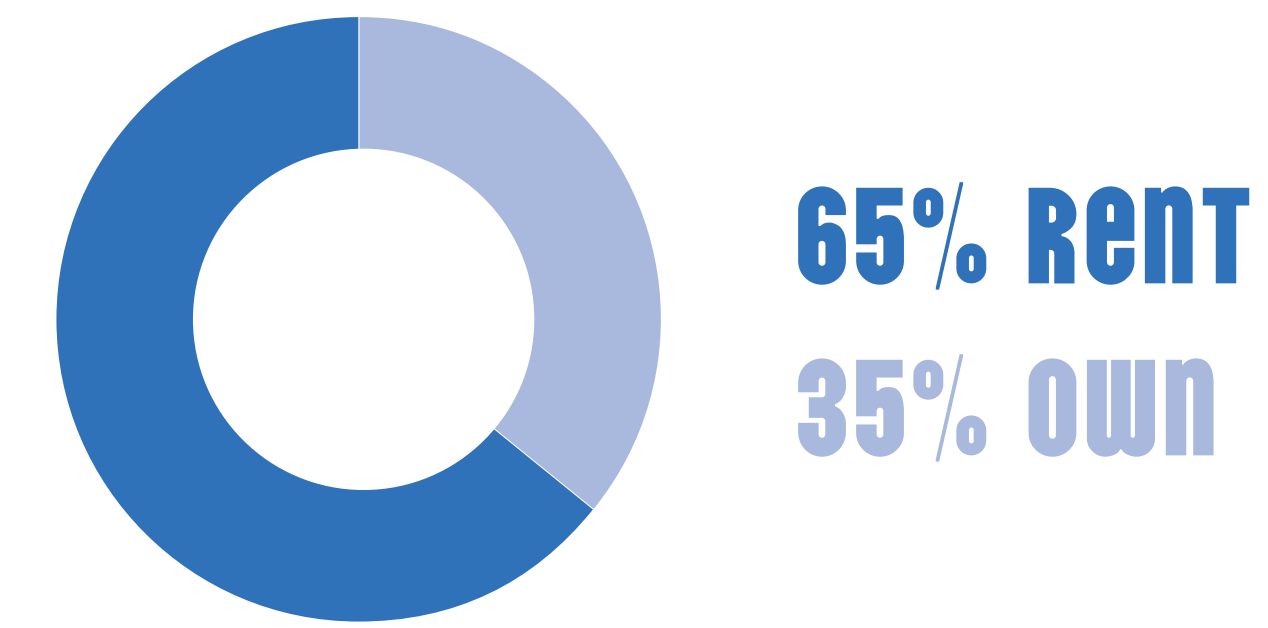


**56%** of respondents are very satisfied with the physical location of their business

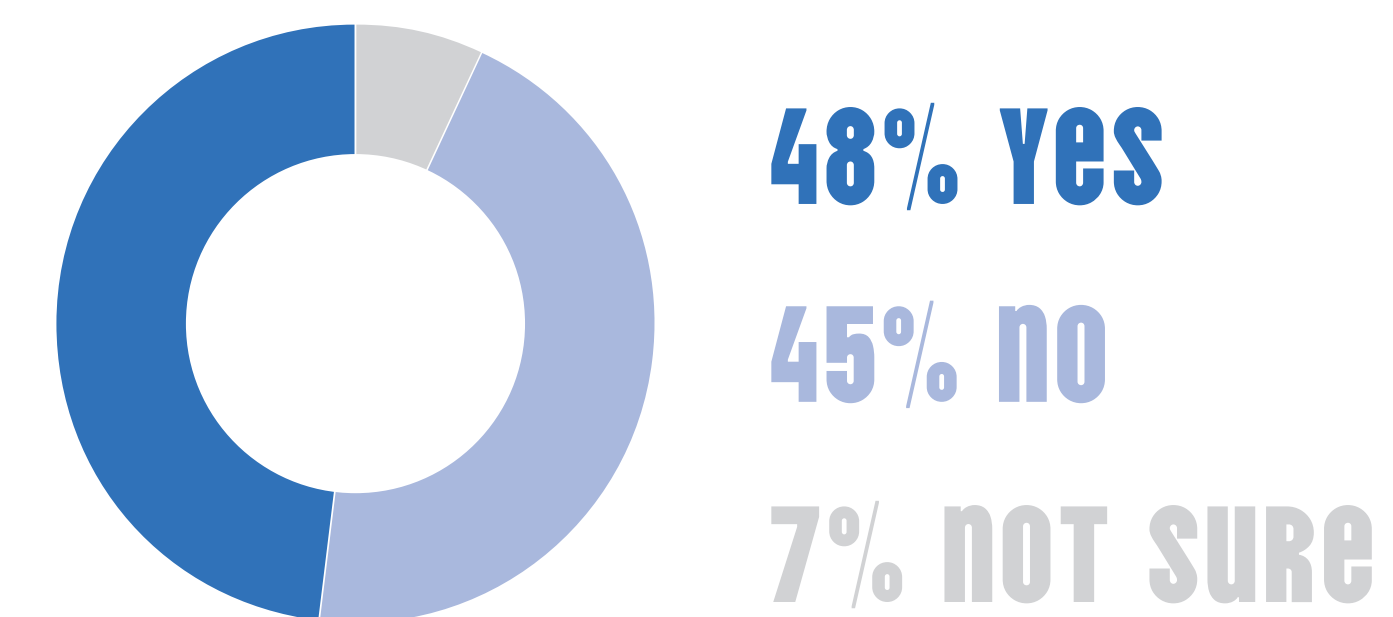
**86%** of respondents are looking to invest in their business to attract additional customers

**68%** of respondents are going to be maintaining operations primarily the same as last year

## DOES YOUR BUSINESS OWN OR RENT THE SPACE?



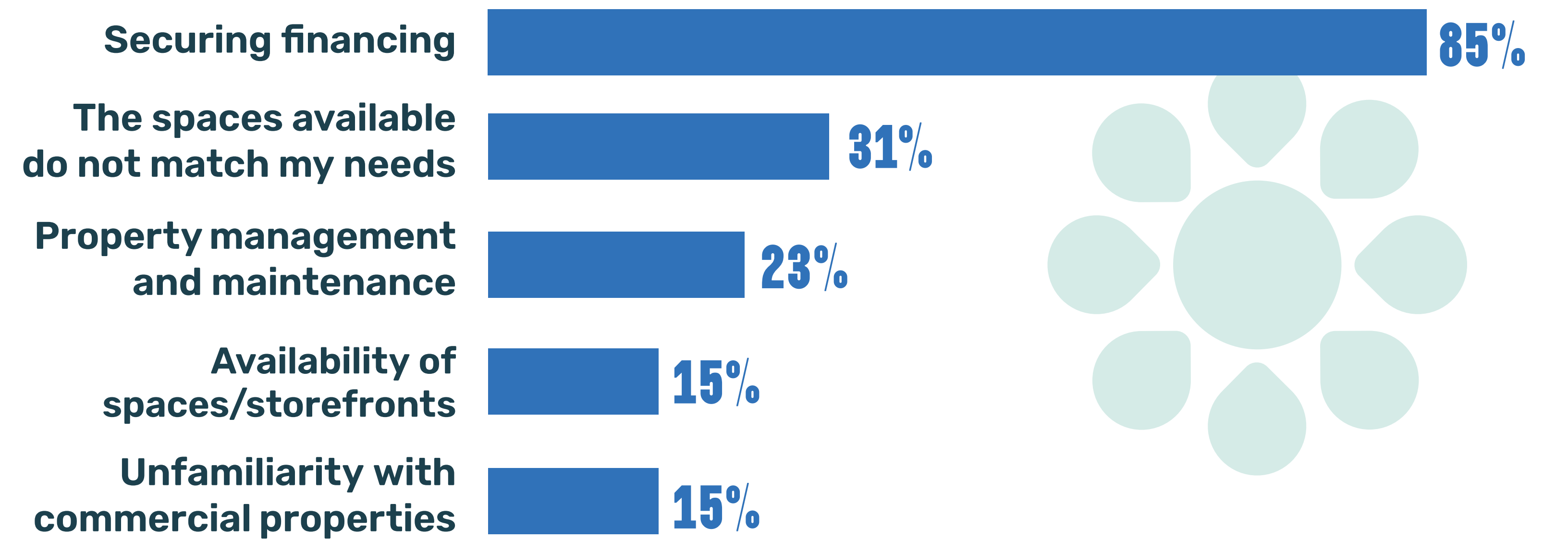
## IF YOU CURRENTLY RENT YOUR SPACE/BUILDING, ARE YOU INTERESTED IN BECOMING AN OWNER?



## HOW EASY IS IT FOR YOUR BUSINESS TO MEET YOUR CURRENT COST AND EXPENSES/RENT OR MORTGAGES/TAXES AND UTILITIES?

**7% VERY DIFFICULT**  
**40% SOMEWHAT DIFFICULT**  
**40% SOMEWHAT EASY**  
**13% VERY EASY**

## IF YOU ARE INTERESTED IN BECOMING AN OWNER BUT HAVE NOT YET, WHAT IS PREVENTING YOU?



## HOW OFTEN DO YOU SHOP/EAT/SPEND TIME AT BUSINESSES DOWNTOWN?

Place a dot!

More than once a week

Once a week

Once a month

Rarely

Never

## WHAT WOULD MAKE YOU VISIT MORE OFTEN?

Place a sticky note with your thoughts!

[Sticky note area for thoughts]

## WHAT KIND OF BUSINESSES WOULD YOU LIKE TO SEE IN THE CHOICE NEIGHBORHOODS?

Place a dot!

Medical Offices

Grocery Store

Food/Beverage

Daycare

Arts

Co-working

Artist Studios/Maker Spaces



# HOUSING AND ACCESS TO SERVICES

Understanding the community's vision and priorities for housing and services in the neighborhood will help to create a long-term vision for a vibrant, equitable, and inclusive Hagerstown Choice Neighborhoods.

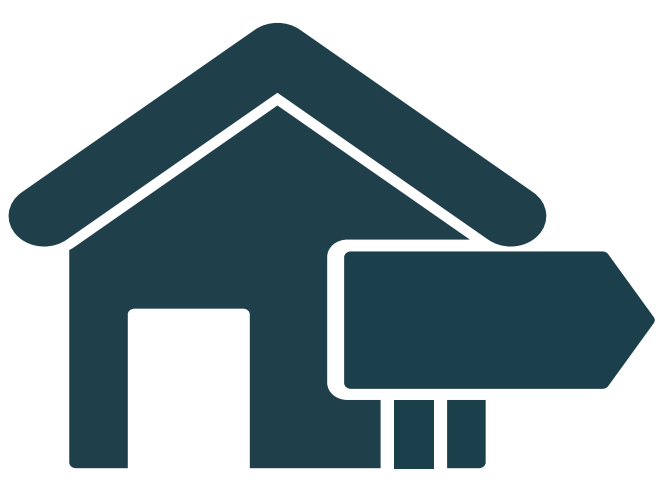
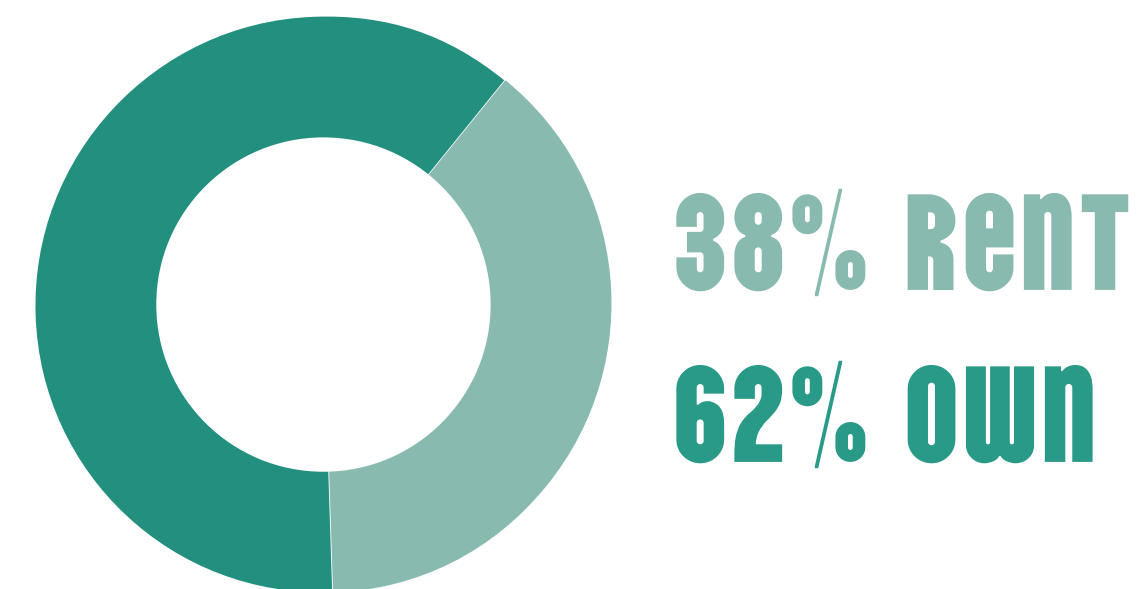
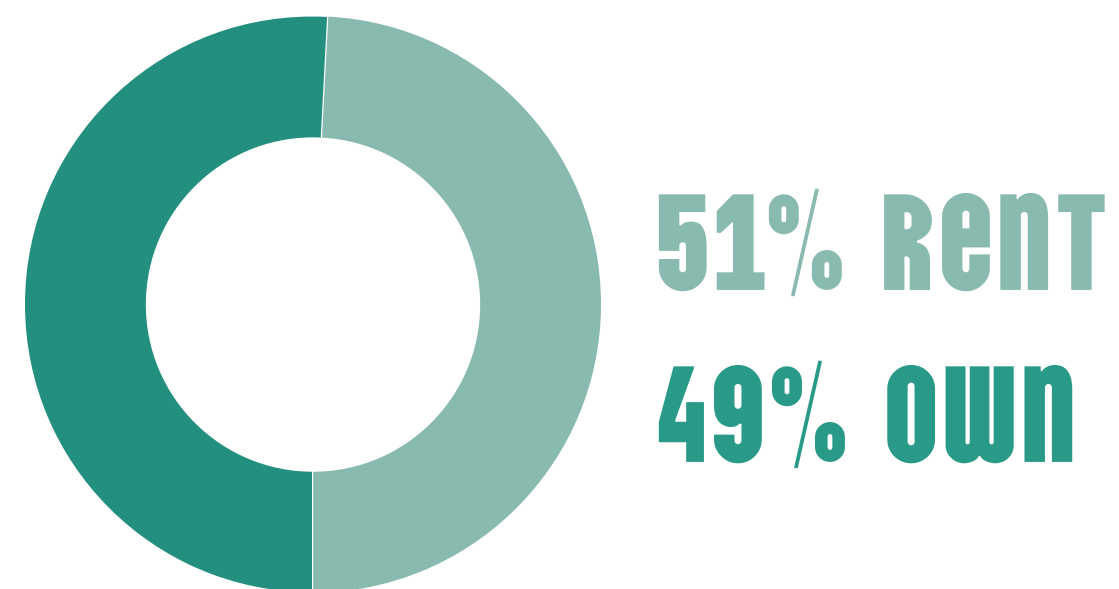
**Resident Survey:** What we heard from residents at Parkside Homes, Douglass Court, and Frederick Manor

**Neighborhood Survey:** What we heard from folks who live and/or work in the Choice Neighborhoods

## DO YOU RENT OR OWN YOUR HOME?

Neighborhood Survey respondents that live **within** the Choice Neighborhoods

Neighborhood Survey respondents that live **outside** the Choice Neighborhoods



**70% of HHA residents and 59% of neighborhood survey respondents (who are renters) want to be working towards buying a home in the next 5 years.**

## WHAT TYPES OF HOUSING WOULD YOU LIKE TO SEE IN YOUR NEIGHBORHOOD?

According to the **Resident Survey:**

According to the **Neighborhood Survey:**

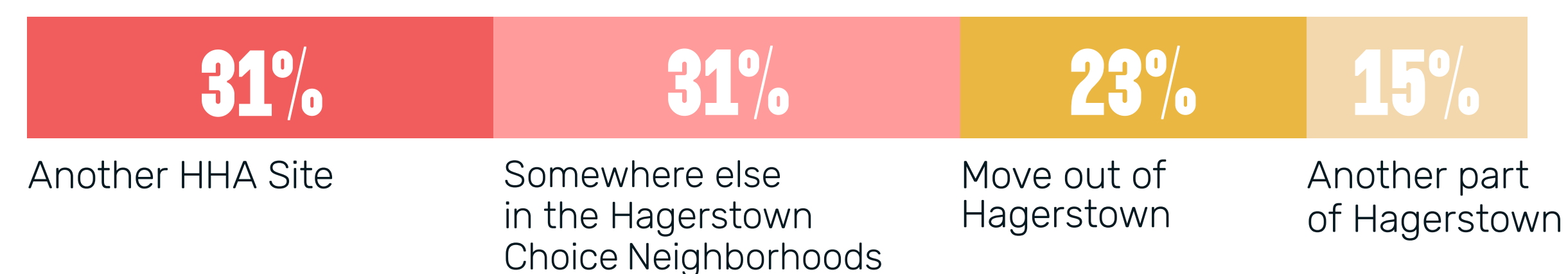
- 75%** New affordable rental housing
- 59%** Home renovation/modification program
- 44%** New homes for ownership
- 36%** Supportive/transitional housing

- 54%** Home renovation/modification program
- 53%** New affordable rental housing
- 46%** New homes for ownership
- 38%** New moderately priced rental housing

## HOW DO HAGERSTOWN HOUSING AUTHORITY RESIDENTS FEEL ABOUT RETURNING TO PARKSIDE HOMES, DOUGLASS COURT, OR FREDERICK MANOR AFTER THE CHOICE NEIGHBORHOODS INITIATIVE REDEVELOPMENT?

**88%** of residents would like to return to their current housing site post redevelopment

**77%** of residents who would prefer permanent relocation, want to stay in Hagerstown



## WHAT WILL THEY NEED?

According to the **Resident Survey:**

According to the **Neighborhood Survey:**

- #1** Downpayment assistance
- #2** Homebuyer education
- #3** Budgeting support

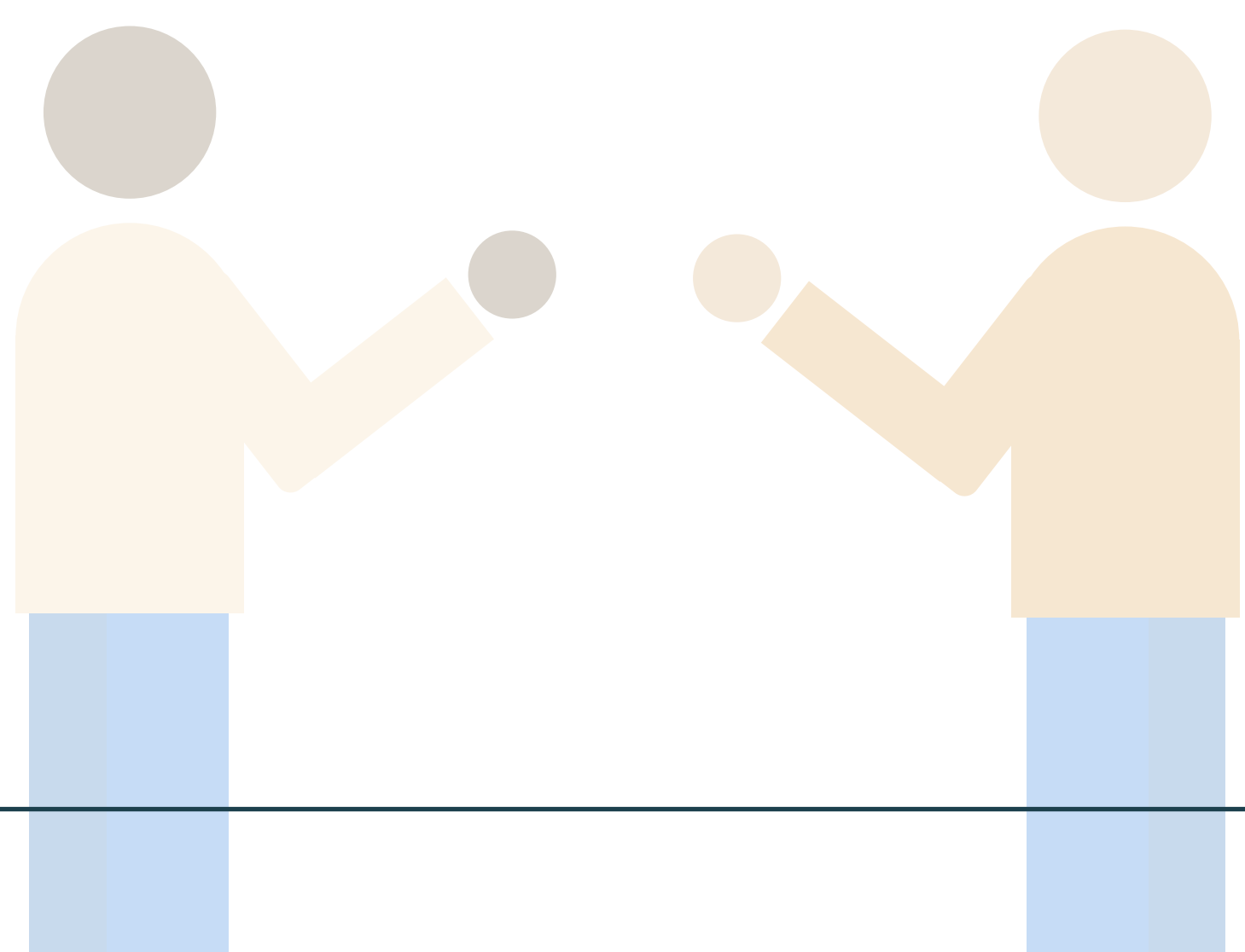
- #1** Downpayment assistance
- #2** Housing Affordability
- #3** Homes in safe areas

Respondents to the **Resident Survey** and **Neighborhood Survey** both prioritized the following services for the Hagerstown Choice Neighborhoods:

- #1** Safe, youth-based place for teens and school-aged children
- #2** Community garden or area for individual garden plots
- #3** Training/Workforce/Job Placement programs
- #4** Central gathering place for the community

## HOW CAN WE ENHANCE QUALITY OF LIFE IN RESIDENTIAL AREAS?

Place a sticky note with your thoughts!



## WHAT KIND OF HOUSING DO YOU WANT TO SEE?

Place a dot!

Town Homes



Mid-rise Multi-family



Twin Homes



High-rise Multi-family



Duplexes



Quadplexes





# PUBLIC SAFETY

Understanding how and where to enhance safety within the Hagerstown Choice Neighborhoods can help to build community trust and support a sense of belonging.



**Resident Survey:** What we heard from residents at Parkside Homes, Douglass Court, and Frederick Manor

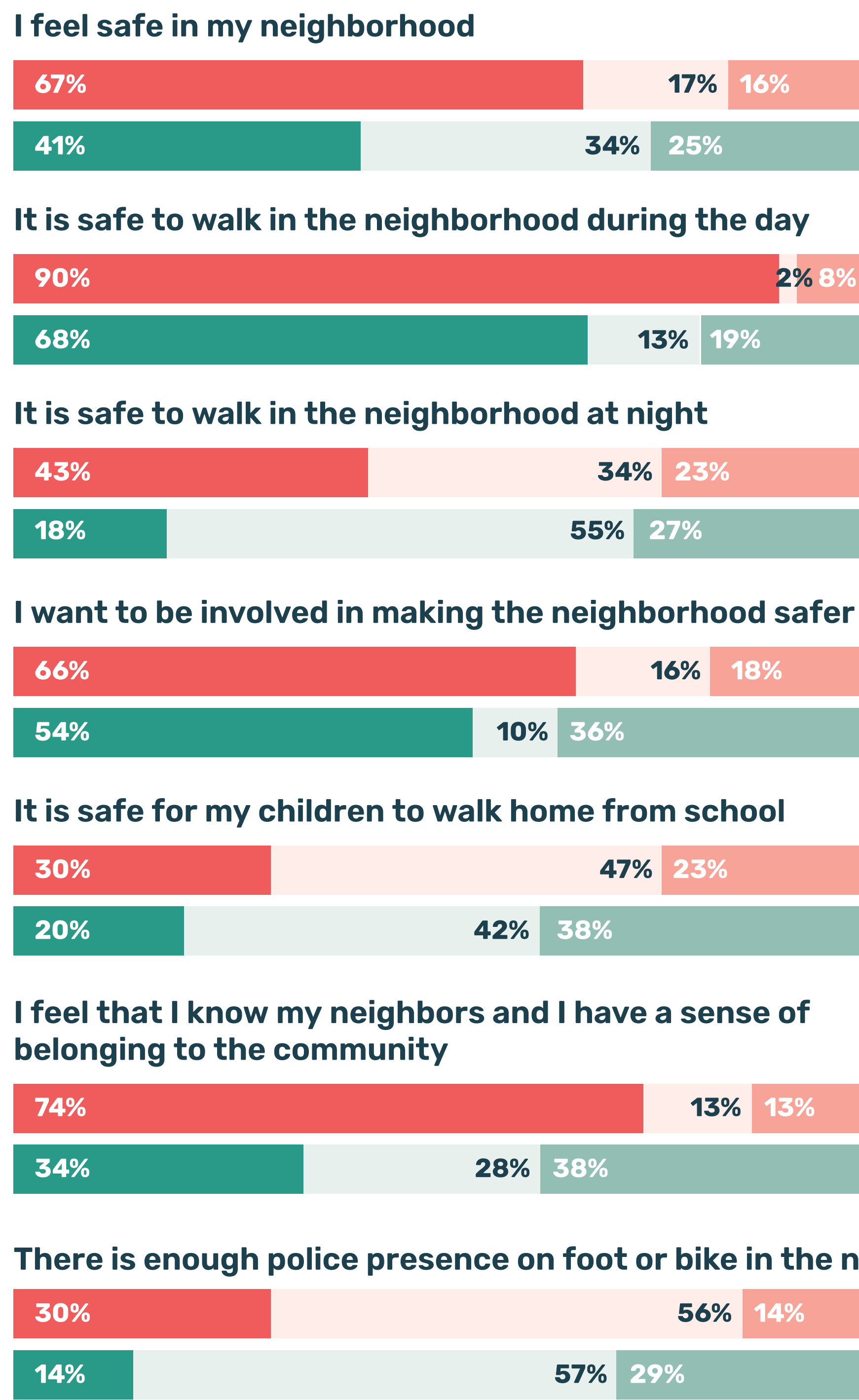
**Neighborhood Survey:** What we heard from folks who live and/or work in the Choice Neighborhoods

**Business Owner Survey:** What we heard from business owners in the Choice Neighborhoods

## SAFETY IN THE NEIGHBORHOOD FOR RESIDENTS AND NEIGHBORHOOD RESIDENTS:

■ Agree ■ Not sure ■ Disagree   
■ Agree ■ Not sure ■ Disagree

\*The below percentages are calculated by combining the 'Agree' and 'Strongly Agree' option as well as combining the 'Disagree' and 'Strongly disagree' option.

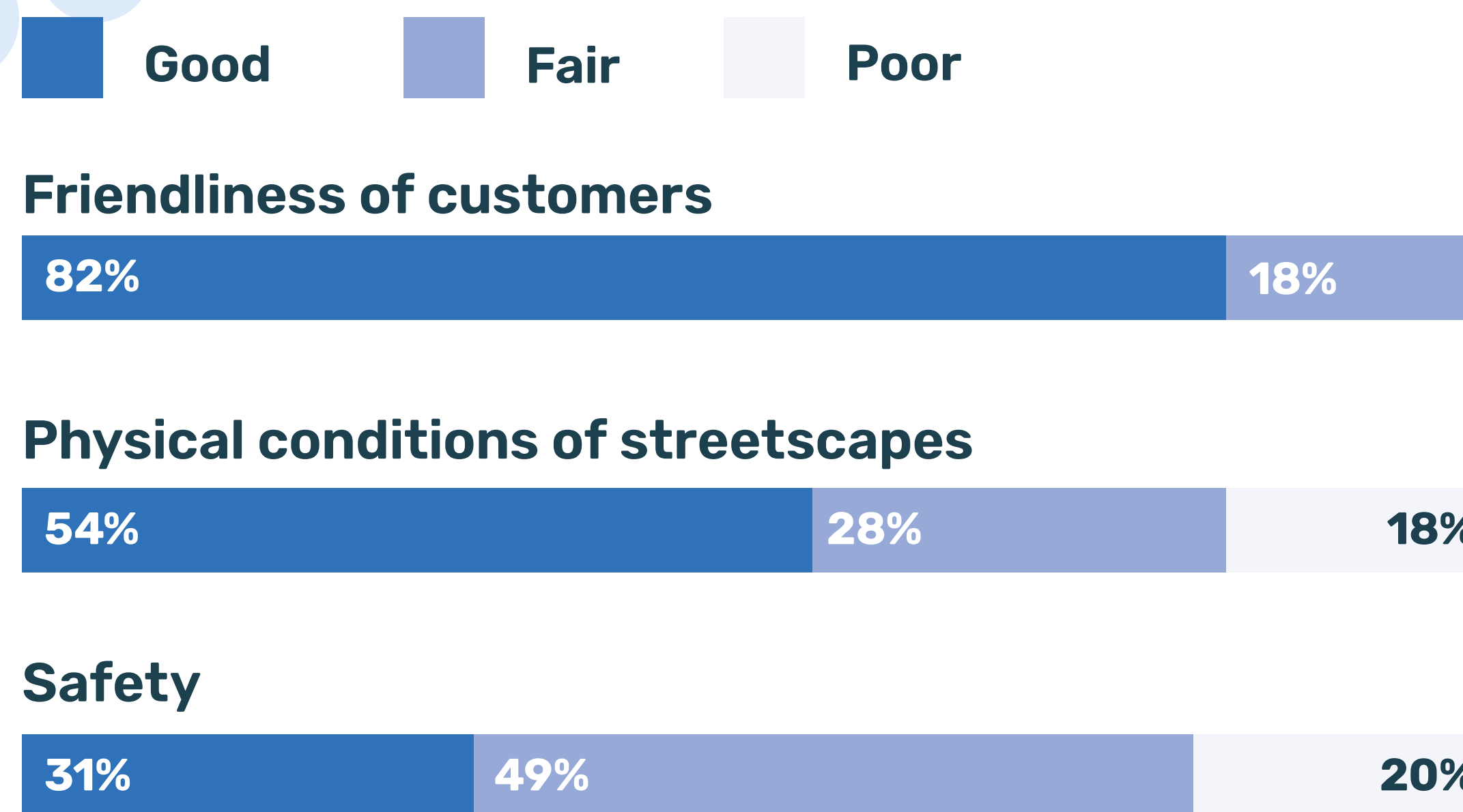


## THE NEIGHBORHOOD AND BUSINESS OWNER RESPONDENTS AGREE THAT THE TOP SAFETY CONCERNS ARE...

- 1 People buying and selling drugs
- 2 People using drugs
- 3 Gun shots/gun violence

## FROM THE BUSINESS OWNER SURVEY:

### HOW WOULD YOU RATE EACH OF THE FOLLOWING ASPECTS OF THE AREA WHERE YOUR BUSINESS IS LOCATED?



## WHAT TYPES OF PROGRAMS COULD HAVE A POSITIVE IMPACT ON SAFETY IN THE NEIGHBORHOOD?

Place a sticky note with your thoughts!

## ARE THERE AREAS IN THE NEIGHBORHOOD THAT COULD BE MADE SAFER?

Place a sticky note with your thoughts!



# HEALTH AND WELLNESS

Understanding a community's priorities for their health and well-being is essential to enhancing quality of life and building an neighborhood where everyone can thrive.



**Resident Survey:** What we heard from residents at Parkside Homes, Douglass Court, and Frederick Manor

**Neighborhood Survey:** What we heard from folks who live and/or work in the Choice Neighborhoods

## RESIDENT AND NEIGHBORHOOD RESPONDENTS AGREE THAT ACCESS TO QUALITY HEALTHCARE CAN BE IMPROVED BY...



Extending the hours of health facilities in the neighborhood



Improving transportation to major medical facilities



Locating more healthcare facilities in the neighborhood



Being able to access affordable prescriptions

## HEALTH INSURANCE ACCESS

According to the **Resident Survey:**

**94%** of respondents have health insurance

**98%** of respondents said that children in their household have health insurance

According to the **Neighborhood Survey:**

**92%** of respondents have health insurance

**96%** of respondents said that children in their household have health insurance

## NEIGHBORHOOD FOOD ACCESS FOR RESIDENT SURVEY RESPONDENTS

Agree Not sure Disagree



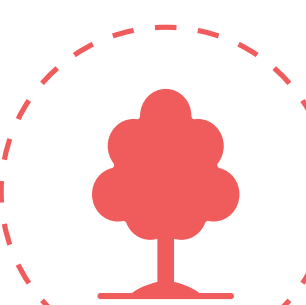
High-quality fresh fruits/vegetables/food are widely available and affordable.



Are there adequate affordable healthcare facilities nearby?



## COMMUNITY HEALTH IN THE NEIGHBORHOOD:



There are adequate green spaces and trees throughout the neighborhood



This is a great neighborhood for walking

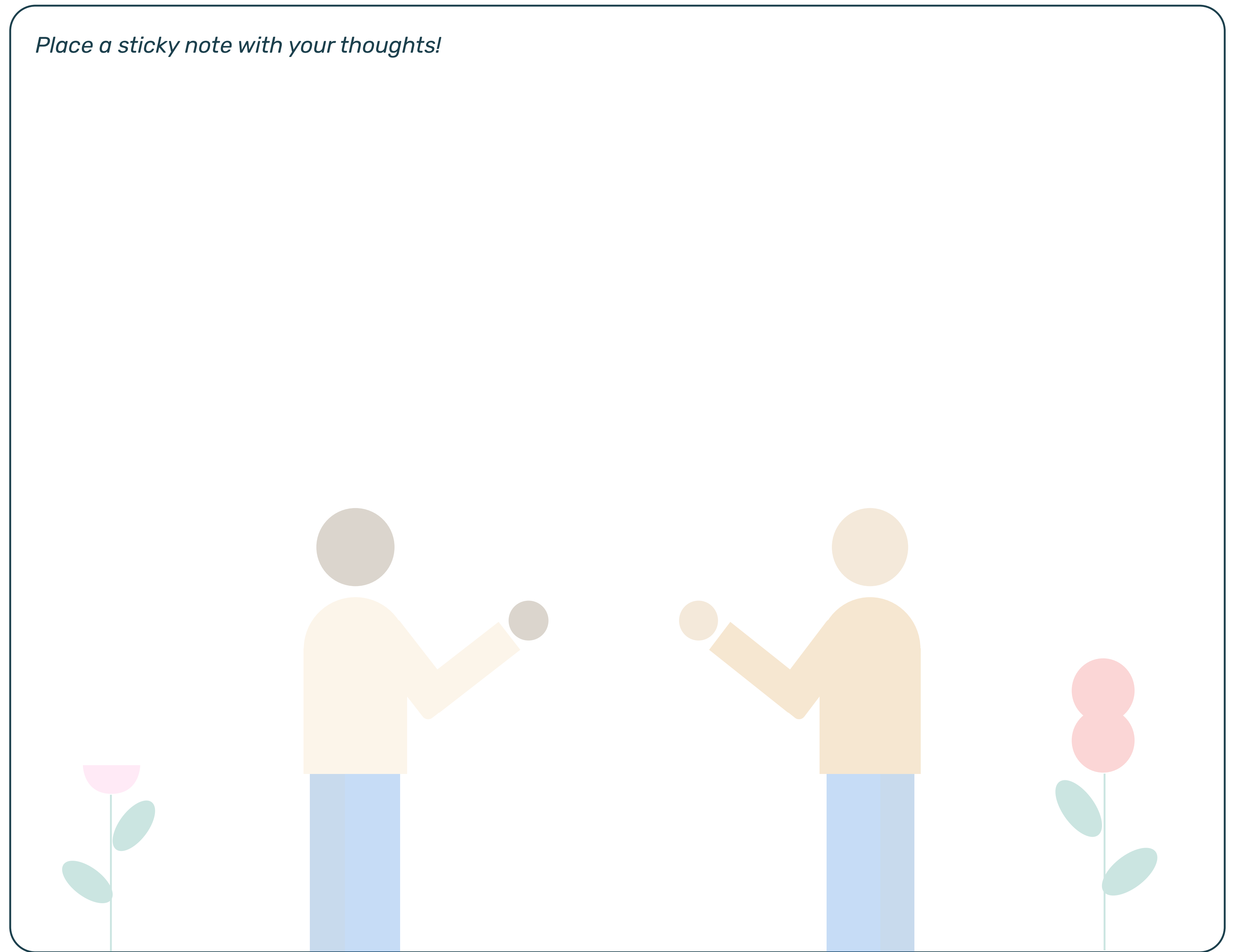


There are adequate places to exercise (gyms/parks/playgrounds)



## WHAT MOST AFFECTS YOUR HEALTH AND WELL-BEING?

Place a sticky note with your thoughts!



## WHAT WOULD HELP YOU IMPROVE YOUR HEALTH AND WELL-BEING?

Place a dot!

Options for healthy and fresh foods

Health Fairs

Wellness Series

Community navigators to help guide to resources

Community exercise classes

Mental health support

More spaces to exercise/walk

Other



# CHILDREN AND EDUCATION

Identifying opportunities to lift up and support young people will help to shape the priorities to enhance programming, education, and resources for youth in the Hagerstown Choice Neighborhoods.

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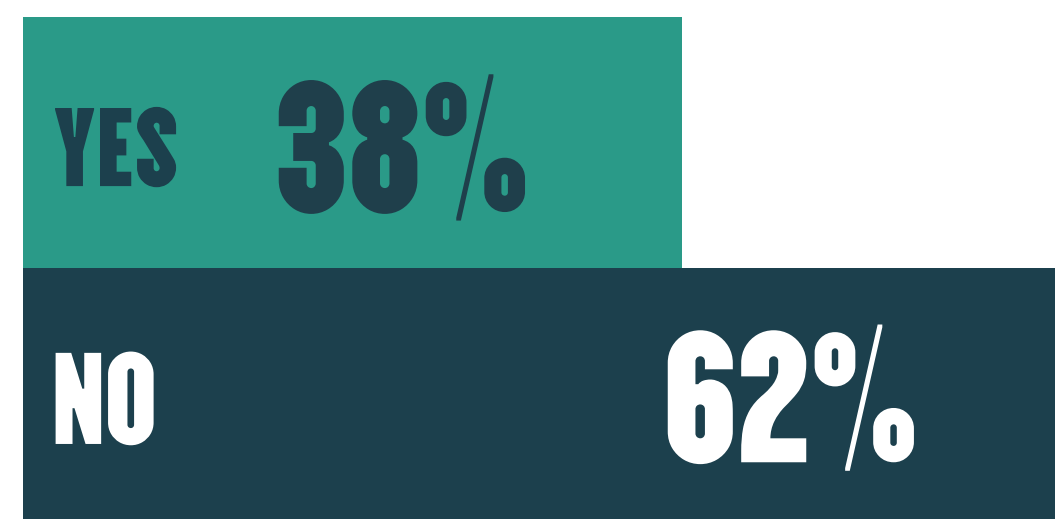
## ARE THERE ANY CHILDREN IN YOUR HOUSEHOLD?

According to **Neighborhood Survey:**

Children under the age of 5



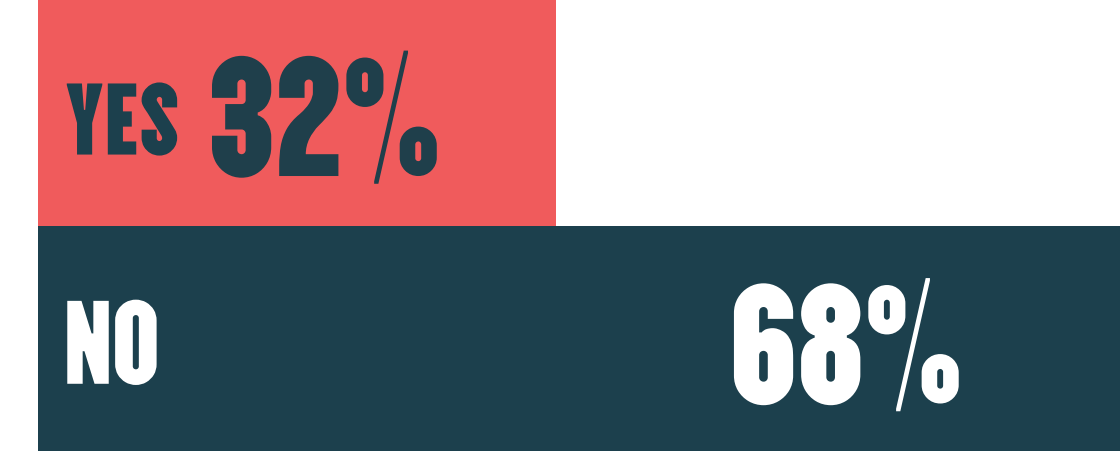
Children between 5 and 19



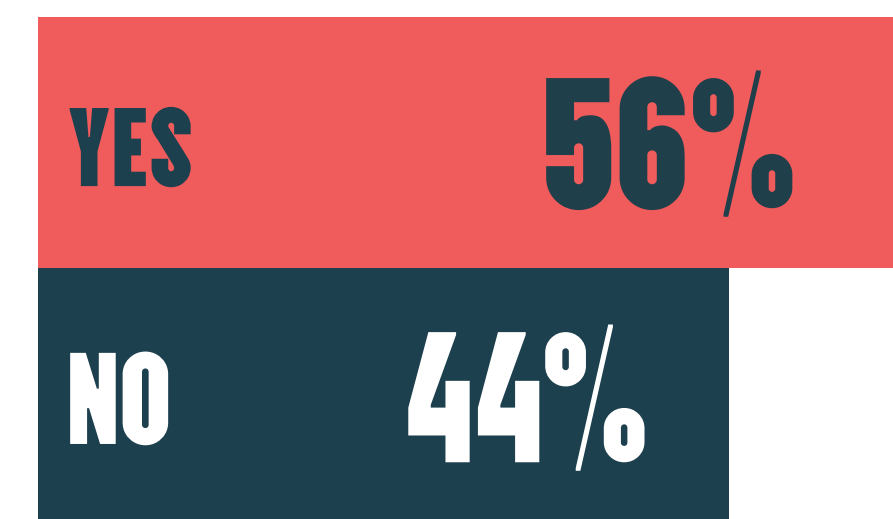
Of all **neighborhood** respondents that have children under 5, **51%** attend an early childhood or pre-K program.

According to **Resident Survey:**

Children under the age of 5



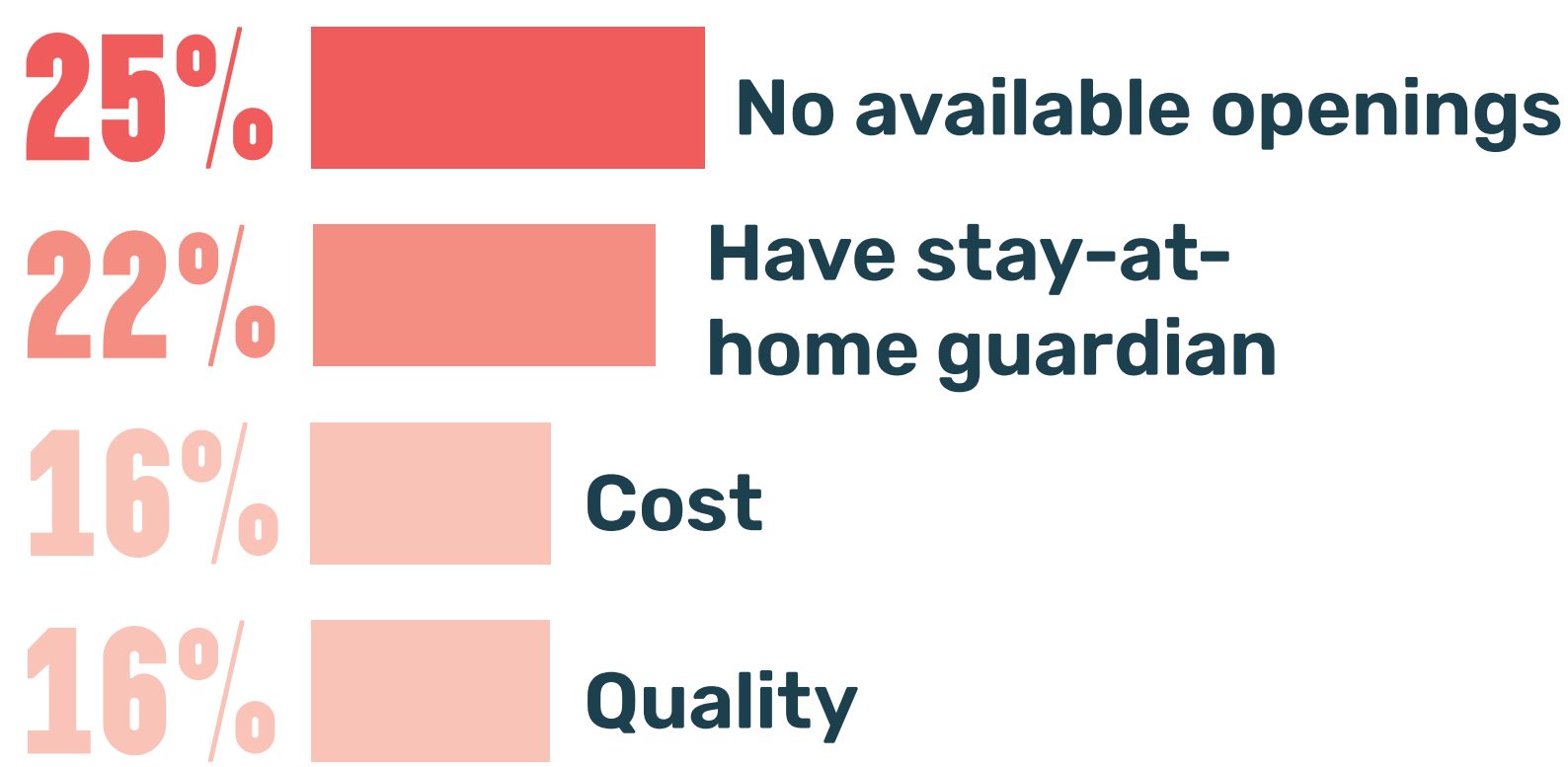
Children between 5 and 19



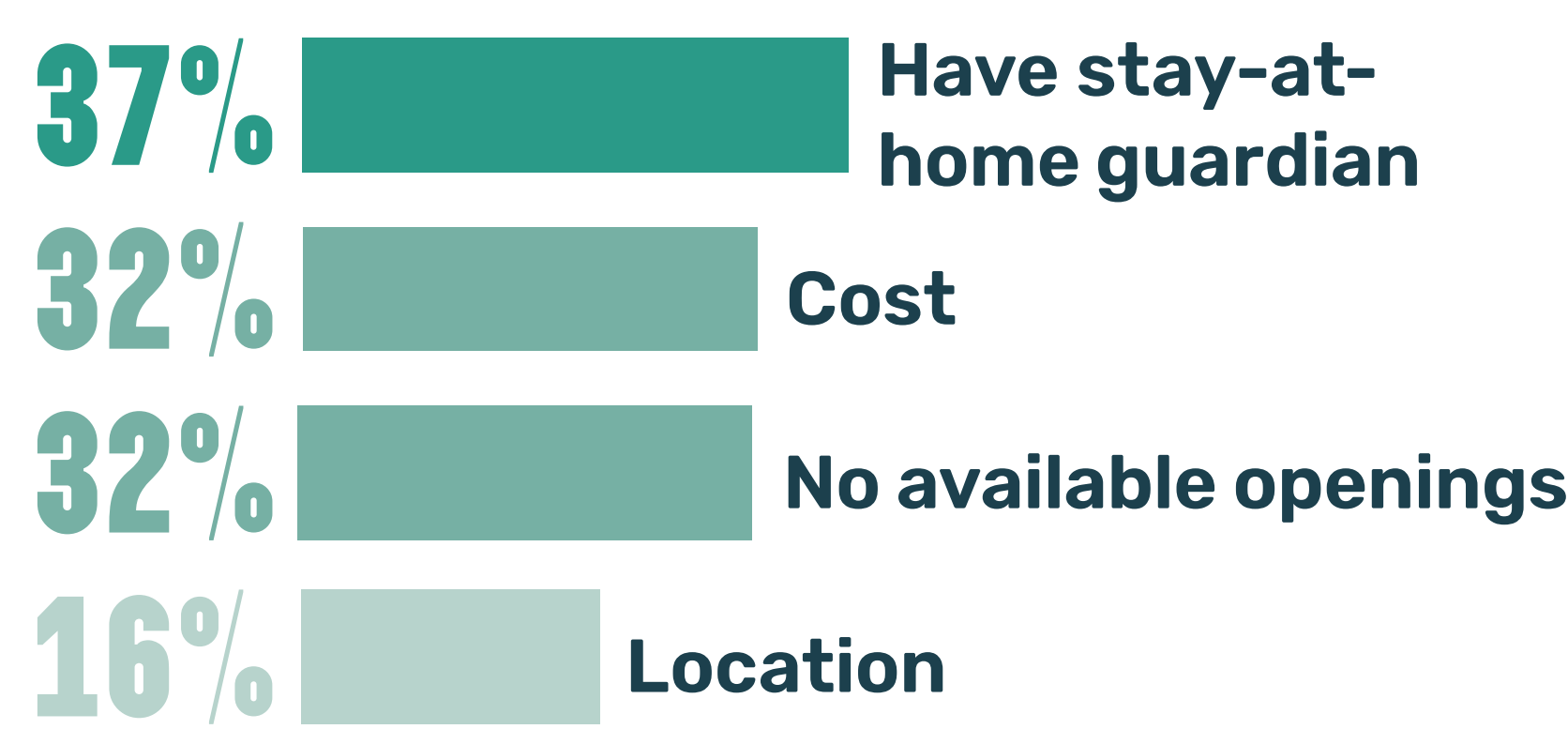
Of all **resident** respondents that have children under 5, **49%** attend an early childhood or pre-K program.

## "MY CHILD DOESN'T ATTEND AN EARLY CHILDHOOD OR PRE-K PROGRAM BECAUSE OF"...

According to **Resident Survey:**



According to **Neighborhood Survey:**



## WHAT ARE THE MOST PRESSING ISSUES FACING YOUTH IN THE NEIGHBORHOOD?

Graphic is a reflection of the responses with the most consensus



## PRE-K/HEADSTART

### WHAT ACTIVITIES ARE NEEDED TO POSITIVELY ENGAGE YOUTH?

Place a sticky note with your thoughts!

## K-12

### WHAT ACTIVITIES ARE NEEDED TO POSITIVELY ENGAGE YOUTH?

Place a sticky note with your thoughts!

## POST-SECONDARY/COLLEGE

### WHAT ACTIVITIES ARE NEEDED TO POSITIVELY ENGAGE YOUTH?

Place a sticky note with your thoughts!



# early action activities

Identifying opportunities to lift up and support young people will help to shape the priorities to enhance programming, education, and resources for youth in the Hagerstown Choice Neighborhoods.



It takes time to get from planning to implementation. **Early Action Activities** are designed to jumpstart transformation of the Hagerstown Choice Neighborhoods through projects that can begin while the lan is being completed.

### Great Early Action Activities:

1. Promote community connection
2. Meets a community need
3. Supports economic growth or opportunity

**Review the potential Early Action project focus areas below and add your own project ideas!**

### ENHANCE AN EXISTING COMMUNITY PARK, PLAYGROUND OR RECREATIONAL SPACE!

**What's possible:** EAA funds can be used to revitalize a neighborhood park(s), playground for children in the community, or recreational spaces that bring the community together!



.....  
Place a sticky note with your thoughts!

### MAKE PUBLIC SPACES MORE ENGAGING AND SAFE WITH ART, LIGHTING, STREET DESIGN AND LANDSCAPING!

**Newport News, VA:** With EAA funds, a mural designed by local artists and painted in part by neighborhood youth was located in the gateways of the neighborhood to highlight the rich cultural and artistic heritage and create a sense of place and identity. In addition, this EAA can include traffic safety measures, lighting, and landscaping!



.....  
Place a sticky note with your thoughts!

### START A MOBILE GROCERY STORE, DELIVERY SERVICE OR FOOD PANTRY!

**Philadelphia, PA:** With EAA funds, a monthly delivery of fresh fruits and vegetables was established to address food security.



.....  
Place a sticky note with your thoughts!

### MAKE THE STREETS SAFER WITH TRAFFIC MEASURES AND WELL-LIT, GREEN ENVIRONMENTS!

**What's possible:** EAA funds can be used to create safer streets through the inclusion of traffic calming measures, repaired sidewalks, more crosswalks, and landscaping along the housing sites!



.....  
Place a sticky note with your thoughts!

### TRANSFORM VACANT OR ABANDONED LOTS OR OPEN SPACES WITH COMMUNITY GATHERING SPACES!

**Augusta, GA:** EAA funds were used to create edible gardens that addressed food insecurity but also created outdoor gathering spaces for youth programming and neighborhood activities.



.....  
Place a sticky note with your thoughts!

### HAVE A DIFFERENT IDEA FOR AN EARLY ACTION ACTIVITY THAT WOULD IMPROVE HAGERSTOWN? SHARE BELOW!

Place a sticky note with your thoughts!