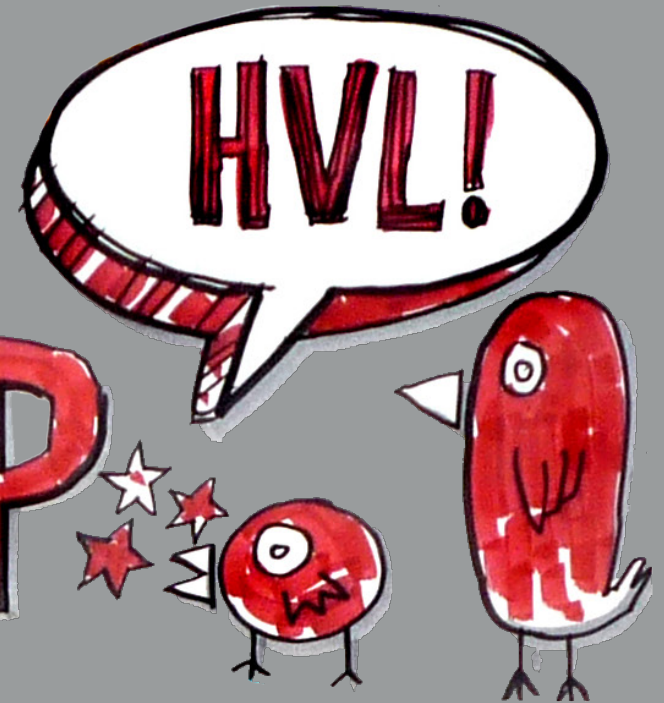




City of
Hyattsville

SPEAK UP



2017 - 2021 Community Sustainability Plan: 2020 Progress Report



2020 PROGRESS REPORT

In May 2017, the City of Hyattsville adopted Speak Up HVL: 2017-2021 Community Sustainability Plan as the guiding document for the City over the next 5 years. The Plan can be accessed [here](#). The Plan encompasses a broad range of culture, social, economic and other priorities for the city, and is used by the City Council, City staff and community residents to set goals and measure progress. The vision for this plan is to create a thriving city, grounded in sustainability and inclusiveness, that advances the lives of its residents through the building of community, connectivity of people and places, and responsible development.

The Plan is structured around 3 major themes, community, connectivity, and development, which emerged through analysis of public meetings, and resident feedback. Various action steps were defined based on these themes to bring the plan's goals to fruition.

To report progress made towards achieving these goals, City staff will produce annual Progress Reports to keep the community informed, identify city budget priorities, and guide staff work plans. This report serves as the FY2020 review of progress made since the plan's implementation.

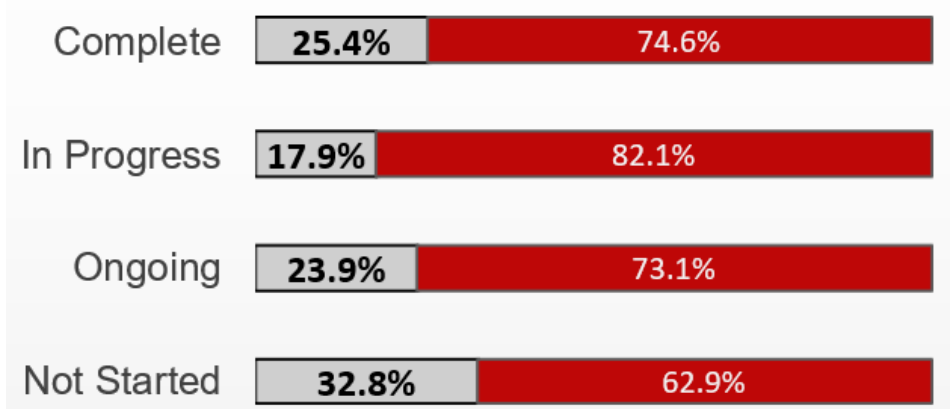


Action Steps

After identifying each theme, an implementation strategy was created to bring these goals into action.

A total of 67 action steps were instated where each project was assigned a priority timeline designation of ongoing (currently underway), near-term (12 months post adoption), mid-term (1-3 years post adoption), and long-term (3-5 years post adoption), to help staff and the City Council focus their efforts.

The 2020 Progress Report highlights the status of major projects that are either complete, in progress (in the course of being completed), ongoing (currently underway), and not started.



2020 PROGRESS REPORT

Community

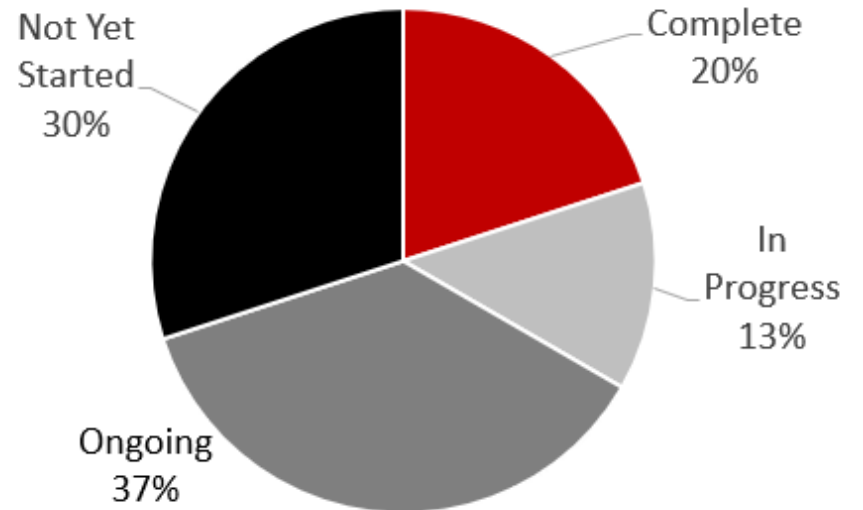
The overarching theme created was the importance of, and desire to strengthen, the sense of community within the City of Hyattsville. This theme encompasses 6 major goals:

- 1 Improve Public Spaces and Community Facilities
- 2 Increase Programs and Volunteerism
- 3 Protect and Preserve Historic Assets
- 4 Build upon Cultural Diversity and Arts
- 5 Support the Diversity and Affordability of Housing Options
- 6 Enhance Public Safety and Police Presence

There are 29 total action steps listed to achieve all 6 community oriented goals and their overall progress is presented. Of the 29 actions, there are three major projects that take on a priority focus for the City.



Progress at a Glance



1F Partner with outside organizations to plant native trees on City property and encourage such planting on private property.

Status: **Ongoing**

Update:

The Department of Public Works has been working with Casey Trees, a Washington, D.C.-based nonprofit, to plant 43 private residential trees and 150 trees in the City Right-of-Way.

Casey Trees will provide residents with a consult to ensure “right tree, right place,” in addition to the tree and planting. Additionally, they will be connecting all residents with the Casey Tree Website for Tree Education and Tree Watering alerts for further maintenance information.



2020 PROGRESS REPORT



1H Locate a signature recreation facility/community center within the City.

Status: **Complete**

Update:

In the last fiscal year, the City has purchased the property located at 5812 40th Avenue, which will become a second Teen Center location.

The City will renovate the building, including bringing the building up to code, making it ADA accessible, and converting existing offices into flexible space for the Teen Center.

The new space will further support Community Services Staff efforts, specifically their tutoring, mentoring, and youth-focused programming.

6D Host a Crime Prevention through Environmental Design (CPTED) course to get City Staff certified in techniques to reduce crime through design.

Status: **Complete**

Update:

The City was awarded a Planning Assistance to Municipalities and Communities (PAMC) grant from M-NCPPC in the amount of \$8,000 to host a Crime Prevention through Environmental Design (CPTED) Certification Course.

The course was instructed by Dan Keller, the Executive Director of the American Crime Prevention Institute.

The training was held during July 2020 over (8) virtual sessions. (51) individuals registered for the course, including (14) City Staff members from Code Compliance, Police, Community and Economic Development, and Public Works Departments.

All individuals who passed the certification exam at the conclusion of the course became "Certified CPTED Specialists."



2020 PROGRESS REPORT

Connectivity

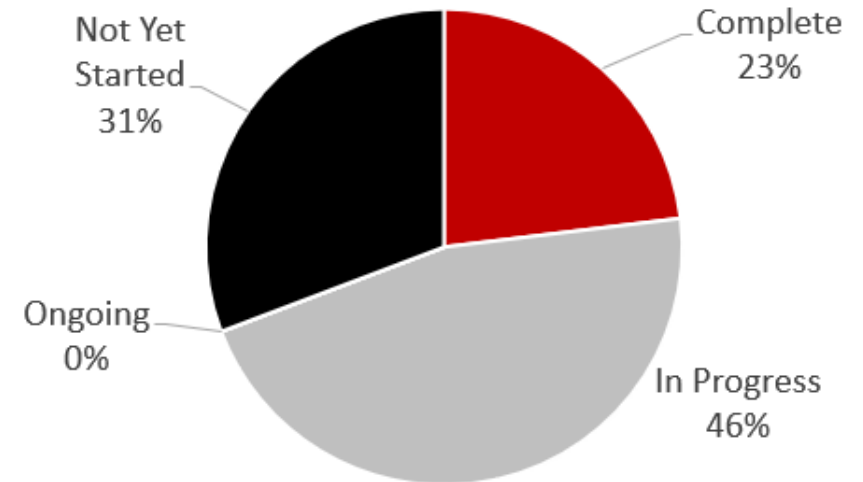
The connectivity theme captures residents' desire to see a tangible change in the City's infrastructure such as improving traffic flow, creating more bike-friendly streets and enhancing the pedestrian realm. Within this theme, there are 4 major goals:

- 1 Improve Safety along Major Roadways
- 2 Improve Traffic Flow within Neighborhoods
- 3 Enhance and Increase Safe Connectivity for Pedestrians
- 4 Strengthen Connectivity for Cyclists

There are 13 total action steps listed to achieve all 4 of the connectivity goals and their overall progress is presented. Of the 13 action items, there were two major projects that took priority focus for the City this fiscal year.



Progress at a Glance



- 10A Implement a bike share program within the City, connecting major destinations and transportation links.

Status: **Complete**

Update:

Capital Bikeshare has been established within the City with the commercial corridors serving as hubs.

Current Bikeshare station locations include:

Northwestern High School
 Prince George's Plaza Metro
 The Mall at Prince George's
 Hyattsville Library/Adelphi Rd & Toledo Rd
 Oglethorpe St & 42nd Ave
 Baltimore Ave & Jefferson St
 Queens Chapel & Hamilton St
 West Hyattsville Metro



2020 PROGRESS REPORT

10E Identify one road in the City to operate either a dedicated or protected bike lane pilot program.

Status: **Complete**

Update:

The 2018 Hyattsville Transportation Study recommends the following roadways include a separated bike lane:

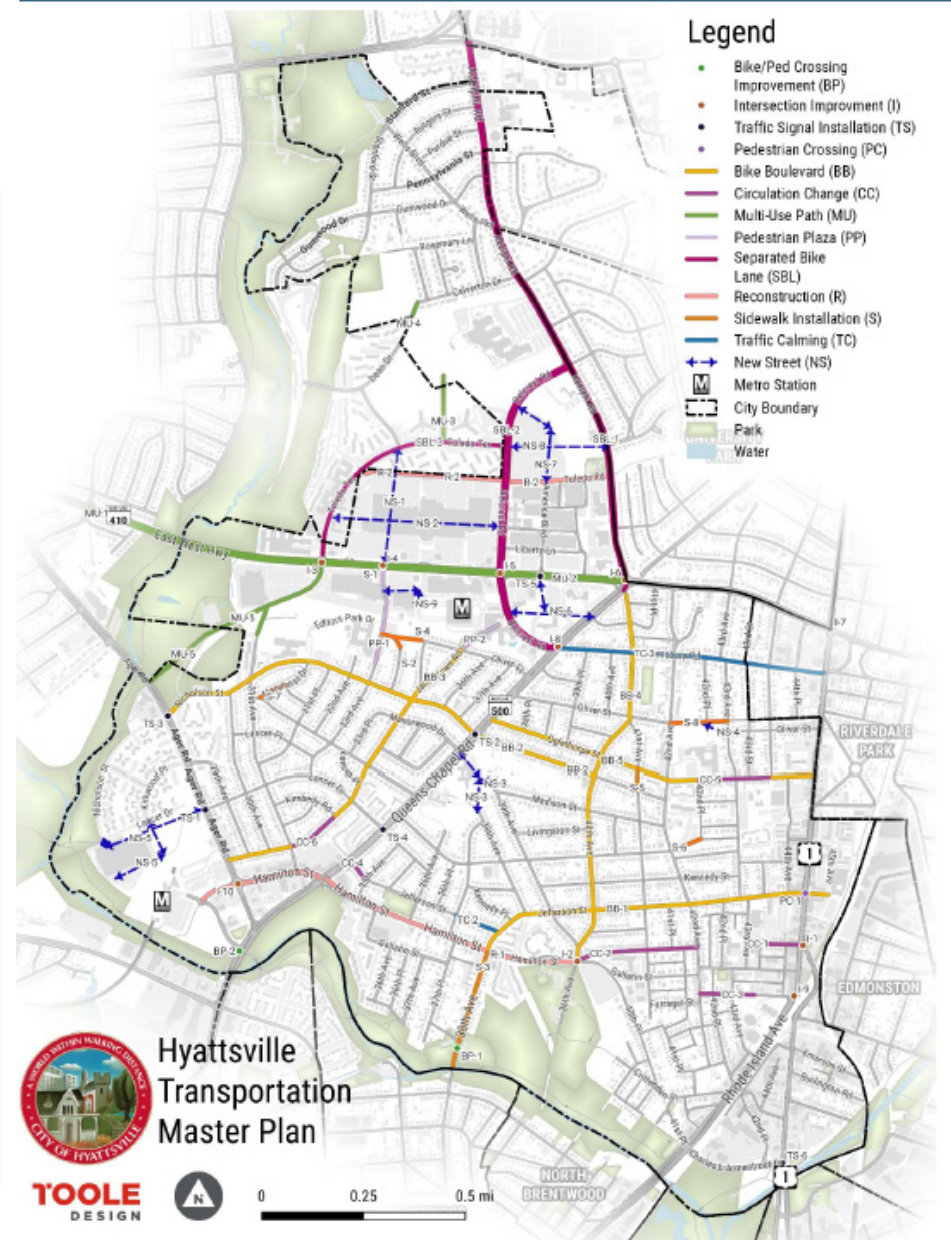
- 1.) Adelphi Road from East-West Highway to City limits
- 2.) Belcrest Road from Adelphi Road to Queens Chapel Road
- 3.) Toledo Terrace from Belcrest Road to East-West Highway*

All three roadways are important local connections within the Prince George's Plaza Transit District and are home to thousands of residents in recently-constructed multi-family buildings.

Currently, they lack safe bicycle accommodations. Separated bike lanes on these streets would be a key part of the City's bicycle network.

*Note: A portion of Toledo Terrace lies outside of City boundaries.

Exhibit 10: Map of Recommended Projects



2020 PROGRESS REPORT

Development

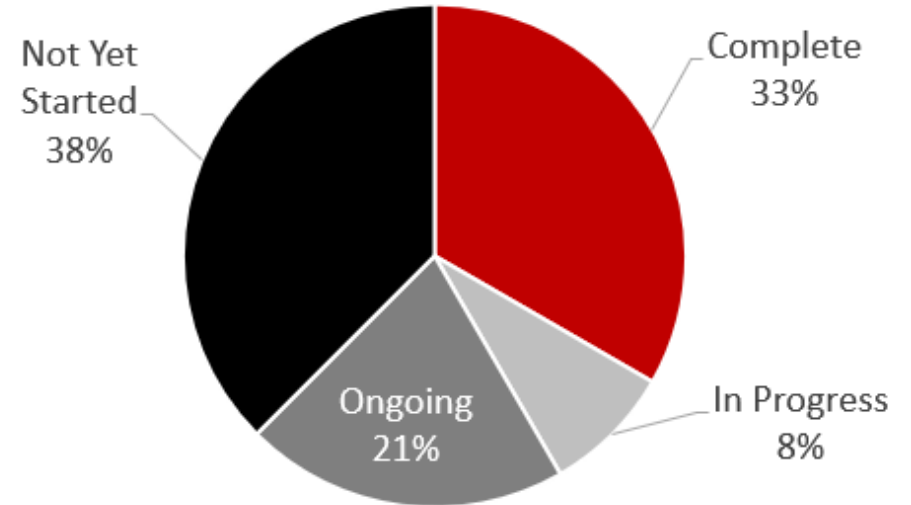
Development, both physically and economically, is the final theme addressed in the Sustainability Plan. Goals within this theme focus on a range of items from supporting existing local businesses, to implementing environmentally sustainable initiatives throughout the city. The 5 goals listed under this theme include:

- 1 Support Local and Small Businesses
- 2 Attract New Businesses
- 3 Encourage High Density, Mixed Use Development around Metro Stations and the Gateway Arts District
- 4 Encourage Development Resources
- 5 Grow in an Environmentally Friendly, Sustainable Manner

There are 24 total actions listed to achieve all 5 development goals and their overall progress is presented. Of the 24 actions, there are five major projects that take on priority focus for the City.



Progress at a Glance



11E Dedicate funding annually to support business led corridor development programs.

Status:

Complete

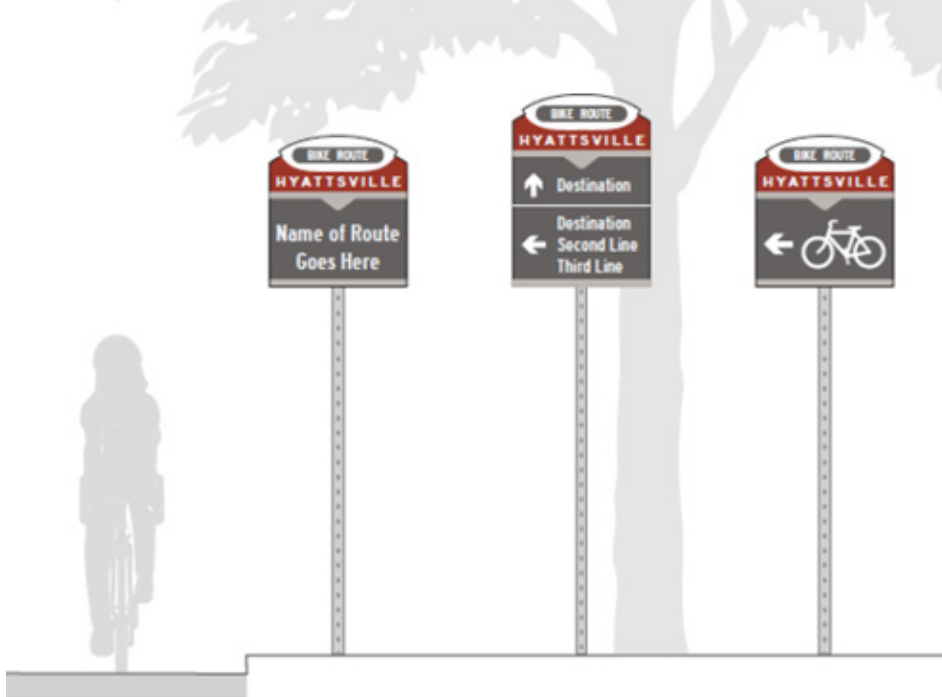
Update:

FY20 marked the first year of the City's Corridor Investment Grant Program. \$25,000 was allotted for the program which funded (12) projects throughout the City. Project categories included Programming, Placemaking, and Business Development.

The City Council allocated funds for the program to continue for a second cycle in FY2021.



2020 PROGRESS REPORT



13C Rebrand and actively market the Prince George's Plaza area as a modern destination for commerce, living, dining and entertainment

Status: **In Progress**

Update:

The rebranding of Prince George's Plaza has been underway since 2017.

Hyattsville Crossing was selected as the new name for the area in early 2018 and the City received a corresponding branding package soon after.

Currently, WMATA is reviewing the City's request to rename the nearby Metro Station. Station renaming implementation is scheduled for Spring 2021.

11C Improve parking and wayfinding signage on City Streets.

Status: **Complete**

Update:

The City has developed and installed new parking and wayfinding signage this fiscal year. Previous signage was generally in good condition, but was inconsistent.

New signage includes specific information to bicyclists, pedestrians, and motorists with a consistent, unique design.



2020 PROGRESS REPORT

14A Continue funding and promotion of the City's Revitalization Tax Credit as an economic development tool.

Status: **Complete**

Update:

City Council has proposed revisions to Chapter 108 of the City Code allowing the City to grant a property tax credit for the production of affordable housing units for individuals and families whose taxable income computing to sixty (60%) of the area median income (AMI).

15B Promote free and low-cost sustainability programs, grants, resources, and education to all residents.

Status: **Complete**

Update:

The Volunteer Food Scrap Compost Program began in 2015. In July 2019, the program went citywide, with 200 active household participants. Through this program, DPW Staff picks up kitchen food scraps and yard waste which are sent to the Prince George's Organics Composting Facility in Upper Marlboro.



Implementation Matrix

To review progress of all action steps listed in the 2017-2021 Community Sustainability Plan, an Implementation Status Matrix has been included.

The matrix details actions associated with each goal and identifies its priority standing and progress as of July 2018. The assigned priority of each action step helps staff and City Council focus their efforts and provide a timeline of actions described as near-term, mid-term, long-term, and ongoing.

City Staff and the Council utilizes the matrix in evaluating yearlong work plans, and it assists in drafting the budget each fiscal year. The Implementation Status Matrix serves as a scorecard report to evaluate progress made for each action step, which will be updated yearly until projected completion in 2022.





IMPLEMENTATION STATUS MATRIX (2020)

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Community	1	Improve Public Spaces and Community Facilities	MID	1A	Reprogram pocket parks to accommodate and encourage a variety of users.	ONGOING
			MID	1B	Transform Centennial Park into a flexible outdoor plaza, with the potential for seating, to host programmed events.	NOT YET STARTED
			NEAR	1C	Pursue the Maryland Department of Natural Resource's Community Parks and Playgrounds Program grant on an annual basis to reprogram the City's parks.	ONGOING
			LONG	1D	Work with M-NCPPC to implement a signage/place making program at all parks and trails located within the City to brand the parks.	NOT YET STARTED
			ONGOING	1E	Design all new public facilities to meet LEED and/or similar sustainable building standards.	ONGOING
			ONGOING	1F	Partner with outside organizations to plant native trees on City property and encourage such planting on private property.	ONGOING
			NEAR	1G	Place refillable water bottle stations in City facilities and parks.	IN PROGRESS
			LONG	1H	Locate a signature recreation facility/community center within the City.	COMPLETE
Community	2	Increase Opportunities for Civic Engagement and Volunteerism	NEAR	2A	Evaluate the level of service for the City's recreational program facilities.	NOT YET STARTED
			ONGOING	2B	At the beginning of each year, provide a year-long calendar of City sponsored events to all residents.	COMPLETE
			NEAR	2C	Establish criteria for disseminating information about events and programs led by outside organizations.	COMPLETE

Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Community	2	Increase Programs and Volunteerism	NEAR	2D	Plan volunteer events to immediately precede social events where participants are given a benefit for volunteering.	NOT YET STARTED
			ONGOING	2E	Engage existing community led groups to participate in volunteer activities.	ONGOING
Community	3	Preserve and Protect Historic Assets	MID	3A	Create a map and catalog of the historic elements of Hyattsville.	COMPLETE
			MID	3B	Adopt a City vision on the reuse and redevelopment of historic structures.	NOT YET STARTED
			ONGOING	3C	Work with local organizations to support cultural and historic tourism in Hyattsville.	ONGOING
			ONGOING	3D	Continue to support the Historic House Tour as a means of promoting historic tourism in the City.	ONGOING
			NEAR	3E	Waive City business license fees to businesses that have adaptively reused a commercial property.	NOT YET STARTED
Community	4	Build upon Cultural Diversity and Arts through Programming and Events	MID	4A	Embark on a City-wide branding campaign combining cultural diversity, historic preservation and the arts.	NOT YET STARTED
			ONGOING	4B	Continue the existing "Coffee with a Cop" program to create a dialogue between City police officers and residents and effectively address community concerns.	ONGOING
			NEAR	4C	Create a sponsorship program to feature the visual and performing art of local school students in City businesses.	NOT YET STARTED
Community	5	Support the Diversity and Affordability of Housing Options	MID	5A	Establish a Low Income Housing Reinvestment Tax Credit to help finance the modernization of existing, regulated, low-to moderate-income housing.	IN PROGRESS



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Community	5	Support the Diversity and Affordability of Housing Options	MID	5B	Advocate for the adoption of affordable housing legislation at the County level as a planning tool to ensure the long-term affordability of Prince George's County.	IN PROGRESS
			NEAR	5C	Encourage new development projects to create affordable rental housing.	ONGOING
Community	6	Enhance Public Safety and Community Police Presence	ONGOING	6A	Involve Police Department and Office of Code Compliance participation in scheduled civic and neighborhood public safety related meetings and events.	ONGOING
			MID	6B	Evaluate opportunities for foot/bike patrols in the City's higher density and commercial corridors.	IN PROGRESS
			MID	6C	Develop a program where police officers coach/play sports with youth teams to establish a relationship between officers and the City's youth.	NOT YET STARTED
			LONG	6D	Host a Crime Prevention through Environmental Design (CPTED) course to get City staff certified in techniques to reduce crime through design.	COMPLETE
			MID	6E	Establish a Traffic Safety Unit within the Police Department.	COMPLETE
			ONGOING	6F	Continue to enhance police training, transparency, and accountability using the report of the President's Taskforce on 21st Century Policing as a guide.	ONGOING
Connectivity	7	Improve Safety Along Major Roads	MID	7A	Lobby State and County agencies to make changes on East-West Highway, Baltimore Avenue, Ager Road and Queens Chapel Road to improve safety and traffic flow.	IN PROGRESS
			MID	7B	Request additional State legislation that allows for more liberal use of speed cameras throughout the City.	NOT YET STARTED
Connectivity	8	Enhance and Increase Safe Connectivity for Pedestrians	MID	8A	Utilize the City's Transportation Study to develop a Pedestrian Safety Action Plan.	IN PROGRESS



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Connectivity	8	Enhance and Increase Safe Connectivity for Pedestrians	NEAR	8B	Evaluate best practices for pedestrian level crosswalk lighting, signage and possible signalization improvements.	NOT YET STARTED
			MID	8C	Transform McClanahan Park into a gateway to the Prince George's Plaza Metro Station.	IN PROGRESS
Connectivity	9	Improve Traffic Flow within Neighborhoods	MID	9A	Evaluate the efficiencies of the existing bus systems serving the City – Metrobus, The Bus, and Shuttle UM.	IN PROGRESS
			MID	9B	Evaluate the feasibility of a City-wide circulator bus, looking at features such as cost, ridership projections, headways and routing.	COMPLETE
			NEAR	9C	As part of analyzing traffic impacts for a proposed development, the City should hold applicants responsible for providing a list of mitigation measures that could be enacted, if necessary, within the development.	NOT YET STARTED
Connectivity	10	Strengthen Connectivity for Cyclists	NEAR	10A	Implement a bike share program within the City, connecting major destinations and transportation links.	COMPLETE
			ONGOING	10B	Expand the network of bike lanes throughout the City.	IN PROGRESS
			MID	10C	Advocate to change the perception of the M-NCPPC trail system to a transportation network, rather than a purely recreational asset.	IN PROGRESS
			LONG	10D	For City streets with existing bike lanes, place bike grates on storm drains to make riding over drains safer for cyclists.	NOT YET STARTED



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Connectivity	10	Strengthen Connectivity for Cyclists	LONG	10E	Identify one road in the City to operate either a dedicated or protected bike lane pilot program.	COMPLETE
Development	11	Support Local and Small Businesses	ONGOING	11A	Continue to promote and seek out additional revitalization candidate projects for the City's Commercial Façade Improvement Program.	ONGOING
			NEAR	11B	Create a design standard guidebook for commercial property owners.	COMPLETE
			NEAR	11C	Improve parking and wayfinding signage on City streets.	COMPLETE
			NEAR	11D	Provide retailers with information regarding local residents' retail needs to adjust their offerings to the local market.	NOT YET STARTED
			MID	11E	Dedicate funding annually to support business led corridor development programs.	COMPLETE
Development	12	Attract New Businesses	NEAR	12A	Develop a formalized Business Retention & Expansion (BRE) strategy focusing on unique/experience based businesses.	IN PROGRESS
			NEAR	12B	Create an annual/biannual promotional guide for business owners that lists resources such as grants, tax credits, program and resources for business owners.	COMPLETE
			NEAR	12C	Incentivize the reuse of vacant buildings by waiving City Business License fees for property owners who creatively use their building.	NOT YET STARTED
			MID	12D	Promote Hyattsville as a unique destination for business to locate and visitors to frequent.	NOT YET STARTED
			MID	12E	Encourage an entrepreneurship center in Hyattsville to foster local businesses.	NOT YET STARTED



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Development	13	Encourage High Density, Mixed-Use Development Around Metro Stations and the Gateway Arts District	NEAR	13A	Lobby WMATA to release a joint development solicitation for the development of the West Hyattsville Metro Station.	ONGOING
			MID	13B	Rebrand the West Hyattsville Metro Station as part of the Joint Development Solicitation process.	NOT YET STARTED
			ONGOING	13C	Rebrand and actively market the Prince George's Plaza area as a modern destination for commerce, living, dining and entertainment.	IN PROGRESS
			ONGOING	13D	Support opportunities for structured/shared parking facilities and managed parking programs in the City's high density, commercial corridors.	ONGOING
Development	14	Leverage Existing Development Resources	ONGOING	14A	Continue funding and promotion of the City's Revitalization Tax Credit program as an economic development tool.	COMPLETE
			ONGOING	14B	Advocate for continued funding of Prince George's County's Economic Development Initiative (EDI) fund.	ONGOING
			ONGOING	14C	Advocate for the continued State funding of the Maryland Department of Housing and Community Development's Strategic Demolition and Smart Growth Fund.	ONGOING
			MID	14D	Evaluate the market costs and long-term financial benefits of a City Development Impact Fee to fund major public infrastructure projects.	NOT YET STARTED
			MID	14E	Evaluate the impacts of utilizing a Triple Bottom Line scoring policy when evaluating procurement, programs, infrastructure and planned development.	NOT YET STARTED



Priorities

ONGOING
NEAR

Currently in progress
12 months post adoption

MID
LONG

1-3 years post adoption
3-5 years post adoption

Theme	Rec. #	Recommendation	Priority	Action Item #	Action	Status
Development	15	Grow in an Environmentally Friendly, Sustainable Manner	LONG	15A	Conduct a sustainable infrastructure audit to identify interventions to promote neighborhood sustainability efforts.	NOT YET STARTED
			ONGOING	15B	Promote free and low cost sustainability programs, grants, resources and education to all residents.	COMPLETE
			MID	15C	Add Electric Vehicle (EV) charging stations in City parking lots and in commercial corridors.	COMPLETE
			ONGOING	15D	Evaluate the effectiveness of the 2016 Big Belly trash compactor pilot program and determine if the program should be expanded or reduced.	COMPLETE
			MID	15E	Create a document educating businesses on the economic benefits of operating in an environmentally sustainable manner.	NOT YET STARTED

2020 PROGRESS REPORT



Published August 2020



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