



SUSTAINABLE COMMUNITIES PROGRAM

APPLICATION FOR DESIGNATION RENEWAL

Eligible Applicants:

- *Local Governments with a Sustainable Communities Designation*
- *Local Government Consortiums with a Sustainable Communities Designation*

Application must be submitted
on or before the expiration date of
Sustainable Communities designation.

Maryland Department of Housing and Community Development

Division of Neighborhood Revitalization

2 N Charles Street, Suite 450

Baltimore, MD 21201

410-209-5800

<http://dhcd.maryland.gov/>

LARRY HOGAN, *Governor*

KENNETH C. HOLT, *Secretary*

BOYD K. RUTHERFORD, *Lt. Governor*

TONY REED, *Deputy Secretary*

OVERVIEW OF SUSTAINABLE COMMUNITIES

The Sustainable Communities Act of 2010 established a framework for reinvestment and revitalization of Maryland's existing communities creating a single, locally designated geographic focus area. Since that time the "Sustainable Communities" designation has provided an efficient means of targeting scarce public and private resources for multiple State agency investments and prioritizations.

PURPOSE OF RENEWAL AND STREAMLINED APPLICATION

The Sustainable Communities (SC) designation must be renewed every five years. This renewal application provides an opportunity for local governments to update their existing SC action plan and report on the accomplishments made over the past five years. Through the renewal process, local governments can request additional technical assistance and highlight any areas from the original action plan for which progress must still be made.

APPLICATION ASSISTANCE

If a local government has limited capacity, staff from the Maryland Department of Housing and Community Development (DHCD) and Department of Planning (MDP) will be available to assist local government officials through the application process.

Please contact your Regional Project Manager at DHCD if you would like to request or learn more about this assistance (see page iv for contact information).

SUSTAINABLE COMMUNITIES BENEFITS

The benefits of a Sustainable Community designation are substantial. The SC designation is a threshold requirement for application to several Maryland Department of Housing and Community Development revitalization programs (such as the Community Legacy Program and Strategic Demolition Fund listed below). Other programs from both the Department and other State agencies offer additional points or preference in the application process. The Sustainable Communities designation provides access to a suite of resources that can support housing and community development, local transportation enhancements, tax credit programs and programs to support a healthier environment. Taken together, these resources can promote safer, healthier and more attractive communities for families to live and put down roots.

Community Legacy Program is administered by the Maryland Department of Housing and Community Development and provides local governments and community development organizations with financial assistance to strengthen communities through such activities as business retention and attraction, encouraging homeownership and commercial revitalization. Community Legacy funds are restricted to Sustainable Community Areas.

Strategic Demolition Fund is administered by the Maryland Department of Housing and Community Development and provides grants and loans to local governments and community development organizations for predevelopment activities including demolition and land assembly for housing and revitalization projects.

The Strategic Demolition Fund catalyzes public and private investment in the reuse of vacant and underutilized sites. These funds are restricted to Sustainable Communities.

Application Eligibility and Threshold Requirements

Local governments (municipal or county) are eligible to apply.

Eligible applicants are to convene their Sustainable Communities Workgroup to discuss the accomplishments and challenges of their Sustainable Community Action Plans in addition to any update they may like to make to the Action Plan. The applicant may choose to select new members to participate in the Workgroup. The purpose of this workgroup is to continue and reinforce working relationships and collaborations among local governmental departments and better align community development priorities and strategies. In addition, this is an opportunity to assess if the Workgroup would like technical assistance from State government agencies to implement certain action items or develop strategies to address local challenges.

Threshold Requirements

All Sustainable Community applications must meet the following threshold requirements:

- 1) Sustainable Community Area boundaries must be entirely within a Priority Funding Area (PFA) and should be an area in need of renewal and reinvestment that would benefit from a targeted long-term strategy;
- 2) The proposed Sustainable Community is within or near a town center or transportation center, or there is a need for financing assistance for small businesses, nonprofit organizations or microenterprises;
- 3) The updated Plan must be consistent with other existing community or comprehensive plans;
- 4) A Sustainable Communities Workgroup is re-convened and a roster of members should be provided with the application.

Applications that do not meet these threshold requirements will not be considered.

Application Evaluation

The Sustainable Community application for renewal will be evaluated based on the reporting of the accomplishments achieved and a thorough assessment of local strengths and weaknesses and how well desired outcomes, strategies and action steps are connected to the local conditions.

Priority Funding Areas

All Sustainable Communities must be located entirely within a Priority Funding Area. Applicants can verify Priority Funding Area boundaries by visiting the MDP website at:
<http://www.mdp.state.md.us/OurProducts/pfamap.shtml>

Application Training

The Department will be hosting various webinars for communities planning to submit a renewal application. Attendance at a minimum of one application training session is strongly encouraged for all applicants. Contact your Regional Project Manager (contact information page iv) to schedule an application training or verify when the webinars will be scheduled.

Application Submission

Applications will be submitted both electronically/digitally and via postal mail. Each applicant must submit **one** hard copy of their application with all required attachments. DHCD reserves the right to not consider incomplete applications.

The first printed page of the electronic application is a Table of Contents (see page vii). This should also serve as a checklist and be used to provide corresponding tabs. In addition to the digital copy of the application, all pictures and maps are to be submitted on a CD-ROM or flash drive. Pictures should be burned to the CD in a JPEG format and maps should be burned to the CD in a pdf format. Please ALSO include GIS shapefiles of Sustainable Community boundaries and other GIS related data if a boundary change is requested. Be sure to label your files on the CD-ROM appropriately, i.e., “Proposed Sustainable Community Boundary,” “Current Sustainable Community Boundary,” etc.

No incomplete applications will be accepted.

Deliver Sustainable Community Applications to:
Sustainable Community Application
ATTN: Mary Kendall
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201

Site Visits, Follow-up Discussion

During the application review process, the review team may make site visits, hold meetings or have for follow-up discussions with applicants prior to designation approval.

Approval

Approval of applications will be made by the Governor’s Smart Growth Coordinating Committee on the recommendation of an inter-agency review team. The review team is coordinated by the Department of Housing and Community Development.

Contact Information

All questions related to application content, please contact your regional project manager. Regional contacts listed in the table on the next page.

DIVISION OF NEIGHBORHOOD REVITALIZATION, STATE REVITALIZATION PROGRAMS REGIONAL PROJECT MANAGERS		
REGION 1: - Northwest Baltimore City - Northwest Baltimore County Larry Brown Assistant Director Phone: 410-209-5819 Email: larry.brownjr@maryland.gov	REGION 2: - Northeast Baltimore City - Northeast Baltimore County Garland Thomas Project Manager Phone: 410-209-5803 Email: garland.thomas@maryland.gov	REGION 3: - Southeast Baltimore City - Southeast Baltimore County - Anne Arundel County Olivia Ceccarelli-McGonigal Project Manager Phone: 410-209-5826 Email: olivia.ceccarelli@maryland.gov
REGION 4: - Southwest Baltimore City - Southwest Baltimore County - Howard County Nick Mayr Project Manager Phone: 410-209-5842 Email: nicholas.mayr@maryland.gov	REGION 5: Western Maryland - Allegany - Frederick - Garrett - Washington - Carroll Sara Jackson Project Coordinator Phone: 410-209-5812 Email: Sara.jackson@maryland.gov	REGION 6: Washington DC Metropolitan - Prince George's - Montgomery Duane Felix Assistant Director Phone: 410-209-5825 Email: Duane.Felix@maryland.gov
REGION 7: Upper Eastern Shore - Harford County - Caroline - Cecil - Kent - Queen Anne's - Talbot Ashlee Green Project Manager Phone: 410-209-5815 Email: Ashlee.Green@maryland.gov	REGION 8: Lower Eastern Shore, Southern Maryland Lower Eastern Shore - Dorchester - Somerset - Wicomico - Worcester Southern Maryland - Calvert - Charles - St. Mary's Ashlee Green Project Manager Phone: 410-209-5815 Email: Ashlee.Green@maryland.gov	

SUSTAINABLE COMMUNITIES PLAN ELEMENTS

Ongoing designation as a Sustainable Community is contingent upon the continuation, expansion, and/or modification of a multi-year investment strategy that addresses the topic areas of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning. The table below provides a non-exhaustive list of ideas that can be incorporated into each element as they are addressed in the sections that follow in this application.

ENVIRONMENT: Environmental accomplishments and objectives may include improvement of quality of land, water, air or watersheds, increased tree canopy, mitigation or adaptation to issues related to sea level rise, reduction of carbon footprint, improved energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, construction of parks, trails and other recreation facilities, recycling, improved water and sewer capacity, etc.

ECONOMY: Economic accomplishments and objectives may include increased regional accessibility, business attraction/retention, improved health of the business district and decreased commercial vacancies, improved accessibility to employment opportunities and economic drivers, adopted local policies/regulations that encourage economic growth, enhanced marketing and tourism, improvements to cultural and historic assets, etc.

TRANSPORTATION: Transportation accomplishments and objectives may include increased access to transit corridors, improved pedestrian safety and increased accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, improved parking and road conditions, etc.

HOUSING: Housing accomplishments and objectives may include an increase in affordable, workforce or market rate housing, either for homeownership or rental, improved housing conditions and values, increase in housing programs, reduction in foreclosures and residential vacancies, increase in property values and home sale values, etc.

QUALITY OF LIFE: Quality of life accomplishments and objectives may include crime, socio-economic demographics, educational opportunities, museums, libraries, historic and cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc.

LAND USE/LOCAL PLANNING: Land use accomplishments and objectives may include changes to zoning, improved land use policies, increase/decrease in taxes and fees, etc.

RENEWAL APPLICATION INSTRUCTIONS

The Sustainable Communities application for renewal has **three** sections:

A. Contact information, General Information, Organizational Capacity:

In this section, applicants are asked to update their contact information, provide information about demographic shifts over the past five years, discuss the strengths and weaknesses of their Sustainable Communities workgroup and share any technical assistance needs the workgroup may have.

B. Qualitative and Comprehensive Report on accomplishments over past five years:

The report is an opportunity to reflect on any accomplishments achieved in the Sustainable Community area. It is a tool used to evaluate if the SC applicant achieved its intended outcomes, implemented the strategies initially envisioned and identify what resources were used. Renewal applicants are encouraged to discuss how priorities, actions, and objectives were or were not achieved across the six elements listed on the previous page (v), including how any of the elements may have interrelated during the five initial years of SC designation.

C. Sustainable Communities Action Plan Update:

The Sustainable Communities Action Plan has been revised so that it is less time consuming and focused on developing a strategic implementation plan. Renewal applicants are encouraged to use their previous Sustainable Communities applications as a basis for their updated Action Plan. You may identify which weaknesses have not yet been addressed or which strategies have not yet been implemented. Include your revitalization priorities for the next five years, basing them on your community's current strengths and weaknesses.

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Town of Betterton

NAME OF SUSTAINABLE COMMUNITY: Betterton

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the application should be tabbed and organized as follows:

- ☐ **Section A - Sustainable Community Renewal Applicant Information**
- ☐ **Section B – Sustainable Community Renewal Report (Projects, Strategies and Partners)**
- ☐ **Section C – Sustainable Community Renewal Action Plan Update (Matrix)**
- ☐ **Section D – Sustainable Communities Workgroup Roster**
- ☐ **Section E – Signature Letter (acknowledging Disclosure Authorization and Certification)**
- ☐ **Section F – CD-ROM:** The CD-ROM should include the following contents:
 - If requesting a boundary modification, map in pdf format of the proposed Sustainable Community
 - **GIS shapefiles of the modified Sustainable Community boundary (if requesting a modification) and other GIS related data**
 - Pictures (jpeg format) of your accomplished projects of the last five years (as indicated in Section B)
 - Digital copy of completed Sustainable Communities Renewal Application

I. SUSTAINABLE COMMUNITY RENEWAL APPLICANT INFORMATION

Name of Sustainable Community:

_____Town of Betterton_____

Name of Renewal Applicant:

Town of Betterton

Applicant's Federal Identification Number: 52 6003632

Applicant's Street Address: 100 Main Street PO Box 339

City: Betterton

County: Kent

State: MD

Zip Code: 21610

Phone Number: 410-348-5522 Fax Number: 410-348-5131 Web Address: www.townofbetterton.com

Sustainable Community Renewal Application Local Contact:

Name: Elizabeth Greenwell

Title: Town Manager

Address: 100 Main St. PO Box 339

City: Betterton

State: MD

Zip Code: 21610

Phone No.: 410-348-5522 Fax Number: 410-348-5131 E-mail Address: egreenwell@townofbetterton.com

Other Sustainable Community Contacts:

Name: Dr. Joseph Stock

Title: Chair of Sustainable Communities Committee

Address: 122 First Avenue

City: Betterton

State: MD

Zip Code: 21610

Phone Number: 610-742-9855

Fax Number:

E-mail Address: jstock2@gmail.com

I. SUSTAINABLE COMMUNITY – General Information

A. Sustainable Community Boundary and Description

- (1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not? No

The Betterton Sustainable Community is generally the central and most developed part of the Town of Betterton. The description of the Sustainable Community has not changed since the initial SC application. The portions of the Town of Betterton which are not in the Sustainable Community are, in general, large undeveloped tracts of farmland that have been incorporated into the Town. Although these tracts of land are an important part of the Betterton rural environment, there are currently no plans for development. That said, some of these tracts have significant potential for future development and land use that could improve the economy and quality of life in Betterton.

- (2) Include the following in as an attachment (if requesting a modification to your current boundary):

- a. PDF or JPEG of modified Sustainable Communities boundary map,
- b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),

- (3) Approximate number of acres of entire SC Area: 161.6

- (4) Existing federal, state or local designations:

☐Main Street ☐Maple Street ☒National Register Historic District ☒Local Historic District
☐Arts & Entertainment District ☐State Enterprise Zone Special Taxing District ☐BRAC
☐State Designated TOD ☐Other(s):

- (5) Describe the SC Area's current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

There have been some significant changes in the demographics over the last five years, including negative trends in unemployment, household income, per capita income, and poverty rate. The current statistics are based on "Stats America" data from 2017 as compared to 2012 census data.

Betterton continues to be a town that consists of two main demographics. The year-round residents are generally low to moderate income. The seasonal residents are generally retirees or people who have second homes. They are not full-time residents.

People and Housing:

Population estimate: 410

Households: 153

Total Housing Units 338

Percentage of housing units vacant for seasonal use: 47.9

Sustainable Communities Renewal Application - Section A

Percentage of Adults 25+ with H.S. diploma or more: 93.2
Percentage of Adults 25+ with bachelor's degree or more: 39.5
Median Age: 33.7 years

Employment and Income:

Labor Force (persons working in the area): 185
Unemployment rate: 15.7% (National Average: 4%)—Increased from 6.1% in 2012
Median Household Income: \$49,861—Decreased from \$60,284 in 2012 census
Poverty Rate: 18.0% (Increased from 4.7% in 2012)
Per capita income: \$24,840(National Average: \$31,177)—Decreased from \$29,283 in 2012

B. Organizational Structure, Experience and Public Input:

- (1) Describe any changes to the Applicant's organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

There have been substantial changes in the make-up of the SC Committee. Joseph Stock remains the Chair of the Committee. There have been several changes in the Town Manager position in the last 5 years. The current Town Manager, Elizabeth Greenwell, is a full-time employee of the Town. Members of the committee are:

- a. Joseph Stock, Chair
- b. Elizabeth Greenwell, Town Manager
- c. Candi Sorge, former Mayor of Betterton
- d. Wayne Gilchrest, current Town Council Member
- e. Wendy Coslett, Resident
- f. Dave Paltrineri, Resident
- g. Rick Bisgyer, Resident
- h. Donald Sutton (ex-officio)—Current Mayor of Betterton

The leaders of the Committee will be Dr. Joseph Stock, Chair and Elizabeth Greenwell, Town Manager.

One of the major accomplishments on the previous SC plan was completion of the \$10.1 million Waste Water Treatment Plant. This has been an extended process over the last 5 years but was completed in 2019 and is fully operational. Several previous Town managers were involved in grant application, but the project was completed under the direction of Elizabeth Greenwell.

Other major accomplishments in the previous SC plan have been facilitated by a three-person grant committee consisting of Elizabeth Greenwell, Joseph Stock, and Maryann Wasko-Smith. This committee has procured grants from:

Sustainable Communities Renewal Application - Section A

1. Pre-Disaster Mitigation grant from FEMA for stabilization of the eroding bank on Bayside Boulevard. Engineering completed with construction to begin in the spring of 2020.
2. USDA and CDBG for the Wheeler Avenue Reconstruction Project which includes replacement of failing sewer and water infrastructure, rebuilding permeable sidewalks, building active and passive stormwater BMPs along the street, and narrowing of the street for speed control. Engineering and design are completed. Construction to begin in spring of 2020.
3. CDBG, Community Development, Special Projects Grant and USDA grant for replacement of the failing Idlewhile Waste Water Pump Station. This project is complete and the new pump station is functioning.
4. Maryland Watershed Assistance Program for the design of green stormwater management systems on Bayside Boulevard and Wheeler Avenue. Contract awarded in October of 2019.
5. USDA for the Main Street Outfall Project which provides new stormwater BMPs for Main Street with construction of a step-pool conveyance and permeable pavers in the beach parking lot, replacing impervious asphalt.
6. DNR Program Open Space grant for removal of existing playground equipment with significant safety issues at the 6th street park. This will be replaced with new attractive, safe equipment and a poured in place safety surface.
7. PNC Community Development Grant for creation of a strategic plan for economic development in Betterton. The Grant was recently awarded and an RFP for hiring a consultant is underway.

These projects have been focused on the key areas of the 2014 SC Plan.

- (2) What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

The strength of the SC Workgroup has been that it provides a forum for discussion of the greatest needs in the Town and the development of plans to address those needs. As such, it serves as a long-range strategic planning group for the Mayor and Council. The diverse membership of the workgroup provides a mechanism to receive feedback from the resident to assure that the SC goals are in alignment with the communities needs and desires. The SC workgroup provides input to the grant committee who apply for grants in the various areas of need.

One of the major challenges to the SC Workgroup has been frequent turnover of the Town Manager position over the last 5 years. Then Town Manager Shelly Heller organized the first SC Workgroup in 2013. She left soon thereafter and was followed by two town managers from 2013 to 2017 whom did not have the appropriate skills to push the SC agenda forward. In 2017, Elizabeth Greenwell was hired as town manager, bringing the organizational skills needed to advance the SC agenda. Soon after Ms. Greenwell's arrival, a grant committee was formed and pushed the grant writing volume well beyond any historical precedent. Also relevant was the turn-over of the Mayor position. Candi Sorge stepped down as Mayor in 2014 and current Mayor, Donald Sutton was elected. The transition to new administrative leadership delayed the SC agenda.

It should also be noted that after writing the SC Application and identifying SC goals, the SC Workgroup went through a period of inactivity. The organization of the grant committee along with the administrative skills of Elizabeth Greenwell allowed the rapid acceleration of the attainment of the goals. Mayor Donald Sutton and Town Council have been very supportive of these efforts. In early 2019, the SC Committee was re-configured, and the Committee is now envisioning new goals for the

Sustainable Communities Renewal Application - Section A

next 5 years. Unlike the previous committee, the current SC Workgroup anticipates ongoing activity to identify needs and to ensure completion of many of the SC goals.

- (3) How did residents and other stakeholders in the community provide input to the Sustainable Communities Action Plan update? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

In the preparation of the Betterton Sustainable Communities Plan in 2014, surveys were sent to Town residents requesting input about the community character, growth patterns, economic development, and specific areas of interest or concern. The survey results helped to guide the development of the 2014 SC Goals.

In preparation for completing the renewal application for Sustainable Communities, the workgroup sent out a new survey in March and April of 2019. This survey asked residents to rank their top priorities for Town goals from a long list that had been developed by the SC work group. There was a very good rate of response with 157 surveys returned. The top six selections included:

1. Repair the Rigbie Steps
2. Work on parking solutions at the public beach
3. Increase availability of high-speed internet
4. Improve stormwater management
5. Update water and sewer infrastructure
6. Repair/replace Town sidewalks

Twenty additional questions were asked on the survey, ranging from “Do you want to retain the current character of the Town?” to “Do you want to protect open space if growth and annexation occur?” These responses as well as additional comments by survey respondents will be used to guide the new SC goals.

The original SC Action Plan as well as the current application for renewal are heavily based on the Comprehensive Plan for the Town of Betterton developed in 2005 with revisions in 2009. The Comprehensive Plan is currently being updated by the Planning and Zoning Committee. The SC Work Group and the Planning and Zoning Committee are coordinating their efforts so that the SC Action Plan and Comprehensive Plan have similar goals.

The SC Work Group, as we looked back at our 2014 application, recognized that there has been no formal effort to develop the economic base in Betterton. There is currently no economic development plan for the Town. As such, the Grant Procurement Committee submitted a grant to the PNC (bank) Foundation to hire a consultant to develop a strategic plan for economic development. We were recently notified that we were awarded a grant. An RFP is being developed to select a consultant. We anticipate a completed plan in 2020.

Sustainable Communities Renewal Application - Section A

- (4) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan? Please describe with which revitalization strategies you would like assistance.

Yes. The Town has been grateful for the guidance from David Dahlstrom, Upper Shore Regional Planner, during this process.

We look forward to continuing this relationship in the future.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:

The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government's Sustainable Communities designation.

In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Pictures:** Please also include pictures that depict your accomplishments.

[EXAMPLE] Descriptive Narrative: Please list the most significant accomplishments that apply

Example – Accomplishment 1

Outcome: Improved stormwater management

Projects:

Project 1: Stormwater Retrofit Plan – In October 2014, the Town Council approved the Town's stormwater retrofit plan which outlines various strategies and capital budget expenditures over the next five years. Strategies include reducing the amount of impervious surface in the community and improving stormwater management. One of the plan recommendations is to pass an ordinance that assesses an environmental protection fee on municipal permits.

Project 2: Green Streets – The Town added green elements to approximately 600 linear feet of roadway that had been experiencing severe flooding. Specifically, bioswales were constructed and trees were planted.

Partners:

Chesapeake Bay Trust – provided technical assistance

MD DHCD – provided financial assistance in form of a Community Legacy grant (totaling \$50,000).

Impact: The implementation of the projects had a significant impact on the community by improving stormwater runoff. The streets with the newly constructed bioswales no longer experience flooding.

Descriptive Narrative: Please list the most significant accomplishments that apply.

Accomplishment 1:

Outcome: Improved Stormwater Management to the Bay

Project 1: New Wastewater Treatment Plant – The Town of Betterton with grants and loans from USDA and MDE built a modern ENR WWTP to replace the WWTP from the late 1960s. The new plant is significantly more efficient and uses updated processes to remove a greater amount of Nitrogen and Phosphorus entering the Bay. It also has better monitoring systems to ensure that levels remain within limits. The plant went Online in October 2018. Some punch list and warranty items are still occurring, and the Town is scheduled to take over maintenance of the plant within the next few months.

Project 2: Main Street Outfall – The Town in partnership with Kent County, completed a project that includes a step-pool conveyance system and permeable pavers for the impervious surface that was a Beach parking lot. This system diverts stormwater from running down Main Street and into the Bay and allows it time to absorb into the ground, thus reducing the Nitrogen and Phosphorus entering the Bay.

Partners: USDA, MDE, DNR

Impact: Nitrogen, Phosphorus, and TSS entering the Bay have decreased significantly. Betterton received Wastewater System of the year by MD Rural Water for 2019.

Accomplishment 2:

Outcome: Repair/ Replace aging infrastructure

Project 1: Replace Idlewhile Pump Station – The town of Betterton has 5 pump stations. The one on Idlewhile was the oldest remaining pump station. The pneumatic pump would frequently back-up and replacement parts were difficult to find. Each time the system backed up, there was a risk of untreated effluent entering the Bay. In addition, the pump station was highly inefficient.

Project 2: Water Tower Update - The town of Betterton painted the interior and exterior of the water tower and had the equipment updated to meet OSHA requirements. The tower had not been painted since the 1970s. The inside of the water tower needed to be painted to maintain the safety of the drinking water. Also, the ladder and platform were not up to current OSHA safety codes.

Project 3: Arbor Play Area – The town park on Sixth Avenue has playground equipment from 1950s and 1980s when there was a school located there. The equipment is out of code for safety requirements and was not ADA compliant. The town procured a grant from DNR Program Open Space and the new playground equipment and safety surface will be installed in spring 2020.

Partners: CDBG, USDA, DNR Program Open Space

Impact: The Pump Station project is complete. The new dual grinder motor pump station is 90% more energy efficient than the previous pump and there is no longer the risk of back up thus reducing the environmental impact with newer infrastructure. The water tower is in the final stages of completion. The new playground will make the park safer and more enjoyable for residents and visitors.

Accomplishment 3:

Outcome: Create Green Streets

Projects: Complete Wheeler Avenue Reconstruction – This project is moving forward. The PER was updated. Funding was secured for the project through grants from CDBG and gap funding through USDA. A construction manager was procured, and easements were signed by property owners. Due to several month delay from USDA, the project has not yet broken ground. The project is under contract, and construction will start in March 2020.

Partners: CDBG, USDA

Impact: This project will improve stormwater runoff, reduce flooding, and create a safe, pervious walking path for residents. Thousands of plants will be added and the road will be narrowed to reduce impervious surface and for traffic calming.

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: Repair/Replace deteriorating walkways in town.

Narrative: Although the Town of Betterton has received funding to move forward with Wheeler Avenue which includes new pervious paver sidewalks as part of the street scape, there continues to be a need for new sidewalks in most of the town. Due to limited Highway User Revenue (HUR) funding, the town has been unable to update the sidewalks in town. The town will continue to apply for funding to update the sidewalks and make them ADA compliant.

Outcome: Prevent further erosion along the Betterton Shoreline.

Narrative: Funding has been secured for the first phase of the project (revetment) and the engineering plan for both phases is complete. The town will break ground in the spring 2020. Funding, however, has not been secured for the second half of the project (backfill and landscaping) therefore there is concern about additional erosion.

Sustainable Communities Renewal Application - Section B

Outcome: Restore Rigbie Walkway

Narrative: The Town of Betterton has not secured funding to repair or replace the Rigbie walkway. The town has made several attempts to complete this project. We have raised thousands of dollars in pledges as leverage to help this project move forward. The town has applied for 4 grants for this project. MHT, MHAA, DNR Project Open Space, and Community Legacy did not approve funding for this project. At this point, we do not have a way to fund this project.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: COMPREHENSIVE ASSESSMENT

Purpose:

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

Please answer the following questions to the best of your knowledge.

Check “YES” if applicable to your community. If you answer “YES” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “NO” if the question item did not have any impact on your community. If you answer “NO” please briefly summarize what kept you from achieving your plan’s desired outcomes.

Check “N/A”, if the question item does not apply to your Sustainable Community.

ENVIRONMENT			YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1.	Has there been an improvement in water quality?		X			The new ENR WWTP funded by grants from USDA and MDE and low interest loans from USDA was completed in 2019 has reduced nutrients to the bay by 90%. The Main Street Outfall project was funded by DNR and reduced stormwater borne contaminants to the Bay. Nitrogen was reduced by 59.73 lbs/year, Phosphorus was reduced by 4.29 lbs/yr.
2.	Has the amount of impervious surface in your Community been reduced? (Amount in SF)		X			The Main Street Outfall Project resulted in 10,000 SF reduction of impervious surface by the installation of permeable pavers at the beach parking lot.
3.	Have there been improvements and/ or additions to your park and/ or recreational green space?		X			A mural on the public restroom building at the 6th Avenue Park and related community outreach was funded by a grant from the Chesapeake Bay Trust. Town residents participated in painting the mural and attended a presentation by ShoreRivers on Betterton Day weekend to promote citizens' role in water quality of the Chesapeake Bay. The Arbor Park project to supply and install modern, safe playground equipment to replace obsolete equipment at the 6th Avenue Park was funded by DNR's Program Open Space. Installation of the new playground is expected in spring 2020. The Crew's Landing Historic Trail was developed linking 2.25 miles of natural, recreational and historic Town assets, including stops at local businesses.
4.	Did the Sustainable Community implement any recycling or waste reduction programs?				X	The town had already established weekly residential trash pick-up as well as weekly recycling and yard waste pick-up.
5.	Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?			X		The nearest food store and farmer's market are 12 miles away in Chestertown. A local farmers market was attempted two years consecutively, but low participation ended it. In 2018, there was a vegetable stand for residents. The small population in town makes it difficult for a small business to thrive.

Sustainable Communities Renewal Application - Section B

OTHER: Erosion control of Bayside Boulevard	X	The Town has received funding from FEMA for a Pre-Disaster Mitigation Grant for the Betterton Shoreline Erosion Mitigation Project. Together with funding from the affected private property owners, the project will provide the installation of stone revetment armoring for the properties along Bayside Boulevard. A grant was sought from the DNR Community Resilience fund for phase 2 of the project which would provide backfill, grading and vegetation for the eroded area. However, the grant was not awarded due to stiff competition for funds for other projects. The town is re-applying for this grant in 2020. Phase 1 construction will begin in Spring 2020. Phase II cannot begin until funding is secured.
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ECONOMY	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Has there been an increase in the number of new businesses in your Main Street/Commercial District?		X		Betterton has a limited commercial district and the only true storefront businesses are a pizza shop at the south end of town, and an upscale waterfront restaurant at the north end of town. There is no commercial or cohesive "Main Street" business area. Betterton's location at the end of state road 292 does not bring "pass-through" traffic. The population swells seasonally in the summer from approximately 400 To 700.
2. Did the Municipality/Sustainable Community area receive any designations that support local economic development?		X		Due to a low population and a lack of storefronts, Betterton is not eligible for the Main Street designation. The town would like to pursue the option of becoming a Main Street Affiliate.
3. Has there been an increase in foot traffic in the Main Street/commercial district?			X	There is not a Main Street/Commercial Area in Betterton
4. Have the number of commercial vacancies decreased?			X	There are not any vacant commercial properties in Betterton.

Sustainable Communities Renewal Application - Section B

5. Has there been an increase in local jobs within the Sustainable Community for its residents?	X		Barbara's on the Bay, a fine dining restaurant in town has increased its number of employees from 10-12 in the summer season in 2014 to 20-22 in the summer season and 14-15 in the off season. Of these, 7 are full-time positions. Due to the success of the town in procuring grants, the town was able to hire a full-time town manager (The town manager had previously been a part-time circuit rider position through MRDC). The town has also hired additional staff to help with Public Works and the new WWTP.
OTHER:			

TRANSPORTATION				If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover?	YES	NO	N/A	Although the number of trails has not increased, a 2.25 mile Crew's Landing Historic Trail has been established that uses existing sidewalks to create a walking tour around town with stops at the town museum, parks, and beach.
2. Have there been improvements to the public transit infrastructure?		X		Betterton does not have any public transportation. Main Street, SR 292, was repaved in 2018. A crosswalk was installed at First Avenue in 2019.
3. Has there been an increase in sidewalks? (Amount in linear feet)		X		The sidewalks in Betterton are crumbling and in disrepair. Due to MD municipalities receiving reduced Highway User Revenue funding, the sidewalks continue to cause tripping hazards and force residents to walk in the street.

Sustainable Communities Renewal Application - Section B

4. Have there been any roadway improvements that support "Complete" or "Green" streets?	X			The Wheeler Avenue Reconstruction Project, funded by CDBG and USDA, in addition to providing new water and sewer infrastructure, will also add stormwater management, narrow the roadway, and add 5 feet of pervious pavers. With the addition of thousands of plants and less impervious surface, Wheeler Avenue will become a Green street. Construction will begin in March 2020.
5. Has traffic congestion along major roads decreased? (Amount in percent)			X	
OTHER:				
HOUSING	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Have any residential facades been improved?	X			Several homes have had façade improvements over the years. All of these improvements have been completed with homeowner funding. As the economy has improved, 5 blighted homes have sold and 3 have been renovated and 2 were demolished and rebuilt.
2. Has the home ownership rate increased?	X			Yes. Several homes that were on the market have sold.

Sustainable Communities Renewal Application - Section B

3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable?	X			Three new homes were built. One on a vacant lot and two where blighted homes were.
4. Has there been demolition of blighted properties?	X			Two homes.
5. Has the residential vacancy rate decreased?				Betterton doesn't keep data on residential vacancy. At any given time, there are several homes on the market.
OTHER:				
QUALITY OF LIFE				
1. Has there been a decrease in crime rate?	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? Betterton receives a monthly sheriff's report. Betterton does not have any issues with crime.
2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?	X			The Betterton Heritage Museum, sponsored and curated by the non-profit Betterton Community Development Corporation, expands its artifacts and exhibits annually. In conjunction with Washington College, a virtual tour was recently completed of the museum and is narrated by local residents. The old town hall is being used for an extensive model train display, which is open to the public several times a year and attracts hundreds of visitors. The town park has been upgraded with a pickle ball court and a mural and new roof on the public bathrooms.

Sustainable Communities Renewal Application - Section B

					The town has also received a grant from Program Open Space to put in a new tree house themed playground with safety surfacing. It will be installed in the Spring of 2020.
3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?	X				The Betterton Volunteer Fire Department hosts well-attended public parties at the public beach in July and on Betterton Day weekend featuring food, drinks, bonfires and fireworks. The BVFD also started an annual car show in the fall and has a chicken BBQ several times a year. The Betterton American Legion Post hosts an annual youth Christmas party, Easter Egg Hunt, buffet dinners and "Beef and Beer" events throughout the year. Bingo is available at the American Legion every Sunday. The Local Lion's Club hosts "A Night at the Races" twice a year at the firehouse to benefit their charities. BCDL hosts concerts throughout the year featuring live music including local Eastern Shore musicians and acts. The Town received a mini-grant from Chesapeake Bay trust for community outreach to promote water quality in the Chesapeake Bay. The grant funded a mural on the bathhouse of the 6th Avenue Park depicting a beach scene which was painted by residents supervised by a local artist from Washington College. A presentation was given by the Sassafras Riverkeeper on how citizens can help protect water quality. BCDL sponsors musical events 2-3 times a year.
4. How many historic properties were renovated/improved?					Two
5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?	X				The Sixth Avenue park has a baseball field, tennis and pickle ball courts, and a basketball court. In addition, the Sixth Avenue Park has a natural style playground. A new tree house themed playground, funded by Program Open Space, will be added in Spring 2020 and is called the Arbor Play Area. There is also play equipment and a walking path next to town hall. The beach has a volleyball net as well as boat ramp with short-term boat parking. There is a garden committee that consists of resident volunteers who weed and plant flower beds around town.

Sustainable Communities Renewal Application - Section B

OTHER: Reconstruct the Rigbie walkway and remove invasive trees on the adjoining property.		X		Kent county has agreed to fund the project to remove the invasive vegetation and replant the slope below the Rigbie walkway since it is on their property. Despite the town's efforts to move the project forward, there have been several delays by the county. We are hopeful it will occur in Spring 2020. The town has applied for grants four times to restore the Historic Rigbie Walkway – which provides a link from the East side of town to the beach. We were denied all four times.
LAND USE/ LOCAL PLANNING	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Have there been any infill developments?	X			Two new homes were built.
2. Has there been an increase in the amount of preserved/protected land?	X			The Leigh farm is preserved under the Eastern Shore Land Conservancy.
3. Have there been any developments hindered by growth constraints?		X		
4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community?		X		
5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)?	X			The town, through a grant by MDE and grants/loans through USDA has a new ENR WWTP. In addition, with a grant from CDBG, there is a new pump station on Idlewhile Ave. The town has had 20 street lamps replaced with LED bulbs in 2019 to save electricity and plan to have an additional 20 replaced in 2020.

Sustainable Communities Renewal Application - Section B

					The town had the water tower repaired and the interior and exterior repainted in the fall of 2019.
OTHER:					

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Community Legacy (CL): • Wheeler Avenue Reconstruction • Rigbie Historic Walkway	DHCD	\$0		Wheeler was funded by CDBG and USDA and is moving forward. Rigbie was denied.
Strategic Demolition Fund (SDF): • •	DHCD			
Community Safety & Enhancement Program:	MDOT			
Maryland Bikeways Program:	MDOT			
Sidewalk Retrofit Program:	MDOT			
Water Quality Revolving Loan Fund:	MDE			

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Other Funding Programs: <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i>				
*Please add more rows if necessary				
Wheeler Avenue Reconstruction	CDBG USDA	\$800,000 \$281,000		Project out to bid. It will break ground Spring 2020
Idlewhile Pump Station	CDBG USDA	\$108,500 \$17,500		Project complete 2019
Arbor Play Area	DNR Program Open Space	\$199,500		Project awarded. Installation in Spring 2020.
Betterton Shoreline Erosion Mitigation	FEMA DNR Resilience	\$481,908 \$0	Need help in funding phase II of this project.	Engineering complete. Phase 1 of construction will begin Spring 2020.
Stormwater Management for Wheeler/Bayside	WAGP	\$67,000		Project awarded. Engineering design will be complete in early 2020.
Betterton WWTP	MDE USDA	\$8.1 million Between both sources.		Project complete 2019

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Main Street Outfall	DNR	\$492,000 awarded Completed project for \$383,253.06		Project Complete under budget in 2018.
Save the Bay – Mural and Presentation	CBT	\$4,963		Project complete in 2018.
Economic Development Strategic Plan	PNC Bank	\$5,000		Just received funding. Report will be completed in 2020.
Trash can Painting to reduce litter	Kent County Arts Council	TBD		Project will occur Jan-April 2020.
Rigbie Historic Walkway	MHT MHAA DNR Program Open Space	\$0	Still seeking funding. The town has applied for 4 grants and the project was not funded by any. The town could use help finding an appropriate grant funding source.	
Electric Charging Stations	Delmarva Power			Received grant. Project is pending MHT approval.
Trash Can Art Contest for Betterton Beach	Kent County Arts Council	Approx. \$1000		Project will happen in spring 2020.

COMPETITIVE FUNDING: Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?

1. The Rigbie Walkway has been the hardest project to fund. We have applied for four different grants. We were not chosen for three and one application, the Community Legacy application, is still pending. We have thousands in pledges from locals as leverage funds, but without funding, the project is unable to move forward and it is important both historically and as a connection for pedestrians from the east to the west side of town.

III. SUSTAINABLE COMMUNITY ACTION PLAN UPDATE

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

All communities submitted an SC Plan when the community earned its original designation. Some applicants may want to take advantage of the designation renewal process to outline new strategies, set new priorities or reaffirm existing strategies for their Sustainable Community. Changes to SC Plans may be due to changes in external factors affecting the community or changes in the priorities of the applicant.

Guidance for completing the Action Plan can be found on the next page.

Action Plan Guidance

The document has been broken down into the same six categories as the Comprehensive Assessment section of this document. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

- 1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.**
Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.
- 2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.**
Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.
- 3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events → Develop with community input, a series of weekend events that the Town could host.
- 4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: DHCD (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

Sustainable Community Action Plan

Betterton Maryland

Submitted by Town of Betterton

Date:

Environment

(Environmental strengths and weaknesses can include but are not limited to quality of land, water, air, watersheds, tree canopy, risk of sea level rise, carbon footprint, energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, parks, trails and recreation, recycling, water and sewer capacity, etc)

Strengths	Weaknesses
• Betterton is a rural town with excellent air quality. • The water quality from current wells is very good. • The major portion of Betterton is well above sea level on high bluffs so the risk of flooding in most of the Town is low. • The tree canopy is good, enhanced by a large tree-planting campaign in 2009. • The new waste water treatment plant is completed and functioning with excellent improvement in effluent into the Bay. • The Main Street Outfall project resulted in reduction of impervious surface and made a portion of the Main Street stormwater system green. • The Town received a grant from the FEMA Pre-disaster Mitigation Program to stabilize the severe erosion of Bayside Boulevard. • The Town received a grant from the Watershed Assistance Grant Program (WAGP) to design Best Management Practices (BMP) for Bayside and Wheeler Ave. • The Greener Wheeler Avenue Project is in progress using grants from USDA and CDBG. This will include replacement of water and sewer infrastructure, construction of pervious sidewalks, construction of active and passive BMPs for stormwater, and reconstruction of the street to a narrower dimension to control stormwater and control speeding. • The Town received a grant from DNR Open Space to replace unsafe playground equipment at the 6th Ave. park. • The Idlewhile waste water pump station was replaced using grant money from CDBG, eliminating the last of the compression type sewage pumps in the Town system with a state-of-the-art grinder pump. This will eliminate frequent failures and difficulty obtaining repair parts. • There is an effective curbside recycling program for all residents	• Progressive erosion on Bayside has expanded the current disaster mitigation needs. Although \$481,000 in funds are available from FEMA, another \$750,000 are needed to complete phase II of the project. • Betterton beach is only slightly above sea level, putting the beach at risk of flooding in the event of sea level rise. • Much of the water and sewer infrastructure in Town is old and failing. Aging water pipes have led to frequent water main breaks. Some of the sewer infrastructure is old and susceptible to root ingrowth. • Sidewalks in much of the Town are severely damaged and dangerous. • Stormwater management is inadequate in many areas of Town leading to frequent flooding of yards. • The water treatment plant is old and functioning poorly, having lost important functions present in the original design.

[Type text]

- and businesses.
- A “Crews Landing Historic Trail”, an historic walkway and bikeway throughout the Town, was established.
 - Street lamps are being converted to LED bulbs.
 - The town received funding from the Kent County Arts Council to hold a design contest to paint 15 trash cans which will be used to promote a clean environment.

Desired Outcomes and Progress Measures

Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address.

What outcomes are you trying to achieve?

Where/ in what area do you want those changes to happen? 

Progress Measure: Identify how you will know that you have achieved your outcome.

Outcome 1: Reduce rate of erosion on the Betterton Shoreline.

Progress Measures:

1. Complete Phase I
2. Fund Phase II
3. Complete Phase II

Strategies and Action Items

Identify strategies that will help your community to achieve each identified outcome to the left. If applicable, break down each strategy into specific action items that outline different steps of the strategy.

Specify how you are planning to achieve the desired outcomes.



Strategy A: Implement Phase I of the Betterton Shoreline Erosion Mitigation Project – adding revetment to all of the properties on Bayside Blvd.

Strategy B: Complete Phase II of the project- backfill and landscaping.

Action 1: Apply for grant funding for Phase II of the project.

Action 2: Provide education to homeowners about maintaining plantings in the buffer.

Action 3: Procure a contractor and complete phase II construction.

Implementation Partners

Which community stakeholders need to be involved to realize each action step and strategy?

Name specific public and/or private sector partners.

Residents on Bayside
FEMA

Critical Area Commission
GMB – Engineers
Contractor

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Outcome 2: Perform an extensive analysis of water/sewer infrastructure and water treatment plant. Progress Measures: 1. Obtain grant funding for Preliminary Engineering Report (PER) 2. Develop plan to prioritize most critical needs.	Strategy A: Apply for grant funding through USDA for a SEARCH grant. Strategy B: Procure an engineer to complete long-range plan to replace infrastructure.	USDA Engineer
Outcome 3: Install stormwater BMPs to reduce nuisance flooding and runoff to the bay. Progress Measures: 1. Complete engineering design. 2. Secure funding to implement design.	Strategy A: Meet with engineer to develop stormwater management plan for Wheeler Avenue and Bayside Alley/Bayside Blvd.	WAGP CBT DNR Landmark - Engineering
Outcome 4: Develop a solar array to power the WWTP. Progress measures: 1. Locate farm close to the grid to purchase or lease five acres of land. 2. Complete land owner agreement and design. 3. Install solar array.	Strategy A: Form a solar array workgroup with council members and volunteers to help locate the site and move forward with a design and implementation.	Solar Array workgroup Local solar companies Federal grant funding

Economy

(Economic strengths and weaknesses can include but are not limited to regional accessibility, business attraction/retention, health of the business district and commercial vacancies, workforce/employment and economic drivers, local policies/regulations, marketing, tourism, cultural and historic assets)

Strengths

- Two high quality restaurants—a) an excellent pizza/sandwich shop and b) an award-winning restaurant near the beach.
- There are several home-based businesses in Town two of which have light manufacturing.
- Increase in local jobs due to multiple infrastructure projects in Town and increased need for oversight of the new waste water treatment plant.
- Increased grant volume motivated the Town leadership to hire the Town Manager full-time.
- The Betterton Community Development Corporation (BCDC), a 501c3 non-profit was recently awarded a grant to hire a consultant to develop a long-term strategic plan for economic development.
- High volume usage of the public beach throughout the summer.
- A new post office was opened by the U.S. Postal Service

Weaknesses

- The two primary businesses in Town are at opposite ends of the Town with the Town Hall located between them. There is no area that can be identified as a cohesive Main Street.
- The Town is at the end of state highway 292 so there is no pass-through traffic.
- The fact that Betterton is a tourist town, limits the highest volume of visitors to about three months of the year.
- Although the beach is heavily used, visitors tend to bring their own food. There is no food/snack outlet at the beach.
- Kent County owns the public beach so that any development there requires approval of the County.
- Lack of public transportation.
- Small town with lack of amenities. Requirement to drive 12 miles for shopping, entertainment, and health care.
- Increase in poverty rate and decrease in per capita income in last 7 years.

Desired Outcomes and Progress Measures

Outcome 1: Create an economic development plan.

Progress Measures:

1. Procure consultant and complete report.
2. Have Mayor and Council and Sustainable

Strategies and Action Items

Strategy A: Hire a consultant to develop an economic plan that helps attract new Businesses and expand/enhance existing businesses.

Implementation Partners

Consultant
PNC/other grant sources

[Type text]

Communities workgroup review the report and create an action plan.		
Outcome 2: Encourage a convenience store or snack bar in town as a way to establish a Main Street presence. Progress Measures: 1. Determine Main Street site for business. 2. Utilize strategies such as tax incentives to encourage new business in town.	Strategy A: Meet with Economic Development consultant to identify possible locations for business expansion on/near Main Street.	Economic Development Consultant Kent County Office of Economic Development Private Investors DHCD – Strategic Demolition Fund
Outcome 3: Improve the waterfront to include an updated boat launch with kayak and paddleboard launch capabilities. Progress Measures: 1. Develop a plan with Kent County to improve the waterfront. 2. Apply for grant funding to move the project forward.	Strategy A: Meet with Kent County Commissioners and staff to establish a plan for waterfront.	Kent County Commissioners and Staff MDOT Chesapeake and Coastal Services

Transportation			
(Transportation strengths and weaknesses can include access to transit corridors, pedestrian safety and accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, proximity to transportation centers, parking, road conditions)			
Strengths		Weaknesses	
• Betterton is a small town with virtually no traffic congestion. • Town recently established the Crew's Landing Historic Trail. Grant money will be sought to improve sidewalks and bikeways. • Main Street (the extension of route 292) was recently re-paved. • Brick-patterned crosswalks were installed at 1st Avenue and 6th Avenue to improve safe street crossings. • Greener Wheeler Avenue project is underway with grant money from USDA and CDBG, replacing severely damaged sidewalks with permeable pavers and narrowing the road for traffic calming. Project will also involve active and passive stormwater BMPs to eliminate chronic water pooling on the street. • Solar speed clocks have been installed at 6th Ave. and 1st Ave. to encourage motorists to obey the speed limit. • Recent re-paving of Route 292 provided some improvement in bike path width. • Efforts are underway to convert golf-carts in town to Low Speed Vehicles so that they can be safely used as transportation in town.		• Parking at the public beach remains inadequate on busy weekends. • Sidewalks in many areas of Town are damaged and unsafe. Also, all sidewalks are impermeable. Wheeler Ave. will be model for future replacement. • No public transportation. • Golf carts which have been purchased by a number of residents for in-Town travel but are not legal to use. • Main Street width is not sufficient to allow for a special bike path. • Bike path on 292 is still too narrow. The path widens in Still Pond.	
Desired Outcomes and Progress Measures		Strategies and Action Items	
Outcome 1: Replace deteriorating sidewalks and repair aging roadways in town. Progress Measures: 1. Complete Wheeler Avenue Project. 2. Complete Engineering design for		Strategy A: Implement plan on Wheeler Avenue. Strategy B: Use Green Street design on Wheeler Avenue as a model for future street improvements in town. Strategy C: Apply for grant funding for Ericsson Ave. Implementation Partners CDBG MDOT USDA	

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Ericsson Avenue to replace infrastructure and create a street scape with stormwater BMPs. 3. Obtain grant funding for sidewalk and roadway improvement.		
Outcome 2: Develop a strategy for Low Speed Vehicles and Electric Vehicles in town. Progress Measures: 1. Ensure that all LSVs in town have proper registration and safety features. 2. Install signage to maximize safety of LSVs. 3. Install electric charging stations.	Strategy A: Develop strategies for safe use of LSVs. Strategy B: Implement grant funding to install electric charging stations.	Delmarva Power Delegate Jay Jacobs
Outcome 3: Determine a strategy to alleviate parking congestion at the beach. Progress Measures: 1. Determine possibility for parking lot expansion or alternate parking arrangements. 2. Implement the strategy to reduce the parking concerns.	Strategy A: Form a taskforce with the town, county, and sheriff's office to consider options for reducing parking congestion at the beach.	Kent County Staff Kent County Sheriff

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Housing

(Housing strengths and weaknesses can include affordability, homeownership vs rental, housing stock diversity, housing condition and value, housing programs, foreclosures, residential vacancies, property values, home sale values)

Strengths	Weaknesses
• Home facades have been improved by property owners at their own expense. SC Workgroup has explored with regional towns how they have administered façade programs. • Three new homes have been added in the last 5 years by property owners with private funding. • Numerous existing homes have been remodeled and upgraded. • Three vacant and blighted homes have been purchased and restored by private owners.	• No designated affordable housing. • High-end homes on Bayside have decreased in value are are hard to sell due to current severe erosion problem. Limited funds for resolution of problem. • Marginal reputation of Kent County schools is a disincentive to young families moving into Town. • No available pre-school or child care facility in or near town. • Most childcare centers in the county have a waiting list. • Several blighted homes in Town.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Obtain a grant for façade improvement. Progress Measures: 1. Apply for grant for through Community Legacy. 2. Implement program by engaging residents in the process.	Strategy A: Encourage façade improvement through 80/20 match funding.	DHCD – Community Legacy Homeowners

Quality of Life

(Strengths and weaknesses can include crime, socio-economic demographics, educational opportunities, museums, libraries, historic and cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc)

- Strengths**
- Welcoming, rural small- town atmosphere, maintaining its historic character.
 - Very little crime.
 - Betterton Heritage Museum sponsored and curated by the BCDC
 - Betterton Train Museum housed in the old Town Hall.
 - Active Volunteer Fire Company hosting numerous events including Betterton Day.
 - Betterton American Legion has weekly bingo and other social events throughout the year.
 - BCDC sponsors concerts, held in the Town Hall and featuring Eastern Shore musicians.
 - Preservation of the historic character of the Town, including the Town Hall which is a restoration of the Most Precious Blood Catholic Church. This now houses Town administration, meeting space, and the Heritage Museum.
 - The public beach is the largest natural beach on the Chesapeake and is the most visited county park in Kent County.
 - The beach is attractive and well-maintained with lifeguards on weekends and holidays.
 - Plans are underway to re-build and upgrade the restroom/bathroom facilities at the public beach.
 - \$199,500 grant received from DNR Project Open Space. This will be used to purchase new playground equipment with poured in place play surface that will be installed this Spring.
 - Public access to the Captain John Smith National Water Trail at the public beach.
 - Betterton Community Development Corporation (BCDC) is a group of volunteers whose mission is to work for the good of the Town.
 - BCDC volunteers maintain the flower beds at the Town Hall and at the 6th Ave. park.
 - Public access to Bayside Boulevard, part of the Crew's Landing

Weaknesses

- No public transportation.
- Since 2012, there has been an increase in the poverty rate and a decrease in the per capita income.
- No child care facilities or pre-school within a wide radius.
- There is no grocery store or convenience store in the Town.
- Nearest food shopping is 12 miles away in Chestertown.
- Rigbie Steps and sidewalks are in severe disrepair. Several efforts to obtain grant money have been unsuccessful.

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- Historic Trail, which offers breathtaking views of the Chesapeake Bay.
- There are three “Little Lending Library” boxes in Town. There is also an informal library in the Town Hall.
 - Active congregation in the Betterton United Methodist Church.
 - Kent County distributed gigabit internet to public places throughout the county including the 6th Avenue park, Town Hall, and Betterton Beach.

Desired Outcomes and Progress Measures		Strategies and Action Items	Implementation Partners
Outcome 1: Repair or replace the Rigbie Walkway to maintain the history of the town, encourage pedestrian traffic, and to connect the East side of town to the beach. Progress Measures: 1. Obtain funding for the project. 2. Complete engineering design for the walkway. 3. Repair or replace walkway.		Strategy A: Continue to seek grant and/or private funding to repair or replace the historic walkway.	Community Legacy or CDBG Homeowners Private Funders Rigbie Condo Association Betterton Community Development Corporation Kent County Planning and Zoning

Local Planning and Land Use

(Strengths and weaknesses in the local planning and land use subject area include but are not limited to zoning, land use, policies, taxes and fees, historical patterns of development, lot sizes and shapes, etc)

- | Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none">• Town of Betterton has been very successful in acquiring and managing state and federal grant funds. In the last 5 years, the town has received over \$2 million in grant funding for various projects.• The Planning and Zoning Committee is in the process of revising the Comprehensive Plan. The SC workgroup is coordinating our goals with the goals of Planning and Zoning.• There has been some in-fill development within the SC area (three new homes).• There have been numerous homes remodeled and upgraded within the SC area.• Three blighted homes within the SC area have been purchased and remodeled by private owners.• There is one property for sale overlooking the public beach and the park. This would be an ideal property to acquire using Project Open Space funds so that it is not developed.• The former Town Hall is currently being used as a seasonal Train Museum, maintained by several residents. | <ul style="list-style-type: none">• There is no obvious place to develop a "Main Street" in Betterton.• The new waste water treatment plant has much larger energy needs than first anticipated.• The tennis court at 6th avenue park is in need of upgrade.• There is no landscaping around the new post office. |

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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Consider acquisition of bay-front lot or the farm behind the firehouse for economic and environmental improvement in town. Progress Measures: 1. Approach property owners to determine interest in selling property. 2. Apply for funding to purchase property. 3. Develop design to implement on property.	Strategy A: Determine the best place for economic and environmental improvement.	DHCD – Strategic Demolition Property Owners Economic Development Consultant

SIGNATURE LETTER

On behalf of the Town of Betterton, I hereby approve the application for renewal of the Sustainable Communities designation for Betterton. I understand that the Disclosure Authorization and Certification from the original Sustainable Communities application continues to apply to the applicant local government, and as such the applicant agrees that not attaching an objection constitutes consent to the information being made available to the public, and a waiver of any rights the applicant may have regarding this information under Maryland's Access to Public Records Act, State Government Article, Section 10-611 et seq. of the Annotated Code of Maryland.

I also confirm that I am named or a former holder of my current title is named as an authorized official for the Sustainable Communities designation for my local government in the Local Government Authorization submitted with the original application.



Authorized Signature

Donald E. Sutton, Sr. Mayor



Date

