



SUSTAINABLE COMMUNITIES PROGRAM

APPLICATION FOR DESIGNATION RENEWAL

APPROVED

SGCC 8/11/2021

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
BOYD K. RUTHERFORD
Lt. Governor
KENNETH C. HOLT
Secretary
OWEN McEVOY
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 or 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 Eligibility and Threshold Requirements

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

Eligible applicants are to reconvene 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.

Applicants can verify Priority Funding Area boundaries by visiting the MDP website at:

<http://www.md.state.md.us/OurProducts/pfamap.shtml> ;

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 Submission and Evaluation

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

The first printed page of the electronic application is a Table of Contents. This should also serve as a checklist and be used to provide corresponding tabs. In addition to the hard copies of an application, all pictures and maps are to be submitted on a CD-ROM, or send via email to the Sustainable Communities project management team. Pictures should be in a JPEG format and maps should be in a pdf format. Please also include GIS shapefiles of Sustainable Community boundaries and other GIS related data.

Incomplete applications will not be accepted.

Deliver Sustainable Community Applications to:

Sustainable Community Application
ATTN: Olivia Ceccarelli-McGonigal
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201
410-209-5826

Site Visits, Follow-up Discussion, Technical Assistance

Attendance at a minimum of one application consultation session is mandatory for all applicants. Consult with Olivia Ceccarelli-McGonigal at 410-298-5826 or by email at olivia.ceccarelli@maryland.gov if you would like to schedule a meeting.

During the application review process, the review team may make site visits and/or hold meetings with applicants. In addition, applicants may be contacted by the Department for follow-up discussions prior to awards.

When needed, the Department may offer technical assistance, in collaboration with the Maryland Department of Planning, to local governments with limited capacity to prepare their Sustainable Communities applications.

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. The Governor's Smart Growth Coordinating Committee can defer the approval of a Sustainable Communities renewal to the Governor's Smart Growth Subcabinet.

All questions related to the application, please contact Olivia Ceccarelli-McGonigal at 410-209-5826 or by email at olivia.ceccarelli@maryland.gov or your regional project manager, found at this link: <https://dhcd.maryland.gov/Communities/Documents/SRP/PM-Map-ContactInfo.pdf>

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. 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.

SUSTAINABLE COMMUNITIES PLAN ELEMENTS

The table below provides a description of each subject area/element of the Sustainable Communities Action Plan. Included are examples of common strengths and weaknesses within each subject area and the types of projects that might be implemented to address said strengths and weaknesses.

ENVIRONMENT: Describes projects involving the natural environment, our use of natural resources, and our relationships to the natural environment.

This category includes projects focusing on (but not limited to): the quality of land, water, and air; watershed maintenance and preservation; tree canopies and green spaces; climate change mitigation and adaptation; energy conservation; green infrastructure; stormwater infrastructure and management; water and sewer capacity; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation.

ECONOMY: Describes projects centered on economic growth and management.

This category includes projects focusing on (but not limited to): business attraction & retention; improving and maintaining the health of business districts, downtowns, and main streets; commercial vacancy reduction; workforce attraction and retention; employment/job training; marketing, branding, and tourism; improving or creating economic impact of cultural and historic assets; providing technical and financial assistance to businesses; commercial building acquisition, rehabilitation and/or adaptive re-use; and creating a sense of place and vibrancy through streetscaping and beautification.

TRANSPORTATION: Describes projects involving the way people in your community get from place to place.

This category includes projects focusing on (but not limited to): 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; and road conditions.

HOUSING: Describes projects involving the homes people in your community live or making it easier for them to find and stay in a place to call home.

This category includes projects focusing on (but not limited to): affordability; increasing homeownership; increasing rental housing; diversifying the kinds of housing available; improving housing condition (interior or exterior); housing programs; aging in place; preventing foreclosures; and reducing residential vacancies.

COMMUNITY HEALTH & QUALITY OF LIFE: Describes projects concerned with public health, community culture, and the day-to-day life of community residents.

This category includes projects focusing on (but not limited to): improvement of public safety and the reduction of crime; libraries; educational facilities and programs; health and wellness facilities and programs; senior facilities and programs; youth facilities and programs; facilities and programs for the disabled; civic amenities, access to quality food options; collaborations with faith-based organizations; arts and entertainment education; and homelessness prevention, services, and facilities.

LOCAL PLANNING & STAFFING CAPACITY: Describes projects concerned with a local government's ability to plan for the community's future and to meet the current needs of residents.

This category includes projects focusing on (but not limited to): updating zoning ordinances or land use; updating municipal/local policies, taxes, fees, etc.; increasing local government staff capacity; and updating planning documents like sector plans or comprehensive plans.

Additional Guidance for Developing the Sustainable Communities Action Plan

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.

Action Plan Guidance

The Action Plan section 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.

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: _____

NAME OF SUSTAINABLE COMMUNITY: _____

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**
 - Photos (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:			
Name of Applicant:		Town of Greensboro	
Applicant's Federal Identification Number:		52-6010749	
Applicant's Street Address: 113 South Main Street, P.O. Box 340			
City: Greensboro	County: Caroline	State: MD	Zip Code: 21639
Phone Number: 410-482-6222	Fax Number: 410-482-7429	Web Address: greensboromd.org	

Sustainable Community Application Local Contact:

Name: Wendy Dixon		Title: Town Manager	
Address: 113 South Main Street	City: Greensboro	State: MD	Zip Code: 21639
Phone Number:	Fax Number:	E-mail	

Sustainable Community Contact for Application Status:

Name: Wendy Dixon		Title: Town Manager	
Address: 113 South Main Street	City: Greensboro	State: MD	Zip Code: 21639
Phone Number:	Fax Number:	E-mail Address:	

Other Sustainable Community Contacts:

Name: Tammy Kelleles		Title: Town Clerk/Treasurer	
Address: 113 South Main Street	City: Greensboro	State: MD	Zip Code: 21639
Phone Number:	Fax Number:	E-mail Address:	

II. 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?

Sustainable Communities Renewal Application - Section A

The Town of Greensboro is not requesting any changes to the Sustainable Community boundary because the characteristics of the area have not changed significantly since the original application.

The Town's Sustainable Community boundary coincides with the current municipal boundaries which is where the Town's initiatives are focused. It is the intent of the current leadership and administration to work towards aiding, improving, advancing and promoting local downtown businesses.

In addition, neighborhoods and communities within the Town limits are included in the ambitious efforts of the Town's leadership to improve the livability of this Eastern Shore unpolished gem.

Building on the residents and business owners' desire for improvement and growth, the Town will focus on socioeconomic recovery, social stability, parks and rec rehabilitation and downtown revitalization.

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

- 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: _____

(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?

Based on the 2019 American Community Survey, Greensboro, Maryland, has a population of 2,837

- a. The median age in Greensboro, Maryland, is 29 compared to the national median age of 38.1. Per the 2019 American Community Survey, the population consists of 11.8% under the age of 5, 60.1% from 18-64, and 7.1% aged 65 years and older.
- b. The population by race is 82.6% white, 10.4% black or African American, .5% American Indian and Alaska Native, .1% Asian, and 6.5% other or multiple races.
- c. The median earnings for males is \$46,250 and \$29,258 for females with a median household income of \$46,607
- d. The educational attainment for the Town of Greensboro:

Sustainable Communities Renewal Application - Section A

- i. High School diploma or equivalent – 42.3%
 - ii. Some college, no degree – 17.5%
 - iii. Associate’s degree – 10.5%
 - iv. Bachelor’s degree – 8.2%
 - v. Graduate or professional degree – 3.1%
- e. There are currently over 950 housing units within the Town and it is anticipated that construction will begin on a new subdivision and mixed-use community in the summer of 2021. This subdivision and community will bring in over 110 new homes, an apartment complex, commercial space and an assisted living facility.

Since 2016, the population has increased by nearly 900 and the median household income has decreased by over \$7,600; however, there is a significant increase in individuals 16 and older that are employed compared to less than 1,400 in 2016.

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 significant changes to the Town’s organizational structure, including the nearly defunct Sustainable Communities Workgroup, over the last five years. The Town Manager and Town Clerk/Treasurer are new as of 2020. The Wastewater Treatment Plant Director position has been eliminated and there is only one employee working at the plant. In addition, in the past five years, a new mayor and two new council members were elected.

The Sustainable Communities Workgroup has been reduced to four members, all new. The current members are Wendy Dixon, Town Manager; Tammy Kelledees, Town Clerk/Treasurer; Bill Lesmerises, WWTP Supervisor; and Christina Robinson, Citizens Advisory Council Chair. With the new members is a desire to renew the passion behind moving the Town forward. The goal of the workgroup is to begin with the transformation and revitalization of Main Street which includes becoming a Main Street Community.

The advisory committees that were created to aid in the compilation of the Sustainable Communities’ application and to aid in implementing the Action Plan, are now defunct. Due to a considerable number of changes to the organizational structure and extenuating circumstances, the drive to move the Sustainable Communities Action Plan forward has been renewed.

- (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 strengths that have enabled the Sustainable Communities Plan to continue in spite of the challenges is the determination and desire of those now tasked with moving the plan forward. The success of the Sustainable Communities Action Plan and becoming a Main Street Community are both priority goals for the new organizational leadership and workgroup.

Sustainable Communities Renewal Application - Section A

The Town Manager and Town Clerk/Treasurer both come from Department of Economic Development in Delaware (currently Division of Small Business) and have over 25-years of combined experience in creating, participating in and evaluating various programs. Knowing the struggles that have been faced by the Town, there is an even stronger desire to help the Town heal and move forward.

The weaknesses and challenges involved with the workgroup and the SC Plan are primarily the result of losing and replacing all of the original workgroup members and the dissolution of the committees established to help make the plan a success. At the inception of the workgroup, the future downfalls were not, could not, be predicted. Secondary challenges are related to COVID and the slow return to “normal” for business and the community in general.

(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?

The Action Plan is based on the Comprehensive Plan. It draws from the Plan, is fully consistent with it and is intended to help implement it. The Action Plan is also based directly on work conducted while preparing a vision plan for Greensboro, which began in October 2015 and ended in January 2016.

In terms of background, the original workgroup decided that greater participation from the community would help bring about a stronger and more creative Action Plan. It was decided that clear goals and an overall strategy and policy direction were required. At that time, the group engaged the services of Jakubiak & Associates, Inc., a Maryland town planning firm, to lead the Greensboro community in a collaborative vision planning process.

In preparing the vision plan, they held four monthly workshops that were very well attended from October through January. The events brought in new citizens and business owner participants into the process who had not participated in prior town planning events. The consulting town planner took the community through a series of exercises and group planning conversations designed to explore possible directions and build consensus on both the plan and the methods for implementing projects.

In 2018, the SC Action Plan was paused and in 2020, efforts were renewed. The current leadership is dedicated to continuing the original efforts with greater concentration on the revitalization of Main Street, bolstering economic development, encouraging community involvement, enhancing parks and evaluating the Town’s infrastructure.

Numerous efforts and opportunities are being pursued and the Town will be relying on numerous stakeholders, including members of the SC workgroup, business owners and the following advisory groups.

- a. Citizens Advisory Commission – advisory commission to the Town of Greensboro Council; acting as liaison between the community and the council.

Sustainable Communities Renewal Application - Section A

- b. Parks Board – created to advise, make recommendations to and communicate with municipal officials on recreation and park matters. The board involves the citizens of Greensboro in seeking input regarding developing programs; educates the public about the importance of recreational programs; and establishes and maintains effective public relations.
- c. Workgroup for American Rescue Plan Act – established to provide input from various stakeholders in the use of the COVID recovery funds with the intent of utilizing a significant amount on infrastructure, Main Street revitalization and economic development.

Each of the committees are part of the Sustainable Communities organization and reflects the attention that the Town has paid to structuring an effective and community-engaging strategy to implement revitalization. This was a critical component of our vision planning.

- (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.

The Town of Greensboro will look for guidance and assistance from State agencies to help expand the capacity of our SC Workgroup and throughout the phases of planning and implementing. We will rely heavily on the expertise and individual strength of the stakeholders indicated in item #3 above, in addition to utilizing the assistance offered by various State agencies. The Town's current focus, based on desired outcomes, is potential assistance and/or funding assistance through:

- Community Facilities Direct Loan & Grant Program - USDA Rural Development fund would be used for building, expanding and improving community facilities as well as purchase equipment to aid in making the needed improvements
- Community Legacy Program – to help in attracting businesses and commercial revitalization
- Maryland Mortgage Program – to encourage the purchasing of a home by younger people who may be burdened with financial obligations such as student loans
- National Capital Strategic Economic Development Fund – to support the revitalization of the Town's commercial and residential areas
- Water Quality Revolving Loan Fund – to provide continued assistance in the upgrades and improvements to the current wastewater treatment plant but also aid in the North Carolina County Expansion project.
- Job Creation Tax Credit – as the Greensboro grows, this tax credit would provide an additional incentive for a new business to come into the Town.

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) **Photos:** 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: Make the Choptank River a bigger part of the Town experience

Projects: The Town has made strides in improving the appearance and draw to the Choptank River Park by utilizing resources available to Critical Areas. Planting native species plants and trees, enhancing the boat dock and parking area, and by making the park more attractive to visitors has shown a positive change in the number of people.

In addition, the park is used for large community events such as Whoville during the Christmas season and Riverfest concerts in the park during the summer months. The events are open to residents and visitors.

Partners: Caroline County Recreation & Parks and the Caroline County Health Department

Impact: The enhancements and events have helped provide a place for residents and visitors to go to enjoy the outdoor setting by relaxing, picnicking and/or fishing plus provides a venue for a variety of entertainment and activities.

Accomplishment 2:

Outcome: 1) “Build on the strengths of the Town to improve and sustain the quality of life so that Greensboro is the choice community in which to locate on the Mid Shore” and 2) “We would like to grow the residential base in ways to reduce the number of vacant housing units, which is approximately 95 units or 12% of the housing stock, and promote greater home ownership.”

Projects: 1) Pursue and persuade contractor that owns partially developed land in town. The development of the land was suspended for nearly a decade but discussions resumed with new Town leadership and the project is, once again, moving forward.

2) The second outcome ties in with the first in that the Town is on the path to promoting and providing for greater home ownership. The vacant housing is being tackled by several residents who also want to see revitalization. They understand that it takes community involvement to achieve success.

Partners: Greensboro Mayor & Commissioners, Greensboro Planning & Zoning, Baldwin Homes, KCI and McCrone Engineering

Impact: The contractor and a developer have created a master plan that consists of over 110 new single-family homes, an apartment complex, an assisted living facility and multiple, mixed use properties. The Town has had a vision of growth, progress and improving and sustaining the quality of life for its residents and business owners. As a result of this development gaining new life, the Town has seen an increased interest in new businesses, Main Street revitalization, visitors and potential new residents.

Accomplishment 3:

Outcome: Build on the strengths of the Town to improve and sustain the quality of life so that Greensboro is the choice community in which to locate on the Mid Shore

Projects: Revitalization of Ober Park – In 2020, the Greensboro Citizen Parks Board, Mayor & Council of Greensboro and Caroline County Recreation & Parks moved forward on pursuing grant funding through Community Parks & Playground. The master plan includes the modernization and rehabilitation of park amenities, including full replacement of outdated court surfaces that include two tennis courts and a handball court that are no longer usable and pose hazardous safety conditions within an actively used park.

The project will add to the usability of the park by installing a ¼ mile perimeter walking path with landscaped areas designed to provide storm water run-off controls as well as to improve the overall attractiveness of the park. There were considerable delays to the project due to the COVID pandemic and imposed restrictions.

Partners: The Greensboro Citizen Parks Board, Mayor & Council of Greensboro and Caroline County Recreation & Parks

Impact: The Project is in progress. Public interest is being gained and the public is being asked for input on various design phases.

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: Bring about a greening of the Town that is aligned with its land use program, recognizing Greensboro's unique potential to bring about lasting water quality improvements

Narrative: While there are steps being made to pursue the goals as set forth in the original application, the Town has encountered numerous set-backs with regards its leadership over the last 2 ½ years. Trees have been planted and work has begun on landscaping, planting and improving water quality; however, little progress was made in the first five years. In addition, the COVID pandemic and restrictions caused further delays.

The current leadership team is working on reengaging with and strengthening relationships with its stakeholders. By connecting with stakeholders and asking for their involvement, the Town feels positive that not only will the outcomes and projects in the last Sustainable Communities Action Plan will be accomplished but that new goals will be established, pursued and fulfilled.

Sustainable Communities Renewal Application - Section B

Outcome: Vibrant business districts especially along Main Street with business that animate and activate Main Street.

Narrative: Although this outcome has not seen a great deal of progress over the last five years, the current leadership team is meeting with stakeholders to reignite the desire to enhance and revitalize Main Street. The existing business owners provide valuable input and will be included in future plans. It is the Town's goal to become a National Main Street Community.

The COVID pandemic and the restrictions imposed at the Federal, State and County levels made it very difficult for current leadership to move forward on the revitalization of Main Street, promoting existing businesses and attracting new businesses. With most restrictions being lifted, the Town is able to aggressively work towards fulfilling its goals of creating a vibrant business district.

Outcome: Preserve historic buildings and the historic quality of the built environment especially along Main Street.

Narrative: This outcome has been difficult to get up and running as the Town leadership has been met with opposition from a number of residents. The Town will pursue additional stakeholders and look for grants in order to help fulfill this goal.

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.

Sustainable Communities Renewal Application - Section B

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? Have you completed any projects intended to improve water quality? Ex. impervious surface reduction, stormwater improvements etc.		X		There have been delays in moving such projects forward. Costs of and funding for I&I are currently being considered. It is anticipated that an I&I study will begin within the next couple months.
2. Have you improved wildlife habitat in your community? Ex. native plantings, pollinator gardens, rain gardens		X		A large amount of land near the Choptank is considered Critical Area which means that vegetation in those areas is protected. Any disturbance or removal of plants or vegetation must be replaced. With the natural surroundings, wildlife does not lose its habitat.
3. Have you increased access to green space, parks or outdoor recreational opportunities?		X		Greensboro offers several parks for residents and visitors to choose from depending on the purpose. Greensboro is in the process of enhancing the parks and has received grant funding for revitalization of Ober Park. That project is currently in the engineering phase. The basketball and tennis courts are being redone at Ober Park and other parks will be improved to provide more specific opportunities for various sports.
4. Have you implemented operational sustainability practices (example: town hall enhancements) and or community-based practices? (ex. Rain barrels or rain gardens at residences, recycling, composting etc.)	X			Multiple operational sustainability practices have been implemented and/or are being implemented; including repairs and upgrades to Town Hall, Police Department and Town Meeting Hall. The Town is researching the interest in a community garden and its potential viability. In addition, there is ongoing discussion regarding the purchase or building of a greenhouse that would be used to grow flowers, plants and vegetables for use in Town; whether for beautification or providing nutritional food options for residents and employees.
OTHER:				

Sustainable Communities Renewal Application - Section B

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			The Town has seen two new businesses created on Main Street; one photography studio and one ice cream shop. There is ongoing interest, communication and planning for additional businesses.
2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development?		X		Not at this time although Main Street designation will be pursued
3. Has there been an increase in foot traffic in the Main Street/commercial district?		X		Not at this time; however, with the weather warming up and COVID restrictions lifting, we anticipate heavier foot traffic for the ice cream shop. With that will bring potential customers for the other small businesses along Main Street.
4. Have the number of commercial vacancies decreased?	X			Yes. The ice cream shop and photography studio have utilized two previously vacant storefronts on Main Street.
5. Has there been an increase in local jobs within the Sustainable Community for its residents?		X		<p>Not at this time; however, there is the potential for multiple new businesses in Town due to a new subdivision with a portion of the buildings being multi-use. New business could range from coffee shop to medial office.</p> <p>In addition, the Town will be proceeding with the north expansion of the Wastewater Treatment Plant which will ultimately require the addition of at least two new employees.</p>
OTHER:				

Sustainable Communities Renewal Application - Section B

TRANSPORTATION	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 the amount of bike trails/paths increased? How many linear feet do the trails cover?		X		There are preliminary discussions between the Town and North Caroline County regarding the connection of bike trails; however, there is nothing specific at this time.
2. Have there been improvements to the public transit infrastructure?			X	
3. Has there been an increase in sidewalks? (Amount in linear feet)		X		There will be an increase in sidewalks and walking paths once the new subdivision is underway. The anticipated start of the development is Summer 2021.
4. Have there been any roadway improvements that support "Complete" or "Green" streets?		X		Not at this time. An I&I study will be conducted once grant funding is awarded.
5. Has traffic congestion along major roads decreased? (Amount in percent)		X		Greensboro includes multiple thoroughfares that connect larger Towns and Cities between Annapolis, Dover (Delaware) and the Delaware beaches.
OTHER:				

Sustainable Communities Renewal Application - Section B

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		This is one of the main focuses of the Town. There were multiple factors at play that made such improvements difficult, if not impossible. The most recent barriers include a strained relationship between the Tow and residents, in addition, COVID created roadblocks due to a significant number of restrictions.
2. Has the home ownership rate increased?		X		There has not been an increase in home ownership; however, it is anticipated that construction of a new subdivision/community will beginning in the summer of 2021.
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			There has been one new residential home built which sold at market price. A new subdivision/community will be constructed in the summer of 2021. Pricing is not yet available.
4. Has there been demolition of blighted properties?	X			One home was demolished due to safety issues as the structure was falling in.
5. Has the residential vacancy rate decreased?		X		There have been minimal changes.
OTHER:				

Sustainable Communities Renewal Application - Section B

COMMUNITY HEALTH & QUALITY OF LIFE	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 a decrease in crime rate?				
2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?		X		Our parks are currently being evaluated for improvements/upgrades to better serve the residents and visitors of Greensboro.
3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?		X		The Town is currently in the planning stages of Riverfest. Riverfest will consist of music and food trucks at the Choptank River Park. There will be at least three of these events during the summer.
4. How many historic properties were renovated/improved?		X		These types of renovations will be
5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?	X			The Town currently has multiple areas for outdoor recreation and just recently received grant funding to renovate Ober Park. This Park is multipurpose; in that it offers a play area for small children, tennis and basketball courts, walking path and green area for spectators.

Sustainable Communities Renewal Application - Section B

<p>6. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?</p>	<p>X</p>			<p>There is a Save-a-Lot that offers fresh food and we are looking into the possibility of having a community garden that would offer fresh fruits and vegetables to residents.</p>
<p>OTHER:</p>				
<p>LOCAL PLANNING & STAFFING CAPACITY</p>	<p>YES</p>	<p>NO</p>	<p>N/A</p>	<p>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?</p>
<p>1. Have there been any infill developments?</p>		<p>X</p>		<p>We are currently in the planning phases for future development of a large area of land that has been vacant for a decade. It is anticipated that the development will begin the summer of 2021 and will include residential, commercial and mixed-use buildings.</p>
<p>2. Has there been an increase in the amount of preserved/protected land?</p>			<p>X</p>	
<p>3. Have there been any developments hindered by growth constraints?</p>	<p>X</p>			<p>Previous development had been hindered for various reasons including lack of growth; however, the housing market also played a role in the constrictions. The potential for growth, favorable housing market and the economy provide a more favorable environment for additional development.</p>
<p>4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community?</p>	<p>X</p>			<p>Zoning and policy restrictions are reviewed and assessed as issues arise. The Town is open to amending ordinances and/or policies if it favors the Town and potential development and/or growth.</p>

Sustainable Communities Renewal Application - Section B

<p>5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)?</p>	<p>X</p>			<p>Work has begun on improving streets, sidewalks, street lighting and infrastructure. Grant funding will be pursued to enhance Main Street and for evaluating infrastructure and what the Town needs to repair/update. I&I is critical as the Town is in the beginning phases of expanding sewer services to northern Caroline County.</p>
<p>OTHER:</p>				

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): • • •	DHCD			
Strategic Demolition Fund (SDF): • •	DHCD			
Community Safety & Enhancement Program:	MDOT			
Maryland Bikeways Program:	MDOT			
Sidewalk Retrofit Program:	MDOT			
Water Quality Revolving Loan Fund: To provide financial assistance for the Greensboro WWTP Enhanced Nutrient Removal (ENR) operation and maintenance activities.	MDE	\$22,500 (FY20) \$30,000 (FY21)		

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				
Community Parks & Playgrounds (CP&P) Program	Maryland Dept of Natural Resources	\$200,000		The grant was awarded in 2020 and the initial steps of the project, including engineering design, have begun
MDE – I&I	Maryland Dept of the Environment		Award pending; unsure of dollar amount	

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

Sustainable Community Action Plan

Town of Greensboro

Example Section

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> Insert bulleted list of strengths (provide some detail as to why and how this is a strength in your community) 	<ul style="list-style-type: none"> Insert bulleted list of weaknesses (provide some detail as to why and how this is a weakness in your community)

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address.</p> <p>What outcomes are you trying to achieve? Where/ in what area do you want those changes to happen? →</p> <p>Progress Measure: Identify how you will know that you have achieved your outcome.</p>	<p>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. →</p>	<p>Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.</p>
<p>Outcome 1:</p> <p>Progress Measures:</p>	<p>Strategy A:</p> <p>Strategy B:</p> <p>Strategy C:</p>	
<p>Outcome 2:</p> <p>Progress Measures:</p>	<p>Strategy A:</p> <p>Strategy B:</p> <p>Strategy C:</p>	

Environment

This section describes projects involving the natural environment, our use of natural resources, and our relationships or access to the natural environment.

This category includes projects focusing on (but not limited to): the quality of land, water, and air; tree canopies and green spaces; green infrastructure; habitat improvement, climate change mitigation and adaptation; nuisance flooding; stormwater infrastructure and management; water and sewer capacity; energy conservation; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation improvements.

Strengths

- Parks – the Town has five parks that offer recreation and the opportunity for residents and visitors to enjoy the outdoors whether it be for fresh air, physical activity or taking advantage of green spaces and tree canopies. The Choptank River Park is located along Sunset Avenue at the river’s edge and is the Town’s most significant open space that is the future stage for outdoor community events.
- The Choptank River – is an invaluable natural habitat for the long-term growth of the indigenous species of trees and vegetation, fishing, canoeing and enjoyment of green spaces. The river is part of the migration route and spawning/nursery habitat for the region’s fish species.
- Greensboro Wastewater Treatment plant was upgraded to include Enhanced Nutrient Removal. Excess nutrients, such as nitrogen and phosphorus, can degrade the water quality which can negatively impact the ecosystem of the Choptank River.
- Critical Area designation is essential in the efforts to minimize the adverse impacts of pollutants that are discharged from buildings, construction and demolition projects and other disturbances to the etc. and ultimately end up in the Chesapeake Bay.

Weaknesses

- I&I and water/sewer capacity – groundwater and stormwater are entering the Town’s collection system, causing the treatment plant to become overtaxed and less efficient. The cost associated with the I&I has created budgeting challenges due to the unplanned expenses.
- Stormwater management is a concern due to the run-off from various locations that ultimately finds its way into the Choptank River. In addition to the Town’s designated critical areas, locations that effect stormwater run-off and stormwater management are being analyzed for the purpose of finding an environmentally friendly option to improve the I&I.
- Flooding is a challenge for the Town, especially in the parks along the Choptank River. The flooding in these parks have created many challenges and have negatively impacted community events. Some of those challenges include debris flowing back into the river as the flood waters recede.
- Utilization of the river, shoreline and natural surroundings has been minimal. Residents and visitors have not been adequately engaged to have a full appreciation for what the river and parks have to offer.

Sustainable Communities Renewal Application - Section B

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>Outcome 1: Increase community events at Choptank River Park to promote and take advantage of the natural surroundings, green space and one of the Town’s unrealized treasure.</p> <p>Progress Measures: Surveys via social media and visual observation of activities/visitors by Town staff with regards to utilization of the parks and future events.</p> <p>Progress measures for the I&I will be through data received from the WWTP and the volume of water that flows through the plant.</p>	<p>Strategy A: Promote the park and the natural beauty of the greenspace and riverfront. Promote fishing and boat dock for launching canoes and kayaks. Host and promote community events to bring both residents and visitors in.</p> <p>Strategy B: Continued partnership with County Recs & Park to determine a more viable option for alleviating the flooding along the Choptank River.</p> <p>Strategy C: I&I evaluation. The current flow levels recorded at the wastewater treatment plant exceed normal levels and are indicative of large water leaks and it is likely that there are significant, undetected leaks underground. Extensive testing and assessments of the Town’s aqueducts.</p>	<ul style="list-style-type: none"> ● Public Works ● County Parks and Recreation ● Caroline County Chamber of Commerce ● Local businesses ● Southeast Rural Community Assistance Project (SERCAP) ● WWTP engineering
<p>Outcome 2: Increase number of visitors to each of the Town’s parks. The Town currently has four parks that are utilized by residents, one that is rarely used and one new park that will receive some renovating to encourage visitors.</p> <p>Progress Measures: Measures for Ober Park will be the actual progress of the revitalization project. Successful promotion of the lesser-known parks will be more difficult; however, social media surveys will be one method to do so.</p>	<p>Strategy A: Continue to move forward on the revitalization of Ober Park</p> <p>Strategy B: Promote other parks in Greensboro by highlighting what each has to offer. Memorial Park was recently donated to the Town and will receive a great deal of care. The goal is for visitors to enjoy the quiet setting, located at the river’s edge, by taking in the peaceful and natural surroundings. There is also a small ramp that allows kayakers to enter the river for a leisurely ride along the river.</p>	<ul style="list-style-type: none"> ● Public Works ● County Parks and Recreation

Sustainable Communities Renewal Application - Section B

<p>Outcome 3: Participate in, promote and encourage the clean-up and maintenance of the shoreline, river banks and the river. Being proactive will significantly reduce the debris/garbage that pollutes the water.</p>	<p>Strategy A: Citizens Advisory Council (CAC) to create a <i>River Keepers Clean-up Crew</i>.</p> <p>Strategy B: Assist CAC with clean-up efforts and promote the effort through the Town’s social media; involve Greensboro Parks Board</p>	<ul style="list-style-type: none"> • CAC • Parks Board • Caroline County Recs & Parks • MD DNR
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Economy

This section is centered on economic growth and management.

Strengths and weaknesses might focus on the following: business attraction & retention; improving and maintaining the health of business districts, downtowns, and main streets; commercial vacancy reduction; workforce attraction and retention; employment/job training; marketing, branding, and tourism; improving or creating economic impact of cultural and historic assets; providing technical and financial assistance to businesses; commercial building acquisition, rehabilitation and/or adaptive re-use; and creating a sense of place and vibrancy through streetscaping and beautification.

Strengths

- Main Street businesses – the existing businesses are the epitome of hard work, determination and tenacity. Despite the tremendous restrictions associated with COVID, these businesses persevered. The Greensboro Pharmacy, Tenchi’s Spanish American Kitchen and Bodie’s Dairy Market are just a few of the businesses that pushed through despite the difficult times.
- Greensboro has recently welcomed new businesses and have many exciting opportunities coming in.
- The Town will see significant development over the next year, including a new subdivision with single family homes, apartment complexes and mixed-use areas.
- Town leadership, Mayor and Town Council are proactive in pursuing ways to improve the Town’s economy and quality of life.

Weaknesses

- As with any town, change is frequently met with opposition and there are strong personalities vying to be heard.
- Main Street is in need of revitalization. Encouragement, investment and financial assistance is needed to revitalize the business district. Building facades, while maintaining their historical appeal, need a facelift.
- Commercial vacancies, although reduced, are still a deterrent for new businesses looking for ideal locations.

Sustainable Communities Renewal Application - Section B

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Take advantage of the new development in Town to entice new businesses and residents; encourage home ownership</p> <p>Progress Measures: New businesses will be measured by fewer vacancies in commercial space along Main Street and an increase in business licenses.</p> <p>Increase in the number of water/sewer bills generated, increase in water usage, vehicle/foot traffic, uptick in occupancy permits and home inspections will all be indicative of new residents/home owners</p>	<p>Strategy A: Utilize ARPA funds to aid in promoting the Town to draw in more residents, businesses and visitors.</p> <p>Strategy B: Continue to form new alliances and encourage constructive input from the public</p>	<ul style="list-style-type: none"> • Town leadership • Mayor and Council • Citizens Advisory Council • Developers • Contractors • Economic Development • USDA • CDBG • Community Legacy Program • ARPA Funds

Transportation Maryland

This section describes the way people in your community get from place to place.

Strengths, weaknesses and outcomes can focus on: 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; and road conditions.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location – Greensboro is in an ideal location; as part of the beautiful Easter Shore of Maryland, minutes into Delaware and within 90 minutes of larger cities, such as Baltimore and the Atlantic Ocean coastline. • Greensboro is walkable; with sidewalks running along the majority of streets. 	<ul style="list-style-type: none"> • Sidewalks throughout Town are in need of repair • Discussions for additional walking/biking paths became less of a priority as focus changed during the first nine months of the COVID pandemic.

Sustainable Communities Renewal Application - Section B

<ul style="list-style-type: none"> • The Town has several locations in which to enhance/develop walking/biking paths • Greensboro is part of the Delmarva Community Transit with multiple bus stop locations. 	
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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Repair sidewalks throughout the Town and enhance the walking experience through beautification efforts, such as, adding flowers and solar lighting to Town property along the sidewalks and streets.</p> <p>Progress Measures: Visibly seeing an increase in pedestrian traffic</p>	<p>Strategy A: Locate all areas in need of repairs and prioritize based on extent of repairs needed.</p> <p>Strategy B: Public awareness that sidewalks are being repaired so the community has safer, visually appealing areas to walk around Town.</p> <p>Strategy C: Resume the planning and designing of new and improved walking/biking/horseback riding trails; Choptank River Park, Ober Park, North County connection</p>	<ul style="list-style-type: none"> • Caroline County Recs & Parks • Caroline County Economic Development • State Highway Administration • Parks Board • Citizens Advisory Council

Housing

This section focuses on the homes in which people in your community live or making it easier for them to find and stay in a place to call home.

Strengths, weaknesses and outcomes might focus on the following: affordability; increasing homeownership; increasing rental housing; diversifying the kinds of housing available; improving housing condition (interior or exterior); housing programs; aging in place; preventing foreclosures; and reducing residential vacancies.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Affordable housing – according to the 2015-2019 ACS, the median housing value is \$147,700 • Housing Units – there are currently over 950 housing units with over 125 additional units in future development plans • Serious outside interest by investors, developers, potential residents and business owners has grown. 	<ul style="list-style-type: none"> • According to the 2015-2019 ACS, out of the 953 housing units, 869 are occupied; leaving 84 vacant units • The number of vacant units would likely be higher if there wasn't a moratorium of the eviction process due to COVID • The lack of motivation to clean-up the Town and significantly reduce the negative impact poorly kept properties have on luring in new residents and businesses

Sustainable Communities Renewal Application - Section B

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Utilize available resources and grants to improve the façade of home and businesses along Main Street</p> <p>Progress Measures: Outward appearances and public perception</p>	<p>Strategy A: Find funding sources and recruit volunteers to help with clean-up</p> <p>Strategy B: Work on further promoting and branding the Town to entice home buyers, business owners and entrepreneurs to seriously consider Greensboro as their new home</p>	<ul style="list-style-type: none"> • MD Department of Housing and Community Development • Planning & Zoning

Community Health and Quality of Life

This section is concerned with public health, community culture, and the day-to-day life of community residents.

This category includes projects focusing on (but not limited to): improvement of public health including improving community design to promote healthy behaviors such as walking and strengthening community support and connectedness through health and wellness programs and facilities that create inclusive communities. These projects may include built environment, indoor spaces, outdoor environments such as increasing community gardens and access to services including educational facilities and programs; health and wellness facilities and programs that serve multi-generations; senior facilities and programs; youth facilities and programs; facilities and programs for the disabled; civic amenities, access to quality food options; collaborations with faith-based organizations; arts and entertainment education; and homelessness prevention, services, and facilities. Projects should include community engagement that includes participation in the selection of strategies and outcomes, progress reports, and evaluation.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Interest in the Town has increased based on social media activity • Numerous community events that draw hundreds of visitors: Whoville (Christmas), Riverfest Series, Food Truck Wars and Fall fest • Multiple parks that offer a variety of activities from fishing and canoeing to fields for sporting events • Multiple faith-based organizations with which the Town has a positive relationship and works with to help those in the community that are struggling with mobility, financially, putting food on the table, etc. • Revitalization of Ober Park is underway which will provide a beautiful setting for families to enjoy the outdoors; a playground, basketball and tennis courts, green space and walking path will make the park a community treasure. 	<ul style="list-style-type: none"> • Stigma of previous controversies lingers and curbing public frustrations when encountered with set-backs, including an unprecedented worldwide pandemic • Community involvement is limited when it comes to actual participation in planning, promoting and implementing change • Significant reduction and dismantling of committees geared toward promoting public participation

Sustainable Communities Renewal Application - Section B

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Encourage public participation in community events to build stronger relationships that will aid in moving the Town forward.</p> <p>Progress Measures:</p> <ul style="list-style-type: none"> • Number of volunteers for community events each year • Social Media surveys 	<p>Strategy A: As each event takes place, look for feedback and encourage participation to improve and grow future events</p> <p>Strategy B: Foster positive interaction and relationships with business owners and residents</p> <p>Strategy C: Improve on the branding and promotion of the Town</p>	<ul style="list-style-type: none"> • Caroline County Chamber of Commerce • Parks Board • Caroline County Recs & Parks • Citizens Advisory Council • Greensboro Volunteer Fire Company • Caroline County YMCA
<p>Outcome 2: Create a community garden with the public taking lead on planting and cultivating.</p> <p>Progress Measures: will be based on the number of residents participating and what is harvested.</p> <p>Conduct social media survey on Town page</p>	<p>Strategy A: Provide land, seeds and irrigation for residents to provide nutritional sustenance and build community relations</p>	<ul style="list-style-type: none"> • Citizens Advisory Council • Town • Residents
<p>Outcome 3: Encourage health and wellness</p> <p>Progress Measures: Number of residents participating and online surveys</p>	<p>Strategy A: Promote each park and highlight the physical activities available at each; walking, biking, canoeing, soccer, basketball, etc.</p> <p>Strategy B: Offer events that encourage outdoor fitness and activities, especially for children.</p>	<ul style="list-style-type: none"> • Citizens Advisory Council • Parks Board • Caroline County Recs & Parks • Caroline County YMCA

Local Planning and Staffing Capacity

This section is concerned with a local government’s ability to plan for the community’s future and to meet the current needs of residents.

Strengths, weaknesses and outcomes might focus on the following: updating zoning ordinances or land use; updating municipal/local policies, taxes, fees, etc.; increasing local government staff capacity; and updating planning documents like sector plans or comprehensive plans.

Strengths	Weaknesses
<ul style="list-style-type: none"> Adequate staffing to fulfill current needs New leadership is working on updating local policies and procedures that will be less ambiguous and be more streamlined There is a good rapport with Town leadership, Mayor, Council and Town Attorney; allowing for clear communication, in-depth discussions and a combined effort to move the Town forward The Town and its leadership have proven to be resilient in the face of adversity 	<ul style="list-style-type: none"> Insufficient staff to meet future growth Lack of participation by residents in the Town’s efforts to create workgroups, committees, councils, etc. Although progress has been made, further efforts are needed to make true strides.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Complete a SWOT analysis of the Town’s readiness to tackle three large projects that will begin between 2021 and 2022, in addition to Main Street Revitalization</p> <p>Progress Measures: Completion of the analysis, review with leadership and stakeholders</p>	<p>Strategy A: Prepare a list of key points and critical areas involved in each of the projects</p> <p>Strategy B: Identify all stakeholders for each project</p> <p>Strategy C: Identify goals and objective; list steps to achieve desired goals/objectives</p> <p>Strategy D: Based on the collection of data, complete SWOT analysis and review with first line stakeholders</p>	<ul style="list-style-type: none"> Town employees Citizens Advisory Council Economic Development SERCAP Parks Board Caroline County Recs & Park Main Street America