

VISIONING AND OUTREACH REPORT

GREATER RIVERDALE PLACE-BASED INITIATIVE

MAR. 19 2020

prepared by

the
Neighborhood
DesignCenter



KAISER
PERMANENTE®



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WHAT WOULD A HEALTHY AND THRIVING GREATER RIVERDALE LOOK LIKE IF WE INVESTED TO SECURE AND ELEVATE OUR DIVERSE COMMUNITY?

We asked, you told us

WHAT YOU VALUE

- *hard work
- *self-sufficiency
- *being welcoming
- *supporting and accepting one another
- *caring for each other
- *freedom
- *being involved in your community
- *family and friends
- *a beautiful and clean place
- *cooperation and working together

YOUR VISION

A Great & Healthy Greater Riverdale has neighbors from all over the globe. They live full lives- grow up, raise children, and grow old- within Greater Riverdale because there are resources that support a good life here. Neighbors feel they belong here and it is where they choose to be. The streets of Greater Riverdale are clean and beautiful, the shops are a mix of small businesses that are run by neighbors and larger stores that offer reasonably priced goods. A life in Greater Riverdale supports relaxation of its neighbors and provides the opportunity for a better life.

WHAT'S ALREADY WORKING

1. Diversity
2. Transit Accessibility
3. Housing Stock
4. Schools
5. County Programs
6. Involved neighbors and institutions
7. Connections to other neighborhoods and DC

WHERE SHOULD OUR INVESTMENT BE FOCUSED?

- Safety
- Streets
- Kinship
- Stable Futures
- Schools

CROSS CUTTING THESE ISSUES ARE A NEED TO UNDERSTAND AND INNOVATE TO GET ACCURATE INFORMATION TO THE ENTIRE COMMUNITY. IT IS IMPERATIVE THAT WE GROW AND FOSTER AN UNDERSTANDING OF AND DESIRE TO ENGAGE IN CIVIC PARTICIPATION

VISIONING WORKSHOPS

NDC and CKARCDC teamed up with our trusted institutions, schools, to bring community members and school staff together to speak about their vision for a Great Greater Riverdale.



Visioning 2

We started our meetings with asking participants to list answers to the simple statement, “Home is...”. We followed that up with “A great neighborhood is...” In these questions, we sought to understand qualities that people associated with ideal versions of both home and neighborhood. We then asked a series of questions about a “Great Greater Riverdale” (once everyone’s visions for an improved community were instituted): Who is there? What do they do there? Why are they there? How does living in Greater Riverdale change their life?

These questions sought to understand the qualities of an ideal Greater Riverdale community and why making these changes matters for residents’ lives. The last two questions brought the group to the present day, assessing what is existing already in the community that supports

their vision for a great Greater Riverdale and what are issues which need to be addressed in order to attain that vision.

WORKSHOP PARTICIPANTS

74 ATTENDEES

64% live in the community

24.5% of our participants identified as Spanish speakers

27% work in the community

28% do not own their home

VISIONING 1: 28 ATTENDEES
TEMPLETON ES

VISIONING 2: 19 ATTENDEES
WORD OF FAITH CHURCH

VISIONING 3: 8 ATTENDEES
WILLIAM WIRT MS

VISIONING 4: 1 ATTENDEE
BEACON HEIGHTS ES

VISIONING 5*: 18 ATTENDEES
PARKDALE HS

**TEEN HOSTED DIALOGUE WITH TEEN PARTICIPANTS THROUGH SOLID ROCK CHURCH & LIBERTY'S PROMISE AFTERSCHOOL PROGRAMMING*



Visioning Session 1 at Templeton ES

Participants in the Visioning Workshops are not representative of the population of Greater Riverdale. Renters, Latinos, and other minority groups were not fully reached. There is more trust building to be done in order to support our most marginalized community members to

feel confident participating in large meetings. Due to their age, students from Parkdale did not fill out the Who's Here anonymous door card and are not represented in the above percentages.

GREATER RIVERDALE PBI

Creando Comunidad Díganos su opinión

Únase a nosotros para planificar el futuro saludable y floreciente Greater Riverdale.



La comunidad de Greater Riverdale se está uniendo
Para crear una visión de una comunidad mejorado y los proyectos necesarios para lograr esta visión. Las personas que vive, trabaja, y adora en Greater Riverdale son los expertos en lo que la comunidad necesita. Usted puede contribuir a este esfuerzo comunitario participando en una de las próximas reuniones.

Información sobre los talleres

- ¡Los adolescentes son bienvenidos!
- Se proporcionará cuidado de niños
- Se proporcionarán alimentos de una empresa local
- ¡Habrán premios de la rifa en cada evento!

Preguntas y para SRC: llama Allie O'Neill 301-830-6425 o envíe un correo a: aoneill@ndc-md.org

*La comunidad de Greater Riverdale incluye Beacon Heights, Crestwood, Eastpines, Hanson Oaks, Madison Hills, Riverdale Hills, Riverdale Heights, Roswil, Templeton Knolls, the Town of Riverdale Park, West Lanham Hills, y Woodlawn.

20 de Noviembre
TEMPLETON ES
6001 Carters Ln, Riverdale
abiertas puertas, 5:30 pm
6:00 – 8:00 pm taller

23 de Noviembre
WORD OF FAITH CHURCH
6001 66th Ave, Suite 101,
Riverdale
abiertas puertas, 1:30 pm
2:00 – 4:00 pm taller

4 de Diciembre
WILLIAM WIRT MS
6200 Tuckerman St,
Riverdale Park
abiertas puertas, 5:30 pm
6:00 – 8:00 pm taller

13 de Diciembre
BEACON HEIGHTS ES
6929 Furman Pkwy, Riverdale
abiertas puertas, 5:30 pm
6:00 – 8:00 pm taller

   Siganos CKAR CDC y visite www.ckarcdc.org para actualizaciones #GreaterRiverdale













ADDITIONAL ENGAGEMENTS

INDIVIDUAL / SMALL GROUP MEETINGS



At locations across the area and through existing leaders, surveys were distributed to hear from the wider community about feelings of safety, belonging and pride; to identify what issues might be present in the community, and to gauge interest in programming. Surveys were

available in English and Spanish as well as French, Portuguese, Arabic, and Farsi (though we did not have responses in those languages) and could be filled out online or on paper.



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Greater Riverdale Community Survey

We are conducting a survey to learn about how community members feel about Greater Riverdale. Kaiser Permanente of the Mid-Atlantic States, Maryland Nonprofits, the Neighborhood Design Center, and the Central Kenilworth Avenue Revitalization Community Development Corporation (CKAR CDC) are in the process of planning a place-based initiative to support people who live, work, worship, learn in, and organizations that serve Greater Riverdale.

About Greater Riverdale

Do you agree or disagree with the following statements:	Agree	Neutral	Disagree
This is a community that I feel like I belong in.			
I regularly talk with people in the community.			
People who live in Greater Riverdale take pride in their communities.			
There are opportunities to get involved in neighborhood activities.			
I have access to the support and services I need in Greater Riverdale.			
I feel safe traveling in Greater Riverdale during the day.			
I feel safe traveling in Greater Riverdale after dark.			
I feel safe waiting for and riding the bus in Greater Riverdale.			

Are the following challenges in your community?	Yes	No
Lack of safe streets to walk on		
Traffic safety		
Lack of necessary businesses		
Lack of healthy, affordable food options		
Lack of places to exercise or play		
School quality		
Housing cost or quality		
Crime		
Gang activity		
Lack of employment opportunities		
Lack of daycare or afterschool options		
Medical care too expensive or too far away		
Other:		

Would programs on these topics be helpful for your community?	Yes	No
Disease prevention and management		
Education and resources for caregivers		
Peer support groups		
Household goal setting & budgeting		
Dealing with trauma		
Anger management		
Alcohol or drug misuse		
Home buying		
Tenants' rights		
Other:		

Return to CKAR at 6801 Kenilworth Ave Suite 203 Riverdale Park, MD 20737 or email to info@ckarcdc.org



Greater Riverdale Community Survey

These questions will be used to understand who was surveyed and how different groups feel about the community of Greater Riverdale. If you feel uncomfortable answering any of the following questions, feel free to leave them blank.

1. What brings you to Greater Riverdale? I or my family: *(choose all that apply)*
 Live here Work here Shop here Worship here Visit friends or family
 Other: _____
2. Do you rent or own where you live?
 Rent Own Live in someone else's home Other: _____
3. What is your employment status?
 Employed, part-time Employed, full-time Student
 Currently looking for work Not looking for work Other: _____
 Not working or seeking work because of a health condition or disability
4. Are you a business owner/entrepreneur?
 Yes No
If yes, would small business support be helpful for you? Yes No
5. How old are you?
 Under 18 18-34 35-54 55 and older
6. What is your gender? Female Male Other: _____
7. Which categories describe you? *(choose all that apply)*
 American Indian or Alaska Native Asian Black or African American White
 Native Hawaiian or Pacific Islander Latinx or Hispanic Middle Eastern or North African
 Other: _____
8. What language do you speak in your home? _____
9. How many people live in your household? _____ How many are under 18? _____
10. What schools do members of your household currently attend? *(Fill in the name of the school, such as "William Wirt Middle School")* _____

11. What is your zip code? _____
12. What else would you like us to know? _____

Be on the lookout for workshops that will discuss the results of this survey, define what a healthy Greater Riverdale looks like to you, and determine next steps for achieving this vision. Please provide your contact information to CKAR, if you would like to be involved.

GROUPS / POPUP LOCATIONS

SURVEYING: Mega Mart grocery, Riverdale Park Farmers Market, New Carrollton library, food distribution programs at sites around the area (Brighter Bites, Christian Life Center Produce Distribution, Trinity of God Produce Distribution, LAYC, Bladensburg Community Center Food Distribution,), Community Library Festival, Parkview Gardens Apartments,

INTERVIEWS AND SMALL CONVERSATIONS: Town of Riverdale Park officials, Hanson Oaks leaders, Woodlawn Civic Association, Riverdale Hills / Heights / Crestwood Civic Association, West Lanham Hills Civic Association, Templeton Knolls Civic Association, Beacon Heights Civic Association, Roswil (rescheduled indefinitely, change of leadership), East Pines (contact attempted many times, invitations extended), Liberty's Promise, Centro de Apoyo Familiar, CASA de Maryland, St. Bernard's moms' group led by Alina Smith, D1 Hispanic Council hosted at St. Bernard's, Housing Initiative Partnership, CHEER CDC, Peace City Church, attending community dinners, District 3 Councilmember Dannielle Glaros and her office staff

All community schools: Templeton ES, Beacon Heights ES, Riverdale ES, Glenridge ES, Woodridge ES, William Wirt MS, Charles Carroll MS, Parkdale HS were reached through numerous methods including attending PTO/PTSA meetings, Parent Tea and Talks / Coffee and Conversation, and direct interviews with principals, community school coordinators, and/or parent liaisons

A *Visioning Together Building Community* session was held with a Coalition of Community School Leaders (working title) on Dec. 19, 2019. A second meeting is being scheduled for spring of 2020. This group is brought together to hold space to discuss school specific issues and possible solutions. Leaders have shared challenged and many innovative solutions they've implemented. By bringing this wealth of knowledge together, we hope to make even stronger our public schools in the area.

COALITION OF COMMUNITY LEADERS

This group of existing leaders from community groups, school, local nonprofits, businesses, government agencies, and houses of worship were brought together because of their previous participation in sector plans and other large scale community events, their expertise about the area where they live, work, serve, and workshop, and to build a strong group of leaders to move the work forward well beyond the place-based initiative. It was acknowledged early on that this would be a plan that required cross-sector buy-in and shepherding in order to implement.

Oct 14	Introductions and Sharing the Place-based Initiative	26 Participants
Oct 28	Survey and Process Updates	29 Participants
Nov 12	Topic Area Focus	50 Participants
Dec 3	Problem Tree Analysis	16* Participants
Jan 27	Review of Draft Findings	38 Participants

*based on RSVP list



AREAS OF FOCUS IN MORE DEPTH

SAFETY	13
STREETS	15
KINSHIP	17
STABLE FUTURES	18
SCHOOLS	20

A safe neighborhood is desired by neighbors of all ages, but there are several obstacles to Greater Riverdale protecting all of its residents. There are issues of school safety, gang presence, barriers to reporting, and specific groups being targeted for crimes.

IN MORE DEPTH

- Gang violence is an issue in Greater Riverdale. Gang recruitment and activity is an issue in Greater Riverdale's schools, parents are seen with gang affiliated clothing and symbols. The crimes related to gangs are robbery, breaking and entering, sex trafficking, and car theft. There is concern that parents don't know signs of gang involvement.
- Drug and alcohol abuse was reported as a desired class topic, as was anger management (319 votes, 307 votes respectively)
- The area is in need of better communication about issues of safety (both in school and outside school). It needs to be acknowledged that hosting a forum on gang involvement at a school is very volatile perception-wise; no school wants to be perceived to be a gang school.
- We heard from community members that there are specific groups being targeted for crimes.
- There are barriers to reporting, including but not limited to: a lack of understanding of rights and protections, a feeling of lack of justice, fear of reprisal, and legal status.
- Police relationships are reported to be positive and first responders are seen as community assets. Community policing is at its best when there is presence at community meetings, but there is not a sense of police presence on the streets.
- Dogs are not managed on leashes properly and stray animals have also been raised as concerns.

POSSIBLE PROGRAMS / PROJECTS THAT ADDRESS THIS ISSUE

- Community Resource Center Network p.22
- Community Classes p.24

- Intergenerational Mentoring p.25
- Neighborhood Watch & Block Captains

POSSIBLE EXPERTS TO TALK TO ABOUT THIS ISSUE

Hispanic Council, The Club House , LAYC, UMD Public Health (and violence), County Violence Interrupters Programs

Our streets are not functioning to create the safe, beautiful community we aspire to be. We want the ability to safely walk, bike and drive and to get where we need to around the region but also within our community.

IN MORE DEPTH

- Multi-lane, high speed roads that lack safe pedestrian infrastructure divide Greater Riverdale.
- Intra-neighborhood connectivity is lacking, while regional level connectivity is a strength of the community, from light rail, metro, and regional rail to highways. All ages identified intra-neighborhood connectivity as a high priority.
- Streets are currently in need of repair and many lack (adequate) sidewalks and other pedestrian infrastructure.
- Streetscape does not currently address issues of handicap accessibility.
- A lack of quality street lighting and no pedestrian lights do not support feelings of safety. Lighting is needed to support safety and visibility at night for safe driving and also for pedestrians and cyclists to feel safe.
- A safe and affordable means of getting students to afterschool opportunities and/or jobs is of high interest for the community.
- A significant portion of the population of Greater Riverdale utilizes the cash economy, making ride share (which fills the inter-community connectivity gap) unusable.
- A lack of safe, walkable routes to school has led to a dangerous and unregulated practice of private van transport.
- School pickup and drop off is also unsafe, parents are struggling to navigate the buses and private vans safely.
- Street trees to protect pedestrians from traffic and reduce urban heat island effects.

POSSIBLE PROGRAMS / PROJECTS THAT ADDRESS THIS ISSUE

- Neighborhood Connectivity Plan p.26
- Desired Community Amenities Inventory p.28

- Community Resource Center Network p.22
- Greater Riverdale Welcomes You! P.30

POSSIBLE EXPERTS TO TALK TO ABOUT THIS ISSUE

M-NCPPC, Washington Area Bicyclists Association, State Highway Administration, Metropolitan Washington Council of Governments, Anacostia Watershed Society, NDC, Denizen's (partners with local artists), University of Maryland School of Architecture, Center for Smart Growth, Department of Public Works and Transportation, Prince George's Arts and Humanities Council, Chesapeake Bay Trust, UMD Applied Environmental Health

We hold our diversity as one of our core strengths and desire to be welcoming, but there are issues of communication and we do not have a strong sense of kinship yet. We want places to gather and celebrate.

IN MORE DEPTH

- Information exchange is a challenge, due to a number of factors, including lack of literacy and more than 70 languages being spoken.
- It has been identified that between the different groups that make up of this diverse community, there is a need for more trust building.
- Leadership of the community needs to become more representative of the community today.
- Our parks and green spaces work for adults, but leave children and teens out.
- There is no central gathering space for the community to reliably and safely convene.

POSSIBLE PROGRAMS / PROJECTS THAT ADDRESS THIS ISSUE

- Community Resource Center Network p.22
- Greater Riverdale Welcomes You! p. 30
- Hire Moms p.31
- Community Classes p.24
- Alternative methods for getting information out- Video, radio ads, YouTube

POSSIBLE EXPERTS TO TALK TO ABOUT THIS ISSUE

Council Member Glaros, M-NCPPC, SAGE Program, City of Greenbelt Seniors programming, CASA de Maryland, LAYC, National Association for Latino Community Asset Builders, Local Radio Stations, Gateway Media Arts Lab

*We want our residents to be able to **build a stable future** here. In order to do this, we need to address issues of housing affordability, aging in place, and economic opportunity. We have skilled workers and a desire to create jobs here in Greater Riverdale as well as to connect to other jobs in the region.*

IN MORE DEPTH

- Our skilled workers have a gap in understanding how to navigate bureaucratic processes for licensure.
- We have empty storefronts available. Vacant storefronts provide areas for crime to occur, give a sense of disinvestment in community.
- Not all groups have the businesses they need within Greater Riverdale
- Job skills training exists, but does it meet the needs of the jobs we have?
- Intra-community transportation is critical to get to jobs.
- Our housing stock works well for some parts of our community, but leaves others out.
- Renters make up 44% of households in Greater Riverdale*, but there are challenges with renters feeling connected to and participating in, community governance.
- Not all of our residents are homeowners, but we want our residents to continue to be able to stay.
- Fear of the displacement and changes that come with the Purple Line are very real in Greater Riverdale.
- We have families experiencing homelessness.
- Some of our homeowners are unable to age in place safely.

POSSIBLE PROGRAMS / PROJECTS THAT ADDRESS THIS ISSUE

- Block Captain program to engage on a person to person level
- Build out a more robust renter to homeowner pipeline
- Community Classes p.24

- Monitor living conditions and code compliance for multifamily housing
- Community-wide skills assessment p.32
- Neighborhood Connectivity Plan p.26
- Desired Community Amenities Inventory p.28
- Community Resource Center Network p.22

* <https://dashboards.mysidewalk.com/riverdale-md-place-based-initiative/home-rentership>

POSSIBLE EXPERTS TO TALK TO ABOUT THIS ISSUE

CASA de Maryland, Housing Initiative Partnership, Habitat for Humanity, Economic Development Corporation, Office of Community Relations, LAYC, LEDC, CAF, DPIE, CKAR CDC

Our schools are some of our most trusted anchor institutions, but they are stretched thin.

IN MORE DEPTH

- Much of what schools are asked to address are community-level needs that affect students' ability to learn effectively.
- Students are often absent due to lack of vaccinations or other health needs.
- Mental health providers in schools are fully booked and only deal with students, not families.
- Getting to school safely is not easy.
- Students don't always have a place to go afterschool that supports productive use of their time.
- Students and families are coming from many different places and situations and much of what they have and what they continue to experience affects their ability to thrive.
- Information exchange is a challenge, due to a number of factors, including lack of literacy and more than 70 languages spoken in the impact area.
- Changes of leadership make for a discontinuity in programs

POSSIBLE PROGRAMS / PROJECTS THAT ADDRESS THIS ISSUE

- Community Resource Center Network p.22
- Community Classes p.24
- Intergenerational Mentoring p.25
- Parent Café

POSSIBLE EXPERTS TO TALK TO ABOUT THIS ISSUE

Big Brothers, WIN Mentoring Programs , THREAD Mentoring, Doctors Hospital, Scouts, Social Services, HTA Healing through Athletics, Libraries, Dept of Education, Existing Community and Faith Orgs (Solid Rock, CRU), Parkdale HS Students

PROJECT OPTIONS

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COMMUNITY RESOURCE CENTER NETWORK

In order to support neighbors in the Greater Riverdale community, there must be places for people of all ages, abilities, and backgrounds to get together, safely spend time, and access services and programs that serve their health, social, and economic needs.

A number of linked community spaces spread throughout Greater Riverdale and located near Purple Line stations and other transit-connected places are needed to provide necessary resources to all members of the community. New developments can provide space for these centers and existing, underutilized commercial space can be repurposed to support community uses.

WHAT WOULD BE OFFERED AT THIS NETWORK OF CENTERS?

HEALTH

- Community classes
- After school tutoring
- Fitness classes
- Medical Services
- Connection to County Services
- Mental Health Support
- Food giveaways

SOCIAL

- Arts and cultural programming
- Space for events and gatherings
- Teen hangout spaces
- Fitness classes

ECONOMIC

- Evening Job Fairs
- Interview and Job resource trainings

SARVIS CAFE

Sarvis Café is the first of these Community Resource Centers in the neighborhood. Sarvis will focus on access to healthy food for workers in the area, offer job training and skill building in culinary arts and connecting local business owners to skilled hospitality workers. In the evenings and on a large outdoor patio, the community can gather at night, hear music, and host meetings and events.

TEEN SPACE MODULAR RESOURCE HUB

Additionally, a teen hangout space could be created first in a temporary setting then more permanently. The Better Block Foundation has an event space in a shipping container that can be assembled for events and temporary interventions. The pieces can become permanent or be moved to another location. Programs like Office of Community Relations' YOUTH SPEAKS, poetry slams, age specific programming and events can be hosted at the Teen Space.

Initial cost of the project: \$60,000

MOBILE RESOURCE HUB

After hearing from teachers, school leaders, and community members that bringing healthcare resources to community members is a priority, a mobile resource van should be considered. The van can deliver produce / food pantry items and/or provide mental health services. In addition to providing mental health services, it can be a conduit for accurate health and resource information in the community.

BAKERY, GROCER, AND RESOURCES

Goods made by refugees and newcomers, goods imported for specific populations and information and connections to services to support new neighbors in Greater Riverdale. Providing food and access to staples hard to find locally, as well as an opportunity to work and showcase their expertise, it is hoped that the newest neighbors in the area will feel more at home and more secure.

SENIOR TRANSPORT SERVICE

A van or two to connect seniors to one or more community resource hubs, light rail stations, and/or health care providers from their homes.

COMMUNITY FOCUS AREA

- ✓ Stable Futures
- ✓ Safety
- Streets
- ✓ Kinship
- ✓ Schools

PBI FOCUS AREA:

- ✓ Thriving Communities
- ✓ Economic Opportunity
- Housing and Financial Coaching

COMMUNITY CLASSES

Information access has been underscored as a need in the Greater Riverdale community. Neighbors have a wide variety of backgrounds and Community Classes that share information about rights, available resources, and ways to get involved. Additionally, a leaders training would provide more in depth understanding of cultural cohesion, trauma informed practices, and equitable community organizing. Locate these classes at Community Resource Hubs, at churches and schools to reach many residents of Greater Riverdale. All classes should be offered in Spanish and English, with others offered in Pashtu, Dari, and French.

STUDENT

- leadership training
Maryland Nonprofits
- alcohol and drug misuse
- citizenship classes
- tutoring and study skills
- mindfulness and positive thinking
- college application preparation
- disease prevention + management
- self-defense classes
- leadership training
Maryland Nonprofits
- how to prepare taxes
- anger management classes,
Family Restoration and Healing
- environmental justice,
UMD Applied Environ Health

ADULTS*

- tenants and landlord rights & responsibilities
CASA de Maryland
- Civic Participation 101: how and why to get involved
Office of Community Relations
- peer to peer support
- path to citizenship classes
CASA de Maryland
- navigating public transportation
Department of Public Works & Transportation
- financial literacy and home-buyer readiness classes
Housing Initiative Partnership, Centro de Apoyo Familiar

FAMILIES*

- gang awareness
- caregiver support
- anger management classes
- disease prevention + management
- preparing for a school-age student
- nutrition + food awareness
- family mental health and mindfulness classes

*include daycare & tutoring during adult classes

SENIORS

- self-defense classes
- peer to peer support

- County resource availability & navigation
- legal paperwork and processes
- mindfulness and positive thinking

LEADERS INSTITUTE

- Groundwater Training to understand systems-level change thinking
Racial Equity Institute
- Governance and Capacity-building support
Maryland Nonprofits
- Student leaders training and support classes including SYEP placements in local government and nonprofit organizations

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INTERGENERATIONAL MENTORING

SMALL OPTION

A regularly occurring (weekly or monthly) dinner party to bring youth and other community members together to allow intergenerational relationships to develop organically. Topics of interest and importance can be used as a cohesive force to bring people together and guide conversation. This series of meals could provide a powerful framework to create and or solidify mentor-student relationships for the below mentorship program or others.

LARGE OPTION

An intergenerational mentoring program seeks to provide mentoring and support for middle and high school youth. In order to be resilient and responsive, multi-layered and inter-generational group will be brought together to foster a strong sense of community and belonging, provide necessary guidance for success, support young leaders and offer them information on how to grow their voices and get involved. The program creates a ‘family’ of one middle school student, one high school (Parkdale) student, one college student (PGCC or UMD or Bowie State), one senior community member, and a few other additional community members (business / civic / faith leader). By involving students at different levels of the educational pathway, young people would have the opportunity to mentor and give advice to each other, as well as deepening the connections between different educational institutions. “Family” members will be given evidence-based training on mentoring practices, and will be provided with necessary support.

CASE STUDIES:

THREAD Mentoring, <https://www.thread.org/what-we-do/>
AOK Mentoring, <https://aokarts.org/>

POTENTIAL PARTNERS: Family Restoration and Healing

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NEIGHBORHOOD CONNECTIVITY PLAN

Neighborhood Connectivity Plan that addresses how all residents of Greater Riverdale get to transportation hubs (light rail stations, train stations, etc) and also around the community.

PHASE ONE PROJECTS (SMALLER / MORE IMMEDIATELY IMPLEMENTABLE):

- Undertake an expansion of the bike share network to support connectivity in Greater Riverdale (*pricing from DPW&T and Town of RP*), building on the 2010 Toole Design authored Purple Line Bicycle Access and Bicycle Hub Location Study <https://www.mwcog.org/assets/1/6/PurpleLine1-2.pdf>
- A feasibility study of a circulator bus service to connect currently unconnected areas of Greater Riverdale
- Design and implement a wayfinding signage strategy for Greater Riverdale including Purple Line stations, schools, trails, hospitals, and other community-identified landmarks (possible to fund the design of this project through Planning Assistance to Municipalities and Communities)
- Identify 1 – 3 crosswalks for decorative crosswalk installation (\$10,000 per crosswalk installation)
- Conduct an existing bus stop survey to determine existing infrastructure and identify needed amenities to be added to each- seating, shade or bus shelter, wifi and/or charging stations, information stations, wayfinding signage, maps, etc.
- Implement a safe walk to school program for the 7 area schools with a focus on walking school buses and adding crossing guards at key intersections.
- Provide decorative Greater Riverdale bike racks to interested businesses, schools, churches, and apartment buildings in the impact area. Local artists and metalworkers can be commissioned to design and fabricate the bike racks.
- Revisit Toole Design’s 2010 Purple Line Bicycle Access and Bicycle Hub Location Study <https://www.mwcog.org/assets/1/6/PurpleLine1-2.pdf> and 2011 Corridor Access Study (CAST) Recommendations Report to understand how to prioritize implementation of new sidewalk infrastructure. Conversations with DPW&T, Councilmember from District 3, and SHA are necessary to implement safe pedestrian infrastructure.

PHASE TWO PROJECTS (LARGER / LONGER TIME FOR IMPLEMENTATION):

- Trail Rangers program expansion into Greater Riverdale (WABA \$200,000 for expansion into PGC)
- Conduct a study to assess pedestrian and bicycle infrastructure, including safe walking routes to institutions and schools, across major roads, and within neighborhoods. Assess crossings and walking routes for ADA accessibility (possible to fund the design of this project through Planning Assistance to Municipalities and Communities)

- a Safe Trail network expansion (possible to fund the design of this project through Planning Assistance to Municipalities and Communities)
- Tactical Urbanism interventions to test multi-modal transit options identified in phase 1. Consider temporary bike lanes, weekend road diets, expanded sidewalks, and other interventions to test ideas.
- Implement first phase of bus stop infrastructure improvements identified in the bus stop study.

POTENTIAL PARTNERS: Capital Bike Share, SHA Safe Routes to School program, DPW&T, Planning Assistance to Municipalities and Communities (M-NCPPC Community Planning), Prince George’s Arts and Humanities Council, Ennis Flint

COMMUNITY FOCUS AREA

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 - Housing and Financial Coaching

DESIRED COMMUNITY AMENITIES INVENTORY

A targeted growth strategy for a responsive Greater Riverdale within walking distance, to include an inventory of community desired amenities (including Community Resource Centers) and businesses, and housing typologies that meet the needs of the existing and future Greater Riverdale community. By providing a list of community-sourced businesses, amenities, and typologies, growth in the community will be in support of the existing community and, hopefully, not at the expense of existing neighbors and businesses.

BUSINESS AND AMENITIES

To create this list of desired businesses and amenities, the project would require an in-depth study of existing businesses. Community members would then be asked what businesses they

use frequently, what things they have to leave the area for, and what they wish were available. The same existing study and outreach questions would be repeated for amenities in the area. A set of recommendations would include areas where certain businesses or amenities should be located, possible façade or facility aesthetics, and programming or infrastructure to support businesses.

Community members can be trained to use an existing block assessment app that has been developed to identify quality of life issues in Greater Riverdale. This data will inform recommended locations of amenities and businesses as well as types of interventions and programming.

POTENTIAL PARTNERS: &Access, Enterprise Community Partners, Prince George’s County Economic Development Corporation, UMD Applied Environ Health

HOUSING TYPOLOGIES

The process would be repeated for housing, beginning with an assessment of current housing stock and how it is being used. Community members would be asked about existing housing quality, desired quality, reasons people are leaving the area, and what types of housing is needed and desired in the area.

POTENTIAL PARTNERS: Enterprise Community Partners, COMMUNITY PLANNING (m-ncppc)

COMMUNITY FOCUS AREA

- ✓ Stable Futures
- Safety
- Streets
- Kinship
- Schools

PBI FOCUS AREA:

- ✓ Thriving Communities
- ✓ Economic Opportunity
- ✓ Housing and Financial Coaching

GREATER RIVERDALE WELCOMES YOU!

A community identity strategy to activate the streets of Greater Riverdale in order to promote feelings of belonging, pride, safety, and beauty for all residents of the area through art and streetscaping. This includes improving street lighting and walkability, providing bus shelters and benches to allow for more comfortable and dignified use of public transit, public art and programming to celebrate community identity and create a sense of 'I'm here' in Greater Riverdale.

Creative placemaking and tactical urbanism can be used to reimagine the streetscape to serve as a positive place and an asset for community members.

A large-scale, community celebration that brings residents together and fundraises for a community-identified project / cause to support locally.

EASIER TO IMPLEMENT:

- **CONVERSATION BENCH / BENCH MINISTRY**
A conversation bench provides space for neighbors to sit and share with one another, especially in times of distress or sadness. Provide furniture and programming to support mental health and intergenerational communication. This program can easily start in parks or at key businesses and move throughout the area after being piloted at a few locations.
- **POPOP ARTS INTERVENTIONS AND EVENTS TO ACTIVATE STOREFRONTS.** Artists can reinvigorate a commercial area with light, performance, and temporary furniture. By inviting the community to see a space in a different light, it opens opportunity to reimagine existing spaces improved.
- **TRAFFIC BOX WRAPS** provide bright and fun pops of color and put art in unexpected places. Programs like this also give a great platform for showcasing local artists \$2,600 each, Hyattsville CDC
- **EVENT IN A BOX** Bring a temporary event space to open parking lots or other underutilized land. Food, music performance, games, and play can be part of the event to bring many groups together in the community. The Better Block Foundation has an event space in a shipping container that can be assembled for events and temporary interventions. The pieces can become permanent or be moved to another location. Use in conjunction with or before/after Teen Space.

Initial cost of the project: \$60,000 + programming

LONGER-TERM OR LARGER-SCALE INTERVENTIONS:

- Public art, custom street furniture, and artist-designed bus stops that highlight the area and are located strategically to create a sense of place and ‘being’ when travelling in and through Greater Riverdale.
- Hire a design team to reimagine the commercial streetscapes of Greater Riverdale to support multi-modal transportation, addresses issues of light and safety, and include art and street furniture to make a more welcoming and appealing street for residents. ADA compliance, safety for children and adults, and innovative feasible solutions.
- Pilot **PLAY STREETS** in areas of Greater Riverdale not as rich in green space or safe play areas. (pilot program: <https://www.nycgovparks.org/programs/playstreets>)

POTENTIAL PARTNERS: University of Maryland School of Architecture, Hyattsville CDC, local artists, Prince George’s Arts and Humanities Council, Better Block Foundation, DPW&T, Toole Design, M-NCPPC Community Planning- Placemaking, M-NCPPC Parks, Economic Development Corporation, Joe’s Movement Emporium, State Highway Administration, Anacostia Trails and Heritage Area

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HIRE MOMS

Women in the Greater Riverdale community currently use their skills to assist others in the area. Additionally, they form a trusted informal information dissemination system. The Hire

Moms program will build on these existing community roles, relationships, and skills by creating a more formalized system for peer-to-peer education and offering ways for women to earn income that will help support them and their families. Programs to utilize existing skills and talents could include a translator-training program, which acknowledges that many women in Greater Riverdale are currently serving as unpaid and informal translators for others in a variety of settings. Women could also be empowered through the creation of paid community health worker positions and education. The community-wide skills assessment would also reveal other ways that women are serving in unpaid roles, and the Hire Moms program would build off of this work by offering paid roles and additional education to assist women in the community. Hire Moms will improve information exchange in the community and will also ensure that the job training being offered appropriately matches the skills and talents currently existing in Greater Riverdale.

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COMMUNITY-WIDE SKILLS ASSESSMENT

In Greater Riverdale, there are many skilled workers. It is acknowledged that navigating regulatory processes can be an obstacle to small business ownership. In addition, many skilled workers are not being matched with jobs or filling community needs locally. This program seeks to first understand the community's skills, identify barriers to continued growth, then connect workers with either trainings or employers or opportunities that will help them grow their career or business.

STEP 1

A community-wide assessment will identify what professional and trade-related skills exist in Greater Riverdale. Results of the survey will also be used to identify goals of those surveyed, obstacles to achieving those goals, and other important factors to help support professional and entrepreneurial growth in Greater Riverdale.

STEP 2

After analyzing step 1, programs, classes and trainings will be provided to support growth. Additionally, meetings with elected officials and county agencies may be required if policy and regulation is a major barrier to entry. Financial access and commercial loans may also be a barrier and lenders would be approached to understand how to address that issues. Classes might include how to start your business classes, navigating licensure and permitting, skills trainings focused on meeting existing community needs (ex- aging in place / small household repairs / affordable and safe daycare). This phase will also connect job seekers with appropriate jobs locally and regionally.

STEP 3

Implement a strategy to identify and bring in areas of business growth or service which would meet larger community needs.

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PBI FOCUS AREA:

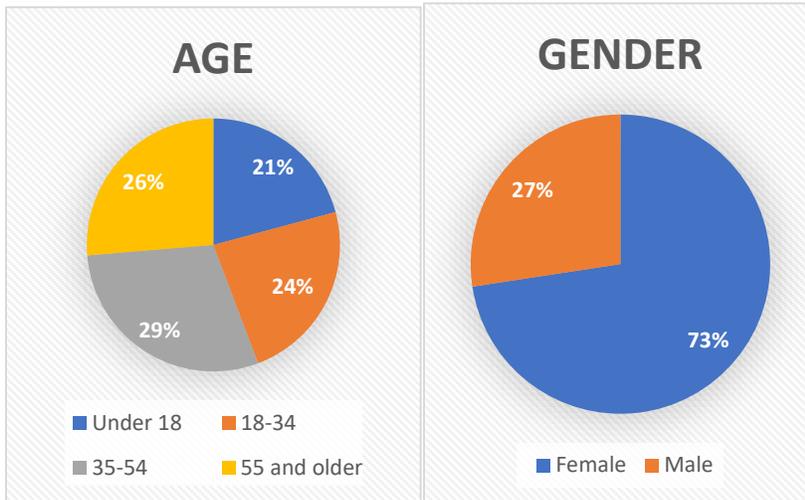
- Thriving Communities
- ✓ Economic Opportunity
- Housing and Financial Coaching

APPENDIX

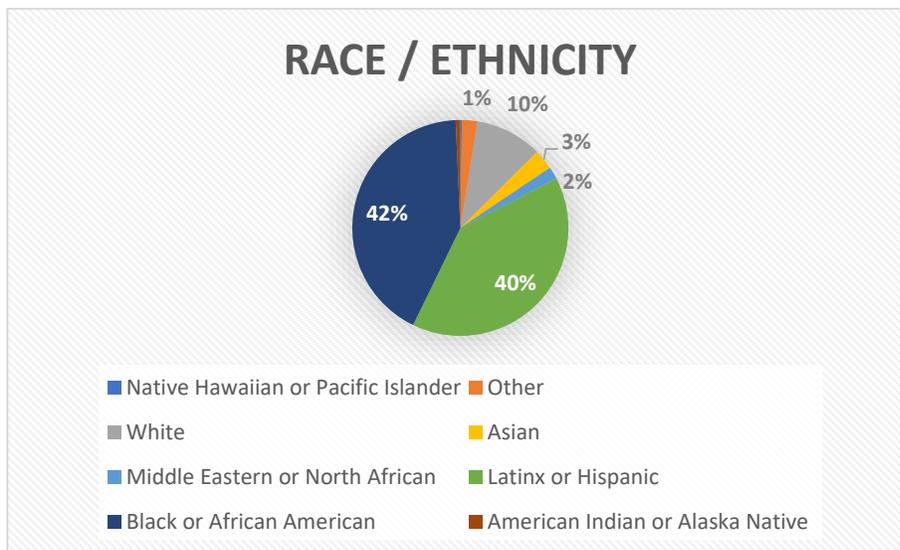
SURVEY RESULTS

WHO TOOK THE SURVEY?

422 RESPONSES

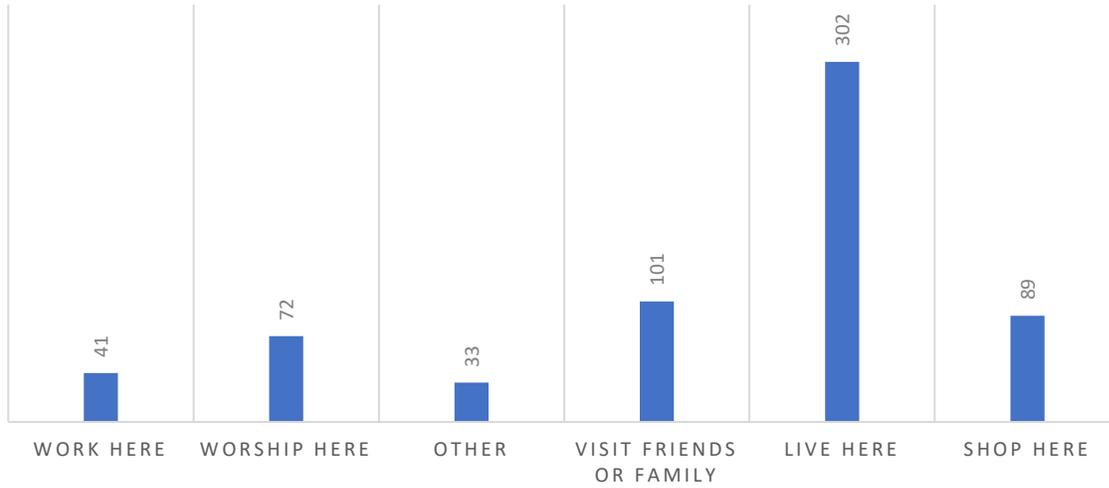


201 HOUSEHOLDS SURVEYED SPOKE ENGLISH AT HOME. 118 LISTED SPANISH AS AT HOME. OTHER LANGUAGES LISTED: YORUBA, FRENCH, TWI, KRIO, FILLIPINO

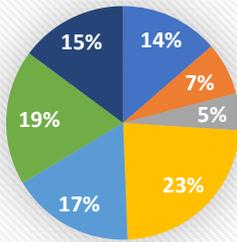


AVERAGE HOUSEHOLD SIZE: 4.05 PEOPLE

WHAT BRINGS YOU TO GREATER RIVERDALE?

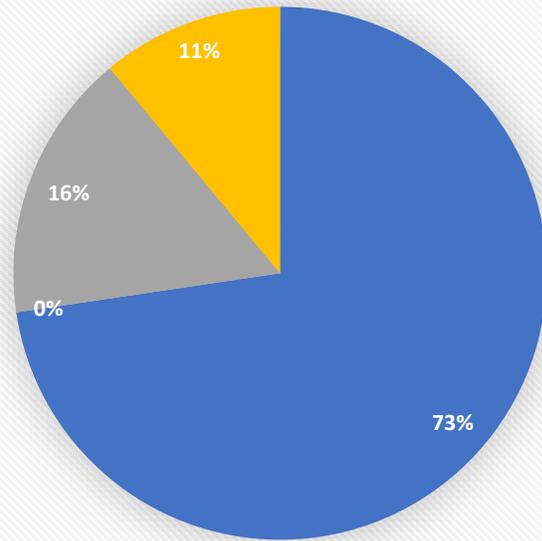


EMPLOYMENT STATUS



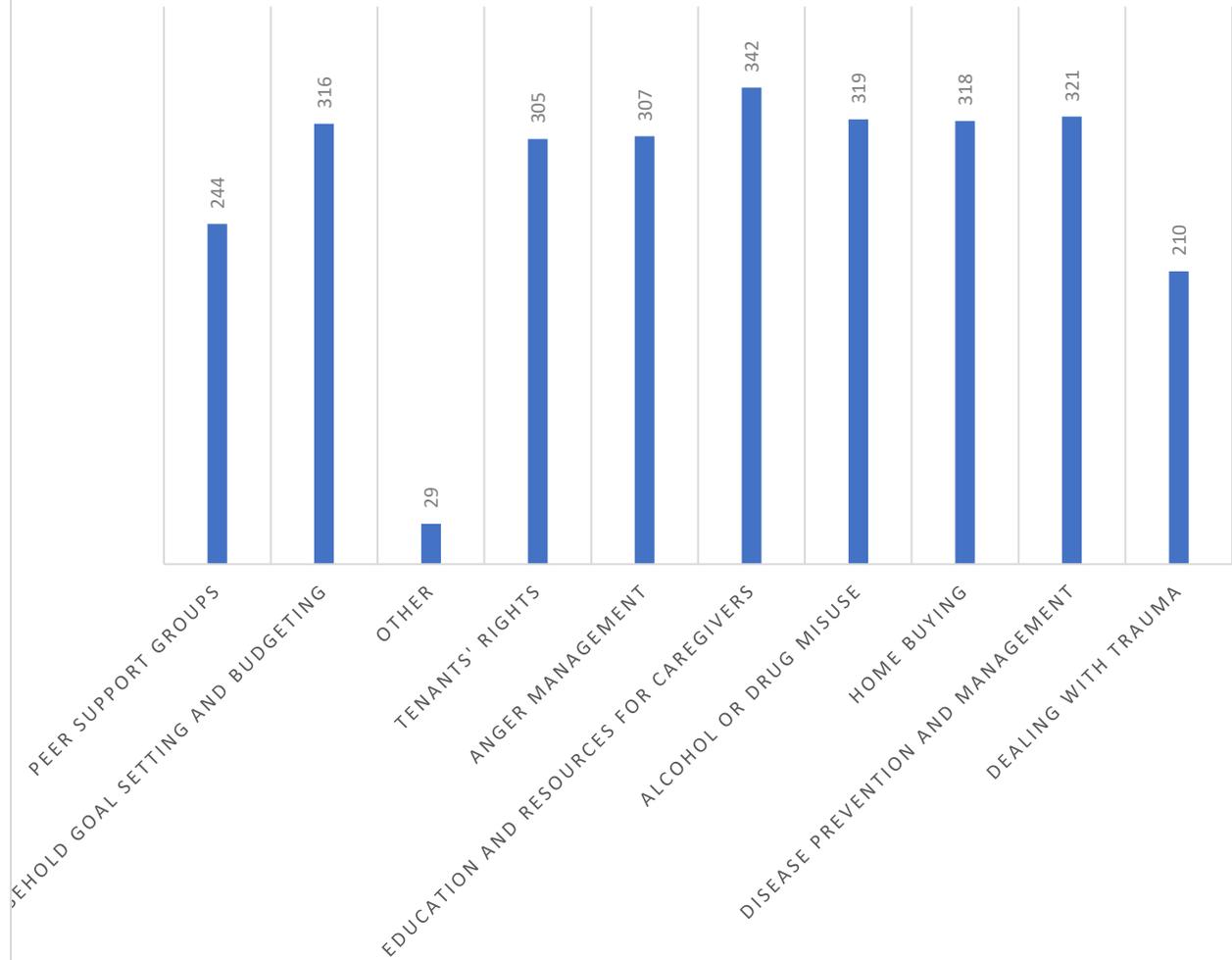
- Currently looking for work
- Not looking for work
- Not working or seeking work because of a health condition or disability
- Employed, full-time
- Employed, part-time

HOME OWNERSHIP

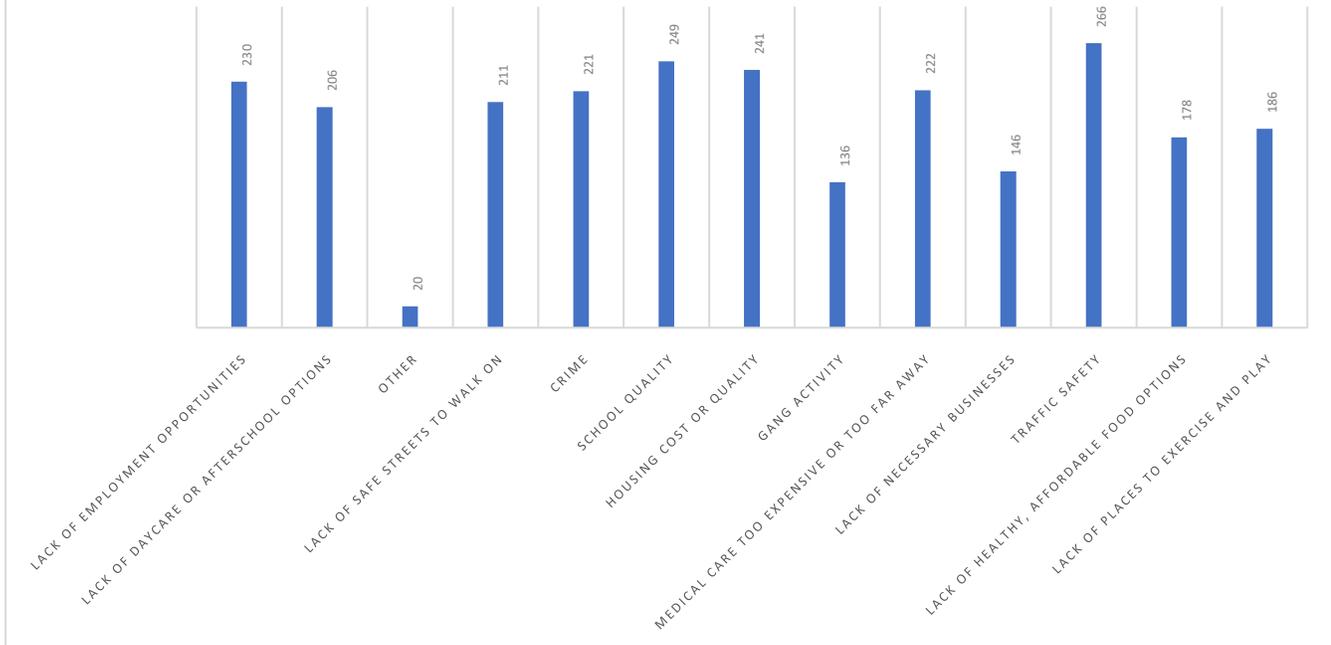


- own
- Rent
- Live in someone else's home
- Other

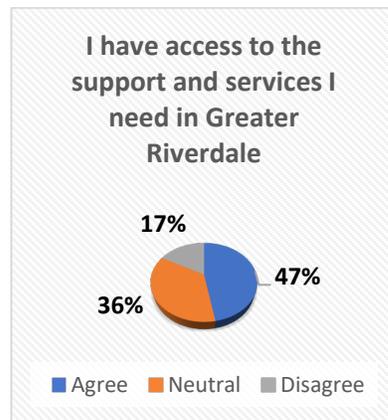
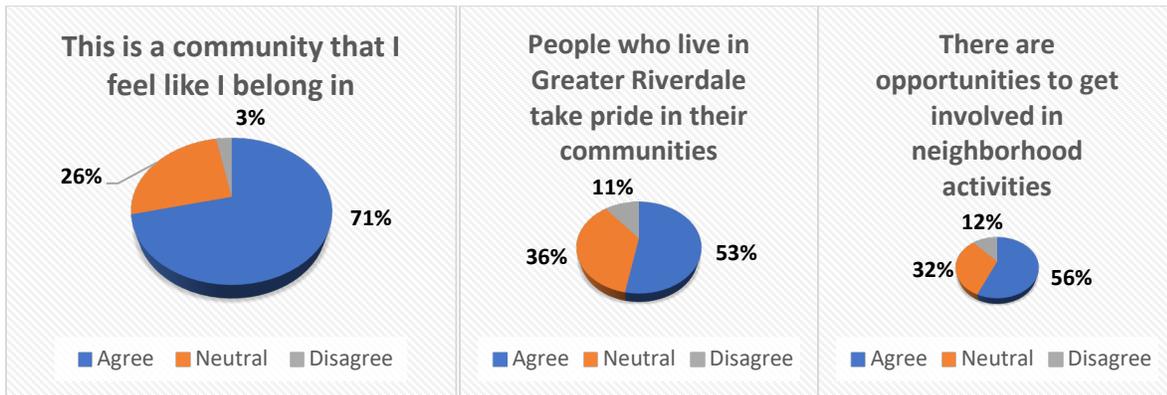
HELPFUL PROGRAMMING



COMMUNITY CHALLENGES



BELONGING



ACCESS

SAFETY

