CITY OF GREENBELT
25 Crescent Road
Greenbelt, MD 20770

CITY COUNCIL REGULAR MEETING AGENDA

NOVEMBER 17, 2025
7:30 PM

Join Zoom Webinar:
https://us02web.zoom.us/j/87888672429?pwd=8wAbMTbsyDkBNemCXONczF1ViCzyK8.1

I. ORGANIZATION - 15 minutes (7:30 - 7:45 p.m.)

1. Call to Order

2. Roll Call

3. Meditation and Pledge of Allegiance to the Flag

   Suggested Action: **Reading of the Greenbelt Community Pledge: The strength of Greenbelt is diverse people living together in a spirit of cooperation. We celebrate all people. By sharing together, all are enriched. We strive to be a respectful, welcoming community that is open, accessible, safe and fair.**

4. Petitions and Requests

   Suggested Action:

5. Consent Agenda

   Suggested Action: Approval of Staff Recommendations (Items on the Consent Agenda [marked by *] will be approved as recommended by Council and staff, subject to removal from the Consent Agenda by Council.)

a. * Committee Reports

   * Advisory Planning Board Report #2025-03—Traffic Calming Study: Greenbelt Center City

   * Advisory Planning Board Report #2025-04—Hanover Parkway Traffic Calming Needs

   * Advisory Committee on Education Report #25-4—Approval of Grant Request

   * Advisory Committee on Education Report#25-5—Approval of up to $9,994 Grants for Emergency Food Assistance Programs

b. * Meetings

   c. * Appointment to Advisory Board/Committee

      Suggested Action: The City Council interviewed Nicole Brown on September 30, 2024, for the appointment to the Advisory Planning Board (APB).

      Approval of this item on the consent agenda will confirm the Council's intent to appoint Ms. Brown to the Advisory Planning Board.

d. * Employee Special Holiday

Suggested Action: Since December 1969, the City Council has granted an extra holiday to classified employees during the holiday season. In recent years, when Christmas has fallen on a Tuesday or Thursday, Council has assigned the holiday to create a four-day weekend. Otherwise, the holiday has been granted as a "floating day" that employees may use whenever they wish during the remainder of the fiscal year. Since Christmas falls on a Thursday, it is recommended that Council grant a floating holiday to employees. Approval of this item on the consent agenda will indicate Council's approval of the recommendation.

e. * Authorization for City Manager to Approve Computer Replacement and Equipment Purchases

Suggested Action: Included in the Council packet is a memorandum outlining the request and quote for approval. Staff requests approval of this purchase.

6. Approval of Agenda and Additions

II. COMMUNICATIONS - 15 minutes (7:45 - 8:00 p.m.)

7. Presentations

a. Municipal Government Month Proclamation

Suggested Action: Mayor Jordan will issue a proclamation recognizing November as Municipal Government Month.

b. National American Indian Heritage Month Proclamation

Suggested Action: Mayor Jordan will issue a proclamation recognizing November as National American Indian Heritage Month.

8. Minutes

9. Administrative Reports

Suggested Action: This link will display the weekly report for the City Manager and City Departments. Weekly Reports | Greenbelt, MD

III. LEGISLATION - 15 minutes (8:00 - 8:15 p.m.)

10. Resolution Authorizing the City Manager to Implement Electric Vehicle (EV) Charging Fees and Operating Procedures for EV Charging Stations at the Municipal Building - 1st Reading

Suggested Action: Included in the Council packet is the EVSE Resolution. This item is being presented for introduction and first reading at tonight's meeting.

IV. OTHER BUSINESS - 120 minutes (8:15 - 10:15 p.m.)

11. Approval of the Economic Development Strategic Plan

Suggested Action: The City engaged Willdan Financial Services to conduct an economic development strategic plan (EDSP). After numerous meetings, business engagement sessions, and staff interaction, the final EDSP is being presented for Council adoption. In addition, a brief summary of current and planned economic development activities will be presented.

12. Parking Regulations for Electric Vehicle Charging Stations at the Municipal Building

Suggested Action: An amendment to the City's parking ordinance is proposed to designate EV charging spaces as restricted-use for actively charging vehicles only. The draft ordinance is included for Council discussion. City Manager proposes this item for discussion and future adoption.

13. Stop Sign Camera Request for Proposal (RFP) Update

    Suggested Action: Staff will provide an update on the Stop Sign Camera Request for Proposal (RFP), including information on the RFP process, the status of the new study, and potential vendor selection.

14. Legislative Support Services Contracts Approval

    Suggested Action: City Council provided direction to pursue a multi-contractor approach for legislative advocacy and tracking for state and county legislation. Staff recommends that Council authorize the City Manager to execute these contracts or a substantially similar agreement in a form as reviewed and approved by the City Solicitor. Staff further recommends that we engage Carrington & Associates for state legislation and LA Perez, LLC for Prince George's County legislation, as described in the attached memo.

15. Approval of Legislative Priorities

    Suggested Action: Based on the feedback from staff and Council input and a review of previously supported/funded Bond Bill projects, staff recommends that putting forth the following two projects for 2026 Bond Bill consideration: 1) Buddy Attick Park Walking Trail and Stage ($300,000) and, 2) Schrom Hills Park Athletic Field Lights ($400,000).

16. Council Liaison Assignments for Advisory Groups

    Suggested Action: Council will consider the assignment of Council liaisons to the City's advisory boards and committees. The full list of advisory groups is provided for reference.

    - Advisory Committee on Education
    - Advisory Planning Board
    - Arts Advisory Board
    - Community Relations Advisory Board
    - Forest Preserve Advisory Board
    - Greenbelt Advisory Committee on Environmental Sustainability
    - Park and Recreation Advisory Board
    - Public Safety Advisory Committee
    - Senior Citizens Advisory Committee
    - Youth Advisory Committee

17. Charter Review Task Force Nominations

    Suggested Action: Included for Council consideration are nominations to the Charter Review Task Force. Council may appoint up to 10 citizens and two council members. The City manager will appoint the three designated staff members. Council action is requested to appoint members.

18. Approval of Prince George's County Municipal Association (PGCMA) Membership Dues

    Suggested Action: Councilmember Pompi requested that this item be included on the agenda for Council discussion. Reallocation of Funds within the Council budget is necessary to fund this membership expense.

19. Update on Collective Bargaining Petition by Public Works Employees

Suggested Action: Councilmember Pompi requested this agenda item. Requested update on petition by Public Works employees.

20. Council Letter to PGCPS regarding Community Engagement

    Suggested Action: Councilmember Pompi requested this agenda item. Proposal to send letter to PGCPS to collaborate with Council on Community Engagement efforts.

21. Council Reports

22. Council Activities

ADVISORY PLANNING BOARD **REPORT NO. 2025-03**

REPORT TO COUNCIL **Date: 10-15-2025**

SUBJECT: Traffic Calming Study: Greenbelt Center City

BACKGROUND

In late 2021 the Advisory Planning Board (APB) first discussed concerns related to three serious car crashes which had recently occurred on Lakeside Drive, resulting in significant property damage to vehicles and buildings, and luckily no serious injuries to people or animals. APB's concern was transmitted to Council in Report 2021-03 – Request for Lakeside Drive Traffic Study, which proposed a study that would, "review options for reducing the speed limit, installing speed reduction measures (e.g. stop signs at intersections, speed humps/bumps, rumble strips), and the feasibility of installing sidewalks to reduce pedestrian use of the roadway along Lakeside Drive."

This request was subsequently incorporated by City Planning Staff into a scope of work for a study of traffic calming measures to take place across Greenbelt Center City focusing on Ridge Road, Lakeside Drive, Lastner Lane, Greenhill Road, and Hillside Road. Greenman-Pedersen Inc was contracted in 2023 and conducted several site visits throughout November 2023 to evaluate the potential safety and speeding concerns. Actual traffic recordation was conducted for three days from November 16 and November 18, 2023. The study was predicated on the presumption that average daily traffic, measured speeds, and reported collision history over four years would indicate specific target locations and enable prioritization of areas for calming measures.

In October 2024, GPI presented a draft report to APB, and recommendations were presented in a public consultation during a City Council work session in November of 2024. In its report, GPI provided an analysis of existing conditions, reviewed prior related studies by others, described the pros and cons of different measures for traffic calming, and provided cost estimates and conceptual improvements for priority locations throughout the study area.

After incorporating feedback from Council, APB, and residents, GPI presented the final draft study, including findings and short- and long-term recommendations, at the October 1, 2025 APB meeting.

ANALYSIS

In its presentation to APB, Alan Wang of GPI reviewed the final draft of the Greenbelt Center City Traffic Calming Study and the process it undertook to evaluate traffic calming in the study area. The plan includes both short-term and long-term improvements, allowing for a phased

approach. GPI also pointed out several updates to the study report, including the addition of traffic count data, an explanation of "cone of vision," updated bus routes, and a 40% contingency added to all cost estimates. As in previous discussions, GPI acknowledged that the data it relied upon for collisions was likely flawed due to a lack of detail in data obtained from Greenbelt Police on collision cause and specific location. In addition, this data included 2020 and 2021 during the global pandemic when driving habits and patterns changed drastically due to Work from Home policies and lockdowns.

The discussion proceeded by reviewing specific figures from the study, with clarifying questions on details proffered by APB and citizens. In large part, these questions dealt with matters to be resolved during a more detailed design phase, however generally speaking the questions and comments emphasized:

- The importance of safety in interactions between pedestrians, vehicles, and buses at intersections, and how adjusting painted lines (stop bars, crosswalks, medians, etc.) would improve safety and navigability.
- Ensuring accessibility at raised crosswalks and safety for wheelchair users and pedestrians alike.
- Locating bus stops according to best practices (on the opposite side of the intersection) and with sufficient curb space to pull over, which likely will require additional parking removal.

Specific feedback included:

- New sidewalks proposed at Ridge/Northway were broadly favored, particularly as connections between existing sidewalks and the inner walkway system.
- The intersection of Ridge and Gardenway was emphasized as a particularly fraught location given the high usage by students attending Eleanor Roosvelt High School, and where pedestrians and vehicles are often at odds. The improvements proposed should help alleviate some of these issues, however it was still noted that the stop sign on Ridge at this intersection is frequently treated by drivers as merely a “recommendation”, especially during school drop-off and pickup times.
- APB members agreed with removing the stoplight at GreenRidge House on Ridge Road and replacing it with a Rectangular Rapid Flashing Beacon (RRFB), noting that issues with the timing of the traffic signal may contribute to stop sign compliance at both Gardenway and Southway in either direction.

- The sidewalk proposed for Lakeside Drive between Lakeview Circle and Olivewood Court was discussed in the context of providing a sidewalk for the entirety of Lakeside Drive. The feasibility of such a large project remains to be determined and merits further study of property lines, rights of way, and utilities. Some questioned the necessity of a sidewalk on such a small portion of the roadway since people would be walking in the street elsewhere on Lakeside. However, a majority agreed that this small portion could serve as a viable test case for additional sidewalk facilities on Lakeside Drive between Crescent and Westway.

- At the intersection of Maplewood Court and Lakeside, it was proposed that an additional traffic calming measure would be helpful, even if a stop sign was not recommended. GPI agreed that a raised crosswalk or speed table intersection could serve that purpose and that GPI would further research the idea for inclusion in the final report.

- Finally, for the proposed median on Lakeside between Westway and Lakecrest, some among APB questioned its effectiveness and necessity, particularly given that the accuracy of the crash data for this area is questionable. One member of the public suggested using the ample middle space for a center-lane delivery parking area instead. Another APB member proposed showing a larger median with street markings rather than a physical installation (similar to Cherrywood Lane although significantly narrower). APB's consensus was that this was an acceptable compromise.

RECOMMENDATION

In consideration of GPIs report and presentation, as well as the resulting discussion, APB voted in support (4-0, 1 absent, 2 vacant) of providing the aforementioned recommendations to Council.

Respectfully submitted,

Benjamin Friedman
Chair

ADVISORY PLANNING BOARD **REPORT NO. 2025-04**

REPORT TO COUNCIL **Date: 11-05-2025**

SUBJECT: Hanover Parkway Traffic Calming Needs

BACKGROUND

Hanover Parkway is one of the few major thoroughfares that connect Greenbelt with communities to its south, and of those, it is the only roadway that is owned and maintained by the City. As an overflow and feeder route for the Capital Beltway (I-495), the Baltimore-Washington Parkway (MD-295), and Kenilworth Avenue (MD-201), Hanover sees frequent flows of heavy traffic moving at speeds that anecdotally exceed posted limits in both directions. Furthermore, the road's design, particularly the increase and decrease in number of lanes, contributes to a challenging unsafe travel environment for motor vehicles, bicyclists, and pedestrians alike.

Improvements such as the addition of traffic circles and lighted pedestrian crossing signs have helped improve pedestrian safety at specific locations. A planned off-road, multi-use trail between Good Luck Road and Mandan Road will also contribute to increased pedestrian and recreational bicycle safety by separating these users from the roadway. Nevertheless, motor vehicles and commuter cyclists continue to report issues with speed and road safety on the actual roadway, which also puts pedestrians and Metrobus users (waiting at bus stops) at risk regardless of other existing or planned facilities.

ANALYSIS

While it is important to recognize that planned improvements to Hanover Parkway have been debated and approved through a deliberative and democratic process, recent and planned improvements have revealed additional challenges which must be addressed to ensure the safety of residents and visitors to Greenbelt on this high-volume, city-managed roadway. Speed, volume, lane shifts, and erratic driving all contribute to a dangerous environment for driving, cycling, accessing transit, and crossing the road, even at marked crossings.

Traveling north to south from Greenbelt Road (MD-193) just past Greenbrook Drive, the road narrows from six lanes to two lanes through several intersections. Anecdotally, these lane reductions and increases in the opposite direction seem to encourage excessive speeding of motor vehicles as they jockey for position on approach to the impending narrowing or widening. Similar driving habits seem to be prevalent on the roadway to the south of Schrom Hills, with cars using the wide shoulders to pass, and recently crashing through signage and coming close to bus stops where pedestrians were waiting. At the two traffic circles, it has also

been observed that passenger vehicles may not adequately reduce speed and ride up over the central curb, which is both dangerous and defeats that purpose of the circle as such.

These anecdotal habits merit verification with recorded observations and given their reported prevalence APB believes that several options should be considered to improve safety for all. Such improvements could include a "road diet" reducing lanes along the entire roadway, speed limiting installations (bumps, humps, tables, etc.), additional signage for cyclist right of way, and in-road bicycle lanes and/or lane delineators such as bollards, flexible posts, and raised curbs.

RECOMMENDATION

In consideration of the above discussion, APB voted in support (5-0, 1 absent, 1 vacant) of recommending that City Council prioritize the study, budget, and implementation of traffic remedies for Hanover Parkway between Good Luck Road and Greenbelt Road, with additional consideration for the segment between Greenbelt Road and Mandan Road.

Respectfully submitted,

Benjamin Friedman
Chair

ADVISORY COMMITTEE ON EDUCATION

REPORT TO COUNCIL

Report 25-4

Submitted 10/6/2025

The Advisory Council on Education (ACE) sent out the annual Request for Proposals for the $2900 grant to six Greenbelt Schools: Greenbelt Elementary, Springhill Lake Elementary, Magnolia Elementary, Dora Kennedy French Immersion, Greenbelt Middle, and Eleanor Roosevelt High School. As requested by the School Principals, this year we offered two filing dates, one in September and one in October. Our recommended theme for this year is support of Student Governments and Honor Societies.

One school, Greenbelt Middle, sent in a request by the September deadline. They would like $1500 in order to support their National Junior Honor Society members. This grant would provide membership, plus the accompanying certificates and identifications in the Society for 60 students. These students would then conduct school-wide and community service projects and peer mentoring, encouraging development of student leaders.

ACE would like the City Council to accept and fund this grant request.

Submitted by Janet Mirsky

Chair, ACE

ADVISORY COMMITTEE ON EDUCATION

REPORT TO COUNCIL

Report 25-5

Submitted 10/29/2025

The Advisory Committee on Education (ACE) sent out the annual Request for Proposals for the $2900 grant to each of the six schools in Greenbelt: Greenbelt Elementary, Springhill Lake Elementary, Magnolia Elementary, Dora Kennedy French Immersion, Greenbelt Middle, and Eleanor Roosevelt High School. The ACE grants are intended to enhance or enrich school-based activities. Each school could submit one proposal, but each proposal could contain up to five projects. We offered two due dates. **Greenbelt Middle** submitted their request for $1500 by the first deadline of September 8th, which ACE approved and was already submitted to the City Council for their consideration. **Magnolia Elementary** did not submit any proposals this year. **Greenbelt Elementary** is still spending the $261.65 remaining from last year's grant and did not submit any new proposals this year. The other three schools submitted their proposals by the October 13th deadline. ACE met on October 28th to discuss the following proposals:

Springhill Lake Elementary submitted 5 proposals, totaling $3070.99. ACE approved the following:

1. Butterfly Garden Kits for the Kindergarten classes for $210
2. Afterschool Cartoon Club for grades 3-5 for $496
3. Phonics and Writing Center for 1st graders for $199.99
4. Community Outreach refreshments and rewards for $1500.

The fifth proposal was for one first grade class to have supplies for cleaning their classroom for a healthy environment for $665. ACE agreed that reducing this grant to $405 was more reasonable and kept the school under the $2900 limit per school, for a total of $2810.99.

Dora Kennedy French Immersion School submitted one proposal for a STEM TAG Enrichment Program and a Social Emotional Games Club, both of which are afterschool programs, for $1500. ACE approved both of these projects.

Eleanor Roosevelt High School (ERHS) submitted six proposals totaling $6895. They are still using $580 from last year's grant, allowing them $2320 for this year. ACE approved the following:

1. STEM National Honor Society membership for $395
2. Dress for Career Success, providing dress clothes for interviews for $1500
3. Peer Mediator T-shirts for $300. This proposal also included $200 for tote bags, which ACE did not approve. This resulted in a total of $2195 which is under the allowed limit for this year per school.

ACE rejected the following ERHS proposals:

1. Repair of laptops used by Special Needs students for $1500. ACE determined that this needed to be provided by the Board of Education
2. Japanese National Honor Society proposal did not include a breakdown of the expenses required, for $1500
3. School-wide Positive Behavior Intervention System (PBIS) rewards for $1500.

Therefore, the total ACE approved grant expenses for this school year (2025-2026) is $8005.99, leaving $9994.01 in our budget of $18000. Given the current situation in the government, ACE suggests using these remaining funds to support the Food Banks operating out of Greenbelt Schools.

Respectfully submitted,
Janet Mirsky
Chair, ACE

CITY OF GREENBELT, MARYLAND

OFFICE OF THE CITY MANAGER

25 CRESCENT ROAD, GREENBELT, MD. 20770

Josué Salmerón
City Manager

TO: City Council
From: Josué Salmerón, City Manager
Date: September 16, 2025
RE: Approval of ACE Grant Report and Emergency Food Assistance Funding

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The Advisory Committee on Education (ACE) submitted its October 2025 Report, detailing approved grants to Greenbelt schools for the 2025–2026 academic year. After awarding $8,005.99 in education grants, ACE recommended allocating the remaining $9,994 of its FY2026 budget to support emergency food pantries at Greenbelt schools, in response to heightened need stemming from the ongoing federal government shutdown and reductions to Food programs and SNAP.

Each school is eligible to receive up to $1,600 under this emergency food assistance program. Given the urgency, I authorized the release of these funds in advance of formal Council action, utilizing ARPA funds already designated for food assistance. Should Council approve ACE's recommendation, I will reclassify the expenditure under the ACE budget.

This memo serves to formally request Council's approval of the ACE Report and the recommended use of the remaining ACE funds for school-based emergency food assistance.

A NATIONAL HISTORIC LANDMARK

City Council Meetings & Work Sessions
November - December

Regular Meeting	Mon.	11/17	7:30 pm
No Meeting – (NLC City Summit) Salt Lake, UT	Wed.	11/19	
NLC City Summit (Salt Lake UT)	Wed-Sat	11/19 – 11/22	
No Meeting	Mon.	11/24	
No Meeting	Wed.	11/26	
Work Session – Council Meet and Greet	Mon.	12/01	7:30 pm
District 22 Legislation Dinner (City of New Carrollton)	Tues.	12/02	5:00 pm
No Meeting	Wed.	12/03	
Council Retreat	Sat.	12/06	9:00 am
Regular Meeting	Mon.	12/08	7:30 pm
Work Session – Council Retreat @6PM-9PM (Tentative)	Wed.	12/10	6:00 pm
Work Session – Council Retreat @6PM-9PM (Tentative)	Mon.	12/15	7:30 pm
Work Session – ATHA Presentation or Legislative Retreat (Tentative)	Wed.	12/17	7:30 pm
No Meeting – Council's Winter Recess	Mon.	12/22	
No Meeting – Council's Winter Recess	Wed.	12/24	
No Meeting – Council's Winter Recess	Mon.	12/29	
No Meeting – Council's Winter Recess	Wed.	12/31	

This schedule is subject to change. For confirmation, call 301-474-8000. Regular and Special meetings and Work Sessions are open to the public. If special accommodations are required for any disabled person, please call 301-474-8000 or 301-474-3870 no later than 10 a.m. on the meeting day. Deaf individuals are advised to use Video Relay Services (VRS) at 711 or e-mail banderson@greenbeltmd.gov to reach the City Clerk. Unless otherwise noted, meetings will be held in the Council Chambers in the Municipal Building (MB) at 25 Crescent Road and virtually by Zoom. Zoom meeting information for public participation is posted on the City's website at www.greenbeltmd.gov on the meeting calendar.

Bonita Anderson, City Clerk

Ready to be scheduled:
Quantum Properties (Beltway Plaza)
Large Unfunded Capital Needs
Greenbelt Road Corridor
Townhall Meeting: Virtual Meetings Accessibility for Blind and Visually Impaired
Greenbelt East HOA/COA
BARC
Greenbelt National Park
NASA

For later scheduling:
Arts & Entertainment District
Bernard Penney *(Memorial Donation in honor of Leonie Penney)*
Cemetery Plans
City Manager Updates (Jan, Pre-budget; July & Sept/Oct)
EV Chargers Five-Year Plan
Fleet Vehicles Ten-Year Plan
GHI/Prince George's County (Stormwater issues)
MARC Train Service/ MDOT
Museum Plan
Northway Fields Master Plan
Parkway Apartment Owners/GHI *(parking)*
Potential Bond Referendum/Capital Financing
Zoning Enforcement

MEMORANDUM

To: City Council Members, Josue Salmeron
From: Sanjoy Chakraborty, IT Director
Date: November 17, 2025
Subject: Approval Request – IT Hardware Purchase

This memorandum requests City Council approval to purchase the following IT hardware necessary to maintain adequate computing resources for City operations.

Item	Description	Qty.	Unit Cost	Total Cost
1	Dell Pro Micro QCM1250 – Intel Core Ultra 5 / 16 GB RAM / 512 GB SSD / Wi-Fi 6E / Win 11 Pro / 3-Year Onsite Service	20	$697.07	$13,941.40
2	Dell Pro 14 Plus PB14250 – Intel Core Ultra 5 / 16 GB RAM / 512 GB SSD / 14” FHD+ / Wi-Fi 6E / Win 11 Pro / 1-Year Service	20	$1,080.32	$21,606.40
3	Dell Pro 14 Plus PB14250 – Intel Core Ultra 7 / 16 GB RAM / 512 GB SSD / 14” FHD+ / Wi-Fi 7 / Win 11 Pro / 1-Year Service	3	$1,218.64	$3,655.92
4	Dell Pro E2225HSM – 22” LED Monitor / Full HD / HDMI, VGA, DisplayPort / Speakers / 3-Year Service	50	$109.47	$5,473.50

Total Estimated Cost: $44,677.22

The proposed acquisition will replace outdated systems and replenish the City’s hardware inventory to support operational needs throughout the budget year. Funding will come from the ARPA allocation for equipment and licensing that was not included in the general fund.

I would be happy to provide any additional information or answer questions you may have regarding this purchase request. Thank you for your consideration, and I look forward to your approval.

Sanjoy Chakraborty, IT Director
City of Greenbelt

GHA Technologies, Inc.
NEW REMITTANCE ADDRESS
Dept #880831
PO Box 29650
Phoenix, Arizona 85038-9650
United States
http://www.gha-associates.com
(P) 480-951-6865
(F) 480-951-6956

Quotation (Open)

Date
Oct 28, 2025 04:17 PM EDT

Modified Date
Oct 28, 2025 04:18 PM EDT

Quote #
3031425 - rev 1 of 1

Description
Dell

SalesRep
Goater, Nicholas
(P) 480-308-8744
(F) 480-951-6956

Customer Contact
Kennell, Brian
bkennell@greenbeltmd.gov

Customer
City of Greenbelt (CO0036)
Kennell, Brian
550 Crescent Road
Greenbelt, MD 20770
United States
(P) 240-542-2021

Bill To
City of Greenbelt
Payable, Accounts
25 Crescent Rd
Greenbelt, MD 20770
United States
(P) 240-542-2021
dworley@greenbeltmd.gov

Ship To
City of Greenbelt
Kennell, Brian
25 Crescent Rd
Greenbelt, MD 20770
United States
(P) 240-542-2005
Bkennell@greenbeltmd.gov

Customer PO:	Terms:	Ship Via:
	Undefined	FedEx Ground
Special Instructions:		**Carrier Account #:**

#	Description	Part #	Tax	Qty	Unit Price	Total
1	Dell Pro Micro QCM1250 Micro Core Ultra 5 235T / up to 5 GHz - RAM 16 GB - SSD 512 GB - NVMe - Intel Graphics - Gigabit Ethernet, Bluetooth, IEEE 802.11ax (Wi-Fi 6E) - Win 11 Pro - monitor: none - BTS - with 3 Years Basic Onsite Service after Remote Diagnosis with Hardware	VD5D2	Yes	20	$697.07	$13,941.40
2	Dell Pro 14 Plus PB14250 Intel Core Ultra 5 - 235U / up to 4.9 GHz - vPro Enterprise - Win 11 Pro - Intel Graphics - 16 GB RAM - 512 GB SSD NVMe - 14" IPS 1920 x 1200 (Full HD Plus) - Gigabit Ethernet - Wi-Fi 6E - BTS - with 1 Year Basic Onsite Service after remote diagnosis	PFX0J	Yes	20	$1,080.32	$21,606.40
3	Dell Pro 14 Plus PB14250 Intel Core Ultra 7 - 266V / up to 5 GHz - vPro Enterprise - Win 11 Pro - Intel Arc Graphics 140V - 16 GB RAM - 512 GB SSD NVMe - 14" IPS 1920 x 1200 (Full HD Plus) - Wi-Fi 7 - platinum silver - BTS - with 1 Year Basic Onsite	CVFTV	Yes	3	$1,218.64	$3,655.92
4	Dell Pro E2225HSM LED monitor - 22" (21.5" viewable) - 1920 x 1080 Full HD (1080p) @ 100 Hz - VA - 250 cd/m² - 3000:1 - 5 ms - HDMI, VGA, DisplayPort - speakers - with 3 years Basic Hardware Service with Advanced Exchange	DELL-E2225HSM	Yes	50	$109.47	$5,473.50

Subtotal:	**$44,677.22**
Tax (.0000%):	$0.00
Shipping:	$0.00
Misc:	$0.00
Total:	**$44,677.22**

Sales tax calculation is estimated and subject to change. Terms Definition: Unless agreed upon otherwise; Net 30 terms, cash in the GHA bank 30 days from the date of shipment. Lease payment calculations are estimated and may include sales tax in the payment amount. You can obtain an accurate lease quote from our leasing company. Rates are subject to change without notice.

GHA is an authorized and leading supplier for Microsoft, HP, Apple, Dell, Lenovo, VMWare, IBM and Cisco. GHA does not source any of these products from the gray market. If you have a pending quotation from a competitor that is significantly less in price, that may be a strong indication of gray market involvement. Please immediately bring this to the attention of your sales professional who can verify with the manufacturer for your benefit and protection. Your sales representative can also talk to you about the risks associated with doing business with a gray market supplier.

-The prices quoted may change due to market conditions beyond our control.

-GHA cannot be responsible for manufacturer availability or delays.

-No verbal quotations or promises can be honored unless set forth herein.

-Due to many people working from home, GHA will not be responsible for the boxes if lost or stolen after the delivery has been made, and if they are lost or stolen, you still agree to pay your GHA invoice. Signature will be required on all shipments.

-Handling Fees: Handling fees charged on shipments are in addition to the freight and insurance charges and vary.

-Returns Policy: Cloud Service Provider CSP orders for Microsoft require at least 30 days of cancellation notice from Buyer. Buyer agrees to pay for any cloud subscription usage incurred. For all other CSP s, GHA will pass through and honor the cancellation policy as stated in the original contract whether 30, 60 or 90 days of cancellation notice is required. Custom computers and technology orders are non-cancellable and non-returnable. No return will be accepted after 30 days from the invoice date. Goods accepted for credit upon return will be subject to handling/restocking charge, which shall be not less than 15% of the price of Goods. Custom-made Goods are not subject to cancellation or return under any circumstances. In no case are Goods to be returned without first obtaining Seller's written permission. Goods must be securely packed in the original packaging and delivered to Seller in an undamaged condition with Buyer being solely responsible for paying all return freight expenses and keeping the GHA invoice current within 30 days from the date of shipment regardless of the reason for a return. All returns must be accompanied by an authorized RMA number, which is valid for 15 days after date of issuance. GHA Technologies makes NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE with respect to the goods described hereon. Professional Service Organizations are separate companies from GHA. GHA is not responsible for their workmanship and there is no right to offset payment.

-International shipments/returns: Customer is responsible to pay all VAT, duties, customs charges, freight forwarding services, storage, handling, foreign exchange rates/fees, miscellaneous fees from any country, expedited or return freight expenses. Customer shall be liable; GHA is NOT responsible. GHA is not responsible for any return shipment expenses.

-Supplier represents and warrants that it is an equal-opportunity employer and does not discriminate on the basis of age, race, creed, color, religion, sex, sexual orientation, gender identity, national origin, disability, marital or veteran status, or any other basis that is prohibited by law.

-This document shall be governed by the laws of the State of Arizona.

-You may view all Terms & Conditions at: https://www.gha-associates.com/terms-and-conditions

-THIS QUOTE HAS BEEN PROVIDED FOR CLIENT AND GHA PURPOSES ONLY**

-CORPORATE OFFICE: (REMIT PAYMENTS TO THE DEPARTMENT NUMBER AND PO BOX LISTED ABOVE; NO PAYMENTS SHOULD BE MAILED TO THE CORPORATE OFFICE) GHA Technologies, Inc. 8998 E. Raintree Drive Scottsdale, AZ 85260

P R O C L A M A T I O N

***WHEREAS**, there are 157 municipalities in the State of Maryland, and municipal residents account for more than one-third of our state's population; and*

***WHEREAS**, municipalities represent the most responsive level of government, allowing citizens to have direct access to their elected officials; and*

***WHEREAS**, Greenbelt, like other municipalities, strives to enhance its residents' quality of life by providing a full range of services and programs, including police, public works, social services, recreation, planning and community development, administration, and finance; and*

***WHEREAS**, in conjunction with Municipal Government Month, the City flies the Municipal Government flag at the Municipal Building and sponsors many activities that display government in action, including the Community Health and Wellness Fair, the Walk to School Day, the "If I Were Mayor" contest for fourth grade students, the Welcome Packet program, FallFest, The Halloween Wild Rumpus, and Electronics Recycling as well as many other events throughout the month showing Municipal Government in action through Greenbelt's social media sites.*

***NOW, THEREFORE**, I, Emmett V. Jordan, by the authority vested in me by the residents and City Council of Greenbelt, do hereby proclaim November 2025 to be*

MUNICIPAL GOVERNMENT MONTH

in the City of Greenbelt and join the Maryland Municipal League and our sister cities and towns in educating our residents about local government and in celebrating the importance and success of municipal government throughout our state.

***IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of Greenbelt, Maryland, to be affixed this 17th day of November 2025.*

Emmett V. Jordan, Mayor

ATTEST:

Bonita Anderson, City Clerk

P R O C L A M A T I O N

WHEREAS, the history and culture of American Indian and Alaska Native peoples are deeply woven into the fabric of our Nation, and their contributions have enriched our communities and strengthened our democracy; and

WHEREAS, November is designated as National American Indian Heritage Month, a time to honor the traditions, languages, and stories of Indigenous peoples and to recognize their enduring influence on our society; and

WHEREAS, we acknowledge the resilience and achievements of American Indian and Alaska Native communities, and we commit to fostering understanding, respect, and collaboration to ensure their voices are heard and their rights protected; and

WHEREAS, this observance provides an opportunity for all citizens to learn about the unique heritage and diverse cultures of Native peoples and to celebrate their invaluable role in shaping our shared history;

NOW, THEREFORE, I, Emmett V. Jordan, by the authority vested in me by the residents and City Council of Greenbelt, do hereby proclaim November 2025 to be

NATIONAL AMERICAN INDIAN HERITAGE MONTH

and encourage all residents to participate in activities and programs that honor and celebrate the rich traditions and contributions of American Indian and Alaska Native peoples.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Greenbelt, Maryland, to be affixed this 17th day of November 2025.

Emmett V. Jordan, Mayor

ATTEST:

Bonita Anderson, City Clerk

Ownership Models

The County currently owns a majority of the public EVSE in the County, but as PEV market share continues to increase residential users will require a larger network of EVSE. Privately-owned EVSE will need to be constructed and operated separate from County-owned EVSE and utility-owned EVSE on County property.

***Recommendation*:** The County should require all new EVSE owners and operators to follow County codes, zoning ordinances, and EVSE dimension and design requirements. As the County solidifies requirements, it should limit the number of new EVSE owners, dimensions, and designs that are different from the existing infrastructure, making it easier to standardize charging stations in the future.

As the County expands beyond SemaConnect and ChargePoint stations, as discussed above, the County will need to work to unify standard operations of County-owned EVSE, including costs and maintenance contracts.

Setting Fees and Recouping Costs

Often, owners of publicly accessible charging spaces contract with EV service providers or third-party operators who install, operate, and set the fees on charging equipment. However, when owners do have the ability to set fees—either explicitly or implicitly through their choice of operator—they face conflicting goals. Site hosts often need to recoup the costs of installing, maintaining, operating chargers, and may also wish to price charging strategically to encourage turnover so chargers are available to those who need them most. On the other hand, pricing charging so that driving an EV is cheaper on a per-mile basis than a gasoline-powered vehicle creates an incentive for people to purchase EVs so that they use more electricity and less gasoline.

Stations owners can use a fixed fee, a fixed rate, or a pay per energy consumed basis:

- **An Access Fee** is a fee associated with gaining access to the charging station irrespective of if the vehicle is charging and/or how long it remains connected. It is essentially a flat rate per charging event, for initiating a session by connecting to the charging station.
- **A Station or Time-Based Fee** is a fee associated with the length of time a connection is established with the station, irrespective of whether the vehicle is charging or not (typically $1-2 per hour). A fixed rate fee may be charged if high utilization and turnover of vehicles is desired. Fees may be charged per hour or other intervals for Level 2 charging and a per minute basis for DC fast charging.
    - **Publicly accessible, county-owned stations currently charge $1 per hour.**
- **An Energy Fee** is a fee associated with the amount of energy consumed by the connected vehicle. This is based on a per kilowatt-hour flat rate and only applies when the vehicle is actively charging.

This fee is typically not applied when the vehicle is not receiving power even if the vehicle remains connected to the EV station. A multiplier on this cost may be applied to recover other operational costs.

These considerations are not applicable for fleet-only charging stations. Fleet charging stations, located in a private fleet yard, do not need to have payment features if access is restricted. This reduces the capital cost of the EVSE purchase and installation.

Recommendation: Maryland PSC approved the Public Conference (PC)44 workgroup to investigate ideal PEV rates.[23] The current average price per kWh to charge a PEV is approximately $0.10, but this can vary based on electricity provider, location, charger level, and rates exclusive to PEV owners. Prince George's County should evaluate their role in a community EV charging program, to determine their public charging rates. The County could support charging growth by providing free and/or discounted charging spaces at facilities located in low-income areas. However to establish a uniform cost of public charging in the County, the pricing model of their publicly-accessible to match the approved commercial EVSE rates for the utility, as follows:

- Level 2 Charging: $.18/kWh
- DCFC Charging: $.34/kWh
- Discount DCFC rate for Fleets using publicly-accessible stations with a paywall (Fleet rate): $.255/kWh on DCFCs

Current utility rates are as follows:

TABLE 10. UTILITY RATES

Utility	Market	Price per kWh
BGE	Residential	$0.07 (EV schedule: $0.147, on-peak; $0.047, off-peak)
	Commercial	$0.057 - $0.076
	Commercial EVSE	$0.18 - $0.34
Pepco	Residential	$0.065 (TOU pilot: $0.187 on-peak; $0.057 off-peak)
	Commercial	$0.062 (EV schedule)
	Commercial EVSE	$0.18 - $0.34
SMECO	Commercial EVSE	$0.18 - $0.34

Access fee-based pricing is ideal for stations that have set member groups like workplaces or private property while charging higher prices for non-members. This model could prove beneficial for keeping County fueling costs lower, but would likely disproportionately shift costs onto public users. This type of fee might be ideal at locations where the County would want to discourage public use of a charger and prioritize charging for fleet vehicles.

A time-based fee could remain for locations where the County wants to encourage vehicle turnover, such as shopping centers, on-street parking, libraries, or other high-traffic areas. To help recoup operation costs, the County should couple time-based fees with an energy fee. The ideal pricing structure for EVSE is still being explored. In Maryland, PC44 is studying charging rates for county- and privately-owned EVSE. The County should engage with its regional utilities and PC44 to determine ideal rate structures.

[23] Maryland PSC, https://www.psc.state.md.us/search-results/?q=9478&x.x=12&x.y=14&search=all&search=case

Introduced: November 17, 2025
1st Reading: November 17, 2025
Passed:
Posted:
Effective:

RESOLUTION NUMBER XXXX

A RESOLUTION AUTHORIZING THE CITY MANAGER TO IMPLEMENT ELECTRIC VEHICLE (EV) CHARGING FEES AND OPERATING PROCEDURES FOR CITY OWNED AND OPERATED CHARGING STATIONS (EVSEs)

WHEREAS, the City Council has taken steps to provide electric vehicle charging stations (EVSEs) for public use; and

WHEREAS, the objective is to provide convenient access for City residents, commuters, and visitors to EV charging facilities to encourage EV adoption; and

WHEREAS, expanding EV use among both residents and the City fleet supports the City's environmental goals, including reducing greenhouse gas emissions; and

WHEREAS, the City recently replaced a damaged Level 3 fast charging station at the Municipal Building with two dual-port Level 2 charging stations, ensuring continued public access to EV charging infrastructure while addressing site electrical constraints and long-term maintenance considerations; and

WHEREAS, the City of Greenbelt now owns and operates its electric vehicle charging stations (EVSEs), and therefore must establish City-controlled electricity rates to ensure transparent, fair, and sustainable pricing for public use; and

WHEREAS, operating procedures and processes for public EVSE use must be clearly defined to ensure safety, turnover, maintenance, and effective service delivery; and

WHEREAS, Maryland Transportation Article § 21-1003.2 prohibits a person from stopping, standing, or parking a vehicle in a plug-in electric-drive vehicle charging space unless the vehicle is a registered plug-in EV and is plugged into charging equipment, and establishes a civil penalty of $100 for violations; and

WHEREAS, regional public Level 2 chargers operated within the Pepco network currently charge $0.17 per kWh, plus the Prince George's County local energy tax of $0.012753 per kWh, yielding a typical total consumer rate of approximately $0.182–$0.19 per kWh, which provides a reasonable benchmark for establishing City charging fees; and

WHEREAS, high utilization and equitable access to EV charging requires managing dwell times, including implementing idle-time rules for vehicles that remain parked after charging is complete; and

WHEREAS, the Council desires to authorize the City Manager to develop rate structures, operational protocols, and enforcement mechanisms to ensure efficient, sustainable, and equitable EVSE operations.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Greenbelt, Maryland, that the City Manager is authorized to enact the following:

1) The City Manager is authorized to establish and adjust the public EV charging rate for City-owned EVSE, not to exceed the prevailing Pepco-owned Level 2 charging rate, and to base such rates on electricity, maintenance, and operational costs.

2) The City Manager is authorized to implement idle-time fees, parking penalties, and towing for vehicles parked in EVSE spaces in violation of posted rules, including a 15–30 minute grace period after charging is complete, consistent with Maryland Transportation Article § 21-1003.2.

3) The City Manager may establish operating procedures for City EVSE, including parking restrictions, maximum charging durations, overnight use, safety provisions, maintenance schedules, and required signage.

4) The City Manager may issue administrative rules, enforcement guidelines, and appeals processes necessary to implement this Resolution.

5) This Resolution shall take effect immediately upon adoption.

_____
Emmett V. Jordan, Mayor

ATTEST:

_____
Bonita Anderson, City Clerk

GREENBELTMD

Economic Development Strategic Plan:

Implementation & Funding Plan

November 4, 2025

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I. Executive Summary

Introduction

The City of Greenbelt, Maryland, is proud to launch its Economic Development Strategic Plan (EDSP), a forward-looking initiative funded through the American Rescue Plan Act (ARPA). This plan represents a pivotal step in charting a resilient and inclusive economic future for Greenbelt, one that builds upon the city's rich history, diverse community, and strategic location in the Washington metropolitan region.

Guided by the values of equity, sustainability, and innovation, this strategic plan aims to strengthen Greenbelt's local economy through a multifaceted approach. Core objectives include enhancing business support services, attracting new business investment, facilitating the redevelopment of commercial centers and underutilized properties, and continuing to support the recovery and growth of small and independent retail businesses still affected by the impacts of the COVID-19 pandemic.

With funding from ARPA, the City of Greenbelt is taking a focused approach to address the economic challenges resulting from the pandemic and further intensified by the Trump Administration's federal layoffs.

City of Greenbelt, MD Economic Development Strategic Plan Mission Statement

To cultivate a vibrant, regionally connected, and resilient business environment where local businesses grow, residents thrive, and public services remain strong for future generations.

With economic uncertainty and business risk in regional landscape, the City is intentionally laying the groundwork for long-term prosperity by moving from planning to implementation.

This plan will serve as a blueprint for coordinated economic development efforts, ensuring that public investments translate into tangible benefits for residents, workers, and business owners alike.

Through data-driven analysis, stakeholder engagement, and a commitment to inclusive growth, Greenbelt's Economic Development Strategic Plan will help position the city for a more vibrant and sustainable economic future

Methodology and Approach

The Greenbelt Economic Development Strategic Plan (EDSP) was developed in alignment with best practices recommended by the International Economic Development Council (IEDC). The planning process included the preparation of an Economic Profile and Existing Conditions Report, extensive stakeholder interviews and engagement with over 40 community and business leaders, and the identification of priority redevelopment sites and strategies. These recommendations build upon a thorough assessment of current conditions and community feedback, translating strategic goals into actionable initiatives through the following framework:

- Making the Case for Economic Growth
  - Economic Base Assessment
  - Policy Linkages
  - Target Industry Attraction Strategy Findings
  - Real Estate Development Strategy Recommendations
  - Economic Development Assets and Opportunities
- Implementation Plan Initiatives and Timeline
- Performance Metrics
- Marketing and Branding Strategy
- Appendix I: City of Greenbelt Budget Book Pillar IV Planned Goals and Initiatives (Collaboration, Innovation & Smart Economic Development)
- Appendix II: Opportunity Sites and Target Area Project Profiles

The content that follows is organized to demonstrate how the City can advance economic resilience, support business growth, and unlock development potential through targeted efforts and coordinated leadership.

Policy Linkages

Greenbelt's approach to economic development is shaped by a broader landscape of state, county, and regional policies and priorities. This section outlines how the City's goals align with existing frameworks—including Prince George's County's strategic plans, regional infrastructure investments, and state-level initiatives. Understanding these linkages ensures that Greenbelt is positioned to leverage funding, partnerships, and technical support to advance local goals while contributing to shared regional outcomes.

The City of Greenbelt's Economic Development Strategic Plan (EDSP) aligns closely with the broader policy frameworks and strategic goals outlined in both Prince George's County's Plan 2035 and the Greenbelt City Council's Foundational Pillars, serving as a locally grounded yet regionally connected roadmap for economic vitality.

Plan 2035, Prince George's County's General Plan, emphasizes economic competitiveness, redevelopment of targeted centers, and equitable growth—goals that directly mirror Greenbelt's ambitions to revitalize underutilized properties, attract new business investment, and support a more resilient and inclusive local economy.

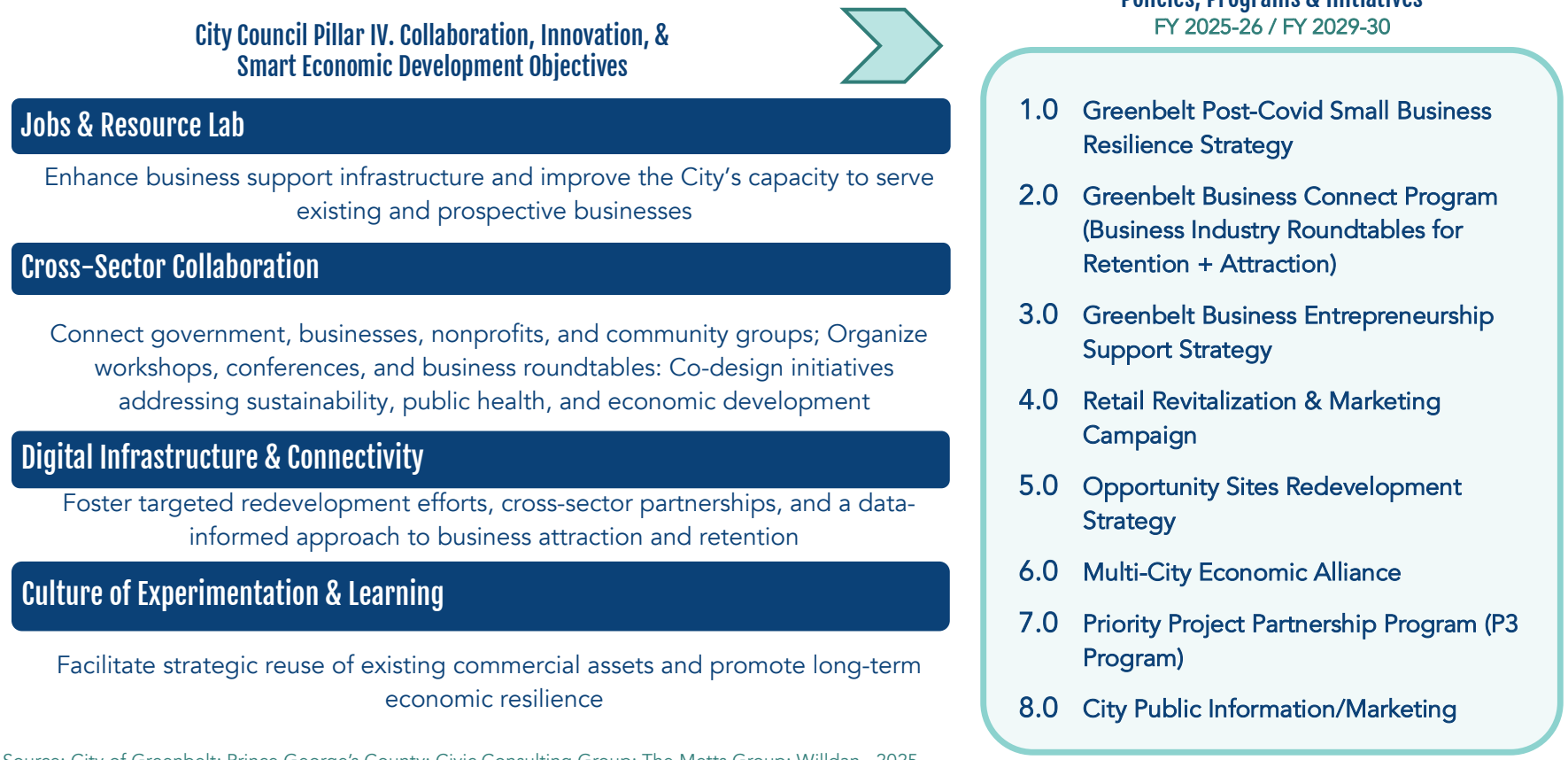
Figure 1: **City of Greenbelt Economic Development Policy Linkages FY 2025 –26**

Source: City of Greenbelt; Prince George's County; Civic Consulting Group; The Metts Group; Willdan, 2025

Economic Development Strategic Plan Initiatives

The following summary of Implementation Plan Initiatives provides an overview of the City of Greenbelt's established goals and objectives related to collaboration, innovation, and smart economic development (the "What"). The Economic Development Strategic Plan policies, programs and initiatives to the right identify action steps (the "How") to achieve the City's established goals. For a full list of the City Manager's Budget Book FY 2025-26 goals and objectives related to economic development, refer to Appendix A: Pillar IV: Collaboration, Innovation & Smart Economic Development.

Figure 2: Foundational City of Greenbelt Objectives & Supporting EDSP Implementation Initiatives



Source: City of Greenbelt; Prince George's County; Civic Consulting Group; The Metts Group; Willdan, 2025

II. Making the Case for Economic Growth

Economic Base Assessment Findings

The initiatives outlined in this Economic Development Strategic Plan are grounded in a rigorous assessment of Greenbelt's current conditions, opportunities, and constraints. To ensure the recommendations are both responsive and forward-thinking, the planning process began with a comprehensive analysis of relevant economic development frameworks, regional market trends, and locally held values.

This section provides the foundational justification for the eight plan initiatives by synthesizing four key elements:

Economic Development Policy Linkages explore how local strategies align with broader County, State, and Federal goals—ensuring that Greenbelt is well-positioned to secure outside investment and support.

Target Industry Attraction Strategy identifies business sectors that align with Greenbelt's workforce, space availability, and economic positioning—guiding efforts to attract and retain employers who will generate long-term value.

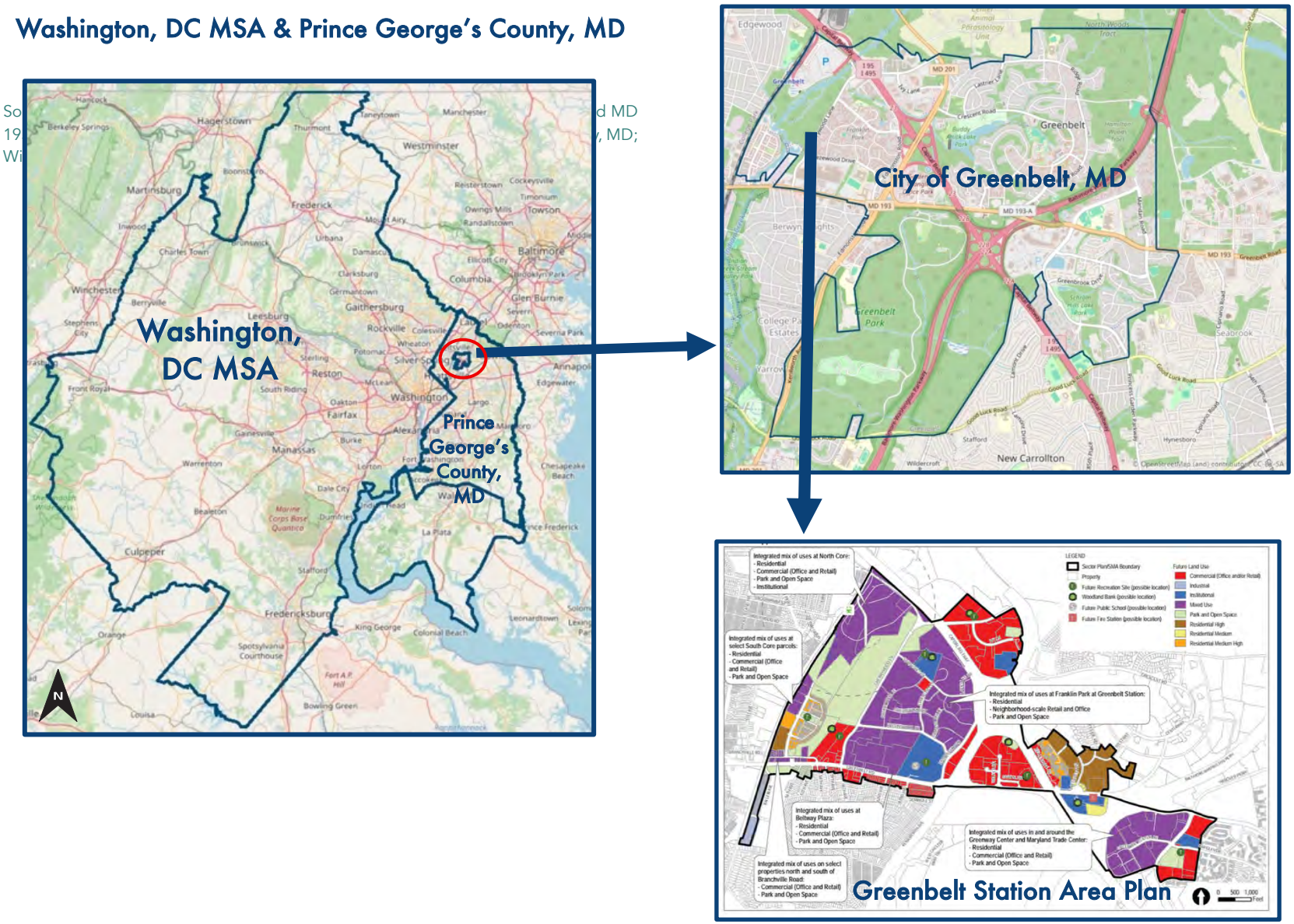
Real Estate Market Overview presents a snapshot of supply, demand, and gaps across office, multifamily, retail, and flex/industrial segments—illuminating where the City can intervene to address underperformance or unlock opportunity.

Real Estate Development Strategy Recommendations translate these findings into place-based priorities, particularly for revitalization areas and City-owned properties that hold the potential to shape Greenbelt's fiscal future. A summary of findings for each of these four key elements is provided in the following discussion.

The map on the following page (Figure 3) illustrates Greenbelt's strategic location within the Washington, DC Metropolitan Statistical Area (MSA) and Prince George's County, underscoring the City's proximity to regional assets, major employers, and high-capacity transit.

As the City looks to chart its own economic future, the Greenbelt Metro Station Area Plan stands out as a transformative development opportunity. This area—anchored by Metro access, future federal investment, and underutilized land—presents a once-in-a-generation chance to shape Greenbelt's economic trajectory. Rather than respond passively to regional pressures or rely solely on County and State policy decisions, Greenbelt can act intentionally to guide redevelopment, attract investment, and create a dynamic, inclusive economy. Through proactive planning and targeted implementation strategies presented in this Economic Development Strategic Plan, the City can position itself as a destination for innovation, revitalized retail offerings, medical office tenants, and high-quality commercial infill development that aligns with community goals and values.

Figure 3:Greenbelt Metro Area Plan within the Washington, DC Metropolitan Area



Target Industry Attraction Strategy

To grow its commercial tax base and provide meaningful employment opportunities, Greenbelt must focus on industries that match its strengths—such as healthcare, professional services, and technology.

The following Table 1 identifies target sectors based on market demand, workforce availability, and location advantages.

These industries represent the greatest opportunity for sustainable growth, especially when paired with proactive marketing and infrastructure investment.

Table 1: City of Greenbelt Target Sector Recommendations

Potential Emerging: Professional Services	Important and Requiring Attention: Construction/Development Services	Priority Growth Industry: Medical/Healthcare Sectors
Professional, technical, and financial support services	Residential Remodelers and Commercial Construction	Offices of Physicians
R&D in Biotech (or Nanotechnology)	Home Building Centers & Other Building Material Suppliers	Medical, Dental, and Hospital Equipment Wholesaler
Computer Systems Design Services		Professional Services/Legal Services/Employer Organizations
Custom Computer Programming		Consulting Services (environmental, marketing)
Professional/Administrative Management Services		Industrial Machinery and Equipment Wholesaler

Source: City of Greenbelt; Lightcast.io; The Metts Group; Willdan, 2025

Real Estate Market Overview

Real estate is not just a way to view economic opportunity—it's an area where the City can take more intentional steps to influence growth and generate new tax revenues. Even without full zoning or permitting authority, Greenbelt can shape outcomes by focusing on promoting a City-led vision for growth, site readiness, clear development goals, and partnering strategically to attract lucrative investment.

The EDSP's recommendations are driven by the findings of more than six months of market research. This section summarizes current market conditions across office, retail, multifamily housing, and flex/industrial space in Greenbelt. By identifying market gaps, development pipeline activity, and user demand trends, this analysis helps clarify where the City can direct energy and resources for maximum return.

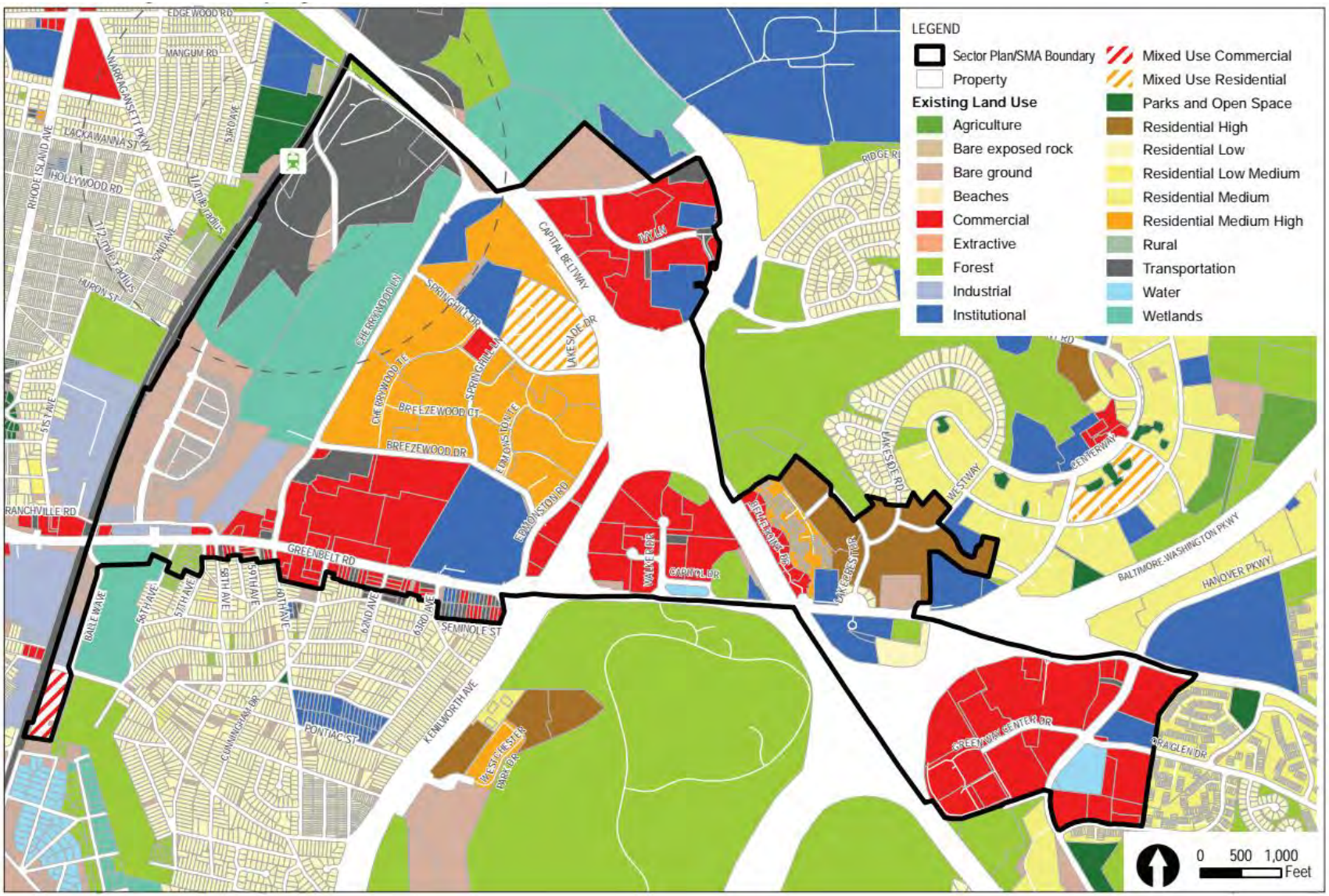
The City's limited housing production is not the result of a lack of policy support, but rather a reflection of land availability constraints as illustrated in the Greenbelt Existing Land Use Map (Figure 4) on the following page. Many neighboring cities have embraced infill development, diversified rental options, and aligned new housing with retail revitalization efforts.

Greenbelt, by contrast, faces unique limitations due to its "built out" development pattern and lack of zoning authority. Without direct zoning control, the City cannot independently advance infill development or require the inclusion of residential uses in private development projects—even in areas with strong market demand and alignment with long-term planning goals. While Greenbelt has produced limited new multifamily housing in recent years—with Motiva Apartments (354 units) and Verde Apartments (304 units) among the few notable additions—this pace continues to lag behind peer communities like College Park, Laurel, and Hyattsville. However, the future mixed-use development envisioned in the Prince George's County Greenbelt Station Sector Plan stands out as a significant opportunity as one of the last undeveloped Metro station areas in the region.

This Greenbelt Metro Station site is a designated Focus Area in the Prince George's County Sector Plan and a key location for future mixed-use and multifamily development, and a generator of incremental tax revenues for the City of Greenbelt.

Between 2010 and 2020, Greenbelt's housing stock grew by less than 3%, while Hyattsville and Laurel grew by over 10% during the same period. Without a strategic focus on infill and mixed-use redevelopment, Greenbelt risks falling further behind in capturing new residents, meeting workforce housing needs, and supporting a vibrant retail base. The opportunity now is to implement a proactive strategy that balances growth with community values.

Figure 4: City of Greenbelt Existing Land Use Map (Spring 2012)



Source: Approved Greenbelt Metro Area / MD 193 Corridor Sector Plan and Sectional Map Amendment, Prince George's County, MD, 2025

Table 2: Greenbelt Real Estate Redevelopment Recommendations

Real Estate Product Type	Market Gaps & Opportunities	Pipeline Development	Space User Requirements	Strategy Recommendations
Office	Greenbelt East/West offers highest concentration of Class A Office Space in Prince George's County (Capitol Office Park I & II, and Maryland Trade Center I, II, III); Class A vacancies (29% citywide) driven by older formats, outdated interiors, and "flight to quality"/amenity-rich environments	Minimal pipeline beyond small tenant renovations	Flexible, move-in ready space; near transit; broadband; amenities	Target backfill and repositioning in Greenbelt West/East ; incentivize small-scale tech, nonprofit, and medical tenant improvements
Multifamily (Rental)	Lack of new market-rate units to meet demand; unmet demand for mixed-income and senior housing	2,400 new units planned for Greenbelt West's Beltway Plaza redevelopment (project stalled); ~100 units in East and Center pipelines	Walkability, modern amenities, transit access, affordability for young professionals	Support senior and workforce housing on city-owned/underutilized sites Citywide; prioritize building stronger relationships with experienced mixed-income developers
Retail/Dining/ Entertainment	Obsolete retail formats; evidence of struggling tenants/minor vacancies in Roosevelt Center and Greenbelt Road centers New restaurant activity includes Blue Sunday Bar and Grill (Beltway Plaza)	Beltway Plaza planned for retail refresh; new food court and limited new dining or entertainment uses elsewhere	Anchor draws, outdoor seating, event-ready spaces; clustered food/service options, high quality placemaking	Invest in façade/placemaking; offer incentives; advocate for restaurant/retail clusters in Greenway Plaza
Industrial/Flex R&D/Labs	No modern flex space; strong regional demand near east Greenbelt NASA Goddard Campus and Beltway access	No active flex or lab development pipeline	Secure access, logistics/loading infrastructure, proximity to research and hospitals	Leverage West Greenbelt Medical Mile; market flex/health-tech sites along Edmonston and Hanover corridors

Source: City of Greenbelt; CoStar; Esri Business Analyst; Willdan; Civic Consulting Group; The Metts Group, 202

Economic Development Assets & Opportunities

Why does Greenbelt need an Economic Development Strategic Plan?

The time for Greenbelt to take a proactive approach to economic development has arrived. To ensure long-term fiscal sustainability and maintain quality services, the City must grow and diversify its commercial tax base—residential taxes alone are not enough. This strategic plan offers a roadmap for guiding future growth while preserving Greenbelt's character and promoting equity.

To compete regionally, Greenbelt must engage its business community more consistently. Businesses—large and small—have voiced a need for stronger connections with City leadership, particularly to navigate challenges like finding affordable space, accessing capital, and understanding available resources. While these business outreach activities were launched in Q4 2024, the new economic development mandate detailed in this Plan establishes the structure to meet those needs.

Recent ARPA-funded small business programs demonstrated that targeted investment works. Businesses supported during the pandemic have since rebounded and continue contributing to the community. The Economic Development Strategic Plan builds on this success by formalizing support strategies: revitalizing commercial centers, addressing office and retail vacancies, upgrading signage, and enhancing placemaking efforts.

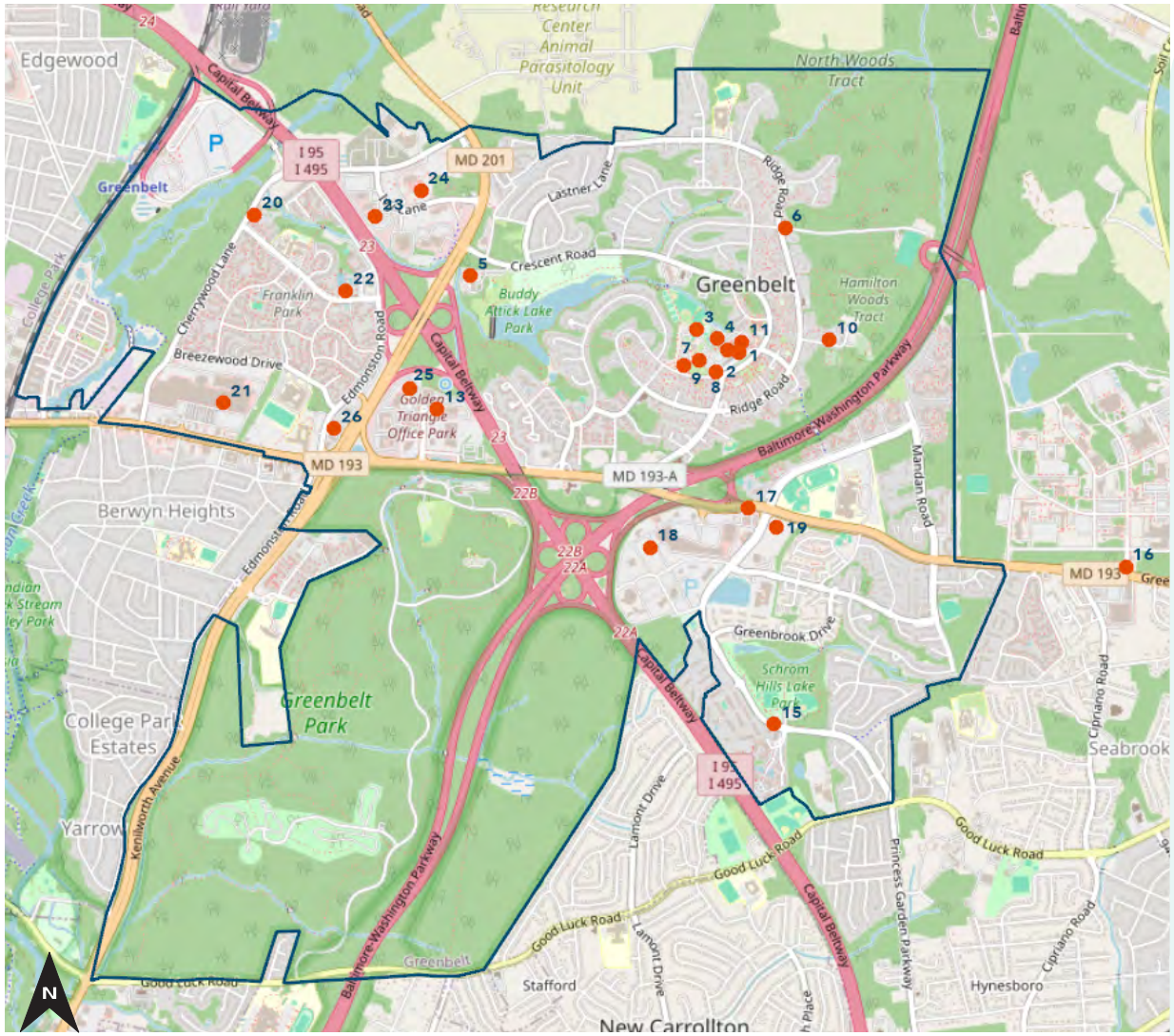
Greenbelt is also uniquely positioned to lead community-supported redevelopment. The plan includes an inventory of municipal and institutional assets—including City-owned land, public facilities, and anchor employers—that can unlock opportunities for co-location, public-private partnerships (P3s), and catalytic investments.

City leaders can shape future growth now through intentional, community-aligned redevelopment. That includes encouraging "gentle density"—such as three- to four-story mixed-use infill projects—and strengthening City capacity to manage redevelopment in a way that reflects Greenbelt's identity and values.

The following Economic Development Assets & Opportunities Map (Figure 5) on the following page captures the full inventory of municipal and institutional properties that are supportive to the City's economic development strategy, including City-owned land, public facilities, community centers, and anchor employers.

This map helps visualize opportunities for co-location, public-private partnerships (P3s), and catalytic investments. The findings tie back to the real estate development recommendations in Table 2 on the prior page and serve as the foundation of the Plan's Implementation Strategies detailed in the following section.

Figure 5: Greenbelt Economic Development Assets & Opportunities



Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 2025

Economic Development Assets

1 Roosevelt Center
2 City Administration Building
3 Greenbelt Youth Center
4 Greenbelt Aquatic & Fitness Center
5 Buddy Attick Lake Park
6 Northway Fields Park
7 Greenbelt Community Center (Arts/Se
8 Greenbelt CARES
9 Greenbelt Branch Library
10 Greenbelt Homes, Inc.
11 Greenbelt CoOp Supermarket & Phar
12 Greenbelt Business Alliance
13 Golden Triangle
14 Greenbelt Cinema
15 Schrom Hills Park
16 NASA Goddard Space Flight Center
17 Greenbelt Plaza Center
18 Maryland Trade Center I, II & III
19 Commerce Center 1
20 Springhill Lake Recreation Center
21 Beltway Plaza Mall
22 Franklin Park at Greenbelt Station Ap
23 Capitol Office Park 1
24 Capitol Office Park 2
25 Patriot Business Park
26 Greenbelt Professional Center

III. Implementation Plan Recommendations

Introduction

Based on the City's economic development vision, market research, stakeholder feedback, and City staff input, eight key initiatives are recommended as the basis of the EDSP's Implementation Plan.

The initiatives and related action items provide a prioritized blueprint for City staff to meet economic development objectives over the next five years. Based on industry best-practices, these initiatives communicate a focused, targeted effort to support local businesses, upskill residents to tap into local job opportunities, and grow the tax base by accelerating the creation of a medical/healthcare district.

The foundation for implementation of these initiatives is included within the action plan section of this document. The action plan provides defined implementation steps, identifies strategic partners and the resources needed to achieve objectives over the next five years.

Each initiative is supported by a series of implementation plan action steps as detailed in the following overview. This comprehensive, data-informed approach is structured to ensure the EDSP is grounded in fiscal and economic conditions, and the City's capacity to expand its capabilities to take on new tasks and activities.

City of Greenbelt

Economic Development Strategic Plan Proposed Initiatives

1.0 Greenbelt Small Business Post-Covid Resilience Strategy
2.0 Greenbelt Business Connect Program (City Business Retention + Attraction Functions)
3.0 Entrepreneurial Business Support Strategy
4.0 Greenbelt Retail Revitalization + Marketing Campaign
5.0 Opportunity Sites Redevelopment Strategy
6.0 Multi-City Economic Alliance
7.0 Priority Project Partnership Program (P3 Program)
8.0 City Public Information/Marketing Office Tourism Support Strategy

Implementation Plan Elements

Policy Target

Each initiative within the Implementation Plan is designed to address a specific policy priority identified during the strategic planning process, including business retention, public land activation, tourism, small business support, and commercial revitalization.

Link to Existing Conditions

The implementation actions directly respond to current economic challenges and opportunities identified through stakeholder engagement, real estate market trends, and the City's fiscal outlook.

Intended Outcomes

Adoption of the Economic Development Strategic Plan will clearly communicate to investors and developers that the City is proactively facilitating public infrastructure investments, multifamily housing development, and new business activity in Greenbelt.

Timeline of Action Steps/Activities

Each initiative includes clear, actionable steps to guide implementation. Activities are prioritized from Year 1 to Year 5 based on feasibility, community impact, and resource availability, with phased timing aligned to budget cycles and City staffing capacity.

Performance Metrics

Performance metric recommendations are presented in the form of examples of data to be collected as part of monitoring and reporting on a year-to-year basis. This data will inform annual refinements to prioritization of activities according to funding availability as determined by the City's established budget cycles.

Implementation Partners

Successful implementation depends on collaboration with key partners, including Prince George's County agencies, the Greenbelt Business Alliance, the State of Maryland, and nonprofit and private-sector stakeholders. These partnerships help expand the City's reach, reduce duplication, and unlock new funding and technical support.

City of Greenbelt

Implementation Partners

City ED Dept	Greenbelt Economic Development
GBA	Greenbelt Business Alliance
PGC	Prince George's County, MD
PGEDC	Prince George's County Economic Development Department
State EDC	State of Maryland Economic Development Department
Employ PG	Employ Prince George's County (Workforce Board)

Economic Development Opportunity Sites and Target Growth Areas

To support implementation of the Greenbelt Economic Development Strategic Plan (EDSP), selected implementation strategies are accompanied by focus area maps to visualize the City's priority sites, investment areas, and regional positioning. These maps provide a spatial understanding of where redevelopment, revitalization, and strategic marketing efforts are most needed or already underway.

Map 1: Target Growth Areas & Medical Mile

Visualizes the City's commercial corridors and districts that have the highest capacity for new residential, office, and retail development, including underutilized office parks and infill locations. Target Growth Areas are designated to cluster of healthcare, life sciences, and medical office properties along Hanover Parkway and Greenbelt Road, including property within a federally designated HUBZone area. This map supports targeted business attraction strategies and federal grant alignment **(Figure 6).**

Map 2: Retail Revitalization Target Areas & City Gateways

Focuses on key commercial districts such as Beltway Plaza, Greenbelt Center, and Greenway Center where City Staff will launch near-term interventions (e.g., tenant support, rebranding, placemaking) can catalyze economic renewal). The "City Gateways" identify priority intersections and corridors for wayfinding improvements and branding interventions to create a stronger civic identity and sense of arrival at key Greenbelt entry points **(Figure 8)**.

Map 3: Future Opportunity Sites Map

Highlights publicly owned parcels identified for long-term future redevelopment, reuse, or joint development projects. Sites include:

- Greenbelt Armory
- City Administrative Building (Municipal Center)
- Prince George's County Fire Station 835
- Greenbelt Metro Station Site/proposed FBI Headquarters relocation site **(Figure 9)**.Error! Reference source not found.

Map 4: Peer Cities Major Projects

Provides regional context by displaying recent or planned mixed-use and civic development projects in comparable cities. This map serves to benchmark Greenbelt's positioning and to inspire potential partnerships or policy models.

The sites and properties in each map are tied to recommendations outlined in the EDSP's implementation and public engagement efforts. These maps will serve as powerful tools for communicating the City's economic development vision to investors, partners, and residents **(Figure 10).**

1.0 Greenbelt Post-COVID Small Business Resilience Strategy

Policy Target: Covid Recovery

To support long-term small business recovery by converting temporary COVID-era supports into a permanent business assistance program.

Why This Support Must Continue

During the pandemic, Greenbelt delivered small business support through ARPA-funded programs. Many businesses cited these as lifelines—but also emphasized that underlying barriers remain.

Small businesses at all stages need access to capital, "off the shelf" digital marketing support, and other forms of technical assistance. Without continued investment in small business resilience, the City risks losing vulnerable businesses and eroding its commercial base.

Intended Outcomes

Greenbelt's small business community made it through the pandemic with City support. This strategy makes that support permanent—positioning small businesses to grow, adapt, and contribute to Greenbelt's future economy.

Table 3: Economic Development Implementation Plan

Program/Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
1.0 Greenbelt Post-Covid Small Business Resilience Strategy	1.1	Incorporate Small Business supports in Business Retention & Expansion Program functions:	✓	1	Number of "We Care" drop in events/small businesses assisted Number of business-interactions (touches) from Marketing Outreach Campaigns	City ED Dept, PGEDC, EmployPG
	1.2	Technical assistance/training, access to capital, business incubation, marketing and promotion	✓	1		
	1.3	Workshops and one-on-one consulting services to help businesses with digital marketing and e-commerce	✓	1		
	1.4	Connect Greenbelt startups and existing businesses to Prince George's County resources (mentorship/networking opportunities)	✓	1		
	1.5	Connecting Greenbelt business with other Greenbelt business, B-2-B		2		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

2.0 Greenbelt Business Connect Program

Policy Target: Business Retention & Expansion

Establish a formal Business Retention & Expansion (BRE) program to support and retain existing medium- to large-scale businesses through consistent communication, proactive outreach, and responsive service delivery.

Current Gaps in Business Engagement & Attraction

Greenbelt currently lacks a structured system for staying in touch with its local businesses and responding to business risks with just-in-time interventions at each stage of business growth. Stakeholder interviews revealed uncertainty about who to contact, what City services exist, or how to access support when challenges arise.

Table 4: Greenbelt Business Connect Program Initiatives

Program/ Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
2.0 Greenbelt Business Connect Program	2.1	Dedicate Staff time or contract to manage Business Concierge services	✓	1	Business visits conducted; Retention rate of local businesses	City ED Dept, Local Business Groups
	2.2	Continue to build Salesforce CRM as a business outreach and data management tool	✓	1		
	2.3	Technical assistance and professional services (HR, accounting, permitting support)	✓	1		
	2.4	Identify costs/secure funding for business meetings, site visits, or BRE survey tools	✓	1		
	2.5	Conduct outreach to priority targets: NASA Goddard, Retail Center Owners, Medical Mile Tenants; follow up on business risks/requests. See Goddard Relationship Building Strategies for examples.				

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

Table 4: Greenbelt Business Connect Program Initiatives, continued

Program/ Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
2.0 Greenbelt Business Connect Program	2.6	Business Industry Roundtables	✓	1	Number of Roundtables/ Participants; Number of Conferences Attended/ Leads Generated	City ED Dept, Local Business Groups
	2.7	Targeted Business Conferences	✓	1		

Source: Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

Case Study Example: NASA Goddard

NASA Goddard Space Flight Center represents one of Greenbelt's most significant institutional assets, serving as a major federal employer and anchor of the local economy.

The recent leadership transition with the appointment of a new Center Director introduces uncertainty during a critical period of federal budget constraint. Reductions in federal appropriations could significantly curtail NASA's capacity to maintain or expand its current footprint and collaborations.

Compounding this issue is the limited existence of formal engagement pathways between NASA Goddard, City leadership, and the local business community—resulting in missed opportunities to align priorities, share information, and plan jointly for workforce and infrastructure needs.

Goddard Relationship-Building Strategies

The City can grow the economic value of proximity to NASA Goddard by advancing formal partnerships, sustained engagement efforts, and proactive marketing of Greenbelt's strategic location and public infrastructure.

This strategy should be implemented in close coordination with economic development staff, regional economic partners, and NASA-affiliated businesses through the following activities.

1. *Conduct Outreach to New NASA Goddard Director*

   Schedule a formal briefing and listening session with the new Center Director to communicate the City's economic development goals and explore shared priorities.

2. *Define and Promote Greenbelt's NASA-Adjacent Assets*

   Inventory infrastructure, transit access, commercial amenities, and business resources that support NASA employees and contractors; integrate these into City marketing materials and the Business Retention + Expansion (BRE) Program.

3. *Leverage NASA Goddard as an Economic Development Asset*

   Explore policy tools to preserve and enhance the NASA-Greenbelt relationship, including joint programming, zoning coordination (with the County), and small business engagement strategies targeting NASA-adjacent firms.

4. *Strengthen Business-to-Government Relationships*

   Institutionalize the NASA Contractor Roundtable series underway now (quarterly), hosted by the City and regional partners, to create sustained engagement between local businesses and NASA procurement, workforce, and innovation stakeholders.

Case Study Example: Medical Mile Business Attraction

Greenbelt's "Medical Mile," anchored by Luminis Health Doctors Community Medical Center and surrounded by a network of professional office parks and retail centers, offers a high-value location for medical office tenants seeking proximity to hospitals, research institutions, and major population centers. Recent vacancy trends in Class A medical office space and shifting service delivery models (e.g., outpatient clinics, specialty care, urgent care, and telehealth hubs) have created timely opportunities for tenant recruitment and sector-based marketing.

Business Attraction Strategy

The City's optimal role is to serve as a connector and concierge—bridging property owners, brokers, and prospective medical office users while removing barriers related to permitting, incentives, and space identification.

1. *Targeted Outreach to Medical Service Providers*

   The City will develop a list of priority tenants, including specialty practices (e.g., dermatology, orthopedics, cardiology), outpatient surgical centers, women's health, behavioral health providers, and telehealth operators. Outreach will be coordinated with brokers managing Belle Point Office Park, Hanover Office Park, and Greenbelt Road Corridor properties.

2. Attend Business Conferences to Position and Market Key Assets

The City of Greenbelt should collaborate with area brokers to issue a medical-focused real estate prospectus will be created featuring:

- Proximity to Luminis Health and NASA Goddard
- Class A office buildings with ample parking
- Access to I-495, Route 201, and transit connections
- Nearby amenities including restaurants, retail, and hotels

This collateral should be integrated into the City's Business Retention & Expansion (BRE) toolkit and shared with regional brokers, healthcare site selectors, and industry associations at business conferences and regional trade events.

3. Continue to Convene Regular Medical Office Roundtables

Using Initiative 2.6 of the Business Connect Program, Greenbelt should host Business Industry Roundtables with existing tenants, regional hospital partners, real estate brokers, and economic development allies to identify location requirements, expansion trends, and site-specific needs (e.g., signage, permitting, accessibility).

4. *Leverage Strategic Partnerships*

Work with Prince George's County Economic Development Corporation (PGCEDC), University of Maryland Medical System, and Luminis Health to explore co-branded recruitment efforts and cross-referrals for tenants in need of satellite or expansion space.

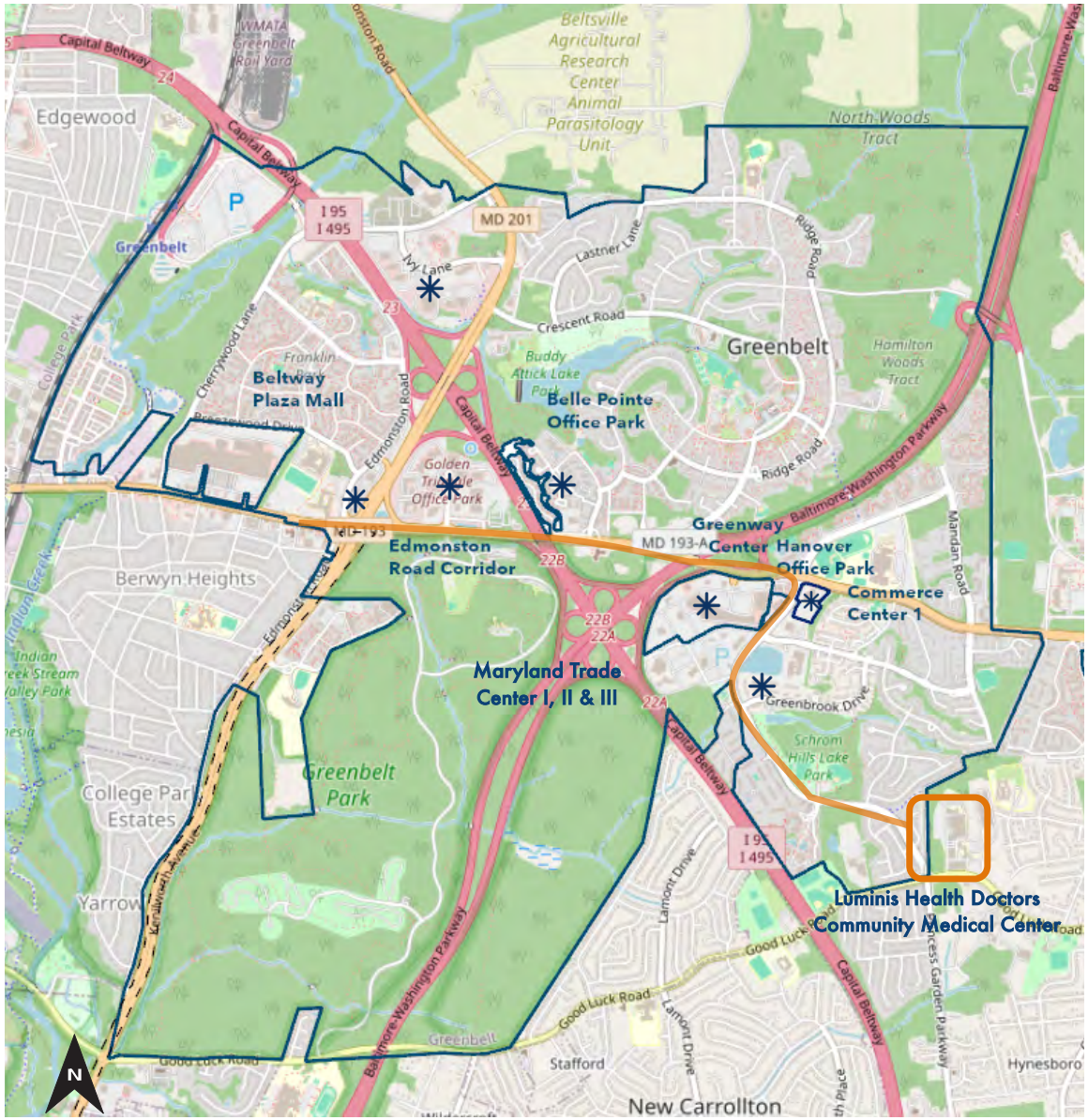
Intended Outcomes

A strong economy starts with taking care of the businesses you already have. Business Connect ensures that Greenbelt knows its businesses, listens to their needs, and helps them grow. The City of Greenbelt should focus resources on deepening its partnership with NASA Goddard, strengthen relationships with local contractors and stakeholders, and elevate the City's value proposition as a hub for science, technology, and innovation-related businesses.

Greenbelt's economic development activities focused on the Medical Mile will drive increased occupancy in Greenbelt's medical office corridor; enhanced visibility of the "Medical Mile" brand; stronger relationships with healthcare anchor institutions; and improved coordination between City, brokers, and building owners.

The map below (Figure 6) highlights Greenbelt's designated Growth Target Areas and the Medical Mile corridor, showcasing key locations for future development, commercial investment, and medical office attraction adjacent to major anchors like NASA Goddard and Luminis Health. These goals will be advanced through the 2.0 Greenbelt Business Connect Initiative, which formalizes proactive outreach, relationship-building, and targeted business services to attract and retain tenants in these strategic locations.

Figure 6: Target Growth Areas + Medical Mile



Greenbelt's Growth Target Areas and the Medical Mile offer property investors and office space tenants a mix of Class A and small format inventory with proximity to demand generated by Nasa Goddard and Luminis Health Doctors Community Medical Center

LEGEND

- Luminis Health Doctors Community Medical Center
- Medical Mile Office Space Opportunities

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; The Metts Group; Willdan, 202

3.0 Greenbelt Entrepreneurial Business Support Strategy

Policy Target: Early Stage/Entrepreneurial Businesses

To create a supportive pipeline for new business formation by connecting aspiring entrepreneurs to mentoring resources.

Unlocking Local Entrepreneurial Potential

Stakeholder feedback identified a need to better promote entrepreneurship as a local growth strategy and to tap into existing County assets to build a stronger business launchpad in Greenbelt. New entrepreneurial supports can be low-capital and high impact. For example, City sponsorship of the Kaufman Foundation's "1 Million Cups" events would foster a more connected and informed business environment.

Kauffman Foundation's 1 Million Cups is a free, weekly program where early-stage entrepreneurs present their startup ideas to a supportive community of peers and mentors for feedback over coffee. For more information: https://www.1millioncups.com/s/about.

Intended Outcomes

Greenbelt doesn't need to invest in business support services already provided by Prince George's County. Instead, the City can connect local entrepreneurs with the full range of resources detailed in Figure 7 on the following page.

These services are recommended by the International Economic Development Council as best practices for entrepreneurial business support. This initiative links residents with the tools they need to turn ideas into income, by providing targeted support for startups and small-scale ventures. This initiative gives early-stage Greenbelt's business community a seat at the table

Table 5: Greenbelt Entrepreneurial Business Support Program Initiatives

Program/Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
3.0 Greenbelt Entrepreneurial Business Support Program	3.1	Microgrant funding pool for startups and early-stage businesses	✓	3	Number of Business Pitch Events; Businesses launched or scaled	City ED Dept, Employ Prince George's Inc., Incubators, Financial Partners
	3.2	Program management or partnership funding with incubators/accelerators		3		
	3.3	Sponsorships for pitch nights, resource fairs, or networking events (i.e., One Million Cups)		3		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

Figure 7: Prince George's County Entrepreneurial Development Support Services

Provider	Key Programs / Services	Who It's For / What It Does
PGCEDC (Economic Development Corporation)	• Innovation Station Business Incubator – space, mentoring for early-stage firms. (PGCEDC) • ISBI Catalyst Grant – seed funding support. (PGCEDC) • Small Business Services & Latino Business Services – tailored assistance. (PGCEDC) • Business Outreach / "Choose Prince George's" – connecting county businesses with resources, procurement, financing, etc. (PGCEDC)	Useful for startups through growing businesses, particularly those seeking incubation, grants, contracting, or mentorship.
DPIE: Business Development Section	• Helps navigate permitting, licensing, and inspections; provides pre-permit reviews and consultations. (Prince George's County) • Manages "DPIE Connect" – preliminary design review meetings for entrepreneurs preparing projects. (Prince George's County) • Maintains outreach (community meetings, newsletters) to demystify county bureaucratic requirements. (Prince George's County)	A go-to when opening or expanding a business; helps avoid delays and surprises in regulatory process.
FSC First / Prince George's Financial Services Corporation	• Lines of Credit, stimulus grants, capital access for small businesses. (FSC First) • Technical support and financial counseling. (FSC First)	Good resource especially for businesses needing financing, equipment, or working capital; helps with underserved business owners.
State / Regional / National Partnerships	• Maryland Small Business Development Center (SBDC) supports business consulting, training, funding access. (Maryland SBDC) • American Job Center and Veteran-focused entrepreneurship programs (e.g. Project Opportunity) for veterans and specific populations. (Prince George's Job Center)	Helps connect business owners to broader services (beyond county agencies), especially training and funding opportunities.

Source: Prince George's County Economic Development Corporation; Prince George's County; Willdan, 2025

4.0 Greenbelt Retail Revitalization + Marketing Campaign

Policy Objective: Commercial Revitalization and Civic Branding

Enhance visibility and vibrancy in Greenbelt's key commercial areas through coordinated marketing, branding, and district-level improvements in partnership with Prince George's County's Façade Improvement Grant Program with additional technical assistance support provided by the National Trust for Historic Preservation's Main Street Program educational conferences.

Challenges Facing Greenbelt's Commercial Districts

Greenbelt's commercial districts—including Roosevelt Center, Greenway Center, and Beltway Plaza—face mounting competition from nearby jurisdictions with newer shopping centers, better signage, and more coordinated district. Vacant storefronts and dated branding reduce foot traffic and make it harder for local businesses to compete. The City lacks a unified marketing effort to tell Greenbelt's story or promote its districts as distinct destinations. Meanwhile, many businesses report that visibility challenges and inconsistent public realm design discourage customer visits.

Intended Outcomes

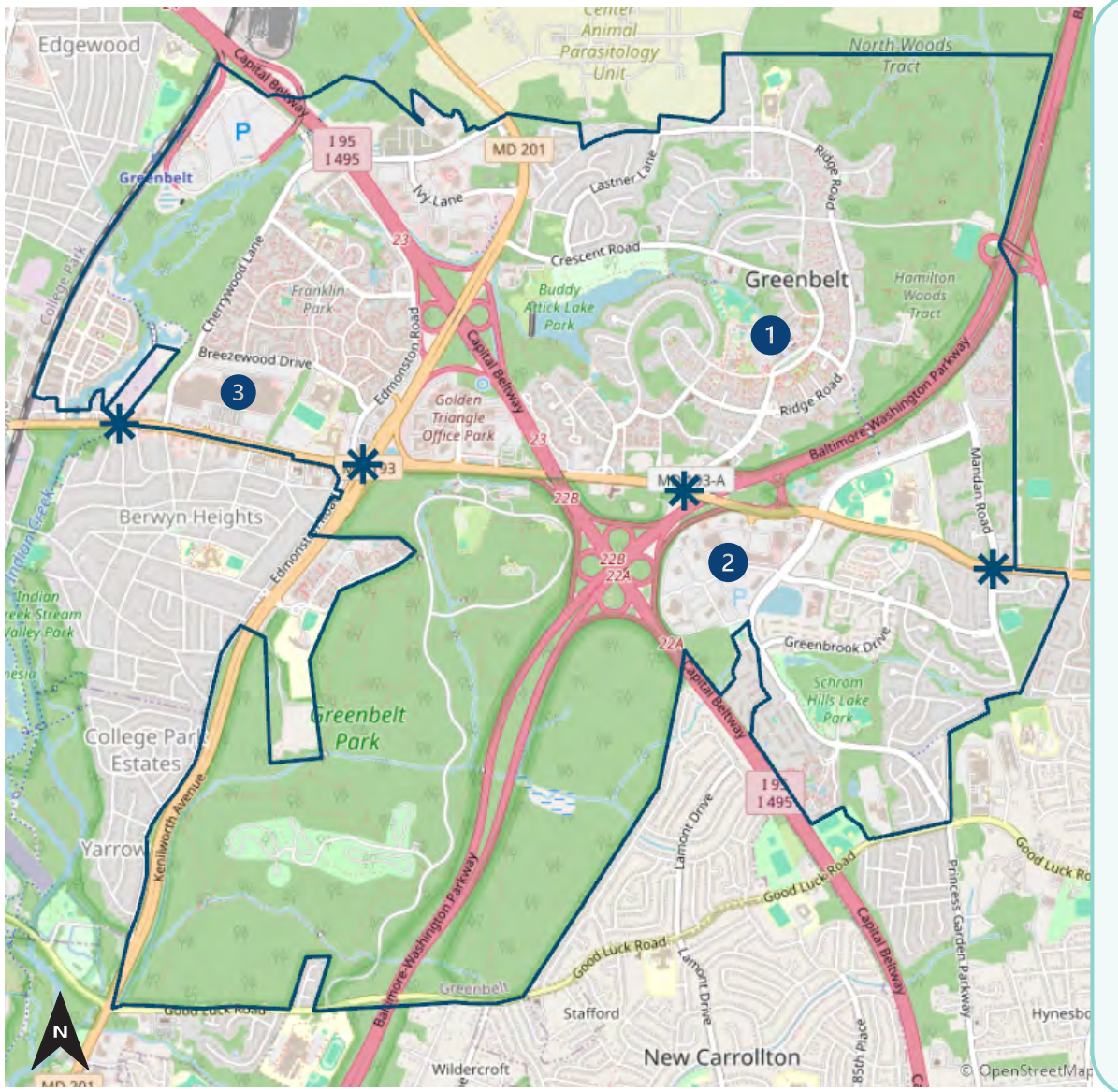
The initiative illustrated by the Retail Revitalization Target Areas & City Gateways Map (Figure 8) will breathe new life into Greenbelt's commercial districts. By upgrading signage, boosting visibility through campaigns, and investing in branding, the City will help local businesses get noticed—and draw more customers for repeat business.

Table 6: Greenbelt Retail Revitalization + Marketing Campaign Initiatives

Program/Initiative		Action Steps/Activities	Under-way	Start Year	Key Performance Metrics	Implementation Partners
4.0 Greenbelt Retail Revitalization + Marketing Campaign	4.1	Grant funding for façade improvements and interior fit-outs	✓	1	Retail vacancy rate reduced; Sales tax revenue increase	City ED Dept, City PIO, PG County, Property Owners, Marketing Contractors
	4.2	Graphic design and printing for marketing materials	✓	1		
	4.3	Paid social media, Google Ads, or regional media buys	✓	1		
	4.4	EngageGreenbelt.ORG EDSP highlights webpage	✓	1		
	4.5	Streetscape or signage improvements aligned with branding	✓	2		
	4.6	Photography, videography, or digital content development		3		
	4.7	Attend Main Street Program Conferences for technical Assistance		2		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

Figure 8: Retail Revitalization Target Areas & City Gateways



A City-led initiative to advocate for REVITALIZATION of Greenbelt's RETAIL CENTERS and CITY GATEWAYS will achieve multiple economic development objectives:

1) Unification of Greenbelt West/Center/East
2) Enhanced Sense of Place and Civic Branding
3) Increased capture of foot traffic support for Retailers of all sizes

LEGEND

- 1 Roosevelt Center
- 2 Greenway Center
- 3 Beltway Plaza Mall
- ✳ City Gateways

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

5.0 Future Opportunity Sites Redevelopment Strategy

Policy Target: Public Property Activation

To repurpose underutilized public property to generate new tax revenue and meet community development goals.

Case Study Example: Armory + City Administration Sites

The City has three (3) potential opportunity sites for redevelopment: the Greenbelt Armory, the City Municipal Building, and the Greenbelt Fire Station. However, not all of these opportunities will be able to be developed. The linchpin decision depends upon what the use will be for the Armory site. If the Greenbelt Fire Station moves to the Armory site, then their current location on Crescent Road will be available. Likewise, if the City's administrative offices move to the Armory, the current Municipal Building will be a viable development option. Because the Armory decision has yet to be made, this EDSP will look at each site as a potential development opportunity.

Each of these sites are home to structures that are aging, underutilized, or functionally obsolete. Currently, there is no formal redevelopment process or dedicated budget in place to evaluate or market these properties. This limits the City's ability to unlock their full value or attract private investment.

Intended Outcomes

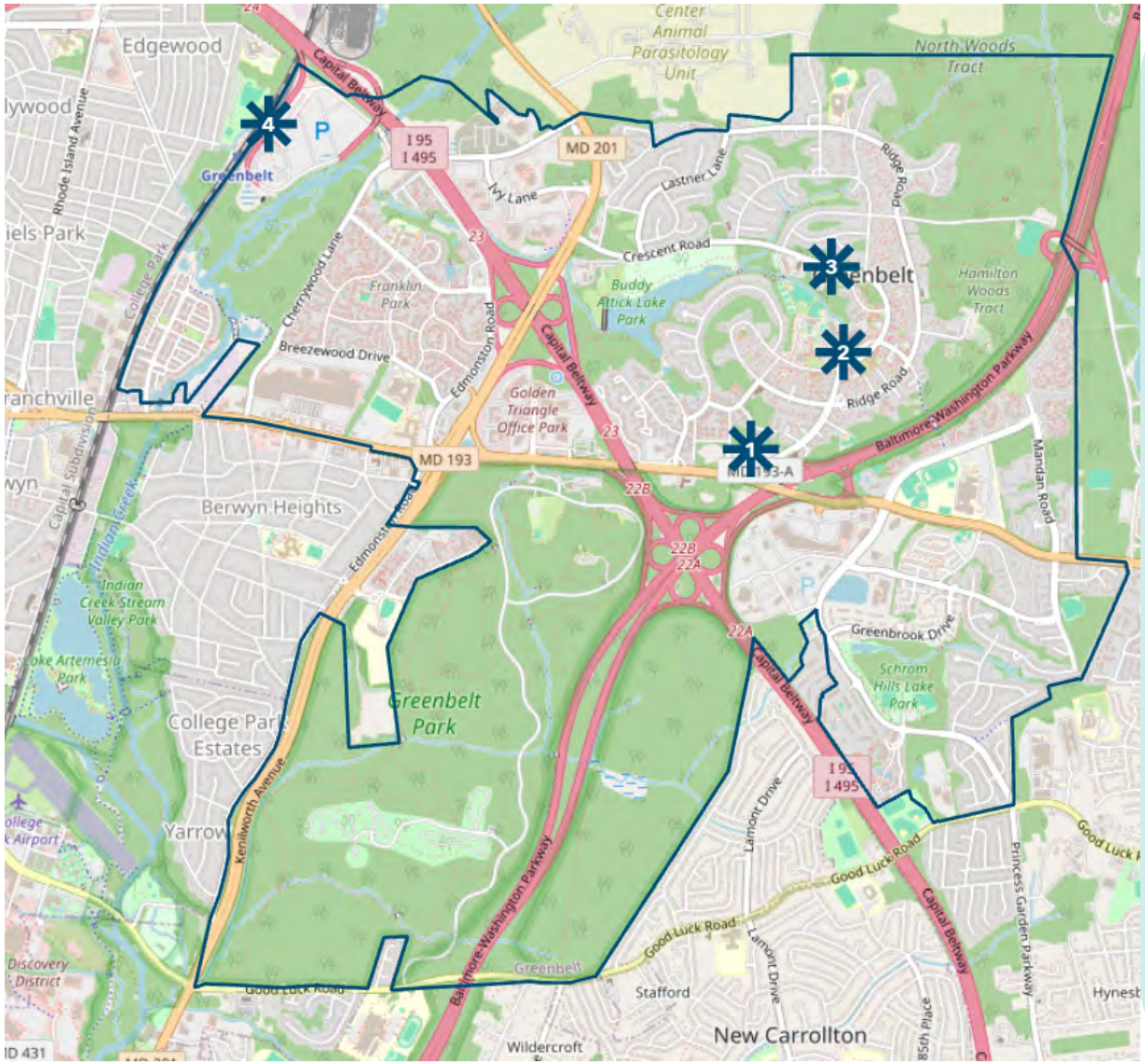
City-owned/controlled properties can shape future growth on the City's terms. This strategy lays the groundwork for using public assets more strategically—whether through consolidation, redevelopment, or partnerships. The goal isn't to sell off land—it's to make sure every public site yields maximum fiscal and community benefits.

Table 7: **Future Opportunity Sites Redevelopment Strategy Initiatives**

Program/Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
5.0 Future Opportunity Sites Redevelopment Strategy	5.1	Kick-off meeting, other Alliance meetings and events		3	$ Value of infrastructure investments; New tax-producing space developed (Sq. Ft); Net change in taxable value	City ED Dept, Real Estate Advisors, Developers
	5.2	Regional community engagement events and surveys		3		
	5.3	Staff time for working group meetings / zoning ordinance updates		3		
	5.4	Other TBD		3		
	5.5	Predevelopment investment (architectural renderings, appraisals)		2		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 20

Figure 9: Future Opportunity Sites



Greenbelt's FUTURE OPPORTUNITY SITES are the City's greatest opportunities for growth and generating new tax revenues to support City programs and services.

LEGEND

1. Armory Site
2. City Administration Building
3. PGFD Fire Station 835
4. Greenbelt Metro Station + Ancillary Development (FBI HQ Relocation Site)

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

6.0 Multi-City Economic Alliance

Policy Targets: Marketing/Promotion & Adaptive Reuse/Infill

To leverage marketing dollars and reach a broader target group by building shared capacity, Greenbelt should focus on increasing visibility through coordinated policy advocacy with peer cities. This is about working together regionally for marketing, attraction and building partnerships, not about revitalizing commercial properties, although that might be an outcome to the efforts.

Strength in Regional Collaboration

Greenbelt is one of several Prince George's County cities confronting similar redevelopment challenges—especially around aging shopping centers and fragmented ownership. Limited staff capacity, tight budgets, and a lack of unified regional strategy often place smaller cities at a disadvantage when seeking development approvals, funding, or private investment.

Intended Outcomes

This initiative enables Greenbelt to pool resources with peer cities, jointly staff a presence at key industry events like ICSC, and speak with a unified voice when lobbying the County and State for infrastructure investment, site readiness funding, and policy reform. It's not about becoming like other cities—it's about working alongside them to strengthen Greenbelt's leverage and leadership in the regional economy.

Table 8: Multi-City Economic Alliance Initiatives

Program/Initiative	Action Steps/Activities		Underway	Start Year	Key Performance Metrics	Implementation Partners
6.0 Multi-City Economic Alliance	6.1	Pre-development feasibility studies (market, engineering, financial)	✓	1	Examples of joint marketing efforts/collaborations, number of partnerships formed, number of businesses attracted to the regio	City ED Dept, Peer ED Offices
	6.2	City-funded portion of infrastructure upgrades (e.g., roads, utilities, stormwater)	✓	3		
	6.3	Consultant services for rezoning, entitlement support, or site planning		3		
	6.4	Legal and real estate advisory services for negotiations with developers		2		
	6.5	Gap financing or incentives (e.g., TIF, PILOT agreements)		3		
	6.6	Pursue State and Federal sources for gap financing/incentives (e.g., Grants, TIF, PILOT)		2		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

7.0 Priority Projects Partnership Program (P3 Program)

Policy Target: Strategic Redevelopment and Fiscal Resilience

To accelerate catalytic redevelopment by investing early in site readiness, infrastructure planning, and public-private coordination—especially for sites with high visibility and fiscal impact potential.

What's Holding Back High-Impact P3 Development Activity?

Greenbelt faces increasing pressure to revitalize aging commercial areas and encourage mixed-use development that aligns with community values. However, redevelopment activity remains constrained by high capital costs driven by elevated interest rates, persistent inflation, and construction labor shortages.

Additionally, uncertainty around supply chain disruptions and potential tariff increases on key building materials further complicates cost forecasting and project feasibility.

Table 9: Priority Projects Partnership Program (P3) Initiatives

Program/ Initiative	Action Steps/Activities		Underway	Start Year	Key Performance Metrics	Implementation Partners
7.0 Priority Projects Partnership Program (P3 Program)	7.1	Re-engage State & County Stakeholders to secure infrastructure commitments	✓	1	Number of development projects supported; Net change in real property tax revenue	City ED Dept, County Planning, Property Owners, Development Community
	7.2	Convene a P3 Task Force to formalize intergovernmental coordination, facilitate predevelopment, track priority project progress		2		
	7.3	Issue an "Opportunity Prospectus" to market the Greenbelt Metro Station site		3		
	7.4	Secure Technical Assistance (e.g., from MDP, MWCOG, or Smart Growth America) for TOD planning		3		
	7.5	Evaluate Other Catalytic Sites to include in the P3 Program (Armory Site, Beltway Plaza, Medical Mile)		3		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

P3 Case Study Example: Greenbelt Metro Station/FBI Campus

The 61-acre WMATA-controlled site at Greenbelt Metro Station—originally proposed for the FBI Headquarters—remains one of the region's most significant and rare transit-oriented development (TOD) opportunities. Designated a Priority Focus Area in Prince George's County's Subregion 1 Sector Plan, the site holds high TOD potential even if the federal relocation does not proceed.

Federal decision-making on the FBI Headquarters relocation remains politically uncertain while high interest rates and inflation impact developer interest and financing feasibility. The City's power to facilitate private investment and P3 development activity is further constrained by a lack of local zoning authority limits City control over land use and entitlements.

The State of Maryland allocated approximately $200 million for infrastructure investments to support the FBI relocation; this funding remains in the budget and could support site readiness for other large-scale uses.

WMATA's land disposition strategy aims to attract private development that boosts ridership and supports long-term fiscal sustainability. With or without the FBI, this site is a flagship TOD opportunity where the City of Greenbelt can play a proactive role in shaping this development through planning partnerships and advocacy for site readiness, infrastructure planning, future user attraction, and public-private coordination.

The City of Greenbelt's role in the Greenbelt Station Site's development starts with aligning the EDSP goals with County and State planning efforts to secure public investment—driven by comprehensive, intentional strategy to leverage TOD as a driver of housing, employment, and revenue generation.

P3 Case Study Example: City Armory and Municipal Building P3 Strategy

The Armory Site presents an immediate and catalytic redevelopment opportunity that can serve as the first phase in a broader, multi-site public-private partnership (P3) strategy for the City of Greenbelt. Located adjacent to the Municipal Building at 25 Crescent Road (Opportunity Site 2), the Armory's reuse potential is amplified by its proximity to other City-owned properties and civic assets in historic Greenbelt Center.

Together, these publicly controlled sites offer a rare chance to pursue phased infill development that aligns with City goals for placemaking, municipal modernization, and nonprofit and community-serving space. By co-planning the Armory site with the Municipal Building's long-term future, Greenbelt can test P3 models, establish development partnerships, and create a blueprint for reinvestment in other aging civic facilities.

City-Led P3 Program Strategy Recommendations

The City's optimal role is to serve as a proactive convener, landowner, and facilitator of public benefit outcomes—balancing economic development goals with community values. In the near term, the City should:

1. Complete a Highest and Best Use Study for the Armory and Municipal Building sites to evaluate highest and best use scenarios, including options for nonprofit office space, civic functions, and mixed-use development.
2. Solicit private-sector interest through a Request for Expressions of Interest (RFEI) or a targeted Developer Roundtable to explore public-private partnership (P3) structures.
3. Engage technical advisors to guide deal structuring and community benefit negotiations.
4. Ensure alignment with other City assets and reinvestment plans, including adaptive reuse of the Community Center, Library, or Greenbelt CARES spaces.

Intended Outcomes

The Priority Projects Partnership Program (P3 Program) equips Greenbelt with a long-term tool to shape redevelopment proactively—rather than reacting to external forces.

By identifying high-impact municipal and regionally significant sites—starting with the Greenbelt Metro Station and extending to strategic infill locations like the Armory and Municipal Building sites—the City can establish a repeatable model for aligning public land assets with private sector investment and development expertise.

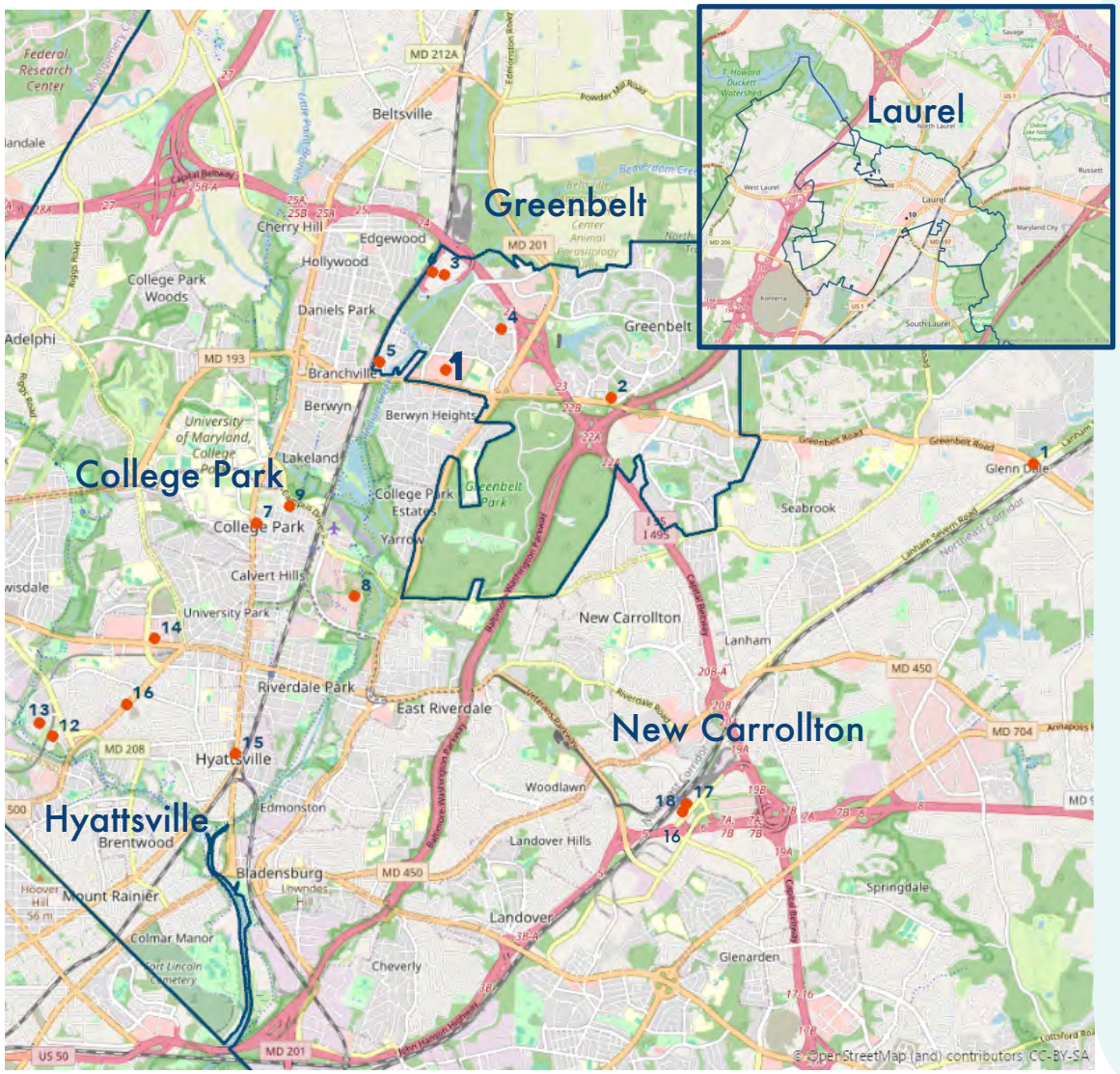
This program enables Greenbelt to leverage underutilized parcels for targeted outcomes such as transit-oriented development (TOD), expanded civic and nonprofit uses, and mixed-use activation of the City core. By coordinating early feasibility studies, developer engagement, and shared infrastructure planning, the City lays the foundation for multi-site implementation that supports fiscal resilience, job creation, community services, and sustainability.

The P3 Program's approach—rooted in deliberate partnerships and clear investment priorities—ensures that Greenbelt builds local momentum and regional relevance while preserving its values and shaping its future.

Peer Cities Major Projects

The following map of major projects in surrounding peer cities (Figure 10) presents case study examples and best practices from neighboring jurisdictions, offering Greenbelt valuable opportunities to learn from peers, adapt proven approaches, and strengthen its own redevelopment strategies.

Figure 10: Peer Cities Major Projects



Source: City of Greenbelt; Civic Consulting Group; Willdan, 2025

PEER CITIES MAJOR PROJECTS

Greenbelt can learn from its neighboring communities how to facilitate development projects that balance community desires with fiscal resilience.

1	Beltway Plaza Redevelopment
2	Armory Site + Greenbelt Road Corridor Pl
3	Metro Station Ancillary Development Site
4	Motiva Apartments
5	Verde at Greenbelt Station
6	Greenbelt Metro Station
7	College Park City Hall and Plaza
8	Discovery District
9	Leonardtown Graduate Housing
10	Towne Centre at Laurel
11	Walkable Laurel Initiative
12	The Riverfront at West Hyattsville Metro
13	Sovren Apartments at Riverfront
14	The Six at University Town Center
15	Hyattsville Canvas Apartments
16	Queens Chapel Rd Corridor Revitalization
17	New Carrollton Metro Development
18	The Margaux

8.0 City Public Information/ Marketing Tourism Support Strategy

Policy Target: Tourism & Experience Economy

Increase tourism-related revenue and visibility by partnering with the City's Public Information Office to promote Greenbelt's cultural, recreational, and historic assets.

Why Visitors Matter to Greenbelt's Future

Greenbelt is rich in parks, arts, history, and community events—but currently lacks a coordinated tourism strategy. Visitor-facing information is fragmented, signage is limited, and existing events are not widely promoted beyond city borders. Without a focused effort to market Greenbelt as a destination, the City misses out on regional tourism dollars and economic spillover benefits for local businesses. Greenbelt's historic legacy, cultural assets, and strategic location position it to capture greater visitor spending and brand recognition. However, without a cohesive marketing and tourism strategy, the City risks missing out on economic benefits tied to day-trip tourism, heritage tourism, and event-based activation.

Intended Outcomes

This initiative aligns the City's communications resources with economic development goals. Through shared branding, event promotion, and digital marketing tools, Greenbelt can attract new visitors, increase foot traffic to commercial areas, and boost spending at local businesses. Tourism is a low-cost way to generate revenue—and this strategy ensures that Greenbelt is not overlooked by regional travelers.

Table 10: City Public Information/ Marketing Tourism Support Strategy Initiatives

Program/Initiative		Action Steps/Activities	Underway	Start Year	Key Performance Metrics	Implementation Partners
8.0 City Public Information/ Marketing Tourism Support Strategy	8.1	Event coordination (permits, security, entertainment)	✓	1	Event attendance; Tourism revenue; Hotel night stays; Web traffic	City ED Dept, City PIO, Arts & History Orgs
	8.2	Website development (Civic Plus) or booking engine integrations	✓	1		
	8.3	Tourism-focused marketing and collateral (maps, itineraries, branding)		2		
	8.4	Partnerships with tourism boards or trail networks		2		
	8.5	Infrastructure (e.g., signage, kiosks, trail wayfinding)		2		

Source: City of Greenbelt; The Metts Group; Civic Consulting Group; Willdan, 2025

Performance Metrics

Introduction

A clear and consistent system for tracking progress is essential to the success of the Greenbelt Economic Development Strategic Plan (EDSP). Performance metrics help translate vision into action, ensuring that public investments and staff resources are aligned with measurable outcomes.

Purpose

The proposed performance metric framework is designed to assess the effectiveness of EDSP initiatives, inform future budget decisions, and demonstrate accountability to City Council, City staff, and the business community. Tracking metrics over time will help the City identify what's working, adapt to changing conditions, and build long-term support for economic development efforts.

Monitoring: Data Collection

The City of Greenbelt should implement a centralized performance tracking system using a Customer Relationship Management (CRM) platform such as Salesforce. This tool will serve as the backbone for data collection and allow the Economic Development team to document outreach activities, business touchpoints, survey responses, grant performance, event participation, and more. Key indicators will be aligned with each initiative, such as vacancy rate reduction, number of businesses served, and investment leveraged.

Reporting: Quarterly and Annual Updates

Performance metrics should be reviewed quarterly by City staff and reported out annually in a public format. Each year, the Economic Development team should compile a dashboard-style summary that shows year-over-year progress across all eight initiatives. These updates can inform decisions related to General Fund support, Capital Improvement Plan (CIP) priorities, and strategic reallocations of City resources.

Linkages to Budgeting

Performance tracking will directly support Greenbelt's fiscal planning processes. Metrics such as commercial occupancy rates, job growth, and sales tax revenue can provide early indicators of return on investment (ROI) and guide future funding allocations. The ability to measure outcomes strengthens the City's case for budget requests and external grant applications.

Annual Economic Summit

To maintain momentum and build community buy-in, the City should present these results at an Annual Economic Development Summit. This public-facing event would offer a platform to showcase successes, highlight impact stories, and re-engage the business community and regional partners.

The following Table 11 provides a summary overview of recommended Performance Metrics and data sources.

Table 11: Greenbelt EDSP Performance Metrics

Greenbelt EDSP Program/Initiative		Key Performance Metrics	Data Sources
1.0	Greenbelt Post-COVID Resilience Strategy	1.1. Number of "We Care" drop in events/small businesses assisted 1.1. Number of business-interactions (touches) from Marketing Outreach Campaigns	SalesForce
2.0	Greenbelt Business Connect Program	2.1 Business visits conducted 2.2 Retention rate of local businesses	SalesForce
3.0	Greenbelt Entrepreneurship Support Program	3.1. Number of Events Held 3.2. Number of Businesses Pitches	SalesForce
4.0	4.0 Greenbelt Retail Revitalization + Marketing Campaign	4.1 Retail vacancy rate reduced 4.2 Sales tax revenue increase	CoStar/Individual Property Owners; City Budget
5.0	City-Owned Assets Redevelopment Strategy	5.1. Dollar Value of infrastructure investments 5.2. New tax-producing space developed (Sq. Ft.) 5.3. Net change in taxable value of land by parcel	State/County; City Budget
6.0	Multi-City Economic Alliance	6.1. Examples of Joint marketing efforts/collaborations 6.2. Number of Partnerships formed 6.3. Number of businesses attracted to the region	City ED Dept; SalesForce
7.0	Priority Projects Partnership Program (P3 Program)	7.1 Number of development projects supported 7.2 Net change in real property tax revenue	City ED Dept; County Assessor
8.0	City Public Information/ Marketing Tourism Support Strategy	8.1 Event attendance 8.2 Tourism revenue 8.3 Hotel night stays 8.4 Web traffic	City ED Dept; CoStar/STR Data; City PIO

Source: City of Greenbelt; International Economic Development Council; Willdan, 2025

IV. Marketing + Branding Strategy

Introduction

A clear, consistent, and compelling message is essential to attract businesses, support local enterprises, and engage residents in the City's economic future. The City of Greenbelt's Marketing and Branding Strategy is designed to elevate the City's visibility, build investor confidence, and promote a business-friendly identity that reflects Greenbelt's values and vision.

Marketing and branding play a critical role in economic development by shaping perceptions, highlighting competitive assets, and reinforcing a sense of place. For Greenbelt, this means communicating the City's unique character—its progressive values, green heritage, and civic pride—while projecting readiness for growth and investment. Best practices from peer communities show that coordinated outreach, district branding, and digital storytelling can drive commercial revitalization and deepen public engagement.

This strategy is intentionally designed to be practical and scalable. It leverages existing partnerships with Prince George's County and State agencies, regional business groups, and local institutions. Recognizing Greenbelt's budget constraints, the approach prioritizes low-cost, high-impact actions that can be implemented with existing staff capacity or modest contracts.

Success will mean greater awareness of Greenbelt as a business destination, increased participation in local programs and events, and stronger connections between City government and the business community. Over time, this strategy aims to create a recognizable economic identity for Greenbelt—one that inspires confidence, encourages investment, and celebrates the community's strengths.

City of Greenbelt

Economic Development Marketing + Branding Strategy

A. Branding & Identity
B. Digital Marketing
C. Print & Promotions
D. Events & Campaigns
E. Partnership Marketing
F. Performance Tracking

A. Branding & Identity

Policy Objective

Establish a cohesive and professional brand that reflects Greenbelt's values and positions the City as a welcoming place for businesses, residents, and investors.

Why Greenbelt's Identity Needs an Update

Currently, Greenbelt's economic development branding is fragmented. Business districts lack cohesive signage, and there is no unified visual identity to market Greenbelt's commercial offerings.

Stakeholders—including business owners and regional partners—expressed the need for a stronger, more consistent message that reflects Greenbelt's economic vision and unique community character.

Intended Outcomes

A strong and consistent brand will elevate Greenbelt's profile in the region, instill pride in local businesses, and help attract new investment. Branding is not just about aesthetics—it's a strategic tool to communicate Greenbelt's identity and readiness for economic opportunity.

Table 12: Marketing Strategy – Branding & Identity Initiative

A	Branding & Identity	Implementation Underway
A.1	Develop cohesive branded signage for Greenbelt Road commercial centers	✓
A.2	Launch refreshed Economic Development mission statement, tagline, and brand guide	
A.3	Refine ED branding based on feedback; apply across all City communications	
A.4	Update brand assets; maintain consistency in new developments	
A.5	Conduct a full brand audit and plan next refresh cycle	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

B. Digital Marketing

Policy Objective

Strengthen Greenbelt's digital presence to attract and retain businesses, promote City programs, and connect with residents, investors, and visitors in a more accessible and engaging way.

How Greenbelt Can Compete Online

Today, Greenbelt lacks a centralized, modern platform for promoting its economic development assets. The City's current website is limited in its ability to support marketing campaigns or track user engagement.

Business owners and prospective investors report difficulty accessing information and services online. At the same time, peer cities are increasingly using digital tools—such as microsites, newsletters, and CRM-integrated content—to enhance visibility and deliver personalized support.

Intended Outcomes

A strong and consistent brand will elevate Greenbelt's profile in the region, instill pride in local businesses, and help attract new investment. Branding is not just about aesthetics—it's a strategic tool to communicate Greenbelt's identity and readiness for economic opportunity.

Table 13: Marketing Strategy – Digital Marketing Initiative

B	Digital Marketing	Implementation Underway
B.1	Launch business e-newsletter; integrate CRM to track engagement	✓
B.2	Launch new ED microsite; initiate SEO and digital ads; start social media campaigns	
B.3	Add video case studies; enhance website with interactive maps and data dashboards	
B.4	Introduce website chatbot or AI tools for site selectors and investors	
B.5	Upgrade platform for multilingual content; expand influencer collaborations	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

C. Print + Promotions

Policy Objective

Create high-quality printed materials and visual assets to raise awareness of Greenbelt's commercial areas, support business attraction efforts, and reinforce the City's brand identity in physical spaces.

Telling Greenbelt's Story in Every Space

While Greenbelt is home to several unique retail districts and public spaces, the City currently lacks a coordinated system of signage, print materials, and collateral that reflect a cohesive brand. Business owners and new residents have noted limited visibility of commercial areas and an absence of materials to help orient and welcome them.

Peer communities often rely on signage, wayfinding, and branded collateral to create a more engaging and navigable commercial environment.

Intended Outcomes

Clear, attractive print and promotional materials help make Greenbelt's economic opportunities visible to the outside world—and help current residents and business owners feel more connected and informed. These efforts signal professionalism, pride, and readiness to engage new prospects.

Table 14: Marketing Strategy – Print + Promotions Initiative

C	Print + Promotions	Implementation Underway
C.1	Add wayfinding signs and storefront decals; promote seasonal guides	✓
C.2	Design and distribute brochures, fact sheets, district banners	
C.3	Create welcome packets for new businesses and residents	✓
C.4	Expand collateral to regional hotels, airports, and visitor centers	
C.5	Print/distribute 5-year Greenbelt Economic Development Update lookbook report	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

D. Events + Campaigns

Policy Objective

Increase engagement with Greenbelt's business community and prospective investors through dynamic events and campaigns that elevate the City's visibility and foster connection.

Turning Visibility into Economic Growth

Greenbelt hosts a variety of community events, but few are directly tied to economic development. Local businesses and regional partners have expressed interest in more structured platforms to network, showcase success stories, and highlight investment opportunities. Peer cities often use recurring events to promote shopping locally, share development updates, and build investor confidence. Through ongoing collaboration with the Greenbelt Business Alliance, these events can be tailored to spotlight local entrepreneurs, foster inclusive participation, and ensure continuity in the City's messaging and outreach efforts.

Intended Outcomes

These events serve as a platform to build relationships, generate buzz, and demonstrate that Greenbelt is open for business. They provide opportunities to celebrate success, strengthen community ties, and share the City's evolving vision for economic growth.

Table 15: Marketing Strategy – Events + Campaigns Initiative

D	Events + Campaigns	Implementation Underway
D.1	Co-host Business Alliance Awards Gala highlighting business friendly investment climate + 2 Annual Business Climate Forums	✓
D.2	Host quarterly 'Shop Local' events; launch Business Spotlight series	
D.3	Expand event series to include tourism/heritage themes	
D.4	Organize Greenbelt Investment Forum	
D.5	Launch district-based programming (Historic Greenbelt, Beltway Plaza, etc.)	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

E. Partnership Marketing

Policy Objective

To extend the reach of Greenbelt's economic development messaging by collaborating with regional, state, and nonprofit partners through co-branded marketing and joint initiatives.

Amplifying Impact Through Regional Allies

Greenbelt operates in a competitive regional environment where cities with larger communications budgets and established networks often dominate visibility. Prince George's County, the State of Maryland, and local institutions (such as arts organizations and schools) offer marketing resources and platforms that Greenbelt has yet to fully leverage. Collaboration is a cost-effective strategy to amplify impact.

Intended Outcomes

By working together, Greenbelt can increase brand visibility, share costs, and build stronger alliances that support economic development. These partnerships are a strategic way to ensure the City's story is told—at the county, state, and regional levels.

Table 16: Marketing Strategy – Partnership Marketing Initiatives

E	Partnership Marketing	Implementation Underway
E.1	Host joint webinars and regional roundtables	✓
E.2	Engage County and State in co-branded 'Invest in Greenbelt' campaign	
E.3	Develop cross-promotion with arts, schools, and tourism boards	
E.4	Secure media sponsorships and regional business partnerships	
E.5	Evaluate and renew partner agreements; expand to regional networks	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

F. Performance Tracking

Policy Objective

To Establish clear, measurable indicators of success to guide marketing efforts, inform adjustments, and demonstrate the value of economic development to City leadership and the community.

Measuring What Matters for Accountability

Greenbelt currently lacks a unified framework for tracking the impact of its economic development marketing activities. Without data, it is difficult to determine what's working, justify investments, or adapt strategies in real time. Performance tracking is essential to building transparency, accountability, and momentum.

Intended Outcomes

By monitoring results and sharing progress, Greenbelt can make smarter decisions, engage the community, and build long-term support for its economic development initiatives. Transparency builds trust—and a data-driven strategy drives results.

Table 17: Marketing Strategy – Performance Tracking Initiative

F	Performance Tracking	Implementation Underway
F.1	Launch public dashboard of Year 1 results	
F.2	Establish baseline KPIs; begin quarterly tracking	
F.3	Survey businesses and residents on campaign impact	
F.4	Adjust tactics based on performance data and trends	
F.5	Publish 5-year summary report with ROI analysis	

Source: City of Greenbelt; International Economic Development Council; Civic Consulting Group; The Metts Group; Willdan, 2025

V. Estimated Implementation Costs

The proposed EDSP will be implemented with existing funding allocated to the City's administrative budget based on previously approved Economic Development functions.

The majority of costs envisioned are associated with formalizing the City's Business Retention and Expansion Program activities (i.e., Salesforce license).

This plan does not propose to reduce or eliminate funding for any programs or contributions that are currently allocated within the Economic Development department budget.

Other costs related to operating expenditures like training, marketing and event promotion, conference attendance (i.e., regional ICSC events), data licenses, and participation in conferences and trade shows shall be approved on a case-by-case basis.

The proposed costs take into consideration the need to augment existing staff in future years of the plan. However, additional work is needed to further define the job title, description, and salary range for any new full-time position based upon the objectives and work assignments at the time the position is proposed.

The cost estimates will be further refined on an annual basis throughout the life of the EDSP based on:

- Findings of the performance metrics update
- The fiscal capacity of the City to allocate additional discretionary funding to the program is based on projected economic conditions
- Leveraging of external funding sources through grants and partnerships

Response to local economic trends, business needs and City Council priorities.

Refer to the City's General Fund Budget for detailed annual budget assumptions.

Appendix: I: City Council Budget Book Pillar IV: Collaboration, Innovation & Smart Economic Development Goals

Goals	Objectives	Action Items
1.Jobs & Resource Lab	1.1: Establish dedicated spaces:	Support entrepreneurship, startups, and small businesses
	1.2: Provide shared resources:	Offer mentorship, training, and access to business support programs
	1.3: Encourage collaboration:	Create a hub for idea exchange and co-working
2.Cross-Sector Collaboration	2.1: Facilitate partnerships:	Connect government, businesses, nonprofits, and community groups
	2.2:Host networking events:	Organize workshops, conferences, and business roundtables
	2.3: Advance public-private solutions:	Co-design initiatives addressing sustainability, public health, and economic development
3.Digital Infrastructure & Connectivity	3.1: Expand digital access:	Deploy new platforms and communication tools (MPIA portal, Facebook/YouTube streaming)
	3.2: Modernize city systems:	Digitize City code, charter, and ordinances
	3.3: Invest in new website:	Issue RFP for improved City web presence (Completed)
4.Culture of Experimentation & Learning	4.1: Launch pilot projects:	Test new technologies, approaches, and community initiatives
	4.2: Evaluate outcomes:	Collect feedback, monitor results, and share best practices
	4.3: Celebrate innovation:	Recognize successful projects through awards and storytelling

Source: City of Greenbelt, 2025

Appendix II: Opportunity Sites and Target Area Project Profiles

Opportunity Site 1: Greenbelt Armory – 7100 Greenbelt Road
Ownership: City of Greenbelt

Existing Conditions	Redevelopment Opportunities
The 8-acre Armory site encompasses 21,500 square foot building, storage garages and a smaller accessory building. A Feasibility Study completed in 2025 reveals lead, mold, and asbestos, along with damage from vandalism and water damage due to a compromised roof. Related public engagement meetings revealed support for a mixed-use option that would maximize the City's long-term goals for fiscal health, community character, and economic growth.	The EDSP findings agree with the findings of the AMAR Feasibility Study and the recommendations to further evaluate "Scheme 3: Mixed-Use Municipal/Commercial Center" (34,300 sq ft), including City administrative offices, commercial space, live/work units, and approximately 2,500 sq ft of neighborhood-serving dining amenities. This strategy best aligns with EDSP priorities and offers greatest opportunity for economic development and community benefits.
Challenges/Constraints:	**Long-Term Recommendations (Year 3+):**
• Environmental mitigation • Competing community needs • Complex P3 development strategy will require sustained project management by the City to ensure the future built space achieves City objectives	1) Undertake future Highest and Best Use study to identify the most economically advantageous use for the site. 2) Issue an Expression of Interest followed by a Master Developer Request for Proposal to partner with a well-capitalized and qualified developer with experience in similar projects. 3) Explore redevelopment of the Armory site in conjunction with the repositioning of other City-owned assets to maximize the return on public investment.

Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 2025

Opportunity Site 2: City Municipal Building – 25 Cresent Road
Ownership: City of Greenbelt

Existing Conditions	Redevelopment Opportunity
The 3.34-acre parcel houses the City administrative offices, including the City Manager's office, Finance, Information Technology and Human Resources. Upstairs is the City Council Chambers where City Council Meetings are held. Greenbelt CARES and the Gail Program are also housed in the Municipal Building. The property is centrally located adjacent to other City services/amenities and historic Greenbelt Center.	• Possible future office space for local nonprofits and other relocated city functions. • Strategic P3 asset in concert with Armory site redevelopment • Multiuse development
Challenges/Constraints	**Long-Term Recommendations (Year 3+)**
• Redevelopment of City Municipal building site is only feasible if the Armory site is redeveloped into multi- and mixed-use civic center. • City administrative functions must be relocated for this site to become a future redevelopment opportunity site.	• City should use the previous feasibility study to determine the most economically impactful use for the site. • Engage local development expertise to better understand possible P3 structures. • Consider the site in conjunction with the redevelopment of other City owned assets.

Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 2025

Opportunity Site 3: PGFD Fire Station 835 – 125 Crescent Road
Ownership: City of Greenbelt

Existing Conditions	Redevelopment Opportunities
• Volunteer Fire Department Personnel and Career Emergency Medical Technicians (EMT) • Facility houses two engines and two ambulances that provide emergency services in Prince George's County, Maryland.	• Fire Fighter/EMT Station -or- • Future mixed-use P3 candidate (long-term) • City Operations • Recreation Facilities • Other, to be determined through Highest and Best Use Analysis
Challenges/Constraints	**Long-Term Recommendations (Year 3+)**
• Prince George's County Fire Department decision timeframe unknown • Due to the City's need for efficient life-saving services within reasonable response times, this future use of this site for infill redevelopment is dependent upon the relocation of Greenbelt's existing volunteer fire/EMT staff to the Armory Site	• Revisit alternatives after Prince George's County makes a final determination about the site • Consider the site in conjunction with the redevelopment of other City owned assets/development projects.

Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 2025

Opportunity Site 4: Greenbelt Station/FBI Headquarters Campus Relocation Site Ownership: WMATA	
Existing Conditions	**Redevelopment Opportunity**
The 61-acre WMATA-owned site adjacent to Greenbelt Metro & MARC stations. Previously proposed as the new FBI Headquarters relocation site, it is currently used as surface parking and WMATA facilities (e.g., bus bays, parking lot). The site is located within Prince George's County's Subregion 1 Sector Plan Priority Focus Area, offering strong regional transit access but limited internal site infrastructure.	The site is one of the last major metro-accessible parcels in the DC region identified for transit-oriented development. The Greenbelt Metro Area / MD 193 Corridor Sector Plan covers approximately 1.79 square miles of land (around 1,145 acres) in the sector, including this site. The FBI Campus use envisioned approximately 7,500 jobs +1 million square feet of mixed-use development capacity. With or without the FBI as an anchor tenant, the site is optimal for future P3 mixed-use development.
Challenges/Constraints	**Long-Term Recommendations (Year 3+)**
Site is owned by WMATA, not the City of Greenbelt, and major infrastructure, zoning, and permitting decisions lie with Prince George's County, limiting Greenbelt's direct control over development approvals and timelines. The site's original purpose—as the relocated FBI Headquarters—remains in flux, creating uncertainty for private investors and delaying long-term development commitments. WMATA expects local jurisdictions to fund infrastructure upgrades (Note: $200 million still allocated in the State of Maryland/Prince George's County budget for roads, utilities, stormwater)	Partner with WMATA to launch a formal P3 solicitation process to attract mixed-use development aligned with TOD principles. Pursue joint infrastructure planning with Prince George's County and the State to secure funding for roads, stormwater, and utilities. Integrate the site into the City's branded marketing campaign to position Greenbelt Station as a regional innovation and employment hub. Coordinate with County planning and zoning staff to ensure development aligns with Subregion 1 Sector Plan goals and Greenbelt's community priorities.

Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 202

P3 Opportunity Site 4 – Greenbelt Metro Station Area Redevelopment Strategy Case Study Example

City of New Carrollton, MD

New Carrollton METRO Site Redevelopment

City Branding & Local Tax Benefits

New Carrollton demonstrates the power of aligned TOD investment. A former commuter parking lot has been transformed into a vibrant mixed-use hub with residential units above retail, new office space, and activated public realm improvements—generating new tax revenue and expanding local economic opportunity.

According to Urban Atlantic, the New Carrollton Metro mixed-use project is planned to include approximately 1,500 residential units, 1.1 million sq ft of office, 150,000 sq ft of retail, and a 200-room hotel.

There is also an approved joint development agreement for a new parking garage, office pads, and development on the "East lot." The combined future value of the Station site (all phases) is $300 million.

Taking the City of Greenbelt's current real property tax rate of $0.8275 per $100 of value, the City could expect to generate an additional $827,500 per year for every $100 million in assessed value created for a similar development.

Figure 11: New Carrollton, MD Metro Station

Source: WMATA New Carrollton Metrorail Station South Side Joint Development Project, 2025[1]

[1]https://www.wmata.com/initiatives/new-carrollton-station-development-2016.cfm

Retail Revitalization Target: Roosevelt Center—131 Centerway Road Ownership: Private Owner (Christacos Family Trust/Glen Burnie Partnership)	
Existing Conditions	**Redevelopment Opportunities**
Tenant mix consists of community-based retail including dining, grocery, entertainment, and some professional services.	• Revitalized destination retail • Reuse of 2nd floor vacant/underutilized space
Challenges/Constraints	**Long-Term Recommendations (Year 3+)**
• Investments in maintenance and upgrades of retail spaces are needed. • Multiple property owners with a lack of cohesive vision for the plaza hinder strategic investments in placemaking infrastructure and programing leading to insufficient public space activation and placemaking. • A perception that the Center is unwelcoming to residents from other geographic areas of the City. • The Center fails to consistently attract new customers from other parts of the city or region.	The City should work with the State, County and other partners to consolidate ownership of Roosevelt Center into one entity, public or private. It should work with the County to secure funding for tenant improvements to the retail as well as new lighting and streetscape infrastructure. Rebranding Greenbelt Center as Historic Downtown Greenbelt or Historic Greenbelt would leverage the uniqueness of the Center and surrounding neighborhood to attract more residents and visitors.

Source: City of Greenbelt; Civic Consulting Group; The Metts Group; Willdan, 2025

Revitalization & Gateways Area: Greenbelt Road Corridor
Ownership: Public (MDOT)/Private (Multiple Property Owners)

Existing Conditions

- Maryland Route 193 is a state highway in the U.S. state of Maryland. Known for most of its length as University Boulevard and Greenbelt Road, the state highway runs 26.07 mi from MD 185 in Kensington east to MD 202 north of Upper Marlboro.
- Lacks an identifiable, attractive economic "spine" for the City of Greenbelt.
- Lacks monumental signage that creates a sense of community and place.

Redevelopment Opportunity

- Conversion of Greenbelt Road into a multi-modal Main Street.
- Wayfinding & Placemaking Infrastructure Targets: MD-193 From Chelsea Wood; 8445 Greenbelt Rd; Branchville Road & Greenbelt Road, Southway & Greenbelt Rd, Kenilworth Ave & Good Luck Road, Mandan Road & Greenbelt Roa

Challenges/Constraints

The challenges/constraints identified in the 2018 ULI-the Urban Land Institute Technical Assistance Report, "FROM HIGHWAY TO MAIN STREET: A NEW VISION FOR GREENBELT ROAD" still apply.

For more information:

https://washington.uli.org/from-highway-to-main-street-a-new-vision-for-greenbelt-road/

Long-Term Recommendations (Year 3+)

- Implement Permanent Wayfinding System: Coordinate with County and State transportation partners to fund and install high-quality, cohesive signage and directional systems across commercial districts and neighborhood entry points.
- Construct Gateway Enhancements at Key Entrances: Design and build physical gateway features (e.g., monument signage, landscape treatments, public art) at major access points such as Greenbelt Road, Kenilworth Avenue, and Greenbelt Metro Station

Source: City of Greenbelt; ULI-the Urban Land Institute; Civic Consulting Group; The Metts Group; Willdan, 2025

Revitalization & Gateways Area: Greenbelt Road Corridor - CONTINUED Ownership: Public (MDOT)/Private (Multiple Property Owners)	
Challenges/Constraints	Long-Term Recommendations (Year 3+)
• MD193 is a congested, car-centric roadway that lacks safe, multi-modal infrastructure and connective tissue between local neighborhoods and existing retail and entertainment options. • Infrastructure improvements are costly, and Greenbelt has no control over State highway funding	• Integrate Placemaking into Capital Improvement Planning: Align future CIP budgets with placemaking priorities, including street furniture, lighting, pedestrian amenities, and gathering spaces in commercial centers and civic zones. • Pursue Grants for Public Space Activation Projects: Apply for state/federal placemaking and Main Street grants to support the creation of welcoming public spaces, murals, seasonal activations, and tactical urbanism projects.

Source: City of Greenbelt; ULI-the Urban Land Institute; Civic Consulting Group; Willdan, 2025

CITY OF GREENBELT, MARYLAND

POLICE DEPARTMENT

550 CRESCENT ROAD, GREENBELT, MD 20770

Richard Bowers
Chief of Police

To: Josué Salmerón, City Manager

From: Richard Bowers, Chief of Police

Date: October 3, 2025

Subject: Parking Ordinance for Electric Vehicle Charging Stations

The police department is proposing an amendment to the City's parking ordinance to establish clear restrictions for the use of designated electric vehicle (EV) charging station spaces.

That EV charging station parking spaces be formally designated as "restricted use," with parking limited only to electric vehicles actively connected to and drawing power from a charging unit. Non-electric vehicles and EVs not engaged in charging would be prohibited from occupying these spaces.

This will ensure fair and consistent access to EV charging infrastructure while providing staff with clear enforcement authority. It will also reduce any confusion for users through standardized rules and signage.

Included is the draft ordinance prepared by the City Attorney.

Introduced:

1st Reading:

Passed:

Posted:

Effective:

ORDINANCE NUMBER XXXX

AN ORDINANCE to amend the City of Greenbelt Code to authorize the regulation of plug-in parking within the corporate limits of the City.

WHEREAS, effective October 1, 2022, the regulation of the parking in spaces reserved for electric vehicles, and authorizing a fine for violations of illegal parking in Maryland; and

WHEREAS, the Council finds that operators of electric vehicles have limited access to parking spaces with charging capability; and

WHEREAS, there have been instances of conflict and vandalism against non-electric vehicles parked in spaces with charging capability in Maryland; and

WHEREAS, law enforcement is currently unable to issue citations for improper parking in parking spaces designated as electric charging stations promotes good government, and preserves the health, comfort, and convenience of residents.

SECTION 1. NOW THEREFORE, BE IT ORDAINED AND ENACTED by the Council of Greenbelt, that the City of Greenbelt Code, as amended, as stated herein below is hereby, enacted, adopted, and amended to add a new Section 11-54 to Article III, "STOPPING, STANDING AND PARKING" of Chapter 11 such that said Code and the provisions of said Code shall henceforth read as follows:

SEC. 11-54 PARKING FOR PLUG-IN ELECTRIC DRIVE VEHICLE CHARGING SPACE.

(a) IN THIS SECTION, THE FOLLOWING WORDS SHALL HAVE THE MEANINGS INDICATED.

(1) PLUG-IN ELECTRIC DRIVE VEHICLE MEANS A MOTOR VEHICLE:

(i) THAT IS MADE BY A VEHICLE MANUFACTURER OF SAID VEHICLES;

(ii) THAT IS PROPELLED TO A SIGNIFICANT EXTENT BY AN ELECTRIC MOTOR THAT DRAWS ELECTRICITY FROM A BATTERY THAT CAN BE RECHARGED FROM AN EXTERNAL SOURCE OF ELECTRICITY;

(iii) FOR WHICH THE EXTERNAL SOURCE OF ELECTRICITY IS UNABLE TO BE CONNECTED TO THE MOTOR VEHICLE WHILE THE MOTOR VEHICLE IS IN MOTION; AND

(iv) THAT IS PROPERLY REGISTERED.

(2) A PLUG-IN ELECTRIC DRIVE VEHICLE CHARGING SPACE IS A PARKING SPACE THAT PROVIDES ACCESS TO CHARGING EQUIPMENT THAT TRANSFERS ELECTRICAL ENERGY TO A PLUG-IN ELECTRIC DRIVE VEHICLE.

(a) UNLESS THE VEHICLE IS A PLUG-IN ELECTRIC DRIVE VEHICLE THAT IS PLUGGED INTO THE PROXIMATE CHARGING EQUIPMENT, A PERSON MAY NOT STOP, STAND, OR PARK A VEHICLE IN A DESIGNATED PLUG-IN ELECTRIC DRIVE VEHICLE CHARGING SPACE.

(c) A PUBLICLY ACCESSIBLE PLUG-IN ELECTRIC DRIVE VEHICLE CHARGING SPACE SHALL BE DESIGNATED BY A SIGN THAT:

(1) INDICATES THAT THE CHARGING SPACE IS ONLY FOR ELECTRIC VEHICLE CHARGING;

(2) INCLUDES ANY DAY OR TIME RESTRICTIONS;

(3) STATES THE MAXIMUM FINE THAT MAY BE INCURRED FOR A VIOLATION; AND

(4) IS CONSISTENT WITH THE DESIGN AND PLACEMENT SPECIFICATIONS ESTABLISHED IN THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES FOR STREETS AND HIGHWAYS ADOPTED BY THE STATE HIGHWAY ADMINISTRATION.

(d) A PLUG-IN ELECTRIC DRIVE VEHICLE CHARGING SPACE SHALL BE COUNTED AS PART OF THE OVERALL NUMBER OF PARKING SPACES IN A PARKING LOT FOR THE PURPOSE OF COMPLYING WITH ANY ZONING REQUIREMENTS OR PARKING LAWS INTENDED TO MEET REQUIREMENTS FOR COMMERCIAL AND INDUSTRIAL USES UNDER THE AMERICANS WITH DISABILITIES ACT.

(e) A PERSON WHO VIOLATES THIS SECTION IS SUBJECT TO A CIVIL PENALTY OF $100 DOLLARS.

SECTION 2. AND BE IT FURTHER ORDAINED that if any provision of this Ordinance or the application thereof to any person or circumstance is held invalid for any reason, such invalidity shall not affect the other provisions or any other applications of the Ordinance which can be given effect without the invalid provision or applications, and to this end, all the provisions of this Ordinance are hereby declared to be severable;

INTRODUCED, by the Council of the City of Greenbelt, at a regular meeting on the ____ day of _____ 2025.

ADOPTED, by the Council of the City of Greenbelt at a regular meeting on the _____ day of _____ 2025.

EFFECTIVE, the ___ day of _____, 2025.

By:

_____
Emmett V. Jordan, Mayor

ATTEST:

_____
Bonita Anderson, City Clerk

KEY:

ALL CAPS indicate matter added to existing law.

CITY OF GREENBELT, MARYLAND

OFFICE OF THE CITY MANAGER

25 CRESCENT ROAD, GREENBELT, MD. 20770

TO: City Council

From: Josué Salmerón, City Manager
Tim George, Assistant City Manager

Date: November 17, 2025

RE: FY2026 Legislative Services Contracts

City Council has held several discussions on our legislative advocacy services. Staff took those discussions and created a Council survey to gather consensus on the preferred path forward. As discussed at the Council work session on November 12 and the results of the survey, direction was provided to pursue a multi-contractor approach for legislative advocacy and tracking for state and county legislation each with a different contractor.

The city issued an RFP and conducted a search for a legislative consultant in February 2024. From that search we identified qualified firms, of which one was selected to conduct our legislative services consulting. To identify consultants for the multi-contractor approach we reached out to those pre-qualified firms and have reached preliminary agreements, subject to Council approval, with two firms.

For State of Maryland General Assembly tracking, we are recommending staying with our current contractor, Carrington and Associates. For Prince George's County legislation, we are recommending engaging LA Perez, LLC. LA Perez has significant experience in working with Prince George's legislation and legislators. Because there may be some crossover/overlap between state and county legislation, the two contractors will work together (as needed) to track overlapping information.

We will have an initial kick-off meeting with Carrington and LA Perez to establish goals, responsibilities and expectations. We will hold follow-up joint meetings as needed, in addition to regular meetings called out in the Scope of Services.

Council approval is sought for the City Manager to engage Carrington, LLC and LA Perez, LLC. to conduct legislative advocacy services for the City of Greenbelt.

CONTRACT FOR LEGISLATIVE SERVICES

This Consulting Agreement ("Agreement") is effective as of the ____ day of November 2025 (the "Effective Date"), by the **City of Greenbelt** ("Municipality), a municipal corporation of the State of Maryland, ("City") and **LA Perez Consulting, LLC** ("Consultant"), with offices at 1101 Mercantile Lane Suite 296, Largo, Maryland 20774.

In consideration of the mutual covenants and obligations contained herein, the sufficiency of which is hereby acknowledged, the City and the Consultant hereby agree as follows:

RECITALS

WHEREAS, the City of Greenbelt desires to retain the services of the Consultant for legislative advocacy services covering the Prince George's County Council, including identification of legislation, key dates/milestones tracking, expert assistance and reporting, advocacy and overall lobbying services;

WHEREAS, the Consultant possesses knowledge and expertise in legislative advocacy, having successfully worked with comparable local governments and with Prince George's County;

THEREFORE, in consideration of the recitals and mutual promises contained herein, the parties agree as follows:

1. Services and Compensation.

(a) Consultant agrees to provide legislative advocacy services ("Services") as detailed in the Proposed Scope of Services below. The scope of services may be amended by mutual agreement of the parties from time to time.

(b) The City of Greenbelt agrees to compensate the Consultant for legislative Services at a monthly retainer of $1,500.00, plus pre-approved reimbursable expenses, including at least three (3) presentations to City Council during the Maryland legislative session and one (1) legislative retreat. Total annual compensation for legislative services shall not exceed $18,000, all expended during FY2026.

(c) The total compensation for the 12-month term shall not exceed $18,000.00, not including reimbursable expenses and supplemental assignments.

(d) Consultant agrees that the compensation terms represent the full, complete, and adequate compensation for any efforts made on behalf of the Services provided to the City of Greenbelt.

2. Confidentiality.

(a) Definitions. "Consultant's Confidential Information" means any proprietary information, technical data, trade secrets, or know-how disclosed by the Consultant to the City of Greenbelt, which is not known to the general public and is kept confidential by the Consultant.

(b) Non-Use and Non-Disclosure by City of Greenbelt. The City of Greenbelt will not use the Consultant's Confidential Information for any purpose other than in connection with the legislative advocacy services during the term of this Agreement. The City of Greenbelt shall not disclose the Consultant's Confidential Information to any third party. Consultant's Confidential Information shall remain the sole property of the Consultant.

(c) Limitation of Definition of "Confidential Information". Confidential Information does not include information known to the recipient at the time of disclosure, publicly known information, or information received from a third party without restrictions on disclosure.

(d) Other Confidential Information. Both parties agree not to improperly use or disclose any proprietary information or trade secrets of any other person or entity during the term of this Agreement.

(e) Third Party Confidential Information. Both parties recognize that the other party may receive confidential information from third parties and agree to respect any such agreements.

(f) Return of Materials. Upon termination of this Agreement, each party will deliver to the other all Confidential Information.

4. Term and Termination.

(a) Term. This Agreement is effective as December 1, 2025 and will continue for a term of seven months, terminating on June 30, 2026.

(b) Termination for Cause. The City of Greenbelt may terminate for cause if Consultant is in material breach, actions cause injury to the City of Greenbelt, conduct is dishonest or fraudulent, or Consultant is charged and convicted of a felony. Consultant may terminate for any reason with thirty (30) days written notice. Immediate termination is possible if the City of Greenbelt is in material breach not remedied within 20 days of notice.

(c) Termination: This contract may be terminated by mutual consent.

(d) Survival. Upon termination, all rights and duties cease, except for payments due to the Consultant on work secured before termination.

(e) Contract Extension. Unless terminated by either party, this contract will extend for an additional one (1) year term, from 7/1/26 to 6/30/27 based upon available funding provided in the FY2027 budget.

5. Assignment. Neither party may assign or transfer this Agreement without the express written consent of the other party.

6. Third Party Arrangements. In performing the Services, the Consultant must not make any payments, donations, contributions, or gifts that violate state ethics laws.

7. Independent Contractor. The parties acknowledge that the Consultant is an independent contractor and not an agent or employee of the City of Greenbelt. Contract - City of Greenbelt Lobbying Services 2025-2026.

8. Benefits. Consultant and its assistants, employees, or agents will not receive City-sponsored benefits.

9. Amendment. This Agreement may not be amended except in writing and signed by both parties.

10. Governing Law. This Agreement is governed by the laws of the State of Maryland.

11. Entire Agreement. This Agreement is the entire agreement, superseding any prior agreements, written or oral.

12. No Personal Liability. No officer, director, employee, shareholder, or agent of either Party or their respective Affiliates shall have any personal liability under this Agreement.

13. Attorney's Fees. In any court action, each party is responsible for their own fees.

14. Liability Limitation. Neither party is responsible for special, punitive, indirect, incidental, or consequential damages, except for a breach of confidentiality obligations.

15. Indemnification. Contractor shall indemnify and hold harmless Municipality, its former and current appointed and elected officials, Mayor, Council Members, employees, representatives, successors, permitted assignees and each of their affiliates, and all persons acting by, through, under or in concert with them.

16. Notices. Notices shall be in writing and effective when received or three business days following mailing. Electronic means of notice are acceptable.

17. Severability. The invalidity or unenforceability of any provision shall not affect the validity of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Josué Salmerón City Manager City of Greenbelt	L. Anthony Perez President & CES LA Perez Consulting, LLC

CONTRACT FOR LEGISLATIVE SERVICES

This Consulting Agreement ("Agreement") is effective as of the ____ day of November 2025 (the "Effective Date"), by the **City of Greenbelt**, ("Municipality") a municipal corporation of the State of Maryland, ("City") and **Carrington & Associates, LLC** ("Consultant"), with offices at 6007 Hillmeade Road, Bowie, Maryland 20720.

In consideration of the mutual covenants and obligations contained herein, the sufficiency of which is hereby acknowledged, the City and the Consultant hereby agree as follows:

RECITALS

WHEREAS, the City of Greenbelt desires to retain the services of the Consultant for legislative advocacy services for the State of Maryland General Assembly, including identification of legislation, key dates/milestones tracking, expert assistance and reporting, and overall lobbying services;

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(a) Consultant agrees to provide legislative advocacy services ("Services") as detailed in the Proposed Scope of Services below. The scope of services may be amended by mutual agreement of the parties from time to time.

(b) The City of Greenbelt agrees to compensate the Consultant for legislative Services at a monthly retainer of $1,500.00, plus pre-approved reimbursable expenses, including at least three (3) presentations to City Council during the Maryland legislative session and one (1) legislative retreat. Total annual compensation for legislative services shall not exceed $18,000, all expended during FY2026.

(c) As mutually agreed on a preapproved basis authorized by the City Manager, the City will pay Consultant an additional fee of $500 per month to monitor federal Executive Orders, changes in federal and state fiscal or other policies, or other services needed to advise Greenbelt on changes to policies that might affect the City. The addition of this monthly add-on service shall be confirmed by the 20th day of the preceding month. Total annual compensation for this service shall not exceed $6,000.

(d) The total compensation for the 12-month term shall not exceed $24,000.00, not including reimbursable expenses and supplemental assignments *(see (c) above).*

(e) Consultant agrees that the compensation terms represent the full, complete, and adequate compensation for any efforts made on behalf of the Services provided to the City of Greenbelt.

2. Confidentiality.

(a) Definitions. "Consultant's Confidential Information" means any proprietary information, technical data, trade secrets, or know-how disclosed by the Consultant to the City of Greenbelt, which is not known to the general public and is kept confidential by the Consultant.

(b) Non-Use and Non-Disclosure by City of Greenbelt. The City of Greenbelt will not use the Consultant's Confidential Information for any purpose other than in connection with the legislative advocacy services during the term of this Agreement. The City of Greenbelt shall not disclose the Consultant's Confidential Information to any third party. Consultant's Confidential Information shall remain the sole property of the Consultant.

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13. Attorney's Fees. In any court action, each party is responsible for their own fees.

14. Liability Limitation. Neither party is responsible for special, punitive, indirect, incidental, or consequential damages, except for a breach of confidentiality obligations.

15. Indemnification. Contractor shall indemnify and hold harmless Municipality, its former and current appointed and elected officials, Mayor, Council Members, employees, representatives, successors, permitted assignees and each of their affiliates, and all persons acting by, through, under or in concert with them.

16. Notices. Notices shall be in writing and effective when received or three business days following mailing. Electronic means of notice are acceptable.

17. Severability. The invalidity or unenforceability of any provision shall not affect the validity of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Josué Salmerón City Manager City of Greenbelt	Darrell Carrington Managing Director Carrington & Associates, LLC

Exbibit A. Scope of Services:
County Legislative Tracking and Advocacy Services

Objectives

The consultant will provide legislative services covering Prince George's County Council including, but not limited to, legislative advocacy, bill/legislation tracking, identifying testimony opportunities, providing weekly updates and briefing staff and Council. Specifically, to review proposed Prince George's County legislation and make recommendations to the City Staff and City Council on policy initiatives and legislation that may impact City policies, programs, operations, or have budget implications. The Consultant should be proactive in this effort and bring important issues and/or legislation to the City's attention.

Scope of Services

- Identification state legislation impacting Greenbelt
    - Bill sponsor/co-sponsor
    - Summary of the legislation
    - Key issues and impacts to Greenbelt
    - Providing copies of bills and related filings
- Identification of key dates/milestones
    - Filing deadline
    - Hearings
    - Testimony submissions
    - Public comment periods
- Provide assistance to City officials to interpret legislation and file comments as appropriate.
- Provide recommendations to Council/staff on which bills require testimony or Council input
    - Letters of support/opposition to the sponsoring legislator
    - Hearing testimony (in-person or virtual), including talking points
    - Written testimony – including providing key points, narrative to be included
- Provide detailed written monthly reports to the City Manager/Assistant City Manager covering all activities pertaining to the City and its legislative agenda.
- Interface with legislators as needed
    - To promote City positions
    - Schedule meetings with City Council or city staff
    - Track Legislator activities and events the City should attend/participate in
- Coordination with the City's State of Maryland legislative consultant as needed

Account Management

- Provide weekly reports on bills being tracked with a status report
- Meet with City Manager/Assistant Manager as needed for the purpose of carrying out legislative reporting.
- Present and End of Session Summary to the City Council

- Meet with the Council as requested, not to exceed 3 meetings per legislative session.

Exbibit A. Scope of Services:
State Legislative Tracking and Advocacy Services

Objectives

The consultant will provide legislative services including, but not limited to, legislative advocacy, bill/legislation tracking, identifying testimony opportunities, providing weekly updates and briefing staff and Council. Specifically, to review proposed Maryland State legislation and make recommendations to the City Staff and City Council on policy initiatives and legislation that may impact City policies, programs, operations, or have budget implications. The Consultant should be proactive in this effort and bring important issues and/or legislation to the City's attention.

Scope of Services

- Identification state legislation impacting Greenbelt
    - Bill sponsor/co-sponsor
    - Has it been cross-filed
    - Summary of the legislation
    - Key issues and impacts to Greenbelt
    - Providing copies of bills and related filings
- Identification of key dates/milestones
    - Filing deadline
    - Hearings
    - Testimony submissions
    - Public comment periods
- Provide assistance to City officials to interpret legislation and file comments as appropriate.
- Provide recommendations to Council/staff on which bills require testimony or Council input
    - Letters of support/opposition to the sponsoring legislator
    - Hearing testimony (in-person or virtual), including talking points
    - Written testimony – including providing key points, narrative to be included
- Provide detailed written monthly reports to the City Manager/Assistant City Manager covering all activities pertaining to the City and its legislative agenda.
- Interface with legislators as needed
    - To promote City positions
    - Schedule meetings with City Council or city staff
    - Track Legislator activities and events the City should attend/participate in
- Coordination with the City's Prince George's County Council legislative consultant as needed

Account Management

- Provide weekly reports on bills being tracked with a status report
- Meet with City Manager/Assistant Manager as needed for the purpose of carrying out legislative reporting.
- Present and End of Session Summary to the City Council
- Meet with the Council as requested, not to exceed 3 meetings per legislative session.

CITY OF GREENBELT, MARYLAND

OFFICE OF THE CITY MANAGER

25 CRESCENT ROAD, GREENBELT, MD. 20770

TO: City Council

From: Josué Salmerón, City Manager
Tim George, Assistant City Manager

Date: November 17, 2025

RE: 2026 Bond Bill Request Recommendations

The City team has reviewed various projects for submission to our District 22 state delegation for 2026 Bond Bill funding. At the Council Work Session on November 12, Council suggested several other potential projects (discussed below). The primary filters in identifying and ranking projects were: 1) did the project meet a current city need; 2) was the project consistent with Council goals and City Manager Pillars; and, 3) was the funding needed within the range of funding amounts our District 22 delegation has supported previously. We followed up with staff on the new ideas to assess their applicability for Bond Bill funding

Bus Shelters and Message Boards. Several Councilmembers asked about the use of Bond Bill funds for additional bus shelters and Arrival Time Message Boards. As noted during the Work Session, the Arrival Time Message Boards are only being installed at bus stops with shelters. The City has 150 bus stops, of which 39 have bus shelters. While there is the possibility of installing an additional 10 more bus shelters, many of these stops have relatively low ridership, limited space for shelter construction and the total project cost of adding 10 shelters is below the (internal) threshold for Bond Bill requests. Another option that we are looking into is poll-mounted Message Boards with poll-mounted solar panels. We have reached out to WMATA to inquire about this alternative and the possibility of adding these in Greenbelt. At this time, this opportunity is not shovel-ready.

Indian Creek Recreation Area. The City is working with Mahan Rykiel Associates to develop a conceptual master plan for Indian Creek Park and based on the planned schedule, the target is to have preliminary concept plans ready for Council review, discussion and approval in February or March 2026. The City and consultant are currently gathering feedback from the community on proposed concepts for the park, including, but not limited to, community gardens, a dog park, active recreation space, and passive use space. Without an approved concept plan, staff doesn't feel the project will be considered "shovel ready" and an attractive Bond Bill project. There is certainly work to be done, but without a Project to present to District 22, it's not going to be a complete application.

Other Bond Bill Projects. Given the projects that have been of interest to our District 22 delegation in the past, and the current status of projects on the proposed list, we don't believe the 2nd CC elevator project will be attractive and given typical funding levels, that the SHLRC Addition is within the range of the amount of money coming out of Bond Bill awards. The Community Center stage is good project idea, but at this time is not "shovel ready" to be submitted for funding.

Based on the feedback from staff, Council input and our knowledge of previously supported/funded Bond Bill projects, staff recommends that we put forth the following two projects for 2026 Bond Bill consideration: 1) Buddy Attick Park Walking Trail and Stage ($300,000) and, 2) Schrom Hills Park Athletic Field Lights ($400,000).

Council approval is sought.

Vacancies on Advisory Boards and Committees

Advisory Group (Total #)	*# Vacant*	*Applicants*	*Interview Date*	*Other Notes/People Who May Wish to Change*
Advisory Committee on Education (9)	3	Kahli Blount	01-06-2025	Attended ACE Meeting/No Code
Advisory Committee on Trees (3)	1	Daniela Fazoli	09-03-2025	
Advisory Planning Board (7)	1	Nicole Brown Frank Fritz Frank Gervasi Daniela Fazoli	09-30-2024 02-19-2025 05-14-2025 09-03-2025	APB Meeting/Code Done
Arts Advisory Board (11)	3	Daniela Fazoli	09-03-2025	
Board of Appeals (3)	0			
Board of Elections (7)	3			
Community Relations Adv. Board (7+1)	0	Nicole Brown Daniela Fazoli	09-30-2024 09-03-2025	Attended APB Meeting w/Code
Employee Relations Board (5)	0	Charlotte Fritts	09-03-2025	Attended PRAB Meeting w/code
Ethics Commission (5)	1	Kahli Blount Charlotte Fritts	01-06-2025 09-03-2025	Attended ACE Meeting/ No code Attended PRAB Meeting w/code
Forest Preserve Advisory Board (9)	2	Alec Armstrong Daniela Fazoli	08-26-2024 09-03-2025	
Greenbelt Advisory Committee on Environmental Sustainability (11)	2	Alec Armstrong Daniela Fazoli	08-26-2024 09-03-2025	
Park & Recreation Advisory Board (9)	3	Kahli Blount Daniela Fazoli Charlotte Fritts	01-06-2025 09-03-2025 09-03-2025	Attended ACE Meeting/No code PRAB Meeting/Code Done
Public Safety Advisory Committee (7)	0	Clarence Gillis Frank Fritz Daniela Fazoli	10-30-2024 02-19-2025 09-03-2025	

(Rev. October 17, 2025)

Vacancies on Advisory Boards and Committees

Reparations Commission (21+2)	1 Alternates (2)			
Senior Citizens Advisory Committee (11)	0	Norma Coates Daniela Fazoli	09-03-2025 09-03-2025	
Youth Advisory Committee – Adult (2) -- Youth (7)	6	Chulese Brown Daliyah Hutchinson	04-04-2022 01-06-2025	* Code completed*
Charter Review Taskforce		**Michael Hartman** Douglas Tull Karen Yoho Julia Glanz Jeff Warner Judith Davis **Frankie Fritz** Asher Weinberg **Sieglinde Peterson** Dan Gillotte Kim Kash Suzette Agans	**02-03-2025** 02-03-2025 02-03-2025 02-03-2025 02-19-2025 02-19-2025 **02-19-2025** 02-27-2025 **02-27-2025** 03-17-2025 03-19-2025 08-13-2025	**Withdrew App – 5/29/2025** **Elected to Council – 11/4/2025** **Withdrew App – 7/11/2025**

(Rev. October 17, 2025)

Prince George's Municipal Association

PO Box 4726
Capitol Heights, MD 20791-4726

Invoice #2616

Submitted on 10/29/2025
Invoice Due on 11/26/2025

Invoice for

City of Greenbelt
25 Crescent Road
Greenbelt, MD 20770

Payment Due Upon Receipt. Send Checks to PO Box.
Payable to Prince George's County Municipal Association.
Questions, please contact Treasurer, Gyasi Gomez, treasurer@thepgcma.com

Description	Qty	Unit price	Total price
Dues - July 2025 - June 2026	1	$1,887.78	$1,887.78
			$0.00

Notes:

Subtotal	**$1,887.78**
Adjustments	**$0.00**
	$1,887.78