



Engagement Specialists
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WhitworthKee Consulting



LBCAY Stakeholders Assessment

AUGUST 2020

Introduction

Introduction and Background

- WhitworthKee Consulting (WCG) partnered with the Long Branch Collective Action for Youth (LBCAY) in December 2019 to conduct an assessment that would lead to informed decision-making to promote positive working relationships and unification of youth-serving organizations in the Long Branch area.
- The goals of the assessment were to:
 - Identify a common agenda across youth-serving organizations;
 - Establish a set of measurable results & shared outcomes;
 - List mutually reinforcing activities;
 - Maintain continuous communication.
- Changes to the initially proposed goals as a result of COVID-19
 - To understand the effects of the COVID-19 pandemic on stakeholders' ability to sufficiently serve their clients.

Project Structure

- Data collection phases of the assessment include:
 - Environmental scan;
 - Administration of surveys;
 - Coordination of focus group sessions (scheduled for September 2020)
- Development of LBCAY's report based on findings from survey
- Development of LBCAYS report based on survey and focus group data
- Provide recommendations to help LBCAY develop short-and long-term goals related to the effects of the COVID-19 pandemic and how best to support stakeholders.

Stakeholder Survey



Stakeholder Survey

- Capture the perspectives of parents/guardians, Community and/or non-profit organizations and Government agencies regarding the effects of COVID-19.
- One survey was administered:
 - 35 questions
 - 43 completed

Participant Demographic Characteristics

Majority of participants were Hispanic/Latino, females, aged between 31-50 years, and married or in a domestic partnership.

Table 1. Participant Demographic Characteristics

Characteristics	<i>n</i>	%
Gender (n=31)		
Female	29	93.5%
Male	2	6.5%
Age (n=32)		
Under 18 years old	1	3.1%
19 – 30 years old	1	3.1%
31 – 50 years old	27	84.4%
51 years old and above	3	9.4%
Racial Identity (n=30)		
Hispanic/Latino	27	90.0%
Middle Eastern	1	3.3%
Multicultural	2	6.7%
Marital Status (n=30)		
Married or domestic partnership	23	76.7%
Single	6	20.0%
Divorced	1	3.3%
Number of Children in the Home (n=29)		
1	4	13.8%
2	14	48.3%
3	10	34.5%
Five or more	1	3.4%
Closest Elementary School (n=28)		
Rolling Terrace	6	21.4%
New Hampshire Estates	6	21.4%
Oakview	8	28.6%
Montgomery Knolls	2	7.1%
Joanne Leleck (formerly Broad Acres)	1	3.6%
I don't know	5	17.9%

Organizational Characteristics

Stakeholders were mostly parents/
guardians.

More community and/or non-profit
organizations provided services related
to food, housing and household items
and education.

Table 2. Organizational Characteristics

Characteristics	n	%
Affiliation (N=42)		
Parent or guardian	29	69.0%
Community and/or non-profit organization	11	26.2%
Government agency	2	4.8%
Community and/or non-profit organization (N=11)		
Community CHEER	1	9.1%
Carpe Diem Arts	1	9.1%
Enterprise Community Development (formerly CPDC)	1	9.1%
ACSGW	1	9.1%
Clinton Park Baptist Church	1	9.1%
Adventist Community Service of Greater Washington, Inc.	1	9.1%
Passion for Learning, Inc.	1	9.1%
Montgomery Housing Partnership	1	9.1%
Community Bridges, Inc.	1	9.1%
YMCA of Metro Washington	1	9.1%
Community Health & Empowerment through Education & Research	1	9.1%
Services Offered (N=24)¹		
Employment and financial services	1	4.2%
Immigrant services	1	4.2%
Food, housing & household items	6	25%
Individual and family-centered services	5	20.8%
Education	6	25%
Healthcare and medical services	1	4.2%
Other ²	4	16.6%
Timeline for Continued Operation without the Usual Streams of Income (N=11)		
< 1 month	1	9.1%
60 – 90 days	2	18.1%
90 – 120 days	3	27.3%
6 months	1	9.1%
Other		
More than 120 days	1	9.1%
Unsure	3	27.3%

Types of Help Needed

Most help needed for rent/mortgage and food since COVID-19 on March 13th and immediately today

Table 3. Types of Help Needed Before and Since COVID-19 and Immediately or Today

Types of Help Needed ³	n	%
Rent or mortgage (n=32)		
Before COVID-19	4	12.5%
Since COVID-19 on March 13th	13	40.6%
Immediately/Today	15	46.9%
Food (n=41)		
Before COVID-19	9	21.9%
Since COVID-19 on March 13th	17	41.5%
Immediately/Today	15	36.6%
Childcare (n=2)		
Before COVID-19	2	100%
Since COVID-19 on March 13th	-	
Immediately/Today	-	
Medical needs (n=12)		
Before COVID-19	4	33.33%
Since COVID-19 on March 13th	4	33.33%
Immediately/Today	4	33.33%
Transportation (n=6)		
Before COVID-19	1	17%
Since COVID-19 on March 13th	3	50%
Immediately/Today	2	33%
Access to Technology (n=1)		
Before COVID-19	-	
Since COVID-19 on March 13th	-	
Immediately/Today	1	100%

The responses to the type of help needed are not mutually exclusive because participants may have reported needing help before and since COVID-19, and immediately/today. As such, the total N presented for each response category will vary and may not align with the total number of parents or guardians (N=29).

Types of Help Needed

Overall, parents/guardians who resided near New Hampshire Estates Elementary reported the greatest need

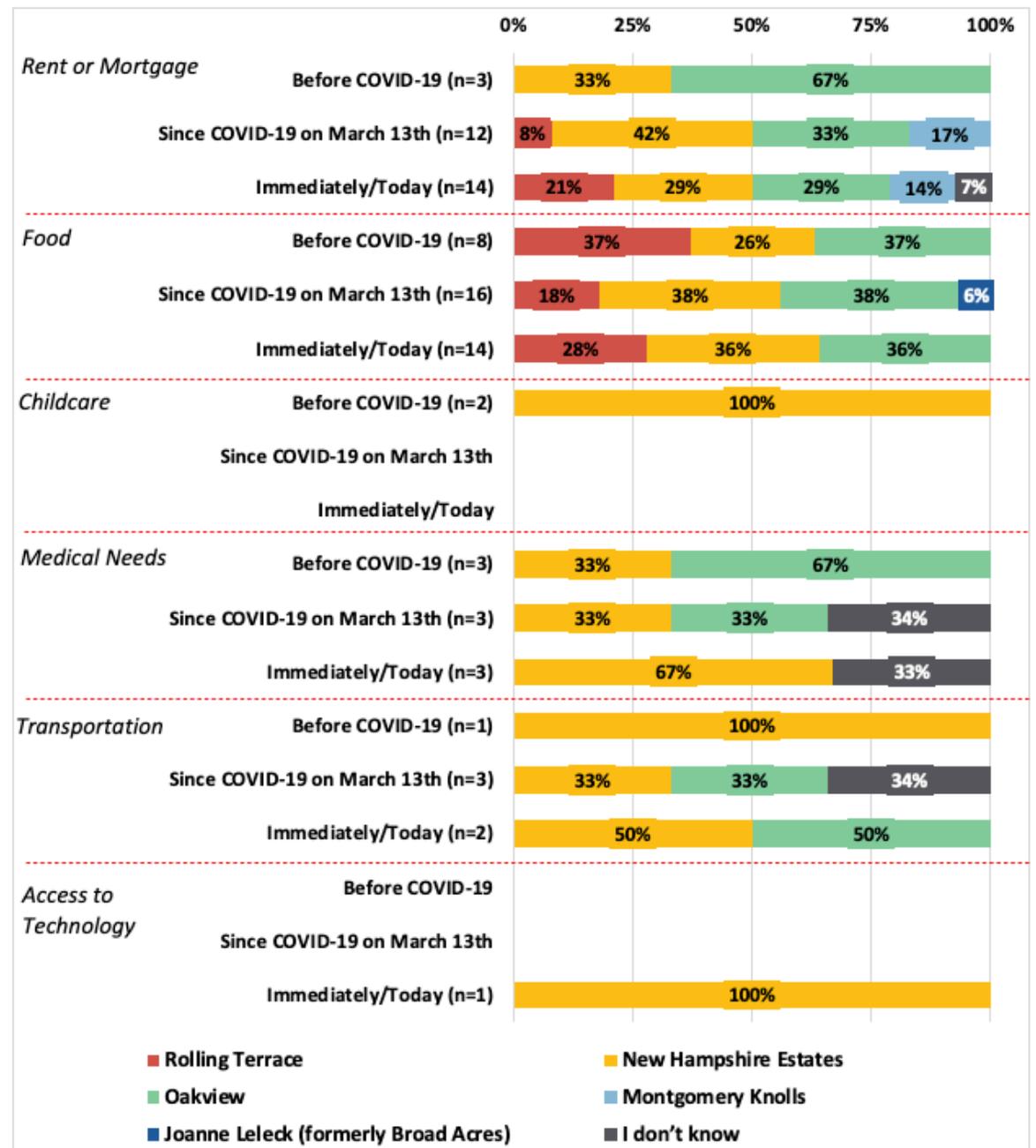


Figure 1. Types of Help Needed Before and Since COVID-19, and Immediately/Today Based on Closest Elementary School to Parents/Guardian

Changes to Service Provision Since March 13th

- **Transition to Virtual Service Delivery**

We have adapted to virtual platforms for most of our public programs and for our after-school programs. We are preparing to launch our online Summer Arts Ventures: visual, literary and performing arts classes, incorporating outdoor time & independent work to decrease screen time & increase engagement. [Participant P31CNPO]

- **Connecting Clients to Resources**

We moved all community programs to online classrooms. One of our largest property is now a food distribution location for MCPS. MHP created an Outreach Team to connect families with available County and State resources. [Participant P40CNPO]

- **Receipt of Products**

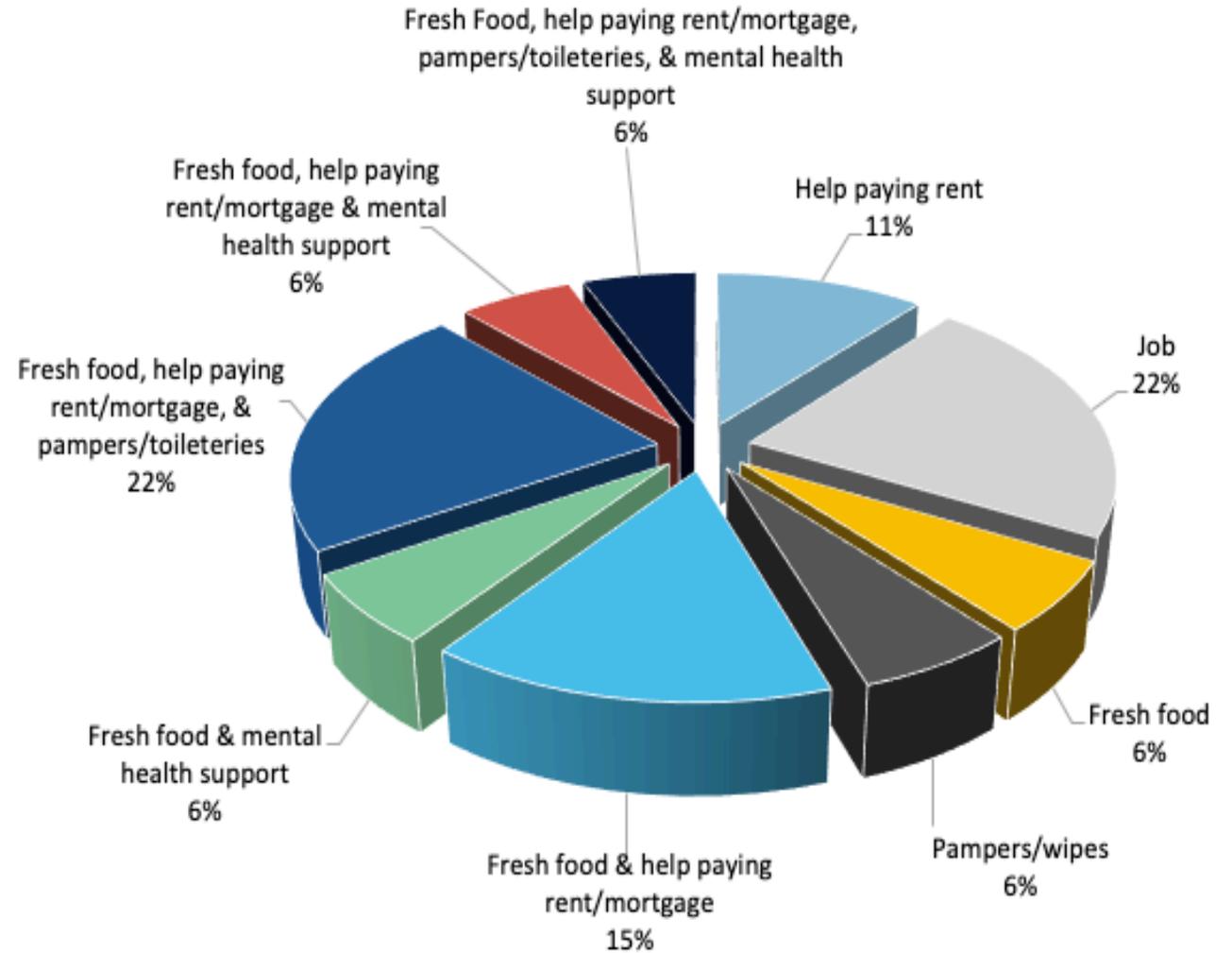
We are not receiving our normal food distributions; we serve about 250-300 families each month. We have received one-time food donations, but not sure how we will continue to serve our community. [Participant P37CNPO]

. . . Food pantry quadrupled; Expanded to provide diapers; Altered process to minimize contact; Doing more remote distribution; Doing limited home delivery. [Participant P35CNPO]

Types of Emergency Support Needed by Parents/ Guardians

Greater need for emergency support with:

- Fresh food, help paying rent/mortgage, & pampers/toiletries
- Finding a job



Types of Emergency Support Needed by Community &/or Non-Profit Organization

- **Provide Clients with Access to Resources**

Provide students with Chromebooks and internet access. Some families have no access to internet because before COVID they had an several months of non-payment and their service was terminated. Now that their children have no internet access. [Participant P40CNPO]

Many families are having trouble accessing government resources. There is no live person to talk to. We need Government contacts or non-profits where we can refer residents to a live person to provide some of these services (with interpretation). [Participant P32CNPO]

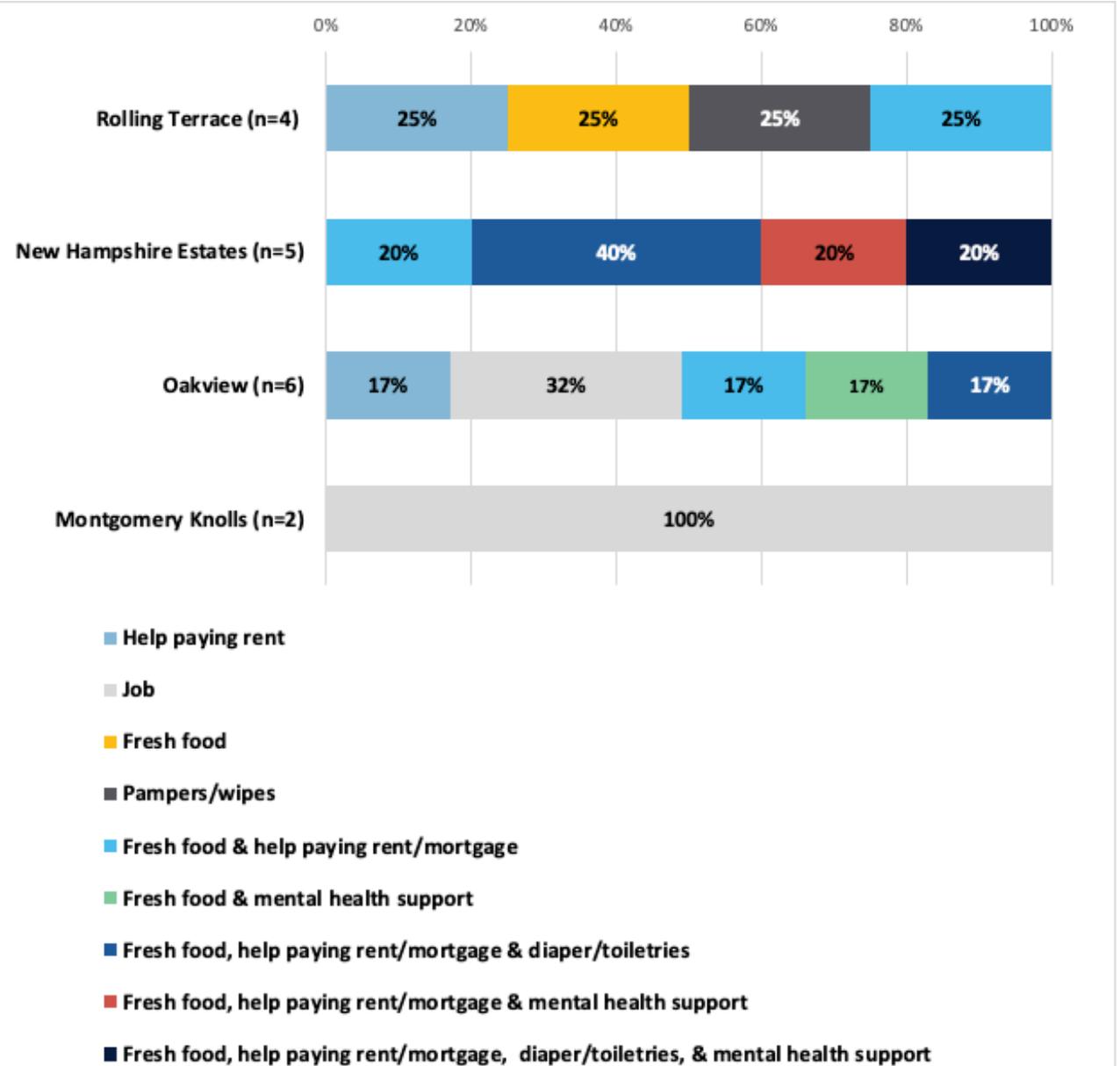
- **Meeting Financial Obligations**

Emergency support is needed to access the technology needed to produce quality online programming, to pay our teaching artists, our staff, to cover our overhead costs, & to underwrite the cost of providing free programs to our low-income communities. [Participant P31CNPO]

Would support staff who are doing student and family outreach and pay teachers whose stipends were ended due to COVID related contracts cancellations: EBB. [Participant P39CNPO]

Types of Support Needed by Parents/Guardians Based on Closest Elementary School

Oakview Elementary School appeared to have the greatest need for various support



Types of Emergency Support Needed by Parents/Guardians: Community &/or Non-Profit Organizations Stakeholders' Perspectives

Employment and income supports to cover lost income for many immigrant families. Also protection from some landlords who are harassing tenants who are struggling with rent. Also financial supports that will prevent evictions and prevent food insecurity. Children need outdoor activities. [Participant P2CNPO]

Hygiene items, skills training for post COVID jobs, [and] rent/Utility assistance. [Participant P35CNPO]

Our youth are in need of social interaction and programming outside of their home. We have done our best to create this virtual space, but we know our youth are facing extreme trauma and need the continued support in the months to come.[Participant P41CNPO]

Plans to Provide Service to the Community: Next 3 Months

- **Continuation of Online Services & Provision of Resources to Clients**

We plan to continue with online OST programs for students enrolled in our programs. Continue to stop evictions, provide meals for seniors, connect families with medical, food, and financial support. [Participant P40CNPO]

We will continue offering our virtual Revels-Carpe Diem "Daily Antidotes of Song" and community family sings. We will be rolling out our online summer programs. Our goal is to raise enough funds to support the participation of low-income families. [Participant P31CNPO]

We have changed to all online programming with increased phone, email and text outreach to students and families. We are actually projecting 6 months of online programming. We believe it is unlikely that school buildings will be open in September. [Participant P39CNPO]

Plans to Provide Service to the Community: Next 12 Months

- **Making Connections and Provision of Resources**

Seeking to involve more of our networks to work together and help the most vulnerable families first. [Participant P37CNPO]

To expand summer learning programs to fill the gap for interrupted learning in communities experiencing economic hardship. [Participant P42GA]

- **Adherence to State and Local Guidelines**

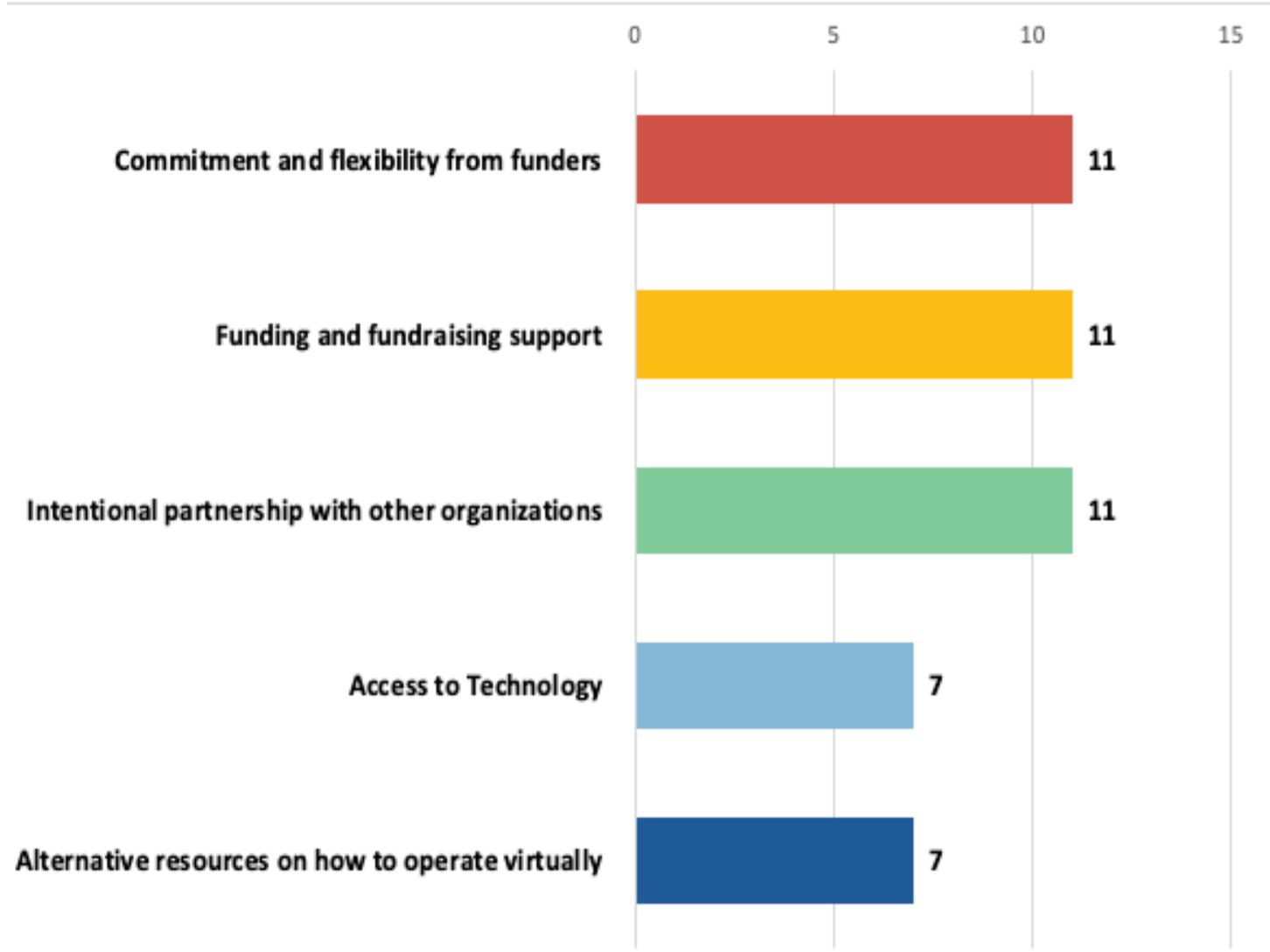
We will continue to take the guidance of the governor and county executive of when programming can happen in person and until that time, we will continue to support our girls and families virtually. [Participant P31CNPO]

Mostly online. Listening to public health officials points in that direction. Not sure that even if schools open in winter 2021, outsider youth development providers will be allowed in buildings. Have many questions about how to serve students. [Participant P39CNPO]

Support & Help Needed by Community &/or Non-Profit Organizations to Allow for Continuation of Services to Community

Most support needed were related to:

- Commitment & Flexibility from Funders
- Funding & Fundraising Support
- Intentional Partnership with Other Organizations



Support & Help Needed by Community &/or Non-Profit Organizations to Allow for Continuation of Services to Community

- **Resources**

Food for Ethiopian families, rental assistant, online staff development, and cash assistance for medical expenses and childcare.” [Participant P40CNPO]

Food is the biggest way we serve our community, so funds or food donations go a long way for us.” [Participant P37CNPO]

We will need to find more volunteer support, patron saints to cover the cost of supplies and payment to artists, and ideally provide the means to continue paying our small staff. We have had no luck with getting state and county emergency relief. [Participant P31CNPO]

Support & Help Needed by Community &/or Non-Profit Organizations to Allow for Continuation of Services to Community

- **Forming Meaningful Partnership with Other Organizations**

Connections or collaboration with organizations who are able to provide or share learning, technology, and social emotional support resources appropriate for distance education. [Participant P38CNPO]

Continued collaboration between youth serving organizations to ensure we are meeting the needs of as many families as possible and continued support for food resources for our families. [Participant P41CNPO]

A way to collaborate more intentionally with the organizations that are serving the same community and I think this platform is exactly the way to begin this conversation. [Participant P41CNPO]

Establishing partnerships/direct contacts with MC agencies so we can make direct referrals and follow up. Finding partners who are funded/staffed to provide services and programs, that can fully manage their program/grants and share information. [Participant P32CNPO]

Conclusion

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- The COVID-19 pandemic has had a negative effect on Stakeholders' ability to meet the needs of their clients.
- Parents/guardians had a greater need for food and help with paying rent/mortgage since COVID-19 and immediately today.
- Parents/Guardians closest to New Hampshire Estates and Oakview Elementary schools reported the greatest need for help.
- Transition from face-to-face to online services and increased demand to connect clients with more internal and external resources were the change reported the most by stakeholders from Community &/or non-profit organizations.
- Help needed with funding and fundraising, commitment and flexibility from funders, and intentional partnership with other organizations in order to continue providing services.