

Asset Map - Summary

CHEER | December 2020

INTRODUCTION

CHEER is undergoing an asset mapping and vision planning process to guide equitable transit-oriented development in light of the Purple Line construction and future impacts on the Long Branch community. This memorandum outlines the findings from an asset mapping tool designed by &Access. The tool analyzed how the community utilizes the neighborhood and what assets need improvement and are best serving the community. Sample assets include physical buildings and parks, social assets (faith communities and community-serving organizations), economic assets (businesses), and key institutions such as schools and hospitals. Each question gauged the community's perception of resources, intending to showcase common likes and dislikes across residents and other community members.

This project engaged a representative sample of the community across racial and ethnic groups, considering minority populations that have historically not participated. Their responses help to build community-based design scenarios so that property owners and stakeholders create equitable outcomes in land use. The Purple Line will bring many changes to the neighborhood, including opportunities for large investment and property value increases. These may threaten the immigrant community's livelihoods in particular and must be addressed before development in the neighborhood is prevalent.

The following analysis represents the data gathered from adults age 21 and older. Youth respondents completed a separate survey, and its analysis is an appendix item to this report.

KEY METHODOLOGY CONSIDERATIONS

- Survey questions allowed multiple answers for every question aside from Race/Ethnicity and Gender. This approach was critical to get the fullest picture possible from respondents.
- The totals in any one table do not indicate the total number of respondents to the survey. Respondents were allowed to skip most of the survey questions if they preferred not to answer.
- The low African and Asian American participation contributed to limited to no findings for those racial groups.
- Capitalized words in the middle of a sentence are the exact terms used in the survey, allowing the reader to quickly consider the language for its nuances and easily reference the figures in the table.

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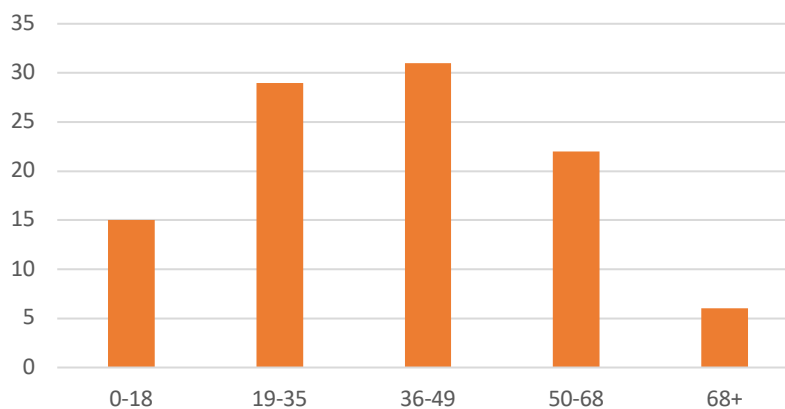
SURVEY RESPONDENT DEMOGRAPHIC INFORMATION

According to the ESRI Community Profile for Long Branch, residents of Hispanic origin make up 58.3% of the neighborhood, slightly more than the share of respondents to the survey (53.9%). White residents participated in the survey at a higher rate (35.5%) than their percentage distribution in the neighborhood (29.1%). The participation among Hispanic and White residents is reasonably representative, while African American and Asian respondents were not. African Americans represent 25.2% of all residents in Long Branch, while Asian Americans consist of 5.2% of the total population. African American participation was at nearly 10%. No respondents identified as Asian American. One survey respondent identified themselves as Native American, two preferred not to disclose this information, and one selected "Other." This participation rate in comparison to the population distribution makes the survey sample reasonably representative.

Table 1: Count of Respondents by Race/Ethnicity

Race/Ethnicity	Count
Latinx	41
African American	8
White	27
I prefer not to answer	2
Not specified	21
Total	99

Chart 1: Age of Respondents



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LONG BRANCH LIFESTYLE

The first section of the report asks about respondents' relationship with the neighborhood, including what they do and why. The latter questions separate the opinions of visitors and people who own property. The intention was to understand business owners' views as well, but unfortunately, none answered the survey.

HOW DO YOU ENGAGE WITH LONG BRANCH?

The first question of the survey provided vital information on who responded to the study. The groups that dominated the answers Live in Long Branch (42 votes) or Shop in, Dine-in, or Visit Long Branch (51 votes). Respondents were allowed multiple answers, so most respondents that Shop in, Dine-in, or Visit Long Branch often live in Long Branch. Still, many live in the neighborhood means that respondents provided opinions based on in-depth, lived experience. Latinx respondents were more likely to say that they shop in, dine-in, or visit Long Branch than the other groups, reflecting the numerous shops that cater to a Latinx clientele. Smaller numbers said that they work (11) or own a property (12) in Long Branch, with Latinx respondents (7) dominating the former category and Whites (9) dominating the latter.

Table 2: Responses to “How do you engage with Long Branch?”

Answer Choice	Total	Latinx*	African American	White
I live in Long Branch	42	18	5	19
I work in Long Branch	11	7	1	3
I shop in, dine-in, or visit Long Branch	51	30	0	21
I own a property in Long Branch	12	3	0	9

*Includes people who identified themselves as Latinx in the English and Spanish versions of the survey.

Note: The responses, “I own a business in Long Branch,” “I do not engage with Long Branch,” and “Other,” did not receive any votes and were removed from the table.

WHY DID YOU DECIDE TO MOVE TO LONG BRANCH?

Respondents to this question primarily denoted Long Branch as a Less Expensive Area, its Access to Public Transportation, and its diversity. The data below outlines how the Latinx community has stronger friend and familial ties to the neighborhood, valuing the Spanish-Speaking Community. While the white community overall is more attracted to the neighborhood's affordability.

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White respondents did not express any concerns about housing costs in the second table below, where Latinx did. Fear of Crime was most common with seven votes and was the only option for which White and Latinx votes were unified.

Table 3: Responses to “Why did you decide to move to Long Branch?”

Answer Choice	Total	Latinx	African American	White
Job	5	2	1	2
Neighborhood diversity	21	9	2	10
Spanish-speaking community	15	12	0	3
Sense of community	15	9	0	6
Less expensive area	20	5	1	14
Family is nearby	10	7	1	2
Friends are nearby	10	6	1	3
Property value is increasing	6	0	0	6
School system	12	7	0	5
Access to Public Transportation	20	9	0	11
Other	1	1	0	0

Table 4: Responses to “Before the COVID-19 crisis, what concerns did you have about your housing, if any?”

Answer Choice	Total	Latinx	African American	White
Landlord increasing rent or other fees	6	5	1	0
Landlord threatening to evict tenants	0	0	0	0
Crime	7	4	0	3
Inability to pay rent	4	4	0	0
Distance from work	3	0	0	3
None	6	0	1	5
Other	4	4	0	0

Note: The response, “Landlord threatening to evict tenants,” did not receive any votes and was removed from the table.

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WHY DO YOU VISIT LONG BRANCH REGULARLY?

This question teases out why people who do not own property in Long Branch visit the neighborhood. Most are Latinx who value their friends (14), family (9), and the Spanish-speaking community (12) compared to Whites who did not select any option more than three times. For those who visit, there is a stark difference between Latinx and other communities. These results imply a stronger sense of community among Latinx respondents.

Table 5: Responses to “Why do you visit Long Branch regularly?”

Answer Choice	Total	Latinx	African American	White
Job	4	2	0	2
Spanish-speaking community	15	12	0	3
Family is nearby	11	9	0	2
Friends are nearby	19	14	0	5
Other	17	5	0	12

WHY DID YOU PURCHASE A PROPERTY IN LONG BRANCH?

This question isolates community members who purchased rather than rent in Long Branch. Still, the answers are similar to the responses to, "Why did you decide to move to Long Branch?". However, the Latinx respondents answered here in much lower numbers, highlighting differences in socioeconomic status. Compared to Question 2: Why did you decide to move to Long Branch, Access to Public Transportation, Neighborhood Diversity, and Less Expensive Areas remain popular answers in the White community, but votes for Spanish-Speaking Community, Family is Nearby, and Friends are Nearby dropped substantially in their overall numbers. The survey asked about property concerns (pre-COVID), but the few responses contributed to no conclusions made. (This report does not include the property concern table.)

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Table 6: Responses to “Why did you purchase a property in Long Branch?”

Answer Choice	Total	Latinx	African American	White
Job	1	0	0	1
Neighborhood diversity	7	1	0	6
Spanish-speaking community	2	1	0	1
Sense of community	5	0	0	5
Less expensive area	9	1	0	8
Friends are nearby	1	0	0	1
Property value is increasing	5	0	0	5
School system	4	0	0	4
Access to Public Transportation	7	0	0	7
Other	1	1	0	0

Note: The response, “Family is Nearby,” did not receive any votes and was removed from the table.

CONCLUSION:

Cultural and socioeconomic differences separate the worlds of the Latinx and White communities. While people of all groups appreciate the diversity in Long Branch, the Latinx respondents showed appreciation in greater numbers for having family and friends in a Spanish-Speaking Community nearby. &Access assumes a portion of Latinx respondents are immigrants who lean on their community for information, jobs, and support, which can be crucial at lower socioeconomic levels. Whites may not have the same need but still value the nearby diverse population.

The emphasis placed on community and family can be seen in the group that visits Long Branch from outside. The Latinx population comes to see family and friends, while Whites infrequently responded to this question. These data reveal the unique character of Long Branch. The neighborhood has a mix of racial/ethnic groups that use the community differently.

Where cultural differences show in some tables, economic ones pervade when we asked about pre-COVID concerns for housing or why people purchased property here. Renters that responded with a problem of Landlord Increasing Rent or Other Fees were primarily Latinx. In contrast, those responding I Own a Property in Long Branch were mostly white.

Additionally, every option asking about money was a concern for some Latinx respondents, but not for any White respondents. Landlord Increasing Rent or Other Fees tied for the second most popular answer (six votes, all Latinx) with six votes None (meaning, no concerns about housing).

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The six votes for None included five from Whites, one African American, and zero Latinx respondents.

COVID-19 IMPACTS

The COVID-19 pandemic disrupted the economic and physical health of people across the world and in the community. Nearly a quarter of respondents (22) Lost Employment, and 26 reported Loss in Income, both responses with large Latinx representation. When service sector employees keep their jobs, a higher likelihood of exposure to the novel coronavirus exists. This fact may explain the five Latinx who reported that a family member's physical health declined due to COVID or otherwise.

Fifteen people said that a Family Member's Mental Health Declined, with eight in the White community and six Latinx. Thirty-one answered that they had homeschooled their children (this number comprised 24 Latinx votes), and 35 said that family schedules had changed (roughly evenly split). Finally, nine white and two Latinx reported increased savings, further detailing the economic disparity across White/Latinx communities.

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Table 7: Responses to “The COVID-19 crisis has impacted my life in the following ways:”

Answer Choice	Total	Latinx	African American	White
Experienced a decrease in income	26	21	3	2
Lost employment	22	18	1	3
Received financial support	8	6	0	2
Received free meals	18	16	1	1
Increased medical costs	2	1	1	0
Quarantined due to infection or fear of infection*	14	*	0	14
A family member's physical health has declined due to COVID or otherwise	5	5	0	0
A family member's mental health declined due to COVID-19 or otherwise	15	6	1	8
Avoided medical treatment due to fear of COVID-19	15	3	1	11
Family schedules have changed	35	15	2	18
Family members have less free time	12	9	1	2
Lost childcare	14	9	0	5
Homeschooled child(ren)	31	24	0	7
Increased savings	11	2	0	9
Risk of eviction	3	3	0	0
Other	3	3	0	0

The Spanish version of the survey did not include the possible response "Quarantined due to infection or fear of infection" like the English version did. There were no responses for Latinx responses.

Government assistance at all levels has helped the vulnerable and worked to recover from the economic downturn. This question gauges the type of help individuals received. Unsurprisingly, the most popular was financial assistance through U.S. Congress' CARES Act that sent stimulus checks to all Americans over 17, extended unemployment benefits, and helped businesses. White respondents received this assistance at higher rates. However, Latinx outnumbered Whites in nearly every other category, including nine out of 10 total who had visited a Food Bank.

Economic differences are clearly on display again in these tables related to the pandemic. The effects of losing employment ripple outward so that Latinx respondents were far more likely to have received free meals (16 Latinx compared to 1 White and 0 African Americans) and were more likely to have received financial support, especially from Montgomery County.

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Table 8: Responses to “What resources have you accessed during the COVID-19 crisis?”

Answer Choice	Total	Latinx	African American	White
US government stimulus check (CARES Act funding such as Paycheck Protection Program or Economic Injury Disaster Loan)	24	8	2	14
State of Maryland relief funds	5	3	1	1
Montgomery County relief funds	8	7	0	1
Food banks	10	9	0	1
Help from a neighbor (in any way)	12	6	0	6
Legal support	1	0	1	0
Medical clinics	3	2	0	1
Support with worker rights, tenant's rights, or other	1	1	0	0
Other	7	7	0	0

TRANSPORTATION

Community member's responses to the following transportation questions can help CHEER prioritize limited resources and advocacy work. The addition of the Purple Line will change travel by consuming road space and encouraging modes of travel other than cars.

Personal Vehicles were the most popular means of getting around and Taxis, Rideshare Services, and Biking did not register many votes. Further, the popularity of public transportation among the Latinx community bodes well for the Purple Line's addition.

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Table 9: Responses to “How do you typically travel around Long Branch?”

Answer Choice	Total	Latinx	African American	White
Personal vehicle	32	17	2	13
Taxi	1	1	0	0
Rideshare service (eg. Uber or Lyft)	3	2	0	1
Walking	25	11	2	12
Bicycle	7	2	0	5
Public Transportation	14	9	1	4

Note: The response, “Other,” did not receive any votes and was removed from the table.

The top transportation concern is Safety, which is spread evenly among Whites and Latinx. The next two top concerns were Less Traffic and More bus times that were expressed by Latinx respondents at higher levels than the other groups.

Table 10: Responses to “What would make travel in Long Branch better?”

Answer Choice	Total	Latinx	African American	White
Shorter travel time	5	5	0	0
Less traffic	15	10	0	5
Better connections	3	2	0	1
More bus times	13	10	0	3
More bus routes	6	3	1	2
Safety	20	10	1	9
Other	4	3	0	1

The final transportation question gauges contentedness with travel options. Most indicate they are happy with the mode of transport they use. Those who would like to switch overwhelmingly said they would prefer to drive. Seven Whites of nine overall said they would like to bike.

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Table 11: Responses to “Would you prefer to travel another way?”

Answer Choice	Total	Latinx	African American	White
Yes, by car	11	11	0	0
Yes, by bus	3	1	0	2
Yes, by train	6	1	1	4
Yes, by bicycle	9	2	0	7
No	17	11	1	5
Other	1	1	0	0

TRANSPORTATION CONCLUSIONS

Overall satisfaction with transportation options was high, including 11 Latinx saying they would not switch modes if they had the option. The groups use the common modes of transportation at similar rates, except for the Latinx community that uses public transportation more often. This divide likely mirrors class differences. Latinx wanted to switch to using cars at high rates and reported wanting more bus times. Additionally, those who walk through Long Branch have asked for clean streets in the survey's manual entry questions.

INTERNET ACCESS

In this day and age and especially during the pandemic, internet access is an essential infrastructure. The "digital divide" between those with the internet and those without threatens children's progress in school and hurts adults' access to information.

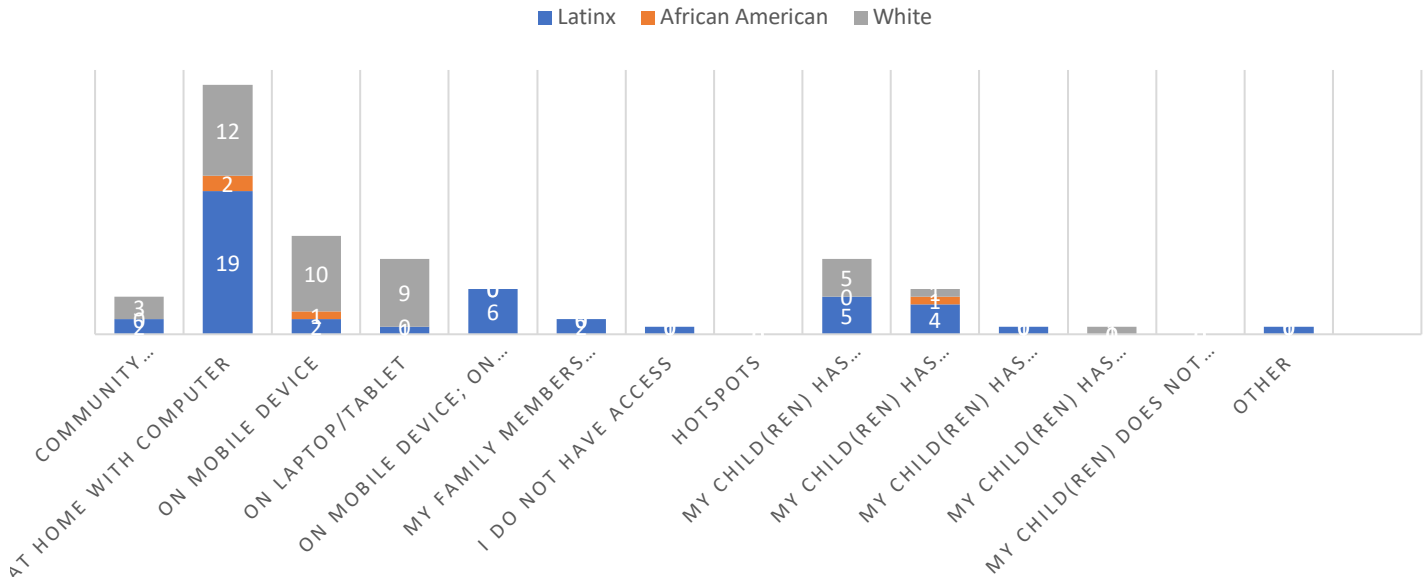
The survey revealed that most people could access reliable internet at home (33 votes, the highest single total of the table), and relatively few say other limiting conditions apply. To detail, only two respondents said that they must share devices at home, zero rely on hotspots, and zero said their children do not have reliable access. The proportion of those who say the internet is fast is larger than those who say it is slow (10 reported fast internet, spread evenly between groups versus 6 with slow internet). Those who say their internet is slow are primarily Latinx. However, the four votes for this option are not a strong indication.

Another finding is the difference between Latinx and White respondents who can access the internet on a mobile device. Thirteen said they have mobile internet capabilities; White respondents make up ten votes, while Latinx comprises two.

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Chart 2: Responses to “How and where do you access the internet?”



Note, in the Spanish-language survey, the responses "On Mobile Device" and "On Laptop/Tablet" appeared together as "On Mobile Device; On Laptop/Tablet"

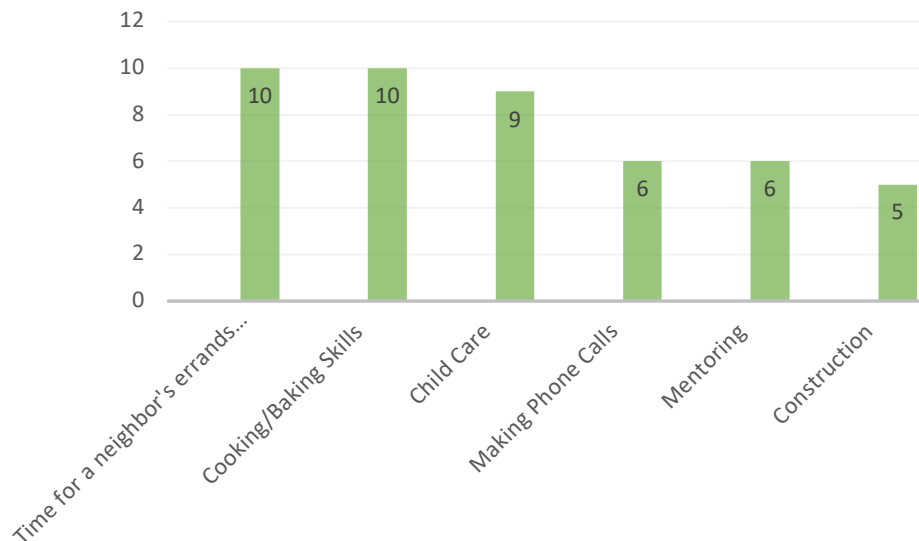
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SHARED SKILLS

Overall, the help that people were most likely to offer to their neighbors were making Time for a Neighbor's Errands or Similar (10 votes), Cooking/Baking Skills (10), and Childcare (9). Otherwise, there was a range of votes across the categories provided in the survey.

Chart 3: Top Responses to “What skills can you offer to support your neighbor?”



THE COMMUNITY'S FAVORITES PLACES

A prominent section of the survey asked respondents what their favorite places are in Long Branch. This section gives CHEER knowledge of the community's preferences so that favorite places are protected and well resourced. Respondents answered, "What is your 1st favorite place in Long Branch?" providing details in open text entry fields. This question repeated for their 2nd, 3rd, 4th, and 5th favorite places (the online survey moved on to the next section when the respondent declined to write in an answer). As expected, the responses were varied, so &Access classified the answers into Retail, Parks/Public Space, Municipal, General, City, Other, Transportation, and Housing. There were 199 responses, so the authors chose a threshold of 20 votes to warrant further analysis. Only the categories Retail, Parks/Public Space, and Municipal earned more than 20 votes.

Retail was mostly made up of places to get food (83 out of 104 votes) but also included banks, the dollar store, the popular dry cleaners, and others. Parks/Public Spaces had trails and the pool as

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frequent responses. Additionally, Municipal places included schools, the library, and the community center.

When the 1st to 5th place, respondent choices were averaged, parks were the most popular. This trend held across all of the racial and ethnic groups. A separate set of questions asked why certain places are preferred, the most common answers were that they were Accessible (42 votes), offered Good Value (40 votes), Provide a Sense of Community (35 votes), are Family-Friendly (32 votes), and they Enjoy the Offerings (31 votes). Answers to this question ranged across uses, with no salient conclusions drawn about specific offerings. See appendix tables for more details.

Chart 4: Most mentioned favorite places

Answer Choice	Latinx	African American	Whites	Not Specified	Total
Library	9	3	15	5	32
El Golfo	5	0	17	5	27
Giant	10	0	11	5	26
Pool	7	1	2	3	13
Sligo Creek	4	3	3	2	12
Long Branch Trail	4	0	4	0	8
Parks generally	4	1	1	2	8
Community Center	3	0	2	2	7
Flower Avenue Urban Park	3	0	3	1	7
Bestway	7	0	0	0	7

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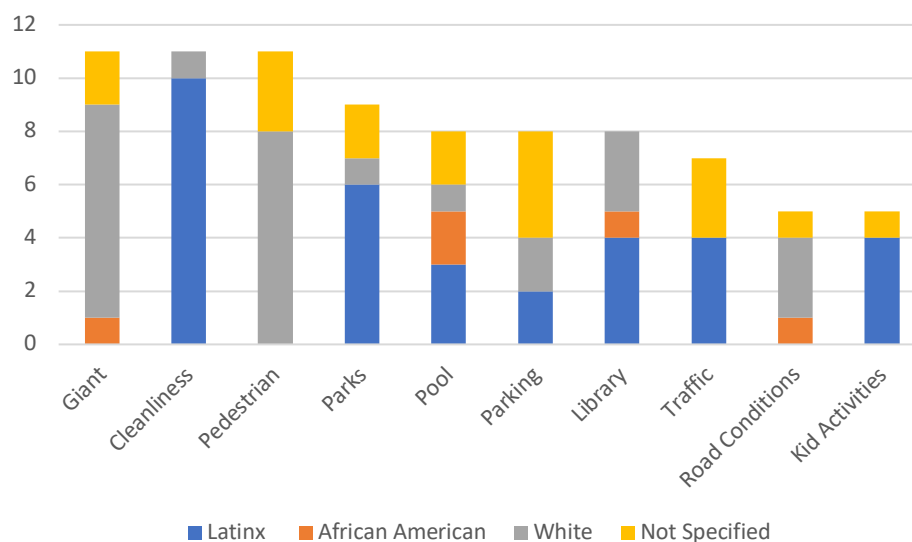
DESIRED IMPROVEMENTS

Another section of the survey asked respondents what places they would like to be improved. The question followed a similar fill-in-the-blank prompt style as detailed in the previous section. The data analysis involved coding the responses for the type of place into the same categories.

Thirty-seven listed a shop first on this question (Giant grocery store had most at 11 votes). Twenty-nine listed Parks/Public Spaces as the set of places that could improve most (the pool was highest with 11 votes). And transportation was the third-highest (concerns about pedestrian crossings also got 11 votes).

Finally, the survey asked how these places could improve, and despite a few answers, there are some conclusions. Most want Better Service (12) with the highest category, Parks/Public Space, receiving five votes. Eight people want Sufficient Parking or Improved Physical Accessibility, especially at transportation sites. Five want the Addition of Spanish-language services. In general, the separate racial and ethnic groups were in line with these findings.

Chart 4: Most mentioned opportunities for improvement



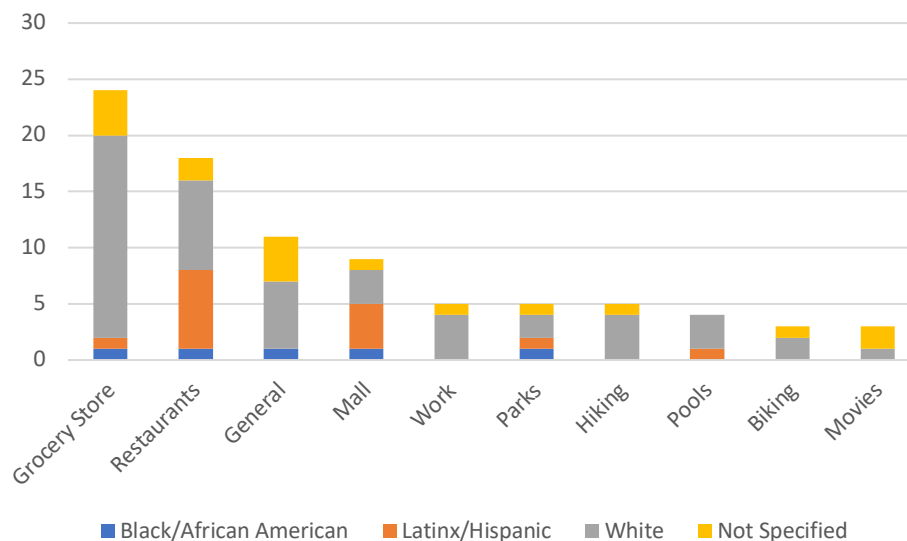
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OUTSIDE LONG BRANCH

The survey tool hoped to address the services that are not in the neighborhood and what community members leave Long Branch for most frequently. There were few instances of numerous concentrated votes, which implies that Long Branch has many essential services covered. The major exception is that respondents often leave for grocery stores (23 total votes) — the majority of respondents who signaled a different preference for grocery stores identified as White. Restaurants received 18 votes, but the variety of tastes and cuisines makes this difficult to change. Other than grocery stores and restaurants, respondents left the community for many types of stores and institutions commonly found in similar neighborhoods, such as salons, doctors' offices, bookstores, and coffee shops.

Chart 5: Top places visited outside of Long Branch



Many respondents included specific cities, towns, or states they visit outside of Long Branch. Most commonly was Takoma Park and Downtown Silver Spring, both places with a diverse set of assets attractive to the Long Branch community members.

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Table 12: Geographies visited outside of Long Branch

Answer Choice	White	Latinx/Hispanic	Not Specified	Grand Total
Downtown Silver Spring, MD	13	3	1	17
Takoma Park, MD	14	1		15
Washington, DC	5		4	9
Wheaton, MD	4	3	1	8
Silver Spring, MD	3		1	4
Region	4			4
Bethesda, MD	3			3
Langley Park, MD	3			3
Potomac, MD	1	1		2
Colesville, MD		2		2

Those who identified as African-American did not respond to this question.

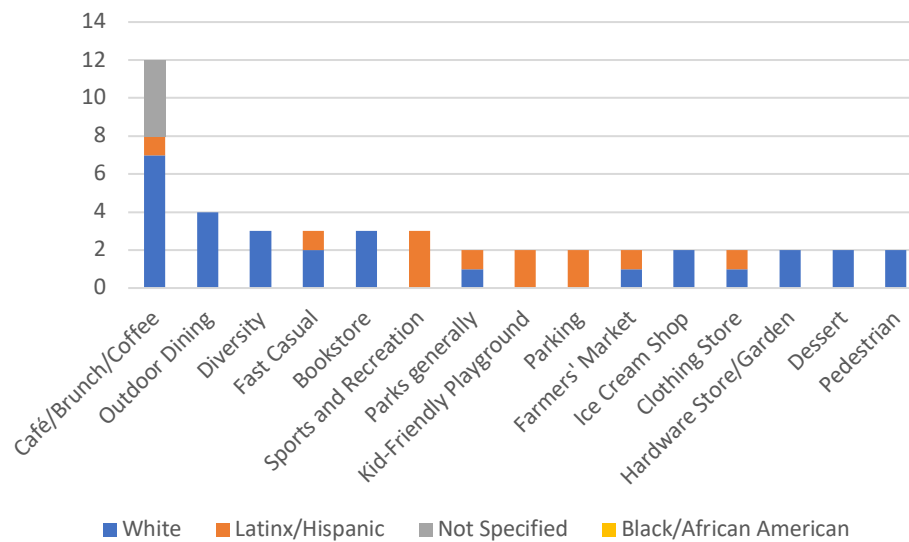
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LONG BRANCH WISH LIST

Similar to the last question, the survey asked what people wanted to see in their neighborhood. In general, the findings were the same as above. The community is interested in Retail, Entertainment, Parks, and Transportation options. There were few commonalities across responses, except for restaurants where 26 people wanted more (19 of these votes were from White members and six from Latinx). Overall, more parks and retail are desired.

Chart 6: Top places/activities desired in Long Branch



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CONCLUSION

This report explores perceptions of Long Branch so CHEER can help the community with accurate knowledge of existing strengths and weaknesses. Asset mapping is the process of organizing this information. In a literal sense, respondents provide the places they value (assets), the places they desire in the neighborhood, and the places that can improve. However, the diversity of the area in terms of race, ethnicity, class, and culture adds critical nuance to this picture.

The survey was successful in providing representative representation from a Latinx and White respondents. The results included stark differences, most notably in how respondents are coping with the COVID era and socioeconomic status as seen in the responses for who has visited a food bank or sought financial aid recently. Simply, people of Hispanic background are fighting through more adversity than Whites. African-Americans generally did not respond in numbers that gave strong evidence of their opinions. There was evidence of Latinx' lower socioeconomic status before the pandemic, as well. They are more likely renters, not homeowners and concerned that their landlord would raise the rent or they would not have the ability to pay. Further, Latinx respondents indicated that they take public transportation more than other groups and so the coming Purple Line will be particularly helpful. Giant proved one of the most popular places in Long Branch among Latinx respondents but also priority for improvements for White respondents. These considerations can be used to great effect for vulnerable populations. CHEER can emphasize the cleanliness of streets or the pool to Montgomery County officials and encourage bookstores or cafes to open in Long Branch.

Conclusively, the community is celebrated for its diversity and friend and familial ties to the community. Continuing to root the community in this identity should be key to the vision.

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APPENDIX

Favorite Place Reasons

Spanish speakers are present (Multiple Items)	
Row Labels	Count of Primary Answer
Retail	10
Restaurants	7
El Gavilan	1
El Golfo	2
Food Trucks	1
La Pasion	1
Pupuseria Dona Azucena	1
Veronica's Bakery and Cafe	1
Grocery Stores	2
Bestway	2
Other	1
Latino street food	1
Parks/Public Space	3
Parks	3
Seek Lane Park	1
(blank)	2
Municipal	3
Library	2
(blank)	2
Schools	1
Rolling Terrace Elementary School	1
Other	1
Organizations	1
CHEER	1
Grand Total	17

Enjoy the offerings (Multiple Items)	
Row Labels	Count of Primary Answer
Retail	23
Restaurants	14
El Golfo	8
Food Trucks	1
La Casita	2
La Pasion	1
Pupuseria Dona Azucena	1
Veronica's Bakery and Cafe	1
Grocery Stores	5
Adarash Market	1
Americana Grocery	1
Bestway	1
Giant	2
Liquor store	1
Flower Avenue Liquor Store	1
Other	1
Latino street food	1
General	1
Dollar store	1
Laundry	1
Reliable Cleaners	1
Municipal	8
Library	7
(blank)	7
Schools	1
Rolling Terrace Elementary School	1
Parks/Public Space	5
Parks	2
Playgrounds	1
(blank)	1
Trails	2
Sligo Creek	2
Pool	1
(blank)	1
Other	2
Organizations	1
CHEER	1
Fire Engine Park	1
(blank)	1
Grand Total	38

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Accessible	(Multiple Items)
Row Labels	Count of Primary Answer
▢ Retail	30
▢ Grocery Stores	15
Bestway	4
Giant	11
▢ Restaurants	8
El Golfo	3
Flower Deli	1
Food Trucks	1
La Casita	1
La Pasion	1
(blank)	1
▢ Liquor store	2
Flower Avenue Liquor Store	2
▢ General	2
Dollar store	2
▢ Laundry	2
(blank)	2
▢ Personal Care	1
Flower Barbershop	1
▢ Parks/Public Space	21
▢ Trails	10
Long Branch Creek	1
Long Branch Trail	3
Sligo Creek	6
▢ Parks	6
Long Branch Park	1
Seek Lane Park	1
Where I can walk	1
(blank)	3
▢ Pool	5
(blank)	5
▢ Municipal	10
▢ Library	9
(blank)	9
▢ Schools	1
Rolling Terrace Elementary School	1
▢ Other	3
▢ Fire Engine Park	1
(blank)	1
▢ Organizations	1
CHEER	1
▢ Mechanic Shop	1
(blank)	1
▢ Transportation	1
▢ Bike Path	1
(blank)	1
Grand Total	65

Good value	(Multiple Items)
Row Labels	Count of Primary Answer
▢ Retail	31
▢ Restaurants	16
El Gavilan	1
El Golfo	8
Flower Deli	1
Food Trucks	1
La Casita	2
La Pasion	1
Pupuseria Dona Azucena	1
Veronica's Bakery and Cafe	1
▢ Grocery Stores	8
Adarash Market	1
Americana Grocery	1
Bestway	1
Giant	5
▢ Personal Care	2
Flower Barbershop	2
▢ Liquor store	2
Flower Avenue Liquor Store	2
▢ Laundry	2
Reliable Cleaners	1
(blank)	1
▢ General	1
Dollar store	1
▢ Municipal	9
▢ Library	7
(blank)	7
▢ Schools	2
Rolling Terrace Elementary School	1
(blank)	1
▢ Parks/Public Space	4
▢ Trails	2
Sligo Creek	1
(blank)	1
▢ Parks	2
Long Branch Park	1
(blank)	1
▢ Other	3
▢ Fire Engine Park	1
(blank)	1
▢ Organizations	1
CHEER	1
▢ Mechanic Shop	1
(blank)	1
Grand Total	47

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Provides a sense of community	(Multiple Items)
Row Labels	Count of Primary Answer
Retail	13
Restaurants	10
El Gavilan	1
El Golfo	8
Flower Deli	1
Personal Care	1
Flower Barbershop	1
Grocery Stores	1
Giant	1
Laundry	1
Reliable Cleaners	1
Parks/Public Space	13
Trails	9
Long Branch Creek	1
Long Branch Trail	3
Sligo Creek	3
(blank)	2
Parks	3
Long Branch Park	1
Playgrounds	1
Seek Lane Park	1
Pool	1
(blank)	1
Municipal	13
Library	10
(blank)	10
Schools	3
New Hampshire Estates Elementary School	1
Rolling Terrace Elementary School	2
Other	2
Organizations	1
CHEER	1
Fire Engine Park	1
(blank)	1
Grand Total	41

Scenic	(Multiple Items)
Row Labels	Count of Primary Answer
Parks/Public Space	16
Trails	12
Long Branch Creek	2
Long Branch Trail	4
Sligo Creek	4
(blank)	2
Parks	3
Flower Avenue Urban Park	2
Long Branch Park	1
Pool	1
(blank)	1
Municipal	2
Library	2
(blank)	2
Other	1
Fire Engine Park	1
(blank)	1
Transportation	1
Bike Path	1
(blank)	1
Retail	1
Restaurants	1
El Gavilan	1
Grand Total	21

Family-friendly	(Multiple Items)
Row Labels	Count of Primary Answer
Parks/Public Space	20
Trails	8
Long Branch Trail	2
Sligo Creek	4
(blank)	2
Parks	6
Long Branch Park	1
Playgrounds	1
Seek Lane Park	1
Where I can walk	1
(blank)	2
Pool	6
(blank)	6
Retail	15
Restaurants	10
El Gavilan	1
El Golfo	8
Pupuseria Dona Azucena	1
General	2
Bookstore	1
(blank)	1
Grocery Stores	2
Giant	2
Personal Care	1
Flower Barbershop	1
Municipal	11
Library	9
(blank)	9
Schools	2
Rolling Terrace Elementary School	2
Other	4
Organizations	2
CHEER	1
Help services	1
Fire Engine Park	1
(blank)	1
Mechanic Shop	1
(blank)	1
Grand Total	50

Asset Map - Summary

CHEER | December 2020

Places Respondents want Improved

Race Ethnicity	(All)	
Row Labels	Count of Category	Average of Rank
Parks/Public Space	45	3.886363636
Parks	9	3.88888889
Pool	8	4.25
Kid Activities	5	3.8
Security	3	4.66666667
Sligo Creek	3	3.33333333
Trails	3	3.66666667
Cleanliness	2	5
Trash	2	4.5
Long Branch/Arless Park	1	5
Skateboard Park	1	
Long Branch Park	1	2
Green Space	1	4
Dog Park	1	1
Street Trees	1	2
Options	1	3
Bike Infrastructure	1	3
Trees	1	4
Parks	1	5
Transportation	42	3.763157895
Pedestrian	11	3.44444444
Parking	8	4
Traffic	7	3.857142857
Road Conditions	5	4.6
Bike Infrastructure	3	2
Streets	2	4.5
Bus	1	4
Street Parking	1	4
Crosswalks	1	
Traffic calming	1	3
Roads	1	5
Bus stops	1	1
Retail	39	3.861111111
Giant	11	4.727272727
Shopping center	5	3.2
Flower Theater	3	4
Diversity	2	3
Bestway	2	4.5
Small Businesses	2	4.5
Cleaners	1	3
7 eleven	1	
Americana Grocery	1	5
Outdoor Dining	1	3
P&P Wireless	1	3
Liquor store	1	2
Restaurants	1	5
Veronica's	1	1
7-11 strip plaza	1	4
Bookstore	1	5
cafe	1	4
Shell Gas Station	1	2
Roxana Flower Shop	1	5
Dominos's pizza	1	1
General	38	3.842105263
Cleanliness	11	4
Safety	5	3.6
Street lights	5	3
Security	3	3.66666667
Lighting	3	3.66666667
Sidewalks	2	5
Parks	2	3
Remodeling	1	5
Seasonally???	1	5
Streets	1	4
Facades	1	5
Construction	1	4
Street Corner Music	1	5
Homeless Population	1	3

Municipal	12	3.583333333
Library	8	3.375
Community Center	2	4
School	1	5
Oak View Elementary	1	3
Housing	5	3.666666667
Park Montgomery Apartments	2	5
Yard Care	1	2
Apartments	1	4
Ace Academy	1	
City	4	3.5
Langley Park	2	3.5
Takoma Park	1	4
Long Branch	1	3
Grand Total	185	3.811428571

Places Latinx want Improved

Race Ethnicity	Latinx/Hispanic	
Row Labels	Count of Category	Average of Rank
Parks/Public Space	7	4.285714286
Pool	2	5
Green Space	1	4
Options	1	3
Sligo Creek	1	4
Trash	1	5
Security	1	4
General	7	3.428571429
Safety	2	2.5
Construction	1	4
Facades	1	5
Remodeling	1	5
Cleanliness	1	2
Lighting	1	3
Transportation	2	2
Bus stops	1	1
Traffic calming	1	3
Municipal	1	5
Community Center	1	5
Grand Total	17	3.705882353

Continued at right →

Asset Map - Summary

CHEER | December 2020

Places African Americans want Improved

Race Ethnicity	Black/African American	
Row Labels	Count of Category	Average of Rank
Retail	5	2.75
Dominos's pizza	1	1
Small Businesses	1	5
7 eleven	1	
Liquor store	1	2
Giant	1	3
City	4	3.5
Langley Park	2	3.5
Takoma Park	1	4
Long Branch	1	3
Parks/Public Space	3	4
Pool	2	5
Long Branch Park	1	2
Housing	2	5
Park Montgomery Apartments	2	5
Transportation	1	5
Roads	1	5
Municipal	1	4
Library	1	4
Grand Total	16	3.642857143

Places Whites want Improved

Race Ethnicity	White	
Row Labels	Count of Category	Average of Rank
Retail	22	3.9
Giant	8	4.875
Flower Theater	3	4
Shopping center	3	2.666666667
Small Businesses	1	4
Veronica's	1	1
Bestway	1	5
Cleaners	1	3
Shell Gas Station	1	2
7-11 strip plaza	1	4
Roxana Flower Shop	1	5
P&P Wireless	1	3
Transportation	17	3.466666667
Pedestrian	8	3.714285714
Road Conditions	3	4.333333333
Bike Infrastructure	3	2
Parking	2	2.5
Bus	1	4
Parks/Public Space	10	3.6
Trails	3	3.666666667
Long Branch/Arliss Park	1	5
Cleanliness	1	5
Dog Park	1	1
Pool	1	4
Street Trees	1	2
Bike Infrastructure	1	3
Parks	1	5
General	5	3.8
Homeless Population	1	3
Security	1	5
Cleanliness	1	4
Safety	1	3
Lighting	1	4
Municipal	3	4.333333333
Library	3	4.333333333
Housing	1	2
Yard Care	1	2
Grand Total	58	3.703703704

Asset Map - Summary

CHEER | December 2020

Places Respondents Visit Outside the Neighborhood

0 = No Demographic Information Provided					
Count of Category	Column Labels				
Row Labels	0 Black/African American	Latinx/Hispanic	White	Grand Total	
Retail	14	4	16	47	81
Grocery Store	4	1	1	18	24
Restaurants	2	1	7	8	18
General	4	1		6	11
Mall	1	1	4	3	9
Laundry/Cleaners			1	1	2
Salons	1			1	2
Pharmacy				2	2
Farmers' Market				2	2
Hiking			1		1
Dollar Store				1	1
Coffee				1	1
Entertainment			1		1
(blank)				1	1
Bookstore				1	1
Gas Station	1				1
Superstore			1		1
Bakery				1	1
Breweries				1	1
Bank	1				1
Parks/Public Space	5	2	2	14	23
Parks	1	1	1	2	5
Hiking	1			4	5
Pools			1	3	4
Biking	1			2	3
Walking/Running	1			1	2
Fishing				1	1
Soccer		1			1
Dog Park				1	1
Camping	1				1
City/State	5		1	12	18
(blank)	5		1	12	18
Entertainment	4			4	8
Movies	2			1	3
Music	2				2
Social Activities				1	1
Entertainment				1	1
Museum				1	1
Work	1			4	5
Work	1			4	5
General		1	1	3	5
Safety		1	1	2	4
Pleasant				1	1
Municipal	3		1		4
Post Office	2				2
Library	1		1		2
Other		1	1	1	3
Dance Class/Gym		1	1		2
Gym				1	1
Healthcare	1			1	2
Doctor	1			1	2
Religion				2	2
Synagogue				1	1
Church				1	1
(blank)					
(blank)					
Grand Total	33	8	22	88	151

Asset Map - Summary

CHEER | December 2020

















Geographic Areas Visited Outside Long Branch

Count of City/State Row Labels	Column Labels			
	White	Latinx/Hispanic	0 Black/African Ame	Grand Total
Downtown Silver Spring, MD	13	3	1	17
Takoma Park, MD	14	1		15
Washington, DC	5		4	9
Wheaton, MD	4	3	1	8
Silver Spring, MD	3		1	4
Region	4			4
Bethesda, MD	3			3
Langley Park, MD	3			3
Potomac, MD	1	1		2
Colesville, MD		2		2
Rockville, MD		2		2
Hyattsville, MD		1		1
Virginia	1			1
Chicago, IL	1			1
Ocean City, MD	1			1
Chevy Chase, MD	1			1
Kensington, MD	1			1
College Park, MD	1			1
Columbia, MD		1		1
(blank)				
Grand Total	56	14	7	77

Asset Map - Summary

CHEER | December 2020

Places Respondents Desire in Long Branch

		0 = No Demographic Information Provided				
Count of Category		Column Labels				
Row Labels		White	Latinx/Hispanic	0 Black/African American	Grand Total	
	Retail	42	10	8	1	61
	Restaurant	21	3	6		30
	Café/Brunch/Coffee	7	1	4		12
	Outdoor Dining	4				4
	Diversity	3				3
	Fast Casual	2	1			3
	Dessert	2				2
	Pizza			1		1
	Kid-Friendly	1				1
	Breweries/Bars	1				1
	(blank)	1				1
	Improved			1		1
	Fast Food		1			1
	General	5	1	1	1	8
	(blank)	2		1		3
	Target		1			1
	Upscale Offering	1				1
	Mall				1	1
	Clothing	1				1
	Michael's	1				1
	Grocery Store	2	1	1		4
	Trader Joe's			1		1
	Organic/Natural	1				1
	Clean	1				1
	Latino/Hispanic		1			1
	Bookstore	3				3
	(blank)	2				2
	Independent	1				1
	Hardware Store/Garden	2				2
	(blank)	2				2
	Clothing Store	1	1			2
	(blank)	1	1			2
	Ice Cream Shop	2				2
	(blank)	2				2
	Farmers' Market	1	1			2
	(blank)	1	1			2
	Grocery Stores	1	1			2
	Organic/Natural	1				1
	More hispanic		1			1
	Pharmacy	1				1
	(blank)	1				1
	Thrift/Second Hand Stores	1				1
	(blank)	1				1
	Hardware	1				1
	(blank)	1				1
	Bike Shop	1				1
	Used	1				1
	General		1			1
	School Supples		1			1
	Liquor Store		1			1
	Remove at Piney Branch + University		1			1

CONTINUED BELOW

Asset Map - Summary

CHEER | December 2020

Parks/Public Space	8	11	2	1	22
Parks	4	6	1		11
Sports and Recreation		3			3
(blank)	1	1			2
Kid-Friendly		1			1
Better Maintained			1		1
More	1				1
bigger		1			1
Away from road	1				1
Clean	1				1
Playground		3		1	4
Kid-Friendly		2			2
Basketball Courts		1			1
Increase Size				1	1
Pool	1	2			3
Indoor		1			1
Nicer	1				1
more Accessible		1			1
Skate Park			1		1
Sports and Recreation			1		1
Safety	1				1
(blank)	1				1
General	1				1
Easily Accessible	1				1
Public Spaces	1				1
(blank)	1				1
Transportation	8	3	1		12
Bike Infrastructure	4				4
Racks	1				1
Extend trail north to Franklin	1				1
Bike Lanes on Piney Branch + Flower	1				1
Bike Trails	1				1
Parking	1	2			3
(blank)		2			2
Safety	1				1
Pedestrian	2				2
Walk path through megablock	1				1
More Walkable Streets	1				1
Pedstrian	1				1
More Walkable	1				1
School Buses		1			1
(blank)		1			1
Roads			1		1
Better Maintained			1		1

CONTINUED BELOW

Asset Map - Summary

CHEER | December 2020

Entertainment	4	3	1	8
Family Friendly	1	2	1	4
Teen Friendly		1		1
Mothers & Children		1		1
Kid-Friendly, Indoor Play Space/Museum	1			1
Kids			1	1
Third Spaces	1			1
Cultural Arts	1			1
Music	1			1
(blank)	1			1
Bowling		1		1
(blank)		1		1
Movies	1			1
(blank)	1			1
General	2	4	1	7
Safety	1	1		2
(blank)		1		1
Homelessness	1			1
Street Lights		1		1
(blank)		1		1
Wifi			1	1
Expanded Access			1	1
Cleanliness		1		1
More trashcans		1		1
Murals	1			1
(blank)	1			1
Security		1		1
(blank)		1		1
Municipal		5		5
Community Center		3		3
Improvements		1		1
(blank)		1		1
Kid-Friendly, Indoor Play Space/Museum		1		1
School		1		1
Improve Rolling Terrace		1		1
Library		1		1
bigger		1		1
Other		2	1	3
Service Providers		1		1
Improved		1		1
Classes		1		1
English for adults		1		1
Help Services		1		1
(blank)		1		1
Healthcare	1	1		2
Clinic	1	1		2
(blank)	1			1
Closer		1		1
Education		1		1
After School		1		1
Nature Inspired Programs		1		1
Grand Total	65	37	16	3
				121

Asset Map - Summary

CHEER | December 2020

Youth Results

Favorite Places

Count of Favorite Category Row Labels	Column Labels				
	Black/African American	Latinx/Hispanic	White	(blank)	Grand Total
<input checked="" type="checkbox"/> Leisure		4		1	5
Hang with Friends		3		1	4
Walk		1			1
<input checked="" type="checkbox"/> Parks/Public Space	2		1	1	4
Hang with Friends				1	1
Pool	1		1		2
Soccer	1				1
<input checked="" type="checkbox"/> Volunteer		3			3
Help others out		3			3
<input checked="" type="checkbox"/> Municipal		2			2
Library		2			2
<input checked="" type="checkbox"/> Education	1				1
After School Programs	1				1
Grand Total	3	9	1	2	15

Places Desired in Long Branch

Count of Wish List Category Row Labels	Column Labels				
	Latinx/Hispanic	(blank)	Black/ White		Grand Total
<input checked="" type="checkbox"/> Education		1		1	2
After School Programs		1			1
Music Lessons				1	1
<input checked="" type="checkbox"/> Leisure	2		1		3
Socializing	2		1		3
<input checked="" type="checkbox"/> Municipal	1				1
Library	1				1
<input checked="" type="checkbox"/> Parks/Public Space	1	1	2		4
Biking			1		1
Hiking	1				1
Pool			1		1
Soccer		1			1
<input checked="" type="checkbox"/> Volunteer	4				4
Community Clean Up	2				2
Help others out	1				1
Translator	1				1
Grand Total	8	2	3	1	14

Asset Map - Summary

CHEER | December 2020

How COVID has Affected Them

Count of Covid Category Row Labels	Column Labels				Grand Total
Black/African American	Latinx/Hispanic	White	(blank)		
Education					
Don't Enjoy Online School		1		1	2
School at Home				1	1
	1				1
Leisure					
Inability to socialize/go outside	3	6	1	2	12
Volunteer					
Online Support		1			1
(blank)					
Inability to shop					
Grand Total	3	8	1	3	15

Youth Asset Map - Summary

CHEER | December 5, 2020

INTRODUCTION

&Access designed the asset mapping tool to provide responses for those under age 21, defined as “youth” for this analysis. The questions for youth included favorite activities, COVID-19 impacts, preferred gathering places, transportation mode, skills to share with others, and access to the internet. The number of youth respondents (17) was significantly smaller than the adult response rate. Still, the number of Latinx youth respondents (12) was notably higher than the African American (3) and White (1) youth, and the number of female respondents (10) outnumbered males (5). One identified as gender non-conforming or non-binary. Two respondents did not provide demographic data. Due to the limited response rate by African American and White youth, the conclusions about the specific race’s preferences were limited and reflected mostly Latinx youth respondents.

ANALYSIS

The survey questions analyzed below were multiple-choice. However, the survey included three open text entry questions for youth, as well. The following is a quick summary of the main findings, divided by survey question.

- The most salient finding from the youth’s text entry is that they value time with their friends and feel the loss of that experience in the COVID era. When asked about the pandemic’s effects’ on their lives, the most votes by far were for the lack of socializing. However, this lack also indicates that they are following COVID-19 safety protocol.
- Additionally, four respondents indicated helping others when asked about what youth would like to do in their neighborhood. These were the same respondents who indicated that volunteering was their favorite activity before the pandemic. Note, many responded with similar answers across questions about their favorite activities and their wish list, leading the team to assume a misunderstanding in the wish list question format.
- Youth respondents overall preferred to meet others outside (12 votes). Latinx youth chose this option eight times. Latinx youth also often met at their homes (5 votes) and the homes of their family (4 votes). African American youth spread their responses evenly among the options, and only one White respondent answered. The survey specified that the question refers to the period before the COVID crisis.
- When asked how they travel around the neighborhood, Latinx respondents said using a family car and walking (7 votes each); these two responses were also most common for all with 9 and 11 votes, respectively. Rideshare services generated five votes. For all respondents, family cars, walking, and public transportation were the most popular.

Youth Asset Map - Summary

CHEER | December 5, 2020

- Childcare was the most frequent way youth thought they could help their neighbors (five votes total – three were Latinx); however, the low response rate to this question made it difficult to draw other conclusions.
- Most said they access the internet at home (11 votes), including 8 Latinx youths. The second most popular option was on a mobile device (7 votes), and five reported that they use hotspots – all of these responses were from Latinx youth.

CONCLUSION

Overall, due to the limited respondents outside of the Latinx community, the data does not conclude whether there is a significant disparity in the experience across the respondent youth racial and ethnic groups. The public realm is a priority for many youth respondents, as they rely on walking and parks to facilitate their personal and social lives. Connecting them with opportunities to help other, including translation services and childcare, is a way to promote their long-term engagement in the Long Branch community and an opportunity for CHEER and other community organization to integrate youth in their work.

Youth Asset Map - Appendix

CHEER | December 5, 2020

Before the COVID-19 crisis, what was your favorite thing to do in your community?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
Leisure		4		1	5
Hang with Friends		3		1	4
Walk		1			1
Parks/Public Space	2		1	1	4
Hang with Friends				1	1
Pool	1		1		2
Soccer	1				1
Volunteer		3			3
Help others out		3			3
Municipal		2			2
Library		2			2
Education	1				1
After School Programs	1				1
Grand Total	3	9	1	2	15

Youth Asset Map - Appendix

CHEER | December 5, 2020

Before the COVID-19 crisis, what do you wish you could do in your neighborhood?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
Education		1		1	2
After School Programs		1			1
Music Lessons				1	1
Leisure	2		1		3
Socializing	2		1		3
Municipal	1				1
Library	1				1
Parks/Public Space	1	1	2		4
Biking			1		1
Hiking	1				1
Pool			1		1
Soccer		1			1
Volunteer	4				4
Community Clean Up	2				2
Help others out	1				1
Translator	1				1
Grand Total	8	2	3	1	14

Youth Asset Map - Appendix

CHEER | December 5, 2020

What ways has the COVID-19 crisis changed/impacted the way you live?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
Education		1		1	2
Don't Enjoy Online School				1	1
School at Home		1			1
Leisure	3	6	1	2	12
Inability to socialize/ go outside	3	6	1	2	12
Volunteer		1			1
Online Support		1			1
Grand Total	3	8	1	3	15

Before the COVID-19 crisis, where would you gather with friends and family?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
My house	2	5			7
Family member's house	1	4			5
Friend's house	2	2		1	5
Place of worship		2			2
Community center	1	2			3
Restaurant		3			3
Outdoor Space	2	8	1	1	12
Grand Total	8	26	1		35

Youth Asset Map - Appendix

CHEER | December 5, 2020

How do you typically travel around your community?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
Family car	2	7			9
Taxi		1			1
Rideshare service (eg. Uber or Lyft)		5			5
Walking	1	7	1	2	11
Bicycle	1	2			3
Public Transportation	2	3	1	1	7
Grand Total	6	25	2		33

How and where do you access the internet?

Response	Black/African American	Latinx/ Hispanic	White	Race/Ethnicity Not Provided	Grand Total
Community Center/ Library	1		1		2
At Home with Computer	2	8		1	11
On Mobile Device	2	5			7
On Laptop/Tablet	2	2			4
My family members have to share devices		1		1	2
I do not have access					0
Hotspots		5			5
Other	7	21	1		29