

# City of Takoma Park COVID Response



City of Takoma Park

- Housing
- Economic Development
- Planned Spending

Presented by:

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# Housing Division Overview

- Housing is a division within the City's Housing and Community Development Department (HCD)
- The Housing Division work includes the following positions:
  - ▷ Housing Manager (full-time)
  - ▷ Housing Specialist (full-time)
  - ▷ Licensing Specialist (full-time)
  - ▷ Landlord and Tenant Mediator (full-time bilingual)
  - ▷ Grants Coordinator (part-time)



# Housing Division Strategies for Assisting Residents

- Increased engagement with residents to address root cause of housing related problems and issues
- Closer relationship with property owners and landlords
- Referral to existing and new established partners, organization and agencies
- Integration with existing City programs and services and County programs



# Housing Division Tools for Assisting Residents

## ■ Emergency Assistance Fund

- ▷ Donations
- ▷ Ministries United Silver Spring Takoma Park (MUSST)
  - ▷ Eviction prevention (money to stop eviction actions filed in court)
  - ▷ Prescription assistance
  - ▷ Food
  - ▷ Utility disconnections
  - ▷ Referrals to other agencies and organizations



# Housing Division Tools for Assisting Residents

## ■ Employment Assistance

- ▶ WorkSource Montgomery (Pop-up site)
  - ▶ Job readiness
  - ▶ Coaching
  - ▶ Access to resources to support job acquisition and growth



# Housing Division Barriers Residents Face

## ■ Housing Division's response to existing needs of residents

- ▶ Significant barriers to accessing benefits and services
  - ▶ Language and comprehension
  - ▶ Accessing documentation
  - ▶ Technology
  - ▶ Immigration status
    - ▶ Mixed
    - ▶ Expiring



# Housing Division Barriers Residents Face

## Housing Division's response to existing needs of residents

- ▶ Significant barriers to accessing benefits and services
  - ▶ Eligibility for emergency assistance program
    - ▶ Timelines and eligibility
  - ▶ Stimulus checks and debit cards
    - ▶ taxes
  - ▶ Unemployment benefits
    - ▶ Denials and approvals



# Housing Division COVID-19 Response

## Emergency Assistance

- ▶ Technology
- ▶ Health Insurance
- ▶ Prescriptions
- ▶ Food
- ▶ Transportation

Increased communication with residents and partners

Webinars on COVID-19 related assistance

## One-on-One Resident Assistance

- ▶ Notices to vacate
- ▶ Housing code issues
- ▶ Delinquencies
- ▶ Technical assistance and referrals to partner organizations and county agencies

## Distribution of Personal Protective Equipment

- ▶ Masks
- ▶ Gloves





# COVID19 Impact on Residents

## Maryland Court Announce Plan to Gradually Re-open

- Administrative Order on Lifting of the Suspension During the COVID-19 Emergency of Foreclosures, Evictions, and Other Ejectments Involving Residences
  - Phase 1 – June 5, 2020 – Court phased-in reopening
  - All proceedings related to foreclosure of residential properties; foreclosures of the rights of redemption of resident properties after a tax sale; execution of residential real property under levy or subject to a lien; actions for ejectment; residential **eviction lifted effective July 25, 2020.**
  - Failure to pay rent cases – must be accompanied by a declaration of compliance with the CARES Act.



# Housing Division COVID19 Spending

## Expansion of Emergency Financial Assistance

- ▶ Administered by MUSST - \$10,000

## Creation of Rental Assistance Program

- ▶ Administered by MUSST - \$150,000
- ▶ Up to three (3) months - \$200 a month (250 beneficiaries)

## Assistance to Condominium Communities – HOA Fees

- ▶ \$30,000 to assist in sustaining essential community needs

## Assistance to Homeowners with non-federally backed mortgages

- ▶ \$50,000 – low to moderate income households

## Assistance with Personal Protective Equipment (reusable face masks; gloves, sanitizers)

- ▶ \$50,000



# Economic Development Division Overview

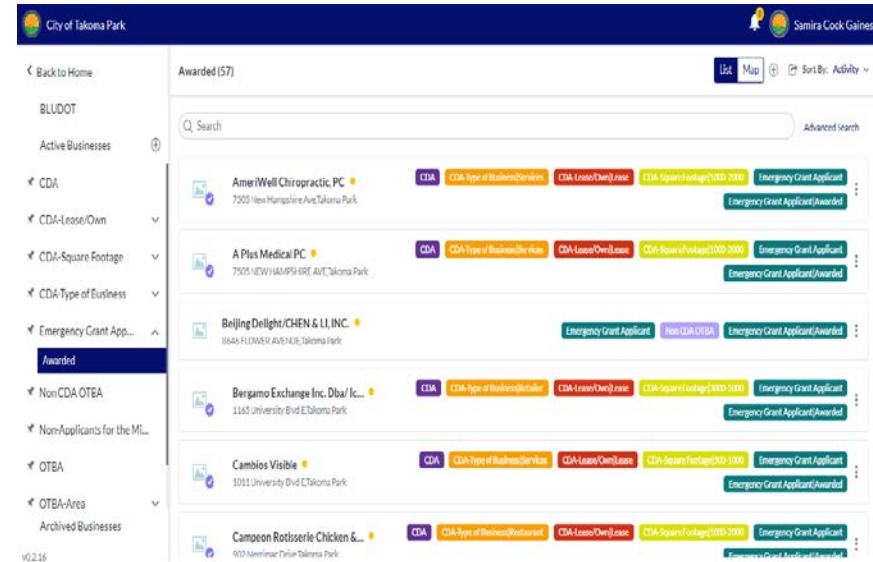
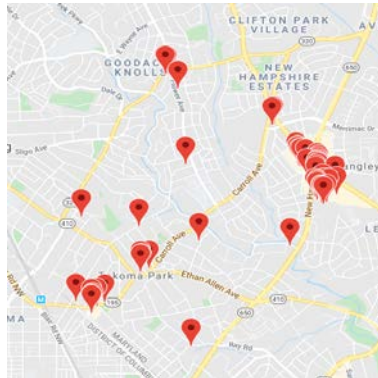
- Economic Development is a new division within the City's Housing and Community Development Department (HCD) established January 2019
- The Economic Development Division work includes the following positions:
  - ▷ Economic Development Manager (full-time)
  - ▷ Economic Development Intern (full-time)



# COVID19 Response TECHNOLOGY PILOTS

## Bludot Business Engagement Platform

- Database Compilation
- Secure Message Integration
- Tagging and Mapping of Businesses



# COVID19 Response TECHNOLOGY PILOTS

## Engage Takoma Park by Kourum

Community Engagement Tools for:

- ▶ Surveys
- ▶ Petitions
- ▶ Debates
- ▶ Participatory Budgeting
- ▶ Newsletters

Pilot with Takoma Overlook,  
Hampshire Towers, Hillwood Manor



City of Takoma Park

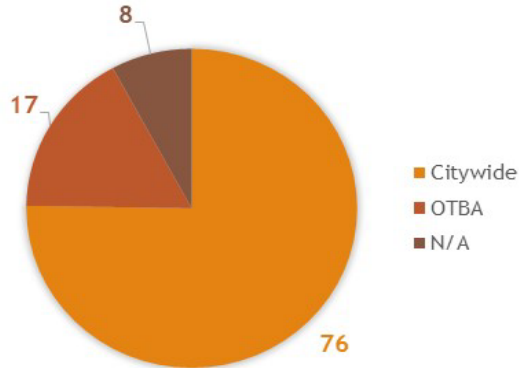


# Economic Development COVID19 Response

- Small Business Mini-Grant Program
- The Takoma Park Together (#TogetherTKPK) Campaign
- Workforce Development
  - ▶ Virtual Workforce Development
  - ▶ Technology Equipment
  - ▶ Grant Review & Application Assistance
- Technology Pilots w/ Kourum and Bludot
- Montgomery County Response Advocacy
- Montgomery County Re-Opening Working Groups
- Weekly Small Business Re-Opening Meetings w/ OTBA and CDA



# Citywide Small Business Migrant Program



**101 Applications Received**  
(8 Day Application Window)



**529  
Employees**



**11  
Average Years  
in Business**



**57 Applicants Awarded**  
(City Funds & Donations as of 6/10/20)

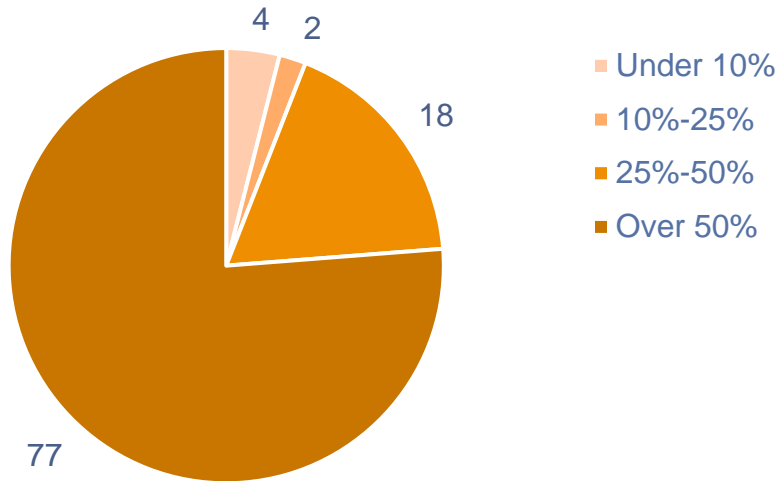


**\$776,262.55  
Total Need Stated**  
(\$35,000 Available as of 4/7/20)

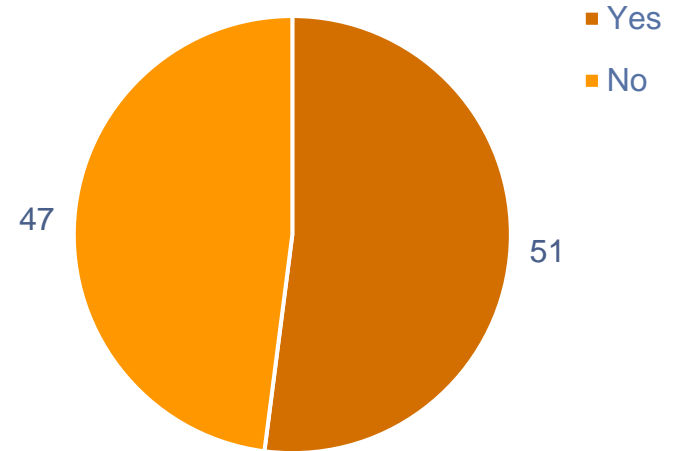


# Citywide Small Business Migrant Program

## Reported Drop in Revenue\*



## Open for Business





# The Takoma Park Together Campaign

- Buy a Meal from a “**Takoma Park To-Go**” Restaurant and TAG Your Favorite Takoma Park Together Mural on Social Media (#TogetherTKPK)
- Thanks to a partnership with **ChalkRiot**, over 40 small chalk murals and designs were created on sidewalks and walkways around the City to identify our To-Go businesses and brighten the daily walks of our residents.



# The Takoma Park Together Campaign

## Media Coverage

- City TV (Local)
- Washington Post (Regional)
- ABC7 News (Regional)
- PBS NewsHour (National)

The Washington Post | Sat, 11 Apr 2020

## A colorful way to draw customers



Chelsea Ritter-soronen with Chalk Riot creates a mural outside El Marinero in Takoma Park, Md., signaling, in Spanish, that the restaurant is still open for takeout orders. The city commissioned murals to support small businesses during the pandemic. Art by Chalk Riot adorns a sidewalk in Takoma Park, Md. The group has been commissioned to draw murals that highlight restaurants offering takeout during the pandemic. The effort is part one of "Takoma Park Together," or #Togethertkpk, the city's campaign to support small businesses. Other parts will include a poster sale and a mini-grant program.

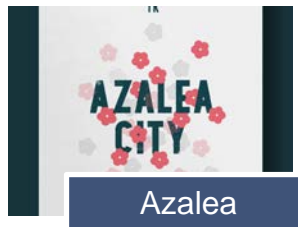


City of Takoma Park

# The Takoma Park Together Campaign

## Raising money for the Mini-Grants Program

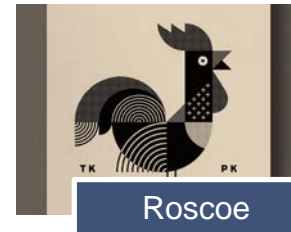
- No Plan Press created three unique posters featuring designs promoting the Takoma Park Together campaign.
- 100% of the profits from the sale of these limited-edition posters will benefit Takoma Park's Citywide Small Business Mini-Grant Program and the Old Takoma Business Association's (OTBA) Micro-Grants Program



Azalea



Together TKPK



Roscoe



# The Takoma Park Together Campaign

**Indigro Plant Design** created 4 exclusive Takoma Park designs of herbs, succulents, and flowering plants to raise funds for the Takoma Park Citywide Small Business Mini-Grant program and the Old Takoma Business Association (OTBA) Micro-Grant program. Up to 50% of the profit from sales will support both small business support grants.



# COVID19 Response Workforce Development

## WorkSource Montgomery

- ▶ H.I.R.E Pop-Up established in Takoma Park
- ▶ Individual employment coaching and counseling
- ▶ Virtual group coaching
- ▶ Individual virtual assistance



## Ethiopian Community Center

- ▶ Job Readiness and Training Program
- ▶ Virtual program completion



# Economic Development COVID19 Spending

## RESPONSE

### ■ Citywide Small Business Mini-Grant Program

- ▶ Final grant awards - \$105,000

## REBUILD

### ■ Healthy Business Program - \$50,000

- ▶ Assistance with PPE (masks, gloves, sanitizers)
- ▶ Disinfecting & Cleaning
- ▶ Public Health Signage
- ▶ Virus Testing for staff

## REBUILD continued

### ■ Small Business Technical Assistance - \$50,000

- ▶ Business model changes
- ▶ Operation improvement
- ▶ Marketing and sales
- ▶ Financial assistance

### ■ Additional Assistance - \$50,000

- ▶ Inventory and Equipment
- ▶ Exit strategies
- ▶ Evictions



# Economic Development COVID19 Spending

## **REBUILD continued**

### Workforce Development - \$25,000

Addressing barriers to getting and keeping employment

- ▶ Training and Certification
- ▶ Employment Coaching and Counseling
- ▶ Job Readiness

