

City of Takoma Park COVID Response



City of Takoma Park

- Housing
- Economic Development
- Planned Spending

Presented by:

- Grayce Wiggins, Housing Manager
- Samira Cook Gaines, Economic Development Manager

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

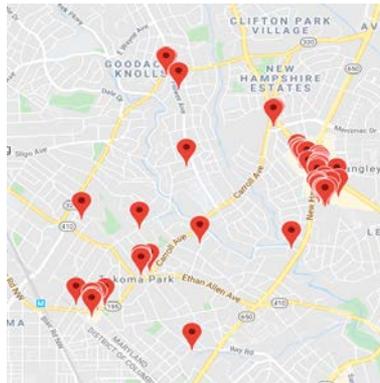
- Economic Development is a new division within the City's Housing and Community Development Department (HCD) established January 2019
- The Economic Development Division work includes the following positions:
 - ▷ Economic Development Manager (full-time)
 - ▷ Economic Development Intern (full-time)



COVID19 Response TECHNOLOGY PILOTS

Bludot Business Engagement Platform

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

A screenshot of the City of Takoma Park's Bludot Business Engagement Platform. The interface shows a list of awarded businesses with various filters and search options. The header includes the City of Takoma Park logo and the name Samira Cook Gaines. The left sidebar lists categories like Active Businesses, CDA, CDA-Lease/Own, CDA-Square Footage, CDA-Type of Business, Emergency Grant App., Awarded, Non-CDA OTEA, Non-Applicants for the ML, OTBA, and OTBA-Area. The main content area displays a list of awarded businesses with details such as name, address, and status. The businesses listed include AmeriWell Chiropractic, PC; A Plus Medical, PC; Beijing Delight/CHEN & LI, INC.; Bergamo Exchange Inc. Dba/ It...; Cambios Visible; and Campeon Rotisserie Chicken &...

Business Name	Address	Status
AmeriWell Chiropractic, PC	7301 New Hampshire Ave, Takoma Park	Emergency Grant Applicant/Awarded
A Plus Medical, PC	7305 NEW HAMPSHIRE AVE, Takoma Park	Emergency Grant Applicant/Awarded
Beijing Delight/CHEN & LI, INC.	8648 FLORENCE AVENUE, Takoma Park	Emergency Grant Applicant/Awarded
Bergamo Exchange Inc. Dba/ It...	1145 University Blvd E, Takoma Park	Emergency Grant Applicant/Awarded
Cambios Visible	3011 University Blvd, Takoma Park	Emergency Grant Applicant/Awarded
Campeon Rotisserie Chicken &...	902 Memorial Drive, Takoma Park	Emergency Grant Applicant/Awarded



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

Necesito ayuda con...
Puedo ayudar con...

TKPK
NEIGHBOR
EXCHANGE

I need help...
I can offer help...

J'ai besoin d'aide pour...
Je propose mon aide pour...

[ENGAGE.TAKOMAPARKMD.GOV/SEARCH/DEBATE](https://engage.takomaparkmd.gov/search/debate)

SIGN UP AND CONNECT WITH YOUR NEIGHBORS TODAY!

Engage Takoma Park is a pilot program from the City of Takoma Park.

Асрагч АНГАГНЬ ААЛАГАУ...
НУУС ТӨГРӨГ ТӨСӨГӨӨ...

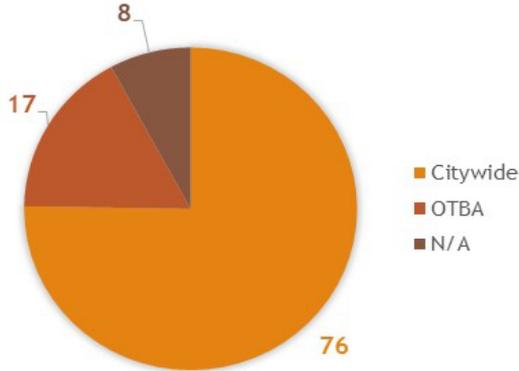


Economic Development COVID19 Response

- Small Business Mini-Grant Program
- The Takoma Park Together (#TogetherTKPK) Campaign
- Workforce Development
- Partnership Leverage
 - ▷ Virtual Workforce Development
 - ▷ Technology Equipment
 - ▷ Grant Review & Application Assistance
- Technology Pilots w/ Kourum and Blutot
- 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)

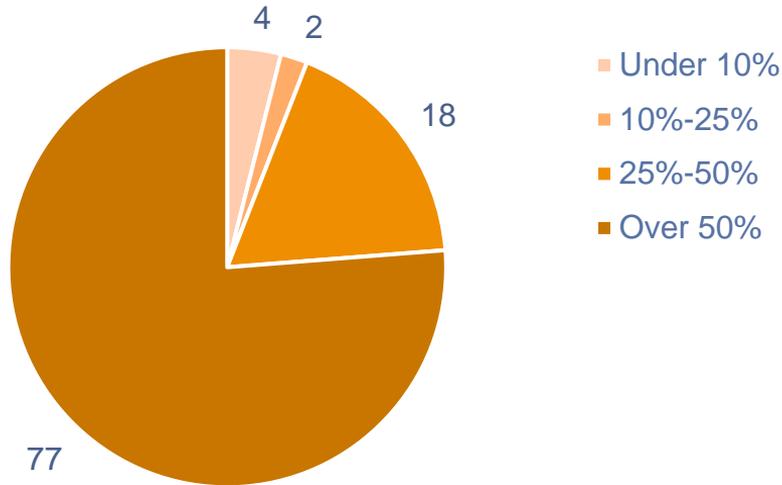


**\$776,262.55
Total Need Stated**
(\$35,000 Available as of 4/7/20)

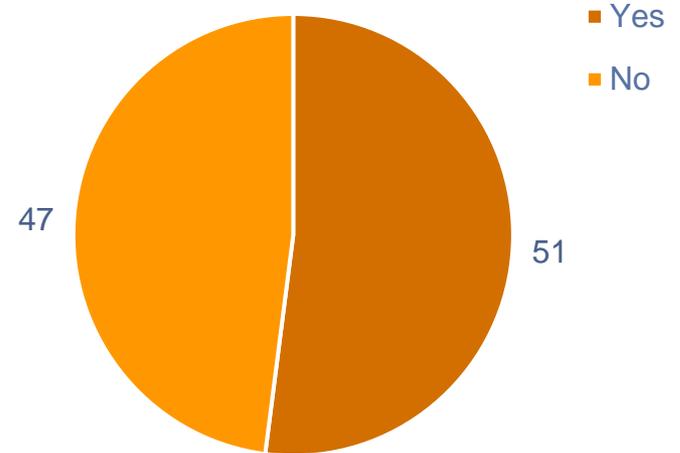


Citywide Small Business Migrant Program

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 TogetherTKPK

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.



The Takoma Park Together Campaign TogetherTKPK

■ Raising money for the Mini-Grants Program

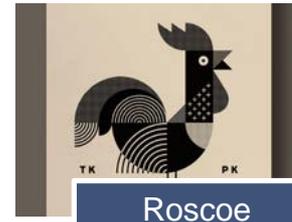
- ▶ No Plan Press created three unique posters featuring designs promoting the Takoma Park Together campaign.
- ▶ 100% of the profits from the sale of these limited-edition posters will benefit Takoma Park's Citywide Small Business Mini-Grant Program and the Old Takoma Business Association's (OTBA) Micro-Grants 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 COVID-19 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

