REACHING LATINOS IN THE GREATER RIVERDALE AREA

| September 2021 | An outreach and needs assessment. |

Developed by the University of Maryland Environmental Finance Center

for the Central Kenilworth Avenue Revitalization Community

Redevelopment Corporation

ENVIRONMENTAL
FINANCE CENTER

Background

The Environmental Finance Center (EFC) at the University of Maryland is supporting Central Kenilworth Avenue Revitalization Community Development Corporation (CKAR) in their effort to conduct targeted outreach to the Latino community in the Greater Riverdale Area. As a project partner, EFC has provided CKAR with technical expertise in strategy development, focus group and interview design, data analysis and synthesis and development of messaging and communications delivery mechanisms.

Field Survey Results

The CKAR team conducted a bilingual Spanish – English field survey (Appendix A) of the Latino community in the Greater Riverdale Area from February through June 2021. The field team surveyed a total of 1,058 individuals in their preferred language - 75 percent in Spanish and 25 percent in English (*Figure 1*).
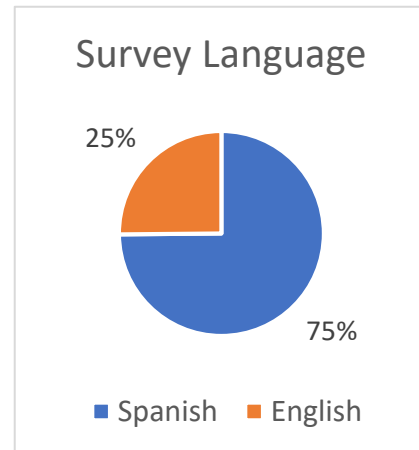
Demographics

Survey respondents were asked basic demographic questions including their age range and gender identity. Fifty-seven (57) percent of respondents identifed as female and 42 percent identified as male (*Figure 2*). One (1) percent of respondents did not specificy their gender.

Figure 1. Percent of surveys administered in Spanish vs. English (n=1,058).

The majority of respondents were between the ages of 25-39 (39 percent) and 40-60 (35 percent). Sixteen percent were between 18-24 years of age, six percent were older than 60 years, and four percent were under the age of 17 (*Figure 3*).
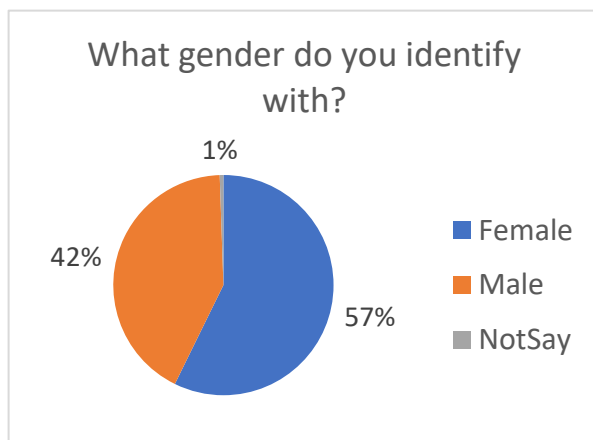

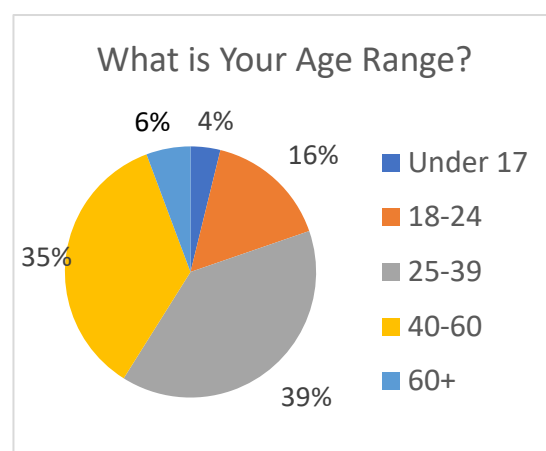*Figure 2. Percent of respondents by gender (n=929).*

Figure 3. Percent of respondents by age range (n=929).

Survey respondents were also asked about their connection to the Greater Riverdale Area, specifically, what they considered their home zip code to be. As displayed in Figure 4, the vast majority of respondents (96 percent) were from Prince George's County with nearly half (49 percent) residing in a Riverdale zip code.

Participants were also asked what brings them to the Greater Riverdale Area. Five options, plus an open-ended "other" option, were provided, and participants were invited to check all that applied. As shown in Figure 5, approximately three-quarters (76 percent) live in the area while nearly a quarter (23 percent) shop there. Several also visit friends and/or family (17 percent), attend church (13 percent), and/or work in Riverdale (13 percent).
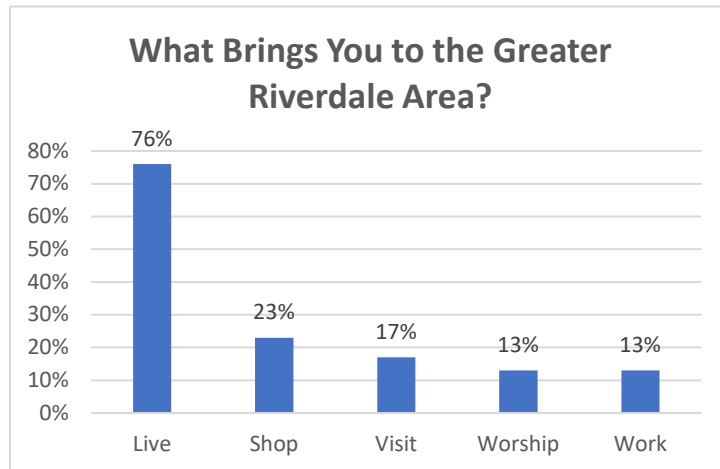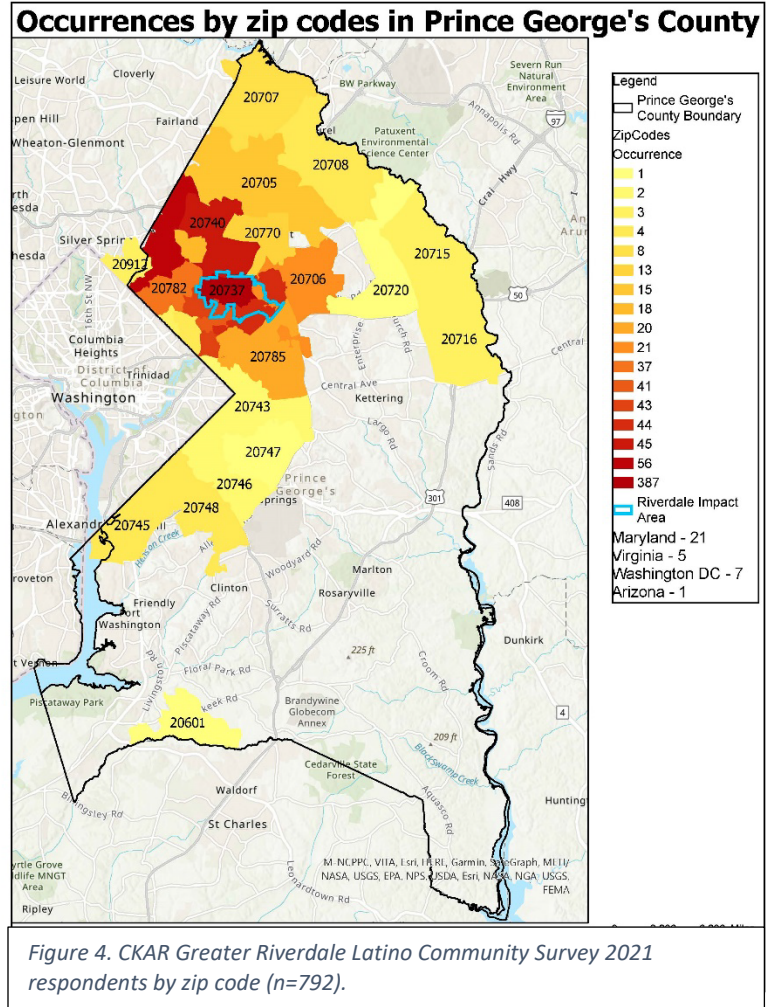

Figure 4. CKAR Greater Riverdale Latino Community Survey 2021 respondents by zip code (n=792).

Figure 5. Percent of respondents by what brings them to the Greater Riverdale Area (n=1,038).

Community Challenges

The survey also assessed the challenges being faced by the Latino community in the Greater Riverdale Area. Participants were provided with seven options, plus an "other" option with an open-ended text box, and were invited to check all that applied. As shown in Figure 6, the top three challenges identified by respondents included: finances, such as housing costs and quality and lack of employment opportunities (59 percent); safety, including traffic, crime, and gang-related activity (54 percent); and lack of access to medical care,

Figure 6. Percent of respondents by community challenges facing the Latino community (n=894).

particularly COVID testing (50 percent). Other community challenges included public transportation (40 percent), difficulty accessing healthy and affordable food (38 percent), lack of after school and online schooling support (32 percent), and lack of access to recreational spaces (23 percent).

Finance, Safety, and Medical issues were the top three community challenges identified across all age groups.

Significance Testing by Demographics

The survey data was then analyzed to assess if there were any statistically significant relationships between community challenges and gender, age, and connections to the Greater Riverdale Area.

Gender Identity. As shown in Figure 7, there was a statistically significant association (α=0.05) between respondents' gender and their response to three community challenges. Females were more likely than males to identify access to school programming, healthy foods, and medical care as challenges that need to be addressed.

Figure 7. Percent of females and males that identified a particular community challenge (n=808). Statistically significant associations are circled in red.
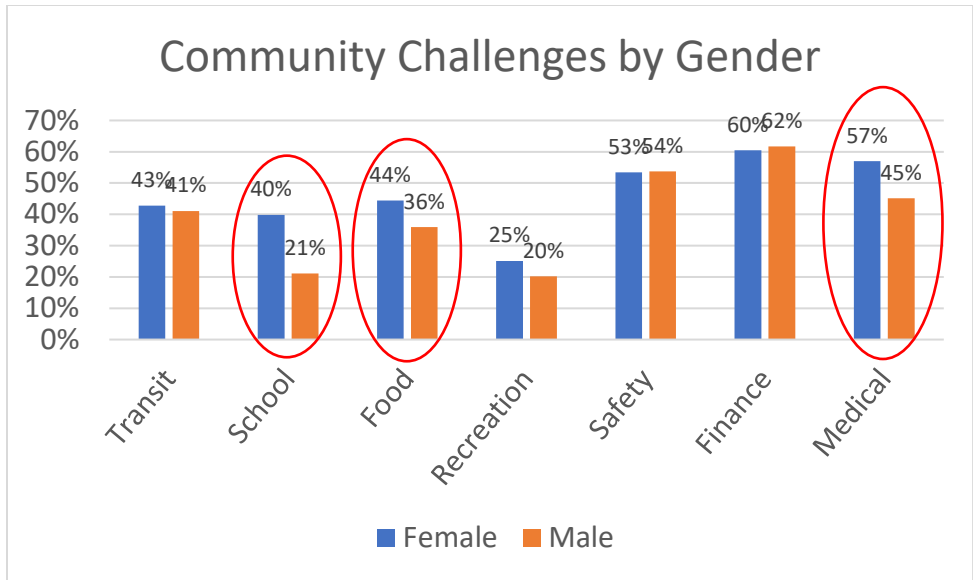
Age group. Statistically significant associations (α=0.05) were also found between age groups and community challenges. Table 1 shows the age groups that were significantly *less likely (-)* or *more likely (+)* to identify particular challenges (compared to other age groups) as issues in need of addressing. Respondents 17 and under were *less likely* (-) than other groups to identify transit, recreation, finances, and medical issues as challenges. Respondents between the ages of 18-24 were *more likely* (+) to identify access to transit, recreational opportunities, and healthcare/medical issues as challenges. Those in the 25-39 age group were *more likely* (+) to identify transit, school, and safety as pressing community challenges, and those 40-60 were *more likely* (+) identify transit and recreational challenges. Finally, respondents over 60 years of age were *more likely* (+) to identify school programming and finances as community challenges in need of addressing.

Table 1. Community Challenges by Age Group

Community Challenges	Age Groups				
	17 and under	18-24	25-39	40-60	Over 60
Transit	-	+	+	+	
School			+		+
Food					
Recreation	-	+		+	
Safety			+		
Finances	-				+
Medical	-	+			

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationships between age group and community challenges identified (n=813)

Connection to Area. Table 2 shows statistically significant associations (α=0.05) between connection to the Riverdale Area and community challenges. Respondents living and worshiping in the Greater Riverdale Area were statistically *less likely* (-) to identify safety as a concern as compared to those who do not live or worship in the area. On the other hand, those

who visit, shop, or work in Riverdale were *more likely* (+) to be concerned about safety. Respondents who shop and/or work in the area were also *more likely* (+) to identify transit, food, finance, and healthcare/medical as a community challenges than those who do not work or shop in the area.

Table 2. Community Challenges by Connection to Riverdale Area

Community Challenges	Connection to Riverdale				
	Live	Visit	Worship	Shop	Work
Transit				+	+
School			+	+	
Food		+	+	+	+
Recreation			+	+	
Safety	-	+	-	+	+
Finance				+	+
Medical		+	+	+	+

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationship between connection to Riverdale and community challenges identified (n=813)

Please refer to Appendix B for more detailed information on the statistical analyses.

Helpful Programs or Resources

To better understand the technical assistance and resource needs of the Latino community in the Greater Riverdale Area, participants were asked about programs or resources they would find helpful for themselves and their family. Participants were provided with nine options, plus an "other" option with an open-ended text box**,** and were invited to check all that applied. As shown in Figure 8, there were five program/resource needs identified by the majority of respondents. These included additional housing programs, such as help with rent and mortgage (64 percent); access to health resources, such as medical care and mental health resources (60 percent); additional meal and produce giveaways (62 percent); increased COVID safety programs like masks, hand sanitizer giveaways, COVID testing, and job finding (59 percent); and immigration assistance, including legal help for immigrants and English classes (63 percent). Education resources, such as tutoring, resources for childcare, and technology assistance were identified by 34 percent of respondents as resource needs. Access to recreational programs (25 percent), resources for senior citizens (14 percent) and assistance for local businesses (9 percent) were identified by less than one-quarter of respondents.
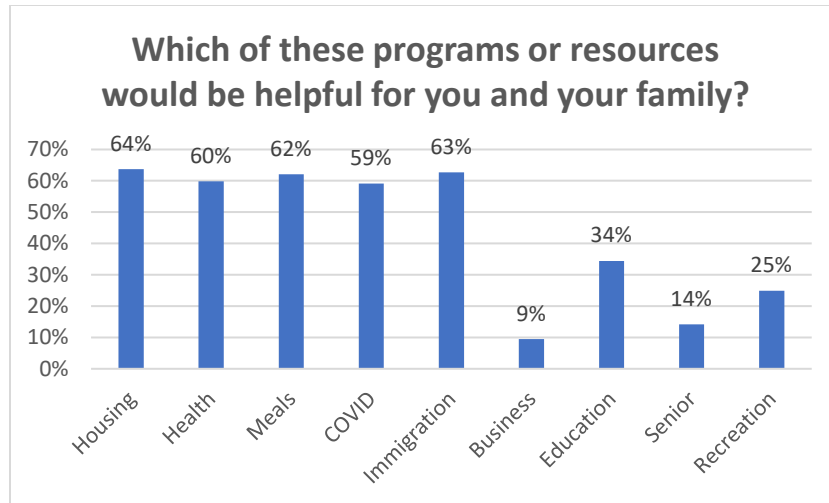
Figure 8. Percent respondents by helpful program or resource (n=993).

Significance Testing by Demographics

The survey data was also analyzed to determine any statistically significant relationships between the identification of helpful programs/resources and gender, age, and connections to the Greater Riverdale Area.

Gender Identity. As shown in Figure 8, there was a statistically significant association ($\alpha=0.05$) between respondents' gender and their interest in programs and resources around health, meals and food distribution, COVID safety, educational programming, and recreational activities. In all cases, females were significantly *more likely* than males to identify these programs/resources as helpful for them and their families.

Figure 9. Percent of females and males that identified helpful programs and resources (n=993). Statistically significant associations are circled in red.

Age Group. Statistically significant associations (α=0.05) were also found between age and helpful programs/resources. Table 3 shows the age groups that were significantly *less likely (-)* or *more likely (+)*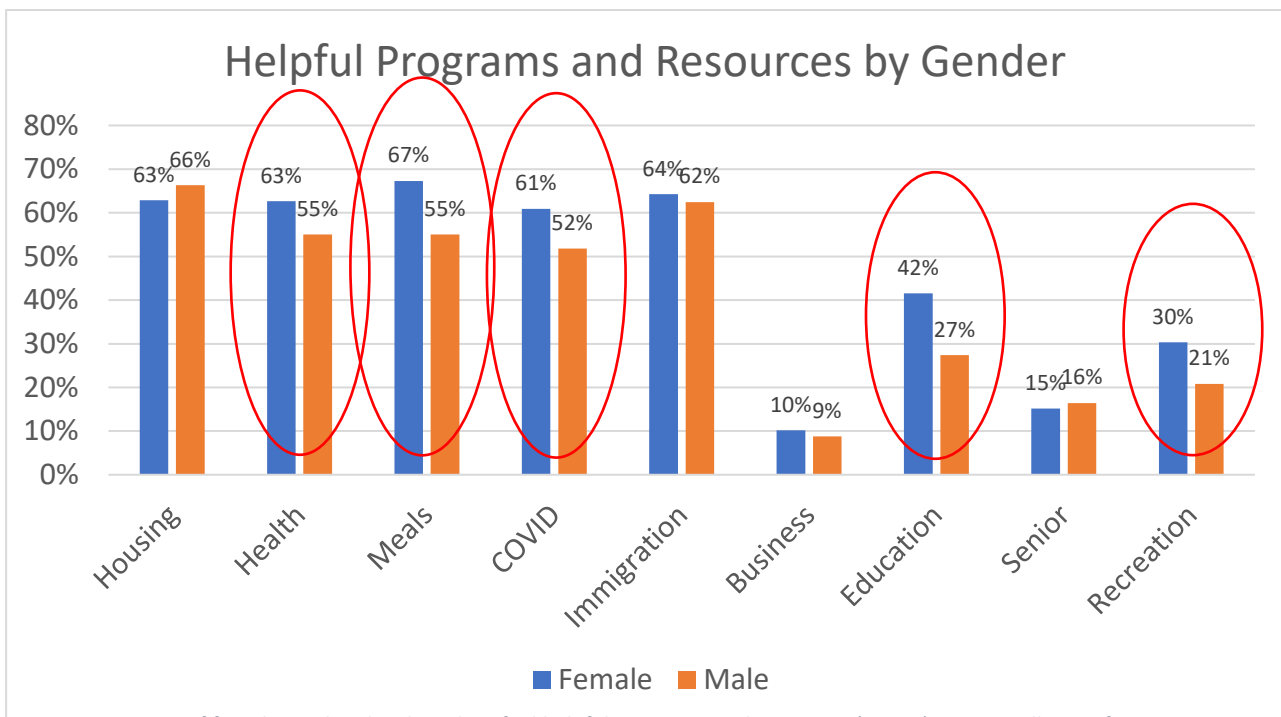 to identify particular programs/resources (compared to other age groups) that would be helpful to them or their family. Respondents 17 and under were *less likely* (-) than other groups to identify housing, health, meals, immigration, education, or recreational programs/resources as helpful. Respondents between the ages of 18-24 were *more likely* (+) to identify housing programs such as rent or mortgage assistance as needed resources. Those in the 25-39 age group were *more likely* (+) to identify health related resources, meal assistance, immigration assistance, and educational resources as needed services. Those 40-60 years of age were *less likely (-)* than other age groups to identify housing programs as a need. Finally, respondents over 60 years of age were *more likely* (+) to identify senior services and less likely (-) to identify COVID and educational programs/resources as helpful.

Table 3. Helpful Programs and Resources by Age Group

Programs/Resources	Age Groups				
	17 and under	18-24	25-39	40-60	Over 60
Housing	-	+		-	
Health	-		+		
Meals	-		+		
COVID					-
Immigration	-		+		
Business					
Education	-		+		-
Senior					+
Recreation	-				

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationships between age group and helpful programs/resources (n=871)

Connection to Area. Table 4 shows statistically significant associations (α=0.05) between connection to the Riverdale Area and helpful programs/resources. Respondents living in the Greater Riverdale Area were statistically *more likely* (+) to identify health, meal, and COVID support as helpful programs/resources. Conversely, they were *less likely* (-) to identify assistance for local businesses as helpful compared to those who do not live in the area. Those who visit family or friends in the area were *more likely* (+) to identify immigration and local business assistance as helpful. Respondents who worship and/or shop in the area were *more likely* (+) to identify immigration, business, education, and recreational programs as needed resources compared to those who do not worship or shop in the area. In addition, shoppers were also *more likely* (+) to identify housing, health, and meal assistance as useful. Finally, those who work in the Riverdale Area were *more likely* (+) to identify housing, meal, COVID, and immigration needs and *less likely* (-) to identify needing assistance for local businesses.

Table 4. Helpful Programs and Resources by Connection to Riverdale Area

Programs/Resources	Connection to Riverdale				
	Live	**Visit**	**Worship**	**Shop**	**Work**
Housing				+	+
Health	+			+	
Meals	+			+	+
COVID	+				+
Immigration		+	+	+	+
Business	-	+	+	+	-
Education			+	+	
Senior					
Recreation			+	+	

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationship between connection to Riverdale and helpful programs/resources (n=977)

Please refer to Appendix B for more detailed information on the statistical analyses.

Information Sharing

To better understand preferred communications mechanisms, participants were asked how information about community resources could be best shared. Participants were provided with six options, plus an "other" option with an open-ended text box, and were invited to check all that applied. As shown in Figure 10, the majority of respondents (65 percent) felt that information would be best shared through flyers given out a food distributions or other community locations. Facebook posts (41 percent), grocery stores (37 percent), and announcements at church (37 percent) were also preferred communications mechanisms. WhatsApp (24 percent) and email (11 percent) were selected by less than one-quarter of respondents.
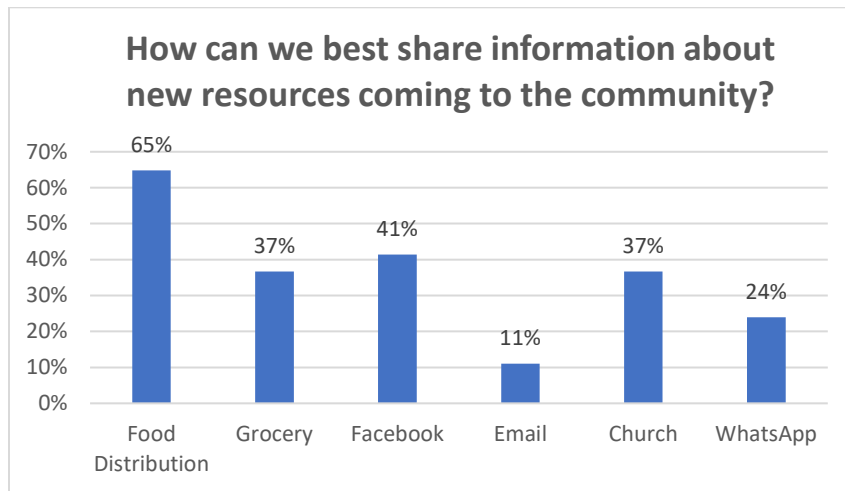

Figure 10. Percent respondents by information sharing medium (n=984).

<u>Significance Testing by Demographics</u>

The survey data was also analyzed to determine any statistically significant relationships between preferred communications mechanisms and gender, age, and connections to the Greater Riverdale Area.

Gender Identity. As shown in Figure 11, in general, both females and males preferred the same communications mechanisms equally. Only one statistically significant association (α=0.05) was observed: males were *less likely* (-) than females to prefer information about new community resources via email.

Age Group. Statistically significant associations (α=0.05) were also found between age group and best ways to share information. Table 5 shows the age groups that were significantly *less likely (-)* or *more likely (+)* compared to other age groups to identify particular mechanisms for sharing information about resources coming to the community. Respondents 17 and under were *less likely* (-) than other age groups to identify grocery stores as good information sources. Respondents between the ages of 18-24 were *more likely* (+) to identify Facebook and the WhatsApp, while those in the 25-39 age group were *more likely* (+) to identify food distributions or other community locations and Facebook as good information sharing sources. Those 40-60 were *less likely (-)* to identify Facebook and *more likely* (+) to identify church as the best ways to share information. Finally, respondents over 60 years of age were *less likely* (-) to identify Facebook and *more likely* (+) to identify food distribution or other community locations as the best information sharing sources.
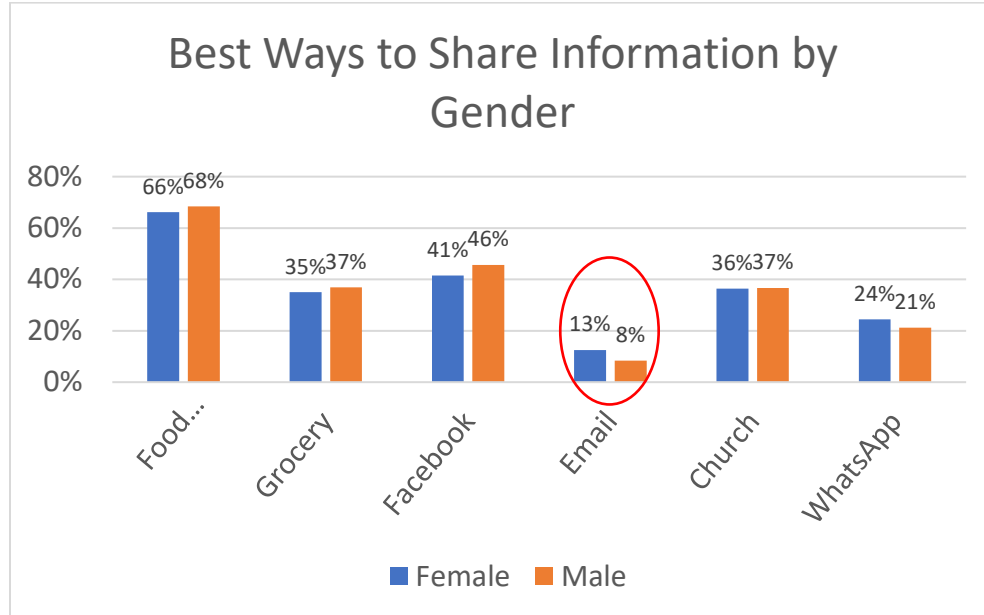

Figure 11. Percent of females and males that identified best information sharing mechanisms (n=863). Statistically significant associations are circled in red.

Table 5. Best Ways to Share Information by Age Group

Information Sharing Mechanism	Age Groups				
	17 and under	18-24	25-39	40-60	Over 60
Food Distribution			+		+
Grocery	-				
Facebook		+	+	-	-
Email					
Church				+	
WhatsApp		+			

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationships between age group and best ways to share information (n=868).

Connection to Area. Table 6 shows statistically significant associations (α=0.05) between connection to Riverdale and the best ways to share information about community resources. Respondents living in the Greater Riverdale Area were statistically *more likely* (+) to identify grocery stores as the best way to share information. Conversely, they were *less likely* (-) to identify Facebook and church as compared to those who do not live in the area. Those who visit family or friends in Riverdale were *more likely* (+) to identify grocery stores and Facebook as preferred communication mechanisms. Respondents who worship in the area were *more likely* (+) to identify email and church while those who shop in the area were *more likely* (+) to prefer food distribution or other community locations, grocery stores, Facebook, and the WhatsApp as communication mediums. Finally, those who work in the Riverdale Area were *more likely* (+) to identify food distribution or other community locations, grocery stores, and Facebook as the best information sharing sources and were *less likely* (-) to identify email.

Table 6. Best Ways to Share Information by Connection to Riverdale Area

Programs/Resources	Connection to Riverdale				
	Live	Visit	Worship	Shop	Work
Food Distribution				+	+
Grocery	+	+		+	+
Facebook	-	+		+	+
Email			+		-
Church	-		+		
WhatsApp				+	

Statistically significant results at α= 0.05 for chi-square tests ("-" = less likely, "+" = more likely) on relationship between connection to Riverdale and best ways to share information (n=968)

Please refer to Appendix B for more detailed information on the statistical analyses.

Community Discussion Results

CKAR and partners conducted a number of listening sessions with members of the Latino community in the Greater Riverdale Area. These sessions were conducted fully in Spanish and framed as an opportunity for residents to share their community vision, discuss difficulties they are facing, and recommend resources to help them thrive. CASA de Maryland facilitated several of these discussions with residents at a number of apartment complexes. Six to seven residents participated in each session for a total of 26 participants. Pastor Yendy Phipps of Centro Familiar Cristiano, and member of the CKAR team, facilitated additional discussions with members of local congregations, as well as with a collection of local pastors. Over 75 individuals were engaged through this process.

Demographics
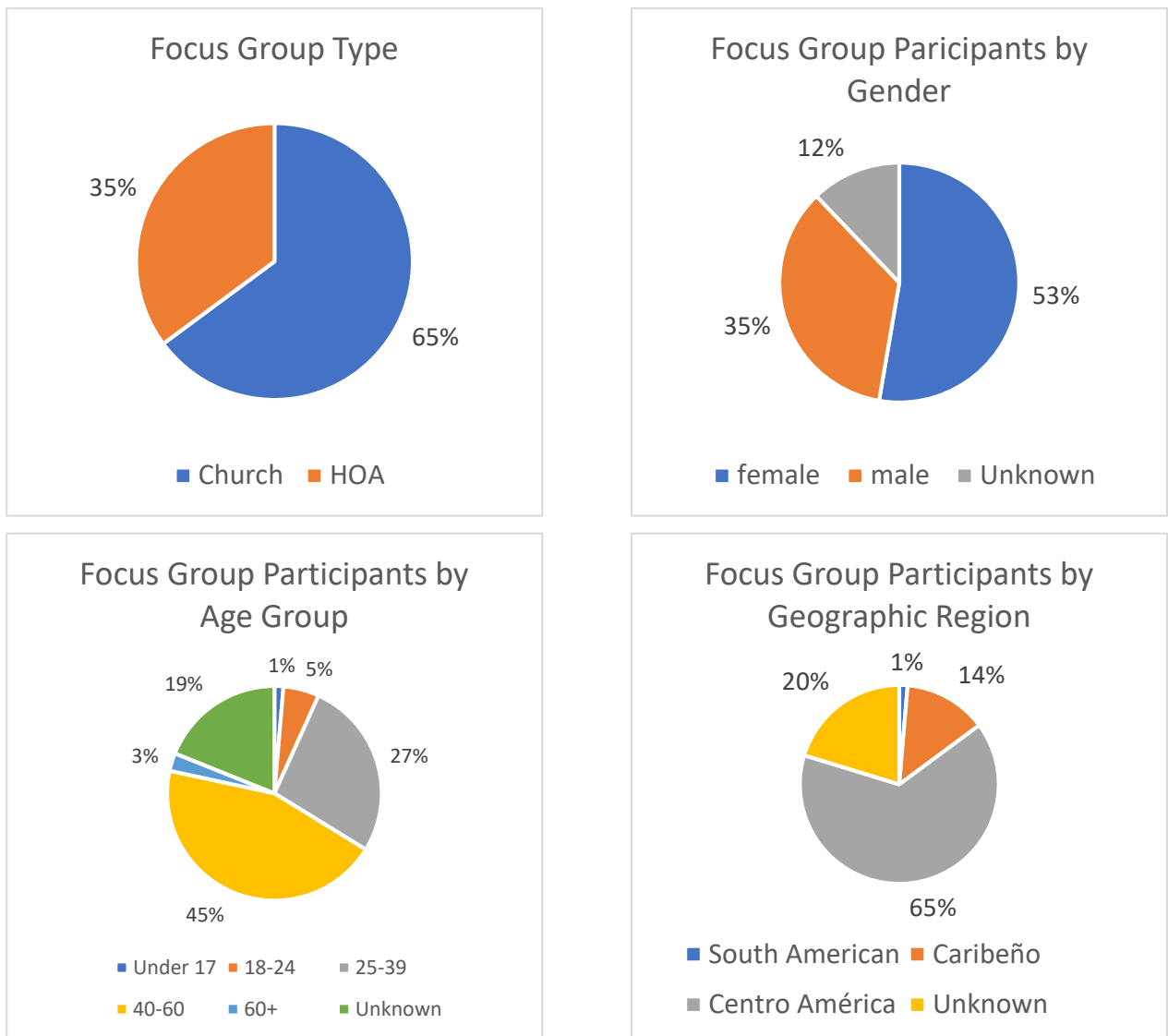Participant demographics are presented in Figure 12 below.

Figure 12. Summary of focus group discussion participants.

Meaning of Community

What does the word community mean to you?

Community is an abstract concept that means something unique to each person. In general, participants of the focus groups described community as the people they interact with, the places they gather, or a common shared identity. One respondent shared that a community is a geographic region like a neighborhood or town where people work, live, and engage with each other but added that it can also be a group of people who are struggling with the same problems. While some participants referenced the physical infrastructure or amenities that support a community, such as parks, schools, and shops, nearly everyone agreed that the people you surround yourself with are the most important aspects of community. This can include church members, a sports team, or a shared language or nationality.

Support and Resources

What are times or ways in which you have felt supported by your community?

During the pandemic, participants indicated that they have felt supported by their neighbors, families, friends, local churches, and CASA de Maryland. Family and friends are a "go to" resource for providing childcare and word-of-mouth sharing of information, such as where to locate food distribution centers, employment opportunities, or how to access financial assistance programs. Many residents also rely on support from local churches, not just for spiritual connection during difficult times, but also for free food and financial assistance with utilities and rent payments. CASA de Maryland was also identified as an important resource to the Latino community in both the CASA and congregational listening sessions. Participants indicated that during the pandemic CASA has provided assistance with food, aided renters with legal advice, and offered community activities.

Most participants did not view local government as a trusted source of support. Participants were not aware of any government-affiliated entities within the community offering services for families in need. Furthermore, many participants expressed an uneasiness with visiting official government offices due to language barriers and the perception that local elected officials and government leaders are indifferent to what happens in the Latino community.

What are some assets or resources you feel like you have been able to rely on?

Similarly to responses regarding support systems, in general, session participants said that they consider family and friends, churches, and neighborhood schools as reliable assets or resources. Some participants receive assistance from churches, including food and occasional support for utilities and rent payments. Others, especially undocumented immigrants, have heavily relied on CASA for renter's assistance, access to food, and completing forms to access other support programs.

Challenges and Barriers

What are some difficulties you are currently facing? Are these difficulties a result of the pandemic or have they been a problem before?

Language barriers, access to good paying jobs, and renters' rights were the most frequently discussed challenges facing the Latino community both pre- and post-pandemic.

Many Hispanics in the Greater Riverdale Area face a great disadvantage because they do not speak English. According to some respondents, the language barrier not only reduces their access to services and resources but also presents a safety concern. One respondent shared that many Latinos in the community have experienced police violence or mistreatment because they were unable to communicate or respond to an English-speaking officer. These experiences leave Latinos concerned about racism and corruption in law enforcement.

Participants noted that many Latinos, especially those that are undocumented, can only find jobs that pay minimum wage or less. This lack of access to higher paying jobs makes it impossible to advance and support families in a meaningful way. The pandemic also caused many people to lose their jobs, and undocumented immigrants did not have access to stimulus funds or other resources that were available to legal immigrants. While many businesses are now hiring again, it was generally viewed as insufficient, with participants indicating that both documented and undocumented people are having difficulty finding employment.

Rental housing was also a frequently discussed challenge. The cost of rent was seen as very high, and tenants did not seem to have an understanding of their rights. Participants expressed that landlords are quick to demand payment but slow to address issues. Housing conditions and building management concerns such as pests, dirt, trash, and delayed maintenance were significant pre-pandemic problems that have only been exacerbated during COVID with maintenance crews hesitant to enter apartments due to exposure concerns.

Many respondents also had stories about receiving eviction notices, not being provided a grace period even with a long history of paying rent on time, and being charged costly late fees. Several women mentioned how rental policies amplify health and safety issues for women who find themselves staying in abusive relationships because they cannot afford to live on their own. There was also anger expressed related to mistreatment by those who oversee rent collection.

Pastors relayed that a lack of medical care, especially for diabetes, addiction, and lack of access to insurance as additional health and safety challenges faced by the Latino community. During the pandemic, they added, access to funeral services and grief counseling for members of their congregations have also proven to be challenging.

What are some difficulties you have or are facing when trying to get assistance?
Lack of information was cited as the biggest challenge to accessing assistance. Even where local programs and resources exist, participants felt that the Latino community does not have equal access to this information. Again, language barriers, legal status, and lack of computer literacy were all seen as barriers to gaining information and assistance.

Participants indicated needing more opportunities available in their native language, and many participants shared examples of feeling discriminated against because they do not speak English. Participants suggested that service providers who are ill equipped to engage with non-English speakers frequently ignore them or treat them poorly. Participants said they often rely on their children or other family members to serve as interpreters, and those without family felt that they had no options for interpretation.

Participants indicated that difficulty obtaining assistance can become even further exacerbated for the undocumented. Without a social security card, Latinos have severely limited access to support services. One respondent expressed that without papers, you do not have the confidence or the hope that anyone will help you.

Finally, lack of computer literacy and access to technology was identified as a major barrier. Many programs and certain benefits are only available online. In the Latino community, where computer literacy is low, information shared through these virtual channels is often inaccessible. One respondent shared that notification for a rental assistance program was first distributed through a county e-newsletter, but given that many people in the Latino community cannot use or access a computer or an email account, they are reliant on groups like CASA to relay this important information.

Resource Needs

What types of resources or assistance would you want in order to help achieve your goals/dreams?

To feel that their families are thriving, participants indicated a need for assistance with obtaining legal status, educational opportunities, and more programs for youth.

Participants without legal status identified a pathway to citizenship as a top priority, and several specifically mentioned immigration reform and assistance obtaining work permits as major needs. Many undocumented citizens also expressed frustration that they have lived and worked in the country for many years without being able to visit their countries of origin or relatives and without having access to medical and retirement benefits.

Participants also wanted more opportunities to learn English, technical computer skills, and other types of professional development skills. Unlike in the United States, where public school is available to everyone for free, Latinos come from different countries and backgrounds, so a basic education cannot be assumed. While the community college does offer classes, these classes are seen as expensive, rarely offered in Spanish, and inaccessible for people who do not already have a baseline education or who work multiple jobs. One participant shared how she has been working as a hairstylist for over 20 years but cannot obtain a cosmetology license because the classes are only available at the community college in English. She would like to open her own business one day and is constantly worried that she will be inspected and asked to show her license. This opened the conversation to a brief discussion about the deficit of opportunities specifically for Latino women. Participants suggested that a community center where Latinos could access free learning services or programs in Spanish could be very helpful.

Another need of major concern was better opportunities for children. Many participants emphasized wanting to give their children the best future possible. One woman shared how when they first arrived in the United States, her eldest son was heavily bullied in school for being an immigrant and not speaking English. This led her son to rebel and join a group of boys who would steal cars, get into fights, and generally act out. She was unable to stop or control her son and eventually her son was killed. She believed that outcome could have been avoided if the community had youth support programs for kids like her son. In general, participants felt that providing enriching educational opportunities, tutoring, summer youth employment, and

after-school programs that appeal to both males and females, can offer alternatives to getting involved with gangs, drugs and other forms of trouble.

Other resource needs identified included access to health insurance, access to free or low cost medical and dental services, retirement benefits, and more food distribution. Participants in the pastors' listening session specifically suggested a need for streamlining and translating available services, especially when it comes to citizenship, and educational programming around how to access available government systems. There was interest in a central hub of resources for pastors, local leaders, and other trusted voices to help direct community members to support programs. The pastors envisioned this as a physical place where the community can access current resources and information to help them address health care, housing, counseling, immigration, finance and other needs, as well as a place where community members can hold meetings, take classes and training, and host community events.

Information Sharing

Where and how do you, your family, and your friends normally get their information? For example, Facebook, friends, church, government websites, etc.

The Latino community largely receives information through in-person channels. Whether it is with friends and family, neighbors, or at church, word-of-mouth is still the biggest avenue for information sharing and gathering. As one respondent suggested, in person communication is better because someone's physical language says more than words, emotions can be conveyed better, and you can get a better vibe of intentions.

Other information channels used by participants included Facebook, Instagram, the CASA newsletter and WhatsApp group, and sometimes television.

Discussion

Perhaps the most surprising takeaway from this outreach engagement effort was how un-novel the results were. Despite the pandemic, participants in both the survey and listening session discussions were largely contending with the same issues as they were prior to the COVID outbreak, just more intensely. Clear pathways to achieving legal immigration status, better jobs, renters' protections, learning opportunities in their native language, and access to health services are still highly needed in the Greater Riverdale Area Latino community, and expanded and enhanced opportunities to build individual capacity and achieve personal goals remain priorities.

Caveats and Biases

During this outreach process, survey sampling was not random - it was opportunistic, organic and emergent. Field teams approached individuals at food distribution centers, vaccine clinics, and shopping centers. However, survey administrators did not track survey locations. This methodology could have skewed survey responses – for example, surveys administered at food distribution centers could have influenced responses about the need for more food distribution centers. Similarly, individuals taking a survey at a vaccine clinic may have stated a greater concern for COVID than those at other locations. Because samples were not random and because survey locations were not tracked, potential location biases cannot be assessed.

Similarly, listening sessions were divided into two categories. The first was administered by CASA de Maryland and the second at places of worship. CASA de Maryland specializes in providing support to undocumented immigrants around issues such as housing and renters' rights. As a result, participants in CASA-led discussions may have been more likely to express concern around housing and rent. Likewise, discussions with congregations may have produced biased results identifying the church as a primary support system. Random sampling would offer a more accurate representation of how many individuals in the Latino community rely on churches for community support, or how many individuals are concerned with immigration and renter issues. That being said, because the Latino community is often distrustful of outsiders and authority, and the survey and focus groups occurred during a global pandemic, it was important to leverage trusted community voices to facilitate these discussions to optimize participation.

Recommendations

Follow up with all survey and focus group respondents. This outreach effort was intended to not only collect data, but to also serve as a first step in developing trust with the Latino community in the Greater Riverdale Area. Following up with the churches, residential groups, and other participants to share findings, next steps, and follow-up materials/ resources will reinforce that their voice was heard, their opinions matter, and that there is genuine interest in addressing their needs.

Build on and expand data collection methodology. As CKAR and Kaiser continue to grow their relationship with the Latino community, they should consider developing more robust survey and focus group protocols that increase participation and representation, address potential caveats and biases, and regularly assess community challenges, needs, methods of engagement, and achievement of goals/performance metrics over time.

Identify the trusted community organizations and leaders to deliver information and resources. Latinos largely respond to in-person, word-of-mouth information. It will be important to identify the trusted community voices and equip them to disseminate needed knowledge and information to the Latino community. Faith based institutions, businesses such as the Megamart, CKAR, and other community based organizations offer good starting points as trusted sources for engaging the Latino community. They can also facilitate access to existing information and resources offered by less trusted institutions, such as the local government. A community network mapping exercise could identify other "go to" individuals or businesses to help disseminate information and act as a connector throughout the community.

Translate and disseminate material for existing programs and services in Spanish. Work with the county and local governments to identify available resources pertaining to immigration, renter's rights, health services, and youth programs. At a minimum, all outreach material and service applications should be translated into Spanish and widely shared with the community.

Target information sharing mechanisms by demographics. Findings from this study should be used to develop more targeted outreach strategies. For example, sharing information via Facebook may be more effective in the 18-39 demographic while sharing information at food distribution or other community locations may be more effective for the over 60 age group.

Similarly, outreach for educational or recreational programs may want to focus on reaching Latino women.

Focus programming and messaging on issues that matter to the Latino community. The primary concerns of the Latino community include access to stable good paying jobs, rental housing and maintenance, immigration status, and access to youth programming. Consider framing future initiatives in terms of how it addresses these primary community concerns.

Develop a consolidated resource guide. Consider developing an easy-to-use service guide specifically for the Greater Riverdale Area Latino community that consolidates all available resources into one document. Churches, local shops, schools, and other community leaders would be valuable partners in distributing this resource.

Develop more tailored resources. The Latino community identified a need for more educational opportunities, including free or reduced costs English courses, computer and technology literacy training, and professional development opportunities. In addition, Latino youth need access to tutoring, summer youth employment, and fun educational programming. Including community members in these discussions and allowing them to drive the development of future programming is critical. Establishing short- medium- and long-term goals, indicators, and performance metrics will allow progress to be measured.

Develop a community navigator program. Work with community leaders to develop an information sharing network in the Greater Riverdale Area and facilitate access to information and resources through community navigators. These individuals could be trained to identify community needs, provide connection to available resources, and help serve as advocates for the Latino community. Community navigators could distribute the suggested resource guide and help direct new community members to more information. To effectively and adaptively manage the community navigator program, a set of shared goals, targets, strategic actions, and a process for tracking progress across the various network modes should be established at the onset.

Explore opportunities for establishing a community resource center/resilience hub. The Latino community identified a need for a centralized physical space, or a network of spaces, where families could congregate, get help, hold meetings, and participate in trainings. This center should be staffed with individuals who are knowledgeable and can direct community members to appropriate resources and social services (e.g., job search opportunities, childcare, homelessness, domestic abuse, drug addiction). The center could also serve as the host location for the community navigators. This endeavor should be community-driven, meaning the location(s) and services should be identified by the community members and cater to the needs of the community.

APPENDICES

APPENDIX A: FIELD SURVEYS – SPANISH AND ENGLISH

Encuesta Comunitaria Para Riverdale y las comunidades circundantes

Conducimos una encuesta por toda la comunidad para aprender qué opinan los miembros de la comunidad sobre Greater Riverdale. Para combatir los problemas que se han introducido con COVID-19, en CKAR queremos entender cuáles son sus necesidades más urgentes. Kaiser Permanente of the Mid-Atlantic States, Maryland Nonprofits, Neighborhood Design Center, y La Corporación Comunitaria para la Revitalización del Corredor Central de la Avenida Kenilworth (CKAR CDC) están planeando una iniciativa para apoyar a las personas que viven, trabajan, adoran, aprenden y organizaciones que sirven a Greater Riverdale.

1. ¿Qué le trae a la comunidad de Greater Riverdale? Yo o mi familia: (elige todo lo que corresponda)
   ☐ Compra Aquí
   ☐ Adora Aquí
   ☐ Visita Amigos o Familia
   ☐ Vive aquí
   ☐ Trabaja aqui
   ☐ Other: _____

2. ¿Cuál es su código postal?

_____
Your answer

3. ¿En qué categoría de edad te encuentras?
   ☐ Bajo 17
   ☐ 18-24
   ☐ 25-39
   ☐ 40-60
   ☐ 60+

4. ¿Con qué género te identificas?
   ☐ Hombre
   ☐ Mujer
   ☐ Prefiero no decir
   ☐ Other: _____

5. ¿Cuál de estos programas serian útiles para usted y su familia? (elige todo lo que corresponda)
- ☐ Programas de alojamiento (ayuda con la renta/hipoteca)
- ☐ Recursos de salud (acceso a atención medica, recursos de salud mental)
- ☐ Comida adiciónalos/obsequios de productos
- ☐ Ayuda para combatir COVID (pruebas de COVID, ayuda para encontrar trabajo durante la pandemia)
- ☐ Ayuda para inmigrantes (ayuda legal, clases de ingles)
- ☐ Apoyo a empresas pequeñas
- ☐ Recursos educativos (tutoria para niños, ayuda para acceder tecnología o internet, recursos para el cuidado de niños)
- ☐ Programas de recreación
- ☐ Recursos para personas mayores/ancianos

6. ¿Qué desafíos de la comunidad crees que deberían ser arreglados?
- ☐ Transporte publico inadecuado
- ☐ Dificultad para acceder a alimentos saludables y asequibles
- ☐ Fala de espacios recreativos
- ☐ Problemas financieros (problemas con calidad/precios de hogares, falta de oportunidades de empleo)
- ☐ Seguridad (actividad de pandillas, problemas de trafico, crimen)
- ☐ Falta de guardería o opciones para después de la escuela y ayuda con escuela en linea
- ☐ Falta de acceso a atención medica o problemas con el precio y distancia
- ☐ Other:

7. ¿Cómo podemos compartir mejor la información sobre los nuevos recursos que llegan a la comunidad? (elige todo lo que corresponda)
- ☐ Volantes repartidos en distribuciones de alimentos o otros ligares de la comunidad
- ☐ Tiendas (responde ejemplos en la próxima pregunta)
- ☐ Publicaciones de Facebook
- ☐ Correo electrónico (responde con tu correo electronica en la próxima pregunta)
- ☐ Anuncios en la iglesia
- ☐ WhatsApp
- ☐ Other:

8. Tiendas en cual podemos compartir información:

> [   ]
>
> Your answer

9. Si comparte su correo electrónico, ¿le gustaría recibir enlaces:
- ☐ Boletines mensuales de CKAR
- ☐ Listas de distribución de productos mensuales
- ☐ Other:

[   ]

10. Correo electrónico/numero de telefono:

[   ]

Your answer

11. ¿Hay algo más que le gustaría compartir con nosotros hoy?

Community Survey for Riverdale and surrounding communities

We conducted a community-wide survey to learn what community members are saying about Greater Riverdale. To combat the problems that have been introduced with COVID-19, at CKAR we want to understand what your most urgent needs are. Kaiser Permanente of the Mid-Atlantic States, Maryland Nonprofits, Neighborhood Design Center, and the Kenilworth Avenue Central Corridor Revitalization Community Corporation (CKAR CDC) are planning an initiative to support people who live, work, love, learn and organizations that serve Greater Riverdale.

1. What brings you to the Greater Riverdale community? Me or my family: (choose all that apply)
   ☐ Buy here
   ☐ Worship here
   ☐ Visit Friends or Family
   ☐ Live here
   ☐ Work here
   ☐ Other:

   [   ]

2. What is your zip code?

   [   ]

Your answer

3. What age category are you in?
   ☐ Under 17
   ☐ 18-24
   ☐ 25-39
   ☐ 40-60
   ☐ 60+

4. What gender do you identify with?
   ☐ Man
   ☐ Woman
   ☐ I prefer not to say
   ☐ Other:

   [   ]

5. Which of these programs would be helpful to you and your family? (choose all that apply)
   ☐ Housing programs (rent / mortgage assistance)
   ☐ Health resources (access to health care, mental health resources)
   ☐ Food add to them / product giveaways
   ☐ Help Fighting COVID (COVID Testing, Help Finding Work During Pandemic)

- ☐ Help for immigrants (legal help, English classes)
- ☐ Small business support
- ☐ Educational resources (tutoring for children, help with accessing technology or the internet, childcare resources)
- ☐ Recreation programs
- ☐ Senior / Senior Resources

6. What community challenges do you think should be fixed?
- ☐ Inadequate public transportation
- ☐ Difficulty accessing healthy and affordable food
- ☐ Fala of recreational spaces
- ☐ Financial problems (problems with quality / prices of homes, lack of employment opportunities)
- ☐ Safety (gang activity, traffic problems, crime)
- ☐ Lack of childcare or after-school options and help with online school
- ☐ Lack of access to medical care or problems with price and distance
- ☐ Other:

7. How can we better share information about new resources coming to the community? (choose all that apply)
- ☐ Flyers distributed at food distributions or other community links
- ☐ Stores (answer examples in the next question)
- ☐ Facebook posts
- ☐ Email (answer with your email in the next question)
- ☐ Church announcements
- ☐ WhatsApp
- ☐ Other:

8. Stores in which we can share information:

Your answer

9. If you share your email, would you like to receive links:
- ☐ CKAR monthly newsletters
- ☐ Monthly Product Distribution Lists
- ☐ Other:

10. Email / phone number:

Your answer

11. Is there anything else you would like to share with us today?

APPENDIX B: DATA ANALYSIS

Community Challenges

Tables 1-3 below show statistically significant differences as performed by a chi-square test between community challenges and gender, age, and connections to the Greater Riverdale Area.

Table 1. Statistically significant results at α= 0.05 for chi-square tests on relation between gender and community challenges identified (n=808)

	Female	Not a Female	Chi Sq Test P-Value		Male	Not a Male	Chi Sq Test P-Value
School	40%	21%	0.00		21%	40%	0.00
Food	44%	36%	0.01		36%	44%	0.02
Medical	57%	45%	0.00		45%	57%	0.00

Table 2. Statistically significant results at α= 0.05 for chi-square tests on relation between age and community challenges identified (n=813)

	Under 17	Not Under 17	Chi Sq Test P-Value		40-60	Not 40-60	Chi Sq Test P-Value
Transit	25%	43%	0.04	Transit	35%	46%	0.00
Recreation	3%	24%	0.01	Recreation	17%	26%	0.01
Finance	44%	61%	0.05				
Medical	28%	53%	0.01				

	18-24	Not 18-24	Chi Sq Test P-Value		60+	Not 60+	Chi Sq Test P-Value
Transit	51%	40%	0.02	School	11%	34%	0.00
Recreation	34%	21%	0.00	Finance	81%	59%	0.00
Medical	43%	54%	0.02				

	25-39	Not 25-39	Chi Sq Test P-Value
Transit	48%	38%	0.01
School	38%	28%	0.00
Safety	59%	50%	0.01

Table 3. Statistically significant results at α= 0.05 for chi-square tests on relation between connection to Greater Riverdale and community challenges identified (n=879)

	Live	Doesn't Live	Chi Sq Test P-Value
Safety	46%	57%	0.00

	Shop	Doesn't Shop	Chi Sq Test P-Value
Transit	59%	35%	0.00
School	39%	29%	0.01
Food	56%	33%	0.00
Recreation	31%	20%	0.00
Safety	75%	48%	0.00
Finance	76%	54%	0.00
Medical	68%	45%	0.00

	Visit	Doesn't Visit	Chi Sq Test P-Value
Food	52%	36%	0.00
Safety	65%	52%	0.00
Medical	64%	48%	0.00

	Worship	Doesn't Worship	Chi Sq Test P-Value
School	40%	30%	0.03
Food	49%	37%	0.01
Recreation	31%	22%	0.03
Safety	46%	56%	0.04
Medical	65%	49%	0.00

	Work	Doesn't Work	Chi Sq Test P-Value
Transit	69%	37%	0.00
Food	55%	36%	0.00
Safety	67%	53%	0.00
Finance	80%	56%	0.00
Medical	62%	49%	0.01

Helpful Programs or Resources

Tables 4-6 below show statistically significant differences as performed by a chi-square test between helpful programs/resources and gender, age, and connections to the Greater Riverdale Area.

Table 4. Statistically significant results at α= 0.05 for chi-square tests on relation between gender and helpful resources of interest (n=867)

	Female	Not a Female	Chi Sq Test P-Value
Health	63%	55%	0.03
Meals	67%	55%	0.00
COVID	61%	52%	0.01
Education	42%	27%	0.00
Recreation	30%	21%	0.00

	Male	Not a Male	Chi Sq Test P-Value
Health	55%	63%	0.02
Meals	55%	67%	0.00
COVID	52%	61%	0.01
Education	27%	41%	0.00
Recreation	21%	30%	0.00

Table 5. Statistically significant results at α= 0.05 for chi-square tests on relation between age and helpful resources of interest (n=871)

	Under 17	Not Under 17	Chi Sq Test P-Value
Housing	29%	66%	0.00
Health	29%	61%	0.00
Meals	25%	63%	0.00
Immigration	32%	65%	0.00
Education	18%	36%	0.05
Recreation	4%	27%	0.01

	40-60	Not 40-60	Chi Sq Test P-Value
Housing	59%	67%	0.02

	60+	Not 60+	Chi Sq Test P-Value
COVID	40%	58%	0.01
Education	13%	37%	0.00
Senior	48%	14%	0.00

	18-24	Not 18-24	Chi Sq Test P-Value
Housing	75%	63%	0.01

	25-39	Not 25-39	Chi Sq Test P-Value
Health	66%	56%	0.00
Meals	67%	59%	0.03
Immigration	68%	61%	0.03
Education	42%	31%	0.00

Table 6. Statistically significant results at α= 0.05 for chi-square tests on relation between connection to Greater Riverdale and helpful resources of interest (n=977)

	Live	Doesn't Live	Chi Sq Test P-Value
Health	62%	54%	0.02
Meals	66%	53%	0.00
COVID	64%	46%	0.00
Business	8%	13%	0.02

	Worship	Doesn't Worship	Chi Sq Test P-Value
Immigration	75%	61%	0.00
Business	22%	8%	0.00
Education	46%	33%	0.00
Recreation	36%	23%	0.00

	Visit	Doesn't Visit	Chi Sq Test P-Value
Immigration	70%	62%	0.05
Business	15%	8%	0.01

	Shop	Doesn't Shop	Chi Sq Test P-Value
Housing	80%	60%	0.00
Health	71%	57%	0.00
Meals	72%	60%	0.00
Immigration	85%	57%	0.00
Business	16%	7%	0.00
Education	41%	32%	0.01
Recreation	31%	23%	0.02

	Work	Doesn't Work	Chi Sq Test P-Value
Housing	78%	62%	0.00
Meals	74%	61%	0.01
COVID	68%	58%	0.03
Immigration	78%	61%	0.00
Business	8%	10%	0.00

Information Sharing

Tables 7-9 below show statistically significant differences as performed by a chi-square test between best ways to share community resources and gender, age, and connections to the Greater Riverdale Area.

Table 7. Statistically significant results at α= 0.05 for chi-square tests on relation between gender and best way to relay information (n=863)

	Male	Not a Male	Chi Sq Test P-Value
Email	8%	13%	0.04

Table 8. Statistically significant results at α= 0.05 for chi-square tests on relation between age and best way to relay information (n=868)

	Under 17	Not Under 17	Chi Sq Test P-Value
Grocery	18%	37%	0.03

	18-24	Not 18-24	Chi Sq Test P-Value
Facebook	54%	41%	0.00
WhatsApp	31%	22%	0.02

	25-39	Not 25-39	Chi Sq Test P-Value
Grocery	41%	33%	0.02
Facebook	53%	38%	0.00

	40-60	Not 40-60	Chi Sq Test P-Value
Facebook	34%	49%	0.00
Church	41%	34%	0.04

	60+	Not 60+	Chi Sq Test P-Value
Food Distribution	84%	67%	0.01
Facebook	10%	45%	0.00

Table 9. Statistically significant results at α= 0.05 for chi-square tests on relation between connection to the Greater Riverdale Area and best way to relay information (n=968)

	Live	Don't Live	Chi Sq Test P-Value
Grocery	39%	30%	0.01
Facebook	40%	47%	0.04
Church	34%	46%	0.00

	Shop	Don't Shop	Chi Sq Test P-Value
Food Distribution	75%	62%	0.00
Grocery	63%	30%	0.00
Facebook	60%	36%	0.00
WhatsApp	34%	21%	0.00

	Worship	Don't Worship	Chi Sq Test P-Value
Email	17%	10%	0.02

	Work	Don't Work	Chi Sq Test P-Value

Church	70%	32%	0.00

	Visit	Don't Visit	Chi Sq Test P-Value
Grocery	51%	34%	0.00
Facebook	50%	40%	0.01

Food Distribution	81%	63%	0.00
Grocery	63%	33%	0.00
Facebook	51%	40%	0.02
Email	4%	12%	0.01