

Cornerstones 50

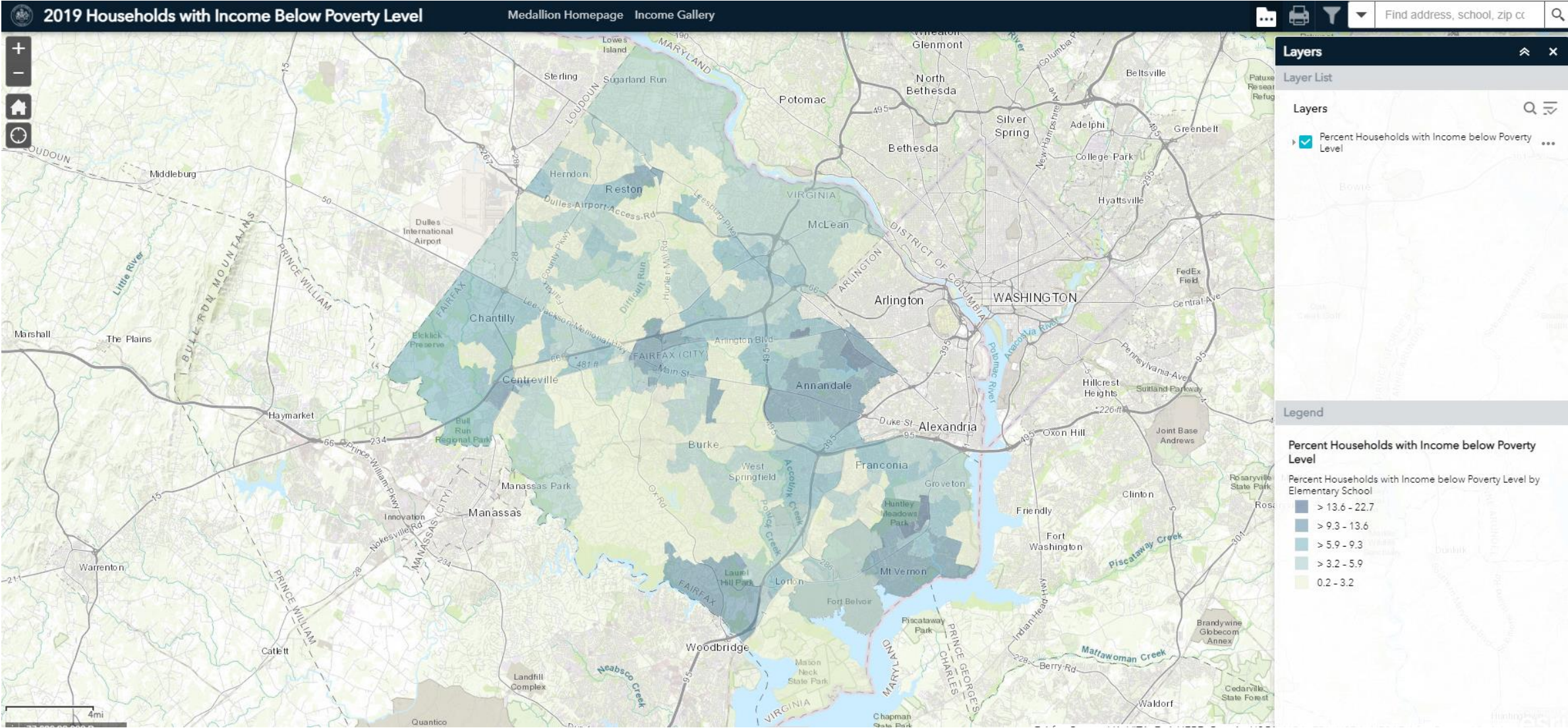
stability • empowerment • hope

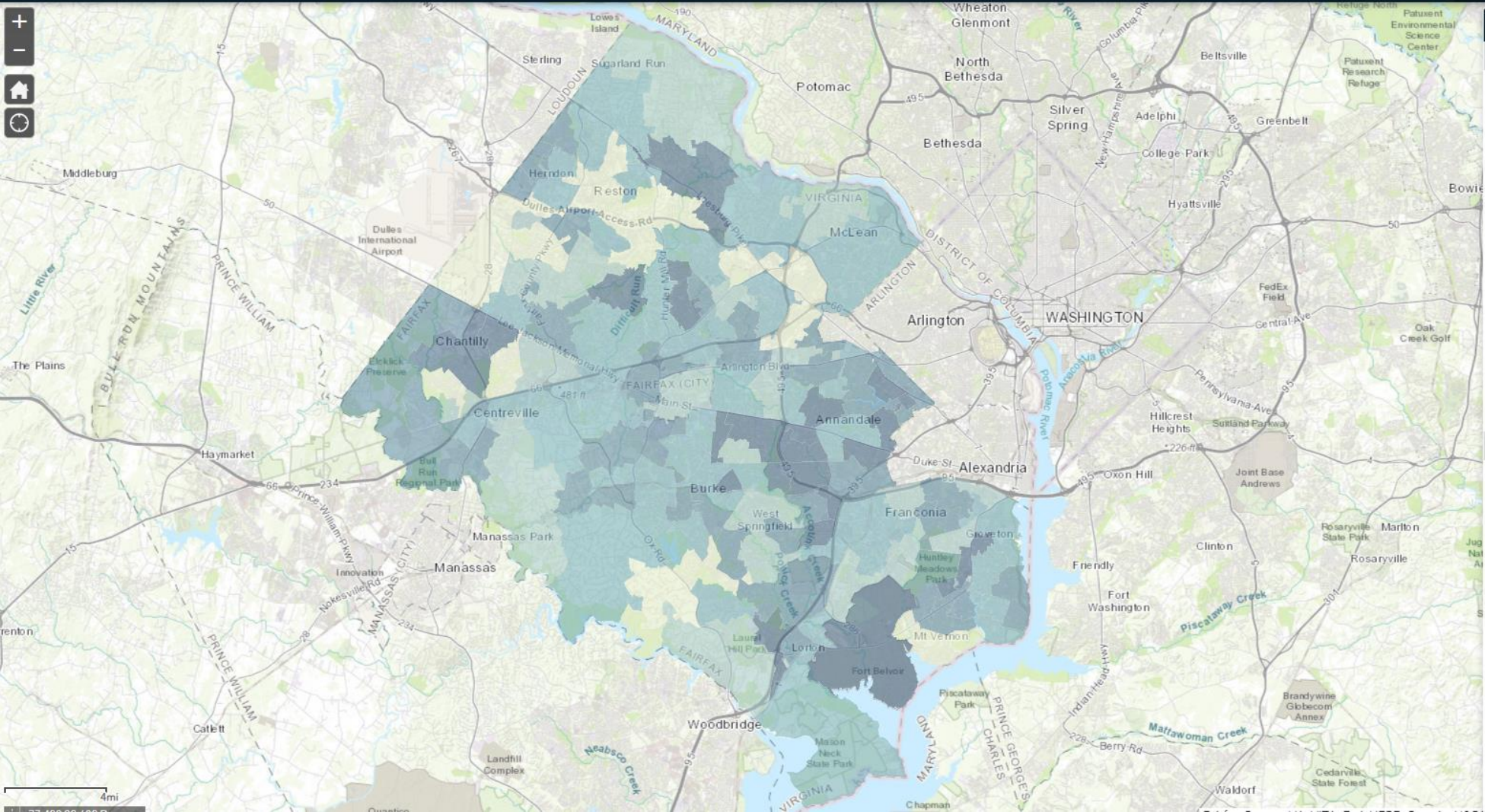
- Originally Reston Interfaith – still made up of many supporting religious organizations
- 50 years serving low-income, diverse population
- Human services organization with focus on wrap-around supports to clients and collective impact
- Annual Budget of about \$12M, with 125-150 FT and PT employees
- Well-respected in the community. Trusted by clients and partners.

Bill Threlkeld, Division Director, CBS Programs

- Been with Cornerstones 15+ years
- Oversee programs in providing:
 - basic needs supports to low-income households (pantry and related operations)
 - community organizing (four sites in Reston)
 - workforce development
 - youth programming (sites in Reston and Herndon)
 - community resource centers (Herndon)
 - housing counseling (serving all of Fairfax County and adjacent jurisdictions)

Effective outreach requires understanding target groups needs/patterns/geography





Layers Layer List

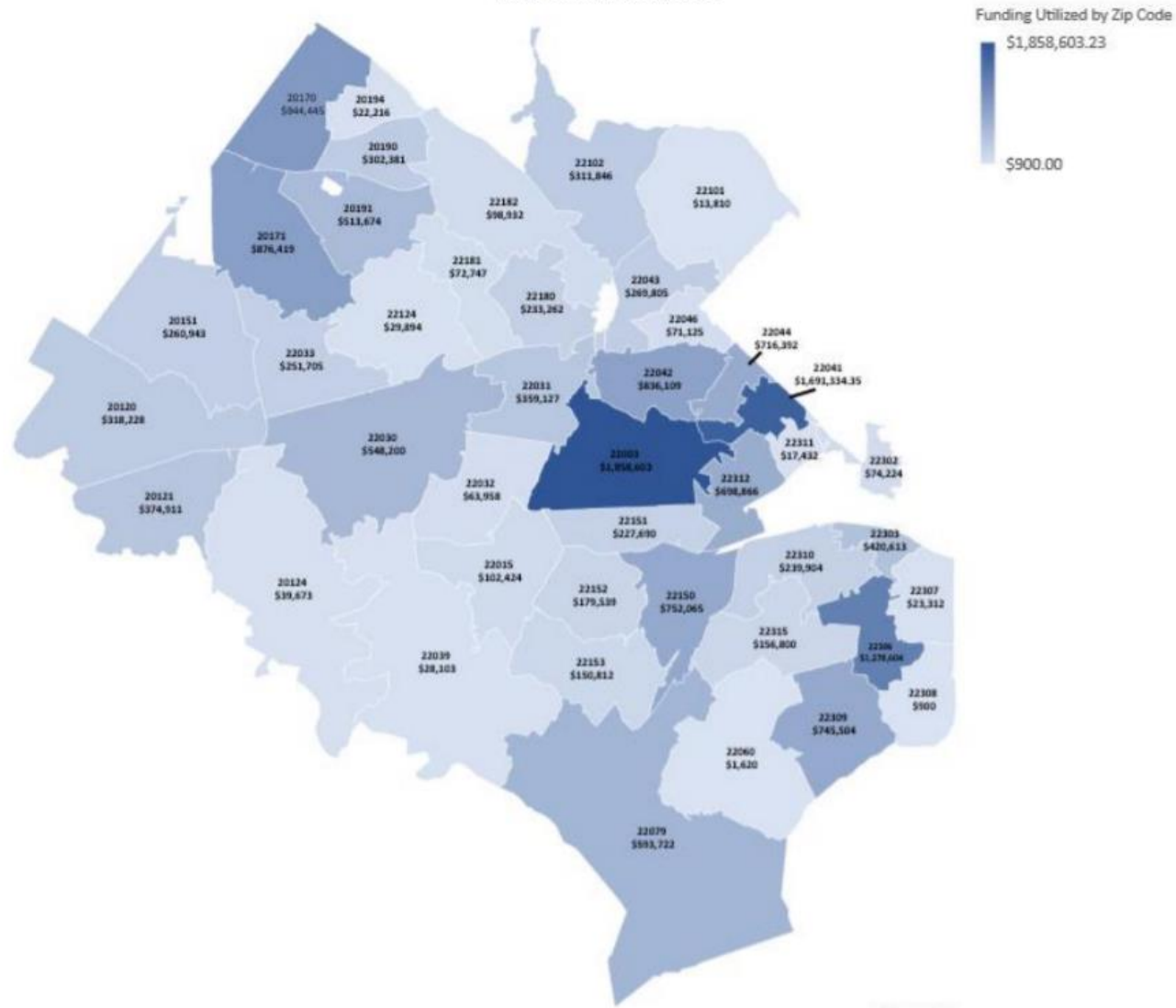
- Percent Burdened Renter Households

Legend

- Percent Burdened Renter Households by Elementary School
- > 55.5 - 70
 - > 45.4 - 55.5
 - > 38.4 - 45.4
 - > 30.5 - 38.4
 - 16.8 - 30.5

CARES FUNDING UTILIZED BY ZIP CODE

As of December 29, 2020



Maps represent burdens of:

- Low wages
- High housing costs
- High childcare costs
- Limited mobility
- Language/cultural barriers
- Limited education
- Legal status (lack of access, fear)
- Disconnectedness



Tu transporte en bicicleta.
Sencillo, económico y seguro



registrate. planea. monta. devuélvela.

CÓMO FUNCIONA

registrate.

Para membresías de 24 horas o 3 días ve a cualquier estación, regístrate con una tarjeta de crédito o débito y obtén un código numérico para abrir el seguro de una bicicleta. Para membresías anuales, mensuales o Day Key visita CapitalBikeshare.com, tiendas Commuter Store o llama al 1-877-430-2453. Obtendrás una llave especial.

planea.

Planea tu ruta y localiza las estaciones más cerca a tu destino. Hay cientos de estaciones en DC, Arlington, Alexandria y Montgomery County.

monta.

Elige una bicicleta e ingresa el código en el teclado para desbloquearla, o usa tu llave si fuera el caso. Cuando la luz del teclado esté verde jala la bici hacia afuera. Puedes utilizar las bicicletas todas las veces que quieras dentro de tu periodo de membresía: Miembros de 24 horas o 3 días necesitarán un nuevo código cada vez, para obtenerlo solo inserta tu tarjeta de crédito (no se cobra nuevamente mientras la membresía está activa). Los otros miembros usarán su llave cada vez para desbloquear una bicicleta.

Todos los viajes de menos de 30 minutos son gratis.

devuélvela.

Devuelve la bici en cualquier estación, asegúrate de que se ilumine la luz verde al retomarla. Recuerda, puedes volver a usarla dentro del periodo contratado.

¡No olvides usar casco!

PRECIOS

DISPONIBLES EN ESTACIÓN

Diario
\$8

3 Días
\$17

DISPONIBLES EN-LÍNEA O TIENDAS

Day Key
\$10

30 Días
\$28

Anual
\$85

OR
Anual en cuotas
\$8 al mes

\$10 pago único por llave y una membresía de 24 horas.
\$7 por uso diario adicional

! PAGAS = Precio de membresía + Tiempo de uso

Los primeros 30 minutos de CADA viaje son GRATIS. Úsalas las veces que quieras dentro tu periodo de membresía.

Si montas más de 30 minutos sin devolverla pagarás por el tiempo de uso.



Bajo 30 minutos
GRATIS



30-59 minutos
\$2

60-89 minutos
\$6

Cada 30 minutos adicionales
+\$8

Miembros 1 ó 3 días: Máximo dos bicicletas por tarjeta.
Miembros con llave: solo una bici a la vez.

Mobility barriers/patterns:

(observations over the years, not a formal study)

Economic/logistical factors

- Tend to find jobs closer to home
- If not, long commutes, ridesharing
- Cost of Metro is often too high for their budgets
- Buses routes are often not connected to work sites or they must take multiple modes/routes
- If working close to home, higher % of cyclists/walkers than in higher income groups

Social factors

- Tend to stay in the communities they are familiar with and where they feel safe
- Those who don't have legal status will stay in the shadows – don't explore, don't take risks, don't reveal information

Important development in Virginia beginning in January 2021 – driver privilege card for individuals who are non-US citizens and cannot meet Virginia's legal presence requirements

As of January 21, more than 1,200 driver privilege cards have been issued.

How do we reach these communities?

This has always been a problem but the arrival of COVID-19 has seen agencies tackling this problem with more vigor for the purpose of census participation, testing, vaccines, etc.

Some strategies/considerations:

Trust

- Go to trusted organizations to publicize/deliver important messages, provide space, co-sponsor events, etc.
- Could be CBOs, schools, faith-based organizations, sports leagues, etc.
- Learn who are the community leaders and develop them, use them (Opportunity Neighborhoods, NAs/RAs)

Language

- Make greater efforts to provide information in languages other than English (language needs can vary from region to region in the county) – Fairfax One Resolution on equity
- Rely on more personal contacts rather than written materials (those community leaders)

Convenience/logistics

- Go to the communities – don't expect them to come to you
- Pick the right time/multiple times with same message/opportunity
- Piggyback on existing events/meetings/opportunities – examples, community events, planned workshops, regular meetings, recreational activities, etc.

Incentives

- Food
- Childcare
- Raffles, giveaways