• 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.
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
CÓMO FUNCIONA

**regístre.**
Para comenzar, registre su tarjeta de crédito o débito y obtenga un código numérico para abrir la estación y recoger su bicicleta.

**planea.**
Planee su ruta y localice las estaciones más cercanas a su destino.

**monta.**
Elige una bicicleta e ingresa al código en el teclado para desbloquearla. Use su llave si desea hacerlo.

**devuélvela.**
Devuelva su bicicleta a cualquier estación, asegurándose de que se ilumine la luz roja para retomarla. Recuerde, puedes volver a usarla dentro del período contratado. ¡No olvides usar el casco!
**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:

**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.

**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)

**Incentives**
- Food
- Childcare
- Raffles, giveaways