



Hyper-Local Community Concerns and Hyper-Local Responses

How hyper-local community concerns are being addressed by Montgomery County's Silver Spring Regional Center responding in a hyper-local way in the times of COVID-19

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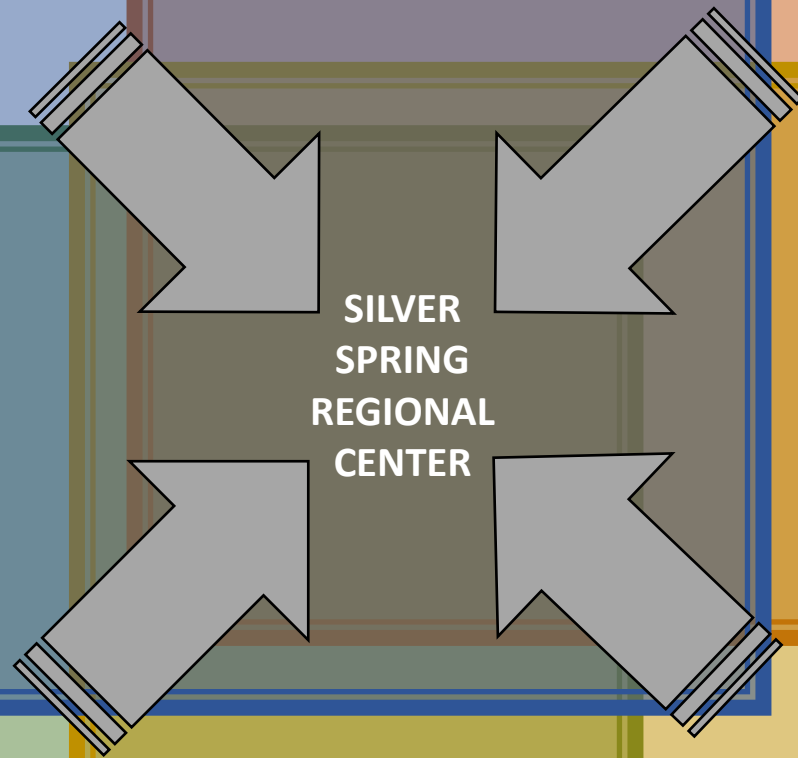
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Hyper-Local Community Concerns

Racial equity and social justice:
Wealth disparities, power dynamics, and distribution of County resources

Local economy:
Small businesses, sole proprietors, and entrepreneurs



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Info flow:
Clarity, accessibility, usefulness, and dissemination of County messaging

Impacted neighbors:
Low-income people of color living in higher density areas, homeless, vulnerable seniors, limited English population, students



Helping Hyper-Local

Connecting:

Linking those who can help with those in need.

Affirming:

The work of others, including non-profits, faith communities, and County agencies



Sparking:

Ideas from the ground up; i.e.: Multi-lingual public service announcements; lists of restaurants doing business; A&E virtual events and more

Informing:

eNewsletters (Civic Opportunities and News; and Community Celebrations), yard signs, and Zoom conversations



Partners and Collaborators

Advisory Groups, Civics, & Ethnic Organizations:

SS Citizens Advisory Board, SS Urban District Advisory Comm., PREZCO, Ethiopian Community Center, and many more

Non-profits, Arts, & Faith Communities:

Long Branch Partners (group of >25 non-profits), CASA, MHP, IMPACT, CHEER, St Camillus, Jesus House, and many more

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Local, State, & Federal Government:

County departments, State agencies, Federal initiatives, Grant opportunities, and more

Business, Chambers, and Philanthropy:

Businesses large and small, GSSCC, Foundations and grant-makers



What is next?

Repurpose County resources to meet immediate challenges:

County facilities, operations (including Urban District), and other assets.

Focus on hyper local opportunities:

Live local, spend local, commerce local, service local, gift local, help local

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Maximize virtual tools for civic engagement:

Advisory groups, civics, associations, affinity groups, A&E community, Town Halls, Council Hearings, and more

Increase social media presence:

eNewsletters (Civic & Celebrations), Tweeter, Facebook, Instagram.



Immediate & Near-Term Emphasis

**FOOD
INSECURITY**

**ACCESS TO
SERVICES**

**MEASURED,
THOUGHTFUL,
CAREFUL
RE-OPENING**

**HOUSING
PROTECTION**

**ECONOMIC
SURVIVAL**



