



# Gaithersburg and Montgomery Village Community Survey Results

September 2021





# About Cross Community & The Equity Center

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Our mission is to advance equity & justice, empower generosity, and improve the quality of life in Gaithersburg and Montgomery Village - the GMV.

Our vision is for individual, community, and generational empowerment.

**Dignity**



**Hospitality**



**Community**

# Key Impact Areas During the COVID-19 Pandemic - 2021

## Food for Gaithersburg

Weekly food distribution in 4 locations, served 72,442 people

## Educational Equity Hubs

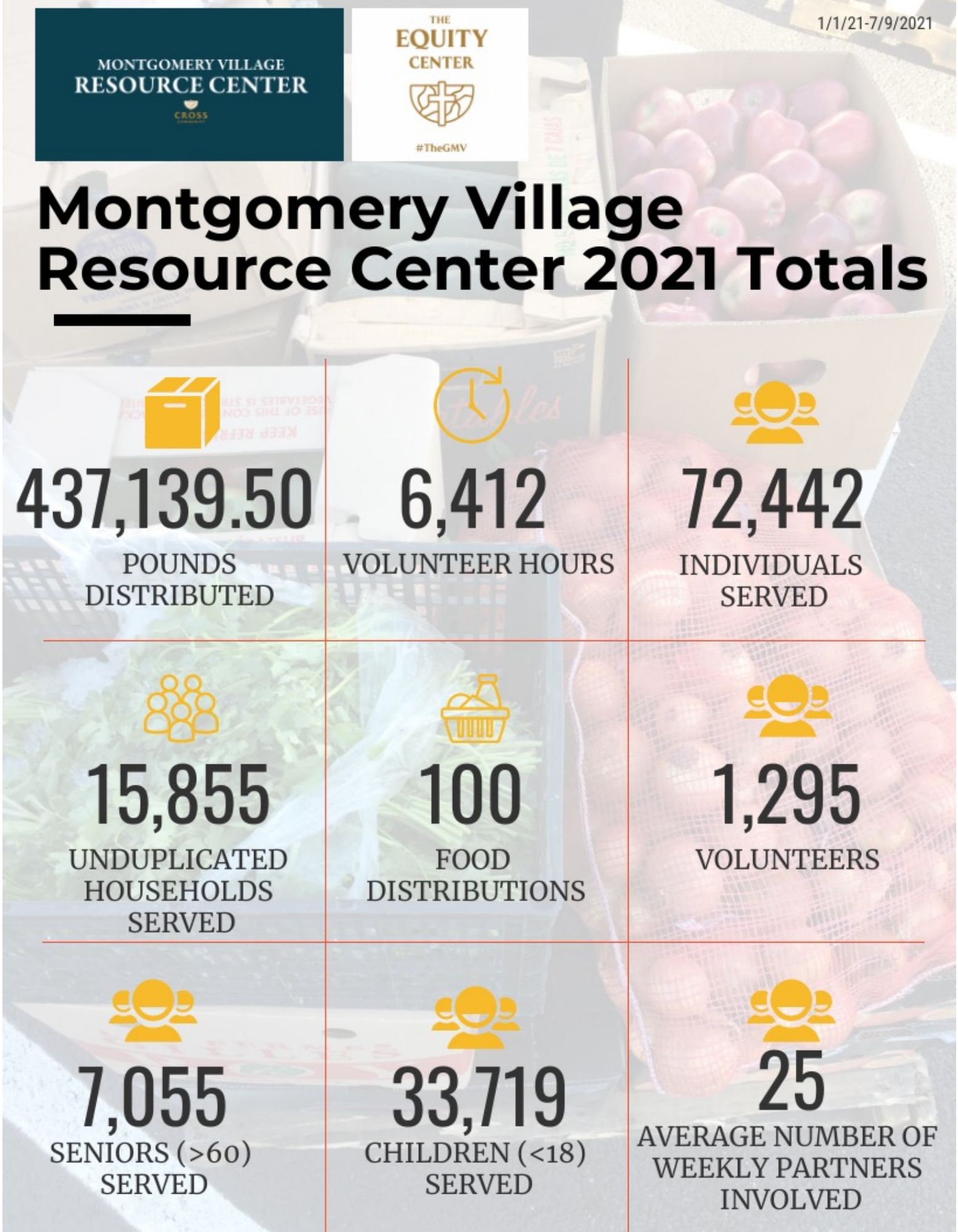
Launched Sept 15, 2020, served 1,400 students

## The Resource Center at Lakeforest Mall

Launched in December of 2020, serving community of 5,000+

## Covid 19 Equity Access Clinics

First of its kind in Upper County, over 2,000 vaccine doses administered





# About the 2021 GMV Community Survey



Surveyed 1,300 residents of the GMV from June-August 2021.

A window into the struggles, the hopes, and the dreams of low-income, immigrant families living in GMV area of Montgomery County.



# Community Partners for the 2021 GMV Community Survey



Gaithersburg  
Beloved  
Community  
Initiative



South Lake  
Elementary School

Gaithersburg  
Elementary School

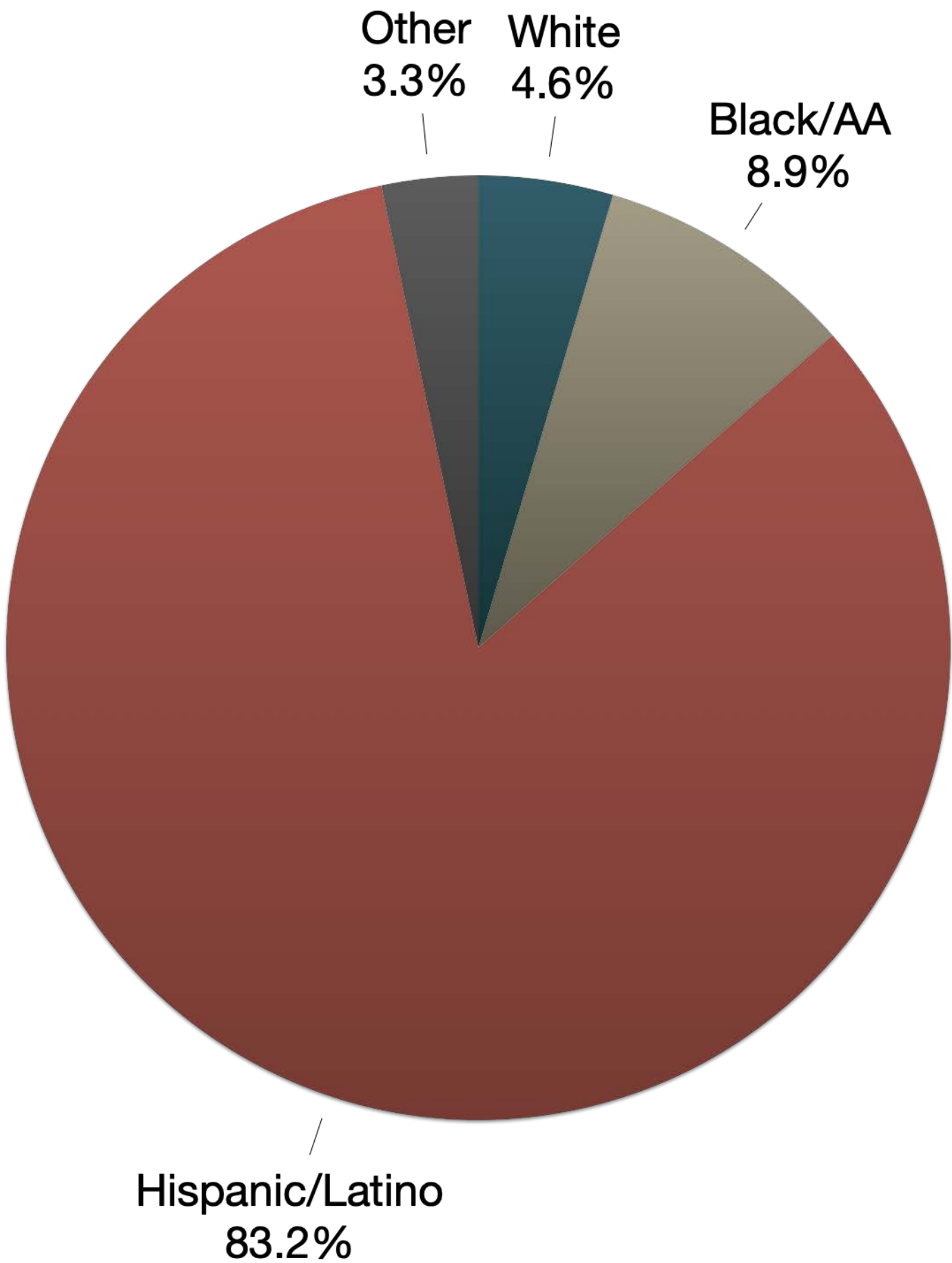
Watkins Mill Cluster



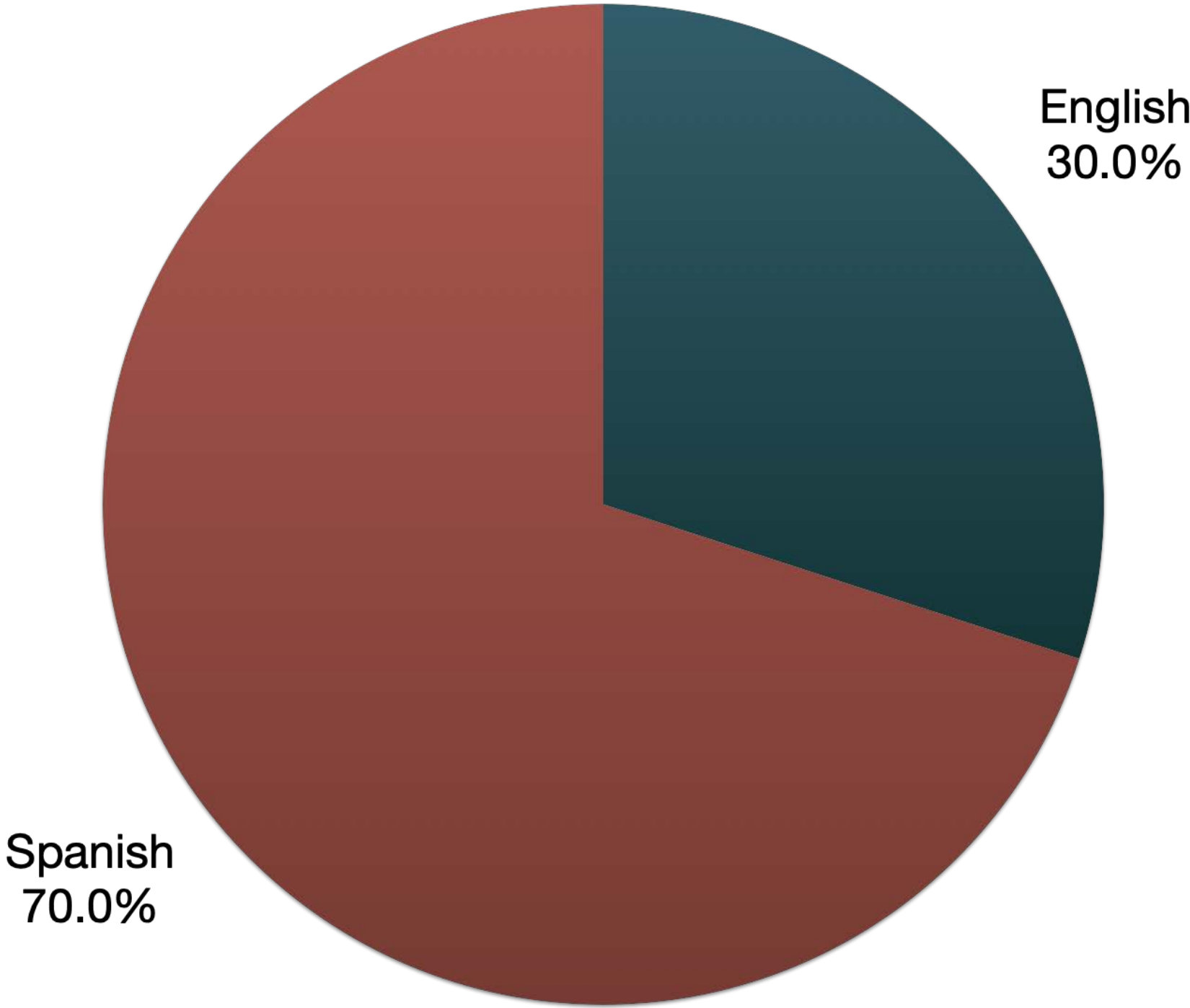


# Demographics

## Race/Ethnicity



## Language Spoken





# Three Priority Results

- Pervasive and Systemic Poverty
- Need for Affordable Healthcare
- Need to Address Resource Barriers





# Pervasive and Systemic Poverty

- **87%** of respondents make less than \$40,000 annual income
- **72.5%** of respondents that they do not have enough income to meet their families needs
- **87%** of respondents don't earn even half of what is needed to live modestly in Montgomery County



# Pervasive and Systemic Poverty

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- **51%** of respondents obtain some of their food from free food distributions
- **36%** responded that they don't have enough to eat
- **80.4%** did not have enough savings available to cover a \$500 emergency



# Need for Affordable Healthcare

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*Quality affordable healthcare is the highest-ranked need*

- **57%** of respondents identified healthcare as the highest social need
  - **Food (56%)** and **employment (53%)** were the 2nd and 3rd highest needs
- **52.6%** of respondents do not have health insurance
  - Among Spanish language respondents, **65.4%** do not have health insurance (approximately 595 respondents)



# Most Desired Amenity: An Affordable Quality Health Center



When asked what resources are needed in the community, an ***affordable healthcare center*** was the most desired amenity for the future of Lakeforest Mall.



# Addressing Resource Barriers

Montgomery County has done a great job of increasing the level of support available to low-income families, but there is much more work to be done in the GMV to connect residents to resources & support.

***Investment in trusted community partners*** is needed to ensure this community gets the help that is available to them.





# The Disconnect – So Many Barriers

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- The number one barrier is language, with **59%** of community members indicating that language differences are a primary challenge to obtaining resources
- Second highest-ranked response was **“not knowing where to go for help” (51% of respondents)**, & **“too complicated and difficult to access”** was ranked third (**32% of respondents**)
- Only **10% of the Spanish-language respondents** indicated they are U.S. citizens – so understanding what support they are eligible for is critical



# The Value and Dignity of the Community

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The people we surveyed see the GMV as their community & are concerned about **public health & personal improvement.**

- **More than 70%** of respondents have lived in the GMV for 4+ years
- **74%** are very satisfied with their children's public school education
- **98%** have never been incarcerated or in jail
- **More than 80%** believe it is important to get a college degree
- **Over 83%** of respondents had been vaccinated at the time of the survey



# Critical Takeaway: Equity Requires Access

*Access brings opportunity and empowerment and comes through trusted members of the community*

## Action Items

1. Intentional investment and capacity building in organizations that work closely with members of the community.
2. Hiring and investing in community JEDI's (Justice, Equity, Diversity, Inclusion) - The way to build up a community is to invest in its people.





**CROSS**

**COMMUNITY**

**THE**

**EQUITY**

**CENTER**

Ben Wikner, Executive Director

[ben@cross-community.org](mailto:ben@cross-community.org)

240-801-5510