

Trusted Messenger Strategic Action Survey

Issue Date: 4/19/2019

Due Date: 4/30/2019

Purpose: We need your localized knowledge and expertise – without it we will not be able to count everyone in Santa Cruz County in the 2020 Census. This report is to gather your input as trusted messengers in our community as to what are best practices for the populations you serve. The Community Action Board of Santa Cruz County, Inc (CAB) is preparing the final draft of a strategic plan for the 2020 Census Initiative, outlining a roadmap for ensuring a complete and accurate count of our county’s population. This plan, informed by your input, includes action plans for reaching hard-to-count individuals, and ways to engage volunteers in 2020 Census outreach activities in the County of Santa Cruz. This is a “living document” to be updated as needs and challenges arise.

This report also provides organizations the opportunity to better identify barriers that your service populations face in relation to the census, and to design strategies to overcome them. Please assist us with this effort by completing this report. The strategic plan, developed by CAB, must be submitted to the State of California by May 2019 Therefore, your prompt attention to this request for feedback is greatly appreciated.

Please submit your document to: Lisa Martin at lisam@cabinc.org by COB Tuesday, April 30th.

Please Write in Subject Line: “Trusted Messenger Survey”

An electronic copy of this report template can be found on our website at <https://cabinc.org/home/census-2020/>

GLOSSARY OF TERMS:

Hard-to-Count Groups (HTC): Many Californian residents live in areas that, based on demographic, socioeconomic and housing characteristics, may be hard to count in the 2020 Census. Below is an example list of populations that might not be accurately counted:

Immigrants and Refugees, Farm-workers, People of Color, LGBTQ, Children Ages 0-5, Frequent Movers, People without high school degrees, People with disabilities, People who speak English or do not have English language proficiency, Indigenous speaking groups, Large or Overcrowded Households, Homeless Individuals and Families, People with general literacy barriers, Seniors, Households without computer or internet access, People who distrust the government and data.

North/South County Subcommittees: Subcommittees are focus groups formed by multiple organizations that serve specific HTC populations:

Immigrants/Farmworkers/Indigenous, 0-5, K-12/Youth, Libraries/Tech Access, Seniors/Disabilities/Health, LGBTQ, Business, Utilities/Transportation, Government Agencies, Faith-Based organizations, Unhoused/Housing Instability, Higher-Ed, CBO’s General.

DIRECTIONS:

The following questions can be answered directly into this document. We ask you answer each question with as much specific information as possible. You may or may not choose to include the examples we have provided in your answers.

Name:
Organization:
Email:
Populations Served:

Title:
Telephone:

1. What key values best exemplify your organization’s approach to the population(s) you serve? (*cultural competency, privacy and consent, non-judgmental service, etc.*)

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2. How do you engage with the populations you serve? Where do you meet? What activities do you undertake? Please provide examples, when possible. How does your organization interact/work with the population you serve?

See examples below to guide your answers.

- a. Where?** For example: On site, festivals, libraries, YMCA, schools, etc.
- b. How Often?** For example: *Daily meetings, weekly programs/events, monthly trainings/chapter meetings, weekdays/weekends. Please be as specific in your response as possible.*
- c. In What Context?** For example: *Direct service programs, at homes, support groups, etc.*
- d. How Many Interactions take place?** *Number of daily, monthly and/or yearly interactions*

3. Why might the communities you serve find it difficult to complete the Census?

Please check all that apply:

Feel as if Census is Unimportant	
Lack of knowledge about the Census	
Language Barriers	
Fear	
Privacy Concerns	
Technological Literacy	
Binary Gender Options Issue	
General Literacy Issues	
ESL or Indigenous Speaking	
Lack of Access to?.....	
Other:	

Please expand on the choices you selected:

4. What are your organization's most effective outreach strategies?

5. How can your organization encourage people to apply for census jobs both within and outside of your organization?

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6. **What information, materials, or tools are most effective in facilitating outreach to populations you serve?** See examples.

a. Language access For example: *multilingual materials, Mixteco & Spanish speaking staff that develop messages and do outreach.*

b. Strategic Spaces for Information Sharing For Example: *Collaboratives, parent events, outreach and census stations where people are waiting, markets.*

c. Communication Tools:

Please check all the boxes which apply and feel free to add more options as needed. You are welcome to extrapolate on these outreach strategies, the more information provided the better.

FAQ's	
Posters	
Social Media	
Census One Pagers or Bullet Point Talking Sheets	
Videos	
PowerPoints	
Photos of Identifiable Community Members or Leaders Advertising Why They Think the Census is Important	
Buzzwords/Simple Language	
Other:	

Please expand on the choices you selected above

d. Messaging Recommendations: Would you participate in a conference call to share your input on census messaging to the communities you serve? You can also provide examples here if you have ideas. Provide Spanish messaging examples if possible.

e. Incentives: *What incentives would increase census participation in the communities you service?* Ideas might include Raffles, Gift cards, Food, childcare at workshops, public recognition by community/civic leaders, extra credit or community service opportunities.

f. Resources: Does your agency or organization or program have resources that might be designated to support census outreach efforts?

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7. Are there opportunities for multi-purpose outreach (e.g. combining with existing outreach efforts, programs, and advocacy campaigns). See examples below.

*“Piggyback” on existing efforts through existing trusted sources / community based organizations.
Playgroups, clinics, making time for clients to fill out surveys, conferences, current training programs to include census info, introduction of census material into education curriculum, etc.*

8. What are the best ways to address misinformation about the census in the communities you serve?? See examples below.

*Thoroughly train staff to be knowledgeable about the census and can educate the public they work with
Actively monitor social media for inaccurate census information.
Compare information you have already distributed to social media posts on the census
Think of ways to develop and to use verbal or text support
Using trusted messengers as bridges
Post advertisements of recognizable community faces engaging in or supporting the census*

9. Can your organization provide a calendar of upcoming events from now until June 30th, 2020 that would be appropriate for 2020 Census outreach? Please provide contact information for event planners to facilitate follow-up. Include dates, times, locations, and demographics of audience if possible.

Next Steps and Commitments

10. **Organizational Commitments and Action Steps (Please be sure to answer and confirm each subsection):**

a. What will my individual group or organization commit to do?

- Send information relating Census Jobs to staff, partners, and community members
- Review Trusted Messenger Volunteer program with my staff. Discuss where volunteers or interns may be found to help support the Census Team with outreach.
- Create space in my organization to have a Census Informational Kiosk
- Help table at events for the Census
- Other: *Please include other commitments here:*

b. Will your organization attend and participate in the May 15, 2019 Complete Count Committee Meeting?

- YES
- NO

NEXT MEETING: Wednesday May 15th 2019, Aptos Village Park Center Clubhouse, 10:00 – 11:30am.

Please reach out to Census Team if you would like us to meet with your organization. We can give presentations, provide general census and outreach training materials, help you brainstorm outreach strategies and more! Details for these contacts are all listed below. **We're here to help!**

Community Action Board of Santa Cruz County, Inc.
406 Main Street, Suite 203, Watsonville, CA 95076

Joseph Watkins, **Assistant Project Director**
2020 Census Project
Office: 831.291.5750 | Fax: 831.724.3447
Email: JosephW@Cabinc.org

Paulina Moreno, **Project Director**
Thriving Immigrants Initiative, 2020 Census Project
Office: 831.274.3159 | Fax: 831.724.3447
Email: Paulina@Cabinc.org

United States Census Bureau Partnership Specialists for Santa Cruz County:

South County Christina A. Granados (Bilingual): christina.a.granados@2020census.gov
North County Tory S Del Favero: tory.s.del.favero@2020census.gov

If your organization or group would like to propose an activity, we encourage you to submit a census activity event proposal through the county census page. We are trying to establish a calendar for the entire year, and to track all events/outreach. Data will be input into a GIS platform to map as well as log census related outreach. This will help us better understand which areas and demographics we may be missing, including Hard-to-Count areas that may require more attention.