



Community Needs and Aspirations Assessment Summer 2019

September 2019



Assessment Team

- **United Way Staff**
Clare Margason
- **MIIS Graduate Students**
Emily Hoang & Adam Schreiber
- **Middlebury College Students**
Nina Cruz, Jayla Johnson,
Mollie Smith & Ben Yamron
- **CSUMB Student**
Yoselinne Gonzales
- **IMC Partner Agencies**
50+ Agencies



Assessment Methodology

- **Key Informant Interviews (KI)**
- **Community Conversations (CC)**
- **Online/paper Surveys (youth and adult versions)**
- +
- **In-person outreach throughout the county**



Key Informant Interviews

15 interviews conducted 6/24–8/1

All interviews were recorded

14

Key Informants

Common Themes

Unaffordability

- Housing, low wages

Intersecting Problems

- Requires a systems approach

Marginalization of certain groups

- Leads to fear and isolation

Key Informants Interviewees

- Alfred Diaz Infante
- Rosemary Soto
- Elsa Quezada
- Mary Adams
- Francine Rodd
- Linda McGlone
- Deneen Guss

- Amy White
- Steve Adams
- Ted Black
- Jose Arreola
- Chris Lopez
- Tim McManus
- Rene Mendez



Community Conversations

Total of 21 conversations, 147 participants between 6/24-09/01

21

Community Conversations

Successes

- Reaches lower-income participants
- Non-English speakers

Challenges

- Time-intensive to schedule and complete
- Requires trained facilitators

Community Conversations

- First 5 Integrated Service Collaborative (4 convos)
- Health Department Committee for Cultural Sensitivity and Humility (2 convos)
- MIIS Alumni Working in Monterey County (1 convo)
- CHISPA - Los Abuelitos (2 convos)
- Childcare Planning Council (3 convos)
- Sun Street Marina (1 convo)
- Sun Street Salinas (1 convo)
- CCCIL (2 convos)
- Rancho Cielo (1 convo)
- Partners for Peace - Step Up Mentoring (2 convos)
- LULAC Castroville (2 convos)
- CAPSLO Gonzales FFN Program (1 convo)
- ALBA Farmers (1 convo)





Needs and Aspirations Survey

1,472 (adult) + 153 (youth)
completed surveys as of
September 09, 2019

1,625

Survey
Responses

Promotion strategies

- Email blasts, social media, in person outreach, library tabling, community events

Successes


- Over 1,000 responses
- Geographic distribution

Challenges

- Survey length is a barrier
- Literacy levels of participants vary
- Paper versions must be distributed and collected

How respondents found out about the survey

survey



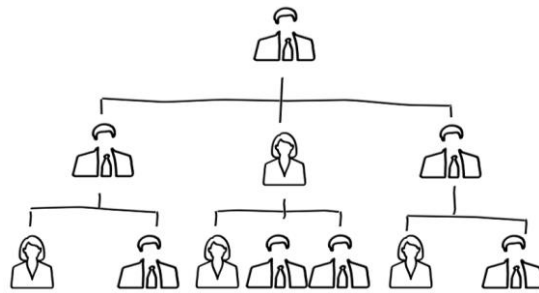
word of mouth



flyers




social media



Boss or supervisor

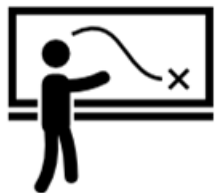
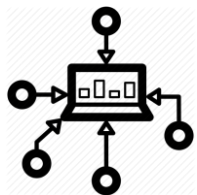
emails from IMC



LIBRARY	CASP	Hartnell College
Neighborhood Association		Guardian
My County Supervisor		Scholars Program



2015 IMC Data Utilized



Community Alliance
for Safety and Peace



Health Department
Monterey County



Monterey County
Office of Education



Bright
Futures



First 5 Monterey
County & Bright
Beginnings

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE



United Way
Monterey County





Assessment in Action





Assessment in Action



Participate in the Assessment!

The survey is available in English and Spanish at:
www.impactmontereycounty.org/survey

