OF BY FOR BEACH FLATS

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BUT WHY????

If our **visitors** reflect our **county** demographics we will:

- Be more representative and relevant to ALL of our community.
- Build more bridges across differences.
- Empower more creative and civic voices.

Ultimately, this helps create a stronger, more connected Santa Cruz County.
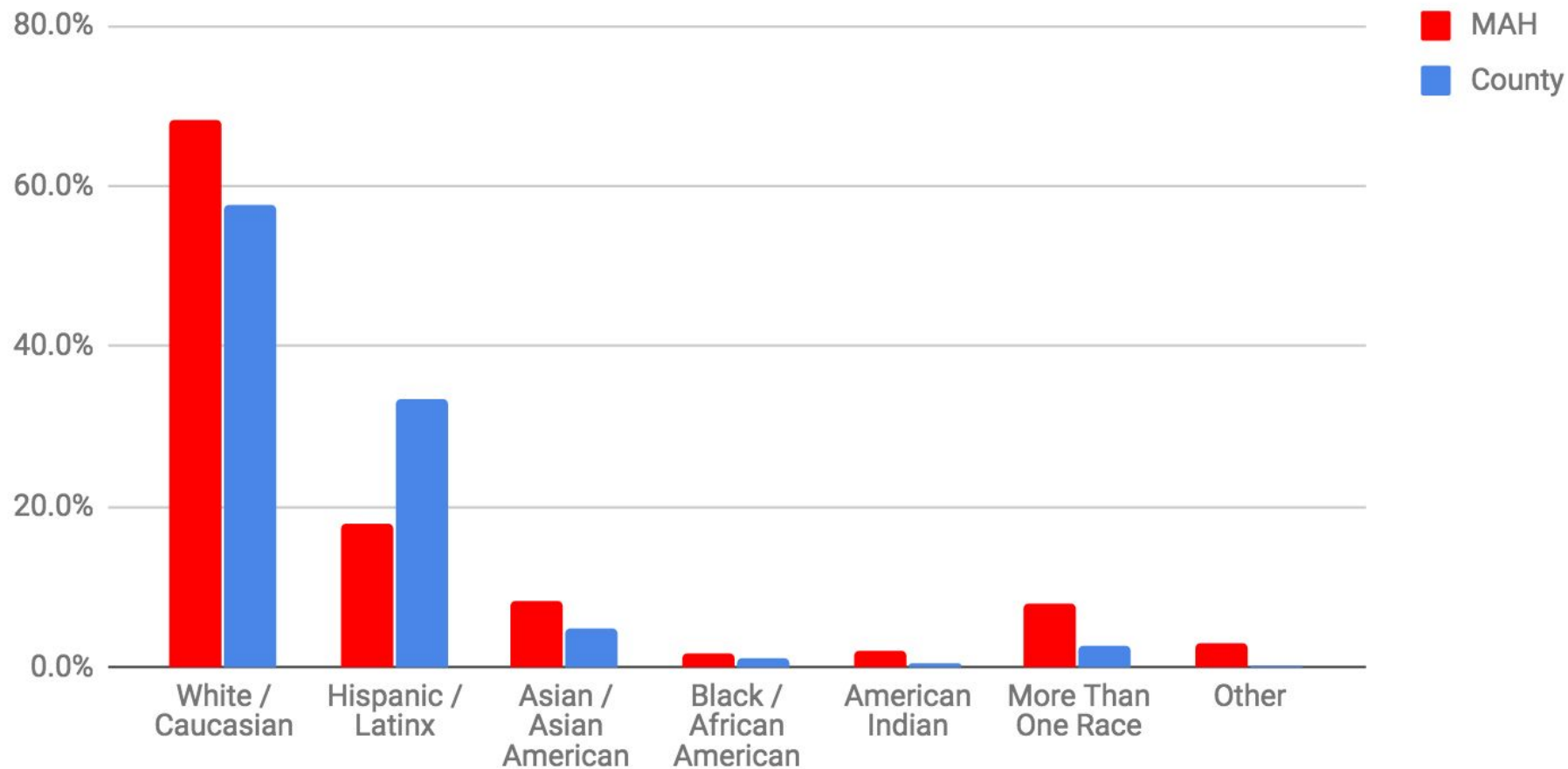
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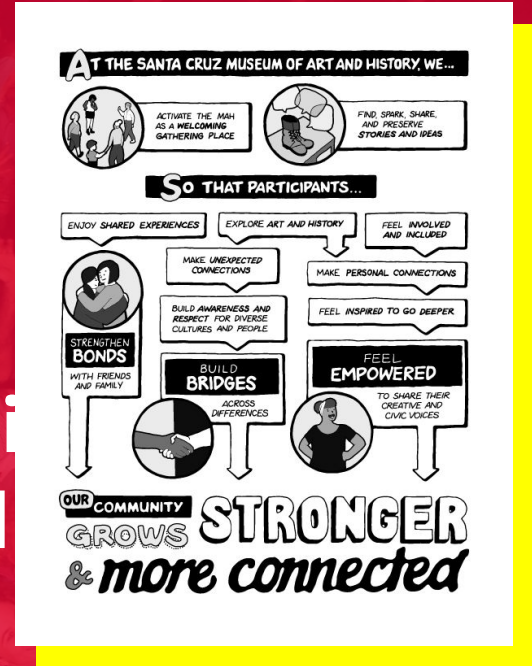
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Race/Ethnicity: MAH v. County   2017-2018

% OF LATINX RESIDENTS 2014

SANTA CRUZ COUNTY	SANTA CRUZ CITY	MAH VISITORS
33%	19%	8%

2015 - 2018

- **Ethnographic Study**
- **Bilingual and Latinx Staff, Interns, Volunteers + Board**
- **Pop Up MAH throughout the county**
- **Bilingual Signage and Exhibition Labels**
- **Bilingual Tours**
- **Relationship building with Latinx Collaborators and Organizations throughout the County**
- **Latinx - Driven Festivals**
- **Bilingual Events**
- **More free, outdoor, family friendly events**

2015 Latino Engagement Plan by Department

Final 2015 Year End Updates are in RED

2015 Latino Engagement Plan by Department

All Staff

February

- Review Ethnographic Study of Latino Families in Beach Flats and Lower Ocean
  CHECK

March- December

- Establish and follow through on Latino Engagement Plan goals for 2015
- Establish and follow through on personal goals for improving cultural competency in 2015
  OPTIONAL

Visitor Services

March

- Create "Hablo Espanol" buttons for bilingual staff, interns and volunteers to wear at events (Diana and Michaela)
  CHECK- Completed in May. At beyond borders- collaborators and visitors were asking for these as well.

March- December

- Hire bilingual VS Staff (Diana)
  CHECK required now for all new VS hires.
- Bilingual VS staff translate flyers (Diana and Elise)
  CHECK Skarlett is helping to translate specific flyers.
- Bilingual VS assist in outreach programs (Diana, Sandino and Stacey)
  CHECK- 5 Bilingual VS are all trained to help with outreach.
- Recruit 4 bilingual gallery hosts, 1 per session (Diana and Mary)
  CHECK: 8 total this year
  April- June: 2
  June- Sept: 1
  Sept- Dec: 5

June- December

- Pilot basic conversational Spanish lessons internally with non-bilingual VS staff (Diana and bilingual VS)
  TESTED but not successful- We feel we need a class structure for this.

Programs

January- December

- At least 8% (30 total) of the collaborators for 2015 3rd Fridays are Latino (Nora, Sandino, Emily, Stacey)
  22% Latin@ Collaborators February- Dec 2015 (177 Latin@, 791 Total)
- Collaborate with at least 1 predominantly Latino band and 3 Latino speakers for 2015 1st Fridays (Nora, Sandino, Justin, Stacey)
  18% Latin@ Collaborators March- Dec 2015
  0 Predominantly Latin@ Band (Most bands were already booked in Jan 2015 but we did work with the White Hawk Dancers)
  2 Latin@ speakers (Site Sound/Uncommon Threads Opening)

February- December

- Participate in 13 Outreach Festivals with a Latino or Outdoor/Food/Cultural/Family Focus and develop a consistent structure for Outreach (Sandino, Stacey, Emily, Bilingual VS)
  17 Outreach Festivals (March- Dec)
- Work with at least 10 Latino collaborators for teen programs (Emily)
  18% Latin@ collaborators for Subjects to Change workshops (2 Latin@, 11 Total Collaborators)
  21% Latin@ collaborators for What the Cruz?! Events (16 Latin@, 77 Total)

May

- 3rd Friday Beyond Borders with a food component and at least 20% of the collaborators Latino (Stacey and Sandino)
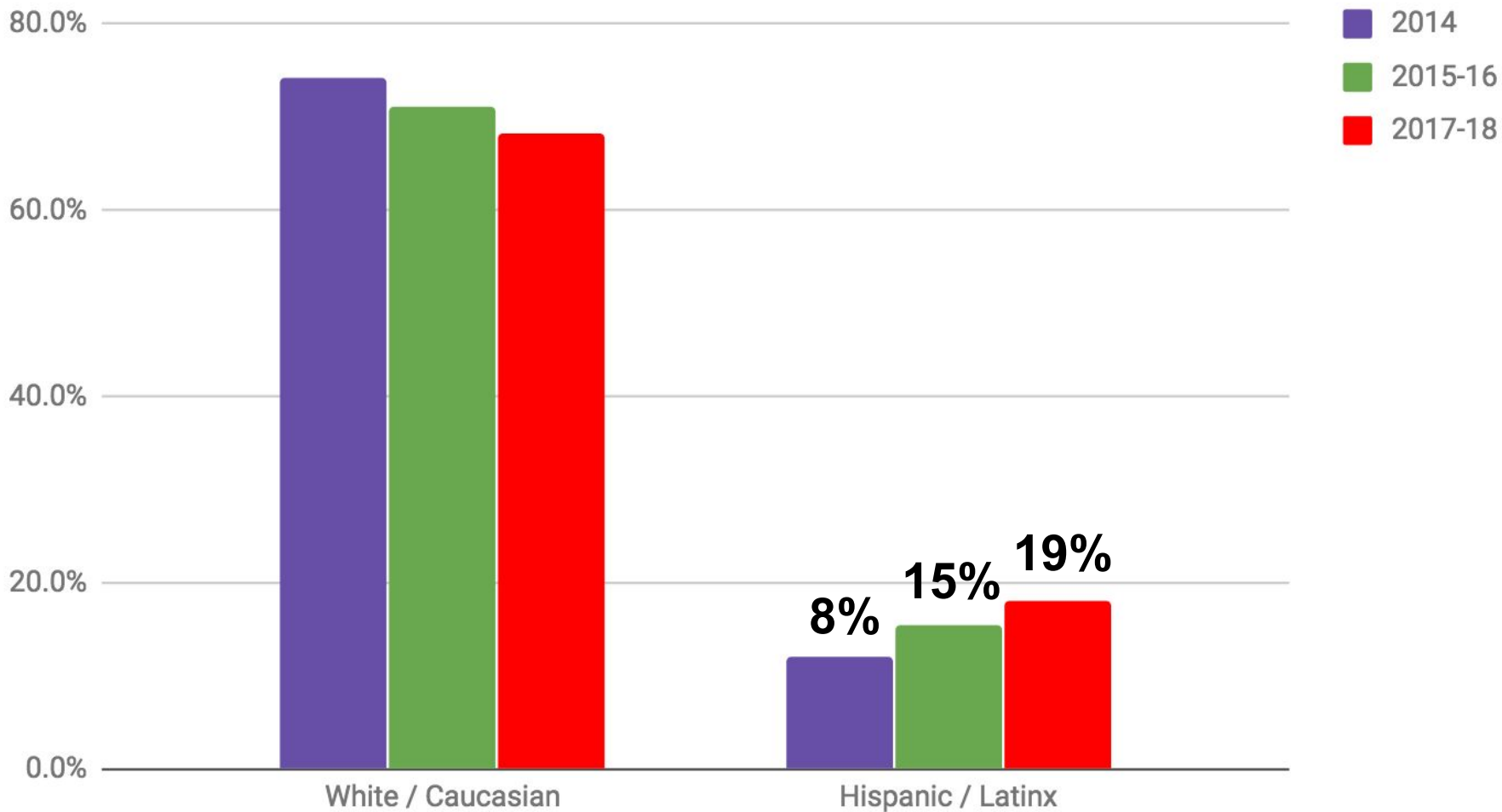 51% Latin@ Collaborators (95 Latin@, 184 Total Collaborators)

May-July

- Create Bonded Group Structure and seek out at least 1 Latino community group to participate (Stacey and Sandino)
  CHECK
  2 predominantly Latin@ community groups confirmed for 2016 (Greenways to School B- 40 students and PAPAS)

September- November

- Explore the possibility of co-creating Dia de los Muertos with a local Latino community group. If this is not possible, work with at least 4 groups of Latino collaborators to produce the event (Emily and Sandino)
  CHECK Partnered with Senderos to co-create the event.
  65% Latin@ collaborators (61 Latin@, 94 total)

LATINX ENGAGEMENT PLAN 2015, 2016, 2017

MAH Visitors Change in Race/Ethnicity over 4 Years

Legend:
- 2014
- 2015-16
- 2017-18

White / Caucasian, Hispanic / Latinx

Hispanic / Latinx values: 8%, 15%, 19%

% OF LATINX RESIDENTS 2018

SANTA CRUZ COUNTY	SANTA CRUZ CITY	MAH VISITORS
33%	19%	19%

% OF LATINX RESIDENTS 2018

SANTA CRUZ COUNTY	SANTA CRUZ CITY	MAH VISITORS
33%	19%	19%

33% is the goal

WHY BEACH FLATS ?

- **Less than a mile away.**
  (Transportation is less of a barrier)

- **Highest population of Latinx residents in the City**

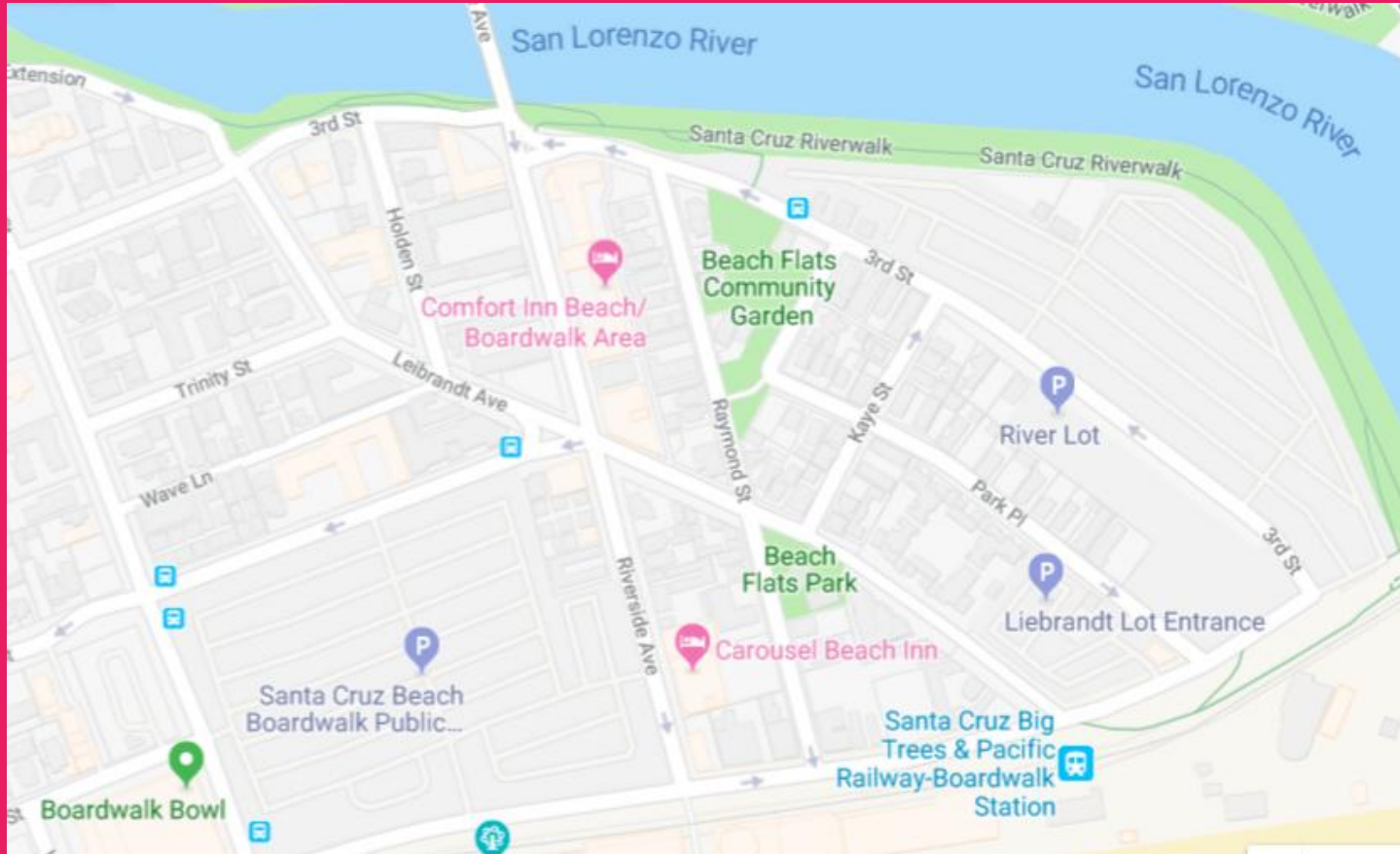- **Strong history and neighborhood identity.**

OUR GOAL:
Latinx Beach Flats Families feel welcomed and included at the MAH.

HOW WE ARE MEASURING SUCCESS:
200 Latinx Beach Flats residents are
involved with the MAH.

1,118 Latinx individuals / 178 Latinx family households

Jan - June
122 people = 10.9%

July - Dec
200 people = 17.89%

32 folks came from Beach Flats to the Mirando Al Futuro opening

We installed a Map connecting the Garden to the MAH

6 individuals joined us for the Of By For Lighting talks and tacos

OBF and Staff Tours of the Beach Flats Garden

Telemundo Comercial

19 community members joined us to create it!

Reyna Ruiz

"It's interesting to get a sense of who you are through your father's eyes"

Joaquin Barreto

"When I was complaining about my leather sandals being too rough my grandmother put them on the stove the way she did with the tortillas to loosen them up"

C3 We're Still Here

La Bienvenida

BEACH FLATS
Spring Cleanup

SATURDAY, APRIL 13   11AM-1PM
POET'S PARK   200 RAYMOND ST

- Join us in picking up trash, beautifying the neighborhood and protecting the San Lorenzo River.
- Celebrate with food and music after.
- Meet mural artist Irene Juarez-O'Connell and learn about storm drain art coming to Beach Flats in June.
- Call Vrinda at (831) 332 - 2860 with any questions.

Areperia 831

COASTAL WATERSHED COUNCIL
coastal-watershed.org
Preserving and protecting our coastal watersheds

MAH

Key Insights

#1 It's all about Relationships

- Listen
- Be transparent about your intentions
- Learn their interests, needs, & assets
- Trust takes a lot of time to build
- Invite a resident to join this group
- Intern support

#2 Invite with Purpose

- Time is the biggest barrier so it's gotta be worth it.
- Free passes not as effective or meaningful.
- Invite to a specific event or experience that's exciting for them.
- Invite personally, sincerely, and directly.. 3X
- Include a map
- Calling is better than email

#3 Communicate Consistently

- Be clear, genuine, and direct
- Be proactive in getting their contact info
- Lead with relevant photos and images over words
- When in doubt, ask to better understand why.
- Follow up -- fast and with gratitude
- Share it in Spanish + English

#4 Show up humbly MAHified

- Igniter welcoming approach:
  Engage, Connect, Invite
- Build MAH familiarity: wear the apron, sport the logo, pop up the tent, bring the flyers
- Bring photos/images/map/info of what you're inviting people to
- Learning Opportunity: us, board members, staff

#5 Document your Data

- Take photos -- don't be creepy
- Get clear on staff goals, roles and responsibilities
- Record data all in one place and know what info is necessary and why
- Make time to reflect and make data-driven decisions learning from what worked/what didn't

What did I miss?
+
Q&A

COMMUNITY MAPPING

Who are we connected to?

Who should we invite to join this group?

OF BY FOR BEACH FLATS

BY NEXT WEEK JULY 16th:
- **Existing Opportunities List
  July - Dec 2019**
- **Prospective Opportunities List
  July - Dec 2019**

BY JULY 23rd:
- **DRAFT staff plan to activate**