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COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

Census 2020 - Community Bridges offers online resources to ensure an accurate count

WATSONVILLE, CALIFORNIA -- In March 2020, Santa Cruz County households will begin receiving invitations to participate in the United States Decennial Census. The census is a brief survey designed to accurately count all persons residing in the United States and its territories. Historically, the U.S. Census Bureau has relied on paper forms to collect information, but this year residents will have the option to submit their responses to census questions online.

An accurate census count is vitally important. Census data is used to make decisions about social services like schools and public transportation, to ensure fair Congressional representation in the U.S. House of Representatives, to direct billions of dollars in federal and state funding and more.

Community Bridges is committed to ensuring an accurate count. Community Bridges is partnering with the US Census Bureau, California Census 2020, the Community Foundation of Santa Cruz, the Community Action Board of Santa Cruz County, the California Women, Infants and Children (WIC) Association, and the Santa Cruz County Complete Count Committee. Because the 2020 Census is the first to be conducted online, Community Bridges is prepared to address new challenges in reaching vulnerable populations that often do not have access to the internet.

Community Bridges will be leveraging Questionnaire Assistance Kiosks (QAK) to encourage census participation. The kiosks are internet-connected computers or tablets set to only access the Census Bureau's website, and will be housed at Community Bridges four Family Resource Centers and WIC offices throughout Santa Cruz County. Community Bridges is also deploying two mobile kiosks for community events and rapid response to areas of low participation. The kiosks are scheduled to become available on March 12, 2020.

Additionally, several Community Bridges locations will have staff or volunteers who can answer questions about the census and the kiosk, and can provide digital literacy and language assistance to users. For example, staff can answer questions about how to use the devices and can help individuals find a census response option in their preferred language. If partner agencies don't have personnel available, Community Bridges can assist in recruitment and training of volunteers.

Providing accurate information about kiosk availability and locations is central to getting an accurate count in Santa Cruz County. Complete Count Santa Cruz County is developing an interactive map of kiosk locations, which will ensure that people are able to locate the kiosks, and allow participating

organizations to evaluate whether kiosks are being adequately deployed in regions that have been historically hard to count.

For more information on what questions the census will ask, how anonymity of responses is protected, and the importance of an accurate count, please visit the US Census Bureau website: [census.gov](https://www.census.gov).

Community Bridges Questionnaire Assistance Kiosk Locations:

- Mountain Community Resources / Women, Infants & Children Program (WIC)
6134 Highway 9, Felton
- Nueva Vista Family Resource Center
711 East Cliff Drive, Santa Cruz
- Women, Infants, Children Program (WIC)
1105 Water Street, Santa Cruz
- Live Oak Community Resources
1740 17th Avenue, Santa Cruz
- La Manzana Community Resources
521 Main Street, Suite Y, Watsonville
- Women, Infants, Children Program (WIC)
18 West Lake Avenue, Suite A, Watsonville

ABOUT COMMUNITY BRIDGES

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. To learn more, please visit www.communitybridges.org.

The Community Bridges family of programs includes the Child & Adult Care Food Program, Child Development Division, Women, Infants and Children (WIC), La Manzana Community Resources, Live Oak Community Resources, Mountain Community Resources, Nueva Vista Community Resources, Elderday Adult Day Health Care, Lift Line and Meals on Wheels for Santa Cruz County.

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