

# ¡Puente para la gente!

Puente Survey

GALEO LCDF / GALEO Impact Fund /  
 Latinx Alliance



## GOALS

**IN-PERSON 15,000 RESPONSES**

### BREAKDOWN

2,200 PER MONTH

536 PER WEEK

77 PER DAY

3 COMPLETED SURVEYS PER/DAY

PER/ 26CANVASSERS

26 CANVASSERS PER/DAY

**DIGITAL 35,000 RESPONSES**

### BREAKDOWN

5,000 PER MONTH

1,250 PER WEEK

179 PER DAY

## SUMMARY

With one million Latinos and growing, Georgia has the unique opportunity to build a thriving community with just and necessary legislation. However, there is a lack of representative data that showcases the needs of Georgia Latinos. GALEO, along with partner organizations including the Latinx Alliance, will fill this gap by conducting a statewide survey called the Puente Survey. "Puente para la gente," focuses on the bridge between our communities and the people at the Capitol. We are encouraging people to know that there is a clear path between them and a better future. By building trust, they know that they are being listened to when they voice their needs.

The Puente Survey will capture what is needed, wanted, and what is contributed by the Latinx community. By using traditional, grassroots organizing tactics, such as door-to-door canvassing, community house parties, and town hall meetings, in addition to modern organizing methods such as social media and direct-to-contact messaging, GALEO hopes to reach 50,000 responses and submit the compiled data with recommendations to the Georgia Legislature, Governor and local elected officials as appropriate in 2024.

The Latinx Alliance Policy and Advocacy workgroup would anchor the organizational strategy, messaging, organizing strategies, and completion of the report by December 2023. Further, to be clear, this would be a non-partisan effort and we recognize that there are still a lot of details to be hashed out. The Working Group co-chairs (and the steering committee, for that matter) will work diligently and transparently to ensure that Latinx Alliance members are comfortable and understand roles and responsibilities, as well as the collaborative nature of this effort and the shared benefits and credit.

## BACKGROUND

It has been over 20 years since a Latino Forum Report was issued to Georgia Governor. Today our community is nearly one million in Georgia. It's time to make our voices and needs heard all the way to the Capitol. In the Latinx community, polling is constantly inaccurate, and the polling methodology needs to be culturally relevant to our community. However, when asked, pollsters say it is too hard or they cannot have in-person conversations with people in our community.

Without accurate data, many outreach and resources are being translated into Spanish to reach our community ineffectively. GALEO and our allies have the infrastructure and trusted reputation to fill the void pollster cannot.

## PLAN

With assistance from a communication firm or pollster, we will develop a survey with the appropriate methodology to study people's actual positions on critical issues. Once we develop the survey and recruit additional partners, we will lead an in-person train-the-trainer session. We will spend the day training the canvassers, administering the survey, and educating people on how to host community house parties. To have 50,000 people respond to the survey, we will need to reach approximately 500,000. We will need as many partners and allies to do outreach to their list and the counties they are active in.

GALEO's field team will be the field organizing hub and lead support on all survey work such as supporting other organizations, building resources, leading on translations and interpretation, and all other needs. Ideally, we will utilize tablets to administer the survey. This will ensure that the study is appropriately completed with all data going directly into our database. Once the data is gathered, we will work with an outside vendor to help decipher the data, and transform it into a shared report.

## TIMELINE

### Mid-Late February

Preliminary canvassing begins -  
 Testing Period

### Mid-Late March

Launch first house  
 party/townhall - Testing Period

### Mid April

Launch all resources  
 Landing pages go live  
 All canvassing and in-person hosting  
 events begin  
 Start monthly check-ins

### Mid-Late September

All in-person events  
 conclude

### Mid October

All in-person canvassing and  
 outreach conclude

### November

Collect and send all data to  
 get interpreted

### December

Finalize 2024 Legislative  
 Agenda

### January

Submit agenda to the GA  
 Governor, GA Legislature,  
 and elected officials for the  
 2024 session