

UNDERSTANDING OUR COMMUNITY

A COMMUNITY ASSESSMENT PROJECT



Protecting open space lands to benefit people and nature and sustain our communities



Understanding Our Community

A Community Assessment Project

Laying the groundwork for strategic conservation investments by understanding community demographics, the barriers to access open space, and the opportunity to increase enjoyment of nature

Santa Clara Valley Open Space Authority

www.openspaceauthority.org

Revised: August 5, 2016



SUGGESTED CITATION

Olson, C., Landgraf, M., Perez, J. 2015. Understanding Our Community. The Santa Clara Valley Open Space Authority, San Jose, CA & Basecamp Strategies, Mountain View, CA.

LEAD AGENCIES AND ORGANIZATIONS

- Santa Clara Valley Open Space Authority, www.openspaceauthority.org
- Basecamp Strategies, www.basecampstrategies.net

Project Team members include Janice Lau Perez (GIS Planning Technician) and Marc Landgraf (External Affairs Manager), both of Santa Clara Valley Open Space Authority, and Carol Olson (Project Manager) of Basecamp Strategies. Contributions and support provided by Andrea Mackenzie, General Manager, Santa Clara Valley Open Space Authority; and Matt Freeman, Assistant General Manager, Santa Clara Valley Open Space Authority.



ACKNOWLEDGEMENTS

The Santa Clara Valley Open Space Authority would like to thank its Board of Directors; Ron Gonzales, President and CEO, Hispanic Foundation of Silicon Valley; HG Nguyen, Founder and President, Vietnamese American Chamber of Commerce of Santa Clara Valley; and Gloria Chun Hoo, Former Chair, OSA's Citizen's Advisory Committee.

The Authority also wishes to thank Esri for a Conservation Program Grant that supported the use of Esri's GIS mapping software throughout the course of this project. The Understanding Our Communities report would not be possible without Esri's GIS products.

A special thanks to the Municipal, County, and State elected officials who provided important input to this report and for their ongoing leadership in providing open space access to South Bay communities and residents.

Community Assessment Project: Phase 1

Table of Contents

Executive Summary.....	Page 4
Introduction.....	Page 8
Overview of the Project.....	Page 9
Our Approach.....	Page 11
Key Research Findings.....	Page 16
Initial Data Highlights.....	Page 16
Mapping and Analyzing the Data.....	Page 20
Recommendations.....	Page 45
Outreach.....	Page 45
Increased Community Engagement.....	Page 49
Next Steps and Conclusion.....	Page 56
Appendices.....	Page 58
Appendix A: A Phased Approach to Understanding our Community.....	Page 59
Appendix B: Understanding Our Community- A Snapshot.....	Page 60
Appendix C: Understanding our Community Project Plan.....	Page 64
Appendix D: County Supervisor District map and City maps, with respective representatives	Page 65
Appendix E: Stakeholder List.....	Page 71
Appendix F: Potential Partner Organizations.....	Page 72

Executive Summary

The Open Space Authority of Santa Clara Valley conserves the natural environment, supports agriculture, and connects people to nature. It does this by protecting open spaces, natural areas, and working farms and ranches for future generations.

The Open Space Authority (the Authority) has also established itself as a thought leader in the conservation field. Its leadership on the evolving issues around the protection of open space, the increasing environmental burdens in urban communities such as traffic density and ozone concentrations, and the barriers to our growing population's access to nature is more critical now than ever. As environmental and societal challenges grow, the need for a collective effort that engages residents, community leaders, and partner organizations from across the region becomes essential. The Authority is committed to not only being a leader in the region on these important issues, but doing so with the full engagement of the rich diversity of individuals and organizations that represent the many backgrounds, ages, and experiences this organization is so fortunate to serve.

The Community Assessment Project will lay the foundation for a new community engagement approach to ensure the greater enjoyment of open space and the natural environment in neighborhoods and across the region. By providing the Authority with the information needed to strategically reach and engage members of this diverse jurisdiction, it is the first step in a long-term commitment to serving communities in meaningful and sustainable ways. Ultimately, the Authority will have the information it needs to guide its conservation work from the ground up, to engage communities on its preserves and in its programs, to help communities overcome barriers, and to attract leadership that represents the region the Authority serves.

Project Background

The knowledge gained through this project will be in service to both the Authority's Outreach and Engagement efforts and its Urban Open Space program.

Outreach and Engagement- First, by providing valuable information on a broad set of demographic data, the project will inform expanded outreach and communications across the jurisdiction. Subsequently, this work will set the stage for a deeper engagement approach in key focus areas, so that authentic engagement and partnerships develop in communities identified as potentially having greater barriers to open space access. By better understanding barriers to access and enjoyment of open space, and by guiding efforts to reduce some of those barriers, the Authority's engagement strategy is intended to bring more equitable open space access benefits to the communities in the Authority's jurisdiction.

Urban Open Space Program- The research and analysis conducted in this project will be used to inform the OSA's Urban Open Space Program as it seeks to meet open space needs of agency constituents, particularly those more impacted by environmental burdens and lacking access to open space. It will both inform the development of program guidelines and criteria, as well as the on-going project selection. By incorporating environmental and socio-economic data, as well as developing the program

with the input of diverse voices and perspectives from across the district, the program itself will be more relevant to and valued by local communities.

Approach

An iterative process that entailed continuous reflection and feedback allowed us to direct the research and analysis to best meet the goals of serving outreach, engagement and urban open space planning. We focused on the data that would be most relevant to these desired outcomes. The process included:

- Research- scanning available demographic (U.S. Census), environmental (CalEnviroScreen), voter (Santa Clara County Registrar of Voters), and OSA reach data
- Mapping and Analysis- visually depicting the data through maps and analyzing the implications to the population's open space access barriers
- Feedback- checking in regularly with Authority staff and volunteer leaders to validate or course correct as needed
- Stakeholder Interviews- seeking input from local leaders with knowledge of communities—their concerns, their barriers, and their interests—in order to ground truth the research and consider additional perspectives and strategies

Understanding the Community

This report provides a detailed picture of the Authority's jurisdiction—the people and organizations in it, and their barriers to engaging with open space or benefiting from the Authority's services.

Approximately 1.4 million people live within the Authority's jurisdiction. This is a richly diverse community in many ways. The diversity in cultures, ages, experiences, and backgrounds contribute to the region's vibrancy and prosperity, and is something to be celebrated. However, the region is also one of disparity when it comes to distribution of wealth, environmental burdens, linguistic isolation, and access to open space.

The Santa Clara Valley Open Space Authority is proud to be a part of this unique region and works diligently to provide an equitable balance of services to all those living here. This, in fact, is the impetus for embarking on this community engagement project.

The following data points are just some of the important indicators that the Authority will consider when conducting outreach, engaging communities, and developing and implementing the Urban Open Space program. For more highlights, see 'Appendix B: Understanding Our Community- A Snapshot' on Page 60. All numbers have been rounded to the nearest thousand.

- 1. Race and Ethnicities-** The largest three racial groups within the Authority's jurisdiction are Asian (456,000 or 33%), White (436,000 or 31%) and Hispanic/Latino Origin (421,000 or 30%). Of the area's Asian population of 456,000, there are 12 Asian groups with a population greater than 1,000. The six most populous are: Vietnamese (124,000 or 29%), Chinese (109,000 or 25%), Asian Indian (93,000 or 22%), Filipino (81,000 or 19%), Korean (21,000 or 5%), and Japanese (20,000 or 5%).
- 2. Languages Spoken-** 53% of the population (age 5 and older) speaks a language other than English at home. 21% speaks Spanish (278,000 individuals), 8% speaks Vietnamese (109,000 individuals), 7% speaks Chinese (86,000 individuals), and 4% speaks Tagalog (50,000 individuals). 13% of the population speaks a language other than English, Spanish, Vietnamese, Chinese or Tagalog (176,000).
- 3. Linguistic Isolation-** 31% of the jurisdiction's population (433,000 individuals) lives in a community that is in the state's top 25% for linguistically isolated households (where all members 14 years of age or older have at least some difficulty speaking English).

4. **Income Level** - 11% of the jurisdiction's population (149,000 individuals) lives in low income households, defining low income as under half of the county median household income level of \$91,702. That is, 11% of the jurisdiction's population lives in households with an income of \$45,851 or below.
5. **CalEnviroScreen (CES) Top 25%**- 8% of the jurisdiction's population (106,000 individuals) lives in a community that is designated as disadvantaged by the Environmental Protection Agency's definition of disadvantaged communities. These communities fall within census tracts that rank in the state's top 25% on the CalEnviroScreen (CES) score (see Page 12 for definition of CES).

Mapping for Increased Understanding

To get an even deeper understanding of the communities within the district, we mapped a variety of data sets to see distribution of data across the region. Our guiding question was: "How will this data be used to advance various aspects of the OSA mission?"

There were some key areas of interest that we wanted to visually depict through both static and interactive maps. They were:

- Environmental burdens
- Currently under-reached communities
- Potential barriers to engagement
- Demographics
- Voter support
- Geographic distribution across the jurisdiction

In addition to these single-layer maps, we created additional maps that showed certain important data points overlaid on others. We selected data points based on our desired outcome. For example, to fully understand how language might be a barrier to engagement, we layered language data and linguistic isolation data. The results show communities where high levels of households were isolated by language and which language was spoken. With this information, OSA can target translated materials more effectively, and reach those who otherwise would not have been reached.

Recommendations

By significantly increasing understanding of the communities served, the data gathered in the Community Assessment Project is the foundation for a new outreach and community engagement approach. With this information in hand, the Authority can strategically reach and engage members of this diverse jurisdiction. It will ensure that the Authority's programs and projects are developed with the input of diverse voices and perspectives from across the district, and are, as a result, more relevant to and valued by your communities.

Additionally, as the Authority prepares for the implementation of Measure Q, community engagement strategies offer an important opportunity for developing and delivering a new Urban Open Space (UOS) program that better serves those living in the more urban areas of the Authority's jurisdiction. The Urban Open Space program has the opportunity to make significant and lasting impact in the region. The data in this report and the relationships built in the community through this process will enable the Authority to best invest in projects that will most effectively serve the greatest need.

Basecamp Strategies is offering the following three recommendations as the greatest opportunities for leverage and impact (detailed in the Recommendations section of this report):

Recommendation #1: *Expand reach of on-going OSA communications.*

Recommendation #2: *Prioritize current focus on Deep Engagement Communities.*

Recommendation #3: *Utilize data, maps, and community engagement practices to inform and influence the development and implementation of the Urban Open Space program.*

Conclusion

The Open Space Authority is in a strong position to maximize the impact of its services and investments across this diverse region. The data and the recommendations in this report will help the organization plan for and achieve a long-term community engagement strategy that serves the overall mission. The development and implementation of these strategies will ultimately result in an organization that effectively represents, serves, and engages constituents from across the district through an expanded set of programs, practices, and services. And in so doing, the Santa Clara Valley Open Space Authority will serve as a model to conservation organizations across the country.

Introduction

Thanks to inspired leadership and the passage of Measure Q in 2014, the Santa Clara Valley Open Space Authority (the Authority) has an exciting opportunity to further its conservation goals by reaching out to a broader audience and engaging communities. The agency is poised to not only raise awareness about its work by reaching more individuals and households, but also to learn from and collaborate with community members to build partnerships, invest resources, and design and deliver projects and programs that serve all constituents within the jurisdiction. Ultimately, increased engagement will ensure the relevant and effective use of time and resources towards meaningful and lasting impact across the region.

This report documents the research, findings, and analysis that will serve as the foundation for the Authority's increased community engagement. It is the culmination of the first phase of a larger project that will have impacts across the organization. See Appendix A (A Phased Approach to Understanding our Community) for a graphic depiction of phases one and two of this project.

This report is organized into the following sections:

- Overview of the Project- the purpose and goals of the project
- Our Approach- an overview of the process used to conduct our research and analysis
- Key Research Findings and Analysis- a summary of noteworthy data points and themes emerging from the research and mapping
- Recommendations- three key recommendations with related strategies and possible activities for integrating findings into the work of the Authority
- Conclusion- some final thoughts about the report and next steps to further the work

Overview of the Project

Purpose

The Community Assessment Project will provide the Open Space Authority with the information needed to strategically reach and engage members of this diverse jurisdiction and is the first step in a long-term commitment to serving communities in meaningful and sustainable ways. Ultimately, the Authority will have the information it needs to guide its conservation work from the ground up, to engage communities on its preserves and in its programs, to help communities overcome barriers, and to attract leadership that represents the region the Authority serves.

The knowledge gained through this project will be in service to both the Authority's Outreach and Engagement efforts and the Urban Open Space program.

Outreach and Engagement- First, by providing valuable information on a broad set of demographic data, the project will inform expanded outreach and communications across the jurisdiction. Subsequently, this work will set the stage for a deeper engagement approach in key focus areas, so that authentic engagement and partnerships develop in communities identified as potentially having greater barriers to open space access. By better understanding barriers to access and enjoyment of open space, and by guiding efforts to reduce some of those barriers, the Authority's engagement strategy is intended to bring more equitable open space access benefits to the communities in the Authority's jurisdiction.

Urban Open Space Program- The research and analysis conducted through this project will be used to ensure that a new Urban Open Space Program better serves all OSA constituents, particularly those more impacted by environmental burdens and lacking access to resources and open space. It will both inform the development of program guidelines and criteria, as well as the on-going project selection. By incorporating environmental and socio-economic data, as well as developing the program with the input of diverse voices and perspectives from across the district, the program itself will be more relevant to and valued by your communities.

Community Engagement- People working collaboratively, through inspired action and learning, to create and realize bold visions for their common future.

Objectives of the Community Assessment Project

- To better understand - and map - the demographics of residents in the OSA jurisdiction.
- To identify barriers in accessing open space in and around the urban areas.
- To identify gaps in OSA's "reach" (e.g. households that receive OSA publications).
- To identify local leaders, neighborhood representatives, and community-based organizations that may serve as allies and partners.

Intended Uses for Assessment Data

- To inform OSA's outreach activities to increase the reach and the effectiveness of communications to a diverse constituency.
- To inform community engagement activities that help the Authority understand at a deeper level what barriers exist to open space access and learn what activities could reduce some of those barriers.
- To inform OSA's new Urban Open Space (UOS) program (up to 25% of Measure Q funds) as guidelines and criteria are developed for that program.
- Potentially, to engage a diverse and broad base of constituents in the development of the UOS program guidelines and criteria.
- Potentially, to inform UOS project selection once the program is underway.
- To communicate the rationale and goals of our community engagement efforts to our partners and potential partners.
- To inform discussions with partners and potential partners about coordinating provision of open space, parks, and public access in urban areas.

As the first phase of a larger project, this work should set the Authority up well to conduct community meetings that are not only meaningful as a means of input to an Urban Open Space program, but also as a way to build lasting partnerships and deeper community engagement.

Additionally, the Open Space Authority's leadership and desire to model this change will ultimately have ripple effects across the field. As conservation groups and the environmental field as a whole embrace changing demographics, develop more relevant programs, and create more opportunities for engagement, sharing lessons learned and supporting new efforts will be of great value.

See 'Appendix C: Understanding our Community Project Plan' on Page 64 for a more detailed outline of the full project.

Our Approach

The scope of work covered in this report comprised Phase 1 of a two-year ‘Understanding our Community’ project. This phase consisted of conducting and analyzing the research, with the intention of developing a more complete picture of the Authority’s constituents and potential leaders. This phase also included the development of recommendations for implementing the initial phases of the Authority’s new community engagement approach.

1. Scanning available demographic, environmental, voter, and OSA reach data

The goal of this early research was to determine what resources already exist that would allow the Authority to compare a variety of data sets from the constituents within its jurisdiction. In particular, we wanted to layer demographic data, information about environmental burdens, Measure Q results, and OSA’s current reach (based on addresses in the database).

Parameters: We considered various parameters within the Authority’s jurisdiction to compare the data: voter precincts (987); voting districts (25); school districts (19); San Jose City Council Districts, plus cities of Milpitas, Campbell, Santa Clara, and Morgan Hill (14); Zip codes (41); census tracts (282); and block groups (744). In the end, we used census tracts and block groups in order to attain the greatest granularity at a level where most of the data was available. In the cases where the data was not available at either of these levels, mapping data on top of census tracts still allowed us to visually compare data points by census tract. We believed that with this information in hand, we would have a very close accounting of demographics, environmental burden, OSA support, and OSA reach within the Authority’s jurisdiction within the identified parameter.

Sources: We investigated a variety of sources from which to draw secondary data. Ultimately, we found that the data would come from a variety of sources.

- a. **American Community Survey-** Most of the data has been pulled from the American Community Survey (ACS), a nationwide survey conducted by the U.S. Census Bureau. The ACS collects and produces information on demographic, social, economic, and housing characteristics about our nation's population every year.

What is the American Community Survey (ACS)? Every year, the U.S. Census Bureau contacts over 3.5 million households across the country to participate in the ACS. The ACS includes the basic short-form questions included in the U.S. Census conducted every ten years, as well as detailed questions about populations and housing. It is a nationwide, continuous survey designed to provide reliable and timely demographic, housing, social, and economic data every year. The ACS provides a continuous stream of updated information for states and local areas, intended to support the use of statistics to understand our communities. <http://www.census.gov/programs-surveys/acs/about/information-guide.html>

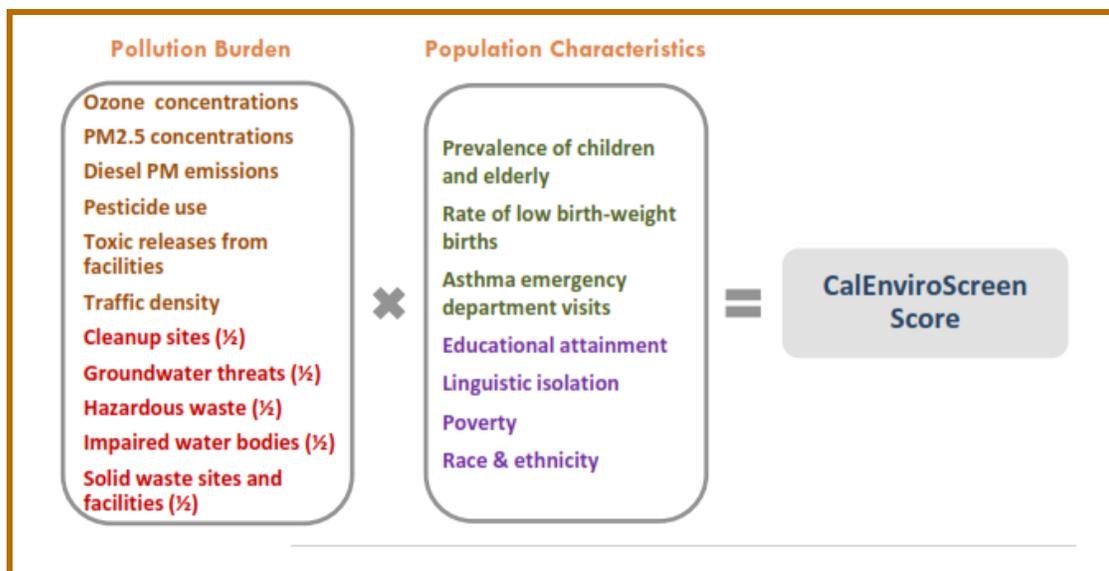
- b. **CalEnviroScreen-** Additionally, the CalEnviroScreen was selected as a resource for evaluating communities impacted by both environmental and socio-economic burdens. The Environmental Protection Agency (EPA) and the Office of Environmental Health Hazard Assessment (OEHHA) developed this science-based environmental health screening tool for evaluating multiple pollutants and stressors in communities. “Its primary use is to assist the EPA in carrying out its

environmental justice mission: to conduct its activities in a manner that ensures the fair treatment of all Californians, including minority and low-income populations.” (CalEnviroScreen 1.0, page i)

What is the CalEnviroScreen Score? The CalEnviroScreen shows which portions of the state have higher pollution burdens and vulnerabilities than other areas, and therefore are most in need of assistance. In times of limited resources, it is intended to provide meaningful insight into strategic decision making about improving the environmental health of Californians, particularly those most burdened by pollution. The tool uses existing environmental, health, demographic and socioeconomic data to create a screening score for communities across the state. An area with a high score would be expected to experience much higher impacts of stressors than areas with low scores. <http://oehha.ca.gov/ej/ces042313.html>.

There are eleven pollution burden indicators, such as ozone concentrations, traffic density, and others. There are seven population characteristics made up of health characteristics and socio-economic factors that make communities more vulnerable. It is the accumulation of both pollution burdens and population characteristics that inform the CalEnviroScreen “score”.

These indicators are listed in the chart below.



What is a ‘Disadvantaged Community’? AB32, the California Global Warming Solutions Act of 2006, requires that a minimum of ten percent of funds generated by AB32 go to disadvantaged communities. CalEPA has the authority to designate which communities qualify. They identify communities by census tracts that score at or above the 75th percentile using the methodology in CalEnviroScreen for ranking communities burdened by environmental and socioeconomic issues across the state. Therefore, a community that falls within a census tract that ranks in the CES Top 25% is considered a “disadvantaged community” by CalEPA.

- **Registrar of Voters-** To determine OSA support, we pulled data from the Peninsula Open Space Trust and the County of Santa Clara Registrar of Voters. We utilized the results from Measure Q, the Santa Clara Valley Open Space Authority Parcel Tax in the November 4, 2014 Gubernatorial General Election to understand the distribution of support. We also reviewed information from TBWB Strategies' Measure Q Post-Election Analysis of February 2015.
- **OSA's Database-** Finally, to research OSA's current reach, we pulled all the addresses from the Authority's database and geocoded address points within the jurisdiction and throughout the entire county.

Tools: Finally, we researched a variety of tools that would enable us to map, overlay data, and present our findings. We were looking for a tool that would:

- Have the capability to layer a variety of demographics, in addition to OSA data such as addresses and boundaries;
- Offer interactive mapping that can be immediately responsive during meetings, as well as adaptable to the changing interest and focus of the Authority over time;
- Visually depict our findings with clarity and ease of understanding;
- Enable access and use by a variety of users;
- Be fairly easy to learn and implement by OSA staff;
- Require a reasonable financial investment.

The best tool was one OSA already had in-house: ArcGIS Online. This has the added benefit that all current OSA maps and data are easily accessible to integrate into new maps with the additional data sets used in this process.

2. Mapping and Analyzing the Data

Once the parameters, sources, and tools were selected, we began to determine the data points we wanted to map and how best to overlay various data to gain clarity, understanding, and meaning from the research. Our guiding question was: "How will this data be used to advance various aspects of the OSA mission?" In particular, we wanted to present data that would support OSA's community engagement program and its new Urban Open Space program.

Through fairly regular meetings between Basecamp Strategies and Authority staff, we developed several maps that would support these efforts. Below is a matrix outlining the data sets presented in a variety of maps for a variety of purposes.

URBAN OPEN SPACE				DATA SETS	COMMUNITY OUTREACH & ENGAGEMENT	
Community Engagement in UOS Process (Neighborhood meetings, leadership)					Communications, Engagement, Leadership	
Map 1: Need	Map 2: Language	Map 3: Income & Support	Map 4: Ethnicity & Support		Maps 1-9: Reach	Map 10: Education Programs
			X	Race/Ethnicity	X	
	X			Language	X	
X				CalEnviroScreen	X	X
	X			Language Isolation	X	
X		X		Income	X	X
				Education	X	X
				Age	X	
				Vehicles	X	
		X	X	Support	X	
				OSA Reach		

In addition to the data sets listed in the chart, we also considered:

- Population and population density- in order to better understand where residential areas are clustered as opposed to commercial and industrial.
- OSA-protected and other protected lands- in order to begin understanding issues of access and equity. This consideration will be a major focus of Phase 2 of this project and will require additional research and analysis.

Maps incorporating all of these data sets are included in this report. The Authority will develop additional maps as needed for publications, community meetings, events & other outreach.

3. Seeking input from OSA leadership

In addition to multiple meetings with senior staff, we took the opportunity to provide updates and seek feedback from two key leadership teams:

The Citizen’s Advisory Committee (CAC) - On May 18, 2015, we made a presentation to the CAC about the process, timeline, and some initial findings of the project. We allowed time for questions and answers, as well as feedback on the approach.

The Urban Open Space (UOS) Ad Hoc Committee – After further research and mapping, we made a presentation to the Authority’s Urban Open Space Committee on July 9, 2015. Because we were further along in the process, we were able to share more findings and some key take-aways. The

maps provided a good starting point for meaningful feedback and a discussion about how this type of data could inform the UOS planning process.

4. Interviewing key stakeholders

Finally, we identified and interviewed community leaders who could provide insights into the data and guide us towards individuals and organizations within communities we identified for increased engagement. The goals of these interviews were to:

- Ground truth the research findings of the data collection process.
- Raise awareness about the Authority's community engagement effort amongst important regional stakeholders. Glean additional input from them.
- Create a list of individuals and organizations that are leaders and influencers within communities where we wish to engage more deeply.
- Identify new channels for publicizing the Authority's Annual Coyote Valley Family Harvest Feast event.

In-person interviews were conducted with: Ron Gonzales, President and CEO, Hispanic Foundation of Silicon Valley; HG Nguyen, Founder and President, Vietnamese American Chamber of Commerce of Santa Clara Valley; and Gloria Chun Hoo, Chair, OSA's Citizen's Advisory Committee. The input from these interviews has been integrated into the findings and recommendations sections of this report.

5. Developing recommendations

Based on analysis of research and findings, multiple conversations with OSA staff, and insights from key stakeholders, we have developed recommendations for enhancing the Authority's outreach and community engagement approach. There are three over-arching recommendations, intended to be implemented simultaneously. There are several strategies and suggested activities under each recommendation. These should be prioritized and phased in as capacity allows.

Key Research Findings

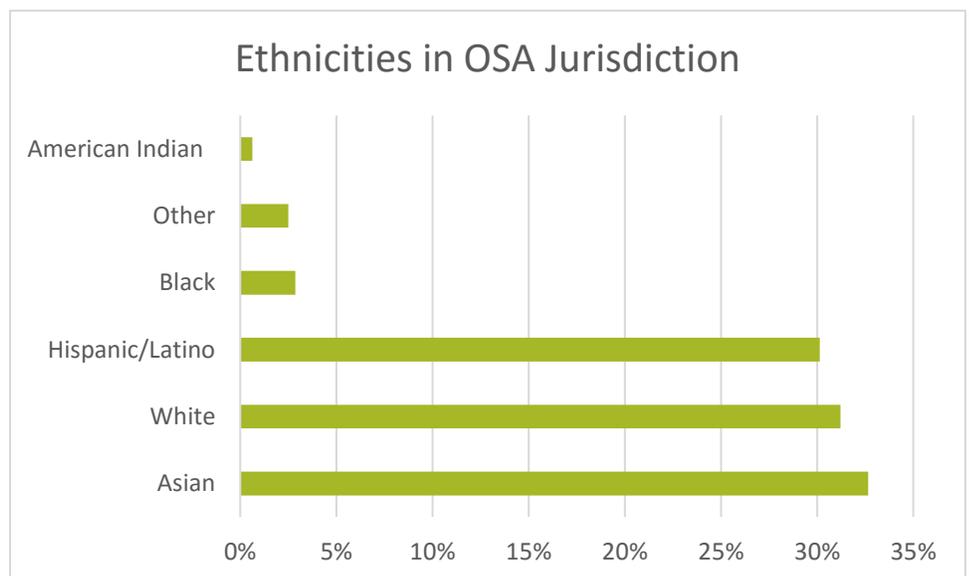
Initial Data Highlights

The research revealed a big picture understanding of the demographics in the region, as well as other data related to the Open Space Authority. Approximately 1.4 million individuals live within the Authority’s jurisdiction. All of the data and maps in this report are inclusive of the entire jurisdiction, unless otherwise noted. The OSA jurisdiction is not the same as the County boundary, therefore the following data is unique to the population within the Authority’s jurisdiction.

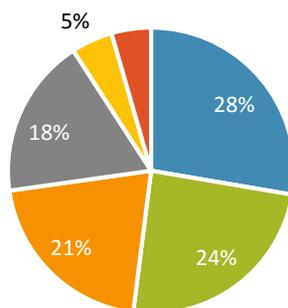
Below are several charts that depict key research findings. A stand-alone document can be found in ‘Appendix B: Understanding Our Community- A Snapshot.’ Most numbers have been rounded to the nearest thousand.

Chart 1: Ethnicities

The largest three ethnicities within the Authority’s jurisdiction are Asian (456,000), White (436,000), and Hispanic/Latino Origin (421,000). This is why the region is often characterized as a population of thirds. Other ethnicities include African American/Black (40,000), American Indian (8,700), and Other (35,000).



Top 6 Asian Groups in OSA Jurisdiction



■ Vietnamese ■ Chinese ■ Asian Indian ■ Filipino ■ Korean ■ Japanese

Chart 2: Asian Groups

Of the area’s Asian population of 456,000, there are 12 Asian ethnicities with a population greater than 1,000. The six most populous are: Vietnamese (124,000), Chinese (109,000), Asian Indian (93,000), Filipino (81,000), Korean (21,000), and Japanese (20,000).

Chart 3: Languages

53% of the population in the Authority’s jurisdiction age 5 and older (699,000 residents) speaks a language other than English at home. The top four non-English languages spoken are Spanish (278,000) Vietnamese (109,000), Chinese (86,000) and Tagalog (50,000). Another 176,000 residents (13%) speak a language other than these top five languages.

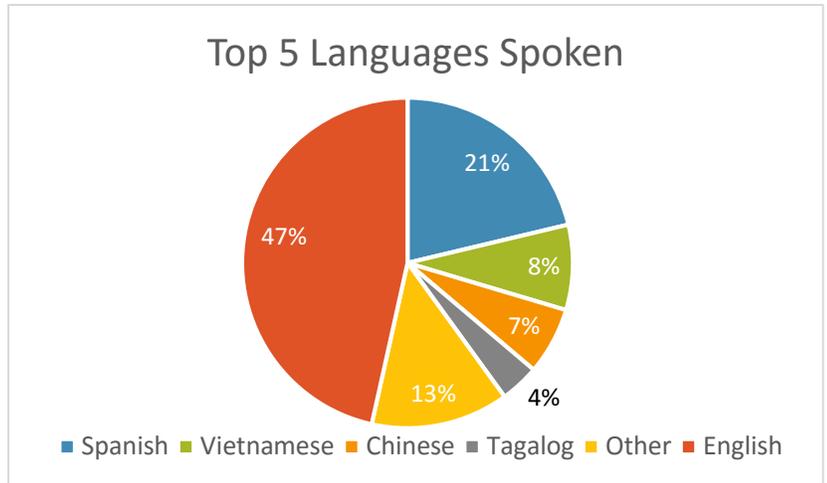


Chart 4: Income Level

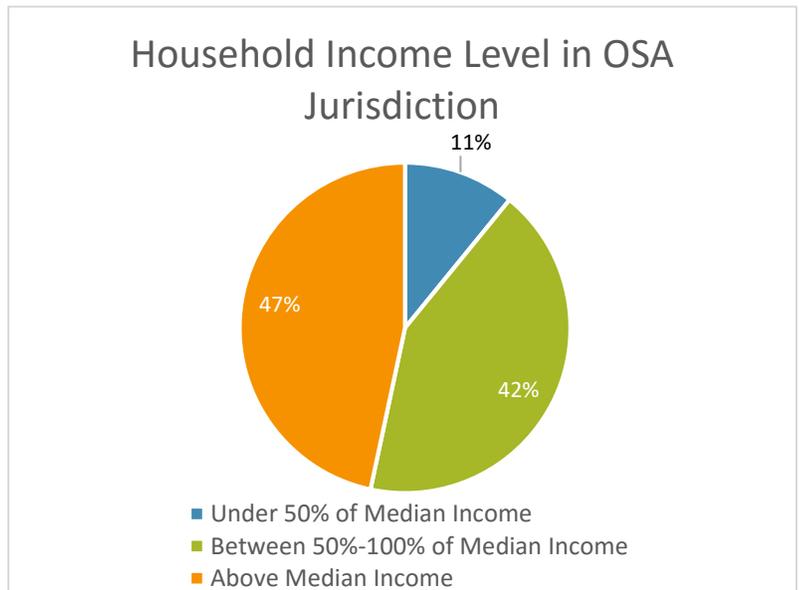
11% of the jurisdiction's population (150,000 individuals) lives in low income households, defining low income as below half of the county median household income level of \$91,702. In other words, 11% of the jurisdiction’s population lives in households with an income below \$45,851.

According to familiesusa.org, the federal poverty rate for a family of four is \$24,250, compared to the U.S. median household income of \$51,000 (a ratio of approximately 1:2).

The definition of ‘low income’ used in this report for the Authority’s jurisdiction has a similar ratio based on county data. We have defined low income as below half of the county household median, making our ratio of low income (\$45,851) to the County median household income (\$91,702) approximately 1:2. We believe this to be more consistent with the realities of this region as compared to the federal levels.

Additionally, according to Housing and Urban Development (HUD), low-income in Santa Cara County for a family of four is \$75,500; “very low” is \$53,150; and “extra low” is \$31,900. Therefore, the definition of low income used in this report encompasses “extra low” and much of “very low” by the HUD definition for a family of four.

More than half of those living within the Authority’s jurisdiction (53%) are below the county’s median household income level.



Age Breakdown of OSA Jurisdiction

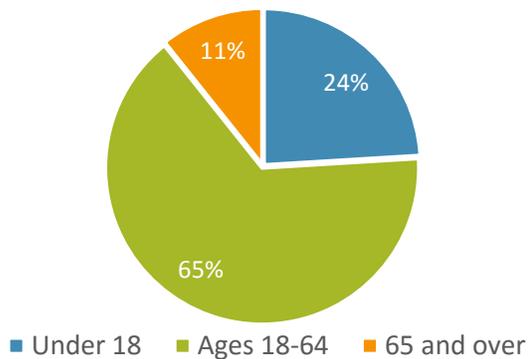


Chart 5: Age

Youth under the age of 18 make up 24% of the jurisdiction's population (330,000 individuals). Another 11% (147,000 individuals) of the population is seniors 65 years or older.

Chart 6: Education

60% of the jurisdiction's population age 25 or older (550,000 individuals) has not attained a Bachelor's degree, while the other 40% (367,000 individuals) has a Bachelor's degree or higher.

Educational Attainment in OSA Jurisdiction

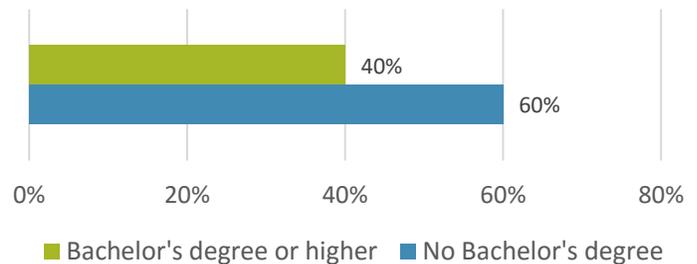


Chart 7: Access to Vehicle

Of the 422,000 households residing in the OSA jurisdiction, 95% of them have access to at least one vehicle. Even so, that means that nearly 22,000 households do not have access to a vehicle.

Households with Access to Vehicle(s)

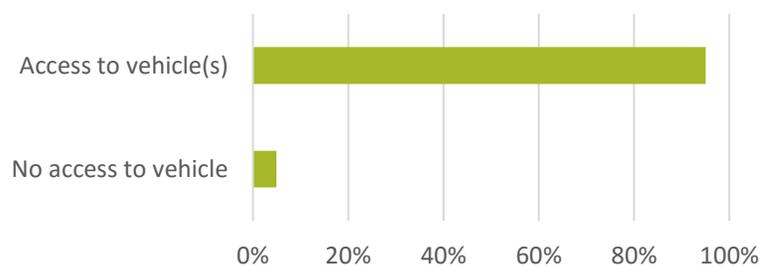


Chart 8: Measure Q Support

There are 558,000 registered voters within the Authority’s jurisdiction. Measure Q passed in November 2014 with a 68% approval rating (it required 66.7% to pass).

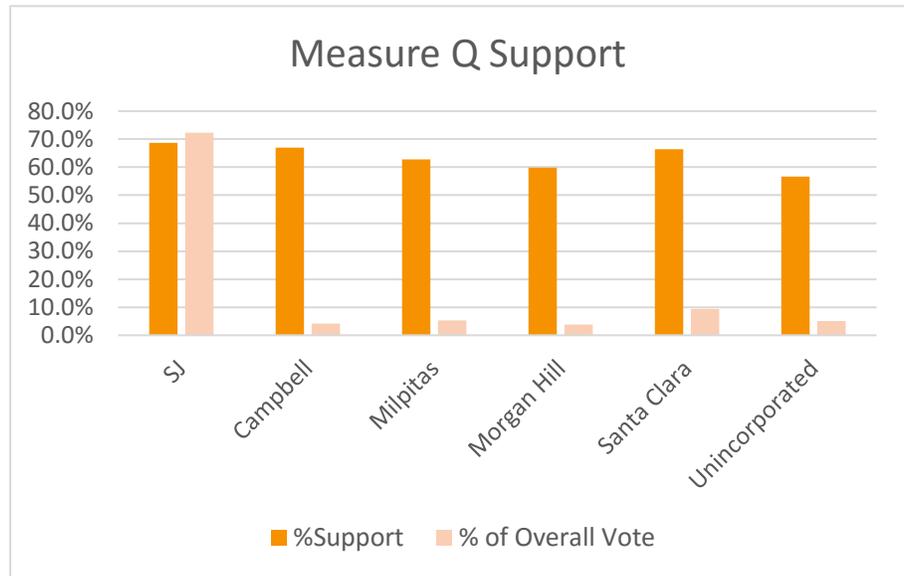
The City of San Jose made up 73.2% of all voters and voted 68.7% in support of the measure.

The vast majority of the District’s foreign-language

voters — 85.8% of Vietnamese-language voters, 83.2% of Spanish-language voters and 76.2% of Chinese-language voters — reside in the city of San Jose where the measure passed with a 68.7% approval rating. City Council Districts with larger proportions of these foreign-language voters tended to support Measure Q the most strongly.

For example, District 7, which had the highest number of foreign-language voters at 30.9% of the voters, received 73.2% approval for Measure Q. Of the 30.9% foreign-language voters in that District, 81% were Vietnamese language voters (17% were Spanish language voters and 2% were Chinese language voters).

District 5, which had the next highest number of foreign-language voters (20.8%), the measure received 72.2% approval. Of the 20.8% of foreign-language voters in this district, 52% were Vietnamese language voters and 40% were Spanish language voters (8% were Chinese language voters).



CalEnviroScreen Score: Top 25%

Eight percent of the jurisdiction’s population (106,000 individuals) live in a community that is designated as a ‘disadvantaged community’ by the Environmental Protection Agency. These communities fall within census tracts that rank in the state’s top 25% on the CalEnviroScreen (CES) score (see Page 12 for definition of CES and Disadvantaged Communities).

Linguistic Isolation

31% of the jurisdiction’s population (439,000 individuals) lives in a community that is in the state’s top 25% of communities with linguistically isolated households. The U.S. Census Bureau defines “linguistic isolation” as households where all members 14 years of age or above have at least some difficulty speaking English. A high degree of linguistic isolation among members of a community raises concerns about access to health information and public services.

Mapping and Analyzing the Data

The data above offers a snapshot of the demographics within OSA's jurisdiction. However, we know that these population characteristics are not equally distributed across this region that is home to nearly 1.4 million people.

It is important to understand how different communities are and could be impacted differently by the Authority's communications, programming, and projects. To do so, we have visually depicted the demographics above, and others, to get a deeper understanding of the communities within the district.

There were some key areas of interest that we have mapped:

- Environmental burdens
- Under-reached communities
- Potential barriers to engagement
- Demographics
- Opportunity
- Voter support
- Geographic reach across the jurisdiction

The following pages contain static maps that will be helpful to the Authority in order to understand the communities within the jurisdiction: population characteristics, environmental burdens, barriers to engagement, protected lands, OSA reach, and Measure Q support.

Notes about the following maps:

Scale

Most of the maps included in this report show a slightly zoomed in scale of the OSA jurisdiction. This has been done when a closer view of data would be beneficial and does not exclude significant amounts of data. When the data is distributed across the entire jurisdiction, the full map is shown.

Natural Breaks

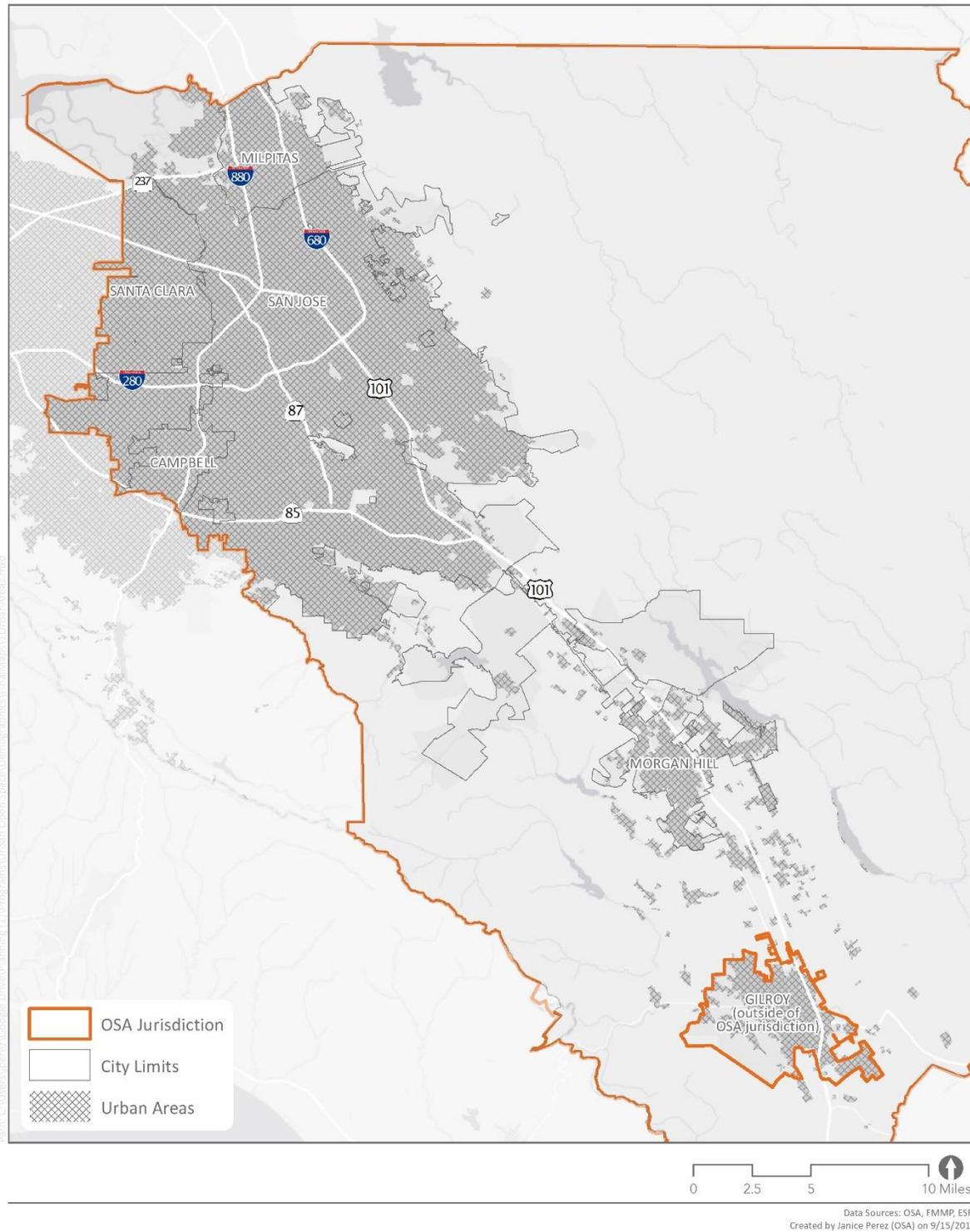
In a few of the maps, we split up the data into the most manageable groupings. However, in most of the maps, we used a classification method called Jenks natural breaks. It is designed to determine the best way to split up ranges of values into different classes. For more information about natural breaks, visit

<http://www.ehdp.com/vitalnet/breaks-1.htm>.

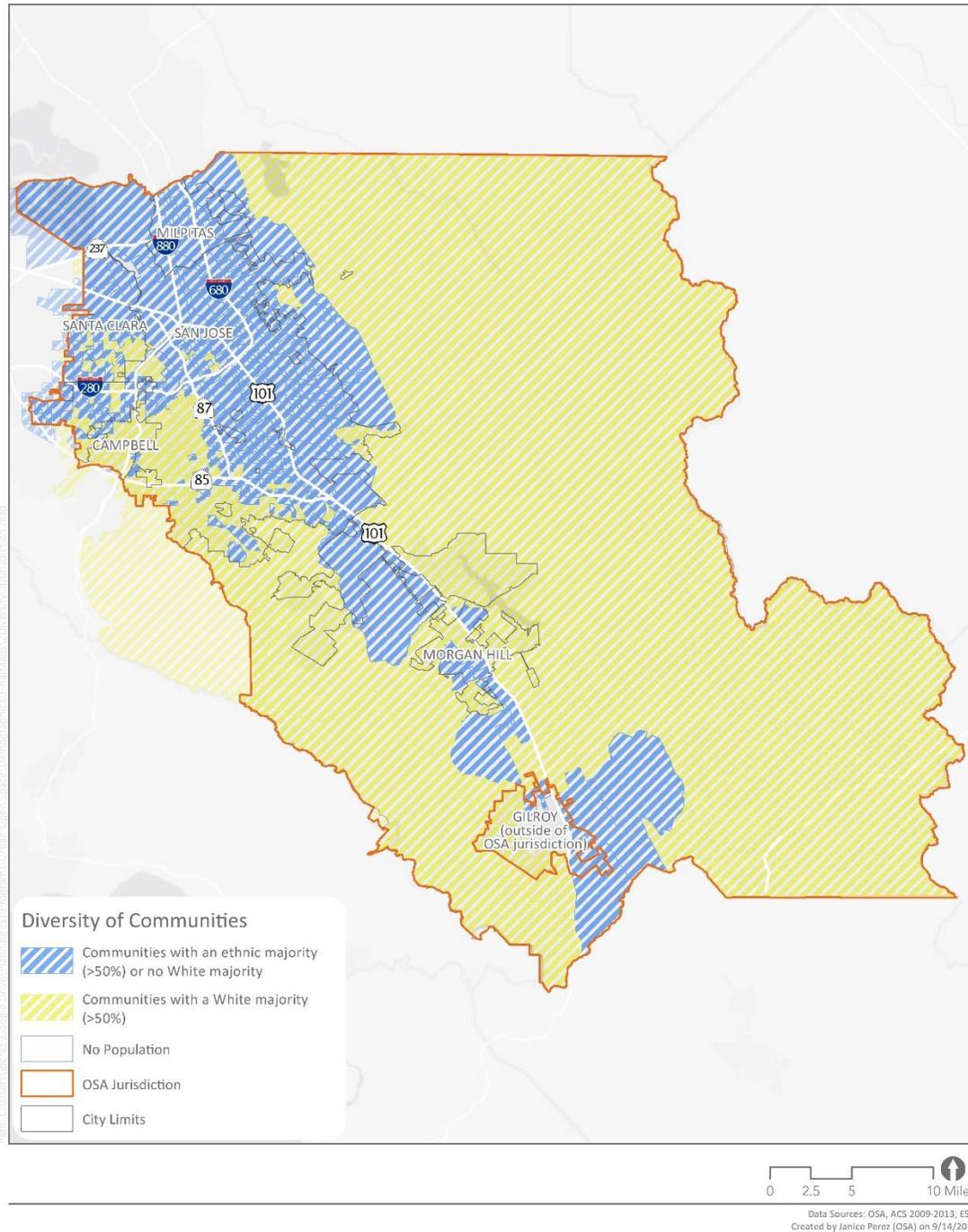
Census Tracts and Block Groups

Most of the maps in this report depict data at the census tract or block group level.

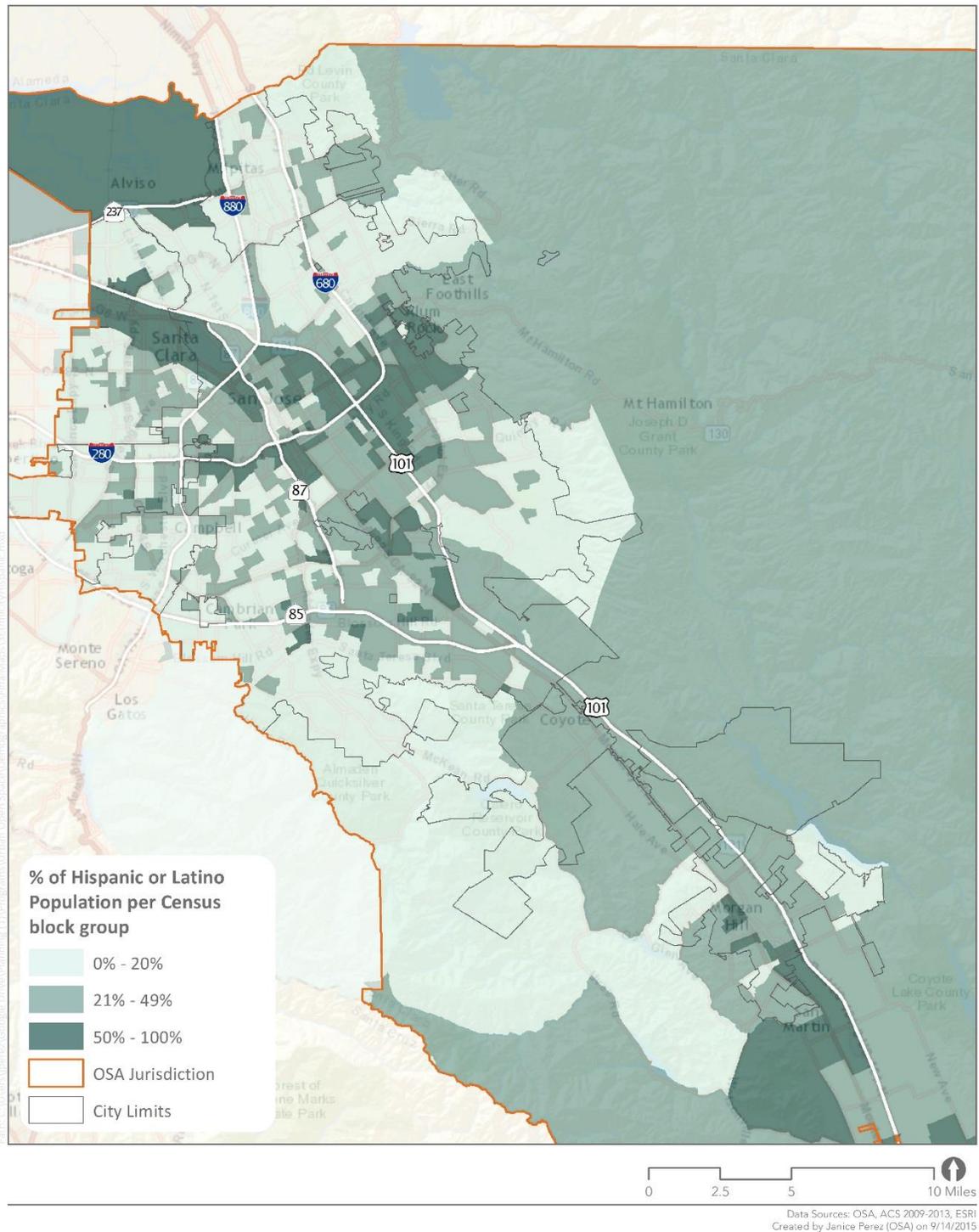
- Census Tracts are small, relatively permanent statistical subdivisions of a county or equivalent entity that are updated by local participants prior to each decennial census. Census tracts generally have a population size between 1,200 and 8,000 people, with an optimum size of 4,000 people. *Source:* https://www.census.gov/geo/reference/gtc/gtc_ct.html
- Block Groups (BGs) are statistical divisions of census tracts, are generally defined to contain between 600 and 3,000 people, and are used to present data and control block numbering. *Source:* https://www.census.gov/geo/reference/gtc/gtc_bg.html



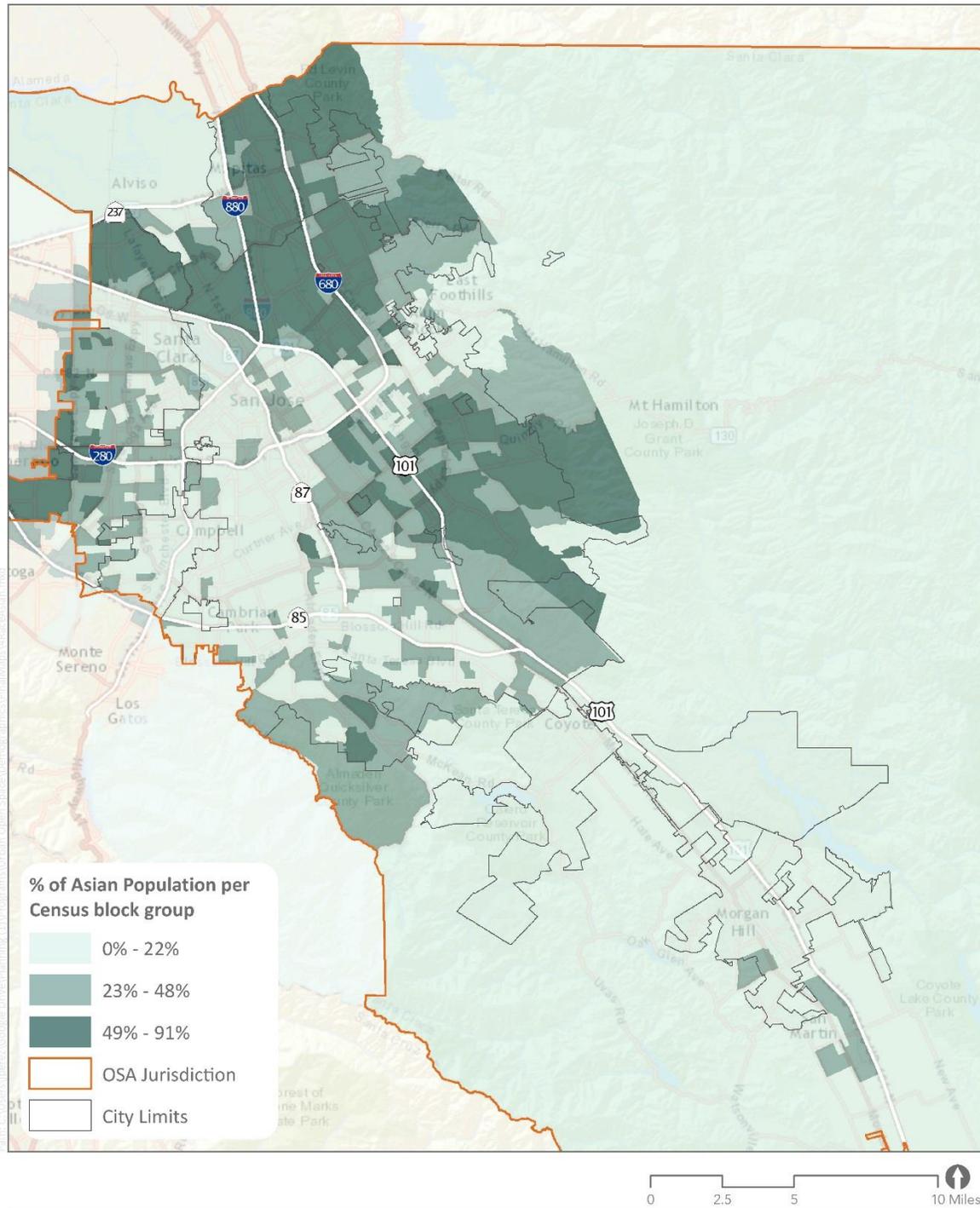
Map 1 shows the Authority’s entire jurisdiction with the urban areas demarcated. *Map Source: Santa Clara Valley Open Space Authority and Farmland Mapping and Monitoring Program.*



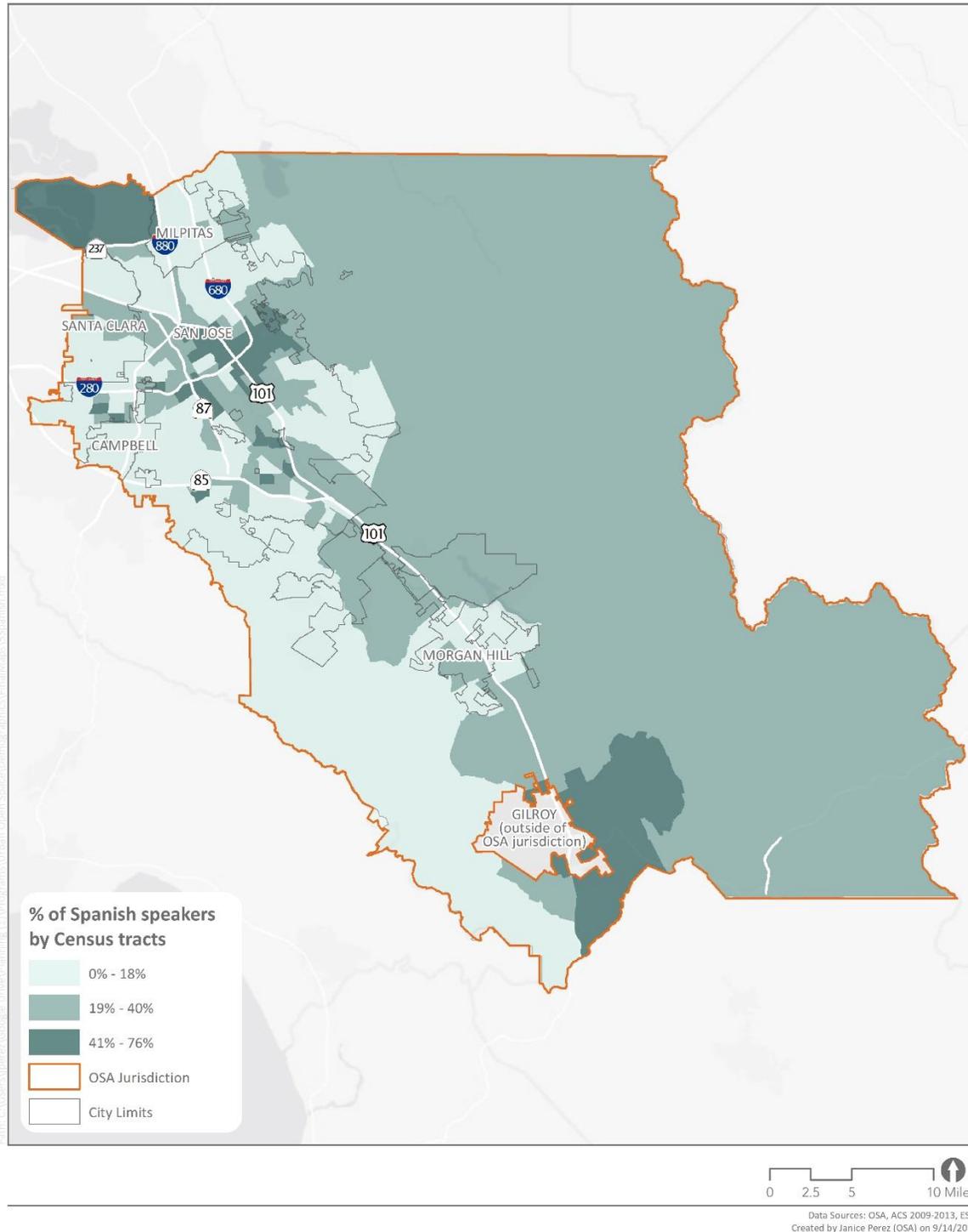
Map 2 shows the ethnic diversity of the Authority’s entire jurisdiction. The blue represents areas where there is an ethnic majority or no white majority. The yellow represents areas with a white majority. The non-white population makes up 69% of the overall population. *Map Source: American Community Survey: 5-Yr 2009-2013 by Block Groups.*



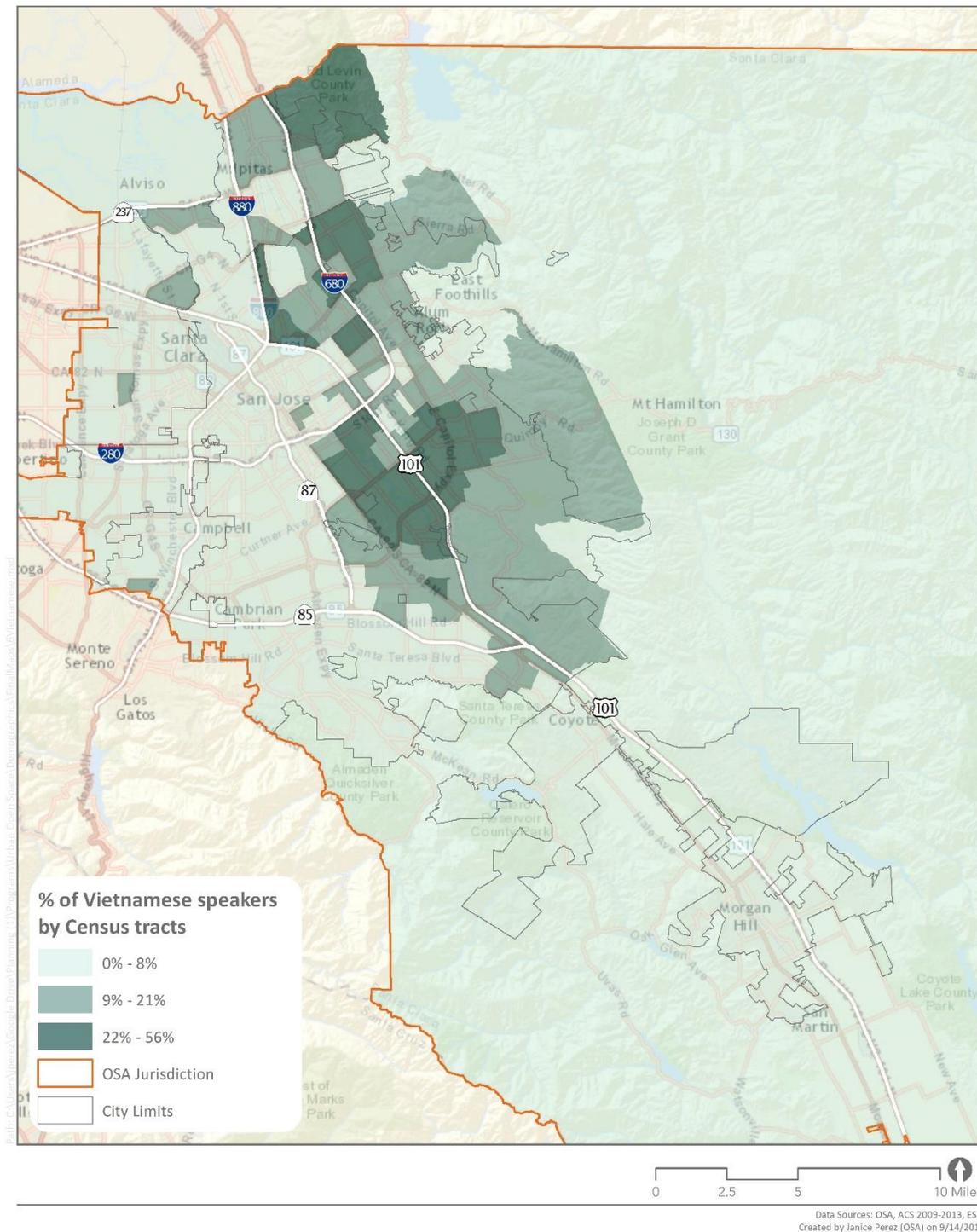
Map 3 shows the Hispanic and Latino population as a percentage of the general population across the Authority’s jurisdiction. The Hispanic or Latino population makes up 30% of the overall population. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Block Groups.*



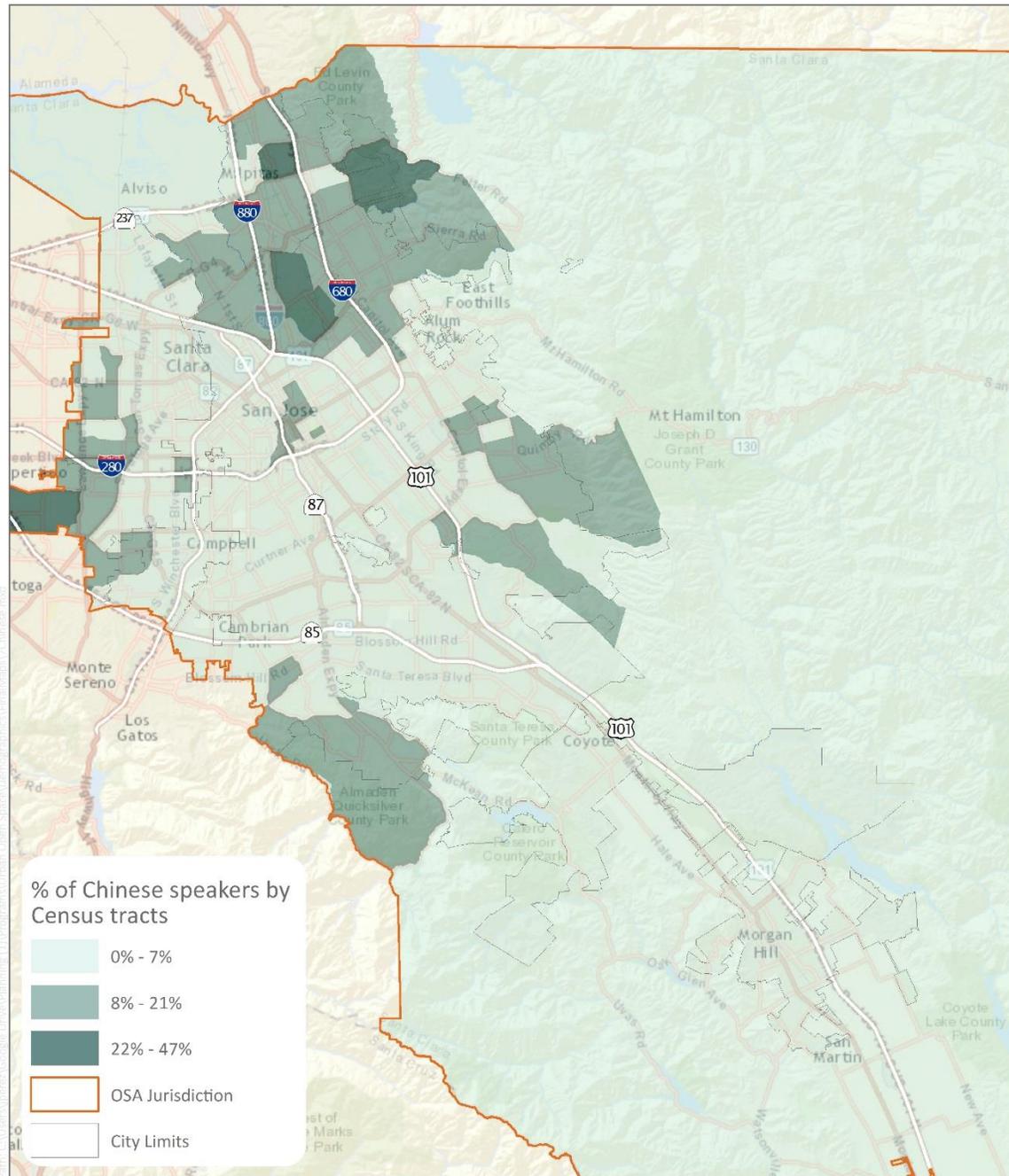
Map 4 shows the Asian population as a percentage of the general population across the Authority’s jurisdiction. The Asian population makes up 33% of the population overall. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Block Groups.*



Map 5 shows the population that speaks Spanish at home as a percentage of the general population across the Authority’s entire jurisdiction. 21% of the OSA population speaks Spanish at home. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Tracts.*

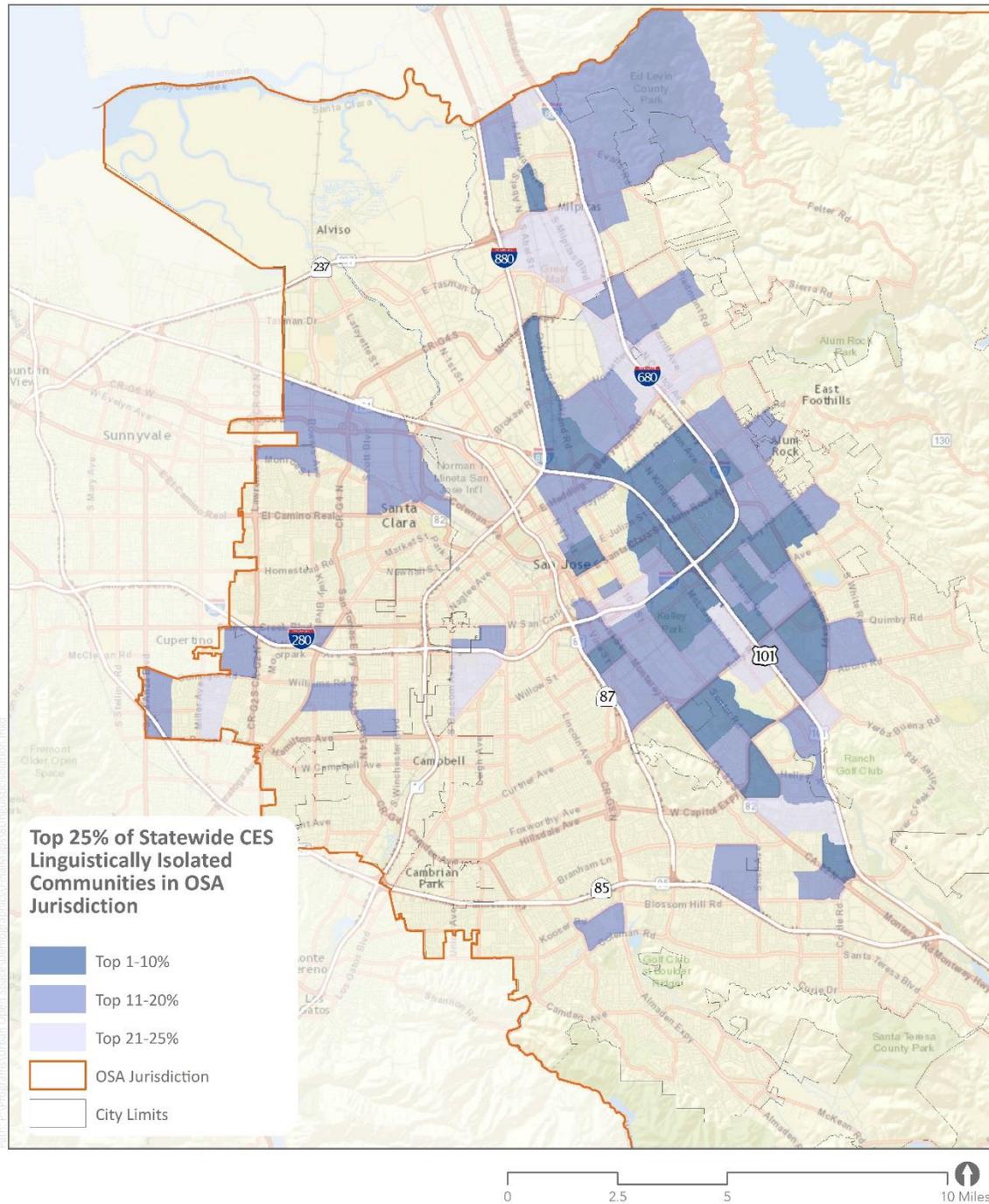


Map 6 shows the population that speaks Vietnamese at home as a percentage of the general population across OSA’s jurisdiction. Nearly 9% of the OSA population speaks Vietnamese at home. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Tracts.*

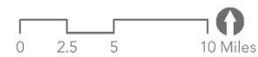
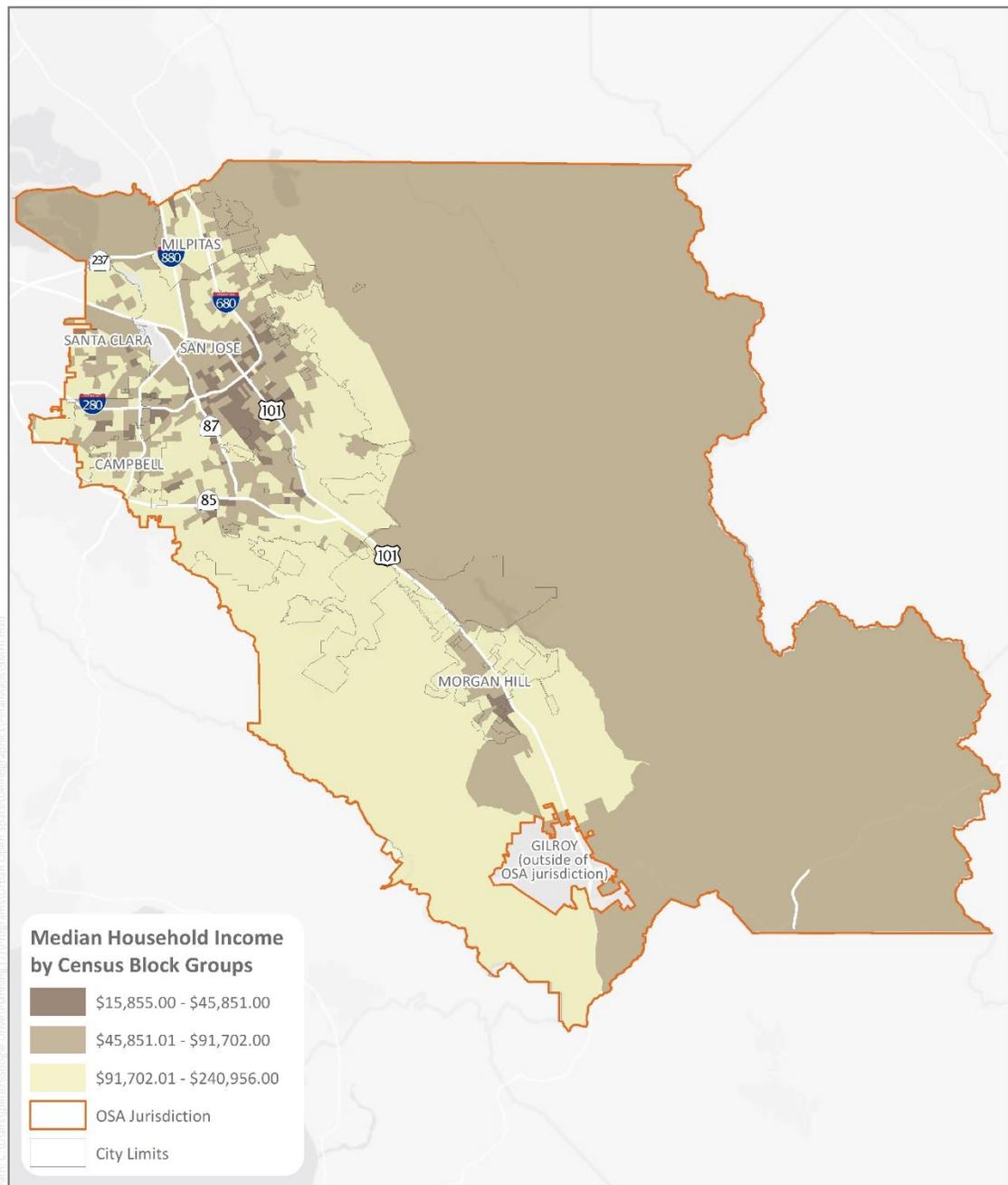


Data Sources: OSA, ACS 2009-2013, ESRI
 Created by Janice Perez (OSA) on 9/14/2015

Map 7 shows the population that speaks Chinese at home as a percentage of the general population across the Authority’s jurisdiction. 6% of the OSA population speaks Chinese at home. This map uses natural breaks.
 Source: American Community Survey: 5-Yr 2009-2013 by Census Tracts.



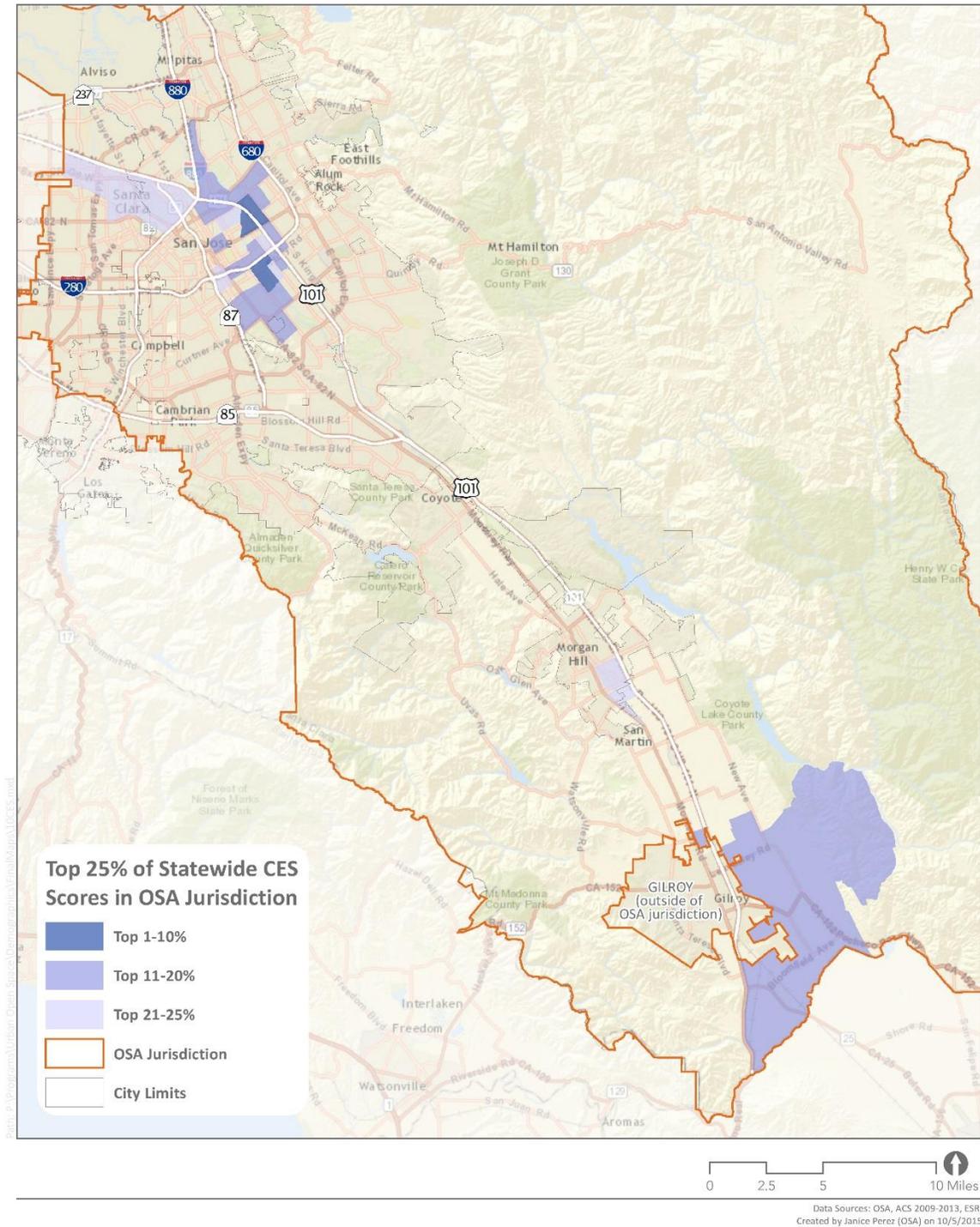
Map 8 highlights communities that are within the state’s top 25% of communities with linguistically isolated households. 31% of the Authority’s jurisdiction, or 439,000 individuals, fall into this category. See Page 19 for a definition of Linguistic Isolation. *Source: CalEnviroScreen, Office of Environmental Health Hazard Assessment.*



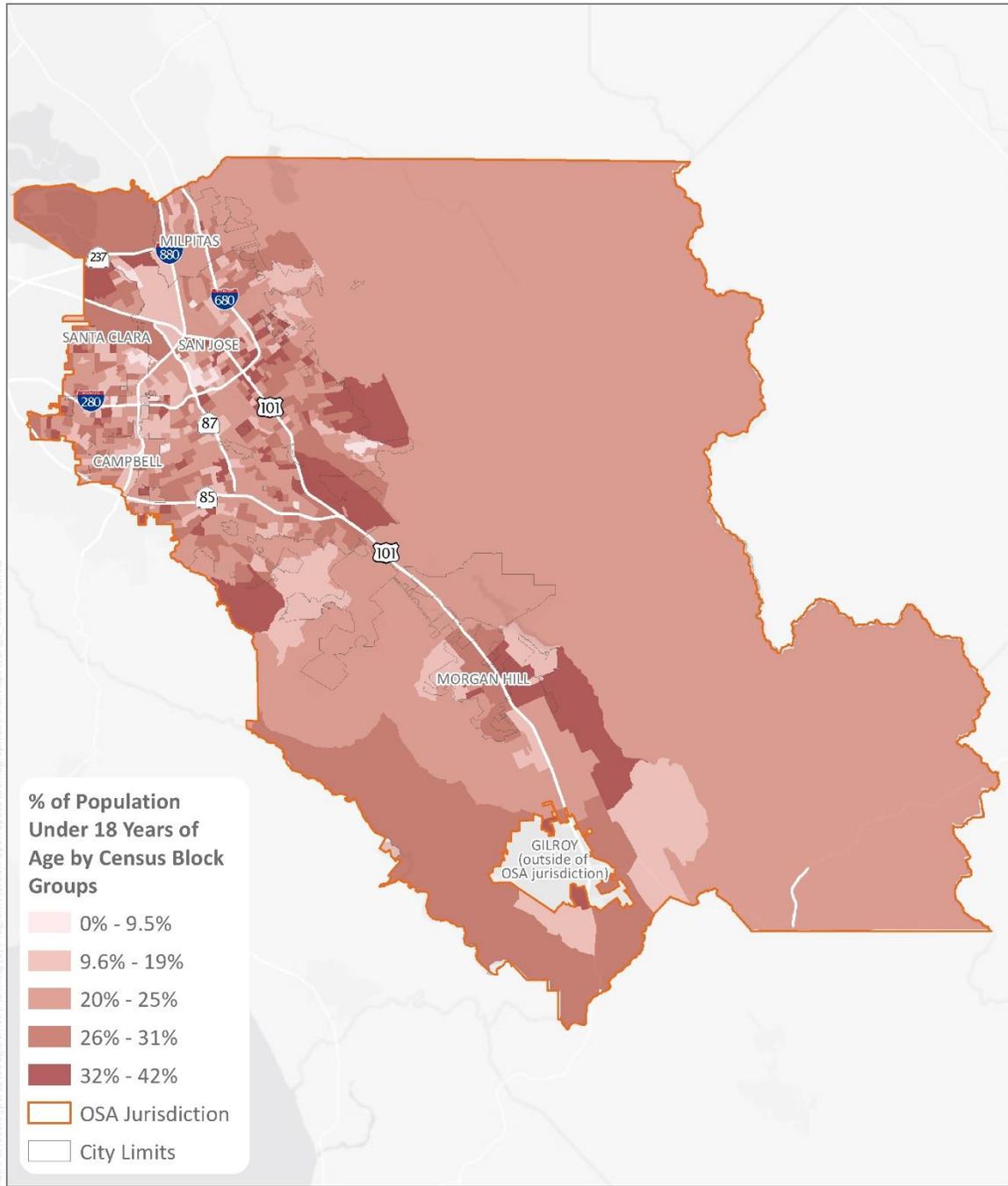
Data Sources: OSA, ACS 2009-2013, ESRI
 Created by Janice Perez (OSA) on 9/14/2015

Map 9 shows the population compared to the County Median Household Income (MHI) of \$91,702. The darkest band represents this report’s definition of a low-income household (below half of the County MHI). 11% of the jurisdiction’s population, or 150,000 individuals, live in low-income households. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*

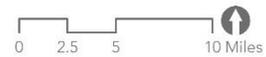
MOST ENVIRONMENTALLY BURDENED COMMUNITIES IN CA *Map 10*



Map 10 shows the population that lives in a census tract that falls within the state’s top 25% on the CalEnviroScreen score (see definition on Page 12). 8% of the jurisdiction’s population, or 106,000 individuals, live in a community that is designated as ‘a disadvantaged community’ by the Environmental Protection Agency. *Source: CalEnviroScreen, Office of Environmental Health Hazard Assessment.*

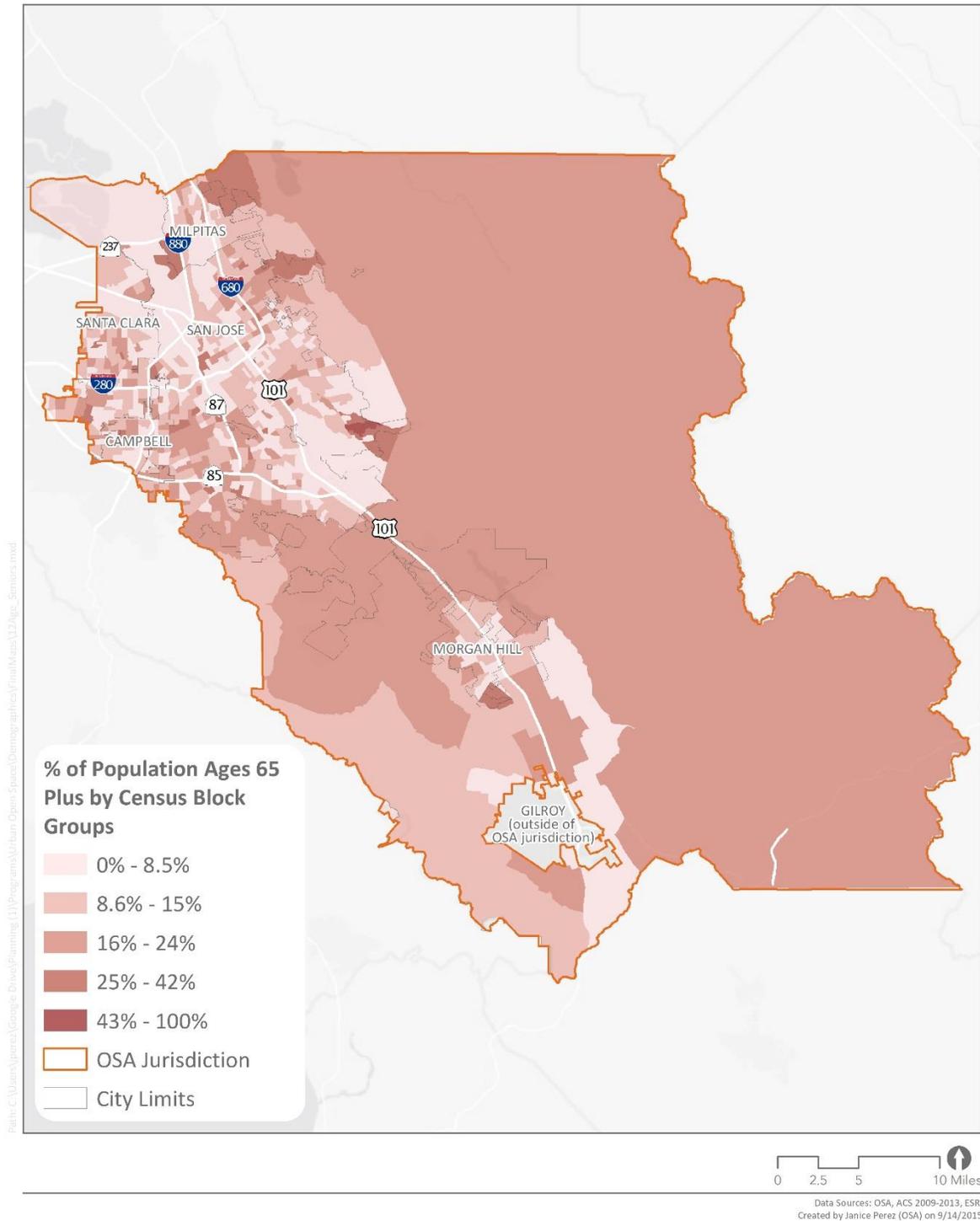


Path: C:\Users\jperes\Google Drive\Planning (1)\Programs\Urban Open Space\Demographics\Final\Map11_Age_Under 18.mxd



Data Sources: OSA, ACS 2009-2013, ESRI
 Created by Janice Perez (OSA) on 9/14/2015

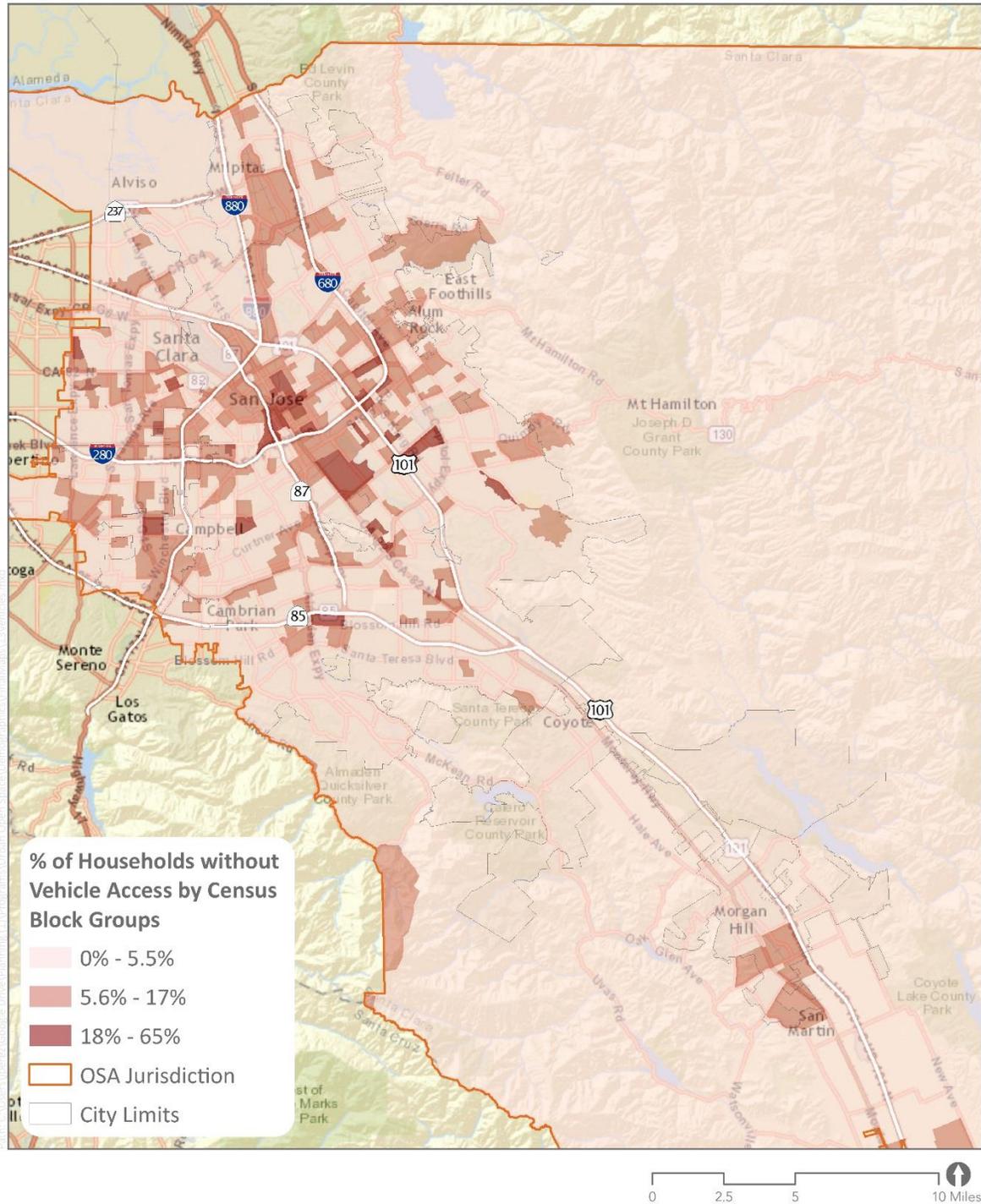
Map 11 shows the distribution of the population under the age of 18. Youth under the age of 18 make up 24% of the jurisdiction’s population, or 330,000 individuals. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*



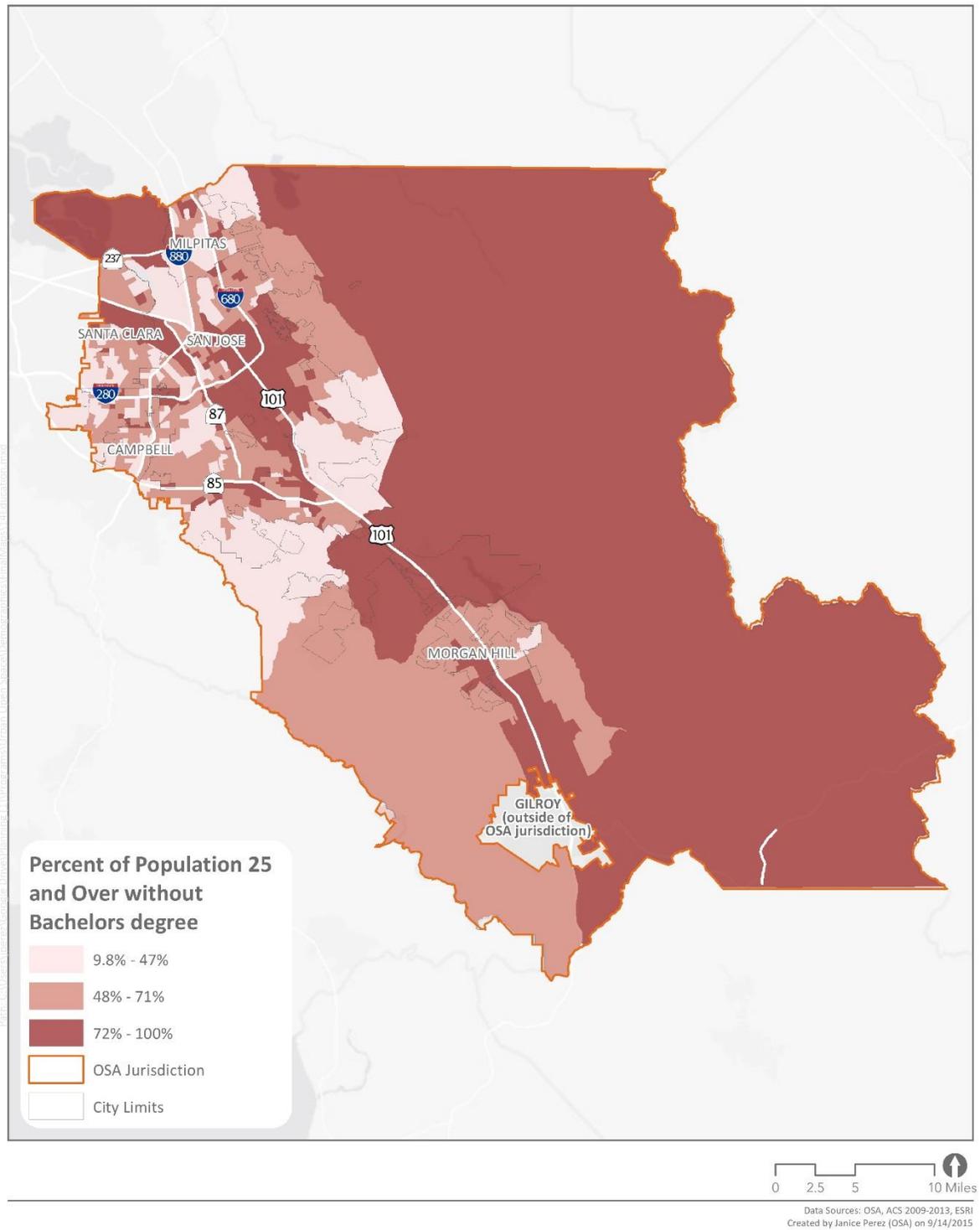
Map 12 shows the distribution of the population 65 or older. Seniors, 65 years or older, make up 11% of the population, or 147,000 individuals. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*

HOUSEHOLDS WITHOUT VEHICLE ACCESS

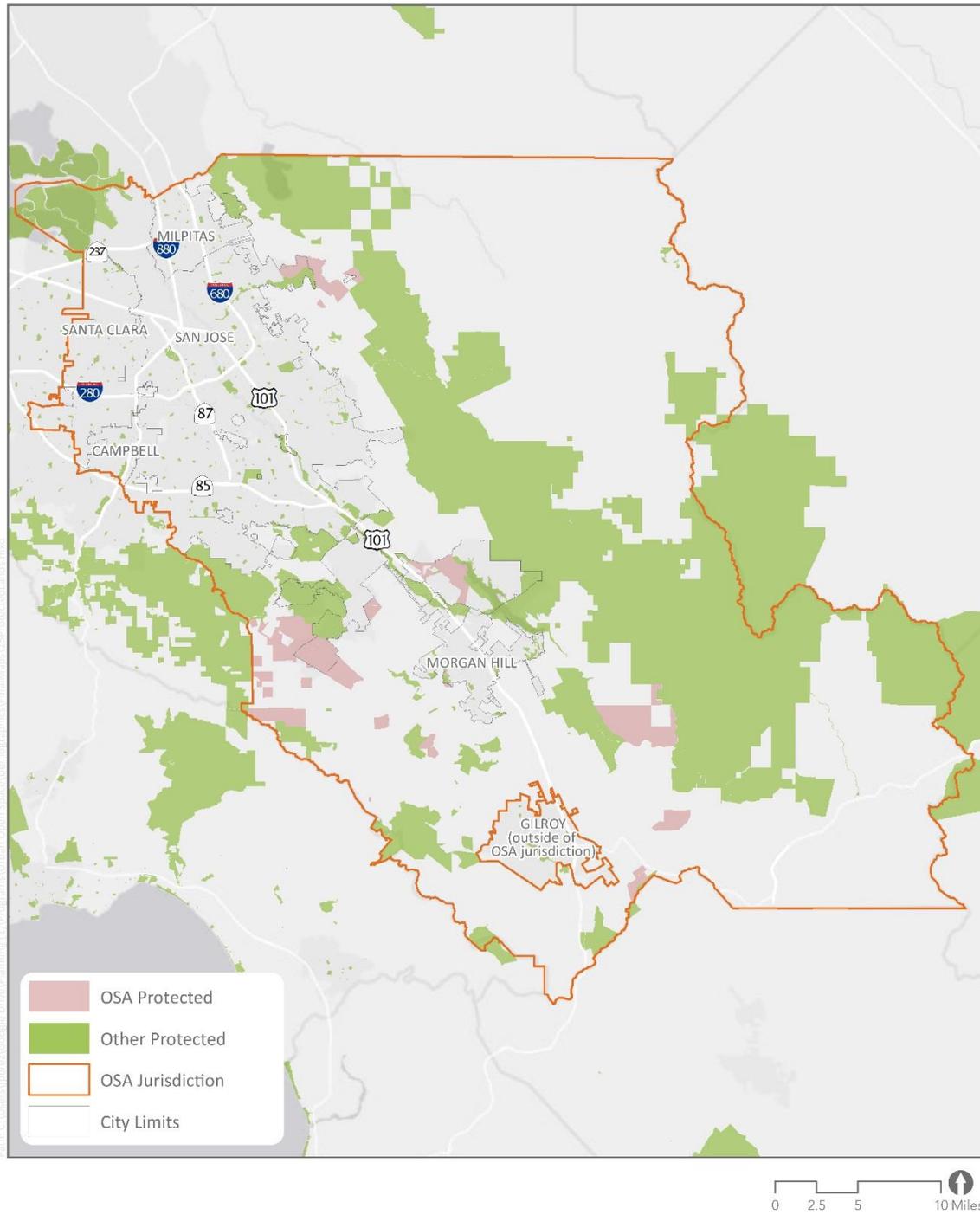
Map 13



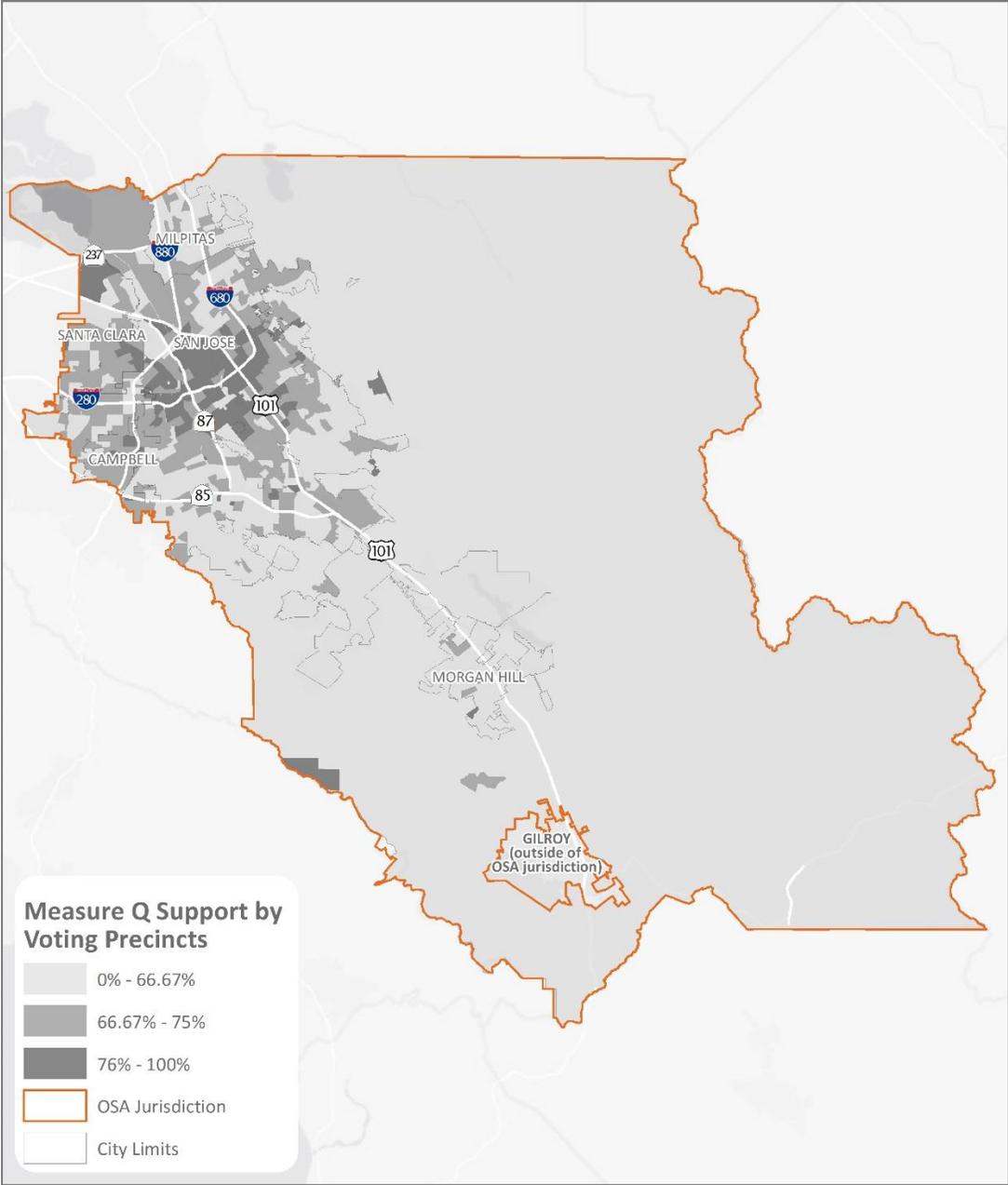
Map 13 shows the distribution of households without access to at least one vehicle. While 95% of households have access to at least one vehicle, nearly 22,000 households do not. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*



Map 14 shows the distribution of the population age 25 or older without a Bachelor’s degree. 60% of the jurisdiction’s population age 25 or older (550,000 individuals) has not attained a Bachelor’s degree. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*



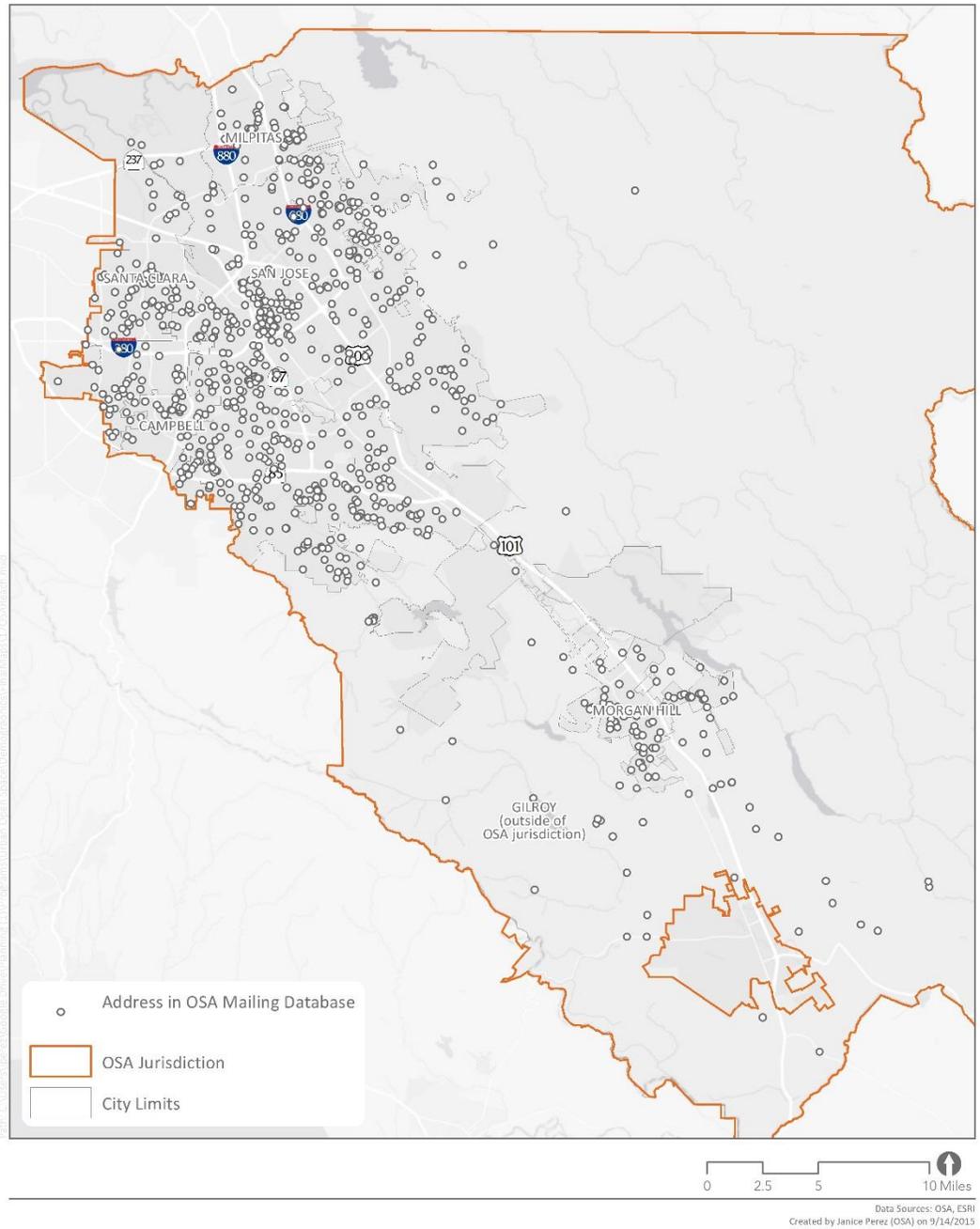
Map 15 shows lands protected by the Open Space Authority and other partners across the jurisdiction. *Source: Santa Clara Valley Open Space Authority and Santa Clara County Parks Department.*



Path: C:\Users\jperes\Google Drive\Planning\1\Programs\1\Open Space\Demographics\1\Map\16\MeasureQSupport.mxd

0 2.5 5 10 Miles
Data Sources: OSA, POST, SCC Registrar of Voters, ESRI
Created by Janice Perez (OSA) on 9/14/2015

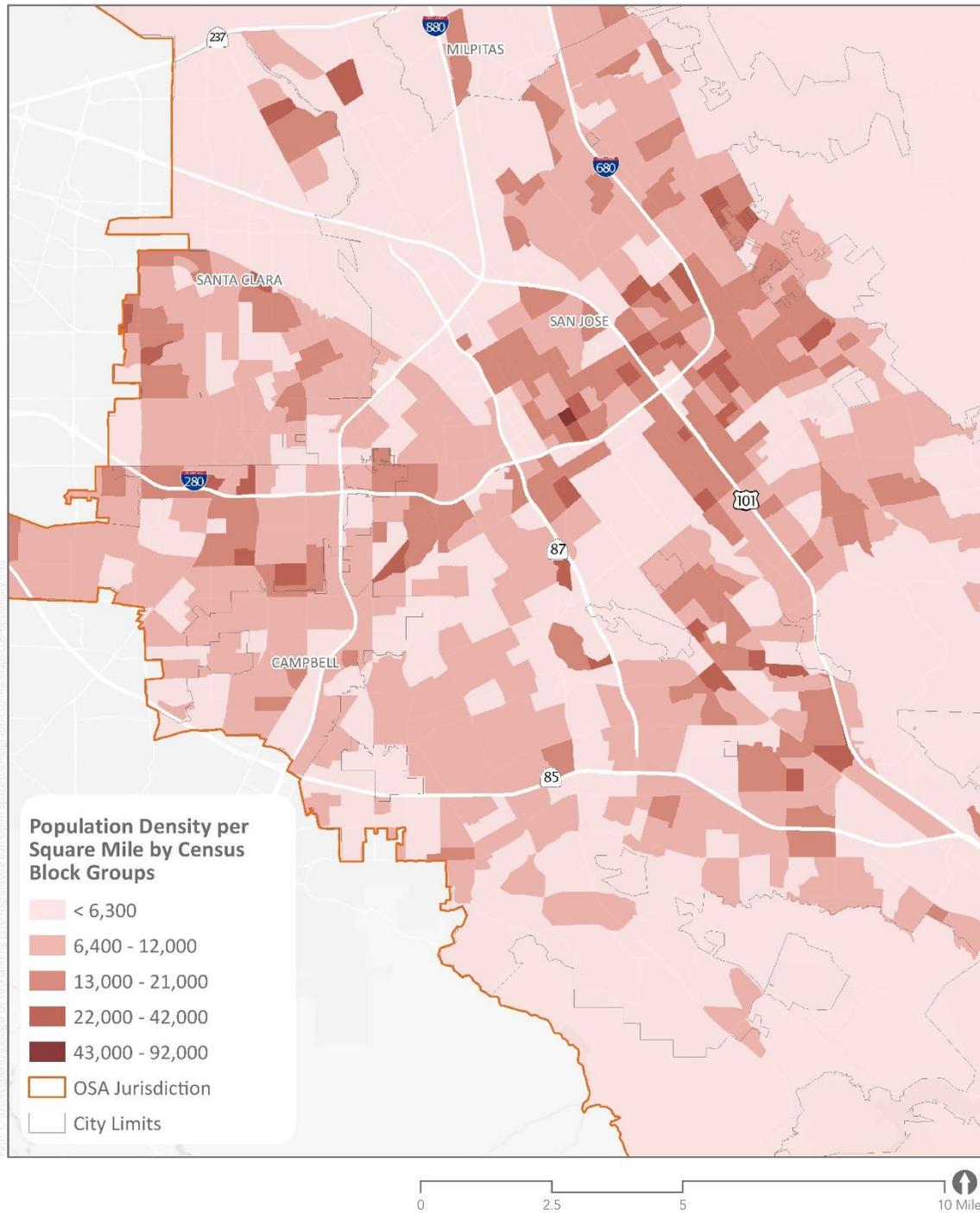
Map 16 shows Measure Q results across the jurisdiction by voting precincts. The measure passed in Nov. 2014 with 68% of the vote (it needed 66.67% to pass). Of the 987 voting precincts, 12% of the precincts supported the measure with over 75% approval. *Source: Peninsula Open Space Trust and the County of Santa Clara Registrar of Voters.*



Map 17 shows the distribution of the mailing addresses in the OSA database. There are currently 1,337 addresses, 949 of them falling within the jurisdiction. There are 96 addresses within high Spanish speaking census tracts (more than 40% Spanish speaking); 67 of them in top 25 percentile for linguistically isolated. There are 72 addresses within high Vietnamese speaking census tracts (more than 22% Vietnamese speaking); 48 of them in top 25 percentile for linguistically isolated. And there are 22 addresses within high Chinese speaking census tracts (more than 22% Chinese speaking); 5 of them in top 25 percentile for linguistically isolated. *Source: Santa Clara Valley Open Space Authority.*

POPULATION DENSITY

Map 18



Map 18 shows the distribution of the population density per square mile across the entire OSA jurisdiction. This map uses natural breaks. *Source: American Community Survey: 5-Yr 2009-2013 by Census Block Groups.*

Deep Engagement Communities

In order to meaningfully engage with communities, it is important that the Authority prioritize its conservation work to accommodate its capacity limits. Community engagement requires time, intentionality, and focus. It also requires unique approaches designed around the interests and preferences of unique communities. Because the Authority's district spans a large geography with nearly 1.4 million residents, we have prioritized six communities in which to begin a deeper engagement approach.

In order to select communities for deep engagement, we considered the following indicators:

Considerations	Indicators
Potential for impact to residents	Population
Social barriers and environmental burdens	Low income households, high CES scores
Other barriers to engagement	Linguistic isolation, age, vehicle access
Opportunity	Stakeholder interviews

After reviewing the maps and analyzing the above indicators, we selected six areas which we are calling Deep Engagement Communities (DECs). These communities are outlined on Map 19, Page 41. As referred to in the chart above, all of these DECs have the following characteristics:

1. **Population**- we focused on residential areas with significant population, particularly higher density neighborhoods, to ensure the investment would impact a large constituency.
2. **Income and CalEnviroScreen**- by considering low income and high CalEnviroScreen scores, we hoped to capture areas that lacked resources and were disproportionately impacted by environmental burdens.
3. **Linguistic Isolation, Age, Vehicle Access** - within each of these DECs, we found significant barriers that make communities more vulnerable. Additionally, these communities are lacking opportunities to access open space or outdoor programming. For example, linguistic isolation in many of these communities is high, making information about opportunities, events, and advocacy difficult; many of these communities have a disproportionately high population of very young or elderly, making access more difficult and yet very important; and some of these communities have higher numbers of households without access to a vehicle, making outings to open space outside of the neighborhood more difficult.
4. **Local Partners (Opportunity)** - based on conversations with community leaders and additional research, we believe each of these DECs presents an opportunity to leverage the Authority's work through strategic partnerships. There are organizations and community leaders within each DEC that could serve as important allies for this work.

Finally, we considered reach, both current and future. As we narrowed in on six DEC's, we considered areas that the Authority is not reaching through current communication strategies through mailings to physical addresses. The Authority is not currently reaching residents in the selected DEC's in this way. Secondly, we considered the Authority's desire to achieve distribution of reach across the jurisdiction, therefore strategically selecting areas that met all criteria above and provided a balanced distribution of work across the jurisdiction.

Note: Measure Q support as an indicator to understand where individuals expressed support for open space, will be utilized less as criteria for determining focus, and more in implementation of future engagement and Urban Open Space strategies. The Authority can use Measure Q support as a layer used in context with other indicators to better understand support for its work. For example, in a community where the Authority has determined there is high environmental burden and significant barriers to access, coupled with strong support for open space, the Authority will know there is not only burden, but also demand. This makes for a stronger case for Urban Open Space programming. Additionally, when reaching out to these communities, the Authority can use this knowledge to recognize their support and show appreciation for it.

The analysis and consideration of these criteria led to the selection of the following six Deep Engagement Communities:

DEC #1- Milpitas: Dixon Landing Park

DEC #2- Santa Clara: Main to Scott

DEC #3- San José: Story and King

DEC #4- San José: Kelley Park and Senter

DEC #5- Burbank/Unincorporated: S. Bascom Ave to W. San Carlos

DEC #6- Morgan Hill: 101 and Tennant

Multi-layer Maps that Provide Greater Understanding

In addition to these single-layer maps, we created additional maps that show certain important data points overlaid on others. We selected data points based on our desired outcome. For example, to fully understand how language might be a barrier to engagement, we layered language data and linguistic isolation data. The results show communities where high levels of households are isolated by language and which language is predominant in that community. With this information, the Authority can target translated materials more effectively, and reach those who otherwise would not have been reached. This information will inform how the Authority promotes community meetings, who presents at community meetings, whether translation is offered, and if so, in which language.

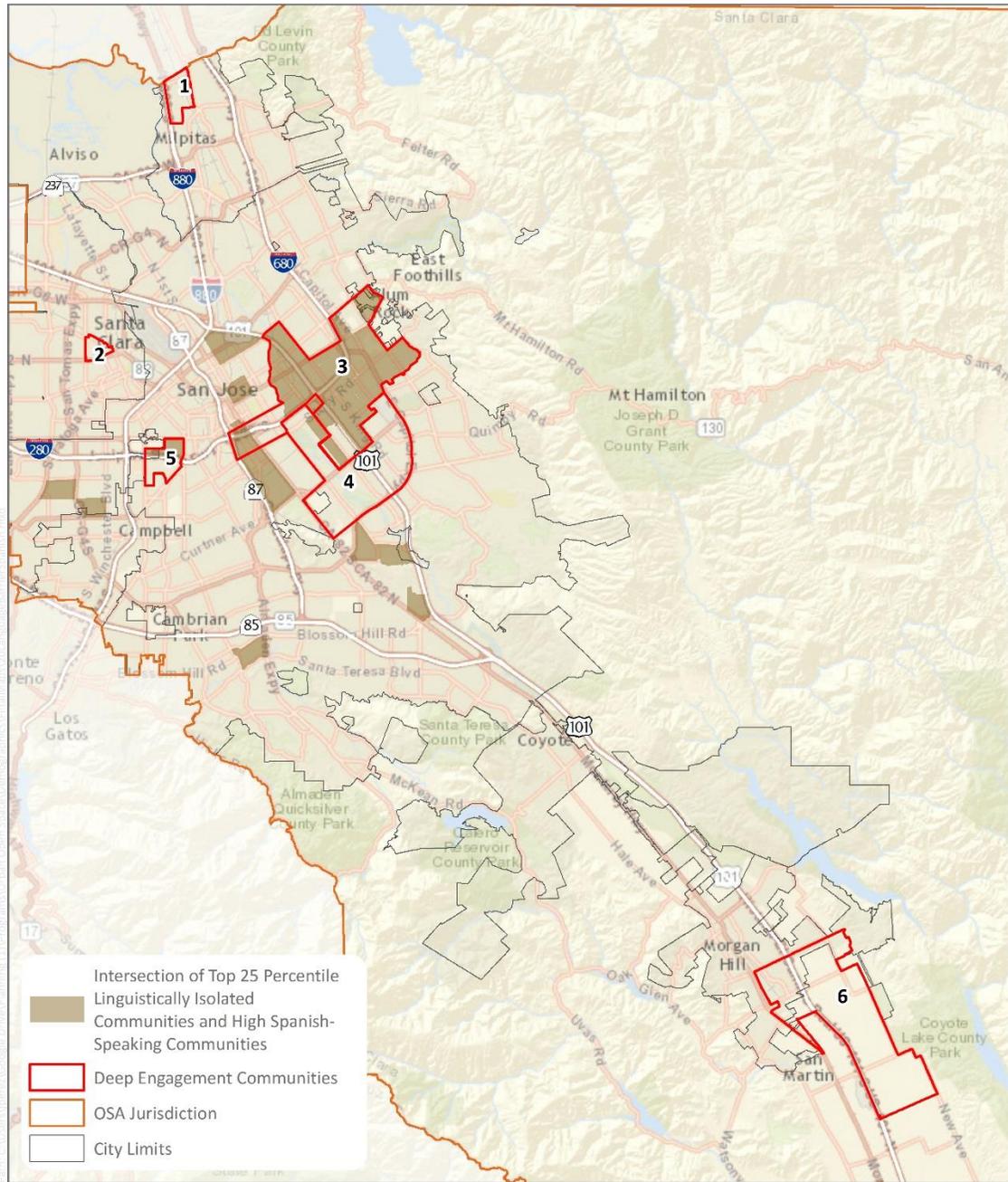
The following two maps illustrate the example of combining language and linguistic isolation. They are:

Map 20- Language Barrier: Spanish

Map 21- Language Barrier: Vietnamese

LANGUAGE BARRIER: SPANISH

Map 20

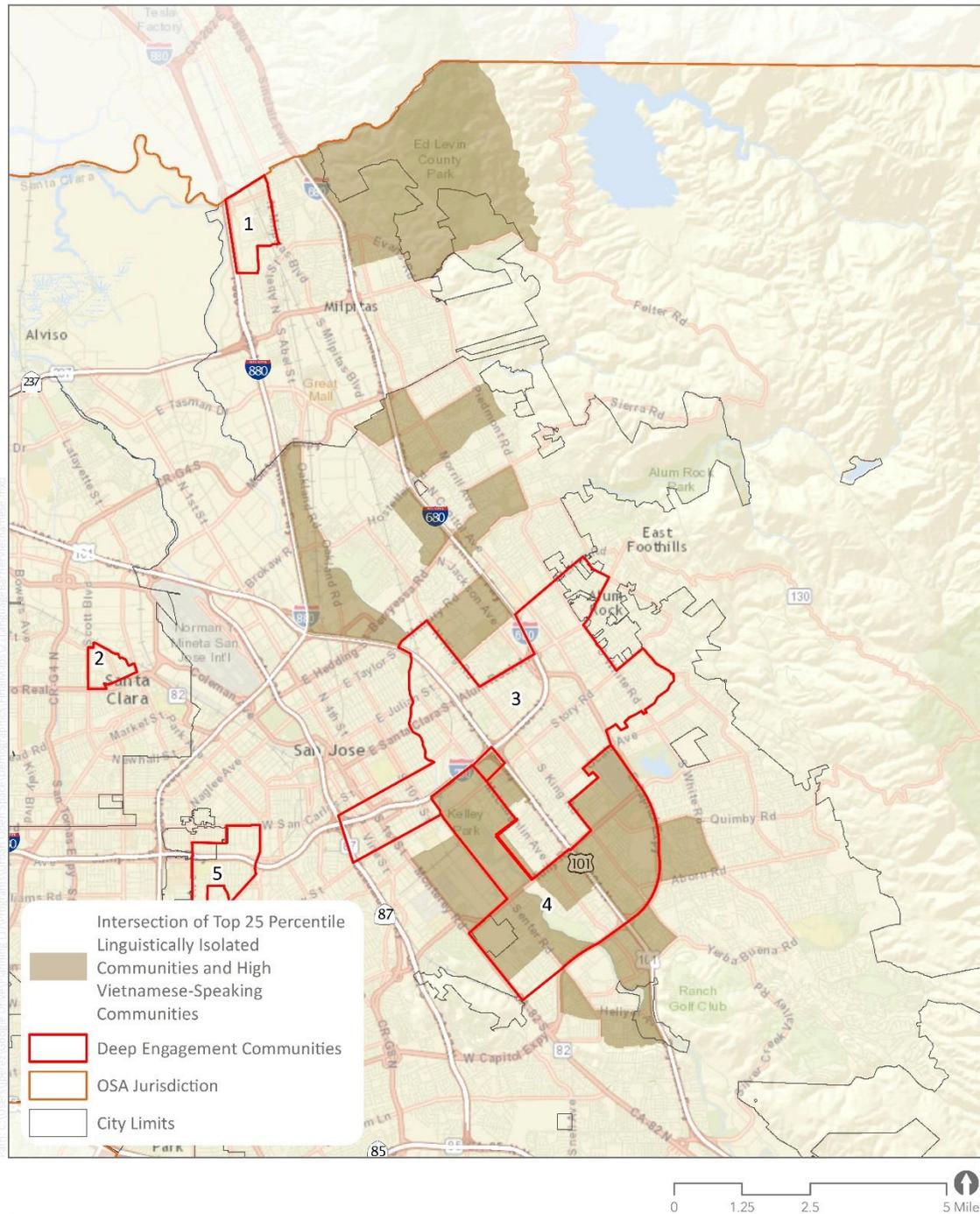


Data Sources: OSA, ACS 2009-2013, OEHHA, ESRI
Created by Janice Perez (OSA) on 9/14/2015

Map 20 shows the communities with high concentrations of Spanish speakers and high levels of linguistic isolation. This is useful to understand how language may be a barrier and where to focus resources on Spanish translations and materials. *Source: CalEnviroScreen, Office of Environmental Health Hazard Assessment; American Community Survey: 5-Yr 2009-2013 by Census Tracts.*

LANGUAGE BARRIER: VIETNAMESE

Map 21



Map 21 shows the communities with high concentrations of Vietnamese speakers and high levels of linguistic isolation. This is useful to understand how language may be a barrier and where to focus resources on Vietnamese translations and materials. *Source: CalEnviroScreen, Office of Environmental Health Hazard Assessment; American Community Survey: 5-Yr 2009-2013 by Census Tracts.*

Recommendations

By significantly increasing understanding of the communities served, the data gathered in the Community Assessment Project is the foundation for a new outreach and community engagement approach. With this information in hand, the Authority can strategically reach and engage members of its diverse jurisdiction. This is the first step in a long-term commitment to serving your communities in meaningful and sustainable ways. It will ensure that the Authority's conservation programs and projects are developed with the input of diverse voices and perspectives from across the district, and are, as a result, more relevant to and valued by local communities.

The following recommendations are separated into two categories:

1. Outreach

Recommendation #1: Expand reach of on-going OSA communications.

2. Increased Community Engagement

Recommendation #2: Prioritize current focus on Deep Engagement Communities.

Recommendation #3: Utilize data, maps, and community engagement practices to inform and influence the development and implementation of the Urban Open Space program.

Outreach

The research and analysis phase of this project will be extremely useful in the Authority's outreach efforts. By outreach, we are referring to the activities related to raising awareness about the organization's services, projects, and programs to communities in need of them. This is a broad-reaching effort in which communication is mostly one-directional (outward from the Authority to constituents), educational (increasing awareness), and pro-active (taking the message to where people are rather than expecting them to find you).

Outreach Goal: To increase the reach and effectiveness of communications to your diverse constituency.

Recommendation #1: Expand reach of on-going OSA communications.

Current "reach" of the Open Space Authority is defined in this report as location of physical addresses, and is therefore a limited measure of total reach. While many other means of outreach are currently employed, such as email, Facebook, Twitter, and numerous media outlets, these are more difficult to map. However, to the degree that physical addresses remain an important component of a total outreach solution, it will be important for the Authority to increase the number of addresses in its database to reach more people with its printed publications, particularly in the communities currently showing fewer addresses and with more barriers to access.

As seen in the research phase of this project, while the Authority’s address reach is quite diffuse across the jurisdiction, numbers are not significant in many communities highly impacted by environmental burdens, communities with a high percentage of low income households, or communities with a high number of residents with significant language barriers. This becomes evident when using the interactive maps that show the Authority’s current address reach while turning on and off the data set layers that reflect these characteristics.

To address this gap in address reach and an unknown reach through other communications channels, Recommendation #1 will result in a more balanced distribution of communications. The objective is to reach more people in a manner that is relevant to them and to do so effectively using mostly existing resources. This approach will incorporate the knowledge gained through the analysis phase about communities that are currently under-reached and how best to reach them.

Strategy 1A: Expand the Authority’s database to include more physical addresses from communities that are currently not being well reached by Authority printed publications and expand email addresses and other communication methods in ways that are relevant to the demographics being engaged. Activities might include:

- a. Utilize Map 17: ‘OSA Reach’ to guide the addition of mailing addresses to the Authority’s database. As capacity allows, request additional addresses from the U.S. Postal Service to balance the distribution of dots in this data set—focusing on the communities where reach is currently poor and on the Deep Engagement Communities (see Map 19). Continuously update the ‘OSA Reach’ map to see the progress of your increased reach and to shift focus accordingly over time.
- b. Collect contact information of attendees at OSA events (through event registration process and on-site at events).
- c. Distribute event postcards and “Receive OSA News” sign-up postcards in strategic locations (see Strategy 1B below).
- d. Consider offering more Spanish translated materials. Because 21% of the population in the Authority’s jurisdiction speaks Spanish at home and because these households are largely focused in communities not currently being well-reached, offering additional materials in Spanish would eliminate a significant barrier to communicating with those you are most trying to reach.
 - Add a “Receive OSA News in Spanish” (“Recibir Noticias de OSA en Español”) button to the website. Publicize the link in direct mailings to identified Spanish-speaking communities, monitor interest, and increase translated materials as needed.
 - When collecting new contact information on-line or at events, offer a “Spanish preferred” check box option.
- e. After some time, consider Vietnamese and Chinese translation sign-ups based on use and ease of administration of Spanish sign-ups.

- f. Consider additional or expanded use of social media, ethnic media and other communication channels which help overcome barriers to reaching the more isolated communities identified in this report, once the most relevant communications channels for those communities are identified.

Strategy 1B: Reach community members by utilizing existing resources of trusted organizations that serve communities currently not being well reached by the Authority. Activities might include:

- a. Community Centers and Libraries- Neighborhood-serving community centers and libraries are often hubs for community gatherings and information. Facilities often integrate the community center, the community library, a teen center, and a senior center—offering classes, neighborhood meetings, and youth programs. By tapping into these resources within the Deep Engagement Communities, the Authority will have effective outlets for displaying flyers and postcards, as well as venues for hosting meetings. For links to community centers and libraries, see ‘Appendix F: Potential Partner Organizations’ on Page 72.
- b. MACSA (Mexican American Community Services Agency) - MACSA’s mission is to enrich the lives and advance the interests of the Latino community of Santa Clara County. With a Youth Center at 660 Sinclair Drive, in the heart of Deep Engagement Community (DEC) #3, MACSA could offer a venue for reaching more youth from this currently under-reached community. OSA could display flyers and postcards, particularly those targeted to Spanish-speaking youth and their families.
- c. AACI (Asian Americans for Community Involvement) - AACI is Santa Clara County’s largest community-based organization focused on the Asian community. Their mission is to improve the health, mental health and well-being of individuals, families, and the Asian community. AACI is a trusted organization in direct communication with Asian American communities across the county. By distributing OSA materials and announcements on-site, via their on-line communications, and by tabling their events, the Authority could tap into this existing resource to effectively expand reach quickly. Their Story Road office is located within DEC #4.
- d. Sacred Heart Community Services (SHCS) - Through a comprehensive array of resources, services, and community involvement initiatives, SHCS strives to positively impact the lives of working poor families. Their facility, which falls in DEC #4 is a good venue for distribution of OSA materials, particularly targeted to reach this particular Deep Engagement Community.
- e. People Acting in Community Together (PACT) – Through grassroots organizing, PACT provides leadership training and experience in communities, helping people work together to take action on pervasive social problems. This organization has been particularly effective in DECs #3 and #4, and could, therefore, be a good resource and ally for reaching members of these communities.
- f. Latinos United for a New America (LUNA)- Headquartered in San Jose, LUNA is a grassroots movement, organizing people to achieve racial, social and economic justice. They support the leadership development and civic participation of Latinos. Within DEC #3, LUNA is engaging neighbors and the City of San Jose to increase access to nature for the youth of the community.

Strategy 1C: Utilize Citizen Advisory Committee (CAC) members to represent the Authority at existing forums in communities that are currently not being well reached by the Authority. Activities might include:

- a. The CAC could spend some time reviewing Map 17 'OSA Reach' to determine which areas they'd like to volunteer to reach out to in order to raise awareness about the Authority and build its database. Many of the facilities and organizations listed in Strategy 1B above host informational meetings or neighborhood meetings. Additionally, civic organizations such as Kiwanis and Rotary welcome speakers. The Authority staff could schedule speaking engagements and work with the CAC member to set the topic and the goals for the presentation. The Authority could consider inviting an additional partner to translate or support the CAC member based on anticipated audience needs. Every speaking engagement should result in attendees signing up to be on the OSA mailing list.

Strategy 1D: Utilize media to extend reach to communities not currently being well reached by the Authority. Activities might include:

- a. Radio and TV- Local radio interviews are an inexpensive and effective way of reaching residents not traditionally reached. Stations like the Vietnamese station 1430AM will conduct interviews and translate them before airing. For the Spanish speaking community, television may be a more effective way to spread the word about Authority events to an audience currently under-reached. Univision and Telemundo are popular stations locally.
- b. San José District Newsletters- City Council Members typically have regular newsletters that are targeted to the constituents within their district. While these won't reach all residents within the Authority's jurisdiction, they are a good option for reaching areas currently under-reached. OSA staff could connect with City Council staff to learn more about how to submit information about events and other relevant OSA news for publication in their newsletters. (See contact information for City Council Representatives within DEC's in 'Appendix F: Potential Partner Organizations' on Page 72.)
- c. On-line LISTSERVS- The Authority could connect with LISTSERVS that reach communities within the district that are currently under-reached. These could be through neighborhood associations or groups like Latino Outdoors and Outdoor Afro. (See contact information in 'Appendix F: Potential Partner Organizations' on Page 72.)
- d. In order to encourage residents to provide their contact information, the Authority could use these venues (radio interviews, newsletter hits, or LISTSERV postings) to conduct very brief surveys, offering drawing prizes for respondents. This will require people to mail or email their survey responses in, including their contact data.

Increased Community Engagement

Unlike the “Outreach” approach described above, this strategy to increase community engagement efforts is a more focused and more intentional approach that involves relationship building. It is a two-way communication between the Authority, partners, and individuals. It requires listening, learning, sharing, and working together. It is a long-term strategy and takes time to build. Increased Community Engagement will be utilized by both the Authority’s External Affairs office and Urban Open Space team.

Increased Community Engagement Goal: The goal of Increased Community Engagement is twofold:

1. To help the Authority understand at a deeper level what barriers exist to open space access and learn what activities could reduce some of those barriers; and
2. To support the development and implementation of an effective and relevant Urban Open Space program.

Ultimately, OSA’s services and programs should be balanced across the district. By better understanding barriers to access and enjoyment of open space, and by guiding efforts to reduce some of those barriers, increased community engagement strategies are intended to bring more equitable open space access benefits to the communities in the Authority’s jurisdiction. An early action is to meet with local, regional, and state elected officials to learn more about the region and discuss specific recommendations for deeper engagement.

Recommendation #2: Prioritize current focus on Deep Engagement Communities.

In order to more effectively focus the Authority’s efforts, we have selected six areas within the jurisdiction where a concentrated engagement strategy would result in a more balanced distribution of services and programs. While these Deep Engagement Communities meet the criteria that will enable the Authority to better balance its delivery of services, the Authority will continue to serve all of its constituents.

Because meaningful engagement requires additional time, it is important to focus efforts and only expand as capacity allows. That said, should these new strategies prove successful in these six Deep Engagement Communities, the opportunity to expand the program into new communities in the future would continue to increase the Authority’s relevance, reach, and impact.

The current recommendation is to focus on these six Deep Engagement Communities (DECs):

DEC #1- Milpitas: Dixon Landing Park. With a population of approximately 5,600 residents, this community has a high Asian population. With a high number of residents who speak Vietnamese or Chinese at home, there is significant linguistic isolation in this community. Measure Q did not receive passing approval in this DEC, and OSA has no addresses in its database from this area. Lower Penitencia Creek runs through this community, there are three mobile home parks, and Milpitas High School (within the Milpitas Unified School District) is nearby. There is also a community park, Dixon Landing Park, with a BBQ area, baseball fields, tennis courts, and a playground. The neighborhood is a five-mile drive to Ed Levin County Park and is a seven-mile drive to Don Edwards San Francisco Bay National Wildlife Refuge Environmental Education Center. This community falls within Supervisorial District 3.

DEC #2- Santa Clara: Main to Scott. With a population of approximately 4,600 residents, this community is in the top 25% CES score, has an overall low median household income level, and has a high level of households

speaking Spanish at home and high linguistic isolation. This community runs along the CalTrain line. Rotary Park, Santa Clara City Hall, and The Triton Museum of Art are located in this community. This community falls within Supervisorial District 4.

DEC #3- San Jose: Story and King. With a population of approximately 125,000, this community contains several neighborhoods that are impacted by both high CES scores and low-income median household levels. The majority of this community is also impacted by linguistic isolation, where Spanish is spoken at home. This community overlaps with parts of San José City Council Districts 3, 5, and 7 and is within Supervisorial Districts 2 and 3.

DEC #4- San Jose: Kelley Park and Senter. With a population of approximately 49,000 residents, this community contains several neighborhoods that are impacted by both high CES scores and low-income median household levels. The majority of this community is also impacted by linguistic isolation, where Vietnamese is spoken at home. This community has a relatively high number of households without access to a vehicle. It falls mostly in San José City Council District 7 and is in Supervisorial District 2.

DEC #5- Burbank/Unincorporated: S. Bascom Ave to W. San Carlos. With a population of approximately 11,400, this community was supportive of Measure Q, has a high number of low income census tracts, a number of census tracts with a high Spanish speaking population as well as linguistic isolation, and has a high number of youth living in the community. San José City College and Santa Clara Valley Medical Center are located here. The area includes parts of the Burbank neighborhood as well as unincorporated neighborhoods. It is adjacent to Del Mar High School (within the Campbell Union High School District) and proximate to the City of Campbell. A portion of this DEC is located within the San José City Council District 6 and falls within Supervisorial District 4.

DEC #6- Morgan Hill: 101 and Tennant. With a population of approximately 9,800, some neighborhoods in this DEC are in the CES top 25% and the low income category. This DEC has a high percentage (74%) of the population without a Bachelor's degree. The Jackson Academy of Math and Music is located in this community. Nearby Coyote Lake-Harvey Bear Ranch County Park offers almost 4,600 acres of recreational opportunities. Because Morgan Hill overall is fairly low density, this DEC is inclusive of a large geography to capture more people, including some low income areas that are decidedly rural. Inclusion of the larger geography, which extends down to the entrance of Coyote Lake-Harvey Bear Ranch County Park, allows us to learn more about open space access patterns in close proximity to this popular regional park. This community falls within Supervisorial District 1.

Refer to Appendix D for County Supervisor and City District representation maps.

Strategy 2A: Continue to gather information about these communities. Activities might include:

- a. Conversations with City, County, and State Elected Officials- A very first step may be to meet with local officials who serve the five Deep Engagement Communities (DECs). These discussions have three goals: 1. to gain more insights and information about these areas and strategies for engaging community members, 2. to share information about the Authority's mission and goals; and, 3. to build relationships with leaders in the community.

Initially, in Milpitas, Santa Clara, and Morgan Hill, it may be worthwhile to arrange meetings with both the Mayor and the City Manager from each city. In San José, DEC #3 falls within Districts 3, 5, and 7, represented by Councilmembers Raul Peralez, Magdalena Carrasco, and Tam Nguyen respectively; DEC

#4 falls within District 7 which, again, is represented by Councilmember Tam Nguyen; and DEC #5 is located in District 6, which is represented by Councilmember Pierluigi Oliverio. See Appendix D on Page 65 for a map of the San José City Council Districts and a list of Councilmembers and contact information.

- b. Continue Stakeholder Interviews- The initial round of stakeholder interviews proved extremely useful in eliciting additional information about the region and specific communities, collecting new contacts and resources, and building relationships and prospective partnerships. By reaching out to and meeting with additional stakeholders, the Authority will increase its knowledge of and connections in the communities it serves. See Appendix E on Page 71 for a list of prospective stakeholders.
- c. Authority Leadership- Within its own leadership ranks, the Open Space Authority has a breadth of experience and knowledge that could further inform the community engagement efforts in these communities. It is highly recommended that Authority staff meet one-on-one with Citizen Advisory Council members and Urban Open Space Ad-Hoc Committee members to glean additional knowledge and insights about best engagement approaches to these communities.
- d. Organizational Development- Finally, internal training for Authority staff and leadership could increase the organization's successful engagement efforts. Professional development- such as workshops and/or coaching- in the areas of cultural relevancy, equity and inclusion, and community engagement would impact the organization's effectiveness and demonstrate commitment across the organization.

Strategy 2B: Build strategic partnerships with neighborhood serving organizations and local leaders. Activities might include:

- a. Community Centers and Libraries- In addition to being excellent venues for outreach, community centers and libraries can be important strategic partners to the Authority. For example, the Tully Community Branch Library at 888 Tully Road offers community room rental, ESL classes, teen programs, and a Family Learning Center. It offers classes and workshops, including informational programs in various languages. There are similar centers in most of the DECs. By partnering on workshops or events with these community resources, the Authority will meet residents in a space that is convenient and comfortable to them, enabling them to be more receptive to the programs and services offered. See 'Appendix F: Potential Partner Organizations on Page 72' for referrals.
- b. Neighborhood Associations, Neighborhood Commissions, and Local NGOs- By building relationships with leaders of local neighborhood associations and commissions, the Authority will not only learn more about the communities it wishes to serve, but will develop trust in the community. Having a local leader introduce the OSA to the community provides credence and expedites acceptance. Additionally, building on outreach efforts with organizations like AACI, MACSA, SHCS, and PACT to explore opportunities for partnerships could deepen engagement. See 'Appendix F: Potential Partner Organizations on Page 72' for referrals.
- c. Places of Worship- Churches, temples, and other places of worship are often important community gathering places; the leadership often a respected and trusted elder in the community. As you

continue to learn about the five Deep Engagement Communities, it will be useful to garner referrals and introductions to these leaders.

- d. Low Income Housing Advocates and Service Providers- Community serving organizations often provide a wide-variety of services to residents of low-income housing. In many cases, park space has not been provided or is very limited, and therefore there is a great opportunity to provide increased outdoor access.
- e. Local Schools- Community schools are often the most effective venues for reaching youth. By compiling a list of all the schools that are located within the boundaries of the DEC's, the Authority will be more prepared to engage with those schools. It will be important to make note of Title 1 schools in particular as they are more likely to have less green space or programs that offer access to the outdoors for their students.

Strategy 2C: Listen, respond, and engage in Deep Engagement Communities. Activities might include:

- a. Host (or co-host) Community Meetings in DEC's- After making some progress on strategies 2A and 2B above, the Authority will have some understanding of facilities, organizations, and leaders that could be critical in supporting a successful community meeting. By selecting a well-utilized and convenient facility, partnering with well-respected local organizations, and engaging the support of one or two local leaders, the Authority would be well positioned to hold successful community meetings. It will be important to offer something of interest to the community who attends—perhaps an invitation to a free event or the announcement of a new partnership between OSA and a local organization (that will offer new services). However, from the Authority's perspective, the primary objective of an initial community meeting would be to listen and learn. Asking questions of the audience about how they spend time outside, what they value about the outdoors and open space, and the barriers to spending more time outdoors will inform Authority plans and projects.

The Authority should consider conducting meetings in the language used by most nearby residents or translation should be provided. This decision should be based on the data in this report, but more importantly on the feedback from partners or the co-host organization. Speakers from the Authority and meeting facilitators, when possible, should reflect the diversity of the community.

- b. Communicate- It is important to create a communication mechanism to those who have attended the meeting. In addition to adding them to the OSA database for on-going communications, specific communications to this community providing responses to questions raised at the meetings and the outcomes from their feedback (i.e. how feedback was integrated into OSA's work) would reinforce the value of their participation.
- c. Offer Gateway Experiences- Subsequently, as you build unique databases of residents from each DEC, you will be able to offer targeted opportunities to each community. A gateway experience might be a 'Community Outing' to a local preserve, co-sponsored by OSA and a local organization. The event could offer a free shuttle, a picnic, and a docent-led tour in the appropriate language. The experience should be designed based on the feedback received at a community meeting. The idea of the gateway experience is to demonstrate the opportunities and the benefits of taking advantage of the Authority's

offerings. These events should be used to garner interest in attendees' desire and capacity to further engage. The Authority should be prepared to offer additional engagement opportunities (i.e. request for bi-lingual docents, volunteer translators, committee membership, event volunteers, and future visits to preserves.).

- d. Repeat- Subsequent community meetings will continue to build on the goodwill and trust that has evolved through this process. Meeting topics can be more focused based on the Authority's current agenda and work-plan or may be tailored to a specific interest of the particular community.

Recommendation #3: Utilize data, maps, and community engagement practices to inform and influence the development and implementation of the Urban Open Space program.

As the Open Space Authority prepares for the implementation of Measure Q, community engagement strategies offer an important opportunity for developing and delivering an Urban Open Space (UOS) program that better serves those living in the more urban areas of the Authority's jurisdiction. The Urban Open Space program has the opportunity to make significant and lasting impact in the region. However, funding is limited and it is critical to invest in projects that will most effectively serve the greatest need.

Strategy 3A: Incorporate a blend of environmental justice and social justice considerations when making UOS decisions. Activities could include:

- a. Create an 'Urban Open Space Need' score- A screening tool could be developed that combines a blend of the CalEnviroScreen Score (see Map 10 on Page 30), Protected Lands Data (see Map 15 on Page 35), and local socio-economic indicators (such as low income adjusted for Santa Clara County levels- see Map 9 on Page 29). A high 'UOS Need' score would indicate a community with a mix of environmental burdens, lack of park access, and socio-economic factors, signaling a greater overall need for UOS services and programs. Criteria could be developed that advantages projects in communities that score high on the 'UOS Need' score. A map of these 'UOS Need' scores could be published in the grant guidelines to inform prospective grant applicants how a particular project would rank on these important criteria. *Note: While the 'Deep Engagement Communities' described above will likely score high on a UOS Need screen, they may not ultimately be an exact overlap with the communities served by the UOS program.*
- b. Identify UOS-Eligible Communities- Alternatively, the Authority could implement a 'UOS Need' score to proactively select specific communities in which to invest UOS dollars. OSA leadership would study the maps to determine communities with the greatest UOS Need scores and identify the top 5-10 communities in need of Urban Open Space support. These communities, then, would be the only ones eligible for UOS investments, and Authority staff would engage those communities to solicit proposals.
- c. Develop Additional Criteria over Time- The Protected Lands Map (Map 15, Page 35) will be of value as the OSA considers access to open space of various communities. However, Phase 2 of the Community Assessment Project will integrate many more tools and factors (see Next Steps, Page 56).

Strategy 3B: Engage local leaders from within the Deep Engagement Communities in the development of the UOS plan.

- a. Identify DEC Leaders- Work with External Affairs staff to identify and reach out to local leaders from each of the DECs.
- b. In-person Conversations- After initial framework of UOS guidelines are developed (i.e. concept stage), have meetings with local leaders from each DEC. After giving the overarching goals and framework for the UOS program, the objective would be to listen and learn about the open space needs of the community, as well as the history of similar processes—both successful and unsuccessful. This will help the Authority avoid repeating mistakes, and instead learn from the community’s experience.
- c. Follow-up- A note showing appreciation, high level take-aways, an offer to report back once the guidelines are established, and an invitation for further participation could be sent after the meeting. This additional effort will build relationships important to the community engagement effort as a whole. Additionally, key highlights from all meetings could be summarized and shared with the UOS Ad Hoc Committee and considered for integration into the plan.

Strategy 3C: Look into San José’s Strong Neighborhoods Initiative (SNI) for lessons learned and potential partnership.

Note: The Strong Neighborhoods Initiative (SNI) is a partnership between the City of San José, the Redevelopment Agency (RDA) and San José’s residents and business owners to strengthen the city’s neighborhoods by building clean, safe and strong neighborhoods with independent, capable, and sustainable neighborhood organizations. The goal is for neighborhoods to reach their full potential as highly livable communities. The 20 (19 active) Strong Neighborhoods Initiative areas are located throughout San José, each now with its own neighborhood improvement plan that contains a top ten priority action plan for improvements. The SNI is now in its implementation stage which focuses on implementing the proposals and recommendations identified through the planning process.

Activities might include:

- a. Learn from their Process- The development of neighborhood improvement plans and top priority projects were developed through a collaborative effort. There were Neighborhood Advisory Committee (NAC) meetings and several community workshops. By speaking with City staff that manages this project, the Authority could benefit from lessons learned.
- b. Consider Partnerships- Because the SNI is in its implementation stage, it is likely that many projects are still in need of support and resources. Understanding the types of projects, where these projects are located, and the status of these projects would be the first step in determining if there are potential projects for partnership. Note: One of the 20 Strong Neighborhood Initiative planning areas is Tully-Senter, and therefore falls in DEC #4; another falls within the Burbank neighborhood of DEC #5.

Strategy 3D: Present UOS plan, criteria, and RFP process in DECs and other communities considered likely candidates for new programs, services, and projects.

- a. Go to the Communities- Once specific communities are identified as eligible or likely candidates for UOS support, the Authority staff and UOS leadership could make presentations in these priority communities. These meetings would be an opportunity to present information, answer questions, and learn about prospective project opportunities.
- b. Partner with Community Leaders- Prior to reaching out to these communities, UOS and External Affairs staff could discuss potential partners to host, co-sponsor, translate, or facilitate. By having a local leader support the event and introduce the Authority, the conversation becomes more collaborative. Note: When held in one of the six DECs, these meetings can be integrated into a broader community meeting as described in Strategy 2C on Page 52).

Next Steps and Conclusion

The first phase of the Community Assessment Project has provided important information and insights about the communities served by the Authority. This report should be used as a baseline for decision makers across the organization. It will serve as a key reference as outreach and community engagement activities expand, as new relationships are built, as events and community meetings take place, and as the Urban Open Space plan is designed and delivered.

This report and the data that supports it also lay the foundation for Phase 2. The next step for phase 2 will be to develop a scope of work. Below are the initial concepts and next steps for Phase 2 of this project.

Community Assessment Project: Phase 2

Develop an Implementation Plan for Outreach and Increased Community Engagement

Based on the recommendations in Phase 1, the Authority should develop a work-plan that outlines the implementation of the strategies you wish to adopt. The three overarching recommendations should be implemented in conjunction with each other, not sequenced. The work within each recommendation will influence the work of the others, and therefore continuous communication between staff should be built into the work-plan. However, the implementation plan will likely need to prioritize strategies and the related activities based on capacity and resources.

Launch Additional Research and Analysis for UOS Planning

The Authority will need a Phase 2 plan that incorporates additional research and analysis around data that may be useful in the UOS decision making process. Data collection may include:

- park needs
- climate resiliency
- green infrastructure
- vacant parcels
- bicycle/pedestrian accidents
- tree canopies
- obesity and other health factors
- crime rates (park safety)

Build Strategic Partnerships for Shared Research

Some of the data desired to complete the UOS guidelines and criteria may not currently exist, and developing primary research may require partnership. Potential partners may include:

- The Trust for Public Land
- Office of Environmental Health Hazard Assessment (CalEnviroScreen)
- California League of Cities (in partnership with the Children in Nature Network)
- Google, Other Corporations
- Bay Area Open Space Council
- California Council of Land Trusts (Horizons Committee)

Build Strategic Partnerships for UOS Implementation

Successful projects in communities across the region will require community buy-in and collaboration. Leveraging support and engagement from trusted local leaders and other respected organizations will further the Authority's goal to provide high-quality relevant services. Potential partners may include (in addition to those noted above):

- City/County Parks and Recreation
- Santa Clara Valley Water District
- School Districts
- Non-profit Organizations (after-school, environmental education, social services, etc.)
- Civic Organizations (Rotary, Kiwanis, etc.)

On-going Community Engagement

The continued implementation and sustainability of UOS projects will require an on-going community engagement commitment. External affairs staff should be highly involved in the planning of this critical strategy.

In Conclusion

This is an exciting time for the Santa Clara Valley Open Space Authority. The passage of Measure Q signaled strong community support for the agency's work. It was also significant in that the more under-reached communities and communities in the jurisdiction with greater potential barriers to open space awareness and access demonstrated strong support, which may indicate an interest and a need or demand for open space access and opportunities in those communities. The Authority has taken the important first step by investing some time to understand its constituents better. This will surely set the OSA up better for meaningful engagement.

Community engagement does not come with a 'to do' list that you can check off and consider done. It is an iterative process that will require listening, learning, and adapting as you go. The strategies and activities in the report will allow the flexibility to do just that. The Authority has made a long-term commitment to this work and it will serve its mission well.

Appendices

Appendix A: A Phased Approach to Understanding our Community

Appendix B: Understanding Our Community- A Snapshot

Appendix C: Understanding our Community Project Plan

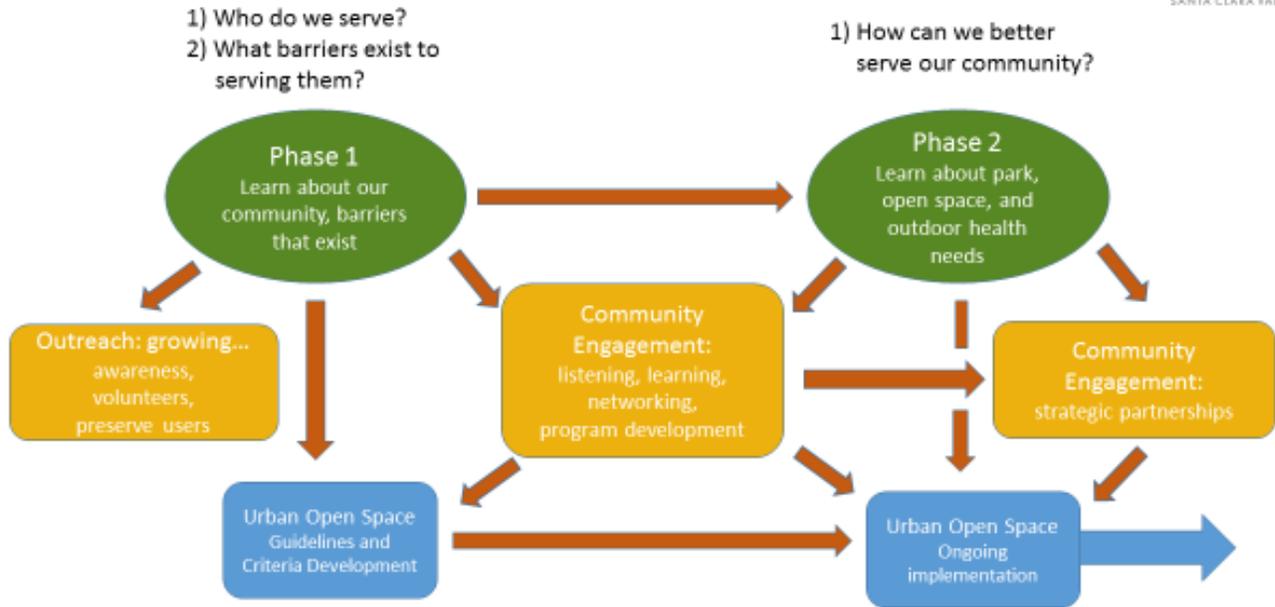
Appendix D: County Supervisor District map and City maps, with respective representatives

Appendix E: Stakeholder List

Appendix F: Potential Partner Organizations

Appendix A: A Phased Approach to Understanding our Community

Santa Clara Valley Open Space Authority
Understanding our Community Project



Understanding Our Community: A Snapshot

Santa Clara Valley Open Space Authority
September, 2015

Approximately 1.4 million people live within the Santa Clara Valley Open Space Authority's jurisdiction. This is a richly diverse community in many ways. It is this diversity of cultures, ages, experiences, and backgrounds that contributes to the region's vibrancy and prosperity. However, the region is also one of disparity when it comes to distribution of wealth, environmental burdens, linguistic isolation, and access to open space.

The Authority is proud to be a part of this unique region and works diligently to provide an equitable balance of services to all those living in the jurisdiction.

1. Ethnicities

The largest three ethnicities within the Authority's jurisdiction are Asian (456,000 or 33%), White (436,000 or 31%) and Hispanic/Latino Origin (421,000 or 30%). This is why the region is often characterized as a population of thirds. That, of course, is not the complete picture. Other ethnicities include African American/Black (40,000 or 3%), American Indian (8,700 or 1%), Native Pacific Islander (5,100 or <1%), and other (30,000 or 2%).

2. Asian Groups

Of the area's Asian population of 456,000, there are 12 Asian groups with a population greater than 1,000. The six most populous are: Vietnamese (29%), Chinese (25%), Asian Indian (22%), Filipino (19%), Korean (5%), and Japanese (5%).

3. Languages Spoken

53% of the population (age 5 and older) speaks a language other than English at home. 21% speaks Spanish, 8% speaks Vietnamese, 7% speaks Chinese, and 4% speaks Tagalog. And another 13% of the population speaks a language other than the top five spoken languages of English, Spanish, Vietnamese, Chinese and Tagalog.

4. Linguistic Isolation

31% of the jurisdiction's population (439,000 individuals) lives in a community that is in the state's top 25% for linguistically isolated households.

The U.S. Census Bureau uses the term "linguistic isolation" to measure households where all members 14 years of age or above have at least some difficulty speaking English. A high degree of linguistic isolation among members of a community raises concerns about access to health information and public services, and effective engagement with regulatory processes.

5. Income Level

11% of our jurisdiction's population (150,000 individuals) lives in low income households, defining low income as under half of the county median household income level of \$91,702. That is, 11% of the jurisdiction's population lives in households with an income of \$45,851 or below.

According to familiesusa.org, the federal poverty rate for a family of four is \$24,250, compared to the U.S. median household income of \$51,000 (a ratio of approximately 1:2).

Our definition of 'low income' in the Authority's jurisdiction has a similar ratio based on county data. We have defined low income as below half of the county household median, making our ratio of "low income" (\$45,851) to the County median household income (\$91,702) approximately 1:2. We believe this to be more consistent with the realities of this region as compared to the federal levels.

Additionally, according to Housing and Urban Development (HUD), "low-income" in Santa Clara County for a family of four is \$75,500; "very low" is \$53,150; and "extra low" is \$31,900. Therefore, the definition of low income used in this report encompasses "extra low" and much of "very low" by the HUD definition for a family of four.

Note: More than half (53%) of those living within the OSA jurisdiction are below the county's median household income level.

Note: The cost of living in Santa Clara County is 115.70% higher than the U.S. average (according to Sterling's Best Places).

6. CalEnviroScreen Top 25%

8% of the jurisdiction's population (106,000 individuals) lives in a community that is designated as disadvantaged by the Environmental Protection Agency's definition of disadvantaged communities. These communities fall within census tracts that rank in the state's top 25% on the CalEnviroScreen (CES) score (see Page 12 of the Community Assessment Project report for definition of CES).

7. OSA's Current Reach

The OSA Mailing Database contains a total of 1,337 addresses. A total of 949 of those (71%) fall within OSA jurisdiction.

- 96 OSA mailing addresses fall in high Spanish speaking Census tracts (tracts where more than 40% of population speaks Spanish); 67 of them in top 25 percentile for linguistically isolated.
- 72 OSA mailing addresses fall in high Vietnamese speaking Census tracts (tracts where more than 22% of population speaks Vietnamese); 48 of them in top 25 percentile for linguistically isolated.
- 22 OSA mailing addresses fall in high Chinese speaking Census tracts (tracts where more than 22% of population speaks Chinese); 5 of them in top 25 percentile for linguistically isolated. *Source: Santa Clara Valley Open Space Authority.*

8. Age

Youth under the age of 18 make up 24% of the jurisdiction's population (330,000 individuals). Another 11% (147,000 individuals) are seniors over the age of 65.

9. Education

60% of the jurisdiction's population over the age of 25 (550,000 individuals) has not attained a Bachelor's degree, while the other 40% (367,000 individuals) has a Bachelor's degree or higher.

10. Vehicles

88% of the jurisdiction's population commutes to work by car. Another 4% works from home and 3% take public transportation. The remaining 5% use other means such as bicycle, motorcycle, or cab to commute to work.

Of the 444,000 households residing in the Authority's jurisdiction, 95% of them have access to at least one vehicle. Even so, that means that nearly 22,000 households do not have access to a vehicle.

11. Support

There are 558,000 registered voters within OSA's jurisdiction. Measure Q passed in November 2014 with a 68% approval rating. The vast majority of the District's foreign-language voters — 85.8% of Vietnamese-language voters, 83.2% of Spanish-language voters and 76.2% of Chinese-language voters — reside in the city of San Jose where the measure passed with a 68.7% approval rating. City Council Districts with larger proportions of foreign-language voters tended to support Measure Q the most strongly.

For example, in District 7 with the highest number of foreign-language voters at 30.9% of the voters, the measure received 73.2% approval. Of the 30.9% of those voters, 81% were Vietnamese language voters (17% were Spanish language voters and 2% were Chinese language voters).

In District 5 with the next highest number of foreign-language voters (20.8%), the measure received 72.2% approval. Of the 20.8% of voters, 52% were Vietnamese language voters and 40% were Spanish language voters (8% were Chinese language voters).

Other Points of Interest

12. San José's Vietnamese Population

According to the 2010 U.S. Census, approximately half of all people of Vietnamese origin living outside of Vietnam live in the United States. Of U.S. cities, the City of San José has the largest Vietnamese population (by more than twice the number of the second highest city). Therefore, it is not surprising that of the 29% of the Asian population living within Authority's jurisdiction is of Vietnamese origin or that 8% of the jurisdiction's overall population speaks Vietnamese at home. Note: Of U.S. metropolitan areas, San José's metropolitan area has the second highest Vietnamese population (Los Angeles Metropolitan Area has the highest). Of U.S. counties, Santa Clara County has the second highest Vietnamese population (Orange County has the highest).

13. San José's Japantown

Between E. Taylor and E. Empire streets on the North and South, and 1st and 9th streets on the West and East, San José's Japantown is a rare find in this country, where most other Japanese-American neighborhoods were lost after the internments of World War II. It is a bustling neighborhood of

restaurants, specialty stores, professional services, a Sunday Japantown Farmer's Market, and non-profit organizations that reflect Chinese and Japanese heritage alike. (See <http://www.japantownsanjose.org/> for more information).

Sources:

American Community Survey 5-yr 2009-2013 Census Block Groups

American Community Survey 5-yr 2009-2013 Census Tracts

CalEnviroScreen, Office of Environmental Health Hazard Assessment

Santa Clara Valley Open Space Authority

Santa Clara County Parks Department

Peninsula Open Space Trust

County of Santa Clara Registrar of Voters

U.S. Census Bureau: The Vietnamese Population in the United States: 2010

www.japantownsanjose.org: Japantown Business Association, Senate Bill 307 report (2004) and The Preservation Action Council of San Jose (1994).

Appendix C: Understanding our Community Project Plan

Santa Clara Valley Open Space Authority Understanding our Community- Project Plan May 2015 – April 2017

The Open Space Authority will engage communities to better design and deliver projects and programs that serve all constituents within the jurisdiction. Our intent is to learn from and work collaboratively with engaged community members to build partnerships and invest resources that result in increased reach and impact.

The **Community Assessment Project** will lay the foundation for this new community engagement approach through significantly increasing our understanding of the community we serve. By providing us the information we need to strategically reach and engage members of our diverse jurisdiction, it is the first step in a long-term commitment to serving our communities in meaningful and sustainable ways. It will ensure that our programs and projects are developed with the input of diverse voices and perspectives from across the district, and are, as a result, more relevant to and valued by our communities.

Objectives of the Community Assessment Project

- 1) To better understand - and map - the demographics of residents in the OSA jurisdiction
- 2) To identify gaps in urban open spaces by need and geography
- 3) To identify gaps in OSA's "reach" (e.g. households that receive OSA publications and online info)
- 4) To identify local leaders, neighborhood representatives, and community-based organizations that may serve as allies and partners.

Process and Timing

Phase 1: Demographics Research and Analysis. May – Sept 2015.

- Research best methods for collection and presentation of demographics data that illustrates the diversity of our residents. Consultant to work with OSA GIS staff and others to collect agreed-upon data sets, prepare printed or online maps that illustrate demographics, as well as printed report.
- Preliminary identification of community or neighborhood and business leaders in selected areas identified as under-served.

Phase 1 Outcomes

- Report with maps that includes "ground-truthing" by selected community members
- Information transfer to UOS program development team
- Understanding of local barriers to OSA engagement and to community use of open spaces
- Identification of opportunities for increasing community outreach and engagement, including identification of solutions to overcoming reach barriers.

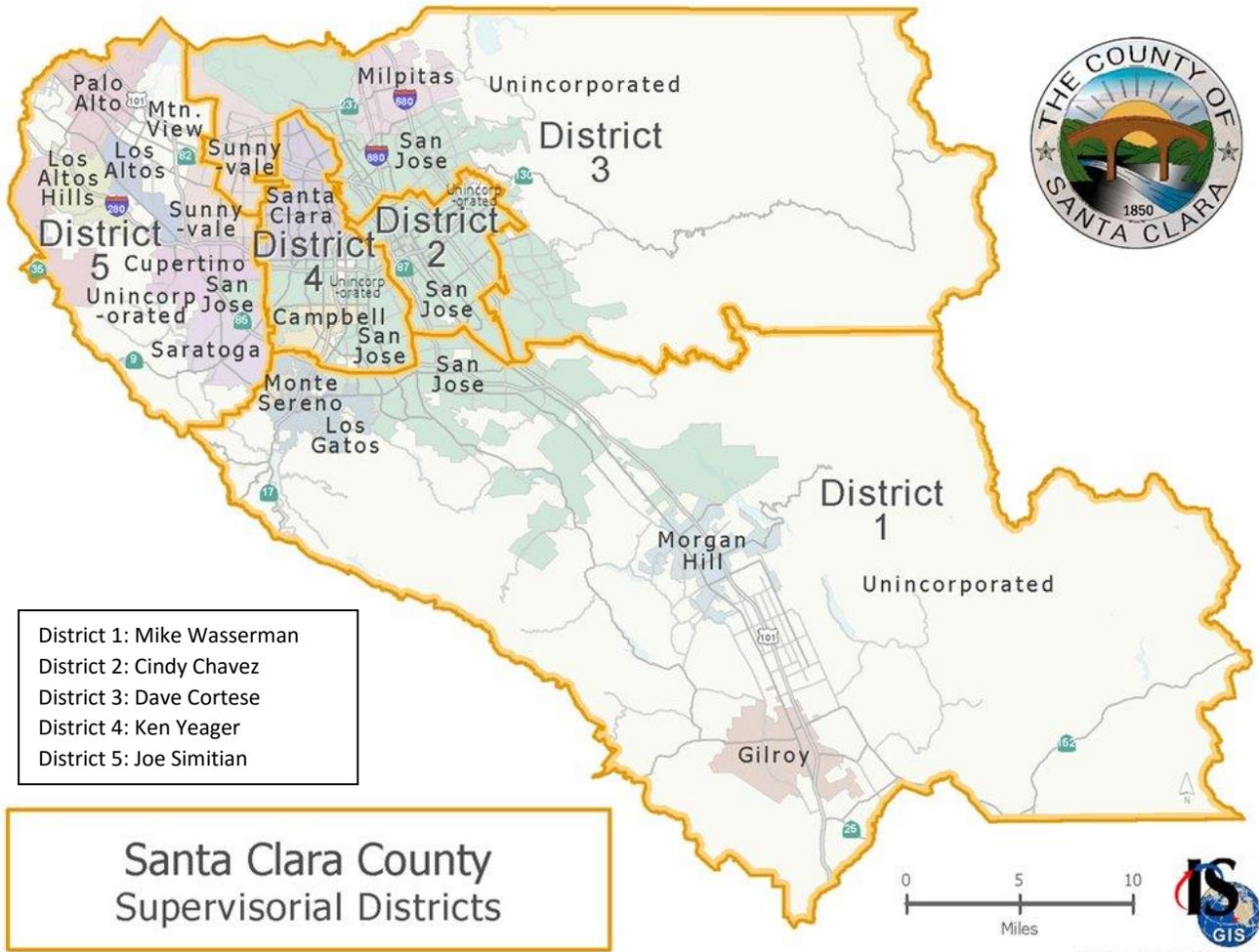
Phase 2: Map Park/Open Space access, Green Infrastructure, Human Health Concerns. Oct 2015 – Apr 2017

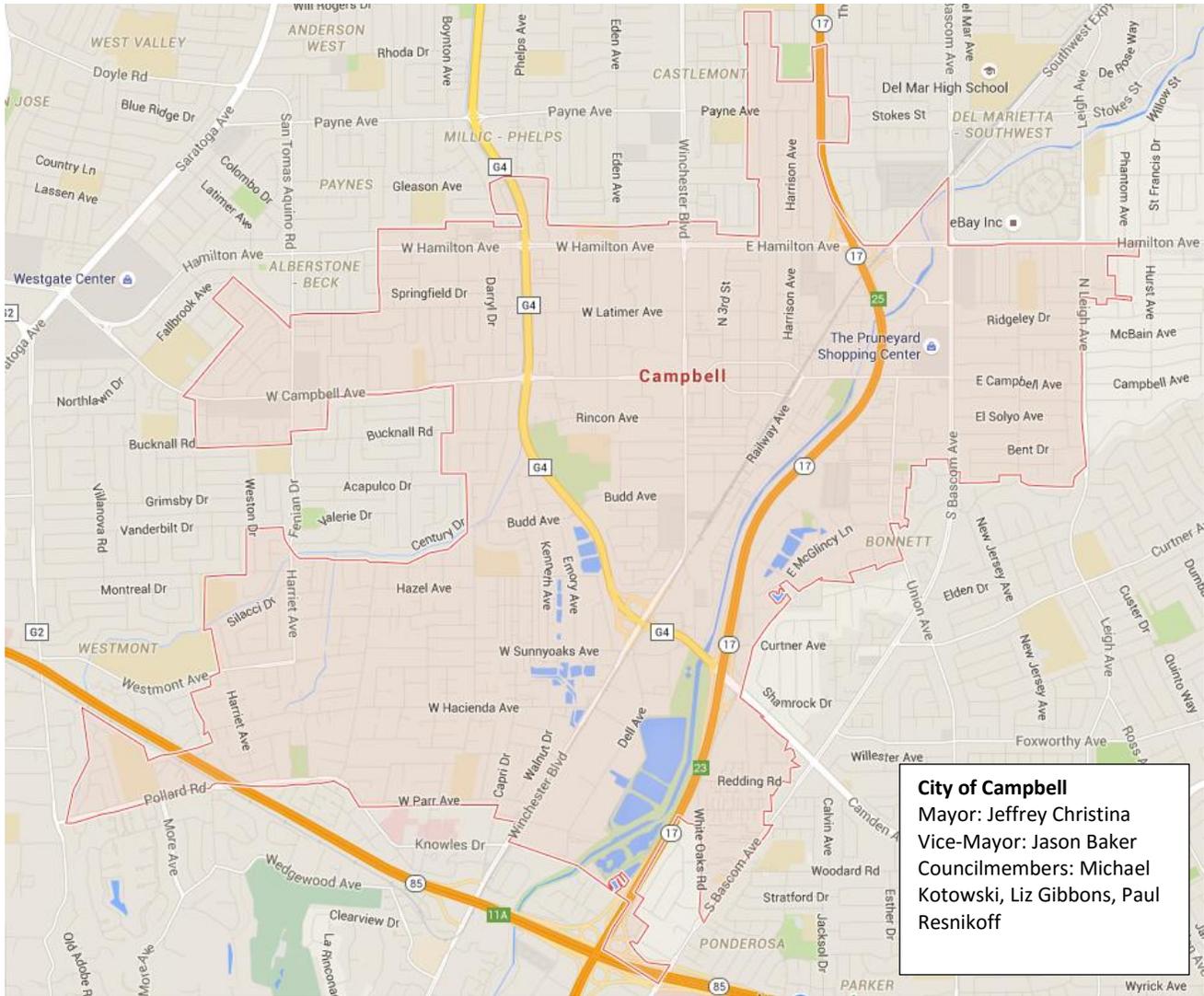
- Map existing urban park and open space sites (where possible, with help from partners) across the jurisdiction and identify park/open space poor communities.
- Map green infrastructure needs and opportunities to the degree data is available.
- Map areas of community health concerns that have the potential of being improved through increased park and open space access.

Phase 2 Outcomes

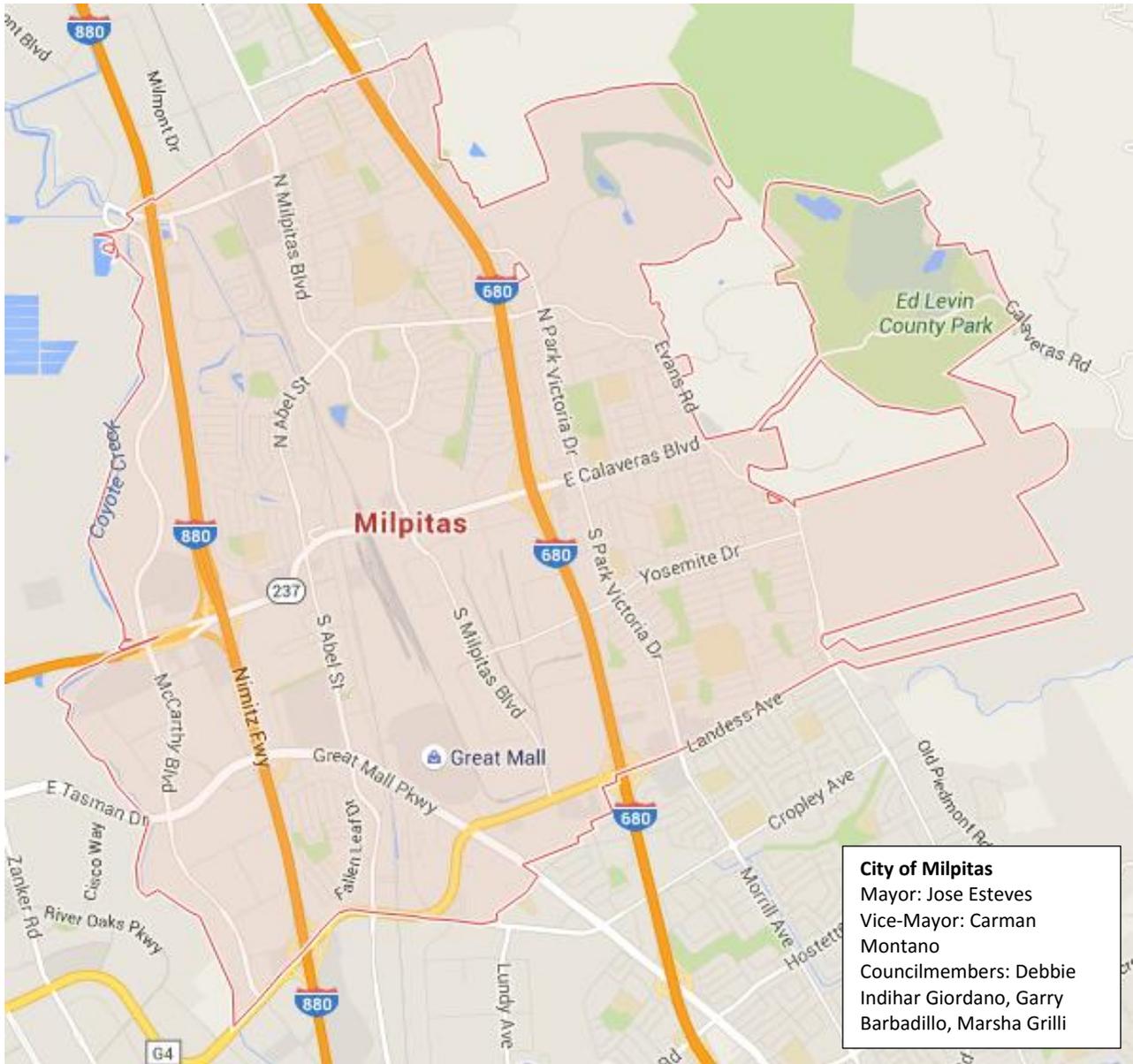
- Based on known gaps in park and open space access to urban areas, identify areas with greatest opportunity for impact. With partners, develop and implement a coordinated strategy to help fill these gaps.
- Inform UOS project selection criteria over time.

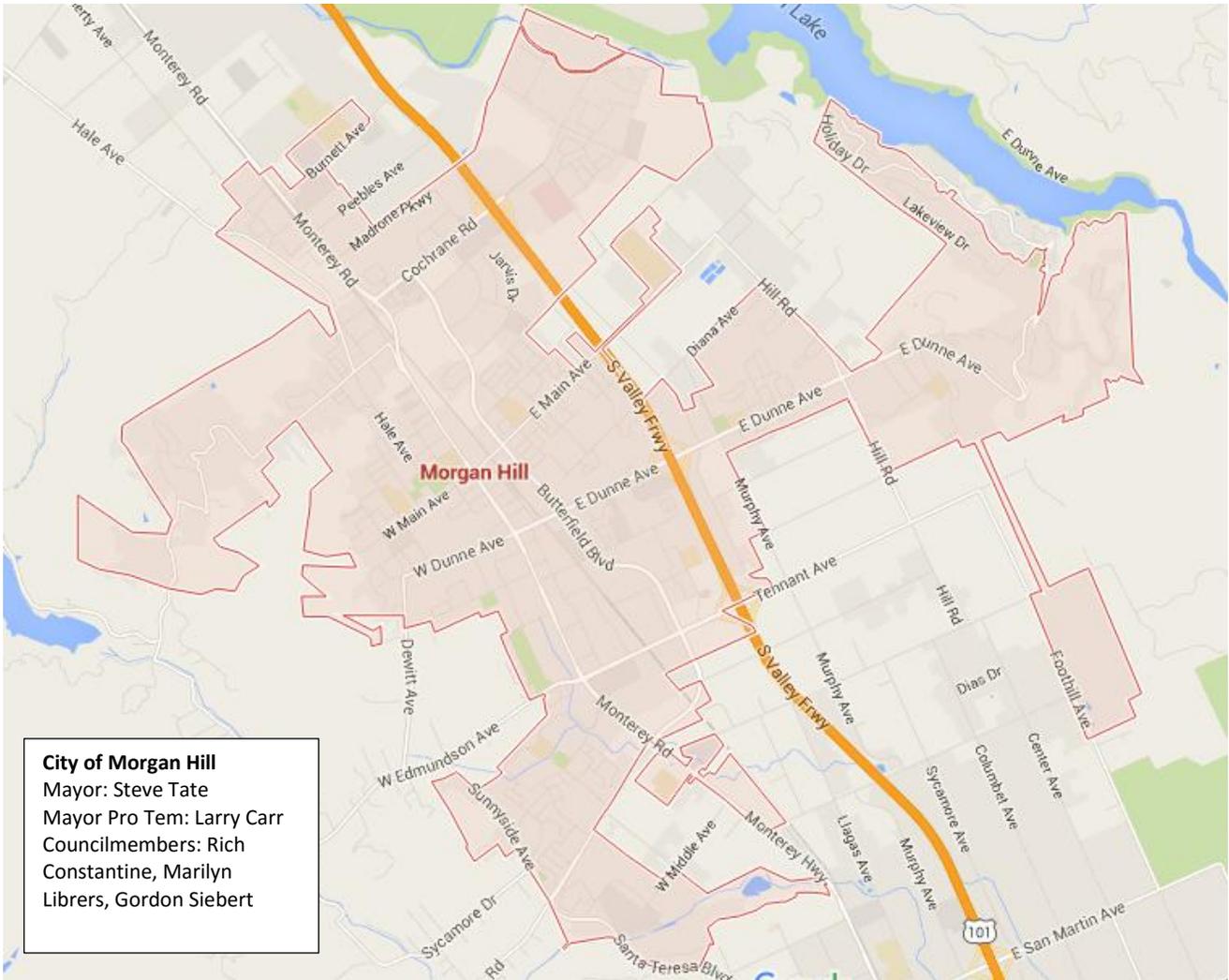
Appendix D: County Supervisor District map and City maps, with respective representatives





City of Campbell
 Mayor: Jeffrey Christina
 Vice-Mayor: Jason Baker
 Councilmembers: Michael
 Kotowski, Liz Gibbons, Paul
 Resnikoff





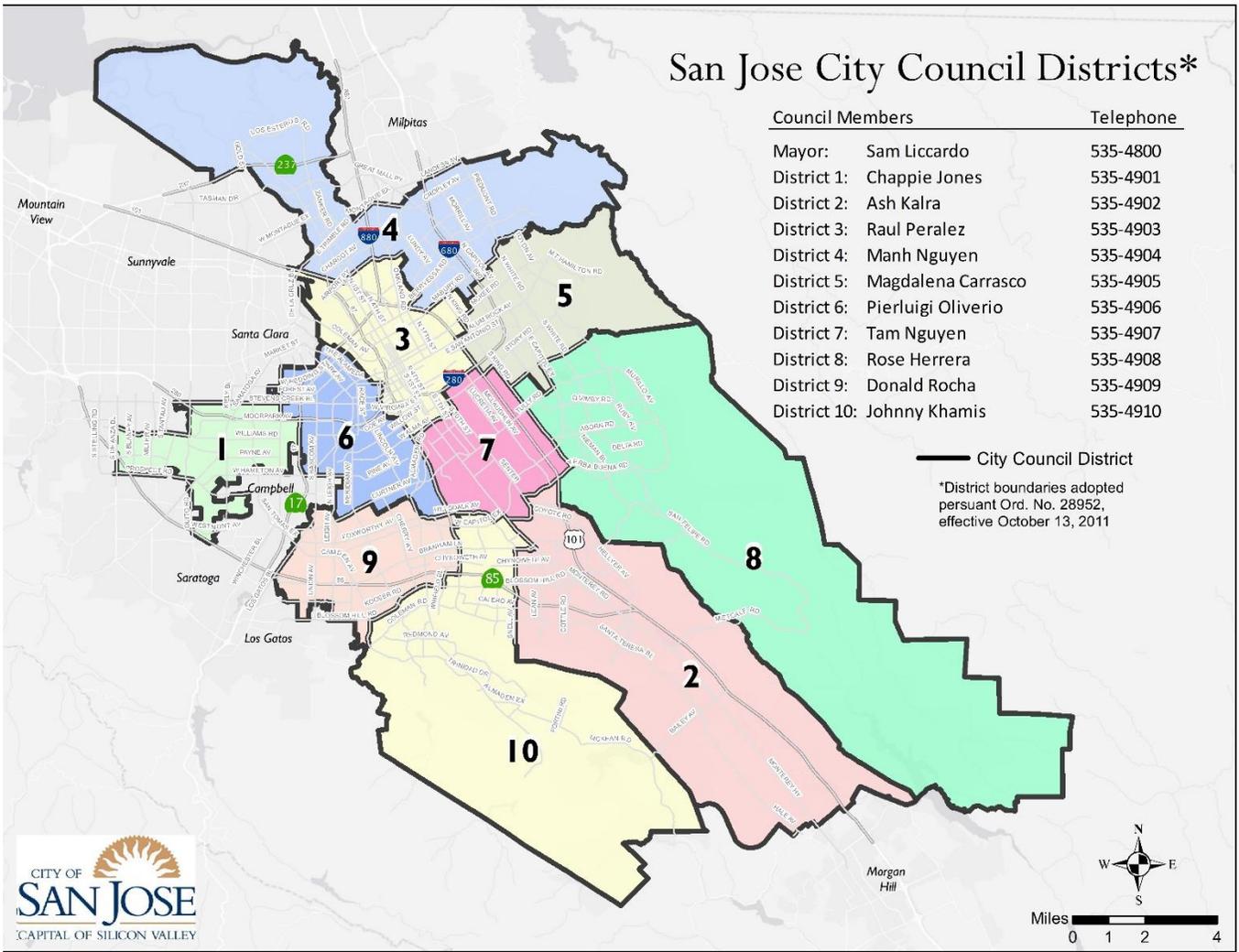
San Jose City Council Districts*

Council Members	Telephone
-----------------	-----------

Mayor: Sam Liccardo	535-4800
District 1: Chappie Jones	535-4901
District 2: Ash Kalra	535-4902
District 3: Raul Perez	535-4903
District 4: Manh Nguyen	535-4904
District 5: Magdalena Carrasco	535-4905
District 6: Pierluigi Oliverio	535-4906
District 7: Tam Nguyen	535-4907
District 8: Rose Herrera	535-4908
District 9: Donald Rocha	535-4909
District 10: Johnny Khamis	535-4910

— City Council District

*District boundaries adopted pursuant Ord. No. 28952, effective October 13, 2011



City of Santa Clara

Mayor: Jamie L. Matthews

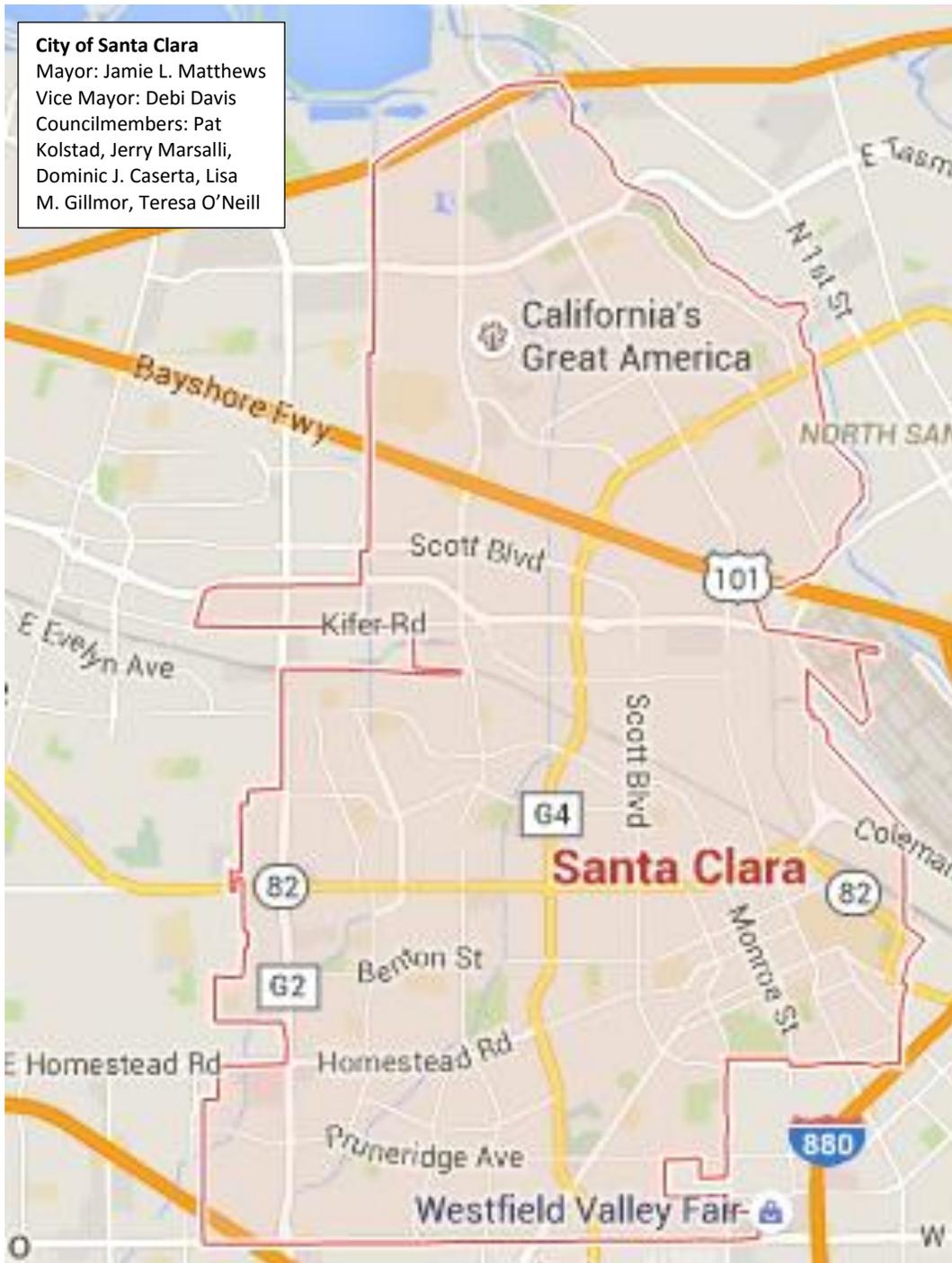
Vice Mayor: Debi Davis

Councilmembers: Pat

Kolstad, Jerry Marsalli,

Dominic J. Caserta, Lisa

M. Gillmor, Teresa O'Neill



Suggested Additional Key Stakeholders (Broader Community)

Akemi Flynn, People Acting in Community Together (PACT)
Chris Block, American Leadership Forum Silicon Valley
Ethnic Chambers of Commerce leadership (14 in Silicon Valley)
José Gonzalez, Latino Outdoors
Laurel Prevetti, City of Los Gatos (former Assistant Director of Planning in SJ)
Leah Toeniskoetter, SPUR San Jose
Marianna Grossman, Sustainable Silicon Valley
Matthew Mahood, San Jose Silicon Valley Chamber of Commerce
Sergio Jimenez, San Jose Parks and Recreation Commission
Teresa Alvarado, Santa Clara Valley Water District
Elected Officials - City, County, State, and Special District representatives

Appendix F: Potential Partner Organizations

DEC Potential Partner Organizations	Website
DEC #1 Milpitas: Dixon Landing Park	
City of Milpitas Parks & Recreation- Dixon Landing Park and Milpitas Community Center (within 3 miles)	www.ci.milpitas.ca.gov/government/recreation/parks.asp
Supervisorial District 3 Staff Listing	https://www.sccgov.org/sites/d3/about/Pages/District-3-Staff.aspx
DEC #2 Santa Clara: Main to Scott	
City of Santa Clara- Rotary Park and City Hall	www.santaclaraca.gov/index.aspx?page=529
Triton Museum of Art	www.tritonmuseum.org/
Supervisorial District 4 Staff Listing	https://www.sccgov.org/sites/d4/Pages/Search.aspx?svtyp=Contacts
DEC #3 San José: Story and King	
S. J. Council District 3 Staff Listing	www.sanJoseca.gov/index.aspx?nid=1191
S.J. Council District 3 Neighborhood Association Listings	www.sanJoseca.gov/index.aspx?NID=1195
S.J. Council District 3 Neighborhood Commissioners: Pete Kolstad and Desiree Barragan	www.sanJoseca.gov/index.aspx?NID=376
S. J. Council District 5 Staff Listing	www.sanJoseca.gov/index.aspx?nid=1210
S.J. Council District 5 Neighborhood Commissioners: Juan Estrada and Kathleen McEvers	www.sanJoseca.gov/index.aspx?NID=376
S.J. Council District 7 Neighborhood Association Listings	www.sanJoseca.gov/index.aspx?nid=3537
S.J. Council District 7 Neighborhood Commissioners: Robert Sandoval and Moses C. Ramirez	www.sanJoseca.gov/index.aspx?NID=376
Mexican Heritage and Mariachi Festival (Mexican Heritage Corporation)	www.vivafest.org
Dr. Roberto Cruz - Alum Rock Branch Library	www.ar.sjpl@sjlibrary.org
Supervisorial District 2 Staff Listing	https://www.sccgov.org/sites/d2/contact-cindy/Pages/meet-the-staff.aspx
Supervisorial District 3 Staff Listing	https://www.sccgov.org/sites/d3/about/Pages/District-3-Staff.aspx

DEC #4 San José: Kelley Park and Senter	
Tully Community Library	www.tu.sjpl@sjlibrary.org
Asian Americans for Community Involvement (AACI)- 749 Story Rd office	www.aaci.org
S.J. Council District 7 Neighborhood Association Listings	www.sanjoseca.gov/index.aspx?nid=3537
S.J. Council District 7 Neighborhood Commissioners: Robert Sandoval and Moses C. Ramirez	www.sanjoseca.gov/index.aspx?NID=376
Di Lac Temple- Buddhism-Cultural Center Maitreya Temple	www.chuadilac.com
Sacred Heart Community Services	www.sacredheartcs.org
Supervisorial District 2 Staff Listing	https://www.sccgov.org/sites/d2/contact-cindy/Pages/meet-the-staff.aspx
DEC #5 Burbank/Unincorporated: S. Bascom Ave to W. San Carlos	
Neighborhood Commissioners in District 6: David Dearborn and Larry Ames	www.sanjoseca.gov/index.aspx?NID=376
San Jose City College	www.sjcc.edu
Bascom Community Center	www.sanjoseca.gov/Facilities/Facility/Details/287
Bascom Branch Library of San Jose City Libraries	www.sjpl.org/bascom
Supervisorial District 4 Staff Listing	https://www.sccgov.org/sites/d4/Pages/Search.aspx?svtyp=Contacts
DEC #6 Morgan Hill: 101 and Tennant	
Jackson Academy of Math and Music (K-8)	www.jackson.mhusd.org/about/
Coyote Lake Harvey Bear Ranch Park- Santa Clara County Parks	www.sccgov.org/sites/parks/parkfinder/Pages/CoyoteLake.aspx
Morgan Hill Aquatics Center	www.mhaquaticscenter.com/
Supervisorial District 1 Staff Listing	https://www.sccgov.org/sites/d1/connect-with-mike/Pages/meet-the-staff.aspx

Other Potential Partner Organizations	Website
AACI (Asian Americans for Community Involvement)	www.aaci.org
City of San Jose- library branch locations	www.sjpl.org/locations
City of San Jose- list of community centers	www.sanjoseca.gov/index.aspx?nid=3058
Consulate General of Mexico in San José	www.consulmex.sre.gob.mx/sanjose/
Hispanic Foundation of Silicon Valley	www.hfsv.org
Joint Venture: Silicon Valley Network	www.jointventure.org
Latino Outdoors	www.latinoooutdoors.org
Mexican American Community Services Agency (MACSA)	www.macsa.org
Mexican Heritage and Mariachi Festival (Mexican Heritage Corporation)	www.vivafest.org
Midpeninsula Regional Open Space District	www.openspace.org
Movimiento de Arte y Cultura Latino Americano (MACLA)	www.facebook.com/maclaarte
People Acting in Communities Together (PACT)	www.pactsj.org
Office of Environmental Health Hazard Assessment	www.oehha.ca.gov
Outdoor Afro	www.outdoorafro.com
Peninsula Open Space Trust	www.openspacetrust.org
Santa Clara County Parks	www.sccgov.org/sites/parks
Sierra Club- San José ICO	www.sierraclub.org/california/san-jose-ico
Silicon Valley Community Foundation	www.siliconvalleycf.org
Silicon Valley Leadership Group	www.svlg.org
Sustainable Silicon Valley	www.sustainablesv.org
Wildlife Center of Silicon Valley	www.wcsv.org
Santa Clara County Public Health Department	www.sccgov.org/sites/sccphd

Understanding Our Community Project Team

Marc Landgraf, External Affairs Manager,
Santa Clara Valley Open Space Authority

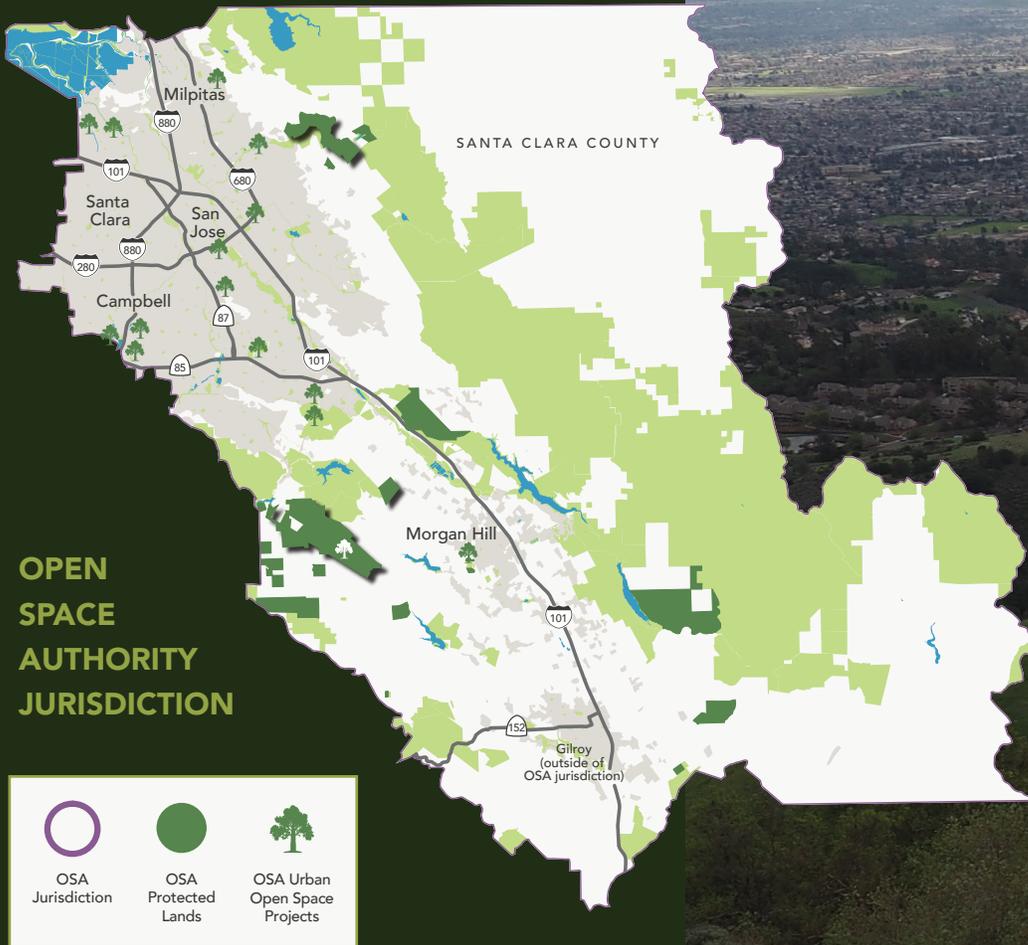
Janice Lau Perez, GIS Planning Technician,
Santa Clara Valley Open Space Authority

Carol Olson, Project Manager, Basecamp Strategies

Understanding Our Community report can be
downloaded at:
www.openspaceauthority.org/urban

PHOTOS

main cover image: Ron Horii; cover insets, left to right: Ron Erskine, Patty Eaton, Liv Ames, Liv Ames;
inside top: Liv Ames, William Matthias, Liv Ames, L. Haymaker, Stephen Joseph, Teri Rogoway, Liv Ames;
inset left: Mountain Mike; inset right: cc T. Miller Holmgren



OPEN SPACE AUTHORITY JURISDICTION

openspaceauthority.org
408-224-7476



Our Mission

The Open Space Authority conserves the natural environment, supports agriculture and connects people to nature by protecting open spaces, natural areas and working farms and ranches for future generations.

The Open Space Authority proudly serves the cities of San Jose, Campbell, Santa Clara, Milpitas, and Morgan Hill and unincorporated areas of Santa Clara County