REQUEST FOR PROPOSALS
#RFP-2023-11

PROJECT: ETHNIC MARKETING AND PUBLIC RELATIONS SERVICES

The Authority is issuing this Request for Proposals for expertise and on demand consulting services related to ethnic marketing and public relations services.

PROPOSALS DUE: FRIDAY, AUGUST 11, 2023 by 5PM PACIFIC STANDARD TIME
Request for Proposals
Ethnic Marketing and Public Relations Services

BACKGROUND & SCOPE OF WORK
PURPOSE OF REQUEST FOR PROPOSALS
The Santa Clara Valley Open Space Authority (Authority) is soliciting proposals from qualified consultants with expertise in helping build diverse community connections, cultural insights, and strategy development for reputation management, crisis avoidance and management, multicultural marketing (including social media), public relations and ethnic media relations, multicultural media event planning (including but not limited to press conferences, webinars, and round table discussions), and market research.

BACKGROUND
The Santa Clara Valley 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. Since 1993, the Authority has protected almost 30,000 acres of open space, natural areas and working lands, watersheds, and wildlife habitat – providing ecologically friendly outdoor recreation and preserving the natural beauty and environmental health of the Santa Clara Valley. Accredited as a District of Distinction by the Special District Leadership Foundation, the Open Space Authority is committed to sound fiscal management, and governance policies and practices to effectively operate and govern a special district in a transparent manner.

The Open Space Authority’s Public Affairs Department (PUB) is responsible for leading the Authority’s public communications initiatives and media engagement, building strategic partnerships, and other related matters. Through these areas of responsibility, we support all other Open Space Authority departments in the important work they do.

A primary function of the Public Affairs Department is to support the mission of the agency through informing the public, our partners, our partners’ networks, community leaders, and decision makers about:

- The importance of nature-based solutions to climate change and how they help make our communities more resilient, livable, and provide residents with opportunities to live healthier lives;
- The benefits provided by natural infrastructure for natural and human communities that help our region adapt to events exacerbated by climate change - such as floods, drought and wildfire - while mitigating its impacts;
- Local opportunities to explore, appreciate, and learn from nature, whether at our open space preserves, or closer to home;
- The importance of fostering a welcoming and inclusive environment where all people feel safe and comfortable to explore the outdoors;
- The ability of agriculture and food systems to thrive in Santa Clara County to help address food insecurity in vulnerable populations, while also providing many other climate resilience “services” to the public at large; and
- The power of storytelling to describe our work, including at the landscape level, with a focus on how everything is connected and that we not only protect, but also restore natural and working lands to maximize nature’s benefits.

In addition, Public Affairs helps to support the agency’s long term financial sustainability by educating the public about initiatives that establish new funding sources relevant to our work, at local, state, and federal levels.

**Communications and Media**
The Communications and Media Program is responsible for strategizing, writing, designing, and distributing news releases and responding to inquiries from the public, as well as traditional and ethnic media, publishing online Open Space Outlook e-newsletters and periodic Open Space Bulletin emails, Year in Review publications, enhancing and managing the Authority’s website and social media platforms, developing and curating content, photos, videos, as well as creating graphics for brochures, reports, event collateral, and public notices to build awareness about the Open Space Authority, and the agency’s mission and work. The Program also distributes timely public safety and preserve closure notifications as needed, with Public Affairs serving as the agency’s hub for internal communications on these matters.

**Strategic Partnerships**
This Program supports agency-wide, interdepartmental efforts to build and maintain relationships with community leaders, community-based organizations, agencies, and other individuals and groups – inside and outside of the conservation field – that do work that promotes the Open Space Authority’s mission. Public Affairs helps to identify, plan, and facilitate community engagement events, programs, and other opportunities that help deepen relationships with organizations and the communities they serve, and help build a stronger network of collaboration across our region.

**Target Audiences**
The Agency’s audiences are the most important aspect of this engagement plan. They are the reason content is created and they must be defined correctly to produce the appropriate content for them. Audience segments are ever-changing and that is why it is important to create dynamic segments. We let the audiences inform us of who they are and where their interests stand. Throughout the implementation of this plan, analytics will inform us about each segment and show who they are. After data is collected, each segment will be updated in this plan. As a starting baseline, the following segments will be utilized. In all cases, the various audience groups want to see evidence (in written content/photo/video) of their own personal impact and how people like them can engage with the Authority’s programs and open space lands.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Description</th>
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<tbody>
<tr>
<td>Staff</td>
<td>The work staff performs provides subject matter for content and may provide valuable insight into what is happening at the agency. They also enjoy consuming and sharing the finished content that celebrates major milestones.</td>
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<tr>
<td>Elected Board and Citizens’ Advisory Committee (CAC) Members</td>
<td>As a governing entity, the Board is interested in most content the agency produces to stay informed of what is happening. As a</td>
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</table>
The CAC wants to receive stories that affect the communities they represent and how they can support.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
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<tbody>
<tr>
<td>Volunteers</td>
<td>Volunteers want to stay apprised of new opportunities to get involved with the agency including events, hikes, or outreach. They also want to see reports of the Authority’s successes and feel that they are part of a vital community institution. In some roles, volunteers help build meaningful connections with visitors and nature. Volunteers are also imperative in helping protect and restore natural lands for future generations to enjoy.</td>
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<tr>
<td>Partners</td>
<td>Tribal partners, those the Authority works with on land acquisitions, and organization we partner with to connect people to nature through events.</td>
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<tr>
<td>Grantees</td>
<td>Grantees include organizations that receive funding through the Open Space Authority’s Urban Grants and 20% Grant Programs.</td>
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<tr>
<td>Traditional and Ethnic Media</td>
<td>Media are looking for new and breaking news involving the agency such as new land acquisitions, interesting reports/data, important timely public information, and upcoming events.</td>
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<tr>
<td>Advocates</td>
<td>Interested in research and reports involving their area of advocacy, upcoming meetings and opportunities for public engagement, and stories from community members that support their efforts.</td>
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<tr>
<td>DEI Thought Leaders &amp; Influencers</td>
<td>Including but not limited to those who advocate for accessibility, inclusion, diversity, justice, equity, and social and environmental justice.</td>
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<td>Business leaders</td>
<td>Local business leaders are interested in evidence of how the Authority land protection efforts affect surrounding property values, the local/regional economy, and the local business community. They may also be looking for promotional/sponsorship opportunities.</td>
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<tr>
<td>Health leaders</td>
<td>Interested in research and reports regarding the impact of Authority land protection and programs on public health and access to healthy food. They are also interested in stories about community members who are using Authority lands and programs to get active, grow their own food, or buy local food.</td>
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<tr>
<td>Conservation/Environmental Community</td>
<td>Interested in research and reports regarding the impact of Authority land protection efforts and programs on the water supply, greenbelt, flood protection, and reducing/capturing greenhouse gases. They are also interested in public events and opportunities to engage with the public on the conservation values of local open space and Authority land protection programs.</td>
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<tr>
<td>Wildlife Experts/Enthusiasts</td>
<td>Interested in research and reports regarding the impact of Authority land protection efforts on native wildlife habitat and population protection. They are also interested in stories and photography that document local wildlife populations on these lands and encourage public interest in these species.</td>
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<tr>
<td><strong>Farming/Ranching/Agricultural Experts</strong></td>
<td>Interested in leasing OSA agricultural properties, or consulting in agricultural practices.</td>
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<tr>
<td><strong>Elected officials</strong></td>
<td>Local elected officials want to see information regarding the Authority’s impact on the city or other jurisdiction they represent. This involves taxation, land acquisition, events, and stories of how their constituents use and benefit from Authority-managed property and programs.</td>
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<tr>
<td><strong>Deep Engagement Communities</strong></td>
<td>The Authority’s diverse and often city-dwelling residents (especially those identified as Deep Engagement Communities) experience barriers to getting outside. These residents are seeking information about culturally-relevant, safe, and supportive group programs, transportation options/services, handicap accessibility, and reminders that Authority programs are free of cost and open to people of all ages.</td>
</tr>
<tr>
<td><strong>Preserve/Event Visitors</strong></td>
<td>Authority preserves and programs are visited by a diverse range of people in our community. In all cases, these visitors want to see people who look like them/their group reflected in photos, video, and written content.</td>
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<tr>
<td><strong>Groups</strong></td>
<td>Groups are looking for unique, scenic recreation and team building opportunities, socialization opportunities, and agency resources that will help them plan their outing. They may also be looking for volunteer service opportunities and ways they can share their group’s skills with the community.</td>
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<tr>
<td><strong>Youth &amp; Families</strong></td>
<td>Having to balance the needs of multiple people, families are looking for information about which programs and lands are accessible to young, mobility-challenged, and/or elderly family members. They may also be looking for educational opportunities for children and opportunities to encourage healthy lifestyle choices.</td>
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<tr>
<td><strong>Individuals</strong></td>
<td>Looking for clear and user-friendly information about public lands that make it inviting and easy to plan an outing independently. Individuals may also be interested in information about group programs and volunteer opportunities that they can join for a social experience.</td>
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<tr>
<td><strong>Urban</strong></td>
<td>Urban residents need information about safe and accessible group programs, transportation options, and the health benefits of getting outside. Urban residents may also be interested in information about the Authority’s Urban Open Space Programs, for programs closer to their neighborhood.</td>
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<tr>
<td><strong>People with Health &amp; Mobility Challenges</strong></td>
<td>Residents who are living with health and/or mobility challenges are looking for information about safe and supportive group programs and information about which lands are accessible to their personal needs.</td>
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OBJECTIVES
Specific objectives include:

• Advise on development and implementation of strategies that build awareness among the Authority’s multilingual and multicultural constituency about the Authority’s mission and work.
• Understand differences between the Authority’s audience segments and develop related press content and outreach messaging that best resonates with each audience.
• Grow audiences in which the Authority currently has less penetration.
• Build and maintain strong professional relationships with ethnic media outlets and journalists, and in doing so, building those relationships for Authority staff, as well.
• Maintain the highest professional standards in all media interactions, with the goal of having the Authority portrayed in those highest standards by the media.
• Create culturally relevant in-language marketing strategies and deliverables.

SCOPE OF WORK

Tasks include but are not limited to:

• Advising Authority staff about culturally relevant (in-language) marketing and public relations strategies; and

• Implementing ethnic media outreach and media tracking, and media training for bilingual spokespeople; and

• Strategizing and implementing multicultural and multilingual outreach using traditional and new media communications platforms to promote the Authority’s work. Includes but is not limited to: print and online media, broadcast media including radio and T.V., media events and tours; social media strategies; and

• Designing methods for ongoing public engagement with multicultural communities, with special emphasis on Deep Engagement Communities defined in the Authority’s
Understanding Our Community Report; and

- Creating in-language first (transcreated or localized) collateral and content, including but not limited to printed collateral, messaging for staff, surveys, and other in-language materials as needed to communicate with multicultural communities or residents that have limited English proficiency.

It is preferable that consultants have successfully completed similar projects for other entities in the conservation field.

SUBMISSION, REVIEW & SPECIAL CONDITIONS

REQUIRED INFORMATION

1. A fee proposal stating the hourly rate, estimated hours per month, and payment schedule (e.g. monthly invoicing) for the proposed project tasks and deliverables.
2. A detailed description specifying the consultant’s approach to completing the project tasks and deliverables.
3. A detailed description of consultant’s experience in providing multicultural and multilingual marketing and public relations services for public agencies.
4. A list of at least three (3) clients (include names of contact persons, telephone numbers, brief description of the work performed) for whom the consultant has performed services similar to those required by this RFP.
5. Review sample contract and provide a statement that indicates agreement to its terms including the insurance requirements. (See Attachment A.)

PREPARATION OF RESPONSES

All responses to the items in the REQUIRED INFORMATION section must be answered fully and must be able to be substantiated by the vendor.

KEY DATES*

<table>
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<tr>
<th>Event</th>
<th>Tentative Date</th>
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<tbody>
<tr>
<td>Request For Proposals Issuance</td>
<td>07/14/2023</td>
</tr>
<tr>
<td>Last Day for Question Submittal</td>
<td>07/28/2023</td>
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<tr>
<td>Final Addenda Issued</td>
<td>08/04/2023</td>
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<tr>
<td>Proposals Due</td>
<td>08/11/2023 by 5:00 p.m.</td>
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<tr>
<td>Award Bid</td>
<td>09/14/2023</td>
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* Dates subject to change

SUBMISSION OF RESPONSES

Proposals must be delivered by email (with attachments, if any) to the following email address: proposals@openspaceauthority.org, with the following language in the subject line of the email “Attention: RFP-2023-11 re: Ethnic Marketing and Public Relations Services”

The Authority cautions vendors to assure actual delivery of emailed responses directly to the address noted above by the established deadline. File attachments recommended to be under 10MB; emails
Proposals will be received only at the email address identified above. All proposals must be received by email only by the Authority prior to 5:00 p.m. August 11, 2023.

A. Email ONLY. Mail and facsimile responses will not be considered. Proposals will NOT be accepted via fax, mail, or by courier. Late responses will not be considered. Vendors shall have sole responsibility for delivery of responses on time and to the proper email address.

B. Response Format:
To facilitate the analysis of responses to this Request for Proposals, vendors are required to prepare their responses in accordance with the instructions outlined in this section. Vendors whose responses deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of the Authority.

Responses should be prepared as simply as possible and provide a straightforward, concise description of the consultant’s capabilities to satisfy the requirements of this Request for Proposals. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures and tables should be numbered and clearly labeled. No page limit, however, responses should be comprehensive, succinct and direct. Font size should be no less than 11 points.

The responses should be organized into the following major sections:

1. **PROPOSED FEE SCHEDULE**
The consultant must include pricing for all proposed services and include a breakdown of costs (by hourly, by monthly, by task, by deliverable, etc.).

2. **DESCRIPTION OF PROPOSED SERVICES**
Proposal must address each of the tasks requested in the scope of work described above, and any additional tasks that may be necessary to accomplish the stated goals. The response should provide descriptions for how the consultant intends to complete the work. The Authority prefers consolidated and comprehensive services for the entire scope of services.

3. **DESCRIPTION OF EXPERIENCE**
The consultant must provide a description of experience, including detailed descriptions of the consultant’s experience in developing multicultural and multilingual marketing and public relations strategies. Please do not include information on projects that are not similar in scope and character to the scope of work described in this RFP.

4. **CLIENT REFERENCES**
Firms should provide a list of at least two (3) clients (include names of contact persons, telephone numbers, brief description of the work performed) for whom the firm has performed services similar to those required by this RFP.

5. **STATEMENT OF AGREEMENT WITH TERMS OF CONTRACT**
The consultant must provide a statement that indicates agreement to the terms of the contract including an agreement to meet the insurance requirements.

C. **No Deviation:** Any deviation from the requirements listed below may result in the response being considered non-responsive, thus eliminating a vendor from further consideration.

**SELECTION CRITERIA**

Staff will review Responsive Proposals for consultant’s approach, strategy, and execution to complete tasks; proposed fees and rates; relevant experience of the consultant, and previous client satisfaction. The Board shall award to contract to the “most responsible and qualified bidder.” “Most responsible and qualified bidder” means the bidder deemed by the Board that best fits the needs of the service contract, or the Board makes a determination using the following criteria, including but not limited to:

1. Experience of the bidder as a firm, including past performance of the firm on contracts of similar size and scope;
2. Experience and qualifications of personnel employed by the bidder;
3. Demonstrated understanding of the scope of the service, including schedule and plan to accomplish the service;
4. Best overall financial return to the governing board on the contract; and,
5. A responsible bidder who has demonstrated the attribute of trustworthiness, as well as quality, fitness, and experience to satisfactorily perform the work or provide the goods required.

Staff may conduct in-person interviews as part of the selection process. A selected proposal must be approved by the Board of Directors. The Board may reject all proposals.

**ADDENDA**

Authority will post any addenda on Authority’s website. Consultants shall be responsible for ensuring that all addenda are included in their responses.

**REJECTION OF RESPONSES**

The Authority may reject any proposal if:

1. The consultant/vendor fails to respond to the RFP Required Information, or otherwise comply with the format and submission required set forth in this RFP, or
2. The consultant/vendor misstates or conceals any material fact in the response.

The Authority may reject all nonconforming, non-responsive or conditional proposals, and may waive any minor informalities or irregularities in any proposal and at the Authority’s sole discretion.

**VENDOR QUESTIONS**

Any questions about this RFP shall be submitted in writing to proposals@openspaceauthority.org on or before July 28, 2023. Agency will post written responses to questions and email answers to vendors/consultants no later than August 4, 2023. Responses may be posted incrementally as received.

**PUBLIC RECORDS LAW**

Pursuant to the California Public Records Act (California Government Code Section 6250 and following), public records are open to inspection at all times during the office hours of the Authority and every person has a right to inspect any public record or request copies of public records. All submitted
responses are public records and are subject to public disclosure pursuant to the California Public Records Act.

**ACCEPTANCE**
Submission of any response indicates acceptance of the conditions contained in this Request for Proposals.

**RESPONSE COSTS**
Those submitting responses do so entirely at their own expense. The Authority will not be responsible for reimbursement to any individual or firm for any costs incurred in preparing or submitting responses, providing additional information when requested by the Authority, or for participating in any selection interviews or meetings.

**NON-DISCRIMINATION**
No person shall be excluded from participation in, denied any benefits or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, sexual orientation, age (over 40), military and veteran status of any person, or any other non-merit factor unrelated to job duties and protected by law.

**List of Attachments**
Attachment A – Contract Template
Attachment B – Understanding Our Community Report II
CONTRACT FOR SERVICES

THIS AGREEMENT is entered into between the Santa Clara Valley Open Space Authority (hereinafter “Authority”) and [INSERT NAME] (hereinafter “Contractor”) and sets forth the terms of this Agreement. Authority and Contractor are collectively referred to as the “Parties.” This Agreement is effective upon full execution of this Agreement by the Parties. In consideration of the mutual covenants, terms, conditions, and restrictions contained herein, and pursuant to the laws of the State of California, the parties agree as follows:

1. **Scope of the Agreement**
   During the term of this Agreement, Contractor shall provide the [(OPTION 1) services set forth in the Scope of Work, attached hereto as Exhibit A and hereby incorporated by reference. However, if any provision or term of Exhibit A conflicts with any provision or term of this Agreement, the provisions and terms of this Agreement shall prevail and supersede any inconsistent provisions or terms in Exhibit A. (OR OPTION 2) following services: _______________________.]

2. **Documents, Materials and Records Property of Authority**
   All documents, materials, and records of a finished nature, including but not limited to final plans, specifications, video or audio tapes, photographs, computer data, software, reports, maps, electronic files and films, and any final revisions, prepared or obtained in the performance of this Agreement (collectively “work product”), shall be delivered to and become the property of Authority without restriction or limitation on their use. All documents and materials of a preliminary nature, including but not limited to notes, sketches, preliminary plans, computations and other data, and any other material referenced in this section, or prepared or obtained in the performance of this Agreement, shall be made available, upon request, to Authority at no additional charge and without restriction or limitation on their use. Upon Authority’s request, Contractor shall execute appropriate documents to assign to the Authority the copyright or trademark to work product created pursuant to this Agreement. Contractor shall return all Authority’s property in Contractor’s control or possession immediately upon termination.

3. **Payment**
   a. **Payment for Services.** [(OPTION 1) Authority shall pay for services and reimbursable expenses in a total amount of $____________ upon completion of the services to the satisfaction of Authority and delivery of the work product. (OR OPTION 2) Authority shall pay for services performed in accordance with this Agreement according to the fee schedule and any reimbursable expenses contained in Exhibit B. Contractor shall invoice Authority monthly. (OR OPTION 3) Authority shall pay for services performed in accordance with this Agreement at an hourly rate of $____________, and reimbursable expenses in the amount of $____________. Contractor shall invoice Authority monthly.]
   
   b. [(OPTIONAL PROVISION IN LIEU OF REIMBURSIBLE EXPENSES ABOVE) Reimbursement of Expenses. All expenses incurred as part of this Agreement will be reimbursed at actual cost.]
c. [THIS IS AN OPTIONAL NOT TO EXCEED PROVISION TO ADD TO OPTIONS 2 AND 3 SET FORTH ON SUBSECTION a.] Maximum Payment. Contractor agrees that fees and any reimbursable expenses to complete the services promised under this Agreement shall not exceed a maximum of $___________.

d. Audit of Records. Contractor shall maintain complete and accurate records of all payrolls, expenditures, disbursements, and other cost items charged to Authority or establishing the basis for an invoice, for a minimum of four (4) years from the date of final payment to Contractor. All such records shall be clearly identifiable. Contractor shall allow an Authority representative to inspect, examine, copy, and audit such records during regular business hours upon 24 hours’ notice.

4. Time for Performance
Contractor’s work shall be scheduled and performed to meet agreed-upon deadlines. The term of this Agreement shall end [(OPTION 1:) on or before [INSERT END DATE], unless abandoned as provided in section 5 below. The time for performance may not be extended without Authority’s express written approval. (OR OPTION 2:) when the services described herein are completed, unless abandoned as provided in section 5 below.]

5. Standard of Performance
Services shall be performed by Contractor in accordance with generally accepted professional practices and principles and in a manner consistent with the level of care and skill ordinarily exercised under similar conditions by members of Contractor’s profession currently practicing in California.

6. Abandonment of Project
Authority shall have the right to abandon or indefinitely postpone (“abandonment”) the project that is the subject matter of this Agreement and the services hereunder, or any portion thereof, at any time. In such event, Authority shall give written notice of such abandonment. In the event of abandonment prior to completion of the project, Contractor shall cease work immediately. All charges incurred up to the time of notice of abandonment, together with any other charges outstanding at the time of termination, shall be payable by Authority within 30 days following submission of a final statement by Contractor and shall be considered as full payment due hereunder. However, Authority may condition payment of such compensation upon Contractor’s delivery to Authority of any or all work product generated by Contractor pursuant to this Agreement.

7. Contractor as Independent Contractor
At all times during the term of this Agreement, it is expressly agreed that in the performance of the services necessary to carry out this Agreement, Contractor shall be an independent contractor and shall not be an employee of Authority. It is agreed that Authority is interested only in the results obtained and that Contractor shall perform as an independent contractor with sole control of the manner and means of performing the services required under this Agreement. Authority shall have the right to control Contractor only insofar as the results of Contractor’s services rendered pursuant to this Agreement; however, Authority shall not have the right to control the
means by which Contractor accomplishes the results required under this Agreement. Contractor has and shall retain the right to exercise full control and supervision of the services, and full control over the employment, direction, compensation, and discharge of all persons assisting Contractor in the performance of Contractor's services hereunder. Contractor shall be solely responsible for all matters relating to the payment of Contractor's employees, including compliance with social security, withholding, and all other regulations governing such matters, and shall be solely responsible for Contractor's own acts and this of Contractor's subordinates, subcontractors, agents, and employees. Contractor is responsible for all insurance and all taxes, charges, fees, benefits, or contributions required to be paid or withheld on behalf of Contractor, including, but not limited to, compliance with social security, withholding, and all other regulations governing such matters. Contractor is not entitled to any employee benefits. Contractor shall exonerate, indemnify, defend, and hold harmless Authority (which shall include, without limitation, its officers, agents, employees and volunteers) from and against any and all federal, state, and local taxes, charges, fees, or contributions required to be paid with respect to Contractor and Contractor’s officers, employees and agents engaged in the performance of this Agreement (including, without limitation, unemployment insurance, social security and payroll tax withholding).

8. Non-Discrimination
During and in relation to the performance of this Agreement, Contractor agrees as follows. Contractor shall not discriminate against any employee or applicant for employment because of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding or related medical conditions), gender, gender identity, gender expression, sexual orientation, age (over 40), military and veteran status of any person, or any other non-merit factor unrelated to job duties and protected by law. Contractor shall not discriminate on the basis of the above characteristics against any employee or applicant for employment who has, perceives he or she has, or is associated with a person who has, or is perceived to have any of the above characteristics. Contractor will take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding or related medical conditions), gender, gender identity, gender expression, sexual orientation, age (over 40), military and veteran status of any person, or any other non-merit factor unrelated to job duties and protected by law. Such action shall include, but not be limited to, the following: employment, terms, conditions or privileges of employment, promotion, demotion or transfer, recruitment advertising, layoffs or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Furthermore, Contractor shall include this requirement in any and all sub-contracts it enters into in any way related to this Agreement. Nothing in this section shall prohibit Contractor from applying a bona fide occupational qualification, or any other exception established by the California Fair Employment and Housing Act under Government Code § 12940.

9. Indemnification
a. Contractor agrees to indemnify, hold harmless, defend and protect Authority, its directors, officers, officials, employees, agents and invitees, from and against any and all claims, losses,
damages, demands, liabilities, suits, costs, expenses (including attorneys’ fees), penalties, judgments, or obligations whatsoever arising out of, pertaining or relating to the negligence, omission, recklessness or willful misconduct of Contractor, its employees, subcontractors, or agents, or on account of the performance or character of the Services or in any way related to activity conducted by Contractor, except for any such claim resulted from the sole negligence or the intentional and willful misconduct of Authority, its officers, directors, agents or employees. The provisions of this section shall survive the termination or expiration of this Agreement. It is understood that the duty of Contractor to indemnify and hold harmless includes the duty to defend as set forth in section 2778 of the California Civil Code. Acceptance of insurance certificates and endorsements required under this Agreement does not relieve Contractor from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply whether or not such insurance policies shall have been determined to be applicable to any of such damages or claims for damages.

b. The provisions of this section shall survive the termination or expiration of this Agreement.

10. **Insurance**

a. Contractor shall procure and keep in force during the term of this Agreement, at Contractor’s own cost and expense, the following policies of insurance with California-admitted insurance companies licensed to do business in the State of California, which are rated at least “A” or better by A.M. Best Company and which are acceptable to Authority:

i) If Contractor has and will have employees during the term of this Agreement, Workers’ Compensation Insurance as required by law with limits of $1,000,000;

ii) Comprehensive or Commercial General Liability Insurance, which shall be occurrence coverage, in the minimum amount of $1,000,000 per occurrence, $2,000,000 aggregate, combined single limit, including coverage for (a) bodily injury, (b) personal injury, (c) broad form property damage, (d) contractual liability, and (e) cross-liability; and

iii) Business Automobile Liability Insurance for each of Contractor’s vehicles used in the performance of this Contract, including owned, non-owned (e.g., owned by Contractor’s employees), leased, or hired vehicles, in the minimum amount of $1,000,000 per occurrence for bodily injury and property damage.

**Proof of all insurance policies is attached to this Agreement as Exhibits XX-XX.** Contractor shall provide to Authority proof of renewal of each insurance policy at least thirty (30) days prior to the expiration of the insurance policy as long as this Agreement remains in effect.

Contractor certifies that Contractor is aware of the provisions of Section 3700 of the California Labor Code, which requires every employer to be insured against liability
for Workers’ Compensation or to undertake self-insurance in accordance with the provisions of that Code. Contractor shall comply with the provisions of Section 3700 of the Labor Code before commencing the performance of the work under this Agreement.

In the event that any coverage required under the Agreement is reduced, limited, or materially affected in any other manner, Contractor shall provide written notice to Authority at Contractor’s earliest possible opportunity and in no case later than five days after Contractor is notified of the change in coverage.

In the case of the breach of any provision of this section, Authority may, at Authority’s option: (1) take out and maintain, at the expense of Contractor, such types of insurance in the name of Contractor as Authority may deem; (2) order Contractor to stop work under the Agreement until Contractor complies with the insurance requirements required by this Agreement; or (3) terminate this Agreement.

b. Other Insurance Provisions. The policies shall include or be endorsed to include, but not limited to, the following provisions:

i) Authority, its officers, officials, employees, and volunteers are to be covered as additional insureds as respects: liability arising out of activities performed by or on behalf of Contractor; products and completed operations of Contractor, premises owned, occupied, or used by Contractor, or automobiles owned, leased, hired, or borrowed by Contractor. The coverage shall contain no special limitations on the scope of the protection afforded to Authority, its officers, officials, employees or volunteers, and no endorsement shall be attached limiting the coverage. Contractor shall furnish Authority with certificates of insurance and with original endorsements effecting coverage required by this clause.

ii) Contractor’s insurance coverage shall be primary insurance as respects Authority, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by Authority, its officers, officials, employees, or volunteers shall be in excess of Contractor’s insurance and shall not contribute to it.

iii) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to Authority, its officers, officials, employees, or volunteers.

iv) Contractor’s insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

11. Prevailing Wage and Labor Compliance

Work done under this agreement may be subject to the prevailing wage and other provisions of the California Labor Code requirements (see Labor Code § 1720 et seq.). The Contractor shall pay prevailing wages to all persons employed in the performance of any part of the Project and otherwise comply with all associated requirements and obligations, if required by law to do so.
Contractor shall retain copies of payroll records for four years after the audit year in which wages were paid, or until the expiration of all applicable statute of limitations period(s), whichever is later.

12. Assignment
A substantial inducement to Authority for entering into this Agreement is the professional reputation and competence of Contractor. Contractor shall not assign or otherwise transfer any rights, duties, obligations, or interest in this Agreement or arising hereunder to any persons or entities whatsoever without the prior written consent of Authority and any attempt to assign or transfer without such prior written consent shall be void and shall terminate this Agreement. Consent to any single assignment or transfer shall not constitute consent to any further assignment or transfer.

13. Subcontractor
a. Contractor will perform the work personally or through Contractor’s employees. Contractor may subcontract work only as specified in this Agreement or upon prior approval of Authority. If subcontracting of work is permitted, Contractor shall pay subcontractor within ten (10) days of receipt of payment by Authority for work performed by a subcontractor and billed by Contractor.

b. Authority is an intended beneficiary of any work performed by the subcontractor for purposes of establishing a duty of care between the subcontractor and Authority.

14. Conflict of Interest
Contractor warrants and covenants that Contractor presently has no interest in, nor shall any interest be hereinafter acquired in, any matter which will render the services required under the provisions of this Agreement a violation of any applicable state, local, or federal law. In the event that any conflict of interest should nevertheless hereinafter arise, Contractor shall promptly notify Authority of the existence of such conflict of interest so that Authority may determine whether to terminate this Agreement. Contractor further warrants its compliance with the Political Reform Act (Government Code § 81000 et seq.) respecting this Agreement.

15. Compliance with Laws
In the performance of this Agreement, Contractor shall abide by and conform to any and all applicable laws of the United States and the State of California, and all ordinances, regulations, and policies of Authority and other local agency with jurisdiction. Contractor warrants that all work done under this Agreement will be in compliance with all applicable safety rules, laws, statutes, and practices, including but not limited to Cal/OSHA regulations. If a license, permit, or registration of any kind is required by law of Contractor, its employees, agents, or subcontractors to practice Contractor’s profession, Contractor represents and warrants that such license has been obtained, is valid and in good standing, and Contractor shall keep it in effect at all times during the term of this Agreement.

16. Changes in Work
No payment for changed or additional work shall be made unless the changed or additional work has first been approved in writing by Authority and the Parties have agreed upon the appropriate
adjustment, if any, to the payment schedule and maximum payment amount for the changed or additional work.

17. **Accident Reports**
   Contractor shall immediately report (as soon as feasible, but not more than 24 hours) to Authority any accident or other occurrence causing injury to persons or property during the performance of this Agreement. If required by Authority, the report shall be made in writing and shall include, at a minimum: (a) the names, addresses, and telephone numbers of the persons involved, (b) the names, addresses and telephone numbers of any known witnesses, (c) the date, time and description of the accident or other occurrence.

18. **Default**
   In the event that Contractor defaults in any obligation of Contractor under this Agreement, or Contractor defaults in the performance of any of the terms and conditions of this Agreement, Authority may, at its option, declare this Agreement to be in default and, at any time thereafter, may do any one or more of the following: (1) enforce performance of the Agreement by Contractor; (2) terminate this Agreement; or (3) perform the obligations of Contractor, whereupon Contractor shall reimburse Authority for any amounts paid or expenses incurred by Authority in the performance of such obligations. The above remedies are in addition to any other remedies at law or equity Authority may have. Contractor shall pay or reimburse Authority for all of Authority’s costs and expenses, incurred in enforcing its rights hereunder.

19. **Notices**
   If either party shall desire or be required to give notice to the other, such notice shall be given in writing, and shall be: (1) personally delivered; (2) deposited in the United States mail, certified or registered, postage pre-paid, return receipt requested; or (3) sent electronically via email with a copy also deposited in the United States mail, First Class postage. Notice shall be addressed to the recipient as follows:

   **AUTHORITY:**
   Santa Clara Valley Open Space Authority
   33 Las Colinas Ln.
   San Jose, CA 95119
   Attention: [INSERT]
   Email: [INSERT]

   **CONTRACTOR:**
   Attention: [INSERT]
   Email: [INSERT]

   Either party may change its address by giving notice to the other in the manner provided herein.

   Contractor shall mail invoices to Authority at the above referenced address, but shall make invoices to the attention of “Accountant,” or Contractor may email invoices to accountant@openspaceauthority.org.

20. **Entire Agreement**
This Agreement contains all of the agreements and understandings of the parties pertaining to the subject matter contained herein and supersedes all prior, contemporaneous agreements, representations, and understandings of the parties. This Agreement cannot be amended or modified except by written agreement of all the parties.

21. **Waiver**
   No waiver of any of the provisions of this Agreement shall be deemed or shall constitute a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the Party making the waiver.

22. **Severability**
   Should any part of this Agreement be declared by a final decision by a court to be unconstitutional, invalid, or beyond the authority of either of the Parties to enter into or carry out, such decision shall not affect the validity of the remainder of this Agreement, which shall continue in full force and effect, provided that the remainder of this Agreement, absent the unexcised portion, can be reasonably interpreted to give effect to the intentions of the Parties.

23. **Interpretation**
   Section headings in this Agreement are used solely for convenience and shall be wholly disregarded in the construction of this Agreement.

24. **Governing Law and Venue**
   This Agreement shall be construed and interpreted in accordance with the laws of the State of California. If any party herein initiates an action to enforce the terms hereof or declare rights hereunder, the parties agree that venue thereof shall be the County of Santa Clara, State of California.

25. **Advice of Counsel**
   Both parties have had a full and complete opportunity to have the Agreement reviewed by legal counsel, and no presumption or rule that ambiguity shall be construed against the drafting party shall apply to the interpretation or enforcement of this Agreement.

26. **Time of The Essence**
   Time is hereby expressly declared to be of the essence in this Agreement and of each and every provision thereof, and each such provision is hereby made and declared to be a material, necessary and essential part of this Agreement.

The signatories below warrant and represent that they have all legal authority and capacity to enter into this Agreement. **IN WITNESS WHEREOF**, Contractor and Authority hereby execute this Agreement.

SANTA CLARA VALLEY OPEN SPACE AUTHORITY
Andrea Mackenzie  
General Manager

[INSERT NAME OF CONTRACTOR/BUSINESS]

[INSERT NAME]
[INSERT TITLE]

Dated: ________________________________
Developing a Framework for Strategic Conservation Investments
By Further Exploring the Barriers to Accessing Nature and Addressing Community Needs

UNDERSTANDING OUR COMMUNITY

PHASE II
Understanding Our Community Phase II
A Community Assessment Project

Developing a Framework for Strategic Conservation Investments
By Further Exploring the Barriers to Accessing Nature and
Addressing Community Needs

Santa Clara Valley Open Space Authority
www.openspaceauthority.org

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Executive Summary

The Santa Clara Valley Open Space Authority 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.

To achieve this mission, the Santa Clara Valley Open Space Authority (Authority) is committed to taking the necessary steps to better understand the communities we serve. By recognizing and striving to address the negative social and environmental burdens that are disproportionately affecting communities within the jurisdiction, the Authority can advance efforts and bring resources to reduce negative impacts. This community assessment project provides vital information that will enable the Authority to more meaningfully engage with residents, community leaders, and partner organizations – both inside and outside of the conservation field – to create programs and opportunities that are more equitably delivered across the community and reflect the rich diversity that defines this region and the 1.4 million people who call it home.

Project Background

In Understanding our Community Phase I, published in 2015, the Authority laid the foundation for a new community engagement approach to increase the enjoyment of open space and nature in our local communities. The project resulted in a deeper understanding of the demographic makeup of the communities served by the Open Space Authority. Data related to race and ethnicities, languages spoken, linguistic isolation, income level, and CalEnviroScreen scores enabled the Authority to better understand the barriers local communities face when accessing the outdoors. Using single and multi-layer maps to highlight geographic areas where environmental burdens and other disparities are disproportionately higher, the Authority identified six areas as Deep Engagement Communities (DECs). This information will continue to be in service of both the agency’s outreach and engagement efforts and its Urban Grant Program (UGP) which aims to inspire and implement programs and opportunities that are relevant to the needs and interests of the local community.

Exploring the Needs of Our Community Through Data

Understanding Our Community Phase II builds on the analysis in Phase I and utilizes additional research and partner input to illuminate the needs of the area’s residents that can be addressed, in part, by improved access to nature. Additionally, a few adjustments to Phase I maps have been made to reflect the new data, including an expansion of four of the six DEC boundaries, in order to incorporate communities where additional focus and support can result in significant impact. By further exploring the needs of these communities, the Authority hopes to better understand the opportunities where the Authority can play a role in reducing barriers and expanding access.

This report aims to increase understanding of community needs by addressing these two leading questions:

1. What do local communities need in order to more easily access and enjoy nature and open space?
2. How can increased access to natural spaces positively impact the health and well-being of residents in our local communities?
To further explore these questions, the Authority has considered:

**Proximity and Access:** Where do residents live more than a 10-minute walk from a park or trail? Where are there high levels of individuals with ambulatory difficulty or who lack access to vehicles?

**Food and Nutrition:** Which neighborhoods lack nearby access to community gardens or urban farms? Which communities have fewer healthy food options such as community gardens or farmers markets?

**Health:** Which communities report disproportionately high rates of obesity, heart disease, or diabetes?

**Safety:** How does access to nearby natural spaces relate to the frequency of vehicle/pedestrian injuries? Which areas need more resources to prevent avoidable accidents that could be mitigated by increasing access to dedicated lanes or trails?

**Community Engagement:** How can open spaces better respond to and engage nearby communities in a manner that is consistent with the cultural context and values of those communities in terms of location, amenities, features, and programming?

**Urban Biodiversity:** What can be done to increase the prevalence of natural spaces (areas of native vegetation and wildlife) in the urban realm while simultaneously boosting human well-being and biodiversity?

### Inspiring New Pathways for Engagement

The new maps presented in Phase II are resources to inform the creation, by the Authority and its partners, of new or expanded programs and projects that address the unique needs of communities within the jurisdiction. These maps can provide insights and spark inspiration to address some of the region’s most challenging barriers to increasing equitable access to the outdoors.

The Authority makes this report available to the community in order to promote many different interpretations or applications of this data. Through strategic partnerships and by combining knowledge and specializations, the Authority and its partners can effectively bridge the current gaps that are inhibiting collaborative efforts to increase access to natural spaces and the benefits they provide.

The information is organized by the four categories of the Authority’s Urban Grant Program: Parks, Trails, and Public Access; Urban Agriculture and Food Systems; Environmental Education; and Environmental Stewardship and Restoration. Each category features feedback provided during a focus group luncheon hosted by New America Media (NAM) to gather qualitative feedback from ethnic media professionals on the various park and open space needs within the South Bay communities.

### Conclusion

The Authority will utilize Understanding Our Community Phase II as a strategic investment prioritization tool to inspire new projects and strategic partnerships that will provide meaningful opportunities for community engagement. The Authority hopes that, with the help of partners, the information gathered will propel efforts to expand opportunities and reduce barriers to accessing nature and all of its benefits. In doing so, the Santa Clara Valley Open Space Authority will serve its community while also acting as a model to conservation organizations across the country.
Chapter 1: Introduction and Background

Looking Back at Phase I

With the impacts of climate change becoming more and more evident, and with an increasing understanding of the human footprint on our natural world, the need for collaborative efforts and strong leadership is more pressing than ever. In order to make a meaningful impact, engagement is needed from residents, community leaders, local organizations, and everyone else across the region. The Santa Clara Valley Open Space Authority is committed to this collaboration and to leading the way for conservation and community engagement initiatives that recognize, celebrate, and reflect the rich diversity of peoples and communities within the jurisdiction and greater Bay Area region.

The original Understanding Our Community report, released in September 2015 and now referred to as Understanding Our Community Phase I, pursued two key questions: What is the demographic makeup of the community served by the Open Space Authority? And, what barriers exist to serving this community? The Authority posed these questions to lay the foundation for a new community engagement approach as part of a long-term commitment to meaningful engagement.

Phase I delivered a detailed picture of the Authority’s jurisdiction and the barriers, faced by some communities more than others, to accessing open space and taking advantage of programming and other opportunities being provided by the Authority and its partners. The concept of Deep Engagement Communities (DEC), which has been adopted and referenced by Authority partners since its release, was defined in Phase I. Each DEC boundary was formed through a subjective review process that took into consideration key factors including income, CalEnviroScreen scores, linguistic isolation, age, vehicle access, and overall opportunities for community engagement. By identifying and working to better understand the barriers to access that exist in the community, the Authority can more meaningfully shape its own outreach and engagement strategies to ensure that opportunities are being provided for all. The report also provided a thorough list of recommendations and possible action items which acted as a launching point for several initiatives including laying the groundwork for Phase II of the report.

Moving Towards Phase II

In Phase II, the Authority moves beyond identification of barriers to focus on the needs that improved access to nature can help mitigate. By pursuing these questions, the Authority will gain an increased understanding of the factors that need to be considered when designing, investing in, and implementing new projects.
This report expands upon the questions in Phase I by introducing new data sets that expand beyond the breadth of traditional conservation-based areas of focus. After overlaying multiple data sets, four main categories were developed in order to analyze patterns and correlations that could provide deeper insight into the aforementioned barriers to access and opportunities for enjoyment. The four categories include: Proximity and Access, Food and Nutrition, Health, and Safety.

As expected, these new observations produced new questions. Phase II aims to increase understanding of community needs by addressing these two leading questions:

1. What do local communities need in order to more easily access and enjoy nature and open space?
2. How can increased access to natural spaces positively impact the health and well-being of residents in our local communities?

How Will This Data Be Used?

The information from Phase II will have a wide variety of potential applications, and one of the main opportunities is within the Open Space Authority’s Urban Grant Program (UGP). The report will support the UGP by offering grant applicants information and inspiration for how to design or refine their projects to better meet the needs of the communities they are seeking to serve. The information can also guide decisions on program site locations and program type for environmental education proposals. Additionally, the Authority will utilize the report to inform grant program guidelines, and to ensure that the grant-making and evaluation process is resulting in projects relevant to local communities. The report presents data that could be useful to grant applicants and other partners by including suggestions for how the data might apply and interact, simply for illustrative purposes. The intent here is to spur new thinking about potential programs and projects, and not to limit creativity or novelty, as readers formulate their ideas.

The Authority also intends to utilize this report to help guide community outreach, engagement, and partnership planning and development. By understanding the needs and interests of communities within the jurisdiction, Authority staff can better design events and programming that reflect those values, interests, and needs of those it hopes to include. Additionally, by building partnerships with organizations that are already embedded in the communities they serve, the Authority can build off of existing networks and pathways of communication to effectively and genuinely reach new audiences.

Collaboration with Project Partners

This report could not have happened without the generous and collaborative spirits of the Authority’s key partners, including: The Trust for Public Land, Health Trust, the Santa Clara County Public Health Department, New America Media, and the San Francisco Estuary Institute (SFEI).

Proximity and Access: The Trust for Public Land

The Trust for Public Land (TPL) works towards a vision in which everyone lives within easy walking distance of a well-maintained park (www.tpl.org). For this project, TPL provided key information related to proximity and access by performing a ParkScore® analysis (see www.tpl.org/parkscore for information) for parks and open spaces within the...
Authority’s urban boundary. For this project, the areas that qualify as parks must offer reasonable points of access and some type of passive or active recreational opportunities (therefore industrial areas, universities, cemeteries and golf courses have been excluded for the sake of this analysis). The analysis provides a Geographic Information Systems (GIS)-based method for exploring the proximity and access to parks and open spaces especially for residents living in urban communities. This analysis was conducted by identifying Ten-Minute Walk (or half-mile) Service Areas which helps to estimate how many residents are being served, or have reasonable access to, a given park or open space. TPL was then able to generate Impact Analysis charts to analyze which demographic groups are being most-served versus least-served by the region’s parks and protected lands. This information will help the Authority, partners, and future grant applicants to better recognize gaps in access and service and which can hopefully be addressed through new projects and funding opportunities.

**Food and Nutrition: Health Trust**

Health Trust provided the Authority with important information related to food and nutrition. In September of 2016, Health Trust released Food for Everyone, an assessment of healthy food access among low-income seniors and homeless individuals in San Jose. Data gathered was applied to maps that illustrate the current state of food assistance in San Jose and the gaps in healthy food access that many low-income seniors and homeless individuals face. Health Trust staff shared relevant data from that report with the Authority as a factor for agriculture and food systems project opportunities. For example, to better understand priority site locations for new community gardens, the Authority has extracted Health Trust’s data on CalFresh recipients and current community garden and urban farm locations.

**Health and Safety: Santa Clara County Public Health Department**

The Santa Clara County Public Health Department has collected a vast amount of data to assess the health status of Santa Clara County residents. The County’s Community Health Improvement Plan (CHIP) provides a framework for addressing issues identified through these assessments to improve the health of residents.

Related to this phase of our work, the County’s data will inform many of the Authority’s considerations around health and community well-being as it relates to open space access. Data regarding obesity, diabetes, and heart disease will be considered as the Authority and its grantees determine locations, features, and amenities of parks, trails, community gardens, environmental education opportunities, and other open space programs and projects.

**Community Engagement Roundtable: New America Media**

New America Media leveraged their long-time relationships with ethnic media partners in the South Bay to help inform this report. They did so through a focus group/luncheon and subsequent survey aimed at gathering qualitative data on park and open space needs and barriers among diverse South Bay communities. The luncheon had the complementary goals of information gathering and relationship building between the Authority and ethnic media leaders.

The outcomes of this partnership are captured in a final report from NAM (Appendix B) and interspersed throughout this report. The input helps us understand how residents access and build connections to the natural world. Unlike the goals from our other partnerships in this phase, the Authority has not included data layers to the maps in this report as a result of our work with New America Media. Data has been synthesized under the major categories of (1) Parks and
Creek Trails, (2) Agriculture and Food Systems, and (3) Environmental Education. Within each category, a cultural relevancy section highlights the feedback from the luncheon and the survey. This data will be not only useful for UGP applicants as they design projects, but it will also be used by the Authority to inform the grant-making process, to increase the cultural relevancy of Authority projects, and to inform community outreach and engagement efforts.

Urban Biodiversity: San Francisco Estuary Institute

The Santa Clara Valley Open Space Authority partnered with the San Francisco Estuary Institute (SFEI) to produce the Urban Ecological Planning Guide for Santa Clara Valley, which serves as a companion piece to this report. The guide supports biodiversity across the urbanized landscape of Santa Clara Valley by offering tools and best practices for urban greening projects, such as street trees, green infrastructure, and corporate landscaping. When used by multiple stakeholders to coordinate urban greening projects across the region, this approach will ultimately help cultivate a sense of place and provide much greater benefits to nature, communities, and the health and well-being of residents, than if the projects were conducted independently.

Integrating urban biodiversity science, landscape history, and analysis of local setting, the Urban Ecological Planning Guide provides a set of tools to design for local ecology. As such, the Authority anticipates that as local nonprofits, public agencies, city planners, applicants to the Authority’s Urban Grant Program, and the Authority itself plan for and design projects and programs, this guide will be an invaluable resource to support urban natural spaces that simultaneously boost human well-being and biodiversity.
Chapter 2: New Data, New Questions

As in Phase I, the Open Space Authority has mapped a variety of indicators and analyzed how the information may be beneficial to the execution of the Authority’s mission. This analysis included the layering of multiple data sets to better understand the needs facing residents and communities within the Authority’s jurisdiction. Data sets from Phase I, such as the CalEnviroScreen score, vehicle access, and population density were also considered as the Authority added new data that would provide increased understanding. Updates to these Phase I indicators are outlined here.

The Original Deep Engagement Communities

Approximately 1.4 million individuals live within the Authority’s jurisdiction. The data and maps in this report are inclusive of the entire jurisdiction, unless otherwise noted. The Authority’s jurisdiction is not the same as the County boundary, therefore the data that follows is unique to the population within the Authority’s jurisdiction. For jurisdiction demographics and other data that could indicate barriers to accessing open space, see Phase I report: Understanding Our Community: A Community Assessment Project. In Phase I, the Authority used the following four indicators to identity six Deep Engagement Communities (DECs):

Population

Through data analysis, the Authority highlighted areas within the jurisdiction with high-density populations in order to consider how to maximize the impact of future investments by reaching the most people.

Income and CalEnviroScreen

By considering low income and high CalEnviroScreen scores, the Authority hoped to capture areas that lacked resources and were disproportionately impacted by environmental burdens.

Linguistic Isolation, Age, and Vehicle Access

Linguistic isolation, age, and vehicle access can have a tremendous impact on the ease with which a resident can access the natural spaces in their community. Therefore, they can also create significant barriers to accessing programming, events, and/or other opportunities to engage.

New Partnership Opportunities

While there are opportunities for new partnerships in every area within the Authority’s jurisdiction, the Authority feels as though the areas within the DECs present especially important opportunities for building new relationships with individuals and organizations that are deeply embedded within their own communities.
Updates to DEC Boundaries

In this second phase of Understanding Our Community, the Authority has made slight revisions to the boundaries of the Deep Engagement Communities based on new and/or updated information. Map 1 illustrates the Authority’s jurisdiction with the revised boundaries. Four of the six DEC boundaries have been slightly expanded to incorporate areas where data suggests the need for prioritized focus and support. The revisions include:

- **DEC2**: A census tract adjacent to the southern border of DEC2 has been incorporated based on meeting state and county median income designation as a disadvantaged community, as well as significant numbers of seniors with ambulatory difficulty, households with lack of access to vehicles, and rates of heart disease deaths.
- **DEC3**: An area on the north end of DEC3 encompassing two additional census tracts has been added based on the high rating of state and county disadvantaged communities, as well as high rates of diabetes.
- **DEC4**: A census tract has been added to the western border of DEC4 based on rating of disadvantaged communities and significant numbers of households that lack vehicle access.
- **DEC5**: A census tract has been added along the southern border of DEC5. This community rated as a disadvantaged community and shows significant rates of heart disease with little access to open space.

**Map Notes:**

**Scale**

Most of the maps included in this report show a slightly zoomed in scale of the Authority’s 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.

**Census Tracts and Block Groups**

- **Census Tracts** are small, relatively permanent statistical subdivisions of a county or equivalent entity, updated by local participants prior to each decennial census. Census tracts generally have a population size between 1,200 and 8,000 people (optimum size of 4,000) and usually cover a contiguous area. However, the spatial size of census tracts can vary depending on the density of the settlement.
- **Block Groups (BG)** are statistical divisions of census tracts that are generally defined to contain between 600 and 3,000 people and are used to present data and control block numbering. A block group consists of clusters of blocks within the same census tract that have the same first digit of their four-digit census block number. Each census tract contains at least one BG, and a BG is uniquely numbered within the census tract and usually covers a contiguous area.
Map 1. Updated Deep Engagement Community Boundaries: Deep Engagement Community boundaries expanded to reflect new data in Phase II.
Updates to Population and Income Data

In both Phase I and Phase II, data related to population and income was gathered from the United States Census (conducted every 10 years) and American Community Survey (an ongoing survey that provides information on a yearly basis) conducted by the United States Census Bureau. Whereas Phase I reflected data from 2009-2013, Phase II reflects data from 2013-2017.

In Phase I, the Authority identified low-income households as those with income below half of the County Median Household Income (MHI) of $91,702. The Authority has provided more context for this data in Phase II by identifying communities as disadvantaged or severely disadvantaged in relation to both the County Median Household Income and the State Median Household Income, of $63,783 (as defined by the California Department of Water Resources Integrated Regional Water Management Guidelines, 2015).

The Authority chose to focus on data relative to the county, versus the state, in order to focus on better understanding the barriers and needs specifically facing community members within the agency’s jurisdiction. While it is impossible to illustrate the full story through one map, the County-based data more clearly conveys the relative impact of costs such as park fees, equipment costs, school program expenses, and other expenses that stand in the way of accessing outdoor opportunities.

![FIGURE 1](image)

### Severely Disadvantaged and Disadvantaged Communities: OSA Jurisdiction

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<thead>
<tr>
<th></th>
<th>Census Tracts</th>
<th>Population</th>
<th>% of Jurisdiction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severely Disadvantaged by State Median Household Income (60% of state MHI)</td>
<td>9</td>
<td>29,506</td>
<td>2%</td>
</tr>
<tr>
<td>Disadvantaged by State Median Household Income (80% of state MHI)</td>
<td>25</td>
<td>117,590</td>
<td>8%</td>
</tr>
<tr>
<td>Severely Disadvantaged by County Median Household Income (60% of state MHI)</td>
<td>45</td>
<td>204,164</td>
<td>15%</td>
</tr>
<tr>
<td>Disadvantaged by County Median Household Income (80% of state MHI)</td>
<td>59</td>
<td>503,753</td>
<td>36%</td>
</tr>
</tbody>
</table>
Map 2. Population Density and DEC Proximity to Protected Areas: Population density across the Authority’s jurisdiction relative to Deep Engagement Community boundaries and protected areas.
Maps 3A and 3B. Comparison of State MHI to County MHI: Disadvantaged and severely disadvantaged communities based on State Median Household Income (MHI) of $63,783 versus Santa Clara County’s MHI of $91,702 (2015).
DISADVANTAGED COMMUNITIES (SANTA CLARA COUNTY MEDIAN INCOME) AND DEC S

Data Sources: Santa Clara Valley Open Space Authority, American Community Survey 2013-2017 (Census Tracts)
Santa Clara County Median Household Income: $139,381 in 2017 (Census ACS 5-year survey), CRSD
Updated 8/31/2020
**Updates to CalEnviroScreen Data**

CalEnviroScreen is a tool developed by the Environmental Protection Agency (EPA) and the Office of Environmental Health Hazard Assessment (OEHHA) to evaluate pollutants, stressors, and other factors burdening communities. The tool uses environmental, health, demographic and socioeconomic data to create a screening score for communities across the state. There are eleven pollution burden indicators including ozone concentrations and traffic density and seven population characteristics made up of health characteristics and socio-economic factors. Together, the pollution burden indicators and population characters formulate a score. (For more information on CalEnviroScreen, please see pages 11 - 12 of the Phase I report.) Since Phase I, OEHHA has released an updated version of CalEnviroScreen, referred to as CES 3, and therefore data in Phase II has been updated accordingly. While only one census tract in the Authority’s jurisdiction falls within the top 10% of disadvantaged communities in the state, 18 census tracts fall within the 25%.

### Top 25% CalEnviroScreen Version 3: SCVOSA Jurisdiction

<table>
<thead>
<tr>
<th>CES</th>
<th>Population</th>
<th>Census Tracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 1-10%</td>
<td>2,484</td>
<td>1</td>
</tr>
<tr>
<td>Top 11-20%</td>
<td>42,129</td>
<td>10</td>
</tr>
<tr>
<td>Top 21-25%</td>
<td>29,852</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>74,465</td>
<td>18</td>
</tr>
</tbody>
</table>

### Top 25% CalEnviroScreen Version 3: Census Tracts by City

<table>
<thead>
<tr>
<th>CES</th>
<th>San Jose</th>
<th>Santa Clara</th>
<th>Gilroy</th>
<th>Morgan Hill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 1-10%</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Top 11-20%</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Top 21-25%</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total Tracts</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Map 4. Environmentally Burdened Areas: Areas within and around Deep Engagement Communities considered most environmentally burdened according to CalEnviroScreen (CES) scores.
Chapter 3: Mapping the Data

With the help of essential partners, the Authority has collected data that can help generate new questions for further exploration, as well as understand how the agency can address barriers facing the community. The Authority chose to prioritize four main categories for deeper consideration:

- Proximity and Access
- Food and Nutrition
- Health
- Safety

For each of these four categories, staff proposed and reflected on a series of questions that helped to help determine what information is missing when trying to understand the needs of local communities. Not only did these questions help to inform the mapping process of the given data, but they also helped the Authority draw connections to the Urban Grant Program (UGP) and areas of high need and ample opportunity.

The Urban Grant Program is divided into four categories:

- Environmental Stewardship and Restoration
- Parks, Trails, and Public Access
- Environmental Education
- Urban Agriculture/Food Systems
Category 1: Proximity and Access

Proximity and Access are two essential areas of focus when striving for equitable opportunities and access to nature. Therefore, they are key considerations for the Authority when it seeks to invest in parks, trails, and other projects and programs as they will have significant potential to make a positive impact. The Authority asked the following questions (among many others) when shaping this report:

Questions We Asked

- Which residents currently live within a 10-minute walk to open space? And, more importantly for purposes of our work, which do not?
- Where are there high levels of individuals with ambulatory difficulty or who lack access to a vehicle?
- Where are there high numbers of young people, an important user group for outdoor programming and parks?
- Where are there high numbers of over-crowded households, one indicator for outdoor and open space needs?
- In which communities are low numbers of adults riding or walking to work, a possible indicator for a lack of safe pedestrian and biking paths?
Mapping the Data

Map 5: Park Access Half-Mile Park Service Area

**Relevant Grant Program Categories:** Parks, Trails, and Public Access

**Analysis:**
Map 5A displays the results of the GIS-based ParkScore® analysis conducted by TPL within the urban area of the Open Space Authority’s jurisdiction. The analysis identified Ten-Minute Walk (or half-mile) Service Areas and parks with public access. The Authority recommends the consideration of Ten-Minute Walk Service Areas and parks with public access when considering future opportunities for funding and community engagement.

Map 6:

6A: Persons with Ambulatory Difficulty, Proximity to Open Space, DECs
6B: Persons with Ambulatory Difficulty, Without Vehicle Access, DECs

**Relevant Grant Program Categories:** Parks, Trails, and Public Access

**Analysis:**
According to the Census, ambulatory difficulty is defined as “having serious difficulty walking or climbing stairs.” Map 6A shows the distribution of persons living with ambulatory difficulty in the Authority’s jurisdiction, along with their proximity to protected spaces, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries. Map 6B shows these same data sets except replaces the Ten-Minute Walk Service Area with the percentage of households, by Census block group, without vehicle access. Experiencing ambulatory difficulties, not living within close proximity to protected lands, being outside of a 10-Minute Walk Service Area, and having no vehicle access are all significant barriers to accessing natural spaces and the opportunities that they can provide. The Authority recommends the consideration of these factors when considering the dispersal of grants and other sources of funding related to accessibility, transportation, and other means for mitigating these issues.

Map 7:

7A: Density of Children, School Locations, DECs
7B: Overcrowded Households, School Locations, DECs

**Relevant Grant Program Categories:** Parks, Trails and Public Access, Environmental Education

**Analysis:**
Map 7A shows the distribution, by Census tract, of individuals under age 18 and their proximity to community colleges, universities, elementary, and secondary schools relative to Deep Engagement Community boundaries. According to this data, areas such as DEC4 have high numbers of youth residents. This could be a key consideration when assessing need and determining where new youth-focused programs could have the most impact. Additionally, these areas could be strong candidates for incorporating pedestrian and bike trails that act as neighborhood linkages and provide access to other amenities such as schools and libraries. Map 7B shows the distribution, by neighborhood, of overcrowded households and their proximity to these same locations. According to the Census, an overcrowded household is one in which there is more than one person per room. According to this data, DEC3 has the highest concentration of overcrowded households.

Map 8: Ability to Walk/Balk to Work, Proximity to Open Space, DECs

**Relevant Grant Program Categories:** Parks, Trails and Public Access

**Analysis:**
Map 8 shows the distribution of persons age 16+ who bike or walk to work and their proximity to protected spaces, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries. This information could be used when considering the development of new pedestrian and bike corridors and other types of infrastructure that could provide key linkages to different areas in the community. Not only could these types of investments lessen the barriers to access for households without vehicle access, but they could also serve as a way to incentivize residents to utilize more sustainable modes of transportation and lessen their carbon footprint.
Map 5. Park Access Half-Mile Park Service Area: Half-Mile Park Services Areas and parks with public access. Created by The Trust for Public Land.
Map 6A. Persons with Ambulatory Difficulty, Proximity to Open Space, DECs: Percentage of individuals living with ambulatory difficulties and individuals’ relative to protected spaces, 10 Minute Mile Walk Service Areas, and Deep Engagement Community boundaries.
Map 6B. Persons with Ambulatory Difficulty, Without Vehicle Access, DECs: Percentage of individuals living with ambulatory difficulties, percentage of households without vehicle access relative to protected spaces, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Map 7A. Density of Children, School Locations, DECs: Distribution of individuals under 18 relative to elementary and secondary schools, community colleges, universities, and Deep Engagement Community boundaries.
Map 7B. Overcrowded Households, School Locations, DECs: Distribution of overcrowded households relative to elementary and secondary schools, community colleges, and universities relative to Deep Engagement Community boundaries.
Map 8. Ability to Walk/Bike to Work, Proximity to Open Space, DECs: Distribution of individuals age 16 and above who bike or walk to work relative to protected spaces, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Category 2: Food and Nutrition

In addition to increasing access to natural spaces for more traditional recreational purposes, the Authority and partners in the environmental community recognize the inextricable link between access to lands such as community gardens and urban farms, and public health and nutrition. Increased access to these spaces can also foster a deeper connection to the land itself.

The establishment of community gardens and urban farms increases not only the access to healthy food, but also the opportunity for physical activity and venues for environmental learning. When community garden and urban farm locations are layered with open space access, health, food/nutrition, and school indicators, the Authority and our partners can leverage current garden and farm sites, and consider the potential community health and wellness benefits to be gained by new locations in strategically situated locations.

Questions We Asked

- Which communities lack access to community gardens or urban farms, particularly those where a significant number of residents receive CalFresh benefits?
- Where do children lack access to community gardens and urban farms?
- Does access to community gardens and urban farms correlate to access to opportunities such as school garden programs or family-oriented farm activities?

Mapping the Data

Map 9: Unhealthy Retail Food Environment Index

Relevant Grant Program Categories:
Urban Agriculture/Food Systems

Analysis:
Map 9 shows the modified Retail Food Environment Index (mRFEI) which provides a ratio for the number of healthy food retailers (e.g. gardens, farmer’s markets, community-supported agricultural program opportunities, etc.) compared to the number of less healthy food retailers (e.g., fast food restaurants, convenience stores, etc.). This data could be utilized when considering the placement of new community gardens, urban farms, or school garden programs that could help lessen the negative impact of the lack of healthy food retail options.
Map 10:

10A: CalFresh Recipients, Proximity to Community Gardens and Urban Farms, DECs
10B: Density of Children, Proximity to Community Gardens and Urban Farms, DECs

Relevant Grant Program Categories:
Urban Agriculture/Food Systems, Environmental Education

Analysis:
Map 10A shows the various densities of households receiving CalFresh and their proximity to urban farms, community gardens, and Deep Engagement Community boundaries. Map 10B shows the distribution, by census block groups, of the population under 18 years of age by in relation to those same sites. These areas could be further explored as sites where the placement of a community gardens or urban farms could have significant impact by increasing access to healthy food, as well as residents’ access to nutrition education and growing one’s own food. Similarly, in communities where there are high numbers of children but no community gardens or urban farms, school garden programs could be particularly valuable. In addition to providing fresh fruits and vegetables, school gardens can also provide an opportunity for students to connect with the land, learn about sustainable food systems, and foster a sense of responsibility and stewardship for the natural places that provide for them.
Map 9. Unhealthy Retail Food Environment Index: Modified Retail Food Environment Index (mRFEI) relative to the Authority’s jurisdiction and Deep Engagement Community boundaries. The mRFEI provides a ratio for the number of healthy food retailers (e.g., gardens, farmer’s markets, community-supported agricultural program opportunities, etc.) compared to the number of less healthy food retailers (e.g., fast food restaurants, convenience stores, etc.).
Map 10A. CalFresh Recipients, Proximity to Community Gardens and Urban Farms, DECs: Various densities of households receiving CalFresh relative to urban farms, community gardens, and Deep Engagement Community boundaries.
Map 10B. Density of Children, Proximity to Community Gardens and Urban Farms, DECs: Distribution of populations of individuals under 18 relative to urban farms, community gardens, and Deep Engagement Community boundaries.
Category 3: Health

Parks, trails, and gardens can provide opportunities that promote healthy and sustainable lifestyles. Due to the correlations between inactive lifestyles and weight gain, heart disease, and other health problems, the Authority can play a role in lowering this risk factors by increasing access to spaces that promote activity.

Questions We Asked

• Are there correlations between heart disease and proximity to open space?
• Which communities report disproportionately high rates of obesity in youth and adults?
• Which communities rank highest for heart disease and diabetes?

Mapping the Data

Map 11:

11A: Childhood Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs
11B: Teenage Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs
11C: Adult Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs

Relevant Grant Program Categories:
Urban Agriculture/Food Systems, Environmental Education

Analysis:
Map 11A, 11B, and 11C display the varying percentages, by neighborhood, of children, teenagers, and adults who are considered to be obese, and their proximity to urban farms, community gardens, and Deep Engagement Community boundaries. Investing in outdoor recreational opportunities and programming can incentivize individuals and families to establish more active lifestyles. Similarly, new bike and pedestrian trials can provide both a means for recreation as well as an opportunity for reducing greenhouse gas emissions that would otherwise be expended when traveling by car or bus is the only option.

Map 12:

12A: Heart Disease, Proximity to Urban Farms/Community Gardens and Open Space
12B: Diabetes, Proximity to Urban Farms/Community Gardens and Open Space

Relevant Grant Program Categories:
Parks, Trails, and Public Access, Urban Agriculture/Food Systems

Analysis:
Map 12A and 12B show the distribution, by neighborhood, of heart disease and diabetes-related deaths per 100,000 people, relative to the locations of urban farms, community gardens, protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries. This information can be used to identify areas where the development of new trails, parks, community gardens, urban farms, or any other type of program or opportunity that is rooted in engaging in natural spaces could have a significant impact.
Map 11A. Childhood Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs: Percentages of children considered obese relative to urban farms, community gardens, and Deep Engagement Community boundaries.
Map 11B. Teenage Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs: Distribution of teenagers considered obese relative to urban farms, community gardens, and Deep Engagement Community boundaries.
Map 11C. Adult Obesity Rates, Proximity to Urban Gardens/Community Farms, DECs: Distribution of adults considered obese relative to urban farms, community gardens, and Deep Engagement Community boundaries.
Map 12A. Heart Disease, Proximity to Urban Farms/Community Gardens and Open Space: Distribution of heart disease deaths, per 100,000 people relative to urban farms, community gardens, protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Map 12B. Diabetes, Proximity to Urban Farms/Community Gardens and Open Space: Distribution of diabetes deaths, per 100,000 people, relative to urban farms, community gardens, protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Category 4: Safety

Santa Clara County residents consider safety a top concern when thinking about visiting local parks, trails, and other natural spaces, as demonstrated in analysis in Phase I. Because of this, the lack of a sense of safety can create a significant barrier when it comes to accessing natural spaces. The Authority focused on two safety factors (that could be reflective of other factors across the region): vehicle/pedestrian and vehicle/bicycle injuries.

**Questions We Asked**

- Does access to nearby natural spaces correlate with vehicle/pedestrian injuries?
- Does access to dedicated bike lanes correlate with vehicle/bicycle injuries?
- Which areas need more resources to mitigate avoidable accidents caused by safety hazards?

**Mapping the Data**

**Map 13:**

13A: Vehicle/Pedestrian Deaths, Proximity to Open Space, DECs
13B: Vehicle/Bicycle Deaths or Injury, Proximity to Open Space, DECs

**Relevant Grant Program Categories:**

Parks, Trails, and Public Access

**Analysis:**
Maps 13A and 13B shows the distribution, by Census tract, of recorded vehicle-pedestrian injuries and vehicle-bicycle deaths or injuries and their proximity to the locations of protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries. While numerous factors contribute to the pedestrian, bicycle, and vehicle safety, this data could be used when considering areas where resources are needed in order to lessen the frequency of dangerous collisions or other accidents.
Map 13A. Vehicle/Pedestrian Deaths, Proximity to Open Space, DECs: Distribution of recorded vehicle-pedestrian injuries relative to protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Map 13B. Vehicle/Bicycle Deaths or Injury, Proximity to Open Space, DECs: Distribution of recorded vehicle-bicycle deaths or injuries relative to protected areas, 10 Minute Walk Service Areas, and Deep Engagement Community boundaries.
Chapter 4: Access for All

New America Media

New America Media (NAM), a key Authority partner, leveraged their long-time relationships with ethnic media partners in the South Bay, and convened a focus group luncheon aimed at gathering qualitative data on park and open space needs and barriers among diverse South Bay communities. The media professionals were asked to provide feedback that could inform this report and, subsequently, the Authority’s community engagement and Urban Grant Program. Input from the attendees of NAM’s lunch convening and the subsequent on-line survey is detailed below in the designated categories.

Roundtable Feedback and Online Survey Results

Topic: Parks

Summary of Feedback:

- **Gatherings**: Urban parks are places to be with family and friends. Unfortunately, many people do not have access to nearby parks and don’t take advantage of these opportunities like they did as children.

- **Photo Ops**: Unique park features for photo ops and free wi-fi would enable young people to share their experiences through social media.

- **Awareness**: Trails must be publicized, including difficulty levels and distances.

Direct Quotes:

“Many of my life-long memories in parks are around birthday parties in urban parks – this is really common. For me, hiking and getting outside to preserves outside the city came later, that wasn’t part of my childhood. This is why urban parks—accessible urban parks—are so valuable to my community.” - El Observador, Focus Group

“People drive so much, commutes are so long in the Bay Area—people don’t want to add to the amount they drive by getting in the car on the weekends.” - India Currents, Focus Group

“For me, it’s not about proximity. Young people will get there somehow if there’s enough of a draw. You need some kind of landmark, a photo-op. Then people can ‘check-in’ to the place on social media and show it off to their friends. Another idea for getting more people into open space/parks is to have art from artists from an ethnic background, then people want to go there and see the art and take photos with it.” - Philippine News, Focus Group

FIGURE 6: ON-LINE SURVEY: DRIVING TO OPEN SPACE

[The figure shows a bar chart indicating the responses to the survey question.]
**Topic: Creek Trails**

**Summary of Feedback:**
- **Amenities:** Restrooms, lighting, benches, and free wi-fi would all be helpful for making trails more comfortable to people.
- **Awareness:** Trails must be publicized, including difficulty levels and distances.
- **Connections:** The ability to use trails to get places people need to go would be valued.

**Direct Quotes:**

“I’ve never used a creek trail. I prefer to go somewhere outside the city when I can. But I think people are scared they’ll get lost.” - Philippine News, Focus Group

“More bike paths and skate parks, with connectivity of course! It’s hard to keep teenagers and cell phones apart, connected is the key, so give them that and get them out there, leave the rest to Mother Nature.” - Siliconeer Magazine, On-line Survey

**Topic: Safety**

**Summary of Feedback:**
- **Lighting:** The lack of lighting is a major concern and must be considered in park and trail design.
- **Familiarity:** Unmarked paths, fear of getting lost, and remote areas that feel threatening are all concerns that need to be addressed through increased safety measures, signage, and on-site programming.
- **Strangers and Crime:** Many people are concerned about encountering strangers or experiencing crime and theft in parks, on trails, or in parking lots. Spaces must feel safe, whether that’s with visible security or neighborhood watch-type groups. Safety is a critical factor in decision making.

**Direct Quotes:**

“Safety is a huge concern. In the past, safety has kept me from taking my kids to certain parks.” - El Observador, Focus Group

“Well, now it is the fear of hate crimes. Our single biggest concern is finding our loved ones in trouble because some stranger decides ‘this is not their country and that they need to go back to their country’ and harms them. What really needs to be done is to ensure safety and assistance quickly in the event something unfortunate happens.” - Siliconeer Magazine, On-line Survey

**Topic: Community Gardens**

**Summary of Feedback:**
- **Awareness:** Location of community gardens needs to be advertised to communities.
- **Community Engagement:** Classes, events, and community-related programming will attract residents. Display local artwork, invite the
• Community Ownership: The community should be involved in the planning process (i.e. design plans, management, and oversight).

• Families: Incorporate water features or other interactive activities for kids (i.e. painting murals, creating tiles). When kids are involved, families will continue to come.

• Health: Gardening helps with both physical and mental health. Spread the word about these benefits to all ages.

• Benches: Provide benches for multi-generational families to visit gardens together.

• Parking: Lack of parking is a deterrent.

**Direct Quotes:**

“It’s important to make all gardens learning places. Chinese people have a huge interest in gardening. For example, I have a weekly gardening radio show with a hotline, and lots of people call in every week.” - Sound of Hope Radio, Focus Group

“Diabetes is a huge issue in the Latino community. With gardens, you can engage young people in healthy eating and build good habits from early stages.” - El Observador, Focus Group

**Topic: Environmental Education**

**Summary of Feedback:**

- **Water:** Field trips and programming should include opportunities to learn about water—where it comes from, how it’s managed, and how to conserve it.

- **School partnerships:** Offering field trips and school-time programming is very important. We need to reach kids when they’re young. Partnering with schools is a more systematic way to approach this.

- **Families:** Support organizations that have family engagement strategies. For example, programs and field trips that provide incentives for kids to return with their families are more likely to build habits for repeat visits and more outdoor experiences.

- **Incentives and creativity:** Embrace the interests of the new generation by providing contests, goals, and rewards in programs at parks and along trails. Contests could be focused around writing or drawing to encourage creativity in the outdoors.

- **Locally focused:** Lessons about local plants and wildlife are relevant. Kids get excited when they identify a local bird or flower.

- **Community-specific programming:** Offering regular environmental education segments on ethnic community media could be combined with periodic on-site events (i.e. at a park or community garden). Bi-lingual programming could be offered.

**Direct Quotes:**

“Health is really important—we are battling technology and gadgets to keep kids healthy. That’s why it’s so important to expose them to nature at an early age, so they have an appreciation and respect for the outdoors and for exercise.” - El Observador, Focus Group

“The challenge is to entice kids away from their gadgets. It takes 90 days to build a habit. One way to build a habit is through reoccurring events.” - Manila Mail, Focus Group
Chapter 5: Urban Biodiversity

Designing Urban Open Space for People and Nature

The Santa Clara Valley Open Space Authority partnered with the San Francisco Estuary Institute (SFEI) to create a guide for supporting biodiversity across the urbanized landscape of Santa Clara Valley. As the Authority and its partners design and implement urban greening projects, and when combined with data from this report, the Urban Ecological Planning Guide will support a more coordinated effort to build greater benefits for biodiversity while supporting the health and vibrancy of our local communities.

The Urban Ecological Planning Guide for Santa Clara Valley integrates urban ecology, landscape history and analysis of local setting, to support the design, placement and implementation of projects to build biodiversity in urban Santa Clara Valley. Intended for a broad audience, this report can help public agencies, nonprofits, city planners, and others design projects with ecology in mind.

The guide outlines approaches to coordinate and implement projects across land uses and stakeholders—at the site scale and programmatic level. It identifies how to use historical and contemporary information to select habitat goals, provides locally relevant plant lists, and highlights other factors that may impact plant selection and sourcing, such as climate change and plant pathogens.

“Like most cities, the urbanized region of Santa Clara Valley is a challenging place for plants and animals to make a home. Largely covered with pavement, crisscrossed by major freeways, and...

Map 2. Population Density and DEC Proximity to Protected Areas: Population density across the Authority’s jurisdiction relative to Deep Engagement Community boundaries and protected areas. See Page 15 for full map and description.
fragmented by a variety of land uses, the urban landscape creates barriers to the movement of wildlife and hostile environments for plants. While a small set of species tolerant of cities (such as pigeons and raccoons) can tolerate these difficult conditions, our cities have the potential to support much greater biodiversity.” - Excerpt from the Urban Ecological Planning Guide (Hagerty et al. 2019)

As the Authority and its partners undertake new urban open spaces for people to enjoy, this guide can support efforts to simultaneously enhance biodiversity. Whether we are designing or planning rain gardens beside roadways; green roofs or green schoolyard; bike trails with vegetated medians; riparian vegetation along stream corridors; or landscaping in corporate campuses, municipal parks and private gardens, biodiversity can be achieved along with primary goals such as public enjoyment, storm-water capture, public safety, shade, education, or beautification. For example, wildflower plantings along bike trail medians can offer commute safety and habitat for native insects; schoolyard trees can shade students and provide acorns for birds and squirrels; and stream re-vegetation can provide a quiet place for people to enjoy while strengthening corridors for regional species movement.

Strategically designing these features to advance ecological benefits and, where possible, coordinating across the landscape, can provide value for humans and nature alike. The guide can be used to envision the ecological potential for individual urban greening projects, and to guide their siting, design and implementation. It also can be used to guide coordination of projects across the landscape with the cooperation of a group of stakeholders (such as multiple agencies, cities and counties). The guide is not intended to inform all aspects of site-specific planning. Rather, it is intended as a companion to existing materials to inform a broader vision of how such site-scale projects can fit into the larger fabric of the Santa Clara Valley landscape.

Some of the specific information and resources found in the guide are:

- **Local Setting**: the ecological patterns prior to extensive development and how they have changed over time (Chapter 1).
- **Coordinated Planning and Implementation**: an outline of approaches for coordinating projects to support biodiversity across the landscape on a project and programmatic level (Chapter 2).
- **Planting Considerations**: historical and contemporary information to select habitat goals, provide plant lists to guide the building of these habitats, and consider other factors that may impact plant selection and sourcing (Chapter 3).
- **Practical Considerations**: planning and policy considerations that may affect on-the-ground implementation (ranging from community input, approved species, infrastructure and site management) and supporting resources to address these (Chapter 4).
Chapter 6: Conclusion

The Santa Clara Valley Open Space Authority is committed to working towards a future in which inclusion and accessibility are prioritized, and each and every member of the community feels welcome and safe in their natural spaces. The Authority recognizes that this work will require the recognition of injustices, past and present, that have directly or indirectly infiltrated environmental conservation efforts. Increasing access to nature, especially for those who face any of the barriers referenced in this report, is an undertaking that must be addressed through partnership, collaboration, and an openness to redefining what it means to be an environmentalist. The Authority is grateful for the community partners and leaders who have not only shown their support for this project but who have also committed to collaborating in new and innovative ways.

Through this report, the Authority hopes to provide new perspectives, spark new conversations, and fuel innovative ideas. Through the Urban Grant Program, the Authority continues to invest in the innovators and leaders in the community who are walking-the-talk and creating positive change. Through the agency’s various community engagement and strategic partnership plans, staff can continue to ask, “Who is not at the table right now, and how can we change that?” Through the work of the administrative team, opportunities continue to be provided for staff to consider how these values are being reflected through their day-to-day work, and where there are areas for improvement. Only through working to better understand our community can we effectively work towards helping build a better community, for all.