Why “Nuestro Futuro”?  
Convening and engaging Latinos in Silicon Valley is at the heart of the Hispanic Foundation of Silicon Valley’s mission statement. While the Silicon Valley Latino population share is currently 26% (and expected to grow to nearly 40% by 2050), many Hispanics are not engaged in the important issues that impact their everyday lives. Therefore, we set our sights on greater community participation and launched the Nuestro Futuro – Our Future initiative. Our goal was to include as many Latino residents as possible in a dialogue that sought their ideas and solutions on how to improve the outlook for their family well-being and the well-being of the Hispanic community. In short, we wanted to encourage residents to see themselves as “experts” of their surroundings and to feel a sense of ownership.

Background and Methodology  
We conducted the Nuestro Futuro-Our Future community engagement initiative in collaboration with various community-based organizations and residents from January 2013 to January 2014.1 A total of 2,127 Latinos participated in the assessment.

This assessment consisted of a community survey and 15 “platicas” (focus groups) held with residents in Santa Clara and San Mateo counties.2 The survey and platicas asked respondents to 1) rate the overall quality of life of Latinos; 2) prioritize the five quality of life issues that were the focus of the 2011 Silicon Valley Latino Report Card; and 3) indicate the types of civic engagement activities they participated in during the past year.

This report presents the main findings that emerged from the community survey and platica responses.3 These findings are not meant to be representative of the entire Silicon Valley Latino population, but rather to provide information on the views of Latinos who participated in the assessment.

What’s Next?  
The information in this document represents the collective voice on the changes Latinos want to see take place to improve their quality of life and the region as a whole.

We hope that the voices of Latinos expressed in this report will give decision-makers and advocates a better understanding of how to approach, engage, and involve Latinos in solving some of the pressing issues identified in the Nuestro Futuro – Our Future initiative.
A priority of the Hispanic Foundation of Silicon Valley is to hear from low-income, 1st generation Latino immigrants, since their ideas and opinions are often underrepresented in public discourse.

## Key Findings

### Quality of Life is Viewed Favorably by Latino Respondents

Nearly nine in ten (87.1%) survey respondents view the quality of life of Latinos in Silicon Valley as OK or better.

### Education is the Top Concern for Latinos

Overall, respondents rate the topic of Education as the most important quality of life issue to address. However, respondents with an 8th grade education or less view Health as the most important quality of life issue to address.

### Income Influences Outlook on Quality of Life

Respondents with the highest household income are nearly twice as likely to rate Latino quality of life as Bad/Very Bad as compared to respondents with the lowest household income.

### Latinos Often Not Asked for Their Input

Nearly nine in ten (88.4%) of survey respondents had never been asked for their opinion on key quality of life issues.

### Latinos Are More Likely to Engage in Nonpolitical Forms of Civic Participation

Survey respondents report a greater amount of involvement in non-electoral community-based forms of civic engagement (i.e. volunteering or attending a public meeting) in comparison to more political forms of engagement (i.e. voting or meeting with government officials).

### Immigrants View Environment as More Important to Address than U.S. Born

Immigrants are two times more likely than the U.S. born to view the environment as the most important quality of life issue to address. The top solution to improve the environment for immigrants is “reduce air pollution in your neighborhood” while the top solution for U.S.-born respondents is “improve the quality and safety of parks and walkable areas.”
PARTICIPANT DEMOGRAPHICS

The following data represents the key characteristics of respondents to the community survey. The majority of respondents were immigrants, female, low-income individuals with less than a high school education. Latinos with these characteristics are often underrepresented in research, especially relating to civic engagement. According to the 2011 Silicon Valley Latino Report Card, Latinos currently make up approximately 26% of the Silicon Valley population; by the year 2040 they will grow to about one-third of the population and, consequently, will represent the largest population group in the region.¹

Existing Data that Support Nuestro Futuro Findings

By 2040, Latinos Will Make Up Approximately 33.7% of the Silicon Valley Region
Silicon Valley Population Estimates by Ethnicity in 2040

LATINOS / 1,085,010
CAUCASIAN / 962,574
ASIAN / 867,581
MULTIRACE / 113,802
AFRICAN AMERICAN / 82,421
PACIFIC ISLANDER / 82,257
AMERICAN INDIAN / 26,353

Source: California Department of Finance, 2010

<table>
<thead>
<tr>
<th>PARTICIPANT’S AGE</th>
<th>LEVEL OF EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>37%</strong> 30-44 Years of age</td>
<td><strong>59.3%</strong> High School Graduate or Less</td>
</tr>
<tr>
<td><strong>18%</strong> 18 years old and under</td>
<td><strong>23.4%</strong> Some College and Associate Degree</td>
</tr>
<tr>
<td><strong>22%</strong> 19-29 years old</td>
<td><strong>17.2%</strong> Bachelor’s Degree or Higher</td>
</tr>
<tr>
<td><strong>19%</strong> 45-59 years old</td>
<td></td>
</tr>
<tr>
<td><strong>5%</strong> 60-74 years old</td>
<td></td>
</tr>
<tr>
<td><strong>0.5%</strong> 75 years old and over</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTICIPANT’S GENDER</th>
<th>ANNUAL HOUSEHOLD INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>74.4%</strong> Female</td>
<td><strong>18.7%</strong> $40,000 to $69,999</td>
</tr>
<tr>
<td><strong>25.6%</strong> Male</td>
<td><strong>13.5%</strong> $70,000 and over</td>
</tr>
<tr>
<td></td>
<td><strong>67.8%</strong> $39,999 and under</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>HAVE CHILDREN UNDER 18</th>
<th>LANGUAGE OF COMPLETED SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>65.4%</strong></td>
<td><strong>67%</strong> Spanish</td>
</tr>
<tr>
<td></td>
<td><strong>33%</strong> English</td>
</tr>
</tbody>
</table>
Nearly 9 out of 10 Latino respondents rate quality of life in Silicon Valley positively.

**OVERALL PERCEPTION ON QUALITY OF LIFE**

- 10.9% Bad
- 2.1% Very bad

Great, Good, and OK

Santa Clara respondents were slightly more likely to rate Latino quality of life as Good/Great than San Mateo County respondents.

**PERCEPTION ON QUALITY OF LIFE (BY COUNTY)**

- 30% Good/Great
- 57% OK
- 13% Bad/Very Bad

Respondents from higher income households view quality of life less favorably than respondents from lower income households.

**PERCEPTION ON QUALITY OF LIFE (BY INCOME)**

- $39,999 and under: 28% Good/Great, 60% OK, 12% Bad/Very Bad
- $40,000 to $89,999: 30% Good/Great, 56% OK, 14% Bad/Very Bad
- $70,000 and over: 25% Good/Great, 53% OK, 22% Bad/Very Bad

Existing Data that Support Nuestro Futuro Findings

According to a recent study, “Family/Friends” is the top contributor of quality of life for Latinos in Silicon Valley. Conversely, “High Costs of Living” is the factor most likely to take away from their quality of life.

Factors that Contribute and Take Away from Latino Quality of Life

<table>
<thead>
<tr>
<th>Top Three Factors that Contribute to Latino Quality of Life</th>
<th>Top Three Factors that Take Away from Latino Quality of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY/FRIENDS</td>
<td>HIGH COST OF LIVING</td>
</tr>
<tr>
<td>JOB/EMPLOYMENT</td>
<td>TRAFFIC/COMMUTING</td>
</tr>
<tr>
<td>SENSE OF COMMUNITY/FRIENDLY PEOPLE</td>
<td>SAFETY CONCERNS</td>
</tr>
</tbody>
</table>

Source: Survey Policy Research Institute, Santa Clara County Community Assessment Project, 2012
ISSUES LATINOS CARE MOST ABOUT

**MOST IMPORTANT ISSUE TO ADDRESS**

- Education: 39%
- Jobs and Income: 23%
- Health: 18%
- Housing: 16%
- The Environment: 5%

Participants were more likely to select Education as the top quality of life issue to address.

**HEALTH AS A TOP PRIORITY (BY EDUCATIONAL ATTAINMENT)**

- 8th grade or less: 27%
- Bachelor's Degree and higher: 12%

Respondents with an 8th grade education or less are more than twice as likely to view Health as the top quality of life issue to address as compared to those with a Bachelor’s degree or higher.

**THE ENVIRONMENT AS A TOP PRIORITY (BY PLACE OF BIRTH)**

- Foreign Born: 6%
- U.S. Born: 3%

A greater percentage of immigrants view the Environment as the top quality of life issue to address as compared to the U.S. born.
While the Latino population continues to grow and will soon become the majority in Silicon Valley, their representation and voice in civic and political participation is one of the lowest percentages among other ethnic groups in the area. We need to make sure that more Latinos are exposed to the process and are part of the electorate so that they can exercise their right to vote and be engaged in order to improve the status of the Silicon Valley Latino community.

—Alicia Aguirre, Former Mayor of Redwood City (2011-2013)

Nearly nine in ten respondents had never been asked for their opinion on quality of life issues prior to the Nuestro Futuro community engagement initiative.

**TYPES OF NON-ELECTORAL CIVIC ENGAGEMENT**

Survey respondents are more likely to be involved in non-electoral types of civic engagement.

<table>
<thead>
<tr>
<th>Attended a Public Meeting</th>
<th>No 58.6%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Asked for Opinions on Quality of Life (Previous 12 Months)</th>
<th>No 88.4%</th>
</tr>
</thead>
</table>

| Volunteered for an Organization | No 51.3% |
Get involved in community, voice opinions, vote

**Types of Electoral/Political Civic Engagement**

<table>
<thead>
<tr>
<th>Activity</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed a petition</td>
<td>71.1%</td>
</tr>
<tr>
<td>Contacted a government official</td>
<td>80.1%</td>
</tr>
<tr>
<td>Voted in local/national election</td>
<td>68.6%</td>
</tr>
</tbody>
</table>

**Civic Engagement Activities (by Income Level)**

- $39K & under
- $40K-$89K
- $70K & over

Respondents from higher income households report greater engagement than those from lower income households.
Education is a gateway of opportunity that can ensure a better life for individuals. The higher a person’s education, the more likely they are to have financial security, a better health for themselves and their family, and be more connected to their community.

Latinos are projected to be the largest segment of the population by 2050, yet Latinos have the lowest levels of educational attainment of all racial and ethnic groups in the region. The high school graduation rate of Latinos was 69% in 2010 compared to 83% for Silicon Valley overall.

Existing Data that Supports Nuestro Futuro Findings

<table>
<thead>
<tr>
<th></th>
<th>Latinos in Silicon Valley</th>
<th>All Students in Silicon Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduation Rate</td>
<td>69%</td>
<td>83%</td>
</tr>
</tbody>
</table>

Source: California Department of Education, Cohort Outcome Data for the Class of 2011-2012

"The question we should ask our children should be "Which school will you be going to?" not "Will you go to college?"

—Nuestro Futuro Participant

"Five Ways Ed Pays: Five Powerful Ways a College Degree can Transform Your Life and Lifestyle." CollegeBoard Advocacy & Policy Center. 2011
http://youcango.collegeboard.org/sites/default/files/11b_4427_5waysedpays_eng_web_111107.pdf"
Preschool, Math & Science, College, and Silicon Valley Careers

Preventing student drop-out through increased afterschool youth programs is the preferred solution for improving the educational attainment of Latinos.

U.S. born respondents rated “increasing the amount of afterschool programs to prevent school dropouts” higher than immigrant respondents. However, the latter group favors increasing ESL classes at a higher rate (28% vs. 16%, respectively).

**SOLUTIONS TO IMPROVE EDUCATION**

- **42%** Increase the Number of Quality Preschool Programs
- **42%** Help More Latinos Get a College Degree
- **38%** Establish Classes / Workshops for Parents to Help Their Kids with School
- **24%** Offer More ESL Classes for Children and Adults

- **59%** Increase the Amount of Youth Programs to Prevent Student Dropout

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INCREASE YOUTH PROGRAMS TO PREVENT STUDENT DROPOUT (TOP CHOICE BY PLACE OF BIRTH)

- **64%** U.S. Born
- **56%** Foreign Born

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*STEM* is an acronym that stands for Science, Technology, Engineering, and Math.

*The terms “Solution” and “Top Choice” in this report refers to the top option selected by respondents on ranking questions related to each quality of life area. Respondents were provided a list of 4-6 solutions per quality of life area and asked to rank the solutions in order of importance.*
Silicon Valley serves as a beacon of innovation and opportunity when it comes to skilled employment and financial success. Currently, four of the top ten employers in Silicon Valley are based in the technology sector. Jobs tied to science, technology, engineering, and math (STEM) tend to be more stable and higher paying. Yet, despite the presence of high-skilled employment, many Nuestro Futuro participants feel unprepared or excluded from these opportunities that exist in their own backyard. According to the 2011 Silicon Valley Latino Report Card, only 2.6% of Latinos in the region are employed in High-Tech jobs.

Existing Data that Supports Nuestro Futuro Findings

Only 2.6% of Latinos in the region are employed in High-Tech Jobs.

<table>
<thead>
<tr>
<th>Population that Work in High-Tech Occupations in 2009</th>
<th>Latinos in Silicon Valley</th>
<th>Non-Latinos in Silicon Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer &amp; Mathematical Occupations</td>
<td>1.3%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Architecture &amp; Engineering Occupations</td>
<td>1.3%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, American Community Survey, 2010

“Provide education opportunities so Latino kids can compete for jobs in Silicon Valley. It is sad to see that the most visible Latinos on the tech companies’ campuses are janitors or maintenance workers— we can do it - we just need training and opportunities.”

—Nuestro Futuro Participant
Opportunity, High Tech Jobs, and Affordable Childcare

Respondents view offering more job training programs as the top solution to improve Jobs & Income for Latinos.

**SOLUTIONS TO IMPROVE JOBS/INCOME**

- **48%** Increase Latinos in High-Tech Jobs
- **43%** More Affordable Childcare for Working Parents
- **33%** Classes/Workshops to Help Latinos Start Their Own Business
- **28%** Offer Classes/Workshops on Managing Your Money

**55%** More Job Training Programs

Immigrant respondents rank the solution of offering classes to help Latinos start their own business higher than U.S. born respondents.

**HELP LATINOS START THEIR OWN BUSINESS**
(TOP CHOICE, BY PLACE OF BIRTH)

- **34%** Foreign Born
- **28%** U.S. Born

Latinas more likely to select affordable child care as a top solution than their male counterparts.

**MORE AFFORDABLE CHILDCARE FOR WORKING PARENTS**
(TOP CHOICE, BY GENDER)

- **47%** Female
- **31%** Male

The long-term success of Silicon Valley is directly tied to the long-term success of all of the kids in our community. From the Board Room, to the Classroom, we must all pull together to enhance student achievement, workplace preparation and community engagement - especially among Latino youth and other students of color, who comprise well over half of our K-12 students. Then and only then will Silicon Valley be a sustainable valley.

—Carl Guardino, Chief Executive Officer, Silicon Valley Leadership Group
Health insurance is associated with better health outcomes. According to the California Health Interview Survey, Latino adults have the lowest rate of health insurance coverage in Silicon Valley. The lack of health insurance, lifestyle risk factors, and high rates of poverty are among the many reasons that Latinos are lagging behind on important health measures. Nearly three in four Latino adults are overweight or obese in Silicon Valley and 13% have been diagnosed with diabetes.

With the recent implementation of the Affordable Care Act, hundreds of thousands of Latinos in California (slightly more than 25% of population) now have access to health insurance coverage for themselves and their family. Yet, many Nuestro Futuro participants cannot utilize the benefits of the new law due to their immigration status.

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"I don’t have insurance. I have a bad hand injury, I can’t bend my fingers without pain, but I don’t qualify for Obamacare. I don’t go to the doctor because the bill is too high."

—Nuestro Futuro Participant
“We need a revolutionary call to get Latinos to eat healthy and become infectiously active. In order for the next generation of Latinos to be the leaders of our community, this revolution needs each of us to take serious stock of ourselves and make vital changes to improve our health and that of our community. Together we can become the healthiest generation.”

— Frederick J. Ferrer, Chief Executive Officer, Health Trust

Improving access to health insurance is the highest ranked solution in the area of health.

SOLUTIONS TO IMPROVE HEALTH

50% Improve Availability of Healthy Food & Promote Exercise
32% Reduce Latina Teen Pregnancy
30% Support & Assistance for People with Chronic Diseases
23% Improve Access to Dental Care

72% Improve Health Insurance access

RESPONDENTS FROM HIGHER INCOME EARNING HOUSEHOLDS ARE MORE LIKELY TO INDICATE THAT THE PREFERRED SOLUTION IN HEALTH IS IMPROVEMENT IN HEALTHY FOOD OPTIONS AND PROMOTION OF EXERCISE.

IMPROVE AVAILABILITY OF HEALTHY FOOD / PROMOTE EXERCISE (TOP CHOICE, BY INCOME)

58% $70,000 and over
47% $39,999 and under
Finding an affordable place to live in Silicon Valley can be a challenge. Many Nuestro Futuro participants want more opportunities to live in safe neighborhoods and affordable homes with access to quality schools, open spaces, and other amenities. Unfortunately, affordable housing is out of reach for many Latinos in Silicon Valley. Well over half of Latinos are spending more than 30% of their household income on rent, mortgage and other homeownership expenses.

**Existing Data that Supports Nuestro Futuro Findings**

**Latinos Spending 30% or More of Income on Rent/Mortgage**

<table>
<thead>
<tr>
<th>Percentage of housing units with mortgage that pay 30% or more of household income in monthly owner costs</th>
<th>Silicon Valley Latinos</th>
<th>Silicon Valley Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>59%</td>
<td>46%</td>
<td></td>
</tr>
</tbody>
</table>

| Percentage of renter-occupied housing units that pay 30% or more of household income for gross rent | 61%                    | 48%                    |

*Source: 2010-2012 American Community Survey 3 year estimates*

“The rent is too high overall and it keeps increasing. A couple of months ago they increased the rent by $60. An increase in rent means having to look for a second job.”

—Nuestro Futuro Participant
Affordable Rent, Homeownership and Less Crowding

Latinos respondents prefer “Offering more affordable rental housing” as the most top solution to improve housing.

The high cost of housing in Silicon Valley has greatly impacted Latino families...Unable to afford the high cost of housing in Silicon Valley, many Latino families are doubling up with family members or renting individual rooms. Living in over-crowded housing has a significant and long-term effect on a child’s school performance, emotional behavior and health. To minimize the costly effects of homelessness, it is necessary to create more affordable housing in Silicon Valley.

–Kevin Zwick, Chief Executive Officer, Housing Trust Silicon Valley

Respondents with annual household incomes between $40,000 and $69,999 are more likely to favor assistance in buying their own home as compared to the other income groups.

U.S. born Latinos are more likely to favor assistance in buying an affordable home as compared to immigrants.

HELP MORE LATINOS BUY THEIR OWN HOME
(TOP CHOICE, BY INCOME)

55%
$39,999 and under
63%
$40,000 to $69,999
60%
$70,000 and over

57%
Help More Latinos Buy Their Own Home
36%
Fight Latino Homelessness
34%
Offer Classes/Workshops to Prevent Landlord Abuse

77%
More Affordable Rental Housing

SOLUTIONS TO IMPROVE HOUSING
A sustainable environment encompasses various important components that can affect a person’s life: the quality of the air and water, the availability of open spaces, and the safety of the surroundings. The 2011 Silicon Valley Latino Report Card shows that Latinos often live in communities that are prone to higher health risks associated with environmental inequity (i.e. toxic air emissions and respiratory hazards).13

The Nuestro Futuro community assessment found that many of the Latino participants share concerns about crime and safety issues in their neighborhoods. Such concern is supported by the research of the Santa Clara County Public Health Department which indicates that neighborhood safety is a greater problem for Latinos than the county as a whole. Latinos are also less likely to report their neighborhoods as clean and easy to walk in.

Existing Data that Supports Nuestro Futuro Findings

| Percentage of Santa Clara County Adults Who Perceive their Community as Having Safe, Clean, and Walkable Neighborhoods |
|-------------------------------------------------|-------------------------------------------------|
| Neighborhood Safety is a Major Problem or Somewhat of a Problem | SCC Latinos | SCC Overall |
| | 49% | 36% |
| Neighborhood Cleanliness is Excellent or Good | 67% | 77% |
| Easy to Walk in Neighborhood - Agree or Strongly Agree | 90% | 95% |


“[There needs to be more vigilance at the parks because, as a parent, I don’t feel comfortable taking my children there. There are always gangs there and I’m scared.]”
—Nuestro Futuro Participant

Latino respondents favored improving the quality and safety of parks and walkable areas as the top solution for environmental sustainability.

<table>
<thead>
<tr>
<th>SOLUTIONS TO IMPROVE THE ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>46%</strong></td>
</tr>
<tr>
<td>Improve the Quality &amp; Safety of Parks / Walkable Areas</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>REDUCE AIR POLLUTION IN YOUR NEIGHBORHOOD (TOP CHOICE, BY PLACE OF BIRTH)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>32%</strong></td>
</tr>
<tr>
<td>U.S. Born</td>
</tr>
<tr>
<td><strong>44%</strong></td>
</tr>
<tr>
<td>Foreign Born</td>
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</tbody>
</table>

Immigrant respondents favor “reducing air pollution” as a top solution more so than their U.S. counterparts.

Too many Latinos live in neighborhoods that lack access to parks and safe streets. As cities throughout Silicon Valley plan for growth and development, it is critical that the Latino community has a seat at the table. Greenbelt Alliance wants to nurture relationships with the region’s diverse Latino community and engage them in these discussions. With their ideas and insights, we can create neighborhoods that are thriving, equitable and green for all.

—Michele Beasley, Regional Director, Greenbelt Alliance

Safe Communities, Clean Air & Water, and Open Spaces
Funding for the Nuestro Futuro Initiative Provided by:

John S. and James L. Knight Foundation
Informed and engaged communities.

First 5

Fidelity National Financial

Walmart

Target

NBC Bay Area | Telemundo 48

About The Hispanic Foundation of Silicon Valley

The Hispanic Foundation of Silicon Valley is a public foundation dedicated to inspiring community philanthropy and engaging people to invest in the educational achievement, leadership development, and research about the Hispanic community in order to improve the quality of life for Latinos and the Silicon Valley region.

For further information, visit www.hfsv.org

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We want to thank all those that contributed photographs for this project.

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