

nuestro futuro

your voice is change



**VOICES
OF CHANGE**



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.



Message from HFSV
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Message From HFSV
President and CEO
Ron Gonzales


Ron Gonzales
HFSV President and CEO


Jorge Titinger
Chair, HFSV Board of Directors
CEO, SGI



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 Respondents⁴

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.”

Background and Methodology (on previous page)

¹The Nuestro Futuro Initiative is a follow-up to the 2011 Silicon Valley Latino Report Card. For more information on the 2011 Silicon Valley Latino Report Card, visit: <http://hfsv.org/programs-research-2.html>

²Silicon Valley” is defined as San Mateo and Santa Clara counties.

³Overall, 2,358 individuals participated in the Nuestro Futuro initiative. Only the Latino responses to the Community Survey are presented in this report. The responses of non-Latinos were excluded because the pool of respondents was not significant enough to draw out meaningful comparisons.

Key Findings (this page)

⁴For the purposes of this study, the term “quality of life” refers to indicators in five areas: education, health, housing, jobs & income, and environmental sustainability.



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.⁵

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

PARTICIPANT'S COUNTY



23.4%
San Mateo County

7.6%
Other Counties

69%
Santa Clara County

PARTICIPANT'S BIRTHPLACE



70.3%
Other Countries

SPECIFIC BIRTHPLACE



87.1%
Mexico

7.6%
Central America

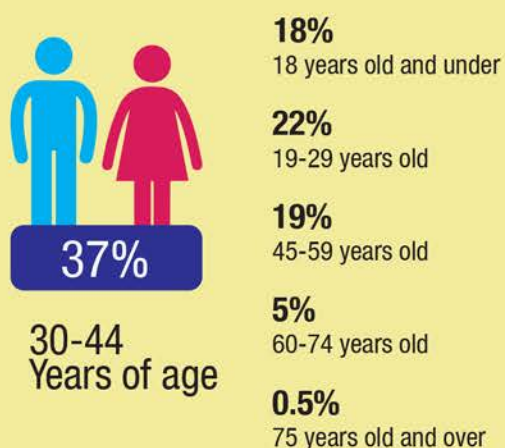
4.8%
South America

0.5%
Caribbean

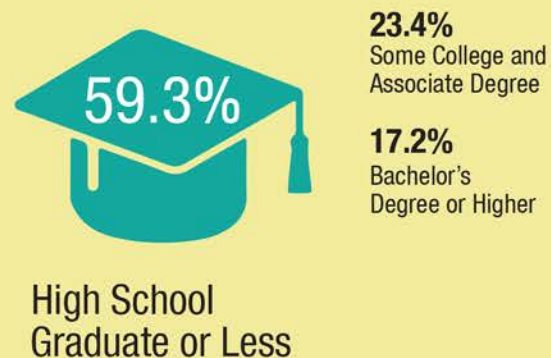
⁵*Silicon Valley Latino Report Card*. San Jose: Hispanic Foundation of Silicon Valley. 2011. Print. <http://hfsv.org/FINAL%20Version%20Latino%20Report%20Card.pdf>



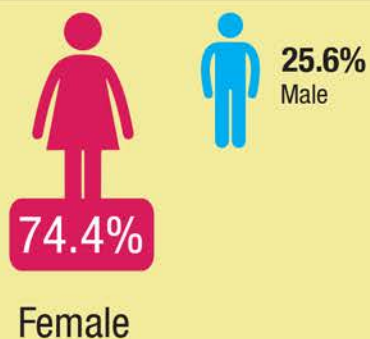
PARTICIPANT'S AGE



LEVEL OF EDUCATION



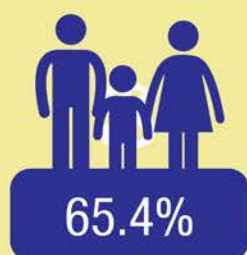
PARTICIPANT'S GENDER



ANNUAL HOUSEHOLD INCOME



HAVE CHILDREN UNDER 18



LANGUAGE OF COMPLETED SURVEY





PERCEPTION ON QUALITY OF LIFE

Nearly 9 out of 10 Latino respondents rate quality of life in Silicon Valley positively.

OVERALL PERCEPTION ON QUALITY OF LIFE



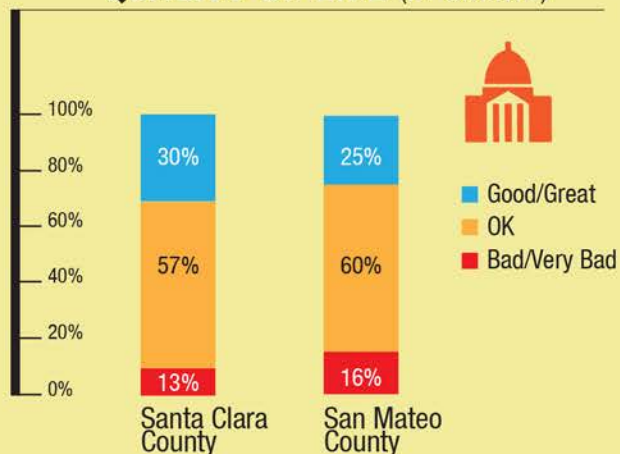
Great, Good, and OK

10.9%
Bad

2.1%
Very bad

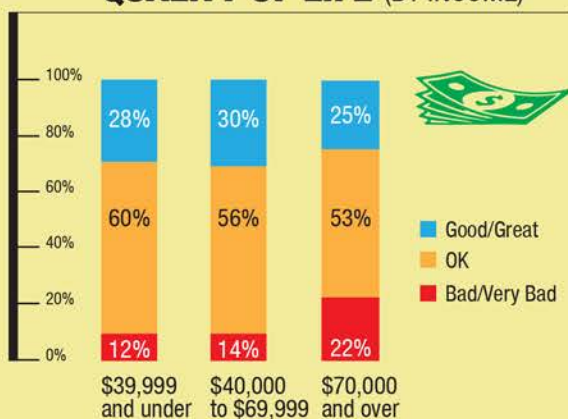
Santa Clara respondents were slightly more likely to rate Latino quality of life as **Good/Great** than San Mateo County respondents.

PERCEPTION ON QUALITY OF LIFE (BY COUNTY)



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

PERCEPTION ON QUALITY OF LIFE (BY INCOME)



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

Top Three Factors that Contribute to Latino Quality of Life

FAMILY/ FRIENDS

JOB/ EMPLOYMENT

SENSE OF COMMUNITY/
FRIENDLY PEOPLE

Top Three Factors that Take Away from Latino Quality of Life

HIGH COST OF LIVING

TRAFFIC/ COMMUTING

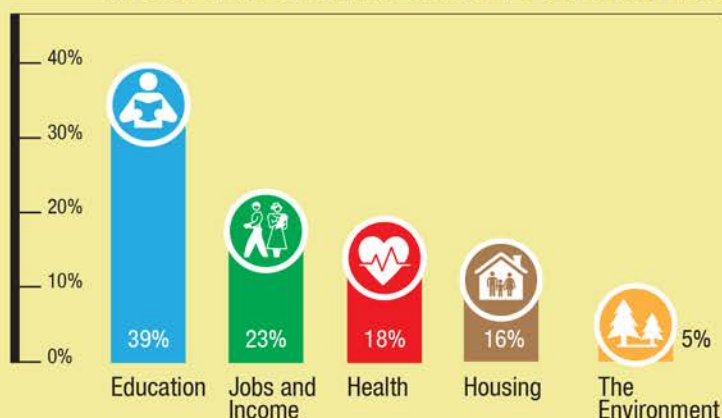
SAFETY CONCERNS

Source: Survey Policy Research Institute, Santa Clara County Community Assessment Project, 2012



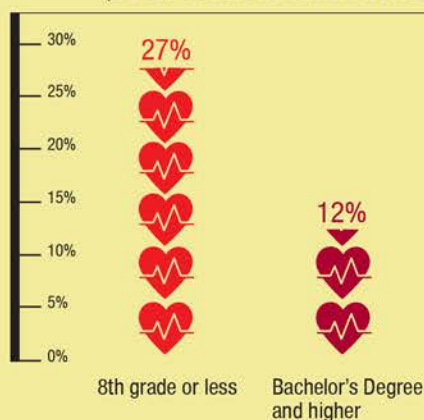
ISSUES LATINOS CARE MOST ABOUT

MOST IMPORTANT ISSUE TO ADDRESS



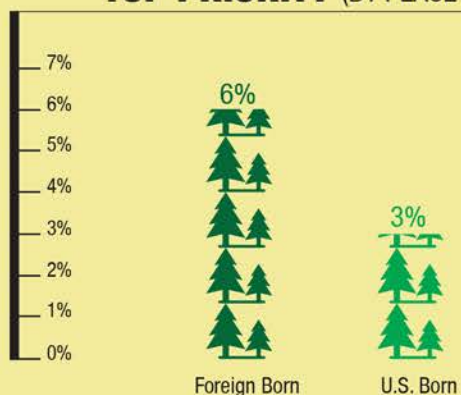
Participants were more likely to select *Education* as the top quality of life issue to address.

HEALTH AS A TOP PRIORITY (BY EDUCATIONAL ATTAINMENT)



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)



A greater percentage of immigrants view the *Environment* as the top quality of life issue to address as compared to the U.S. born.

CIVIC ENGAGEMENT



“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.

ASKED FOR OPINIONS ON QUALITY OF LIFE (PREVIOUS 12 MONTHS)



NO 88.4%

TYPES OF NON-ELECTORAL CIVIC ENGAGEMENT

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

ATTENDED A PUBLIC MEETING



NO 58.6%

VOLUNTEERED FOR AN ORGANIZATION



NO 51.3%

Get involved in
community, voice
opinions, vote

VOTE

TYPES OF ELECTORAL/POLITICAL CIVIC ENGAGEMENT

SIGNED A PETITION



NO 71.1%

CONTACTED A GOVERNMENT OFFICIAL



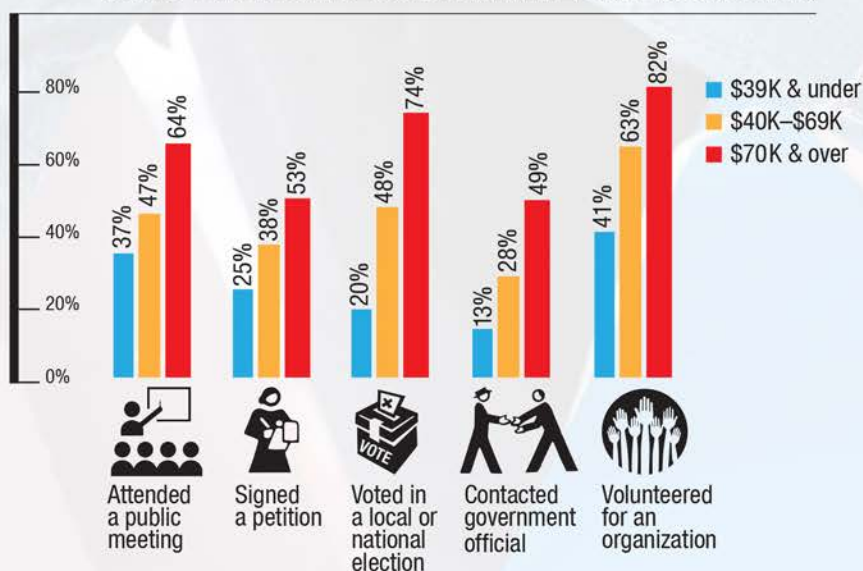
NO 80.1%

VOTED IN LOCAL/ NATIONAL ELECTION



NO 68.6%

CIVIC ENGAGEMENT ACTIVITIES (BY INCOME LEVEL)



Respondents from higher income households report greater engagement than those from lower income households.

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Volunteer With Us!



EDUCATION

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.⁶

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

Latinos in Silicon Valley are graduating at a lower rate than all students combined.

	Latinos in Silicon Valley	All Students in Silicon Valley
High School Graduation Rate	69%	83%

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



Voices of Nuestro Futuro-
Scan QR Code to Hear What
Redwood City Resident
Veronica Molina Has to Say
About Improving Education

⁶“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_5ways_edpays_eng_web_111107.pdf



“We need to start paying attention to the data that reflects whether Latino students are actually being prepared for college. The current data as measured by successful completion of science and math courses in high school predict a poor Latino college success rate, especially in STEM related fields. We need additional Latino men and women to take more rigorous high school courses in math and science to prepare them for STEM-related college degrees.”⁷

Manny Barbara, Vice President of Advocacy & Thought Leadership, Silicon Valley Education Foundation

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 EDUCATION⁸



59%

Increase the Amount of Youth Programs to Prevent Student Dropout

42%

Increase the Number of Quality Preschool Programs

42%

Help More Latinos Get a College Degree

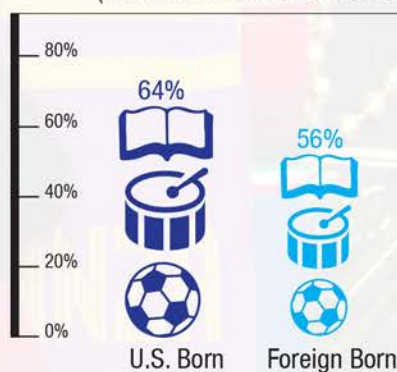
38%

Establish Classes / Workshops for Parents to Help Their Kids with School

24%

Offer More ESL Classes for Children and Adults

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



⁷STEM is an acronym that stands for Science, Technology, Engineering, and Math.

⁸The 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 with a list of 4-6 solutions per quality of life area and asked to rank the solutions in order of importance.

JOBS & INCOME

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.⁹ Jobs tied to science, technology, engineering, and math (STEM) tend to be more stable and higher paying.¹⁰ 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.¹¹

Existing Data that Supports *Nuestro Futuro* Findings

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

Population that Work in High-Tech Occupations in 2009

	Latinos in Silicon Valley	Non-Latinos in Silicon Valley
Computer & Mathematical Occupations	1.3%	9.0%
Architecture & Engineering Occupations	1.3%	6.0%

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



Voices of *Nuestro Futuro*—
Scan QR Code to Hear What
Mountain View Resident Lupita
Garcia Has to Say About
Improving Jobs And Income

⁹Reyes, Lemery. “Silicon Valley’s 10 Largest Employers—who made the list?”. *Silicon Valley Business Journal*. 19 JUL 2013. <http://www.bizjournals.com/sanjose/news/2013/07/18/the-list-top-100-silicon-valley.html>

¹⁰“STEM: Good Jobs Now and for the Future”. 14 JUL 2011. U.S. Dept. of Commerce: Economics & Statistics Administration. <http://www.esa.doc.gov/Reports/stem-good-jobs-now-and-future>

¹¹*Silicon Valley Latino Report Card*. San Jose: Hispanic Foundation of Silicon Valley. 2011. Print. <http://hfsv.org/FINAL%20Version%20Latino%20Report%20Card.pdf>

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



55%
More Job Training Programs

- 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

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 Class Room, we must all pull together to enhance student achievement, workforce 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

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 Valley¹² and 13% have been diagnosed with diabetes.¹³

With the recent implementation of the Affordable Care Act, hundreds of thousands of Latinos in California (slightly more than 25%¹⁴ 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.

Existing Data that Supports Nuestro Futuro Findings

Slightly over three-fourths of Latino adults in Silicon Valley are insured, which is 11% lower than the region overall.

Percentage of Adults Insured in Silicon Valley

	Latinos in Silicon Valley	Silicon Valley Overall
Percentage of Adults Currently Insured	78%	89%

Source: California Health Interview Survey, 2011-2012

“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

¹²2011-2012 California Health Interview Survey. UCLA Center for Health Policy Research. Accessed: 15 May 2014. http://ask.chis.ucla.edu/main/DQ3/output.asp?_rn=0.6243555

¹³Ibid.

¹⁴Reston, Maeve. "Latino Healthcare sign-ups Soar in California" 3 APR 2014 Los Angeles Times. <http://articles.latimes.com/2014/apr/03/business/la-fi-latino-obamacare-enrollment-20140404>





Long & Healthy Lives

“We need a revolutionary call to get Latinos to eat healthy and become infectious 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



72%
Improve Health Insurance access

- 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

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

Voices of Nuestro Futuro
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San Jose Resident
Dora Maria Silva Has to Say
About Improving Health



HOUSING



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

	Silicon Valley Latinos	Silicon Valley Overall
Percentage of housing units with mortgage that pay 30% or more of household income in monthly owner costs	59%	46%
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.

SOLUTIONS TO IMPROVE HOUSING



77%
More Affordable
Rental Housing

57%
Help More Latinos
Buy Their Own Home

36%
Fight Latino
Homelessness

34%
Offer Classes/
Workshops to Prevent
Landlord Abuse

“ 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 PLACE OF BIRTH)



61%
U.S. Born

55%
Foreign Born

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



55%
\$39,999
and under

63%
\$40,000
to \$69,000

60%
\$70,000
and over

Voices of Nuestro Futuro
Scan QR Code to Hear What
East Palo Alto Resident
Yadira Chavez Has to Say
About Improving Housing



ENVIRONMENT

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).¹⁵

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

	SCC Latinos	SCC Overall
Neighborhood Safety is a Major Problem or Somewhat of a Problem	49%	36%
Neighborhood Cleanliness is Excellent or Good	67%	77%
Easy to Walk in Neighborhood - Agree or Strongly Agree	90%	95%

Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey. Data presented in the *Status of Latino/Hispanic Health, Santa Clara County 2012, Volume 2*.

“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



¹⁵*Silicon Valley Latino Report Card*. San Jose: Hispanic Foundation of Silicon Valley. 2011. Print. <http://hfsv.org/FINAL%20Version%20Latino%20Report%20Card.pdf>

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

SOLUTIONS TO IMPROVE THE ENVIRONMENT



46%

Improve the Quality & Safety of Parks / Walkable Areas

- 40%** Reduce Air Pollution in Your Neighborhood
- 38%** Offer Classes/ Workshops to Make Homes More Energy Efficient
- 34%** Promote Importance of Reducing Littering
- 28%** Promote Ways to Save Water
- 22%** Increase the Number of Parks

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

REDUCE AIR POLLUTION IN YOUR NEIGHBORHOOD (TOP CHOICE, BY PLACE OF BIRTH)



- 32%** U.S. Born
- 44%** Foreign Born

“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



Voices of Nuestro Futuro
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East Palo Alto Resident Victor
Valencia Has to Say About
Improving the Environment





Funding for the Nuestro Futuro Initiative Provided by:



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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