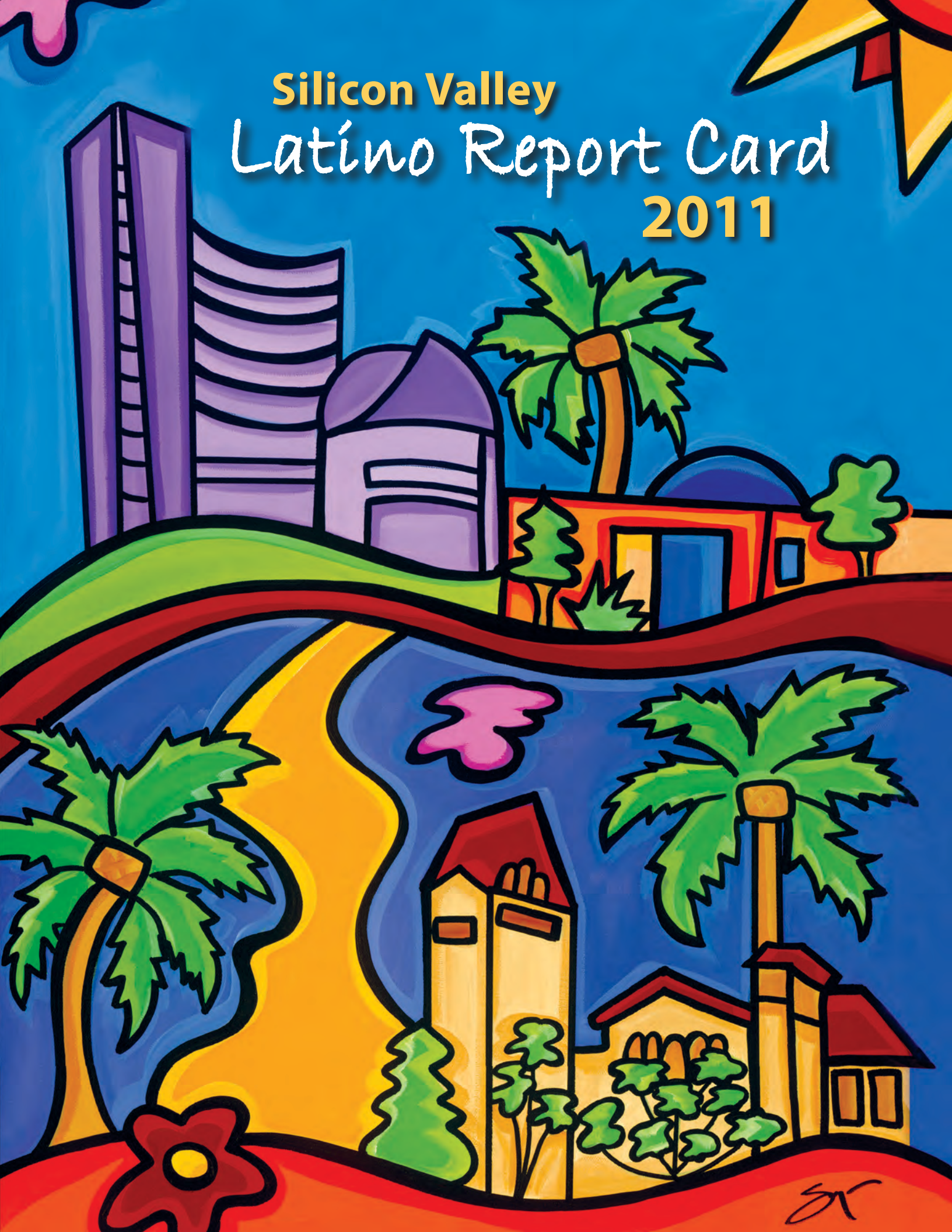


Silicon Valley
Latino Report Card
2011



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HISPANIC FOUNDATION OF SILICON VALLEY

Greetings!

March 2011

One out of four people now living in Silicon Valley are Latino – they are our neighbors, our co-workers, our employees, and our future. In another generation, just 30 years from now, Latinos will become the largest population group in Silicon Valley. This growth, therefore, comes with our collective responsibility to ensure that these residents, who will be our region's largest population group, will be able to contribute successfully and participate fully in our society, economy, and leadership.

The well-being of Latinos concerns everyone who lives and works in Silicon Valley. This is about quality of life not just for Latinos, but for all of us.

The first ***Silicon Valley Latino Report Card*** provides baseline information about Latino quality of life in our region. We expect that this data will inspire engagement and fuel effective action to improve the well-being of Latinos – and everyone in our communities. It is the first step towards better “grades” in the future and a higher standard of living for Latinos and all of Silicon Valley.

The Report Card has identified serious challenges that confront Latinos and threaten Silicon Valley's long-term prosperity, but we believe that our community has the will, resources, and strength to improve. We can control our own destiny and the future of Silicon Valley – and we must.

Action is needed.

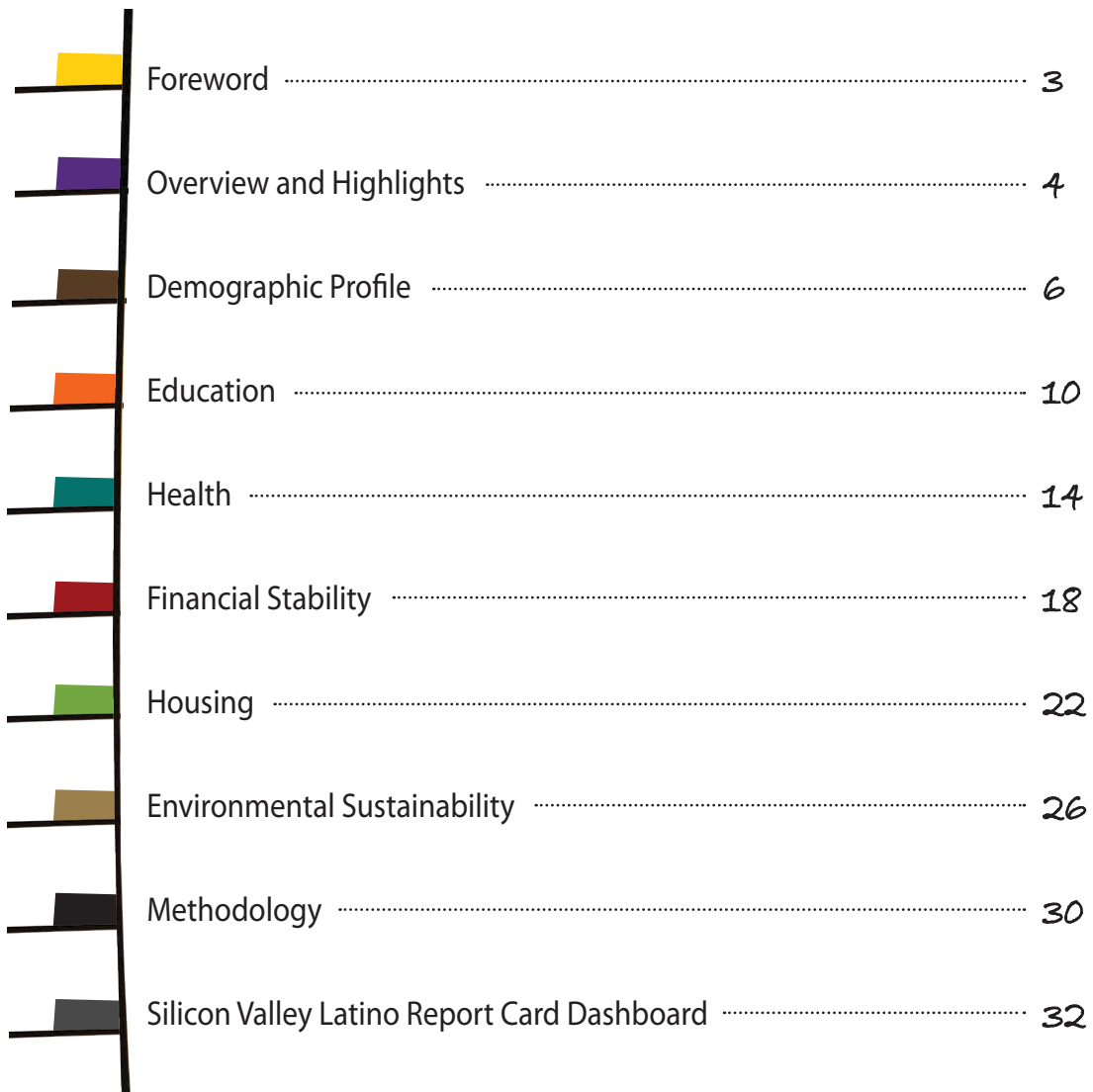
We invite you to join us as we move into the next phase of community engagement to accomplish this goal. Over the next year the Hispanic Foundation of Silicon Valley will bring people like you together to develop specific and practical strategies to improve the grades on our next report card.

This is our mission: improving the quality of life of our Latino community so that our entire region will continue to be strong, healthy, and prosperous long into the future.

Carmen Sigler, Chairperson
Hispanic Foundation of Silicon Valley

Ron Gonzales, President & CEO
Hispanic Foundation of Silicon Valley

Table of Contents

A vertical table of contents with a central vertical line. To the left of the line are colored bars: yellow, purple, brown, orange, teal, red, green, tan, black, and grey. To the right of the line are the page numbers. The text is aligned to the right of the vertical line.

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Foreword

Silicon Valley has always been about the future – at the cutting edge of both new technologies and new ways of doing business, its corporate and civic leaders have often pointed the way for California and the world. The Valley has equally symbolized a capacity to embrace change. Just when some wrote the region off due to cutbacks in defense spending, the Valley's innovators unleashed the internet boom. Just as the talk of global warming gained ground, its venture capitalists rushed to fuel a green revolution.

Another form of change is upon us, a demographic shift that will define this state and this nation for years to come. The region's Latino population – growing not so much by immigration as by the steady increase of a home-grown second generation – will be the Valley's largest single ethnic group by 2040. The question for the Valley's leaders will not be whether this will happen – the experts tell us it will – but rather whether the coming transition will make for a better future.

The statistics offered in this report offer both reasons for hope and cause for concern. On the plus side, the Valley's Latino population is younger and has a higher rate of labor force participation than its non-Latino majority. The reading proficiency of Latino third graders has been on a steady rise while the rate of Latina teens giving birth is on a steady fall. Latinos are also more optimistic than others that prosperity will return – and perhaps to the surprise of some, Latinos are more concerned than non-Latinos about protecting the environment and thus maintaining the quality of life that helps the Valley attract the world's best talent.

But the challenges are easy to see and hard to avoid. The higher levels of attachment to the labor force are not matched by higher incomes, and Latino workers (and homeowners) have been especially hard-hit by the recession. The education outcomes after third grade are dismal: Silicon Valley Latinos are far behind others on eighth grade algebra proficiency (key to the sort of jobs at the heart of the Valley's economy) and the college readiness rate of Latino high school graduates is about half that of non-Latinos. Overall, about half of non-Latinos old enough to be working have a bachelor's degree or higher; only about fifteen percent of Latinos can say the same.

And while education is one key area for improvement, Latinos also have higher rates of obesity and diabetes, tend to live in environmentally stressful areas, and immigrant Latinos in particular have strikingly lower rates of health insurance. As a result, the report card offered by this report is the sort you might hide from your parents – a few A's and B's but way too many D's and F's.

The problem is we can't hide from our future – and the newest challenge for the Valley is how to apply its tradition of innovation to improve outcomes for what will be its most significant demographic group. We know change is possible – this report points to the effectiveness of kindergarten readiness programs for Latino youngsters, and the significant improvement in the insurance coverage for Latino children since 2001 is at least partly due to the community-initiated Children's Health Initiative in Santa Clara County.

So what's next? Dedicated efforts to reduce the Latino dropout rate, encourage exercise and health, and improve job training and mobility are among the many possible strategies that flow from this analysis. These and other efforts should be the focus of the Valley's Latino community leaders and allies as they develop a concrete agenda for the 21st Century.

But most important is developing a shared understanding that this is not a report about the special needs of a special interest; instead, it is an attempt to shine a light on what the region will need to do to thrive in the years ahead. We can make progress – after all, when has the Silicon Valley accepted what is, rather than what can be? But to truly move ahead will require all the region's major actors – business, civic, labor and community leaders – working together for *one Valley, one people, and one future*.

Manuel Pastor

Director, Center for the Study of Immigrant Integration
University of Southern California

Overview and Highlights

Report Overview — The Silicon Valley Latino Report Card represents the first-ever portrait of Latinos in Silicon Valley. This compelling portrait was created by an extensive weaving together of data from a variety of sources to illustrate how Silicon Valley Latinos are faring in five quality of life areas: Education, Health, Financial Stability, Housing, and Environmental Sustainability. Based on the data for 25 indicators, grades have been assigned to reflect not only the well-being of the Latino community in these areas, but perhaps more importantly,

how effectively the surrounding systems and communities are supporting Latinos to achieve their full potential.

Each quality of life section of this report presents trend data on Silicon Valley Latinos (as compared to Non-Latinos in the region and Latinos statewide). The report utilizes data largely from pre-existing data sources, such as the US Census Bureau, as well as new data generated by the Hispanic Foundation in partnership with the Survey Policy and Research Institute at San José State University.

Highlights

Latinos in Silicon Valley have experienced progress in recent years in some indicators such as labor force participation, healthy eating and births to teen mothers. However, the sum of the community's efforts has still not been enough to help Latinos meet established benchmarks in health, or to enjoy the same quality of life as non-Latinos in the areas of the Financial Stability, Housing and Education.

The following presents a snapshot of Latinos' well-being in Silicon Valley.

Education: **C**

- ✦ Latino children have entered kindergarten increasingly ready to learn, but not at the level needed for success by 3rd grade.
- ✦ Only one third of Latino students are at grade level in 3rd grade reading and 8th grade math, but these numbers are gradually improving.
- ✦ Nearly one quarter of Latino high school students drop out of school — and this rate is climbing.
- ✦ Just a quarter of Latino high school graduates have completed the courses needed for transfer to UC/CSU.
- ✦ In sum, Latinos have not been able to attain the level of education needed to be competitive in the job market: just over a third have had some college or completed a college education, compared to nearly 80% of non-Latinos.

Health: **B**

- ✦ Latino adults and children in Silicon Valley have better health insurance coverage than Latinos statewide, but they're still less likely to be insured than non-Latinos.
- ✦ Latino adults and children are more likely than non-Latinos to eat fruits and vegetables daily, with adults exceeding and children nearly meeting the Healthy People 2010 benchmark.
- ✦ Yet, despite steady increases over the years, Latino youth are still far less fit than non-Latino youth.
- ✦ Latinos are more likely to be obese than non-Latinos: just over a quarter of adults and children are considered obese.
- ✦ Diabetes rates of Latino adults exceed the Healthy People 2010 benchmark, are higher than those for non-Latinos, and are increasing.
- ✦ Fewer Latina teens are becoming mothers: the teen birth rate for Latinas, while much higher than that for non-Latinas, has been dropping steadily.
- ✦ Mortality rates for Latinos were low, and were less than half than those of non-Latinos.

Also included at the end of each section are “Spotlights” that draw attention to issues not typically discussed in relation to Latinos, but that are an important part of their well-being. The report concludes with a “Methodology” section that provides detailed information about the role of the Advisory Board, how indicators were selected, and the grading process.

An electronic version of the Latino Report Card and detailed notes about the data sources are available at <http://www.hfsv.org/programs-research.html>.

The Hispanic Foundation understood at the outset of this research project that there would be limitations around the availability of data. However, the Hispanic Foundation forged ahead knowing that this effort would shed light on areas where data about Latinos were needed. Moving forward, the Hispanic Foundation will assume the important role of generating new data about the Latino community to inform and monitor action geared at improving Latino quality of life and, ultimately, the success of the region.

Financial Stability: **D**

- ✦ Latinos are eager to work – they have a higher labor force participation rate than non-Latinos.
- ✦ Latinos are more likely than non-Latinos to work in service occupations, and just 3% work in high-tech occupations.
- ✦ Latinos in the labor force have been hit harder than non-Latinos by the receding job market, as seen by their higher rate of unemployment.
- ✦ Fortunately, median household incomes for Latinos have held steady during the recession, but these incomes are still not enough: 45-46% of Latino families do not earn enough income to be economically self-sufficient, and Latinos only earn 63% of what non-Latinos earn.

Housing: **D**

- ✦ Nearly half of all Latinos were homeowners in 2007, but homeownership rates have fallen since the recession. Latinos are less likely to be homeowners than non-Latinos.
- ✦ Affordable housing is beyond the reach for the 61% of Latinos who spend more than 30% of their income on rent or mortgage costs. Though the rate is also high for non-Latinos, there is a 15 percentage point spread between the two groups.
- ✦ Accordingly, nearly a quarter of Latinos live in overcrowded housing conditions, a proportion much higher than seen amongst non-Latinos.
- ✦ Latinos in Silicon Valley who are homeless are more likely to have children living with them than non-Latino homeless persons.

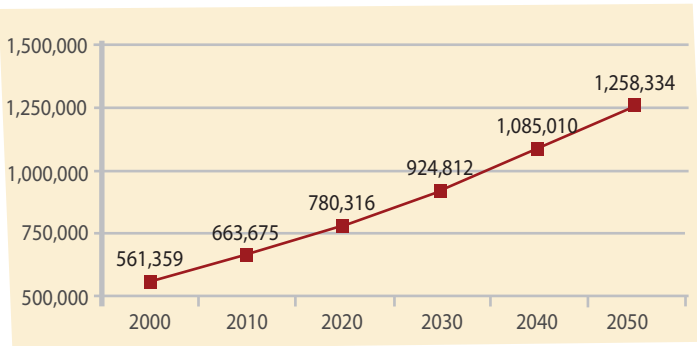
Environmental Sustainability: **C**

- ✦ Latinos are more densely populated in areas with high concentrations of toxic emissions and respiratory hazards than in less risky areas.
- ✦ The asthma rate of Latinos in Silicon Valley was about the same as that of Latinos across the state and below that of non-Latinos in Silicon Valley in 2007.
- ✦ According to a recent survey, Latinos are much more concerned than non-Latinos about environmental issues such as air quality, access to open space, water quality and water supply, and climate change.
- ✦ The same survey revealed that nearly all Latinos recycle and conserve energy, and they do so at about the same rate as non-Latinos.

Demographic Profile

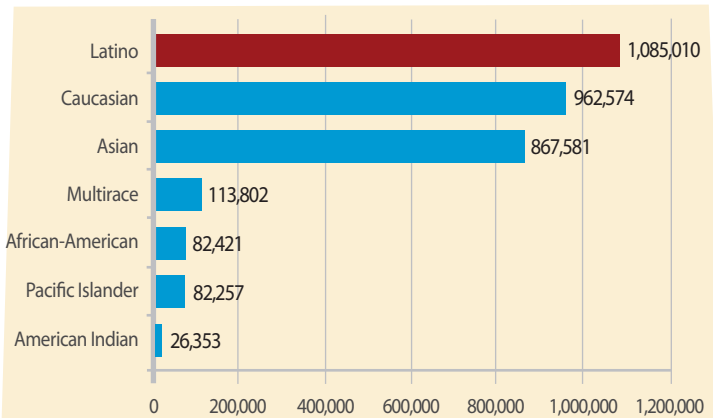
In 2009, the 639,685 Latinos accounted for 26% of the overall population of Silicon Valley. Latinos are projected to be the largest population group by 2040, and thus are an increasingly influential force in Silicon Valley. As seen below, the number of Latinos living in Silicon Valley has been steadily increasing in the last five years, and is projected to grow for the next several decades at a faster rate than that of non-Latinos. By 2050 the Latino population will have more than doubled since 2000, and at that time, the estimated 1.3 million Latinos will make up 37% of Silicon Valley's projected population of 3.4 million. The same growth is being projected for the Latino population across the state.

Silicon Valley Population Growth Estimates of Latinos



Source: California Department of Finance, 2010.

Silicon Valley Population Estimates by Ethnicity in 2040



Source: California Department of Finance, 2010.

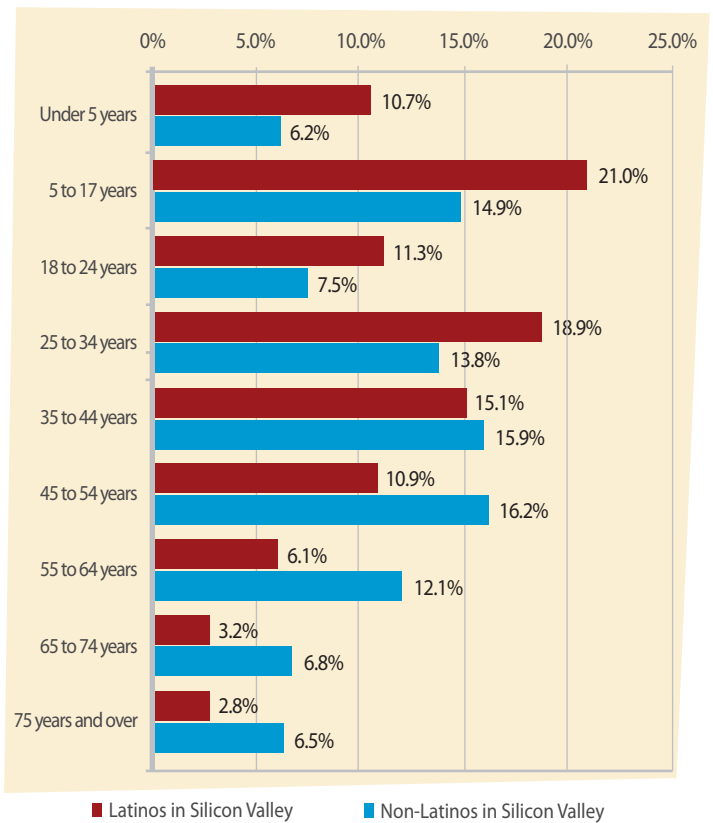
Latinos as Percentage of Total Population

	2000	2010	2020	2030	2040	2050	'00-'50 Net Change
Silicon Valley	23.3%	25.8%	28.3%	31.0%	33.7%	36.5%	13.2
Santa Clara Co.	24.0%	25.9%	28.1%	30.7%	33.3%	36.2%	12.2
San Mateo Co.	21.9%	25.6%	28.9%	32.1%	35.0%	37.8%	15.9

Source: California Department of Finance, 2010.

A greater percentage of Latinos than non-Latinos in Silicon Valley are under the age of 34. In 2009, almost a quarter of Latinos in Silicon Valley were 5 to 17 years old (21%) and another 19% were 25 to 34 years old. There were also slightly more males (53%) than females in the Latino population relative to the non-Latino population in Silicon Valley, which was 50% male in 2009.

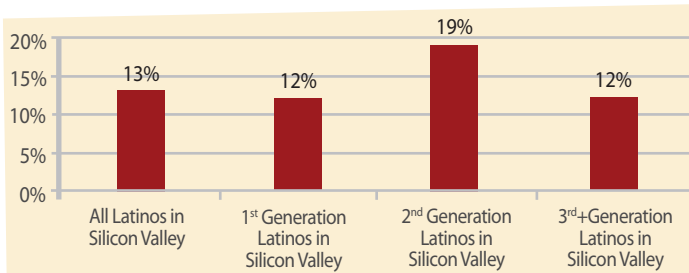
Age Distribution in 2009



Source: US Census Bureau, American Community Survey, 2010.

Thirteen percent of Latinos in Silicon Valley are caring for an elderly relative at home, compared to 16% of non-Latinos in 2010. Looking at differences among Latinos of differing generations, second generation Latinos are the generation most likely to care for an elderly relative at home (19%).

Percentage of Latinos Caring for an Elderly Relative in 2010, By Generation



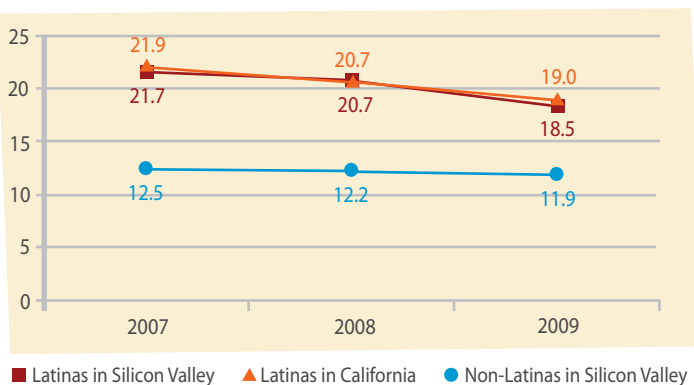
Source: Survey and Policy Research Institute at San José State University, Silicon Valley Pulse Survey, Fall 2010.

In comparison to their non-Latino counterparts in Silicon Valley, a higher proportion of Latino households in 2009 identified themselves as family households (81% and 68% respectively). This difference was similar in the state where 82% of Latino households self-identified as families, compared to 64% of non-Latinos. The proportion of female-headed households in the Silicon Valley Latino community (19%) was more than double that of non-Latinos in 2009 (8%).

In 2009, the average household size was 3.9 for Latinos, and 2.7 for non-Latinos in Silicon Valley. This difference was similar to Latinos throughout California, in which the average household size was 4.0, compared to 2.6 for non-Latinos.

The overall Latina birth rate in Silicon Valley decreased from 21.7 births per 1,000 individuals in 2007 to 18.5 births per 1000 individuals in 2009. These rates were similar to those of Latina women in the state overall, but higher than the birth rates among non-Latina women living in Silicon Valley.

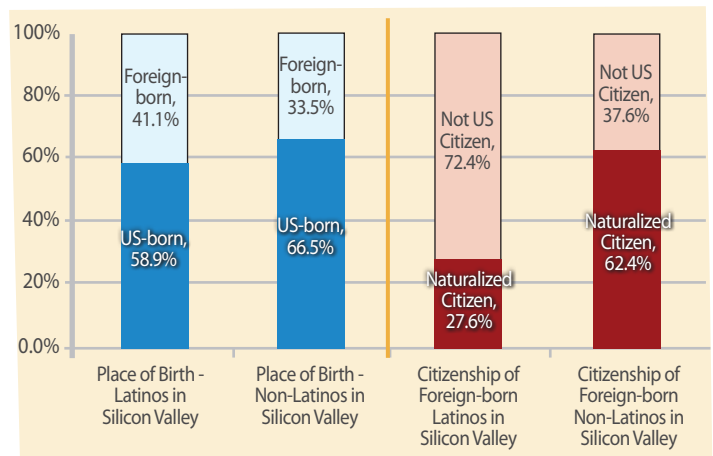
Overall Birth Rate per 1000



Source: State of California, California Department of Public Health, Birth Records, 2010.

In 2009, 41% of Latinos in Silicon Valley were foreign-born, and of those, 72% were not US citizens.

Place of Birth and Citizenship in 2009



Source: US Census Bureau, American Community Survey, 2010.

The majority of Silicon Valley Latinos are from Mexico (82%), followed by 9% from Central America and 9% from other countries including Puerto Rico and Cuba. These figures are similar among Latinos across the state, of which 84% are from Mexico, 9% are from Central America and 3% are from South America.

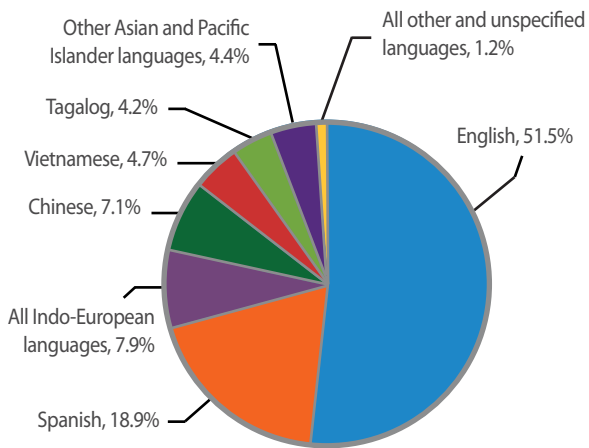
Country of Origin of Latinos in 2009

Country of Origin of Latinos in Silicon Valley	Number of persons	Percentage of Silicon Valley Latino population
Mexico	524,578	82.0%
Central America	54,368	8.5%
Other, including Spain	29,292	4.6%
South America	18,599	2.9%
Puerto Rico	8,208	1.3%
Cuba	4,343	0.7%
Dominican Republic	297	Less than 0.1%

Source: US Census Bureau, American Community Survey, 2010.

Spanish is the second most commonly spoken language in Silicon Valley, after English. Nearly half (49%) of Latinos in Silicon Valley who speak a language other than English reported that they speak English less than “very well” in 2009, compared to 38% of Latinos across the state.

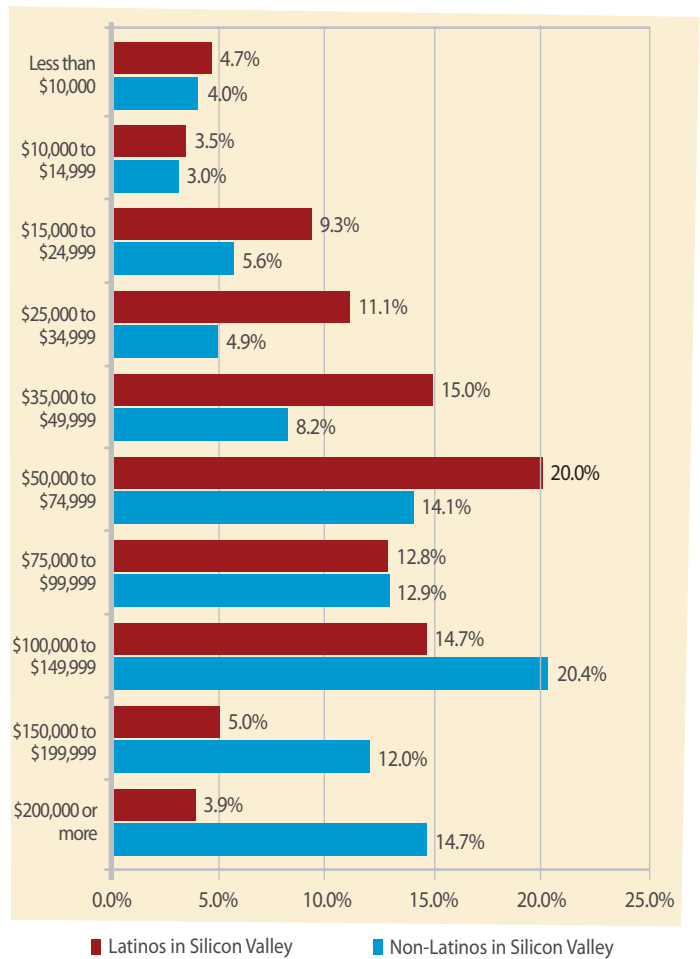
Language Spoken at Home in Silicon Valley in 2009



Source: US Census Bureau, American Community Survey, 2010.

Latinos earn less than non-Latinos in Silicon Valley, but earn about the same as Latinos across the state.

Household Income Distribution in 2009



Source: US Census Bureau, American Community Survey, 2010.

Scope of this Report

Quality of Life Areas:

- ✓ Education
- ✓ Health
- ✓ Financial Stability
- ✓ Housing
- ✓ Environmental Sustainability

Geographic Areas:



Education

Overall Grade: **C**

Latinos in Silicon Valley made gains in several education indicators in the last few years, but lost ground in other indicators. For instance, increased school readiness levels were observed since 2004 in Santa Clara County, but not in San Mateo County. Third grade reading scores and eighth grade Algebra 1 scores have also slightly increased for Latino children. However, the progress that was made to reduce the four-year dropout rate for Latinos appears to have been undone, perhaps by the recession, such that four-year dropout rates are increasing again. But, Latino youth are increasingly more college-ready, as seen by the percentage that completed the courses necessary for transfer to the state's public university systems (CSU and UC).

While Latinos made gains on most indicators described above, these gains have not been enough to close the gap between Latinos and non-Latinos. Indeed, the markedly different pathways result in a picture of educational attainment that is decidedly lopsided between Latinos and non-Latinos: 37% of Latinos have less than a high school diploma, as compared to 7% of non-Latinos, and 14% of Latinos have a bachelor's degree or higher, as compared to 52% of non-Latinos. Moreover, Silicon Valley Latinos are doing worse than Latinos across the state in eighth grade math proficiency and high school completion, which is surprising given that Silicon Valley is a high-tech area that relies on a qualified workforce to thrive. Educational attainment predicts income earning potential, and if we are to shift the imbalances in educational attainment, the community will need new strategies to dramatically change the education trends among Latino children.

Kindergarten Readiness: **B**

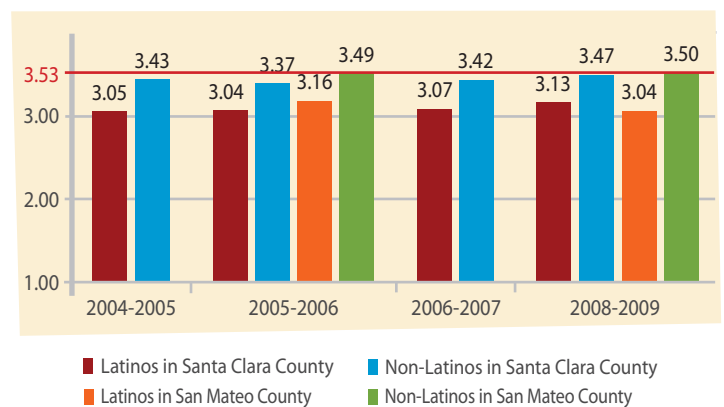
Children who are ready for kindergarten demonstrate proficiency across physical, social, emotional, and academic domains at the start of the school year. Kindergarten readiness is associated with proficiency in mathematics and English in later grades, although success is not guaranteed. A recent longitudinal analysis of Santa Clara County and San Mateo County students found that readiness levels generally were a stronger predictor of 3rd grade performance for Latino students than for other students.

Between 2005 and 2008, kindergarten readiness levels among Latino children in Santa Clara County increased by nearly 3% from 3.05 to 3.13 on a 4-point rating scale. In San Mateo County, the kindergarten readiness level decreased by 4% among Latino children from 3.16 to 3.04 on a 4-point scale. Scores for Latino children were below that of non-Latino children in both counties in all years. On average, Latino kindergartners do not yet meet the benchmark reflecting the level of readiness needed to be at grade level by 3rd grade.

How do you measure Kindergarten Readiness?

In 2000, Applied Survey Research developed an assessment for teachers to measure their students' readiness for school. The Kindergarten Observation Form measures four 'Building Blocks' of school readiness: Self Care and Motor Skills, Self-Regulation Skills, Social Expression Skills and Kindergarten Academics. Scores are based on a 4-point scale of proficiency, where 1=not yet, 2=beginning, 3=in progress and 4=proficient.

Average Kindergarten Readiness Scores

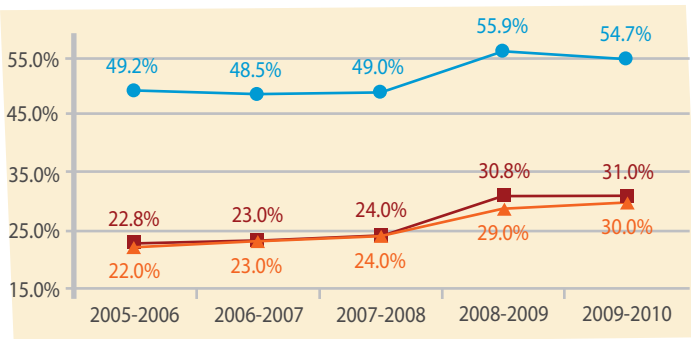


Source: Applied Survey Research, Kindergarten Observation Form from Santa Clara County School Readiness Assessments, 2004, 2005, 2006 and 2008, Kindergarten Observation Form from San Mateo County School Readiness Assessments for 2005 and 2008. Benchmark based on data analysis of 277 children in San Mateo County.

Third Grade Reading Proficiency: **C**

Third grade reading proficiency is considered to be a powerful indicator of later academic success. The percentage of 3rd grade Latino students in Silicon Valley who scored proficient or advanced in English Language Arts increased from 23% in 2006 to 31% in 2010. This increase mirrored scores among Latino 3rd grade students across the state, which also increased by 8 percentage points during the same time period. The percentage of Latino 3rd graders in the region that scored proficient or advanced in English Language Arts was much lower than that of the overall student population in the region.

3rd Graders Scoring Proficient or Advanced in English Language Arts



■ Latinos in Silicon Valley ▲ Latinos in California ● All students in Silicon Valley
Source: California Department of Education, Educational Demographics Office, 2010.

Latino 3rd Graders Scoring Proficient or Advanced in English Language Arts, By County

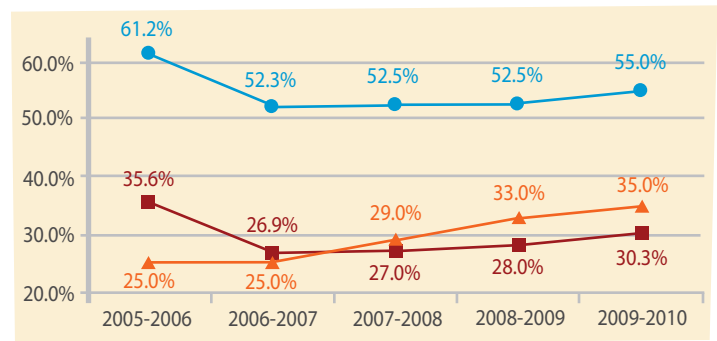
	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	'05-'10 Net Change
Santa Clara County	23.0%	23.0%	24.0%	31.0%	31.0%	8
San Mateo County	22.0%	23.0%	24.0%	30.0%	31.0%	9

Source: California Department of Education, Educational Demographics Office, 2010.

Eighth Grade Math Proficiency: **C**

Math skills, along with skills in technology and science, are essential for career success in the 21st century. Students must be proficient in these areas to be prepared for higher education and the increasingly competitive job market. The percentage of Latino 8th graders in Silicon Valley scoring proficient or advanced in Algebra I declined from 36% in 2006 to 30% in 2010, but test scores are slowly edging back up again. This pattern mirrored that of all 8th graders in Silicon Valley. In 2010, 30% of Latino 8th graders in Silicon Valley were proficient or advanced in Algebra I, compared to 35% of Latinos in California and 55% of all students in Silicon Valley. Although Algebra I proficiency rates among Latino 8th graders in both counties in Silicon Valley have decreased, the rates have been higher in San Mateo County, and have decreased at a slower rate than in Santa Clara County.

8th Graders Scoring Proficient or Advanced in Algebra I



■ Latinos in Silicon Valley ▲ Latinos in California ● All Students in Silicon Valley
Source: California Department of Education, Educational Demographics Office, 2010.

Latino 8th Graders Scoring Proficient or Advanced in Algebra I, By County

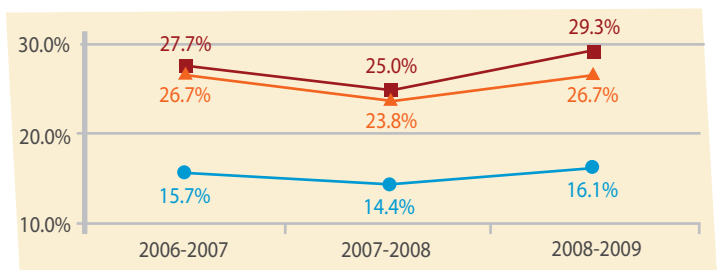
	2006	2007	2008	2009	2010	'06-'10 Net Change
Santa Clara County	35.0%	25.0%	26.0%	26.0%	29.0%	-6
San Mateo County	37.0%	33.0%	30.0%	34.0%	34.0%	-3

Source: California Department of Education, Educational Demographics Office, 2010.

High School Completion: **C**

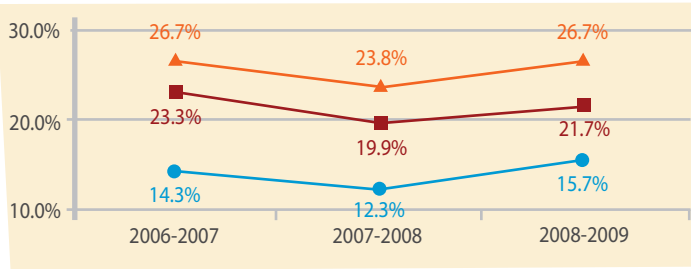
Individuals who drop out of high school are more likely to encounter economic hardship throughout their lives. From 2007-2008 to 2008-2009, the high school dropout rate increased for Latinos in Santa Clara County from 25% to 29%. In San Mateo County, the high school dropout rates among Latinos were consistently lower than in Santa Clara County, and edged up from 20% in 2007-2008 to 22% in 2008-2009.

4-year Adjusted High School Dropout Rates, Santa Clara County



■ Latinos in Santa Clara Co. ▲ Latinos in California ● All Students in Santa Clara Co.
Source: California Department of Education, Educational Demographics Office, 2010.

4-year Adjusted High School Dropout Rates, San Mateo County

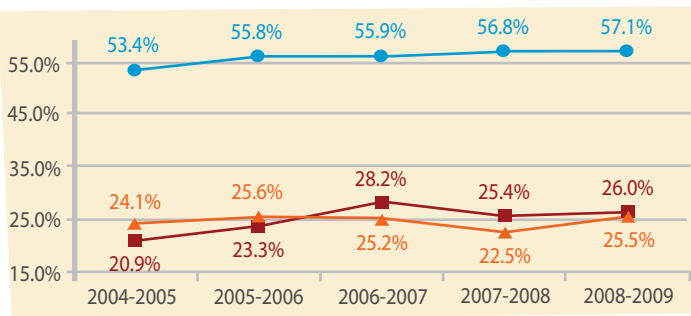


■ Latinos in Santa Mateo Co. ▲ Latinos in California ● All Students in Santa Mateo Co.
Source: California Department of Education, Educational Demographics Office, 2010.

College Readiness: **D**

Graduating from high school does not guarantee admittance to a four-year state-funded college or university—students must also complete certain courses to meet eligibility requirements. In 2009, slightly over a quarter (26%) of Latino high school graduates in Silicon Valley completed the coursework necessary to attend a state college or university, which was comparable to Latinos across the state, while 57% of non-Latino high school graduates in Silicon Valley had completed the necessary coursework.

High School Graduates Who Completed UC/CSU Required Courses



■ Latinos in Silicon Valley ▲ Latinos in California ● Non-Latinos in Silicon Valley
Source: California Department of Education, Educational Demographics Office, 2010.

Latino High School Graduates Who Completed UC/CSU Required Courses, By County

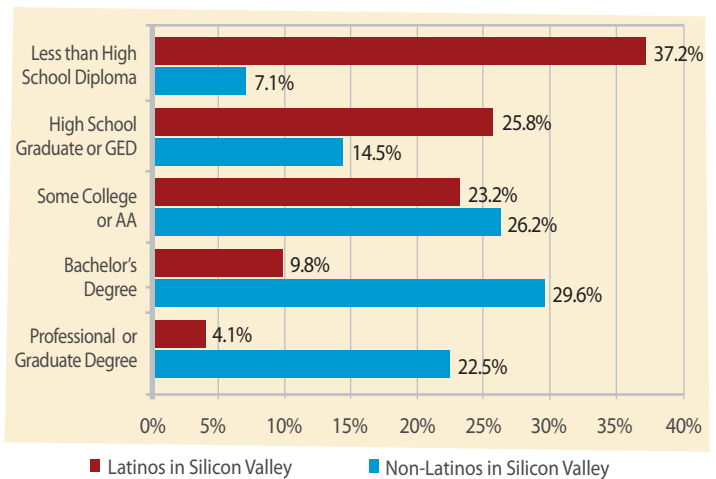
	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	'04-'09 Net Change
Santa Clara County	21.0%	22.8%	29.6%	22.7%	25.7%	4.7
San Mateo County	20.7%	24.7%	24.6%	33.1%	26.9%	6.2

Source: California Department of Education, Educational Demographics Office, 2010.

Educational Attainment: **C**

Low educational attainment is associated with lower earnings and poorer health outcomes, such as higher rates of obesity and diabetes. In 2009, the level of educational attainment among Latinos in Silicon Valley was higher than Latinos across the state, but lower than non-Latinos in Silicon Valley. More than one-third (37%) of Latinos ages 25 and over in Silicon Valley earned less than a high school diploma, compared to 7% of non-Latinos. From 2007 to 2009, the percentage of Latinos with some college, Associate's, Bachelor's, or postgraduate degree increased slightly from 35.4% to 37.1%. The low level of educational attainment of Latinos suggests continuing income disparities for the future.

Educational Attainment in 2009



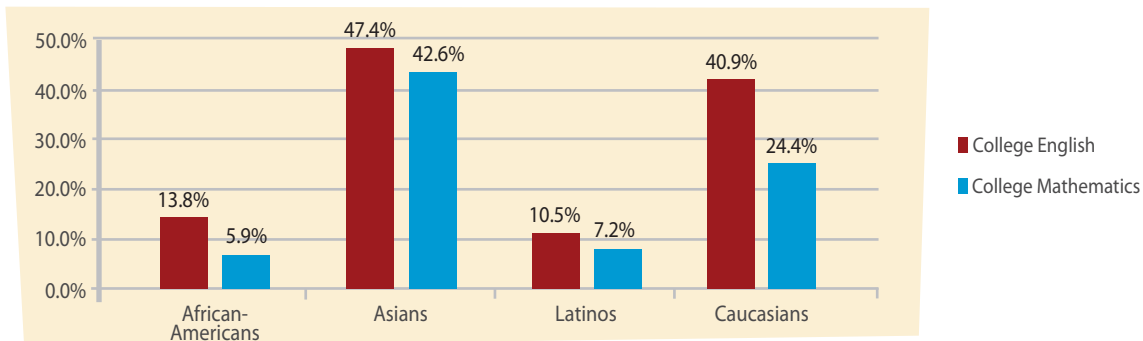
Source: U.S. Census Bureau, American Community Survey, 2010.

Education Spotlight: College Readiness

The Early Assessment Program (EAP) is a collaborative effort among the State Board of Education, the California Department of Education, and the California State University. The program measures high school students' readiness for college-level English and mathematics in their junior year of high school. The assessment results are intended to facilitate opportunities for students to use their senior year to improve their skills so they enter college prepared for university-level work.

In 2010, 11% of 11th grade Latino students in Silicon Valley who participated in the EAP were prepared for college English, while 7% were prepared for college mathematics. These results indicate that a great majority of Latino students in the region are at risk of entering college unprepared and will likely need remedial education in English, mathematics or both upon admission, which is a cost and time burden to these students and the state.

Percentage of Silicon Valley 11th Graders Who Were College-ready in 2010



	African-Americans		Asians		Latinos		Caucasians	
	English	Math	English	Math	English	Math	English	Math
Total Tested	650	239	5,134	3,897	7,446	2,648	6,162	3,700
Total College Ready	90	14	2,431	1,660	780	190	2,522	904

Source: Early Assessment Program, California State University, 2010.

“There is no more important work that can be done in Silicon Valley education than preparing Latino students for college and careers. This work needs to involve schools, parents, teachers of all grades, the business community and the nonprofit community. Building a “college going” mindset in every Latino student and improving the quality of education they receive will open the door to academic success and close the achievement gap within a generation.”

– Muhammed Chaudhry, CEO, Silicon Valley Education Foundation

Health

Overall Grade: **B**

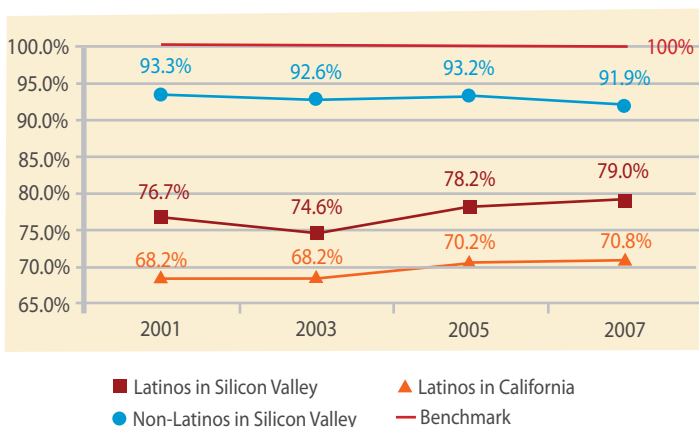
There are some bright spots related to how Latinos in Silicon Valley are doing in indicators of health, and other areas that need improvement. For instance, Latino adults and children are more likely than non-Latino peers to be eating fruits and vegetables, and more Latino 7th grade students are becoming physically fit, yet still not at the rate of their non-Latino peers. Accordingly, Latinos are more likely to be obese than non-Latinos: one third of adults and children are considered obese. Similarly, diabetes rates of Latino adults exceed the Healthy People 2010 benchmark, are higher than those for non-Latinos, and are increasing. Fewer Latina teens are becoming mothers: the teen birth rate for Latinas, while much higher than that for non-Latinas, has been dropping steadily. Mortality rates for Latinos were low, and were less than half than those of non-Latinos.

Health Insurance: **A**

Having health insurance is a strong predictor of access to quality health care. Health insurance coverage among Latino adults in Silicon Valley was higher than those of Latino adults in California but lower than those of non-Latino adults in Silicon Valley. Coverage rates differed among US-born and foreign-born Latinos. In 2007, 90% of US-born Latinos had health insurance compared to 71% of foreign-born Latinos in Silicon Valley.

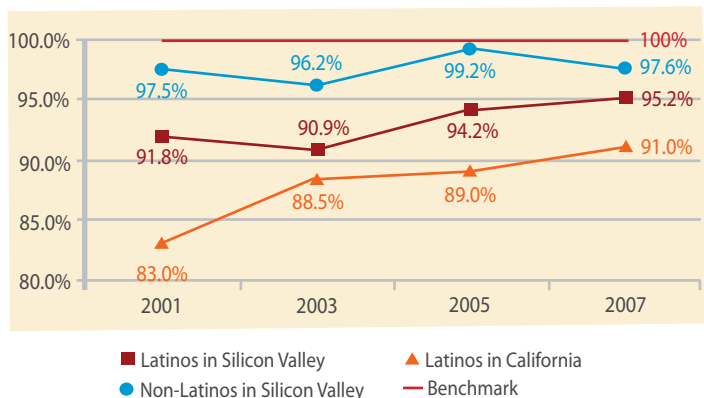
Health insurance coverage among Latino children ages 0 to 18 years in Silicon Valley increased from 92% in 2001 to 95% in 2007. Similar to adults, Latino children in Silicon Valley from 2001 to 2007 had higher rates of health insurance than Latino children across the state, but lower rates than non-Latino children in Silicon Valley. Health insurance coverage in 2007 was slightly higher for US-born Latino children (95%) than for foreign-born Latino children (93%).

Health Insurance Coverage Among Adults (Ages 18+)



Source: California Health Interview Survey, 2010. Benchmark based on Healthy People 2010.

Health Insurance Coverage Among Children (Ages 0-18)



Source: California Health Interview Survey, 2010. Benchmark based on Healthy People 2010.

Health Insurance Coverage Among Latino Adults (Ages 18+) and Latino Children (Ages 0-18), By County

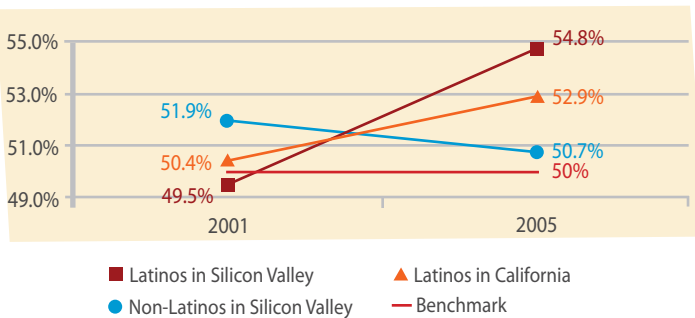
	2001	2003	2005	2007	'01-'07 Net Change
Latino Adults					
Santa Clara County	73.2%	74.0%	77.9%	76.0%	2.8
San Mateo County	85.2%	75.9%	78.9%	85.9%	.7
Latino Children					
Santa Clara County	91.8%	96.5%	93.7%	95.0%	3.2
San Mateo County	92.0%	N/A	95.4%	95.8%	3.8

Source: California Health Interview Survey, 2010.

Nutrition: **A**

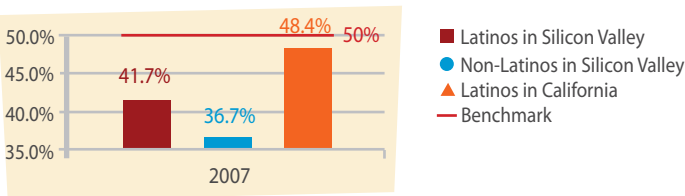
From 2001 to 2005, the percentage of Latino adults in Silicon Valley that ate five or more fruits or vegetables per day increased by five percentage points to 55%, surpassing the benchmark of 50%. Forty-two percent of Latino children ages two and older in Silicon Valley ate five or more fruits or vegetables per day in 2007, compared to 48% of Latino children in California and 37% of non-Latino children in Silicon Valley in the same year.

Adults (Ages 18+) that Eat 5 or More Fruits or Vegetables Daily



Source: California Health Interview Survey, 2010. Benchmark based on National Women's Law Center Report Card, 2007, adapted from Healthy People 2010.

Children (Ages 2-18) that Eat 5 or More Fruits or Vegetables Daily in 2007

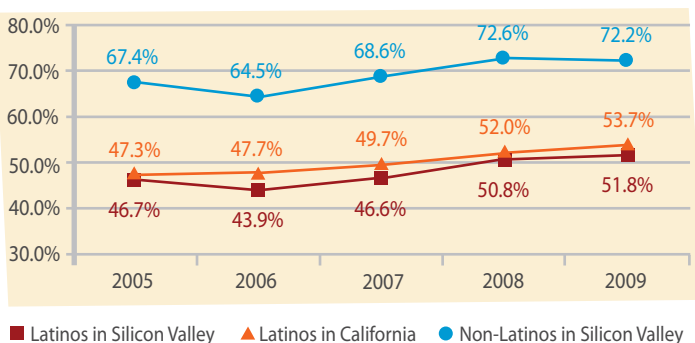


Source: California Health Interview Survey, 2010. Benchmark Source: National Women's Law Center Report Card, 2007, adapted from Healthy People 2010.

Physical Activity: **B**

Regular physical activity is important to maintain a healthy weight. The percentage of Latino 7th graders in Silicon Valley with favorable fitness scores, defined as meeting 5 of the 6 criteria for the Healthy Fitness Zone, increased from 47% in 2005 to 52% in 2009.

7th Graders with Favorable Physical Fitness Scores



Source: California Department of Education, 2010.

Percentage of Latino 7th Graders with Favorable Physical Fitness Scores, By County

	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	46.9%	41.7%	44.1%	49.8%	51.2%	4.3%
San Mateo County	46.0%	50.9%	55.4%	54.0%	53.6%	7.6%

Source: California Department of Education, 2010.

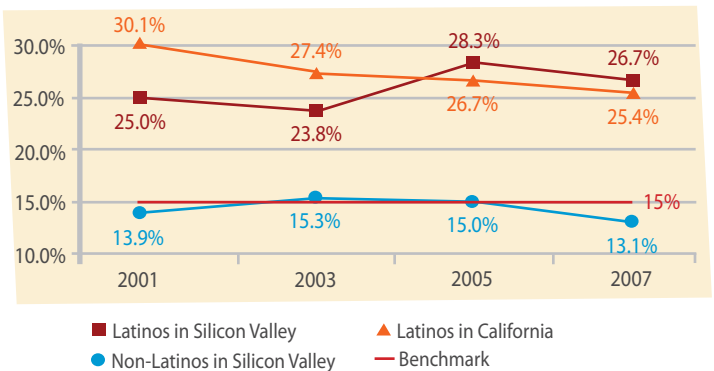
Obesity: **D**

Obesity and being overweight are a threat to health and longevity, and contribute to increased medical costs and lost productivity. Among children and adolescents, obesity can harm academic performance and emotional health, and can lead to adulthood obesity and serious lifelong illnesses.

In 2007, more than a quarter (27%) of Latino adults in Silicon Valley were obese compared to 25% of Latino adults in California, and 13% of non-Latino adults in Silicon Valley. Obesity rates in Silicon Valley varied by county. Between 2001 and 2007, obesity rates decreased in San Mateo County, while they increased in Santa Clara County.

The Center for Disease Control and Prevention defines overweight children as those who fall in the 95th percentile of their Body Mass Index. In 2009, 27% of Latino children in Silicon Valley were considered overweight, which was higher than the rate for non-Latino children in Silicon Valley (21%) and the rate for Latino children across the state (25%).

Obesity Rates Among Adults (Ages 18+)



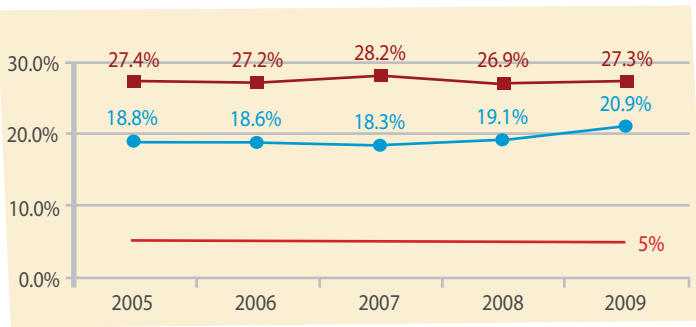
Source: California Health Interview Survey, 2010. Benchmark based on National Women's Law Center Report Card, for persons 20+ years.

Obesity Rates Among Latino Adults (Ages 18+), By County

	2001	2003	2005	2007	'01-'07 Net Change
Santa Clara County	24.2%	25.5%	29.7%	28.2%	4.0
San Mateo County	26.9%	19.6%	24.9%	23.2%	-3.7

Source: California Health Interview Survey, 2010.

Percentage of Overweight Children (Ages 5-19)



■ Latinos in Silicon Valley ● Non-Latinos in Silicon Valley — Benchmark

Source: Center for Disease Control, Pediatric Nutrition Surveillance System, 2010. Benchmark based on Center for Disease Control Growth Charts, 2010.

Percentage of Overweight Latino Children (Ages 5-19), By County

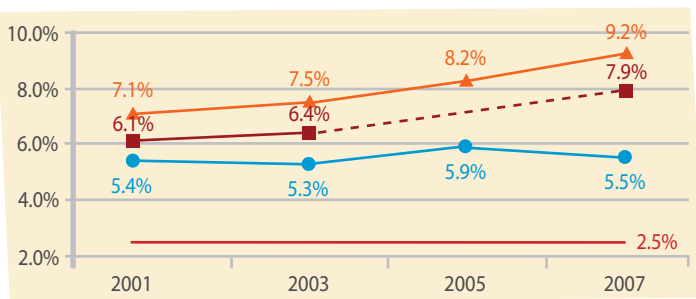
	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	28.0%	27.5%	28.4%	26.8%	27.7%	-.7
San Mateo County	24.9%	25.6%	27.2%	27.2%	26.1%	1.2

Source: Center for Disease Control, Pediatric Nutrition Surveillance System, 2010.

Diabetes: D

Diabetes is a serious lifelong disease that harms the body and shortens lives: it is widely recognized as a leading cause of death and disability in the United States. As many as 1 in 3 U.S. adults could have diabetes by 2050 if current trends continue, according to a new analysis from the Centers for Disease Control and Prevention. Among Latino children, nearly half are likely to develop diabetes. Eight percent of Latino adults in Silicon Valley reported having been diagnosed with diabetes in 2007, an increase since 2001. From 2001 to 2007, the diabetes rate for Latino adults in Silicon Valley was lower than that of all Latinos in California but higher than that of non-Latino adults in Silicon Valley. The diabetes rate of foreign-born Latino adults in Silicon Valley was lower (8%) than that of US-born Latino adults in the region (9%) in 2007.

Adults (Ages 18+) with Diabetes



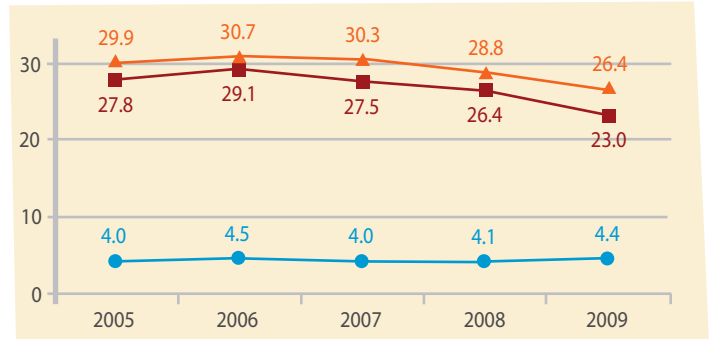
■ Latinos in Silicon Valley ▲ Latinos in California ● Non-Latinos in Silicon Valley — Benchmark

Source: California Health Interview Survey, 2010. Benchmark based on Healthy People 2010. The data for 2005 appeared unstable and thus a dotted line is used to represent the slope from 2003 to 2007.

Teen Births: C

Becoming a mother as a teenager is associated with higher risk for a number of poor outcomes. The birth rate per 1,000 Latina teens in Silicon Valley decreased from 27.8 in 2005 to 23.0 in 2009. The same trend was seen among Latinas across the state, which decreased from 29.9 to 26.4 births per 1,000 teens during the same period. Despite this improvement, the teen birth rate of Latinas in Silicon Valley was much higher than that for non-Latinas, which hovered at 4.0 between the years of 2005 and 2009. Teen birth rates among Latinas in San Mateo County were lower than rates in Santa Clara County and in the past 5 years have fallen more quickly.

Birth Rate per 1000 Teens (Ages 19 and Under)



■ Latinas in Silicon Valley ▲ Latinas in California ● Non-Latinos in Silicon Valley

Source: State of California, California Department of Public Health, Birth Records, 2010.

Birth Rate per 1000 Teens (Ages 19 and Under), By County

	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	29.1	31.1	28.8	28.3	25.0	-4.1
San Mateo County	24.1	23.3	23.8	20.7	16.8	-7.3

Source: State of California, California Department of Public Health, Birth Records, 2010.

Mortality: B

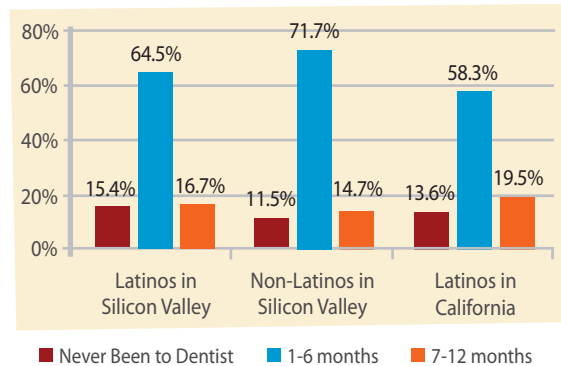
Death rate data help in developing programs to improve public health and life expectancy. The age-adjusted death rates, defined as the number of deaths per 1,000 in Silicon Valley, remained constant from 2006 to 2008. In 2008, the death rate of Latinas in Silicon Valley was 2.7 per 1,000, compared to 2.8 per 1,000 for all Latinas in California and 6.1 per 1,000 for non-Latinos in Silicon Valley.

Health Spotlight: Oral Health

The American Academy of Pediatric Dentistry recommends that children visit a pediatric dentist every six months starting when their first tooth appears, or no later than their first birthday. Regular dental visits help children avoid common problems such as tooth decay, which can become debilitating when left untreated. Tooth decay (dental caries) affects children in the United States more than any other chronic infectious disease. Untreated tooth decay causes pain, infections and additional health problems, such as the inability to eat well and difficulty speaking.

Over two-thirds (65%) of Latino children and adolescents in Silicon Valley had visited the dentist in the last six months, according to results from the 2007 California Health Interview Survey. This figure is higher than the percentage of Latinos statewide (58%) but lower than non-Latinos in Silicon Valley (72%). Among Silicon Valley Latinos, there is a disparity by language spoken at home. Children and adolescents from English speaking homes visited the dentist in the last six months at a higher rate than their counterparts where Spanish was the language spoken at home (64% vs. 55%).

Time Since Last Dental Visit of Children and Adolescents in 2007



Source: California Health Interview Survey, 2010.

“Having regular dental check-ups gives children and adolescents a healthier chance of success in many aspects of their lives, including starting school each day fully ready to learn. Nationally, an estimated 51 million school hours are lost to children each year because of dental-related illnesses. In the Silicon Valley, with one in three Latino children overall, and nearly one in two Spanish-speakers not accessing dental services as timely as recommended, we have a serious risk of too many children not being ready to learn. This presents an important opportunity for us to better protect our children’s oral health and, thus, remove another barrier to their learning.”

– Dr. Alvaro Garza, Deputy Health Officer, San Mateo County Health System

Financial Stability

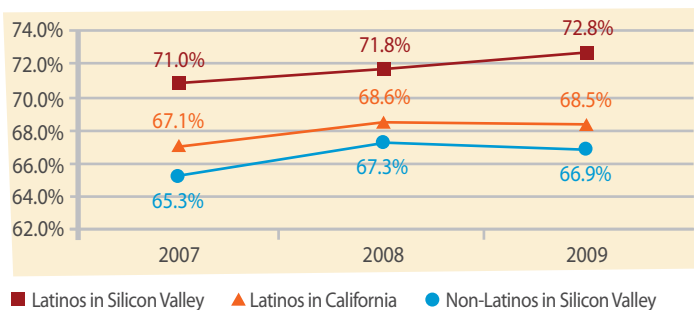
Overall Grade: **D**

Latinos in Silicon Valley are eager to work — they have a markedly higher labor force participation rate than non-Latinos. Yet, perhaps due to differences in education attainment, as seen in the previous section, Latinos are more likely than non-Latinos to work in service occupations, and just 3% work in high-tech occupations, compared to 15% of non-Latinos. Latinos owned 11% of businesses in Silicon Valley. Unfortunately, Latinos have been hit harder than non-Latinos by the receding job market, as seen by their higher rate of unemployment. Remarkably, median household incomes for Latinos have held steady during the recession, while the income of others has dropped. However, these incomes are still not enough: 45-46% of Latino families do not earn enough income to be economically self-sufficient, and Latinos earn only 63% of what non-Latinos earn. Given that Latinos will be the largest segment of Silicon Valley's population in 2040, the local economy will need to be able to harness Latinos' desire to work, and their entrepreneurial spirit, and to provide jobs and wages that enable Latinos to prosper.

Labor Force Participation: **A**

The labor force participation rate, defined as the percentage of the population age 16 and older who are working or seeking work, increased by nearly 2 percentage points for Latinos in Silicon Valley between 2007 and 2009, and has been higher than that of Latinos across the state and non-Latinos in Silicon Valley. Seventy-three percent of Latinos age 16 and older in the Silicon Valley were engaged in the labor force in 2009, compared to 69% of Latinos in the state, and 67% of non-Latinos in Silicon Valley. The labor force participation rate of Latinos in San Mateo County has been consistently higher than that of Latinos in Santa Clara County since 2005. Comparing native-born to foreign-born Latinos in Silicon Valley, the 2009 labor force participation rate was slightly higher among foreign-born Latinos (75%) than among native-born Latinos (71%).

Labor Force Participation Rate



Source: US Census Bureau, American Community Survey, 2010.

Labor Force Participation Rate of Latinos, By County

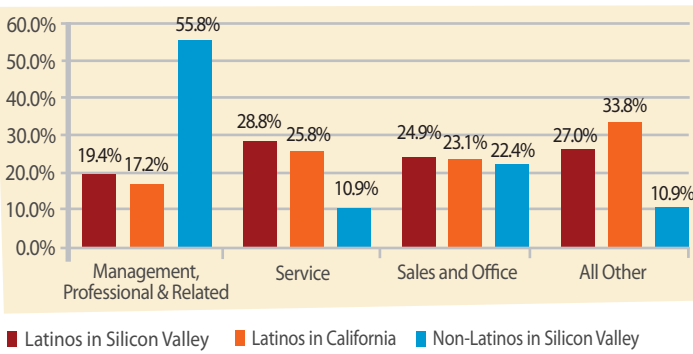
	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	69.6%	69.1%	69.7%	70.8%	71.8%	2.2
San Mateo County	70.5%	71.5%	74.4%	74.3%	75.3%	4.8

Source: US Census Bureau, American Community Survey, 2010.

Occupations: **D**

Working with Latinos to help them move into more stable and rewarding occupations will improve their economic status. Latinos in Silicon Valley in 2009 were fairly evenly distributed across the various occupations, with the largest group working in the "service" occupations (29%) and "all other" occupations (27%), which includes farming, construction and production. This distribution was comparable to Latinos statewide. In contrast, more than half of non-Latinos in Silicon Valley worked in "management, professional and related" occupations, and 22% worked in "sales and office" occupations in 2009.

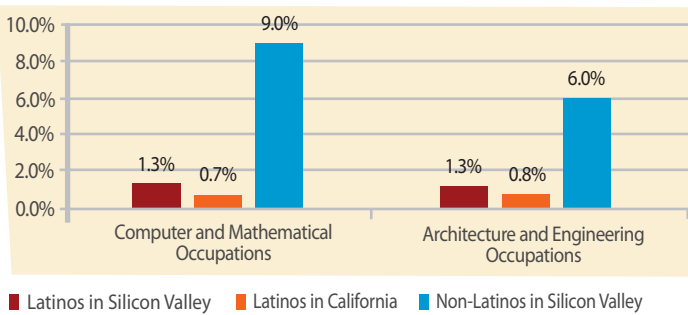
Occupations in 2009



Source: US Census Bureau, American Community Survey, 2010.

The percentage of Latinos that worked in high-tech occupations in Silicon Valley was higher than that of all Latinos in California but disproportionately lower than the percentage of non-Latinos in these occupations in 2009. One point three percent of Latinos in Silicon Valley worked in Computer and Mathematical occupations, and 1.3% worked in Architecture and Engineering occupations.

Population that Work in High-Tech Occupations in 2009



Source: US Census Bureau, American Community Survey, 2010.

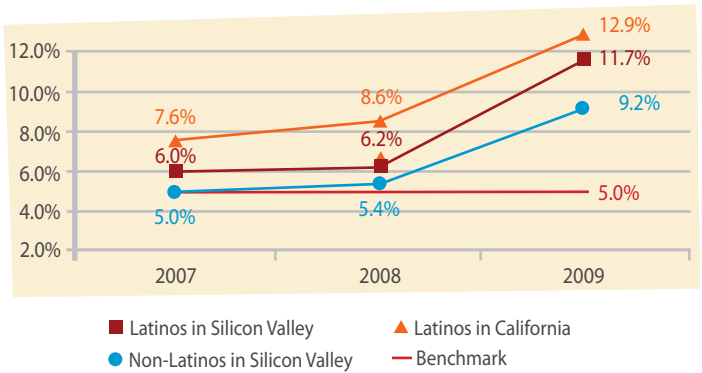
The Census Bureau's 2007 Survey of Business Owners reported that the number of Hispanic-owned businesses nationwide totaled 2.3 million in 2007, up 43.6% from 2002. Receipts of these businesses totaled \$345.2 billion, up 55.5% from 2002. In 2007, Latinos owned 11% of all businesses in Silicon Valley, while statewide, they owned 17% of businesses.

Unemployment: **F**

Due mostly to a slump in the construction industry, the unemployment rate, defined as the percentage of the labor force that is unemployed, rose sharply for Latinos nationwide during the Great Recession, and presently stands well above the rate for non-Latinos.

The unemployment rate of Latinos in Silicon Valley doubled from 6% in 2007 to 12% in 2009, moving far above the rate of 5%, which the US Department of Labor defines as full employment. In Silicon Valley nearly 39,000 Latinos, or 12% of the Latino work force, were unemployed, compared to 13% of Latinos across the state and 9% of non-Latinos in Silicon Valley in 2009. Comparing native-born to foreign-born Latinos in Silicon Valley, the unemployment rate was lower for foreign-born Latinos (10%) than native-born Latinos (14%) in 2009.

Unemployment Rate



Source: American Community Survey, US Census Bureau, 2010. Benchmark: The US Department of Labor defines "full employment" as 5-7% unemployment rate.

Unemployment Rate of Latinos, By County

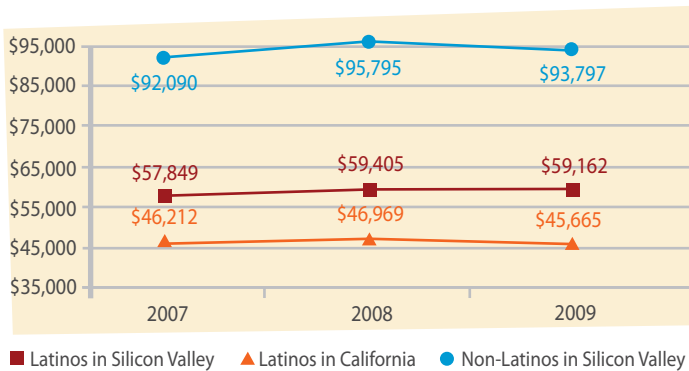
	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	8.7%	7.8%	6.3%	6.4%	12.1%	3.4
San Mateo County	8.3%	4.3%	5.4%	5.6%	10.7%	2.4

Source: US Census Bureau, American Community Survey, 2010.

Median Household Income: **C**

Income is key to building a more stable and prosperous future. In 2009, Latino households in Silicon Valley earned a median income of \$59,162, which was 59% of the income earned by non-Latino households in Silicon Valley (\$93,797). From 2007 to 2009, the median household income of Latinos in Silicon Valley remained fairly stable, although their per capita income fell from \$21,657 in 2008 to \$19,356 in 2009.

Median Household Income



Source: US Census Bureau, American Community Survey, 2010

Median Household Income of Latinos, By County

	2007	2008	2009	'07-'09 % Change
Santa Clara County	\$55,916	\$60,559	\$55,372	-1.0%
San Mateo County	\$59,781	\$58,251	\$62,952	5.3%

Source: US Census Bureau, American Community Survey, 2010.

Economic Self-Sufficiency: **F**

Those living in poverty struggle to afford basic living expenses, such as food, housing, medical care and transportation. Societal and economic effects of poverty include increased health care costs, higher incidence of crime, and greater demands on schools to support low-income children at greater risk for academic failure.

The federal poverty level, a common measure for families living in poverty, does not vary for geographic regions of the country, and due to the high cost of living in Silicon Valley, is not an accurate barometer for the region. The Self-Sufficiency Standard provides a more accurate, nuanced and up-to-date measure of the minimum amount of income needed for basic needs such as housing, childcare, food, transportation, healthcare and taxes. The Standard takes into account family composition, ages of children, and geographic differences in costs.

In 2007, 45% of Latino households in Santa Clara County and 46% of Latino households in San Mateo County were below the Self-Sufficiency Standard, compared to 52% of Latino households across the state in the same year.

Latino Households Below the Self-Sufficiency Standard in 2007

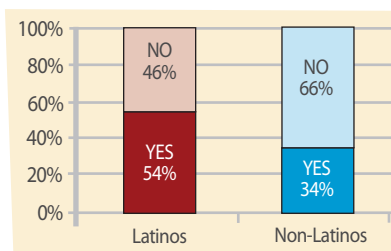
	2007
California	51.9%
Santa Clara County	45.0%
San Mateo County	46.1%

Source: The Self-Sufficiency Standard for California, 2008, produced for the United Ways of California and the Insight Center for Community Economic Development, 2009.

Financial Stability Spotlight: Personal Finances

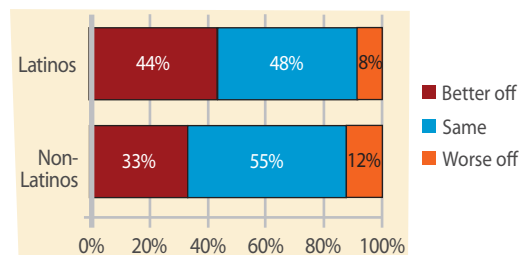
Just over half of Silicon Valley Latinos (54%) reported that at least one person in their household had lost a job since the start of the Great Recession, according to results from the Fall 2010 Silicon Valley Pulse Survey. Although Latinos experienced greater job loss as compared to non-Latinos in the region, they were more optimistic about their prospective personal finances: 44% of Latinos thought their personal finances would be better off a year from now as compared to one third (33%) of non-Latinos.

Lost Job Since Recession Started in December 2007, Silicon Valley, 2010



Source: Survey and Policy Research Institute, Silicon Valley Pulse Survey, Fall 2010.

Perception of Personal Finances a Year from Now, Silicon Valley, 2010



Source: Survey and Policy Research Institute, Silicon Valley Pulse Survey, Fall 2010.

“While Latinos reported experiencing greater economic hardship than non-Latinos, at the same time they expressed greater optimism about the future. This forward-looking confidence is an important factor in economic recovery, since consumer spending is the main driver of economic growth. The fact that Latinos are feeling more positive about their economic prospects is an encouraging sign that those hardest-hit by the recession are starting to feel like things are looking up.”

– Dr. Melinda Jackson, Research Director, Survey and Policy Research Institute

Housing

Overall Grade: **D**

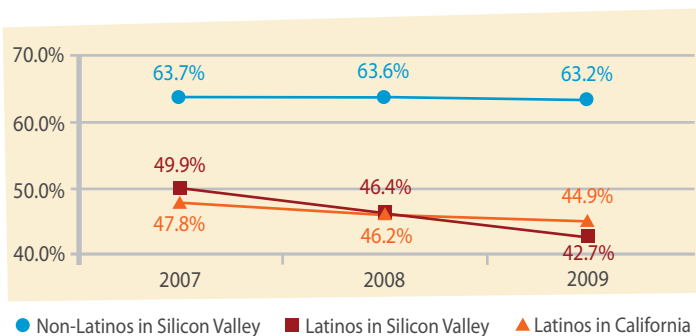
Housing is an area in which Latinos in Silicon Valley face consistent challenges. Nearly half of all Latinos were homeowners in 2007, but homeownership rates have fallen since the recession. Latinos are less likely to be homeowners than non-Latinos. Affordable housing is beyond the reach for the 60% of Latinos who spend more than a third of their income on rent or mortgage costs. Though the rate is also high for non-Latinos, there's a nearly 20 percentage point spread between the two groups.

As a likely culmination of factors, including higher unemployment, lower family incomes and larger share in income needed for housing, nearly a quarter of Latinos live in overcrowded housing conditions, a proportion much higher than that reported for non-Latinos. Unstable housing and economic conditions can be a slippery slope to homelessness. In Santa Clara County, the percentage of Latinos that are homeless is small, but on the rise, and is higher than the rate of homelessness amongst non-Latinos. In both counties, those Latinos who were homeless were more likely to have children with them than were non-Latino homeless persons.

Homeownership: **D**

Homeownership is perceived to provide significant financial and social benefits to both individuals and communities. Nationwide, Latinos, especially the native-born, were hard-hit by the housing bust as their homeownership rates declined since 2005. Latinos remain much more likely to borrow in the subprime market where loans are typically higher priced. In 2009, 43% of Latinos in Silicon Valley were homeowners, compared to 45% of Latinos in California and 63% of the non-Latino population. From 2007 to 2009, the percentage of Latinos that were homeowners in Silicon Valley decreased 7 percentage points, mirroring a statewide trend. During the same time period, homeownership rates among Latinos fell by 8 percentage points to 43% in Santa Clara County, and by 4 percentage points to 43% in San Mateo County.

Homeownership Rates



Source: US Census, Home Purchase Loans by Race, 2010.

Latino Homeownership Rates, By County

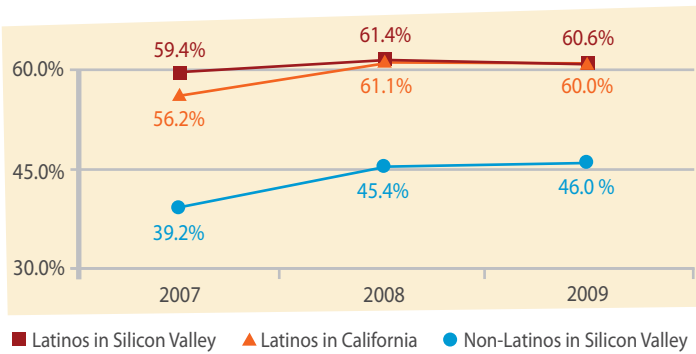
	2007	2008	2009	'07-'09 Net Change
Santa Clara County	50.8%	47.6%	42.5%	-8.3
San Mateo County	47.4%	43.5%	43.1%	-4.3

Source: US Census, Home Purchase Loans by Race, 2010.

Housing Affordability: **D**

Residents in Silicon Valley continue to face a shortage of affordable housing despite the downturn in the housing market. Many of the region's residents spend a large share of their incomes on housing because wages and incomes have not kept pace with housing costs. Families who spend more than 30 percent of their incomes on housing are considered to be cost-burdened and may have difficulty affording basic necessities. From 2007 to 2009, the percentage of Latinos in Silicon Valley who were spending 30% or more of their income on rent or mortgages remained fairly steady at 59-61%, and was comparable to the rate of all Latinos across California who spent the same. These rates were far lower among non-Latinos in the region (39-46%) during the same time period. A higher proportion of Latinos in Santa Clara County (62%) were spending at least 30% of their income on rent or mortgages in 2009 than in San Mateo County (59%).

Population Spending 30% or More of Income on Rent/Mortgage



Source: US Census, Occupied Housing Units – Financial Summary, 2010.

Latinos Spending 30% or More of Income on Rent/Mortgage, By County

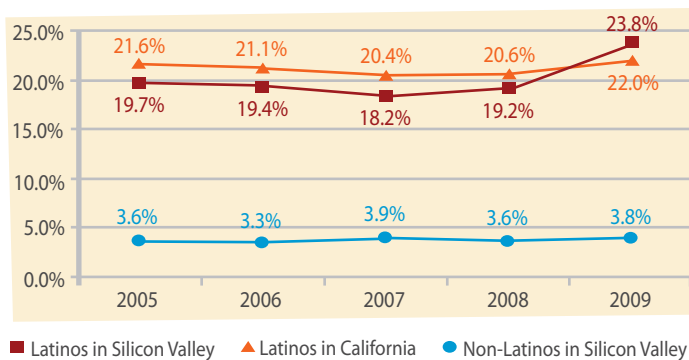
	2007	2008	2009	'07-'09 Net Change
Santa Clara County	61.0%	62.2%	61.5%	.5
San Mateo County	55.4%	59.4%	58.5%	3.1

Source: US Census, Occupied Housing Units – Financial Summary, 2010.

Overcrowding: F

Overcrowding is defined as more than one person per room. Some families live in overcrowded conditions to cope with high housing costs. These conditions can negatively impact families' quality of life and increase their vulnerability to health problems. The percentage of Latinos living in overcrowded conditions increased by 4 percentage points from 20% in 2005 to 24% in 2009. These rates have generally been lower than that of all Latinos in California (20-22%) but far higher than that of non-Latinos in Silicon Valley (3-4%) during the same time frame. However, in 2009, the rate of Latinos living in overcrowded conditions surpassed that of the state. Comparing these rates by county, a higher proportion of Latinos in San Mateo County were living in overcrowded conditions than in Santa Clara County from 2005 to 2009. These rates have increased faster in San Mateo County than in Santa Clara County.

Population Living in Overcrowded Conditions



Source: US Census, American Housing Survey, 2010.

Latinos Living in Overcrowded Conditions, By County

	2005	2006	2007	2008	2009	'05-'09 Net Change
Santa Clara County	18.9%	19.0%	17.2%	18.5%	22.2%	3.3
San Mateo County	21.8%	25.6%	20.8%	20.9%	27.7%	5.9

Source: US Census, American Housing Survey, 2010.

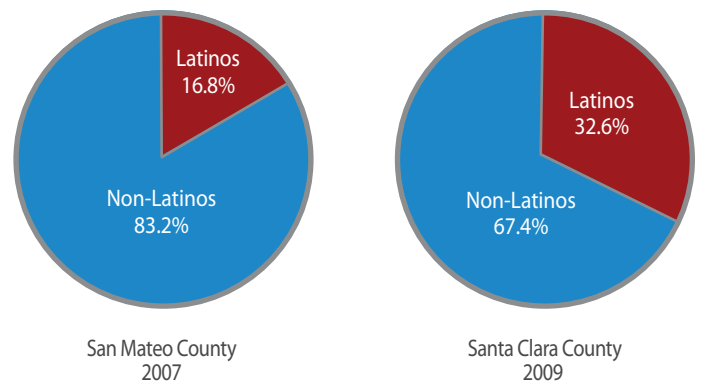
Homelessness: C

Homelessness occurs when people or households are unable to acquire and/or maintain housing, major causes being the scarcity of affordable housing and job loss. Developing an accurate count of homeless persons is difficult because many homeless individuals remain out of sight.

The percentage of the Latino population that is homeless in Silicon Valley hovers around 1%. Santa Clara County has seen an increase in the percentage of Latinos that are homeless (.68% in 2007 to .86% in 2009), and these rates are higher than that for non-Latinos (.63% in 2009). However, in San Mateo County, the rate for Latinos in 2007 (.74%) was lower than that for non-Latinos (1.10%).

In 2007, Latinos made up 17% of the estimated 7,187 people who were homeless in San Mateo County. In 2009, Latinos made up 33% of the estimated 12,377 people who were homeless in Santa Clara County.

Silicon Valley Homeless Population

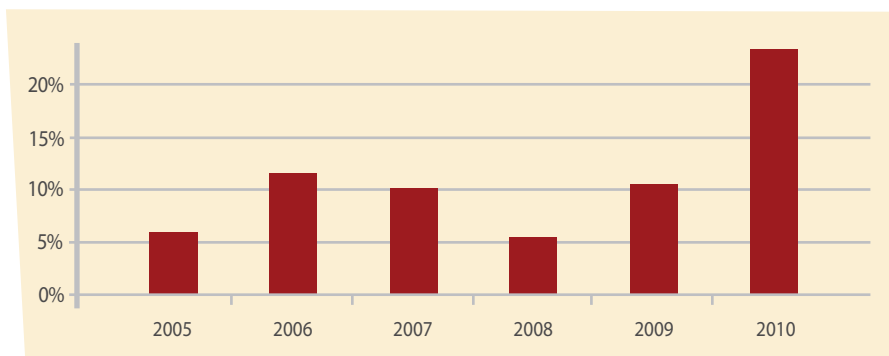


Source: San Mateo County: Applied Survey Research, San Mateo County Homeless Census and Survey, Unpublished raw data, 2007. Santa Clara County data: Applied Survey Research, Santa Clara County Homeless Census and Survey, Unpublished raw data, 2009.

New Affordable Homes

The share of new affordable homes doubled from 11% in 2009 to 23% in 2010. However, the total number of affordable homes did not increase correspondingly during this time period due to the downward trend in approved new housing construction. In 2010, 83% fewer total new homes were approved than in 2009.

Affordable Units in Silicon Valley as a Percentage of Total Approved New Residential Units



Silicon Valley

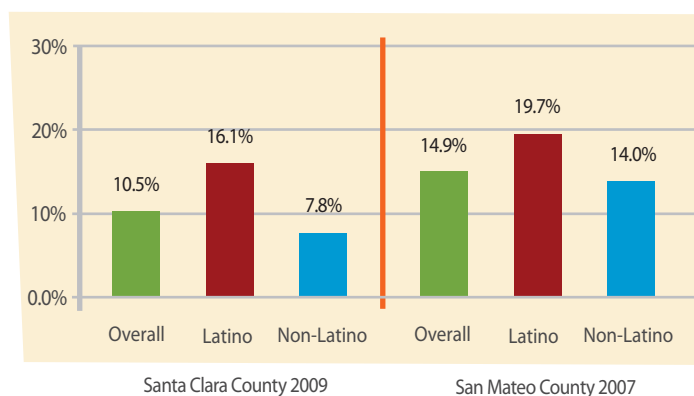
Source: Land Use Survey, City Planning and Housing Departments of Silicon Valley, 2011. Analysis by Collaborative Economics. Note: Beginning in 2008, the Land Use Survey expanded its geographic definition of Silicon Valley to include cities northward along the U.S. 101 corridor (Brisbane, Burlingame, Millbrae, San Bruno and South San Francisco).

Housing Spotlight: Homeless Latinos

There is a common misconception that homelessness is an issue that affects only single men and women, but in reality thousands of families experience homelessness each night across the nation. The actual number of homeless families is not fully captured in homeless counts because many families seek to avoid the streets and obtain alternative arrangements to protect their children. These arrangements are overcrowded, extremely unstable, and often unsafe.

In 2009, 11% of the 936 homeless individuals surveyed in Santa Clara County reported having children under the age of 18 living with them; half of these homeless individuals with children identified themselves as Latinos. In 2007, 15% of the 422 homeless individuals surveyed in San Mateo County said they had children with them. Homeless Latinos are more likely to have children living with them than are non-Latino homeless persons.

Percentage of Homeless Individuals That Have Children Living With Them, By County



Source: San Mateo County: Applied Survey Research, San Mateo County Homeless Census and Survey, Unpublished raw data, 2007. Santa Clara County data: Applied Survey Research, Santa Clara County Homeless Census and Survey, Unpublished raw data, 2009.

“Homelessness is a devastating experience for families, and separation of family members is a frequent outcome in part because shelters sometimes cannot accommodate a full family. Lack of affordable housing is a major factor leading families into homelessness. Innovative partnerships, such as Destination: Home, a collaborative of public, private and nonprofit sectors, must be aggressively pursued to increase the provision of affordable housing so that hard working individuals and families can afford to live in our community.”

– Amari Romero-Thomas, Senior Vice President, Community Engagement and Mobilization, United Way Silicon Valley

Environmental Sustainability



Overall Grade: **C**

This section examines environmental sustainability in relation to the health of the environment in which Latinos reside as well as the sense of responsibility Latinos have towards the environment. As anticipated, there was limited regional data available on Latinos and the environment. However, after extensive investigating by the research team, some compelling data were found for several of the essential indicators selected for this quality of life area. For instance, a study in 2007 showed that Latinos were more densely populated in areas with high concentrations of toxic emissions and respiratory hazards than they were in less risky areas.

Perhaps because of the condition of the neighborhoods in which they tend to live, Latinos appear to be just as environmentally-conscious as their non-Latino peers, if not more so. Recent data generated by the Hispanic Foundation of Silicon Valley in partnership with the Survey Policy and Research Institute at San José State University found that Latinos were much more concerned than non-Latinos about environmental issues such as air quality, access to open space, water quality and water supply, and climate change. Latinos were also found to be taking steps to improve the environment as frequently as non-Latinos.

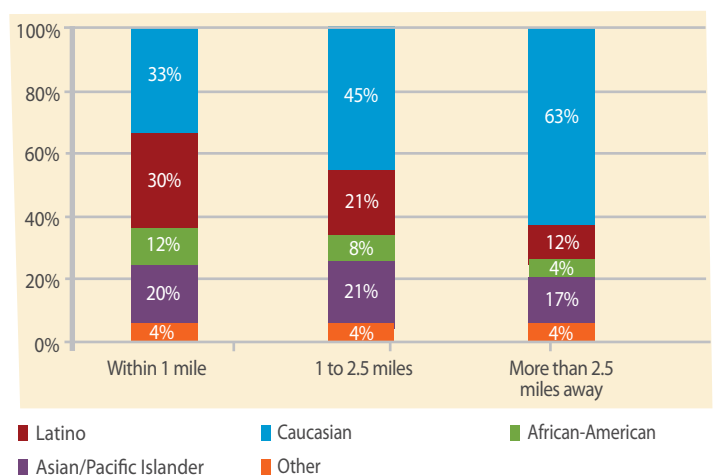
Moving forward, the Hispanic Foundation of Silicon Valley will continue collecting new data and engaging environmental organizations to raise awareness about the connection between Latinos and the environment.

Air Pollution and Other Toxic Emissions: **F**

Toxic emissions are chemicals discharged to air, water, or land that are known or suspected to cause serious health problems and environmental damage. A 2007 report on air quality in the Bay Area looked at the characteristics of neighborhoods near stationary toxic air pollutant sources using the Toxic Release Inventory (TRI) and the level of estimated health risks from ambient air toxics (mobile emissions such as traffic, which is responsible for over 70% of the estimated cancer risk from ambient air toxics) using the National Air Toxics Assessment (NATA). The study found a “general pattern of environmental inequity” in the Bay Area – “densely populated communities of color characterized by relatively low wealth and income and a larger share of immigrants, disproportionately bear the hazard and risk burden for the region.”

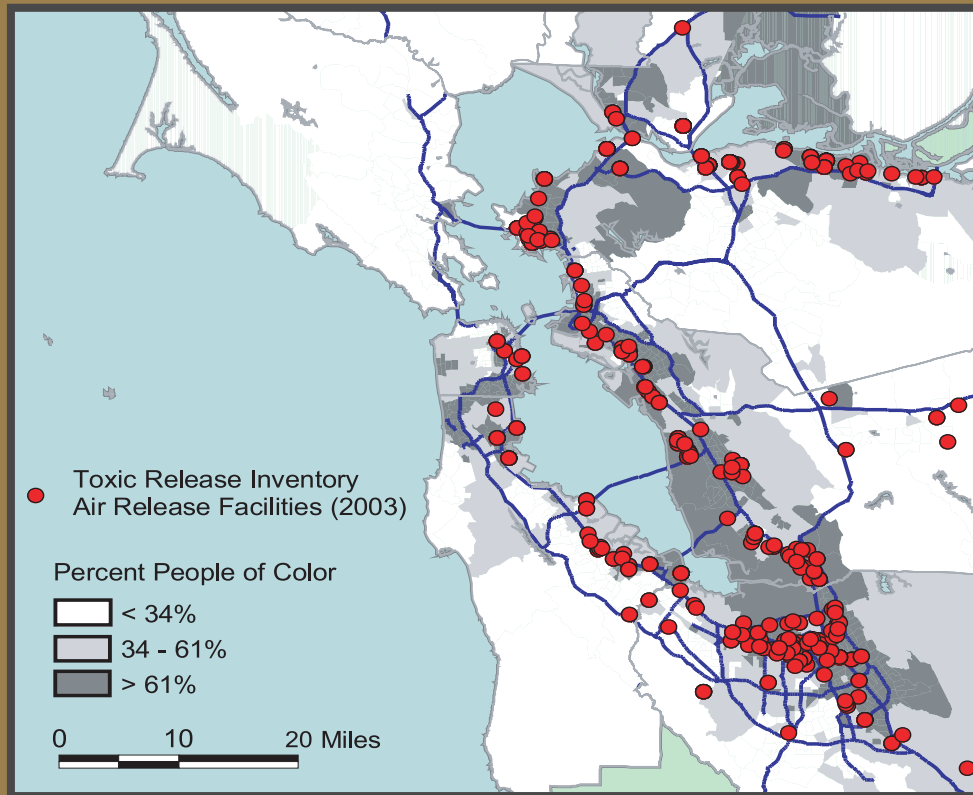
The following chart shows that the percentage of the population that is Latino and African-American increases with closer proximity to active TRIs. Even when controlling for factors such as home ownership, income and land use, the study found that Latinos and African-Americans are significantly more likely to live near a TRI.

Population by Race/Ethnicity (2000) and by Proximity to a TRI Facility (2003) in the 9-County Bay Area



Source: Center for Justice, Tolerance & Community University of California Santa Cruz, *Still Toxic After All These Years: Air Quality and Environmental Justice in the San Francisco Bay Area, 2007.*

TRI Air Release Facilities in the 9-County Bay Area (2003)



Source: Center for Justice, Tolerance & Community, University of California Santa Cruz, *Still Toxic After All These Years: Air Quality and Environmental Justice in the San Francisco Bay Area*, 2007.

The map above, taken from the aforementioned report, shows a high concentration of TRI facilities in San Jose and East Palo Alto, which are heavily populated by Latinos and other communities of color.

The same was true for respiratory hazards. The following table shows the demographic characteristics of census tracts by level of respiratory hazards. Researchers found that even after controlling for income commercial land use and population density, minority residents were more likely to live in higher risk areas than lower risk areas.

“Evidence suggests that Latinos bear a disproportionate share of environmental burdens in California – and the Silicon Valley is no exception. Perhaps because of this pattern, polling data indicates that Latinos are especially strong supporters of environmental protections – and thus should be an important part of Valley-wide efforts to enhance environmental quality and promote the green economy.”

– Dr. Manuel Pastor, Director, Center for the Study of Immigrant Integration, University of Southern California

Demographics of Census Tracts (2000) by Estimated Respiratory Hazard Categories (1999)

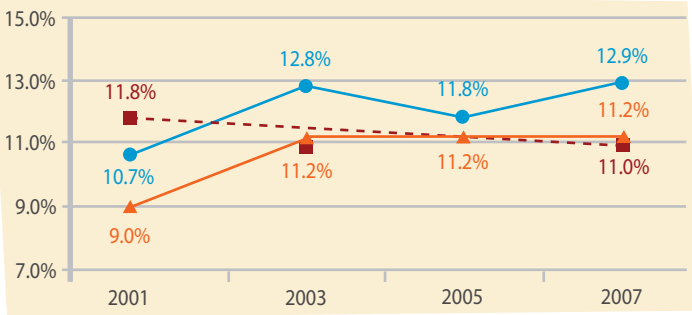
Population Distribution within Each Type of Tract	Respiratory Hazard		
	Lowest Hazard Ratio Tract	Middle Range Tract	Highest Hazard Ratio Tract
Percent Latino	18%	19%	24%
Percent Caucasian	66%	49%	33%
Percent African-American	5%	6%	16%
Percent Asian-Pacific Islander	7%	22%	23%
Percent Other	4%	4%	4%
	100%	100%	100%

Source: Center for Justice, Tolerance & Community University of California Santa Cruz, *Still Toxic After All These Years: Air Quality and Environmental Justice in the San Francisco Bay Area*, 2007.

Asthma: **B**

Asthma is an environmentally-related respiratory illness that affects the lungs. Among children, it is one of the most common chronic diseases. The asthma rate of Latinos in Silicon Valley (11%) was about the same as that of Latinos across the state (11%) and below that of non-Latinos in Silicon Valley (13%) in 2007. Comparing asthma rates of Latinos by county between the years of 2001 and 2009, the asthma rate of Latinos in Santa Clara County decreased by 3 percentage points but increased by 5 percentage points in San Mateo County.

Population with Asthma



■ Latinos in Silicon Valley ▲ Latinos in California ● Non-Latinos in Silicon Valley

Source: California Health Interview Survey, 2010. Note: Percentages for Latinos in 2003 and 2005 were statistically unstable due to small sample size.

Latino Population with Asthma, By County

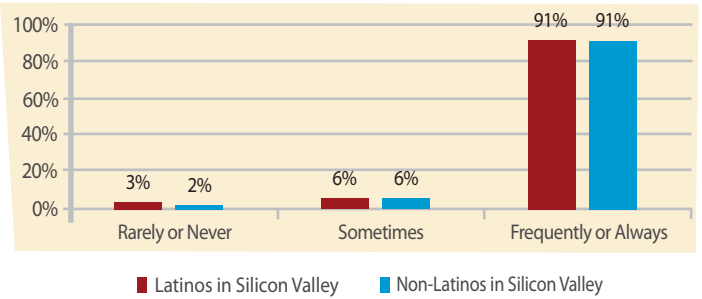
	2001	2007	'01-'10 Net Change
Santa Clara County	13.7%	10.4%	-3.3
San Mateo County	7.3%	12.6%	5.3

Source: California Health Interview Survey, 2010.

Pro-Environmental Behaviors and Attitudes: **A**

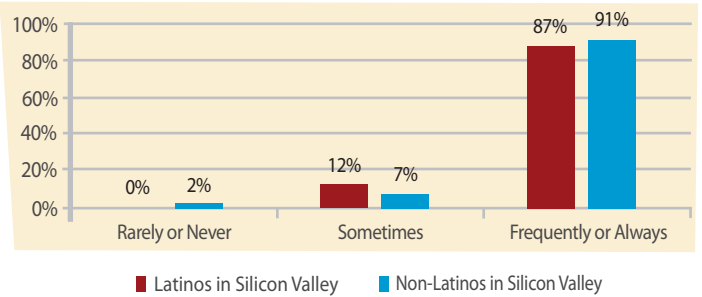
Efforts to reduce our environmental footprint, such as lowering energy consumption, can produce significant cost savings and create a healthier environment. Almost all Latinos (91%) and non-Latinos (91%) in Silicon Valley “always” or “frequently” recycled paper, plastic or other items at home in 2010. In the same year, 87% of Latinos in Silicon Valley reported that they “always” or “frequently” saved or conserved energy at home, compared to 91% of non-Latinos.

Adults That Recycle at Home in 2010



Source: Silicon Valley Pulse Survey, Survey and Policy Research Institute at San José State University, 2010.

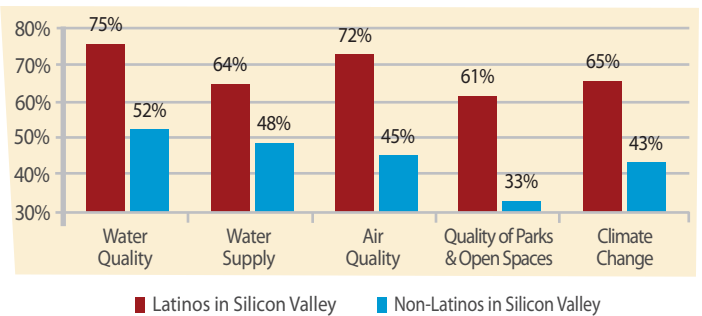
Adults that Save/Conserve Energy at Home in 2010



Source: Silicon Valley Pulse Survey, Survey and Policy Research Institute at San José State University, 2010.

Latinos in Silicon Valley were more concerned than non-Latinos about environmental issues of water quality, water supply, air quality, quality of parks and open spaces and climate change in 2010. Of these, the highest issues of concern among Latinos were water quality (75%) and air quality (72%), followed by climate change (65%), water supply (64%) and quality of parks and open spaces (61%). Furthermore, 1st generation Latinos were more concerned about all of these issues as compared to 2nd or 3rd generation Latinos.

Percentage of Adults in Silicon Valley that are “Very Concerned” About Various Environmental Issues in 2010

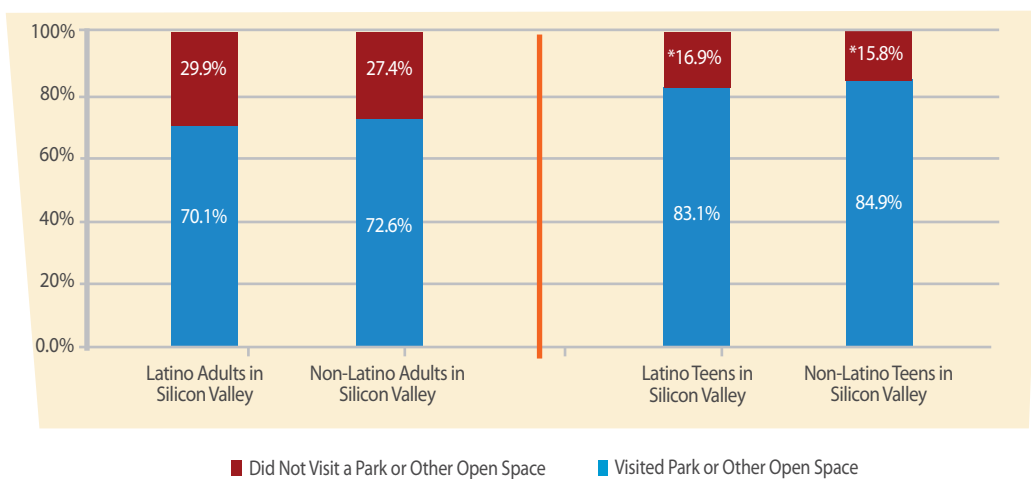


Source: Silicon Valley Pulse Survey, Survey and Policy Research Institute at San José State University, 2010.

Environmental Sustainability Spotlight: Parks and Open Space

A majority of Silicon Valley Latinos (61%) are very concerned about the quality of parks and open space in their area. Moreover, a smaller percentage of Latino teens perceive parks in their neighborhood as safe as compared with non-Latino teens: 40% “strongly agreed” in 2007 that a nearby park or playground was safe during the day as compared to 50% of non-Latinos. Despite their concern over parks in their area, however, just over seven in ten (70%) Silicon Valley Latinos reported in 2007 having visited a park, playground or open space in the last month, which was similar to the rate among non-Latinos at 73%.

Percentage Who Visited a Park, Playground or Open Space in the Last Month in 2007



Source: California Health Interview Survey, 2010. Note: Percentages with asterix* are statistically unstable due to small sample size.

“In today’s challenging economy, municipalities are struggling in their ability to sustain quality parks and recreation services. In response, a movement has begun of civic and public engagement by residents, users, and advocates to save and support parks and open spaces. Participants in this movement have recognized that public funds will not be readily available to address park quality concerns. For that reason, engagement of the Latino community in today’s parks support movement will be a key part of the solution that will help keep our parks and open spaces clean, safe and well maintained.”

– Albert Balagso, Director, Parks, Recreation and Neighborhood Services, City of San José.

Methodology

Geographic Scope of the Silicon Valley Latino Report Card

For the purposes of this report, Silicon Valley is defined as Santa Clara and San Mateo Counties. Though specific cities outside of the two counties are sometimes considered part of the Valley, data were often not available at the city level, and thus the report's geographic scope was limited to the two counties.

The Quality of Life Areas (QOL)

The five Quality of Life (QOL) areas included in this report – Education, Health, Financial Stability, Housing, and Environmental Sustainability – were chosen because they are critical to the advancement of Latinos and the region. They also align with the current focus areas of the Hispanic Foundation of Silicon Valley, which will play a central role in catalyzing a community response to the report's findings.

Advisory Board

An Advisory Board was convened to provide guidance in the research and development of the Silicon Valley Latino Report Card. The primary responsibility of the Advisory Board was to ensure that the report enticed the interest of a broad audience by presenting compelling data that stimulate dialogue and ultimately, action. Individuals were invited to serve on the board based on their expertise in the QOL areas that were the focus of the report and their knowledge of Latino issues. The specific tasks of the Advisory Board included providing input on the selection of indicators, reviewing the data, providing guidance on the grading methodology and extracting key findings and messages from the data. A list of Advisory Board members can be found on the inside front cover of this report.

Selection of Indicators

For each of the QOL areas, the research team selected five or more indicators that were the most critical in that area with input from the Advisory Board. Considerations for indicator selection included the extent to which indicators reflected critical and current issues, the extent to which indicators were generally accepted and understood, how many years data were available in the past and would be in the future, and to what extent data were broken out by ethnicity and geography (by county).

Data Collection

Most data in this report were gathered from secondary sources, with the exception of telephone survey data, described below. Most data were gathered from national or state databases, which had county-level data, such as the US Census Bureau, California Health Interview Survey and California Department of Education. From these sources, data were combined for Latinos in Santa Clara County and Latinos in San Mateo County to create a Silicon Valley total. Non-Latinos across the two counties included individuals from all other ethnic groups.

Telephone survey data was gathered for this report from the Fall 2010 Silicon Valley Pulse Survey, a periodic survey conducted by the Survey and Policy Research Institute at San José State University. The Pulse Survey effort defined the Silicon Valley as all of Santa Clara and San Mateo Counties plus Fremont, Newark, and Union City in Alameda County, and Scotts Valley in Santa Cruz County.

Benchmarks were included in the data charts where they existed. With the exception of Healthy People 2010, there was generally a lack of widely accepted benchmarks for these indicators.

Assignment of Grades

The grading methodology was determined with input from the Advisory Board. The grading methodology for each indicator incorporated grades on two criteria or domains. The grade for the first domain was determined by the amount or 'net' change experienced by Latinos over time. In isolated cases that included non-proportional data such as rates or mean scores, percentage changes were calculated instead. Time 1 was the first data point and Time 2 was the third data point for the last three years for which we had data. For example, if data were available for 2007, 2008 and 2009, Time 1 was 2007 and Time 2 was 2009. Nearly all changes from Time 1 to Time 2 were found to be statistically significant.

The following scale was used for Grade 1.

Grade 1 – Net change within Latino group over last 3 data points	
Grade	Scale definition
A	Gained 5.1 or more percentage points
B	Gained 1.1-5.0 percentage points
C	Maintained (changed 0-1.0 percentage points)
D	Loss of 1.1-5.0 percentage points
F	Loss of 5.1 or more percentage points

The grade for the second domain was determined by how far or close Latinos were to meeting the benchmark for that indicator, based on the most recent year for which there were data. Though the research team sought to identify established benchmarks for each QOL indicator, none existed outside of the

Health area, and thus grades were assigned based on Latinos' status relative to non-Latinos in Silicon Valley for the same year. In a few instances, the comparison group was the overall population in Silicon Valley, because non-Latino data could not be disaggregated from the total population estimate.

A traditional grading percentage system was used for Grade 2.

Grade 2 – Percent above/below benchmark or non-Latino levels	
Grade	Scale definition
A	Met, exceed or were at 90-99% of the benchmark or non-Latino levels
B	At 80-89% of the benchmark or non-Latino levels
C	At 70-79% of the benchmark or non-Latino levels
D	At 60-69% of the benchmark or non-Latino levels
F	Below 60% of the benchmark or non-Latino levels

For indicators in which a lower number is desirable, (e.g., teen birth rates or mortality), and Latinos fared worse (higher) than the benchmark or comparison group, the scale was inverted (100 -109% of the benchmark = A, 110-119%= B, 120-129% = C, 130-139% = D, and 140% or more of the benchmark = F).

To score the grades, an A was equal to 4 points, B = 3 points, C= 2 points, D= 1 point, and F= 0 points. Each indicator was scored based on its grades on each domain or criteria, and an average grade for that indicator was determined. The research team rounded up if rounding was necessary. To arrive at the overall grade for the QOL area, the individual indicators' grade scores (e.g. 4, 3, 2, 1 or 0) were summed and divided by the number of indicators in that QOL area, to arrive at an overall QOL grade.

Silicon Valley Latino Report

Indicator	Domain 1: Progress Over Time			Domain 2: Comparison Reference Data				Final Grade
	Time 1	Time 2	Grade 1	Benchmark	Non-Latinos in Silicon Valley	All Persons in Silicon Valley	Grade 2	

Education: C

Kindergarten Readiness: Kindergarten readiness scores									B
Santa Clara County	3.04 (2006)	3.13 (2009)	B	3.53			B	B	
San Mateo County	3.16 (2006)	3.04 (2009)	D	3.53			B	C	
3rd Grade Reading Proficiency: % of 3rd graders proficient or advanced in English Language Arts	24.0% (2008)	31.0% (2010)	A			54.7% (2010)	F		C
8th Grade Math Proficiency: % of 8th graders proficient or advanced in Algebra I	27.0% (2008)	30.3% (2010)	B			55.0% (2010)	F		C
High School Completion: 4-year adjusted high school dropout rate									C
Santa Clara County	27.7% (2007)	29.3% (2009)	D			16.1% (2009)	F	D	
San Mateo County	23.3% (2007)	21.7% (2009)	B			15.7% (2009)	D	C	
College Readiness: % of high school graduates with UC/CSU course completion	28.2% (2007)	26.0% (2009)	D		57.1% (2009)		F		D
Educational Attainment: % of population with some college, AA or Bachelor's degree, or graduate school/professional degree	35.4% (2007)	37.1% (2009)	B		78.3% (2009)		F		C

Health: B

Health Insurance: % of population with health insurance									A
Adults (18+)	74.6% (2003)	79.0% (2007)	B	100%			C	B	
Children (0-18)	90.9% (2003)	95.2% (2007)	B	100%			A	A	
Nutrition: % of population that eats 5 or more fruits or vegetables daily									A
Adults (18+)	49.5% (2001)	54.8% (2005)	A	50%			A	A	
Children (2-18)	N/A	41.7% (2007)	N/A	50%			B	B	
Physical Activity: % of 7 th graders with "favorable" fitness scores	46.6% (2007)	51.8% (2009)	A			72.2% (2009)	C		B
Obesity: % of population who are obese (adults) or overweight (children)									D
% of Adults (18+) Who Are Obese	23.8% (2003)	26.7% (2007)	D	15%			F	D	
% of Children (5-19) Who Are Overweight	28.2% (2007)	27.3% (2009)	C	5%			F	D	
Diabetes: % of adults (18+) with diabetes	6.4% (2003)	7.9% (2007)	D	2.5%			F		D
Teen Births: Birth rate per 1000 teens (19 and under)	27.5 (2007)	23.0 (2009)	A			4.4 (2009)	F		C
Mortality: Age-adjusted death rate	2.6 (2006)	2.7 (2008)	D			6.1 (2008)	A		B

Card Dashboard

Indicator	Domain 1: Progress Over Time			Domain 2: Comparison Reference Data			Final Grade
	Time 1	Time 2	Grade 1	Benchmark	Non-Latinos in Silicon Valley	All Persons in Silicon Valley	

Financial Stability: D

Labor Force Participation: Labor force participation rate	71.0% (2007)	72.8% (2009)	B		66.9% (2009)		A	A
Occupation: % of Latinos that work in high-tech occupations								D
Computer and Mathematical Occupations	1.4% (2007)	1.3% (2009)	C		9.0% (2009)		F	D
Architecture and Engineering Occupations	1.2% (2007)	1.3% (2009)	C		6.0% (2009)		F	D
Unemployment: Unemployment rate	6.0% (2007)	11.7% (2009)	F	5.0%			F	F
Median Household Income	\$57,849 (2007)	\$59,162 (2009)	B		\$93,797 (2009)		D	C
Economic Self-Sufficiency: % of families living below Self-Sufficiency Standard								F
Santa Clara County	N/A	45.0% (2007)	N/A			22.2% (2007)	F	F
San Mateo County	N/A	46.1% (2007)	N/A			22.1% (2007)	F	F

Housing: D

Homeownership: % of population who own their own home	49.9% (2007)	42.7% (2009)	F		63.2% (2009)		D	D
Housing Affordability: % of population spending 30% or more of income on rent/mortgage	59.4% (2007)	60.6% (2009)	D		46.0% (2009)		D	D
Overcrowding: % of population living in overcrowded conditions	18.2% (2007)	23.8% (2009)	F		3.8% (2009)		F	F
Homelessness: % of population who are homeless								C
Santa Clara County	0.68% (2007)	0.86% (2009)	C		0.63% (2009)		D	C
San Mateo County	0.74% (2007)	N/A	N/A		1.10% (2007)		D	D

Environmental Sustainability: C

Air Pollution and Other Toxic Emissions								F
% of population that live more than 2.5 miles from TRI facility	N/A	12% (2003)	N/A		63% (2003)		F	F
% of population that live in lowest respiratory hazard ratio tract	N/A	18% (1999)	N/A		66% (1999)		F	F
Asthma: % of population with asthma	N/A	11.0% (2007)	N/A		12.9% (2007)		B	B
Pro-Environmental Behaviors and Attitudes								A
% of adults that recycle at home	N/A	91% (2010)	N/A		91% (2010)		A	A
% of adults that conserve energy at home	N/A	87% (2010)	N/A		91% (2010)		A	A
% of adults that are very concerned about various environmental issues	N/A	67% (2010)	N/A		44% (2010)		A	A

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