



Greater Washington *Voces de la Comunidad*

This “Voice of the Community” report highlights the neighborhood priorities that were identified by neighborhood residents as a result of an ongoing partnership between the Greater Washington neighborhood, San Jose State University, Santa Clara University, CommUniverCity, and Catholic Charities.

Este reporte “Voz de La Comunidad” realiza las prioridades de la vecindad identificadas por los residentes como resultado de una continua asociación entre San Jose State University, la universidad de Santa Clara, CommUnivercity, y Catholic Charities.

“We like our neighborhood, and we would like to continue living here.”

“We need a neighborhood middle school because it would be closer for students, within walking distance, and convenient...”

“I believe I am an entrepreneur and have the skills to advance my business. I understand and know who my customers are. I have been in this type of business for over eight years and have focused a lot of time and energy into making my business work. Unfortunately, I lack the resources to expand my business. I have many ideas about what my business could be, but uncertainty and lack of resources stop me. If I had the opportunity, my business would be big.”

“We don’t send our kids to the parks because we don’t feel safe.”

“Kids feel safe in th Alma Community Center which shows how important it is to the community.”

“This street is totally and completely dark. There are lights but the cables were cut so the lights don’t work. Someone asked the city to fix the lights, but the city said no.”

It’s a shame that the presence of prostitution is making the area around traditionally safe spaces, like libraries and schools, a less safe environment.”

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EXECUTIVE SUMMARY

This “Voice of the Community” report highlights the priorities, views, and values that were identified by Greater Washington residents during a one year partnership between neighborhood participants, Santa Clara University, San José State University, CommUniverCity, and Catholic Charities. Our primary objective for this report is to effectively capture the stories, values, concerns, and aspirations of community residents and, additionally, for the report to serve as a widely shared reference and platform for positive change that can be undertaken in future partnerships.

Three San José State University teams took part in assembling the material you will read in this report. Chapter 3 includes some of the most significant and commonly mentioned findings from this work. In the Fall 2013 Professor Chuck Darrah engaged his undergraduate anthropology students in personal dialogues with community residents by employing ethnographic methods that documented the values and culture of the neighborhood. In the same semester, Professor Fernando Burga, a faculty member in the Department of Urban and Regional Planning, led ten graduate students in a community assessment of Greater Washington, the purpose of which was to accurately capture current community conditions and priorities. With substantial and lively input from many community residents, five priorities were identified.

These priorities were presented to a final review attended by residents, community members and municipal staff composed of more than forty poster boards showcasing graphics, GIS analysis, mappings and findings as well as recommendations for planning policies and projects to be undertaken by community leaders. The priorities were focused on the following themes:

1. Fostering healthy lifestyles
2. Improving walkability and pedestrian activity
3. Supporting informal retail
4. Promoting affordable housing
5. Identifying the needs of middle school students

Next, in the spring of 2014 faculty member Rick Kos led another graduate planning student team in Spring 2014 on a “listening tour.” The objective was to further refine the neighborhood priorities and to ensure that representatives from all geographic areas of the larger Greater Washington community had a chance to weigh in. The students organized, facilitated, and documented the outcomes of four community meetings and participated in a communitywide Sustainability Fair where, using interactive materials, they invited neighborhood residents to share their primary concerns and aspirations for the community they call home. You will see many images in this report that capture the experience of this collaborative process. In the end, they were able to identify a few additional priorities, as well as confirm those captured by Prof. Burga and his team, as well as a few topics that were mentioned so often by community residents that a list of “views and values” was created. This list can be found below. “Neighborhood priorities” are action items that can be the basis for launching community led projects to improve neighborhood livability. We have defined “views and values” are underlying and interrelated principles that are of concern to many Greater Washington residents.



FIGURE 1: Resident Voices and Priorities
As part of the Community Assessment class conducted in Fall 2013 by Professor Fernando Burga, one resident speaks at a community meeting hosted by San José State graduate students. To her left Maria Marcelo, one of the communities most active advocates listens to the deliberations. Source: Erika Sutton

FIGURA 1: Las Voces de los Residentes
Como parte de la clase de evaluación comunitaria, dirigida en el otoño del 2013, una residente habló en la junta comunitaria que presentaron los estudiantes graduados de San Jose State. A su izquierda, Maria Marcelo, una de las activistas más reconocidas escucha las deliberaciones. Fuente: Erika Sutton



FIGURE 2: Explaining the Community Assessment Process
Professor Fernando Burga explains the Community Assessment process to Greater Washington residents during a Fall 2013 community meeting. Source: Erika Sutton

FIGURA 2: Explicando el Proceso de Evaluación Comunitaria
El profesor Fernando Burga explica el proceso de evaluación comunitaria a los residentes de Greater Washington durante una junta comunitaria en el otoño del 2013. Fuente: Erika Sutton

RESUMEN EJECUTIVO

Este reporte de “La Voz de la Comunidad” pone de relieve las prioridades, los puntos de vista y valores que fueron identificados por los residentes de Greater Washington durante una asociación de un año entre los participantes del barrio, la Universidad de Santa Clara, la Universidad Estatal de San José, CommUniverCity y Caridades Católicas. Nuestro objetivo primordial para este informe es capturar eficazmente las historias, valores, preocupaciones y aspiraciones de los residentes de la comunidad y, además, para que el informe sirva de referencia y plataforma ampliamente compartida para el cambio positivo que puede llevarse a cabo con asociaciones futuras.

Participaron tres equipos de la Universidad Estatal de San José en el montaje del material que Ud. va a leer en este informe. El Capítulo 3 incluye algunos de los hallazgos más significativos y comúnmente mencionados de este trabajo. En el otoño de 2013 el profesor Chuck Darrah vinculó a sus estudiantes de antropología de pregrado en diálogos personales con residentes de la comunidad mediante el empleo de métodos etnográficos que documentaron los valores y la cultura del barrio. En el mismo semestre, el profesor Fernando Burga, miembro del cuerpo docente del Departamento de Planificación Urbana y Regional, dirigió a diez estudiantes de posgrado en una evaluación de la comunidad de Greater Washington, cuyo objetivo fue capturar con precisión las condiciones actuales y las prioridades de la comunidad. Con el aporte sustancial y vital de muchos residentes de la comunidad, se identificaron cinco prioridades.

Estas prioridades se presentaron a una revisión final a la que asistieron los residentes, miembros de la comunidad y el personal municipal, compuesta por más de cuarenta posters mostrando gráficos, análisis GIS, mapeo y hallazgos, así como recomendaciones para las políticas de planeamiento y proyectos a ser realizados por los líderes comunitarios. Las prioridades se centraron en los siguientes temas:

1. Fomentar estilos de vida saludables
2. Mejorar las actividades de transitabilidad y actividad peatonal
3. Apoyo a los comerciantes informales
4. Promoción de viviendas asequibles
5. Identificación de las necesidades de los estudiantes de secundaria intermedia

Luego, en la primavera de 2014 el miembro del cuerpo docente Rick Kos lideró a otro equipo de estudiantes de posgrado de planificación en la primavera de 2014 en un “tour de charlas explicativas.” El objetivo era perfeccionar más aún las prioridades del barrio y garantizar que los representantes de todas las áreas geográficas de la gran comunidad de Greater Washington tuvieran la oportunidad de ser sopesados. Los estudiantes organizaron, facilitaron y documentaron los resultados de las cuatro reuniones de la comunidad y participaron en una Feria de Sostenibilidad a lo largo de la comunidad donde, utilizando materiales interactivos, invitaron a los residentes del barrio a compartir sus principales preocupaciones y aspiraciones para la comunidad a la que ellos llaman hogar. Verá muchas imágenes en este informe que capturan la experiencia de este proceso de colaboración. Al final, fueron capaces de identificar algunas prioridades adicionales así como confirmar las encontradas por el Prof. Burga y su equipo, así como algunos temas que fueron mencionados con frecuencia por los residentes de la comunidad, con los cuales que se creó una lista de “puntos de vista y valores”. Esta lista se puede encontrar a continuación. “Las Prioridades del Barrio” son elementos de acción que pueden ser la base para el lanzamiento de proyectos liderados por la comunidad para mejorar la habitabilidad del barrio. Hemos definido que “los puntos de vista y valores” son principios subyacentes e interrelacionados que son motivo de preocupación para muchos residentes de Greater Washington.

Neighborhood Priorities:

- Provide more financial and staffing resources to community youth centers.
- Reduce presence of prostitution to create safer public places.
- Reduce conflict between residents and address chronic issues tied to homelessness.
- Create more options for affordable, high quality food to eat and open spaces suitable for children to play.
- Support informal businesses so that they become active investors in the neighborhood.
- Improve street lighting and reduce crime in order to foster safer walking in the Greater Washington neighborhood.
- Examine the potential for a middle school within the Greater Washington area.

Views and Values:

- Many residents believe that their voices are underrepresented in city decisions and there is a split view on the benefit of past city investment in the area.
- It is clear that residents place an extremely high value on education and English language ability as the pillars to success. They also believe that local neighborhood institutions should provide these services regularly and fully.
- Local mothers are recognized as a primary source of volunteerism, vigilance, and community engagement in the neighborhood.
- Residents tend to view police with distrust.

The first chapter in this report provides an overview of the partners and Collaborative Neighborhood Planning process undertaken during San Jose State University's one year involvement in Greater Washington. Chapter 2 presents demographic information and maps to tell the story of the neighborhood from a quantitative and spatial perspective, along with a brief history of the area. Chapter 3 provides findings from the anthropology class, the community assessment and listening tour activities and suggests a set of next steps that an organized and supported group of neighborhood leaders can consider to make their priorities a reality.



Typical Single Family Home/Viviend Tipica Uni-familiar



Youth Programs/Programas para La Juventud



Safe Spaces for Youth/Espacios Seguros para la Juventud



Safe Alleys/Callejones Seguros

FIGURE 3: Greater Washington's Priorities
Source: Beth Martin



Resources for Youth Centers/Recursos para Centros Juveniles



Safe Streets/Calles Seguras



Support for Informal Businesses/Apoyo a Negocios Informales



Investment in Public Schools/Invercion en Escuelas Publicas

FIGURA 3: Las Prioridades de Greater Washington
Fuente: Beth Martin

Las prioridades del barrio:

- Proporcionar más recursos financieros y de personal para los centros juveniles de la comunidad.
- Reducir la presencia de la prostitución para crear espacios públicos más seguros.
- Reducir el conflicto entre los residentes y discutir los problemas crónicos vinculados a la falta de vivienda.
- Crear más opciones de alimentos a precios asequibles, de alta calidad y espacios abiertos adecuados para que los niños jueguen.
- Apoyo a los negocios informales para que sean inversores activos en el barrio.
- Mejorar el alumbrado público y reducir la delincuencia con el fin de fomentar el caminar más seguro en el barrio de Greater Washington.
- Examinar el potencial para una escuela de secundaria intermedia en la zona en Greater Washington.

Visiones y Valores:

- Muchos residentes creen que sus voces no están representadas en las decisiones de la municipalidad y hay una visión dividida sobre el beneficio de la inversión anterior de la municipalidad en la zona.
- Está claro que los residentes ponen un valor extremadamente alto sobre la educación y la habilidad del idioma Inglés como los pilares para el éxito. También creen que las instituciones locales del barrio deben proveer estos servicios regular y plenamente.
- Las madres locales son reconocidas como una fuente primaria de voluntariado, vigilancia y participación de la comunidad en el barrio.
- Los residentes tienden a ver a la policía con desconfianza.

El primer capítulo en este informe proporciona una visión general de los asociados y del proceso de Planificación Colaborativa del Barrio realizado durante la participación de un año de la Universidad de San José en el Greater Washington. El capítulo 2 presenta información demográfica y de mapas para contar la historia del barrio desde una perspectiva cuantitativa y espacial, junto con una breve historia de la zona. El capítulo 3 proporciona los resultados de la clase de antropología, la clase de evaluación comunitaria y de las actividades basadas en los tours de charlas explicativas y sugiere unos pocos próximos pasos que un grupo de líderes organizado del vecindario puede considerar para convertir sus prioridades en una realidad

CHAPTER 1
FOUNDATIONAL WORK AND PARTNERS

1a. A Platform for Action

This “Voice of the Community” report highlights the neighborhood priorities that were identified by neighborhood resident participants as a result of an ongoing partnership between the neighborhood, Santa Clara University, San José State University, CommUniverCity, and Catholic Charities. Through the work of one undergraduate Anthropology course and two graduate Urban Planning courses at San José State University, students worked with residents of the Greater Washington neighborhood. Employing a variety of methods, including ethnographic research, facilitated community meetings, and interviews, the students from these three courses listened to and documented the concerns and aspirations of Greater Washington residents. In turn, the students practiced skills that are essential for accurate, empathetic, and rigorous work in the social sciences and professional planning practice.

This research builds on the many years of grassroots level work undertaken by the now dissolved Redevelopment Agency and its Strong Neighborhoods Initiative as well as the results focused and ongoing work of CommUniverCity and Santa Clara University’s Ignatian Center. It is the hope of all the partners involved in this report that this document will serve as a comprehensive reference for current and future residents to lobby for the changes they seek in their neighborhood. More specifically, we hope that this report can be used as a leveraging tool in conversations with the City of San José, grant providing foundation institutions, and with fellow community members to enhance the leadership capacity of the community and inspire residents to take action.

1b. Foundational Work and Partners

SNI in Greater Washington

Neighborhood residents have a long history of engagement within the Greater Washington neighborhood. Since the City Council adopted the Washington Neighborhood Revitalization Plan in 1998, the community has been working in partnership with the City and other organizations to implement the actions identified in this plan. In 2000, the Mayor and City Council made a commitment to strengthen San José’s neighborhoods and launched the Strong Neighborhoods Initiative (SNI); Greater Washington was identified as a participating neighborhood. The City used funding and resources from California’s Redevelopment Agency, private investment, and public-private partnerships to accomplish the following broad goals identified in this neighborhood:

- Improve neighborhood conditions
- Enhance community safety
- Improve community services
- Strengthen neighborhood associations

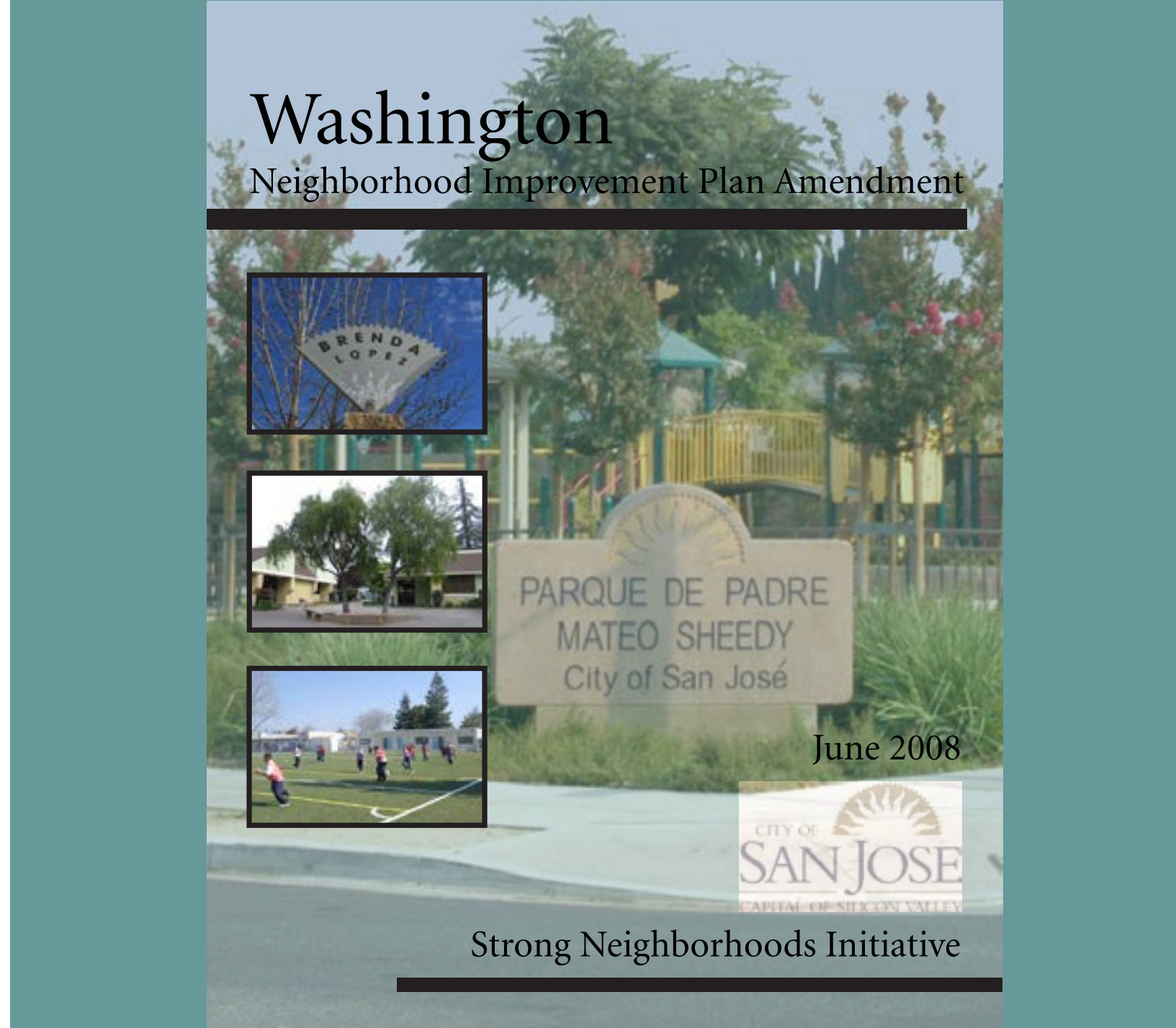


FIGURE 4: Strong Neighborhood Initiative Plan
 The cover of the 2008 “Washington Neighborhood Improvement Plan Amendment” from the Strong Neighborhoods Initiative. Source: City of San José

CAPÍTULO 1
TRABAJO Y SOCIOS FUNDAMENTALES

1a. Una plataforma de acción

Este informe, “voz de la comunidad,” resalta las prioridades que hay en la comunidad, las cuales fueron identificadas por sus mismos residentes, dando así resultado a una asociación permanente entre la comunidad de la Universidad de Santa Clara, de la Universidad Estatal de San José (SJSU), CommUniverCity, y las Catholic Charities. A través de un proyecto elaborado por medio de un curso de graduandos de programa de licenciatura en Antropología y otros dos cursos sobre Planeamiento Urbano en el programa de posgrado de la Universidad de San José, los estudiantes trabajaron con los residentes de la comunidad del área del Greater Washington. Utilizando una variedad de métodos, incluyendo la investigación etnográfica, reuniones comunitarias facilitadas y entrevistas, los estudiantes de estos tres cursos escucharon y documentaron las preocupaciones y anhelos de los residentes de la comunidad de Greater Washington. A su vez, los estudiantes tuvieron la oportunidad de practicar habilidades que son esenciales para el trabajo preciso, empático y riguroso de las ciencias sociales y practicas profesionales.

Esta investigación se basa en muchos años de trabajo a nivel local realizado por la ahora disuelta Agencia de Desarrollo Urbano (Redevelopment Agency) y su iniciativa: “barrios fuertes”, así como en la labor centrada en los resultados y en el trabajo en curso de CommUniverCity y el Ignatian Center de la Universidad de Santa Clara. Es la esperanza de todos los participantes involucrados en que este informe documentado servirá como una referencia completa para los residentes, actuales y futuros, que estén a favor de los cambios que se buscan para la comunidad. Más específicamente, esperamos que este informe pueda ser utilizado como una herramienta de conexión en las conversaciones con la ciudad de San José, con las instituciones de base que subvencionan fondos, y con miembros de la comunidad para mejorar la capacidad de liderazgo en la comunidad e inspirar a residentes a tomar acción.

1b. Trabajo fundamental y asociaciones

La “Strong Neighborhoods Initiative” y Greater Washington

Los residentes de la comunidad tienen una larga historia de compromiso dentro de la comunidad de Greater Washington. Desde que el consejo municipal adoptó el proyecto de revitalización de la comunidad Greater Washington en 1998, la comunidad ha estado trabajando en conjunto con la ciudad y otras organizaciones para implementar las acciones identificadas en este proyecto. En el año 2000, el alcalde y el consejo municipal hicieron un compromiso para fortalecer las comunidades de San José y lanzaron la Strong Neighborhoods Initiative (Iniciativa de Comunidades Fuertes) conocida por sus siglas en inglés (SNI); Greater Washington fue identificado como un vecindario participe. La ciudad utilizó fondos y recursos de la California Re-development Agency (Agencia de Desarrollo Urbano de California), inversiones privadas y entidades público-privadas con el fin de lograr los siguientes objetivos generales identificados en esta comunidad:

- Mejorar las condiciones de la comunidad
- Mejorar la seguridad de la comunidad
- Mejorar los servicios para la comunidad
- Fortalecer las asociaciones de la comunidad

FIGURA 4: La iniciativa Strong Neighborhoods
 La cobertura del reporte de 2008 entitulado “Washington Plan Enmendado para el Mejoramiento del Barrio”, de la Iniciativa Strong Neighborhoods. Fuente: La Ciudad de San José.

In 2002, an updated Washington Neighborhood Revitalization Plan was prepared, identifying the most current issues deemed important to the community. The plan incorporated the community's perspective and discussed priority issues identified by the residents. These core actions give readers of this report an understanding of historically important issues to the neighborhood, including:

- Improve the Alma Senior/Youth Community Center for youth and older people
- Implement improvements and additions to parks and open space and increase recreational programs
- Implement housing rehabilitation and painting projects
- Reduce crime and associated negative activity
- Develop and implement traffic calming and pedestrian safety strategies for the neighborhood
- Improve and maintain streets, streetscapes, and sidewalks
- Close/reconstruct alleyways
- Explore opportunities to underground utilities in the Washington SNI area and address storm drainage issues along Mastic Street

CommUniverCity San Jose

The students and faculty who participated in the two semesters of work for this report represent the "University" component of CommUniverCity San José, an organization that, as its name implies, brings together the skills, knowledge and resources of the Community (Greater Washington residents/leaders), the University (the student teams), and City of San José staff and officials. CommUniverCity's servicelearning projects are based on priorities set by neighborhood residents and typically focus on one or more key areas:

- Education: Enrich and expand educational opportunities for residents and youth, encouraging a "collegegoing" culture through the community
- Community Health: Support all aspects of the neighborhood that contribute to healthy environments and lifestyles
- Neighborhood Environment: Foster a physically safe and socially connected, empowered community

As the "University" component of CommUniverCity, the student and staff involved endeavored to be an active and important part of this powerful opportunity for positive change in central San José.

Santa Clara University and Catholic Charities

Building on their longstanding engagement with the Greater Washington community, Santa Clara University and Catholic Charities have been instrumental in setting direction for this participatory neighborhood assessment effort and in reaching out to the community at large. Santa Clara University has cultivated a deep partnership with the Greater Washington community through the Thriving Neighbors Initiative, the Ignatian Center's Arrupe Partnerships for communitybased learning, and the Leavey School of Business' Neighborhood Prosperity Initiative.

Catholic Charities' strong presence in the community is centered on the Washington United Youth Center, which provides a safe and supportive environment for neighborhood residents of all ages. The information summarized in this report offers an understanding of the residents' priorities that we hope will help inform the ongoing engagement in the Greater Washington neighborhood of these and other organizations committed to fostering a thriving community.



FIGURE 5: CommUniverCity
During an annual "Celebrating Partnerships" event, supporters learn about the many partners that make CommUniverCity's work possible. Source: Peter Lee.

En el 2002, se preparó una actualización del proyecto de revitalización de la comunidad Greater Washington, identificando los problemas más recientes considerados así importantes para la comunidad. El proyecto incorporó la perspectiva de la comunidad y comentó asuntos prioritarios identificados por ésta. Tales acciones básicas dan a los lectores de este reporte un entendimiento importante sobre asuntos históricos a la comunidad, incluyendo:

- Mejorar el Centro Alma, para personas de la tercera edad y jóvenes
- Llevar a cabo renovaciones y expandir parques, espacios abiertos y aumentar programas recreativos
- Llevar a cabo proyectos de rehabilitación y pintura de viviendas
- Reducir la delincuencia y actividades negativas asociadas
- Desarrollar e implementar estrategias de reducción del tráfico y seguridad para los peatones en la comunidad
- Mejorar y mantener calles, paisajes urbanos, y banquetas (aceras)
- Cerrar/construir los callejones
- Explorar oportunidades para los servicios públicos bajo tierra en el área de la Strong Neighborhoods Initiative y abordar los temas del drenaje causado por las lluvias en la calle Mastic.

CommUniverCity San José

Los estudiantes y el cuerpo docente que participaron en los dos semestres de trabajo para elaborar este reporte representan la palabra University ("universidad") en CommUniverCity San José, una organización que, como lo implica su nombre, junta las habilidades, los conocimientos y los recursos de la comunidad (residentes y líderes de Greater Washington), la universidad (los equipos de estudiantes) y el personal y los oficiales de la ciudad de San José. Los proyectos de servicio de aprendizaje de CommUniverCity están basados en las prioridades asignadas por los residentes de la comunidad y típicamente se enfocan en una o más de las áreas principales:

- Educación: enriquecer y expandir las oportunidades educativas para promover los estudios universitarios entre los residentes y adolescentes de la comunidad.
- La salud de la comunidad: apoyar todos los aspectos de la comunidad que contribuyen a un ambiente y clase de vida saludable.
- El ambiente en el vecindario: fomentar una comunidad fuerte, que esté físicamente segura empoderada y socialmente conectada.

Como un elemento del componente "universidad" de CommUniverCity, el estudiante y el personal involucrados tratan de ser activos y de ser una parte importante de esta gran oportunidad para un cambio positivo en el centro de San José.

La Universidad de Santa Clara y Catholic Charities

Fortaleciendo su largo compromiso con la comunidad de Greater Washington, la universidad de Santa Clara y las Catholic Charities han sido un instrumento para orientar este esfuerzo de valoración para una comunidad participativa y en llegar a la comunidad en toda su extensión. La universidad de Santa Clara ha cultivado una estrecha asociación con la comunidad Greater Washington a través del programa Arrupe Partnerships para el aprendizaje comunitario de su Centro Ignaciano de Espiritualidad, y la Neighborhood Property Initiative de su Escuela de Negocios Leavey.

La fuerte presencia de Catholic Charities en la comunidad está centrada en el Central United Youth Center (Centro para adolescentes) de Greater Washington, el cual ofrece un ambiente seguro y de apoyo para los residentes de todas las edades en la comunidad. La información resumida en este reporte ofrece un entendimiento de las prioridades de los residentes, de las cuales esperamos ayudarán a informar sobre el continuo compromiso en la comunidad Greater Washington de estas y otras organizaciones comprometidas en fomentar una comunidad próspera.

1c. Voice of the Community: An Overview of The Community Engagement Process

Through three San José State courses spanning two academic semesters, students were able to employ a variety of methods, including ethnographic research, facilitated community meetings, and interviews, to document the concerns and aspirations of Greater Washington residents. These processes are described in more detail next.

ANTH 149 Ethnographic Assessment

An ethnographic study of the neighborhood was conducted by Professor Chuck Darrah of the San José State Anthropology Department. Students identified Greater Washington as an Instrumental Neighborhood, one that is utilized as a means to an end by various actors in the community including the residents, transients, and local public and private agencies. Their findings highlighted themes such as investment and development, charter schools, interactions with City officials and police, as well as its identity of being a gateway community.

URBP 201 Community Assessment

Students within the Department of Urban and Regional Planning's Community Assessment course began working with the Greater Washington neighborhood on an assessment of current conditions in the community. Their task was to collect data, identify strengths within the community and work with the residents to determine their priority goals (broad, aspirational statements) and objectives (measurable steps to achieve the goals). With the help of Prof. Burga students organized more than 7 workshops that were attended by more than 20 people per session. The workshops took place from August to December 2013 in the Washington Community Center in a space called "El Hub." The workshops were assisted by residents from all of Greater Washington, including staff from Santa Clara University staff, CommUniverCity, Catholic Charities, the city of San Jose, Washington Elementary.

This work included the development of an in-depth policy analysis, participatory design workshops through cognitive mappings and the development of the following working themes: Education and Schools, Affordable Housing, Healthy lifestyles, Informal Retail and Pedestrian and traffic safety. These themes were applied to specific projects scopes and recommendations that were presented to the community in 40, 36" x 48" graphics boards during a final review attended by more than 80 people. The result of their efforts was a detailed evaluation of the community and a robust list of strengths and concerns. These boards can be found in Chapter Four of this report (pg. 59 - 85) The methods for this analysis and its findings are illustrated in the forthcoming section entitled "Planning for alternative voices in the midst of change".

URBP 203 Collaborative Neighborhood Planning

In order to further gain input from the residents of Greater Washington and expand from the effort initiated by the community assessment class, graduate urban planning students from the Collaborative Neighborhood Planning course organized a series of meetings in different locations throughout the neighborhood. These meetings, collectively called a "listening tour", were developed specifically to encourage further conversation with the residents so that their voices could be heard and their opinions could be expressed and carefully documented. Students and representatives from CommUniverCity facilitated the listening tours and it was their role to create a welcoming atmosphere that supported constructive dialogue with the attending residents. The true guides of the conversation were the residents themselves, as it was their valuable input and opinions that were of greatest value.

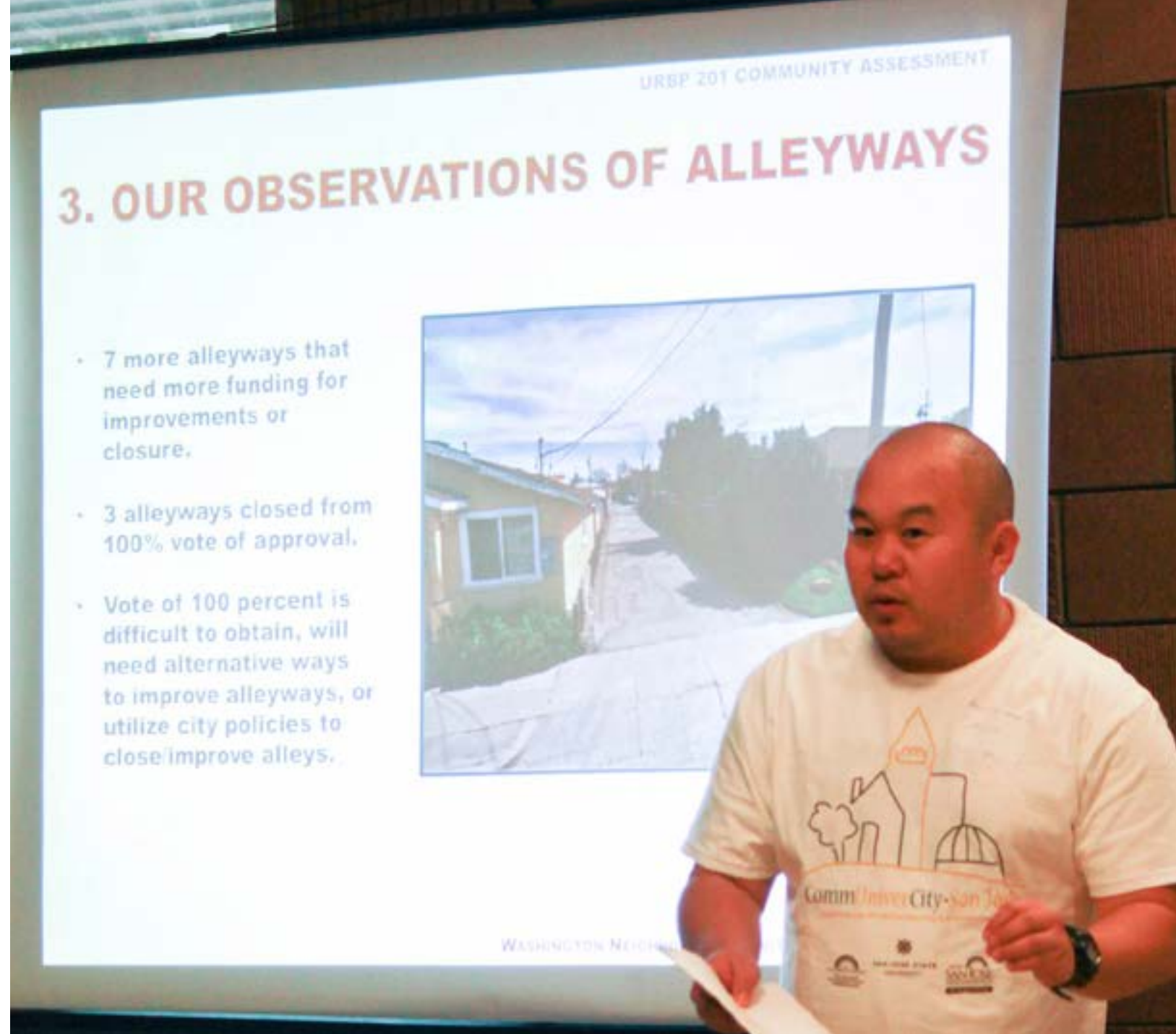


FIGURE 6: Graduate Student Presents Findings

An Urban Planning graduate student presents the Community Assessment class findings during a Fall 2013 meeting. Source: Erika Sutton

1c. La Voz de la Comunidad: Resumen del Proceso de Participación Comunitaria

A través de tres cursos de San José State que cubrieron dos semestres académicos, los estudiantes pudieron usar varios métodos incluyendo investigaciones etnográficas, juntas facilitadas en la comunidad, y entrevistas, para documentar las preocupaciones y aspiraciones de los residentes de Greater Washington. Los detalles del programa se describen a continuación.

ANTH 149 Evaluación Etnográfica

Se llevó a cabo un estudio etnográfico de la comunidad conducido por el profesor Chuck Darrah del departamento de antropología de San José State University. Los estudiantes identificaron a Greater Washington como una Comunidad Vital, la cual es utilizada como el medio para un fin por parte de varios actores de la comunidad, incluyendo a los residentes, los que están de paso, el público local y las agencias privadas. Sus resultados realzan temas como la inversión y el desarrollo urbano, las escuelas charter, juntas con oficiales públicos y la policía, así como su identidad de ser una comunidad de entrada para nuevos inmigrantes.

URBP 201 Evaluación Comunitaria

Los estudiantes que asistieron al curso de Evaluación de la Comunidad del Departamento de Urban and Regional Planning (Planificación Urbana y Regional) empezaron el trabajo con la comunidad del Greater Washington evaluando las condiciones dentro la comunidad. La tarea de los estudiantes fue reunir información que identificara las fortalezas de la comunidad y a trabajar con los residentes para determinar sus objetivos prioritarios (ambiciones) y metas (pasos mensurables para alcanzar los objetivos). Con la Ayuda del Prof. Burga los estudiantes organizaron mas de 7 talleres en los cuales acudieron mas de 20 personas por sesión. Las reuniones se llevaron a cabo desde Agosto hasta Diciembre 2013 en el Washington Community youth Center en un espacio denominado "El Hub". A los talleres asistieron residentes de todo Greater Washington, incluyendo personal de Santa clara University, CommUniverCity, Catholic Charities, la ciudad de San Jose, Washington Elementary.

Este trabajo incluyo el desarrollo de un profundo análisis de políticas publicas, la practica de talleres de diseño participativo a través del mapa cognitivos y el desarrollo de los siguientes temas: educación y colegios, vivienda accesible, vidas saludables, comercio informal, y seguridad peatonal de las sesiones surgieron temas específicos. Estos temas fueron aplicados a proyectos específicos y recomendaciones que fueron presentados a la comunidad en 40 posters con dimensiones de 36" x 48" durante una presentación final, acudida por mas de 80 personas. El resultado de sus esfuerzos fue una evaluación detallada de la comunidad y una lista muy completa de los puntos fuertes y débiles. Estos posters se pueden ver en el capítulo cuatro de este report (paginas 59 - 85). Los métodos para este análisis y sus conclusiones son ilustrados en la sección titulada "Planeando con voces alternativas en el medio del cambio".

URBP 203 Planificación Colaborativa del Vecindario

Con el fin de continuar obteniendo la opinión de los residentes de Greater Washington, los estudiantes graduados del curso de Collaborative Neighborhood Planning (Planificación Colaborativa de Vecindarios), CNP por sus siglas en inglés, expandieron el esfuerzo iniciado por la clase de evaluación comunitaria, organizando juntas en diferentes lugares alrededor de la comunidad. Estas juntas, que tienen como nombre "tours de charlas explicativas" fueron diseñadas específicamente para continuar conversaciones con los residentes, así la voz de ellos pudo ser escuchada y sus opiniones fueron expresadas y documentadas. Los estudiantes y representantes de CommUniverCity facilitaron las visitas de encuesta y se aseguraron de crear un ambiente acogedor el cual les ayudó a los residentes presentes a sentirse cómodos al momento de dar sus opiniones. Los que guiaron las conversaciones fueron los residentes, así como lo fue su valiosa aportación y opiniones, las cuales fueron de un valor muy importante.

FIGURA 6: Conclusiones de los estudiantes de posgrado

Un estudiante de posgrado en planificación urbana presenta los hallazgos de la clase de evaluación comunitaria durante una junta en el otoño del 2013.

Fuente: Erika Sutton

The listening tours were held at three locations during March and April of 2014: Sacred Heart Parish, Alma Community Center, and Washington United Youth Center. These locations were selected to ensure full geographic representation of the larger Greater Washington neighborhood. Also, this distribution of meeting locations allowed the student facilitators many opportunities to tour the neighborhood and work with a wider crosssection of the neighborhood residents. Those residents in attendance represented a wide range of demographic backgrounds and roles within the neighborhood: adults and children, concerned longtime residents, City Council representatives for District 3, and library and community

Additionally, the facilitators participated in the Greater Washington Sustainability Fair where they interacted with the community and participated in many constructive conversations. The final Listening Tour returned to Sacred Heart Parish where the draft findings were presented to the community and further input was solicited.

1d. The Collaborative Neighborhood Planning Process

The Collaborative Neighborhood Planning (CNP) model guided the work of the graduate student teams. Contemporary planners who advocate this model believe in the antithesis of government-directed, “topdown” planning techniques and instead employ the CNP model because it places primary emphasis on the expertise, energy, and enthusiasm available in local communities to shape their own destiny. The role of the graduate student planning teams, therefore, was to implement the CNP model and facilitate active discussions and goaldirected workshops with Greater Washington community members. The model is consistent with the core principles of collaborative neighborhood planning espoused by the American Planning Association: (www.planning.org/policy/guides/adopted/neighborhoodcollaborative.htm)

The Collaborative Neighborhood Planning model is reliant on a partnership between facilitators and the neighborhood residents. The model aims to empower the neighborhood residents to use and build upon the existing assets (as opposed to a needsbased approach that focuses solely on problems and deficiencies) to help shape the future of their community. There are three primary components to the Collaborative Neighborhood Planning model: community assessment, community building, and implementation bridges. A brief description of each stage follows.

Community Assessment

Within this portion of CNP, students help collect neighborhood quality of life measures through a number of community assessment tools (e.g. maps, quantitative data, field surveys) in order to identify the major concerns of neighborhood residents. This assessment helps establish a baseline measurement for the community against which future progress can be gauged. For the Greater Washington neighborhood, this assessment was carried out by Prof. Burga and was carried out by applying a wide array of community building techniques as previously described.

Community Building

Community building provides an opportunity for planners to learn directly from the residents with whom they will be working. Residents come together in different engagement opportunities including community meetings, walking tours, and planning workshops, during which the planners’ primary objective is to listen to the residents. The community building process establishes a collaborative relationship with residents and yields a list of priorities upon which the community wishes to focus. The planners use this information to draft a report outlining the priorities and the actions required to achieve the goals of the community. This component of the CNP model directed the engagement work undertaken during this yearlong project.



FIGURE 7: Sustainability Fair Poster
Residents filled out a poster written with the words “I want ___ in my neighborhood” during the Sustainability Fair in the Spring 2014. Source: Lale Tiejiao.

FIGURA 7: Poster de la feria de Sustentabilidad
Residentes llenaron un poster escrito con las palabras “Yo quiero ___ en mi vecindad” durante la feria de sustentabilidad en la primavera del 2014. Fuente: Lale Tiejiao.



FIGURE 8: The Listening Tour
Residents and Collaborative Neighborhood Planning students converse during a meeting held at Sacred Heart Community Parish as part of the “Listening Tour.” Source: Sajuti Rahman

FIGURA 8: Charlas Explicativas
Residentes y estudiantes de la clase de Planificación Colaborativa de la vecindad conversan durante una junta que tomó lugar en la parroquia de Sagrado Corazon de Jesús como parte de una “Charla Explicativa”. Fuente: Sajuti Rahman

Los tours de charlas explicativas tuvieron lugar en tres localidades durante marzo y abril del 2014: la parroquia del Sagrado Corazón, el centro comunitario Alma, y el centro juvenil Washington United. Estas localidades fueron seleccionadas para asegurar una amplia representación geográfica de la comunidad de Greater Washington. También, esta distribución de juntas permitió a los estudiantes facilitadores muchas oportunidades para visitar los vecindarios y trabajar con una amplia sección de residentes de esa comunidad. Los residentes presentes representaron una amplia diversidad demográfica, de cultura y funciones dentro de la comunidad: adultos y niños, preocupados residentes de largo tiempo, representantes del consejo municipal para el Distrito 3 y miembros del personal de la biblioteca y el centro comunitario.

Además, los facilitadores participaron en la Feria de Sustentabilidad de Greater Washington, donde ellos interactuaron con la comunidad y participaron en muchas conversaciones importantes. La última Visita de Encuesta regresó a la parroquia del Sagrado Corazón donde la información recolectada fue presentada a la comunidad y se solicitó más información.

1.d El Proceso Colaborativo de Planificación para la Comunidad

El modelo de Planificación Colaborativa de Vecindarios guió el trabajo de los equipos de estudiantes de posgrado. Los planificadores contemporáneos que abogan por este modelo, creen en la antítesis del modelo basado en un gobierno que dirige técnicas de planificación “de arriba hacia abajo” y en su lugar emplea el modelo CNP porque pone énfasis principalmente en la experiencia, la energía y el entusiasmo disponible en las comunidades locales para formar su propio futuro. El papel de los equipos de estudiantes de posgrado, por lo tanto, fue de implementar el modelo de CNP y facilitar las discusiones activas y talleres dirigidos a un objetivo con los miembros de la comunidad de Greater Washington. Este modelo es consistente con los principios centrales del proceso colaborativo de planificación para la comunidad adoptado por la Asociación del Planeamiento Urbano (American Planning Association): www.planning.org/policy/guides/adopted/neighborhoodcollaborative.htm.

El modelo de CNP depende de una asociación entre los facilitadores y los residentes de la comunidad. El modelo tiene como objetivo capacitar a los residentes del vecindario para que utilicen y aprovechen los bienes existentes (en vez de tener un enfoque basado en las necesidades que se centra exclusivamente en los problemas y deficiencias) para ayudar a dar forma al futuro de su comunidad. Hay tres componentes principales en el modelo colaborativo de planificación colaborativa de vecindarios: la evaluación de la comunidad, la construcción de la comunidad, y los puentes de implementación. A continuación una breve descripción de cada etapa.

Evaluación de la Comunidad

Dentro de esta parte del CNP, los estudiantes ayudan a reunir medidas sobre la calidad de vida de los residentes mediante una serie de herramientas de evaluación de la comunidad (por ejemplo a través de mapas, datos cuantitativos y encuestas de campo) con el fin de identificar las principales preocupaciones de los residentes de la comunidad. Esta evaluación ayuda a establecer una medida de referencia para la comunidad contra la cual se puede calibrar el progreso futuro. Para la comunidad de Greater Washington, esta evaluación se llevó a cabo por el equipo de estudiantes del Profesor Burga, y se llevo a cabo utilizando una amplia colección de practicas de construcción comunitaria, como se ha descrito anteriormente.

Construcción de Identidad Comunitaria

La construcción comunitaria ofrece una oportunidad en la cual los planificadores aprenden directamente de los residentes con los que estarán trabajando. Los residentes se reúnen involucrándose en diversas actividades colaborativas, en las que se incluyen: reuniones comunitarias, recorridos a pie, y talleres de planificaciones; en los cuales el objetivo principal es escuchar a los residentes. El proceso de construcción comunitaria establece una relación colaborativa con los residentes, y ofrece una lista de prioridades y acciones requeridas para lograr las metas de la comunidad. Este componente del modelo CNP dirigió el trabajo comprometido hecho durante este proyecto de un año de duración.

Implementation Bridges

The final stage of the CNP process typically results in a professionalgrade report that is drafted by the students, reviewed and edited by neighborhood leaders, and produced in a final, shareable format by the students. The reports endeavor to clearly list neighborhood priorities and this is key specific action steps for implementing these priorities, including timelines, potential funding sources, and persons or agencies that are to assume responsibility for carrying out the work. The threestage CNP process that culminates in the production of such a report typically takes many years, as has been exemplified with CommUniverCity's highly successful work in the Five Wounds Brookwood Terrace neighborhood.

However, since out of necessity our short one year of engagement with the Greater Washington neighborhood was focused primarily on the first two steps of the process, it is our hope that a team of organized and active neighborhood residents can build upon the findings of this report to formulate implementation bridges, perhaps with future support from the same partners who led the first stages of this work, should the local leaders request this assistance. Much of the material from which report is based from can be found at the end of this report.

In the next chapter of this report, we provide a brief historical sketch of the Greater Washington Area. We follow this part by considering the neighborhood from a "10,000foot level" lens and provide a series of demographic maps that examine household composition, educational attainment, and the language spoken at home, among other important variables in the neighborhood.



FIGURE 9: Willow Street Streetscape

Willow Street is one of the main commercial corridors within the Greater Washington neighborhood. Source: Beth Martin.

Enlaces de implementación

La etapa final de CNP por lo regular resulta en un reporte de nivel profesional, elaborado por los estudiantes, revisado y editado por los líderes del vecindario e impreso por los estudiantes en un formato final y compartido. El esfuerzo del reporte en detallar con claridad las prioridades del vecindario y, -esto es clave- los procedimientos de acción específicos para implementar estas prioridades, incluyendo fechas límite, fuentes potenciales de fondos, y personas o agencias, las cuales deberán resumir la responsabilidad de llevar a cabo el trabajo. Las tres etapas del proceso CNP que culminan en la producción de tal reporte, usualmente toman muchos años, como ha sido explicado con el trabajo altamente exitoso de CommUniverCity's en la comunidad Five Wounds Brookwood Terrace.

Sin embargo, como el resultado de nuestro corto periodo de un año de colaboración con la comunidad de Greater Washington se centró principalmente en los primeros dos pasos del proceso, esperamos que un equipo de residentes organizado y activo pueda basarse en los resultados de este reporte para formular los enlaces de implementación, y quizás con el futuro apoyo de los mismos colaboradores que guiaron la primera etapa de este trabajo, si acaso los líderes locales llegaran a solicitar esta asistencia. Una gran cantidad del material sobre el cual se basa este reporte se puede encontrar al final de este reporte.

En el próximo capítulo de este reporte ofrecemos un breve sketch histórico del área conocida como Greater Washington. Continuamos esta exposición considerando al vecindario desde una vista panorámica de "10,000 pies" y proveemos una serie de mapas demográficos que examinan la composición familiar, el nivel académico y el idioma hablado en casa, entre otros variantes en el vecindario.

FIGURA 9: Panorama de la Calle Willow

Willow Street es una de las mas importantes avenidas comerciales dentro de la vecindad de Greater Washington. Fuente: Beth Martin.

CHAPTER 2

NEIGHBORHOOD HISTORY AND DEMOGRAPHIC PROFILE

2a. An Overview of Greater Washington's Founding and Evolution

The rich historical background of the Greater Washington Neighborhood has molded this area into the four unique sub neighborhoods it consists of today. Beginning in the 1700s, the area was inhabited by the Tamié speaking Muwekma Ohlone people. Evidence of their existence was found in the burial grounds recently discovered near the Tamié Station. When the Spanish made contact in 1769, the Ohlones joined missionaries throughout the San Francisco Bay Area that lessened their concentration in the San José area.

In 1777, during the Spanish Mexican era, San José became the first Pueblo in California. At this time, the area we now know as the Greater Washington Area was comprised of grazing lands and cultivation plots. When the United States gained territorial authority over California in 1846, a variety of immigrants travelled into the state. In the 1880s, what was to become Greater Washington was subdivided and catered to the rapidly growing population of the City of San José. This area soon became known as the Fourth Ward, one of the four political districts of early San José.

With increasing population growth after World War I, San José implemented zoning districts that fostered apartment and multifamily housing developments. As the city of San José modernized and rapidly annexed new land after World War II, the focus on the city's exploding suburban fringes robbed attention from infrastructure maintenance in the older, established areas. For instance, storm drains were never installed in older streets and alleyways. Consequently, in the 1980s, Greater Washington residents began to organize and implement several impactful projects in collaboration with the City of San José such as development of the Willow Street Neighborhood Business District in 1989, the Washington Project Crackdown area in 1997, and the construction of the Biblioteca Latinoamericana and the Washington United Youth Center in 1998. The latter two establishments are now treasured by the residents and benefit the community immensely. Present-day Greater Washington is a diverse community with optimistic residents who hope to improve this place they proudly call home.

2b. Washington and the Changing Face of Immigration

Greater Washington's rich history continues to evolve as the neighborhood faces new pressures at the beginning of the 21st century. The imperative to understand gentrification and its potential effects in the neighborhood becomes an important point of inquiry due to the area's rich immigrant history. In the growing metropolis of San Jose, Greater Washington has traditionally served as a gateway community for immigrant groups over many generations. During much of the 20th century, residents of immigrant descent inhabited the community, defining its social life and public institutions. In the first half of the 20th century residents of Italian origin exemplified this rich heritage. As the 20th century entered its second half, this trend was re-defined by immigration flows emerging from Mexico and Central America. Unlike previous generations, these new immigration flows were influenced by Globalization and its effects on the city; residents were able to maintain stronger ties to their countries of origin through communications and travel, they competed for labor opportunities in a service-oriented urban economy, organized around cultural identity and survived in a milieu characterized by government de-regulation, the disappearance of a social safety net and the emergence of a speculative housing market.



FIGURE 10: Historic San Jose Aerial

An aerial view of San Jose in 1940, looking north. At center left, the Sacred Heart of Jesus Parish is seen on Willow Street.

Source: The San Jose Public Library California Room

CAPÍTULO 2

HISTORIA DE LA COMUNIDAD Y SU PERFIL DEMOGRÁFICO

2a. Una Vision en Conjunto de la Historia y el Desarrollo de Greater Washington

El abundante antecedente histórico del vecindario Greater Washington ha moldeado esta área en los cuatro sub-vecindarios de los que hoy está compuesto. Ya en el siglo XVIII, esta área fue habitada por los nativos Muwekma Ohlone de habla Tamién. Se encontró evidencia de su historia en los cementerios descubiertos recientemente cerca de la estación Tamién. Cuando los españoles se pusieron en contacto con los Ohlones en 1769, estos se unieron a los misioneros a través del área de la bahía de San Francisco, lo que disminuyó la concentración de los Ohlones, en el área de San José.

En 1777, durante la época Española/Mexicana, San José se convirtió en el primer pueblo de California. En este momento, el área que hoy conocemos como Greater Washington estaba compuesta de pastizales y terrenos para cultivos. Cuando los Estados Unidos obtuvieron el poder territorial sobre California en 1846, una variedad de inmigrantes viajó al estado. En los 1880s, lo que se convertiría en Greater Washington fue subdividido y proporcionó alojamiento a la rápidamente creciente población de la ciudad de San José. Esta área pronto se hizo conocida como el Fourth Ward (Cuarto Distrito), uno de los primeros cuatro distritos políticos de San José.

Con una población creciente después de la primera guerra mundial, San José implementó zonificación en distritos que fomentaron la construcción de apartamentos y viviendas multifamiliares. En tanto la ciudad de San José se modernizó y rápidamente anexó nuevas tierras después de la segunda guerra mundial, la ciudad cambió su enfoque de la infraestructura y mantenimiento de áreas antiguas ya establecidas, a la repentina sub-urbanización en la ciudad. Por ejemplo, nunca se instalaron los desagües en las calles más antiguas y callejones. Por consiguiente, en los 1980s los residentes de Greater Washington comenzaron a organizarse y a implementar varios proyectos importantes en colaboración con la ciudad de San José, tales como el desarrollo del distrito de negocios de Willow Glen en 1989, el proyecto de medidas drásticas "Crack Down" en el área de Washington en 1997, la construcción de la Biblioteca Latinoamericana y el centro de Jóvenes Washington United en 1998. Los últimos dos establecimientos hoy en día son valorados por el beneficio inmenso que proporcionan a sus residentes en la comunidad. A la fecha, hoy la comunidad de Greater Washington es diversa y con residentes optimistas y llenos de esperanza en lograr mejorar el lugar al cual orgullosamente le llaman su hogar.

2b. Greater Washington y la Cara Cambiante de la Inmigración

La rica historia de Greater Washington continúa evolucionando a medida que el barrio se enfrenta a nuevas presiones a principios del siglo 21. El imperativo para entender el aburguesamiento y sus efectos potenciales en la zona se convierte en un punto importante de la investigación debido a la rica historia de los inmigrantes de la zona. En la creciente metrópolis de San José, Greater Washington ha servido tradicionalmente como una comunidad que es la puerta de entrada para los grupos de inmigrantes a lo largo de muchas generaciones. Durante gran parte del siglo 20, los residentes de ascendencia inmigrante habitaban la comunidad, definiendo su vida social y las instituciones públicas. En la primera mitad del siglo 20, los residentes de origen italiano ejemplifican este rico legado. A medida que el siglo 20 entró en su segunda mitad, esta tendencia fue redefinida por los flujos de inmigración que vienen de México y América Central. A diferencia de previas generaciones, estos nuevos flujos de inmigración fueron influenciados por la Globalización y sus efectos en la ciudad; los residentes fueron capaces de mantener lazos más fuertes con sus países de orígenes a través de las comunicaciones y los viajes, compitieron por oportunidades laborales en una economía urbana orientada a los servicios, se organizaron en torno a una identidad cultural y sobrevivieron en un medio caracterizado por la desregulación del gobierno, la desaparición de un red de seguridad social y el surgimiento de un mercado inmobiliario especulativo.

During the 1980's and 1990's the political influence of Greater Washington's Latino immigrants became evident through municipal funding efforts that led to the construction of new public infrastructures and the arrival of non-profit social service providers. According to interviews and oral histories carried out with local residents and community activists during the community assessment class these improvements included the construction of the Biblioteca Latino Americana Branch Library and Community Center, as well as upgrades along Oak Street, Willow Street and other key arteries. These improvements demonstrate that political leaders in the City of San Jose were aware of the growing grassroots influence of Washington's Latino community. In similar fashion, the introduction of regional charities, parish schools and nonprofit community centers in the area - where some of the most poignant practices of public life still continue to be staged today - signaled the development of a public interest agenda driven by the representation and needs of Latinos immigrants.

An excursion into Greater Washington's immigrant history demonstrates that trans-national ties have given the community its lifeline for several generations. Greater Washington has traditionally been an activity hub for vibrant social networks composed of immigrant groups and neighborhood organizations. In the past decades, however, this lifeline has been confronted with a number of urban challenges. The presence of crime, prostitution and gang activity in the neighborhood has given way to a perception of blight, poverty and under-development.

2c. Demographic Profile

The Greater Washington neighborhood as delineated by the Strong Neighborhood Initiative has an overall area of less than one square mile, is home to over 12,500 people and nearly 3,500 households, and houses a highly diverse populace.

Since the neighborhood houses many immigrants, we feel it is important to note how the U.S. Census Bureau estimates this portion of the population. To begin with, the census counts every person regardless of immigration status. The census is extremely important for documenting the growth of immigrant communities, allocating resources for needed services, and identifying areas where civil rights enforcement may be needed. Immigrant communities are at higher risk for being under-counted and require special attention to ensure an accurate count. (Source: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accessed May 13, 2015)

Community based organizations can play a key role in helping immigrants understand the importance of being counted and overcoming reluctance to participate. Some immigrants distrust or fear the federal government, especially in light of recent raids and deportations. Undocumented immigrants and families that include undocumented individuals may fear that providing information to census takers will compromise their safety and security. Some may think it is illegal for undocumented immigrants to participate in the census, as it would be for them to register or vote. Others may worry that statistics about growing immigrant communities, or information about the number of people living in a single household, will lead to a backlash from ant immigrant activists or local officials, or enforcement action from landlords or housing authorities. English proficiency can be another barrier to participation. (Source: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accessed May 13, 2015)

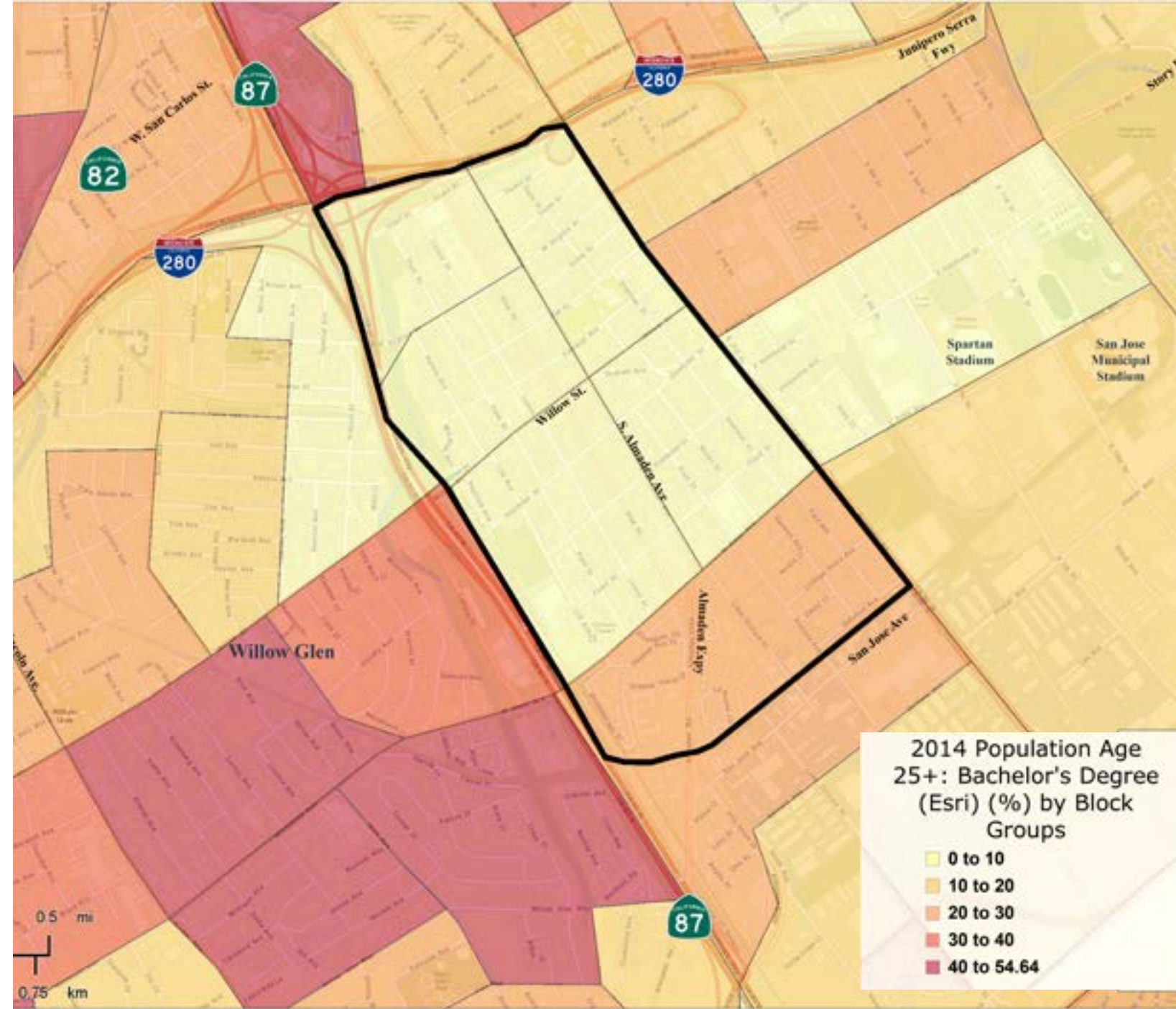


FIGURE 11: Educational Attainment
 Number of persons over 25 years of age that hold a Bachelor degree by Census Block group. The gradient color reflects notable differences between Greater Washington and Willow Glen which is a more affluent neighborhood located to the West. Source: Esri Community Analyst

Durante los años 1980 y 1990, la influencia política de los inmigrantes latinos de Greater Washington se hizo evidente a través de los esfuerzos de financiación municipal que llevaron a la construcción de nuevas infraestructuras públicas y la llegada de proveedores de servicios sociales sin fines de lucro. De acuerdo a las entrevistas e historias orales que se llevaron a cabo con los residentes locales y activistas comunitarios durante la clase de evaluación de la comunidad, estas mejoras incluyen la construcción de la Biblioteca Latinoamericana y Centro Comunitario, así como mejoras a lo largo de la calle Oak Street y otras arterias principales. Estas mejoras demuestran que los líderes políticos en la Ciudad de San José estaban conscientes de la creciente influencia de la base de la comunidad latina de Washington. De manera similar, la introducción de las organizaciones benéficas regionales, escuelas parroquiales y centros comunitarios sin fines de lucro en la zona - donde algunas de las prácticas más conmovedoras de la vida pública todavía permanecen hoy en día - marcó el desarrollo de una agenda de interés público impulsada por la representación y necesidades de los latinos inmigrantes.

Una recopilación de la historia de los inmigrantes de Greater Washington demuestra que los lazos trans-nacionales han dado a la comunidad su salvavidas por varias generaciones. Greater Washington ha sido tradicionalmente un centro vibrante de actividad para las redes sociales compuestas de grupos de inmigrantes y organizaciones vecinales. En las últimas décadas, sin embargo, esta línea de vida se ha enfren-tado a una serie de desafíos urbanos. La presencia de la delincuencia, la prostitución y la actividad de las pandillas en el barrio ha dado paso a una percepción de ruina, pobreza y subdesarrollo.

2c. Perfil Demográfico

A base de la delimitación de la Strong Neighborhood Initiative, el vecindario del Greater Washington tiene un área total de menos de una milla cuadrada, es el hogar de más de 12.500 personas y casi 3.500 hogares y alberga a una población muy diversa.

Considerando que existen muchos inmigrantes en el barrio, creemos que es importante tener en cuenta cómo la Oficina del Censo de Estados Unidos estima esta porción de la población. Para empezar, el censo cuenta a todas las personas, independientemente de su estatus migratorio. El censo es muy importante para documentar el crecimiento de las comunidades de inmigrantes, asignando recursos para los servicios que se necesiten, e identificando áreas donde se pueda necesitar el cumplimiento de los derechos civiles. Las comunidades de inmigrantes están en mayor riesgo de ser sub-contadas y se requiere especial atención para asegurar un conteo exacto. (Fuente: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accedido en mayo 13, 2015)

Las organizaciones de base en la comunidad pueden desempeñar un papel clave para ayudar a los inmigrantes a comprender la importancia de ser contados y superar su negativa a participar. Algunos inmigrantes desconfían o temen al gobierno federal, especialmente a la luz de las recientes redadas y deportaciones. Los inmigrantes indocumentados y sus familias que incluyen personas indocumentadas pueden temer que al suministrar información a los encargados del censo puedan poner en peligro su seguridad y su protección. Algunas personas pueden pensar que es ilegal para los inmigrantes indocumentados el participar en el censo, ya que sería para ellos como registrarse para votar. Otros pueden preocuparse de que las estadísticas sobre las comunidades de inmigrantes en crecimiento, o información sobre el número de personas que viven en un mismo hogar, dará lugar a una reacción negativa de los activistas anti-inmigrantes o funcionarios locales, o a la acción legal por parte de los caseros o de las autoridades de vivienda. El dominio del inglés puede ser otra barrera para la participación. (Fuente: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accedido en mayo 13, 2015)

FIGURA 11: Logro Educativo
 Número de personas con más de 25 años de edad divididas por sección censal que tienen una licenciatura universitaria. Los grados de color reflejan las notable diferencias entre Greater Washington y Willow Glen, un barrio mas afluente localizado al Oeste. Fuente: Esri Community Analyst

To encourage participation, the Census Bureau produces questionnaires and provides telephone assistance in six languages, and runs advertising in thirteen languages in addition to producing guides to the census in more than sixty languages. (Source: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accessed May 13, 2015)

Next, we provide a snapshot of selected demographic statistics that help tell the story of Greater Washington including educational attainment, median household income, monolingual Spanish speakers, median age, average household size, and renter owner housing split. Note that the maps contain data for the six census block groups inside Greater Washington as well as for a number of areas adjacent to the neighborhood. Taken together, these maps and indicators reveal a neighborhood in the midst of significant transitions.

Educational Attainment (Previous Page)

The residents of the four sub neighborhoods of Greater Washington have, on average, a lower rate of educational attainment when compared to averages for the City of San José as a whole. For example, when it comes to attainment of a college degree, less than eight percent of Greater Washington residents are estimated to possess one as compared to the citywide estimate of 23.3 percent (+/- a margin of error of 0.4 percent per 2008-2012 American Community Survey 5 Year estimates). Figure 11 displays the number of residents, age 25 years and older, who have a Bachelor's degree. The color gradient reflects notable differences between Greater Washington and the more affluent Willow Glen neighborhood to the west.

Median Household Income

The most recent 2010 census data shows that the median household income for the City of San José was \$70,243. Figure 12 reflects lower median incomes in and around Greater Washington for the same year; note that some areas have a median household income nearer to \$41,000 while other areas have a median household income between \$52,000 and \$60,000. Similar to the map in Figure 11, disparities between Greater Washington and Willow Glen are apparent. The map reinforces the perception of Highway 87 as a distinct line of demographic demarcation between these two areas of central San José.

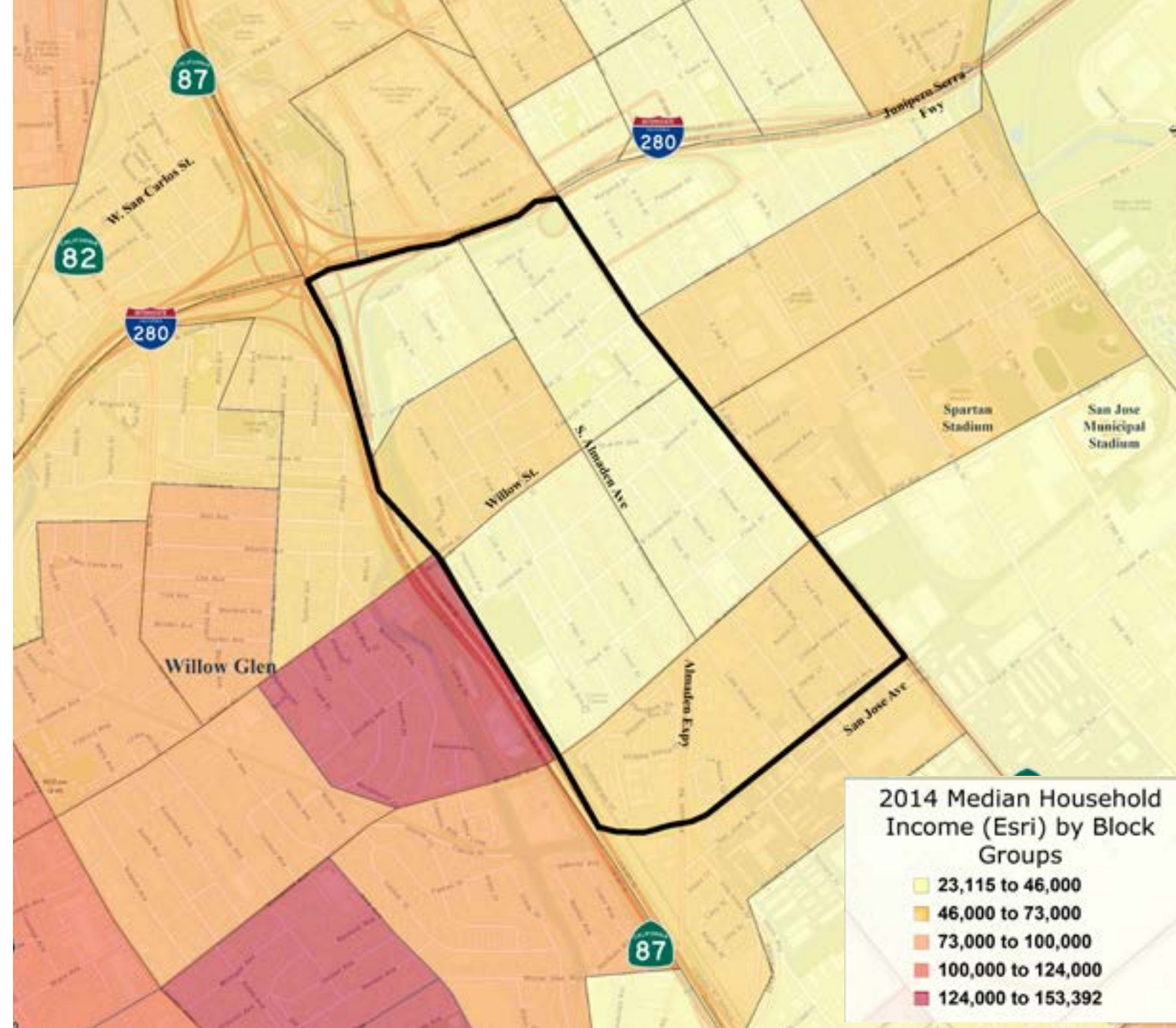


FIGURE 12: Median Household Income
Median Household Income by Census Block Group.
Source: Esri Community Analyst

Para promover la participación, la Oficina del Censo imprime cuestionarios y ofrece asistencia telefónica en seis idiomas, y emite publicidad en trece idiomas, además de distribuir guías para el censo en más de sesenta idiomas. (Fuente: "Immigrants and the Census", <http://www.civilrights.org/census/messaging/immigrants.html> accedido en mayo 13, 2015)

A continuación proporcionamos un panorama de las estadísticas demográficas que ayudan a contar la historia de Greater Washington, lo que incluye el logro educativo, ingresos promedio por vivienda, hablantes monolingües en español, edad promedio, tamaño promedio del hogar y la división entre vivienda rentadas y propietarios. Tenga en cuenta que los mapas contienen datos para los seis grupos delineados por el censo dentro de Greater Washington, así como de un número de áreas adyacentes al vecindario.

Logro Académico (Página anterior)

Los residentes de los cuatro sub-vecindarios de Greater Washington tienen, en promedio, una menor tasa de logro académico en comparación con el promedio de la ciudad de San José en su totalidad. Por ejemplo, cuando se trata de conseguir un título universitario, menos del ocho por ciento de los residentes de Greater Washington se estima que lo posee, en comparación con toda la ciudad con una estimación de 23.3 por ciento (+/- un margen de error de 0.4 por ciento del 2008-2012 encuesta por la comunidad americana 5 años de estimación). La Figura 11 muestra el Número de residentes de 25 años de edad que tienen una licenciatura de secundaria por bloque de censo. El color gradiente refleja notables diferencias entre Greater Washington y el vecindario Willow Glen, que es más adinerado al oeste.

Ingreso Promedio por Vivienda

Los datos más recientes del censo del 2010 muestran que el ingreso promedio de la ciudad de San José fue \$70.243. La Figura 12 refleja menores ingresos promedios en y alrededor de Greater Washington para el mismo año; tenga en cuenta que algunas zonas tienen un ingreso promedio familiar de cerca de \$41.000, mientras que otras áreas tienen un ingreso promedio familiar entre \$52.000 y \$60.000. Parecido al mapa en la Figura 11, las disparidades entre Greater Washington y Willow Glen son evidentes. El mapa refuerza la percepción de la carretera 87 como una línea clara de demarcación demográfica entre estas dos áreas del San José central.

FIGURA 12: Ingresos promedio por hogar
Ingresos medios según el grupo de sección censal.
Fuente: Esri Community Analyst

Monolingual Spanish Speakers

Figure 13 displays the number of adults between the age of 18 to 64 years old that are monolingual Spanish speakers (i.e. they speak Spanish but no English). Once again, you will note clear distinctions between Greater Washington and adjacent neighborhoods. Note, too, the concentration of darker-colored blocks in the central part of the neighborhood.

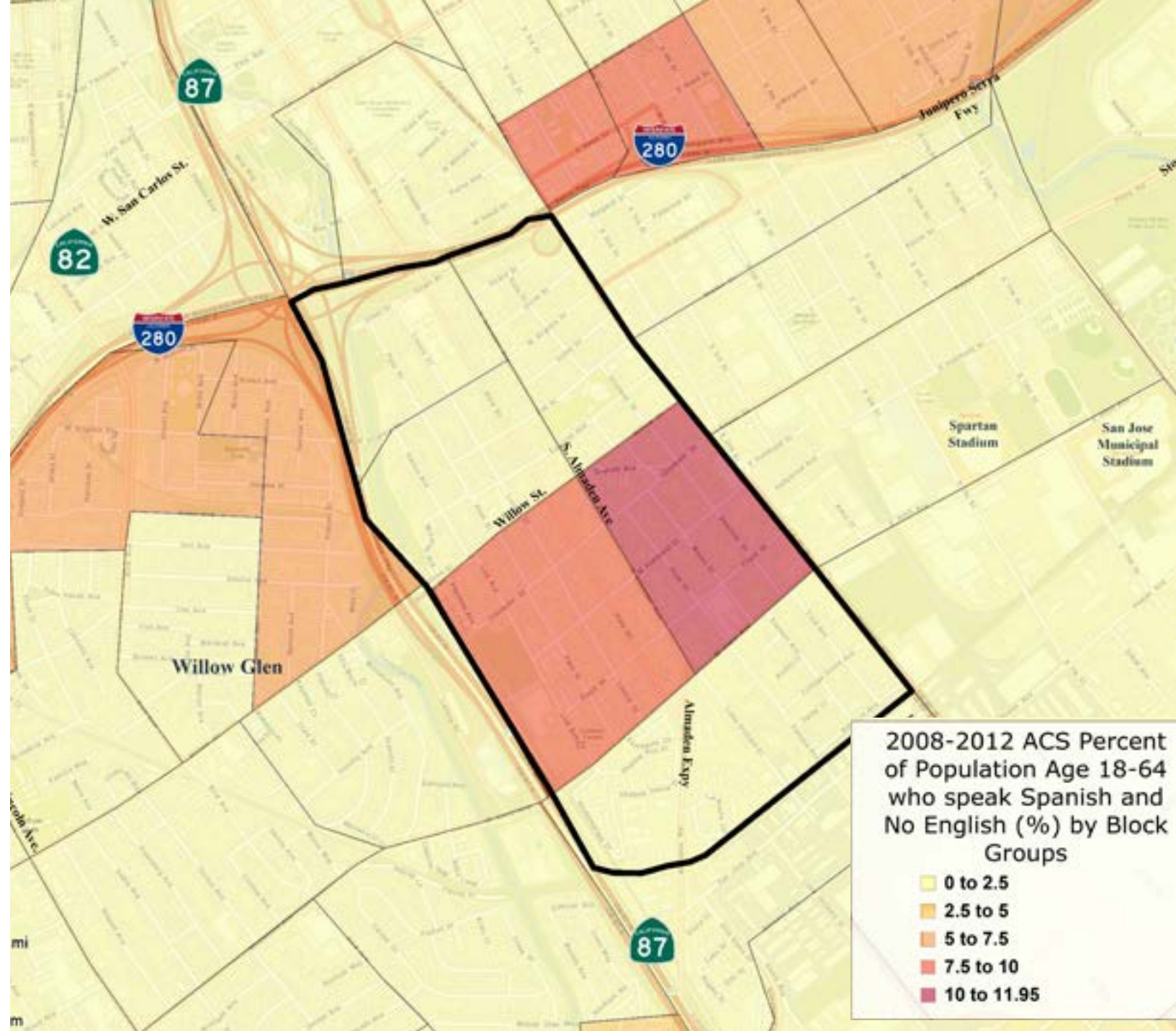


FIGURE 13: Monolingual Spanish Speakers
 Number of persons over between the ages of 18 and 64 that speak Spanish but not English by Census Block Group.
 Source: Esri Community Analyst

Hispanohablantes Monolingües

La Figura 13 muestra el número de adultos entre la edad de 18 a 64 años de edad que son hispanohablantes monolingües (es decir que hablan español pero no inglés). Una vez más, usted notará las distinciones claras entre Greater Washington y barrios adyacentes. Note, también, la concentración de bloques de color más oscuro en la parte central del vecindario.

FIGURA 13: Hablantes monolingües de español
 Número de personas entre las edades de 18 a 64 que hablan español pero no hablan inglés según el grupo sección censal.
 Fuente: Esri Community Analyst

Median Age

Figure 14 presents median age by block group within the Greater Washington Neighborhood and surrounding areas. The lighter tan blocks reveal that Greater Washington tends to have younger residents when compared to surrounding neighborhoods. In fact, the median age of the entire Greater Washington Neighborhood is 29.9. Approximately half of the population is under the age of 30.

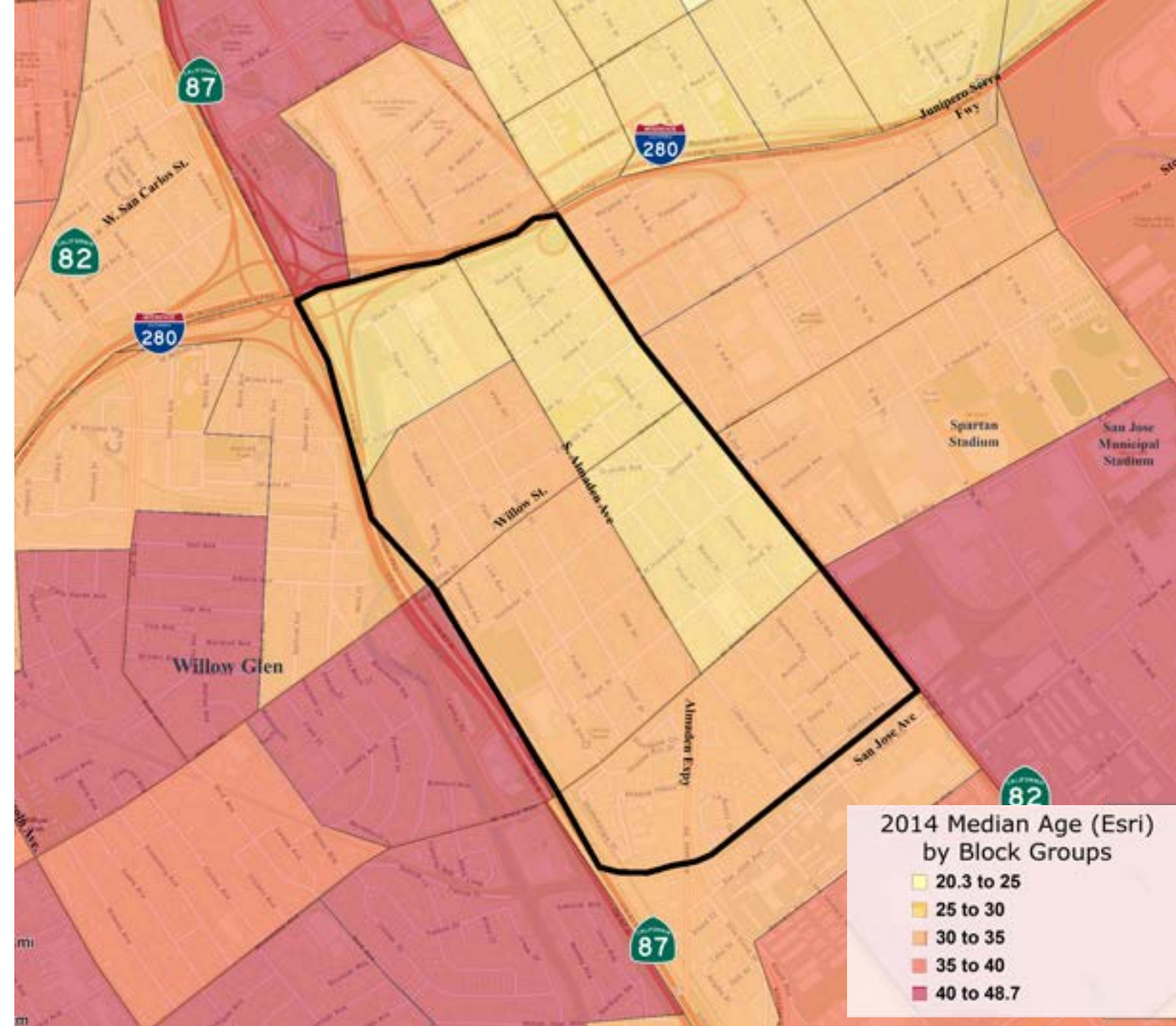


FIGURE 14: Median Age
Median age by Census Block Group.
Source: Esri Community Analyst

Edad Promedio

La Figura 14 presenta la edad promedio por grupos de bloques censal dentro del vecindario de Greater Washington y sus alrededores. Los bloques claros revelan que el Greater Washington tiende a tener residentes más jóvenes en comparación con vecindarios que están alrededor. De hecho, la edad promedio del vecindario Greater Washington es de 29,9. Alrededor de la mitad de la población tiene menos de 30 años.

FIGURA 14: Edad Promedio
Edades promedio según el grupo de sección censal.
Fuente: Esri Community Analyst

Household Size

Figure 15 displays the average household size for the Greater Washington neighborhood and surrounding areas. The concentration of the darker red and orange blocks, especially in the northern part of the neighborhood, indicates that Greater Washington has a higher household size than adjacent neighborhoods. This supports information gathered at community meetings that multiple families may live together under one roof. Four of the block groups within this neighborhood show an average household size of approximately 45 persons versus the citywide average of just over 3 people per household, per the 2010 US Census.

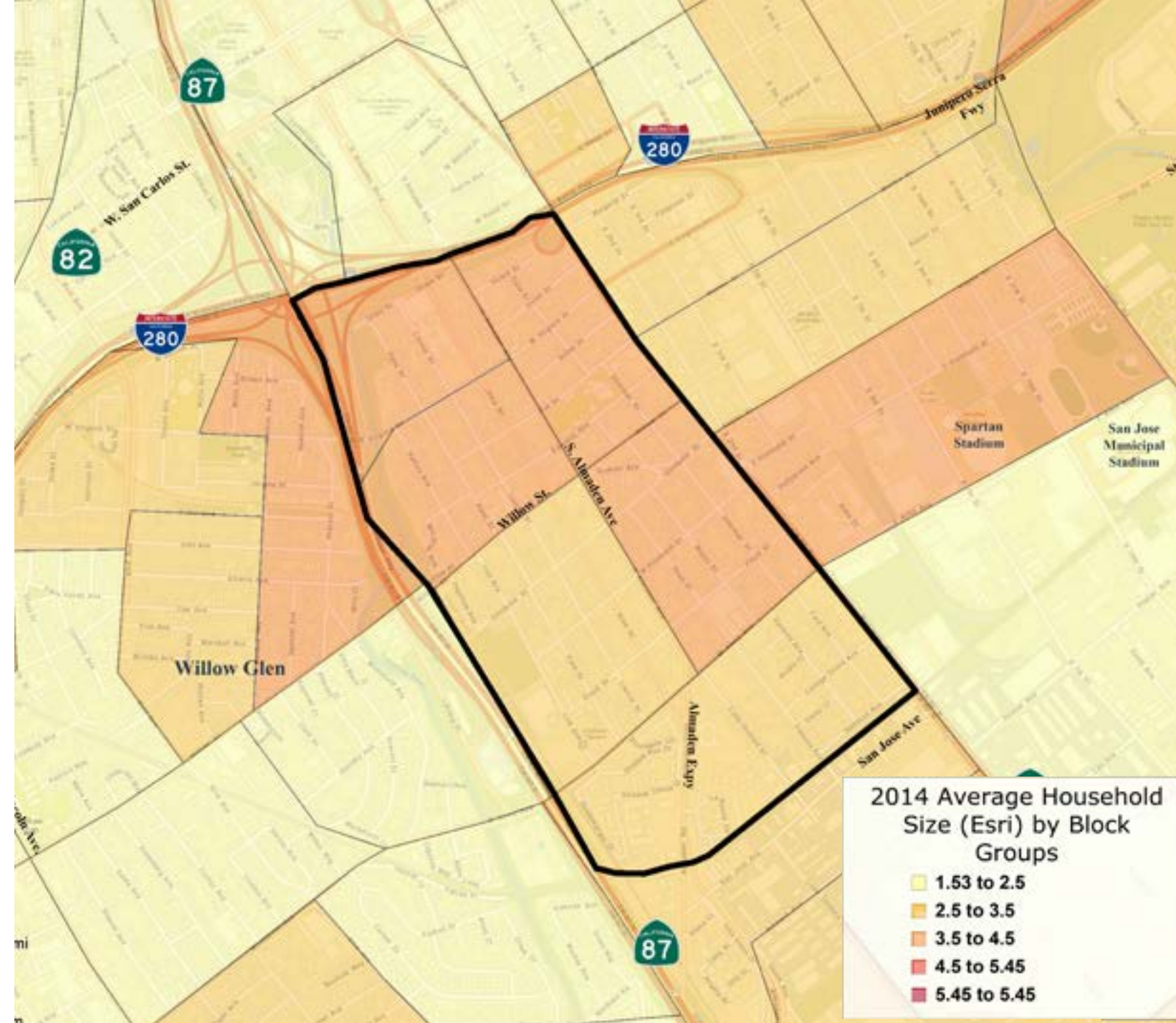


FIGURE 15: Household Size
Average household size by Census Block Group.
Source: Esri Community Analyst

Numero de habitantes en por hogar

La Figura 15 muestra el tamaño promedio del hogar para el vecindario Greater Washington y las áreas circundantes. La concentración de los bloques rojos y anaranjados más oscuros, especialmente en la parte norte del vecindario, indica que Greater Washington tiene un mayor tamaño del hogar que barrios adyacentes. Esto apoya la información recopilada en reuniones con la comunidad que varias familias pueden vivir juntas bajo un mismo techo. Cuatro de los grupos de bloques dentro de este vecindario muestra un hogar de un tamaño alrededor de 4-5 personas en promedio frente al promedio por toda la ciudad de poco más de 3 personas por hogar, por el censo de 2010.

FIGURA 15: Número de habitantes en el hogar
El promedio de ocupantes por hogar según el grupo sección censal.
Fuente: Esri Community Analyst

Rental/Owner Housing Units

There are nearly 3,500 households in Greater Washington. Figure 16 displays the number of these households that are renteroccupied. Note the variation throughout the neighborhood as one moves from north to south: the two most northwestern block groups each contain less than 261 rental housing units while the most southern block group has between 769 and 1022 rental units. Overall, there is an increasing number of renteroccupied units as one travels from the northern to the southern part of the neighborhood.

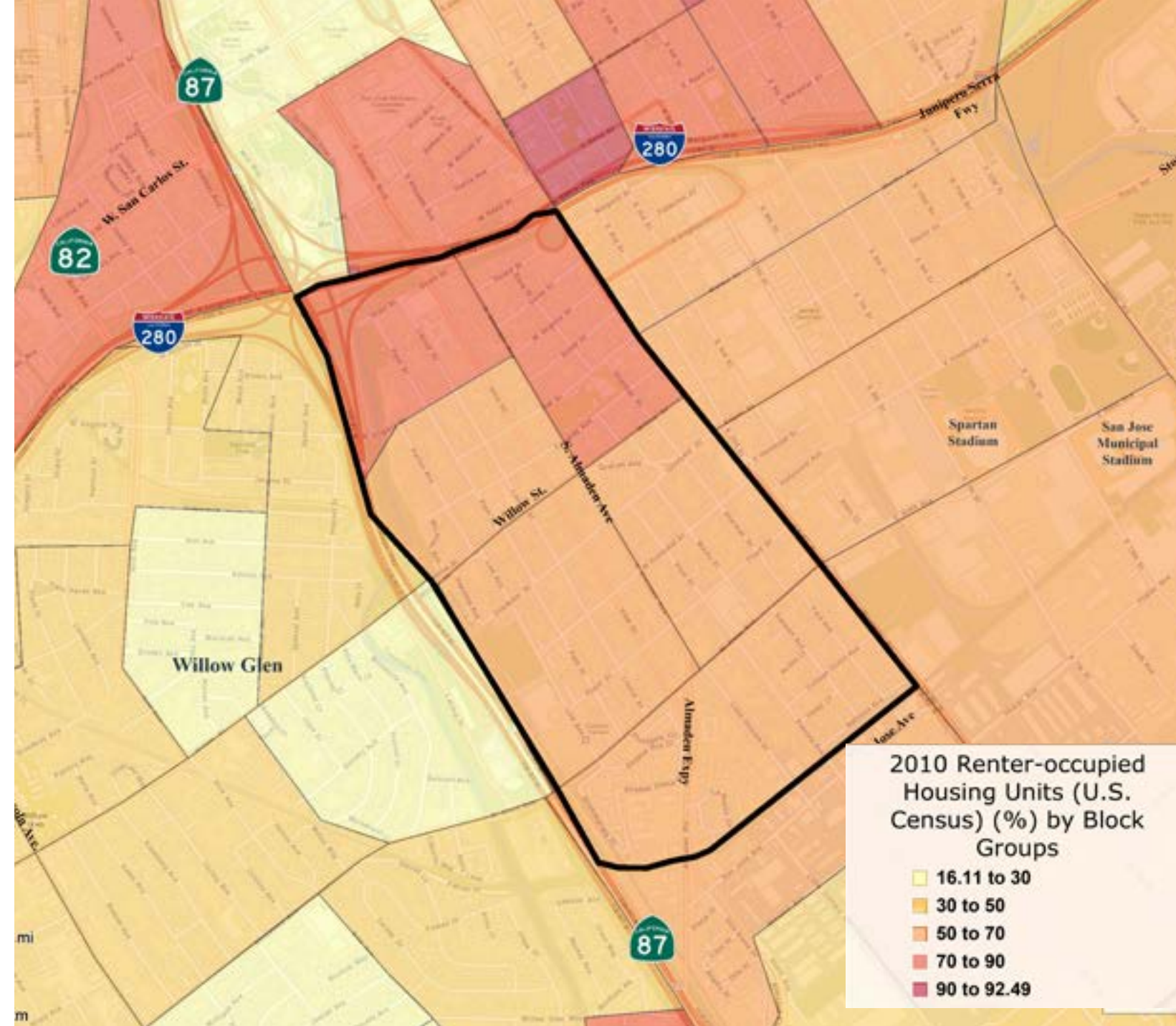


FIGURE 16: Rental Housing Units
Renter occupied housing units by Census Block Group.
Source: Esri Community Analyst

Alquiler/ Propietario de vivienda

Hay alrededor de 3,500 hogares en Greater Washington. La Figura 16 muestra el número de estos hogares que están ocupados por inquilinos. Tenga en cuenta la variación a lo largo del vecindario al moverse del norte al sur: los dos grupos de bloques más noroccidentales contienen menos de 261 unidades de alquiler, mientras que la mayor parte del grupo de bloques del sur tiene entre 769 y 1022 unidades de alquiler. En total, hay un número creciente de unidades ocupadas al moverse de la parte norte al sur del vecindario.

FIGURA 16: Alquiler / Propietario de Vivienda
Viviendas alquiladas según el grupo de sección censal.
Fuente: Esri Community Analyst

CHAPTER 3

THE VOICE OF THE COMMUNITY: WHAT WE LEARNED AND HOW WE LEARNED IT

Chapter 1 provided an overview of the research process undertaken by three student teams from San José State University as well as an overview of the project partners. Chapter 2 followed by providing a historical and demographic understanding of the neighborhood. In this final chapter we provide a synthesized summary of what the community residents shared with us during our year of collaboration. We have defined “neighborhood priorities” to mean action items that can be the basis for launching community-led projects to improve community livability. Furthermore, we have defined “views and values” as underlying and interrelated topics that are of immediate and constant concern to Greater Washington residents. This list was prepared after carefully reviewing data collected during the community assessment and “listening tour” research, based largely on conversations with many community leaders and residents.

Neighborhood Priorities:

- Maintain housing affordability and reduce overcrowding.
- Provide more financial and staffing resources to community youth centers.
- Create safe public places and reduce prostitution.
- Reduce conflict between residents and address chronic issues tied to homelessness.
- Create more options for affordable, high quality food to eat and open spaces suitable for children to play.
- Support informal businesses so that they become active investors in the neighborhood.
- Improve street lighting and reduce crime in order to foster safer walking in the Greater Washington neighborhood for errands and exercise.
- Examine the potential for a middle school within the Greater Washington area.

Views and Values:

- Many residents believe that their voices are underrepresented in city decisions and there is a split view on the benefit of past city investment in the area.
- Residents place an extremely high value on education and English language ability as the pillars to success, and also believe that local neighborhood institutions should provide these services regularly and fully.
- Local mothers are recognized as a primary source of volunteerism, vigilance, and community engagement in the neighborhood.
- Residents tend to view police with distrust.

The following sections provide a summary of the key ethnographic study findings, community assessment outcomes, and listening tours, all of which were used to shape the priorities, views, and values above.

3a. ANTH 149 Ethnographic Assessment Findings

San José State Anthropology students explored Greater Washington through the lens of cultural anthropology via an ethnographic study of Greater Washington residents. They employed semi-structured interviews and participant interviews, and consequently were able to identify cultural trends and interrelated and persistent themes, described next.



FIGURE 17: Informal Business

One of the neighborhood priorities includes supporting informal businesses, so that residents can become active investors in their neighborhood. Source: Beth Martin.

CAPÍTULO 3

LA VOZ DE LA COMUNIDAD: LO QUE APRENDIMOS Y COMO LO APRENDIMOS

El capítulo 1 nos proporcionó una visión general del proceso investigativo realizado por tres equipos de estudiantes de San Jose State University y otros participantes. El capítulo 2 continuó dándonos un entendimiento histórica y demográfico de la comunidad. En este capítulo final ofrecemos un resumen sintetizado de lo que los residentes compartieron con nosotros durante el transcurso de un año en colaboración con ellos. Hemos definido “prioridades del vecindario” para representar los elementos de acción que pueden ser la base como elementos para iniciar proyectos de liderazgo comunitario para mejorar la vida en la comunidad. Por otro lado, hemos definido “puntos de vista y valores” como temas subyacentes e interrelacionados que son de inmediata y constante preocupación entre los residentes de la comunidad. Esta lista fue preparada luego de una cuidadosa reseña de datos recogidos durante la evaluación comunitaria y el proceso de tours de charlas explicativas, ambas basadas en mayor parte con líderes comunitarios y residentes de la comunidad.

Prioridades de la comunidad

- Mantener la disponibilidad de viviendas y reducir la sobrepoblación.
- Ofrecer incrementos de recursos económicos y personal para centros juveniles.
- Crear lugares públicos más seguros y reducir la prostitución.
- Reducir el conflicto entre residentes y resolver problemas graves relacionados a los indigentes (vagabundos).
- Proveer opciones de acceso a comida de mejor calidad y crear espacios recreativos apropiados para el disfrute de los niños.
- Apoyar a los negocios locales de manera que sean activos inversionistas en el vecindario.
- Mejorar el alumbrado eléctrico y reducir la delincuencia para facilitar el desplazamiento peatonal en Greater Washington para quehaceres y ejercicio.
- Analizar la posibilidad de construir una escuela secundaria dentro de Greater Washington.

Perspectivas y valores

- Muchos de los residentes creen que su voz no es considerada cuando la ciudad toma decisiones vinculadas a la comunidad, estando muchos de ellos en desacuerdo a la hora de decidir si lo que la ciudad ha hecho en el pasado es beneficioso o no.
- Los residentes valoran la educación y creen que los estudios y las habilidades en el idioma inglés son pilares del éxito, creyendo que las instituciones del área Greater Washington deben ofrecer servicios educativos de forma regular.
- Las madres de familia son identificadas como la principal fuente para que haya voluntarios comunitarios, para que haya vigilancia y son quienes se dedican al bienestar de la comunidad mediante su participación.
- Por lo general los residentes tienen desconfianza en la policía.
- Las siguientes secciones ofrecen un resumen del estudio etnográfico, la evaluación de la comunidad y los tours de charlas explicativas en Greater Washington para distinguir las prioridades, las perspectivas y los valores mencionados.

3a. ANTH 149 Evaluación Etnográfica: Hallazgos

Los estudiantes de antropología de San José State University estudiaron el área residencial de Greater Washington mediante una perspectiva cultural y antropológica en un estudio etnográfico de los residentes de dicha área. Ellos emplearon entrevistas casi estructuradas y entrevistas, y por consiguiente pudieron identificar tendencias culturales y temas interrelacionados y continuos, que se describen a continuación.

FIGURA 17: Negocios informales

Una de las prioridades de la vecindad es apoyar negocios informales para que de esta forma los residentes puedan convertirse en inversionistas de su vecindad. Fuente: Beth Martin.

Lack of Representation: Many residents believe that their voices are underrepresented in city decisions and there is a split view on the benefit of past city investment in the area

Residents reported that decisions of local government rarely, if ever, benefited the community. The gathered data also reveals that a majority of residents feel that they do not have a voice in city policies and that decisions are often unfairly imposed upon them with little consideration or consent. Some residents, however, do believe that past investment in the area has benefited the neighborhood by providing better resources for them, while other residents believe that investment has acted as a gentrifying force, pushing current families out of their homes.

It is important to note that a core (and persistent) concern of residents in this area is how to improve it for the people who actually live there. One resident stated that the reason Washington neighborhood is not counted in city decisions is that “this neighborhood lacks proper leadership.” It was speculated that this is due to a lack of incentives or simply a lack of time on the part of timepressed but otherwise passionate residents.

Residents feel that there is a feeling of division and disunity between the sub-neighborhoods of Greater Washington. This division instills a sense of geographic separation in the provision of social services and community amenities in the neighborhood. A number of residents noted that this perception fuels the feeling that amenities beyond their immediate environs are not accessible to them. For example, Alma residents feel as though the Washington Youth Center is not a part of their subneighborhood and thus resort to using only the Alma Youth Center, which is perceived as having substandard facilities and services. It could be that this sense of subneighborhood disunity springs from a lack of a public middle school and high school in the area, which presumably could serve as a strong unifying element in Greater Washington. Also, even though the Biblioteca Latinoamericana is a unifying and appreciated community asset, its limited hours and inability to address all needed resources (such as recreational programs) means that it cannot function as the catchall resource for the community. Some residents alluded to the need for a central area of local shops and parks to generate neighborhood pride and confidence in their choice to live there.

English Language Instruction: Residents place an extremely high value on education and English language ability as the pillars to success, and also believe that local neighborhood institutions should provide these services regularly and fully

In one interview with a Washington resident, the interviewee noted that education is “a big factor in success.” Many other interviewees echoed this sentiment and residents believe that the vehicle to a successful future is a good education. Many of the residents believe that giving their children a good education will allow them to have more options in their future. In addition to education, in an area where many residents are monolingual Spanish speakers and residents experience significant language barriers, interviewees noted that the ability to speak English allowed people to have a greater number of opportunities to be successful in San José. As one resident reported, “If you have [English] language [skills] you can speak intelligently, [and] you can go a long way.” These two values of education and language are often overlapping and many interviewees thought that if parents had better access to English as a Second Language (ESL) classes, this would help facilitate better communication between parents and teachers within the school. As readers of this report think about ways in which the Greater Washington neighborhood priorities can be implemented, they should consider the fact that many parents see education as a springboard to better opportunities for their children.

Residents thought that neighborhood institutions such as the library, youth centers, and churches should be the place for these pillars of education and language to be taught. In particular, the



FIGURE 18: Biblioteca Latinoamericana
During a walking tour of Greater Washington students from the Collaborative Neighborhood Planning class learn about how the Biblioteca Latinoamericana is a treasured community asset. Source: Beth Martin

Falta de Representación: Muchos de los residentes creen que su voz no es considerada cuando la ciudad toma decisiones vinculadas a la comunidad, por lo tanto existe un desacuerdo a la hora de decidir si lo que la ciudad ha hecho en el pasado es beneficioso o no

Los residentes dijeron que las decisiones tomadas por el gobierno local son raramente beneficiosas para la comunidad. La información recopilada revela que la mayoría de los residentes sienten que sus voces no son escuchadas antes de implementar normas o reglas iniciadas por la ciudad. Dicen que las decisiones, algunas veces, son impuestas injustamente, con poca o ninguna consideración o consentimiento de los residentes del área que son afectadas por dichas normas. Algunos residentes, no obstante, creen que algunas de las decisiones tomadas por la ciudad han ayudado y contribuido en el mejoramiento de la comunidad, proporcionando recursos. Sin embargo, otros residentes creen que dichas decisiones han actuado como una fuerza de aburguesamiento al facilitar el hecho de obligar a las familias a irse de la comunidad.

Es de mucha importancia notar que una preocupación central y persistente entre los residentes de la comunidad es el querer saber cómo mejorar la comunidad para las personas que ya viven ahí. Un residente dijo que la razón por la cual las opiniones de los residentes del área de Greater Washington no son consideradas en las decisiones de la ciudad es “porque no hay liderazgo en la comunidad”. De esta manera, se especula que el motivo de este hecho se debe a que no hay incentivos o, simplemente, los residentes no tienen tiempo para dedicarse a estas causas.

Los residentes sienten que hay una división y falta de unión entre los habitantes los sub-vecindarios del área de Greater Washington. Esta división infunde un sentido de separación geográfica en la provisión de servicios sociales e instalaciones comunitarias en el vecindario. Un considerable número de residentes notó que esta percepción infunde la idea de que las instalaciones alejadas de sus áreas inmediatas no son accesibles a ellos. Por ejemplo, los residentes de Alma sienten que como el centro juvenil Washington United está cerca de su área, terminan haciendo uso del centro juvenil Alma, el cual se cree que es inferior en comparación con el centro Washington United. La causa de la desunión entre las subdivisiones de la comunidad Greater Washington podría ser por el hecho que no hay una escuela secundaria y preparatoria en la localidad. El tener dichas escuelas en una zona estratégica unificaría toda el área de Greater Washington, creando una unión entre las subdivisiones de la comunidad. Además, a pesar de que la Biblioteca Latinoamericana es un bien comunitario unificador y apreciado, su horario limitado y falta de capacidad para abordar todos los recursos necesarios (como los programas recreacionales), significa que no puede funcionar como el recurso multifuncional para la comunidad. Algunos residentes se refirieron a la necesidad de tener una zona céntrica en la cual haya tiendas y parques para generar orgullo a los residentes y sentirse satisfechos por haber elegido vivir allí.

Instrucción de Inglés: Los residentes valoran sobremanera los estudios y la habilidad en inglés, los cuales definen como pilares del éxito, y creen que las instituciones locales de las comunidades deben proveer estos servicios regularmente

En una entrevista con un residente de la comunidad Washington, el entrevistado resaltó que la educación es “un factor de mucha importancia para el éxito.” Muchos de los otros entrevistados dijeron lo mismo, quienes también creen que una buena educación trae consigo un mejor futuro. Muchos de los residentes creen que al darles a sus hijos una buena educación, les darán muchas opciones en el futuro. Además de la educación, en un área en donde muchos residentes son monolingües (los que solo hablan español) experimentan grandes barreras. Los entrevistados creen que la habilidad de poder hablar inglés otorga una extensa variedad de oportunidades para tener éxito en la ciudad de San José. Entre los residentes, uno dijo que “si tienes la habilidad [de hablar inglés], puedes expresarte inteligentemente y puedes llegar muy lejos.” Los valores de la educación y la destreza en el inglés a menudo se traslapan. Es más, muchos de los entrevistados piensan que si los padres tuvieran mejor acceso a clases de inglés (ESL), esto les facilitaría una mejor comunicación entre los padres y los maestros en la escuela. Es por eso que mientras que los lectores de este reporte piensan en formas en que las prioridades de Greater Washington puedan resolverse, estos deben considerar el hecho que muchos padres de familia ven la educación como el único trampolín de mejores oportunidades para sus hijos.

Los residentes pensaron que las instituciones comunitarias como las bibliotecas, centros juveniles e iglesias deben de categorizarse como pilares fundamentales de la educación, en donde se debe de enseñar el inglés. En particular, el centro Washington Youth, la Biblioteca Latinoamericana, y la parroquia Sagrado Corazón

Washington Youth Center, the Biblioteca Latinoamericano, and the Sacred Heart Church are places that serve as “institutional role models.” Using an ethnographic lens, students inducted that the Greater Washington Youth center staff models positive traits such as “stability, altruism, leadership, and being above the influence” while the Biblioteca Latinoamericano staff emphasized and represented “education, unity, and cultural awareness.” Parents remain concerned that the community as a whole suffers greatly from reduced hours and financial support for these institutions. Additionally, and as a result, they are concerned that their children are left unsupervised and are being exposed to prostitution and recruiters for gangs that position themselves in front of bus stops and schools on a daily basis.

Mothers and Activism: Local mothers are recognized as a primary source of volunteerism, vigilance, and community engagement in the neighborhood

Anthropology students investigated family structure and patterns within the neighborhood. In general, income, safety, domestic care, and education were the main priorities for the interviewed families. The father is often the main financial provider while the mother often serves as the main provider of domestic care. Most importantly, it appears that mothers are the primary force behind engagement and volunteerism in the community. Students found that the large number of mothers who volunteered to be part of their survey reinforced this finding. Moreover, one group of students reported on an “unspoken competition” that led to mothers trying to be the most proactive individual in the neighborhood. This includes being part of local volunteer activities such as teaching extracurricular classes at Washington Elementary School, attending City Council meetings, and volunteering at Sacred Heart Parish events.

Police Mistrust: Residents tend to view police with distrust

Many interviewed residents felt that high levels of property and violent crime, as well as gang activity, is a significant concern that impacts their personal safety on a daily basis. Additionally, it was learned that that many residents do not trust the San José police force to be able to reduce crime and gang activity in the area.

In fact, multiple interviewees reported that they thought the police force used the community as a “training ground” for new cops. Some residents feel that junior police learn skills by trying them on residents and that a quick turnover of police officers makes it hard to build rapport between officers and those that live in the community. In addition, residents reported that when the officers began to hold office hours at the Biblioteca Latinoamericana, residents did not show up due to distrust. This finding suggests that police presence alone may not represent the most comprehensive of solutions for reducing local crime and gang activity.

3b. URBP 201 Community Assessment: Planning for Alternative Voices in the Midst of Change

The community assessment class for Greater Washington offered a unique set of challenges for the pedagogy and practice of urban planning, a discipline exemplified by deliberation and the central role planners play in upholding the needs and values of the public interest. This section summarizes the findings and proposals comprised by the community assessment class led by Prof. Fernando Burga.

Greater Washington is a neighborhood undergoing rapid changes that could potentially alter its urban landscape and modify the social dynamic that has defined its urban life. The neighborhood’s central location in Silicon Valley and its proximity to downtown San Jose make it a prime target for urban redevelopment efforts and the onset of gentrification. As the neighborhood starts to undergo physical and demographic change due to its current and future re-development plans, many of its residents may become displaced. The hallmarks of local identity that have tradi-



FIGURE 19: Washington Elementary School (Washington Elementary)
The Washington Elementary School is the only elementary school located within the Greater Washington neighborhood. Source: Beth Martin

FIGURA 19: Primaria Escolar Washington (Washington Elementary)
La escuela de Washington Elementary es la única primaria pública localizada en vecindad de Greater Washington. Fuente: Beth Martin

son lugares que sirven como un “modelo institucional a imitar”. Usando una perspectiva etnográfica, los estudiantes indujeron que el personal del centro juvenil Greater Washigton tiene rasgos de modelo positivo como “estabilidad, altruismo (generosidad), y liderazgo”; mientras tanto, el personal de la Biblioteca Latinoamericana enfatiza y representa la “educación, unidad, y conciencia cultural”. Los padres de familia tienen la preocupación que la comunidad sufra de recortes, como el limitar las horas de servicio en estos centros a causa de la falta de ayuda financiera. Como resultado, los padres de familia están preocupados que sus hijos, al ser dejados sin supervisión, sean expuestos a la prostitución y los reclutadores de las pandillas, quienes se posicionan, cada día, enfrente de las paradas de autobuses y las escuelas.

Las Madres de Greater Washington y el Activismo: Las madres de familia son reconocidas como la principal fuente para que hayan voluntarios comunitarios y vigilantes, y son quienes se dedican al bienestar de la comunidad mediante su participación

Los estudiantes de antropología llevaron a cabo una investigación sobre las estructuras familiares y los patrones en la comunidad. El enfoque principal en las familias entrevistadas fue el ingreso económico, la seguridad, el cuidado doméstico, y la educación. En la mayoría de los casos, el padre suele ser el proveedor del ingreso económico, mientras que la madre es quien se encarga de las labores del hogar. Es importante mencionar que las madres suelen ser el apoyo y ayuda en la comunidad. Los estudiantes se dieron cuenta que la mayoría de las madres de familia que participaron en la encuesta eran voluntarias, por la cual los estudiantes pudieron comprobar sus observaciones sobre el rol de la mujer en la comunidad. De hecho, un grupo de estudiantes se percató que hay una “competencia entre las madres de familia” la cual las motiva a ser las que más se involucran en su comunidad. Algunas de las actividades en las cuales participan son como maestras extracurriculares en la escuela primaria, asistir a las juntas del consejo municipal y ayudar en la parroquia el Sagrado Corazón.

Desconfianza con la Policía: Residentes desconfían en la policía

Varios de los residentes entrevistados dijeron que los altos niveles de delitos contra la propiedad y asaltos, incluyendo actividades pandilleras, causan una gran preocupación de la cual se sienten inseguros todos los días. También, los estudiantes se dieron cuenta que varios de los residentes no creen que la policía de San José ayude a reducir el crimen y la actividad pandillera en el área. De hecho, muchos de los entrevistados dijeron que ellos creen que el departamento de policía utiliza la comunidad como un “campo de entrenamiento” para policías novatos. Algunos de los residentes creen que los policías novatos aprenden sus destrezas con los residentes, y que al haber cambio continuo de policías (ya que son asignados al área de Greater Washington solamente mientras completan su entrenamiento) dificulta crear una relación entre el departamento de policía y la comunidad. Los residentes mencionaron que cuando los agentes policiales empezaron a tener horas de consulta en la Biblioteca Latinoamericana, muchos de los residentes no acudieron por motivo de desconfianza. Este hallazgo sugiere que la mera presencia policial en el área de Greater Washington no aporta a la solución para reducir el crimen y las pandillas.

3b. URBP 201 Evaluación de la Comunidad: Planificando para Voces Alternativas en Medio del Cambio

La clase de evaluación de la comunitarita para Greater Washington ofreció una serie de desafíos para la pedagogía y la práctica de la planificación urbana, una disciplina ejemplificada por la reflexión y el rol central que los planificadores juegan en la defensa de las necesidades y valores de interés público. Esta sección resume los hallazgos y propuestas de la clase de Evaluación comunitaria liderada por el Prof. H. Fernando Burga.

Greater Washington es un barrio que está experimentando rápidos cambios que podrían potencialmente alterar su paisaje urbano y modificar la dinámica social que ha definido su vida urbana. La ubicación céntrica del barrio en Silicón Valley y su proximidad al centro de San José lo convierten en un objetivo de primera calidad para los esfuerzos de re-desarrollo urbano y de la aparición del aburguesamiento. En tanto el barrio empieza a experimentar un cambio físico y demográfico debido a sus planes de re-desarrollo actuales y futuros, muchos de sus residentes pueden llegar a ser desplazados. Las señas de la identidad local que han caracterizado tradicionalmente la vida urbana en el Greater Washington - su gente, su cultura y lengua - eventualmente pueden desaparecer, trayendo un nuevo grupo de residentes. Mientras que este proceso se

tionally characterized urban life in Greater Washington – its people, their culture and language – may eventually disappear, bringing in a new set of residents. While this process take place, the neighborhood may also benefit from increased security, infrastructure improvements and the birth of a vital neighborhood economy. To find alternative voices in the midst of change we need to ask ourselves how can those changes benefit long-time community members who may become invested through leadership as new residents move into the community.

Given these conditions, the formative questions that drove the scope of the community assessment class went beyond the clinical assessment of determining Greater Washington's strengths, weaknesses, opportunities and challenges. The instructor sought to examine planning pedagogy and practice as a means to engage alternative voices of leadership based on the daily realities experienced by the community members. The knowledge, techniques and graphic representations of urban planning were interrogated to consider how they could be deployed to provide evidence that would envision the neighborhood's future while empowering its residents with the capacity to lead that future.

Looking for Leadership in Greater Washington

Who can lead Greater Washington in the midst of change? This was a key question that drove the Community Assessment class. This question was re-energized by additional formative questions encompassing planning practice, pedagogy and ethics: Whom do planners represent in a shifting context defined by gentrification? How can local residents actively claim their own future by using the community assessment class as a platform to voice their ideas? And what tools and/or experiences could the community assessment class provide to enable leadership in the community?

To consider these questions, the class sought to consider how leadership capacities could develop in Greater Washington through the contributions of immigrant residents. Many of the immigrant residents in the neighborhood are active champions of their community. Indeed, one of the most emblematic qualities of the community's public life is its civic participation and fervent activism; activities practiced in equal measure by undocumented residents with non-citizen status.

This characteristic can be found in the way that undocumented immigrant residents participate and enact membership in their neighborhood's political life. Beyond the limits of living an undocumented life – the constant fear of incarceration, deportation, a lack of housing security, social service provisions and public health – many in Greater Washington rise above obstacles to claim political representation and rights according to the contributions they establish in their community in the heart of San Jose. As they carry out these practices, they also face challenges in their quest to achieve the American dream, including generational differences, language barriers, and lack of formal citizenship rights.

Throughout Greater Washington's streets, its retail destinations, public spaces, schools, parishes and streets, Greater Washington's leaders are visible. This leadership is evidenced in the mobilizations carried out by local groups on behalf of social and political agendas defined by local residents through housing, education and culture. It exists in the PTA meetings attended by immigrant mothers in the neighborhood's schools, in the commitment to education upheld by many of the immigrant families in their neighborhood, in the patronage of local retail that energizes a niche economy; in the participation of immigrants in community boards and organizations, in the planning of cultural events, religious holidays, and festivities, and in the spoken Spanish which is openly and freely heard throughout the neighborhood's streets.

These activities reveal how concerned, undocumented residents claim their political identity for the sake of their community to address problems related to crime, prostitution, and gang activity. In practicing their leadership, Greater Washington's residents transform their community into a place for opportunity on behalf of the neighborhood's history, their existing social networks, their families and neighbors..



FIGURE 20: Poster Announcing the Ethnographic Assessment Class
Source: Santa Clara University

lleva a cabo, el barrio también se puede beneficiar de una mayor seguridad, mejoras en la infraestructura y el nacimiento de una economía vecinal importante. Para encontrar voces alternativas en medio del cambio tenemos que preguntarnos cómo pueden esos cambios beneficiar a los antiguos miembros de la comunidad, que pueden llegar a ser investidos a través del liderazgo mientras que nuevos residentes se mudan a la comunidad.

Dadas estas condiciones, las preguntas formativas que impulsaron el alcance de la clase de evaluación de la comunidad fueron más allá de la evaluación clínica de la determinación de las fortalezas, debilidades, oportunidades y desafíos del Greater Washington. El instructor trató de examinar la planificación de la pedagogía y la práctica como un medio para involucrar a las voces alternativas de liderazgo basado en las realidades cotidianas experimentadas por los miembros de la comunidad. Se interrogó acerca del conocimiento, las técnicas y las representaciones gráficas de la planificación urbana para considerar cómo se podrían implementar para proporcionar evidencias que puedan imaginar el futuro del barrio mientras que se empoderaba a sus residentes con la capacidad para liderar ese futuro.

Buscando Liderazgo en Greater Washington

¿Quién puede liderar a Greater Washington en medio de un cambio? Esta era una pregunta clave que impulsó a la clase de Evaluación de la Comunidad. Esta pregunta fue re-energizada por preguntas formativas adicionales que abarcan la práctica de la planificación, la pedagogía y la ética: ¿A quiénes representan los planificadores en un contexto de cambio definido por aburguesamiento? ¿Cómo pueden los residentes locales reclamar activamente su propio futuro, mediante la clase de evaluación de la comunidad, como una plataforma para expresar sus ideas? ¿Y qué herramientas y/o experiencias podría proporcionar la clase de evaluación de la comunidad para permitir el liderazgo en la comunidad?

Para considerar estas preguntas, la clase trató de considerar cómo las capacidades de liderazgo podrían desarrollarse en el Greater Washington a través de las contribuciones de los inmigrantes residentes. Muchos de los inmigrantes residentes en el barrio son activos paladines de su comunidad. De hecho, una de las cualidades más emblemáticas de la vida pública de la comunidad es su participación cívica y ferviente activismo, actividades practicadas en igual medida por los residentes indocumentados que tienen la condición de no ciudadanos.

Esta característica se puede encontrar en la forma en que los residentes inmigrantes indocumentados participan y representan a su membresía en la vida política de su barrio. Más allá de los límites de vivir una vida sin papeles -el miedo constante de encarcelamiento, la deportación, la falta de seguridad de la vivienda, la provisión de servicios sociales y de salud pública - muchos en Greater Washington superan los obstáculos para reivindicar la representación política y los derechos, de acuerdo con las contribuciones que ellos establecen en su comunidad en el corazón de San José. A medida que se llevan a cabo estas prácticas, también se enfrentan a desafíos en su búsqueda por alcanzar el sueño americano, lo que incluye diferencias generacionales, las barreras del idioma y la falta de derechos formales de ciudadanía.

A lo largo de las calles de Greater Washington, sus tiendas comerciales, espacios públicos, escuelas, parroquias y calles, se puede ver a los líderes de Greater Washington. Este liderazgo se pone de manifiesto en las movilizaciones llevadas a cabo por grupos locales en nombre de las agendas sociales y políticas definidas por los residentes locales a través de la vivienda, la educación y la cultura. Aquel liderazgo existe en la participación de madres inmigrantes que asisten a las reuniones de padres de familia en las escuelas del barrio, en el compromiso de la educación sostenida por muchas de las familias inmigrantes en su barrio, en el patrocinio de minoristas locales que energizan una economía nicho, en la participación de los inmigrantes en las juntas y organizaciones de la comunidad, en la planificación de eventos culturales, fiestas religiosas y festividades, y en el español hablado que se escucha de manera abierta y libremente por las calles del barrio.

Estas actividades ponen de manifiesto cómo los residentes indocumentados preocupados afirman su identidad política por el bien de su comunidad, para hacer frente a los problemas relacionados con la delincuencia, la prostitución y la actividad de las pandillas. En el ejercicio de su liderazgo, los residentes del Greater Washington transforman su comunidad en un lugar de oportunidad en nombre de la historia del barrio, sus redes sociales existentes, sus familias y vecinos.

FIGURA 20: Poster Anunciando la clase de Evaluación Etnografica
Fuente: Santa Clara University

Placing Deliberation: El Hub en el Barrio

The Community Assessment class became a setting where the urban planning process could be explored by engaging the experiences of undocumented residents who usually have to carefully negotiate their visibility in public space, and limit their civic participation due to their citizenship status. It was estimated that there are at least 200 to 250 residents who are undocumented in Greater Washington. By addressing Greater Washington's leadership capacity as an asset and advantage for planning, the class sought to establish a platform where residents could amplify their voices regarding planning needs and determine common ground for the future vision of their community.

An important aspect of enabling this platform involved the interrogation of planning's participatory methods; mainly a re-consideration of how deliberative practices deal with the asymmetries of power and knowledge embedded in a relationship between citizens and non-citizens. Planning practice, at its core, aims to uphold the principles of democracy and participation. But how does this mechanism work when the resident does not have the rights and privileges to participate in the political community where she inhabits? This question was framed by other planning alternatives emphasized by the instructor: How could expert knowledge and popular knowledge be balanced to foster specific scopes for the planning process? How could census tract demographic data represent the traces of "invisible" undocumented immigrant life? How could planning practice uphold Greater Washington's immigrant leaders through the authorship of this report, the development of relevant scopes and, ultimately, feasible policy outcomes?

The first step in developing a strategy consisted in embracing community leaders rather than reproducing expert knowledge. Instead of conducting the class in a location from which the neighborhood could be observed and objectified – where accessing Greater Washington through Google Earth, Internet searches and face-to-screen interactions would enable alienation and distance – the class was placed inside the neighborhood. Class sessions were transferred to the Washington Community center and the physical space of the class was branded as "El Hub". This space was conceived as a safe space of enunciation, where innovation, Latino identity, and the process of deliberation exemplifying planning practice could be engaged with the community in mind.

El Hub became a staging ground for the first phase of semester's activities. At El Hub students would not only confront planning issues and questions, but also become familiar with the neighborhood's landmarks, the faces of its residents, and the smells, textures, colors and sounds that make up the experience of Greater Washington. They would navigate Greater Washington, drive and walk its streets, support its local retail, experience the movements of people and goods, and witness the poverty and blight that had come to characterize the neighborhood's appearance.

By placing El Hub in the neighborhood, a process of continuous deliberation between students and residents emerged. Far from compartmentalized practice of planning participation, El Hub would be a space where planning could be synthesized through conversations, exchanges, findings and ongoing communication with Greater Washington's leaders. They became fellow colleagues and facilitators rather than visiting observers from the outside.

As the trusting relationships between students and residents became anchored through repeated encounters, the work of planning – its techniques, values, categories and products – became available for the supervision and scrutiny of Greater Washington's residents. Residents were invited to interrupt student work, bring children and family members, participate, hang out, watch and ask any type of question, as they felt necessary. This dimension enhanced the accessibility of the deliverables of the class and an ownership of the process. Students quickly learned to listen and engage the residents from different angles. This "Learning by Doing" approach showed students that becoming a facilitator requires failure, patience, accountability, transparency and the capacity to question one's own positions as an expert to re-imagine the goal of deliberation.



FIGURE 21: Finding Community Leadership in Greater Washington
Maria Marcelo, one of Greater Washington's most important community leaders shares her observations on the needs of her community. Source: Santa Clara University

Posicionando la Discusión: El Hub en el Barrio

La clase de Evaluación de la Comunidad se convirtió en un entorno donde el proceso de planificación urbana podría explorarse mediante la participación de las experiencias de los residentes indocumentados que suelen tener que negociar con cuidado su visibilidad en el espacio público, y limitar su participación cívica debido a su estatus legal. Se estima que hay por lo menos 200 a 250 residentes no poseen documentos en el entorno de Greater Washington. Al abordar la capacidad de liderazgo de Greater Washington como un beneficio y una ventaja para el planeamiento urbano, la clase trató de establecer una plataforma donde los residentes pudieran amplificar sus voces respecto a las necesidades de planificación y determinar una base común para la visión de futuro de su comunidad.

Un aspecto importante de la habilitación de esta plataforma involucró el proceso interrogatorio de los métodos participativos de planificación; principalmente una re-consideración de cómo es que tratan las prácticas deliberativas con las asimetrías de poder y conocimiento incrustados en una relación entre ciudadanos y no ciudadanos. La práctica de la planificación, en su núcleo, tiene como objetivo defender los principios de la democracia y la participación. Pero, ¿cómo es que trabaja este mecanismo cuando el residente no tiene los derechos y privilegios de participar la su comunidad política donde habita? Esta pregunta fue enmarcada por otras alternativas de planificación enfatizadas por el instructor: ¿Cómo se podrían equilibrar el conocimiento experto y el conocimiento popular para fomentar ámbitos específicos para el proceso de planificación? ¿Cómo podría la información demográfica del censo representar las huellas de vida de un inmigrante indocumentado invisible? ¿Cómo podría la práctica de planificación defender a los líderes inmigrantes de Greater Washington a través de la autoría de este informe, el desarrollo de los ámbitos pertinentes y, en última instancia, los resultados de políticas factibles?

El primer paso para el desarrollo de una estrategia consistía en abarcar a los líderes de la comunidad en lugar de reproducir el conocimiento experto. En vez de llevar a cabo la clase en una ubicación desde la cual el barrio pudiera ser observado y representado materialmente- donde el acceso a Greater Washington a través de Google Earth, las búsquedas en Internet y las interacciones cara-a-pantalla permitiese la alienación y la distancia- la clase se colocó dentro del barrio. Las aulas se trasladaron al centro Comunitario Washington y el espacio físico de la clase fue calificado como "El Hub". Este espacio fue concebido como un espacio seguro de expresión, donde la innovación, la identidad latina, y el proceso de discusión ejemplificando la práctica de la planificación pudieran ser comprometidos con la comunidad en mente.

El Hub se convirtió en un escenario para la primera fase de las actividades del semestre. Los estudiantes de El Hub no solo enfrentaron los problemas de planificación y preguntas, sino también se familiarizaron con los puntos de referencia del barrio, los rostros de sus habitantes, y los olores, texturas, colores y sonidos que componen la experiencia de Greater Washington. Ellos se movilizaban a través de Greater Washington, conducían y caminaban por sus calles, apoyaban a sus tiendas locales, experimentaron los movimientos de personas y mercancías, y fueron testigos de la pobreza y el destroz que habían llegado a caracterizar el aspecto del barrio.

Al colocar El Hub en el barrio, surgió un proceso de continua deliberación entre los estudiantes y residentes. Lejos de la práctica compartimentada de la participación de planificación, El Hub sería un espacio donde la planificación se podría sintetizar a través de conversaciones, intercambios, conclusiones y comunicación permanente con los líderes de Greater Washington. Se convirtieron en colegas y facilitadores en lugar de visitantes observadores de afuera.

A medida que las relaciones de confianza entre los estudiantes y residentes se solidificaron a través de varias reuniones, el trabajo de planificación - sus técnicas, valores, categorías y productos - se puso a disposición de la supervisión y al escrutinio de los residentes de Greater Washington. Se invitó a los residentes a interrumpir el trabajo del estudiante, traer a los niños y a los miembros de su familia, participar, pasar el rato, ver y hacer cualquier tipo de pregunta que considerasen necesaria. Esta dimensión mejoró la accesibilidad a las metas de la clase y un sentido de pertenencia del proceso. Los estudiantes aprendieron rápidamente a escuchar e involucrar a los residentes desde diferentes ángulos. Este enfoque de "Aprender Haciendo" demostró a los estudiantes que para convertirse en un facilitador se requiere fracasar, tener paciencia, responsabilidad, transparencia y la capacidad de cuestionar las propias posiciones como un experto para re-imaginar el objetivo del debate.

Exploring Planning Policy

Once El Hub was established, the class moved into the first assignment for the semester: a policy analysis of past and present planning efforts in the neighborhood. This involved engaging local city planning staff and reviewing past plans to determine their successes and failures through discussions with the community. The ultimate goal of this assignment was to understand the official record of planning policy and also investigate its unofficial history; that is, its street-level experience of successes and failures.

An excursion into the inventory of previous planning documents, plans, and charrettes, provided the class with an introduction to questions concerning the neighborhood's existing conditions: How did we get to now, and why? How had community participation and outreach been managed before? Who were the actors involved? And how could the community assessment class build upon previous efforts and avoid past failures to foment leadership?

During the first two class sessions, students met with city officials and community development representatives to explore the neighborhood's policy context. We walked throughout Greater Washington to explore the area's infrastructures, landmarks and zones, while reflecting on how planning policy had shaped the area. The voice of Paul Pereira, a District Three councilmember representative, brought the perspective of the City Hall to our observations. During the first neighborhood walk, his narrative was pivotal in enabling an understanding of past and present planning efforts, and considering locations where infrastructural improvements brought a direct benefit to the community. During a second walk, Omar Torres' voice helped us understand the neighborhood's environmental history and its historical connection to the San Jose River. Omar also provided an introduction to the network of nonprofits that are active in the area and who advocate for the community. These walks provided the class with an overview of the neighborhood's physical conditions, challenges and prospects through the eyes of important policy experts.

Following each walk students returned to El Hub to synthesize their observations, consider next steps and brainstorm the dominant themes and categories that emerged in the policy narratives they encountered. At this stage, students were asked to evaluate their observations and those of the policy experts in relation to actual documents.

In reviewing the documentation, students were asked to synthesize their work into a series of compelling analytical points that could be presented to the community for review and information. They reviewed planning documents and neighborhood level plans. Their analysis was organized by these categories: purpose, historical background, governance and outreach, evaluation, funding, and coordination. A chief task for this exercise was to go beyond description and critically the evidence to form questions that could activate new scopes of action. In this sense, the analysis was also generative, pointing towards the next phase of the class.

The policy analysis phase culminated in two presentations that were attended by more than thirty residents from the community as well as policy experts. San Jose's CommUniverCity staff and Santa Clara University's Ignatian Center played a central role in organizing the outreach for the events. During the presentations, all attendants were provided with hard copies of the PowerPoint slides to assist them in considering the planning history of their neighborhood and their current policy concerns in relation to previous efforts. The findings are summarized below.



FIGURE 22: Living Planning Policy

Residents and Community Assessment students have a conversation about how planning policy affects daily life in Greater Washington. Source: Santa Clara University.

Explorando Políticas de Planeamiento Urbano

Una vez que se estableció El Hub, la clase se trasladó a la primera tarea para el semestre: un análisis de las políticas de los esfuerzos de planificación pasados y presentes en el barrio. Esto consistió en involucrar a personal planificación de la ciudad y revisar los planes pasados para determinar sus éxitos y fracasos a través de discusiones con la comunidad. El objetivo final de esta tarea fue entender el registro oficial de la política de planificación y también investigar su historia no oficial, es decir, su experiencia de éxitos y fracasos a nivel de la calle.

Una incursión a los inventarios de documentos previos de planificación, planes y talleres de diseño (charrettes), permitió a la clase una introducción a las cuestiones relativas con las condiciones existentes en el vecindario: ¿Cómo hemos llegado hasta hoy, y por qué? ¿Cómo se había administrado antes la participación y el alcance de la comunidad? ¿Quiénes fueron los actores involucrados? ¿Y cómo podría la clase de evaluación comunitaria construir sobre los esfuerzos anteriores y evitar los errores del pasado para fomentar el liderazgo?

Durante las dos primeras clases, los estudiantes se reunieron con funcionarios de la ciudad y representantes del desarrollo comunitario para explorar el contexto de la política del barrio. Caminamos a lo largo del Greater Washington para explorar la infraestructura del área, sus puntos de referencia y zonas, mientras que se reflexionaba sobre cómo la política de planificación le había dado forma a la zona. La voz de Paul Pereira, representante del concejal del Distrito Tres, trajo la perspectiva de la Municipal a nuestras observaciones. Durante la primera caminata por el barrio, su relato fue fundamental para permitir una comprensión de los esfuerzos de planificación del pasado y del presente, teniendo en cuenta los lugares donde las mejoras de infraestructura trajeron un beneficio directo a la comunidad. Durante una segunda caminata, la voz de Omar Torres nos ayudó a entender la historia ambiental del barrio y su conexión histórica con el río San José. Omar también proporcionó una introducción a la red de organizaciones no lucrativas que están activas en la zona y que abogan por la comunidad. Estos paseos ofrecieron a la clase una visión generalizada de las condiciones físicas, retos y perspectivas del barrio a través de los ojos de importantes expertos en políticas públicas.

Luego de cada caminata los estudiantes regresaban a El Hub para resumir sus observaciones, considerar los siguientes pasos y proponer ideas sobre los temas y categorías predominantes que surgieron en las narrativas políticas que encontraron. En esta etapa, se les pidió a los estudiantes que evaluaran sus observaciones y las de los expertos en política en relación a los documentos reales.

En la revisión de la documentación, se pidió a los estudiantes que sintetizaran sus trabajos en una serie de puntos de análisis convincentes que pudieran ser presentados a la comunidad para información y revisión. Ellos revisaron los documentos de planificación y planes a nivel de barrio. Sus análisis fueron organizados por estas categorías: antecedente histórico, gobierno y divulgación, evaluación, financiación y de coordinación. Una tarea principal de este ejercicio era ir más allá de la descripción y criticar la evidencia para elaborar preguntas que pudiesen activar nuevos ámbitos de actuación. En este sentido, el análisis también fue generativo, apuntando hacia la siguiente fase de la clase.

La fase de análisis de políticas culminó con dos presentaciones a las que asistieron más de treinta residentes de la comunidad, así como expertos en política. Los empleados CommUniverCity San José y del Centro Ignacio de la Universidad de Santa Clara jugaron un papel importante en la organización de la difusión de los eventos. A todos los asistentes se les proporcionó copias impresas de las diapositivas de PowerPoint durante las presentaciones para ayudarles a considerar la historia de la planificación de su barrio y sus actuales preocupaciones políticas en relación con los esfuerzos anteriores. Los resultados se resumen a continuación.

FIGURA 22: Viviendo Políticas de Planeamiento

Residentes y estudiantes de la clase de evaluación comunitaria entablan una conversación sobre cómo las políticas de planeamiento afectan la vida diaria en Greater Washington. Fuente: Santa Clara University.

Washington Neighborhood Revitalization Plan (1998)	Washington Revitalization Plan Update (2002)	Renewing the Action Agenda: Strong Neighborhoods Initiative (2007)	Washington Neighborhood Improvement Plan (2008)
<p>PURPOSE To develop a comprehensive approach for improving the safety and appearance of the Washington neighborhood by eliminating its negative elements.</p> <p>IDENTIFIED ISSUES</p> <ul style="list-style-type: none"> · Lack of low income housing · Crime and gang activity · Car speeding <p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. Decrease crime and negative activities 2. Provide public open space areas 3. Enhance the safety and appearance of alleys 4. Improve the quality and appearance of the area 5. Improve the appearance and function of streets 6. Increase pedestrian and traffic safety 7. Ensure the long term success of the plan 	<p>PURPOSE To tap additional resources and include new community needs, address new development sites, funding sources, and consider the feasibility of projects.</p> <p>IDENTIFIED ISSUES</p> <ul style="list-style-type: none"> · Inadequate street lighting · Lack of park space · Severe drainage problems · Poor alleyway conditions · Inadequate street sweeping <p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. Traffic and Pedestrian Safety: study of Vine and Almaden to convert into two-way street and traffic flow study of Goodyear/ Sherman/Graham 2. Parks, Recreation and Open Space: Acquire more land for additional park sites. Build basketball courts and turf soccer field for Washington Elementary (since completed) 3. Improve alleyways 4. Address streetscape improvements 5. Provide substance abuse education 	<p>PURPOSE In 2005, under the Strong Neighborhood Initiative (SNI), the San Jose Redevelopment Agency launched the "Renewing the Action Agenda" program to establish a roadmap for the 1998 Washington Neighborhood Revitalization plan update.</p> <p>IDENTIFIED ISSUES Evaluate if top ten priorities had been completed for each of the 19 neighborhood identified for improvements under the SNI.</p> <p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. Convene key participants 2. Create "short" or "full" tracks for implementation 3. Allow Neighborhood Action Councils input and confirmation of priorities 4. Create a full track process if a community completed more than four of its original goals. 5. Ensure a governance structure in which residents could organize, develop policy needs, vote on priorities and bring them to city staff for review. 	<p>PURPOSE To document the new top ten priorities created and prioritized by Washington residents under the 2007 Renewing the Action Agenda plan.</p> <p>IDENTIFIED ISSUES Carry out the original mandate of the Renewing the Action Agenda Plan</p> <p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. Improve Alma Senior Youth Community Center 2. Implement improvements and additions to parks and open space and increase recreational programs 3. Implement housing rehabilitation and painting projects 4. Reduce crime and associated negativity 5. Develop and implement traffic calming and pedestrian safety strategies 6. Improve and maintain streets, streetscapes and sidewalks 7. Close/construct alleyways 8. Explore opportunities to underground utilities in the Washington SNI area & address storm drainage issues along majestic street 9. Address and engage economic development, land use issues and improve business services in the community 10. Promote the façade improvement program
<p>TAKEAWAY After the construction of the Biblioteca Latinoamericana in the mid 1990's, city officials, local community actors, residents, and academics came together to develop an action plan to address improvements and the individual agencies responsible for their implementation.</p>	<p>TAKEAWAY Four years after the original plan, the update provided the newly implemented Strong Neighborhoods Initiative (2000) (SNI) with new challenges and assets to assert its mission of transforming 19 blighted neighborhoods in metropolitan San Jose.</p>	<p>TAKEAWAY Funded through the SNI to bridge interests between neighborhood improvement plans and new updated plans, this initiative was a procedural policy, addressing community involvement and governance protocols to activate "top 10" priorities.</p>	<p>TAKEAWAY Ten years after a comprehensive planning process in Washington began, many issues remain. Improvements have taken place in key locations such as the Washington Elementary School, however much remains to be done.</p> <p>The dissolution of the San Jose Redevelopment Agency and the SNI brings the 10-year planning effort and progress on addressing top 10 priorities to a halt.</p>

Figure 23: Planning Policy in Greater Washington: A General Overview
Source: Fernando Burga

Plan de Revitalización del Barrio Washington (1998)	Revitalización de Washington Actualización del Plan (2002)	Renovando la Agenda de Acción: Iniciativa de Barrio Fuerte (2007)	Plan de Mejora del Barrio Washington (2008)
<p>PROPÓSITO Desarrollar un acerca-miento integral para mejorar la seguridad y la apariencia del barrio Washington por medio de la eliminación de sus elementos negativos.</p> <p>ASUNTOS IDENTIFICADOS</p> <ul style="list-style-type: none"> · Falta de viviendas de interés social · Actividad criminal y de pandillas · Carreras de alta velocidad <p>OBJETIVOS</p> <ol style="list-style-type: none"> 1. Disminuir actividades criminales y negativas 2. Ofrecer áreas abiertas de espacio público 3. Mejorar la seguridad y apariencia de los callejones 4. Mejorar la calidad y apariencia del área 5. Mejorar la apariencia y función de las calles. 6. Aumentar la seguridad y el tráfico de los de peatones. 7. Asegurar el éxito del plan en el largo plazo 	<p>PROPÓSITO Aprovechar los recursos adicionales e incluir nuevas necesidades de la comunidad, tratar los nuevos sitios de desarrollo, las fuentes de financiación, y considerar la viabilidad de los proyectos.</p> <p>ASUNTOS IDENTIFICADOS</p> <ul style="list-style-type: none"> · Alumbrado público inadecuado · Falta de estacionamiento · Graves problemas de filtración · Pobres condiciones de los callejones · Limpieza pública inadecuada <p>OBJETIVOS</p> <ol style="list-style-type: none"> 1. Seguridad de Tráfico y Peatones: estudio de Vine y Almaden para convertirlos en calle de doble vía y estudio del flujo de tráfico de Goodyear/ Sherman/ Graham 2. Parques, Recreación y Espacio Abierto: Adquirir más tierras para parques adicionales. Construir campos de baloncesto y de fútbol para la Primaria Washington (ya terminado) 3. Mejorar callejones. 4. Discutir mejoras al paisaje urbano 5. Ofrecer educación sobre el abuso de drogas 	<p>PROPÓSITO En 2005, bajo la Iniciativa Barrio Fuerte (IBF), la Agencia de Re- Urbanización de San José lanzó el programa "Renovando la Agenda de Acción" para establecer una hoja de ruta y la actualización del plan de Revitalización del Barrio de Washington de 1998.</p> <p>ASUNTOS IDENTIFICADOS Evaluar si los diez principales prioridades se habían completado para cada uno de los 19 barrios identificados para mejoras bajo el IBF</p> <p>OBJETIVOS</p> <ol style="list-style-type: none"> 1. Convocar a los principales participantes 2. Crear pistas "cortas" o "completas" para implementación, 3. Permitir la opinión de los Consejos de acción de los Barrios y la confirmación de prioridades. 4. Crear un proceso de seguimiento pleno si una comunidad terminó más de cuatro de sus objetivos originales. 5. Garantizar una estructura de gobierno en la que los residentes puedan organizarse, desarrollar necesidades políticas, votar en asuntos prioritarios y presentarlos al personal de la ciudad para su revisión 	<p>PROPÓSITO Documentar las diez nuevas prioridades creadas y priorizadas por los residentes de Washington bajo el Plan de Renovación de la Agenda de Acción de 2007.</p> <p>ASUNTOS IDENTIFICADOS Llevar a cabo el mandato original del Plan de Renovación de la Agenda de Acción</p> <p>OBJETIVOS</p> <ol style="list-style-type: none"> 1. Mejorar el Centro Comunitario Alma Senior Youth 2. Implementar mejoras y ampliaciones a los parques y espacios públicos e incrementar los programas recreacionales. 3. Implementar los proyectos de rehabilitación y pintura de las viviendas. 4. Reducir el crimen y la negatividad asociada. 5. Desarrollar e implementar estrategias de reducción de la velocidad del tráfico y seguridad de los peatones. 6. Mejorar y mantener las calles, las vías de salida y aceras 8. Explorar oportunidades de servicios públicos subterráneos en el área de Washington IBF y discutir los temas de drenaje pluvial a lo largo de la calle majestic 9. Atender y comprometer el desarrollo económico, los temas de uso de la tierra y mejorar los servicios de negocios en la comunidad 10. Promover el programa de mejora de fachadas <p>CONCLUSIÓN Diez años después de que se inició un proceso de planificación integral en Washington, aún quedan muchos asuntos pendientes. Se han realizado mejoras en lugares claves como la Escuela Primaria Washington, sin embargo queda mucho por hacer.</p> <p>La disolución de la Agencia de Reurbanización de San José y la IBF reduce a la mitad el esfuerzo de planificación de 10 años y el avance en abordar las 10 principales prioridades.</p>
<p>CONCLUSIÓN Después de la construcción de la Biblioteca Latinoamericana a mediados de los 90, se reunieron funcionarios de la ciudad, los actores de la comunidad local, los residentes, y académicos para desarrollar un plan de acción con el fin de abordar las mejoras y los distintos organismos responsables de su implementación.</p>	<p>CONCLUSIÓN Cuatro años después del plan original, la actualización proporcionó la Iniciativa de reciente aplicación Barrio Fuerte (2000) (IBF) con nuevos retos y activos para asegurar su misión de transformar 19 barrios arruinados en el área metropolitana de San José</p>	<p>CONCLUSIÓN Financiado a través del IBF para servir como puente entre los planes de mejoramiento de barrios y los nuevos planes actualizados, esta iniciativa fue una política de procedimientos, dirigiéndose a los protocolos de participación y de gobierno de la comunidad para activar "las 10 principales" prioridades.</p>	<p>CONCLUSIÓN Diez años después de que se inició un proceso de planificación integral en Washington, aún quedan muchos asuntos pendientes. Se han realizado mejoras en lugares claves como la Escuela Primaria Washington, sin embargo queda mucho por hacer.</p> <p>La disolución de la Agencia de Reurbanización de San José y la IBF reduce a la mitad el esfuerzo de planificación de 10 años y el avance en abordar las 10 principales prioridades.</p>

Figura 23: Política de Planificación Urbana en Greater Washington: Una Visión General
Fuente: Fernando Burga

The main finding demonstrates a history of leadership and advocacy regarding planning issues that was brought to a sudden halt around 2008. Until that point, residents in Greater Washington had benefited from previous community planning efforts; nevertheless, many promises had remained unfulfilled. The neighborhood had arrived at its current state after a ten-year period of planning efforts that took place through a comprehensive policy framework shaped by the Strong Neighborhood Initiative.

During its tenure the SNI identified Washington (as well as 19 other central San Jose neighborhoods) as blighted areas. During a decade-long period that included dozens of community meetings with city officials, nonprofit actors, academics, activists, entrepreneurs and local residents, a series of Neighborhood Improvement Plans had been set in motion. These plans underwent change but were always energized by setting new goals and forming new working groups, with sustained staffing support provided by the city's Redevelopment Agency. While improvements were slow to come in the neighborhood, they had nevertheless taken place and, more important, a culture of planning advocacy had emerged in the neighborhood through the practice of local leadership.

Neighborhood planning in Greater Washington, however, met its demise with the dissolution of the San Jose Redevelopment Agency. After a decade in which Greater Washington's residents came together to devise targets, form committees and foster governance structures to achieve their goals, California's fiscal crisis percolated through the State's municipalities, slashing funding for planning initiatives. One of the casualties of this process was the Strong Neighborhoods initiative.

The shrinkage of municipal planning efforts and the demise of formalized community planning in Greater Washington happened in parallel with the intensification of gentrification in the Bay Area. In the absence of a robust a planning framework that would empower local residents with a decision-making process to deliberate on infrastructural improvements, land use decisions and urban development issues, the capacity to organize was diminished. Without the power to unify and/or envision alternatives through planning and its policy framework, Greater Washington residents were left without the ability to employ a mechanism that would amplify their collective voice about a common future.

Representing Leadership: Cognitive Mapping as Testimonio

The first assignment undertaken by the students provided a sobering view of the past, present and future of planning policy in Greater Washington. Our findings called for the application of a data gathering method that could foster grassroots efforts with the capacity to address planning issues in the absence of funding and staffing from the dissolved Redevelopment Agency.

For their second assignment, students were tasked with conducting four cognitive mapping sessions at El Hub over the span of a month. Cognitive mapping is one of many tools in urban design that seeks to visually represent the perspective of residents in a place. Graphic representation is an important dimension of planning practice; without the power to represent data based on the experiences of residents, it is difficult to communicate, judge information and determine a designated course of action. Graphic representation is also political: it implies the power to not only display information, but also assign value and recognition towards a particular goal.

The cognitive mapping exercise had two purposes: first, to enable the practice of local leadership through the development of planning alternatives, and second to enable a learning experience for students to question their own positions as experts. The question that drove the latter was: How could the practice of cognitive mapping bridge the schism between the expert and non-expert, the citizen and non-citizen, Spanish and English, student and resident?



FIGURE 24: Developing Cognitive Mapping as a Tool for Testimonio

Devin O'Brien, a student from the community assessment class listens to residents in order to localize important sites concerning planning issues in the neighborhood. Source: Santa Clara University

El principal hallazgo demuestra una historia de problemas de liderazgo y defensa en relación con los temas de planificación que se paralizaron de manera repentina alrededor de 2008. Hasta ese momento, los residentes en Greater Washington se habían beneficiado de anteriores esfuerzos de planificación comunitaria, sin embargo muchas promesas se habían quedado sin cumplir. El barrio había llegado a su estado actual luego de un período de diez años de esfuerzos de planificación que se llevaron a cabo a través de un marco político global conformado por la Iniciativa Barrio Fuerte (IBF).

Durante su mandato la IBF identificó a Washington (así como otros 19 barrios centrales de San José) como área deterioradas. Durante un período de diez años que incluyó decenas de reuniones de la comunidad con las autoridades municipales, funcionarios de organizaciones sin fines de lucro, académicos, activistas, empresarios y residentes locales, se habían puesto en marcha una serie de Planes de Mejoramiento de los Barrios. Estos planes fueron sometidos a cambios, pero siempre fueron activados mediante el establecimiento de nuevas metas y la formación de nuevos grupos de trabajo, con el apoyo permanente de personal proporcionado por la Agencia de Desarrollo Urbano de la ciudad. Si bien las mejoras tardaron en entrar al barrio, no obstante ya habían tenido lugar y, lo más importante, había surgido una cultura de defensa de la planificación en el barrio a través de la práctica del liderazgo local.

La planificación vecinal en Greater Washington, sin embargo, se murió con la disolución de la Agencia de Desarrollo Urbano de San José. Después de una década en la que los residentes del Greater Washington se reunieron para diseñar objetivos, formar comités, promover las estructuras de gobierno para lograr sus objetivos; la crisis fiscal de California se infiltró a través de los municipios del Estado, reduciendo la financiación de iniciativas de planificación. Una de las víctimas de este proceso fue la iniciativa Barrios Fuerte.

La contracción de los esfuerzos de planificación municipal y la desaparición de la planificación comunitaria formal en Greater Washington sucedieron en paralelo con la intensificación del proceso de Aburguesamiento en el Área de la Bahía. En ausencia de un sólido marco de planificación que capacitara a los residentes locales con un proceso de toma de decisiones para poder deliberar sobre las mejoras de infraestructura, los temas sobre las decisiones de uso de la tierra y desarrollo urbano, la capacidad de organizarse disminuyó. Sin el poder de unificar y/o imaginar alternativas a través de la planificación y su marco normativo, los residentes de Greater Washington se quedaron sin la posibilidad de emplear un mecanismo que amplificara su voz colectiva acerca de un futuro común.

Representando el Liderazgo: Mapeo Cognitivo como Testimonio

La primera tarea realizada por los estudiantes dio una visión aleccionadora del pasado, presente y futuro de la política de planificación en Greater Washington. Nuestros hallazgos consideraron la aplicación de un método de recopilación de datos que pudiese fomentar los esfuerzos de las bases con la capacidad para hacer frente a cuestiones de planificación a falta de financiación y personal de la Agencia de Reurbanización.

Para su segunda tarea, los estudiantes se encargaron de llevar a cabo cuatro sesiones de mapeo cognitivo en El Hub durante el lapso de un mes. El Mapeo Cognitivo es una de las muchas herramientas de diseño urbano, que busca representar visualmente el punto de vista de los residentes en un lugar. La representación gráfica es una dimensión importante de la práctica de la planificación; sin el poder para representar los datos basados en las experiencias de los residentes, es difícil de comunicar, juzgar la información y determinar un curso de acción específico. La representación gráfica también es política, pues implica el poder de no solo mostrar información, sino también asignar valor y reconocimiento hacia una meta particular.

El ejercicio del mapeo cognitivo tuvo dos propósitos: primero, permitir la práctica del liderazgo local a través del desarrollo de alternativas de planificación, y segundo permitir una experiencia de aprendizaje para los estudiantes de cuestionar sus propias posiciones como expertos. La pregunta que llevó a este último era: ¿Cómo podría la práctica del mapeo cognitivo cerrar el cisma entre el experto y el no experto, el ciudadano y el no ciudadano, el español y el inglés, estudiantes y residentes?

To facilitate this exercise, the community assessment class turned to the leadership and vision of Maria Marcelo, an important community leader who is well respected in Greater Washington. Maria's participation during the policy analysis presentations was characterized by coherence, tolerance of opposing views, and clarity of thought. Following the completion of the first assignment, she joined the class as a resident expert to provide further guidance. In addition, Maria brought dozens of community members to El Hub, most notably residents who demonstrated social activism by actively advocating for their community. By allowing students to record their daily trajectories, concerns and values, we were able to represent local knowledge and enhance leadership.

The cognitive mapping work turned students into apt facilitators who practiced community participation techniques by developing empathy with other people who shared the same space. The exercises became conversation pieces between students and residents. Students were asked to listen carefully and draw with, for, and/or according to residents' needs. If drawing did not take place on the page, it was not considered a problem, rather it was accepted as an entry for valuable conversation about relevant issues involving the community. This process required paying attention not only to what mattered as relevant information, but also listening to the person who provided the information to get to know him or her. During these sessions, residents constantly verbalized their concerns in spatial terms, but also in non-spatial terms. At times they offered relevant data and at times they did not. This method provided students with the immediate experience of interacting with documented and undocumented immigrants who are contributing residents and record information that was important to forge trust. The development of these relationships would inform the rest of the class through ongoing presentations and reviews. They would form a personal contract between the students and the residents. The times spent together translated into familiarity as well as mutual expectations, results, and the formation of social ties among diverse participants of el Hub.

Cognitive mapping provided a qualitative counter-balance to the historical record of planning policy. By turning away from a static account of history, the work of collaborative drawing transformed the practice of planning into an actual live performance. Planning evolved from a technocratic act based on abstract demographic data into human interaction in real time. The cognitive maps provided an understanding of how the neighborhood was felt, experienced or imagined in the present. This approach allowed students to immediately localize areas of tension, or in need of resolution that were not part of the formal planning scope defined by previous policies. Special places, places of danger, places of leisure, symbolic places and other urban conditions were brought to bear. As these conversations developed, the mapping process helped students discover concentrations of activities and/or identify patterns of phenomena that resonated with the findings of the policy analysis. As new details were added to the maps, new conversations emerged and new needs were recognized. With each layer of information the texture of Greater Washington's and the relationships that bond it became visible.

Through repeated engagement efforts, residents led by Maria Marcelo became familiar with the purpose of the exercise and the process of making plans. As meetings progressed, the main categories informing the maps became evident. Each session presented new challenges as new categories and issues sprung from the visual record. The production of the cognitive maps not only became a data gathering technique but also provided a space for the undocumented residents to practice a testimonio: an oral account where they bore witness to planning policy in their daily lives.



FIGURE 25: Discussing Community issues

Durante la clase de evaluación comunitaria, estudiantes y residentes deliberan sobre las prioridades para el vecindario. Fuente: Santa Clara University

Para facilitar este ejercicio, la clase de evaluación de la comunidad giró hacia el liderazgo y la visión de María Marcelo, una líder importante de la comunidad quien es muy respetada en Greater Washington. La participación de María durante las presentaciones de análisis de políticas se caracterizó por la coherencia, tolerancia hacia los puntos de vista opuestos, y la claridad de pensamiento. Tras la finalización de la primera tarea, ella participó en la clase como un experto residente para proporcionar mayor orientación. Además, María trajo a decenas de miembros de la comunidad a El Hub, residentes conspicuos que demostraron activismo social defendiendo a su comunidad. Al permitir a los estudiantes que registren sus trayectorias diarias, sus preocupaciones y valores, hemos sido capaces de representar el conocimiento local y mejorar el liderazgo.

El trabajo de mapeo cognitivo convirtió a los estudiantes en facilitadores que practicaron técnicas de participación comunitaria mediante el desarrollo de la empatía con otras personas que comparten el mismo espacio. Los ejercicios se volvieron temas de conversación entre los estudiantes y los residentes. Se pidió a los estudiantes escuchar con atención y dibujar todo con el fin de, para, y de acuerdo a las necesidades de los residentes. Si luego el dibujo no se hacía, esto no se consideraba un problema, sino que era aceptado como entrada hacia una conversación valiosa sobre temas relevantes relacionados con la comunidad. Este proceso requirió prestar atención no solo a lo que importaba como información relevante, sino también escuchar a la persona que proporcionaba la información para llegar a conocerla, a él o a ella. Durante estas sesiones, los residentes constantemente expresaban sus preocupaciones en términos de espacio, mas también en términos no espaciales. A veces ellos ofrecían datos relevantes y otras veces no. Este método proporcionaba a los estudiantes una experiencia inmediata de interacción con los inmigrantes documentados e indocumentados, quienes son residentes contribuyentes, y registrar la información, lo que era importante para forjar confianza. El desarrollo de estas relaciones se informaba al resto de la clase a través de constantes presentaciones y revisiones. Se formó una especie de contrato personal entre los estudiantes y los residentes. El tiempo que pasaban pasamos juntos se tradujo en familiaridad, así como de expectativas mutuas, de resultados, y de formación de los lazos sociales entre los diversos participantes en El Hub.

El mapeo cognitivo proporcionó un contrapeso cualitativo en relación al análisis histórico de la política de planificación. Al alejarse de un recuento estático de la historia, el trabajo de dibujo colaborativo transformó la práctica de planificación en una presentación real en vivo. La planificación evolucionó de un acto tecnocrático basado en datos abstractos demográficos a la interacción humana en tiempo real. Los mapas cognitivos presentaron un entendimiento de cómo era que se sentía el barrio, experimentado o imaginado en el presente. Este enfoque permitió que los estudiantes localizaran de inmediato zonas de tensión, o con necesidad de solución que no formaban parte del ámbito formal de planificación definido por las políticas anteriores. Salieron a relucir lugares especiales, lugares de peligro, lugares de ocio, lugares simbólicos y otras condiciones urbanas. En tanto estas conversaciones se desarrollaban, el proceso de mapeo ayudó a los estudiantes a descubrir concentraciones de actividades y/o identificar patrones de fenómenos que guardaban relación con los resultados del análisis de las políticas. A medida que se añadían nuevos detalles a los mapas, surgieron nuevas conversaciones y se reconocieron nuevas necesidades. Con cada capa de información se hicieron visibles la textura de Greater Washington y las relaciones que la unen.

A través de constantes esfuerzos comprometidos, los residentes liderados por María Marcelo se familiarizaron con el propósito del ejercicio y el proceso de realizar planes. Mientras se avanzaba con las reuniones, se hicieron evidentes las categorías principales que informaban los mapas. Cada sesión presentaba nuevos desafíos en tanto nuevas categorías y temas surgieron a partir del registro visual. La producción de mapas cognitivos no solamente se convirtió en una técnica de recolección de datos, sino que también proporcionó un espacio para que los residentes indocumentados practicaran un testimonio: un informe oral en el que fueron testigos de la política de planificación en sus vidas diarias.

Developing Project Scopes: From Testimonio to Action

The conclusion of the community assessment class culminated in the production of a comprehensive graphic narrative composed of more than 40 32” x 48” graphic boards. The goal of this deliverable was not only to produce a concrete record of the semester’s activities to ensure continuity, transparency and accountability, but also to energize a final review where residents, students, community activists and municipal staff could come together to evaluate the findings. The collection of graphic boards as well as ongoing efforts led by Greater Washington leaders can be seen in chapter four of this report (pg. 59-85).

The process of translating the semester’s activities into an exhibit consisted in producing a visual narrative that was accessible and compelling to a wide public. To accomplish this, the findings were categorized into a number of subthemes that became resonant during meetings with residents: Schools, Affordable Housing, Transportation and Walkability, Informal Retail, and Health and Public Space. Each of these themes developed over many weeks through ongoing pin ups with residents and the continuous integration of new findings, data and graphics. The graphic narrative not only included the representation of data, but also proposals that would empower Greater Washington’s residents to practice their leadership. In the following section we summarize these findings.

Community Assessment Findings*1. Create greater Opportunity for Healthier Lifestyles*

Students noted that a main priority for residents is creating greater opportunity for healthier lifestyles; Specifically, residents want more options for affordable, high quality food to eat and open spaces suitable for children to play. When it comes to access to nutritious food, residents find that there are few local grocers within the Greater Washington area and, in the words of one resident, “most of the items are overpriced and expired.” Moreover, most residents explained that they shop at Costco (2.5 miles away) or Walmart (1.5 miles away), both well outside the neighborhood and beyond a reasonable walking distance. The necessity to travel outside of the neighborhood to go shopping can be an obstacle in an area where households have, on average, access to fewer cars per household than the citywide average. The spatial separation between homes and healthy food sources is a particularly significant challenge for large households and those with tight budgets.

Regarding access to good open spaces suitable for children to play, one resident responded “we don’t send our kids to the parks because we don’t feel safe.” This idea that existing parks within the neighborhood boundaries are not safe was echoed by other residents who felt that the presence of crime, prostitution, and people experiencing homelessness often made parks undesirable. Instead, as one resident explained, kids currently use streets, sidewalks, and empty parking lots for play. Residents noted that they have to leave their immediate neighborhood to find suitable play places for their children, including Happy Hollow Park or Kelley Park.

2. Develop a Comprehensive Vision to deal with Housing Affordability

Throughout the many workshops conducted with Greater Washington residents it became clear that housing affordability is a dominant issue that defines their everyday lives. The question of housing in the neighborhood is connected with larger gentrification trends in the Bay Area and the neighborhood’s location close to Downtown San Jose. There are many different organizations and models that exist throughout the region which could be applied to build capacity, leadership and action towards a housing affordability agenda in the neighborhood. To carry out this process the community would have to organize and come up with a committee that may engage participatory processes that determine the community’s needs.



FIGURE 26: Introduction to the Community Assessment Final Presentation
Professor Fernando Burga introduces the final presentation to an audience of community members, and student. Source: Santa Clara University

Desarrollando Enfoques para Proyectos: Del Testimonio a la Accion

La conclusión de la clase de evaluación comunitaria culminó con la producción de una narrativa gráfica compuesta por más de 40 cuadros gráficos de 36 x 48 pulgadas. El objetivo de esta entrega no solo fue de producir un registro concreto de las actividades del semestre para asegurar la continuidad, la transparencia y la rendición de cuentas, sino también para generar una presentación final donde los residentes, los estudiantes, activistas comunitarios y personal municipal se reunieron para evaluar los resultados. La colección de cuadros gráficos, así como los esfuerzos dirigidos por líderes de Greater Washington se pueden ver en el capítulo cuatro de este reporte (paginas 59 -85).

El proceso de traducción de las actividades del semestre en una exposición consistió en la producción de una narrativa visual que fue accesible y convincente a un público más amplio. Para lograr esto, los resultados se clasificaron en una serie de subtemas que salieron a relucir durante las reuniones con los residentes: Escuelas, Vivienda Accesible, Transporte y Transitabilidad Peatonal, Comercio Informal, y Salud y Espacio Público. Cada uno de estos temas se desarrolló durante muchas semanas por medio de talleres con los residentes y la permanente integración de nuevos hallazgos, datos y gráficos. La narrativa gráfica no solo incluyó la representación de datos, sino también propuestas con el fin de empoderar a los residentes de Greater Washington para practicar su liderazgo. En la siguiente sección se resumen estos hallazgos.

Hallazgos de la Clase de Evaluación de la Comunidad*1. Proveer Opciones para Vidas Saludables*

Los estudiantes se dieron cuenta que una prioridad importante para los residentes es el proveer oportunidades para una vida más saludable. Específicamente, los residentes quieren más opciones de comida económica y de alta calidad, y espacios adecuados de recreación para los niños. Al hablar de comida, los residentes hallaron que hay pocas tiendas de comestibles en la comunidad de Greater Washington. Como nos explica un residente, “casi todos los productos están caros y en algunos casos la fecha de vencimiento ya ha vencido.” Además, la mayoría de residentes explicaron que compran en Costco (2.5 millas lejos) o Walmart (a 1.5 millas), ambos comercios alejados de la comunidad y más allá de una distancia razonable a pie. La necesidad de salir fuera de la comunidad de Greater Washington para hacer las compras es un obstáculo en un área donde las viviendas tienen en promedio un menor acceso a coches por casa que el promedio en toda la ciudad de San José. La separación del espacio urbano entre las casas y las tiendas de comestibles saludables es particularmente una problemática muy significativa para los hogares con muchos miembros y aquellos con presupuestos ajustados.

Con respecto al acceso a espacios recreativos adecuados para los niños, un residente dijo que “nosotros [los residentes] no mandamos a nuestros hijos al parque porque no nos sentimos seguros haciéndolo.” La idea que los parques en la comunidad no son seguros es evidente en todos los residentes, quienes sienten que la presencia de la criminalidad, la prostitución y los indigentes (vagabundos) impiden que los parques sean lugares adecuados para que los niños se diviertan en ellos. No obstante, otro residente explicó que los niños juegan en las calles, banquetas (aceras) y estacionamientos vacíos. Los residentes hicieron notar que para encontrar lugares seguros en donde los niños pueden divertirse, deben salir de las cercanías de la comunidad, y así terminan yendo a los parques Happy Hollow y Kelley.

2. Desarrollar Una Visión Comprensiva para confrontar el tema de Vivienda Asequible

Durante los muchos talleres que fueron conducidos con residentes de Greater Washington, se pudo notar que el tema de vivienda asequible es dominante que define sus vidas de día a día. La cuestión de vivienda en la vecindad esta conectado a tendencias de aburguesamiento en la región del Bay Area, y la localización del vecindario cerca del centro de San Jose. Existen diferentes modelos en toda la región que pueden ser aplicados para incentivar capacidad, liderazgo y acción para una agenda de vivienda asequible en el vecindario. Para desarrollar este trabajo la comunidad tendría que organizarse y proponer un comité que lleve acabo procesos participativos que determinen las necesidades de la comunidad.

3. Decrease Barriers to Walkability in the Neighborhood

Students learned quickly from community residents that busy and fast-moving traffic, inoperable street lights, and crime made certain areas within the neighborhood inhospitable to pedestrians. As one resident noted about walking at night: “this street is totally and completely dark. There are lights but the cables were cut so the lights don’t work. Someone asked the city to fix the lights, but the city said no.” This person also noted that residents feel that the city is unable or unwilling to these problems. In response to some of these concerns, students researched low-cost crosswalk improvement options and lighting changes that could be an inexpensive and effective solution.

4. Increase Support for Informal Businesses

One of the gems of Greater Washington is the great number of informal businesses that directly serve the needs of neighborhood residents. The students defined informal businesses as those that operate outside of existing zoning regulations, building codes, or retail permits. These businesses include street vendors and home businesses.

In dialogue with community residents, it was expressed that informal business vendors serve two purposes: (1) to provide economic benefit and livelihood to the vendor who cannot access formal business opportunities due to citizenship status or insufficient capital to obtain permits, and (2) they fulfill a community need that otherwise is not being met by formal establishments. The student teams surmised that informal businesses could become linchpins for economic development since revenue from local businesses often remains in the local economy. The question arose: how can local, informal businesses become active investors in the neighborhood? Case in point: during an openended interview with amobile retailer, students learned that the vendor has been selling soccer equipment to kids in the local leagues for the last two years. This business owner used to have a store but with the struggling economy he could not keep it. Nonetheless, he gives back to the league and recently donated 100 soccer balls in April to the league for Day of the Child.

5. Examine potential for a Middle School within the Greater Washington Area

“We need a neighborhood middle school because it would be closer for students, within walking distance, and convenient...” reports one Greater Washington resident. Currently, due to the absence of a middle school within the neighborhood boundaries, residents feel that parents cannot monitor kids’ afterschool activities. In addition, the longer distance that children undertake to reach middle schools makes it harder for parents to pick up their child if they get sick. While proposals for where or how a middle school can be established within the neighborhood remains preliminary and often controversial, it is important to include this here as it was an often cited desire.

The conclusion of the Community Assessment in December 2013 marked the culmination of an important set of foundational steps in the Greater Washington neighborhood planning process. CommUniverCity staff members and SJSU faculty were introduced to the community leaders, working relationships were established, and the enthusiasm and talents of the graduate student team was exemplified by actively listening to community residents and turning those observations into graphic boards that captured priorities and alternatives in the community. The community residents benefited from the discussions provided through academic exercises, while the graduate students embraced service learning aspects of their experience in the community.



FIGURE 27: Community Assessment Class Final Review
Kim Thai, a student from the community assessment class showcases one of the posters which demonstrates her findings based on the theme of informal businesses. Source: Santa Clara University

3. Disminuir los obstáculos para caminar en la comunidad

Los estudiantes aprendieron rápidamente, por medio de los residentes de la comunidad, que la aglomeración de tráfico y la alta velocidad de los automóviles, los problemas con el alumbrado eléctrico y la criminalidad hacen que las áreas de la comunidad no sean apropiadas para los peatones. Como un residente comentó acerca de la opción de caminar por la noche, notando que “esta calle [dirigiéndose a una calle de la comunidad] está completamente oscura en la noche. Hay algunas luces [del alumbrado eléctrico], pero no tienen cables eléctricos porque fueron cortados, así que las luces no funcionan. Alguien le pidió a la municipalidad que las arreglara, pero dijeron que no.” También debemos mencionar que esta persona indicó lo que los residentes piensan acerca de esto: la municipalidad es incapaz o simplemente no quiere arreglar los problemas con el alumbrado eléctrico en las calles. Como respuesta a algunas de estas preocupaciones, los estudiantes investigaron soluciones de bajo costo monetario que pueden ser efectivos para solucionar estos problemas existentes.

4. Aumentar el apoyo a los negocios informales

Uno de los tesoros del área Greater Washington son los negocios informales que directamente tratan con las necesidades de la comunidad. Los estudiantes definieron los negocios informales como aquellos que operan sin ser regulados por los códigos de la ciudad y sin tener permisos legales. Este tipo de negocios incluye vendedores/comerciantes ambulantes y negocios ocultos en los hogares.

En diálogo con los residentes de la comunidad, se nos dijo que los negocios informales sirven dos propósitos en mente: 1) para beneficiar a los vendedores quienes no pueden formalizar sus negocios por sus status de ciudadanía (no autorizada) en el país o porque no cuentan con los costos para obtener los permisos requeridos y 2) satisfacen las necesidades de la comunidad, las cuales no puede ser solventada por los negocios formales. Los equipos de estudiantes dedujeron que los negocios informales fomentan el desarrollo económico en la comunidad, ya que las ganancias de ellos quedan en la comunidad. La pregunta que se estipuló fue: ¿Cómo pueden los negocios locales informales convertirse en inversionistas activos en la comunidad? Puntualmente: durante una entrevista abierta con un comerciante ambulante, los estudiantes se enteraron que el vendedor había estado vendiendo productos de fútbol para niños pertenecientes a las ligas de fútbol locales durante los últimos dos años. Este negociante había tenido una tienda, pero las complicaciones con la economía nacional provocaron que no pudiese seguir con su tienda de artículos deportivos. Sin embargo, a pesar de que es un comerciante informal, recientemente donó en abril cien pelotas de fútbol a la liga de Day of the Child.

5. Analizar la posibilidad de construir una escuela middle school dentro de Greater Washington.

“Necesitamos una escuela secundaria en la comunidad porque estaría más cerca para los estudiantes de esta área, quienes podrían caminar para llegar a ella...” dijo un residente del área de Greater Washington. Actualmente, ya que no hay semejante escuela en las cercanías de la comunidad, los residentes piensan que los padres no pueden supervisar a sus hijos después de la escuela, especialmente cuando se encuentran en actividades extraescolares. Es por eso que entre más larga es la distancia que los niños tienen que emprender para llegar a la escuela primaria, más difícil es para los padres de familia quienes deben de recoger a sus hijos si se enferman mientras están en la escuela. Mientras algunas propuestas las cuales tratan sobre en dónde y cómo establecer una escuela secundaria en la comunidad siguen en sus etapas preliminares y a menudo controversiales, es importante incluir dicha propuesta en este informe puesto que fue arduamente mencionada por los residentes.

La conclusión de la clase de Evaluación de la comunidad en Diciembre 2013 marco la culminación de una serie de pasos primordiales en el proceso de planificación de Greater Washington. Empleados de CommUniverCity, de la Universidad Estatal de San Jose, y de la Universidad de Santa Clara conocieron a líderes de la comunidad, relaciones de trabajo fueron establecidas, y el entusiasmo y talento de estudiantes de posgrado fue resaltado a través de el acto de escuchar a residentes y la traducción de estas observaciones en posters gráficos que capturaron las prioridades y alternativas en Greater Washington. Los miembros de la comunidad se beneficiaron de las discusiones y los ejercicios previstos, mientras los estudiantes de posgrado adoptaron los aspectos de aprendizaje de oficio en sus experiencias en la comunidad.

FIGURA 27: Presentacion Final de la Clase de Evaluación Comunitaria
Kim Thai, una estudiante de la clase de evaluación comunitaria demuestra sus hallazgos basados en el tema de negocios informales a través de un poster. Fuente: Santa Clara University

3c. URBP 203 Collaborative Neighborhood Planning Process: The Listening Tour

In Spring of 2014 a new graduate student team under the direction of SJSU Prof. Rick Kos was called upon to carry the work forward. A transition took place building upon the efforts by the community assessment class to expand the Collaborative Neighborhood Planning phase of the project. Based on our growing understanding of Greater Washington dynamics, it was determined that the collaborations between the CommUniverCity team and resident leaders should expand from its “home base” at the elementary school and that conversations in various other locations should take place. We dubbed this approach a “listening tour” with the explicit purpose of devoting time and energy to the multiple sub-neighborhoods within Greater Washington, including Alma and Tamien. The following section describes the primary discoveries made during this listening tour.

Maintain Housing Affordability

Participants at the listening tour meetings highlighted that they loved living in the Greater Washington neighborhood and they had chosen to live and work there as opposed to other places in San José. Consequently, the issue of maintaining housing affordability was highlighted as a priority among residents. Attendees of the community meeting at Sacred Heart Parish highlighted a specific concern with a mismatch between high rental prices and housing quality: for a one-bedroom apartment, participants noted, the average price was around \$1,000 to \$2,000. Along with stretching families’ budgets thin, attendees noted that increased rental prices have caused overcrowding and that, oftentimes, two families are needed to afford a home. Participants expressed concerns that overcrowding produces very negative impacts on their children’s lives and psyche.

In addition, residents noted new housing developments under construction in the area and expressed concern about their affordability and the likelihood that they would be marketed to those with higher incomes, thus exacerbating higher housing and living prices in the area. One example noted by participants are the Skyline Condominiums near the Tamien station, at the corner of Alma Street and Pine Street. Current prices for units range from the mid to high \$500,000s, out of reach for most residents of the Greater Washington neighborhood. Moreover, participants voiced their disapproval of the community agreements made with the developer of the condominiums; it was noted that the developer had agreed in 2008 to build a public park that met the needs of the community, but it has yet to be built six years later.

Create Safe Public Places, Reduce Prostitution

Participants strongly believed that the presence of prostitution in the neighborhood leads to sexual harassment of residents and an unsafe environment for pedestrians. Most alarming, many participants at the meeting at Washington Youth Center shared stories of being honked at by cars or harassed by those who travelled to the area looking to pick up sex workers. Many of the women at the Washington Youth Center meeting told stories of being harassed as pedestrians as they walked home from the Biblioteca Latinoamericana. It seems that more than the presence and visibility of sex workers in the area, it is the aggressive behavior of clients that come into the area, as well as territorial pimps, that make it an unsafe environment for local residents.

Residents pointed to 1st Street and the parking lot in front of the Biblioteca Latinoamericana as two hot spots for prostitution and crime. One participant reminded others of a shooting that had happened outside of the Biblioteca Latinoamericana related to prostitution only a few months prior. More generally, attendees lamented that prostitution happened in many of the traditionally “safe spaces” such as libraries and schools, resulting in activities that made them much less approachable as community resources.



FIGURE 28: Youth Locate Neighborhood Assets

Using a map of the neighborhood, profesor Rick Kos leads youth through an exercise that helps them identify neighborhood assets and constraints.
Source: Dayana Salazar

3c. URBP 203 Hallazgos de los Tours de Charla Explicativas

En la primavera de 2014 fue llamado un nuevo equipo de estudiantes de posgrado bajo la dirección del Prof. de SJSU, Rick Kos, para continuar con el trabajo. Se llevó a cabo una transición a partir de el trabajo de la Clase de Evaluación de la Comunidad para expender la fase basada en el Planificación Colaborativa del Barrio del que, históricamente, ha implicado un enfoque principal en el establecimiento de prioridades de la vecindad. Sobre la base de nuestro creciente entendimiento de la dinámica de Greater Washington, se determinó que las colaboraciones entre el equipo de ComUniverCity y los líderes residentes deben expandirse de su “base de operaciones” en la escuela primaria y que se deben llevar a cabo conversaciones en varios otros lugares. Denominamos este enfoque como “Tours del Charlas Explicativas” con el propósito explícito de dedicar tiempo y energía a los múltiples sub-barrios dentro de Great Washington, incluyendo Alma y Tamien. La siguiente sección describe los principales descubrimientos realizados durante estos tours.

Mantener acceso a viviendas asequibles

Los participantes en los tours dialogaron sobre algunas de las razones que les llevaron a elegir Greater Washington como su hogar y sitio de trabajo sobre otras áreas en San José. Por tanto, entre las principales prioridades de los residentes del área está la de mantener asequibles los precios de vivienda. Los asistentes de la junta comunitaria que se llevó a cabo en la parroquia del Sagrado Corazón mostraron gran preocupación por los altos precios de alquiler, los cuales no coinciden con la calidad de las viviendas. Los asistentes indicaron que el costo promedio para alquilar un apartamento de un dormitorio está entre los \$1,000 y \$2,000 dólares, y señalaron que los altos precios de alquiler muchas veces obligan a que varias familias vivan bajo un mismo techo; lo cual puede tener consecuencias negativas en la vida y la salud psicológica de los niños.

Por otro lado, los residentes hablaron sobre las nuevas urbanizaciones que están siendo construidas en la zona, y expresaron su preocupación por sus altos precios y por la probabilidad de que estas sean comercializadas a individuos con ingresos mayores a los de las personas que viven en el área, provocando que los precios de alquiler sean inasequibles para los residentes. Un claro ejemplo de esto señalado por

los asistentes de las juntas son los precios del complejo de condominios Skyline que está cerca de la estación Tamien, en la intersección de las calles Alma y Pine. Los precios actuales de estas unidades están fuera del alcance de los residentes de Greater Washington; estos van desde \$550,000.00 hasta casi los \$600,000.00. Además de esto, los participantes se mostraron insatisfechos con los acuerdos que se llevaron a cabo en el 2008 entre la comunidad y la compañía de bienes raíces encargada de la construcción de dicho complejo; la cual había prometido construir un parque público que cumpliera con las necesidades de la comunidad, algo que seis años más tarde aún no ha cumplido.

Crear zonas públicas seguras y reducir la prostitución

Los participantes creen firmemente que la presencia de la prostitución en el barrio conduce al acoso sexual de los residentes del área, lo cual crea también un ambiente hostil para los peatones. Algo aún más alarmante es el hecho de que varios de los participantes que asistieron a la junta que se llevó a cabo en el Centro Juvenil Washington compartieron historias de cómo han sido acosadas por hombres en búsqueda de prostitutas mientras regresaban a casa de la Biblioteca Latinoamericana. Al parecer, lo que indigna más a los residentes de Greater Washington no es la presencia de las prostitutas, sino el ambiente peligroso que crea el comportamiento agresivo de los clientes que vienen al barrio, así como también el de los chulos locales, lo que constituye un ambiente poco seguro para los residentes locales.

Los residentes señalaron a la calle 1ra y al estacionamiento cruzando la calle de la Biblioteca Latinoamericana como los lugares en donde ocurre la mayoría de la prostitución y del crimen. Uno de los participantes le contó a los demás sobre un tiroteo que ocurrió afuera de la Biblioteca Latinoamericana hace unos meses, el cual estaba relacionado a la prostitución. En general, los participantes lamentaron el hecho de que la prostitución ocurría en lugares designados como “zonas seguras” tales como bibliotecas y escuelas, lo que conlleva a la aparición de actividades que hacen esas zonas y a sus recursos comunitarios menos accesibles.

Most residents believe that many of the sex workers in the area are not from the Greater Washington neighborhood but from many other areas around San José and the Bay Area. Some believed that prostitution moved to places where it would be tolerated, and that prostitution had moved around from different neighborhoods to the Greater Washington neighborhood because residents of other neighborhoods had rallied to eradicate it from their area.

There is a strong consensus among participants that Bay Area pimps are exploiting the sex workers in this area. In response, many respondents shared a desire to connect these exploited sex workers with educational and employment opportunities. Residents also proposed an awareness campaign, like a daylong march, to highlight the problems surrounding sexual exploitation and the resulting unsafe environment that prostitution brings to the neighborhood.

Provide more Resources for Community Youth Centers

The sub neighborhoods of Greater Washington displayed a collective concern for preserving and further improving the youth service centers in their areas. The attendees of all three of the community meetings expressed how important these youth centers are to their community. Their conversation highlighted the positive aspects of these centers which included: 1) recreational activities that keep at-risk youths off of crime ridden streets; 2) homework help for educational improvement; and 3) successful community cohesion to create a sense of empowerment. The community members vocalized that both the Alma and Washington Youth Centers are immensely beneficial for the youth and highly prized by the adults.

However, the attendees were extremely distressed about the lack of funding for these youth centers. In fact, as a coordinator of the Alma Youth Center explained, that center was still standing because of dedicated student, church, and community volunteers. Most of the funding came from fundraiser efforts in collaboration with Santa Clara University and nonprofit organizations. The attendees expressed concern about the lack of funding leading to lesser hours for the Alma Youth Center. Consequently, this means that the youth who usually utilized the center during open hours ended up on the streets during closed hours. In the Youth Center, the kids expressed that they felt safe and at home but on the streets, these kids were vulnerable and at-risk for crime and gang activity. The attendees also shared how they would like to see computer classes and employment aid classes to help prostitutes and homeless people integrate and prepare for potential job opportunities. However, the current recreational classes such as Aztec Dance and Gen X, are really helping bring the community together which Alma often struggled with.

With regard to funding, the attendees felt it to be unfair that the Washington Youth Center received a grant for development but residents of the Alma sub neighborhood, unfortunately, did not. A community leader claimed that this unequal distribution of funds ultimately created some internal tension between the Greater Washington sub neighborhoods. Despite that, from the optimistic tone of the staff and community members during the meeting, the Alma Youth Center staff remain positive with hopes of future funding and grants so this center has the opportunity to provide as many resources as the Washington Youth Center.

The modern exterior facade combined with the convenient location makes the Washington Youth center the heart of the Washington sub neighborhood. When interviewing the youth who utilized this center on a weekly basis, they exclaimed how it felt like home. This center provides dance classes, a basketball court, a connected library, and a park. One of the most positive aspects that were well appreciated by the youth was how accessible and walkable it was. Most of the children come to the center on their own, usually after school. They perceived the center as a safe, public space with impactful services.



FIGURE 29: Alma Youth Center
Alma Youth Center, one of the youth centers which residents expressed concern for preserving and further improving. Source: Beth Martin

La mayoría de los residentes creen que los que trabajan en el negocio de la prostitución no son del área cerca a Greater Washington sino de otros barrios alrededor de San José y del Área de la Bahía. Algunos piensan que la prostitución llegó al barrio Greater Washington ya que ésta no fue tolerada por los residentes de otros barrios.

Existe un fuerte consenso entre los participantes de la encuesta de que las prostitutas en el área están siendo explotadas por los chulos del Área de la Bahía. Como resultado, muchos de estos participantes compartieron su deseo de querer ayudar a las víctimas de la prostitución y de conectarlas con oportunidades de educación y empleo. Los residentes propusieron también la idea de organizar una marcha que ayude a solucionar los problemas en torno a la explotación sexual y al ambiente hostil que hay en el barrio como resultado a la presencia de la prostitución.

Proveer mayores recursos a centros juveniles comunitarios

Los sub-vecindarios de Greater Washington demostraron una preocupación colectiva por mantener y continuar mejorando los centros de servicios juveniles en sus áreas. Los asistentes de las tres juntas de la comunidad expresaron la importancia que estos centros juveniles tienen en su comunidad. La conversación entre estos puso especial énfasis a los aspectos positivos de dichos centros. Entre esos aspectos se hallan: 1) actividades recreativas que mantienen a los jóvenes en riesgo fuera de las calles bajo control de la delincuencia; 2) ayuda con las tareas para mejorar la educación; y 3) una unión comunitaria para crear un sentido de fortaleza en la comunidad. Los miembros de la comunidad explicaron como el Centro Juvenil Washington y el Centro Juvenil Alma son inmensamente beneficiosos para los jóvenes y muy apreciados por los adultos.

Sin embargo, los que asistieron a las juntas se mostraron muy angustiados debido a la falta de fondos para estos centros. De hecho, como un coordinador del Centro Juvenil Alma explicó, el centro se mantiene abierto gracias a la dedicación de los estudiantes, la iglesia y los voluntarios de la comunidad. La mayor parte de la ayuda financiera proviene de los esfuerzos hechos por la Universidad de Santa Clara y otras organizaciones sin fines de lucro que colaboran recaudando fondos. Los asistentes expresaron su preocupación por la falta de fondos, lo cual resulta en menos horas de servicio para el Centro Juvenil Alma. Como resultado, los jóvenes, que por lo general utilizan este centro durante sus horas de servicio, terminan vagando por las calles cuando el centro no está en servicio. Algo a destacar es que los jóvenes expresaron sentirse seguros cuando están en el centro juvenil y en casa, pero no en las calles, ya que allí son vulnerables y en riesgo de involucrarse en las actividades de pandillas y caer en la delincuencia. Los asistentes también compartieron que les gustaría ver clases de computación y de preparación de empleo para ayudar a las prostitutas y a los desamparados a integrarse y prepararse para posibles oportunidades de trabajo. De hecho, las clases actuales, como la danza azteca y la Gen X, realmente están contribuyendo a la unión de la comunidad, algo que el sitio de Alma frecuentemente ha intentado.

Con respecto a los fondos, los que participaron sienten que es injusto que solamente el Centro Juvenil Washington reciba una beca para su desarrollo, y los residentes del sub-vecindario Alma, desafortunadamente no la reciban. Un líder comunitario afirmó que esta desigualdad de distribución de fondos al final crea problemas internos entre los sub-vecindarios de Washington. A pesar de esto, el tono del personal y los miembros de la comunidad durante la junta es positivo, el personal del Centro Juvenil Alma tiene la esperanza de recibir futuros fondos y becas para que este centro tenga la oportunidad de proporcionar a la comunidad los mismos recursos que ofrece el Centro Juvenil Washington.

La fachada exterior moderna junto a la conveniente ubicación del centro juvenil hacen que el Centro Juvenil Washington sea el corazón del vecindario. Al entrevistar a los jóvenes que utilizan el centro semanalmente, éstos expresaron sentirse como en casa. El centro ofrece clases de baile, una cancha de baloncesto, una biblioteca y un parque. Uno de los aspectos positivos del centro y que es muy apreciado por los jóvenes es la accesibilidad y la corta ruta al centro. La mayoría de los niños vienen al centro solos, y por lo general después de la escuela. Para ellos el centro es un lugar público seguro y con servicios excelentes.

At the final meeting held at the Washington Youth Center, the staff and community members all agreed that this center helped keep the neighborhood kids busy and off the streets. However, due to low funding, this center is only open three days out of the week and the library is open for four days. The attendees were simply unsatisfied with these kind of hours because they thought it was insufficient for the young kids. Both the staff and parents advocated that the center and library be open for at least five days out of the week. They believe these extended hours will result in less drug use and crime on the streets since the at-risk youths will be busy doing recreational or educational activities at the center.

This belief that extended youth center hours will lead to reduced neighborhood crime is also shared by the Alma Youth Center staff and parents. The attendees in all three of the community meetings that took place in both the Washington and Alma Youth Centers, which included the parents, youth, and center staff members, displayed an immense amount of concern and genuine care about the happenings of the centers. The community members really want to make the best out of these centers, which they believe they can with increased funding.

Reduce conflict between residents and people experiencing homelessness

The issue of homelessness and the state of the homeless encampments is a major concern of the Greater Washington neighborhood residents. It was an especially prominent topic at the Alma Community Center meeting. The attendees thought the population of people experiencing homelessness was growing and is now beyond the ability of police to control effectively. They also claimed a neighborhood equity issue: many homeless individuals come to Alma from wealthier neighborhoods such as Willow Glen and consequently become Alma's burden. People experiencing homelessness are dispersed throughout the neighborhood and leave trash behind, which makes the city appear dirtier. The attendees also noted that the homeless individuals tend to gather near parks such as Bellevue, making these public parks trash prone and unsafe. That is why some of the residents prefer not to live near the parks.

They also noted the many homeless encampments that have been set up along creeks. Furthermore, it is often felt that the city capitulates to people experiencing homelessness by providing them with large dumpsters for the excessive trash they accumulate. However, these dumpsters are denied to the general neighborhood citizens who are also affected by the same trash. The residents believe that the local government only addresses homelessness with short-term solutions.

The meeting attendees also proposed their own potential solutions to solve homelessness. One participant suggested that they be offered computer classes and other job training facilities so they can be prepared for future employment opportunities. In addition, there should be a facility where people experiencing homelessness can go to clean up, take showers, and dress professionally for the interviews. Another attendee proposed that the government accept their Section 8 vouchers so they can be provided with affordable housing. Finally, another attendee recommended some of the problematic motels around town be converted into affordable housing units for people experiencing homelessness. It is noteworthy that these suggestions were made in the spirit of the community and people experiencing homelessness working in partnership, as opposed to proposals aimed at pushing homeless persons from the neighborhood completely.

Both the staff of the Washington and Alma community centers say they make an effort to implement extra safety features to prevent people experiencing homelessness from loitering on their properties, which typically results in trash management and cleanliness challenges. Many of the participants shared anecdotes about finding trash on the sidewalk or on their front yards because of homeless persons and sex workers, including articles of clothing and food scraps. On top of that, the attendees were upset that the city fails to provide extra trash bins for proper disposal.



FIGURE 30: Litter in the Neighborhood

Many residents at the community meeting shared anecdotes about finding trash on the sidewalk or on their front yards. Source: Beth Martin

En la última junta, la cual tuvo lugar en el Centro Juvenil Washington, los funcionarios y los miembros de la comunidad estuvieron de acuerdo en que el centro ayuda a mantener a los jóvenes ocupados y fuera de las calles. Sin embargo, debido a los insuficientes fondos, mientras que la biblioteca está abierta durante cuatro días de la semana, el centro está abierto sólo durante tres días de la semana. Los asistentes expresaron estar disconformes con el horario del centro, ya que creen que las horas de servicios son insuficientes para los jóvenes. Tanto el personal como los padres de los jóvenes sugirieron que el centro y la biblioteca deberían estar abiertos durante al menos cinco días de la semana. Ellos creen que al extender las horas de servicio se reducirá el uso de drogas y el crimen en las calles, ya que los jóvenes que están en riesgo de caer en ellas estarán ocupados en el centro haciendo actividades recreativas o educativas.

Esta idea la comparten también el personal del centro y los padres de los jóvenes que asisten al Centro Juvenil Alma. Durante las tres juntas de la comunidad, las cuales tuvieron lugar en los centros Centro Juvenil Washington y el Centro Juvenil Alma, los asistentes, que incluyeron a los padres, los jóvenes y a los miembros del personal, mostraron una inmensa preocupación e importancia hacia lo que está ocurriendo con los centros. Los miembros de la comunidad quieren realmente aprovechar estos centros, y creen que con un aumento de fondos habrán mejores resultados.

Reducir conflictos entre los residentes y las personas sin hogar

El problema creado por la falta de vivienda y las condiciones de los sitios en donde acampan las personas sin hogar es un asunto de gran importancia para los residentes de Greater Washington, este fue uno de los temas principales tratados en la reunión que se llevó a cabo en el Centro Juvenil Alma. Los asistentes a esta reunión creen que el número de indigentes viviendo en las calles está ascendiendo cada vez más, y que ya es imposible para policía mantener esta situación bajo control. Los residentes también señalaron que muchas de las personas sin hogar vienen a Alma de vecindarios con mejores recursos económicos, tal como Willow Glen. Estas personas crean problemas para la comunidad, entre ellos: dejar basura regada por todas partes, lo cual hace que la ciudad se vea sucia y descuidada. Los residentes que asistieron a esta junta también mencionaron que los indigentes se reúnen en sitios como el parque Bellevue, esto origina que estos lugares sean menos seguros, y a que estén llenos de basura. Por esta razón, algunos de los residentes prefieren no vivir cerca los parques.

Así mismo, los asistentes mencionaron que muchos de los indigentes se han establecido cerca de los arroyos. Entre otras cosas, se mencionó que la ciudad se rinde ante las personas sin hogar proveyéndoles enormes contenedores de basura; sin embargo, la ciudad niega dichos contenedores a las personas que viven en el área y que son afectadas por la basura creada por los indigentes. Los residentes creen que las autoridades locales solo dan a los indigentes soluciones temporales y no de largo plazo.

Los asistentes a la reunión también propusieron varias formas de resolver el problema de las personas sin hogar; uno de los participantes sugirió que se ofrezcan clases de computación y otros entrenamientos de trabajo para que así estas estén preparadas para futuras oportunidades de trabajo. Además, se indicó que debería de haber un lugar en donde los indigentes puedan ir a asearse y ponerse ropa adecuada para sus entrevistas de trabajo. Otra persona que asistió a la reunión propuso que el gobierno acepte el vale de la Sección 8 para que se les pueda proveer viviendas más baratas. Finalmente, otro de los asistentes recomendó que algunos de los moteles dudosos en la ciudad sean convertidos en sitios de alquiler baratos para las personas sin hogar. Es importante mencionar que todas estas sugerencias fueron hechas para mejorar las vidas de los indigentes, y no para sacarlos de la comunidad.

Tanto el personal del Centro Juvenil Washington como del Centro Juvenil Alma mencionaron que se está haciendo un esfuerzo para ayudar a prevenir que las personas sin hogar vaguen por las propiedades privadas, ya que estos generalmente ocasiona la aparición y acumulación de basura. Muchos de los participantes informaron haber encontrado basura en las banquetas y jardines de sus casas, la cual había sido tirada por indigentes y prostitutas. Entre otras cosas los asistentes a la reunión mostraron estar molestos con la ciudad, dado que ésta no proporciona más contenedores de basura, los cuales son verdaderamente necesarios.

From their tone and body language, the attendees were eager for a solution to the homelessness issue. They want their neighborhood to be clean and pristine. They want their parks to be safe for their children. Finally, most of them want to assist those experiencing homelessness to help them connect with employment and housing. They believe with the proper resources and cooperation from the local government, homelessness and littering can be gradually solved.

3d. Conclusion: Next Steps

In Chapter 1 it was noted that, out of necessity, our short one year of engagement with the Greater Washington neighborhood was focused primarily on the first two steps of the Collaborative Neighborhood Planning process: a careful documentation of current conditions and building connections with community residents. These are necessary steps that precede the third step: creating “implementation bridges” with clear action steps and proposed solutions for each neighborhood priority. The dissolution of the Strong Neighborhoods Initiative has created a significant slowdown in multiyear collaboration between the city and its neighborhoods, citywide. Fortunately, organizations such as Santa Clara University and CommUniverCity are attempting to fill this vacuum and it is our hope that a team of organized and active neighborhood residents can build upon the findings of this report to formulate implementation bridges, perhaps with future support from the same partners who led the first stages of this work, should the local leaders request this assistance. This would require residents to create a timeline and delegate responsibilities to see an action plan through to completion.

Whatever the next steps of the residents of Greater Washington may be, we hope that this report can be used as a lobbying tool for change in the neighborhood and a means to present neighborhood priorities and projects to the City or institutions interested in working with the community.



FIGURE 31: Watermelon Eating Contest
Washington neighborhood kids partake in a watermelon eating contest as part of the Sustainability Fair hosted in Brenda Lopez Park. Source: Lale Tiejiao

De la expresión de los asistentes a las juntas (su lenguaje corporal y forma de hablar) se puede notar que estos están ansiosos por encontrar una solución al problema de las personas sin vivienda. Estos quieren que su vecindario esté limpio y prístino, y que los parques sean lugares seguros para sus hijos. Por último, muchos de los asistentes dijeron estar interesados en ayudar a que las personas que no tienen hogar encuentren un trabajo y un sitio en dónde vivir. Estos creen que con los recursos apropiados y con la cooperación del gobierno local se podrá encontrar poco a poco una solución a este problema.

3.d Conclusión: Pasos a Seguir

En el capítulo 1 se señaló que, por necesidad, nuestro corto año de compromiso con el barrio Greater Washington se enfocó principalmente en los dos primeros pasos del proceso de Colaboración con la Planificación del Barrio: (1) una documentación cuidadosa acerca de las condiciones actuales y (2) la construcción de conexiones con los residentes de la comunidad. Estos son los pasos necesarios que nos llevan al tercer paso: la creación de “puentes de implementación” con medidas de acción claras y soluciones propuestas para las prioridades de cada barrio. La disolución de la iniciativa Strong Neighborhoods ha creado una desaceleración importante en la colaboración de varios años entre la ciudad y sus barrios, en toda la ciudad. Afortunadamente, organizaciones tales como la Universidad de Santa Clara y CommUniverCity están tratando de llenar este vacío y es nuestra esperanza es que un grupo organizado y activo de los residentes del barrio pueda concretarse a través de las conclusiones de este informe, para así poder formular puentes de implementación, y quizá con el apoyo de los mismos socios que lideraron las primeras etapas de este trabajo, los líderes locales puedan solicitar esta ayuda. Esto requeriría que los residentes establezcan una línea de tiempo y tengan responsabilidades para poder ver un plan de acción hasta el final.

Cualesquiera que sean los próximos pasos de los residentes del barrio de Greater Washington, esperamos que este informe pueda ser utilizado como una herramienta de cabildeo para un cambio y un medio para presentar las prioridades del barrio y los proyectos de la Ciudad o instituciones interesadas en trabajar con la comunidad.

FIGURA 31: Concurso de comer sandías
Niños del vecindario de Washington participaron en un concurso de comer sandías como parte de la feria de sustentabilidad que tuvo lugar en el parque Brenda Lopez. Fuente: Lale Tiejiao

Community Assessment / Evaluación Comunitaria

4a. Educating the Next Generation / Educando a la Proxima Generación



Posters 1 - 10 / Laminas 1 - 10

Note:

For digital copies of all the posters in pages 60 thru 86 contact Fernando Burga: hfburga@umn.edu
 For physical copies of all posters in pages 60 thru 86 contact Rick Kos: richard.kos@sjsu.edu
 For a community liason regarding the information in all posters contact Maria Marcelo: mmarcelo79@yahoo.com

Washington Neighborhood Courtney Keeney / Mike Brestel Board #1

Educating the Next Generation

This map shows the locations of schools and community centers in the Washington Neighborhood. There are no Middle Schools nearby - We propose solutions to this urgent problem.

"We need a neighborhood middle school because it would be closer for students, within walking distance, and convenient..."
 Washington Community Member

The most important issue expressed by community members is the lack of a neighborhood middle school. Major problems with current middle school locations include:

- LOCATION** Not convenient for children and parents
- DISTANCE** Parents cannot easily pick up their sick children
- SAFETY** Parents cannot monitor children's after school activities
- MAINTENANCE** School buses breakdown, can be late and unreliable

Source: Google Images

0 0.125 0.25 0.5 Miles

→ Planning efforts should focus on creating a proposal for a new middle school or converting an existing site to accommodate the emerging neighborhood needs.

URBP 201 : Community Assessment Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn,

Washington Neighborhood Courtney Keeney / Mike Brestel Board #2

Educating the Next Generation

After analyzing the amount of Elementary school children in the Washington neighborhood it has become clear that a new Middle School is an urgent need

THE ISSUE:
 Two additional elementary schools have opened in the community within the last two years.

THE FACTS:
 In 2000, 13.4% of the population in Washington Community were between the ages of 10-19, in 2010 12.6%. There are 15,341 students currently enrolled in Elementary Schools within San Jose School District; 6,818 enrolled in Middle Schools; and 10,085 in High Schools.

507 Washington Elementary San Jose Public Schools
591 Mateo Sheedy Elementary Rocketship Charter School
485 Alma Academy Rocketship Charter School

1583
 Number of Washington neighborhood students who will need to go to Middle School but where?

WE PROPOSE THREE SOLUTIONS

- OPTION 1** New Middle School at Tamien Location
- OPTION 2** Retrofit Existing Washington Youth Center
- OPTION 3** New Infrastructure at Washington Elementary

URBP 201 : Community Assessment Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn,

Washington Neighborhood Courtney Keeney / Mike Brestel Board #3

Educating the Next Generation

After community input the path to introducing a new Middle School has become clear. New classes at Washington Elementary is not feasible, we must retrofit or build elsewhere

Analysis of proposed options...

MAY BE POSSIBLE



OPTION #1

New Middle School at Tamien
Building an entirely new Middle School at this location may be possible because:

- Previously proposed as school site
- Excellent Location for Middle School
- No disruption to current students at Washington Elementary

MAY BE POSSIBLE



OPTION #2

Convert Existing Youth Center
Incorporating a new Middle School into the Washington Youth Center may be possible and has some benefits:

- Possible support from City of San Jose
- No disruption to current students at Washington Elementary
- Less expensive than new construction

NOT POSSIBLE



OPTION #3

New Bldgs. at Washington Elementary
Incorporating a New Middle School into the existing elementary school was determined as infeasible for numerous reasons including:

- No support from City of San Jose
- Disruption to current students
- Lack of funding
- Current infrastructure is not able to accommodate the increase in number of students

→ In the next boards we will discuss the advantages and challenges of:
1. New Tamien Middle School 2. Retrofit Washington Youth Center

URBP 201 : Community Assessment
Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn,

Washington Neighborhood Courtney Keeney / Mike Brestel Board #4

Educating the Next Generation

What are the issues to a new Middle School at the Tamien Location?



LOCATION
The proposed site is currently an empty field directly adjacent to a CalTrain station and parking.

ZONING
The proposed site is currently zoned for Open Space and Urban Residential



POSSIBLE PROBLEMS

- Land Use**
Since property is not currently zoned for Educational use how difficult will it be to change allowed usage
- Traffic Increase**
Traffic volume will inevitably increase, how will this effect moving throughout the neighborhood
- Funding**
How will the new school be funded?
- Support by City of San Jose**
Will the proposal be supported by the city?
- Environmental Issues**
Noise, Dust, Construction Traffic

STEPS FOR IMPLEMENTATION

- Involve Stakeholders**
Will adjacent neighbors resist the proposal to introduce a new school
- Engage City of San Jose**
Building of new school will require coordination with city officials
- Begin Planning**
Engage design professionals to start School site designs
- Start Construction**
Gather bids, select contractor and begin the construction process

→ **The lack of available open space for a Middle School within the Washington Neighborhood has made this land conversion extremely urgent**

URBP 201 : Community Assessment
Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn,

Washington Neighborhood Courtney Keeney / Mike Brestel Board #5

Educating the Next Generation

New construction is not possible, so we must find another way of introducing a Middle School into the Washington neighborhood. Community Members have expressed interest in converting an existing use such as the Youth Center...

Re-Purpose an Existing Building!

Washington Youth Center
This existing building would make an excellent Middle School conversion for many reason including:

- Directly adjacent to Washington Elementary School
- Prominent 'icon' within neighborhood
- Doesn't require new construction
- Can be converted back to youth center after school hours

OPTION #2



Auxiliary rooms

Meeting Rooms
The small meeting rooms can easily be converted to more intimate classrooms or used by teachers for specific tasks

Game Room
In times when there is an overflow the game room can be temporarily used



Gymnasium



Gymnasium Floor Plan
Based on a typical class size four separate classes can be held within the existing Gynasium

"I prefer converting Washington Youth center. It is so close to where we live"
Community Member

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Washington Neighborhood Courtney Keeney / Mike Brestel Board #6

Educating the Next Generation

Studies have consistently shown the importance of a middle school for reasons including walkability and community based education

Middle School Within Walking Distance

Overall Health
When children walk to school they burn more calories, feel better and improve their overall health.
A study by the Journal *Diabetes Care* revealed the more walkable the neighborhood the less likely people are to develop diabetes

Test Scores
Studies in Washington DC have revealed a strong link between school performance and walkability.



Less Traffic
If children are able to walk to school less driving is required which has many positive impacts including:

- Less pollution
- Increased safety
- Decreased use of finite resources
- Less demand on street infrastructure

Community Based Education

WHAT IS COMMUNITY EDUCATION:

- Emphasizes increased involvement of parents, businesses, and community members.
- Provides opportunities for local community members, schools, and other organizations to become partners in addressing educational and community concerns



BENEFITS OF COMMUNITY EDUCATION

INCLUSION
- Promotes citizens sense of inclusion and integration

VALUES
- Uses communities values, problems and resources

EMPOWERMENT
- Empowers citizens to use their own abilities to overcome problems and achieve desired results

OWNERSHIP
- Provides a sense of 'ownership' and 'empowerment'

DIVERSITY
- Capitalizes on the diversity of its nearby neighborhoods



URBP 201 : Community Assessment
Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic,

Washington Neighborhood Courtney Keeney / Mike Brestel Board #7
Educating the Next Generation

Research show that k-8 schools benefits students, students' parents, and provide economic benefits to cities.

STUDENT / PARENT BENEFITS

- Parents**
Children are closer to home and under the watchful eye of their parents.
- Familiar Surroundings**
Keeping children in a familiar elementary school environment made entering adolescence less stressful.
- Switching Too Often**
The more times children switch schools the more likely they will lose their sense of self.
- Girls**
More likely to lose self-esteem
- Boys**
More likely to have lower extracurricular participation and lower grades



Washington students during an Earthquake drill.

"K-8 schools succeed because they provide a more personal, intimate involvement than middle schools and junior highs."
 -William Moloney, Colorado's Education Commissioner

SCHOOL / ECONOMIC BENEFITS

- Best Use of Limited Funds**
k-8 school may be more cost effective
- Eliminate Unnecessary Schools**
School district would have less teacher and staff positions to fund
- Cost Comparison**
Converting the elementary school is less expensive than building a new school
- Administrative Fees**
Overall operating costs decrease



Washington students during an Earthquake drill.

ADVANTAGES OF A K-8

- Smaller classrooms, personalized teaching
- Provides students with a familiar environment when reaching adolescence
- Stable parent involvement
- Better attendance
- Higher standardized test scores

DISADVANTAGES OF A K-8

- Teachers may not be used to older, bigger students
- Traditionally fewer extracurricular activities available
- Backlash from students
- School may not be built to manage the influx of students
- Difficulties transitioning to high school

Through the research presented, it is evident that a k-8 school would benefit Washington Neighborhood and fit emerging needs.

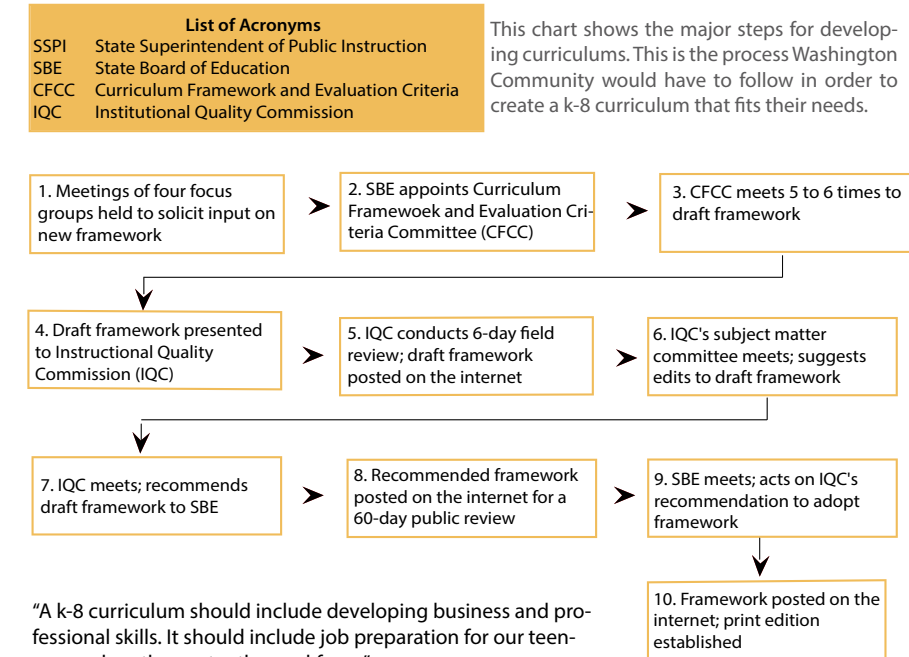
Washington Neighborhood Courtney Keeney / Mike Brestel Board #8
Educating the Next Generation

Current k-8 curriculums are mandated by the California Department of Education, changes to current curriculums are long, tedious processes.

COMMON CORE STATE STANDARDS (CCS)

The CCS are educational milestones that all students must reach at each grade, k-12. Currently adopted in 45 states, they ensure that all students receive the same education no matter what state a child lives in or how often a child changes schools. The CCS is designed to prepare students to further their education after high school and enter the workforce. Grade level curriculums are developed to ensure students reach CCS milestones

California Department of Education Curriculum Framework Development Process



"A k-8 curriculum should include developing business and professional skills. It should include job preparation for our teenagers when they enter the workforce."

-Washington Community Member

A k-8 curriculum for Washington Neighborhood must include aspects that are important to the community and are easily adaptable to emerging needs.

Washington Neighborhood Courtney Keeney / Mike Brestel Board #9
Educating the Next Generation

This board will show a sample curriculum that fits State of California requirements as well as meet the concerns of Washington Neighborhood.

Below is a recommended curriculum for Washington Elementary School. This curriculum includes state standards as well as items Washington Community members would like to see incorporated. Per Washington Neighborhood, a major concern is providing students with early career training and job skills prior to entering the work force.



	6 th grade	7 th grade	8 th grade
English Language Arts	Students read and analyze a wide range of literature. The emphasis is on comprehension of complex narrative and informational text. Students develop more sophisticated writing skills, such as using evidence in their work i.e. citations.	Students are required to identify and trace the development of authors' argument, write coherent reports, deliver persuasive oral presentations, analyze authors' writing.	Students are required to have mastered grammar, punctuation, and spelling. Students should continue to produce written reports (500-700 words) and should write beyond structural elements (ex. the authors attitude toward the subject)
Mathematics	Students develop an understanding of the concept of ratio and use ratio reasoning, rational numbers, integers, and begin to think statistically as they summarize data sets. Students are prepared to enter algebra.	Students understand and apply rational relationships, understand and apply rational numbers, work with expressions and linear equations, solve problems involving scaled drawings, work with two- and three- dimensional shapes to solve problems, draw inferences about populations based on samples.	Students formulate and reason with expressions, equations, model with bivariate data equations, solve linear equations and systems of linear equations, and analyze two- and three- dimensional spaces, and understand/apply the Pythagorean Theorem.
History-Social Science	Students focus on the early civilization of Mesopotamia, Egypt, Kush, the Ancient Israelites, Ancient Greece, the early civilizations of India, and the development of Rome.	Students study the social, cultural, and technological changes that occurred in Europe, Africa, and Asia between the years A.D. 500-1789. Students study the history and geography of civilizations growing throughout the world during medieval and early modern times.	Students focus on the events framing the Constitution up to World War I. Particularly, students trace the development of American politics, society, culture, and the economy at is relates to emerging regions.
Science	Students focus on the study of earth sciences. Subjects include plate tectonics and the Earth's structure, thermal energy, energy in the Earth's system (the Sun), Ecology, and developing investigation and experimentation skills.	Students focus on the life sciences including cell biology, genetics, evolution, earth and life history, structure and function in living systems, physical principles in living systems, and continuing to develop investigation and experimentation skills.	Students focus on physical sciences such as motion (Newton's laws of motions), forces (gravitational and electro-magnetic), the structure of matter, physical/chemical reactions, the periodic table of elements, and density and buoyancy.
Career Technical Education	Students utilize critical thinking to make sense of problems and persevere in solving them. Students work productively in teams while integrating cultural and global competence, and demonstrate creativity and	Introduce students to different career paths focusing on developing an education and career plan aligned with personal goals. Students model integrity, ethical leadership, and effective time management.	Students should act as a responsible citizen in the workplace and community. Students employ valid and reliable research strategies, apply technology to enhance productivity, and understand

The sample curriculum reflects the success of k-8 schools if Washington Youth Center is converted or if a new school is built at Tamien Station.

Washington Neighborhood Courtney Keeney / Mike Brestel Board #10
Educating the Next Generation

Some final thoughts about the urgent need for a Middle School in The Washington Neighborhood

Conclusions:

The Numbers Don't Lie:
 Washington Neighborhood has many Elementary school children who will soon graduate to Middle School



The Community Has Spoken
 Over the course of many meetings the local residents have made it clear that one of the top priorities is a new Middle School



Options Are Limited
 We started with three proposed solutions. After further investigation it became clear that only two of these are either financially or politically possible



Benefits Of Nearby Middle School
 A local Middle School has many benefits from Walkability to Community Based Education.



Benefits of Incorporating a K-8 Curriculum
 Combining Elementary and Middle Schools reaps many rewards for parents, teachers and the community

Challenges of a K-8 Curriculum
 The state mandates certain minimum standards for schools. Incorporating a Middle School will pose challenges



Source All Images: Google Images

Needs of the Community
 Washington Neighborhood has very specific needs: Early Career training AND Job Skills

What Is Next?

Now is the time for Neighborhood Residents, Community Leaders and Political Allies to Apply Pressure to the Local Government

Community Assessment / Evaluación Comunitaria

4b. Lighting the Way / Iluminando el Camino



Posters 1 - 9 / Laminas 1 - 9

Greater Washington Neighborhood
Board 1: Introduction
Devin O'Brien & Graham Satterwhite

Lighting The Way

Iluminado El Camino

In this presentation we identify opportunities for neighborhood improvements based on pedestrian activity and traffic conditions in the Washington neighborhood

Opportunities:
The URBP 201 Community Assessment course is a collaborative effort between the Greater Washington neighborhood, San Jose State University, Santa Clara University, and the City of San Jose. We started with the goal of assessing the neighborhood with an eye towards realistic improvements that could be achieved within our limited means. In reviewing previous neighborhood plans, we discovered that many of the identified transportation issues had not been addressed. Through discussions with the community, we heard complaints from residents about their ability to walk the neighborhood. We saw this as two specific opportunities. First, the opportunity to highlight the importance of a walkable Washington Neighborhood and second, the opportunity to identify projects that could realistically be delivered to the neighborhood.

Timeline of Recent Neighborhood Initiatives

2002 Revitalization Plan Update	2007 Renewing the Action Agenda	2008 Neighborhood Improvement Plan Amendment	2013 CommUniverCity & SJSU Community Assessment
Intended as a review of the original 1998 plan. Updated to include new neighborhood needs such as street lighting, park space, drainage issues, and alley conditions	A re-evaluation of neighborhood priorities and recommitment by the City and redevelopment agencies to them. Intended to guide the production of 2008 NIPA.	Addressed changes since the 2002 update was produced. Updated neighborhood needs regarding Vine two-way conversion, the need for facade improvements, traffic calming, and pedestrian safety strategies.	From Fall 2013 through Spring 2014 CommUniverCity and partners will assess community conditions and try to help the community itself articulate it's needs.

Objectives:

Use community feedback to guide our investigation into neighborhood street infrastructure

Analyze available data relevant to neighborhood walkability and compare it to community claims

Examine a range of infrastructure upgrade options to discover feasible options for this community

Make well thought out recommendations that the neighborhood can take to City Hall

Methodology:

Ask the community where a lack of infrastructure impedes their ability to walk in your neighborhood

Collect data on the Washington Neighborhood, walkability in general, and possible infrastructure upgrades

Analyze the data and use mapping tools to visualize it through a series of maps

Suggest specific projects for specific locations within the Washington Neighborhood

➔ **The Community Assessment process begins with direct feedback from community members. These interviews form the foundation on which we layered our analysis. Our analysis will allow us to make specific infrastructure recommendations.**

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Greater Washington Neighborhood
Board 2: Community Perspective
Devin O'Brien & Graham Satterwhite

Lighting The Way

Iluminado El Camino

This analysis gathers the community perspective on the types of barriers to walkability and will identify locations where further analysis is needed.

Walkability & Safety in Greater Washington

Barriers to walking are scattered throughout Greater Washington, but tend to concentrate along street with high traffic speeds and traffic volumes or low levels of lighting and crime

Lighting & Crime
Lighting and crime were frequently cited as barriers to walking in the Greater Washington neighborhood. After considering analyzing and identifying potential solutions to these issues, it was determined that the scale of this analysis and potential solutions fell outside the scope of work for this course, primarily due to the length of the semester. This does not preclude the study and recommendation of solutions to crime and lighting as they relate to walking in the future. Some examples of low cost lighting solutions developed by San Jose State University Industrial Design students are shown below.

Solar powered lighting fixtures that attach to existing power poles or other infrastructure.

San Jose State University students diagram and brainstorm lighting fixtures based on community feedback.

Solar powered lighting that integrates in foliage and is pedestrian scaled.

➔ **The current transportation network creates walkability barriers for the community. Residents indicated unsafe conditions prevent them from enjoying the features and amenities of the neighborhood, particularly along high volume roads.**

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This analysis presents factors that contribute to non-auto transportation modes and determines how reliant residents are on non-auto transportation modes.

Board 3: Community Profile
Devin OBrien & Graham Satterwhite




Greater Washington Community Profile:

Youth Population




More than one out of every three residents don't have a **drivers license**, or received one within the last year. Even with access to a **vehicle**, very few are legally eligible to drive.

Means of Transportation to Work




Greater Washington is a neighborhood that does not solely rely on **automobiles** for transportation. In many areas one out of every five are more residents commute to work by **walking, biking, or riding public transit**.

Household Car Ownership




Many households, and in some areas more than half, have access to **one or fewer vehicles**. These households are likely to rely on **biking, walking, or public transit** for transportation.

Population in Poverty



Many residents of Greater Washington live in **poverty**. Generally, persons in poverty are less likely to drive and more likely to **ride transit, walk, or ride bicycles** for their transportation.


Household Size



Households are mostly comprised of multiple individuals or families. Given the **average number of persons per household**, many residents rely on non-auto transportation.


Greater Washington Factsoids:

Auto Ownership




Over **15 percent** of households do not have a car available to them and over **half** of the households have either **one or no cars** available compared to only five percent of San Jose residents do not have a car available to them and just over 30 percent with either one or no cars available.

Rental Occupancy




Over **60 percent** of households are occupied by **renters** compared to only 40 percent renter occupied on average in San Jose.

Youth




More than **one out of every four** residents are **under the age of 15**, compared to only 18 percent of San Jose residents.

Education



More than half the residents over the age of **25 did not graduate high school** compared to only 18 percent on average throughout San Jose.

Income Levels



Nearly **20 percent** of households fall below the **poverty level** which is over twice as high as San Jose on average (nine percent).

Non-automotive transportation modes make up significant amount of travel by Greater Washington residents. The demographics of the neighborhood also indicate a population likely to travel by non-automotive modes.

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Greater Washington Neighborhood

Lighting The Way Iluminado El Camino

This analysis presents the existing crosswalk network and the relationship between vehicle speed, driver perception, and severity of pedestrian injuries in a collision.

Board 4: Existing Crosswalk Inventory
Devin OBrien & Graham Satterwhite



Existing pedestrian crosswalks within Greater Washington

Edwards Ave at Almaden Ave



The one-way travel lanes result in high vehicle speeds. An east-west crossing does not exist so pedestrians have to walk additional distance to find a safe crossing of Almaden Ave.

Willow St at Locust St



East-west crossing is allowed and pedestrian ramps are provided. North-south crossing is not allowed at this location requiring pedestrians walk to adjacent intersections to find a safe crossing.

Oak/Martha St at 1st St



Pedestrian crossings in each direction are allowed. Traffic and pedestrian movements are controlled by signals providing a safe crossing.

Greater Washington Existing Crosswalk Inventory



The "cone of vision" reflects the focus area of an automobile driver. As vehicle speeds increase the area of focus by the driver dramatically decreases making it more difficult to notice pedestrians and other street activity.

Vehicle Speed (Miles Per Hour)	Observed pedestrian Survival Rate in Auto Collisions (United States & United Kingdom)
20 MPH	95%
30 MPH	55%
40 MPH	15%

In pedestrian and vehicle involved collisions the speed of the automobile directly relates to the likelihood of pedestrian survival. At locations without crosswalks (shown to the left) vehicle speeds are likely to be higher because drivers do not expect pedestrians to cross, compared to locations with crosswalks.

Previous investments identified above have focused on installing signals, which are very expensive. There are a number of pedestrian oriented improvements that could be made for significantly less money so more locations can be improved.

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Greater Washington Neighborhood

Lighting The Way Iluminado El Camino

This analysis indicates that there have been few previous investments in pedestrian infrastructure and there a a number of affordable options for improvements.

Board 5: Infrastructure Investments
Devin OBrien & Graham Satterwhite



Greater Washington Infrastructure Investments Through Neighborhood Planning Efforts:



- Installed **new traffic signals** at the intersections of First and Oak streets, Alma and Plum streets, Vine and Oak streets, and Almaden and Oak streets (Washington Revitalization Plan Update 2002)
- Installed **70 streets light** and **upgraded 55 existing street lights** (Washington Revitalization Plan Update 2002, Neighborhood Improvement Plan Amendment 2008)
- Installed **synthetic turf** at Washington Elementary School (Neighborhood Improvement Plan Amendment 2008)
- Installed **storm drains** along Sanborn Avenue (Neighborhood Improvement Plan Update 2008) and under 1-280 along Almaden Avenue (Washington Revitalization Plan Update 2002)
- Installed approximately **90 accessibility ramps** (Neighborhood Improvement Plan Amendment 2008)
- Installed **underground utilities** along Oak Street in front of Washington Elementary (Neighborhood Improvement Plan Amendment 2008)

Neighborhood planning efforts have resulted in some infrastructure improvements in the Greater Washington Neighborhood. However, these improvements have been focused geographically around Washington Elementary and other locations have been neglected. This is likely due to a combination of the high cost of these improvements (see below) and the constrained funding sources available. In the future, low cost improvements should be considered so more locations in need of improvement can see some benefit of these investments.

General Infrastructure Costs:

The costs for transportation infrastructure can quickly add up. **Standard unit costs** for many different improvements have been provided below. With **limited potential funding** sources for walkability improvements in the Greater Washington neighborhood the **higher cost items may not be feasible**, or some of the cheaper improvements may provide a greater return in walkability improvement for every dollar invested.

STOP



Stop signs are proven safety improvement measures. Costs to install a stop sign are approximately **\$300**

In pavement flashing lights alert drivers when pedestrians are present. Cost can range from **\$10,000 to \$25,000** depending on installation type and method used for pedestrian detection.



Costs for crosswalk striping can range from **\$3 to \$6 per linear foot**. For crossing a roadway with two lanes in each direction and parking on each side this is approximately **\$384 to \$768**. This cost only provides for the outlines of the crosswalk.



Rectangular rapid flashing beacons (RRFB) provide alternatives flashing pedestrian symbols activated by the pedestrian. They are solar powered and cost **\$10,000 to \$15,000** depending on the type of activation used.



The cost to install a traffic signal is approximately **\$200,000 to \$250,000**. Adding only a pedestrian signal can cost between **\$8,000 and \$75,000** depending on what existing infrastructure is available at an intersection. Pedestrian countdown timers can range from **\$5,000 to \$10,000**.



Streetlights can range from small pedestrian scale lighting devices at specific locations to 30-40 foot tall poles at intersections or along corridors. Street light costs can range from around **\$10,000** for a typical intersection to up to **\$40,000** for a major intersection. Decorative lighting can cost approximately **\$1,500 per light** when part of a continuous string.



Radar speed limit feedback signs alert drivers to the posted speed limit, the speed they are traveling, and flash when drivers speed exceeds the speed limit. Radar speed limit feedback signs cost approximately **\$16,000** when installed in a permanent location.



Our maps show common walking patterns throughout the Washington Neighborhood. Analysis and dialogue with the community have highlighted several troublesome intersections that could use improvement.

URBP 201 : Community Assessment
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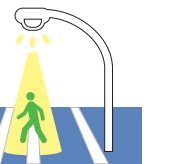
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Greater Washington Neighborhood

Lighting The Way Iluminado El Camino


Analysis of the Greater Washington Neighborhood through mapping

Devin OBrien & Graham Satterwhite




Pedestrian activity and dangerous locations:

Short Walk To Bus Stop




This map provides an inciteful look at public transportation in the Washington Community. Overall VTA Coverage in the Washington Neighborhood is fairly good, as you can see by the web of lines spreading from the stops, representing a short 1/8th mile walk from each location. Walking routes that might be taken from a bus stop rarely cross a major road without a crosswalk, and only in the area of the Sanborn and Alma (area of concern #3) do even minor issues arise. While this map provides an inciteful look at public transportation in the community, it mainly serves the purpose of supporting the analysis provided by the other two maps.

Walk Routes From All Schools



This map shows a network of streets that can be reached by a quarter mile walk from each of the Washington Neighborhood's schools. We chose a quarter mile because more than 50% of students from grades K-8th who live 1/4th of a mile or less from their school will walk to and from school according to the National Center for Safe Routes to School. With this map layered over the neighborhood crosswalk locations and major roads, it becomes much easier to pick out potentially dangerous intersections. Indeed, area of concern #2 and 3 are both highlighted by this analysis, showing major roads within walking distance of a school that lack crosswalks.


Washington Elementary Walk Routes



For this map we chose to extend the walking distance to 1/2 mile and to narrow our focus down to Washington Elementary. This was done because in addition to the large percent of kids living within 1/4 mile that will walk to school, more than 30% of children in grades K-8th who live within 1/2 mile of their school will walk to and from it. Because of the relatively large portion of the neighborhood that can be reached by a walk of this length, and the fact that Washington Elementary is by far the biggest school, we decided to focus entirely on Washington Elementary for this map. Look for yourself to see if you can spot any areas where children might cross major roads without using a crosswalk.


Contributing factors and analysis of dangerous intersections:

1: Union and Almaden




This is our first trouble spot. While it is clear in the maps above that the intersection of Union and Almaden is a crosswalk hotspot, a crosswalk across Almaden can be found at its intersection with West Virginia only a block to the south, and another only two blocks to the north at Almaden and Grant. So why highlight it? Over and over when we were talking to community members about their neighborhood this intersection came up. The combination of popular night parking, low lighting, and the liquor store on the corner makes for many jaywalkers and poor nighttime driver vision - a dangerous combination in any neighborhood.

2: Edwards Ave at Almaden and Vine



Located within a quarter mile of 3 different schools on foot, these two intersections really stood out in our mapping analysis. While pedestrians would only need to walk a block in either direction to find a crosswalk, the fact that they are so close to several schools (With Edwards and Almaden sharing a corner with Washington Elementary) and only a block north of the popular Calle Willow Business district on Willow Street made them areas of significant concern when we considered pedestrian safety in your neighborhood.

3: Sanborn and Alma



This area stands out for several reasons. It was first brought to our attention by the community as a location where children jaywalk to the youth center. Further inspection reveals that not only is there a several block long stretch of road on one of the neighborhood's major streets without a crosswalk, but there are many reasons people might want to cross the street. Within a small area there exists several bus stops, a DMV, a youth and senior center, a school, and the offices of a social services organization... Any one of these things could be argued to increase foot traffic, together they make a powerful argument for a location needing further attention.

Previous investments identified above have focused on installing signals, which are very expensive. There are a number of pedestrian oriented improvements that could be made for significantly less money so more locations can be improved.

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Board 7: Case Study - Almaden and Union
Devin O'Brien & Graham Satterwhite

Lighting The Way

Iluminado El Camino

This analysis presents potential treatments at the intersection of Almaden and Union which was identified by the community as a missing link in the pedestrian network.

Painted crosswalks and in-pavement crosswalk lighting provide an affordable and effective treatment for increasing pedestrian safety at this intersection.

Existing Conditions



Almaden is a two-lane one-way arterial that does not provide for east-west crossings at the intersection with Union Street. Drivers on Almaden are unaware of pedestrians who may wish to cross because of parked vehicle and no marked crosswalk.



Many residents access the Union Market in the evening and residents west of Almaden would have to walk 2+ blocks out of the way to find a safe crossing location.



Through multiple sessions of community engagement this intersection was consistently identified as one that is unsafe for pedestrians.

Proposed Conditions



In-pavement crosswalk lighting dramatically aids in alerting drivers to pedestrians in the roadway. The lights are activated by either a push button or weight sensitive pads at each end of the crosswalk.



Curb ramps are added at any new crossing locations and allow persons with limited mobility or wheelchairs to safely cross the street.



Installation of a no parking zone allows pedestrians to be seen by drivers before entering the crosswalk.



Project Scorecard:

Cost: \$	Drawbacks: In-pavement lighting crossings require additional maintenance for the lights and pedestrian buttons. Solar lights are more expensive, but require less work to install.
Safety: \$	Feasibility: \$
Safety: \$	Drawbacks: In-pavement lighting crossings require additional maintenance for the lights and pedestrian buttons. Solar lights are more expensive, but require less work to install.

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Board 8: Case Study - Edwards and Almaden/Vine
Devin O'Brien & Graham Satterwhite

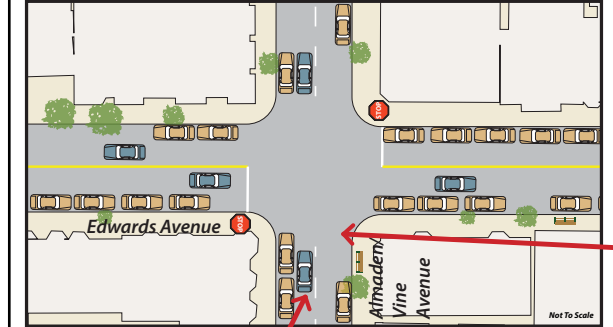
Lighting The Way

Iluminado El Camino


This analysis presents potential treatments at the intersection of Almaden/Vine and Edwards which is near 3 schools and does not provide a safe crossing for students.

Installation of stops signs would slow traffic and increase access for pedestrians to Washington Elementary


Existing Conditions



The intersection of Almaden Avenue and Edwards Avenue is one block from Washington Elementary. Without proper crossing facilities, students and residents who want to travel directly to or from Washington Elementary are forced to dart across traffic unsafely.

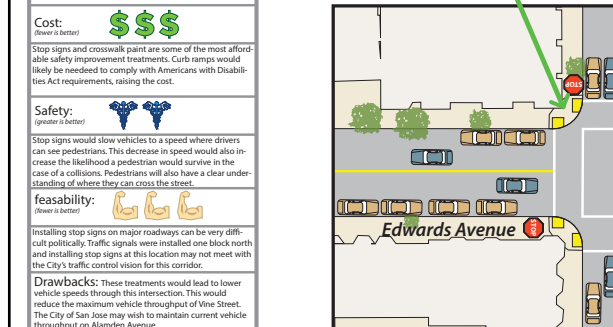


When interviewing community members, vehicle speeds along Vine and Almaden were regularly cited as barriers to walking places safely.




Stop signs control the speed of traffic and ensure vehicles move through the intersection at a moderate speed. Reducing the speed of vehicles increases the ability of drivers to see pedestrians and also allows them to stop in a shorter distance if necessary.

Proposed Conditions



Curb ramps are added at any new crossing locations and allow persons with limited mobility or wheelchairs to safely cross the street.



Project Scorecard:

Cost: \$	Drawbacks: Installing stop signs on major roadways can be very difficult politically. Traffic signals were installed one block north and installing stop signs at this location may not meet with the City's traffic control vision for this corridor.
Safety: \$	Feasibility: \$
Safety: \$	Drawbacks: Installing stop signs on major roadways can be very difficult politically. Traffic signals were installed one block north and installing stop signs at this location may not meet with the City's traffic control vision for this corridor.

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Case Study: Almaden and Union
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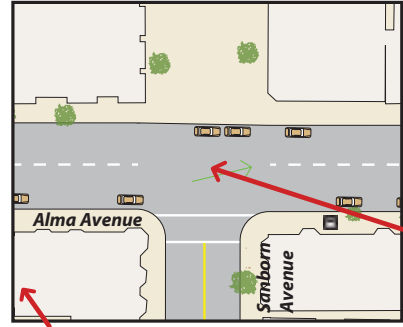
Lighting The Way

Iluminado El Camino


This analysis presents potential treatments at the intersection of Sanborn and Alma

The installation of a crosswalk across Alma Avenue would be an inexpensive and effective method for improving pedestrian safety in the Washington Neighborhood

Existing Conditions



The intersection of Alma and Sanborn is two blocks from a Rocketship School, one block away from Sacred Heart Community Services, and less than a block away from the DMV. While there is a crosswalk one block to the southwest at Plum Street, there are enough nearby generators of pedestrian foot traffic to believe that may not be enough.

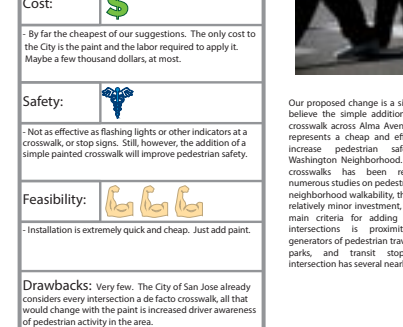


Nearby Generators of Pedestrian Traffic

- Rocketship School
- Department of Motor Vehicles
- Sacred Heart Community Services
- Alma Senior Center
- Alma Youth Center
- Mexican Brothers Market
- Three bus stops within two blocks

The nearby Rocketship School and Alma Youth Center makes this intersection one of special concern. While there is a crosswalk across Alma at Plum Street, there is no guarantee that children and teenagers will walk the extra distance necessary to use it. A study by the American Academy of Pediatrics found that midblock crossing was a contributing factor for 32% of the children who were struck by a motor vehicle and were between the ages of 13-17. For this same group of children, 88% of those who were struck were unsupervised.

Proposed Conditions



Our proposed change is a simple one. We believe the simple addition of a painted crosswalk across Alma Avenue at Sanborn represents a cheap and effective way to increase pedestrian safety in the Washington Neighborhood. The value of crosswalks has been recognized by numerous studies on pedestrian activity and neighborhood walkability. They represent a relatively minor investment, and San Jose's main criteria for adding crosswalks to intersections is proximity to major generators of pedestrian travel like schools, parks, and transit stops, and this intersection has several nearby.

Project Scorecard:

Cost: \$	Drawbacks: Very few. The City of San Jose already considers every intersection a de facto crosswalk, all that would change with the paint is increased driver awareness of pedestrian activity in the area.
Safety: \$	Feasibility: \$
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URBP 201 : Community Assessment
Instructor: H. Fernando Burga

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn,

Community Assessment / Evaluación Comunitaria

4c. Aspiring Entrepreneurs / Emprendedores Aspirantes



Posters 1 - 6 / Laminas 1 - 6

Washington Neighborhood
Board #1
Introduction
Kim Thai & Irene Cermeno

Aspiring Entrepreneurs

Emprendiendo el Futuro: Discovering the possibilities of informal business

How can we consider existing informal retail practices in the Washington neighborhood to inform economic development strategies?

Project scope
What is Informal Retail?
This project looks into the characteristics of informal businesses in the Greater Washington neighborhood and assesses the benefits of their regularization. For the purpose of this project, an informal business is defined as a business that operates outside existing zoning regulations, building codes, or retail permits, and would otherwise be legal if not for the burdens of the institutionalizing process.

What Informal Retail is NOT:
Far from representing illegal activities, such as vice or crime in the neighborhood, these types of informal businesses aim to enter into the existing formal economy by providing labor opportunities for aspiring entrepreneurs.

Street Vending
Street vendors sell from push carts that go throughout the neighborhood to where customers are.

Homes as Businesses
Informal retailers use their homes as store frontages.

Mobile Retail
Informal businesses take place out of pickup and haul trucks, also catering to the needs of the community.

These informal businesses take place in the public realm and provide economic benefit to individuals who cannot access formal business, don't have the documented status, capital, or time to obtain permits for their entrepreneurial activity. Informal businesses are able to fulfill a community need that otherwise is not being met by formal businesses.

Precedents: Formalizing the Informal

Similar neighborhoods have taken action to formalize businesses:

Collards to Commerce is a partnership with local schools and community organizations that helps local youth to plant and harvest produce for their community while they gain skills in gardening, entrepreneurship, and become more aware of health issues.

Fruteros in Fruitvale
Fruteros are mobile markets in East Oakland that sell fresh fruits, vegetables, corn on the cob, and tamales. They were seen as a nuisance and a threat to public health until UC Berkeley and community organizations helped them to lobby and create an ordinance allowing street vending. Now they are able to increase their economic status and the availability of their products.

Informal businesses can partner with the community to create viable economic development that benefits many in the neighborhood.

Benefits for informal business include

- business loans and tax write-offs
- business development skills
- business marketing skills

Benefits to community members include

- local investment into the community
- more neighborhood needs being met
- a more vibrant and resilient neighborhood

Benefits to existing formal businesses include

- synergetic business partnerships
- a more impactful business presence in the community

Methods

- 1 Identify potential zoning changes
- 2 Identify sites and criteria
- 3 San Jose State University and Santa Clara University collaboration
- 4 Develop open-ended interviews with informal business owners

→ **Educating business owners to formalize their businesses can help them gain more business development and marketing skills, and will encourage them to continue investing in the local neighborhood by providing the resources that neighbors need.**

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Washington Neighborhood
Board #2
Zoning Analysis
Kim Thai & Irene Cermeno

Aspiring Entrepreneurs

Emprendiendo el Futuro: Discovering the possibilities of informal business

What are the zoning tools that aspiring entrepreneurs can use to contribute to the economic development of the Washington neighborhood?

Understanding Zoning
Zoning regulations restrict certain land uses such as an industrial building next to a home as a way to ensure compatibility. In the Washington neighborhood, Willow Street, First Street, and Almaden Avenue are zoned to be commercial corridors, where formal businesses congregate. Zoning regulations permit where these businesses can take place. Formal commercial activity brings foot traffic, which in turn brings informal businesses.

Where are informal businesses on the map?
Push carts and informal businesses from mobile trucks tend to gather where there are large groups of people, particularly the commercial corridors where formal businesses take place. Informal businesses from the home are integrated throughout the residential areas because they following zoning regulations of the residential districts.

■ Commercial Neighborhood ■ Commercial neighborhood
■ Commercial Pedestrian ■ Light Industrial
■ Multi-Family Residential ■ Planned Development
■ Two-family Residential ■ Industrial Park

Most businesses require a permit to operate regardless of where they are; however, amendments in San Jose's zoning regulations allow certain businesses to operate without a permit, as seen in the example below.

Pertinent Zoning Amendments for the Washington Neighborhood

In May of 2013, changes to San Jose's Zoning Ordinance allows for the outdoor vending of fresh fruits and vegetables **without a permit** (if two hours or less a day) in order to promote healthful community major strategy goals.

What does change to the Zoning Ordinance look like?

Outdoor vending of fruits and vegetables is now allowed at:

- Schools
- Religious assembly sites
- Libraries
- Community centers
- Residential districts
- Pedestrian-oriented districts
- Commercial districts

*** Selling other products, however, still require a permit.**
Source: <http://sanjoseca.gov/DocumentCenter/View/17037>

The Health Trust worked with community members to bring *Fresh Carts Silicon Valley* into San Jose by way of amending the Zoning Ordinance.

In a similar fashion, informal businesses in Washington can partner with academic institutions and organizations to formalize, expand and gain support to fulfill the current need in the neighborhood for access to more fresh foods.

→ **Informal businesses are mobile and tend to congregate where residents can easily access their products, despite zoning restrictions. For informal businesses that sell fresh fruits and vegetables, a permit may not be required to operate if they meet certain criteria.**

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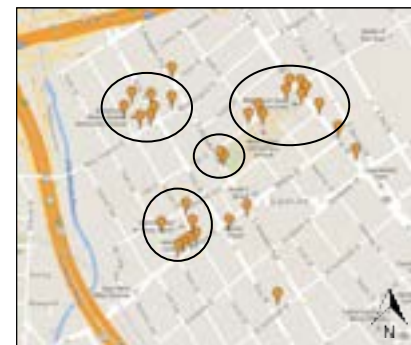
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Washington Neighborhood Board #3
Aspiring Entrepreneurs
Street Vending
Kim Thai & Irene Cermeno

Emprendiendo el Futuro: Discovering the possibilities of informal business

Who are the street vendors of the neighborhood, and how do they provide economic development?

Mapping Informal Retail: Street Vending



Business through the eyes of the street vendor:



Street vendor who caters business to neighborhood kids.

"I believe I am an entrepreneur and have the skills to advance my business. I understand and know who my customers are. I have been in this type of business for over eight years and have focused a lot of time and energy into making my business work. Unfortunately, I lack the resources to expand my business. I have many ideas about what my business could be, but uncertainty and lack of resources stop me. If I had the opportunity, my business would be big."

Based on interviews and chats with vendors, we developed the following claims: some depend solely on their street vending work for income, while others have more legitimate businesses as their main source of income, with money from street vending to supplement their needs. According to Elaine Edgcomb and Maria Armington's study *Latino Enterprises at the Margins*, this is known as **patching**, and shows that informal business individuals are like any other entrepreneur - they create a livelihood where few options exist, they take risks to generate income, and they pursue business out of necessity, passion, or pride.

Where do street vendors conduct business?

① Schools, youth centers, and libraries



Street vending carts cluster around the elementary schools, the Washington Community Youth Center, and La Biblioteca, particularly during the early afternoon when the students are getting out of school.

② Church



Street vendors know the schedule of the church-goers of the neighborhood and have figured out when, where, and to whom to sell religious paraphernalia.

③ Soccer matches



Vendors know when neighbors like to congregate for soccer games, so they often set up temporary snack bars or sell out of their carts during the weekends.

Support for vending businesses can come from matched institutions such as schools, churches, and soccer leagues. Providing them with opportunities and support to grow can mean the selling of more fresh foods and household necessities.

Street vendors conduct business in a similar manner to small businesses - they know their neighborhood and customers and understand their needs, they operate their business with risks out of necessity, passion, and pride.

Washington Neighborhood Board #4
Aspiring Entrepreneurs
Homes as Businesses
Kim Thai & Irene Cermeno

Emprendiendo el Futuro: Discovering the possibilities of informal business

In our research we detected the use of homes as frontages for informal retail activities. This observation leads to the following question: What types of informal businesses are conducted out of the home?

Mapping Informal Retail: Homes as Businesses



Business Perspective from within a home

Informal business owner holds a "recurrent yard sale" - one of many in the Washington neighborhood. They sell second-hand clothes, accessories and household appliances to anyone passing by and browsing.



"Businesses in barrios have, historically, utilized homes for commercial activities, often conducting retail and service transactions in front rooms. The planning profession has staunchly opposed this nontraditional use of space, yet it remains a staple in barrio business life." *Latino Small Businesses and the American Dream* by Melvin Delgado

Informal commercial activities in the neighborhood include yard sales, barbers, and sit-down restaurants as seen below.



"This is not my main business. I own a cleaning business around the neighborhood. About every two weeks, I accumulate things that I do not need, and things that others give to me, like from the homes I clean, and I put on this yard sale. Whatever I don't sell, I donate to Sacred Heart."



The Characteristics of Recurrent Yard Sales

There are two types of recurrent yard sales:

① Recurrent yard sales that operate on a "patching" basis in which the individuals have a main source of income aside from selling items through the yard sale. They tend to sell **only on the weekends**, about every two weeks. They do not put up signs indicating a business. They sell clothes, jewelry, appliances, and toys.

② Recurrent yard sales in which the informal business owner **relies on the yard sale** as their main source of income. They tend to sell **only during the weekdays**. They put up semi-permanent signs that indicate what their business sells or provides. They sell similar items to the 1st type.



An informal business advertising as an event planning business.

Informal business owners have historically operated out of their homes, and regardless of whether the business is on a "patching" basis or not, converting their private space into a public means that they did so out of necessity.

Washington Neighborhood Board #5
Aspiring Entrepreneurs
Mobile Retail
Kim Thai & Irene Cermeno

Emprendiendo el Futuro: Discovering the possibilities of informal business

We discovered that informal businesses also took place from pickup trucks and moving trucks. How do mobile retail contribute to Washington neighborhood's economic development?

Mapping Informal Retail: Mobile Retail



We identified mobile truck businesses by word of mouth from residents. We came across a business in operation during a Saturday morning when a soccer match was taking place.



Soccer equipment and construction supplies sold from pickup trucks or moving trucks as shown above are another type of informal businesses in Greater Washington.

Open-ended interview with soccer league mobile retailer:



The informal business owner sells soccer equipment and jerseys to kids in the soccer league. He has been selling out of his truck for the last 2 years, but has been involved with the soccer league for the past 17 years.



Resilience: He used to have a store, but due to a struggling economy, could not keep it. He depends on the mobile business as his main source of income. He would like to expand to a flea market some day, or a new store near the soccer league.



Social Networks: His 21-year-old son used to play in the soccer league, so he is personally attached to helping the league. He has donated jerseys to many of the new kids, he donated 100 soccer balls in April for Day of the Child, and he has donated to the elementary school's CORAL program.



Economic Capacity Building: He is interested in learning how to establish his business and working with the community to continue giving to the soccer league.

Mobile businesses know how to cater to the needs of the community, often sprouting as an informal business as a result of the need.



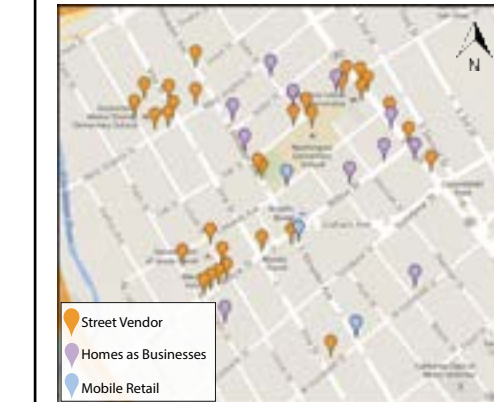
"Every year, if I make a big profit from my business, I donate money to keep the soccer league going." - Informal soccer retailer

Informal business owners that conduct business from their trucks have made the large investments into the vehicle, and are interested in becoming more established to further cater their business to the local community.

Washington Neighborhood Board #6
Aspiring Entrepreneurs
Conclusion
Kim Thai & Irene Cermeno

Emprendiendo el Futuro: Discovering the possibilities of informal business

What are the next steps to address street vending, informal retail in homes, and mobile retailers so that aspiring entrepreneurs can become active investors in the Greater Washington neighborhood?



"For most of the past century, Chicana/o businesses consisted primarily of small, family-organized ventures with limited market scope." *Barrio Urbanism: Chicanos, Planning, and American Cities* By David Diaz



Informal businesses that bring the community out. These are aspiring entrepreneurs that want to invest into their communities. They just need the business opportunities.

The aspiring entrepreneurs have similar characteristics. They are spending money - investing into the business and into the community. **This is money that is locally generated** and could come back to the city. From a planning perspective, the city needs to develop a carrot-and-stick approach to retain the money invested from informal vending.

Characteristics of the informal retail

Street Vending	Homes as Businesses	Mobile Retail
<ul style="list-style-type: none"> At schools, youth centers, libraries Mobile and adaptable to customer needs 	<ul style="list-style-type: none"> Interspersed throughout residential areas Conducted as main source of income, or on "patching" basis 	<ul style="list-style-type: none"> Larger upfront costs mean more investment to the business, to the community



Informal retail can provide access to fresh foods and other necessities that are otherwise inaccessible to residents. Informal retail activities generate the retention and circulation of money inside the neighborhood because residents are the clients and the retailers. Informal retail activities address community needs and can become a source of collaboration for investment opportunities between schools and their residents.

Community partnerships, educational workshops on business development strategies, and public informational meetings on zoning regulations and amendments can help aspiring entrepreneurs to better understand their potential to invest in the community.

Community Assessment / Evaluación Comunitaria

4d. Healthy Lifestyles / Estilos de Vida Saludables



Posters 1 - 6 / Laminas 1 - 6

Washington Neighborhood Board #1
Community Mapping
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Food, Healthcare, & Open Space

This board discusses how open space, access to healthcare providers, and diverse food options are important to healthy lifestyles for Washington neighborhood residents.



Community leaders and concerned residents of the Washington neighborhood were asked in two research sessions how they accessed and utilized food, open space and health care facilities within their community. The map below reflects the community's collective memory of these features. In addition to locations identified within the Washington neighborhood, residents have also identified several other nearby sources for each amenity. Both verbal and mapping information was gathered during these sessions and has provided a strong base from which we have identified opportunities for healthier living within Washington neighborhood.

PROJECT SCOPE

FOOD Affordable and accessible food is essential for every human's wellbeing. During our discussions with the community, residents identified available food sources and a general lack of affordable and good quality food within the neighborhood. Residents were very vocal about the challenges they face in terms of distance, price, and quality in search of healthy food for their families.

PARKS & OPEN SPACE Parks and open spaces are important for community recreation and relaxation. They help people stay healthy and through physical activity, can even prevent disease. Parks also invite social interaction and build community, which is especially valuable in highly populated areas such as the Washington neighborhood. This is increasingly important in a community where expensive vacations are often out of reach and many homes lack enough space for children to play, exercise, or engage in creative and imaginative activities. Many residents have shared their concerns over the lack of open space and parks within the neighborhood and have highlighted nearby parks that they visit as a result.

HEALTHCARE The near total absence of healthcare facilities within and near the Washington neighborhood leaves many residents underserved. Only one healthcare clinic in the Washington neighborhood is available to residents, and despite its central location this facility is only available to adults once a week, while it serves children the rest of the week. With an estimated neighborhood population of 12,271 people, the presence of only one health care facility is not only alarming but also demands immediate attention from the authorities. Finally, many residents remain uninsured and must rely on free clinics.



The map above reflects the profound knowledge, deep connection and awareness Washington residents have of their neighborhood. For our mapping exercise, we had two very informative research sessions with community leaders and residents to identify and locate amenities such as food sources, open space, parks, and healthcare facilities. Mapping was first done by hand and then converted to digital format after we had gathered all the available information from residents. The enthusiastic and friendly residents provided a great amount of information about each amenity and much to our surprise about 80% of that information matched with official business data from the City

of San Jose. This data provided from the City of San Jose, Office of Economic Development (reflected in map icons above), portrays the location of food related businesses registered in the neighborhood. In the majority of cases this data matches with food sources identified by residents (depicted by colored parcels on the map). The map above shows how residents of Washington can translate their love and awareness of the neighborhood into specific places. Working from this map along with personal experiences described in conversations with residents, we will identify opportunities to encourage healthier lifestyles and improve access to these amenities.

Without easy, affordable, and quality access to food, open spaces, parks, and healthcare, Washington residents face great challenges to live a healthy lifestyle. Understanding current neighborhood conditions can help inform guidelines for future development and new community activities that encourage and improve access to healthier living.

URBP 201 : Community Assessment
Instructor: H. Fernando Burga
Sources: City of San Jose, US Census, Washington Residents.

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn

Washington Neighborhood Board #2
Food Systems Analysis
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Food

This board highlights the challenges of food access within the neighborhood. It also sets goals and guidelines to help create an affordable and a healthier food system in the Washington neighborhood.

FOOD SHOULD BE:



Accessible
Food accessibility is having enough resources to obtain the proper foods for a healthy diet. These foods should be within easy reach of everyone, whether by foot, inexpensive transit, bike, or car.



Affordable
Residents should have diverse food options, both for dining out and cooking in. Food should be a source of sustenance and nourishment and not cause financial stress.



Build Community
Food and related experiences can provide opportunities for community members to interact and build relationships. Food sharing and community gardening are already common in the Washington community.



Good Quality
Foods should be fresh and provide good value for the money. Foods should benefit your health rather than threaten it. Within a community residents should be able to easily acquire unspoiled food for hard their earned money.



Healthy
Fresh healthy food with no additives fights disease and increases energy. A cornerstone of healthy diets, fresh food can save money on healthcare and encourage stronger neighborhoods by reducing illness.

How does your food stack up???

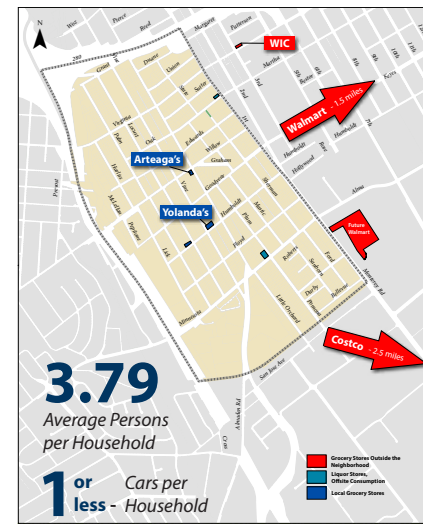
In Washington Neighborhood...

Residents Say...

- "We cannot afford to eat out frequently"
- "For daily use items, as far as grocery is concerned, we go to *Mi Pueblo*. For monthly grocery or for bigger items that cost more, we go to *Costco*"
- "Residents have to go out of the neighborhood for traditional fresh produce shopping"
- "Most of the items... are overpriced and expired"
- "A number of women, in this neighborhood do not have a driver's license, they drive without it"

For Shopping, this Means...

- Time away from children or added hardship from transporting them.
- Shopping must often be done by public transit or by unlicensed drivers.
- Public transit entails added expense and/or time.
- Shopping by foot or bike is difficult & feels unsafe.



Residents of Washington neighborhood face challenges of location and quality, that greatly hinder their ability to eat healthy diets. Large households without access to cars and tight budgets make things even worse. How can these challenges be overcome?

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Instructor: H. Fernando Burga
Sources: City of San Jose, US Census, Washington Residents.

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Washington Neighborhood
Board #3
Healthcare Analysis
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Healthcare

This board highlights the challenge Washington residents face when in search of healthcare. This board also provides goals to help improve access to high quality healthcare for residents of Washington.

HEALTHCARE SHOULD BE:

- Accessible**
Different types of healthcare should be available within a reasonable distance of the neighborhood. At least one basic health care facility should be located within the neighborhood and open daily.
- Quality**
Care facilities should be top notch, with attentive community oriented missions, sufficient staffing, and provide access to the best specialist care.
- Cost Effective**
Health care facilities should be affordable for everyone regardless of their income, race, immigration status, and class. In a community where many are uninsured, preventative healthcare is extra important.

ESSENTIAL TYPES OF HEALTHCARE:

Primary Care: Is the first point of consultation for all patients. Depending on the nature of the health condition, patients may then be referred to tertiary care.

Secondary Care: Secondary care are health care services provided by medical specialists and other health professionals who generally do not have first contact with patients, for example, cardiologists, urologists and dermatologists.

Tertiary Care: Tertiary care is specialized consultative healthcare, usually for inpatients and on referral from a primary or secondary health professional. Examples of tertiary care services are cancer management, neurosurgery, cardiac surgery, restorative plastic surgery, treatment for severe burns, advanced neonatology services, etc.

Quaternary Care: The term quaternary care is sometimes used as an extension of tertiary care in reference to advanced levels of medicine which are highly specialized and not widely accessed. Experimental medicine and some types of uncommon diagnostic or surgical procedures are considered quaternary care. These services are usually only offered in a limited number of regional or national health care centers.

Home and Community Care: Healthcare delivered outside of health facilities such as food safety, distribution of condoms and needle-exchange programmes for the prevention of transmissible diseases. They also include the services of professionals in residential and community settings in support of self-care, home care, long-term care, assisted living, treatment for substance use disorders and other types of health and social care services.

How does your Healthcare stack up???

In Washington Neighborhood...

Residents Say...

- "For health care, we take our children to Bascom Medical Center"
- "The health clinic set up in the Washington School is for kids only. However, on Wednesdays every week is provides services to all the community members who are in need"
- "We often rely on luck to stay healthy..."
- "The children born here have health insurance, but we don't even working two jobs."

For Healthcare this Means...

- Healthcare is difficult to obtain for adults in Washington neighborhood.
- Without health insurance, unexpected illnesses can become a major economic hardship for residents.
- Many residents without cars will have difficulty accessing far away emergency care or otherwise pay for expensive ambulatory care.

Current Sources of Healthcare

The Gardner Health Center on E. Virginia St. is a major health provider for residents of the Washington Neighborhood, but is only open Mon-Friday. The Gardner Health Center offers Family and Pediatric medicine, women's health services (OB/Gyn), preventative health services, Nutritional Services and Education, and MediCal eligibility.

Santa Clara County operates a school health clinic at the Washington Elementary School. The School Health Clinics of Santa Clara County keeps kids healthy and in school by providing high quality, easily accessible primary medical care and preventive health services to low-income children and adolescents. It provides services to adults once a week.

Located approximately 8 miles east of the Washington neighborhood in Santa Clara or 8 miles to the South in Edenvale, Kaiser Permanente Medical Centers are major regional hospitals with hundreds of doctors on staff. These full service hospitals provide virtually any medical service needed, but for a cost. Insurance is essential to avoid enormous medical bills.

Located approximately 2.75 miles to the east on Bascom Ave, the Santa Clara Valley Medical Center is a major hospital with a wide variety of services. Some resident recommended this facility for providing family healthcare and a 55 emergency visit. This hospital specializes in children and women's health, burn, trauma, diabetes, and rehabilitative care. This hospital traces its lineage to the County's first doctor's established in 1876.

Far away and intermittent healthcare facilities put many residents at risk. Similarly high adult uninsurance rate threaten financial security and the health of resident. Board #6 will explore these issues in more detail and suggest ways to improve community health.

URBP 201 : Community Assessment
Instructor: H. Fernando Burga
Sources: City of San Jose, Washington Residents, health center websites as listed.

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn

Washington Neighborhood
Board #4
Public Space Analysis
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Open Space

This board highlights challenges to accessing open spaces for residents of Washington neighborhood. This study suggests desirable park qualities and summarizes how residents view and use local parks.

PARKS SHOULD BE:

- Accessible**
Parks should be within easy reach of everyone, whether by foot, transit, bike, wheelchair, or car. Parks should also provide the appropriate features to serve the local population, like playgrounds and paths.
- Well Maintained**
A community's parks should be well kept with few hazards, clean bathrooms, minimal graffiti or trash, unbroken equipment, and cut grass.
- Attractive**
Parks should provide escape from urban life with nice views, sports facilities, shade, and also inspire the imagination. A well designed park can reflect both the geography and the culture of its community.
- Safe**
Open spaces within neighborhoods should have minimal vagrancy, well maintained equipment, no drugs, crime, or alcohol, and good lighting.
- Encourage Activity**
Parks can provide opportunities for neighbors to interact, build relationships, and engage in friendly competition. Sports and physical activity with others can nourish both the heart and the mind.

How do your parks stack up???

In Washington Neighborhood...

Residents Say...

- "For recreational purposes, we take our kids to the Discovery Museum. Kids usually play around parking lots or at Washington school, **not in parks**"
- "We don't send our kids to the parks because we don't feel safe."
- "Kids usually play on the streets, sidewalks or empty lots."
- "Due to its **bigger space and facilities**, we like to go to Happy Hollow Park."

For Park Use this Means...

- The absence of safe feeling streets is a major barrier to park use and physical activity.
- Few parks within the neighborhood have the size and amenities desired by residents.
- Children playing on streets and vacant lots are at greater threat from crime and injury than in parks.

8.3ft² Park Space per Resident (excludes parks currently under construction)

Neighborhood & Popular Parks.

Safety concerns within the neighborhood, often drive children away from local parks and public spaces. Boards #6 & #7 will investigate how reduced physical activity from lack of parks can impair health and even damage community connectivity.

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Instructor: H. Fernando Burga
Sources: City of San Jose, Washington Residents.

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn

Washington Neighborhood
Board #5
Food Budget Analysis
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Food

This board compares cost, variety, and quality with average meal budgets to analyze how residents access their food. Several opportunities for improvement are shown below.

WHAT IS YOUR FOOD BUDGET?

The chart at right shows average weekly food spending for American households making between \$40,000-49,999. Using data from US Bureau of Labor Statistics, this chart shows how much money the average American family, with similar income to Washington residents, spends on food each week.

The chart at right however, displays numbers for an average household size of 2.2 persons, while in Washington that same budget must account for an average household of 2.79 persons.

In Washington, there are many mouths to feed!

The real families in the Washington neighborhood that average household income of \$44,276 has to stretch further to feed more people.

Dividing the national average weekly budget by the normal Washington household of 2.79 persons helps us understand the problem.

\$109.58 / 3.79 people = \$28.91 OR \$1.37 Per Meal

WHAT DO YOU PAY FOR FOOD?

Category	Walmart	Walmart Neighborhood Market	Walmart Supercenter	Walmart Express
Meat	\$2.55	\$1.64	\$1.53	\$2.63
Produce	\$1.44	\$2.50	\$2.08	\$0.88
Baked Goods	\$4.56	\$2.99	\$6.18	\$3.06
Milk & Eggs	\$6.69	\$7.00	\$7.17	\$6.08
Other	\$4.66	\$3.98	\$5.68	\$3.62

VARIETY

Within Washington
Markets within the neighborhood provide many staple goods, but often without much choice.

Outside Washington
At major retailers outside the neighborhood, shelves were often well stocked with more options.

QUALITY

Within Washington
Unable to sell produce at higher prices, produce found in local markets often lacks freshness.

Outside Washington
Able to sell large amounts of produce at lower price, retailers outside the neighborhood often had fresher food.

Food can Build Community

- The high cost of commercial food can encourage home grown food.
- Several residents in Washington have mentioned the Mesa Verde planters & home gardens as solutions.
- Other residents have discussed the abundance of fruit trees in the Washington community along with food sharing by neighbors.
- Meal carts and informal food vendors can be seen throughout Washington and encourage neighbors to interact.

Ways Forward...

- NEIGHBORHOOD MARKET DAYS
- COMMUNITY GARDENS
- FOOD SHARING & EDUCATION
- NEGOTIATED PRICING

Possible Improvements

Thorough analysis of how residents currently access food, can provide valuable guidance for solutions. Healthy diets can be more than just nutrition. They can help bind the community as well as fight disease, soften the bite of poverty, and even provide jobs.

URBP 201 : Community Assessment
Instructor: H. Fernando Burga
Sources: City of San Jose, US Census, Bureau of Labor Statistics, Washington Residents.

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Washington Neighborhood
Board #6
Healthcare Cost Analysis
Erum Maqbool & David McCormic

Healthy Lifestyles

Access to Healthcare

This board analyzes the high cost of medical care and suggests that prevention, achieved through healthier diets and physical activity, can be a cost effective means of reducing medical costs.

WHAT DOES YOUR HEALTH COST?

The chart at right shows average annual healthcare spending for American households making between \$40,000-49,999. Using data from US Bureau of Labor Statistics, this chart shows how much money the average American family, with similar income to Washington residents, spends on healthcare each year.

The chart at right however, displays numbers for an average household size of 2.2 persons, while in Washington that same budget must account for an average household of 2.79 persons.

In Washington, the most cost effective healthcare is to stay healthy!

For many residents, even routine doctor visits that can help prevent serious illness are too expensive. In response, decision makers should work to diversify more low cost opportunities to lower healthcare costs. For many residents, maintaining a healthy weight and good physical fitness through a nutritious diet and activity can be the most cost effective means of staying healthy.

3,104,183 California Residents are uninsured

42% Medicaid, 6% Medicare, 52% Remain UNINSURED

AVERAGE ANNUAL HEALTHCARE COSTS
\$3,244

WANTNA TRY YOUR LUCK?

Rate	Cost of Care
22%	\$38-45,000
19%	\$38-50,000
8%	Varies
6%	\$7,900
5%	\$15-35,000

LEADING CAUSES OF DEATH

Stroke, Diabetes, Injury, Heart Disease, Cancer

COST EFFECTIVE - HEALTHY DIETS

Within Washington
There are few sources of good quality and affordable food, while many residents only cook foods they know.

Outside Washington
Fresh produce and other good quality foods can often be found affordably, but only with added time and travel costs.

COST EFFECTIVE - ACTIVE LIFESTYLE

Within Washington
Residents rarely feel safe on the streets, while neighborhood parks are often small and overrun with the homeless.

Outside Washington
Larger parks outside the neighborhood can often accommodate more physical activities and attract more children.

Prevention is the best care

Ways Forward...

- ENCOURAGE PHYSICAL ACTIVITY
- FOOD EDUCATION
- SAFER STREETS
- EASIER ACCESS TO INSURANCE

Possible Improvements

Keeping residents of Washington healthy will require policy solutions that provide insurance and healthcare access for all residents. In the meantime, enabling residents to live healthier and more active lifestyles can help them to prevent illness.

URBP 201 : Community Assessment
Instructor: H. Fernando Burga
Sources: City of San Jose, Santa Clara County, Bureau of Labor Statistics, US Census, Washington Residents.

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn

Washington Neighborhood

Healthy Lifestyles

Access to Open Space

This board analyzes conditions that discourage park use and physical activity. Understanding that healthy and vibrant communities need active and relaxing places, we suggest opportunities for improving parks.

Board #7
Open Space Conditions
Erum Maqbool & David McCormic

HOW FIT ARE YOUR CHILDREN?

Physical Fitness Performance of 5th Graders at Washington Elementary School
(Results of the 2012-13 California Public School Physical Fitness Test (PFT))

HOW SAFE ARE YOUR PARKS?

CRIME
(Police responses within 200 ft of neighborhood parks between May and November 2014)

8.3 SQ. FT.
This park has the lowest ratio of police responses per acre in the city.

PARK SAFETY & ACTIVITY

Within Washington
Parks that are damaged often attract the homeless and illegal activities, as a result many families feel unsafe in them.

Outside Washington
Many parks have diverse features and enough space to serve users of every age, this helps to encourage physical activity.

PARK MAINTENANCE & DESIGN

Within Washington
Parks often suffer from neglect and vandalism. In addition, parks are often too small to accommodate all users.

Outside Washington
Larger more attractive parks in other neighborhoods, are often less worn and contain more amenities for users.

Parks Build Communities.

- Larger neighborhood parks can support more activities for more people.
- Increasing the number of public park users can help discourage unwanted behaviors in parks.
- More welcoming and visible policing can help discourage unwanted activities.
- Embracing more natural landscapes with minimal landscape needs can help improve park condition.
- Better lighting and businesses near parks can discourage illegal activity.

Ways Forward...

- EMBRACE & PROTECT PARKS
- COMMUNITY GATHERINGS
- RE-ENVISIONED LANDSCAPES
- IMPROVED VISIBILITY

Discouraged by crime, residents of Washington neighborhood often avoid local parks in favor of ones farther away. Unfortunately, parks that are not used by caring residents often decline faster. It is possible however, to improve parks and encourage activity.

URBP 201 : Community Assessment
 Instructor: H. Fernando Burga
 Sources: City of San Jose residents.

Mike Brestel, Alvin Jen, Courtney Keeney, Erum Maqbool, David McCormic, Devin O'Brien, Graham Satterwhite, Kim Thai, Riley Weissenborn

Washington Neighborhood

Healthy Lifestyles

Pathways to Healthy Living

Washington residents can improve their health and build community by embracing physical activity, reclaiming their streets, eating healthier diets, and supporting projects that encourage these goals.

Board #8
Recommendations & Conclusion
Erum Maqbool & David McCormic

Steps to Healthier Living

Prevention of Illness

- More Nutritious Diets
- Physical Activity

Protection of Residents

- Safer Parks & Streets
- More Affordable Food

Connect healthy foods with active places.

Occupy public spaces with more events, policing & families.

PUBLIC GARDENING & FOOD SKILLS EDUCATION

OUTDOOR MARKET DAYS & PARK TAKE BACKS

Overcoming Challenges

Developments

Community or public gardens can be relaxing green spaces that provide health benefits from moderate physical activity, fresh produce and mental respite. Gardening is already popular within the Washington neighborhood, yet many residents live in overcrowded housing and lack enough space for planters. The River Church Community Garden and Mesa Verde program currently provide assistance to aspiring gardeners, but vacant parcels and alleyways are unique opportunities to expand these programs and redefine the neighborhood. These new community gardens or linear garden parks, could be secured at night and provide a low cost means of food production along with light exercise.

COMMUNITY GARDENS

Within the Washington neighborhood many residents eat only the recipes they know. Facing high food cost and limited access to new cooking techniques, it is difficult for many residents to experiment with new diets. To adopt healthier diets, residents will need to learn about healthier foods and new recipes. A public kitchen or outdoor cooking area can function both as a gathering place and as an amphitheater to educate curious cooks. This kitchen could be located on a vacant parcel or within a public park and should accommodate grilling and food preparation, along with a wood fire oven and ample seating. If located near restaurants or other shops this space can serve as a plaza for multiple establishments and encourage diverse residents and income groups to interact outside in public.

PUBLIC KITCHEN
with a wood fire oven and ample seating area. *located near

Within the Washington neighborhood many residents eat only the recipes they know. Facing high food cost and limited access to new cooking techniques, it is difficult for many residents to experiment with new diets. To adopt healthier diets, residents will need to learn about healthier foods and new recipes. A public kitchen or outdoor cooking area can function both as a gathering place and as an amphitheater to educate curious cooks. This kitchen could be located on a vacant parcel or within a public park and should accommodate grilling and food preparation, along with a wood fire oven and ample seating. If located near restaurants or other shops this space can serve as a plaza for multiple establishments and encourage diverse residents and income groups to interact outside in public.

IMPROVED PARKS

Behaviors

It's a law of economics, that when sales of fresh foods decline, prices rise to absorb the cost of wasted produce. In Washington, high prices often discourage shoppers who cannot afford to buy from local markets. Instead, many take the long trip to distant markets and buy in bulk to save time and money. Hosting local outdoor markets days, which bring low cost quality foods to the neighborhood, can lower the risk of wasted food for retailers and provide easy access to good food for residents. In addition, the markets can provide a venue to showcase local crafts and home businesses.

LOCAL MARKET DAYS

Of the few parks within Washington neighborhood, it is common for parks to be overrun by gangs, the homeless, or otherwise occupied by unwanted activities. These conditions discourage local residents from using the parks. In Los Angeles and other cities around the nation, residents are organizing to meet in their parks, play, relax, and reclaim these parks for families. The theory and the results have shown that criminals do not want to hang out in very public spaces with high use. Instead they generally leave when the crowds come in. Park take backs can involve organized sports, cookouts, music, or any other social activity and can be most effective when done regularly and often.

PARK TAKE BACKS

While the Washington neighborhood is a training ground for San Jose's police recruits, few, if any, officers are stationed in the neighborhood long enough to build relationships with residents and serve as role models to local children. Washington deserves a dedicated police force that can patrol the neighborhood with an ear toward community groups and local culture. These veteran officers can also help to ensure safety at community events.

COMMUNITY POLICING

The Washington community has a variety of ways to encourage healthier lifestyles. We recommend that community pursues physical activity and healthy eating to prevent illness, while also providing economic and personal security to for residents. The 'Palette of Solutions' above suggests some possible ways the neighborhood can improve.

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Community Assessment / Evaluación Comunitaria

4e. A Place to Call Home / Hogares con Conciencia



Posters 1 - 9 / Laminas 1 - 9

Alvin Jen Riley Weissenborn
Board #1
Introduction

WASHINGTON NEIGHBORHOOD

A Place to Call Home

Hogares con Conciencia

In order to understand what the housing needs are for the residents of the Washington Neighborhood, it is important to know how affordable housing is classified. In this board, we will explore the numbers behind affordable housing and how this has a larger affect on regional, city, and neighborhood levels.

What is Affordable Housing?

Affordable = 30% of Household Monthly Income

- In order for a home to be considered affordable, it cannot cost more than 30% of the household monthly income which may include rent/mortgage and utilities.
- For example, if a household's income is \$60,000 a year, housing that is "affordable to them" would cost no more than \$1,500 a month for rent and utilities.
- This means, that for households that are paying more than 30% of their monthly income towards living costs, they have to sacrifice in some other areas such as food, clothes, entertainment, and most importantly savings.

How to Qualify for Affordable Housing

AMI = Area Median Income
(The dollar amount where half the population earns less and the other half earns more)

For example in this chart half of the population of this area earns more than \$48,100 a year, and less than half of the population earns less than \$48,100 a year.

- To qualify for affordable housing, applicants must earn no more than 30-60% of the Area Median Income.

Average Market Rent (not actual figures, only for reference purposes)

- 3 bedroom - \$1,960
- 2 bedroom - \$1,570
- 1 bedroom - \$1,400

(chart information is based on a family of four in a two-bedroom unit)

- Therefore, in order to be able to afford a monthly rent of \$670 to \$1,032, a family of four must earn between \$32,120 and \$48,100.
- Because the Bay Area is located in a housing market that is high demand which in turn drives up housing costs, without affordable housing developments, many families could not maintain living here.

AMI	Income Limit (family of 4)	Restricted Rent (monthly rent)
60% Moderate Income	\$48,100	\$1,032
50% Moderate Income	\$40,180	\$851
40% Very Low Income	\$32,120	\$670

Types of Affordable Housing Programs

There are two avenues in which individuals and families can obtain affordable housing: Section 8 and Public Housing

Section 8

- Department of Housing and Urban Development (HUD) calls this the Housing Choice Vouchers (HCV) program
- Provides rent subsidies to low-income households.
- Depending on area, incomes cannot exceed 30-50% AMI
- US citizen or a legal US resident
- Private owners can apply for HCV program

Public Housing

- HUD funded housing for low-income families, elderly, and disabled
- Varies from single family home to high-rises
- Low limits at 80% AMI to high of 50% AMI
- US citizen or a legal resident

→ **The qualification for affordable housing is based on many assumptions: (1) A family must earn a certain amount of income on a monthly basis, (2) qualifications are based off the income of two people, (3) qualifications are based on a family of four members, (4) participants must be legal US residents. The traditional type of household has changed and the criteria for affordable housing should reflect these changes.**

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Alvin Jen Riley Weissenborn
Board #2
Neighborhood Demographics

WASHINGTON NEIGHBORHOOD

A Place to Call Home

Hogares con Conciencia

This is an overview of demographics and the cost of affordable housing in the Washington neighborhood. To better understand the challenges residents face, we need to take a closer look at what obstacles they have to overcome in order to be able to call this neighborhood their home.

Study Area

The Washington neighborhood is located in Central San Jose. Downtown San Jose and San Jose State University are located a few miles north of this neighborhood. We want to explore the reason for a high demand of affordable housing.

Demographics

According to the U.S. Census data, the Washington neighborhood is composed primarily by a minority that is 3/4 Hispanic. This is important to note that individuals with a common ethnic background are more likely to live close to, or with others of similar cultural background.

Existing Rental Prices in this Neighborhood

Most Affordable

\$1351-\$1450, \$650-\$850, \$1451-\$1550, \$650-\$850, \$1651 & UP, \$1651 & UP* Homeowners > Renters, \$650-\$850, Italian Gardens

Rental Prices in Washington Neighborhood

Monthly Rent in Washington Neighborhood

280. 1 BA, 180. 1 BA

vs.

Rental Prices in Italian Gardens

Monthly Rent in Italian Gardens

380. 2 BA, 280. 1 BA, 180. 1 BA

Using US Census data and GIS, this map shows where the concentration of monthly rental costs are in the Washington neighborhood. It appears that the eastern portion of the neighborhood remains affordable, while on the western side, rents are almost double. There maybe early signs of gentrification that are beginning to happen, as the affluent Willow Glen neighborhood is directly adjacent to the west.

Rent Paid and Household Income

Rent Paid by Renters in 2010

The majority of rental homes in the Washington neighborhood range between \$800-\$2000. Based on our interviews, we found that the average rent is \$1350, which is generally too expensive for the majority of the families.

Household Income Distribution in 2010

The majority of households in the Washington neighborhood fall in the range of \$30,000 per year to \$60,000 per year. Breaking this figure down to monthly totals, this number is \$2,500 to \$5,000 gross income. Therefore residents are paying between 30%-40% of their gross income just for rent alone.

→ **In the Washington neighborhood rents can range from as low as \$850 to over \$ 1,651. In Italian Gardens, rent is cheaper than the rest of the neighborhood. Average monthly rent is considered unaffordable for most residents. Base on average gross income per month, rent alone would account for 40% of income.**

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WASHINGTON NEIGHBORHOOD **Alvin Jen Riley Weissenborn Board #3**

A Place to Call Home

Hogares con Conciencia Perception vs. Reality

This is a comparative analysis of the perception and realities of affordable housing. Affordable housing is a comprehensive mode of development that is interwoven within the community. While residents may have an idea of what affordable housing appears to be, our goal is to debunk the notion that it is one a provision of shelter.

Perception: Interviews with Current Residents

Monthly Rent: Between \$1,500 to \$1,600 for 2 Bd., 1 Ba. "Low income housing is separated from the rest of the neighborhood."

Monthly Rent: \$950 for 1 Bd., 1 Ba. "Affordable housing would be great, but it doesn't help solve other issues we have."

Monthly Rent: \$1300 for 1 Bd., 1 Ba. "I pay about \$400 more a month for a 2 bedroom 1 bath, and I am pretty sure that my apartment is not as nice."

Although residents feel that they are overpaying for housing, they feel that there are other issues such as crime and prostitution within the neighborhood that may not be solved with housing alone. Residents must realize that adequate housing is a driving force behind positive change, and this may provide alternatives for other challenges in the community.

We now move to an analysis of the neighborhood to an analysis of the affordable housing projects in San Jose. This analysis provides an adequate framework to consider the types and criteria for affordable housing in San Jose. These characteristics show us that affordable housing must include more than just housing.

Reality: Existing Affordable Housing Projects in San Jose

	4th Street Apartments	Eden Palms	Casa Feliz	Brookwood Terrace
	• 1460 N 4th Street • 100 units • 45% to 65%AMI • 1 BR: \$963 • 2 BR: \$ 1,022 • 3 BR: \$ 1,130	• 5389 Monterey Road • 60 units • 50% to 60% AMI • 2 BR: \$ 1,100 • 3 BR: \$ 1,250	• 5389 Monterey Road • 60 units • 30% to 35% AMI • Studios: \$528- \$620	• 1350 E. San Antonio • 84 units • 30% to 50% AMI • 1 BR: \$961 • 2 BR: \$ 1,149 • 3 BR: \$ 1,324
Social Services	No provisions for social services.	On-site child care is provided for residents that need additional help with their children. Financial services such as tax preparation and financial literacy are also on-site which help residents manage their money.	Located on-site is a community lounge where residents can use this space for social gatherings, meetings, and other social events. This is accessible to all residents in this development.	On-site children's play area where parents can leave their children under supervision while at work. There is also a community center where adult and children access to use and learn computer skills.
Transportation	Residents receive annual public transit passes included with their rent. This reduces the need for required parking spaces and promotes other modes of transit.	No provisions for social services.	Residents receive annual public transit passes included with their rent. This reduces the need for required parking spaces and promotes other modes of transit.	No provisions for social services.
Built Features	The development is LEED Certified, meaning residents are saving on monthly costs for water and/or electricity which is environmentally and socially friendly.	No provisions for social services.	LEED certification provides monthly savings on bills to residents. In addition, there is Wi-Fi connection throughout the property. Residents also save money from this amenity and provides accessibility to all.	No provisions for social services.

The general perception of affordable housing by neighborhood residents is that it is segregated within the neighborhood. Providing affordable housing is not enough. There are socioeconomic issues associated with affordable housing which require provisions such as education for adults and for children. A consideration of precedents which include additional services would greatly benefit the development of an affordable housing type which is specific to the needs of the residents in the Washington neighborhood.

Instructor: H. Fernando Burga
URBP 201 - Community Assessment

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WASHINGTON NEIGHBORHOOD **Alvin Jen Riley Weissenborn Board #4**

A Place to Call Home

Hogares con Conciencia Bay Area

This board is a description of what other cities in the Bay Area are doing to address the issues surrounding affordable housing. By researching different policies from several cities, San Jose can model their housing element to best meet their needs.

Affordable Housing Units

The number of units allocated to a particular city is a result of population and poverty rate. With the highest population and one of the highest poverty rates in the Bay Area, San Jose has been forecasted to provide the most amount of affordable housing in the greater Bay Area according to Residential Housing Needs Assessment (RHNA). This means there should be a greater opportunity for low income residents to find affordable housing in San Jose in the near future. Conversely, in high income areas such as Palo Alto where the population and poverty rate is low, the number of very low income units allocated for the city is significantly less than that of cities like San Jose or San Francisco.

Therefore, it is imperative that San Jose concentrate its efforts to build affordable housing because there is a great demand for it based on the needs shown by the residents of the Washington neighborhood. In order to address poverty, crime, and other negative factors, cities like San Jose should build stronger communities that people can call home and make a positive impact. Children need a safe place to grow up, mature, and learn. By building housing that fosters positivity with programs that supplement education, leadership, and collaboration among residents, as these children grow older, the idea of 'giving' back may resonate stronger within them.

What Cities Are Doing...

San Rafael - 292 Units
Population: 57,713
MHI: \$72,326
Individuals in Poverty: 5,638 (9.8%)
Housing Policy 1.0d - The expanded Canal Affordable Safe and Healthy Housing (CASH) program provides forgivable rehabilitation loans to private owners in exchange for long-term affordability of a certain portion of units.

Oakland - 1,900 Units
Population: 390,724
MHI: \$49,721
Individuals in Poverty: 71,599 (18.3%)
Housing Policy 2.7: Encourage the development of affordable rental and ownership housing units that can accommodate large families.

San Francisco - 6,589 Units
Population: 805,235
MHI: \$71,304
Individuals in Poverty: 92,600 (11.5%)
Housing Policy 1.3: Work pro-actively to identify and secure opportunity sites for permanently affordable housing.

Fremont - 1,348 Units
Population: 214,089
MHI: \$96,287
Individuals in Poverty: 10,715 (5.0%)
Action 3.01-C: Develop a Target Percentage of Affordable Housing Funds to Support Extremely Low Income Households.

Palo Alto - 690 Units
Population: 805,235
MHI: \$120,670
Individuals in Poverty: 3,547 (5.5%)
Housing Program H-1: Increase housing density immediately surrounding commercial areas and particularly near transit stations by either increasing allowed densities or encouraging development at the higher end of the existing density range.

San Jose - 7,751 Units
Population: 945,942
MHI: \$79,405
Individuals in Poverty: 98,795 (10.4%)
Affordable Housing Policy H-2.5: Facilitate second units on single-family residential lots, in conformance with our City's Secondary Unit Ordinance, to take advantage of a potential source of affordable housing and to assist our City in meeting its needs as identified in its Consolidated Plan.

Many of these policies do not exist or are different from San Jose's housing element, and could act as examples of other policies and programs San Jose could adopt. The Washington neighborhood could greatly benefit from policies such as those seen in Oakland and San Rafael. San Jose could model their housing element after these formenioned cities, where policies fit the needs of this neighborhood in regards to larger families and addresses the issues surrounding negligent landlords.

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WASHINGTON NEIGHBORHOOD **Alvin Jen Riley Weissenborn Board #5**

A Place to Call Home

Hogares con Conciencia Community Involvement

In this board we propose a self-help model to achieve affordable housing in the Washing neighborhood. These are the steps that Washington neighbors can take to help define affordable housing development and policy. Because these projects are typically developer-driven, local communities must learn to lead the provision of affordable housing.

How Can Communities like the Washington Neighborhood Help Stimulate Affordable Housing Projects in Their Neighborhood?

Action Steps For Citizens

- Get involved with an affordable housing group or start your own.
- Join forces with other groups in your community, where their focus is towards affordable housing issues.

Once a group is formed, consider advocating for specific local affordable housing actions:

- Meet with neighbors or neighborhood groups to learn their views about what type of affordable housing might work best, and how they might support it.
- Consult with housing experts to learn their opinions about affordable housing in your community.
- Put informal or formal pressure on developers and building owners to keep rents of new affordable housing affordable for the majority.

Keeping Existing Housing Affordable

- Consider rent control provisions or ordinances for your community.
- Educate current renters in tenant's rights, so that they will not be subject to unfair rent increases, or other tactics that might lead to their displacement from their homes.
- Make sure that both existing and planned affordable housing opportunities are well publicized and reach the right people.

As a result, affordable housing developments are built that in a community, such as Washington Neighborhood, that is ensured to stay affordable. Instead of the top-down approach to build affordable housing, a grassroots approach is taken. Although there are signs of neighborhood organization, in order to get affordable housing built in the Washington Neighborhood, the residents must collectively organize and speak as one voice rather than of.

To make an impact, pressure needs to be put on the city and developers to build affordable housing. Residents in the community must organize and educate themselves around affordable housing issues. In addition, community members must create a myriad of formal and informal partnerships to help move the process along.

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WASHINGTON NEIGHBORHOOD **Alvin Jen Riley Weissenborn Board #6**

A Place to Call Home

Hogares con Conciencia Towards an Affordable Housing Action Plan

By understanding how communities in the Bay Area organize and educate themselves to achieve affordable housing, Washington residents can develop examples to pursue action and policy change.

East Bay Housing Organizations

- East Bay Housing Organization is the leading affordable housing advocacy coalition serving Alameda and Contra Costa Counties.
- Their Resident Organizing Institute (ROI) trains and empowers affordable housing residents as leaders in their communities.

Training residents for leadership roles provides empowerment for the community, while also allowing organizations to reach and inform more members of the community.

EBHO's Community Involvement

- Mobilize hundreds of residents to write letters, make calls, meet with council members, and speak out at public meetings.
- Creating mass resident participation and engagement signifies a community's commitment and desire in addressing a specific need.

EBHO's Accomplishments

- Through the power of civic participation and community organizing, Oakland City Council voted on a budget that included \$1.8 million for affordable housing, enough to secure core programs for FY2013-2015.
- Oakland City Council also unanimously passed a policy proposal that sets aside 25% of all future one-time boomerang funds and 25% of all ongoing boomerang funds starting in FY2015-2016 to affordable housing.
- Multiple outcomes supporting affordable housing funding shows that civic participation can produce positive results.

Congregations Organizing For Renewal (COR)

- COR is a faith-based, grassroots organization of 14 congregations, neighborhood groups and schools, representing 25,000 low and moderate income families in Southern Alameda County.
- They provide resources, training, and leadership that help residents find solutions to economic and social barriers they face, including affordable housing.
- A collection of organizations and groups bring multiple avenues of experience and knowledge that can be used to help educate and empower local residents.

COR's Community Involvement

- Alongside the Urban Habitat Transportation and Housing program and San Leandro residents, COR used one-on-one conversations in order to assess the community's needs, in this case affordable housing.
- Through one-on-one conversations, a community can gain a richer and more in-depth understanding of it's needs, which can then be used to create an argument and action plans that support these needs.

COR's Accomplishments

- Through these one-on-one conversations, COR and San Leandro residents were able to paint a descriptive picture as to the affordable housing needs within Downtown San Leandro.
- These personal narratives influenced City Council Members to include more comprehensive affordable housing policies and plans in the newest Downtown-Specific Draft, which led to the construction of The Cornerstone, a 200 unit affordable housing development.
- Using personal narratives address affordable housing needs in a community creates intimate and convincing arguments which can be used to influence policy and planning initiatives.

Through combined efforts involving non-profits, community organization and residents change can be achieved in affordable housing policy. By learning from the efforts of other successful affordable housing advocacy organizations in the Bay Area, Washington residents can marshal their own affordable housing action plan to address their specific housing needs.

Instructor: H. Fernando Burga
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WASHINGTON NEIGHBORHOOD Alvin Jen Riley Weissenborn
Board #7

A Place to Call Home

Hogares con Conciencia A "New" Housing Development

It is important to understand that large pieces of vacant land may not always be available to develop affordable housing. Instead, the Washington neighborhood may be more likely to benefit from developing smaller scale affordable housing on pieces of land that are half an acre or less.

Benefits and Drawbacks of Small Scale Development


Benefits	Drawbacks
<ul style="list-style-type: none"> Projects cost less, thus easier to fund In denser areas such as Washington, small vacant lots will be easier to find than large ones Rehabilitation and renovation of an existing foreclosed home that is in disrepair may have lower costs compared to new construction 	<ul style="list-style-type: none"> Small projects provide housing for few families. In order to maximize space, developments usually opt for more units with fewer bedrooms. The chances of being selected for an apartment are much smaller because of fewer units and longer wait-lists.

Precedent #1: Willow Court



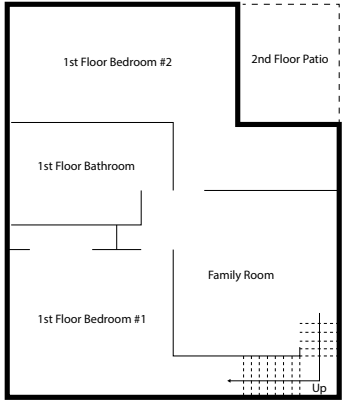
- New construction: Infill family town homes in existing neighborhood
- Six total units: two 2 BR and four 4 BR
- 0.4 acre development

Precedent #2: Los Gatos

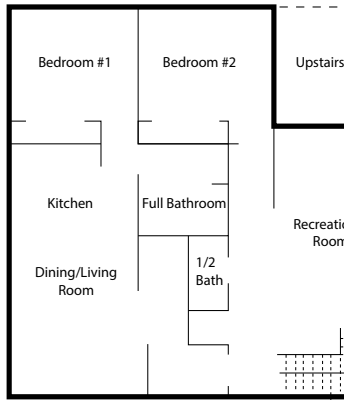


- Acquisition, relocation, and rehabilitation of a four-plex home
- 0.15 acre development
- Four total units: two 1 BR and two 2 BR

Proposed Design



1st Floor Bedroom #2, 2nd Floor Patio, 1st Floor Bathroom, Family Room, 1st Floor Bedroom #1



Bedroom #1, Bedroom #2, Upstairs Deck, Kitchen, Full Bathroom, 1/2 Bath, Dining/Living Room, Recreational Room

To meet the needs of the community, new housing should be multi-generational housing, such as the one we are proposing allows for multiple generations within a family to live under one household. Since this currently exists in the neighborhood, this design reflects existing conditions.

→ **Since large vacant parcels of land tend to be expensive and scarce in denser parts of cities, neighborhoods like Washington/Guadalupe may benefit more by diversifying across multiple smaller pieces of property to develop affordable housing.**

Instructor: H. Fernando Burga
URBP 201 - Community Assessment


WASHINGTON NEIGHBORHOOD Alvin Jen Riley Weissenborn
Board #8

A Place to Call Home


Hogares con Conciencia Potential Sites

In order to build affordable housing in the Washington Neighborhood, we need to identify potential sites that can be developed. These sites could be vacant and undeveloped or have an existing structure which could be demolished or redeveloped.

Potential Developable Sites in the Washington Neighborhood




Potential Site #1



Location: Almaden and Graham
Total Area: 0.30 acres

Based off of the City of San Jose's vacant parcel data, we located three adjacent parcels that could possibly be used for a future housing project. This site is centrally located within the neighborhood, which provides good access to retail on Willow and Washington Elementary School.

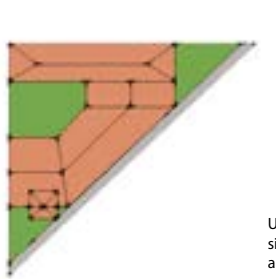
Potential Site #2




Location: S Almaden and W Alma
Total Area: 0.36 acres

This potential site is located in the southern portion of the neighborhood. It is within walking distance from Rocketship Alma Academy and a small retail center.

Potential Site Plan





Using potential site #2 on South Almaden and West Alma, we have drawn out a proposed site plan to show how this parcel could be developed. Within this site, we considered that a total of 4, 4 bedroom units could potentially fit within this parcel.

→ **There are opportunities to build affordable housing in the Washington neighborhood. Most of the vacant parcels are smaller than half an acre. Other possible parcels are located in the Guadalupe River floodplain. These parcels are undevelopable because of the potential risk of future floods. Future affordable housing development should be done in areas that are safe, pose no risks for natural disasters and other undesirable conditions.**

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URBP 201 - Community Assessment

WASHINGTON NEIGHBORHOOD Alvin Jen Riley Weissenborn
Board #9





A Place to Call Home

Hogares con Conciencia Conclusion

With the information provided, Washington residents can carry out a first step towards achieving an affordable housing policy provision that fits their needs. They must collectively approach the City of San Jose and act as a catalyst for change or existing conditions will remain unchanged.

What We Have Learned

- Residents currently spend 30%-40% of their income on housing which is substantially higher than what they should be spending
- Through presentations and meetings with community members, a general desire and need for more affordable housing options has been expressed.
- The City of San Jose can do a better job addressing inequalities in housing through the implementation of policies and programs
- Community residents can get involved and help force local government and other organizations to provide affordable housing in the Washington neighborhood
- The types of affordable housing opportunities for the community are limited due to the lack of larger vacant parcels for new development
- The types of affordable housing that would best fit the community would be small scale developments consisting of 2-10 units,

Proposed Next Steps for Residents

- Form a community group which focuses on affordable housing. This will not only help bring together residents to form a stronger and more focused group, but it will also show the city and other organizations that the community intends on addressing the issue of affordable housing
- Talk to the community about what needs they have in regards to housing. This will give the affordable housing community group a better understanding as to the specific aspects of housing that should be addressed, in the event affordable housing projects occur in the neighborhood
- Meet and form relationships with other community groups, non-profits, and city officials that are focusing on affordable housing issues. Doing so will not only provide more knowledge as to what else is happening in other neighborhoods, but these relationships may provide resources in the form of connections with individuals that have a specific expertise that may benefit your community's fight for affordable housing.
- Create a document that clearly states the community's affordable housing goals, how the community intends to support these goals, and specific housing needs that the community would like to see met. By creating a document or plan that shows the community's goals and proposals, potential investors, developers, city officials, and other non-profits may view this as a commitment by the community and may be more likely to consider developing affordable housing in that community, because its residents have put in a great amount of time and effort to create such a document.

→ **With these proposed steps, Washington residents assemble a community action group with purpose of lobbying affordable housing provisions for their neighborhood. By organizing together around a common issue, residents can begin to address their housing needs.**

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