



Public Engagement with Diverse Communities in Medford

Spring 2014 • Planning Public Policy & Management

Daniel Platt • PhD Candidate • Department of English
Gerardo Sandoval • PhD • Professor of PPPM



Sustainable Cities Initiative

Acknowledgements

The authors would like to thank the City of Medford's police and planning departments for taking an active role in the project. We would especially like to thank **Lilia Caballero**, Cultural Liaison Coordinator for the Medford Police Department, and **Tim George**, Medford's Chief of Police.

Our outreach work would not have been possible without the help of **Margarita Castillo**, local business owner, and her daughter, **Jenny Castillo**. We owe them a tremendous debt of gratitude.

We would also thank the following people who shared their experiences of Medford and helped to orient us to the community:

Rosa Chavez-Jacuinde, Academic Adviser at the University of Oregon's Center for Multicultural Academic Excellence

Donna Mae Fiore, Rogue Community College ESL Instructor

Alfredo Flores, editor and owner of *Revista Caminos* Magazine

Kiersta Fricke-Gostnell, Rogue Community College ESL Coordinator

Martha Ibarra, education supervisor for Oregon Child Development Coalition Migrant and Seasonal Head Start program;

Debra Lee, Director of Center for Non-Profit Legal Services, City of Medford Multicultural Commission member, and Multicultural Fair Coordinator

Carrie Prechtel, Community Outreach Specialist for Jackson County Library Services

Kim Wolfe, Library Director for Jackson County Library Services

Finally, we would like to thank **James Rojas** for facilitating the project's outreach efforts and helping us engage the public through his interactive urban planning outreach method.

About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and one city in Oregon, in which students and faculty in courses from across the university collaborate with the partner city on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner city through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

SCI Directors and Staff

Nico Larco, SCI Co-Director and Associate Professor of Architecture

Marc Schlossberg, SCI Co-Director and Associate Professor of Planning, Public Policy, and Management

Bob Choquette, Sustainable City Year Program Manager

About City of Medford

Medford, located in Jackson County in Southern Oregon's Rogue Valley, has a population of 75,920 within a metropolitan statistical area of 206,310 people, the 4th largest in the state. The city was founded in 1883 at its present site because of its proximity to Bear Creek and the Oregon and California Railroad. Medford became the county seat in 1927.

The downtown is a National Historic District and it is flourishing today due to support from the city's Urban Renewal Agency in cooperation with business and property owners. New construction, building restorations, infrastructure improvements, and community events are creating a forward-looking downtown grounded in Medford's diverse past. Streets have been realigned and improved with with new pedestrian and bicycle amenities.

Medford is the economic center for a region of over 460,000 people in Southern Oregon and Northern California. In the past, its economy was fueled by agriculture and lumber products. Although the lumber industry has declined, three lumber mills—Boise Cascade, Timber Products, and Sierra Pine—remain. The area also is home to an expanding vineyard and wine industry that includes a large assortment of varietals and over 60 wineries. Lithia Motors, the 9th largest auto retailer in the U.S., has been headquartered in Medford since 1970.

The City is a regional hub for medical services. Two major medical centers employ over 7,000 people in the region. Medford is also a retirement destination, with senior housing, assisted living and other elder care services acting as an important part of the economy.

The Bear Creek Greenway extends from Ashland through central Medford and includes a 26-mile multi-use path, linking several cities and numerous parks. Roxy Ann Peak, one of Medford's most prominent landmarks, is a 3,573-foot dormant volcano located on the east side in Prescott Park, Medford's largest city park at 1,740 acres.

Course Participants

Maja Birdwell, PPPM Undergraduate

Allison Brinkhorst, Nonprofit Management Graduate

Amy Cubbage, Nonprofit Management Graduate

Victoria Dodson, Nonprofit Management Graduate

Dustin Flores, Family and Human Services Undergraduate

Somaly Jaramillo-Hurtado, Community & Regional Planning Graduate

Jeffrey Kernen, Community & Regional Planning Graduate

Alexander Macfarlan, Nonprofit Management Graduate

Holly Mar, Public Administration Graduate

Baejamin Novak, PPPM Undergraduate

Sebastian Oviedo, Architecture Undergraduate

Asaki Oyama, Non-Profit Management Graduate

James Page, Community & Regional Planning Graduate

Sunceray Patterson, PPPM Undergraduate

Lindsay Pepper, International Studies Graduate

Daniel Platt, English Graduate, Nonprofit Management Graduate

Janet Quiroz, PPPM Undergraduate

Ray Reedy, Architecture Graduate

Elisabeth Rickles, Public Administration Graduate

Ariana Shanahan, Nonprofit Management Graduate

Dalian Yates, Nonprofit Management Graduate

Table of Contents

Executive Summary	8
Introduction	10
A Brief History of Latino Settlement in Medford	12
Methodology	14
Analysis and Results	21
Recommendations	28
Conclusion	32
Appendices	33
Figures	38

This report represents original student work and recommendations prepared by students in the University of Oregon’s Sustainable City Year Program. Under the Creative Commons Share Alike license, others may use text and images contained in this report but must credit the authors and license their new creations under identical terms.

Executive Summary

On May 24th and 25th of 2014, students participating in the University of Oregon Sustainable Cities Initiative conducted a public engagement workshop in the City of Medford. We talked to approximately 300 people outside of El Gallo and La Placita Markets on West Main Street. Most of the people we talked to were Latinos on their way into the markets to pick up groceries or other goods. Using a “participation through play” model developed by urban planner James Rojas, we asked participants to envision their ideal city, or describe what they might change about Medford if they had the chance. We then carefully recorded and collated their responses and identified some central themes that emerged from the information we gathered.

This outreach effort was part of a longer process initiated by the City of Medford, to engage Medford’s Latino community, to identify common needs and concerns in the community, and to devise strategies for building stronger relationships between Latino residents and city officials and city authorities (i.e., the police). This report describes the process of planning and preparing the May outreach event, the information we gathered, and the recommendations that emerged from our analysis of participants’ responses.

This report begins with a summary of some important context for the project, including a brief history of Latino settlement patterns in Medford and key demographic data. In the next section, we describe the methods and strategies we used to plan and execute our outreach event. It is our hope that the methodology described in this section—with the recommendations that emerged from a similar effort, also conducted through the Sustainable Cities Initiative, at Medford’s Multicultural Fair in the fall of 2013—can give the city a toolkit of best practices for future public engagement efforts. Above all, our suggestions for successful public outreach speak to the importance of cultivating personal relationships in the community, exhibiting cultural competency, and showing participants that their time and opinions are valued.

The largest section of the report is devoted to presenting and analyzing the information we gathered during our outreach. We received a wide range of responses from community members: from numerous observations about the need for leisure activities for young people, to one man’s dream of an authentic Salvadoran pupuseria. However, when we collated and began to analyze participants’ responses, some critical patterns and began to emerge. The most commonly-expressed desires among the people we spoke to were:

1. More culturally-inclusive public spaces;
2. More involvement in the civic life of the community;
3. More youth- and family-friendly opportunities for recreation and education.

Public engagement is a worthy project, but it is not an end in itself. Unless public officials and community leaders take meaningful action on the feedback

gleaned from their public engagement efforts, residents can begin to feel jaded or “tokenized” by the process. At the end of the report, we included a list of ten recommendations for the city to begin incorporating and acting on the ideas and opinions that students gathered from the Latino residents of Medford. Among those recommendations are ideas for creating public spaces that are more inviting to Latino residents, involving young Latinos in public leadership training and mentoring, and improving access to English language education. We also recommended that the city continue working with James Rojas and his participatory workshops. In particular, we recommend workshops that bring together police officers and Latino youth using Mr. Rojas’s participation by play method.

Introduction

Medford's Latino population has grown steadily over the past 25 years, from 2,387 in 1990 to 10,958 in the 2010 census. During that time, Latino residents of Medford have enriched the community in many ways: strengthening the local economy with their labor, building small businesses that create new jobs, and adding new diversity to the city's cultural landscape. However, it seems that many residents—both Latinos and non-Latinos—have the sense that Medford's Latino community remains divided from the rest of the city. This vague sense of community separation is borne out in tangible ways: Latinos in Medford face elevated levels of poverty, higher high school attrition rates, and barriers to high-paying jobs. For many Latinos, these problems are exacerbated by unauthorized or uncertain immigration status, limited English-language proficiency, and a pervasive atmosphere of racism and discrimination. Taken together, these issues form a significant barrier to public participation and civic engagement for the Latino community.

The City of Medford has identified Latino civic engagement as a top priority for the coming years. In the spring of 2014, the city enlisted Prof. Gerardo Sandoval's Planning, Public Policy, and Management class, "Public Participation in Diverse Communities," to help involve Latino residents in the city's planning and decision-making process. This project follows several city initiatives focused on the Latino community, including the creation of a Multicultural Commission, the adoption of an "Equal Opportunity Employment" plan, and a similar public participation project undertaken by Prof. Sandoval's students in the fall of 2013. Here are the objectives that Medford city officials set out for the spring public engagement project:

- Contribute to the enhancement of civic engagement and communication to effectively reach the low income segments of Medford's Latino community and gain a better understanding of the key issues they perceive as important within the city.
- Identify possible barriers to public engagement that the Latino community in Medford perceives.
- Out of this participatory research approach could emerge suggestions as to identifying channels and mechanisms for helping the city and the Latino population develop a productive, lasting, and mutually beneficial civic engagement.

To address the city's goals for public outreach to the Latino community, University of Oregon students, both graduate and undergraduate students from a range of departments, studied the fundamentals of community participation theory, researched the history and demographics of Latinos in Medford, and networked with Medford stakeholders to orient ourselves to the community. Students collaborated with city staff, local community leaders, and small business owners to design a two-day community outreach event, where we would engage members of the Latino community and solicit their feedback

about how to improve the city. In the body sections below, we describe the contours of that project: the essential history and demographic context we documented, the methodology for our outreach efforts, the results and analysis of our outreach, and a series of recommendations for future action from city officials and community stakeholders.

A Brief History of Latino Settlement in Medford

Though there have been Latinos living in the Rogue Valley since the mid-19th century, the modern history of Latino settlement in Medford begins with the Bracero migrant worker program, which ran from 1942-1968. The Bracero Program brought over 4 million workers from Mexico to replace domestic agricultural workers fighting in World War II (Stephen 2001). Latino Bracero workers first came to the Medford area in the 1940s to harvest pears from the region's many orchards (Sarathy 2006). Most often, Bracero workers were housed in temporary labor camps. Although the Bracero Program ended in the late 60s, local agriculture continued to rely on Latino migrant labor. By 1981, there were approximately 1,500 seasonal Mexican workers living in 31 different labor camps in the Rogue Valley

(Sarathy 2006). Because these workers, who were predominantly male, lived in labor camps, they were largely absent from urban centers, such as Medford.

However, Latino immigration and settlement patterns began to change in the late 1970s, and especially after the 1986 Immigration and Reform Act, which granted amnesty to almost 6 million Latino migrants living in the U.S. While seasonal male workers had once constituted the majority of Oregon's Latino population, the late 80s and 90s saw more Latino families emigrating, and more Latinos settling permanently in Oregon communities (Sarathy and Casanova, 2008; Cooper and O'Neil, 2005). At the same time, labor-intensive greenhouses and nurseries became a significant part of Medford's agricultural industry, which created year-round demand for Latino labor (Nelson 2008). In 1977, Oregon's farms employed an average of 64,000 farmworkers each year; by 1992, this figure had grown to 120,000 (Nelson 2007). These factors, combined with federal trade policy changes (such as NAFTA) and an economic downturn in Mexico, led to a shift from single-male migrant workers living in labor camps to Latin American families seeking to settle permanently in the U.S. (Nelson 2007). The Latino population in Medford has grown from only 5.08% of the population in 1990 to 9.16% in 2000 and 13.78% in 2010 (see figure 1). Integrating



A migrant laborer picking pears at the Illihee Orchards near Medford (1944).

From the OSU Archives, used under Flickr Commons license.

immigrants into a new community—socially, culturally, and economically—is a process that takes many years. Consequently, the history of Latin-American immigration to Medford is important context for understanding the barriers that many Latinos face as they build new homes in Medford.

Over the years, Medford's Latino population has evolved from a population of migrant male workers living largely in labor camps to a population dominated by young families who are setting down permanent roots in the city. In that time, Medford has taken steps to engage this community and to integrate their wants and needs into the city's visioning and planning for the future. The Medford Vision Strategic Plan, adopted by the city in 2002, specifies several ongoing goals that speak to the city's Latino community, such as supporting Latino higher education and small business development, encouraging cultural diversity in the city, and fostering greater public participation among Medford Latinos (see the sidebar). This report—and the outreach effort it documents—is reflective of the city's commitment to better serving its Latino population, and an extension of this ongoing work of engagement and inclusion.

Key Spatial and Demographic Trends

Before our outreach event, students researched demographic and spatial indicators to help us orient ourselves to Medford's Latino community. Here are three important trends that we observed in our research:

Medford's Latino Community Is Growing:

Medford's Latino population has grown steadily over the past years. The growth of the Latino population is reflected throughout Oregon; however, as figure 1 shows, Medford has a higher percentage of Latinos than Oregon as a whole. Though economic opportunities have improved for many Latinos in the past twenty years, Latinos remain concentrated in lower-wage industries such as farming and forestry, food preparation, and cleaning and maintenance (see figures 2 and 3).

Medford's Latino Community Is Young:

In a comparison of age demographics, the Latino population of Medford is significantly younger (figure 4) than the city's general population (see figure 5). Census data shows that 50% of Medford's Latino residents are under the age of 25; 72% are under the age of 45. This trend is reflective of demographic trends in the Latino population of Oregon as a whole. According to 2010 census data, the Latino population in Oregon is on average much younger than the general population, with a median of age of 23.7 versus 38.2. Nearly one in four children under age 5 in Oregon are Latino, and 21% of students enrolled in Oregon K-12 public schools are Latino (Wright 2012).

Medford's Latino Community Is Spatially Concentrated:

As figure 6 shows, there are Latinos living in every part of Medford; however, a significant portion of Medford's Latino population is clustered in the neighborhoods west of downtown (figure 7 shows how this spatial distribution has changed over time). This pattern of spatial concentration of Latinos in Medford is particularly important to understanding the Latino community's access to public transportation and public parks. For example, see figure 8, which shows bus routes passing through neighborhoods with high concentrations of Latinos. Similarly, when one compares figure 6 with a map of Medford's parks and open spaces, it becomes clear that many Latinos are beyond comfortable walking distance from these places.

Methodology

Our goals for this outreach project were: 1). To give Latinos in Medford an opportunity to define problems in their community and share their vision of Medford's future; 2). To identify barriers to public participation within the community; and 3). To help to build the foundation for future public participation efforts undertaken by the City of Medford. To accomplish these goals, our class conducted community outreach events at two Latina-owned businesses, La Placita and El Gallo Mexican Supermarket, in Medford on Saturday, May 24th and Sunday, May 25th.

The groundwork for the spring's public participation event was laid in the summer of 2013, when students conducted an outreach workshop at the Medford Multicultural Fair. During that event, students spoke with more than 100 people about what they envision for the future of the city. These were the four key issues that students identified in the Fall 2013 report, written by Roanel Herrera and Prof. Sandoval:

- Workshop participants stated they wanted more recreational activities and family events in public parks.
- People discussed the need to build an inclusive community that promotes equal treatment and opportunity and eliminates all forms of discrimination.
- Several individuals discussed the need to build a larger bike infrastructure

From "Medford in the 21st Century: Vision Strategic Plan":

Ongoing Goals:

- Support outreach programs for higher education among ethnic minority students.
- Allocate funds for community events that include a focus on cultural diversity.
- Support efforts to retain and expand local minority-owned businesses.

Completed Goals:

- Established Equal Employment Opportunity/Affirmative Action Plan.
- Adopted an ordinance confirming the Council's support of Medford's growing multicultural community (ORD 2000- 57).
- Adopted ordinance establishing the Multicultural Commission
- In 2003, former organizers asked the Multicultural Commission to take over management of Medford's Multicultural Fair.



Storefront of El Gallo Supermarket, 2122 West Main Street.

and improve the safety of bike lanes near Bear Creek.

- People are worried about losing Jackson County branch libraries.

See the full fall report—available at: <http://hdl.handle.net/1794/16077>—for additional background on the Multicultural Fair Workshop, and the recommendations that emerged from that project.

Our spring outreach events were designed to build on the information that students and Prof. Sandoval had gathered from the Multicultural Fair workshop, and on the relationships that we had built with members of Medford’s Latino community both before and after the event. Like the summer Multicultural Fair workshop, our spring outreach event used a public participation model developed by artist and urban planner James Rojas. Mr. Rojas describes his method as one “that uses model-building workshops and on-site interactive models to help engage the public in the planning and design process.” The goal of the method is to “translate conceptual planning ideas into physical forms, and learn about the value of planning and design in shaping how we live” (placeit.org).

In practice, this “participation through play” method inspires participants to think about the places where they live, work, and play, and how those spaces affect their daily lives. The method also encourages participants to tell stories about their lived experience of the city. Unlike other methods, such as community surveys, which produce a limited set of possible responses, this open-ended, informal approach is likely to generate more surprising—and, perhaps, more honest—community feedback.



Participants at one of James Rojas's public participation workshops in Los Angeles, California.

Prior to the outreach event, architecture and design students made a table-length map of Medford, which included the downtown and the area of West Main Street where the outreach event took place. At the event, students placed repurposed, colorful objects—things like pipe cleaners, plastic animals, and little toy houses—on the map for participants to play with. We encouraged community members to find themselves on the map, and then to use the toys to illustrate their vision for the city. Students engaged community members with a conversational approach and with open-ended questions (as opposed to the closed-ended questions common in survey methods of public outreach). Some examples of questions we used to initiate conversation were: “What do you like most about Medford?” Or, “What would you change about the city if you could?” We kept track of each person we spoke to, and wrote down each of their responses and recommendations, as close to word-for-word as possible, on a giant notepad.

Best Practices for Public Engagement

Listed below are some of the “best practices” we deployed both before and during our outreach event. These are strategies that we believe helped us to increase participation, create a sense of community buy-in for the workshops, and generate thoughtful, honest feedback. There is, of course, no one-size-fits-all approach to public engagement efforts. We believe, however, that these recommendations can be a good jumping-off point for future public participation and outreach efforts in Medford. The Fall 2013 report on the Multicultural Fair



University of Oregon student Allison Brinkhorst (right) invites participants to engage with our map of Medford.

outreach project contains other suggestions for a “networking approach” to public participation; those recommendations overlap with these in some places.

1. Build Relationships: To establish the legitimacy of your outreach efforts, it is important to build relationships with key stakeholders in the community you’re trying to engage. As Roanel Herrera wrote in the Fall 2013 report, the best way to do this is to begin “meeting one-on-one with them and explaining how [your] outreach efforts could potentially improve both neighborhood safety and planning processes.”

Prior to our event, we visited Medford to meet with key stakeholders in the Latino/a community in Medford, including (among many others) Lilia Caballero, the Cultural Liaison Coordinator for the Medford Police Department; Margarita Castillo, the owner of several small businesses that serve Medford’s Latino population (including El Gallo Supermarket and La Placita, where we held our outreach events), and her daughter Jenny; Hector Flores, a founder of one of Medford’s only Spanish language publications, the monthly magazine Caminos; and Debra Lee, organizer of Medford’s annual Multicultural Fair. These community partners not only provided us with important context for understanding issues facing the Latino community, they also helped to establish the validity and trustworthiness of our outreach efforts.

Margarita Castillo was a particularly critical community partner for our outreach event in May. In their essay “Latino Urbanism Revisited,” Gerardo Sandoval and Marta Maria Maldonado describe Latino/a small business owners as “key allies whose livelihood is directly tied to the sustainability and health of the Latino



Prof. Gerardo Sandoval (left) speak to Medford residents during our outreach event at El Gallo, May 24th.

population” (2012). Margarita’s trust and commitment to the project allowed us to conduct our outreach in a space that attracts hundreds of Latino visitors every day, and to reach a group of people that we might not otherwise have been able to reach.

2. Reach Out to the Community: In the weeks before the outreach event, students designed a marketing plan to promote the outreach event and increase public participation. The event was advertised on La Gran D, a local Spanish language radio station at 610 AM. The hosts also interviewed a student from our class, Somaly Jaramillo-Hurtado, about our outreach. Margarita Castillo and other community business leaders distributed fliers promoting the event at their businesses. More than half of the class also attended Medford’s “Dia de las Madres” festival on May 10th to distribute fliers and encourage people to participate in our outreach event on the 24th and 25th. This was also an opportunity to informally speak to various Latino community members at the celebration about our project and their thoughts regarding Latino outreach.

While the students’ advertising campaign likely brought some additional participants to the event, by far the most effective vehicle for promoting public participation efforts is peer-to-peer contact. When someone is invited to an event by a person or organization they know and trust—through a face-to-face meeting, a phone call, or a personal email—they are much more likely to attend. Our goal was to ensure that potential participants would hear about the outreach events several different times, through several different channels: in print, on the radio, and by word of mouth.



3. *University of Oregon student Somaly Jaramillo-Hurtado (left), a native Spanish speaker, greets a Medford resident during our public participation event.*

Choose a Safe Space: The choice of a venue is critically important to ensuring quality public participation. As Roanel Herrera wrote in the Fall 2013 report documenting the Medford Multicultural Fair participation workshop, it is essential to engage minority populations “in spaces that feel culturally safe (e.g., churches, schools, parks, etc.) . . . This helps to eliminate the fear and distrust minority populations associate with city planners, academics, and public authorities such as police.” Choosing a culturally safe space for public outreach is one of those simple demonstrations of empathy and awareness that are essential to winning trust and engagement from minority populations.

For this event, we chose to conduct our community outreach outside two Latina-owned small businesses. These are places that many Latinos visit regularly; consequently, they are places that will feel safe and comfortable to most Latinos. In addition, by conducting our outreach at a small business we engaged people during their normal daily activities, like grocery shopping. As a result, participation wasn’t limited to those who would have the time or inclination to get involved in planning efforts.

4. Exhibit Cultural Competency: Although many Latinos in Medford speak English, they may feel more comfortable and confident communicating in Spanish. At our community outreach event, there were at least two Spanish speakers at our tables at each time. We greeted most of the participants in Spanish; if they responded in English, we simply switched languages. During our outreach before the event, we made sure our fliers and advertising materials were written in both English and Spanish.

Cultural competency means more than just “speaking the language,” though. It’s important for the leaders of public engagement efforts to recognize how they may be perceived by the community they’re engaging, or the power that they might hold over that community. Questions or references to a person’s immigration status, for example, may be perceived as invasive or threatening. It’s also important to avoid using jargon or referring to specialized knowledge that might exclude the person you’re speaking to.

5. Create Opportunities for Storytelling: Some of our most valuable information came when participants were willing to talk at length and share their stories. For example, Prof. Sandoval conducted an informal focus group with a group of seven Latino *pineros* who were stopping off at El Gallo for bottled water and snacks.¹ They identified themselves as guest workers from Mexico and said that every week they are in a new town in Oregon, Washington, or Idaho. In their rare time off from work, they said they like to go the local Latino store for *carne asada*, and then head to a local park to grill and play soccer. Several interesting questions came out of this interaction; for example, how can Medford’s city planners and elected officials ensure access and inclusion for a mobile and often hidden population like these *pineros*?

But the interaction also showed how valuable it can be to give people the chance to tell stories about their daily experiences in the community, especially people like the *pineros* whose stories are rarely told in public. By creating opportunities for people to tell their stories—in public forums perhaps, but also in informal, face-to-face meetings or focus groups—the city can show the depth of its commitment to public engagement, come to clearer understandings of the people who live and work in the community, and, ultimately, devise new strategies to serve underserved populations.

6. Show Participants Their Time Is Valued: People who offer feedback and suggestions during a public outreach event are making a generous offer of their time, and it’s important to recognize that in some way. For example, we brought small “thank you” gifts for people who participated in our outreach event (University of Oregon t-shirts, stickers, and pencils).

Perhaps more important than giving participants gifts, though, is giving participants the sense that their feedback is valued, and that it will have an impact on the community. The city planning professor Jason Corburn observes that the local knowledge of a community adds substantial value to the technical or scientific knowledge held by planners and elected officials (Corburn 2002). Showing participants that their “local knowledge” is valued alongside the knowledge of experts can help to inspire continued participation and deeper community engagement.

¹ “Pineros” is a term used to refer to Latino forest workers. In the late 1980s, changes in the forest industry saw many Latinos take jobs planting trees in the forests of the Rogue Valley and across the state.

It's also important to give participants context for the event, so that they know how the feedback they give will have an impact. Whenever possible, planners should invite participants to attend future events, such as public meetings or workshops, and arrange to make follow-up contacts. The benefits of a public engagement effort will be wasted if participants feel as if the city listened to their suggestions and then did nothing to act on them.

Analysis and Results

During our two days of community outreach at La Placita and El Gallo, we spoke to approximately 300 people. Because this event was designed as an informal survey of the Latino community, we didn't track participants' ages, ethnicities, or immigration status. Anecdotally, though, the vast majority of people we spoke to were Latinos. Participants constituted range of ages. We spoke to many family groups, several groups of teenagers and young adults, and several groups of men who were en route to or from a job site.

During the event, we wrote each participant's responses (as close to word-for-word as possible) on a large white board. After the workshops, we collated all the responses, organized them into different categories, and made note of when similar comments or suggestions appeared. A complete tally of all of the responses that we recorded at the workshop is included in the appendix.

After collating our data and debriefing the results of our outreach, we identified three areas of community need that seemed to emerge from the responses we recorded. First, Latinos want more culturally-inclusive public spaces in the city. Second, Latinos want to be more involved in the political process and the civic life of the community. Finally, Latinos want more recreational and educational opportunities for families and for the growing Latino youth population. We connected each of these three community needs to three strategies for building enduring and mutually beneficial engagement between the City of Medford and the Latino community:

- Supporting Latino Place-Making

What is Cultural Inclusion?

A culturally-inclusive community is one that helps to create:

- *A Sense of Belonging:*
The sense that the entire community recognizes and welcomes one's culture.
- *Cultural Visibility:*
The feeling that one's culture—including language, music, and food, but also stories and experiences—can be expressed publicly, without fear or discomfort.
- *Cultural Empowerment:*
Building opportunities for public participation, and working to ensure that the culture's needs are addressed in the community.

For a minority population to be meaningfully involved in the community, they need to feel a sense of cultural inclusion and acceptance. Medford has taken some important steps toward creating a culturally inclusive environment for Latinos, but we feel that there is much more work to be done.

- Empowering the Latino Community
- Engaging Latino Families

It should be noted, before launching into participants’ suggestions for improvements in the city, that many participants described a variety of different positive experiences of Medford during our informal interviews. When asked what they would change about the City of Medford, a handful of people responded, simply: “Nothing – it’s great here.” One person described the city as “peaceful and nice,” and many reflected on their enjoyment of Medford’s parks and open spaces. One long-time resident of the city described how discrimination was rampant in the past but has been improving in the past 10 years: “When I first moved here people would look at you and follow you in stores.” She mentioned that it seemed to her like the police and other city services have been reacting to the increased Latino presence in town and reaching out. As city officials and community leaders move forward with their public participation efforts, we feel it’s important for them to keep in mind the progress that has been made, and the commonalities that unite all residents of Medford in their vision of a better future. But though there have been improvements in terms of Latino immigrant integration in Medford, our research demonstrates that there is much more work to do to create a welcoming environment for Latinos.

Everyone knows each other but they don’t engage.

- Latino Medford Resident

It would be nice if we had something where, say if you are from Jalisco, I’m from Michoacan, and he’s from some other place, we could all share and get to know each other.

- Latino Medford Resident

Supporting Latino Place-Making

Supporting Latino place-making means making sure Latinos feel safe and welcome in public space, and helping them to establish a visible presence for their culture in the community. For example, Latinos want more accessible parks, and they want them to feel safe and welcoming to all people. Latinos want public spaces that represent their culture, such as a central plaza, or a bilingual arts and cultural center. This was a theme that emerged from the fall Multicultural Fair workshop, in which many participants expressed their desire for public spaces and public art that “reflect the city’s increasingly diverse identity” (Herrera and Sandoval 2013). Latinos also want more opportunities to enjoy the city—such as restaurants, night life, and dancing—that feel culturally welcoming to them. Here are some more detailed observations:

1. Some Latinos Feel Unwelcome in Medford’s Parks: Latinos want more parks and open space, partly because they feel unwelcome and uncomfortable in Medford’s existing parks.



Plaza Olvera in Los Angeles.

Photo by flickr user mcflygoes88mph, used under Creative Commons License.

One example of this was participants' discussion of a general feeling of racial tension, or an atmosphere of discrimination, particularly in parks. Many Latino/as are constantly aware of the danger of racial harassment, or the threat of detention and deportation by the authorities. As Sandoval and Maldonado argue, this feeling of vulnerability "discourages many Latino/as from circulating in public spaces, and disables many from freely pursuing connections to place" (Sandoval and Maldonado 2012). It seems that many Latinos feel that they can't use Medford's parks and public space without feeling unsafe, or inviting discriminatory scrutiny. As one man observed: "Everyone talks and says illegal this, illegal that...that makes us feel bad, it's discrimination."

2. Some Latinos Feel Culturally Isolated: Many participants said they wanted more opportunities to socialize and build community. In some cases, workshop participants were explicit about their desire for greater representation of Latinos in Medford's cultural landscapes. For example, some participants suggested that the city could benefit from a bilingual cultural or historical museum, or a cultural center. Responses like these suggest that many Latinos perceive, on a conscious level, that their culture is not adequately represented in the city's cultural landscape, and feel strongly that they deserve greater representation.

Other responses spoke to the issue of cultural representation more indirectly. Several participants expressed a desire for the city to incorporate elements of Los Angeles's urban design; one man suggested that Medford should have a plaza "like Plaza Olvera" (see image above), a public space in Los Angeles that has become a hub of Latino culture. Woodburn, Oregon has a similar downtown public plaza, which is often used for Latino community events. Medford has a



*A fountain at Medford's Downtown Plaza.
Photo by Andrew Parodi, used under Wikimedia Commons License*

large public plaza downtown (Vogel Square), but responses like this one suggest that the space isn't welcoming to Latinos in the same way that Plaza Olvera is, or that it doesn't allow for the same kinds of mixed cultural uses.

3. Latinos Desire Improved Access to Transportation: Many Latinos feel that public transport isn't meeting their needs and that cars are an absolute necessity for navigating Medford. One commonly-expressed desire was for bus service on Sundays; some respondents said that Sunday bus service would help them commute to work, while others said it would help them to do their shopping, or pursue other opportunities for leisure. During our workshops, we noticed virtually no one walking to this Latino business hub, an indication that the area may be underserved by public transit. Some Latinos also felt that more inter-city transit connections—between Medford and White City, for example—would help to strengthen community ties across the region.

Empowering the Latino Community

Outreach with the Latino community in Medford revealed that many Latinos do not feel empowered in their neighborhood, business ventures, or by existing political representation. A community is empowered when they feel they have equal access to the economic, cultural, and social life of the city. Some participants felt that Latinos had only “token” representation in Medford politics; in other words, Latinos have been asked to give their ideas and opinions without also being given a share of the power in planning and decision-making processes (Arnstein 1969). The City of Medford can help to empower the Latino community—and prevent tokenism—by providing support for Latino workers,

Latino businesses, and Latino representation in local politics. Here is some additional analysis of these issues:

1. Latinos Want More Training and Employment Opportunities: Many Latino workers have difficulty finding employment due to limited English language proficiency and other educational barriers. Latinos desire more opportunities for job-skills training, professional education, and English language instruction. Also, many Latinos have college and professional degrees from Mexico and other countries that are not recognized by U.S. employers; they would like support to revalidate their foreign degrees in the United States.

2. Small Business Development Benefits

All Latinos: Many people in our workshop mentioned the importance of city support for Latino small businesses. Medford's Latino businesses are cultural hubs that provide safe spaces to share traditional food and culture, escape from the atmosphere of discrimination and surveillance that they experience elsewhere, and build community. Several people expressed gratitude for Medford's hub of Latino businesses on West Main Street: it is clear that many people travel from nearby towns to patronize La Placita, El Gallo, and other Latina/o businesses nearby. Local Latino business owners—like Margarita Castillo—are also generally viewed as leadership figures in the community.

3. Latinos Want More Political Representation: Several respondents were concerned that there is a lack of Latino leadership and political representation in the community. This was a particularly common sentiment among young adults. Among the young Latinos we talked to, several expressed a desire to be more civically involved but were unsure about how to find leadership opportunities in their community.

4. Among Latinos, Opinions about the Police Are Mixed: Many participants acknowledge that they need the police but are fearful to interact with them. Participants said that relations between Medford Police and the Latino community have improved; however, some other participants, particularly young people, felt that they had been discriminated against by police. In general, Latinos want to see the police as a resource but sometimes feel afraid to interact with them. Community members are particularly concerned about Immigration and Customs Enforcement (ICE) practices and about the enforcement of driving laws. Many participants didn't differentiate between police officers and immigration enforcement. Even though police are not tasked with immigration enforcement, that perception directly shapes how many

We need more local Latino leadership and representation.

- Latino Medford Resident

I'm not very involved civically, but I think that would be cool.

- Young Latino Medford Resident

Latinos view the police. Some community members expressed concern for public safety, and expressed a desire for greater police presence in parks and in west-side neighborhoods. Some participants also acknowledged the positive impact of recent outreach efforts by police, such as maintaining their cultural liaison officer who does direct outreach with the Latino community.

Engaging Latino Families

Over the past 25 years, Medford's Latino population has shifted from single migrant workers to growing families who see Medford as a place where their children can grow and flourish. Many Latinos we spoke to during our outreach event felt that the city could be doing more to engage Latino families, and particularly young people. This was a theme that also emerged from the fall Multicultural Fair Workshop, in which one common-expressed sentiment was: "We need more games for kids at parks" (Herrera and Sandoval 2013). However, while many people mentioned the desire for more fun activities and programs for youth, participants also emphasized the importance of family educational opportunities, mental health services, and violence mediation. Here's more about what we found during the workshop:

1. Latinos Desire More Recreation Opportunities for Families and Youth:

When we asked respondents to describe their ideal city, many envisioned more family-friendly public spaces, such as soccer parks, pools and recreation centers, and an indoor sports arena. One young person we spoke to said, simply, "We're bored." The prevalence of this belief that "kids don't have enough to do in Medford" speaks to the importance of family among the Latino population, but also to the shared belief that engaging young people benefits all members of the community, not just parents or the children themselves.

2. Supplemental Education Is a Community Need: Beyond the expansion of leisure services for young people, many participants said that the city also could do more to help young Latinos develop life skills, stay out of trouble after school, and improve their performance in school. Many of the people we talked to said that they were aware that some of these spaces and programs already exist, but explained that they don't always feel welcome in those spaces. One public space where many participants did seem to feel comfortable was Medford's library; the value of continued support for the library was something that several participants mentioned.

3. Latinos Perceive Gaps in Social Services for Youth: Community members' concern for recreational and educational programs for young Latinos also inevitably overlapped with concern over youth violence and gang involvement, drug use, and mental health. Young people who don't feel engaged in their community are at greater risk for feelings of depression, substance abuse, trouble in school, and violence. Several respondents also mentioned their desire for more community social services and support systems for at-risk youth.

Recommendations

Below is a list of ten recommendations that speak to the three key issue areas that emerged from our informal community outreach —Supporting Latino Place-Making, Empowering the Latino Community, and Engaging Latino Families—as well as to the city’s broader efforts to engage the Latino community.

1). Help Create a Community Hub for Latinos: One common thread in many responses to our outreach effort was that Latinos wanted a place where they felt that their cultural identity was celebrated in the city, a place where Latinos could congregate without fear of discrimination. The parking lot of La Placita would be an ideal place for such a cultural hub, not least of all because it already functions as an informal gathering place for Latinos. Based on our observations at the outreach event, it seems that many Latinos come from smaller surrounding towns to patronize Medford Latino small businesses like La Placita. This space is a significant community resource that could be developed to help build sense of place among Latinos, and also to stimulate new business development and economic growth. The city could help jump-start that process by removing barriers for street vendors and food carts, assisting with façade improvements that would reflect Latino culture, and by giving some official recognition—like a sign or marker—to the space.

2). Engage Young Latinos in Civic Leadership: A number of participants said it was important to have more Latinos involved in community leadership and local government. Several young people in particular expressed a desire to be more involved in civic affairs. A citywide Community Leadership Program could help Latinos become engaged citizens and leaders. Such a program could be modeled after Medford’s “Explorer” program, which offers mentoring and educational opportunities to young people interested in careers in law enforcement. Ultimately, the best community leaders are made, not born. To ensure Latino civic engagement in the coming years, we think the city would be wise to invest in training and mentoring the current generation of young Latinos.

3). Revisit and Revise Park Design: Several cities have taken cues from immigrant populations in reworking public spaces to be more welcoming to an increasingly culturally diverse population. In Boston, for example, planners have taken efforts to design public spaces that resemble the cultural landscapes of the immigrants’ homeland, “to evoke the look, feel, and even aroma of landscapes beloved of specific immigrant populations” (Lanfer 11).

This can be as simple as adding plants and flowers that might be more familiar to an immigrant population, or adding design features to support different uses for the park. For example, several pinero workers in our workshop talked about how, after a long week of work, they like to get together grill carne asada in the parks. Park designers should aim for spaces that actively encourage, rather than tacitly discourage, such communal uses.



A community mural in Phoenix—titled “Knowledge Breaks Down Barriers Created by Ignorance” —by Raul Gonzales. Photo by flickr user Cedward Brice, used under Creative Commons License.

One place to begin such a process might be Union Park, which is located near Latino neighborhoods and Latino small businesses (such as La Placita). Another physical intervention could be the creation of soccer fields in these public parks. Participants mentioned their desire to play soccer as a communal activity. Exploring which soccer leagues currently exist and getting them involved in the design of more soccer fields would be a good step.

4). Recognize Latino Culture in Public Art: Medford has several terrific murals that celebrate the city’s natural and cultural history (including two that were recently unveiled at the Santos Community Center). A mural celebrating the history and culture of the Latino community in Medford would be a valuable addition to the city’s public art. The mural could help to create safe and welcoming cultural environment for Medford Latinos. It could also be an educational and civic engagement opportunity for young Latinos. In Phoenix, Arizona, for example, the muralist Raul Gonzales worked with local youth to design, sketch, and paint the mural “Knowledge Breaks Down Barriers Created by Ignorance” (see image above).

5). Institute Regular Multicultural Events in Medford Parks: Multiculturalism doesn’t have to be a once-a-year phenomenon in the city’s parks and public spaces. One way to begin normalizing multicultural uses of the parks would be to encourage recurring, low-cost, semi-formal events that encourage a diverse audience to make use of parks and public spaces. For example, the city might organize a weekly soccer tournament for young adults, or outdoor parent-child beginner’s tai chi or yoga classes. The city can’t create a welcoming environment by decree, but it can create regular opportunities for Latinos to use public space in a way that feels safe and comfortable.

6). Make Parks a Public Transit Priority: Many Medford Latinos live in places that are outside of comfortable walking distance from the city’s parks and public spaces. More Latinos would benefit from the city’s most valuable green spaces, such as Bear Creek and Hawthorne Parks, if it were easier to take public transportation to these places. Medford’s current transportation system plan calls for “convenient and accessible transit service . . . especially to higher

density residential areas, employment centers and major commercial areas.” We would recommend amending this goal to prioritize accessible transportation to public recreation areas.

Similarly, Latinos would benefit from safe bicycle routes from Latino neighborhoods in West Medford to parks on the Eastern side of I-5, and particularly to the Bear Creek Greenway (this was an issue raised by several participants in the summer Multicultural Fair workshop). As the city examines the recommendations made by Prof. Marc Schlossberg’s spring Bike Transportation Class, we would advise additional efforts to engage the Latino community (in Spanish, if possible), to determine how that community could benefit from expanded bicycle infrastructure.

7). Expand Support for English Language Learners: For Latinos in Medford, English language proficiency is a gateway to educational attainment, economic advancement, and community integration. However, according to 2010 Census Data, 27% of Medford’s Hispanic population speak English “not well,” and 6% do not speak English at all. Medford has several programs to help people who would like to learn or improve their English Language skills (at Rogue Community College, for example); however, it seems that the demand for such programs often outstrips their capacity.

There are several things that public officials and community leaders could do more to make English language classes more accessible for the Spanish-speaking community in Medford. For example, Downtown Languages, a nonprofit organization serving the Eugene/Springfield community, has had success with their Pilas! Program, which brings entire families together for group English language instruction. Another option is to consider adopting a dual language program in the Medford School District, as the Phoenix/Talent and Central Point Districts have done. Such a program could help facilitate a city/school partnership to improve both English and Spanish language proficiency citywide.

8). Explore Potential Business Incubator Program for Latino Businesses: Latinos make significant contributions to Medford’s local economy, through their labor, their tax contributions, and their purchasing power. However, entrepreneurial Latinos who wish to build their own small businesses face significant barriers, particularly in their limited access to loans and to business training that would help them succeed (Wright 2012).

One way to solve these problems—and help build Medford’s Latino business community—is through the creation of a local “business incubator” or “micro-enterprise” program. Such programs help to provide start-up capital for Latino small business creators, and training and support for them as their businesses grow. For example, the Eugene-based nonprofit organization Huerto de la Familia (“the family garden”) has had success with its micro-enterprise program, Cambios, which offers business training and counseling to Latinos who wish to start farm- and food-based micro-businesses. The city could also start a

business incubator that supports Latino street vending. Such programs have been initiated in Los Angeles and have helped regulate street vending and create pathways for vendors to build capital and establish other business ventures. A Latino business incubator could also be an opportunity to create a productive collaborative partnership between the city's Economic Development Office and the "Chamber Latino Network" within the Medford Chamber of Commerce, or with a local nonprofit organization.

9). Create a "Medford Welcome Packet" for Latino Immigrants: Over the years, Medford has become a hub for recent immigrants from Latin America. But while Medford's municipal web site has English Language welcoming and relocation materials, there doesn't seem to be a similar resource aimed specifically at Latino immigrants. This packet could include information about housing, employment, schools, medical facilities, community organizations, and social services, as well as information about the rights and obligations of immigrants. In addition to posting these materials on the municipal website, the city could distribute these welcome packet through Latino community hubs, such as La Placita. By offering easy access to essential information, the city could help ease the integration of recent Latino immigrants into the Medford community.

Another related recommendation would be to pass a "Welcoming City Ordinance," as several cities across the United States have recently done (the City of Chicago, for example). Welcoming City ordinances are designed to ensure basic protections for undocumented immigrants who are not wanted under a warrant or have not committed serious crimes. Such an ordinance would build on policies already in place in Medford that ensure that people will not be asked about their immigration status when they apply for social services or when they report a crime. Welcoming City ordinances can help immigrants feel safer and more secure in the community, and can ease mistrust of public authorities, such as the police and city officials.

10). Conduct Public participation Workshops with Police Officers and Latino Youth: A key issue facing the City of Medford is the relationship between the Latino community and the police. As we stated above, our participants had mixed feelings about the police but ultimately saw them as an important resource for their safety. We recommend that the police continue their outreach efforts by organizing workshops with James Rojas that specifically outreach to Latino youth. This can be done via schools or by working with community-based organizations or youth groups. A uniformed police officer could lead the workshops by asking youth to design their ideal safe city. This could be a good opportunity for police to directly interact with youth in a friendly and positive environment where they would be seen as public servants trying to improve communities. We believe that this could also improve some of the tensions related to police being seen as immigration enforcement officers. These workshops could be used to break down barriers of communication between the police force and the Latino community.

Conclusion

Although we recognize that limited financial and human resources may make implementation of some of these recommendations difficult, our aim was to make actionable suggestions that are timely and practical. We also recognize that some of these suggestions may overlap with initiatives already underway in Medford. Nevertheless, we hope that these recommendations will inspire new conversations about opportunities to engage Latinos in the public decision-making process and new strategies to address the needs and concerns of their community. We invite readers of this report to contact the authors at any time to discuss these recommendations, or any other aspect of our project.

Throughout this report, as we documented our work in Medford, we also sought to create a roadmap for future public participation efforts among Medford's Latino community. In this outreach project, and in the fall Multicultural Fair workshop that preceded it, we used an engagement model that attempts to reach people who are often excluded from public participation efforts, such as low-income and Latino populations. Our work drew from James Rojas's "participation through play" approach, which aims to demystify the process of public participation and make city planning more accessible to all community members. Our outreach event was informal, open-ended, and playful, but it grew from weeks of background research in understanding the context within Medford. Understanding the context helped us ask the right questions.

Our May 2014 outreach effort in Medford's Latino community was successful because we were able to identify a community hub (the two Latino businesses) and because we used an open ended, non-coercive outreach approach. We built relationships with community leaders, and helped to create conversations between city officials and key stakeholders in the Latino community. We spoke to hundreds of people who may never before have been asked to give their opinions about the city or share their vision for its future. We highlighted areas of critical community need that we believe represent the concerns of many of Medford's Latino residents. However, we also believe that there is much more work to be done. In a way, this was just one initial step.

In Medford and other cities across the Oregon, Latinos have been a driving force behind economic growth, urban revitalization, and cultural diversification. This report has highlighted some of the barriers to Latino civic engagement in Medford, and some of the need that exists in that community. But we hope that it has also revealed the range of assets that already exist in Medford's Latino community, and the ways that the city can help to protect and cultivate those assets. The seeds of those efforts—of relationship-building, inclusion, and public accountability—will help to ensure a more fruitful relationship for years to come.

Appendices

Feedback Collected from Community Members during May 24th and 25th Participation Workshops

Categories:

1. Activities for Kids/Teenagers/Young Adults
2. Parks and Public Space
3. Latino Community Creation
4. Police/Crime
5. Positive Feedback
6. Transportation
7. Education/Training
8. Social Services
9. Economic Issues
10. City Beautification

1. Activities for Kids/Teenagers/Young Adults

Nothing to do/need more activities (esp. for kids + teenagers) x28

- More kid/family-friendly events x2
- To develop life skills, to keep kids out of trouble
- Ways to encourage kids to study & to work
- More sports, and indoor activities: go-kart, skate park
- Concerts, theater, museums downtown
- Community can be boring
- Things other than parks
- Zumba studio
- More activities for pinero workers

More nightlife x 9

- Dancing, parties
- More like Ashland
- Arcade
- Movies (in Spanish, drive-in, and in the park)
- Cafes/lounge

More/better retail downtown x3

- Clothing shops
- Saturday Market every week

No casinos

2. Parks and Public Space

More/better parks x21

- Parks with water x6
- Duck ponds
- Pools
- Soccer fields x5

- Esp. central/by river. e.g. park next to La Clinica in central point
- Dog park
- Family-friendly parks

Amusement/Water park x11

- Zoo or animal park

Public spaces x9

- Plazas - like Plaza Olvera in L.A..
- Should be more like L.A. on the west side of Medford where there are more Latinos

Indoor soccer field/sports arena x3

- Baseball field
- Stadium

Parks system is unwelcoming x2

- Especially after hours
- Discrimination in park

More pools, recreation centers for kids x2

Spread out amenities toward river/bike paths x2

Arts/cultural center x2

Community gardens x2

Walkability downtown, like Ashland

Swap meets and free markets

Early childhood spaces near green space

Day Labor Center where workers can gather

3. Latino Community Creation

More Latino businesses x6

- Flower shops
- Support from city for Latino businesses

Racism and Discrimination x5

- General feeling of racial tension
- Discrimination in hiring
- Things have changed over time - it's improving
- Racism issues at parks (like the one along the Rogue River)

Have community events for different Latin American nations x3

- Be more welcoming to immigrants
- Include more Guatemalan culture/understanding

Community leadership-building x3

Not enough authentic Mexican/Central American food x2

- It's Americanized
- Need Pupuseria

Bilingual Cultural/historical museum

A Latino FM radio station

4. Police/Crime

Police are tough on Latinos/not trusted by the community x8

- Race relations aren't improving
- No more ICE
- Driving: license issue, insurance, cars impounded

Need more police x7

- They should come even if something serious doesn't happen
- Need presence in parks, and on the west side of the city

Fewer gangs x5

Less violence/crime x3

Concern about drugs x2

Lights in the streets/parks x2

5. Positive Feedback

Everything is good x10

- It's peaceful and nice
- Feel safe in general

Like the parks x6

- Dog park down by Hawthorne park,
- Park by La Clinica good and water activities
- Park by Stewart good for gatherings

Weather is good and the city is green x2

Transportation is good/safe x2

Pollo loco- Mexican restaurant is good

Here is better than CA because rent is lower and it's quieter

The ladies

Like the church

City getting bigger

Discrimination has improved

Like to go fishing with pinero husband when he's in town

Medford is doing well with recreation for kids

6. Transportation

More (public) transportation x5

- Esp. to Ashland
- To White City
- Eagle point to Jacksonville

I-5 gets narrow here and clogged if there's an accident
Public transit currently has poor capacity, accessibility issues
Bigger streets. Better streets.
Better parking downtown

7. Education/Training

Youth Education

- Good bilingual program in Jackson
- Schools are good
- More bilingual schools
- Child education classes
- Combine school sizes so that kids stay there all day (allows people to work more)
- Adult Education x3
- More college prep resources x2
- Larger college – RCC
- English is a barrier for employment
- Parent's education
- Community services & training
- How to drive a stick shift
- How to create a bank account, handle finances
- Employment Center

8. Social Services

Public library x4

- Need a library in Latino Neighborhoods
- Library hours are too limited
- Need more Spanish language books
- It's great

Drug rehab center/testing x2

Legal services

Women's centers

Health insurance

Community center for outreach

Services and education for the homeless

Low-income daycare for everyone

More money for hospitals

9. Economic Issues

More employment opportunities x6

- City should try to bring tech jobs

Cost of living (and gasoline) is high

More businesses especially Latino businesses

Affordable Housing

10. City Beautification

Update downtown buildings x5

- Inviting entrances
- Big buildings
- New light posts
- Shade
- Sculptures

More flowers and plants – flowers everywhere

Jackson Park is deteriorated

Figures

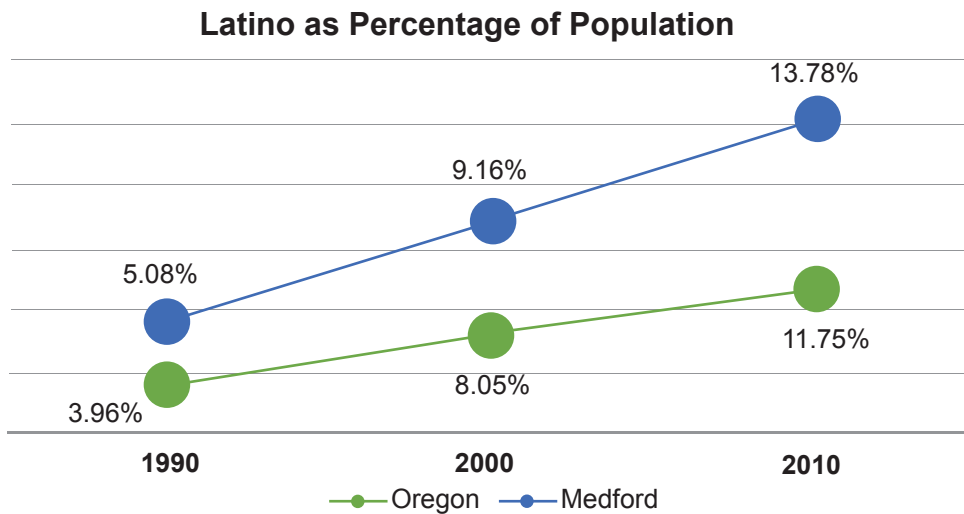
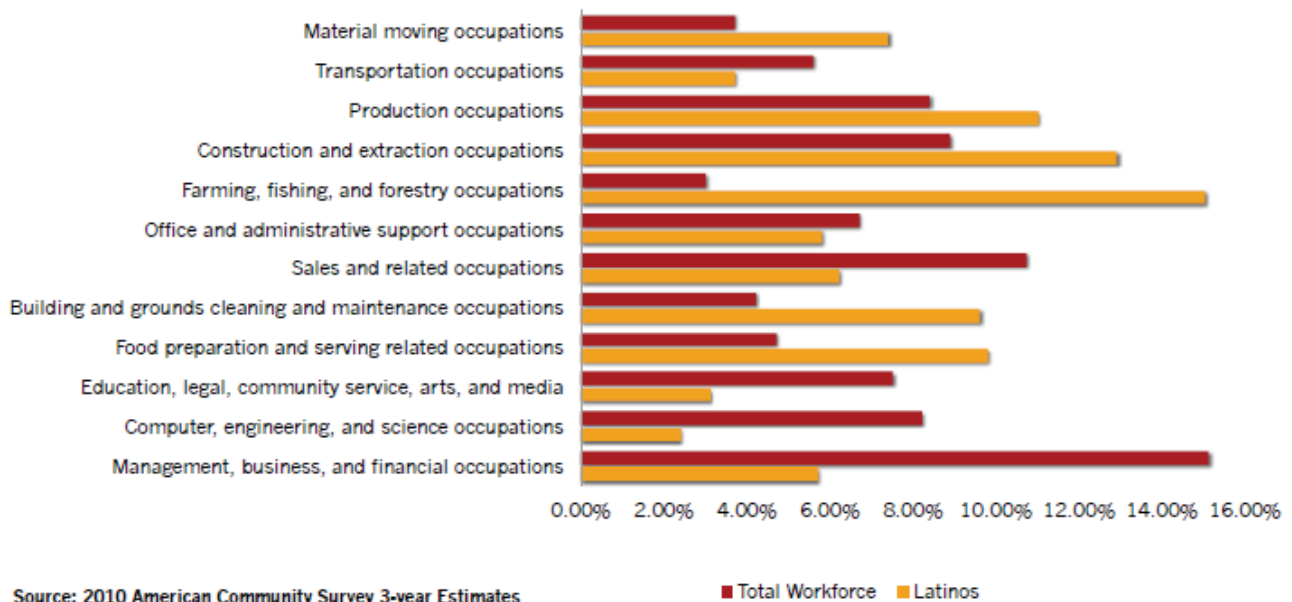


Figure 1. Growth of Medford's Latino population since 1990, compared to Oregon's as a whole.

Latino Males and Total Male Workforce by Select Occupations in Oregon

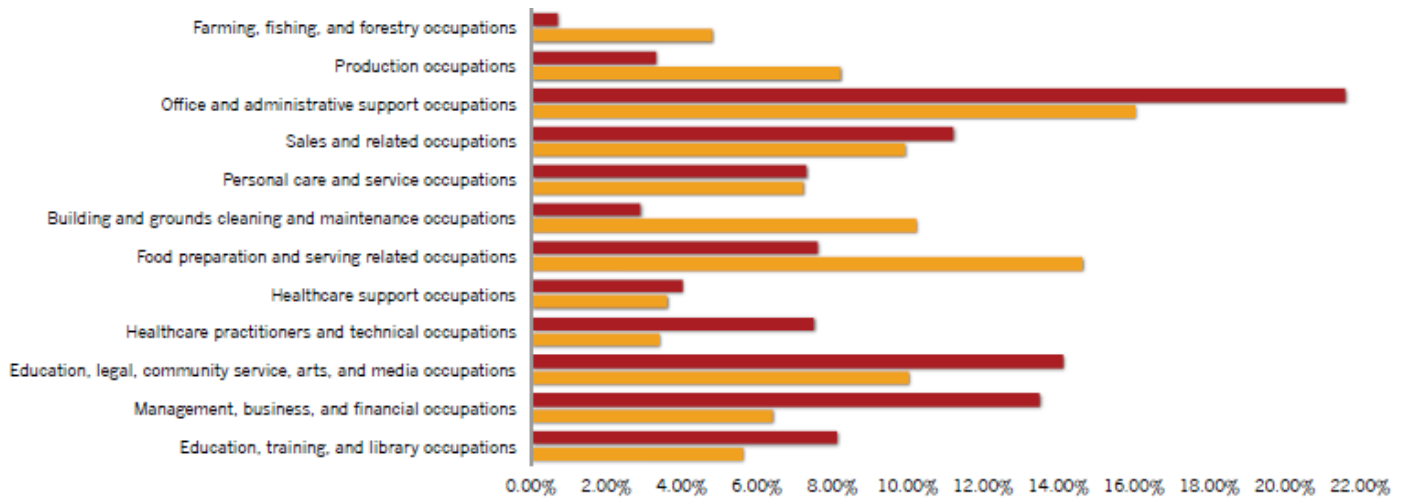


Source: 2010 American Community Survey 3-year Estimates

■ Total Workforce ■ Latinos

Figure 2. Percentage of Oregon Latino males in selected professions versus total male workforce in that profession. From 2010 Community Survey Data.

Latina Females and Total Female Workforce by Select Occupations in Oregon



Source: American Community Survey 3-year Estimates

■ Total Workforce ■ Latinas

Figure 3: Percentage of Oregon Latina females in selected professions versus total female workforce in that profession. From 2010 Community Survey Data.

Medford, Oregon, Hispanic / Latino 2012 ACS 1-Year Estimates

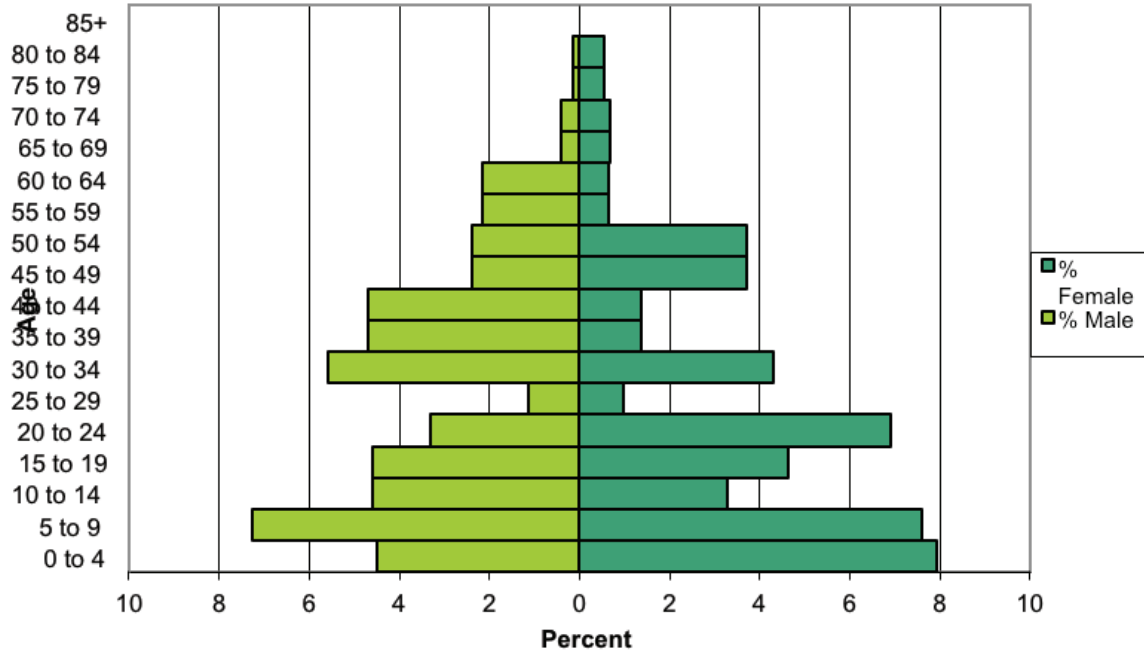


Figure 4: Medford Age Demographics: Percentage of Medford’s Latino population that falls into different age-range categories.

Medford, Oregon 2012 ACS 1-Year Estimates

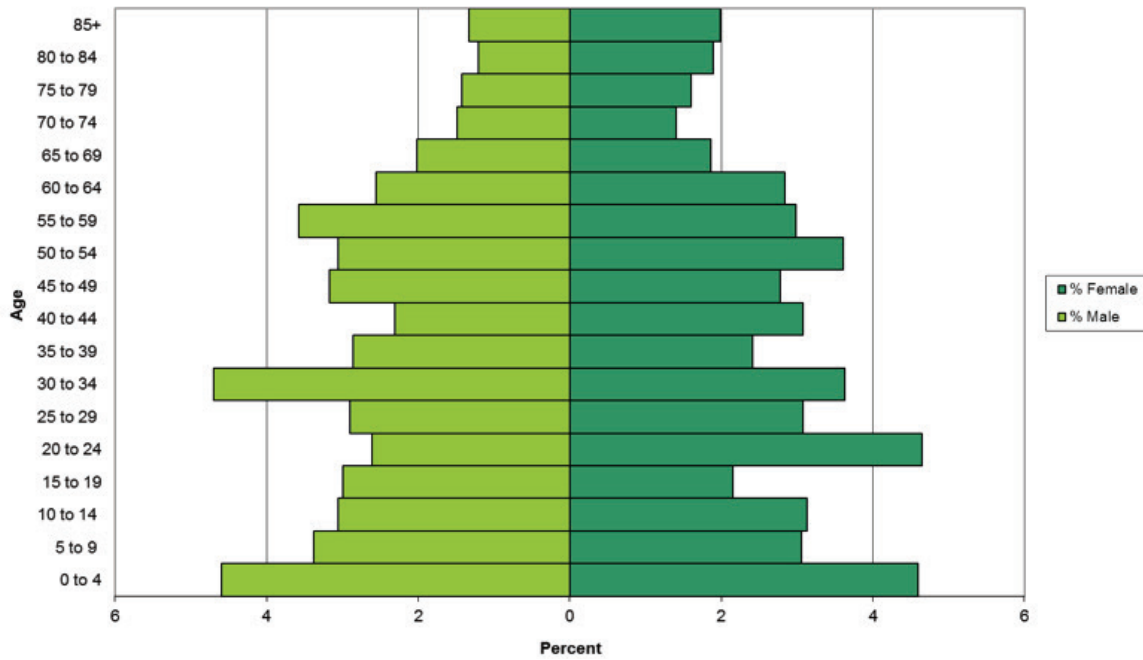


Figure 5: Medford Age Demographics: Percentage of Medford’s Latino population that falls into different age-range categories.

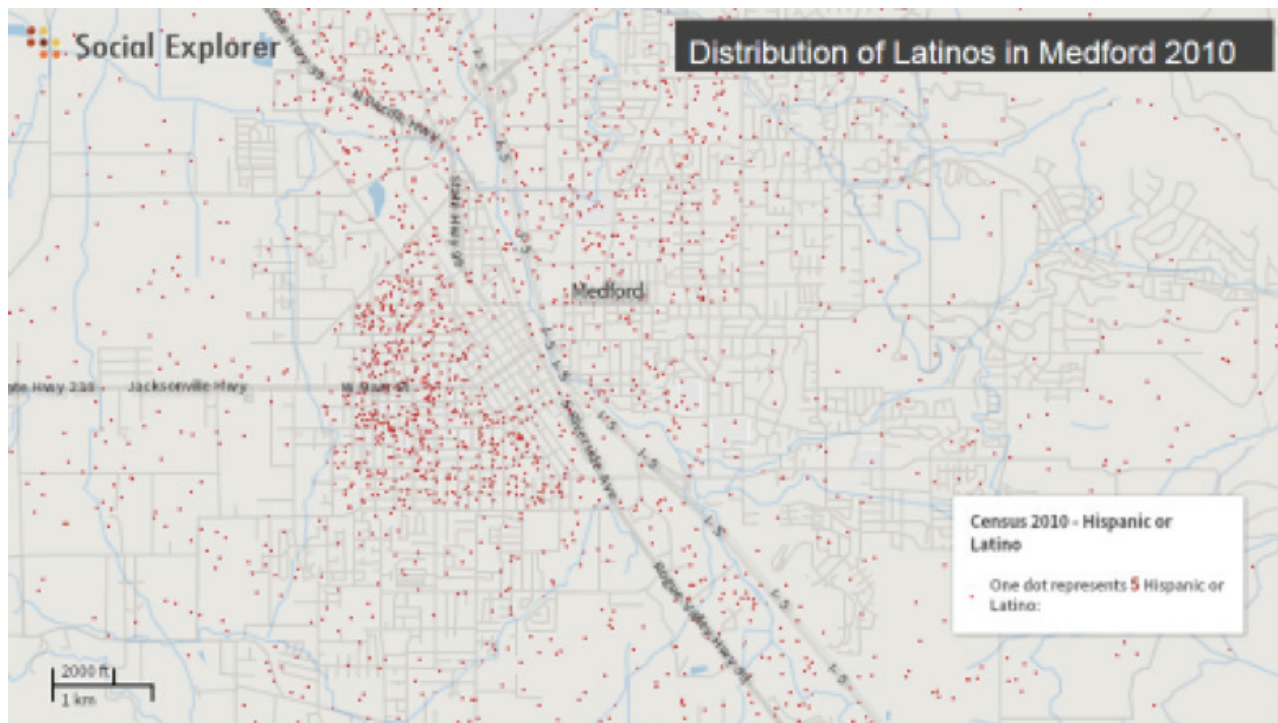


Figure 6: Spatial Distribution of Medford's Latino population. From 2010 U.S. Census Data.

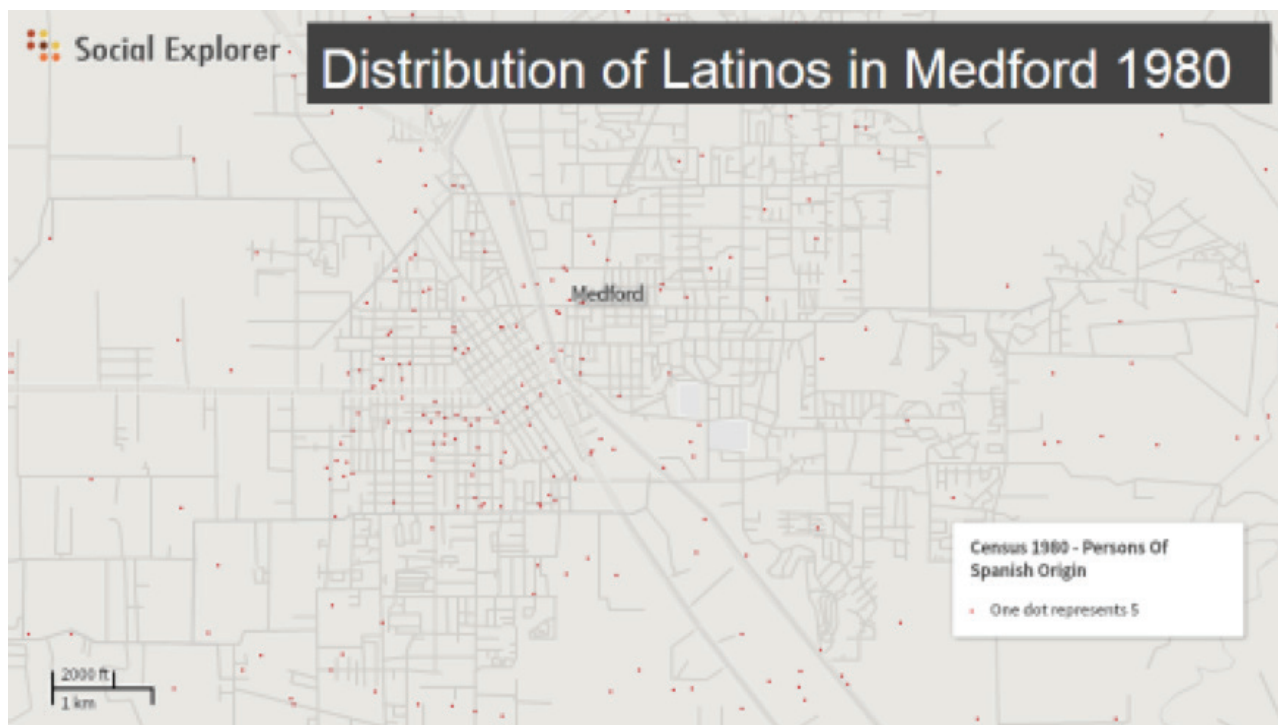
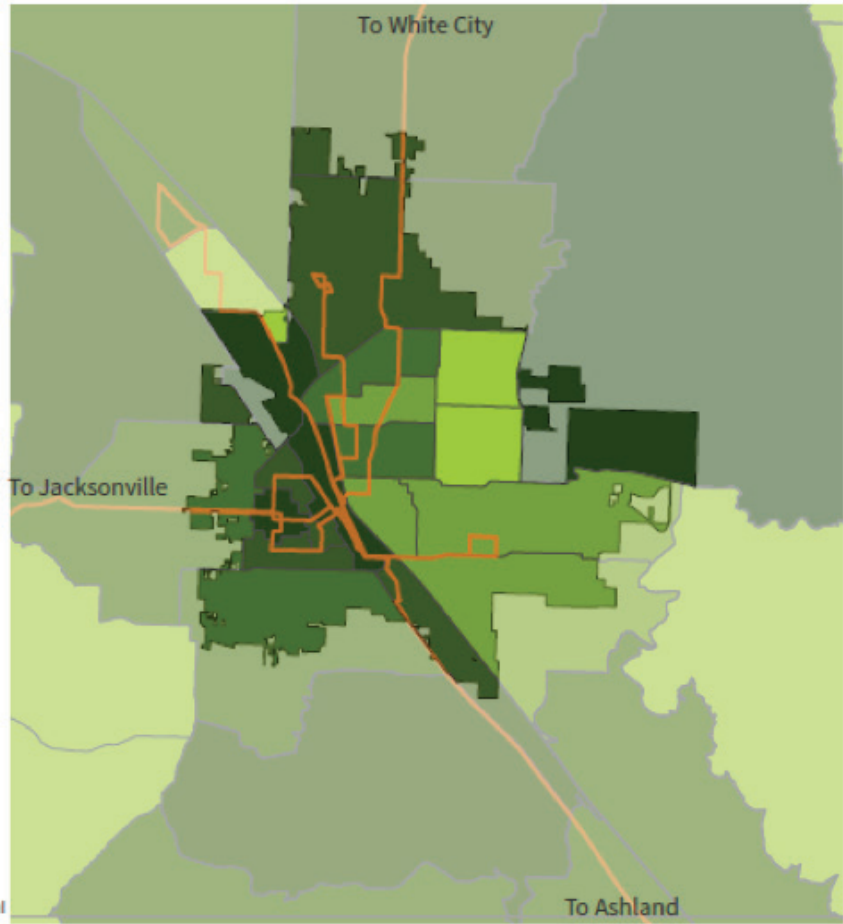
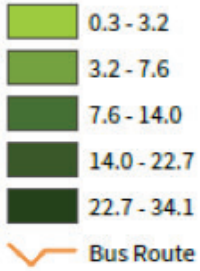


Figure 7: Spatial distribution of Medford's Latino population in 1980, for comparison.

**Percent Hispanic/Latino
Medford** by census tract



*Data Source: American Community Survey, 2012 5-Year Estimates
Rogue Valley Transit District Ride Guide for Sep. 2012*

Figure 8: Neighborhood map showing concentrations of Latino/Hispanic residents overlaid with a map of the city's bus routes.

