Neighborhood Assessment &
Community Engagement

SPARTAN KEYES

SPRING 2013

A partnership between Spartan Keyes neighborhood leaders, graduate students in urban planning at San Jose State University and partner organizations.

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NEIGHBORHOOD REPRESENTATIVES

Gay Gale
Tamon Norimoto
Valerie Raps
Judy Roberto
Aurelia Sanchez
Richard Stewart
Rita Torres
Carol Valentine
Terry Ramos
Tony May

COMMUNIVERCITY SAN JOSÉ

Dayana Salazar, Executive Director
Imelda Rodriguez, Community Director
Elizabeth Figueroa, Project Coordinator
Zach Lewis, Project Coordinator
Ariel Jimenéz, Project Coordinator

CITY OF SAN JOSÉ

Michael Brilliot, Senior Planner, Planning Department
Matt Cano, Parks, Recreation and Neighborhood Services
Ruth Cueto, District 3 Council Assistant
Zahir Gulzadah, Senior Transportation Specialist, Department of Transportation
Sam Liccardo, Councilmember
Paul Pereira, District 3 Council Assistant
Manuel Pineda, Deputy Director, Department of Transportation

VALLEY TRANSPORTATION AUTHORITY

Kevin Connolly, Former VTA Transit Planning Manager

TRANSFORM

Chris Lepe, Community Planner

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SAN JOSÉ STATE UNIVERSITY

"Design for All" Undergraduate Student Team
- Leslie E. Speer, Associate Professor, Industrial Design
- Meghan Hade, Teaching Assistant

Carlos Garcia, Associate Professor, Department of Sociology

Spring 2012 Graduate Student Collaborative Planning Team
- Richard M. Kos, AICP, Instructor
- Anwar Burt
- William Chui
- Meghan Hade
- Gretchen Laustsen
- Elizabeth Riddlesmith
- Daniel Serber
- Rebecca Walters
- Laura Williams

Urban Design URBP-231 Graduate Student Team
- Renee Schrader, Lecturer

PROJECT COORDINATOR & TEACHING ASSISTANT

Laura Williams

FINAL REPORT EDITING & PRODUCTION

Samantha N. H. Dolgoff
Richard M. Kos, AICP
Justin Meek, AICP

Please direct any questions, comments or report errors to Richard M. Kos at richard.kos@sjsu.edu.

Graduate Urban Planning Student Community Assessment Team, Fall 2012

Back Row, Left to Right: Instructor Richard M. Kos AICP, Nicholas Yee, Natasha Pennix, Daniel Serber, Nick Cone, Ryan Smith, Stephen Epps, Kevin Bowyer, William Chui, Stephen Terrin, Brian Gorges

Middle Row, Left to Right: David Pape, Flo Pucci, Jovan Ludovice, Sarah Corso, Veronica Flores, Kim Tan, Diana Ramirez, Dylan Parker, Jessica Setiawan, Samantha N. H. Dolgoff, Julie Huang, Laura Williams, Jennifer Piozet, David Chew, Brent Carvalho, Instructor Justin Meek AICP

Front Row, Left to Right: John Tu, Dwight Brown, William He, Natalie Dean, Greg Currey, Maya Crelan, Caitlin Campbell, Jocelyn Puga, Jaqueline Vance, Farah Saud

Graduate Urban Planning Student Collaborative Neighborhood Planning Team, Spring 2013

Left to Right: Instructor Richard M. Kos AICP, Joanna Huitt, Caitlin Campbell, Tina Morrill, Joel Campos, John Tu, Grant Leonard, Sarah Price, Grahm Satterwhite, Kenneth Rosales, Jason Su, Devin O'Brien, Shila Behzadiaria
Not Pictured: Yi Sel Park

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1 DEMOGRAPHICS & SOCIAL CAPITAL

DEMOGRAPHIC AND SOCIAL CHARACTERISTICS OF SPARTAN KEYES

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Source: Richard Kos (2013)

1.1 Factors Leading to the Preparation of this Community Assessment

In December 2012, thirty-four San José State University (SJSU) Urban and Regional Planning graduate students completed a comprehensive assessment of the Spartan Keyes neighborhood which is situated approximately one mile south of the main campus.

Our findings, captured in this report, are intended to serve as a reliable platform of facts upon which future collaborative planning efforts can be built.

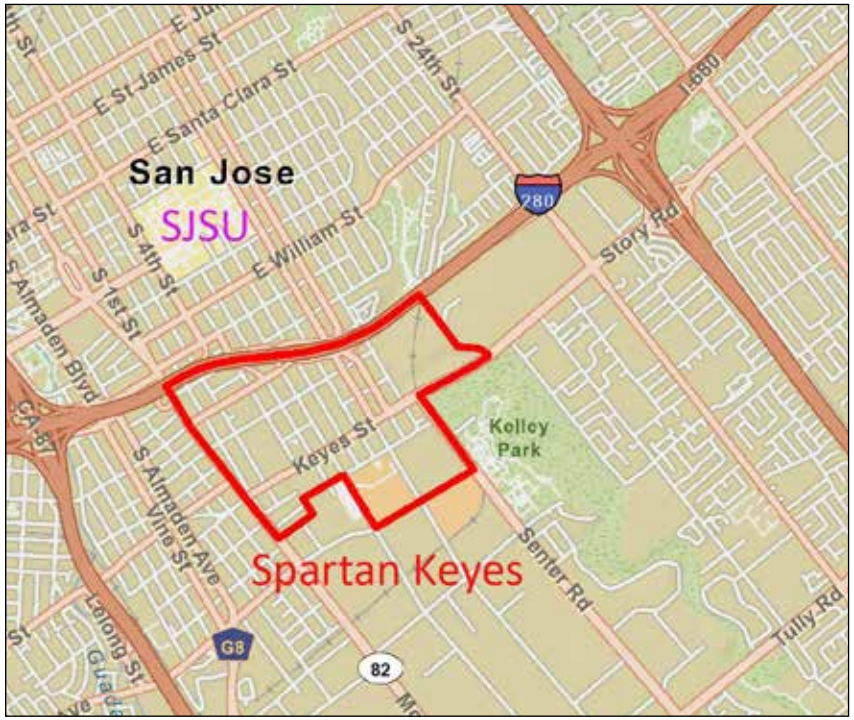


Figure 1.1: Spartan Keyes Location Relative to SJSU Campus.
Source: ESRI Community Analyst (2012).

Specifically, future student teams will undertake community improvement projects as members of CommUniverCity San José, a partnership, as the name implies, between central San José communities (such as Spartan Keyes), the University (SJSU students) and the City of San José. A long-term commitment to Spartan Keyes will be central to this partnership's success and successive graduate student teams led by Professors Dayana Salazar, Richard M. Kos, AICP, Justin Meek, AICP and others will carry the work forward for years to come.

Since its inception in 2005, CommUniverCity has been strengthening and improving communities in low-income, largely immigrant neighborhoods by engaging residents and students in service learning projects that accomplish neighborhood-driven goals. In fact, CommUniverCity has engaged over 40,000 residents of central San José neighborhoods and 10,000 SJSU students who together have invested over 150,000 hours of service valued at $3M.

Figure 1.2: CommUniverCity Day of Service 2011.
Source: Diego Romero (2012).

CommUniverCity advances San José State University's mission "to enrich the lives of its students, to transmit knowledge along with the necessary skills for applying it in the service of our society, and to expand the base of knowledge through research and scholarship."[1]

For its first seven years, CommUniverCity has focused its efforts exclusively in the Five Wounds Brookwood neighborhood where it continues to log many successes today. However, with the recent demise of the state's Redevelopment Agencies as well as San José's Strong Neighborhood Initiative, CommUniverCity has desired to play a more prominent role in filling the void left by the disappearance of these important funding and staffing resources.

As fiscal constraints became evident during the recent recession, the CommUniverCity leadership requested assistance in determining which central San José neighborhood to expand their efforts to next. So, in Fall 2011, graduate urban planning students assessed thirteen communities in central San José within a 1.5-mile radius of the SJSU campus (see Figure 1.3) to determine their readiness for more active engagement with CommUniverCity.

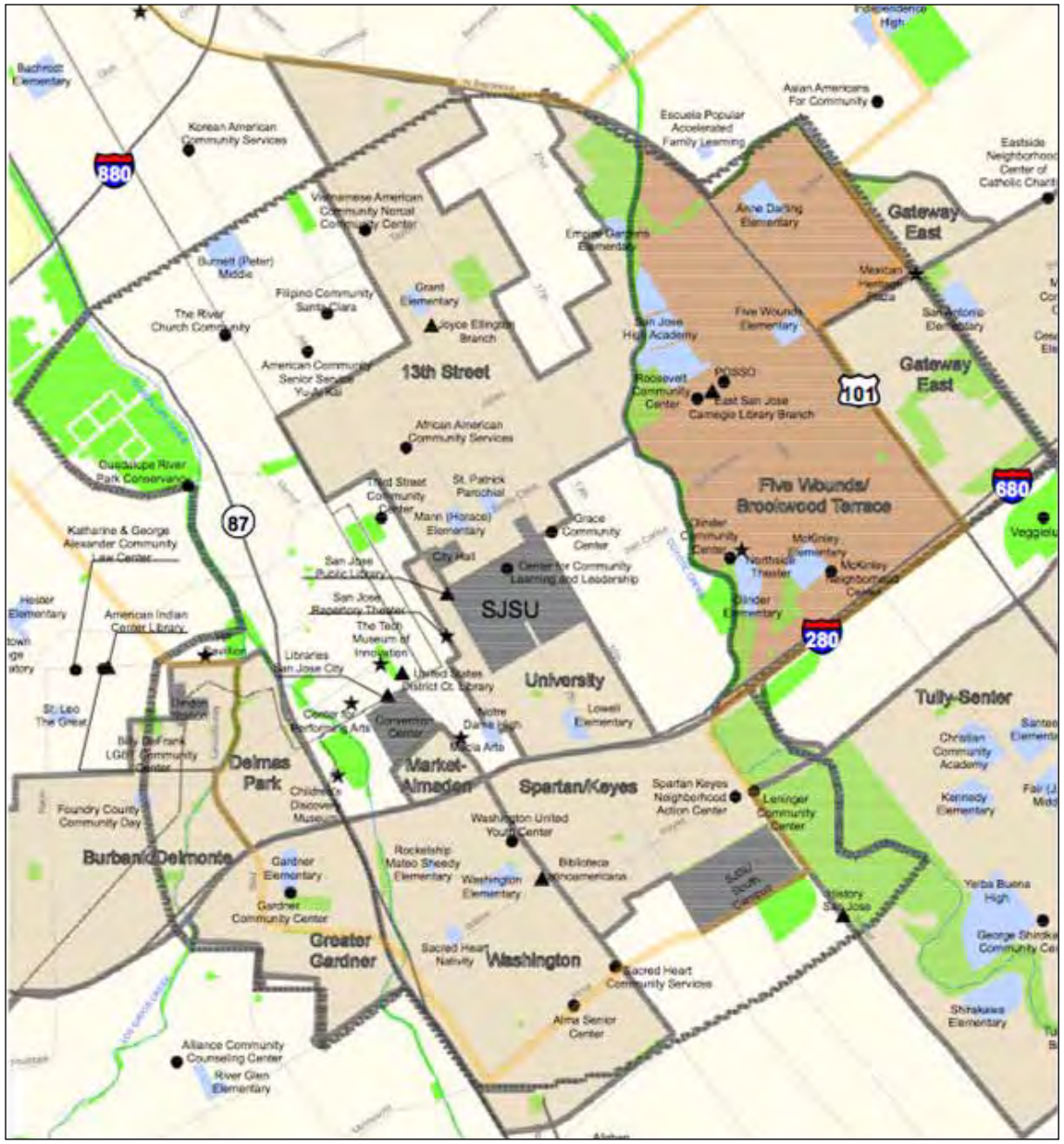


Figure 1.3: Central San José Study Map.
Source: Zach Lewis (2011).

1 CommUniverCity Website. Projects. http://cucsj.org/index.php?option=com_content&view=section&layout=blog&id=9&Itemid=97. (Accessed November 19, 2012)

The students analyzed just-released Census 2010 data, critiqued the city's General Plan 2040 goals, met with dozens of neighborhood leaders across all of the thirteen communities, and mapped existing conditions related to transportation, public health, crime, educational attainment, and other indicators of neighborhood-level change. The assessment culminated in a report that featured a series of "headlines", such as:

- As a whole, central San José is younger than the City of San José and Santa Clara County;
- Central San José remains highly racially and ethnically diverse;
- Economic gains have been unevenly distributed in central San José since 1990;
- Community improvements can be, and have been, advanced only when a wide array of established neighborhood stakeholders take part;
- Central San José will offer a wider range of housing and employment choices in key transportation corridors in coming decades;
- Central San José will become a transit hub for the South Bay in the coming decades;
- Pedestrian and bicycle facility improvements are needed to enhance street safety;
- Challenges related to neighborhood quality of life and safety remain a persistent concern;
- Disparities in educational attainment persist in Central San José; and
- Community services in central San José are unevenly distributed and fragmented by heavily-trafficked automobile thoroughfares.

It became evident through this community assessment work in 2011 that Spartan Keyes was the most receptive to a partnership with CommUniverCity. Subsequently, the CommUniverCity leadership formalized this decision and is now prepared to undertake a number of collaborative neighborhood planning projects with the residents and business owners of Spartan Keyes.

In the spring of 2012, a new team of graduate urban planning students built upon the assessment work of their predecessors to undertake a series of collaborative planning meetings with Spartan Keyes leaders. (See figure 1.4)

Figure 1.4: URBP-203 Spring 2012 Community Meeting.
Source: SJSU Graduate Student Team (2012).

The end result of this collaboration was the creation of a list of seven top priorities of highest concern to local residents:

- Building a distinct community identity for Spartan Keyes by tapping into the talents of local artists,
- Improved mentoring and other services for local youths,
- Improved access to recreational facilities on the SJSU South Campus,
- Alleyway improvements,
- More community greening,
- Fostering "complete streets" in the neighborhood: those that are equally safe for children and the elderly, and which support all modes of mobility, and
- Ascertaining possibilities for more public open spaces.

Now, building upon the preliminary assessment and community engagement work of two previous graduate student teams, the Fall 2012 and Spring 2013 students, pictured on page four and five of this report, have produced this document. It is our intention that it serve as a source of factual material that can be a reliable reference during CommUniverCity's multi-year engagement with Spartan Keyes residents.

1.2 A Snapshot of Spartan Keyes

This section highlights key demographic characteristics of Spartan Keyes and, where particularly insightful, draws comparisons to the City of San José, Santa Clara County, and the State of California. Sources of data include 2010 Census dicennial data, American Community Survey estimates, and reference material from the City of San José.

Additionally, the results of a Social Capital Survey are folded into this discussion. Harvard sociologist Robert Putnam, in his book "Bowling Alone: The Collapse and Revival of American Community," defined social capital as "the network of social connections that exist between people, and their shared values and norms of behavior, which enable and encourage mutually advantageous social cooperation."[2] According to Putnam, social capital in the United States has been declining, resulting in lower levels of trust in local governments and less civic participation. The Spartan Keyes Social Capital Survey was conducted on September 22, 2012 and administered by 71 San José State University undergraduate Political Science students as part of their Local Government and Politics course. The work was completed under the direction of Professor Garrick Percival and in coordination with CommUniverCity.

The survey instrument was developed by CommUniverCity for use in the Five Wounds/Brookwood Terrace and East Valley/680 neighborhoods and was last administered in Fall 2011. As shown in Figure 1.5, in addition to Spartan Keyes the survey was administered in the Buena Vista-Midtown-Hannah neighborhoods, which served as the control group for the survey, chosen due to economic and demographic similarities with Spartan Keyes. Both neighborhoods are adjacent to downtown San José, are predominantly low-income, and have large Spanish and Vietnamese speaking populations. Sixty responses were gathered in Spartan Keyes and 73 survey responses in Buena Vista-Midtown-Hannah. More detail about the survey is featured in Section 1.3.

2 Robert Putnam, Bowling Alone: The Collapse and Revival of American Community, New York: Simon & Schuster, 2000, 117.

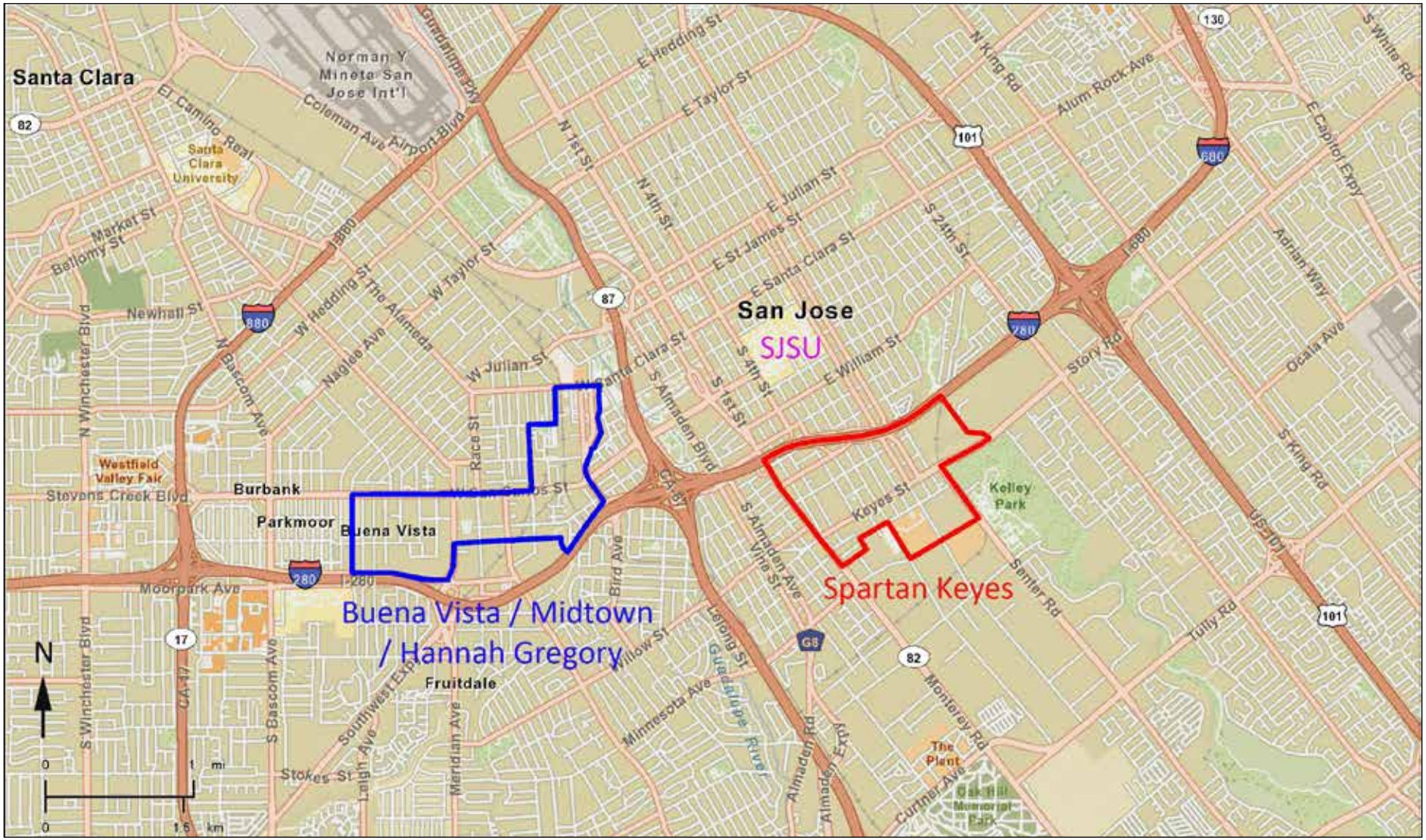


Figure 1.5: Spartan Keyes and Buena Vista-Midtown-Hannah Gregory Neighborhoods.
Source: Dwight Brown, William Chui, Samantha Dolgoff & John Tu using ESRI Community Analyst (2012).

1.3 Social Capital Survey Overview

CommUniverCity's efforts are predicated upon increasing neighborhood-level social capital – degrees of trust and reciprocity between neighbors – as a cornerstone of "capacity building": tapping into the strengths, passions, and talents of local community leaders to effect neighborhood improvement at the grassroots level. By measuring social capital at the outset of CommUniverCity's work in a neighborhood and then comparing identical indicators later in the collaborative, multi-year process, progress can be measured.

Before we proceed, it should be noted that CommUniverCity Executive Director Dayana Salazar and Political Science Professor Garrick Percival share concerns that the survey data may not clearly represent either Spartan Keyes or the control neighborhood. For example, Professor Percival warns that without random sampling, and with limited coverage of the neighborhoods, the collected results may not be generalizable; therefore, solid inferences about residents' attitudes should be made with extreme caution. Also, stark differences may exist between those who chose to participate in the survey and those who did not; for example, residents with bars on their windows or gates around their yard were generally not surveyed and may have reported different measures of social capital. Additionally, uneven access to apartment buildings made surveying difficult.

With these caveats in mind, we nonetheless found the results revealing. Before we present detailed quantitative results, we learned the following from the collected surveys:

- When compared to the control neighborhood, the State of California, and the United States, Spartan Keyes residents have less formal education but have higher income.
- Most residents rated their neighborhood as a "good" or "average" place to live and San José as an "excellent" or "good" place to live.
- Most residents felt that the overall physical condition of their neighborhood was average.
- Respondents felt that people with a sense of pride in their neighborhood outnumbered those who did not care about the neighborhood.
- More residents have lived in their neighborhood for more than ten years than in any other tenure category; most said that they plan to stay for the next three years.
- Participation and involvement is higher in Spartan Keyes than in California or the United States.
- The majority of residents in Spartan Keyes believe that their actions can impact their community.
- The level of trust in the police in the two neighborhoods is almost 20 percent higher than levels indicated at the state and national level.
- Questions about trust in members of racial/ethnic groups other than that of the respondent were fairly high.
- The biggest obstacle for community involvement is a busy work schedule followed by lack of interest and lack of information.

The following subsections present summaries of demographic and survey data that were instrumental in deriving the insights listed above. Data was collected for the census block groups in and around the Spartan Keyes neighborhood boundary, as shown in Figure 1.6.

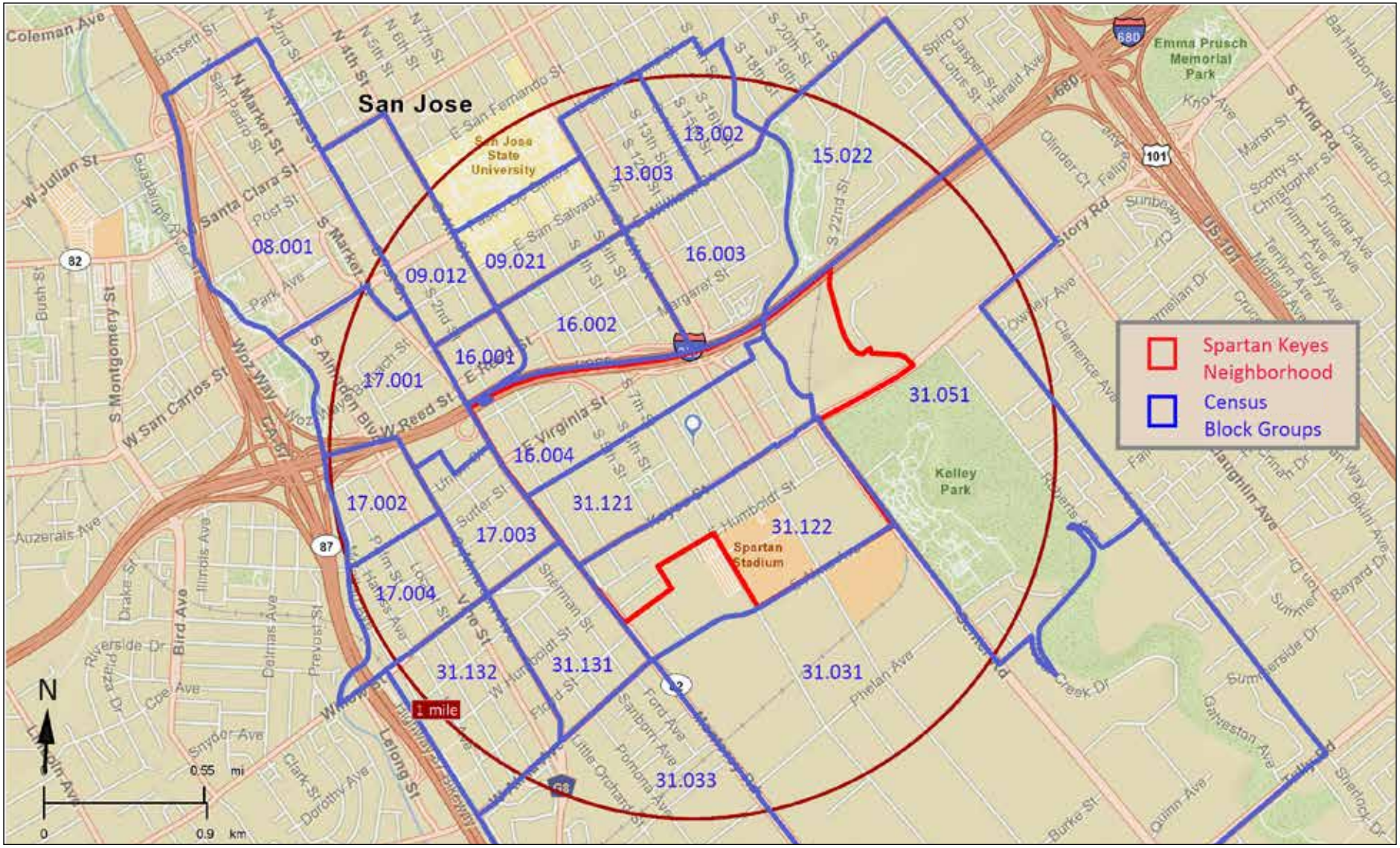


Figure 1.6: Census Block Groups in Spartan Keyes and the Surrounding Areas; the Block Group Prefix for the Area is 0608550.
Source: Dwight Brown, William Chui, Samantha Dolgoff & John Tu using ESRI Community Analyst (2012).

Racial and Ethnic Distribution

Diversity can affect community engagement in several ways. Increased contact with different types of people can foster new relationships. Where there is a weaker foundation of trust, on the other hand, diversity can cause people to withdraw in order to minimize potential conflicts with others. The latter tendency is believed to be more common in neighborhoods with a large proportion of recent immigrants or other relatively short-term residents.

The racial and ethnic compositions of Spartan Keyes and Buena Vista-Midtown-Hannah are similar in most respects; the main difference is that Spartan Keyes has a higher proportion of Asian residents and fewer White residents, as summarized in Figures 1.7 and 1.8.

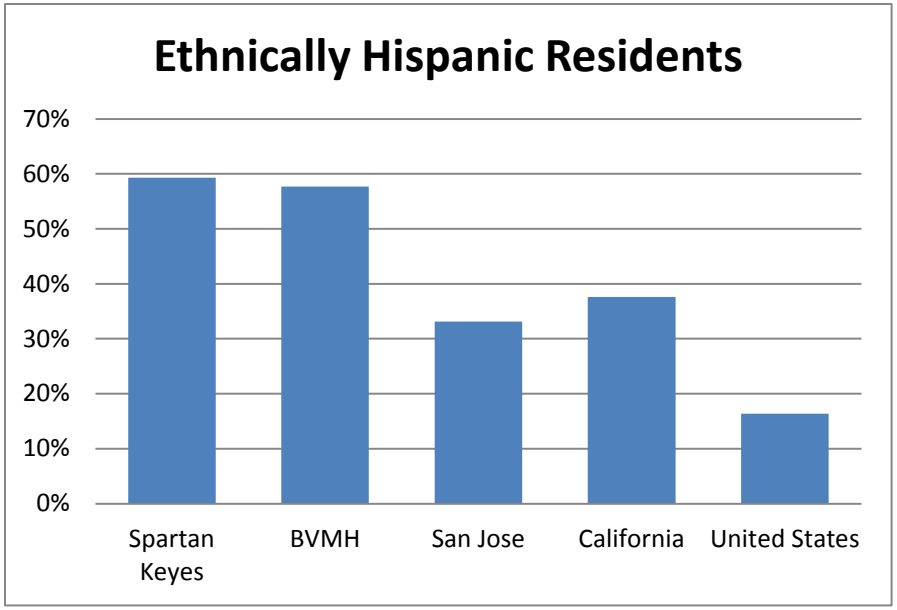


Figure 1.8: Hispanic Population for Spartan Keyes Buena Vista-Midtown-Hannah, the City of San José, California, and the United States.
Source: 2010 Census.

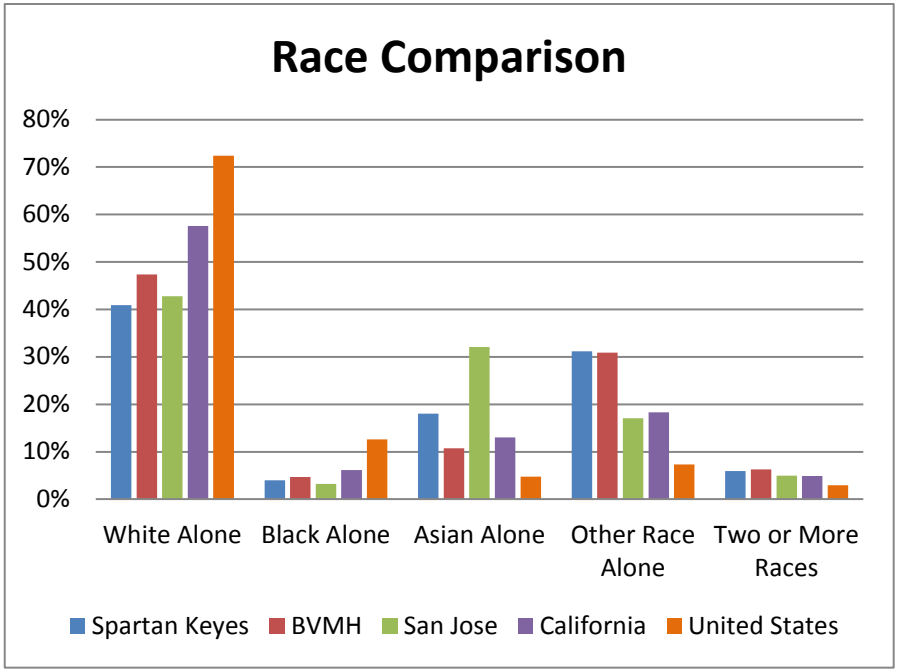


Figure 1.7: Racial Comparison for Spartan Keyes, Buena Vista Midtown-Hannah, the City of San José, California and the United States.
Source: 2010 Census.

According to sociologist Robert Putnam, higher levels of diversity in a given neighborhood can be expected to hinder overall rates of trust and community engagement, at least in the short-term.[3]

Educational Attainment

Educational attainment has historically been a compelling indicator of social capital, with the assumption that those neighborhoods with higher education will have higher social capital. Generally, the population of California and the United States has a higher educational attainment than the

3 Robert Putnam, "E Pluribus Unum: Diversity and Community in the Twenty-first Century," *Scandinavian Political Studies* 30, no. 2 (2007): 137-174.

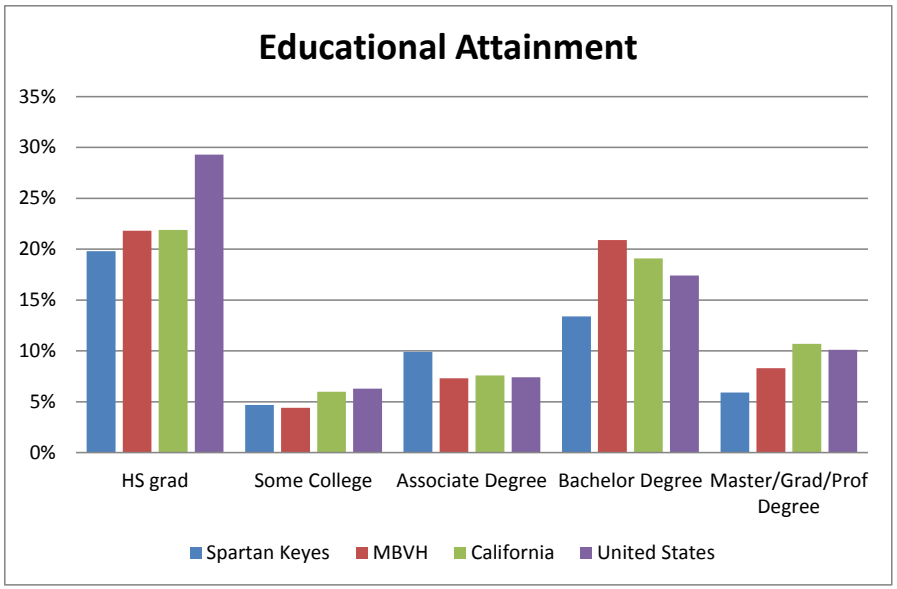


Figure 1.9: Educational Attainment Comparison for Spartan Keyes, California and the United States.
Source: 2010 Census & 2011 American Community Survey 1-year estimates.

block groups in and around Spartan Keyes (see Figure 1.9). Buena Vista-Midtown-Hannah has slightly higher educational attainment with a significantly higher rate of bachelor's degrees. More than 50 percent of residents in Spartan Keyes have a high school diploma or less. Over 20 percent of Spartan Keyes residents have a ninth grade education or lower, which is higher than the state and the nation.

Home Ownership vs. Rentals

Home ownership is a significant determinant of neighborhood involvement and participation in that it suggests a certain investment in the area in which one lives. The transient nature of renting can serve as an obstacle to a neighborhood's cohesiveness. Homeownership data was compiled using the 2010 US Census and ESRI's Community Analyst tool. Information was gathered for all census block groups within approximately a one-mile radius of the center of Spartan Keyes. The data shows that Spartan Keyes homeownership rate of 32% is lower than that of California and the United States at 55 percent and 65 percent, as shown in Figure 1.10. Home ownership in Buena Vista-Midtown-Hannah is slightly higher than that of Spartan Keyes.

Median Household Income

Income may factor into how involved community members are in their neighborhood. Income data was gathered from the 2006-2010 American Community Survey 5-Year-Estimates. Median household income was collected for all census block groups falling within a one-mile radius of the center of Spartan Keyes, estimated to be the intersection of South Eighth Street and Bestor Street, as depicted in Figure 1.11. Median income

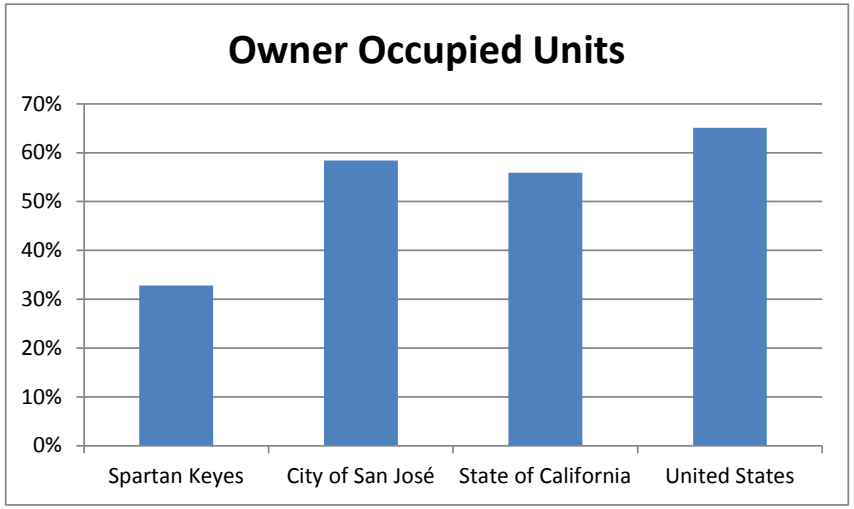


Figure 1.10: Percentage of Housing Units that are Owner Occupied in Spartan Keyes, the City of San José, California & the United States.
Source: Census 2010.

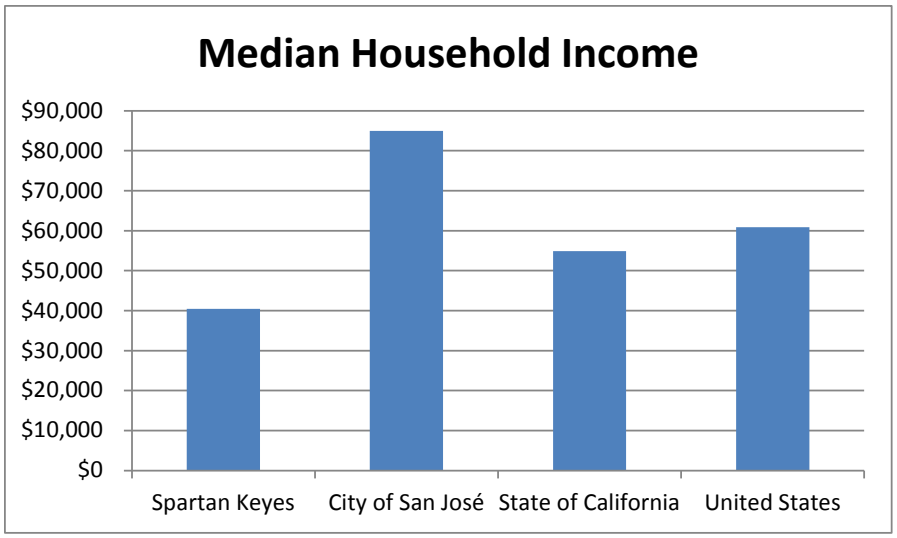


Figure 1.11: Comparison of Median Household Income for Spartan Keyes, City of San José, California and the United States.
Source: 2006-2010 American Community Survey 5-year Estimates.

for Spartan Keyes was calculated using the median of all census block groups' recorded median income. Buena Vista-Midtown-Hannah had similar median household income as Spartan Keyes. Overall, median income is lower in Spartan Keyes than in California or the United States (see Figure 1.11 and Table 1.1).

Poverty Status

Similar to median household income, poverty status may have a bearing on how involved residents are in their communities. The percentage of households in poverty in Spartan Keyes varies by census block group. The percentage of households under the poverty level in Spartan Keyes is higher than the percentage of households in California and the United States (Figure 1.12). Poverty status of Buena Vista-Midtown-Hannah has higher levels than Spartan Keyes by roughly five percent.

Table 1.1: Household Income Characteristics of Spartan Keyes, Santa Clara County, and the State of California

Income	Spartan-Keyes	Santa Clara County	California
Less than $10,000	11.5%	1.9%	6.3%
$10,000-$24,999	24.6%	5.6%	15.9%
$25,000-$49,999	27.2%	10.2%	22.1%
$50,000-$99,000	20.5%	17.8%	28.9%
over $100,000	16.3%	35.2%	26.8%
Median Household Income	$57,733	$86,850	$57,287

Source: U.S. Census Bureau, American Community Survey DP03- Selected Economic Characteristics.

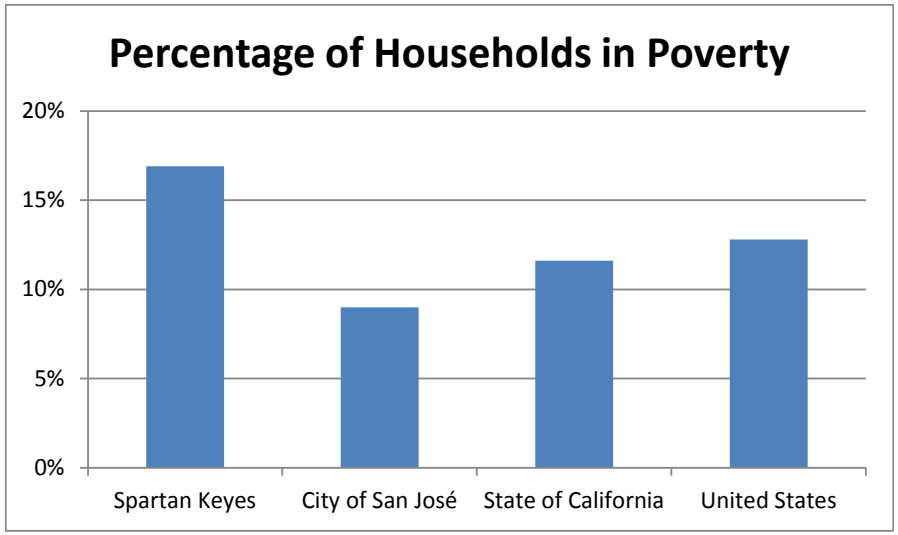


Figure 1.12: Comparison of Percentage of Households in Poverty in Spartan Keyes, City of San José, California and the United States.
Source: 2006-2010 American Community Survey 5-year Estimates.

Language Spoken at Home

For the purposes of this analysis, we gathered data pertaining to linguistic isolation, an important factor in community involvement. Knowing the number of residents that are linguistically isolated and what languages those residents

speak will help CommUniverCity better engage residents facing possible language barriers. English is the dominant language spoken by the majority of the Spartan Keyes residents, as shown in Figure 1.13. Fewer residents speak Spanish (and no English), and even fewer speak an Asian-Pacific Island language (and no English).

In Spartan Keyes, there were no residents that spoke only another Indo-European language other than Spanish (and no English). Similar results were found in the analysis of linguistic isolation in California and the United States. Future community outreach should focus on residents speaking Spanish and Asian-Pacific Island languages (and no English) to remove barriers to involvement for those small populations that are linguistically isolated.

Foreign Born and US Born Population

An understanding of a population's ethnic and cultural background and birthplace is important for successful neighborhood engagement efforts since different upbringings and experiences can affect a person's interests and pursuits. It is important to know how to tailor specific announcements, messages, and advertisements to garner community involvement. As discussed above, this could entail potential language barriers that could be an obstacle to participation as well.

For this variable, the data was gathered using the American Community Survey's 5-Year Estimates (2006-2010). (we noted that ESRI's Community Analyst tool only contained information for this topic from the 2000 Census). Compared to California and the United States, the data shows a much higher foreign-born population in Spartan Keyes than in areas serving as

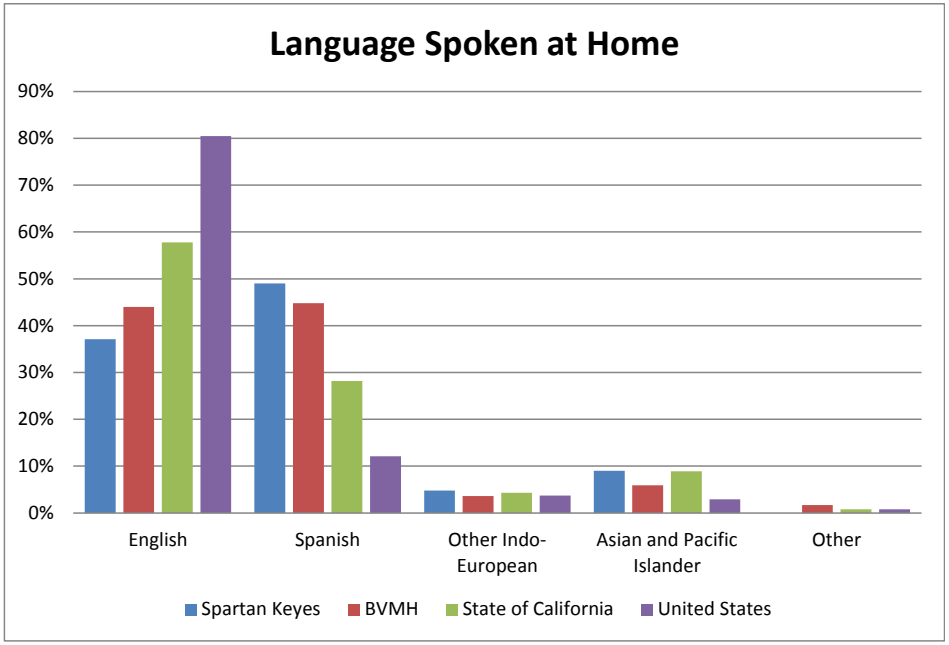


Figure 1.13: Language Spoken at Home for Spartan Keyes, BVMH, California and the United States.
Source: 2006-2010 American Community Survey 5-year Estimates.

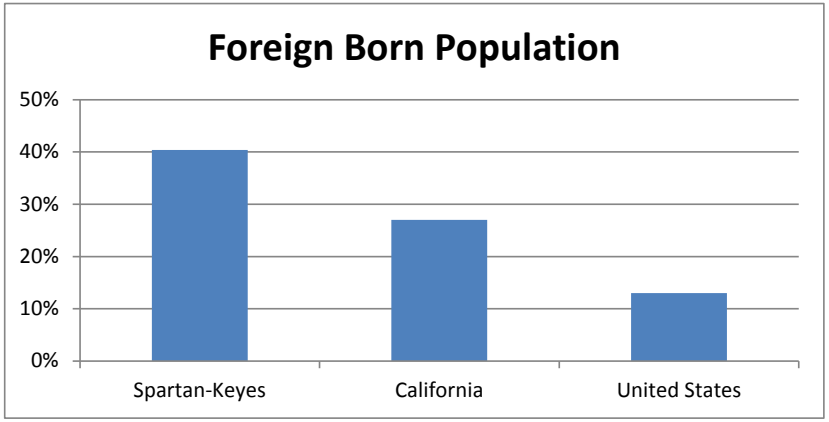


Figure 1.14: Foreign Born Population for Spartan Keyes, BVMH, California and the United States.
Source: 2006-2010 American Community Survey 5-year Estimates.

comparisons (Figure 1.14). This would seem to suggest that although English is the dominant language, outreach or community activities would benefit by being bilingual and multicultural in orientation.

1.4 More Insights About Spartan Keyes From the Social Capital Survey

Social capital can be thought of as the strength of the network of interpersonal connections that are the foundation of a community. Where trust-based relationships are stronger, residents are more inclined to invest individual time and energy in community improvement. For this analysis, the team examined the survey responses related to community engagement and trust as indicators of social capital. We also investigated factors that might influence social capital, specifically degrees of neighborhood satisfaction and obstacles to civic involvement, described next.

Neighborhood Satisfaction

Neighborhood satisfaction is an important measure of the health of a neighborhood. When residents of a neighborhood are happier and more satisfied with their environment, they are more likely to put effort into making their neighborhoods better. For the purposes of analyzing neighborhood satisfaction, questions from the Social Capital Survey were chosen to reflect upon how satisfied residents are, how happy they feel, and views of their community. Those questions were then compared to responses to identical questions from a 2006 National Social Capital Survey. The following descriptions present more information.

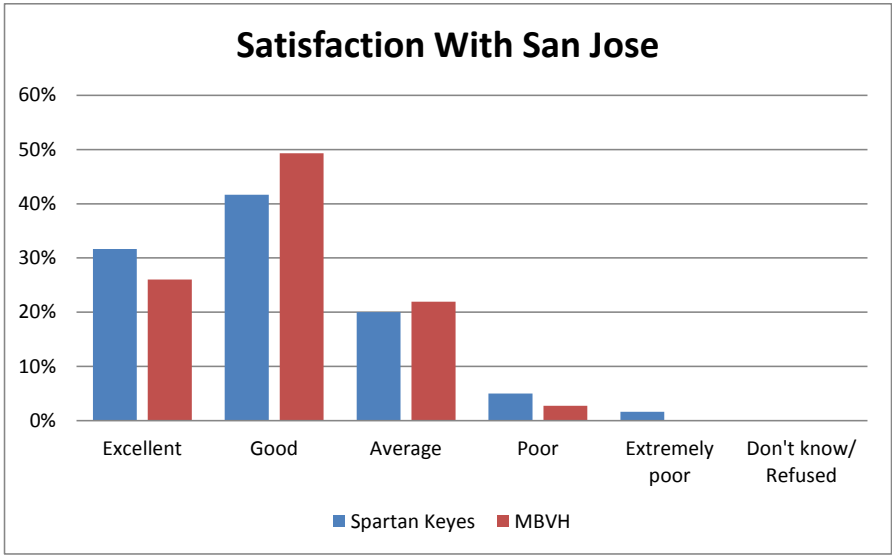


Figure 1.15: Responses to "Generally speaking, how would you rate San José as a place to live?"
Source: San José State University Social Capital Survey (2012).

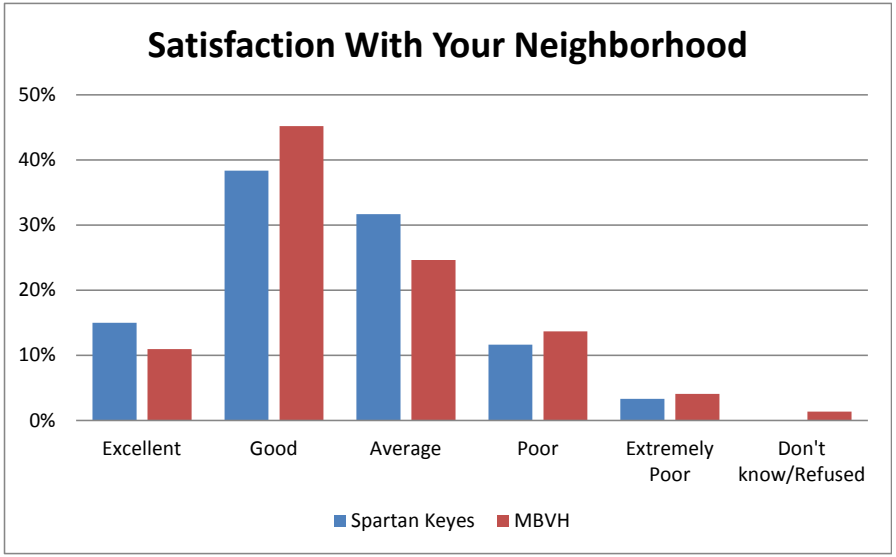


Figure 1.16: Responses to "Generally speaking, how would you rate your own neighborhood as a place to live?"
Source: San José State University Social Capital Survey (2012).

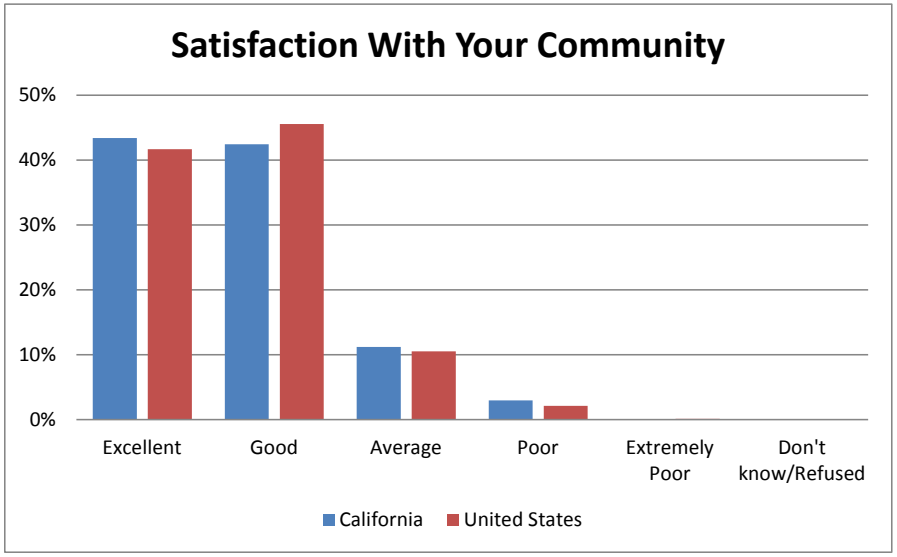


Figure 1.17: Responses to "Overall, how would you rate your community as a place to live?"
Source: National Scial Capital Survey, (2006).

How Would You Rate Where You Live?

Residents of Spartan Keyes and Midtown-Buena Vista-Hannah generally rated San José as a "good" or "excellent" place to live (Figure 1.15). Very few rated it as a "poor" or "extremely poor" place to live. When asked to rate their own neighborhood, more residents rated it to be either "good" or "average" (Figure 1.16). Figure 1.17 presents results for California and the nation to the same question.

Neighborhood Perception

Residents' perception of their neighborhood is a good indicator of neighborhood satisfaction. If residents perceive their neighborhood to be in good or excellent physical condition it would follow that they are more satisfied with their neighborhood. It can be assumed that people prefer to live in a neighborhood that is obviously well-kept and cared for. Similar results were found for neighborhood perception in Spartan Keyes and Buena Vista-Midtown-Hannah (Figure 1.18). Most residents rated the overall physical condition of their neighborhood to be "average." However, there were a similar number of people in each neighborhood rating conditions as "good" or "poor." There was no comparable question in the National Social Capital Survey so we were unable to compare these results to the state or nation.

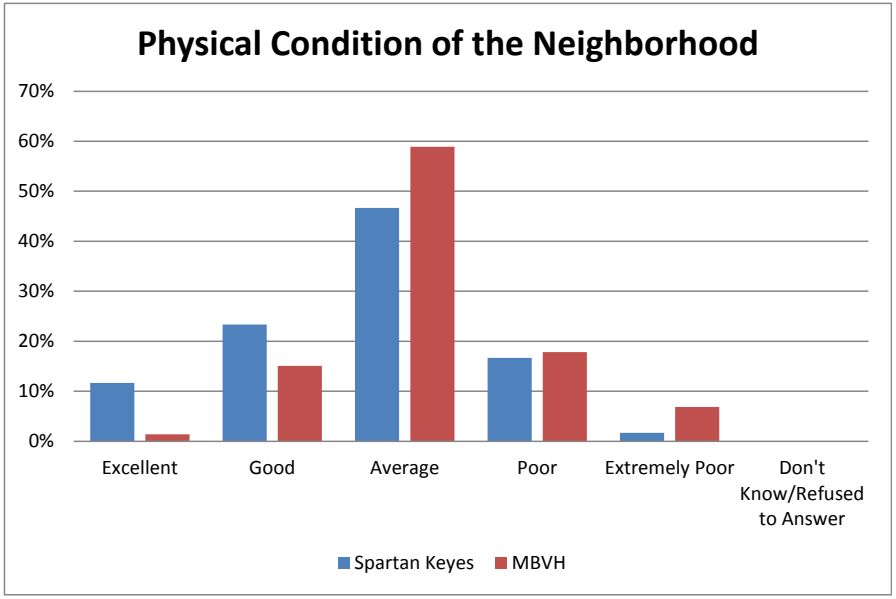


Figure 1.18: Responses to "Thinking about the houses or apartment buildings, front and back yards, shops, streets, sidewalks and the like, (how would you rate) the overall physical condition of your neighborhood?"
Source: San José State University Social Capital Survey (2012).

Neighborhood Pride

Neighborhood pride is an important measure of neighborhood satisfaction. Those satisfied with their neighborhood may be more likely to have pride in it. Residents answered similarly in both Spartan Keyes and Buena Vista-Midtown-Hannah; more than one-third of respondents said that they are "proud". Half as many said that they did not care (Figure 1.19).

Length of Residence in the Neighborhood

The length of time a person has lived in a certain neighborhood can be a factor in establishing social capital. Comparing neighborhood data with the state and nation was difficult

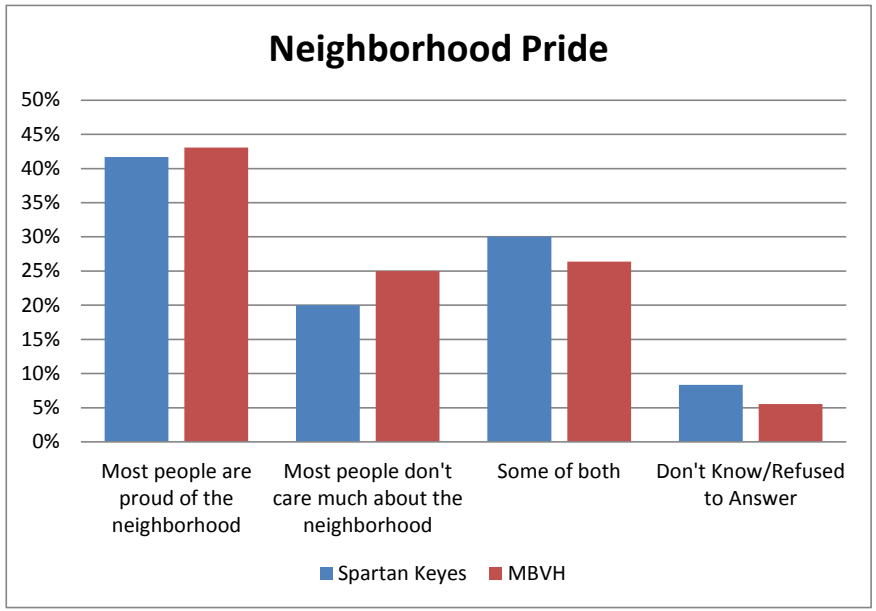


Figure 1.19: Responses to "Would you say that most people in your area share a sense of pride in your neighborhood or would you say they don't care much?"
Source: San José State University Social Capital Survey (2012).

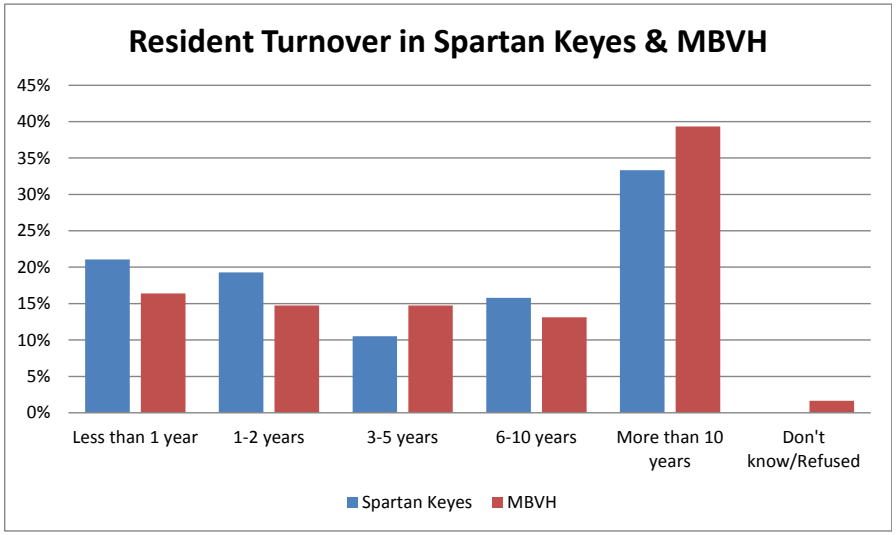


Figure 1.20: Responses to "How long have you lived in your neighborhood?"
Source: San José State University Social Capital Survey (2012).

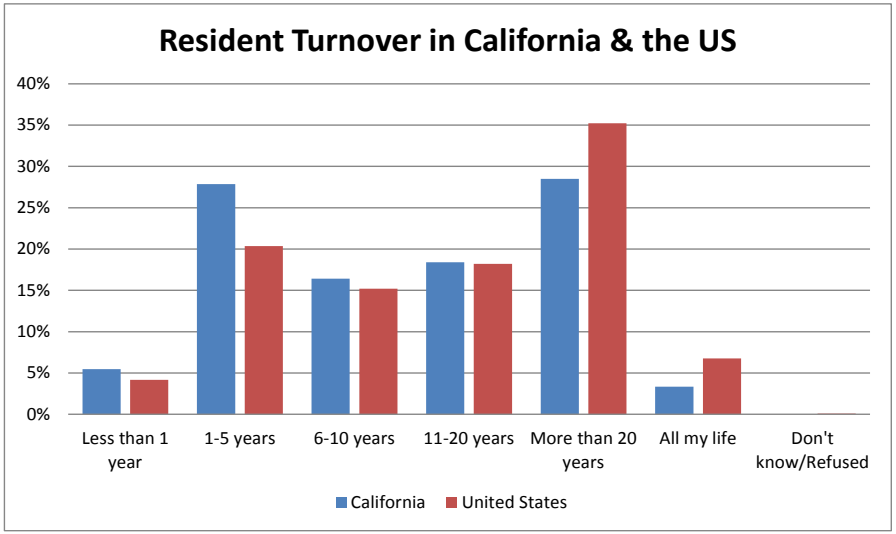


Figure 1.21: Responses to "How many years have you lived in this community?"
Source: National Social Capital Survey (2006).

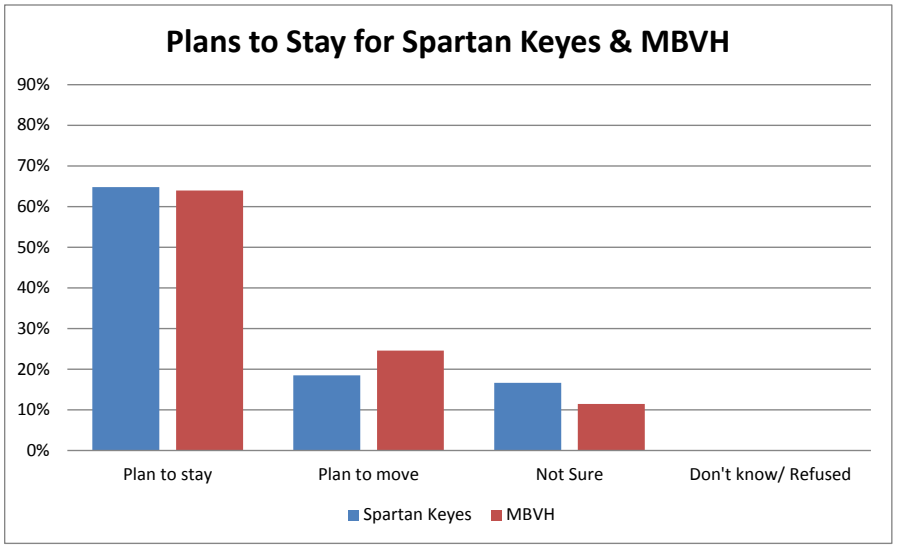


Figure 1.22: Responses to "How long have you lived in the neighborhood?"
Source: San José State University Social Capital Survey (2012).

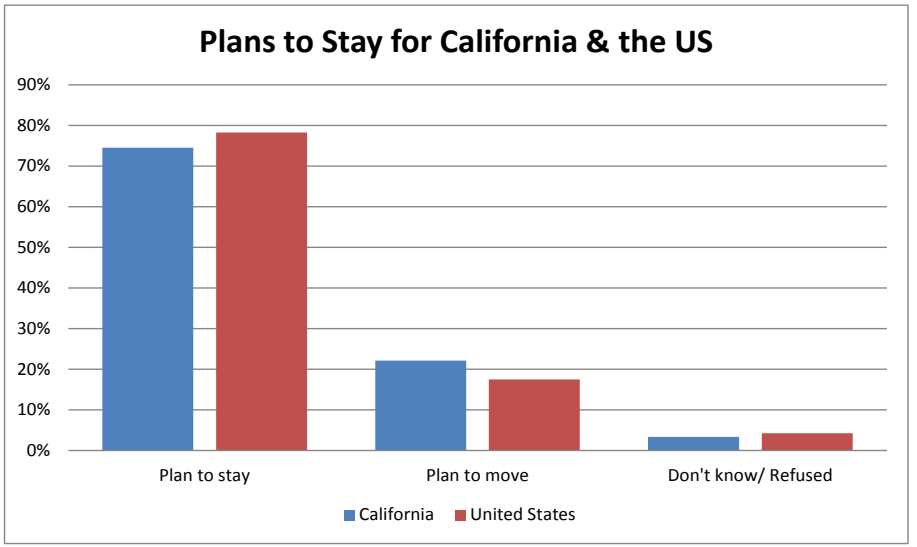


Figure 1.23: Reponses to "How many years have you lived in your community?"
Source: San José State University Social Capital Survey (2012).

because the questions differed between the two survey instruments. CommUniverCity's survey asked "how long" respondents have lived *in this neighborhood* and the National Survey asked "how many years" respondents have lived *in their community*.

If we assume that respondents considered their community to be their immediate neighborhood, we can say that state and national results varied somewhat from the local data. It was found that there is more resident turnover in Spartan Keyes than the state or nation as a whole, as shown in Figure 1.20 and Figure 1.21.

Plans to Stay in the Neighborhood

The amount of time a person plans to stay in a neighborhood can be a good indicator of how satisfied they are with the neighborhood. The results could be compared, though with caution, for similar reasons to those noted in the previous section.

The results for Spartan Keyes and Buena Vista-Midtown-Hannah are similar, with most respondents saying that they plan to stay for the next three years (Figure 1.22). Fewer residents responded that they plan to move in the next three years. The results of the National Survey were similar. Seventy-four percent of Californians and 78 percent of the United States population said they plan to stay in the neighborhood for the next five years (Figure 1.23).

Community Engagement

Responses to questions used to measure levels of community participation suggest that Spartan Keyes and Buena Vista-Midtown-Hannah have similar levels of community engagement.

Participation in Local Groups

When asked about participation in various groups (Figure 1.24), the two neighborhoods showed similar percentages of 30 to 40 percent of respondents answering "yes" to membership. In three of the categories – sports teams, religious organizations, or neighborhood groups – Spartan Keyes rated slightly higher. In the other two categories, school groups and youth programs, Buena Vista-Midtown-Hannah rated higher.

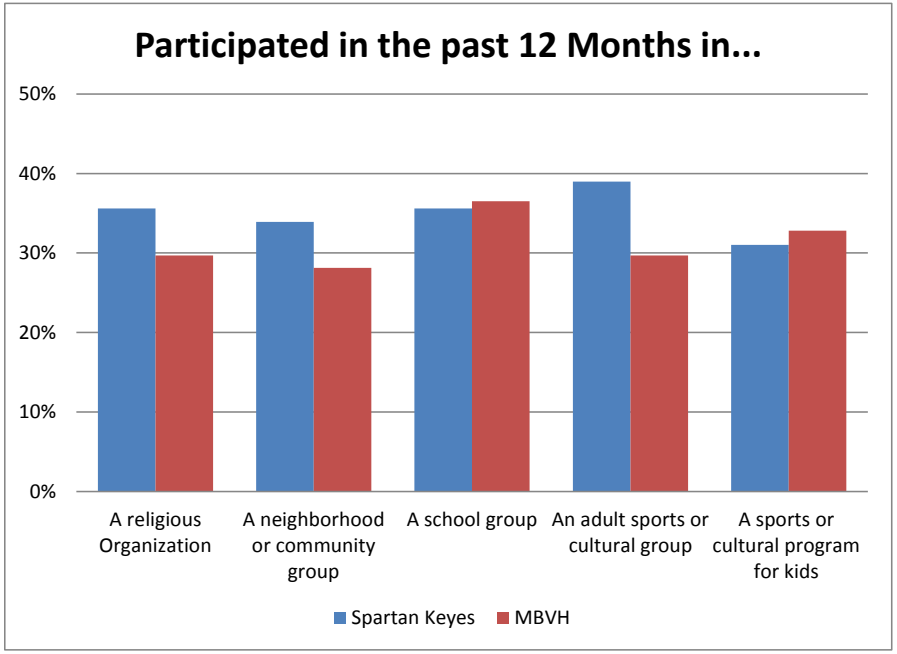


Figure 1.24: Responses to "For the next five questions, I'd like to ask about other kinds of groups and organizations. I'm going to read a list. Just say "yes" if you have been involved in the past 12 months with this kind of group or "no" if you haven't."
Source: San José State University Social Capital Survey (2012).

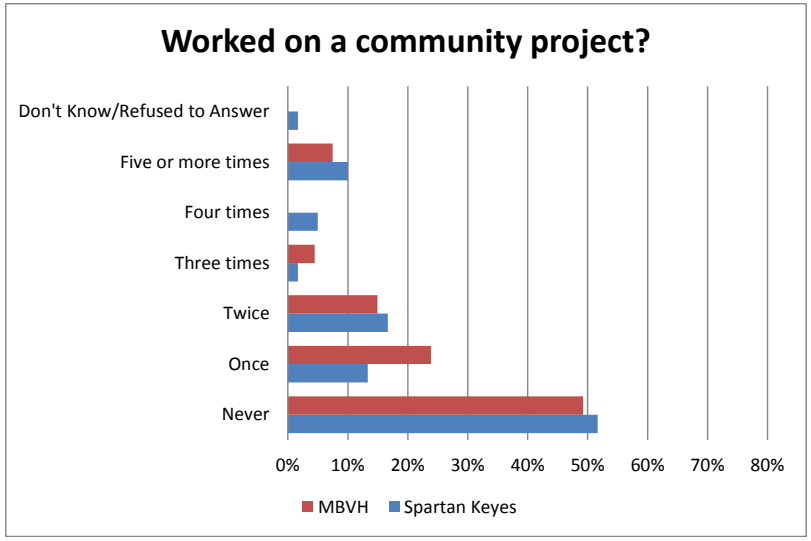


Figure 1.25a: Responses to "I'm going to ask you how many times you've done certain things in the past 12 months, if at all."
Source: San José State University Social Capital Survey (2012).

The highest contrast in participation between these two neighborhoods occurred in the sports team category, with a difference of nine percent, while the smallest contrast occurred in the school group category, at one percent. Finally, in all measures, Spartan Keyes and Buena Vista-Midtown-Hannah show significantly higher participation in these categories when compared to California and the United States.

Attendance at Community Activities

Results for community activity and attendance show comparable results in both neighborhoods. In every category,

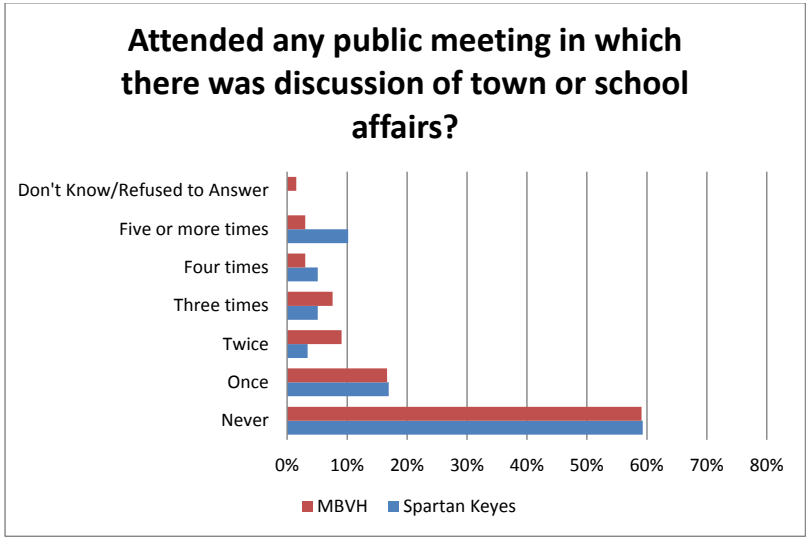


Figure 1.25b: Responses to "I'm going to ask you how many times you've done certain things in the past 12 months, if at all."
Source: San José State University Social Capital Survey (2012).

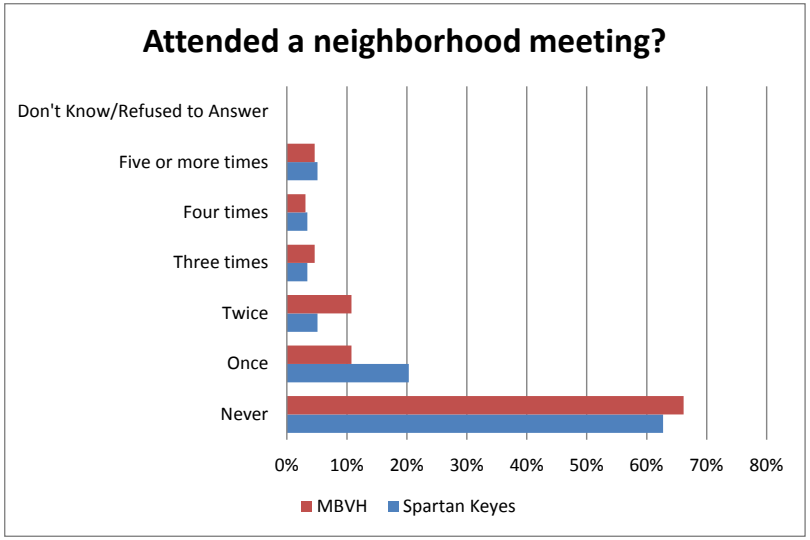


Figure 1.25c: Responses to "I'm going to ask you how many times you've done certain things in the past 12 months, if at all."
Source: San José State University Social Capital Survey (2012).

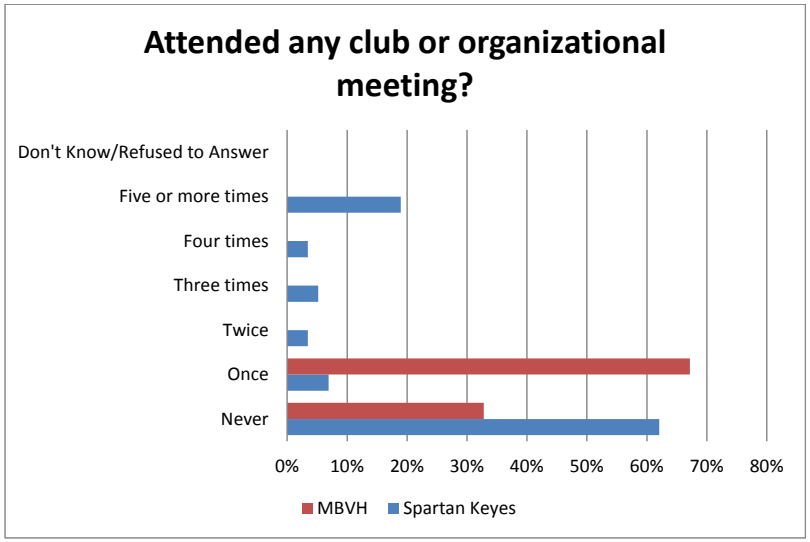


Figure 1.25d: Responses to "I'm going to ask you how many times you've done certain things in the past 12 months, if at all."
Source: San José State University Social Capital Survey (2012).

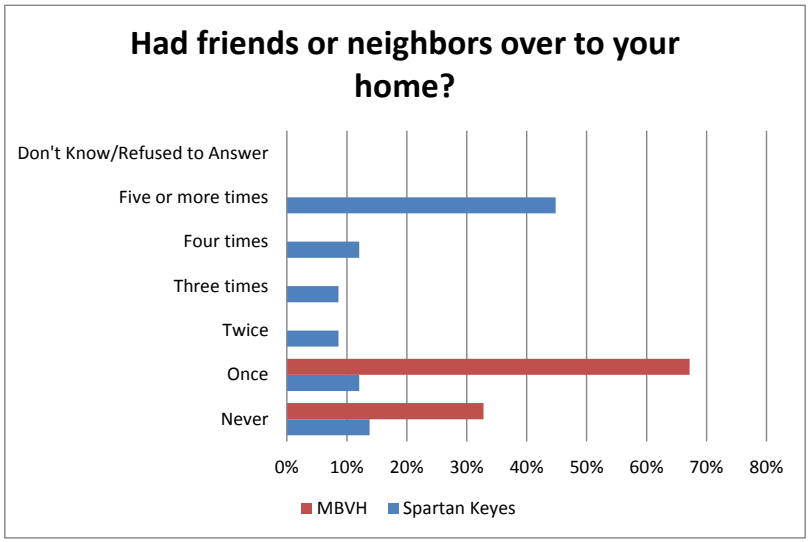
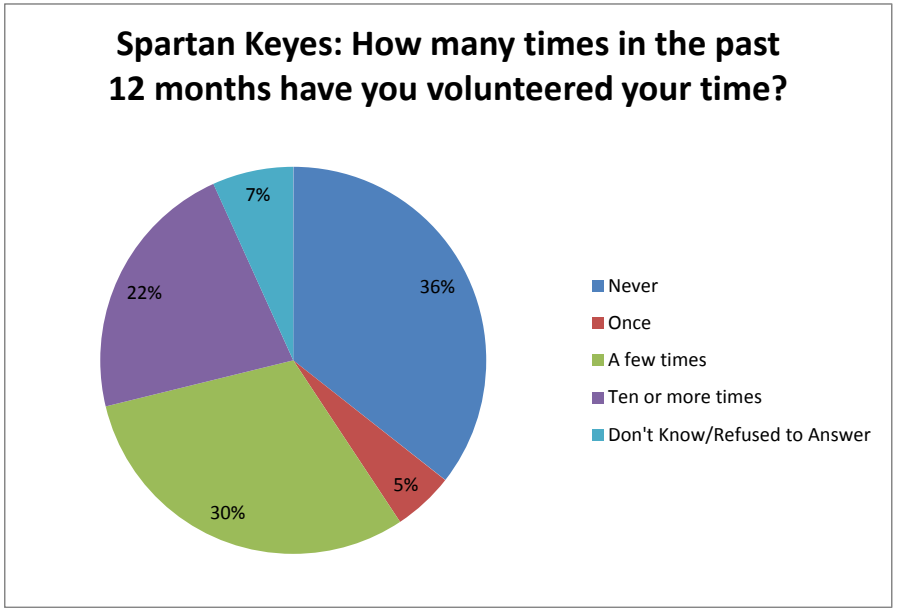


Figure 1.25e: Responses to "I'm going to ask you how many times you've done certain things in the past 12 months, if at all."
Source: San José State University Social Capital Survey (2012).



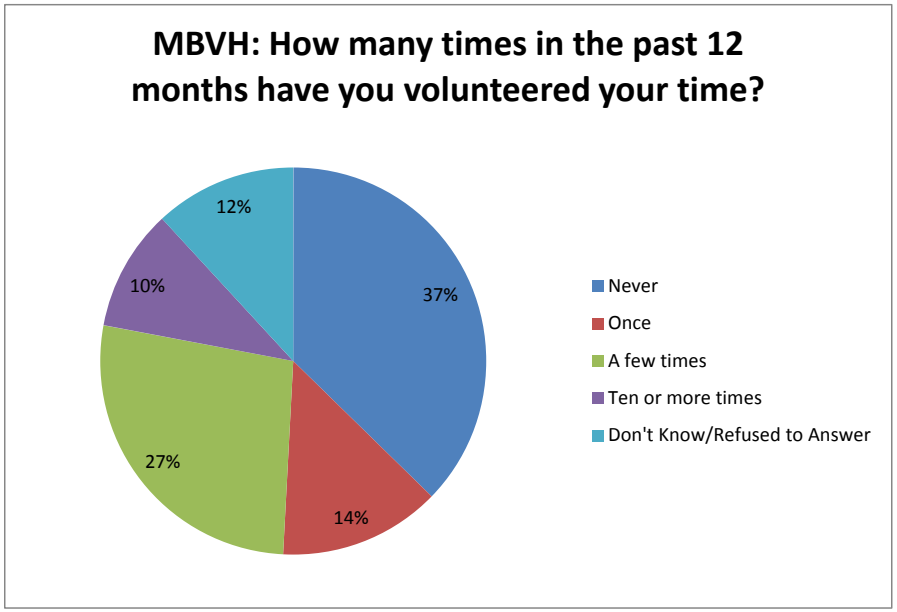


Figure 1.26a & b: Responses to "How often do you volunteer?"
Source: San José State University Social Capital Survey (2012).

both neighborhoods had more than 50 percent of respondents answer "never" when asked about attending club, public, or neighborhood meetings. The similarities continue when asked about working on a community project. Residents in both neighborhoods also answered "never" about 50 percent of the time. The only discrepancies in these statistics are found in public and club meetings. In Spartan Keyes, 19 percent of residents had attended a club meeting five or more times and 10 percent had attended a public meeting five or more times. In this regard, Spartan Keyes and Buena Vista-Midtown-Hannah are very similar to California and the United States as a whole. (See Figure 1.25a-e)

Volunteering one's time was the only category that differed significantly between the two neighborhoods. Figure 1.26a and b show levels of volunteering in Spartan Keyes and Buena Vista-Midtown-Hannah. Residents in both neighborhoods indicated volunteering a sizeable amount of time. In Spartan Keyes, only 36 percent of residents responded with "never." Over half reported that they volunteered more than once. This is a higher percentage than what was found for Buena Vista-Midtown-Hannah where only 37 percent reported volunteering more than once.

Ability to Make a Community Impact

The final question regarding community engagement asked residents if they believed that they could make an impact in their community. The results show that the majority of respondents in both neighborhoods believe that they can. Only 8.5 percent of Spartan Keyes residents and 12.5 percent of Buena Vista-Midtown-Hannah residents believe that their actions have no impact.

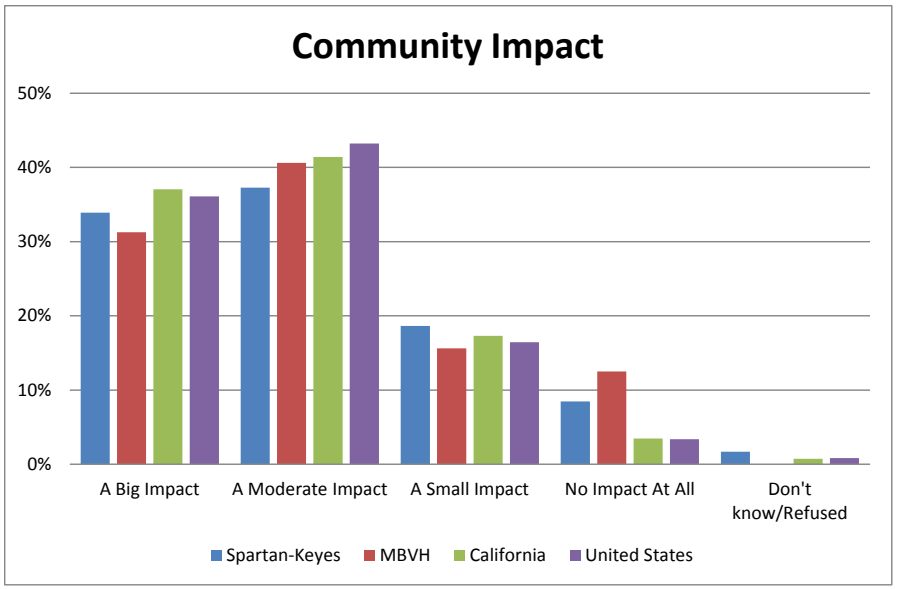


Figure 1.27: Responses to "How much impact to do you think people like you can have in making your community a better place to live?"
Source: San José State University, Social Capital Survey (2012) & National Social Capital Survey (2006).

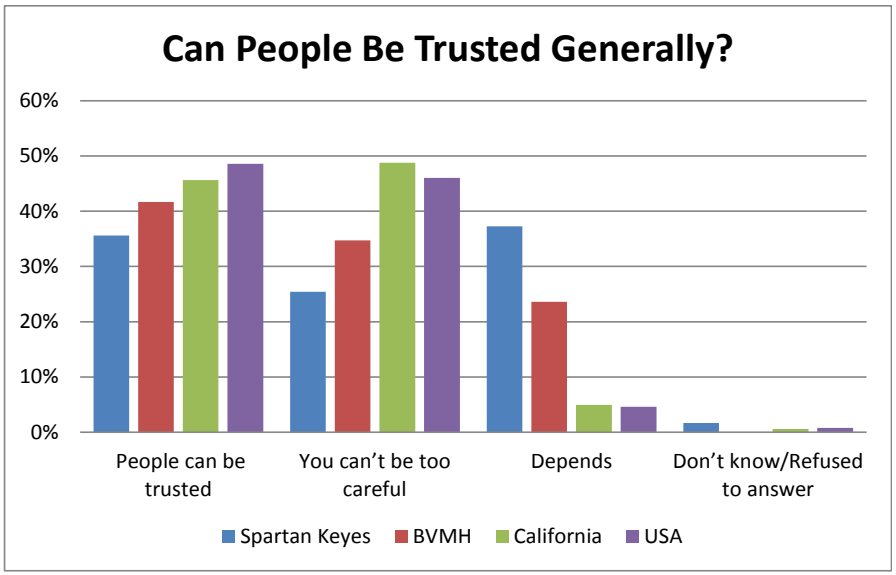


Figure 1.28: Responses to "Generally speaking, would you say that most people can be trusted or that you can't be too careful dealing with people?"
Source: San José State University, Social Capital Survey (2012) & National Social Capital Survey (2006).

In both neighborhoods, over 30 percent of respondents believed that they could make a significant impact while over 35 percent of participants believed that they could at least make a moderate impact (see Figure 1.27). Residents in California and the United States share similar optimism. These results indicate that most people believe that an individual can make a difference in their community. This sentiment is not reflected by community engagement and participation data, however it may show that future involvement is possible.

Community Trust

Measuring levels of trust in a community helps to gauge the sense of safety and willingness of members to participate in its daily activities. Understanding the factors that improve or hinder trust can help to build community investment and

Table 1.2: Trust in Different Groups of Spartan Keyes, Buena Vista-Midtown-Hannah, California and the US.

Trust in...	Spartan Keyes	BVMH	California	USA
People in your own neighborhood	81.40%	79.20%	80.10%	83.90%
Police	76.30%	70.40%	85.40%	87.10%
Caucasians	67.90%	56.70%	81.30%	85.10%
Hispanics/Latino	69.00%	59.10%	80.70%	78.80%
Asians	63.20%	61.50%	79.90%	79.00%

Source: San José State University, Social Capital Survey (2012) & National Social Capital Survey (2006).

participation. A series of questions in the survey measured the level of trust the community members have for other people and groups in the neighborhood.

Seven relevant questions are included in the CommUniverCity, California, and National Social Capital Surveys. When the trust questions were asked in broad terms about the general community, the responses tended to reveal higher levels of trust. For example, the level of trust in the police is almost 20 percent higher for both the state of California and nationally than in Spartan Keyes and Buena Vista-Midtown-Hannah.

In response to the question, "generally speaking, would you say that most people can be trusted or that you can't be too careful dealing with people?", the neighborhood with the highest response of "depends" was Spartan Keyes (Figure 1.28). The questions pertaining to levels of trust felt towards other groups is shown in Table 1.2.

Obstacles to Community Involvement

Improved understanding of the factors that prevent residents from more engagement can help identify opportunities to help build social capital. In the 2012 CommUniverCity Social Capital Survey, several questions asked respondents whether certain circumstances are obstacles to their personal involvement with the community. There are, unfortunately, no similar questions in the National Survey. Responses from Spartan Keyes and Buena Vista-Midtown-Hannah participants in the 2012 survey are summarized in Figure 1.29. In general, fewer Spartan Keyes respondents indicated that they perceived the listed conditions as obstacles.

Approximately 73 percent of survey respondents in both neighborhoods reported that a busy work schedule is an obstacle to community involvement. For each of the other questions, an average of approximately one-third fewer Spartan Keyes respondents considered the circumstance described to be an obstacle. It is possible that the higher percentage of males and more highly educated respondents in Spartan Keyes has some effect on the disparities in the reported perception of obstacles.

1.5 Concluding Observations from the Social Capital Survey

Generally, levels of social capital are lower in Spartan Keyes than the rest of the state and nation. This overarching finding from the social capital survey is revealing and should spur CommUniverCity to tailor programs and capacity building efforts in Spartan Keyes that replicate the success it has achieved in the Five Wounds Brookwood Terrace neighborhood. In the future, when a second social capital survey is undertaken, comparisons can be made to the baseline measured in late 2012, reported here. Some additional summary findings are presented next.

According to the survey, 63 percent of the Spartan Keyes residents expressed that they are "very happy," compared to 44 percent of the Buena Vista-Midtown-Hannah residents. The data also shows that Spartan Keyes residents are rather healthy: 34 percent of Spartan Keyes residents described their

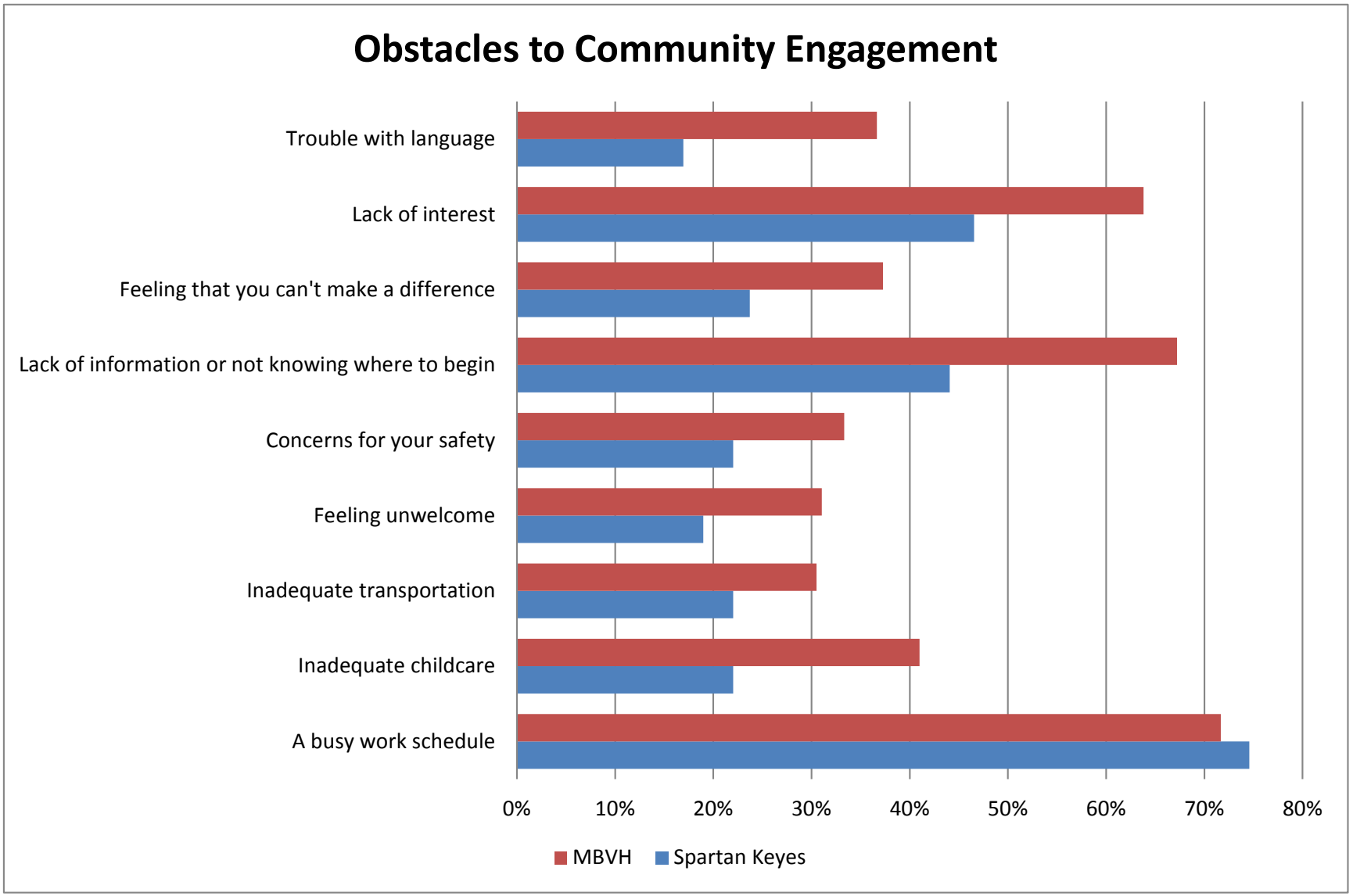


Figure 1.29: Responses to "A variety of obstacles keep some people from becoming involved in their community. Whether you're involved or not, for the next nine questions, please tell me if any of the following is a big obstacle, somewhat of an obstacle, not much of an obstacle, or no obstacle at all to your involvement in the community." Percentages show respondents answering "somewhat of an obstacle" or "a big obstacle."
Source: San José State University Social Capital Survey (2012).

health as "excellent," compared to 17 percent of the residents of Buena Vista-Midtown-Hannah (BVMH). The results suggest a correlation between happiness and better health.

Only 12 percent of respondents possess high school degrees, just half of the national average. Twenty percent of Spartan Keyes residents and 22 percent of BVMH residents hold college degrees, a higher rate than the state and nation. In Spartan Keyes, those reporting to have some graduate school background or who actually possess a graduate degree comprise 12 percent of the population, compared to six percent for BVMH.

The survey results show that more than half of the respondents regard their neighborhood as "better than average". Only 15 percent of Spartan Keyes residents and 11 percent of BVMH residents consider their neighborhoods to be "excellent". Compared to state and national levels, this is quite low.

Levels of distrust are noticeably high at 25 percent for Spartan Keyes and 34 percent for BVMH, compared to the state's six percent and the nation's four percent. Trust of the police is also lower in these neighborhoods compared to state and national levels, with 43 percent of Spartan Keyes and 36 percent of BVMH residents reporting "a lot of" trust in the police, compared to 57 percent for the state and 59 percent for the nation.

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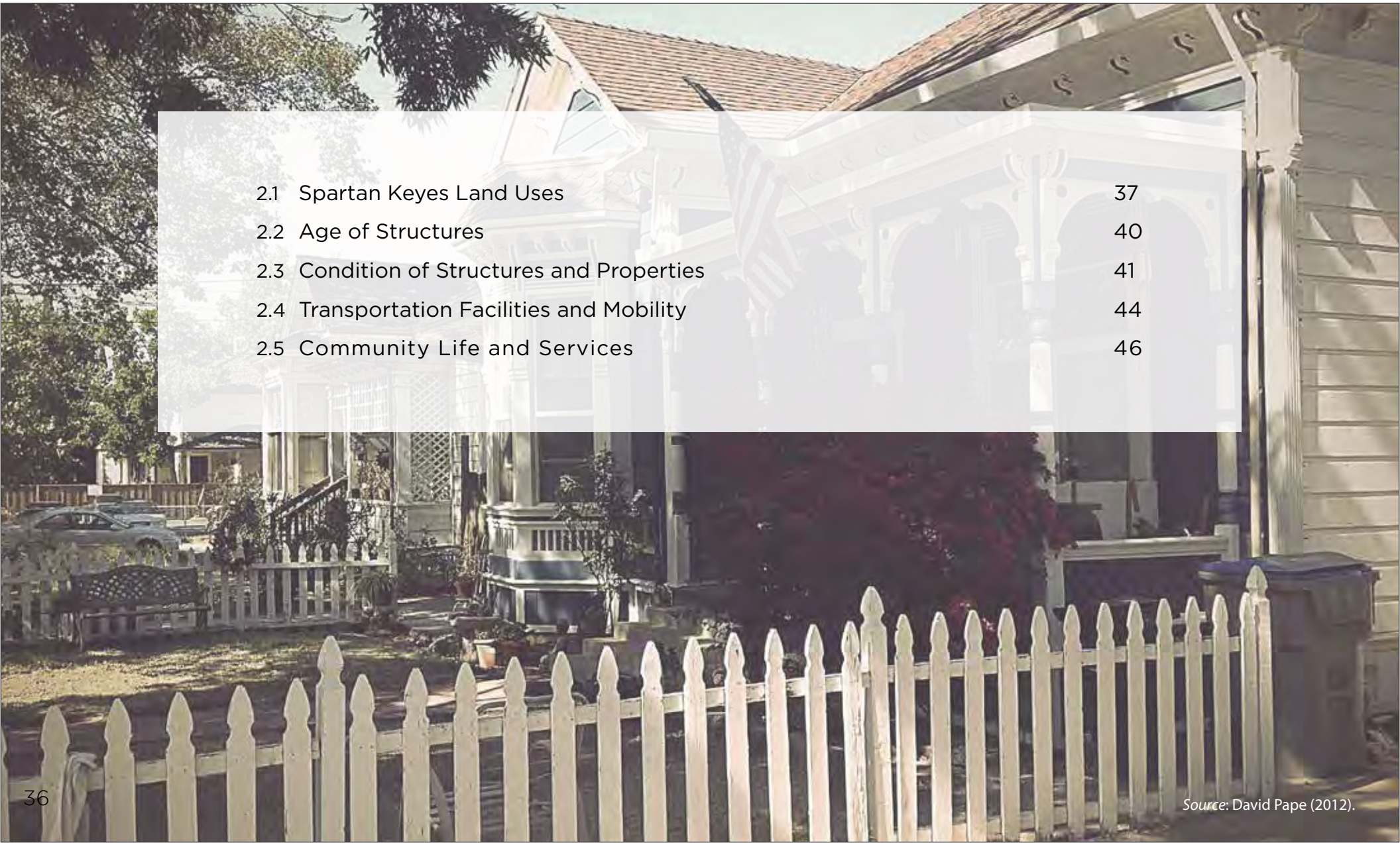
2 PHYSICAL CHARACTERISTICS

LAND USE, HOUSING, TRANSPORTATION, AND SERVICES



2.1 Spartan Keyes Land Uses 37

2.2 Age of Structures 40

2.3 Condition of Structures and Properties 41

2.4 Transportation Facilities and Mobility 44

2.5 Community Life and Services 46

Source: David Pape (2012).

2.1 Spartan Keyes Land Uses

Spartan Keyes is approximately 371 acres (0.58 square miles) in size as delineated by the City of San José's former Strong Neighborhood Initiative program. Though a variety of land uses exist within Spartan Keyes, the neighborhood is mostly composed of older residential dwellings.

The neighborhood lacks pedestrian-oriented businesses and an adequate number of neighborhood-scaled parks. Commercial areas are dominated by automobile services and there is a clear need for pedestrian-oriented and neighborhood-serving facilities including "third places" where residents can linger between home and work. The map in Figure 2.3 shows the varied existing land use in the neighborhood at the parcel level. Note that there are several alleyways and a few vacant lots, mostly in the western half of the neighborhood (Figure 2.2).

There is also a sizeable number of multifamily dwellings, including newer affordable housing developments (Figure 2.4).

Figure 2.1: Victorian Homes in Spartan Keyes.
Source: Flo Pucci (2012).

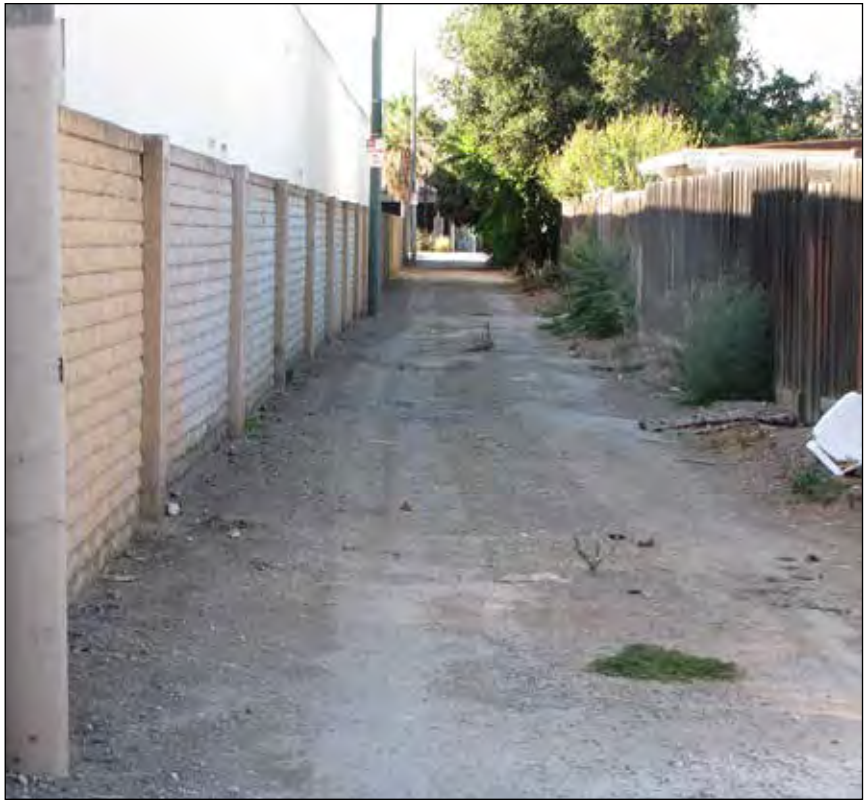


Figure 2.2: Alleyway Conditions.
Source: Flo Pucci (2012).

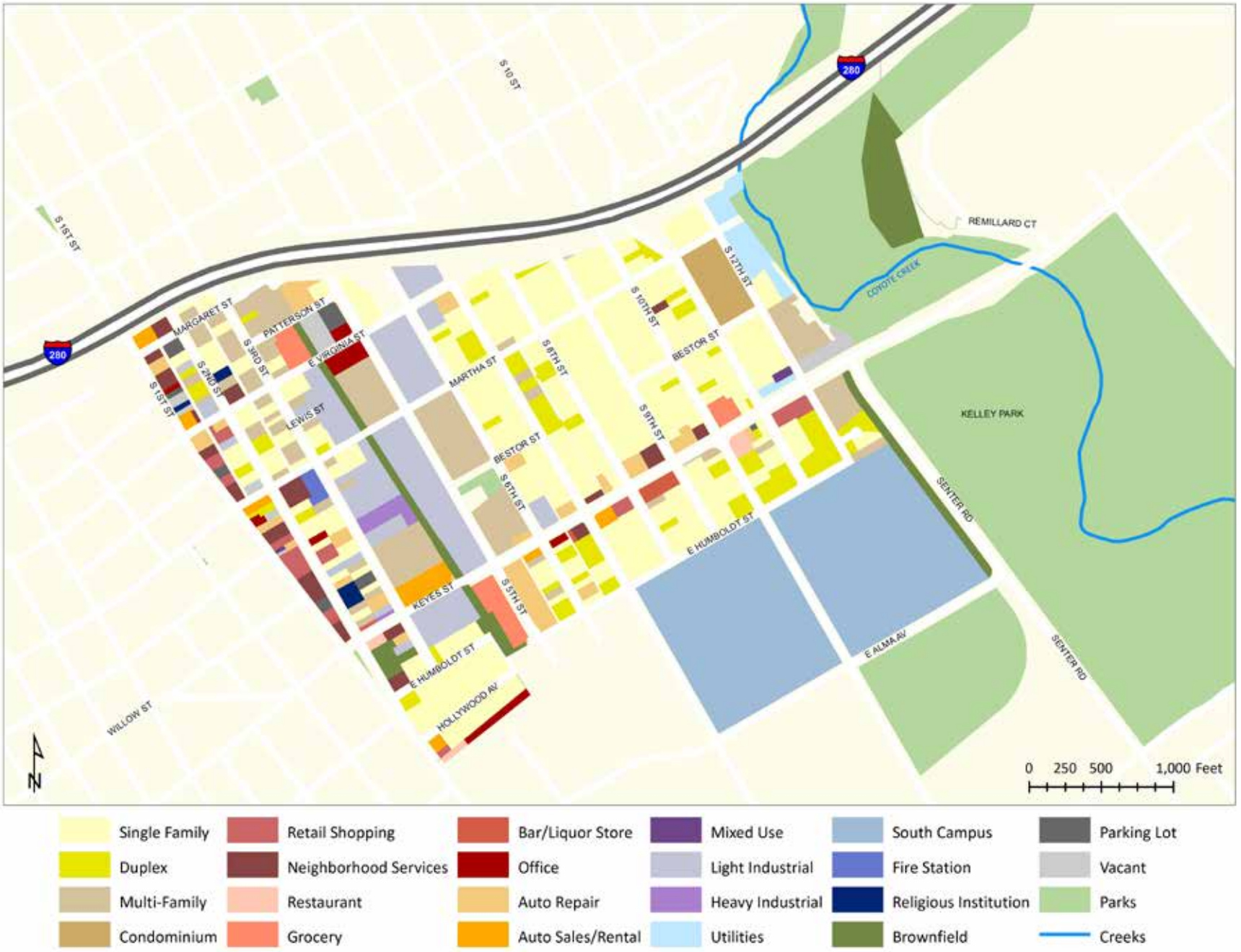


Figure 2.3: Existing Land Uses in Spartan Keyes.
Source: Graduate Student Community Assessment team (2012).

As shown in the map in Figure 2.3, these multifamily dwellings are principally located along Third, Fifth, Sixth, Eleventh and Twelfth Streets.

Commercial uses make up eight percent of the neighborhood, with businesses concentrated almost solely along First and Keyes Streets (Figure 2.5). Few of these businesses provide wares to serve daily needs, with the majority comprised of automobile service and repair shops.

Though parks and open space comprise 17 percent of the neighborhood's area, the only neighborhood-scaled park is the 0.7 acre Bestor Art Park in the northwestern part of the neighborhood (Figure 2.6).

Figure 2.5: Auto-oriented Business.
Source: Flo Pucci (2012**).**

Figure 2.4: Multifamily Housing.
Source: Flo Pucci (2012).

Figure 2.6: Bestor Art Park.
Source: Flo Pucci (2012).

The majority of the open space in Spartan Keyes is located along unimproved Coyote Creek and features a sizeable homeless encampment. The Story Road Landfill site sits in the northeastern corner of the neighborhood but currently offers no recreational opportunities for residents.

San José State's South Campus occupies approximately 62 acres. Its facilities include the nearby Art Department's Foundry (a metal fabrication workshop), Spartan Stadium, various athletic uses, and vacant graduate student housing (Figure 2.7).

Figure 2.7: Spartan Stadium.
Source: Farah Saud (2012).

2.2 Age of Structures

Many of the homes and other buildings in Spartan Keyes vary in age, reflecting many eras in this long-settled section of central San José. Likewise, the architectural style of single family homes varies noticeably: American Craftsman, California Bungalows, and Victorians appear frequently. Homes along Third Street, like the one seen in Figure 2.8, are reminiscent of the Victorian style that influenced cities across America in the late nineteenth century. American Craftsman and California Bungalows are the most common architectural style for single-family homes, many of which predate the 1930s.

Figure 2.8: Early 20th Century Victorian Homes.
Source: San José State University Urban Planning Department (2012).

In contrast, multifamily residential structures are relatively new, most of which were built between 1950 and 1980 with the exception of a few large Victorian homes that have been converted to multifamily units. Three large multifamily affordable housing developments have been constructed within the last ten years, representing a significant addition to the housing stock in Spartan Keyes.

In addition, Spartan Keyes is home to a number of large warehouses and other light industrial buildings, most of which are located along Fifth Street. The majority of these structures were built between 1940 and 1960 and still are in good condition because they have been well maintained.

Figure 2.9: A Quintessential Spartan-Keyes Victorian Home in Good Condition.
Source: Graduate Student Community Assessment team (2012).

2.3 Condition of Structures and Properties

During a field assessment conducted by the graduate students, the majority of structures throughout Spartan Keyes were found to be in good condition. Figure 2.9 shows a representative Victorian home in such a state. The assessment also identified structures that were weathered or in need of repair, as well as those that were dilapidated or falling apart. There are relatively more structures along Fifth Street that were found to be in this condition compared to other areas in Spartan Keyes, as shown in the photo in Figure 2.10 and the map in Figure 2.11.

Specifically, the northeast corner of the neighborhood contains a cluster of structures that are in need of repair. We found no sizeable concentrations of structures in Spartan Keyes that are dilapidated or falling apart, and the ones that exist tend to be fairly evenly scattered throughout the community.

Figure 2.10: Spartan Keyes Home in Need of Repair.
Source: Cailtin Campbell (2012).

Figure 2.11: Condition of Structures in Spartan Keyes.
Source: Graduate Student Community Assessment team (2012); parcels with grey outlines are those in the official Spartan-Keyes neighborhood boundary.

Figure 2.12: Condition of Properties Exclusive of Structures in Spartan Keyes.
Source: Graduate Student Community Assessment team (2012); parcels with grey outlines are those in the official Spartan-Keyes neighborhood boundary.

When auditing the condition of the lands surrounding structures, the students looked at the general conditions of each parcel on a block by block basis. Property conditions ranged from excellent to needing maintenance and repair. Typical problems observed include neglected yards, a general lack of cleanliness, fences in need of repair, and front yards serving as storage space for appliances, automobiles, and other large items. A notable observation is that properties closest to commercial activities and streets with heavy traffic tend to generally be in fair or less than fair condition.

2.4 Transportation Facilities and Mobility

Residents have access to an array of transportation options. Interstate 280 forms the northern border of the neighborhood with access from First, Seventh, Tenth, and Eleventh Streets. First and Tenth Streets are major north-south corridors through the city, while Keyes Street is part of a major east-west corridor that proceeds through a number of central SJ neighborhoods.

Pedestrian amenities include a well-connected network of sidewalks, with transit stops situated within one-quarter mile of many residents. Improved bikeway striping on some major streets is the latest addition to the neighborhood's transportation system. Bike lanes exist on Seventh, Tenth, Eleventh, and Keyes Streets, with signage on Keyes Street; bike lanes on Tenth and Eleventh Streets were recently added (See Figure 2.13 and Figure 2.14). In general, the various bike lanes are not yet well connected to one another.

Figure 2.13: New Bike Lane and Bulb-out on 10th Street.
Source: Graduate Student Community Assessment team (2012).

Figure 2.14: Bike Route Signage on Keyes Street.
Source: Graduate Student Community Assessment team (2012).

Because of the freeway, nearby commercial and industrial activity, and the neighborhood's proximity to downtown San José, Spartan Keyes accommodates high volumes of traffic, even on streets that are primarily residential. Truck routes bisect the neighborhood, running along First, Seventh, and Tenth Streets from I-280 to the industrial areas south of Spartan Keyes. The heavy traffic causes air and noise pollution along primarily residential streets.

Pedestrian infrastructure has also been upgraded; a recently installed crosswalk featuring a bulb-out and pedestrian signal helps residents navigate high volumes of traffic along Tenth Street (Figure 2.15).

Though this is only one of the few pedestrian facilities designed to achieve traffic calming, Spartan Keyes has a continuous network of sidewalks that provide pedestrian access to most parts of the neighborhood. Exceptions are found in older industrial areas along Fifth and Keyes Streets where sidewalks are not present. In areas where sidewalks exist, street trees are prevalent although pedestrian-scale lighting is not, compromising pedestrian safety. Street furniture is also missing from the neighborhood, with the exception of bus stop benches on Keyes and First Streets.

Buses are routed down a few of the neighborhood's streets, with First and Keyes Streets both serving as major transit corridors. Public transportation is generally accessible to residents, with most bus stops located within one quarter of homes. Approximately one mile beyond the neighborhood boundaries are the Virginia light rail station and the Tamien multimodal station with light rail, bus, and Caltrain access.

Figure 2.15: Pedestrian Signage and Signal on 10th Street.
Source: Graduate Student Community Assessment team (2012).

More detail about transportation conditions in Spartan Keyes is covered in Chapter 3 with a focus on the results of a detailed audit of conditions experienced by pedestrians and cyclists.

2.5 Community Life and Services

Spartan Keyes is home to a mix of single family homes, duplexes, multifamily apartments, condominiums, artist studios, businesses, and industrial warehouses. A growing arts scene is reflective of this mix, helping to bring some energy to the community with murals and public art, as seen in Figure 2.16. There are several public and quasi-public facilities in the neighborhood, including the San José State Foundry, Bestor Art Park, Spartan Stadium, the Spartan Keyes Neighborhood Action Center, the Gardner Health Center, and the Art Ark Common House Gallery. In particular, Bestor Art Park is a highly utilized park that supports a wealth of community activities, as shown in Figure 2.17.

The community does, however, lack many of the important destinations found in other San José neighborhoods. For example, residents do not have a dedicated neighborhood center (space is currently leased from a local apartment building;

Figure 2.16: Art Bench in Spartan Keyes.
Source: Caitlin Campbell (2012).

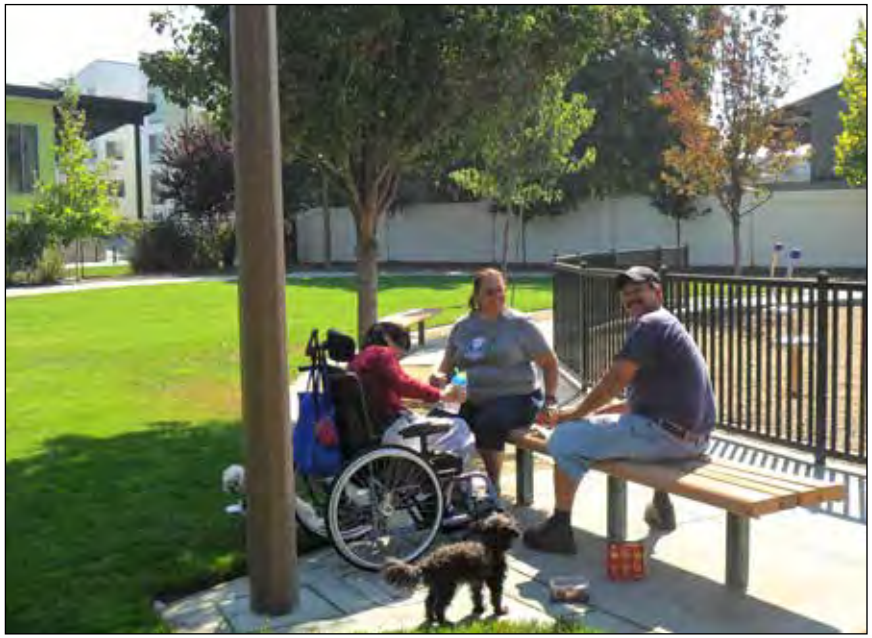


Figure 2.17: Residents Enjoying Bestor Art Park .
Source: Steve Terrin (2012).

the lease is set to expire in late 2014) or centralized gathering place other than Bestor Art Park. Residents currently have few options for locations to hold neighborhood-specific meetings and, consequently, often do not know people beyond their own block. The situation is exacerbated by an almost total lack of neighborhood-serving businesses such as coffee shops, restaurants, and markets. Activities involving school children that may help foster networks among parents do not exist in Spartan Keyes as families living in the neighborhood must send their children to one of three different elementary schools located beyond the neighborhood's boundaries.

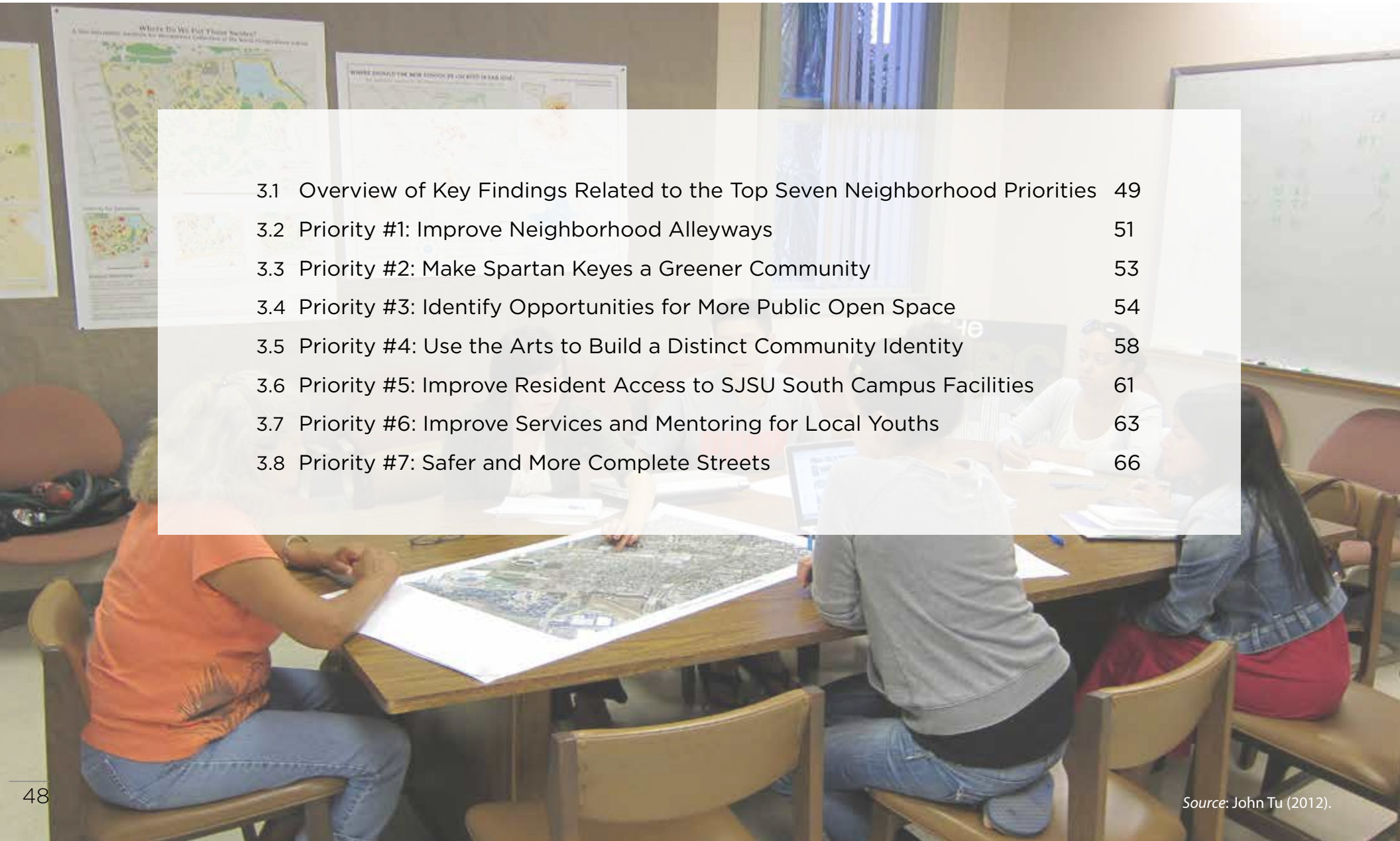
The social capital survey described in Chapter 1 discovered that respondents reported visiting and speaking with their neighbors at a lower rate than survey participants at the state and national level. The survey also found that approximately 30 percent of Spartan Keyes residents felt unsafe in their neighborhood; a perceived lack of safety often constitutes an obstacle to community involvement. The presence of blighted buildings, graffiti, and trash tend to cause residents to perceive the area as unsafe.

The neighborhood's homeless population also poses challenges since it is a complex issue lacking an easy set of solutions. The portion of Coyote Creek that runs through the former Story Road Landfill site on the northeastern edge of the boundary is of particular concern. Encampments along the river's banks pose health and sanitation problems and may discourage recreational use of nearby trails. The City of San José has secured Environmental Protection Agency grant funding for the next three to four years to improve the water quality in Coyote Creek by engaging the homeless population to help remove trash from the creek and provide a path out of homelessness for participating individuals.[1]

1 City of San José, Clean Creeks Healthy Communities Project: Demographic Profile Comparison and Survey Results (SJSU: San José, 2012), 1.

3 COMMUNITY-IDENITFIED PRIORITIES

THE TOP SEVEN COMMUNITY-IDENTIFIED PRIORITIES IN SPARTAN KEYES



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Source: John Tu (2012).

A graduate urban planning student team in Spring 2012 collaborated with neighborhood leaders at three community events to develop a list of current top priorities. Some of these were consistent with the priorities listed in the 2002 and 2008 Neighborhood Improvement Plans developed through the Strong Neighborhoods Initiative program, and others are recent additions. We spent time researching each of the priorities for this report in an effort to keep a clear focus on the community's concerns and to provide future student and resident teams with research material upon which to build their efforts. This section highlights our progress on each of the seven priorities.

3.1 Overview of Key Findings Related to the Top Seven Neighborhood Priorities

Alleyways

Many of the alleyways of Spartan Keyes show decades of neglect. CommUniverCity can engage with community members and city staff to restore the alleys by developing ideas for renovation projects and engaging in community outreach activities (see figure 3.1).

Community Greening

Residents should continue their street tree planting efforts with Our City Forest. This will enhance the tree canopy within Spartan Keyes and can potentially provide a local source of fresh fruit for residents. Additionally, residents should participate in the "Flowers to Yards" program through NextDoor.com to exchange plant clippings to beautify yards and other outdoor spaces. Business owners along First Street should form a business association to install and maintain landscaping features to make the area more attractive for residents and patrons. Continued involvement with CommUniverCity's "Garden-to-Table" program is hoped to continue.

Mini Park

The former railroad site between Third and Fifth Streets is currently not being pursued as a park due to its cost, shape, safety constraints, and location. Future efforts for new parks in Spartan Keyes should focus on the Story Road Landfill, Three Creeks Trail, Union Pacific lot, Kelley Park, and the lots off of Third and Martha near the railroad.

Public Art

Spartan Keyes' concentration of local artists provides an opportunity for the neighborhood to create a highly unique

Figure 3.1: Recently Repaved Alley Between First and Second Streets.
Source: Dwight Brown (2012).

identity within San José. Challenges include identifying artists and engaging the media to help generate interest in the neighborhood. One way to build awareness is through San José's Office of Cultural Affairs which is responsible for managing the Public Art Program (408-783-4344, http://www.sanjoseculture.org/).

South Campus

Currently, South Campus facilities are used by SJSU's Athletics Department and are not available for Spartan Keyes neighborhood meetings. Local residents currently have access to the outdoor track but not the tennis courts. The University is exploring a comprehensive planning effort for South Campus including upgraded facilities and amenities. It would be prudent for Spartan Keyes leaders to maintain a dialogue with the University as the planning effort gets underway. This will ensure that the neighborhood interests are included in the South Campus upgrades and that the improvements will benefit the community as a whole.

Youth Services

The after-school program at Spartan Keyes offers young residents a safe place to build social capital and an opportunity to receive necessary homework assistance. Although the program appears to be effective, the after-school program can potentially offer much more with the continued support of CommUniverCity and Catholic Charities.

Complete Streets

There are a number of positive features along Spartan Keyes' streets that create a pedestrian-friendly environment. Nevertheless, gaps in the pedestrian network inhibit pedestrian circulation, reduce safety, and impede access to key destinations. CommUniverCity should support projects that address these gaps, including sidewalk upgrades, landscaping improvements, and traffic calming measures. Adding infrastructure improvements such as crosswalks, signage, and pedestrian buffers will also enhance pedestrian safety.

A fairly extensive bikeway network exists in Spartan Keyes, offering connectivity to downtown and locations to the south and east. The overall network, however, can be improved. While new bike lanes along Tenth and Eleventh Streets enhance mobility and prioritize bicycle use in the neighborhood, gaps remaining in the network pose barriers to bicycle use. Bike lanes on Tenth and Eleventh end abruptly at Keyes Street, bike lanes on Keyes Street do not extend all the way to First Street, and the bike lane on the downtown segment of Third Street does not continue south into Spartan Keyes. Filling these gaps would enhance access and mobility within the neighborhood as well as improve the network at the city level. Pavement maintenance is required along many of the streets, particularly Keyes Street. Bike racks serving businesses along First and Keyes would also improve bicycling conditions.

Improved conditions on Keyes Street, the "spine" of Spartan Keyes, would increase access, mobility, and safety as they would get more riders into safe bike lanes. Additional bike parking, of which there is currently almost none, would also help generate more bicycle use on Keyes Street. Also, extending bike lane gaps with dashed lines and bright paint would make motorists more aware that they are to share the road with bicyclists.

3.2 Priority #1: Improve Neighborhood Alleyways

As Spartan Keyes developed around the turn of the last century, alleyways provided access to carriage houses at the rear of narrow residential lots. Several of these alleys remain today, providing access to garages, parking spaces, utilities, and weekly garbage pick-up, as shown in Figure 3.2. Through collaboration with city staff approximately five years ago, neighborhood residents identified numerous problems with the current use and condition of alleyways, including degraded pavement conditions, poor drainage (Figure 3.3), litter, graffiti, loitering, and criminal activity.[1] Figure 3.4 shows a map of alley locations.

Figure 3.2: Garbage Pick-up Day in the Alley Between Second and Third Streets.
Source: Dwight Brown (2012).

Figure 3.3: Alley with Poor Drainage.
Source: Dwight Brown (2012).

In general, the neighborhood residents envision their alleyways as safe and pleasant places that promote healthy outdoor activities while maintaining vehicle access and discouraging undesirable behaviors. Well-designed alley improvements could include:

- **Pavement** to improve drainage, eliminate puddles, and reduce dust;
- **Lighting** to improve visibility and discourage litter, graffiti, loitering, and criminal activity;
- **Traffic calming** to reduce vehicle speeds without reducing access for pedestrians, bicycles, automobiles, utility vehicles, and emergency services;
- **Basketball hoops** and other equipment to promote outdoor play;
- **Landscaping, art, and seating** to provide community gathering space; and
- **Signage and art** to convey the unique identity of the neighborhood.

1 Strong Neighborhoods Initiative. Spartan Keyes Neighborhood Improvement Plan Amendment. December 2008; 48.

Figure 3.4: Alleyways in Spartan Keyes.
Source: Graduate Student Community Assessment team (2012).

The alleys between First and Second Streets have been repaved, though they still lack provisions to reduce storm water runoff. The city has obtained grant funding through Proposition 84's Storm Water Grant Program to address the drainage and runoff problems in the three alleys between Second and Third Streets, which will improve drainage and reduce runoff by repaving and installing infiltration trenches to capture excess water. The city's Department of Transportation is currently designing the upgrades and anticipates completion in 2015. The grant does not provide funding for improvements other than drainage and runoff.

CommUniverCity has secured long-term commitments from San José State University professors to incorporate Spartan Keyes neighborhood projects, such as alleyway improvements, into their courses' service-learning objectives. Each semester, students will be available to help with community outreach, project development, design, and implementation. The outcome of these efforts will be enhanced through increased participation of residents living near the alleys. Residents can serves as liaisons between the community, city, and university. Steps that CommUniverCity can implement to foster alleyway improvements include:

- Recruiting and supporting volunteers to coordinate alleyway improvements
- Identifying funding sources and applying for grant funding
- Establishing a vision for each alley segment with the assistance of residents
- Further defining the constraints of other stakeholders, including emergency services, city departments, and utility providers

3.3 Priority #2: Make Spartan Keyes a Greener Community

Greening efforts in Spartan Keyes have been underway for well over eighteen years. Long before the greening efforts undertaken by the City of San José's Strong Neighborhoods Initiative (SNI) program and San José's Redevelopment Agency, community members took the initiative to make improvements with new trees and landscaping. In recent years, Our City Forest – the city's tree bank – has provided Spartan Keyes with trees along residential streets and commercial corridors.

Our City Forest's "Trees for All" program has successfully increased the number of street trees in Spartan Keyes. "Trees for All" has four programs: individual, neighborhood, school, and park plantings. To receive a tree, a location must have adequate space for growth as well as clearance from utility lines. Additionally, a stewardship agreement must be made, ensuring that the resident or business owner requesting the tree will care for it after planting. Overall, over one hundred new trees are now thriving throughout Spartan Keyes. Continued collaboration with Our City Forest can expand the neighborhood's tree canopy.

A small but active group of residents has created "Flowers to Yards", a neighborhood beautification program spearheaded by resident and Neighborhood Action Committee president Richard Stewart. The program encourages neighbors to share plant clippings in an effort to beautify yards and parking strips throughout the neighborhood. In Figure 3.5, Richard Stewart shares with graduate students some of the efforts of the program along Twelfth Street.

Figure 3.5: Community Leader Richard Stewart Showing Examples of 'Flowers to Yards' Plantings on Twelfth Street.
Source: Steve Terrin (2012).

Though successful, "Flowers to Yards" is still in its infancy. Current efforts have focused on the northeastern area of the neighborhood near the Eleventh Street on-ramp to I-280. The highlight of the beautification effort is the large community garden on Eleventh Street just south of I-280.

Unfortunately, the program's efforts have been hampered by low program participation, theft, and a restricted water supply. For example, broken sprinklers and other vegetation on San José Water Company's property have slowed the growth of crape myrtles planted along Twelfth Street. Thanks to ongoing collaboration between the neighborhood residents and the Water Company managers, plants are now thriving along Eleventh and Twelfth Streets.

"Flowers to Yards" would like to expand into a neighborhood-wide program, with plans to expand community greening efforts along First Street. Greening efforts in this area could generate pedestrian traffic and, by so doing, possibly deter crime. Establishing a business association or property-based improvement district to collect funds would be useful and could provide the necessary ingredients to install and maintain landscaping. Such a district could include all the businesses along First Street which could act as neighborhood stewards, much in the way that Downtown San José's Groundwerx crew operates in the city's central business district.

Also, "Flowers to Yards" would like to attract more participants. Outreach via flyers and the social networking website NextDoor.com are under consideration. With more participants, the quantity and variety of clippings can increase, allowing greater opportunity for program success. More participation in the program will likely increase social interaction, raising levels of social capital among Spartan Keyes residents.

3.4 Priority #3: Identify Opportunities for More Public Open Space

A top priority for the community is the need for more open space.[2] Figure 3.6 highlights the existing open space in Spartan Keyes and identifies potential sites for additional open space. As the map shows, Bestor Art Park is the sole neighborhood-scaled park in the Spartan Keyes neighborhood. It is heavily utilized by residents, but its small size makes it difficult to accommodate large groups and activities.

2 Aurelia Sanchez, interview by authors, San José, CA, October 3, 2012.

Figure 3.6: Existing and Potential Open Space.
Source: Graduate Student Community Assessment team (2012).

Figure 3.7: Former Railroad Site Located Between Third and Fifth Streets Stretching from Martha to Keyes Streets.
Source: Graduate Student Community Assessment team (2012).

San José State students studied possibilities for additional open space in Spartan Keyes. Identified areas included the abandoned rail corridor between Third and Fifth Streets (Figure 3.7), the east and west "pit" areas, the Union Pacific lot next to the Sears warehouse, and the San José Water Company property.

Community members and city officials were consulted to learn more about these locations. Aurelia Sanchez, resident and neighborhood activist, shared that while Bestor Art Park receives heavy use, there is a need for more open space. She believes that the former rail line between Third and Fifth is ideal for a linear park. She also suggested converting the east pit into a community garden.[3]

Ruth Cueto, Assistant to City Councilmember Sam Liccardo, and Matt Cano, Deputy Director for City of San José Parks, Recreation, and Neighborhood Services, were also consulted. According to them, the city's Park Trust currently has $1.3 million to invest in Spartan Keyes.[4] New housing developments in the neighborhood can also contribute to parks and open space funding. The rail line site between Third and Fifth Streets is currently on the market for one million dollars.[5]

Mr. Cano also shared that parks should be safe and inviting, provide good sightlines and multiple entrances and exits, and be as large and geographically separated to serve as many people as possible. A potential park's uses and purpose must be considered when purchasing new property. A park should not be provided solely out of convenience or because of land affordability.[6] The group inquired specifically about the former railroad site located between Third and Fifth Streets. In response, Mr. Cano provided his thoughts on "Key Qualities of a Park", applying them to railroad site where possible:

3 Aurelia Sanchez, interview by authors, San José, CA, October 3, 2012.

4 Ruth Cueto, interview by authors, San José, CA, October 3, 2012; Matt Cano, interview by authors, San José, CA, October 24, 2012.

5 Ibid.

6 Matt Cano, interview by authors, San José, CA, October 24, 2012.

- **Is it inviting?** People driving by may not know it is a public green space.

- **Is it safe?** There is some concern that if a park were to be built on this site there would not be enough of a street presence for a safe atmosphere. However, there are new housing projects in various stages of development adjacent to the site along with the existing condominium complex which looks directly onto the property.

- **Is it forethought and not an afterthought?** This site has been underutilized in recent years and presents a great opportunity to provide more green space for the community. However, the city requires that park sites be chosen methodically; specifically, a potential site should be evaluated for the purpose it is trying to achieve, such as a trail or large open area for sports. This site is not considered ideal for a neighborhood park and therefore was eliminated as an option during the department's "forethought" process.

- **Does it address geographic distribution?** The site is located within walking distance of Bestor Art Park, but would serve as more of a green space or trail rather than a park. Therefore, this space might still add value to the community as a trail or dog park. Mr. Cano mentioned that this parcel may be too close to Bestor Park for it to be viable as this site would be serving the same population.[7]

- **Does the size accommodate a park?** This site is approximately one acre in size and is located between warehouses and residential development. It would serve the needs of the community, but its narrow shape is restrictive and would limit the type of green space that could be developed.

- **Are there financial concerns?** The city may not want to spend all available funds allocated to Spartan Keyes for a site that is not ideal. Instead, the city ideally would like to make a wise investment and not just purchase land because it is available.

The group shifted its focus to other potential sites, resulting in the following findings:

- **West Pit:** This site is owned by First Community Housing and will be developed into affordable housing within the next few years.

- **Keyes Street between Fifth and Sixth Streets:** This site is zoned for high density housing at 20-50 dwelling units per acre.[8]

- **East Pit:** The city is hesitant to develop this site as a park because of its proximity to Kelley Park. However, Spartan Keyes' residents do not consider Kelley Park to be a local resource due to its present function as a regional park.[9]

Recommended next steps include additional research on the following sites:

7 Matt Cano, interview by authors, San José, CA, October 24, 2012.

8 Pacific Union International, "101 Keyes Street, San José, CA," Pacific Union International, Inc., http://www.pacunion.com/homes/CA/San_Jose/95112/101_KEYES_ST/1031077488/ (accessed October 24, 2012).

9 City of San José, "Economic Development," San José CA.gov, http://www.sjeconomy.com/realestate/pdfs/47212086%20-%20PIS.%20080312.pdf (accessed October 24, 2012).

- **Story Road Landfill:** The city has acquired $6 million from Proposition 82 to develop the former landfill.[10] Even with this money, the site remains expensive to develop. Fortunately, the site has high potential to become a park due to its location, size, and proximity to the forthcoming Three Creeks and Coyote Creek trails. Further research is required to uncover the potential to acquire federal or state funds to develop this site.

- **Union Pacific Railroad Right-of-Way:** This location was cited in the Spartan Keyes Neighborhood Improvement Plan Amendment of 2008 as a potential one-acre park site. Unfortunately, this site does not appear to be a viable candidate for open space acquisition since it is not within walking distance of most residents, has limited access from the street, is privately owned, is visually and physically isolated from the community by surrounding industrial buildings, and has potential environmental safety concerns. [11]

- **Kelley Park:** This site includes many family and culturally oriented attractions that can benefit residents. Efforts should be made to make the park more affordable and accessible.

- **Lots near old rail site:** Matt Cano and Ruth Cueto mentioned two lots next to the old rail site as possible park locations.[12] These two sites warrant further research.

10 Matt Cano, interview by authors, San José, CA, October 24, 2012.
11 City of San José, Spartan Keyes Neighborhood Improvment Plan Amendment (San José, 2008), 44-45, http://www.sanjoseca.gov/planning/hearings/PC/2008/REPORTS/11-05/8b_SNI_SK.pdf (accessed October 24, 2012).
12 Ruth Cueto, interview by authors, San José, CA, October 3, 2012; Matt Cano, interview by authors, San José, CA, October 24, 2012.

Figure 3.8: Embedded Sidewalk Art in Spartan Keyes.
Source: Jessica Setiawan (2012).

3.5 Priority #4: Use the Arts to Build a Distinct Community Identity

Residents have frequently expressed that Spartan Keyes functions mainly as a "pass-through" neighborhood due to the major roads passing through the community. Opportunities exist to build a stronger identity by tapping into Spartan Keyes' existing arts community.

A large number of artists live and work in the neighborhood. However, although a prime feature of the neighborhood is the growing arts scene, rising rents are beginning to force some artists into communities with cheaper studio spaces. Martha Gardens, a subsection of Spartan Keyes, is home to several artist studios in the Citadel and former American Can Company building. The Art Ark Apartments offer live-work studios as

Figure 3.9: Mural at the Gardner Health Center on Virginia Street.
Source: San José State University Urban Planning Department (2012).

well as a gallery space. The gallery hosts events ten times each year as part of Downtown San José's monthly First Friday art walk. San José State University's School of Art and Design also operates its metal fabrication facility, the Foundry, in the neighborhood. In Fall 2012, Bestor Art Park, one of the few open areas in all of Spartan Keyes, saw the installation of a new sculpture made of glass bottles that is illuminated at night. An example of public art can be seen in Figure 3.8, which depicts a metal Koi fish embedded into the sidewalk near Bestor Art Park.

The neighborhood was surveyed to identify feasible locations for future murals and public art installations. Areas identified include bare walls and building facades in commercial areas, prominent open spaces, and street objects such as bus stop benches and utility boxes. Areas with large amounts of graffiti are especially attractive since murals can be an effective tool for combatting unwanted graffiti. An inventory of existing public art was also created. Findings of this survey and inventory are displayed in Figure 3.10.

There are currently two murals in the neighborhood, including one on the side of the Gardner Health Center (Figure 3.9). Additionally, five bus stop benches have been painted with murals. A mosaic on the Bank of the West building also functions as a mural. Artistic signage exists on some commercial buildings, the most notable being the cowboy at the used car lot on Margaret Street near First. Sundials and fish can be found on sidewalks in and around Bestor Art Park. Faber's Cyclery on First Street, with its murals of bicycles, can also be considered a work of art, though it was recently damaged in a fire.

Future work in Spartan Keyes should continue to involve local artists. The neighborhood's history should serve as a source of inspiration for community-identifying art. Artistic bike racks and garbage bins can serve as future installations. Neighborhood-identifying banners along Keyes Street, similar to those along other prominent corridors in San José, would contribute to the neighborhood's identity.

Figure 3.10: Inventory of Public Art in Spartan Keyes.
Source: Graduate Student Community Assessment team (2012).

3.6 Priority #5: Improve Resident Access to SJSU South Campus Facilities

San José State University's South Campus is in the southernmost portion of Spartan Keyes, about 1.5 miles from the school's main campus (See Figure 3.13**)**. South Campus is home to the majority of the university's athletic departments. It is comprised of the school's football, soccer, and baseball facilities, an outdoor track, department offices, as well as overflow parking for the main campus (See Figure 3.11**)**. Residents at priority-setting meetings in spring 2012 expressed a desire to learn about local resident access to South Campus athletic facilities.[13]

San José State University has historically shared its facilities with residents of San José. The university's Dr. Martin Luther King, Jr. Library was the country's first shared university/city library, while the main campus serves as a public space to which the surrounding neighborhoods have an open invitation to use. South Campus, on the other hand, has long generated mixed feelings amongst Spartan Keyes residents. With open space so limited, residents have wondered about public access to athletic facilities and the possibilities on campus for dedicated neighborhood meeting space.

Multiple interviews and e-mail exchanges were conducted with university staff including the campus planning department, the Athletics Department, and the Office of Facilities Development and Operations to determine opportunities for public access.

Figure 3.11: Aerial View of South Campus.
Source: John Tu using Google Earth Imagery (2012).

Figure 3.12: Conditions of the Outdoor Running Track.
Source: John Tu (2012).

13 "Official Site of SJSU Athletic Spartans," San José State University, http://www.nmnathletics.com/ViewArticle.dbml?&&DB_OEM_ID=5600&ATCLID=202181 (accessed November 14, 2012).

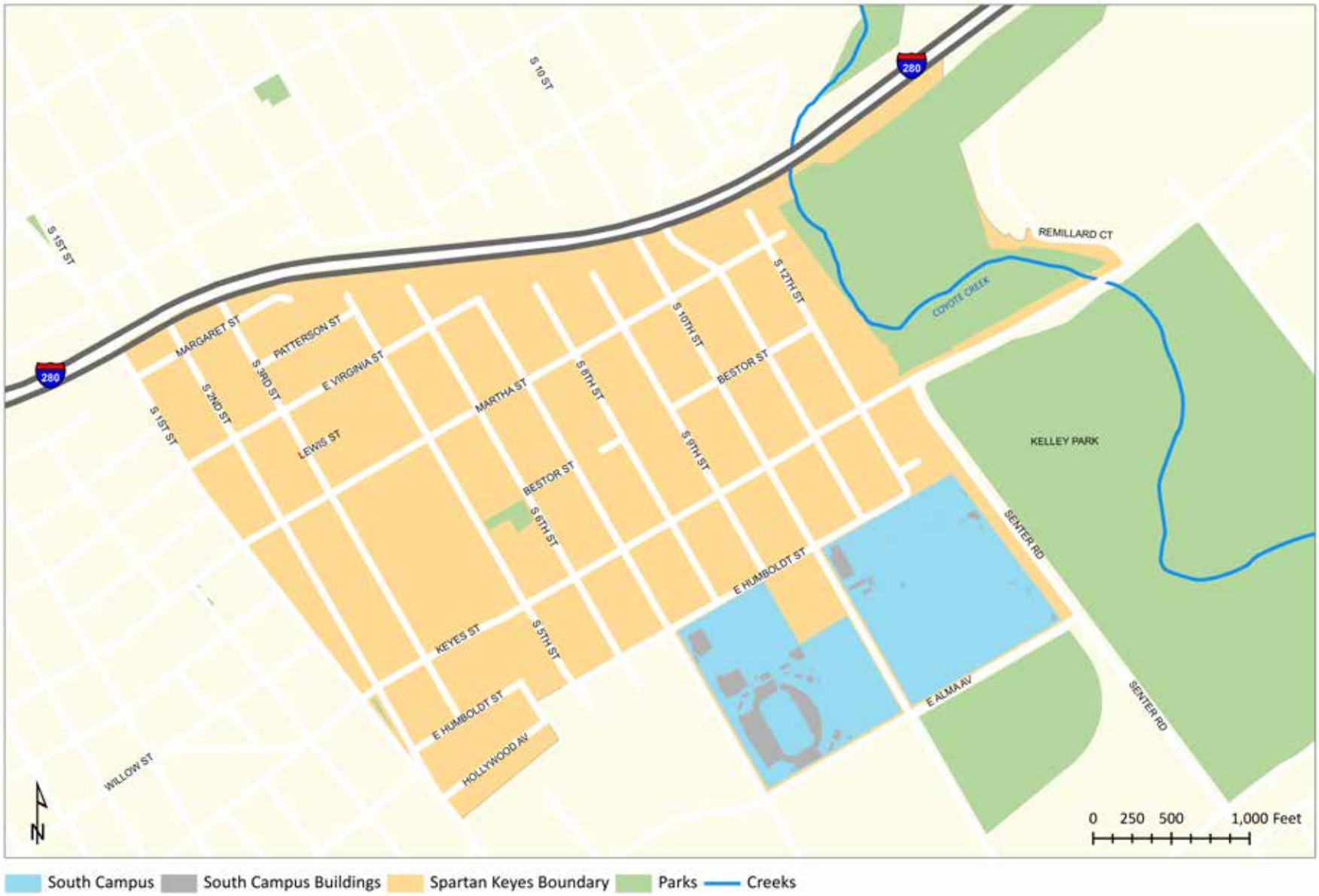

Figure 3.13: SJSU South Campus in Relation to the Neighborhood.
Source: Graduate Student Community Assessment team (2012).

The only access residents currently have to South Campus is to the poorly maintained outdoor running track. Liability concerns and storage of materials prevent residents from accessing other areas such as the tennis courts. The track itself serves as parking during athletic events, which has the dual effect of limiting public access and degrading track conditions. Additionally, access to the track is not guaranteed as the school has previously considered closing all public access due to safety and liability concerns. Fortunately, community opposition to closure has kept the track open (Figure 3.12).[14]

With regard to opportunities for dedicated community meeting space, current university hours conflict with the needs of neighborhood meetings, preventing South Campus's use for these purposes.[15] Prior to the dismantling of California's Redevelopment Agencies, the City of San José and San José State were working on a joint plan to upgrade athletic facilities and provide public access to the campus.[16] Due to lack of funding, the project did not materialize. The university is exploring a plan to provide upgraded facilities and amenities for the Athletic Department.[17] CommUniverCity has established an initial connection with San José State University's Facilities Development and Operations Office with a proposal that would allow public access to the facilities. At present, the extent and feasibility of planning efforts on South Campus has yet to be determined.

14 Brown, Chris, Interview with William Chui, Meghan Hade, Rick Kos, and Tong Tu, In-Person interview, San José, October 17, 2012.

15 Ibid.

16 Krutko, Paul, "Joint Planning: South Campus District" San José City Council Memorandum, (2005):1-6, http://www.sanjoseca.gov/clerk/Agenda/011006/011006_09.04a.pdf (accessed October 1, 2012).

17 Brown, Chris, Interview with William Chui, Meghan Hade, Rick Kos, and Tong Tu, In-Person interview, San José, October 17, 2012.

3.7 Priority #6: Improve Services and Mentoring for Local Youths

In 2002, the San José City Council voted to implement the Strong Neighborhoods Initiative (SNI). The program was touted as a "comprehensive neighborhood revitalization program." During this time, each neighborhood included in the SNI was provided with funds acquired through the Redevelopment Agency for revitalization efforts. One of the primary goals of the initiative was to empower residents to establish and maintain programs that would benefit their communities.

To assist in this process, the city collaborated with community members to acquire spaces to use for community meetings, gatherings, and other programs. In Spartan Keyes, an available space originally intended for commercial use was found and leased at Bella Castello, a mixed use apartment complex at 570 Keyes Street. The space became the Neighborhood Action Center (NAC), and has since been used for community meetings and other events, as well as the Spartan Keyes after-school youth program. The purpose of the after-school program has been to offer assistance with homework and to provide a safe environment to build social capital among youth in Spartan Keyes. In addition to utilizing AmeriCorps and local resident volunteers, SNI initially provided funding to employ one staff member to assist with the after-school program.

The State of California abolished Redevelopment Agencies in 2012, which left San José's SNI unfunded. As a result, paid staff members were laid off and the AmeriCorps contract, which ended in June 2012, was not renewed. During this period, unpaid, yet dedicated, neighborhood volunteers staffed the

after-school program. Site visits and staff interviews conducted by the graduate student team revealed many needs, most notably the need for someone to continually staff the after-school program. Ideally, this staff member needed to be able to assist youths with homework, while also serving as a mentor and authority figure that could help reduce disciplinary issues that were beginning to wear on volunteers.

In response to these concerns, the city contracted out the youth services to Catholic Charities of Santa Clara County in September 2012. Catholic Charities operates youth services in other San José neighborhoods and uses the Washington Youth Center (about a mile west of the NAC) as their base for youth services. Catholic Charities immediately appointed a staff member to work on a daily basis during the after-school program's operating hours of 1:30 to 6:00pm. According to neighborhood volunteers, the impact has already been noticeable, especially in providing more structure. Currently, the appointed staff member is relatively young and is a resident in the neighborhood, which has made it easy for local youths to identify with him as a role model. Although Catholic Charities has only signed a one-year contract to provide youth services at the NAC, they have expressed hopes to be involved in the Spartan Keyes neighborhood for the foreseeable future.

Efforts made by San José State University (SJSU) graduate students to improve youth services in Spartan Keyes have been based entirely on the stated needs of community volunteers at the NAC and Catholic Charities. Through numerous interviews, meetings, and site visits with volunteers and Catholic Charities staff, a variety of the after-school program's needs have been identified. The youth program could significantly benefit from:

- Additional staff, volunteer or paid, to help supervise the youths and help with homework.
- Volunteers to provide entertaining and educational activities for the youth at the after-school program, as well as offer counseling and/or mentoring services.
- The NAC is in great need of material goods, such as updated computers, age-appropriate books, and new games and activities.

Addressing many of these needs in the future will require, and hopefully foster, the type of collaborative partnerships between the community and university that CommUniverCity promotes and works to develop.

Considering the after-school program's need for volunteers, students focusing on improving youth services compiled a list of academic programs at SJSU that might possibly include volunteer requirements in their future curriculum that could be directed towards Spartan Keyes. The list was presented to Dayana Salazar, Executive Director of CommUniverCity, who identified faculty members who have existing relationships with CommUniverCity. In many cases, the faculty members already have students volunteering at other youth programs. Ideally, Spartan Keyes would simply become another location where student resources could be applied.

Also, SJSU programs have been identified that are not yet connected with CommUniverCity but potentially have much to offer to the Spartan Keyes after-school program. The goal is to develop partnerships between the Spartan Keyes after-school program and faculty and students who represent a wide variety

of academic subjects and fields. Dayana Salazar and a faculty member in SJSU's Counselor Education Program have already met with staff at the NAC.

In addition to increased services, the after-school program needs additional grant funding which will be sought by Catholic Charities. To apply for these grants, Catholic Charities asked for a current demographic profile of youth currently involved in the after-school program. Therefore, our graduate student team prepared a short "Spartan Keyes Young Residents Survey" consisting of eleven pertinent questions. The results of the survey provide insight into the services youths currently receive in the program, as well as those in the community who may remain unserved.

The survey revealed that youths currently using the program attend a wide variety of schools all over San José. Out of the 20 returned surveys, twelve schools are represented, including Andrew Hill High, Cadwallader Elementary, Franklin Elementary, Hoover Middle, John Muir Elementary, Lincoln High School, Lowell Elementary, Pioneer High, Rocketship Charter, St. Patrick Elementary, and Success Academy. Furthermore, most of those surveyed are not involved in other activities besides those at the NAC's after-school program. These results suggest that children often travel great distances from Spartan Keyes to attend school and that the after-school program at the NAC may be one of the only places they can interact with others in their local community.

The median age of youths who currently use the Spartan Keyes after-school program is nine, although ages range from five to fifteen. The majority of children live with both parents in multi-child households. Most of their parents speak at least some English at home, although Spanish and Vietnamese are also common. Despite reports of gang issues in Spartan Keyes and surrounding neighborhoods, nearly every child reported feeling safe in their neighborhood. Interestingly, each child surveyed wants to, and believes they will, attend college.

The after-school program in Spartan Keyes offers young residents a safe place to build social capital and provides them with an opportunity to receive needed assistance with homework. Although the program appears to be effective, those who work there believe the after-school program has the potential to offer much more. Preliminary steps have been taken to start building partnerships between Spartan Keyes and different departments within SJSU. Future SJSU classes focusing on Spartan Keyes should prioritize the continued development of these partnerships. A first step for any future students working to improve youth services in Spartan Keyes should be to contact Dayana Salazar and CommUniverCity to collaborate between the university and the community. While many students working in Spartan Keyes will inevitably be doing so only for the required semester, CommUniverCity is committed to maintaining connections between semesters and into the future. Therefore, it is critical that clear communication between future classes and CommUniverCity is continued to ensure progress and to prevent previous work from being repeated unnecessarily.

Youths at the after-school program have all declared their desire to attend college. As CommUniverCity has the goal of "fostering a college-going culture" future graduate students teams should

continue to encourage these goals. For example, we could investigate and promote San José State University programs that facilitate college tours and field trips for youths in the Spartan Keyes community. Even small efforts to foster a college-going culture, such as distributing college information and college merchandise, can help to inspire children in the neighborhood to see college as a reality in their future.

3.8 Priority #7: Safer and More Complete Streets

An audit of Spartan Keyes' streets was conducted by the graduate student team in order to assess neighborhood conditions for pedestrians and bicyclists.[18] Students included an assessment of land uses, housing conditions, road and sidewalk widths, pavement conditions, transportation infrastructure, and landscaping, along with bicycle and pedestrian activity.

To establish a uniform auditing system, students acquired auditing surveys used by the City of San Francisco's Public Health Department, making minor modifications to the tool to produce surveys relevant to Spartan Keyes. To conduct the audits, groups of about four students were assigned sections of the neighborhood, shown in Figure 3.14. Street segments and intersections were assessed separately with a customized audit tool for each type. Findings from the street audits are discussed in the following sections.

18 "Model Language." Smart Growth America. http://www.smartgrowthamerica.org/complete-Streets/changing-policy/model-policy (accessed November 20, 2012).

The Pedestrian Experience on Spartan Keyes' Residential Streets

Residential streets in Spartan Keyes are typically two lane roads, some accommodating one-way traffic, with a typical posted speed of 25 miles per hour. The city's Envision San 2040 General Plan defines residential streets as those where: "Automobiles, bicycles, and trucks are accommodated equally in the roadway. Transit use is uncommon. These streets accommodate low volumes of traffic and primarily provide access to property. Through traffic is discouraged. Neighborhood traffic management strategies to slow and discourage through automobile and truck traffic may be appropriate. Pedestrians are accommodated with sidewalks or paths." [19]

Figure 3.14: Street Audit Team Zones.
Source: Graduate Student Community Assessment team (2012).

19 City of San José, "Envision San José 2040 General Plan," San José, CA. August 2007.

Figure 3.15: Spartan Keyes Street Network.
Source: Graduate Student Community Assessment team (2012).

Commercial streets in Spartan Keyes have higher speed limits of up to 35 miles-per-hour. Some of the streets are two lanes with two-way traffic, while others are two lanes with one-way traffic. These include First, Second, and Keyes Streets. Third, Tenth, and Eleventh Streets have similar road characteristics as commercial streets but are primarily residential.

Tree coverage and landscaping varies in Spartan Keyes. Residential streets have continuous tree canopies and street landscaping, while streets with a mix of commercial and residential uses have sporadic tree coverage and landscaping. Streets that are primarily commercial and industrial have little tree coverage and landscaping.

Most streets in Spartan Keyes allow on-street parking. That parking provides neighborhood access while acting as a buffer between pedestrians and traffic. Residential areas generally lack street furniture and public art. Lighting within much of the neighborhood is provided for automobile safety rather than for pedestrians.

Sidewalk conditions on residential and commercial streets are above average with few sidewalk impediments, minimal sidewalk obstructions, and minimal litter. Sidewalk widths vary from four to twelve feet.

The walking environment in residential areas consists of low vehicle travel speeds and short street crossing distances. Few traffic calming measures have been implemented, with bulb-outs and speed humps being the most commonly used measures, as shown in Figure 3.16. The community could benefit from additional crosswalks and pedestrian signals at busy intersections. For instance, the intersection of Bestor and Sixth Streets lacks a crosswalk, despite the park located at the intersection.

Overall, most streets throughout Spartan Keyes lack traffic calming features that would reduce vehicle speeds and allow pedestrians a safer network of travel.

The Pedestrian Experience on Spartan Keyes' Arterial and Collector Streets

Spartan Keyes has a mix of destinations to attract pedestrians, including First Street businesses and Happy Hollow Park

Figure 3.16: Residential Street in Spartan Keyes with Speed Bumps for Traffic Calming.
Source: Jessica Setiawan (2012).

and Zoo. Buses run along First and Keyes Streets, enhancing neighborhood accessibility. At the same time, vacant lots, sidewalk impediments, and distantly-spaced businesses diminish the pedestrian environment. The west side of Senter Road, for example, has no sidewalk between Alma and Keyes Streets. These gaps in the street network inhibit pedestrian activity and reduce safety.

The tree canopy along major streets varies. Trees in the residential portion of Eleventh Street, for example, create shade and provide a buffer between pedestrians and vehicle traffic. On the other hand, trees sparsely line Keyes Street, diminishing the pedestrian environment.

High-capacity collector streets such as Senter Road and portions of Tenth Street can be precarious and uncomfortable for pedestrians to walk along or across. The widths of these streets are conducive to large volumes of traffic traveling at high speeds. These streets can be particularly difficult for children, seniors, and the disabled to navigate.

The Bicyclist Experience: Overview

A network of bikeways cross Spartan Keyes, with bike lanes running along just about all of the neighborhood's major streets. Bike lanes have long served Seventh Street, Keyes Street, and Senter Road, connecting residents to surrounding parks, jobs, and amenities in the greater downtown area. Tenth Street and Eleventh Street have recently undergone vehicular lane reductions resulting in new buffered bike lanes, part of the primary bikeway network currently being implemented throughout the city. Third Street will receive a similar treatment sometime in the next two years.

Successful use of bikeways throughout Spartan Keyes depends not only on the existence of bike lanes, but also on other conditions affecting roadways and their impacts on how safe one feels while riding. High traffic volumes, truck routes, poor pavement quality, freeway ramps, and a lack of connectivity affect how many people choose to use bicycles in the neighborhood and whether or not bicyclists will venture onto the road or continue to ride on sidewalks.

The Bicyclist Experience: Keyes Street

Keyes Street is part of a much longer east-west corridor that begins in western San José at Willow Street and continues through central San José and into the east foothills at Story Road. Along the corridor are major destinations including the Los Gatos Creek Trail, Willow Glen, Highway 87 and its bike trail, Tamien Light Rail/Caltrain Station, downtown San José via the Spartan Keyes neighborhood, Happy Hollow Zoo and Kelley Park, Emma Prusch Park, Veggielution Community Farm, and a variety of destinations in east San José, including retail, jobs, neighborhoods, and parks. Much of the corridor is served by bike lanes, however the lanes are not continuous and there is little connectivity with the rest of the network. Additionally, poor pavement conditions and heavy traffic along Keyes Street decrease perceptions of safety, make riding uncomfortable, and discouraging bicycle ridership in the Spartan Keyes neighborhood.

The bike lane along Keyes Street is narrow. Lane markings are faded and the pavement is in need of repair. Cracks, bumps, and potholes make riding unpleasant (Figure 3.17). There are few street trees to provide shade. Where on-street, parallel vehicle parking is present, bikes are forced to ride in the door-opening

Figure 3.17: Bike Lane Conditions.
Source: Ryan Smith (2012).

zone. Keyes Street is one of the heaviest-used transit corridors in San José, with buses, trucks, and personal vehicles passing closely to bicyclists. Also, buses make frequent stops in the bike lane.

The bike lanes on Keyes Street connect to bike facilities on Seventh, Tenth, and Eleventh Streets, and Senter Road, and in the future will connect to a bike lane on Third Street. Bicycle connectivity to minor streets in the neighborhood is poor and it is difficult to cross Keyes on streets that lack traffic signals. Left-hand turns from Keyes are difficult for many riders due to high traffic volumes. Riding eastbound on Keyes between Tenth and Senter is particularly dangerous due to traffic, the narrow width of the bike lane, and the amount of driveways heading into businesses. Turning south onto Senter Road is an easy right hand turn that does not require mixing with traffic. Continuing east as Keyes becomes Story Road, however, requires a bicyclist to mix into a free merge lane of automobiles turning south onto Senter, which only a confident, experienced bicyclist would likely feel comfortable undertaking, and would likely be avoided entirely by a beginner or infrequent cyclist.

Heading west along Keyes Street, the bike lane ends abruptly near Third Street, forcing bicyclists into traffic without proper signage. This occurs just as traffic grows much heavier and as the blocks between First, Second, and Third Streets narrow and merge into one, forcing road users to exercise caution. The eastbound portion of this section not only lacks a bike lane but also a sidewalk. Overall, the conditions along Keyes Street are not very accommodating to bicyclists. Despite this, there is a definite presence of bicyclists along Keyes Street, although many tend to ride on the sidewalk.

The Bicyclist Experience: Seventh Street

Seventh Street is one of three major north-south bicycle corridors in Spartan Keyes that lead to I-280. Bike lanes run alongside the two travel lanes from south of Alma Avenue at the southern boundary of Spartan Keyes to San José State University beyond the northern end of the neighborhood. Between I-280 and Alma Avenue, the corridor consists mainly of housing. The southern portion of Seventh Street in Spartan Keyes between Humboldt Street and Alma Avenue is radically different from the rest of the community, as it is surrounded by the San José State University's South Campus.

The experience of bicycling along Seventh Street is subjective and largely dependent on the cyclist's level of riding expertise. As seen in Figure 3.18, the street is well striped and has a five

Figure 3.18: Bike Lane on Seventh Street near Bestor Street.
Source: Ryan Smith (2012).

to six foot wide bicycle lane next to a seven to nine foot wide parking lane. These lanes promote connectivity, as they connect to bicycle lanes on Keyes Street and parallel lanes on South Tenth and South Eleventh Streets. The two-way traffic promotes vehicular speeds near the posted limit. The pavement along Seventh Street is mildly cracked, as is to be expected on such a heavily traveled street.

Seventh Street serves as a north-south local connector street that acts as a thoroughfare for cars, trucks, shuttle buses, and other vehicles. Without a buffer between vehicles and bicyclists, the noise and amount of traffic may be intimidating to beginners. These conditions help explain why so many bicyclists use sidewalks instead of bicycle lanes.

This corridor passes through the South Campus which includes Spartan Stadium and a large Park and Ride lot and tends to produce irregular travel peaks along Seventh Street. The parking lot creates conflict areas at driveways where cars cut in front of cyclists to pull into the lot. During events at Spartan Stadium, the Park and Ride lot is used and patrons must cross Seventh Street to access the stadium. The lack of crosswalks results in jaywalking, putting both bicyclists and pedestrians at risk. In general, these destinations generate significant, though fluctuating traffic changes in Spartan Keyes.

The Bicyclist Experience: Eleventh Street

Eleventh Street is an arterial road that runs from Humboldt Street near San José State University's South Campus to Interstate 280. The Eleventh Street onramp is a key freeway access point for Spartan Keyes and the greater downtown San José area that results in high traffic volumes. According to the San José Department of Transportation, there is an average of 18,000 automobile trips on Eleventh Street each day. It is currently two lanes with one-way traffic heading in the northwest direction.

During summer 2012, the section of Eleventh Street between I-280 and Keyes Street was restriped. In the process, the number of lanes dedicated to vehicle traffic was reduced from three to two; the right lane was converted to a six foot wide bicycle lane with a buffer separating it from vehicle travel lanes. There are seven to nine feet of time-restricted, parallel parking between the bike lane and the curb. Motorists must merge into the bike lane to park or to make a right turn onto Bestor Street, creating potential conflict. A bulb-out was installed at the corner of Eleventh and Martha Streets, forcing motorists to slow down to turn and preventing them from merging into the bike lane

Figure 3.19: Bulb-out at the Corner of 11th and Martha Streets.
Source: Kevin Bowyer (2012).

(Figure 3.19). This is currently the only traffic calming feature along Eleventh Street, other than the bike lane. The bike lane maintains connectivity at intersections.

The Bicyclist Experience: Senter Road

Senter Road is a six lane road that forms the eastern border of Spartan Keyes. It provides bicyclists with a relatively safe path of movement. Both the northbound and southbound directions provide bicyclists with a five foot wide bike lane. Each bike lane is clearly marked and signed, reminding drivers to be cautious of the bike lane (Figure 3.20). The road itself is in very good condition, allowing bicyclists to travel at whatever speed they feel comfortable. The only bicycle parking along Senter Road is located at the bus stop near Keyes Street.

Figure 3.20: Bike Lane on Senter Road.
Source: Kevin Bowyer (2012).

Figure 3.21: Sidewalk-riding Along Senter Road and Kelley Park.
Source: Kevin Bowyer (2012).

Figure 3.22: Senter Road Bike Lane Ends Abruptly Before Reaching Keyes Street.
Source: Kevin Bowyer (2012).

During the student audits, some bicyclists were seen riding on the sidewalk on the northbound side of Senter Road (Figure 3.21), perhaps because they felt unsafe riding alongside 40 mile-per-hour traffic or because the sidewalk is wide and provides a continuous canopy of trees. Although the bicycling experience is pleasant, there are improvements that can be made; for example, there is potential for a physical barrier between vehicle and bicycle traffic that would provide a more comfortable environment for road users.

An additional concern is that the bike lane on the northbound side of Senter Road abruptly ends about 100 yards before its intersection with Keyes Street (Figure 3.22). This has the potential to cause accidents, as many cars cross in front of bicyclists to turn onto Keyes. Extending the bike lane with dashed lines and bright paint would make motorists more aware that they have to share the road with bicyclists. Figure 3.23 shows an example of a concept for a simple safety and visibility improvement

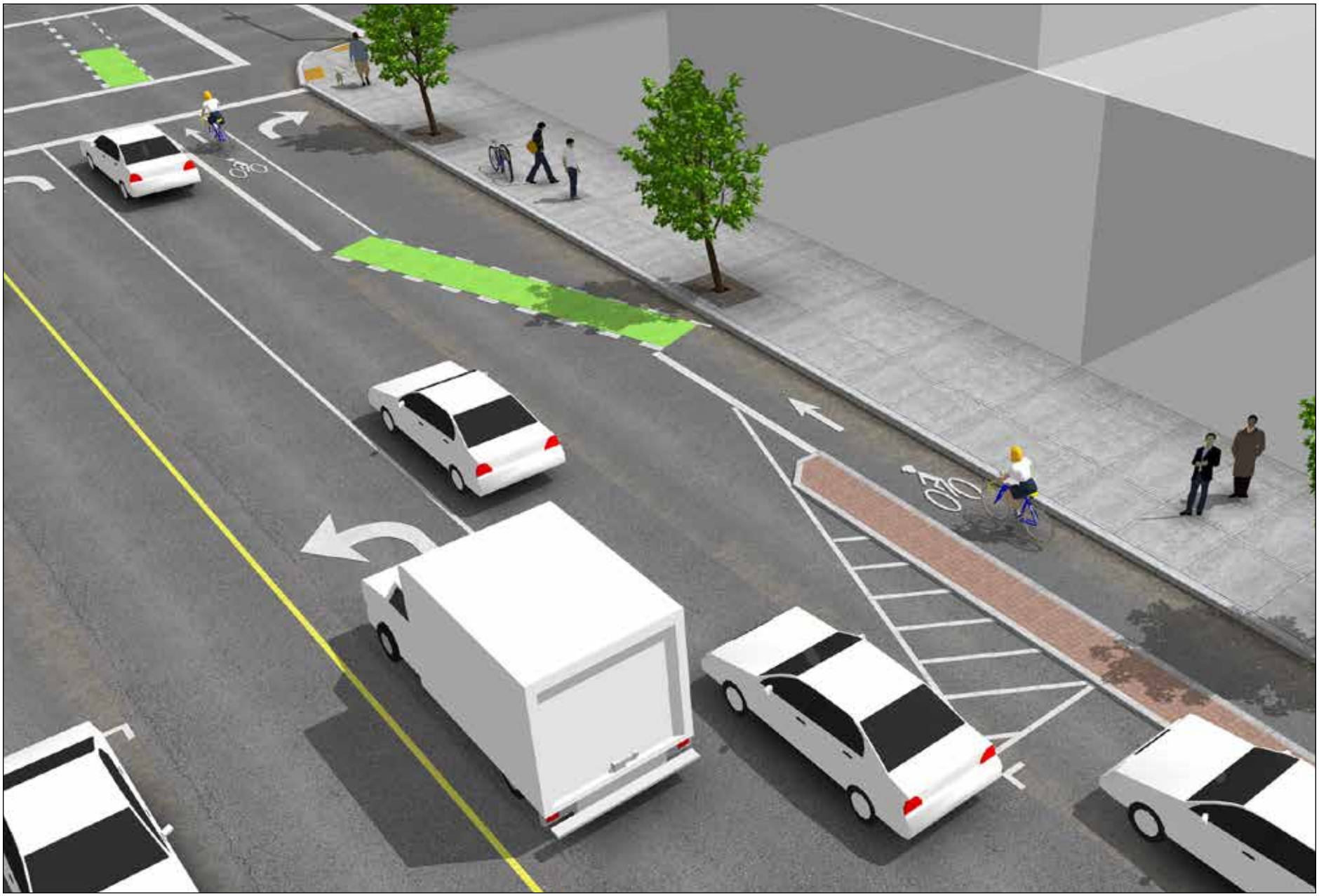

Figure 3.23: An Example Showing How Green Paint Can Connect Fragmented Bike Lanes.
Source: Simes, Randy. 2012. Cincinnati becomes the first Ohio city to install green bike lanes. UrbanCincy. http://www.urbancincy.com/2012/11/cincinnati-becomes-second-ohio-city-to-install-green-bike-lanes/ (accessed November 19, 2012).

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4 COMMUNITY ENGAGEMENT PART ONE: A COMMUNITY CONVERSATION

A REVIEW OF ASSESSMENT FINDINGS WITH SPARTAN KEYES RESIDENTS

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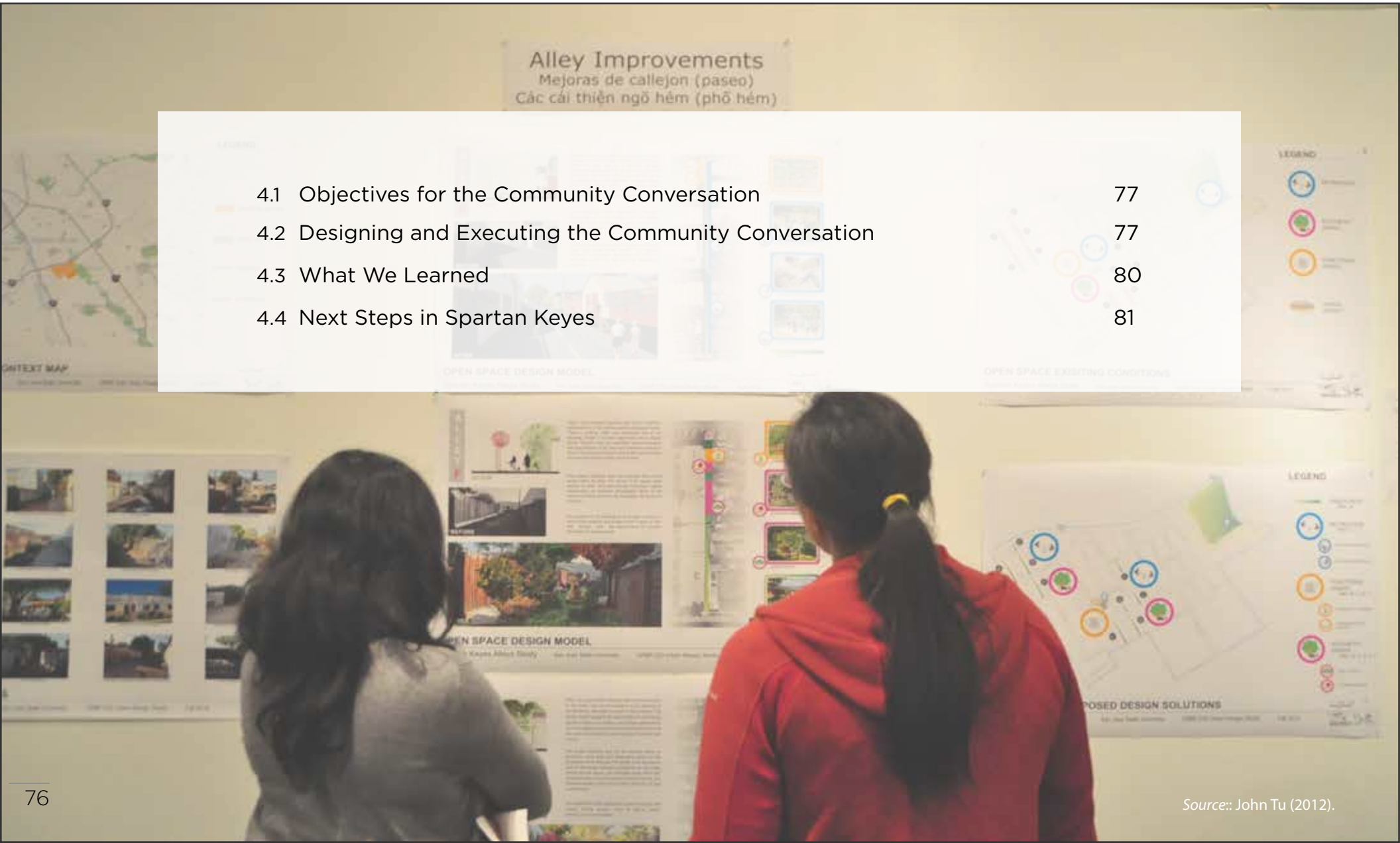

Source:: John Tu (2012).

4.1 Objectives for the Community Conversation

There were three main objectives for the urban planning students who participated in the creation of the first three chapters of this report over the course of the Fall 2012 semester. The first objective, of course, was to conduct a comprehensive assessment of San José's Spartan Keyes neighborhood. The second was to effectively compile the results of the assessment into a document, which will serve as a reference for future neighborhood planning and CommUniverCity efforts in Spartan Keyes. The third and final objective was to personally present our assessment findings to the Spartan Keyes community.

This last goal was particularly important because, as aspiring planners, we recognize that our work should reflect the needs and desires of the communities we serve. We wanted our assessment work to help community members appreciate the existing assets of Spartan Keyes while also providing them with an opportunity to envision possibilities for the neighborhood's future. Throughout the semester, the students worked with various Spartan Keyes neighborhood leaders and conducted extensive community outreach to carry out the assessment. The community members graciously provided us with their time as well as ideas they would like to see implemented in their neighborhood. These invaluable contributions meant it was necessary for us to present our assessment findings to the community to ensure that their input was properly represented. In order to effectively present our work in an environment that encouraged community feedback, we decided to host a "Community Conversation."

The idea to host a Community Conversation instead of a traditional presentation was to allow community members and students to converse with one another about the assessment findings in a more informal and comfortable atmosphere. It was agreed that a traditional, lecture-based presentation of our findings, while still potentially effective, would be less engaging for community members in attendance. A Community Conversation would allow for more two-way dialogue, where students and community members could interact and ask each other questions on a personal scale. Furthermore, it would encourage residents to interact with each other and discuss the present and future status of their community.

Logistically, it also made more sense to host an open-house-style conversation. All student teams, each of which studied different aspects of the neighborhood, would simultaneously be available to discuss their findings with residents. In a traditional presentation, each team would likely have to present individually, which would have been time consuming and tiresome for those in attendance. The Community Conversation concept meant that community members could arrive and depart when they pleased, choosing to interact with as many, or as few, students as they wished. We believed this was the type of environment most likely to attract residents and make them feel important and needed in the assessment process.

4.2 Designing and Executing the Community Conversation

For the Community Conversation to be feasible, a venue was needed in the Spartan Keyes neighborhood that could

Figure 4.1: Spartan Keyes Art Ark Gallery.
Source: John Tu (2012).

accommodate over fifty students and their professors as well as an unpredictable number of community members. The venue also needed to possess sufficient space to allow each student team to have a designated station where they could visually display their assessment findings and hold conversations with community members. Thanks to Resident Curator Valerie Raps, the Art Ark Gallery on S. 6th Street in the Spartan Keyes neighborhood was secured for the event. (See Figure 4.1)

The Art Ark Gallery is part of the larger Art Ark Apartment complex, which contains 148 affordable live/work residential units geared towards artists. The central location of the Art Ark Gallery within the neighborhood, as well its art gallery aesthetics, made it an ideal venue for the Community Conversation. The gallery featured plenty of blank wall space for the student teams to display their visuals, including several movable walls that could be repositioned to create distinct stations for each team. The gallery already had the tables, chairs, carpets, and lighting we needed to make the event feel welcoming. As the space is regularly used for art events, it also had the ladders, push pins, tape measures, levelers and other materials we needed to properly display our work. Considering our limited budget for the event, this greatly eased the process of setting up the space.

The Community Conversation was scheduled for December 12th, 2012 from 5:30pm to 7:30pm. In the days leading up to the conversation, as some student teams were working on assembling the assessment report, other teams were preparing

Figure 4.2: SJSU Students, Professors and Local Residents Mix at the Community
Conversation.

for the event. One team was dedicated to community outreach, working hard to promote the event among community residents and businesses. Another team was responsible for logistics, focusing on setting up the physical space of the Art Ark gallery. A third team prepared themselves to serve as docents who would welcome community members and guide them through the conversation and to various stations.

On the evening of December 12th, over 40 community members attended the Community Conversation. Those in attendance included a mix of Spartan Keyes residents, other residents from neighboring San José neighborhoods, and people associated with San José State University, CommUniverCity, and other local agencies and organizations. This was the largest turnout yet to a meeting hosted by urban planning students in the Community Assessment course, and surely a testament to the hard work of the student outreach team. Upon arrival, guests registered at the docent desk and marked the general location where they lived on a large map. By the end of the night, the map showed that residents from throughout Spartan Keyes had attended (Figure 4.3).

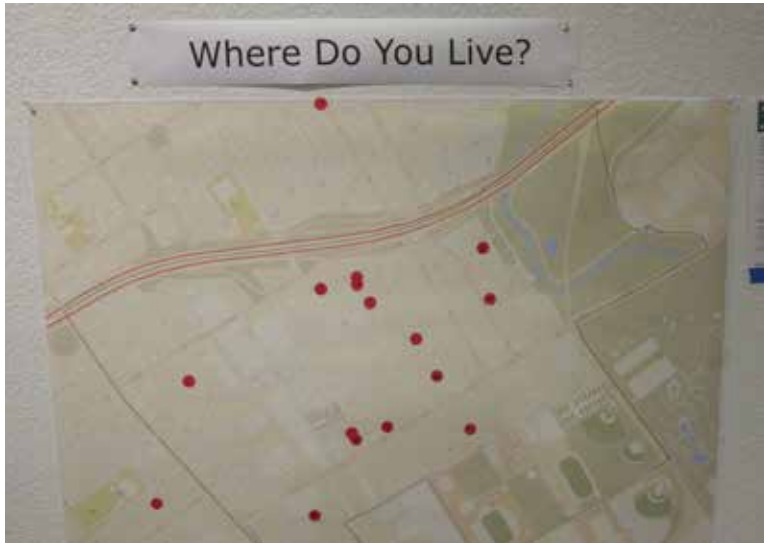

Figure 4.3: Interactive Map at the Community Conversation Showing Where Residents Live.
Source: John Tu (2012).

Figure 4.4: Art Activity Asking Children to Draw What They Liked About Spartan Keyes.
Source: John Tu (2012).

The guests were encouraged to wander freely throughout the gallery, where students and their professors engaged them in conversations about their specific assessment topics. Many in attendance were community leaders who had worked with the students throughout the semester. These leaders also spoke with other residents, adding to the mix of discussions. Thanks to generous financial contributions from NextDoor.com, the American Planning Association, and CommUniverCity, we were able to provide food for everyone and even some entertainment for the children of those attending (Figure 4.4).

An hour after it began, the gallery was full of people conversing and having what appeared to be a great time. Dayana Salazar of CommUniverCity was quoted as saying the event "felt like a celebration." The energy of the event was bolstered by a visit from San José City Councilman Sam Liccardo, who made a brief speech praising the work of community members and students for encouraging continued interest in improving Spartan Keyes (Figure 4.5).

4.3 What We Learned

The objective of the Community Conversation was to encourage residents to think about and discuss the future possibilities for their community. Judging from observations and the feedback received from visitors, the Community Conversation was successful in achieving that objective. Overall, most were inspired to see that there are people both inside and outside their neighborhood who are trying to make positive impacts in the Spartan Keyes community. The event had a great energy and everyone present, including community members, students, and those representing local agencies and organizations, seemed enthusiastic about the future.

During the event, students collected comments and suggestions from those in attendance. Most were very impressed by the work of the students and excited by new ideas being presented. Although students emphasized that any solutions being proposed were strictly conceptual and meant to inspire discussion, some visitors understandably questioned their feasibility. The comments of many guests reflected the concerns heard from community members throughout the semester. A

Figure 4.5: City Councilmember Sam Licardo Speaking to Residents, Students and Professors at the Community Conversation.
Source: John Tu (2012).

reoccurring concern is the safety of streets in Spartan Keyes, including the need for traffic calming and additional bicycle lanes and crosswalks. Many residents also cited the lack of community amenities, such as local restaurants and coffee shops within walking distance. Proposals for increased community gardening and improvements to the neighborhood's alleyways attracted significant attention and enthusiasm from visitors to the event. Community members with children were also very concerned about the future of the Neighborhood Action Center (NAC), which currently serves as a space for community meetings as well as the Spartan Keyes after-school youth program. Residents wanted to ensure that the lease be renewed for the NAC so that youth services in the neighborhood can be

continued. These concerns and suggestions will serve as the basis for future SJSU planning students working in the Spartan Keyes neighborhood.

While the Community Conversation was overwhelmingly successful, there were several lessons learned that could help to improve such events in the future. Some students noticed that many residents did not seem willing to discuss their ideas about the community, and instead quietly observed the visual displays. It was suggested that the number of students occupying the space may have been overwhelming for some of the guests, making it intimidating for them to ask questions and engage in conversation. Perhaps in the future, efforts could be made to reduce the ratio of students to visitors.

Another student observed that despite the high energy and enthusiasm generated at the event, it lacked any official "call to action." It may be beneficial in the future to offer volunteer sign-ups or more information for getting involved in community service.

One of the most important lessons learned from the Community Conversation was that the format worked. It provided a more versatile and exciting environment than a traditional presentation, and encouraged spontaneous interaction between those in attendance (Figure 4.6). It gave planning students valuable experience in learning how to interact with the public, as opposed to simply presenting findings to them. The informal atmosphere allowed community members to casually stroll through the event and spend time getting the information they were most interested in.

4.4 Next Steps in Spartan Keyes

The Community Conversation played an important role in establishing a connection between the university and Spartan Keyes that will continue to be strengthened in the future. Graduate students at SJSU continued their research into the seven community priorities in the Spring 2013 semester via the Collaborative Neighborhood Planning process as described in the following chapter. In fact, they used the findings from this Community Assessment Report to form the foundation of their work.

Figure 4.6: SJSU Students in An Open Dialog with Local Residents at the Community Conversation.
Source: John Tu (2012).

During and after the event we solicited comments from attendees and heard the following:

"I enjoyed the pictures of the alleyways and the help of the students explaining what we were viewing and why. Thought it was a well-organized event, however, would of been nice if someone would of said a few words as to what our next steps would be to accomplish our bucket list."

"The visual of possibilities for the development of alleyways was exciting and inspiring. They were not just functional but added beauty and social gathering elements. The mapping of the schools attended by the children utilizing the neighborhood center was startling to find how far children have to go to attend a school. It also makes me think that the concept of neighborhood and community are challenged greatly by this."

"I liked the idea of incorporating murals and other public art by working with the artists who work/live in the community. I also was interested in the idea of making the neighborhood safe for everyone. I like walking and think it is important for everyone to be able to walk and bike in their neighborhood."

"I liked the alternate designs for alleyways and how they can be integrated into the neighborhood. Our alleyways have been a source of crime and fear and I would like to see them turned into space that can be enjoyed by our community safely."

"I was very impressed with the graphics that the students created to describe the neighborhood situation. It also clarified for me the unique aspect of the young age of the children being served by our center. I feel this is something that should be emphasized in our lobbying of city council members. I liked thinking about opportunities to involve children in healthy experiences early in their lives."

"I thought that the quality of the presentations was good. I do think that the students now need to include a focus this spring on the more practical next steps including safety and possible community resources beyond grants. I think that community safety in the alleyways and elsewhere needs to stay at the top of the priority list. If parts of the neighborhood are not perceived as safe it doesn't matter much whether there are nice new amenities or not. I liked the idea of SJSU (with the help of Prof. Speer and her team) helping the neighbors create new recreation and other amenities."

"I recommend sponsorship of 64 squares on a chessboard at $1000 each could pay for the renovation and raise more with donors offering extra for premium corners, King's, and Queen's squares, etc. Then Spartan heroes' names could be affixed to the chess pieces next to contributor's little brass plates, like Rick Kos on a Rook, the cornerstone piece, for years to come."

"My greatest fear is that the lease on our present center will run out without the city council agreeing to support a future center. I have been told it talks over a year to usually get council support for most items and the present lease runs out in about a year. Documenting the needs for a center where neighborhood kids can gather is a big need, in my opinion."

"I did have one idea that perhaps the Urban Planning students could work with a Architecture Historian or Historic Preservation group to develop a neighborhood walk pointing out buildings or places about how San José and the neighborhood developed. I'm always curious of some of the larger buildings and houses."

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5 COMMUNITY ENGAGEMENT PART TWO

NEIGHBORHOOD PERCEPTION SURVEY & COMMUNITY BLOCK PARTY

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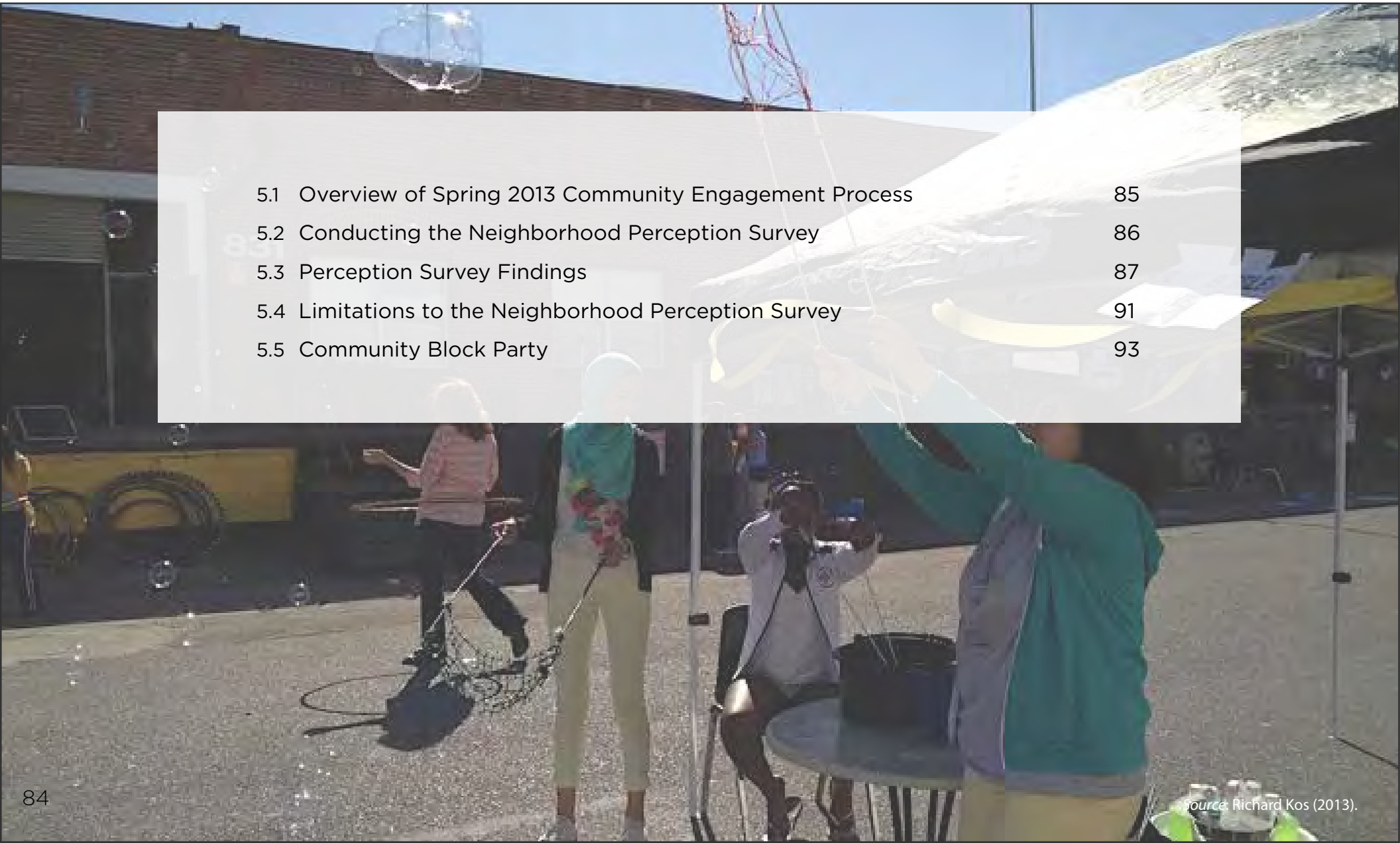

Source: Richard Kos (2013).

5.1 Overview of the Spring 2013 Community Engagement Process

This chapter summarizes the results of a Neighborhood Perception Survey conducted in Spring, 2013 as well as efforts to directly engage residents in activities to build upon the Community Assessment presented in the previous four chapters. For planning purposes, the boundary lines of the neighborhood were drawn by the City of San José, but residents have a variety of definitions of the neighborhood boundary and ideas of what makes this area a great place to live.

Spartan Keyes is a neighborhood that over 5,200 residents call their home.[1] Spartan Keyes has been identified as an area with many opportunities and solvable challenges. Residents have used positive descriptors such as "central neighborhood location," "diversity," and "character," to describe this area and express what they appreciate most about living here.

To recap the major findings from the community assessment, the Spartan Keyes neighborhood has a mix of residential and commercial/industrial use areas. Keyes Street bisects the neighborhood and serves as the location for many of the businesses in the area. The only true, green, community gathering space within the neighborhood boundaries is Bestor Art Park, although Kelley Park, Happy Hollow, and the Japanese Friendship Gardens flank the east side of the neighborhood. Spartan Keyes is defined by the artistic endeavors of both residents and visitors, and boasts some very unique art-centric spaces, including the Art Ark Gallery, the Citadel and art in public places, such as a mural and decorative gating next to

1 Source: Esri Community Analyst

Figure 5.1: Gardner Health Center.
Source: John Tu (2012).

the community garden. Efforts to build community cohesion in Spartan Keyes are being led by CommUniverCity, a partnership between the City of San José, the community, and San José State University.

Neighborhood improvement and advocacy is not new to CommUniverCity, with their demonstrated successes in the Five Wounds-Brookwood Terrace community. Enter the focus on Spartan Keyes. Two previous reports, the *2002 Spartan Keyes Neighborhood Improvement Plan* and the *2008 Spartan Keyes Neighborhood Improvement Plan Amendment*, were compiled in a collaboration between City staff and local residents in order to gather resident data, update the information, and reaffirm neighborhood improvement priorities.

Figure 5.2: JTR Building.
Source: Richard Kos (2013).

Building upon these earlier studies, in the Spring of 2013, students at San José State University in the Urban Planning and Industrial Design departments conducted a Neighborhood Perception Survey to get to know the people who call Spartan Keyes their home. The specific purpose of the survey was to identify the neighborhood's opportunities and challenges from the resident perspective, with an eye to tracking progress of the community vision and community priorities established in 2008. Additionally, the survey results will serve as a baseline against which to measure future CommUniverCity project success.

5.2 Conducting the Neighborhood Perception Survey

As a starting point for the collaborative planning process, a Neighborhood Perception Survey was conducted between late March and early April, 2013. Each of the eleven Urban Planning graduate students was partnered with either one or two Industrial Design undergraduate students. The members of each group coordinated a date to conduct the perception surveys. Prior to the final survey being printed, the students worked with neighborhood leaders to gather input on the quality and relevance of the survey questions. The final surveys were printed in English, Spanish, and Vietnamese in order to reflect the primary languages spoken in Spartan Keyes. An introduction script and scoring card (to help residents respond to questions requiring a scored answer) was part of the material each group

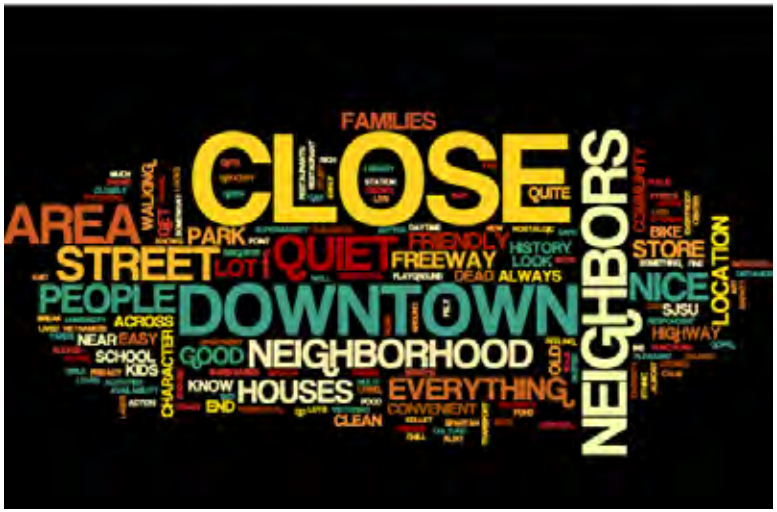

Figure 5.3: Common Words in Response to "What do you like about your neighborhood?"
Source: Neighborhood Perception Survey (2013).

utilized in the field. Each group was assigned a specific section of the Spartan Keyes neighborhood to canvas.

Specific instructions guided the groups in order to assure a more randomized and statistically valid sample:

- When the groups started to conduct the survey, they began at the corner of their assigned block, skipped the corner house, and conducted the survey at the adjacent house.
- If the resident at the first home was not available or did not want to participate in the survey, the group went to the next house, and continued until they successfully completed a survey.
- Once the group was successful in completing a survey, they were to skip three houses, where they would then attempt to conduct the next survey, with this pattern repeating for the remainder of their assigned section
- The same process applied to gated apartment complexes where each unit was treated as an individual home.

A web based Google spreadsheet was available for students to input completed survey data.

5.3 Perception Survey Findings

Neighborhood Perceptions

The Neighborhood Perception Survey of Spartan Keyes gleaned insightful information about community residents. Seventy-six surveys were completed, with the majority of them completed

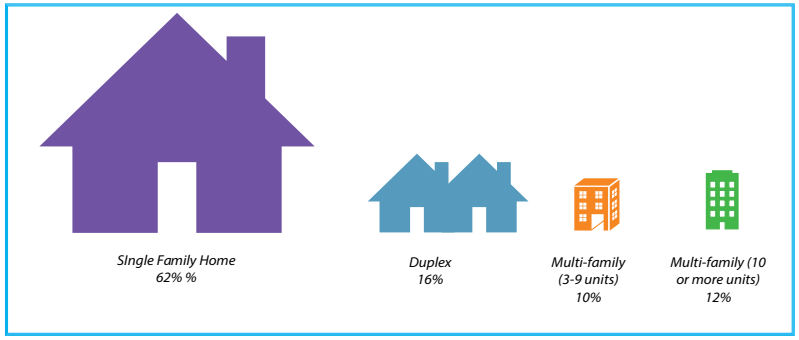

Figure 5.4: Responses to "What type of house do you live in?"
Source: Neighborhood Perception Survey (2013).

in English. Eighty-six percent of the residents who completed the survey responded that English was the primary language spoken in their home, while 31 percent stated Spanish, 10 percent stated Vietnamese, and 6 percent stated that the primary language spoken in their home was another language.

As shown in Figure 5.4, the majority of the residents live in single family homes with only one family in residence.

While responses indicated that the overall length of residence in Spartan Keyes varies, the greatest number of respondents have lived in the neighborhood more than ten years. The residents were asked how they "get around in a typical day," which revealed that most drove vehicles to meet their transportation needs, versus walking or taking public transportation, as indicated in Figure 5.6.

Residents were also asked to draw on a map what they perceived to be the borders of their neighborhood. Figure 5.5 indicates the combined results of respondents; darker areas

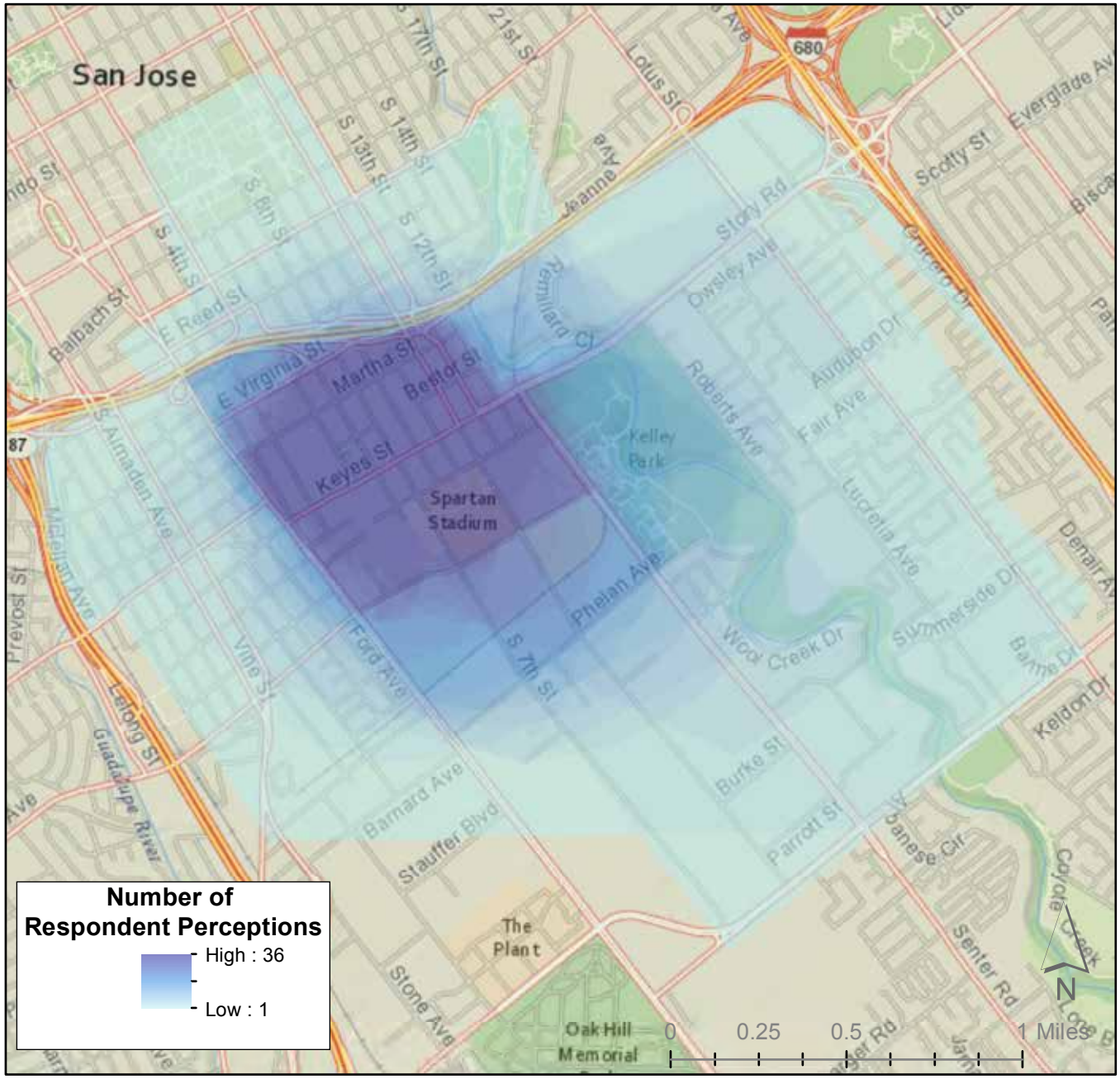

Figure 5.5: Responses to "Please draw a circle aroud the area that you consider to be your neighborhood."
Source: Neighborhood Perception Survey (2013).

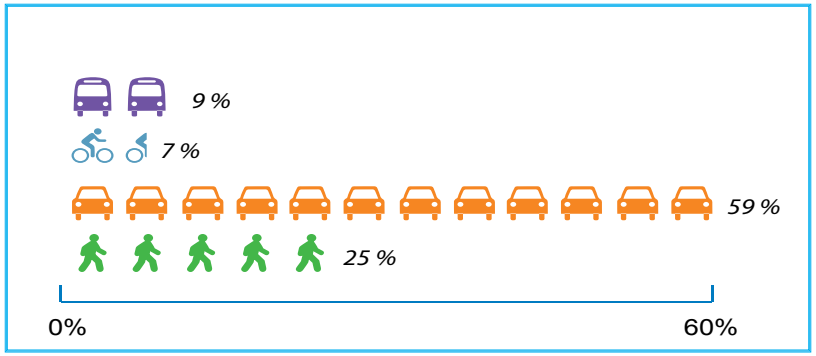

Figure 5.6: Responses to "How do you get to where you need to be?"
Source: Neighborhood Perception Survey (2013).

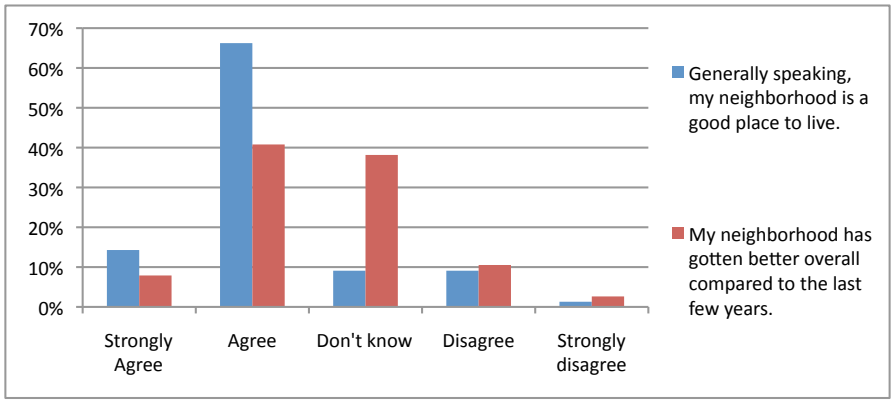

Figure 5.7: Responses to "Genenrally speaking, my neighborhood is a good place to live." and "My neighborhood has gotten better overall compared to the last few years."
Source: Neighborhood Perception Survey (2013).

correspond to a greater number of residents choosing the same areas. One could argue that these areas are the "heart" of Spartan Keyes. In terms of communications, 68 percent of respondents stated that they checked e-mail either frequently or very frequently and that e-mail would be the best form of communication about neighborhoood events.

Figure 5.8: Spartan Keyes Neighborhood Action Center.
Source: John Tu (2013).

The Resident Viewpoints About Their Neighborhood's Quality of Life

Residents in general felt that their neighborhood was a good place to live, with 66 percent saying they agree or strongly agree (14 percent) with this statement. In addition, 41 percent agreed with the statement that their neighborhood had gotten better, overall, compared to the past few years. Figure 5.7 illustrates this.

When further detail was requested, many residents said that they were comfortable with walking around their neighborhood during the day, but at night many residents said that they felt comfortable walking around only if they were in a group. Also, men felt more comfortable than women when asked about their comfort level walking around at night. Figure 5.9 shows the residents' comfort level and their perception of crime in their neighborhood.

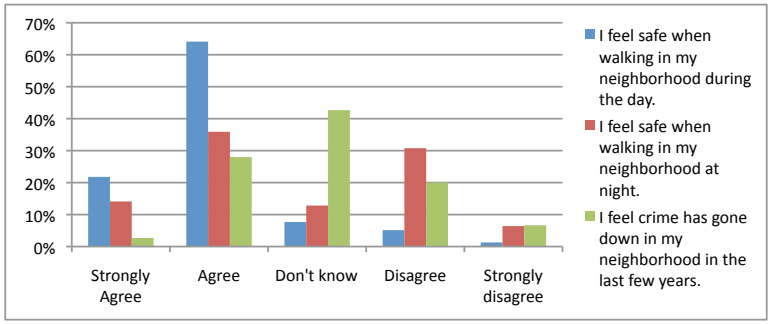

Figure 5.9: Responses to "I feel safe when walking in my neighborhood during the day," and "I feel safe when walking in my neighborhood at night," and I feel crime has gone down in my neighborhood in the last few years."
Source: Neighborhood Perception Survey (2013).

Recurring themes about what residents liked in their neighborhood included: the location, the close proximity to downtown, SJSU campus proximity, and the few local restaurants. Respondents liked the diversity (the fact that their neighborhood was multi-ethnic), and also the character of the neighborhood. Also, many respondents stated that they liked the friendliness of their neighbors.

As with most neighborhoods, there is opportunity for improvement, and respondents shared the following ideas about what should be done to improve the Spartan Keyes neighborhood:

- **Increased safety:** Residents said they want to see more police patrolling the streets, more street lights and more crosswalks to ensure safe crossing on busy streets;
- **Decreased speeding:** Residents said that cars drive too fast down their street;
- **Noise level reduction:** specifically from trucks along designated truck routes was an often-cited concern;
- **Elimination of unwanted activities:** Residents expressed a desire to mitigate the effects of the homeless encampment along Coyote Creek; reduce the levels of crime, gang activity and the number of transients in the neighborhood.

Opportunities for Community Building Reavealed in Survey Results

Responses to the question about how involved residents were in their community varied greatly throughout the neighborhood. For example, 51 percent of respondents were not aware of any services and/or events that are offered in the community. Moreover, only 28 percent have ever attended an event in

Figure 5.10: Students Presenting the Findings of the Neighborhood Perception Survey at the Neighborhood Action Center, May 6, 2013.
Source: Richard Kos (2013).

the neighborhood, while 68 percent have not (the remainder either responded they did not know or they did not answer the question). Although many respondents indicated that they had little to no free time, others stated that they would be more interested in community events and meetings if they knew about them through better or increased advertising, especially if such events pertained to improving safety in the neighborhood, and featured activities for children.

When it came to responses pertaining to the Spartan Keyes Neighborhood Center (NAC), 84 percent of respondents stated that they do not go to the NAC, and 92 percent said they have never used any of the NAC's services. Clearly, many of the residents do not make use of the services offered by the Center. Ninety-nine percent of respondents answered affirmative to the question, "do you believe that people can make their communities a better place to live?" and further, many of them stated that they themselves can contribute to their community by volunteering and improving their own property.

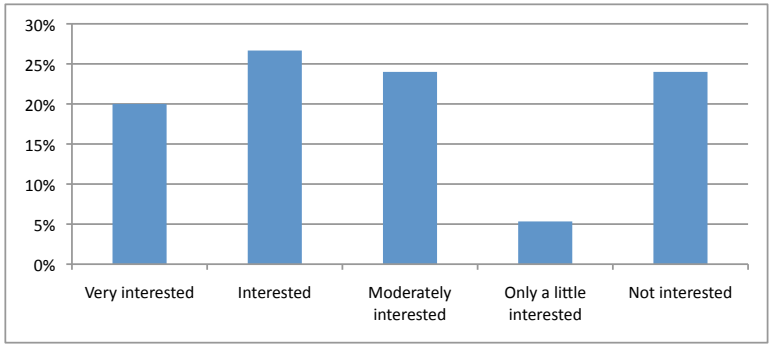

Figure 5.11: Responses to "What is your level of interest in being involved in a neighborhood watch program?"
Source: Neighborhood Perception Survey (2013).

The perception survey concluded by asking respondents what community-oriented activities would make them want to attend a neighborhood event, such as a block party. Common responses included live music, food and drinks, and activities for children.

5.4 Limitations to Neighborhood Perception Survey

While the neighborhood perception survey was designed and executed with every attempt to yield the most accurate results possible, there were some limitations to the methodology that should be noted. Although the survey instrument was translated into languages commonly spoken in the neighborhood, many survey facilitators did not speak languages other than English. Attempts were made to find translators to help the teams as they conducted the survey, but not all teams had access to

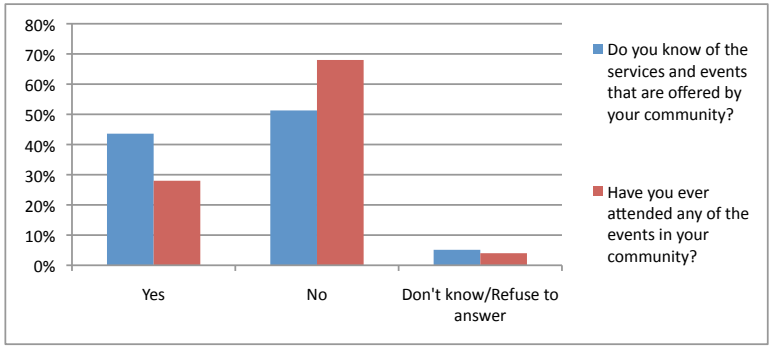

Figure 5.12: Responses to "Do you know of the services and events that are offered by your community?" and "Have you ever attended any of the events in your community?"

Figure 5.13: Multifamily Homes in Spartan Keyes.
Source: Richard Kos (2013).

translators. This resulted in a potentially lower response rate than what was hoped for, and some surveys did not have every question answered.

In hindsight, there were some logistical concerns with the survey. These included the variations in time and day of the week the survey was conducted amongst the different teams. This may have led to a lower response rate. In addition, a lack of access to the majority of the apartment complexes in the area also may have contributed to a low response rate. Self selection bias may also play a role in the survey, as the residents made a decision as to whether or not they opened their doors and participated in the survey. Finally, the total number of completed surveys conducted included 76 households out of 1,879 total households, which equates to a 4 percent response rate; a very small sample size of the neighborhood. Future survey teams may want to consider these limitations.

When the survey is conducted again in the future, it is advisable to conduct all surveys at a common time and day of week that would capture the greatest number of respondents; a conversation with the NAC leaders may be helpful to choose an ideal day and timeframe. A different format for the survey, in terms of question type and method of performing the survey, could be explored with neighborhood leaders. Specific subject areas may also be beneficial for future research, such as transportation and safety, which were common themes from residents. This data may be useful in directly identifying the issues perceived by residents.

Figure 5.14: Students presenting findings of the Neighborhood Perception Survey at the Spartan Keyes Neighborhood center, May 6, 2013.
Source: John Tu (2013).

Future research could also solicit feedback on the general level of noise in the area and the effect that this has on the residents. The feedback from the 2013 survey respondents suggests further research to pursue would include inquiring about 1) Residents' feelings toward specific types of businesses in the neighborhood, such as bars, and 2) How residents feel about the traffic in their neighborhood.

Figure 5.15: Bestor Art Park.
Source: John Tu (2013).

5.5 Community Block Party

All of our research to date reinforced the fact, time and again, that building community cohesion in Spartan-Keyes should remain a top priority for neighborhood leaders. Doing so will help to create a stronger voice to advocate for positive changes, will raise awareness of NAC services, will improve safety and collaboration opportunities, and will reduce the perception of Spartan Keys as a disconnected, "pass-through" neighborhood. With this overarching objective in mind, the graduate student team polled the Spartan-Keyes leaders and, building upon our prior discussion, asked them to prioritize a number of neighborhood-building engagement activities:

- Develop an updated Neighborhood Improvement Plan to document community priorities and ideas, and to share with city leaders
- Host a "What's my Roll?" event to discuss neighborhood priorities, coupled with a potluck featuring food rolls reflecting local cultures
- Organize a community garage sale
- Organize one or two family-friendly block parties (possible way to identify new community leaders)
- Set up a one-day "talking booth" in a central Spartan-Keyes location to solicit opinions, concerns and priorities from local residents
- Promote NextDoor.com - "Facebook for Neighborhoods" - as a way to facilitate community sharing/discussions
- Organize a kid-friendly event with the fire department and police staff (kids can see police cars, fire trucks, talk with officers)

Figure 5.16: Industrial Design Student Planting a Living Wall at the May 2013 Community Block Party.
Source: Richard Kos (2013).

- Organize a street closure to encourage neighbors to play and socialize safely for an evening
- Organize a "fun night in the alley" with food, movies, safe events for the family
- "Trees on Keyes": researching strategies to make Keyes a greener corridor
- "Flowers to Yards": look for ways to expand and promote this program where neighbors can share garden clippings with one another
- Establish a Rose Society in Spartan-Keyes
- Develop concepts for unique community "street furniture" (e.g. benches, garbage cans) that reflects local character
- Research strategies and regulations to form a Keyes/First Street Business Association
- One-on-one Living Room Chats: students meet with families in their homes to chat about community priorities and build interest in local events
- Develop concepts for a Spartan athlete sidewalk "Walk of Fame" similar to the Hollywood Walk of Fame

In the end, it was decided that a neighborhood block party would be a great way to bring residents together and possibly address, either directly or indirectly, some of the other ideas in the list above. With that in mind, the graduate student team got to work and, with substantial help from the Spartan Keys neighborhood leaders, held the Block Party on a sunny but windy May 18, 2013.

A particular highlight of the event was the involvement of SJSU undergraduate students in Professor Leslie Speer's Industrial Design class, "Design for All". The students considered the

neighborhood's top priorities (described in Chapter 2 of this report) and designed innovative prototypes for neighborhood planting walls, lighting devices, seating and signs. Other activities at the Block Party included:

- a barbecue (Figure 5.20)
- non-alcoholic drinks prepared by Taps Keyes Club (Figure 5.21)
- bubble blowing (Chapter cover photo)
- sidewalk chalk drawing (FIgure 5.17)
- hula hoop lessons

Figure 5.17: Chalk Sidewalk Painting Brought Together Residents and Students.
Source: Richard Kos (2013).

Figure 5.18: Activites for Children Included Face Painting by SJSU students.
Source: Richard Kos (2013).

- a local musician who provided warm entertainment (Figure 5.19)
- booths staffed by local partner organizations
- a puppet making booth
- visits by the local fire department
- a face-painting booth (Figure 5.18)
- discussion booths for visitors to share their ideas for community strengthening

We estimated that about 100 local residents attended the event. A particular highlight for the neghborhood leaders was that so many visitors signed a petition in support of extending the lease for the Spartan Keyes Neighborhood Action Center. Months

Figure 5.19: Graduate Student Kenneth Rosales Assists Local Musician with Equipment at the May 2013 Block Party.
Source: Richard Kos (2013).

later, we learned that this petition was instrumental in the City of San José extending the lease for an additional year! Overall, the event was quite successful and sparked numerous conversations about what residents love about their community and what they would like to see changed. Many of these ideas are captured in Appendix A. One such idea is for community leaders (with the assistance of future student teams) to prepare a Block Party Planning Kit to make the coordination and execution of similar events much easier in the future.

Figure 5.20: Spartan Keyes Block Party Bar-b-que manned by CommUniverCity students and volunteers.
Source: Richard Kos (2013).

Figure 5.21: Tap Keyes Club Served Non-alcoholic Drinks to Block Party Attendees.
Source: Richard Kos (2013).

APPENDIX A

COLLECTION OF IDEAS FOR STRENGTHENING SPARTAN KEYES

This appendix contains a list of notes collected by the graduate student teams over the course of three semesters of engagement with Spartan Keyes residents and project partners. Names in parentheses, where listed, indicate the person who made the suggestion and/or the person who might be contacted to carry the idea to fruition. A special thanks to graduate student Laura Williams for compiling this list!

Community event ideas

- "What's My Roll" potluck/party, featuring food rolls representing local cultures (e.g. tacos, sushi,) (Tamon)
- Activity booth at Safe & Green Halloween – (CommUniverCity Staff)
- Challenge residents to bring at least two neighbors to all community events
- Organize a garage sale day (Tamon)
- Organize block parties - starting neighborhood cohesion on a smaller scale. Once relationships are built by block, invite blocks to come "represent their block" at community meetings. Then start talking about the neighborhood as whole, Spartan-Keyes – (Tamon/Laura)
- Place a discussion booth in the neighborhood. People will come over to see what's going on, then ask visitors to tell us what they like about Spartan Keyes and what they would like to see changed (John Tu)
- Utilize nextdoor.com to boost neighborhood communication (Laura, Tamon)
- Have a Halloween block party with the fire department again - huge success!
- Shut down the street for an evening so kids can get out and play football/basketball/chalk art. This only happens on holidays
- Have events and meetings held at Lowell Elementary. Principal is Emily McGuiness
- Have big sports games projected live on projector screens - people love to gather and watch. It's a great way for both parents and kids to be entertained.
- Subzero Festival is very popular among residents (it's in the SoFA district of San José, nearby)

South Campus Connection

- Walk of fame: have stars embedded in concrete with names of Spartans who have exceptional athletic achievements
- Joint usage of south campus facilities: track, tennis courts, football field
- Encourage youth to use - tackle childhood obesity. Set up events around the track for kids to get them exercising
- Kids sneak on to the Lowell Elementary School field to play football, hopping very dangerous fences. Let the South Campus field stay open into the evening for them to use
- Used to have the SJSU homecoming parade that traveled down 7th to south campus, the whole community would come out and watch (Terry Ramos)
- Open lawn on South Campus to watch fireworks on 4th of July (already happening?)

Alleyway Improvements

- Fix paving
- Improve drainage
- Figure out a way to have buy in from all property owners (if even one doesn't consent, you can't do anything, per Tony May)

Traffic Calming/Complete Streets

- Concrete company illegally expanded business, but is trying to mitigate the problem. Now required to provide updates about business expansion/EIR process to at least 5 community leaders (Gay Gale)
- Bring back bus lanes that traveled through the
- Partner with SJSU Industrial Design Department
- Lobby for additional, affordable live/work studios
- Unique garbage cans for Spartan-Keyes (Gay Gale)

Business

- Have a business district including 1st street businesses

Youth Services

- Connect with Catholic Charities who now have a full time volunteer for the NAC
- Kids loved having a fire truck come to their last event - connect youth with law enforcement and fire at community events

Anti-Graffiti, Anti-Litter, Gang Prevention

- NeighborWalk as a tool (Laura Williams)
- Nextdoor.com (Laura Williams)
- New show coming up on CreaTV (gang prevention) - Aaron with Catholic Charities

Misc. Ideas

- Improve area under freeway at 7th and 3rd
- Bring back the community newsletter (Aurelia)
- Look to Boston as an example (underground freeways) – (Richard Stewart)
- Have students meet with residents personally. Have residents host a few friends at their homes or a meeting space and have one or two students meet with the group to discuss CommUniverCity, plans for Spartan-Keyes, etc – (Laura Williams and Tamon)
- Make sure to have Spanish speaking leaders - Rita noticed there was a lot of participation from a group of Spanish speaking women when she had the time to guide them through community engagement and bring them to events. However they need a full time contact/leader to stay involved
- Spartan-Keyes needs a core group of volunteers
- Diversity is an untapped asset
- Have neighbors come together and all contribute financially for neighborhood improvements that would be extremely costly at a non - group rate (ex: tree trimming). Laura got the idea from neighborhood leader Angie (Hyde Park)
- Spartan-Keyes needs a permanent facility to house community events - ideas for possible locations?
- Keep creating more collaborations with other nonprofits, it's usually very successful (Kevin Connolly)
- Local teen band Facebook page: https://www.facebook.com/sjplbattleofthebands

Health - Related Ideas

- Model after Somos Mayfair (an event in another neighborhood a lot of Spanish speaking Spartan-Keyes residents attend – (Terry Ramos)
- Bring a clinic for everyone in Spartan-Keyes. The one clinic only serves those with low income
- Have SJSU nursing students involved.
- Provide health services for the elderly and children, like vaccinations, free blood pressure testing

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APPENDIX B

SOCIAL CAPITAL SURVEY INSTRUMENT

CommUniverCity San José: Social Capital Survey

INTRO: Good (morning/afternoon). I'm _____ from San José State University and we're conducting research about your neighborhood. **We are not selling anything and your responses are completely confidential**. We just want to include your opinions in this important survey. Your home was randomly selected. We have no record of your name and your responses are anonymous. May we have about 20 minutes of your time to be sure that your views are included?

[IF ASKED: "The sponsor of this survey is the CommUniverCity Project – a joint effort of San José State University and the City of San José."]

If NO: Thank you for your time.

If YES: Great. This survey is completely voluntary and poses no risk to you in any way. If we come to any question that you don't want to answer, just tell me and we'll move on. To make our survey as representative as possible, are you at least 18 years in age?

Q1 To begin with, I'd like to ask you: Generally speaking, how would you rate San José as a place to live? Is it an excellent place to live, a good place to live, average, poor, or an extremely poor place to live?
1 Excellent
2 Good
3 Average
4 Poor
5 Extremely poor
8 Don't know/Refused to answer

Q2 Generally speaking, how would you rate your own neighborhood as a place to live? Excellent, good, average, poor, or extremely poor?
1 Excellent
2 Good
3 Average
4 Poor
5 Extremely poor
8 Don't know/Refused to answer

Q3 I'd like you to think about the overall physical condition of your neighborhood. Thinking about the houses or apartment buildings, front and back yards, shops, streets, sidewalks and the like, would you say the overall physical condition of your neighborhood is generally excellent, good, average, poor, or extremely poor?
1 Excellent
2 Good
3 Average
4 Poor
5 Extremely poor
8 Don't know/Refused to answer

Q4 How safe do you feel in your neighborhood? Do you feel very safe, somewhat safe, somewhat unsafe or very unsafe?
1 Very safe
2 Somewhat safe
3 Somewhat unsafe
4 Very unsafe
8 Don't know/Refused to answer

Q5 Next, I have a question about your immediate neighbors. These are the 10 or 20 households that are closest to you. About how often do you talk to or visit with your immediate neighbors? Just about every day, a few times a week, about once a week, a few times a year, once a year or less, or never?
1 Just about every day
2 A few times a week
3 About once a week
4 A few times a year
5 Once a year or less
6 Never
8 Don't know/Refused to answer

Q6 Would you say that most people in your area share a sense of pride in your neighborhood or would you say they don't care much about the neighborhood?
1 Most people are proud of the neighborhood
2 Most people don't care much about the neighborhood
3 Some of both (ONLY if respondent can't decide)
8 Don't know/Refused to answer

Q7 Generally speaking, would you say that most people can be trusted or that you can't be too careful dealing with people?
1 People can be trusted
2 You can't be too careful
3 Depends
8 Don't know/Refused to answer

Q8 Thinking about people in your own neighborhood, would you say that you can trust them a lot, somewhat, only a little or not at all.
1 A lot
2 Somewhat
3 Only a little
4 Not at all
5 Does not apply
8 Don't know/Refused to answer

Q9 How about the police in your local community? Would you say that you can trust them a lot, somewhat, only a little, or not at all?

1 A lot
2 Somewhat
3 Only a little
4 Not at all
5 Does not apply
8 Don't know/Refused to answer

Q10 How about Caucasians *[use "white people" if necessary]* generally? Would you say that you can trust them a lot, somewhat, only a little, or not at all?

1 A lot
2 Somewhat
3 A little
4 Not at all
5 Does not apply
8 Don't know/Refused to answer

Q11 How about Hispanics or Latinos? Would you say that you can trust them a lot, somewhat, only a little, or not at all?

1 A lot
2 Somewhat
3 A little
4 Not at all
5 Does not apply
8 Don't know/Refused to answer

Q12 How about Asians? Would you say that you can trust them a lot, somewhat, only a little, or not at all?

1 A lot
2 Somewhat
3 A little
4 Not at all
5 Does not apply
8 Don't know/Refused to answer

For the next five questions, I'm going to ask you how many times you've done certain things in the past 12 months, if at all. For all of these, just give me your best guess. Don't worry if you're off a little.

Q13 How many times in the last 12 months have you worked on a community project? Would you say never, once, twice, three times, four times, or five or more times? *[probe for number]*

1 Never
2 Once
3 Twice
4 Three times
5 Four times
6 Five or more times
8 Don't know/Refused to answer

Q14 Attended any public meeting in which there was discussion of town or school affairs? Would you say never, once, twice, three times, four times, or five or more times?

1 Never
2 Once
3 Twice
4 Three times
5 Four times
6 Five or more times
8 Don't know/Refused to answer

Q15 Attended a neighborhood meeting? Would you say never, once, twice, three times, four times, or five or more times?

1 Never
2 Once
3 Twice
4 Three times
5 Four times
6 Five or more times
8 Don't know/Refused to answer

Q16 Attended any club or organizational meeting? Would you say never, once, twice, three times, four times, or five or more times?

1 Never
2 Once
3 Twice
4 Three times
5 Four times
6 Five or more times
8 Don't know/Refused to answer

Q17 Had friends or neighbors over to your home? Would you say never, once, twice, three times, four times, or five or more times?

1 Never
2 Once
3 Twice
4 Three times
5 Four times
6 Five or more times
8 Don't know/Refused to answer

For the next five questions, I'd like to ask about other kinds of groups and organizations. I'm going to read a list. Just say "yes" if you have been involved in the past 12 months with this kind of group or "no" if you haven't.

Q18 A religious organization.

1 Yes
2 No
8 Don't know/Refused to answer

Q19 A neighborhood or community group.

1 Yes
2 No
8 Don't know/Refused to answer

Q20 A school group.

1 Yes
2 No
8 Don't know/Refused to answer

Q21 An adult sports or cultural group.

1 Yes
2 No
8 Don't know/Refused to answer

Q22 A sports or cultural program for kids.

1 Yes
2 No
8 Don't know/Refused to answer

Q23 How many times in the past 12 months have you volunteered your time?

Record number: _____
8 Don't know/Refused to answer

Q24 Overall, how much impact do you think people like you can have in making your community a better place to live? A big impact, moderate impact, a small impact, or no impact at all?

1 Big impact
2 Moderate impact
3 Small impact
4 No impact at all
8 Don't know/Refused to answer

Q25 How interested are you in politics and local affairs? Are you very interested, somewhat interested, not very interested, or not at all interested?

1 Very interested
2 Somewhat interested
3 Not very interested
4 Not at all interested
8 Don't know/Refused to answer

Q26 All things considered, would you say you are very happy, somewhat happy, not very happy, or not happy at all?

1 Very happy
2 Somewhat happy
3 Not very happy
4 Not happy at all
8 Don't know/Refused to answer

Q27 How would you describe your overall state of health these days? Would you say it's excellent, good, fair, poor, or very poor?

1 Excellent
2 Good
3 Fair
4 Poor
5 Very poor
8 Don't know/Refused to answer

A variety of obstacles keep some people from becoming involved in their community. Whether you're involved or not, for the next nine questions, please tell me if any of the following is a big obstacle, somewhat of an obstacle, not much of an obstacle, or no obstacle at all to your involvement in the community.

Q28 A busy work schedule.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q29 Inadequate childcare.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q30 Inadequate transportation.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q31 Feeling unwelcome.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q32 Concerns for your safety.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q33 Lack of information or not knowing how to begin.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q34 Feeling that you can't make a difference.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q35 Lack of interest.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q36 Trouble with language.
1 Big obstacle
2 Somewhat of an obstacle
3 Not much of an obstacle
4 Not an obstacle at all
8 Don't know/Refused to answer

Q37 Have you contacted a city agency or the city council about a problem in your neighborhood in the past 12 months?
1 Yes
2 No
8 Don't know/Refused to answer

Q38 Are you aware of any students from San José State University working or helping out in your neighborhood?
1 Yes
2 No
8 Don't know/Refused to answer

Q39 *Gender: [BY OBSERVATION]*
1 Male
2 Female

Q40 What is your marital status?
1 Single [include divorced, widowed, etc.]
2 Married
3 Couple living together
8 Refused to answer

Q41 What race or ethnicity do you consider yourself?
1 White, Caucasian
2 Hispanic, Latino, Mexican-American
3 Asian, Pacific Islander
4 Black, African-American
5 Middle Eastern
6 Portuguese
7 Other [SPECIFY AT Q41A]
8 Don't know/Refused to answer

Q41A If other, what race or ethnicity do you consider yourself?
_____ *[include mixed race]*

Q42 What year were you born?
Record year: _____
8 Refused to answer

Q43 Is the place where you currently live a single-family detached home, an attached home like a condo or townhouse, an apartment, or a mobile home?
1 Single-family detached
2 Attached condominium or townhouse
3 Apartment
4 Mobile home
8 Don't know/Refused to answer

Q44 Do you own or rent your present residence?
1 Own
2 Rent
8 Don't know/Refused to answer

Q45 Including yourself, how many adults live there in your home?
Record number: _____
8 Don't know/Refused to answer

Q46 Are there any children living there with you? If so, how many?
Record number: _____
8 Don't know/Refused to answer

Q47 How long have you lived in this neighborhood?
1 Less than 1 year
2 1-2 years
3 3-5 years
4 6-10 years
5 More than 10 years
8 Don't know/Refused to answer

Q48 Do you plan to stay in this neighborhood for the next three years or will you move out before then?
1 Play to stay
2 Plan to move
3 Not sure
8 Refused to answer

Q49 What is your education level?
1 Less than high school degree
2 High school graduate
3 Some college
4 College graduate
5 Some graduate school
6 Graduate degree
8 Don't know/Refused to answer

Q50 Are you employed outside the home?
1 Yes
2 No
3 Retired
8 Refused to answer

Q51 Were you born in the U.S. or in another country?
1 U.S.
2 Other country
8 Refused to answer

Q52 Finally, can you tell me, are you a U.S. citizen or a permanent resident?
1 Yes
2 No → SKIP TO Q56
8 Refused to answer → SKIP TO Q56

Q53 As you know, many people are so busy these days they can't find time to register to vote, or they move around so often they don't get a chance to re-register. Are you now registered to vote in your precinct?
1 Yes, registered
2 No, not registered → SKIP TO Q56
8 Don't know/Refused to answer → SKIP TO Q56

Q54 In what party are you registered to vote? *[If respondent says "independent" ask: Do you mean you're registered in the American Independent Party or do you mean you're registered but you declined to state a party?]*
1 Democrat
2 Republican
3 Independent (i.e. Decline to State)
4 Libertarian
5 Peace & Freedom
6 Green Party
7 Other (including American Independent)
8 Don't know/Refused to answer

Q55 How often would you say you vote: all of the time, most of the time, some of the time, seldom, or never?
1 All of the time
2 Most of the time
3 Some of the time
4 Seldom
5 Never
8 Don't know/Refused to answer

Q56 Please stop me when I mention a range that describes your annual household income. *[READ RANGES]*
1 Less than $25,000
2 More than $25,000, but less than $50,000
3 More than $50,000, but less than $75,000
4 More than $75,000, but less than $100,000
5 More than $100,000, but less than $125,000
6 More than $125,000
8 Refused to answer

Q57 In which language did you conduct this survey? *[FOR INTERVIEWER ONLY. DO NOT READ ALOUD.]*
1 English
2 Spanish
3 Vietnamese
4 Other

This concludes the survey. THANK YOU for your time and your participation.

APPENDIX C

NEIGHBORHOOD PERCEPTION SURVEY INSTRUCTIONS & INSTRUMENTS

C.1	Survey Instructions	18
C.2	English Survey Instrument	20
C.3	Spanish Survey Instrument	25
C.3	Vietnamese Survey Instrument	30

SAN JOSÉ STATE UNIVERSITY

2013 Neighborhood Perception Survey Team Instructions

Contents:

- Overall survey area map
- Team survey area maps
- Surveys - English & Translated Versions
- Contact Card for Resident

General Instructions:

- Remain in your group at all times
- Take turns in the different surveying roles
- Do not enter homes or apartments
- Do not survey businesses
- Return the survey materials to URBP 203 student
- Survey homes with fences or gates, but respect 'No Solicitors' signs
- Use your best judgement when surveying
- Wear your CommUniverCity shirt if possible

Survey Methodology:

- Go to a corner on a block in your survey area; do not start at the corner house. Start one house in on the long (North/South) side of the block (see photo A). (NOTE: If you return back to the skipped corner house, after surveying the block, you should survey the skipped corner house)
- If the first house does not take the survey (not home, declines, etc.) then go to the next house. Keep going to the next house until you conduct your first survey.
- After the first surveyed house, skip the next three houses so that the survey is then applied at the fourth house, including corner houses (see photo B).
- Continue to apply the survey to houses in the same manner you so that you continue to the next house when a survey is declined and you skip the next three houses after a completed survey.
- In apartment complexes, each door counts as a "house," apply the same methodology, except for with apartments there are no "corner houses." Apply the survey across floors rather than around corners.

Photo A: When starting to survey a block, skip the corner house.

Photo B: Skip three houses (or doors) between each survey.

Contact Information:

- Emergency Contact: Jason Su - 626.232.9317 - sujason25@gmail.com
- Emergency Contact: Sarah Price - 510.915.3979 - slprice37@gmail.com

SAN JOSÉ STATE UNIVERSITY

2013 Neighborhood Perception Survey Team Instructions

Apartment Complexes:

We only have expressed permission to enter one of the gated apartment complexes in the area. If you are able to be granted entrance by a resident, please attempt to perform the survey in the complex!

- Art Ark: 1058 South 5th Street, (408) 286-8010 - If Art Ark is in your survey area, go to the office on the corner of Keyes and South Fifth Street and Lester will let you in to the apartment complex
- The Works Condiminiums: 125 Patterson Street
- The Brickyard: 1060 South 3rd Street
- Villa Torre Apartments: 955 South 6th Street
- Bella Costello Apartments: 570 Keyes Street
- University Gardens: 951 South 12th Street
- 1020 South 12th Street - Only the parking is gated at this complex
- 1030 South 12th Street
- Creekside Garden Apartments: 1040 South 12th Street - Only the parking is gated at this complex

Survey No.	____	Interviewer	_____
Team No.	____	Date	_____
Census Tract No.	____	Time	_____
Block Group No.	____		
Block No.	____		

Neighborhood Perception Survey Questionnaire – Spring 2013

Introduction: Good (morning/afternoon). I'm/we're _____ from San Jose State University and we're conducting research about your neighborhood. We are not selling anything and your responses are completely confidential. We just want to include your opinion in this important survey. Your home was randomly selected. We will keep no record of your name or address and your responses will completely anonymous. May we have some of your time to be sure that your views are included? *(Tell the person about how long it will take if they ask, otherwise it might upset them if it goes longer or they might say "no, I don't have 20 minutes.")*

If no: "Thank you for your time."

If yes: "Great. This survey is completely voluntary and we're very thankful for your time. If we come to any question that you don't want to answer, just tell me and we'll move on. To make our survey as representative as possible, are you at least 18 years in age?"

Neighborhood perceptions

(Show them a map of the Spartan Keyes area) "Please draw a circle around the area you consider your neighborhood."

(Preface the questions below with this statement: "For these first questions I'm going to give you a statement and I'd like you to tell me whether you Strongly Agree, Agree, Don't Know (whether you agree), Disagree, or Strongly Disagree with them")

1. Generally speaking, my neighborhood is a good place to live.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

2. My neighborhood has gotten better overall compared to the last few years.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

3. I feel safe when walking in my neighborhood during the day.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

4. I feel safe when walking in my neighborhood at night.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

5. Tell us about your overall comfort level in walking around your neighborhood.
(Prompts: to do errands, walk for recreation, walk the kids to the park, etc.)
(Open-ended; record verbatim below – PLEASE PRINT)

6. Tell us what you like about your neighborhood? *(Open-ended; record verbatim below– PLEASE PRINT)*

7. I feel crime has gone down in my neighborhood in the last few years.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

8. What do you think should be done, if anything, to improve your neighborhood?
(Open-ended; record verbatim below– PLEASE PRINT)

9. During a typical day, how do you get where you need to be?
a. Walk
b. Bike
c. Drive
d. Take public transit

10. I am concerned about the level of gang activity in my neighborhood.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

11. How often do you check your email?

Very Frequently	Frequently	Occasionally	Rarely/Never	Does not have email

12. What is the best communication method for Spartan Keyes neighborhood events?
Email Flyers Phone Other social media (Facebook, Twitter, etc)

Level of interest in getting involved in neighborhood activities

(*Preface this question with this statement: "The Neighborhood Watch program is a City sponsored program to help neighbors get to know each other and watch out for each other, especially as it is related to crime")*

13. Please tell us your level of interest in being involved in a Neighborhood Watch program.

Very Interested	Interested	Moderately Interested	Only a little Interested	Not interested

14. Do you know of the services and events that are offered by your community? *(Offer a prompt: Events like the Christmas party or services at the Neighborhood Action Center)*

Yes No Don't know/refuse to answer

15. Have you ever attended any of the events in your community?

Yes No Don't know/refuse to answer

16. If yes (Question 14), what services and events? *(Open-ended; record verbatim below– PLEASE PRINT)*

17. What would make you interested in attending community events? *(Open-ended; record verbatim below – PLEASE PRINT)*

18. Do you or your family ever go to or use the Neighborhood Action Center (NAC) at the corner of 12th and Keyes, across from the 7-11 store on Keyes?

Yes No Don't know/refuse to answer

19. Have you ever used any of the Neighborhood Action Center services? (Offer a prompt if necessary: *(For example, the After-School services, Healthy foods services or Food bank etc.)*

Yes No Don't know/refuse to answer

20. What subjects would make you interested in attending a neighborhood meeting, if any? *(Open ended, write response below– PLEASE PRINT)*

21. I believe people can make their communities a better place to live.

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

22. Have you ever noticed any other students in San Jose State University t-shirts working or helping out in your neighborhood? (Apart from us/me conducting the interview today)

Yes No Don't know/refuse to answer

(Preface the question below by telling them the scale and showing a card with the scale on it: 1. Extremely important, 2. Important, 3. Somewhat important, 4. Don't know, 5. Not important)

23. Please tell us how important the following are to you:

a) Access to more open space
b) Alley way improvements
c) Safer streets
d) More/better street lighting
e) Getting rid of litter
f) Getting to know your neighbors (better)
g) The Neighborhood Action Center
h) Front yards maintained

About the Respondent

24. How long have you lived in this neighborhood?

1 = Less than 2 years
2 = 3 to 5 years
3 = 6 to 10 years
4 = More than 10 years
7 = Refused

25. How many families live here? *(Write in response – PLEASE PRINT)*

26. What language(s) are spoken in your home? *(Write in response– PLEASE PRINT)*

27. In what ways do you think you can contribute to the community? *(Write in response, offer a prompt if necessary: For example, volunteer. – PLEASE PRINT)*

28. San Jose State students are going to work with community leaders to host family-friendly block parties as a way to meet your neighbors sometime this May. What day of the week and time would work best for you to attend? What sorts of activities at the party would make you want to attend? *(Write in response, offer a prompt if necessary: For example, volunteer. – PLEASE PRINT)*

Thank you for your cooperation in completing this survey!

Observation by interviewer (post survey)

The following questions should be answered by the interviewer based on observation (DO NOT ASK).

29. Housing type:
1 = Single Family
2 = Duplex
3 = Multi-Family (3 to 9 units)
4 = Multi-Family (10 or more units)
5 = Residential hotel, rooming or boardinghouse
6 = Mobile home or trailer
7 = Other

30. Gender
1 = Male
2 = Female

31. Language of the Survey
1 = English
2 = Spanish
3 = Vietnamese
4 = Other

Survey No.	____	Interviewer	_____
Team No.	____	Date	_____
Census Tract No.	____	Time	_____
Block Group No.	____		
Block No.	____		

Cuestionario de Percepción de Vecindario– Primavera 2013

Introduccion: Buenas dias. Mi nombre es/somos_____ de la Universidad de San Jose (San Jose State University) y estamos haciendo un estudio a cerca de su comunidad. No somos vendedores de ningun producto, solo queremos incluir su opinion en un estudio importante. Su respuestas seran anonimas y confidenciales. Su casa fue seleccionada al azar, y no vamos a registrar su nombre ni direccion de su domocilio.
Puede darnos un poco de su tiempo para que su punto de vista y opinions sean incluidos? (*En caso que pregunten, diganle cuanto tiempo va a durar la encuesta, porque si dura mas tiempo se pueden molestar or tal vez pueden decir "no, yo no tengo 20 minutos"*

Si dicen que no: "Muchas gracias por su tiempo."

Si dicen que si : "Que bueno. Este cuestionario es completamente voluntario, y agradezco su tiempo. Si llegamos a alguna pregunta que no quieres dar su opinion, no mas dime, y sigimos adelante. Tienes por lo menos 18 años de edad?

Percepciónes del Vecindario

*(Enseñales un mapa de la area de Spartan Keyes) "*Por favor dibuje un circulo del area que considere su vecindario."

(Antes de dicer las preguntas que sigue, diles primero: "Para las primeras preguntas, puede responder de la siguente manera: Completamente en Acuerdo, En Acuerdo, No Se, En Desacuerdo, Completamente en Desacuerdo")

1. Generalmente, mi vecindad es un buen lugar para vivir.

Completamente en Acuerdo	En Acuerdo f	No Se	En Desacuerdo	Completamente en Desacuerdo

2. Mi vecindad ha mejorado en los ultimos años.

Completamente en Acuerdo	En Acuerdo	No Se	En Desacuerdo	Completamente en Desacuerdo

3. Me siento seguro/a cuando camino por mi vecindad durante el dia.

Completamente en Acuerdo	En Acuerdo	No Se	En Desacuerdo	Completamente en Desacuerdo

4. Me siento seguro/a cuando camino por mi vecindad durante la noche.

Completamente en Acuerdo | En Acuerdo | No Se | En Desacuerdo | Completamente en Desacuerdo

5. Diganos de manera general que nivel de comodidad siente usted caminando en su vecindario. *(Responde: para hacer mandados, caminar para pasear, llevar los niños/as al parquet, etc)*
(Abierto; escribir abajo lo que dice –ESCRIBA CON LETRA DE MOLDE POR FAVOR)

6. ¿Diganos que le gusta de su vecindario? *(Abierto; escribir abajo lo que dice – ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

7. Durante los ultimos años, siento que el nivel de crimen ha bajado en mi vecindad.

Completamente en Acuerdo | En Acuerdo | No Se | En Desacuerdo | Completamente en Desacuerdo

8. ¿Que crees que se debe hacer, si lo hay, para mejorar su vecindad?
(Abierto; escribir abajo lo que dice –ESCRIBA CON LETRA DE MOLDE POR FAVOR)

9. ¿En un dia normal, como haces para ir al lugar donde necesitas ir?
a. Caminar
b. Bicicleta
c. Manejar (carro)
d. Transporte publico (buses, trenes)

10. Estoy preocupado con el nivel de actividad de las pandillas en mi vecindario.

Completamente en Acuerdo | En Acuerdo | No Se | En Desacuerdo | Completamente en Desacuerdo

11. ¿Cuantas veces revisa su correo electronico?

Muy Frecuentemente | Frecuentemente | De vez en cuando | Raramente | Nunca

12. Cual es el mejor metodo de comunicacion que usted cree que puede usarse para los eventos de Spartan Keyes?

Email | Volantes | Telefono | Redes socials (Facebook, Twitter, etc

Nivel de Interes para Participar en Actividades del Vecindario

(Antes de preguntar las siguiente preguntas, diga lo que sigue "El programa de Vigilancia de la Vecindad (Neighborhood Watch en Ingles) es apollada por la ciudad para ayudar vecinos para conocerse y protegerse ellos mismos, especialmente cuando esta relacionado con el crimen.

13. Por favor nos puede decir su nivel de interes en participar en el programa de *Vigilancia de la Vecindad (Neighborhood Watch).*

Muy Interesado	Interesado	Mas o Menos Interesado	Poquito Enteresado	No Estoy Interesado

14. Conoces los servicios y eventos que ofrece su communidad?
(Ofrece una sugerencia, como la fiesta de Navidad, posadas, o servicios de el Centro de Accion del Vecindario/Neighborhood Action Center)
Si No No se/ No quiero responder

15. Has participado en unos de los eventos de su comundid?
Si No No se/ No quiero responder

16. Si la respuesta en pregunta 14 es "Si", cuales servicios o eventos? *(Abierto; escribir abajo lo que dice –ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

17. Que le interesaria a usted para ir a eventos comunitarios? *(Abierto; escribir abajo lo que dice –ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

18. Usted o su familia han ido alguna vez o usado el Centro de Accion del Vecindario/Neghborhood Action Center (CAV/NAC) que queda en la esquina de la calle 12 y Keyes, en frente de la tienda 7-11 (diga "seven-eleven") en la calle Keyes?
Si No No se/ No quiero responder

19. Has participado en cualquier servicio del Accion del Vecindario/Neghborhood Action Center? (Ofrece un servicio si es necesario: *(Por ejemplo, servicios para niños/as despues de la escuela, servicios para comida saludable [Healthy Food Services, o Food bank etc.])*
Si No No se/ No quiero responder

20. Que temas estaria usted interesado/a para ir a reuniones comunitarios, si hay alguno? *(Abierto; escribir abajo lo que dice –ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

21. Yo creo que la gente pueden hacer un mejor lugar para vivir en sus comindades.

Completamente en Acuerdo | En Acuerdo | No Se | En Desacuerdo | Completamente en Acuerdo

22. Ha visto estudiantes en camisetas, o ropa que dice San Jose State University trabajando o ayudando a su vecindad?

Si | No | No se/ No quiero responder

(Antes de esta pregunta darle una carta que dice 1-4, informales que 1 significa muy importante, y 4 significa poquito importante)

23. Use la escala de 1-4, para dar su opinion cual es lo mas importanta para usted:

a) Mas areas abiertas accesibles
b) Mejorando y reparando callejones
c) Calles mas seguras
d) Mas/Mejor iluminacion en las calles
e) Limpieza de las calles (basura)
f) Conociendo tus vecinos (mejor)
g) Centro de Accion del Vecindario/Neighborhood Action Center
h) Mantenimento de las yardas y cesped en frente de las casas

Preguntas del Residente

24. Cuantos años has vivido en esta area?

1 = Menos de 2 años
2 = 3 a 5 años
3 = 6 a 10 años
4 = Mas de 10 años
7 = No quiero dicir

25. Cuantas familias viven aqui? (Escribe la respuesta *–ESCRIBA CON LETRA DE MOLDE POR FAVOR*)

26. Quales lenguages se usan en la casa? (Escribe la respuesta *–ESCRIBA CON LETRA DE MOLDE POR FAVOR*)

27. En que modos crees que usted puedes contribuir a tu comunidad? *(*Escribe la respuesta*, ofrece ideas, por ejemplo, voluntario –ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

28. Los estudiantes de la Universidad del Estado de San Jose estan trabajando con los lideres comunitarios para organizar fiestas familiares durante el mes de Mayo. Que dia de la semana y a que hora seria major para usted? Que clase de actividades serian actractivas para estar presente en la fiesta? *(*Escribe la respuesta*, ofrece ideas, por ejemplo, voluntario –ESCRIBA CON LETRA DE MOLDE POR FAVOR)*

Muchas gracias por su tiempo, y cooperacion!

The following questions should be answered by the interviewer based on observation (DO NOT ASK).

25. Housing type:
1 = Single Family
2 = Duplex
3 = Multi-Family (3 to 9 units)
4 = Multi-Family (10 or more units)
5 = Residential hotel, rooming or boardinghouse
6 = Mobile home or trailer
7 = Other

26. Gender
1 = Male
2 = Female

27. Language of the Survey
1 = English
2 = Spanish
3 = Vietnamese
4 = Other

Survey No.	____	Interviewer	_____
Team No.	____	Date	_____
Census Tract No.	____	Time	_____
Block Group No.	____		
Block No.	____		

Neighborhood Perception Survey Questionnaire – Spring 2013

Xin chào qúy vị. Tôi là (_____) từ Đại học San Jose State University và chúng tôi đang nghiên cứu về khu vực hàng xóm của bạn. Đây không phải là thương mại và câu trả lời của bạn hoàn toàn giữ kín. Chúng tôi chỉ muốn đưa ý kiến của bạn vào bản thăm dò.
Nhà của bạn tình cờ được chọn. Chúng tôi không biết tên bạn, và câu trả lời được giữ nặc danh. Xin bạn cho ít thời gian để có thì giờ ghi nhận ý của bạn.

Introduction: Good (morning/afternoon). I'm/we're _____ from San Jose State University and we're conducting research about your neighborhood. We are not selling anything and your responses are completely confidential. We just want to include your opinion in this important survey. Your home was randomly selected. We will keep no record of your name or address and your responses will completely anonymous. May we have some of your time to be sure that your views are included? *(Tell the person about how long it will take if they ask, otherwise it might upset them if it goes longer or they might say "no, I don't have 20 minutes.")*

If No: Cám ơn bạn đá cho thời gian của bạn.
If no: "Thank you for your time."

If Yes: Tốt lắm. Bản thăm dò được tự nguyện hoàn thành và chúng tôi cảm ơn bạn đã cho thời gian của bạn. Nếu câu nào bạn không muốn trả lời, xin cho biết, tôi sẽ qua câu khác. Để cho bản thăm dò được trung thực, xin cho hỏi, bạn ít nhất là 18 tuổi?

If yes: "Great. This survey is completely voluntary and we're very thankful for your time. If we come to any question that you don't want to answer, just tell me and we'll move on. To make our survey as representative as possible, are you at least 18 years in age?"

Neighborhood perceptions

(Cho họ thấy một bản đồ của Spartan Keyes). "Hãy vẽ một vòng tròn xung quanh khu vực của bạn."

(Show them a map of the Spartan Keyes area) "Please draw a circle around the area you consider your neighborhood."

Bắt đầu những câu hỏi dưới đây với cụm từ này: Đối với những câu hỏi sau này, tôi sẽ cung cấp cho bạn một câu và tôi muốn bạn cho trả lời Rất đồng ý, Đồng ý, Không biết (cho dù bạn đồng ý), Không đồng ý, hoặc Rất không đồng ý với họ ")

(Preface the questions below with this statement: "For these first questions I'm going to give you a statement and I'd like you to tell me whether you Strongly Agree, Agree, Don't Know (whether you agree), Disagree, or Strongly Disagree with them")

1. Nói chung, cộng đồng của tôi là một nơi tốt để sống.

2. Khu phố cộng đồng của tôi đã trở nên tôt hơn so với những năm gần đây.

3. Ở ban ngày, tôi cảm thấy an toàn khi đi bộ trong khu phố của tôi.

4. Ở ban đêm, tôi cảm thấy an toàn khi đi bộ trong khu phố của tôi.

5. Xin cho chúng tôi biết về tổng thể mức độ an tâm của bạn khi đi bộ xung quanh khu phố của bạn.
(Gợi ý: làm việc vặt, đi bộ, giải trí, đi bộ với các trẻ em đến công viên)

6. Xin vui lòng cho chúng tôi biết những gì bạn thích về khu phố của bạn?

7. Tôi cảm thấy sự vi phạm là thấp hơn trong khu phố của tôi trong vài năm qua.

8. Những gì cần phải xảy ra để nâng cao khu phố của bạn?

9. Trong một ngày thông thường, bạn đi thế nào để tới điểm đến?
   a. Walk (Đi bộ)
   b. Bike (Đi xe đạp)
   c. Drive (Lái xe)
   d. Take public transit (Đi giao thông công cộng)

10. Tôi lo lắng về mức độ hoạt động băng đảng trong khu phố của tôi.
   Strongly agree (Rất Đồng Ý)
   Agree (Đồng Ý)
   Don't Know (Không Biết)
   Disagree (Không Đồng Ý)
   Strongly Disagree (Rất Không Đồng Ý)

11. Bạn kiểm tra email của bạn bao nhiêu lần?
   Very Frequently (Rất thường xuyên)
   Frequently (Thường xuyên)
   Occasionally (Thỉnh thoảng)
   Rarely/Never (Hiếm khi/ Không bao giờ)
   Does not have email (Không có email)

12. Phương pháp giao tiếp tốt nhất cho các hoạt động ở khu phố Spartan Keyes là gì?
   Email (Email)
   Flyers (Giấy thông báo)
   Phone (Điện thoại)
   Other Social Media (Phương tiện truyền thông xã hội (Facebook, Twitter))

"The Neighborhood Watch là một chương trình của thành phố San Jose để giúp đỡ hàng xóm biết nhau và xem ra cho nhau, đặc biệt là khi đó là liên quan đối với tội phạm và các vi phạm"

(*Preface this question with this statement: "The Neighborhood Watch program is a City sponsored program to help neighbors get to know each other and watch out for each other, especially as it is related to crime")*

13. Xin cho biết mức độ hứng thú tham gia của bạn trong chương trình The Neighborhood Watch.

Very Interested (Rất muốn biết)
Interested (Muốn biết)
Moderately (Trung bình)
Only a little (Chỉ một chút)
Not interested (Không muốn biết)

14. Bạn có biết các dịch vụ và các hoạt động được cung cấp bởi cộng đồng của bạn? (Cung cấp một thí dụ dụ: các hoạt động như tiệc Giáng sinh hoặc các dịch vụ tại Neighborhood Action Center)

Yes (Có)
No (Không)
Don't Know/ refuse to answer (Không biết/ Không chối trả lời)

15. Bạn đã bao giờ tham gia những hoạt động trong cộng đồng của bạn?

16. Nếu có (Câu hỏi 14), những dịch vụ và các hoạt động gì?

17. Thế nào sẽ làm cho bạn hứng thú tham gia các hoạt động trong cộng đồng?

18. Bạn hoặc gia đình của bạn có bao giờ đi đến hoặc sử dụng Neighborhood Action Center (NAC) ở 12th Street và Keyes Street, gần tiệm 7-11?

19. Bạn có bao giờ sử dụng dịch vụ của Neighborhood Action Center?

20. Những môn gì sẽ làm cho bạn tham gia một cuộc họp cộng đồng khu phố?

21. Tôi tin rằng mọi người có thể làm cho cộng đồng của họ một nơi sống tốt hơn.

22. Bạn nhận thấy học sinh mặc San Jose State University áo thun làm việc hoặc giúp đỡ trong khu phố của bạn?(Ngoài ra chúng tôi thăm dò hôm nay)

23. (Preface the question below by telling them the scale and showing a card with the scale on it:

1. Extremely important (Rất quan trọng)
2. Important (Quan trọng)
3. Somewhat important (Hơi quan trọng)
4. Don't know (Không biết)
5. Not important (Không quan trọng)

Xin cho biết các mục sau đây là quan trọng bao nhiêu:
Please tell us how important the following are to you:

a) Access to more open space (Không gian mở hơn)
b) Alley way improvements (Sạch ngõ hẻm)
c) Safer streets (Đường phố an toàn hơn)
d) More/better street lighting (Đèn đường nhiều hơn và tốt hơn)
e) Getting rid of litter (Bỏ rác)
f) Getting to know your neighbors (better) (Biết hàng xóm hơn)
g) The Neighborhood Action Center
h) Front yards maintained (Sân trước giữ tốt)

24. Bạn sống ở cộng đồng này bao lâu?

1 Dưới hai năm
2 3-5 năm
3 6-10 năm
4 Trên 10 năm
7 Không biết/ Không trả lời

25. Có mấy gia đình sống ở đây?

26. Ngôn ngữ nào được nói trong nhà của bạn?

27. Cách nào bạn nghĩ rằng bạn có thể đóng góp cho cộng đồng?

28. Sinh viên San Jose State và các lãnh đạo cộng đồng đang làm kế hoạch cho bữa tiệc cộng đồng để giúp hàng xóm gặp nhau trong tháng năm. Ngày nào trong tuần và thời gian là tốt nhất cho bạn tham dự? Những hoạt động nào bạn muốn tại bữa tiệc?

Cảm ơn bạn đã hợp tác của bạn trong việc hoàn thành cuộc tham dò!
Thank you for your cooperation in completing this survey!

Observation by interviewer (post survey)

The following questions should be answered by the interviewer based on observation (DO NOT ASK).

29. Housing type:
1 = Single Family
2 = Duplex
3 = Multi-Family (3 to 9 units)
4 = Multi-Family (10 or more units)
5 = Residential hotel, rooming or boardinghouse
6 = Mobile home or trailer
7 = Other

30. Gender
1 = Male
2 = Female

31. Language of the Survey

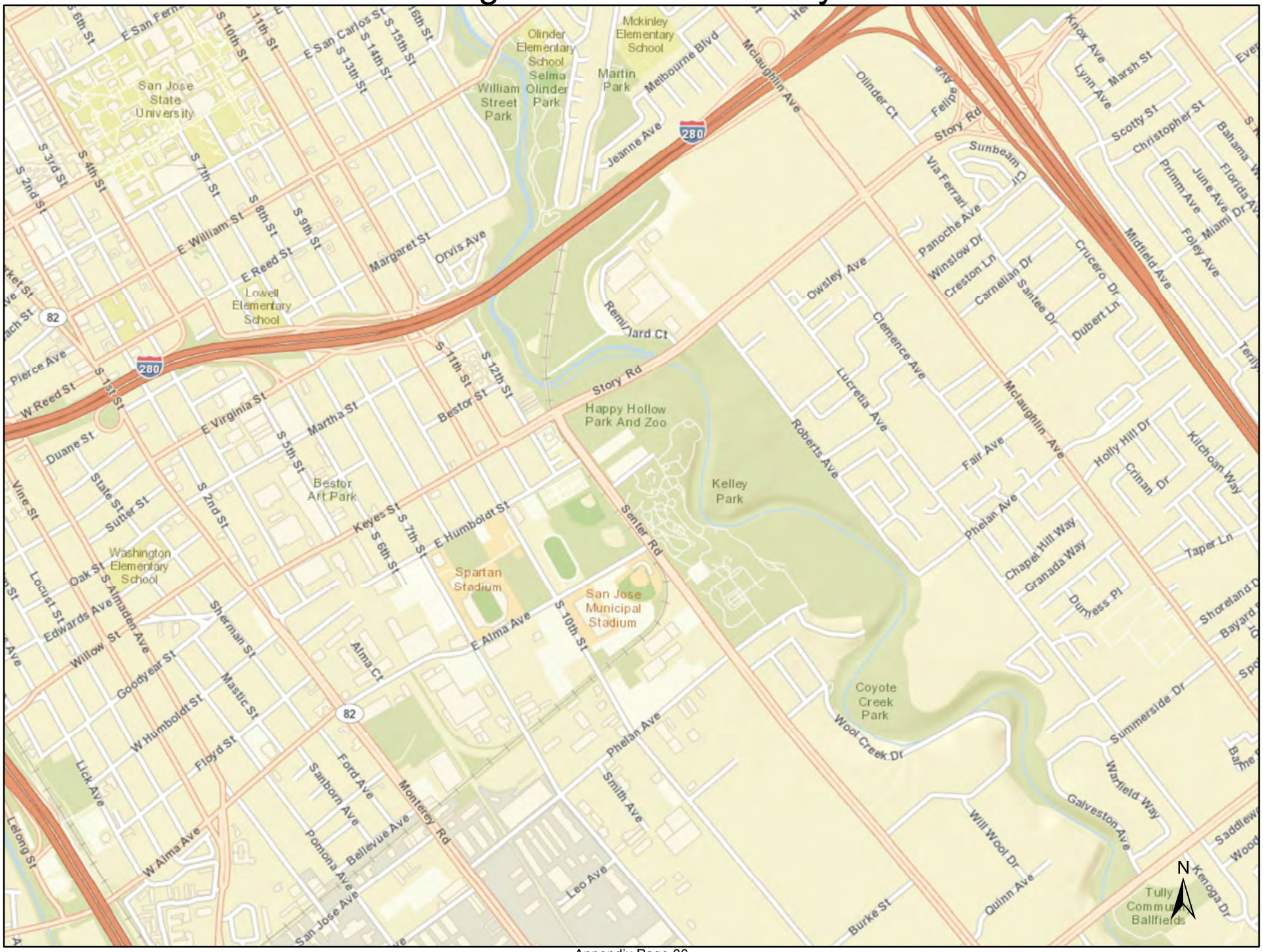
1 = English
2 = Spanish
3 = Vietnamese
4 = Other

APPENDIX D
SURVEY AREA MAPS

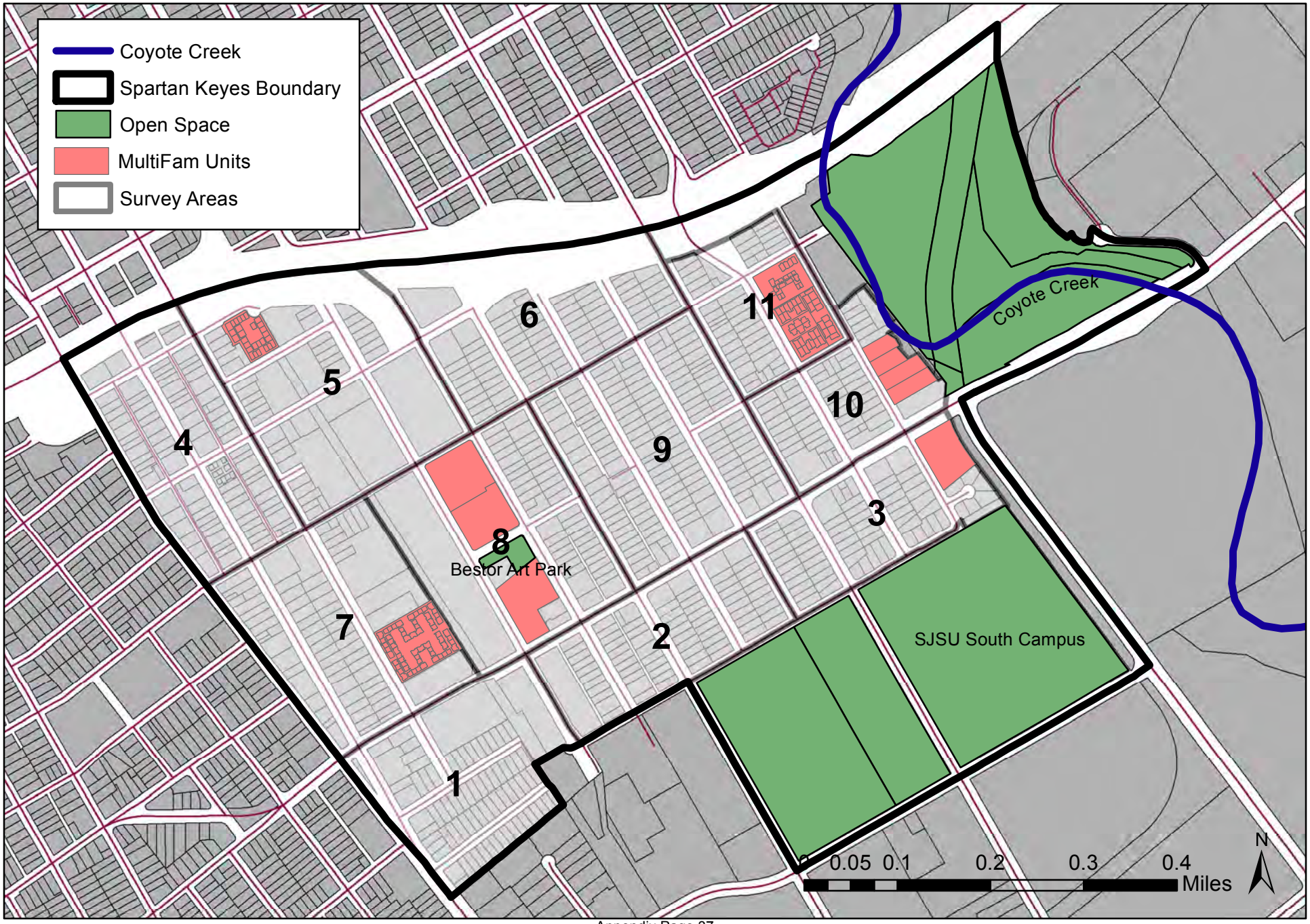
D.1 Overall Survey Area Map 36

D.2 Individual Survey Area Maps 38

Neighborhood Boundary



Spartan Keyes Neighborhood



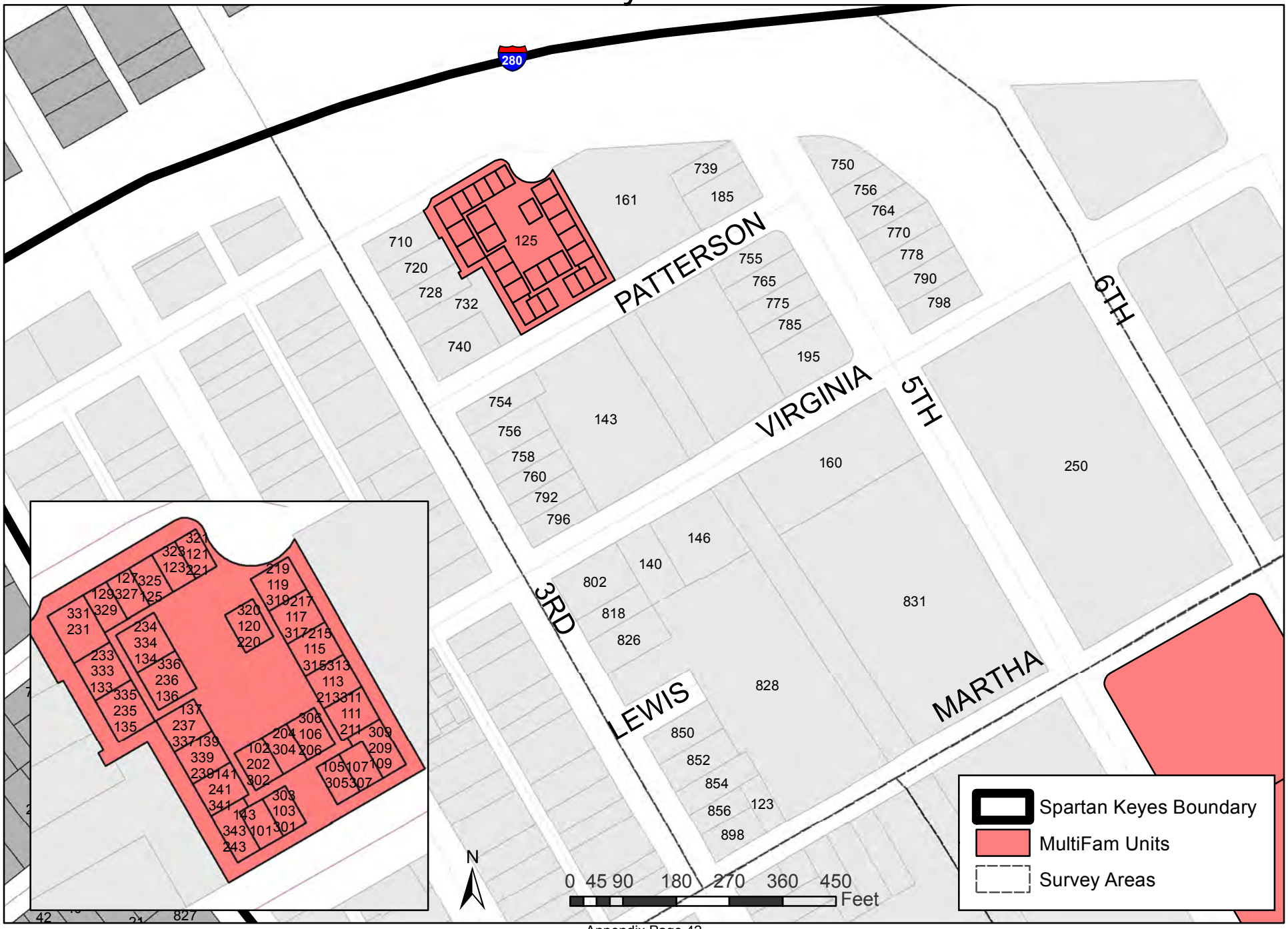
Survey Area 1

Survey Area 2

Survey Area 3

Survey Area 4

Survey Area 5



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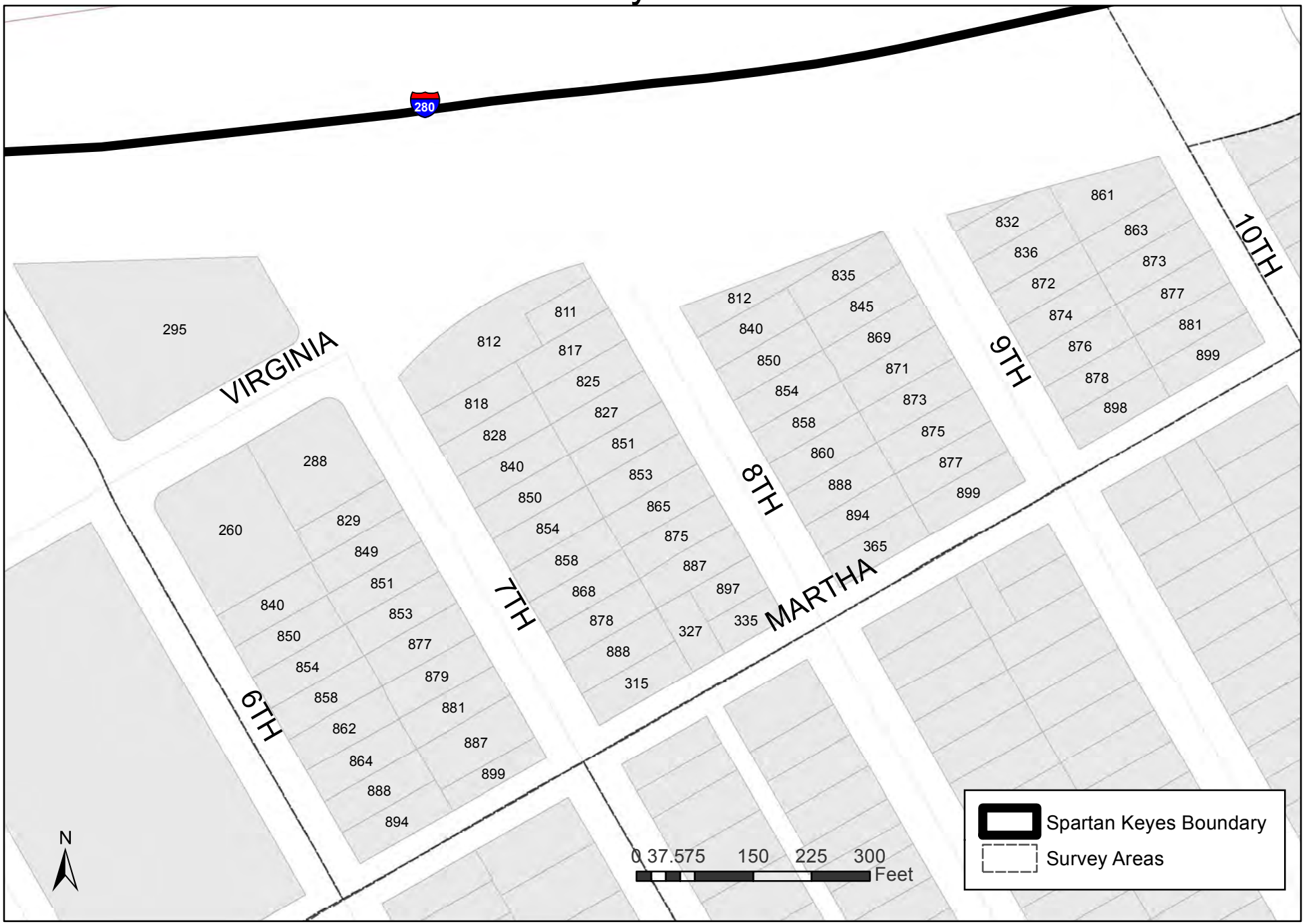
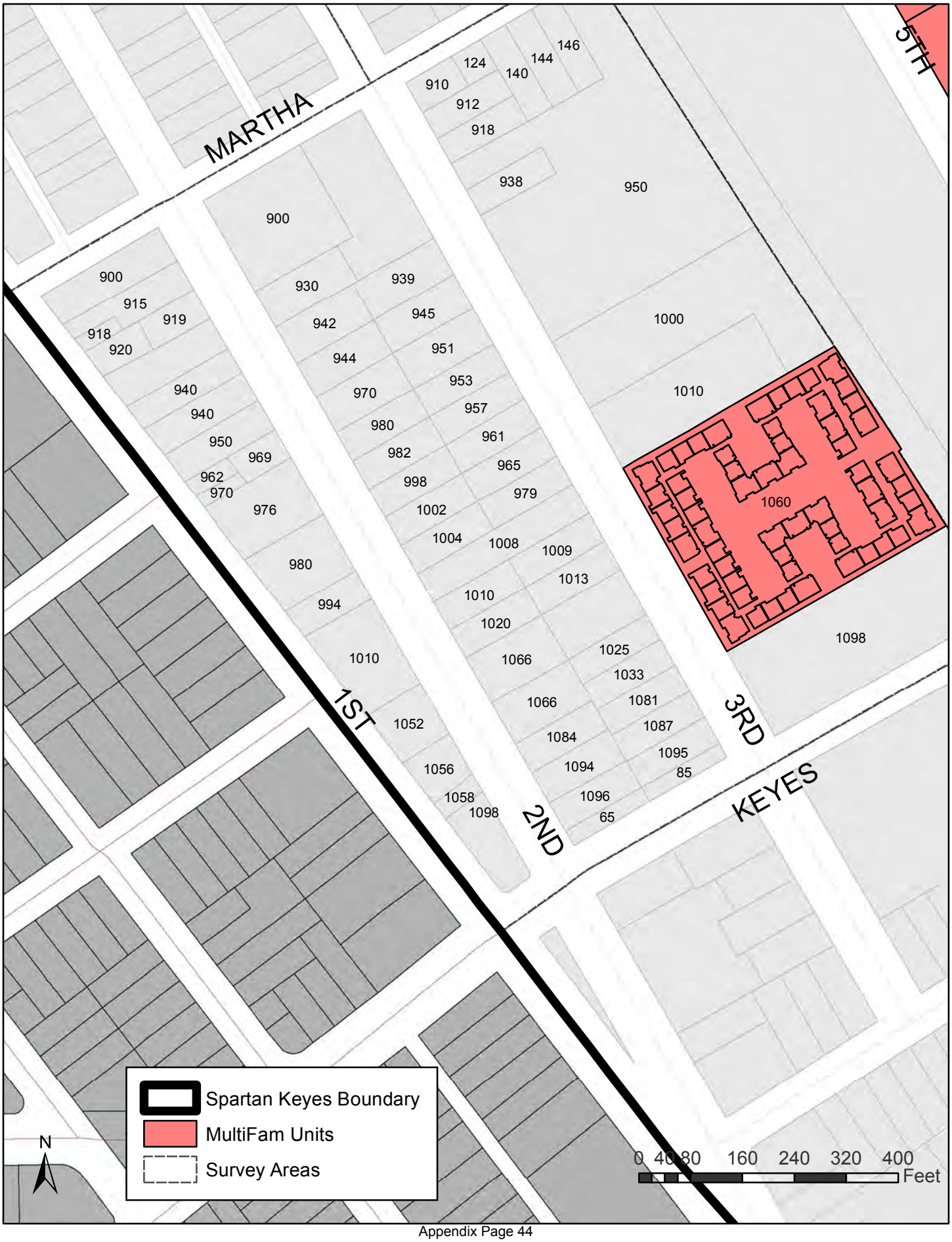


Survey Area 7



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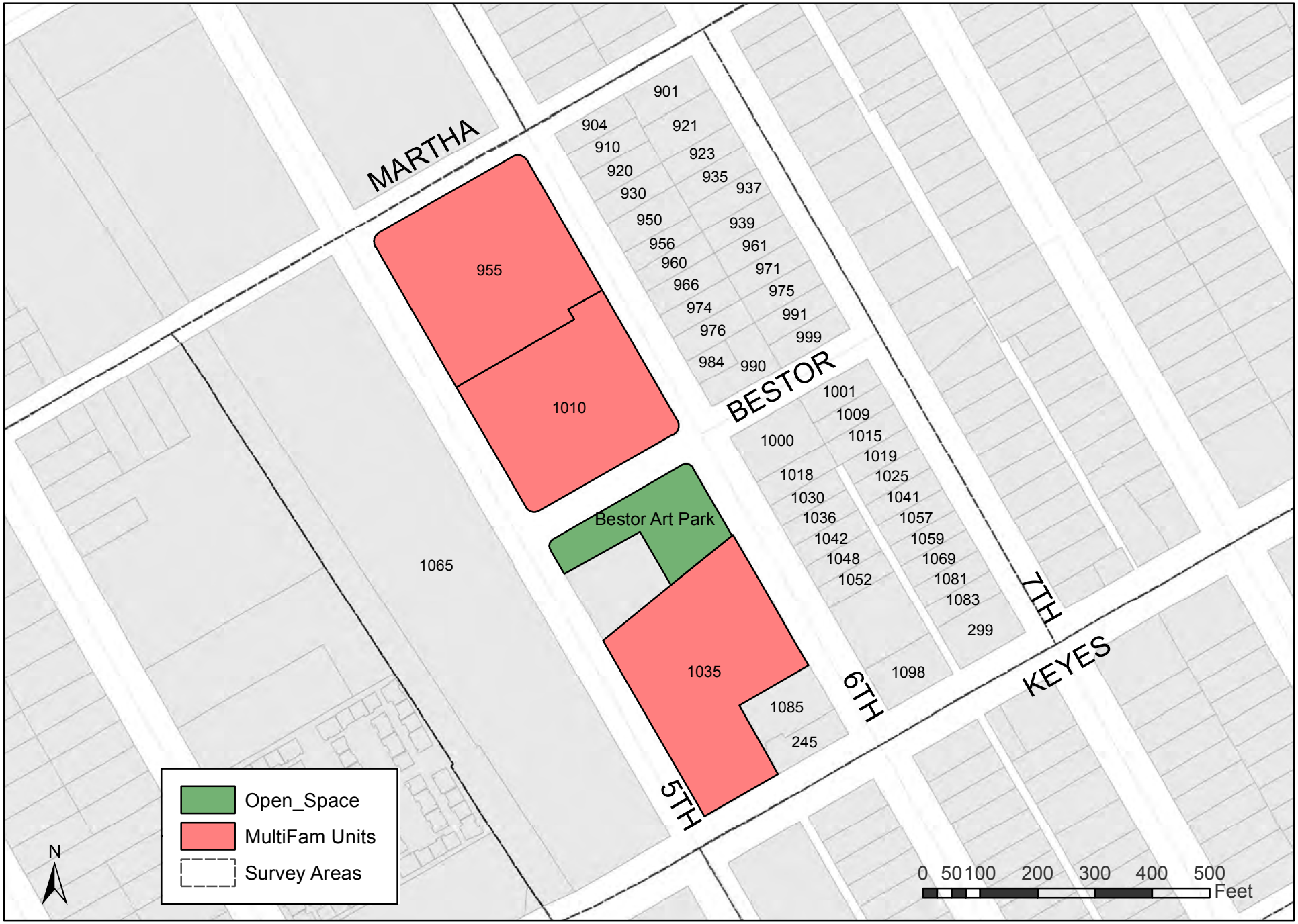

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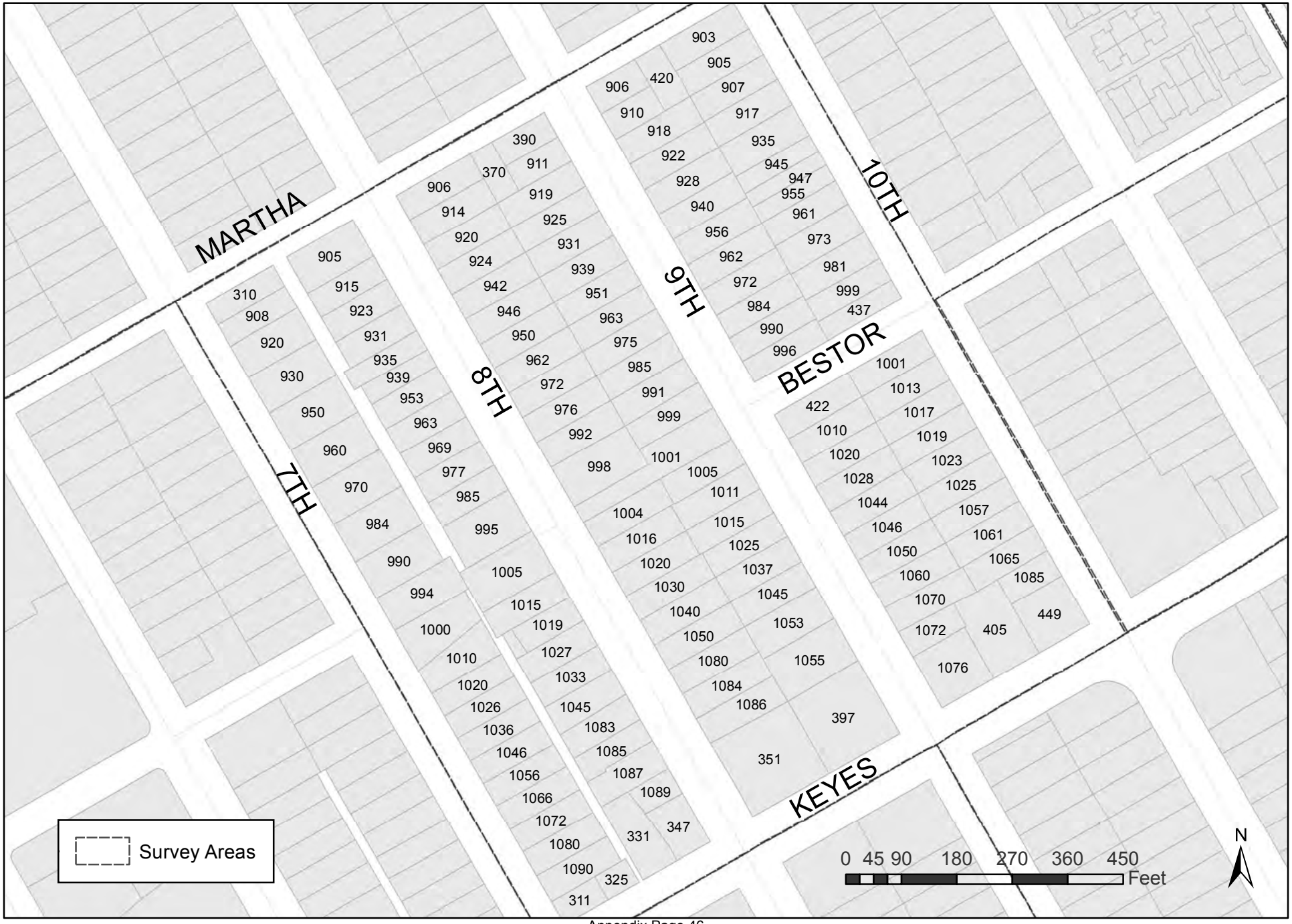
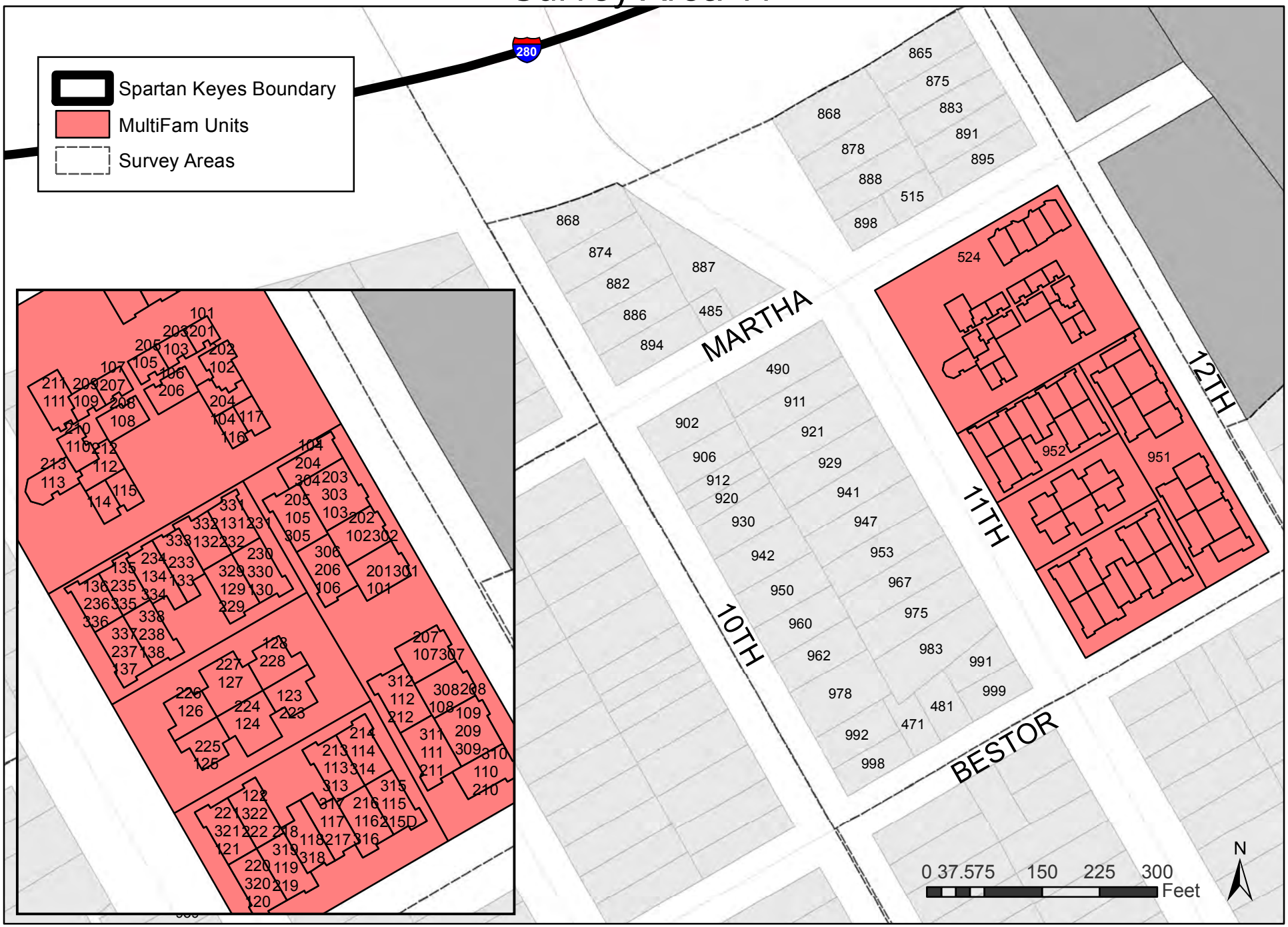


Survey Area 10

Survey Area 11