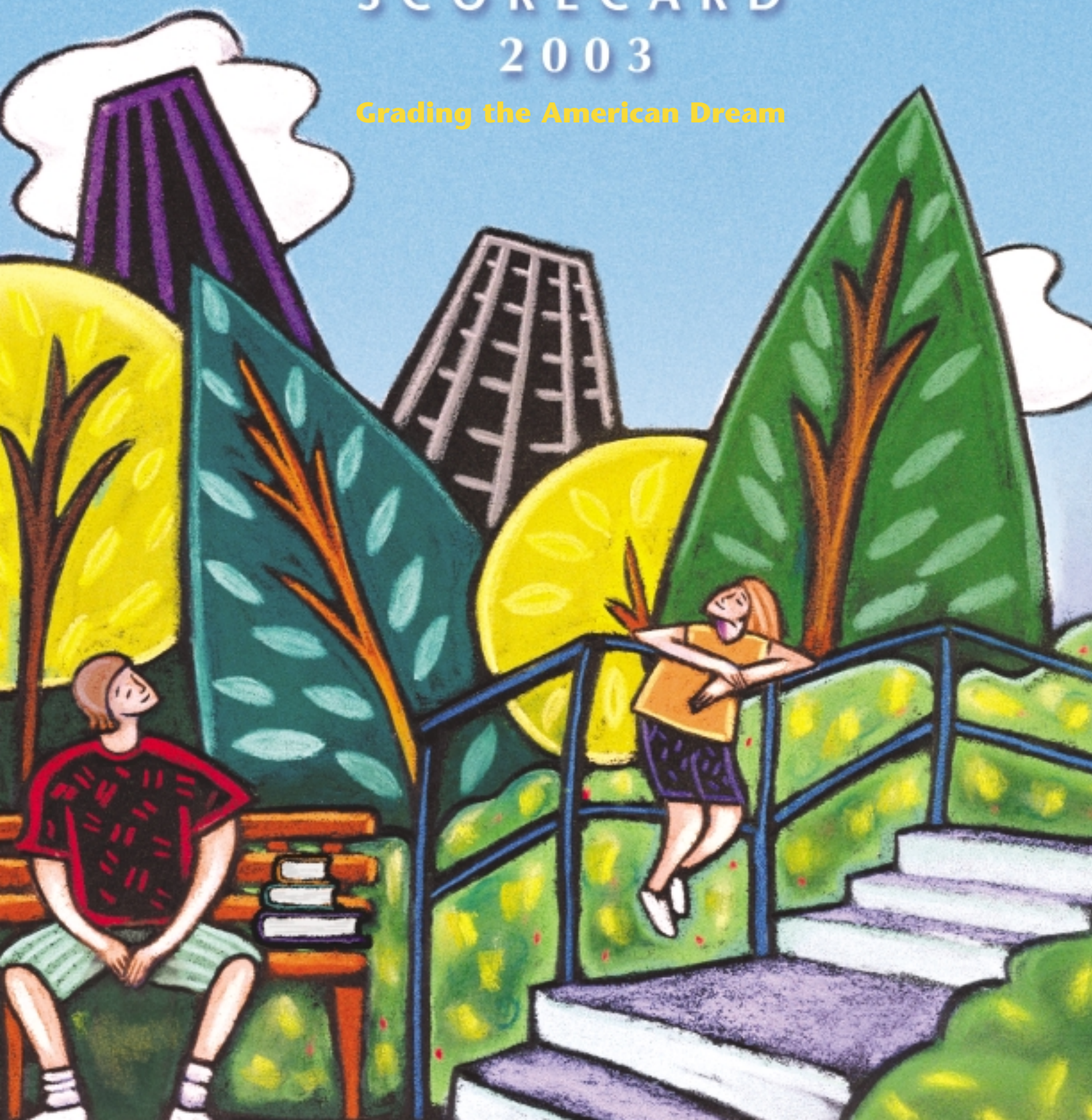


Latino

SCORECARD

2003

Grading the American Dream





Latino

SCORECARD

2003

Grading the American Dream

This is the Summary Report. The Full Report and the Summary Report are available online at www.unitedwayla.org.

October 2003

Welcome and felicidades once again.

In 2000, we published *American Dream Makers: Facts and Opinions about L.A.'s Latino Emerging Majority* to raise awareness about the growing, multi-faceted, and increasingly influential Latino community in Los Angeles County. We celebrated the strengths of L.A.'s Latinos who, energized by a sense of optimism, demonstrate an amazing capacity to achieve in spite of the challenges. The overwhelming response to this profile affirmed our belief that the shared concept of the American Dream still unites and inspires us as strongly today as it has for countless generations.

With the *Latino Scorecard 2003: Grading the American Dream*, we take the important next step. Where *American Dream Makers* delved deep into statistics, perceptions, and implications surrounding today's Latino community, the *Latino Scorecard* challenges us to put this knowledge to work. It builds upon the expertise of L.A.'s best leaders and institutions, and taps into the vibrant, optimistic, hard-working spirit of the community itself. Most importantly, this effort is based on one fundamental idea...

It's time for action.

Through the Scorecard's Action Agenda, we will begin to bring together an array of resources and put them to work in a strategic manner designed to create the most impact. While there are many serious challenges that face the Latino community and threaten the future prosperity of Los Angeles County, we are in a position to do something about it. By working together with an unprecedented level of collaboration, we can surround and attack those challenges on many different fronts. The investments we make today in the vitality of the Latino community will yield huge results tomorrow, in every neighborhood of L.A. County.

I want to extend my thanks to the committee, the institutions, and the sponsors who made this report possible. I am also grateful to United Way of Greater Los Angeles for being the glue that held it all together.

It's an exciting time of rich possibility, a pivotal moment in the social history of our region when we actually have the knowledge, the tools, and the human spirit to make a significant change. The result is an extraordinary first step toward change, built upon a foundation of knowledge, communication, leadership, and accountability. With this action agenda, we set in motion a five-year plan that will move us down that road toward the most worthy of all possible destinations: a better future for everyone. We hope you'll heed the call and begin the journey with us.

Sincerely,



Monica Lozano
President
La Opinión

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Fundamentals of Hope

Manuel Pastor, Professor,
Latin American & Latino
Studies, UC Santa Cruz

With Latinos slated to be the majority in Los Angeles County before the end of the decade, the state of this community is of critical interest to everyone. Current statistics, as amply demonstrated in this scorecard, leave much to be desired: Housing is a serious challenge, economic outcomes and access to health insurance have a long way to rise, and education, the fundamental for any progress, is in serious crisis.

Yet there are also fundamentals of energy, optimism, and hope that signal a path ahead.

The Latino work ethic – as measured by the degree of participation in the labor force – is very high, and the entrepreneurial spirit is surprisingly robust. Latino optimism and willingness to invest in the future is also evidenced by extraordinarily high rates of family formation, including those of the most traditional sort: over 40 percent of Latino households in Los Angeles County consist of married couples with children while the figure for non-Latino households is less than 20 percent.

There is also an impressive engagement with civic institutions. An upward trend in Latino voting and electoral participation has led candidates to reach out to understand the community's needs and dreams. Many churches and community organizations have experienced a renaissance due to the infusion of Latino enthusiasm and loyalty. Unions have also benefited, with well-publicized campaigns in the largely Latino janitorial and home health care occupations capturing the hearts of many Angelenos sympathetic to the plight of those working hard and still not making it.

It all suggests that Latinos are eager to make a living *and* make a life: Latinos are heading to jobs and businesses every day, keeping families

intact in tough times, and energizing our civic and social institutions with new vigor and vision. And despite concerns by some that the rapid growth of the Latino population would produce a cacophony of difference, the "Latino action agenda" is, in fact, quite universal: improvements in education, enhanced opportunities for income and wealth creation, wider access to health care, and more support for family-friendly neighborhoods.

Why then does the scorecard suggest that so much is going wrong?

Part of the "problem" is that very recent immigrants face daunting challenges. Moving on up is certainly possible: several new studies have documented significant economic gains between Latino generations. But the same studies warn that a major stumbling block to improved performance is the education gap so amply documented here. Moreover, waiting for intergenerational improvement will not be enough: The progress we see now for third- and fourth-generation Latinos occurred in a different time, one in which public investment in the state's infrastructure, economy, and schools was part of our civic DNA.

In short, the secret to past success has not simply been the *ganas* or desires of Latinos themselves but also public will and public policy. The risk is that the scorecard will be seen as an indictment of a population lagging behind. What it really suggests is a call to action: The system in which we all participate is failing. Addressing this challenge together will be part of restoring an American Dream shared by all.



THE SCORECARD

This scorecard reveals a set of grades that any school child would dread to take home. It's easy to get discouraged and see only the dismal side of what these grades represent in our community. We must look more deeply: There are core issues at work behind these grades that are within our power to change.

Latino Scorecard 2003 is a *policy* tool that can promote progress in government. It is a *communication* tool that can open up new dialogues and take us beyond myths and stereotypes. It is an *accountability* tool that can hold us to our word so we follow through and stay on track. And at its heart, it is a *leadership* tool that can pool our greatest resources and move our diverse community forward.

Once we all realize that these aren't just "Latino issues," we can work effectively together to alter the course of L.A. County's future and earn better grades for the next time around!

Health

- High rate of healthy births, longer life expectancy, lower death rates
- Many youth and adults are overweight and lack needed exercise
- High rate of no health insurance
- Very low medical school enrollment despite severe physician shortage

Grade

C

Education

- Low preschool education enrollment
- Reading and math achievement scores below county and national averages
- Some schools show good results with high concentrations of Latino students
- High dropout rates
- Low rate of college preparation by Latino high school graduates

Grade

D

Economic Development

- Low median income and per capita income
- Lack of access to capital: prohibitive lending, loan denial
- Lack of financial literacy among consumers
- Lack of business-friendly infrastructure in Latino communities

Grade

C

Housing

- Accessibility – few new home loans, high rejection rate, higher interest rates
- Availability – low home ownership rate, population growth outpacing new home construction
- Affordability – high percent of income spent on housing, rapidly rising prices
- Quality – smaller, crowded, and poorer quality housing

Grade

D

Public Safety

- Higher rate of violent crime
- Low property crime rate appears underreported
- Lower youth crime rate, but higher in homicide
- Low rate of hate crime victims
- Inadequate representation among law enforcement officers

Grade

C

Health

Center for the Study of Latino Health
& Culture at UCLA

David E. Hayes-Bautista, Ph.D.,
Mariam I. Kahramanian, M.P.H., and
Cristina Gamboa



Overall Health Grade: C

The indicators in this section suggest that Latinos' health status is likely to decline in the future if their lifestyles don't change and if access to culturally competent health care remains limited. The ongoing shortage of Spanish-speaking doctors means that the most vulnerable members of the Latino community may not be able to find a physician to talk to. The fact that so few Latinos have health insurance means that too many people are relying on emergency rooms for medical care or are not getting care at all. Changes are needed—both system wide and among individuals—to help ensure that Latinos continue to enjoy good health.



Baseline Indicators

1. HEALTH OUTCOMES Grade: **A**
Latinos have some of the state's best health outcomes as reflected in birth and death rates. 5.8% of Latinos had low birth weight babies compared to 7% of non-Latinos in 2002. In 2000, the infant mortality rate for Latinos was 5.2 deaths per 1,000 live births compared to 5.7 for non-Latinos. Latinos are 36% less likely to die due to heart disease, 39% less likely to die from cancer, and 31% less likely to die from stroke. Moreover, Latinos live five years longer: In California, Latinos enjoy a life expectancy of 82.5 years, compared to 77.3 years for non-Latinos.

Recommendation:

- Encourage maintenance of health-promoting cultural practices, such as nutritional patterns, breast feeding, and strong family supports.

2. HEALTHY BEHAVIORS Grade: **D**
Latino adults and teens in L.A. County aren't getting enough exercise and are more likely to be obese than other ethnic groups. On the other hand, the Latino community has one of the lowest smoking rates in the state.

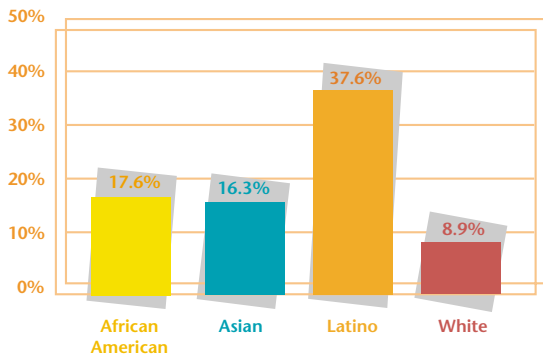
Recommendations:

- Increase public awareness and education about healthy behaviors that can significantly decrease the prevalence of illnesses such as heart disease and diabetes.
- Promote policy measures that prohibit the sale of junk food on school campuses.
- Hold school districts accountable for providing better nutrition and promote physical education.

Adults (18+), Health Promoting Behaviors
Los Angeles County, 1999-2001



Percent with No Health Insurance
Los Angeles County, 1999-2001



3. MEDICAL SCHOOL ENROLLMENT

Grade: **F**

In Los Angeles County, of the possible 306 open seats in the three medical schools (UCLA, USC, Drew), only 38 Latinos were enrolled in the Fall 2002 semester – yet L.A. County has a shortage of approximately 10,800 Spanish-speaking physicians. This is an alarming shortfall that is unlikely to end soon if so few aspiring Latino doctors are accepted for enrollment in the county's medical schools each year. This lack of Spanish-speaking physicians jeopardizes the Latino community's access to quality health care.

Recommendations:

- Introduce students to health professions at the community college level.
- Develop a coalition of health plan providers and community-based organizations that can work with medical schools to expand enrollment among Latinos.
- Encourage medical school enrollment by funding financial incentives, scholarships, and internships.

4. HEALTH INSURANCE

Grade: **D**

In Los Angeles County, only about 62% of all Latinos have health insurance, the lowest rate of all ethnic groups. By comparison, 91% of Whites have health care coverage. Latinos are much less likely to have health insurance largely because it is not provided by their employers.

Recommendations:

- Advocate for maintenance of state-funded health insurance programs, including Medi-Cal and Healthy Families.
- Promote moderate-cost employer health insurance coverage plans for smaller businesses.



The overall health of a community is dependent upon a great many tightly interwoven and interdependent factors, such as education, poverty level, and access to quality care. Despite some struggles in these key areas, the growing Latino population in L.A. County is enjoying good health. In general, Latinos experience good birth outcomes (normal birth weights and lower rates of infant death) and are less likely than other ethnic groups to succumb to the leading causes of death, such as heart disease, stroke, and cancer. However, the prevalence of obesity, poor nutritional habits, and lack of exercise pose significant threats to some of these positive findings. The future vitality of L.A. County depends on our ability to make substantial improvements to the areas that directly affect the health status of the emerging Latino majority.

"While Latino health is generally good, there are troubling trends that could erode this positive profile that must be tracked." – David Hayes-Bautista, Ph.D. Center for the Study of Latino Health & Culture at UCLA



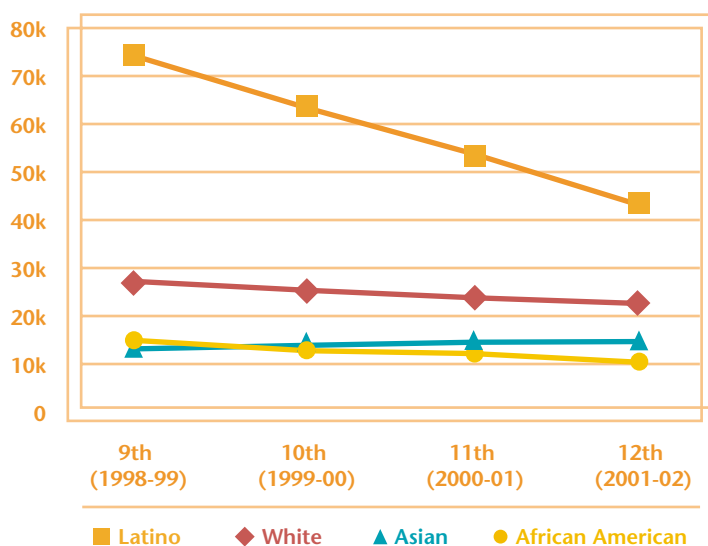
Education

Tomás Rivera Policy Institute at
University of Southern California
Louis G. Tornatzky, Ph.D.,
Celina Torres, MPP, Traci L. Caswell,
and Harry P. Pachon, Ph.D.

Overall Education Grade: D

From cradle to college and beyond, Los Angeles County's education system is not serving Latino students well. As the four indicators of academic success show, L.A. County's Latino students—who account for 60% of public school enrollment—are less likely to participate in pre-kindergarten, less likely to do well on standardized tests, less likely to stay in high school, and less likely to be eligible for UC or CSU systems. Unless major change occurs, it is likely that many Latino youngsters of today will face limited career prospects and lower wages when they enter the labor market.

L.A. County Enrollment Trends
Grades 9th–12th



Baseline Indicators

1. PRESCHOOL ENROLLMENT Grade: **C**
Some of the most important learning of early literacy and language skills happens before children ever enter kindergarten, yet only 42% of Latino three and four year-olds are enrolled in preschool, compared to 74% of Whites and 63% of African Americans and Asians.

Recommendation:

- Develop a comprehensive vision and follow through with a practical plan that will dramatically increase the number of spaces available—and the quality of—preschool education for Latino children, including family literacy programs.

2. MATH, LANGUAGE, AND READING ACHIEVEMENT Grade: **D**

About 36% of L.A. County fourth grade Latino students scored at or above the national average on the CAT/6 math test, while 67% of Whites scored at that level. Only 29% of Latino students scored above the national average in language, compared to 64% of Whites, and a mere 19% of Latino students were above the national average in reading compared to 55% of White students.

Recommendation:

- Encourage parents, community, and school leadership to work together for the common goal of school improvement; initiate an effective practical plan of action that is research-based to target issues of literacy and academic achievement.

3. HIGH SCHOOL COMPLETION Grade: **D**

Tracking L.A. County high school enrollment from 1998-2002 shows that by 12th grade, 40% fewer Latino students are enrolled than in 9th grade, compared to an 18% dropoff for Whites. Approximately 30,000 young Hispanics disappeared from school over these four years of high school.

Recommendation:

- Promote more aggressive action in the school system by adopting effective dropout intervention strategies. Demand that school districts keep better track of high school students and reliably report the outcome of their high school academic experience.

4. UC/CSU ELIGIBILITYGrade: **C**

Only 26% of Latino high school graduates complete the required coursework for admission to the California State University or University of California systems, compared to 44% for Whites, 69% of Asian American students, and 31% of African Americans in the county. This effectively shuts many Latinos off from a low-cost, high-quality four-year education.

Recommendations:

- Increase access to quality college preparation classes, including advanced placement courses.
- Ensure that parents and students are better informed about how to prepare for a college education, and increase awareness about financial resources that are available.

SUCCESSFUL SCHOOLS

Despite dismal aggregate statistics, researchers found many schools in L.A. County that showed promising results for Latino students.

- **Math:** 61 schools had 45% or more scoring above the national average
- **Language:** 52 schools had 38% or more with scores above national average
- **Reading:** 46 schools had 27% or more scoring above national average

These schools have shown that success is possible for Latino students – a lesson that more schools need to study if we're going to build a brighter future for L.A. County.

Recommendation:

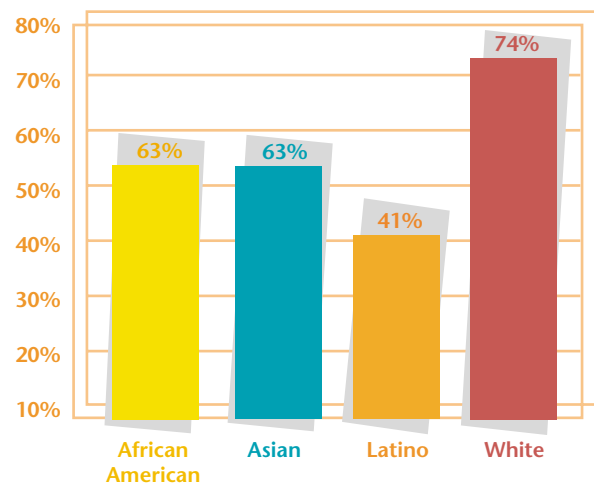
- Research best practices of L.A. County schools with strong records of Latino achievement, and replicate these practices in schools throughout the county.



The foundation for future success is laid in a child's first years. Kids who have good early educational experiences are more likely to stay in school. This basic fact contains deep implications, which ripple outward and influence every aspect of our community: higher levels of education are strongly associated with better health, enhanced job prospects, and larger incomes. Since each individual's opportunity for success helps determine the success of our community as a whole, Latinos' educational attainment will become more and more important as this growing population becomes the workforce, the emerging leadership, and the parents of future generations in Los Angeles County, one of the largest and most important regions of the U.S.

"There is hope for the schooling of Latino children ...if we can learn to pay more attention to those districts and schools that are doing a better job... and if we can focus the attention of parents and the community on the need for academic excellence." – Harry Pachon, Ph.D. Tomás Rivera Policy Institute at USC

**Children Under 5 Years
Enrolled in Preschool, 2000**



Economic Development

Pepperdine University
Joel Kotkin and Erika Ozuna

Overall Economic Development Grade: C

The economic development indicators clearly demonstrate the integral link between educational attainment and income. While Latinos have a strong work ethic and a thriving entrepreneurial spirit, too many are earning at a low income level. The Latino business community will continue to grow only if there is an increased emphasis on achieving higher levels of education and job skills training, coupled with more business support for aspiring entrepreneurs and an increased access to capital. These are the essential ingredients that will create a future of economic success for all of Los Angeles County.

Baseline Indicators

1. INCOME

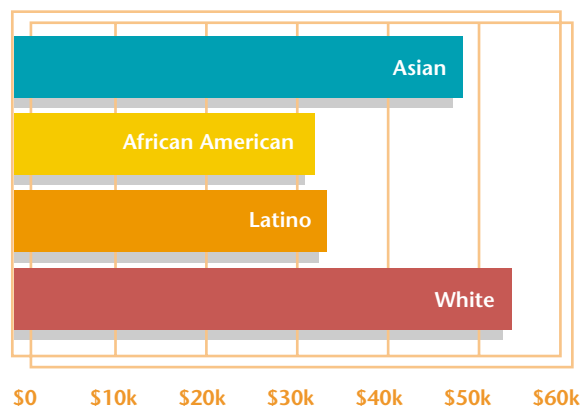
Grade: C

The median income for all Latino households is \$34,000, compared to about \$42,000 for the county as a whole. However, since Latinos generally tend to have larger, younger families, their per capita income of \$11,100 is far lower than the per capita income of other ethnic groups. Still, the Latino community as a whole packs an enormous economic punch, with aggregate household income of almost \$45.9 billion dollars.

Recommendations:

- Promote financial literacy education for consumers—including immigrants who are unfamiliar with U.S. banking systems—and cultural competence training for staff/members of financial institutions.
- Encourage use of Earned Income Tax Credit (EITC) to increase available dollars for qualified low-income households, with emphasis on bilingual communication strategies.

Median Household Income in L.A. County, 1999



2. BUSINESS OWNERSHIP

Grade: C

Latinos owned 137,000 businesses in Los Angeles County with receipts of over \$16 billion, as counted in the 1997 economic census. Although just 12% have paid employees other than the owner, Latino businesses employed 134,000 workers. Nearly half are in the services sector; 12% in retail and 9% in construction. In comparison, Asians owned 114,000 businesses with 309,000 paid employees and revenue of \$55 billion, and 38,000 Black-owned firms have 32,000 paid employees and \$3 billion in revenue.

Recommendations:

- Form public and private partnerships for Latino entrepreneurial, financial, and business education, with a focus on the use of financial tools employed by the general market.
- Encourage the public sector to take the needs of small businesses into account, while focusing on making legal compliance as straightforward as possible for small firms.
- Encourage banks to follow best practice examples set by Bank of America, Banco Popular, and Wells Fargo, who have recognized the potential of the Hispanic market and have made greater efforts to address its unique needs.
- Develop micro-lending programs to encourage very small business development as a first step in entrepreneurship.
- Expand standard banking services in Latino communities with bilingual staff, bilingual ATMs, advertising, and information available in Spanish.

3. UNEMPLOYMENTGrade: **B**

The unemployment rate for L.A. County Latinos was 7.3% in June 2003, while the non-Latino rate was 6.6%. Labor force participation among Latinos is very strong, particularly in light of the legal issues that many immigrants face: 68% of all Latino males are in the labor market, compared with 62% of all non-Latinos.

Recommendations:

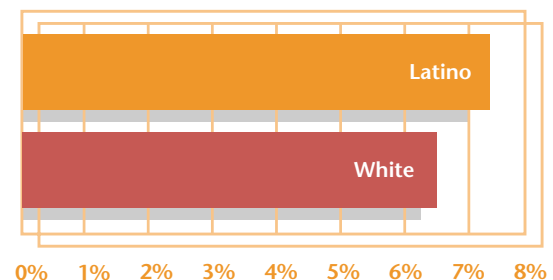
- Enhance business infrastructure in Latino communities to attract and accelerate business development, including improvements to parking, street lighting, public safety, and amenities, to provide more and better employment opportunities.
- Advocate for regulations to facilitate immigrant professionals' ability to practice their professions in California.



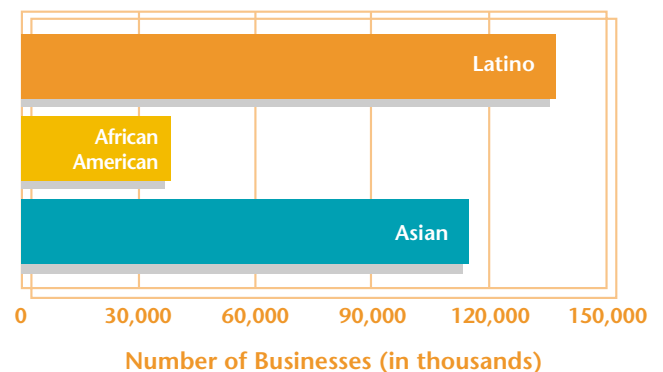
The **entrepreneurial** spirit that drives the American economic engine is continually redefined by each new generation and reinvigorated by each new influx of immigrants. In Los Angeles County, this spirit helped ignite an economic revival in the 1990s, marked by an explosive growth in small- and medium-sized businesses and the emergence of a diversified economy. Today, small business accounts for more than half the employment in the private sector and three-quarters of all new jobs in the county. While the Latino community is faring well within this current structure, the opportunities and obstacles that this growing population faces will shape the future economic landscape of L.A. County.

"Latinos are the greatest challenge – and best hope – for the future of the L.A. economy. How Latinos do economically by creating wealth, owning property and businesses, will determine the fate of the southland economy." – Joel Kotkin, Pepperdine University

Unemployment Rates for Los Angeles County, 2003



Number of Businesses Owned by Ethnicity in L.A. County



Housing

Center for the Study of Los Angeles at
Loyola Marymount University
Fernando J. Guerra, Ph.D.,
Matt A. Barreto, Mara A. Marks, Ph.D.

Overall Housing Grade: D

Based on the indicators presented here, the housing market in Los Angeles County is failing its largest population by locking too many Latino families out of home ownership and into poor quality rentals. In general, the housing that is available is usually lower quality and more crowded, even as it eats up a large portion of household income. Moreover, Latinos in search of their American Dream are less likely to receive a home loan than others. All of these factors add up to a low rate of Latino home ownership in L.A. County, a negative trend that can be reversed by increasing access to capital and expanding the availability of quality, affordable housing.

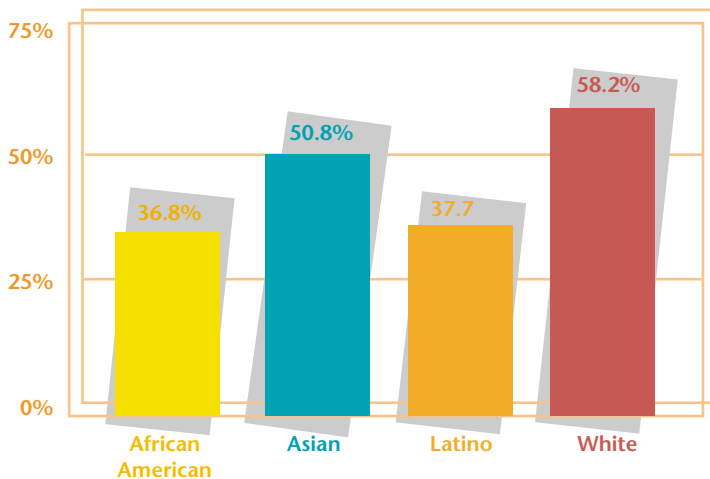
Baseline Indicators

1. ACCESSIBILITY Grade: **C**
While Latinos comprise 45% of L.A. County's population, they received only 17% of new home loans, compared to 72% for Whites. Aside from experiencing higher home loan rejection rates (25% for Latinos compared to 16% for Whites), Latinos were also more likely to receive high interest sub-prime loans.

Recommendations:

- Assist non-profit organizations that seek to secure capital for low interest loans.
- Monitor mortgage lending practices of financial institutions, and increase the number of government-backed home loans and grants.
- Develop creative and flexible lending products to address issues faced by Latinos (lack of credit history, unreported income, etc.) that will increase this population's access to loan opportunities.
- Expand housing assistance programs for both renters and prospective homeowners to improve opportunities for affordable, quality housing. These programs may include rent subsidies, Individual Development Accounts, silent seconds, and a variety of other approaches.

Homeownership Rates in Los Angeles

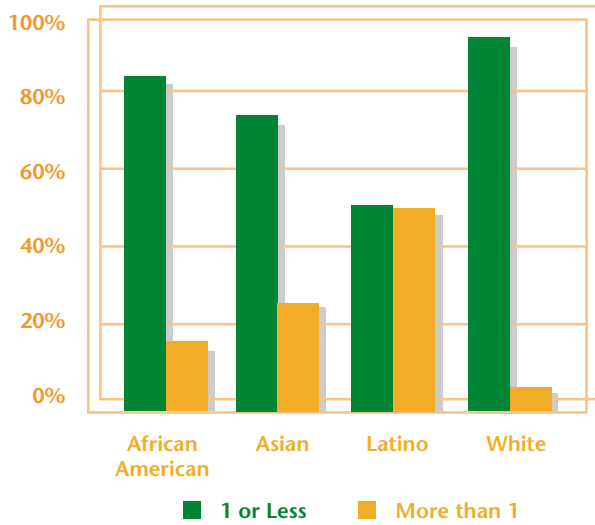


2. AVAILABILITY Grade: **D**
Latino home ownership stands at just 38%, compared to 58% among Whites. Only one new home is being built for every 30 Latinos who take up residence in Los Angeles County.

Recommendations:

- Streamline license and permit procedures.
- Encourage mixed-use and adaptive reuse provisions throughout Los Angeles County.
- Balance environmental and neighborhood concerns with the pressing need for new housing.

Occupants per Room by Householder Race



3. AFFORDABILITY

Grade: **F**

Home prices grew by 12% (up to \$227,000) in 2001, but incomes only grew by 3%. 47% of Latinos spent more than the recommended maximum of 30% of income on housing.

Recommendations:

- Advocate for inclusionary zoning, which would mandate that a portion of new housing developments consist of affordable units.
- Inclusionary housing policies should include by-right development provisions and density bonuses.

4. QUALITY

Grade: **C**

Compared to non-Latino families, Latino families tend to live in homes with less square footage, more people per room, and that are in poorer condition. 50% of Latino homes have more than one person per room, compared to 5% for Whites.

Recommendations:

- Alleviate crowding by using density bonuses or credits to stimulate construction of larger homes and apartments.
- Step up enforcement of current regulations and housing codes without taking units off the market.



The American Dream has inspired countless generations. Home ownership is a crucial ingredient in building strong communities by promoting economic security, neighborhood stability, and improved public safety. In L.A. County, however, increases in home prices have outpaced the growth in household income, and population growth has outpaced new home construction. As a consequence, the average Latino family is locked out of the opportunity of homeownership and has little choice but to live in increasingly expensive and inadequate rental units.

"If the American Dream is to remain viable for this region's largest demographic group, Los Angeles County needs more housing as well as home loans that are cheaper and of higher quality."
 – Fernando Guerra, Ph.D. Center for the Study of Los Angeles at Loyola Marymount University



Public Safety

Center for Southern California Studies
at California State University Northridge
Martin Saiz, Ph.D., Kimberly Saunders, and Ellis Godard



Overall Public Safety Grade: C

The indicators clearly show that a great deal more needs to be done to increase trust and cooperation between the Latino community and law enforcement in Los Angeles County. If this basic disconnect were to be remedied, then some of the underreporting problems—particularly for property and hate crimes—could be alleviated and a more concerted effort could be made to reduce the epidemic of violent crime. Since the Latino community is the future of L.A. County, there needs to be a much more proportional Latino representation in law enforcement at all levels. If we can successfully attack these issues and improve public safety resources, L.A. County will become a stronger, safer community for everyone.



Baseline Indicators

1. LATINOS AS VICTIMS OF VIOLENT CRIMES

Grade: D

While Latinos represent 46.5% of the population of the City of Los Angeles, they account for 53% of all the victims of violent crime, with a victimization rate of 592.6 per 100,000. Analysis of crime versus local ethnic composition shows that Latino neighborhoods have significantly higher rates of violent crime than other communities.

Recommendations:

- Increase awareness of the prevalence of crime in Latino communities and encourage increased reporting to police.
- Lobby elected officials to devote more resources to providing better public safety services.
- Promote collaboration between community-based organizations, police, and businesses to prevent crime.

2. LATINOS AS VICTIMS OF PROPERTY CRIMES

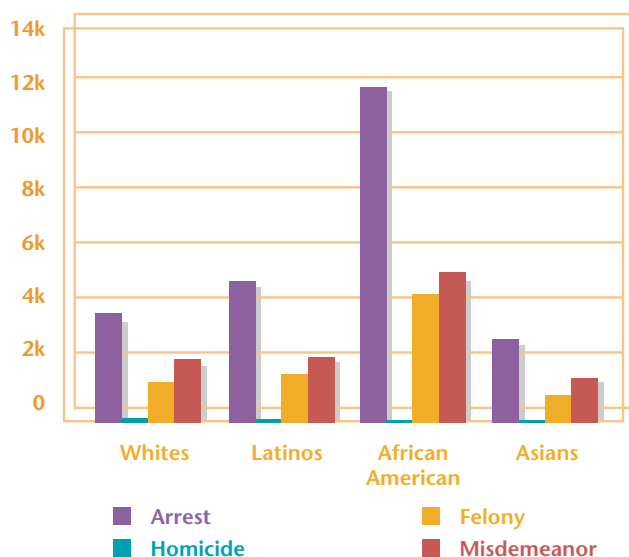
Grade: C

The property crime rate among Latinos in the City of Los Angeles is 840.6 per 100,000, a low figure even when adjustments are made to account for the community's tendency to underreport these crimes. However, areas with higher concentrations of Latinos have higher rates of youth-related property crime.

Recommendation:

- Promote awareness of the importance of reporting property crimes to police.

Juvenile Arrests



3. LATINOS AS VICTIMS OF HATE CRIMES

Grade: **B**

While they account for 45% of the population, Latinos in Los Angeles County make up only 22% of all the victims of racially motivated hate crimes. However, research shows that Latinos are less likely than others to report such crimes.

Recommendation:

- Encourage the community to report hate crimes to police.

4. LATINO YOUTH CRIME

Grade: **C**

Latinos represent 59% of the youth population in L.A. County, but account for only 55% of juvenile arrests, with a moderate arrest rate of 4502.8 per 100,000. However, Latino juvenile homicide arrests are 12% higher than their share of the overall population.

Recommendation:

- Promote after-school and mentoring programs in collaboration with community-based groups and school districts to help keep youth off the street and to focus their energies in a positive direction.

5. LATINOS IN LAW ENFORCEMENT

Grade: **D**

Latinos are under-represented by 16% among sworn LAPD and Sheriff's officers and by 33% among police officers above the rank of sergeant. This limits the ability of the police force to communicate effectively with Latino residents.

Recommendations:

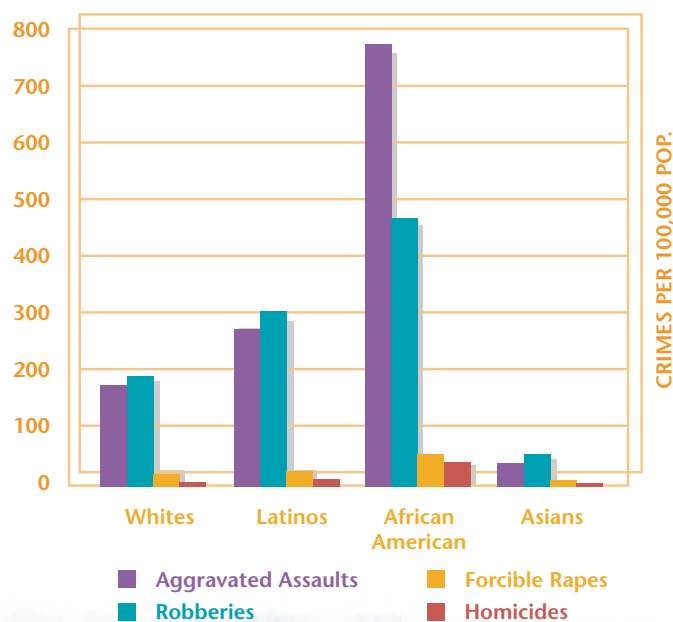
- Support police department efforts to hire and train culturally competent police officers.
- The various police forces should also continue or expand the hiring of bilingual/bicultural police officers.



Los Angeles County has made great strides toward becoming a safer place to live, work, and raise a family. However, while there has already been a good deal of success in the areas of crime prevention, and while the Latino community has benefited from the overall decline in crime, there is still much work to be done. Latinos are, for example, disproportionately more likely to be the victims of violent crime, accounting for more than half of all violent crime victims. As L.A. County crosses over the threshold to a new era, specific action must be taken to ensure that its streets and neighborhoods are a safe place for businesses to flourish and for the next generation to grow.

"Latino victims and communities have a right to demand results – that crime be reduced in their neighborhoods and that fewer Latinos become victims." – Martin Saiz, Ph.D, Center for Southern California Studies at California State University Northridge

Violent Crime Victims



To Do:



Action Agenda 2003

Clearly, the growing Latino population is helping to build a solid, successful future for L.A. County's society and economy. However, the findings reveal a hard-hitting reality in which the current status of Latino well-being is characterized with very disturbing grades. Certain strategic investments need to be made in order to accelerate the upward mobility of Latinos in Los Angeles. It challenges all of L.A.'s leaders to think openly and critically about how to improve trajectories that allow us to see what the future holds for Latinos and L.A. as a whole. The Scorecard conveys an urgency to act. And the time is now.



HEALTH

Create "Pipeline" of Latinos Pursuing Medical Professions

Systems-Level Actions:

- Introduce Latino community college students to medical and health professions.
- Form cooperative relationships that can work with medical schools to expand Latino enrollment. Develop a coalition of health plan providers, CBOs, and medical schools. Further encourage medical school enrollment by funding financial incentives, scholarships, and internships.

Latino Scorecard 2003 is the first of a series. Scorecards will be issued in 2005 and 2007 based on the same set of indicators. They will be accompanied by a progress report on Action Agenda results.



EDUCATION

Promote School Reform

Promote Healthy Behaviors and Healthy Living

Systems-Level Actions:

- Research the best practice of the L.A. County schools that have a strong record of Latino student achievement, and then replicate these practices throughout the L.A. County school system. Specifically examine the exemplary practices of schools and school districts listed in the Full Report.
- Hold school districts accountable for graduation rates.

Community-Based Action:

- Strengthen parent involvement with schools—to better understand how their child's school is doing, what they can do to help improve it, and how to encourage and prepare their child for higher education.
- Expand public/private partnerships for entrepreneurial, financial, and business education in the schools.

Systems-Level Actions:

- Execute culturally appropriate public awareness campaigns.
- Promote physical fitness in schools.

Community-Based Action:

- Support implementation of policy measures that prohibit the sale of junk food on school campuses, and hold L.A. County school districts (LAUSD and others) accountable for providing better nutrition.

ECONOMIC DEVELOPMENT

Create Opportunities for Entrepreneurs

Systems-Level Actions:

- Promote better lending practices that support business development.
- Increase access to government-backed loans and grants for business entrepreneurs.
- Develop micro-lending programs to encourage very small business development as a first step in entrepreneurship.
- Increase business development in predominantly Latino areas by supporting policies that encourage improvements to the infrastructure (such as adequate parking, better lights, or more amenities). Examine and apply exemplary practices of prosperous Latino shopping areas, such as those in San Fernando and Huntington Park.
- Promote moderate-cost employer health insurance coverage plans for smaller businesses.

Community-Based Action:

- Form public and private partnerships for Latino entrepreneurial, financial and business education, with a focus on the use of financial tools employed by the general market.

HOUSING

Create Opportunities for Homeownership

Systems-Level Actions:

- Streamline license and permit procedures building development.
- Encourage mixed-use and adaptive reuse provisions throughout Los Angeles County.
- Ensure that inclusionary housing provisions also incorporate by-right development provisions and density bonuses.
- Alleviate crowding by using density bonuses or credits to stimulate construction of larger homes and apartments.
- Step up enforcement of current regulations and housing codes without taking units off the market.
- Assist non-profit organizations seeking to secure capital for low-interest loans for housing construction.
- Monitor mortgage lending practices of financial institutions, and increase the number of government-backed home loans and grants.
- Expand housing assistance programs for both renters and prospective homeowners to improve opportunities for affordable, quality housing. These programs may include rent subsidies, Individual Development Accounts, silent seconds, and a variety of other approaches.

Community-Based Action:

- Balance environmental and neighborhood concerns with the pressing need for new housing.

PUBLIC SAFETY

Improve Community Health and Safety

Systems-Level Actions:

- Advocate for more public safety services that will help prevent crime and encourage reporting of property crimes to police.
- Support police department efforts to hire and train culturally competent police officers.
- Advocate for maintenance of state-funded health insurance programs, including Medi-Cal and Healthy Families.
- Identify best practices in preventing and reducing crime in Latino communities and implement successful approaches.

Community-Based Actions:

- Increase collaboration between business, non-profit organizations, and police.
- Promote after-school and mentoring programs with community-based groups and school districts.

Methodology & Data Sources

The Latino Scorecard project is a follow-up to the *American Dream Makers* report, released by United Way of Greater Los Angeles in January 2000. The project was initiated with a survey sent to 224 Latino leaders in Los Angeles County early in 2002. Results of the survey were used to define five issue areas of key concern for Latinos. In August 2002, a Latino Leadership Summit was convened at Loyola Marymount University to discuss how to tie these quality of life issues that Latinos most care about to a Latino Scorecard that could be used to track progress for Latinos over a multi-year period. Breakout groups discussed the kinds of information needed to identify trends affecting the well-being of Latinos, and the results of these sessions became the starting point for the research process.

Next, the organizing committee agreed to invite leading research institutions in the county to undertake the effort of refining the issues, defining indicators, and compiling data for the scorecard. Academic partners for the scorecard project were recruited on the basis of specialization in study centers or faculty areas of research. Each research team started with recommendations from the Latino Leadership Summit and convened an advisory group of summit participants and/or additional advisors to select indicators to be used throughout the five-year project. Criteria for selecting indicators included the requirement that data must be available on an ongoing basis, reflective of key topics for the scorecard and available for major race/ethnic groups at the county level.

Methods, sources and grading criteria used by each research group are detailed in the Full Report.



Complete data sources and references are found in Latino Scorecard 2003: Full Report (see order form). The Full Report and this Summary Report are available online at www.unitedwayla.org.

HEALTH: Center for the Study of Latino Health and Culture at UCLA

The health team convened several advisory meetings with provider and advocacy organizations on indicators for the scorecard. Focusing on developing actionable recommendations, the health team reviewed data for prospective indicators and selected measures reflective of conditions with potential long-term impact on health status and access to care. Scorecard data came from the U.S. Centers for Disease Control Behavioral Risk Factor Surveillance System, California Health Interview Survey, University of California Office of the President (medical school enrollment data), and the California Department of Health Services.

EDUCATION: Tomás Rivera Policy Institute at University of Southern California

The education team convened an advisory group which reached a consensus that the scorecard should focus on elementary and secondary education. Data used for the project included State Department of Education data sets on enrollment, graduates, and 2003 CAT/6 school achievement tests (now being used in place of the Stanford 9), and 2000 census data on enrollment in nursery school/preschool education. Achievement test data used in the scorecard is for fourth grade students. Fourth grade is considered a critical point for achieving basic academic skills, especially reading, that are needed to support educational achievement as the student progresses through school. Grades for education indicators were assigned based on a grading system described in the Full Report. In addition to the graded items, the team compiled data on individual schools with high Latino enrollment and good results on achievement tests.

ECONOMIC DEVELOPMENT:

Pepperdine University

The Pepperdine research staff interviewed experts in the area of Latino business development and convened a group of Latino business experts to identify critical areas for the study. Factors of business development and employment were determined to be of key interest in terms of their potential for generating income for the Latino community as well as playing a key role in the overall health of the Los Angeles economy. Indicators were drawn from the U.S. Bureau of Labor Statistics, California Department of Employment, and U.S. Census Bureau Economic Census 1997 and Current Population Survey.

HOUSING: Center for the Study of Los Angeles, Loyola Marymount University

To develop the indicators used in the study the housing group met several times with participants from the 2002 summit and organizations working on issues related to affordable housing. Four focus areas were identified for scorecard research: accessibility, availability, affordability, and quality of housing in Los Angeles County. Data sources for the housing area included ACORN Annual Housing Report 2000, U.S. Census Bureau Current Population Survey and 2000 Census, HUD American Housing Survey, Los Angeles County Department of Public Works, and California Association of Realtors.

PUBLIC SAFETY: Center for Southern California Studies at California State University Northridge

The Public Safety group reviewed indicators suggested at the summit, collected possible data for those indicators, and obtained input on potential measures from a group of community and police advisors. A 2002 data set provided by the Los Angeles Police Department was used to provide detailed analysis of crime and victimization, which covers LAPD's jurisdiction only, with the expectation that in future years this kind of analysis could be extended to other jurisdictions willing to provide such data. Other data sources included Los Angeles County Commission on Human Relations for hate crime data, Office of the California Attorney General for juvenile arrest rates, and Los Angeles County Sheriff's Department and LAPD for officer data.



metrics BASIS FOR SCORECARD GRADES

Methods used by each research team to assign grades are described in the Full Report.

HEALTH

| | Latino | White | Asian | African American |
|--|--------|-------|------------|------------------|
| No health insurance | 38% | 9% | 16% | 18% |
| Adult healthy behavior (exercise, weight, tobacco use) | 58% | 72% | 76% | 61% |
| Youth with healthy behavior (exercise, weight) | 78% | 87% | 88% | 82% |
| | Latino | | Non-Latino | |
| 1st year medical school enrollment – 2002 | 12% | | 88% | |
| Health outcomes: (California) | | | | |
| Low birthweight | 5.8% | | 7% | |
| Infant death rate per 1,000 births | 5.2 | | 5.7 | |
| Heart disease death rate | 154.9 | | 243.4 | |
| Cancer death rate | 117.1 | | 190.4 | |
| Stroke death rate | 44.0 | | 63.7 | |
| Life expectancy | 82.5 | | 77.3 | |

EDUCATION

| | Latino | White | Asian | African American |
|---|--------|-------|-------|------------------|
| Preschool enrollment – L.A. County | 42% | 74% | 63% | 63% |
| 4th grade math scores above 50th NPR* | 36% | 67% | 80% | 30% |
| 4th grade language scores above 50th NPR* | 29% | 64% | 68% | 28% |
| 4th grade reading scores above 50th NPR* | 19% | 55% | 56% | 22% |
| 9th-12th grade enrollment loss | -41% | -18% | +2% | -33% |
| High school grads with UC/CSU classes | 26% | 44% | 69% | 31% |

*50th National Percentile Rank or "national average"

ECONOMIC DEVELOPMENT

| | Latino | White | Asian | African American |
|-----------------------------------|----------|----------|------------|------------------|
| Unemployment rate | 7.3% | 5.5% | 8.0% | 11.5% |
| Labor force participation (males) | 68% | 62% | Non-Latino | |
| Median income | \$33,820 | \$53,978 | \$47,631 | \$31,905 |
| Per capita income | \$11,100 | \$35,785 | \$20,595 | \$17,341 |
| Minority business owners: | 3,000 | n.a. | 10,800 | 1,800 |
| Employees of minority businesses | 43,600 | n.a. | 83,100 | 20,300 |

HOUSING

| | Latino | White | Asian | African American |
|--|---------------|-------|-------------------|------------------|
| Accessibility: | | | | |
| <i>Percent of home loans</i> | 17% | 72% | n.a. | 5% |
| <i>Percent of population</i> | 45% | 31% | 12% | 10% |
| <i>Home loan rejection rate</i> | 25% | 16% | n.a. | 32% |
| <i>Sub-prime purchase loans</i> | 15% | 11% | n.a. | 27% |
| <i>Sub-prime refinance loans</i> | 26% | 17% | n.a. | 42% |
| Availability: | | | | |
| <i>Homeownership</i> | 38% | 58% | 51% | 37% |
| | <i>Latino</i> | | <i>Non-Latino</i> | |
| <i>Ratio of population growth to new homes</i> | 31 : 1 | | 23 : 1 | |
| Affordability: | | | | |
| <i>Percent of income for rent</i> | 29% | 27% | 28% | 31% |
| <i>Percent paying 30% or more for rent</i> | 47% | 43% | 45% | 52% |
| <i>Percent of income for mortgage</i> | 27% | 21% | 24% | 26% |
| Quality: | | | | |
| <i>Crowded (more than one person per room)</i> | 50% | 5% | 28% | 51% |

PUBLIC SAFETY

| | Latino | White | Asian | African American |
|--|---------|---------|---------|------------------|
| Victims of violent crimes (rate-LAPD) | 592.6 | 325.0 | 95.3 | 1,226.9 |
| Victims of property crimes (rate-LAPD) | 731.0 | 1,457.0 | 309.9 | 1,303.7 |
| Youth arrests – all types (rate-L.A. County) | 4,502.8 | 3,571.1 | 2,477.6 | 11,559.0 |
| Hate crime victims (L.A. County) | 22% | 18% | 9% | 47% |
| Police officer/population disparity (LAPD/Sheriff) | -13% | +20% | -7% | +3% |

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