

Boulder Valley Comprehensive Plan

Summary of Culturally-Sensitive Outreach and Engagement



A high priority of the comprehensive plan update is to reach constituents who may not normally be involved in the planning process including immigrant communities. In Boulder the primary immigrant communities include Latinos from Mexico and other South and Central American countries, Nepalese, Hmong, and Russian immigrants.

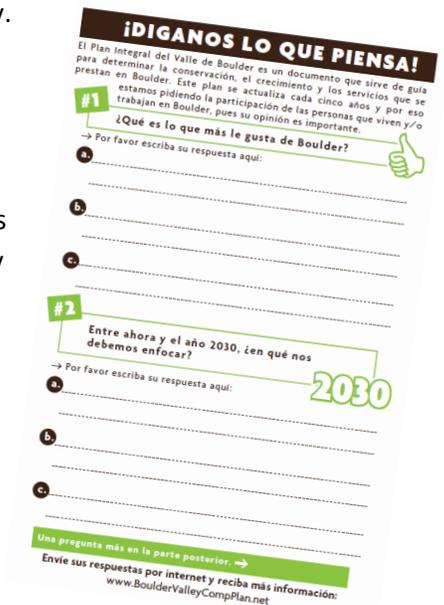
The city and county have committed to having a creative and responsive process, providing quality information and seeking input and dialogue. Staff and decision-makers seek a meaningful engagement process with immigrant communities and aspire to develop culturally-appropriate venues and processes. The approach focuses on one-on-one conversations with community leaders and spokespeople, building on their knowledge and trust within the community. This is being accomplished working with community partners including the Latino Task Force, Intercambio and city family resource staff.

Culturally-sensitive engagement takes into consideration:

- Some people may not be comfortable coming to big open meetings because of language barriers, work commitments and attire, family commitments, expectations, communication styles or other reasons.
- With some communities it is necessary to start conversations with organizations and individuals who have the trust of that community.
- Electronic and online outreach methods do not work as well for the Latino and other immigrant communities. People won't take the time to go through long and complicated surveys or questions online or they may not have the skills.
- Outreach needs to focus on questions and topics that are of concern to the immigrant community. These topics are likely not the same as for the community as a whole or may be more focused in the near-term. Topics of concern are likely to be around housing, transportation, safety, affordability, ability to open a business, etc.

Engagement with immigrant communities includes:

- Working with leaders or spokespeople, recognizing that this is the preferred approach for immigrant communities.
- Ensuring that a range of leaders and spokespeople are contacted so that it isn't just a small number of people speaking for a whole community.



- Working with leaders in organizations to frame questions that will be meaningful to the participants, meaningful to inform the update, and are not biased or leading.
- Pop – up meetings at places where people gather (i.e. Walmart, Eben Fine Park)
- Translating key questions or some basic materials but not all materials. Some responses may need to be translated from Spanish to English.

It is a great city with very little violence. Lots of nice and friendly people. Lots of places to do outdoor activities, mountains, biking, you can walk without feeling scared, day or night. I love Boulder.

What People Are Saying

Individuals shared their views on what they love about Boulder and what they see as important to address for the future on comment forms. Verbatim responses from the comment sheets have been translated from Spanish and are included below and in the full comment sheet summaries [link].

Common themes about what people love about Boulder are around safety and lack of violence but also the natural beauty. People appreciate access to services, parks, and good schools. Also frequently mentioned is that the people are friendly and come from a many places.

Potential areas of focus center on affordable housing, transit access and affordability, activities for youth maintaining safety and maintaining services and programs for Latinos.

Other important issues were discussed in conversations with individuals as well as Human Services and Family Resource Staff members. Areas of concern arising in discussions include:

- Affordable Transit, Community Eco-Pass and bike infrastructure – Finding ways to decrease transportation costs would be an area of extreme impact to ease families’ financial struggles. Community eco-pass would be very helpful, especially for retired people who may have had passes through their employer but no longer do. Better transit for in-commuting as Boulder is a business activity and center. The city needs workers and we don't want them to have to come from other communities – need to increase ability to take alternative transportation. Promote more cycling especially at low income housing sites as a viable way for youth to get around the city.
- Affordable Rental Housing - Families are leaving Boulder due to high cost of living, scarcity of affordable housing, and rent increases. People struggle to cover basic needs: Cost of living because of housing- do I pay the rent or do I pay an after-school program, food? Basic needs. Policy - certain areas around documentation status - don't reflect the level of need for the whole family - documentation mixes within families. Even with working requirements.

Create a community where people are more connected. Strengthen neighborhoods so that there is a sense of being neighbors. Improve cross-cultural relations.

- Living Wage - There is a trend that families qualifying for low income housing don't transition out by increasing their income. This limits the opportunities for others. A city-mandated living wage might help.
- Child Care – The impact of child care costs to middle and low income families is very significant. At the end of the day middle income households become low income because so much of the income goes to child care. Perhaps there could be incentives to businesses to help or increase ability to offer child care on-site.
- Gathering Places - There is a lack of inviting multi-cultural gathering places where Latinos feel welcome. The Boulder that is promoted is not as welcoming (Pearl St., Farmers Market). It would be good to create places that people can freely gather. Elks Lodge is one of the only places. People go to Longmont. People seek spaces that remind them of home – e.g. plazas with vendors on the streets. Increase ability for people to sell food on the street or in open areas without having to go through so much permitting and expense. Ethnic grocery stores are limited - stores that have products from home - Spanish or Latino markets. It would be better if people did not have to leave the city to shop. How can the city protect certain businesses in certain areas - micro loans and ability to sell?
- Youth Employment – Programs are needed to help the youth transition to employment. They will be part of the coming workforce. Due to ethnicity, they are not welcomed. They live here and they may have difficulty finding work, but fill the service industry gap. We want them to be engaged, not disenfranchised at a crucial time to capture the talent and provide a place for them to work. Perhaps ways to work with small businesses that might see youth as ambassadors. This could be a sustainable way to funnel money and capital into the local immigrant community. Suggested programs include job readiness trainings, training about speaking, dress, how to be adept in the business world. This could be modeled on the bridges out of poverty program but for kids or with neighborhoods.
- Service Jobs - As the city grows and adds people, those people need services and immigrants are likely the ones to fill certain service needs. The city could partner with other entities (e.g. CU) to welcome them and give them a basis to be successful. Build on programs that help people have a good foundation to move out of poverty. These workers are essential to the economy; they should



be welcomed and assisted. An example is like Intercambio to support education.

- Employment- There are many immigrants filling the gaps in services and they are likely to change jobs frequently. Many are over-qualified for service jobs but there are limited jobs the next step up. Other jobs require more specific higher level skills. Many of these jobs have been pushed out and people have to travel long distances if they want to transition upward.

Comment Form Responses

What do you love about Boulder?

It is a calm and fun town
For me everything is very good for now. In Colorado we are safe.
It is friendly and harmonious
I very much like to live in Boulder because there is a lot of nature, we can go on our bikes and there are lots of places to walk and look at nature.
It's a united city and a very safe place, no violence.
It helps Latinos.
It is a great city with very little violence. Lots of nice and friendly people. Lots of places to do outdoors activities, mountains, biking, you can walk without feeling scared, day or night. I love Boulder.
Because it has well-founded ordinances, and also because it help the Hispanic community
There are good places to walk, ride your bike. Boulder Creek. The public libraries. I love it here. Focus on youth and children.
It is not so dry and also I like the nature and everyone is so happy here. That is why USA is the best country.
I like living here because there are many resources available to the community and in my opinion the best schools for my children. I have lived in many cities and I have always returned here.
Nature is respected, we recycle and we compost. It is a beautiful city.
I think Boulder is the best city in all of Colorado, it is safe and has great schools.
It is well organized, pretty and very safe.
There is a lot of security (it is very safe)
There are many places to walk and be in nature. I love living here.

Translated from Spanish from participants at the Cumbre de Mujeres, a yearly conference for Latina women and youth held at CU-Boulder.

I like the nature and that the city is progressive.
Ecology (clean, taking care of nature). Bilingual schools. Peaceful (not too much racism against Latinos).
The size of the city, how peaceful it is, how safe it is and quality of life. It's natural beauty.
I like that the streets are clean, that there are many people on bikes, there are different groups for women.
The outdoors, the way of thinking and wanting to help, non-profit programs that focus on helping Latinos.
Everything is close and easy transportation. Lots of emphasis on being healthy.
My friends and the mountains.
The creek and the mountains.
Pearl Street (pedestrians), lots of restaurants and stores, mountains and healthy places.

The mountains and the community.
How clean the city is. The mountains and environment. Transportation.
Boulder is a warm/welcoming place and everything is easy to get to.
The environment, how safe/secure it is.
That people are friendly and receive everyone as an equal, the quality of life, the security/safety in the city.
The mountains, the people, the energy.
The people, safety/security and cleanliness, opportunities for all.
A very healthy environment, lots of resources available, people are very nice.
Its people.
The mountains and nature, it's a great community.
A culture of being healthy, green areas and parks, a culture of being active.
The amount of parks, lots of cultural opportunities. Access to research agencies, the quality of life. Very nice people and a healthy community.
English classes, help to parents that want to help their kids so they don't smoke marijuana, learning the pros and cons.
The culture and spirit of people to do volunteer work and help others.
Nature; people choose to live here and there are people from all over the world, for a small city there are lots of things to do, events opportunities.
Boulder is a beautiful city, I love the mountains. I love how people are so nice and simple. Boulder is a nice city that invites one to reflect and to live fully.
Diversity, healthy lifestyle, beautiful surroundings.
What I like the best of Boulder is that there are many cultures.
The creek, the mountains, everything.
People are very nice, the environment.
Its' regulations.
The art, open space and the stores and free events.
I like to see Mexican products at the grocery store; I like that there is a Walmart where everything is cheaper; I like that there are many parks for families.
I like the best: its peacefulness and safety, my job at the UMC and the buses.
It is peaceful, beautiful.
I like it is clean, organized and you feel safe on the street.
Green areas, open space, the beautiful views, inclusive people.
It is beautiful and I like the size, how people are friendly here, the respect for nature.
I like that so many people use bikes, and that we have people like you that care about the community.
The Boulder Reservoir, the bike baths for mountain biking.
Nature, good paths for those on bikes and on foot, the culture and friendliness of people.
I love open space, I love the cultural offerings and the pedestrian areas like Pearl Street.
The natural beauty, a friendly city, its people.
The parks, mountains, downtown, it is safe.
I think Boulder is a bit better in applying the rule of law.
The downtown, the library. Resources in Spanish for Latinos (Amistad, Intercambio, Mental Health Partners, etc.). The landscape and views.
I like it is a multicultural city, people from all over the world. I like that the mountains and nature are close.
It's a very pretty city. I like the university and the opportunities. That the Hispanic community is growing here.
I like the respect for pedestrians; that the green areas are cared for and preserved; the importance placed on health, eating healthy and exercising.
The parks, the mountains, the walk paths.
The parks, nature and that there isn't much smog; the mountains; a beautiful view and no trash scattered around.
It's a tight community.
There is a lot to see, it is friendly, the activities.
The beautiful landscape and the diversity.

Open space and the connection the Latino community has.
Culture, schools, diversity, education level.
Parks with games for kids. Free recreational activities like the bee festival, activities at the library, etc. It is very safe, not much violence.
The city is very cultural and I have learned so much from meeting people of other places. I like nature and in particular the paths to go up the mountains. Schools and opportunities.
I like it because it is a very safe and not noisy place. A beautiful touristy place because there is a lot to do, there is always something.
Good people.
The roads are for various uses, bikes etc.
Green spaces, diversity, community agencies.
I like everything because it is natural, nature is protected.
It is a city that opens its arms to people from all cultures, a city that cares about recycling, gives a good example, promotes physical exercise and activities.

Latina youth at the conference also provided feedback about what they like about Boulder. Their responses include: schools, friends, food, beautiful views and mountains, opportunities, and natural areas.

Between now and 2030, what are areas that need focus?

More sports for children and parents, family resources and a safer space for people.
Organizing open positions better, by specialty.
To keep up maintenance of green spaces like parks and recreation centers and make sure this remains a safe place for everyone.
That our roads are always under construction.
Office jobs accepting more Hispanics. Getting closer to God
Recycling, caring for nature, children's education. To be better human beings and help those who needed it, in particular in educating all children.
Keep it up, keep helping (the Hispanic community)
I don't like that marijuana is so accessible.
I want it to stay the same
Keep it up, every time the community needs help, the city has helped.
The environment
More activities for youth and more accessible rental housing
Widen the roads; Improve public transportation
Take better care of our youth
More activities for the whole family.

Translated from Spanish from participants at the Cumbre de Mujeres, a yearly conference for Latina women and youth held at CU-Boulder.

Focus on improving public transportation. Focus on including all communities.
Improving schools. Ecological: not so many cars. Have more resources of Latino community.
Controlling growth, maintaining and improving open space. Integrate the Latino and Anglo communities.

Keep caring for the environment, more programs for teen education, more programs for families.
More programs to help Latino community, programs to safeguard nature, more schools with access for Latinos.
More affordable and low-income housing for elders and immigrants and people with disabilities. Affordable transportation for immigrants that do not drive, elders and people with disabilities. Improve education and mental health and therapy for people with disabilities.
Have a group that helps people when they have problems with the police. To be able to make a complaint to the manager without fear.
More bilingual availability (workshops, resources, etc.)
Make housing less expensive! More spaces for Latinos (both restaurants and also parks). A less pejorative place for Latinos.
Public transportation for elderly.
More programs aimed at Latinos.
Security and housing.
Focus on kids and youth, need to make sure people are respectful and there is equality for all.
Preventing contamination.
Yoga and meditation classes, festive events for the community.
More parks for exercising, more workshops and talks about emotional intelligence.
Offer affordable homes and neighborhoods. Translate materials on public events into Spanish. More cultural events for Latinos.
Keep caring for the environment; focus on health, on helping immigrants.
The environment, health/healthcare.
Don't divide people based on origin; gun control; be more cohesive as a community.
On youth and education; affordable housing to rent or buy; generate employment.
Focus on inclusivity and diversity, more opportunities for Anglos to learn Spanish, more participation of Latinos in decision-making at the city.
Helping residents become citizens, so they can vote.
I think we need to focus more on technology.
Create a community where people are more connected. Strengthen neighborhoods so that there is a sense of being neighbors. Improve cross-cultural relations.
Keep it beautiful, clean and in order. More affordable housing.
Raising strong, resilient and powerful daughters, empowering Latina women, assisting families with immigration issues.
More education for parents to be close to their kids.
Education for parents and children.
Keep up the regulations and also programs that provide assistance.
More free events for the community.
Focus on translating materials sent before the elections, reduce the cost of renting in Boulder (it's too expensive), build more affordable homes for low income families.
More employment opportunities; more cultural education, involving youth in politics, health, relations, etc.
Work on making it a more friendly place. Cross-cultural education, community services that are intercultural.
Be more open to "growth" of the city. Open more movie theaters and movie forums to discuss the movies.
Getting people more involved.
Keeping clean the water at the reservoir, more paths for bikes, that people respect cyclists.
Affordable housing for young professionals, Affordable rent for one-income families. Make more bike lanes on streets so bikes don't have to invade sidewalks/pedestrians.
Affordable housing, avoid urban sprawl and develop business centers instead of more shopping malls, more intersection among cultures, inclusion.
More integration and community participation. Affordable housing.
Don't build tall structures so we can all see the mountains.
Improve commercial structures. Have true affordable housing for the less well off.
Make the city safer. Help with immigration and education for immigrants.
More information on security, keep it safe. Widen the roads.

Education, family, freedom.
No more marijuana consumption, keep up dual language instruction in schools, focus on healthcare.
Focus on the potholes and removing snow.
Fix the potholes and remove snow when there is too much.
More programs for Latinos.
Community outreach should be bicultural to make people aware of county benefits. On immigration help create awareness, advocate. More meetings in the community to help them be a stronger community together.
Focus on families and support for those who live in poverty. Improve housing and regulations for those who live in mobile home parks.
More inclusive of Latino community.
Transportation, lightrail train to Denver. Cultural integration. Traffic, reduce bike lane on Folsom.
More bilingual and multi-cultural services. Programs for youth and students.
Educate cyclists, they often don't use the bike lanes. RTD is too expensive. I want a Savers and a Dollar Store!
More affordable housing, it is too expensive. Lower taxes, please.
Make sure there is no vandalism and everything stays clean. Please keep all the activities.
RTD for all!
Focus on educating cyclists so that their road safety is ensured. Also RTD for all.
Develop education/learning programs.
Keep taking care of nature and the environment, and animals.
Care for natural resources, keep it up. Keep motivating the community to eat healthy and exercise.

Promote more conversations between Latinos and other immigrants and the Anglo community, including people in leadership and/or government roles.
More focus on programs to serve the Latino community.
There are many elders who are immigrants or disabled and they have no resources to help them. They cannot work so they cannot afford housing, transportation or health resources.
More collaboration among the agencies all over the county.
More promotion of Boulder in Denver.
Lafayette recently opened a woodshop where they work at night and make too much noise.
More postboxes to drop of letters at.
I wish there was no more racism against immigrants.
Thanks for all the efforts the City is making to include Latinos.
More information so more people, women, can attend these sort of events.
Train all staff that works with the public on being more courteous with people from other nationalities, by accepting other people as they are they can be of more use when they are asked questions.
Comprehensive sexual education in all schools, including St Vrain.
The city and BVSD need to have a strategy for bilingual education and support for Spanish all the way from elementary to middle and high school. What you have now has no connection or following—for example, the kids from Uni Hill don't have more access to be able to attend Casey. Do an expo of organizations, clubs, meetups in Boulder.
More community celebrations.
That regular people be accepted in a way that is easy for them to integrate into the community.
I'd like to see more programs for the Latino community.
More of these types of events (Cumbre) for women, children, youth, men, families. A bi-cultural, non-profit community center
Find ways to involve the Latino, hard-working community. We are stuck working and working to provide the basic needs to our family. More afterschool programs for children and youth. Help and emotional support.
Boulder has a growing Latino community and we need help.
Thank you for everything this city offers!
More information on rights and responsibilities of residents.

Thanks to the City of Boulder for always taking so much care of the city and for asking our opinions on how to improve it.

Latina youth at the conference also provided feedback about what they like about Boulder. Their responses include: schools, friends, food, beautiful views and mountains, opportunities, and natural areas.