

Haigh-Scatena Foundation

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September 12, 2001

Don Villarejo
POB 381
Davis, CA 95617

Dear Don

Thank you much for agreeing to meet with the Haigh-Scatena Foundation's Board on Tuesday, October 23rd in San Francisco. We are looking for ways to increase our presence in rural areas -- and likely reduce our efforts in urban locales with comparatively more resources. My Board wants to increase its knowledge of rural "issues and challenges." I suggest splitting your time between a presentation and discussion.

I enclose a copy of our "Information for Grantseekers." This is the single best document describing who we are and what we do. (We are currently not distributing this document or inviting proposals while we update the "guidelines" and consider things like the rural issue. However, the emphases of our interests and priorities have not changed for many, many years, and probably won't change much now.)

We will meet at The California Wellness Foundation, One Kearny St., 9th Floor, San Francisco. You are scheduled for 10:30 AM to 12 Noon. Best contact would be my cellphone at (530) 304-2993.

We have always supported efforts that benefit rural areas and occasionally actually funded a group based in a rural locale. Some examples:

- we provided the initiative and seed funding to develop an IAF affiliate based in Watsonville (and working throughout Monterey and Santa Cruz Counties)
- we supported the Center for Community Advocacy, Salinas, for several years (farmworker organizing/housing advocacy,) when they were struggling

- we currently support Sierra Adoption Services headquartered in Grass Valley and working in many counties (however our support is for statewide advocacy on adoptions)
- we support the California Reinvestment Committee (a statewide coalition headquartered in SF) including some direct efforts in some rural counties
- we made a couple of small grants to SVOC for leadership retreats to plan their new initiative that includes lots of rural geography.

We are an unusual foundation given our small corpus, limited grantmaking and my full-time employment. Much of my focus (and charge from my Board) is on being a talent scout and talent developer. Sometimes we start things; often we are an early funder of something new; at times we are a strategic funder for an organization going through changes or crises; frequently we support aggressive advocacy (including lawsuits against government) in a specific policy arena such as juvenile justice or child welfare.

The Foundation's Board numbers eleven, all volunteers. Average tenure is over 12 years; avg. age over 50. It's a diverse and thoughtful group. Many are or were ED's of large nonprofits. All reside in greater Bay Area.

I would like to buy you lunch before the meeting - answer questions, offer more information about us. We should discuss expenses and a grant to the group in Fresno. I can send written information to my Board in advance of the meeting.

My e-mail is <hsf-rwc@ncal.net>.

Sincerely



Ronald W. Clement
Executive Director

Notes for Haigh-Scatena Talk

Rural encompasses Census places (cities, villages, towns, CDPs) with less than 2,500 persons and non-urbanized areas outside of the boundaries of Census places. Prior to 1950, a population density test was applied which designated non-urbanized areas as having fewer than 1,000 persons per square mile, which is the equivalent of roughly 16 persons per city block.

Organizing ideas – there are only two kinds of social power in modern society: political or economic. Thus, organizations seeking fundamental social change must be built among voters or workers. If an organization lacks clarity concerning its constituency, then it will be more or less seriously impeded in seeking power. There are a great many “community-based organizations,” or “non-governmental organizations” which claim to speak on behalf of one or another constituency.

History teaches that oppression breeds rebellion. In fact, throughout all parts of the world there has been and continues to be protest against oppression. But no one can predict exactly where and when protest will break out. Sociologists, historians, and other academics have studied oppressed peoples long and hard, but invariably have been unable to predict when protest will break out. Most often, they will tell you, “the people” are asleep. When my wife and I were in Prague, Czechoslovakia, just a few weeks before the anti-communist revolution of the late 1980s, we had not a clue that anything was in the wind. Although, when we walked on the main shopping street, we did notice that everyone was strangely quiet, no laughter, no loud talking, just 10,000 or so people walking quietly. It was eerie!

It is fair to say that history teaches that the people only appear to be asleep. Only a madman or genius would even try to predict when protest will break out. But be certain, if there is oppression, there will be protest.

A Mexican labor organizer and I once discussed this question of being able to detect when protest will break out, and what we decided is that when the time is ripe, no one knows it. In Spanish, he said “It is hard to tell when the fruit will be ripe, but it will eventually ripen, that is certain.”

In most instances, protests have been crushed, the rebels dispersed, imprisoned or killed. It is fair to say that many, perhaps most, rebellions have never been recorded or remembered. While reading Adam Hochschild’s history of the subjugation of the Congo, “King Leopold’s Ghost,” I was struck by the number of rebellions of indigenous people that he mentions, and those are probably only a few of the many that occurred. As historians probe deeper into social and political history, new evidence is always being uncovered of previously unrecorded slave revolts, strikes or walkouts, or of defeated rebels escaping and regrouping to fight again later.

What appears to distinguish unsuccessful rebellions from sustained struggle has been the emergence of leaders, not merely spokespersons who steal the spotlight, but individuals

who help give shape to and measurably broaden the base of popular support for the rebellion.

Dr. Martin Luther King was a newly minted minister who had recently arrived from Atlanta to take responsibility for a small church, and lacked any form of social change credentials when the Montgomery bus boycott broke out in December 1955. But when the mantle of leadership landed on his shoulders as the protest appeared to be faltering, things suddenly began to pick up. The Montgomery Improvement Association started holding mass community meetings in a local church, not his church, by the way, that were soon packed to the rafters under the spell of his words and thinking. Before long, it was clear that support for the bus boycott was widening and deepening throughout the community, and when the time was ripe, he led mass marches through the streets of the "heart of the Confederacy." Other black churches heard about the bus boycott, and began sending financial and other contributions.

Huron, credit union modeled on the FWAFF credit union that uses Federal Taxpayer ID Numbers instead of SS Numbers for undocumented persons.

Criteria for What is a health organization

- 1) Membership - clearly defined - sign on w/ obligations of members
- 2) Frequent, open membership meeting - member education, decision-making
- 3) Leadership accountable to members - democratic processes / leadership development
- 4) Members engaged in "mass work"
 - in person presentation of facts & ideas
 - outreach - invitation to participate & join
 - demands - clear statement of goals - both short term & long term
- 5) What is fraction of membership who are active
 - participate in regular member meetings
 - engage in outreach & recruitment
 - implement outreach

Issues in Rural California, October 23, 2001

What is rural? How do alternative definitions of rural affect policy and people?

- Cities and Census Designated Places (CDP)

- Metro and non-metro counties

What is “rural” California?

- Frontier

- Rural

- Urban

Population

- Numbers

- Rate of growth

- Age distribution

- Race and ethnicity

- Foreign-born and immigration status

Housing

- Renters vs. home owners

- Sharing of dwellings

- “Back houses” and squatters

Educational attainment

- High school graduates

- College graduates

- “Goin’ above your raisin’”

Economy

- Natural resource production – agriculture, forestry & fishing

- Tourism

- Prisons

- Hazardous waste disposal

- Unemployment

Health status and access to care

- Physicians per 1,000 population

- Dentists per 1,000 population

- Medicare payment schedule

- Hospital closings

Policy issues

- Economic development quandary

- Water policy – RRA, CVPIA

 - Small communities – Mendota case study

- Forest management policy

- Environmental policy – “us” vs. “them”

Stories

- Irvine Foundation focus group – 1987 (?)

- Friends of the River & CIRS exchange – 1998 (?)

Rural California – Are There Any Organizers Out There?
Presentation to Board of Directors, Haigh-Scatena Foundation, by Don Villarejo
October 23, 2001

1. What is rural? How do alternative definitions of rural affect policy and people?

Cities and Census Designated Places (CDP)

Population of less than 2,500 persons

Unincorporated areas – low population density

Metro and non-metro counties

Policy experts have designated entire counties as “metro” if the county contains or is part of a Census Designated Metropolitan Area.

Consequence is that rural residents of a county designated as “metro” are instantly transformed into metro residents!

Table I

Population of Western States, 1990 Census of Population

State	Total Population	Rural Population	Rural Population Metro Counties	Rural Population NonMetro Counties
Arizona	3,665,228	458,153	207,449	250,704
California	29,760,021	2,188,143	1,662,691	525,452
Colorado	3,294,394	578,645	228,661	349,984
Idaho	1,006,749	428,373	68,222	360,151
Montana	799,065	379,076	33,737	345,339
Nevada	1,201,833	140,521	54,788	85,733
New Mexico	1,515,069	410,314	115,455	294,859
Oregon	2,842,321	839,322	394,471	444,851
Utah	1,722,850	223,475	30,649	192,826
Washington	4,866,692	1,149,568	593,597	555,971
Wyoming	453,588	159,123	16,192	142,931

What is “rural” California? Definitions of Rural Health Policy Council, DHS.

Concepts are based in part on Census definitions as applied to California

Rural – 7%

Urban – non-urbanized – 7%

Urban – urbanized – 86%

Frontier
Rural
Urban

Population

Numbers are substantial – over 2 million rural by Census definition
Rate of growth more rapid in rural than urban
Age distribution – much younger than urban population
Race and ethnicity – many communities tend to be homogeneous
Foreign-born and immigration status – 40% speak a language other than English

Housing

Renters vs. home owners – low rate of home ownership
Sharing of dwellings – among farm workers, 42% of dwellings shared
Telephone in residence – 20% of farm worker dwellings lack telephone
“Back houses” and squatters – Parlier to Mecca, informal housing is prevalent

Educational attainment

High school graduates – many communities have low rate of high school grad
College graduates – in majority of rural communities, fewer than one-tenth
“Don’t get above your raisin” – class bias against seeking higher education

Economy

Natural resource production – agriculture, forestry & fishing
Tourism
Prisons
Hazardous waste disposal
Unemployment

Health status and access to care

Physicians per 1,000 population
Dentists per 1,000 population
Medicare payment schedule
Hospital closings

Policy issues and social change theory

Economic development quandary – no policy agency knows what to do
Water policy – RRA, CVPIA
Small communities – Mendota case study
Forest management policy
Environmental policy – “us” vs. “them”

Rural organizing

~~“In Berkeley, all the places in the revolution have been filled.”~~
~~Few formal organizations – lack of non-profit infrastructure~~
~~Philanthropy in California focuses primarily on urban issues~~
Developing organizers and organizations
Immigrant communities - cohesive
Focus on housing and services
Electoral work – shows some promise

Hummer
Cuthler
Anson

Rural California – Are There Any Organizers Out There?

October 23, 2001

Presentation by Don Villarejo

To the

Board of Directors

Haigh-Scatena Foundation

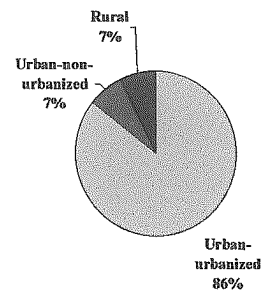
Definition of Rural

- Census place with less than 2,500 persons
- But must be outside of a Census-Designated Urbanized Area, which depends upon 1950 population density criterion.
- Counties classified as “metro” if contain a place with 50,000+ persons, or is a contiguous CDUA.
- Place can be “urban”, but outside of Urbanized Area – Crescent City, Parlier, etc

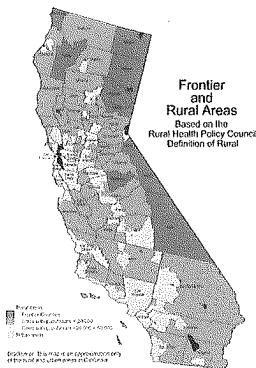
Rural Population, Western States, Top 5 of 11 States, 1990 Census

State	Rural Population
California	2,188,143
Washington	1,149,568
Oregon	839,322
Colorado	578,645
Arizona	458,153

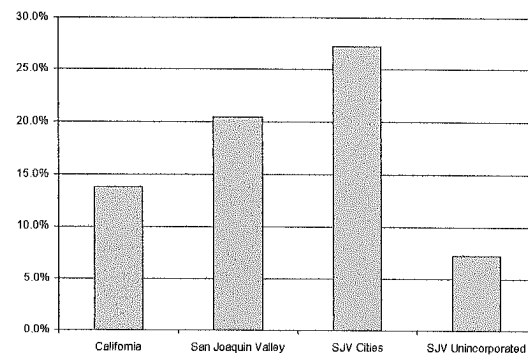
Rural and Urban Population, California, 1980 Census

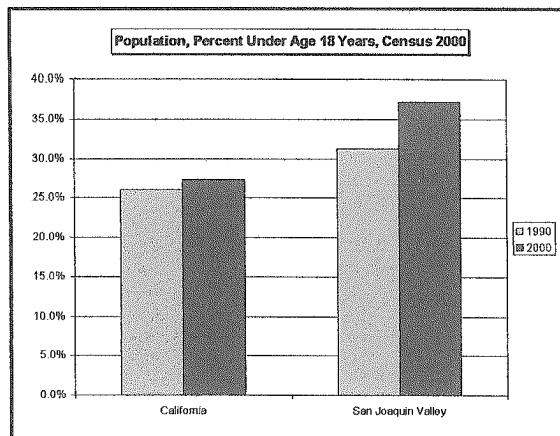
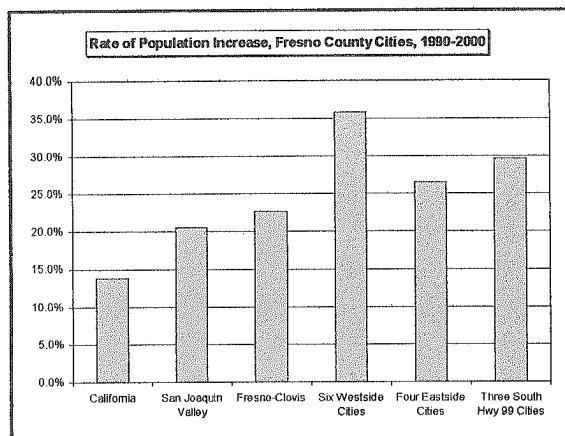


Medical Service Study Areas (MSSA)



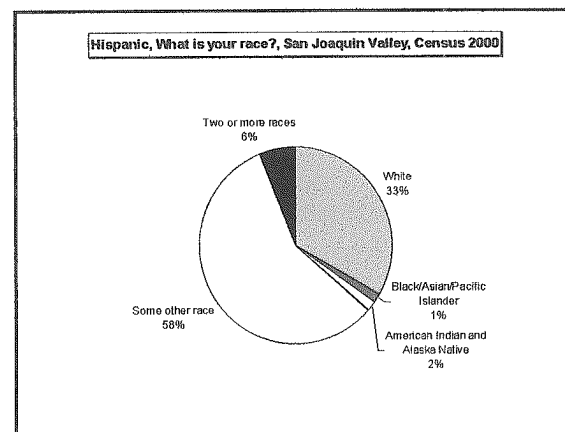
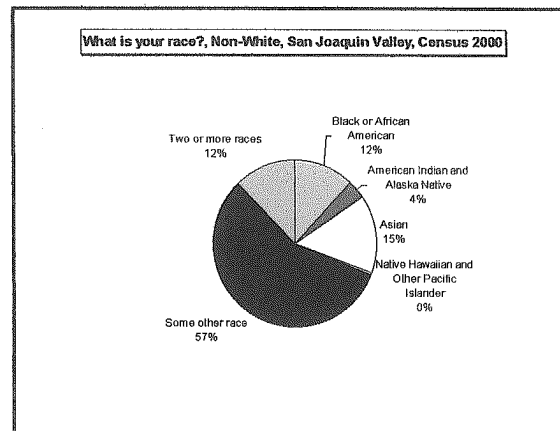
Rate of Population Increase, 1980-2000, Census 2000

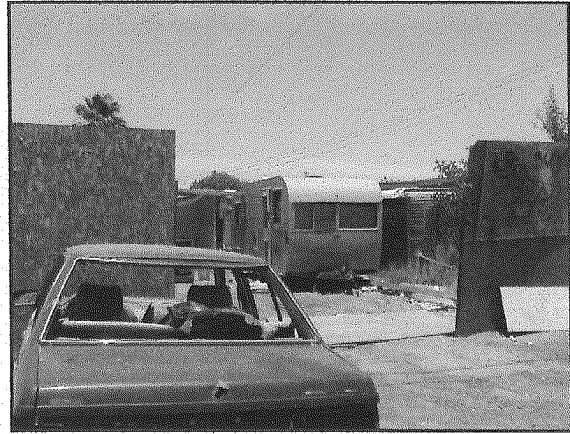




Census 2000 – Race: One or multiple categories

- White
- Black, African-American or Negro
- American Indian or Alaska Native
- Asian (6)
- Native Hawaiian or Pacific Islander (3)
- Some other race
- (Two or more races)





CAWHS Sample, 1999, N=971

Characteristic	CAWHS Sample
Age - median	34 years
Gender	36% female
Place of birth	92% foreign-born
Marital status	59% married 48% have children
Educational attainment	63%, six years or less
Literacy	51% say they read Spanish well; 5% English
Income – median 1998	\$7,500 - \$9,999

Family Income and U.S. Assets, CAWHS Households, 1999, N = 959

Total Family Income (median)	\$12,500 - \$14,999
Per capita income (average)	\$3,690 - \$4,420
House in U.S.	15%
Mobile Home in U.S.	3%
Automobile in U.S.	20%
Business in U.S.	0%
Own No Assets in U.S.	68%

Housing Conditions, CAWHS Dwellings, 1999, N=940

Dwellings Shared by Two or More Households	42%
Dwellings without Telephone Service	20%
Persons per Dwellings (average)	4.25
Temporary, Labor Camp or Vehicle Dwellings	30%
U.S.-Resident HH Members	1,891
HH Members Living Abroad	333

Farm Worker MSSA

Criteria

- Rural (Rural Health Policy Council)
- Majority Hispanic (1990 Census)

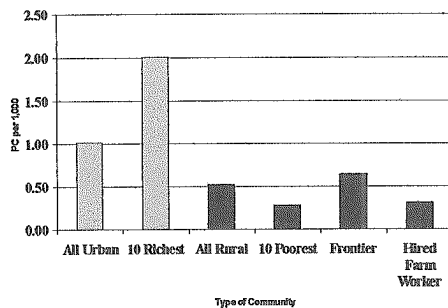
Characteristics (1990 Census)

- 23 MSSAs (out of 210 Rural MSSAs)
- 69% Hispanic, out of 441,510 residents (CivNI)
- 40% population growth, 1990-2000 (CA Finance)
- 35% of employment in Ag, Forestry & Fishing

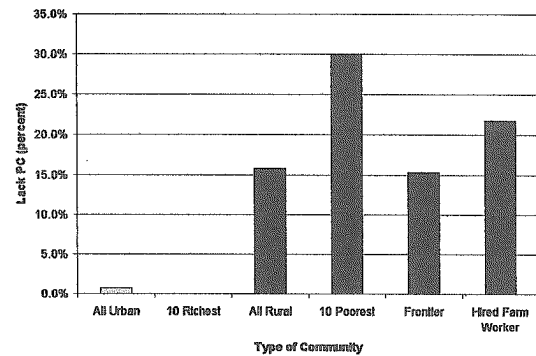
Elementary Schools in Farm Worker MSSAs (median)

Characteristic	FW Schools	All California
Hispanic/White	88%/5%	Not comparable
Parents-Not H.S. graduates	46%	13%
ELL	45%	19%
Federal lunch	81%	53%
API	529	673

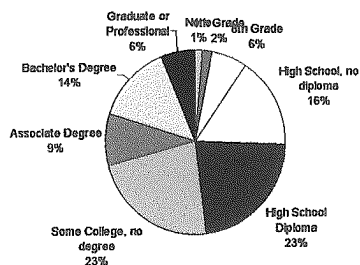
Primary Care Physicians per 1,000 Residents, California MSSA



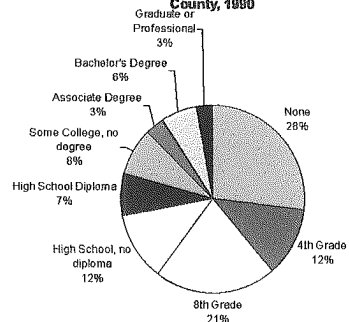
MSSA Lacking Primary Care Physician (percent), California MSSA



Citizen, Age 25 or Greater, Educational Attainment, Fresno County, 1990



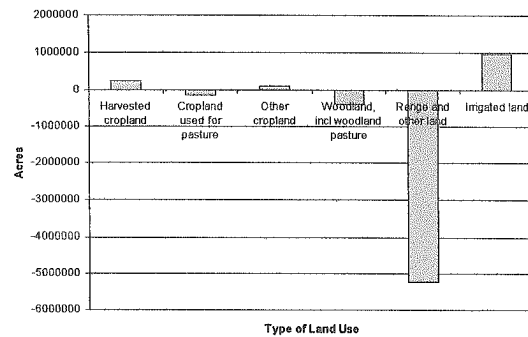
Non-Citizens, Age 25 or Greater, Educational Attainment, Fresno County, 1990



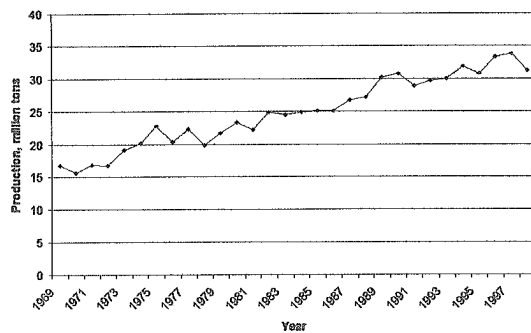
Household Members, Age 18-65, Employment & Education, CAWHS

Characteristic	U.S.-born	Foreign-born
Hired farm work	13%	38%
Non-farm work	38%	25%
Not employed	47%	36%
Educational attainment, 25+	12 th Grade, no diploma	4 th – 6 th Grade
Hired farm work, 25+	28%	44%

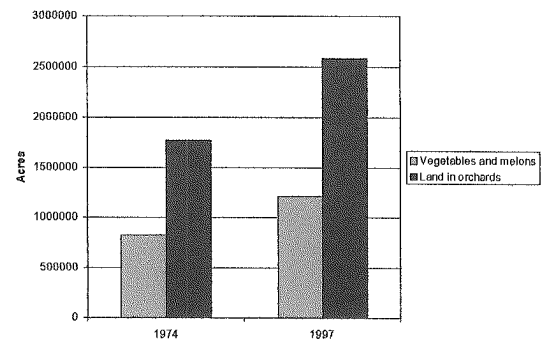
Changes in agricultural land use, California, 1974-1997, Census of Agriculture



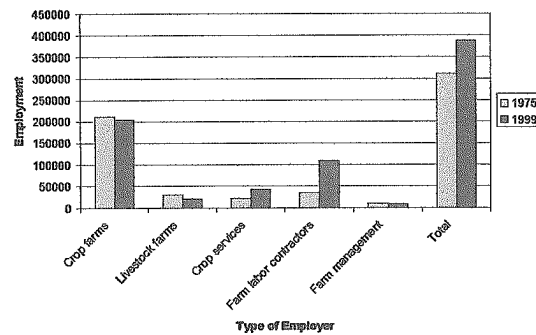
Fruit and vegetable production, California, Annual, 1969-1998, USDA-CASS



Harvested acres of vegetables and melons, and Land in orchards, California, 1974 & 1997, Census of Agriculture

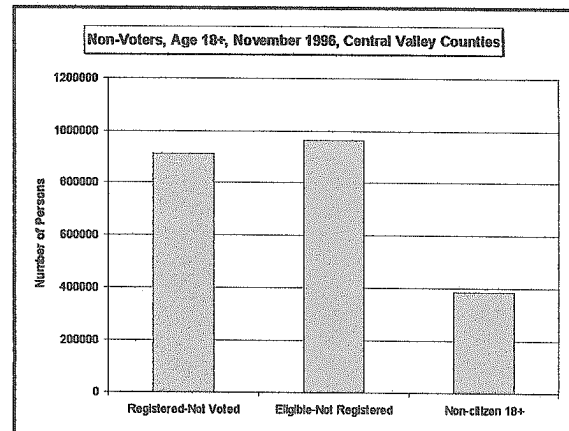
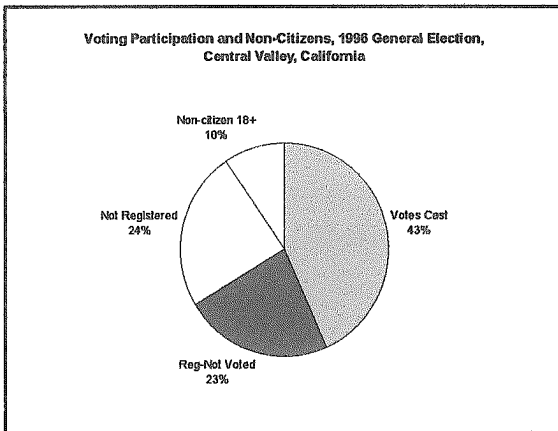
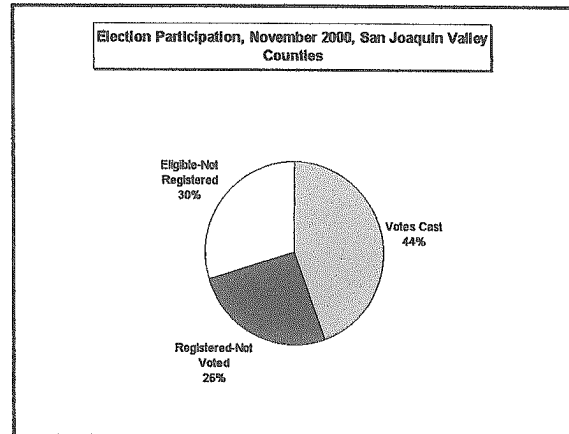
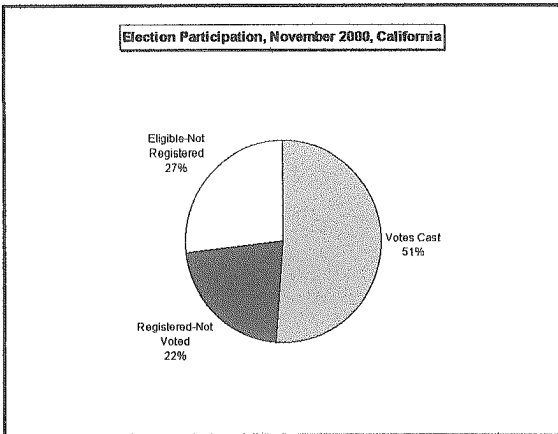


Employment, Annual average of monthly employment, Hired farm workers, California, 1975 & 1999, EDD



Mexican-Born Registered Voters, Farm Worker MSSAs, 1996

City	County	Voters	Mexican-Born	Percent
Arvin et al	Kern	6,438	951	15
Delano et al	Kern	12,404	1,491	12
Dinuba et al	Tulare	6,237	810	13
Earlimart et al	Tulare	1,992	342	17
Shafter et al	Kern	9,851	878	9
Total (5 FW MSSAs)		36,388	4,426	12



This is a horizontal aerial photograph showing a coastal landscape. A road or path runs horizontally across the middle of the frame. To the left of the road, there is a body of water. To the right, there is a dense area of vegetation, possibly a forest or scrubland. The image is in black and white and has a grainy, high-contrast appearance.

Frontier and Rural Areas
Based on the Rural Health Policy Council Definition of Rural

Areas:
Frontier Counties
Counties with populations < 20,000
Counties with populations > 20,000 < 50,000
Urban areas

This map is an approximation only of rural and urban areas in California.

Frontier Counties
Cities with populations < 20,000
Cities with populations >20,000 < 50,000
Urban areas

Disclaimer: This map is an approximation only of the rural and urban areas in California.