

LATINOS IN CENTRAL OREGON

A COMMUNITY PROFILE IN STATISTICS & STORIES

Income and Other Economic Indicators



**LATINO COMMUNITY ASSOCIATION
OCTOBER 2020**



TABLE OF CONTENTS

| | |
|-----------|--|
| 2 | AGRADECIMIENTOS |
| 3 | INTRODUCTION |
| 4 | EXECUTIVE SUMMARY |
| 9 | <i>AMIGA/VECINA PROFILE - ELISA</i> |
| 10 | POPULATION |
| 18 | <i>AMIGO/VECINO PROFILE - LUIS ALBERTO ROBLES</i> |
| 19 | INCOME AND OTHER ECONOMIC INDICATORS |
| 24 | <i>AMIGA/VECINA PROFILE - LORENA BARRERA</i> |
| 25 | <i>AMIGO/VECINO PROFILE - ANTONIO</i> |
| 26 | HEALTH |
| 36 | <i>AMIGA/VECINA PROFILE - BLANCA REYNOSO</i> |
| 37 | EDUCATION |
| 44 | <i>AMIGO/VECINO PROFILE - ROBERTO IRICHE</i> |
| 45 | <i>AMIGA/VECINA PROFILE - MARIA TERESA MENDOZA</i> |
| 46 | HOUSING |
| 51 | <i>AMIGA/VECINA PROFILE - DELIA FELICIANO</i> |
| 52 | CONCLUSION AND INVITATION |
| 53 | APPENDIX |
| 54 | SOURCES FOR FURTHER READING |

AGRADECIMIENTOS

For their generous assistance and advice in reviewing early drafts of this document, we want to say ¡Muchas gracias! to:

Gerardo Sandoval, University of Oregon - Planning, Public Policy & Management

Jennifer Faith, Deschutes County Health Services

Jessica Fitzpatrick, East Cascades Works

Oregon Employment Department

Caitlin Ruffenach, Oregon Community Foundation

Katie Condit, Better Together Coalition

Miguel Angel Herrada, PacificSource

Rebeckah Berry, Central Oregon Health Council

Scott Aycock and Janel Ruehl, Central Oregon Intergovernmental Council

Susan Thurman and Peter Necarsulmer, PBN Hill+Knowlton Strategies

Whitney Swander, High Desert Educational Service District

Latino Community Association Board of Directors and Staff

RESEARCH & WRITING

Denise Holley (lead)

Brad Porterfield

EDITORIAL & DATA REVIEW

Jeffrey Richardson

Ron Oliveira

REPORT DESIGN

Jessica Amascual

Funding provided by the Central Oregon Latino Partnership Program of the Oregon Community Foundation and the Better Together Coalition

INCOME AND OTHER ECONOMIC INDICATORS

Because of important differences in the type and level of economic activity across Central Oregon, data on economic indicators is more useful at a county level. We have summarized data in the two tables below, contrasting ACS data for the period straddling the national recession and recovery, 2008-2012, and the most recent period, 2014-2018.

HOUSEHOLD INCOME AND POVERTY

In 2018, the median household income for Latinos in Oregon was \$48,447, compared to \$61,206 for white households, based on estimates from the 2014-2018 ACS. Approximately 22 percent earned an income below the poverty level, an improvement over 28 percent in 2014.

In Central Oregon, median household income for our Latino families exceeds that for Latinos statewide in Deschutes County. With the exception of Crook County, the poverty rate in our other counties has dropped significantly to well below that for Latinos statewide. However, the rates of poverty among Latinos across our region are still well above those of our white counterparts. Crook County is a clear area of concern with flat growth in median household income and an alarming 30 percent poverty rate.

Table 10
Income and Other Economic Indicators by County 2008-2018

| | Crook | | Deschutes | | Jefferson | |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2008-2012 | 2014-2018 | 2008-2012 | 2014-2018 | 2008-2012 | 2014-2018 |
| Median Household Income | | | | | | |
| White | \$40,364 | \$45,418 | \$51,708 | \$64,526 | \$43,982 | \$53,853 |
| Latino | \$39,904 | \$40,859 | \$40,833 | \$53,189 | \$37,196 | \$48,750 |
| Per Capita Income | | | | | | |
| White | \$21,072 | \$26,451 | \$28,557 | \$36,078 | \$23,760 | \$27,552 |
| Latino | \$12,879 | \$15,053 | \$13,969 | \$17,267 | \$11,639 | \$15,795 |
| Poverty Rates | | | | | | |
| White | 17% | 13% | 13% | 10% | 15% | 15% |
| Latino | 20% | 30% | 31% | 15% | 27% | 19% |

Source: US Census, American Community Survey 2008-2012 and 2014-2018

EMPLOYMENT

Central Oregon data on labor force participation is shown in Table 11 below. Latinos comprise a relatively small share of the population, but they participate in the workforce at higher percentages than white residents. One reason is the drastic difference in median age: a higher percentage of Latinos are of typical working age than white residents. Data compares the Great Recession and recovery years (2008-2012) with the most recent ACS period (2014-2018).

The labor force participation rate includes both employed individuals and those currently looking for work. The unemployment rate describes those without a job who sought work within the last four weeks.

Table 11
Key Employment Indicators by County 2008-2018

| | Crook | | Deschutes | | Jefferson | |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2008-2012 | 2014-2018 | 2008-2012 | 2014-2018 | 2008-2012 | 2014-2018 |
| Labor Force Participation | | | | | | |
| White | 54% | 52% | 63% | 62% | 54% | 45% |
| Latino | 63% | 66% | 78% | 78% | 70% | 73% |
| Unemployment | | | | | | |
| White | 17% | 9% | 12% | 5% | 15% | 7% |
| Latino | 17% | 10% | 12% | 7% | 15% | 6% |

Source: U.S. Census, American Community Survey, 2008-2012 and 2014-2018, Table S2301

In a 2019 snapshot of Central Oregon employment by sector, the Oregon Employment Department (OED) reports that Latinos filled an annual average of 8,412 jobs covered by the state's unemployment insurance system in Central Oregon. Some individuals in this count may have worked more than one job. Many Latinos in the workforce, but not all, were employed in the fields shown in Table 12.



Workers at McPheeters Nursery in Culver. Photo by Denise Holley

Table 12
Annual Average Employment for Latinos in Central Oregon by Sector 2019

| <u>Economic Sector</u> | <u># Employed</u> |
|--|--------------------------|
| Accommodation and Food Services | 1,765 |
| Health Care and Social Assistance | 1,226 |
| Retail Trade | 1,116 |
| Manufacturing | 1,038 |
| Construction | 751 |
| Administrative, Support, Waste Management & Remediation Svcs | 673 |
| Other Services (except Public Administration) | 318 |
| Public Administration | 293 |
| Educational Services | 272 |
| Agriculture, Forestry, Fishing, and Hunting | 234 |
| Professional, Scientific, and Technical Services | 224 |
| Wholesale Trade | 195 |
| Finance and Insurance | 152 |
| Information | 133 |
| Utilities | 22 |
| TOTAL | 8,412 |

**Excludes jobs not covered by unemployment insurance*

Source: U.S. Census Bureau, Quarterly Workforce Indicators, 2019

(Crook, Deschutes, and Jefferson Counties)

Many jobs in agriculture are seasonal and not covered by unemployment insurance, and would not be counted in Table 12. OED produces estimates of people employed in agriculture, but these figures do not designate ethnic background and include workers in offices and plants. So we are showing estimates of migrant and seasonal farm workers (MSFW) from a 2018 survey by the Oregon State University Extension Service. Since the overwhelming majority of Oregon farm workers are Latinos, these figures estimate the number who work in seasonal agriculture.

Table 13
Migrant and Seasonal Farmworkers
in Central Oregon by County 2018

| <u>County</u> | <u>Workers</u> |
|----------------------|-----------------------|
| Deschutes | 87 |
| Jefferson | 469 |
| Crook | 146 |

Source: Estimates of Migrant and Seasonal Farmworkers in Agriculture 2018, Oregon State University Extension Service

Both sets of employment-by-sector figures in Tables 12 and 13 reflect the areas of our regional economy where Latino workers have historically contributed, and in which they still predominantly work.

However, we must shine a light on the fact that many more Latinos are working in administrative and technical positions at government agencies, nonprofits, schools, and health centers now than 10 years ago. Though anecdotal, this is an important and necessary evolution in our communities that we ought to document and raise up.

GROWTH OF LATINO EMPLOYMENT IN CENTRAL OREGON

Table 14 below shows that, from 1993 to 2018, Latino employment in Central Oregon (in jobs covered by unemployment insurance) grew by nearly five times, as reported by the Oregon Employment Department in August 2019. The number of jobs held by Latinos increased by 397 percent, while the number of jobs held by non-Latinos increased by 103 percent. Across our region, Deschutes County experienced the most profound growth in Latino employment (602%) over the 25-year period.

Table 14
Growth of Latino Employment in Central Oregon 1993-2018
(employed in jobs covered by unemployment insurance)

| | 1993 | | | 2018 | | | 1993-2018 | |
|----------------|------------------|-------------------|-------------------|------------------|-------------------|-------------------|------------------|-------------------|
| | Total Employment | Latino Employment | Latino % of Total | Total Employment | Latino Employment | Latino % of Total | Total % Increase | Latino % Increase |
| Oregon | 1,262,945 | 58,720 | 4.6 | 1,875,003 | 224,596 | 12.0 | 48% | 282% |
| Central Oregon | 45,081 | 1,718 | 3.8 | 91,334 | 8,533 | 9.3 | 103% | 397% |
| Crook | 5,304 | 169 | 3.2 | 5,324 | 441 | 8.3 | 0% | 161% |
| Deschutes | 34,418 | 969 | 2.8 | 79,696 | 6,807 | 8.5 | 132% | 602% |
| Jefferson | 5,359 | 580 | 10.8 | 6,314 | 1,285 | 20.4 | 18% | 122% |

Source: Oregon Employment Department, U.S. Census Bureau, Quarterly Workforce Indicators, compiled August 2019

LATINO-OWNED BUSINESSES

Missing from these figures are Latinos who work in their own small businesses, such as shops, food trucks, and landscaping, often with family members. Since cities and counties do not ask business license applicants for their ethnic background, the number of these businesses is difficult to estimate.

This year, the Census Bureau released the American Business Survey for 2017. It estimates that Deschutes County has 170 Latino-owned businesses that employ other people, out of 6,651 employer businesses in Deschutes County. This does not include figures for non-employer businesses (sole proprietorships), according to Michael Meyers, an economist with the state agency Business Oregon. The report contains no estimates for Crook or Jefferson counties. The link for the report is: <https://www.census.gov/programs-surveys/abs/data/tables.html>



Isabel Castillo owns El Amigazo food truck in Redmond. Photo by Denise Holley

ECONOMIC SUMMARY

- Latinos in Central Oregon participate in the workforce at higher rates than white residents
- Latino employment as a share of all employment has nearly tripled in the past 25 years
- Latinos are moving into professional and technical jobs at an increasing rate
- Latinos earn less, on average, than white residents
- Latinos experience higher rates of poverty
- Most Central Oregon farm workers are Latinos and many do not receive unemployment benefits

LORENA BARRERA

FARM WORKER, CULVER

Lorena Barrera enjoys working outdoors, even though her work in the fields is physically demanding, she said. “I like to see the plants growing.”

In late September, Lorena was harvesting potatoes and expected to finish her work season in October. Fortunately, her husband works most of the year, but the family is on a tighter budget through the winter, she said.



The couple bought a modest home in Culver for their family with three children, Lorena said. “We are trying to improve ourselves and have a better life.”

But they don’t earn enough to pay for the college education their daughter, Andrea, desires, Lorena said. The high school graduate excels in drama and wants to study theater at a college in southern California.

In 2019, the family visited the school. “It’s very expensive,” Lorena said.

Andrea volunteers with the Latino Community Association and helped with the food distribution in Madras this summer. She has applied for federal student aid. Currently she is working in the fields with her mother and saving her earnings.

“She is striving for her dream,” Lorena said.

A native of Michoacán, Mexico, she came to Los Angeles in 1996, but soon moved to Culver where her seven brothers worked in agriculture, she said. At first, she cared for their children, but then joined them in the carrot fields in 2000.

More Central Oregon growers are cultivating hemp, a lucrative crop, but Lorena doesn’t like the smell and the changes she thinks the crop will bring, she said. “It’s sad because the garlic is going away. Soon we won’t see vegetables, only hemp.”

Lorena treasures her family and likes to set up karaoke and sing her heart out with her family members.

ANTONIO

CONSTRUCTION & LANDSCAPE WORKER, REDMOND

Antonio (not his real name) has seen both the beautiful and ugly sides of Central Oregon. A native of Mexico, he lived in Los Angeles and then came to Redmond more than 10 years ago to join his brother, he said.



With his skills in construction and landscaping, Antonio finds short-term work with homeowners. He also volunteers with a nonprofit organization.

“The city is very clean. There are no problems with gangs.”

Antonio, Redmond resident

But he doesn't have a car and relies on a bicycle, so sometimes it's a challenge to get to the jobs, he said. He speaks with pride about the landscaping work he did on the playfields at Ridgeview High School and the trees he helped plant in Centennial Park.

“The city is very clean,” Antonio said about Redmond. “There are no problems with gangs.”

Once in a while he encounters an angry person who shouts at him, “Go back to Mexico!” But most white residents he meets treat him well, he said. His goals for the future include starting a family of his own.

CONCLUSION

Collecting and organizing data to describe our Latino community in Central Oregon, and analyzing it to gain insights about how and where our families are excelling or struggling, has opened our eyes. The data makes visible what otherwise often goes unseen by anyone not specifically focused on the well-being of our Latino families.

We want all families in Central Oregon to thrive, but experience tells us that a majority-white community can unintentionally overlook the specific needs and opportunities of our immigrant families and children when it comes to service delivery, employment practices, outreach and civic engagement. Equity requires understanding.

We hope that this report will provide a solid baseline for stakeholders to evaluate your practices to ensure that our Latino families, especially recent immigrant families, are neither excluded nor underserved. If you are currently unable to track the effectiveness of your efforts based on ethnicity and immigration status, we hope you will begin doing so for all marginalized groups. We cannot evaluate or remedy what we cannot see.

This report is a beginning. Our hope is that this report will help start discussions and inform ongoing efforts to plan for the well-being, equity and inclusion of all Central Oregonians. Our immigrant community members and our mixed-status families (U.S. citizens and non-citizens) represent an enormous resource to help fuel the economy and culture we all share. Yet, for decades, we have carried the burdens of discrimination, disdain, and invisibility.

If nothing else, this report makes perfectly clear that Latinos are needed for Central Oregon to thrive. We are young. We are motivated. But we are also stunted by the mainstream community's reluctance to fully include us and help break down the walls that slow our progress.

We call on the business leaders, faith leaders, and other decision-makers and influencers in our communities to embrace and include us, recognize our contributions and invest in our potential. Equity requires action.

We welcome you to know us, understand our diverse cultures, our challenges and dreams, and join us in working for an equitable and inclusive Central Oregon we can all be proud of.

SOURCES FOR FURTHER READING

Links to data sources utilized for this report:

EXECUTIVE SUMMARY

<https://oregoncf.org/community-impact/research/latinos-in-oregon-report/>
https://oregonencyclopedia.org/articles/hispanics_in_oregon/#.XImRVCJKjIU
<https://research.newamericaneconomy.org/report/power-of-the-purse-how-hispanics-contribute-to-the-u-s-economy/>

POPULATION

The American Community Survey (ACS) is a survey of randomly selected households the Census Bureau conducts yearly between the official 10-year Census counts. Because it is based on a sample, rather than the entire population, the ACS produces estimates. To aid data users, the Census Bureau calculates and publishes a margin of error for every estimate. For guidance on making comparisons, please visit data.census.gov

EMPLOYMENT

Estimates of Migrant and Seasonal Farmworkers 2018 update
<https://www.ohdc.org/uploads/1/1/2/4/11243168/05-24-18-awhft-oregon-msfw-enumeration-study.pdf>

HEALTH

Data on lack of health insurance comes from the U.S. Census American Community Survey 2014-2018, accessed from the Communities Reporter Tool on Jan. 29, 2020.
<https://oe.oregonexplorer.info/rural/CommunitiesReporter/>

Mosaic Medical:

<file:///G:/My%20Drive/Marketing/REPORT%20%20Latinos%20in%20Central%20Oregon/HEALTH/2017%20Mosaic%20Medical%20Health%20Center%20Profile.html>

Volunteers in Medicine:

https://www.vim-cascades.org/file_download/inline/39f45056-9e0c-47ad-81eb-b87b5b9e821f

EDUCATION

<https://www.oregon.gov/ode/educator-resources/assessment/Pages/Kindergarten-Assessment.aspx>

To view a profile and test scores for a particular school district, visit:

<https://www.ode.state.or.us/data/reportcard/reports.aspx>

<https://www.oregon.gov/ode/reports-and-data/students/Pages/Cohort-Graduation-Rate.aspx>
Select School Year 2018-2019, Cohort Graduation Rate 2018-2019 Media File

HOUSING

From the Regional Housing Needs Assessment, 2019, page 3

<https://coic2.org/wp-content/uploads/2019/04/housing-for-all-april-2019-materials-packet.pdf>

From the 2016-2019 Central Oregon Regional Health Improvement Plan, page 38

https://www.deschutes.org/sites/default/files/fileattachments/health_services/page/1863/rhip_2016-2019.pdf