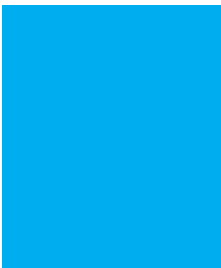




# Santa Maria Cultural Integration Plan Jasmin Kayhour





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# Chapter 1

## CHAPTER 1: INTRODUCTION

### 1.1 Experiences in CRP 410 and 411

During the Fall Quarter 2010 and Winter Quarter 2011, I was enrolled in the Community Planning Laboratory at Cal Poly. In this laboratory my class and I worked with the City of Santa Maria to develop a community profile in the Fall Quarter. This was followed by an update of the City of Santa Maria General Plan in the Winter Quarter. During both these quarters we engaged in extensive community outreach by administering community surveys, holding interest group meetings, attending community events, and participating in a typical community workshop. Through these outreach efforts we were able to identify significant problems in the community and reach a wide array of residents. A key concern was to maximize participation by the culturally diverse community. This was done to ensure outreach results would provide a true representation of the residents' concerns. Later we were able to use this information to deduce the apparent issues with our assigned element of the General Plan.

The City of Santa Maria is richly multicultural, with over half of the population speaking a language other than English at home and 32% of residents being foreign born. The high level of diversity within the city brings a unique blend of traditional and cultural character. However through the outreach efforts, an existing cultural divide became apparent. On several occasions residents spoke of cultural tension in Santa Maria, feeling a clear cultural divide between the Caucasian and minority communities. One resident surveyed even proposed a physical wall to be built through the City to separate the different groups. This strain on the relationships of the various communities has had a negative effect on the identity of Santa Maria. When contacted about this issue Recreation and Parks Director Alex Posada stated, "In my 30+ years with the City, I can honestly say that the cultural divide has never been greater than it is now".

# Introduction

Easing this strong cultural rift became the main focus of my work in 411 as I began work on the Culture Element of the General Plan Update. In collaboration with the Parks and Recreation Element Group, I wrote policies and actions for the General Plan Update with the goal of creating a community that celebrates its cultural diversity. I believed that there was so much underutilized cultural potential to create a unique identity for the community that could be celebrated. I proposed actions such as the establishment of a Culture and Diversity Council. I designed this council of representatives to handle culture and diversity related issues within the community, such as ensuring equity. Later as it became time to select a Senior Project, I felt that my recommended solutions towards eliminating ethnic tensions had not been enough. This forced me to revisit my previous thought of a Culture and Diversity Council and instead create a plan for such a council to implement. Rather than just focusing on diversity, I renamed the plan, the Cultural Integration Plan, to concentrate more in depth on the goal of cultural integration as a means of eliminating the ethnic divide in Santa Maria.

## 1.2 Goal

As a solution to alleviate these cultural tensions Santa Maria should promote cultural integration. Cultural integration will allow residents to learn more, interact more, and break down the walls that have been built over the past few decades. Santa Maria's diversity is an untapped resource for the City. Through the integration of the various divided groups, Santa Maria can form a unified community and develop an identity that residents can be proud of. This document will assess the issues of ethnic divide and the possible solutions through cultural integration.

# Chapter 2

## CHAPTER 2 BACKGROUND

### 2.1 Demographics

Santa Maria has a rich history and culture that is not fully expressed in the City's identity. There are several prominent ethnic populations, including Oaxacans, Mexicans, Japanese, and Filipino populations. In addition to these ethnic groups there are cultural lifestyles based in Santa Maria, such as cowboys and rancheros. The existence of these individual groups presents the City with an opportunity to create a unique identity by highlighting the important aspects of these cultures. Santa Maria is a community that boasts a diverse culture, which plays a vital role in setting a path in the City's development. This chapter will discuss aspects of the City's cultural and ethnic background that are significant to its character and will continue to contribute to the identity of the community in the future. This will include an explanation of Santa Maria's distinct cultural events, education opportunities, and cultural communication tools, as well as a description of the City's rich cultural diversity. These elements are vital in transforming Santa Maria into a community that promotes cultural integration.

In order to encourage integration, the City must first foster a sense of character and identity within the community by highlighting the City's exceptional cultural facets. By accentuating these aspects, Santa Maria will be able to create its own distinct character and sense of pride, and will be unique due of many cultures that exist within the community.

# Background

## 2.2 Existing Conditions

The existing events, educational opportunities, and cultural communication tools represent the current state of the community. These various social and educational outlets comprise the identity of Santa Maria. By identifying these elements, we can better access the needs of the community and any misalignment between these provided services and the community demographics.

### 2.2.1 Events

The blended character of Santa Maria is apparent through its wide variety of cultural events in the community. The Elk Rodeo and Parade displays the traditional cowboy heritage of the community, while the Guelaguetza Festival celebrates the unique Oaxacan population. These various events throughout the year give a glimpse into the identity of the City.

#### Arts, Food & Wine, Heritage Events

##### Sites

1. Town Center Gallery 321 Town Center West
2. Pacific Conservatory of the Performing Arts 800 South College Drive
3. Santa Maria Civic Theater 1660 North McClelland
4. Farmer's Market 193 South Broadway
5. Santa Maria Fairpark 937 South Thornburg
6. Veteran's Memorial Community Center 313 West Tunnell
7. Preisker Park at Hidden Pines Way/  
Preisker Lane
8. Unocal Event Center 4040 Highway 101
9. Filipino Community Center 2270 Preisker Lane
10. Japanese Community Center 134 North Western Avenue
11. Heritage Walk Mid-Block between Pine/S. Broadway & W. Main/W. Church

# Chapter 2

## Calendar Year of Events

### Events

Jan:	An Evening of Guitar SM Philharmonic	AH College Throughout the year
Apr:	Strawberry Festival	Fairpark
Jun:	Elks Rodeo & Parade Summer Concerts in the Park Guelaguetza Festival	Unocal Event Center Preisker Park Fairpark
Jul:	Annual SB County Fair	Fairpark
	Bent Axles Cruise & BBQ	Radisson Hotel
Sept:	La Guitarra CA Guitar Festival Obon Festival	AH College Vets Memorial Events
	Center	
Oct:	Celebration of Harvest Winery	Rancho Sisquoc
	Autumn Arts Grapes & Grains Fest. South McClelland Street	
Nov:	Carver's Artistry in Wood Show Events Center	Vets Memorial
	Santa Maria Dance Days	Santa Maria Inn
Dec:	Christmas Parade of Lights	Broadway Street



# Background

## Arts

An Evening of Guitar  
Summer Concerts in the Park  
La Guitarra CA Guitar Festival  
Santa Maria Dance Days  
Carver's Artistry in Wood Show  
Events Center  
Autumn Arts Grapes & Grains Fest.

AH College  
Preisker Park  
AH College  
Santa Maria Inn  
Vets Memorial

Unocal Event Center

## Food

Strawberry Festival  
Bent Axles Cruise & BBQ  
Celebration of Harvest  
Winery

Fairpark  
Radisson Hotel  
Rancho Sisquoc

## Heritage

Guelaguetza Festival  
Annual SB County Fair  
Obon Festival  
Center  
Christmas Parade of Lights

Fairpark  
Fairpark  
Vets Memorial Events  
Broadway Street

## Chapter 2

### *Farmer's Market*

In 1980, Santa Maria's weekly Farmer's Market (Figure 1.1.2a) was established by two local family farmers who received non-profit certification. The Market is held every Wednesday on the corner of East Main and South Broadway. It attracts vendors from all throughout the Santa Maria Valley region, who are looking to sell a vast variety of fruit, vegetables, and other natural, locally-grown products. The Farmer's Market provides a unique opportunity for vendors to expose members of the community to their different cultural foods and for patrons to try something new.

*Figure 1.1.2a: Farmer's Market*



# Background



Figure 1.1.2b: Guelaguetza Festival

## *Guelaguetza Festival*

The Guelaguetza Festival, created in 2004, is held each June at the Santa Maria Fairpark to celebrate the thriving Oaxacan culture that exists in Santa Maria. Guelaguetza, meaning “offering” in Zapotec, is a celebration of the eight indigenous regions of the Mexican state of Oaxaca, where 80% of Santa Maria immigrants originate. The festival allows Oaxaca natives to gather communally to continue the festival tradition started in Oaxaca in the pre-Columbian era, around the 13th century. The Guelaguetza Festival is a celebration for local farmworkers and includes artisan crafts, dancing (Figure 1.1.2b), food and other Oaxacan traditions. This event not only allows the Oaxcans to celebrate their rich culture with one another but, also with the rest of the community. In addition to the cultural customs, the Guelaguetza Committee, which organizes the event, gives back to the community by rewarding scholarships to local youth.

## Chapter 2

### *Elks Rodeo and Parade*

Held at the Unocal Event Center in Santa Maria, the Elks Rodeo is a four day celebration every June with many activities. In the days leading up to the rodeo, there are barbecues, dances and a banquet. The celebration includes a parade with marching bands, majorettes, color guards, floats, equestrians and clowns. The rodeo's major attractions are bull-riding and bronc-riding. On the last day of the rodeo, the final round of competitions are held where the top cowboys compete for the championship. The event allows for the celebration of traditional cowboy traditions.

### *Strawberry Festival*

In 1987, the first Strawberry Festival took place, highlighting the start of strawberry season and its importance for the Santa Maria economy. Over 6,000 acres of strawberry farms are located in Santa Barbara County, with 99% located in the Santa Maria Valley, resulting in a yearly yield of over \$200 million. The Strawberry Festival is a family event that is held annually every April at the Santa Maria Fairpark. Residents can taste berries and wine, view educational exhibits, and enjoy shows, games, music, and a variety of food.

# Background

## *Obon Festival*

The Obon Festival is a yearly Japanese cultural festival held in Santa Maria each July since 1960 at the Veteran's Memorial Community Center. Open to the public, the festival offers a variety of traditional Japanese food and entertainment experiences. The events of the festival include bonsai, taiko drums (Figure 1.1.2c), martial arts, and Japanese crafts. In addition, the traditional Bon Odori dance is performed to the taiko drumming with dancers dressed in customary kimonos and Happi coats. Food available includes teriyaki chicken, sushi, kushiyaki, and udon. The Obon Festival is one of the most significant Buddhist observances, and is traced back to the Buddhist story of Moggallana, in which a Buddhist monk rescues his mother from condemnation. The festival is meant to combine solemn reflection with a celebration of ancestors who came before and commemorates the time of year when spirits of the dead are thought to return to earth.

*Figure 1.1.2c: Obon Festival*



## Chapter 2

### *Autumn Arts Grapes and Grains Festival*

Beginning in 1983, the Grapes and Grains festival is an annual event celebrating the arts and the Santa Maria grape harvest. Held in early October, the festival takes place at the Santa Maria Civic Center. Events at the festival include exhibitions by local artists and live art demonstrations. In addition, youth activities include carnival games, a petting zoo, craft projects, and a chalk art expose. The event aims to be community oriented and family-friendly and admission is free.

### *Christmas Parade of Lights*

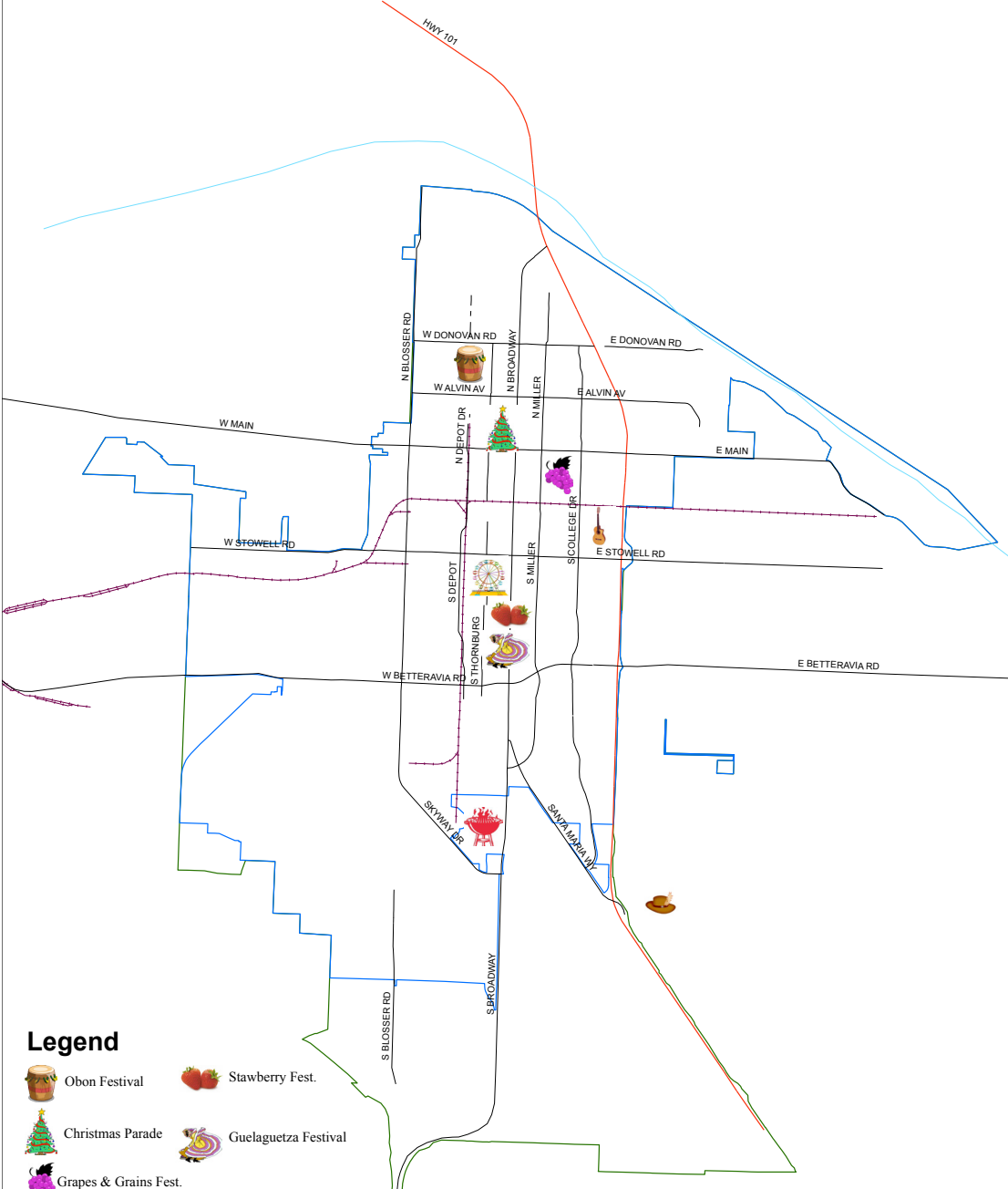
Revived in 1995, the Christmas Parade of Lights (Figure 1.1.2d) has been running in its current form under the leadership of the Santa Maria Rotary Club. Running from the Santa Maria Inn to the Town Center Mall, Broadway is completely shut down for the festivities. The parade includes commercial and private floats, as well as marching bands, with an emphasis on the use of lights. Awards are given to the best floats and marching groups with the best use of lights. The event has approximately 2,500 participants and aims to be a community event for the entire Santa Maria Valley.

*Figure 1.1.2d: Christmas Parade of Lights (2010)*



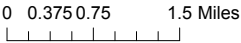
# Background

## Santa Maria, California Event Location Map



**Legend**

- Obon Festival
- Christmas Parade
- Grapes & Grains Fest.
- An Evening of Guitair
- SB County Fair
- Strawberry Fest.
- Guelaguetza Festival
- Bent Axls Cruise & BBQ
- Elk Rodeo & Parade



## Chapter 2

### *2.2.2 Education Opportunities*

#### *Emergency Preparedness Classes*

In a four-week course held once a week for three hours, Santa Maria Residents who are native Spanish speakers are taught about disaster preparedness in their first language. These classes began in early 2011 and are currently only taught in one location. The need for more of these classes is tremendous with the primary language spoken at home for 55 percent of Santa Maria residents being Spanish. These classes are offered for free.

#### *Citizenship Classes*

Citizenship preparedness courses are offered through the Allan Hancock College.

#### *ESL Classes*

English as a Second Language classes are currently taught through the Allan Hancock College and Safe Haven 77. The college offers morning and evening classes free of charge. While Safe Haven 77, began offering evening English classes in 2002.

### *2.2.3 Cultural Communication Tools*

#### *Cultural Radio Stations*

There are presently three Spanish language radio stations based in Santa Maria. The KTAP 1600 AM, KSBQ 1480 AM, and KGDP 90.7 FM all off broadcasting in the Regional Mexican format.

#### *Cultural Newspapers*

Currently there are four local newspapers circulating in Santa Maria. These newspaper vary between being delivered daily and weekly. Two of the four are Spanish language papers, Latino Today and El Tiempo.



# Background

## 2.3 Needs

**2.3.1 REPRESENTATION AND ORGANIZATION OF EXISTING CULTURAL GROUPS IN THE COMMUNITY.** This is a constraint because many of the groups are small and lack a central gathering place and organized structure to their group. The City may want to use these cultural groups to create City character, but there is not a lot of information that can be easily obtained on the groups. Individually, the cultural groups in Santa Maria hold events and activities, however the cultural groups are dispersed across the City and hard to identify because they do not have an epicenter or linking council for their activity.

**2.3.2 COMMUNITY EVENTS IN JANUARY AND APRIL IN THE CALENDAR YEAR.** This opening in the social calendar of Santa Maria creates a viable opportunity to fill it with new events that represent the character and cultural diversity of the community. The months of February and March provide Santa Maria the prospect of celebrating an underrepresented group in the community.

**2.3.3 EVENTS THAT ALLOW FOR CULTURAL EXCHANGE AND LEARNING.** Cultural tensions in Santa Maria have been brought about by years of segregation. It is important to break down this ethnic divide through cultural exchange. Events that allow for cultural understanding and education can bring about integration.

## Chapter 2

### **2.3.4 CITY WIDE CELEBRATION OF FILIPINO CULTURE.**

Although a large part of Santa Maria's minority population is made up of Filipinos, they have not been honored or celebrated with any sort of heritage event. Such an event would allow for the celebration of Filipino culture and Santa Maria and provide education about Filipino heritage and customs to the rest of the community.

### **2.3.5 ADDITIONAL CELEBRATIONS OF MEXICAN HERITAGE.**

Other than the Guelagetza Festival, which celebrates the indigenous people of the Oaxacan state of Mexico, there are no celebrations of Mexican culture in Santa Maria.

**2.3.6 ACCESS TO INFORMATION FOR NON-ENGLISH SPEAKERS.** Eliminating isolation of non-English speaking members of the community through the availability of information in languages commonly spoken by the residents of the City. Creating equity by providing community information in the languages residents are most comfortable speaking.

# Cultural Integration Plan

## *CHAPTER 3: Cultural Integration Plan*

### 3.1 Why is an integration plan needed?

California's past and present have been characterized by its unique diversity. Similarly, Santa Maria has been defined in recent years by its especially distinguished ethnic makeup. This diversity has fostered exceptional cultural traditions and events in the City. With this diversity has come the congregation of racial and ethnic populations, which are unfortunately often segregated from other residents. Ethnic tensions have arisen from this lack of intercultural appreciation. This tension was made apparent through the community outreach my class executed in our previous Community Lab at Cal Poly. As we administered surveys and spoke to the public, the ethnic divide that residents experienced was repeatedly brought up.

Alas, another negative result of poorly expressed diversity is a lack of representation and organization of existing cultural groups in the community. This has been a barrier to integration due to the fact that many of these groups are small and lack a central gathering place or structured cultural organization. The City may want to use these cultural groups to create City character, but there is not a great deal of information that can be easily obtained on the groups. Individually, the cultural groups in Santa Maria hold events and activities, however the cultural groups are dispersed across the City and hard to identify because they do not have an epicenter for their activity.

# Chapter 3

## 3.2 What an integration plan can accomplish?

An integration plan can address the increasing cultural tension in the community. This can be done through cultural integration and intermingling. The creation of events that bring community members from all different backgrounds for a common cause can provide the ideal venue for cultural exchange. Other possible forums of cultural exchange would be events that showcase the heritage and traditions of diversity ethnic groups throughout Santa Maria. Further the creation of a Cultural Integration Council to oversee the plan Council would redirect all cultural activity to them for its management.

## 3.3 Goal

The goal of this plan is cultural integration by properly expressing diversity. Santa Maria's diverse community is attributed to a population consisting of various unique cultural and ethnic backgrounds. To eliminate tensions between these various groups it is important to encourage the observation of these differences while allowing outlets for intercultural understanding and exchange. The plan focuses on recognition and celebration of cultural diversity, partnerships and advocacy, culturally responsive service delivery and accessibility to Council.

# Cultural Integration Plan

Integration will be achieved through several steps:

- *Celebration of Diversity*

A main component of the Integration Plan is community pride through the celebration of diversity. Events that showcase the talents and traditions of community members will encourage citizens to feel admiration for their city and learn about one another.

- *Cultural Education*

Available outlets for individuals of different cultural groups to receive pertinent information catered to their needs and values in the language they are most comfortable with.

- *Cultural Representation*

Many of the different cultural groups in Santa Maria are small and lack a developed organization or center of cultural activity to be represented by. Representation can eliminate the isolation of ethnic minorities in the community. Representation can also promote integration between the various ethnic groups in the community.

- *Access to Council*

The Council will serve as an open forum for community members to bring forward their cultural concerns and issues. Residents will have the opportunity to meet with the council to voice their opinions on cultural topics. If a certain cultural group would like to organize and seek representation, they can do so by visiting with the Council. The council is willing to work with and meet citizens to further integration in the community.

# Chapter 3

## *3.4 Policies*

### *3.4.1 Honor the Community's Unique Cultural Background*

Activities and cultural events will be put on through collaboration between the Recreation and Parks Department and the Cultural Integration Council that will promote diversity and foster community pride. These efforts will celebrate and recognize the special cultures present in Santa Maria. This will serve as an opportunity for community education on different cultures.

### *3.4.2 Raise Intercultural Understanding*

Encourage intercultural understanding through the efforts of the Recreation and Parks Department. The promotion of public involvement in celebrations of culture will work to build community pride and showcase the talents of the community.

# Cultural Integration Plan

### *3.4.3 Implement the use of public gathering space to foster community cultural events*

The community's diversity and deep investment in the arts has resulted in a number of annual community events to showcase the qualities of this rare community. Public gathering spaces throughout the community can be utilized to preserve established community cultural events and foster additional festivities in Santa Maria. These gathering spaces will provide a venue for members of the community to congregate in order to honor their city, their culture, and the arts. The Recreation and Parks Department will make use of current public gathering spaces to celebrate the culture of Santa Maria. These events will draw people outdoors and encourage intermingling in the community

### *3.4.4 Eliminate Isolation for Immigrants and Their Families*

Fostering communication within the community, between English and the non-English speaking members of Santa Maria (Case studies, Boroondara). Bridging the gap between the communities and ensuring their concerns are heard and met. Allowing their voices to be heard in the language they are most comfortable speaking.

# Chapter 3

## 3.5 Implementing Actions

### *3.5.1 Educational Opportunities*

#### *Minority Business Workshops*

Facilitate a positive business and community spirit by welcoming appropriate business investment and supporting existing commerce. Business professionals, minority-owned businesses, and representatives from nonprofit organizations can network and receive advice at diversity business events held in Santa Maria throughout the year. This will help create a strong Santa Maria economy supported by a positive business and community spirit.

#### *Minority Career Counseling Workshop*

Santa Maria unfortunately suffers from a very low number of high paying jobs in the community. A workshop that would provide career counseling information to minority residents (Case Studies, Bellevue). These workshops would include resume and interview assistance, as well as support for finding jobs. The workshops will also stress the rights of employees in the work place, to ensure the fair treatment of all.

#### *Free ESL Classes offered throughout the City*

Establishment of no cost or low fee English as a Second Language classes in various locations in Santa Maria. By providing them through out the community they can be accessible by the highest amount of non native English speaking residents. The widespread availability of such classes can reduce the isolation of immigrants due to language barriers.



# Cultural Integration Plan

## *Latino Health and Safety Fair*

Similar to the fair held in the Washington City of Auburn, this annual event would provide information and access health care and safety for families and local organizations. The event would provide free health screenings including dental, mammograms, pap tests, diabetes, vision, blood pressure, and osteoporosis. Fliers and informational pamphlets would be available in Spanish, along with Spanish speaking health professionals. Also featured would be presentations about immigrant and worker rights, domestic violence, employment and nutrition among others. The event would be organized and put on through a collaboration between the City and the Marian Medical Center.

## *Multi-language disaster preparedness classes*

Disaster preparedness classes offered in languages commonly spoken by minority groups in Santa Maria such as Spanish, Oaxacan, Japanese, and Filipino. These classes would ensure that Santa Maria residents, no matter what their native tongue, would be knowledgeable about what to do in case of a fire, earthquake, or any other type of disaster.

## *Attracting Culturally Based Retail*

Promoting cultural tourism and neighborhood pride by attracting culturally based shops and food stores that reflect the community of Santa Maria. These types of retail will help define a cultural niche in Santa Maria, attracting visitors to Santa Maria to experience its diversity. Tourists seeking specialty shops can develop Santa Maria into a destination. Ethnically based eateries and retail will be used to serve their cultural communities, while also giving other members of the city an opportunity to learn about a new heritage thus raising cultural understanding.

## Chapter 3

### *Youth Cultural Awareness Classes*

A Four week session of weekly classes for young children at the Library to raise intercultural understanding. Classes will feature projects showcasing students' families' traditions and customs in an effort to encourage cultural integration early on in their lives. Students who complete the classes will be awarded with a certificate to commemorate the milestone.

### *3.5.2 Events*

#### *Santa Maria Celebration of Cultural Diversity Week*

The City will dedicate a week to the celebration of Santa Maria's diverse cultural background. Each day, events are put on in the city to showcase or celebrate different cultures. These events make use of current parks and gathering spaces throughout the City. Events are held to celebrate the unique cultural diversity of Santa Maria through music, dance, food and workshops. The week cumulates in a festival on Saturday during the day to wrap up the week. This festival will allow for residents to experience different backgrounds and gain understanding. This will invite activities that celebrate cultural heritage into the community. Cultural Events will feature music, dance, theatre, and art with local performers and speakers. The cultures celebrated will include Oaxacans, Japanese, Filipinos, Mexicans, and other Latino groups. This event will create an ideal opportunity to celebrate diversity and raise intercultural understanding.

# Cultural Integration Plan

## *Filipino Heritage Festival*

The state of California has recognized the month of October to be Filipino Heritage Month since October 2009. This month will be celebrated in Santa Maria with a Filipino Heritage Festival held the first Sunday of October. This event will showcase Filipino art, dance, music, and food. The Filipino Heritage Festival will work foster a sense of community and enhance pride in the Filipino cultural heritage in Santa Maria. This festival will promote intercultural exchange and provide an outlet to learn about Filipino culture.

## *Cinco De Mayo Celebration of Mexican culture*

This holiday is observed throughout the United States to honor and celebrate Mexican culture. May the 5th recognizes the day Mexico had an unlikely win against French forces in the battle of Puebla. This day would be celebrated with a festival showcasing traditional Mexican food, art, and entertainment. The Santa Maria event calendar displays a gap of Community events between April and June, this would provide the perfect time to celebrate Mexican heritage in the City.

## Chapter 3

### 3.5.3 CULTURAL COMMUNICATION TOOLS

#### *Cultural Email Alerts/Newsletter*

Currently, Santa Maria has many community wide celebrations, unfortunately, these events are not always well advertized in the city. Many residents may be unaware that their city provides so many great opportunities to gather as a community. Residents would be able to sign up email alerts and/or newsletters that would provide them with information on what is going on in their community. These would include upcoming events, new services being provided, and opportunities to get involved. Through the use distribution of these newsletters and alerts the City will be able to take advantage of existing and future events to foster cultural exchange by reaching the as many residents as possible.

#### *Multiple Language Options on the City of Santa Maria Website*

Creation of an official Spanish language City of Santa Maria web page. Spanish is a predominant language in Santa Maria, spoken at home by 46% of Santa Maria resident. It is important that the City provides information for this population with the establishment of a Spanish Santa Maria Website. The City page of Bellevue, WA provides options to view the website in five languages other than English. This will increase access to city information for the linguistically diverse thus alleviating isolation.

# Cultural Integration Plan

## *Cultural Diversity Radio Station*

English language programming that would feature stories and music from different cultures in Santa Maria. Immigrants would be able to share their own personal coming to America tales and experiences. Various cultural groups would be given an open forum to voice their opinions and concerns with community issues pertaining to them. Panel discussions would highlight important community topics and would feature individuals representing different cultural groups.

## *Establishment of Santa Maria Newsletter provided and dispersed into multiple prominent languages*

A quarterly newsletter would be provided to Santa Maria residents including valuable city information in an Oaxacan dialect, Spanish, Tagalog, and Japanese. The availability of City current events in multiple languages will improve cultural representation. This is will be possible as information on City affairs will reach more residents.

## CHAPTER 4: CULTURAL INTEGRATION COUNCIL

The establishment of a council of representatives to handle culture and integration related issues within the community. The council will work towards ensuring equity for the culturally and linguistically diverse members of the community. Council members will act as a bridge connecting the immigrant and minority population with the rest of the community. They will ensure that their needs are met and that there is a constant open forum between them. The Cultural Diversity Plan provides the overarching priorities and strategic direction for how the Cultural Diversity Council will respond to cultural diversity within Santa Maria community over the coming years (Case Studies, City of Boorondara).

### 4.1 Duty

Members of the Cultural Integration Council will be responsible for implementing the action laid out for the City of Santa Maria in its Cultural Integration Plan. In addition to carrying out this plan, it will be their duty to monitor and plan for the changing needs and aspirations of community members. They must also work to further plan, develop and provide opportunities for the community to participate in leisure and cultural activities. The Council's goal is to create a cohesive, healthy and connected community.

# Cultural Integration Council

## 4.2 Representation

Representation is a key component of creating a proper Integration Council. The Council's duty is to speak for and represent the population of Santa Maria. To achieve this, there would be one elected representative serving on the Integration Council from each minority ethnic group in town. These representatives would express the desires and concerns of the Filipinos, Oaxacans, Japanese, and various Latino groups in the community. The council will be a flexible entity and will alter its self to better fit its growing population.

## 4.3 Membership

Members will be elected from the various ethnic groups in Santa Maria. One member will be representative of each cultural group. A representative from the Santa Maria City Council will also sit on the council and act as a mediator or facilitator when necessary. Elections will take place once a year where each individual minority groups organization can nominate and elect a representative for that calendar year.

## Chapter 4

### 4.4 Qualifications

Qualification of the elected members of the Cultural Integration council will mostly be determined by the population which they represent. The individual must be of legal voting age, a member of the population they will represent, and must win the majority vote of their cultural organization.

### 4.5 Meetings

Meetings will be held the last Wednesday of each month at the Community Room located at 411 E. Betteravia Suite 100, First American Title Office.

### 4.6 Evaluation

Evaluation of the Integration Council will be done by the public and by the City of Santa Maria. One representative of the City of Santa Maria will sit on the Council as a facilitator. This facilitator will review all subject of discussion and actions to be carried out by the Council. The Council with also have to respond to the needs of the various cultural groups they represent. If there work does not seem satisfactory, they can be replaced in the upcoming yearly election of representatives.



# Cultural Integration Council

## 4.7 Connection to City

The Cultural Integration Council will apply for recognition from the City of Santa Maria through the Santa Maria City Council. The organization will appeal to the City Council by expressing the great need for this council in a community that has been dealing with growing issues of ethnic tension. The Cultural Integration Council will work to alleviate this tension by promoting intercultural exchange and education. The council will also work to build pride in the community through City wide events and opportunities. The Cultural Integration Council would be sponsored by the City of Santa Maria Recreation and Parks Department

## 4.8 Ten Year Agenda for the Council

During its first ten years of operation, the Cultural Integration Council will have to work on setting the foundation for the council. The following plans will prioritize the responsibilities of the Council as they begin their first decade of operation.

# Chapter 4

## *4.8.1 One Year Plan*

Throughout its first year, the council will work on accurately representing the City of Santa Maria. These actions would include speaking with various ethnic and cultural groups about their participation with the council and the City as a whole. The first year will primarily concentrate on beginning to increase the availability of existing services in Santa Maria such as English as a Second Language classes.

### Year 1 Agenda

- Beginning communication with all organized cultural groups in Santa Maria
- Allowing for all unorganized ethnic groups to collaborate with council in an effort to organize
- Beginning to increase availability of current cultural educational opportunities

# Cultural Integration Council

## *4.8.2 Five Year Plan*

The goal of the council for the first five years is to lay the foundation for a good relationship with the community. The council must work on the proper representation of the community and its various cultural groups. The council will remain an open forum for residents to voice their cultural concerns, primarily in its first years. The council will continue the spreading of its services throughout the community in an effort to ensure its current services match the needs in the city. The council will also move forward by creating and implementing small cultural services such as Cultural Awareness classes.

## Years 2 to 6 Agenda

- Increasing availability of current cultural services such as ESL, emergency preparedness classes, and citizenship classes
- Implementation of Cultural Awareness classes for Children

## Chapter 4

### *4.8.3 Ten Year Plan*

At the end of its first decade, the council will have begun new traditions in Santa Maria. The council will have successfully executed several celebrations of its annual Cultural Diversity Week. This event will have allowed residents to involve themselves in a cultural exchange and gain cultural understanding from the process. The city will have become a more welcoming community and residents will have had the chance to learn from each other's backgrounds. After making certain that current services in Santa Maria meet the needs of its residents, the council will start working on create its own brand new cultural events, educational opportunities, and communication tools.

### Years 6 to 10 Agenda

- Establishment of Celebration of Cultural Diversity Week
- Establishment of Minority Business and Minority Career Counseling workshops

## CHAPTER 5: CHALLENGES

Cultural tensions have been harboring for decades in Santa Maria as the ethnic makeup of the City's population has quickly changed. While cultural integration is very possible in Santa Maria, it is by no means an easy solution. Several issues in the City could make implementing the described Cultural Integration Plan a trying task.

### 5.1 Representation

Santa Maria is abundant in cultural diversity and residents from all different walks of life. This great diversity can become a challenge when trying to organize the different cultural groups in Santa Maria. A key component of The Cultural Integration Plan is to create a council that will include representatives from all different cultural groups in the city. This can be a trying task when many of the ethnic groups are small and unorganized as they are in Santa Maria. Many of the groups in Santa Maria, with the exception of the Filipinos, do not belong to a cultural organization. This is because many of the minority groups are so small and fractured that the establishment of their own cultural group can be an increasingly difficult task.

# Chapter 5

## 5.2 Language Barriers

With such great diversity in culture in Santa Maria., also comes a great diversity in language. Although it is of the utmost importance to have representatives from all different cultural groups included in the council, this can bring about quite the dilemma. It is possible that the individual best fit to represent a certain ethnic group may not always be able to speak the best English, therefore translators would be necessary. As reported in the 2000 census, 48% of the population of Santa Maria speaks a language other than English at home. Representing those of Oaxacan decent could bring about a particularly difficult challenge due to the specific dialect of Spanish they speak.

## 5.3 Funding

During this current economic crisis, available city funding is low and there are many programs that are being cut or well on their way to being cut. Unfortunately, in an unstable economic time such as the one we are experiencing right now, the creation of a new city organization may be the last thing Santa Maria is willing to do. An organization such as this may have issues obtaining city funding and recognition. Instead it would have to rely on non-profits and various charitable groups for its actions.

#### 5.4 Analysis

Regardless of the several challenges in its way, the elimination of the ethnic divide in Santa Maria is an attainable goal. Through the use of existing and new cultural services including cultural events, educational opportunities, and communication tools; the City can promote cultural integration. These various services help create a sense of community in Santa Maria by celebrating diversity, promoting cultural education, cultural representation, and ensuring access to the council. The goal of this plan is not to push assimilation but rather the city wide celebration and recognition of ethnic groups. This will create an inclusive environment where residents are invited to learn and share with one another without judgement thus improving neighborhood relationships. With its rich cultural heritage, Santa Maria already has the assets to foster a unique character and sense of community. As of yet this history and cultural have not been fully expressed in the City's identity. Through the implementation of this plan, the City can highlight the diversity of its community and convey it to its full potential.

## APPENDIX

### Cover Images:

Children at Parade from [http://www.santamariatimes.com/news/local/article\\_f762db0a-0042-11e0-8ae7-001cc4c03286.html](http://www.santamariatimes.com/news/local/article_f762db0a-0042-11e0-8ae7-001cc4c03286.html)

Santa Maria Times 2010

Guelaguetza Festival from [http://www.santamariatimes.com/news/local/article\\_54c5b344-7cf4-11df-840f-001cc4c03286.html](http://www.santamariatimes.com/news/local/article_54c5b344-7cf4-11df-840f-001cc4c03286.html)

Santa Maria Times 2010

Obon Festival from [http://www.santamariatimes.com/news/local/article\\_c07af11a-9876-11df-88cd-001cc4c002e0.html](http://www.santamariatimes.com/news/local/article_c07af11a-9876-11df-88cd-001cc4c002e0.html)

Santa Maria Times 2010

### Other Images:

Farmers Market from James Alexander 2011

Obon Festival from [http://www.santamariatimes.com/news/local/article\\_c07af11a-9876-11df-88cd-001cc4c002e0.html](http://www.santamariatimes.com/news/local/article_c07af11a-9876-11df-88cd-001cc4c002e0.html)

Santa Maria Times 2010

Parade of Lights [http://www.santamariatimes.com/news/local/article\\_f762db0a-0042-11e0-8ae7-001cc4c03286.html](http://www.santamariatimes.com/news/local/article_f762db0a-0042-11e0-8ae7-001cc4c03286.html)

Santa Maria Times 2010



## APPENDIX

### CRP 410 Santa Maria Community Profile 2010

#### Santa Maria 2000 Census Information

#### Case Studies:

##### Berlin, Germany

Promoting tolerant coexistence and enhancing lively neighborhoods. A wide range of grassroots activities are being organized in urban neighborhoods to promote cross cultural coexistence and acceptance of different social and ethnic groups. These include interfaith dialogues, projects in public spaces (tree-planting programs, gardens), festivals and training for facilitators. However, focusing solely on the disadvantaged 'immigrant' target group will not suffice – cross sectional strategies are still largely in their infancy. (<http://www.eaue.de/Vortrag/Berlin-Integration.PDF>)

##### Bellevue, WA

The city of Bellevue features a Voice of Diversity Television and Radio Program as part of their Cultural Diversity Program. The stories presented in the Voice of Diversity Program offer a colorful look at the rich cultural diversity in Bellevue. This program features segments on art in Bellevue, a Black History exhibit, Bhangra music from India and artists from Russia and Japan displaying their talent. Bellevue's Cultural Diversity Program, sponsored by the Parks & Community Services Department, is designed to meet the needs of Bellevue's growing diverse community in a multitude of ways.

## APPENDIX

### Case Studies:

#### Boroondara, Victoria, Australia

The City of Boroondara, in the local government area of Victoria, has a large and growing multicultural population. This city has recognized this diversity with the completion of its first Cultural Diversity Plan 2009–13. In Boroondara, twenty percent of the population speaking a language other than English at home, compared to about 80% in Santa Maria. The City has become a vibrant place to live with so many people from diverse cultural backgrounds, speaking many languages and practicing many religions. Through the establishment of their Cultural Diversity Plan, the City has set aside unique goal for the community. These goals include enhancing community harmony by promoting and celebrating cultural diversity, breaking down isolation by actively fostering partnerships, and building a healthy and inclusive community.

[http://boroondara.vic.gov.au/your\\_council/local-laws-policies/community/cultural-diversity-plan](http://boroondara.vic.gov.au/your_council/local-laws-policies/community/cultural-diversity-plan)

#### UCLA Diversity Plan

The purpose of the UCLA Diversity Plan (Plan) is to provide administrators, managers, deans, chairs, and faculty with tools to develop, prioritize, and implement action plans that can be used to achieve a more diverse faculty and staff workforce and student body. The Plan also provides a unique opportunity for leadership to take an active role in structuring research and educational programs focused on understanding the impact of diversity in society and the academy. It is imperative that all levels of decision-making be aligned to assure that institutional commitment to diversity is achieved.

## APPENDIX

### Case Studies:

#### Auburn, WA

Annual South King County Latino Family Health and Safety Fair to increase access to health care and safety information for families, local organizations coming together to provide free health screenings, health and safety presentations and community resources.

[http://latinoferia.com/inicio\\_-\\_home](http://latinoferia.com/inicio_-_home)

