

CHINATOWN RENEWAL PROJECT

“Where vegetables, flowers & dreams grow”

~ Ken Feske, Chinatown Renewal Project Manager



**Siamese Twins:
Community/College
Joined Together for Growth**

Salinas, CA: 20 minutes east of Monterey, 2 hours from SF



Chinatown in Salinas: 2 minutes from downtown: Divided by the railroad tracks



Chinatown Neighborhood

- **Monterey Bay produce industry: \$12 billion annual**
- **CA Central Coast: 75,000 adults are food insecure** (CA Food Policy Advocates, 2005)
- **Homeless Census: 2007, Monterey County 3,766 people where homeless**
- **48% live in Salinas**



HISTORY OF THE NEIGHBORHOOD

- Late 1900's: Asian immigrant workers
- 1882: Chinese Exclusion Act
- 1943: Exclusion Act repealed
- World War II: Japanese internment
- Mid-1950's: Thriving neighborhood
- 1960's: Bars, bordellos, gambling houses & Fort Ord military soldiers
- 1970's: Downtown district changes "homeless" northward to Chinatown
- Today: Drug trafficking, illegal dumping & homelessness



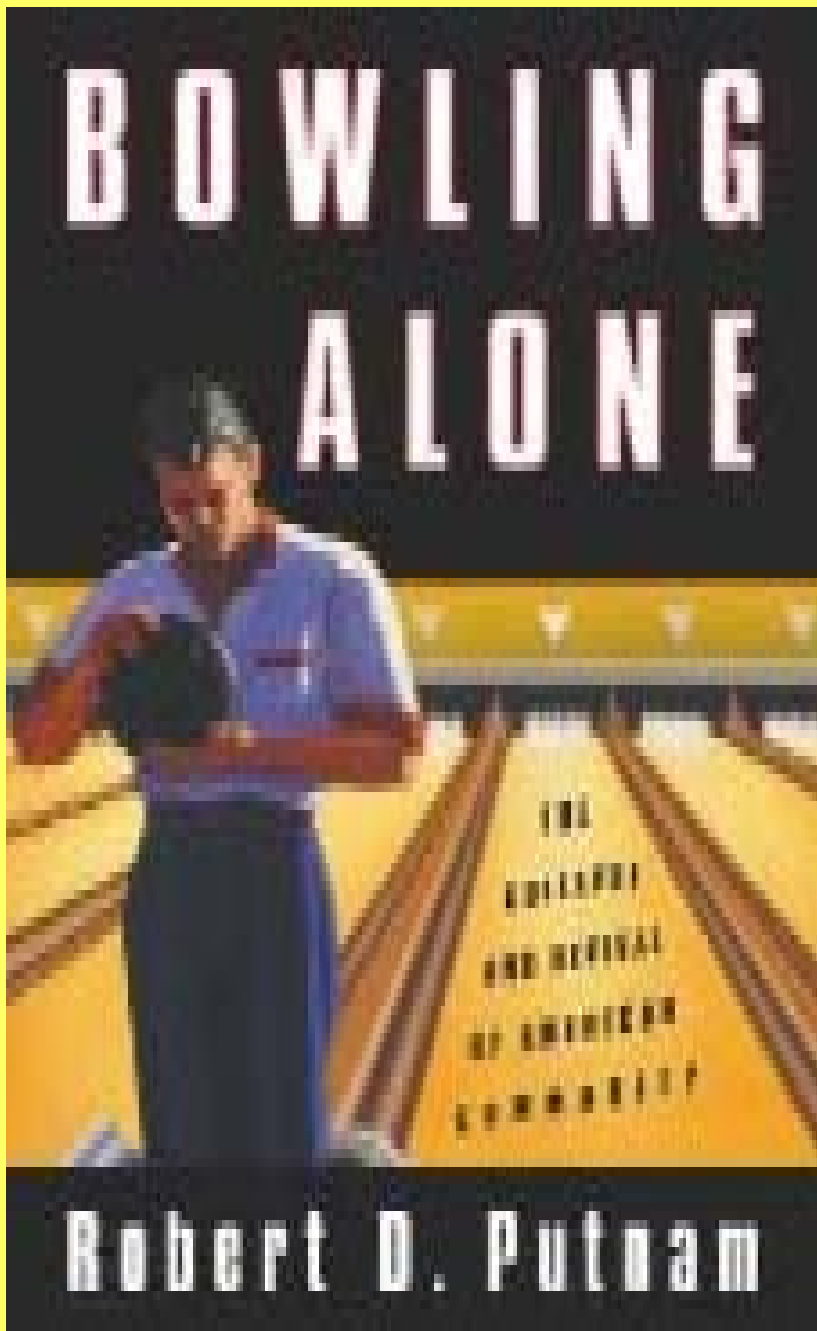
Starting Out



People

- **Research different but similar projects.**
(Institutional Settings)
- **Gain neighborhood support** *(Community Setting)*
- **Recognize power of Social Capital**
“Bowling Alone” Putnam
- **Involve diverse group of people in design**
(Enduring Relationships)
- **Organize volunteers & community events**
- **Have Faith !!!!!**





Building Social Capital

“Whereas physical capital refers to physical objects and human capital refers to properties of individuals, social capital refers to connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them.”

*Robert D. Putnam, Bowling Alone
(2000, p. 19)*

Starting Out

Commitment

- Scarce resources shared and abundance is generated.
- Conflicts occur and are resolved.
- Vision projected and programs attempted.
- People empowered & protected from power.
- Life is given color, texture, a festive air.



Team Work



“Some people work a little harder than others.”

- Strangers meet on common ground
- People are drawn out of themselves
- As mutual responsibility becomes evident, mutual aid is possible.
- Opinions become audible & accountable
- People are empowered & protected from power.

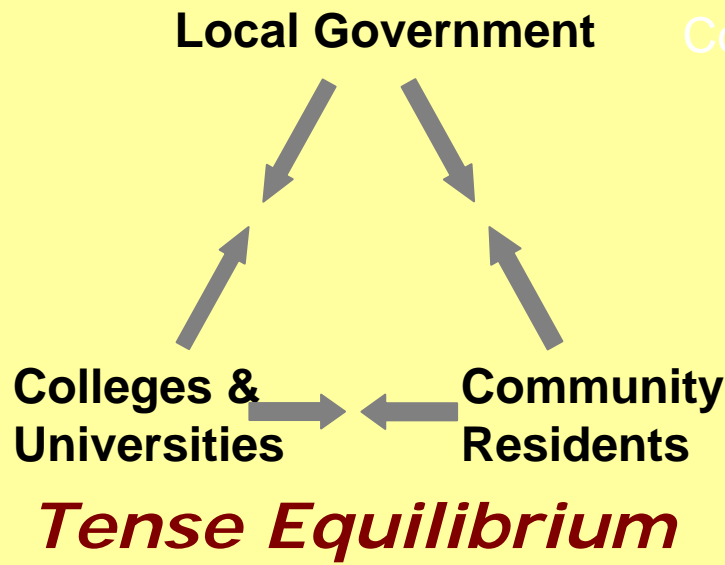
“Teamwork is hard, some of us have different ideas and attitudes.”



Collaborative Relationships

The circle is larger and more flexible than the triangle.

- Attitude
- Communication
- Partnership



Highlights/Accomplishments

- I. A Community Based Planning Process that engaged over 300 residents and 240 students contributing 7500+ hours.***

- II. The Garden Park & Community in Transition Program on 24,000 square feet of abandoned land providing employment and community building for the homeless.***

- III. Job Training Micro-Enterprise Incubator Project***
A total of 42 marginalized community members received a 60% share (\$10,624.95) of close to \$18,000 in profits (\$17,834.47)

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FUTURE PLANS

GREENING CHINATOWN

Possible activities to generate \$\$\$:

- Verimcompost workshops with selling worms & organic fertilizer
- Crafts from recyclable stuff
- Mushroom or flower production



- **Collaboration with Cal Poly technical wisdom**
- **Revenue generating activities**
- **Green Job Corps Program**
- **Construct an Asian Cultural Center**



“Affirmation & reaffirmation that life is good, that change is good, and change here on Soledad St can be even better.”

QUESTIONS?



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