The Positive Impact of Latinos in Rural and Urban Environments of PA

Presented by: Michel Lefevre, AIA
Historic Preservation Planner, Pennsylvania Historical & Museum Commission
&
Andrea L. Morató-Lara, Vice President, Pennsylvania Association of Latino Organizations (PALO)
"Why should the Palatine Boors be suffered to swarm into our Settlements, and by herding together establish their Language and Manners to the exclusion of ours? Why should Pennsylvania, founded by the English, become a Colony of Aliens, who will shortly be so numerous as to Germanize us instead of our Anglifying them, and will never adopt our Language or Customs, any more than they can acquire our Complexion?" *
LONG-SMIPERINO RACIAL TENSIONS Emerge, SOME SAY

BY MARTHA RAFFAELLE
Of The Associated Press

LITITZ • For years, a clique of students at the high school in this prosperous and overwhelmingly white borough have worn clothes adorned with Confederate flags and parked their pickup trucks in a section of the school parking lot known as “redneck row.”

The display, some parents of minority students say, was just one symptom of festering racism that school officials ignored until a racial taunting incident last week.

On Wednesday, police charged three white 16-year-old students with disorderly conduct after they allegedly yelled racial slurs and threw paper wads at minority students during the incident outside the 1,600-student Warwick High School on Oct. 3.

“I’m not going to put up with it — my kid should have never went through this,” Erasmo Cora Jr. said during an interview at his home on a suburban-style street off a country road on the outskirts of town. “Either they all get out, or we’re just going to have to make a bigger issue of it.”

ERASMO CORA JR., a Puerto Rican native whose 14-year-old son was among the victims
Suburban police accused of racially profiling of Latinos
Monday, September 15, 2008
By Jerome L. Sherman, Pittsburgh Post-Gazette

Melody Luchuck sits in her apartment with her wedding dress across her lap, holding a photo of herself with her fiance, Eduardo Vielma, who's awaiting deportation.
The Murder of Luis Ramirez

Luis Ramirez, a twenty-five-year-old Mexican immigrant, was beaten to death last week by a group of teenagers in Shenandoah, Pennsylvania. He was walking home last Saturday night when six white high school students brutally beat him while yelling racial slurs.

Posted July 31st, 2008
City of Reading
Crisis Reading es aún tema de conversación común

White rechaza que la Ciudad esté en quiebra

Alcalde se desvincula de aumento salarial

Se quejan de maltrato en Alcaldía

Exhorta denunciar discriminación en City Hall
Neighbors
Local Government Outreach

- City of Bethlehem, Northampton County
- City of Reading, Berks County
- City of Lancaster, Lancaster County
- Borough of Gettysburg
City of Lancaster

Penn Square at the heart of the City of Lancaster
City of Lancaster
Radio Centro: Bigger and better

With new equipment and plans to expand into York, times are changing at Lancaster’s Hispanic radio station.

By CAIT SWAMI
Editorial Page Editor
cait@spac.com

On the floor of the corner of Paul Vanagas Perreira’s cafeteria office at some old goat’s radio provides that might mingle a couple tequilas off day.

Vanagas Perreira, the station’s manager, for WILCH Radio Centro had his Spanish audience with language radio station, checks in at the suggestion of the city and admits there has been some talk about selling the station.

“I’d rather the city hang onto it in case Radio Centro ever gets sold to someone else. It’s been my dream to buy it.”

It will be proof positive of how

It’s been 17 years since Radio Centro began broadcasting at 93.5, out of a small second-floor room at 501 N. Ann St. Since then, it has grown at one and station in the city of Rhinebeck, New York, and with a federal grant that permitted

On Thursday, March 3, through Saturday, March 6, at all public broadcasters, Radio Centro is

While the station hopes to be involved with donations, of

Duchesney Hector Valdez works the new digital mixing board at WLCH Radio Centro’s studios at 30 N. Ann St.

Shane T. Shackleford
staff writer

Please see RADIO today D6
City of Bethlehem (north side)
City of Bethlehem (south side)
Ciudad de Bethlehem, Pennsylvania
Comisión de Conservación Histórica del Sur de Bethlehem

¿CUÁLES SON LOS BENEFICIOS DEL DERECHO DE CONSERVACIÓN HISTÓRICO?

La Comisión del Derecho de Conservación Histórica del Sur de Bethlehem favorece el desarrollo económico y la revitalización del Distrito de Conservación Histórica del Sur de Bethlehem mientras se mantiene el patrimonio histórico. Se ha identificado que los beneficios percibidos por el uso de economía, creación de empleo y vivienda, y el mantenimiento de la arquitectura histórica benefician a todos los participantes.

- Aumenta la propiedad y la calidad del valor de las propiedades. La Conservación Histórica proporciona la protección de las características arquitectónicas únicas de las propiedades.
- Fomenta el desarrollo económico, aumentando la inversión en viviendas y comercios dentro del Distrito de Conservación Histórica. Las propiedades históricas a menudo se convierten en focos de desarrollo económico.
- Proporciona servicios financieros e incentivos fiscales para el mantenimiento y mejoramiento de las propiedades.
- Preserva la historia y la arquitectura histórica, lo que puede aumentar el valor de la propiedad.

GUÍA DE DISEÑO

El propósito de la guía es proporcionar los lineamientos para el diseño de edificios y aplicar los estándares de conservación histórica. Esta guía está diseñada para ayudar a los propietarios y arquitectos a comprender el proceso de conservación histórica.

PROPIETARIO DE LAS DIRECTIVAS

- Proveer ayuda al solicitante en el diseño de edificios y aplicar los estándares de conservación histórica.
- Incrementar la compatibilidad del diseño con el estricto y el Derecho de Conservación Histórica.
- Fomentar la convivencia y la armonía entre edificios históricos y nuevas construcciones.
- Fomentar la flexibilidad del diseño.

GUÍAS PARA LETREROS

En esta página, se incluye un ejemplo de diseño de un letrero. El letrero debe ser visible y legible, y se debe considerar el tipo de letra y la disposición de la información.

LA IMPORTANCIA DE LETREROS Y TOLDOS

Los letreros y toldos son una parte importante de la arquitectura histórica. Proporcionan información valiosa sobre la historia y la cultura del lugar. Además, ayudan a preservar el carácter único de la arquitectura.

Es esencial que los letreros y toldos sean consistentes con el estilo arquitectónico de la época. El uso de materiales y técnicas apropiadas garantiza que los letreros y toldos sean apropiados para el área.

El diseño debe ser estéticamente agradable y funcional. Proporcionar información precisa y clara es esencial para garantizar que los letreros y toldos sean útiles.

En resumen, los letreros y toldos son una parte importante de la arquitectura histórica y contribuyen a la preservación del carácter único de la arquitectura.
City of Reading & Gettysburg Borough
Community Outreach: Old Allentown Preservation Association

► Thirty-one years in existence
  ▪ Marie Sincavage, Executive Director, also Director of the “Elm Street” Program
  ▪ James “Jim” Villaume, President (Volunteer)

► Organization provides its information in Spanish and English

► Coordinates a state-funded zero interest loan rehabilitation program in the Old Allentown Historic District

► Residential Façade Program up to $5,000 grants

► Email: oldallentown@enter.net
Marie Sincavage, Ex. Dir. & Jim Villaume, President
Old Allentown Preservation Association

147 N. 10th Street
Allentown, PA 18102
610-740-9919
www.oldallentown.org
Statewide Outreach

► Pennsylvania State Historic Preservation Office
  ▪ One brochure about historic districts with limited distribution
  ▪ National Park Service “Cultural Resources Diversity Internship Program grant award
  ▪ Certified Local Government grant incentives to develop municipal Latino outreach
  ▪ Poor follow up
LATINOS IN HISTORIC DISTRICTS

Whose History?
Whose Neighborhood?
A Dialogue Between Latino and Historic Preservation Communities

November 5, 1997 Philadelphia, PA
November 6, 1997 Lancaster, PA

Sponsored by
Preservation Pennsylvania
Pennsylvania Historical & Museum Commission
National Park Service, U.S. Department of the Interior
National Trust for Historic Preservation

Additional funding provided by
Mellon Bank
Cultural Roots

- Architectural History: Classical Greek and Roman Architecture, Renaissance, European influences
- Historic Preservation & Historic Districts
- Language: Native, Latin, Spanish, African,
- Music: Orchestral, Jazz, Folkloric, etc.
- Culture: Indian, African, European, American
Architecture: European Roots
All reports of Latino numbers based on Decennial Census data should be considered extremely conservative estimates. Although the decennial census is supposed to be a count of all persons residing in the United States, as ordered by the Constitution, in actuality it only offers a low estimate of minority populations.

The undercounting of minorities in the U.S. Census has been an endemic problem that the U.S. Census Bureau first recognized after the 1970 Census (Gomez 1992). However, the problem continued in 1980 and 1990 (Massey 1987). In an effort to address the problem, the Census Bureau launched a massive outreach project for the 2000 Census. Unfortunately, in regard to the counting of Hispanics, their efforts fell short.
Example: Indianapolis, IN

In 2000...

- The Census counted 30,636 Hispanics in Indianapolis.
- The IUPUI Polis Center in Indianapolis, estimated the population at 50,000 to 80,000 (Aponte 2000; Aponte and Graves 2000)
- James R. Edwards Jr., of the Hudson Institute, estimated it at 100,000 (Edwards Jr. 2000)

Depending on which estimates you believe, local researchers concluded that the actual number of Hispanics in Indianapolis in the year 2000 exceeded the census count by somewhere between 66 and 200 percent (three times the census count).
National Origin Groups within the Latino Population of Pennsylvania

Nationwide, the “Other” category is the fastest growing sub-population of Latinos. Pennsylvania follows this trend as well. Twenty-five percent of Pennsylvania Latinos come from some country other than the three largest national origin groups.

Source: U.S. Census Bureau, Census 2000 Summary File 1, Matrices P1, P3, P4, P8, P9, P12, P13, P17, P18, P19, P20, P23, P27, P28, P33, PCT5, PCT8, PCT11, PCT15, H1, H3, H4, H5, H11, and H12.
Latino Population in Pennsylvania
U.S. Census Bureau

► 1940s  7,350
► 1950s  ____
► 1960s  ____
► 1970s  108,839
► 1980s  153,579
► 1990s  232,262
► 2000s  PA Population 12,000 Latino 394,088
Sample PA Cities Population
U.S. Census Bureau

- Allentown: 106,632 – Latino: 26,058
- Bethlehem: 71,329 – Latino: 13,002
- Easton: 13,944 – Latino: 2,570
- Harrisburg: 48,950 – Latino: 5,724
- Lancaster: 56,348 – Latino: 17,331
- Norristown: 31,282 – Latino: 3,282
- Philadelphia: 1,517,55 – Latino: 128,928
- Pittsburgh: 334,563 – Latino: 4,425
- Reading: 81,207 – Latino: 30,302
- York: 40,862 – Latino: 7,026

Source: 2000 Decennial Census
Percent Hispanic by County in PA

Data Classes
Percent
0.3 – 0.9
1.0 – 1.8
2.0 – 3.0
3.6 – 5.7
6.6 – 10.2

Percent Hispanic By County

Source: 2000 Census
Percent Hispanic by Sub-Division in SE Pennsylvania

Data Classes

Percent

0.0 – 1.0
1.1 – 3.2
3.3 – 8.2
8.5 – 21.6
22.7 - 50.0

Source: 2000 Census
A Better Measure than the Decennial Census: The American Community Survey

- Conducted every 2 years, so it is more current
- Based on statistical inferences regarding the population based on a sample
- Still there is an undercount and the numbers should be considered extremely conservative
## States with Large Hispanic Populations:

<table>
<thead>
<tr>
<th>State</th>
<th>Hispanic Population</th>
<th>Total Population</th>
<th>% Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>13,087,981</td>
<td>36,457,549</td>
<td>35.9</td>
</tr>
<tr>
<td>Texas</td>
<td>8,379,992</td>
<td>23,507,783</td>
<td>35.6</td>
</tr>
<tr>
<td>Florida</td>
<td>3,642,610</td>
<td>18,089,889</td>
<td>20.1</td>
</tr>
<tr>
<td>New York</td>
<td>3,139,787</td>
<td>19,306,183</td>
<td>16.3</td>
</tr>
<tr>
<td>Illinois</td>
<td>1,889,528</td>
<td>12,831,970</td>
<td>14.7</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,796,643</td>
<td>6,166,318</td>
<td>29.1</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,360,784</td>
<td>8,724,560</td>
<td>15.6</td>
</tr>
<tr>
<td>Colorado</td>
<td>927,453</td>
<td>4,753,377</td>
<td>19.5</td>
</tr>
<tr>
<td>New Mexico</td>
<td>874,125</td>
<td>1,954,599</td>
<td>44.7</td>
</tr>
<tr>
<td>Georgia</td>
<td>695,521</td>
<td>9,363,941</td>
<td>7.4</td>
</tr>
<tr>
<td>Nevada</td>
<td>605,059</td>
<td>2,495,529</td>
<td>24.2</td>
</tr>
<tr>
<td>North Carolina</td>
<td>595,376</td>
<td>8,856,505</td>
<td>6.7</td>
</tr>
<tr>
<td>Washington</td>
<td>586,020</td>
<td>6,395,798</td>
<td>9.2</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>522,280</td>
<td>12,440,621</td>
<td>4.2</td>
</tr>
</tbody>
</table>

Source: U S CENSUS BUREAU, 2006 American Community Survey
# Pittsburgh Latino Community
## 2006 Estimates

### HISPANIC OR LATINO AND RACE

<table>
<thead>
<tr>
<th>Total population (Pittsburgh)</th>
<th>297,061</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>5,467</td>
</tr>
<tr>
<td>Mexican</td>
<td>1,757</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>1,343</td>
</tr>
<tr>
<td>Cuban</td>
<td>99</td>
</tr>
<tr>
<td>Other Hispanic or Latino</td>
<td>2,268</td>
</tr>
</tbody>
</table>

**Margin of Error**

- Mexican: +/-1,480
- Puerto Rican: +/-659
- Cuban: +/-188
- Other Hispanic or Latino: +/-915

**Source:** U.S. Census Bureau, 2006 American Community Survey
National Origin: Cultural Clusters & Race and Ethnicity

► Tropical / Carribean:
  - Cuba
  - Dominican Republic (DR)
  - Puerto Rico (PR)
  - East Coast of Mexico
  - East Coast of Central America
  - North Coast of South America

► Highlands
  - Central Mexico
  - Interior of Central American
  - The Andes

► Southern Cone
  - Argentina
  - Southern Brazil
  - Chile
  - Paraguay
  - Uruguay

Cultural Characteristics

- Ebullient
- Son, Salsa, Cumbia, Merengue, Bachata (DR)
- More body expression & gesticulation
- Exception to the rule? 25% or so of PR are pentecostal or Jahova’s W.
- Propriety = warm welcome, affectionate goodbye, social rules

-----------------------------------

- Reserved
- Indigenous cultures influence
- Mestizo cultures mix Hispanic & Indigenous influences – Cueca,
- Propriety = tone, volume, discretion
- Propriety = conservative movement

-----------------------------------

- Refined
- Italio-Hispanic Culture
- Emphasis on ties to Europe
- Tango, Waltz
- Less power distance
- Less personal space
A Better Measure than the ACS: School Enrollment

- Last year, 2007-2008, 6.8% of all PA Public School Children are Latino, a 74% increase over the past 10 years

- 82% of Reading school children are Latino
- 55% of Lancaster school children are Latino
- 30% of York school children are Latino
Citizenship and Immigration Status

➢ 83% of PA Latinos are born citizens

➢ The majority of the rest either have become citizens, are on the path to citizenship, or hold visas.

➢ Only 1 in 5 immigrants in PA is Latino

Source: U.S. Census Bureau, Summary File 2 (SF 2) and Summary File 4 (SF 4) 2000 Census and U.S. Census Bureau, Census 2000 Summary File 3, Matrices P18, P19, P21, P22, P24, P36, P37, P39, P42, PCT8, PCT16, PCT17, and PCT19
Citizenship, Migration Experience, and Generation

**Latino Migrants**
- from Puerto Rico
- Second Stage Migrants: Latinos from elsewhere in the Mainland US

**Latino Immigrants**
- Directly from Latin America to PA
- 1st Generation
- 1.5 Generation (immigrated as a child or adolescent)

**Local-Born Latinos**
- 2nd Generation (parents born elsewhere)
- 3rd Generation (grandparents born elsewhere)
Citizenship, Migration Experience, and Generation

**First Stage Migrants**
- All PuertoRicans are US Citizens
- All Latinos of any national origin, born in any state or territory of the US are US Citizens

**Second Stage Migrants**
- Some are citizens (NewYoricans)
- Some are not citizens (and are actually immigrants):
  - Residents
  - Work, school, or other visa
  - Undocumented

**Latino Immigrants**
- 1st or 1.5 Generation
- Naturalized Citizens
- Non-Citizens:
  - Residents
  - Work, school, or other visa
  - Undocumented

**Local-Born Latinos**
- All local born Latinos are citizens
Citizenship and Legal Status Impact on Outreach

Legal Immigrants

- Fear being confused with the undocumented
- Kinds?
  - Permanent resident
  - Work visa
  - Student visa
  - U visa
  - Refugee
  - Marriage visa
  - Fiancé visa
  - The lottery
  - Family Unification

Undocumented Immigrants

- Fear deportation and mistreatment
- You must gain the support of community gatekeepers

Citizens

- Naturalized Citizens may still fear being confused with the undocumented
- USA Born Citizens are tired of being confused with the undocumented, but not as fearful
Naturalized Citizens

1987-1988 Amnesty: The 1986 Immigration Reform And Control Act (IRCA) fundamentally changed the system of incentives for naturalization. The IRCA 1987 did two things. First, it granted amnesty to some undocumented immigrants from the summer of 1987 to the summer and fall of 1988. The first legalization applicants became eligible for permanent residence in 1989, and naturalization in 1994 (Census 1999c). Second, the IRCA 1986, and subsequent immigration reforms took measures to combat undocumented immigration by increasing the penalties and directing more and more resources toward enforcement of immigration law.

Permanent Residents, after 5 years may apply for citizenship and must pass a written test on US history and political institutions and the English language. Individuals over 65 may skip the English test and take the US history and politics test in Spanish.
Languages Spoken by Latinos in PA

► 400,000 PA Latinos speak Spanish at home
► 62% of PA Latinos speak English very well
► Most Pennsylvania Latinos are bilingual & bicultural
► Some of us speak no Spanish
► A very small percent of PA Latinos have not yet learned English at all
► When compared to earlier immigrant groups, Latino immigrants and migrants learn English faster.
► Retaining Spanish language and Latino culture does not inhibit English language learning

Source: U.S. Census Bureau, 2006 American Community Survey
Agriculture

The importance of Latino immigrants and migrants to Pennsylvania agriculture is great. Unfortunately, a recent decline in the population of newer Latino immigrants to Pennsylvania has had a grave impact on PA agriculture, resulting in a 75% drop in tomato production for harvest season 2008.

Openness, Acceptance, and Willingness to Adapt

► Of all ethnic groups, Latinos are the most likely to form close friendships and marry across racial or ethnic lines. (Source: U.S. Census Bureau, Census 2000)

► Latinos accept non-Latinos into their families and their community.
30 years of Innovation in the Nonprofit Sector

The Latino Community Based Organization (LCBO)

Latino non-profits have flourished across the state and provide cultural activities and resources, cross-cultural education, and human and social services to hundreds of thousands of Latinos and Non-Latinos annually.
SOME LCBOs in PA of Note

► Reading: Centro Hispano Daniel Torres
► Lancaster: Spanish American Civic Association (SACA)
  ▪ La Academia Charter School
► York: Centro Hispano Jose Hernandez (formerly York Spanish American Center)
► Bethlehem: CSSOLV (Council of Spanish Speaking Organizations of the Lehigh Valley)
► Allentown: Hispanic American Organization
  ▪ Casa Guadalupe Charter School
► Erie: HACE (Hispanic American Council of Erie)
  ▪ Escuela Roberto Clemente Charter School
► Philadelphia – more than 200
  ▪ Aspira of PA – Maria de Ostos Charter School
  ▪ Concilio
  ▪ Congreso
Taller Puertorriqueno was established in 1974 by Puerto Rican artists and activists in the North Kensington area of Philadelphia. They created a community-based graphic arts workshop to provide cultural training alternatives to local youth. Throughout its history, our Workshop has been a vital resource to the barrio and to the region. It is now nationally recognized as a model organization that uses the arts as a vehicle for social change.

Taller provides audience and neighbors with safe facilities, creative outlets for youth, and education programs that underscore our rich Puerto Rican heritage. Our work presents a "first voice" account of our accomplishments as Latinos.

WHAT'S NEW AT TALLER

- Meet the Author Series presents Stephanie Elizondo Griest with her newest book Mexican Enough: My Life Between the Borderlines. 9/27.
- Taller Puertorriqueno is 2008 George Bartol Award Winner!
- TALLER PUERTORRIQUEÑO THE FIRST LATINO ORGANIZATION TO BE AWARDED THE 2008 Commonwealth of Pennsylvania Outstanding Leadership & Service to Arts Education Award.
What is PALO?

PALO is the 501 (C) (3) nonprofit state association developed in 1998 by the Governor’s Advisory Commission on Latino Affairs (GACLA) and a consortium of LCBOs throughout the Commonwealth of Pennsylvania.

The Pennsylvania Association of Latino Organizations, Inc. (PALO) is the only organization in the Commonwealth dedicated to the strengthening of Latino community based organizations (LCBOs) through economic development, capacity building, education, and the creation of effective bilingual / bicultural community services across Pennsylvania. The statewide collective efforts through PALO, whether technical assistance, advocacy, dissemination of information, or coordination of special projects, exist to support its member LCBOs and their respective Latino communities.

In the past five years, PALO has administered approximately $3.4 million in state and Federal funding to LCBOs reaching over 50,000 Latino youth and adults through programs to develop, initiate, and monitor comprehensive strategies that improve quality of life.
Innovation in the Private Sector:
Latino Businesses in PA

► Pennsylvania Latinos have more than eleven thousand businesses in PA
► nearly 2 billion dollars in annual sales
► employing 200,000 Pennsylvanians
► 300 million dollars in salaries annually
► Revitalize inner cities and rural towns

Study to measure Latino economic contributions

Penn State Lehigh Valley and the Latino Economic Council of the Lehigh Valley have launched a study to document the Hispanic contribution to the local economy. Latino business owners and professionals are encouraged to participate, according to a news release. Call 610-285-6082 to set up an interview or complete an online survey. A link is also available through Penn State Lehigh Valley. This survey follows a study performed by Lehigh Valley Economic Development Corp. in 2005. The new study will assess how Latinos, about 10 percent of the Lehigh Valley population, can achieve greater economic mobility. The study is funded by private and public sources, including LVEDC, the Greater Lehigh Valley Chamber of Commerce Foundation and area companies and work force development groups. For more information, call Jennifer Parker Talwar at 610-285-5052.
EL TA PATIO
MEXICAN RESTAURANT BAR
&
BILLARES
SAN ANTONIO--(BUSINESS WIRE)--April 28, 2006--According to a U.S. Census report, Hispanics are starting businesses at faster rates than any other segment of the population, and by 2007, one out of 10 businesses will be Hispanic-owned.
Goya Foods Inc

Has become the largest Hispanic-owned food business with the Unamue family being the second richest Hispanic family in the United States with a net worth of $750 million. The company was founded in 1936 by Don Prudencio Unamue Ortiz (1886-1976) and Dona Carolina Casal Unanue (1890-1984).
Dimensions of Cultural Difference:

- Beyond Flautas and Folkloric Music
- Culture as a structured system of beliefs about correct behavior
  1. Allocentrism
  2. Familialism
  3. Power Distance
  4. Respect
  5. Traditionalism
  6. Machismo
  7. Personal Space
  8. Propriety
Cultural Tendencies of Interest to City Planners

► Greater propensity to use public transit if available. Esp. newer immigrants
► More likely to learn news by word of mouth
► Less likely to read letters or to direct letters to the appropriate person in the household unless they are expecting the correspondence
► Personal connection and attention to issues of respect are crucial.
► More likely to use public spaces. (assuming no fear)
► More likely to walk distances under 2 miles
Showing Respect in Personal Interaction

- Always assume someone is here legally. The majority of PA Latinos are citizens, and the majority of PA non-citizens are here legally.

- Never assume national origin, language preference, or from which Latino sub-culture a client comes.

- If a Latino is behaving in a conservative manner, take the lead, make them at home, and try to anticipate what information they need or what questions they might have. Highland Latinos will be less likely to ask questions or complain.

- Always say “hello” and “goodbye” to each person in a group.

- If an individual has some English skills, but does not seem to understand you, rephrase the question and speak more slowly.

- Always address any Spanish-speaking Latino(a) over 30 respectfully as “Señor” or “Señora” if you don’t know their last name yet.

- When speaking to individuals from the Highland or Southern Cone, speak softly and clearly. Loud speaking is disrespectful.

- If you must say “no”, make it sound like you want to say “yes” but are prohibited from doing so. This way you re-affirm the relationship between you.
Recommendations to Municipalities

► Encourage municipalities to establish connections between planning staff and the Latino community

► Encourage nonprofit organizations to educate themselves and Latinos regarding their mutual goals: safe, livable communities
Recommendations to Municipalities

► Multicultural training for members of municipal staff
► Encourage grants for multicultural purposes
► Recruit bilingual Spanish-English speaking professionals
► Direct press releases to Latino/Hispanic media
Recommendations to Municipalites

► Advocate the “Elm Street” program and other financial incentives
► Establish working relationships with state agencies, local government associations,
► and nonprofit organizations
Observations

► Some members of local government staffs are prejudiced against Hispanic speaking people.

► Most staff members have little or no appreciation or knowledge of Latin American or Spanish-speaking Caribbean culture or history.

► Sub-tropical and tropical climate architecture and life-styles contrast with PA which is located in the North Eastern U.S.
Observations

► There is a lack of communication between municipal staff members, civic organizations, nonprofit organizations and Hispanic residents in the community.
Observations

► Mutual lack of understanding
  ▪ Often neither understands or appreciates the goals of the other
  ▪ Cultural and educational differences
  ▪ The history of the neighborhood is unknown to the most recent residents and is unappreciated
  ▪ Many residents do not own the domicile where they live and therefore are not “invested” in the neighborhood
Observations

- Long-term residents and property owners feel “invaded.”
- Long-term residents forget that they themselves were immigrants and had to make a place for themselves and their families and may have displaced prior ethnic groups.
- Deteriorated and blighted neighborhoods are “blamed” on recent immigrants when those conditions existed prior to recent immigrant settlement.
Observations

- Some perceived adverse results of neighborhood revitalization (historic preservation initiatives)
  - Higher rents
  - Regulations (red tape)
  - Gentrification
  - Snobism/Elitism (so called)
  - Boutiques vs. service retail
Observations

► Some positive results of historic preservation initiatives

- Historic rehabilitation
- Reinvestment
- New retail businesses
- Influential residents
- Politically astute residents
- Improved property values
- Stabilized neighborhood
To build solid bridges between newcomers

Understand the differences and similarities in the cultural landscape

Raise awareness

Latino ancestry: Native American, European, African

U.S. history in Latin America (imperialistic)

Latin American cultural pride, i.e. Institute of Puerto Rican Culture c. 1952
Immigrants move from their place of origin to find more than a safe shelter; they dream of a better life. Nowadays, the general consensus is that immigration is a fundamental right...Pursuing happiness, by necessity, implies that— at some point or another—the newcomer must change—if not cultural allegiances—cultural identification processes. Latinos... are no exception to the rule.”

Arleen Pabón, Ph.D., J D Former Historic Preservation Officer, Commonwealth of Puerto Rico
Michel R. Lefèvre, AICP

Historic/Community Preservation Planner
Pennsylvania Historical and Museum Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120-0093
717-787-0771
mlefevre@state.pa.us
If you are interested in collaborating with PALO or your local LCBO, or for information on PALO services, including cultural competency assessment and training, translation, interpretation, and customized Spanish language instruction, contact me:

Andrea Morató-Lara, Vice President
Pennsylvania Association of Latino Organizations
Harrisburg Transportation Center
415 Market Street, Suite 206
Harrisburg, PA 17101
E-mail: morato@paloweb.org
Ph: (717) 920-4727 x102

PALO also has a proven track record in linking LCBOs and their faith based, government, and private sector community partners. These partnerships have resulted in successful multidisciplinary, culturally relevant, and community-specific responses to Latino youth facing individual, family, school, community, and or peer risk factors. PALO’s capacity building activities increase Latino organizations’ sustainability and effectiveness, enhance their ability to provide culturally relevant social services, develop and/or diversify their program funding sources, and create effective collaborations to better empower Latino individuals most in need.