



# A Farmworker Housing Study and Action Plan for the Salinas and Pajaro Valleys

Salinas-Pajaro October 2016



# Qualifications



CALIFORNIA  
INSTITUTE FOR  
RURAL STUDIES

## History of Success

- 40 years of rigorous research on rural issues
- Focus on marginalized communities
- 2 recent comprehensive county farm worker housing assessments
- California Agricultural Workers Health Survey – groundbreaking
- Over 250 publications online

## Ongoing Work

- 5-community random household survey in Eastern Coachella Valley
  - 1,750 individuals participating
  - response rate of 85%
- Focus groups in the Central Valley
  - listening to over 160 farm workers talk about working conditions
- Farm worker food insecurity
- Chronicling key moments in California's agricultural history

# Qualifications



## History of Success

- 40 years of rural housing policy, programs, and research
- Performed Fair Housing Needs Assessment for 14-city compact in San Joaquin Valley under HUD Sustainable Communities Planning Grant (2015)
- Performed studies of Manufactured Housing Best Practices (2010) and Farmworker Housing Cooperative Training Needs (2004)
- Sponsored legislation creating Joe Serna, Jr., Farm Worker Housing Grant Program (1977) and Farm Worker Housing Assistance Tax Credit Program (1996)
- Involved in legislation expanding who is a farm worker, requiring identification of farm worker housing sites in Housing Elements, etc.

## Current Work

- Contracted by HCD to conduct first-ever Statewide Tribal Housing Study
- Contracted by San Mateo County to case-study farm worker housing best practices
- Working to gain State funding for farm worker housing



# Proposed Work



# Step 1: Build Consensus

- CIRS and CCRH and staff will organize a meeting
  - oversight committee
  - funding agencies
  - local employers and other stakeholders
- Discuss goals and methods
- Share proposed study schedule
- Review draft survey protocols
- Ask for input

## Step 2: Ask and Answer Questions

- Data will be collected with a mix of qualitative and quantitative methods, gathering both primary and secondary data.
- All phases of the assessment will be guided by the assembled Oversight Committee.
- Research methods to be employed include:
  - Literature Review and Secondary Data Analysis
  - Primary Data Collection and Analysis
    - Surveys
    - Key Informant Interviews
    - Case studies

# Field Survey and Interviews

## Dr. Rick Mines, Lead

- The surveys and interviews will gather information on employment patterns, worker housing and demographic characteristics
- The limited number of employer interviews (30), requires us to include in our selection as representative a sample as possible with regard to employer type, location, crop and size.
- We will make a list of first, second and third choices of employers to interview in each subcategory and in this way if some employers refuse an interview, we will retain the representativity of the selection.

# Survey Methodology: Overview

- Define Laborshed – Geographically
- Enumerate all employers
- Select representative sample from all employers
  - And a backup sample in the case of non-response
  - Representative sample of employers ensures geographic, crop, and type of employer differences are represented in the sample.
- 30 face to face surveys with employers
- Employer-based, face-to-face survey with 400 representatively selected farmworkers
- 15 interviews with other key stakeholders



# Survey Methodology: Employers

- Representative, Targeted Sampling
- Create a universe list of employers of various types
  - Directly hired agricultural workers
  - Packing house managers
  - Labor contractors
  - Custom farm operations
- Differentiate by employment size and randomly select within each size strata, giving every employer a chance of selection

Data from many sources will be used to create these universe lists and arm the lists with sufficient data to allow us to take a representative sample.
- Assure representation of the various distinct agro-geographic zones and crop groups of the labor shed

# Survey Methodology: Workers

- We will also choose a representative sample of agricultural workers from the randomly selected employer lists
- But our selection of workers will also be targeted
- Targeted sampling ensures subgroups are representatively sampled

# Survey Methodology: Targeting

- Since we are randomly sampling representative employers located in the laborshed, all geographic areas, crops, and types of employer will be represented in the sample.
- Demographics of the population must be controlled since the different demographic groups may have different experiences and attitudes about housing.
- Therefore, the sampling will begin with a review of the census data, National Agricultural Workers Survey data and other survey data to determine the size of the different sub-groups that comprise the labor force.

# Step 3: Analyze Data

- Survey data analysis will identify
  - housing tenure
  - housing status (family only, shared rental with non-family members)
  - persons per room
  - family status (accompanied, unaccompanied, family size)
  - household income
  - housing cost
  - employment status by month (agricultural job, non-agricultural employment, not employed, not in labor force)
  - commute time to agricultural job
  - access to services (schools, medical services, grocery shopping, etc.), and other variables

# Research and Analysis

## Dr. Don Villarejo, Lead Investigator

- Analyze findings for Monterey and Santa Cruz Counties as reported by the American Community Survey (Census Bureau).
- Discuss trends in agricultural employment during the most recent ten-year period, by type of farm or type of employer, based on the Quarterly Census of Employment and Wages (Bureau of Labor Statistics).
- Discuss trend in agricultural production during the most recent ten-year period, based on annual crop and livestock reports of both counties, and U.S.D.A. Market News reports of produce shipments.
- Qualitative analysis of trends in agricultural production and labor demand will be discussed.

# Research and Analysis: Trends and Patterns

- Agriculture trends
  - Definition of “Farmworker”
  - Salinas and Pajaro Valley agriculture: 10-year review and current status
  - Salinas and Pajaro Valley agriculture: future trends
- Farmworker labor patterns
  - Employment by type of employer and seasonal variations of labor demand
  - Types of jobs: year-round, seasonal, H-2A, specialized expertise
  - Types of employers: farm operators, labor contractors, packer-shippers, others
  - Wages, benefits, commuting expense, new overtime and minimum wage
  - Relationship to others regions: migration
  - Immigration policy impacts



# Research and Analysis: Housing Needs

- Farmworker housing needs assessment in collaboration with CCRH
  - Inventory of existing, occupationally restricted, housing resources
  - Housing Element data for all jurisdictions
  - H-2A worker housing: assess the impact
- Housing location and regional travel
  - Calculate current needs for affordable, safe and healthy housing
  - Current: families, unaccompanied workers, year-round, seasonal
  - Projected needs: medium term and long term

# Analysis of Farm Worker Housing Best Practices, Dr. Robert Weiner, Lead Investigator

- Inventory of existing housing resources
  - ✓ Identify existing occupationally-restricted housing (H & S Code 50515.5(g)(1))
  - ✓ Review each jurisdiction's Housing Element, including proposed farm labor housing sites
- Existing literature on best practices in California and U.S.
  - ✓ Review professional and academic research
  - ✓ Summarize findings on alternative dwelling/lodging types
- Case-study selection criteria
  - ✓ Informed by CIRS survey of labor characteristics and housing needs of farm workers
  - ✓ Informed by local experiences with different housing prototypes

# Case Study Typologies

6 case studies of best practices in California coastal counties:

## Structural Prototypes

- ✓ stick-built and factory-built
- ✓ conventional and alternative, e.g., tiny homes, barracks, trailers, etc.
- ✓ permanent, year-round and migrant, seasonal

## Ownership Prototypes

- ✓ public
- ✓ private nonprofit and for-profit
- ✓ grower-owned
- ✓ resident-owned (e.g., cooperative)

# Production Queries: Anatomy of Success

- ✓ Community context, e.g., demographics, cropping patterns, labor demand
- ✓ Project characteristics, e.g., structural/ownership type, bedroom mix, amenities
- ✓ Development process, e.g., approvals, entitlements, design review
- ✓ Regulatory and land use controls and obstacles
- ✓ Role of local government, growers, business community, nonprofits, religious institutions, residents, farm workers
- ✓ Development financing from public and private sources

# Management Queries: Anatomy of Success

- ✓ Fiscal challenges of maintaining low rents, while paying for management, maintenance, reserves for replacement, other operating costs
- ✓ Ownership models that achieve best operating results
- ✓ Green and sustainable practices to reduce energy and water consumption
- ✓ Strategies for maintaining tenancies and cash flow when labor demands change
- ✓ Provision of wrap-around services, e.g., how to pay, local partnerships

# Development and Financing Options

- Analysis of case-study applicability, feasibility, replicability
- Evaluation of existing and innovative financing resources and strategies, e.g., federal state, local
- Evaluation of housing development incentives
- Financial modeling of farm labor housing development scenarios
- Scan of land use and regulatory environment for farm labor housing
- Development of site suitability criteria and identification of sites
- Capacity of existing entities to produce/operate new farm labor housing



# Step 4: Recommendations

With data gathered and generated in the preceding sections, CIRS and CCRH will:

- Provide draft action plan for meeting current housing needs of the agricultural work force in the Salinas-Pajaro Laborshed.
- Suggest solutions regarding the number of units needed and what type (eg: family or single worker)
- Suggest potential sites for building these units based on the Housing Elements for each county, coastal and other regulations and limitations to building.
- Outline
  - barriers to building in the region
  - best practices to overcome these barriers
- List potential funding sources for both building and management of agricultural workforce housing.

# Thanks and Questions



	Months	1	2	3	4	5	6	7	8	9	10	11	12
<b>Tasks</b>													
<b>Develop Schedule</b>													
<b>Deliverable: Schedule of work</b>													
<b>Survey Tool Development</b>													
Literature review													
review of data required													
Drafting of questions													
<b>Deliverable: Draft Survey Tool</b>													
<b>Counsellor Building</b>													
introduce team to county staff													
introduce team to oversight committee													
begin informal dialogue with partners													
meeting with oversight committee and county staff													
<b>Deliverable: Meeting</b>													
<b>Survey of Workers and others</b>													
<b>Sample Frame Development</b>													
<b>Train Survey Team</b>													
<b>Worker Survey</b>													
<b>Interviewer of Employers</b>													
<b>Interviewer of others</b>													
<b>Data Analysis</b>													
<b>Deliverable: Completed Survey Data &amp; Analysis</b>													
<b>Hearth, Best Practices, Solutions</b>													
Agricultural Trends, labor patterns													
<b>Report on Ag trends and labor patterns</b>													
Characteristics of farm workers and FW housing													
<b>Deliverable: Report on characteristics</b>													
Inventory of existing housing													
housing element data													
Rental worker housing													
housing location and travel needs calculation													
Best Practices													
<b>Deliverable: Review of best practices</b>													
Car studies													
<b>Deliverable: Car Studies</b>													
Alternative													
<b>Development and financing</b>													
resources													
Incentives													
capacity													
<b>Solutions</b>													
Compiling data and writing reports, preparing displays													
<b>Deliverable: Final Reports and Recommendations</b>													