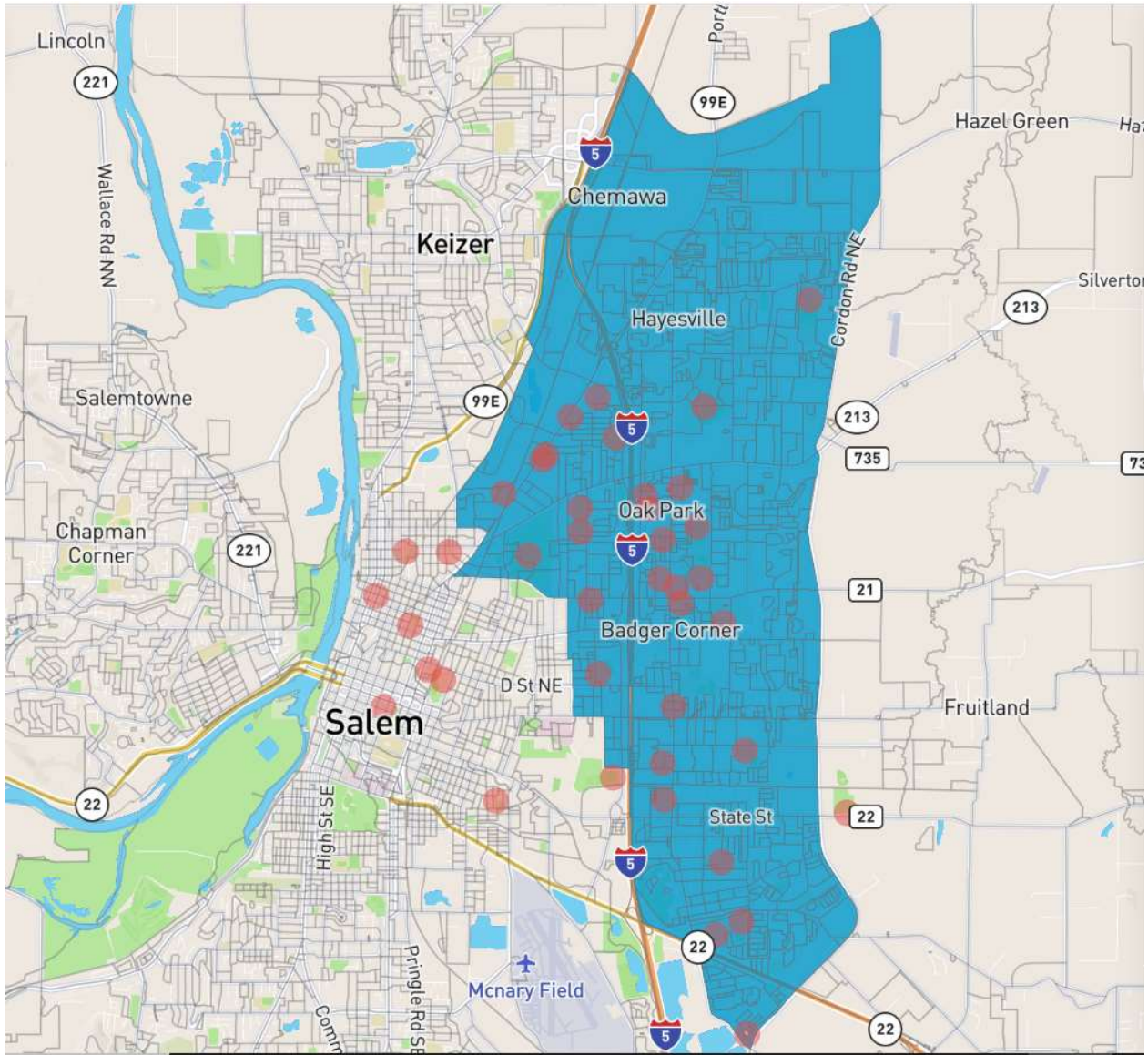


**Mano a Mano -
Salem Latino Community of Interest (Map 1)**

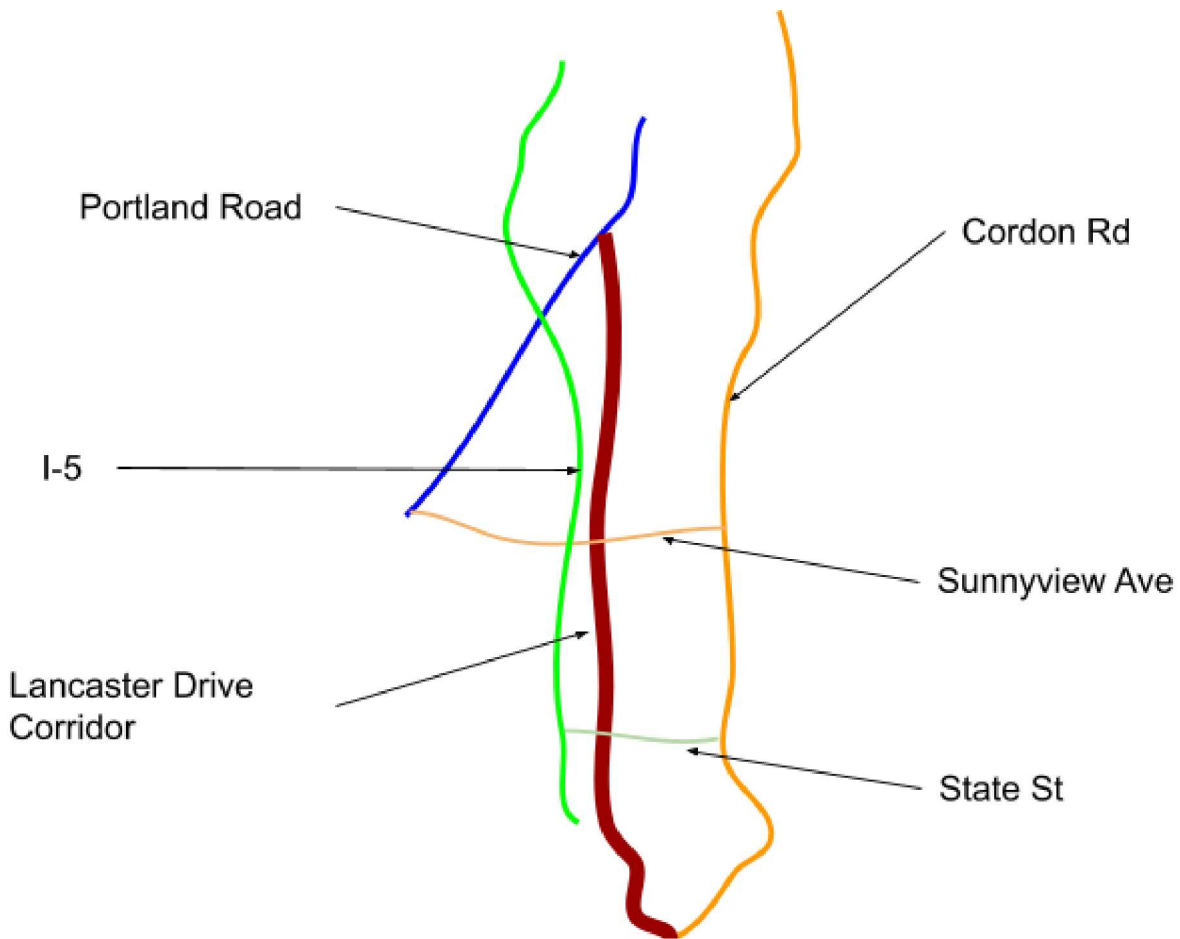


Map created on 03/26/2021 with the input of about 25 Latino/a/x who live or work, or are intimately connected to Salem. Activity facilitated by Mano a Mano Family Center.

In this group's consensus, this is the closest to a true representation of Latinos as a community of interest in Salem. Splitting this community will result in diluting chances for equitable representation.

This map also includes the majority of Salem's other populations of color and immigrant communities, such as Asian, Pacific Islander, Black and Native American communities.

Effort aimed at keeping COI whole and connected to important resources



The entire Lancaster Drive corridor is the heart of Salem's Latino community. The community has expanded over the years, but there was consensus in the group that the daily life of the community revolves around Lancaster Drive. The line drawing above represents the major transportation lines that frame the community's geographical zone.

The consensus of the group is that there are not sufficient differences between the NE and SE neighborhoods to warrant a labeling as distinct communities. There are very large pockets of Latinos in other parts of Salem, but the group believed that as much 90% of Salem's Latino population, businesses, institutions, and other important landmarks are located within this zone.

Important Places and Landmarks in this area

- **Lancaster Drive Corridor** - The entire Lancaster Drive corridor is important to the Latino community because it houses most Latino-owned and serving businesses and resources in Salem. Some examples include:
 - Import stores selling Mexican food and products, such as Fiesta Imports and La Tapatia.
 - Mexican and Latin American food stores and restaurants
 - Grocery stores most popular among Latino Salemites, including Mega Foods, the largest grocery store in the Salem-Keizer providing culturally specific grocery to the areas immigrant community, primarily Mexican and Latin American. Winco is another grocery store that is very popular, but it doesn't cater primarily to a Latino population.
 - Lancaster Walmart Supercenter is highly frequented by East Salem's immigrant residents
 - Flea Markets
 - Various clinics whose client base is mostly or largely Latino, including Lancaster Family Health Center and Willamette Family Medical Clinic.
 - McKay School Community Park is arguably the main public park in NE Salem, and the largest along the Lancaster Drive Corridor
- **Elementary, Middle and High Schools** - This area is home to most of the schools within the Salem-Keizer School District that are majority Latino. These schools also host most of the District's non-White populations, such as Asian and Pacific Islander.
- **Chemeketa Community College** - a local community college that is a federally-recognized Hispanic-serving institution.
- **Oregon State Fairgrounds** - This is an important location to the Latino community as it hosts jaripeos (rodeos), dances and concerts featuring local, national and international entertainers popular among the Willamette Valley's Latino community.
- **Portland Rd/Northgate area** - This area is home to various community organizations including Mano a Mano, the LUS Youth Organization, and the Salem-Keizer Coalition for Equality. It is also home to various Latino-owned businesses that have served three generations of this community, such as La Cabaña, Casa Mexico, and Don Pancho Foods. This area has been identified as a food desert by the City of Salem, so it's residents are largely dependent on the services available along the Lancaster Drive Corridor.