Overview and Notes

Description: This document profiles various low voter-turnout districts in San Jose, organizing them by neighborhoods and precincts in order to help with voter outreach efforts to increase turnout. The next step requires accessing voter ballot rolls from past elections from the ROV.

Notes: The neighborhoods were selected based on Santa Clara County Registrar of Voters (ROV) maps showing the 20 lowest voter turnout precincts from the last four elections. Demographic data comes from ESRI's 2017 Updated Demographics. Precinct numbers are from 2018 unless otherwise noted; they may change in 2020. Language data is from the ROV. Some precincts line up exactly with census block data, others were approximated using GIS software spatial analysis.* Pictures of neighborhood boundaries are included when necessary.

*median household income not available for areas with combined census blocks, racial demographic data based on total population (not just 18+ residents).

Neighborhoods with Associated Precincts:

- **Downtown**
  1. South of University (Sun) - 1334/1356
  2. Downtown Core/St. James Park - 1339
  3. South Horace Mann and SJSU Campus - 1336

- **East Side**
  1. Mayfair - 1512/1384
  2. Alexian (west of Alexander) - 1395
  3. Lanai Cunningham - 1539
  4. Alum Rock - 1522

- **South San Jose**
  1. Umbarger Center - 1723/1724/1767
  2. Edenvale/Roundtable - 1861
  3. Santee/Ferrari-Pinoche - 1709
  4. Sylvandale West - 1728
  5. Summerside - 1712
  6. Evans - 1695
  7. Pinehurst - 1753

- **Other neighborhoods to consider for outreach**
  1. Roosevelt/Wooster Tripp (1324)
  2. Capitol Goss/Dobern
  3. Northlake/Stevens Creek (1137)
  4. Cassell/Foxdale
  5. Los Arboles and Seven Trees
  6. Washington/Guadalupe
Downtown

Sun (South of University Neighborhood) (precincts 1334 and 1356)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: San Carlos; South: I-280; East: 10th St.; West: 4th St (but extending west to 1st St south of William St)

Recent elections area listed among 20 low voter turnout precincts: all - 2012, 2014, 2016, 2018
Council District: District 3

Estimated Number of Eligible Voters (Residents over 18): 7,879

Demographic breakdown
Racial Breakdown: 36.8% White, 30.1% Asian, 7.5% Black
Percent Hispanic: 35.1% Hispanic
Residents over 85: 40 (3.5%)
Household Types: 90.7% Rental, 3.8% Owner-Occupied, 5.6% Vacant

Primary languages spoken (besides English): Chinese, Spanish

Downtown Core / St. James Park (precinct 1339)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: James St; South: San Carlos; East: 1st St.; West: Almaden Blvd

Recent elections area listed among 20 low voter turnout precincts: all - 2012, 2014, 2016, 2018
Council District Number: 3

Estimated Number of Eligible Voters (Residents over 18): 1,599
2018 Registered Voters: 1,276

Demographic breakdown
Racial Breakdown: 47.3% Asian, 43.0% White, 2.3% Black
Percent Hispanic: 10.4% Hispanic
Median household income: $120,581
Residents over 85: 91 (5.7%)
Household Types: 33.9% Owner-Occupied, 24.5% Rental, 41.7% Vacant
Primary languages spoken (besides English): Chinese

South Horace Mann and SJSU Campus (precinct 1336)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: Santa Clara St; South: San Carlos; East: 10th St.; West: 4th St

Recent elections area listed among 20 low voter turnout precincts: all - 2012, 2014, 2016, 2018
Council District: District 3

Estimated Number of Eligible Voters (Residents over 18): 1,067

Demographic breakdown
  Racial Breakdown: 43.7% Asian, 34.9% White, 6.0% Black
  Percent Hispanic: 24.6% Hispanic
  Median household income: $17,655
  Residents over 85: 40 (3.5%)
  Household Types: 93.6% Rental, 1.3% Owner-Occupied, 5.1% Vacant

Primary languages spoken (besides English): Chinese, Vietnamese

East Side

Mayfair (precincts 1512 and 1384)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: Alum Rock Ave; East/South: 680; West: King Rd

Recent elections area listed among 20 low voter turnout precincts: 2012, 2016, 2018
Council District: District 5

Estimated Number of Eligible Voters (Residents over 18): 6,465

Demographic breakdown
Racial Breakdown: 30.2% White, 20.3% Asian, 2.2% Black
Percent Hispanic: 74.7% Hispanic
Residents over 85: 110 (1.3%)
Household Types: 66.1% Rental, 31.5% Owner-Occupied, 2.4% Vacant

Primary languages spoken (besides English): Spanish

Alexian (west of Alexander) (precinct 1505 in 2016, 1395 in 2018)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: McKee Rd; South: Alum Rock Ave; East: I-680; West: N Jackson Ave

Recent elections area listed among 20 low voter turnout precincts: 2016, 2018
Council District: District 5

Estimated Number of Eligible Voters (Residents over 18): 2,554

Demographic breakdown
Racial Breakdown: 50.7% Asian, 18.7% White, 3.0% Black
Percent Hispanic: 40.6% Hispanic
Median household income: $50,544
Residents over 85: 124 (3.7%)
Household Types: 75.6% Rental, 19.5% Owner-Occupied, 4.9% Vacant

Primary languages spoken (besides English): Tagalog, Chinese, Spanish, Vietnamese

Lanai Cunningham (precinct 1539)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: Pensacola Dr; South: Tully Rd; East: King Rd; West: 101

Recent elections area listed among 20 low voter turnout precincts: 2012, 2018
Council District: District 7
Census Block(s) Used for demographic data: 060855034023

Estimated Number of Eligible Voters (Residents over 18): 2,334
Demographic breakdown

Racial Breakdown: 30% White, 25.7% Asian, 3.2% Black
Percent Hispanic: 67.0% Hispanic
Median household income: $36,802
Residents over 85: 20 (0.6%)
Household Types: 64.1% Rental, 30.4% Owner-Occupied, 5.6% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

Alum Rock (precinct 1399 in 2016, 1522 in 2018)

Approximate boundaries of neighborhood/outreach area based on precinct:

Due to the area’s irregular shape, description and accurate demographics not available (see imResidents below)

Recent elections area listed among 20 low voter turnout precincts: all - 2012, 2014, 2016 2018
Council District: District 5

Primary languages spoken (besides English): Spanish, Vietnamese
**South San Jose**

**Umbarger Center (south of Fairgrounds) (precincts 1723, 1767, and 1724)**

Approximate boundaries of neighborhood/outreach area based on precinct:

- **North:** Umbarger Rd; **South:** Southside Dr; **East:** Senter Rd; **West:** Monterey Rd

Recent elections area listed among 20 low voter turnout precincts: some 2012 and some 2016
Council District: District 7

Estimated Number of Eligible Voters (Residents over 18): 5,742

*Demographic breakdown*
- **Racial Breakdown:** 50.8% Asian, 21.8% White, 2.4% Black
- **Percent Hispanic:** 39.7% Hispanic
- **Residents over 85:** 86 (1.1%)
- **Household Types:** 55.0% Owner-Occupied, 43.2% Rental, 0.8% Vacant

Primary languages spoken (besides English): Vietnamese, Tagalog, Spanish

____________________________________________________

**Edenvale/Roundtable (precincts 1860 and 1861)**

Approximate boundaries of neighborhood/outreach area based on precinct:

- **North:** Branham Lane and Grey Ghost Ave; **South:** Monterey Blvd and Blossom Hill Dr;
  **East:** 101; **West:** Roeder Rd
Council District: District 2

Estimated Number of Eligible Voters (Residents over 18): 4,378
2018 Registered Voters: 759

Demographic breakdown
- Racial Breakdown: 35.9% White, 22.0% Asian, 5.9% Black
- Percent Hispanic: 62.2% Hispanic
- Residents over 85: 43 (0.7%)
- Household Types: 61.3% Rental, 31.8% Owner-Occupied, 7.0% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

Santee and Ferrari/Pinoche (precincts 1709 and 1711)

Approximate boundaries of neighborhood/outreach area based on precinct:
- North: Story Rd; South: Tully Rd; East: 101; West: McLaughlin Ave
Recent elections area listed among 20 low voter turnout precincts: 2012, 2016, 2018
Council District: District 7

Estimated Number of Eligible Voters (Residents over 18): 4,518

Demographic breakdown
- Racial Breakdown: 36.8% Asian, 29.6% White, 2.2% Black
- Percent Hispanic: 59.2% Hispanic
- Residents over 85: 43 (0.7%)
- Household Types: 56.0% Rental, 40.6% Owner-Occupied, 3.3% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese, Chinese, Tagalog

Summerside (precinct 1712)

Approximate boundaries of neighborhood/outreach area based on precinct:

- **North**: Summerplace Dr; **South**: Tully Rd; **East**: McLaughlin Ave; **West**: Lucretia Ave

Recent elections area listed among 20 low voter turnout precincts: 2014, 2016, 2018
Council District: District 7
Estimated Number of Eligible Voters (Residents over 18): 2,935

Demographic breakdown

Racial Breakdown: 32.9% Asian, 30.9% White, 3.0% Black
Percent Hispanic: 54.5% Hispanic
Residents over 85: 22 (0.5%)
Household Types: 81.1% Rental, 16.8% Owner-Occupied, 2.1% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

Sylvandale West (precinct 1728)

Approximate boundaries of neighborhood/outreach area based on precinct:

North: Capitol Expy; South: Sylvandale Ave/Yerba Buena Rd; East: Coyote Creek/Tuers Rd; West: Senter Rd

Recent elections area listed among 20 low voter turnout precincts: 2012, 2018
Council District: District 7

Estimated Number of Eligible Voters (Residents over 18): 2,083

Demographic breakdown

Racial Breakdown: 49.7% Asian, 22.6% White, 14.0% Black
Percent Hispanic: 43.8% Hispanic
Median household income: $82,913
Residents over 85: 22 (0.7%)
Household Types: 55.0% Rental, 43.6% Owner-Occupied, 1.4% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

Evans (precinct 1667 in 2016, 1696 in 2018)

Approximate boundaries of neighborhood/outreach area based on precinct:

North/East: 87; South: Ironwood Dr and Sandwood Dr; West: Almaden Expy

Recent elections area listed among 20 low voter turnout precincts: 2014, 2016, 2018
Council District: District 6

Estimated Number of Eligible Voters (Residents over 18): 1,716

Demographic breakdown
   Racial Breakdown: 41.5% White, 21.0% Asian, 11.9% Black
   Percent Hispanic: 37.6% Hispanic
   Residents over 85: 43 (1.9%)
   Household Types: 61.6% Rental, 31.8% Owner-Occupied, 7.0% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

__________________________________________________________

Pinehurst (precinct 1753)

Approximate boundaries of neighborhood/outreach area based on precinct:
   North: Capitol Expy; South: Branham Ln; East: 87; West: Pearl Ave

Recent elections area listed among 20 low voter turnout precincts: some 2012 and some 2016
Council District: District 9

Estimated Number of Eligible Voters (Residents over 18): 1,224

Demographic breakdown
   Racial Breakdown: 70.5% White, 15.1% Asian, 2.3% Black
   Percent Hispanic: 15.1% Hispanic
   Residents over 85: 43 (1.3%)
   Household Types: 81.3% Rental, 18.2% Owner-Occupied, 0.6% Vacant

Primary languages spoken (besides English): Spanish, Vietnamese

__________________________________________________________
Other Neighborhoods/Precincts to Consider for Outreach

1. Roosevelt/Wooster Tripp (1324)
2. Capitol Goss/Dobern
3. Northlake/Stevens Creek (1137)
4. Cassell/Foxdale
5. Los Arboles and Seven Trees
6. Washington/Guadalupe