

Muscoy, San Bernardino County

# Community Profile

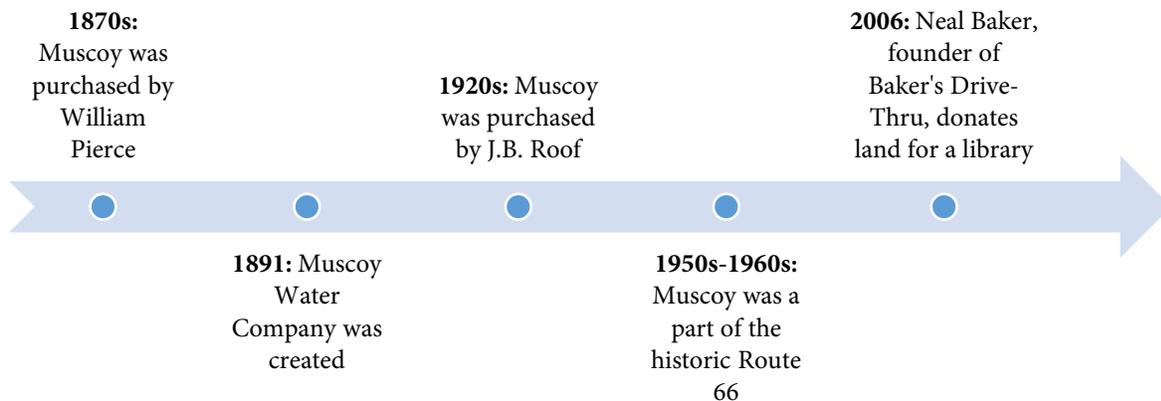
## Purpose

The community profile is a summary of the social, cultural, economic, and historic dimensions of Muscoy. It presents data collected through secondary sources to inform future actions. The profile, together with future studies and information gathered from residents, highlights essential facets and “tells the story” of the Muscoy Community.

The initial objective research prepared for the community profile was provided to participants as a handout at each community workshop to provide a basis for discussion during the SWOT (Strengths, Weaknesses, Opportunities and Threats), values, and aspirations exercises. Workshop participants were asked to review the information and provide comments as a way to infuse local knowledge into the community plans process. Their feedback was used to finalize the community profile, which includes objective research and issue identification by community workshop participants.

The objective information, community stories, and public’s participation in the community profile, SWOT, values, and aspirations exercises were all used when developing the framework for the focus and action statements that make up the community plan.

## History



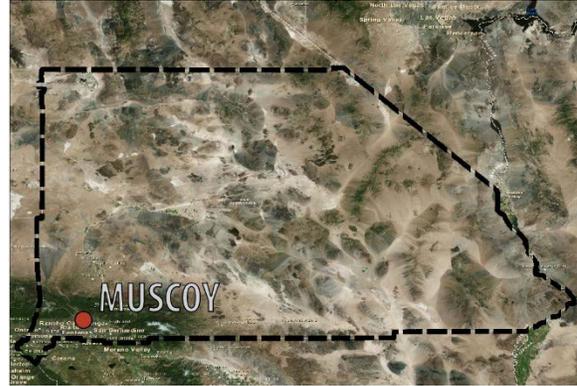
It is believed that the name Muscoy was derived from the original Spanish land grant, Rancho Muscupiable. After changing hands from William Pierce to J. B. Roof, Muscoy developed in the mid-1920s as a community designated to accommodate agricultural enterprises where vineyards, orchards, and various field crops were planted and cultivated. After World War II, Muscoy transitioned from agriculture to a more suburban residential character. The Muscoy Water Company, which still exists today as the Muscoy Mutual Water Company, was created in 1891.

Source(s): Wikipedia.org, Muscoy Community Plan 2007, City of San Bernardino Historical Society, bakersdrivethru.com

## Location & Geography

Muscoy is located in the southwestern portion of San Bernardino County. The community lies at the base of the foothills and just north of Rialto and the city of San Bernardino. The community is in the valley region of the county, and the terrain is generally flat.

Source(s): ESRI, San Bernardino County LUS, Google Maps



Source(s): ESRI, San Bernardino County LUS

Figure 1: Area Map

## Key Census Data

Category	Muscoy		San Bernardino County		California		United States	
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
<b>Population</b>								
Total Population	11,196		2,078,586		38,066,920		314,107,084	
2020 Population Forecast	11,801 (+1.06%)		2,227,066 (+7.1%)		40,619,346 (+6.7%)		334,503,000 (+6.5%)	
Total Households	2,319		607,604		12,617,280		116,211,092	
Average Household Size	4.73		3.34		2.95		2.63	
Median Age	26.2		32.2		35.6		37.4	
<b>Education</b>								
High School Diploma	1,464	25.1%	330,613	26.3%	5,153,257	20.7%	58,440,600	27.95%
Education Past High School	872	15.0%	417,953	33.3%	7,400,714	29.8%	60,821,634	29.1%
Bachelor Degree or Higher	193	3.3%	336,315	26.8%	7,708,909	31.0%	61,206,147	29.3%
<b>Housing</b>								
Total Dwelling Units	2,537	n/a	703,737	n/a	13,781,929	n/a	132,741,033	n/a
Homeowner Occupied Units	1,366	53.8%	370,032	52.58%	6,908,925	50.1%	74,787,460	56.3%
Renter Occupied Units	954	37.6%	237,572	33.76%	5,708,355	41.4%	41,423,632	32.2%
Vacancy*	218	8.6%	96,133	13.7%	1,164,649	8.5%	16,529,941	12.5%
Median Year Structure Built	1959	n/a	1976	n/a	1974	n/a	1976	n/a
<b>Income</b>								
Median Household Income	\$40,033	n/a	\$54,100	n/a	\$61,489	n/a	\$53,482	n/a
Persons Below Poverty Level	1,961	33.6%	199,451	12.7%	3,354,518	11.2%	26,235,361	10.6%
Employed	3,593	78.3%	812,707	86.1%	16,890,442	89.0%	143,435,233	90.2%
Unemployed	995	21.7%	131,293	13.9%	2,084,564	12.3%	14,504,781	9.2%
Note: N/A indicates that the data is not available; n/a indicates that the category is not applicable								
*This figure may include seasonal households								

Table 1: Key Census Data

Source(s): 2014 American Community Survey 5-Year Estimates and ESRI

## Community Structure (Physical Characteristics)

Development in Muscoy consists mainly of single-family dwellings on large lots that can support small-scale agriculture. Commercial buildings are generally small, one-story buildings set back from the street with off-street parking.

A network of highways connects the community with Interstate 215. The local roads are heavily used, with a maximum of 10,679 average daily trips on a single road. There are few pedestrian facilities and no bicycle facilities.

Water service is provided by the Muscoy Mutual Water Company, and septic tanks and leach fields are used for wastewater needs.

Sources: Google Earth, County of San Bernardino, Fehr & Peers, Dudek.

## Community Amenities

Community amenities in Muscoy include community parks, local schools, and police station and fire stations that serve the needs of the community.

<b>Parks and Trails</b>	Blake Street Park, Cajon/Lytle Creek Wash
<b>Fire Protection</b>	San Bernardino County Fire Station #75, response times are 4 to 6 minutes
<b>Police</b>	San Bernardino County Sheriff's Department
<b>Law Enforcement Services</b>	The Sheriff's Department's Central Station provides the law enforcement and Community liaison services to the Muscoy community through daily citizen contact by patrol staff and Sheriff's Service Specialist and through collaboration with internal and external partners and community programs like; <ul style="list-style-type: none"> <li>• Red Ribbon Week</li> <li>• Dr. Seuss Read-a-thon</li> <li>• National Night Out</li> <li>• Coffee with a Cop</li> </ul>

	<ul style="list-style-type: none"> <li>• Citizens on Patrol Baker Center Community Read</li> <li>• ALPR (Automated License Plate Recognition) project</li> </ul>
<b>Crime Rate</b>	<i>Trending lower</i> There was an overall trend lower in all part one crimes with a slight increase in assaults and auto theft.
<b>Public Schools</b>	Muscoy Elementary School, Manuel A. Salinas Creative Arts Elementary, Provisional Accelerated Learning Academy, Vermont Elementary School

Table 2: Community Services

Source(s): Zillow.com, Muscoy Community Plan 2007, Google Maps, San Bernardino County Fire Department, San Bernardino County Sheriff's Department

## Community Existing Land Use

Muscoy is an approximately 1,938-acre community, dominated by single-family residential uses. These uses account for 81% (1,562 acres) of land use, based on current County zoning. Other uses include floodways; special development areas; office, service, and highway commercial; and rural, neighborhood, and general commercial, which account for 8% (149 acres), 6% (124 acres), 5% (93 acres), and less than 1% (11 acres) of land, respectively.

Land Use Type	Acreage	% of Total Area
Floodway	149	8%
Office, Service, Highway Commercial	11	<1%
Rural, Neighborhood, General Commercial	93	5%
Single Residential	1,562	81%
Special Development	124	6%
<b>Muscoy Total</b>	<b>1,938</b>	

Table 3: Land Use in Muscoy

Source(s): County of San Bernardino

## Community Groups

<p><b>Latino Health Collaborative</b> (909) 887-0707 latinohealthca.org</p>	<p><b>Al-Shifa Clinic</b> (909)473-0600 alshifafreeclinic.org</p>
<p><b>Baker Family Learning Center and Library</b> (909)887-5167 <a href="http://www.sbclib.org">http://www.sbclib.org</a></p>	

Table 4: Community Groups  
Source(s): Listed in Table

## Quality of Life Concerns

The following list was compiled from observations and calls received by San Bernardino County Sheriff and Code Enforcement officers. Commonly submitted code enforcement requests include the following:

- Lack of police presence
- Junk and trash, excessive outside storage, inoperative vehicles
- Illegal land use

Source(s): Muscoy Community Plan 2007, San Bernardino County Sheriff's Department, San Bernardino County Code Enforcement

## Community Economics

The 2016 ESRI Community Analyst Report showed that Muscoy is home to 718 jobs and 84 businesses. The majority of the businesses fall (by SIC code) into services (29 percent), retail trade (21 percent),

construction (15 percent), and other (35 percent). Approximately 16% of the Muscoy labor force is employed within Muscoy.

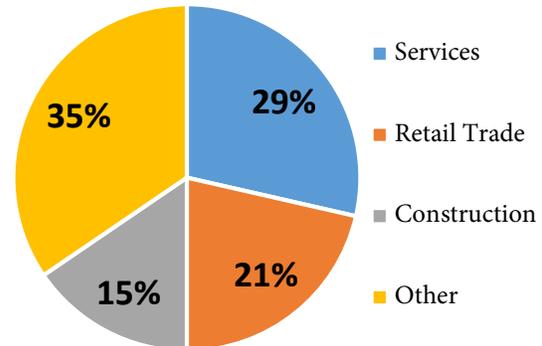


Figure 2: Retail Services in Muscoy  
Source(s): ESRI Community Analyst, 2016 U.S. Census Bureau

## Community Events

- **Little Artist (0–5 Years):** every Thursday at 4 p.m. (Baker Family Learning Center)
- **Storytime:** every Monday at 4 p.m. (Baker Family Learning Center)
- **Craft Corner:** every Tuesday at 4 p.m. (Baker Family Learning Center)
- **Community Outreach Event:** April 29 from 10 a.m. to 1 p.m. (Cerenzia Foods)

Source(s): sbclib.org, kingdomresourcemanagement.com

## Public Health

**Chronic Disease:** The predominant health concerns for Muscoy include heart disease, respiratory disorders, and diabetes. Muscoy experiences higher rates of hospitalization for chronic obstructive pulmonary disease (COPD) and asthma in comparison to San Bernardino County. Additionally, Muscoy also experiences higher rates of E.R. visits for diabetes, COPD, asthma, and hypertension. The leading causes of death in 2012 were heart disease and cancer.

	Diabetes Hosp./E.R.	COPD Hosp./E.R.	Asthma Hosp./E.R.	Heart Failure Hosp./E.R.	Hypertension Hosp./E.R.
<b>Muscoy</b>	22.2/53.7	19.5/22.1	14.0/62.3	27.9/10.2	5.6/53.5
<b>San Bernardino County</b>	23.3/42.4	16.0/19.9	9.6/52.6	32.3/10.6	5.6/46.9

Table 5: Rate of Hospitalization/Emergency Room Visits per 10,000 People

Source(s): Healthy San Bernardino

\* Indicates insufficient data

**Air Quality:** Table 6 below shows the air quality near Muscoy, measured at the San Bernardino 4<sup>th</sup> Street monitoring site, in terms of the number of days that area exceeded the federal standards for pollutants (exceedance days). The table shows that the monitoring site near Muscoy had fewer exceedance days for each pollutant than that of the overall South Coast Air Basin, in which Muscoy is located.

Air pollution is one of the contributing factors linked to the development of chronic diseases such as stroke, heart disease, lung cancer, and respiratory diseases. By reducing levels of ambient pollution (outdoor air pollution), communities can lessen the impact that it has on resident's health.

	San Bernardino – 4 <sup>th</sup> St. Monitoring Site (Exceedance Days)			South Coast Air Basin (Exceedance Days)		
	2012	2013	2014	2012	2013	2014
Ozone Federal 8-hour standard	54	36	51	111	88	92
Course Particulate Matter (PM <sub>10</sub> ) Federal 24-hour standard	0	1	1	0	2	1
Fine Particulate Matter (PM <sub>2.5</sub> ) Federal 24-hour standard	0	3	*	17	13	15

Table 6: Air Quality Exceedance Days

Source: California Air Resources Board

\* Indicates insufficient data

**Modified Food Index:** The Modified Food Index maps the availability of healthy food in a census tract. The lower the score, the less available healthy options are in the area.

The entire community area of Muscoy ranks within the lowest category for food access, meaning that there is access to less than 5 healthy food outlets within that area. Lower scores indicate that these areas contain many convenience stores and fast food restaurants compared to the number of healthy food markets.

Source(s): Modified Retail Food Environment Index Score Map

**Public/Active Transportation:** The community is served by Omnitrans Route 11, which provides service to Cal State University, San Bernardino and the San Bernardino Transit Center. The community has some dedicated bicycle lanes along main streets (Kendall Drive, Northpark Boulevard, Electric Avenue, Glen Helen Parkway, and University Parkway).

Source(s): Victor Valley Transit Authority

**Community Initiatives:** Healthy Muscoy, which was founded by the Latino Health Collaborative and Reach Out in collaboration with the Healthy San Bernardino Coalition, works to address health disparities and reduce childhood obesity through improving the built environment, infrastructure, safety, and food availability. Healthy Muscoy received funding from First 5 San Bernardino beginning in 2013 to aid in creating a comprehensive Health Master Plan for the area.

*Source(s): Healthy Muscoy*

## Community Engagement Summary

As a part of the Community Plans Continuum process, community members from Muscoy were invited to participate in three community workshops. The first workshop, titled “What We Value”, took place on March 1<sup>st</sup>, 2016 from 6:30 – 8:30pm at the PAL Center. This workshop was attended by 21 community members. Workshop participants performed a SWOT analysis to identify strengths, weaknesses, opportunities, and threats within the community. Following that exercise, participants used that information to share what they valued about the community (Values) and what they want to see the community become in the future (Aspirations).

The second workshop, titled “Our Roadmap”, took place on March 29<sup>th</sup>, 2016 from 6:30 – 8:30pm at the PAL Center. This workshop was attended by 31 community members. The purpose of this workshop was to develop preliminary focus and action statements. The project team provided word for word summaries of the SWOT and Values and Aspirations exercises to use during the goal setting process. Additionally, an existing land use map was provided for each of the Detailed Plan Communities for participants to comment on and recommend changes. Participants made comments on where they would and would not like to see certain uses in the future, as well as what they saw as the true boundary of their community.

The third workshop, titled “Making it Happen”, took place on July 19<sup>th</sup>, 2016 from 6:30 – 8:30pm at the PAL Center. This workshop was attended by 89 community members. The workshop was used to help prioritize the focus statements developed in the previous workshop while also identifying possible champions for each effort.

Information was also made available on project websites made specifically for each community. This information included:

- Background materials on the project
- Materials developed for each workshop
- Summaries of the information collected from past workshops
- Surveys developed to follow the process of each meeting and allow for further input

## Community Identified Issues

### SWOT Analysis

This section contains the results of the SWOT analysis conducted during the first workshop. A SWOT exercise stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. In the first part, participants identify their communities’ biggest strengths, such as community assets like a library or community center, along with their biggest weaknesses, which could be a lack of open space or high rates of internal crime. Next, workshop participants looked at opportunities that the community could take advantage of as part of the community plans process. This builds off of what was identified in the strengths and weaknesses portion. Lastly, participants identify external threats to the community. These are generally concerns that are outside of the control of community members, such as natural disasters or changes in economic conditions. This information was

then compiled and used throughout the rest of the community plans process to inform the values and aspirations exercises conducted at workshop #1, as well as the focus and actions statements.

### *Strengths*

- Library (well-stocked, services)
- Good school system and services
- Stores are close
- Location is close to everywhere (Rural areas, natural resources, and urban areas)
- Relatively inexpensive housing
- Emergency services
- People are kind and friendly to neighbors
- People want self-government (local control)
- Public art/artists (some stores allow murals)
- Large residential lots
- A lot of community events and parties
- Nearby natural areas
- Horse team (great horse community)
- Rural atmosphere, not highly populated
- Muscoy Mutual Water Company, which provides water to the homes in the community
- The San Bernardino Valley Municipal Water District, which replenishes the Muscoy Mutual Water Company's water supply, has adequate supplies to meet projected demands throughout the 02-year planning period
- There is an OmniTrans Bus route that runs through the community and connects it with Cal State University San Bernardino
- Small percentage of property vacancies
- Small schools
- Close to San Bernardino National Forest for outdoor recreational activities
- San Bernardino County Fire Station in the community
- Close to two major freeways (I-215 and SR-210)
- Air quality is better than that of the South Coast Air Basin

### *Weaknesses*

- Existing County trash ordinance only has 5% compliance
- Community members do not maintain their properties
- More law enforcement needed
- Cultural values of new residents conflict with established standards and values
- No parks or recreational areas for youth to play
- Crime and violence
- Illegal ATV racing and activity
- Not enough public art
- Ice cream trucks making rounds in neighborhoods late at night
- Safety issue (unlicensed/stray dogs)
- Need for more public art (murals)
- Inability to use homes as residents want because of County regulations
- Too many multi-unit housing
- No bike lanes
- Need speed bumps in school zones
- Community unsafe to walk through at night (lack of lighting, horses in the street, need security cameras)
- County not reaching out to community enough (promote meetings more)
- Whole community is not engaged or not interested
- Community not as quiet and peaceful as it used to be
- Need more community events and parties
- Community is overpopulated
- Code enforcement issues (noise, fireworks, trash, trucks parking illegally)
- Low high school graduation rates
- High percentage of renters

#### *Weaknesses (continued)*

- Older housing stock
- Median household income is \$20K lower than that of the County
- Higher poverty rate than that of the County
- Few pedestrian facilities and no bicycle facilities in the community
- No municipal sanitary sewer service in the community
- More transparency with law enforcement
- Lack of educational facilities
- Low access to healthy foods and community gardens
- The closest County Sheriff station is 2.5 miles away from the northern tip of the community

#### *Opportunities*

- Areas to create murals/public art
- Clean up Blake Baseball Park
- Add recreational amenities (basketball courts)
- Have Spanish-only speakers participate in community activities
- Spaces for youth activities (ball park, bike park)
- More community resources (books, libraries, computers)
- Educational workshops on health and nutrition
- The Cajon/Lytle Creek Wash as an informal recreation area.
  - Can be expanded into a formal recreation area.
- Healthy Muscoy (Latino Health Collaborative and Reach Out) is working in the community to address health disparity

#### *Threats*

- Over-crowded schools
- Drug dealers in public
- Animal control
- Ratio of liquor stores to parks
- Loud parties
- Absentee owners using their properties as entertainment venues
- People who don't want to work with others
- Fireworks not compatible with animal raising
- Snakes and rats from the messy lots
- Racist attitudes
- Lobbying and campaign funding by developers
- County failing to be responsible for damage caused by Cajon Creek illegal diversion
- Dangerous streets (dark)
- Speeding vehicles (lack of stop signs)
- Lack of sidewalks and bike lanes
- Gangs and graffiti
- Absentee owners renting their properties and letting them fall apart (no maintenance)
- No planned upgrades or addition of a sanitary sewer service in the community