2019 AWARDS COMPETITION
Required Cover Sheet

Please check the award category which best describes your project and the category that best describes your organization. Before you make your selections, be sure to review the project category descriptions listed in the information packet. NUSA reserves the right to place an application in the project category that it best fits.

□ NEIGHBORHOOD OF THE YEAR AWARD (mark one for each category):
A. Project/Activity Category:
   ☑ Social Revitalization/Neighborliness-Single Neighborhood
   ☐ Physical Revitalization/Beautification-Single Neighborhood
   ☐ Multi Neighborhood Partnerships
B. Organization Category:
   ☐ Neighborhood Association
   ☐ Homeowner Association
   ☐ Business Association
   ☐ Other (Please specify): ____________________________

□ BEST NEIGHBORHOOD PROGRAM AWARD (choose one):
   ☐ Physical Revitalization/Beautification
   ☐ Social Revitalization/Neighborliness

□ NEIGHBORHOOD NEWSLETTER COMPETITION (mark one for each category):
A. Newsletter Format Category:
   ☐ Electronic Format
   ☐ Print Format
B. Organization Category:
   ☐ Neighborhood Organization
   ☐ Government Entity
   ☐ Non-Profit Organization or Agency

□ WHO’S WHO IN AMERICA’S NEIGHBORHOODS (choose one):
   ☐ Governmental nominee
   ☐ Grassroots/Neighbor nominee

All applications MUST be mailed and postmarked by February 1, 2019 to:
2019 NUSA Awards
ATTN: Catherine Huckaby – Community Engagement Office
818 Missouri Ave. (Hazel Harvey Peace Center)
Fort Worth, TX 76104
2019 AWARDS COMPETITION
Required Application

Application Information:
Name of Project/Activity/Individual: Santa Anita Social Revitalization
Name of Association: Santa Anita Neighborhood
Contact Person (for additional information/questions): Scott Kutner
Contact’s Address: 20 Civic Center Plaza
City: Santa Ana State: CA Zip: 92701
Contact’s E-mail: Skutner@santa-ana.org
Contact’s Phone: (714) 667-2259

Local Newspaper/Media Information:
Neighborhoods, USA sends out press releases and social media posts about award recipients. Should your project/activity/individual be named as an award recipient, please provide us with the following contact information:

Name of Newspaper/Other Media: Santa Ana Communications Manager
Contact Person: Daisy Perez Contact’s Phone: (714) 647-5200
Contact’s Email: Dperez@santa-ana.org
Other (social media link, web site, etc.): Twitter - @cityofsantaana

Neighborhood of the Year (NOTY) award recipients may be eligible for a cash award. Should your project/activity be named as a NOTY award recipient and eligible for a cash award, please indicate to whom the check should be made payable to: Charitable Ventures of Orange County

Neighborhood of the Year or Best Neighborhood Program Awards Award applicants:
Please share a (maximum 50 word) description about the program or project being nominated. NOTE: This information will be shared with the judges and used to describe your program/project during the awards ceremony, should an award be earned.

There is a compelling story of social transformation and community benefits underway in the Santa Anita Neighborhood that needs to be told and recognized. The year 2018 was a remarkable year for the sustainability of Santa Anita’s social revitalization and the attached award nomination is intended to recognize these accomplishments.

Should you have any questions about the application process, please contact Catherine Huckaby at: (817) 392-8085 or Hal Barnes at: (954) 828-5065 or email the committee at: AwardsProgram@nusa.org
NUSA Nomination
February 2019
Social Revitalization in the Santa Anita Neighborhood

Introductory Narrative -
There is a compelling story of social transformation and community benefits underway in the Santa Anita Neighborhood that needs to be told and recognized. How does a Southern California, working class neighborhood affected by an entrenched gang culture, pervasive disinvestment in real property, with a legacy of vice / adult oriented businesses along its major thoroughfare and few opportunities to bring the vast majority of good families together – go on to introduce sustainable community building that encourages neighbors to focus on what they share in common? The year 2018 was a remarkable year for the sustainability of Santa Anita’s social revitalization and the award nomination below is intended to recognize these accomplishments.

1. Tell us about your neighborhood and neighborhood organization.
The overwhelming number of good people in the Santa Anita neighborhood have been struggling for decades now to identify a community building strategy that can be sustained over the long term. The neighborhood is densely populated, with one of highest poverty rates in Orange County, and is known as the first area of Orange County to have a civil gang injunction approved by the courts. This injunction restricts the civil rights of those 135+ individuals identified by the local police and Orange County District Attorney and resulted in an initial 65% decline in crime in the area where drug dealing, violence and intimidation were quite common.

As encouraging as this law enforcement experience has been for the neighborhood, the job of reweaving the fabric of the community, promoting cohesion and alternatives for local youth has until recently been left unaddressed. The new leadership of the Santa Anita Neighborhood Association – a group of grassroots, determined resident leaders, have little by little, pieced together modest initiatives that have created momentum, socially revitalized the community and at the same time enhanced opportunities for local youth.
2018 statistics (source ESRI) that illustrate the socio-economics of the Santa Anita Neighborhood in relation to the city of Santa Ana and Orange County as a whole are as follows:

<table>
<thead>
<tr>
<th></th>
<th>Santa Anita</th>
<th>City of Santa Ana</th>
<th>County of Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income</td>
<td>$10,042</td>
<td>$17,424</td>
<td>$39,365</td>
</tr>
<tr>
<td>Median Income</td>
<td>$41,548</td>
<td>$57,154</td>
<td>$85,323</td>
</tr>
<tr>
<td>Average Income</td>
<td>$54,257</td>
<td>$75,740</td>
<td>$119,319</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Santa Anita</th>
<th>City of Santa Ana</th>
<th>County of Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Tenure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner</td>
<td>34%</td>
<td>43%</td>
<td>54%</td>
</tr>
<tr>
<td>Renter</td>
<td>62%</td>
<td>52%</td>
<td>41%</td>
</tr>
<tr>
<td>Households with Children</td>
<td>73%</td>
<td>56%</td>
<td>38%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 25+ w/o HS Diploma</td>
<td>53%</td>
<td>44%</td>
<td>15%</td>
</tr>
<tr>
<td>Race / Ethnicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>83%</td>
<td>79%</td>
<td>35%</td>
</tr>
<tr>
<td>Asian Pacific Islander</td>
<td>14%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Occupation Class</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Collar</td>
<td>39%</td>
<td>31%</td>
<td>17%</td>
</tr>
</tbody>
</table>

The Santa Anita Neighborhood Association reactivated in 1993 and has gone through numerous resident leadership transitions over the past three decades. Many of the area structures and homes were originally constructed in the 1940s and 1950s in a period of time when the neighborhood was an unincorporated County of Orange area and not formally part of the city of Santa Ana. As a result, there was little planning or accountability associated with land use
NUSA Nomination
Santa Anita Neighborhood
February 2019

decisions during the establishment of the Santa Anita neighborhood’s built environment. Adult oriented businesses and vice were also allowed to fester along Harbor Boulevard. To this day, the area includes many inconsistent land uses that are in immediate proximity to each other and public improvements including sidewalks, street lighting and recreational facilities are in short supply.

Statistically, there are presently 11,500 Santa Anita neighborhood residents living in 2,150 residential housing units. The past few years, the neighborhood association has been meeting on a bi-monthly basis at the Santa Anita Recreation Center and typically 20 to 25 resident participate in these meetings. Working relationships with area school parent groups and local businesses have also been strengthened.

2. Inform us about the nominated project or activity.
The landscape in Santa Anita includes a pervasive gang culture, deteriorated physical conditions, an underutilized community center in disrepair due to city budget cuts and nearby prostitution / vice. Recently, however, three significant public policy decisions began taking shape which will affect the neighborhood in the decades ahead, in ways not previously seen. First, the major thoroughfare, Harbor Boulevard as approved for new comprehensive city planning development standards / General Plan Update, which coupled with stepped up police vice enforcement contributed to a significant increase in new construction and desirability of homes, apartments and commercial uses in areas that had been stagnant for years. Second, the $450M mass transit - OC Street Car was approved by the federal government and began construction. This enhancement to area public transportation will include stops serving Santa Anita and has sent a powerful message to property owners regarding long term investment opportunities. Finally, the 102 acre Willowick Golf Course in Santa Anita was slated for closure and identified as a prime site for new development along the alignment of the OC Streetcar. In short order, these three forces emerged with the potential to bring about vast changes. Residents could now envision various futures for their neighborhood and these external forces prompted greater community engagement and leadership development in Santa Anita.

Six critical steps / tasks that the Santa Anita Neighborhood Association took include: 1) Recognition by the new resident leaders, that past confrontational style resident leaders in Santa Anita had failed to accomplish improvements; 2) Adoption of a new approach of using community events fueled by volunteerism, to unify the neighborhood; 3) Partnership building to stage events and enhance opportunities for local youth with a variety of partners including - Santa Ana College, the non-profit America on Track, the Santa Ana Police Department, local franchisee of the 7-Eleven Corporation, Garden Grove Unified School District, Santa Ana Parks, Recreation and Community Services Agency, Santa Ana Unidos, local businesses Ace Griffin
NUSA Nomination
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February 2019

Hardware, Gonzalez Market and The Home Depot, Charitable Ventures of Orange County, Santa Ana Neighborhood Initiatives, Santa Ana City Councilmembers Solorio and Villegas and OC Supervisor Andrew Do. 4) Successful planning, executing and ownership of community events by grassroots leaders throughout the year 2018. This included the enhancement of the neighborhood’s financial capability through the establishment of a non-profit fund for Santa Anita through Charitable Ventures of Orange County. This fund has enabled the neighborhood to for the first time apply for grants, receive in-kind donations, manage their financial resources and act like a non-profit under section 501 c 3 of the Internal Revenue Code. 5) Through these successes and building a track record, the leadership of Santa Anita establishes greater credibility among neighbors. 6) Santa Anita resident leaders begin to enter the public policy arena – through an appointment to the city Parks Commission and discussion with charitable partners interested renovating, expanding and improving services offered at the Santa Anita Recreation Center.

The successful 2018 community building efforts in Santa Anita were launched by the November 2017 “Love Santa Ana” event, which mobilized 500 community volunteers through a faith-based day of service. Community murals were designed and painted by neighbors including youth, the Santa Anita community center was physically improved & painted, landscaping completed at the park and a community celebration staged. A first ever Santa Anita Christmas Holiday party followed Love Santa Ana in December 2017. This event was also very successful. These experiences heartened and inspired confidence local Santa Anita leaders seeking to sustain greater participation by residents in 2018.

A brief chronology of 2018 in Santa Anita includes: 1) February 2018 - Santa Ana College announces the creation of a scholarship exclusively for the benefit of Santa Anita residents. This scholarship, launched by Santa Ana Councilmember Villegas, was deemed crucial to Santa Anita when college officials determined that enrollment from neighborhood youth was quite low. 2) March 2018 – Cesar Chavez community service day and celebration at Campesino Park. 3) April 2018 – Parent led youth soccer club formed with Charitable Ventures of Orange County providing Santa Anita with non-profit status as their fiscal sponsor. 4) June 2018 – Recognition of Santa Anita resident leader as “Neighborhood Hero” through Santa Ana Communication Linkage Forum 5) Summer 2018 – Multiple community movie nights – outdoors at Santa Anita Park sponsored by the city and neighborhood; 6) August 2018 – Overnight youth camping trips introduced to Santa Anita youth through the support of OC Supervisor Do’s Office. 7) October 2018 – Appointment of Santa Anita resident leader to Santa Ana Parks and Recreation Commission. 8) November 2018 – Through County Supervisor’s Office - discussions launched to remodel and expand the Santa Anita Recreation Center through the donation of in-kind resources from local corporations and foundations. 9) December 2018 – Second Annual Santa Anita Christmas Holiday party staged at the Santa Anita Center.
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Santa Anita Neighborhood
February 2019

The experience of 2018 was energizing and exhausting for Santa Anita’s grassroots resident leaders. They established a new way of operating as an association and demonstrated that bringing neighbors together can take many forms. The leadership of the neighborhood is both inspired and humbled by the opportunities and challenges that are ahead. Work is underway to implement 2019 goals and objectives including: 1) Improvement in services for our kids at the Santa Anita Center for example community events and camping trips 2) Focus on physical conditions in the neighborhood - multi-disciplinary response necessary from the City of Santa Ana including: a) Code Enforcement; b) Pedestrian Safety discussion with Public Work Traffic Engineers re: accidents at 5th and Susan; and c) Public Works Maintenance re: graffiti, condition of sidewalks, streets, alleys and parkways. 3) Improving street lighting in Santa Anita 4) Improving the working relationship between residents and the Santa Ana Police.

In closing, the leadership of Santa Anita Neighborhood, including President Felipe Guerrero, Vice-President Orlando Quintana, Secretary / Coordinator Martha Calderon and Board Member Ellie Carrillo have become increasingly effective in accomplishing community objectives. They understand that “how” they go about the work of the neighborhood association can be nearly as important as meeting any single objective. The legacy of grassroots inactivity in Santa Anita has affected perceptions among many of the long term residents of the area. Fortunately, they have also been very receptive to work of the current neighborhood Board.

Moving forward, Santa Anita’s goal is to sustain and build upon their recent successes by focusing on tangible outcomes and widening their circle of participants, volunteers and neighborhood youth that benefit. Residents of the neighborhood have tremendous assets, strengths and capabilities. Volunteer and in-kind resources will continue to be key to the success of the Santa Anita Neighborhood Association and other neighborhood associations nationwide. Focusing on what community members share in common and identifying ways to promote unity has been key in Santa Anita and can be replicated in other communities as well.

Assembling the critical mass, partners and resources necessary to improve the condition and range of services offered at the Santa Anita Community Center, is one of the neighborhood’s most significant goals moving forward. Other goals are more people oriented, so that greater numbers come to understand the social transformation underway and want their families and local youth to become part of the solution. Only through this approach can the neighborhood remain flexible and adapt to the challenges associated with community building.
Financial Statement – Ending December 31, 2018
Santa Anita Neighborhood Association Accounting

Income
Contributors Support $5,435
In-Kind Donation Income $25,038
---------
Total Income $30,473

Expenses
Program Expenses $2,815
In-Kind $25,038
---------
$27,853

Fund Balance $2,620

Volunteer hours contributed during the period of January 1, 2018 – December 31, 2018 - 425 hours.
SANTA ANITA NEIGHBORHOOD ASSOCIATION

NOCHE DE PAZ HOLIDAY EVENT

Free Food
Music

Free Toys for Children 1 yr. - 13 yrs.

Balloons
Face Painting

SANTA CLAUS IS COMING TO TOWN!

Saturday, December 15 at Santa Anita Park
300 S. Figueroa St. 4pm - 9pm

For more information please contact Felipe Guerrero at godfnano@aol.com.
Santa Anita 2018 Noche De Paz Holiday Event for Local Kids
Special Thanks to our Sponsors

Santa Anita Neighborhood Association and our Resident Leaders
President: Felipe Guerrero ~ Vice President: Orlando Quintana ~ Secretary & Coordinator: Martha Calderon ~ Board
Member: Ellie Carrillo
7 – Eleven Corporation
City of Santa Ana – Neighborhood Initiatives & Parks and Recreation
Santa Ana Police Department
Orange County Fire Authority
Griffin Ace Hardware Store
   Toys For Tots
Northgate Market
America On Track
Russell Elementary Language Academy
Our Local Elected Officials Including: Santa Ana City Councilmember Juan Villegas, Orange County Supervisor Andrew Do.
January 30, 2019

Catherine Huckaby
Neighborhoods USA
818 Missouri Avenue
Fort Worth, TX 76104

Dear Catherine Huckaby,

I am writing in strong support of the Santa Anita Neighborhood Association's nomination to receive the Neighborhood of the Year Award in the category of social revitalization from Neighborhoods, USA. The Santa Anita Neighborhood association is an incredibly dedicated group of people who care deeply about their community. They prove this by implementing transformative programs that benefit a wide range of stakeholders, from youth to seniors to families.

The Santa Anita Neighborhood Association has created an environment in which youth in the community are encouraged and supported. My office assists with their annual Noche de Paz event that provides Christmas gifts to 260 youth who otherwise would have gone without. I have also recommended the association's president Felipe Guerrero to a seat on the Santa Ana City Parks and Recreation Commission, a natural fit for someone involved in such a supportive and youth-focused organization.

I believe strongly in the mission of the Santa Anita Neighborhood Association, that is why my office collaborates with them in providing a campership program. This allows for children raised in an urban environment like Santa Ana who have never experienced camping before to spend a night at the County's campground at Mile Square Park. These experiences help broaden children's worldview and expose them to subjects they may not have had the chance to otherwise. Without the sustained commitment of the association, this and other transformative programs would not be possible.

Thank you in advance for your consideration of this request. The Santa Anita Neighborhood Association is an asset to our community and I respectfully advocate for their selection as Neighborhood of the Year in the category of social revitalization. If you have any questions regarding this letter, please do not hesitate to contact my office, (714) 834-3110.

Sincerely,

[Signature]
Andrew Do
Supervisor, First District
Orange County Board of Supervisors
January 30, 2019

To Whom It May Concern:

It is my pleasure to write a letter of support for the Santa Anita Neighborhood Association's nomination for The Neighborhood of the Year Award.

America On Track's team has worked synergistically with the Santa Anita Neighborhood Association and the City of Santa Ana towards achieving social revitalization in this neighborhood. Based on our work with and our observation of this dedicated team, I believe that a "social revitalization" award is greatly merited.

America On Track strategically choose to bring our multi-year NEOP (Nutrition Education & Obesity Prevention) program, as well as other wellness programs, to the Santa Anita neighborhood residents because of the great work that was already underway and because we felt that an enhanced collective impact focus would be greatly beneficial to the residents.

Social transformation is definitely visible in the Santa Anita neighborhood. The Santa Anita Neighborhood Association has had to overcome challenges encountered while working in a neighborhood affected by an entrenched gang culture, and a legacy of vice and prostitution along Harbor Boulevard. Now, because of new opportunities for the vast majority of hard working families, they are willing to work together to further social transformation.

As an organization, and especially through our NEOP grant, we have helped residents make healthier choices through community partnerships and by conducting nutrition education classes across multiple settings at childcare centers, schools, community centers, parks, and at public housing sites throughout the Santa Anita neighborhood. Residents have received evidence-based nutrition information, which sustains the forward momentum that the neighborhood has in regards to health and wellness. We are working with the residents to show them that they are able to make affordable and life-transforming healthier choices. We have seen the residents take their health more seriously by sharing our healthy messages with the rest of their family members and neighbors.

Additionally, we are working with residents to help them become Champions for Change and develop their confidence to work on policy, system and environmental changes to have an even greater impact in their neighborhood. In April 2018, we hired a Santa Anita resident as a Community Advocate with our NEOP project to help develop more local resident leaders.

I believe that America On Track's NEOP program has also helped to generate new hope because of a collective impact focus. We strongly support this nomination and the focus on reducing health disparities among the Santa Anita residents by increasing delivery of evidence-based interventions. Please consider awarding The Neighborhood of the Year Award to the Santa Anita Neighborhood Association.

Sincerely,

[Signature]

Terry Thompson, President, America On Track
January 29, 2019

To Whom It May Concern,

The Santa Ana College Foundation is writing this letter to highly recommend the Santa Anita Neighborhood Association for the Social Revitalization Awards from Neighborhoods, USA.

We have worked closely with the members of the Santa Anita neighborhood since 2016 in conjunction with the City of Santa Ana and Council members to establish the “City of Santa Ana Scholarship for High School Students.” This scholarship was established to address a very critical need in our community – to help students who are not receiving financial aid that is available to other Santa Ana residents due to their school district.

Studies confirm that the role of higher education is a sustainable economic and social development that increases year-over-year, and this will continue over the next decades. Education and access to post-secondary education is a direct way to improve the quality of life and address major social and global challenges – starting in our own backyard.

Since higher education is one of key drivers of growth performance, prosperity and equity among the most vulnerable of populations, investing in education diffusion is the key to creating high-wage employment and enhancing productivity growth in our community. We are happy to partner in this equity work that is being done in the Santa Anita Neighborhood. Our partners in the City of Santa Ana continue to tirelessly advocate for this community and keep us informed as to all of the great revitalization that is taking place.

In 2017 alone, there were eight scholarships awarded at $500 each for high school seniors from the Santa Anita Neighborhood and we are committed to continuing to partner with our colleagues in the city to serve students as a way to revitalize the neighborhood for years to come.

If you have any detailed questions you would like answered regarding our partnership – please do not hesitate to contact me at 714-564-6091 or at Romero_christina@sac.edu.

Sincerely,

Christina Romero
Executive Director
Santa Ana College Foundation

www.sac.edu/foundation