

Eastside Neighborhood Association (ENA) Leadership Project



Summary of Evaluation Findings January 2011

Prepared for Vista Community Clinic
and the North Coastal Prevention Coalition



by EVALCORP Research & Consulting



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INTRODUCTION

In November 2008, EVALCORP Research and Consulting was contracted by Vista Community Clinic (VCC) to provide program evaluation services and support to the Eastside Neighborhood Association (ENA) Leadership Project, funded by The California Endowment for the 2008-2009 and 2009-2010 project fiscal years. In conjunction with other contracted evaluation activities, EVALCORP assisted in the development of data collection methods and analysis of data to assess if the ENA's community-prioritized interventions achieved its goal of improving the social and physical environments in the Eastside neighborhood. This report summarizes findings from Oceanside Police Department crime data, Event Surveys, and key informant interviews which were used to evaluate and document improvements to the physical and social environments of the Eastside neighborhood resulting from the ENA's priority community interventions.

Overview of the ENA Leadership Project

Project Background

The ENA was established in 2004 in collaboration with VCC and the North Coastal Prevention Coalition (NCPC) to address negative neighborhood conditions impacting the quality of life of area residents. The Eastside neighborhood in Oceanside is a low-income community and has experienced high rates of crime related to alcohol and other drugs, as well as gang violence. It is bounded by I-5 on the west and Mission Avenue on the south. The neighborhood is located within census tract 186.03, which is approximately 67% Hispanic with a population of 7,731. The language and cultural factors that present obstacles to intervention in the general north San Diego County region are magnified in the Eastside neighborhood where a high percentage of residents are Spanish speaking immigrants that are not easily reached by mainstream public health and safety messages. As a result of isolation stemming from language, belief systems regarding preventive health care, poverty, and low levels of education, this neighborhood has some of the highest crime and teen pregnancy rates in the region.

Another predominant concern in the area is the prevalence of gangs. According to the Oceanside Police Department in 2007, the City of Oceanside had 621 "full-fledged" gang members as well as approximately 450 "associates" or those identified with some kind of gang connection. Many Eastside neighborhood residents feared for the safety of their children and did not allow them to walk in the neighborhood, go to the park or get involved in neighborhood activities. They feared that their older children would be recruited by gangs. Some residents enrolled their children in schools outside the neighborhood in an effort to protect them.

Despite some successful outcomes achieved by VCC and the ENA, in early 2008 there was a growing sense among residents that neighborhood problems were on the rise. Residents reported apparent drug dealing in Joe Balderrama Park, a community park centrally located within the Eastside neighborhood, and were especially concerned because it appeared to occur after school hours and impacted youth. After-school program staff noted increased loitering in the park, as well as public alcohol and marijuana consumption. Instead of the park being viewed as a community resource, these conditions in the park promoted negative behaviors and created fear among residents.

Project Overview

In September 2008, the Eastside Neighborhood Association (ENA) Leadership Project set out to strengthen the skills and capacity of resident leaders to effectively mobilize and advocate for improvement in the social and physical environments of the Eastside neighborhood. To this end, the ENA and VCC work with a variety of organizations and stakeholders in their community mobilization efforts, including the Oceanside Police

Department, City of Oceanside Neighborhood Services and Parks and Recreation Department, and Oceanside City Council members. Representatives from these City departments attend monthly ENA meetings to share information, answer questions, and assist ENA residents to address their priority issues.

Project Goal and Interventions

The goal of the ENA Leadership Project is to improve the social and physical environments of the Eastside Neighborhood in Oceanside through capacity building and empowerment of the ENA. To achieve this goal, the community-prioritized interventions implemented by the ENA are as follows:

1. Advocating for the removal or relocation of handball court (to address drug dealing and crime in the area).
2. Educating adults to report crime and partnering with Oceanside Police Department to support utilization of gang injunction and curfew laws.
3. Sponsoring community events for youth and families to increase positive social activities in the park (to reduce drug dealing at Joe Balderrama Park).

EVALUATION METHODOLOGY

A participatory evaluation approach was used to assess improvements to the social and physical environments of the Eastside neighborhood in Oceanside resulting from the community-prioritized interventions. Therefore, ENA leaders and project staff were involved throughout the process and took an active part in shaping the data collection instruments, collecting crime data, administering evaluative surveys and conducting key informant interviews. The data collection methods and instruments used in this evaluation are described in further detail below.

Data Collection Strategies and Tools

Various data collection strategies were used to evaluate the impact of the ENA's priority interventions on the Eastside neighborhood's social and physical environments. Both quantitative and qualitative research methods were employed, including collection and analysis of data indicators, survey research with ENA event participants, and key informant interviews with key stakeholders from services such as the City of Oceanside government, law enforcement, business, non-profit organizations, after-school programs, and other neighborhood organizations/services.

Data Indicators

The ENA has collected 2004-2010 crime statistics from the Oceanside Police Department, with data broken down by geographic areas, including data specific to the Eastside area. In particular, data on the frequency of murder, violent crime, residential burglary, total burglary, total theft, vehicle theft, and total property crime in the Eastside area has been collected and analyzed in order to inform the ENA's initiatives and assess changes to crime in the Eastside neighborhood.

Survey Research

As one of its prioritized interventions, the ENA, along with its collaborative partners, sponsors three annual community events designed to increase positive social activities in Joe Balderrama Park, to reduce problems associated with alcohol and other drugs in the park, and to improve the quality of life in the Eastside

neighborhood. The three annual events include: Día del Niño in April, National Night Out in August, and La Posada in December. An Event Survey was developed and administered at each of these three events in 2010 to ask participants about their perceptions of the events and the impacts the events had on the social and physical environments of the Eastside neighborhood. A copy of the Event Survey is provided in Appendix A.

Key Informant Interviews

A Key Informant Interview Protocol was developed for structured interviews with key stakeholders to determine the accomplishments and impacts of the ENA Leadership Project. The protocol consisted of 12 primary items that covered the following content areas: (1) Background Information, (2) Accomplishments of the ENA Leadership Project, (3) Looking Ahead (including recommendations for strategies and activities), and (4) Additional Comments. There were also two items specific to Police Department interviewees, asking them to describe whether ENA survey collection and neighborhood involvement lead to enhanced enforcement of the gang injunction and curfew law. Project staff conducted the key informant interviews in December 2010 and January 2011. A copy of the Key Informant Interview Protocol is provided in Appendix B.

FINDINGS

Data Indicators

Eastside Crime Data

Since the beginning of the ENA in 2004, the Oceanside Police Department has provided the project with crime data broken down by geographic areas, including data on the frequency of murder, violent crime, burglary, theft, vehicle theft, and property crime in the Eastside area. Table 1 provides the annual crime data specific to the Eastside area from 2004 through 2010. As noted below, data from the San Juan Capistrano area was included with the Eastside area crime data in November 2008, December 2008 and January 2009. This may have resulted in slightly elevated data for those months and years.

Table 1. Annual Crime Statistics for the Eastside Area from 2004-2010

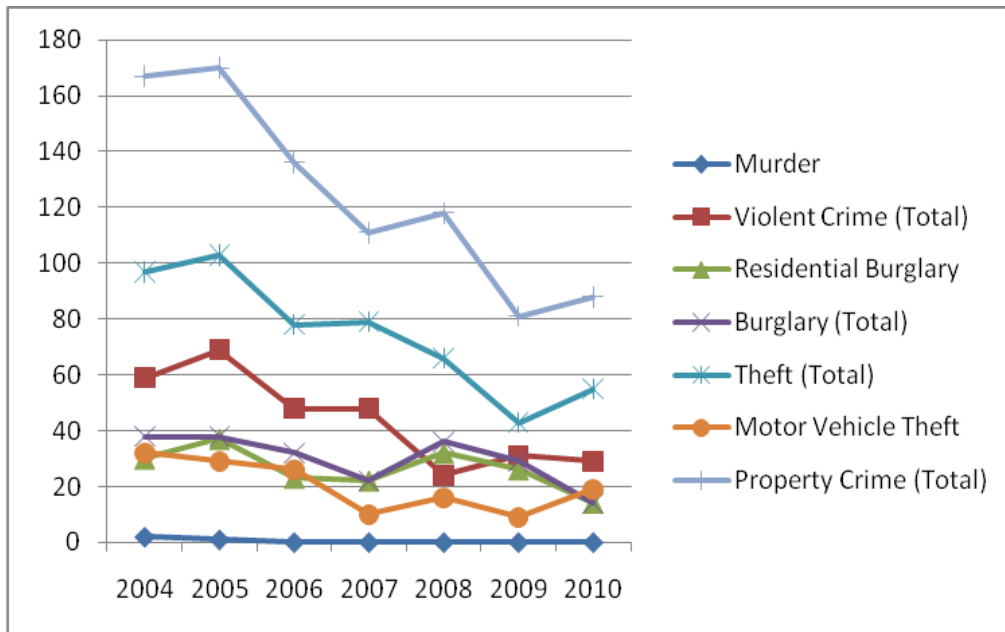
Types of Crime	2004	2005	2006	2007	2008*	2009**	2010
Murder	2	1	0	0	0	0	0
Violent Crime (Total)	59	69	48	48	24	31	29
Residential Burglary	30	37	23	22	32	26	14
Burglary (Total)	38	38	32	22	36	29	14
Theft (Total)	97	103	78	79	66	43	55
Motor Vehicle Theft	32	29	26	10	16	9	19
Property Crime (Total)	167	170	136	111	118	81	88

* In November and December 2008, data from the San Juan Capistrano area was combined with the Eastside area data.

**In January 2009, data from the San Juan Capistrano area was combined with the Eastside area data.

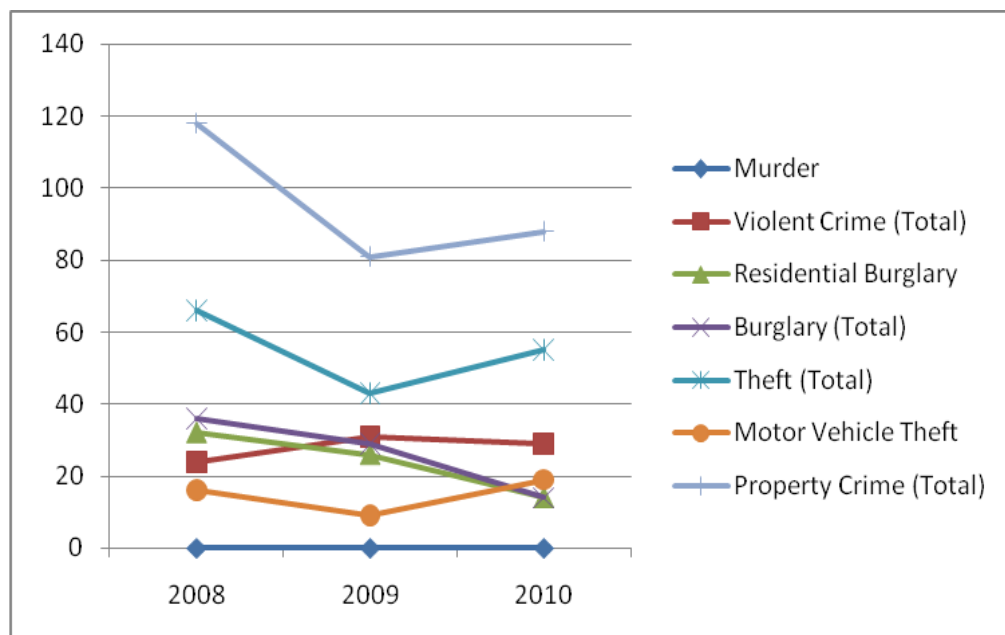
Since the development of the ENA in 2004, there have been dramatic decreases in all types of crime listed in Table 1. The downward trend for these crimes in the Eastside area since 2004 is shown in Figure 1.

Figure 1. Crime Data Trends in the Eastside Area from 2004-2010



During the time frame of the current ENA Leadership Project (from 2008 to 2010), there have been large decreases in residential burglary, burglary total, theft total, and property crime in the Eastside area. However, small increases were seen in the area for violent crime total and motor vehicle theft total. Murder has remained constant with no murders occurring in the Eastside area during this time period. Figure 2 shows the crime data trends from 2008 through 2010 in the Eastside area.

Figure 2. Crime Data Trends in the Eastside Area from 2008-2010



Survey Research

Participants attending each of the three ENA sponsored community events in 2010 were asked to complete the Event Survey in order to assess participants' perceptions regarding each event and its impacts on the Eastside neighborhood. ENA leaders administered the Event Survey at the following events: Día del Niño on April 24, 2010; National Night Out on August 3, 2010; and La Posada on December 17, 2010. Findings from the surveys administered at each of these annual events are presented in the section below. (See Appendix A for a copy of the Event Survey.)

Día del Niño Event Survey

The ENA, in partnership with the Oceanside Police Department and City of Oceanside Housing and Neighborhood Services, hosted the sixth annual Día del Niño event at Joe Balderrama Park on Saturday, April 24, 2010 from 10:00 a.m. to 2:00 p.m. Over 800 people attended the event which featured cultural music, entertainment, food, and games. At the end of the event, ENA members administered 139 Event Surveys that asked participants various questions to ascertain their perceptions about the event and its impacts on the community.

Participants

Of the 130 event participants that responded to the survey, 20% were volunteers. Most respondents (87%) were female, 13% were male. About one-third of the respondents were between the ages of 21 and 30, one-third were 31-40 years old; 12% were 41-50 years old; 10% were 11-20 years old; 7% were under 10 years old; and an equal number of respondents (2%) were 51-60 years and over 60 years old. The majority of respondents who were parents had children 10 years old or younger (89%); 19% had children between the ages of 11 and 18; and 3% had children over 19 years of age.*

Nearly all of the respondents (98%) were Hispanic/Latino; an equal number of respondents (1%) were Asian/Pacific Islander, African-American/Black; and "Other" - Mexican/White.* Additionally, 89% of the participants indicated that they spoke Spanish in the home, 21% indicated they spoke both Spanish and English, and 11% spoke English in their home.* Almost all respondents (96%) lived in Oceanside; 3% lived in San Marcos, and 1% lived in Carlsbad. Half of the respondents lived in the 92054 zip code; 36% lived in the 92058 zip code; 6% lived in the 92057 zip code; 3% lived in one of the following zip codes: 92009, 92051, 92052, and 92087; and equal number of respondents (2%) lived in the 92069 and the 92056 zip codes.

Findings

Over half of the respondents (54%) heard about the Día del Niño event from a flyer from school; 25% heard about the event from a friend; 24% attended the event the previous year; an equal number (6%) of participants heard about the event from a poster and an "Other" source which included: television, walking, or the public library; and 3% saw a promotion for the event in a newspaper.*

Respondents were asked to rate their level of agreement with a series of statements asking about the impact and usefulness of the various activities and resources. As depicted in Table 2, most respondents either "Strongly Agree" or "Agree" that the Día del Niño event had positive effects on the community and provided useful information and activities for families. Nearly all respondents (98%) revealed that they either "Strongly Agree" or "Agree" that they would like to attend the event again and this event makes a positive impact on the

* Note: the percentages exceed 100% as some respondents selected more than one survey option.

Eastside neighborhood; helps increase communications with police and city officials; provides positive activities for youth; and physically improves the community.

Furthermore, between 97-96% of the respondents agreed that there were a lot of fun things to do at the event, they felt safe at the event, the information and resource tables were useful, and that the event allows them to get to know their neighbors, helps make the neighborhood safer, and helps decrease neighborhood crime.

Table 2. Respondents' Perceptions of Día del Niño Event

	N	Strongly Agree	Agree	Disagree	Strongly Disagree
1. There are a lot of fun things to do at this event.	128	89 (69%)	36 (28%)	2 (2%)	1 (1%)
2. The information and resource tables are useful.	129	92 (71%)	34 (26%)	1 (1%)	2 (2%)
3. I feel safe at this event.	127	91 (72%)	31 (24%)	3 (2%)	2 (2%)
4. This event makes a positive impact on the Eastside Neighborhood.	128	95 (74%)	31 (24%)	0	2 (2%)
5. I am able to get to know neighbors at this event.	127	89 (70%)	35 (27%)	1 (1%)	2 (2%)
6. This event helps increase communications with police and city officials.	126	89 (70%)	35 (28%)	0	2 (2%)
7. This event provides positive activities for youth.	127	90 (71%)	35 (27%)	0	2 (2%)
8. This event helps make the neighborhood safer.	126	90 (71%)	33 (26%)	1 (1%)	2 (2%)
9. This event helps to decrease neighborhood crime.	128	92 (71%)	32 (25%)	2 (2%)	2 (2%)
10. The community is physically improved by this event.	129	92 (71%)	35 (27%)	0	2 (2%)
11. I would like to come to this event again next year.	127	101 (79%)	24 (19%)	0	2 (2%)

When respondents were given the opportunity to provide suggestions for next year's event, 40% of the respondents provided a response. Most participants (72%) indicated that they didn't have any suggestions or provided positive feedback, such as "everything is good" or "whatever you bring, we always enjoy it." An equal number of participants (6%) indicated that they would like to see more activities for children and they would like to have more resource tables. In particular, one person mentioned he/she would like "information about immigration." In addition, 4% of the respondents would like these types of events to continue. Finally, 12% of the respondents offered miscellaneous suggestions such as the following: "invite other organizations;" "everything should be free;" "a little more organization;" "participate;" and, "promote the event more."

National Night Out Event Survey

The second annual National Night Out was hosted by the ENA in collaboration with the Oceanside Police Department and City of Oceanside Housing and Neighborhood Services on Tuesday, August 3, 2010 from 6:00 to 10:00 p.m. Over 300 people attended the event at Joe Balderrama Park to join the national movement to

reduce crime, violence and drug use/dealing in the neighborhood. The event provided activities and a movie for children, music, resource tables, free child IDs, and a K-9 demonstration. ENA members administered 32 Event Surveys during the event to ascertain participants' perceptions about the event and its impacts on the community.

Participants

Of the 32 participants who completed the survey, 43% were volunteers at the event. Over half of the respondents were female and 43% were male. Just over one-third of the respondents were between the ages of 31 and 40; 31% were 21-30 years old; 28% were 41-50 years old; and an equal percentage of respondents (3%) were 11-20 years old or 51-60 years old. Of the respondents who were parents, three-quarters of respondents had children between the ages of 0 and 10; 46% had children 11-18 years old; and 13% had children over the age of 19.*

Most respondents (70%) described their race or ethnic background as Hispanic/Latino; 16% were Caucasian/White; an equal percentage of respondents (7%) were American Indian or African-American/Black; 3% were Asian/Pacific Islander, and 1% selected "Other," specifying Mexican or Mexican-American.*

Additionally, 60% of the respondents spoke Spanish at home, 40% spoke English, and 20% indicated they spoke Spanish and English in their home.* Over three-quarters of respondents (77%) lived in Oceanside, 10% lived in Escondido, and an equal percentage of respondents (6%) lived in San Diego and Vista. Respondents lived in the following zip codes: 92058 (57%); 92025 (13%); 92054 (10%); 92057 (6%); 92083 (6%); 91950 (3%) and 92026 (3%).

Findings

The majority of respondents (80%) heard about the National Night Out event from an "Other" source such as, through a volunteer, by walking in, television, and the Balderrama Recreational Center. About two-thirds of the participants heard about the event from a friend or family member; 40% attended the event in the previous year; 13% learned about the event from a flyer from school; and 7% read about the event in the news paper.*

Participants were asked to rate their level of agreement with a series of items regarding the impact National Night Out has on the community. As shown in Table 3, all respondents indicated that they either "Strongly Agree" or "Agree" that there are a lot of fun things to do at this event; they feel safe at the event; they are able to get to know neighbors at the event; they would like to come to the event next year and that the event makes a positive impact on the Eastside Neighborhood; helps to increase communications with police and city officials; helps to make the neighborhood safer; and physically improves the community.

In addition, all but one respondent (97%) agreed that the information and resource tables were useful and the event provided positive activities for youth. Finally, all but two respondents (94%) agreed that the event helps to decrease neighborhood crime.

* Note: the percentages exceed 100% as some respondents selected more than one survey option.

Table 3. Respondents’ Perceptions of National Night Out Event

	N	Strongly Agree	Agree	Disagree	Strongly Disagree
1. There are a lot of fun things to do at this event.	32	12 (38%)	20 (62%)	0	0
2. The information and resource tables are useful.	32	16 (50%)	15 (47%)	1 (3%)	0
3. I feel safe at this event.	32	18 (56%)	14 (44%)	0	0
4. This event makes a positive impact on the Eastside Neighborhood.	32	23 (72%)	9 (28%)	0	0
5. I am able to get to know neighbors at this event.	32	15 (47%)	17 (53%)	0	0
6. This event helps increase communications with police and city officials.	32	20 (63%)	12 (37%)	0	0
7. This event provides positive activities for youth.	32	21 (66%)	10 (31%)	1 (3%)	0
8. This event helps make the neighborhood safer.	32	16 (50%)	16 (50%)	0	0
9. This event helps to decrease neighborhood crime.	32	14 (44%)	16 (50%)	2 (6%)	0
10. The community is physically improved by this event.	32	14 (44%)	18 (56%)	0	0
11. I would like to come to this event again next year.	32	21 (66%)	11 (34%)	0	0

When asked to provide suggestions for next year’s event, 19 respondents provided an answer. Under a half of the respondents (42%) indicated that they have either “no” suggestions or provided positive comments such as “event is a good influence and example for youth” and “this event was very enjoyable.” Over a third of the respondents (37%) mentioned that they would like more activities to be offered, both for children and adults. For instance, “more activities for kids as well as for adults,” “a couple of jumpers,” and “basketball and football tournaments.” About a quarter of respondents (26%) also suggested having more resources/information available during the event. Sample responses include “more information booths” and “more resources.” Finally, 21% of the respondents recommended having more food at the event, with a couple of participants suggesting “BBQ.”*

La Posada Event Survey

On December 17, 2010, the second annual La Posada event was hosted by the ENA, in collaboration with the City of Oceanside and the Oceanside Police Department. The event took place in Joe Balderrama Park from 6:00 to 8:30 p.m. It featured music, piñatas, and pictures with Santa Claus. Due to rain, the procession through the neighborhood that was planned was cancelled. Approximately 80 people attended the event. At the end of the event, ENA members administered 31 Event Surveys asking participants about their perceptions of the event and how it may have impacted their community.

* Note: the percentages exceed 100% as some respondents selected more than one survey option.

Participants

Of the 31 event participants who responded to the survey, 17% also volunteered at the event. Most of the respondents (81%) were female and 19% were male. Just over half of the respondents (52%) were between the ages of 21-30, 16% were 31-40 years old, 16% were 41-50 years old, 12% were 11-20 years old, and 4% were over 60 years old. Almost all of the respondents who were parents (93%) had children between the ages of 0-10, with 7% of the parents having children that were 11-18 years old.

When asked to describe their race or ethnic background, 92% said that they were Hispanic/Latino and 8% were Caucasian. In addition, 88% said that they spoke Spanish in their home and 12% spoke English in their home. About three-quarters of the respondents (74%) lived in the 92054 zip code, 23% lived in the 92058 zip code and 3% lived in the 92056 zip code.

Findings

Survey respondents reported hearing about the La Posada event from a friend (39%), from a flyer from school (32%), from attending last year (25%), from a poster (11%), and from other unspecified sources (4%). As shown in Table 4, all participants either “Strongly Agree” or “Agree” that there were a lot of fun things to do at the event, the information and resource tables are useful, they got to know neighbors and felt safe at the event, they would like to come to the event again next year, and the event makes a positive impact on the Eastside neighborhood, provides positive activities for youth, helps increase communication with police and city officials, makes the neighborhood safer, and physically improves the community. In addition, all but one participant (97%) agreed that the event helps to decrease neighborhood crime.

Table 4. Respondents’ Perceptions of La Posada Event

	N	Strongly Agree	Agree	Disagree	Strongly Disagree
1. There are a lot of fun things to do at this event.	31	19 (61%)	12 (39%)	0	0
2. The information and resource tables are useful.	30	20 (67%)	10 (33%)	0	0
3. I feel safe at this event.	30	24 (80%)	6 (20%)	0	0
4. This event makes a positive impact on the Eastside Neighborhood.	28	17 (61%)	11 (39%)	0	0
5. I am able to get to know neighbors at this event.	31	17 (55%)	14 (45%)	0	0
6. This event helps increase communications with police and city officials.	27	15 (56%)	12 (44%)	0	0
7. This event provides positive activities for youth.	29	19 (66%)	10 (34%)	0	0
8. This event helps make the neighborhood safer.	30	16 (53%)	10 (47%)	0	0
9. This event helps to decrease neighborhood crime.	30	18 (60%)	11 (37%)	1 (3%)	0
10. The community is physically improved by this event.	28	18 (64%)	10 (36%)	0	0
11. I would like to come to this event again next year.	29	23 (79%)	6 (21%)	0	0

When asked if they had any ideas or suggestions for next year’s event, about half or the respondents (48%) answered the open-ended question. Eight respondents said no, and five said “everything is well.” One participated elaborated, “Everything is well. I like these events because [they] are good for our children.” Finally, one participant suggested, “More information booths, arts and crafts!! No rain.”

Key Informant Interviews

In order to better understand and assess the impact of the ENA Leadership Project, key informant interviews were conducted in December 2010 and January 2011. The structured Key Informant Interview Protocol was developed in collaboration with project staff and consisted of 12 primary items that covered the following content areas: (1) Background Information, (2) Accomplishments of the ENA Leadership Project, (3) Looking Ahead (including recommendations for strategies and activities), and (4) Additional Comments. Furthermore, there were two items specific to Police Department interviewees that asked them to describe whether ENA survey collection and neighborhood involvement lead to enhanced enforcement of gang injunctions and curfew laws. Responses from the key informants were analyzed and coded for themes. A summary of the findings is provided below. (See Appendix B for a copy of the Key Informant Interview Protocol.)

Background Information

Participants

A total of 14 key informant interviews were conducted; with a majority of interviewees working for the City of Oceanside. Over half of the respondents (57%) indicated that they or their agency provides City government services, two respondents (14%) work in law enforcement, and two work in business. As shown in Table 5, each of the following services is represented by one key informant: Neighborhood Services, Parks and Recreation, non-profit housing and training, and after-school program.

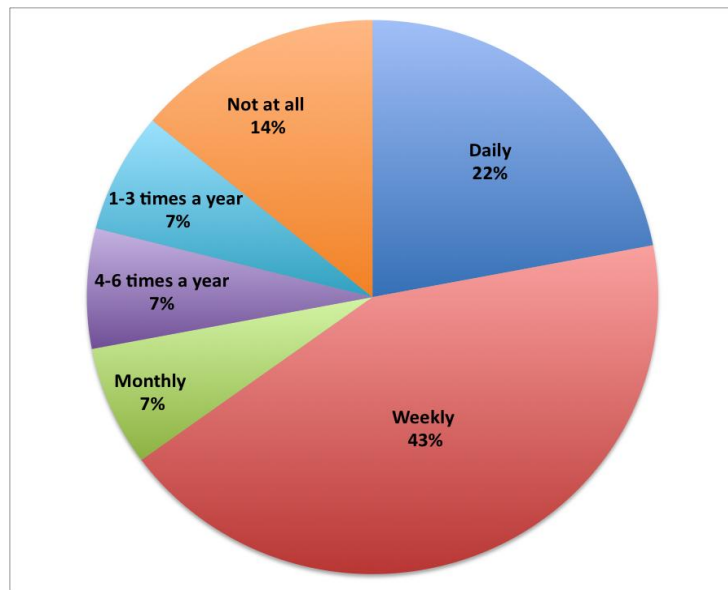
Table 5. Types of Services Provided by Key Informants

Services Provided	Number	Percent*
City Government	8	57%
Law Enforcement	2	14%
Business	2	14%
After School Program	1	7%
Neighborhood Services	1	7%
Non-profit Housing and Training	1	7%
Parks and Recreation	1	7%

* Percent totals exceed 100%, as respondents selected more than one type of service provided by their agency.

As shown in Graph 3, when respondents were asked to indicate how often they were in the Joe Balderrama Park and/or Eastside neighborhood in the past year, 43% of the respondents indicated that they were in the area on a weekly basis; 22% were in the area on a daily basis; 14% indicated they were never in the area; and an equal number of respondents (7%) indicated they were in the area on a monthly basis, 4-6 times per year, or 1-3 times per year.

Graph 3. Time Interviewees Spent in Balderrama Park and/or Eastside Neighborhood



Involvement in ENA Activities

When interviewees were asked to describe their involvement in ENA activities, all respondents reported participating in ENA-sponsored events. In addition, respondents engaged in the following activities: attending ENA meetings or presentations (86%); working directly with ENA on a specific issue (64%); and providing or helping collect data or information for the ENA Leadership Project (36%). Over half of the interviewees said that they were involved in other activities, including as trainings, making donations, community clean-ups, liaison activities, and communication of information.*

Accomplishments of the ENA Leadership Project

ENA Contributions to Changes in the Neighborhood

Respondents were then asked to identify the extent to which ENA efforts have contributed to a series of changes in Joe Balderrama Park and/or the Eastside neighborhood. Table 6 depicts the extent to which interviewees believe that ENA efforts have influenced the social and physical environment of the community. All interviewees indicated that the ENA contributed either “A Little,” “Somewhat,” or “A Lot” to reduced problems with alcohol and other drugs, increased use of the park by families and children, increased positive community events, increased participation of community member in community events or improvement efforts, improved public lighting in the neighborhood, improved social atmosphere in the neighborhood.

All but one interviewee thought that the ENA contributed to decreased gang activity, decreased loitering and/or curfew violations, decreased graffiti and/or vandalism, and improved physical environment in the neighborhood. Finally, all but two interviewees said that the ENA contributed to decreased crime in general. It is important to note that a couple respondents wanted to acknowledge the SUN project, UCAN, and the City’s graffiti van for also contributing to the improvements in the Eastside neighborhood.

* Note: the percentages exceed 100% as some respondents selected more than one survey option.

Table 6. ENA Contributions to Changes in Joe Balderrama Park and/or Eastside Neighborhood

<i>As a result of the ENA, there is...</i>	N	A Lot	Somewhat	A Little	Not At All
a. Decreased crime in general.	14	6 (43%)	5 (36%)	1 (7%)	2 (14%)
b. Reduced problems with alcohol and other drugs.	13	4 (31%)	7 (54%)	2 (15%)	0
c. Decreased gang activity.	14	4 (29%)	7 (50%)	2 (14%)	1 (7%)
d. Decreased loitering and/or curfew violations.	13	4 (30%)	7 (54%)	1 (8%)	1 (8%)
e. Decreased graffiti and/or vandalism.	14	5 (36%)	6 (43%)	2 (14%)	1 (7%)
f. Increased use of the park by families and children.	14	7 (50%)	6 (43%)	1 (7%)	0
g. Increased positive community events.	14	13 (93%)	1 (7%)	0	0
h. Increased participation of community members in community events and/or improvement efforts.	14	8 (57%)	5 (36%)	1 (7%)	0
i. Improved public lighting in the neighborhood.	12	6 (50%)	6 (50%)	0	0
j. Improved social atmosphere in the neighborhood.	13	7 (54%)	3 (23%)	3 (23%)	0
k. Improved physical environment in the neighborhood.	14	4 (28%)	8 (58%)	1 (7%)	1 (7%)

Next, respondents were asked to identify the most significant accomplishment of the ENA Leadership Project in the Eastside neighborhood. Key themes that emerged are as follows: (1) increased community events and resident interaction/cohesiveness; (2) increased engagement and a sense of empowerment to address community concerns; (3) increased communication/collaboration with City agencies; and (4) increased awareness/knowledge of issues. Additionally, one person also mentioned public lighting as an accomplishment of the ENA. Below is a selection of interviewee responses that illustrate each theme. Please note that for open-ended items, respondents' answers often encompassed multiple themes; therefore, response totals are higher than the total number of respondents. Also due to his expressed permission, some direct quotes are included from Chief McCoy, a key informant interviewee from the Oceanside Police Department.

1. Increased community events and resident interaction/cohesiveness (n = 10)
 - There are more community events for families and children. Events are a good way for families to get together.
 - Pull together community members for special events.
 - Brought the neighborhood together.
 - More coordination of community events.
 - Social/community events.

2. Increased engagement and a sense of empowerment to address community concerns (n = 5)
 - Involvement of youth and adults in community issues.

- Making parents feel that they have power and that they can go to City Hall. Things can happen through community action. Nothing will change if you don't do anything. Gaining trust in the community. ENA is the best resident-led organization [I have] seen in years. ENA is the most active of the two Eastside neighborhood groups.
 - Core group has become a voice and advocates at Council meetings and various entities.
 - Gaining leadership skills; before residents were apprehensive to deal with the City because of cultural and/or language barriers.
3. Increased communication/collaboration with City agencies (n = 4)
- "Opening communication channels with those who live in the neighborhood and with City government." – Chief McCoy
 - There is much better communication with the City Council and City staff.
 - Key collaboration between City staff and residents.
 - Organizing meetings with police and neighborhood residents. Articulating issues to and for the community; representing their interests.
4. Increased awareness/knowledge of issues (n = 3)
- Exposure of the issues of the community.
 - Community awareness.
 - Keeping the residents informed.

Fencing Around Handball Courts

Respondents were also asked to indicate whether the installation of fencing around the handball courts had led to decreased problems in the area. Half of the respondents (50%) have noticed decreased problems; 43% did not know whether the installation of fencing has decreased problems near the handball area; and 7% believed the fencing had no impact in decreasing problems. Respondents who noticed a decrease in problems expressed that: there aren't as many places to hide (n=3); they haven't noticed any problems (n=2); there has been decreased vandalism (n=1); and, the fencing has helped to make the area more secure, although the fence is in need of repair (n=1). The one respondent who indicated no decrease in problems stated that the fence had been vandalized and that the problems have remained the same.

Events at Joe Balderrama Park

When respondents were asked if they had attended or been involved in any of the annual events sponsored by the ENA at Balderrama Park, all respondents had participated at least one of the following events held at the park: Dial del Niño, National Night Out, and La Posada. Table 7 depicts the number of key informant interviewees that reported attending or being involved in each of the ENA-sponsored events.

Table 7. Participation in Events Held at Balderrama Park

Event	Number	Percent*
Día del Niño (in April 2010)	12	85%
National Night Out (in August 2010)	9	64%
La Posada (in December 2010)	8	57%

* Percent totals exceed 100%, as respondents were able to select more than 1 event.

Additionally, when interviewees were asked to describe what impact the events had in the community, the following themes emerged in their responses: (1) built a sense of community and enhanced resident unity; (2)

positive outlet for the community; (3) built relationships; (4) increased communication; and (5) helped to decrease gang activity and crime. Below are sample responses that illustrate each theme.

1. Built a sense of community and enhanced resident unity (n = 8)
 - Events are good to unite the community.
 - Bring people together.
 - It provides an opportunity for neighbors to get to know each other.
 - Neighbors get to know each other and gain confidence to report crime; slowly helping to build a support system for residents.
2. Positive outlet for the community (n = 5)
 - Events are good for the community, especially for children.
 - Positive impact on the community.
 - Positive events.
 - Recognize the efforts and celebrate the people and volunteers.
3. Built relationships (n = 4)
 - Building relationships; City of Oceanside is a partner and good neighbor.
 - Increases good community relationships, community and law enforcement understanding.
4. Increased communication (n = 3)
 - Builds communication.
 - Distribution of educational materials.
5. Helped to decrease gang activity and crime (n = 2)
 - Decrease crime and gang activity in the neighborhood.

The following quote depicts the broad spectrum of the positive outcomes attributed to ENA events held at Balderrama Park.

- “[The events] increase communication, build relationships, and decrease crime and gang activity in the neighborhood. The biggest impact is getting people together talking about issues, getting involved, and being part of the solution” – Chief McCoy

Gains from Participation in ENA Efforts

When asked to describe what they had gained from participating in ENA efforts (i.e., from attending community meetings, participating in events, etc.), 13 out of the 14 respondents provided a response. Interviewees saw the following positive outcomes as a result of participation with the ENA: (1) collaboration of City agencies with the neighborhood; (2) increased awareness and understanding of community issues/concerns; (3) development of relationships/contacts; (4) positive impacts on the community and its residents; and (5) other, as one interviewee’s response could not be categorized into any of the themes that emerged. Below are sample responses that fell within each theme.

1. Collaboration of City agencies with the neighborhood (n = 4)
 - “OPD has developed a partnership with the association and are working together with residents.” – Chief McCoy
 - Helped channel City efforts with neighborhood residents; the ENA serves as a conduit for communication between City government and residents.

- Have gotten feedback from key leaders to incorporate priority goals for the neighborhood/ Balderrama Park area to include in the five year NRSA for the City of Oceanside.
2. Increased awareness and understanding of community issues/concerns (n = 4)
 - More informed about community issues.
 - More aware of what is happening in the community.
 - Cultural understanding, diversity.
 3. Development of relationships/contacts (n = 3)
 - Build relationships.
 - Made personal contacts.
 4. Positive impacts on the community and its residents (n = 3)
 - I have seen the community improve.
 - ENA has helped empower the residents, which has led to decreased crime and increase in community feel. Now able to walk around the neighborhood. Giving youth a sense that there are always alternatives to drugs, alcohol, gangs, etc.
 5. Other (n = 1)
 - A lot is done in Spanish. Residents need to learn the system (trial by fire) and know they can't go anywhere if you don't know English. It's important to do whatever we can in English. The children deserve to be involved.

Questions for Police Department Interviewees Only

The two interviewees who were law enforcement officials were asked to answer two additional questions to assess if ENA survey collection and neighborhood involvement contributed to enhancing the gang injunction and curfew law in the Eastside neighborhood.

Gang Injunction

Law enforcement officials agreed that the ENA survey collection and neighborhood involvement had a positive impact on increased enforcement and expansion of gang injunctions. Selected responses are provided below.

- "Oceanside Police Department was able to renew injunctions based in part on resident input (including ENA members). This input helps determine who should be on injunctions." – Chief McCoy
- With ENA's help, law enforcement has been able to combat vandalism, graffiti, and gang activity in the area.

Curfew Law

In contrast, the law enforcement officials did not believe that ENA survey collection and neighborhood involvement contributed to enhancing the curfew law. However, one officer stated that these efforts have helped to educate parents about the curfew laws.

- Efforts helped Oceanside Police Department in educating parents in the neighborhood about the curfew law and the importance of monitoring their children.
- No, the City has a strict curfew law in which 10:00 pm is universal.

Looking Ahead

Strategies or Activities for Improvement

Finally, all interviewees were asked what else they needed from the ENA to make positive changes in the Eastside neighborhood. They suggested the following strategies or activities: (1) growth of members and collaborations/partnerships; (2) continuation of current activities/no recommendations; (3) recommendations to improve/alter the physical environment; (4) provide/promote resources and, (5) fundraising efforts. Below are sample responses for each theme:

1. Growth of members and collaborations/partnerships (n = 5)
 - “Would like to see ENA grow in its members. Growth will inspire more communication, more involvement, and continued improvements. Would encourage people to get involved before it’s too late, not after a major incident, or tragedy occurs.” – Chief McCoy
 - Getting more agencies involved. In the 1990’s, had Partners for Healthy Neighborhoods and NETWORK programs which involved multiple agencies from various sectors and service providers to help problem-solve multiple issues in the neighborhood.
 - Better communication between agencies, community, and City.
2. Continuation of current activities/no recommendations (n = 5)
 - Continue to be engaged in the NRSA with the City and community in order to address the physical and social goals of the neighborhood.
 - None – ENA is doing a great job reaching out with their monthly meetings.
 - Continue working hard and putting events together for families.
 - Continue to address the gangs.
3. Recommendations to improve/alter physical environment (n = 3)
 - Address physical appearance – the City is trying to do this but it is hard.
 - Get handball courts moved; improve the playground area.
4. Provide/promote resources (n = 3)
 - Parental guidance - set up workshops for parents.
 - Create bi-lingual brochure with information for residents. Provide ongoing educational materials/handouts with contacts’ phone numbers (graffiti, gangs, litter, and loitering).
 - More activities in English. Instill in people coming to events that there are opportunities for them from the City. Push education of the children because parents are doing this for their children.
5. Fundraising efforts (n = 2)
 - Increase fundraising efforts (budget cuts have reduced City support).
 - Go for grants/funding to further improve recreation center.

Additional Comments

When interviewees were asked if they wanted to provide any additional comments, nearly all (86%) respondents provided positive feedback and support for the program; two respondents did not have any additional comments. Below are sample responses.

Positive feedback/support for the project (n = 12)

- “Very beneficial program; I hope members will see benefits of working together to solve issues and continue to meet, communicate, and develop solutions. ENA neighborhood survey indicated residents feel safer, so that is a clear indication that efforts have been successful. Residents should continue to move forward and know that OPD is a life long partner.” – Chief McCoy
- They have very passionate and dedicated leaders. I hope they can really develop a specific and strategic process to keep neighbors engaged with a sense accomplishment.
- Good group; striving hard to make major improvements.
- Keep up the good work. City staff can’t do it alone. Grassroots groups are very important and appreciated. Empowering residents in the neighborhood is very important.
- Law enforcement will always be there to support ENA project.

SUMMARY

Findings from local crime data indicators, Event Survey data, and key informant interview data demonstrate improvements to the social and physical environment of the Eastside neighborhood, which was the primary goal of the ENA. Both survey and interview participants agreed that the ENA interventions contributed to the positive changes seen in the community. Key findings from these data collection efforts are highlighted below.

According to Oceanside Police Department data for the Eastside area, crime has decreased since the beginning of the ENA (from 2004 to 2010) for murder, violent crime total, residential burglary, burglary total, theft total, motor vehicle theft, and property crime. In addition, for the term of the current ENA Leadership Project from 2008-2010, there have been large decreases in residential burglary, burglary total, theft total, and property crime in the Eastside area. However, small increases were seen in the area for violent crime total and motor vehicle theft total. Murder has remained constant with no murders occurring in the Eastside area during this more recent time period.

Findings from the Event Surveys conducted at Día del Niño in May 2010, National Night Out in August 2010, and La Posada in December 2010 resoundingly showed that event participants thought that the ENA sponsored events improved the social and physical environments of their neighborhood. Almost all of the respondents (from 100-94%) either “Strongly Agree” or “Agree”) that the event:

- Makes a positive impact on the Eastside neighborhood;
- Allows them to get to know neighbors;
- Helps increase communications with police and city officials;
- Provides positive activities for youth;
- Helps make the neighborhood safer;
- Helps decrease neighborhood crime; and,
- Physically improves the community.

Almost all respondents also agree that there are fun things to do at the event, the information and resource tables are useful, they feel safe at the event, and they would like to come to the event again next year.

Finally, all of the 14 key informants interviewed believed that efforts of the ENA at least “Somewhat” contributed to a series of positive changes in the Eastside neighborhood and/or Joe Balderrama Park. For instance, all the interviewees indicated that ENA efforts led, at least “Somewhat,” to increased positive community events and improved public lighting in the neighborhood. Additionally, when asked to describe the most significant accomplishments of the ENA Leadership Project, interviewees identified several successes,

such as a sense of community and enhanced resident unity. Furthermore, when key informants were asked if the fencing installed around the handball courts had led to decreased problems in the area, 50% believed that it had.

All key informants participated in at least one of the ENA sponsored events (Día del Niño, National Night Out, or La Posada) held at Joe Balderrama Park. The interviewees believed that these ENA sponsored events had the following positive effects: built a sense of community and enhanced resident unity; positive outlet for the community; built relationships; increased communication; and helped to decrease gang activity and crime.

Furthermore, the interviewees described various positive gains from their participation in the ENA project such as, collaboration of city agencies with the neighborhood; increased awareness and understanding of community issues/concerns; development of relationships/contacts; positive impacts on the community and its residents. The items specific to law enforcement officers revealed that ENA survey collection and neighborhood involvement contributed to increasing enforcement and expansion of gang injunctions; however, the activities did not appear to have much impact in enhancing the curfew law.

When asked for their recommendations, the key informants said that they needed the following strategies or activities from the ENA to make positive changes in the Eastside neighborhood: growth of members and collaborations/partnerships; continuation of current activities/no recommendations; specific recommendations to improve/alter the physical environment; provide/promote resources; and, fundraising efforts. Finally, when respondents were given the opportunity to provide any additional comments, nearly all interviewees provided positive feedback and support for the ENA Leadership Project and its positive impact on the social and physical environments of the Eastside neighborhood.

In sum, the ENA Leadership Project has achieved its goal of improving the social and physical environments of the Eastside neighborhood through its community-prioritized interventions and continued collaborations with community members, leaders and key stakeholders such as the City of Oceanside and Oceanside Police Department. Findings from data collection efforts summarized in this report demonstrate decreased crime rates and gang activity, improved public lighting, and increased enforcement of gang injunctions, communications with city officials and law enforcement, positive activities for youth, and sense of community and unity among residents. Event Survey and key informant interview respondents have attributed these improvements in the community to the community interventions and events sponsored by the ENA.

APPENDIX A: EVENT SURVEY

Event Survey

This survey is being conducted by a group of residents, the Eastside Neighborhood Association (ENA), working to improve the quality of life in this neighborhood. All responses are confidential.

How did you hear about this event? (Check all that apply.)

- Flyer from school Friend Attended last year
 Newspaper Poster Other, please specify: _____

Are you an event volunteer or participant? Volunteer Participant

Please check your level of agreement with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
12. There are a lot of fun things to do at this event.				
13. The information and resource tables are useful.				
14. I feel safe at this event.				
15. This event makes a positive impact on the Eastside Neighborhood.				
16. I am able to get to know neighbors at this event.				
17. This event helps increase communications with police and city officials.				
18. This event provides positive activities for youth.				
19. This event helps make the neighborhood safer.				
20. This event helps to decrease neighborhood crime.				
21. The community is physically improved by this event.				
22. I would like to come to this event again next year.				

Do you have any ideas or suggestions for next year's event? _____

Please tell us a little about you.

What city do you live in? _____ What is your zip code? _____

What is your gender? Male Female

What is your age? Under 10 11 - 20 21 - 30 31 - 40 41 - 50 51 - 60 Over 60

How do you describe your race or ethnic background?

- Hispanic/Latino Caucasian/White African-American/Black
 American Indian Asian/Pacific Islander Other, specify: _____

What language is spoken in your home? English Spanish Other, specify: _____

If you are a parent, how old are your children? (Check all that apply). 0-10 years 11-18 Over 19

Thank you for participation!



APPENDIX B: KEY INFORMANT INTERVIEW PROTOCOL

**Eastside Neighborhood Association Leadership Project
Key Informant Interview
Overview and Informed Consent**

[THE FOLLOWING IS TO BE READ AT THE START OF EACH INTERVIEW]

As you may know, the Eastside Neighborhood Association (ENA) Leadership Project was funded by The California Endowment to address negative neighborhood conditions impacting the quality of life of area residents. In order to improve the social and physical environment of the Eastside neighborhood, the ENA has implemented community prevention interventions such as sponsoring community events, educating adults to report crime, partnering with the Oceanside Police Department to support use of gang injunctions and curfew laws, and advocating for the removal or relocation of handball courts to address drug dealing and crime in the area.

We would like to speak with you to obtain your perceptions and experiences to determine the impact the project has made on the Eastside neighborhood during the past year.

Please know that your participation in our interview is voluntary and confidential. All of the information collected through the interviews will be reported in aggregate form – that is, nothing you say will be quoted or attributed to you directly without your express permission.

The interview is expected to take approximately 15-20 minutes to complete.

Thank you in advance for your participation -- your time and input are greatly appreciated.

Do you have any questions of me before we begin?

Proceed to begin interview →

Eastside Neighborhood Association Leadership Project Key Informant Interview Protocol

Date: _____ Interviewer Initials: _____
Respondent: _____ Agency: _____
Title: _____ Department: _____

I. Background Information

1. What types of services do you or your agency provide? (For example, which of the following fields do you work in?)

- Law Enforcement
- Community Resource Center
- After School Program
- Day Care Center
- Education
- Parks and Recreation
- City Government
- None – I am a resident.
- Other (please describe): _____.

2. In the past year, how often are you in the Joe Balderrama Park and/or the Eastside neighborhood?

- Daily
- Weekly (at least once a week)
- Monthly (at least once a month)
- 4-6 times (every few months)
- 1-3 times a year
- Not at all

3. Please tell me if you have been involved in any of the following ENA activities. (Select all that apply.)

- Attended ENA meetings or presentations
- Attended ENA-sponsored community events
- Worked directly with the ENA on a specific issue
- Provided or helped collect data or information for the ENA Leadership project
- Anything else (please describe): _____

II. Accomplishments of the ENA Leadership Project

4. To what extent, if any, do you believe the efforts of the Eastside Neighborhood Association have contributed to the following changes in the Eastside neighborhood and/or the Joe Balderrama Park?

<i>As a result of the ENA, there is...</i>	Not At All	A Little	Somewhat	A Lot
a. Decreased crime in general.				
b. Reduced problems with alcohol and other drugs.				
c. Decreased gang activity.				
d. Decreased loitering and/or curfew violations.				
e. Decrease graffiti and/or vandalism.				
f. Increased use of the park by families and children.				
g. Increased positive community events.				
h. Increased participation of community members in community events and/or improvement efforts.				
i. Improved public lighting in the neighborhood.				
j. Improved social atmosphere in the neighborhood.				
k. Improved physical environment in the neighborhood.				

5. Overall, what would you say were the most significant accomplishments of the ENA Leadership Project in the Eastside neighborhood? (For example, what are the biggest changes that have taken place over the past year?)

6. Since the fencing was installed around the handball courts, have you noticed a decrease in problems in that area?

Yes No I don't know

6a. If yes or no, please explain.

7. ENA sponsors three annual events at Joe Balderrama Park - Día del Niño in April, National Night Out in August, and La Posada in December. Have you attended and/or been involved in any of these events?

Yes No I don't know

4a. If yes, what impact do you think these events had on the Eastside neighborhood? (For example, did the events help to increase communication, build relationships, and/or decrease gang activity or crime in the neighborhood?)

8. Did you gain anything from participating with ENA efforts (i.e. from attending community meetings, participating in events, etc.)?

III. For Police Department Interviewees Only

9. In your opinion, has ENA survey collection and neighborhood involvement contributed to enhancing the gang injunction (including increased enforcement and expansion) in the Eastside Neighborhood in the past year? Please explain.

10. In your opinion, has ENA survey collection and neighborhood involvement contributed to enhancing curfew laws in the Eastside Neighborhood in the past year? Please explain.

IV. Looking Ahead

11. What else do you need from the ENA to make positive changes in the Eastside neighborhood? (For example, what strategies or activities would you recommend for this project to improve the physical and social environment of the neighborhood?)

IV. Other

12. Is there anything else you would like us to know about the ENA Leadership Project? We welcome any additional comments.