

EASTPOINT

SAN ANTONIO

A
GIANT LEAP
TOWARDS A
PROMISING
FUTURE



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BACKGROUND

Since its settlement in the early 1940s, the demographics of the Eastside Neighborhood have changed significantly. Originally a racially restricted neighborhood, African-Americans began moving into the area in the 1940s. During this time, businesses, churches, and schools were owned by and served the African-American population. Young adults first settled in Wheatley Courts, and then with economic success, they were able to purchase homes in the surrounding neighborhood, often hoping to preserve attendance both in local churches and schools. Many of the next generation, were themselves economically successful and left the area to attend college – few returned. What were once owner-occupied homes become rentals, and residents, now mostly young Hispanic families moved in - attracted to the neighborhood because of its affordability and convenience. While most were financially stable, 49.2% of families lived below the federal poverty level.

Without the incentive of home ownership, many of these families did not invest in the property they rented. The institutions that once served the community struggled with decreased attendance (in the churches), fewer customers (in the businesses), and students with a lack of identity with the neighborhood (in the schools). Essentially, a 'mis-match' had developed between community members and the institutions present in the neighborhood.

Under the leadership of Mayor Julián Castro, the City of San Antonio is being reinvigorated. It is nationally recognized as a **city on the rise**, and nowhere is that more apparent than in the Eastside Neighborhood. The City of San Antonio passed a series of city ordinances intended to promote growth and development in the "heart of the City" including the Eastside that have been historically underserved. These ordinances, based on infill development policy, a series of reinvestment zones, and a renewed focus on community and economic development, are the touchstones of a new approach to revitalization.

In 2009, the City, SAHA, SAISD, and United Way agreed to pilot a place based project where the benefit of working together, weaving together resources and engaging an outside, independent research partner (Trinity University), could be demonstrated.

CITY
ON THE RISE
WITH NO ONE
LEFT BEHIND



EASTSIDE PROMISE NEIGHBORHOOD PLANNING GRANT

The Eastside Promise Neighborhood is home to 17,955 people who struggle with serious socio-economic conditions. It is an area rich in San Antonio's history with more than 50 churches, 296 private businesses, several social service organizations and six schools of which Sam Houston is the feeder high school. Traditionally known as the heart of the African-American community and in the '50s as an area of segregated housing, schools and businesses, San Antonio's Eastside Promise Neighborhood is still home to a heavy concentration of the city's African-Americans. The area is now majority Hispanic with population numbers reaching 67.5 percent, according to 2009 U.S. Census data.

In 2010, the U.S. Department of Education named the United Way of San Antonio and Bexar County the recipient of a Promise Neighborhood planning grant, one of two federal grants awarded in Texas and only 21 throughout the country. The \$312,000 one-year grant funded the creation of a plan to revitalize San Antonio's east side - a promise to Stay, Grow and Graduate.

Community members, stakeholders and community experts began ground-breaking work for Eastside Promise Neighborhood. To create the proposal to become a Promise Neighborhood implementation site, the team conducted: needs assessment, asset inventory, focus groups, segmentation analysis, regression analysis, review of scholarly literature, community conversation forums, block parties, and provider forums. The result: Eastside Promise Neighborhood leaders submitted an application for a five-year implementation grant and learned in December 2011 that San Antonio was selected as one of five implementation sites in the country.

Approximately 17,955 people live in the Eastside Promise Neighborhood. The total population and ethnic make-up of the population has changed in the past two decades; once the heart of San Antonio's African-American community, the area is now home to over 12,000 Hispanics, who make up 67.5% of the population today. There was a 2.58% decrease in the population of our area since 2000, although San Antonio grew by 16% in the past 10 years.

ENVISIONING
A NEIGHBORHOOD
WHERE RESIDENTS
STAY, GROW,
GRADUATE -
AND THRIVE.



WHEATLEY CHOICE NEIGHBORHOOD PLANNING GRANT

In March of 2011, SAHA was awarded a two-year \$250,000 Choice Neighborhoods planning grant from the U.S. Department of Housing and Urban Development (HUD) to develop a plan to transform the Wheatley Courts area into a viable and sustainable neighborhood with affordable housing, good schools, safe streets and employment opportunities.

This revitalization effort is in partnership with United Way's Eastside Promise Neighborhood, which received a \$23.7 million grant in December 2011 from the Department of Education, to bolster children's educational achievement and foster community development on the Eastside.

The vision of this Choice/Promise collaboration is a community enriched with quality housing, education, employment, health, and economic development opportunities.

The Choice public engagement and planning process was completed in April 2012 and included input from the community, local businesses, civic leaders, schools and residents. SAHA used feedback from the community meetings to develop an application for a \$30 million Choice Neighborhood Implementation grant submitted to HUD on April 10, 2012.

Choice/Promise partners include Mayor Julián Castro, the City of San Antonio, Councilwoman Ivy Taylor, United Way, Trinity University, SAISD, Family Service Association, San Antonio for Growth on the Eastside, and the Neighborhood Housing Services of San Antonio.

*“SAHA plans to use its resources, such as Replacement Housing Factor and Moving to Work funds, to invest in the core elements of the Choice Initiative, which are People, Housing, and Neighborhood,” says **Lourdes Castro Ramírez, SAHA President & CEO.** “We are excited about this Transformation Plan, which will help create change and allow the Wheatley neighborhood to become a thriving community.”*



A COMMUNITY
ENRICHED WITH
QUALITY HOUSING,
EDUCATION, EMPLOYMENT,
HEALTH, AND ECONOMIC
DEVELOPMENT
OPPORTUNITIES.

EASTSIDE PROMISE NEIGHBORHOOD IMPLEMENTATION



BUILDING
A CRADLE
TO CAREER
PIPELINE OF
OPPORTUNITY



The Eastside of San Antonio is home to some of the city's richest history of triumph, beauty and accomplishment. And yet, the profound assets of the children, youth, elders and families are often overshadowed by challenges facing the neighborhood such as low graduation rates, high poverty, aging homes and a highly mobile population.

In 2011, San Antonio Mayor Julián Castro and the Obama Administration announced that United Way of San Antonio and Bexar County was selected as one of five organizations in the nation to provide cradle-to-career services that improve educational achievement and healthy development of children.

The \$25 million implementation grant bolstered a \$312,000 Eastside Promise Neighborhood planning grant received in September 2010 to put school improvement at the center of local efforts to revitalize underserved neighborhoods.

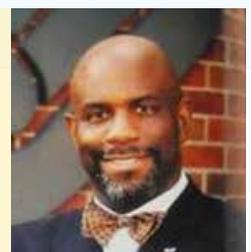
The implementation grant works to improve outcomes for children, such as increased kindergarten readiness and higher high school and college graduation rates. Its five-year goal is to break down traditional government silos to use taxpayer dollars most efficiently. With the new implementation grant, the Eastside project can employ its plan for a "continuum of solutions" to help youth achieve in school.

The focus of the local grant corresponds with Wheatley Middle School, including Bowden, Washington and Pershing Elementary schools, and Tynan Early Childhood Center. The Promise Neighborhood planning process was led by a steering committee that included representatives from the various agencies as well as parent representatives from the schools and residents from the local Wheatley Courts and Sutton Oaks housing projects.

Tony Leverett

Director, Eastside Promise Neighborhood

"The work we're doing is not about personal gain or prosperity, but about purpose and passion. This will be a legacy that will be remembered for years to come".



WHEATLEY CHOICE NEIGHBORHOOD IMPLEMENTATION

The Choice program addresses the challenges within the three core Choice elements of People, Housing and Neighborhood.

The People component supports positive outcomes for families who live in Wheatley Courts and the surrounding neighborhood, with a focus on residents' health, safety, employment, mobility and education. To date, all 201 Wheatley residents have been temporarily relocated in advance of demolition, and provided with individualized case management services.

The Housing effort will redevelop the Wheatley site into a 423-unit, high-quality, energy-efficient, mixed-income community, -- with another 208 mixed-income units in The Park at Sutton Oaks. The first official phase of the Wheatley Redevelopment is well underway with The Park at Sutton Oaks scheduled to open in Spring 2014.

The Neighborhood component, led by SAHA, will feature collaboration with the City of San Antonio, the San Antonio Police Department, residents, schools and local businesses, to transform this Eastside neighborhood of poverty into a viable, safe, pedestrian-oriented community with access to well-functioning services, parks, health, public transportation, jobs and economic development. In 2013, SAHA secured \$3.6 million in City funds for FY 2014 infrastructure.

Additionally, SAHA will utilize \$600,000 from the Department of Justice Byrne Grant to address: crime hot spots along commercial corridors; contributors to crime (vacant homes and lack of lighting); root causes of crime (drugs and substance abuse); increasing opportunities for jobs and workforce development; resident empowerment through capacity building activities; and the implementation of restorative justice strategies.

In addition to the new quality, affordable housing, these development efforts will generate local jobs and employment opportunities. The Choice development partner, McCormack Baron Salazar, will seek contractors for environmental services, demolition, surveying, architectural and engineering services, as well as a general contractor.



Ms. Beverly Watts-Davis

Director, CHOICE Neighborhood Initiative

"Building a solid foundation and lasting capacity for a viable EastPoint community".

PACT: PROMISE & CHOICE TOGETHER

THE PARTNERS

Eastside Promise Neighborhood (EPN) Program is a U.S. Department of Education funded program that unites institutional and resident stakeholders to leverage and strengthen the neighborhood's assets and resources so that children and families are inspired to stay, grow, graduate... and stay. United Way operates as lead Partner.



The U.S. Department of Housing and Urban Development's **Choice Neighborhoods Initiative (CNI)** promotes a comprehensive approach to transforming distressed areas such as Wheatley Courts, by linking housing improvements with a wider variety of public services including schools, public transit and employment opportunities.



United Way of San Antonio and Bexar has a long tradition of helping people with basic needs – food, clothing, shelter and safety – and changing lives through strong, well-managed programs, and is also engaging the community to get to the heart of problems.



The San Antonio Housing Authority (SAHA) provides quality affordable housing that is well integrated into the fabric of neighborhoods and serves as a foundation to improve lives and advance resident independence.





The City of San Antonio (CoSA) delivers quality services and is committed to achieving San Antonio's vision of prosperity for its diverse, vibrant and historic community.



San Antonio Independent School District (SAISD) provides a comprehensive instructional program and related services for students from pre-kindergarten through 12th grade, including a college preparatory curriculum, Magnet programs and specialized schools as options for middle and high school students, career and technology education, bilingual education, special education, and a variety extracurricular opportunities.



San Antonio for Growth on the Eastside (SAGE) is a non-profit organization serving as an economic development resource for current business owners and potential new businesses. Through partnerships, alliances and resources, SAGE focuses on development that mutually benefits the quality of life for individuals, families, neighborhoods and businesses on San Antonio's Eastside.



POWERED BY COMMUNITY

EastPoint is a diverse, bi-lingual 4 square mile area located on the Eastside of San Antonio, encompassing some of the City's oldest neighborhoods. This culturally rich, transforming and easily accessible community is bordered by downtown and the Pearl on the west, AT&T Center on the east, Fort Sam Houston on the north and the Alamodome on the south with over 6,000 homes and approximately 18,000 residents.

Home to some fifth and sixth generation San Antonians, this urban area is undergoing a rapid change in demographics. A once predominantly African American community, this part of town is now home to a growing Latino and Anglo population and has become one of the city's most diverse communities. This mix of ethnicities has contributed to the area's traditional entertainment appeal through music, art and culture.

The rate of economic development sparked by business owners and residents in the area was accelerated by the award of two federally funded grants known as the Eastside Promise Neighborhood and the Choice Neighborhood Program. These programs aimed to positively impact the community by empowering residents, building capacity and encouraging participation in local decision making in the EastPoint community. The City of San Antonio – in partnership with United Way, the San Antonio Housing Authority and the San Antonio Independent School District, along with the aid of these federal grants – continues to drive innovative transformation through various educational, housing, economic and quality of life initiatives.

EastPoint thrives on the harmony and originality of its new and old historic points of interest including St. Philip's College, The Carver Community Theatre and Library, Dignowity Park, St. Paul Square, the San Antonio National Cemetery, Sunset Station, Woodard, the Menger Creek expansion, and the redeveloped Wheatley Courts and Sutton Homes. It is also home to the Nation's Largest MLK March route. EastPoint embodies the values of integrity, hard work and a celebrated community. It reflects the social fabric of a rebirth where residents have been empowered to prepare their youth for success, strengthen family units and build lasting economic vitality. The EastPoint Advisory Council consists of residents of EastPoint, and parents and residents of SAHA properties.

EASTPOINT

SAN ANTONIO

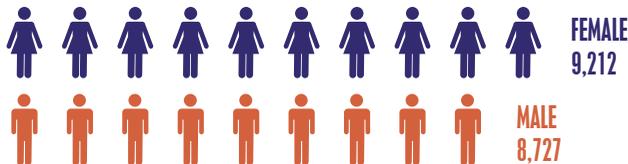


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EASTPOINT STATISTICS

GENDER

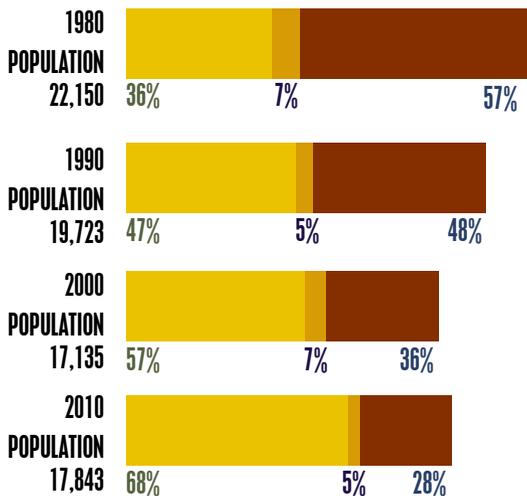
OF EASTPOINT RESIDENTS



17,939
EASTPOINT
POPULATION
IN TOTAL

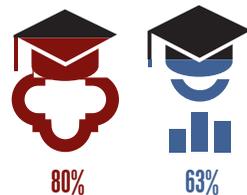
POPULATION

CHANGE IN POPULATION
IN EASTPOINT FROM
1980-2010 (30 YEARS)



EDUCATION

HIGH SCHOOL
GRADUATION RATE
(ALL ADULTS OVER 25)
IN COSA & EASTPOINT



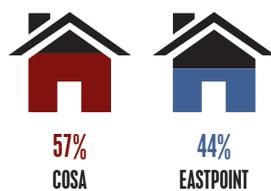
INCOME

MEDIAN HOUSEHOLD
ANNUAL INCOME IN
COSA & EASTPOINT



HOME OWNERSHIP

% OWNER-OCCUPIED
HOUSING IN COSA &
EASTPOINT



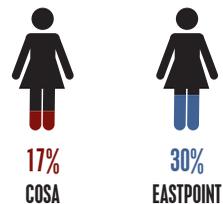
UNEMPLOYMENT

% OF UNEMPLOYMENT
IN COSA & EASTPOINT



HOUSEHOLD

% FEMALE-HEADED
HOUSEHOLDS IN
COSA & EASTPOINT

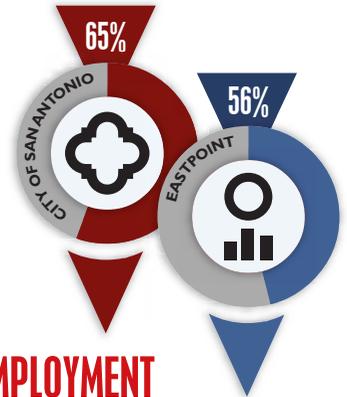
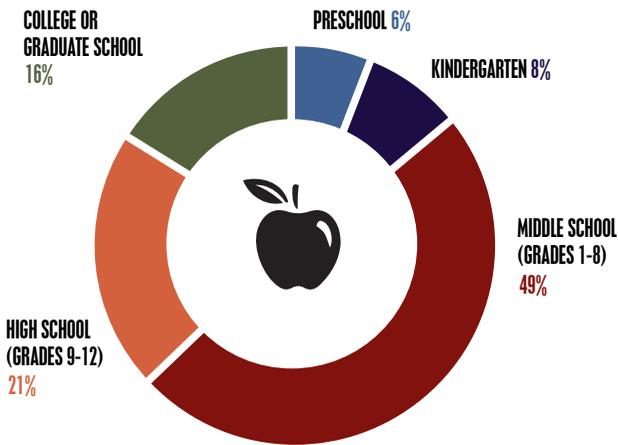




EASTPOINT STATISTICS

ENROLLMENT

% OF WHERE SCHOOL AGE CHILDREN ARE ENROLLED BY GRADE

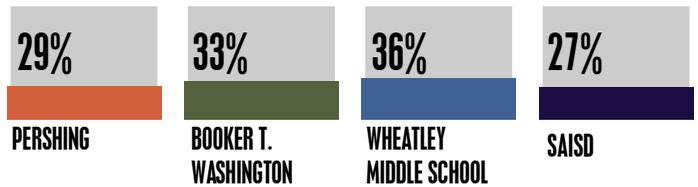


EMPLOYMENT

% OF WORKING ADULTS AGES 16-65 IN EASTPOINT & COSA

MOBILITY RATES

MOBILITY RATES THROUGH THE NEIGHBORHOOD (AS MEASURED BY THE SCHOOL)



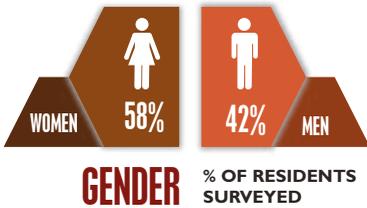
CHANGE

HOW RESIDENTS FEEL THEIR COMMUNITY HAS CHANGED OVER THE LAST THREE YEARS AND WILL CHANGE OVER THE NEXT THREE YEARS



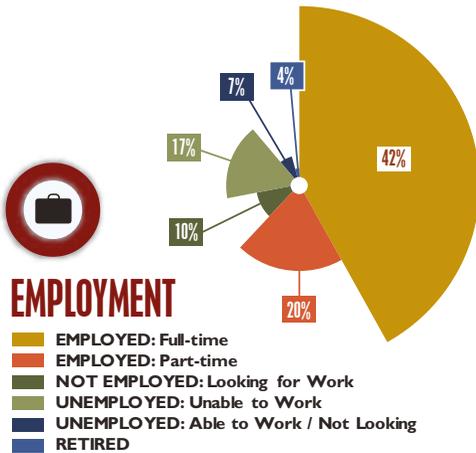
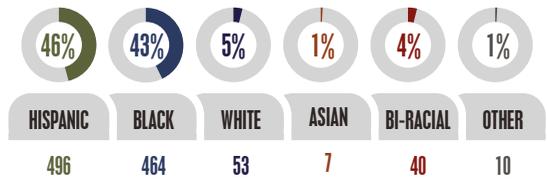
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SURVEY PARTICIPANTS

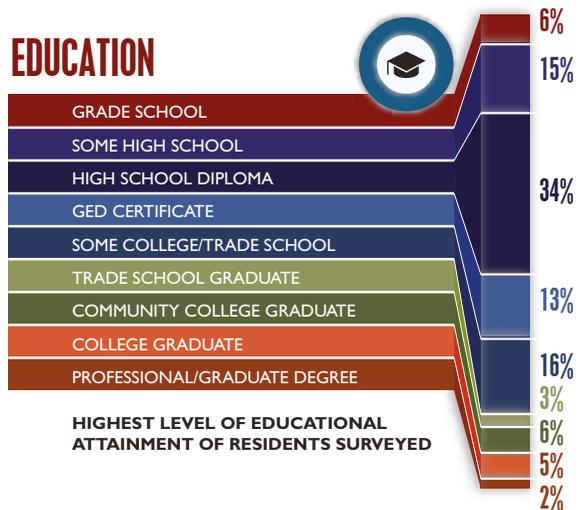


ETHNICITY

OF RESIDENTS SURVEYED



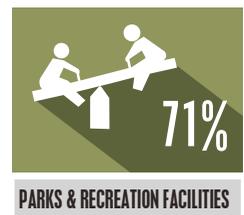
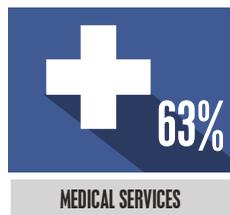
EDUCATION



SURVEY RESULTS

SERVICES AVAILABILITY

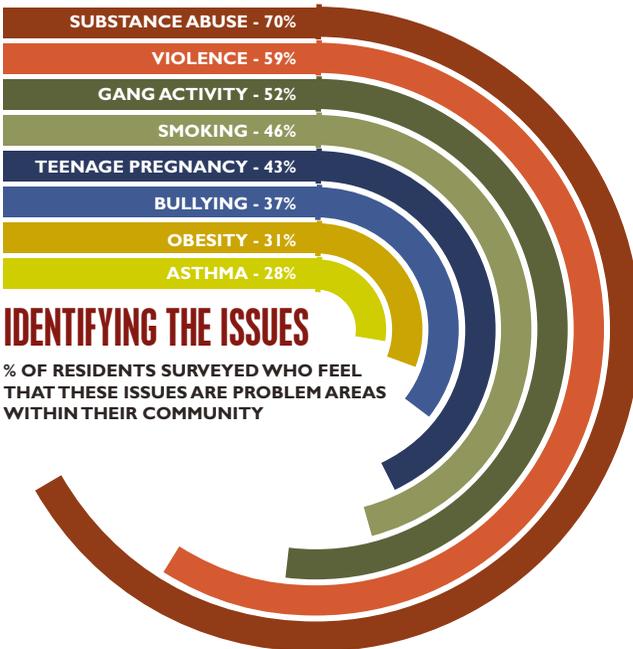
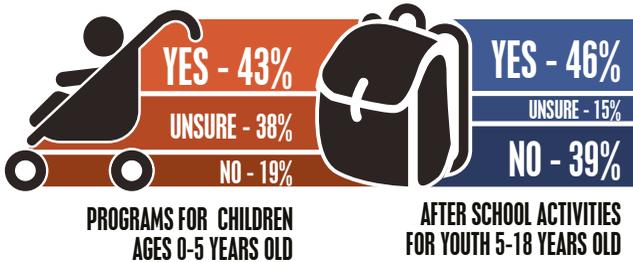
% BASED ON SURVEYED RESIDENTS PERCEPTIONS OF SERVICES AVAILABLE IN THEIR NEIGHBORHOOD





YOUTH SERVICES AVAILABILITY

% BASED ON SURVEYED RESIDENTS PERCEPTIONS OF YOUTH SERVICES AVAILABLE IN THEIR NEIGHBORHOOD



BUILDINGS/PARKS CONDITIONS

% BASED ON SURVEYED RESIDENTS PERCEPTIONS OF THEIR NEIGHBORHOODS

HOMES & BUILDINGS ARE IN GOOD SHAPE



PARKS & PLAYGROUNDS ARE IN GOOD SHAPE



EASTSIDE PROMISE ZONE

The Eastside Promise Zone (EPZ) is an initiative of the City of San Antonio, in partnership with the United Way of San Antonio and Bexar County, the San Antonio Housing Authority, San Antonio for Growth on the Eastside (SAGE) and SA2020. Support partners include San Antonio Independent School District (SAISD), Judson Independent School District, St. Philip's College and private sector businesses, employers and investors. The EPZ contains both the needs and the assets required for successful redevelopment. The 19 contiguous census tracts include 64,125 residents and a poverty rate of 35.03%. Studies show that in the EPZ, poverty with employment indicate that many employed residents work less than full time and/or work in low wage jobs.

The EPZ is bounded on three sides by major highways, enabling wider community access, and is adjacent to two of the region's largest employers, Fort Sam Houston and the San Antonio Military Medical Center.

The goals of the Eastside Promise Zone is to transform the Eastside from a neighborhood of poverty into a viable, mixed-income neighborhood with high quality schools and educational programs and access to support services, public transportation, job training and jobs; and, delivering economic revitalization and long-term stability and success by sustaining existing businesses and attracting new businesses, creating a vibrant commercial corridor that is the center of neighborhood activity.

Six key activities are planned for the EPZ in the next five years.

Creating Jobs, Increasing Economic Activity, Improving Educational Opportunities, Reducing Serious or Violent Crime, Leveraging Private Capital, Reducing Poverty and Unemployment

EASTSIDE PROMISE ZONE GOALS

JOB CREATION AND TRAINING / INCREASED ECONOMIC ACTIVITY

IMPROVED EDUCATIONAL OPPORTUNITIES / LEVERAGE PRIVATE INVESTMENT

REDUCED VIOLENT CRIME



OPEN

JOB CREATION
AND TRAINING /
INCREASED ECONOMIC
ACTIVITY
IMPROVED EDUCATIONAL
OPPORTUNITIES /
LEVERAGE PRIVATE INVESTMENT
REDUCED VIOLENT
CRIME

EASTSIDE PROMISE ZONE

AS A RESULT OF THIS DESIGNATION, THE CITY OF SAN ANTONIO AND ITS PARTNERS WILL RECEIVE:

Specialized technical assistance on federal grant applications to cut red tape/silos from the grant application process.

There are preference points on subsequent federal grant applications for neighborhood revitalization, economic development, workforce development, education, criminal justice and health & human services.

Employer tax credits for hiring and creating jobs in the zone
(PENDING CONGRESSIONAL APPROVAL)

COSA'S SEVEN (7) STEP-BY-STEP PROCESS

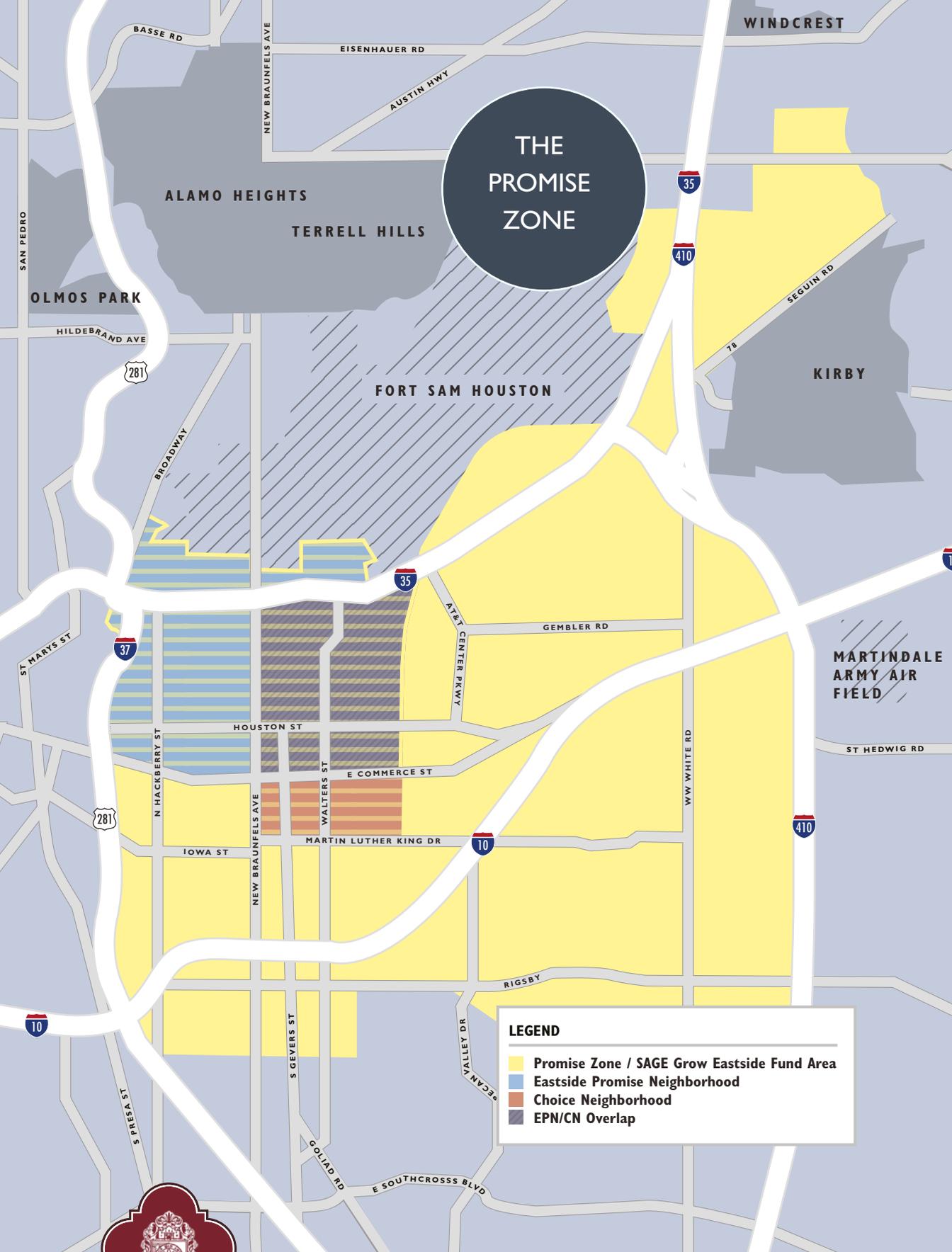
- Partner/applicant identifies a grant opportunity and submits a written proposal to the City's EastPoint Office for review to see if the project is within the zone and meets the stated objectives
- EastPoint staff reviews the proposal and presents it to the PACT implementation Team
- EastPoint staff notifies the applicant of the status of their proposal
- Applicant prepares and submits their grant application to the EastPoint Office for review and certification
- CoSA certifies the grant application
- Applicant mails his/her grant proposal to the federal agency
- EastPoint staff provides quarterly reports to the PACT Coordinating Council on grant applications & activities in the Promise Zone



Mike Etienne, PhD

Director of EastPoint & Real Estate

"The ultimate success factor for the city is the ability to attract private sector investment to the promise zone. It is the major factor in the sustainability and success of this revitalization effort".



LEGEND

- Promise Zone / SAGE Grow Eastside Fund Area
- Eastside Promise Neighborhood
- Choice Neighborhood
- EPN/CN Overlap



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EASTPOINT
SAN ANTONIO

POWERED BY COMMUNITY

