



CITY OF SANTA ANA NEIGHBORHOOD BLOCK TRANSFORMATION CONTEST

ABOUT

We are pleased to introduce the Santa Ana Neighborhood Block Transformation Contest (NBTC). Sponsored by the City of Santa Ana Public Works Agency, the contest is designed to encourage and promote community involvement in transforming Santa Ana into a *more* beautiful place to live, work and play. It will recognize and reward residents of winning neighborhood blocks who have made significant aesthetic **improvements to their parkways and properties**, demonstrating their community pride. All residents are encouraged to participate.

ELIGIBILITY

- The NBTC is open to all residents.
- 50% of homes/multifamily complexes on a block must participate to qualify.
- A block is defined as “a section of homes separated by streets at each end.” It includes homes on both sides of a street (see diagram).
- Residents within a neighborhood block will be asked to assign a ‘Block Coordinator’ who will be responsible for ensuring eligibility requirements are met and for submitting the block entry forms, which will include detailed information as well as before/after photos of each participating property.
- **Property improvements** must be for community beautification with a **focus on the parkway areas**. Additional improvements can include the front yard, fencing and exterior home.
- Condition of streets and sidewalks will not affect judging.
- Submit your completed entry forms and photos no later than 5 p.m. on May 20, 2022.
 - **Email:** mmicallef@santa-ana.org
 - **Mail or drop-off:** Santa Ana Public Works Agency, 20 Civic Center Plaza, M-21, Santa Ana, CA 92702, Attn: Michelle Micallef



NEIGHBORHOOD BLOCK

Transform Your Neighborhood



Enter Your Block Today!

SELECTION CRITERIA

The NBTC will only consider street facing landscaping and **improvements** that increase the property's curb appeal, **particularly the parkway areas**. Entries will be judged by the Environmental Transportation Advisory Commission (ETAC), which will consider plant materials, landscape design, property maintenance and neighborhood context. The Commission will consider the following questions pertaining to the property:

- Is the parkway landscaped with grass, plants and or hardscape?
- Does the landscape enhance the neighborhood?
- Is the plant selection appropriate for the site and the climate?
- Is the front path to the property clear and inviting?
- Is the front porch clean from debris and in good condition?
- Is the front yard lawn green and well trimmed?
- Is the fencing and exterior paint of the home in good condition?

AWARDS*

Each winning block will receive two elegantly designed, Santa Ana signs (*pictured on flyer*). One sign will be installed at each end of the block, commemorating the neighborhood block's community pride. Each participating property of a winning block will receive one \$100 gift card.

CONTEST TIMELINE

- **February 1, 2022:** Contest Launch
 - Sign up participating properties
 - Take 'before' pictures
 - Plan and begin improvements
- **May 20, 2022:** Application Deadline
- **May 21-31, 2022:** Application Review
- **June 1-7, 2022:** Judging

Results will be announced in July 2022. A special unveiling of the signs and presentation of gift cards—made by the City Councilmember, City Manager and Executive Director of Public Works—will be scheduled after winners are announced.

Questions? Contact Michelle Micallef at (714) 647-5091 or via email at mmicallef@santa-ana.org.

www.santa-ana.org/pw/blockbeautification

* No more than 3 block winners per Ward will be chosen. The final decision of the design and location of each sign will be determined by the City of Santa Ana Public Works Executive Director based on various factors including the American Disability Act (ADA), safety, visibility and aesthetics.