An evaluation of the Santa Ana Padres Promotores Program was conducted using Geographical Information Systems (GIS) mapping. Between August 2011 and June 2012, the program staff visited more than 2,000 homes at various locations throughout the city. 94% of these home visits were able to be mapped within the city of Santa Ana. Visits are documented by the Padres using forms created for this purpose. A new online database was created for program staff to enter the data from the forms for grant and internal reporting purposes. The goals of the evaluation are: (Map 1) to add the density of households in the blocks or block groups visited by the Padres to determine the coverage provided by the program each year to assist with planning and feedback for visit planning, and (Map 2) to provide a statistical profile from census data of households in neighborhoods contacted by the Padres, to describe the target population.

Map 1. Home Visits 2011-2012 and Density of Visits
Map 1 shows the density of home visits conducted during 2011-12. The areas with darker shading show a higher density, or measure of the number of visits within a census block group divided by the area of the respective block group. In other words, the density is adjusted by area since all block groups are not equally divided. As you can see there is great coverage of home visits throughout Santa Ana. However, you do see greater coverage in the more residential areas of Santa Ana, especially surrounding the GEAR UP High schools.

Map 2 shows the demographic of renter-occupied housing throughout the city of Santa Ana. This gives us an added descriptor of the target population. Areas with darker shading show a higher rate of renter-occupied housing. Visits tend to be highly populated in these areas as apartment buildings, with multiple dwellings, are reported at the same street address. This is shown by clusters of dots, or larger dots in some areas.
This added form of evaluation has given a more in-depth look into the impact that the Padres Promotores program is having on families across Santa Ana. Each of these households were mentored on the importance and requirements graduating high school and going to college. This now provides an opportunity for the Padres Promotores program to make targeted visits to areas of need that may not be receiving a high number of home visits.