



# Community Development Agency Annual Report FY2022-2023



# A Message from our Executive Director



"As I am transitioning into my new role as the Executive Director of Community Development, I am deeply grateful and honored to look back on the accomplishments of the 2022-2023 fiscal year, a testament to the dedication and hard work of our department. In this year-end report, I am delighted to highlight some of these notable achievements and share in celebration with you all. I extend my heartfelt gratitude to our staff for their continuous unwavering commitment and contributions."

Best,

*Mike Garcia*

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## End of Year Reflection

The past few years, our department focused on keeping families in their homes and businesses in their stores throughout the pandemic. Although the worst of the pandemic was over, many associated challenges persisted in this post-pandemic year. Our focus remained the same as we adjusted our strategy and practices to fit policy direction. As the city transitions to the new 23-24 fiscal year, we look forward to delivering more affordable housing resources and fostering growth for our local business community.

# What We Do

The Agency plans, develops, and administers programs in the areas below to accomplish the public policy goals of the City Council, Housing Authority, and Workforce Investment Board. We also receive guidance and seek input from two commissions: Arts and Culture, and Community Development.



## IMPACT PEOPLE'S LIVES...

...by supporting affordable housing projects, helping those in need with rental assistance, and ensuring that people have a place to call home.



## PROVIDE BUSINESS ASSISTANCE...

...by retaining local businesses in the post pandemic era through leveraging grants, connecting employers with our resident workforce, and providing job training resources to more than 12,000 people.



## IMPROVE THE QUALITY OF LIFE...

...by investing in local organizations providing community programming such as the Summer Light Nights Program and educational foundation programs for the youth population.



## ENHANCE THE COMMUNITY...

...by improving infrastructure such as streets, sidewalks and park improvements at Madison Park, Memorial Park and Cesar Chavez Park to build a healthy community.

# Impacting People's Lives

20

repair grants

\$1.8M

zero-interest downpayment  
assistance loans

Our Residential Rehabilitation Program funded the critical **repair of roofs, foundations, and clean-up for 20 Santa Ana households**, allowing residents to comfortably and safely live in their homes for years to come.

CDA eased the costs of homeownership with My First Home, our down payment assistance program.

**17 families received assistance totaling \$1,800,000** to help them achieve their dream of becoming homeowners.

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Another household expense we helped to reduce was the cost of car ownership through the city's Vehicle Incentive Program. **1,105 residents qualified for \$500 rebates and collectively saved \$552,500** to purchase a new or used vehicle from one of ten participating Santa Ana dealerships.

Legacy Square, a 93 affordable unit complex, completed construction in June 2023. Our partnership with the developer allowed them to build 42 additional units. Current projects include Westview House, now rebranded as the Arches, and Wisepace, with an approximate delivery of more than 300 units.

300+

expected affordable  
housing units



The Family Self-Sufficiency (FSS) Program, which teaches participants economic independence through financial literacy, had **12 graduates**. A program benefit is the contribution of savings from the service provider correlated to an increase in income, meant to reward participants for their efforts to self-sufficiency. **This graduating class accumulated over \$200,000 in savings.**

# Provide Business Assistance

Businesses are integral to Santa Ana by providing revenue through our Business License fee, Property Tax, Sales Tax, and Transit Occupancy Tax (Hotel Visitors Tax.)

Their continued success ensures the quality of services provided by the city, but businesses continued to struggle in the post-pandemic era.

We aided in Santa Ana's downtown recovery efforts by providing grants to more than 200 businesses for rent and debt relief to small businesses and technical support seminars with grant funding to address negative economic impacts.

DATE: FY 2023

PAY TO THE  
ORDER OF

200+ Santa Ana Businesses

\$5.7 M

Five million and seven hundred thousand DOLLARS

FOR Rent and Debt Relief

*City of Santa Ana*

1,000 +

businesses provided  
technical assistance



Each day, when businesses reached out to us for assistance to keep their operations running, we ensured they received the expertise and knowledge of our staff, ranging from accounting practices to marketing and branding.

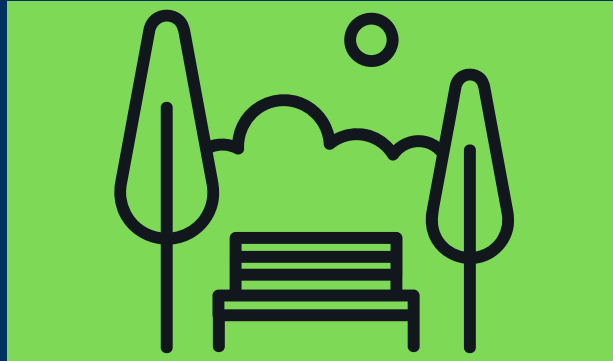
Finding and hiring employees was a challenge for businesses so we connected our local youth population to workforce opportunities. **The city provided paid work experience and job training for 367 young people.**

**The City's WORK center provided \$561,000 for job training, resume workshops, and more** through partnerships with other local agencies such as Orange County Social Services and the State's Employment Development Department.

# Improve Quality of Life

## \$800K

for park renovations



We partnered with our Public Works and Parks and Recreation departments to provide **\$800,000 in critical funding for the completion of the Santa Anita Park** redevelopment. The park will feature a new community center, an Olympic-size recreational pool, and a synthetic turf field which will allow for year-round use. Santa Anita Park is expected to open in Spring 2024.



Santa Ana recognizes the impact of homelessness to our streets, and in response, **the city funded and built the Carnegie Navigation Center in 2022** to minimize that impact and uphold a clean and safe city for all residents. It provides 200 beds for men, women, couples, and families, a commercial kitchen, and an outdoor area for guests and their pets. After a full fiscal year of operation, we served 771 individuals and 29 families where they could access a variety of services to improve their health.

**CDA again partnered with our Public Works department to fund \$1.9 million in new concrete streets at the Henninger neighborhood and reconstruct sidewalk entrances around the city** for increased accessibility. Concrete remained the material of choice to maintain the neighborhood's aesthetic character and mitigate extreme heat.

# Enhancing the Community

Community partners extend the reach of the city by providing services to specific communities seeking dedicated support. We fund non-profit organizations through two programs: CDBG and Arts & Culture.

**Community Development Block Grant (CDBG) funds available for non-profit public services.**

**\$905,000**



Funds were distributed to non-profits representing the above services. Programming ranges from youth violence prevention through structured mentorship and homework assistance to wrap-around case management for victims of domestic violence to mediation for resolution of rental disputes between tenants and landlords. **Overall, program performance exceeded our yearly goal to reach 2,500 low to moderate income individuals.**



Through our Arts & Culture grants, we supported artist working on a range of projects including murals, art classes, exhibits, and cultural programming. Artists received 22 grants, totaling \$300,000 to share their creative talents with our residents. Cultural projects intended for all city residents can receive official sponsorship from the city with the hope our residents explore different aspects of Santa Ana. We financially sponsored 31 events such as Dia del Nino and the free Japanese Cherry Blossom Family Festival.

# CDA Promotions

**Economic  
Development  
Specialist III**



Sylvia Vazquez

**Workforce  
Specialist I**



Jeanene Salgado

**Economic  
Development  
Specialist III**



Julie Castro

**Workforce  
Specialist I**



David Gonzalez

**Management  
Analyst**



Reichelle De Jesus

**Workforce  
Specialist I**



Katherine Leal

**Management  
Aide**



Edward Rios

**Senior Office  
Assistant**



Alexandra Gomez 7

# CDA New Hires



**Michelle Vu**  
Senior Office Assistant



**Sandra Magallon**  
Housing Specialist II



**Adreanna Solis**  
Housing Specialist II



**Huong Tran**  
Housing Specialist II



**Silvana Gliozheni**  
Accounting Assistant



**Arnet Victoria**  
Management Aide



**Stephanie Williams**  
Accounting Assistant



**Mike Garcia**  
Executive Director  
of Community  
Development



**Vivian Lopez**  
Housing Specialist I



**Hannah Park**  
Senior Clerical Aide



**Jesse Hernandez**  
Senior Special  
Employment  
Counselor



**Waldo Barela**  
Administrative  
Services Manager

# CDA Stories of success: Housing Authority



*Pictured: Luz Maria Noyola  
and her family*

My name is Luz Maria Noyola, I am a single mother of six children. When I joined the Family Self-Sufficiency program, three of my children were teenagers. Now, they have become independent adults and are on their own, my other three are still in school and live with me. This program has allowed me to become more dedicated to the importance of being self-sufficient. One of my main goals was to improve my financial situation, so I focused on creating multiple sources of income. One of those sources is my Princess House Cookware business in which I am the union organizer and supervisor of my team. Thanks to the time and dedication I put into my business, I am hoping one day that I will become a regional manager.

My second source of income is Uber Eats. Thank you to my Workforce Specialist, Kevin Ewinger, who helped educate and convince me to be open to working at Uber Eats. He helped me understand that it was a fun job with a flexible schedule in which I get to choose when I want to work. I prefer to work when my children are out of school because they enjoy coming along with me sometimes. This job has allowed me to teach my children to work, I always tell them that in order to be successful you need to be dedicated and hard working. As my income increased with both jobs, my monthly-earned income has too. I am thankful for this program because the rent increase has opened up my escrow savings account. In the last 6 years of being in this program, I have never had so much money saved! I never imagined being in this program would do such a thing. I am thankful to Jackie Nguyen for introducing me to the program. Now that I am about to graduate, I am preparing myself by taking financial classes and taking a first-time home buyers workshop to buy my house with my escrow savings. This program is designed to help us not only advance but to prosper and help us achieve the goals we have. I learned that when we are the most scared to start something new is when we are the most successful. Thanks to this program my dream of being a homeowner is about to come true.

# CDA Stories of success: WORK Center

**Edgar Aguilar, age 18, LibroMobile Bookstore. 2023**

"I decided to apply to this program [CA4ALL] because I wanted to help my family financially and gain work experience. I developed various skills that are important to my future like: decision-making, communication, and team building. I highly recommend this program because it is a great start to your path of working experience and you get to learn skills you might need in your future job."

**Juliana Beltran, age 19, El Sol Academy. 2023**

"I selected El Sol Science and Arts academy, and I developed skills such as problem solving. I enjoyed the hands-on work I did and the academic activities that I helped plan. The program taught us what to expect working in a professional environment. I would recommend this program to anyone who is struggling to find a job or is confused about what field they are interested in."

**Christian Canlas, age 20, Central Stores. 2023**

"Through this program, I acquired valuable skills such as operating a forklift and gaining some retail experience. Additionally, I learned how to compose professional emails when communicating with customers and vendors. One particularly memorable aspect was completing my forklift certification. Working in this program has given me the confidence that I am well-prepared for a government job."

# CDA Stories of success: Homeless Services

After losing his job, a client found himself homeless and spending his savings on motel stays when possible. Though the client tried to navigate his situation alone, staying afloat was difficult without a home or new employment readily available. The client reached out to City Net for shelter assistance, and during the same appointment, case managers confirmed his eligibility to the shelter. **Before the month's end, the client and his golden retriever entered the Navigation Center!**



*Pictured: City Net staff  
conducting outreach*