

Serving the Community Always...In All Ways!



City of Santa Ana
Community Development Agency
FY 2017–2018 Annual Report



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A Message from the Director

The Community Development Agency is “Committed to Serving the Community Always, in All Ways”. This includes tasking **Economic Development, Workforce Development, Housing Authority, Housing Development** and our newest division - **Homeless Services** with developing and implementing policies and programs that reinvigorate Santa Ana’s economy, create jobs, and build stronger and safer communities. We are also working closely with other City Agencies to make Santa Ana more responsive, accessible, and friendly through timely, courteous, and transparent customer service. In Fiscal Year 2017/2018, the Agency’s programs positively impacted thousands of citizens in our community by supporting homeownership, creating and preserving affordable rental housing, and revitalizing Santa Ana’s neighborhood, bringing public art to the Community and working as advocates for businesses. I invite you to learn more about CDA and its programs from this Annual Report. Every day, the Santa Ana Community Development Agency works to improve the lives of our residents. The Fiscal Year 2017-2018 Annual Report illustrates the positive impact of our efforts brought to you by an amazing staff with an incredible work ethic and expertise. We are proud of our accomplishments, and consider the past fiscal year’s performance a strong indicator of additional success to come.



Steven A. Mendoza
Executive Director



Economic Development

An Unexpected Location, Unparalleled Success – A team of City of Santa Ana Economic Development Specialists is available to assist customers with incentives, workforce development training programs, demographic data, site selection assistance, international trade resources, retail opportunities, plus many other business development tools and services. The Economic Development Division works closely with the City Manager and other City departments in an effort to present a unified, streamlined approach concerning development and business issues. The Division coordinates many of its programs with various organizations including the Santa Ana Chamber of Commerce, State of California Department of Housing & Community Development, State of California Department of Labor, U.S. Small Business Administration, Small Business Development Center, local business associations (Downtown Inc., Santa Ana Business Council), and several other outside agencies.

ARTS and CULTURE – The Arts and Culture Master Plan provides a framework for the direction of arts and culture over the next ten years in Santa Ana. The goals are derived from insights gathered from the community in order to best reflect the aspirations of all residents and followed up with extensive research to define strategies that will best help achieve those goals. Participation and contributions from the community throughout the process were central to the development of a Master Plan for our city. Residents, artists, community stakeholders and businesses came together during the course of a year to participate in meetings on numerous topics and to openly share their vision for the direction of arts and culture, resulting in what is now a fully developed Arts and Culture Master Plan for Santa Ana.



Economic Development Testimonial

Last year, Economic Development Specialist Marc Morley met with Equity Office, of 2 MacArthur Place, to offer assistance in recruiting tenants for their 200,000 sq. ft. of vacant Class A office space. From that meeting, Equity Office sought our help to provide additional parking spaces along the perimeter of their office building as the street was marked as a no parking zone. They indicated that this would help them attract new tenants to the building. Economic Development staff worked with Public Works to evaluate the situation with an end result of Public Works installing new signage that allowed additional parking for the tenants of 2 MacArthur Place. Equity Office was extremely appreciative of the City's quick efforts to resolve this issue. Over the past year, Equity office has been negotiating with a new tenant for their offices and just signed a new lease with the State of California for over 140,704 sq. ft. of space at 2 MacArthur Place. This is one of the largest office leases in all of Orange County in 2018 and they will be adding over 500 new employees to the location.



500

Jobs
Added



25%

of Santa Ana
Designated as an
Opportunity
Zone

Development Projects

3rd & Broadway Hotel

Facilitated the Exclusive Negotiation Agreement for the 3rd and Broadway Parking Structure redevelopment – the project is anticipated to create 163 new residential units, a 76 key hotel, and over 13,000 sq. ft. of commercial space in the heart of Downtown.

South Main Visioning Plan

Facilitated the South Main Visioning Plan with design firm Gensler for public improvements such as new shade trees, street lighting, bus shelters, and enhanced crosswalks in the area.

YMCA

Released a Request for Qualifications/Development Concepts for the YMCA Building. Four proposals were received for this project and are currently in the review phase.

Policy Updates

Worker Cooperative Resolution

On August 1, 2017, the City of Santa Ana became the first city in Orange County to adopt a Resolution of support for Worker Cooperatives.

Business Assistance

Outreach Efforts

Economic Development staff worked with over 55 companies to find a location in the City (Del Amo Motorsports, Aldi, IPC USA) and with over 65 companies to assist them with the Planning and Building process.

Business Attraction

International Council of Shopping Centers (ICSC)

City staff attended the annual International Council of Shopping Centers (ICSC) convention in Las Vegas on May 20-23, 2018. This conference was attended by over 35,000 retailers, developers, brokers and cities. Santa Ana staff were present marketing available properties and further cemented ongoing relationships that will help attract and retain new businesses in the City.

Business Retention

Public-Private Partnerships

The City's ongoing business retention efforts included a continuing partnership with the Chamber of Commerce to outreach to over 350 businesses in Fiscal Year 17/18. Additionally, the City provided free Google Tools for Business workshops in collaboration with the Google Digital Coaches Program, the Small Business Development Center and Delhi Center. Four workshops were held and over 100 business owners attended.

Provided \$500,000 in funding to the Chamber of Commerce to develop a new tourism and marketing website (www.uncoversantaana.com), and sponsorships of the annual Taste of Santa Ana and GROW Conference.

Area-Based Efforts

Opportunity Zone

Achieved a Federal Opportunity Zone designation of 11 census tracts encompassing approximately 25% of the City. The designation includes areas projected for future development, including Willowick Golf Course, the Santa Ana Regional Transportation Center, and the route of the OCTA Street Car. The zone is anticipated to bring future investment opportunities.

Orange County Recycling Market Development Zone

Continued to facilitate the City's participation in the Orange County Recycling Market Development Zone, an economic development tool that provides incentives to stimulate business development in the City. The zone is marketed through the City's website and as of this year on electronic billboards at Eddie Westfield Stadium, Main Place Mall, the Tom's Truck Dealership, and the Santa Ana Auto Mall.

Downtown Business Development District

Administered agreements with Downtown Inc and the Santa Ana Business Council that provided funding for activities that benefit businesses located within Downtown Santa Ana. Activities included:

- Artwalks - Monthly arts event on the 2nd Street Promenade in collaboration with galleries, artists, and local restaurants.
- Savor Santa Ana - An evening of food tastings, music and entertainment, with 50 restaurants participating and approximately 1,700 patrons attending.
- Boca De Oro - Literary festival with keynote presentations, literary readings, poetry slams, panel discussion, author workshops, book signings, music, performances, and visual art experiences attracting over 7,000 attendees. 2,500 students from 18 SAUSD schools participated.
- Clean & Safe - Provided daily security and cleaning services to 64 blocks located in the Business Improvement District.



Arts & Culture

CDA successfully recruited a new Arts and Culture Specialist to serve as a liaison to the Arts and Culture Commission and enhance economic development efforts in the field of arts and culture.



Santa Ana City Council adopted a resolution committed to equity in arts education on 6/19/18, declaring Santa Ana an "Arts Equity District." The resolution is being adopted in communities across the state in order to ensure that all students have access to quality arts education to provide them with the skills they need to succeed in college, career and life.

Artist Grants

Investing in the Artist Grant Opportunity totaling \$70,000 will be distributed to individual artists and arts organizations/collectives creating projects in Santa Ana, directly serving Santa Ana residents, and/or stimulating economic development for Santa Ana. 23 applications were submitted and 15 were recommended for funding by a panel of artists, art educators, and art administrators.

Public Artwork

Installed Santa Ana's first city-sponsored art panel public art project in the historic downtown at East 3rd and North Bush Streets.

Wings of the City

An international traveling public art exhibition of 9 bronze sculptures by renowned Mexican artist Jorge Marin is on its eighth leg in the U.S. and currently installed in Downtown Santa Ana from 10/27/17 through 1/28/19. Dozens of free arts events, activities, and workshops have been organized around this exhibition. Light pole banners promoting exhibition were installed along Main St. and 1st St.

Workshops

Three free professional development workshops were offered to artists and art organizations in Santa Ana to raise their level of professionalism and to provide them with tools to succeed and be sustainable as a way of making a living. Workshops were funded by Arts & Culture and hosted at Santa Ana College (4/14/18), The All-American Boys' Chorus (5/25/18), and Segerstrom Center for the Arts (6/9/18).

Murals

Arts & Culture collaborated with artist Mike Howard, SAPD, and Parks & Rec, with funding from State Farm, to create a mural at Angels Park completed on May 16th.

Heroes Among Us mural, painted by artist Carlos Aguilar, on the corner of Custer St. and Washington Ave., depicting U.S. war heroes from Santa Ana had been defaced. A public fundraiser to restore the mural raised \$9,757.32. Arts & Culture contributed an extra \$2,000 to this restoration fund. Superior Property Services is donating the materials and labor for an anti-graffiti coating. Restoration to be completed in Fall 2018.



15

Artist Grants
Awarded



2,540

Households
Received
Rental Assistance

Housing Authority

Our Housing Authority provides rental assistance to extremely low-income families through the Housing Choice Voucher Program. The Housing Choice Voucher Program is the federal government's largest program for assisting very low-income families, the elderly, and persons with a disability to afford healthy and safe housing in the private market. With a housing voucher, participants are able to choose their own housing, including single-family homes, townhomes and apartments. Housing assistance is then provided on behalf of the family or individual directly to the landlord. The participant is free to choose any housing that meets the requirements of the program and is not limited to units located in subsidized housing projects. A family that is issued a housing voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. Rental units must meet minimum standards of health and safety, as determined by HUD and the Santa Ana Housing Authority. Once a suitable housing unit is found and the family is determined eligible for that unit, a housing subsidy is paid to the landlord directly by the Santa Ana Housing Authority on behalf of the participating family. The family then pays the difference between the contract rent charged by the landlord and the amount subsidized by the program.

Workforce Development

The Santa Ana WORK Center connects our community's job seekers to the resources, skills and opportunities they need to find better jobs and careers. We provide job seekers a single, convenient and no-cost access to a wide variety of employment services and resources, such as:

Find new jobs or change careers

Upgrade skills

Get the training they need

Qualify for benefits

Get career guidance

Your Source For Working Solutions

Whether you're a job seeker looking to find work or transition careers, or a business looking to build a strong workforce to support your growth — the Santa Ana WORK Center is ready to connect you to the services, resources and opportunities to reach your goals.

A unique collaboration between local government agencies, education partners, community organizations and business leaders, the Santa Ana WORK Center is committed to preparing the competitive workforce our local businesses and industries need to thrive, while connecting people to better skills, better jobs and better lives.

We achieve this goal by providing one-stop, centralized access to a wide range of integrated services, resources, solutions and opportunities for our community's youth and adult job seekers as well as the businesses that employ them.

Learn more about our services for job seekers and our business solutions.



Santa Ana Work Center

The Center has been visited over **21,000** times from July 2017 to June 2018. This resulted in a monthly average of **1,768** visits. By drilling down on the data, we can also determine that daily visits average nearly 100 people. This clientele is served by a total of 25 staff whom represent the various agencies that compose the partnership at the WORK Center.

The following table lists the services most commonly used. **28%** of customers use the client resource area for self-directed job search. The second most common service delivered is the provision of Unemployment Insurance information, with a **25%** of visitors requesting this service.

Rank	Visit Reason	Percentage
1	Self-Directed Job Search	28%
2	Seeking UI Information	22%
3	Mandatory UI Activities	13%

California has set a goal to produce one million “**middle skill**” industry-valued and recognized post-secondary credentials between 2017 and 2027. The WORK Center is contributing to those efforts by providing demand driven skills training services. The average training class generally lasts from 5 to 7 months. The largest skill attainment occurred within the Healthcare Industry followed by Financial Services and Office Skills. **60%** of the skills attained were in these industries.

One goal of the WORK Center is to improve the quality of the workforce, including helping job seekers acquire the necessary skills to meet the requirements of employers. Training services have been provided to 85 adult customers thus far.

The Santa Ana WORK Center focuses on providing demand driven training. This means that the industries served are growing and expanding. The top 3 industries that trainees were referred to includes **Health Care, Professional Services, and Financial Services**. This represents over 2/3 of all training delivered. Other training that was significant was Transportation and IT at 10%, transportation generally represents truck drivers, bus drivers and other heavy equipment operators.



21k
Job Seeker
Visits





146
 New Affordable
 Housing
 Units

Housing Development

The City of Santa Ana Housing Division provides financial assistance to residents, developers, and non-profit organizations within the residential community to improve Santa Ana's existing housing stock, construct and rehabilitate new affordable housing units, and promote homeownership opportunities.

A big part of our Housing Division is the administration and implementation of the City's Housing Opportunity Ordinance.

Funds collected pursuant to the Housing Opportunity Ordinance, including interest, are deposited into the Inclusionary Housing Fund. Since inception, the Inclusionary Housing Fund has generated over \$13.8 million to be used for the development of affordable housing for low-income families and down payment assistance. To date, the Inclusionary Housing Fund has invested \$6.1 million towards the development of 108 affordable rental housing units in the City. In addition, a total of 33 units have been developed on-site as a result of the Ordinance, including 23 ownership units for-sale and 10 rental units.

Santa Ana Arts Collective

An investment of \$3.1M in HOME and CDBG funds and \$5.2M in Inclusionary funds for this adaptive reuse project to convert an existing building to 57 affordable residential units designed for low-income artists with ground-floor commercial and community space.



First Street Apartments

An investment of \$8.5M in Housing Successor Agency funds for the development of 68 affordable, 2 and 3-bedroom multifamily units to serve very-low and extremely-low income families on a 2.15 acre site.



Santa Ana Veterans Village

An investment of \$352K in HOME funds and 75 project-based vouchers to develop a 62,248 square foot Spanish revival aesthetic permanent supportive housing development for homeless veterans. All residents will receive wrap-around supportive services from the Department of Veterans Affairs and Step Up on Second as the service providers.



Completed Projects

The Orchard

An investment of \$1.2 in HOME funds and 71 project-based vouchers transformed a blighted motel into a permanent supportive housing project. The project includes wrap-around supportive services for chronically homeless individuals, many of whom came straight from the Civic Center.

Pacific Electric Park

A \$2.7M investment of CDBG funds towards Santa Ana's newest park. The park features open space for the community that includes native plant gardens, playgrounds, walking space, a fitness area, gardening beds and much more.

Habitat for Humanity

In 2011, the Agency conveyed land to Habitat to develop single family homes to be sold at affordable price and to restrict to income qualified households for a period of at least 45 years. The final phase included 5 homes located at 4010-4026 East McFadden.

The Depot at Santiago

A City investment of \$3M in HOME and CDBG funds for the construction of 69 affordable units and 8 project-based vouchers on a 1.34-acre infill site near the Santa Ana Regional Transportation Center. The project also includes a 3,000 square-foot community room and ground-level retail space. The project received the 2016 SCAG Sustainability Award for Achievement in Integrated Land Use and Transportation.



71

Permanent
Supportive
Housing
Units

COUNCIL CHAMBERS 22



Homeless Services

Homelessness is a complex issue that requires everyone's attention. The City, along with our numerous partners is doing our part to ensure that homelessness is addressed on behalf of our residents and community.

1,617

Santa Ana's first
Homeless Point-in-Time
Count Survey of
sheltered and
unsheltered
individuals

Current City Efforts

- Dedicating a full-time Santa Ana Police Department (SAPD) officer for homeless outreach, safety and security in conjunction with the existing HEART program;
- Enacting a new section to the Santa Ana City Code to improve health and safety conditions in the Civic Center;
- Recruiting and hiring a new Homeless Services Manager;
- Holding Outreach and Engagement Fairs in the Civic Center;
- Minimizing the number of needles found in the surrounding area to protect our employees and the general public, including children who use our library.
- Developed the City's first ever Draft Homeless Plan providing recommendations for addressing housing needs, outreach and supportive services, strategic planning and policy development, coordination and collaboration with agencies, communication, transparency and capacity building
- Conducting Civic Center Plaza Operations; 234 individuals assessed with 99 individuals accepting services.

QOLT Team

A Quality of Life Team (QOLT) was formed to address concerns related to municipal code violations, property storage and improper use of public/private property. The formation of the QOLT has both increased efficiency in addressing quality of life issues and increased response times. This multidisciplinary team is comprised of staff from the offices of SAPD, Parks and Recreation, Public Works, Community Development, Community Preservation, City Attorney, and the City Manager.



10k

Sq Ft. of New
Recreational
Space

Roosevelt-Walker Community Center

A \$2.1M investment of CDBG funds as a Joint- Use project with the Santa Ana Unified School District. Site includes a 10,000 sq. ft. community center, basketball courts, play equipment, exercise equipment, community garden, parking lot, security lighting, and landscaping. During school hours, the center will be open for preschool classes for youngsters and self-enrichment classes to the community. After school hours and on the weekends, all other areas will be open to the public.



Community Development Agency
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