



COMMUNITY
DEVELOPMENT
AGENCY

ANNUAL REPORT

FISCAL YEAR 2018-2019

*SERVING THE
COMMUNITY ALWAYS,
IN ALL WAYS!*



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STEVEN MENDOZA EXECUTIVE DIRECTOR



DIRECTOR'S MESSAGE

I am pleased to present the Santa Ana Community Development Agency's Annual Report for Fiscal Year 2018-2019 – Serving the Community Always in All Ways. We strive to put our best foot forward every day to serve the public in the most efficient and effective ways possible. In this year's Annual Report, we are highlighting many, though certainly not all, of the Agency's accomplishments and activities to advance our vision ensuring housing opportunities, economic development opportunities, artistic endeavors and saving local jobs.

The past year proved to be another eventful year for our Agency. Most notably, CDA continued to expand WORK Center programming, Spurring Economic Development, expanding housing opportunities and providing homeless related services to the community.

Some of our highlights include:

- **Serving 14,000 + at the WORK Center, while saving 123 jobs locally.**
- **Providing \$70,000 in artist Grants to individual artists and non-profits**
- **Expanded the Buy Local Program, providing \$500 rebates for vehicles purchased from local auto dealers**
- **Awarded over \$6 million to develop 196 units of affordable housing across four projects**
- **Awarded "High-Performer Status" by the U.S. Department of Housing and Urban Development**
- **Awarded \$872,543 of CDBG Funding for 18 public service programs that provided an array of services, such as tutoring, community beautification, anti-bullying workshops, criminal record expungement, domestic violence legal services, and homeless services.**
- **Established the Santa Ana Interim Emergency Homeless Shelter, The Link. This 200 bed shelter facility, on average houses 174 individuals including 23 children. Over 51 people have moved into permanent housing since its inception and has been called a "National Best Practice"**

I hope you enjoy reading this Annual Report and that it gives you further insight into the work that we do and the progress we have made as an organization in partnership with others. Our Agency staff members are our greatest resource, and I'm proud to say we have a team committed to working together for the success of our Agency.

The performance of our Agency once again demonstrates our belief that it's possible to do well while doing good.



OUR PROFILE

The Community Development Agency (CDA) is responsible for providing services in the area of economic development, job training, affordable housing, homeless services, and downtown development. The Agency plans, develops and administers programs to accomplish the public policy goals of the Santa Ana City Council, Santa Ana Housing Authority and Workforce Development Board.

DIVISIONS

Economic Development Division

- Work Opportunity Resource Knowledge (WORK) Center
- Workforce Development Board
- Business Outreach/Arts & Culture

Housing Division

- Housing Development Services
- Housing Authority
- Grants (CDBG/ESG/HOME)

Homeless Services Division

Administration/Successor Agency Division

ECONOMIC DEVELOPMENT

DIVISION



CDA's Economic Development Division is composed of three subdivisions: The Work Opportunity Resource Knowledge (WORK) Center, Workforce Development Board (WDB), and Business Outreach/Arts & Culture.

WORK Center / Workforce Development Board Accomplishments

WORK Center

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

- Finding new jobs or changing careers
- Enhancing job skills
- Access to individualized training
- Career guidance
- Access to benefits that support their career endeavors

Workforce Development Board

The Workforce Development Board is the overseer of the implementation of the services that the WORK Center provides. It is also the administrator of the Workforce Innovation Opportunity Act (WIOA) grant funding, and provides policy and guidance.



WORK Center / Workforce Development Board Accomplishments

The WORK Center partnered with the State of California Employment Development Department (EDD), County of Orange Social Services Agency (SSA), SER-Jobs for Progress, Inc. State of California Department of Rehabilitation (DOR), and the Santa Ana Housing Authority and successfully opened America's Job Center of California (AJCC) new co-located facility at 801 Civic Center Dr., Santa Ana, CA 92701.

The AJCC provides job seekers, veterans, the under-employed, or those transitioning into a new line of work with a one-stop center to access a wealth of resources from various state and local agencies, as well as non-profits.



WORK Center / Workforce Development Board Accomplishments

During FY2018-19 the WORK Center served over 14,000 people. Service highlights:

- 14,362 people accessed WORK Center Resources
- 4,751 individuals received one-on-one resume assistance
- \$347,219 invested in job training for the unemployed



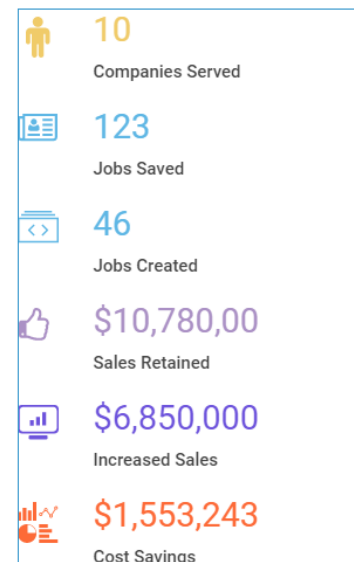
Summer Youth Job Fair held at Century High School was attended by over 375 job seekers, 49 employers, and 8 youth resource exhibitors.



Santa Ana's Youth Service Provider Network (YSPN) enrolled 60 at-risk youth, with a focus on providing academic improvement and workforce participation. All participants are on track to complete their training and over 40% have enrolled into post-secondary education.

The WORK Center provides a Layoff Aversion Program aimed at aiding companies to avoid layoffs during economic downturns or business hardships.

The WORK Center contracted with California Manufacturing Technology Consulting (CMTc) a non-profit that focuses on providing assistance to the Manufacturing Sector with the goal of serving 10 Santa Ana based manufacturers who were identified as at risk of laying off employees. This has resulted in increasing company productivity and saving over 100 jobs. This effort has been a resounding success.



Business Outreach / Arts & Culture Accomplishments

The Business Outreach/Arts & Culture subdivision works closely with the City Manager and other City Agencies in an effort to present a unified, streamlined approach concerning development and business issues. It coordinated 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 Association, local business associations (Downtown Inc., Santa Ana Business Council), and other agencies.

Business Attraction & Retention

As part of the City's Strategic Plan goal "to leverage private investment that results in tax base expansion and job creation Citywide," the Business Outreach & Retention team successfully partnered with non-profits, other government agencies, stakeholders, and programs to retain and attract business investment in the City of Santa Ana.

- Reached out to thousands of retailers, developers, brokers, and cities at the 2019 International Council of Shopping Centers (ICSC) conference in Las Vegas, Nevada.
- Assisted over dozens of companies to help locate or relocate within the City and assisted them through the Planning and Building Process. Most notably, staff assisted Starbucks at 17th and Grand and IHOP on Bristol through the permitting process.

37,000
ATTENDEES

853,000
SQUARE FEET

1,200
EXHIBITORS

PARTICIPANTS FROM 58 COUNTRIES

25 EDUCATION &
CERTIFICATION
SESSIONS

3 BLOCKBUSTER
KEYNOTE
SPEAKERS

15 SPECIALTY
LEASING
SESSIONS

Business Outreach / Arts & Culture Accomplishments



-Partnership with the Santa Ana Chamber of Commerce resulted in the outreach of over 360 businesses.

-Through the Small Business Incentive Program, \$5,000 grants were awarded to The Family Bike Shop and Chevita's Juice & Bagels.

-Promoted & marketed Santa Ana by partnering with LOCALE magazine. Estrella TV, La Ranchera Radio, and social media.

#SmallBusinessSaturday

Small business development through workshops, such as "The Whole Kitchen Sink" geared to provide start-ups with the tools and knowledge needed to start a successful business.

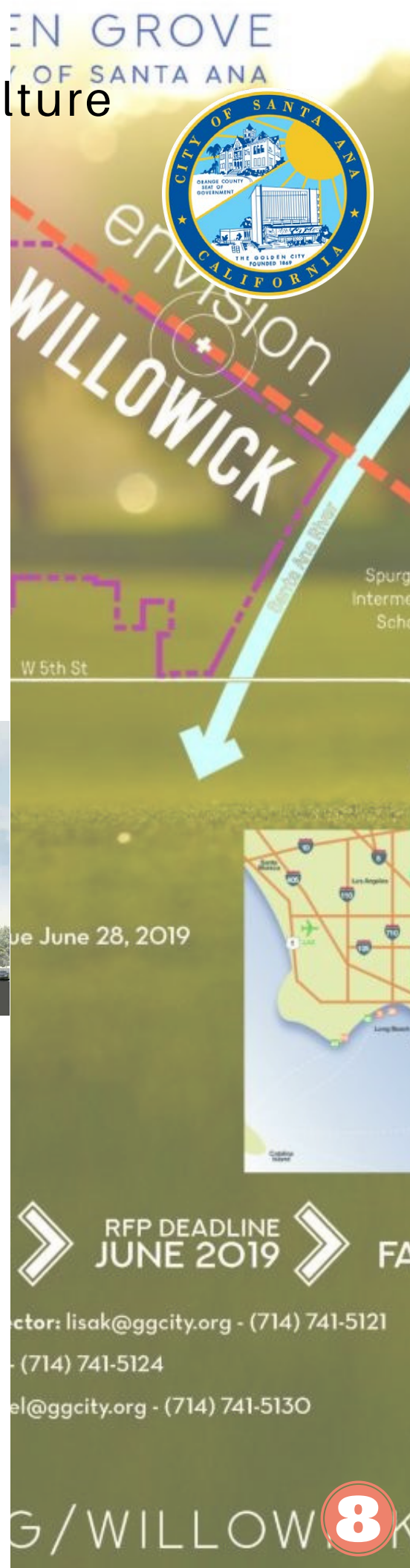


The City of Santa Ana

The Economic Development team Kicked-off planning efforts for the City of Santa Ana's 150th Anniversary celebration events.

- Street Breakfast
- Blessing of the City
- Mariachi Festival
- Anniversary Celebration





Business Outreach / Arts & Culture Accomplishments

Willowick

In a joint effort, the cities of Santa Ana and Garden Grove started the process of redeveloping the 100-acre Willowick Golf Course owned by the City of Garden Grove, but located in Santa Ana.

- Hosted workshops for the local community to help envision the future of Willowick Golf Course site.
- Released a joint Request for Proposals inviting developers to propose the future development at the site.



2129 N Main Street Hotel Development

The Economic Development team completed the sale of a 1.69-acre city-owned property to Net Development for the construction of a hotel. The 6-story/120-room hotel will host a restaurant and hotel bar at the adjacent and historic buildings.



- Revenue received from sale of land \$2,075,000
- New hotel will generate hotel visitor taxes and retail sales tax

Business Outreach / Arts & Culture Accomplishments



Arts and Culture stimulates economic development by prompting tourism and promoting business expansion. The Economic Development division has successfully achieved this through public art, and empowering local artists, and attracting outside art into the City.

Public Art

- Public Art at East 3rd and North Bush Streets were installed to beautify the area and increase foot traffic.
- Jorge Marin's renowned bronze sculptures *Wings of the City* were de-installed after nearly a year-and-half in the City's downtown.

Professional Development/Grants

- The Arts & Culture team facilitated workshops, such as the Arts Advocacy Training Workshop and Grant Writing Workshops, to assist individual artists and non-profits.
- \$70,000 in Artist Grants were awarded to individual artists and non-profits.
- Collaboration with Mercy House and the City's Homeless Services Division to provide a year-long arts program called "**HeART LINK**" for The Link, a temporary homeless shelter in Santa Ana.
- Facilitated community meetings with the vision of creating stronger communities through arts and culture.

HOUSING

DIVISION

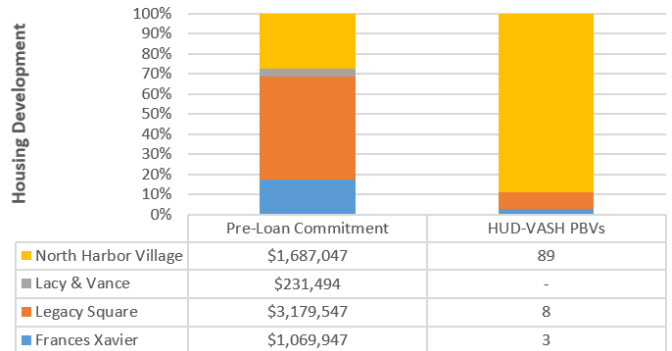
CDA's Housing Division is composed of three subdivisions: Housing Development Services, Housing Authority, and Grant Administration. The Housing Division is focused on ensuring the effective and efficient utilization of City resources to enhance and preserve the intrinsic quality and economic viability of residential neighborhoods and housing stock within the City.

Housing Development Accomplishments

The Housing Development Services provides quality technical and financial assistance to residents, developers, investors and non-profit organizations within the residential community to ensure the enhancement of existing housing stock, construction and rehabilitation of quality affordable housing, and the promotion of home ownership opportunities.

Affordable Housing

Housing Development, in FY2018-19, awarded over \$6 million to develop 196 units of affordable housing across four projects: Frances Xavier, Legacy Square, North Harbor Village and Lacy & Vance



Legacy Square

Housing Authority Accomplishments

The Santa Ana Housing Authority provides rental assistance through the Housing Choice Voucher Program to extremely low-income families.



The Santa Ana Housing Authority was awarded "High-Performer Status" by the U.S. Department of Housing and Urban Development's (HUD) Section 8 Management Assessment Program (SEMAP) for their excellent administration of the Housing Choice Voucher program.

The Santa Ana Housing Authority through a rigorous and competitive application process has received annual awards of \$1,075,199 for the HUD-Veterans Affairs Supportive Housing (VASH) Program and \$585,383 for the Mainstream Voucher Program. These funds will help assist individuals experiencing homelessness--as well as homeless veterans with tenant-based assistance.



The Santa Ana Housing Authority actively uses project-based vouchers to develop permanent supportive housing opportunities. A total of one hundred (100) project-based vouchers were awarded this fiscal year to three different projects: North Harbor Village (89), Legacy Square (8), and Frances Xavier (3). The Aqua Housing project, featured below, has 56 project-based vouchers and was able to break ground this year due to the Housing Authority's investment



Aqua Housing

Housing Grant Administration

Accomplishments: CDBG, HOME, & ESG

The Housing Division manages the Emergency Solutions Grant (ESG) Program, the Home Investment Partnerships (HOME) Program and the Community Development Block Grant (CDBG) Program. These grants are issued by the U.S. Department of Housing and Urban Development to provide communities with resources to address a wide range of unique community needs.

Community Development Block Grant

Public Service Programs

-In Fiscal Year 2018-19, the CDBG Program awarded \$872,543 for 18 programs that provided an array of services, such as tutoring, community beautification, anti-bullying workshops, criminal record expungement, domestic violence legal services, and homeless services.

Code Enforcement

- The CDBG program also funded Code Enforcement Officers, who responded to 4,454 complaints covering 3,216 residential properties and all within the CDBG eligible deteriorating areas. This resulted in approximately \$1,932,659 in repairs and upgrades to over 400 properties.

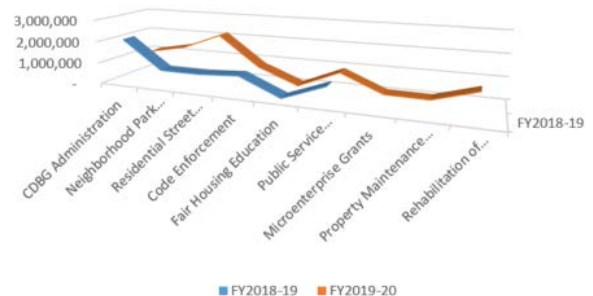
Capital Improvements

- CDBG funded \$362,635 to rehabilitate the Santa Ana Regional Transportation Center restrooms and sidewalks on Willits and Edinger.



Summer Night Lights

CDBG



Housing Grant Administration

Accomplishments: CDBG, HOME, & ESG

HOME Investment Partnerships Program and Inclusionary Housing

Through the HOME program, the Housing Division has helped families purchase affordable homes, provide down-payment assistance, home rehabilitation, and fund affordable housing projects.



Nine (9) Families became first-time homeowners in Santa Ana through the Housing Opportunities Ordinance Affordable Housing Program, the Down Payment Assistance Program, and Habitat for Humanity Homes.



- The Housing Division facilitated five (5) Down Payment Assistance Workshops and two (2) Homebuyer Fairs.

- Provided fifteen (15) new loans in the amount of \$7,565,853, bringing the City of Santa Ana's Loan Portfolio to a balance of \$136,874,326.

Emergency Solutions Grant (ESG)

The Federal Emergency Solutions Grant (ESG) program provides funds for a variety of activities to address homelessness. In Fiscal Year 2018-19, Santa Ana used these funds to outreach and engage with individuals and families living on the streets in Santa Ana, to help operate and provide essential services at emergency shelters, and to provide rental assistance to house individuals and families.

ESG funds were awarded to **Mercy House** Living Centers for Homeless Prevention, Shelter and Rapid Re-Housing, **WISEPlace** for Shelter, Interval House for Shelter, **Illumination Foundation** for Outreach, Homeless Prevention and Rapid Re-Housing, **City Net** for Outreach, **2-1-1-Orange County** for Data and **SAPD-HEART** Program for Outreach.



City Net

HOMELESS SERVICES

DIVISION

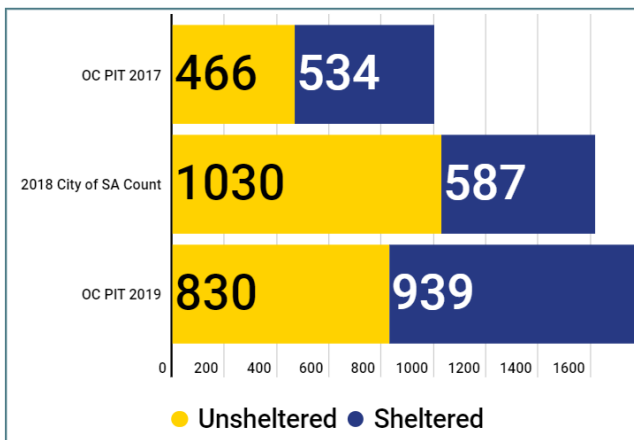
The Homeless Services Division of CDA is focused on addressing all aspects of homelessness for the entire City of Santa Ana and collaborating with the County of Orange to ensure regional equitability and responsibility is attained to the complex issue of homelessness.



Railroad Clean up

The Homeless Division spearheads the Quality of Life Team (QOLT), a multidisciplinary team comprised of staff from the offices of SAPD, Public Works, Parks and Recreation, Code enforcement, City Attorney and County Health Care Agency Outreach workers.

QOLT was formed in FY2017-18 to address quality of life issues, concerns related to municipal code violations, improper use of public and private property, property storage and connection to shelter and resources for individuals experiencing homelessness. With its success, QOLT has expanded in FY 2018-2019, with quicker response times, and greater clean-up projects such as Santiago Creek Clean up and the Railroad Implementation Plan.



In FY2018-2019, Homeless Division also pioneered the City’s first Data Dashboard, portraying transparent data on the successes of the Link, QOLT, and Housing opportunities for the homeless. The County of Orange and several cities followed the example of Santa Ana and created similar dashboards.

Emergency Shelter Beds

Courtyard Shelter	450 Beds
The Link	200 Beds
Hospitality House	75 Beds
SAFEplace @ WISEplace	60 Beds
Total Emergency Shelter Beds	760 Beds

Source: Individual Shelter Surveys

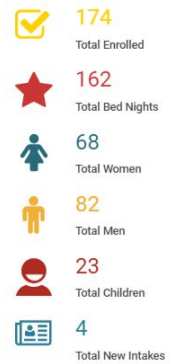
Homeless Services Division Accomplishments

The Link

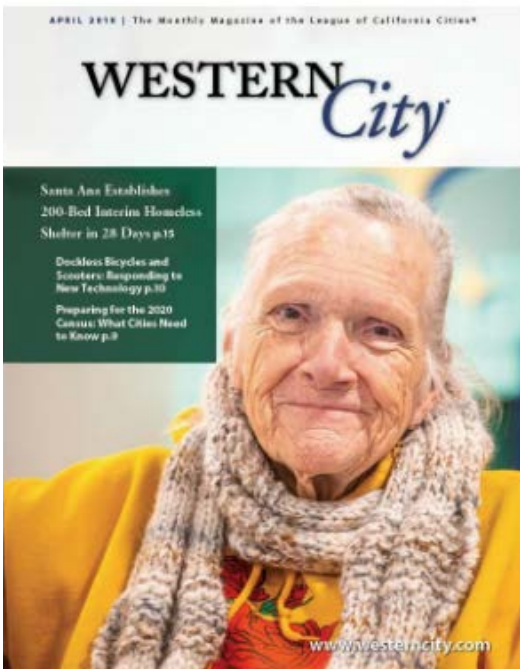
In FY 2018-2019, Homeless Division, along with the Directors of the Interdepartmental Team successfully completed one of the City's greatest accomplishments; the establishment of the Santa Ana Interim Emergency Homeless Shelter, The Link. In August, City Council declared a Shelter Crisis Resolution, in October staff worked day and night with Mercy House and contractors; 28 days later, the Link commenced and opened its door to house the homeless. The beautiful 200 bed shelter facility, has housed 51 people into permanent housing since its inception and has been called a "National Best Practice," by Federal Judge Carter, and has pioneered a model for several cities who have recently created shelters.

Santa Ana Homeless Shelter The LINK Summary Data

Daily Summary:
As of August 28, 2019



April 2019



Santa Ana's The Link, Featured in Western City Magazine

Success Story

Laura, Dathon, and their son Patrick arrived at the Link on the night of January 3rd, 2019. The family kept a positive attitude and made it a priority to meet with their case manager weekly. The family received their housing voucher from the City of Santa Ana on March 1, 2019. On May 16, 2019, the family moved into their two-bedroom apartment in Irvine with the assistance of Mercy House and Illumination Foundation. The family is eternally grateful to the City of Santa Ana and supporting agencies who helped them end their homelessness.



ADMINISTRATIVE SERVICES/SUCCESSOR AGENCY

DIVISION

The Administrative Services/Successor Agency Division is focused on preparing CDA's \$80 + million dollar annual budget, providing administrative and fiscal services to divisions, monitoring revenues and expenditures--as well as the winding down the affairs of the former Redevelopment Agency.

Successor Agency

Transition to the new Countywide Oversight Board for the Continued wind down of the former redevelopment agency and it's obligations.



Management Analyst

Hiring of a new Management Analyst position to assist in providing administrative and fiscal services to the other divisions and work units.

Bonds

Collaboration with the Finance and Management Services Agency in the Issuance of new Successor Agency Tax Allocation Refunding Bonds (\$72.3 million) in November 2018.



INFORMATION

HOUSING DIVISION



Housing Authority
PO Box 22030
Santa Ana, CA

Tel: 714-667-2200
Fax: 714-547-5411

WORK CENTER / WORKFORCE DEVELOPMENT BOARD



801 West Civic Center Drive, Suite 200
Santa Ana, CA 92701

Tel: 714-565-2600

BUSINESS OUTREACH / ARTS & CULTURE / HOUSING DEVELOPMENT / ADMINISTRATION

20 Civic Center Plaza, M-25
Santa Ana, CA 92701

Tel: 714-647-5360

ACKNOWLEDGEMENTS

Mayor, Miguel Pulido

Ward 1, Vicente Sarmiento

Ward 2, David Peñaloza

Ward 3, Jose Solorio

Ward 4, Vacant

Ward 5, Juan Villegas Mayor Pro Tem

Ward 6, Cecilia Iglesias

Kristine Ridge, City Manager

