

# 2020 YEARBOOK

COMMUNITY  
DEVELOPMENT AGENCY

WHAT  
THIS TEAM  
*can do!*





**CLASS OF 2020**

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# PRINCIPAL'S MESSAGE (EXECUTIVE DIRECTOR)

As we officially conclude Fiscal Year 2020/2021, I reflect on the progress we have made together in this truly unprecedented year. It will be remembered for a global pandemic, social unrest, California's worst-ever wildfire season, energy blackouts, and more. It was also the year that Community Development Agency (CDA) staff rose to challenges of a magnitude we've never experienced, reimagined how to serve in uncharted waters, and started to recover in transformative ways that will leave our Agency strengthened. As we embark on a new year, CDA looks forward to supporting Santa Ana's residents and businesses in their efforts to REVIVE stronger than before.

We are looking towards progress in the face of the pandemic and wish to thank our network of services providers, partners and fellow Santa Ana employees for their support this past year. We do not succeed without the generous help of others.

I am pleased to present the Santa Ana Community Development Agency's Annual Report for Fiscal Year 2020-2021 – "What This Team Can Do." 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.

I hope you enjoy reading this Annual Report and that it gives you further insight into the services that are "Powered by CDA." I especially want to thank Arts & Culture Specialist, Ms. Tram Le, for preparing this edition of our annual report. I look forward to all we will accomplish together in 2021/22.

*Steven Mendoza*



**STEVEN A. MENDOZA**

[Executive Director]

**Principal of the Year**  
**"Most likely to be your friend on LinkedIn"**



**WHAT THIS TEAM  
CAN DO!!**

# WE'RE NO LESS HEROIC

by *Tomy Lai*

Workforce Specialist II

*A year for the books, it's apt to call last year.*

*Not holding our heads high, we cowered instead*

*In the pandemic's shadow with worries and tear,*

*Being plagued by despair and a sense of dread.*

*Businesses shut down and sales were slow;*

*Losing income, people had bills they couldn't pay.*

*Life was dark with hardship and stark sorrow,*

*But where there's a will, it's said, there's a way!*



*To the rescue, CDA seized the right moments*

*To help keep afloat struggling businesses*

*And relieve life's problems of residents*

*By delivering and boosting vital services.*

*Health workers are heroes but we're no less heroic.*

*We've duly done our parts to beat the pandemic!*





## **MARC MORLEY**

**[Economic Development Manger]  
Future Leaders of America  
Club Chair  
"Most likely to make it rain"**

# ECONOMIC DEVELOPMENT

Santa Ana has separate and unique sections within the City offering a multitude of diverse benefits and incentives to its businesses, including: the WORK Center, Downtown Office, and Arts & Culture Office.

# FUTURE BUSINESS LEADERS OF AMERICA CLUB

(ECONOMIC  
DEVELOPMENT)



**PROM COMMITTEE**

*Sparkle*



**SUMMER CAMP (-:**



**LADY BOSS!**

**FUTURE  
BUSINESS  
LEADERS OF  
AMERICA CLUB**

**(ECONOMIC  
DEVELOPMENT)**



**DANCE COMMITTEE**

**XO  
XO**



**TEAM PHOTO DAY - MVPS**

## Economic Development



### BUSINESS ATTRACTION + RETENTION

Economic Development Staff provided assistance to over 1,000 new and existing businesses including site selection assistance, guidance with City permits, information on eviction protections, and resources for incentives, grants, loans, consulting services, and legal assistance.

#### SANTA ANA VEHICLE INCENTIVE PROGRAM (SHOP LOCAL PROGRAM)

This “Shop Local” program, is in its second year, and aims to keep vehicle sales local by providing Santa Ana Residents and Business a \$500 rebate on the purchase or lease of vehicles from one of 10 franchised auto dealerships. This year, 1,590 residents and businesses received a rebate for a total value of \$795,000.

#### SMALL BUSINESS SATURDAY (SHOP LOCAL PROGRAM)

A “Shop Local” campaign was launched to encourage residents to Shop Santa Ana on November 28, Small Business Saturday. The campaign included promotion via social media, electronic marquees, and distribution through the Downtown Santa Ana Newsletter and the Santa Ana Chamber of Commerce.

#### SHOP HEALTHY

In partnership with the County of Orange Health Care Agency, the Shop Healthy campaign was launched to encourage residents to make healthier shopping choices and businesses to create healthier, thriving store environments to help improve the well-being of the Santa Ana community. The campaign includes social media posts, a dedicated website, postings at local stores, and billboards throughout the City.







## **BUSINESS RESOURCES**

### **GROW CONFERENCE**

On April 7, 2021, a virtual broadcast of the 7th Annual GROW Conference was presented by the Santa Ana Chamber of Commerce and the City of Santa Ana. Developers, real estate brokers, and community leaders attended the event which showcased the economic state of the City presented by City Manager Kristine Ridge, the new General Plan initiatives, the new Travel Santa Ana Tourism and Marketing district, pandemic recovery resources and initiatives, and updates on several City development projects.

### **TESLA SUPERCHARGE STATION**

In April, the City-owned 5th and Spurgeon parking garage opened a Tesla Supercharger Station equipped with 20 fast chargers. This is a result of the first public-private partnership with Tesla in Orange County. The station will further Santa Ana's efforts as a Green City, provide an amenity to residents and visitors, and increase patronage to downtown businesses as the Supercharger Station is expected to bring hundreds of additional visitors to downtown Santa Ana on a weekly basis.

### **BUSINESS WORKSHOPS**

The City of Santa Ana hosted business webinars and conference in collaboration with the Small Business Development Center in English and Spanish in order to help business owners connect with valuable resources. Workshops included information on business grants opportunities, renegotiating leases, and marketing.

### **SANTA ANA TOURISM MARKETING DISTRICT**

In an effort to enhance and augment the City's current marketing and promotional efforts for tourism, Economic Development staff led efforts to establish the Santa Ana Tourism Marketing District (SATMD). The SATMD was established to create a citywide benefit assessment district designed to improve tourism activity and increase the demand for hotel room nights in the City of Santa Ana. In December 2020, City Council unanimously approved a 2% assessment on room revenue for all hotels of 70 rooms or more within the city for an initial five-year term beginning January 1, 2021 through December 31, 2025.





## NEW DEVELOPMENT

### OPPORTUNITY ZONE PROSPECTUS

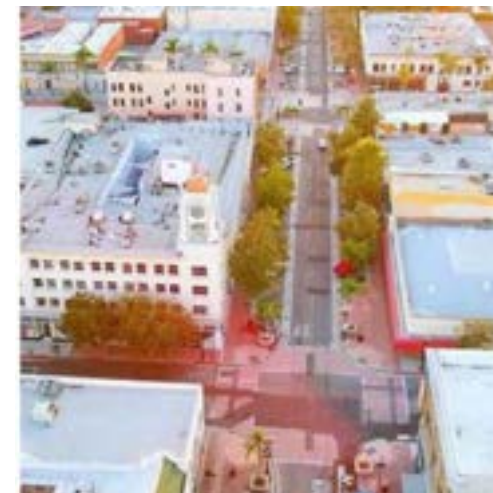
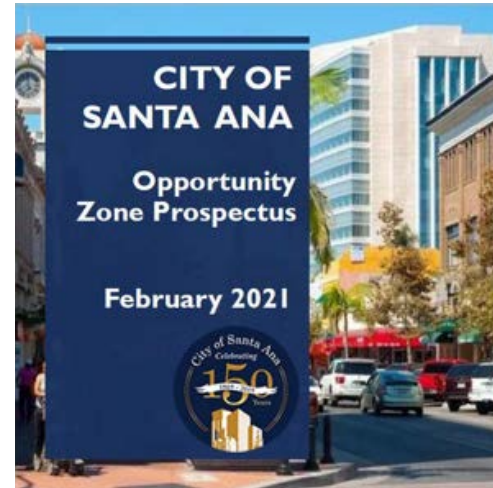
A Santa Ana Opportunity Zone Prospectus was developed to identify and market key development opportunity sites that Opportunity Zone investors can target in the City. Communities that proactively match private investment with public sector goals will best leverage tool to accelerate and amplify economic development in their lower income neighborhoods.

### SALE OF YMCA

On January 2021, the City of Santa Ana closed escrow on the sale of the YMCA property. The property will be developed into a 20- 40 room boutique hotel with a lobby that will maintain the historical features of the old YMCA. It will also include a Grand Ball Room that will be able to accommodate up to 300 people, a gym, basketball court, indoor pool and spa, bistro for hotel guests and an art gallery for local artists. This project is anticipated to generate revenue through hotel visitors tax, utility taxes, and property taxes for the City. The total investment in this project will exceed several millions of dollars and will revitalize a historic piece of Santa Ana's history into a fully functioning community asset that has been boarded up for over two decades.

### 3RD & BROADWAY DDA

On October 5, 2020 the City of Santa Ana and Caribou Industries entered into a Disposition and Development Agreement. This development proposes to a 16-story residential use with 171 apartments, a 10-story hotel with 75 rooms, 13K sq. ft. of retail, and will provide 211 public parking spaces along with parking for the residential units and the hotel.



### COVID-19 ASSISTANCE GRANTS

#### **CDBG COVID-19 SMALL BUSINESS INCENTIVE GRANT**

A total of 51 microenterprises received grants in amounts up to \$5,000 to assist with business stabilization. The grants reimbursed business owners for operational expenses such as rent, supplies, and personal protective equipment. Additionally, businesses were linked to the Small Business Development Center to receive technical support.

#### **CARES BUSINESS GRANTS**

Staff developed and administered the Small Business Assistance and Restaurant Relief programs that provided \$10,000 grants to 340 businesses and nonprofits that needed assistance in surviving and recovering through the pandemic. Grants were to be used for rent, utilities, payroll, marketing, personal protective equipment, software and equipment automate systems or to allow for telecommute activities of employees, and furniture, equipment, and supplies for expanded outdoor activities.

#### **CARES MUSEUM ECONOMIC STABILIZATION GRANTS**

Discovery Science Center, Bowers Museum, and Heritage Museum of Orange County received economic support totaling \$868,000 for staffing, restructuring programing, assisting with safe reopening, and providing stabilization funds for revenues that were lost due to the COVID-19 pandemic.

#### **ISOLATION ASSISTANCE PROGRAM**

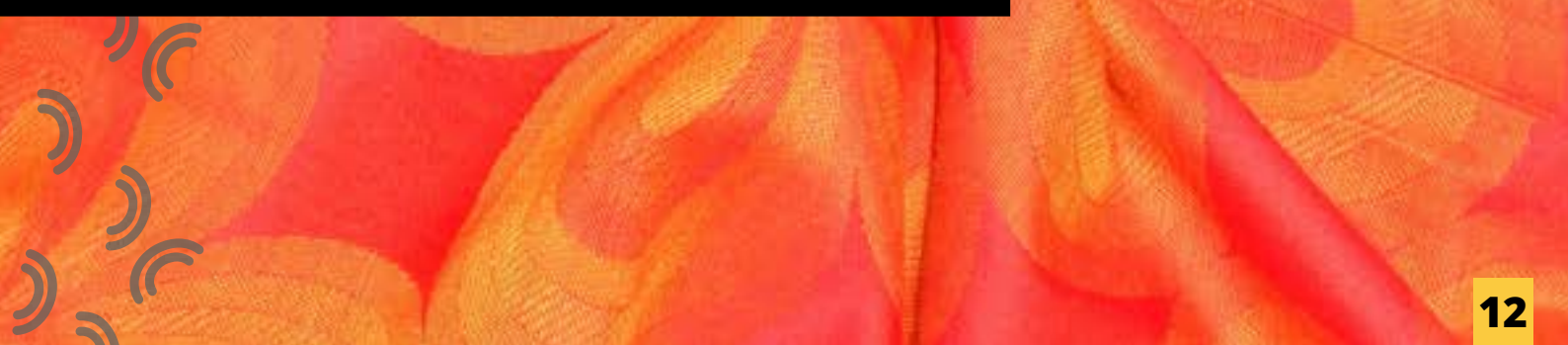
Staff developed and administered the Isolation Assistance Program to help keep families safe and reduce the spread of COVID-19. The program provided hotel rooms to families when a household member tested positive for COVID-19. The healthy family members received temporary housing at a hotel while their family members recovering from COVID-19 self-isolated at home. The program assisted 238 individuals, encompassing 101 families.





# WORK CENTER

Santa Ana's One-Stop Center offers a range of services associated with employment, job training, and counseling for adults and youths.



# KEY CLUB (WORK CENTER)

## STORIES OF SUCCESS

Oh Insurance Agency has been working with the Santa Ana WORK Center for several years, where we had a few successes in finding long-term candidates for the agency. The program allows businesses to develop potential trainees looking for a skilled-level job. It is a win-win situation for both the employer and potential trainees to develop and be able to find work opportunities in a field without much experience. Trainees just need to have an open mind, good work ethic, and be trainable. That being said, we hope to continue working with the program, and our goal is to find candidates seeking a career, and not a job! This program will teach trainees confidence, technical skills, and hone their personal communication skills, taking their career to the next level. Overall, the program provides the company a chance to work and develop those seeking employment who have a desire to advance in their career.

-Janet Oh, Business Owner



GAME  
ON



## COVID-19 RESPONSE

The COVID-19 pandemic changed the landscape of America in unprecedented ways. An industry whose foundation has been personal face-to-face services was suddenly cut off from the public. Our public offices were mandated to close, and the only way to communicate was by phone. Many of the Center's onsite partner agencies released their employees to work from home. The City, however, retained staff at the WORK Center as essential workers. Thinking "outside of the box," we **developed an online application for services to recruit people into programs** while still maintaining social distancing.

Over 650,000 unemployment applications were backlogged at the State and waiting to be processed. As a result, the Santa Ana community reached out to the Center for answers. **Staff fielded hundreds of phone calls daily**, providing advice on how to access unemployment services as well as facilitating referrals to State representatives who could provide assistance.

Just like the residents, businesses reached out to the Center for guidance on how to better help their employees. Our **Rapid Response team set up online presentations with over 90 businesses**, which resulted in **6,620 Santa Ana employees getting connected to workforce services**.

## SUPPORTED SANTA ANA CARES PROGRAM

### **CHILD CARE PAYMENT ASSISTANCE GRANT:**

- A \$250,000 program providing childcare payment assistance to support Santa Ana residents and essential workers to return to work during the pandemic.
- **Over 220 households were given \$1,000/week/household through October 31, 2020.**

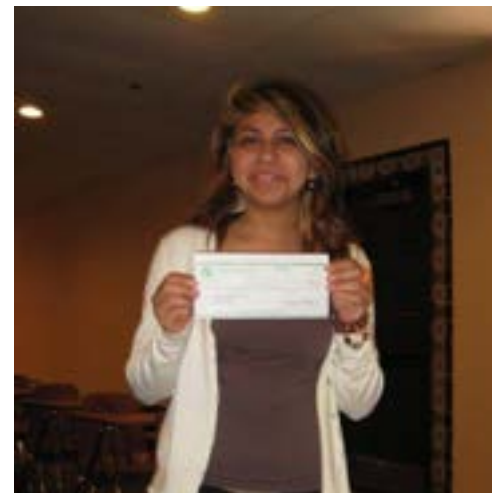
### **RENTAL ASSISTANCE PROGRAM:**

- Center staff helped residents who needed **technical assistance to apply to this program online.**

**100's of phone calls daily**

**90+ online presentations to businesses**

**6,620 Santa Ana employees got connected to workforce services**





## **JOB SEEKER SERVICES**

### **SANTA ANA CALWORKS PROGRAM**

This program serves families on public aid and prepares participants for unsubsidized employment through classroom and work-based training:

- The Training Classroom Program provides up to \$7,000 in tuition assistance. Job placement assistance is provided after training is completed.
- Work-based training subsidizes work experience for about 3 months (20-40 hrs./week @ minimum salary). The goal is to get a job at the training site.
- Over 60 people were placed at either job sites or referred to various schools.
- 75% of those referred to schools found a job upon completion of training.
- 100% of the people who completed their work-based learning received job offers.

### **PRISON TO EMPLOYMENT INITIATIVE**

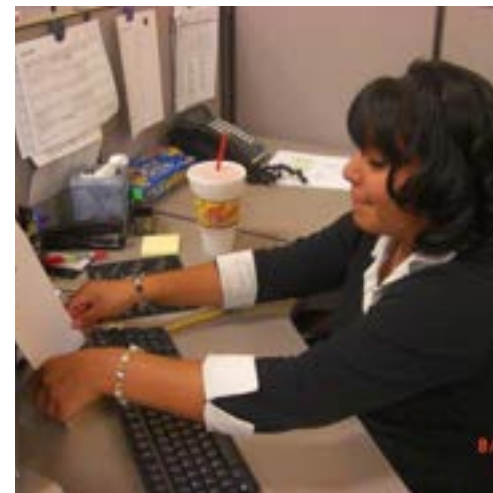
The Orange County Region Consortium, led by the Santa Ana WORK Center, was **awarded over \$3 million to serve 395 participants.**

Clientele received:

- vocational training
- job placement
- paid work experience
- supportive services to reduce recidivism

OC Region Consortium:

- Santa Ana WORK Center
- Anaheim Workforce Connection
- Working Wardrobes
- Project Kinship
- CA Department of Corrections & Rehabilitation





## WORKFORCE PARTNERSHIP INITIATIVE

The WORK Center partnered with the following entities to provide resources:

### The Santa Ana Public Library

Provided resources for adults in the area of employment to spur economic development:

- resume assistance
- job fair information
- interviewing skills
- career change

The Library has a unique resource called "**Brainfuse**," which is a program that offers live on-demand job-hunting strategy assistance from a job coach.

A key project was the Summer Job Fair, attracting 25 employers and over 100 job seekers.

### Santa Ana EDD Workforce Services

Assisted **Planet 13 Orange County**, the largest dispensery in California, in meeting their hiring needs:

- customer service
- delivery
- accounting
- sales team positions

The virtual sessions via Zoom were the most successful and had the most significant impact:

- First session = 102 participants
- Second session = 142 participants







### SCHOLARSHIPS FOR JOB TRAINING

The WORK Center awarded **over \$475,000** in scholarships to **clients** who trained in the fields of:

- Healthcare
- Transportation
- Finance
- Information Technology
- Manufacturing

Clients have received certificates, diplomas, or licenses working as:

- Medical Assistants
- Truck Drivers
- CNC Operators
- Accountants
- IT Technicians

We also work with local employers to try to match up our clients with open positions they may have available. And we continue to follow up with our clients for up to a year to ensure that they remain employed, or if they become unemployed to assist with employment needs.

### VIRTUAL JOB FAIRS

The WORK Center assisted employers with hiring, retaining, and developing their workforce, all at no cost. We embraced the changing business landscape and shifted to creative recruitment methods like virtual job fair events to help employers find qualified professionals eager to join companies.

We held virtual recruitments with the following employers:

- Amazon
- Tesla
- Waste Management
- UPS



#goals  
#sayslays

## SANTA ANA YOUTH EMPLOYMENT (SAY)

The Santa Ana WORK Center received **\$500,000** to enroll **120 young people** that were low-income and whose family income was affected by COVID-19.

The SAY Employment program provides youths (16-21 years old) with:

- 140 hours of paid work experience @ \$14/hr.
- 150 worksites to choose from (city offices, retail, restaurants, parks/recreation, library)
- interviewing skills
- resume writing
- financial literacy
- goal setting

Many of the youths enrolled in the program reported experiencing negative effects from the pandemic, including parents' job loss, relatives dying, and illness. Furthermore, mental health and a feeling of isolation became issues, which were exacerbated by remote learning due to school closures. Parents shared that this program is very much needed for their children's personal development, including their self-esteem that will allow them to become productive members of society.





# DOWNTOWN

We are committed to improving Downtown Santa Ana through the development, business assistance, arts initiatives, and community activities within the Downtown Business Improvement District (BID).

# YOUNG ENTREPRENEURS CLUB

(DOWNTOWN)

## STORIES OF SUCCESS

**Chevita's Juice & Bagels was on the brink of closing its doors at the end of July due to the pandemic. However, with the assistance of the Small Business Incentive Program grant of \$5,000, the City's Moratorium on Evictions, the innovative Outdoor Food Island within City parking spaces in front of their restaurant, and direct assistance in renegotiating the lease agreement, Dona Mari (owner) was able to remain in operation.**

**Dona Mari opened this business in June 2018 through savings from tamales sales. Her life's dream was to provide her children an opportunity to live the American dream of earning their degrees and becoming entrepreneurs like her. Her two children have since received their bachelor's degrees and have stepped up to help their mom with the family business.**



HUSTLE  
HUSTLE

# YOUNG ENTREPRENEURS CLUB

(DOWNTOWN)

## STORIES OF SUCCESS

**Mission Bar**, owned by Vanessa Pozzobon, opened in DTSA in 2017 and had to close for 8 weeks during the pandemic, financially devastating her. But with perseverance and grit, Vanessa petitioned for a pop-up Food Island on an adjacent city-owned parking lot. Not only was she approved for outdoor dining, she incorporated different types of food trucks and other restaurants in downtown such as Pizza Press and Next Round to help them stay afloat.

This model has been a win-win-win by positively activating an underutilized parking lot (helping to deflect negative activity in the alleyway), keeping Mission Bar's business going, and sharing the business opportunities with other restaurants in DTSA.



Good  
vibes

GLOW

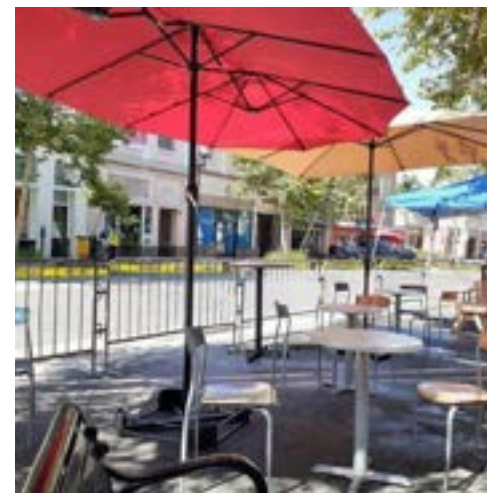
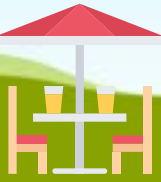
### OUTDOOR EXPANSION PROJECT:

During the pandemic when food and retail stores were not allowed to operate indoors, Downtown Santa Ana experienced a rapid and remarkable reconfiguration from the inside out with the construction of **9 parklets**. All 9 have beautiful **wood-finish decks, shade sails, solar-powered bistro lights, outdoor furniture, and hand sanitizing stations**. The custom parklets are built according to City standards, flush to curb heights, and level for **ADA access**. Additionally, **nearly a dozen businesses on the south sidewalk of 4th Street have outdoor patio fences and outdoor furniture**, which will be removable in anticipation of the OC Streetcar construction.

Several blocks of 3rd Street were closed to vehicles and opened for expanded outdoor dining and pedestrian walk-way. Parklets are primarily used by adjacent restaurants and shared with neighboring retailers, serving as charming place-making space.

- The City created:
  - "Guide for Expanded Restaurant + Retail Spaces" ([Download here](#))
  - "Guide for Outdoor Business Operations" ([Download here](#))
- Telemundo highlighted this project. Watch video [here](#).
- Close to 40 restaurants and cafes offered their patrons al fresco dining.
- "Retail Islands" throughout 4th Street were activated for nearly a dozen retail stores.
- Personal Care Service businesses such as barbers, hair salons, and other expanded personal care services (facials, waxing, aesthetics, skin care, cosmetology, nail service, and non-medical massage therapy) were allowed to operate outdoors.
- Mobile food trucks can operate on private parking lots. They must first register before operating. Watch Telemundo's report [here](#).

Dozens of **DTSA businesses** were saved because of the **Outdoor Expansion Project**



GLOW

### NEW BUSINESSES + BUSINESS VENTURES IN DOWNTOWN SANTA ANA:

- **Chato's Bar & Grill**  
400 N. Broadway

A contemporary Mexican restaurant with a menu that draws inspiration from Michoacan and California.

- **Cerveza Cito Brewing Company**  
309 W. 4th Street

A Santa Ana nano-brewery that uses Santa Ana's award-winning water to brew 10 different types of beer, incorporating unexpected ingredients such as Ibarra Mexican chocolate, cinnamon, and many more.

- **Esports Arena - Esports Arena Series E**  
corner of 5th & Main Street

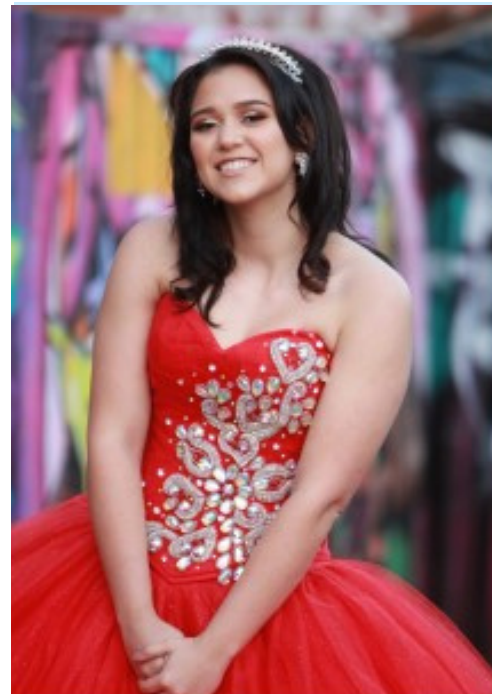
Launched a first-of-a-kind semi-professional gaming ecosystem, more commonly referred to as Esports Arena Series E, that is 100% virtual and connects gamers to gaming deals, contracts, or sponsors.

- **DTSA Bridal & Quinceanera Businesses**  
various locations

Leads Bridal & Quinceanera Association, representing nearly a dozen bridal/quinceanera businesses throughout the prominent Calle Cuatro, have partnered with the City to conduct bilingual hands-on training to assist with:

- Setting up e-commerce sites
- Online business presence on sites such as Google and Yelp
- Professional photography of merchandise
- Website Design
- Business social media platform
- Managing e-commerce industry

A Virtual Bridal & Quince Fashion Show, available to stream on Facebook, showcased stunning bridal gowns, radiant quinceanera dresses, and tip-top suits made by 10 proud and long-standing business owners from DTSA.



DOWNTOWN SANTA ANA

BRIDAL &  
QUINCEAÑERAS

*Fashion Show*

## Downtown

GLOW

### KEEPING D TSA CLEAN:

During the pandemic, the Downtown area of Santa Ana received additional cleaning and power washing services every week:

#### Sanitized:

- call buttons
- benches
- meters
- stairwells
- building entryways

#### Power washed:

- sidewalks
- alleyways
- bus shelters
- street furnitures
- parking structures

CDA partnered with the Public Works Agency to help Downtown businesses establish commercial refuse services through Waste Management. **The dense population, coupled with limited space in the Downtown area, has caused a substantial refuse service demand.** And the private-public cooperation has streamlined the commercial refuse services as well as recycling program for businesses there.

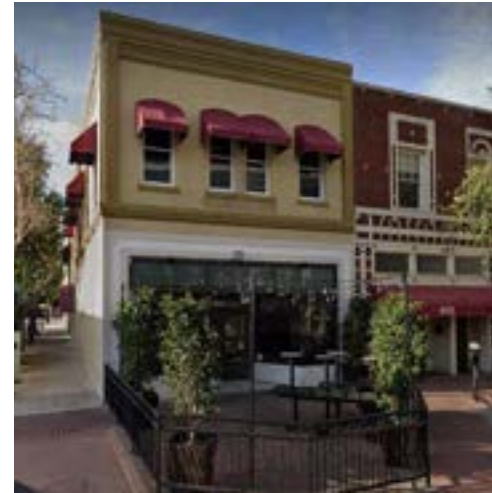
#### Businesses/Properties with own commercial refuse service:

- Cafe Cultura
- Nicholas Academic Center
- Perla Mexican Cuisine
- I Can BBQ Korean Grill
- Veterans Hall Building

#### Businesses/Properties using recycling program:

- Las Cazuelas
- El Rincon Mexicano
- The Den
- Grand Central Arts Center
- Metro PCS

Enjoy a quick video of the new initiative as well as highlights of some Santa Ana businesses [here](#).







# Downtown Teddy & American Flags



Very special thanks to the Public Works Agency for sponsoring the holiday décor throughout Downtown Santa Ana this year.





# ARTS & CULTURE

The Arts & Culture Office stimulates economic development by prompting tourism and promoting business expansion through public art projects, empowering local artists, and attracting outside art into the City.



## PUBLIC ART

### UTILITY BOX ART PROGRAM - PHASE 4

In an effort to enhance the beauty and vibrancy of the city, provide opportunities for local artists to showcase their work, and deter vandalism on utility boxes, the City's Arts & Culture Office collaborated with Public Works Agency to identify viable locations and issue a call for designs for the 4th phase of the Utility Box Art Program.

The Utility Box Art Program - Phase 4 includes:

- **21 new boxes painted** along Main Street and Bristol Street
- **14 restored boxes** from Phases 1-3
- anti-graffiti coating
- Arts & Culture Office decal to identify it as an official city public artwork

Watch Spectrum News 1 segment about program [here](#).

### ALEX ODEH STATUE RESTORATION

Arts & Culture staff worked with the Santa Ana Public Library to restore the dove broken off the historical Alex Odeh bronze statue on the library's front lawn. The missing dove, found by SAPD, was welded back on by Joy Fire, a local artist/blacksmith.





### FITNESS COURT MURALS

The Arts & Culture Office partnered with Parks, Recreation and Community Services (PRCS) to solicit digital art designs for **8 outdoor Fitness Courts** located at various parks throughout the city. Arts & Culture staff designed and facilitated the Call for Mural Proposals, coordinated the evaluation panel, and collected information on the applicants. PRCS will provide funding and install the mural wraps.

The selected artwork are digitally sized for a 32' L x 8' H mural wall and various-sized "front art zones" to be printed on anti-graffiti laminate vinyl and wrapped around each Fitness Court training wall. Each artist/artist team will receive \$5,000 for their artwork.

**Artist: Wendy Duong**

**Title of Artwork: "Exercise, Nutrition and Confidence"**

**Location: Thornton Park**



**Artist: Gene Jimenez**

**Title of Artwork: "Together We Go"**

**Location: Cabrillo Park**





## PUBLIC-PRIVATE PARTNERSHIPS

Arts & Culture Office worked with the owners of the following properties to put together a Call for Artists and solicit proposals from local artists to create public art pieces at their sites.

- **MainPlace Mall**  
2800 N. Main St.

**10 interactive designs** are placed around the mall.



- **4 Hutton Center**  
Parking Structure

**36 proposals were submitted**, and Brian Peterson's mural design, titled "Serenity," was selected. The concept takes the idea of a lotus flower and blends it with modern materials and layering.

"A lotus flower grows in the murkiest of waters. It prevails through the thick mud and blooms to become an image of hope. Hoping this piece continues to inspire the many businesses, employees, and partners who visit 4 Hutton daily." (Brian Peterson, Artist)





## GRANTS

### COVID-19 ARTS RELIEF PROGRAM

Funded **77 individual artists + 27 nonprofit arts organizations.**

The City allocated \$500,000 to the COVID-19 Arts Relief Program aimed at assisting individual artists and arts-related nonprofit organizations within the City of Santa Ana that have been affected by COVID-19.

### 2019-2020 INVESTING IN THE ARTISTS GRANT PROJECT VIDEOS

For the first time since the grant program started five years ago, the Arts & Culture Office partnered with students from Orange Coast College's Film & Television Department to create **11 videos**, each highlighting Santa Ana and promoting a project funded by the city's 2019-2020 Investing in the Artist Grant, with the theme **"Celebrating History Bearers in our Communities"** that encouraged artists to involve older community members in the arts experience.

Watch videos [here](#):

#### List of grantees:

- Michael Miguel Productions
- Mindful Music Academy
- M.A.G.I.C., Inc. Academy of the Arts
- Orange County Children's Therapeutic Arts Center (OCCTAC)
- Alzheimer's Orange County & Old Courthouse Museum Society
- Adriana "Skinny" Martinez
- Cristina Miguel Mullen
- Relampago del Cielo Grupo Folklorico
- The Frida Cinema
- Orange County Museum of Art (OCMA)
- Heritage Museum of Orange County
- Alicia Flores (no video)

# IMPROV CLUB

(ARTS + CULTURE)

## STORIES OF SUCCESS

### NEW ART ON MAIN & RUSSELL:



Kalim Quevedo-Prastein  
"Santa Ana Birds"

### RESTORATION ON BROADWAY & 3RD:



Eddie De La Barca  
"E-Koi System"



**JUDSON BROWN**  
 [Housing Division Manager]  
**Cross Country Running  
 Team Captain**  
**"Most likely to go the extra mile"**

# HOUSING DIVISION

The City of Santa Ana Housing Division includes the Housing Authority, Housing Development, and Grant Administration Offices.

**#KEEPMOVIN**





# HOUSING AUTHORITY

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



# MAGIC CLUB

(HOUSING  
AUTHORITY)

## STORIES OF SUCCESS



**My name is Christopher, and I am 34 years old. I grew up in Santa Ana and had a daughter at a young age. When my ex-wife and I broke up, I ended up on the streets. I was unable to hold a job and provide for myself, so I ended up at the Civic Center Plaza of the Flags encampment. There I met Barbara, and we both sold drugs while also being users ourselves; we were the worst of the worst. We had no stability and thought that we were going to live there forever. Change started to happen with county officials moved everyone out. We were not eligible for a hotel voucher and ended up settling by the DMV in Santa Ana. We were tired of living on the streets, so Barbara finally made phone calls to the county seeking services until finally we were both set up with Illumination Foundation, and the Housing program referred us to Section 8 Housing.**

**Upon receiving our voucher, a rush of emotions came upon us. We prayed and cried right outside where we once lived and once did the unimaginable. We got married the next month, and we couldn't be happier. The City also provided me with resources to go back to school. I am currently working on my high school diploma and working full-time. I can honestly say it feels amazing. We just recently moved into our very own apartment, and Barbara is working full-time, too. We even get to be with our family. I see my daughter on the weekends, and two of Barbara's children are living with us. We have been sober since June 1, 2018. We never thought we would be blessed this way.**

**Our plans are to eventually purchase a home and continue giving back to our community by inspiring others that anything is possible.**

## HOUSING VOUCHERS FTW!

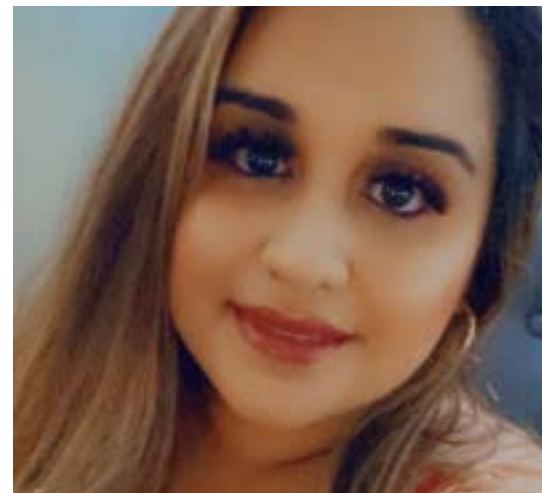
During the COVID-19 global pandemic and the greatest crisis of our time, our Housing Authority team maintained all of our services and operations for **over 2,700 extremely low-income families** while also **leasing up a 56-unit permanent supportive housing project** and issuing other Special Purpose Vouchers for people experiencing homelessness.

The **rental assistance for each family continued uninterrupted**, ensuring that Santa Ana's lowest income families remained secure in their homes. Working in the office on a daily basis, tied to our physical files, the team worked relentlessly to ensure that the Housing Authority remained fully operational during the federal, state and local emergency. While partner agencies and the HUD Field Office worked from home, our Housing Authority team ensured that every assisted-family remained safe and secure in their home.

The Housing Authority team **fully leased up Casa Querencia** to provide 56 studio and one-bedroom Permanent Supportive Housing (PSH) units for chronically homeless individuals and those experiencing severe mental illness. The project was made possible through an investment of **56 Section 8 project-based vouchers** provided by the Housing Authority. The project is CDP's second PSH development in Santa Ana, building on the success of The Orchard, which opened in 2017 and includes 71 PSH units following an investment of \$1.2 million and **71 Section-8 project-based vouchers** from the Housing Authority.

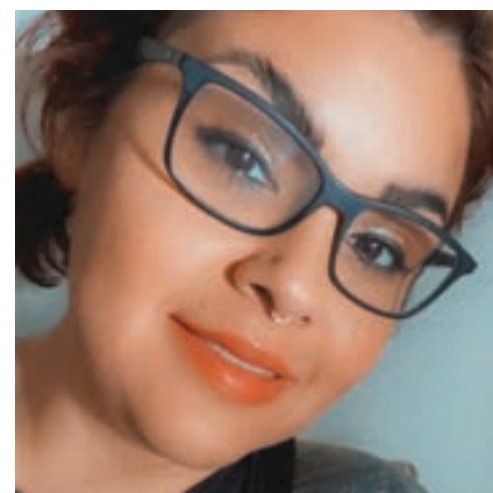
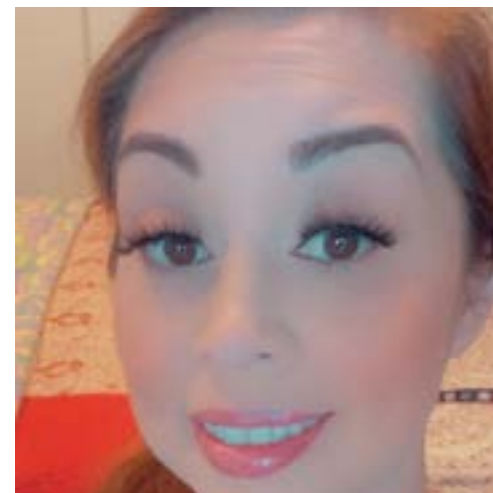
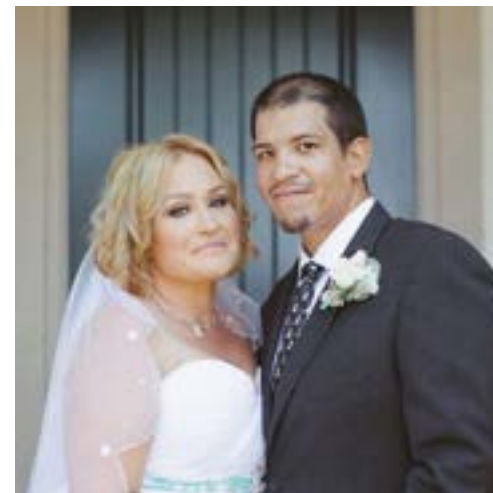
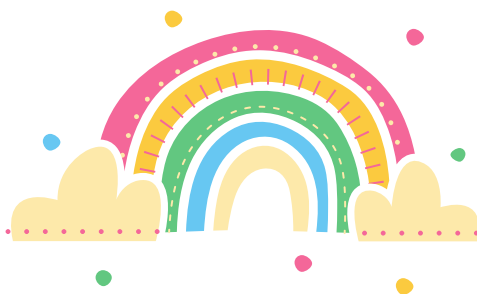


Serving over  
**2,500**  
extremely  
low-income  
families



## AMONG THE VARIOUS ACCOMPLISHMENTS, OUR HOUSING AUTHORITY TEAM:

- Achieved High-Performer SEMAP Status for FYE 6/30/2020.
- Received an award from HUD for 89 Emergency Housing Vouchers made possible through the American Rescue Plan Act of 2021 (ARPA) for people experiencing homelessness. This is equal to \$1,316,892 in new rental assistance funds for our Section 8 Program on an annual basis.
- Received an award from HUD for 75 Mainstream Program Vouchers for non-elderly, disabled people experiencing homelessness, equal to \$1,231,722 in new rental assistance funds for our Section 8 Program on an annual basis.
- Received an award from HUD for 25 vouchers for emancipated foster youth, equal to \$344,259 in new rental assistance funds for our Section 8 Program on an annual basis. In partnership with the United Way and the Orange County Social Services Agency, our Housing Authority team has leased up 15 youth who are now residing in a stable and healthy home.
- Received an award of \$152,078 in renewal funding for the Family Self-Sufficiency Program and graduated seven new families off the program with \$66,717 in savings.





# HOUSING DEVELOPMENT

Our Housing Department works to ensure the quality and economic viability of residential neighborhoods and housing stock within the city.



# HABITAT FOR HUMANITY CLUB

(HOUSING DEVELOPMENT)

## STORIES OF SUCCESS



*As a first-generation student, a community college counselor forever changed my academic trajectory with her support, expertise, and guidance. Though it's been years since I've been her student, I can answer without hesitation that I am able to pursue my academic and career goals because of her. Similarly, the City of Santa Ana Down Payment Assistance Program have helped our home buying dreams come to fruition.*

*After growing up in Santa Ana, Jorge, my husband, graduated from Mater Dei High School and is now building a career with the City of Santa Ana, Water Department. I grew up just down the street in Fountain Valley, and I am a future school and clinical counselor in the last year of my Master's program at Chapman University. Hopefully, one day I'll join Jorge in working for the city we now call home.*

*Jorge and I, as well as our equally ecstatic boys Diego (7), Cruz (5), and Mateo (2), are thankful to have had the opportunity to benefit from this program. I hope that many other families will also take advantage of this program. It is the kind of program that provides navigational capital and empowers families to pursue their dreams.*

*With Gratitude,  
Jorge and Amber Navarro*



## Housing Development



**"Querencia":**  
a place where one feels safe; a place from which one's strength of character is drawn; a place where one feels at home.

### **CASA QUERENCIA**

(previously known as The Aqua)  
317 E. 17th St.

**56 studio and one-bedroom Permanent Supportive Housing (PSH) units for chronically homeless individuals and those experiencing severe mental illness.** made possible through an investment of 56 Section 8 project-based vouchers from the Housing Authority of the City of Santa Ana. located near over two dozen public, social and health service providers

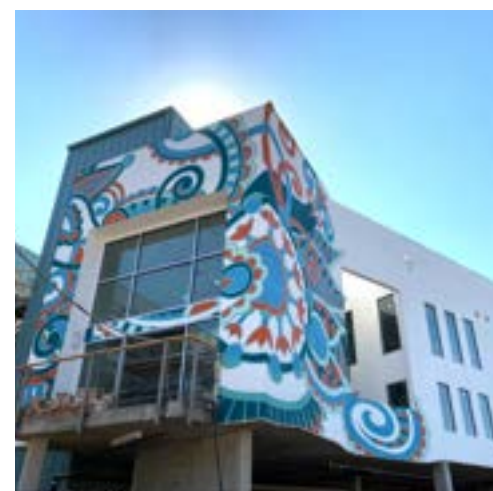
Property includes:

- offices for the on-site management and resident services teams
- fitness room
- resident lounge
- shared kitchen
- computer room
- outdoor decks
- BBQ
- picnic area
- garden beds
- comprehensive, on-site case management services provided by Mercy House and the Orange County Health Care Agency

In bullfighting, the querencia is also the area in the arena where the bull feels strong and safe. A large-scale **mural of a bull by Santa Ana artists Brian Peterson and Damin Lujan of Faces of Santa Ana** is located in the lobby and serves as a reminder for residents that they are at home.

Casa Querencia was **completed December 31, 2020** and is currently **100% leased and occupied**. Residents are referred to the property by Orange County's Coordinated Entry System (CES) with a preference for chronically homeless individuals who live or work in the City of Santa Ana.

A grand opening celebration is planned to take place this summer.





### HONORABLE MENTION

**Southern California Association of Governments (SCAG) for a 2021 Sustainability Award**

**Category: Housing Innovation**

## **LA PLACITA CINCO**

(previously known as Tiny Tim Plaza)  
2239 W. 5th St.

**50 units of affordable housing for Santa Ana families.** These two-, three- and four-bedroom apartments are available exclusively to households earning 30-60% of the area median income. The project was made possible through an investment of \$6 million from the City of Santa Ana.

The development of La Placita Cinco also included the **revitalization of the existing retail plaza** (comprised of 14 retailers) designed to emulate the former 1950's architecture found onsite, featuring new:

- landscaping
- drive aisles
- parking
- mini-park
- band shell

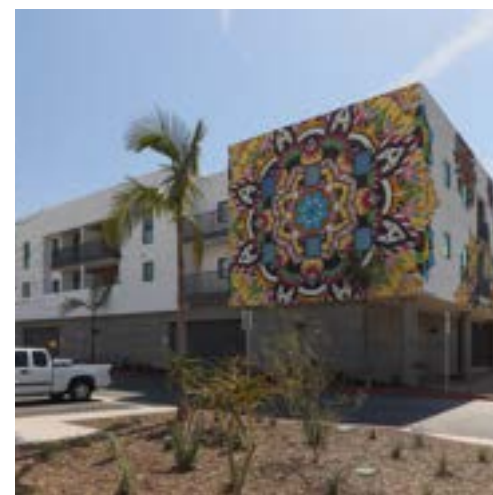
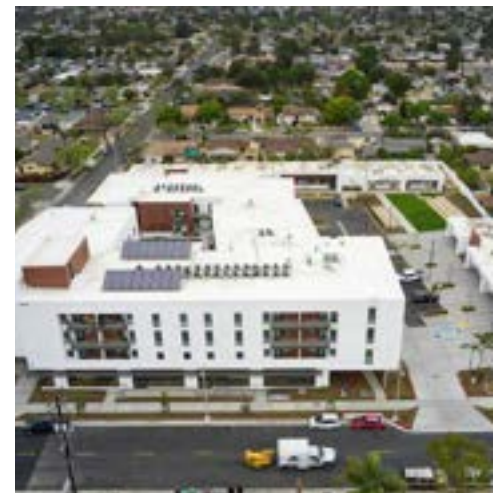
### LEED-certified property includes:

- offices for the on-site management and resident services teams
- structured and secure parking
- community room
- computer lab
- resident lounge
- private outdoor terrace
- barbecue area
- playground
- 10-min walk to nearest OC Streetcar line

### Partners:

- Mercy House - comprehensive resident services
- Santa Ana Endurance Academy (SAEA) - onsite fitness classes and training for residents
- Faces of Santa Ana (artists Brian Peterson and Damin Lujan) - exterior murals

La Placita Cinco was **completed on January 29, 2021** and was fully leased with a select number of three-bedroom apartments available and reserved for households earning a combined 60% of the area median income with a preference for individuals who live or work in the City of Santa Ana.







# LA PLACITA CINCO



WOW!

## Legacy Square



**100% Affordable Housing**

**+**

**Public Transit**

**=**

**Economic mobility & Overall well-being**

### **LEGACY SQUARE**

301 E. Santa Ana Blvd.

National Community Renaissance (National CORE), the Santa Ana United Methodist Church, Mercy House, the County of Orange, and the City of Santa Ana celebrated the much-anticipated groundbreaking of Legacy Square, a transit-oriented affordable housing development in the heart of Santa Ana.

**93 beautiful apartment homes** for families and individuals with household incomes between 30-60% of the area median income.

**33 apartment homes set aside** for permanent supportive housing for vulnerable populations, including individuals experiencing homelessness and veterans.

The new community replaces two underutilized buildings owned by the Santa Ana United Methodist Church and includes:

- 1,750 square-feet of ground-level flexible space
- 3,800 square-feet community center to serve as a hub for neighborhood events and activities
- Mercy House will provide comprehensive supportive services for residents, focusing on economic mobility and overall well-being.

As part of National CORE's commitment to sustainable design, a focus throughout the development of Legacy Square was to assist the City, County, and State in incentivizing the use of public transit. Legacy Square is scheduled to finish construction just after Orange County's 2022 introduction of its first modern streetcar, with a **future Orange County streetcar station located directly in front of the community**. Residents of the development and the surrounding neighborhood will have access to **electric trains running every 15 minutes**, with connections to Metrolink's Southern California-wide transit system.





# LEGACY SQUARE



*Stay  
Fearless*



## **NORTH HARBOR VILLAGE**

1108 N. Harbor

**Motel rehabilitation project** that will provide:

- **89 units of permanent supportive housing for homeless individuals** in the City of Santa Ana.
- 51 of the units at North Harbor Village will be designated for chronically homeless individuals.
- 38 units will be designated for homeless veterans.
- There will be a local preference for residents of Santa Ana who live or work in the City.



This will be the City's **third motel conversion project** in the last five years for people experiencing homelessness following the development of the Orchard and Casa Querencia.



The Orchard project converted the former Guest House motel into 72 units of permanent supportive housing and the Casa Querencia project converted the former Aqua Motel. Similar to the conversion of this motel, the Guest House and Aqua Motel were high-crime, short-term use motels prior to their conversion into permanent supportive housing with wrap-around supportive services.



## Down Payment Assistance Program



"Everyone's dream home is different, but for me it was something that I could afford without living on severe budget constraints."

- Ana Patricia Rivera

### LIVING THE DREAM AS HOMEOWNERS!

Even during the COVID-19 global pandemic, the Housing Development Services Team managed to support **11 families to become first-time homeowners** through the City's Down Payment Assistance Program.

Other Notable Housing Development Services Accomplishments include:

- 20 Loan Subordination Requests were approved and processed
- Provided 11 Down Payment Assistance Workshops via Zoom
- Processed 15 Loan payoffs
- 1 Habitat For Humanity Home buyer was income qualified and purchased a home
- Administered a \$138,563,807 City Loan Portfolio
- 1 Mobile Home loan was funded, and 2 Mobile homes completed construction





**HOUSING DIVISION:**  
**COVID-19**  
**Emergency**  
**Response Team**

The COVID-19 Emergency Response Team was formed at the beginning of the COVID-19 global pandemic to manage and administer over \$34.2 million in federal and state funds.



# SAVE ENDANGERED SPECIES CLUB

(COVID-19  
EMERGENCY  
RESPONSE TEAM)

## STORIES OF SUCCESS

First off you have no clue how much of an impact this has made in our lives. It helped to get us back in the right direction. It gave me and my little family a feeling of great hope in a time when things are crazy. We are deeply thankful and feel truly blessed. Thank you from the bottom of our hearts.

For me personally this year has been a strain financially and mentally. Now because of the city of Santa Ana Cares program assistance I have some sense of normalcy. I feel like I can breathe again and I can focus now through this difficult time. Thank you to everyone involved. I appreciate your hard work and kindness. Thank you for always having our community in mind.

Sincerely, Jenny Romera

I don't know how to start this message, I don't know what... I'm about to say will be enough or self explain so you all could understand how grateful and thankful I am for the HELP that you guys are providing for me and my family. As a parent we know it's our responsibility. I felt so overwhelmed stressed out in a depression hole scared to lose our home meant losing my serenity my peace of mind my family my world. Gave me self-confident, control, strength to keep pushing forward not to ever give up. Thank you so MUCH 😊 Blessed and humble! Restore my faith!!! Thank you!!!  
Martha Serrano

TO WHOM IT MAY CONCERN:  
MY NAME IS MARICARMEN GUTIERREZ I AM A SINGLE MOTHER OF 4 BOYS THEIR FATHER WAS DEPORTED TO MEXICO ON 10/2019. IT HAS BEEN SO HARD ON ME THIS PAST FEW MONTHS WITH THE PANDEMIC. I AM VERY THANKFUL WITH SANTA ANA CARES FOR HELPING ME WITH MY RENT. IT'S AMAZING HOW MUCH YOU MADE A DIFFERENCE IN OUR LIVES. MAY GOD BLESS YOU. ALSO CATHOLIC CHARITIES OF ORANGE COUNTY MADE THIS PROCESS VERY EASY FOR ME SINCE I WAS MISSING ONE FORM THEY EMAIL IT TO ME AND AS SOON AS I SEND IT BACK IT WAS APPROVED RIGHT AWAY. WHEN I WAS TOLD THE CHECK ARRIVED AND I DIDN'T HAVE TO PAY A MONTHS RENT I CRIED OF HAPPINESS. THERES STILL GOOD PEOPLE OUT THERE AND ALL OF YOU MADE A DIFFERENCE IN MY LIFE. THANK YOU SO MUCH

*Maricarmen Gutierrez*  
MARICARMEN GUTIERREZ

## COVID-19 Emergency Response Team



"Gracias por los regalos y de el cheque de la ciudad"

At the beginning of the COVID-19 global pandemic, CDA formed a **COVID-19 Emergency Response Team** to manage and administer **over \$34.2 million in federal and state funds**. Our Housing Division was directly responsible to manage and administer **over \$25.3 million in emergency response funds** including:

| Fund                                                                          | Amount       | Amount Disbursed | Families Assisted | Description                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------|--------------|------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Community Development Block Grant-Coronavirus Funds (CDBG-CV) Rounds 1 & 3    | \$6,894,835  | \$3,289,519      | 987               | To prevent, prepare for, and respond to the coronavirus (COVID-19).                                                                                                                                                                                                            |
| Emergency Solutions Grant Coronavirus Funds (ESG-CV) Rounds 1 & 2             | \$13,300,000 | \$5,764,747      | -                 | To prevent, prepare for, and respond to the coronavirus (COVID-19) among individuals and families who are homeless or receiving homeless assistance; and to support additional homeless assistance and homelessness prevention activities to mitigate the impacts of COVID-19. |
| State of California Coronavirus Relief Fund (State CARES Act Funds)           | \$24,000,000 | \$2,750,000      | 863               | To be used towards public health, public safety, homelessness, and other services to combat COVID-19. To provide ready funding to address unforeseen financial needs and risks created by the COVID-19 public health emergency.                                                |
| Department of Treasury Emergency Rental Assistance Program Funds (ERA1 Funds) | \$9,880,391  | \$4,092,169      | 899               | To assist households that are unable to pay rent and utilities due to the COVID-19 pandemic.                                                                                                                                                                                   |





## COVID-19 Emergency Response Team



With **\$6.8 million CDBG-CV funds**, our COVID-19 Emergency Response Team launched various programs including:

- emergency rental assistance
- small business grants with our Economic Development Division
- COVID-19 screening and testing with ALTA-Med
- food distribution for senior citizens through Meals on Wheels
- food distribution events
- health services for pregnant mothers
- assistance for families placed in motels
- WORK Center employment training for adults and youth
- COVID-19 testing through Clinic 360
- senior programs
- food distribution and educational outreach for youth experiencing homelessness

With **\$5.7 million in ESG-CV funds**, staff launched the **SAVES Program** to **prevent evictions and homelessness** in Santa Ana and move very low-income families toward housing stability. This program was administered by The Salvation Army.

Through the SAVES Program:

- 57 households (over 200 individuals) were prevented from eviction and homelessness and provided with ongoing case management support to make progress toward financial independence.
- 33 households were assisted with utility bills to prevent shut-off of their utilities.

Staff also launched an **Eviction Defense Fund** with **\$250,000 to provide legal assistance** to SAVES Program participants facing eviction during the pandemic. This fund was administered by Public Law Center. The Public Law Center continues to provide vital legal information and updates to the SAVES team and City staff in addition to providing legal assistance to very low-income residents referred to them by The Salvation Army through the SAVES Program.

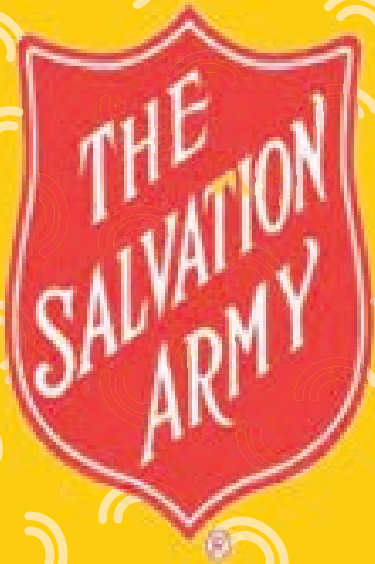
**Over 200 people** were saved from eviction & homelessness

**+**

**33 households** were saved from having their utilities shut off.



**CORE PARTNER MEMBERS**



Latino  
Health  
Access  
Celebrating  
25 Years

**FAMILIES FORWARD**

DIGNITY • EMPOWERMENT • HOPE



**United  
Way**



**THANK YOU**



# Grants Administration

The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of unique community development needs.

# CHESS CLUB (GRANTS ADMINISTRATION)

City of  
Santa Ana  
2019 - 2020



Building Better Neighborhoods



**Non Profits  
Awarded**

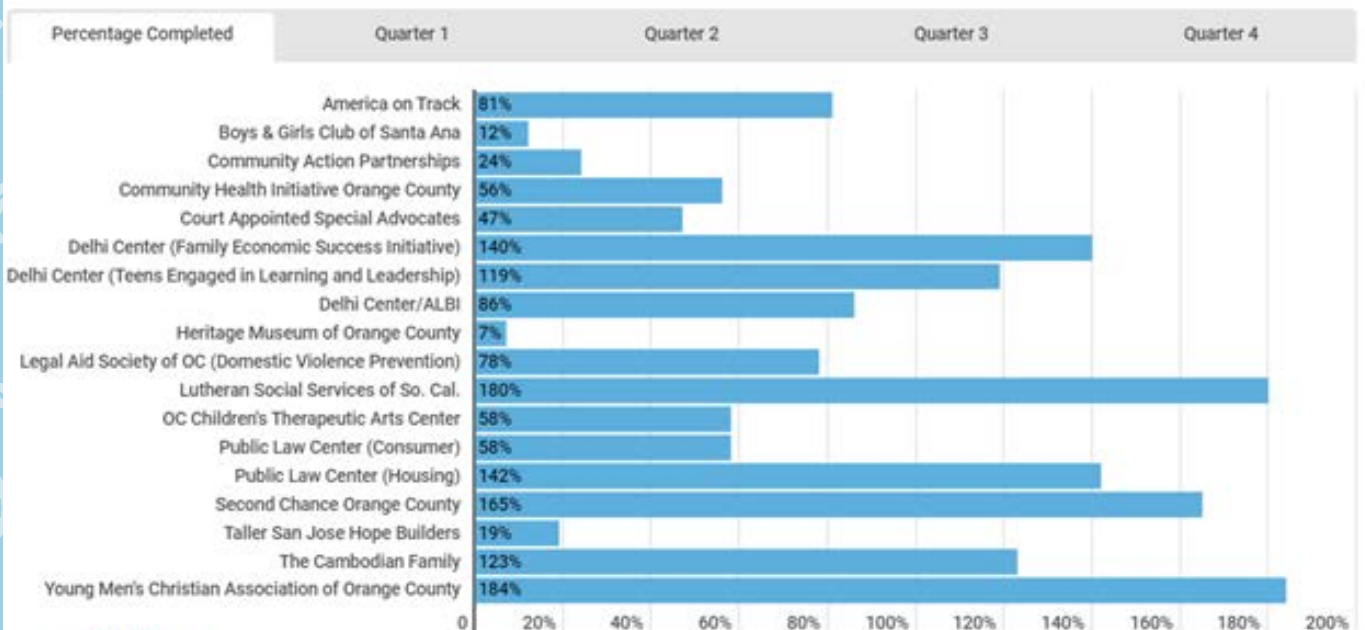
**18**

The CDBG program provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low-to moderate-income persons.

**Amount  
Awarded**

**\$917,543**

## Non Profits Completion Chart





## **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ACCOMPLISHMENTS:**

Even during the COVID-19 global pandemic, our Grants Administration Team continued to administer our Community Development Block Grant, HOME Investment Partnerships Program, and Emergency Solutions Grant Programs, meeting the CDBG timeliness expenditure requirement before May 1, 2021.

- **Residential Street Repair Program**

**Total Persons Assisted: 7,440**

The City's Pavement Management System had identified Garnsey Street from Richland Street to Santa Ana High School as high-priority road pavements in need of rehabilitation. The pavements were deteriorating due to weather, age, and heavy use. The improvements included performing localized concrete pavement reconstruction, replacing damaged concrete curbs, gutters, sidewalks, cross gutters, and curb ramps, and sealing cracks to prevent deterioration from water infiltration. In addition, sewer laterals and a sewer manhole require relocation and adjustment for this project, which will be covered by Sanitary Sewer Capital fund in amount of \$222,319. Once completed, these improvements will enhance the ride quality, surface drainage, and appearance of the neighborhoods.

- **Local Street Curb Ramp Improvements Phase II**

**Total Persons Assisted: 148,925**

New curb ramps were installed, and damaged sidewalks were rehabilitated near Abraham Lincoln, Thomas Jefferson, Andrew Jackson, Martin R. Heninger, Monte Vista, Edison, Thorpe, Lathrop, Fitz, and Willard elementary and intermediate schools.





- **Residential Street Improvement: Raitt**

**Total Persons Assisted: 20,475**

The City's Pavement Management System identified Raitt Street from Civic Center Drive to Fifth Street as high-priority road pavements in need of rehabilitation. The pavements were deteriorating due to weather, age, and heavy use. These projects involved the rehabilitation of existing concrete streets. Scope of work included the removal of existing concrete pavement and replacement with conventional asphalt paving. The project also replaced, damaged or missing sidewalk, curbs, gutters, and curb ramps.

- **Residential Street Improvement: Bishop**

**Total Persons Assisted: 14,855**

The City's Pavement Management System identified Bishop Street from Flower Street to Main Street as high-priority road pavements in need of rehabilitation. The pavements were deteriorating due to weather, age, and heavy use. The scope of work included the removal and replacement of damaged concrete pavement panels, and damaged or missing sidewalks, curbs, gutters, and curb ramps. These improvements will enhance the ride quality, surface drainage, and appearance of both locations.

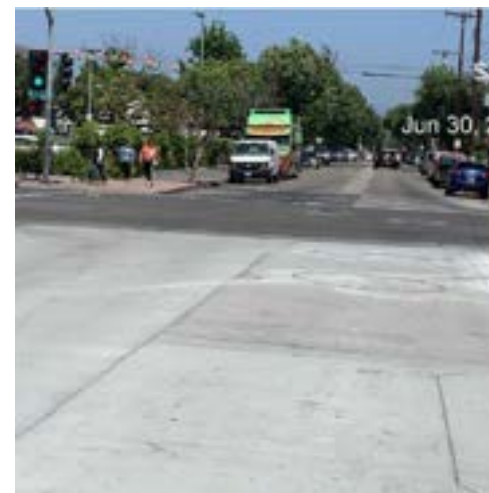
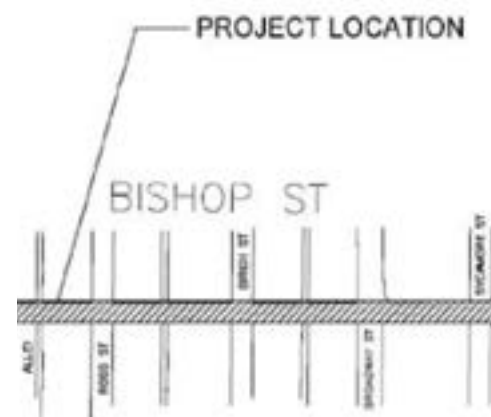
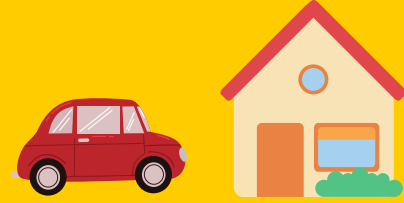
- **Centennial Park Improvements**

**Total Persons Assisted: 19,200**

The City identified existing walkways that were damaged and in need of repair as well as existing wooden lighting poles that were deteriorated with age and require replacement. The scope of work included the removal and replacement of failed walkways, concrete slabs, curbs, and brick pavers; removal of deteriorated wooden light poles; and construction of new concrete light pole assemblies with energy efficient LED fixtures, foundation, electrical conduit, and wiring. In addition, the work included demolition of existing structures, sign, and trees; construction of new bollards, guardrails, new decomposed granite walkways, river rock slope protection, Americans with Disabilities (ADA) access ramps; identification signs; slurry seal; and re-stripping of parking lots.

## IMPROVED:

- **Ride Quality**
- **Surface Drainage**
- **Appearance of Neighborhoods**





## HOME INVESTMENT PARTNERSHIPS PROGRAM

The Housing Development Services Team worked with two developers as they secured the remaining sources of financing with their respective HOME funding pre-commitments:

- **Westview House**, an **85-unit new construction affordable housing** project at 2530 and 2534 Westminster Ave. The developer for this project received an award of funding from the Orange County Housing Finance Trust and No Place Like Home Programs.
- **Crossroads** at Washington, an **86-unit new construction** project at 1126 E. Washington Ave. to be developed in partnership with the County of Orange.
- The developer for this second project also received an award of funding from the Orange County Housing Finance Trust and made substantial progress to address environmental contamination issues on the joint Housing Authority-owned and County-owned project site.

Because of the work of staff during this past year in support of the City's investments, both projects are expected to break ground during the next Fiscal Year 2021-22.

## EMERGENCY SOLUTIONS GRANTS

The Grants Administration Team awarded **\$500,947 in ESG funds to six homeless service providers**, including our HEART Team, to respond to the homeless crisis in Santa Ana by providing emergency shelter, street outreach, and housing assistance.



**Over 200 people** were saved from eviction & homelessness



**33 households** were saved from having their utilities shut off.



Building Better Neighborhoods





## **TERRI EGGERS**

[Homeless Services Manger]

**Save the Environment Club  
President**

**"Most likely to help a stranger"**

# HOMELESS SERVICES

The Homeless Services Division strives to deliver services that make a difference to the lives of people experiencing homelessness and to minimize the impact of homelessness in Santa Ana.





## SAVE THE ENVIRONMENT CLUB

*(HOMELESS SERVICES)*



## STORIES OF SUCCESS

On November 12, 2020, Santa Ana Police Officer Ricky Prieto, assigned to patrol Downtown Santa Ana, was notified by parking structure security of a seemingly abandoned vehicle with collision damage. Upon arrival, Officer Prieto discovered that there was a 21-year old mother and her 10-month old baby who had been living inside their car for several days. They had traveled from Bakersfield to Santa Ana over the weekend. Through a series of unfortunate events, they ended up homeless with an inoperable vehicle due to a prior traffic accident. The mother was fearful for their safety and desperate for assistance.

Officer Prieto contacted Sgt. Juan Montiel, Supervisor for the Santa Ana Police Department Quality of Life Team, an interdepartmental team that provides services and resources for individuals experiencing homelessness. Sgt. Montiel orchestrated several services for the family in need including:

- City Net case managers arriving on site within a short amount of time
- Temporary shelter at a nearby motel paid by the City's Homeless Services Division
- Scheduled towing service of the damaged vehicle to a local body shop for repair
- Coordinating temporary shelter at the Link Homeless Shelter that accommodates young children
- Shared resources and kind words to help the family thrive for a better life

The mother was grateful for the kindness of the police officers, seeing them as her heroes, and was astounded by the amount of care provided by the City of Santa Ana. The effective communication and police presence in the Downtown paved the way for great services to a family in dire need.

Special thanks to Officers Ricky Prieto and Sgt. Juan Montiel for their dedication to the City of Santa Ana.



## **STORIES OF SUCCESS**

**Billy Bolden first experienced homelessness in 2017 when the family home he lived at in Santa Ana was foreclosed on. Billy had been living with and caring for his mother there until her death when reverse mortgages she had been forced to take out on the home made his living situation untenable. Upon moving out, he began sleeping in his car close to his work at BJ's in Huntington Beach. However, even with his earned income, it was difficult for him to find a suitable place to live. After several years living in his car and eventually having to leave his job at BJ's due to his age and disability, he took the advice of a friend who had previously been housed from the Link through the Santa Ana Housing Authority's Mainstream Voucher Program and sought shelter at the Link. There, he was able to work with Illumination Foundation to seek housing opportunities available through the City of Santa Ana. On March 15th 2021, after five months at the Link, Billy was able to secure permanent and affordable housing at Casa Querencia.**



## Homeless Services



The COVID-19 pandemic produced a unique set of public health challenges this past year. The pandemic's influence on homelessness changed the landscape for those living on the streets, those living in shelter, and all the individuals working with these individuals.

With the Stay-at-Home orders, shelter guests spent more time at the shelter while many groups who once provided on-site meals and programming were no longer allowed to volunteer their services. Guests who were considered vulnerable to COVID-19 were either transferred to Project Room Key, or moved into trailers that were sitting in the parking lot of the Link.

Despite these changes and the social distancing measures imposed by the Orange County Health Care, **the Link** was kept busy serving **over 300 new referrals**.

The City ensures that homelessness is addressed through a compassionate outreach approach with the goal of helping unhoused individuals enter shelter and housing and to get access to supportive services. At the same time, we want to protect our community from the negative impacts of homeless encampments and activity.

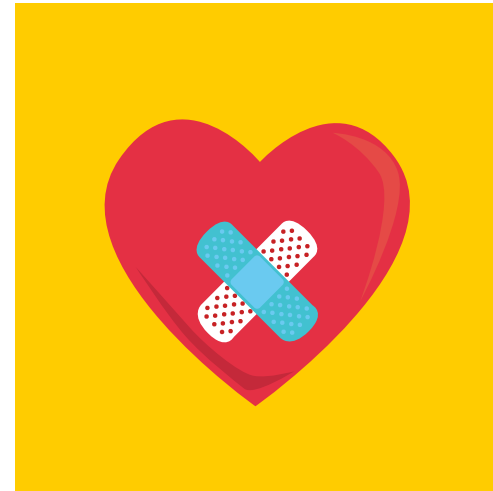
**City Net**, along with **SAPD's Quality of Life Team**, have the most impact in reaching the unsheltered population in Santa Ana. These two programs provide a coordinated response to homeless persons living on the streets and in encampments throughout the city.

In 2020, City Net alone:

- **engaged with over 8,000 individuals** in Santa Ana
- **exited over 600 individuals** off the streets
- participated in the **Case Management of over 180 individuals**.

The four teams of two operate five days a week and act as the first responders to Santa Ana's unsheltered homeless population.

The overall goal of outreach is to build trust, meet basic needs, refer people to emergency shelter, and conduct Vulnerability Index Service Prioritization Decision Assistance Tool (VI-SPDAT) for access to housing programs and options. The teams respond to calls in the field with SAPD, calls from staff, and reports through the MySantaAna App. In addition, they proactively seek out and contact people in need of services.





## HOMELESS SERVICES DIVISION HIGHLIGHTED ACCOMPLISHMENTS

- In fiscal year 2020-2021, over 40 Link shelter guests found successful housing placements. In addition, over 60 individuals were housed straight off the streets of Santa Ana. Many of these individuals were housed in the City's newest permanent supportive housing project, Casa Querencia. Others, were either reunified with friends/family, found alternate housing, or received a Housing-Choice Voucher through the Santa Ana Housing Authority. Link guests were connected to case management services/sessions, legal services, medical services, substance use services, AA/NA group meetings, and resume/job classes.
- Successfully submitted applications for homeless services funding and received additional homeless grant funding through the State of California.
- Released a RFP for the Operator of the new Homeless Navigation Center.
- Released a RFP for Street Outreach and Engagement.
- Provided homeless outreach presentations for businesses and neighborhood organizations.
- Prepared and submitted quarterly and one-year annual reports for various homeless grants through the State of California.
- Awarded \$500,000 to seven non-profit homeless service providers, including the HEART program, to respond to the homeless crisis in Santa Ana by providing emergency shelter, housing assistance and street outreach.

*I can  
&  
I will*





### HOMELESS SERVICES DIVISION HIGHLIGHTED ACCOMPLISHMENTS (CON'T)

- Closed the Link shelter site and transitioned Link guests to a temporary shelter during the construction of a new shelter. All furnishings and equipment were moved into storage containers for future use.
- Provided oversight and maintenance of 22 trailers received by the State of California to isolate homeless individuals vulnerable to COVID-19.
- Concluded the trailer program and transitioned Link guests living in the isolation trailers to permanent housing.
- Began construction on a new permanent Homeless Navigation Center. This new shelter is anticipated to open in the Fall of 2021 and will accommodate 200 beds for individuals and families with a future expansion for up to 310 bed.
- Coordinated two Resource Fairs for a homeless encampment outside a local cultural center along with non-profit homeless service providers, the City and the County of Orange.
- Responded to Homeless Hotline calls for assistance.
- Assisted 14 foster youths jumpstart their lives by providing Foster Youth to Independence Vouchers and financial assistance. The Homeless Services Division partnered with both the Santa Ana Housing Authority and Orange County United Way on this effort.
- Oversaw the City Net Outreach and Engagement contract which provides outreach, engagement, case management, and referrals to the Link shelter.





**SUSAN GOROSPE**

[Principal Management Analyst]

Speech & Debate Club

President

"Best problem solver"

# ADMINISTRATIVE SERVICES

The Administrative Services/Successor Agency Division is responsible for the financial and administrative operations for CDA, including budget, payroll, procurement requisitions, grant billing, and monitoring revenues and expenditures.



### THIS IS US!

The Administrative Services/Successor Agency Division is composed of 4 full-time positions and is responsible for the financial and administrative operations for the department, including budget and payroll, procurement requisitions, grant billing, and monitoring revenues and expenditures. The division also coordinates the internal agenda staff report process, public records request responses, as well as serving as recording secretary for 3 boards and commissions. All activities to wind down the affairs of the former Redevelopment Agency are also administered by the division staff.







**HALLOWEEN**  
**(WINNERS - CDA!!!**  
**BEST GROUP COSTUME)**



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Audrey Goodson  
Carlos de la Riva  
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Dora Holguin  
Erika Martinez  
Eric Mondragon  
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Henrietta McCarthy  
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Maria Rodriguez  
Ny Bun  
Sandy Barba  
Stacy Tep  
Tony Lai  
Victoria Escobar

### **Business Outreach & Retention**

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### **Downtown**

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Frances Nguyen  
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Reichelle De Jesus

**YEARBOOK COMMITTEE**

Editors:

Marc Morley

Tram Le

Advisors:

Amanda Olivos

Gabriela Cramer

Sylvia Vazquez



# AUTOGRAPHS



hello  
2021  
2022