

FISCAL YEAR
2021-2022



COMMUNITY DEVELOPMENT AGENCY

Annual Report



Who We Are

The City of Santa Ana's Community Development Agency is responsible for providing services in the areas of economic development, job training, affordable housing, homeless assistance 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 Investment Board.

Divisions

Economic Development

Business Attraction & Retention
Downtown Santa Ana
Arts & Culture
WORK Center

Housing

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

Homeless Services

Administrative Services

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A Message From Our Assistant City Manager



**Steven
Mendoza**

As I reflect on the last 4 ½ years as the Executive Director of Community Development, it has been an absolute privilege to guide this amazing team. The Community Development Agency is full of the right employees, in the right seats, providing the right services. Be it Economic Development, Employment Services, Rental Assistance, Eviction Protection, Section 8, Housing Vouchers, Housing Placement, Homeless Services, Downtown Oversight, or Public Art, each of them work tirelessly for the residents of Santa Ana. Each of them serve a very important role in supporting one another, and for that, I am forever grateful.

As I turn the keys over to Mike Garcia, I am flooded with a wave of emotions. It is time for me to move on, but I am taking away some great memories of working with this amazing staff on these important projects and services for the community.

A Message From Our Executive Director

I have been very happy to return to the City, and especially my return to the Community Development Agency. The City holds a special place in my heart not only because I have lived in the City for many years, but because I started in CDA as an intern in 1993, while I was working on my masters. I enjoy working alongside a group of professionals that will implement the vision of the City Council and the direction of the City Manager.

I plan on supporting the real estate efforts of the City for residential development, park expansions, and project management of a Civic Center campus planning group. As we begin planning for the upcoming fiscal year, I want CDA focused on how our efforts will result in the improvement of the business environment and the enhancement of residential life in the City. The glowing reviews Mr. Mendoza related about CDA staff positively colored my opinion of our team, and I look forward to working together to accomplish to accomplish the direction of the city council.



**Michael
Garcia**

Economic Development

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

Business Attraction & Retention

Economic Development Staff provides assistance to new and existing businesses, including site selection assistance, grants, incentives, programs, navigation with city permits process and other resources.

Downtown BID

The Downtown team assists in the improvement of Downtown Santa Ana through development, business assistance, arts initiatives, and community activities within the Downtown Business Improvement District (BID).

WORK Center

The Santa Ana WORK Center operates jobs programs funded through Federal, State, County and local grants to meet the needs of local businesses for a skilled workforce, while creating opportunities for job seekers to prepare for well-paid careers.

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.



Economic Development

REVIVE Santa Ana is a comprehensive COVID-19 pandemic recovery initiative designed to deliver both short-term and long-term health, financial, educational, and other support to the Santa Ana Community. It is funded by the federal American Rescue Plan Act's (ARPA) State and Local Fiscal Recovery funds. The Economic Development Division oversees Direct Business Assistance Programs.

REVIVE Business Program & Grants

Over 138 business owners participated in comprehensive technical support seminars through partnerships with local nonprofit business support organizations, and **19 businesses** received **\$1,000** grants to apply the skills learned during the seminars. Seminars included:

- Main Street Digital Program through the Orange County Inland Empire Small Business Development Center - provided brick and mortar businesses English, Spanish, and Vietnamese lessons on building a digital presence to drive new sales via various digital platforms such as Facebook, Instagram, and Google.
- Emprendedor@s Program through La Asociación de Emprendedor@s - provided Spanish-speaking business owners with fundamental business training and leadership lessons, inclusive of marketing, sales, business plans, and legal structures.
- Small Business Startup Program through Cielo - provided existing small businesses in the informal market: guidance, education, support on business permits, and calculation of business financials to formally establish business operations.



Economic Development

Programs & Grants

This fiscal year, the Economic Development Team successfully established programs and grants to assist the business and residential community as our community recovered from the impacts of COVID -19.

REVIVE Resident Stimulus Program

A total of **17,261 residents** received **\$300 stimulus Visa cards** for their households. The program provided one card per rental unit in areas above Santa Ana's median poverty rate of **42%**. In December, Staff distributed the cards door to door. Residents who were not home during the time of the distribution were invited to pick up their stimulus at City Hall, the Santa Ana Regional Transportation Center, and the Santa Ana WORK Center.



REVIVE Shop Local Campaign

In December, a Shop Local campaign was launched to encourage residents to use their City-issued **\$300** pre-paid Visa card at local businesses. Over **70 businesses** participated in this effort and offered local residents promotions or discounts.



Economic Development

CDBG COVID-19 Small Business Incentive Grant

Community Development Grant Funding (CDBG) in the amount of **\$148,765** was disbursed to **34 microenterprises** via grants in amounts up to \$5,000 to assist with business stabilization due to the pandemic. The grants reimbursed business owners for operational expenses such as rent, supplies, and personal protective equipment. Additionally, businesses were connected to the Small Business Development Center to receive technical support.



Santa Ana Vehicle Incentive Program

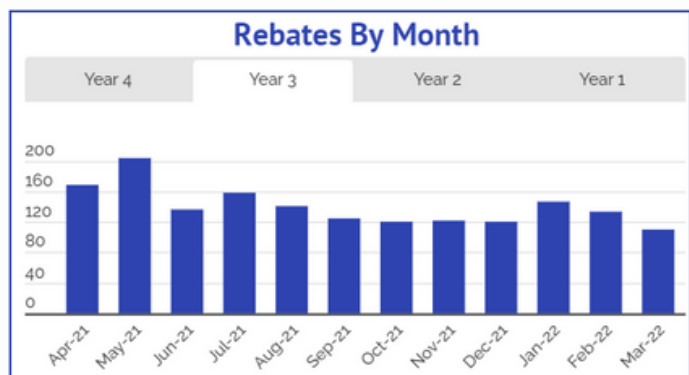
This “Shop Local” program aims to keep vehicle sales local by providing Santa Ana Residents and Businesses a **\$500** rebate on the purchase or lease of vehicles from one of 10 franchised auto dealerships. This year, **1,691 residents** and businesses received a rebate for a total value of **\$845,500**.



Total Rebates Issued

5,368

Year 1 Year 2 Year 3 Year 4
1,749 1,490 1,691 426



Economic Development

Safe Outdoor Dining Program

In partnership with restaurant and property owners along 1st and 17th Street, and a grant from the County of Orange, the City designed and installed **20 outdoor dining spaces**. The outdoor spaces provided a safe dining experience during the height of the pandemic and currently provides an expanded business footprint for restaurants to financially recover from the lost revenue during the pandemic.

Before: 1



Before: 2



After: 1



After: 2



Business Attraction & Retention

Economic Development Staff continues to provide 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.

GROW Conference

On March 30, 2022 the 8th Annual GROW Conference was presented by the Santa Ana Chamber of Commerce and the City of Santa Ana to showcase the economic state of the city, development projects, general plan updates, Travel Santa Ana Tourism and Marketing district initiatives, and workforce initiatives. Developers, real estate brokers, and community leaders attended the event.

The logo for the Santa Ana Chamber of Commerce, featuring the text "SANTA ANA CHAMBER OF COMMERCE" in white, uppercase letters on a red square background.

SANTA ANA
CHAMBER OF
COMMERCE

Innovating Commerce Serving Communities

In May, staff attended the annual ICSC Real Estate Convention in Las Vegas that brings together property managers, developers, real estate brokers, business representatives, and government staff who are dedicated to strengthening communities and economies. During the conference, staff marketed the City to hundreds of business representatives, displaying why Santa Ana is a great place to do business.

The logo for ICSC (Innovating Commerce Serving Communities), featuring a stylized blue 'C' icon followed by the text "ICSC" in large, bold, black letters, and the tagline "INNOVATING COMMERCE SERVING COMMUNITIES" in smaller, bold, black letters below.

ICSC
INNOVATING COMMERCE
SERVING COMMUNITIES

Downtown Business Improvement District (BID)

In March 2022, the City funded a **\$3 million** Business Interruption Fund to help businesses affected by the construction of the OC Streetcar and partnered with the County of Orange for an additional **\$1.2 million** to provide financial relief to the businesses. Through these programs eligible businesses could receive one-time grants to support their operations.

Santa Ana Business Interruption Fund



Orange County Business Interruption Fund



Downtown BID - Events

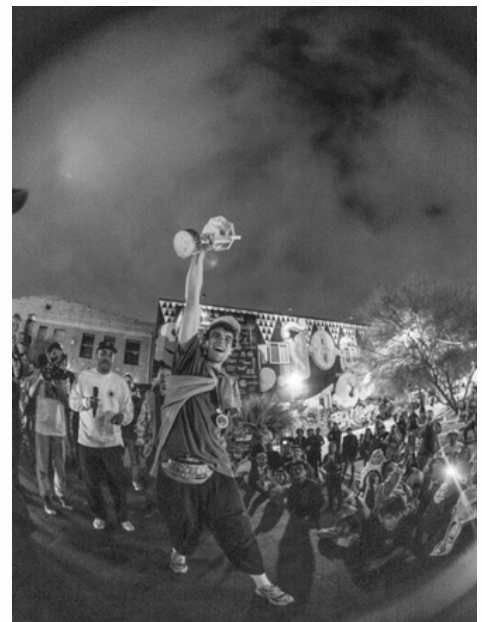
OC Pride Parade & Festival

The Orange County Pride Parade and Festival returned to the historic Downtown Santa Ana on Saturday, June 29, 2022. There were over **8,000 attendees** and a fabulous parade with **2,000 participants**.



Blading Cup - Spring 2022

An international roller blading and skate boarding 3-day tournament hosted twice a year in DTSA.



Downtown BID - Events

Savor Santa Ana

We had our most successful Savor Santa Ana yet with 2,000 ticket buyers flooding downtown on a Thursday night to enjoy tastes from 40 participating restaurants, ride around downtown on a double decker bus, and enjoy local talents like Alex Mascarro's roaming mariachis. Yelp e-mailed the event to 400,000 OC foodies and brought 200 Yelp Elites who left positive reviews about downtown businesses, which gives a long tail of benefits to the district.



📍 Chunk N Chip



📍 The Pizza Press



📍 Gyro Guys



📍 Congregation Ale House



Downtown BID

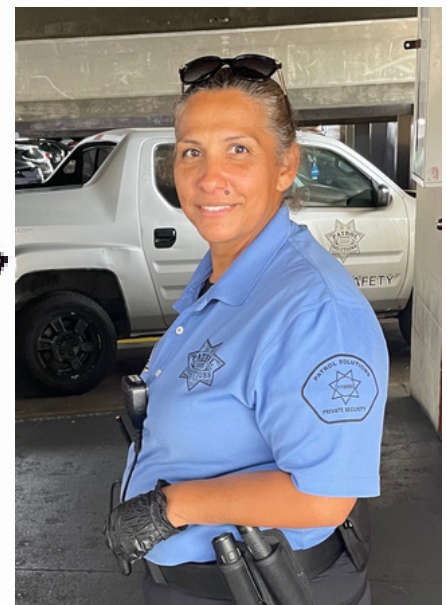
ABM Becomes New Parking Operator

Beginning February 2022, ABM was selected as the new parking operator for the City-owned parking structures in Downtown Santa Ana. Their services have enhanced the City's parking structures, increased cleanliness, added security, and will be implementing newer parking technology to provide a better customer experience.



Downtown Security Reinstated

Downtown Santa Ana expressed the need for security guards in Downtown Santa Ana as well as 24/7 security in the parking structures. After a lengthy procurement process, the City of Santa Ana selected Patrol Solutions, LLC to provide security services. They are known for delivering excellent customer service for private or public sectors. The Downtown community is pleased with the reinstated service.



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.

Developer Collaborations

Warner Redhill: 2300 S. Redhill Ave.

The Warner- 1,100 apartment homes in a former industrial complex. Sent out RFQ for 6 artwork pieces (ranging from sculptures to murals) and offering \$50,000 to \$600,000, depending on the piece/location. They received over 200 proposals.

Jamboree Housing: 1108 N. Harbor Blvd.

North Harbor Village - A new housing development for veterans and chronically homeless individuals. Selected Emmy Award winning, multidisciplinary artist Dionisio Ceballos.

Toll Brothers: 401 N. Main St.

Rafferty - The Arts & Culture Office partnered with developers to select artists to paint murals on new and existing properties in Santa Ana.



Arts & Culture

Special Events Sponsorship - \$100,000

The first special event sponsorship program through the Arts & Culture Commission was a huge success, awarding \$100,000 to 31 recipients across the city with amounts ranging from \$177 to \$8,543. The equitable and inclusive process allowed for more artists and organizations to submit applications with a total of 70 applications submitted.

Highlights:

55% (17) of sponsorship recipients were first time awardees.

All 5 Neighborhood Associations from 4 different wards that applied were awarded.

Partnered with Parks & Recreation to waive or reduce fees for awardees.



Japanese Cherry Blossom at Bowers Museum

Dia del Nino Willard Neighborhood Association

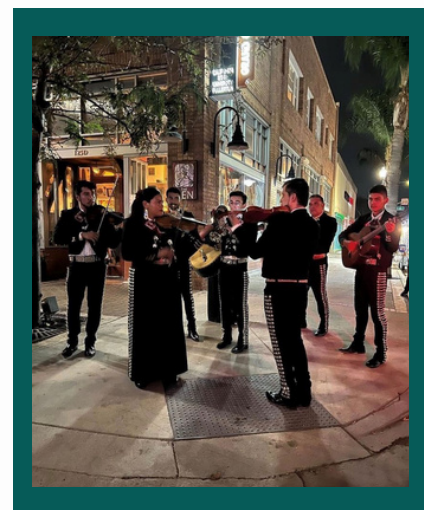


Robert Williams Exhibition at OC Center for Contemporary Art



11th international Women's Day Festival

DTSA Strolling Mariachi in



Arts & Culture

Jerome Park Mural Restoration

This is one of **30 murals** in California that was commissioned as a part of a project commemorating Cesar E. Chavez, designed by Ramon Rodriguez and painted by Santa Ana artist Marco Balleza in 2018. In September 2021 a restoration was completed by Marco, and an anti-graffiti coating was also applied.



Original
2018



Vandalized
2020



Restored
2021

Water Poster Contest Wrap

The Arts & Culture Office works with Public Works-Water Services to select winners for the Annual Youth Water Poster Contest. This year, the top winning artworks from the last 5 years were featured as wraps on 5 utility boxes.



Arts & Culture

Willits & Sullivan Beautification Project

On January 22, 2021, the City celebrated the unveiling of the first sculpture commissioned by the City's Arts & Culture Office. Over 200 local residents and stakeholders attended this event. The art installation, designed and created by artist Larry Gonzalez, was a collaboration between the City of Santa Ana, Santa Ana Unified School district, and local neighborhood associations.



Professional Development Workshops

The Arts & Culture Office partnered with OASIS Center International, a nonprofit community development organization, to offer free quarterly financial literacy & entrepreneurial workshops for artists at various community centers around Santa Ana. Workshops covered building financial capacity and sustainability for artists and arts organizations.



WORK Center

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

Scholarships & Job Training

The WORK Center awarded over **\$500,000**, in 2022, in training scholarships to help unemployed Santa Ana residents return to work and upgrade their job skills in occupational fields such as:



Healthcare

Transportation

Finance

Information
Technology

Trainees who received certificates, diplomas, or licenses work as:

Medical
Assistants

Truck
Drivers

CNC
Operators

IT
Technicians

Accounting
Clerks

Santa Ana CARES Rental Assistance

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

400
Residents
Assisted

Recruitments

The WORK Center assisted local businesses with hiring, retaining, and developing their workforce, all at no cost. Over 24 mini job fairs were held and included some of the following employers:



WORK Center

Rapid Response: Layoff Aversion Services

Collaborated with the Santa Ana Chamber of Commerce to provide support to the small business community through:

- Strategies and activities to prevent layoffs
- Early identification of risk of layoffs
- Conducting assessment interviews
- Assisting over **200** local businesses

The logo for the Santa Ana Chamber of Commerce, featuring the text "SANTA ANA CHAMBER OF COMMERCE" in white, uppercase letters on a red rectangular background.

SANTA ANA
CHAMBER OF
COMMERCE

Santa Ana CalWorks Program

This program serves families on public aid and prepares participants for work through classroom and on-the-job training:

- Provided up to **\$7,000** in tuition assistance.
- **3 months** of on-the-job training where program participants can earn an income while they learn a new skill.
- Over **65 people** were trained either in the classroom or on the job.
- **89%** found a job upon completion of training, with an average wage of **\$18** per hour.

WORK Center

Santa Ana Youth Employment Program

The Santa Ana Youth Employment (SAY) program received over **\$600,000** to provide paid work experience and assistance to help in dealing with the negative effect from the pandemic. The objective of the program was to provide Santa Ana youths with the tools necessary to find full-time employment and expose them to career opportunities.



31+
Employers

200
Positions

\$4 million
in funding

Goal:
Enroll 200+
Youth

70+
Applicants

Californians For All (CA4All)

- Increase youth employment
- Develop youth interest in a career in public service
- Strengthen city's capacity to address key areas of climate, food insecurity, and local COVID-19 recovery

#CaliforniansForAll
Youth Jobs Corps

WORK Center

County Job Fair

In April 2022, the Santa Ana WORK Center collaborated with the Orange County Workforce Development Board to offer a job fair, which attracted over **100 businesses**. The job fair was one of the largest of its kind since the onset of the COVID-19 pandemic. Location: Discovery Museum



Central Orange County

In May 2022, the WORK Center co-hosted a job fair with Santa Ana Unified School District and Saddleback Church. The event had over **80 employers** participating with **200 job seekers** attending, including local high school students from Santa Ana who were bussed in. Location: Santa Ana Elks Lodge



Career Fair at the WORK Center

In June of 2022, the WORK Center hosted a Career Fair to provide job-training opportunities to Santa Ana residents. Twelve trade schools were invited to share their programs with potential students. Over **50 Santa Ana residents** were in attendance, and training was provided in the following fields: business skills, cosmetology, medical, accounting, and more.



Job Seeker Testimonial

Job Seeker Juan Toboada—"This job training program helped me achieve my goals in life that I couldn't think possible especially with everything being so expensive. Now I am able to help my family financially and help them with their goals as well. Thank you again for giving me the chance to succeed and helping out in believing in myself. Gracias !"



Housing & Housing Authority

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

Housing

Providing 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.

Housing Authority

Providing affordable housing for the most vulnerable members of our community and assisting them to obtain self-sufficiency and independence.

Grant Administration

Administers the City's Community Development Block Grant (CDBG) Program, which is federally funded by the United States Department of Housing and Urban Development (HUD).



Housing

Rent Stabilization & Just Cause Eviction Ordinance

In FY 2021-2022, City Council adopted two new ordinances to protect renters: a Rent Stabilization Ordinance, which limits residential rent increases to the lower of 3% or 80% of the consumer price index (CPI) per year, and a Just Cause Eviction Ordinance, which provides “just cause” eviction protections for most tenants that occupy a residential real property or mobile home for 30 days. The new ordinances became effective on November 19, 2021.



Individuals reached via Social Media



12,576



7,816



4,551



337



916

Total Reached = 26,196

Rent Stabilization Ordinance - Quotes

"Before I learned about the Rent Stabilization Ordinance, I thought that I didn't have much power as a renter. I always just paid what the homeowner asked for every month even if there were sudden changes because that's just what I have to do to have a place to stay. After learning about the RSO, I feel more empowered and confident as a renter knowing that there are steps owners have to take to change things like rent."

- Nguyen

"The Santa Ana Rent Stabilization and Just Cause Eviction Ordinance has been critical in Public Law Center's efforts to help level the playing field between tenants and landlords. Santa Ana's ordinance is a tool of empowerment; tenants can respond to non-compliant Notices of Termination and/or Rent Increases issued by landlords to try to resolve disputes before the initiation of a court case. If a court case is filed, the ordinances provide affirmative defenses that tenants can raise, allowing litigants an opportunity to engage in negotiations that can lead to favorable resolutions, limiting court intervention and attorney fees."

-Iraida L. Oliva, Public Law Center

Housing

Emergency Rental Assistance (ERA) Program

Since the beginning of the COVID-19 pandemic, the City of Santa Ana has answered the call and has worked with urgency to get rental assistance dollars into the hands of families in need so they could remain stably housed during the emergency.

The program was made available to assist low-income renters who were struggling to make their rent payments due to the impacts of COVID-19.

At the start of the program, payments of \$1,500 were provided to qualified families and eventually increased to \$5,500 to qualified households.

In May of 2021, the City of Santa Ana followed the State of California Governor's order to pay 100% of rent arrears. The City of Santa Ana followed suit and began paying 100% of back rent owed for our Santa Ana residents. We collaborated with eight nonprofit organizations to ensure the fastest delivery possible of rent payments to struggling property owners.

Notables

- \$20,026,593 in ERA Payments
- 3,009 Santa Ana Families Assisted
- 427 Evictions Prevented



FAMILIES FORWARD
DIGNITY • EMPOWERMENT • HOPE



Housing

Community Development Block Grant Program (CDBG): Public Services

The City funds a variety of housing and community/economic development projects that benefit low-to moderate- income (LMI) citizens. The program provides communities with resources to address a wide range of unique community development needs. In FY 21-22, we were able to fund 18 nonprofit organizations to administer 20 programs that served over 2,273 persons in Santa Ana.

One organization in particular, Neutral Ground, provided a Gang Intervention Mediation and Mentorship Program. This organization is a community engagement initiative to prevent and reduce gang activity, violent crimes, and drug activity by youths who are low-income residents of the City of Santa Ana.

The program offers:

- Variety of after-school services and programming to SAUSD students and Out of School Youths.
- Highly skilled Community Intervention Workers that provide street outreach and first responder services to the community.

Referrals are also channeled from the OC Court, OC juvenile halls, and other established partnerships.



CDBG Grant: Neutral Ground Program - Quotes

I've been working with Victor for a year or half a year. Before working with him, I was lost and did not know how to control myself. I could not control my mouth. Victor started to teach me what drugs can do to you and he started to tell us about his life after going through his program. I started to pay attention to my classes and I knew I could do better, but I didn't realize until the end of the school year so this year I'm doing way better since he is helping me. Victor has made a difference for me and that's why I like to work with him.

- Julissa

"Neutral Ground has helped me make better decisions by knowing that violence won't get me anywhere in life and that I'm never going to be alone because honestly Izzy has helped me through a lot even though people may not see it, but he did and I thank him for that. He is a mentor in my eyes and I hope I can improve my behavior by the end of the school year by getting good grades. I want to share what I have been through and to let them know I was once there too and if I can change, so can they."

-Student Participant

Housing

Community Development Block Grant Program (CDBG): Capital Improvement Projects

With CDBG funding, the rehabilitation of the Main Library roof was completed during FY 21-22. The improvement of the roof will continue to provide access to the library for over 19,300 residents a year.

The project included rehabilitating the interior ceiling tiles due to weather conditions, with the likelihood of leakage and interior & exterior damage, and installing a more contemporary acoustic ceiling tile system.

Residential Rehabilitation Grant Program

The City of Santa Ana's Residential Rehabilitation Grant Program is designed to improve and preserve housing through the use of federal Community Development Block Grant (CDBG) funds. The program provides grants of up to \$25,000 per household. Eligible homeowners must have an income at or below 80% of the Area Median Income (AMI) as defined by the U.S. Department of Housing and Urban Development (HUD). The program is administered in partnership with Habitat for Humanity of Orange County. For FY 21-22, Habitat for Humanity rehabilitated 24 homes throughout the city.



"The subcontractors hired by Habitat for Humanity of Orange County were all great! The abatement vendor could have done a better job on scraping, other than that all was good. Thank you so very much for making this happen as I would have never been able to afford these projects while caring for my mother. Thanks again."

-Mendez

My First Home Program

The Housing Division rebranded its down payment assistance program to become the *My First Home Program*! A first-time home buyer may be eligible to borrow up to \$120,000 with a 0% interest rate. In 2022, one family purchased a home in the City and 5 more families are currently in the process.

In collaboration with Neighbor Works of Orange County, staff hosts monthly down payment virtual workshops that are geared for first-time homebuyers who are thinking of purchasing a home. The workshops provide an understanding of down payment assistance programs, resources available to homebuyers to prepare them towards homeownership, and understanding of lending products. Over 200 individuals have participated in the virtual workshops.



Rosiles Family “

Through the City of Santa Ana's Down Payment Assistance Program, my wife and I were able to purchase our very first home in our beloved City. It has been an exciting process from the very beginning and throughout. Having been raised in Santa Ana and having my extended family live here, it was important for us to continue to maintain our roots in the City. We can now continue to live here and raise our two young boys. We were fortunate enough to hear about this program and can only hope others out there can benefit from it like we did!

Housing

Emergency Solutions Grants (ESG) Program

During FY 21-22, 438 persons were served under the ESG program, including 362 adults and 76 children. A total of 260 of the adults served were chronically homeless and 239 are a person with a disability.

Santa Ana prioritizes effective, targeted, and safe outreach to individuals experiencing homelessness to help them identify resources and establish pathways to safe and sustainable housing. In 2021-2022 the City was awarded \$489,141 in Emergency Solutions Grant funds and awarded those funds to:

- 2-1-1 Orange County
- Interval House
- Mercy House
- WISEPlace
- Second Chance Orange County
- The Santa Ana Police Department

The ESG-funded programs provided Homelessness Prevention, Rapid Re-Housing, Emergency Shelter, and Street Outreach services. Targeted actions were taken to address the needs of individuals who are homeless including unaccompanied women, victims of domestic violence, chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youths.



WISEPlace[™]
A Community of Hope & Housing



SecondChance
ORANGE COUNTY



Housing

Affordable Housing Development: 826 & 830 North Lacy St.

In partnership with Habitat for Humanity of Orange County, this project includes the new construction of two single-family detached homes for homeownership serving households up to 120% of the Area Median income. To make this project possible, funding from the City includes \$565,271 in Inclusionary Housing Funds.

The “Craftsman-style home” to be built will have three bedrooms, two and a half bathrooms in a 1,500 square feet layout. The second “Victorian-Style home” will be two stories, with four bedrooms and three bathrooms with 1,700 square feet. These two custom homes are unusual for Habitat for Humanity, and each one meets the Historic French Park Neighborhood Association’s high standards and requirements for new homes built in their neighborhood. City Council relied upon their support since the beginning to make this land available for development.

This exemplary project in one of our finest neighborhoods not only will provide homeownership opportunities for two local deserving families from Santa Ana, but it will also enhance this already beautiful neighborhood.

Anticipated Construction completion: May 2023



Housing

Affordable Housing Development: Westview House

In partnership with Community Development Partners and Mercy House, this project will be a new **85-unit** affordable housing community for households earning 30% to 60% of the Area Median Income (AMI). Westview House has been designed to meet the housing needs of large families and individuals experiencing mental illness and homelessness, while providing them with the supportive services they need to thrive.

These units will address the issue of overcrowding in Santa Ana by providing large families a beautiful home at an affordable monthly cost. Specifically, Westview House will have:



The City is pleased that the mission of Community Development Partners is to develop life-enhancing housing by building innovative and sustainable neighborhoods with a focus on long-term community engagement. As part of their long-term commitment to our City, Community Development Partners is going to contribute \$100,000 of their developer fee to a surrounding community benefit.

The project will include a community room for events and classes, an outdoor children's play structure accessible to the surrounding neighborhood, outdoor picnic and BBQ areas, walking paths, and community garden beds.

Funding from the City:

- Inclusionary Housing Funds (\$1,514,113);
- HOME Investment Partnerships Program (\$2,003,705);
- Rental Rehabilitation Program (\$386,523);
- Twenty-six (26) Mainstream Program PBVs



Housing

Affordable Housing Development: Crossroads at Washington

The Community Development Block Grant allows the City to fund a variety of housing and community/economic development projects that benefit low-to moderate-income (LMI) citizens. The program provides communities with resources to address a wide range of unique community development needs. In FY 21-22, we were able to fund 18 nonprofit organizations to administer 20 programs that served over 2,273 persons in Santa Ana.

To make this project possible, funding from the City includes:

- HOME Investment Partnerships Program (HOME) - \$3,007,489;
- Neighborhood Stabilization Program (NSP)- \$1,637,420;
- Sixty-five (65) year ground lease agreement (Appraised Value as of September 22, 2019: \$4,108,136);
- Fifteen (15) Project-Based Vouchers (PBV's)

Bedroom Size	30% AMI (PSH)	30% AMI	Manager's Unit	Total Units
Studios	16			16
One-Bedroom	26			26
Two-Bedroom	1	20	1	22
Three-Bedroom		17		17
Four-Bedroom		5		5
TOTAL	43	42	1	86

The 86 affordable housing units will be accompanied by the following on-site services:

- Individual case management
- Referral services
- Life skills classes & Employment services
- Substance abuse recovery assistance
- Family support and programming
- Child care assistance
- Transportation assistance



Housing Authority

Emergency Housing Vouchers (EHV).

The Department of Housing and Urban Development (HUD) awarded the Housing Authority of the City of Santa Ana (SAHA) 89 new Emergency Housing Vouchers (EHV) through the American Rescue Plan Act (ARPA). These EHV's are to assist individuals and families who are experiencing homelessness.

As of July 31, 2022 **89 EHV's** have been issued and **52 households** are successfully housed, including **74 individuals**.

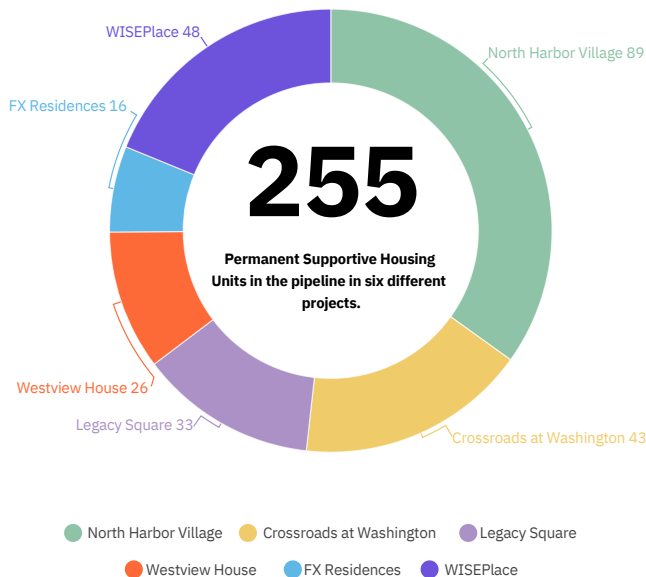
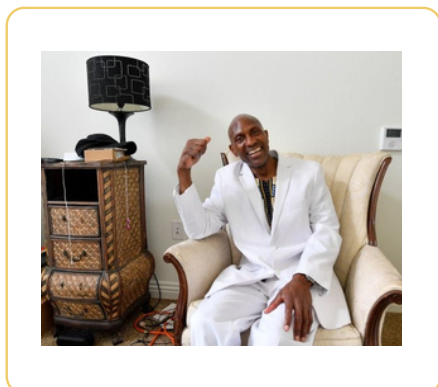
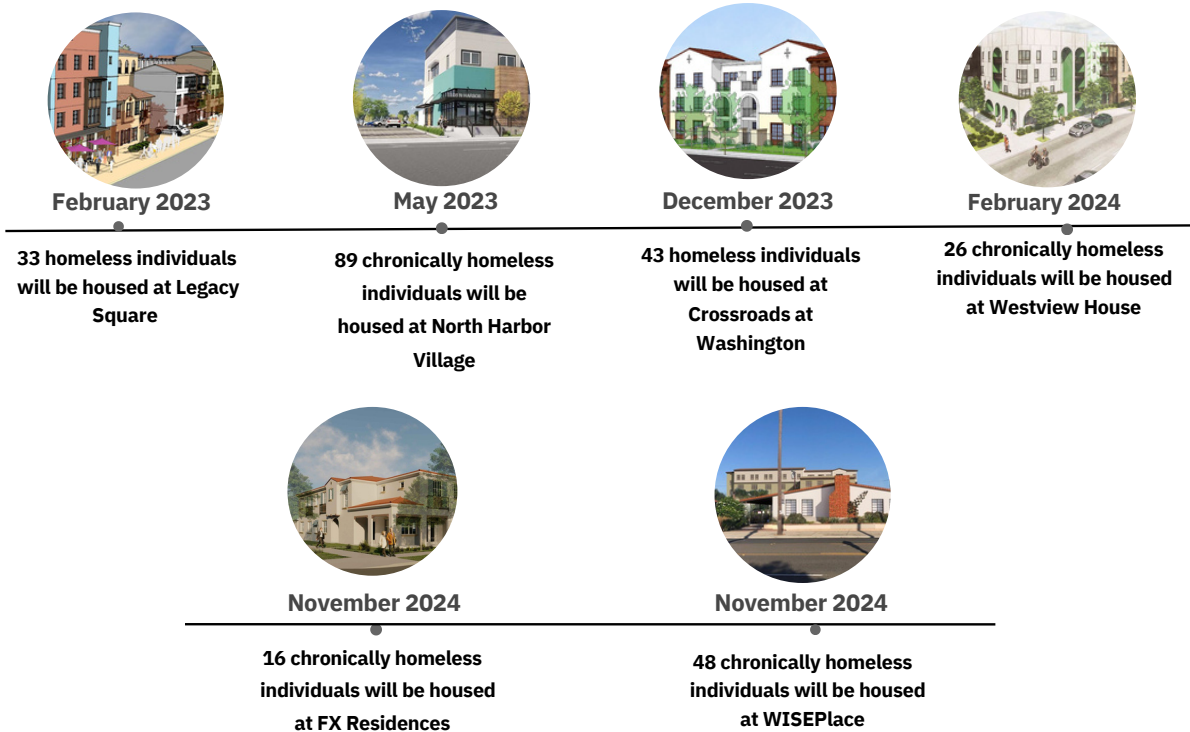
SAHA in collaboration with Mercy House has assisted EHV families with moving expenses to secure a unit by supporting families with the following services:

- Unit search
- Landlord incentives (holding fee, sign-on bonus)
- Security deposit
- Application fees
- Utility deposits
- Purchase of furniture/appliances





The City of Santa Ana currently has over 250 permanent supportive housing units in development across six projects. These six projects are in various stages of development and pre-development.





The City of Santa Ana finances the development of permanent supportive housing for people experiencing homelessness. Shelters solve sleep, but housing and supportive services solve homelessness.



February 2018

72 chronically homeless individuals were housed at The Orchard



March 2018

16 homeless individuals were housed at The Depot at Santiago



June 2020

75 homeless veterans were housed at Heroes' Landing



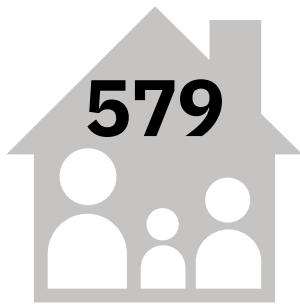
August 2020

15 homeless individuals were housed at The Santa Ana Arts Collective



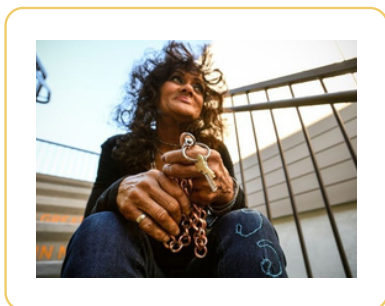
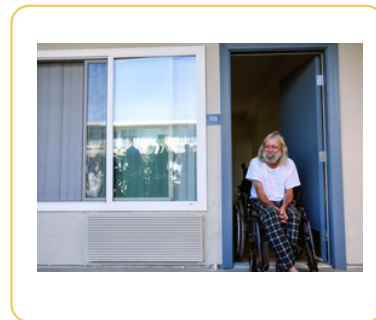
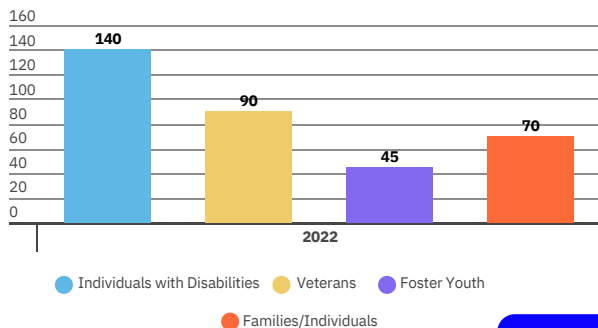
March 2021

56 chronically homeless individuals were housed at Casa Querencia



Homeless individuals have been provided with permanent supportive housing through both project-based and tenant-based vouchers through the Santa Ana Housing Authority since 2017.

Tenant-Based Housing Vouchers Leased in 2022



The City of Santa Ana issues tenant-based housing vouchers to people experiencing homelessness through its Housing Authority.

345

Vouchers were leased as of the end of 2022.

Housing Authority

Housing Choice Voucher Waiting List Opening

The Housing Choice Voucher Program waiting list application opened for a 30-day period in May of 2022. The Housing Authority received 20,756 applications of which 8,936 applicants claimed the local residency priority. Of those with the local residency priority, 387 claimed the U.S. Military Veteran priority, which has the highest priority and went to the top of the waiting list, followed by those with local residency priority that were randomly sorted to add a total of 7,500 applicants to the waiting list.

20,756

Applications Received

8,936

Local Residency Priority

387

Military Veteran Priority

7,500

Applicants Added To Waitlist

Extensive marketing efforts were launched prior to the waitlist application opening and during the application period. Informational workshops were conducted in English, Spanish, and Vietnamese and held in the community, including community centers, elementary schools, non-profit organizations, and the two public libraries. Workshops were held during the daytime, evenings, and weekends to accommodate our resident's needs. Program information, flyers, documents, and paper applications were available in English, Spanish, and Vietnamese. The Housing Authority also provided computers at City Hall for residents to complete applications. Staff was available to assist all walk-ins with completing the waiting list application.



Housing Authority

Housing Choice Voucher Waiting List Opening

17

Resident Workshops

30

Social Media Posts

80,000+

Postcards Mailed To Residents

1,600+

Local Residents

693,556

People Reached

5,000+

Flyers Distributed

Multilingual Marketing Conducted Through the Following:

- News Media Outlets
- Newspaper Advertising
- Social Media Posts
- City Manager Newsletter
- Nonprofit Organizations
- City Events
- Press Releases
- Email
- Postcards
- Flyer Distribution

We appreciate the assistance from everyone on our team including our Councilmembers who held workshops and promoted the information, our Community Development Commissioners, staff from our City Manager's Office, Planning and Building Agency Neighborhood Initiatives Program, Library Services, Community Development Agency, Housing Authority, and our partner agencies who dedicated their time and exhausted efforts to promote our 2022 HCV Waiting List opening.



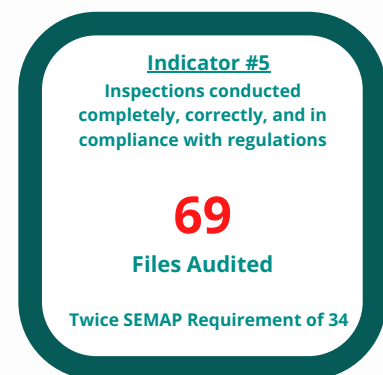
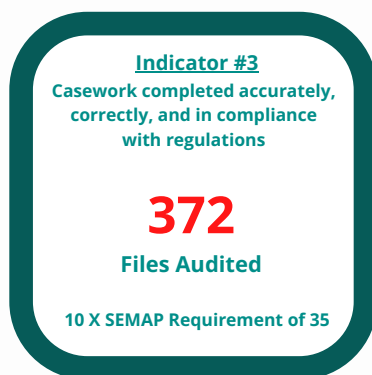
Housing Authority

High Performing Housing Authority

For the fifth year in a row, the Santa Ana Housing Authority (SAHA) will be certified as a High Performing Housing Authority by the United States Department of Housing and Urban Development (HUD).

Under the Section Eight Management Assessment Program (SEMAP), HUD uses 14 indicators to monitor and evaluate the performance of housing authorities nationwide. SEMAP is based on self-auditing that is subject to an onsite confirmatory review/audit by HUD. In July 2015, SAHA implemented a Quality Control Program that exceeds the minimum self-auditing requirements for SEMAP. Under this Quality Control Program, SAHA was able to audit randomly selected files and inspections on a monthly basis and provide this information back to staff with continuous guidance and training.

SAHA went above and beyond to audit more randomly selected files and inspections than required by HUD for SEMAP in two of the indicators that have the biggest impact on program administration and customer service:



As a result of their continuous efforts of ensuring the quality and integrity of casework and inspections while fully utilizing funding from HUD, the Santa Ana Housing Authority will be certified as a High-Performing Housing Authority again this year.

Housing Authority

Launch of New Website

The City of Santa Ana embarked on a multi-department effort to update the City's website with the goal of creating a platform that is user friendly for the residents of our City. With this goal in mind, the Housing Authority staff began building the website from the ground up.

The new website launched in April 2022. Improved features include the following:

- Common forms can be downloaded
- Tenant resources
- Waiting list status check
- Landlord resources
- Links to important Housing Authority documents, Administrative Plan, Annual Plan, Five-Year Plan
- Staff Directory assistance (Contact forms)
- Family Self-Sufficiency Program information and application are now easy to find
- News feed
- Events calendar
- Social media links

The screenshot shows the Housing Authority website interface. At the top right, there are navigation links for 'Payments', 'Services', 'Residents', and 'Businesses'. The main banner image displays a vibrant, colorful mural on a building facade with the text 'Housing Division' overlaid. Below the banner, the page is organized into several sections:

- Affordable housing:** A list of links including 'Grants', 'Rent Stabilization and Just Cause Eviction Ordinance', and 'Resources'.
- Contact:** Information for the Housing Division, including the phone number (714) 667-2250, address (20 Civic Center Plaza, M-26, Santa Ana, CA 92701), and operating hours (Monday-Thursday: 8 a.m. to 5 p.m., Alternating Fridays: 8 a.m. to 5 p.m., Saturday-Sunday: closed). It also lists social media links for Facebook, Twitter, Instagram, and YouTube.
- Welcome:** A introductory message stating: 'The Housing Division provides 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.'
- Housing Resources:** Four icons representing 'Renters Protections', 'Become a homeowner', 'Grant funding', and 'Affordable housing'.
- Housing Resources:** A section with an information icon and the text 'Housing Resources'.
- Need assistance? Contact us:** A prominent dark blue button with a white arrow pointing right.
- Housing documents:** A section with the text 'Check out some of our key documents below.'

Homeless Services

The past year has been a time of immense transition and change for the Homeless Services Division. With our new and growing team, we opened the City's Navigation Center, implemented a new Outreach and Engagement program, and received an increase in State grant funds to improve the homeless response system.



Homeless Services

Point in Time County & Survey

Community Development staff from both the Homeless Services Division and the Housing Division participated in the Point In Time Count (PIT) event in the early hours on February 22nd. Staff collected participant-level information including sheltered and unsheltered, household compositions, subpopulations, and disabling conditions information, such as substance abuse issues, serious mental health issues, and physical disability, among other demographic factors.

The information collected through the PIT process is self-reported and allows for a better understanding of the needs and challenges of people experiencing homelessness. It delivers the most accurate data comparison on the scope of homelessness in Orange County. The PIT helps communities plan services and programs to appropriately address local needs. Most importantly, communities can work with outreach teams, and healthcare and service providers to use the count as an opportunity to connect people experiencing homelessness with housing and vital services.



Homeless Services

Navigation Center

During fiscal year 2021-2022, the most prominent and celebrated program for the Homeless Services Division was the construction, furnishing, and opening of the **200-bed** Navigation Center, a 24-hour site serving Santa Ana residents experiencing homelessness.

Amenities Include:

- Commercial kitchen
- Men's, women's, couples, and family dorms
- Offices for case management
- Medical services
- Outdoor area for participants and their pets

Adhering to the principles of Housing First, guests are admitted with low-barrier requirements through approved referral agencies. All guests are transported in and out of the shelter, as no walk-in traffic is allowed. During their stay, guests are offered a robust package of supportive services to transition to permanent housing and to cope with underlying issues causing them to cycle through the system. Illumination Foundation, the selected operator of the shelter, partners with Clarke Lew Medical Corp to provide medical and mental healthcare services, exclusive of substance use counseling for clients onsite at the shelter.



Homeless Services

Temporary Emergency Shelters

While the Navigation Center was under construction, the City operated three interim programs until guests could be transferred to the new site and two emergency shelters: one operated by Salvation Army exclusively for men, and another shelter operated by Illumination Foundation for both men and women.

The third program was a temporary motel program for families. During the time these temporary sites operated:

861 individuals were referred to shelters.

19 families referred to the motel program.

97 individuals were housed.

12 families were housed.



Homeless Services

Santa Ana Multi-Disciplinary Homeless Response Team (SMART).

In December of 2021, an enhanced street outreach and engagement pilot program commenced to divert non-violent mental health or substance abuse calls for service for individuals experiencing homelessness away from the Police Department and from the MySantaAna App to their teams. The pilot program was named the Santa Ana Multi-Disciplinary Homeless Response Team (SMART).

The program transitions calls to subject matter experts who are highly trained in their profession of homeless services crisis intervention, mental health, addiction, and medical services in order to provide the best response to those in need. The Service Provider, City Net, responded to calls seven days a week from 7am to 9pm Monday through Friday and 9am to 9pm on weekends.

With City Net taking non-emergency dispatch calls for homeless supportive services, SAPD and other emergency responders were better able to focus on public safety and respond to criminal activity.

City Net achieved the following:

600

Individuals exited from the street

3,700

Engaged

1,300

Cases managed



Homeless Services

Highlights



Success Stories



Megan Smith entered the temporary shelter in December of 2021 before transferring to the Carnegie Navigation Center in June, 2022. During this time, she conceived a beautiful baby boy. Megan experienced many obstacles but her resilience allowed her to overcome them.

Megan hoped to provide a secure and safe place for her family, and she did. With the support from the Illumination Foundation operation team, including her case manager, housing navigator, substance abuse disorder counselor, and additional site staff, she was able to find employment and obtain permanent housing through the Santa Ana Housing Authority Emergency Housing Voucher to provide for her family.

Success Stories



Mr. Amador, a guest at the Navigation Center, successfully moved into permanent housing after receiving a Housing Voucher from the Orange County Housing Authority on June 1, 2022. Despite the many obstacles to become document-ready, Mr. Amador was approved for a unit in the City of La Habra. Illumination Foundation staff provided ongoing support to Mr. Amador including behavioral and medical services, substance abuse disorder counseling, case management, and housing navigation.

When asked, "What would you tell people still living out on the streets who haven't been able to get housing yet?" he responded "I would tell people still living in the streets to go to a shelter and get help. It is better to be in a shelter than out in the streets. Staff at temporary Link Shelter and at the Carnegie Navigation Center were helpful in getting me housing. Everyone is there to help you get your life back together. I had a great experience with Illumination Foundation".

Success Stories



Jeri, found herself on the streets of Santa Ana after the cost of paying for two brain surgeries took all of her finances. After spending quite some time at the Link temporary shelter, Jeri was selected to move into one of the senior units at Santa Ana's Casa Querencia, a permanent supportive housing project that services the special needs of individuals living with chronic homelessness, including mental and physical disabilities.

Jeri was also selected by Faces of Santa Ana as one of the 21 residents to have her portrait featured as part of the property's portrait series. Led by founder Brian Peterson, the mission of Faces of Santa Ana is to lovingly engage neighbors without homes through art and creativity. Artwork is sold to raise money to help individuals achieve their goals and dreams.

Administrative Services

Who we are:

The Administrative Services Division (“Admin Services” for short) exists to support and be a resource to the entire department. Admin Services has a total of seven positions and supports all the financial and administrative functions such as budget, payroll, purchasing, and monitoring of revenues and expenditures. The division also supports boards and commissions such as the Community Development Commission, Arts & Culture Commission, and Workforce Development Board. Furthermore, Admin Services is also responsible for the Successor Agency which is the unwinding of the former Redevelopment Agency’s obligations and reporting requirements.

During the year, the division experienced a staff transition but was able to successfully meet budget deadlines, audits, submission of the Recognized Obligation Payments (ROPs), and provide payroll services for both full-time and part-time employees.



Contact Us



Community Development Agency

20 Civic Center Plaza
Santa Ana, CA 92701

(714) 647-5360

Economic Development
Housing
Homeless Services
Administrative Services

Thank you!

