

MAYOR
 Miguel A. Pulido
 MAYOR PRO TEM
 Vincent F. Sarmiento
 COUNCILMEMBERS
 Angelica Amezcua
 P. David Benavides
 Michele Martinez
 Roman Reyna
 Sal Tinajero



CITY MANAGER
 David Cavazos
 CITY ATTORNEY
 Sonia R. Carvalho
 CLERK OF THE COUNCIL
 Maria D. Huizar

CITY OF SANTA ANA

20 Civic Center Plaza • P.O. Box 1988
 Santa Ana, California 92702
 714-647-6900
www.santa-ana.org

January 7, 2016

Mr. Scott Stiles
 City Manager
 City of Garden Grove
 11222 Acacia Parkway
 Garden Grove, CA 92840

Dear Mr. Stiles,

In February 2016, the City of Santa Ana will be submitting an application for U.S. Department of Housing and Urban Development (HUD) Promise Zone designation.

The proposed boundaries of the Promise Zone designation will include a small portion of the City of Garden Grove. Map is attached.

The Promise Zone Initiative, with goals targeted towards: 1) increasing economic prosperity and job creation, 2) reducing serious and violent crime focused on Santa Ana's safety zones, 3) enhancing educational opportunities, 4) increasing the supply of affordable housing, 5) improving the infrastructure in the commercial corridor, 6) and increasing private sector investment and small business development will have a significant impact for both Cities and organizations that will be partnering on this important initiative.

This letter is requesting if the City of Garden Grove will allow a portion of its City to be designated as a Promise Zone for implementation of the specific activities that will be outlined in the Promise Zone application. The Agreement does not commit Garden Grove to providing any financial or non-financial resources, other than assistance in procuring any documentation or statistics that would be beneficial to the implementation of the Plan.

If selected as a Promise Zone designation, Santa Ana, as the lead agency will be responsible to HUD for fulfilling the responsibilities of the Promise Zone designation.

SANTA ANA CITY COUNCIL

| | | | | | | |
|---|---|--|--|--|---|--|
| Miguel A. Pulido Mayor mpulido@santa-ana.org | Vincent F. Sarmiento Mayor Pro Tem, Ward 1 vsarmiento@santa-ana.org | Michele Martinez Ward 2 mmartinez@santa-ana.org | Angelica Amezcua Ward 3 aamezcua@santa-ana.org | P. David Benavides Ward 4 dbenavides@santa-ana.org | Roman Reyna Ward 5 rreyna@santa-ana.org | Sal Tinajero Ward 6 stinajero@santa-ana.org |
|---|---|--|--|--|---|--|

These responsibilities will include coordinating activities pursuant to the Promise Zone plan presented in the application and administering any funding or other benefits that the designation may confer in the future to the designated Promise Zones. The lead agency will also be responsible for tracking outcomes, reporting to federal agencies, and participating in evaluation activities as requested. The lead agency will provide certification to the other organizations applying for grants and other benefits that could be received by the Promise Zone designation.

If your City is willing to participate in the application, please sign below and return this letter. My email is kreenders@santa-ana.org or by Fax: (714) 647-6549. Thank you.

Sincerely,



Kelly Reenders
Executive Director, Community Development Agency
City of Santa Ana

Undersigned below:

By: _____ Date _____

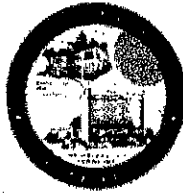
Title: _____

City of Garden Grove

SANTA ANA CITY COUNCIL

| | | | | | | |
|---|---|--|--|--|---|--|
| Miguel A. Pulido Mayor mpulido@santa-ana.org | Vincent F. Sarmiento Mayor Pro Tem, Ward 1 vsarmiento@santa-ana.org | Michele Martinez Ward 2 mmartinez@santa-ana.org | Angelica Amezcua Ward 3 aamezcua@santa-ana.org | P. David Benavides Ward 4 dbenavides@santa-ana.org | Roman Reyna Ward 5 rreyna@santa-ana.org | Sai Tinajero Ward 6 stinajero@santa-ana.org |
|---|---|--|--|--|---|--|

REQUEST FOR COUNCIL ACTION



CITY COUNCIL MEETING DATE:
OCTOBER 20, 2015

CLERK OF COUNCIL USE ONLY:

TITLE:

STRATEGY TO SECURE FEDERAL PROMISE ZONE DESIGNATION FOR SANTA ANA (STRATEGIC PLAN NO. 5, 4D)

APPROVED

- As Recommended
- As Amended
- Ordinance on 1st Reading
- Ordinance on 2nd Reading
- Implementing Resolution
- Set Public Hearing For _____


CITY MANAGER

CONTINUED TO _____

FILE NUMBER _____

RECOMMENDED ACTION

Receive and file the proposed federal Promise Zone designation of Santa Ana.

DISCUSSION

Securing Santa Ana's designation as a federal Promise Zone (PZ) in 2016 continues to be a priority for staff. Major advantages of this designation include: 1) the awarding of preferences for certain competitive federal grant programs; and 2) proposed hiring tax credits and enhanced depreciation (tax) benefits to investors (subject to Congressional approval). Broad objectives associated with Santa Ana's strategy include the creation of jobs, growing the local economy, improving education opportunities, and reducing violent crime.

A team with representatives from the Community Development Agency, Santa Ana Police Department, and the City Manager's Office has been evaluating the federal application criteria and are now prepared to recommend a defined geographic area that will be the focus of Santa Ana's strategy. This area encompasses Santa Ana's gang Injunction security zones in the Townsend and Santa Anita neighborhoods, including a portion of Buena and Clinton Streets in the City of Garden Grove as illustrated on the proposed promise zone map (Exhibit 1). The strategy will seek to attract resources to improve opportunities for residents of these two areas with a history of violent crime. In addition, our Five Year Strategic Plan adopted in late 2014 will serve as the foundation of this effort.

Current discussions with key institutional partners has encompassed two areas: 1) seeking to find common ground in our mutual strategic plan goals for the next 10 years; and 2) incorporating mutual goals into our PZ Strategy and exploring new partnerships through a Memorandum of Understanding (MOU).

Listed are a few statistics for the proposed area which will support our case.

- Adults no English Speaking 2,950 15% adult population in area
- Adults less than high school education 9,500 or 61%
- Households include a disabled member 1,403 24% of total households
- Households some form of public assistance 450 8% of total households versus poverty rate of 32.9%
- Households no access to motor vehicle 575 10% of total households
- Adults report accessing Internet – cell phone 8,200 Nearly 45% of adults

Staff anticipates a formal announcement from the federal government inviting proposals for Promise Zone designation to be submitted in early 2016.

STRATEGIC PLAN ALIGNMENT

Approval of this item supports the City's efforts to meet Goal #5 Community Health, Livability, Engagement & Sustainability, Objective #4 (support neighborhood vitality and livability), Strategy D (implement new neighborhood initiatives focusing on residential areas that have been adversely affected by disinvestment and decline. Programs and services from a variety of resources will be utilized to achieve positive and sustainable improvements).

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

There is no fiscal impact associated with this action.



Kelly Reenders
Executive Director
Community Development Agency

KR/II

Exhibit: 1. Proposed Promise Zone Map



Proposed Promise Zone Including Gang Injunction Areas

