



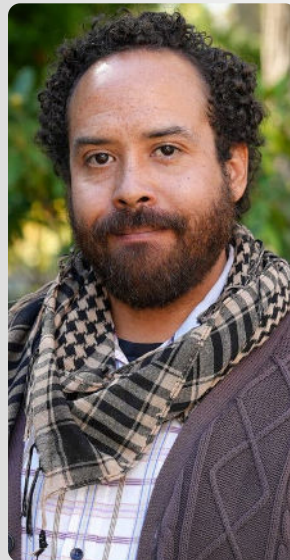
Jordan Downs Case Study: A Decade-Long and Successful Public-Private Partnership



Sierra Atilano
Bridge Housing



Tiffani Barletta
CSG Advisors
Moderator



John Mimms
Michaels Organization



Julie Mungai
HACLA

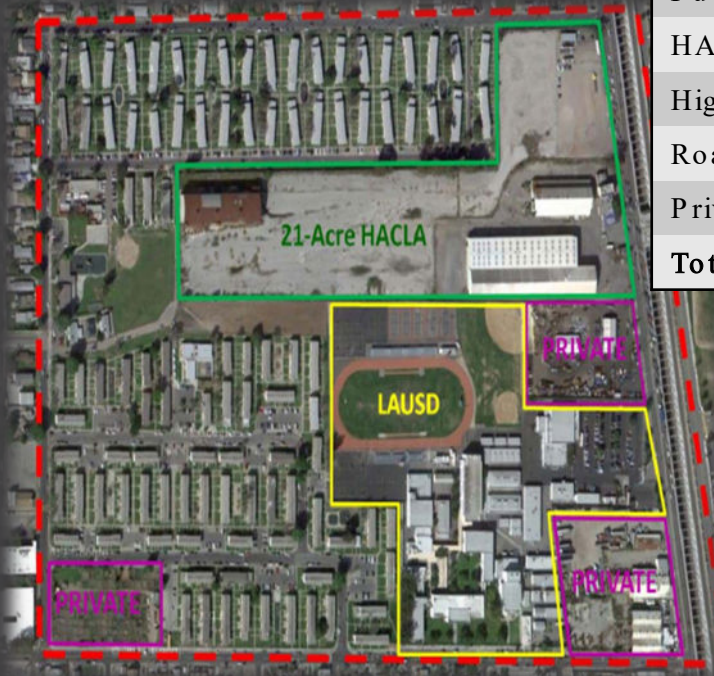
Jordan Downs, A Decade-Long, Successful Public-Private Partnership

*A holistic approach to
public housing and
neighborhood
improvements in
Watts...*



Project Background

- Built as temporary wartime housing in mid '40s and '50s
- Converted to public housing
- 103 bunker style buildings
- 700 units
- Approximately 2,300 residents
- Detached from greater community and underserved by retail



| Area | Acres |
|-------------------|------------|
| Public Housing | 49 |
| HACLA Industrial | 21 |
| High School | 19 |
| Roads (non HACLA) | 19 |
| Private | 10 |
| Total MP | 118 |

Master Plan Summary

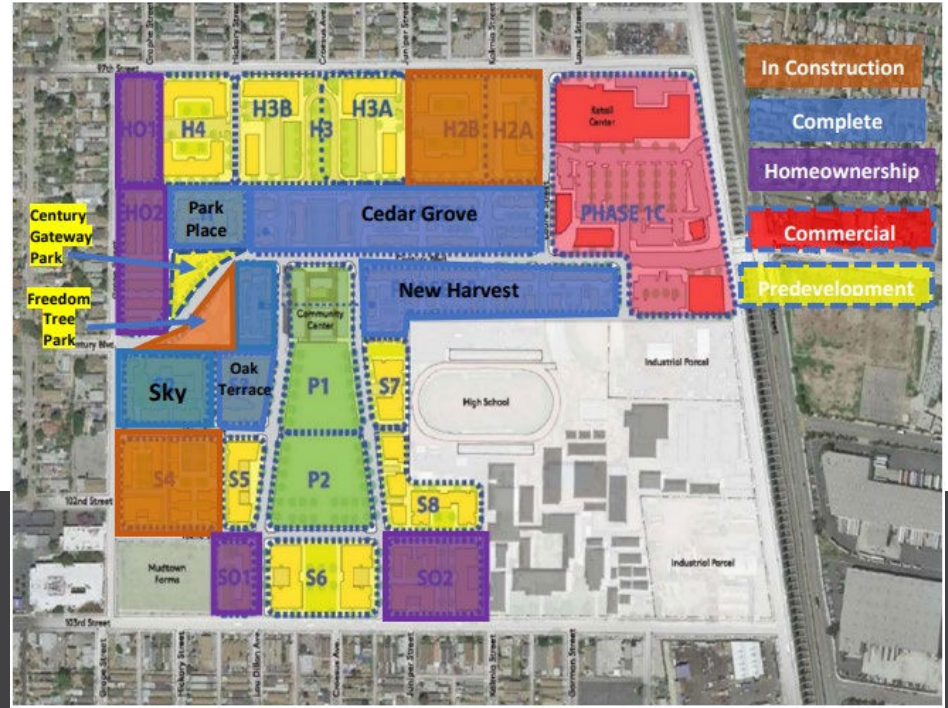
Features

- Product of Intense Community Input and Participation
- Vibrant Urban Village
- Mixed-Use/Mixed Income
- Over 1,500 New Units (affordable/market/homeownership)
- 9 Acres of Public Parks & Open Space
- Over 200,000 gsf. of commercial/retail
- Sustainability & New Urbanist Principles
- Street Grid Promotes Connectivity, Walkability, Eyes on the Street
- Won Multiple Awards

Goals

- Build First
- Create Sustainable Environment
- Disperses Blight/ Promote Economic Growth
- Reconnect to surrounding Neighborhood
- Serve as Catalyst for Renewal of Greater Community
- Robust Job Training and social service platform
- Development partners: increase capacity/access funding/share expertise/Diversify risk

Jordan Downs Site Plan



Summary of investments/leveraging to date
(includes all phases that have closed financing)

| | |
|-----------------------------------|----------------------|
| HACLA | \$135,550,130 |
| Other Private/ Conventional Loans | \$130,379,949 |
| Federal Funds | \$26,993,659 |
| State Funds | \$94,278,168 |
| Federal/State Tax Credits Equity | \$276,894,816 |
| Total Funding | \$664,096,722 |

A Promise Kept

1. 503 Units of Affordable Housing built
2. 115,000 sq ft Shopping Center
3. ½ Mile new Century Boulevard Extension and 6 new residential streets being built
4. 3 acres of new park space built or soon to be under construction
5. 285 new units under construction expected in YR 25
6. Home ownership RFP released





Community & Resident Engagement Establishing Trust and Community Buy-in

- Backyard Briefings
- Information Fairs
- Resident Field Trips
- JDCAC
- Project Fatherhood

- Over 200 Meetings
- Over 1,400 surveys
- Over 5,000 Individuals
- 1 decade of outreach



Community Coaching Program

More Than Outreach...

- Enhancing Relationships
- Facilitating Dialogue
- Improving Communication
- Developing Leadership Skills



SEC 3 (Local Hire) Outcomes to Date

| JD Phase | Section 3 New Hires | JD Residents | Watts Residents | City of LA Residents | (10% Goal) | (30% HUD goal) | (10% HUD goal) | # of Section 3 Businesses Contracted | Dollar Value of Section 3 Business Subcontracts |
|-------------------------|---------------------|--------------|-----------------|----------------------|--------------------------------|----------------|--------------------------------|--------------------------------------|---|
| | | | | | Disadvantaged Worker New Hires | S3 New Hire | Section 3 Business Contracting | | |
| Phase 1A Construction | 76 | 19 | 25 | 32 | 88% | 70% | 22% | 9 | \$7,242,183 |
| Phase 1B Construction | 114 | 11 | 58 | 45 | 96% | 81% | 48% | 13 | \$18,536,871 |
| Phase 1C Construction | 39 | 15 | 16 | 8 | 51% | 78% | 13 | 4 | \$2,680,657 |
| Area H Construction | 77 | 15 | 13 | 49 | 64% | 40% | 26% | 9 | \$6,510,510 |
| Phase S-3 Construction | 63 | 21 | 30 | 12 | 62% | 62% | 38% | 9 | \$12,384,986 |
| Freedom Plaza* | 625 | 145 | 185 | 295 | N/A | N/A | N/A | N/A | N/A |
| Phase S-2 Construction | 66 | 15 | 26 | 25 | 29% | 65% | 29% | 5 | \$9,285,965 |
| HACLA Direct Contracts* | 892 | 45 | 25 | 22 | N/A | N/A | N/A | 3 | \$1,092,000 |
| Phase 3A Construction* | 120 | 18 | 42 | 60 | 80% | 31% | 28% | 8 | \$9,885,573 |
| Phase 3B Construction* | 16 | 7 | 4 | 5 | 69% | 30% | 19% | 7 | \$11,001,628 |
| Cedar Grove (1A)* | 4 | 1 | 3 | 0 | N/A | N/A | N/A | N/A | N/A |
| New Harvest (1B)* | 4 | 2 | 1 | 1 | N/A | N/A | N/A | N/A | N/A |
| Park Place (Area H)* | 0 | 0 | 0 | 0 | | N/A | N/A | N/A | N/A |
| Oak Terrace (S3)* | 0 | 0 | 0 | 0 | | N/A | N/A | N/A | N/A |
| TOTALS | 1331 | 317 | 444 | 570 | | | | 67 | \$93,226,052 |
| | 100% | 24% | 36% | 40% | | | | | |

Community Impact Insights

CII will engage and link families to various services to promote health, education, and economic stability & resiliency

Health

- Health Access & Medical Homes
- Maternal Health Education
- Education of Health Management
- Healthy Living
- Senior Living & Health
- Disability Advocacy
- Community Health Ambassadors (Promotoras)

Education

- 0-5 Early Childhood Education (home/center-based)
- Developmental Screenings/ ACEs
- Caregiver Support/Advocacy
- Extended Education & Enrichment
- College/Career Readiness
- Parental Involvement/Education
- Developmentally Appropriate Recreation

Economic Stability

- Adult Education, Vocational Pathways, Job training
- Career Opportunities
- Business Development Support
- Financial and Digital Literacy
- Services for Basic Needs if unable to work (SSI, TANF, CalFresh)
- Legal Advocacy/Support for Undocumented Residents



A VISION FOR A HEALTHIER WATTS

Watts Rising
Choice Neighborhood
Implementation (CNI):
Neighborhood Plan

Fostering a Safe Watts

- Creative School Signage
- MudTown Farms Commercial Kitchen Incubator
- Cultural Crescent Multipurpose Space
- Watts Empowerment Center Film & Music Studio
- Morning Star Outdoor Sports Complex

- Resilient Homes Program
- Green Model Homes Program
- Watts Century Latino Center Expansion

- Our Town Business Improvement
- Microloan Program
- ThinkWatts HQ
- Historic Train Station Investment



A large, modern apartment complex with a central green lawn and people enjoying the outdoors at sunset. The sun is low in the sky, creating a warm, golden glow. People are seen walking, sitting on the grass, and riding bicycles. The buildings are multi-story with balconies and large windows. The overall atmosphere is peaceful and community-oriented.

THANK YOU