

CITY OF SAN BUENAVENTURA



2015 NRSA Recertification Documentation

Submitted May 14, 2015

Background

Why a Neighborhood Revitalization Strategy Area (NRSA)?

Under the Community Development Block Grant (CDBG) program, the U.S. Department of Housing and Urban Development (HUD) offers a special tool to deliver focused revitalization activities through the Neighborhood Revitalization Strategy Area (NRSA) regulations. Typically, expenditure of CDBG funds must meet strict eligibility and recordkeeping requirements. Communities with approved NRSA are offered enhanced flexibility in undertaking economic development, housing, and public service activities with CDBG funds within the NRSA. This flexibility is designed to promote innovative programs in economically disadvantaged areas of the community.

Areas of Enhanced Regulatory Flexibility

A key flexibility offered by the NRSA designation is the ability to qualify activities for CDBG funds using area-wide benefit. Specifically:

- Job creation or retention effort focused on the targeted neighborhood may be classified as meeting the Low and Moderate Income (LMI) Area benefit national objective requirements.
 - Businesses that receive such assistance need not track the specific income of newly hired employees to demonstrate LMI benefit.
 - This provision reduces the administrative burden to the business and is intended to provide an incentive to businesses to participate in the community's job creation/retention programs.
- Aggregation of housing units for which CDBG funds obligated during each program year and treating them as a single structure.
 - At least 51 percent of total number of units must be occupied by LMI households. This permits greater flexibility in applying the LMI housing national objective criteria for the housing category.
 - For example, households with incomes slightly above the LMI level may also qualify for rehabilitation assistance to fix up their homes.
 - However, homeownership assistance must only be provided to households that meet the LMI limits.
- Economic development activities carried out in the NRSA may be excluded from the aggregate public benefit standards. This reduces recordkeeping requirements. This affords greater flexibility in selecting and implementing economic development activities, and reduces the amount and scope of information that must be collected and documented.
- All public services offered within the NRSA and carried out as part of qualified projects under the NRSA by a Community-Based Development Organization (CBDO) are exempt from the 15-percent public services cap for spending CDBG funds. This permits the City to offer a more intensive level of services with the targeted neighborhood, as needed to

stimulate revitalization. This flexibility includes job training and other employment related services and as such, it can provide an important foundation for economic opportunity for neighborhood residents.

What Area is Qualified as a NRSA?

In order to be designated as a NRSA, the targeted neighborhood must be a contiguous area and primarily residential. The area must also contain a high percentage of low and moderate income (LMI) households.

Why Update the Westside NRSA?

The NRSA is required by HUD to be updated periodically to reconfirm eligibility, reflect the changing needs of the neighborhood, and to update the community's strategy and priorities for the area.

Demographic Profile

Examination of demographic characteristics provides insight into community needs. The Westside Ventura Neighborhood is one of the City's oldest and most socioeconomically diverse communities. Historically, the oil industry anchored the community; however, in the 1980s the industrial sector declined. This greatly affected the local economy; the impact was most directly felt in the Westside through increased unemployment and property disinvestments. This demographic profile highlights the disparity between the Westside NRSA and the City of Ventura as a whole. Specific findings included in this profile are highlighted below.

- A disproportionate number of low- and moderate-income residents live in the Westside NRSA. While NRSA residents make up 12.9 percent of the City's population, they represent 23 percent of low- and moderate-income residents.
- About 29.4 percent of NRSA residents indicated that they spoke English "less than very well." This was more than three times the proportion citywide (9.7 percent).
- The NRSA has more than twice the proportion of large households compared to the City as a whole.
- All seven Census block groups within the Westside NRSA had lower median household incomes than households citywide.
- Almost twice the proportion of residents in the Westside NRSA was living below the poverty level compared with residents citywide.
- The only Census tract in the City of Ventura identified by HUD as a racially/ethnically concentrated area of poverty is located in the Westside NRSA.
- Educational attainment for adults in the NRSA is lower than for residents citywide. More than twice the proportion of NRSA residents have less than high school diploma compared with residents citywide.
- There is a higher proportion of renter households in the NRSA compared to the City as a whole.
- The NRSA's housing stock is older, with close to three-quarters of all housing units (73.9 percent) built before 1979 (36 or more years old).
- In the NRSA, more than half (52 percent) of all households are overpaying for housing, a higher proportion compared to all households (44.3 percent).
- Overcrowding is significantly more prevalent in the NRSA compared to the City as a whole. Overcrowding in the NRSA is more than three times the level of overcrowding seen citywide.

Geographic Area

The Westside NRSA is located on the west end of the City of Ventura, the county seat of the County of Ventura. The area covers approximately 1.8 square miles, or close to six percent of the

City. The NRSA includes all or portions of two contiguous Census tracts and seven block groups. These are:

- Census tract 22 block groups 1, 2, and 3
- Census tract 23 block groups 1, 2, 3, and 4

The Westside NRSA, located north of Highway 101 and east of State Route 33, is predominately residential, with large pockets of manufacturing uses. More urban-type uses are located in the southernmost portion of the NRSA, in downtown Ventura. Commercial and mixed uses are located along the major corridors such as Ventura Avenue and portions of Olive Street, as well as in the southernmost areas of the NRSA.

Low and Moderate Income Areas

HUD CPD Notice 96-01 indicates that the NRSA must be primarily residential and contain a percentage of low and moderate income residents that is equal to the "upper quartile percentage" or 70 percent, whichever is less but, in any event, not less than 51 percent. HUD LMI data indicate that the area is made up of 77.5 percent low and moderate income residents (compared to the overall average of 44.2 percent for the City of Ventura), which exceeds the low to moderate income requirements of HUD CPD Notice 96-01. The average percentage of LMI residents is above the 51 percent requirement for NRSAs and significantly exceeds the upper quartile percentage for the City of Ventura, which is 55 percent. The LMI population by block group for the NRSA is shown in

Figure 2 and

. All block groups in the NRSA are classified as low and moderate income, and close to 23 percent of all LMI residents in the City of Ventura live within the Westside NRSA.

Table 1: Income Characteristics

Block Group	Low and Moderate Income(LMI) Population	Total Population	% LMI Population	Median Household Income	Median Per Capita Income
Census Tract 22, BG 1	1,755	2,250	78.0%	\$44,736	\$21,224
Census Tract 22, BG 2	1,315	1,495	88.0%	\$47,667	\$20,835
Census Tract 22, BG 3	1,600	2,695	59.4%	\$61,250	\$26,194
Census Tract 23, BG 1	3,095	3,490	88.7%	\$46,119	\$15,064
Census Tract 23, BG 2	1,375	1,450	94.8%	\$21,628	\$9,431
Census Tract 23, BG 3	630	1,140	55.3%	\$63,462	\$28,687
Census Tract 23, BG 4	1,280	1,735	73.8%	\$33,516	\$13,806
Total NRSA	11,050	14,255	77.5%		
Total City of Ventura	48,200	109,035	44.2%	\$65,137	\$32,311

Source: U.S Department of Housing and Urban Development (HUD), 2014. American Community Survey, 2009-2013.

Figure 1: Westside NRSA Location

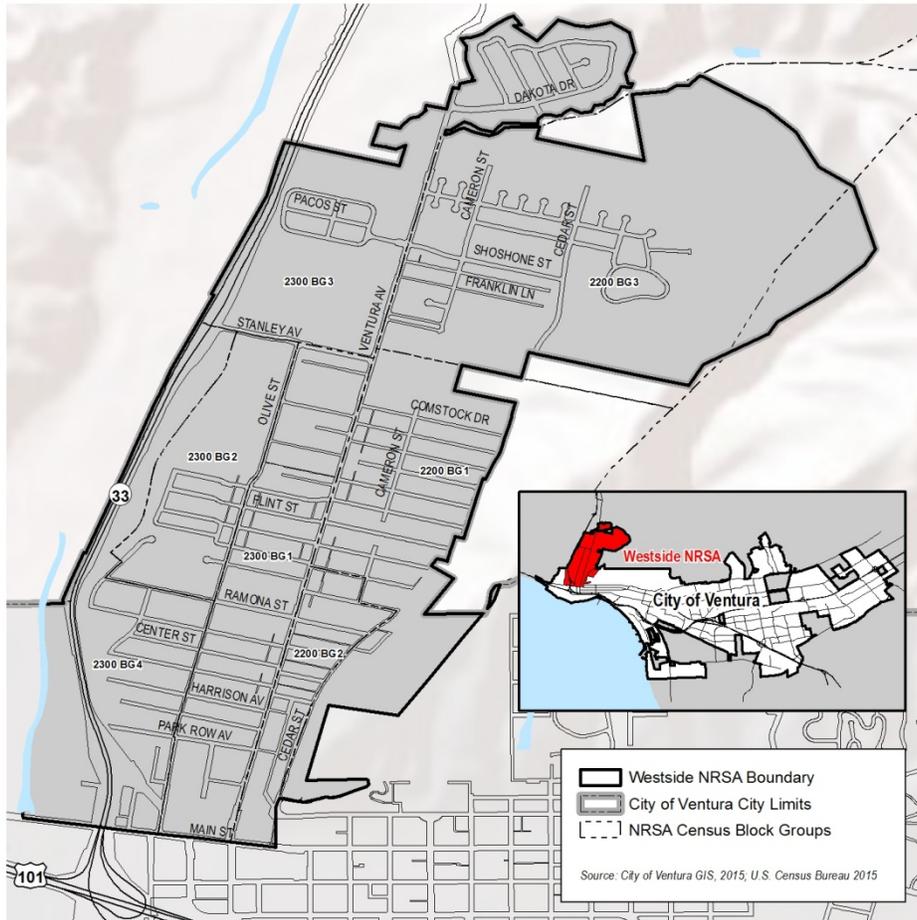
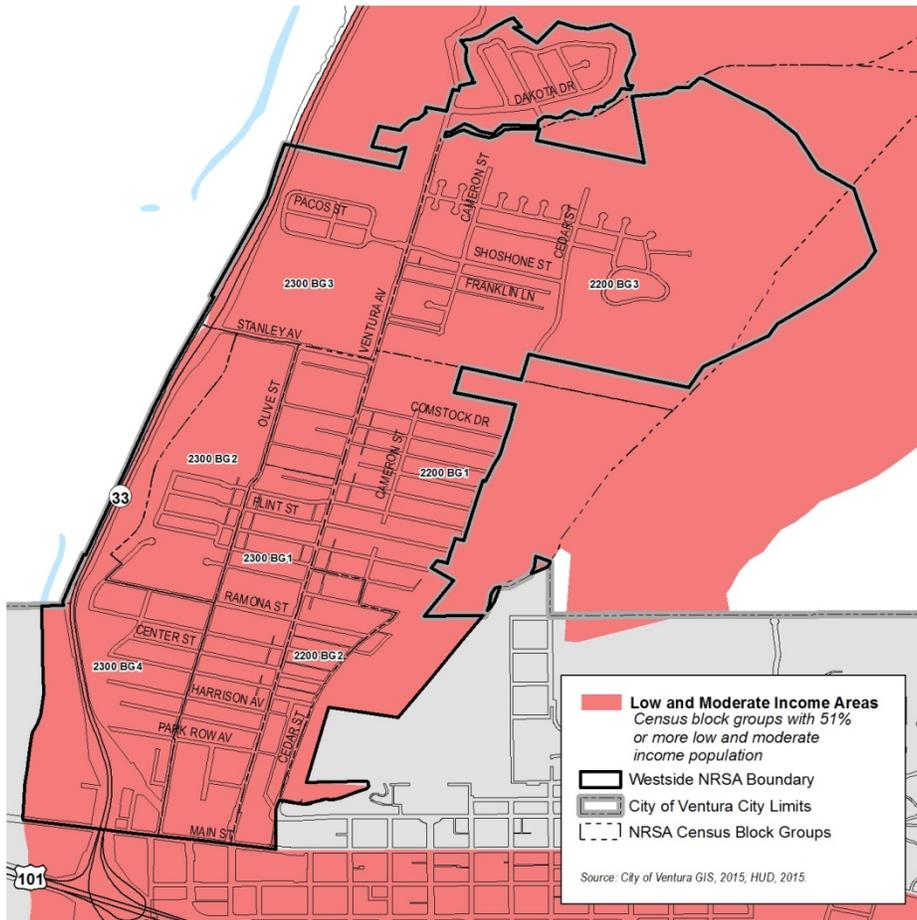


Figure 2: Low and Moderate Income Areas (2014)



Population Profile

Population Growth

Census 2010 data show that 13,718 persons live in the Westside NRSA. According to the Census, the City of Ventura population grew 5.5 percent between 2000 and 2010, while population in the NRSA grew by only 4.6 percent. A disproportionate number of low and moderate income residents live in the Westside NRSA. While NRSA residents make up 12.9 percent of the City's population, they represent 23 percent of low and moderate income residents citywide.

Table 2: Population Growth 2000-2010

Year	City of Ventura		Westside NRSA	
	Population	% Change	Population	% Change
2000	100,916	--	13,111	--
2010	106,433	5.5%	13,718	4.6%

Source: Bureau of the Census, 2000 and 2010.

Age Composition

In general, Westside NRSA residents tend to be younger than residents citywide. In 2010, 72 percent of the area's residents were 44 years of age or younger (compared with 56 percent citywide). The NRSA also has a significantly lower proportion of older residents (over 55 years of age). In 2010, there were more male (51.2 percent) than female residents (48.8 percent).

Table 3: Age Distribution

Age Group	2010	
	City of Ventura	Westside NRSA
0 - 4 Years	5.8%	8.7%
5 - 17 Years	16.7%	20.7%
18 - 24 Years	9.0%	11.0%
25 - 44 Years	27.1%	31.9%
45 - 54 Years	15.8%	13.7%
55 - 64 Years	12.4%	8.7%
65+	13.3%	5.4%
Total	100%	100%

Source: Bureau of the Census, 2010.

Race and Ethnicity

Unlike the City of Ventura, which is predominantly White (60 percent), residents in the NRSA are predominately Hispanic (63.2 percent), and only 29 percent of residents are White (Table 4).

Table 4: Race/Ethnicity, 2010

Ethnic Group	2010	
	City of Ventura	Westside NRSA
Non-Hispanic White	60.0%	29.3%
Black or African American	1.4%	1.3%
Hispanic or Latino	31.8%	65.2%
American Indian or Alaska Native	0.5%	0.5%
Asian/Pacific Islander	3.5%	1.7%
Other	0.2%	0.2%
Two or more races	2.6%	1.7%
Total Population	100%	100%

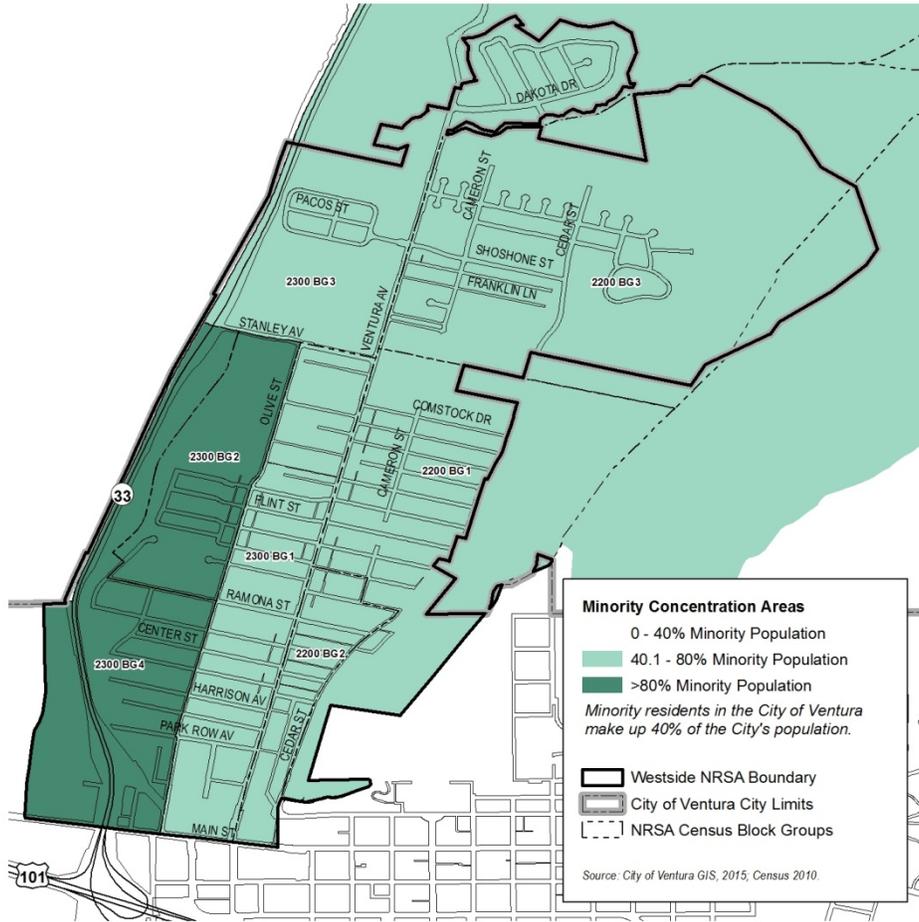
Source: Bureau of the Census, 2010.

Figure 3 shows concentrations of minority households by Census block group in the NRSA. A "concentration" is defined as a block group whose proportion of minority households is greater than the overall City of Ventura 2010 minority average of 40 percent. As shown on Figure 3, all block groups in the NRSA have a minority population greater than 40 percent. The southwest area of the NRSA (west of Olive Street and south of Stanley Avenue) has a minority population twice the City average. Race and ethnicity have implications on housing choice in that certain demographic and economic variables correlate with race. For example, some minority groups tend to live in larger households, and minority workers tend to have lower incomes than White residents.

Linguistic Isolation

Reflective of the demographics in the area, more than half (56.5 percent) of residents over the age of five speak Spanish at home (ACS, 2009-2013) compared with just 20.2 percent of residents citywide. About 29.4 percent of NRSA residents indicated that they spoke English "less than very well." This was more than three times the proportion citywide (9.7 percent). Linguistic isolation can hamper access to employment, transportation, medical and social services, voting, and schooling.

Figure 3: Minority Concentration Areas



Household Type and Size

Different household types generally have different housing needs. In the NRSA, households are predominantly families with children. Family households comprise the majority (69 percent) of households in the Westside NRSA, a higher proportion than among all City households (Table 5). Families with children account for 45 percent of all households in the area, a much higher proportion than the citywide average of 31.7 percent. The percentage of seniors living alone (4.8 percent) is lower compared to all households (10.6 percent). Single-parent households often require special consideration and assistance as a result of their greater need for affordable housing, as well as accessible day care, health care, and other supportive services. The NRSA has a much higher proportion than the City of single-parent families, with 16.6 percent of families with children being headed by single parents.

Table 5: Household Type

Household Type	City of Ventura	Westside NRSA
Families	64.3%	69.1%
Families with Children	31.7%	45.0%
Married Families With Children	21.3%	28.5%
Male Headed Families with Children	3.1%	5.3%
Female Headed Families with Children	7.3%	11.3%
Non Family Households	35.7%	30.9%
Senior Living Alone	10.6%	4.8%
Households with Elderly (65+ years) Members	25.9%	14.5%

Source: Bureau of the Census, 2010.

Large Households

The proportion of households in the NRSA with five or more members (23.7 percent) was more than twice the proportion at the City level (10.7 percent). Households with five or more members are considered large households. These households are usually families with two or more children or families with extended family members such as in-laws or grandparents. It can also include multiple families living in one housing unit to save on housing costs. Large households face more limited housing options, as adequately sized, affordable housing units are often limited. To save for necessities such as food, clothing, and medical care, lower- and moderate-income large households may reside in smaller units, resulting in overcrowding.

Table 6: Household Size

HH Size	City of Ventura			Westside NRSA		
	Owner-Occupied HHs	Renter-Occupied HHs	All HHs	Owner-Occupied HHs	Renter-Occupied HHs	All HHs
1 - 2 Person HHs	58.9%	60.9%	59.8%	50.1%	43.4%	46.0%
3 - 4 Person HHs	30.8%	27.8%	29.5%	29.6%	30.6%	30.2%
5+ Person HHs	10.3%	11.3%	10.7%	20.4%	25.9%	23.7%

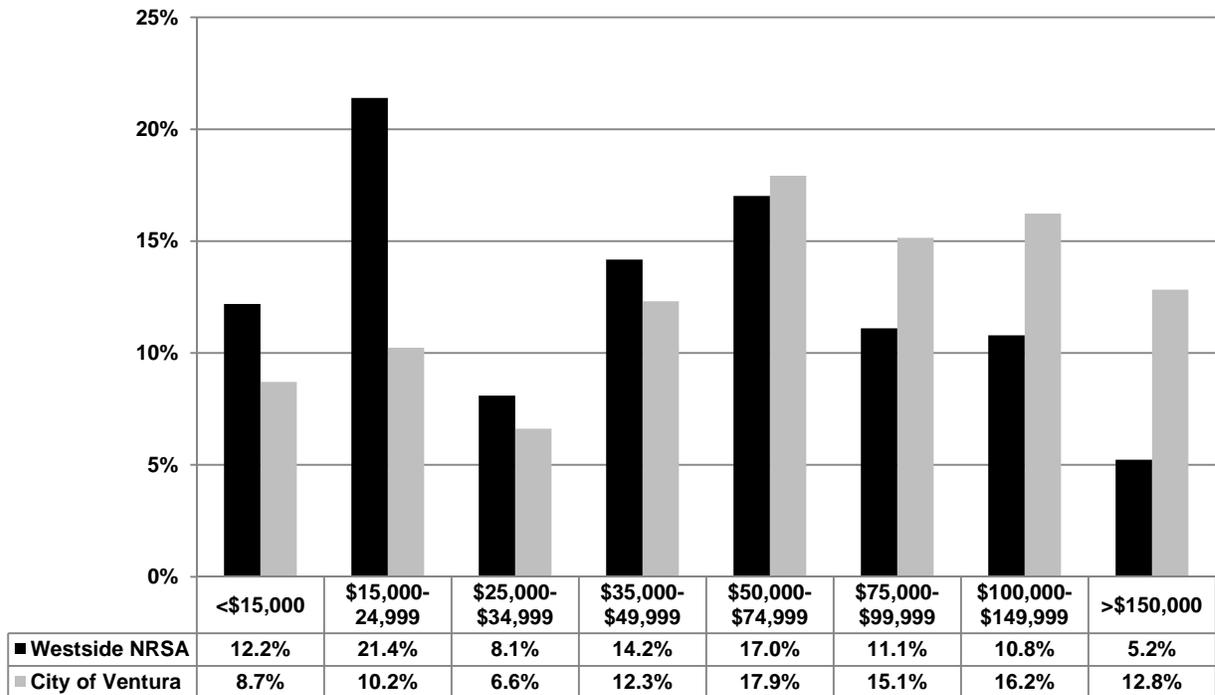
Source: Source: Bureau of the Census, 2010.

Income and Labor Force Profile

Income Distribution

The median income in the City of Ventura in 2013 was \$65,137. All seven Census block groups in the Westside NRSA had lower median household income than the City as a whole. Five of the seven NRSA block groups had median household incomes that were 75 percent of the City’s median income. Median income in the NRSA ranged from a low of \$21,628 (Census tract 23 block group 2) to a high of \$63,462 (Census tract 23 block group 3). Per capita income in all NRSA block groups was lower than the City median per capita income of \$32,311. Figure 4 shows that the distribution of income in the NRSA is skewed toward the lower end. The NRSA has a higher proportion of households earning under \$50,000 and a lower proportion of households earning over \$50,000.

Figure 4: Income Distribution



Source: American Community Survey 2009-2013

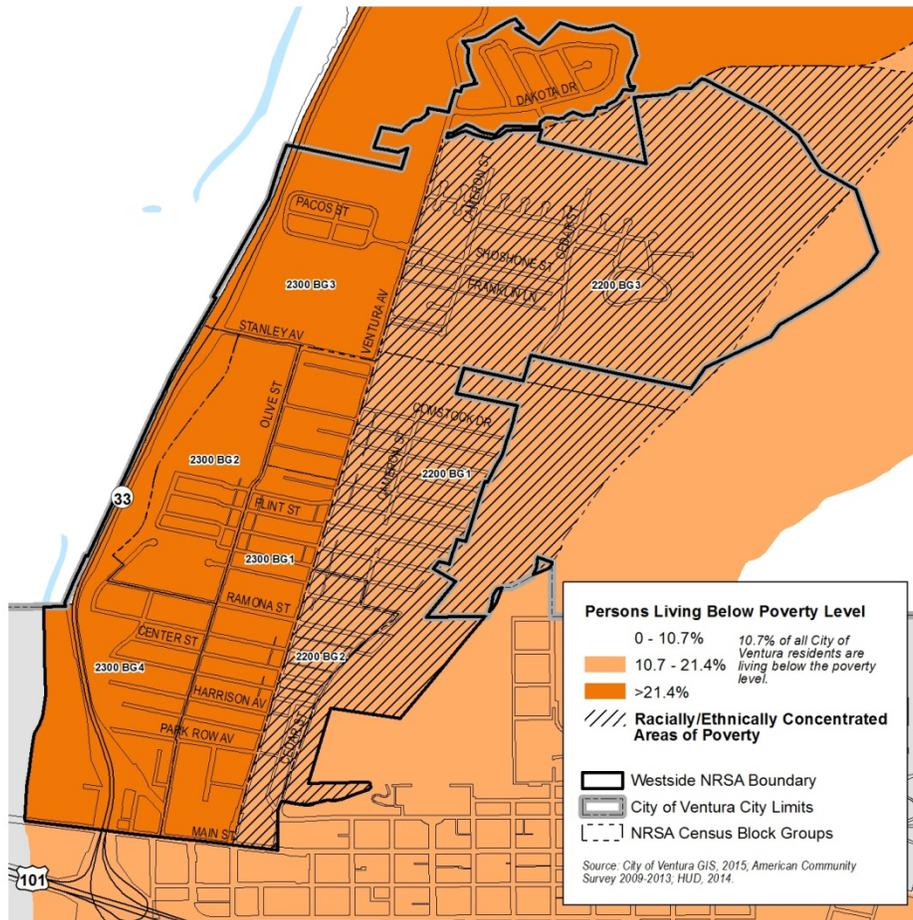
Poverty

Almost twice the proportion of residents in the Westside NRSA lived below the poverty level, compared with residents citywide. In the City of Ventura, 10.7 percent of residents were found to be living below the poverty level (according to 2009-2013 ACS data) compared with 21 percent of NRSA residents. In two areas of the NRSA, the proportion of residents living in poverty was twice the proportion citywide (21 percent). Identifying concentrations of poverty is important, as research indicates that this concentration of poverty can result in higher crime rates, underperforming public schools, and poor housing and health conditions, as well as limited access to private services and job opportunities. The consequences of poverty are particularly harmful to children. Children who grow

up in densely poor neighborhoods and attend low-income schools face many barriers to academic and occupational achievement.

In an effort to identify racially/ethnically concentrated areas of poverty (RECAPs), HUD has identified Census tracts with a majority non-White population (greater than 50 percent) and has a poverty rate that exceeds 40 percent or is three times the average tract poverty rate for the metro/micro area (in 2010), whichever threshold is lower. The only RECAP identified by HUD in the City of Ventura is located within the Westside NRSA. Specifically, Census tract 22 is identified as a RECAP.

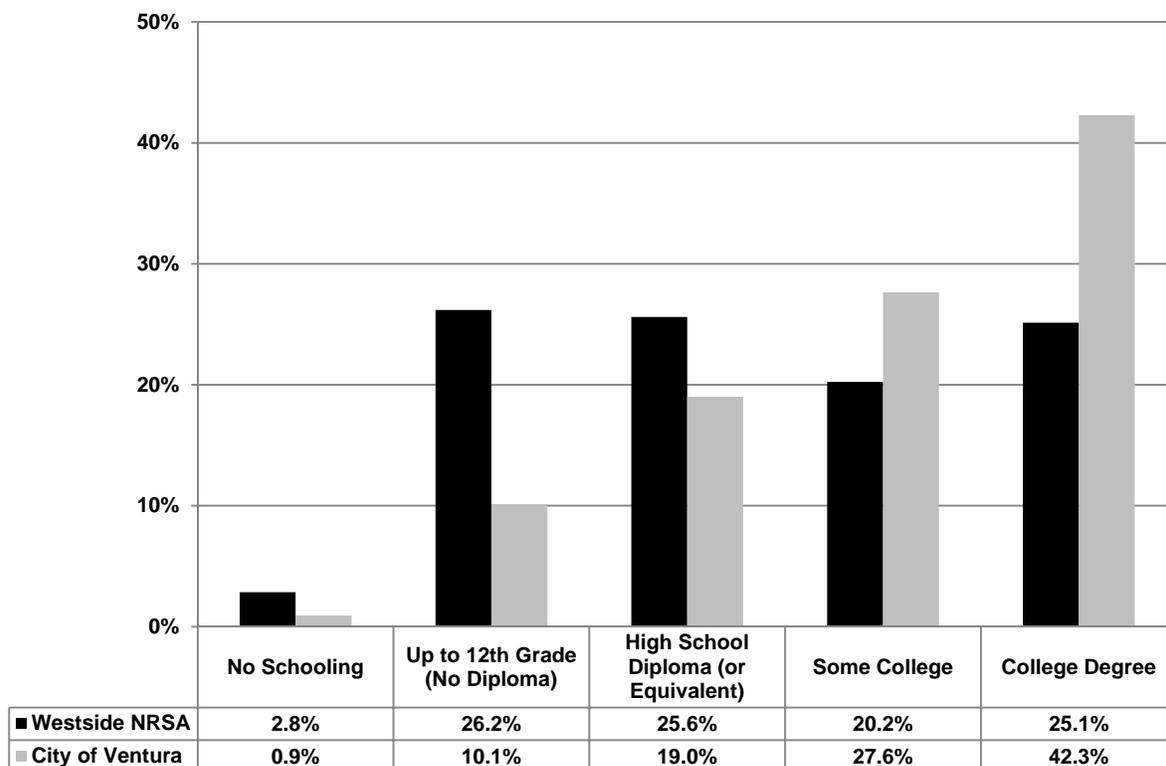
Figure 5: Poverty Concentration Areas



Educational Attainment

Low educational attainment may be a key contributor to low earnings for residents in the NRSA. Figure 6 shows that in the Westside NRSA, 29 percent of residents (over the age of 25) have less than a high school degree. This proportion is very high in comparison with residents citywide (11 percent with less than a high school degree). The proportion of residents with college degrees in the NRSA is also much lower than that at the City level.

Figure 6: Educational Attainment



Source: American Community Survey, 2009-2013.

Employment

Table 7 shows the distribution of employment among different industries and median earnings within the City of Ventura and the NRSA. Over 22 percent of Ventura’s labor force is employed within the “educational services, and health care and social assistance” industry; 12.7 percent work in the professional, scientific, and management, and administrative and waste management services; and 11.8 percent work in the retail industry. The most significant differences in employment patterns between the City and the NRSA is the relatively high proportion of NRSA residents that work in low-paying services industries (“professional, scientific, and management, and administrative and waste management services” and “other services”). Specifically, twice as many NRSA residents are employed in these services industries when compared to working residents citywide. Correspondingly, there is much lower proportion of NRSA residents employed in higher-paying industries. For example, the proportion of residents employed in public administration is less than half of the citywide proportion.

ACS 2009-2013 data indicate that within the NRSA, 9.2 percent of person in the civilian labor force was unemployed. The proportion of unemployed NRSA residents was similar to unemployment levels for the City (9.7 percent) and County (9.6 percent) and lower than the State (11.5 percent) during the same time period.

Table 7: Industry and Earnings

Industry	Percent of Total Employment		Median Earnings (City of Ventura)
	City of Ventura	Westside NRSA	
Agriculture, forestry, fishing and hunting, and mining	2.2%	2.8%	\$31,998
Construction	6.4%	6.9%	\$42,188
Manufacturing	8.1%	6.7%	\$52,641
Wholesale trade	3.2%	4.5%	\$48,236
Retail trade	11.8%	10.5%	\$23,070
Transportation and warehousing, and utilities	4.1%	5.9%	\$54,176
Information	2.4%	2.2%	\$50,995
Finance and insurance, and real estate and rental and leasing	5.2%	3.5%	\$43,107
Professional, scientific, and management, and administrative and waste management services	12.7%	12.2%	\$44,227
Educational services, and health care and social assistance	22.3%	12.9%	\$43,958
Arts, entertainment, and recreation, and accommodation and food services	9.8%	18.3%	\$16,640
Other services, except public administration	5.0%	11.1%	\$21,910
Public administration	6.9%	2.5%	\$75,762
Total	100.0%	100.0%	\$39,341

Source: American Community Survey, 2009-2013

Commercial/Business Profile

Profile pending.

Housing Profile

Housing Growth

As shown in Table 8, the housing stock in the City of Ventura and the Westside NRSA grew at a slower rate when compared with the County rate. According to the 2010 Census, there were 4,388 housing units in the NRSA, an increase of about 246 units (or 5.9 percent) from 2000.

Table 8: Housing Unit Growth

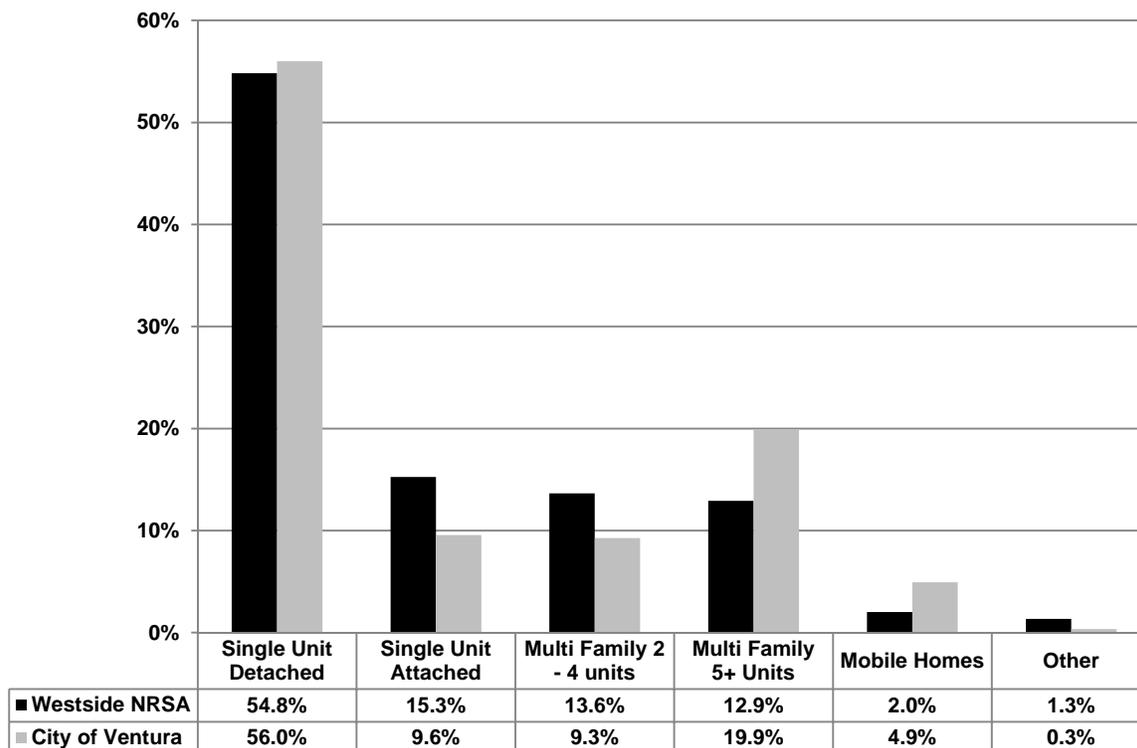
City/County	# of Units 2000	# of Units 2010	% Change 2000 to 2010
City of Ventura	39,803	42,827	7.6%
Westside NRSA	4,142	4,388	5.9%
Ventura County	251,712	281,695	11.9%

Sources: Bureau of the Census, 2000 and 2010 Census

Housing Stock Characteristics

The housing stock in Ventura includes several categories: single-family dwelling units, multi-family dwelling units, and other types of units such as mobile homes. In the NRSA, single-family detached units comprise a majority of the housing stock (54.8 percent), followed by single-family attached units, such as condominiums and townhomes (15.3 percent) (Figure 7). Compared to the City, the NRSA has more small-scale multi-family housing structures. Within the NRSA, there is a higher proportion of renter-households compared to the City as a whole. In the NRSA, 57.8 percent of households are renter-occupied and 42.2 percent of households are owner-occupied (compared to 45.1 percent and 54.9 percent, respectively, in the City of Ventura). A substantial income and housing disparity exists between owner- and renter-households. HUD data indicate that renters in Ventura are more likely to be lower and moderate income and are more likely to experience housing problems such as cost burden and substandard housing conditions.

Figure 7: Housing Unit Type



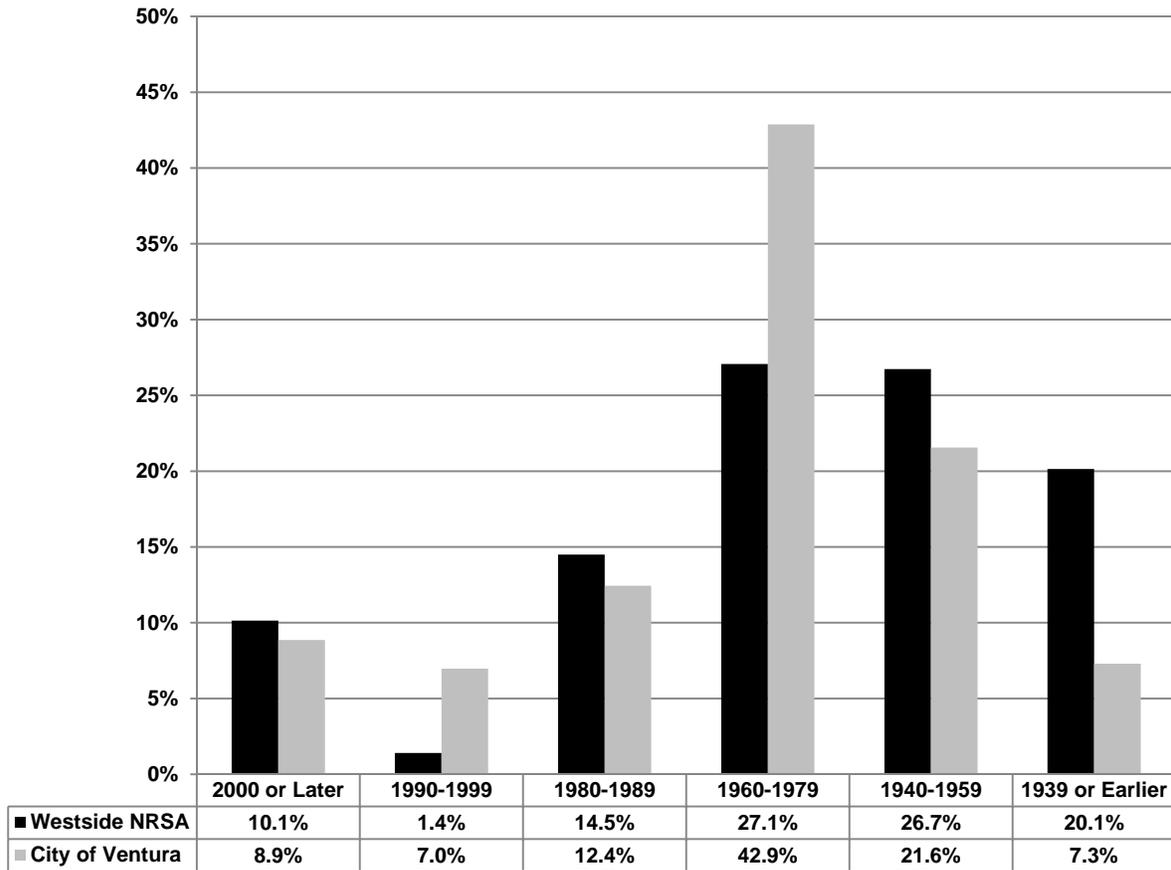
Source: American Community Survey, 2009-2013

Housing Age and Conditions

Housing age can indicate general housing conditions within a community. Housing is subject to gradual deterioration over time. Deteriorating housing can depress neighboring property values, discourage reinvestment, and eventually impact the quality of life in a neighborhood. In general, most homes begin to require major repairs or have significant rehabilitation needs at 30 or 40 years of age. Furthermore, housing units constructed prior to 1979 are more likely to contain lead-based paint.

The housing stock in the NRSA is considered older, with close to three-quarters of all housing units (73.9 percent) built before 1979 (36 or more years old) (Figure 8). Figure 8 show that more than twice the number of housing units was built in 1939 or earlier (76 years or older). The median year built for all units in the City is 1970. In comparison, the median year built for units in more than half of block groups in the NRSA is older than the citywide median (1970). In general, the oldest housing units are located east of Olive Street and south of Stanley Avenue in block groups 22.1, 22.2, and 23.1. For these three block groups, the median year built ranges from 1942 to 1956. While housing age does not always indicate housing conditions and rehabilitation needs (consider historical neighborhoods and districts where significant investments in preservation may be made to improve the condition of units), coupling neighborhood income data with housing age characteristics can indicate substandard conditions. Given the age of the housing stock within the NRSA, housing rehabilitation needs can be expected to increase substantially in the upcoming decade.

Figure 8: Housing Unit Age



Source: American Community Survey, 2009-2013

Housing Conditions and Code Enforcement Activities

Activities profile pending.

Housing Cost

The Oxnard-Thousand Oaks-Ventura Metropolitan Statistical Area (MSA) ranks as the 14th least affordable region in the United States in 2014. In 2014 (third quarter), only 34.8 percent of the homes sold in the MSA were affordable to a family earning the area median income¹. While rental costs in Ventura County may be more affordable than ownership costs in some areas, overall apartment rents have been increasing. The Dyer Sheehan Group’s January 2014 Ventura County Apartment Market Survey indicated a countywide vacancy rate of three percent, lower than the national average of five percent, and in line with the tightest rental markets in the U.S. The Ventura County overall average rent in January 2014 was \$1,536 for all unit types and cities combined. According to the Zillow website, the median rent price in the 93001 ZIP code was \$2,294, slightly lower than the citywide median of \$2,327.

¹ National Association of Home Builders, The NAHB/Wells Fargo Housing Opportunity Index: Complete History by Metropolitan Area (1991-2014).

DQNews.com (Data Quick Real Estate News and Custom Data) provides estimates of home prices. According DQNews, the median home value in the City (as of February 2015) was \$468,000. Within 93001 ZIP code (which includes the NRSA), the median price was \$513,000 for single-family homes and \$328,000 for condominiums.

Housing Problems

Cost Burden

According to the federal government, when a household spends more than 30 percent of its income on housing, that household is considered cost burdened. A cost burden of 30 to 50 percent is considered moderate; payment in excess of 50 percent of income is considered a severe cost burden. Cost burden is an important housing issue because paying too much for housing leaves less money available for basics such as food and living expenses and emergency expenditures. Housing cost burden typically is linked to income levels. The lower the income, the larger percentage of a household’s income is allotted to housing costs. Cost burden by low-income households tends to occur when housing costs increase faster than income.

In the NRSA, more than half (52 percent) of all households are overpaying for housing, a higher proportion compared to all City households (44.3 percent). Cost burden in the NRSA and citywide was more prevalent for renter-households. Close to one-third (32 percent) of renter-households in the NRSA use 30 to 50 percent of their income for housing costs, and almost 29 percent of NRSA renter-households use more than half of their income to pay for housing.

Table 9: Housing Cost Burden

Household	Cost Burden (30 – 50%)	Severe Cost Burden (50%+)
City of Ventura Households		
Owner-Occupied	22.5%	14.8%
Renter-Occupied	27.6%	25.3%
All Households	24.8%	19.5%
Westside NRSA Households		
Owner-Occupied	22.6%	18.2%
Renter-Occupied	32.0%	28.9%
All Households	28.0%	24.3%

Source: American Community Survey, 2009-2013

Overcrowding

According to State and federal guidelines, an overcrowded housing unit is defined as a unit with more than one person per room, including dining and living rooms but excluding bathrooms, kitchens, hallways, and porches. Severe overcrowding is described as households with more than 1.5 persons per room. Household overcrowding is reflective of various living situations: 1) a family lives in a home that is too small, 2) a family chooses to house extended family members, or 3) unrelated individuals or families are doubling up to afford housing. However, cultural differences also contribute to the overcrowded conditions since some cultures tend to have larger household size

than others due to the preference of living with extended family members. Overcrowded conditions can strain physical facilities and the delivery of public services, reduce the quality of the physical environment, contribute to a shortage of parking, and accelerate the deterioration of homes.

Close to 16 percent of all households in the Westside NRSA are considered overcrowded and 3.8 percent are severely overcrowded. Overcrowding is significantly more prevalent among renter-households than owner-households (Table 10). Overcrowding is significantly more prevalent in the NRSA compared to the City as a whole. In fact, overcrowding in the NRSA is more than three times the level of overcrowding seen citywide.

Table 10: Overcrowding

Area	Overcrowded (1+ occupants per room)			Severely Overcrowded (1.5+ occupants per room)		
	Renter	Owner	Total	Renter	Owner	Total
City of Ventura	8.5%	1.4%	4.6%	2.0%	0.3%	1.1%
Westside NRSA	22.3%	7.1%	15.9%	5.6%	1.4%	3.8%

Source: American Community Survey (ACS), 2009-2013

Public and Assisted Housing

The Housing Authority of the City of San Buenaventura (HACSB) administers 717 units of public housing units, of which eight developments with a total of 212 units are located in the Westside NRSA.

Other housing developments utilizing federal, State, and/or local programs are often restricted for use as low income housing and provide another source of affordable housing. A number of developments located within the NRSA have been identified where some or all of the units are affordable for low to moderate income households. Together, these projects provide 110 units of affordable housing.

Table 11: Public and Affordable Housing in the Westside NRSA

Housing Type	Name	Address	Funding Source	Total Units
HACSB Public Housing	Westview Village-Family	231 W. Vince St.	Public Housing	100
HACSB Public Housing	Westview Village-Family	913 Snow Court	Public Housing	80
HACSB Public Housing	Scattered Sites	217 Harrison Ave.	Public Housing	4
HACSB Public Housing	Scattered Sites	206 Kellogg St.	Public Housing	1
HACSB Public Housing	Scattered Sites	323 W. Park Row Ave.	Public Housing	4
HACSB Public Housing	Scattered Sites	218 E. Kellogg St.	Public Housing	1
HACSB Public Housing	Scattered Sites	114 Mission Ave.	Public Housing	2
HACSB Public Housing	Vista Del Monte	2400 N. Ventura Ave.	Public Housing	20
Affordable Housing - Rental	Olive Street Apartments	331 N. Olive Street	HACSB, RDA	4
Affordable Housing - Rental	Vince Triplex	207 Vince Street	HACSB, HOME	3

Housing Type	Name	Address	Funding Source	Total Units
Affordable Housing - Family	230-242 Ramona	242 W. Ramona Street	Density Bonus	4
Affordable Housing - Family	72-82 Ramona	82 W. Ramona Street	Density Bonus	3
Affordable Housing - Rental	152-162 Bell Way	152 Bell Way	Density Bonus	2
Affordable Housing - Rental	664 Riverside	664 Riverside Street	Density Bonus	2
Affordable Housing - Ownership	Seneca Highlands	705 Nocumi St		46
Affordable Housing - Ownership	Seneca Gardens	706 Seneca St		19
Affordable Housing - Veterans	Vince Street SROs	43 East Vince St	Ventura County Housing Trust Fund	10
Affordable Housing - Homeless Families	Transition House	43 East Vince St		5
Affordable Housing - Family	Soho Apartments	1150 N. Ventura Ave	HACSB	12

Source: City of Ventura, 2014; Housing Authority of the City of San Buenaventura (HACSB), 2014.

Public Safety

Profile pending.

Community Facility/Public Improvement Needs

Needs profile pending.

Community Outreach

Housing and Community Development Needs Survey

As part of the Regional Consolidated Plan update, a Housing and Community Development Needs Survey was implemented. A total of 44 Ventura residents responded to the survey, with 16 respondents from ZIP Code 93001 (which includes the Westside NRSA). Top categories of needs identified by NRSA residents are presented in Table 12.

Table 12: Survey Results

Needs Category	Top 3 Specific Activity/ Program
Community Facilities	Youth Centers
	Health Care Facilities
	Community Centers
Community Services	Mental Health Services
	Transportation Services
	Youth Activities
Public Improvements	Street/Alley Improvement
	Water/Sewer Improvement
	Sidewalk Improvement
Special Needs Services	Homeless Shelters/Services
	Substance Abuse Services
	Domestic Violence Services
Economic Development	Employment Training
	Job Creation/Retention
	Start-up Business Assistance
Housing Programs	Homeownership Assistance
	Ownership Housing Rehabilitation
	Rental Housing Rehabilitation
Affordable Housing	Affordable Rental Housing
	Housing for Disabled
	Housing for Large Families
Other	Cleanup of Abandoned Lots and Buildings
	Graffiti Removal
	Code Enforcement

Community Workshop

The City conducted a Consolidated Plan Community Workshop on September 17, 2014 in the Westside NRSA. While the workshop was conducted as a community-wide workshop, outreach for the meeting specifically targeted the Westside NRSA residents and agencies and organizations that serve this neighborhood.

Discussions

More than 20 residents and representatives of agencies and organizations attended the workshop and participated in interactive discussions of housing and community development needs. Specifically, participants commented on the following needs:

- Gaps in youth services
- Substance abuse services/sober living

- Homeless services and shelters
- Need for affordable housing
- Second units as an affordable housing option
- Preservation of existing housing through rehabilitation program

Invest Your HUD Bucks

Participants at the workshop were presented with a limited budget to invest in housing and community development programs/services. When asked to invest their “HUD Bucks” in the most important and underserved needs, participants prioritized the funding for top needs in the following orders:

1. Affordable rental housing
2. Ownership housing rehabilitation assistance
3. Rental housing rehabilitation
4. Substance abuse services
5. Services and housing for disabled, including HIV/AIDs
6. Homeless services/shelters
7. Job creation and retention
8. Youth services, especially abused children
9. Parks and recreation facilities

Public Hearing

On March 16, 2015, the City conducted a public hearing before the City Council to discuss housing and community development needs in the City and in the NRSA.

**WESTSIDE NEIGHBORHOOD REVITALIZATION STRATEGY AREA
2015-2019 NRSA STRATEGY**

PERFORMANCE MEASUREMENT

Priority Need: Improve Quality of Housing

Objective:	Stabilize the aging housing stock in the Westside through the Housing Rehabilitation Program.
Benchmark:	Assist in the rehabilitation of 10 Westside low-income owner-occupied residences.

Objective:	Improve energy efficiency and resource conservation in Westside homes.
Benchmark:	Provide education opportunities to 100 Westside residents in energy efficiency in the home.
Benchmark:	Provide education opportunities to 100 Westside residents in conserving water in the home and garden.
Benchmark:	Explore a program to link Westside residents with low-cost energy efficiency and water conservation devices.

Priority Need: Increase Availability of Housing

Objective:	Explore opportunities for acquisition and rehabilitation of housing units (e.g., apartments) with for-profit or non-profit housing development organizations.
Benchmark:	Assist in the acquisition and rehabilitation of 4 units of affordable rental housing.

Objective:	Assist in establishing a partnership between the Westside CBDO (WCDC) and the Ventura County Community Development Corporation in providing Westside residents with housing opportunities.
Benchmark:	Provide homeownership education to 20 Westside households.
Benchmark:	Provide down-payment assistance to 3 Westside households.

Objective:	Provide alternative housing types for special needs populations.
Benchmark:	Assist in the completion of the Vince Street Transitional Housing project – ten units of transitional housing for homeless veterans.

Priority Need: Provide Non-Homeless Supportive Services

Objective:	Provide educational opportunities for Westside youth, by continuing financial support of the Ventura Avenue Library.
Benchmark:	Provide homework center for 100 Westside students annually.

Objective:	Provide educational opportunities for Westside adults, by continuing financial support of the Ventura Avenue Library.
Benchmark:	Provide English as a Second Language courses to 50 Westside residents annually.
Benchmark:	Increase literacy by engaging 50 residents annually in library activities; issue 50 new library cards annually.

Priority Need: Improve Infrastructure

Objective:	Street and sidewalk improvements in the Westside to increase pedestrian safety and accessibility.
Benchmark:	Assist with development of three street and sidewalk improvements projects.

Objective:	Infrastructure improvements in the Westside to expand accessibility for Westside residents with disabilities.
Benchmark:	Complete two ADA-accessibility projects in the Westside by June 2020.

Priority Need: Improve Public Facilities

Objective:	Expand recreational opportunities to Westside families by supporting improvements to the Westpark Community Center.
Benchmark:	Complete conversion of the Westpark Kitchen to a Commercial-Grade Kitchen for use in meal programs for Westside families. Complete by June 2016.
Benchmark:	Assist with the demolition of the existing outdoor restroom and storage structure adjacent to Westpark playing fields, by June 2016. Construction of a new ADA-compliant restroom and sports-serving facility, by June 2020.
Benchmark:	Assist in the removal of an existing skate bowl, and construction of a new skate park facility. Complete project by June 2019.
Benchmark:	Explore alternative playing surfaces to use in replacing existing grass ball fields in order to conserve water.

Objective:	Improve facilitation of services for Westside seniors by supporting improvements to the Ventura Avenue Adult Center.
Benchmark:	Complete renovations to the food preparation and front counter areas of the facility, in order to make pick up of meals more efficient accessible. Complete by June 2016.
Benchmark:	Continue site improvements to increase safety, efficiency, and accessibility of facility for Westside seniors. Ongoing.

Objective:	Expand park facilities for Westside residents.
Benchmark:	Assist in the development of a new park facility (Kellogg Park).
Benchmark:	Assist with construction of new sidewalks adjacent to Kellogg Park site in order to increase general access, ADA-accessibility, and safety of park facilities. Complete one sidewalk project by June 2017.

Priority Need: Economic Development

Objective:	Provide loans and technical assistance to small-business owners.
Benchmark:	Work with the Economic Development Collaborative of Ventura County to assist five existing and/or start-up small businesses within the Westside.
Benchmark:	Create two-four jobs for low-income Westside residents.

Objective:	Expand economic development opportunities for Westside residents.
Benchmark:	Provide Self-Employment Training and Business Plan writing to ten Westside residents.
Benchmark:	Explore Job Training opportunities for Westside residents.