After more than 36 years as an established, trusted community leader in the core areas of housing, community development, and economic development, the Community Development Commission/Housing Authority of the County of Los Angeles (CDC/HACoLA) was officially rebranded as the Los Angeles County Development Authority (LACDA) on May 16, 2019.

Through the years, the agency has made a difference countywide by preserving single-family homes, creating affordable rental housing opportunities for veterans, families, and persons experiencing homelessness; funding and constructing parks, libraries, and other public facilities; and providing support to help businesses – small and large – start up or continue their success.

The rebranding offers an opportunity for the agency to reconnect with residents, partners, and clients, and reintroduce its program portfolio, expanded service operation, and initiatives to meet the needs of the County’s residents and businesses. The rebranding positions the agency to continue its endeavors of ending generational poverty and homelessness, encouraging community development, and empowering County residents and businesses to reach their full potential.

To celebrate this momentous occasion in the agency’s history, on June 19, 2019, the LACDA hosted an event for partners and staff to unveil its rebranded signage and take a moment to reflect on the impact the agency has had within the County, and the opportunities it foresees going forward.

The program concluded with an impactful video featuring the Executive Management Team. Each Team member’s story emphasized their passion and reason for doing what they can to help the community, including one Director’s personal experience as a Section 8 program participant and graduate. The Team’s compassion and commitment to be of service to the residents of Los Angeles County reflects the spirit of the agency.

As the agency moves forward, its core mission, to Build Better Lives and Better Neighborhoods, remains strong and intact as does its commitment to work with, and for, its partners.
Earlier in the year, the LACDA submitted two program participants for recognition by the Pacific Southwest Regional Council of the National Association of Housing and Redevelopment Officials. On May 20, 2019, both individuals were recognized for their outstanding achievements and program successes.

Family Self-Sufficiency (FSS) Program Graduate of the Year - Ms. Kenyonta Lee obtained a Section 8 Housing Choice Voucher from the LACDA in 2009 and was able to secure permanent housing. In 2016, Ms. Lee joined the FSS Program, and, with the guidance provided by her FSS Coordinator, Janet Bode, and through self-motivation, Ms. Lee successfully reached her goal of homeownership in 2018.

Hero of Assisted Housing - Willie Hammond served in the United States Army during the 1980’s. In 2016, Mr. Hammond received rental assistance through the LACDA Veterans Affairs Supportive Housing Program and later began working for the Volunteers of America Los Angeles helping homeless veterans secure housing. Mr. Hammond relates firsthand with his clients and says helping homeless veterans get off the streets is his personal reward.

Both participants embody the core values of passion, integrity, and ingenuity that are the backbone of the LACDA.

On June 10, 2019, the LACDA celebrated the unveiling of the beautifully refurbished basketball court and modernized teen room at the Harbor Hills Public Housing development. These $75,000 enhancements were made possible through the combined contributions from 2K Foundations and Xbox! The refurbished basketball court showcases two brand new ProDunk 72’ NBA style backboards and a colorful court graphic.

The highlight of the event was the unveiling of the teen room, which boasts all the essentials of a gaming suite: Xbox consoles and controllers, 65-inch televisions, and the latest 2K19 games for Xbox. More than 150 Harbor Hills community residents enjoyed food, music, face painting, STEM activities, and entertainment provided by the Compton Divas, a local performance arts and dance leadership program.
On June 13, 2019, students from the Community Resource Center Homework Assistance Program, along with McKibben Elementary School and Plaza de la Raza Head Start, brought bright and colorful art pieces to life for the annual Whimsical World of Art Showcase. Using multiple artistic techniques, the art instructors and staff steered the students to stretch their imaginations to create individual art pieces sense of whimsy, fun, and happiness. The art pieces included Mexican folk art sculptures known as alebrijes, watercolor sea turtles textured with salt to provide a 3-D effect, and eggshell mosaic self-portraits. Through the art activities, students develop their creative capabilities and academic development by strengthening their thinking, analytic and memory skills, and most importantly, acquiring the ability to focus and concentrate on a task.

On March 9, 2019, Los Angeles County officials joined in the groundbreaking celebration for Phase 1A of Magic Johnson Park. The first of a six phase Master Plan, the park upgrade will improve 30 acres of the 126-acre park and include a new LEED Gold event center, wedding lawn, walking paths, picnic areas, exercise course, children’s splash pad and play areas, and new drought-tolerant landscaping. The event center will add a significant building presence, being visible from many vantage points throughout the park. The event center will also provide expanded educational and community-oriented services to residents of South Los Angeles.

The LACDA is overseeing the development of the $70 million dollar project. Once completed, in 2020, the park will be operated by the Los Angeles County Department of Parks and Recreation.
The LACDA is making significant strides to combat homelessness by providing opportunities for families and veterans to secure stable housing.

**Palo Verde Apartments – January 24, 2019**
The LACDA celebrated the grand opening of Palo Verde Apartments, a 49-unit affordable supportive housing development for homeless veterans and families with limited means. Onsite supportive services include case management, substance abuse treatment, educational classes, and linkages to mental and physical healthcare.

**Springhaven – January 30, 2019**
The LACDA celebrated the groundbreaking of Springhaven, a 100-unit housing development. Located in the unincorporated community of Willowbrook, Springhaven will be a new permanent housing development serving formerly homeless households, persons experiencing mental illness, and families with limited means.

**Vistas del Puerto Apartments – March 27, 2019**
The LACDA helped celebrate the groundbreaking of Vistas del Puerto Apartments, 24 units for homeless households, where at least one member is a frequent utilizer of the Los Angeles County Department of Health Services system, 23 units for families with limited means, and one onsite manager’s unit.

**El Nuevo Amanecer Apartments - June 10, 2019**
The LACDA helped celebrate the groundbreaking of El Nuevo Amanecer Apartments located in the unincorporated area of East Los Angeles. The development will provide 61 units of affordable housing, including two units set aside for management. The project will serve formerly homeless veterans as well as households with limited means.

These projects, with a combined 234 units of affordable housing, demonstrate the agency’s continued commitment to pushing forward and bringing projects to life so that the County’s residents experiencing homelessness can find a way home.
Despite the increase in the 2019 Homeless Count, the LACDA remains steadfast in addressing one of its core pillars: housing. On February 21, 2019, the Board of Supervisors (Board) approved more than $63.4 million to fund 10 affordable housing projects. The 10 projects, consisting of 684 units, are located in the cities of Los Angeles, West Hollywood, Pomona, and Inglewood, as well as the unincorporated community of West Carson.

Under the direction of the current Board, the County has made noteworthy investments in affordable housing in the past few years in an effort to combat the significant shortage throughout the County, approving funding for 3,352 units in just two years. Their leadership and the surge of funding has enabled LACDA to ramp up its efforts to fund more units and house more individuals. Over the last five years, the LACDA has maximized its $206 million investment at a seven to one ratio, leveraging approximately $1.5 billion in public and private funds, which resulted in 3,900 affordable apartments.
On February 8, 2019, the LACDA helped celebrate the grand opening of a new two-story single-family residence developed by Habitat for Humanity of Greater Los Angeles (Habitat LA). The new home is a three-bedroom, two-bathroom house that includes several green features, including a drought-tolerant yard, energy efficient heating system, and solar power. The LACDA donated the land to Habitat LA for the purpose of constructing a new home, which is being dedicated to the Martinez-Gil family, a partner family of Habitat LA.

Mayra Martinez-Gil and her two children previously lived in challenging housing conditions. Ms. Martinez-Gil worked with Habitat LA to become a homeowner so that she can provide a better quality of life for her children. "This is the fifth project we have worked on with Habitat LA, and we are proud to partner with them to help families, like Ms. Martinez-Gil and her children," Monique King-Viehland, LACDA Executive Director, said. "Homeownership not only provides families with the single largest investment of their lifetime, but helps strengthen communities, fosters independence and pride, and provides children with a stable living environment to grow."