



**CITY OF
LA MESA**
JEWEL of the HILLS

Attachment A

FISCAL YEAR 2025-2029 CONSOLIDATED PLAN

FISCAL YEAR 2025-2026 ACTION PLAN



**For U.S. Department of Housing and Urban Development (HUD)
Funding Programs
ADOPTED: JULY 2025**

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Executive Summary

ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)

1. Introduction

Incorporated in 1912, the City of La Mesa (City) is in the East County region of San Diego County and is bordered by the cities of San Diego to the west, El Cajon to the east, and Lemon Grove to the south. Often referred to as the "Jewel of the Hills," La Mesa has grown to an estimated population of 60,835 and boasts many vibrant community assets, including a historic downtown village, a robust transit hub that connects to the broader San Diego region, and over 15 parks and open spaces for recreation and community events.

As an entitlement jurisdiction under the U.S. Department of Housing and Urban Development (HUD), the City receives federal funds in proportion to its population size, concentration of poverty, and other socioeconomic and demographic data. To receive such funds, the City must submit a Consolidated Plan every five years to HUD. This document is the City's Consolidated Plan for the 2025 to 2029 period.

The Consolidated Plan is a five-year planning document that identifies needs within low-to-moderate-income (LMI) communities and outlines how the City will address those needs. Ultimately, it guides investments and helps achieve HUD's mission of providing decent housing, suitable living environments, and expanded economic opportunities for LMI populations. Jurisdictions participating in any of the following HUD funding programs must submit a Consolidated Plan every five years:

- Community Development Block Grants (CDBG) – CDBG is a flexible funding source that can be used for both housing and non-housing activities, including neighborhood revitalization, workforce and economic development, community and nonprofit facilities, and infrastructure and public services in LMI communities.
- HOME Investment Partnerships (HOME) – HOME is used for building, acquiring, and rehabilitating affordable housing for rent and homeownership. It may also be used to provide direct rental assistance to low-income residents.
- Emergency Solutions Grants (ESG) – ESG funds programs and services supporting persons experiencing homelessness. This includes operating shelters, providing essential services to shelter residents, administering rapid rehousing programs, and homelessness prevention.

- Housing Opportunities for Persons with AIDS (HOPWA) – HOPWA supports low-income people living with HIV/AIDS and their families by providing affordable housing opportunities.

Based on its population size, the City directly receives CDBG funding but does not receive HOME or ESG funding. The City does not have a public housing authority. However, the City utilizes HOME funding through the County of San Diego's HOME Consortium (HOME Consortium), which includes the Cities of Carlsbad, Encinitas, La Mesa, San Marcos, Santee, and Vista. The Housing Authority of the County of San Diego serves as the City's public housing authority. Forming a consortium is a way for local governments that would not otherwise qualify for funding to join with other contiguous units of local government to directly participate in the HOME Investment Partnerships Program (HOME) program.

In 2024, the HOME Consortium was one of the approved consortia Participating Jurisdictions (PJs). These PJs are interested in taking a more regional, collaborative approach to meeting their affordable housing needs, but whose individual formula allocations do not meet the minimum threshold for funding. The County of San Diego is the lead entity. Per, 24.CFR 92.101, the lead entity, assumes all responsibility for compliance with the HOME program requirements and is responsible for the long-term affordability requirements of all projects developed by the consortium. The HOME Consortium will look to review its approval status in 2026. The City anticipates receiving approximately \$453,937 in CDBG funds annually over the next five program years, or \$2,269,685 total.

2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

The priority needs and goals identified in the Plan are based on the analysis of information, including the results of the Community Needs Surveys and the housing and community development data elements required by HUD. The City determined its goals and priorities for the 2025-2029 Consolidated Plan based on community and stakeholder feedback, U.S. Census Bureau data, and data from 2-1-1 San Diego, the region's Community Information Exchange (CIE). Additionally, this Needs Assessment predominantly uses data drawn from CHAS's most recent dataset (2017-2021).

In consideration of community input and available data, the priorities needs listed below are established as part of this Plan:

- Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
- Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
- Prevent and address homelessness by promoting access to reliable, high-quality services, including mental health services and housing resources.
- Provide local community services to support vulnerable populations with low to moderate incomes, including seniors and children.

These priorities represent the varied needs that emerged during the Consolidated Plan development process. Note that fair housing services also fall within the housing priorities. Approximately 56 percent of renters and 29 percent of homeowners in La Mesa spend more than 30 percent of their monthly income on housing costs, indicating that many households struggle with the cost of living.

Consistent with HUD's national goals for the CDBG programs to provide decent housing opportunities, maintain a suitable living environment, and expand economic opportunities for low- and moderate-income residents, the priority needs listed above will be addressed over the next five years through the implementation of activities aligned with the following measurable goals included in the Strategic Plan section of this Plan.

3. Evaluation of past performance

As part of the Consolidated Plan process, the City is required to submit an annual Consolidated Annual Performance and Evaluation Report (CAPER), which reports on how funds were spent, the households that benefited from the funds, and the progress toward meeting its annual goals for housing and community development activities. These reports are made available to the public and posted on the City's website.

The City has successfully implemented housing and community development activities in the previous Consolidated Plan cycle, impacting residents with low to moderate incomes. It is anticipated that the City and its partners will continue to positively impact residents through collaborative efforts. Below is a summary of some of the outcomes achieved during the first four years of the previous five-year Consolidated Plan cycle. Outcome data for the previous Consolidated Plan cycle will be presented to HUD with the submittal of the Program Year 2024-25 CAPER.

- 28,530 persons assisted by public facilities and infrastructure improvements
- 222 persons provided fair housing services

- 237 persons provided homeless services
- 112 persons provided public and community services

4. Summary of citizen participation process and consultation process

The City's community participation process was informed by the City's Citizen Participation Plan, which outlines the framework for engaging the community and providing notifications for public meetings and hearings. To ensure broad community involvement, the City held a community meeting and distributed both a Community Needs Assessment Survey and a Stakeholder Survey to gather input.

Community members were also invited to provide input on the Consolidated Plan during a 30-day public comment period and at City Council meetings on June 10, 2025, and July 8, 2025. All community engagement efforts are detailed further in the Process section of this plan.

5. Summary of public comments

Feedback on community needs was collected through a variety of ways, including a community meeting and survey, a stakeholder survey, a public comment period, and formal public hearings. These comments provided insight into community needs and informed the goals of the Consolidated Plan. The top priority needs identified were infrastructure, homeless services, and the development and preservation of affordable housing.

6. Summary of comments or views not accepted and the reasons for not accepting them

All public comments were accepted and incorporated into Appendix F – Public Comments.

7. Summary

The City's Consolidated Plan sets forth the housing and community development strategies and objectives for Program Years 2025 to 2029 and satisfies the statutory requirements for receiving CDBG funds. More than merely meeting requirements, however, the City is committed to providing every opportunity for residents and stakeholders in La Mesa to participate in the Consolidated Plan process and expanding opportunities for its LMI populations to thrive. This Consolidated Plan and the associated community engagement process are indicative of that commitment.

The Process

PR-05 Lead & Responsible Agencies - 91.200(b)

1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Table PR-05.01: Responsible Agencies

Agency Role	Name	Department/Agency
CDBG Administration	City of La Mesa	Community Development Department

Narrative

The City's Community Development Department is the lead agency responsible for the preparation and administration of the Consolidated Plan, corresponding Annual Action Plans, CAPERs, and the CDBG program. The County of San Diego is the lead agency for HOME funding, which the City utilizes as a member of the County's HOME Consortium. The implementation of programs funded by CDBG and HOME may be done in conjunction with other City departments, such as Public Works or Community Services.

Consolidated Plan Public Contact Information

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PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l)

1. Introduction

Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l)).

The City of La Mesa has a long history of communication and collaboration with many governmental and non-governmental agencies in the region to address the needs of the City's LMI population. The City's formalized collaborative efforts include membership in the County of San Diego's HOME Consortium and participation in the County's Housing Choice Voucher (Section 8) program. City staff also works closely with the County of San Diego Health and Human Services Agency, as well as nonprofit health and mental health providers, to ensure comprehensive support for the community.

The City encourages agencies to collaborate, leverage resources, and avoid duplication of services to serve residents better. During the community engagement process, the City consulted with these and other agencies, as well as businesses, through invitations to participate in the community meeting and online surveys. Agencies contacted in outreach efforts included:

- Nonprofit service providers catering to the needs of low- and moderate-income households and persons with special needs, including those with disabilities
- Affordable housing providers
- Housing advocates and professionals
- Public agencies, such as school districts, health services, and public works
- Economic development and employment organizations
- Community and neighborhood groups

Additionally, members of the City's governing body work closely with other regional entities and committees throughout the County. These affiliations include:

- San Diego Association of Governments (SANDAG), San Diego County's federally recognized metropolitan planning organization (MPO)
- Regional Task Force on Homelessness (RTFH), the region's HUD Continuum of Care (CoC)
- San Diego Regional Alliance for Fair Housing (SDRAFFH)

- Quarterly convenings of local Community Development Block Grant (CDBG) program administrators

The City of La Mesa remains committed to maintaining partnerships with these and other agencies to achieve its long-term housing and community development goals. By working collaboratively with local and regional partners, the City ensures a coordinated and effective approach to serving its residents.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness

The City works closely with the Regional Task Force on Homelessness (RTFH), San Diego County's Continuum of Care (CoC) entity. The RTFH organizes the annual Point-in-Time Count (PIT), in which the community engages and surveys those experiencing homelessness countywide to provide a count of the region's sheltered and unsheltered homeless community. During the 2024 PIT, 53 unsheltered individuals and 14 sheltered individuals (67 individuals total) in La Mesa were counted. Of the 14 sheltered individuals, eight (8) were in emergency shelters, and six (6) were in transitional housing. Table PR-10.01 below provides demographic information on the unsheltered and sheltered individuals experiencing homelessness in La Mesa.

Table PR-10.01: La Mesa Homeless Profile

Homeless Profile	% of Unsheltered Persons	# of Unsheltered Persons	% of Sheltered Persons	# of Sheltered Persons
Veteran	19%	10	0%	0
Female	18%	2	71%	10
Families	0%	0	0%	0
Youth	0%	0	100%	14

Source: RTFH 2024 Point-In-Time Count, 2024

The City of La Mesa has been proactive in addressing homelessness through various initiatives and partnerships. In February 2021, the La Mesa City Council unanimously adopted the 2021-2026 Homeless Action Plan, which establishes programs designed to prevent homelessness and

housing insecurity, provide comprehensive outreach and mental health services, and address future transitional and permanent supportive housing needs in East San Diego County.

A cornerstone of the City's efforts is the Homeless Outreach and Mobile Engagement Program, launched on November 1, 2020. This initiative, in collaboration with the La Mesa Police Department, provides a housing-first and trauma-informed approach to addressing homelessness in La Mesa. The program is structured so that trained specialists, including a full-time outreach worker and mental health clinician, are dispatched to respond to non-emergency calls for service related to homelessness that come into the La Mesa Police Department. As appropriate and safe, the outreach team works directly with those experiencing homelessness and offers them an array of services and housing opportunities.

On May 10, 2022, The City Council adopted a Memorandum of Understanding (MOU) establishing a foundation for a working partnership between the County of San Diego and East County Cities to develop a regional network of housing options that benefits all parties. The MOU creates options for the parties to collectively evaluate potential transitional and permanent supportive housing sites and discuss shared bed space opportunities. Additionally, the City also collaborates with other local nonprofits and regional organizations to implement solutions and programs.

Through these coordinated efforts, the City aims to address homelessness comprehensively, ensuring the rights and dignity of those experiencing homelessness.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS

The City does not receive or administer ESG funds. However, the City allocates a portion of its CDBG public services funds to assist agencies that provide services to individuals and families who are experiencing or at risk of experiencing homelessness.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities

The City invited various community organizations, government entities, service providers, and stakeholders to participate in community meetings regarding the Consolidated Plan. In addition to attending the meetings, stakeholders were given the opportunity to complete a survey unique to them to provide further input. A total of eight (8) individuals responded to the Stakeholder

Survey. A copy of the survey and the responses can be found in Appendix D – Stakeholder Survey Responses.

Table PR-10.02: Agency, Groups, and Organizations who Participated

Agency, Group, or Organization	Agency, Group, or Organization Type	What Section of the Plan was addressed by consultation?	Briefly describe how the organization was consulted. What are the anticipated outcomes of the consultation or areas of improved coordination?
2-1-1 San Diego	Community Information Exchange (CIE)	Needs Assessment, Market Analysis	Provided localized data to inform the Consolidated Plan.
County of San Diego Health and Human Services Agency, Housing and Community Development Services	Other Government – County	Needs Assessment, Market Analysis	Consulted with various agencies in the county government to inform them of the development of the Consolidated Plan.
Regional Task Force on Homelessness	Continuum of Care	Needs Assessment, Market Analysis	Provided localized data to inform the Consolidated Plan.
San Diego Building Electrification Coalition	Local Advocacy Group	Needs Assessment	Responded to stakeholder survey to provide insight on community needs.
La Mesa First United Methodist Church	Local Nonprofit Organization	Needs Assessment	Responded to stakeholder survey to provide insight on community needs.

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Pacific Energy Policy Center	Local Advocacy Group	Needs Assessment	Responded to stakeholder survey to provide insight on community needs.
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Identify any Agency Types not consulted and provide rationale for not consulting

No agency or organization was purposely excluded from providing input on the Consolidated Plan.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Table PR-10.03: Other Local, Regional, and Federal planning efforts

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
City of La Mesa Housing Element, 2021-2029	City of La Mesa	The Housing Element is the State-recognized strategy for addressing the City's housing needs. This Consolidated Plan aligns with the goals outlined in the Housing Element.
Climate Action Plan	City of La Mesa	The Climate Action Plan is the City's long-range roadmap to reduce greenhouse gas (GHG) emissions in the categories of energy, transportation, solid waste, water, and green infrastructure. This Consolidated Plan aligns with the goals outlined in the Climate Action Plan.

Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(l))

As previously noted, the City participates in various regional planning efforts and groups aimed at enhancing coordination in the delivery of housing and community development-related programs and services in the San Diego region. The City will continue to work with other County

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CDBG entitlement jurisdictions, as well as local stakeholders, to address shared priorities and maximize the impact of available funding and resources.

PR-15 Citizen Participation - 91.401, 91.105, 91.200(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

As part of the Plan Needs Assessment, the City held an advertised community meeting, at the La Mesa Community Center. The meeting took place on December 17, 2024. At the meeting, attendees received extensive information about the Consolidated Plan, the citizen participation process, HUD requirements for an entitlement city, the amount of funding that the City anticipates receiving, and how the City could use those funds. The City and its consultants facilitated small group discussions during which the attendees' feedback on community needs was recorded on worksheets. The feedback received during the public workshop included improving infrastructure, recreational spaces, and facilities, expanding access to affordable housing, and providing local services to support vulnerable populations.

Additionally, a Community Needs Assessment Survey was conducted and was available both online and via hard copy. The City received more than 56 individual responses to the survey. A copy of the survey can be found in **Appendix C – Community Needs Assessment Survey Responses**. A public notice was posted on the City's website and printed in the *Daily Transcript* at least 14 days prior to the City Council public hearing on June 10, 2025, to review the draft Consolidated Plan and open a 30-day public comment period. Notice of the public review and comment period was advertised through a publication in the *Daily Transcript*, direct email notification, and on the City's website. The draft Consolidated Plan was available on the City website and at the La Mesa Public Library and City Hall during the 30-day public comment period held from June 11, 2025, to July 11, 2025. [INSERT NUMBER] comments were received during the 30-day public review period. A second public notice was posted on the City's website and printed in the *Daily Transcript* at least 14 days prior to both public hearings held at City Council on June 10, 2025, and July 8, 2025. The Consolidated Plan was unanimously approved by the City Council on July 8th, 2025. [INSERT NUMBER] public comments were received at both hearings and are included in Appendix F of the Consolidated Plan.

Citizen Participation Outreach

Table PR-15.01: Citizen Participation Outreach

Mode of Outreach	Target of Outreach	Summary of Response/ Attendance	Summary of Comments Received	Summary of Comments Not Accepted and Reasons	URL (If applicable)
In-person community meeting on December 17, 2024	Non-targeted/broad community	4 attendees	Home repair, affordable housing, mental health services, and community clean-up were identified as needs by attendees.	All comments were accepted.	Presentation slides are provided in Appendix B.
Online Survey	Non-targeted/broad community	56 responses	Infrastructure, homeless services, and development of affordable housing were identified as the three areas of greatest community need by survey respondents.	All comments were accepted.	URL closed; survey and responses provided in Appendix C
Online survey	Key stakeholders	8 responses	Survey respondents identified affordable housing and homeless services as top needs.	All comments were accepted.	URL closed; survey and responses provided in Appendix D
Public hearing to receive comments on draft Consolidated Plan and 2025-26	Non-targeted/broad community	X public comments were received in support of the Consolidated Plan and	[TBD]	All comments were accepted.	

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Mode of Outreach	Target of Outreach	Summary of Response/ Attendance	Summary of Comments Received	Summary of Comments Not Accepted and Reasons	URL (If applicable)
Annual Action Plan on June 10, 2025		2025-26 Annual Action Plan.			
Public comment period from June 11 to July 11, 2025	Non-targeted/broad community	X public comments were received in support of the Consolidated Plan and 2025-26 Annual Action Plan.	[TBD]	All comments were accepted.	
Public hearing on July 8, 2025	Non-targeted/broad community	X public comments were received in support of the Consolidated Plan and 2025-26 Annual Action Plan.	[TBD]	All comments were accepted.	

Needs Assessment

NA-05 Overview

Needs Assessment Overview

The primary source of data used in this needs assessment is HUD Comprehensive Housing Affordability Strategy (CHAS) tabulations, which are based on the U.S. Census Bureau's American Community Survey (ACS) data and incorporate HUD-specified criteria relating to housing needs, HUD-defined income limits, and household types. This Needs Assessment predominantly uses data drawn from CHAS's most recent dataset (2017-2021). The information contained in this section informs the preparation of La Mesa's housing and community development priorities and both five- and one-year investment strategies.

Both Area Median Income (AMI) and HUD Area Median Family Income (HAMFI) are represented in this Consolidated Plan and are essentially equivalent when discussing populations and households with lower incomes. HAMFI is the HUD-specific term for what is broadly referred to as AMI. Where the term AMI is used in this Consolidated Plan, assume it refers to HAMFI. Table NA-05.01 represents the 2024 HUD Income Limits for the San Diego-Carlsbad, CA MSA, in which La Mesa is included.

The HUD Area Median Family Income (HAMFI) categories used in this report are as follows:

- Extremely low income: 0 to 30 percent of HAMFI
- Very low income: 30 to 50 percent of HAMFI
- Low income: 50 to 80 percent of HAMFI
- Moderate income: 80 to 100 percent of HAMFI
- Upper income: 100 percent of HAMFI and above

Table NA-05.01: San Diego County AMI Limits, 2024

	Income Category	Number of Persons in Household							
		1	2	3	4	5	6	7	8
County Area Median Income: \$119,500	Extremely Low	\$31,850	\$36,400	\$40,950	\$45,450	\$49,100	\$52,750	\$56,400	\$60,000
	Very Low	\$53,050	\$60,600	\$68,200	\$75,750	\$81,850	\$87,900	\$93,950	\$100,000
	Low	\$84,900	\$97,000	\$109,150	\$121,250	\$130,950	\$140,650	\$150,350	\$160,050
	Median	\$83,650	\$95,600	\$107,550	\$119,500	\$129,050	\$138,600	\$148,200	\$157,750
	Moderate	\$100,400	\$114,700	\$129,050	\$143,400	\$154,850	\$166,350	\$177,800	\$189,300

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Source: U.S. Department of Housing and Urban Development, 2024

According to 2021 CHAS data, 24,475 households reside in La Mesa, of which 44 percent are owner households (10,860 households) and 56 percent are renter households (13,615 households). However, these figures vary according to income category, as shown in Table NA-05.02 below.

Table NA-05.02 shows that 67 percent of renter households earn low incomes up to 80 percent HAMFI (9,145 of 13,615 households), compared to 34 percent of owner households (3,655 of 10,860 households). Collectively, 52 percent of all households in La Mesa are lower income (12,800 of 24,475 households).

Table NA-05.02: Household Income Distribution

Income Category	Owner	Renter	Total	Distribution of Owner Households	Distribution of Renter Households
<= 30% HAMFI	900	3,380	4,280	8%	25%
>30% to <=50% HAMFI	1,145	2,565	3,710	11%	19%
>50% to <=80% HAMFI	1,610	3,200	4,810	15%	24%
>80% to <=100% HAMFI	1,265	1,620	2,885	12%	12%
>100% HAMFI	5,940	2,855	8,795	55%	21%
Total Number of Households	10,860 (44%)	13,615 (56%)	24,475	100%	100%

Source: CHAS, 2017-2021

The data in Table NA-05.03 highlights the prevalence of housing problems among households in La Mesa. The four housing problems outlined in the HUD CHAS data are defined in narrow terms as follows:

- Substandard Housing Unit – Lacks Complete Kitchen Facilities. A complete kitchen consists of a sink with running water, a stove or range, and a refrigerator.
- Substandard Housing Unit – Lacks Complete Plumbing Facilities: Complete plumbing consists of hot and cold running water, a flush toilet, and a bathtub or shower.

- **Cost-Burdened Household:** Monthly housing costs exceed 30 percent of monthly income. A household is severely cost-burdened if its monthly housing costs exceed 50 percent of its monthly income. Note that, for renters, housing costs include contract rent and utilities. For owners, housing costs include mortgage payments, utilities, association fees, insurance, and real estate taxes.
- **Overcrowded Household:** More than one person per room. Severe overcrowding is more than 1.5 persons per room.

As shown in Table NA-05.03, 46 percent of all households in the city experience one of the four defined housing problems (11,295 of 24,475 households). However, when broken down by tenure, renters face a significantly higher rate of housing problems compared to homeowners, with 59 percent of renter households affected versus 30 percent of homeowner households.

Table NA-05.03: Housing Problems

	Owner	Renter	Total	Distribution of Owner Households	Distribution of Renter Households
Household has at least 1 of 4 Housing Problems	3,225	8,070	11,295	30%	59%
Household has none of 4 Housing Problems OR cost burden not available, no other problems.	7,640	5,545	13,185	70%	41%
Total Number of Households	10,860	13,615	24,475	100%	100%

Source: CHAS, 2017-20121

The data in Table NA-05.04 highlights the prevalence of Severe Housing Problems among households in La Mesa. As noted above, Severe Housing Problems, as defined by HUD, include severely inadequate and/or incomplete kitchen and plumbing, spending over 50 percent of income on housing costs (severely cost-burdened), and extreme overcrowding (more than 1.5 persons per room). HUD considers a household to have a Severe Housing Problem if they have one or more of these four problems.

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As shown in Table NA-05.04, 24 percent of all households in La Mesa experience at least one of the four Severe Housing Problems (5,975 of 24,475 households). Notably, renters are disproportionately affected, with 35 percent experiencing severe housing problems compared to 11 percent of homeowners.

Table NA-05.04: Severe Housing Problems

	Owner	Renter	Total	Distribution of Owner Households	Distribution of Renter Households
Household has at least 1 of 4 Severe Housing Problems	1,240	4,735	5,975	11%	35%
Household has none of 4 Severe Housing Problems OR cost burden not available, no other problems	9,620	8,880	18,500	89%	65%
Total Number of Households	10,860	13,615	24,475	100%	100%

Source: CHAS, 2017-2021

Table NA-05.05 below shows the various levels of cost burden experienced by homeowners and renters in La Mesa. Overall, it shows that 44 percent of all households are burdened with housing costs (10,730 of 24,475 households). However, cost burden is a greater problem for renters – 56 percent of renters are cost-burdened, while 29 percent of homeowners are cost-burdened.

Table NA-05.05: Housing Cost Burden

	Owner	Renter	Total	Distribution of Owner Households	Distribution of Renter Households
Cost Burden <=30%	7,660	5,815	13,475	71%	43%
Cost Burden >30% to <=50%	2,015	3,775	5,790	19%	28%
Cost Burden >50%	1,130	3,810	4,940	10%	28%
Cost Burden not available	50	215	265	0%	2%
Total Number of Households	10,860	13,615	24,475	100%	100%

Source: CHAS, 2017-2021

The following three tables collectively illustrate the total number of households experiencing housing problems, categorized by income level and tenure (owners vs. renters). The data reveals that most households earning low incomes (up to 80 percent HAMFI), regardless of tenure, are affected by at least one of the four housing problems. Overall, 76 percent of households with low incomes face at least one of the four identified housing problems (9,765 of 12,800 households). Renters are more likely than homeowners to encounter housing challenges. Specifically, 82 percent of renter households with low incomes experience at least one of these issues, compared to approximately 61 percent of homeowner households with low incomes.

Table NA-05.06: Housing Problems by Income Level, All Households

Income Category	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available, no other problems	Total	Distribution of Households with at least 1 of 4 Housing Problems	% of Households in Income Category with at least 1 of 4 Housing Problems
<= 30% HAMFI	3,500	780	4,280	31%	82%
>30% to <=50% HAMFI	2,900	805	3,710	26%	78%
>50% to <=80% HAMFI	3,365	1,450	4,810	30%	70%
>80% to <=100% HAMFI	845	2,040	2,885	7%	29%
>100% HAMFI	690	8,110	8,795	6%	8%
Total Number of Households	11,295	13,185	24,475	100%	

Source: CHAS, 2017-2021

Table NA-05.07: Housing Problems by Income Levels, Renters Only

Income Category	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available, no other problems	Total	Distribution of Households with at least 1 of 4 Housing Problems	% of Households in Income Category with at least 1 of 4 Housing Problems
<= 30% HAMFI	2,795	585	3,380	35%	83%
>30% to <=50% HAMFI	2,300	260	2,565	29%	90%
>50% to <=80% HAMFI	2,430	770	3,200	30%	76%
>80% to <=100% HAMFI	390	1,230	1,620	5%	24%
>100% HAMFI	155	2,700	2,855	2%	5%
Total Number of Households	8,070	5,545	13,615	100%	

Source: CHAS, 2017-2021

Table NA-05.08: Housing Problems, Owners Only

Income Category	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available, no other problems	Total	Distribution of Households with at least 1 of 4 Housing Problems	% of Households in Income Category with at least 1 of 4 Housing Problems
<= 30% HAMFI	705	195	900	22%	78%
>30% to <=50% HAMFI	600	545	1,145	19%	52%
>50% to <=80% HAMFI	935	680	1,610	29%	58%
>80% to <=100% HAMFI	455	810	1,265	14%	36%
>100% HAMFI	535	5,410	5,940	17%	9%
Total Number of Households	3,225	7,640	10,860	100%	

Source: CHAS, 2017-2021

Attachment A

The following three tables provide an overview of households that are cost-burdened, categorized by income level. Again, a household is considered cost-burdened if its housing costs exceed 30 percent of its income and is considered severely cost-burdened if its housing costs exceed 50 percent of its income. As shown in Table NA-05.09, 44 percent of households in La Mesa are cost-burdened (10,740 households). Of the cost-burdened households, 88 percent earn a low income of up to 80 percent of HAMFI (9,440 households). Furthermore, 20 percent of households are severely cost-burdened (4,940 households). Of the severely cost-burdened households, 98 percent earn a low income (4,820 households).

Table NA-05.09: Cost Burden by Income Level, All Households

Income Category	Cost Burden > 30%	Cost Burden > 50%	Total	Of Households w/ Cost Burden >30%	Of Households w/ Severe Cost Burden >50%	Of Income Category >30%	Of Income Category >50%
<= 30% HAMFI	3,365	2,640	4,280	31%	53%	79%	62%
>30% to <=50% HAMFI	2,840	1,685	3,710	26%	34%	77%	45%
>50% to <=80% HAMFI	3,235	495	4,810	30%	10%	67%	10%
>80% to <=100% HAMFI	765	40	2,885	7%	1%	27%	1%
>100% HAMFI	535	80	8,795	5%	2%	6%	1%
Total Number of Households	10,740	4,940	24,475	100%	100%		

Source: CHAS, 2017-2021

Table NA-05.10 shows the cost burden for renters by income category. Of the 13,615 renter households in La Mesa, 56 percent are cost-burdened (7,585 households), and 28 percent are severely cost-burdened (3,810 households). Additionally, renters with incomes up to 80 percent of HAMFI represent 95 percent of cost-burdened renter households (7,225 households) and 100 percent of severely cost-burdened renter households (3,810 households).

Table NA-05.10: Cost Burden, Renters

Income Category	Cost Burden > 30%	Severe Cost Burden > 50%	Total	Of Households w/ Cost Burden >30%	Of Households w/ Severe Cost Burden >50%	Of Income Category >30%	Of Income Category >50%
<= 30% HAMFI	2,660	2,185	3,380	35%	57%	79%	65%
>30% to <=50% HAMFI	2,250	1,305	2,565	30%	34%	88%	51%
>50% to <=80% HAMFI	2,315	320	3,200	31%	8%	72%	10%
>80% to <=100% HAMFI	310	0	1,620	4%	0%	19%	0%
>100% HAMFI	50	0	2,855	1%	0%	2%	0%
Total Number of Households	7,585	3,810	13,615	100%	100%		

Source: CHAS, 2017-2021

Table NA-05.11 shows the cost burden for homeowners by income category. Of the 10,860 homeowner households in La Mesa, 29 percent are cost-burdened (3,145 households), and 10 percent are severely cost-burdened (1,130 households). Additionally, homeowners with incomes up to 80 percent of HAMFI represent 70 percent of cost-burdened homeowner households (2,210 households) and 89 percent of severely cost-burdened homeowner households (1,010 households).

Table NA-05.11: Cost Burden by Income Level, Owners

Income Level	Cost Burden > 30%	Severe Cost Burden > 50%	Total	Of Households w/ Cost Burden >30%	Of Households w/ Severe Cost Burden >50%	Of Income Category >30%	Of Income Category >50%
<= 30% HAMFI	700	455	900	22%	40%	78%	51%
>30% to <=50% HAMFI	590	380	1,145	19%	34%	52%	33%
>50% to <=80% HAMFI	920	175	1,610	29%	15%	57%	11%
>80% to <=100% HAMFI	455	40	1,265	14%	4%	36%	3%
>100% HAMFI	480	80	5,940	15%	7%	8%	1%
Total Number of Households	3,145	1,130	10,860	100%	100%		

Source: CHAS, 2017-2021

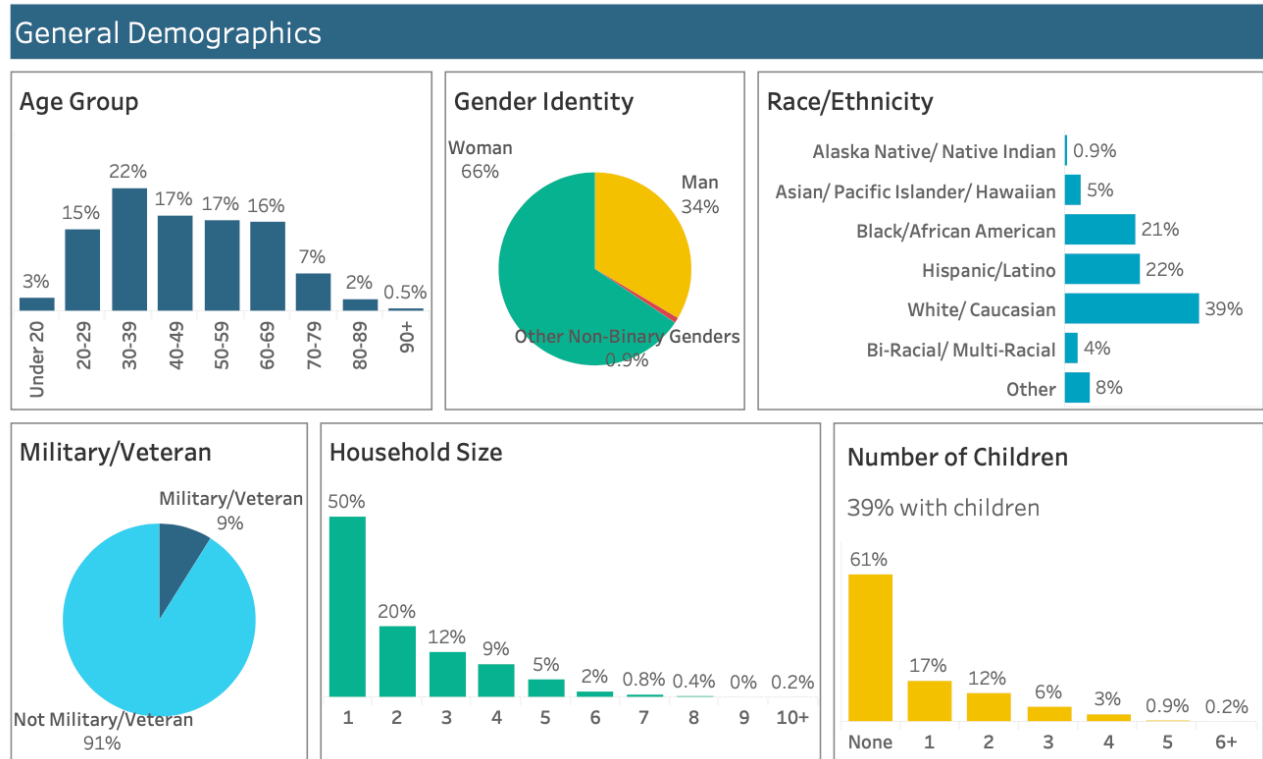
2-1-1 Data for Clients Living in La Mesa

2-1-1 San Diego is a free, confidential, 24/7 service connecting San Diego County residents to community, health, and disaster resources. By dialing 211 or visiting their website, individuals can access help with housing, food, healthcare, utility assistance, and more. This Consolidated Plan incorporates data collected from La Mesa residents who utilized 2-1-1 services between July 2023 and June 2024 (FY 2023-24). The inclusion of this data enhances the City's understanding of community needs and gaps in services, especially those that may not have been fully captured

through traditional community engagement efforts. The information gathered includes demographic and socioeconomic indicators, as well as details on the referral types and associated services.

Between July 2023 and June 2024, a total of 3,514 La Mesa residents accessed services through 2-1-1, resulting in 6,909 referrals to various providers. As shown in Figure NA-05.01, the largest age group utilizing 2-1-1 were individuals aged 30 to 39, representing 22 percent of clients. Most clients identified as women (66 percent), and 39 percent of households included children. While non-Hispanic White/Caucasian individuals make up 52 percent of La Mesa's population, they account for only 39 percent of clients. Similarly, individuals identifying as Hispanic or Latino are 28 percent of the city's population, but they represent only 22 percent of clients. In contrast, Black/African American residents, who represent just 8 percent of the city's population, made up 21 percent of the inquiries.

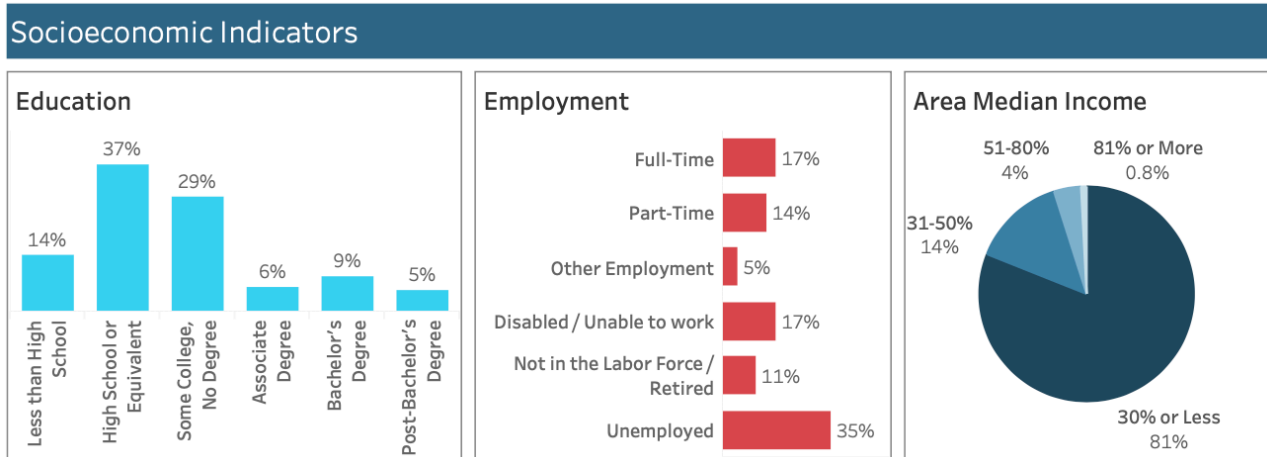
Figure NA-05.01: 2-1-1 Clients Living in La Mesa – Demographics



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.02 indicates that most 2-1-1 clients had at least some college education (49 percent); however, 35 percent reported being unemployed, and an additional 17 percent reported being disabled and/or unable to work. More than 80 percent of clients reported earning an extremely low income (less than 30 percent of AMI).

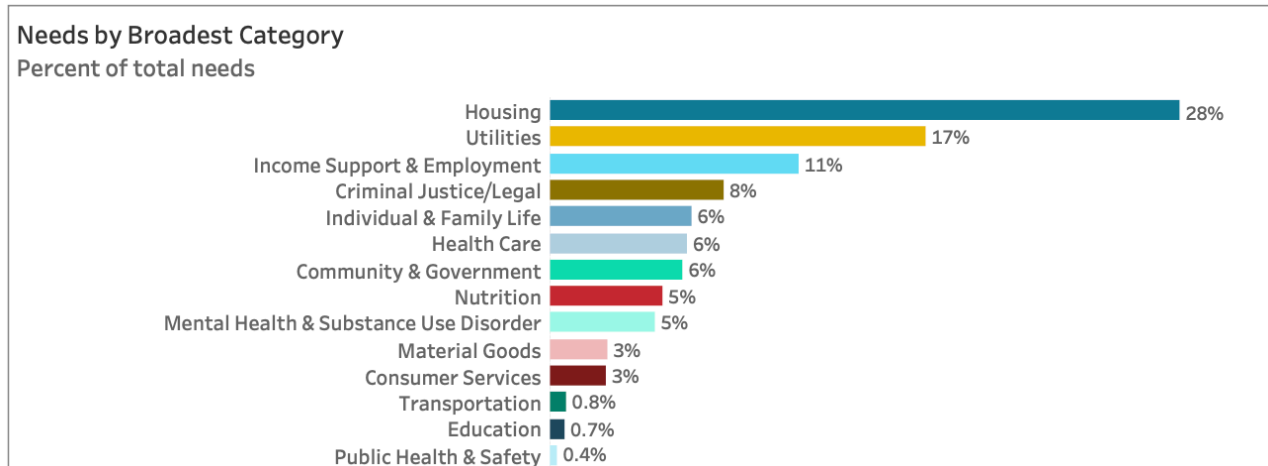
Figure NA-05.02: 2-1-1 Clients Living in La Mesa – Socioeconomic Indicators



Source: 2-1-1 San Diego, FY 2023-24

In FY 2023-24, the 3,514 La Mesa residents who utilized 2-1-1 services reported a total of 10,211 needs. As shown in Figure NA-05.03 below, needs related to housing and utilities accounted for the largest share of these needs (45 percent). The next commonly identified need was income support and employment (11 percent).

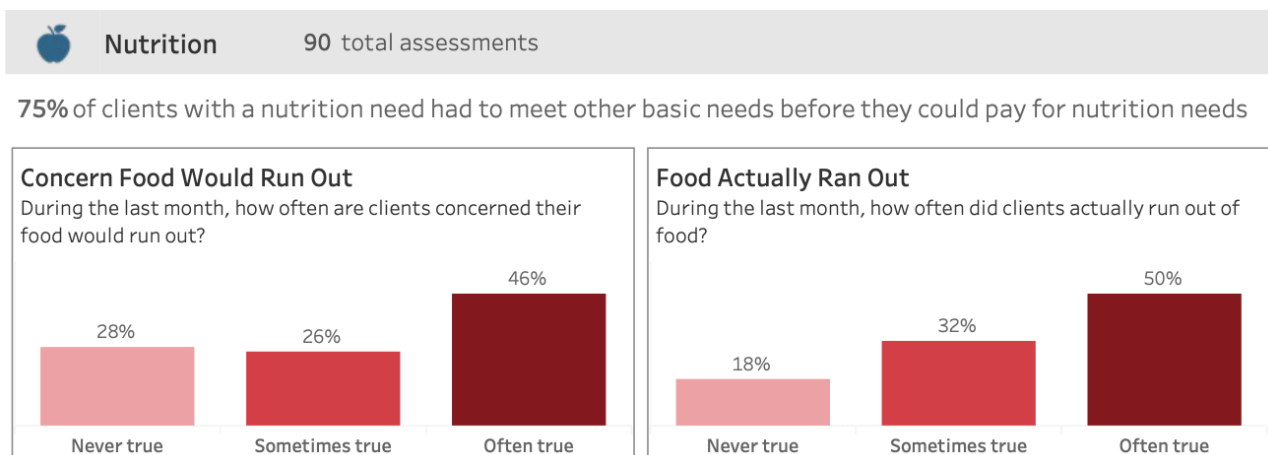
Figure NA-05.03: 2-1-1 Clients Living in La Mesa – Needs



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.04 shows that, of the 90 assessments conducted for La Mesa clients with nutrition needs in FY 2023-24, 46 percent reported being often concerned that their food supply would run out, and 50 percent indicated that they often experienced running out of food. Additionally, 75 percent reported having to meet other basic needs before they could pay for nutrition needs.

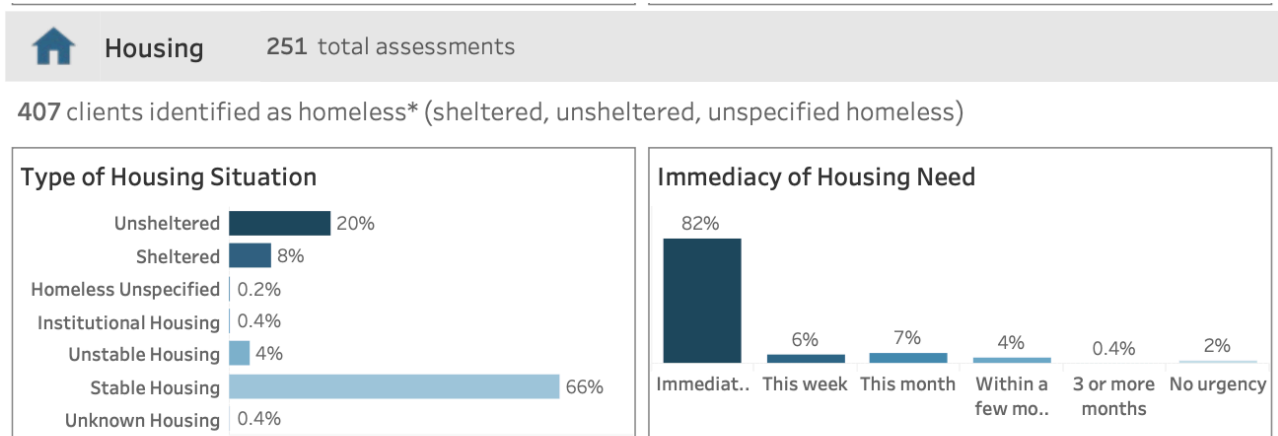
Figure NA-05.04: 2-1-1 Clients Living in La Mesa – Nutrition Assessment



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.05 shows that, of the 251 assessments conducted for La Mesa clients with housing needs in FY 2023-24, 82 percent of the clients reported an immediate housing need. Additionally, 407 clients were identified as experiencing some form of homelessness.

Figure NA-05.05: 2-1-1 Clients Living in La Mesa – Housing Assessments

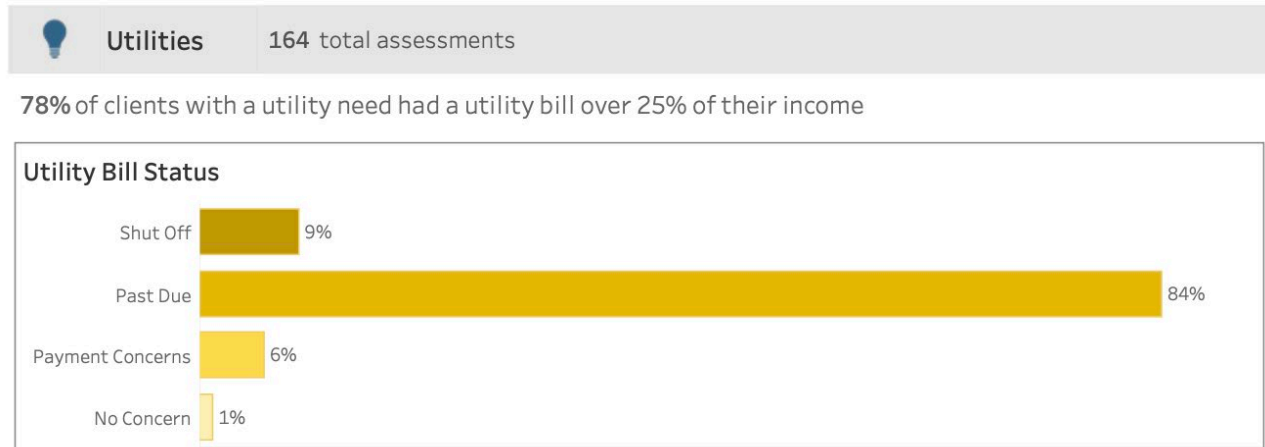


*Data collected for clients with and without housing assessment

Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.06 shows that, of the 164 assessments conducted for La Mesa clients with utility-related needs in FY 2023-24, 78 percent of clients noted that their utility bill represented more than 25 percent of their income, and 9 percent reported having their utilities shut off. Additionally, 84 percent reported that at least one of their utility bills was past due.

Figure NA-05.06: Utility Referrals



Source: 2-1-1 San Diego, FY 2023-24

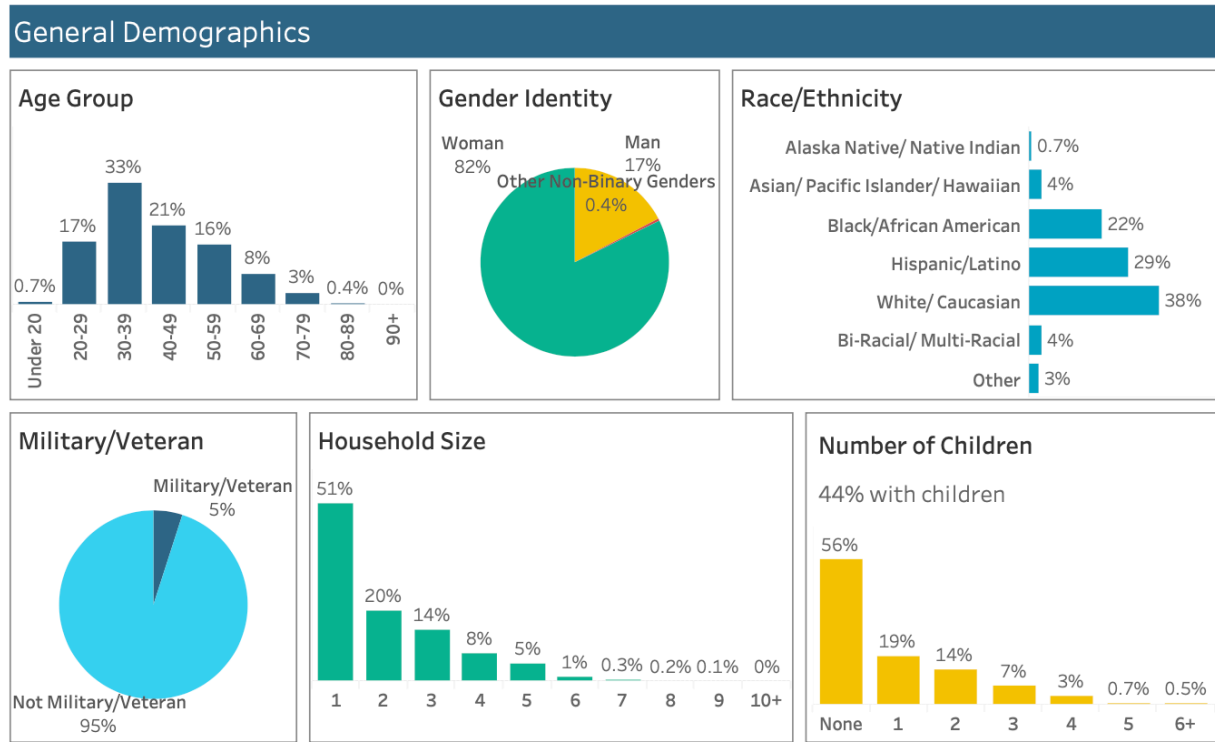
2-1-1 Data for Clients with Domestic Violence-Related Needs Living in San Diego County

To protect the confidentiality of the small number of 2-1-1 San Diego clients with domestic violence-related needs, specific data, demographics, and statistics regarding these clients are only available at the countywide level and cannot be disaggregated for individual cities, including La Mesa. For this Consolidated Plan, countywide data is included to provide a broader understanding of domestic violence-related needs within the region. While this data does not offer city-specific insights, it serves as an important indicator of the prevalence and nature of domestic violence challenges across San Diego County and helps inform strategies to address these issues at both the regional and local levels.

Between July 2023 and June 2024, 2-1-1 San Diego reported receiving calls from 3,668 clients in San Diego County who shared that they were experiencing domestic violence. Of these clients, 82 percent were female, and they were most commonly between the ages of 30 and 39 (33 percent). The following figure shows that 44 percent of the 3,668 clients experiencing domestic violence had children. In terms of racial demographics, 38 percent of the clients were White, which is less than their share of the population in San Diego County (43 percent according to 2023 5-Year ACS Data). Similarly, persons who identify as Hispanic represent 29 percent of clients, which is less than their

share of the population (34 percent). In contrast, while Black/African Americans constitute only 4 percent of the population, they represent 22 percent of the clients.

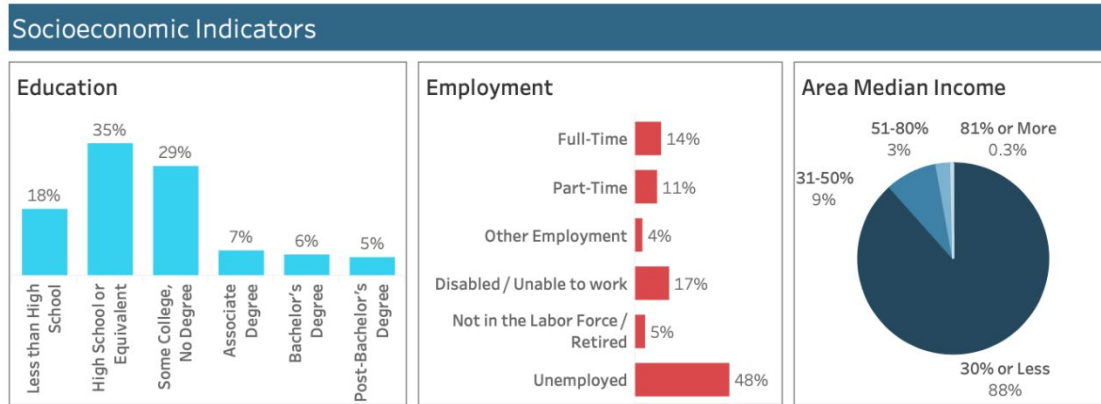
Figure NA-05.07: 2-1-1 Clients with Domestic Violence-Related Needs in San Diego County - Demographics



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.08 below indicates that approximately 47 percent of clients reported having some college education, while 48 percent identified as unemployed. An additional 17 percent reported being unable to work or having a disability. Furthermore, 88 percent of clients reported earning an extremely low income, underscoring the significant economic challenges often faced by survivors of domestic violence.

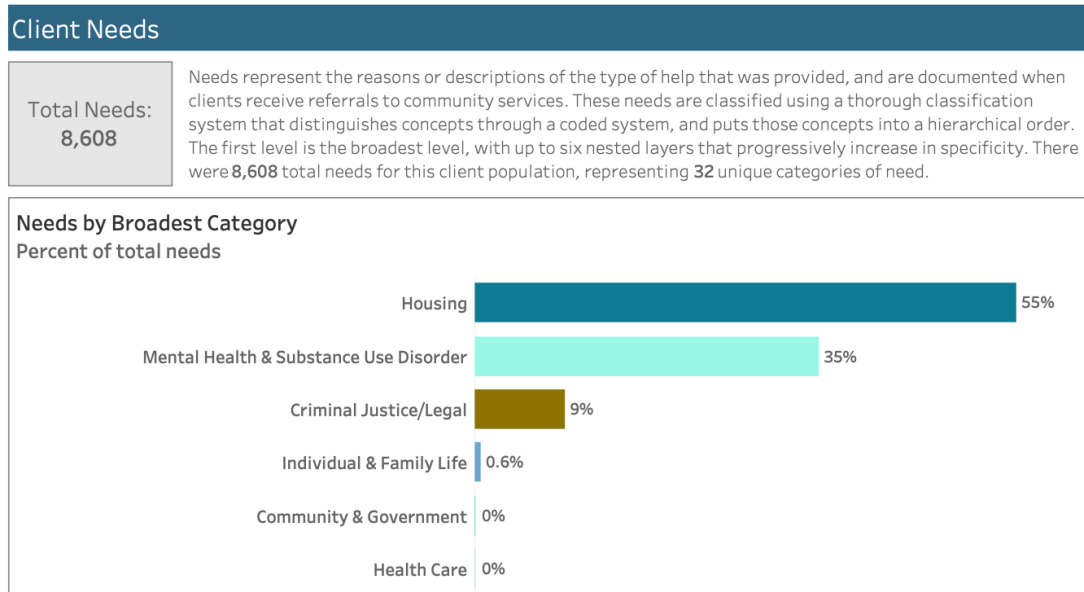
Figure NA-05.08: 2-1-1 Clients with Domestic Violence-Related Needs in San Diego County – Socioeconomic Indicators



Source: 2-1-1 San Diego, FY 2023-24

In FY 2023-24, the 3,668 County residents with domestic violence-related needs who utilized 2-1-1 services reported a total of 8,608 needs, of which 55 percent were related to housing needs. More specifically, 45 percent of the needs were related to seeking domestic violence shelters. These calls resulted in 7,135 total referrals, most commonly to the YWCA of San Diego County (Becky’s House Emergency Shelter), Shaback Altruistic, and Community Resource Center (Carol’s House).

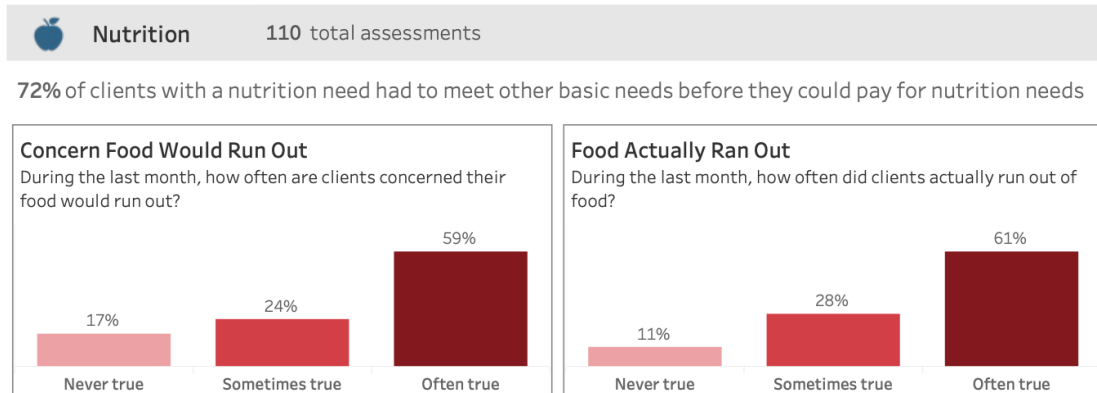
Figure NA-05.09: 2-1-1 Clients with Domestic Violence-Related Needs in San Diego County – Client Needs



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.10 shows that, of the 110 assessments conducted for County clients with both domestic violence-related needs and nutrition needs in FY 2023-24, 59 percent reported being often concerned that their food supply would run out, and 61 percent indicated that they often experienced running out of food. Additionally, 72 percent reported having to meet other basic needs before they could pay for nutrition needs.

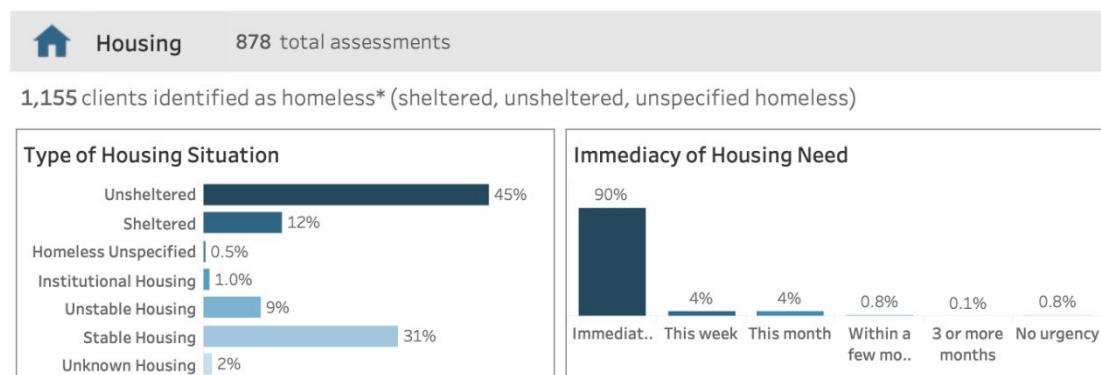
Figure NA-05.10: Domestic Violence Referrals Nutrition



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.11 shows that, of the 878 assessments conducted for County clients with both domestic violence-related needs and housing needs in FY 2023-24, 90 percent of the clients reported an immediate housing need—additionally, 1,155 individuals identified as experiencing some form of homelessness.

Figure NA-05.11: 2-1-1 Clients with Domestic Violence-Related Needs in San Diego County – Housing Assessment

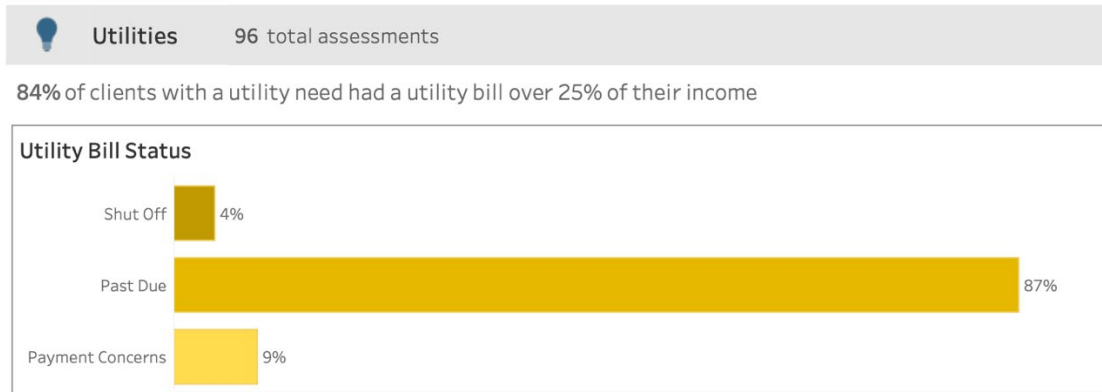


*Data collected for clients with and without housing assessment

Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.12 shows that, of the 96 assessments conducted for County clients with both domestic violence-related needs and utility-related needs in FY 2023-24, 87 percent of clients noted that their utility bill represented more than 25 percent of their income, and 4 percent reported having their utilities shut off. Additionally, 84 percent reported that at least one of their utility bills was past due.

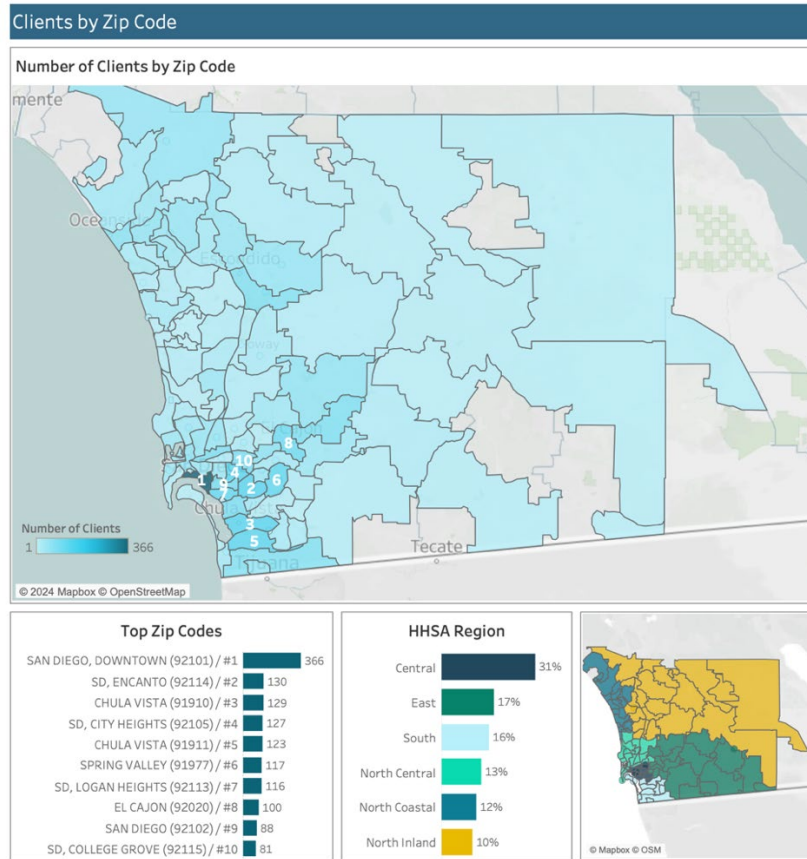
Figure NA-05.12: 2-1-1 Clients with Domestic Violence-Related Needs in San Diego County – Utility Assessments



Source: 2-1-1 San Diego, FY 2023-24

Figure NA-05.13 below provides a map of the zip codes of San Diego County residents experiencing domestic violence who utilized 2-1-1 services in FY 2023-24.

Figure NA-05.13: Domestic Violence Referrals – Referrals by Zip Code



Source: 2-1-1 San Diego, FY 2023-24

If the PJ will establish a preference for a HOME TBRA activity for persons with a specific category of disabilities (e.g., persons with HIV/AIDS or chronic mental illness), describe their unmet need for housing and services needed to narrow the gap in benefits and services received by such persons. (See 24 CFR 92.209(c)(2) (ii))

This section is not applicable, as the City does not administer a HOME Tenant-Based Rental Assistance (TBRA) program.

NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)

Describe the jurisdiction's need for public facilities:

Public facilities offer a range of services for all residents and typically include libraries, community centers, youth centers, and facilities that address the needs of the residents, including LMI residents. Public facilities improvements have been identified as an important objective of the CDBG program.

How were these needs determined?

Public facilities needs were identified through multiple sources, including City Council goals, community and stakeholder meetings, and responses to surveys distributed to the community and identified stakeholders.

In the Community Needs Assessment Survey, the community identified the top three following public facility needs:

- Parks and recreation facilities
- Youth centers
- Community centers

Describe the jurisdiction's need for public improvements:

Public improvements typically include upgrades or expansions to streets, curbs and gutters, sewer and drainage systems, streetlights, and sidewalks. In general, these are eligible activities for CDBG funds within qualifying census tracts. Proposed infrastructure projects are documented in the City's Capital Improvement Program (CIP), which is updated annually through the budget process.

How were these needs determined?

Public improvement needs were identified through multiple sources, including City Council goals, community and stakeholder meetings, and responses to surveys distributed to the community and identified stakeholders.

The community identified the top three following public improvement needs:

- Trees/urban greenspace
- Street lighting

- Public safety improvements

Describe the jurisdiction's need for public services:

An essential part of the City's five-year plan is to provide services for those in the most critical need. These programs are designed to fill voids due to a household's lack of resources or lack of direct access to these necessities.

How were these needs determined?

Public services needs were identified through multiple sources, including City Council goals, community and stakeholder meetings, and responses to surveys distributed to the community and identified stakeholders.

The community identified the top three public service needs:

- Mental health services
- Emergency preparedness
- Childcare centers and services

Based on the needs analysis above, describe the State's needs in Colonias

This section is not applicable, as the jurisdiction does not represent the State.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview

As of 2023, the San Diego Association of Governments (SANDAG) estimates that La Mesa has a total of 26,247 housing units, representing a 2.1 percent increase since 2018. A detailed breakdown by unit type is shown in Table MA-05.01 below.

Table MA-05.01: Housing Units by Type

	2018	2023	Percentage Change
Single Family - Detached	12,233	11,072	-9.5%
Single Family - Attached	1,710	2,950	72.5%
Multifamily	11,465	11,922	4.0%
Mobile Homes	303	303	0.0%
Total	25,711	26,247	2.1%

Source: SANDAG, 2018 and 2023

Attachment A

As shown in Table MA-05.02 below, median single-family home sales prices increased significantly throughout San Diego County between 2019 and 2024. As of July 2024, the median home sales price in La Mesa was \$997,500, reflecting a 64 percent increase since July 2019.

Table MA-05.02: Regional Median Single-Family Home Sales Prices

Urban County	July 2019 Year to Date	July 2024 Year to Date	% Change
Coronado	\$2,050,000	\$3,002,500	+46%
Del Mar	\$2,000,000	\$3,447,500	+72%
Imperial Beach	\$615,000	\$925,000	+50%
Lemon Grove	\$473,000	\$763,000	+61%
Poway	\$785,000	\$1,396,000	+78%
Solana Beach	\$1,475,600	\$2,850,500	+93%

HOME Cities	July 2019 Year to Date	July 2024 Year to Date	% Change
Carlsbad	\$979,500	\$1,804,400	+84%
Encinitas	\$1,415,000	\$2,199,800	+55%
La Mesa	\$608,800	\$997,500	+64%
San Marcos	\$689,800	\$1,115,000	+62%
Santee	\$540,000	\$850,000	+57%
Vista	\$548,200	\$944,000	+72%

San Diego Region	July 2019 Year to Date	July 2024 Year to Date	% Change
	\$647,000	\$1,058,000	+64%

Source: Greater San Diego Association of Realtors, 2019 and 2024

Attachment A

In previous Consolidated Plans, the City utilized the Housing Opportunity Index (HOI) to measure the percentage of homes affordable to households earning the median income. However, the HOI has since been retired, with the final report published in the fourth quarter of 2023. The National Association of Home Builders has replaced the HOI with the Cost of Housing Index (CHI), which provides a clearer representation of the housing cost burden on families with low and moderate incomes in local markets. Both the HOI and CHI are provided below in Tables MA-05.03a and MA-05.03b, respectively.

As shown in Table MA-05.03a, the HOI indicates that only about 4 percent of homes in the San Diego region are affordable to a household earning a median income. The CHI introduces two new metrics: the percentage of a typical family's income required for a mortgage payment, and the percentage of a low-income household's income needed for a mortgage payment. As shown in Table MA-05.03b, in the San Diego region, 70 percent of a typical family's income would be needed for a mortgage payment, and 141 percent of a low-income family's income would be needed.

Attachment A

Table MA-05.03a: Housing Opportunity Index by Affordability Rank, 4th Quarter 2023

California Metro Area	HOI 4th Qtr 2023 Share of Homes Affordable for Median Income	Median Family Income (000s)	4th Qtr 2023 Median Sales Price (000s)	4th Qtr 2023 Affordability Rank	
				National	Regional
Santa Cruz-Watsonville	11.6	132.8	950	222	55
Santa Rosa-Petaluma	11.2	128.1	760	224	56
San Jose-Sunnyvale-Santa Clara	7.1	181.3	1,400	232	63
Salinas	6.6	100.4	835	233	64
Napa	5.7	129.6	841	234	65
San Francisco-San Mateo- Redwood City*	5.7	173.2	1,446	234	65
San Luis Obispo-Paso Robles	5.5	113.1	812	236	67
San Diego-Chula Vista-Carlsbad	4.0	116.8	828	239	70
Anaheim-Santa Ana-Irvine*	2.9	127.8	1,085	240	71
Los Angeles-Long Beach- Glendale*	2.7	98.2	850	241	72

*Indicate Metropolitan Divisions. All others are Metropolitan Statistical Areas.

Source: National Association of Home Builders, 2024

Table MA-05.03b: Cost of Housing Index by Affordability Rank, 3rd Quarter 2024

Metropolitan Statistical Area	CHI	Low-Income CHI	Median Home Price (000's)	Median Family Income (000's)
San Jose-Sunnyvale-Santa Clara	85%	170%	1,900	184.3
San Francisco-Oakland-Berkeley	68%	137%	1,309	159.8
San Diego-Chula Vista-Carlsbad	70%	141%	1,010	119.5
Riverside-San Bernardino-Ontario	51%	102%	590	97.5
Fresno	43%	86%	430	84.3
Sacramento-Roseville-Folsom	42%	83%	560	113.3

Note: CHI is the percentage of a typical family's income needed for a mortgage payment. Low-income CHI is the percentage of a low-income family's income needed for a mortgage payment, with low income being defined as 50 percent of the AMI.

Source: National Association of Home Builders, 2024

The primary source of information on rental costs in the San Diego Region is the Southern California Rental Housing Association (SCRHA), which conducts two surveys of rental properties per year. In the spring of 2024, approximately 6,000 surveys were sent out to rental property owners and managers throughout San Diego County. Note that although this survey sampled a broad variety of rental housing, it was not a scientific sampling. According to SCRHA, La Mesa's current average rental vacancy rate is 4.0 percent, with average rents as shown in Table MA-05.04. High rental costs in La Mesa and throughout San Diego County continue to pose challenges for residents, particularly those with low to moderate incomes, underscoring the ongoing need for affordable housing initiatives in the region.

Table MA-05.04: Average Rents

Bedroom Size	Spring 2023	Spring 2024	% Increase/ (Decrease)
Studio	No Data Available	No Data Available	--
1 Bedroom	\$1,842	\$1,720	-6.6%
2 Bedrooms	\$2,699	\$2,083	-22.8%
3+ Bedrooms	\$3,334	\$1,900	-43.0%

Source: Southern California Rental Housing Association, 2024

La Mesa's housing stock is significantly older than the housing stock in the other HOME Consortium cities. Approximately 74 percent of housing units in the city were constructed before 1980. The age of the housing stock indicates a potential need for continued code enforcement, property maintenance, and housing rehabilitation programs to stem housing deterioration. Many housing units in La Mesa are showing a need for rehabilitation. The scope of rehabilitation needed ranges from minor to substantial. However, with reduced CDBG funds and the loss of redevelopment funds, the City has limited ability to provide rehabilitation assistance. The County no longer provides a direct HOME allocation to participating jurisdictions in the HOME Consortium, and the County is not using HOME funds to provide ownership of residential rehabilitation activities.

MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

Introduction

La Mesa, known as the "Jewel of the Hills," is a vibrant city in San Diego County that actively fosters economic growth and community development. The city's strategic location, with access to major freeways and trolley lines, enhances its appeal to businesses and residents alike.

The retail sector is a cornerstone of La Mesa's economy, with Grossmont Center serving as a major shopping destination. Established in 1961, Grossmont Center hosts a diverse array of retailers, restaurants, and entertainment venues, contributing significantly to local employment and commerce.

In recent years, La Mesa has demonstrated a strong commitment to supporting entrepreneurs and small businesses. The La Mesa Entrepreneurship Accelerator Program (LEAP), launched in partnership with the East County Economic Development Council and the Small Business Development Center, has empowered numerous entrepreneurs to establish businesses within the city. Since its inception in June 2022, LEAP has facilitated the creation of 18 new businesses, providing training and grants to support their growth for cohorts 1 and 3. For cohort 3, the city shifted to assist existing brick-and-mortar businesses and has granted a total of 33 existing businesses through cohort 3.

The city also prioritizes the revitalization of its downtown area. The ongoing update of the Downtown Village Specific Plan aims to enhance the area's vibrancy, safety, and community-oriented atmosphere. Community workshops have been conducted to gather input, ensuring that the development aligns with residents' visions and needs.

La Mesa's dedication to economic development is further evidenced by its Business Development Handbook, which provides comprehensive guidance for new and expanding businesses. Additionally, the city's Economic Development Newsletter offers regular updates on city news, workforce development programs, funding opportunities, and training relevant to business owners.

Through these initiatives, La Mesa continues to strengthen its economic landscape, supporting a diverse range of industries and fostering a thriving community for its residents.

Economic Development Market Analysis

The tables in this section provide U.S. Census Bureau and ACS data regarding the economic development market in La Mesa.

Table MA-45.01: Business Activity

Business Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs Less Workers %
Administration & Support, Waste Management and Remediation	1,606	736	6.3%	3.3%	-3.0%
Agriculture, Mining, Oil & Gas Extraction	109	10	0.4%	0.0%	-0.4%
Arts, Entertainment, Accommodations	2,415	2,661	9.5%	11.9%	2.4%
Construction	1,594	1,156	6.3%	5.2%	-1.1%
Education and Health Care Services	6,879	9,816	27.1%	43.9%	16.8%
Finance, Insurance, and Real Estate	1,462	1,366	5.8%	6.1%	0.3%
Information	480	44	1.9%	0.2%	-1.7%
Manufacturing	1,633	380	6.4%	1.7%	-4.7%
Other Services	764	816	3.0%	3.6%	0.6%
Professional, Scientific, Management Services	2,978	1,063	11.7%	4.8%	-6.9%
Public Administration	1,363	246	5.4%	1.1%	-4.3%
Retail Trade	2,439	3,587	9.6%	16.0%	6.4%
Transportation and Warehousing	937	357	3.7%	1.6%	-2.1%
Wholesale Trade	717	139	2.8%	0.6%	-2.2%
Total	25,376	22,377	100%	100%	0%

Note: In the “Jobs less workers %” column, a negative number reflects an oversupply of labor for the sector (more workers than jobs), and a positive number reflects an undersupply of labor (more jobs than workers).

Data Source: U.S. Census Bureau 2021 Longitudinal Employer-Household Dynamics OnTheMap (number of workers is based on where workers live; the number of jobs is based on where workers are employed; both analyses are based on primary jobs)

Table MA-45.02: Labor Force

Total Population in the Civilian Labor Force	33,091
Civilian Employed Population 16 years and over	30,940
Unemployment Rate	6.5%
Unemployment Rate for Ages 16-24	9.9%
Unemployment Rate for Ages 25-64	5.9%

Source: 2018-2022 ACS [Tables DP03 and B23001]

Table MA-45.03: Travel Time

Travel Time	Number of Commuters	Percentage
< 30 Minutes	17,694	65%
30-59 Minutes	7,790	29%
60 or More Minutes	1,685	6%
Total	27,169	100%

Source: 2018-2022 ACS [Table B08303]

Table MA-45.04: Educational Attainment by Employment Status (Population 25 to 64 Years)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than a high school graduate	1,139	157	561
High school graduate (includes equivalency)	4,173	208	1,049
Some college or associate's degree	9,581	730	2,917
Bachelor's degree or higher	11,041	581	1,388

Source: 2018-2022 ACS [Table B23006]

Table MA-45.05: Educational Attainment by Age

Educational Attainment	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	32	64	201	283	532
9th to 12th grade, no diploma	523	232	444	633	256
High school graduate, GED, or alternative	1,491	1,679	1,232	2,604	1,745
Some college, no degree	2,067	3,226	2,516	3,991	2,284
Associate's degree	119	1,406	823	1,660	1,072
Bachelor's degree	585	3,548	2,097	3,051	1,655
Graduate or professional degree	73	1,298	1,599	1,529	1,485

Source: 2018-2022 ACS [Table B15001]

Table MA-45.06: Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than a high school graduate	\$30,127
High school graduate (includes equivalency)	\$40,990
Some college or associate's degree	\$46,572
Bachelor's degree	\$78,790
Graduate or professional degree	\$88,766

Source: 2018-2022 ACS [Table B20004]

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

Based on the Business Activity Table (Table MA-45.01), the three sectors with the greatest number of jobs in La Mesa are Education and Health Care Services, Retail Trade, and Arts, Entertainment, and Accommodations. All three sectors were the top-employing sectors during the last Consolidated Plan period as well. In terms of the labor force, the largest share of workers are employed in the Education and Health Care Services sector (27 percent).

In several sectors, the number of workers exceeds the number of jobs, meaning that residents employed in these sectors are commuting to other jurisdictions to work. For example, there are only 1,063 Professional, Scientific, and Management Services jobs in the city, but 2,978 workers. At the other end of the spectrum, there are more jobs than workers in some sectors, such as the Education and Health Care Services sector, demonstrating that more people are commuting into the city for work. Overall, there are about 25,376 workers in La Mesa but just 22,377 jobs (a 13 percent discrepancy).

As shown in Table MA-45.02, the overall unemployment rate in La Mesa is 6.5 percent, according to 2022 5-Year ACS data. However, California Employment Development Department data from December 2024 suggests that the overall unemployment rate is 4.2 percent. The low unemployment rate reflects a robust local economy. Unemployment is notably higher among younger workers, with a rate of 9.9 percent for those aged 16 to 24, compared to workers aged 25 to 64 (5.9 percent).

Table MA-45.03 highlights commuting patterns for La Mesa workers. Most workers commute less than 30 minutes (65 percent). Only 6 percent of workers travel more than an hour to work. This figure is consistent with regional patterns in San Diego County, where 7 percent of commuters travel more than one hour. Longer commute times are associated with higher transportation costs, increased greenhouse gas emissions, and a range of negative health impacts.

Educational attainment strongly correlates with labor force participation and employment rates. As shown in Table MA-45.04, of the population aged 25 to 64 years old with less than a high school diploma, 30 percent are not participating in the labor force. In contrast, only 11 percent of individuals with a bachelor's degree or higher are not in the labor force. This data indicates that higher education levels increase the likelihood of employment.

The relationship between education and earnings is clear. As shown in Table MA-45.06, median earnings for La Mesa residents aged 25 years old and above without a high school diploma are \$30,127. In contrast, high school graduates earn a median income of \$40,990, representing a 36 percent increase. Earnings continue to rise with higher education levels. Those with a bachelor's degree have median earnings of \$78,790, and individuals with a graduate or professional degree have median earnings of \$88,766. This data underscores the significant economic benefits of obtaining a high school diploma, college degree, or higher education credential.

Describe the workforce and infrastructure needs of the business community:

Workforce development and infrastructure improvements remain a top priority among community members who provided feedback during the development of the Consolidated Plan. In the Community Needs Survey, respondents identified business building repairs/improvements, grants and loans to small businesses, and job creation and retention as the top economic development needs in La Mesa. These findings underscore the importance of targeted economic support and infrastructure enhancements to sustain and grow the local economy.

In September 2023, the City Council adopted the 2023-2028 Citywide Strategic Plan, which outlines key areas of focus and strategies to address these priorities. Among the established goals, the City emphasized the importance of investing in infrastructure to meet community needs and expanding economic development opportunities to support local businesses. Key strategies from the City's Strategic Plan include:

- Ensure City streets, facilities, and public green spaces are well-maintained;
- Support infrastructure improvements that promote all modes of mobility;
- Continue Civic Center improvements;
- Pursue capital resources to fund public amenities;
- Improve communication with the public regarding street and facility improvements and Impacts;
- Develop a roadmap to enhance technology resources citywide; and
- Develop and enhance parks, trails, and recreational facilities to better serve residents.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

La Mesa is a much sought-after business location due to its regional centrality and vast transportation network, which includes three major freeways and two trolley lines. The City is served by the Metropolitan Transit System (MTS) bus service and features five trolley stations: Spring Street, La Mesa Boulevard, 70th Street, Amaya, and Grossmont. This robust transportation network broadens La Mesa's trade area, enhances its attractiveness to potential employees, and draws more customers and a quality workforce to local businesses.

The City of La Mesa is undertaking a series of significant infrastructure and community improvement projects, as outlined in the 2023-2028 Citywide Strategic Work Plan, to enhance economic opportunities, improve public safety, and elevate the overall quality of life for residents. These initiatives aim to support job creation, business growth, and community vitality.

Efforts to enhance the Downtown Village and other commercial areas include updating the Downtown Village Specific Plan to support thriving economic centers and improving outdoor dining regulations to create vibrant public spaces that benefit businesses. Additionally, the city has allocated \$250,000 in ARPA funding to expand its public art program, fostering cultural vibrancy and attracting visitors and businesses alike. In January 2024, the City Council approved funding for three exciting mural projects that have since been completed and are now on display for all to enjoy: The Walkway of the Stars mural update, the Lemon Avenue Parking Lot Mural, and the Collier Park Mural. These vibrant works of art enhance the beauty of public spaces while deterring graffiti.

Infrastructure improvement projects play a key role in La Mesa's strategy. The Lemon Avenue Parking Lot Upgrades will expand parking capacity and increase revenue for Downtown Village businesses. The La Mesa Bike and Sidewalk Connections (LMBSWC) project, funded in part by a

\$4.0 million Active Transportation Program (ATP) grant awarded by the State of California Department of Transportation through SANDAG's regional ATP allocation, focuses on improving pedestrian and cyclist safety while promoting active transportation. The City is also pursuing capital resources to fund public amenities, such as storm drain replacements, to prevent overflows and enhance infrastructure resilience. Additionally, efforts to improve ADA accessibility will eliminate barriers to mobility and foster inclusive public spaces, further supporting local businesses and residents.

To support small businesses, the city offers the Façade and Property Improvement Grant Program, providing up to \$25,000 for exterior enhancements, including new awnings, signage, painting, lighting, and landscaping. This program aims to revitalize commercial properties and elevate the city's aesthetic appeal. The Façade and Property Improvement Grant Program is now in its fourth year, having completed 25 façade grant projects to date, with another 21 projects currently in process.

Furthermore, in 2019, the La Mesa City Council established the La Mesa Village Enhancement Fund Program. The goal of the program is to support the business community and enhance the vibrancy of the Downtown Village by providing funding for non-profit organizations and businesses to conduct events, promotions, programs, or advertising activities within the boundaries of Parking District Number One. A key program requirement is that applications for funding must demonstrate a community benefit to the businesses in Parking District Number One. The program is funded by 50 percent of annual net parking revenues for each funding cycle of the program.

Currently, over 1,000 housing units are pipelined for development in La Mesa, resulting in a significant number of construction employment opportunities over the next five years. Further, the additional population base resulting from the new housing will provide a ready labor force for potential employers.

Lastly, the City participates on the board of SANDAG. The most significant effort SANDAG is working on is its 5 Big Moves, a long-term vision for a bold new transportation system throughout the County. The 5 Big Moves are:

- Complete Corridors
- Transit Leap
- Mobility Hubs

- Flexible Fleets
- Next Operating System (Next OS)

A redesigned and expansive regional transportation system will undoubtedly bring about economic impacts and affect the workforce and businesses. Further investment through the 5 Big Moves will have a major economic impact on the City.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

La Mesa's employment landscape is characterized by a significant portion of its workforce employed in sectors such as education and health care services, as well as professional, scientific, and management services. These industries often require specialized skills and higher education credentials, contributing to higher earning potential for residents employed in these fields.

Despite the availability of lower-skilled jobs in sectors such as Retail Trade and Arts, Entertainment, and Accommodation, residents with less than a college degree may face challenges in securing higher-paying positions. This disparity is reflected in the higher unemployment rates among individuals without post-secondary education, even amidst the city's relatively low overall unemployment rate of 4.2 percent as of December 2024.

The educational attainment of La Mesa residents is notably high, with a significant majority having completed at least some college. This educational profile, combined with the nature of local employment opportunities, suggests a pattern of residents commuting to surrounding jurisdictions for employment. In contrast, non-residents commute to La Mesa to fill lower-skilled positions.

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

The San Diego Workforce Partnership (SDWP) is a non-profit organization that provides workforce development services and job training programs across the San Diego region, including areas near La Mesa. SDWP operates a network of career centers in partnership with co-located organizations, offering job seekers and businesses a wide range of services. These services include career counseling, upskilling opportunities, and comprehensive support services. Annually, SDWP serves over 70,000 individuals through its career centers, with one center located in nearby El Cajon, providing accessibility for La Mesa residents.

One of SDWP's key programs, the Expanded Subsidized Employment (ESE) Program, has been instrumental in helping families achieve financial independence through immediate job placements. This program, operated in collaboration with the County of San Diego, the Public Consulting Group, and Equus, incorporates innovative, team-based case management to support participants' success in both the short and long term.

By connecting residents with career resources and upskilling opportunities, these efforts contribute to La Mesa's goals of fostering self-sufficiency and improving economic outcomes for its residents.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

This section is not applicable, as the City does not participate in a CEDS.

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

This section is not applicable, as the City does not participate in a CEDS.

Discussion

Please see above.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated?

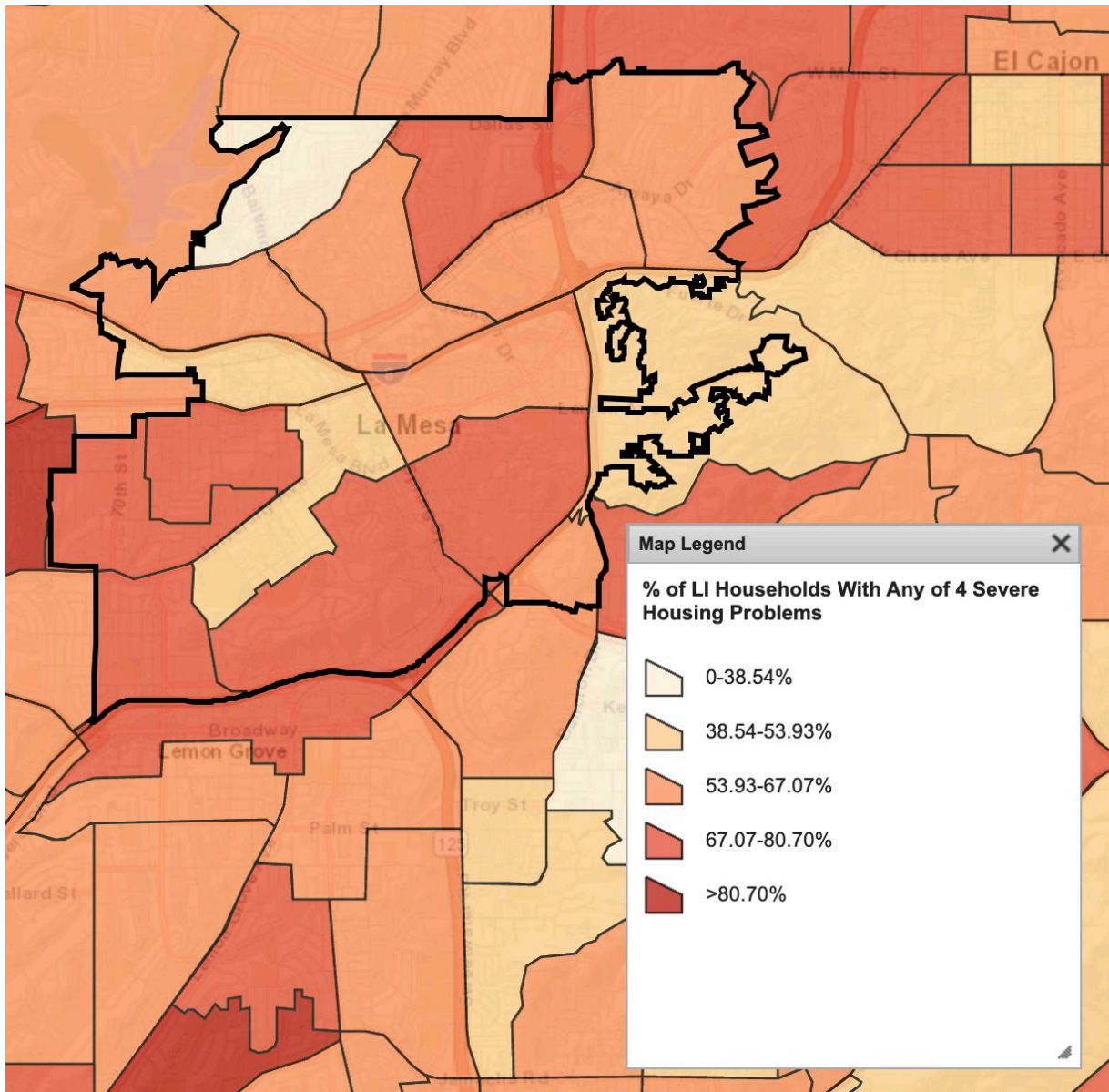
(include a definition of "concentration")

As stated previously, the four major housing problems recognized by HUD are as follows:

- Substandard Housing Unit – Lacks Complete Kitchen Facilities. A complete kitchen consists of a sink with running water, a stove or range, and a refrigerator.
- Substandard Housing Unit – Lacks Complete Plumbing Facilities: Complete plumbing consists of hot and cold running water, a flush toilet, and a bathtub or shower.
- Cost-Burdened Household: Monthly housing costs exceed 30 percent of monthly income. A household is severely cost-burdened if its monthly housing costs exceed 50 percent of its monthly income. Note that, for renters, housing costs include contract rent and utilities. For owners, housing costs include mortgage payments, utilities, association fees, insurance, and real estate taxes.
- Overcrowded Household: More than one person per room. Severe overcrowding is more than 1.5 persons per room.

Figure MA-50.01 is a map indicating census tracts with a concentration of low-income households with any of the four severe housing problems.

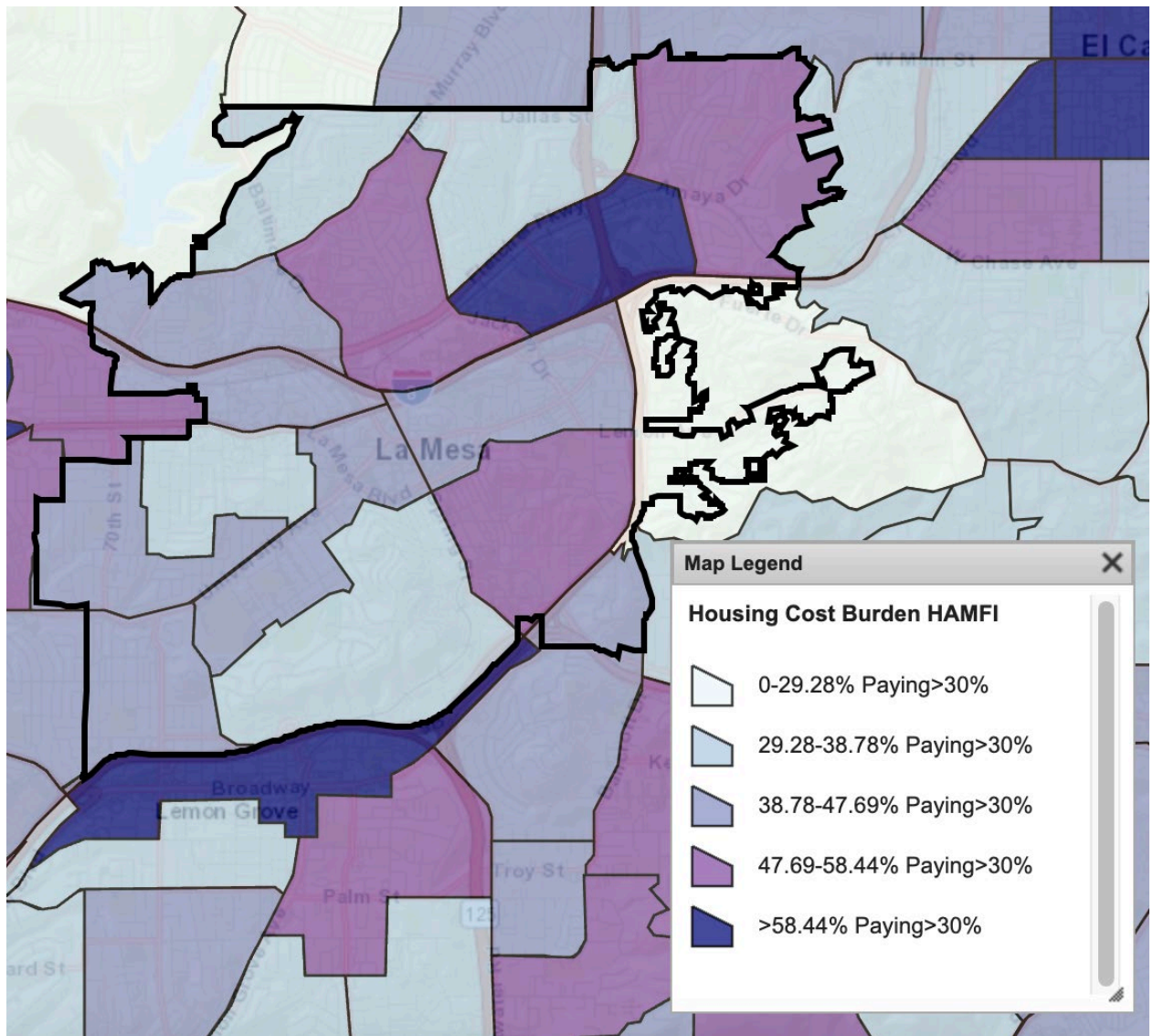
Figure MA-50.01: Percentage of Low-Income Households with Any of the Four Severe Housing Problems



Source: U.S. Department of Housing and Urban Development, 2023

Figure MA-50.02 indicates which census tracts have a concentration of cost-burdened households. Collectively, Figures MA-50.01 and MA-50.02 illustrate a correlation between census tracts that have a concentration of households with severe housing problems and households with cost burdens. Note that the severe cost burden (paying more than 50 percent of household income on housing costs) is one of the severe housing problems.

Figure MA-50.02: Percentage of Cost-Burdened Households by Census Tract



Source: U.S. Department of Housing and Urban Development, 2023

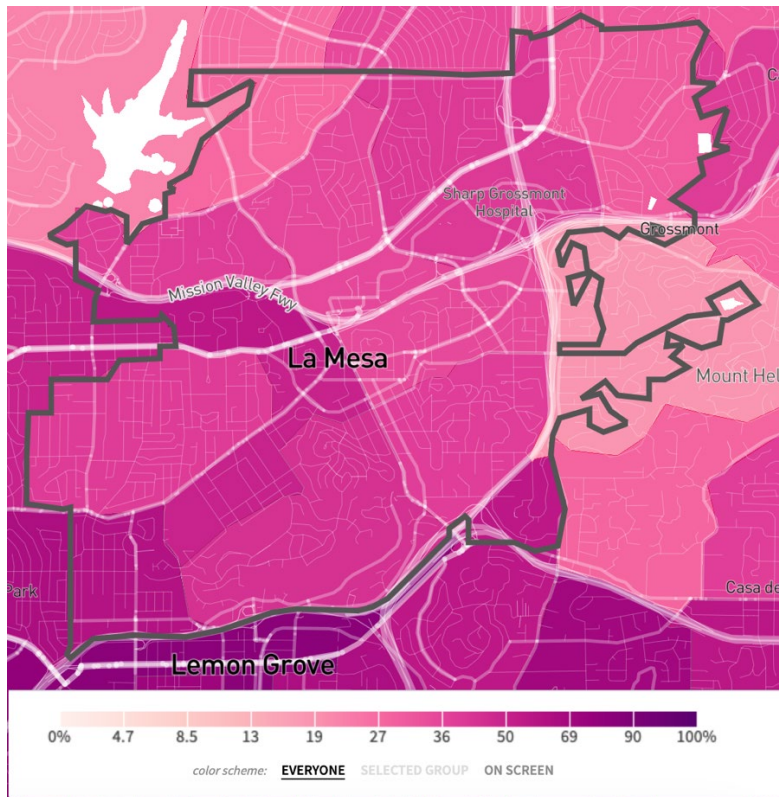
Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")

For this analysis, a “racial or ethnic concentration” is any census tract in which a racial or ethnic minority group makes up 10 percent or more of the population than the city as a whole. The racial and ethnic breakdown of La Mesa is as follows:

- White alone: 51.9%
- Hispanic or Latino (of any race): 27.9%
- Two or More Races: 5.6%
- Asian alone: 6.0%
- Black/African American alone: 8.1%
- Native Hawaiian and Other Pacific Islander alone: 0.2%

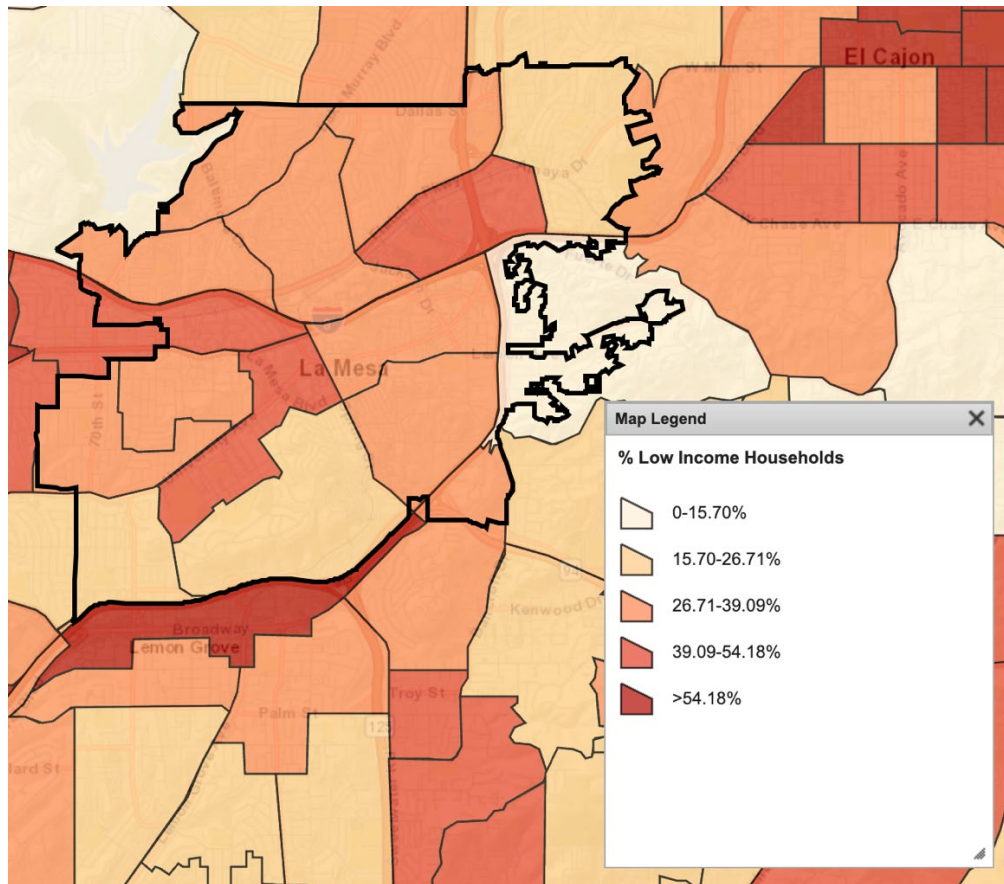
Figure MA-05.03 depicts the non-white percentage of the population in each census tract in the city. The non-white population comprises approximately 48 percent of the city's population, so a census tract with a percentage of non-white population greater than 58 percent indicates a concentration of racial or ethnic minorities. These tracts are represented in darker shades of pink.

Figure MA-50.03: Percentage of Non-White Population by Census Tract



Source: Opportunity Atlas, 2010

Figure MA-50.04 indicates census tracts with a concentration of households with low incomes (earning below 80 percent of the HAMFI).

Figure MA-50.04: Concentration of Low-Income Households by Census Tracts

Source: U.S. Department of Housing and Urban Development, 2023

What are the characteristics of the market in these areas/neighborhoods?

The census tract south of University Avenue in southern La Mesa has a relatively high percentage of ELI households and non-White population. The socioeconomic data reflect these concentrations. According to the Opportunity Atlas, it has the second-highest poverty rate in the city (17 percent) and the lowest median household income (\$40,000).

All but three census tracts south of Interstate 8 include more than 67 percent of low-income households with one of the four severe housing problems. The median household income ranges from \$40,000 to \$78,000. The poverty rate ranges from 8 to 18 percent.

Are there any community assets in these areas/neighborhoods?

The neighborhood just south of University Avenue is mainly residential. This area also includes the La Mesa Springs Shopping Center in the northern corner of the census tract. The Helix Charter High School and the La Mesa Dale Elementary School are in the southern corner of the census tract. The other census tracts south of Interstate 8 include a variety of shopping centers, parks, and schools.

Are there other strategic opportunities in this area?

One of the City's goals identified within this Consolidated Plan is public facilities and infrastructure. Many of the block groups within this area have been identified as CDBG-qualified block groups for those types of projects. Therefore, during the annual funding process, the City can allocate CDBG funding to public facilities and infrastructure improvement projects.

MA-60 Broadband Needs of Housing Occupied by Low- and Moderate-Income

Households - 91.210(a)(4), 91.310(a)(2)

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

HUD guidelines require all Consolidated Plans to include a discussion on the broadband needs of the jurisdiction and the prevalence of the digital divide, defined as the gap between households with access to computers and the internet on a regular basis and those who do not. In preparing the Consolidated Plan, the City used data from the Federal Communications Commission (FCC) to estimate the number of households with and without internet access.

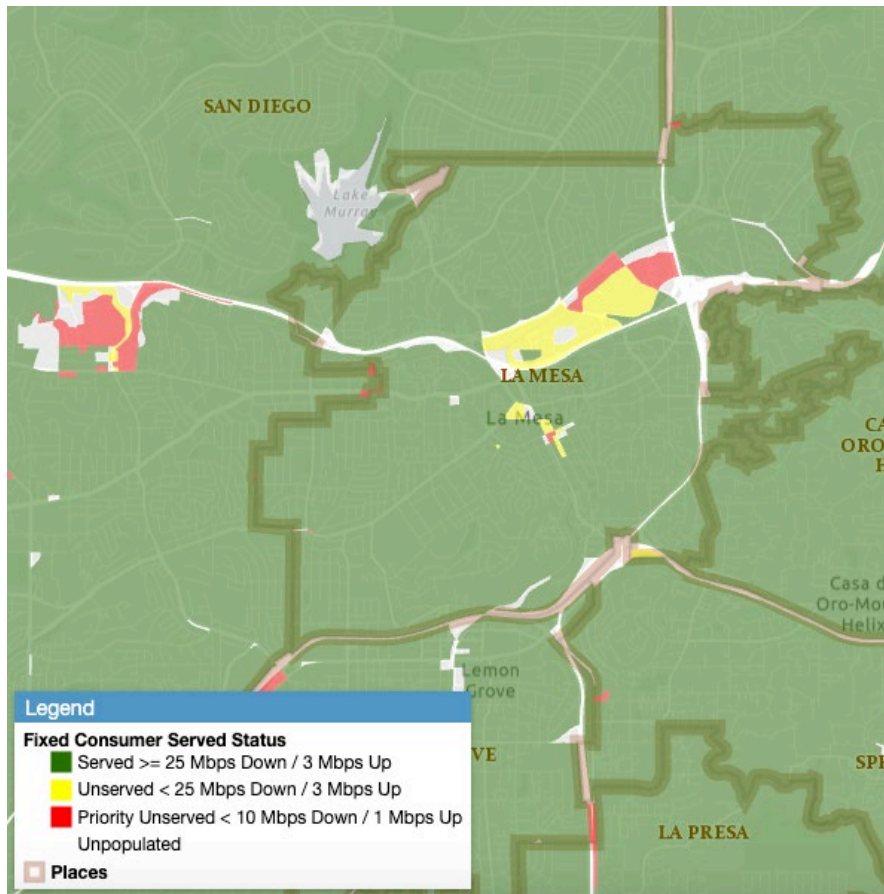
The Internet is an essential communications and information tool, enabling users to benefit from the growing interconnectedness of business, education, commerce, and daily activity. Reliable internet access is increasingly recognized as a necessity for thriving in today's economic environment. Communities without broadband access face significant challenges in keeping pace with the rest of the country, as limited connectivity hinders their residents' ability to access educational and entrepreneurial opportunities online. The issue is particularly pronounced in low to moderate-income areas, where economic opportunities are already limited. Research indicates a strong correlation between expanded high-speed internet access and improved educational and employment prospects, especially in small cities and rural communities.

To assess the digital divide, the City included a question in its Community Needs Survey that asked residents to rank the importance of infrastructure needs in La Mesa. Approximately 45 percent of respondents stated that increasing access to broadband internet is a high-priority need in the city.

Attachment A

Figure MA-60.01 shows broadband access across La Mesa, where broadband is defined as service with download speeds of 25 megabits per second (Mbps) and upload speeds of 3 Mbps (25/3 Mbps). As shown in the map, significant gaps in broadband coverage are minimal.

Figure MA-60.01: Map of Broadband Access

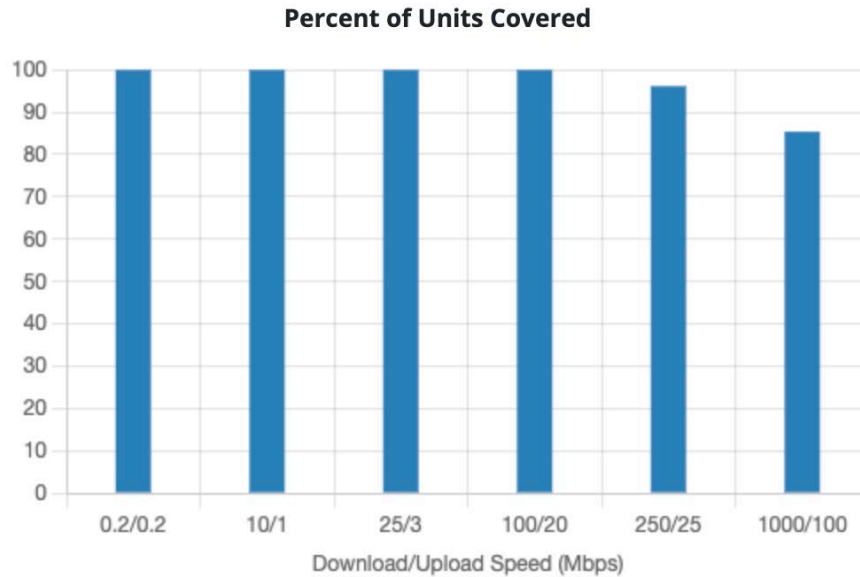


Source: California Interactive Broadband Map (data as of December 31, 2021)

Attachment A

In March 2024, the U.S. Federal Communications Commission (FCC) raised its benchmark for high-speed fixed broadband from 25/3 Mbps to download speeds of 100 Mbps and upload speeds of 20 Mbps (100/20 Mbps). Figure MA-60.02 shows that 100 percent of units in La Mesa have access to high-speed fixed broadband with speeds of at least 100/20 Mbps.

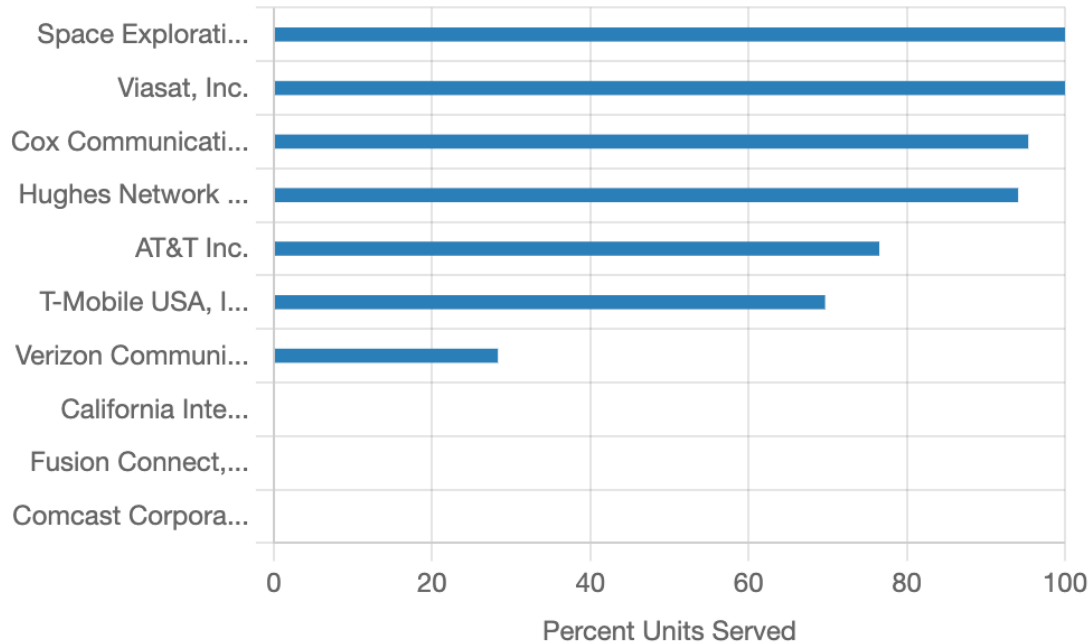
Figure MA-60.02: Units with Fixed Broadband Access in La Mesa



Source: Federal Communications Commission (data as of June 30, 2024)

Figure MA-60.03 shows the top 10 fixed broadband providers in La Mesa and the percentage of units served by each provider.

Figure MA-60.03: Top 10 Fixed Broadband Providers in La Mesa



Source: Federal Communications Commission (data as of June 30, 2024)

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

As shown in Figure MA-60.03, multiple broadband providers serve La Mesa. Having a variety of broadband internet providers fosters competition, which often leads to improved service quality, lower prices, and greater innovation in technology. It gives consumers more choices, enabling them to select a provider that best meets their needs in terms of speed, reliability, and cost. Multiple providers can also increase network resilience, as alternative options ensure connectivity in case of service disruptions. This competitive landscape drives providers to continually enhance their offerings, ultimately benefiting both residential and business users with better overall internet services.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

Describe the jurisdiction's increased natural hazard risks associated with climate change.

Like many Southern California communities, La Mesa is experiencing increased natural hazard risks associated with climate change. The region has seen an increase in extreme heat. Additionally, wildfires associated with higher temperatures and droughts have increased in frequency, longevity, and severity, resulting in a higher number of poor air quality days. Water availability has become scarcer due to more frequent and intense droughts and is further exacerbated by a decrease in stormwater runoff, negatively impacting the agricultural sector.

To address these challenges, the City of La Mesa has proactively implemented a range of adaptation and resilience measures. The City adopted a Climate Action Plan (CAP) in March 2018 to develop a long-range roadmap to reduce greenhouse gas (GHG) emissions in the categories of energy, transportation, solid waste, water, and green infrastructure. These efforts help drive down harmful emissions and support La Mesa's vision of a community with a safe and healthy environment. The CAP committed the City to amend the plan every five years to reflect inventory and projection updates, measure revisions or additions, and identify pathways towards achievement of future targets. The most recent Climate Action Plan Update was presented to the City Council and adopted on November 26, 2024.

Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.

Low- and moderate-income households in La Mesa are particularly vulnerable to natural hazards exacerbated by climate change, such as wildfires and extreme heat. These households often reside in older or less resilient housing structures that may lack modern safety features, including adequate insulation, fire-resistant materials, or structural reinforcements, increasing their susceptibility to damage during natural disasters. Additionally, LMI households may be situated in areas more prone to environmental risks, such as low-lying zones susceptible to flooding or regions near wildland-urban interfaces where wildfire risks are heightened. Financial constraints further limit these households' ability to invest in protective measures like floodproofing, fire-resistant upgrades, or air conditioning to mitigate extreme heat, and they may lack sufficient insurance or savings for post-disaster recovery. Social vulnerability indices and hazard-specific risk modeling consistently identify LMI households as among the most at-risk populations in Southern California, considering factors like income, housing tenure, and access to transportation, which influence their capacity to prepare for and recover from disasters. Addressing these vulnerabilities is crucial for enhancing the resilience of LMI households in La Mesa to the growing challenges posed by climate change.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

The Strategic Plan is a guide for the City of La Mesa to establish primary objectives for CDBG funding over the next five years, beginning July 1, 2025, to June 30, 2029. The priority needs and goals established in this Strategic Plan are based on the Needs Assessment and Market Analysis of this Consolidated Plan.

Ultimately, the Strategic Plan will help achieve the City's Consolidated Plan goals by guiding investments in La Mesa's LMI communities. The goals are:

- **Goal 1** – Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
- **Goal 2** – Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
- **Goal 3** – Prevent and address homelessness by promoting access to reliable, high-quality services, including mental health services and housing resources.
- **Goal 4** – Provide local community services to support vulnerable populations with low to moderate incomes, including seniors and children.

The City's Strategic Plan proposes projects and activities to meet the priorities described in the Consolidated Plan. It describes eligible programs, projects, and activities to be undertaken with anticipated funds made available over the next five years and their relationship to identified needs for infrastructure, housing, homelessness, and community and economic development.

These activities estimate the number of individuals and types of families that will benefit from the proposed activities, including special local objectives and priority needs. The projected use of funds identifies the proposed accomplishments.

The City will receive an annual funding allocation of approximately \$446,016 in CDBG funds over the Consolidated Plan period.

SP-10 Geographic Priorities - 91.415, 91.215(a)(1)

Geographic Area

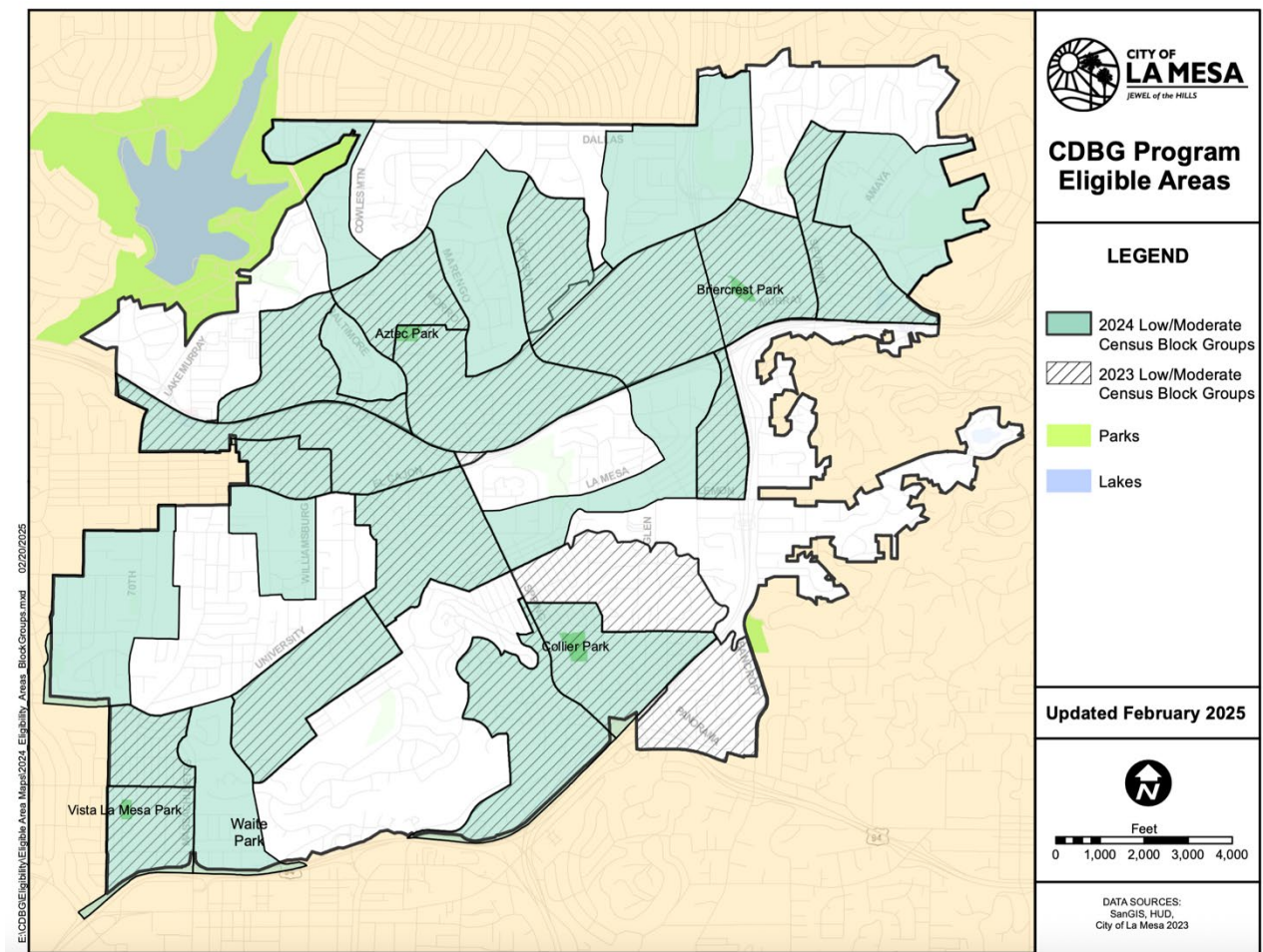
Table 1 - Geographic Priority Areas

Not applicable.

General Allocation Priorities

As a relatively small jurisdiction, the City will not be allocating funding on a geographic basis. Funding will be provided for activities and programs, as well as their alignment with the Consolidated Plan priorities and goals. However, some activities must occur within CDBG-eligible block areas. Below are the CDBG Eligible Areas in grey that are eligible for place-based CDBG activities.

Figure SP-10.01: CDBG Eligible Areas



SP-25 Priority Needs - 91.415, 91.215(a)(2)**Priority Needs****Table SP-25.01: Priority Needs Summary**

1	Priority Need Name	Improve Facilities and Infrastructure
	Priority Level	High
	Population	Extremely Low Low Moderate Non-housing Community Development
	Geographic Areas Affected	City of La Mesa
	Associated Goals	Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
	Description	Improve and provide public and community facilities, and make necessary infrastructure improvements to serve low- and moderate-income persons.

	Basis for Relative Priority	The highest priority for CDBG funding is capital improvements in lower-income neighborhoods or in areas that benefit presumed low-income clients. The City has consistently committed approximately 80 percent of CDBG program funds to qualifying capital improvement projects that create long-lasting neighborhood and community benefits. Possible improvement projects for consideration include ADA upgrades and street and sidewalk improvements.
2	Priority Need Name	Fair Housing
	Priority Level	High
	Population	Extremely Low Low Moderate
	Geographic Areas Affected	City of La Mesa
	Associated Goals	Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
	Description	Provide fair housing services to foster equal housing opportunities.

Attachment A

	Basis for Relative Priority	Each year, the City must certify to HUD that the City is "affirmatively furthering fair housing." To promote fair housing in the community, the City contracts with a fair housing service provider to provide fair housing outreach, education, investigation, and counseling services. Currently, the Center for Social Advocacy (CSA) of San Diego County operates the City's fair housing program. The contract with CSA San Diego County helps the City meet this requirement of CDBG program implementation without the need to hire specialized staff expertise. The City's contribution to CSA San Diego County, combined with that of several other local jurisdictions, including the cities of El Cajon, Santee, National City, and Chula Vista, supports this organization and furthers fair housing goals within La Mesa and the region.
3	Priority Need Name	Planning and Administration
	Priority Level	High
	Population	Other
	Geographic Areas Affected	City of La Mesa
	Associated Goals	Planning and Administration of programs and all goals.
	Description	Program regulations allow the expenditure of up to 20 percent of the annual allocation to support program administration and planning activities. For the past two years, the City has committed close to 15 percent of the annual grant to fund staff administering the CDBG program.
	Basis for Relative Priority	Compliance with all HUD Consolidated Plan and CDBG program regulations is a requirement for participation in this program.

Attachment A

4	Priority Need Name	Homeless Services
	Priority Level	High
	Population	Chronic Homelessness Individuals Families with Children Mentally Ill
	Geographic Areas Affected	City of La Mesa
	Associated Goals	Homeless Services
	Description	Create programs to prevent and address homelessness and provide access to services.
	Basis for Relative Priority	During the development of the Consolidated Plan, residents were asked to rank the relative importance of housing and community development needs in a survey. Additional needs were also identified at the Community Forum, including the need for mental health services and homelessness prevention services. Addressing homelessness is a high priority for the City. The Homeless Outreach and Mobile Engagement (HOME) Program was expanded in 2024 from two employees to four to ensure La Mesa's unsheltered population is reached and connected to services.
5	Priority Need Name	Public and Community Services
	Priority Level	Low

Attachment A

	Population	Extremely Low Low Moderate Large Families Families with Children Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities
	Geographic Areas Affected	City of La Mesa
	Associated Goals	Provide local community services to support low- and moderate-income households.
	Description	Assist in the provision of needed public and community services for low- and moderate-income persons and those with special needs.
	Basis for Relative Priority	The City is committed to creating a thriving community where everyone feels at home. The City provides a variety of vital public and community services through capital improvement investments, park and recreational amenities, and the provision of funding to assist businesses through the La Mesa Entrepreneurship Accelerator Program (LEAP) and the Façade and Property Improvement Grant Program. In alignment with HUD's recommendation to not allocate funding less than \$5,000 to Social Service providers due to the level of monitoring and paperwork required to make these programs, the City has prioritized the use of CDBG funding within the high-priority areas of improving facilities and infrastructure, fair housing, and program planning and administration.
6	Priority Need Name	Conserve the Housing Stock

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Priority Level	Medium
Population	Extremely Low Low Moderate Large Families Families with Children Elderly Frail Elderly Persons with Physical Disabilities
Geographic Areas Affected	City of La Mesa
Associated Goals	Conserve the Housing Stock
Description	Conserve the existing single-family and multi-family housing stock.
Basis for Relative Priority	A small amount of program income funding is set aside to cover the staff cost for monitoring the loan portfolio and processing loan payoff paperwork. Program income resulting from rehabilitation loan payoffs in excess of the amount needed to fund portfolio management will be committed to other CDBG-eligible projects. Additionally, the City intends to implement programs that include the maintenance and preservation of our existing housing stock while preserving affordable housing units in the community to maintain adequate housing opportunities for residents.

SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)**Introduction Anticipated Resources****Table SP-35.01: Anticipated Resources**

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of Consolidated Plan \$	Narrative Description
			Annual Allocation \$	Program Income \$	Prior Year Resources \$	Total \$		
CDBG	Federal	Acquisition, Administration, and Planning, Economic Development, Housing, Public Improvements, Public Services	446,016	0	35,000	505,676	1,784,064	Estimated amount Over the planning period, the budget is based on anticipated annual funding of \$446,016.

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

While the CDBG program does not require matching funds, CDBG funds offer excellent opportunities to leverage private, local, state, and other federal funds to allow for the provision of public service activities. For example, many State housing programs have scoring criteria that reward applicants who have matching funds. In the past, La Mesa has been extremely successful in garnering matching infrastructure and transportation funds, and it will continue to seek such opportunities in the future, especially through SANDAG's *TransNet* funds, Caltrans HSIP and ATP funds, and local funds from La Mesa Park & Recreation Foundation.

If appropriate, describe publicly owned land or property located within the state that may be used to address the needs identified in the plan

As the housing crisis has worsened in California, utilizing publicly owned land for affordable housing development has become an increasingly popular policy solution. In January 2019, Governor Gavin Newsom issued an Executive Order directing State agencies to inventory and assess surplus State properties for their development potential. Unfortunately, the State owns just seven surplus properties, resulting in 25 total acres, in San Diego County (none are in La Mesa). At this time, city-owned land has not been identified for use to address the needs identified in the plan. However, the City regularly reviews its real estate portfolio and assesses how properties may be best used.

SP-40 Institutional Delivery Structure - 91.415, 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan, including private industry, non-profit organizations, and public institutions.

Table SP-40.01: Institutional Delivery Structure

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
City of La Mesa	Government	Lead Agency CDBG Administration	Jurisdiction
County of San Diego Housing and Community Development	Public Housing Authority	HOME Lead Agency: PHA	Region
Regional Task Force on the Homeless	Continuum of Care	CoC	Region

Assess of Strengths and Gaps in the Institutional Delivery System

While only a few entities have formal roles in administering HUD's entitlement programs, the City, as the lead CDBG agency, must work with a host of stakeholders to coordinate activities and achieve the goals of the Consolidated Plan. These include other City departments, various government agencies, businesses, nonprofit organizations, service providers, sub-recipients, and more. Continuous communication and coordination are essential, especially as new resources become available and new challenges emerge.

A primary gap in the service delivery system that has been identified in the smaller cities of East County, such as the City of La Mesa, is that there is a limited number of providers and resources to support the region. To address this gap, the City collaborates with larger entities within the region. The County of San Diego Housing Authority operates the Section 8 rental assistance program within the City of La Mesa through an agreement with the City. The City participates in the HOME program as a member of the San Diego County HOME Consortium. The Consortium

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program, administered by the County Department of Housing and Community Development, assists eligible, low-income, first-time homebuyers.

Availability of services targeted to homeless persons and persons with HIV and mainstream services

Table SP-40.02: Homelessness Prevention Services Summary

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X	X	
Legal Assistance	X		
Mortgage Assistance	X		
Rental Assistance	X	X	
Utility Assistance			
Street Outreach Services			
Law Enforcement	X		
Mobile Clinics			
Other Street Outreach Services	X		
Supportive Services			
Alcohol & Drug Abuse			
Child Care			
Education	X		
Employment and Employment Training	X		
Healthcare	X		

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HIV/AIDS			
Life Skills			
Mental Health Counseling	X		
Transportation	X		
Other			
Other			

Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)

The city works with the City of La Mesa HOME Team, county, and RTFH as regional partners to address homelessness. The last Point in Time count showed a slight reduction (67-61) in homelessness in La Mesa. While the city's resources are limited, it is committed to partnering with nonprofit service providers to fill service gaps.

Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above

The County of San Diego supports a wide range of services that are available to La Mesa residents. The County's Aging and Independent Services supports activities for older adults in La Mesa. In addition, mental health counseling and treatment, residential and non-residential alcohol/drug recovery services, juvenile diversion, child abuse prevention, and public health services are all provided through the county and local nonprofit organizations supported with county funds.

The County's Health and Human Services Agency (HHSA) and the Housing and Community Development Department are also integral to La Mesa achieving its goal of reducing

homelessness. These agencies administer the HOME and ESG programs and offer many healthcare services.

Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs

Opportunities to fill gaps continue to emerge at the State level. New financial resources and a more concerted focus on homelessness as an issue may provide local organizations with more tools to address homelessness. Through its partnership with the CoC, the County, and nonprofit partners, the City will continue to work diligently to fill gaps and reduce homelessness. Through its commitment and dedication, the CoC, along with its supporting agencies, will continue to strategize and implement best practices. Ultimately, this will provide homeless individuals with a home of their own.

SP-45 Goals - 91.415, 91.215(a)(4)**Goals Summary Information****Table SP-45.01: Goals Summary**

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Improve Facilities and Infrastructure	2025	2029	Non-Housing Community Development	City of La Mesa	Improve Facilities and Infrastructure	CDBG: \$1,729,740	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 28,530 persons assisted
2	Fair Housing	2025	2029	Affordable Housing Non-Homeless Special Needs	City of La Mesa	Fair Housing	CDBG: \$150,000	Public service activities other than Low/Moderate Income Housing Benefit: 500 persons assisted
3	Planning and Administration	2025	2029	Administration	City of La Mesa	Planning and Administration	CDBG: \$250,000	
4	Homeless Services	2025	2029	Homeless	City of La Mesa	Homeless Services		Public Service activities other than Low/Moderate Income Housing Benefit: 100

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								persons assisted
5	Public and Community Services	2025	2029	Non-Homeless Special Needs	City of La Mesa	Public and Community Services		Public Service activities other than Low/Moderate Income Housing Benefit: 100 persons assisted
6	Conserve the Housing Stock	2025	2029	Affordable Housing	City of La Mesa	Planning and Administration	CDBG: 30,000	

Goal Descriptions

1	Goal Name	Improve Facilities and Infrastructure
	Goal Description	Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
2	Goal Name	Fair Housing
	Goal Description	Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
3	Goal Name	Planning and Administration

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	Goal Description	Program regulations allow the expenditure of up to 20 percent of the annual allocation to support program administration and planning activities. For the past two years, the City has committed about 15 percent of the annual grant to fund staff and other administrative costs.
4	Goal Name	Homeless Services
	Goal Description	Prevent and address homelessness by promoting access to reliable, high-quality services, including mental health services and housing resources.
5	Goal Name	Public and Community Services
	Goal Description	Provide local community services to support vulnerable populations with low to moderate incomes, including seniors and children.
6	Goal Name	Conserve the Housing Stock – Planning and Administration
	Goal Description	Conserve the existing single-family and multi-family housing stock.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)

The City does not receive HOME funding. However, through HOME funding, the City participates in the County of San Diego's HOME Consortium (HOME Consortium), which includes the Cities of Carlsbad, Encinitas, La Mesa, San Marcos, Santee, and Vista. Forming a consortium is a way for local governments that would not otherwise qualify for funding to join with other contiguous units of local government to directly participate in the HOME Investment Partnerships Program (HOME) program. The County of San Diego's Housing Authority serves as the City's public housing authority.

SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)

Actions to address LBP hazards and increase access to housing without LBP hazards

The Lead-Based Paint (LBP) regulations affect a variety of housing and community-based programs. The process for identifying and resolving LBP issues varies depending on the amount of assistance and the type of program affected. The most common actions that need to be taken are:

- Lead Hazard Evaluation – a risk assessment, paint testing, or a combination of these to determine the presence of LBP hazards or lead-based paint in properties built prior to 1978.
- Lead Hazard Reduction – activities designed to reduce or eliminate exposure to LBP hazards through methods including interim controls, standard treatments, or abatement.
- Clearance – an activity conducted following LBP hazard reduction activities to determine that the hazard reduction activities are complete.

Approximately 82 percent of the City's housing units were constructed over 30 years ago. The age of the City's housing stock indicates a potential need for continued code enforcement, property maintenance, and housing rehabilitation programs to stem housing deterioration. An important method for mitigating LBP risks is modernizing the housing stock. This means producing new affordable units that will increase access to housing without lead-based paint hazards. This is a slow process, however, so the County's Health and Human Services Agency offers a lead poisoning prevention program that County residents can access.

The City of La Mesa Building Department provides information to the public regarding the implementation of lead-based paint regulations promulgated by the Environmental Protection Agency. A handout notifies building department customers of the requirement to hire a lead-certified contractor. A slide with contact information for the EPA lead safe housing program, and the need to hire a qualified contractor is on the city's government access television station and posted on the city's website.

How are the actions listed above integrated into housing policies and procedures?

Lead-based paint information has been placed on the City's website, including the new Environmental Protection Agency Lead-Safe Certification Program rules regarding residential renovation and links to the San Diego County Health Department's Childhood Lead Poisoning

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Prevention Program. A countertop brochure provides lead-safe information at the Building/Planning/Engineering public counter at City Hall.

SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)

Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

The policies of the county, state, and federal governments generally have a much greater impact related to poverty levels. However, the city of La Mesa places a high priority on economic development, which includes retaining and expanding local business opportunities. Providing a full spectrum of jobs in the community could have a positive impact on very low-income families.

Based on the latest ACS data, approximately 11.7 percent of La Mesa residents are living at or below the federal poverty level. This is lower than both California's and the nation's rates, but any amount of poverty must be addressed. Many issues related to poverty are outside of the City's reach, but the City will utilize all available tools and resources to assist those residents living at or below the federal poverty level.

A major partner in reducing poverty in La Mesa is the County, which administers the CalWORKs Program. CalWORKs provides cash aid to needy families to cover the cost of essentials like housing, healthcare, and clothing. It also supports job training through the County and the Community College Districts. The County also administers CalFresh, the federally funded food assistance program that is widely regarded as one of the most impactful anti-poverty programs in the country. The program has demonstrated positive economic impacts, improved health outcomes, and decreased food insecurity.

How are the Jurisdiction's poverty-reducing goals, programs, and policies coordinated with this affordable housing plan?

The City adopted an Affordable Homes Bonus Program to implement a State density bonus program to incentivize housing development across all income levels. The program is popular with market-rate developers eager to achieve additional housing density. The City has also adopted and regularly updates ADU and JADU ordinances to comply with State regulations. Interest in ADU development remains high and will continue to be an effective tool for providing naturally affordable housing for the foreseeable future. The City does not charge sewer connection fees for ADUs, waives sewer fees for any deed-restricted affordable unit, and waives sewer and park fees for all units in 100 percent deed-restricted affordable projects.

The City continues to work to develop and improve this program, which will further expedite the ADU application and permit issuance process. It is expected that this new process, coupled with the City's \$2,000 ADU waiver of incurred City building permit fees, will further encourage the construction of even more ADUs in La Mesa.

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In 2022, the City adopted policies allowing for two-unit development and urban lot splits in single-family zones consistent with State law. Other ongoing policy updates to promote housing affordability are planned over the next six years as part of the City's Housing Element implementation.

The Housing Element includes housing affordability and fair housing (AFFH) goals consistent with strategic plan goals set forth in the Consolidated Plan.

SP-80 Monitoring - 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

In the past, the San Diego Housing Commission administered a first-time home buyer program for La Mesa residents, and a number of loans to La Mesa households under the former and current programs remain outstanding. Homebuyer assistance is now available to La Mesa residents through San Diego County Housing and Community Development. The City also issued loans to lower-income homeowners through a CDBG Housing Rehabilitation Program, of which four (4) loans are outstanding. The remaining balance of the Housing Rehabilitation loans is \$117,017. Funds are available upon loan refinancing or loan payoff. No activity on these loans has occurred in the last two years.

City staff is responsible for monitoring compliance with CDBG and HOME program regulations. When a loan is paid off, the City generates a small amount of HOME program income from its rehabilitation loan portfolio. This responsibility starts at the time projects are proposed for funding. All funded projects have been screened for compliance with the national objective and the list of eligible activities.

Staff conducts the environmental review as soon as an adequate project description is available. This assures that environmental compliance is completed prior to the expenditure of funds.

Capital improvement projects require compliance with prevailing wage law. The staff has developed an attachment to the bid documents that includes information about Davis/Bacon, Fair Labor Standards Provisions, and Section 3 requirements. Engineering Department staff also perform field interviews of workers on the job site and review the certified payroll reports.

Each sub-grantee has a standard contract and a specialized statement of work based on the services provided. Submittal of quarterly progress reports is required prior to payment of invoices. Periodically, staff visits the offices of the sub-grantees to monitor contract compliance. Staff uses a checklist provided by HUD to cover all relevant topics during the monitoring visit.

The City's Finance Department operates a financial management system that maintains control over grant expenditures and reporting. The City uses the Integrated Disbursement and Information System (IDIS) to draw down funds and report accomplishments. These two financial management systems provide fiduciary oversight of the CDBG Program.

Expected Resources

AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)

Introduction Anticipated Resources

Table AP-15.01: Expected Resources – Priority Table

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of Consolidated Plan \$	Narrative Description
			Annual Allocation \$	Program Income \$	Prior Year Resources \$	Total \$		
CDBG	Federal		446,016	0	35,000	505,676	1,784,064	Estimated amount

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

The City has been successful in obtaining grants and identifying other funds to commit to Consolidated Plan priorities for capital improvement projects. In 2021, the City received \$3 million in State Parks and Recreation funding for Collier Park Master Plan improvements. La Mesa Park & Recreation funds were also used to resurface and restripe the tennis court in Collier Park for dual use as a pickleball court. The Collier Park Project was completed in FY 2024-2025.

In recent years, the City has received \$10.4 million in grant funding towards bike and pedestrian infrastructure improvements, much of which has been located in low-moderate income neighborhoods or adjacent to schools serving low-moderate income areas. The West La Mesa Street Improvement Project, a \$6 million undertaking, completed a new road, Junior High Drive,

completed missing sidewalk links, and provided over five miles of new Class II or Class III bike lanes adjacent to Helix High School and La Mesa Arts Academy, which are within walking distance of and served by surrounding CDBG-eligible.

In FY 2018-19, the City received four Highway Safety Improvement Program (HSIP) Grants through Caltrans totaling \$1,014,000, two Active Transportation In FY 2018-19, the City received four HSIP grants totaling \$1,014,000, two Active Transportation Program (ATGP) Capital Grants totaling \$625,000, and one SANDAG Smart Growth Incentive Program Planning Grant for \$169,000. These awarded funds will be used to install active transportation infrastructure.

In 2022, the City received a California Department of Parks and Recreation Local Assistance Program grant totaling \$500,000 to fund the School and Park Mobility Access Improvements Projects. The grant promotes safe walking and biking by providing sidewalks and bike lanes. The projects will encourage active transportation options through the planning and development of safe, active transportation infrastructure and facilities in the City. The City has also programmed \$100,000 in the 2025 Regional Transportation Improvement Program for the projects.

If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

Activities to be funded include drainage and street improvements in a residential street in the heart of a low/moderate income neighborhood and sidewalk improvements in the public right-of-way in low/moderate neighborhoods. Future capital improvement projects will be similarly located in public facilities and right-of-way.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)

Goals Summary Information

Table AP-20.01: Goals Summary

1	Improve Facilities and Infrastructure	2025	2029	Non-Housing Community Development	City of La Mesa	Improve Facilities and Infrastructure	CDBG: \$1,729,740	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 28,530 persons assisted
2	Fair Housing	2025	2029	Affordable Housing Non-Homeless Special Needs	City of La Mesa	Fair Housing	CDBG: \$150,000	Public service activities other than Low/Moderate Income Housing Benefit: 500 persons assisted
3	Planning and Administration	2025	2029	Administration	City of La Mesa	Planning and Administration	CDBG: \$250,000	
4	Homeless Services	2025	2029	Homeless	City of La Mesa	Homeless Services	CDBG: \$120,000	Public Service activities other than Low/Moderate

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								Income Housing Benefit: 100 persons assisted
5	Public and Community Services	2025	2029	Non-Homeless Special Needs	City of La Mesa	Public and Community Services		Public Service activities other than Low/Moderate Income Housing Benefit: 100 persons assisted
6	Conserve the Housing Stock	2025	2029	Affordable Housing	City of La Mesa	Planning and Administration	CDBG: 30,000	

Goal Descriptions

1	Goal Name	Improve Facilities and Infrastructure
	Goal Description	Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
2	Goal Name	Fair Housing
	Goal Description	Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
3	Goal Name	Planning and Administration
	Goal Description	Program regulations allow the expenditure of up to 20 percent of the annual allocation to support program administration and planning activities. For the past two years, the City has committed about 15 percent of the annual grant to fund staff and other administrative costs.
4	Goal Name	Homeless Services
	Goal Description	Prevent and address homelessness by promoting access to reliable, high-quality services, including mental health services and housing resources.
5	Goal Name	Public and Community Services
	Goal Description	Provide local community services to support vulnerable populations with low to moderate incomes, including seniors and children.
6	Goal Name	Conserve the Housing Stock – Planning and Administration
	Goal Description	Conserve the existing single-family and multi-family housing stock.

AP-35 Projects - 91.420, 91.220(d)**Introduction**

This plan outlines the steps that the City of La Mesa will take to address the city's housing and community development needs. The plan includes a listing of activities the City will undertake during FY 2025-2026 (July 1, 2025, through June 30, 2026) that utilize CDBG funds. For FY 2025-26, the City has a total CDBG allocation of \$456,031 and \$35,798.95 prior year funds.

Table AP-35.01: Project Information

#	Project Name
1	Tower Street Mobility Access Improvements Project
2	Fair Housing (CSA San Diego County)
3	Program Administration
4	Housing Rehabilitation Loan Program Administration

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The primary obstacle to meeting underserved needs is the lack of financial and staff resources. Each year, the City of La Mesa City Council selects high-priority projects for funding. Other projects, which are high priority and are important to the City's community development goals, are not funded. Despite the small level of financial resources, the City of La Mesa strives to successfully complete at least one high-priority community development project each year.

AP-38 Project Summary

Project Summary Information

1	Project Name	Tower Street Mobility Access Improvements Project
	Target Area	N/A
	Goals Supported	Improve Facilities and Infrastructure
	Needs Addressed	Improve Facilities and Infrastructure
	Funding	CDBG: \$ 405,829.95
	Description	The City's Sidewalk Master Plan Map categorizes streets in three ways: (1) streets where a sidewalk currently exists, (2) streets where a sidewalk does not currently exist but is planned for the future, and (3) streets where a sidewalk does not currently exist and is not planned for the future. Tower Street between 70 th Street and 68 th Street is located within an eligible neighborhood. It is identified on the Sidewalk Master Plan as a street where the sidewalk does not currently exist but is planned for the future.
	Target Date	The design is anticipated to be completed by December 2025. Construction is anticipated to be completed by December 2026.
	Estimate the number and type of families	An estimated 5,500 persons are expected to benefit from this activity.

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	that will benefit from the proposed activities	
	Location Description	
	Planned Activities	Sidewalk was constructed on the south side of Tower Street in 2018. The project includes the design and construction of a sidewalk on the north side of the street and Class 3 bike lanes on both sides of the street.
2	Project Name	Fair Housing (CSA San Diego County)
	Target Area	Tower Street

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	Goals Supported	Fair Housing
	Needs Addressed	Fair Housing
	Funding	CDBG: \$30,000
	Description	The Center for Social Advocacy (CSA) of San Diego County provides fair housing services to the City.
	Target Date	On-going
	Estimate the number and type of families that will benefit from the proposed activities	An estimated 100 persons are expected to benefit from this activity per year.
	Location Description	Citywide
	Planned Activities	Each year, the City must certify to HUD that the City is affirmatively furthering fair housing. The contract with CSA San Diego County helps the City meet this CDBG implementation requirement. The City's contribution to CSA, combined with that of several other jurisdictions, including the Cities of El Cajon, Santee, National City, and Chula Vista, supports this organization and furthers fair housing goals within La Mesa and the region.
3	Project Name	Program Administration
	Target Area	City-wide
	Goals Supported	Planning and Administration
	Needs Addressed	Planning and Administration

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	Funding	CDBG: \$50,000
	Description	CDBG Administration is the responsibility of the Housing Division of the Community Development Department.
	Target Date	On-going
	Estimate the number and type of families that will benefit from the proposed activities	n/a
	Location Description	City-Wide
	Planned Activities	Administrative activities include preparing annual plans and reports, public outreach, environmental review of projects, labor compliance monitoring, contract administration, subrecipient monitoring, and fair housing testing. Staff also maintains and updates the map of low- to moderate-eligible areas.
4	Project Name	Housing Rehabilitation Loan Program Administration
	Target Area	City-wide
	Goals Supported	Planning and Administration Conserve the Housing Stock
	Needs Addressed	Planning and Administration
	Funding	CDBG: \$6,000
	Description	The Housing Rehabilitation program was discontinued in 2011 following the recommendation of HUD. A small amount of program income funding is set aside to cover the staff cost for monitoring the loan portfolio and processing loan payoff paperwork. Program income resulting from rehabilitation loan payoffs in excess of the

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	amount needed to fund portfolio management will be committed to other CDBG-eligible projects. Additionally, the City intends to implement programs that include the maintenance and preservation of our existing housing stock while preserving affordable housing units in the community to maintain adequate housing opportunities for residents.
Target Date	On-going
Estimate the number and type of families that will benefit from the proposed activities	
Location Description	City-wide
Planned Activities	Although no new loans are being granted, there are administrative costs associated with monitoring the loan portfolio and processing loan payoff paperwork.

AP-50 Geographic Distribution - 91.420, 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

Geographic Distribution

The City is committed to a policy that uses CDBG funds to construct public improvements that benefit lower-income neighborhoods or special needs populations. While there is some overlap between lower-income neighborhoods and neighborhoods with minority concentrations, the City does not use minority concentration as a basis for the distribution of assistance.

Table AP-50.01: Geographic Distribution

Target Area	Percentage of Funds

Rationale for the priorities for allocating investments geographically

Priorities for allocation are a result of various community outreach efforts and consultation meetings developed under the Citizen Participation process and approved by the La Mesa City Council. Generally, the needs have been determined to be improvements to aging infrastructure systems, park improvements, and affordable housing. The small size of the community (nine square miles) precludes the need to establish specific Target Areas.

AP-85 Other Actions - 91.420, 91.220(k)

Introduction

Program goals established in the 2025-2029 Consolidated Plan, which form the basis for establishing objectives and outcomes in the 2025-2026 One-Year Action Plan, are as follows:

- **Goal 1** – Improve public recreational spaces, other facilities, and infrastructure to promote a healthy, safe, accessible, and environmentally sustainable city.
- **Goal 2** – Expand equitable access to affordable housing through the preservation of existing units, assistance to homeowners, and fair housing services.
- **Goal 3** – Prevent and address homelessness by promoting access to reliable, high-quality services, including mental health services and housing resources.
- **Goal 4** – Provide local community services to support vulnerable populations with low to moderate incomes, including seniors and children.

These four goals represent the varied needs that emerged during the Consolidated Plan development process. Infrastructure emerged as the top priority of survey respondents. The goals identified above specifically address the uses of CDBG funds in La Mesa.

Actions planned to address obstacles to meeting underserved needs

The City proactively pursues grant funding from a variety of private and public sources. Over the past five years (Consolidated Plan 2019-2024 cycle), the City has been awarded several grants for street improvements that help address safe routes to school in CDBG-eligible areas.

In FY 2018-19, the City received four Highway Safety Improvement Program (HSIP) Grants through Caltrans totaling \$1,014,000, two Active Transportation In FY 2018-19, the City received four HSIP grants totaling \$1,014,000, two Active Transportation Program (ATGP) Capital Grants totaling \$625,000, and one SANDAG Smart Growth Incentive Program Planning Grant for \$169,000. These awarded funds will be used to install active transportation infrastructure.

In 2022, the City received a California Department of Parks and Recreation Local Assistance Program grant totaling \$500,000 to fund the School and Park Mobility Access Improvements Projects. The grant promotes safe walking and biking by providing sidewalks and bike lanes. The projects will encourage active transportation options through the planning and development of safe, active transportation infrastructure and facilities in the City. The City has also programmed \$100,000 in the 2025 Regional Transportation Improvement Program for the projects.

Actions planned to foster and maintain affordable housing

The Community Development Department is responsible for the City's housing programs. Staff is assigned to implement the City's Housing Element, monitor the status of one "at-risk" apartment project, manage the housing rehabilitation loan portfolio, work with the private sector to encourage the development of new housing that includes affordable units, and compliance monitoring of all affordable home density bonus projects.

The City adopted the Affordable Homes Bonus Program to implement a State density bonus program to incentivize housing development across all income levels. The program is popular with market-rate developers eager to achieve additional housing density. The City has also adopted and regularly updates ADU and JADU ordinances to comply with State regulations. Interest in ADU development remains high and will continue to be an effective tool for providing naturally affordable housing for the foreseeable future. The City does not charge sewer connection fees for ADUs, waives sewer fees for any deed-restricted affordable unit, and waives sewer and park fees for all units in 100 percent deed-restricted affordable projects. In 2022, the City adopted policies allowing for two-unit development and urban lot splits in single-family zones consistent with State law. Other ongoing policy updates to promote housing affordability are planned over the next six years as part of the City's Housing Element implementation.

Currently, construction is underway on a 100 percent affordable apartment project in the Downtown Village on the former site of the City's police station. The 1.27-acre site will be developed with 147 deed-restricted affordable units. This project is expected to be completed in the Summer of 2025. Additionally, over 1,000 housing units are pipelined for development in La Mesa, with a number of affordable units.

Actions planned to reduce lead-based paint hazards

The City of La Mesa Building Department provides information to the public regarding the implementation of lead-based paint regulations promulgated by the Environmental Protection Agency. A handout notifies building department customers of the requirement to hire a lead-certified contractor. A slide with contact information for the EPA lead safe housing program, and the need to hire a qualified contractor is on the city's government access television station and posted on the city's website.

Actions planned to reduce the number of poverty-level families

As a small city, La Mesa's actions have little direct impact on reducing the number of families living below the poverty level. The policies of the county, state, and federal governments have a

much greater impact. However, the existing housing stock in La Mesa remains relatively affordable, and the City continues to support the production of new affordable housing.

The City has also adopted an Economic Development Strategy to define policies and programs to retain and expand local business opportunities. This long-term project is aimed at providing a full spectrum of jobs in the community. These activities could have a positive impact on very low-income families.

Actions planned to develop institutional structure

The Community Development Department is responsible for the implementation of the City's housing program. In coordination with the Planning Division, the Housing Division processes new housing development projects that choose to participate in the City's Affordable Homes Density Bonus Program. CDBG and housing program administration are the responsibilities of the Housing Division. The Building Division is responsible for housing codes and compliance activities.

The established institutional structure is working effectively. City staff will continue to maintain the established institutional structure and evaluate future improvements through multiple avenues, including the City's process improvement team.

Actions planned to enhance coordination between public and private housing and social service agencies

The Community Development Department will continue efforts to foster cooperation between City departments, neighboring cities, the County of San Diego, the San Diego Association of Governments (SANDAG), the Board of the Metropolitan Transit System (MTS), other public agencies, organizations, and the citizens and business community of La Mesa. Regarding the transit system, the City will work closely with MTS staff to maintain and improve the high level of transit services currently enjoyed by residents of La Mesa, including trolley and fixed-route bus services.

The City works with several community stakeholder groups to further coordinate efforts and ensure community needs are addressed. Some of these groups are sponsored by the City, including the Planning Commission, the Design Review Board, the Historic Preservation Commission, the Traffic Commission, the Commission on Aging, the Environmental Sustainability Commission, the Parking Commission, and the Youth Advisory Commission. Other groups are private non-profit organizations promoting their area of interest, such as the La Mesa Village Association, La Mesa Beautiful, and the La Mesa Historical Society.

Program Specific Requirements

AP-90 Program Specific Requirements - 91.420, 91.220(I)(1,2,4)

Introduction Community Development Block Grant Program (CDBG) Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use in projects to be carried out.

- | | |
|---|---|
| 1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed | 0 |
| 2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan | 0 |
| 3. The amount of surplus funds from urban renewal settlements | 0 |
| 4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan. | 0 |
| 5. The amount of income from float-funded activities | 0 |

Total Program Income

Other CDBG Requirements

- | | |
|---|---|
| 1. The amount of urgent need activities | 0 |
|---|---|