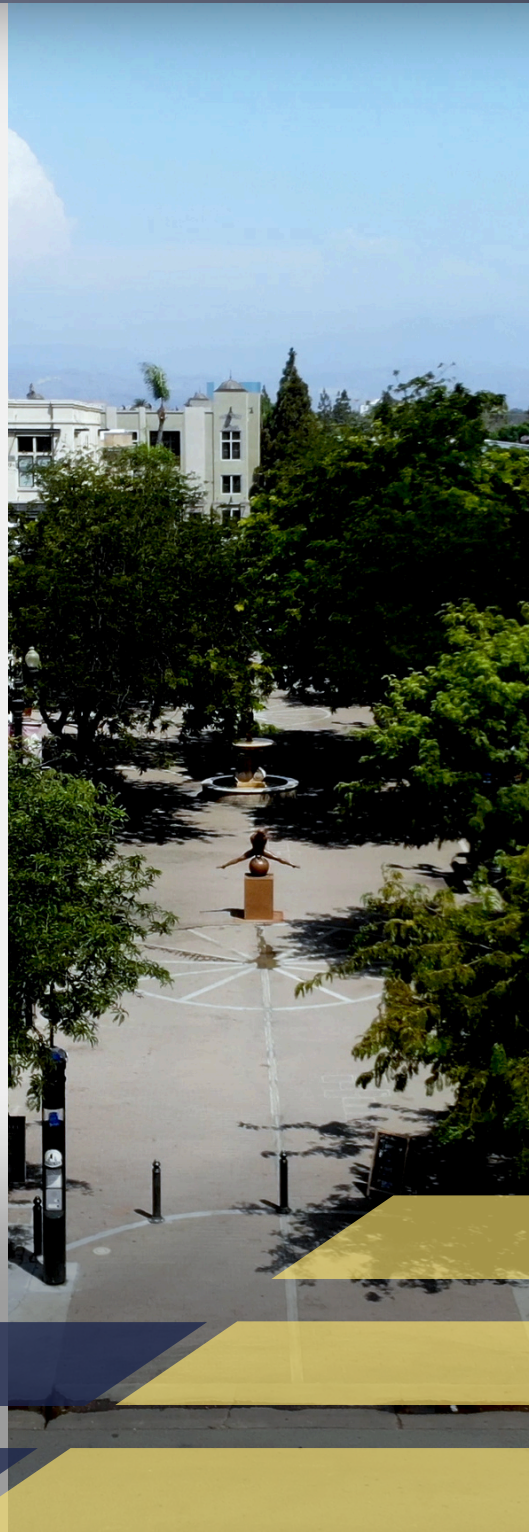


COMMUNITY ENGAGEMENT PLAN CITY OF SANTA ANA

FY 2025 - 2026

Outreach strategies designed to promote broad-based participation in the annual budget process across all Council Wards



PURPOSE STATEMENT: THE WHY

The purpose of community engagement is to obtain widespread input on Santa Ana's budget priorities so the governing body has a full toolbox when allocating resources. This Community Engagement Plan proposes specific outreach strategies that promote broad participation in the annual budget development process across all Council Wards. The challenge is to make budget engagement exciting and captivating, so the community sees that input translates into action via the resource allocation process. This is done through activities that facilitate interaction, nuanced discussions, and budget simulation.

This plan is based on citywide best practices provided by the Government Finance Officers Association.



OUR GOALS

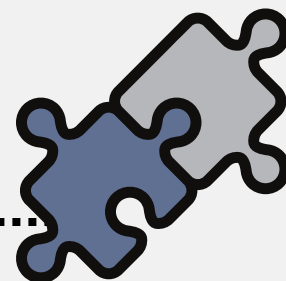
INCREASE TRANSPARENCY AND ACCESSIBILITY

- Provide budget materials in multiple languages to ensure broader community access.
- Simplify complex budget items and numbers for the general public.
- Reduce barriers to engagement by leveraging the relationships local non-profits and neighborhood associations have throughout the community.



ALIGN BUDGET TO REFLECT BUDGET PRIORITIES

- Develop and publicize key budget items that show how budget spending impacts community goals.



LEVERAGE VOICES FROM MARGINALIZED COMMUNITIES

Broaden efforts to include renters, non-English speakers, and other historically disenfranchised groups.



STRENGTHEN TRUST

Always close the feedback loop. Demonstrate how the allocation of resources aligns with community priorities. Utilize multiple methods of engagement so they complement one another. This should be a combination of informal and formal methods.



COMBINATION OF 2 TYPES OF COMMUNITY ENGAGEMENT



INFORMATIVE PARTICIPATION

Goal: Share easy-to-understand budget information in popular places.

Why It Matters: This transparency helps you understand how your tax dollars are spent and your input helps inform budget decisions.

How We'll Do It: Expect simple budget breakdowns on our city website, budget news on social media, and information in our city newsletter.



PREPARATORY & BUDGET PARTICIPATION

Goal: Source your ideas and feedback to create a budget that truly represents our community.

Why It Matters: Your input directly influences city spending, and online options make it easier for everyone to participate.

How You'll Do It: Attend community workshops, speak at public budget meetings, or fill out our surveys online or on paper.

PUBLIC INPUT

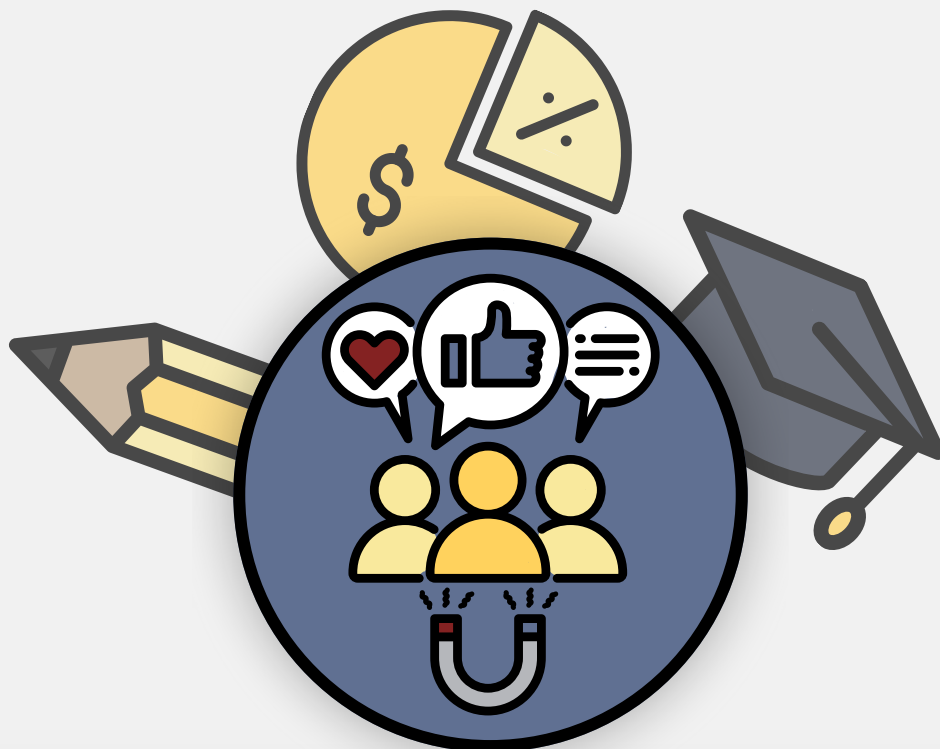


EDUCATION

EDUCATIONAL INSTITUTIONS

Students, families, and educators are the heart of our schools, offering unique insights into the educational needs and aspirations of students.

- Host public forums or workshops with **Santa Ana Unified School District (SAUSD)** and **Santa Ana College (SAC)** to gather input on priorities and budget allocation.
- Provide multilingual (English, Spanish & Vietnamese) materials and interpreters to ensure broad community participation.
- Provide easy-to-understand presentations to clearly explain how financial resources are being used to support youth success and community development.



LOCAL GOVERNMENT ENTITIES

CITY DEPARTMENTS & AGENCIES

City departments connect us to our diverse community, offering unique channels to reach residents and gather invaluable input on budget priorities and civic initiatives.

- Collaborate with City Manager's Office of Public Information to advertise engagement efforts through press releases (English, Spanish & Vietnamese), social media ads, Nixle, digital marquees, City Hall lobby screens, & other display advertisements.
- Tap into the City's multiple social media platforms by collaborating with the most active departments that have the largest number of followers.
- Promote community engagement through various city published newsletters such as:
 - **City Manager's Newsletter, Santa Ana Police Department, Library, Parks and Recreation, Economic Development, and Arts & Culture.**

COMMITTEE/COMMISSION MEETINGS

We are requesting to speak about the budget as a guest speaker at various City Committee/Commission meetings in February, March & April.

| Commission/Committee | Meeting Dates & Times |
|--|--|
| Planning Commission | 2nd & 4th Monday of the month @ 5:30pm |
| Environmental and Transportation Advisory Commission | 2nd Thursday of the month @ 5:00pm |
| Youth Commission | 1st Wednesday of the month (time varies) |
| Community Development | 4th Wednesday of the month @ 4:30pm |
| Historic Resources Commission | 1st Thursday of every other month @ 4:30pm |
| Police Oversight Commission | 2nd Tuesday of the month @ 4:00pm |
| Arts and Culture Commission | 3rd Thursday of the month @ 5:30pm |
| Parks and Recreation | 4th Thursday of the month @ 5:30pm |

BUSINESS & INDUSTRY

LOCAL BUSINESS & SERVICE CLUBS

Connect with civic service clubs such as the Chamber of Commerce, the Lion's Club, Elks Lodge, and the Rotary Club because they serve as excellent bridges between city government and the business community to gather diverse perspectives on our city's financial future.

- Provide listening tours, where city officials visit local groups to discuss the budget, demonstrate the Budget Priorities survey, and gather input.
- Invite representatives of each organization to participate in the public workshops and formal public hearings on the budget.



COMMUNITY SUPPORT GROUPS

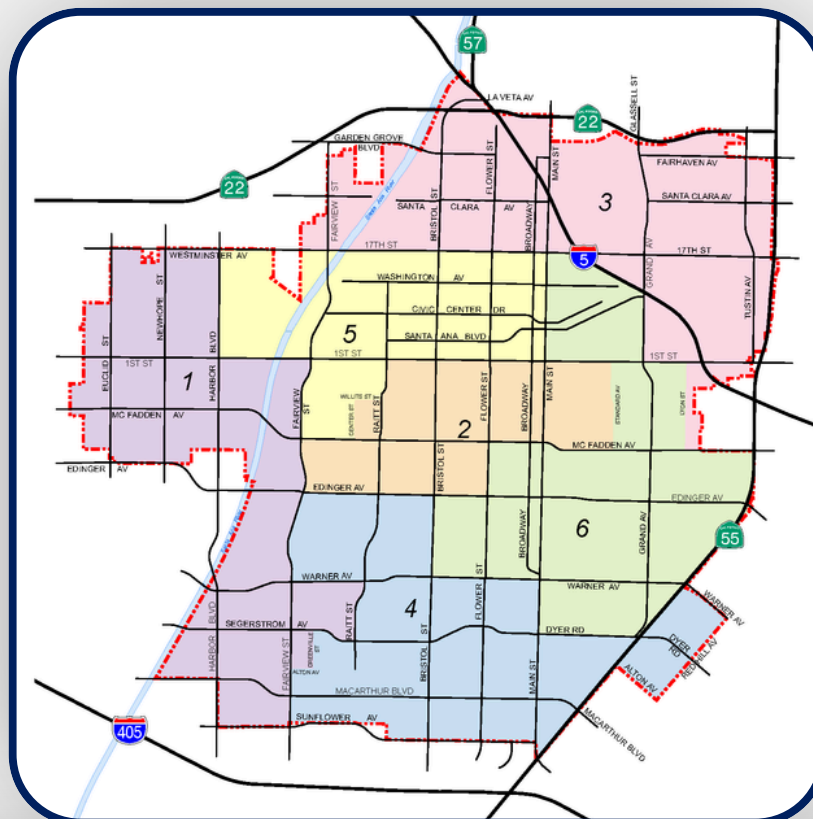
PARTNERSHIPS

Local non-profit organizations are essential partners in our engagement efforts, providing connections to diverse communities and insights into the needs of our city's most vulnerable residents.

Partner with local non-profits to enhance community engagement and gather input. These organizations span areas such as youth development, senior services, immigrant and refugee support, educational and religious institutions, health outreach, and cultural advocacy.

COUNCIL WARD MEETINGS

Ensure that community engagement efforts reach and adequately represent residents from all council wards. This means engaging with diverse voices from each area of the city to reflect the unique needs, priorities, and perspectives within each ward.



CIVIC ACTIVITIES

CITYWIDE EVENTS

Community events and organizations are essential in Santa Ana, fostering civic engagement and providing platforms for residents to shape our city's future from infrastructure to arts and culture.

The following upcoming events for Winter/Spring 2025 are:



Lunar New Year Festival - January 25, 2025



EGG-Cellent Adventure - April 19, 2025



Día de los Niños - April 26, 2025



Me Encanta Santa Ana - May 3, 2025

TOOLS & RESOURCES

TOOLS TO PROVIDE INPUT

- Complete our Online / Paper Budget Priorities Survey!
- Give us your feedback at our community workshops and city meetings!
- Contact us via email or by phone!

HELPFUL LINKS & INFORMATION



<https://www.santa-ana.org/budget>



FY24-25
Budget Details



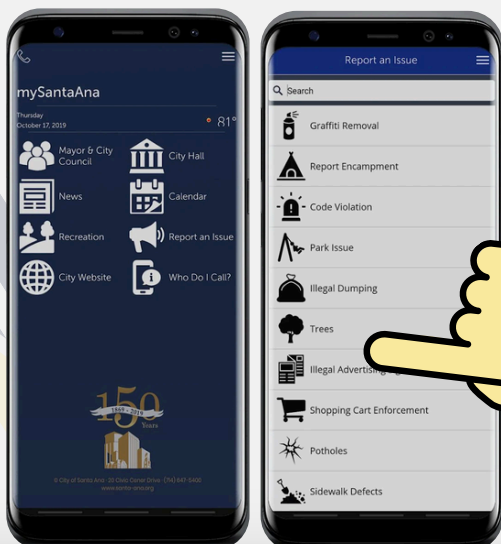
Local Sales Tax
Accountability



BudgetOffice@santa-ana.org



(714) 647-5420



**CHECK OUT THE
SANTA ANA APP!**

