



Santa Ana General Plan Update - Environmental Justice Outreach

Introduction

The Santa Ana General Plan Update will communicate the goals, policies, and programs to accomplish the City’s vision through the year 2045. Meaningful community outreach and engagement has been an essential part of the General Plan Update efforts. To further provide Santa Ana’s disadvantaged, or “environmental justice (EJ) communities” an opportunity to share their experiences and issues regarding environmental health and quality of life, Planning staff facilitated a multi-faceted outreach campaign in the Spring of 2021 (January through May).

The campaign began with the gathering of a General Plan Outreach Roundtable, with representatives and local stakeholders providing ideas and feedback on tools and strategies that could be used to effectively engage as many community members as possible. The overall EJ Community Outreach Campaign consisted of a multilingual EJ Survey (electronic and hard copy), which was publicized on various social media platforms and hard copies distributed by neighborhood leaders; and 10 virtual community forums, each focusing in on listening to the lived experiences of residents, property owners, and community stakeholders within specific geographic areas in the city that are categorized as “EJ communities.” The text below provides a summary of the process as well as the outcomes of the aforementioned survey and forums, all of which will inform the continued refinement of the draft General Plan Update.

Public Outreach Process



Image 1: Meeting flyers were provided in English, Spanish, and Vietnamese (flyers sent out for the March 30 and April 5 meetings shown here).

Mailers

As part of the communication plan, meeting flyers were mailed to every address within the EJ communities in Santa Ana, which include 23 census tracts and over 30 neighborhoods in the City. In total, 40,459 residences/occupants and property owners were sent a flyer informing them of the virtual Environmental Justice meeting scheduled for their respective neighborhood, as well as encouraging



participation in the EJ Survey to share their experiences and ideas to improve their environment and quality of life. Meeting flyers were provided in English, Spanish, and Vietnamese, and mailed to the community a minimum of two weeks before the virtual meeting date.

Collaboration with Neighborhood Leaders

Over 40 residents, community organizations, and faith-based organizations assisted in distributing meeting flyers and surveys, which were made available in English, Spanish, and Vietnamese. Each neighborhood leader received an “EJ outreach kit” that consisted of meeting flyers, EJ surveys, meeting yard sign, and business cards with QR code to General Plan website; as well as an EJ survey drop box upon request. Through this effort, approximately 2,500 copies of meeting flyers, 1,400 hard copy surveys, and 450 business cards were distributed to neighborhood leaders to help share with their neighborhoods. In total, there were 746 surveys collected citywide, including 670 surveys submitted online and 76 hard copy.

Social media

Social media outreach consisted of Constant Contact email campaigns, Nextdoor notifications, PeachJar, Facebook, Instagram, Nixle, City Managers Newsletter called COSAS (City of Santa Ana Stories), and Voiceshot. A Constant Contact email campaign was sent out for all 10 EJ meetings using available contact information for the designated neighborhood associations. In total 7,879 Constant Contact emails were sent to residents, community organizations and faith based organizations. Nextdoor notifications were sent to subscribers in each neighborhood association. A PeachJar email campaign was distributed to 44 schools that were in environmental justice neighborhoods and facilitated outreach through both Santa Ana Unified School District and Garden Grove Unified School District. Through the PeachJar tool, emails were sent to parents and the EJ meeting flyer was posted on the school webpage. In total, 17,404 emails were sent to parents and guardians. A total of seven (7) Facebook posts were made regarding the Environmental Justice meetings, with 23,000 following the City’s page at the time. There were five (5) Instagram posts, with 19,000 following the City’s page at the time. The City Manager’s newsletter COSAS, which is sent out every other week as an email communication campaign, provided information about the EJ meetings to its 10,000 contacts. Additionally, a voice message regarding the sixth and eight meetings, respectively, was sent to 1,475 contacts.

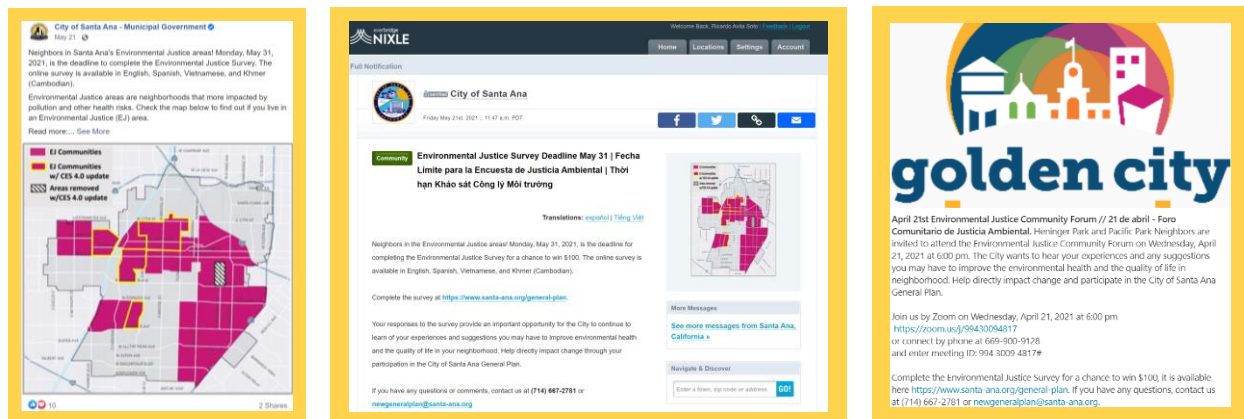


Image 2: Various social media platforms were utilized to notify residents of the scheduled EJ forums. The images above depict samples of social media posts made to Facebook, Nixle, and Nextdoor.



Virtual Community Forums

There were two General Plan Environmental Justice Roundtable meetings that included approximately 40 residents and community serving organizations that provided feedback that informed the Spring 2021 EJ outreach tools and approach. There were 10 virtual community meetings that were held using the Zoom platform. Each meeting was organized to gather different groups of neighborhood associations that are part of an environmental justice community. Spanish and Vietnamese simultaneous interpretation was provided at each Zoom meeting. Instructions on how to access the interpretation feature was provided during the meeting in both Spanish and Vietnamese. The PowerPoint presentation was translated to Spanish and Vietnamese and a web link was provided so attendees could access the presentations in their preferred language. <https://www.santa-ana.org/general-plan/meetings>



Image 3: Forums were held virtually due to COVID-19 restrictions on in-person meetings. The image above depicts a print-screen from the May 17, 2021 meeting.



Summary of Feedback

Santa Ana EJ Survey

The Santa Ana EJ Survey was accessible from March 22 through May 30, 2021. In total, there were 746 completed surveys collected, including 670 surveys submitted online and 76 hard copy. The survey provided questions on different EJ topics highlighted below, as well as basic demographics. Below is an overview of key findings.



Image 4: Surveys were made available in four languages. The image above depicts the header of the Khmer language paper survey.

Pollution. A total of 866 respondents provided responses to questions on the general topic of pollution, including air quality and lead contamination. Over half of respondents reported exposure to excessive air pollution from trucks and cars on a regular basis (67.3%), and half reported exposure to fumes, noise, and/or chemical from industrial businesses or gas stations (50.8%). Nearly half of respondents live, work, or recreate near sites that are polluted from past industrial businesses (42.4%) and reside in homes built prior to 1978 that may have used harmful lead-based paint (42.0%).

	Yes	No
Are you exposed to what you would consider excessive air pollution from trucks and cars on a regular basis?	67.3%	32.7%
Are you exposed to or live in close proximity to fumes, noise, and/or chemicals from industrial businesses or gas stations?	50.8%	49.2%
Do you live, work, or recreate near sites in the City of Santa Ana that were polluted by past industrial businesses?	42.4%	57.6%
Homes built before 1978 may have used harmful lead-based paint. If your home was built prior to 1978, is the home paint peeling or chipped?	42.0%	58.0%

Public Facilities. A total of 617 respondents provided responses to questions on public facilities, such as neighborhood infrastructure and services. Nearly half of respondents reported that their neighborhood suffered from water pollution (49.4%). Regarding infrastructure, over half of respondents reported having sidewalks and wheelchair ramps (62.1%), street trees (85.6%), and street lights (84.4%) available in their neighborhood. In terms of access to public facilities, a large majority reported having access to public transportation (87.2%), health care services (79.5%), and educational facilities (86.3%).

	Yes	No
Does your neighborhood suffer from water pollution and/or dumping of trash and other items in creeks and storm drainage areas?	49.4%	50.6%
Are sidewalks and wheel chair ramps available in your neighborhood for all people, including those that may have special needs?	62.1%	37.9%
Do you have convenient access to buses and other forms of public transportation?	87.2%	12.8%



Does your neighborhood have street trees?	85.6%	14.4%
Do you have access to health care services (doctors, mental health professionals, dentists, hospital, health insurance)?	79.5%	20.5%
Does your neighborhood have street lights?	84.4%	15.6%
Do you have access to educational facilities, schools, and programs that promote lifelong learning?	86.3%	13.7%

Promoting Healthy Food. A total of 768 respondents provided responses to questions about access to healthy food options. Most respondents reported access to a nearby grocery store or farmers market (82.7%) and access to affordable healthy food options (81.1%). However, nearly half of respondents reported a need for nutritional food purchase assistance (43.7%).

	Yes	No
Do you have access to a nearby grocery store or farmers' market?	82.7%	17.3%
Do you have access to affordable healthy food options such as fresh fruits and vegetables?	81.1%	18.9%
Do you have a need for nutritional food purchase assistance?	43.7%	56.3%

Safe and sanitary housing. A total of 774 respondents provided responses to questions about safe and sanitary housing. Less than a quarter of respondents reported experiencing flooding and/or property damage caused by rain at their home (22.4%), with similar number reporting living with conditions such as mold, lead-based paint, poor ventilation, or other conditions (23.4%). Less than a quarter of respondents reported it difficult to communicate with their landlord and/or having maintenance and repairs completed in a timely manner (23.0%). About a quarter of respondents reported spending more than 50% of their income on housing costs (26.1%).

	Yes	No
Have you experienced flooding and/or property damage caused by rain at your home?	22.4%	77.6%
Do you live with conditions in your home such as mold, lead-based paint, poor ventilation, or needed repairs?	23.4%	76.6%
Do you find it difficult communicating with your landlord and/or having maintenance and repairs completed in a timely manner?	23.0%	77.0%
Do you spend more than 50% of your income on housing costs (e.g., house payment, rent, utilities)?	26.1%	73.9%

Physical Activity. A total of 732 respondents provided responses to questions about physical activity, such as access to parks and recreational activities. Most respondents reported having access to nearby parks and recreation centers (74.2%), organized activities and sports at local parks, and recreation centers (74.0%), and bicycle lanes for travel and recreation (71.3%). Most respondents feel safe at local parks and recreation centers (71.2%).



	Yes	No
Do you have access to nearby parks and recreation centers?	74.2%	25.8%
Are the organized activities and sports at local parks and recreation centers available and affordable to you?	74.0%	26.0%
Do you feel safe at local parks and recreation centers?	71.2%	28.8%
Does your neighborhood have access to bicycle lanes for travel and recreation?	71.3%	28.7%

Civic Engagement. A total of 719 respondents provided responses to questions about civic engagement. Over half of respondents reported that they were able to find information about the City’s decisions that may affect them (54.2%), and feel they have the ability to influence public policy through communicating their positions on policies and projects (53.2%). Over half of respondents reported that they are able to participate in City meetings through a communication channel that works for them (55.0%), and that the City provides information about City proposals or programs in their preferred language (56.3%).

	Yes	No
Are you able to find or access information about decisions that the City is considering that could affect you?	54.2%	45.8%
Does the City provide information about City proposals or programs in your preferred language?	56.3%	43.7%
Are you able to participate in City meetings through a communication channel (i.e., phone, video meeting, email) that works for you?	55.0%	45.0%
Do you feel like you have the ability to influence public policy through communicating your position on policies and projects?	53.2%	46.8%

General Plan Actions. When asked to rank from a list of five actions that will improve their quality of life and create a healthy environment, 468 responses were received. The following lists the actions that were ranked by all respondents from first choice to last choice.

- First choice: Additional public parks, open space and community centers in walking distance from their home, school, or business.
- Second choice: More information regarding the conditions in my neighborhood that may be affecting my health (location of industrial sources of pollution, lead contaminated soil, upcoming health fairs, etc.).
- Third choice: Removal of heavy industrial uses near my home, school and local parks.
- Fourth choice: Informational workshops for residential tenants and landlords regarding tenant protections, wrongful evictions, and property maintenance requirements.
- Fifth choice: Educational programs regarding lead paint and soil contamination focusing on residents in EJ areas.



Image 5: The word cloud above depicts the themes and topics expressed in the draft actions that survey respondents were asked to rank in order of importance (rank order provided in the text above).

Demographics. Participants responded to questions related to their demographics and had the option to decline to state. More respondents reported residing in zip code 92701 (25.2%), 92707 (21.8%), and 92703 (21.1%) than zip codes 92704 (13.1%), 92706 (11.8%), 92705 (5.0%), and 92702 (<1%). The age of respondents was mixed; the most common age range was 45-54 (17.6%), followed by 35-44 (16.9%), 55-64 (15.8%), 65+ (13.4%), 25-34 (13.4%), 18-24 (12.0%), and under 18 (10.9%). Most respondents reported being Hispanic/Latino (66.5%), followed by White (14.0%), Asian (7.8%), American Indian or Alaska Native (2.0%), Black or African American (1.0%), and Native Hawaiian or Other Pacific Islander (<1%). Over one-third of respondents have received at least a Bachelor’s degree (35.7%), followed by some college (22.6%), high school diploma (15.4%), some high school (9.9%), and less than high school (11.4%). Over half of respondents reported a household size of 2-4 people (54.2%), followed by 5-7 (34.4%), 1 (5.9%), and 8 or more (3.9%). When asked if the current survey was easy to understand, nearly all respondents reported yes (92%).

Community Meetings - Conversation Summary

The City hosted two General Plan Environmental Justice Roundtable meetings to gather feedback on EJ outreach tools and approach and 10 virtual community forums as part of the EJ Community Outreach Campaign. Each forum was marketed to and focused on different neighborhood associations that are geographically clustered around each other and that are part of an environmental justice community, with a majority of the allotted time devoted to listening to the lived experiences of residents, property owners, and community stakeholders. The following is a summary of key themes or topics received from community discussion and small group presentations.



Air and Water: Industrial pollution and awareness; reduce exposure to toxic substances; stop new businesses with toxic pollution to locate in the city and bring in clean industry; require buffer zones between industrial and other uses; children and older adults are most vulnerable near industrial sites; factories in Madison Park close to homes and schools; more air monitoring by City; air contamination affecting the kids and adults with asthma and allergies; higher levels on pollution near Kennedy Elementary; pollution of the factories along the south east corridor; EJ areas are in transportation corridors; air pollution is bad around 17th street, First Street, Civic Center, and English Street; noise and dust pollution from 5th St industrial businesses; exposure to air pollution from OC Streetcar construction; Euclid Avenue traffic is noisy; contaminated material/soil on Santa Ana Blvd and Raitt; silica dust from church next to Casa de Santiago; street clean first and then blow landscape dust into the air; enforce environmental rules; noise pollution from helicopters and airplanes; educate neighborhood an air and water quality/pollution; blight and traffic of SA Recycling every day on Daisy Avenue; no street trees or attractive landscaping on Daisy Avenue; recycling facility has dumped contaminated water in the street; smell burned plastic or chemicals from the businesses on 5th street; airport 5x worse air quality; fireworks release high levels of pollution; second hand smoke air pollution; advocate for smoke free environment; smoke and soot coming from Macera crematorium in Logan; trucks and trash hauling bins; apartments are close to industrial businesses; trash hauling in Lacy neighborhood emits strong unbearable odor daily; industrial polluting businesses permitted by AQMD located near residential; incentives for clean air and to capture pollutants; dedicate zone for industrial green businesses; DTSC groundwater at Standard; sign that states "No Cars Over 3 Tons"; air pollution exposure from Warner Avenue widening; high vehicle use contributes to air pollution; factories around Delhi contaminating soil or polluting area; contamination in ground water; breathe smog at bus stops; provide water quality testing; proactive lead testing for children; pesticides or some type of chemicals being sprayed; citywide clean-up "pride" effort; trash in the alleyway; St. Gertrude and Occidental water well quality bad

Improve Public City Facilities: neighbors to help keep Rec Center open; youth to stop by parks for an hour to recreate after school; invest in amenities at El Salvador Park; community garden at El Salvador Park; too much gang activity; adult sports program; youth enrichment and sports; more parks and recreation centers; increase open space; Maple Bike Trail keep clean; Willard has zero green space; create pocket or mini parks on city owned vacant lots; limited access to parks and green space in northern Cornerstone Village; preserve open space particularly in disadvantaged communities

Infrastructure: lack of lighting in Artesia Pillar; SCE post old lights; invest in roads and street lights; use of Bristol Street lots as open space and places for community to exercise; increase green space areas; safe pedestrian walkways; joint use agreement with SAUSD; provide access to Wi-Fi in EJ areas and Citywide; Community Choice Energy; state funds earmarked for Bristol; improve conditions for the apartments near industrial businesses (Minnie Street); trees being removed; offer incentives for drought-tolerant plants; investments needed in parking; overnight permit; pathways for pedestrians; greater connectivity with OC Streetcar corridor; invest in walkable areas and activate open space along OC Streetcar route; improve roads with potholes and cracks; revitalize historical sites (Cypress Fire Station); enhance community public spaces for programming, recreation, or historical wealth; Environmental Quality websites; funneling the funds towards homeless population; utility payment assistance; assistance to homeless; homeless population making us feel unsafe; promote friendly business environment



Healthy Food Options: classes for nutrition; offer transportation to Farmer’s Markets; public health concern with vendors; senior food assistance

Safe and Sanitary Housing: housing effort should include homeless; enforcement tools to make sure units are properly maintained; issues such as trash, graffiti, and nuisance; dilapidated houses need maintenance; apartments being built with no outdoor space; create safe and sanitary housing

Increasing Physical Activity: trails that help focus on physical activity; more green areas; enhance services, programs, and access to recreation; increase physical activities in EJ areas

Civic Engagement: coordination and outreach between SAUSD and City; inform and engage public of policies affecting them; neighborhoods need to familiarize on EJ issues; influence public policy; socio-economic issues need to be addressed; gentrification; local folks to disseminate the importance of these community forums; strengthen civic engagement and greater use of spaces; mobile Wi-Fi program; enhance skill-building for youth; emotional health of families; access to WiFi; community outreach should include door knocking and canvassing; disadvantaged communities represented; survey outreach in Centennial Park; improve outreach and civic engagement; schools to use their marquee for any notices or meetings; overcome stigma as dangerous place to live; My Santa Ana App great resource

Conclusion

There are areas in Santa Ana that experience a disproportionate exposure to or burden of environmental pollution. The City of Santa Ana’s efforts to address the issues faced by residents of these areas began in late 2015. Following the citywide community outreach program that informed the current draft General Plan Update, the City determined that there were additional opportunities to reach out to those residing in EJ communities to ensure their voices were heard and included in the plan. The EJ Community Outreach Campaign was launched Spring 2021 and is summarized above. The feedback gathered will be used to further refine the draft General Plan Update text, goals, policies, and implementation actions so they will better reflect the vision and improve the quality of life of the City’s residents, and address the EJ related issues they experience on a daily basis. Refinements to the General Plan will be made available for public review and demonstrated through “track changes” in the next version of the draft, scheduled to be released August 2021.