



Santa Ana General Plan Update Community Outreach – The First Conversation Executive Summary 2016



INTRODUCTION

This Community Outreach Executive Summary represents the first step in updating Santa Ana's General Plan to guide its future. The City of Santa Ana has reached out to residents, local leaders, and stakeholders to participate in the development of a *Shared Vision* for the future of Santa Ana. Thanks to the efforts of over 485 individuals, this Executive Summary highlights the community's concerns, hopes, and vision for the future of Santa Ana.

These community outreach efforts began in November 2015 with a kick off meeting and were followed up with one-on-one meetings with City Councilmembers. As of October 18, 2016, the City of Santa Ana conducted a total of 40 meetings in support of these outreach efforts. Community workshops were held with local service organizations, youth representatives, seniors, the business community, and neighborhood leaders. In addition to these focus groups, outreach meetings were held in each of the six City Council Wards.



These public meetings took place at a variety of locations including Santa Ana City Hall, Lincoln Elementary, Santa Ana Downtown Senior Center, Santa Ana Regional Transportation Center (SARTC), City Public Works Yard, Madison Elementary, Newhope Library, Carr Intermediate, Santiago Elementary, Kidworks Learning Center, Valley High School, Santa Ana College, Lorin Grisette Academy, and the Nicolas Academic Center.



MEETING FORMAT

Participants were greeted by City staff who presented a sign-in sheet and a citywide map where participants were asked to place a colored dot on the map representing their respective residence or place of business. Depending on the neighborhood, Spanish and Vietnamese interpreters and translators were available for those preferring to communicate in that language. Individuals were also provided a copy of an "important topics" survey to complete in preparation for the workshop discussions.

Following a brief introduction to the basic elements of the General Plan and its role in setting the VISION for the future, attendees participated in a small group discussions related to two items of conversation that coincided with a survey provided upon their arrival to the community workshop:

- 1) What are three topics are the most important to you in Santa Ana?
- 2) Tell us more about each of these topics.



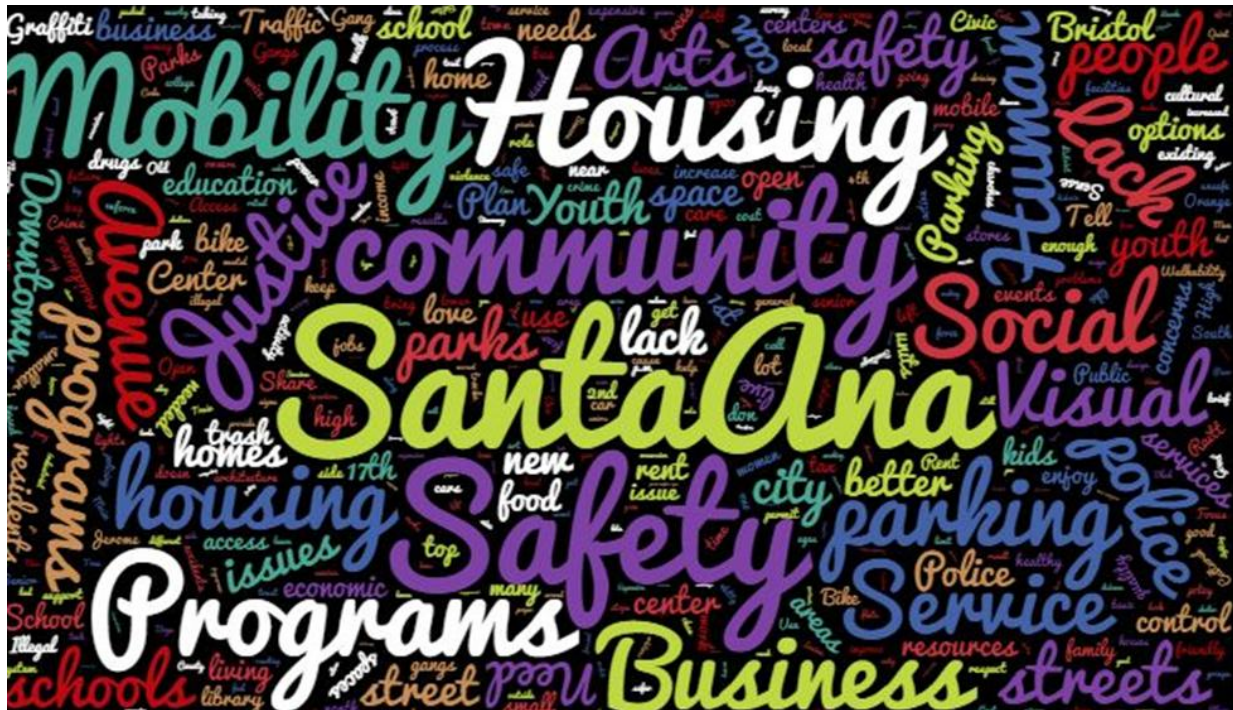
Individual group discussions included a staff facilitator and scribe who transferred ideas onto a paper flip chart. All members were asked to participate in the smaller discussions. One participant at each table was later selected to represent the group as part of the next exercise which involved reporting out to the larger audience. Through a series of small presentations, each group leader shared their findings based on the smaller discussions.

CONVERSATION SUMMARY

The following pages provide a summary of the discussion and small group presentations, as well as highlights from the individual handwritten "important topic" surveys submitted to the City by the community. In organizing and reviewing the community comments, a number of reoccurring topics or themes were identified. These themes and related comments shared by the community are provided below, and will be referenced as the General Plan is updated to clearly describe Santa Ana's new *Shared Vision*, policies and programs for action. The General Plan Update will also build on the 2014 Santa Ana Strategic Plan created through extensive community engagement. This Executive Summary will be used together with an upcoming video to be shared with various boards, commissions and the newly established General Plan Advisory Committee. These groups will serve as a "sounding board" to ensure that the voice of the community was acknowledged and establish direction for the creation of draft policies as part of the new General Plan.



EMERGING TOPICS



The following are the ten emerging themes as a result of the initial community outreach forums and comments:

- Arts and Culture
- Business & Economic Development
- Community Facilities & Programs
- Community Safety
- Health & Sustainability
- Housing & Neighborhoods
- Human Services & Social Justice
- Mobility
- Visual Character & Design
- Youth Development

Within each of the emerging community themes, the conversations and comments by residents and local interest groups were further organized by topic, challenge, and/or community values:

Arts and Culture:

1. **Diverse Culture:** Sense of culture, Passionate about the neighborhood, Cultural diversity (new and exciting people), Diversity of population (singles/families, etc.) which brings interest to life, Diversity of cultures, Strong cultural presence, Multi-cultural environment, Diversity in people, Ethnically diverse, Need diverse City Council, Sense of community



2. **Great Downtown:** Bring the arts out of downtown and bring citywide to all communities, A general Lack of art programming in Santa Ana, More murals in neighborhoods, More cultural arts, Lack of cultural programs, Artistic Arts and Downtown – murals, artists, musicians, Skilled work force, Artistic, Culturally rich variety, Art walk events, Arts, Museums, Music, Programs for children, Expansion on Art Potential of the City (residents interested in aesthetics)
3. **Architectural heritage:** Rich cultural history, Following traditions, Longtime residents care for the City, Families, Diversity in history, Celebrations are important for community engagement and cultural education on holidays, Educational/cultural opportunities, Festivals, Cultural events, Culture in downtown, Culture and people, Urban design, Architectural preservation of historic homes, Historic capital of OC, I like Santa Ana because of the people, Culture, Churches, Parks, and Public transportation: it's pretty
4. **Young population:** Young population, Authentic community makes Santa Ana more attractive, Sense of community, College graduates come back, Local talent being promoted by schools, Family oriented
5. **Good Food:** Good food, Santa Ana has flavor, Sense of home (modern and traditional food), Food revival

Business & Economic Development:

1. **Successful businesses are important:** Focus on economic development that does more than grow tax base, More developers and projects that bring revenue and tax, Business retention, Moved three times in last ten years, Santa Ana's success in Southern California will largely depend on ability to attract investment on a commercial and residential level, Property values due to lack of tax incentives to stay, Business attraction and retention, Revenue to pay for services, Need a balance in revenue generation, Expanding and seeking to grow, Not investing into the City, Not attracting businesses, Santa Ana doesn't market itself, Lack of funding for commercial improvements, Need a good quality hotel versus motels in northern Santa Ana, Need more hotels and bed tax, Lack of hotels for tourism, Loss of tax to other cities because consumers leave to shop elsewhere, Lack of traffic, Shop in Costa Mesa and not in the City, We are not Irvine, Impacts on Santa Ana should be distributed regionally



2. **Not business friendly:** Red tape to get a business started, Time and experience, Difficult planning process for new businesses, Attracting and keeping businesses, Perception, Business attraction, Negative reputation of City, Expedited permitting, Plans and permits, Not a reputation for business startup, six to eight week turnaround time too long, Affects entire economic system, Need to see the process in action, Not one size fits all approach, Small business permit in process, Eliminate business license, Low income community, Housing regulations are burdensome and not business friendly, Business friendly, Encourage more opportunities to work in the City, Too many rules for businesses, Signage ordinances for businesses, Code enforcement, Cost of water and rent and business permits, Space is still expensive depending on the type of business, No issue for industrial, Preserving existing industrial areas in the City
3. **Businesses for Santa Ana:** Too many liquor stores on every corner, Investments that benefit low-income families, Focus on economic opportunity for Santa Ana low-income residences, Nexus between economic and affordable housing, Clear access and connection between new jobs and local residences, Increase access to job training for new jobs, Tap into local skillset, Creating well-paying jobs for the population to keep taxpayers and reduce homelessness, Neighborhoods neglected, Lack of City investment, Create programs between local businesses and school district to create student programs, Investing in intervention programs for youth and education and arts and culture (ex. Barrio writers, culturally relevant art and music programs, Jovenes Noble, Xinachtli), More businesses and jobs for youth, Increase skills training all ages, Businesses closing and no employment opportunities for youth, Small businesses, Gentrification and locals being pushed out, Bars impact businesses,
4. **Downtown Investment:** Downtown Santa Ana reinvestment, Re-birth of downtown, Restaurants are independently owned, Downtown unique investment, Maintain uniqueness, Vacancies of 2nd Floor are typically offices, Tough to start business on the 2nd floor of 4th Street in downtown, Art District expansion improvements, Commercial options of restaurants and stores, Downtown and the market place, New downtown great food options, Work with existing businesses to help develop, Focus on local businesses on 4th Street, Attracting and retaining businesses, Economic development focused on growing base of small businesses, Santa Ana Business Council (SABC) for small business groups, Push cart vendors
5. **Citywide Investment:** Too much focus on downtown, Some of the changes in downtown should also be implemented in our neighborhoods, Main Street has no retail shops or fresh food- only automobile shops, Add restaurants for economic development, Business improvement district, Reinvestment in properties by preserving and restoring,



No incentives for properties to reinvest, Lack of services on South Main Street, Too car focused for business connection, Preserve small business to remain on South Main Street, West of Bristol Street receives less City attention, Disproportion in downtown, Focus outside downtown, Downtown doesn't bring new business, More economic development on Grand Avenue north of 17th Street, Senior center, Loss of retail at MacArthur Boulevard and Fairview Avenue, Shopping center doesn't have business, Keeping businesses open (17th Street/ Grand Avenue), There is a lack of diverse grocery stores/restaurants: only ethnic stores, mix of land uses along Harbor is not working/really bad

6. **Unique attractive qualities:** Access to mall and downtown, New development by City Ventures is good for the neighborhood, The City is central to a lot of stores/retail, Commercial/residential development that blends with surroundings, Attracting investment, Improving services, Small businesses, Mixed-use, Building design, Quality of development, Economic development: land use plans allow certainty (ex. Harbor Mixed Use Corridor Plan), Harbor Boulevard and Bristol Street, Development opportunities, Development around train station

Community Facilities and Programs:

1. **Need more community centers:** Lack of community centers and libraries to match population, Open Space, Not enough parks, Parks reduce obesity and increase socialization, Lack of parks and spaces for families, Services for children (lack of recreation), Programs for entertainment, Increase hours of operation/technology Wi-Fi, Coffee shops, SAC library (during finals), Public libraries (during finals), City recreational/community centers, Study hall spaces (during finals), Access to childcare so parents can work, Community center, Community centers and services, Lack of open space, Lack of community centers especially near Madison School, Establish kid programs closer to east side of Santa Ana similar to Jerome Park, Need more places for kids to play versus playing on the streets or in empty lots/fields, Lack of parks which are not maintained, No public library on south side community, More programs for families in north Santa Ana, Parks and recreation, Childcare, No library in south Santa Ana, Public library in north Santa Ana overrun by homeless, "I used to love the library"
2. **Parks are not safe:** Parks need to be safer, Gangs not allowing residents to use parks, Parks (Jerome), Lights go out too soon (Ex. hand ball courts), Lighting needs to be enhanced/improved, Disorder in public places, Safer parks, Good and fast graffiti removal service, Alcohol/rehab centers (1311 North Grand Avenue), Identify location of centers for over concentration, Jerome Park- negative activity, Jack Fisher Park safety



and lighting Parks (w/o mischief), Parks, Fisher Park- homeless, drug users, tent city under bridge, marijuana, Young kids getting into pot and smoking at parks, Code enforcement, More police, Enforcement of ordinances that were given, Illegal medical, After- school programs to keep kids occupied so they don't fall prey to gangs, Need re-entry programs for released offenders, GRIP program not used by schools or Police Department, Not educating people about resources, Trade schools for paroles

3. **More public events:** More street events to bring community together, Community events and fairs, Participation from the community, More Santa Ana Unified School District and City events, Communities come together for activities, Social events like open garden day, 4th of July parade, Activities from different neighborhoods, Snow party, Easter, Family movies, Bingo, Lawn browsing, Newsletter, Christmas decorations, Discovery Science Center
4. **Senior services needed:** Senior programs, More hospitals, Senior centers, Adult care homes, Senior programs, Day care for grandchildren and activities for seniors, Lack of attention to senior needs, Food services, Lottery for entertainment, Healthcare, Medical services, Emergency Operations Committee and citywide program – involve all, Related partnerships/senior groups, SER apartment management for complexes, Office on Aging, Council on Aging, Senior on Aging, Senior Boards, Retiree organizations, Senior need for recreation, civic engagement, training, translation, Expand network of senior organization so all are at the table, Other partners that help seniors (representatives from church, youth, etc.), Seniors are not aware of paramedic subscription plan (pay \$60/year and no bills for service), Lack of programs related to exercise and education for seniors, Senior service and healthcare, Better public schools with better reputations, Need senior center north of 17th as well, Need senior recreation, Senior center in north Santa Ana
5. **Need better maintained facilitates:** Need for maintenance in parks, Equipment, Facilities, Too few parks, Not up kept, Public centers have lack of means for healthy sanitary systems, Stations for smoking, Too many people smoke wherever they want, Street sweeping in areas, Restart of collection activities near freeway ramps and bus stops, Larger trash containers, Park maintenance needs improving, Clean commercial centers, Gardens and parking spaces, Maintenance and cleanliness of food trucks as they leave trash all over neighborhoods on curbs and yards, Street Maintenance (street trees)
6. **Lack of open space:** Lack of open space, Parks, Need wider range of areas, More public parks that are safe, Dog parks, Benefits that parks used to have such as



swimming pools and gyms, Park maintenance, Keeping options for residents, Public facilities, Common areas in residential developments, Mobile home parks with pool and BBQ areas, Policies that ensure mobile home communities the right to have access to laundry rooms, recreation rooms, room to socialize, Seek opportunities to add parks whenever and wherever, Open space agreement with schools such as Valley School, Parks and Recreation Department, Open the high school track at Santa Ana High School as a community area, Empty lots: donate as community garden or safe space, Lack of open space, Additional park opportunities, More public schools, No joint use of parks and schools, Open space, Need more options for children on 1st and 17th Streets

7. **Many local attractions:** Amenities such Bowers Museum, Discovery Science Center, zoo, Mainplace, Orange County School of the Arts (OCSA), Easy to meet people, Four parties per year, Saint Anne's Church, Public spaces downtown, Downtown storefronts, Access to public services (shops, churches), New schools, Orange County School of the Arts (OCSA), New schools to serve neighborhoods and serve as upgrades for next generation, Enjoy the exercise park at 6th Street and Brown Avenue, Windsor Park is hidden gem: love the trees, Good neighbors, Cohesiveness, Park, Shopping (South Coast), Churches, Businesses, New and old families in neighborhood (Riverview west), Local shopping nearby: everything is close together, Fundamental schools, Thornton Park: walkable, dog friendly, Jerome Park and Senior Center, Thornton Park: abundance of "nature" and open space, Downtown festivals, Shakespeare in the Park, Show-mobiles/stages, Effort to provide opportunities and structure to participate, Bowers, Discovery Science Center and Downtown charter schools, Cultural center, Cool restaurants, Orange County School of Arts, Santa Ana College, Bowers Museum, 4th Street, Santa Ana Zoo, Westfield Mall, Day of the Dead, Taste of SA, Downtown food trolley night, Downtown Santa Farmer's Market, Council meetings, Nature Center at Santiago Park, Good alternative schools, City Hall architecture, Neighborhood events, Bowers Museum and Programs, Fun activities, Keep Fourth Street called "Fourth Street" not Calle Cuatro
8. **Aging infrastructure:** Infrastructure in regards to internet usage, Providers, Access to high speed, Connectivity: technologically and with each other, Barriers, Aging infrastructure, Communication/cell tower on South Greenville Avenue, Bus shelters, Communication, Shelter purpose- please tell community, Extra challenges to those with economic disadvantages, Install emergency Call Button Line at bus shelters and parks, City needs to communicate better, Promote information of the City online, Community Facebook, nextdoor.com, Listen better, City employees don't live here, Elect City Council members by Ward to ensure ownership and representation, Neighborhood Initiative, Scott and Margarita, City communication with community, Newsletter delivery



9. **Equitable access:** Equity activities for handicapped, Education disparity, Public restrooms for homeless, Women and safety programs for homeless, Shelters, Rehab centers, Women's Center (programs and space), Space where women can feel safe and have access to programs (health/ xinachtli), More spaces where woman can engage and open daily (access to all), Child care, Woman wellness center is needed for women of all ages to have a place that is not male dominated that they can use to relax and learn dance and martial art skills, Need grocery store on this side of town, one that isn't Hispanic or general
10. **Educational opportunities for youth:** Acceptable educational options for children which are not private, More public schools, High schools, Security in schools, Safety, Poor public schools, Result of underfunding, Schools near Edinger Avenue, Programs, Improvements in material related to science and technology

Community Safety

1. **Gang activity:** Gangs, Crime, Gunfire and shootings, Gang violence, Gang activity increasing, Gang injunctions do not help our communities but instead separates and harms our families, Gangs gathering in front of homes and neighborhoods, Security, Police station, Lack of security (lack of police intervention with gangs), Gang violence causes people to leave Santa Ana, Proactive gang enforcement, Gangs outside that are coming into the neighborhood, Shootings (Townsend Avenue area) where innocent people being killed, Neighborhood safety issue, Gang infestation through our neighborhoods, Gun violence, Exposure to violence, Safety in the community, No security
2. **Public lighting:** Street lights not working properly, Need more street lighting on Spruce Street, Street lights don't function, Streets, bus stops and alleys too dark, Alley ways unsafe (1st Street and Jackson Street), Better lighting, Some sidewalks lacking, Make neighborhoods safer, Public lighting, Street lighting needs improvement, Issues with lighting and dark areas, More street lighting (Rene Drive & Borchard Avenue), Insecurity of women on the streets, Women carry bats
3. **Community Oriented Policing:** Missing community oriented policing, Lack of community policing with trauma and culturally informed practices of Santa Ana, Proactive not Reactive, Community outreach, Lack of community policing, Communities need prevention and intervention programs but not more police in the neighborhoods as that brings more fear because of police distrust, Public safety free from false labels or



criminal association, Police brutality, Build trust with community and lower income neighborhoods, SAPD community relationships, Treat public respectfully, Lack of trust in police, Problematic collaboration between police and ICE that create fear and mistrust between community and police security (shift changes are well known), Youth prevention, intervention and support (reduce number of youth in juvenile justice system), Schools lack proper security, Safety issues, Security for kids in schools, Expand the safety circle for students, Fights are breaking out, Need additional SAUSD and City cooperation, Stealing from schools because they do not close

4. **Concentration of homelessness:** Homelessness Citywide, Business owners having trouble with homeless, Too many in the City and they are becoming more aggressive, One senior was assaulted at a bus stop outside of the senior center, Homeless have begun to take our food and coffee, Started to attend our free events and take our food, Utilizing our recreation room to use as a restroom, Homeless are bathing in our restroom, We do not feel safe in our own apartments, Homeless drinking, Homeless in front of library begging, Children walk and bike on riverbeds and are exposed to drug use, verbal threats, etc.
5. **Reduce injuries and fatalities:** Traffic control, Street crosswalks need to be improved and flashing beacons at alley crossings, Safety issues with car racing, Number of hit and run accidents, Traffic light issues and accidents at Segerstrom Avenue and Spruce Street, Accidents also on Raitt Street & McFadden Avenue, Turning left and right, 10 to 15 accidents yearly, Street repaving, Illegal parking, Sidewalks need to be at level so seniors will not trip or get injured, Paving in front of senior center is uneven (senior #1 fell and broke a tooth, senior #2 broke a leg), Not enough senior center housing and the waitlist is of two years or longer, Frequent power outages (at least two per year), Natural disasters (earthquake, flood, etc.), When it rains streets are easily flooded
6. **Public drug use, graffiti, vandalism, and theft:** Crime, Drugs, Re-occurring pot shops, Illegal marijuana dispensaries on Ross and 17th Streets keep re-opening, Drug use, Guys into drugs end up sleeping in public parks and ask for money for drugs, Drugs in specific areas (Chestnut Avenue and Hazard Avenue), Smoking marijuana, Graffiti near Washington Square, Behavior out in public doesn't look good for neighborhoods- can the City limit these activities, Vandalism, Tagging, Litter, Public urination, Cleaner streets in general, Safety, Cleanliness, Tranquility, Burning tires, Crime, Car break-ins, Mail theft, Theft, Robberies, Crimes against landscaping, personal belongings and tools, Barking dogs, Fireworks, 1st Street bridge: noise issues at midnight, sound wall made it worse, Dumpster divers, Trash pickers



7. **Crime damages City brand:** Santa Ana may be safer than perceived, Feel safe and not afraid to walk at night; Neighborhood feels safe, Good Police Department service, Safe in our neighborhood, I can sit outside with my front door open without fear, Some people are afraid to come to our City due to gangs, drugs, crime, murder, and rape
8. **Established criminal activity:** Prostitution in general, Prostitution in and around 5th and Hazard Avenue, Harbor Boulevard by Westminster Avenue to Camile Place (used to be a police presence and activity decreased), 1st Street and Bristol Street near church – a lot of drugs and prostitution diminish attendance of the church, Church lot – kids can't play because of discarded syringes and condoms, Gangs near bike trails, Santiago Creek has issues with gangs, drugs, homeless, Riverbed crime including shootings, gangs, graffiti, Vandalism and graffiti in and around motels, Issues behind Food4Less include prostitution, stealing, gangs, drug activity, Graffiti in and around mobile park, Code conflict with safety on properties, Safety issues near Del Mar Apartments further worsened issues, Need more communication with the community in the decision making process related to safety
9. **Restore Police Department trust:** Scared to call the police, Fear and lack of respect for police, Abuse of police department, School police working with community intervention workers, Use positive motivation with police power and move away from suppressive use of tools and batons resulting in poor youth interactions, Pulling funds from the police department or at a bare minimum putting a cap on the current city budget for the police department, Santa Ana PD are more involved with community, Programs with police to help students, Police not cooperating with neighbors when they notify where crime is taking place, Neighbors are afraid to call Police Department or speak out, Gang activity results in racial profiling, Trust building with Police Department, Additional police, Scared to call police and leave personal information, Place cap on Police Department budget
10. **Existing police resources:** Police not being used efficiently, More visibility of police needed, Safety: need more policing, City is not utilizing police well, Police response time is too long, Better system to find who to call for complaints, More community involvement, Safety as a community, Safety in general: too many people living in certain areas, Not enough police, Safety and security, We need more cops driving around the center to feel safe, More cops equals more safety, Do not feel safe walking through the homeless to get to our homes, Need more officers patrolling, Graffiti, Crime control, Need more safety, Police force, Police Department overloaded- not enough, too busy, Police staffing, More police presence in neighborhood, There should not be many fire



arms, Families feel unsafe, Have more restroom security at the senior center as they do not feel safe, City took away the park rangers and now we do not feel safe, Have more security at the parks, Homeless have started selling drugs in the parks, Picnic tables outside of the senior center are used to sell drugs, Prostitution in the park, Car break-ins, Security, surveillance, community safety, and education on public safety, Educate children on how to properly cross the street, Adequate street lighting for community centers, Telephone scams for money, Improve safety for bus riders and bus stops, Insecurity with people in the neighborhood, Community-based policing, Homelessness, Like the process with taking care of homeless, Better enforcement with regards to homeless, No follow-up from City to residence with regards to homeless, Public relations for homeless issues, River bed needs to be maintained or policed

Health & Sustainability

- 1. Healthy food options:** Lack of access to healthy food sources resulting in high obesity rates, Access to healthy food options, Bring businesses such as Grocery Outlet, Food access, Education, Affordable options for healthy food, Open space (also part of youth), Games and programs to maintain good health, Urban agriculture, Urban gardens, Wellness center for women, Community centers developed on city owned vacant lots, Education of healthy alternatives, Too many vending trucks, Food trucks are not healthy- establish policy to limit unhealthy food and big chains, Healthy food
- 2. Sustainable buildings:** Sustainability through revitalization and reuse of existing buildings, Resolve existing issues such as water supply, Adjust building codes, New technologies, Incentives to include conservation measures, Grant partnerships, Opportunities for reuse of buildings and vacant sites, Revitalize all areas and downtown
- 3. Water resources:** Observe level of resources, Water in Santa Ana is clean and good, Santa Ana has award winning Water, Drinking water needs purification, How to accommodate water resources with increased density, Over population, Cost of water, Cost of lawns being watered, Unwatered lawns make houses look abandoned
- 4. Public infrastructure and utilities:** More power failures here than in other locations, Challenges with power, Clean and consistent, Storm water drainage problems in some areas, Include natural gas in transit and infrastructure, Power outages, Large installations to fit demand, Electricity and gas control, Illegal dumping on Susan Street and 1st Street alley



- 5. Quality healthcare:** Support healthcare enrollment (social) with City involvement, Public health issue resulting from people needs, Health care for all, Senior health care gaps, Healthcare expansion for selective services, Make the medical industry more sustainable, Need a clean environment to live in

Housing & Neighborhoods

- 1. Affordable housing:** Rent and utility bills increasing every year, Resident ownership of parks, Rent control, Rent control established by wage means, Federal housing subsidies, Percentage of state support, Spaces too expensive, Half affordable housing, No increase in rents (fixed prices), Affordable housing per household, \$1,145-\$1,600 a room for rent with utilities and up to \$2,000 a month, Barely enough money for rent and not food, Rent fees cause stabilization, Stable rents especially near Minnie Street and Evergreen Street, More information on rental control housing issue related to affordability and availability, Gentrification's impacts lead to increases in residential and commercial rents, Lack of rent control, Inadequate, Housing too expensive, Owner ups the rent, but no increase in income, Cap in effect immediately with no adjustment, Rents too expensive, Cost of living, Salary increase, Cheaper housing, Cost of homes, Economically affordable housing, Accessible homes for low income families (rent control), Rent control so only a single family can live in a home, Housing option for very low-income, Affordable housing as City priority, New teachers can't afford to live anywhere, Transit isn't cheap and expensive to move, Need more places to live and work, Staff housing from SAUSD, Still need to have mobility for more distance, Can't get from the school to other residential locations, More economical spaces to live in, Affordable housing not available, Rent control, No gentrification, First and last month expensive, Public assistance for housing, Lack of opportunity to get a home, Wait is too long to get a place, Wage increases, Long wait for subsidized and housing is expensive, How to give senior priorities, More senior housing, Now seven housing programs in Santa Ana
- 2. Strong sense of community:** People and neighbors, We know all of our neighbors, Strong and active neighborhood associations, Neighbors, Welcome new neighbor programs, City Council members should be more involved with neighborhood associations, Neighbors of all ages, Neighbors are active, Beautiful and organized neighborhoods which are active and involved, Friendly neighbors, Quiet, Present and future of neighborhood, All the neighbors watch out for one another, Active neighborhood association and staying informed, Connectivity with neighborhoods, No isolation, Communication with neighbors, Respect within community, Improving communities and neighborhoods, Neighbors and family, Communication between



neighbors, Enjoy collaboration with neighbors, Quiet and peaceful, Still the good side of town, Know all of your neighbors, Networking, Everyone talks to each other, Longtime residents, Friendly neighbors, Live near generally friendly and responsible neighbors and businesses, Quiet and safe as compared to other parts of the city, Participation of events such as dumpster days, Community is involved and participates, Proximity to open space, parks, churches, schools, Sense of community, Convenience and centrally located to stores and small businesses, Neighborhoods coming together, City is central to amenities, Friendly community which is family oriented, Residents are united, Quiet neighborhoods, Neighborhood Associations, City staff support

3. Deal with homelessness: Service delivery in Civic Center area to serve homeless, Homelessness citywide and in neighborhoods, Homeless at Civic Center, Tent City on the riverbed, Homeless go through trash, Civic center issues with homeless, Overcrowding near library, Homeless at Civic Center, Homeless issues citywide, Homeless near freeway off ramps such as 5 Freeway and 17th Street, Too much homeless, Invading public library, Unsafe for women and kids, Homeless numbers are increasing, Homeless in Civic Center, Housing and resources to give homeless options, Dangerous conditions, Resources so they can have options, Housing and homeless shelters, Homeless all over the city and brings crime everywhere, No place for homeless to wash and bathe, No facilities nor beds, Not use library, senior center or businesses, Jobs for homeless, Many homeless people in Santa Ana, Lack of access to resources, Going door to door asking for food, Severe problem for businesses as they scare potential customers, Don't go to the library because of homeless, Lack of access to resources, Inappropriate homeless activity in the senior center bathroom, Spreading from down town, Housing for homeless, No comprehensive plan for services and housing increasing, Trash scavengers, Homeless near 2nd and Pacific, Need more public safety presence in the area, Homelessness has increased, Homeless in the civic center, Down the bridges, On the river, Sober living homes are 80% out of state, Increase and need for supportive housing, Do we need sober living home standards including over concentration, Need homes and bathrooms, Half-way home needed near Santa Ana Boulevard between Bristol and Raitt Streets, Homeless at Civic Center, Room and board facilities are without proper care, 2426 West La Verne Avenue, Mental issues, Proactive solutions on homeless

4. Established neighborhoods: Maintaining affluence in smaller neighborhoods, Washington Square initiatives to maintain single family living, Mansionization of homes, Single family residence, Protection of home values, Real estate value going up, Protect existing neighborhoods from new development, Urbanization, Craftsman style homes, Mostly single family homes in Heninger Park (SD-40), Pride in each neighborhood, Most



beautiful yard and neighborhood, Well-maintained yards, Good neighbors and security, People care about their homes, Maintenance, Well maintained homes, Pride of ownership, We love nextdoor.com, Homeowners Associations, Neighborhood outreach, Lack of participation from neighbors, Involvement of smaller neighborhoods, Neighborhood Associations that keep people informed and involved, United communities, 4th Street and street fairs, I like that we have meetings within the neighborhood, We know the neighbors, Meetings are held and communication between neighbors, It's calm, Neighborhood associations, Need more unity and participation among neighbors, Too big, Lack of participation from Council members, Neighborhood identification results in unity, Vacant properties Attracting 1st time buyers, Family sized affordable homes, Neighbors coming together attracting young home buyers

5. Variety of housing: Variety of homes, Old buildings and new things, Neighbors care about past, Diverse neighborhoods, How to reach out to the needs of predicted development, What uses are needed, What is the needed type of infrastructure, More housing for mixed income, Housing ranges and choices, Encourage mixed-use, All ages in community development, Age restrictions can impact economic development, Distribute affordable housing through mix of affordable and middle income, 2nd units unaffordable, More choices in homes such as townhomes, Market rate housing, Downtown has no hotel, Rezoning predictability, Housing Questions, Consider, Sizing of housing, Units are too small, Must consider the results of increased housing, What is going to be the cost, Will it be industrial land conversion, Increasing unit size for larger families, In 20 years families and parents want to prepare to live peacefully with dignity to health cost, Lack of residential internet for residents of mixed used, Veterans housing, Prop 45, Senior housing closing and less support for senior housing, More units available and how much is charged, More programs for housing and seniors, Senior housing for seniors, families, etc., Affordable housing for seniors, No government help to pay rent and food, A lot of seniors live in mobile parks as they don't have a lot of options for food, Living on the street, Committee of owners is not present and lacking, Communication with owners and residents, Intimidation by owners, Lack of communication by management, Sense of community in mobile home parks, Ability to purchase mobile homes, Stability through finance, Option to buy comes with rental fees, Poor management in mobile home parks, Education of mobile home owners of their rights, There needs to be better communication with the owner and manager, Education and training to provide better housing opportunities, Buy mobile home spaces on vacant properties, Preserving mobile home parks, Maintaining housing in Industrial areas

6. Overcrowding: Overcrowding, Illegal additions, Garage conversions result in parking impacts, Riverbed near Saddleback has issues with overcrowding, Density in housing



units is affecting the ability of youth to learn, Density is a problem, Solution is affordable housing, Shortage of affordable housing, Reduce density and crime vandalism issues, Higher density housing, High density housing, Density promotes most issues that residents are dealing with, Overcrowding, Many people in the houses drive, Too many cars, Issue with overcrowding causes parking issues, Decreased standards of living due to overcrowding, High density housing developments, Expensive housing results in overcrowding, Amount of people living in one house, Apartment buildings decaying and degrading, Slumlords, More families in a mobile home (over six people), Use infrastructure to address density, Lack of homes and many people living in small places, Lack of housing and too expensive, Quality of life, Parking is impossible and a result of density, Multiple families in houses, Affordable housing options as six or seven families living in one apartment, Address issues, City needs to figure out alternative solutions, There are issues with the number of renters, Lack of property maintenance, Trash, Lost sense of community because of number of residents, Illegal 2nd units, Get rid of granny flats, City proposal for granny flats will increase crime, No more second dwelling units which add to overcrowding and high density problems, 2nd Dwelling units and granny flat ordinance, Granny flats, High number of renters, Multiple families rent rooms, Moving all the time, No stability, Less rental homes such as granny flats, People buy houses then just rent them to other people that cause drug situations, Rentals need to be regulated, Slumlords taking advantage

- 7. Code enforcement:** Maintain livable housing units with code compliance and enforcement, Heaters and hot water, Decreasing quality of life, For cause evictions, Protect wage standards and keep wages up to standards of living, Investing to improve poor housing, Numerous neighborhoods not being reinvested and neglected neighborhoods, Dumping Ground with furniture and beds, Downtown is getting all of the updates while other neighborhoods gets neglected, Pot holes, Lack of infrastructure for outlying neighborhoods: out of sight, out of mind, Code enforcement fire hazards, Families end up moving, Police force (Commander Gominski), Friendliness, Neighborhood watch, COP programs with Police Department involvement, Turned into illegal medical marijuana dispensaries, Turned into nude clubs, Unlicensed homes, Conversion of garages, Illegal occupancies, City continues investigating complaints that people report, Lack of landscape maintenance, Utilities cause individual reports to encourage savings and efficiency

- 8. Pro-active code enforcement:** Side street enforcement, Need active code enforcement for residential and businesses, No more granny flats, Lack of code enforcement, Budget cuts means loss of code enforcement officers and higher positions who back inspectors, Property maintenance, Slumlord enforcement and sub-standard of



living, Enforcement improvements towards of quality of life to existing units, Having more meetings with our managers, Apartment managers are not trained, Neighbors call against other neighbors for revenge, There has been an increase in dumping, trash, The City needs more code enforcement, Pro-active enforcement, Periodic inspections are needed to force improvements for apartment livability, Neighborhood retaliation, Code enforcement issues and violations, House maintenance issues, Use online app, Code-enforcement and VIP program (1st or 2nd reporting), Lack of follow-up from code-enforcement for parking issues, Illegal garage sales, Signs left on poles, Code-enforcement being cut first, Employers should be more effective in maintenance, More inspections and fines, Trash bins are left out, Lack of enforcement, Cleaner streets, Surrounded by apartment complexes near Raitt Street and McFadden Avenue, Food trucks near Raitt Street and McFadden Avenue, Street improvements, Cost burden on dumpsters, Cleanliness and general cleaning of the streets, There is trash left behind after city repairs near Raitt Street & Wisteria Place - they don't clean up, Small side streets people park on and throw trash, do drugs, Someone filled a bottle of urine and threw it into someone's front yard, Windsor Village, Memorial Park, Noise resulting from music and parties lasting until 3am, Unregulated noise pollution coming from businesses and construction, Train whistles at 2:00-3:00 am while Orange has signs for no horns between 10:00 pm – 8:00 am, Night time loitering at nearby taquerias open 24 hours on Edinger Avenue to 1st Street off Bristol Street, Too many loose dogs on the streets, A lot of dogs in neighborhood without leashes, People are not cleaning up after them, Animal services and education partnership opportunities

Human Services & Social Justice

- 1. Increase community participation:** Lack of accountability and transparency by the City (i.e. 5-yr strategic plan), Need more of an update on proposed projects, Citywide election policy change to districts, How to get voting's out – apathy, Eliminating corruption in Santa Ana City government, More inclusive public policy decision making, Communication with City employees, Who do I call, Clearer ordinances, Everyone interprets differently, City projects, Lack of information, Being informed, City communication and better ways of exchanging communication, E-mails, Business newsletter, Ombudsman, Example of problem areas are Grand Avenue, Santa Ana Boulevard, Bristol Street and Harbor Boulevard, East 1st Street), City website interactive map, Activities and newsletter should be printed and added to website), Responsive city government, City Council seems to be disconnected to neighborhoods, Impact to neighbors when new projects start, Lack of communication with the people and the City, Not being able to reach out to Vietnamese, Sub-par customer service from City staff, Collaboration between City departments to provide services more efficiently, Better



advertisement of cultural events and festivals, Elected officials are out of touch, Need to reconnect with citizens they are supposed to represent, More community meetings, Adequate over-sight, Undocumented persons should integrate their voice into politics and voice their opinions but they fear being deported, Priorities aren't focused on improving conditions for people living in Santa Ana and improvements are not equitable, Uneven distribution of public resources: all downtown, Continue to allow for "certainty" through specific plans and land use plans such as the Harbor Corridor Plan, Lower risk, Difficult to work with Planning desk, Not business friendly, No voice in neighborhood changes, Historical inequalities including poverty and racism, Address differential treatment of residences based on their class or race or special needs, Racism (10+ years)

- 2. Community strengths:** Latinos are being educated and receiving their citizenship, Unity and coming together with the City and non-profits, Teamwork approach at getting things done, Non-profits are enhancing quality of life of the residents, People taking more pride in their city, People are invested in the City, Potential in the City, City staff, People really care in Santa Ana, Graffiti task force is fast, We have an attitude and willingness to improve, Community engagement, Opportunities to voice our concerns, The fact that we, as a city, have an attitude of willingness to improve our neighborhoods- most residents and city officials, Programs for education, culture, community building, etc., Some community members are invested, Awesome associations, Take it to the next level, City workers are responsive (graffiti hotline), Skilled work force, Math and science

Mobility

- 1. Lack of Parking:** Parking requirement and intrusions in neighborhoods, On-street parking policies, Lack of parking, Garages being used for storage, Parking on street, Parking issues, A lot of cars in and outside of mobile home park, Parking and overcrowding – too many cars and people, It is getting worse, Investors do not care, Parking at Bristol Street for us of open space, Side street parking enforcement, Parking issues starting Friday evening through Monday morning- SAPD, Parking problems in neighborhoods, In Willard area City changed parking by adding more red curbs, parking problems worsened, Parking issues citywide result from overcrowding, Permit parking has made minor improvements, Illegal parking issues based on enforcement, Requirements to activate permit parking, Parking intrusion into neighborhoods, Street parking restrictions overnight, Lawn parking, Not enough parking, Save parking spaces with chairs and tables, Permit parking difficult to establish, Parking restrictions, No spaces because of overcrowding of inoperable vehicles, No parking near high density



homes leads to overcrowding, Parking issues, People are parking on street corners and other cars can't see around them to turn safely into the street, People rent out their houses, Parking issues because of overcrowding and density, Permit parking has helped the parking issue, Parking not being provided in sufficient amount for new developments, More free parking in downtown, Overflow parking from condos direct result of condos being overcrowded, Domino effect from permit parking, Too restrictive to the residence, No parking on public streets, Mixed activities, Parking on corners illegally, Trash cans and chairs used to save parking spots in neighborhood, Overcrowding, Parking issues, Parking permits, Cost for parking permit is excessive and should consider free permits to residence, People from other streets parking where they don't live, More parking spaces, Extra parking, Bristol Street widening near Washington Square and Santa Ana College constructing parking structure which does not compliment intersection, Food Trucks are parking permanently from 9:00 am-10:00 pm all day, Injunctions on food trucks, Fights over parking, Gangs restrict where you can park, Street parking chaotic, Parking near 17th Street is a big issue, Not enough parking for apartment residences, Park in other neighborhoods, Commercial vehicles in public streets, Short term rentals, Landscape, housing, and parking

- 2. Safety of pedestrians and bicyclists:** Safety for children to walk to school in traffic, High traffic speed limits, Jaywalkers, Safety on street, Comfortable in community, Safety of sidewalks, Repairs, Not enough patrol or surveillance, Kids don't pay attention to traffic and get hit, Safety needed to educate drivers and enforce pedestrian respect, Street safety related to crossing streets, More signs, More time to cross at signals, Pedestrian safety through crosswalks, education on proper safety, and infrastructure, Safety for pedestrians, Pedestrian accidents, Bike and pedestrian safety, Streets currently unsafe, Traffic safety for seniors near downtown senior center, Accident on McFadden Avenue, Pedestrian and bike safety, Cars don't respect pedestrians near Shelton Avenue & Center Street and Diamond School, Cars drive faster than legal speed limit, Traffic Safety due to cars driving too fast on streets and not safe for people to walk, Pedestrian and car safety, Pedestrian and children safety through more police to enforce driving laws, Crossing lights and signals, More street lights and more security and police officers, Four-way stops, Crosswalk light signal for seniors and disabled people, Traffic speeds are too fast and not safe for pedestrians and drivers, Safe public transportation

- 3. Improve the transportation system:** Lighting synchronization on Bristol Street, Sidewalk maintenance and existing right of way width results in unsafe conditions for disabled, Maintenance in general regarding streets, Concerned with the re-pavement of sections in our neighborhood and sidewalks throughout the City, Traffic light



synchronization, Handicap ramps at intersections, More street benches, Traffic signal synchronization, Car accidents happen where lighting is scarce such as 1st and Ross Streets, Streets and sidewalks are safer with better lighting, Streets look better and repaved, Lower speed limits, Wider streets and better lighting on some streets, Synchronize traffic lights, Traffic issues because of widening Warner Avenue, Street conditions and disrepair, Streets need to be repaved and resurfaced, Slurry seal more often along North Bristol Street, above 17th Street by Target, Floral Park, North Flower St and 17th Street light too slow, Requested of residents to discourage cut through traffic, Not fair, Lack of code-enforcement, Street sweeping doesn't do anything, Doesn't clean, Street repairs, Street cleaning, Parking and driving near Euclid and Edinger, No left turn allowed, Left turn lights too short for speed limit, Only 1 lane to enter freeway, Closed off streets

4. Walkability and active transportation: Walkability on sidewalks, Walkability, Comfortable, Farmers market walking distance, Nearby stores, Walkability to stores, work, centers for seniors, Proximity to amenities, Walkability to services such as church, post office, and groceries, Flat road and bicycle facilities are easy to figure out, More bike trails, Bicycle lanes not enough, Traffic safety issues east on Segerstrom Avenue and Bristol Street, Bike lanes needed near Bishop and Willits, Bike friendly and potential for becoming most bike friendly city, Bike trails and lanes, Bike trail, Opportunities to ride bikes, Bicyclists need separated bike lanes on Edinger, Bicycle traffic ends and has no connection to other places, Lights on bike trail, General improvements, Bike trail at Chestnut ends, Disconnection of bike trail to downtown and train station, More bike racks or bike containers, Lack of bike lanes and safe infrastructure, Parks and open space for active transportation and bike friendly places, Downtown living, Need traffic circle or crossing lane for pedestrians near Memory Lane and Westwood Avenue

5. Additional transit: Public transit, Santa Ana train station; Train station accessibility and convenience although pricey, School buses create traffic backup, Lack of public transportation or light rail, Transportation for the elderly, Transportation within the community and City, Buses- specifically Latino owned are being pushed out, Public transportation has long wait periods and difficult for seniors, More shelters at bus stations, More shuttles as seniors are not comfortable on bus, More money towards "Senior-On-the-Go" program used for expanded hours and services, Public transportation, More bus stops, Improved routes, Improved transportation for seniors of Santa Ana, Transportation, East-west on 17th Street "express bus," Need senior transportation, Public transportation and public transit, Traffic safety and public transit, Light rail, Trolley connecting old to the new, Future street car, Public transportation options, Proposed street car, Bus access to Wilshire Square, Street car: connecting the



City access to freeways, Centrally located to highways, Proximity to airports such as LAX and John Wayne, Close proximity to everything such as airport and college, Proximity of schools, Connectivity to freeways, Convenience near uses and variety of shopping, Close to museum, Access to freeways, Centrally located to highways, Proximity to airports, Close proximity to everything, Proximity to schools, Train crossing at 4th Street

- 6. High speed traffic and congestion:** Cut-through traffic, Traffic areas of concern are North Flower and 17th Street, Taking alternate streets, Lack of traffic enforcement, Too much traffic during peak hour, Accidents resulting from disobeying traffic laws, Increased traffic with new projects, A lot of traffic near Greenville and St. Andrew, A lot of traffic on Sullivan, People don't respect street signs or traffic lights, Traffic flow, Traffic on Santa Ana Boulevard and Citywide morning high accident rate, Flow of traffic improvements, Fast traffic cutting through residences to get to Orange, Do not widen streets in response to people cutting through residences, High speed vehicles caused by illegal activities such as drugs and prostitution, Block streets on Hazard Avenue and Harbor Boulevard, Use other streets to get to the main streets, Traffic does not follow the direction of other traffic, No respect for rules or signs, fences, or curbs, Police just watch people cause vehicular offenses and does not regulate or enforce, Monitoring of traffic in school zones, Lack of traffic enforcement

Visual Character & Design

- 1. Architectural heritage:** Love the neighborhood and architecture, Love the homes, Architectural diversity, Old and new architecture, very unique, downtown contains architectural variety, Old city hall, Old pacific substation, Historic buildings, Architecture and design should be compatible with existing community, Residential and commercial, Car washes on Tustin Avenue did a better quality project, Cultural architecture, Not like Irvine, Sense of history with historic buildings, Not cookie cutter, Architecture of old historic homes, Beautiful churches, Old court house, Central location, Old buildings, Historical buildings in Downtown, Homes and architecture are interesting, Pretty neighborhoods, Sense of place, Different parts of the city look different, It's easy to know where you are based on the different looks, Pacific Electric Rail remnant on Chestnut, History, Downtown Santa Ana looks nice: hipster bars, History and giving back, Small town feel, Diversity, Only downtown in Orange County, Church at Yost or Downtown
- 2. Maintain City streetscape:** City needs to maintain infrastructure such as streets, curbs, public services, Resource programs to fix and help homes, Trash in the streets, Civic Center Street contains long dirt sidewalks with weeds, Can these be fixed or filled



with cement, Cell towers need to be aesthetically pleasing, Mail boxes removed by postal service, Water doesn't drain properly stays stuck on streets, They are removing trash bins at bus stops, Trash being left on the ground and in gutters

- 3. Maintain well designed private property:** Neighborhood homes not maintained well, Exterior improvements of properties with improvements to environmental design especially in areas with apartments, Unattractive storefronts, Unattractive and attractive, Impact of corporate retail moving in, Signage and displays, Inconsistent architecture in new developments throughout the Riverview West neighborhood, Cell towers create visible eye sore, Front yards are pigsties, Visual blight on 17th and First Streets
- 4. Graffiti and trash:** Good response time for graffiti removal within 24 hours, Graffiti on alleys and elementary schools such as Russell School, Graffiti in neighborhoods and along the river bed; Graffiti throughout the City, Graffiti from gangs, People dumping stuff from out of town and it sits there for a few days before someone takes it, Dumping ground for stolen cars, A lot of trash being thrown on lawns such as couches, Cleanliness
- 5. Trees and greenscape:** Trees are massive and provide shade; Trees, Nature, Bushes and flowers planted along streets are aesthetically pleasing, Greener areas, Poor street tree choices, Trim trees, Tree roots are going through sidewalks, Plant more trees on main streets, Mature and large trees, Tree replacement in parkways, Maintenance of trees, Replacement of dead trees, Old fashioned neighborhood feel, Mature, beautiful trees, Tree-lined streets, Tree lining of streets, Greenery, Tree maintenance

Youth Development

- 1. After-school programs for youth:** Needs assessment for after school service necessary, Lack of sports and recreation opportunities for youth that can't afford private teams, Nearly all sports in Santa Ana are private, Lack of youth programming, Age restrictions are creating problems, In partnership with non-profits, City and school district, There is a lack of after school community-based programming for K-12, Need to increase capacity of existing service providers, Lack of youth activities such as skate parks, bowling alleys, On board programs for youth, Access to youth programs, Youth enrichment, Not enough programs for youth or recreational centers to keep kids out of trouble, Kids are going to other cities for activities and programs like Mile Square Park in Fountain Valley and in Irvine, Financial burden due to lack of money from parents to use for kids to participate in activities, Need funding for materials, programs, sports, and jobs, Divest money for more hand ball courts, Door to door outreach and increase



capacity to work with community organizations such as Xinachtli and Jovenes Nobles, City invest more in youth opportunity building, More resources to stimulate kids and motivate them, Young talent, Strong youth involvement, Transparency in budget better user interface

- 2. Quality education:** Access education on process, Expanding learning centers and library partnerships with schools, Role in expansion of K-12 partnerships, Education and quality of teachers, Difficulty for non-English speaking students resulting in why some perform better than others, Lottery, Need to find out "best practices" for success, Quality of education and health in the education system, Education 1st, Keep kids in school to lower dropout rate, Dropout rates cause concern, Focus on keeping kids in school, Quality of education, Santa Ana schools are always lower ranked, Need more technology in homes for students
- 3. Job training and career development:** Jobs for youth, Intern programs for students, Job skills and training, Work with local businesses (For example, San Francisco operated by city staff, Irvine programming by community), Kinship circles, Groups, Job placement and career path programs and facilities, Interview, computer, technological skills, Youth programs to push towards workforce development and teach skills needed to succeed, Internships, Workforce with educational needs, Preparation for college and technical schools, Training, Vocation training in high school, Need effective programs, Current programs not utilized, Start trade training in school (kindergarten to community college) to prepare for jobs, Young population can utilize high school as trade training opportunity
- 4. Special needs populations:** Lack of support and services for youth with severe mental health needs, Resources and information for special needs and those with learning disabilities, Re-entry support options, Successful re-entry integration, Identify mental health challenges, More police patrolling the schools, Protect youth, Kids using drugs from or part of gangs, Allow for high school moms to participate in other community activities, Health fairs in neighborhoods such as Townsend and Madison, More child care centers to allow for parents (moms) to participate in meetings and activities, Transformative space and funding resources



YOUTH OUTREACH

The General Plan Youth Outreach Team worked throughout the summer of 2016 to create and implement a youth-specific outreach strategy. Santa Ana youth from the Youth Empowerment Network, City of Santa Ana Youth Commission, Santa Ana Public Library, and Nicolas Academic Center participated in a series of brainstorming sessions and strategy meetings. They provided staff with an outline of what they wanted as part of a comprehensive youth outreach effort. These youth wanted to ensure that three specific strategies were utilized:

- 1. Easy to Understand:** Create an educational tool to show youth what a general plan is and how it directly impacts them.
- 2. Use of Social Media:** Develop a social media presence and use a hashtag to promote the Santa Ana General Plan update.
- 3. Local Events with Youth:** Increase public awareness with either one large youth event or a series of pop-ups at locations where youth would be present.



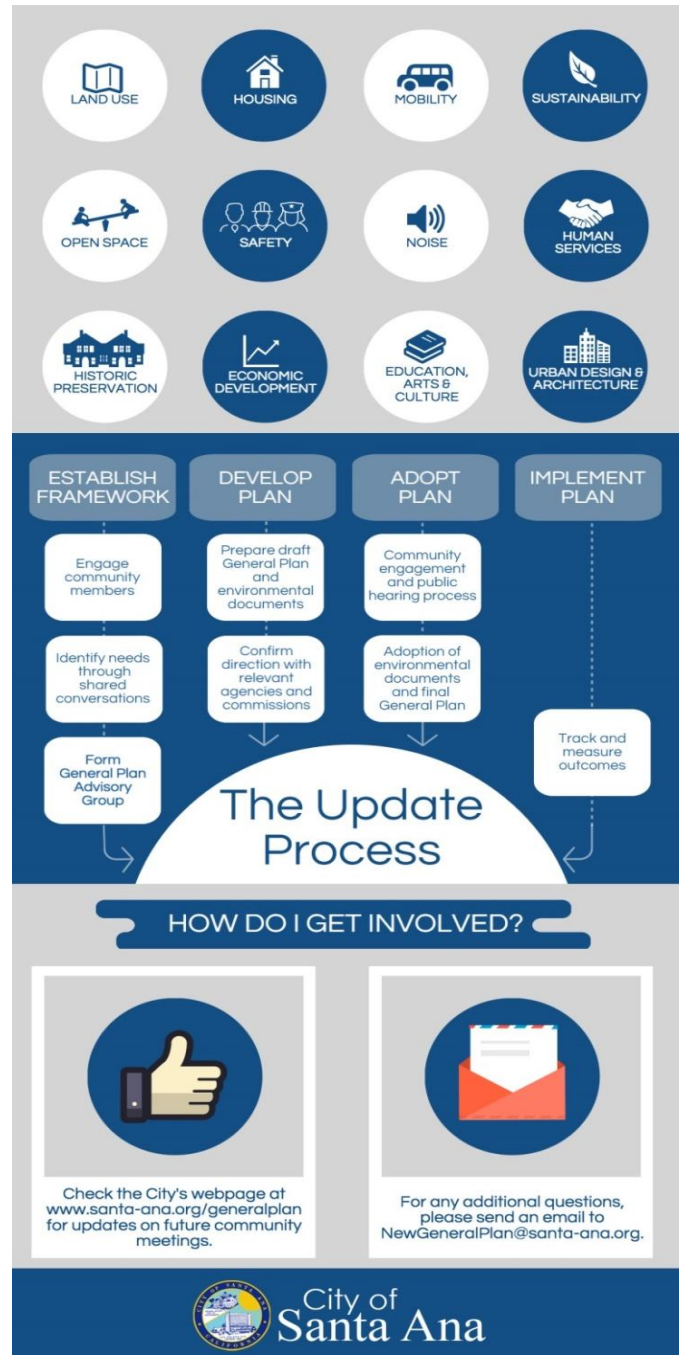
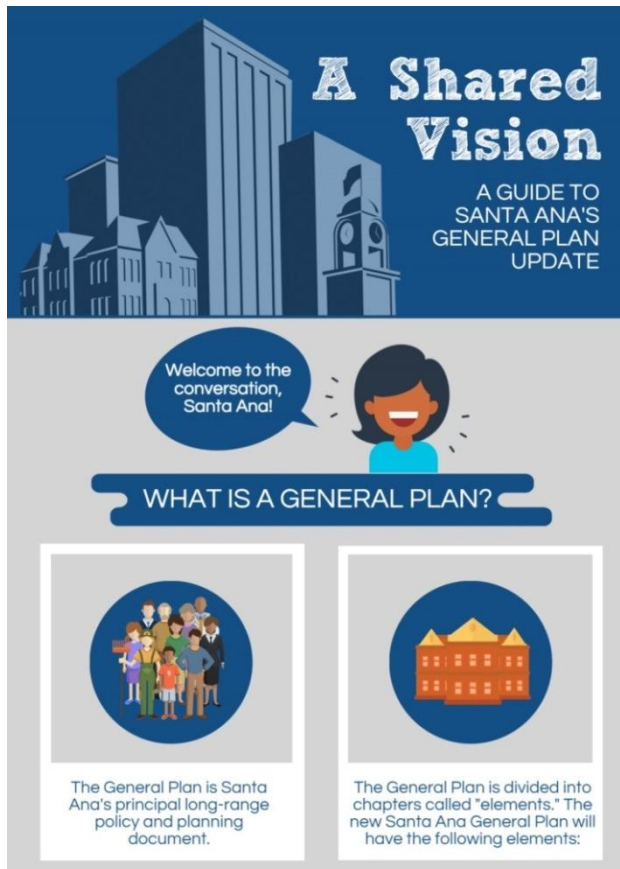


Youth at the subsequent sessions provided feedback on the initial drafts of the Santa Ana General Plan *Welcome to the Conversation* video. They worked closely with the General Plan Youth Outreach Team to initiate the following projects resulting from the suggestions put forward by during the initial youth brainstorming sessions:

Strategy 1: Easy to Understand

Solution: Infographic

An infographic with a step by step explanation of the General Plan was developed, reviewed, and shared with youth. The tool was used to explain the overall update process work and encouraged further youth participation. This visual representation of the process also enabled youth volunteers to educate other members of the public during a series of pop-up presentations.

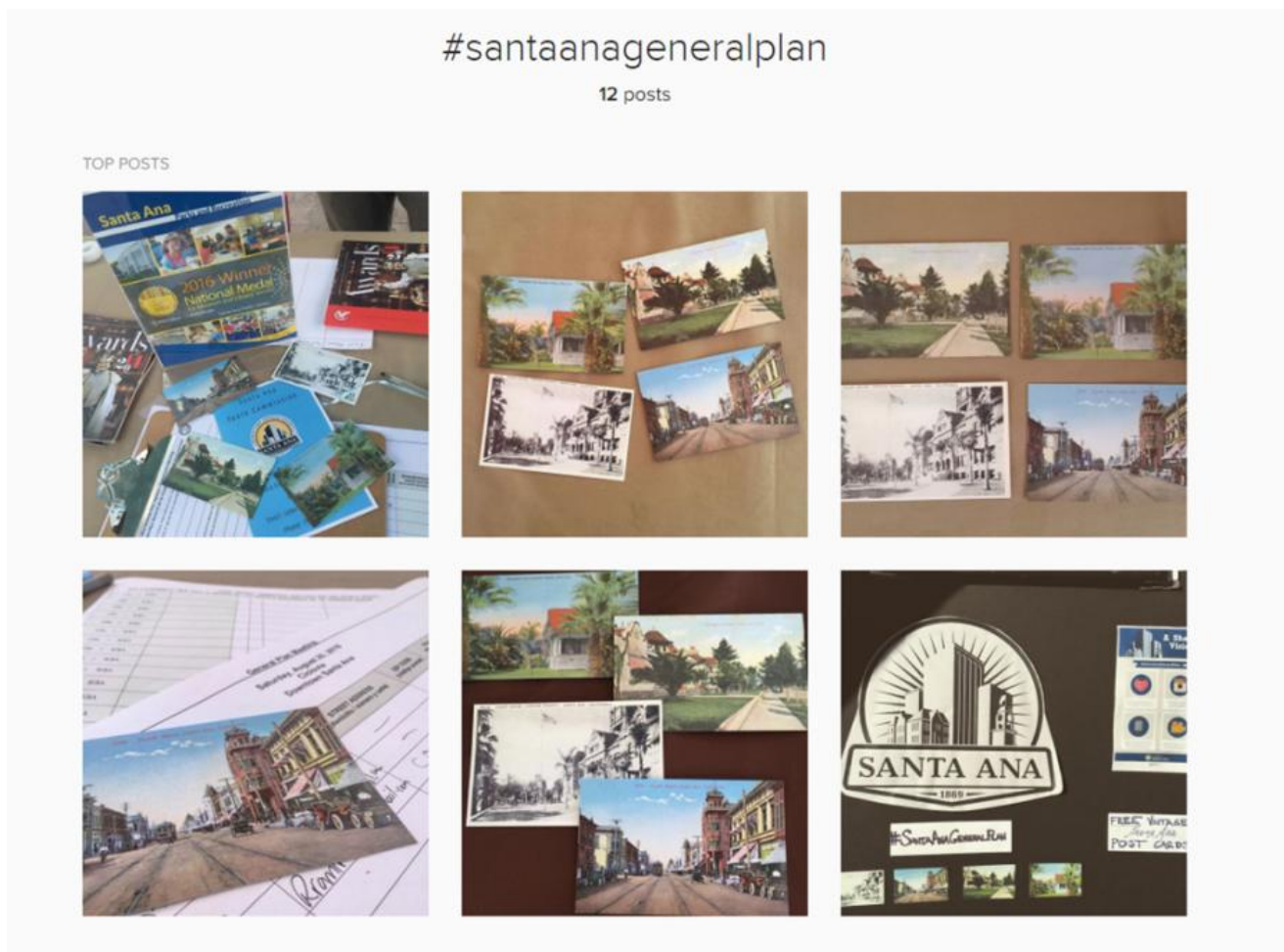




Strategy 2: Use of Social Media

Solution: Hashtag Promotion- #SantaAnaGeneralPlan

The Youth Outreach Team adopted the hashtag #SantaAnaGeneralPlan after testing different variations and requesting suggestions from youth volunteers. This was followed up with the 'post for a postcard' campaign in which participants were encouraged to 'post' about the Santa Ana General Plan in exchange for a set of historic Santa Ana postcards.





Strategy 3: Local Events with Youth

Solution: Youth Focused Meetings, Brainstorming and Pop-up Events

This summer outreach was concluded on Friday September 16th with a summary presentation to the Santa Ana Youth Commission. A grand total of 20 youth focused meetings, brainstorming sessions, and pop-ups resulted in 162 additional surveys and 80 contact sheet sign-ups.



CONCLUSION/NEXT STEPS

This Executive Summary includes the comments and conversations with the community regarding the General Plan Update. Staff will continue to engage the community in order to ensure that the new Santa Ana General Plan is a genuine reflection of the community's vision, interests, and priorities. The City will continue this commitment to ensure that all age groups, especially the City's large youth population are included in this ongoing outreach effort.

The next step in the General Plan Update process will be to share the Executive Summary information with the general public, Planning Commission, and City Council. Areas with competing interest and needs within the community will be identified and discussed at a General Plan Community Event to discuss "tradeoff" between policy options. In addition, a General Plan Advisory Committee will be created to work with City staff to continue to be the voice of the community in the formation of new General Plan goals, policies, action plans and tools to measure progress.