

SANTA ANA DOWNTOWN/TRANSIT ZONE COMPLETE STREET PLAN COMMUNITY ADVISORY COMMITTEE (CAC) MEETING NO. 1

MEETING MINUTES, AUGUST 28, 2014

Prepared by KTU+A and Katherine Padilla & Associates (KPA)



September 10, 2014

INTRODUCTIONS

Project Team Members in attendance: Melanie McCann and Zed Kekula (City of Santa Ana); Joe Punsalan, Mike Singleton, Alison Moss (KTU+A); Sam Gennawey, Cindy Suh (KPA); Min Zhou (KOA).

Members of the CAC were asked to introduce themselves, describe the organization they represent, and to outline their expectations for the project and process:

Nancy Mejia (Latino Health Access) - expectation:

- Complete streets; City is built for cars, but needs to be built for people.

Jessica Mears (Santa Ana Unified School District) - expectation:

- Wants to see things come together.

Ana Urzua (Santa Ana Building Healthy Communities) - expectation:

- Interested in making cycling more safe and comfortable to the many (cycling-dependent) who are currently riding.

Joel Hurly (Logan assoc. president) - expectation:

- Very protective of the community;
- Construction of the freeway cost many people their homes;
- Expansion of the freeway cost even more homes.

Sam Romero (Logan neighbor; Santa Ana business council) - expectation:

- Similarly protective of the community and lost homes in the neighborhood in the past: concerned about the impacts of new development on the neighborhood.
- Mr. Romero indicated that they used to always walk all across town, but that the volume and speed of traffic is a big problem now.

Ron Ono (Administrative Manager, Parks & Rec) - expectation:

- Helped to build the 1st (pacific electric) bike trail. Parks and rec would like to see the golden loop completed.

Zed Kekula (Engineer, Public Works) – expectation:

- Very interested in improving safety, gathering community input, and implementing the plan.

Gaby Lomeli (longtime Santa Ana resident; Public Works specialist) – expectation:

- Connect commuters to the downtown.

Melanie McCann (Planning Division) - expectation:

- Resident of Santa Ana, wants to strengthen the connection between downtown and residential areas;
- Particularly interested in making improving aesthetic qualities of Santa Ana; when walking, often thinks “this could be more beautiful.”

Amy Buch (Health Care Agency) - expectation:

- Health and safety;
- There are already many walking and riding bikes;
- We need to improve their safety.

Leigh Eisen (Downtown Liason, between the city and downtown) - expectation:

- Placemaking initiatives are important, as is the marketing of these efforts.
- Expectations include the desire to implement, doesn’t want something to sit on the shelf.

Mark Bell (SA Police Department, 26 years on the police force / 19 years in traffic enforcement) - expectation:

- Has observed a lot about mobility behaviors;
- Hopes to share some of this knowledge through the process.

Lynnete Guzman (KidWorks, youth organization that is very focused on Complete Streets) – expectation:

- KidWorks helped to conduct complete streets with IBI group for the circulation element;
- Hopes to involve her constituency in this effort.

COMMENTS DURING THE PRESENTATION

The CAC members provided suggestions as to how the project team can design the Charrette event and how to engage the public to promote unity. Suggestions include:

- In the past, Santa Ana has done a good in conducting outreach efforts. **Ana Urzua** mentioned the following important elements;

“Notices should:”

- Be sent by direct mail
- Go out to both renters and owners
- Be sent to all within a 500’ radius (rather than the conventional 300’)
- Be available in English and Spanish

- **Sam:** Friday the 26th, 9:00 or 9:30. May be hard to get down here to start. Was done to include the business people. Start later.
- Language issue, the materials will be provided in Spanish- bilingual. Examples include flyers, press releases, workshop boards, and as-needed outreach materials. Vietnamese and Cambodian are two other languages becoming more prevalent in Santa Ana. May need to provide translation on the day of the event and on handouts.
- Translation equipment is available through Latino Health Access and the City.
- It was suggested that the name *charrette* is difficult for many to understand (given the past history of other charrette events). It was suggested that *public* or *community workshop* be used instead. Open House was thrown out as another alternative.
- **Nancy:** Who are you expecting to show up at each different event? Suggest that you make it later in the day.
- There was an interest in moving the “Public Workshops” to be later in the day: 90% of the area is working class and may not be able to meet early in the morning. This is particularly relevant for the Friday event; Saturday should not present a problem.
- KidWorks will help with the tours.
- There was a need to explain the purpose of these Public Workshops (and the events contained: walk and bike audits) to the CAC members so that the members can help in promoting Workshops to their constituents.
- Framing is important that it is not just biking or just about recreation. Many of the cyclists in Santa Ana are utilitarian cyclists.
- **CAC Members from the Logan Neighborhood** explained that this community is overplanned (“suffering from planning exhaustion”). They have participated in decades of planning efforts, but seen little positive outcome. They mentioned that Washington Street (residential) really suffers from speeding (“like a freeway”), but that they’ve not been able to get any traffic calming treatments.
- It will be important to get the *youth perspective* though prior to the Safe Routes to School (SRTS) survey. **Amy Buch** mentioned that through 90% of children in several Santa Ana schools (Willard, Garfield and Roosevelt) do walk to school (out of necessity), about 60% said they’d rather not due to safety concerns.
- **Melanie McCann** suggested that we integrate the following marketing message:
 - *Downtown is for everyone.* Though this is a project focusing on the Downtown Transit area, it has the potential to serve the entire community. Melanie suggested that the businesses might offer some kinds of incentives for people to come down and participate in the walk audits. **Leigh Eisen** stated that this would likely be possible.
- **Amy Buch** shared a tactic of the Healthy Communities Project to make workshops more equitable: provide headphones for all attendees, regardless of primary language. It was acknowledged it might be difficult to provide all necessary materials.

- It was suggested that the Walk and Bike tours should break out into many small groups so that a lot of ground can be covered.
- **Joe Punsalan** provided an introduction and demonstration of Crowdbrite, an online tool to be used at the 3-day Workshop.

VISION STATEMENTS EXERCISE

CAC members were asked to answer the following question: *“What do you see the ideal future condition being?”*

Lynette: Safe, convenient and well connected routes both within the downtown and throughout the community.

Christina: Constituents expect changes out of the process, they need to see something actually built. It was agreed that some communication from the project team (re: signs of progress and movement) would be helpful.

Mark: Would like to see something implemented in a relatively short period of time. A “relatively short period of time” would be about a year. If there were delays, but the project had not been forgotten, communications should make progress clear.

Leigh: Would like to see a Downtown that is clean, green and safe, one that invites people to come and linger, to socialize (even at night), enjoy and patronize businesses.

Amy: Comprehensive public education and campaign program needs to be a component of this. Would like to see campaigns focused on pedestrian, cyclist and motorist behavior.

Sam: Has spent 30 years trying to fix speeding problems in this community and in the Logan neighborhood, in particular (e.g. Washington St, E 3rd St). Business for 23 years, problems are getting worse, don't know which way to go, streets can be dangerous at night. Especially how traffic causes problems for the neighborhoods.

Jose: After all is done, turn Logan neighborhood into a safer place. Speed is a problem. Too close to the freeway, especially given driver behavior. I'd like to know how we can work with Caltrans to overcome barriers and actually implement projects that come out of this plan. We are often prevented from making improvements because of Caltrans' jurisdiction and standards.

Jessica: Take participation in this process seriously. Implementation is very important. The plan that gets presented for grants may be the most important part. Things that are feasible should be focused on, but if really important to the community, then maybe some changes in policies will be required. Folks at the table need to be ones that represent the public at large rather than representatives of special interest groups.

Nancy: Make this process as inclusive and accessible as possible. This project will directly impact Central SA residents, who are largely low-income residents. It will be important to get these members to attend. Make it clear that these improvements are intended to help them.

Ana: (Regarding examples of existing artistic, creative and progressive projects) Would love it if people visited Santa Ana, instead of Long Beach, to see examples of beautiful and progressive projects. Everyone always talks about Long Beach having great examples, so it would be great if Santa Ana was also a talked-about city with artistic, creative and progressive projects.

Gaby: Realistic timeframes is important to make sure that we don't oversell.

Zed: For the vision to be implementable, the solutions need to be safe, follow City policies, and be flexible enough to allow the community and the agencies a way to get a yes.

Ron: Is interested in attracting the 400-500 jurors that currently simply pass through Santa Ana. They don't see enough of the city; how do you get them into downtown to spend money? Would like to see strong connections between Civic Center and the Downtown. These are opportunities.

Zed: Thank you. This meeting was very important. We've received a lot of valuable input.

POST WORKSHOP NOTES

Nancy & Ana wanted to make sure it was known that others may need to be at the table on this committee. Very important to include youth (maybe through KidWorks), the general public and maybe from SACRED (Santa Ana Collaborative for Responsible Development). They would also like to know if other members can be added and also if they can't make a meeting, if they may send an alternate.

ACTION ITEMS

- KTU+A to produce draft meeting minutes, refined by KPA
- KTU+A to follow up with the City to address the about CAC questions.
- KTU+A to make improvements to the survey:
 - Survey needs to be available in hardcopy and digital formats (committee members are willing to help hand out hardcopies)
 - Survey should ask for an optional phone number
 - Better explain photos by adding captions
 - Offer a Spanish version of the survey