

A SHARED VISION

Santa Ana is a city that promotes the health and wellness of all residents, with a civic culture that actively embraces the power of diversity. Our city invests in resources that create economic opportunities for the next generation, and it is a community that celebrates our past while working together to create a sustainable future.

OUR CORE VALUES

H HEALTH

The people of Santa Ana value a physical environment that encourages healthy lifestyles, a planning process that ensures that health impacts are considered, and a community that actively pursues policies and practices that improve the health of our residents.

Eq Eq EQUITY

Our residents value taking all necessary steps to ensure equitable outcomes, expanding access to the tools and resources that residents need, and to balance competing interests in an open and democratic manner.

The value of equity that includes "EJ" in the upper corner indicates a policy related to environmental justice.



SUSTAINABILITY

Santa Ana values land use decisions that benefit future generations, plans for the impacts of climate change, and incorporates sustainable design practices at all levels of the planning process.



CULTURE

Our community values efforts that celebrate our differences as a source of strength, preserve and build upon existing cultural resources, and nurture a citywide culture of empowered residents.



EDUCATION

We are a city that values the creation of lifelong learners, the importance of opening up educational opportunities to all residents and investing in educational programs that advance our residents' economic wellbeing.



▲ Fiestas Patrias [cover photo]

On September 14 to 15, 2015, the City sponsored the 41st Annual Fiestas Patrias, celebrating Mexican Independence Day and Latin culture in the city. Thousands attended the free event and enjoyed two full days of top-level entertainment, delicious food, carnival rides and games, art and culture exhibits, and a variety of vendor booths. On Sunday, a parade for Fiestas Patrias (see image) made its way through the Downtown.



COMMUNITY

ELEMENT

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RELATED ITEMS UNDER SEPARATE COVER

ENVIRONMENTAL JUSTICE BACKGROUND AND ANALYSIS, OCTOBER 2021

EIR CHAPTERS: 5.4, CULTURAL RESOURCES; 5.14, PUBLIC SERVICES; 5.15, RECREATION; 5.17, TRIBAL CULTURAL RESOURCES

Volume 1 | COMMUNITY | MOBILITY | ECONOMIC PROSPERITY | PUBLIC SERVICES



DTSA 5K. People of all ages and abilities showed up to participate in the City's annual 5K fun run in downtown Santa Ana (2016 event shown here). After the 5K run, the streets remained closed for the start of the Ciclovia event, when everyone was invited to walk, run, or bike while stopping to visit local eateries, stores, and health and wellness booths.



COMMUNITY

The Community Element reinforces the City's values of recreation, culture, education, and health and wellness, and cultivates opportunities for improved quality of life for all residents. The goals and policies of this element can be made operational through partnerships with local agencies and organizations on facilities, activities, and events throughout Santa Ana.

This element works in tandem with other elements of the General Plan, such as the Open Space Element, which contains policies related to parks and recreation facilities.

INTRODUCTION

Building and maintaining an active and thriving community requires the careful cultivation and equitable distribution of diverse recreational, cultural, educational, and health and wellness events, facilities, and systems.

Santa Ana is home to a range of cultural amenities, community attractions, and public facilities, including the Downtown, Bowers Museum, Discovery Science Center, and the Santa Ana Zoo. Residents also enjoy access to Santa Ana College and local schools, parks, churches, and community centers. The City sponsors activities year-round, such as biking/running events, holiday parades, festivals, and other opportunities for exercise, social cohesion, and educational programming.

Community members take pride in celebrating diverse cultures and showcasing public art that reflects their heritage and identity. Throughout multiple stages of their lives, Santa Ana residents seek lifelong learning experiences and are continuously looking to take an active role to improve the quality of life in their neighborhoods and throughout the City.

Dozens of plans and programs implemented by the City and other agencies and organizations overlap with the goals and policies of the Community Element. One example is the Santa Ana Community Arts and Culture Master Plan, which established goals and strategies on topics including cultural equity, infrastructure for the arts, communitywide access, youth programming, and placemaking.



▲ Garfield Community Center

Through coalition building, the need for a community center in the Lacy neighborhood was met through a partnership between the City of Santa Ana and Santa Ana Unified School District. Garfield Community Center opened in 2014 as a joint-use facility that serves the surrounding Lacy neighborhood, Downtown, and the greater Santa Ana community.



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COMMUNITY CONSIDERATIONS

Through the community engagement process for this General Plan, participants identified numerous community-related considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths:

- Maintain a diverse culture and strong sense of community
- **▶ Leverage Downtown**
- Increase community participation

- Improve educational opportunities for youth
- **Expand senior services**
- Ensure equitable access to programs
- **▶** Promote healthy food options



▲ Santa Ana College

Over 36,000 area residents attend Santa Ana College, with the photo above showing the campus' central walkway and facilities. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers, and lifelong intellectual pursuits.

Photo courtesy of Santa Ana College



▲ Community Input

Residents expressed strong desires to maintain and enhance their quality of life through improved recreation, cultural, and educational programming during all phases of the General Plan preparation, including at events such as the 2018 Fiestas Patrias event (pictured above) and focused input such as the 2017 General Plan Advisory Group meetings.



POLICY FRAMEWORK

GOAL CM-1: Recreation and Culture

Provide opportunities for public and private recreation and cultural programs that meet the needs of Santa Ana's diverse population.

POLICY CM-1.1

ACCESS TO PROGRAMS

Provide and maintain access to recreational and cultural programs to serve residential areas. Prioritize the provision of programs for residents living within park deficient or environmental justice areas.



POLICY CM-1.2

COMMUNITY INPUT

Engage residents and community facility users with meaningful and effective participation to provide input and involve them in the decision-making process for community facility improvements and programming.



POLICY CM-1.3

EQUITABLE PROGRAMS

Encourage recreational and cultural programs and activities of local interest that are inclusive and affordable to all.



POLICY CM-1.4

SHARED USE

Expand community activities and programs provided through shared use or cooperative agreements at City facilities or partner sites.



POLICY CM-1.5

EQUITABLE RECREATIONAL SPACES

Promote the development and use of municipal buildings, indoor facilities, sports fields, and outdoor spaces for recreation that serve residents throughout the city,

with priority given to areas that are underserved and/or within environmental justice area boundaries.



POLICY CM-1.6

RECREATION ON PRIVATE PROPERTY

Promote the development and use of privately-owned recreation and entertainment facilities that help meet the needs of Santa Ana residents.



POLICY CM-1.7

CONNECTIONS TO FACILITIES

Support efforts to connect residents and visitors to local and regional cultural, educational, and natural environments.



POLICY CM-1.8

DEVELOPER INVOLVEMENT

Promote developer participation in the provision of community facilities to meet the recreational needs of residents.



POLICY CM-1.9

ART AND CULTURAL PROGRAMMING

Promote art and cultural programs of local interest to provide educational and cultural awareness opportunities.

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<< GOAL CM-1: RECREATION AND CULTURE

POLICY CM-1.10

COMMUNITY ATTRACTIONS

Incorporate placemaking elements and technology into existing and new parks and facilities to encourage use of public spaces, access to educational resources, and community-led activities.

POLICY CM-1.11

PROGRAM INCENTIVES

Incentivize use of privately owned property to promote recreation, health, wellness, and art and culture programs.













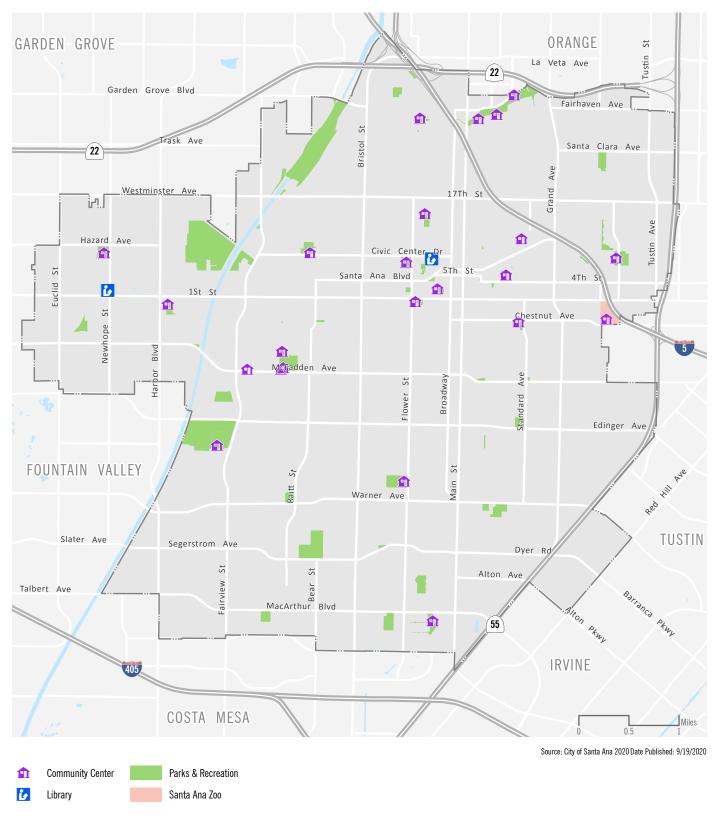
▲ Boca de Oro Festival

The Boca De Oro Festival of Literary Arts and Culture or "mouth of gold," curates diverse and evocative writers, poets, storytellers, and artists who present their work through literary readings, workshops, panel discussions, poetry slams, spoken word styles, and visual art experiences. An outgrowth of the monthly Art Walks, which started in the 1990s in collaboration with local artists, Boca de Oro is the result of community engagement with Santa Ana's small businesses through the Santa Ana Business Council in partnership with Santa Ana Unified School District, Santa Ana College, and the City of Santa Ana.

Photo courtesy of Downtown Inc.; poster illustration by Santa Ana illustrator and artist Barbie Godoy



ABOUT THE MAP. This map shows the number, type, and distribution of facilities designed for community gathering, recreation, and learning. Together with Figures CM-2 (Schools and School Districts) and OS-1 (Open Space), the map can identify areas that may be underserved or have limited access to community services and facilities. The City seeks to ensure an equitable distribution of access to these facilities for all Santa Ana residents.



GOAL CM-2: Education

Provide exceptional, accessible, and diverse educational programs and facilities to meet community needs.

POLICY CM-2.1

SUPPORTING ORGANIZATIONS

Collaborate with both private and public organizations that support early childhood education programs to optimize and expand service capacity.



POLICY CM-2.2

EDUCATIONAL FACILITIES CAPACITY

Partner with local school districts, nonprofit organizations, and other educational providers regarding land use and policy changes to ensure available educational facilities.



POLICY CM-2.3

PARTNERSHIPS WITH SCHOOLS

Strengthen partnerships with local schools to promote safe, supportive, and effective learning environments that foster school and community pride.



POLICY CM-2.4

PARENT PARTICIPATION

Support education, recreation programs, and after school activities that involve parent participation to increase high school graduation and college attendance rates.



POLICY CM-2.5

TRAINING OPPORTUNITIES

Promote and partner with local businesses, schools, and nonprofits offering education, job training, internship, and apprenticeship opportunities for Santa Ana youth and residents.



POLICY CM-2.6

EDUCATIONAL FUNDING

Enhance educational opportunities in the community by expanding and maintaining access to libraries, learning centers, and technology through innovative funding sources.



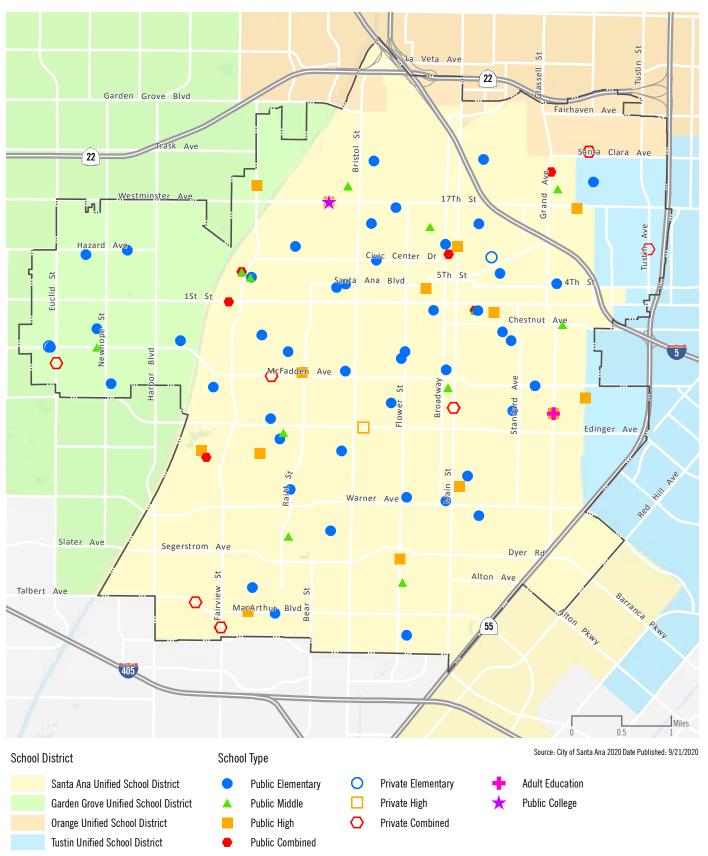
POLICY CM-2.7

LIFELONG LEARNING

Encourage lifelong learning beyond the traditional classroom environment by promoting lectures, learning circles, self-directed discussion groups, learning and skill-building activities, and other educational opportunities at local libraries, historical societies, cultural centers, recreation and community centers, and public spaces.



ABOUT THE MAP. This map shows the number, type, and distribution of public schools, the boundaries of the four school districts, Santa Ana College, and various private schools. The location of public schools and the decision to close existing or open new schools are determined by each school district based on the number of existing and projected students in a given area of the city.



GOAL CM-3: Active Living and Well-Being

Promote the health and wellness of all Santa Ana residents.

POLICY CM-3.1

SUPPORTING HEALTH SERVICES

Collaborate with and provide support to organizations engaged in improving public health and wellness, expanding access to affordable quality health care, and providing medical services for all segments of the community. Encourage greater emphasis on expanding or improving health services to underserved areas and populations.



POLICY CM-3.2

HEALTHY NEIGHBORHOODS

Continue to support the creation of healthy neighborhoods by addressing public safety, land use conflicts, hazardous soil contamination, incompatible uses, and maintaining building code standards.



POLICY CM-3.3

HEALTHY RESIDENTIAL PROGRAMS

Invest in programs and public improvements that educate residents about opportunities to increase their physical activity and improve their health, especially in environmental justice communities with higher risk of negative public health outcomes.



POLICY CM-3.4 SAFE MOBILITY

Promote the overall safety of multimodal streets by developing local and regional programs that educate and inform motorists of nonmotorized roadway users.



POLICY CM-3.5

COMMUNITY SPACES

Encourage positive community interactions and neighborhood pride to create secure communities and promote safe public spaces.



POLICY CM-3.6

HEALTHY OPTIONS

Promote access to affordable, fresh, and healthy food options citywide through efforts such as community gardens, culinary classes, and neighborhood farmers markets.



POLICY CM-3.7

ACTIVE LIFESTYLES

Support programs that promote sports, fitness, walking, biking and active lifestyles.



POLICY CM-3.8

UNDERUTILIZED SPACES

Repurpose underutilized spaces and City-owned vacant land as a strategy to improve community health and increase the number and accessibility of opportunities for health and recreation activities. Prioritize the redevelopment of such sites within environmental justice area boundaries and other areas underserved by parks and recreation opportunities.





<< GOAL CM-3: ACTIVE LIVING AND WELL-BEING

POLICY CM-3.9 PREVENTION

Coordinate with the County Health Care Agency to promote healthier communities through education, prevention, intervention programs, and other activities that address the root causes of health disparities and inequities in Santa Ana.



Explore the feasibility of establishing a City Public Health Department with a focus on enhancing local health care access and delivery of health services in the City.





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▲ Santa Ana Earth Day and Health Fest

The City of Santa Ana provides information and resources to live more sustainably and to enhance personal health, fitness, and active living through events like the 2011 Earth Day and Health Fest at Centennial Park.





RELATED GENERAL PLAN POLICIES

Each policy in the City of Santa Ana General Plan is listed under the most related goal and element. Some policies, however, also reinforce other goals housed in different elements.

To provide a more complete picture of all of the policies that support the goals of this element, Table CM-1 lists each Community goal in the far

left column and, in columns to the right, identifies related policy numbers from other elements.

Goal CM-2, for example, is supported not only by the policies in this element (CM-1.1 through CM-3.7), but by three policies in the Public Services Element and Policy OS-3.6 in the Open Space Element.

TABLE CM-1. RELATED GENERAL PLAN POLICIES

	Volume 1 Services & Infrastructure			Volume 2 Natural Environment				Volume 3 Built Environment				
Community Goals	СМ	М	EP	PS	CN	os	N	S	LU	HE	НР	UD
CM-1: Recreation and Culture Provide opportunities for public and private recreation and cultural programs that meet the needs of Santa Ana's diverse population.	Current Element	M-3.3 M-3.5	-	PS-1.3 PS-1.5	-	0S-1 0S-1.1 0S-1.2 0S-1.4 0S-1.10 0S-1.12 0S-2.1 0S-2.2 0S-2.3 0S-2.11 0S-2.12 0S-2.13 0S-2.14 0S-2.15	-	-	LU-2.3 LU-2.9 LU-3.10 LU-4.9	HE-3.4	-	-
CM-2: Education Provide exceptional, accessible, and diverse educational programs and facilities to meet community needs.	Current Element	-	-	PS-2.4 PS-2.5 PS-2.6	-	-	-	-	-	-	-	-
CM-3: Active Living and Well-being Promote the health and wellness of all Santa Ana residents.	Current Element	-	-	-	-	0S-1.6 0S-2.1 0S-2.2 0S-2.3 0S-2.6 0S-2.14	-	-	LU-3.9 LU-4.8	HE-1.3 HE-1.4	-	-

Notes:

CM: Community Element

M: Mobility Element

EP: Economic Prosperity Element

PS: Public Services Element

CN: Conservation Element

OS: Open Space Element

N: Noise Element

S: Safety Element

LU: Land Use Element

HE: Housing Element

HP: Historic Preservation Element

UD: Urban Design Element



IMPLEMENTATION

An implementation plan is a coordinated series of actions the City desires to take in the future that are intended to advance, over the long term, the City's Shared Vision, Core Values, and the General Plan goals and policies. An implementation plan is thus a follow-up measure for this element. Taken as a whole, these programs represent the City's best thinking today on what actions should be taken to address the considerations and concerns of the community and make sure that the plan's aspirations are achieved.

Implementation is in large part contingent on adequate funding. Many of these actions can be pursued through initiatives already underway.

Other programs will require additional resources. Therefore, the exact mix and timing of programs the City may pursue will in part be opportunity driven, dependent on the availability of funding, staffing, and other necessary resources. The Time Frame in the Implementation Table below is the target for completion of the Action.

This element may be implemented by amendments to existing plans, ordinances, development standards, and design guidelines; capital investments/projects; and interagency/interjurisdictional coordination. The following table identifies the implementation action, the responsible City agency, and targeted timeline for accomplishment.

TABLE CM-2. COMMUNITY ELEMENT IMPLEMENTATION

Ref#	Implementation Action	Agency / Time Frame
Goal CN populat	I-1: Provide opportunities for public and private recreation and cultural programs that meet the needs of Santa Ana ion.	's diverse
1.1 티	Engage EJ communities on recreation and cultural programs. Incorporate community stakeholders from environmental justice communities to form an Environmental Justice Action Committee to guide the identification of recreational and cultural programing needs and desires.	PRCSA/PBA 2023
1.2 ៩រ	Community conversation. Plan for and conduct a community survey every two years related to community health, pollution concerns, parks, community engagement, and community service needs, with focused outreach to environmental justice priority areas, utilizing various platforms, such as social media and school events, to encourage substantial survey participation.	CMO Every two Years
1.3 ខ	Collaboration. Develop intentional, strategic partnerships with public, private, and nonprofit entities to improve health outcomes by leveraging capacity, resources, and programs around mutually beneficial initiatives that promote health, equity, and sustainability in neighborhoods within environmental justice area boundaries. Develop a comprehensive partnership policy providing guidelines that can be used throughout the City organization.	PBA/PRCSA 2022-2024
1.4 🗉	Community coordination on underutilized spaces. Coordinate with community residents, property owners, and other stakeholders to identify vacant and potentially underutilized properties and strategize how such properties could be repurposed into public parks or commercial recreation facilities.	PBA/PRCSA 2022 & ongoing
1.5 🗗	Alternative facilities. In park deficient and environmental justice areas, identify facilities that are viable alternatives to public parks and municipal facilities for recreational, cultural, and health and wellness programs, including but not limited to school facilities, facilities of faith-based and civic organizations, and privately owned recreation and entertainment facilities. Identify, inventory, and rank other resources for potential park system acquisition, expansion to existing parks, and/or parks development opportunity within the community.	PRCSA 2022
1.6 ₺	Program accessibility. To ensure residents of environmental justice area boundaries have access to recreational, cultural, and health and wellness programs, establish accessibility corridors that provide attractive, comfortable, and safe pedestrian and bike access to public recreational facilities in the Parks Master Plan (an implementation action of the Open Space Element). Identify public realm improvements needed to create these accessibility corridors. Prioritize investments for accessibility corridors in the city's capital investment program; include investments for accessibility corridors when investments are made in new parks and recreation facilities within environmental justice area boundaries.	PRCSA/PWA 2022

TABLE CM-2. COMMUNITY ELEMENT IMPLEMENTATION

Ref#	Implementation Action	Agency / Time Frame			
1.7 ₺	Rental property outreach. Augment the Proactive Rental Enforcement Team and Residential Response Team with additional outreach geared toward absentee owners of rental properties. Create and periodically distribute outreach materials in order to educate absentee owners about legal obligations to maintain and upkeep rental properties. Distribute information to tenants about their rights and protection, so they are not penalized for reporting or living in a dwelling unit that does not meet health and safety standards. Translate outreach efforts into Spanish, Vietnamese, and other appropriate languages. Prioritize such outreach for properties within environmental justice area boundaries.				
1.8 🗉	Neighborhood rehabilitation. Continue to seek state and federal funding for neighborhood rehabilitation projects and collaborate with community-based organizations to identify housing issues and improvements needed, especially for housing within environmental justice area boundaries.	CDA Ongoing			
GOAL CI	M-2: Provide exceptional, accessible, and diverse educational programs and facilities to meet community needs.				
2.1 🗾	Facilities to support lifelong learning. For areas within park deficient and environmental justice areas, conduct, maintain, and publicize an inventory of public, nongovernmental, and private facilities that can be used by organizations to support early childhood education, after school activities, libraries and learning centers, and other meetings and educational opportunities.	CMO 2024			
2.2 ₺	Public realm. Identify areas in need of a public realm plan to provide attractive, comfortable, and safe walking corridors to promote accessibility to community programs or activity centers, in conjunction with the City's Active Transportation Plan.	PWA/PBA Ongoing			
GOAL CI	M-3: Promote the health and wellness of all Santa Ana residents.				
3.1	Community health care facilities. Evaluate options to support existing and potential community health care facilities in environmental justice focus areas through a variety of mechanisms such as reduced permit fees, reduced impact fees, and tax incentives.	PBA/CMO 2023			
3.2	Pedestrian access to health facilities. Ensure that new or redeveloped health care facilities include pedestrian-friendly site amenities. In areas where mobile clinics are stationed, ensure the location is safe and accessible for pedestrians, cyclists, and transit users.	PBA Ongoing			
3.3 🗉	Health Metrics. Engage with the Orange County Health Care Agency and other stakeholders to monitor key health indicators to measure the success of the outcome of General Plan policies and the implementation plan, including reduction in incidence in asthma and low birth weight of infants.	PBA/CMO 2022			
3.4 🗉	Prevention activities. Coordinate with the County Health Care Agency to identify the root causes of health disparities and inequities in Santa Ana, with additional detail for residents living within environmental justice area boundaries. Identify potential programmatic changes and resources to better address the root causes.	PBA/CMO 2022-2024			
3.5 ₺	Environmental Education. Encourage all education institutions in Santa Ana to include curriculum regarding environmental justice and local efforts to promote clean business operations, environmental quality, and the health in our community.	PBA/CMO 2022-2024			
3.6 ₺	Fresh and healthy foods. Pursue programs, incentives, and/or grants to encourage urban agriculture and small grocery or convenience stores to sell fresh foods in the city, especially those within environmental justice area boundaries. Examples include grants or loans to purchase updated equipment, publicity, or directories of healthy food outlets, or connecting stores to wholesale sources of healthy, local, or organic food.	CDA 2022			
3.6A 🗉	Food Deserts. Collaborate with Orange County Health Care Agency (OCHCA) to gather and map food desert data, and share publicly through the City's Environmental Quality webpage.	PBA 2024			
3.7 🗉	Public health and wellness collaboration summit. Collaborate with health care providers, health and wellness advocates, and other public health stakeholders to identify ways to improve the provision of and access to health and wellness services throughout the city. Include a discussion on areas within environmental justice area boundaries and other areas underserved by parks, programs and services that support health and wellness.	PRCSA 2022 & ongoing			

TABLE CM-2. COMMUNITY ELEMENT IMPLEMENTATION

Ref#	Implementation Action	Agency / Time Frame
3.8 ₺	Environmental soil and human health screening measures. Collaborate with Orange County Health Care Agency, and local stakeholders such as Orange County Environmental Justice and UC Irvine Public Health, in efforts to provide increase healthcare services (i.e., blood lead testing, treatment) for residents, especially those that reside in environmental justice communities. Additionally, collaborate to advocate for adjustment of the County and State policies for health and environmental screening levels to promote healthy outcomes related to lead contamination as recommended by health experts.	PBA Ongoing
3.9	Environmental Justice Staff. Identify funding and hire a full-time Environmental Justice staff member to collaborate with the community to implement the environmental justice policies and actions including community outreach, collaboration on environmental health studies, pursuing grants, and coordination with federal, state, and local agencies regarding environmental concerns in the City.	CMO 2022

Notes:

CDA - Community Development Agency

CMO - City Manager's Office

HR- Human Resources Department

PBA - Planning and Building Agency

PWA - Public Works Agency

PRCSA - Parks, Recreation and Community Services Agency

PD - Police Department

associated with environmental justice policies

