



FY2024-25 COMMUNITY ENGAGEMENT PLAN



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



PURPOSE STATEMENT: THE WHY

The purpose of community engagement is to focus on activities that facilitate interaction, nuanced discussions, and budget simulation.

Santa Ana's Community Engagement Plan proposes specific outreach strategies that promote broad participation in the annual budget development process across all Council Wards. The challenge is to make budget engagement exciting and captivating, so folks want to participate and see that input translates into action via the resource allocation process.

This plan is based on citywide best practices in combination with the April 2023 edition of *Government Finance Review*, a magazine dedicated to showcasing the best and the brightest in local government finance.





BEST PRACTICES- QUALITY CONTROL CHECKS

- Communicate the numbers in a way that everyone is able to grasp.
- Broaden efforts to include renters, non-English speakers and other historically disenfranchised groups.
- Reduce barriers to engagement by leveraging the relationships local non-profits have throughout the community.
- Continue translating materials in Spanish and Vietnamese.
- Internal partnerships: Collaborate with various departments as they interact in the community. Don't compete with each other.
- Always close the feedback loop. Demonstrate how the allocation of resources aligns with community priorities.
- Utilize multiple methods of engagement so they complement one another. These should be a combination of informal and formal methods.



ENGAGEMENT METHOD- COMMITTEE/ COMMISSION MEETINGS

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

Commission/Committee	Contact	Meeting Dates & Times
Planning Commission	Ali Pezeshkpour/Nuvia Ocampo	2 nd & 4 th Monday of the month @ 5:30pm
Environmental and Transportation Advisory Commission	Lorrie Ortiz	2 nd Tuesday of the month @ 4pm
Youth Commission	William Sandoval	1st Wednesday of the month @ 4:30pm
Santa Ana Collaborative Meeting	Cori Lantz	2 nd Wednesday of every month @ Noon
Community Development Commission	Bianca Zurita	4 th Wednesday of the month @ 4:30pm
Historic Resources Commission	Ali Pezeshkpour/Nuvia Ocampo	1st Thursday of every other month @ 4:30pm
Police Oversight Commission	Daniel Soto	2 nd Thursday of the month @ 5pm
Arts & Culture Commission	Bianca Zurita	3 rd Thursday of the month @ 5:30pm
Parks, Recreation & Community Services Commission	William Sandoval	4 th Thursday of the month @ 5:30pm



ENGAGEMENT METHOD- COUNCIL WARD MEETINGS

Target community influencers and neighborhood champions to conduct information gathering sessions by partnering with various organizations such as area non-profits, churches, schools, and neighborhood associations.

Council Ward	Proposed Meeting Locations	Meeting Dates & Times
1	Newhope Library/ Salgado Center*	TBD
2	Roosevelt Walker Community Center	TBD
3	Lawn Bowling Center @ Santiago Park	TBD
4	McFadden Institute of Technology/Thornton Park Neighborhood Association	TBD
5	El Salvador Community Center	TBD
6	Delhi Center	TBD
City-Wide	COM-Link Mayor's Monthly Presidents Neighborhood Association Meeting	TBD

**Meeting location is dependent upon site availability*





ENGAGEMENT METHOD- CITYWIDE EVENTS

It is estimated that fewer than 20% of residents have ever attended a public meeting (Polco, November 2022). To reach the other 80%, it is incumbent on the City to cast a wider net. Citywide events tend to have higher rates of attendance and are therefore the most productive in terms of reach. These are the events currently planned for Winter/Spring 2024.



Lunar New Year Festival- February 3, 2024



Eggcellent Adventure- March 30, 2024



Santa Ana Fun Run- April 27, 2024



Dia de los Niños- April 27, 2024



BUDGET PARTICIPATION OUTREACH CAMPAIGN

- Collaborate with City Manager's Office of Public Information to advertise engagement efforts through press releases (English, Spanish & Vietnamese), social media ads, Nixle, digital marquees, City Hall lobby screens & other display advertisements.
- Tap into the City's multiple social media platforms by collaborating with the most active departments that have the largest number of followers.
- Promote community engagement through various city published newsletters such as:
 - COSAS (City Manager's Newsletter)
 - SAPD
 - Library
 - PRCSA
 - Economic Development
 - Arts & Culture
- Partner with local non-profits to promote engagement and input. These organizations include but aren't limited to America on Track, Asian American Senior Citizens Center, Cambodian Family Community Center, Garden Grove USD-Russell Elementary School, Immaculate Heart of Mary Church, KidWorks, Latino Health Access, Newhope Church THE MIXX, St. Barbara Catholic Church, Templo Calvario Community Development, and VietRISE.



TOOLS & RESOURCES

Tools to Provide Input

- Budget Engagement Simulation Tool (BEST)- This software suite consists of two tools:
 - The Simulate Tool provides a way for the community to frame financial tradeoffs by allowing users to build their own city budget.
 - The Prioritize Tool offers a simple way to present projects and costs. The City sets an overall budget and users select projects up to a specified amount, and then rank-orders them.
- Budget Priorities Survey- Online Survey
- In Person Feedback

Other Resources

- 1 or 2 minute infomercial illustrating how to use both Live Sim and Prioritize
- Brief video showcasing Santa Ana's budget