PARTICIPANTS

The Celebrate Santa Ana event held on April 6, 2016 provided an opportunity to help inform the Santa Ana community about the upcoming General Plan update and to identify ways the community perceives the City of Santa Ana today and in the future. Approximately 400 people representing a wide range of neighborhood groups, community serving organizations, educational groups, and the like attended the event and were able to view the “pop-up” booth. Participants were greeted by staff and encouraged to take part in the activities offered at the booth.

EVENT FORMAT

After informal conversations with staff regarding basic information on the General Plan, participants took part in one of two activities. The first activity consisted of an interactive display board which provided basic information about the General Plan and its elements. Participants were asked to reply on Post-It notes regarding the following two questions:

1) What do you love most about Santa Ana?
2) What do you love most about your neighborhood?

The second activity offered participants the chance to have a short, video-recorded conversation with City staff about Santa Ana. During the interview, participants were asked to state their names, their involvement with the City, and respond to the two questions mentioned above. Eight participants agreed to take part in this particular activity. All but one identified as a resident of Santa Ana, and a vast majority of these residents have lived in the City for several decades.

The following are a transcript of responses gathered from both activities.

EVENT SUMMARY NOTES

- **Arts & Culture** – Residents love the City’s rich history and culture, Love historic buildings in particular, Amenities such as music venues (The Observatory), Good food, Rich culture as a result of diversity, Diversity as seen when driving down Bristol Street, City has vibrant nightlife, Deep historical roots, Far above other cities in terms of culture and community
• **Business & Economic Development** – Santa Ana as a place of possibilities, City needs to adopt policies to encourage job creation, Address economic inequalities, Provide opportunities for traditionally disadvantaged groups, Job opportunities for youth, Jobs in the sustainability or “green” sector

• **Community Facilities & Programs** – Strong sense of community within neighborhoods and the City as a whole, Neighborhood associations as a positive force in the community, Sense of pride in respective communities even in the face of negative stereotypes, Communities and neighborhoods regarded as “family,” Communicate this sense of community to newcomers

• **Health & Sustainability** – Lack of services for elderly, City needs to invest more in health services, Health as a comprehensive goal that goes beyond the physical

• **Human Service & Social Justice** – City youth subject to negative influences that lead to more issues as they get older, Homelessness, Human trafficking along Harbor Boulevard

• **Mobility** – Residents love being able to walk to businesses and services in their neighborhoods, Love proximity to affordable shops and services, Bike lanes are a positive development, Want light rail, Alternative modes of transportation to automobiles needed, Issues with mobility and the elderly, Residents lack transportation awareness for bikes in comparison to other cities

• **Youth Development** – Sense of community and tolerance need to be passed down to future generations, Focus on setting youth on the right path at an early age to encourage positive growth for the future, Job opportunities for youth, Santa Ana College a good resource for residents of the City, Importance of providing education, Partnerships with the City to encourage programs on education