



# Goal Five

## Community Health, Livability, Engagement & Sustainability

*A vibrant community is full of energy and life, characterized by investment in its people, its culture, and its physical environment. Our built environment has a direct effect on the community's overall quality of life. The task of community planning includes envisioning new commercial areas and new neighborhoods that enhance quality of life, as well as improving the neighborhoods we already have in order to create a sense of place and community. Essential to a vibrant community is strong community involvement, the celebration of arts and cultural diversity, and a focus on resource conservation.*

### Primary Objectives

The City of Santa Ana has identified six objectives to promote the development of complete communities. These objectives are:

1. Establish a comprehensive community engagement initiative to expand access to information and create opportunities for stakeholders to play an active role in discussing public policy and setting priorities.
2. Expand opportunities for conservation and environmental sustainability.
3. Facilitate diverse housing opportunities and support efforts to preserve and improve the livability of Santa Ana neighborhoods.
4. Support neighborhood vitality and livability.
5. Promote a strong arts and culture infrastructure.
6. Focus projects and programs on improving the health and wellness of all residents.

# Strategies

- 1. Establish a comprehensive community engagement initiative to expand access to information and create opportunities for stakeholders to play an active role in discussing public policy and setting priorities.**

Strategies	Start Year
<b>1a.</b> Develop a comprehensive Community Engagement Plan.	FY 14/15
<b>1b.</b> Host a Town Hall meeting twice a year to provide a status report on implementation of strategic initiatives and to seek community comment.	FY 14/15
<b>1c.</b> Establish leadership training and community engagement programs that enhance methods of communication, opportunities for community involvement, and create an atmosphere where residents and partner agencies can receive recognition and develop a greater sense of ownership.	FY 14/15
<b>1d.</b> Expand the use of new technologies including marketing and social media to increase outreach to the community in an effort to promote City programs and initiatives.	FY 14/15
<b>1e.</b> Implement creative and innovative methods to increase voter participation during future election year (e.g. voter registration, mobile polling, polling station in city hall, partnering with the Orange County Registrars Office, etc.).	FY 14/15
<b>1f.</b> Develop a City Community Volunteer/Internship Coordination program.	FY 14/15
<b>1g.</b> Establish a Sister Cities program to foster a bond with different communities to promote humanitarian efforts as well as mutual cross-cultural understanding.	FY 14/15
<b>1h.</b> Develop a 20-year visioning plan.	FY 16/17
<b>1i.</b> Partner with SAUSD, non-profits and stakeholder groups to increase outreach and public awareness of programs and events.	FY 14/15

## Goal 5: Community Health, Livability, Engagement & Sustainability

# Strategies

### 2. Expand opportunities for conservation and environmental sustainability.

Strategies	Start Year
<b>2a.</b> Complete the City’s Climate Action Plan with measures to address water conservation, energy efficient buildings (City and community) and greenhouse gas emissions. Include as part of the plan an awareness, outreach and education component.	FY 14/15
<b>2b.</b> Create performance measures to track the City’s progress in implementing the Climate Action Plan and other “green” efforts citywide.	FY 14/15
<b>2c.</b> Create a green building policy that incorporates sustainable concepts into residential and nonresidential uses; support demonstration projects and best practices.	FY 16/17

### 3. Facilitate diverse housing opportunities and support efforts to preserve and improve the livability of Santa Ana neighborhoods.

Strategies	Start Year
<b>3a.</b> Continue to explore options citywide regarding the re-use of commercial or industrial buildings that are currently underutilized or vacant for mixed-use residential projects.	FY 14/15
<b>3b.</b> Ensure compliance with the City’s Housing Opportunity Ordinance by requiring rental and ownership housing projects that meet specified criteria provide a minimum of 15% affordable units.	FY 14/15
<b>3c.</b> Provide that Santa Ana residents, employees, artists and veterans receive priority for affordable housing created under the City’s Housing Opportunity Ordinance or with City funding to the extent allowed under state law.	FY 14/15
<b>3d.</b> Continue to implement the Emergency Shelter and Transitional Housing Ordinance (SB-2) to locate facilities for homeless shelters within the Light Industrial (M-1), Heavy Industrial (M-2) or Specific Development (SD) zones which meet all of the required development and operational standards.	FY 14/15

# Strategies



## 4. Support neighborhood vitality and livability.

*The Terraces at Santiago were completed in 2013 and represent a great example of high-quality affordable housing in Santa Ana.*

Strategies		Start Year
4a.	Support the design and construction of parks to provide increased open space and opportunities for recreation throughout the city, construct the Roosevelt Walker Park and Community Center, and develop concepts and proposals for the Library Park in Civic Center and Centennial Santa Ana River Eco-Park.	FY 14/15
4b.	Improve neighborhood quality by locating or providing access to complementary services and public facilities, including access to healthy food options (community gardens, farmers' markets, corner markets, etc.) in neighborhoods.	FY 15/16
4c.	Leverage private resources to support neighborhood associations and effectively address neighborhood issues by partnering with intra-agency teams, community-based organizations, non-profits and faith-based organizations that are invested in Santa Ana.	FY 15/16
4d.	Implement new Neighborhood Improvement Initiatives focusing on residential areas that have been adversely affected by disinvestment and decline. Program and services from a variety of resources will be utilized to achieve positive and sustainable improvements.	FY 14/15
4e.	Implement innovative code enforcement practices and strategies including the use of volunteers, enhanced technologies and increased collaboration with other City departments and outside agencies to address critical livability issues citywide (e.g. overcrowding, absentee landlords, landlord/tenant rights and responsibilities, etc.).	FY 14/15

## Goal 5: Community Health, Livability, Engagement & Sustainability

# Strategies

### 5. Promote a strong arts and culture infrastructure.

Strategies		Start Year
5a.	Work closely with the Arts and Culture Commission and local artist organizations to develop an Arts Master Plan which will ensure all cultural programming, events and activities receive appropriate attention and resource support.	FY 14/15
5b.	Generate public and private support and resources to strengthen, expand and stabilize funding for the arts.	FY 14/15
5c.	Promote arts and culture by partnering with artist groups and merchants to hold events celebrating art in public plazas, parks and other City-controlled open space.	FY 13/14
5d.	Create policies and guidelines for public art.	FY 14/15

### 6. Focus projects and programs on improving the health and wellness of all residents.

Strategies		Start Year
6a.	Create a web resource of get-fit resources for each of the six recreation zones in the City.	FY 15/16
6b.	Incorporate the improvement of walking and biking lanes as well as the development of a citywide bike master plan into the Circulation Element of the City's General Plan.	FY 14/15
6c.	Integrate a variety of health and wellness programs into existing programming at each of the city's community/recreation centers (e.g. Develop equitable health access points).	FY 14/15
6d.	Partner with the California Endowment, Schools, charitable foundations and other non-profit organizations to implement health and wellness programming (including a healthy Santa Ana website) based on quantifiable and measurable data.	FY 14/15
6e.	Expand Senior Center programming to provide greater enrichment and explore activities in art, culture and health.	FY 14/15
6f.	Incorporate health, wellness, and equity into all applicable policies and plans (e.g. General Plan, Comprehensive Economic Development Strategy, Capital Improvement Plan, etc.)	FY 14/15
6g.	Develop an active transportation pilot event in partnership with the business community, neighborhood associations and non-profit associations (i.e. Sunday on Main Street).	FY 14/15