Public Outreach

This chapter describes the public outreach process that was the foundation of the Housing Element update, the City’s Housing Vision, and programs.

OVERVIEW

California law requires that a diligent effort be made to achieve public participation from all groups in the development of the housing element. As part of the Housing Element update, the City held more than six meetings that provided opportunities for residents, businesses, stakeholders, advocates, civic leaders, and other parties to participate in the process.

In embarking upon the effort, the public outreach program for the Housing Element was designed with several overarching goals in mind:

- **Facilitate Equal Opportunity and Access.** The intent was to provide venues that would allow all stakeholders equal access and opportunity to participate. To facilitate this, multilingual advertising and translation services were provided at community workshop forums. Meetings were held at different times of the day and week, and the facilities were accessible to people of all abilities.

- **Allow a Broad Range of Discussion.** The outreach process offered opportunities to focus on specific topics. The City capitalized on multiple city-wide planning efforts and activities to reach the largest audience possible. For instance two joint workshops were held to discuss the update to the City’s Circulation Element and its relationship with the Housing Element. Other outreach efforts included stakeholder groups via a focused health and wellness workshop, and to elected officials through study sessions.

- **Community Engagement.** As part of the Housing Element update, a bilingual English and Spanish survey solicited additional community feedback regarding housing, health, and wellness. The survey was available electronically through the City’s website, and hard copies were distributed at the Health Fair and Community Linkage Forum. Comment cards were also available at each community workshop, allowing participants to leave their feedback in writing.

Finally, it is understood that achievement of Santa Ana’s housing planning goals is fundamentally a process that will unfold over the planning period. Given the strong implementation program provided, the City will continue to offer
significant opportunities for public participation in influencing and further refining the programs in the Housing Element.

OUTREACH EVENTS AND PARTICIPATION

Recognizing the importance of public participation in shaping the priorities of the community, the City of Santa Ana held at least a half dozen events for members of the public, elected officials, stakeholders, businesses, and/or other interested parties to participate in the update of the Housing Element. These events include the following:

- Housing Element and Circulation General Plan Update Workshops (April 27, 2013 and May 9, 2013)
- Health and Fitness Fair (June 1, 2013)
- Health and Wellness Stakeholder Workshop (July 10, 2013)
- Planning Commission Study Session #1 (September 23, 2013)
- Community Redevelopment and Housing Commission Study Session (October 1, 2013)
- Planning Commission Study Session #2 (November 12, 2013)
- Planning Commission Public Hearing (December 9, 2013)
- City Council Public Hearing (January 6, 2014)
- City Council Public Hearing (February 3, 2014)

The City advertised the workshops and public outreach opportunities through a variety of means. City staff created public notices and a flyer for the community workshops in two languages—English and Spanish with Vietnamese translation contact information (see attached). Flyers were distributed at recreation centers, public schools, community organizations, City facilities, and other select locations in the community. An article encouraging community engagement was also published in the *City News* and mailed with resident water bills. An electronic distribution was also made to a database of residents, neighborhood leaders, community organizations, and interest groups.

A unique feature of the advertising campaign for the Housing Element update was the distribution of the notice to the Community Linkages Forum, a forum for reaching all of the more than 60 neighborhood organizations in Santa Ana. Moreover, press releases and Channel 3 public television advertisements were made. The City’s website also provided notices of the key housing workshops.

The remainder of this chapter discusses results of the public outreach process. The chapter is divided into three sections: 1) a summary of themes heard at the various workshops organized by topic; 2) survey results; and 3) a compendium of select advertising and outreach materials.
MAJOR THEMES

This section synthesizes major comments received at outreach meetings. Highlights and presentation materials can be viewed at http://www.ci.santa-ana.ca.us/housingelement/default.asp.

OUR HOUSING

Participants acknowledged that long-term population growth in Santa Ana is inevitable and recognized the dilemma the City faces with regard to providing housing for people of all economic, age, and family categories. They agreed that Santa Ana needs to provide more housing choices for seniors, large families, veterans, artists, and those with special needs, but ensure that housing is affordable, well designed, and maintained. Common themes were:

- **Housing Choices.** Workshop participants seemed to feel that the future of housing in Santa Ana is apartments and townhouses. Though some residents strongly oppose this type of development, others expressed support, provided that such projects are well planned and designed. Residents favored new mixed-use developments as a positive change.

- **Special Needs.** Residents mentioned the need for special-needs housing for the most vulnerable residents. Seniors need affordable housing, as do those with disabilities. Participants also cited the diversity of the homeless population and the need for a permanent emergency shelter for homeless people. The City could make it easier to establish or construct an emergency shelter.

- **Housing Rehabilitation.** In many areas, older housing or homes built without quality designs now require significant repair. Participants felt that housing rehabilitation programs help improve the existing housing stock. The City should continue to acquire, rehabilitate, and reconfigure multiple-family housing and place deep affordable requirements on such projects. Participants suggested programs to encourage the redesign and rehabilitation of the worn facades of the City’s aging housing stock.

- **Homeownership.** Participants strongly favored increasing opportunities for home ownership. They feel it is important to “create a balance of renters and owners.” However, they recognized the very high cost of homes in Santa Ana, particularly in recent years.

- **Affordable Housing.** Given the high cost of housing compared to the normal incomes of working families, “people must work too hard to afford housing.” A recently passed citywide inclusionary ordinance will help provide affordable housing. Participants also suggested that rent control should be used to keep places affordable, especially since rents have increased faster than inflation.

- **Historic Resources.** A citywide survey helps to update and identify additional residential structures eligible for local, state, and/or national historic designation. The City’s historic preservation program could be expanded to encourage and

“…Affordable mixed-use housing with open space component, well integrated with pedestrian/bicycling infrastructure and public transit.”

“For the younger population (younger adults), have affordable housing; studios to 1–2 bedrooms. Also, be diverse about the housing structures—have an equal amount because maybe in the future, the population may not be the young adults. So various housing options would be great.”

“People work too hard for housing. Whatever happened to the 40-hour week? …people are working 50 and 60 hours a week. Aren’t we going backwards? I would rather spend time with my family…”
facilitate the adaptive reuse of structures and additional programs could encourage the rehabilitation of historic homes.

OUR NEIGHBORHOODS

Santa Ana is distinguished by its established neighborhoods. The City has more than 60 residential neighborhoods, each differentiated by its history and culture, architecture, housing types and prices, demographics, and other characteristics. Comments regarding neighborhoods are summarized below:

- **Community Beautification.** Participants noted that the City needs to do more to beautify neighborhoods. Ideas mentioned included landscaping along streets, removing graffiti, rehabilitating older or dilapidated housing, undergrounding electrical lines, and neighborhood contests to encourage people to improve their neighborhoods.

- **Parks and Open Space.** Participants noted a need for park, open space, and recreational areas in nearly all parts of the community. The lack of parks is particularly noticeable downtown and in denser neighborhoods that consist primarily of multiple-family housing. Others desired community gardens and street landscaping. Infill housing must include open space in each project.

- **Overcrowding.** Overcrowding and housing density is seen as a significant problem in Santa Ana and is viewed as a contributing factor to the City’s decaying housing stock and quality of neighborhoods. Participants acknowledged that the City’s Code Enforcement staff is doing a good job, but could do better with additional resources.

- **Neighborhood Preservation.** Neighborhood preservation is critical to quality of life. The City should explore strategies to preserve residential districts/neighborhoods. In some cases this may include facilitating the creation of historic districts; in other cases, neighborhood preservation strategies are needed to address other quality of life issues.

- **Multiple-Family Housing.** In certain areas where apartments were built in stable neighborhoods, some apartment units should be removed. Some would like to see open space and recreation centers added to multiple-family housing, current and future. They also want the City to consider the impact on crime, parking, and transportation and to balance density with livability and affordability.

- **Crime and Safety.** In certain neighborhoods, public safety is a concern for many residents. Crime is one of the main reasons why people move out of Santa Ana. Specific areas of concern included gangs and graffiti. Some participants perceived that certain types of development either cause or contribute to higher levels of crime, which again affects the quality of life in neighborhoods.

- **Infrastructure.** Residents cited that a common issue was the need to repair infrastructure—sidewalks, potholes, etc.—in neighborhoods and citywide. Poorly maintained infrastructure is not only a safety issue, but also presents a negative image of the City to residents, visitors, and the business community.
Multigenerational Housing. Due to a myriad of factors, such as culture, affordability, and shifting demographics, participants voiced their support for multigenerational housing. Collective housing was also suggested as a supportive and affordable option for young adults, single parents, and seniors.

Healthy Neighborhoods. Living a healthy lifestyle is important to many Santa Ana residents. Feedback received through the outreach workshops included a desire to have increased access to fresh food and open space, improved living conditions, a sense of community, and quality places for children to play.

OUR COMMUNITY

Although the focus of the workshop was on housing, residents felt there were additional ways to make Santa Ana a better community to live and work. Comments were made on education, congestion and transportation options, a health community, and many other concerns. Participants actively commented on how to make Santa Ana the best place to live. Common themes were:

Education. Most notable was the concern over the perceived poor quality of the City’s public educational system. Many residents make great financial sacrifices to put their children through private education. Although improvements have been made in certain schools and neighborhoods, the public school system is also one of the main reasons why people leave Santa Ana.

Transportation. Attendees felt that as the City grows, transportation will need to improve to accommodate new housing and mobility. Suggestions for transportation improvements included light rail, improved street conditions, transit services near housing, and walkable neighborhoods. Many residents wanted their streets repaired. Several residents also voiced concerns about the safety of children walking to school; they advocated for the City to make safe routes to school a priority.

Density. Housing density continues to be a concern. It was mentioned at the project level (blighted projects) and the neighborhood level. There was a concern that higher density housing has been allowed to change the character and quality of life in neighborhoods. Others felt that the City must build more housing to reduce overcrowding.

Crime and Safety. Crime and safety, although affecting individual neighborhoods, are citywide concerns mentioned by residents discussing future housing needs. Crime, particularly gangs and graffiti, is one reason why people move out of Santa Ana to safer suburbs. Some participants also expressed concern regarding crime at certain types of higher density housing.

Healthy Community. The City should promote a healthier community. The idea means different things to different people: a city with ample parks, open space, and recreational centers; better and safer routes for people to walk or to bicycle from neighborhoods to places of interest; a smoke-free environment; and integration of public health planning into land use decisions.

“Don’t let the state dictate how many and what type of housing units we must accommodate. We need to reduce density, not increase it. We need to redevelop existing housing and increase and improve our recreational facilities…”

“Find a way that would encourage people to think ahead: 5-year plan, 10-year plan, and 25-year plan. Stop the quick fix method.”
PUBLIC OUTREACH

- **Transparency.** Several participants mentioned that they wanted a more transparent decision-making process. Residents asked how their input at the workshop will affect the Housing Element. Several participants wanted a stronger voice in local decision making, particularly for people who typically have a lesser voice (e.g., low-income people).

- **Family Housing.** Various individuals and groups emphasized the need to prioritize family housing, specifically rental over ownership housing. Many families earn lower incomes, pay too much for housing, and live in overcrowded conditions. Affordable family rental housing is needed.

OUR ECONOMY

During the outreach process, concern was voiced that many of Santa Ana’s current and potential residents cannot afford to purchase or rent housing in the City. It is also important to have affordable housing for Santa Ana’s workforce. Key comments offered include:

- **Educational Training.** The 18 to 30 year olds are moving out of Santa Ana. Young adults with good employment skills cannot afford to stay local. The City should be more proactive. Without adequate educational attainment, it will not be possible to earn enough income to afford housing. If graduates are unable to find affordable move-up housing, the City will lose these skilled employees.

- **Workforce Needs.** Young adults with good employment skills cannot afford to stay local. What can be done to be more proactive? Looking closely at the needs of the workforce and understanding the densities that work best to produce affordable housing were encouraged. Reference was made to local housing projects and “cooperative housing” as models for Santa Ana to consider.

- **Land Banking/Trusts.** There may be a window of opportunity for strategic development. The “shrink back” in housing prices and construction costs presents opportunities to buy land. The land trust model should be used to acquire land, place long-term covenants on affordable housing that run with the land, and guarantee housing affordability in perpetuity.

- **Public Education.** A challenge to advancing the affordable housing agenda is neighborhood concerns and resistance. Prior images of “affordable” housing need to be replaced through public education. A broader understanding of the value of affordable housing to the community is also needed.

- **Address Incentives.** The City should provide incentives to build affordable housing. Standards are challenging to meet; processing time can be long; potential sites are not located near transportation; inadequate densities are available for new housing; and parking requirements can be difficult to meet. The City needs to facilitate development and support affordable housing.

- **Development Costs.** While there are requests to improve and/or expedite the development approval process, in many cases it is not the approval process but rather City policies that are the issue. For example, the General Plan and Zoning Code do not allow housing in the downtown (other than live-work).
- **Big Ideas.** Solutions to workforce and affordable housing require big ideas. Employers and the City will need to contribute. Ultimately, the City Council will evaluate housing policy alternatives and set housing policy direction. These policies need to be shaped into a well-articulated vision for Santa Ana’s housing future. Incentives are also needed to promote more affordable housing.

- **Funding Projects.** The City should leverage monies with other funding sources like state bonds and tax credits. Advocating for the federal government programs that benefit affordable housing efforts and advancing more use of tax credits for entities would help to provide affordable housing.

### SURVEY RESULTS

A bilingual survey (English and Spanish) was developed to solicit input about health and wellness in Santa Ana’s communities. Electronic and paper copies of the survey were available at the Health and Fitness Fair, through the Community Linkage Forum, and on the City’s Housing Element Update website. Responses were collected between June 1 and July 31, 2013.

There were 314 surveys submitted during the outreach period: 209 in English and 105 in Spanish. Survey results indicated that 85% of respondents are City of Santa Ana residents, with only 8% reporting that they work in Santa Ana. The majority of the respondents were long-term residents; only 3% of respondents reported that they have lived in the City for less than 1 year, and 87% indicated that they have lived in Santa Ana for 5 years or longer.

Respondents were asked to identify their three most important health and housing related issues, which ranked in the following order:

1. Access to open space, parks, and community centers (72%)
2. Access to healthy food (58%)
3. Affordable rental housing payments (50%)

Increased rental housing opportunities was identified as the least important issue, with only 19% of respondents identifying it as one of their three most important issues.

When asked to identify how far they need to travel to buy groceries, including fresh fruits and vegetables, 49% of respondents noted that the distance requires a car or bus; while 28% of respondents indicated that they were within a 10-minute walk from a grocery store. Only 7% of respondents use their bicycle to travel to purchase groceries. Many residents indicated that the community lacks “true grocery stores,” like Food 4 Less or Ralphs, and noted that the smaller neighborhood markets don’t have the space to accommodate a larger food selection, particularly quality/healthy food options. Several people also suggested that Santa Ana needs more farmer’s markets that provide healthy, affordable, quality food.
Participants were asked to prioritize several improvements that would make their neighborhood a better place to live. Lighting improvements and property maintenance (weeds, trash, etc.) were tied as the number one priority (55%), followed by traffic improvements (53%), home repairs (broken windows, paint, architectural features, etc.), and sidewalk improvements (49%). Neighborhood welcoming or social events (44%) and street trees and landscaping (39%) were slightly less of a priority.

An open-ended follow-up question gave respondents the opportunity to share ideas on how to improve their neighborhoods. The top 15 ideas proposed by residents are listed below and organized by the number of responses.

Participants felt that the City of Santa Ana should:

- Increase the amount public space (parks, recreational facilities, walking trails, community gardens, public art, etc.)
- Increase police enforcement to address crime and gang activity
- Conduct repairs to streets and sidewalks / add more street furniture, landscaping, and lighting
- Improve code enforcement for housing units
- Offer more public events (block party, farmer’s market, holiday celebrations, live music, etc.)
- Build bike lanes and trails
- Increase the amount of affordable housing / promote workforce and low income programs
- Place more speed bumps and increase speed enforcement
- Promote neighborhood watch programs
- Issue parking permits for neighborhoods with mid and high densities
- Increase communication between city and residents
- Improve trash and street cleaning services
- Offer more youth programs (e.g. recreational sports)
- Increase homeless control
- Regulate the number of people allowed to live in a unit by number of bedrooms

The survey also asked residents to identify the street or intersection that was closest to their home. A map was generated identifying the location provided by each survey participant. As shown on the map below, participants represented a variety of neighborhoods in the City of Santa Ana.
Location of survey participant’s residences.
CHANGES TO CITY GOALS, POLICIES, AND PROGRAMS

Several goals, policies, and programs were added or updated to reflect input received from the City’s residents and businesses.

- An emphasis was put on health and wellness in policies HE-1.3, HE-1.4, HE-4.5 and programs 6, 7, and 56.

- Improved housing conditions including code enforcement and housing maintenance were addressed in goal 1, policy HE-1.6, and programs 10, 11, and 12.

- Safe routes to school and public safety were added in goal 1, policy HE-1.8, and program 9.

- Opportunities to expand housing options such as multigenerational housing were expanded on in policy HE-2.4 and program 54.

- The City’s commitment to affordable housing and workforce housing was strengthened in policy HE-2.6, HE-3.7, and HE-3.8, and program 29.

- Housing for the disabled, including the developmentally disabled was further supported in HE-4.3 and HE-4.4, and programs 43, 44, and 45.

- Preservation of Santa Ana’s historic homes and neighborhoods were continued in policy HE-1.7 and programs 13, 14, 15, and 30.

- Strengthened transit-supported development in policy HE-2.1 and programs 16, 19, 20, 21.
SAMPLE PUBLIC OUTREACH MATERIALS

2014-2021 SANTA ANA GENERAL PLAN HOUSING ELEMENT UPDATE

The City is Updating its Housing Element in 2013

What is a Housing Element?
A Housing Element is a comprehensive review of current and projected housing needs for all economic segments of the community. The Element creates local housing goals, policies, and programs, following specific legal requirements set forth in the California Government Code.

Housing Elements must:
- Be consistent with other state mandates
- Be updated every 8 years
- Meet state-mandated housing production and affordability standards
- Address the creation, retention, rehabilitation, and preservation of housing for all income levels
- Address the creation, retention, rehabilitation, and preservation of housing for very low, low, and moderate-income families with special needs

Additional topics of the Element include:
- Housing and neighborhood conditions
- Special housing needs
- Health and wellness
- Long-term economic development and housing market conditions

For additional information contact:
Melanie McCann
Associate Planner
20 Civic Center Plaza
Santa Ana, CA 92701
714.647.7792
HousingElement@santa-ana.org
Housing Element website:
www.santa-ana.org/housingelement

Overall Schedule & Next Steps
April 2013
Public workshop for input on Housing and Transpiration

June
Public workshop for input on Housing and Health and Wellness

June
Draft Element and post to the City’s website for public feedback

July
Send Draft to State HCD for certification

September
Recover State certification

October
Adopt Housing Element

November
Begin to implement the Housing Element

2014-2021 HOUSING ELEMENT UPDATE

What is the Housing Element Update Process?
The Housing Element update process is a cycle completed every 8 years. It starts with a review of the City’s housing needs and studies, possible resources, and constraints. The City then reviews the performance of the previous Housing Element to evaluate the success or need for changes of existing and future programs.

Public outreach is conducted three times throughout the process, as shown in the diagram. During the outreach process, the City employees speak directly with community-serving organizations, residents, businesses, and other agencies.

Regional Housing Needs Assessment (RHNA)
The RHNA is a housing plan set for each city and county by the Southern California Association of Governments. This housing goal guides the City to some extent, and potentially build new housing based on projected population and employment growth for residents of all income levels between 2014 and 2021.

City of Santa Ana
2014-2021 RHNA by Income Category

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Median Income</th>
<th>Housing Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>$13,595</td>
<td>45</td>
</tr>
<tr>
<td>Low</td>
<td>$46,340</td>
<td>32</td>
</tr>
<tr>
<td>Moderate</td>
<td>$61,245</td>
<td>37</td>
</tr>
<tr>
<td>Above Moderate</td>
<td>$103,246</td>
<td>95</td>
</tr>
</tbody>
</table>

TOTAL: 204

How are the Housing and Circulation Elements related?
The General Plan Circulation Element connects the City’s goals, policies, and programs to local land use, transportation, and regional transportation and transit planning.

The Housing Element addresses topics that include where people live and how much they spend on housing. Both factors affect and are affected by the City’s planning system, including the availability of housing and affordability of transportation options.

The City is updating the two Elements at the same time. These documents work together to improve conditions for and reduce traffic congestion. This allows people live and work in Santa Ana.
SANTA ANA GENERAL PLAN HOUSING ELEMENT UPDATE SURVEY

THE CITY OF SANTA ANA WOULD LIKE TO HEAR FROM YOU!

PLEASE COMPLETE THIS SURVEY AND SUBMIT IT IN PERSON, BY MAIL, OR BY EMAIL:
The City of Santa Ana | Attn: Melanie McCann, Associate Planner
20 Civic Center Plaza | Box 1988 (M20) | Santa Ana, CA 92707 | HousingElement@santa-ana.org

1. What is your relationship to Santa Ana?
   - [ ] I live in Santa Ana
   - [ ] I work in Santa Ana
   - [ ] I visit Santa Ana
   - [ ] I have a business in Santa Ana
   - [ ] I’d like to live in Santa Ana

2. If you are a resident, how long have you lived in Santa Ana?
   - [ ] Less than 1 year
   - [ ] 1 to 5 years
   - [ ] 5 to 10 years
   - [ ] Over 10 years
   (Optional) More information:

3. Please mark the three (3) most important issues for you:
   - [ ] Access to healthy food
   - [ ] Access to open space, parks, and community centers
   - [ ] Affordable rent/housing payments
   - [ ] Increased rental housing opportunities
   - [ ] Housing for families with children
   - [ ] Access to public transportation
   - [ ] Access to a community garden
   (Optional) More information:

4. How far do you travel to buy groceries, including fresh fruits and vegetables?
   - [ ] 5 min walk
   - [ ] 10 min walk
   - [ ] Short bike ride
   - [ ] Distance requires a car or bus
   (Optional) More information:

5. Are any of the following needed to make your neighborhood a better place to live (check all that apply)?
   - [ ] Home repairs (broken windows, paint, architectural features...)
   - [ ] Sidewalk improvements
   - [ ] Lighting improvements
   - [ ] Property maintenance (weeds, vermin, trash, ...)
   - [ ] Street trees and landscaping
   - [ ] Traffic (speed, congestion...)
   - [ ] Neighborhood welcoming or social events
   (Optional) More information:

6. Do you have any other ideas about how to make your neighborhood better?

www.santa-ana.org/housingelement
ENCUESTA DEL ELEMENTO DE LA VIVIENDA DE SANTA ANA

¡LA CIUDAD DE SANTA ANA QUÉEIRE OIR DE USTED! POR FAVOR COMPLETÉ ESTE CUESTIONARIO Y PRESENTE EN PERSONA, POR CORREO, O POR CORREO ELECTRÓNICO.

The City of Santa Ana | Attn: Melanie McCann, Associate Planner
20 Civic Center Plaza | PO. Box 1988 (M29) | Santa Ana, CA 92702 | HousingElement@santa-ana.org

1. ¿Qué relación tiene con Santa Ana?
   - Vivo en Santa Ana
   - Trabajo en Santa Ana
   - Visito en Santa Ana
   - Tengo una empresa en Santa Ana
   - Me gustaría vivir en Santa Ana

2. Si usted es residente de Santa Ana, ¿desde hace cuánto tiempo vive en la ciudad?
   - Menos de 1 año
   - 3 a 5 años
   - 5 a 10 años
   - Más de 10 años

   (Opcional) Información adicional:

3. Por favor marque los tres (3) asuntos más importantes para usted:
   - Acceso a comida saludable
   - Acceso a espacios abiertos, parques y centros comunitarios
   - Pago de alquiler/vivienda asequibles a su alcance
   - Incremento en las oportunidades de alquiler de vivienda
   - Vivienda para familias con niños
   - Acceso al transporte público
   - Acceso a un jardín comunitario

   (Opcional) Información adicional:

4. ¿Cuánto tiempo viaja para comprar comida, incluyendo frutas y verduras frescas?
   - 5 min caminando
   - 10 min caminando
   - Viaje corto en bicicleta
   - La distancia exige el uso de un carro o autobús

   (Opcional) Información adicional:

5. ¿Se necesitan algunas de las siguientes cosas para hacer de su vecindario un mejor lugar para vivir? (marque todas las que apliquen)
   - Mejoras en las banquetas
   - Mejoras en cuanto a iluminación
   - Mantenimiento de propiedades (maleza o yerbas, plagas, basura, ...)
   - Árboles en las calles y jardinería
   - Tráfico (velocidad, congestión, ...)
   - Hospitalidad del vecindario o eventos sociales

   (Opcional) Información adicional:

6. ¿Tiene otras ideas de cómo mejorar el vecindario?

   (Opcional) Información adicional:

www.santa-ana.org/housingelement
Transit Dependant Households

Households that do not have access to a vehicle are heavily dependent on alternative modes of transportation. Public transit, walking, or biking. Regardless of income, 15 percent of all households in Santa Ana either do not have access to a vehicle or must share a vehicle with at least one other household member.

<table>
<thead>
<tr>
<th>Vehicles per Household</th>
<th>1 car</th>
<th>2+ cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,565</td>
<td>7,116</td>
<td></td>
</tr>
<tr>
<td>883</td>
<td>3,812</td>
<td></td>
</tr>
<tr>
<td>341</td>
<td>2,948</td>
<td></td>
</tr>
<tr>
<td>1,443</td>
<td>4,450</td>
<td></td>
</tr>
</tbody>
</table>

15% of households (10,682) are highly transit-dependent.

How many cars do you have per person in your household?

Where Santa Ana Residents Commute to Work

Although 20% of people who live in Santa Ana also work in the city, 80% percent of residents commute out of the city for work. Within approximately five to ten years, three Bus Rapid Transit (BRT) lines will connect Santa Ana residents and workers to other cities in Orange County. Providing housing options along these transit lines will help connect workers with alternative transportation options.

Looking at the map, do you think you could use a BRT line to travel to work?

YES  NO
General Plan Housing Element: YOUR OPINION COUNTS

Name: ____________________________
E-Mail: ____________________________
Address: ____________________________
City/State/Zip: ______________________ Phone No: ______________________

Do you want to be placed on the project mailing list?  YES  NO

Comments (please print):
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

CONTACT INFO:
City of Santa Ana  Attn: Melanie McCann, Associate Planner
20 Civic Center Plaza  P. O. Box 1388 (M20)  Santa Ana, CA  92702
E-mail HousingElement@santa-ana.org

El Elemento de Vivienda del Plan General: ¡SU OPINIÓN CUENTA!

Nombre: ____________________________
E-Mail: ____________________________
Dirección: ____________________________
Ciudad / Estado / Código Postal: ______________________ Teléfono: ______________________

¿Quieres ser colocado en la lista de correo del proyecto?  SÍ  NO

Comentarios (imprima):
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

INFORMACIÓN DE CONTACTO:
City of Santa Ana  Attn: Melanie McCann, Associate Planner
20 Civic Center Plaza  P. O. Box 1388 (M20)  Santa Ana, CA  92702
E-mail HousingElement@santa-ana.org
What is a Housing Element?

- One element of the City's General Plan
- Required by State Law for every city and county
- Reviewed and certified by State HCD
- Must be updated every 8 years

What is the Update process?

What informs the Element?

What topics are addressed?

What is the RHNA?

Regional Housing Needs Assessment
- Santa Ana's share of future housing growth in region
- Calculated by regional government agency (SCAG)
- Based on incomes, housing needs, and growth projections
- Plot new development potential for new housing units
  - 2014 to 2021
  - Range of densities and affordability
  - Available land and appropriate zoning
Santa Ana’s RHNA 2014-2021

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Future Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>45</td>
</tr>
<tr>
<td>Low</td>
<td>32</td>
</tr>
<tr>
<td>Moderate</td>
<td>37</td>
</tr>
<tr>
<td>Above Moderate</td>
<td>90</td>
</tr>
<tr>
<td>TOTAL</td>
<td>284</td>
</tr>
</tbody>
</table>

Santa Ana Visions

**HOUSING VISION**
- quality residential neighborhoods
- inclusive community
- rental & homeownership
- different affordability levels

**TRANSIT VISION**
- Link downtown, employment centers, and educational facilities
- Expand housing choices along transit routes

Current Housing Policies

**HEALTH & WELLNESS**
- Enhance the livability and active lifestyles in neighborhoods
- Provide quality facilities, services, and infrastructure in neighborhoods

**HOUSING & TRANSIT**
- Facilitating transit-oriented development in the Downtown
- Create high intensity, mixed-use urban villages in District Centers
- Encourage a diversity and range in types, prices, and sizes of housing

Current Housing Programs

**HEALTH & WELLNESS**
- Project: Restore and improve the appearance, functions, & safety of residential streets
- Healthy Neighborhood Initiatives: Santa Ana Green, Safe and Active Living Districts, Active Living

**HOUSING & TRANSIT**
- Transit-Oriented Housing: new housing opportunities along Harbor Boulevard, I-225 Streets, Downtown, MHRO Overlay Zones, and District Centers

Housing Production

**CITYWIDE 2006-2012**
- 1,612 total units
- 417 lower income (25%)

Highlights

**Affordable Projects**
1. Station District Ph 1
2. Station District Ph 2
3. Pacifica Palms
4. Vista Del Rio
Highlights

Affordable Projects
1. Station District, Ph 1
2. Station District, Ph 2
3. California Palms
4. Vista Del Rio

Moving Forward

Schedule & Next Steps

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-June</td>
<td>Continue to collect and incorporate stakeholder, general public, and decision maker comments into the element</td>
</tr>
<tr>
<td>June</td>
<td>Post draft to the City's website for more feedback</td>
</tr>
<tr>
<td>July</td>
<td>Submit to California HCD for certification</td>
</tr>
<tr>
<td>September</td>
<td>Receive HCD certification</td>
</tr>
<tr>
<td>October</td>
<td>City Council adopts Housing Element</td>
</tr>
<tr>
<td>November</td>
<td>Implement Housing Element</td>
</tr>
</tbody>
</table>

Looking at the map, do you think you could use a BRT line to travel to work?

YES    NO
**What do we want from YOU?**

- Please provide your input for ideas to strengthen Santa Ana’s neighborhoods.
- What are your ideas for linking transit, housing, and employment?
- What types of housing options would you like to see in Santa Ana?

**Upcoming Open Houses**

**May 9th | 6-8 pm**
Circulation & Housing Element Open House #2
Santa Ana Senior Center
424 West Third Street

**June X | X-X**
Housing Health and Wellness
XXXX
XXXX
XXXX
**Workshop Objectives**

- **Productive Dialogue** ... on healthy communities that builds on efforts in the community and the general plan.
- **Common Framework** ... for understanding how housing Santa Ana residents can further a healthier community.
- **Your Ideas and Thoughts** ... on ways that health can be woven into the housing element and other endeavors.

---

**Why Health is Important**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Health Issue</th>
<th>State of California</th>
<th>Orange County</th>
<th>Santa Ana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>6th, 7th, 8th Graders Not in Healthy Weight Zone for Weight</td>
<td>44%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>Violent Crime</td>
<td>Violent Crime Rate (Crimes per 100,000 people)</td>
<td>2.5%</td>
<td>2.3%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Park Access</td>
<td>Park Access Per 1,000 residents</td>
<td>16/4</td>
<td>16/4</td>
<td>16/4</td>
</tr>
<tr>
<td>Housing Security</td>
<td>Percent of households with overcrowding</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>Percent of Children and Adults under 6 without insurance</td>
<td>10%</td>
<td>6%</td>
<td>35%</td>
</tr>
</tbody>
</table>

---

**Community Health Initiative**

- **National Level**
  - National Health People 2020 Program
  - National Prevention Strategy and Plan

- **State of California**
  - Strategic Growth Council: Health in All Policies
  - APA Policy Standards on Smart Growth in amended

- **City of Santa Ana**
  - General Plan Update
  - Building Healthy Community
  - Healthy Neighborhoods/Communities

---

**Workshop Outline**

1. **Introduction**
   - Healthy Communities and the Role of Housing
2. **Santa Ana's Current Housing Element**
3. **Housing, Health & Wellness Ideas**
4. **Next Steps**

---

**Healthy Communities**

- **Introduction**
  - Healthy Communities and the Role of Housing
- **Santa Ana's Current Housing Element**
- **Housing, Health & Wellness Ideas**
- **Next Steps**
PUBLIC OUTREACH

DEFINING A HEALTHY COMMUNITY

A Healthy Community...
...is one that promotes a healthy physical, economic, social & natural environment that supports the health and well-being of all its members.

A HEALTHY COMMUNITY HAS...

- Parks, recreation & open space
- Quality and affordable housing
- Quality healthcare services
- Living wage employment
- Affordable and healthy foods
- Sustainable environment
- Active transportation
- Education & economic opportunity
- Safety from injury and crime
- Supportive social relationships

A COMMUNITY FRAMEWORK

HEALTH & SUSTAINABILITY FRAMEWORK

Four Broad Areas
- Health Care Access
- Natural Environment
- Community Design
- Lifestyle Choices

WHICH INCLUDES HOUSING

Four Themes
...how homes are designed, built and maintained, their physical characteristics have many effects on injury, illness, and mental health.

- National Prevention Strategy

BRIEF OVERVIEW

HEALTHY HOUSING FRAMEWORK

Design/Location
- Resource Efficient
- Location Efficient
- Public Amenities

Housing Quality
- Physical Condition
- Housing Maintenance
- Environmental Hazards

Neighborhoods
- Safety from Criminal Behavior
- Parks, Food, Services
- Social Capital

Diversity & Supply
- Diverse Housing
- Affordable Housing
- Fair Housing

<table>
<thead>
<tr>
<th>Timeline/Industrial Era</th>
<th>Housing Issue</th>
<th>Response</th>
<th>Core Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940-1950s Industrial Era</td>
<td>Organization, occupancy, financing, and population growth in a region</td>
<td>“Avoid Principles of Housing” APHA and 1937 FHA</td>
<td>Physical Quality</td>
</tr>
<tr>
<td>1950-1960s Postwar Period</td>
<td>Housing for veterans, population growth, and regional migration</td>
<td>1949 FHA and mortgage reforms, Suburbanization</td>
<td>Security &amp; Diversity</td>
</tr>
<tr>
<td>1960-1970s Civil Rights</td>
<td>Longstanding segregation in housing, services, and neighborhoods</td>
<td>1866 FHA and Laws on equal housing, Affirmative Action, 1974 FHA &amp; VA Housing Act</td>
<td>Social Justice</td>
</tr>
<tr>
<td>1970s-2000s Environmental &amp; Social Justice</td>
<td>Environmental impacts of sprawl and growth and better understanding of chemicals</td>
<td>All 12 Smart Growth, Green Design, etc.</td>
<td>Environmental Quality</td>
</tr>
<tr>
<td>2000s+ Social Capital</td>
<td>Poor physical, social, and mental health of residents; lack of social cohesion</td>
<td>Stagnating</td>
<td>Neighborhood Conflict</td>
</tr>
</tbody>
</table>
**Housing Element**

- **Introduction**
- 1. Healthy Communities and the Role of Housing
- 2. Santa Ana’s current Housing Element
- 3. Housing, Health & Wellness Ideas
- 4. Next Steps

**Housing Element Basics**

- One element or chapter of the City’s General Plan
- State law requires cities have a housing element
- Addresses housing supply, quality, and affordability
- Reviewed and certified (approved) by State HCD
- Revision due in 2013

**Housing Element Contains...**

- Existing & Future Housing Needs
- Analysis of Constraints
- Inventory of Land for New Housing
- Housing Goals, Policies, & Programs

**What Are RHNA Goals**

- SCAG prepares the Regional Housing Needs Assessment for new housing from 2014-2021.
- Santa Ana’s goal is 704 units at following affordability levels:
  - 465 very low income units
  - 32 low income units
  - 37 moderate income units
  - 50 above moderate units
- City is required to show how housing can be built to address this housing planning goal.

**Santa Ana Housing Vision**

“Santa Ana residents have an equal right and opportunity to find suitable housing in quality residential neighborhoods that allow themselves, families, and neighbors to live the fullest lives.

We support an inclusive community that is multigenerational, culturally diverse, sustainable, and economically broad.

The City will facilitate the production, rehabilitation, and improvement of rental and ownership housing at different affordability levels.”
Housing Quality & Health

- **Healthful Housing Conditions**
  - Policies:
    1.1 Promote repair, rehabilitation, and improvement of housing
    1.2 Enforcement of building and property maintenance codes
    1.3 Housing preservation, including projects at risk of conversion

- Programs:
  - #13 Proactive Inspection
  - #14 Residential Response Team
  - #15 Multiple-Family Acquisition and Rehabilitation

Housing Diversity & Health

- **Housing Diversity and Housing Security**
  - Policies:
    2.1 Encouraging a mix of housing types and prices
    2.2 Larger housing projects to set aside 15% for affordable units
    2.3 Condominium conversion requirements

- Programs:
  - #25 Affordable Housing Incentives
  - #27 Housing Opportunity Ordinance
  - #28 Density Bonus Program

Housing and Environment

- **Smart Growth and Housing Policy**
  - Policies:
    3.1 Locating housing near transit and job centers
    3.2 Creating high-intensity mixed use villages in Districts
    3.3 Encouraging excellence in design

- Programs:
  - #33 Transit Zoning Code
  - #34 Metro East Overlay Zone
  - #35 Harbor Boulevard SP
  - #36 Green Building Code

Healthy Neighborhood

- **Healthy and Strong Neighborhoods**
  - Policies:
    4.1 Resident Involvement
    4.2 Complementary mix of land uses
    4.3 Healthy green neighborhoods
    4.4 Infrastructure & public services

- Programs:
  - #43 Neighborhood Association
  - #44 Healthy Neighborhoods Initiative
    (e.g., SALLCO, Santa Ana Green)

New Directions

Questions we ask ourselves when evaluating how to include health in the general plan:

- What chapter of the general plan is the subject a major focus versus a secondary or supporting topic?
- Does the health issue deal with a specific project, development standard, or code issue?
- What organization has primary versus supporting jurisdiction over the particular health issues?
NEW IDEAS AND DIRECTIONS

1. Improving Health through Housing Quality

Purpose
- Improve the quality of single and multi-family housing so that it is healthful for all Santa Ana residents

Ideas
- Adopt smoke-free ordinance for multi-family residential projects
- Cooperate to address environmental hazards - lead, asbestos, mold, etc.
- Incorporate portions of the National Healthy Housing Standard (discussed later)

NEW IDEAS AND DIRECTIONS

2. (Re) Building Complete and Active Neighborhoods

Purpose
- Encourage neighborhoods to be well-equipped with supportive services that contribute to health and well-being

Ideas
- Encourage parks, community gardens, and green spaces in neighborhoods
- Creating centers in each neighborhood to build a sense of community
- Support healthier food choices and groceries in or near neighborhoods
- Safe routes to school, walkability improvements, walkable corridors, etc.

NEW IDEAS AND DIRECTIONS

3. Designing Housing for Healthy and Active Living

Purpose
- Encourage the construction and/or retrofit of housing to include design features that promote health

Ideas
- Compile active design best practices and create policy about active design
- Update municipal codes to include regulations that promote health
- Create development project checklist to review projects for best practice
- Offer financial and/or regulatory incentives to promote best practices

NEW IDEAS AND DIRECTIONS

4. Including Codes for Housing Maintenance

Objective
- Provide minimum housing standards that are evidence-based, affordable, and practical

Ideas
- Review HRVS and include relevant provisions in municipal code
- Create training module for city building and code enforcement to implement applicable provisions
- Evaluate applicability of HRVS as a pre-norm for business licensing renewal or periodic inspections

MOVING FORWARD

Improving Decisionmaking
Help guide City staff, decisionmakers, and the public to collectively work together to integrate health in the housing element

Next Steps
- Amend Housing Element vision to include health and wellness
- Draft goal and/or policies for the Housing Element to promote health
- Draft implementation programs for the housing element

NEXT STEPS

Fall 2013
Accept Harbor Corridor Plan
Fall 2013
Housing Element Study Sessions
October 2013 - February 2014
HCD Review and Housing Element Adoption
Creating COMMUNITY Together

Join in the upcoming OPEN HOUSE

Review draft Circulation Element containing new and exciting proposals for the city’s streets, bike routes, and sidewalks.

Comment on Housing Element and ways to improve our neighborhoods and plan for a mix of housing types and affordability.

1
Saturday, April 27, 2013
9:30 a.m. to 12:00 p.m.
A presentation will take place at 10:00 a.m.
Southwest Senior Center
2201 W. McFadden Avenue

2
Thursday, May 9, 2013
6:00 p.m. to 8:00 p.m.
A presentation will take place at 6:30 p.m.
Santa Ana Senior Center
424 West Third Street

Muôn biết thêm chi tiết:
Xin gọi số (714) 667-2792 hoặc thăm vang
www.santa-ana.org/santaanainmotion
www.santa-ana.org/housingelement
Như không tham dự cuộc, xin gửi ý kiến đóng góp để
SantaAnainMotion@santa-ana.org
HousingElement@santa-ana.org

For more information visit:
Circulation Element - www.santa-ana.org/santaanainmotion
Housing Element - www.santa-ana.org/housingelement
Can’t attend? Send your ideas to SantaAnainMotion@santa-ana.org
or HousingElement@santa-ana.org or 714-667-2792
Creando una COMUNIDAD Juntos

Participe en el próximo
OPEN HOUSE

Revisión del plan preliminar
Elemento de Circulación
que contiene nuevas y emocionantes propuestas para las calles, rutas en bicicleta y las aceras de la ciudad.

1
Sábado 27 de abril del 2013
de 9:30 am a 12:00 pm
A las 10:00 am se hará una presentación.
Southwest Senior Center
2201 W. McFadden Avenue

2
Jueves 9 de mayo del 2013
6:00 p.m. to 8:00 p.m.
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Muéstranos tu opinión:
Xin gui vō (714) 667-2792 hoặc thăm viếng
www.santa-ana.org/santaanainmotion
www.santa-ana.org/housingelement

Para más información:
Elemento de Circulación - www.santa-ana.org/santaanainmotion
Elemento de Vivienda - www.santa-ana.org/housingelement
¡No puede asistir? Envío sus ideas a SantaAnaInMotion@santa-ana.org
o HousingElement@santa-ana.org 0 714-667-2792

E-26 CITY OF SANTA ANA GENERAL PLAN HOUSING ELEMENT
Building COMMUNITY Together: Housing Element Update

The City of Santa Ana will update the Housing Element of its General Plan in the coming months. The General Plan is an important document that sets goals and policies for the quality of life in our city. You are invited to participate in this effort by identifying and addressing housing needs in your community.

The City will analyze a variety of housing considerations including maintaining and improving the quality of current housing stock; needs for groups like seniors and the disabled, and where new housing can and should develop. This process also incorporates relevant issues like health, wellness, and travel mobility.

Share your opinions this spring at an upcoming community workshop, or through a brief online survey. Visit www.santa-ana.org/HousingElement for more information. To be added to our mailing list for future project updates please send an email to HousingElement@santa-ana.org or call us at (714) 667-2792.

CITY COUNCIL
Mayor
Miguel A. Povedo
Mayor Pro Temporal
Sal Tinayero
City Council Members
Angelica Amorez
David Benavides
Mirtha Martinez
Roxana Royena
Vincent Sarmiento

CITY OF SANTA ANA
20 Civic Center Plaza
P.O. Box 1398, MS1
Santa Ana, CA 92701
714-647-5100
www.santa-ana.org

Free Tutoring Program For All Santa Ana K-12th Grade Students

The Santa Ana Library’s Learning Center’s After-School Homework Help and Tutoring program provides free, bilingual tutoring services in all school subjects to Santa Ana students in grades K-12. The Learning Centers offer weekly courses in the areas of reading, math, science, art, and health. Access to computers and internet is also available, as are weekly computer classes. The library operates Learning Centers at the Main and Newhope Libraries. The Learning Centers are funded through a Community Development Block Grant (CDBG). You can learn more by visiting the website http://santa-ana.org/library/outhservices/ycs.asp

Programa de Enseñanza Gratuita Para Todos los Estudiantes de Santa Ana Grado K-12

El programa de Enseñanza y Ayuda con la Tarea para la Casa. Después de la Escuela del Centro de Aprendizaje de la Biblioteca Pública de Santa Ana, proporcione servicios gratuitos de enseñanza bilingüe de todas las materias escolares, para aquellos estudiantes de Santa Ana que están cursando los grados K-12. Los Centros de Aprendizaje ofrecen cursos semestrales en las áreas de lectura, matemáticas, ciencias, artes, y salud. También está disponible el acceso a computadoras e Internet como así también a clases semestrales de computación. La Biblioteca coordina Centros de Aprendizaje en las Bibliotecas de Main y Newhope. Los Centros de Aprendizaje están financiados a través de una Subvención en Bloque para el Desarrollo de la Comunidad (CDBG, por sus siglas en inglés). Usted puede conocer más acerca de este visitando el sitio http://santa-ana.org/library/outhservices/ycs.asp

Cinco de Mayo

Celebraciones para Todos

Saturday, May 4th, noon to midnight
Sunday, May 5th, noon to 10:00 p.m.
Entertainment, Food and Carnival Rides
Come celebrate with us!

For more information contact 5AM Live at (714) 667-1788

Centro de Santa Ana
Saturday, May 4th, 12 pm – 10 pm
Entertainment, food, and games
¡Venga a celebrar con nosotros!

Para más información llame a SAK Live el (714) 667-1788

CITY OF SANTA ANA GENERAL PLAN HOUSING ELEMENT

E-27
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