General Plan Advisory Group (GPAG)
Community Outreach Efforts
March 1, 2017
A Shared Vision

SANTA ANA GENERAL PLAN

www.santa-ana.org/generalplan
Community Outreach Overview

Over 40 public events, meetings and pop-ups
Community Outreach Overview

485+ Residents, Local leaders and Stakeholders
Community Outreach Overview

Many attendees don’t frequent City meetings
Youth-Based General Plan Outreach

Summer program tailored to engage the Youth
Youth-Based General Plan Outreach

Over 160 participants throughout the City
“Authentic community makes Santa Ana more attractive”
“Santa Ana’s success in Southern California will largely depend on ability to attract investment”
“Need more places for kids to play versus playing on the streets or on empty lots”
Community Safety

"Need for community prevention and intervention"
Health & Sustainability

“Affordable options for healthy food”
Human Services & Social Justice

“Opportunities to voice our concerns”
“Barely enough money for rent and not food”
Mobility

“Santa Ana’s potential for becoming the most bike friendly City”
Youth Development

“Invest more in youth to stimulate and motivate them”
“Different parts of the city look different- it’s easy to know where you are!”
“Extract the Juice” Group Exercise
Group Exercise #1

FIVE (5) Small Groups

Red Group (MM)  Arts and Culture
                Business & Econ Development

Yellow Group (HH) Community Fac. & Programs
                  Community Safety

Green Group (CN)  Health & Sustainability
                  Housing & Neighborhoods

Blue Group (VC)  Human Services & Social Justice
                  Mobility

Purple Group (ME)  Visual Character & Design
                  Youth Development
Group Exercise #1

1. Individual Think
   15 Minutes

2. Small Groups
   20 Minutes

3. Share Views

Big Idea
Group Exercise #1

1. INDIVIDUAL THINK
   15 MINUTES

2. SMALL GROUPS
   20 MINUTES

3. SHARE VIEWS

BIG IDEA
Group Exercise #1

1. **INDIVIDUAL THINK**
   - 15 MINUTES

2. **SMALL GROUPS**
   - 2

3. **SHARE VIEWS**
   - 20 MINUTES

**BIG IDEA**
Exercise #2: Affirming what we heard
Affirmative Statement?

- Any statement that affirms something to be true
- A statement that agrees with or supports a given proposition or idea
- For Example:

  **Issue or Phrase:** Lack of access to healthy food.
  
  **Affirmative Statement:** Provide access to healthy food choices for all of the community.
Group Exercise #2

1. INDIVIDUAL THINK
   AFFIRMATIVE STATEMENTS
   10 MINUTES

2. SHARE
   SMALL GROUPS
   5 MINUTES

3. SORT/CONSENSUS
   3 COMMON VALUES
   5 MINUTES

4. REPORTING OUT
   GPAG ALL
   15 MINUTES
Group Exercise #2

1. INDIVIDUAL THINK
   AFFIRMATIVE STATEMENTS
   10 MINUTES

2. SHARE
   SMALL GROUPS
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   GPAG ALL
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Group Exercise #2

1. INDIVIDUAL THINK
   AFFIRMATIVE STATEMENTS
   10 MINUTES

2. SHARE
   SMALL GROUPS
   5 MINUTES

3. SORT/CONSENSUS
   TOP STATEMENTS
   5 MINUTES

4. REPORTING OUT
   GPAG ALL
   15 MINUTES
Next Steps

• **GPAG Meeting #3** - March 15th
  Community View
  Working Towards a Vision

• **General Plan website** contains updated information, materials and meeting summaries
  [www.SantaAna.org/GeneralPlan](http://www.SantaAna.org/GeneralPlan)
THANK YOU!