A Regional View

The bigger picture...
## Population Change and Projected Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>45,533</td>
</tr>
<tr>
<td>1960</td>
<td>100,350</td>
</tr>
<tr>
<td>1970</td>
<td>156,601</td>
</tr>
<tr>
<td>1980</td>
<td>203,713</td>
</tr>
<tr>
<td>1990</td>
<td>293,742</td>
</tr>
<tr>
<td>2000</td>
<td>337,977</td>
</tr>
<tr>
<td>2010</td>
<td>324,528</td>
</tr>
</tbody>
</table>

**Current Population:** 342,930

Source: U.S. Census Bureau Decennial Census (1950-2010) and the Orange County Progress Report (2016)
Population of OC’s Biggest Cities

- **Anaheim**
- **Santa Ana**
- **Irvine**
- **Huntington Beach**
- **Garden Grove**

Source: California Department of Finance Population and Housing Estimates (2016)
Race and Ethnicity

78.6% HISPANIC
9.2% WHITE
10.3% ASIAN
1.9% OTHER

Source: U.S. Census Bureau American Community Survey 5-Year Estimates (2014)
47% of the population is foreign-born.

82.8% speak a language other than English.

Source: U.S. Census Bureau American Community Survey 5-Year Estimates (2014)
Age

- **UNDER 20**: 32.4%
- **20-24**: 9.4%
- **25-44**: 31.2%
- **45-64**: 19.8%
- **65 AND OLDER**: 7.2%

Source: U.S. Census Bureau American Community Survey 5-Year Estimates (2014)
Household Size of OC’s Largest Cities

Source: California Department of Finance Population and Housing Estimates (2016)
Housing Unit Types

- SINGLE-FAMILY: 53.20%
- MULTI-FAMILY: 41.58%
- MOBILE HOME: 5.22%

Source: California Department of Finance Population and Housing Estimates (2016)
Year Built for Existing Housing Stock

- **1960s or Before**: 54.7%
- **1970s**: 25.8%
- **1980s**: 10.7%
- **1990s**: 5.3%
- **After 2000**: 3.5%

Source: California Department of Finance Population and Housing Estimates (2016)
Existing Land Use Distribution

- Single Family: 41.7%
- Multi-Family: 17.0%
- Commercial: 15.2%
- Industrial: 14.3%
- Public/Parks: 8.8%
- Vacant/Agricultural: 3.0%

Source: Santa Ana General Plan Land Use Element (1998)
Travel Trends


Percent of City Residents

- **Drive Alone**: 72% (2000), 61% (2010), 62% (2016)
- **Carpool**: 25% (2000), 22% (2010), 16% (2016)
- **Public Transit**: 9% (2000), 11% (2010), 7% (2016)
- **Other**: 5% (2000), 6% (2010), 6% (2016)

Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2016
55% of residents do not have access to a vehicle.

55 of the top 100 OCTA transit stops are in Santa Ana.

1,350 # of Santa Ana Unified School District students ride a bike to school.

Source: Safe Mobility Santa Ana Plan (2016), OCTA Data (2014), Santa Ana Draft Bikeway Master Plan
Median Household Income

Source: ESRI Demographics (2016)
## Median Household Income Projections

<table>
<thead>
<tr>
<th>Year</th>
<th>Orange County Median</th>
<th>Santa Ana Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$75,904</td>
<td>$55,115</td>
</tr>
<tr>
<td>2015</td>
<td>$77,676</td>
<td>$55,813</td>
</tr>
<tr>
<td>2020</td>
<td>$87,267</td>
<td>$63,392</td>
</tr>
</tbody>
</table>

**Source:** U.S. 2010 Decennial Census, American Community Survey, ESRI Business Analyst
Employment

71% of Santa Ana residents work outside the City

Jobs in Santa Ana: 154,753
Santa Ana Job Pool: 144,284

Live & Work: 29%

Source: Santa Ana Economic Development (2015)
Residents & Workers by Industry

**MANUFACTURING**

- **Residents**: 17.5%
- **Workers**: 11.2%

**LAWYERS, CONSULTANTS**

- **Workers**: 10.4%
- **Residents**: 4.0%

Source: ESRI, based on ACS and InfoGroup data
Key Economic Indicators (FY 2015-2016)

- **NUMBER OF BUSINESS LICENSES**: 29,107
- **BUILDING PERMITS ISSUED**: 6,700
- **SALES TAX**: $47,920,703
- **HOTEL VISITOR’S TAX**: $8,881,934
- **UNEMPLOYMENT RATE**: 5.2%

Source: City of Santa Ana Comprehensive Annual Financial Report (2016)
K-12 Public School Student Enrollment

**CURRENT ENROLLMENT:** 58,977

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
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<tbody>
<tr>
<td>2000</td>
<td>62,781</td>
</tr>
<tr>
<td>2002</td>
<td>66,657</td>
</tr>
<tr>
<td>2004</td>
<td>67,527</td>
</tr>
<tr>
<td>2006</td>
<td>63,359</td>
</tr>
<tr>
<td>2008</td>
<td>61,113</td>
</tr>
<tr>
<td>2010</td>
<td>61,150</td>
</tr>
<tr>
<td>2012</td>
<td>60,995</td>
</tr>
<tr>
<td>2014</td>
<td>61,177</td>
</tr>
<tr>
<td>2016</td>
<td>58,977</td>
</tr>
</tbody>
</table>

Source: CA Department of Education, 2000 - 2016
Educational Attainment Rate

Percent of Population 25+ Completing High School or Higher

- 2000: 43.20%
- 2010: 51.40%
- 2016: 55.20%

Percent of Population 25+ Completing BA Degree

- 2000: 9.20%
- 2010: 12.00%
- 2016: 12.50%

Places for People & Arts…
Places of History, Architecture...
Places for Open Space & Health…
Places of Education & Culture ...
Places for Housing & Neighborhoods...
Places for Mobility & Sustainability…
Creating a New VIEW

General Plan Framework

- Vision
- Goals and Policies
- Implementation Programs
What is a Vision Statement?

An image of the future we wish to create...
What is a Vision Statement?

Concise description of our community values
Purpose for a Vision

We the People

...insure domestic Tranquility... establish this Constitution for the United

Article 1

Section 1. All legislative Powers herein granted... constitute a Legislative...
Purposeful
Appropriate
Idealistic
Inspirational
Ambitious
Future-oriented
Santa Ana Strategic Plan’s Vision

“The dynamic center of Orange County which is acclaimed for our:
Investment in youth,
Neighborhood pride,
Enriched and diverse culture,
Safe and healthy community,
Thriving economic climate and
Quality government services.”
Goals

Statements of desired future conditions toward which effort and use of resources is directed.

Example: Provide park, open space and recreational facilities that serve the needs of all segments of the population and visitors.
Policies

Statements that guide decision-making and specify an intended level of public commitment on a subject.

Example: Design state-of-the-art parks and community spaces to be easily accessible and safe.
Implementation Actions

Individual steps taken to implement one or more policies.

Example: Explore new partnership opportunities with local museum, art and cultural institutions for after-school youth programs.
Let’s give it a try!

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
5 Minute Exercise

- Work in small groups to try and determine GOALS, POLICIES, and IMPLEMENTATION PROGRAMS
- Use your two previous categories and use your Visionary Statements Worksheet to mark up your sections

“G” - For Goals
“P” - For Policies
“l” - For Implementation Programs
Next Steps

• GPAG Meeting #4- April 5th
  Working towards a Vision

• General Plan website contains updated information, materials and meeting summaries
  www.SantaAna.org/GeneralPlan
THANK YOU!