A Shared Vision

General Plan Advisory Group (GPAG)
June 7, 2017

Our Thriving Economy
Key Economic Indicators (FY 2015-2016)

- **Building Permits Issued**: 6,700
- **Sales Tax**: $47,920,703
- **Number of Business Licenses**: 29,107
- **Hotel Visitor’s Tax**: $8,881,934
- **Unemployment Rate**: 5.2%

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%
**Age**

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

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

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**Median Household Income Projections**

- **2010**: Santa Ana Median $55,115, Orange County Median $75,904
- **2015**: Santa Ana Median $55,813, Orange County Median $77,676
- **2020**: Santa Ana Median $63,392, Orange County Median $87,267

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

- Professional, Scientific & Tech
- Retail Trade
- Manufacturing
- Public Administration
- Health Care

Source: Santa Ana Economic Development (2015)

Why Santa Ana?
What makes Santa Ana Competitive?

Location
◇ Heart of Orange County
◇ Access to 4 Major Freeways

Physical Capital
◇ County Transportation Hub
◇ OC Streetcar
◇ Historic Downtown - Over 100 Buildings

Human Capital
◇ Large and Diverse Workforce 162,800
◇ Largest population of Millennials in Orange County

Thriving Downtown
◇ Downtown sales tax up 22% since 2011
◇ Home to Orange County’s top restaurants and cultural amenities
What makes Santa Ana Competitive?

**Economic Strength**
- Over 19,000 Businesses – Large to Small
  - 2nd highest concentration of high tech companies in the County
  - Concentration of government offices (County Seat)
- Top 2 industries: Manufacturing & Public Administration
- Growing Industries:
  - Biomedical Industry, Admin. Services, Professional Services, Creative Enterprise

What Santa Ana Competitive?

- **Housing Choices**
- **Quality Education**
- **Public Safety**
  Crime continues to go down (8% over the last year)
- **Positive City Image**
Major Development Activity

Economic Development Element

Policy Framework:
- Dynamic Local Economy
- Diverse Economic Base
- Quality Public Services
- Hospitable Business Environment

(4) Goals
(26) Policies
Open Space Goals & Policies

FOUR (4) Groups

Red Group (MM)

Yellow Group (CN)

Purple Group (ME)

Blue Group (VC)

Green Group (Purple and Blue)

Your Perspective (POV)

STEP 1: Facilitator will read out Draft GOAL

STEP 2: Each person will read one POLICY and how it applies to group they represent. Facilitator records comments

STEP 3: Facilitator moves to next group with materials

STEP 4: One person will share two takeaways from exercise
Next Steps

- **GPAG Meeting #8** - June 21th
  Built Environment: Mobility
  Goal/Policy Discussion

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

THANK YOU!
A Quick Recap

- Total of 5 GPAG Meetings
- What We’ve Accomplished:
  - Learned about General Plan
  - Discussed Community Outreach Summary
  - Goals, Policies and Implementation Strategies 101
  - Created Affirmative Statements
  - Drafted Draft Vision Statements
  - Framework/Format for New General Plan
  - Discussed our Five (5) Core Values
  - Working on Natural Environment Goals & Policies