PARTICIPANTS

A General Plan community meeting was held on January 13th, 2016 as part of an early outreach effort to help inform the Santa Ana business community about the upcoming General Plan update and to identify ways the community perceives the City of Santa Ana today and in the future. A total of 38 participants were in attendance representing a wide range of industries and interests. Participants were greeted by staff who presented a sign-in sheet and a citywide map where participants were asked to place a colored dot on the map representing their respective residence or place of business. Individuals were also provided a copy of an “important topics” survey to complete in preparation for the workshop discussions.

MEETING FORMAT

Following a brief introduction to the basic elements of the General Plan and its role in setting the VISION for the future, attendees participated in a small group discussions related to two items of conversation:

1) What are three topics are the most important to you in Santa Ana?
2) Tell us more about each of these topics.

Individual group discussions included a staff facilitator and scribe who transferred ideas onto a flip chart. All members were asked to participate in the smaller discussions. One participant at each table was later selected to represent the group as part of the next exercise which involved reporting out to the larger audience. Through a series of small presentations, each group leader reported out their findings based on the smaller discussions.

The following pages are a transcript of these group discussions and written comments submitted separately from group discussions.
MEETING SUMMARY NOTES

- **Arts & Culture** - Skilled work force of artists and musicians, Urban design and architecture, Pleasing authentic community makes Santa Ana more attractive
- **Business & Economic Development** – Encourage more business friendly measures, Signage ordinances for businesses, Low-income community, Housing regulations are burdensome and not business friendly, Business improvement district, Business attraction and retention, Economic development and land use plans which create certainty (ex. Harbor Mixed Use Corridor Plan), Harbor Boulevard and Bristol Street development opportunities, Development around train station, Revenue to pay for services, Attracting investment, Improving services, Small businesses, Mixed-use, Building design depending on the type of business, Preserving existing industrial areas in the City, Downtown unique investment, Maintain Downtown uniqueness, Clearer ordinances as everyone interprets differently, Continue to allow for “certainty” through Specific Plans and Land Use Plans (Harbor Corridor Plan), Lower risk, City projects, City website and interactive map, Skilled work force with focus on math and science, Communication with City employees and who to call, City communication and better ways of exchanging information, Lack of information and being informed, Communication through emails and business newsletters and ombudsman, Example of problem areas (Grand Avenue, Santa Ana Boulevard, Bristol Street and Harbor Boulevard, East 1st Street)
- **Community Facilities & Programs** - Infrastructure for internet usage (providers, access to high speeds), Connectivity and technology interface with each other, Barriers, Aging infrastructure
- **Community Safety** - Community outreach, Lack of community policing, Safety, Santa Ana may be safer than perceived, Alleys unsafe at 1st Street and Jackson Street, Better lighting, Homelessness citywide, Graffiti, Prostitution, More visibility of police needed
- **Health & Sustainability** – Sustainability, Revitalization and reuse of existing buildings, Resolve existing issues such as water, How to accommodate resources like water with increased density, Adjust building codes, New technologies, Incentives to include conservation measures, Grant partnerships, Opportunity to reuse buildings and sites, Revitalize area and Downtown
- **Housing & Neighborhoods** - Urbanization, Address issues, City needs to figure out alternative solutions, More housing for mixed incomes, Housing ranges and choices, Encourage mixed use, Consider all ages in community development as age restrictions can impact economic development, Higher density housing, Preserving mobile home parks, Maintaining housing in industrial areas
- **Mobility** - Traffic flow, Walkability, Transportation, Traffic, Santa Ana Boulevard and citywide AM high accident rate, Traffic signal synchronization, Train crossing at 4th
Street, Parking at Bristol Street for open space, Side street parking enforcement, Light rail, Trolley connecting old to the new

- **Visual Character & Design** - Santa Ana needs a better image by improving safety for youth, employees, pedestrians and women, Transients, Safety, Education, Homelessness is affecting City image and impacts real estate negatively

- **Youth Development** - Education 1st, Keep kids in school and lower dropout rate, Dropout rates of concern, Focus on keeping kids in school, Need more technology in homes for students, More resources to stimulate kids and motivate them, Vocations and training in high school, Need effective training programs, Current programs not utilized

**ADDITIONAL SURVEY COMMENTS**

- **Business & Economic Development** - More opportunities to work in the City, For Santa Ana to thrive in southern California will largely depend on its ability to attract investment on a commercial and residential level, Creating well-paying jobs for the population to keep taxpayers and reduce homelessness

- **Community Facilities & Programs** - Need wider range of areas for open space

- **Community Safety** - Business owners having trouble with homeless, Gang activity increasing

- **Mobility** – Public transportation, More bus stops and improved routes

- **Youth Development** – Start trade training in school (K to community college) to prepare for jobs