Santa Ana Strategic Plan
Creating our Future Together

February 8, 2014
Welcome and Introductions

David Cavazos, City Manager
Special thanks to:

- Mayor and City Council
- Santa Ana Community
- KidWorks
- Latino Health Access
- O.C.C.C.O
- O.C. Labor Federation
- SACReD
Today’s Agenda

• How we got here

• Next on our schedule

• What we want to accomplish today
  – Overview of the draft Strategic Plan
  – Receive comments and answer questions
How We Got Here
Next On Our Schedule

- Council Ad-Hoc Committee Meetings with City Council Members
- City Council Workshop
- City Council Mtg - Adoption of proposed Strategic Plan
- Approval of funding for Strategic Plan

- EMT review of Draft Strategic Plan
- Release of Draft Strategic Plan to the Community (January 24, 2014)
- Community Meeting (February 8, 2014)
- Revisions to Strategic plan based on City Council and Community feedback

TODAY
Ways to Provide Feedback

• Time allotted at the end of today’s presentation

• Comment cards
  – Write your comments and drop-off as you leave today’s community presentation.

• Provide comments on our City’s website:
  www.santa-ana.org/strategic-planning/community-overview/comments.asp

• Attend special half day City Council “workshop” on February 22nd.
Goal - Community Safety

• Community based policing
• Improve bicycle and pedestrian safety
• Boost communication efforts with the community
• Emergency preparedness and evacuation
• Enhance Downtown safety
• Public safety volunteer program
• Fiscal accountability/transparency
Goal – Youth, Education, Recreation

• Youth Development / Youth Leadership
• Youth programs / summit
• Joint-use contracts with schools
• Summer programs, year-round sports programs
• Improve communication with the community through technology
• Partner with schools, colleges and other groups to promote education and job training
Goal – Economic Development

• Comprehensive Economic Development Strategy
• Promote Santa Ana strengths in the region
• Programs and policies that support/promote local businesses and job growth
• Adopt business friendly policies and practices to streamline the development process
• Improve the public realm downtown (sidewalks, lighting, signage, seating, bike racks, etc.)
• Partner with the Chamber of Commerce and other associations on business attraction and retention programs
• Pursue opportunities to bring high-quality, high paying jobs into the City
Goal – City Financial Stability

• Fiscal accountability and transparency
• Provide access to City financial information online through the City’s website
• Continue to conduct outreach meetings to discuss the budget
• Explore opportunities to refinance debt
• Maintain adequate budget reserves
• Pursue grant funding for programs/projects
Goal – Community Health, Livability, Engagement & Sustainability

• Continue to improve community engagement/partnership
• Take steps to make Santa Ana a “greener” city
• Provide the community with safe, healthy, affordable housing
• Increase Code Enforcement efforts to address neighborhood issues
• Support the design and construction of parks
• Adopt policies/regulations that promote access to healthy foods (community gardens, farmer’s markets, etc.)
• Promote arts and culture (Arts Commission)
• Develop programs that focus on improving the health and wellness of Santa Ana residents
Goal – Community Facilities & Infrastructure

• Maintain streets, sidewalks, medians, etc. in a state of good repair
• Identify future infrastructure needs and explore innovative approaches to pay for them
• Complete key transit projects (SARTC, Grade Separation, Streetcar)
• Develop citywide information/technology plan. Opportunities to keep Santa Ana on the cutting edge
Goal – Team Santa Ana

• Improve workplace culture
• Focus employees on providing quality customer service
• Improve communication and engagement with the community
• Attract and retain qualified and motivated employees
• Continue to develop a culture of innovation and efficiency
• Create a positive workplace that supports the health of its employees
Accountability / Measuring Success

- Monthly status reports to City Council on actions taken to implement the Strategic Plan
- Updates provided at City Council Committee meetings
- Review Strategic Plan funding during the budget process
Thank You!!

Your comments will be incorporated in the final draft for City Council review and adoption on March 18th.

Continue to provide feedback online at:
http://www.santa-ana.org/strategic-planning/community-overview/comments.asp