










Santa Ana Strategic Planning - Creating Our Future



1. Please indicate, the areas you consider to be the most important for Santa Ana to focus on over the next five years by ranking the topic areas from 1 to 9, with one being the top priority and 9 being the lowest priority.

	#1 - Top Priority	#2	#3	#4	#5	#6	#7	#8	#9	Ratio Average
Arts and Culture	7.9% (65)	6.2% (51)	7.1% (58)	7.8% (64)	10.1% (83)	9.7% (80)	11.3% (93)	11.9% (98)	28.1% (231)	6
Businesses / Job Growth	16.6% (134)	15.8% (128)	16.8% (136)	13.0% (105)	9.9% (80)	9.1% (74)	7.2% (58)	7.7% (62)	4.0% (32)	4
City Financial Stability	16.9% (137)	16.4% (133)	14.6% (118)	9.0% (73)	10.8% (87)	11.9% (96)	9.0% (73)	6.9% (56)	4.4% (36)	4
Community Facilities / Infrastructure	3.4% (27)	5.6% (45)	10.3% (82)	15.0% (120)	13.0% (104)	16.4% (131)	14.4% (115)	11.8% (94)	10.3% (82)	5
Community Safety	25.7% (214)	17.4% (145)	16.3% (136)	12.9% (107)	10.9% (91)	5.0% (42)	3.8% (32)	3.6% (30)	4.3% (36)	3
Community Wellness / Environment / Open Space	5.0% (41)	8.7% (71)	10.4% (85)	14.1% (116)	13.7% (112)	13.4% (110)	14.6% (120)	13.0% (107)	7.1% (58)	5
Neighborhoods / Housing	6.1% (49)	11.9% (96)	8.7% (70)	11.0% (89)	15.3% (124)	15.3% (124)	13.5% (109)	10.0% (81)	8.2% (66)	5
Transportation / Transit	2.7% (22)	6.1% (49)	5.3% (43)	6.9% (56)	10.4% (84)	9.8% (79)	16.8% (136)	21.9% (177)	20.1% (163)	6
Youth / Education / Recreation	21.7% (186)	15.1% (129)	12.3% (105)	10.7% (92)	6.7% (57)	8.3% (71)	7.7% (66)	9.7% (83)	7.9% (68)	4
answered question										
skipped question										

2. In order for us to get a deeper understanding about your top choice, please indicate which area you chose to be the most important.

		Response Percent	Response Count
Arts and Culture		6.4%	58
Businesses / Job Growth		17.8%	162
City Financial Stability		15.1%	137
Community Facilities / Infrastructure		2.4%	22
Community Safety		23.8%	216
Community Wellness / Environment / Open Space		3.7%	34
Neighborhoods / Housing		6.4%	58
Transportation / Transit		1.9%	17
Youth / Education / Recreation		22.6%	205
		answered question	909
		skipped question	16

3. You have indicated that Arts and Culture is your highest priority. In addressing the community’s arts and culture issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase support for local museums, art and cultural institutions, events, and programs	75.9% (41)	18.5% (10)	3.7% (2)	1.9% (1)	1.31	54
Encouragement of murals and public art	62.3% (33)	22.6% (12)	9.4% (5)	5.7% (3)	1.58	53
Creation of a cultural hub for youth	44.2% (23)	32.7% (17)	19.2% (10)	3.8% (2)	1.83	52
Support for Hispanic culture and art	37.0% (20)	20.4% (11)	25.9% (14)	16.7% (9)	2.22	54
Preservation of community’s historic resources	45.3% (24)	37.7% (20)	15.1% (8)	1.9% (1)	1.74	53
Other (specify below)	68.4% (13)	10.5% (2)	5.3% (1)	15.8% (3)	1.68	19
				Other (100 characters max)		12
				answered question		57
				skipped question		868

4. You have indicated that Businesses / Job Growth is your highest priority. In addressing the community's business / job growth issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Be a business friendly city	72.1% (111)	22.1% (34)	5.8% (9)	0.0% (0)	1.34	154
Improve vocational training opportunities	38.6% (59)	34.0% (52)	24.8% (38)	2.6% (4)	1.92	153
Increase youth job training and work placement	48.1% (74)	30.5% (47)	16.9% (26)	4.5% (7)	1.78	154
Promote small and/or minority owned businesses	43.1% (66)	36.6% (56)	15.7% (24)	4.6% (7)	1.82	153
Support Downtown revitalization	42.7% (64)	31.3% (47)	20.7% (31)	5.3% (8)	1.89	150
Improve Santa Ana's image through positive marketing	55.3% (83)	24.0% (36)	14.0% (21)	6.7% (10)	1.72	150
Other (specify below)	63.9% (23)	16.7% (6)	2.8% (1)	16.7% (6)	1.72	36
				Other (100 characters max)		30
answered question						157
skipped question						768

5. You have indicated that City Financial Stability is your highest priority. In addressing the community’s financial stability issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Review City employee compensation (salary, pension, fringe benefits)	49.6% (67)	30.4% (41)	19.3% (26)	0.7% (1)	1.71	135
Reduce the Police Department budget	23.3% (31)	22.6% (30)	24.1% (32)	30.1% (40)	2.61	133
Have a strong economic development program to generate revenue	67.4% (89)	23.5% (31)	8.3% (11)	0.8% (1)	1.42	132
Increase City budget transparency and outreach	45.5% (61)	35.1% (47)	16.4% (22)	3.0% (4)	1.77	134
Other (specify below)	71.1% (27)	10.5% (4)	2.6% (1)	15.8% (6)	1.63	38
				Other (100 characters max)		35
				answered question		138
				skipped question		787

6. You have indicated that Community Facilities / Infrastructure is your highest priority. In addressing the community's facilities and infrastructure issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Maintain roads, sewers, sidewalks and trees throughout the community	76.2% (16)	14.3% (3)	9.5% (2)	0.0% (0)	1.33	21
Increase lighting in public spaces	20.0% (4)	70.0% (14)	10.0% (2)	0.0% (0)	1.90	20
Repair and modernize public facilities	47.6% (10)	33.3% (7)	19.0% (4)	0.0% (0)	1.71	21
Increase and maintain bike lanes, trails and paths	33.3% (7)	28.6% (6)	28.6% (6)	9.5% (2)	2.14	21
Ensure that public facilities are energy efficient	28.6% (6)	47.6% (10)	14.3% (3)	9.5% (2)	2.05	21
Other (specify below)	33.3% (1)	0.0% (0)	33.3% (1)	33.3% (1)	2.67	3
				Other (100 characters max)		5
answered question						21
skipped question						904

7. You have indicated that Community Safety is your highest priority. In addressing the community’s public safety issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase Police presence through community based policing	68.8% (139)	22.8% (46)	7.9% (16)	0.5% (1)	1.40	202
Have greater community engagement on public safety issues	44.7% (89)	42.7% (85)	11.6% (23)	1.0% (2)	1.69	199
Restore community justice by addressing Police brutality, racial profiling, etc)	31.0% (61)	24.9% (49)	25.4% (50)	18.8% (37)	2.32	197
Increase crime prevention and rehabilitation programs	50.3% (97)	35.2% (68)	13.5% (26)	1.0% (2)	1.65	193
Address issues caused by gang activity	73.2% (145)	22.7% (45)	4.0% (8)	0.0% (0)	1.31	198
Other (specify below)	68.2% (30)	29.5% (13)	2.3% (1)	0.0% (0)	1.34	44
				Other (100 characters max)		40
				answered question		214
				skipped question		711

8. You have indicated that Community Wellness / Environment / Open Space is your highest priority. In addressing the community's wellness / environment / open space issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Create more open space, neighborhood parks, community gardens and recreational facilities	75.8% (25)	24.2% (8)	0.0% (0)	0.0% (0)	1.24	33
Increase health and wellness programs	46.9% (15)	37.5% (12)	12.5% (4)	3.1% (1)	1.72	32
Maintain cleanliness and safety throughout the community	60.6% (20)	33.3% (11)	6.1% (2)	0.0% (0)	1.45	33
Improve walking and biking lanes and paths	59.4% (19)	31.3% (10)	9.4% (3)	0.0% (0)	1.50	32
Increase environmental preservation (clean air, clean water, eliminate plastic bags and Styrofoam, etc)	48.5% (16)	39.4% (13)	9.1% (3)	3.0% (1)	1.67	33
Other (specify below)	80.0% (12)	20.0% (3)	0.0% (0)	0.0% (0)	1.20	15
				Other (100 characters max)		12
				answered question		33
				skipped question		892

9. You have indicated that Neighborhoods / Housing is your highest priority. In addressing the community's neighborhood / housing issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Improve housing conditions	58.5% (31)	35.8% (19)	5.7% (3)	0.0% (0)	1.47	53
Increase code enforcement	47.1% (24)	37.3% (19)	15.7% (8)	0.0% (0)	1.69	51
Increase housing opportunities and affordability	48.1% (26)	22.2% (12)	24.1% (13)	5.6% (3)	1.87	54
More accountability of landlords; increased tenant rights	58.0% (29)	18.0% (9)	20.0% (10)	4.0% (2)	1.70	50
Address overcrowding	55.8% (29)	26.9% (14)	11.5% (6)	5.8% (3)	1.67	52
Other (specify below)	81.8% (9)	18.2% (2)	0.0% (0)	0.0% (0)	1.18	11
				Other (100 characters max)		15
				answered question		56
				skipped question		869

10. You have indicated that Transportation / Transit is your highest priority. In addressing the community’s transportation / transit issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase and improve walkways, bike lanes and trails	53.8% (7)	23.1% (3)	23.1% (3)	0.0% (0)	1.69	13
Improve bus accessibility and reliability	46.2% (6)	30.8% (4)	23.1% (3)	0.0% (0)	1.77	13
Support the street car project	64.3% (9)	7.1% (1)	21.4% (3)	7.1% (1)	1.71	14
Maintain streets and sidewalks	50.0% (7)	50.0% (7)	0.0% (0)	0.0% (0)	1.50	14
Other (specify below)	100.0% (4)	0.0% (0)	0.0% (0)	0.0% (0)	1.00	4










Other (100 characters max) 6

answered question	15
skipped question	910

11. You have indicated that Youth / Education / Recreation is your highest priority. In addressing the community's youth / education / recreation issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count	
Have more community centers, programs and events	57.8% (111)	30.7% (59)	10.9% (21)	0.5% (1)	1.54	192	
Improve community educational resources	71.6% (139)	24.2% (47)	4.1% (8)	0.0% (0)	1.32	194	
Increase sports and recreational facilities	51.6% (96)	34.9% (65)	12.9% (24)	0.5% (1)	1.62	186	
Increase City outreach to youth	63.8% (120)	25.5% (48)	10.1% (19)	0.5% (1)	1.47	188	
More joint use facilities between the City and the school district	52.4% (97)	35.1% (65)	10.3% (19)	2.2% (4)	1.62	185	
Other (specify below)	72.7% (48)	13.6% (9)	6.1% (4)	7.6% (5)	1.48	66	
				Other (100 characters max)		50	
						answered question	199
						skipped question	726

12. In order for us to get a deeper understanding about your next priority, please indicate which area you chose to be the **SECOND most important.**

		Response Percent	Response Count
Arts and Culture		6.5%	56
Business / Job Growth		16.3%	141
City Financial Stability		15.2%	132
Community Facilities / Infrastructure		3.7%	32
Community Safety		18.8%	163
Community Wellness / Environment / Open Space		9.0%	78
Neighborhoods / Housing		9.6%	83
Transportation / Transit		4.8%	42
Youth / Education / Recreation		16.1%	139
		answered question	866
		skipped question	59

13. You have indicated that Arts and Culture is your next priority. In addressing the community’s arts and culture issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase support for local museums, art and cultural institutions, events, and programs	66.7% (40)	26.7% (16)	6.7% (4)	0.0% (0)	1.40	60
Encouragement of murals and public art	48.3% (28)	29.3% (17)	17.2% (10)	5.2% (3)	1.79	58
Creation of a cultural hub for youth	50.9% (29)	40.4% (23)	8.8% (5)	0.0% (0)	1.58	57
Support for Hispanic culture and art	41.4% (24)	25.9% (15)	19.0% (11)	13.8% (8)	2.05	58
Preservation of community’s historic resources	62.5% (35)	30.4% (17)	7.1% (4)	0.0% (0)	1.45	56
Other (specify below)	50.0% (8)	25.0% (4)	6.3% (1)	18.8% (3)	1.94	16
				Other (100 characters max)		12
answered question						60
skipped question						865

14. You have indicated that Businesses / Job Growth is your next priority. In addressing the community's business / job growth issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Be a business friendly city	72.3% (99)	21.9% (30)	4.4% (6)	1.5% (2)	1.35	137
Improve vocational training opportunities	38.3% (51)	29.3% (39)	26.3% (35)	6.0% (8)	2.00	133
Increase youth job training and work placement	44.4% (59)	30.1% (40)	22.6% (30)	3.0% (4)	1.84	133
Promote small and/or minority owned businesses	47.4% (64)	32.6% (44)	17.0% (23)	3.0% (4)	1.76	135
Support Downtown revitalization	48.9% (65)	29.3% (39)	18.0% (24)	3.8% (5)	1.77	133
Improve Santa Ana's image through positive marketing	52.6% (71)	31.1% (42)	10.4% (14)	5.9% (8)	1.70	135
Other (specify below)	62.1% (18)	13.8% (4)	6.9% (2)	17.2% (5)	1.79	29

Other (100 characters max) 25

answered question	140
skipped question	785

15. You have indicated that City Financial Stability is your next priority. In addressing the community’s financial stability issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Review City employee compensation (salary, pension, fringe benefits)	54.3% (70)	22.5% (29)	13.2% (17)	10.1% (13)	1.79	129
Reduce the Police Department budget	15.6% (20)	18.0% (23)	26.6% (34)	39.8% (51)	2.91	128
Have a strong economic development program to generate revenue	68.2% (88)	21.7% (28)	8.5% (11)	1.6% (2)	1.43	129
Increase City budget transparency and outreach	56.3% (72)	28.1% (36)	10.2% (13)	5.5% (7)	1.65	128
Other (specify below)	88.9% (24)	3.7% (1)	0.0% (0)	7.4% (2)	1.26	27
				Other (100 characters max)		27
				answered question		131
				skipped question		794

16. You have indicated that Community Facilities / Infrastructure is your next priority. In addressing the community's facilities and infrastructure issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Maintain roads, sewers, sidewalks and trees throughout the community	77.4% (24)	22.6% (7)	0.0% (0)	0.0% (0)	1.23	31
Increase lighting in public spaces	50.0% (15)	40.0% (12)	6.7% (2)	3.3% (1)	1.63	30
Repair and modernize public facilities	51.7% (15)	37.9% (11)	6.9% (2)	3.4% (1)	1.62	29
Increase and maintain bike lanes, trails and paths	44.8% (13)	27.6% (8)	17.2% (5)	10.3% (3)	1.93	29
Ensure that public facilities are energy efficient	32.1% (9)	32.1% (9)	28.6% (8)	7.1% (2)	2.11	28
Other (specify below)	85.7% (6)	0.0% (0)	14.3% (1)	0.0% (0)	1.29	7
				Other (100 characters max)		6
answered question						31
skipped question						894

17. You have indicated that Community Safety is your next priority. In addressing the community’s public safety issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase Police presence through community based policing	58.1% (90)	31.6% (49)	7.1% (11)	3.2% (5)	1.55	155
Have greater community engagement on public safety issues	49.7% (78)	36.9% (58)	10.8% (17)	2.5% (4)	1.66	157
Restore community justice by addressing Police brutality, racial profiling, etc)	43.8% (67)	28.1% (43)	17.6% (27)	10.5% (16)	1.95	153
Increase crime prevention and rehabilitation programs	50.3% (78)	34.2% (53)	12.3% (19)	3.2% (5)	1.68	155
Address issues caused by gang activity	66.7% (102)	26.1% (40)	6.5% (10)	0.7% (1)	1.41	153
Other (specify below)	73.5% (25)	11.8% (4)	2.9% (1)	11.8% (4)	1.53	34
				Other (100 characters max)		26
				answered question		162
				skipped question		763

18. You have indicated that Community Wellness / Environment / Open Space is your next priority. In addressing the community's wellness / environment / open space issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Create more open space, neighborhood parks, community gardens and recreational facilities	77.0% (57)	16.2% (12)	6.8% (5)	0.0% (0)	1.30	74
Increase health and wellness programs	53.4% (39)	30.1% (22)	16.4% (12)	0.0% (0)	1.63	73
Maintain cleanliness and safety throughout the community	76.7% (56)	19.2% (14)	4.1% (3)	0.0% (0)	1.27	73
Improve walking and biking lanes and paths	71.4% (50)	20.0% (14)	8.6% (6)	0.0% (0)	1.37	70
Increase environmental preservation (clean air, clean water, eliminate plastic bags and Styrofoam, etc)	64.3% (45)	24.3% (17)	10.0% (7)	1.4% (1)	1.49	70
Other (specify below)	68.8% (11)	25.0% (4)	6.3% (1)	0.0% (0)	1.38	16
				Other (100 characters max)		10
				answered question		77
				skipped question		848

19. You have indicated that Neighborhoods / Housing is your next priority. In addressing the community's neighborhood / housing issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Improve housing conditions	68.8% (53)	27.3% (21)	3.9% (3)	0.0% (0)	1.35	77
Increase code enforcement	43.6% (34)	33.3% (26)	20.5% (16)	2.6% (2)	1.82	78
Increase housing opportunities and affordability	63.8% (51)	18.8% (15)	13.8% (11)	3.8% (3)	1.58	80
More accountability of landlords; increased tenant rights	51.3% (40)	24.4% (19)	19.2% (15)	5.1% (4)	1.78	78
Address overcrowding	56.4% (44)	20.5% (16)	20.5% (16)	2.6% (2)	1.69	78
Other (specify below)	83.3% (15)	11.1% (2)	0.0% (0)	5.6% (1)	1.28	18
				Other (100 characters max)		18
				answered question		82
				skipped question		843

20. You have indicated that Transportation / Transit is your next priority. In addressing the community's transportation / transit issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Increase and improve walkways, bike lanes and trails	60.0% (24)	30.0% (12)	10.0% (4)	0.0% (0)	1.50	40
Improve bus accessibility and reliability	75.7% (28)	16.2% (6)	8.1% (3)	0.0% (0)	1.32	37
Support the street car project	59.5% (22)	27.0% (10)	10.8% (4)	2.7% (1)	1.57	37
Maintain streets and sidewalks	60.5% (23)	34.2% (13)	5.3% (2)	0.0% (0)	1.45	38
Other (specify below)	80.0% (4)	0.0% (0)	0.0% (0)	20.0% (1)	1.60	5

Other (100 characters max) 3

answered question	42
skipped question	883

21. You have indicated that Youth / Education / Recreation is your next priority. In addressing the community's youth / education / recreation issues, please rate how important the following issues are on a scale of Very Important, Important, Somewhat Important and Not at All Important:

	Very Important	Important	Somewhat Important	Not at all Important	Rating Average	Rating Count
Have more community centers, programs and events	53.9% (69)	37.5% (48)	7.8% (10)	0.8% (1)	1.55	128
Improve community educational resources	64.3% (81)	30.2% (38)	5.6% (7)	0.0% (0)	1.41	126
Increase sports and recreational facilities	49.2% (60)	36.1% (44)	14.8% (18)	0.0% (0)	1.66	122
Increase City outreach to youth	61.4% (78)	29.9% (38)	8.7% (11)	0.0% (0)	1.47	127
More joint use facilities between the City and the school district	52.0% (64)	26.8% (33)	13.8% (17)	7.3% (9)	1.76	123
Other (specify below)	73.3% (22)	6.7% (2)	3.3% (1)	16.7% (5)	1.63	30
				Other (100 characters max)		28
				answered question		131
				skipped question		794

22. Santa Ana's Strengths: Santa Ana's strengths are existing qualities that help to enable the City to achieve its vision for the community. Strengths are the positive aspects of Santa Ana and those things that Santa Ana does well. For each item below, indicate whether you strongly agree, mostly agree, mostly disagree or strongly disagree that it is one of Santa Ana's strengths.

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Rating Average	Rating Count
a. Civic Pride	20.5% (157)	49.2% (377)	24.5% (188)	5.7% (44)	2.16	766
b. Regional destinations (Bowers Museum, Discovery Science Center, Santa Ana Zoo, MainPlace, Mater Dei, High School of the Performing Arts)	47.1% (366)	40.8% (317)	9.5% (74)	2.6% (20)	1.68	777
c. Young population	29.1% (225)	43.6% (337)	22.4% (173)	4.9% (38)	2.03	773
d. Thriving, urban downtown	29.6% (229)	45.7% (354)	20.3% (157)	4.4% (34)	1.99	774
e. Diverse, multi-cultural city	37.3% (290)	37.7% (293)	19.7% (153)	5.3% (41)	1.93	777
f. County seat, historic leadership role	30.2% (230)	40.9% (312)	24.3% (185)	4.6% (35)	2.03	762
g. Varied housing stock	11.2% (85)	42.0% (320)	37.0% (282)	9.8% (75)	2.46	762
h. Professional, dedicated City staff	22.5% (173)	46.7% (359)	20.8% (160)	9.9% (76)	2.18	768
i. Strong faith-based community	22.5% (173)	42.8% (329)	25.1% (193)	9.5% (73)	2.22	768
j. Strong business base	19.4% (148)	44.4% (338)	30.9% (235)	5.3% (40)	2.22	761
k. Distinct neighborhoods	27.1% (207)	44.4% (340)	24.1% (184)	4.4% (34)	2.06	765
l. Historic character	34.7% (266)	46.2% (354)	15.8% (121)	3.4% (26)	1.88	767
m. Large workforce	28.6% (218)	46.4% (353)	20.9% (159)	4.1% (31)	2.00	761
n. Growing creative arts/professional arts presence	32.2% (247)	44.8% (344)	19.4% (149)	3.6% (28)	1.95	768
o. Community involvement and participation	27.5% (208)	39.6% (300)	25.0% (189)	7.9% (60)	2.13	757
p. Other (specify in the box below)	50.0% (52)	23.1% (24)	11.5% (12)	15.4% (16)	1.92	104

answered question 798

skipped question 127

23. Santa Ana's Limitations: Santa Ana's limitations are existing qualities or issues that prevent the City from achieving its vision and full potential. Generally, limitations are those things perceived as negative and should be addressed, minimized or eliminated. For each item below, please indicate whether you strongly agree, mostly agree, mostly disagree or strongly disagree that it represents one of Santa Ana's limitations.

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Rating Average	Rating Count
a. Lack of community vision or brand	32.6% (251)	47.3% (364)	17.7% (136)	2.3% (18)	1.90	769
b. Residential overcrowding	49.9% (387)	33.4% (259)	14.8% (115)	1.8% (14)	1.69	775
c. Lack of adequate open space	49.0% (374)	33.6% (256)	14.9% (114)	2.5% (19)	1.71	763
d. Continuing gang issues	57.5% (447)	30.3% (236)	10.5% (82)	1.7% (13)	1.56	778
e. Not business friendly; difficult to attract new business	30.1% (229)	40.3% (307)	24.0% (183)	5.6% (43)	2.05	762
f. Lack of youth opportunities	37.6% (287)	35.3% (270)	21.9% (167)	5.2% (40)	1.95	764
g. Aging infrastructure	34.9% (267)	41.0% (314)	21.7% (166)	2.4% (18)	1.92	765
h. Limited municipal transparency and outreach	31.1% (232)	41.5% (310)	24.2% (181)	3.2% (24)	2.00	747
i. Not enough bike lanes, trails and paths	40.2% (308)	28.7% (220)	24.9% (191)	6.3% (48)	1.97	767
j. Large homeless population	58.0% (443)	31.4% (240)	9.3% (71)	1.3% (10)	1.54	764
k. Lack of trust of government	48.4% (370)	32.3% (247)	17.0% (130)	2.2% (17)	1.73	764
l. Nonresponsive residential landlords	35.7% (265)	38.8% (288)	23.4% (174)	2.2% (16)	1.92	743
m. No clear economic development strategy	39.1% (295)	42.4% (320)	16.4% (124)	2.1% (16)	1.82	755

n. Large low income population	59.6% (455)	26.2% (200)	10.6% (81)	3.5% (27)	1.58	763
o. Other (specify in the box below)	67.5% (85)	11.9% (15)	6.3% (8)	14.3% (18)	1.67	126

Other (100 characters max) 86

answered question 793

skipped question 132

24. Santa Ana's Opportunities: Outside forces and trends may provide new opportunities for Santa Ana. New opportunities may also exist in unrealized potential within the community. These opportunities, if seized upon, may enhance our community in the future. For each item below, please indicate whether you strongly agree, mostly agree, mostly disagree or strongly disagree that it represents one of Santa Ana's opportunities.

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Rating Average	Rating Count
a. Increase transit / implement the streetcar project	33.4% (254)	34.4% (262)	21.3% (162)	10.9% (83)	2.10	761
b. Increase sharing of open space with school district	41.8% (319)	39.2% (299)	14.3% (109)	4.7% (36)	1.82	763
c. More community engagement	52.7% (403)	38.3% (293)	7.8% (60)	1.2% (9)	1.58	765
d. Attract additional museums, art and cultural institutions, events and programs	46.7% (359)	35.8% (275)	14.6% (112)	3.0% (23)	1.74	769
e. Enhance the community image	62.2% (478)	30.3% (233)	6.3% (48)	1.2% (9)	1.46	768
f. Encourage new business investment	59.8% (462)	30.8% (238)	8.2% (63)	1.2% (9)	1.51	772
g. Develop a long-term vision for downtown	55.6% (427)	30.5% (234)	11.3% (87)	2.6% (20)	1.61	768
h. Increase involvement of the immigrant community	44.4% (339)	36.0% (275)	13.7% (105)	5.9% (45)	1.81	764
i. Expand youth programs, such as job training and placement	56.7% (436)	30.2% (232)	11.4% (88)	1.7% (13)	1.58	769
j. Increase community-based policing	47.7% (364)	40.4% (308)	10.1% (77)	1.8% (14)	1.66	763

k. Increase focus on community wellness	45.0% (345)	39.8% (305)	13.4% (103)	1.8% (14)	1.72	767
l. Improve housing conditions and affordability	50.8% (391)	32.2% (248)	13.4% (103)	3.6% (28)	1.70	770
m. Increase City efficiency through technology	52.0% (394)	36.4% (276)	10.0% (76)	1.6% (12)	1.61	758
n. Allow innovation for reuse of vacant space in the Downtown	55.6% (425)	33.6% (257)	8.6% (66)	2.2% (17)	1.58	765
o. Expand tourism / destination activities	46.1% (350)	34.9% (265)	15.3% (116)	3.8% (29)	1.77	760
p. Develop a long term-vision for South Main Street	45.6% (344)	35.0% (264)	14.7% (111)	4.6% (35)	1.78	754
q. Other (specify in the box below)	60.3% (73)	18.2% (22)	9.1% (11)	12.4% (15)	1.74	121
				Other (100 characters max)		80
answered question						790
skipped question						135

25. Threats to Santa Ana: Outside forces and on-going community trends may also bring unfavorable situations or changes to Santa Ana. These threats may undercut the stability and success of our community and should be addressed. For each item below, please indicate whether you strongly agree, mostly agree, mostly disagree or strongly disagree that it represents one of Santa Ana's threats.

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Rating Average	Rating Count
a. Lack of funding for needed services	59.5% (456)	31.5% (241)	8.0% (61)	1.0% (8)	1.51	766
b. Growing population / population density	50.5% (389)	32.7% (252)	13.4% (103)	3.5% (27)	1.70	771
c. Schools are underperforming	60.2% (463)	27.0% (208)	10.8% (83)	2.0% (15)	1.54	769
d. Negative image as an older, high crime community	65.5% (508)	24.9% (193)	7.3% (57)	2.3% (18)	1.47	776
e. Competition for new businesses from other communities	39.8% (304)	39.3% (300)	17.4% (133)	3.5% (27)	1.85	764
f. Increasing cost of services	41.5% (316)	38.9% (296)	16.7% (127)	2.9% (22)	1.81	761
g. Push by other communities to have Santa Ana deal with difficult issues (homeless, parolees, etc.)	61.7% (473)	26.7% (205)	10.0% (77)	1.6% (12)	1.51	767
h. Fully built-out community	30.2% (222)	39.3% (289)	25.5% (188)	5.0% (37)	2.05	736
i. Cost of police services is taking a larger and larger percentage of the City budget	50.1% (378)	28.1% (212)	14.3% (108)	7.5% (57)	1.79	755
j. Other (specify in the box below)	65.0% (78)	16.7% (20)	4.2% (5)	14.2% (17)	1.68	120
Other (100 characters max)						84
answered question						792
skipped question						133

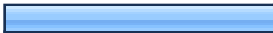

26. What is the single highest priority issue that must be addressed in the next five years?

	Response Count
	721
answered question	721
skipped question	204

27. Participants of the community forum were asked to provide one word to describe their vision of Santa Ana in five years. Please tell us what one word describes your vision of Santa Ana in five years?

	Response Count
	701
answered question	701
skipped question	224

28. What is your gender?

		Response Percent	Response Count
Male		40.3%	312
Female		59.7%	463
	answered question		775
	skipped question		150






29. What is your age range?

		Response Percent	Response Count
Under 18 years old		15.5%	120
18-25		9.8%	76
26-35		19.7%	153
36-45		18.3%	142
46-55		16.5%	128
56-65		13.7%	106
Over 65 years old		6.5%	50
answered question			775
skipped question			150








30. What is your ethnicity?

		Response Percent	Response Count
American Indian / Native American		1.2%	9
Asian		6.3%	49
Black / African American		0.9%	7
Hispanic / Latino		58.8%	454
White / Caucasian		28.9%	223
Pacific Islander		0.3%	2
Other		3.6%	28
answered question			772
skipped question			153

31. What is your relationship to the City of Santa Ana? (check all that apply)

		Response Percent	Response Count
Resident of Santa Ana		78.0%	608
Student		23.9%	186
Work in Santa Ana		32.1%	250
Business owner in Santa Ana		7.8%	61
City employee		10.5%	82
answered question			779
skipped question			146

32. Looking at the map above, please indicate in which ward you live.

		Response Percent	Response Count
Ward 1		11.8%	75
Ward 2		13.8%	88
Ward 3		28.5%	182
Ward 4		12.2%	78
Ward 5		19.7%	126
Ward 6		10.2%	65
Don't Know		3.8%	24
answered question			638
skipped question			287