

**ANAHEIM
FIRST**

Anaheim Community Assessment

October 2020 (Original)

April 2022 (Updated)

PREPARED FOR:

Anaheim First

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and

City of Anaheim

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Executive Summary

WHAT IS THE ANAHEIM COMMUNITY ASSESSMENT?

The Anaheim Community Assessment (The Assessment) is a comprehensive review of the quality of life in every Anaheim neighborhood. It was intended to lay the foundation for future neighborhood investments based on data analysis and community-driven priorities for each district. Mapping analysis served to review key performance indicators and identify areas for improving the delivery of City services and programs.

The Assessment process involved two primary efforts. Part One (1), Data Analysis, involved the mapping of existing conditions, defining City standards or goals, and identifying areas in need of improvement in the built environment, services, or programs. Part Two (2), Community Engagement, reviewed input, recommendations, and priorities, gathered from residents, businesses, and community-based organizations.

Consultants produced and analyzed thirty-four (34) maps to assess quality of life indicators. The Assessment included town hall meetings in every council district, online and in-person surveys, online and neighbor-to-neighbor discussions, and review of existing City and publicly available data. The Assessment also included interviews with nongovernmental organizations active in Anaheim, City staff, City boards and commissions members, and elected officials. The Anaheim Community Assessment concluded in the spring of 2020.

WHO LED THE ASSESSMENT?

Anaheim First oversaw the Assessment with the assistance of technical consultants and City staff. Anaheim First is a community-based, resident-led, local nonprofit organization, dedicated to improving the quality of life of every Anaheim community and neighborhood by seeking resident input through the Anaheim Community Assessment, plus ongoing dialogue with residents. The mission of Anaheim First is to create a comprehensive community development program that will transform the vitality and livability of every neighborhood in Anaheim.

Anaheim First consists of:

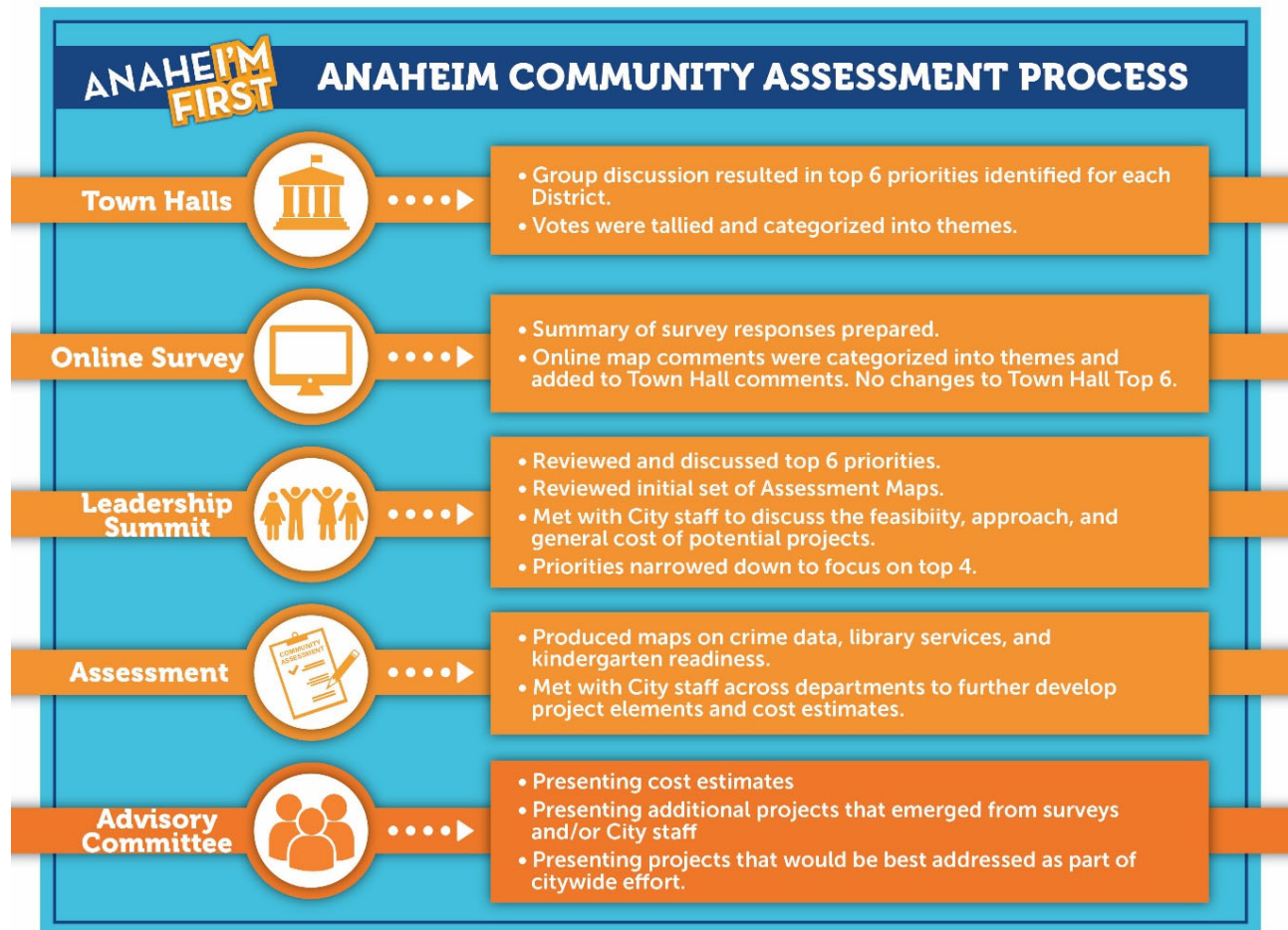
- A 100-member Neighborhood Leadership Council, which includes 15 community leaders from each of Anaheim's 6 council districts, and 10 leaders from citywide community groups.
- A 30-member Advisory Council, consisting of the original 5 members from each of the 6 council districts.
- A 9-member board of directors, including the chairs of each of the district advisory councils, plus the leaders of the 3 nonprofit groups who helped formalize Anaheim First.

WHAT DID WE HEAR?

Although the Assessment received nearly 1,800 comments from the public, there were many common interests and themes that arose and informed the selection of quality of life indicators that were assessed. The final performance indicators that were reviewed include: Recreation and Leisure; Economics; Housing; Mobility; Health and Welfare; Building Maintenance; and Public Safety. Additionally, public comments were used to identify four priority projects for each district and seven priority projects that could be implemented at a citywide level.

WHAT HAPPENS NEXT?

Findings from the Assessment may be used to inform the prioritization of investments funded through **The Anaheim 2030 Neighborhood Investment Program**, an ambitious program proposed by Mayor Harry Sidhu and adopted by unanimous vote of the Anaheim City Council. The program will invest at least **\$250 million over the next ten (10) years into Anaheim neighborhoods**. Funding for the program will come from economic expansion expected to continue in the Platinum Triangle, the Anaheim Resort, and around the city. It could include one-time funds from land sales, incremental new tax revenue from economic development, and revenue freed up in the City’s General Fund as Resort District bonds are paid off.



Chapter 1. Assessment Process

The Assessment process involved two primary efforts. Part One (1), Data Analysis, involved the mapping of existing conditions, defining City standards or goals, and identifying areas in need of improvement in the built environment, services, or programs. Part Two (2), Community Engagement, reviewed input, recommendations, and priorities, gathered from residents, businesses, and community-based organizations. This section provides an overview of Part One (1), Data Analysis, and Part Two (2), Community Engagement.

PART 1. DATA ANALYSIS

Mapping of Existing Conditions

The Assessment involved collaboration with seven (7) City departments to collect data pertaining to existing services, programs, facilities, and project plans. This analysis was used to develop maps that show areas of need and could be used to identify opportunity areas for future projects and funding opportunities. The conditions identified in the analysis were mapped and presented to the public in a series of public workshops.

Reviewing Quality of Life Indicators

The following indicators were analyzed to identify opportunities to improve City services, programs, facilities, and infrastructure. Each indicator has at least one supporting map.

- **Baseline Characteristics.** Provides population-related context that informs the demand for City programs, services, and facilities.
- **Recreation and Leisure.** Considers the availability, service levels, and the distribution and programming of parks, libraries, recreation centers, and specialty programs and services such as meals and transportation. The quality of these conditions can significantly influence a community's health as it relates to diabetes, asthma, heart disease, and autoimmune disorders.
- **Economics.** Evaluates the average household income, concentration and distribution of jobs, average retail vacancy rate, and asking lease rate. These factors may indicate if a city is providing a balance of jobs to households and a mix of commercial services and goods.
- **Housing.** Reviews residential living conditions such as density, housing overpayment, overcrowding, and properties under the Quality Rental Property Program. These conditions indicate the affordability of a city's housing stock and can provide insight for the types of housing units needed in a city.
- **Mobility.** Focuses on conditions related to how well residents can travel using multiple modes of transportation—within Anaheim and between districts. Mobility indicators consider households with access to a vehicle, access to bus stops, and existing and proposed bike lanes. Cities with a variety of highly accessible and functioning modes of transportation have greater access to employment centers and encourage increased physical activity, resulting in improved physical and mental health conditions.
- **Health and Welfare.** Examines the overall health and well-being of a community. For this assessment, the City sought to identify populations living in fair or poor health and youth underprepared for kindergarten. The findings can help identify the need for programmatic and

fiscal improvements to City-provided community services. Analysis included data provided by California Health Interview Survey (CHIS).

- **Building Maintenance.** Monitors the volume of code violations, graffiti, and other conditions associated with neighborhoods. These factors may indicate the presence of absentee property owners who have let their properties decay, often neglecting tenants' living conditions and detracting from the community's visual aesthetic, safety, and quality of life.
- **Public Safety.** Addresses the general level of crimes, service calls by type, response times for different services, and traffic collisions data. The level of public safety is one of the most important and often-cited measures of livability. Information on public safety were based on information provided by the City and from publicly available datasets.

PART 2. COMMUNITY ENGAGEMENT

Anaheim First hosted a series of community engagement efforts, including leadership summits, town hall meetings, online survey and mapping activity, and citywide pop-up events. Following are descriptions of these events and summaries of their outcomes.

Leadership Summits

Two rounds of leadership summits were held to share information and gather input from the Anaheim First Leadership Council. A total of 77 leaders attended the first summit, and 68 leaders attended the second summit. During the first summit, leaders discussed and prioritized topics of concern and identified geographic regions to be considered as areas of need or potential opportunities. This activity served as a training to the leaders to prepare them to facilitate the activity during the town hall meetings.



Leadership Summit #1

During the second summit, leaders were asked to review the top six priority projects identified during the first series of town hall meetings. Leaders were able to discuss each of the top six priorities with various City department heads to better understand the methods, feasibility, and alternatives to addressing each priority. They were then asked to prioritize the top four projects that would be submitted for further analysis, including feasibility and cost estimates. The top four projects and associated cost estimates would be presented to the general public during the second round of town hall meetings.



Leadership Summit #1

Town Hall Meetings

Two rounds of town hall meetings were held in each of the six council districts and were attended by the general public, staff from various City departments, and other community partners, including community-based organizations that were interviewed throughout the assessment process. Approximately 925 members of the public attended the town hall meetings, averaging over 75 people per meeting. Members of the public participated in small group discussions to identify improvements they wanted to see within their district. Each small group narrowed their top priorities and shared them with the larger group. Top priorities from each group were written on large posters and used as ballot forms on which each participant could place stickers (3 per participant) to vote individually on what mattered most to them. Votes were tallied at the end of the night, and the top six priorities for each district were identified and will be the basis for the remaining process.

During the second round of town hall meetings, the public reviewed the potential projects prioritized by the leadership council, including the assessment maps and cost estimates. Participants were asked to provide comments related to the cost components of each project and prioritize the projects yet again. In some cases, the priorities were condensed due to overlap or to address the issue more comprehensively. Participants were presented with rough costs associated with the new consolidated priorities and were given the opportunity to rank each priority project and provide input on each project component. Based on this input, the top four identified projects and recommendations for each district will be finalized and presented to the City Council.

Table 1. Town Hall Meeting Attendance by District

Round 1	
District 1	95
District 2	106
District 3	127
District 4	93
District 5	77
District 6	121
<i>Attendance based on Sign-in Sheets</i>	

Round 2	
District 1	30
District 2	23
District 3	86
District 4	39
District 5	42
District 6	89
<i>Attendance based on Priority Worksheets</i>	

Stakeholder Interviews

The Assessment sought to understand the needs of a community through the lens of local experts who work on community-based initiatives on a regular basis. Eighteen interviews were conducted with community-based organizations that are either located in or service the City of Anaheim. This feedback was used to inform the selection of performance indicators to be reviewed and to validate assessment findings and community input. These interviews also serve to build strong community partnerships that result in efficient and effective delivery of human services to the community.

Table 2. CBO Overview

Community-based Organizations		
Organization	Key Priorities	Interview Date
<p>Anaheim Neighborhood Association</p> <p><i>Mission:</i> Anaheim Neighborhood Association (ANA) founded in the early 90s with the goal of empowering residents to get things done at city hall and to use their voice to influence decision makers.</p>	<ul style="list-style-type: none"> • Funding for Anaheim Arts Council; Public Art; Beautification; Parking; • Tax rebate programs 	September 6, 2019
<p>Anaheim Family YMCA</p> <p><i>Mission:</i> Youth development; Healthy living; Social responsibility</p>	<ul style="list-style-type: none"> • Family homelessness • Mental and drug-related health issues • Data tracking on success after high school 	September 6, 2019
<p>Grandma’s House of Hope</p> <p><i>Mission:</i> Improve the quality of life for Orange County’s most vulnerable, underserved and socio-economically disadvantaged community members by providing housing, food and trauma-informed supportive services.</p>	<ul style="list-style-type: none"> • Homelessness • HUD Funding • Parking areas for homeless • Perceived safety regarding homeless population 	September 6, 2019
<p>Anaheim Religious Community Council (A.R.C.C.)</p> <p><i>Mission:</i> Provide a forum in which religious leaders can voice their concern about community needs in Anaheim, plan strategies for addressing those needs, and work together as individuals or with the help of their entire congregations to meet those needs.</p>	<ul style="list-style-type: none"> • Homelessness • Human Trafficking • Community Services 	September 6, 2019

Table 2. CBO Overview

Community-based Organizations		
Organization	Key Priorities	Interview Date
<p>Love Anaheim</p> <p><i>Mission:</i> Mobilize and organize community volunteers for community service projects throughout the city.</p>	<ul style="list-style-type: none"> • Blight in West Anaheim; Code enforcement; Homelessness 	September 6, 2019
<p>Anaheim Library Foundation</p> <p><i>Mission:</i> Dedicated to supporting and enhancing the libraries' rich diversity of resources and programming for generations to come</p>	<ul style="list-style-type: none"> • Library staff • Funding for mobile and stationary libraries 	September 6, 2019
<p>The Eli Home</p> <p><i>Mission:</i> Shelter for children of abuse or neglect with transitional shelter housing programs</p>	<ul style="list-style-type: none"> • Homelessness • Drug addiction • Child wellbeing • Gang activity • Volunteer staff 	September 6, 2019
<p>Orange County Family Justice Center Foundation</p> <p><i>Mission:</i> Support and provide a violence free society, healthy relationships skills, communication skills, productive tools, etc.</p>	<ul style="list-style-type: none"> • Anaheim Arts Council shutting down; domestic violence; Human trafficking; Outreach to at risk youth and families 	September 9, 2019
<p>Anaheim Ballet</p> <p><i>Mission:</i> To enlighten and entertain audiences with classically rooted programming and contemporary presentation while empowering and provide self-esteem skills through the art of dance.</p>	<ul style="list-style-type: none"> • Funding for facility acquisition in Anaheim 	September 9, 2019
<p>Community Senior Serve</p> <p><i>Mission:</i> Improve wellness and dignity and is primarily known for their senior nutrition program.</p>	<ul style="list-style-type: none"> • Food insecurity • Transportation for elders • Access to healthcare • Affordable senior housing • Funding gaps 	September 10, 2019

Table 2. CBO Overview

Community-based Organizations		
Organization	Key Priorities	Interview Date
Anaheim Outdoor Science Education Foundation <i>Mission:</i> Teach children how to protect the planet, how the planet works, social skills, and emotional growth	<ul style="list-style-type: none"> Funding for youth programming Gang activity 	September 10, 2019
Taller San Jose-Hope Builders <i>Mission:</i> Training center for older youth and young adults.	<ul style="list-style-type: none"> Workforce development for youth and young adults 	September 10, 2019
Orange County Congregation Community Organization (OCCO) <i>Mission:</i> Leadership development, inter-faith leadership, community engagement, grassroots organizing, collaboration with policy makers, structural and community change, reinforce and strengthen our democracy, and voter engagement.	<ul style="list-style-type: none"> Affordable housing Homelessness Housing for seniors and undocumented City Staffing Rent caps/control Immigrant defense fund Attention to areas with low-income people of color. 	September 11, 2019
Anaheim Senior Citizen's Club <i>Mission:</i> Provides recreation, health education, legal, travel and other services for adults 50 years and older. The Club also monitors zoning and planning changes that might impact safety, housing and other quality-of-life issues for seniors.	<ul style="list-style-type: none"> Senior Citizen Strategic Plan Facilities in good condition with dedicated senior programming Senior resource center Transportation services Traffic calming measures 	September 11, 2019
Anaheim Community Foundation <i>Mission:</i> Build community through people, partnership, and pride.	<ul style="list-style-type: none"> Food insecurity Transportation for elders Affordable housing Safe play areas Green space Lighting Walkways Physical and Mental health Career readiness Homelessness 	September 11, 2019

Table 2. CBO Overview

Community-based Organizations		
Organization	Key Priorities	Interview Date
<p>Reaching Youth Through Music Opportunities (RYTMO)</p> <p><i>Mission:</i> After-school program designed for youth who demonstrate musical, technical and business potential in the arts and might desire a career in the music industry.</p>	<ul style="list-style-type: none"> • Funding for a new facility 	September 18, 2019
<p>Anaheim Beautiful</p> <p><i>Mission:</i> Initiate, encourage, promote and actively participate to preserve and enhance the beauty of Anaheim.</p>	<ul style="list-style-type: none"> • Programs for youth and seniors • Address homelessness • Community collaboration 	September 18, 2019
<p>West Anaheim Neighborhood Development Council (WAND)</p> <p><i>Mission:</i> Grassroots organization of residents, dedicated to building a better tomorrow for West Anaheim.</p>	<ul style="list-style-type: none"> • Social programs for seniors • Community center and large meeting room • Additional park space for high density housing areas. 	N/A

Online Survey

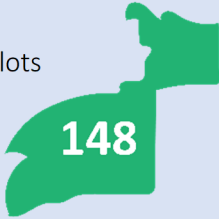





An online survey launched at the onset of the Assessment received 1,048 responses. The survey asked respondents to submit their recommended strategies for addressing public safety, public health, education, recreation, and beautification. It also provided an online mapping activity—modeled after the town hall activity—that allowed respondents to identify topics and areas of concern within their district.

Table 3. Summary of Key Survey Comments Related to Quality of Life Indicators

<p>Recreation and Leisure comments are related to community centers, park and recreation programming, park maintenance, swimming pools, sport fields, and hiking trails.</p>	<ul style="list-style-type: none"> • Additional code enforcement • Eliminate blight and aging commercial centers • Improved parks and open space
<p>Economics comments are related to the variety, type, and quality of available businesses in the city.</p>	<ul style="list-style-type: none"> • Vocational job training • More after school programs • More adult education programs
<p>Housing comments are related to housing for all income levels, rent control, and adequate parking stock in residential communities.</p>	<ul style="list-style-type: none"> • Additional affordable housing is needed • City needs to build permanent supportive housing • Housing in some areas of the city is in deplorable condition and city should improve these conditions • Too many empty luxury condos, more affordable housing is necessary
<p>Mobility comments are related to traffic congestion, parking issues, traffic speed, pedestrian safety, traffic signal lighting, and dangerous intersections.</p>	<ul style="list-style-type: none"> • Road pavement and sidewalk repairs • Improved street and park lighting • Offer more services like FRAN in other communities in Anaheim
<p>Health and Welfare comments are related to pest control, noise pollution, living conditions for persons experiencing homelessness, and the greater public health impacts on those living near encampments.</p>	<ul style="list-style-type: none"> • Improved bikeways, walkways, safe access to schools • Expanded family resource centers and community gathering spaces • Better Control of homelessness
<p>Building Maintenance comments are related to code enforcement, trash, road pavement, and sidewalk repairs.</p>	<ul style="list-style-type: none"> • Additional code enforcement • Eliminate blight and aging commercial centers
<p>Public Safety comments are related to street and park lighting, crime reduction, homelessness prevention and services, and fire prevention.</p>	<ul style="list-style-type: none"> • More public safety personnel • Better lighting • More park rangers in parks

The table below highlights data collected from the online mapping tool that was made available during the life of this project. Each category corresponds to “pins” that stakeholders could drag and drop to corresponding areas on the mapping tool where participants had a concern. The sample images below show how users were able to interface with the tool. The mapping tool also included the general project survey and an ideas wall which allowed stakeholders to post pictures and share ideas for fixing specific issues.

Table 4. Mapping Tool Survey Result Summary

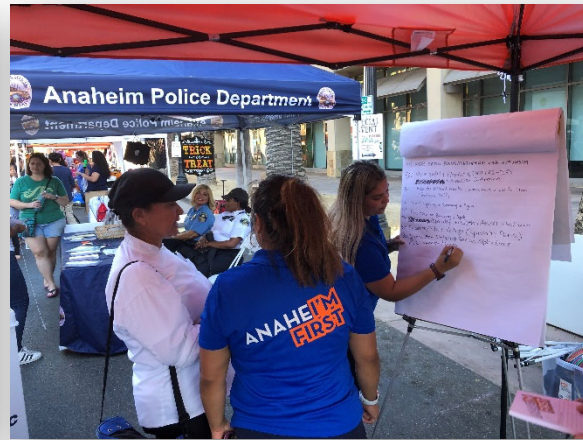
Mapping Tool Survey Responses		744
Comments		486
<i>Note: The numbers in the district map cutouts indicate how many comments were placed in each district.</i>		
District 1		District 2
<ul style="list-style-type: none"> • More protected turn arrows at lights • More lights in parking lots for safety • Do something about hotels/motels • A lot of blighted commercial buildings 	<ul style="list-style-type: none"> • Blighted commercial buildings need to be updated • Homelessness • More traffic signal synchronization 	
District 3		District 4
<ul style="list-style-type: none"> • Parking is problematic • Need additional parks in this district • More affordable housing is needed • More speedbumps in neighborhoods • Commercial blight 	<ul style="list-style-type: none"> • Commercial blight • Need additional street safety improvements • Parking is problematic • Homelessness 	
District 5		District 6
<ul style="list-style-type: none"> • Commercial blight • Street repairs needed • More speedbumps in front of schools • Additional park spaces needed 	<ul style="list-style-type: none"> • Fire safety needs to be improved (overgrown vegetation) • Street repairs needed • Speeding cars is issue, need more crossing guards/traffic signals • New pool for the high school 	

Pop-up Events

The Anaheim First team also conducted a series of pop-up events to reach community members beyond the town hall meetings. At the pop-up events, participants were able to take the online survey and provide additional feedback on topics of concern and areas they would like to see improved.



Anaheim National Night Out



Anaheim Fall Festival

Table 4. Pop-up Events

District Event	Date	Estimated Participation
District 1: Anaheim National Night Out	08/06/19	60 people
District 2: Meet on Beach	11/17/19	80 people
District 3: Anaheim Fall Festival	10/06/19	200 people
District 4: Anaheim Health & Citizenship Fair	09/21/19	30 people
District 5: Dia de los Muertos	09/01/19	20 people
District 6: District 6 Public Safety Town Hall Meeting	07/23/19	30 people

Outcomes

The community engagement effort resulted in nearly 1,800 responses from the community, including approximately 750 survey responses and 560 comments received at town hall meetings. The feedback received throughout the leadership summits, town halls, pop-up events, and online survey was reviewed to identify input related to City performance indicators. Comments were categorized into seven themes—building maintenance, mobility, recreation, public safety, economic development, public health, and housing. When a comment addressed several of these topics, it was split up into multiple categories so that each concern would be acknowledged.

Chapter 3. Assessment Recommendations

As previously mentioned, the Assessment process involved two primary efforts: Data Analysis, which involved the review of quality of life indicators; and Community Engagement, which involved the analysis of input, recommendations, and priorities, gathered from residents, businesses, and community-based organizations. The following section provides an overview of the recommendations identified through the community engagement process. Detailed community input can be found in the appendices.

METHODOLOGY

Projects recommended through this process were identified through a citywide engagement effort that collected feedback during two rounds of leadership summits, two rounds of town halls, pop-up events, and online engagement including surveys and virtual mapping that replicated town hall activities.

The six priorities identified during Town Hall 1 and were subsequently assigned cost estimates and reviewed by the Leadership Council with support from consultants and City staff to help understand the feasibility, barriers, and cost implications of the various priorities. Members of the leadership council then refined the top six priorities into four priorities. The projects that were not included in the final top four were submitted to the City with a recommendation for further analysis and consideration.

Participants at Town Hall 2 were presented the final four priorities and asked to rank the projects from 1 to 4, with 1 being their preferred project. These preferences were then tallied using a ranked point system. Number 1 priorities received 4 points; Number 2 priorities received 3 points; Number 3 priorities received 2 points; and Number 4 priorities received 1 point. This exercise resulted in four priority projects, ranked by importance. The following section includes the top ranked projects for each District. The top six projects and associated cost estimates can be found in the Appendix.

DISTRICT 1

Final Priorities	
1. Accelerate Beach Boulevard Improvements (per the Specific Plan)	89 points
2. Add a Community Center (or expand existing center) in West Anaheim	75 points
3. Upgrades to Commercial Properties and Code Enforcement (Outside Beach Blvd)	72 points
4. Beautification of Streets (Ball Road and Lincoln Avenue)	54 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

DISTRICT 2

Final Priorities	
1. Increase Police Presence and Code Enforcement	110 points
2. Beautification of Brookhurst from La Palma to Ball Road	98 points
3. Provide Resources to Address Homelessness	94 points
4. Improve Brookhurst Community Center	58 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

DISTRICT 3

Final Priorities	
1. Joint-Use Community Facility for Teen and/or Senior Center and/or Arts Hub	235 points
2. Provide Resources to Address Homelessness	221 points
3. Code Enforcement/Beautification (Downtown, Euclid & La Palma) & Weekend Park Rangers	209 points
4. Improve Road Safety and Pedestrian Safety Measures	177 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

DISTRICT 4

Final Priorities	
1. Improve Road & Pedestrian Safety	118 points
2. Enhance Public Safety Services	87 points
3. Expand Code Enforcement (Parking and Commercial Properties)	82 points
4. Provide Quality Housing Development	52 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

DISTRICT 5

Final Priorities	
1. Add a Senior Center/Community Center	127 points
2. Add Interim Senior Programming until new facility is developed	101 points
3. Increase Code Enforcement	100 points
4. Developmental Programs for Youth, Ages 0-5	92 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

DISTRICT 6

Final Priorities	
1. Increase Fire Abatement and Prevention Services	251 points
2. Increase Crime Prevention Measures	247 points
3. Provide Additional Traffic and Pedestrian Safety Measures	187 points
4. Upgrade Canyon High School Pool, or Build New Pool and Community Building	163 points
<i>Total points represent the participant's perception of importance of the associated priority. The higher the points, the greater the importance.</i>	

CITYWIDE PRIORITIES

In addition to the priorities identified for each district, analysis of public input revealed that several common themes had emerged across districts. To increase efficiencies and community cohesion, the common priorities could benefit from streamlined citywide attention and response. The priorities include:

- Increase code enforcement of commercial properties
- Add two cameras to every park
- Provide additional senior programming
- Add more Homeless Liaison Officers
- Increase number of police officers
- Support neighborhood improvements for Level 3 and 4 Neighborhoods

FEBRUARY 2022 UPDATE TO DISTRICT PRIORITIES

The Anaheim First effort was put on hold during the COVID Pandemic. In February, 2022, City staff initiated an effort to finalize the priorities by district and present the final report to the City Council. As part of this effort, the top priorities selected by the district residents in the Spring of 2020 were reviewed with City staff to determine: 1) if any of them were completed during the last two years or are underway; 2) if any of them have been added to the City's 5-Year Capital Improvement Plan; or 3) if any of them were being addressed differently than originally anticipated. The meeting resulted in the following updates:

DISTRICT 1

Final Priorities	Progress?
1. Accelerate Beach Boulevard Improvements (per the Specific Plan)	(Kevin/Sergio to provide update)
2. Add a Community Center (or expand existing center) in West Anaheim	Brookhurst Community Center currently being expanded for more youth programs/Teen Center
3. Upgrades to Commercial Properties and Code Enforcement (Outside Beach Blvd)	CDD starting Quality Corridor Program
4. Beautification of Streets (Ball Road and Lincoln Avenue)	

The priorities typically involve several potential actions that the City can take to either address the issue or improve the condition or service. The table below reflects the range of potential actions that were explored with city staff and the District residents, along with associated cost ranges. It is not intended to limit the City in addressing the District priorities, it was meant to be a first-cut at the options, based on information available at that time.

Cost Estimate Sheet for Neighborhood Improvement Priorities (D1)

Priority 1 – Accelerate Beach Boulevard Improvements (per the Specific Plan)				
	Project Component	Recommendation	Cost Estimate	City Updates/Comments
1	Increase enforcement of motel violations	Adopt Ordinance to increase penalties for repeat code violators to deter ongoing negligence problems	\$0	
2	Buy motel sites to sell to developers	Cost of land/acre is too high to be feasible for a new residential or commercial project. Need 2 acres. City buys and then sells to a developer at a discount. \$ are reinvested in District 1	\$10M for 2 acres with \$5-6M returning to District 1 with sale of property	
3	Add quality retail (grocer)	Community & Economic Development Dept. is working on bringing a new grocer to 39 Commons	\$0	
4	Add park amenities	Additional amenities for Twila Reid and Schweitzer Parks:		
		• Twila Reid Splash Pad, plus	\$700K	
		• Expanded parking lot to Twila Reid	\$200K	
		• Additional Study-Time, Arts, Recreation and Sports afterschool program (K-8)	\$46K Annually +\$200K to renovate building	
5	Improve Beach Blvd. streetscape/landscape	Fund landscape improvements upfront, rather than piecemeal as development happens.	\$3M	
6	Commercial property upgrades	Create a city-wide program for commercial properties like the Quality Rental and Motel Program. Code enforcement team to evaluate properties throughout City.	\$400K - \$500K annually	

Priority 2 – Add a Community Center or Expand an Existing Center in West Anaheim				
	Project Component	Recommendation	Cost Estimate	City Updates/Comments
1	Brookhurst Community Center expansion	Redesign site to include new building with senior wing, swimming pool, green space. Expand current building for more youth programs	\$10M (cost can be shared with District 2)	
2	Add pool/splash pad to Brookhurst Community Center	Splash Pad	\$700K + maint	
		Conventional Pool	\$1.2M-\$2M	
		Olympic Pool	\$2.5M-\$4.5M	
		Large Aquatic Facility	\$9.5M-\$14M	
		Maint & Staffing of pool facility	\$500K-\$900K	
3	Transportation for seniors to access Community Center	Introduce pilot program to shuttle services	\$185K	

Priority 3 – Commercial Property Upgrades and Code Enforcement (outside of Beach Blvd. Specific Plan area)				
	Project Component	Recommendation	Cost Estimate	City Updates/Comments
1	Increase code enforcement of motel properties not included in Quality Motel Program	Same as priority 1 – Create a city-wide program for commercial properties like the Quality Rental and Motel Program. Code enforcement team to evaluate properties throughout City.	\$400K - \$500K annually	
2	Commercial property upgrades (Western and Lincoln, Knott and Savanna)	Same as above	\$400K - \$500K annually	

Priority 4 – Beautification of Streets (Ball Road, Lincoln Avenue)				
	Project Component	Recommendation	Cost Estimate	City Updates/Comments
1	Ball Road Beautification	West of Magnolia (2.5 miles). Rebuild pavement only Undergrounding utilities is not feasible at this time.	\$3.25M	
		Pavement, medians with landscaping + landscaping along sidewalk	\$12M-\$14M	
2	Lincoln Avenue Beautification	West of Magnolia (2 miles).		
		Pavement only	\$2.75M	
		Upgrade landscaping, irrigation on medians and sidewalks	\$4M	