Santa Ana! Let The Sunshine In!
The Heart of Santa Ana is Healthy Families and Strong Economies
Through Participation

As a 14-year Santa Ana resident, the Santa Ana that I want for myself, and my family, is one in which we are heard and the community has a place to participate.

When my nephews and nieces were small, I began getting involved in my community because there weren’t any parks. The school was always closed, leaving us with no parks, and the closest park to my apartment was approximately 2 miles away. To get to it, we had to walk all the while navigating dangerous areas where there were no sidewalks for us to use. After every walk, I’d always wonder why there weren’t parks closer to us, and why they had built so many homes without planning for a park. At the same time, landlords began getting stricter on the kids in the apartment building, causing them to be forced inside their apartments and preventing them from playing outside and being active. My vision was how great it would be to have a big park here so the kids could play, and provide a space where families could engage in neighborhood activities.

“**It’s important for us to be heard and for us to leave a legacy, to know that we residents were able to make a Santa Ana that benefits everyone**”

The Santa Ana Sunshine Ordinance is something I am really passionate about. It’s important for us to be heard and for us to leave a legacy, to know that we residents were able to make a Santa Ana that benefits everyone. Right now, there are changes where homes are torn down or buildings are built, and we don’t know about these changes until they happen. We don’t get an opportunity to see how new projects or policies will impact us, and we are forced to be reactionary, instead of having a voice in the process. What we need is for people to realize that we can utilize new developments and policies to benefit us, our families, and our kids, and that the best way to do that is through participation. We don’t participate now because we are fearful and distrustful about our city. But, with the Santa Ana Sunshine Ordinance, more people will have information about new projects and policies, and have opportunities to participate, voice what they want to see, and be taken into account.

The Santa Ana Sunshine Ordinance will result in a process where decisions are made hand in hand with the community.

**Benefits of Sunshine!**

**Sunshine Is Good For Policymakers**
Sunshine allows policymakers to address all interests in the community, and helps them make the best decision for the city.

**Sunshine Is Good For Residents**
Sunshine allows residents to address concerns early in the decision-making process, thereby improving overall quality of life.

**Sunshine Is Good For Small Business**
Sunshine gives small businesses a voice in economic development decisions that affect them.

**Sunshine Is Good For The Economy**
Sunshine allows residents and stakeholders to address issues of local jobs with good wages and benefits.
The Santa Ana Sunshine Ordinance will foster a culture of decision making in which citizens and leaders share responsibility for addressing issues of common interest. Involving residents and stakeholders early and often in the decision-making process ultimately leads to long-term support of local government, and tangible benefits for residents and stakeholders alike by creating a sense of shared ownership. Sunshine provides a constructive process for addressing public concerns, and allows residents, elected policy-makers, and stakeholders – those whose support will determine the success and sustainability of any given project or policy – the proper opportunity to create and shape mutually beneficial outcomes.

Studies have shown that people will more readily accept a government policy if they had a role in its development. The Santa Ana Sunshine Ordinance seeks to increase public engagement through a highly inclusive problem-solving approach in which regular citizens deliberate and collaborate on complex issues that concern the public. It invites the public to actively participate in decision-making processes that affect their lives, while simultaneously promoting an atmosphere of shared understanding and respect between elected policy-makers and the constituents they represent. As a result, elected leaders know where the public stands as problem solving progresses, while citizens themselves contribute to solutions through their input, ideas and actions. The end results are improved trust in local governments, which ultimately leads to an overall sense of improved quality of life.

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Santa Ana Sunshine Creates Healthy Families and Strong Economies

Pre-Meetings
Pre-Meetings around development projects allow the public to discuss jobs, housing, and open space before a public hearing is scheduled.

Increased Notification
Increased Notification around development projects will inform all residents and businesses within the projected impact area, allowing them a chance to participate in shaping the project.

Increased access
Increased access to RFP/RFQ processes allows the public to see who is voting on projects involving taxpayer dollars.

Lobby Reform
Lobby Reform will create a public registry of any lobbyist doing business in the city.

Open Calendars
Open Calendars permits the public to see who their local leaders are meeting with, in addition to the nature of the meeting.

Oversight Commission
Oversight Commission will create an independent body of residents and stakeholders to help ensure government is functioning properly.

Budget Outreach
Budget Outreach Hearings provides additional opportunities for the public to shape the budget and understand how it functions.

Public Priority Hearings
Public Priority Hearings creates a platform for residents to prioritize city functions and programs that are important to them.
Despite the best efforts of the City Council, many Santa Ana residents feel excluded from public processes that impact their lives. According to a survey administered by Orange County Communities Organized for Responsible Development (OCCORD) over the summer of 2011, only 16% of Santa Ana residents say their voice has been included in local development plans.

Upon further analysis, it becomes evident that nearly everybody – regardless of economic standing, citizenship status, or voter-registration status – feels excluded from the local development process. While being a citizen or a registered voter increases the likelihood for people to feel that their voice is heard in local development decisions, the rates are still extremely low, peaking at 27% who say they are included. As highlighted by The Knight Foundation, feelings of inclusion are strong indicators for overall quality of life. And while the local City Council is making their best efforts to be more inclusive around local decisions (for example, the notification radius around development projects has been increased from 300' to 500''), their best efforts are still falling short: 85% of the population surveyed said that their voices are excluded from local development decisions that impact their life.

Source: 2011 OCCORD Survey
The solution is the Santa Ana Sunshine Ordinance, which allows residents and stakeholders alike to address issues of healthy families and strong economies through increased participation.

SACReD (Santa Ana Collaborative for Responsible Development) is a coalition of neighborhood residents, community organizations, neighborhood associations, labor and business members. We come together because we are proud to be Santa Ana residents and want to make sure our City thrives. We promote civic participation because, with our voices, we make Santa Ana better. We all have a right and responsibility to shape where we live and work.

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