

**MINUTES OF THE REGULAR MEETING
OF THE CITY COUNCIL OF THE CITY OF
SANTA ANA, CALIFORNIA**

AUGUST 15, 2017

CLOSED SESSION MEETING

CALLED TO ORDER

COUNCIL CHAMBER
22 CIVIC CENTER PLAZA
5:14 P.M.

ATTENDANCE

COUNCILMEMBERS Present:
MIGUEL A. PULIDO, Mayor (6:37 p.m.)
MICHELE MARTINEZ, Mayor Pro Tem
P. DAVID BENAVIDES
VICENTE SARMIENTO
JOSE SOLORIO
SAL TINAJERO (5:35 p.m.)
JUAN VILLEGAS

COUNCILMEMBERS Absent:
None

STAFF Present:
ROBERT CORTEZ, Deputy City Manager
SONIA R. CARVALHO, City Attorney
MARIA D. HUIZAR, Clerk of the Council

PUBLIC COMMENTS - None

COUNCIL RECESSED to Room 147 for Closed Session discussion at 5:14 p.m.

CLOSED SESSION ITEMS - The Brown Act permits legislative bodies to discuss certain matters without members of the public present. The City Council finds, based on advice from the City Attorney, that discussion in open session of the following matters will prejudice the position of the City in existing and anticipated litigation:

1. CONFERENCE WITH LEGAL COUNSEL --EXISTING LITIGATION pursuant to paragraph (1) of subdivision (d) of Section 54956.9 of the Government Code:

The Orange County Catholic Worker, et al. v City of Santa Ana, United States District Court for the Central District of CA (S.D.), Case No.: 8:17-cv-01340

2. CONFERENCE WITH LEGAL COUNSEL -- ANTICIPATED LITIGATION
Significant exposure to litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9 of the Government Code: California Voting Rights Act Letter

3. CONFERENCE WITH LEGAL COUNSEL --INITIATION OF LITIGATION
pursuant to paragraph (4) of subdivision (d) of Section 54956.9 of the Government Code: California Lodge Property (2909 S. Bristol.)

4. LIABILITY CLAIMS pursuant to section 54956.95 of the Government Code:
Carlos Rojas, Claim #2017-109

5. CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8:

 Address of Property: 1027 N. Bristol Street, Santa Ana, CA, APN No. 405-274-09
 Owners: Euler R. Ferrer and Yolanda G. Ferrer, as members for E.R. Ferrer, LLC
 Negotiators: Interim City Manager Kurtz (Deputy Cortez)
 Terms: Conditions of potential sale

6. CONFERENCE WITH LABOR NEGOTIATOR pursuant to Government Code Section 54957.6(a):

 Agency Negotiators: Personnel Services Executive Director, Ed Raya

 Employee Organizations: Service Employees' International Union (SEIU) Full-Time Employees
 Confidential Association of Santa Ana (CASA)
 Santa Ana Management Association (SAMA)

CLOSED SESSION REPORT - See Item 19A for any reportable actions.

RECESSED THE CLOSED SESSION MEETING AT 6:45 P.M. AND CONVENED TO THE REGULAR OPEN MEETING.

REGULAR OPEN MEETING

CALLED TO ORDER

COUNCIL CHAMBER
22 CIVIC CENTER PLAZA
SANTA ANA, CA
6:51 P.M.

ATTENDANCE

COUNCILMEMBERS Present:
MIGUEL A. PULIDO, Mayor
MICHELE MARTINEZ, Mayor Pro Tem
P. DAVID BENAVIDES
VICENTE SARMIENTO
JOSE SOLORIO
SAL TINAJERO
JUAN VILLEGAS

COUNCILMEMBERS Absent:
None

STAFF Present:
ROBERT CORTEZ, Deputy City Manager
SONIA R. CARVALHO, City Attorney
MARIA D. HUIZAR, Clerk of the Council

PLEDGE OF ALLEGIANCE

MAYOR PULIDO

INVOCATION

RUPERT VEGA, POLICE CHAPLAIN

PRESENTATIONS

SPECIAL PRESENTATION by Orange County Transportation Agency Highway Update presented by Andrea West, Government Relations Representative.

AGENDA ITEM CONSIDERED OUT OF ORDER

- 55B. APPROVE A COMMUNITY WORKFORCE AGREEMENT WITH THE LOS ANGELES/ORANGE COUNTIES BUILDING AND CONSTRUCTION TRADES COUNCIL AND THE SIGNATORY CRAFT COUNCILS AND UNIONS; ADOPT A RESOLUTION AMENDING THE CITY'S BASIC CLASSIFICATION AND COMPENSATION PLAN AND ANNUAL BUDGET {STRATEGIC PLAN NO. GOAL 2, 4a} - City Manager's Office

The following spoke on the matter:

- Avelino Valencia III, read letter of support for the record on behalf of Honorable Assembly member Tom Daly.
- Ernesto Medrano, expressed strong support for proposal.
- John Hanna, Government Affairs Director for Southwest Carpenters, thanked the City Attorney and staff for working with union leaders on said matter.
- Adrian A Esparza, Local 441, echoed comments and urged the City Council to approve agreement.
- David Lawhorn, representing the Electrical Apprenticeship of Orange County, expressed support for agreement; look forward to working with all union members represented.

Mayor Pro Tem Martinez, motioned to move matter forward.

Councilmember Tinajero, thanked Ernesto Medrano for efforts and all for working diligently to bring matter forward. Opined that only City in Orange County to have a Project Labor Agreement – bring jobs to the City and have long term benefits.

Councilmember Sarmiento, recognized historic day; Santa Ana leading the path; asked staff to clarify fiscal impact; opined that range is arbitrary since agreement includes many non-quantifiable benefits to our community and if any costs would be offset – keep jobs local.

Deputy City Manager Cortez, point of clarification that staff has researched matter; array of different ranges from cost neutral up to 20% when implementing such an agreement; range included in staff report are not to be considered absolute; projects will be analyzed individually on a go-forward basis.

Mayor Pro Tem Martinez, thanked union for efforts over past 10 years to bring matter forward; many models analyzed; support proposal.

Councilmember Benavides, thanked colleagues and speakers for supporting item; noted that community workforce agreement will focus on economic development.

Councilmember Villegas, proudly support matter.

Councilmember Solorio, supports matter; project is a bridge between former City Council and current members; task oriented effort by many members that bring matter to fruition; project labor agreement largely due to efforts by ad hoc committee; first of its kind in Orange County; modeled after agreement approved by Rancho Santiago Community College board; local hire in addition to other elements included in agreement; local economy will benefit.

Mayor Pulido, commented that concept long in the making; team effort; expressed strong support for agreement.

MOTION:

1. **Authorize the Interim City Manager and the Clerk of the Council to execute the Community Workforce Agreement with the Los Angeles/Orange Counties Building and Construction Trades Council and the Signatory Craft Councils and Unions for Prime Multi-Trade Construction Contracts over \$250,000 and Specialty Contracts over \$100,000 for five years subject to non-substantive changes approved by the City Manager and the City Attorney (AGMT NO. 2017-189).**

2. **Adopt a Resolution.**

RESOLUTION NO. 2017-056 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA ANA TO AMEND THE CURRENT ANNUAL BUDGET TO ADD A CONTRACTS ADMINISTRATOR POSITION IN THE PUBLIC WORKS AGENCY

3. **Approve an appropriation adjustment. (*Requires five affirmative votes*)**

APPROPRIATION ADJUSTMENT NO. 2018-018 to fund the Contract Administrator position.

MOTION: Martinez

SECOND: Tinajero

VOTE: AYES:

Benavides, Martinez, Pulido, Sarmiento, Solorio, Tinajero, Villegas (7)

NOES:

None (0)

ABSTAIN:

None (0)

ABSENT:

None (0)

PRESENTATIONS - Continued

CERTIFICATES OF RECOGNITION presented by **COUNCILMEMBER SARMIENTO** to the Orange County Labor Federation Civic Engagement & Leadership Participants: Invelva Audelio; Iveth Bueno; Laura Castellanos; Maria Giles; Beatriz Guzman; Miguel Guzman; Patricia Hernandez; Genoveva Jacobo; Maria Lopez; Ricardo Magallanes; Leticia Molina; Leticia Orozco; Amalia Padilla; and Leticia Sanchez.

CERTIFICATES OF RECOGNITION by **COUNCILMEMBER SOLORIO** to the Young Square Neighborhood Association for outstanding contributions to the community: Mary Lou Branch; and Liz and Steve Meade.

CERTIFICATE OF RECOGNITION presented by **COUNCILMEMBER TINAJERO** to Zander Bretza for his outstanding achievements in baseball.

CLOSED SESSION REPORT - See item 19A for reportable actions

PUBLIC COMMENTS

- Barbara Lamere, spoke against Item 25F, opposed to leasing coveted land at Centennial Park by Rancho Santiago Community College.
- Ilya Tseglin, requested assistance in removing his son from the Ward of the State.
- Robert Tseglin, echoed comments by his father, Ilya.

CONSENT CALENDAR ITEMS

MOTION: Approve staff recommendations on the following Consent Calendar items: Items 10A through 31B, with the following modifications:

Mayor Pro Tem Martinez, dissented on Agenda Item 25L.

MOTION: Martinez **SECOND:** Sarmiento

VOTE: **AYES:** Benavides, Martinez, Pulido, Sarmiento, Solorio, Tinajero, Villegas (7)

NOES: None (0)

ABSTAIN: None (0)

ABSENT: None (0)

Items removed for separate action or modified are highlighted. Separate actions show the actual vote. Items without votes are adopted as part of the consent motion

ADMINISTRATIVE MATTERS

MINUTES

10A. MINUTES FROM THE REGULAR MEETING OF AUGUST 1, 2017
{STRATEGIC PLAN NO. 5, 1} – Clerk of the Council Office

MOTION: Approve Minutes.

BOARDS / COMMISSIONS / COMMITTEES

13A. APPOINT DENNIS VARNUM TO THE WORKFORCE DEVELOPMENT BOARD REPRESENTING EMPLOYMENT DEVELOPMENT DEPARTMENT
{STRATEGIC PLAN NO 5, 1} - Community Development Agency

MOTION: Appoint Dennis Varnum, Employment Program Manager III - Santa Ana Cluster Manager, to represent the Employment Development Department on the Workforce Development Board replacing Rob Claudio for a partial term expiring June 30, 2019.

13B. APPOINT GISELA CONTRERAS TO THE BOARD OF RECREATION AND PARKS FOR A PARTIAL-TERM EXPIRING DECEMBER 9, 2018 AS THE WARD 2 REPRESENTATIVE {STRATEGIC PLAN NO. 5, 1} - Clerk of the Council Office

MOTION: Nominate Gisela Contreras for an appointment to the Board of Recreation and Parks for the Ward 2 seat (replaces L. Guzman).

13C. RECEIVE AND FILE AGENDA AND MINUTES OF THE SPECIAL MEETING OF YOUTH, EDUCATION AND COMMUNITY SERVICES CITY COUNCIL COMMITTEE, JULY 24, 2017 {STRATEGIC PLAN NO. 5, 1} - Clerk of the Council Office

MOTION: Receive and file.

MISCELLANEOUS ADMINISTRATION

19A. CONFIRMATION OF CLOSED SESSION ACTION(S) – City Attorney's Office

MOTION: Approve settlements as follow:

- CONFERENCE WITH LEGAL COUNSEL --EXISTING LITIGATION pursuant to paragraph (1) of subdivision (d) of Section 54956.9 of the Government Code:
- The Orange County Catholic Worker, et al. v City of Santa Ana, United States District Court for the Central District of CA (S.D.), Case No.: 8:17-cv-01340. Authorized terms of settlement by 6-0 vote (Pulido absent)

- CONFERENCE WITH LEGAL COUNSEL -- ANTICIPATED LITIGATION
Significant exposure to litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9 of the Government Code: California Voting Rights Act Letter. Authorized staff to submit response letter and approved by 6-0 vote (Pulido absent)
- CONFERENCE WITH LEGAL COUNSEL --INITIATION OF LITIGATION
pursuant to paragraph (4) of subdivision (d) of Section 54956.9 of the Government Code: California Lodge Property (2909 S. Bristol.) Authorized staff to file a lawsuit and approved by 6-0 vote (Pulido absent)
- CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8:

Address of Property: 1027 N. Bristol Street, Santa Ana, CA, APN No. 405-274-09
 Owners: Euler R. Ferrer and Yolanda G. Ferrer, as members for E.R. Ferrer, LLC
 Negotiators: Interim City Manager Kurtz
 Terms: Conditions of potential sale
 Settlement: Purchase Agreement authorized in the amount of \$990,000 by a 4-1 vote (Martinez dissented and Tinajero and Pulido absent) (AGMT NO. 2017-190)

19B. EXCUSED ABSENCES – None

19C. RECEIVE AND FILE QUARTERLY REPORT OF INVESTMENTS AS OF JUNE 30, 2017 {STRATEGIC PLAN NO. 4, 1D} - Finance and Management Services

MOTION: Receive and file.

19D. RECEIVE AND FILE QUARTERLY REPORT FOR HOUSING DIVISION PROJECTS AND ACTIVITIES APRIL 2017 – JUNE 2017 {STRATEGIC PLAN NO. 5, 3} - Community Development Agency

Community Redevelopment and Housing Commission approved recommended action on July 26, 2017, by a vote of 5-0 (Cano absent).

MOTION: Receive and file.

- 19E. RECEIVE AND FILE STRATEGIC PLAN MONTHLY REPORT FOR JULY 2017 {STRATEGIC PLAN NO. 5, 1} - City Manager's Office

The Strategic Plan Monthly Reports are available on the City's website at: <http://www.santa-ana.org/strategic-planning/>.

MOTION: Receive and file.

- 19F. APPROVE DESTRUCTION OF OBSOLETE CITY RECORDS {STRATEGIC PLAN NO. 5, 1} - Police Department

MOTION: Approve the request for the destruction of obsolete records from the Finance and Management Services Agency and the Police Department in accordance with the retention schedule outlined in City Council Resolution 2013-014.

BUDGETARY MATTERS

APPROPRIATION ADJUSTMENTS

- 20A. APPROVE AN APPROPRIATION ADJUSTMENT TO REVIEW WORKFORCE INNOVATION AND OPPORTUNITY ACT FUNDS FOR PROGRAM YEAR 2016-2017 TO ASSIST JOB SEEKERS ACCESS EMPLOYMENT, EDUCATION, TRAINING, AND SUPPORT SERVICES {STRATEGIC PLAN NO. 2, 4} - Community Development Agency

MOTION: Approve an appropriation adjustment. *(Requires five affirmative votes)*

APPROPRIATION ADJUSTMENT NO. 2018-013 - Recognizing additional Workforce Innovation and Opportunity Act grant funds in the total amount of \$6,706 in revenue account and appropriating as follows:

- \$ 48.70 in Administrative Allowance funds to account;
- \$ 438.30 in Dislocated Worker funds to account;
- \$3,219.00 in Rapid Response funds to expenditure account; and
- \$3,000.00 in 15% Governor's Discretionary funds to account.

- 20B. APPROVE AN AGREEMENT TO PROVIDE VETERINARY SERVICES, AN AMENDMENT TO INCREASE FINANCIAL CONTRIBUTION FOR VETERINARY EXPENSES, AND APPROPRIATION ADJUSTMENT IN VETERINARY CONTRIBUTIONS FOR THE SANTA ANA ZOO {STRATEGIC PLAN NO. 2, 2E} - Parks, Recreation and Community Services Agency

MOTION:

1. Authorize the City Manager and Clerk of the Council to execute an agreement with Dr. Scott Weldy, dba Serrano Animal and Bird Hospital to provide veterinary services for the Santa Ana Zoo in an annual amount not-to-exceed \$137,280, which includes a 10% contingency, for a term from September 1, 2017 through August 31, 2019, with two, one-year renewal options for a total amount not-to-exceed \$549,120, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-191).
2. Authorize the City Manager and Clerk of the Council to execute an amendment to the agreement with Friends of the Santa Ana Zoo to increase the financial contribution by \$40,000 to \$60,000 to be used for veterinary expenses, effective August 16, 2017 through the term of the agreement, February 28, 2019, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-192).
3. Approve an appropriation adjustment. *(Requires five affirmative votes)*

APPROPRIATION ADJUSTMENT NO. 2018-015 - Recognizing revenue in the amount of \$40,000 in the Friends of the Santa Ana Zoo Vet Contribution revenue account and appropriating the same amount to the Zoo Operations expenditure accounts.

SPECIFICATIONS – PURCHASE OF EQUIPMENT AND SERVICES

- 22A. SPEC. NO. 17-069 - AWARD PURCHASE ORDERS FOR INDUSTRIAL WORKSHOP FURNITURE {STRATEGIC PLAN NO. 6, 2B} (Public Works Agency) - Finance and Management Services

MOTION: Authorize a one-time purchase and payment of purchase orders for a total aggregate amount not to exceed \$100,000, subject to non-substantive changes approved by the City Manager and City Attorney, with the following vendors:

<u>Vendor</u>	<u>Location</u>
Workstation Industries, Inc.	Santa Ana
McMurray Stern, Inc.	Santa Fe Springs

- 22B. SPEC. NO. 17-077 - AWARD PURCHASE ORDER FOR MURPHY CONTROL SYSTEM REPLACEMENT FOR OPERATION OF WATER PUMPS AND MOTORS {STRATEGIC PLAN NO. 6, 2B} (Public Works Agency) - Finance and Management Services

MOTION:

1. Authorize a one-time purchase and payment of purchase order to Leed Electric, Inc., for the installation of a Murphy Control System in an amount not to exceed \$76,500, subject to non-substantive changes approved by the City Manager and City Attorney.
2. Reject the bid from GI Endurant, LLC, as nonresponsive. Vendor did not include all required documents in the bid.

22C. SPEC. NO. 17-086 – AWARD PURCHASE ORDER FOR ARUBA CARE ANNUAL WIRELESS MAINTENANCE {STRATEGIC PLAN NO. 6,1} (Information Technology Department) - Finance and Management Services

MOTION:

1. Authorize a one-time purchase and payment of purchase order to Saitech, Inc. for purchase of Aruba Care annual wireless maintenance in the amount of \$31,500, subject to non-substantive changes approved by the City Manager and City Attorney.
2. Reject the bid from Taborda Solutions, Inc. as nonresponsive.

AGREEMENTS

25A. APPROVAL OF VARIOUS HISTORIC PROPERTY PRESERVATION AGREEMENTS (HPPA) {STRATEGIC PLAN NOS. 5, 2, 3} - Planning and Building Agency

Historic Resources Commission approved recommended action on May 24, 2017 by a vote of 4-0 (De Leon and Garcia absent).

MOTION: Authorize the City Manager and Clerk of the Council to execute the Mills Act agreements with the below-referenced property owners for the identified structures, subject to non-substantive changes approved by the City Manager and City Attorney, as follow:

<u>Property Owner(s)</u>	<u>HPPA No.</u>	<u>Address/House</u>	<u>AGMT No.</u>
• Halvorson Living Trust	2017-03	2203 North Ross Street, (P. A. Mitchell House)	2017-193
• Eugene Charles III & Ann Avery Andres	2017-04	2467 North Riverside Drive, (Reed House)	2017-194
• Paul Anderson & Mona Shah-Anderson	2017-05	930 West River Lane, (Busacca House)	2017-195
• Ryan Arthur Grossheim &	2017-09	1710 North Heliotrope Dr., (Schaffer House)	2017-196

- Andrew Michael
Layton
- Zetulio Jimenez & Adriana De La Rosa 2017-10 2529 North Valencia Street, (R. D. Bird House) 2017-197

25B. APPROVE INCLUSIONARY HOUSING AGREEMENT FOR THE 94-UNIT RENTAL APARTMENT PROJECT LOCATED AT 421 NORTH HARBOR BOULEVARD - {STRATEGIC PLAN NO. 5, 3B} - Community Development Agency

Community Redevelopment and Housing Commission approved recommended action on May 24, 2017 by a vote of 4-0 (De Leon and Garcia absent).

MOTION: Authorize the City Manager and Clerk of the Council to execute an Inclusionary Housing Agreement with M & A Gabae, a California Limited Partnership, in an amount not to exceed \$717,388.10, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-198).

25C. APPROVE PHASE II MEMORANDUMS OF UNDERSTANDING (MOU) UNDER THE WORKFORCE INNOVATION AND OPPORTUNITY ACT REGARDING ONE-STOP CENTER {STRATEGIC PLAN NO 2, 4} - Community Development Agency

Workforce Development Board approved recommended action on July 26, 2017 by a vote of 4-0 (Perez and Sanchez absent).

MOTION:

1. Authorize the Mayor, City Manager and Clerk of the Council to execute a Memorandum of Understanding with the Santa Ana Workforce Development Board and the mandated partners as outlined under the Workforce Innovation and Opportunity Act, subject to non-substantive changes approved by the City Manager and City Attorney;

	<u>AJCC Partner Organization</u>	<u>Partner Program</u>	<u>Authorization/ Category</u>	<u>Physically Co-located</u>	<u>AGMT No.</u>
1.	City of Santa Ana (WORK Center)	Title I Adult, Dislocated Workers and Youth programs	WIOA Title I Adult, Dislocated Workers, Youth Programs	Yes	2017-199
2.	Rancho	Adult	WIOA title II Adult	No	2017-200

<u>AJCC Partner Organization</u>	<u>Partner Program</u>	<u>Authorization/ Category</u>	<u>Physically Co- located</u>	<u>AGMT No.</u>
Santiago Community College District	Education/ Literacy and Carl Perkins Career Technical Education	Education and Family Literacy Act (AEFLA) program / Career and technical education (CTE) programs at the postsecondary level authorized under the Carl D. Perkins Career and Technical Education Act of 2006 (20 U.S.C. 2301 et seq.)		
3. Employment Development Department (EDD)	Wagner- Peyser	WIOA title III Wagner-Peyser Employment Services, authorized under the Wagner- Peyser Act (29 U.S.C. 49 et seq.), also providing the state's public labor exchange.	Yes	2017-201
4. Employment Development Department (EDD)	Veterans	Jobs for Veterans State Grants (JVSG), authorized under chapter 41 of title 38, u.s.c.	Yes	2017-202
5. Employment Development Department (EDD)	Trade Act	Trade Adjustment Assistance (TAA), authorized under chapter 2 of title II of the Trade Act of 1974 (19 U.S.C. 2271 et seq.)	Yes	2017-203
6. Employment Development Department (EDD)	Unemploye nt Insurance (UI)	Unemployment Insurance (UI) programs under state unemployment	No	2017-204

	<u>AJCC Partner Organization</u>	<u>Partner Program</u>	<u>Authorization/ Category</u>	<u>Physically Co- located</u>	<u>AGMT No.</u>
			compensation laws.		
7.	State Department of Rehabilitation	Vocational Rehabilitation Services	WIOA title IV State Vocational Rehabilitation program authorized under title I of the Rehabilitation Act of 1973 (29 U.S.C. 720 et seq.)	Yes	2017-205
8.	Social Service Agency-Family Self-Sufficiency	Temporary Assistance for Needy Families (TANF)	Temporary Assistance for Needy Families (TANF), authorized under part A of title IV of the Social Security Act (42 U.S.C. 601 et seq.)	No	2017-206
9.	Senior Aid Program Regions II & III SER-Jobs for Progress, Inc.	Senior Aid Program	Senior Community Service Employment Program (SCSEP), authorized under title V of the Older Americans Act of 1965 (42 U.S.C. 3056 et seq.)	Yes	2017-207
10.	Long Beach Job Corps	Job Corps	WIOA Title I C, Jobs Corps	No	2017-208
11.	Cornerstone Solutions	Job Corps	WIOA Title I C, Jobs Corps	Yes	2017-209
12.	Southern California Indian Center	Native American Programs	Indian and Native American Programs(Section 166)	No	2017-210
13.	Santa Ana Housing Authority	Housing & Urban Development	Housing & Urban Development (HUD) Family Self-Sufficiency Program	No	2017-211
14.	Orange County	Adult Demonstratio	Reentry Employment	No	2017-212

<u>AJCC Partner Organization</u>	<u>Partner Program</u>	<u>Authorization/ Category</u>	<u>Physically Co- located</u>	<u>AGMT No.</u>
Sheriff's Department	n	Opportunities (EO) programs authorized under sec. 212 of the Second Chance Act of 2007 (42 U.S.C. 17532) and WIOA sec. 169		

2. Authorize the Mayor, City Manager and City Clerk to execute the Memorandum of Understanding with the County of Orange in partnership with the Orange County Development Board, the Orange County Social Services Agency and the Orange County Sheriff's Department, subject to non-substantive changes approved by the City Manager and City Attorney. (AGMT NOS. 2017-213 & 2017-214)

25D. APPROVE AN AGREEMENT FOR LANDSCAPE SERVICES IN CITY PARKS AND FACILITIES FOR DISTRICT 1 AND 4, RESPECTIVELY {STRATEGIC PLAN NO. 6, 1B} - Parks, Recreation and Community Services Agency

MOTION:

1. Authorize the City Manager and Clerk of the Council to execute an agreement with Midori Gardens to provide landscape maintenance services in District 1 in an annual amount not-to-exceed \$274,706 (to be prorated five months for the first period), which includes a 10% contingency, for a term from September 1, 2017 through January 31, 2018, with three, one-year renewal options, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-215).
2. Authorize the City Manager and Clerk of the Council to execute an agreement with Mariposa Landscape to provide landscape maintenance services in District 4 in an annual amount not-to-exceed \$720,432 (to be prorated five months for the first period), which includes a 10% contingency, for a term from September 1, 2017 through January 31, 2018, with three, one-year renewal options, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-216).

25E. APPROVE AN AMENDMENT FOR SECURITY SERVICES FOR VARIOUS CITY EVENTS {STRATEGIC PLAN NO. 5, 5C} - Parks, Recreation and Community Services Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute an amendment with Insure Protective Security by increasing the amount not-to-exceed by \$20,000, for the original term of March 21, 2017 to December 31, 2017 and for each of the two, one-year renewal options for a total amount not-to-exceed of \$195,000 for the total contract period, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-217).

25F. APPROVE RECREATIONAL VALUE ASSESSMENT OF VARIOUS CITY PARK SITES {STRATEGIC PLAN NO. 5, 4A} - Parks, Recreation and Community Services Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute an agreement with Placeworks in an amount not-to-exceed \$50,541, which includes a 10% contingency, for a term from August 16, 2017 through January 31, 2018, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-218).

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25G. APPROVE ON-CALL BOARD-UP SERVICES (NON-GENERAL FUND) {STRATEGIC PLAN NO. 6, 1G} - Public Works Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute agreements for a three-year term beginning August 16, 2017, and expiring August 15, 2020, with provisions for one, two-year renewal option exercisable by the City Manager and City Attorney, in an amount not to exceed \$200,000 for each firm, subject to non-substantive changes approved by the City Manager and City Attorney, with the following:

- With SLS Property Solutions, Inc. (AGMT NO. 2017-219) and
- With Forness Construction, Inc. (AGMT NO. 2017-220)

25H. APPROVE PURCHASE AND INSTALLATION OF AUDIO/VIDEO EQUIPMENT AT THE ROOSEVELT-WALKER COMMUNITY CENTER {STRATEGIC PLAN NO. 2, 3D} - Parks, Recreation and Community Services Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute an agreement with Digital Networks Group, Inc. in an amount not to exceed \$96,396, which includes a 10% contingency, for a term from August 16, 2017 through June 30, 2018, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-221).

25I. APPROVE IN-LIEU TREATED WATER DELIVERIES (NON GENERAL FUND) {STRATEGIC PLAN NO. 5, 2} - Public Works Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute an agreement with the Metropolitan Water District and the Municipal Water District of Orange County for in-lieu treated water deliveries, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-222).

25J. APPROVE CLOSED CIRCUIT TELEVISION INSPECTION OF SANITARY SEWER SERVICES (NONGENERAL FUND) {STRATEGIC PLAN NO. 6, 1C & 1F} - Public Works Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute an agreement with Houston & Harris PCS, Inc., subject to non-substantive changes approved by the City Manager and City Attorney, for a three-year period beginning August 16, 2017, and expiring August 15, 2020, with a provision for one two-year renewal option exercisable by the City Manager and City Attorney, in an amount not to exceed \$400,000 per year (AGMT NO. 2017-223).

25K. APPROVE GRANT WRITING SERVICES [NON-GENERAL FUND] {STRATEGIC PLAN NO. 6, 1C} - Public Works Agency

MOTION: Authorize the City Manager and Clerk of the Council to execute agreements for a three-year period beginning August 15, 2017, and expiring August 14, 2020, with provision for one two-year renewal option exercisable by the City Manager and City Attorney, in an amount not to exceed \$107,500 annually for each consultant, for a total annual amount of \$215,000 for both agreements, subject to non-substantive changes approved by the City Manager and City Attorney, with the following:

- With Engineering Solutions Services (AGMT NO. 2017-224) and
- With and Townsend Public Affairs (AGMT NO. 2017-225)

25L. APPROVE ON-CALL RIGHT-OF-WAY ACQUISITION AND RELOCATION SERVICES AND FOR ON-CALL PROPERTY MANAGEMENT SERVICES (NON-GENERAL FUND) {STRATEGIC PLAN NO. 6, 1G} - Public Works Agency

MOTION:

1. **Authorize the City Manager and Clerk of the Council to execute agreements to provide on-call right-of-way acquisition and relocation services for a three-year term beginning August 16, 2017, and expiring August 15, 2020, with provisions for one, two-year renewal option exercisable by the City Manager and City Attorney, in an amount not to exceed \$300,000 for each firm, subject to non-substantive changes approved by the City Manager and City Attorney, with the following:**
 - With Overland, Pacific & Cutler, Inc. (AGMT NO. 2017-226) and
 - Paragon Partners, LTD (AGMT NO. 2017-227)

2. **Authorize the City Manager and Clerk of the Council to execute agreements with Overland, Pacific & Cutler, Inc., and Paragon Partners, LTD, to provide on-call right-of-way property management services for a three-year term beginning August 16, 2017, and expiring August 15, 2020, with provisions for one, two-year renewal option exercisable by the City Manager and City Attorney, in an amount not to exceed \$300,000 for each firm, subject to non-substantive changes approved by the City Manager and City Attorney, with the following:**
 - With Overland, Pacific & Cutler, Inc. (AGMT NO. 2017-228), and
 - Paragon Partners, LTD (AGMT NO. 2017-229)

*Mayor Pro Tem Martinez dissented on Agenda Item 25L.

25M. APPROVE A FREEWAY AGREEMENT FOR I-5 HIGH-OCCUPANCY VEHICLE (HOV) PROJECT FOR IMPROVEMENTS BETWEEN STATE ROUTE 55 AND STATE ROUTH 57; AND COOPERATIVE FOR PROJECT SUPPORT SERVICES [NON-GENERAL FUND] {STRATEGIC PLAN NO. 6, 1} - Public Works Agency

MOTION:

1. **Authorize the City Manager and Clerk of the Council to execute a freeway agreement (12-ORA-5-30.5/34.6) with the State of California, Department of Transportation (CalTrans) for the I-5 Central Corridor Freeway High Occupancy Vehicle Project, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-230).**

2. **Authorize the City Manager and Clerk of the Council to execute a cooperative agreement with the Orange County Transportation Authority (OCTA) for the I-5 Central Corridor Freeway HOV Project, subject to non-substantive changes approved by the City Manager and City Attorney (AGMT NO. 2017-231).**

MISCELLANEOUS - BUDGET

- 29A. APPROVE DONATION AGREEMENT WITH VARIOUS ORGANIZATIONS TO SUPPORT COMMUNITY EVENTS AND PROGRAMS {STRATEGIC PLAN NO. 5, 4} – City Council

MOTION: Authorize the City Manager and Clerk of the Council to execute agreements with various organizations in support of their community events and programs, subject to nonsubstantive changes approved by the City Manager and the City Attorney, as follows:

1. Second Chance Orange County to support their annual event to support on-going program activities that offer Santa Ana residents with workforce training, in the amount of \$500 (Councilmember Solorio); and
2. Santa Ana College Foundation to provide college scholarship funds for graduating high school seniors that live within Santa Anita neighborhood, in the amount of \$500 (Councilmember Villegas)

LAND USE MATTERS

CONDITIONAL USE PERMIT/VARIANCES

- 31A. RECEIVE AND FILE STAFF REPORT APPROVING CONDITIONAL USE PERMIT NO. 2017-17 TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION AND CONDITIONAL USE PERMIT NO. 2017-19 TO ALLOW AFTER-HOURS OPERATIONS UNTIL 2:00 A.M. AT MARISCOS EL CAPITAN RESTAURANT LOCATED AT 1106 SOUTH BRISTOL STREET – JUVENAL BARAJAS, APPLICANT {STRATEGIC PLAN NO. 3, 2} - Planning and Building Agency

Planning Commission approved recommended action on July 24, 2017.

MOTION: Receive and file the staff report approving Conditional Use Permit No. 2017-17 and Conditional Use Permit No. 2017-19 as conditioned.

- 31B. RECEIVE AND FILE STAFF REPORT APPROVING CONDITIONAL USE PERMIT NO. 2017-18 TO ALLOW AN INDOOR SPORTS FACILITY FOR ARROWTAG OC LOCATED AT 3400 WEST WARNER AVENUE, UNIT K - THOMAS MAGSAYSAY, APPLICANT {STRATEGIC PLAN NOS. 3, 2, 5} - Planning and Building Agency

Planning Commission approved recommended action on July 24, 2017.

MOTION: Receive and file the staff report approving Conditional Use Permit No. 2017-18 as conditioned.

****END OF CONSENT CALENDAR****

OATH OF OFFICE ADMINISTERED TO THE NEWLY APPOINTED COMMISSIONERS:
DENNIS VARNUM AND GISELA CONTRERAS

BUSINESS CALENDAR ITEMS

RESOLUTIONS

55A. ADOPT A RESOLUTION AND APPROVE APROPRIATION ADJUSTMENT FOR IMPLEMENTATION OF YOUTH KNOW: COMMUNITY SOCIAL INNOVATION PROJECT FOR MENTORING AND GUIDING TEENS/YOUNG ADULT VOLUNTEERS AND PROMOTE CIVIC ENGAGEMENT {STRATEGIC PLAN NO. 2, 2A} - Parks, Recreation and Community Services Agency

The following spoke in support of the matter:

- Perla Dionicio, opposed to criminalization and incarceration of youth, instead invest in our youth that will enrich their lives.

MOTION:

1. Adopt a resolution.

RESOLUTION NO. 2017-057 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA ANA ACCEPTING THE AWARD OF A PITCH-AN-IDEA GRANT AND AUTHORIZING THE EXECUTIVE DIRECTOR OF THE PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT TO EXECUTE ANY PAPERWORK NECESSARY TO COMPLY WITH THE GRANT

- With the California State Library in an amount of \$65,800 (AGMT NO. 2017-232).

2. Approve an appropriation adjustment. *(Requires five affirmative votes)*

APPROPRIATION ADJUSTMENT NO. 2018-014 - Recognizing grant revenue in the amount of \$65,800 in the Library Services and Technology Act-Grant Awards revenue account and appropriating the same amount to

the Library Services and Technology Act-Grant Awards expenditure accounts

MOTION: Martinez **SECOND:** Sarmiento

VOTE: **AYES:** Benavides, Martinez, Pulido, Sarmiento, Solorio, Tinajero, Villegas (7)

NOES: None (0)

ABSTAIN: None (0)

ABSENT: None (0)

55B. AGENDA ITEM CONSIDERED OUT OF ORDER

55C. APPROPRIATION ADJUSTMENT AND RESOLUTION AMENDING THE FISCAL YEAR 2017-18 JAIL OPERATIONS BUDGET - Police Department

MOTION: Adopt a resolution.

1. Approve an appropriation adjustment. (Requires five affirmative votes)

APPROPRIATION ADJUSTMENT NO. 2018-017 - Recognizing \$10,217,316 for ten months of additional Jail Operations related revenues and appropriating \$5,924,910 to Jail Operations expenditure accounts and appropriating \$4,292,406 to the Reserve Appropriation for deficit reduction.

2. Adopt a resolution.

RESOLUTION NO. 2017-058 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA ANA TO AMEND THE CURRENT ANNUAL BUDGET TO ADD THIRTEEN FULL TIME CORRECTIONAL POSITIONS IN THE POLICE DEPARTMENT -CORRECTIONAL OFFICER, CORRECTIONAL SUPERVISOR, AND CORRECTIONAL MANAGER

MOTION: Benavides **SECOND:** Tinajero

VOTE: **AYES:** Benavides, Pulido, Sarmiento, Solorio, Tinajero, Villegas (6)

NOES: Martinez (1)

ABSTAIN: None (0)

ABSENT: None (0)

REPORTS

65A. APPROVE AN AMENDMENT TO FISCAL YEAR 2017/18 SEVEN-YEAR CAPITAL IMPROVEMENT PROJECT (CIP) TO INCLUDE PARK PROJECTS IN THE AMOUNT OF \$2 MILLION FROM COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS (CDBG) {STRATEGIC PLAN NO. 5, 4A} - Community Development Agency; Parks, Recreation and Community Services Agency; and Public Works Agency

The following spoke on matter:

- Jose Rea, representing Madison Park Neighborhood Association, supports cameras at their neighborhood park.
- Cory Witter, volunteer at local youth organization, commends and lends support to Parks and Recreation Department for continued youth outreach efforts.
- Evelyn Torres, youth empowerment network, expressed strong support for Skate Park, community gardens and open space.
- Barbara Lamere, supports open space, improvements at Centennial Park, and projects as proposed in staff report.
- Edwin Ruiz, thanked the City for some of the park improvements, also expressed support for safe skating elements.
- Irma Mateo, advocated for Skate Park and open space in general; important to provide services and amenities for youth in our community.
- Maribel Mateo, thanked the City for improvements proposed; asked that community input be considered when deliberating.

Councilmember Benavides, noted that funds derived from sale of property on South Bristol; City Council developed recommendations on priorities; capital improvement projects were proposed – public safety including cameras and lighting a priority; community supports park improvements.

Parks Recreation and Community Services Executive Director, Gerardo Mouet, commented on five-year community engagement process and selection of improvements proposed; Parks, Recreation, Education and Youth Council Committee also vetted matter.

Police Commander Gominsky, noted that cameras are not monitored same as other locations such as Downtown; utility cameras will help monitor and identify hot spots.

Mayor Pulido, proposed a two-week continuance to allow additional dialogue on the matter.

Councilmember Sarmiento, supports continuance; sensitive to comments and interest in a skate park by Councilmember Benavides; opined that investment in youth leads to public safety enhancements.

Parks Recreation and Community Services Executive Director, Mouet, recited investments at Madison Park including lighting and new playground equipment; \$800,000 improvements in Pacific Electric Bikeway that crosses Madison Park; and community gardens; delay in camera installation because extra funding needed for infrastructure.

Councilmember Solorio, agree with comments by Councilmember Sarmiento; supports improvements proposed; other improvements needed that may include other sports - fair to all; deferred maintenance plan needed.

Mayor Pro Tem Martinez, proposed a 30 day continuance; asked if data available on crime reductions after installing cameras; also, lighting system should be LED and include control system.

Councilmember Villegas, noted that proper lighting needed along with cameras; favors skate park in the future after public safety measures fulfilled.

MOTION: Continue matter to the September 19, 2017 City Council meeting (30-day).

MOTION: Martinez **SECOND:** Sarmiento

VOTE: **AYES:** Benavides, Martinez, Pulido, Sarmiento, Solorio, Tinajero, Villegas (7)

NOES: None (0)

ABSTAIN: None (0)

ABSENT: None (0)

*Mayor Pro Tem Martinez left the meeting at 8:45 p.m. and did not return.

65B. RECEIVE AND FILE COMMUNITY BRANDING UPDATE AND APPROVE PLATFORM STATEMENT {STRATEGIC PLAN NO. 3, 1E} - Community Development Agency

Santa Ana Research & Strategy Presentation

August 2017

NORTH STAR

1

RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION



what can success look like?

how to measure your efforts

NORTH STAR

3

9.1x increase in brand advocacy
Lee's Summit, MO

Change in top descriptor via external study
Dublin, OH

30.81% increase in RevPar
North Star Study

3.89% increase in employment growth
North Star Study

Over \$4 billion in new investment
Downtown New Orleans, LA

Over \$1 million increase in tourism funding
Virginia's Blue Ridge

84% increase in total job creation
State of Florida

7.95% increase in restaurant sales
Cape Girardeau, MO

17% increase in tax revenue
McKinney, TX

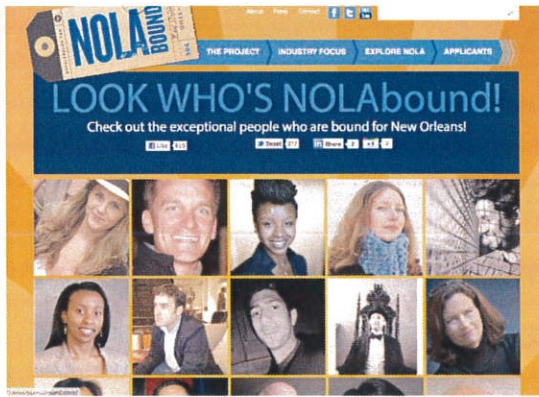
19.2% increase in tour sales income
Columbus, IN

95.6% familiarity with brand
Columbus, GA

23.6% increase in resident advocacy
Cape Girardeau, MO

101% increase in web traffic
Brookings, SD

23% increase in web inquiries
Montrose, CO



Success

- New Orleans is coolest Start-Up City in America -Inc. Magazine
- Number 1 brain magnet in America -Forbes
- New Orleans is #1 Top City for Young Entrepreneurs 2011 - Under30CEO.com
- Number 1 city and large metro area for information jobs in the U.S. - Wall Street journal

Inc.

Forbes

UNDER 30 CEO

WALL STREET JOURNAL



Research Instruments

- Educational/Brand Story Website
- Research and Planning Audit
- Communication and Media Audit
- Situation Analysis
- In Market Trip:
 - Familiarization Tour
 - Red Carpet Tour
 - Educational Presentation
 - Stakeholders/Residents Interviews
 - Focus Groups
 - Undercover Interviews
- Vision Survey
- Community Survey
- Brand Barometer
- Influencer Perception Study (Qualitative) Interviews about Santa Ana with external influencers
- Consumer Awareness & Perception Study (Quantitative) visitors & non-visitors to Santa Ana from Orange County and Southern LA County
- Competitive Positioning Review

Research Demographics Overview

Internal Stakeholder Vision Survey (Business and Community Leaders) - 95 Respondents

Race/Ethnicity:	Income:	Age:	Gender:
<ul style="list-style-type: none"> • 45% Caucasian • 38% Latino • 1% Asian • 8% Multicultural • 8% Other 	<ul style="list-style-type: none"> • 26% \$100,000 - \$149,000 	<ul style="list-style-type: none"> • 31% 55- 64 years 	<ul style="list-style-type: none"> • 50% Female

Internal Resident Community Survey (Live and/or work in Santa Ana) - 609 Respondents
Residency in Santa Ana - 45% 20+ years, 27% Resident, 28% Reside & Work

Race/Ethnicity:	Income:	Age:	Gender:
<ul style="list-style-type: none"> • 45% Latino • 28% Caucasian • 6% Asian • 12% no answer 	<ul style="list-style-type: none"> • 20% less than \$50,000 • 26% \$50,000-\$99,000 	<ul style="list-style-type: none"> • 27% 26-39 years • 15% 52-61 years • 15% 62-70 years 	<ul style="list-style-type: none"> • 56% Female

External CAP Study (Orange County & Southern Los Angeles) - 210 Respondents
90% Visited Santa Ana

Race/Ethnicity:	Income:	Age:	Gender:
<ul style="list-style-type: none"> • 43% Caucasian • 30% Latino • 15% Asian 	<ul style="list-style-type: none"> • 31% less than \$50,000 • 20% \$50,000-\$74,000 • 25% \$75,000-\$99,000 	<ul style="list-style-type: none"> • 32% 26-39 years • 24% 18- 25 years 	<ul style="list-style-type: none"> • 60% Female

Internal Perceptions

within Santa Ana

10

Community Research
Internal Perceptions

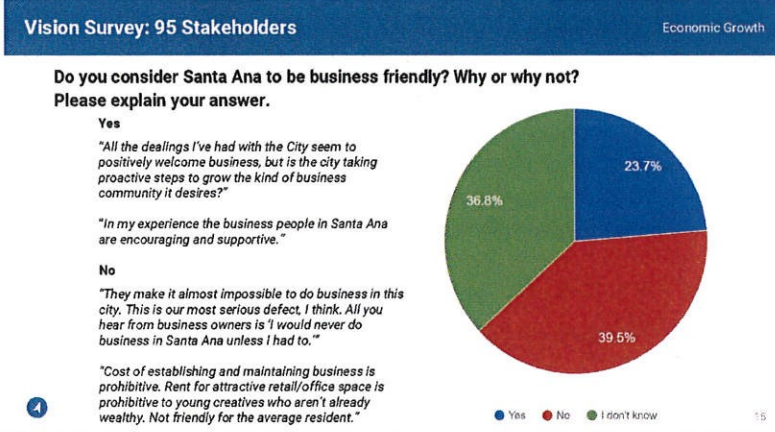
In Market	Stakeholders	Residents
Qualitative	Qualitative	Quantitative
150+ conversations	95 respondents	609 respondents
Focus groups One-on-one interviews Site tours Man-on-the-street interviews	Online survey with business and community stakeholders	Online and printed survey open to all who live and or work in Santa Ana Conducted in English, Spanish and Vietnamese 531 English 52 Spanish 26 Vietnamese

Best Descriptors Internal Perceptions

In Market	Stakeholders	Residents
Young	Latino	Latino
Welcoming	Artistic, Creative	Homelessness
Energetic, Vibrant	Homelessness	Up and coming, Improving
Walkable	Centrally located	Not cookie cutter, unlike OC
Urban	Crime	Lower Income
Progressive	Young	Artistic, Creative
Artistic, Creative	Big City	Overcrowded
Latino	Densely populated, overcrowded	Dangerous
Historic		
Tolerant		

Greatest Assets			Internal Perceptions
In Market	Stakeholders	Residents	
Historic Architecture	Arts and Culture	Location, Proximity to Beaches, Mountains, and Metros	
Diversity, Multiculturalism	Location, Proximity to Beaches, Mountains, and Metros	Diversity, Multiculturalism	
Arts and Culture	Strong sense of community	Latino Culture	
Only Downtown in OC	Multiculturalism	Arts and Culture	
Latino Culture	Downtown	Food Scene	
Attractions (Bowers, Cube, Zoo)	Diverse Neighborhoods	Historic Architecture	
Airport		Attractions (Bowers, Cube, Zoo)	
4th Street		History	
History		Only Downtown in OC	13

Greatest Challenges			Internal Perceptions
In Market	Stakeholders	Residents	
Homelessness*	Homelessness	Homelessness*	
Crime, Gangs	Stressed Infrastructure	Crime, Gangs	
Schools	Gangs	Negative Reputation	
High Density Housing	Crime	Schools	
Not Business Friendly, Overregulated	Leadership	Blight, Dirty Areas	
Leadership	High Density Housing	Understaffed Police	
Negative Media Coverage		High Density Housing	
Activist Organizations' Influence		Negative Media Coverage	
Blight, Dirty Areas		Weak Job Growth	
		Stressed Infrastructure	14



What's missing in Santa Ana?			Internal Perceptions
In Market	Stakeholders	Residents	
More Parks and Green Space	Leadership	City/County Homeless Solution*	
Community Pride and Confidence	Vision and Plan	Focus Beyond Downtown	
Cranes, Commercial Development	Arts (incl Public Art)	More Parks and Green Space	
Economic Development Staff	Identity	Affordable Housing	
Focus Beyond Downtown	Attractive Appearance	More Support for Economic Development	
Affordable Housing	Affordable Homes	Reasons to Visit	
Marketing, PR, Unified Message	Homeless Solution	Community Pride and Confidence	
City/County Homeless Solution		Job Growth	
Accurate Census			
Term Limits			18

Greatest Opportunities			Internal Perceptions
In Market	Stakeholders	Residents	
Marketing and PR	Arts	Improve Schools	
Business Friendly (small biz)	Historic Preservation	Downtown Development	
Artists and Creative Class (CC)	Improved Appearance	Improved Image, Marketing & PR	
Density of Activity Downtown	Commercial Development	New Biz Start-Ups, Entrepreneurs	
Hotel Development	Facade Improvements	Young Professionals and CC	
Tech Sector, Gigabit City	New Leadership	Infrastructure Improvements	
Zoning Changes	Infrastructure Improvements	Promote Quality of Life	
Welcoming, Tolerant Nature	Modernize City Processes (more business friendly)	Corporate Relocations (prof jobs)	
Lower Crime		Strong Vision	
Improve Schools		Improve Housing Stock	17

Most Important to Identify			Internal Perceptions
In Market	Stakeholders	Residents	
History (OC started here)*	Arts and Culture	Latino Culture*	
Latino Culture	Latino Culture	History (OC started here)*	
Artists	No Identity	Location, Proximity to Beaches, Mountains, and Metros	
Only Downtown in OC (4th St. vibe)	Downtown	Multiculturalism	
County Seat	History	Only Downtown in OC	
Multiculturalism		Artists	
Location, Proximity to Beaches, Mountains, and Metros		County Seat	
Transportation access: airport, freeways, train			18

External Perceptions

outside Santa Ana

NORTH STAR

19

Consumer Awareness & Perception Study

210 External Respondents in Orange County (minus Santa Ana) and Southern LA County South of Interstate 10)

NORTH STAR

20

CAP Study

When you first think of the following communities, what comes to mind?

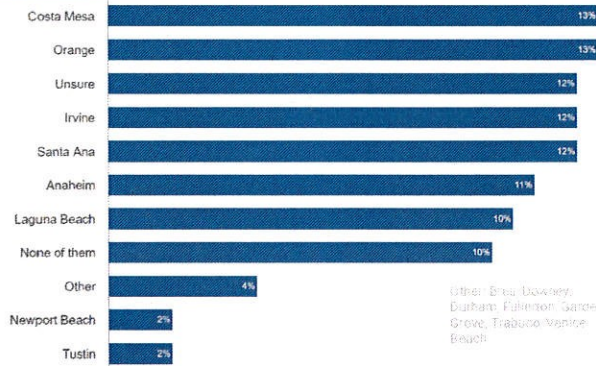
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|--|---|---|--|
| <p>Anaheim</p> <ul style="list-style-type: none"> • Disneyland • Nothing at all • The Angels • Generally nice area • Entertainment | <p>Costa Mesa</p> <ul style="list-style-type: none"> • South Coast Plaza • Orange County Fair • Nothing at all • The Beach • Fun | <p>Santa Ana</p> <ul style="list-style-type: none"> • Courthouse / Government • Nothing at all • Crime / Dangerous • Latino / Mexican • Santa Ana Winds | <p>Garden Grove</p> <ul style="list-style-type: none"> • Nothing at all • Vietnamese • Crystal Cathedral • Asian • Strawberry Festival |
| <p>Irvine</p> <ul style="list-style-type: none"> • UC Irvine • Wealth • Irvine Spectrum • General Shopping • Expensive | <p>Tustin</p> <ul style="list-style-type: none"> • Nothing at all • Generally nice • The Marketplace • General shopping • Far / old | <p>Orange</p> <ul style="list-style-type: none"> • Nothing at all • Orange Circle • Old / old fashioned • The Block at Orange • Orange International Fair | |

4

21

CAP Study

Which Orange County community do you most associate with art and artists? *Open-ended*

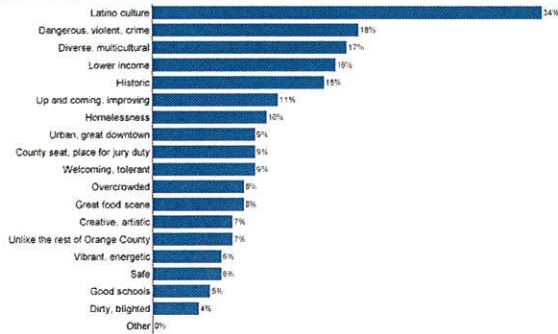


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22

CAP Study

What phrase or adjective best describes Santa Ana? Choose two answers.

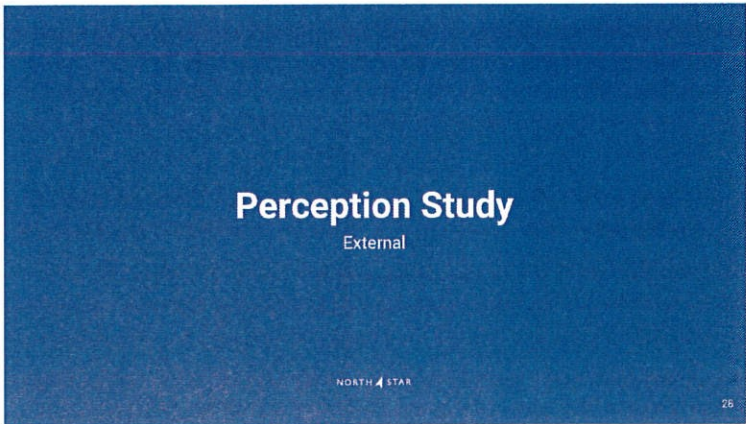
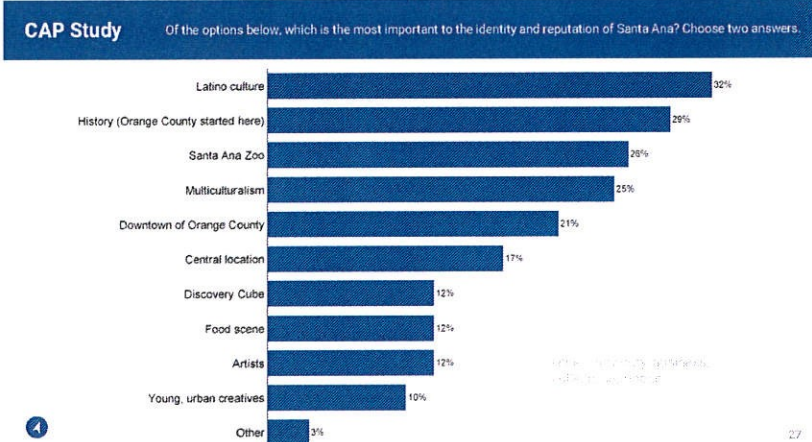
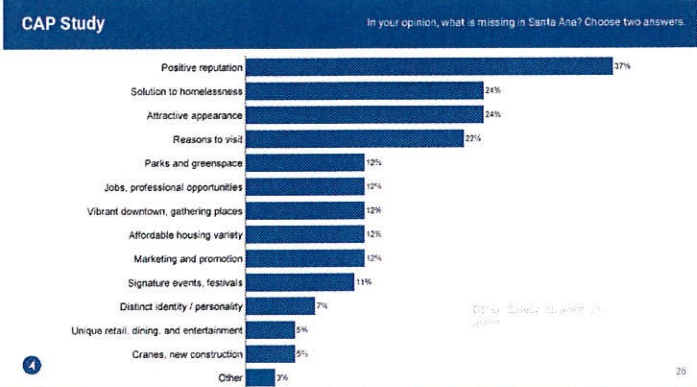
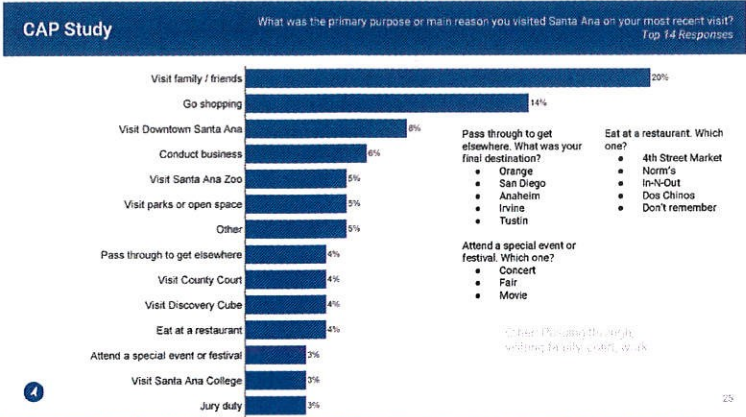


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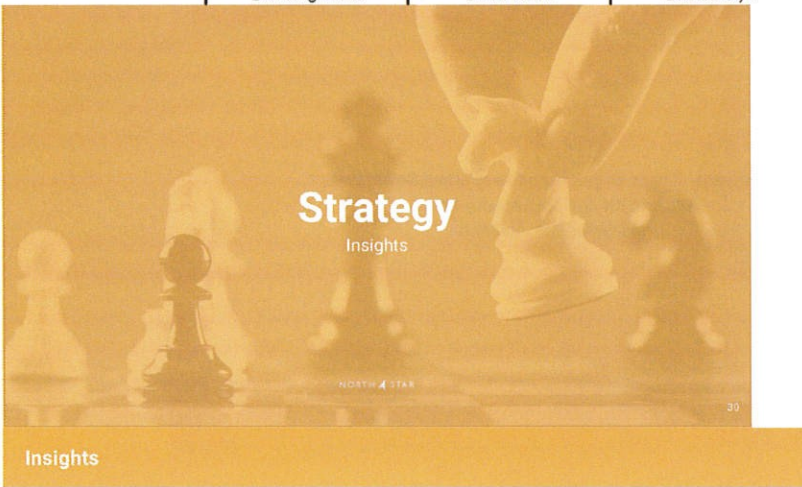
23

What Santa Ana thinks OUTSIDERS say vs. What OUTSIDERS actually say

In Market	Stakeholders	Residents	OUTSIDERS
Dangerous, Violent	Latino Culture	Dangerous, Violent Crime, Gangs*	Latino Culture*
Homelessness	Dangerous	Homelessness	Dangerous, Violent Crime
Crime, Gangs	Crime	Homelessness	Diverse, Multicultural
Poverty	Homelessness	Latino Culture	Lower Income
Jury Duty	Unsafe	Lower Income	Historic
Undocumented	Gangs	Up & Coming, Improving	Up & Coming, Improving
Latino		Underperforming Schools	Homelessness
Only Immigrants		County Seat, Jury Duty	Urban, Great Downtown
Underperforming Schools		Blighted, Dirty Areas	County Seat, Jury Duty
Blight, Dirty Areas			Welcoming, Tolerant 2*



Assets	Challenges	Missing	Opportunities
Vibrant Downtown, 4th St.	Homelessness*	New Ideas	Reputation for Arts
County Seat	Crime, Gangs	Awareness	Food Scene, Hip Spot
Multicultural	Blight, Dirty Areas	Amenities	Walkable Downtown
Latino Culture	Negative Perceptions	Economic Dvlp Support	Streetcar
Historic Architecture	Leadership	Reasons to Visit	Light Rail
Location	Poverty	Vision and Consensus	Economic Development
Urban, big city	County Seat, Soc. Svcs.	Marketing and PR	Small Biz Growth
Train Depot	City/County Inaction	Infrastructure Investments	Improved Appearance
Arts District	Schools	Affordable Housing	Multiculturalism
	Low Wage Jobs	Better Retail	Eclectic Style



Positioning helps us market.

Job of the brand is to articulate and demonstrate why Santa Ana is a preferred location.



"I can be me here. The ONLY place in OC I can."
In Market Conversation



"It's always been that way. Lots of us took our first steps in America here."
In Market Conversation



33

"Authentic. That's all you need to say about Downtown.
Oh, and we don't sell mouse ears."
In Market Conversation



34

"There's a nascent arts movement going on there.
Santa Ana makes art approachable for many."
External Perception Study



35

"The future looks just like Santa Ana. With smart growth,
they can be the benchmark that everyone looks to."
External Perception Study

"I hope we don't squander this. We reflect the dimension of hope and creativity we
need to thrive. We're urban. We're multicultural. We need to be ready."
In Market Conversation



36

"If we just do some simple, basic things, people will embrace Santa Ana (streetcar, lively streets, density of urban activity and life, etc.)."
In Market Conversation

4

37

"Everything is heightened there: music, poetry, pride, flavors, caring neighbors and even conflict. But there's energy and creativity you can't find anywhere else."
External Perception Study

4

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Strategy
Platform

NORTH STAR

Platform Statement Core Strategy / DNA

- Target Audience **For those seeking the energy of an urban and artistic setting,**
- Market Reference **Santa Ana, Orange County's downtown and county seat,**
- Primary Objective **welcomes the celebration and understanding for all
(people, perspectives, religions, ideas)**
- Benefit **and elevates cultures and everyday narratives into a colorful, vivid sensory experience.**

4

45

DNA Definition

Strategic Platform

Target Audience: For those seeking the energy of an urban and artistic setting,
 Santa Ana is the largest city in Orange County and uniquely urban in Orange County.
 The city is one of the youngest in the country and has the energetic vibe to match.
 Santa Ana enjoys a distinct artists community and continues to attract creative people of all sorts.
 The city is the cultural center of the county.

Frame of Reference: Santa Ana, Orange County's downtown and county seat,
 Santa Ana offers the strongest urban experience in the county.
 Downtown including 4th Street is enjoying renewed interest and revitalization.
 Santa Ana is the seat of government for Orange County.



41

DNA Definition

Strategic Platform

Point-of-Difference: welcomes the celebration and understanding for all
(people, perspectives, religions, ideas)
 Santa Ana is on the leading edge of large urban areas across the country where multiculturalism is shaping the future of governing, economic development, entertainment, etc. Santa Ana reflects the demographic shifts that the rest of the country will soon experience. And the community is noted for its welcoming nature and tolerance of differences.

Smart, inclusive growth should be emblematic of this distinction and a model for others.

With that vision comes an attractive invitation for economic development.

Benefit: and elevates cultures and everyday narratives into a colorful, vivid sensory experience.

Santa Ana elevates all cultures, not just the colorful ones. And the words vivid and everyday cancel themselves since they are opposites. The point is that this special place takes the everyday and makes it brighter and more exceptional. The colorful cultures and narratives in Santa Ana need volume as a point of pride for residents and a point of interest for visitors.

The congeniality of close-knit neighbors belie the impressive size and density of this urban center. Multiculturalism insures that the sense of community is not lost.

42

Platform Statement

Core Strategy / DNA

- Target Audience:** For those seeking the energy of an urban and artistic setting,
- Frame of Reference:** Santa Ana, Orange County's downtown and county seat,
- Point-of-Difference:** welcomes the celebration and understanding for all
(people, perspectives, religions, ideas)
- Benefit:** and elevates cultures and everyday narratives into a colorful, vivid sensory experience.



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BrandPrint Project Next Steps

What's Next?

- Approval of Strategic Brand Platform* (presented today)
- Initiate Creative Phase
- Creative Workshop with Small Creative Committee
- Tagline Development and Presentation*
- Brand Narrative Development
- Logo Development, Color Palettes, and Visual Direction Development and Presentations*
- Brand Identity Guide, Graphic Standards, and Implementation Plan Development
- Final Presentation and Final Report Assembly

4 *Exact timing and progress of creative and implementation phase depends on approvals.

44

ABSENT: Martinez (1)

COMMENTS

PUBLIC COMMENTS

- Kim McPeck, representing SEIU Local 721, commented on sacrifices by union members in the past; request support for fair negotiations.
- Cory Nelson, representing Santa Ana Pony Baseball, spoke in support of SEIU members.
- Monica Sutter, echoed comments by others on fair labor contact for SEIU members.

90A. CITY MANAGER'S COMMENTS - None

90B. CITY COUNCILMEMBER COMMENTS

Councilmember Tinajero:

- Reported that schools are back in session; great opening day; thanked police officers and all for efforts;
- Recognized partnership between Santa Ana College and Santa Ana Unified School District in developing Advance Learning Academy;
- Encouraged all to work with Santa Ana College on Adult Learning Center at Centennial Park; and
- Requested adjournment in memory of Hortencia Urquiza Gutierrez.

Councilmember Solorio:

- Invited all to attend the upcoming Connect to Council event on August 30th at Rancho Community College District office;
- Thanked SEIU and all who participated in recent event; important to work together on revenue generating ideas.

Councilmember Villegas:

- Thanked staff efforts in organizing successful talent show.

Councilmember Benavides:

- Thanked speakers;
- Encouraged all to continue to support our local businesses.

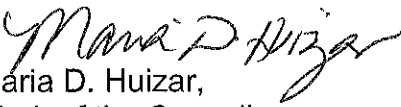
Mayor Pulido

- Adjourned meeting in memory of Retired SAPD Motor Officer Ron Moreno, Hortencia Urquiza Gutierrez, and Jerry Clay Ayres.

Reconvened to the Closed Session Meeting at 9:24 p.m. Closed Session adjourned with no reportable action.

ADJOURNMENT – 9:42 p.m. - The next meeting of the City Council is scheduled for Tuesday, September 5, 2017 at 5:00 p.m. for the Closed Session Meeting immediately followed by the Regular Open Business Meeting at 5:45 p.m. in the Council Chamber, 22 Civic Center Plaza, Santa Ana, California.

**Adjourn Meeting in Memory of
Retired SAPD Motor Officer Ron Moreno,
Hortencia Urquiza Gutierrez, and
Jerry Clay Ayres**


Maria D. Huizar,
Clerk of the Council

FUTURE AGENDA IT/2EMS

- Community Engagement Program
- Labor Contracts