



Overview

On December 4, 2015, the City of Anaheim hosted a Community Pop-Up Workshop booth at the West Anaheim Annual Holiday Tree Lighting event at Twila Reid Park. The event was selected due to the large built-in audience that it attracts. Organizers estimate 500 to 700 community members attend this event annually.

The purpose of the workshop was to present ideas and issues from the Phase 1 public engagement effort conducted in summer 2014 and to obtain feedback on what the community would prefer for future development along the Beach Boulevard corridor. At the workshop, the public was encouraged to take an online survey. The project team engaged participants with three iPads inviting them to take a survey on the Beach Boulevard online forum.

Project team members explained to attendees that the City of Anaheim is preparing a Specific Plan for the area and is asking community members to provide their feedback on themes and issues that are important to them. The project team also explained that the major themes featured on the survey arose from the first phase of the public engagement effort.

Attendees who completed the survey were rewarded spinning a prize wheel that gave them a chance to win a \$5 Starbucks gift cards, a novelty lighting cup or a candy cane. All children that approached the booth received a small toy. Web cards with a link to the project website were distributed to attendees that were waiting in line to take the survey. Attendees were also encouraged to complete the survey on their personal smartphones. Web cards were also given to people who did not have time to take the survey but who wanted to do so at a later time. Frequently Asked Questions (FAQs) sheets were also available for attendees to take home.

During the event, 94 attendees completed the survey and were given the opportunity to spin the wheel. Approximately 100 attendees approached the booth to ask a brief question or to take a closer look at the information that was provided. Five participants were Spanish speaking and needed assistance completing the survey.

During and following the event, pictures of the booth and a link to the Improve West Anaheim/Beach Boulevard online forum website were posted on the City of Anaheim and Arellano Associates Facebook pages. The posts reached 226 and 115 people respectively on each social media account.

As part of the survey, 36 participants signed up to receive project updates via email.

Feedback

Using the project's online public engagement tool www.improvewestanaheim.com, attendees were asked to complete a 3-minute survey using the iPads. The questions were translated by staff at the booth for Spanish-speaking participants. The survey went live on August 7, 2015 and as of December 9, 2015 there were 203 completed surveys to date. At the event, 94 complete surveys were submitted. The results below are specific to the December 4 event. The survey is currently open at www.improvewestanaheim.com. Cumulative survey results are available on the Beach Boulevard online forum. The survey results are as follows in the order of most frequent response:



1. Which future theme for Beach Boulevard is most important to you?

- Health and Safety (64)
- Character & Place (30)
- Economy and Vitality (20)
- Mobility Options (6)

2. What improvements are most important to you?

- Safety (64)
- Parks & Open Spaces (31)
- Cultural Activities (31)
- Environmental Quality (21)
- Housing Choices (20)
- Biking & Walking Networks (11)
- Transit Options (7)
- Wayfinding & and Placemaking (3)

3. If housing is allowed, what types of housing do you think would be the most appropriate within the Specific Plan area?

- Single Family Residential (55)
- Townhouse (34)
- Mixed Use (19)
- Mid-Rise Apartment (17)
- Motorcourt (7)
- Livework (6)
- Luxury Condos (5)

4. What types of commercial development do you find to be the most desirable along Beach Boulevard or within the Specific Plan area?

- Pedestrian-oriented retail (43)
- Strip mall (36)
- High end shopping center (30)
- Unique/eclectic retail experience (20)
- Mixed use office (14)
- Four story mixed use (11)

5. What types of streetscape improvements and/or signage are desired along Beach Boulevard and within the Specific Plan area?

- Public art (35)
- Shaded pedestrian areas (25)
- Active storefronts & sidewalks (21)
- Identification signage (20)
- Landscaping & outdoor (19)
- Improved bus or transit stops (19)
- A unique landmark (18)
- Preserve retro or vintage signage (15)



6. What types of gathering spaces would you like to see in the Specific Plan area?

- Neighborhood Parks (55)
- Event Plazas (31)
- Community Play Fields (41)
- Improved Bikeways (21)
- Pocket Parks (22)
- Community Garden (14)
- Senior Recreation (9)

7. What types of Transportation options should be promoted in the Specific Plan area?

- Sidewalks (35)
- Buses (35)
- Street Car (32)
- Bike Share (26)
- Bike trails (25)
- Downtown Circulator (12)
- Shuttle Service (11)
- Rideshare (11)

8. Beach Boulevard should be...

- Safe (78)
- Active (28)
- Family Oriented (25)
- Entertaining (24)
- Creative (21)
- Inviting (17)
- Revitalized (9)
- A collection of strong neighborhoods (9)

9 How are you connected to the Beach Boulevard area?

- I live here (64)
- Just visiting (13)
- I shop or eat at restaurants here (4)
- I work here (6)
- Other (5)

10. Age?

- <17 (26)
- 18-24 (10)
- 25-34 (22)
- 35-44 (19)
- 45-54 (12)
- 55-64 (1)
- 65+ (0)

11. How did you hear about the Beach Boulevard Specific Plan project?

Community Meeting/Event (64)

Email/Website (6)

Local business or friend (7)

Newspaper, newsletter or e-blast (7)

Other (10)

Event Photos

