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## Overview

On September 3, 2015, the City of Anaheim hosted a Community Pop-Up Workshop booth at the Twila Reid Elementary Back-to-School Night event. The event was selected due to the built-in audience that it was expected to attract.

The purpose of the workshop was to present ideas and issues from the Phase 1 public engagement effort conducted in summer 2014 as part of the Specific Plan project. At the September 3<sup>rd</sup> Community Pop Up Workshop, the community was presented with the purpose and process of the project as well as key themes that emerged from the summer 2014 public outreach effort. The booth was setup to be interactive with parents walking through the quad (center of the school) either on the way to the Principal's presentation or to their child's classroom. Staff setup four flipcharts with each chart representing an emerging theme. FAQs, an iPad poll, and sign-in sheets were also provided as means to receive feedback and to gather contact information.

As a form of introduction, participants were asked to look at four flipcharts with four corresponding themes including: 1. Health and Safety, 2. Character and Place, 3. Economy and Vitality, and 4. Mobility and indicate if they agree with any of the specific comments that were brought up last summer by placing a check next to the statement. Participants were also encouraged to write down their own thoughts on the flipchart. Approximately 70 comments were shared on the boards. Please see below for a breakdown of the feedback that was gathered on from the flipcharts.

As a secondary form of public input, participants were asked to participate in a poll by answering three short questions regarding the activities that they participate in along the corridor, thoughts on how to improve Beach Boulevard, and priorities on improving the area. Approximately six individuals participated in the poll.

Approximately forty (40) people visited the Community Pop-Up Workshop booth with a mix of individuals who were actively engaged and some who simply stopped by just to pick up information. Four individuals who approached the booth spoke only Spanish, with translation provided by staff.

## Feedback

The most frequently cited concerns on the flipchart were under the Health and Safety board. The Community overwhelmingly asked for an increase in police presence in areas of high drug trafficking and prostitution and increasing homelessness support services and transitional shelter options. Other areas of concerns and suggestions include:

### Key Theme 1: Health and Safety (39 votes/statements)

- Increase police presence in areas of high drug trafficking and prostitution (11)
- Increase homelessness support services and transitional shelter options (9)
- Improve access to healthy and quality food (3)
- Improve quality of residential housing (3)
- More police patrol in parks (2)
- More street lighting (2)
- Train officers and storeowners on how to work with our homeless neighbors (2)



- Have signs posted in storefronts showing who to contact for safety issues besides 911 (2)
- Water quality, water resources/supply to end consumer to avoid waste (2)
- Nantucket apartment complex racks up to automotive use – incompatible uses
- Beach and Ball – not safe to drive on a Saturday night (different element) all four corners have issues
- More security cameras along street – visible

Key Theme 2: Character and Place (16 votes/statements)

- Invest in community assets such as community centers, performing arts venues, senior centers, sports facilities, community gardens and open space (7)
- Improve beautification along major corridors (2)
- Develop a theme for business and properties along Beach Boulevard (2)
- Get rid of motels
- More trash receptacles
- Incompatibles are challenging (car yard near Nantucket complex)
- Landscaping and beautification along boulevard
- Need to work with surrounding cities to solve problems; otherwise problem just relocates to another community (don't kick the can down the road)

Key Theme 3: Economy and Vitality (20 votes/statements)

- Regulate and improve conditions of existing motels along Beach Boulevard
- Support development of more diverse, higher quality dining and shopping options (2)
- Revitalize existing shopping centers (2)
- Support growth of locally-owned businesses
- More quality restaurants/stores (2)
- Trader Joe's (2)
- Starbucks or other good coffee place (3)
- No significant retail presence on Beach and Ball
- Need retail badly
- Need to push out development to street (eliminate big parking lots)
- Quality housing along beach to support new businesses
- Bed, Bath and Beyond type store
- Clean up area between Lincoln and Ball (2)

Key Theme 4: Mobility Options (5 votes/statements)

- Improve sidewalk safety and accessibility along major corridors (3)
- Improve existing pedestrian and bicycling pathways and create greater pedestrian and bicycling connectivity (2)

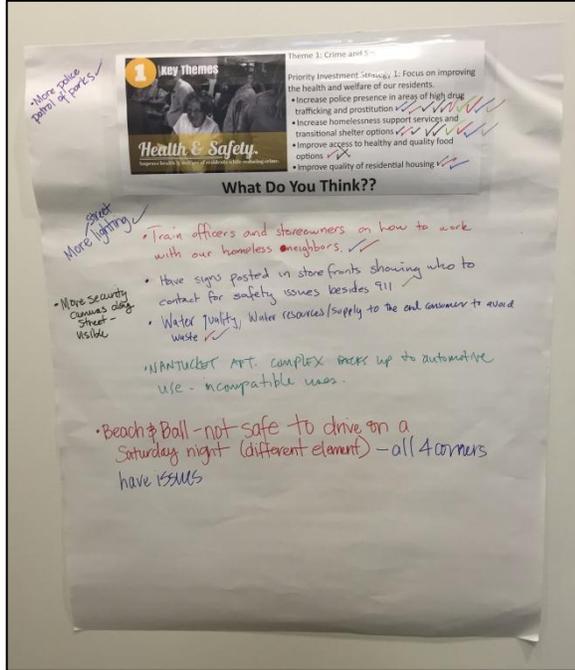


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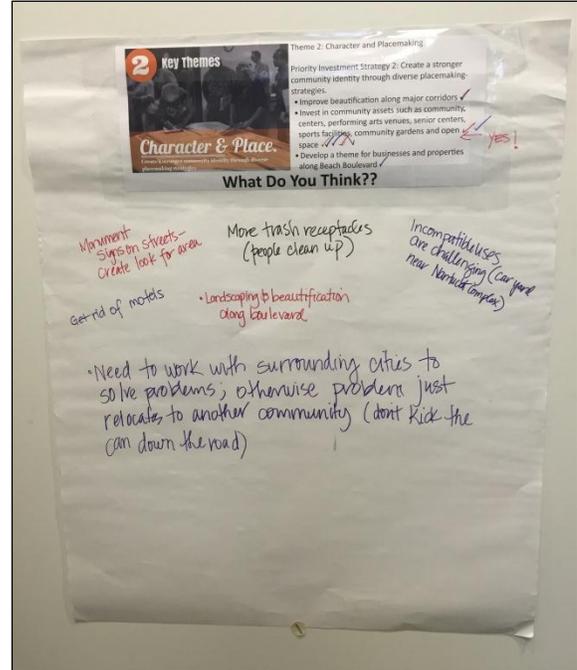
### Poll Question Results

Using the project's on-line public engagement tool [www.improvewestanaheim.com](http://www.improvewestanaheim.com) attendees of the workshop were asked to answer three short questions using iPads. The questions were translated by staff at the booth to Spanish for participants who only spoke Spanish. The poll went live on September 1, 2015 so that it is also available to people who did not attend this event. The results below are not specific to the Twila Reid Elementary pop up workshop participants, as it includes all feedback received from September 1<sup>st</sup> through the 10<sup>th</sup>. The poll is currently open at [www.improvewestanaheim.com](http://www.improvewestanaheim.com).

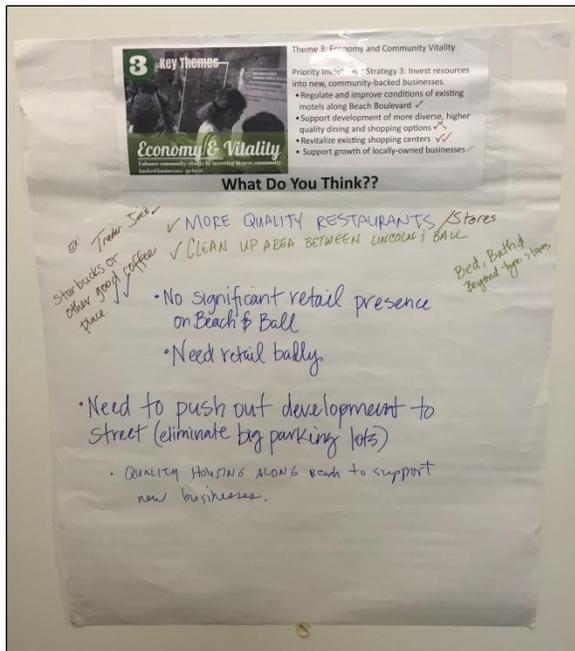
1. The short poll responses are as follows: What are your top 4 priorities for improving Beach Boulevard?
  - Create a more positive community identity (5)
  - Improve beautification along the corridor (4)
  - Improve conditions of motels along the corridor (4)
  - Revitalize existing shopping centers (6)
  - Develop vacant properties (5)
  - Improve transit facilities and options such as bus stops and shuttle service (1)
  - Improve signage and gateways (2)
  - Other (2)
  
2. What would most improve Beach Boulevard? (Max 4)
  - Overall beautification of the street and adjacent uses (5)
  - Improved signage (2)
  - Creating a safer and cleaner environment (5)
  - City entry monumentation (gateways) (4)
  - Improved conditions for bicyclists (4)
  - Improved conditions for pedestrians (4)
  - Landscaping, street trees, seating (2)
  - Pedestrian scale lighting (4)
  
3. What activities do you participate in along/near Boulevard?
  - Use gov./community services (3)
  - Dining and entertainment (6)
  - Attend cultural events (4)
  - Use the parks (5)
  - Work/business (3)
  - Live in the area (6)
  - Go shopping or use other services (banks, medical, salon, etc.) (5)
  - I don't visit here often; I only drive through the area (1)



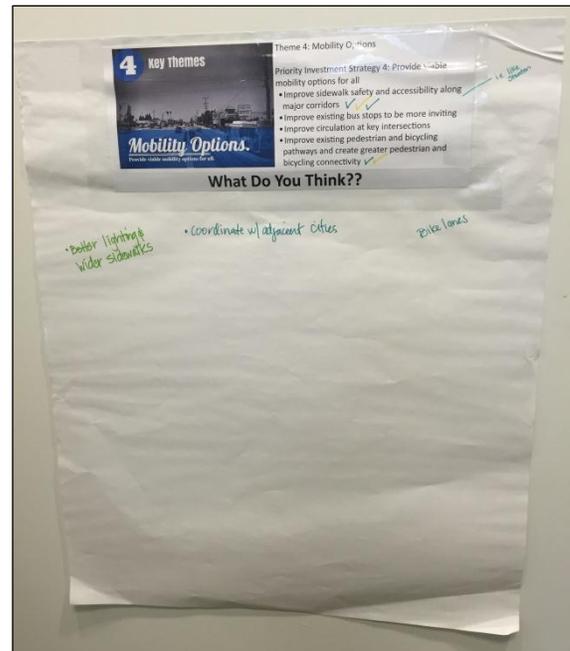
Health and Safety



Character and Place



Economy and Vitality



Mobility Options