



# FactSheet

## 2030 Neighborhood Investment Program

- **What:** key policy proposal from Mayor Sidhu's March 2019 State of the City address
- **City Council:** approved April 16, 2019
- **Goal:** invest \$250 million in Anaheim neighborhoods in the next 10 years
- **Potential investments:**
  - Upgrades to libraries and community centers
  - New or improved parks
  - Roads, sidewalks and parks
  - Expanded public safety services
  - Expanded youth, homelessness, job-training and other programs
  - Strategic economic development benefiting neighborhoods
- **How:** through resident input and a community assessment study to be done by Anaheim First, an independent, nonprofit resident advisory group
- **Council approval:**
  - **Resolution:** supporting 2030 Neighborhood Investment Program
  - **\$250,000:** funding for half of a \$500,000 community assessment study to be done by Anaheim First
  - **Ad hoc committee:** made up of Mayor Sidhu and two other council members to oversee community assessment study and strategic plan development



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## Anaheim First Neighborhood Leadership Council

- **What:** independent advisory group of residents, plus business, nonprofit and community representatives
- **Status:** 501(c)(3) charitable organization
- **Website:** Anaheimfirst.org
- **Started:** 2018
- **Started by:**
  - Anaheim Chamber of Commerce
  - Visit Anaheim
  - Anaheim Community Foundation
- **Why:** to support investment in Anaheim's neighborhoods with growth in The Anaheim Resort, the Platinum Triangle and other parts of the city's economy
- **Leadership Council make-up:**
  - 90 residents: 15 from each of Anaheim's six Council districts
  - 10 business, nonprofit and community group representatives
- **Appointments:**
  - Initial 30 residents appointed by Anaheim Chamber, Visit Anaheim and the Anaheim Community Foundation
  - Remaining residents recruited by the initial 30 members
- **Selection:** based on involvement with city government, schools, places of worship, nonprofits and other community activities; recommendations from community members
- **Broader involvement:** all Anaheim residents and community groups can take part in Anaheim First district town halls, citywide community summits and online neighborhood surveys available in multiple languages



# FactSheet

## Community Assessment

- **What:** study of neighborhood amenities, services, quality of life and needs across Anaheim
- **Cost:** \$500,000
- **Funding:** \$250,000 in proposed city funding, \$250,000 in funding from Anaheim Chamber, Visit Anaheim and the Anaheim Community Foundation
- **Project manager:** Irvine-based LSA Associates Inc.
- **LSA prior work:** Orange County Sustainable Communities Strategy, done for the Orange County Council of Governments and the Orange County Transportation Authority
- **Community assessment scope:** quality of life, housing, public safety, parks and open space, mobility and accessibility, commercial vitality, recreation and leisure, social issues
- **Objective:** a strategic plan outlining potential projects, services and investments as part of a 2030 Neighborhood Investment Program strategic plan with voluntary recommendations for consideration by the city
- **Expected completion:** 2020



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## City Process

- **What:** Anaheim's role in 2030 Neighborhood Investment Program
- **City Council:**
  - **Ad hoc committee:** would provide oversight of the community assessment study and 2030 Neighborhood Investment Program strategic plan, which would serve as voluntary recommendations for city consideration
  - **City Council:** would approve any project spending individually or as part of the annual city budget
- **City boards and commissions:** would be briefed on and review recommendations for potential neighborhood investments
- **City staff:** would evaluate recommendations for consideration in planning for neighborhood improvement projects and bringing before Council

## Spending

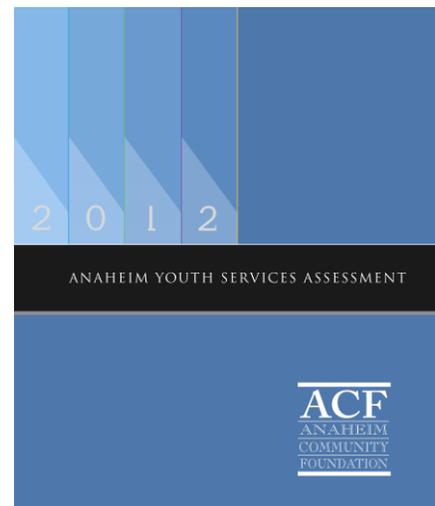
- **What:** proposed \$250 million in spending on neighborhood projects and services through 2030
- **First-year funding, 2019-20:** \$20 million in already identified city revenue
  - **\$10 million:** city borrowing against a city fund with a healthy reserve
  - **\$6 million:** state transportation funding for related neighborhood projects
  - **\$4 million:** money from an existing neighborhood improvement fund
- **Future funding:**
  - **Yearly spending:** regular city spending on neighborhood improvements could go toward identified resident priorities
  - **New city revenue:** from expected and potential economic development around Honda Center, Angel Stadium of Anaheim and continued growth in The Anaheim Resort



# FactSheet

## Anaheim Youth Services Assessment

- **What:** prior example of Anaheim's work with community groups and the private sector on assessing needs for consideration in city spending and programs
- **When:** 2012
- **Scope:** study existing services, make recommendations for after-school and other programs for at-risk youths
- **Funding:** Disneyland Resort
- **Project manager:** Santa Ana-based Olin Group
- **Result:** 2013 formation of Accelerate Change Together Anaheim, or ACT Anaheim
- **By:** Orange County Community Foundation, with financial backing from Disneyland Resort, Angels Baseball, Anaheim Ducks
- **Role:** direct community giving to programs benefiting Anaheim youth
- **Programs:** college readiness, gang prevention, parenting help, teen pregnancy prevention, other
- **Investment in Anaheim:** more than \$6 million since 2014





# FactSheet

## Committee of 100

- **What:** prior example of Anaheim's work with community groups and the private sector on assessing needs for consideration in city spending and programs
- **What it was:** 100-member group of residents and businesspeople to advise on projects for a growing Anaheim
- **When:** 1959-1961
- **Scope:** study needs and make recommendations for \$33 million Anaheim capital improvement program
- **Funding:** city funding, bond proceeds
- **Result:** a report recommending Anaheim's first library, a convention center, additional fire stations, electric and water projects, other projects