

APPENDIX A

Phase I Open-Ended Data Tables

Community				
Progressive/Modern	Safe Community	Family Oriented	Small Town	Grouping: FAMILY/SMALL TOWN
The City of Brea should be progressive.	A city where everyone feels comfortable with their neighbors. Somewhere that is safe and active.	Family-oriented things to do.	With a small town feel where we get to know our neighbors.	Keep Brea small town feel.
Cutting edge city that still remembers its past.	Safe place to live and shop.	We are a three generation family here in Brea so it is important to continue to be a family oriented community.	Keep Brea small town feel.	Family oriented.
My vision on future Brea is to be different than other cities, we need to be us in our own unique way. I love living in Brea and I do feel that together we are progressing. I do know that Brea has more to offer but we are getting there	The city of Brea should remain relatively town-like in size and in support to small businesses.	A safe and progressive community with great family appeal and engagement.	Keep it small.	Inclusive of multi-generation and family.
A modern and safe community.	A safe community that has a small town feel while still providing top notch stores, restaurants and entertainment.	A safe nurturing environment for families to flourish.	I would like to have Brea keep it small time feel.	Small town feel.
A safe and progressive community with great family appeal and engagement.	Brea is known for its entertainment and being a safe community and prospers with many local businesses.	Continue to be a safe community, family oriented and no more building of new homes. We use to be able to ride our bike through the city when I was a young kid and it wasn't so congested.	Keeping the small town feel with the opportunity to continue to generate sufficient revenues to provide outstanding services to the residents of Brea.	A city my kids want to come back to.
A safe community that has a small town feel while still providing top notch stores, restaurants and entertainment.	Maintains community feeling, strong schools and safe neighborhoods while being progressive.	A safe and family oriented City that everyone anyone feels that they belong..	That Brea maintains the small town feel while grasping the elements of growth and prosperity.	Family friendly.
Maintains community feeling, strong schools and safe neighborhoods while being progressive.	To be a safe fun small town feel.	Family oriented.	To be a safe fun small town feel.	Staying unique.
Progressive, sustainable, diverse.	Strong schools, green practices, open space for recreation and safe communities.	Family friendly.	Brea is a great city but I would like to see it keep its small town feel and stop building homes like Irvine did it is sad to look up and see homes all over our once beautiful hills. If I wanted a city like Irvine to live in I would have moved there.	
A modern city with beautiful parks.	Safe for families, good education.	Family destination - Breans & outsiders	A small town feel where families can stay connected and in town for entertainment, day to day needs, work and education. It should maintain its history of arts, community support and safety.	Clean and well maintained.
Open & adaptive to change.	Continue to be a safe community, family oriented and no more building of new homes. We used to be able to ride our bike through the city when I was a young kid and it wasn't so congested.	Remain a close, family oriented city.	Small town feeling.	Family destination Breans and outsiders.

Balance of Progressive & small town benefits	A safe and family oriented City that everyone anyone feels that they belong.	Family oriented.	Balance of Progressive & small town benefits.	
A progressive place were young artists have opportunities to show their work and perform in a safe and open setting.	Keep up with city maintenance and infrastructure and provide a safe environment for our citizens	More inviting for all ages - more family oriented.	Small town feel; large city amenities.	Balance of progressive and small town benefits.
For Brea to continue being a welcoming community, to embrace the changes that are happening yet remember our history.	A place people think of as a safe and enjoyable place to live.	Safe, family oriented. There is too much construction, traffic will increase, schools overpopulated. Becoming very crowded	Maintain small town feel/ "old Brea".	
More progressive.	A safe, friendly haven, for all.	A great place to raise a family, to recreate, shop and eat!	Small town feel.	
Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented.	I want to live in a city that is safe.	Family oriented, more indoor and outdoor activities for toddlers (baby and toddler-proof).	Be a forerunner in North Orange County in providing opportunities for the residents to grow in all areas of life, through traditional community and through innovative programs and excellent facilities.	Open and adaptive to change.
Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented.	A community that offers safe environment and outdoor access.	A family-oriented, creative, inviting community.	An "inviting place" where people want to live, enjoy the small town feel, but have the safety in numbers of a bigger town, be entertained and help others.	Place I want to commute to.
Continue to be a safe environment for families, progressive thinking and upscale city.	A place where children can play without fear of environmental illnesses, nose bleeds and cancer which is not the case now at the Sports park and Olinda School as I am told.	Continue to be the BEST city to raise my own kids here. I grew up in Brea, and lived away as a young adult for 11 years. I LOVE being back in Brea - and having my kids go to the same schools I went to! I want Brea to thrive, to stay safe, and be the family-friendly, sporty, yet hot-spot type of city!	One comment that I have heard numerous times about Brea's charm is that it still provides a small-town feel in the midst of all the busyness of Southern California.	Remain a close, family oriented city.
A community that retains its safe, small-town feel.	Safe	Expansion of community needs for residents with a family oriented environment.	A safe, fun, tight knit community	Public safety
A forward-thinking city that embraces new technologies and innovative work/living/community spaces.	Safe and fun.	Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented.	I think city leaders need to STOP development and preserve the small town feel that we have.	Small town feel/large amenities.
Artistic, historic, modernized, secure.	Continued safe feeling; good quality of life.	Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented.	A community that retains its safe, small-town feel.	
A progressive, forward-looking community that will provide a safe, clean environment using its natural resources in an effective, economical manner to enhance the growth of Brea assuring its residents that it is caring for their future.	Safety.	To continue to be a safe place for my family to learn, grow and play.	I want Brea to maintain a small city vibe while also having multiple fun places. I want a more connected and lively future.	Remain a great place to live work play.
To remain progressive and provide a safe clean City to reside, visit or work.	Safe place to live and shop.	A city focused on family, jobs and services for the community. A nice place to walk and pleasant sites to look at.	For this small town to act like a small town and stop believing it's bigger than it really is. Hometown values, hometown feel with community decisions made by the community, not by developers.	Be a friendly inviting community.
Brea continues to be a progressive, transparent, intelligent, diverse, and safe community.	Brea should remain to be that safe city it has always been. Brea is everybody's second home, if not their primary.	To be safe, connected to citizens of all age groups, code enforced neighborhoods, and continued entertainment.	Keep that small town feel with all the benefits of the big name restaurants and safe and inviting streets.	Maintain small town feel "old Brea".

Progressive with eye on small town feel.	To continue providing a safe place to live for our families.	Incorporate family AND entertainment AND creativity. A very important component is to join with neighboring cities to truly connect the communities in meaningful ways.	Progressive with eye on small town feel.	Family oriented.
Progressive but intimate community.	Assuming "great places to live" from the above would include the safety, so nothing to add.	Continue to be a safe environment for families, progressive thinking and upscale city.	Stay a small community.	Small town feel.
Progressive, culturally diverse and receptive, family and morally oriented.	A safe inviting community.	Family friendly, less development until water issues are addressed.	That we try to keep small businesses and independent shops & restaurants in operation; to maintain a "home town" feel that focuses on family & community.	Safety.
Retains its "flavor" while enhancing Fullerton's creative side.	Safety.	To be a place where people want to raise their families, knowing it has all aspects of a good, safe city .	Brea will be a tight community of families and individuals working together to make fun and safe environment for all.	More family oriented.
To maintain it's growth and keep it progressive.	Keep up Safety.	Safety being number one, a city that is family oriented with lots of open spaces and that includes minimal traffic congestion.	Keep small community feel.	A place for kids to come back and live.
Progression future!	Safe community.	A great city for all ages.	Find ways to alleviate traffic small town atmosphere. I love Brea, have lived here 45 years.	Finding a balance between small town and destination.
Create a sense of "Place" where people want to both work and live. This means a combination of shopping, entertainment, great schools in a creative and visionary way.	Safe.	A family oriented destination not only for locals, but for out-of-towners.	Please preserve our hills and natural open spaces, visibility of shopping and dinner keep the small down feel.	
One that is open and adaptive to change.	Safety.	Inclusive, family friendly community.	Small, united city.	
It's a continuation of the values and the ideas that make Brea a unique and progressive forward thinking city.	It provides a safe and friendly environment.	Safe city for families.	To maintain small town feeling but with just enough metropolitan convenience.	
A thriving & interconnected community where people feel safe and included. A place that is open to new ideas and receptive to change and tries to stay ahead of trends.	Safe, family oriented. There is too much construction, traffic will increase, schools overpopulated. Becoming very crowded.	Progressive, culturally diverse and receptive, family and morally oriented.	A quaint city with a "small town" feel that encourages and supports the arts in any way possible. It should not just be about "open spaces" vs business, but also supporting the cultural/entertainment desires and needs that lead to the well being of all residents & visitors.	Progressive.
A safe place to live, work, dine, recreate, open spaces. Maintain our higher standards of quality aesthetics.	To be a city where residents can feel safe and take their family around.	That we try to keep small businesses and independent shops & restaurants in operation; to maintain a "home town" feel that focuses on family & community.	Keep Brea's small town fee. Continue to maintain city infrastructure. Continue to keep Brea as an active city with multiple ways to recreate (parks, community center, etc.)	Family oriented
Innovative and be aligned with change around the world in education, cultural and economic standpoint.	To be entertaining, safe and inviting	Brea should be a place that enriches your life through creativity, public service and creating happiness for its citizens. It should be a city that understands the balance of raising a family, feeling safe and providing entertainment for all ages	To grow but still maintain small town feelings. No building on hillside and protect the wildlife.	
Definitely moving past the "small town" feel and becoming a major city.	Safe vibrant.	Brea will be a tight community of families and individuals working together to make fun and safe environment for all.	A city that promotes an active lifestyle. Keep the small town feel & develop more downtown scene. Expand the community center.	Cultural changes...leading to less friendly residents.
Progressive city of North Orange Co.	A safe, fun, tight knit community.	I would simply add "for all ages" to the 2003 Vision Statement.	Be same small town.	Public distrust.

My vision is for Brea to be the same it always has been, but in a progressive way. Brea has a homey feel and a small town vibe that makes it a great place to live, work and play.	A great, safe and affordable city to live!	A place where families and individuals can call home.	My vision is for Brea to be the same it always has been, but in a progressive way. Brea has a homey feel and a small town vibe that makes it a great place to live, work and play.	Reluctance to change/attitude towards new.
Hoping it can remain beautiful...our roads are clean. The pride of having a progressive community more "green" progress continuing city of art.	Safe place to live to work and raise a family.	A community that is family friendly, with innovative businesses. I love Brea! Vision statement is on point for how I see and live Brea.	To try & remain a city with a "small town" feeling. I want a city my kids would want to come back to. Right now they don't. Be affordable and safe.	
To continue to be an innovative, family oriented city that cares about the quality of the community in every way. To provide quality services to maintain safety, well kept streets and lands. As well as offer top education to families.	Continued conservation efforts, safety and community events.	Clean, pretty, diverse & good school district, a great place to raise a family.	My vision is to keep Brea with that small city feel but maintain all it has to offer.	Inviting friendly inclusive.
A city where it is inviting to other neighboring cities and progressive. I want Brea to continue to be safe for future generations and be innovative and keep up with growing technology.	Continue to be the BEST city to raise my own kids here. I grew up in Brea, and lived away as a young adult for 11 years. I LOVE being back in Brea- and having my kids go to the same schools I went to! I want Brea to thrive, to stay safe, and be the family-friendly, sporty, yet hot-spot type of city!	Would love to see Brea continue to grow as a family friendly city with excelling schools.	For Brea to stay a quaint, inviting small town with a lot of culture and a growing dedication to community art - both engagement and appreciation of the arts. My favorite moments of engaging with Brea residents & visitors is their comment that the Brea gallery and Curtis Theatre are the "hidden gems" of Orange County. And I want to make sure they stay gems, but are not hidden in the future.	
Continue to be a safe community with good schools, positive, responsive government. Great shopping and dining. Somewhere I can settle down, raise a family and have activities to do with a family. I would love to see more restaurant varieties continue to come to Brea. For example Indian, Persian, Vietnamese, etc. More variety as well, bbq, cool bars, outdoor dining.	Safe & comfortable.	A family oriented city that embraces community and progression that keeps its character. Don't ever make Brea into Irvine.	Walking & biking friendly city. Keep the small town feel & culture of the community as the city's demographics change.	
My vision for Brea is to be able to continue being progressive on various fronts in terms of making it a great place to live/work/play. While at the same time keeping that "small town" mentality positive aspects.	Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented	A safer place for kids to learn and have fun.	My vision for Brea is to be able to continue being progressive on various fronts in terms of making it a great place to live/work/play. While at the same time keeping that "small town" mentality positive aspects.	
A great family community. Leadership similar to what we have now. Safe, fun, inclusive.	Safe, successful, financially secure, entertaining, modern, diverse, welcoming, traditional, honoring history, family oriented.	A place to raise family. Brea has many great places to eat, to play.	Small town feel, but large city amenities/ie quality education, job opportunities, open spaces, lots of options for activities and interest. Wholesome environment.	
Lively downtown, updates to existing parks, bike routes, safe community, walkable city, with active police, great schools, more trees.	Provide safe basic services, common sense community.	I love Brea. Having lived here for the past 17 years, my family and I have taken pride in living in a safe and family-oriented community. A community that cares about it's people and the people care about each other. There's not much that my family and I want to see in the future. We love it as it is. Not a fan of building more homes. We have enough. Let the population soar during the day and go back to the "bedroom community" that it is at night time.	To be a safe, hometown, welcoming city.	

My vision would be for Brea to continue to move forward and provide what the city will need. More areas for family entertainment.	To continue to be a safe place for my family to learn, grow and play.	Cont. Open space/trail system/family friendly	To keep it with a small town feel.	
Keep Brea growing forward.	More innovative with technology through apps (community and fitness center) and an always safe environment.	Brea should be a fun, creative environment for families to get involved. A pool and sauna would be nice.	I like the small town feeling, and convenience of a big city, so I hope Brea does not change much.	
	Safe entertaining.	My vision of Brea is now. I grew up here and it's always has kept family in mind. There isn't much of any land left, so I think Brea should maintain its current size.	I think what makes Brea unique is the almost small town feel of it. I would love for us to continue that by having more boutique/small shops, restaurants, etc. Sometimes downtown, because it is so controlled by one developer, feels like it will always be outpriced by that. While a small town, I would like our school, cultural elements, etc. To feel like they are a big city. More opportunities for our kids, our young adults, our professionals, and our seniors that rival any larger city.	
	Continue to be a safe environment for families, progressive thinking and upscale city.	Family oriented with services that include all classes of people. Services and destinations for all affordability's.		
	An economically driven, vibrant, safe and active community.	To be a city of entertainment, where you can bring your family and feel safe.		
	A safe well balanced city with superior public safety and a assortment of activities for all ages, but with extra attention to teens.	A strong family focus city, with the ability to support good paying jobs so people don't have to commute.		
	To be a place where people want to raise their families, knowing it has all aspects of a good, safe city.	To be up to date with what is going on. Have popular stores to shop at to compete with other cities. Be family oriented. Be a fun place to go.		
	Brea is an inclusive community that welcomes diversity, respects people, preserves open space and habitat, and seeks a safe environment for all.	To continue to keep up the service to residents. Keep it safe family town for children.		
	To remain progressive and provide a safe clean City to reside, visit or work.	Family oriented with parks both for the young and old. Opportunities for child care up to jr. High age as well as activities for youth and seniors.		
	Safety being number one, a city that is family oriented with lots of open spaces and that includes minimal traffic congestion.	To continue to be an innovative, family oriented city that cares about the quality of the community in every way. To provide quality services to maintain safety, well kept streets and lands. As well as offer top education to families.		
	A safe community with good schools, good public safety services, and good free Community Services. You know, the things expected with my taxes.	Remain a close, family oriented city.		

	Brea continues to be a progressive, transparent, intelligent, diverse, and safe community.	For Brea to continue to be a city where the public can engage and for it to continue to be a family oriented city. Also the library needs to be updated-no one wants to spend time there because of its current layout.		
	Safe and fun things to do	A great family community. Leadership similar to what we have now. Safe, fun, inclusive.		
	Keep that small town feel with all the benefits of the big name restaurants and safe and inviting streets.	Safe & family friendly		
	To be safe and fun	To keep progressing with the family oriented feel it has, with just enough recreation and business balance that makes Brea unique. Encourage youth to be involved in conservation along with staying strong tight knit community.		
	Brea would be a place where people feel welcome and invited to explore diverse culture, experience active and entertaining events, and enjoy the city's safe and beautiful environment.	Be a family oriented and safe environment for current future families. Provide economic opportunities to the resident as well (employment).		
	Be safe and secure in all areas of the City;	Brea should be a community that fosters traditional family values.		
	Safe city for families.	A family and friendly environment. Welcomes visitors from nearby and far away cities. Open to change that brings improvement to the city.		
	Safe for kids.			
	Continue to be a safe city, with diversity. I am concerned that Brea could become the next Hacienda Heights and the major ethnicity being Asian. I would love a mix of diversity (Hispanic, AA, Caucasian, Asian).			
	Brea should be a place that enriches your life through creativity, public service and creating happiness for its citizens. It should be a city that understands the balance of raising a family, feeling safe and providing entertainment for all ages.			
	Brea will be a tight community of families and individuals working together to make fun and safe environment for all.			
	Increase shops and restaurants. Increase public school results and maintain safety and cleanliness.			
	Continue to provide a safe environment with many social and cultural activities.			
	To be a safe and exciting place to work & play			
	Clean city, safe place to live, no heavy duty traffic.			

	To have a safe but fun city.			
	Safe & friendly, warm & inviting.			
	Lowest crime in So. Cal. - best place to raise a family.			
	A safer place for kids to learn and have fun.			
	Brea no-but better. More safe residential well maintained, great entertainment, shops & restaurants. We're on the right track in so many ways-continuing to foster & evolve that "Brea way"			
	Safe community where people live, work & shop			
	A safe and inviting place for residents and visitors.			
	A well run community. It is safe and creatively becomes a city that cares about all of its citizens.			
	I love Brea. Having lived here for the past 17 years, my family and I have taken pride in living in a safe and family-oriented community. A community that cares about its people and the people care about each other. There's not much that my family and I want to see in the future. We love it as it is. Not a fan of building more homes. We have enough. Let the population soar during the day and go back to the "bedroom community" that it is at night time.			
	Safety, clean and nice community.			
	To be a place where people are proud to be residents of. A place that provides outlets of fun, learning and safety for people of all walks of life.			
	To be affordable for all walks of life to remain safe, preserve open space, and to maintain the Brea way.			
	To be a city of entertainment, where you can bring your family and feel safe.			
	Safe and diverse city which offers opportunity and entertainment to residents.			
	A safe place to raise a family with an excellent level of quality of life, led by a strong force of public employees.			
	To live in a safe community. Have growth for younger residents.			

	A city that is safe and friendly. I would expect this city to maintain award winning schools and athletic programs. Clean and well maintained parks. A variety of restaurants and night life entertainment.			
	A greater community for families. Great outdoor entertainment.			
	To continue to keep up the service to residents. Keep it safe family town for children.			
	Remain a safe city with quality stores and family activities.			
	Small town, yet high end community-driven feel that is a safe, happy, exciting educated rich and enriching place to life and return to time and time again.			
	A city where it is inviting to other neighboring cities and progressive. I want Brea to continue to be safe for future generations and be innovative and keep up with growing technology.			
	A city that is safe and has solutions for its residents in any economic stat they maybe in. My city that I live does not have a Brea 8k or other events as such....so Brea should continue or even add more events for all public to attend or be part of.			
	Continue to have the city be dynamic, safe and community friendly.			
	Safe & family friendly.			
	Safe place to work and live.			
	To be a safe, hometown, welcoming city.			
	Be a family oriented and safe environment for current future families. Provide economic opportunities to the resident as well (employment).			
	My vision for Brea is to create a city where families feel safe and have a place to go, have fun as well as an adult atmosphere to have a fun night out. Also safe and affordable living are for families.			
	Safe, entertainment venue for all ages, finish the trails, Brea pride.			
	Continue to be a safe community, family oriented.			

Safety

Homeless	Safety:	Crime:	Grouping: Safety/Crime	Grouping: Public Safety
Homeless increase	Keeping the residents safe from crime from outlying cities residents, who may come into Brea, because it is so inviting.	Keeping crime down.	Safety.	Safety.
The major challenges that are facing Brea today are the amount of poverty that is shown on a daily basis.	Public safety is always an issue.	Crime.	Crime.	A safe place to live, especially those near active oil wells. I want to ensure that a "Porter Ranch" incident doesn't happen here.
Homeless population seems to be increasing.	Safety.	Crime. Everyday I hear about someone's house breaking into. I used to feel safe, now not so much.	Crime rate.	I would also like to see our law enforcement and the City well prepared for any disaster such as earthquakes and active shooters.
Increased homelessness population.	Public safety	Increase in crime both local and county wide.	Safe.	I'd like to see Birch Street and a portion of the adjacent plaza turned into a pedestrian only zone. There is ample parking, and it would help protect the people in town.
The homeless.	Safety.	New crime from section 8 housing & neighboring cities.	Safe community.	Plans to meet the needs of Brea's aging population and under 35 population.
Homelessness.	Public safety.	Today our main problems that we are facing is graffiti, vandalism, and violence.	Keep up safety.	A 50 meter long course aquatic center.
Many people being homeless.	Safety.	Schools being broken into.	Safety.	Close and convert Birch St. between Brea Blvd. & Madrona Ave. to a safe, family, entertainment atmosphere w/splash pad for kids. Not a driving thru street for cars. My family will never hang out long (or spend much money) @ downtown Birch because I cannot relax. As a parent, it's not at all comfortable to shop, enjoy a coffee or an ice cream with kids when your back is turned on a bench 1 foot from passing cars. Go visit Chino Hills Shoppes. Create that family friendly hangout area around dining & shopping in Downtown Brea. Look up how much revenue an environment like the Chino Hills Shoppes generates.
Increasing homeless.	The safety of the community.	Keeping crime down as we expand/ safety issues.	Safety.	
Homeless population.	Safety wise- more policing parks for illegal activities. Maintenance wise- more attention to detail example: homeowners "city trees" overgrowth.	Crime from neighboring cities.	Keeping down crime/safety issues.	
Increase in homelessness/ transient population.	Safety.	Rising crime levels specifically auto related.	Homelessness.	
Increase in the homeless.	Safety and education.	Crime statistics.		
I also notice a larger homeless population.	Public safety and listening to the overall need of the residents.	Rise in crime/burglary.		
Increase in homeless population.	Keeping us safe.	Crime stats.		
Clean up the homeless.	Staying a safe city.	Allowing crime businesses in without doing really thorough background investigations.		
Influx of homeless.	Safety.	The major challenges facing Brea are keeping the hooligans in check.		

Homelessness.	Public safety (need additional law enforcement patrolling the street due to commercial and residential growth.)	Increase crime.		
Transient hangout around, homeless.	Safety.	Brea is seeing an increase in personal property theft.		
There are far too many transients.	Keeping the city safe. With progression compromises safety.	Crime rate.		
Need to control the homeless parks, city call, can't even go anywhere without seeing them!	Safety.	Crime.		
Homeless.	Maintaining our safe city.	Increase in crime.		
Homelessness	Now it's time to keep Brea safe and progress forwards with what is already here. In order to keep the community strong and vibrant.	Crime.		
There is an increasing number of homeless in the public parks and in front of vacant businesses on Imperial and State College.	Public safety issues.			
We have a homeless population in the city parks (city hall). A city as rich as Brea should have not one single homeless person. We need to help them get off the streets.	Safety			
	Safety to be improved upon.			
	Safe places to play and grow.			

Fiscal Responsibility

Pension:	Budget:
Better fiscal responsibility by public officials and City staff is the challenge. Future obligations to retired city staff is something real and needed. However, management should make sure internal services, and external client services truly pay for that future obligation. Just because something was worth doing years ago may not be the case now.	Budget.
Unfunded Pension Liability, secretive government and runaway expenses.	Likely budget, special interests.
Unfunded pension liability.	Budget constraints.
Pension.	Maintaining budget.
Funding for library identification, pension obligation.	Budget- creativity.
Financial stress of employee pensions.	Need staff, budget challenges.
Budget, city pension plan.	Budget.
Unfunded public employee pensions and revenues for future costs for police, fire and safety.	Balancing city budget.
Maintaining proper service levels in the face of higher costs, pension obligations, and no redevelopment funds.	Budget. The balance between safety and services and the budget constraints.
The pension deficit.	Budget. As always.
Unfunded pensions, unfunded retiree medical.	Budget.
Pension costs and revenue constraints.	Budget and resistance to change.
Budget, pension liability and resources.	Budgets.
Unfunded pension liability and affordable public safety services.	Budget constrictions.
Underfunded pension liabilities.	Budget: we're in a deficit (or potentially might be).
Pension costs/ revenue constraints (Public perception of our pension).	Money/budget issues
winnowing down our pension liabilities	Budget.
Pension fund liability.	I think budgets are the biggest challenges.
Long term PERS costs, to many employees (500+) for such a small city, becoming more of a contract city would solve both of these challenges.	Budget challenges to maintain & achieve new greatness.
Unfunded liabilities of city employees could lead to financial crisis problems in the future if this issue isn't taken care of now, while we have the funds available to do so.	Budget/ current L.O.S
	Budgetary restrictions.
	Competing needs and budget constraints.
	Maintaining a high level of quality service with a balanced budget.
	Budget.
	Ongoing municipal budget challenges to provide high service to residents.
	Too much focus on budget.
	Budget vs. services.
	Budget restraints.
	Budget.

Traffic

Traffic	Traffic	Traffic2
Less nuisance noise from speeding cars on Lambert. It has become a speeding highway and shortcut for those going to Chino Hills. I see big rig trucks on Lambert 2x a week. It diminishes the feeling of small town beauty to see and hear all that air and noise pollution.	Lambert and Imperial are difficult at times.	Less traffic.
Place I want to commute to.	Traffic.	Monorails.
Less traffic.	Traffic.	Bike routes/walking.
Improve the traffic on Carbon Canyon.	Traffic.	Traffic-volume signals.
Less traffic.	Traffic.	Being accessible.
Too much residential growth has created traffic issue.	Increased traffic.	Improve traffic on Carbon Canyon.
The commuter traffic cutting through our lovely city is extremely bothersome. Something must be done to divert traffic from Carbon Canyon Road. In addition, after reading the Council meetings, I noticed that delivery truck traffic has increased drastically and continues to damage our roads.	Traffic.	Less traffic.
2) Solutions for the worsening traffic, especially near the Mall and the 57/Lambert interchange.	Too much traffic.	Improve ADA accessibility.
Safety being number one, a city that is family oriented with lots of open spaces and that includes minimal traffic congestion.	Traffic.	Better mobility bus routes.
provide traffic management solutions as the entire southland grows.		Transportation options.
Better facilities, less homeless people, less new developments which impact traffic and make the city feel too crowded.	Traffic sometimes gets a bit out of hand. Maybe we are growing too fast.	Expanded roads (Carbon Canyon).
Traffic mitigation and correct areas of blight on public corridors.	The traffic.	Traffic challenges.
Less traffic.	Traffic.	Traffic challenges
Less traffic, less people.		Growth and traffic.
Find ways to alleviate traffic small town atmosphere. I love Brea, have lived here 45 years.	Traffic!	Improving traffic flow.
Would love the old home town feel we used to have in Brea/too much traffic now.	Traffic! Traffic becoming quite a problem	Traffic flow challenges.
Clean city, safe place to live, no heavy duty traffic.	The single biggest challenge I see facing Brea at present has to do with traffic.	Traffic and lack of space.
Future projects take into account the high level of traffic. Most shopping centers are difficult to shop at due to lack of parking	Traffic.	Traffic on Carbon Canyon.
Improve traffic on Carbon Canyon.	Increased people is making traffic horrible.	Overcrowding and traffic.
I love Brea and the tracks trail will make it even better. I just dread the traffic to get there in the evenings, otherwise my family would bring more business to Brea.	Traffic.	Traffic.
Less traffic, less homeless people, more city sponsored events for children.		Population increasing faster than accommodations with regards to traffic.
Bike trails/green space/less traffic/ connecting w/Caltrans trails to beach.	Traffic, vehicle congestion during peak morning and evening times and during holidays.	Improve crosstown access.
Better streets and traffic control.	Traffic.	Traffic congestion.

Continue to provide options for a healthy lifestyle, such as the farmer's market, recreation trails, and increased public transportation - which will hopefully have an impact on traffic management.	High Volume of traffic.	Traffic challenges.
Responsible development with traffic impact being a high priority.	Traffic.	
Sidewalks in all neighborhoods and more traffic control.	Traffic.	
I would like to see the elementary schools and surrounding neighborhoods be a safer place with regards to traffic.	Traffic.	
	Traffic.	
	Regulating traffic flow through the city.	
	Traffic.	
	Traffic.	
	Traffic.	
	Traffic congestion.	
	Traffic.	
	Traffic... too much and not getting the developments to make sure they are addressing the traffic accordingly.	
	Population increasing faster than accommodation (traffic).	
	Over crowding/traffic.	
	Traffic (C.C)	
	Heavy traffic.	
	Traffic.	
	Traffic.	
	Traffic.	
	Traffic, crowding.	
	Traffic. Becoming overpopulated.	
	Local traffic issue due to new development.	
	Gridlock traffic conditions.	
	The increase in traffic.	
	Traffic is still a problem near major entertainment areas.	
	Traffic.	
	Increased Traffic.	
	Over development and traffic.	
	Traffic on Imperial Hwy.	
	Traffic, Overcrowding.	
	Traffic congestion.	
	Too much traffic!	
	Traffic. This is a real challenge and problem.	
	Traffic.	
	Traffic.	
	Traffic!!! I live in Carbon Canyon 8 m. legacy from the Brea Yard on average it takes 45 min.	
	Major challenges that Brea faces is mostly traffic.	
	Traffic, over-crowd, 57 N-exit the 3 left turn lanes.	
	The canyon in particular is a bottleneck, as are the stretches of Birch, Lambert, and Imperial Hwy between Kraemer and Brea Blvd. These will only worsen with increased development.	

	Traffic! On Imperial!!	
	Minimizing the traffic congestion.	
	No more space. Traffic.	
	Traffic congestion. Lambert has become a little freeway. Forget my "vision" of a Brea Community College, too many cars.	
	Too many cars.	
	Traffic has grown steadily worse.	
	Traffic.	
	Take out the long ugly island on imperial by the 57. It backs up traffic by home depot.	
	Shopping the massive traffic on Imperial, central, lambert & Brea Blvd.	
	Traffic.	
	Traffic is a challenge.	
	Traffic.	
	Mall traffic.	
	Traffic in & out of town. Brea Canyon Rd. & Carbon Canyon road as well. Major issue.	
	Transportation – traffic congestion.	
	Traffic.	
	The traffic is horrible on weekends.	
	Traffic, Carbon Canyon, Brea Canyon.	
	Traffic control.	
	Traffic.	
	Traffic.	
	Traffic.	
	The traffic going through Brea.	
	Also, traffic has increased and therefore, the need for road widening in certain areas.	
	Traffic concerns.	
	Traffic in Carbon Canyon.	
	Traffic.	
	Regional traffic.	
	Traffic.	
	Traffic congestion.	
	Small city cannot accommodate all the traffic & people.	
	Traffic.	
	Some areas are heavily congested (especially shopping areas)	
	Going to tons of traffic coming in/out of city whether people visit or decide to live here.	
	Traffic on Imperial Hwy. With all the new housing being developed at Lambert/Harbor and on Euclid it's going to get worse. Trash trucks and semi's on Imperial need alternative routes.	
	The amount of construction going on all at once, which makes traffic a lot worse in a lot of areas	
	Traffic.	
	Improving traffic flow.	
	Traffic Flow.	
	Traffic.	
	Traffic and with new developments and residents.	
	Commercial traffic and noise pollution. Lambert needs speed bumps and street closed after Carbon Canyon a regional park.	

	Growth/traffic.	
	Traffic and lack of space.	
	Imperial Hwy and Carbon Canyon too busy for a city.	
	Rush hour traffic.	
	traffic, congestion.	
	Limitations on ability to control traffic impacts.	
	Traffic.	
	Regional traffic impacts to our community.	
	If I had to pick something I might say traffic.	
	Traffic congestion getting worse.	
	Traffic.	
	The streets are always so busy due to all the actives surrounding Brea.	
	Traffic.	
	Too much traffic	
	Traffic flow	
	Minimizing the traffic congestion.	
	Traffic congestion.	
	Traffic & stop building up in hills since traffic is too congested on Lambert now.	
	Traffic/both local and regional and that which is the result of our unique geographic location.	
	Traffic.	
	Traffic congestion.	
	Traffic.	
	Not becoming too congested.	
	Traffic help around the 57 freeway / Imperial Hwy intersection.	

Affordable Housing

Affordable	Housing for Youth/Seniors	Affordable Housing:	Senior Housing:	Young Housing:	Grouping: RESIDENTIAL /HOUSING	Grouping: Affordable Housing	Grouping: Affordable Housing2
To be a great and affordable city to live and work in	safe housing for all ages and fun	Housing affordability	3. More affordable senior housing.	Affordable starter homes for young people	AFFORDABLE LIVING	more affordable housing.	Affordable Housing
	Nice smaller single level housing -seniors, no stairs, downsizing, More programs- housing,	lack of affordable housing	single story affordable homes for seniors.	Affordable, high density housing for lower-moderate- income families AND the young adults (not building housing, especially entry level housing is myopic and exclusionary).	SMALL SINGLE LEVEL HOUSING (SENIORS/NO STAIRS)	more affordable housing	Higher density housing near retail with a transportation center.
Create more affordable housing options.	housing accessible to youth and seniors.	affordable housing.	Single-story houses other housing suitable for active seniors	affordable housing/living for young professionals.	MORE PROGRAMS/HOUSING		build more affordable housing.
Mixed affordable housing,	A city my kids want to come back to	Affordable living- keep residents here/ keep employees here,	We don't have low income senior apts. Long waiting list, do something about it.	Affordable housing for young starter families	AFFORDABLE LIVING		
, Affordable living,	More affordable housing for a younger demographic	affordable housing. Meaning young adults who are starting out and seniors on fixed incomes, who want to live in dignity after a lifetime of work and contribution to society.	Lot's of senior people don't have a place to live. (look at the waiting list). Do something and make low-income senior apartments/small houses.	Housing development and affordable homes for young families.	KEEP RESIDENTS HERE		
More affordable housing for a younger demographic	Look for more affordable housing for young families	Affordable housing.	Aging babyboomers-housing options.	Over-priced housing for the young community.	AFFORDABLE HOUSING		
Convert all mixed use properties to affordable (single family) housing.	Perhaps growing the Family Resource Center to aid low income families or creating more affordable housing for all ages should be our new focus.	affordable housing, money, people who want brea to stay the same		Housing market is challenging for new, young buyers.	MORE AFFORDABLE HOUSING		
I would like to see a Brea with more affordable , single dwelling housing, more religious and ethnic diversity and more welcoming attitude toward LGBT individuals	. Brea also needs to be a place where the younger generations can make a home. They are being priced out and that does not bode well for our future.			And high density housing for first time home buyers.	HOUSING CHOICES		
affordable housing.	Affordable housing for seniors, Affordable health care.	Lack of affordable housing			AFFORDABLE HOMES		
Look for more affordable housing for young families	Family community of young families.	Affordability- housing			LOWER TAXES	0	
Affordable housing	they need more apts for rent for Seniors, not very expensive rent please.	Affordable housing			AFFORDABLE HOUSING		
Affordability	We need high density, low cost housing for everyone, specifically seniors. Most are on fixed income/s.s.	Housing affordability			MAINTAIN AFFORDABILITY AND DIVERSITY		

More Affordable housing	Need more apts. for seniors.	affordable housing			HOUSING AFFORDABILITY		
Affordable homes	they need more apts for rent for Seniors, not very expensive rent please.	, lack of affordable housing			AFFORDABLE HOUSING		
A great, safe and affordable city to live!	We need rent control for seniors or they will leave Brea as I've seen many already leave. Some moved to other states!	affordable housing					
6) Fewer new rental developments; instead, more affordable small homes.	We need high density, low cost housing for everyone, specifically seniors. Most are on fixed income/s.s.	Affordable housing					
Perhaps growing the Family Resource Center to aid low income families or creating more affordable housing for all ages should be our new focus.		One is the cost of housing here. The prices are unattainable for even most upper middle class. My husband and I make great money by most standards, which disqualifies us for the affordable housing programs, but not enough to purchase a house in the city.			AFFORDABLE HOUSING FOR STARTER FAMILIES		
. Brea also needs to be a place where the younger generations can make a home. They are being priced out and that does not bode well for our future.		Very expensive to live in term of both housing affordability and day to day shopping.			AFFORDABILITY		
Affordable housing for seniors, Affordable health care.					UPDATE EXISITING NEIGHBORHOODS		
Brea is a very nice place. Try to make apts. cheaper.		affordable housing					
To have people afford housing		Affordability: I work in Brea, but can't afford to live in Brea.					
they need more apts for rent for Seniors, not very expensive rent please.		enough affordable housing			LACK OF AFFORDABLE HOUSING		
A balance city that affords residents different housing, employment, and entertainment options.		Not enough affordability for young families or retired people on a fixed income.					
We need high density, low cost housing for everyone, specifically seniors. Most are on fixed income/s.s.		cost of homes are high.					

Don't put in too many apts without fixing the freeway and traffic		Housing costs,					
I love Brea. Having lived here for the past 17 years, my family and I have taken pride in living in a safe and family-oriented community. A community that cares about it's people and the people care about each other. There's not much that my family and I want to see in the future. We love it as it is. Not a fan of building more homes. We have enough. Let the population soar during the day and go back to the "bedroom community" that it is at night time.		Affordable housing, solve citizens needs.					
To be affordable for all walks of life to remain safe, preserve open space, and to maintain the Brea way.		, affordable housing					
A safe economically stable and vibrant community where I can actually afford to live.		It's very expense to live in Brea.					
affordable homes for people that work in Brea can live in Brea		Housing/apt. affordability. Rarely do I meet people who recently moved to Brea, but usually people who grew up/continue their roots in Brea. Perhaps the ability of attracting new residents is disrupted by residential cost.					
Family oriented with services that include all classes of people. Services and destinations for all affordability's.		affordability					
I see Brea as an entertainment & cultural center. I'd like to see more affordable housing. I'd love to see the community artwork & parks programs continue to expand.		Affordable housing & too much residential development.					
To try & remain a city with a "small town" feeling. I want a city my kids would want to come back to. Right now they don't. Be affordable and safe.		need more affordable housing					
My vision for Brea is to create a city where families feel safe and have a place to go, have fun as well as an adult atmosphere to have a fun night out. Also safe and affordable living are for families.		Peoples budget sometimes delays changes to afford to live in Brea.					
		unaffordability					0
		Affordable to live, work, play.					0

		I believe Brea has done an excellent job providing public spaces for community engagement, but keeping housing and services affordable for everyone will be a challenge moving forward.					0	
		Home prices are expensive. I'm still renting here. I'd like to purchase a home soon but feel home prices are still out of my league.					0	
		Housing is too expensive.					0	
		high real estate prices					0	
		expensive to live here.					0	
		pricing					0	
		Cost of living					0	
		2. Cost of living and resources for residents on fixed incomes.					0	
		High cost of living,,					0	
		Expansive to live in.					0	

Overdevelopment

Overdevelopment/Limit Growth	Overdevelopment
Slow down new building.	There is a lot of construction going on - I am worried that it will soon be overcrowded.
Slower growth but well planned.	Overdevelopment is one.
To be an organically built environment.	Possible over-development that may lead to crowding.
No more growth.	Over building.
Stop building new homes.	Overdevelopment.
A community that does not grow too much, too fast.	Way too much building/new housing developments. Please stop & preserve the hills. We moved to Brea over 20 years ago primarily because of the proximity & view of the Hills. Now it is sadly disappearing. The Hills and wildlife are disappearing due to greed and overbuilding. The city is becoming ugly & brown & dead. We can't water yet new housing developments are popping up all throughout the city. In a drought situation this is stupid and greedy.
Quality development with consideration of the environment.	Overdevelopment, loss of hillsides to development.
Limit growth and construction.	Overdevelopment.
Limit building. It's already out of control.	Overcrowding.
Fear there is too much development going on and the small town feel is gone.	Overpopulation.
Responsible development with traffic impact being a high priority.	Overpopulation.
Continue to be a safe community, family oriented and no more building of new homes. We used to be able to ride our bike through the city when I was a young kid and it wasn't so congested	I believe the over development of the Black Hills area has ruined our access to the hills and canyon and causing sever congestion, traffic and crowds.
Brea is a great city but I would like to see it keep its small town feel and stop building homes like Irvine did It is sad to look up and see homes all over our once beautiful hills. If I wanted a city like Irvine to live in I would have moved there.	Overcrowding.
Growth.	Overcrowding residential development.
Safe, family oriented. There is to much construction, traffic will increase, schools overpopulated. Becoming very crowded.	Overcrowding.
Too much residential growth has created traffic issue.	Overcrowding.
I would like to see new home building slow down. Would like fracking to stop. Focus schools efforts, which increases home value and community value.	Overcrowding.
I think city leaders need to STOP development and preserve the small town feel that we have.	Urban sprawl - increase in general OC population. This impacts the quality of life: Zoning of open areas should be looked upon with these negatives in mind.
Family friendly, less development until water issues are addressed.	Growth - in developments, housing and population. Can our infrastructure handle it?
it might be too late, but I'm actually hoping no more housing developments go up. I wish that we never built into the hills of Brea.	Denseness. I feel the population of the city has been met.
I've been in Brea since '97. I do NOT want to see Brea following Fullerton's footsteps by allowing large, multi-story, high density housing. I was very surprised to see the 3+ story building going up across from Whole Foods. I would like to see projects like the Tracks at Brea expanded and have the hillside development restricted.	Too populated. Stop building homes and ruining the hills.
I would love to see Brea refrain from high rise buildings with condensed housing and instead continue to embrace open skies and room to breathe.	Increasing population leading to more complex problems (traffic, crime etc).
Controlled, thoughtful growth of the city to make it attractive to multiple generations of families.	The shortage of land to make way for new homes and business. The increased population also causing the increase of traffic.
Limit growth and build out.	Population growth.
Cautious progress.	City growth/population.
Better facilities, less homeless people, less new developments which impact traffic and make the city feel too crowded.	A growing population. Infringement on neighboring rural areas. More housing and more people are placing pressures on the local wildlife, as well as drawing in wildlife. How can we maintain and preserve rural areas and meet the needs of the community?
To grow in a responsible manner, while continually improving and evolving with the times.	Population.
Limit growth (do not over populate). Thank you for Brea Sr. Center!	The growing population in and around the city.

Less condo construction.	Do not expand beyond our reach.
Reasonable growth, no over population.	Too much home and apt construction.
Slow the growth	The major challenge I see Brea is facing today is the quick and vast expansion of housing with little or no commercial business to offset additional maintenance cost.
Grow sensibly not get too large.	Continuing to expand and build more housing will lead to more traffic and make the city feel a lot bigger and less of a "community feel".
To maintain its growth and keep it progressive.	Again, wish that Brea hadn't built up so much.
I remember Brea the way it was in 1962. It was a quiet peaceful place to live. It's nice to have growth but not too much. My version of Brea? More controlled growth.	Too many people.
Protect the hills from development, monitored growth, well balanced.	It's getting too crowded.
Overall I agree, but we need to stop building in the hills.	Crowding.
To keep the building of more homes at a minimum, especially the hills and canyons.	Urban sprawl in san Bernardino county.
To grow but still maintain small town feelings. No building on hillside and protect the wildlife.	Too much development.
My vision of Brea is now. I grew up here and it's always has kept family in mind. There isn't much of any land left, so I think Brea should maintain its current size.	Growth (Blackstone).
Stays beautiful, lots of trees, well maintained roads and facilities. It continues to be a great place to live and shop without being overcrowded.	Growth.
Improve what we have, stop expanding.	Growth.
I would like to see something great be done with the old tower records building. It's a shame to see a place I use to go to religiously as a kid, sit abandoned except for Halloween.	Growth of surrounding communities.
A place not too much bigger.	Are we growing too fast too soon?
I see Brea continuing to be @ the forefront w/regards to business/economy driven. People/community friendly, great place to work, live & play. Not too big of a city...lots of community involvement.	Limiting growth.
	Growing too quickly, become too crowded.
	Growth.
	Accepting current size and resisting urge to continue to add more housing, traffic and more public funds to work with. Brea has enough people living and transiting already.
	Resisting high density developments; keeping the hills' development at a minimum.
	Change in demographics and growth.
	Too much development.
	Overbuilding.

Water

Water

Water

Water, find alternate energy resources.

Water.

The drought making landscapes fall apart.

The drought, theme of water, is one of the major challenges.

The drought and trash not in the waste can.

Water shortage.

Water.

The water shortage.

Water shortage.

Water supply and electrical grid (supply).

Water shortages.

Water, renewable sustainable.

Water quality.

The drought (which unfortunately is up to mother nature).

The drought.

The drought.

The water shortage.

We have too little water for the current population, let alone thousands more.

Water usage control.

The drought.

Going/staying "green".

Drought.

Water shortage.

With the drought community landscaping is dying and does not look very inviting.

Hydraulic fracturing. Expansion of renewable programs.

Water issues (drought).

Water increases.

Managing future water restrictions.

Water.

Drought.

Drought and water importance.

Water supply.

Water.

Water.

Water...the city looks so dead with all the cut backs.

Attracting Business 1

Shops/Restaurants	Entertainment	Small/Local	Entertainment:	Tower Records	Big Box	Diverse Business
Better fast food restaurants on the west side, Kramer-Birch-Valencia, ex: In and Out, Little Caesars, Burger King.	My vision for the future for the City Of Brea would be that there are more entertainment areas that are open to the public.	The city of Brea should remain relatively town-like in size and in support to small businesses.	Not much entertainment.	The city council needs to think outside the box with projects at Tower Records (should have been occupied several years ago) and what will be the old Improv with it moves to the Old Navy location.	Incorporating more popular known food or restaurants example: Del Taco's, In and Outs (good revenue for our city) or popular store that are inside malls which we can have outside the mall, which is more convenient example: make up stores: Sephora, MAC (which are billion dollar businesses) and clothing stores example: Forever21, H&M rather than example "banks". The need to extract popular store out from the busy malls could be a great idea for revenue for our city!	Need more upscale restaurants like fine steak house.
Revenue generators,	To be safe, connected to citizens of all age groups, code enforced neighborhoods, and continued entertainment.	A place for small business to grow and serve the families in the community	A movie theatre in La Floresta would really bring it all together. I've lived here my whole life, and my parents moved here about 25 years ago, I love this town and honestly can't find too many problems right now. Because every problem we face, this town responds efficiently and effectively. Thank you.	Attracting new businesses - lessen vacancies (ie Tower Records Bldg).	We need a branch of chase in the north central area.	Bringing in more diverse engagement (restaurants, activities).
Quality commerce, Hollywood Bowl type of facility- North end of Brea Blvd, Look at successful corporate vision statements.	Incorporate family AND entertainment AND creativity. A very important component is to join with neighboring cities to truly connect the communities in meaningful ways.	A safe community that has a small town feel while still providing top notch stores, restaurants and entertainment.	Entertainment: draw more people to spend in Brea.	The other challenge is for small businesses. From what I've heard, rent on retail space is exorbitant, especially in the downtown area. It's beyond ridiculous that Tower Records has sat empty for a decade. I'd love to see affordable rents that would give small and medium businesses the chance to bring unique retail and commercial options to the community.	I like that there are big box versions of all the major stores/restaurants nearby, but I don't want to lose the charm, service and dedication of small businesses.	Diverse shopping and dining options.
Excellent restaurants and entertainment opportunities.	Choices for high quality schools, entertainment, and cultural activities.	That we try to keep small businesses and independent shops & restaurants in operation; to maintain a "home town" feel that focuses on family & community.		Tower Records building still empty.		

I would like to see more shopping and service-oriented venues in the central area of Brea. Examples: book store(s), cleaners.	Safe entertaining.	A thriving community committed to the wellbeing of all its residents, to the protection of local natural resources, to the strengthening of commerce and small businesses, and to the creation of engaging gathering spaces that foster connectedness.		There are plenty of open business rental spaces such as the Tower Records, some by Sprouts/Target area, and I believe these will be rented out eventually. However, Tower Records has only been rented out by the Halloween stores once a year these past 8yrs and I think it's time to tear it down and build something more useful for the area.		We need to attract good businesses and we also need to improve our schools.
Keep attracting new, high-profile business.	A safe well balanced city with superior public safety and an assortment of activities for all ages, but with extra attention to teens.	I think what makes Brea unique is the almost small town feel of it. I would love for us to continue that by having more boutique/small shops, restaurants, etc. Sometimes downtown, because it is so controlled by one developer, feels like it will always be outpriced by that. While a small town, I would like our school, cultural elements, etc. to feel like they are a big city. More opportunities for our kids, our young adults, our professionals, and our seniors that rival any larger city.		Having businesses stay in Brea. We have a lot but like tower record "makes Brea look empty".		Brea needs to support Businesses more by not competing with Massage, etc.
A safe community that has a small town feel while still providing top notch stores, restaurants and entertainment.	I believe that Brea should be attractive to young and old. It should be a bustling night town with places for gathering, Friday night dates, or just hanging out with friends			Getting businesses into abandoned buildings (Tower Records?). Less police in residential areas giving tickets-more addressing major traffic concerns on big streets.		Businesses that are considered public "bads" (i.e. Liquor Stores and Massage Parlors).
Continue provide options for a healthy lifestyle, such as the farmer's market, recreation trails, and increased public transportation - which will hopefully have an impact on traffic management.	The city provides cultural and educational experiences for all residents and a thriving business center.			The old "tower records" needs to be looked at with more focus & not just turn it into a Halloween store every fall.		Changing retail trends.
Brea is known for its entertainment and being a safe community and prospers with many local businesses.	Somewhere for families to spend weekends, clean upscale work environment and a fun safe night life.					
I wish we have Costco store and Walgreens in our city.	A destination city for cultural and rich experience, day or evening with plenty to do and see.					
I would like to see a bowling alley in the Tower of Records.	A quaint city with a "small town" feel that encourages and supports the arts in any way possible. It should not just be about "open spaces" vs business, but also supporting the cultural/entertainment desires and needs that lead to the well being of all residents & visitors.					

Better trails and bike ways, more local mom and pop stores and restaurants, more outdoor events in the Downtown and at City Hall.	More entertaining area & recreation places. Although there are some, more is better.					
Better entertainment venues.	To be a city of entertainment, where you can bring your family and feel safe.					
Entertainment opportunities	Safe and diverse city which offers opportunity and entertainment to residents.					
Skating Rink.	A greater community for families. Great outdoor entertainment.					
Costco in Brea.	Remain a safe city with quality stores and family activities.					
Keep resources here.	Bigger entertainment area downtown. More respect for Historical Society and their work. Stop city of Industry from destroying open space.					
Brea as an entertainment destination.	A destination city for out-of-towners to desire to go to for reasons other than the Brea Mall. People should want to leave Brea after visiting in anticipation of the next opportunity to return. I envision Brea to be a cultural, less cookie-cutter, artistic (not like some of the static 80's art around town), city. With the closure of Irvine Meadows (sadly to housing in-fill) & proposals for a new, but smaller, entertainment venue @ The Great Park there is opportunity to fill in the void of a North County amphitheater for Brea. Of course the land acquisition & infrastructure support will have to be planned out. But as a transplant to Brea for over 10+ years, I am tired of going to South County or LA for great, cultural, & artistic events.					
A denser downtown with diverse independent businesses that cater to art, music, and specialty wares.	Continue to be a safe community with good schools, positive, responsive government. Great shopping and dining. Somewhere I can settle down, raise a family and have activities to do with a family. I would love to see more restaurant varieties continue to come to Brea. For example Indian, Persian, Vietnamese, etc. More variety as well, bbq, cool bars, outdoor dining.					
	My vision for Brea is to create a city where families feel safe and have a place to go, have fun as well as an adult atmosphere to have a fun night out. Also safe and affordable living are for families.					
More public events, better farmers market, better library.	Safe, entertainment venue for all ages, finish the trails, Brea pride.					
A great place to raise a family, to recreate, shop and eat!	My vision would be for Brea to continue to move forward and provide what the city will need. More areas for family entertainment.					

Great food places.	A place where out of towners visit on their weekend for entertainment.					
Less chain restaurants. Downtown Brea needs to be revamped similar to La Floresta.	A place where both residents and visitors can enjoy the many qualities and features of our city that we all love and can enjoy.					
Keep that small town feel with all the benefits of the big name restaurants and safe and inviting streets.	Continued conservation efforts, safety and community events.					
OC's best place to live/shop.	More stuff to do and provide activities.					
Brea is a big, small city. That it, it has the amenities (retail, restaurant, night life) of other, much larger municipalities. We should preserve and enhance this.	My vision for the future of Brea is that there are more outdoors and family oriented activities.					
A place that continues to upgrade where people want to eat, meet, work out.	Continue to provide a safe environment with many social and cultural activities.					
Increase shops and restaurants. Increase public school results and maintain safety and cleanliness.	Brea would be a place where people feel welcome and invited to explore diverse culture, experience active and entertaining events, and enjoy the city's safe and beautiful environment.					
Diversity with retail stores to cater to different growing diverse families	For it to continue being an inviting place to be and to go to for leisurely activities. More family activities and children oriented entertainment would be great.					
Continue our present rate of improvements as evidenced by the wonderful improvements on Brea Blvd. Also strive to bring in more businesses.	Small town feel, but large city amenities/ie quality education, job opportunities, open spaces, lots of options for activities and interest. Wholesome environment.					
More business and jobs.	Family oriented entertainment (rink, book store)					
A community that is family friendly, with innovative businesses. I love Brea! Vision statement is on point for how I see and live Brea.	More entertainment areas.					
Brea should be a city people want to move to, visit, shop in, eat at the restaurants, go to play and work. It should be the kind of place others share about and invite others to join them in the living out of their lives everyday.	Being an entertainment center like Irvine. Have everything in the city; more accessible. More diverse.					
I would like a Dave N Busters.	Brea no-but better. More safe residential well maintained, great entertainment, shops & restaurants. We're on the right track in so many ways-continuing to foster & evolve that "Brea way"					

The Silicon Valley of Orange County.	A city that is safe and friendly. I would expect this city to maintain award winning schools and athletic programs. Clean and well maintained parks. A variety of restaurants and night life entertainment.					
A destination like south orange county-plenty of shopping and dining, not chains but unique stores and restaurants.	Make Brea a destination for culture, art and entertainment.					
larger more diverse grocery store should be attracted to Brea.	A larger "downtown" venue that includes safe area's & more shops, dining, streets "fairs" entertainment options for families, and all generations to mingle.					
To have an In-N-Out, Sam's Club or Costco.	Brea is known for its entertainment and being a safe community and prospers with many local businesses.					
More restaurant, hopefully Dunkin Donuts and Porto's.						
Want: A Costco in Brea, so I don't have to spend my money in La Habra or Fullerton. More family oriented restaurants-buffet style in Brea. An ice skating rink/arena in Brea-at Golf lounge site for use by kids and adults.						
Costco/Sam's Club.						
Brea no-but better. More safe residential well maintained, great entertainment, shops & restaurants. We're on the right track in so many ways-continuing to foster & evolve that "Brea way".						
Make Brea a destination for culture, art and entertainment.						
Bigger community center, bigger fitness center including a pool & spa. Need the farmers market in a better location! More healthy fast-casual food choices or a version of Anaheim Packing house.						
My vision would be to keep incorporating dining establishment that are trendy. Maybe bring a book store like Barnes & Noble into the city.						
A city that is safe and friendly. I would expect this city to maintain award winning schools and athletic programs. Clean and well maintained parks. A variety						

of restaurants and night life entertainment.						
To be a Santa Monica for North O.C. Encourage use of rooftops for new/existing commercial industrial uses. i.e. rooftop dining, lounge, etc.						
To be up to date with what is going on. Have popular stores to shop at to compete with other cities. Be family oriented. Be a fun place to go.						
A larger "downtown" venue that includes safe area's & more shops, dining, streets "fairs" entertainment options for families, and all generations to mingle.						

Attracting Business 2

Small	Downtown	New Ideas	Grouping: ENTERTAINMENT/BUSINESS	Shops and Restaurants	Grouping: New Businesses	Grouping: New Businesses2
Mostly chain restaurants, not enough cultural activities and entertainment.	Downtown needs to expand.	I'd like to see the city have a strong jobs base.	Hollywood bowl	Barnes and Noble.	More diversity of retail/dining options.	An outdoor mall with more dining options (specifically more Asian) and an improvement to existing junior high and high school campus/facilities to support growing population.
A need for more small businesses to lessen the "corporate-y" feel amid Brea.	Sometimes lopsided emphasis on downtown needs and interests.	How to encourage new businesses!	Splash pads.	Shops and food vendors.	A more robust downtown area with more restaurants and a walking area/promenade.	Get a permanent store in the old Tower Records building.
A preference toward big box stores over local, boutique, or artisanal small-scale retail stores.		Financial support within reason.	Soccer fields.	Turn into billiard/bowling	Casino.	When the current Improv moves to its new location, the old Improv should be converted into a bowling alley.
		Staying a progressive city that draws business.	Better entertainment venues.	Container store in Tower Records Building.	A Lululemon store! Can you make that possible?	In n Out Burger.
A scarcity of affordable office space for growing small businesses.		Mall shopping (sales tax) is down due to internet purchases. Net to get them directed to Brea. There are additional financial challenges.	Entertainment opportunities.	Food!	A classy cocktail bar.	Convert Tower Records building into marketplace/foodcourt (ex. Ferry Building in SF, Packing House in Anaheim, 4th street market in Santa Ana).
Keeping small business and stores in the community.		Keeping jobs & businesses in Brea.	Skating rink.	Farmers Market.	Bowling Alley.	Another hotel.
		Changing retail trends/on-line purchasing.	Bigger fitness center with pool.	Better location for Farmers Market.	Car Dealership.	Full facility Country Club w golf, pool, restaurant.
		Funding for future projects and additional perspective.	Gym at city yard.	More restaurants- broader and Persian.	A casino.	More shops at Birch Street.
			Family oriented entertainment rink.	Expand Downtown Brea more restaurants, Bars, shops, lots of fun things to be able to walk to.	Good fried chicken(what happened to KFC?)	A place for teens 16-20. Bowling, skating rink, malt shop, etc.
			Bookstore.	We need tender greens or native foods in Brea.	A bowling alley.	A much larger downtown area.
			Maintain entertainment district.	Birch St needs Ruby's restaurant.	more non-chain restaurant choices like Tempo Urban Kitchen, Green Tomato Grill,	Create more walkable shopping and entertainment districts like Birch Street.
			Revenue generators.	We need local (Brea) microbreweries!	Costco!	More non-mall upscale shopping.
			Quality commerce.	Shopping areas, friendly people.	Casino.	Tower Records Building used finally.
			Look at successful corporate vision statements.	Big Community and lots of shops.	A Del Taco.	Continues to care about quality development and entertainment/shopping/dining choices.

			Light.	More restaurants.	A trendy food court similar to the Anaheim Packing House. Potentially where the Tower Records is. It would complement the new Improv if it gets approved. Or make it into a bowling alley. With the top floor the bowling alley (as many lanes as possible) and the lower level food and a place to hang out. It could be a small food court downstairs and bowling upstairs.	I would like to have more and better dining options especially vegetarian and vegan options.
			Costco.	More restaurants.	A bowling alley (i.e. Lucky Strikes in old Tower Bldg).	More healthy food options.
			Keep up stable work environment.	Big Community and lots of shops.	REI, expanded downtown, **farmer's market**.	
			Continue to improve downtown for entertainment, dining and shopping needs	Expand downtown.	Bars.	
			More inviting for all ages.		Also, more date night type restaurants.	
			Brea as an entertainment destination.		A better farmer's market. It was more of an event when it was downtown. Liked being able to go to dinner and walk the market.	
			More active options.			
			Entertainment opportunities.			
			Changing retail trends challenges.			
			Brea mall sales tax issue.			
			More youth activities.			
			Attracting new business-lessen vacancies (tower records).			
			More restaurants.			
			Quality commerce.			

Parks, Open Space, Trails, Bikeways

Trails/Parks	Open Space	Open Space:	TRAILS/PARKS
I don't have a vision...but the new trail needs to be improved if it is complete...	With preserved open spaces in the sections of the hills belonging to the city.	Keep open space open. Stop the City of Industry from purchasing the firestone land.	Parks open later for night walking.
I feel like there should be more areas open to the public, like parks, trails, etc.	Please preserve our hills and natural open spaces, visibility of shopping and dinner keep the small down feel.	Continue to maintain streets and provide open spaces without building too much.	Lots of shops.
There should be plenty of sidewalks, trails and parks for recreation to keep our community moving.	Retain its open spaces.	Keeping "open" spaces.	Parks.
Continue to provide options for a healthy lifestyle, such as the farmer's market, recreation trails, and increased public transportation - which will hopefully have an impact on traffic management.	Open space.	Loss of land/wildlife to expansion.	Lighted running track.
Better parks and trails.	Preserve the open space (land).	Protecting our natural resources. We need to find ways to develop responsibly and not lose the natural spaces we have.	Finish trails.
Better trails and bike ways, more local mom and pop stores and restaurants, more outdoor events in the Downtown and at City Hall.	Strong schools, green practices, open space for recreation and safe communities.	Growing while keeping open space and managing traffic.	24 hour park.
My vision for the future of Brea is to improve parks and other recreation, connect them with paths. I do see that people should be more encouraged.	Maintain open spaces.		Make Laurel/Lagos park better.
Parks.	Brea is an inclusive community that welcomes diversity, respects people, preserves open space and habitat, and seeks a safe environment for all.		Pull bars in parks.
Expanding running trail behind Cinema, sighs "you are now entering Brea", Food drives? or "Brea Outreach", Poorer area of Brea and surrounding cities.	Safety being number one, a city that is family oriented with lots of open spaces and that includes minimal traffic congestion		Need community gardens.
More trees, trails, pools, tennis courts, hill trails.	To be affordable for all walks of life to remain safe, preserve open space, and to maintain the Brea way.		Speed limit on Tracks.
Cont. open space/trail system/family friendly.	Adding on to the existing vision, I would also emphasize creating and protecting remaining open space, respecting our multicultural diversity, and being a leader in green technology.		More drought tolerant landscaping.
Focus on outdoor trail amenities. When we engage public always be upfront. Include budget.			Need parks open later.
More entertaining area & recreation places. Although there are some, more is better.			Solar panels near Tracks.
A wonderful trail system, connecting neighborhoods w/commercial centers. More alternative transportation options.			Brea Tracks needs to be done.
I love Brea and the tracks trail will make it even better. I just dread the traffic to get there in the evenings, otherwise my family would bring more business to Brea.			Parks.
Upgraded facilities, playgrounds, parks, trail systems.			We love Brea parks but most of all the people!

Lively downtown, updates to existing parks, bike routes, safe community, walkable city, with active police, great schools, more trees.			Make Laurel-Lagos De Marino Park Kid health/Better.
Safe, entertainment venue for all ages, finish the trails, Brea pride.			Can't wait for the tracks.
Better parks and trails.			Use less water and plants. More trees.
A modern city with beautiful parks.			
A walkable city with increased opportunities for outdoor activities, e.g., swimming (new community pool), hiking (trails in the hills that connect to the Tracks).			
More technology oriented buildings. improvement on parks.			
I would like more outdoor amenities. Trails, fitness equipment.			
A city that is safe and friendly. I would expect this city to maintain award winning schools and athletic programs. Clean and well maintained parks. A variety of restaurants and night life entertainment.			
More trees, trails, pools, tennis courts, hill trails.			
Family oriented with parks both for the young and old. Opportunities for child care up to jr. high age as well as activities for youth and seniors.			

Recreation, Community Events & Entertainment

Sports	Public Facilities	Pool/Water Activities	Events	Recreation	RECREATION
Expanded sports opportunities	Public spaces/facilities that bring people together of all ages and interest.	Lakes - water recreation.	Continued conservation efforts, safety and community events.	Space availability of youth sports.	Cheer /soccer teams.
Soccer fields.	Provide opportunities for recreation and outdoor activities.	I would like to see the public pool be more public, i.e. during the hotter season the Plunge is rarely open to the public, but mostly reserved for classes. That's a shame. It would be great if there was more water works available to all folks.	Continuous growth of arts and community services.	Not enough activities for youth.	Play soccer.
More soccer fields.	More recreation places like tennis courts, & paddle tennis courts, etc.	More trees, trails, pools, tennis courts, hill trails.	More stuff to do and provide activities.	Tiny Tots & Children Sports are not as affordable as other cities'	The pool.
Get more involved in soccer.	Strong schools, green practices, open space for recreation and safe communities.	Bigger fitness center with pool/ community center.	My vision for the future of Brea is that there are more outdoors and family oriented activities.	More municipal sports/exercise facilities.	Community center.
To generate more interest in healthy lifestyles and promote fitness and wellness to our community. Enhance the Brea Community Center as the fitness center has clearly outgrown the space and can service only a limited number of attendees. Build up or move the fitness center to a larger location.	Continue to improve recreation opportunities especially for seniors i.e. walking paths, golf, etc.	A walkable city with increased opportunities for outdoor activities, e.g., swimming (new community pool), hiking (trails in the hills that connect to the Tracks),	Continue to provide a safe environment with many social and cultural activities.	Not enough soccer fields.	Sports.
Best sports programs.	My vision for the future of Brea is to improve parks and other recreation, connect them with paths. I do see that people should be more encouraged	Brea should be a fun, creative environment for families to get involved. A pool and sauna would be nice.	Continued community events and attention to safety.	Find more recreation opportunities (such as the tracks to trails project)	Need rock climbing at CC.
Facilitating more youth sports program. Encouraging healthy life styles, ie trails, outdoor fitness equipment, offering more fitness related programs.	Bigger fitness center with pool/ community center.	Bigger community center, bigger fitness center including a pool & spa. Need the farmers market in a better location! More healthy fast-casual food choices or a version of Anaheim Packing house.	Continue creating events that the community can get involved in either as a family or an individual that are cost effective. Events where they can interact with police, fire, community services and know/feel sincerity about the citizens.	Need more social interaction by promoting more events where the community can get together and know and help one another.	Can't wait for new bike trail.
Public tennis/volleyball courts.	There should be plenty of sidewalks, trails and parks for recreation to keep our community moving.	A vibrant city with diversified culture and promising opportunities for young people to work and live in. An indoor swimming pool for the community.	For it to continue being an inviting place to be and to go to for leisurely activities. More family activities and children oriented entertainment would be great.	Not enough community spaces.	The Glenbrook pool.
	Maintain parks/entertainment district/ cultural development - Art in Public Places, Theatre, Gallery.	Splash pad.	Friendly & caring community! Encourage more community wide activities.	More-so just parks needing to be built.	Brea show choir express.
	A walkable city with increased opportunities for outdoor activities, e.g., swimming (new community pool), hiking (trails in the hills that connect to the Tracks).	Free splash pad for kids open to public!	Continue to be the city of arts and making community events more accessible to the community.	forward thinking in providing facilities for the changing nature of play and competition at both the youth and adult levels.	Plunge.
	More public events, better farmers market, better library.		Less traffic, less homeless people, more city sponsored events for children.	We are running out of space-like look @ BCC. We are busting at the seams.	Need more public tennis courts.

	Lead the way in conservation, fiscally sound and responsible. Enacting new programs or partnerships with organizations to address chronic problems, such as homelessness. Friendly and encouraging to non-profits, especially churches and groups that work to help kids.		A city that is safe and has solutions for its residents in any economic stat they maybe in. My city that I live does not have a Brea 8k or other events as such....so Brea should continue or even add more events for all public to attend or be part of.	Opening up the civic center	Theater programs.
	Continue to add recreation areas such as adding on to the Community Center or building an additional building.		Small town feel, but large city amenities/ie quality education, job opportunities, open spaces, lots of options for activities and interest. Wholesome environment.		Brea fitness center.
	I hope we can make this city more communal via public gardens and plazas with wifi for people to enjoy the outdoors and mingle!		A place with more natural beauty (more encouragement/incentives for homeowners to plant more native, drought tolerant plants) and more activities year round for family entertainment ex: more things like The Jazz Festival, The Brea Bonanza.		More bike lanes.
	I would like to see: Additional recreational facilities, added to the west end of Brea. The Tracks at Brea is a good start.		Provide more programs for young children.		Allow bikes in downtown.
	A continuation of the great recreational opportunities at the BCC and Brea Sr. Center.				Dance area for concerts in the park.
	Better facilities, less homeless people, less new developments which impact traffic and make the city feel too crowded.				Need more music events.
	Vision is for more room @ community center-fitness center w/pool, cycle room. Overall more room! Bigger community center.				Need Discovery center for kids.
	Bigger community center, bigger fitness center including a pool & spa. Need the farmers market in a better location! More healthy fast-casual food choices or a version of Anaheim Packing house.				More festivals.
	A city that promotes an active lifestyle. Keep the small town feel & develop more downtown scene. Expand the community center.				More kids events.
					Concert in the park.
					Dance workshops.
					Plunge needs to be open more/longer.
					Sports.
					Soccer.

					Need more places for 20 year olds to hangout.
					Brea Community Center.
					More music.

Pedestrian Friendly

Modes of Transportation (pedestrian, bikes, trails)

Forward in transportation and alternative options for transportation, bicycling, walking, hiking, beautification of its medians and surrounding open spaces and transportation routes.

Pedestrian friendly street design, local public transportation that can connects to larger hubs: Fullerton train station - Metrolink to other cities: LA Union Station.

Continue to provide options for a healthy lifestyle, such as the farmer's market, recreation trails, and increased public transportation - which will hopefully have an impact on traffic management.

Better trails and bike ways, more local mom and pop stores and restaurants, more outdoor events in the Downtown and at City Hall

We used to be able to ride our bike through the city when I was a young kid and it wasn't so congested.

Community bicycles for transport to lower pollution.

1 Monorail.

2 Valencia exit to 57 FWY.

3 Private Country Club.

Being accessible.

Better mobility (bus).

Transportation options.

I would like to a walkable, bikeable community that preserves remaining undeveloped lands and reduces traffic congestion (improving our quality of life).

More pedestrian oriented development.

More emphasis on public transportation within the city and eventually its surrounding neighbors (W. Yorba Linda, Fullerton, Placentia, etc.)

For the people of Brea to be globally responsible citizens...think reduce our carbon footprint, use alternate modes of transportation, be "green" and promote healthy lifestyles.

A more bicycle-friendly city.

A city where one can live without a car.

More pedestrian & bike paths to reduce traffic and for exercise and fresh air away from cars and exhaust and safe for kids.

More transportation, don't get too large.

Walk-able, improved connected areas-more community space and bike-able. Re utilization of shopping areas, butterfly effect. More community driven vs. neighborhood driven.

Focus growth & development in central core and create a more pedestrian friendly, dense, bike able, vibrant downtown. Increase diversity of housing apt. Stay on cutting edge of sustainability.

A wonderful trail system, connecting neighborhoods w/commercial centers. More alternative transportation options.

Walking & biking friendly city. Keep the small town feel & culture of the community as the city's demographics change.

Lively downtown, updates to existing parks, bike routes, safe community, walkable city, with active police, great schools, more trees.

Bike trails/green space/less traffic/ connecting w/cal trans trails to beach.

A walkable city! pedestrian focused community, that allows for people to get to know their neighbors through walking places! and all the other stuff you wrote.

Walkable spaces.

Walking.

Walkable - market park.

More area "safe" for walking and biking.

Monorails - Bike routes.

Create stronger pedestrian and bicycle connection throughout the city.