

**Be**

**involved.**

**BREA**  
**Be...**  
**envisions**

**Brea Envisions**  
**Community Strategic Plan**  
**City Council/Envision Committee**  
**Working Session**

**June 22, 2017**

# Be . . . Project

**Be...**  
reminded

**What was the plan?**

**Be...**  
introduced

**Who are we? Who did what?**

**Be...**  
informed

**How did we get here?**

**Be...**  
educated

**What did we learn?**

# Be . . . Project

**Be...**  
planned

**What's the vision and initiatives?**

**Be...**  
assured

**Is it valid?**

**Be...**  
reviewed

**We met the goals & objectives!**

**Be...**  
connected

**What's next?**

# Tonight's Plan

- Share the process
- Explain how the Plan was made
- Talk through . . .
  - Process
  - Methodology
  - Outcomes
  - Experiences, memories and lessons learned.

- **ENGAGE AND INFORM THE COMMUNITY.**
- **CREATE A COMMUNITY VISION AND STRATEGIC PLAN.**
  - Near and long term tasks.
  - Guide policy, decisions and budgeting choices for the future.
- **IMPLEMENTATION PLAN.**
  - Parks, Recreation and Human Services plan.
  - New Cultural Arts plan.
  - Mid-term update of the General Plan.

# What was the Plan?

## COMMUNITY STRATEGIC PLAN



## ORGANIZATIONAL STRATEGIC PLAN



# Who are we?

### Who do you represent in the community?

Check all that apply

- Faith-Based Community Serving Partner
- Youth representative (high school or college student)
- Business Community (e.g. small or large Brea business owner)
- Seniors (Age 65+)
- Brokers/Realtors
- Working professional (inside or outside of Brea)
- Non-profit group (Brea Sister City, Habitat for Humanity, advocacy groups, etc.)
- Latino/Hispanic community member
- Service Club (Rotary, Lion's Club, Kiwanis, Soroptimist, etc.)
- Asian community member
- Young leader (Ages 21-32)
- School-affiliate (e.g. school support groups, PTA, booster club, etc.)
- Family-oriented community groups (e.g. mom's club, etc.)
- Sports clubs/groups (e.g. soccer, baseball, etc.)
- Other:

### What are your key areas of interest and/or your expertise?

Check no more than two areas

- |   |   |
|---|---|
| <input type="checkbox"/> Transportation (walking, biking, etc.) | <input type="checkbox"/> Traffic                  |
| <input type="checkbox"/> Cultural Arts                          | <input type="checkbox"/> Education                |
| <input type="checkbox"/> Parks & Recreation                     | <input type="checkbox"/> Job Development          |
| <input type="checkbox"/> Volunteer Organization                 | <input type="checkbox"/> Social Services          |
| <input type="checkbox"/> Business                               | <input type="checkbox"/> Development/Construction |
| <input type="checkbox"/> Environment/Health/Sustainability      | <input type="checkbox"/> Housing                  |
| <input type="checkbox"/> Finance                                | <input type="checkbox"/> Technology               |
| <input type="checkbox"/> Water                                  | <input type="checkbox"/> Open Space               |
| <input type="checkbox"/> Youth                                  | <input type="checkbox"/> Historic Preservation    |
| <input type="checkbox"/> Diversity/Social Equity                | <input type="checkbox"/> Public Safety            |
| <input type="checkbox"/> Other:                                 |   |

“Thank You”



# Be... involved

BREA Be...  
envisions





Be...

introduced

# Who did what?



Brea Envisions Ambassador Training



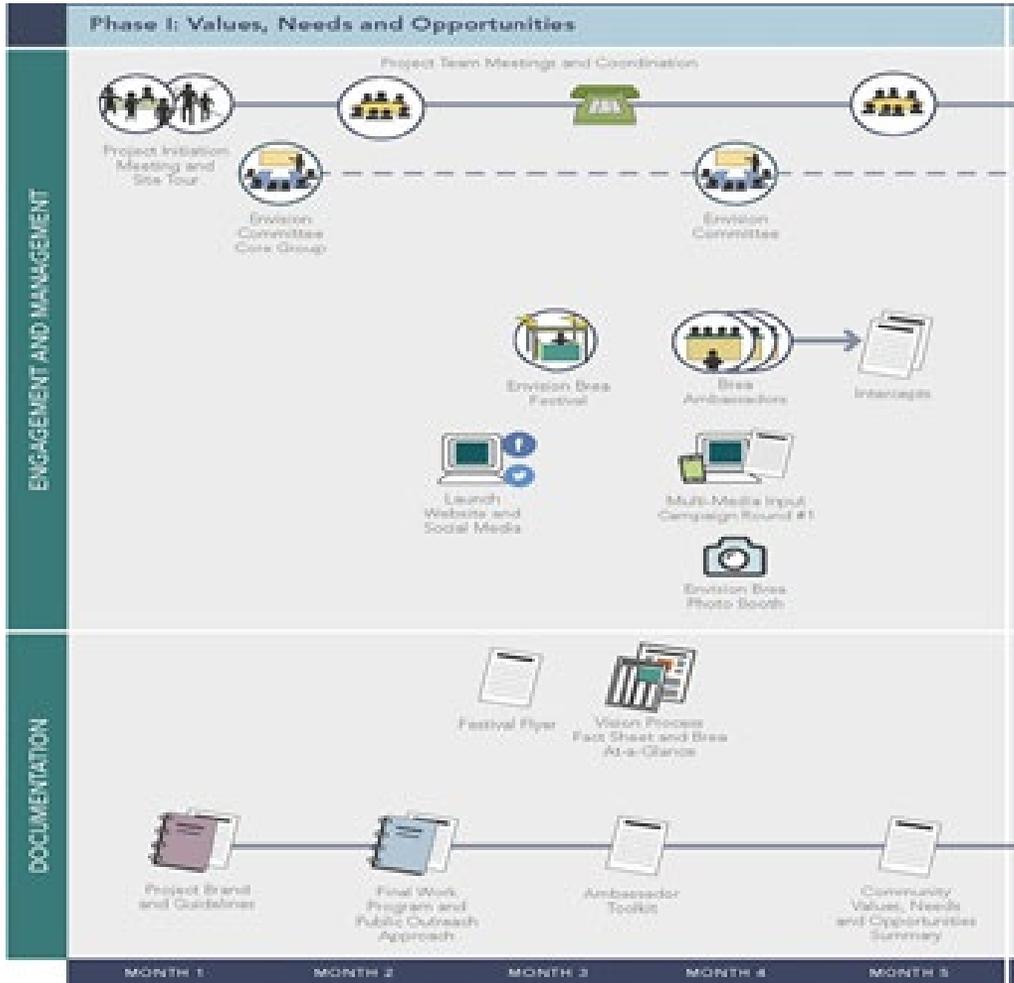
CityofBrea

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BREA Be... envisions



# Who did what?





### COMMUNITY THEMES

#### VALUES



##### Community

- Safe
- Family-Oriented
- Small Town Feel
- Progressive



##### Safety

- Crime
- Homelessness



##### Invest in Neighborhoods

##### Fiscal Responsibility

- Budget & Spending
- Unfunded Liability

##### Continue Outreach Culture

#### NEEDS



##### Traffic

- Existing
- Future Development



##### Affordable Housing

- Cost of Living
- Young Families, Seniors



##### Overdevelopment -

##### Responsible Development

- Increase in Population
- Open Space

##### Water

#### OPPORTUNITIES



##### Attracting Business

- Small & Local Business
- Diversity of Business
- New Shops & Restaurants
- Downtown



##### Parks, Open Space, Trails, Bikeways

##### Recreation, Community Events & Entertainment



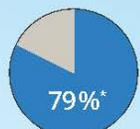
##### Pedestrian Friendly

### SURVEY HIGHLIGHTS

#### SURVEY REACH

**797**

Respondents



Live in Brea



Work in Brea

#### What should our city be?



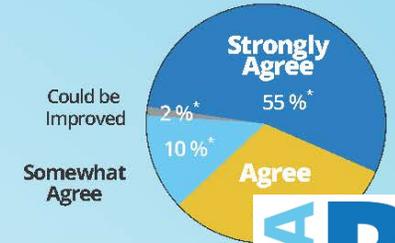
#### Which of the following would you like to see accomplished as a result of this new Strategic Plan for Brea?



\*of those who participated

#### How strongly do you agree with this 2003 Vision Statement for Brea?

*"Brea will be a community that provides great places to live, work, learn, and play, places that respect the community's natural and cultural resources, provide open space and public spaces that appeal to all Breans, encourage economic vitality, and enhance the overall quality of life for all residents."*



Be... Active



Be... Creative

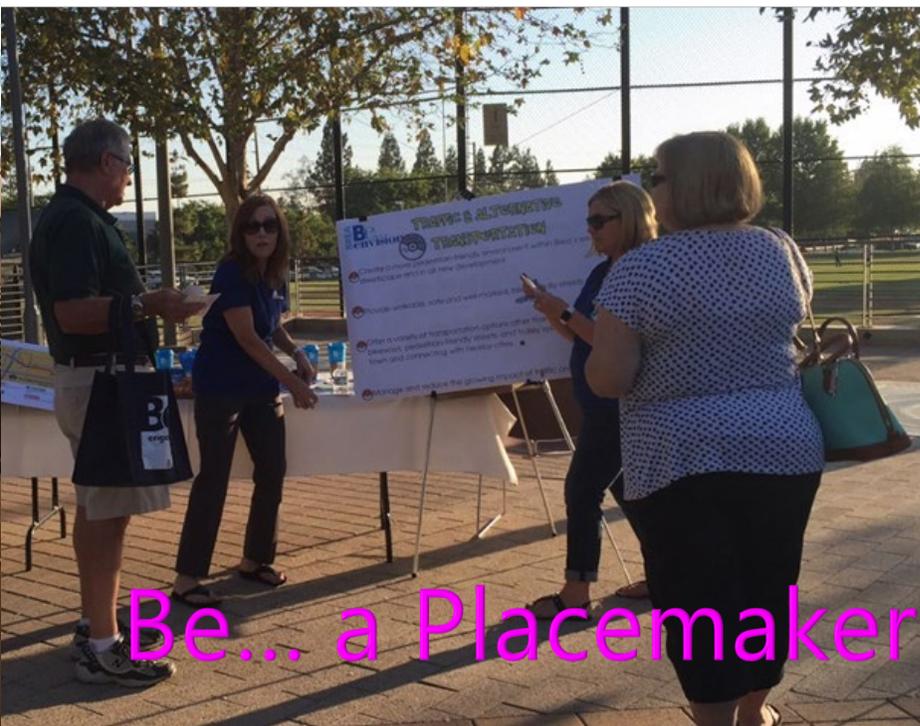


Be... Informed

Be... Sustainable



Be... Safe

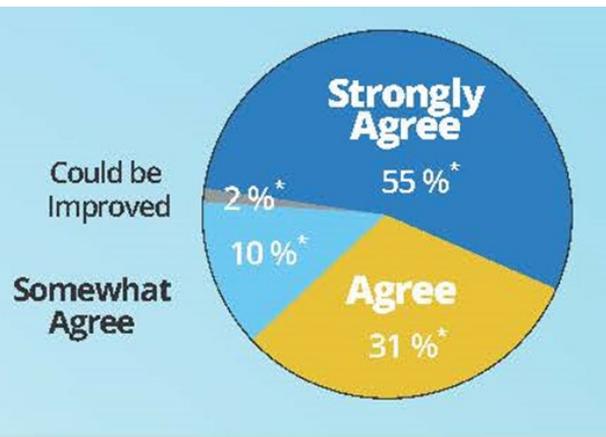


Be... a Placemaker



# What did we learn?

Brea will continue to be a vibrant, innovative, sustainable and scenic community that values its citizens, schools, diversity, heritage, arts, open and public spaces while maintaining its small town feel and quality of life for its residents, businesses and visitors



# What's the Vision?

- Connected Community
- Economic Development
- Energy and Sustainability
- Fiscal Responsibility
- Land Use and Housing
- Leisure and Culture
- Open Space
- Public Safety
- Transportation

# And the Initiatives?

## Value 1: Outreach Culture

- Specific Initiatives
- Action Items

## Value 2: Health, Active and Pedestrian Friendly Community

- Specific Initiatives
- Action Items

Be...

assured

# Is it Valid

# BREA ENVISIONS COMMUNITY SURVEY

CONDUCTED FOR THE  
CITY OF BREA

PRESENTED BY  
TIMOTHY McLARNEY PH.D.

7/15/2021



# PURPOSE OF STUDY

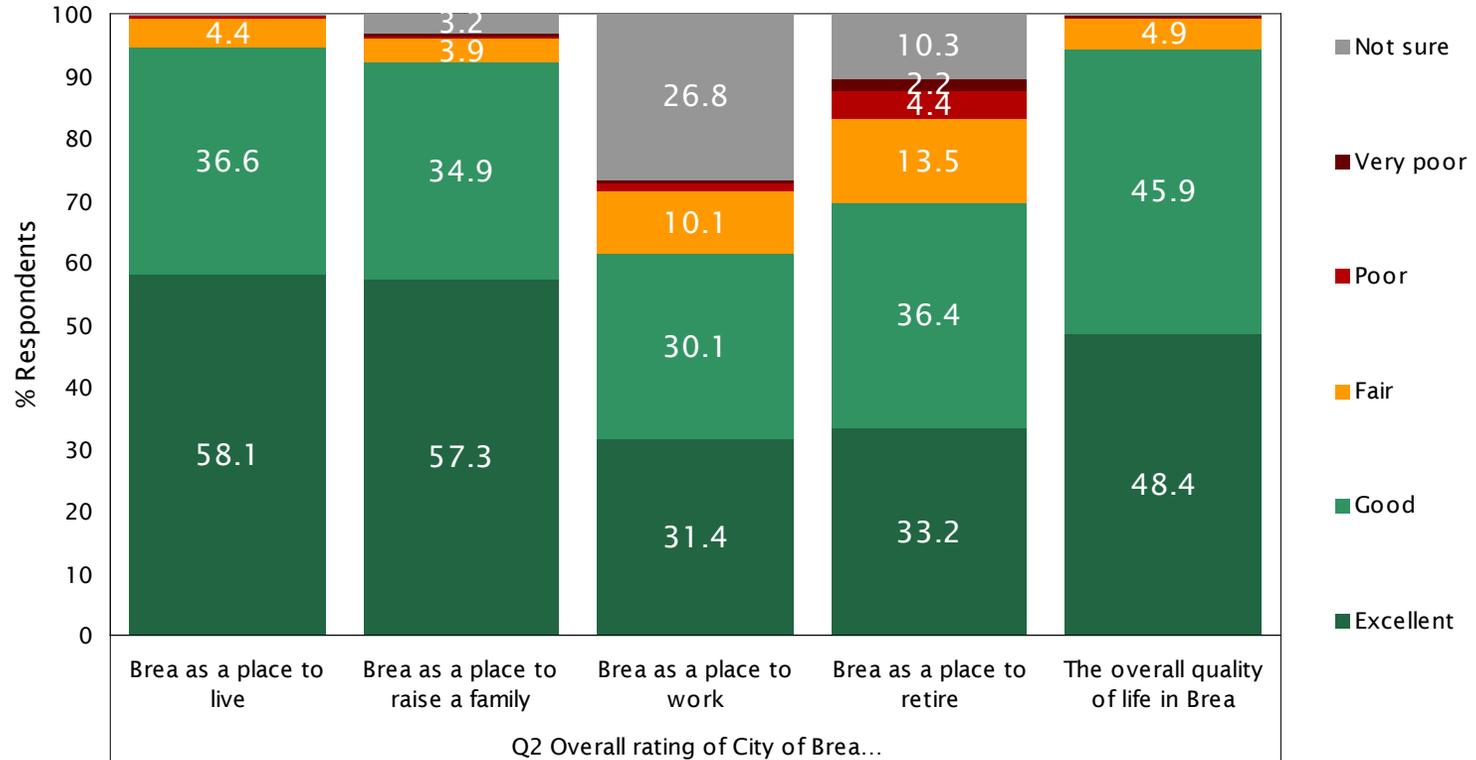
- Provide statistically reliable measures of community opinion on Strategic Plan topics
  - What should we preserve about Brea?
  - What changes would improve Brea as a place to live?
  - Are the themes and initiatives as expressed in draft Strategic Plan aligned with community sentiment?
  - Which initiatives are top priorities from the public's perspective?



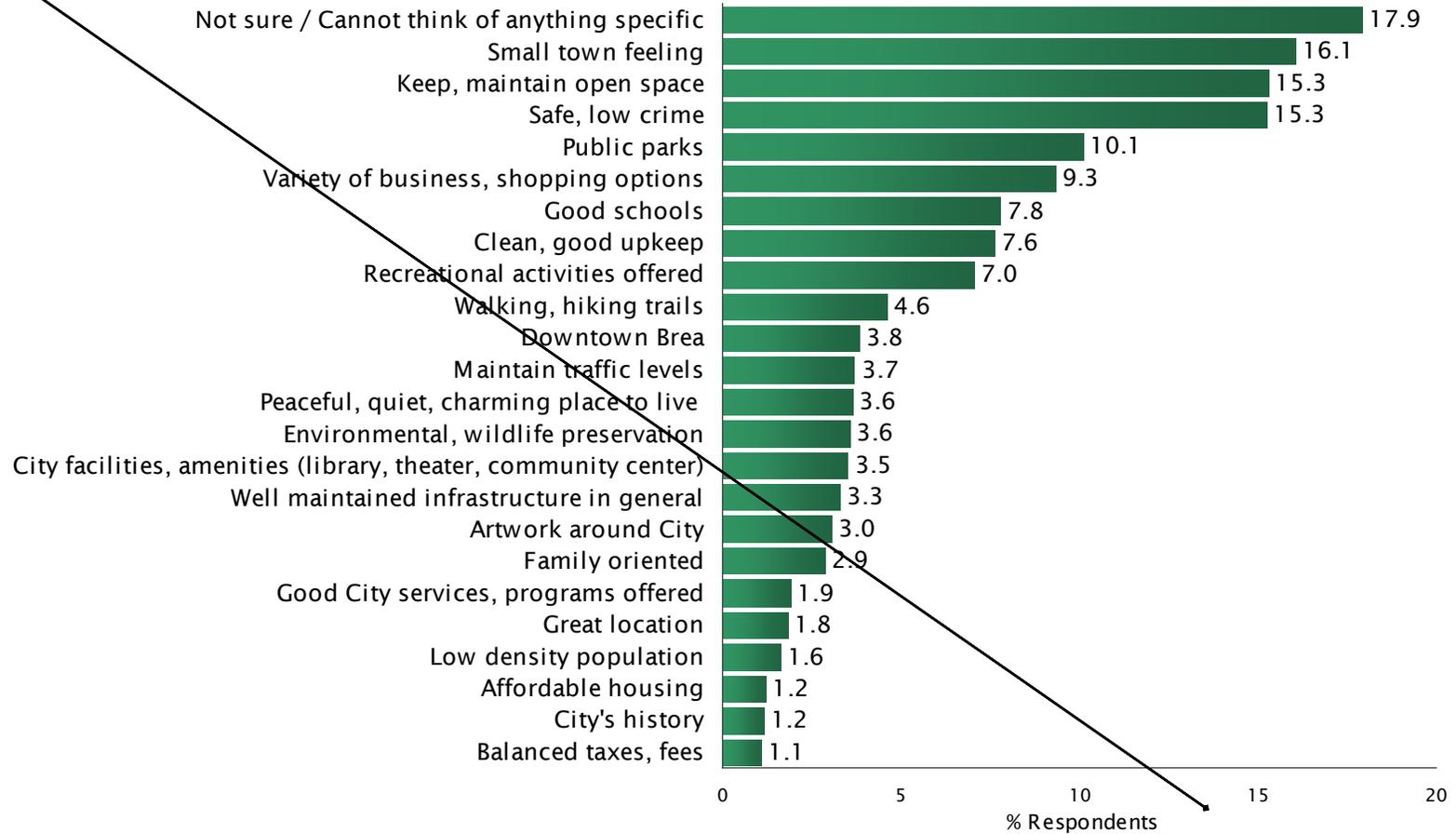
# METHODOLOGY OF STUDY

- Conducted May 3 to May 15, 2017
- Random Sample of 730 Brea Residents
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 15-minute average interview length
- Overall margin of error is  $\pm 3.6\%$

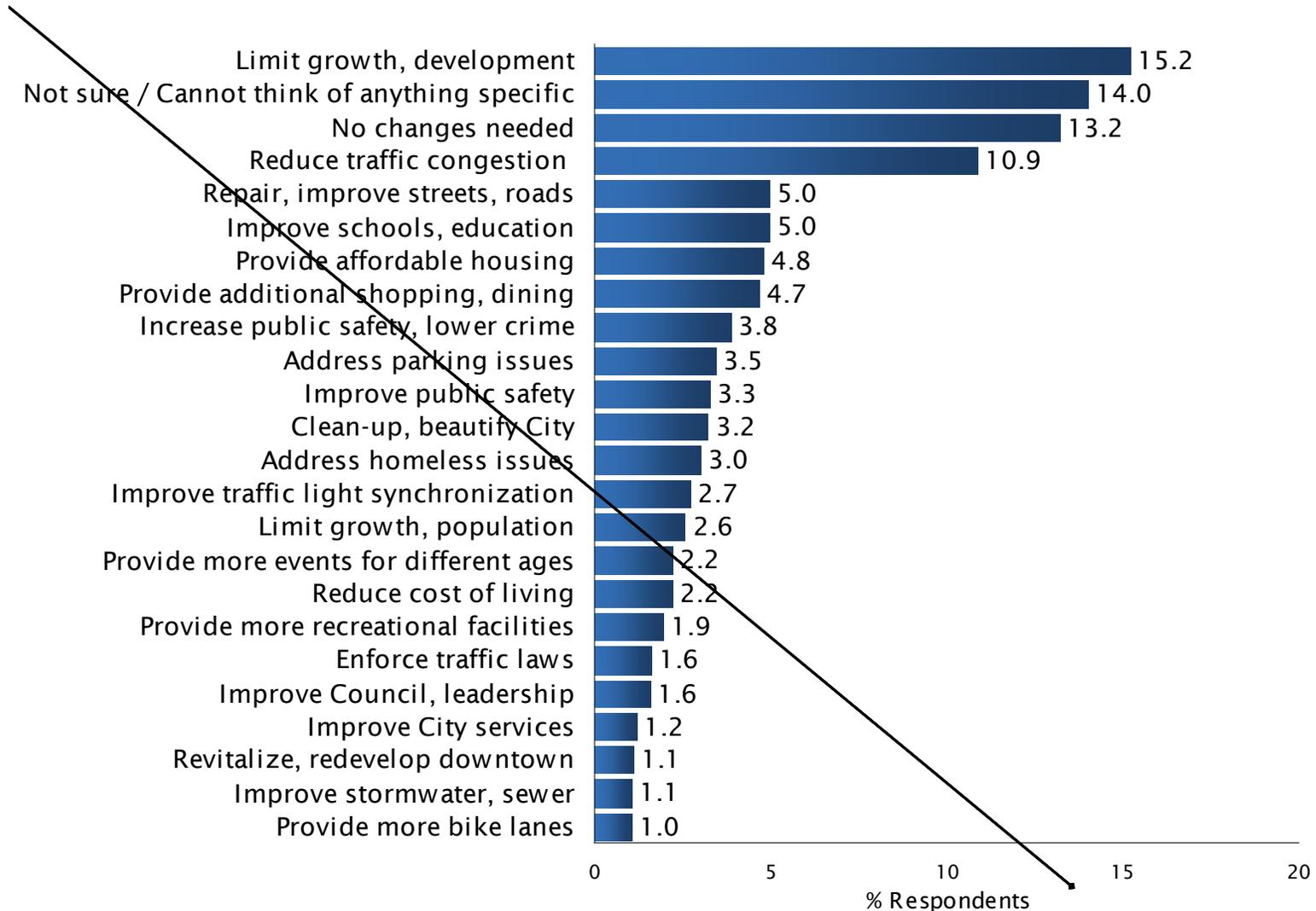
# OVERALL RATING OF BREA



# LIKE MOST ABOUT BREA

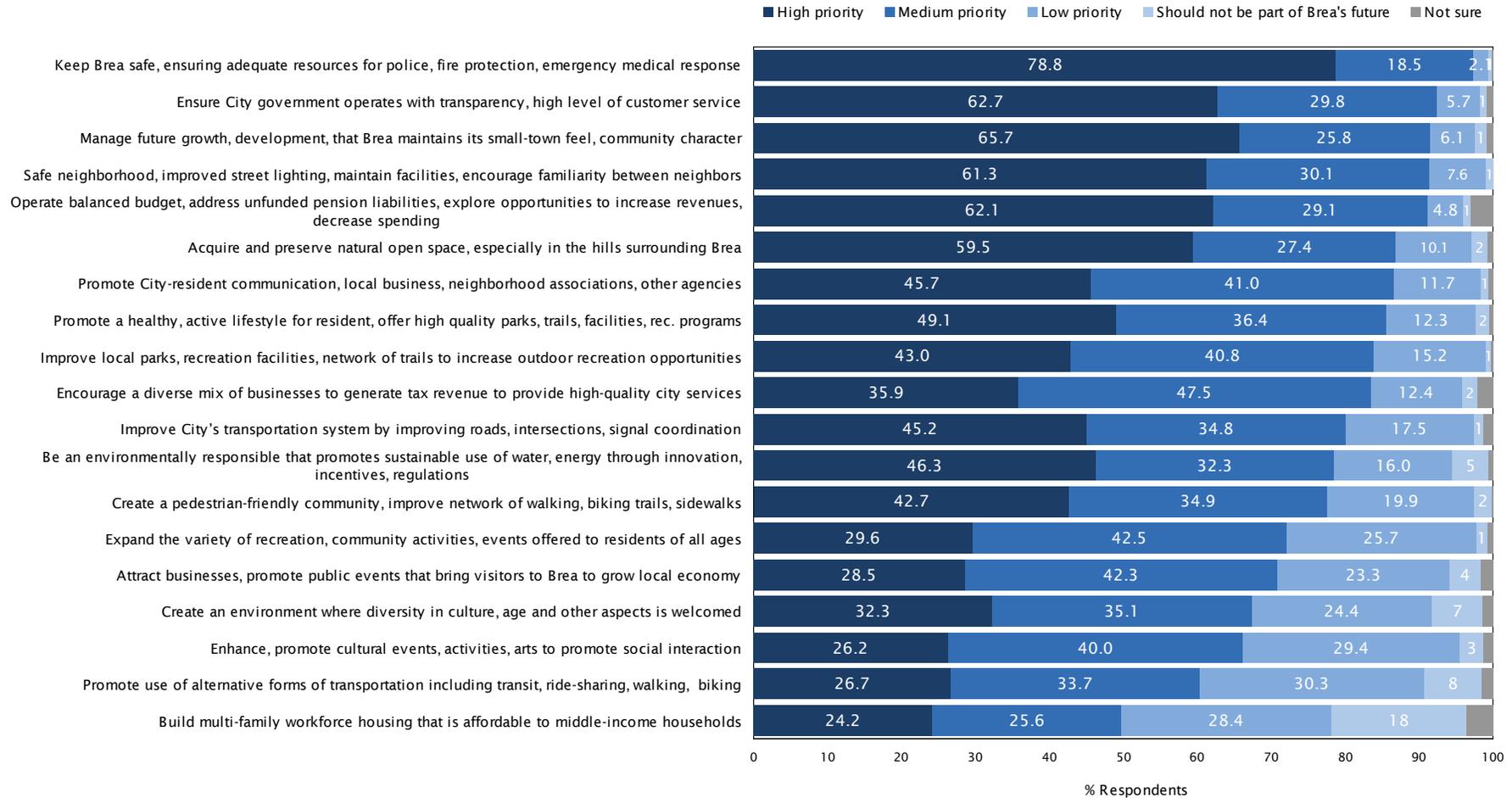


# CHANGES TO IMPROVE CITY OF BREA

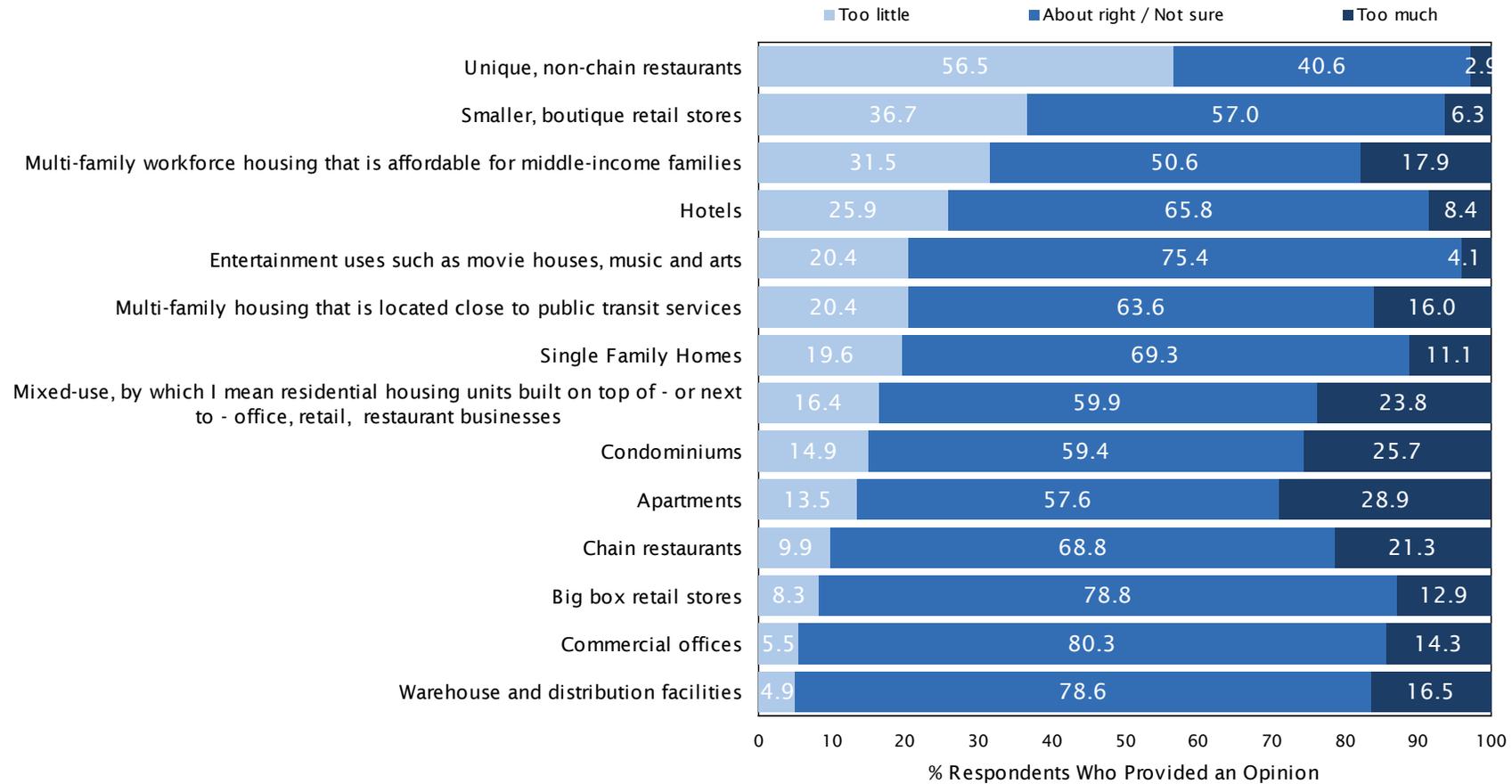




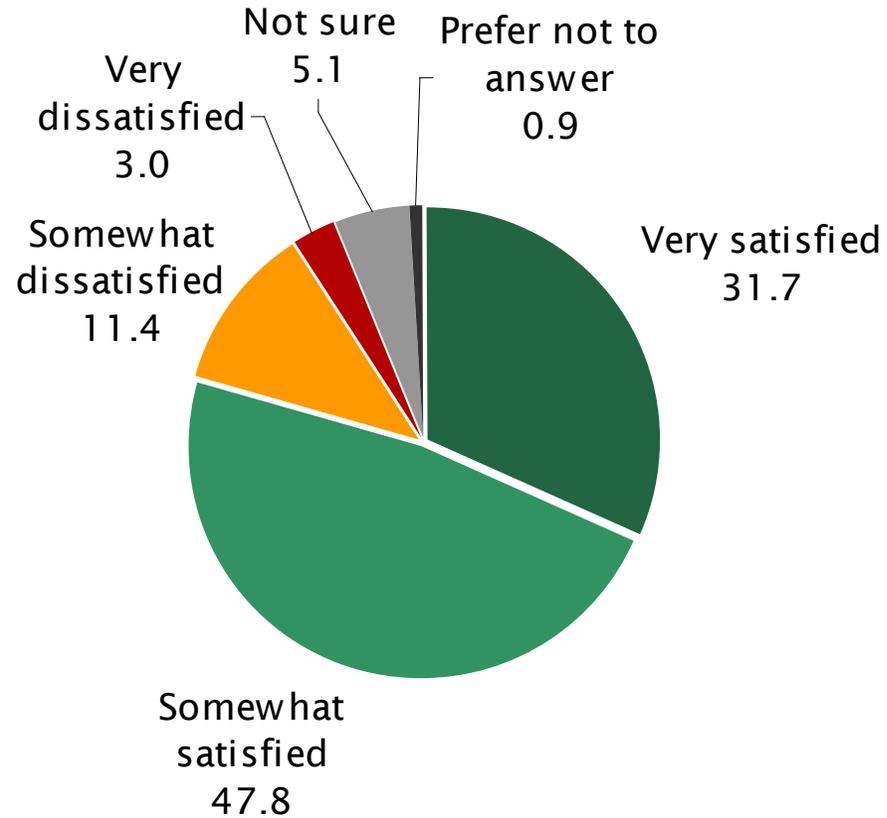
# INITIATIVE PRIORITIES



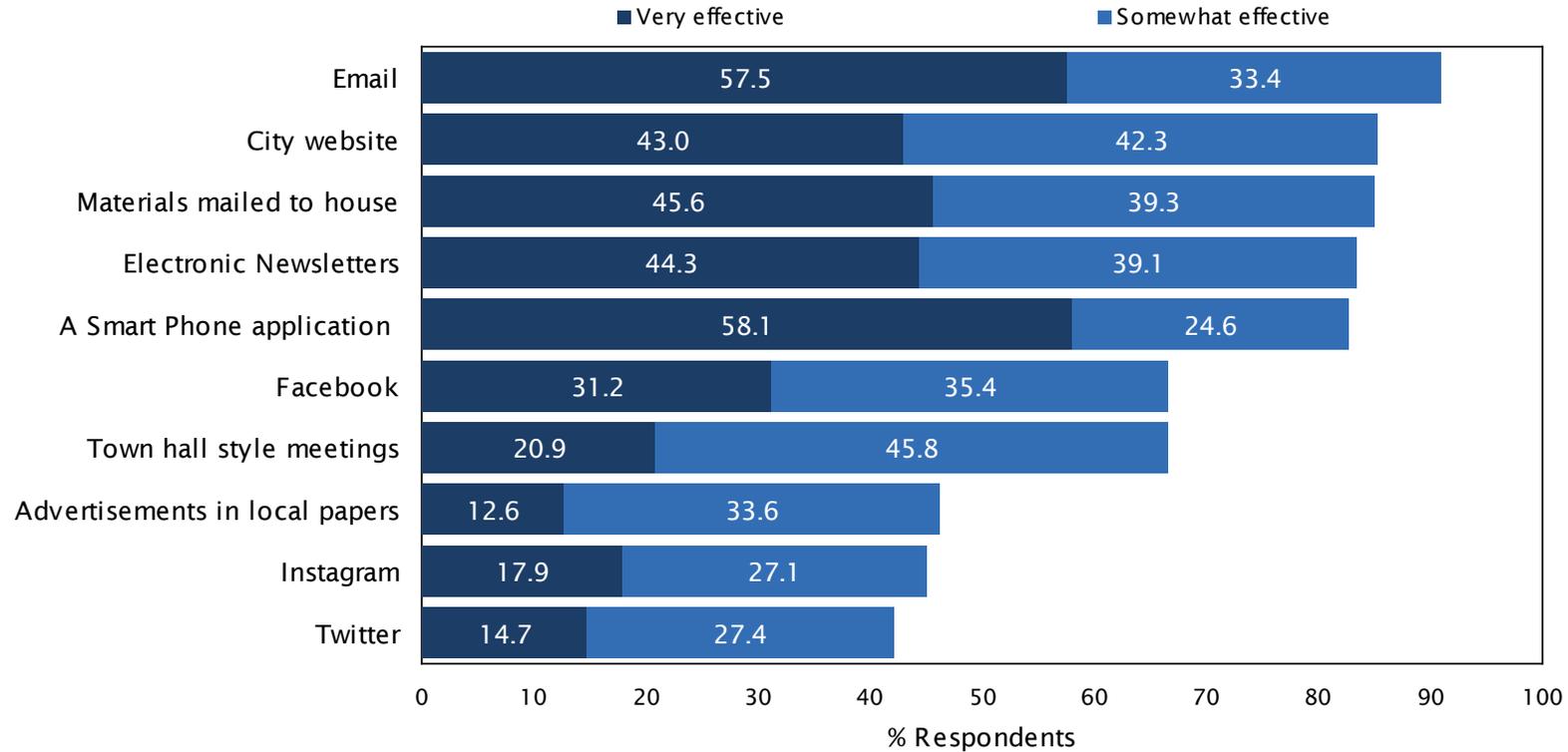
# TYPES OF DEVELOPMENT IN BREA



# SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS



# MOST EFFECTIVE METHODS





# KEY CONCLUSIONS

- Residents are generally focused on maintaining – rather than changing – Brea as a place to live.
  - Small town feel
  - Natural open spaces/parks
  - Well-kept/maintained public places
  - Limit growth/development
  - Reduce traffic
- General agreement with direction of Strategic Plan
- Priority initiatives center on:
  - Public Safety
  - Fiscally responsible/transparent government
  - Balanced/responsible growth

# We met the goals & objectives

- **WE ENGAGED AND INFORMED THE COMMUNITY.**

- Hosted City-wide events, workshops, on-line, one-on-one, etc.
- Ensured everyone knew about Brea Envision.

- **CO-AUTHORED A COMMUNITY VISION & STRATEGIC PLAN.**

- Prepared a living document reflecting the Community's voice.
- Maintained responsibility for all aspects of the effort and outcomes.

- **IMPLEMENTATION PLAN**

- Created action and accountability.
- Developed the next generation of Brea's leaders

# What's Next

- Draft Report On Line
- City Council Presentation
- Organizational Strategic Plan
- The Conversation Continues



Q&A/Discussion