

Be

involved.

BREA
Be...
envisions

Brea Envisions **Community Strategic Plan**

City Council Meeting

October 17, 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.

What was the Plan?

- **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

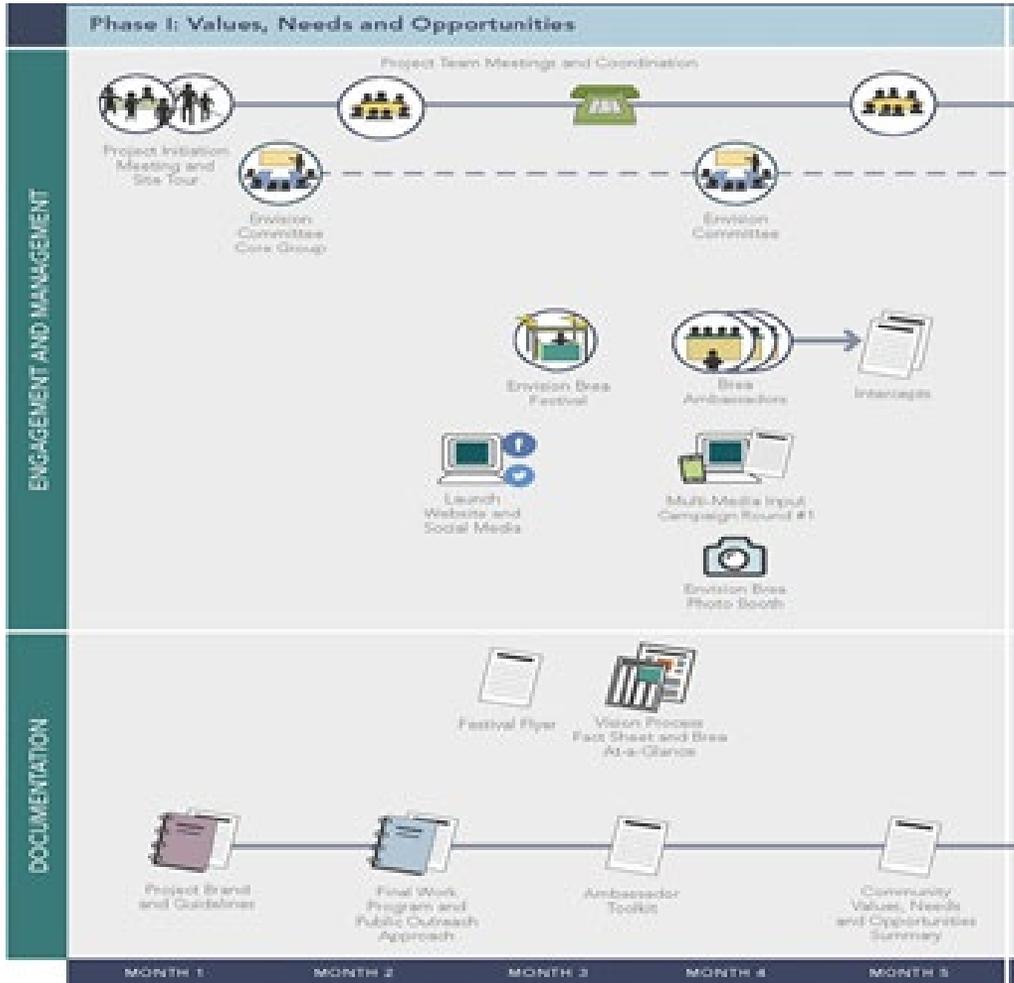


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Who did what?



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



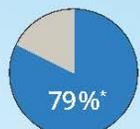
Pedestrian Friendly

SURVEY HIGHLIGHTS

SURVEY REACH

797

Respondents



Live in Brea

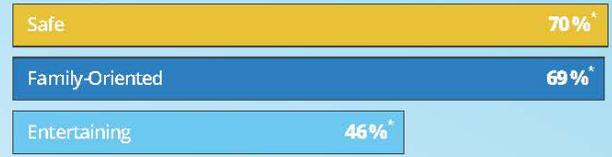


Work in Brea

What three of the following goal statements resonate most strongly with you?



What should our city be?



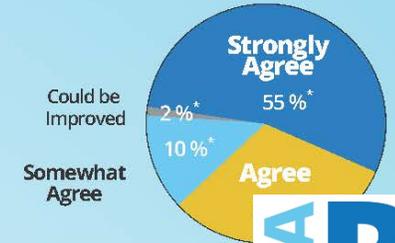
Which of the following would you like to see accomplished as a result of this new Strategic Plan for Brea?



*of those who participated

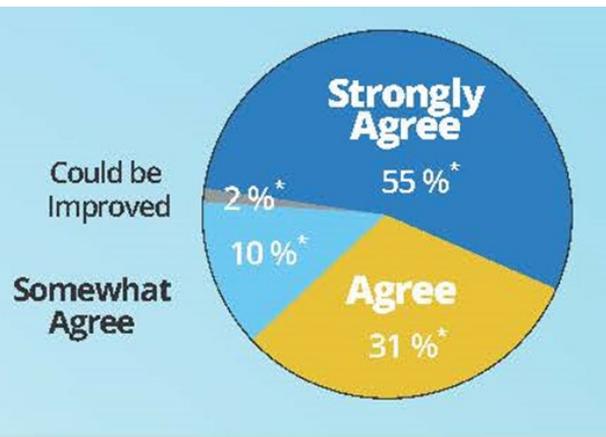
How strongly do you agree with this 2003 Vision Statement for Brea?

"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."



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

Is it Valid

- 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

The Conversation Continues

- Organizational Strategic Plan
- Brea Core Plan

