



Ideas and Recommendations for the Welcoming Anaheim Initiative

The following are staff initiated ideas or recommendations that city departments could continue to work on or implement as part of this new initiative.

- Create a new resident “Welcome Kit” that provides basic introductory information about Anaheim and ways in which residents can find resources and sign up for critical city services;
- Work with community partners and stakeholders on providing citizenship & resource fairs in city facilities throughout the year;
- Provide ESL naturalization courses in coordination with the North Orange County School of Continuing Education (publicized in the Anaheim Community Services Department magazine and the Anaheim magazine);
- Work in conjunction with stakeholder groups and other nonprofits on the development of a survey in order to assess the needs of new residents and to gain feedback on ways in which the City of Anaheim can better serve our new residents;
- Join other community stakeholders in creating a citywide multicultural event celebrating the city’s diversity;
- Creation of a Neighborhood Ambassadors Program to develop community leadership through the existing Neighborhood Academy. Neighborhood Ambassadors could be utilized to welcome new residents into our neighborhoods as well as invite new residents to participate in the Neighborhood Academy;
- Update the “My Anaheim” app and the “Anaheim Alert” notification system to be available in multiple languages;
- Creation of a new online city resource portal that can be tailored towards new residents;
- Develop videos that run on the city’s TV channel explaining key information about our programs and services in multiple languages;
- Create a new page on the city’s website dedicated to detailing Anaheim’s demographic information;

- Showcase films/performances that are culturally relevant at the Pearson Park Amphitheater Nights;
- Provide professional development courses to city employees on cultural competency and opportunities for city employees to learn another language;
- Create a new program within the Clerk’s Office introducing new residents to their city government and the democratic process to ensure they have access to all parts of government;
- Consider sending a proposal to the County Board of Supervisors requesting them to consider a county-wide initiative, modeled after the Welcoming America initiative;
- Partner with the school districts to supplement their efforts on providing a welcoming environment to new residents;
- Provide workshops on starting a business in Anaheim in coordination with local business groups;
- Develop a task force within the police department/code enforcement that investigates fraudulent services and scams targeting immigrant/refugee communities;
- Create pathways for immigrants/refugees to take courses in fields that fall under the Workforce Development department;
- Encourage local business groups and schools to develop and tailor courses around entrepreneurship and small businesses, as well as providing mentoring to “young” entrepreneurs;