

City of Garden Grove
WEEKLY CITY MANAGER'S MEMO
February 19, 2026

TO: Honorable Mayor and City
Council Members

FROM: Lisa Kim
City Manager

I. DEPARTMENT ITEMS

A. ECONOMIC DEVELOPMENT AND HOUSING

A memo is attached to provide updates on the Little Saigon project led by the City of Garden Grove in collaboration with the cities of Fountain Valley and Santa Ana.

B. ECONOMIC DEVELOPMENT AND HOUSING

A memo is attached to provide an update on the 4th Annual A.I. Business Summit and summarize the City's engagement with the business community, including outreach on available economic development resources.

• **OTHER ITEMS**

– SOCIAL MEDIA HIGHLIGHTS AND NEWSPAPER ARTICLES

Copies of the week's social media posts and local newspaper articles are attached for your information.

– MISCELLANEOUS ITEMS

Items of interest are included.



Lisa Kim
City Manager

New City America: New City America (NCA) was awarded the contract and approved by City Council on September 9, 2025, to assist the multi-city effort in planning and forming a potential Little Saigon Community Business District. NCA and participating cities created parcel maps illustrating heavily populated Vietnamese business areas. NCA subcontracted with ArrowGTP for community and cultural engagement and translation services to ensure cultural appropriation during outreach efforts with business and property owners within Little Saigon. Surveys were conducted to get initial feedback on the business and property owner's willingness to participate in a Business Improvement District (BID). Eventually after months of engagement, it was determined that a BID was not favorable to the business and property owners. As a result, NCA recommended to explore the cultural district certification process, managed by the California Arts Council--which was concurrently supported by the participating cities.

Gensler: Gensler was awarded the Architectural and Urban Design Guidelines RFP and approved by City Council on January 13, 2026. On February 5, 2026, the multi-cities began biweekly meetings with the project consultant to further refine the Little Saigon Project's vision. A kickoff meeting was held on Friday, January 30, 2026. Gensler's scope of work will be completed in 30 weeks, concluding in September 2026. These recurring meetings are intended to strengthen communication and coordination among the participating cities, City staff, and the consultant team. As part of this effort, the consultant and staff plan to conduct an on-site walking and driving tour of Little Saigon on Friday, February 13, 2026, to better understand the existing conditions, cultural assets, and community identity, which will assist in developing a shared vision for the district. Currently we are in the information gathering stage. The City has provided Gensler with the Little Saigon Economic Profile, traffic studies, multi-city district maps and directed them to the newer developments in the area for architectural inspiration.

CONCLUSION

The cities of Garden Grove, Fountain Valley, and Santa Ana are committed to enhance Little Saigon businesses and community through the establishment of a cultural district that builds upon Little Saigon's existing cultural and economic foundation. The effort prioritizes the preservation of Little Saigon's historical significance and cultural identity while exploring beautification and placemaking opportunities that resonate across generations.

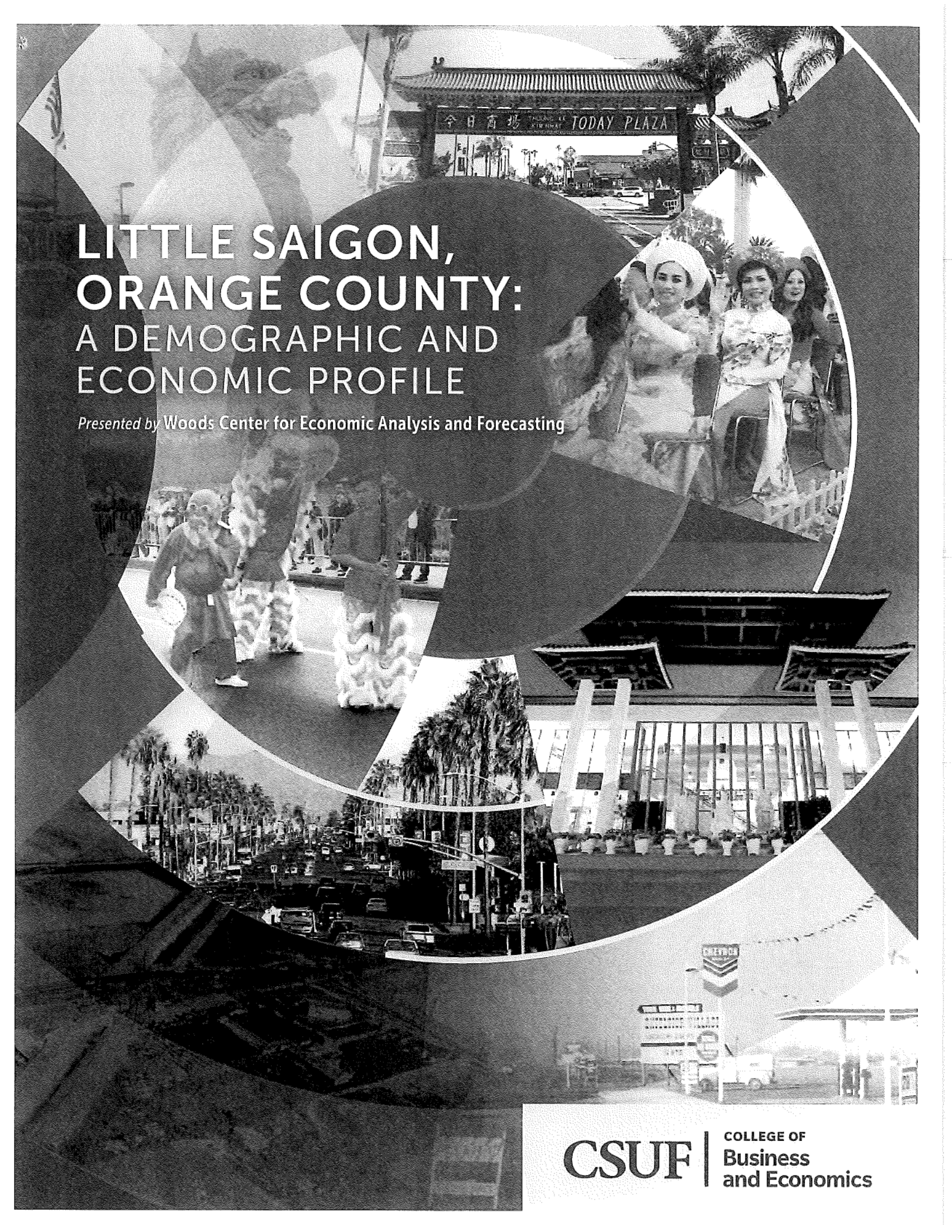


Greg Blodgett
Deputy Director
Economic Development and Housing Director

By: Grace Kim, Project Manager

ATTACHMENTS

1. Little Saigon Orange County: A Demographic and Economic Profile
2. COP Survey
3. Focus Group Questions
4. Little Saigon Project Map



LITTLE SAIGON, ORANGE COUNTY: A DEMOGRAPHIC AND ECONOMIC PROFILE

Presented by Woods Center for Economic Analysis and Forecasting

CSUF

COLLEGE OF
Business
and Economics

LITTLE SAIGON, ORANGE COUNTY:

A DEMOGRAPHIC AND ECONOMIC PROFILE

Prepared by

**Woods Center for Economic Analysis and Forecasting
College of Business and Economics
California State University, Fullerton**

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Project Co-Director

OCTOBER 2024

FOREWORD

As a fellow business and community leader, I am honored to share with you the first-ever economic report on Little Saigon—a historic moment for our community. Little Saigon has long been a symbol of resilience and entrepreneurial spirit, serving as a thriving center for Vietnamese Americans and a key part of our region's economy. The Little Saigon Orange County: A Demographic and Economic Profile marks an important milestone in our efforts to understand and guide the future of our community.

I want to thank the teams at Cal State Fullerton—especially the University Advancement, College of Business and Economics, Woods Center for Economic Analysis and Forecasting and the Small Business Development Center—for their support in producing this invaluable report.

This study offers crucial insights into where we stand today, highlighting key trends and opportunities that will shape our growth. Whether you're a seasoned business owner or an aspiring entrepreneur, the data and analysis in this report will help you make informed decisions for the future and guide strategic actions to drive success and development within the community.

Little Saigon's success has always been rooted in its people and our shared commitment to collaboration. I encourage all of us to use this analysis as a tool to drive collective growth and ensure that Little Saigon remains a beacon of cultural and economic vitality for years to come.

Together, we can continue building a prosperous future for our community.

Go Titans,

Tâm T. Nguyễn, MD, MBA

CSUF MBA Class of 2005

Chair, CSUF Philanthropic Foundation Board of Governors 2022-2024

Proud Little Saigon Business Owner, Advance Beauty College 1987-2024

FOREWORD

At the College of Business and Economics, we are guided by dual missions: an “academic” mission to provide thought leadership through research, and a “community” mission to drive positive impact in our region. The inaugural Little Saigon Demographic and Economic Profile is a first-of-its-kind study highlighting the incredible progress made by Vietnamese Americans in Orange County over the past fifty years. It also serves as a benchmark allowing us to effectively plan for the continued growth of this community in the future.

The report provides a comprehensive look at the expanding geographical boundaries of Little Saigon, now encompassing Fountain Valley, Garden Grove, Santa Ana and Westminster. It also captures key shifts in the demographic and economic landscape of Little Saigon, illustrating the strides made by the Vietnamese American community. While this progress is impressive, there remains important work ahead to help this community achieve full economic parity within Orange County. This publication offers essential insights for policymakers, business leaders and other stakeholders to inform future actions and decisions.

I want to express my sincere thanks to Dr. Tam Nguyen for his leadership and for commissioning this project, as well as to Cal State Fullerton and the OCIE SBDC for their support. I am also incredibly proud of the team at the Woods Center for Economic Analysis and Forecasting for their outstanding work on this report, which will serve as a cornerstone for the continued development of Little Saigon and our region.

Dr. Sridhar Sundaram

Dean, College of Business and Economics

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Data appendices are available upon request.
Please contact Anil Puri via email
(apuri@fullerton.edu) for
more information.

LITTLE SAIGON, ORANGE COUNTY:

A DEMOGRAPHIC AND ECONOMIC PROFILE

I. INTRODUCTION

After the Fall of Saigon on April 30, 1975, 1.5 million to 2.5 million Vietnamese residents emigrated abroad. The first wave of immigrants arrived in the United States in 1975, and the second wave was prolonged between 1978 and the early 1990s. Vietnamese communities became established throughout the U.S. The largest are in Orange County, San Diego and San Jose, California; Arlington, Garland and Houston, Texas; Boston, Massachusetts; Falls Church, Virginia; Philadelphia, Pennsylvania; New Orleans, Louisiana; and Seattle, Washington. These communities established their own restaurants, grocery stores, and small businesses in geographically concentrated areas and their own economic, social, and cultural identities.

Growth of Little Saigon, Orange County

The largest and oldest Vietnamese community in the U.S. is in Orange County, California. Bolsa Avenue in the city of Westminster became a hub in the beginning and remains a center of activity, with many shops, restaurants, and businesses surrounding the Asian Garden Mall and Little Saigon Plaza. The city of Westminster passed Resolution No. 2661 in April 1988, to recognize the Little Saigon area as a commercial area of the Vietnamese community and designated a 1.5-mile stretch of Bolsa Avenue as the Little Saigon Tourist Commercial District. Then California Governor George Deukmejian went to the Asian Garden Mall on June 17, 1988, to officially recognize the Little Saigon District as a commercial and tourism center in Orange County. Community activist and Westminster City Councilman Tony Lam played a prominent role in promoting the Little Saigon freeway signs. Governor Deukmejian introduced the directional signs to the Little Saigon area from Interstate 405 and State Route 22 in 1988. The 405 freeway from Bolsa Chica to Magnolia Avenue was designated the "Little Saigon Freeway."

Little Saigon continued to expand into neighboring cities. In addition to multiple restaurants, delis, supermarkets, strip malls, and banks (First Vietnamese American Bank and Saigon National Bank most noteworthy), media and entertainment industries began to grow in the area, including Vietnamese newspapers, magazines, radio stations, and Vietnamese language TV stations.

The Asian Garden Mall and Village Center is an iconic landmark in Little Saigon. This two-story building houses Asian Garden Mall (Phước Lộc Thọ), which opened in 1987 on Bolsa Avenue. Developer Frank Jao built it for \$15 million. The Asian Garden Mall has many shops, restaurants, and entertainment businesses. During summer weekend nights, it hosts the Asian Garden Night Market.

News media and television stations led the growth of cultural and entertainment outlets. Ethnic newspapers included *The Little Saigon News*, *Vien Dong Daily News*, *Việt Báo Daily News*, and the newspapers of *Nguoi Viet*. Little Saigon Radio and Radio Bolsa are two popular Vietnamese radio stations. There were also broadcasts of Little Saigon TV, SBTN TV, VietFace TV, VNATV, and Saigon TV.

The Vietnamese Lunar New Year, known as **Tết Festival (Tết Nguyên Đán)**, stands as the pinnacle of Vietnamese cultural celebration each year. It celebrates the new spring season, marking a time for families to come together in joyous reunions. Amidst colorful festivities, Tết offers a respite from the trials of the past year, fostering hope and anticipation for the year ahead. It is a cherished occasion where bonds are strengthened, and optimism reigns supreme.

The annual Tết celebrations are held across Orange County, including at the Asian Garden Mall, Mile Square Regional Park in Fountain Valley, Garden Grove, and Santa Ana. The Vietnamese American Chamber of Commerce has been celebrating it since 1996. The OC Fair and Event Center had its 10th annual Tết festival in 2024, celebrating the Year of the Dragon. Thousands of people attend the celebration, which is broadcast live on local Vietnamese-language TV and radio stations. By 2024, the festival attracted over 15,000 attendees, with additional viewership estimated to be 250,000 globally across multiple streaming and TV channels. Orange County's Little Saigon remains the largest and most influential community for Vietnamese Americans in the United States.

Orange County's Little Saigon remains the largest and most influential community for Vietnamese Americans in the United States.

II. LITTLE SAIGON, ORANGE COUNTY DEFINED

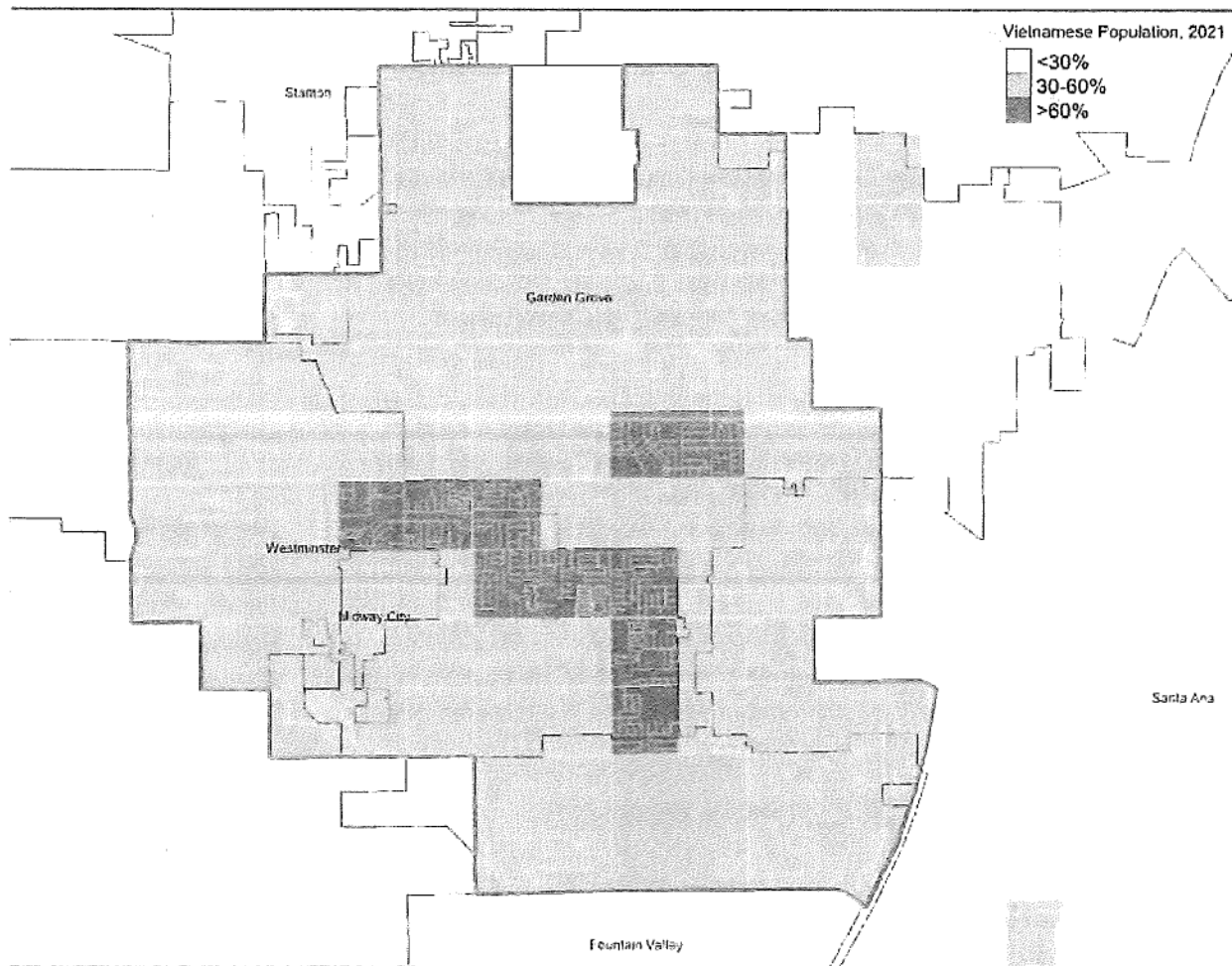
Using a population-based approach used in the academic literature to distinguish ethnic enclaves, we define Little Saigon as a collection of neighborhoods with a substantial population of Vietnamese residents. Specifically, we used American Community Survey data (and decennial census data historically) to find an adjacent collection of census tracts, including the historical Little Saigon boundary, where the population of people who are Vietnamese alone or Vietnamese in combination with other races is 30% or more of the population¹. These criteria yield the borders for Little Saigon using 2021 American Community Survey estimates in Figure 1. Table 2 lists the 41 census tracts of Little Saigon and their Vietnamese population for census tracts in Little Saigon according to 2021 American Community Survey data.

The area in the boundaries contains an estimated 46.1% of the population in Orange County describing themselves as Vietnamese alone in the 2021 American Community Survey five-year estimates (99,585 of 215,546)².

¹The 2000 Census was the first to allow respondents to choose two or more races, so data from the 1980 Census and 1990 Census use the share of the population that is Vietnamese alone.

²DP05-line 50 (Detailed tables referred to in the report are available upon request).

FIGURE 1: 2021 Borders of Little Saigon



The criteria we use do not require the ethnic Vietnamese percentage to be a majority of the area's population, which is consistent with the literature on ethnic enclaves. For example, Logan et al. (2011)³ discuss that past studies have had a variety of criteria that effectively ranged from 10% to 35% of a tract's population, and our 30% criterion is in the upper part of the range for similar criteria of ethnic enclaves.

We do not suggest that the borders of Little Saigon used in this report define a neighborhood that excludes other large ethnic groups. Instead, the borders of Little Saigon delimit a connected area where a significant share of the population is Vietnamese. The definition of Little Saigon we use does not assume that the area is an ethnic enclave solely influenced by Vietnamese culture and language. For example, Koreatown in Garden Grove is inside the 2021 boundary we define, and there are large Hispanic neighborhoods on the west side of Santa Ana. Instead, the borders of Little Saigon have a substantial share of the population having Vietnamese heritage.

The borders of Little Saigon delimit a connected area where a significant share of the population is Vietnamese.

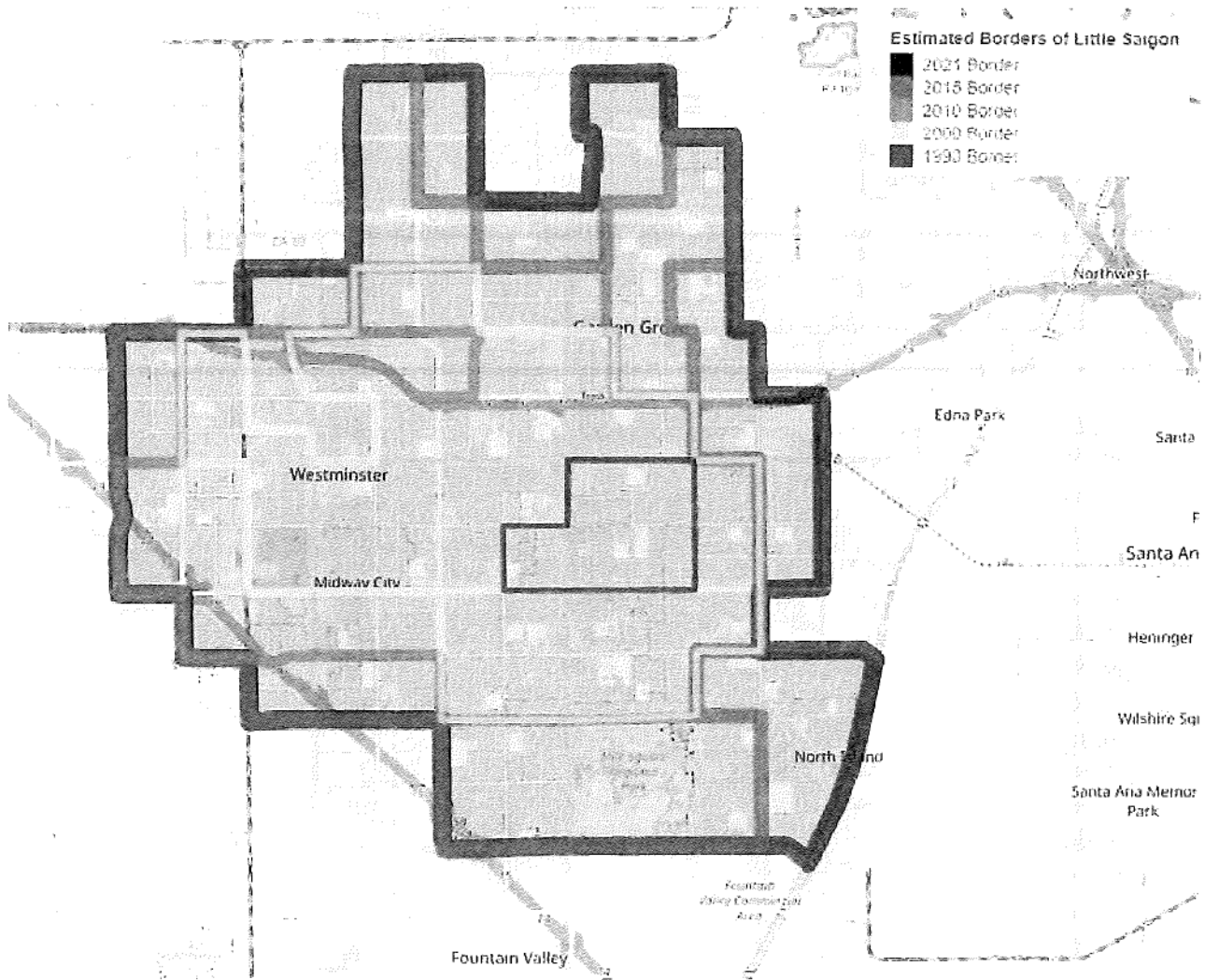
³Logan, John R., Seth Spielman, Hongwei Xu, and Philip N. Klein. "Identifying and bounding ethnic neighborhoods." *Urban Geography* 32, no. 3 (2011): 334-359.

TABLE 2: CENSUS TRACTS OF LITTLE SAIGON, 2021

Census Tract	Total Population	Vietnamese Population	% Vietnamese
889.04	4,890	3,852	78.8
889.05	4,939	3,558	72.0
998.03	5,893	3,864	65.6
889.02	5,543	3,490	63.0
992.04	5,167	3,144	60.8
992.23	5,538	3,116	56.3
890.01	6,083	3,329	54.7
889.01	6,729	3,592	53.4
889.03	8,643	4,542	52.6
992.47	2,836	1,485	52.4
887.02	6,001	3,130	52.2
992.22	5,465	2,846	52.1
992.03	5,386	2,776	51.5
888.02	5,403	2,759	51.1
997.01	6,550	3,306	50.5
992.24	3,190	1,584	49.7
997.02	8,304	4,040	48.7
998.02	4,611	2,178	47.2
881.07	6,175	2,894	46.9
887.01	6,134	2,696	44.0
999.04	5,737	2,418	42.1
999.03	5,610	2,324	41.4
880.01	4,673	1,911	40.9
880.02	4,270	1,713	40.1
881.05	4,685	1,876	40.0
992.26	3,777	1,429	37.8
886.01	7,481	2,824	37.7
888.01	7,657	2,784	36.4
883.01	5,797	2,078	35.8
881.06	5,244	1,874	35.7
882.03	5,207	1,835	35.2
886.02	4,471	1,538	34.4
996.01	7,510	2,573	34.3
992.27	5,910	2,018	34.1
890.04	6,517	2,192	33.6
890.03	4,446	1,489	33.5
997.03	5,674	1,881	33.2
992.25	4,049	1,307	32.3
992.02	7,242	2,324	32.1
998.01	6,260	1,930	30.8
883.02	6,287	1,919	30.5

To see how Little Saigon has expanded in Orange County, the decennial census from 1980, 1990, and 2000, and American Community Survey data from 2005 and 2021 are used. Figure 3 below shows the boundaries of Little Saigon based on 2021 American Community Survey data.

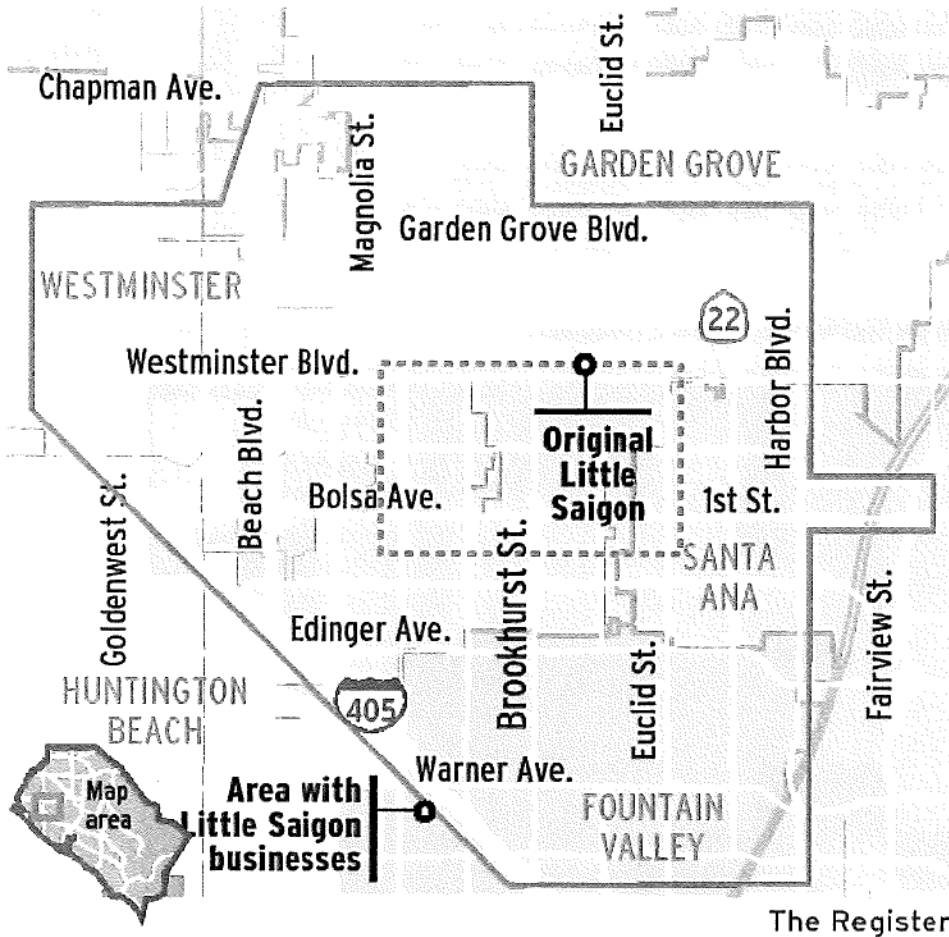
FIGURE 3: POPULATION-BASED BORDERS OF LITTLE SAIGON OVER TIME



Comparison with Other Definitions of Little Saigon

Our delineation of Little Saigon over time broadly agrees with formal and informal historical definitions of it.

FIGURE 4: APPROXIMATE BORDERS OF LITTLE SAIGON IN 2013 ACCORDING TO THE OC REGISTER



The Little Saigon business district designated by former Governor Deukmejian in 1988 was bounded by Euclid Street to the east, Magnolia Street to the west, Westminister Boulevard to the north, and Bolsa Avenue to the south. Today, the Vietnamese community has expanded beyond those boundaries. Figure 4 is from an *Orange County Register* article in 2013⁴, and it shows the original Little Saigon boundaries and their assessment of the boundaries of Little Saigon businesses at that time.

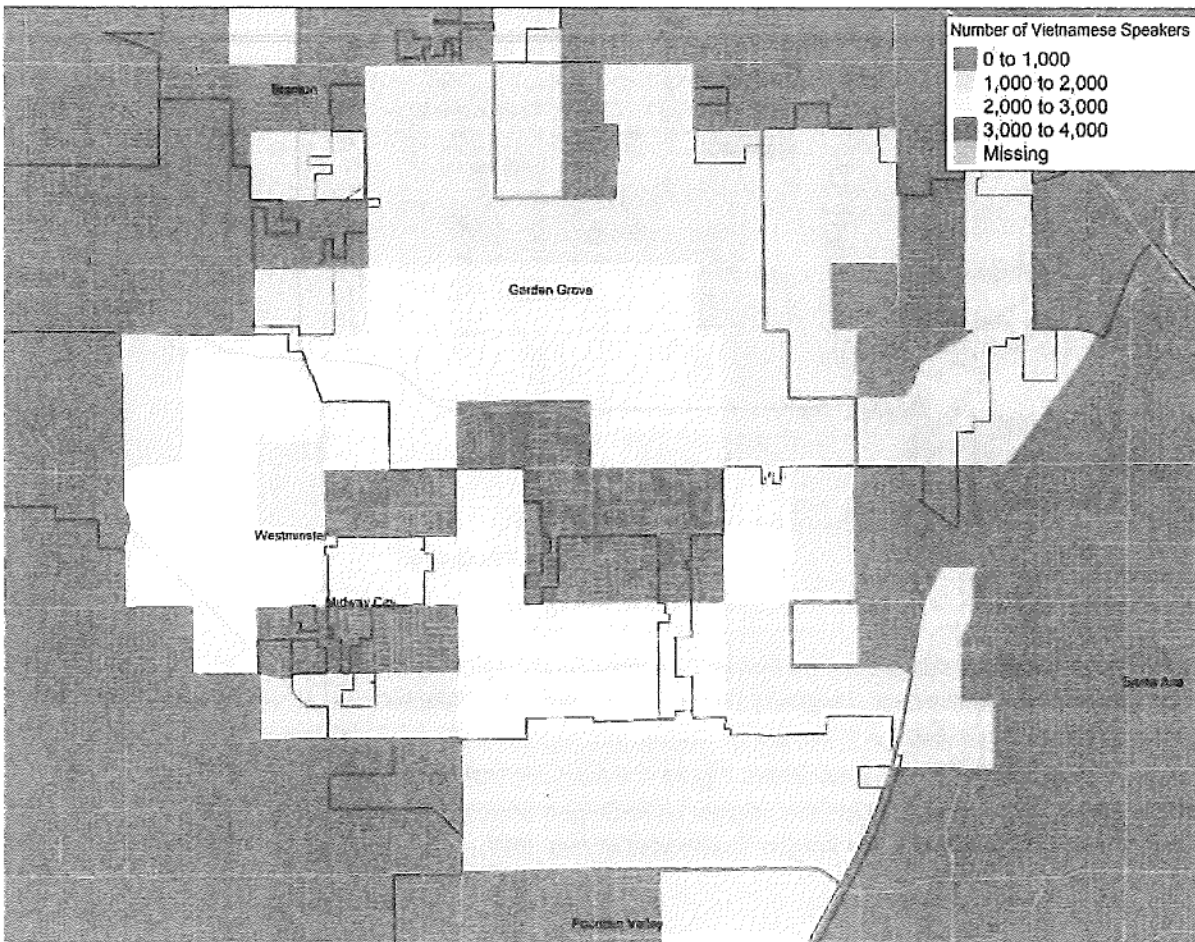
⁴"Little Saigon turns 25" by Doug Morino and Kendra Ablaza, *The Orange County Register*, June 17, 2013.

Our 1990 population-based estimates of Little Saigon encompass most of the eastern end of the original Little Saigon boundaries, and the western end of the original boundaries included many Vietnamese businesses and the Asian Garden Mall.

Compared to our map based on the 2015 population, the *Orange County Register's* assessment matches well, except that the *Register's* review of Little Saigon business boundaries reaches less far north in Garden Grove than ours. This difference makes sense since many neighborhoods in the northern part of Garden Grove are primarily residential, not commercial, and the *Register's* assessment was based on areas with Vietnamese businesses.

We believe that any language-based definition of Little Saigon would be similar to our results since all census tracts in our definition of Little Saigon contain a substantial share of residents who speak Vietnamese at home as illustrated in Figure 5 below.

FIGURE 5: NUMBER OF PEOPLE SPEAKING VIETNAMESE AT HOME (2022 ACS)



Estimation of Economic and Demographic Statistics for Little Saigon

In sections below, we examine the economic and demographic characteristics of Little Saigon residents and compare them to Orange County residents. Little Saigon is not an officially designated city or other jurisdiction, so the United States Census Bureau and other government agencies do not have any official estimates of statistics about it. However, the Census Bureau conducts the American Community Survey (ACS), which estimates national, state, county, and local economic and demographic information annually. The Census constructs the following data profile reports to distribute commonly requested information about different jurisdictions:

- DP-02: Selected Social Characteristics
- DP-03: Selected Economic Characteristics
- DP-04: Selected Housing Characteristics
- DP-05: ACS Demographic and Housing Estimates

We collected these reports for Orange County, and we constructed estimates of these statistics for Little Saigon building up from the census tract level⁵.

The estimates in the data profiles have three different types of statistics: counts, means, and medians. We estimate counts for Little Saigon, such as the total Vietnamese population of Little Saigon, by summing the estimates of the counts across all 41 Little Saigon census tracts in Table 2 from the American Community Survey. We estimate means, such as the mean commuting time, using the weighted mean of the estimates across the Little Saigon census tracts. We estimate medians, such as median household income, using the weighted median of the estimates across Little Saigon census tracts. We do not have access to the confidential raw responses of the ACS, so the estimates we produce for Little Saigon are not official estimates from the US Census Bureau. Instead, they are our best estimates based on publicly available data. Another common statistic in the report is the percentage, such as the percentage of the population that is Vietnamese. We estimate these percentages using the appropriate counts of those variables⁶.

We use the latest available data from the ACS as of the writing of this report, which are the 2022 ACS estimates while using mostly the latest 2021 Little Saigon boundaries. We use the 5-year estimates, which combine five years of survey data for better accuracy at the local level.

Little Saigon is not an officially designated city or other jurisdiction, so the United States Census Bureau and other government agencies do not have any official estimates of statistics about it. However, the Census Bureau conducts the American Community Survey (ACS), which estimates national, state, county, and local economic and demographic information annually.

⁵The detailed tables are available upon request.

⁶For example, $(\text{total Vietnamese population}/\text{total population}) \times 100$.

III. DEMOGRAPHICS

Little Saigon's population has grown over time at a rate faster than that of Orange County as a whole. Table 6 below shows the growth of Little Saigon and the Vietnamese population between 1980 and 2022:

TABLE 6: LITTLE SAIGON AND ORANGE COUNTY POPULATION, 1980-2022⁷

Year	Vietnamese Pop. in Little Saigon	Total Pop. in Little Saigon	Vietnamese Pop. in Orange County	Total Pop. of Orange County	% of Vietnamese in Little Saigon	Vietnamese % of Orange County
1980	-	-	19,333	1,932,709	-	1.0
1990	4,151	12,451	71,822	2,410,556	5.8	3.0
2000	44,685	109,562	135,548	2,846,289	33.0	4.8
2010	57,771	127,213	170,256	2,965,525	33.9	5.7
2015	82,489	185,934	195,351	3,116,069	42.2	6.3
2022	99,585	229,314	215,546	3,175,227	46.2	6.8

The table shows that the Vietnamese population has grown substantially. As of 2022, the population of Little Saigon stood at 229,314, while that of Orange County was 3,175,227, making Little Saigon's population 7.2% of Orange County⁸. However, much of the population growth is due to immigration from Vietnam over this period, as explained later in this section.

The age profile of Little Saigon is older than that of Orange County since the median age of people in Little Saigon at 41 years is older than for Orange County (39 years)⁹ as of 2022. For example, 19.9% of Little Saigon's population is below 18 years of age compared to 21.4% for Orange County¹⁰. The share of 20-44 age group is 31.8% for Little Saigon and 33.9% for Orange County¹¹. In other words, Little Saigon's population share of those below age 45 is lower than that for Orange County, 54.6% versus 58%¹².

Little Saigon has a larger share of the population in middle and older ages from 45 years and older. The group 45-64 is 14% of Little Saigon's population compared to 12.9% in Orange County¹³. 16.5% of Little Saigon's population is 65 and older compared to 15.4% for Orange County¹⁴.

Age-Sex population pyramids provide a more detailed profile for age as well as sex, as shown below in Figure 7¹⁵.

⁷Sources: 1980 Census, 1990 Census, and 2000 Census summary files; 2010-2022 ACS DP-05 rows 30 and 47.

⁸Table DP-05, line 1.

⁹Table DP-05, line 7.

¹⁰Table DP-05, line 18.

¹¹Computed from Table DP-05, lines 1 and 8-10.

¹²Computed from Table DP-05, lines 1 and 4-10.

¹³Computed from Table DP-05, lines 1, 11, and 12.

¹⁴Table DP-05, line 13.

¹⁵Computed using 2022 American Community Survey 5-year estimates for each age profile.

Both regions have healthy, well-distributed profiles where no single cohort dominates the pyramid.

FIGURE 7: LITTLE SAIGON'S AGE AND SEX DISTRIBUTION PYRAMID, 2022

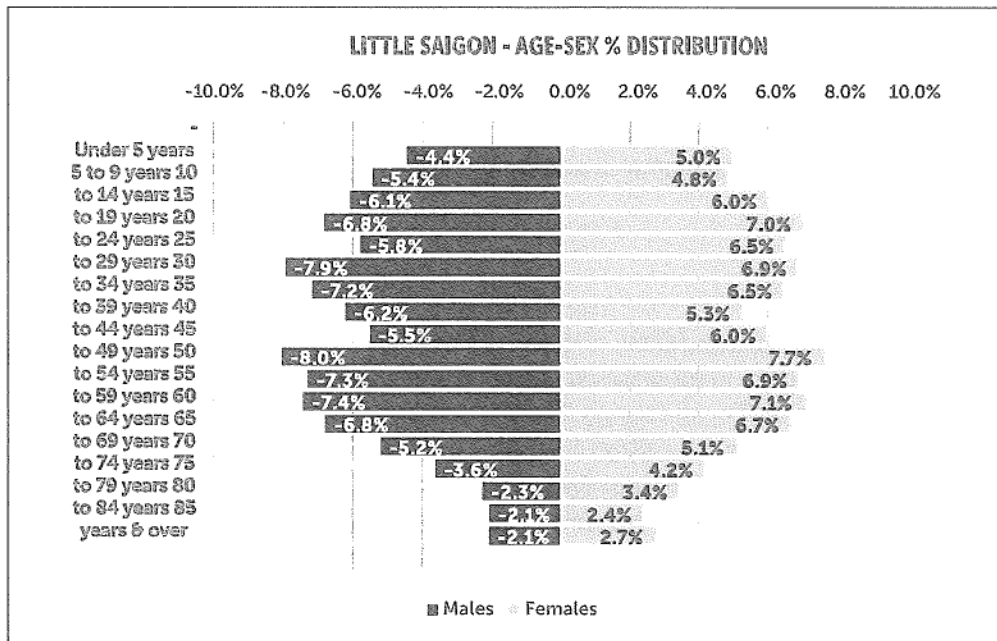
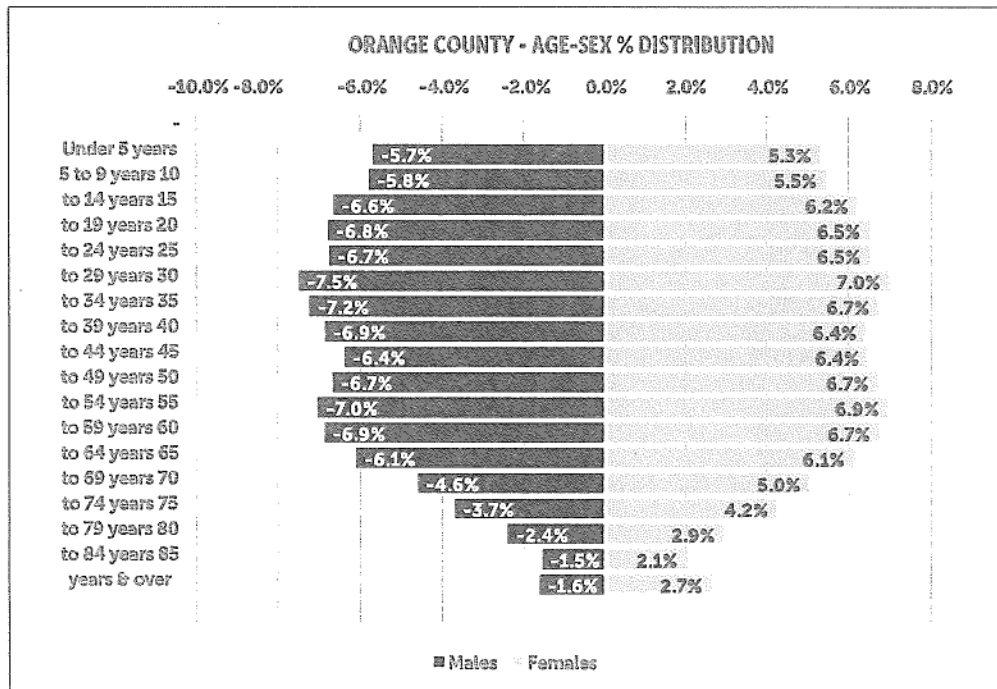


FIGURE 8: ORANGE COUNTY'S AGE AND SEX DISTRIBUTION PYRAMID, 2022



In terms of racial makeup, 92.3% of Little Saigon residents reported being of a single race, while the proportion was 88% for Orange County¹⁶. Of these, 23.3% were White alone, 1.15% Black alone, and 52.8% Asian alone for Little Saigon, while the proportions for Orange County were 50.2% White alone, 1.7% Black alone, and 21.7% Asian alone¹⁷. In Little Saigon, 43.4% of the population reported being Vietnamese, while the proportion was 6.8% for Orange County¹⁸.

Finally, of the total population, 28.5% in Little Saigon reported being of Hispanic origin, while the proportion was 33.9% for Orange County¹⁹. There is a substantial proportion of people of Hispanic origin in the Little Saigon area, though as a percentage, it is smaller than that for the county.

Place of Birth and Citizenship

Little Saigon makes up 7.2% of the Orange County population, of which 50.6% are native-born compared to 70.5% for Orange County. In other words, 49.4% of the Little Saigon population is foreign-born compared to 29.5% for Orange County²⁰. Of those foreign-born, 70.4% of the Little Saigon population is naturalized compared to 57.9% of the overall county population²¹. Of the foreign-born, 29.6% of the Little Saigon population is non-citizen compared to 42.1% for Orange County (these could be people with immigrant or other kind of visas)²². Of the foreign-born residents, 74.5% in Little Saigon come from Asia and 22.6% from Latin America, compared to 51.2% and 38.9%, respectively, for Orange County²³.

49.4% of the Little Saigon population is foreign-born compared to 29.5% for Orange County.

English as the only language spoken at home occurs in 28.7% of Little Saigon households compared to 54.4% for Orange County²⁴. Where English is not the only language spoken, 39.8% speak it “less than well” in Little Saigon compared to 18% in Orange County²⁵. Spanish is spoken at 22.4% of the Little Saigon homes compared to 24.3% for the county²⁶. The share of Asian and Pacific Islander language speakers is 46.8% in Little Saigon and 15.3% for the county²⁷.

The share of Asian and Pacific Islander language speakers is 46.8% in Little Saigon and 15.3% for the county.

¹⁶Computed using Table DP-05, line 55.

¹⁷Table DP-05, lines 34, 35, and 41.

¹⁸Table DP-05, line 47.

¹⁹Table DP-05, line 70.

²⁰Table DP-02, line 89.

²¹Table DP-02, line 96.

²²Table DP-02, line 97.

²³Table DP-02, lines 107 and 110.

²⁴Table DP-02, line 113.

²⁵Table DP-02, line 115.

²⁶Table DP-02, line 117.

²⁷Table DP-02, line 121.

IV. ECONOMIC CHARACTERISTICS OF PEOPLE IN LITTLE SAIGON

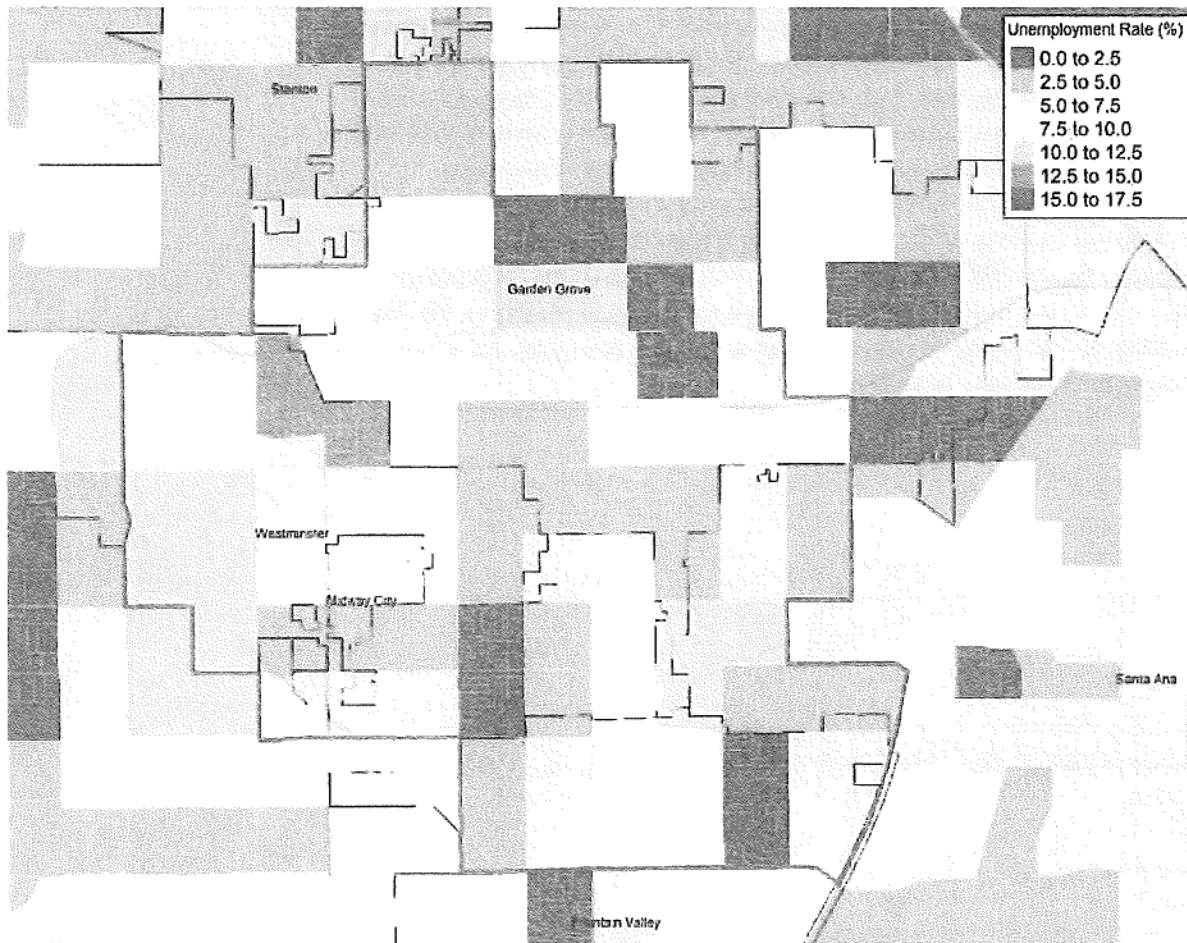
This section describes the general economic characteristics of residents of Little Saigon compared to Orange County in 2022. A discussion of Little Saigon from businesses' perspective is in Section VIII below.

Employment and Unemployment

Little Saigon has a weaker labor market than Orange County as shown by key labor market indicators. The unemployment rate calculates the percentage of the labor force (employed and unemployed) who do not have a job but are actively looking for one. Little Saigon had a higher unemployment rate and a lower employment-population ratio than Orange County in 2022. The unemployment rate of Little Saigon was 6.7%, which was higher than the Orange County unemployment rate of 5.4%²⁸. Figure 9 below shows the unemployment rate in Little Saigon by census tract in 2022 with Little Saigon's borders in purple:

Little Saigon has a weaker labor market than Orange County as shown by key labor market indicators.

FIGURE 9: UNEMPLOYMENT RATE BY CENSUS TRACT



²⁸Table DP-03, line 9.

The unemployment rates differ within Little Saigon. The highest unemployment rates within Little Saigon were in the southern parts east of Mile Square Regional Park and the neighborhood around and south of the Asian Garden Mall, where unemployment rates are above 15%. The lowest unemployment rates are in the northern part of Garden Grove and along Westminster Ave. in the eastern part of Little Saigon where unemployment rates are below 5%.

The employment-population ratio is the percentage of the population 16 years or older that is employed, and a lower employment-population ratio means that fewer adults are working. The employment-population ratio in 2022 was 56.9% in Little Saigon versus 62% in Orange County²⁹.

The lower employment-population ratio in Little Saigon reflects lower participation by Little Saigon residents in the workforce. Several factors could contribute to this lower participation. First, Little Saigon residents are older and more likely to be closer to retirement age than the typical Orange County residents. As noted above, 16.5% of Little Saigon residents in 2022 were 65 years and older versus 15.4% of Orange County residents³⁰. The median age of Little Saigon residents was 41 years versus 39 years for Orange County residents³¹. Second, Little Saigon residents of typical working age are more likely to be disabled. In Little Saigon, about 7.5% of residents 18 to 64 years old were disabled versus 6.2% in Orange County³². Third, Little Saigon families with young children are more likely to have a parent staying at home than Orange County families. Of workers with children under 6 years old, 61.1% of them were in households with all parents in the labor force versus 65.6% in Orange County³³. Long-term differences in female labor force participation cannot explain lower overall labor force participation. While the employment-population ratio for women is lower in Little Saigon compared to Orange County (52.1% vs. 55.8%), the gap between Little Saigon's and Orange County's employment-population ratio for men is far larger (61.6% vs. 68.3%)³⁴. Childcare, disability, and an aging workforce are all also reasons why the national employment-population ratio has been falling³⁵.

The lower employment-population ratio in Little Saigon reflects lower participation by Little Saigon residents in the workforce.

²⁹Calculated as employment/(population 16 and over)*100 using Table DP-03, rows 1 and 4.

³⁰Table DP-05, line 23.

³¹Table DP-05, line 17.

³²Table DP-02, line 76.

³³Table DP-03, row 15.

³⁴Table DP-03, rows 1, 4, 10, and 13 with male value = total value – female value.

³⁵As discussed in Abraham, Katharine G., and Melissa S. Kearney. 2020. "Explaining the Decline in the US Employment-to-Population Ratio: A Review of the Evidence." *Journal of Economic Literature*, 58 (3): 585–643.

Occupations and Industries

This subsection describes the occupations, industries, and classes of the 108,266 workers who lived in Little Saigon in 2022³⁶. Occupation estimates describe the kind of work that people do on the job. Industry describes the kind of business conducted by their employer. The class of worker defines the type of ownership of the workers' employers.

Workers who live in Little Saigon are more likely to be employed in service- and production-related occupations and less likely to be employed in white-collar occupations. 45.6% of workers in Orange County are employed in management, business, science, and arts-related occupations, only about 31.4% of workers in Little Saigon are employed in these occupations³⁷. On the other hand, 22.5% of Little Saigon workers are in service occupations versus 16.4% in Orange County, and 17.4% of Little Saigon workers are in production, transportation, and material moving occupations versus 10.1% in Orange County³⁸. This difference may be caused by the fact that fewer Little Saigon workers have a college degree which is more likely to be required for white-collar jobs. Also, many of the initial wave of Vietnamese refugees to the United States were well-educated professionals, but language barriers and other reasons forced many former white-collar workers into retail, sales, and blue-collar work³⁹. As later sections in our report show, manufacturing employment within Little Saigon's boundaries has fallen substantially since 2002, forcing many of Little Saigon's manufacturing workers to commute out of Little Saigon for work.

Workers who live in Little Saigon are more likely to be employed in service- and production-related occupations and less likely to be employed in white-collar occupations.

The industry employment in Little Saigon is consistent with the occupation data. Professional, financial, high-tech, and administrative industries have fewer Little Saigon workers, 34.2%, while the ratio is 43.9% for Orange County. However, there is a higher proportion of Little Saigon workers in services, 39.1% (excluding public administration), compared to 35.7% for Orange County⁴⁰. 16.8% of Little Saigon workers were employed in manufacturing versus 11.7% for Orange County in 2022⁴¹.

Little Saigon workers are slightly less likely to be employed by the government than Orange County workers. 81.8% of Little Saigon workers were private wage and salary workers compared to 80.8% in Orange County, and 10.7% worked for the government in Little Saigon compared to 11.5% in Orange County⁴². Self-employment rates were similar in Little Saigon and Orange County; just over 7% of workers were self-employed in Little Saigon and Orange County⁴³.

³⁶Table DP-03, row 4.

³⁷Table DP-03, row 27.

³⁸Table DP-03, rows 28 and 31.

³⁹Detailed survey data is collected in Nguyen, Liem T., and Alan B. Henkin. "Vietnamese refugees in the United States: Adaptation and transitional status." *The Journal of Ethnic Studies* 9.4 (1982): 101.

⁴⁰Computed using Table DP-03, lines 32, 42, 43, and 44.

⁴¹Table DP-03, line 35.

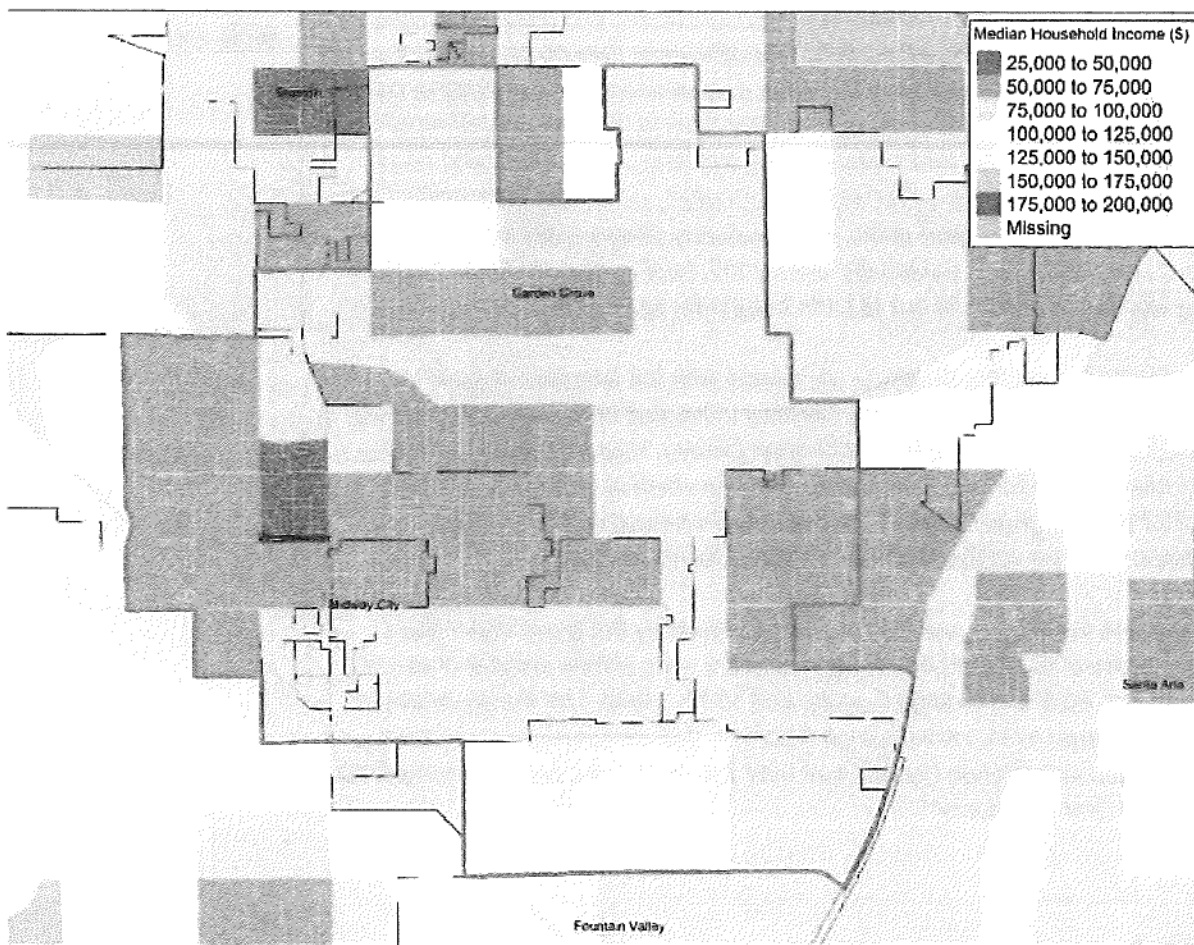
⁴²Table DP-03, lines 47 and 48.

⁴³Table DP-03, line 49.

Income Profile

Little Saigon's median household income lags Orange County's but has been recovering since the Great Recession. Median household income was \$79,911 in Little Saigon census tracts in 2022 compared to \$109,361 in Orange County. In other words, median household income was 27.8% lower in Little Saigon compared to Orange County⁴⁴. Little Saigon households are about half as likely to be earning over \$200,000 compared to Orange County overall, with 11.4% of Little Saigon households earning more than \$200,000 compared to 22.3% in Orange County. Median household incomes are the highest in the more recent expansions of Little Saigon in Fountain Valley to the south and Garden Grove to the north and the lowest in Westminster to the west:

FIGURE 10: MEDIAN HOUSEHOLD INCOME BY CENSUS TRACT (2022 ACS)



⁴⁴Table DP-03, row 62.

Family status of households cannot explain much of the difference in household income between Little Saigon and Orange County. The median household income of nonfamily households (i.e., roommates) in Little Saigon was 65.5% of nonfamily households in Orange County (\$45,625 vs. \$69,626)⁴⁵. Family households' incomes in Little Saigon also lag household incomes in Orange County. Little Saigon's median family household (excludes people living together as roommates) income was \$85,156, which was 68.6% of Orange County's median at \$124,132⁴⁶.

Since household incomes are lower in Little Saigon, poverty rates here are higher compared to Orange County: 6.8% of Orange County families are in poverty, while the proportion is 11.1% for Little Saigon⁴⁷. Poverty rates by household and population groups are also consistently higher in Little Saigon for almost all demographic groups.

Historical income data in Table 11 suggests that Little Saigon suffered more in the aftermath of the Great Recession. It has been recovering slowly and is catching up to the rest of Orange County, especially in areas where Little Saigon has recently expanded. Table 11 below shows the median household income data for 2010, 2015, and 2022 for Little Saigon. As Little Saigon has expanded over that period, we include median household income estimates based on our 2010, 2015, and 2021 definitions of Little Saigon to allow a comparison of the regions over time.

Little Saigon suffered more in the aftermath of the Great Recession. It has been recovering slowly and is catching up to the rest of Orange County, especially in areas where Little Saigon has recently expanded.

TABLE 11: NOMINAL MEDIAN HOUSEHOLD INCOME IN LITTLE SAIGON AND ORANGE COUNTY, 2010-2022⁴⁸

Year	MEDIAN HOUSEHOLD INCOME				ANNUALIZED GROWTH RATES (%)			
	LS area in 2010	LS area in 2015	LS area in 2021	OC	LS area in 2010	LS area in 2015	LS area in 2021	OC
2010	\$55,347	\$55,536	\$58,357	\$74,344	-	-	-	-
2015	\$48,651	\$51,462	\$51,462	\$76,509	-2.5	-1.5	-2.5	0.6
2022	\$70,583	\$75,982	\$79,911	\$109,361	5.5	5.7	6.5	5.2

Median household incomes in Little Saigon were \$55,347 in 2010, \$51,462 in 2015, and much higher at \$79,911 in 2022 using contemporary definitions of Little Saigon. Median household income fell between 2010 and 2015 while it rose in Orange County by this measure, and median household income grew at over a 5% rate in Little Saigon and Orange County between 2015 and 2022. This growth caused Little Saigon's median household income as a percentage of Orange County's income to fall from 74.4% in 2010 to 67.2% in 2015. Little Saigon's median household income recovered to 73.1% of Orange County's level by 2022. The industries and occupations of Little Saigon workers could explain the slow recovery from the Great Recession since the recovery was strongest in the typically higher paying white-collar and high-tech industries.

⁴⁵Table DP-03, row 90.

⁴⁶Table DP-03, line 86.

⁴⁷Table DP-03, line 119.

⁴⁸Based on different versions of Table DP-03 we calculated for different definitions of Little Saigon and different years.

The income data in Table 11 shows that the older core of Little Saigon (LS area in 2010) has had slower income growth compared to the newer areas of Little Saigon. While median household income using the larger 2021 Little Saigon boundary was 5.4% higher in 2010 compared to median household income in the 2010 boundary, it was 13.2% higher by 2022. The data suggests that Little Saigon is expanding into areas that have been growing faster in recent times.

Wealth

While we cannot observe the wealth of Little Saigon residents using American Community Survey data, we can use Internal Revenue Service (IRS) data for rough estimates of income from interest, dividends, and other assets that provide income, and we can infer some aspects of wealth in Little Saigon compared to Orange County. The IRS's Statistics of Income data provided tallies of the number of returns and amount on each return of income, deductions, and other tax information by zip code, from which we estimated how much of each zip code was in the Little Saigon area to attribute the tax data to Little Saigon.

Our efforts suggest that just as Little Saigon's income lags Orange County's, its wealth also lags Orange County as of 2021. Little Saigon residents have less than half the share of their income from sources other than wages and benefits compared to Orange County residents. While 11.8% of income in Little Saigon is from sources other than wages and benefits, Orange County residents earn 26.6% of their income from these sources⁴⁹. Fewer Little Saigon residents report interest and dividend income⁵⁰, and Little Saigon residents are also less likely to report cryptocurrency holdings than Orange County residents (4.7% of returns in Little Saigon and 5.7% in Orange County)⁵¹. Fewer Little Saigon residents also report capital gains income (18.3%) compared to Orange County (27.8%)⁵².

Commuting

Little Saigon workers have a longer commute and are more likely to travel to work by car than the typical Orange County and American workers. On average, American workers spent 26.7 minutes per workday on their commute in 2022⁵³. Orange County workers had a longer average commute of 27.3 minutes, and Little Saigon residents had an even longer average commute of 28.3 minutes⁵⁴.

Little Saigon residents have less than half the share of their income from sources other than wages and benefits compared to Orange County residents.

Little Saigon workers have a longer commute and are more likely to travel to work by car than the typical Orange County and American workers.

⁴⁹ Calculated using Table YYY, lines 19 and 21.

⁵⁰ Table YYY, lines 22, 24, and 26.

⁵¹ Table YYY, line 9.

⁵² Table YYY, line 32.

⁵³ <https://data.census.gov/table/ACSDP5Y2022.DP03>

⁵⁴ Table DP-03, row 25.

Commuting Destinations

Commuting destinations in 2021 can be described using data from LODES (The Longitudinal Employer-Household Dynamics of the Center for Economic Studies at the Census Bureau). LODES data shows Little Saigon residents are more likely to commute to somewhere within Orange County than the typical Orange County resident. Of the 96,948 workers commuting from Little Saigon, 13,525 (14%) commute to another location within Little Saigon, and 55,250 (57%) commute to somewhere in the rest of Orange County. Of other Orange County residents, 24,220 (1.9%) commute to Little Saigon, and 795,985 (63.6%) commute to the rest of Orange County. About 92% of Little Saigon's workers commute somewhere within Orange or Los Angeles counties, but despite Little Saigon's access to Los Angeles County via I-405 and SR-22, Little Saigon residents are less likely to commute to Los Angeles County than the typical Orange County resident (21.1% vs. 24%). About 2.5% of Little Saigon's commuters travel to each of Riverside, San Bernardino, or San Diego counties.

Method of Commute and Working from Home

Little Saigon residents are more likely to commute by car, less likely to walk, and less likely to work from home than the typical Orange County resident. In 2022, 88% of Little Saigon workers commuted by car compared to 80.4% of Orange County residents⁵⁵. While more Little Saigon workers drove to work, they were more likely to carpool (13.1%) than Orange County workers (9%)⁵⁶.

Fewer Little Saigon workers work from home than Orange County workers, which explains much of the difference in commuting methods. In 2022, 8% of Little Saigon workers telecommuted from home compared to 14.6% of Orange County workers⁵⁷. Little Saigon workers are less likely to work from home, partly because they are less likely to work in occupations that encourage work from home, like business and management, and more likely to work in occupations where telecommuting is less common, such as manufacturing⁵⁸.

Little Saigon residents are more likely to commute by car, less likely to walk, and less likely to work from home than the typical Orange County resident. Fewer Little Saigon workers work from home than Orange County workers, which explains much of the difference in commuting methods.

V. SELECTED SOCIAL CHARACTERISTICS

This section describes some of the social characteristics of the Little Saigon population, those related to household living arrangements, school enrollment, and educational attainment.

⁵⁵Table DP-03, rows 19 and 20.

⁵⁶Table DP-03, row 20.

⁵⁷Table DP-03, row 24.

⁵⁸Table DP-03, rows 27, 31, 35, and 41. More information on occupations more likely to be work from home here: <https://www.bls.gov/careeroutlook/2022/article/telework.htm>.

Household Living Arrangements

Little Saigon has fewer unmarried women living on their own and cohabiting couples (living together in a relationship but unmarried) compared to Orange County. While the overall proportion of married couple households is similar in Little Saigon and Orange County (52.1% versus 53.7%), Little Saigon has fewer cohabitating couple households than Orange County (4.6% versus 6.1%)⁵⁹. There is a larger proportion of male households with no spouse/partner (19.3%) in Little Saigon compared to Orange County (15.7%), but not for female households with no spouse/partner⁶⁰. While there are fewer households of women living alone in Little Saigon, 8.9%, than male, 9.1%, the share of living-alone female households in Little Saigon is substantially lower than in Orange County (8.9% versus 12.4%)⁶¹. There are also more households with one or more people over 65 in Little Saigon (37.3%) than in Orange County (31.3%)⁶².

Little Saigon has fewer unmarried women living on their own and cohabiting couples (living together in a relationship but unmarried) compared to Orange County.

A somewhat larger share of Little Saigon residents over 15 have never married (40.3% males and 33.7% female) compared to those in Orange County as a whole (38.1% males and 32.2% females)⁶³. However, compared to Orange County, a larger proportion of Little Saigon males are divorced (7.1% versus 6.9%) than females (9.8% versus 11.1%)⁶⁴.

The birth rate also is slightly higher in Little Saigon in Orange County. Per 1,000 women 15 to 50 years old, 51.3 gave birth in Little Saigon compared to 45 in Orange County in 2022⁶⁵. Of the women aged 15-50 who had a birth during the last year in Little Saigon, 23.5% were widowed, divorced, or never married compared to 20.8% in Orange County⁶⁶.

Little Saigon's grandparents are more likely to live with their grandchildren under 18 years since Little Saigon accounts for 11.1% of Orange County households living with their grandchildren compared to the share of the region's households in Orange County (6.3%)⁶⁷. However, fewer grandparents in Little Saigon are solely responsible for their grandchildren compared to Orange County (13.4% vs. 18%)⁶⁸. Also, a much higher proportion of grandparents responsible for their grandchildren under 18 are married (81.4%) in Little Saigon compared to Orange County (72.1%)⁶⁹.

Little Saigon's grandparents are more likely to live with their grandchildren under 18 years.

⁵⁹Table DP-02, lines 26 and 32.

⁶⁰Table DP-02, lines 30 and 36.

⁶¹Table DP-02, line 40.

⁶²Table DP-02, line 38.

⁶³Table DP-02, lines 26 and 32.

⁶⁴Table DP-02, lines 30 and 36.

⁶⁵Table DP-02, line 40.

⁶⁶Table DP-02, line 38.

⁶⁷Table DP-02, lines 1 and 44.

⁶⁸Table DP-02, line 45.

⁶⁹Table DP-02, line 52.

School Enrollment and Educational Attainment

Table 12 below shows the percentage of the population enrolled in school by the type of school. Fewer of those in school in Little Saigon attend preschool and kindergarten than in Orange County, though their shares are roughly equivalent to the rest of the county for higher grades. However, a much higher percentage attend college, 35.8% for Little Saigon compared to 33.9% for the county. It is possible that the parents in the Little Saigon area like to keep and teach younger children at home, though the cohort of students five years and younger is relatively smaller in Little Saigon compared to Orange County as suggested by the population pyramid in the Demographics section.

TABLE 12: SCHOOL ENROLLMENT IN LITTLE SAIGON AND ORANGE COUNTY, 2022⁷⁰

School Enrollment - Population 3 years and over enrolled in school	Little Saigon	Orange County
Nursery school, preschool	3.7%	5.9%
Kindergarten	3.5%	4.4%
Elementary school (grades 1-8)	35.0%	35.7%
High school (grades 9-12)	21.9%	20.1%
College or graduate school	35.8%	33.9%

Differences in school attendance show up in the level of educational attainment, as shown in Table 13 below.

TABLE 13: EDUCATIONAL ATTAINMENT IN LITTLE SAIGON AND ORANGE COUNTY, 2022⁷¹

Educational Attainment - Population 25 years and over	Little Saigon	Orange County
Less than 9th grade	13.7%	7.3%
9th to 12th grade, no diploma	11.2%	5.9%
High school graduate (includes equivalency)	24.6%	17.3%
Some college, no degree	17.8%	19.2%
Associate's degree	8.0%	7.6%
Bachelor's degree	18.4%	26.9%
Graduate or professional degree	6.4%	15.8%

A much higher percentage of Little Saigon residents over age 25 have less than 9th grade education (13.7% versus 7.3% for Orange County) or no high school diploma (11.2% for Little Saigon versus 5.9% for Orange County). However, compared to the county, the region also has a larger proportion of its residents over age 25 with only high school graduation or equivalency (24.6% versus 17.3%). But the Little Saigon area has fewer residents with college degrees at all levels. The effects of such educational attainment patterns are reflected in the residents' jobs, as discussed in the Economic Characteristics section of this report.

⁷⁰Table DP-02, lines 53-58.

⁷¹Table DP-02, lines 59-68.

Finally, computer and internet use are quite high in Little Saigon and countywide. 95.7% of Little Saigon households and 97.2% of the county households have a computer at home, and 90.6% of Little Saigon and 93.6% of the county households have subscriptions to broadband internet⁷².

VI. HOUSING

A housing unit is “an apartment, a group of rooms, or a single room occupied or intended for occupancy as separate living quarters.”⁷³ In total, there were 69,617 housing units in Little Saigon in 2022, which was 6.2% of the housing stock in Orange County⁷⁴. The vast majority of these, 96.4%, were occupied (94.3% for Orange County), and rental vacancy rates were lower in Little Saigon (2.3% versus 4.2% for Orange County)⁷⁵. Single-family detached homes make up 52.1% of Little Saigon’s housing units compared to 49.8% in Orange County⁷⁶. Also, Little Saigon has relatively more mobile homes compared to Orange County (6.5% of housing units in Little Saigon vs. 2.6% in Orange County)⁷⁷.

Housing Size and Tenure

Housing units in Little Saigon tend to be smaller but have higher occupancy than Orange County, and the typical housing unit is older than in Orange County. The average household size is larger in Little Saigon compared to Orange County for both owner-occupied and renter-occupied homes. The average household size in 2022 of owner-occupied housing units was 3.5 persons in Little Saigon compared to 3.0 persons in Orange County, and renter-occupied housing units averaged 3.3 persons in Little Saigon compared to 2.9 persons in Orange County⁷⁸.

Little Saigon has fewer rooms per housing unit relative to the county with a median of 4.9 rooms in Little Saigon compared to 5.1 in Orange County⁷⁹. 17.7% of the Little Saigon units have 3 or fewer rooms compared to 19.3% for the county⁸⁰. The share of houses with four to six rooms is 64.3% versus 53.9%, and that with more than six rooms is 18% versus 26.8%⁸¹. With fewer rooms and more occupants per housing unit in Little Saigon, the occupational density is higher in Little Saigon, with 14% of housing units having more than one occupant per room compared to 8.7% for Orange County⁸².

Housing units in Little Saigon tend to be smaller but have higher occupancy than Orange County, and the typical housing unit is older than in Orange County. The average household size is larger in Little Saigon compared to Orange County for both owner-occupied and renter-occupied homes.

⁷²Table DP-02, lines 153 and 154.

⁷³<https://www.census.gov/housing/hvs/definitions.pdf>

⁷⁴Table DP-04, line 1.

⁷⁵Table DP-04, lines 2 and 5.

⁷⁶Table DP-04, line 7.

⁷⁷Table DP-04, line 14.

⁷⁸Table DP-04, lines 48 and 49.

⁷⁹Table DP-04, line 37.

⁸⁰Table DP-04, lines 27-30.

⁸¹Table DP-04, lines 27 and 31-36.

⁸²Table DP-04, line 77.

The housing stock in Little Saigon is older relative to Orange County. For example, 72.6% of the units in Little Saigon were built between 1940 and 1979, compared to 55.7% in Orange County⁸³. The share of relatively new housing built since 2010 is 3.6% of the total housing for Little Saigon and 7.8% for Orange County⁸⁴.

Housing Values

Since housing units in Little Saigon are smaller and older compared to Orange County, the median housing price is lower in Little Saigon compared to Orange County. However, Little Saigon residents were relatively more likely to have paid off their mortgage compared to those in Orange County: 59.6% of the owner-occupied households in Little Saigon have a mortgage compared to 68.6% in Orange County⁸⁵. The median price of owner-occupied housing in 2022 was \$698,600 in Little Saigon compared to \$862,900 in Orange County⁸⁶. Of these units, 10.8% were valued below \$200,000 in Little Saigon compared to 4.9% in Orange County⁸⁷. The share of houses priced between \$200,000 and \$500,000 was 13.1% for Little Saigon and 9.4% for Orange County, those between \$500,000 and under one million was 66.2% and 51.7%, and for those \$1 million or more was 10.5% and 34%, respectively⁸⁸.

Rents and Housing Costs

As housing prices and the size of housing units are lower in Little Saigon than in Orange County, rents are also lower. 59.6% of Little Saigon renters paid less than \$2,000 in monthly rent payments in 2022 compared to 36.5% for Orange County, while 35.4% paid between \$2,000 and \$3,000 (43% for the county), and 10.8% paid more than \$3,000 compared to 20.5% for the county⁸⁹. The median rent in Little Saigon was \$1,900 per month, compared to \$2,248 per month in Orange County⁹⁰. However, despite the lower rents in Little Saigon, rent is still a larger burden on their households than in Orange County. Monthly rent as a percentage of household income measures the financial burden of housing that considers income. 52.6% of Little Saigon renter households pay more than 35% of their income in gross rent compared to 46.1% for the county⁹¹.

Vehicle Ownership

Little Saigon households are less likely to own a vehicle compared to Orange County residents, but if they own vehicles, they are more likely to own many. 6.8% of the occupied housing units of Little Saigon and 4.6% of the Orange County do not own a vehicle⁹².

Since housing units in Little Saigon are smaller and older compared to Orange County, the median housing price is lower in Little Saigon compared to Orange County. However, Little Saigon residents were relatively more likely to have paid off their mortgage compared to those in Orange County.

As housing prices and the size of housing units are lower in Little Saigon than in Orange County, rents are also lower.

⁸³Table DP-04, lines 16 and 22-25.

⁸⁴Table DP-04, lines 16-18.

⁸⁵Table DP-04, line 91.

⁸⁶Table DP-04, line 89.

⁸⁷Table DP-04, lines 80-84.

⁸⁸Table DP-04, lines 80 and 85-88.

⁸⁹Table DP-04, lines 126-133.

⁹⁰Table DP-04, line 134.

⁹¹Table DP-04, line 142.

⁹²Table DP-04, line 58.

24.1% of the Little Saigon own one vehicle compared to 27.3% for Orange County, and 34.4% own two vehicles (40.5% for the county)⁹³. The share of those owing more than three vehicles is larger in Little Saigon than in Orange County, 34.4% versus 27.6%⁹⁴.

VII. INDUSTRY EMPLOYMENT

This section describes Little Saigon from its businesses' perspective.

We have data from two sources. First, the California Employment Development Department (EDD) data on the number of establishments, employment, and total payroll for the second quarter of 2023, which is the most recent data available. Second is the employment data from the Longitudinal Employer-Household Dynamics (LODES) of the Center for Economic Studies at the Census Bureau to provide historical perspective.

Employment Development Department Data

Table A.VII.1 and A.VII.2 show the EDD data for Little Saigon and Orange County. The EDD data includes 11,252 establishments in Little Saigon that employ 49,896 workers and have an annualized payroll of \$2.02 billion⁹⁵. The annual average payroll per worker, including full- and part-time workers, was \$40,519, and the average establishment employed 4.4 workers. For Orange County, there were 140,191 establishments employing 1,486,627 workers with an annualized payroll of \$109.36 billion. The annual average payroll per worker in Orange County, including full- and part-time workers, was \$73,564, and the average establishment employed 10.6 workers.

Little Saigon's largest industry by establishments is Health Care and Social Assistance⁹⁶, with 7,163 establishments, almost 10 times more than the next two largest sectors, Accommodation and Food Services, and Retail Trade. The four industries with the fewest establishments are Educational Services; Information; Arts, Entertainment, and Recreation; and Management of Companies and Enterprises.

The top two industries for total payroll were Health Care and Social Assistance and Retail Trade with around \$103 million in total payroll. However, the average payroll per employee was highest in Management of Companies and Enterprises with \$102,885 and construction with \$75,238. We caution that these numbers are not full-time salaries, and the prevalence of part-time workers would affect the average payroll of these industries. For Orange County, Health Care and Social Assistance is also the largest industry with 45,285 establishments, which is more than twice as large as the second largest sector of Professional and Technical Services with 19,632 establishments.

Little Saigon's largest industry by establishments is Health Care and Social Assistance⁹⁵, with 7,163 establishments, almost 10 times more than the next two largest sectors, Accommodation and Food Services, and Retail Trade.

⁹³Table DP-04, lines 59 and 60.

⁹⁴Table DP-04, line 61.

⁹⁵We multiply the quarterly payroll amount by four to convert into its annual equivalent.

⁹⁶Health Care and Social Assistance is a sector defined by the North American Industry Classification System (NAICS). It includes jobs in inpatient and outpatient hospital, medical clinic, dental, and psychiatric positions, and it includes child and elder care: <https://www.naics.com/six-digit-naics/?code=62>.

Little Saigon's share of Orange County's establishments, employment and total payroll are in Table IV. For Little Saigon, Health Care and Social Assistance provide the largest share of Orange County's establishments with 15.8%. Accommodation and Food Services accounts for 8.5% with Retail Trade totaling 7.4% of the corresponding Orange County industries. The three sectors with the lowest shares of Orange County with under 3% are Management of Companies and Enterprises; Arts, Entertainment, and Recreation; and Professional, Scientific, and Technical Services.

Little Saigon's businesses differ significantly from those of Orange County in several respects. First, the average employment of Little Saigon establishments is less than half (41.8%) of Orange County businesses and average payroll per establishment in Little Saigon was less than a quarter (23%) of Orange County businesses, which suggests that Little Saigon has more small businesses compared to Orange County. LODES data discussed below suggests that employment by large enterprises has fallen in Little Saigon over the past two decades while it has risen in Orange County. Employers with large industrial establishments typically locate in large industrial parks, but the neighborhoods of Little Saigon are more residential than industrial. Several large industrial areas in Fountain Valley, Costa Mesa, Huntington Beach, western Garden Grove, southern Anaheim, Orange, and Irvine are top commuting destinations of Little Saigon residents but lie outside of Little Saigon's boundaries.

Second, Little Saigon businesses pay significantly less in some sectors per employee compared to Orange County businesses. No industry pays more per employee in Little Saigon than in Orange County. While the average payroll per employee differences may be caused partly by relying on more part-time workers, average payroll per employee is only 29% of Orange County in the Information industry (\$40,375 vs. \$138,554). Average payroll per employee is less than 60% of Orange County in Professional and Technical Services (51.4%; \$57,500 vs. \$111,773); Health Care and Social Assistance (52.9%; \$33,550 vs. \$63,387) Finance and Insurance (57.4%; \$76,504 vs. \$138,277); and Manufacturing (57.7%; \$56,376 vs. \$97,772). The average payroll per employee in Little Saigon is closest to Orange County in the Transportation and Warehousing industry (94.8%; \$54,800 vs. \$61,571). Since Health Care and Social Assistance is the largest industry in Little Saigon, its average payroll differences are of particular concern. This payroll difference is partly caused by the lack of large hospitals with emergency services and relatively highly paid doctors in Little Saigon. None of the 24 hospitals in Orange County with emergency departments are within Little Saigon's boundary⁹⁷. The lower average payroll in the other industries could be explained by differences in education levels. Other areas like Irvine have a higher percentage of the population with at least a college degree, which would attract more high-tech manufacturing and white-collar employers.

First, the average employment of Little Saigon establishments is less than half (41.8%) of Orange County businesses and average payroll per establishment in Little Saigon was less than a quarter (23%) of Orange County businesses, which suggests that Little Saigon has more small businesses compared to Orange County.

None of the 24 hospitals in Orange County with emergency departments are within Little Saigon's boundary.

⁹⁷As of August 2024 according to the Orange County Health Care Agency: <https://ochealthinfo.com/providers-partners/emergency-medical-services/ems-system-providers/ems-hospitals>. The two closest hospitals are UCI Health-Fountain Valley, which is just south of the southern boundary of Little Saigon, and Garden Grove Hospital and Medical Center, which is east of Little Saigon.

LODES Industry Data

The LODES data focuses solely on employment by businesses within Little Saigon. We will examine historical trends in major industries in Little Saigon and Orange County between 2002 and 2021. We use the 2021 borders of Little Saigon throughout the analysis so that the growth of Little Saigon's borders does not create spurious trends in industry employment and to enhance comparability across time.

Little Saigon

While the EDD data shows that Health Care and Social Assistance is the largest industry in Little Saigon, that has not always been the case. Retail Trade was the largest industry in Little Saigon with 22.4% of employment in 2002. Classification changes in industry employment meant that about 5.5% of Little Saigon's jobs were reclassified from Other Services to Health Care and Social Assistance in 2013, so in the current classification, Health Care and Social Assistance and Educational Services were the 2nd and 3rd largest industries with around 13.5% of jobs each. However, employment in Retail Trade has stagnated over the past 20 years, and Educational Services has seen a decline in employment. While the COVID-19 pandemic caused job losses in both of these industries, employment in both sectors had barely changed between 2002 and 2019.

The major industries that have grown the fastest since 2002 are Accommodation and Food Services and Health Care and Social Assistance. Excluding the jobs added because of classification changes in 2013, Health Care and Social Assistance employment grew at a 3.9% average annual rate in Little Saigon, and Accommodation and Food Services employment grew at a 3.1% annual rate. Little Saigon's location near Disneyland, Knott's Berry Farm, and other tourism destinations may have helped growth in Accommodation and Food Services, and employment growth in Health Care and Social Assistance is consistent with county-level growth in this industry as described below.

The major industry that has declined the most in the last two decades in Little Saigon is Manufacturing. Between 2002 and 2021, Manufacturing employment fell by more than half in Little Saigon, and its share of employment in Little Saigon fell by 2/3 from 9.5% to 3.1% of employment. The data suggests a sectoral shift in Little Saigon away from manufacturing and toward Health Care and Social Assistance and Accommodation and Food Services.

Orange County

The LODES data from 2002 to 2021 in Orange County suggests that the largest three industries by employment are Health Care and Social Assistance (12.9% of employment); Administrative and Support and Waste Management and Remediation Services (10% of employment); and manufacturing (9.8% of employment). Just prior to the COVID pandemic in 2019, Accommodation and Food Services was also a noteworthy sector with 9.9% of employment.

The major industries that have grown the fastest since 2002 are Accommodation and Food Services and Health Care and Social Assistance.

The major industry that has declined the most in the last two decades in Little Saigon is Manufacturing. Between 2002 and 2021, Manufacturing employment fell by more than half in Little Saigon.

The fastest-growing industries between 2002 and 2021 were Health Care and Social Assistance (3.1% average annual growth after adjusting for classification changes in 2013); Professional Scientific and Technical Services (1.8% average annual growth) and Construction (1.5% average annual growth). The two major industries with the fastest decline were Arts Entertainment and Recreation (2.5% average annual decline); and manufacturing (1.3% average annual decline). However, Arts Entertainment and Recreation would be one of the fastest-growing industries, excluding the effects of the COVID pandemic since over half of the jobs in this industry were lost between 2019 and 2021 in Orange County. Manufacturing’s job losses since 2019 have been much smaller, so the decline in manufacturing is a more stable long-term trend.

Comparison between Little Saigon and Orange County

While Little Saigon has seen a sectoral shift away from Manufacturing and into Accommodation and Food Services and Health Care and Social Assistance, Orange County has seen rapid expansion of several service industries and less of a decline in Manufacturing than in Little Saigon. Both Little Saigon and Orange County have seen increases in employment in Health Care and Social Assistance and Accommodation and Food Services. However, the growth in Professional Scientific and Technical Services in Orange County has not been matched in Little Saigon.

VIII. BUSINESS CHARACTERISTICS

This section summarizes data provided by four cities that comprise most of Little Saigon, Garden Grove, Fountain Valley, Westminster, and Santa Ana. The cities provided data on businesses with a business license in each city.

TABLE 14: TOTAL NUMBER OF BUSINESSES

BUSINESSES BY CITY	
	Total Business Licenses
Garden Grove	3,260
Fountain Valley	6,302
Westminster	3,265
Santa Ana	25,343

While Little Saigon has experienced significant economic changes and challenges, we expect that it will continue to grow and have significant opportunities for small businesses and entrepreneurs.

IX. FUTURE TRENDS FOR LITTLE SAIGON

While Little Saigon has experienced significant economic changes and challenges, we expect that it will continue to grow and have significant opportunities for small businesses and entrepreneurs.

The Vietnamese community and Little Saigon in Orange County have consistently grown since the 1970s, and it is expected that it will continue to expand. While about half of the Vietnamese community in Orange County lives in Little Saigon, half lives outside of it, and

many are in nearby neighborhoods into which the population could expand further. Figure 5 showed the number of Vietnamese speakers by census tract, and it showed that there were more than 1,000 people who speak Vietnamese at home living in census tracts outside of Little Saigon in Stanton, Fountain Valley, eastern Garden Grove, southern Anaheim, and western Santa Ana. These neighborhoods are close to being considered a part of Little Saigon by our population definition. While Little Saigon is expanding to the north, east, and southeast, its border to the southwest is firmly the I-405 freeway.

Little Saigon's recent generation of college graduates are more likely to have STEM-related degrees, and this pool of technical talent may encourage more high-tech businesses to move to or be founded in Little Saigon. Table 15 below shows graduates' first college degree by age. Among all degree holders 25 or older, Little Saigon degree holders are more likely to be in science and engineering and related fields (51.8%) than Orange County degree holders (48.9%). Among younger degree holders aged 25 to 39, Little Saigon graduates are even more likely to have a degree in science and engineering and related fields (53.8%) compared to Orange County degree holders (49.5%).

Little Saigon's recent generation of college graduates are more likely to have STEM-related degrees, and this pool of technical talent may encourage more high-tech businesses to move to or be founded in Little Saigon.

TABLE 15: FIRST COLLEGE DEGREE OF COLLEGE GRADUATES BY AGE

Variable	Little Saigon		Orange County		Little Saigon as a % of Orange County
	Number	Percent	Number	Percent	
Total Pop. 25 and older with a Bachelor's degree or higher	40,451	100.0	939,818	100.0	4.3
Science and Engineering	16,617	41.1	382,179	40.7	4.3
Science and Engineering Related Fields	4,322	10.7	77,823	8.3	5.6
Business	9,359	23.1	201,431	21.4	4.6
Education	2,572	6.4	54,790	5.8	4.7
Arts, Humanities and Others	7,581	18.7	223,595	23.8	3.4
Total Pop. 25 to 39 years with a Bachelor's degree or higher	16,422	100.0	312,279	100.0	5.3
Science and Engineering	7,022	42.8	128,416	41.1	5.5
Science and Engineering Related Fields	1,806	11.0	26,015	8.3	6.9
Business	3,631	22.1	66,077	21.2	5.5
Education	481	2.9	8,690	2.8	5.5
Arts, Humanities and Others	3,482	21.2	83,081	26.6	4.2

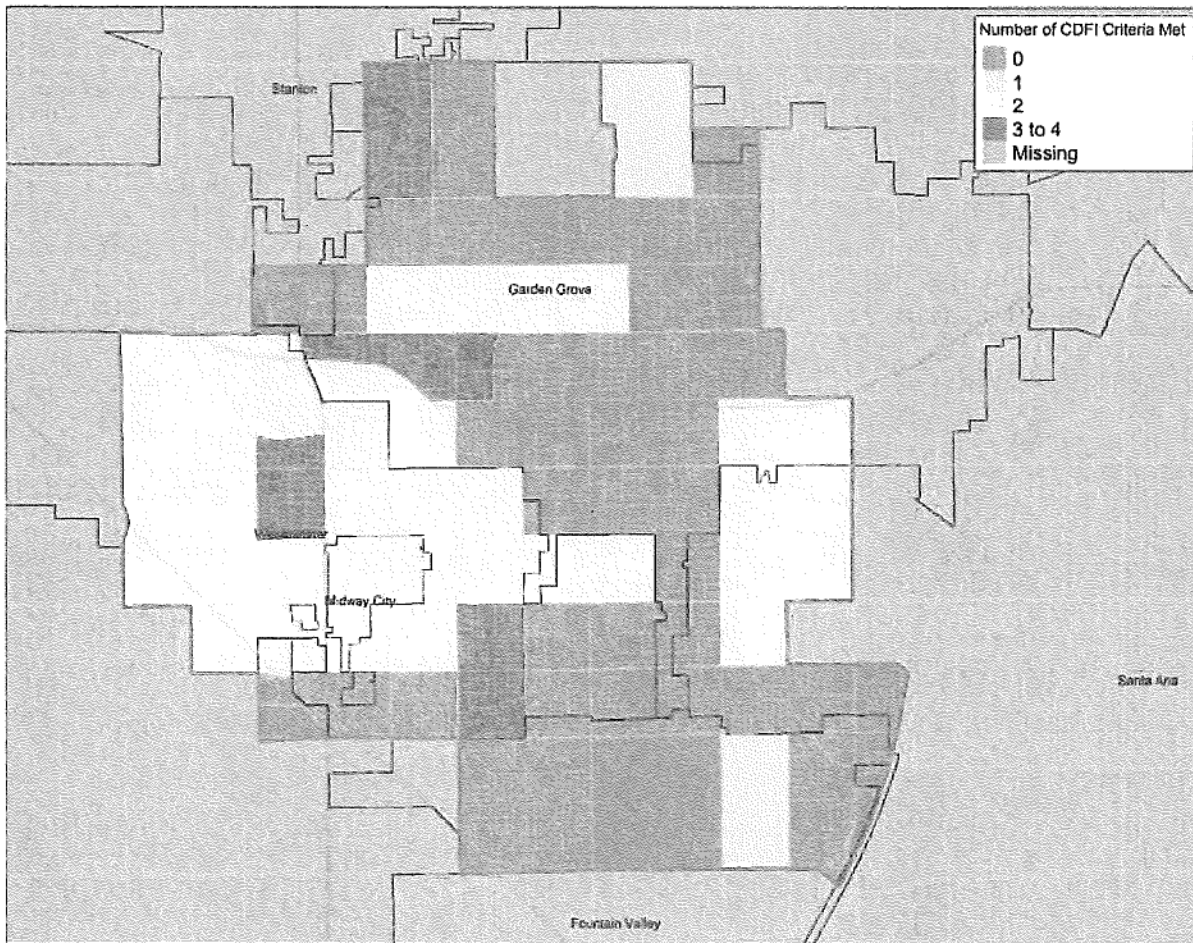
Little Saigon's small businesses have seen rapid growth in recent times. Between 2012 and 2021, employment by small businesses has been increasing faster in Little Saigon compared to Orange County, and the job losses seem concentrated in larger firms. According to LODES data, employment by small businesses under 20 employees grew at an average 3.2% per year in Little Saigon compared to 2% in Orange County, while employment by firms with 500 or more employees fell 1.8% per year in Little Saigon compared to growth of 0.4% per year in Orange County.

Little Saigon's small businesses have seen rapid growth in recent times. Between 2012 and 2021, employment by small businesses has been increasing faster in Little Saigon compared to Orange County, and the job losses seem concentrated in larger firms.

While Little Saigon lags Orange County by several economic indicators, there are tax incentives, grants, and other programs that could attract more investment into Little Saigon. The Community Development Financial Institutions Fund (CDFI), a branch of the U.S. Department of the Treasury, administers several programs that tailor resources to help

develop local communities. For example, the Bank Enterprise Award Program provides awards to banks and thrifts that increase lending or service activity in economically distressed communities. The New Markets Tax Credit promotes investment by offering a 39% tax credit spread over seven years on an investment in distressed communities. Eligibility for CDFI programs depends on several factors, including low income, high poverty rates, and high unemployment rates compared to the area. The graph below shows which of the Little Saigon tracks meet these criteria based on their most recent revisions.

FIGURE 16: ELIGIBILITY CRITERIA FOR CDFI PROGRAMS BY CENSUS TRACT IN LITTLE SAIGON



While not every program uses all these criteria, program criteria and eligibility are updated as economic data is updated, and there may need to be additional criteria that have to be met to qualify for programs.

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and Economics**

English	Vietnamese
Bolstering the Success of Little Saigon: A Community Survey of Businesses and Organizations	Tăng cường sự phát triển của Little Saigon: Khảo sát cộng đồng dành cho các doanh nghiệp và tổ chức
We would like to request your input to help improve Little Saigon's ability to attract customers and visitors to the neighborhood.	Chúng tôi mong muốn nhận được góp ý của quý vị để giúp Little Saigon nâng cao khả năng thu hút khách hàng và du khách đến khu vực này.
The Cities of Fountain Valley, Garden Grove, and Santa Ana engaged Clarity of Place, a strategic advisory firm, to help assess opportunities and needs facing Little Saigon as the area works to grow as a cultural district over the next 5 years. This effort seeks to benefit the neighborhood's tourism and hospitality businesses, residents, local economy, customers, and visitors.	Các Thành phố Fountain Valley, Garden Grove và Santa Ana đã hợp tác với Clarity of Place, một công ty tư vấn chiến lược, để đánh giá những cơ hội và nhu cầu mà Little Saigon đang đối mặt trong quá trình phát triển thành một khu văn hóa trong 5 năm tới. Nỗ lực này hướng đến việc mang lại lợi ích cho các doanh nghiệp du lịch và dịch vụ lưu trú trong khu vực, cư dân, kinh tế địa phương, khách hàng và du khách.
An important element of this Destination Opportunity Assessment is understanding the perspectives of our businesses and organizations who help drive the Little Saigon economy.	Một yếu tố quan trọng của Đánh giá Cơ hội Điểm đến này là việc hiểu rõ quan điểm của các doanh nghiệp và tổ chức góp phần phát triển kinh tế của Little Saigon.
We need your insights on what attracts customers and visitors to Little Saigon and what should be done to ensure the area grows in a way that continues to have a positive impact on our community.	Chúng tôi cần những ý kiến của quý vị về những yếu tố thu hút khách hàng và du khách đến Little Saigon, cũng như những việc cần thực hiện để bảo đảm khu vực này phát triển theo hướng tiếp tục mang lại tác động tích cực cho cộng đồng.
The survey should take approximately 5-7 minutes to complete. Please share your thoughts by Friday, January 16, 2026.	Thời gian làm khảo sát này là khoảng 5-7 phút để hoàn tất. Vui lòng chia sẻ ý kiến của quý vị trước Thứ Sáu, ngày 16 Tháng Một, 2026.
Your responses will be sent directly to the Clarity of Place team and will be anonymous.	Các phản hồi sẽ được gửi trực tiếp đến nhóm Clarity of Place và hoàn toàn ẩn danh.
Thank you in advance for your help.	Cảm ơn sự hỗ trợ của quý vị.
Little Saigon Destination Assets We are most interested in your views of Little Saigon as a destination and what attracts people to shop, dine, explore, visit, or consider spending time in the neighborhood. For the purposes of this survey, we consider a destination to be a place or neighborhood that offers a compelling blend of recreational offerings, retail and restaurant options, interesting places to see, and other areas that draw in customers, residents, and visitors to be part of the neighborhood's distinctive environment.	Tiềm năng của điểm đến là Little Saigon Chúng tôi đặc biệt quan tâm đến cách nhìn nhận của quý vị về Little Saigon như là một điểm đến, cũng như những yếu tố thu hút mọi người đến mua sắm, ăn uống, khám phá, tham quan hoặc dành thời gian trong khu vực. Trong phạm vi khảo sát này, "điểm đến" được hiểu là một địa điểm hoặc khu phố mang đến sự kết hợp hấp dẫn giữa các hoạt động giải trí, cửa hàng bán lẻ, nhà hàng, những địa điểm thú vị để tham quan và các không gian khác, là những yếu tố thu hút khách hàng, cư dân và du khách tham gia và trải nghiệm môi trường đặc trưng của khu vực.
1. What do you think are Little Saigon's top three strengths as a destination for customers	1. Theo quý vị, ba điểm mạnh hàng đầu của Little Saigon như là một điểm đến dành cho khách

<p>and visitors? What attracts individuals here the most? (select up to 3)</p>	<p>hàng và du khách là gì? Điều gì thu hút mọi người đến đây nhiều nhất? (chọn tối đa 3)</p>
<ul style="list-style-type: none"> • Diversity of experiences and attractions • Affordability • Culinary offerings (including restaurants, specialty foods, etc.) • Arts and culture • Events and festivals • Unique shopping and retail opportunities • Family-friendly activities • Access to other Orange County destination communities • Access to Disneyland • Friendly and welcoming reputation • Ease of getting to/from Little Saigon • Entertainment options • Churches and religious options • Variety of accommodations • Other strength or customer/visitor lure. 	<ul style="list-style-type: none"> • Sự đa dạng về trải nghiệm và điểm tham quan • Giá cả phải chăng • Ẩm thực (bao gồm nhà hàng, các món đặc sản, v.v.) • Nghệ thuật và văn hóa • Sự kiện và lễ hội • Cơ hội mua sắm và cửa hàng bán lẻ độc đáo • Hoạt động cho cả gia đình • Kết nối với các cộng đồng điểm đến khác tại Quận Cam • Gần Disneyland • Danh tiếng thân thiện và hiếu khách • Thuận tiện đến/đi khỏi Little Saigon • Các loại hình giải trí • Nhà thờ và các cơ sở tôn giáo • Đa dạng các lựa chọn lưu trú • Thế mạnh khác hoặc yếu tố thu hút khách hàng/du khách khác
<p>2. What do you think are the top challenges that prevent Little Saigon from attracting more customers or visitors? (select up to 3)</p>	<p>2. Theo quý vị, những thách thức lớn nhất nào đang cản trở Little Saigon thu hút thêm khách hàng hoặc du khách? (chọn tối đa 3)</p>
<ul style="list-style-type: none"> • Perceptions of the area as lacking amenities or attractions to draw in visitors from other areas • Lack of a cohesive brand/brand awareness of Little Saigon • Appearance/aesthetics of the community • Lack of places to see or things to do • Lack of familiarity/comfort with Little Saigon culinary offerings • Lack of lodging inventory • Condition of existing attractions and plazas • Lack of community support for Little Saigon's growth opportunities • Competition from surrounding cities or cultural districts • Lack of wayfinding or directional signage across Little Saigon • Concerns over safety • Concerns over traffic congestion 	<ul style="list-style-type: none"> • Nhận thức rằng khu vực thiếu tiện ích hoặc nơi tham quan thú vị để thu hút du khách từ nơi khác • Thiếu thương hiệu thống nhất / mức độ nhận diện thương hiệu Little Saigon còn hạn chế • Hình ảnh / mỹ quan của cộng đồng • Thiếu điểm tham quan hoặc hoạt động trải nghiệm • Thiếu sự quen thuộc hoặc cảm giác thoải mái với ẩm thực Little Saigon • Thiếu nơi lưu trú • Tình trạng của các điểm tham quan và khu thương mại hiện có • Thiếu sự ủng hộ của cộng đồng đối với các cơ hội phát triển của Little Saigon • Sự cạnh tranh từ các thành phố hoặc khu văn hóa lân cận • Thiếu hệ thống chỉ đường hoặc bảng hướng dẫn trong toàn khu Little Saigon • Lo ngại về an toàn

<ul style="list-style-type: none"> Concerns over homeless populations and panhandling Other (please describe) None of the above 	<ul style="list-style-type: none"> Lo ngại về tắc nghẽn giao thông Lo ngại về tình trạng vô gia cư và xin ăn Yếu tố khác (vui lòng mô tả) Không có ý nào ở trên
Program to Promote Little Saigon to Customers and Visitors	Chương trình quảng bá Little Saigon đến khách hàng và du khách
3. How important would the following possible programs and activities be to the success of your business or organization in attracting customers or visitors to Little Saigon?	3. Mức độ quan trọng của các chương trình và hoạt động sau đây đối với sự thành công của doanh nghiệp hoặc tổ chức của quý vị trong việc thu hút khách hàng hoặc du khách đến Little Saigon là như thế nào?
Promote Little Saigon to external markets to raise awareness and attract more customers or visitors	Quảng bá Little Saigon đến các thị trường bên ngoài nhằm nâng cao sự nhận diện và thu hút thêm khách hàng hoặc du khách
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Creating marketing assets to enhance the customer or visitor experience	Xây dựng ấn phẩm truyền thông nhằm nâng cao trải nghiệm của khách hàng và du khách
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Securing and providing industry news and businesses development updates	Thu thập và cung cấp thông tin ngành nghề cùng các cập nhật về phát triển doanh nghiệp
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Developing iconic or readily identifiable landmarks to encourage customer and visitor interest	Phát triển các địa danh mang tính biểu tượng hoặc dễ nhận diện để tạo sự quan tâm của khách hàng và du khách
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Improving the customer and visitor experience throughout the neighborhood	Cải thiện trải nghiệm của khách hàng và du khách trong toàn khu vực
Strongly disagree Disagree Neither agree nor disagree Agree	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý

Critical to my success	Rất quan trọng đối với sự thành công của tôi
Promoting visitor experience available in Little Saigon	Quảng bá trải nghiệm cho du khách hiện đã có ở Little Saigon
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Providing more opportunities for Little Saigon businesses to connect and network throughout the year	Tạo thêm nhiều cơ hội để các doanh nghiệp tại Little Saigon kết nối và xây dựng mạng lưới hợp tác quanh năm
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Supporting and marketing events and festivals to draw guests to Little Saigon	Hỗ trợ và quảng bá các sự kiện, lễ hội nhằm thu hút du khách đến Little Saigon
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Securing and providing data and research results on customers and visitors	Thu thập và cung cấp dữ liệu cùng kết quả nghiên cứu về khách hàng và du khách
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Shared collaborative purchasing for businesses	Mua hàng chung theo hình thức hợp tác cho các doanh nghiệp
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Access to capital for business growth, business expansion, or building improvement	Tiếp cận nguồn vốn cho tăng trưởng doanh nghiệp, mở rộng kinh doanh hoặc cải thiện trụ sở
Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Programs that help reach travelers arriving in the Los Angeles area for FIFA World Cup competitions	Các chương trình giúp tiếp cận du khách đến khu vực Los Angeles trong thời gian diễn ra các giải đấu FIFA World Cup

Strongly disagree Disagree Neither agree nor disagree Agree Critical to my success	Hoàn toàn không đồng ý Không đồng ý Không đồng ý cũng không phản đối Đồng ý Rất quan trọng đối với sự thành công của tôi
Destination Opportunity Assessment Outcomes 4. What are the top three goals or outcomes you would like to see included in Little Saigon's Destination Opportunity Assessment?	Kết quả Đánh giá Cơ hội Điểm đến 4. Ba mục tiêu hoặc kết quả hàng đầu mà quý vị muốn thấy được đưa vào Đánh giá Cơ hội Điểm đến của Little Saigon là gì?
<ul style="list-style-type: none"> • Advocate for policies and practices that preserve Little Saigon's unique sense of place. • Ensure that Little Saigon has the ability to provide marketing and promotional efforts. • Support the enhancement of the neighborhood's hospitality infrastructure, such as hotels, restaurants, and other amenities to strengthen quality of place for residents and to accommodate customer and visitor needs. • Encourage and support local events, festivals, and cultural activities that give customers and visitors a reason to visit and extend their time in Little Saigon. • Develop target markets and seek new opportunities. • A shared vision/future goal for tourism in Little Saigon • Encourage new development throughout the neighborhood that provides mutual benefit for Little Saigon residents, customers, and visitors. • Other (please describe) 	<ul style="list-style-type: none"> • Ủng hộ chính sách và ứng dụng giúp bảo tồn bản sắc độc đáo của Little Saigon. • Đảm bảo Little Saigon có khả năng thực hiện các hoạt động tiếp thị và quảng bá. • Hỗ trợ nâng cấp cơ sở hạ tầng phục vụ khách, như khách sạn, nhà hàng và các tiện ích khác, nhằm nâng cao chất lượng sống cho cư dân và đáp ứng nhu cầu của khách hàng và du khách. • Khuyến khích và hỗ trợ các sự kiện, lễ hội và hoạt động văn hóa tại địa phương, tạo lý do để khách hàng và du khách ghé thăm và kéo dài thời gian lưu lại Little Saigon. • Xác định thị trường mục tiêu và tìm kiếm cơ hội mới. • Xây dựng tầm nhìn/mục tiêu tương lai chung cho du lịch tại Little Saigon. • Khuyến khích phát triển mới trong toàn khu vực mang lại lợi ích cho cư dân, khách hàng và du khách của Little Saigon. • Khác (vui lòng mô tả)
Your role in the Visitor Economy	Vai trò của quý vị trong kinh tế du lịch
5. Please select the sector that best applies to your business or organization. (If you represent more than one sector, please mark the one that best applies).	5. Vui lòng chọn lĩnh vực phù hợp nhất với doanh nghiệp hoặc tổ chức của quý vị. (Nếu quý vị đại diện cho nhiều lĩnh vực, vui lòng đánh dấu lĩnh vực phù hợp nhất.)
<ul style="list-style-type: none"> • Attraction, Tours, or Visitor-facing experience • Venue for meetings/events/entertainment/sports 	<ul style="list-style-type: none"> • Điểm tham quan, tour hoặc trải nghiệm hướng đến khách du lịch • Địa điểm tổ chức họp/hội nghị/sự kiện/giải trí/thể thao

<ul style="list-style-type: none"> • Recreation/Parks • Retailer • Lodging (including short-term rentals) • Restaurant, Beverage, or Food Production • Transportation provider • Professional Services that support tourism-related businesses • Place-making organization or association (e.g., chamber of commerce, economic development, downtown) • Cultural/Social community organization • Church or religious organization • Municipality • Real Estate (Developer, Property Manager, Landlord, or Realtors) • Media outlet • Other (please specify) 	<ul style="list-style-type: none"> • Giải trí/Công viên • Doanh nghiệp bán lẻ • Lưu trú (bao gồm cho thuê ngắn hạn) • Nhà hàng, đồ uống, hoặc sản xuất thực phẩm • Nhà cung cấp dịch vụ vận chuyển • Dịch vụ chuyên nghiệp hỗ trợ doanh nghiệp liên quan đến du lịch • Tổ chức hoặc hiệp hội xây dựng điểm đến (ví dụ: phòng thương mại, phát triển kinh tế, trung tâm thành phố) • Tổ chức văn hóa/xã hội cộng đồng • Nhà thờ hoặc tổ chức tôn giáo • Chính quyền địa phương • Bất động sản (công ty xây dựng, quản lý tài sản, chủ nhà, môi giới) • Tổ chức truyền thông • Khác (vui lòng ghi rõ)
What do you feel would improve Little Saigon's customer or visitor experience the most?	Quý vị cảm thấy điều gì sẽ cải thiện trải nghiệm của khách hàng hoặc du khách tại Little Saigon nhất?
What is the most important and effective message that customers and visitors need to hear about Little Saigon?	Thông điệp quan trọng và hiệu quả nhất mà khách hàng và du khách cần biết về Little Saigon là gì?
Thank you Thank you for taking the time to share your thoughts on Little Saigon.	Cảm ơn Cảm ơn quý vị đã dành thời gian chia sẻ ý kiến về Little Saigon.
So that we know a little about those responding to this survey, please tell us about yourself.	Để chúng tôi hiểu hơn về những người tham gia khảo sát, vui lòng cung cấp một số thông tin về quý vị.
A. On average, how frequently does your business/organization interact with your city government?	A. Trung bình, doanh nghiệp/tổ chức của quý vị tương tác với chính quyền thành phố bao lâu một lần?
<ul style="list-style-type: none"> • More than once a month • A few times a year • Once every few years • My business/organization has not interacted with local government 	<ul style="list-style-type: none"> • Hơn một lần mỗi tháng • Một vài lần mỗi năm • Một lần mỗi vài năm • Doanh nghiệp/tổ chức của tôi chưa từng tương tác với chính quyền địa phương
B. What is the zip code of your business or organization?	B. Zip code của doanh nghiệp hoặc tổ chức của quý vị là gì?
C. How long have you been working in your community?	C. Quý vị đã làm việc trong cộng đồng này bao lâu?
<ul style="list-style-type: none"> • Less than a year • 1-5 years 	<ul style="list-style-type: none"> • Dưới 1 năm • 1-5 năm

<ul style="list-style-type: none"> • 6-10 years • 11-15 years • More than 15 years • I do not work in Little Saigon 	<ul style="list-style-type: none"> • 6–10 năm • 11–15 năm • Hơn 15 năm • Tôi không làm việc tại Little Saigon
D. How long has this business or organization been operating?	D. Doanh nghiệp hoặc tổ chức này đã hoạt động được bao lâu?
<ul style="list-style-type: none"> • First year of operations • 2-4 years • 5-7 years • 8-12 years • 13-25 years • Over 25 years 	<ul style="list-style-type: none"> • Năm đầu tiên hoạt động • 2–4 năm • 5–7 năm • 8–12 năm • 13–25 năm • Hơn 25 năm
E. What is your role in the organization?	E. Vai trò của quý vị trong tổ chức là gì?
<ul style="list-style-type: none"> • Owner • General Manager/President • Assistant Manager • Marketing, Sales, or Communications • Customer Services • Janitorial/Housekeeping • Food preparation • Other (please specify) • None of the above 	<ul style="list-style-type: none"> • Chủ sở hữu • Tổng giám đốc/Chủ tịch • Trợ lý quản lý • Marketing, Bán hàng hoặc Truyền thông • Dịch vụ khách hàng • Dọn dẹp/Quản lý vệ sinh • Chuẩn bị thực phẩm • Khác (vui lòng nêu) • Không có lựa chọn nào ở trên
Thank you again for taking the time to share your insights. If you would like to be notified when the destination opportunity assessment is finalized, please leave your contact information below:	Cảm ơn quý vị một lần nữa đã dành thời gian chia sẻ ý kiến. Nếu quý vị muốn nhận thông báo khi đánh giá cơ hội điểm đến được hoàn tất, vui lòng để lại thông tin liên lạc bên dưới:
<ul style="list-style-type: none"> • Name • Company/Organization • Email address 	<ul style="list-style-type: none"> • Tên • Công ty/Tổ chức • Địa chỉ email

Little Saigon Stakeholder Engagement Focus Group Questions

Thank you for taking the time to join this conversation. We are meeting as part of a Destination Opportunity Assessment to understand how tourism and visitor activity can better support Little Saigon's businesses, culture, and community.

We are here to listen to your experiences and priorities so this work reflects what you want to preserve, strengthen, and grow. Your insights will directly shape how we think about opportunities for Little Saigon moving forward.

1. **What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?**
2. **What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?**
3. **What types of support, resources, or tools would help your business or organization be more successful in attracting visitors?**
4. **How could Little Saigon strengthen its appeal to visitors (customers and tour operators)?**

Next Steps: We will take everything we hear during these conversations with community members along with survey results to shape our recommendations. Thank you again for your time and please reach out if you have any questions, hailey@clarityofplace.com

Little Saigon

Câu hỏi Thảo luận Nhóm – Kết nối các Bên liên quan

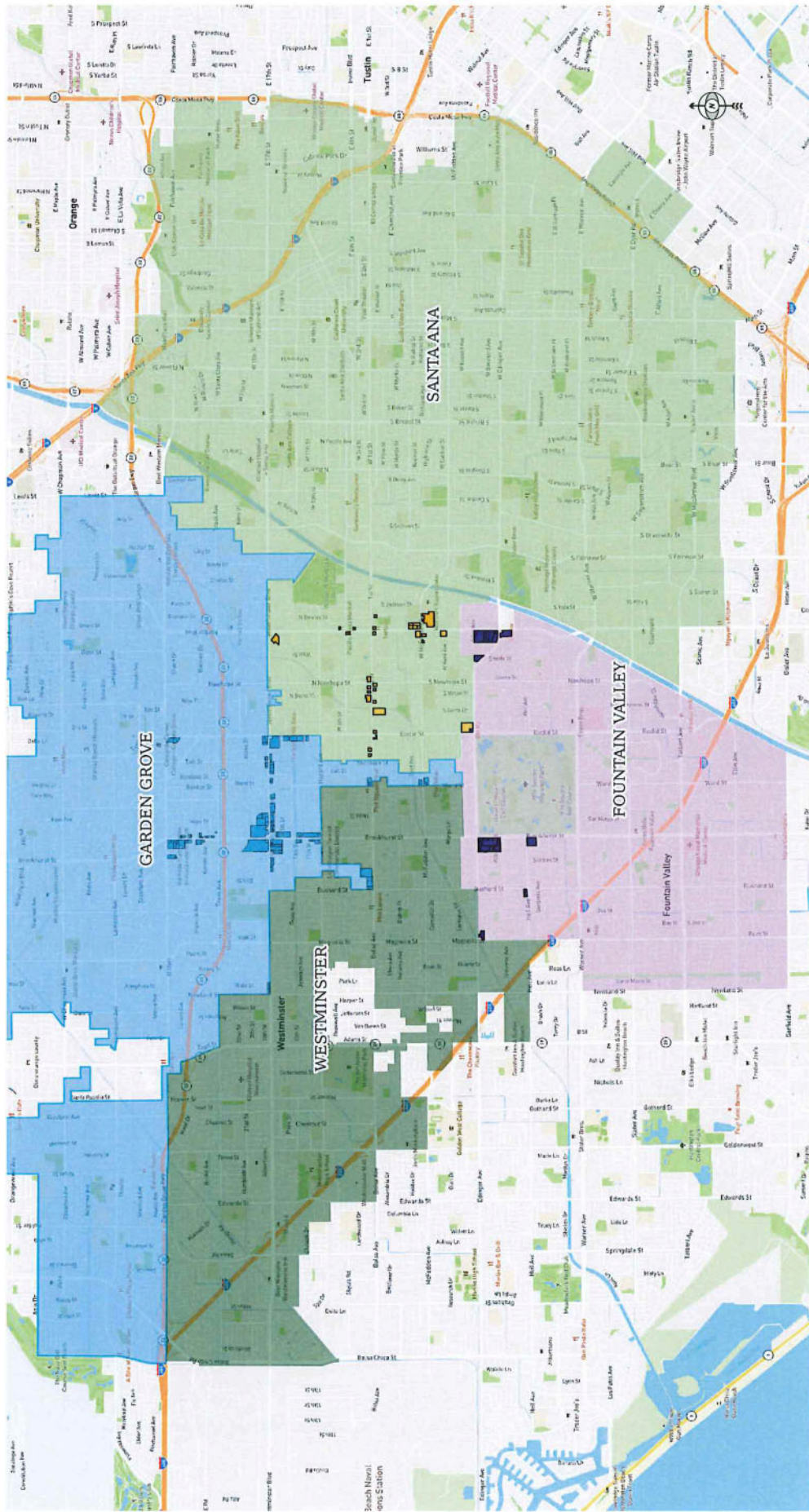
Cảm ơn quý vị đã dành thời gian tham gia buổi trao đổi này. Chúng ta gặp nhau hôm nay để Đánh giá Cơ hội Phát triển Điểm đến, nhằm tìm hiểu cách hoạt động du lịch và tham quan có thể hỗ trợ tốt hơn cho các doanh nghiệp, văn hóa và cộng đồng Little Saigon.

Chúng tôi có mặt ở đây để lắng nghe về trải nghiệm và những điều quý vị muốn ưu tiên, để công việc này phản ánh đúng những điều quý vị mong muốn gìn giữ, củng cố và phát triển. Những chia sẻ của quý vị sẽ trực tiếp định hướng cách chúng tôi nhìn nhận các cơ hội cho Little Saigon trong tương lai.

1. **Điều gì làm cho Little Saigon trở thành một nơi độc đáo, không giống bất kỳ nơi nào khác? Hãy nghĩ về những điều quý vị yêu quý nhất khi là một phần của cộng đồng này, và những điều quý vị hy vọng du khách sẽ nhận thấy, cảm nhận hoặc luôn ghi nhớ sau khi ghé thăm.**
2. **Trong tương lai, quý vị mong muốn thấy những loại hình trải nghiệm, không gian hoặc sự kiện nào—chẳng hạn như cải thiện không gian đi bộ, nghệ thuật công cộng, lễ hội, quảng trường ngoài trời hoặc chợ cộng đồng?**
3. **Những hình thức hỗ trợ, nguồn lực hoặc công cụ nào sẽ giúp doanh nghiệp hoặc tổ chức của quý vị thành công hơn trong việc thu hút du khách?**
4. **Little Saigon có thể tăng cường sức hấp dẫn đối với du khách (khách hàng và các công ty tổ chức tour) bằng những cách nào?**

Bước tiếp theo: Chúng tôi sẽ tổng hợp tất cả ý kiến thu thập được từ các buổi trao đổi với cộng đồng cùng với kết quả khảo sát để xây dựng các đề nghị. Một lần nữa xin cảm ơn quý vị đã dành thời gian cho khảo sát này. Nếu có bất kỳ câu hỏi nào, vui lòng liên lạc:

hailey@clarityofplace.com.



Garden Grove - Fountain Valley - Santa Ana
01.23.2026

Little Saigon Community Benefit District

0 500 1500 2500m

The program opened with welcoming remarks from Mayor Klopfenstein, who emphasized the City's commitment to innovation and ensuring local businesses have access to training on emerging tools and technologies. Presenters provided practical examples of how A.I. can support marketing, customer engagement, and administrative functions. Six sessions were structured to deliver actionable strategies that businesses of varying sizes could apply within their operations.



City staff also highlighted resources available through the Economic Development Division, including guidance on starting a business and financing programs such as the Microbiz Loan Program and the newly created Grow Garden Grove Fund. The event provided an opportunity to connect directly with attendees and reinforce the City's role in supporting business growth. The summit strengthened partnerships, increased awareness of City resources, and reinforced Garden Grove's commitment to long term economic vitality.

CONCLUSION

The 4th Annual A.I. Business Summit successfully convened the local business community with industry experts. In addition to providing valuable insight on A.I. integration, the event enhanced visibility of City programs and strengthened relationships with local businesses. Continued innovation focused programming supports the City's efforts to foster economic resilience and long term competitiveness.

Ursula Luna-Reynosa
Assistant City Manager
Economic Development and Housing Department Director

Prepared by: Henry Surjono, Administrative Analyst

WEEKLY MEMO 02-20-2026

SOCIAL MEDIA HIGHLIGHTS



Post Performance

February 12, 2026 – February 18, 2026

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

X @CityGardenGrove

f Garden Grove City Hall

g gardengrovecityhall



Garden Grove City Hall

Wed 2/18/2026 5:30 pm PST

#GGAAlert 🌩️ Storm Update

Showers are expected to continue tomorrow,...



<u>Video Views</u>	689
<u>Views</u>	1,690
<u>Average Reach per Post</u>	1,391
<u>Engagements</u>	22
<u>Engagement Rate (per View)</u>	1.3%



gardengrovecityhall

Wed 2/18/2026 5:30 pm PST

#GGAAlert 🌩️ Storm Update

Showers are expected to continue tomorrow,...



<u>Views</u>	3,512
<u>Average Reach per Post</u>	2,216
<u>Engagements</u>	145
<u>Engagement Rate (per View)</u>	4.1%



@CityGardenGrove

Wed 2/18/2026 3:25 pm PST

Join us in celebrating Garden Grove's 2026 college graduates at the annual College Graduates' Reception....



<u>Impressions</u>	16
<u>Average Potential Reach per Post</u>	4,736
<u>Engagements</u>	0
<u>Engagement Rate (per Impression)</u>	0%



gardengrovecityhall

Wed 2/18/2026 3:24 pm PST

FROM CAPS TO CAREERS, SUPPORT GARDEN GROVE'S COLLEGE CLASS OF 2026

...



Views	1,687
Average Reach per Post	592
Engagements	31
Engagement Rate (per View)	1.8%



Garden Grove City Hall

Wed 2/18/2026 3:24 pm PST

FROM CAPS TO CAREERS, SUPPORT GARDEN GROVE'S COLLEGE CLASS OF 2026

...

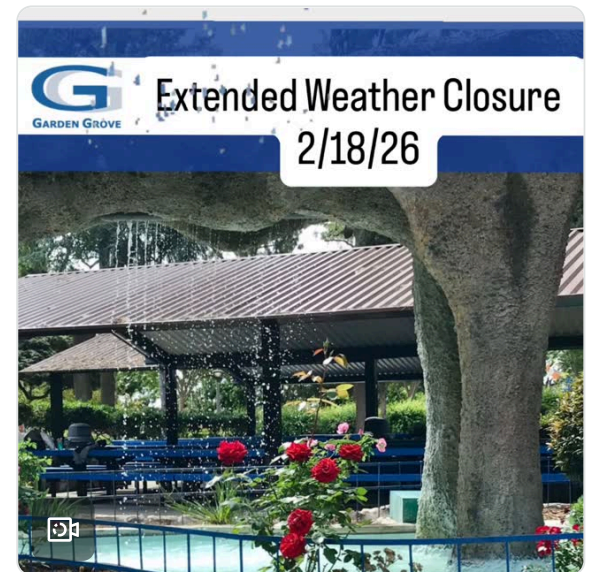


Views	434
Average Reach per Post	296
Engagements	10
Engagement Rate (per View)	2.3%



gardengrovecityhall

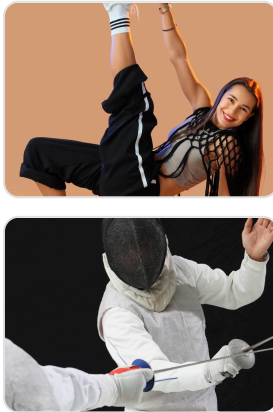
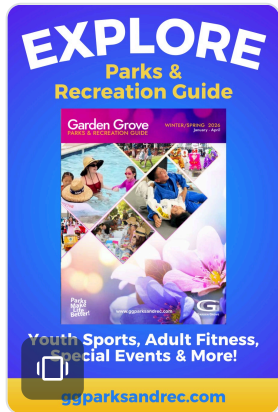
Tue 2/17/2026 4:56 pm PST





Views	850
Average Reach per Post	724
Comments	0
Story Taps Back	36

  **gardengrovecityhall**
Tue 2/17/2026 4:49 pm PST

✨ Serving, striking, spinning, sketching and scoring goals are just the start! From tennis and foil fencing to hip hop, futbol training,...



Views	1,417
Average Reach per Post	300
Engagements	7
Engagement Rate (per View)	0.5%

  **Garden Grove City Hall**
Tue 2/17/2026 4:49 pm PST

✨ Serving, striking, spinning, sketching and scoring goals are just the start! From tennis and foil fencing to hip hop, futbol training,...





Views	582
Average Reach per Post	400
Engagements	14
Engagement Rate (per View)	2.4%

  **gardengrovecityhall**
Tue 2/17/2026 4:24 pm PST


#DYK THE CITY'S INFORMATION RESOURCE HUB IS AVAILABLE ONLINE!?



Views	891
Average Reach per Post	719
Comments	0
Story Taps Back	92

  **gardengrovecityhall**
Tue 2/17/2026 4:13 pm PST

THERE'S STILL TIME! 🌸



Views	960
Average Reach per Post	751
Comments	0
Story Taps Back	38

  **@CityGardenGrove**
Tue 2/17/2026 11:04 am PST

Happy Lunar New Year, #GardenGrove! 💎

May the Year of the Horse bring you prosperit...



Impressions	62
Average Potential Reach per Post	4,736
Engagements	2
Engagement Rate (per Impression)	3.2%

  **gardengrovecityhall**
Tue 2/17/2026 11:04 am PST

Happy Lunar New Year, #GardenGrove! 💎

May the Year of the Horse bring you prosperit...



Views	3,206
Average Reach per Post	483
Engagements	33
Engagement Rate (per View)	1%



Garden Grove City Hall

Tue 2/17/2026 11:04 am PST

Happy Lunar New Year, #GardenGrove! 🍀

May the Year of the Horse bring you prosperit...



Views	2,205
Average Reach per Post	1,615
Engagements	55
Engagement Rate (per View)	2.5%



gardengrovecityhall

Tue 2/17/2026 8:42 am PST



Views	931
Average Reach per Post	744
Comments	0
Story Taps Back	14




gardengrovecityhall

Mon 2/16/2026 9:09 am PST

Rain is starting. Tap for rain tips.




Views	1,297
Average Reach per Post	963
Comments	0
Story Taps Back	8

 **@CityGardenGrove**
 Fri 2/13/2026 2:35 pm PST


#GGAlert Upcoming Storm System

With heavy rain in the forecast next Monday,...

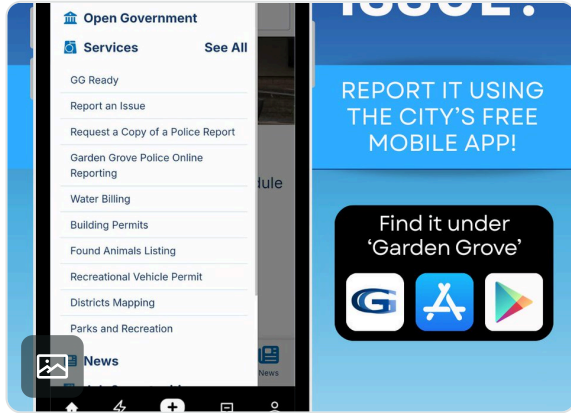


Moderate rain expected Monday through

Impressions	114
Average Potential Reach per Post	4,736
Engagements	9
Engagement Rate (per Impression)	7.9%

 **@CityGardenGrove**
 Fri 2/13/2026 2:35 pm PST


To report fallen or large branches, call the Garden Grove Public Works Department at (714) 741-5375. For after-hours and weekend...




REPORT IT USING THE CITY'S FREE MOBILE APP!

Find it under 'Garden Grove'

Impressions	65
Average Potential Reach per Post	4,736
Engagements	0
Engagement Rate (per Impression)	0%

 **@CityGardenGrove**
 Fri 2/13/2026 2:35 pm PST

- Station #82, 11085 Gilbert St
- Station #83, 12132 Trask Ave
- Station #84, 12191 Valley View St...



STAY PREPARED, GARDEN GROVE



and bags are available for pick up at your local Orange County Fire Authority stations during normal business hours.

Station #82 - 11805 Gilbert Street
 Station #83 - 12132 Trask Avenue
 Station #84 - 12191 Valley View Street

CHECK FOR UPDATES AND HELP KEEP YOUR STREET CLEAN

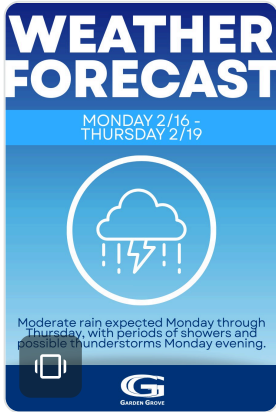


For street sweeping updates, visit ggcity.org/street-sweeping

Impressions	65
Average Potential Reach per Post	4,736
Engagements	3
Engagement Rate (per Impression)	4.6%



  **gardengrovecityhall**
 Fri 2/13/2026 2:35 pm PST

#GGAAlert Upcoming Storm System

With heavy rain in the forecast next Monday,...






Views	6,107
Average Reach per Post	1,303
Engagements	24
Engagement Rate (per View)	0.4%



  **Garden Grove City Hall**
 Fri 2/13/2026 2:35 pm PST


#GGAAlert Upcoming Storm System


With heavy rain in the forecast next Monday,...



Views	2,937
Average Reach per Post	1,775
Engagements	117
Engagement Rate (per View)	4%

  **Garden Grove City Hall**
 Fri 2/13/2026 11:00 am PST

 The community is invited to celebrate Garden Grove's spirit of gratitude, unity, and service at the upcoming Mayor's Prayer...



Video Views	1,203
Views	3,450
Average Reach per Post	1,887
Engagements	205
Engagement Rate (per View)	5.9%



gardengrovecityhall

Fri 2/13/2026 11:00 am PST

☀️ The community is invited to celebrate Garden Grove's spirit of gratitude, unity, and service at the upcoming Mayor's Prayer...



Views	3,081
Average Reach per Post	1,865
Engagements	165
Engagement Rate (per View)	5.4%



gardengrovecityhall

Thu 2/12/2026 11:49 am PST

Ready to start or grow your business in Garden Grove?



Views	888
Average Reach per Post	706
Comments	0
Story Taps Back	28



Post Performance

February 12, 2026 – February 18, 2026

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 Garden Grove Police Department



f Garden Grove Police Depart...

Wed 2/18/2026 4:13 pm PST

21 mph over the speed limit near schools?
That's not cool, it's dangerous.

...



Views	16,217
Average Reach per Post	10,363
Engagements	952
Engagement Rate (per View)	5.9%



f Garden Grove Police Depart...

Tue 2/17/2026 2:57 pm PST

Yesterday, eight of our #GGPD
#PoliceExplorers (H. Nguyen, J. Truong, J.
Gonzalez, D. Vidal, J. Vo, E. Lugo, S. Castorena,...



Views	9,680
Average Reach per Post	6,293
Engagements	886
Engagement Rate (per View)	9.2%



f Garden Grove Police Depart...

Mon 2/16/2026 12:13 pm PST

Today we honor the leaders whose vision,
service, and dedication helped shape our
nation and the freedoms we uphold every day...



Video Views	246
Views	1,119
Average Reach per Post	825
Engagements	23
Engagement Rate (per View)	2.1%



Garden Grove Police Depart...

Mon 2/16/2026 12:12 pm PST

Yesterday was National School Resource Officers Day. ❤️📌

...



<u>Views</u>	14,357
<u>Average Reach per Post</u>	10,071
<u>Engagements</u>	618
<u>Engagement Rate (per View)</u>	4.3%

WEEKLY MEMO 02-20-2026

NEWS ARTICLES

‘Year of Horse’ to parade down Bolsa Avenue on Saturday

BY OC TRIBUNE STAFF ON FEBRUARY 17, 2026 • ([LEAVE A COMMENT](#))



THE 2023 TET PARADE (City of Westminster photo).

West Orange County cities – especially Garden Grove and Westminster – have for decades been the host community for Vietnamese-Americans; it’s the largest such gathering outside of Vietnam itself.

Consequently, this area has been the home for a variety of traditional cultural experiences associated with the biggest holiday, Tet.

That’s the lunar new year observed across Asia; this time it’s The Year of the Horse.

The climatic event will be the annual Tet Parade, to be held on Saturday in the Little Saigon area of Westminster along Bolsa Avenue.

This year the parade will be hosted by the City of Westminster. The purpose of the event is to not only celebrate the new year, but also the Vietnamese-American community, which is drawn largely from those forced to flee their country when communists took over the Republic of Vietnam in 1975.

The parade isn’t the only such major event in the area. A Flower Street was held on Main Street in downtown Garden Grove last weekend, and Golden West College in Huntington Beach was the site recently of the Tet Festival.

The parade’s opening ceremony will be held at 8:30 a.m. with the procession scheduled to step off at 9:30 a.m.

It begins at the intersection of Bolsa Avenue and Magnolia Street and then turns eastbound on Bolsa. The parade will turn right on Bushard Street and head southbound, ending at Bishop Place.

GGUSD wins national honor for ‘sustained improvement’

BY OC TRIBUNE STAFF ON FEBRUARY 19, 2026 • ([LEAVE A COMMENT](#))



STUDENTS in the GGUSD have shown sustained improvement (Tribune photo).

The Garden Grove Unified School District has been honored with so many awards and accolades in recent years, it may become necessary to build a new trophy case.

Mostly recently, the GGUSD has been named a recipient of the first Carnegie Award for Impact, a national honor recognizing “significant and sustained improvement in high school student success.”

A highlight of these efforts is the Freshman on Track initiative, which supports students during the pivotal ninth-grade year.

“This national recognition reflects the extraordinary work happening in our schools every day,” said Board of Education President Bob Harden. “Our educators and staff continue to strengthen systems, collaborate across campuses, and provide targeted support to students during one of the most critical years of their academic journey. We are proud of the impact this work is having on student success.”

The GGUSD serves most of Garden Grove, as well as parts of Anaheim, Cypress, Fountain Valley, Santa Ana, Stanton and Westminster.



CITY OF GARDEN GROVE NEWS

CONTACT: Mark Ladney
Public Works Department
(714) 741-5372/markla@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Wednesday, February 18, 2026



CITY HOSTS FREE COMPOST GIVEAWAY FEBRUARY 28

On Saturday, February 28, 2026, from 8:00 a.m. to 11:00 a.m., or until supplies run out, the City of Garden Grove and Republic Services will host the annual Compost Giveaway, offering residents up to six bags of nutrient-rich compost for free. The event will be held at the Garden Grove Municipal Service Center, located at 13802 Newhope Street. The event is open to Garden Grove residents only. Proof of residency is required.

The distribution will be held in the center's parking lot on a first-come, first-served basis. Vehicles must enter from A Better Way, accessible from Anabel Street, north of the Garden Grove Municipal Service Center. Due to the popularity of the free event, residents should expect long lines. A second Compost Giveaway is scheduled for Saturday, April 25, 2026, from 8:00 a.m. to 11:00 a.m., at the Garden Grove Municipal Service Center.

The annual Compost Giveaway is one way the City of Garden Grove and Republic Services thank the community for participating in the state-mandated Organics Recycling program, enabling residents and businesses to recycle all food waste, food-soiled paper, and yard waste in their organics cart.

For more information, visit ggcity.org/organics.

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CITY OF GARDEN GROVE NEWS

Contact: Dana Saucedo (714) 741-5242
Community Services Department
danam@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Thursday, February 19, 2026



SPRUCE UP YOUR FRONT YARD FOR GARDEN GROVE GEMS HOME BEAUTIFICATION PROGRAM

The City of Garden Grove invites homeowners to start sprucing up their home's front yards for Garden Grove Gems, a home beautification program that recognizes residents for their home's outstanding curb appeal. Residents can nominate their homes online from Wednesday, April 1 through Friday, April 24. Online voting will take place from Monday, May 4 through Monday, May 18. Winning homes will receive citywide recognition with homeowners invited to an awards reception hosted by the Garden Grove City Council.

The home that receives the highest number of votes, along with a runner up, will be determined for each district. All winners will be announced during the week of Tuesday, May 26 through the City's website, social media platforms, and local media.

For more information and program guidelines, visit www.ggcity.org/gems or call (714) 741-5200.

###



Save the Date

Garden Grove Gems is a virtual home beautification program recognizing Garden Grove residents for their amazing homes.

Nominations

7:30 AM WEDNESDAY, APRIL 1
through
5:30 PM FRIDAY, APRIL 24

Participating residents will nominate themselves.

Voting

7:30 AM MONDAY, MAY 4
through
5:30 PM MONDAY, MAY 18

Community will vote online for
one home per District.



*Nominate your home
online to participate!*

visit ggcity.org/gems for more details.





Contact: Johnathan Garcia
Public Information Officer
(714) 741-5280 / johnathang@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Monday, February 9, 2026



CITY OF GARDEN GROVE FACILITIES AND SERVICES SCHEDULE ON PRESIDENTS DAY

In observance of the Presidents Day holiday, the City of Garden Grove will follow the schedule below for its facilities and services on Monday, February 16, 2026:

Garden Grove City Hall

- Garden Grove City Hall will be closed.

Resource Centers

- The Garden Grove Community Meeting Center, H. Louis Lake Senior Center, and Magnolia Park Family Resource Center will be closed.

Recreational Facilities

- Atlantis Play Center will be closed.

Street Sweeping

- Street sweeping services will not be provided on the holiday and will resume the following day. For more information, visit www.ggcity.org/pw/street-sweeping.

Trash Services

- Trash collection services will not be affected. For more information, visit www.republicservices.com/gardengrovec.

###



Contact: Sgt. Charles Starnes
Garden Grove Police Department
(714) 741-5252 / charless@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Wednesday, February 11, 2026



MAIN STREET TO CLOSE FOR UPCOMING 3-DAY COMMUNITY EVENT

This Friday, February 13, 2026, at 6:00 a.m., a portion of Historic Main Street, from north of The Gem Theatre (12852 Main Street) to Stanford Avenue, will be closed for the Flower Street on Historic Main Street event. The closure will remain in effect until 4:00 a.m. on Monday, February 16, 2026. During the street closure, parking on Historic Main Street will be restricted. Pedestrian access will remain available, and businesses will remain open.

The Friday Night Car Show scheduled for Friday, February 13, 2026, and the Local Harvest Farmers Market scheduled for Sunday, February 15, 2026, will proceed as scheduled. The Flower Street event will take place from Friday, February 13, 2026, through Sunday, February 15, 2026.

For more information on the street closure, please contact the Garden Grove Police Department at (714) 741-5704.

For more information on the Friday Night Car Show, visit www.facebook.com/mainstreetggcarshow.

For more information on the Local Harvest Farmers Market, visit www.facebook.com/Localharvestfarmersmarkets.

For more information on the Flower Street on Historic Main Street event, visit www.vsasocal.org.

###



Contact: Janet Pelayo
Community Services Deputy Director
(714) 741-5200 / janetp@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City



Monday, February 9, 2026

PARK IMPROVEMENT PROJECTS AT THREE GARDEN GROVE PARKS UNDERWAY

The City of Garden Grove is beginning construction on improvements at three neighborhood parks, including Jardín de los Niños Park, Haster Basin Park and West Haven Park. The projects are tentatively scheduled for completion by the end of summer 2026.

The final park improvement project designs include the following:

- Jardín de los Niños Park, located at 12534 Keel Avenue, will receive a new playground surface and playground equipment.
- Haster Basin Park, located at 12592 Lampson Avenue, will receive a new playground surface and playground equipment, as well as a new restroom building.
- West Haven Park, located at 12252 West Street, will receive a new restroom building.

The park improvements are part of the City's Capital Improvement Plan and priorities outlined in the [15-year Parks and Facilities Master Plan](#). The projects are partially funded by a \$1 million dollar grant from the U.S. Department of Housing and Urban Development's Community Project Funding program.

For more information, contact the Community Services Department at (714) 741-5200.



Jardin de los Niños Park Playground



MISCELLANEOUS ITEMS
February 19, 2026

1. Calendar of Events
2. Agenda for the February 19, 2026 Garden Grove Planning Commission meeting.
3. Agenda for the February 26, 2026 Zoning Administrator Meeting.
4. League of California Cities articles from February 13, 2026 to February 19, 2026



CALENDAR OF EVENTS

February 19, 2026 – March 20, 2026

Thursday	February 19		\$2 Coaches Casual Dress Day
Thursday	February 19	7:00 p.m.	Planning Commission Meeting, CMC
Friday	February 20		City Hall Closed – Regular Friday Closure
Tuesday	February 24	5:30 p.m. 6:30 p.m.	Closed Session, CMC Housing Authority Meeting, CMC Sanitary District Meeting, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Thursday	February 26	9:00 a.m.	Zoning Administrator Meeting, CMC
Monday	March 2	6:30 p.m.	Neighborhood Improvement and Conservation Commission, CMC
Tuesday	March 3	6:00 p.m.	Traffic Commission Meeting, CMC
Thursday	March 5	7:00 p.m.	Planning Commission Meeting, CMC
Friday	March 6		City Hall Closed – Regular Friday Closure
Tuesday	March 10	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Thursday	March 12	9:00 a.m.	Downtown Commission Meeting, CMC
Thursday	March 12	9:00 a.m.	Zoning Administrator Meeting, CMC
Thursday	March 19		\$2 Coaches Casual Dress Day
Thursday	March 19	7:00 p.m.	Planning Commission Meeting, CMC
Friday	March 20		City Hall Closed – Regular Friday Closure



AGENDA

GARDEN GROVE PLANNING COMMISSION

FEBRUARY 19, 2026 - 7:00 PM

COMMUNITY MEETING CENTER
11300 STANFORD AVENUE

Meeting Assistance: Any person requiring auxiliary aids and services, due to a disability, to address the Planning Commission, should contact the Community Development Department at (714) 741-5312 or email planning@ggcity.org 72 hours prior to the meeting to arrange for special accommodations. (Government Code §5494.3.2).

Agenda Item Descriptions: Agenda item descriptions are intended to give a brief and general description of the item. The Planning Commission may take legislative action deemed appropriate with respect to the item and is not limited to the recommended action indicated in staff reports or the agenda.

Documents/Writings: Any revised or additional documents/writings related to an item on the agenda distributed to all or a majority of the Planning Commission within 72 hours of a meeting, are made available for public inspection at the same time (1) in the Planning Services Division Office at 11222 Acacia Parkway, Garden Grove, CA 92840, during normal business hours; and (2) at the Community Meeting Center at the time of the meeting.

Public Comments: Members of the public who attend the meeting in-person and would like to address the Planning Commission are requested to complete a yellow speaker card indicating their name and address, and identifying the subject matter they wish to address. This card should be given to the Recording Secretary before the meeting begins. General comments are made during "Oral Communications" and are limited to three (3) minutes and to matters the Planning Commission has jurisdiction over. Persons wishing to address the Planning Commission regarding a Public Hearing matter will be called to the podium at the time the matter is being considered. Members of the public who wish to comment on matters before the Commission, in lieu of doing so in person, may submit comments by emailing public-comment@ggcity.org no later than 3:00 p.m. the day of the meeting. The comments will be provided to the Commission as part of the meeting record.

PLEASE SILENCE YOUR CELL PHONES DURING THE MEETING.

REGULAR MEETING AGENDA

ROLL CALL: COMMISSIONERS ASHLAND, BEARD, CUEVA, FLANDERS, LARICCHIA,
LINDSAY, RAMIREZ

PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA

- A. SELECTION OF CHAIR AND VICE CHAIR
- B. ORAL COMMUNICATIONS - PUBLIC
- C. APPROVAL OF MINUTES – [October 2, 2025](#)
- D. PUBLIC HEARING(S) (Authorization for the Chair to execute Resolution shall be included in the motion.)
 - D.1. [SITE PLAN NO. SP-166-2026](#)

APPLICANT: RICHARD MARTIN BECK

LOCATION: 12122 WESTERN AVE

REQUEST: A request for Site Plan approval to construct a new employee break room consisting of a 1,504 square-foot, one-story building with a 1,202 square-foot roof deck, and a 529 square-foot open air patio. The proposed building will replace an existing 1,923 square-foot, one-story employee break room at the GKN Aerospace Transparency Systems Facilities. In conjunction with the request, the Planning Commission will consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

STAFF RECOMMENDATION: Adopt a Resolution approving Site Plan No. SP-166-2026 pursuant to the recommended Conditions of Approval.

E. ITEM FOR CONSIDERATION

E.1. [ITEM FOR CONSIDERATION NO. IFC-002-2025](#)

APPLICANT: PHI VAN NGUYEN

LOCATION: WEST SIDE OF PINE, NORTH OF LAMPSON AVENUE, AT
12411 PINE STREET

REQUEST: A request for the Planning Commission to consider a resolution denying the City Tree Replacement and Removal Application for the address located at 12411 Pine Street per motion of the Planning Commission adopted October 2, 2025.

STAFF RECOMMENDATION: Adopt a Resolution denying Item for Consideration No. IFC-002-2025 for City Tree Replacement and Removal Application No. 605398.

E.2. [ACKNOWLEDGEMENT OF THE 2025 ANNUAL PROGRESS REPORT ON THE STATUS OF THE GENERAL PLAN AND HOUSING ELEMENT](#)

F. MATTERS FROM COMMISSIONERS

G. MATTERS FROM STAFF

H. ADJOURNMENT

GARDEN GROVE PLANNING COMMISSION
Community Meeting Center
11300 Stanford Avenue, Garden Grove, CA 92840

Meeting Minutes
Thursday, October 2, 2025

CALL TO ORDER: 7:00 p.m.

ROLL CALL:

Commissioner Ashland
Commissioner Beard
Commissioner Cueva
Commissioner Flanders
Commissioner Laricchia
Commissioner Lindsay
Commissioner Ramirez

Absent: Ashland, Beard, Flanders

PLEDGE OF ALLEGIANCE: Led by Commissioner Laricchia.

ORAL COMMUNICATIONS – PUBLIC – None

September 18, 2025 MINUTES:

Action: Received and filed.
Motion: Lindsay Second: Cueva
Ayes: (4) Cueva, Laricchia, Lindsay, Ramirez
Noes: (0)
Absent: (3) Ashland, Beard, Flanders
Abstain: (0)

PUBLIC HEARING – INTERPRETATION OF USE NO. IOU-007-2025, CONDITIONAL USE PERMIT NO. CUP-162-2025 FOR PROPERTY LOCATED WEST ON VALLEY VIEW STREET, SOUTH OF LAMPSON AVENUE AT 12491 VALLEY VIEW STREET

Applicant: MOONKYU LIM
Date: October 2, 2025

Request: A request for Interpretation of Use approval to determine the compatibility between indoor playground facilities and the C-1 (Neighborhood Commercial) zone, and to allow indoor playground facilities in the C-1 zone subject to a Conditional Use Permit. Also, a request for a Conditional Use Permit to allow a new 10,132 square-foot

indoor playground facility to operate within an existing inline multi-tenant shopping center. In conjunction with the request, the Planning Commission will consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

Action: In order to re-evaluate the proposed business operation, the applicant, who was not present, requested that the item be continued to a date uncertain. The item will be re-noticed and re-advertised to coincide with future undetermined hearing date.

Motion: Lindsay Second: Laricchia

Ayes: (4) Cueva, Laricchia, Lindsay, Ramirez
Noes: (0)
Absent: (3) Ashland, Beard, Flanders

PUBLIC HEARING -CONDITIONAL USE PERMIT NO. CUP-283-2025 FOR PROPERTY LOCATED ON THE NORTH SIDE OF GARDEN GROVE BOULEVARD, EAST OF GALWAY STREET, AT 9757 GARDEN GROVE BOULEVARD, UNIT #3

Applicant: HIEU NGUYEN
Date: October 2, 2025

Request: A request for Conditional Use Permit approval to allow the operation of a new 1,449 square-foot "tattoo, general" business within an existing multi-tenant commercial shopping center. In conjunction with the request, the Planning Commission will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

Action: Resolution No. 6126-25 was approved.

Motion: Lindsay Second: Cueva

Ayes: (4) Cueva, Laricchia, Lindsay, Ramirez
Noes: (0)
Absent: (3) Ashland, Beard, Flanders

ITEM FOR CONSIDERATION - ITEM FOR CONSIDERATION NO. IFC-002-2025 FOR PROPERTY LOCATED ON THE WEST SIDE OF PINE STREET, NORTH OF LAMPSON AVENUE AT 12411 PINE STREET

Applicant: PHI VAN NGUYEN
Date: October 2, 2025

Request: A request for the Planning Commission to review and approve an Item for Consideration, a tree removal application for the address located at 12411 Pine Street, per the revised Tree Ordinance adopted by City Council on November 12, 2024.

Action: Staff was directed to bring back a Resolution of denial for Resolution No. 6127-25 to the next meeting reflecting the findings of fact expressed by the Planning Commission: (1) the trees are healthy and pose no danger to surrounding area, and (2) removal of said trees would destroy neighborhood conformity.

Motion: Lindsay Second: Cueva

Ayes: (0)

Noes: (4) Cueva, Laricchia, Lindsay, Ramirez

Absent: (3) Ashland, Beard, Flanders

MATTERS FROM COMMISSIONERS:

Commissioner Laricchia raised concerns that the no street parking in the Buena Clinton area is overflowing into the Roxey Drive/ Clinton Street area, north of Westminster Avenue. Corporal Arellano mentioned that based on his experience, the parking issues affecting the Roxey Drive and Clinton Street area is probably due to the condominiums and apartments in that area, and not necessarily overflow from the Buena Clinton area. Corporal Arellano will look into the manner further.

Commissioner Lindsay asked if the no street parking in the Buena Clinton area is still necessary, and can the streets be open to parking. Staff mentioned that the subject matter was not under the jurisdiction of the Planning Commission, and will bring the manner to the attention of the Public Works Director and the City Manager.

MATTERS FROM STAFF: Staff made a presentation on the status of planning projects approved by the Planning Commission. Staff mentioned upcoming Planning Commission tours on October 10th and October 24th. Staff stated that the October 16, 2025 Planning Commission Meeting would be cancelled.

ADJOURNMENT: At 7:47 p.m.

Carol Sebbo
Recording Secretary



AGENDA

ZONING ADMINISTRATOR MEETING

Garden Grove Community Meeting Center
11300 Stanford Avenue

Thursday, February 26, 2026

9:00 a.m.

Members of the public who wish to comment on matters before the Zoning Administrator, in lieu of doing so in person, may submit comments by emailing public-comment@ggcity.org no later than 3:00 p.m. the day prior to the meeting. The comments will be provided to the Zoning Administrator as part of the meeting record.

Members of the public desiring to speak on any item of public interest, including any item on the agenda except public hearings, must do so during Comments by the Public. Each speaker shall be limited to three (3) minutes. Members of the public wishing to address public hearing items shall do so at the time of the public hearing.

Meeting Assistance: Any person requiring auxiliary aids and services, due to a disability, should contact the Community Development Department at (714) 741-5312 or email planning@ggcity.org 72 hours prior to the meeting to arrange for special accommodations. (Government Code §5494.3.2).

All revised or additional documents and writings related to any items on the agenda, which are distributed to the Zoning Administrator within 72 hours of a meeting, shall be available for public inspection (1) at the Planning Services Division during normal business hours; and (2) at the Community Meeting Center at the time of the meeting.

Agenda item descriptions are intended to give a brief, general description of the item to advise the public of the item's general nature. The Zoning Administrator may take legislative action deemed appropriate with respect to the item and is not limited to the recommended action indicated in staff reports or the agenda.

1. ORAL COMMUNICATIONS – PUBLIC
2. PUBLIC HEARING ITEM(S):
 - a. [CONDITIONAL USE PERMIT NO. CUP-289-2026](#)

APPLICANT: Boiling Crab Restaurant Group, LLC
LOCATION: 13892 Brookhurst Street

REQUEST: A request to allow an existing restaurant to operate with an original Alcoholic Beverage Control (ABC) Type "47" (On-Sale General) license. Also, a recommendation that the Zoning Administrator revoke the previous Conditional Use Permit governing the tenant space, CUP-237-08. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

STAFF RECOMMENDATION: Adopt a Decision approving Conditional Use Permit No. Conditional Use Permit No. CUP-289-2026 pursuant to the recommended Conditions of Approval.

3. ADJOURNMENT



Revised single-use plastics rules are raising concerns for ratepayers. What can cities do to help?

Feb 18, 2026

By Melissa Sparks-Kranz, legislative advocate (environmental quality)

Last Friday, Cal Cities provided comments for what is likely CalRecycle's last 15-day comment period on its single-use plastic rules. In a rare move [last year](#), Gov. Gavin Newsom intervened in the rulemaking process, telling CalRecycle to redo the rules to address "affordability concerns."

The agency spent the past year revising the single-use packaging regulations. This last-minute shuffling has raised concerns among Cal Cities and other stakeholders over the unintended consequences for cities and ratepayers.

Cal Cities and others urged CalRecycle to explicitly outline how manufacturers will reimburse cities and recyclers under the new law. Under the law, manufacturers must ensure their products meet recyclability and composability targets by 2032, as well as reimburse local governments for implementation costs. Since the regulations still lack this information, local governments are entering implementation without the information they need to successfully carry out the law.

The only other opportunity for policymakers to specify this reimbursement information is in the producer responsibility plan. The Producer Responsibility Organization (PRO), which represents plastic and packaging producers in California, must send the plan to the state for approval this year. The group intends to release a draft plan, [informed by consultations with cities](#), in mid-June.

What did Cal Cities say in its public comments?

[In its comments](#), Cal Cities reiterated that the regulations must explicitly provide clearly defined eligible costs, reimbursement schedules, payment mechanisms, and other cost recovery components. Cal Cities also stated that enforcement on local governments must be limited: Producers, not ratepayers through their utility bills, are responsible for the costs of the new regulations.

Cal Cities expressed deep concerns with how the regulations are excluding certain materials, such as certain bioplastics, from the overall costs and design of recyclable and compostable products. This loophole will create additional costs for local governments, which must separate recyclable and non-recyclable materials in the waste stream.

How should this new law work?

The regulations are the result of a [2022 landmark law](#) authored by Sen. Ben Allen, the former chair of the Senate Environmental Quality Committee. SB 54 requires plastic and packaging producers to reimburse local governments and recycling service providers for the costs of the program, shifting the burden from ratepayers to producers. Producers must also pay for a \$5 billion fund to help clean up plastic pollution.

For their part, cities and counties must include single-use plastic materials in their collection, recycling, and composting programs. The law also requires the PRO to create a plan and an annual budget for how producers will cover the costs for local governments.

What's next?

Cal Cities will work to ensure cities receive full reimbursement for the costs associated with the program. The SB 54 Advisory Board, a legislatively formed public body with diverse representatives, is an important forum where all stakeholders can contribute to the discussions around the rulemaking processes and the planning efforts — including the PRO's responsibility plan. The next [meeting](#) is on March 20 at 10 a.m.

Cal Cities will continue to alert cities about public opportunities to gain clarity and provide feedback.



Cal Cities-sponsored bill would provide equitable access to disaster assistance

Feb 18, 2026

By Melissa Sparks-Kranz, legislative advocate (environmental quality)

Last week, Asm. Chris Rogers introduced a bill that would fill a major gap in disaster aid. Sponsored by Cal Cities, [AB 1866](#) would clarify that the state can prioritize funding for public facilities and infrastructure that do not qualify for federal aid during state-declared emergencies. This clarification would provide more equitable access to state disaster funding and speed up recovery for communities with limited fiscal capacity.

“My district is no stranger to natural disasters, and we have missed out on much-needed federal funding when we needed it most,” said Rogers. “In 2022, the Ferndale Earthquake Sequence severely devastated the city of Rio Dell, but it did not qualify for any federal assistance. AB 1866 ensures that small, rural, and low-income communities are prioritized by the state, creating more equitable access to disaster-assistance funding for severely disadvantaged communities in rural areas that have historically been overlooked.”

The Federal Emergency Management Agency (FEMA) provides aid to cities once damages reach a certain threshold. For California, the minimum damage threshold — currently over \$72 million in damage — is based on statewide metrics rather than local impacts. This often excludes small, rural, and low-income communities that have experienced severe disasters with substantial costs.

[Three years ago](#), a 6.4 magnitude earthquake devastated Rio Dell on California’s North Coast. “The damage impacted 25% of homes, interrupted water, power, and communication services,” Mayor Debra Garnes said. “Despite the immense impact, this event wasn’t declared a federal disaster.”

Strengthening climate change resilience and disaster preparedness [is a top priority](#) for Cal Cities. Cities, as well as the state, must be able to prepare for, prevent, and adapt to natural disasters and climate impacts.

“California cities of all sizes are experiencing extreme weather events and natural disasters, from earthquakes to floods to wildfires. After a disaster, the road to recovery is not easy,” said Cal Cities Executive Director and CEO Carolyn Coleman. “Cal Cities is proud to sponsor AB 1866, which ensures California’s most vulnerable communities are prioritized for state assistance when not eligible for federal aid.”

To show your support, please submit a letter using [Cal Cities’ sample support letter](#). The bill must remain in print for 30 days before lawmakers can hear it.



Get face time with lawmakers and answers to your burning policy questions at the City Leaders Summit

Feb 18, 2026

The schedule and session descriptions are available in the “program” section of the summit [event page](#).

By Cal Cities Staff

Cal Cities’ biggest advocacy event — the [City Leaders Summit](#) — is two months away. But the annual summit is more than an opportunity to make your voice heard at the state Capitol. It’s also a chance to get legislative updates and learn about solutions to some of the biggest issues for cities.

The summit begins on April 22 with a full day of lobbying, including a member rally and a press event on cities’ top priorities. Cal Cities’ legislative team will kick off the summit with updates on the most pressing advocacy issues.

Attendees can take a break that evening at a reception hosted by Cal Cities Partners. During the summit, city officials can attend sessions on water supply, youth in local government, veteran homelessness, the state budget, immigration enforcement, artificial intelligence, and more.

This year’s summit includes several new optional events, including moderated roundtable chats and discussions with state agencies.

Attendees can also join Cal Cities in celebrating California Cities Week. The weeklong celebration, April 19-25, recognizes the work cities do for all Californians. Before and during the summit, there will be opportunities to boost awareness about the value of cities, as well as honor the people — city officials like YOU — who [work tirelessly to deliver essential services](#). The full schedule and session descriptions are available in the “program” section of the [summit event page](#). For more information about division lobbying, contact your [regional public affairs manager](#).

Registration information

Registration for all three days starts at \$650 for city officials from any [member city](#). Summit registration includes admission to all educational sessions, the Wednesday reception, Thursday breakfast and lunch, and Friday breakfast. The deadline to register is April 15, after which officials must register on-site if space is available.

The City Leaders Summit will be at the SAFE Credit Union Convention Center, located in the heart of downtown Sacramento across from the Capitol. The SAFE Credit Union Convention Center is just 15 minutes away from Sacramento International Airport.

For questions about registration, please contact conference registrar [Megan Dunn](#). For questions on legislative meetings, please contact your [regional public affairs manager](#). For sponsorship opportunities, please contact [Amy Wade](#). For all other questions, please contact Event Program Manager [Kayla Boutros](#).