

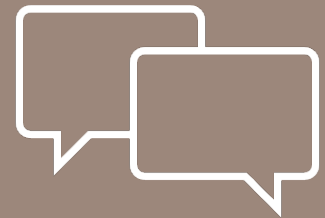
**SANTA
ROSA**
FORWARD
Plan Our Future Together



WELCOME!

THE VIRTUAL WORKSHOP WILL BEGIN SHORTLY

COMMUNITY VISION WORKSHOP | MAY 2021 | www.SantaRosaForward.com



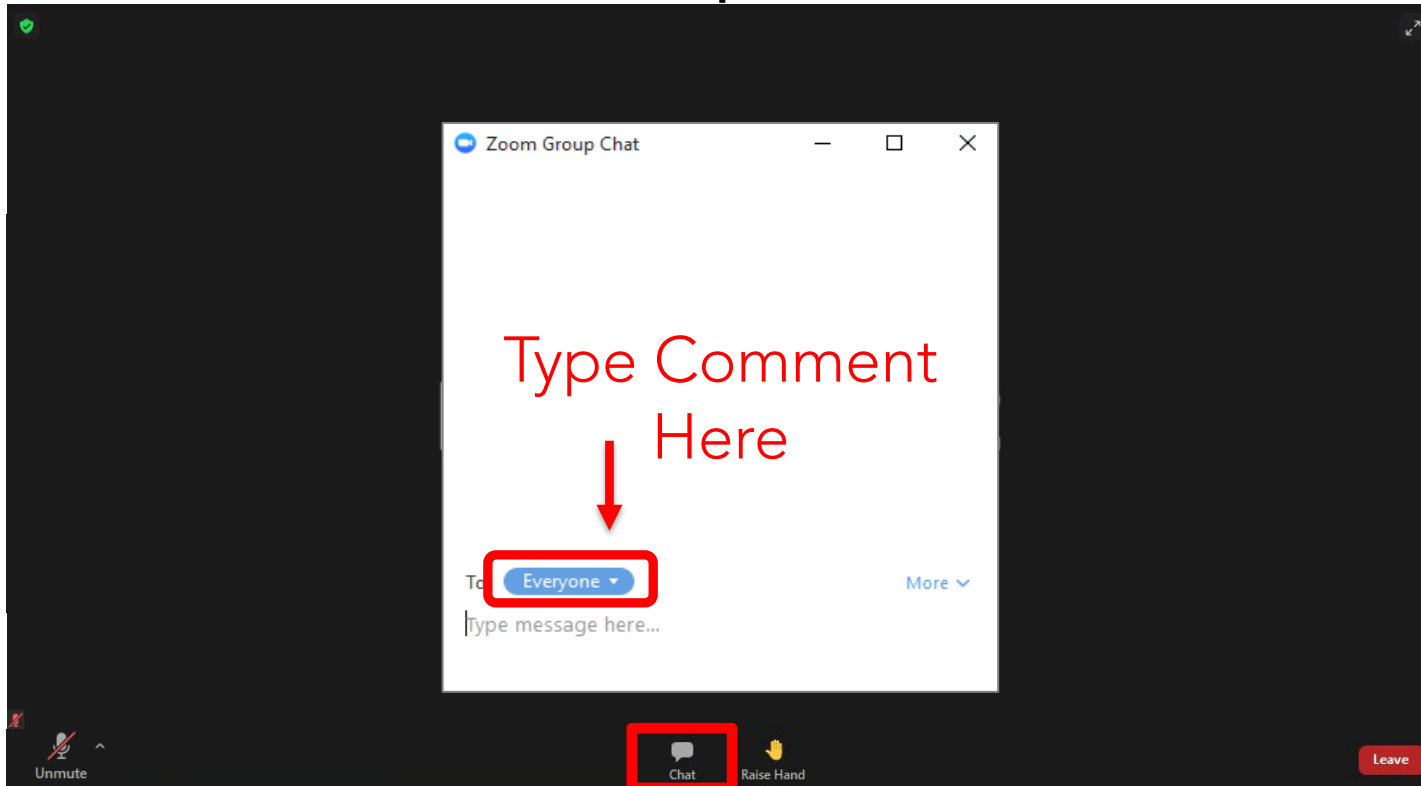
The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting. If the meeting is ended, we will plan on recording another presentation without participants that will be posted on the project website.

Today's meeting is being recorded

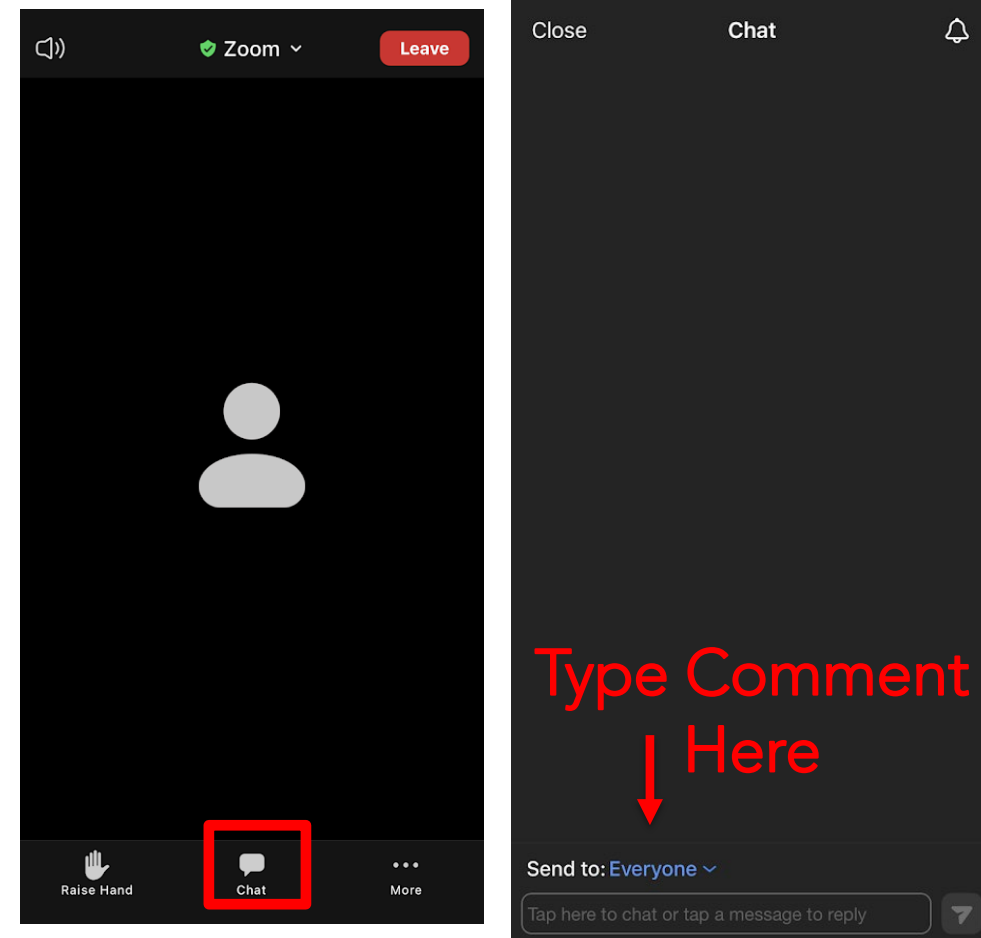
ZOOM ORIENTATION

Zoom Chat

Computer

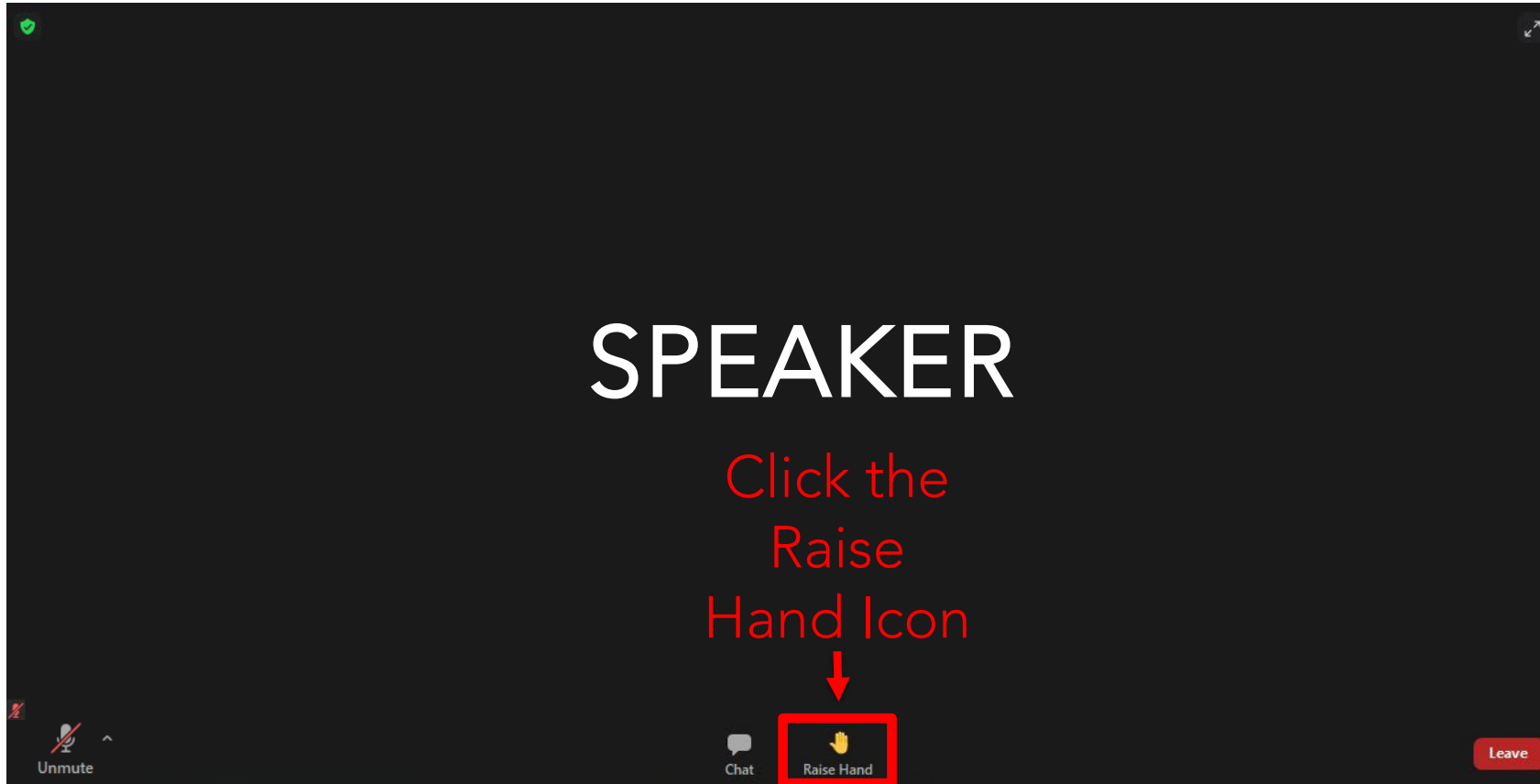


Phone



Zoom Hand Raise

Computer



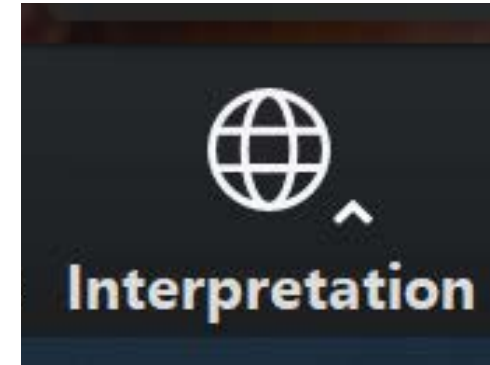
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Spanish Translation

Select the globe icon to listen to a Spanish interpreter.

Seleccione el icono del globo para escuchar a un intérprete en español.



WELCOME

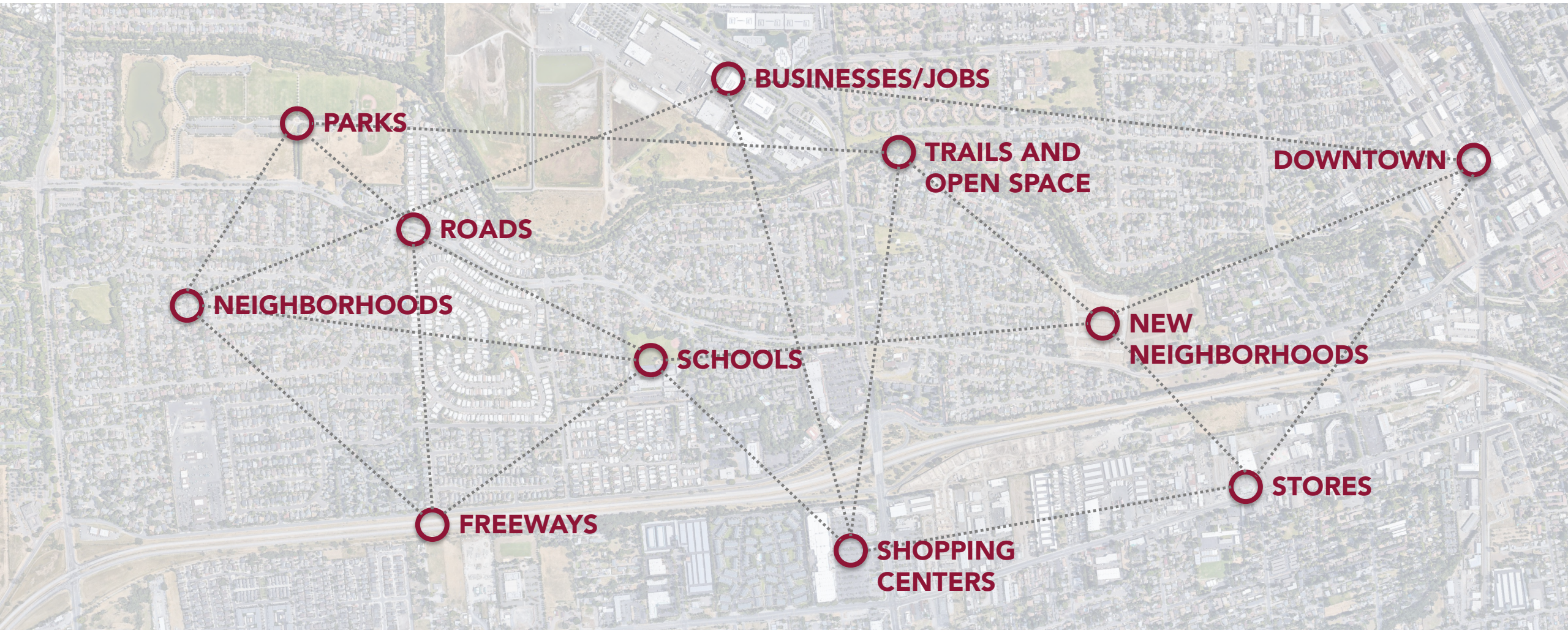
AGENDA REVIEW

Workshop Agenda

- I. Welcome and Agenda Review
- II. Presentation: Santa Rosa Forward Process
- III. Presentation: Existing Context and Draft Vision Statements
 - Polling Exercise
- IV. Small Group Discussions (in Zoom breakout rooms)
 - Focused Discussion
- V. Small Group Report Backs
- VI. Next Steps and Close

PRESENTATION
SANTA ROSA FORWARD PROCESS

Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.



But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.



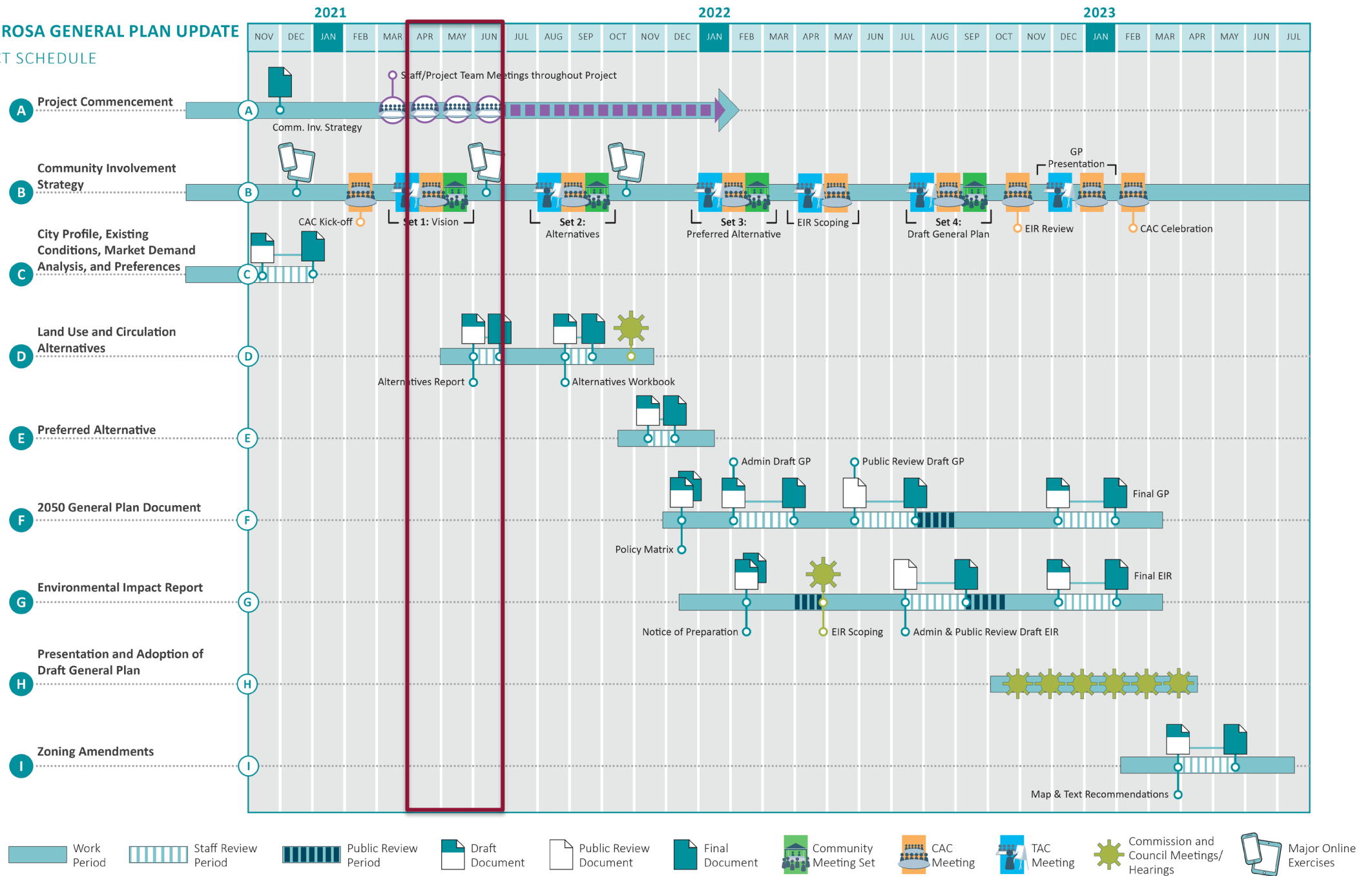
The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



SANTA ROSA GENERAL PLAN UPDATE

PROJECT SCHEDULE



Community Advisory Committee

The CAC is a key part of the community engagement strategy.

They are a community-based Advisory Committee that are acting as liaisons to help the City reach out to the full Santa Rosa community.



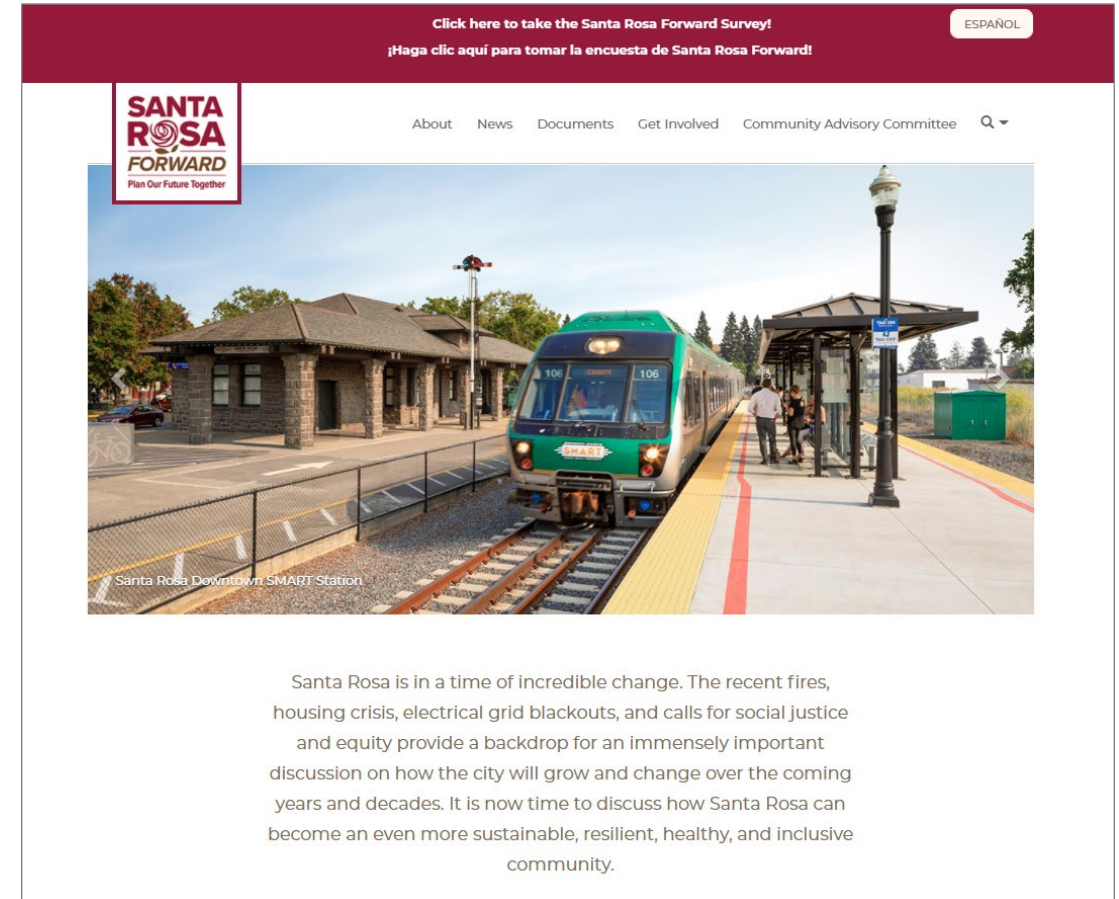
Project Website

Went live in December 2020.

Includes a wealth of project information, documents, and materials.

Also includes a Comment Form, ability to sign up for email updates, and links to surveys.

SantaRosaForward.com



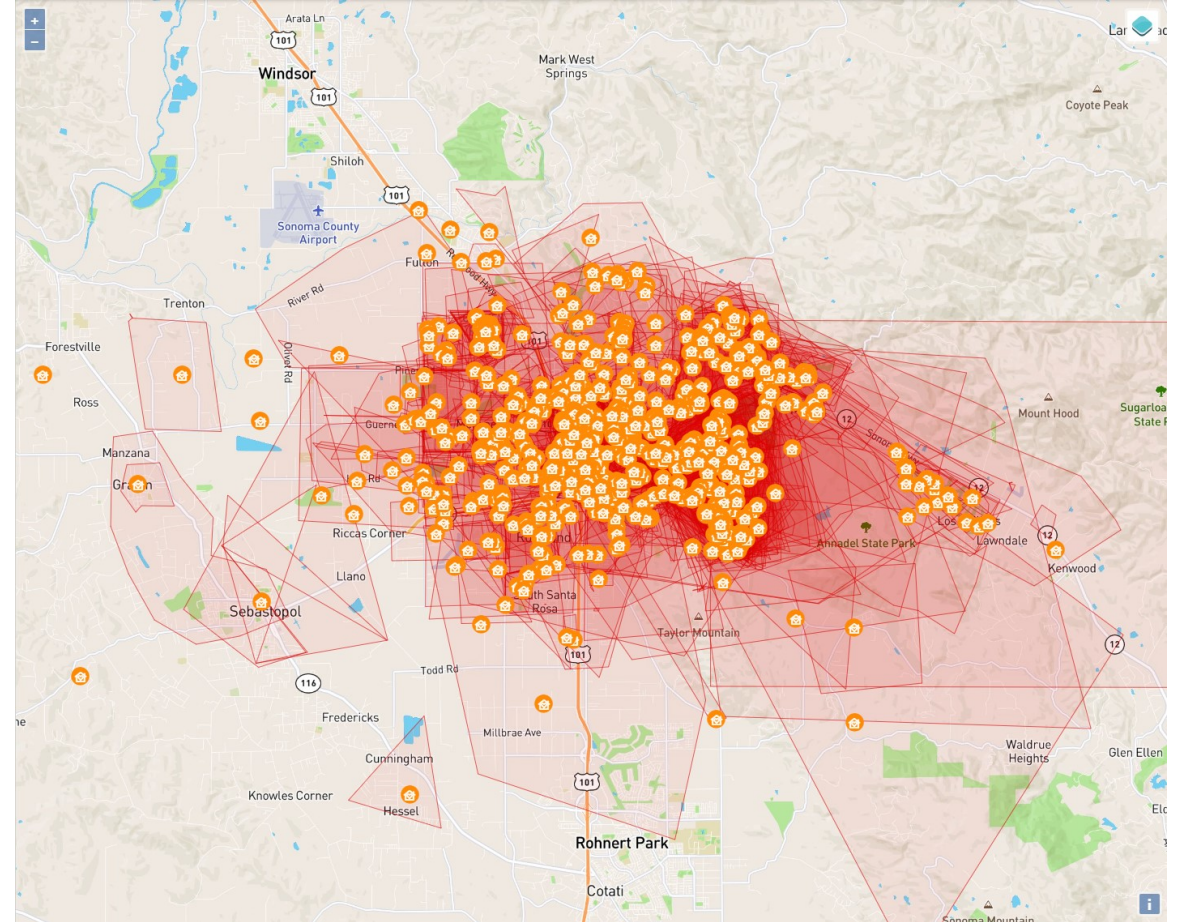
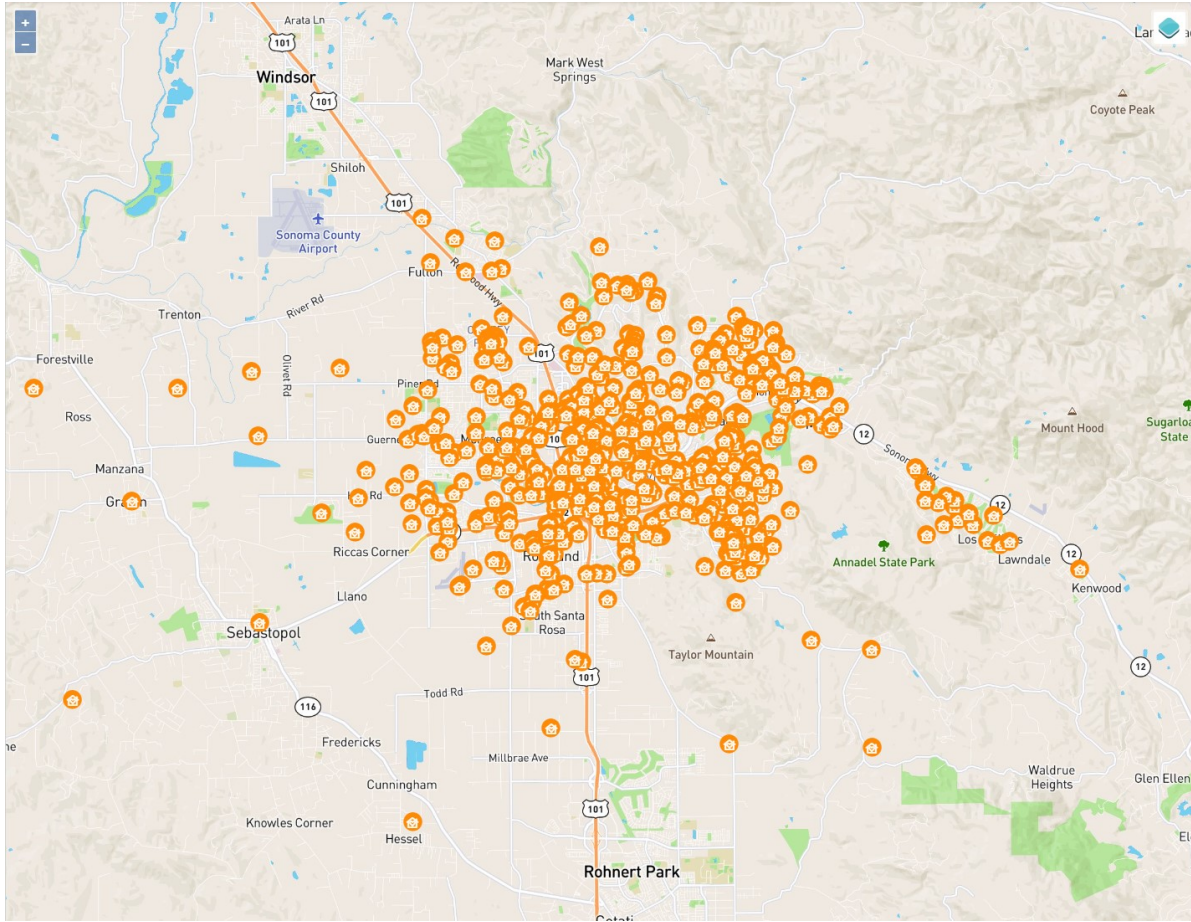
Community Survey #1

Released on February 19, 2021,
in both English and Spanish
versions.

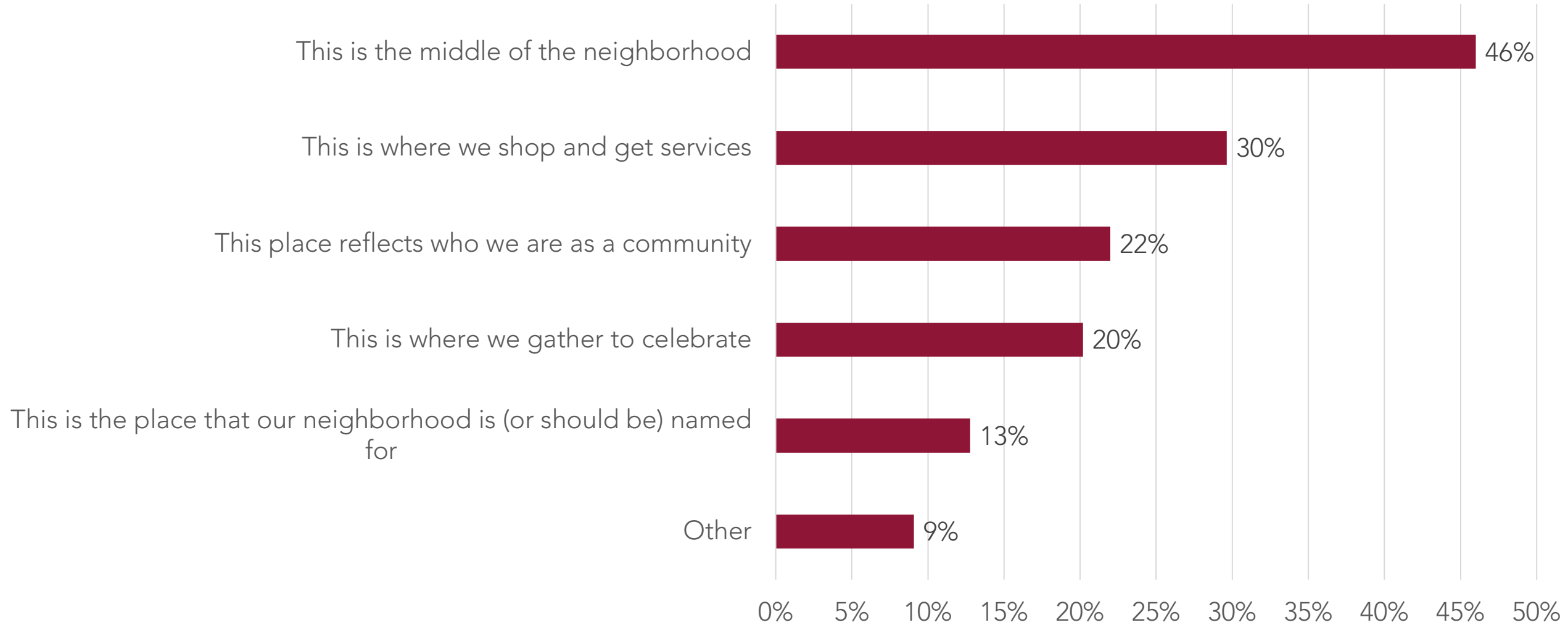
Over **1,300** Santa Rosans
completed the survey!



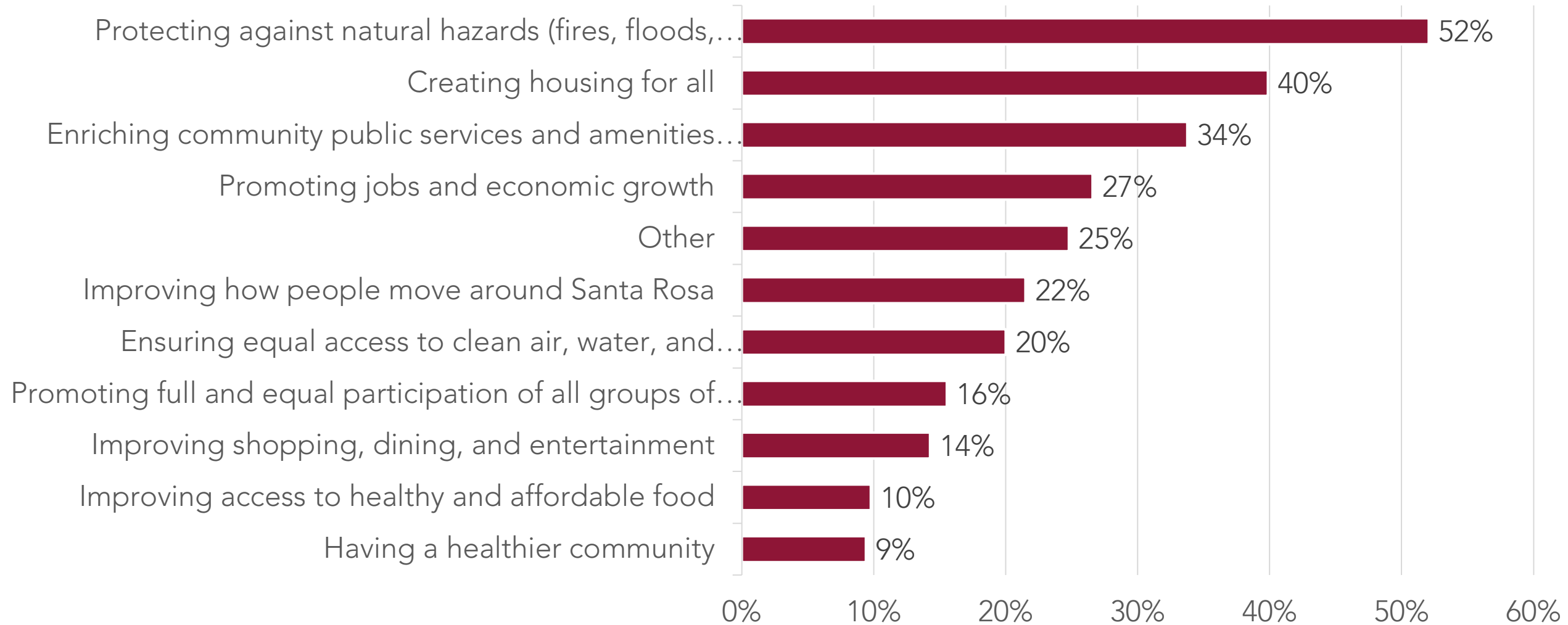
Map the Heart of Your Neighborhood



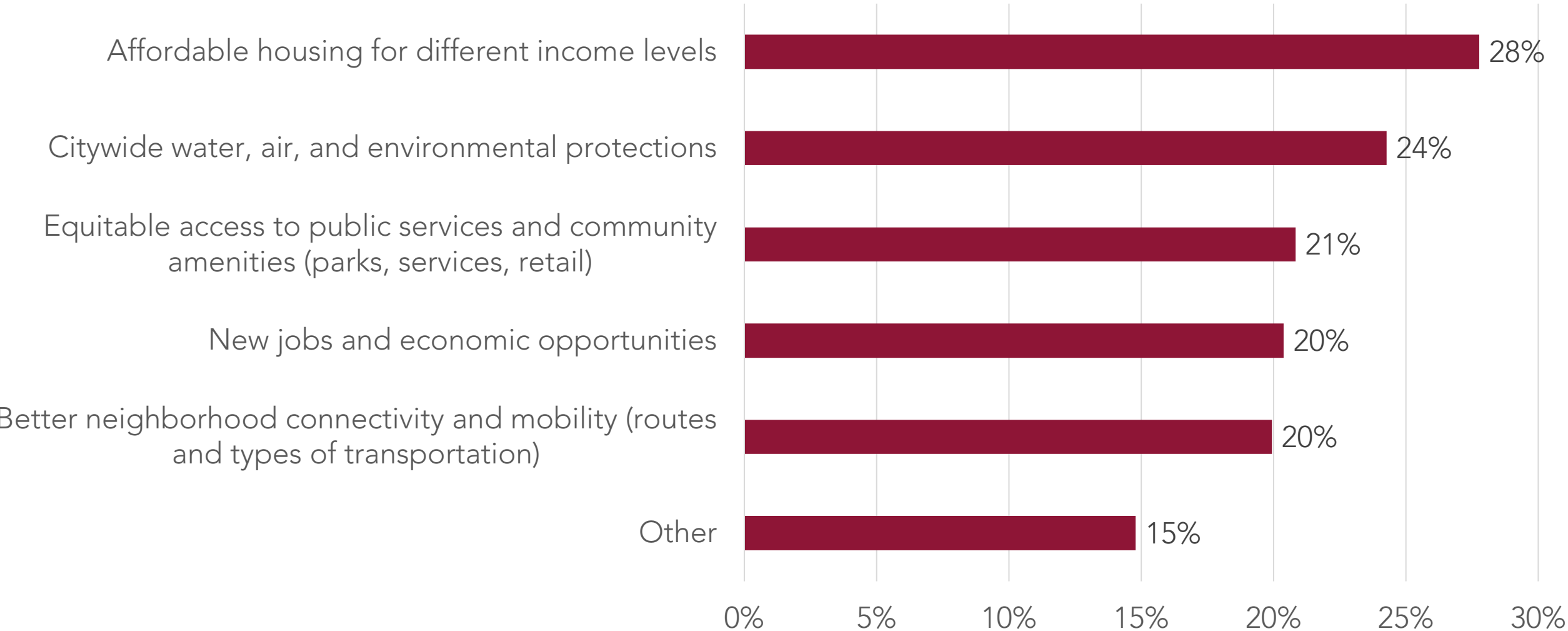
What makes this the heart of your neighborhood?



What are the most important changes you would like to see in the City of Santa Rosa?



What excites you the most about the future of Santa Rosa?

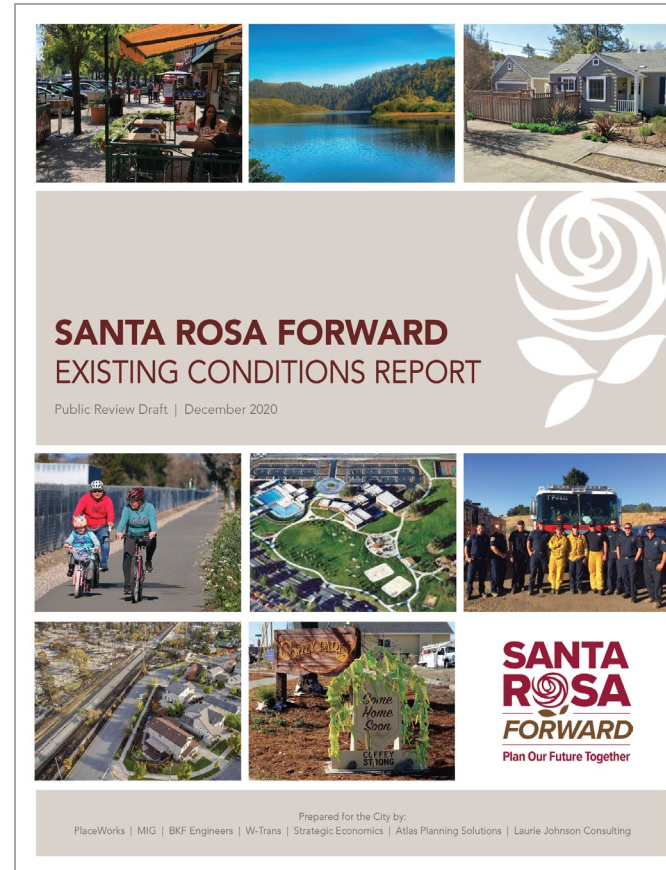


PRESENTATION
EXISTING CONTEXT AND
DRAFT VISION STATEMENTS

Existing Conditions

Summarizes the current context in Santa Rosa:

- Demographics
- Economics
- Land Uses
- Community Character
- Mobility
- Natural Resources
- Safety
- Infrastructure
- Environmental Justice
- Community Health



5.1 RECREATION, PARKS, AND OPEN SPACE FINDINGS

Recreation and Parks

1. The City of Santa Rosa's current General Plan sets a goal of six acres of parkland for every 1,000 Santa Rosa residents—twice the State standard and national average. Santa Rosa has nearly achieved this goal, with 5.9 acres of park and open space land per 1,000 residents.
2. Parkland in Santa Rosa is well distributed geographically, and a majority of residents have access to parks or open space areas within a half mile of their homes. This includes neighborhoods designated by the State as "Communities of Concern" (which in other cities often specifically lack easy access to parks or open space).
3. The City is committed to maintaining and improving the community's access to quality parks now and in the future by: (a) ensuring safe, walkable access to parks for all residents; (b) continuing to offer valuable programming, including youth enrichment programs; and (c) maintaining high-quality park amenities.

Regional Open Space and Trails

4. Open space areas of various sizes are integrated into many of the city's parks and contribute to the overall preservation of recreational land in the Planning Area. Open space areas purposely have minimal improvements to preserve the natural setting.
5. Larger open space areas in the Planning Area are generally developed in association with the Sonoma County Agricultural Preservation and Open Space District and the Sonoma County Water Agency under joint acquisition and maintenance agreements. These spaces are counted toward the standard of 1.1 acres of public-serving open space per 1,000 residents.

Fire Damage and Park Restoration

6. The 2017 Tubbs Fire damaged approximately 75 acres of parkland across 10 park sites in Santa Rosa. This included damage to community parks, neighborhood parks, and landscaped and natural open space areas. The City is currently (2020) in the process of restoring nine of the 10 parks, including the full rebuild of the Coffey Neighborhood Park.

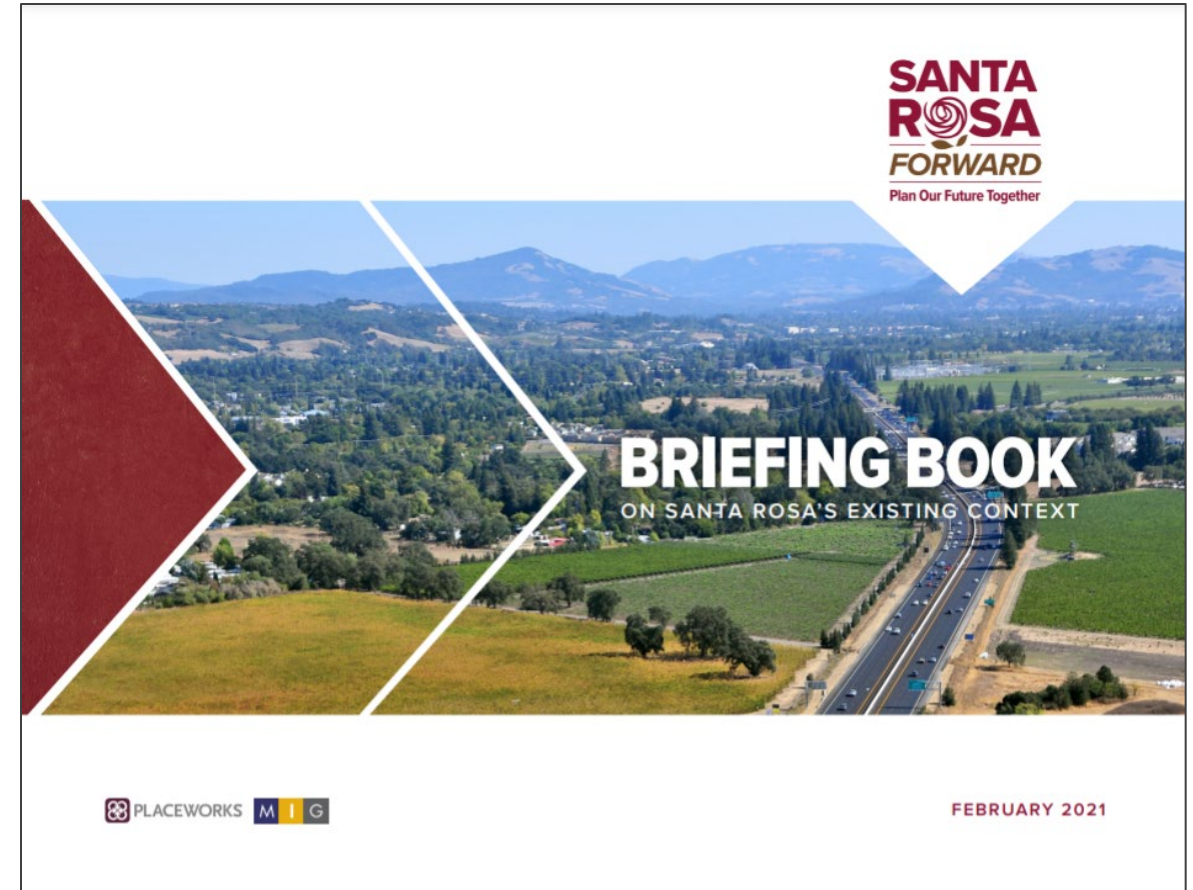
Briefing Book

Published in February 2021 in both English and Spanish versions.

Includes a summary of the major issues, opportunities, and constraints in Santa Rosa

Available at:

www.santarosafoward.com/docs



Briefing Book Excerpts



INTRODUCTION

Updating the General Plan provides an opportunity to understand these and other issues facing Santa Rosa and allows the City to work closely with community members to develop policies and actions to effectively address current and future challenges. The following **Briefing Book** summarizes important background information and emerging opportunities, organized into six key topical areas:

		
<i>Land Use and Community Character</i>	<i>Social and Environmental Justice</i>	<i>Fire and Related Hazards</i>
		
<i>Housing, Employment, and Economic Development</i>	<i>Travel and Commute Patterns</i>	<i>Parks and Public Services</i>

More information on these and many other topics can be viewed in the detailed Existing Conditions Report, available on the project website at www.SantaRosaForward.com.

Some key topics that will be discussed during this project include...



▶ **The ongoing effects of the COVID-19 Pandemic** which are touching nearly every aspect of community life.



▶ **Social justice issues and the need to address longstanding inequities** both locally and nationally.



▶ **The 2017 Tubbs and 2020 Glass fires** which have demonstrated the city's acute vulnerability to natural hazards.



▶ **Finding affordable and safe housing** is becoming ever-more difficult, especially for our most vulnerable residents.



▶ **Changes in mobility technology and patterns** that are creating new ways for people and goods to move through the city.



▶ **The need to improve community health** by making neighborhoods safer and more walkable, expanding access to healthy foods, and improving access to healthcare.

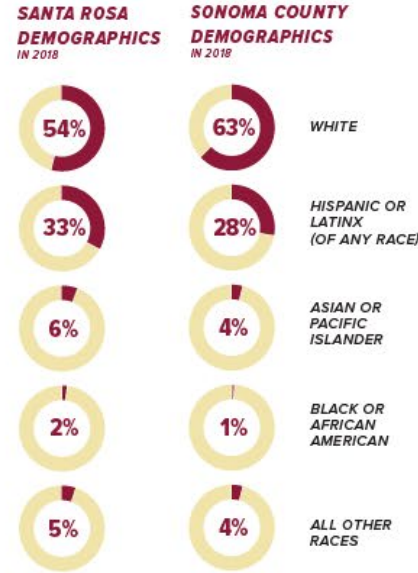


LAND USE AND COMMUNITY CHARACTER

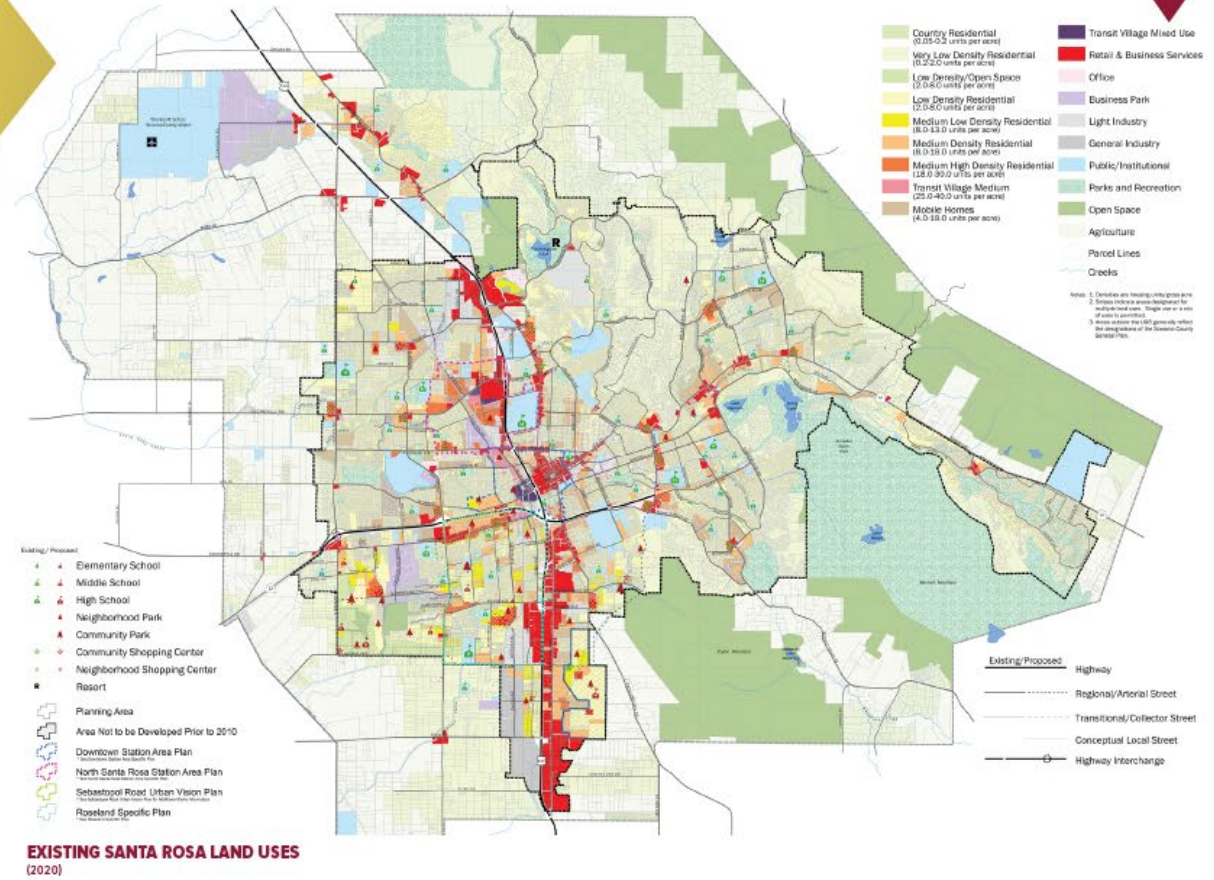
Santa Rosa is the largest city in Sonoma County, and for the past decade it has grown more rapidly than the rest of the county. Much of that growth is among Latino, Asian, and Black communities, which now make up 45 percent of the total population. However, these racially and ethnically diverse communities are not evenly distributed throughout the city. Instead, they are concentrated in northwest, southwest, and southeast Santa Rosa, while the White population is mostly located in the northeast Santa Rosa.

Most of Santa Rosa has either urban or suburban development, with many **well-established residential neighborhoods.** The current housing in Santa Rosa is primarily low density and intensity, with single-family lots covering 42 percent of the city. Given the mounting pressure to provide living opportunities for more people by building new housing of all types, the General Plan Update will likely consider trade-offs between the development of vacant sites versus redevelopment or intensification of already-developed properties.

Santa Rosa contains five of Sonoma County's twelve "Priority Development Areas," which support a wide range of community activities and are best suited for jobs and housing growth. In addition, the city contains more than 20 State-designated landmarks, one Federally-recognized historic resource (Luther Burbank property), and eight historic districts. The General Plan Update offers an opportunity to define preservation and/or change in key areas of the city to **maintain historic character while also revitalizing neighborhoods** as appropriate.



Sources: American Community Survey 5-Year Estimates, 2014-2018; Strategic Economics, 2020.



Key Takeaways

- Santa Rosa is relatively built out with established neighborhoods.
- Lower density single-family homes are the largest land use, covering 52 percent of the city.



SOCIAL AND ENVIRONMENTAL JUSTICE

Social justice is only possible if resources are distributed fairly and all community members are psychologically and physically safe and secure. Many of the social justice issues we face are issues of **environmental justice**. Environmental justice is defined by the State of California as "the fair treatment and

meaningful involvement of people of all races, cultures, incomes, and national origins, with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies." Similarly, environmental justice is deeply intertwined with individual and community health.

Several communities in northwest, downtown, and southwest Santa Rosa are considered by the State to be "disadvantaged" because they face undue environmental and health burdens such as:



Proximity to unhealthy uses like highways, industrial sites, and waste processing facilities



Exposure to contaminated groundwater, often from dry cleaners or leaking underground gasoline tanks (this affects much of Santa Rosa)



High rates of asthma and heart disease, which increases vulnerability to pollutants



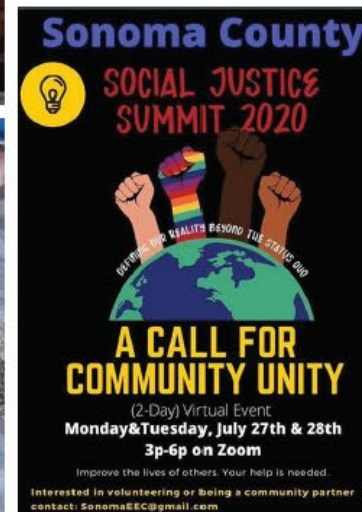
Limited access to fresh, healthy food



Poverty and relatively low educational attainment for adults



Limited English skills, with 15 percent of residents speaking English "less than very well" (Approximately 80 percent of whom speak Spanish and 13 percent speak Asian or Pacific Island languages)



BRIEFING BOOK ON SANTA ROSA'S EXISTING CONTEXT

Key Takeaways

- Parts of northwest, southwest, and downtown face environmental justice issues:
 - proximity to unhealthy land uses
 - limited infrastructure like sidewalks and amenities like stores
 - limited access to fresh, healthy food
 - historically lower influence on decision-making



SOCIAL AND ENVIRONMENTAL JUSTICE (continued)

In general, the location of communities identified as “disadvantaged” corresponds to the distribution of the city’s racially and ethnically diverse populations. They also match those areas identified by the Metropolitan Transportation Commission (the Bay Area’s regional planning agency) as “communities of concern,” which include households with no car, senior citizens living alone, persons with disabilities, single-parent families, and severely rent-burdened households (spending more than 50 percent of income on housing).

Similar locational trends are seen in city health outcomes. **The life expectancy for Santa Rosa residents (79 years) is lower than the state average (82 years)**, driven by particularly low life expectancies among residents in downtown, northwest, southwest, and southeast Santa Rosa. Asthma, stroke-related deaths, and mental health and substance-abuse issues occur more frequently in the city than statewide due to higher rates in these same neighborhoods. In addition, despite a concentration of high-quality jobs in Santa Rosa, average city resident incomes and educational attainment are lower than they are county-wide.

The General Plan is one of the most important tools to affect change and promote social justice in the Santa Rosa community, and its update offers opportunities for the **City to work collaboratively with community members** to chart a path to a future Santa Rosa that is socially and environmentally just through policies and actions that directly support the city’s diverse and vulnerable communities



Key Takeaways

- The locations of these “disadvantaged communities” aligns with the distribution of non-White residents.
- There is a lower life expectancy in these areas, which in turn makes the city average lower than Sonoma County and state averages.

SOCIAL AND ENVIRONMENTAL JUSTICE: COMMUNITY HEALTH INDICATORS

(per 100,000 population)

STROKE-RELATED DEATHS



38
SANTA ROSA

35
CALIFORNIA

MENTAL HEALTH PATIENTS



10.6%
SANTA ROSA

6.1%
CALIFORNIA

SUBSTANCE ABUSE DISORDER PATIENTS

.9%
SANTA ROSA

.6%
CALIFORNIA



FOOD ENVIRONMENT INDEX*

8.5%
SANTA ROSA

8.9%
CALIFORNIA

ASTHMA PATIENTS



7.1%
SANTA ROSA

4.9%
CALIFORNIA

LIFE EXPECTANCY

79
SANTA ROSA

82
CALIFORNIA



*County-wide data (from 0 to high of 10) that includes distance to grocery store or supermarket, locations for healthy food purchases, and cost barriers to accessing healthy food.



FIRE AND RELATED HAZARDS

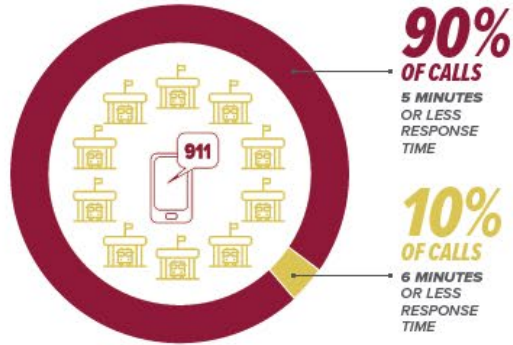
Many areas in Santa Rosa are vulnerable to wildfires.

According to the California Department of Forestry and Fire Protection (CAL FIRE), nearly one-third of the city is susceptible to wildfire—and this will likely be expanded based on new data. Wildfire risk is expected to increase with hotter and drier conditions that promote fire ignition and enable spreading. Embers from wildfires in rural regions can quickly spread and cause fires in urbanized areas, and smoke can threaten community health everywhere. Loss of vegetation due to fires in steep areas increases the risk of landslides and mudflows, affecting homes and businesses below.

An independent review after the 2017 fires offered a series of recommendations regarding community fire preparedness, which the City is actively addressing in collaboration with regional and State agencies. The City is also preparing a **Community Wildfire Protection Plan** with broad public engagement to detail actions to address the wildfire threat. Once completed, these actions will be incorporated into the updated General Plan.

Fire evacuation routes are clearly defined, but the ability to use them in an emergency could be improved with upgrades to

SANTA ROSA FIRE DEPT. RESPONSE GOALS



The Santa Rosa Fire Department (SRFD) operates 10 fire stations in the city and receives support during fire events from CAL FIRE, Rincon Valley Fire Protection District and other mutual aid partners. The SRFD's goal is to respond to 90 percent of calls in 5 minutes or less, and all calls in 6 minutes or less. The latest reports indicate that the Department currently responds to 90 percent of calls in 6 minutes or less.



Key Takeaways

- Areas throughout Santa Rosa are vulnerable to intense and uncontrollable wildfires, and climate change is increasing that risk.
- There is a very high likelihood (72 percent probability) that Santa Rosa will experience a damaging earthquake in the next 30 years.



HOUSING, EMPLOYMENT AND ECONOMIC DEVELOPMENT

Housing demand in Santa Rosa continues to outpace supply.

Demand is strongest for home ownership, with average sale prices for single-family residences and condominiums increasing at a much higher rate than apartment rents over the last several years. Recent growth in Santa Rosa is comprised largely of senior households (65 and older) and families without children.

Almost 2,000 dwellings have been built in Santa Rosa over the past six years, including many built to replace homes lost in the 2017 Tubbs fire; however, the City expects that the State will require us to plan for **more new housing** as part of the General Plan Update. Developers are pursuing lower-density projects in Santa Rosa, but the City has not been as successful attracting higher-density multifamily infill projects, which provide the majority of housing for lower-income households.

In terms of employment, Santa Rosa provides about **one-third of all jobs in the county**, including many in professional services, public administration, and finance. Health care and retail jobs are also concentrated in the city, which contains several major hospitals and two regional malls. Long-term job growth potential in Santa Rosa includes food service, research and development, and agriculture



1 million square feet of supporting retail space

Between 2020 and 2050, if Santa Rosa builds enough housing to meet the estimated need, more development can happen.



1.5 million square feet of industrial space and 1 to 2 million square feet of office space

The impacts from COVID-19 may slow future hotel development, which was estimated prior to 2020 to be about 1,400 additional rooms by 2050, serving both tourism and business travel needs.

businesses. The city's large concentration of retail jobs may experience limited growth or even decline due to the ongoing shift away from brick-and-mortar stores toward online shopping, along with the potential long-term impact of the COVID-19 pandemic.

Santa Rosa is the region's primary retail destination, with taxable sales per household about 17 percent higher than in Sonoma County overall, as of 2018. Pre-pandemic retail performance was strong, especially for motor vehicles and parts, home furnishings and clothing, and at-large general merchandise.



Key Takeaways

- Seniors and other households without children account for the most recent household growth in Santa Rosa.
- The median household income and higher educational attainment levels have increased since 2010 but remain lower than countywide average.



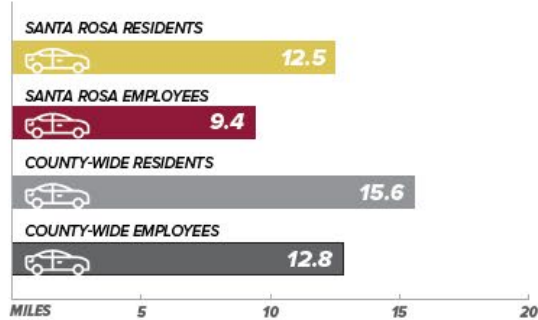
TRAVEL AND COMMUTE PATTERNS

Santa Rosa enjoys a balance of jobs and housing that enables more than one-third of employed residents to work locally, filling roughly 60 percent of jobs in the city. This balance also contributes to fewer average daily vehicle miles traveled (VMT) by Santa Rosa residents (12.5 miles) and employees (9.4 miles), compared to the county-wide averages of 15.6 miles and 12.8 miles, respectively. Through the 40 percent expansion of city bike lanes since 2010, improvements to pedestrian facilities, and other measures, the City has demonstrated a commitment to minimizing VMT to alleviate congestion and pollution, particularly near Highway 101. Still, there are gaps in the city's sidewalk and bicycle networks that create impediments to safely connecting all of the community.

While shorter commute times help reduce VMT, nearly 90 percent of employed residents still drive to work, most of them traveling alone. The opening of Sonoma-Marín Area Rail Transit (SMART), the City's emphasis on high-quality transit corridors, and efforts to expand and improve the safety of the bicycle and pedestrian networks create significant opportunities to encourage alternative modes of transportation. The ongoing impacts of fires and COVID-19 and the

increasing prevalence of remote working may also affect local travel patterns over the longer term. Land use and circulation policies established in the General Plan can have direct and positive effects to reduce VMT and promote walking, wheeling, and transit.

AVERAGE VEHICLE MILES TRAVELED (VMT) PER DAY



Key Takeaways

- Approximately 63 percent of employed residents work out of town and 89 percent of them drive to work.
- SMART commuter rail and recent City investments in transit, bicycle, and pedestrian facilities encourages less single-occupant driving (and in turn reduced traffic).



PARKS AND PUBLIC SERVICES

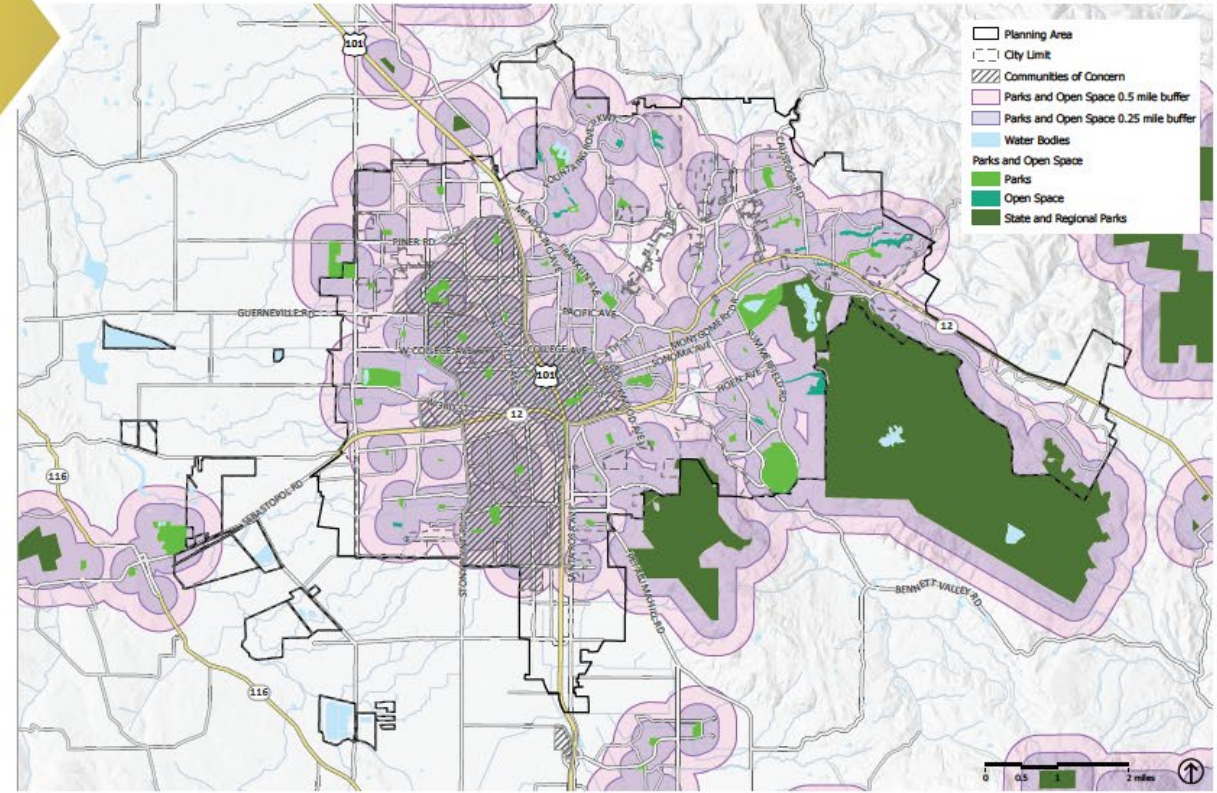
Santa Rosa features nearly 6 acres of parks and open space per 1,000 residents, achieving the City's goal and doubling the State standard and national average. In addition to providing access to open space and recreation opportunities, many local parks offer youth and adult enrichment programs and amenities. Parks and open spaces are well distributed across the city—a majority of residents have access to a park within a half-mile of their homes, including people in areas of the city designated as communities of concern (which in other cities often lack easy access to parks or open space).

The Santa Rosa Police Department (SRPD) is dedicated to working with the community to change long-standing policies regarding use of force. In response to the recent outcry for racial justice, the City drafted the **Santa Rosa Community Empowerment Plan, which is rooted in principles of community engagement.** SRPD is working to **increase dialogue and strengthen ties with Black, Native American, and Latino residents;** the General Plan Update can support and build upon these efforts to achieve racial equality and social justice. SRPD is also working to improve response times. The Department goal is to respond to any call that may involve

an immediate threat in less than six minutes; in 2019 the average response time was approximately 6.5 minutes. The Department anticipates needing a larger Public Safety Building with an onsite training center in the next 10 years, plus two new substations—one in east Santa Rosa and one in Roseland—along with a new, standalone communications and emergency operations center.

Santa Rosa contains eight public school districts, one community college, and 27 private schools. Schools are dispersed throughout the community so that most students live within walking or biking distance of at least one school. In addition, the Sonoma County Library has four branches in the city. Despite their prevalence, school districts and libraries are suffering from budget cuts due to the 2017 Tubbs Fire and the 2020 COVID-19 pandemic. Extracurricular programs, non-essential educational services, and facility maintenance and improvements may continue to be suspended for an unknown length of time.

The General Plan Update can include actions to augment existing public services and resources, as well as to promote land use activities and patterns that help create a safer, more educated, and healthier community.



PARKS AND OPEN SPACE NEAR SCHOOLS
(2020)

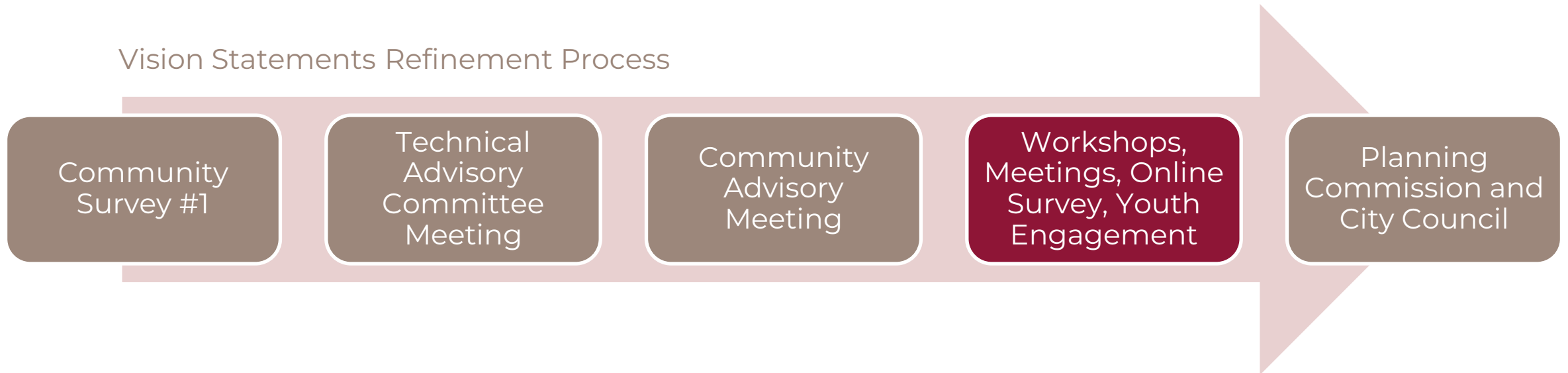
Key Takeaways

- The General Plan can support staffing and resources needed to deliver high-quality City services.

Vision Statements

- General Plans include Vision Statements as **aspirational statements** framing community needs and desires.
- Vision Statements are important because new or updated goals, policies, and programs in the General Plan will need to reflect them and their direction.

Vision Statements Refinement Process



The **Draft Vision Statements** are organized around topics

The initial statements are based on ideas from the community, Community Advisory Committee, and City staff.



Draft Vision Statements



Inclusive: Everyone is welcome, all people and groups are actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.



Just: Social and environmental justice is achieved for all people.

Draft Vision Statements



Healthy: Neighborhoods are healthy, vibrant, full-service communities, anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for all groups to gather.



Resilient: All facets of the community, including housing, infrastructure, and social services are sustainable and resilient to economic changes and hazards.

Draft Vision Statements



Prepared: All residents are aware of the risks of natural and human-caused hazards and are engaged in neighborhood and City emergency preparedness efforts.



Sheltered: A diverse mix of high quality, safe, thoughtfully designed, and well-served housing at all affordability levels is available throughout the community to accommodate everyone, including local workers and formerly homeless residents.

Draft Vision Statements



Equitable: Everyone has convenient and equitable access to meet their daily needs—including healthy food, recreation, education, childcare, reliable internet, and physical and mental health services—and community members enjoy long, fulfilling, healthy lives.

Draft Vision Statements



Successful: Top employers gravitate; Black-, Latinx-, and other minority-owned businesses are in all corners of the community; tourism and entertainment spaces support a vibrant city; and meaningful work in a thriving economy is available for people of all ages and backgrounds.



Connected: High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city at all times and support healthy lifestyles, clean air, equity, and resilience.

Draft Vision Statements



Safe: Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the neighborhoods, groups, and individuals they serve.



Educated: Life-long education, enrichment, and supportive services and resources engage and empower young people, strengthen families, connect and activate seniors, and foster the success and well-being of all people..

Draft Vision Statements



Cultural: Artists and public art are supported and found in every neighborhood and historic resources emphasize the importance of culture in the community and its contribution to equity and the local economy.



Sustainable: Natural resources—including streams and creeks, trees and landscaping in public places, and community and rooftop gardens—are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods.

Polling Questions

Refining the Vision for Santa Rosa

Access the Online Poll

<https://www.menti.com/dff2y7wphm>



SMALL GROUP DISCUSSIONS

Small Group Discussion Format

- All participants will be sent to **breakout rooms** shortly (please hit “yes” when prompted).
- Each small group will be asked to help identify **what inspires them** about Santa Rosa and what are the **key opportunities facing the community** in the years and decades to come.
- Following the discussion, all participants will be brought back into the main Zoom room for **group report backs** and discussion.

Virtual Participation Agreement

Please share your comments **when you are called on** by the facilitator.

Be **respectful** of one another's opinions.

Do not interrupt another participant. We want to make sure everyone has a chance to present their ideas.

We will try to answer all questions today, but may need to **follow-up** with more detailed responses after the session

Remember this is just one workshop in a **longer process**

SMALL GROUP REPORT BACKS

NEXT STEPS

Next Steps

- The City will be hosting **a series of Community Vision Workshops** in both English and Spanish by Council District/geography during May 2021.
- In addition, Community Advisory Committee members, City staff, and volunteers will host **additional meetings** with different groups, neighborhoods and organizations.
- The Project Team will summarize all community comments and feedback and present updated **Vision Statements** to the Planning Commission and City Council for feedback.
- **Make sure you stay involved in the process!** Your ideas, feedback, and perspective is important.

SANTA ROSA FORWARD

Plan Our Future Together



Learn more about the project at
www.SantaRosaForward.com