

Community Vision Workshops

Community Survey #2: Summary of Comments and Feedback

July 2021

The City of Santa Rosa launched the Santa Rosa Forward project in 2020 to engage the community in a discussion on how we can ensure housing for all, improve neighborhood quality and connectivity, foster economic development, improve public health for all, create more equitable access to community amenities and services, enhance education, and reinforce environmental stewardship over the next 30 years.

As part of this project, the Project Team conducted an online survey in May and July 2021 that provided community members an opportunity to provide feedback on a draft Vision Statement and identify assets and opportunities that will be factored into the Santa Rosa Forward process. The following is a summary of the methodology, process, and major comments and feedback from Community Survey #2 (e.g., the online version of the in-person workshop questions). This feedback will be used by the Project Team to identify opportunities and challenges and inform the next phase in the General Plan Update process (Alternatives).

Methodology

The Project Team conducted an online survey between May 12, 2021, and July 16, 2021. A total of **144 people** responded to the online survey. The survey link was available on the Project's website (www.santarosaforward.com/Survey-1), distributed to City contacts via email, and posted via traditional media and social media to engage the public while enforcing the shelter in place order.

The survey included 10 questions and was made available in both English and Spanish. Four surveys were completed in Spanish and the remaining 106 responses were completed in English. Several questions allowed participants to type or write in their response. The survey was designed to ask the same questions that were asked during the 10 Visioning Workshops, providing the community an additional opportunity to submit ideas and comments on the draft Vision Statement.

For each question, a letter “n” is provided to identify the number of respondents to that individual question (note, participants were not required to answer every question). This number is the basis of the percentages shown. The value for n varies for each question since respondents could skip questions when taking the survey. Also, some questions allowed participants to select two or more answer choices, resulting in total counts greater than the number of respondents and total percentages greater than 100 percent.

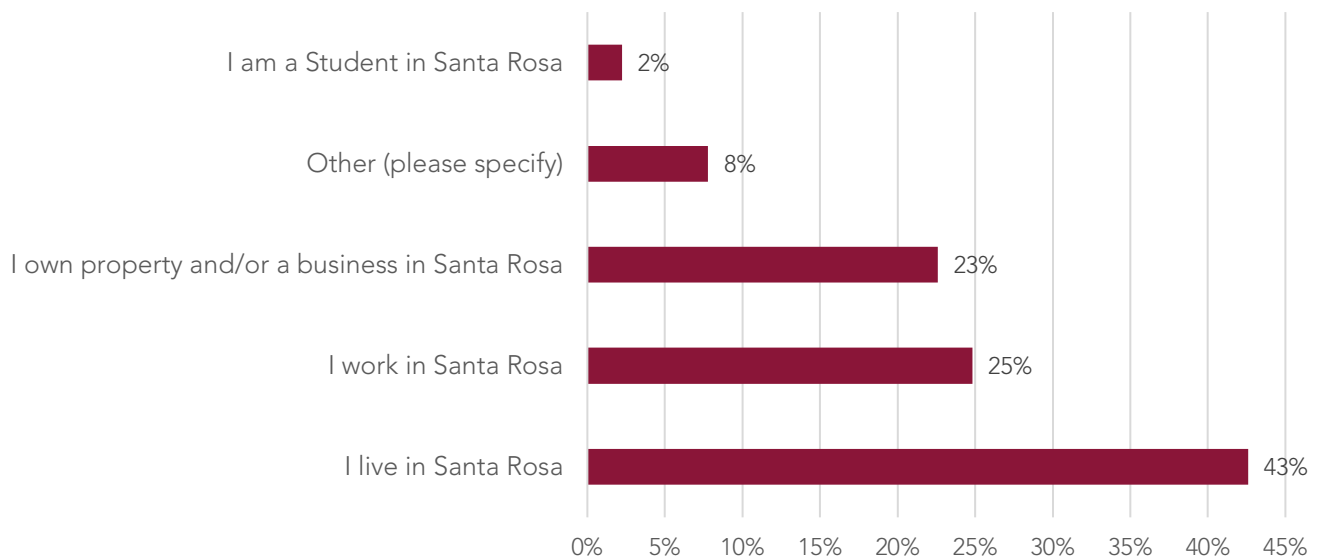
While the results should not be considered statistically valid for the entire Santa Rosa population, the findings are from a broad enough sample that they can help identify common themes and concerns when combined with the various community input activities conducted for the Santa Rosa Forward project.

Question 1

The first question asked personal information such as email, name, workshop group (if applicable), date, and time. Workshop participants were encouraged to provide additional feedback through the survey.

Question 2

Which of the following best describes you? (Mark all that are applicable)
(N:206)



Additional Comments

Participants had the ability to add “other” comments to this question. The following are the additional comments that were identified by the community.

- Community volunteer in Santa Rosa
- I live in unincorporated Santa Rosa
- I visit Santa Rosa often
- Retired
- Parent to a SRJC student
- Longtime resident

Question 3

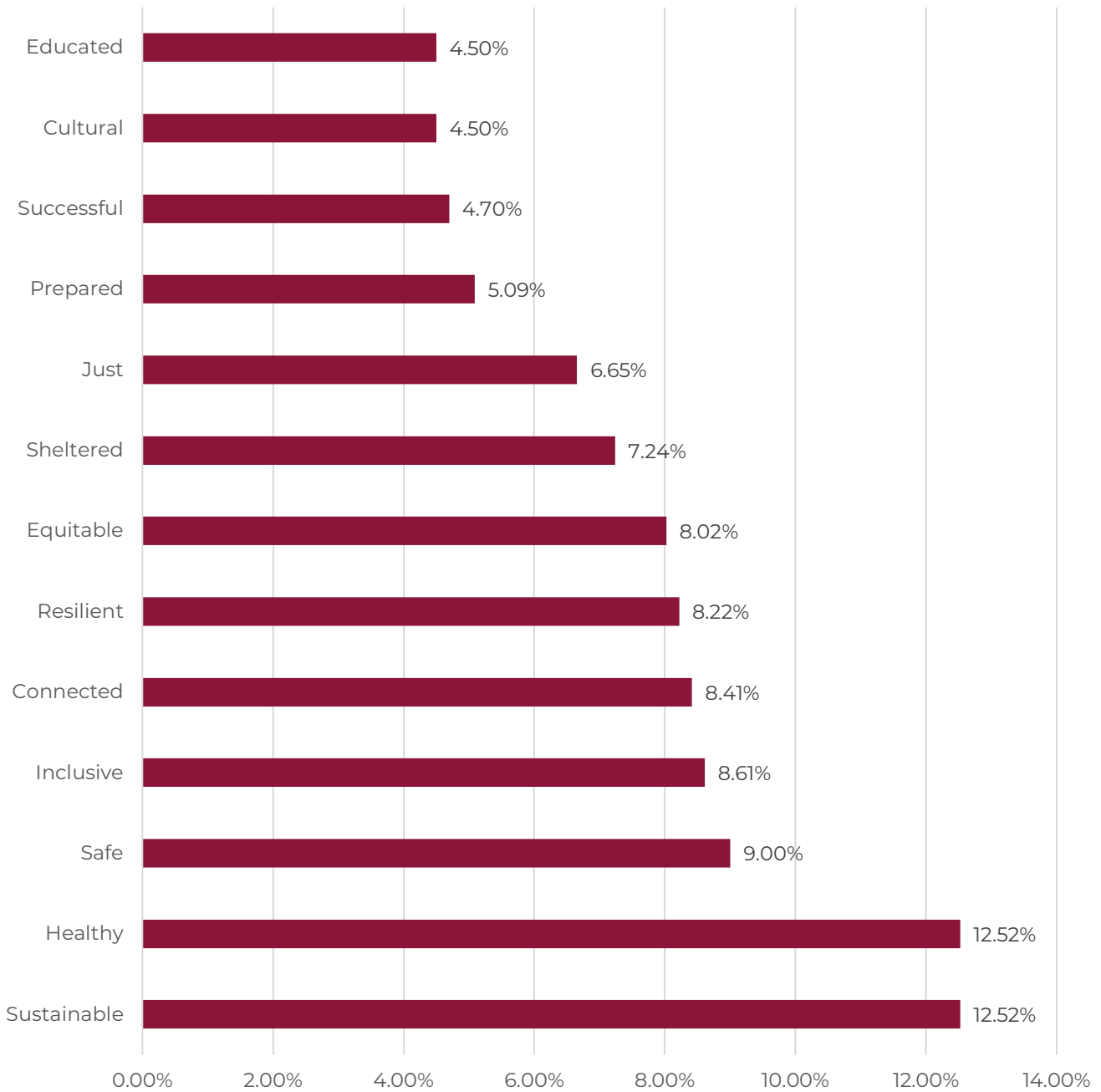
In one word, what is your vision for the future of Santa Rosa? (N: 99)

Participants were asked to provide what their vision for the future of Santa Rosa in one word. The following are the major or reoccurring ideas that were identified by the community.

- Affordable
- Balanced
- Beauty
- Bicycle-Friendly
- Business Friendly
- Challenging
- Clean
- Connected
- Cooperation
- Crime Free
- Cultural
- Diverse
- Equitable
- Evolving
- Fair
- Fire Safe
- Forward Thinking
- Green
- Harmony
- Homeless Free Streets
- Inclusive
- Inspiring
- Jobs
- Joyous
- Livable
- Low-Carbon
- Pedestrian-Friendly
- Prepared
- Progressive
- Publically Accessible
- Recreation
- Resilient
- Revitalize
- Safe
- Secure
- Self-Sustainable
- Sense Of Community
- Slow Growth
- Successful
- Sustainable
- Thriving
- Tranquil
- Unity
- Vibrant
- Welcoming
- World-Class

Question 4

Review the following draft Vision Components and select the 4 topics that are most important to you. (N: 511)



Question 5

Is there anything you would change in these draft Vision Statements to make them better fit your vision for Santa Rosa? Is there anything missing that should be added? (N: 52)

Connected

- Include protected and separated bicycle paths connecting all neighborhoods and parts of the city.
- Ensure safe and inviting pedestrian facilities.
- Keep bicycle lanes safe and clean.
- Fix roads.
- Increase trains and high-quality public transport.

Cultural

- Focus on cultural art from the indigenous peoples of this area.

Educated

- Reduce paperwork.
- Improve the ability of people to connect with resources.
- Increase the speed of change (e.g., decrease the amount of time to earn degrees).
- Update and improve the educational institutions in underserved areas.
- Update educational materials so they are current and accurate.

Equitable

- Ensure clean water and air for everyone.
- Create safe options for active transportation.
- Ensure low income/underrepresented communities do not fall victim to profiling.
- Do not confuse “equitable” with “equal” and equal opportunities with equal outcomes.
- Ensure services, jobs, amenities, programs, and all opportunities are equitable to everyone of all ages.

Healthy

- Prioritize walking, biking and active transportation over motorized transportation.
- Ensure equal access to healthy food and lifestyle choices.
- Create a greater importance on green space.
- Encourage and/or provide community gardens to allow families to grow food.
- Clean and care for public grounds, sidewalks, creek walk, and public City parks (e.g., trash collection, landscaping, graffiti removal, maintenance, etc.).

Inclusive

- Create a webpage of community resources in different languages.
- Create more hospitality and events for all residents, as many people who are employed in Sonoma and Napa counties live in Santa Rosa.
- Ensure there are well-balanced programs, services and resources from infants to the elderly.

Just

- Ensure justice and equality for all Santa Rosans. They are part of the same thing. You can't have equity without social and environmental justice.
- Hold people accountable for violations and/or injustices.
- Protect the residents that live here.

Prepared

- Ensure the City and community are prepared for the imminent hazards posed by climate change.

Resilient

- Increase the number of good jobs and new homes.
- Ensure the community is safe from fire and has an adequate water supply.

Safe

- Consider combining Safe and Healthy (they can be one topic).

Sheltered

- Promote/support resident retention – specifically longtime residents.
- Limit large new developments in Roseland and more rural areas.
- Create a diversity of housing types around the Community Hospital and Bennett Valley Golf Course.
- Create a diverse mix of high quality, carbon free, sustainably designed housing.
- Prioritize walking and bicycling.
- Preserve the beauty and ecology of the natural environment.

Successful

- Increase the emphasis on economic and job growth.
- Ensure Santa Rosa has a thriving Downtown.
- Balance the City's budget.
- Attract new business investment and growth.
- Ensure Santa Rosa is a world-class city with a high level of appeal to both tourists and residents.
- Address either tourism or wine industry.
- Provide grants or apprenticeship programs.

Sustainable

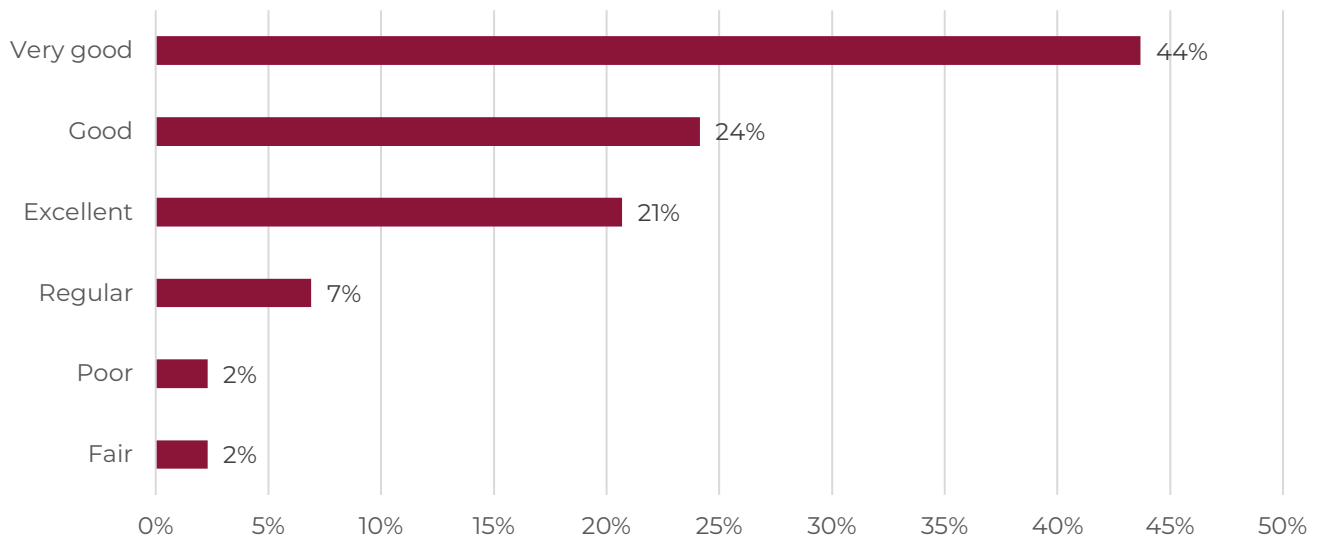
- Address climate change with adaptation strategies.
- Create a carbon free city powered by clean and renewable energy and transportation.

Other:

- Maintain public spaces, parks roads, sidewalks, medians, etc. and encourage residents to fix up their homes.
- Support the local tourist and wine industries.
- Use more simple language in City materials.
- Clearly identify what the City can do versus what is a wish list.

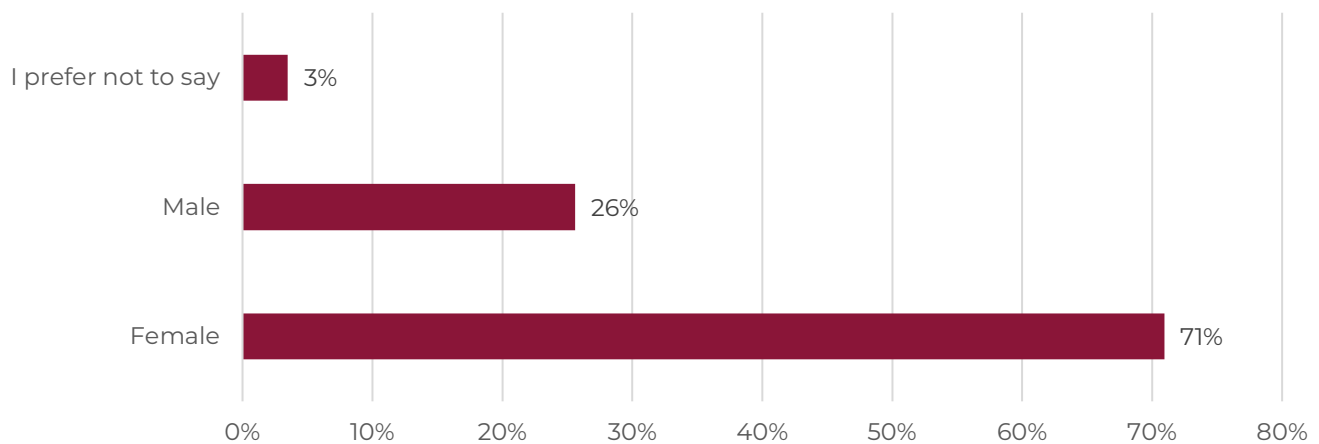
Question 6

Would you say that in general your health is? (N: 87)



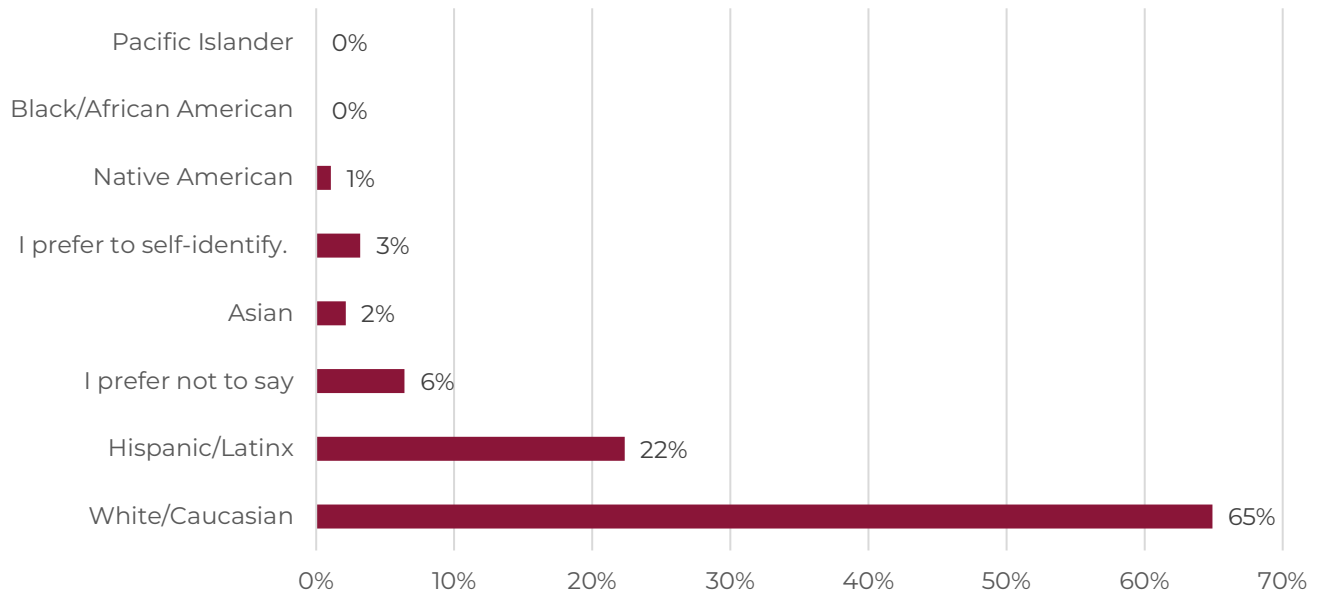
Question 7

What is your gender? (N:86)



Question 8

What is your race and/or ethnicity? Choose all that apply. (N:61)

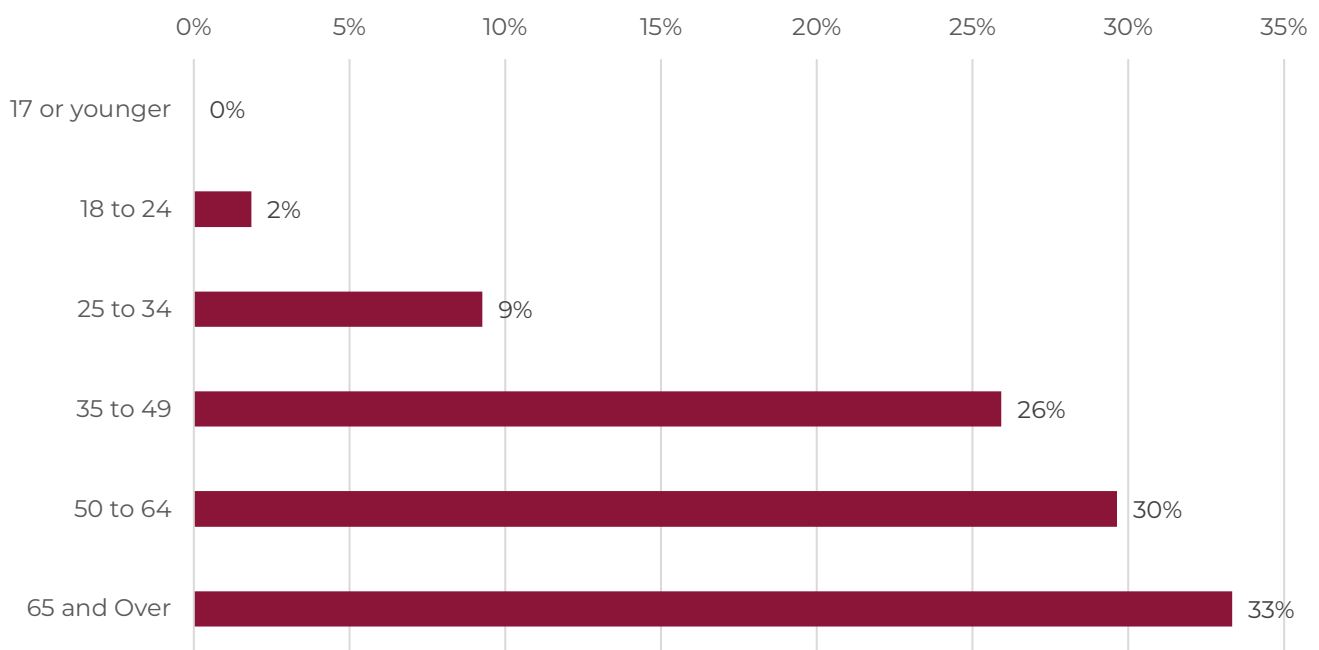


Other

- European American

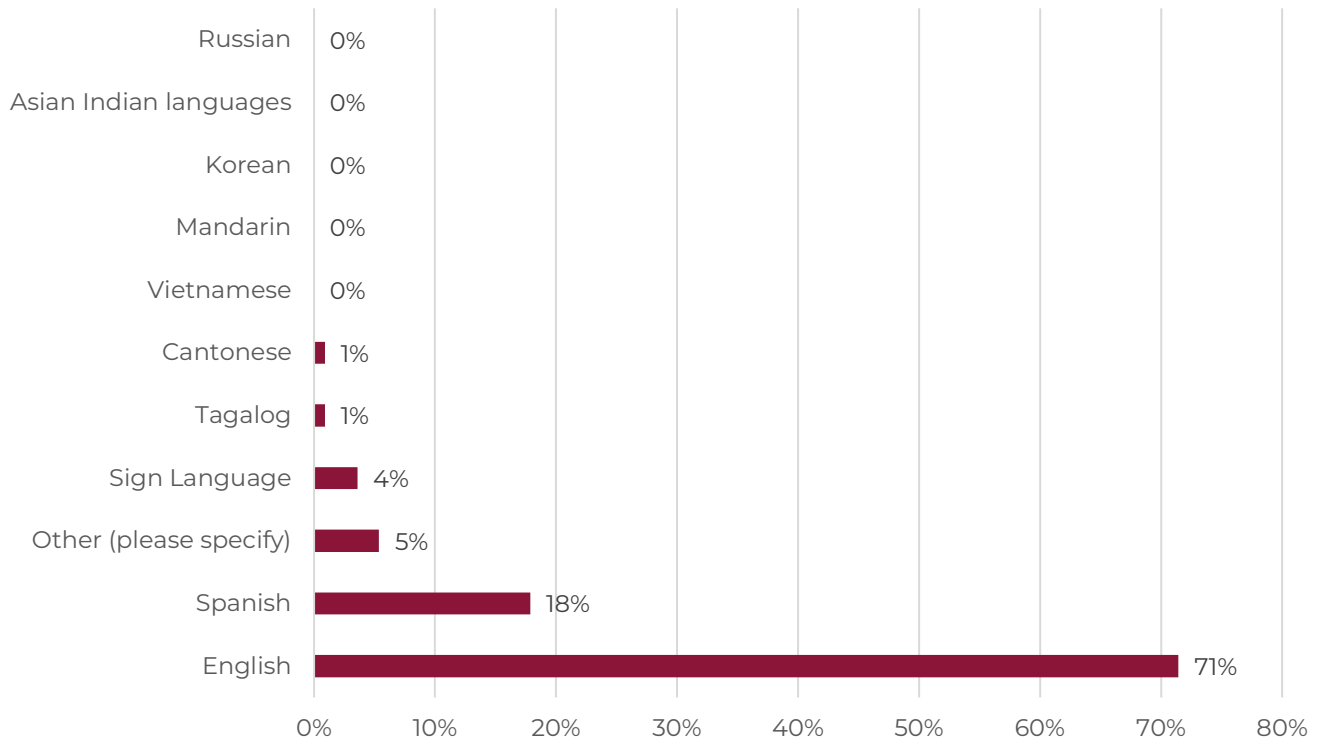
Question 9

What is your age? (N: 54)



Question 10

What language do you speak at home? Select all that apply. (N: 69)



Other

- American Sign Language
- Italian
- Portuguese
- Armenian