

Summary of Discussion Topics

Introduction

The fourth meeting of the Santa Rosa Forward Community Advisory Committee (CAC) was held on January 24, 2022, via zoom. Items discussed during the meeting included a review of the revised Alternatives Workbook, equity priority community analysis, and community engagement event set #2. The majority of the meeting was spent giving the opportunity for CAC members to provide feedback on the three housing alternatives included in the draft Alternatives Workbook. This was the fourth in a series of ten planned CAC meetings that will be conducted between February 2021 and March 2023. All meetings are open to the public and facilitated by the Santa Rosa Forward project team (a combination of City staff and consultants).

The project team graphically recorded comments of the CAC members and members of the public on a digital whiteboard. A photo export of the whiteboard is included at the end of this document. This summary synthesizes the key discussion topics and questions raised during the meeting; it is not intended to serve as a verbatim transcription of the meeting.

CAC Role

The role of the Community Advisory Committee is to:

- **Serve** as liaisons to their community connections and constituent groups.
- **Encourage** community participation in the Santa Rosa Forward project.
- **Understand** broad community needs and desires and articulate those back to the Santa Rosa Forward project team.
- **Provide** ideas for consideration in preparing the General Plan Update.

CAC Membership

The City Council identified 25 positions for the Community Advisory Committee. There are currently (January 2022) 22 members of the CAC. Four of the seven members have been appointed by the Santa Rosa City Council as district representatives. The other 18 CAC members were selected by the Planning & Economic Development Department through an open application process. The committee currently includes the following individuals (listed alphabetically):

1. Ali Soto
2. Andres Vigil
3. Annette Arnold
4. Delashay Carmona Benson
5. Erica Mikesh
6. Evette Minor
7. Jen Klose
8. Kevin Anderson
9. Lee Pierce
10. Lisa Joslen
11. Melanie Ahlers
12. Michael Cook
13. Omar Lopez
14. Patricia Thompson
15. Rituja Bhowmik
16. Ryan Tracey
17. Stephanie Manieri
18. Steven Spillman
19. Michelle Sepulveda, City Council Appointee, District 1
20. Vacant, City Council Appointee, District 2*
21. Vacant, City Council Appointee, District 3*
22. Joel M. Batterman, City Council Appointee, District 4
23. Ana Stevens, City Council Appointee, District 5
24. Anne Barbour, City Council Appointee, District 6
25. Vacant, City Council Appointee, District 7*

Discussion Summary

The meeting included an interactive discussion with each CAC member providing their initial thoughts and reactions to the three housing design alternatives from the Alternatives Workbook. The following is a summary of feedback and comments raised by CAC members.

Alternatives Discussion – general reactions, thoughts and feedback

Alternative 1: Central Corridors

- How much future growth can be absorbed in Downtown based on the recently adopted Downtown Station Area Specific Plan?
- Downtown needs critical mass of residents to feel safe – it cannot just be focused on businesses.
- Unhoused residents would need to be in (or have access to) Downtown to access city services.
- Will this alternative attract more corporate businesses?

Alternative 2: Neighborhood Main Streets

- Is there a potential to have community centers in neighborhood nodes?
- Transit Oriented Development (e.g., new development around SMART or bus transit centers) should include jobs close to existing neighborhoods while supporting Santa Rosa's Downtown.
- Provide more clarity around neighborhood distinctions – are they based on asset mapping?
- This alternative may contribute to traffic issues at certain times of the day.

Alternative 3: Distributed Housing

- How are we incentivizing alternative forms of housing, such as Accessory Dwelling Units?
- Are there opportunities to have infill housing located throughout the city?

Key Topics and Policy Areas

The draft Alternatives Workbook included an analysis of how each alternative relates to a series of key topics or policy areas. These key topics include: Economics and Housing Comparison, Efficient and Sustainable Development Comparison, Equity in the Alternatives, Resilience and Safety Comparison, and Other Ideas and Feedback. The following is a summary of major CAC member feedback and ideas related to each topical area.

Economics and Housing

- Promote a series of “mixed-income” neighborhoods throughout the city.
- Ensure housing gets built, not just planned. There needs to be incentives to ensure the right type of housing that meets the community's needs.
- Create partnerships with housing providers (public, private, non-profit, NGO's).
- Would one alternative result in more housing? Which alternative makes it easiest to create housing?
- Create a vibrant city center. Traditional “brick and mortar” businesses have been heavily affected by COVID and there are opportunities to create a more mixed-use Downtown.

Efficient and Sustainable Development

- Improve safety for all users (specifically bikers) when considering new mobility and roadway improvements.
- Is there an option for free bus and transit for everyone in the county?
- Retail and commercial areas need multi-modal access.
- Create multi-lingual city signage to help people navigate the city.
- Auto usage must be mitigated in order for us to meet our sustainability goals.
- Younger residents want a more walkable city.

Equity

- Equity should be a part of each phase of the general plan.
- Enhance education to improve opportunities.
- Create more mixed-income neighborhoods.
- Balance community and neighborhood needs.
- Balance equity with a vibrant walking city.
- Need specifics on how inequities are addressed.

Resilience and Safety

- What are the different alternatives effects on water consumption?
- How do we best pre-mitigate for climate change and future droughts?

Other Ideas and Feedback

- Conduct an asset mapping analysis of the entire city (City + community assets).
- Add more detail on the unique tradeoffs between the alternatives.
- Where have these other alternatives worked well?
- Provide culturally-appropriate feedback and do the legwork to engage the entire Santa Rosa community:
 - Work on being more welcoming to all people
 - Hold events at the black community center
- Address gaps in teen mental health services.

Community Engagement Event Set #2

- Make activities culturally responsive – food + mapping events.
- Meet people where they are.
- Focus on equity, capital resources, and political capital.

Public Comments

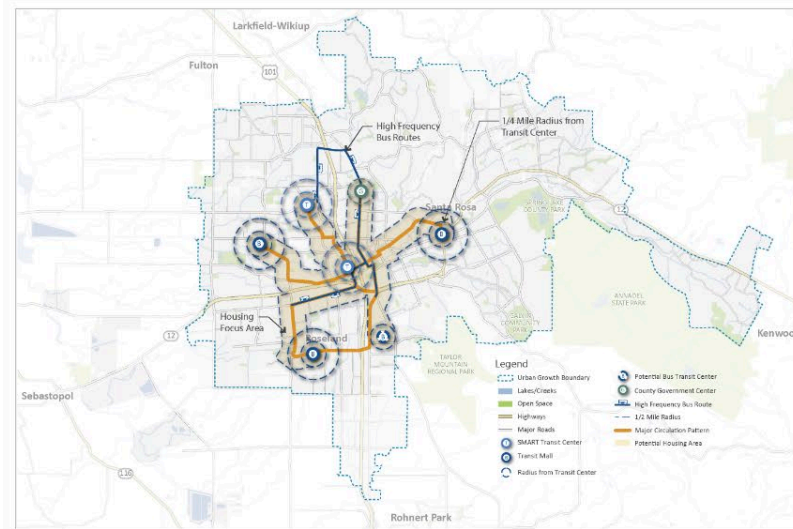
Every CAC meeting is open to the public. The following is a summary of major comments and ideas presented during the public comment portion of the meeting.

- Santa Rosa needs more drive thru establishments, including restaurants, banks, pharmacies, etc.
- The City should focus on additional roadway and safety improvement to areas east of Highway 12 – evacuation routes, refuge areas, etc.
- Caltrans should relinquish freeway entry traffic signals to the city.

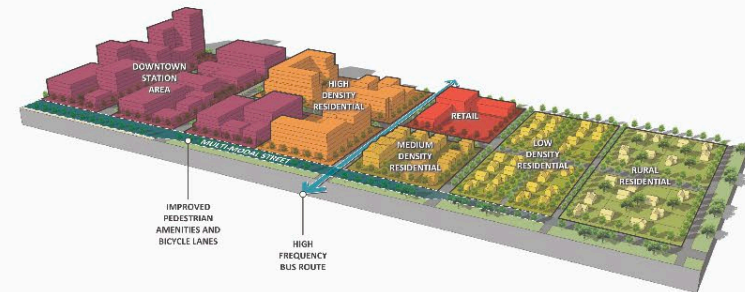
ALTERNATIVES

CAC Discussion: Provide your thoughts, reactions and feedback on the Alternatives. Ask questions about the Alternatives process and/or analysis.

Alternative 1: Central Corridors

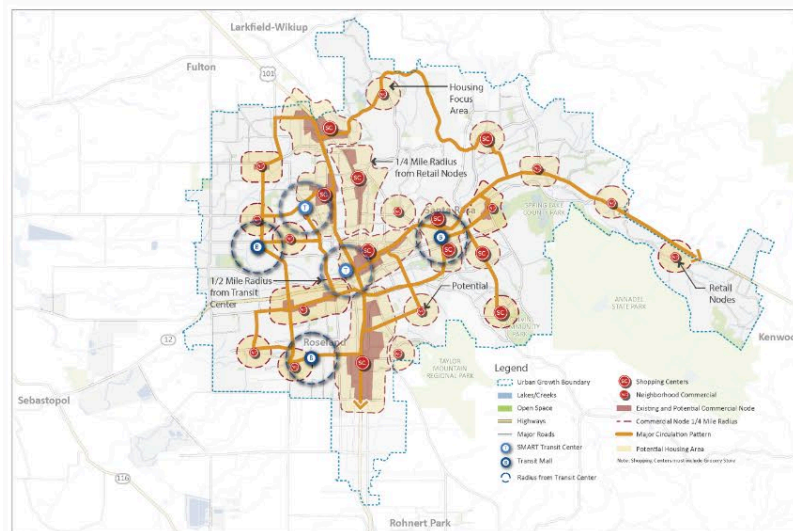


- Focuses future commercial & residential growth near Downtown & Central Corridors
- Capitalizes on freeway and transit access
- Up to 10% increase in walking, biking, and transit trips
- Comparatively Safer for Wildfires, Floods, and Landslides
- Housing and commercial activities away from the wildland urban interface

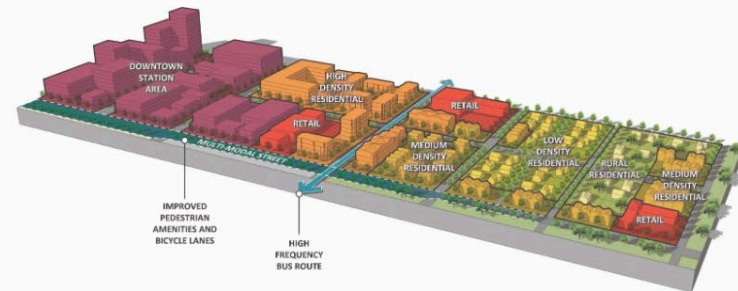


Will this alt attract more corporate businesses?	How much growth can be absorbed? Will it be redeveloped?	Unhoused individuals would have to be downtown to access city services	Combo of alt 1 & 2: central corridor with TOD outreach	Downtown needs critical mass of residents to feel safe

Alternative 2: Neighborhood Main Streets

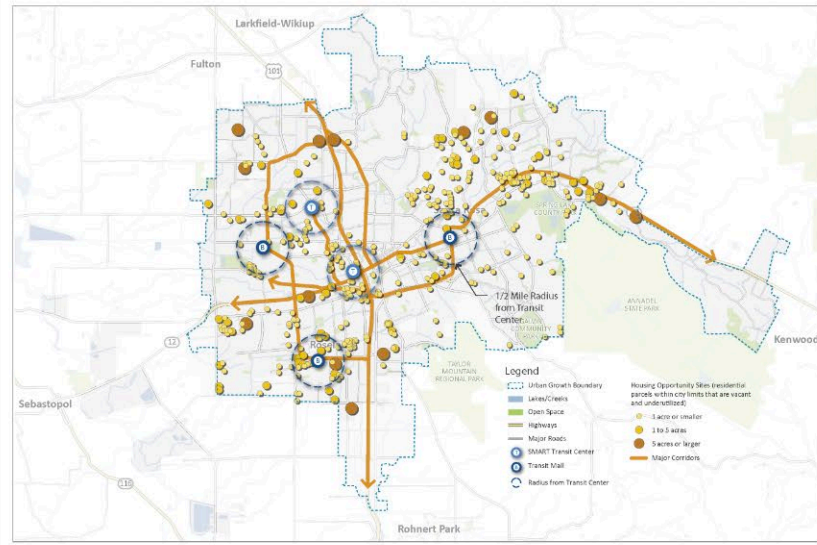


- Focuses future housing and commercial growth in neighborhood retail centers and along community corridors
- Office space citywide hosts businesses serving local households
- Closes sidewalk gaps and expands bikeways
- Up to 5% increase in walking, biking, and transit trips
- Comparatively Safer for Extreme Heat, Evacuation, and Public Safety Power Shutoffs
- Supports a denser tree canopy and more green spaces



Potential few community centers in neighborhood nodes	TOD = jobs close to the neighborhoods while supporting downtown	More clarity around neighborhood distinction - asset mapping		

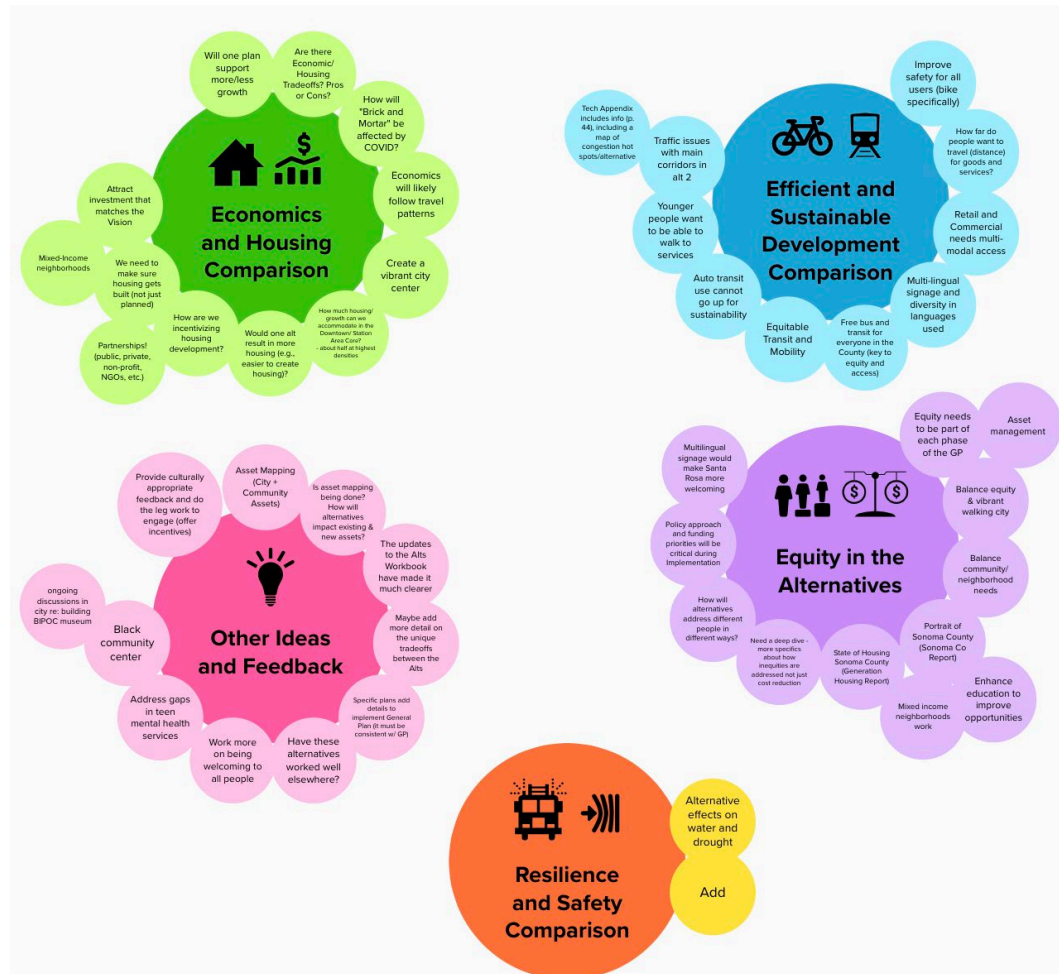
Alternative 3: Distributed Housing



- Housing and commercial uses across the city grow proportionally
- Office and retail growth occurs in current locations
- Targeted street enhancements along corridors where new multi-family housing is focused.
- May need to travel by private vehicle or bus
- Expanded bike network
- Comparatively Safer for Earthquakes and Fires Caused by Earthquakes
- Locates new development farther from the Rodgers Creek Fault



How are we incentivizing alt housing, like ADUs?				



COMMUNITY ENGAGEMENT EVENT SET #2

CAC Discussion:
Provide your thoughts and feedback on the community engagement process.

- Make activities culturally responsive: food and mapping
- Meet people where they are
- Focus on equity, capital resources, and political capital necessary to make it happen

Public Comments

More drive thru establishments (food, banks, pharmacies)	More improvement to area east of highway 12	CalTrans relinquish traffic signals to city		

