

# Final General Plan Presentation



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# What is our Topic?



Our challenge is to try and address the issue of homelessness in Downtown Santa Rosa, specifically impacts on the Transit Mall.

# Existing Conditions

- Located on B St. & 2nd St.
- Busses started in 1958 and are operated by the Transportation and Public Works Department
- Grants bus riders access to Santa Rosa CityBus, Sonoma County Transit, Golden Gate Transit, and Mendocino Transit Authority



# Existing Conditions

- Why is it a challenge? - Homeless decrease feelings of safety and cleanliness
- Data we found - Based off our survey, the Transit Mall was reported as one of the areas that homelessness is most visible
- Who benefits if the conditions in this area are improved? - Businesses and citizens



# Key Findings:

## Transit mall:

We got 76 responses from our google form survey, from these people we learned..

- We need increased safety, add security
- Cleaner conditions, add trash cans and public restrooms

## How more housing options can help:

- Low income housing are more affordable for people
- It gives them a opportunities to get back on their feet





# Case Study 1: Hotel Housing



## Case Study 2: Rooftop Business Housing



# Short-term Recommendations

- Clean up crew
- Search for better relocation strategies, shelters work for some but not all and often homeless return
- Several check ups/aid for homeless residents to make sure they are looking for work





# Long-term Recommendations



Partner with The Department of Health Care Services for PATH: The PATH program work to connect individuals with existing mainstream mental health, substance use, housing, and other programs

# Long-term Recommendations



## Chicago Coalition for the Homeless

Fighting for the human right to housing since 1980

- This nonprofit focuses on strategic campaigns, community outreach, and public policy changes that target the lack of affordable housing in metropolitan Chicago and across Illinois.
- They also work to improve access to public schools, supporter services, health care, and job opportunities.
- We can either find a way to partner with them and use their programs and resources or we can make a similar program.



PHILANTHROPY SPOTLIGHT:  
CHICAGO COALITION FOR THE  
HOMELESS

BY RICHARD SIMON, CHICAGO