

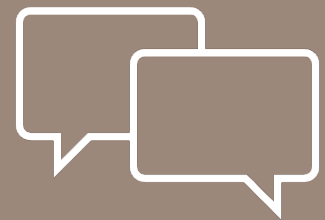
**SANTA  
ROSA**  
**FORWARD**  
Plan Our Future Together



**WELCOME!**

THE VIRTUAL WORKSHOP WILL BEGIN SHORTLY

COMMUNITY VISION WORKSHOP | MAY AND JUNE 2021





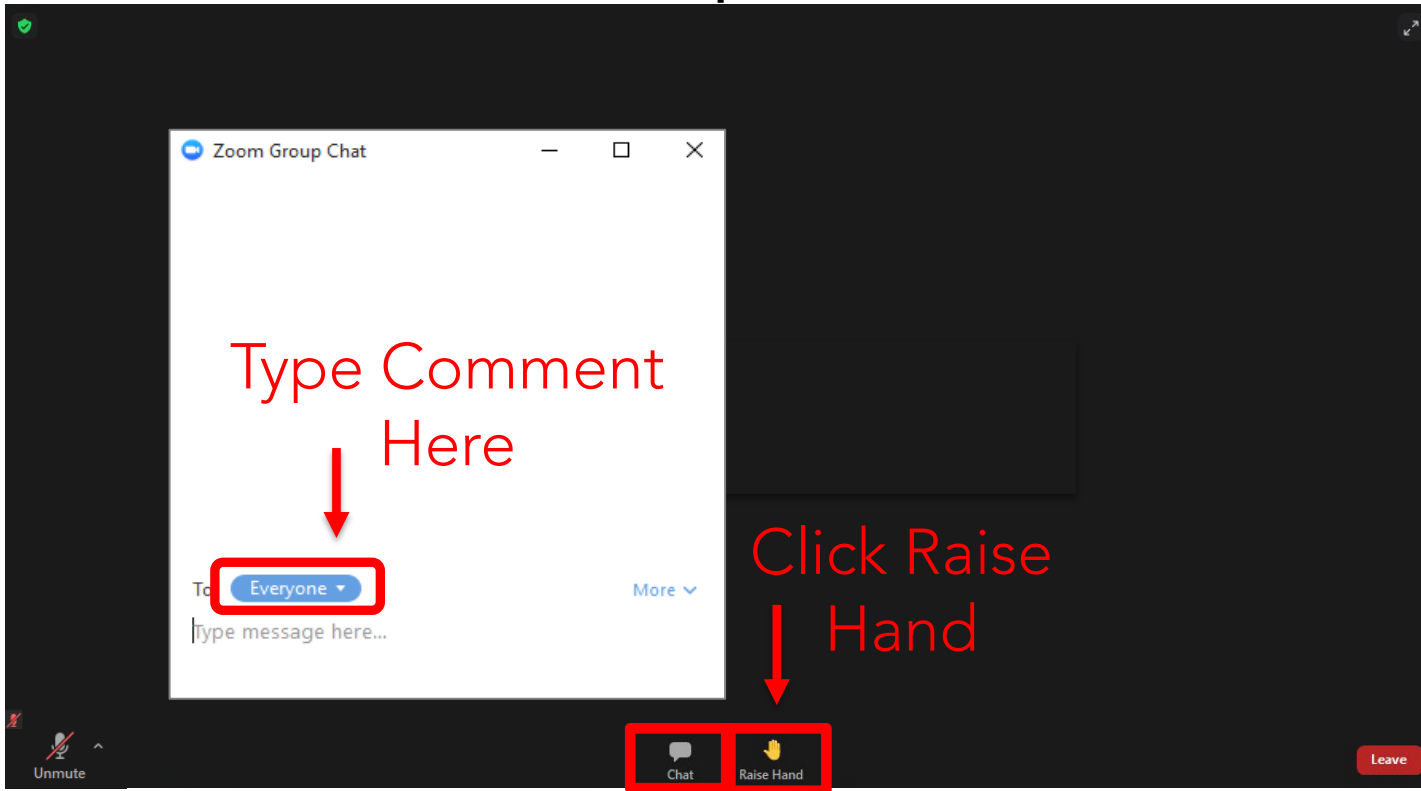
The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately 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*

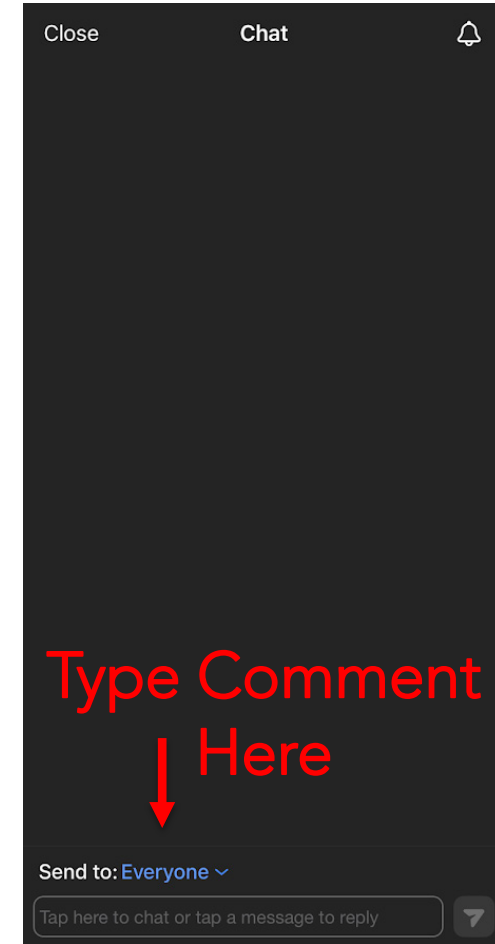
# ZOOM ORIENTATION

# Zoom Chat

## Computer



## Phone





# Virtual Participation Agreement

The workshop will include several sections with pause points to **ask questions** and **provide comments**

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

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**

# WELCOME & AGENDA REVIEW

# Workshop Agenda

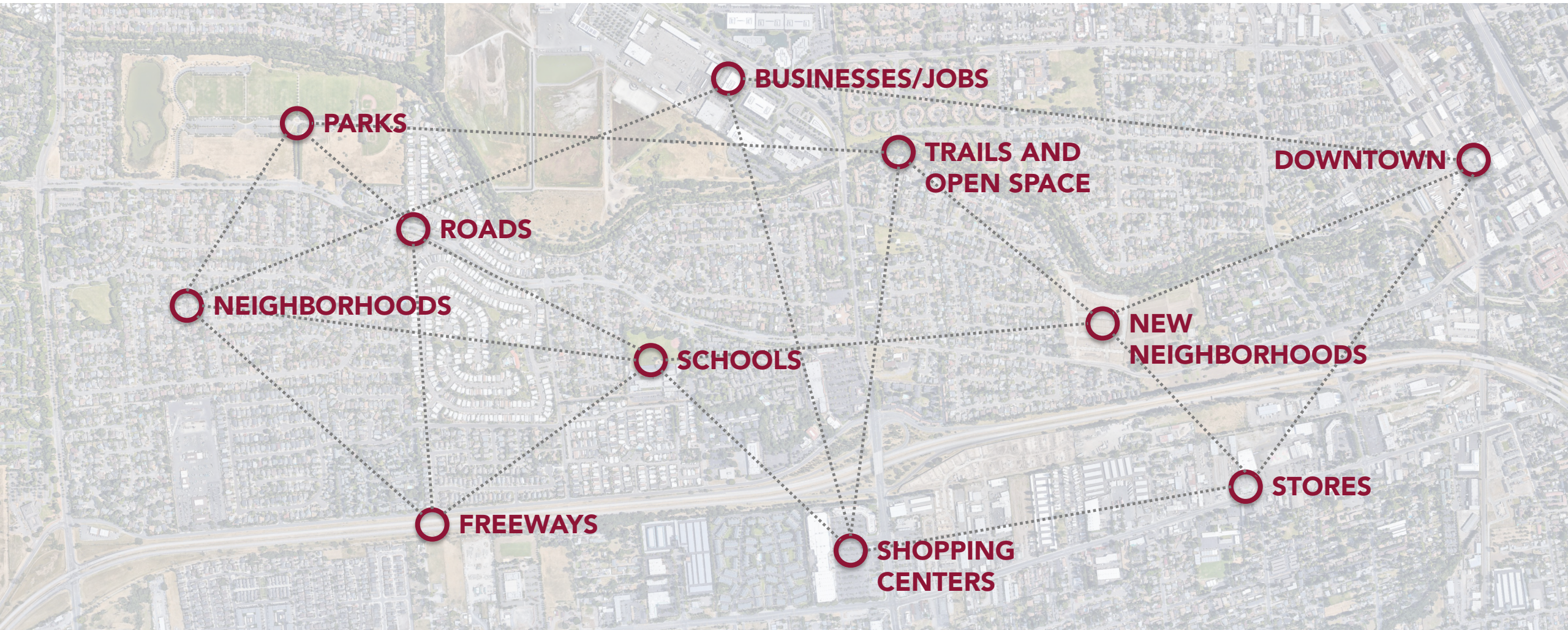
- I. Welcome & Overview
- II. Santa Rosa Forward Process
- III. Draft Vision Elements
- IV. Discussions
- V. Next Steps & Close



# 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.





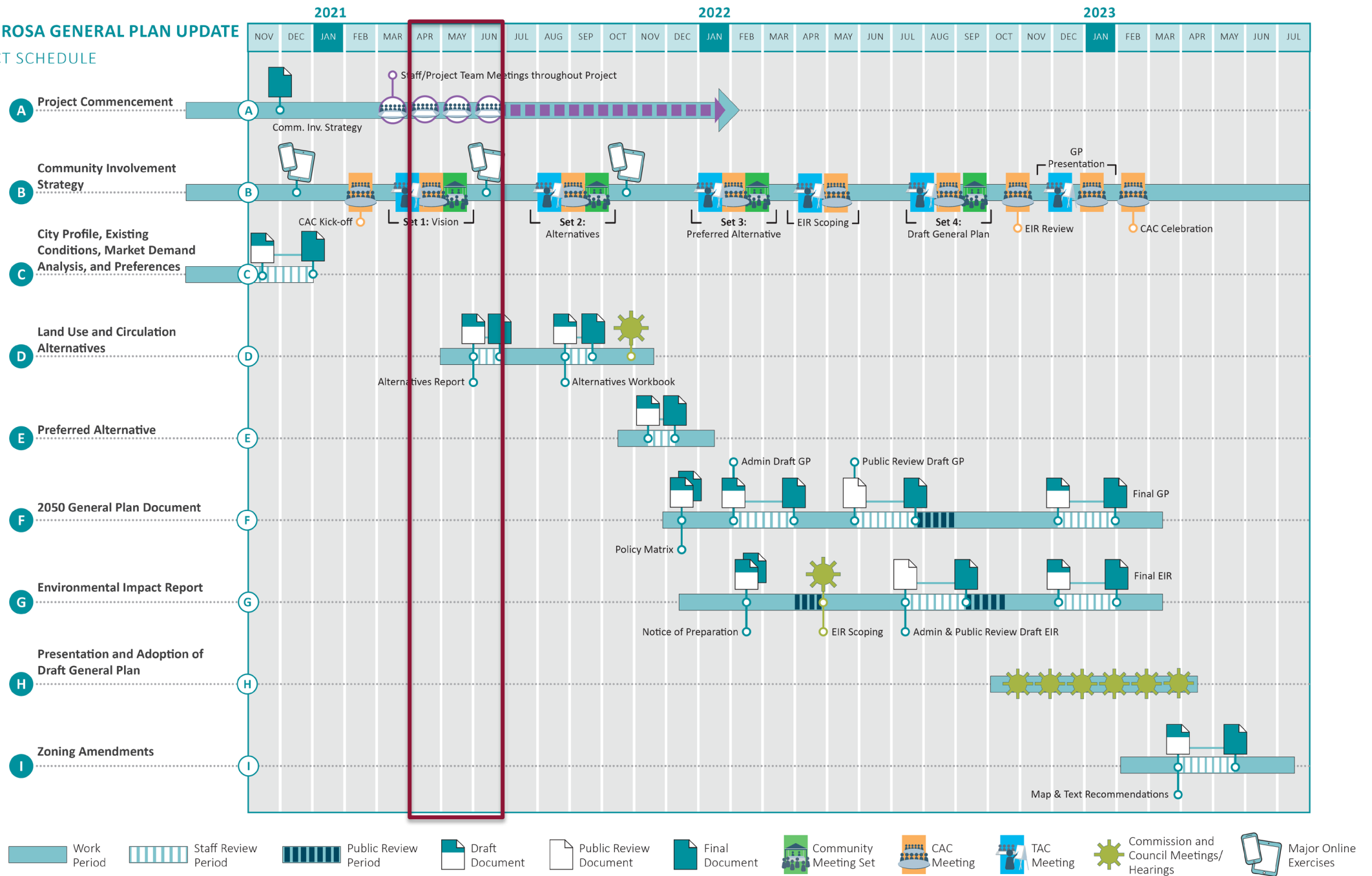
The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

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

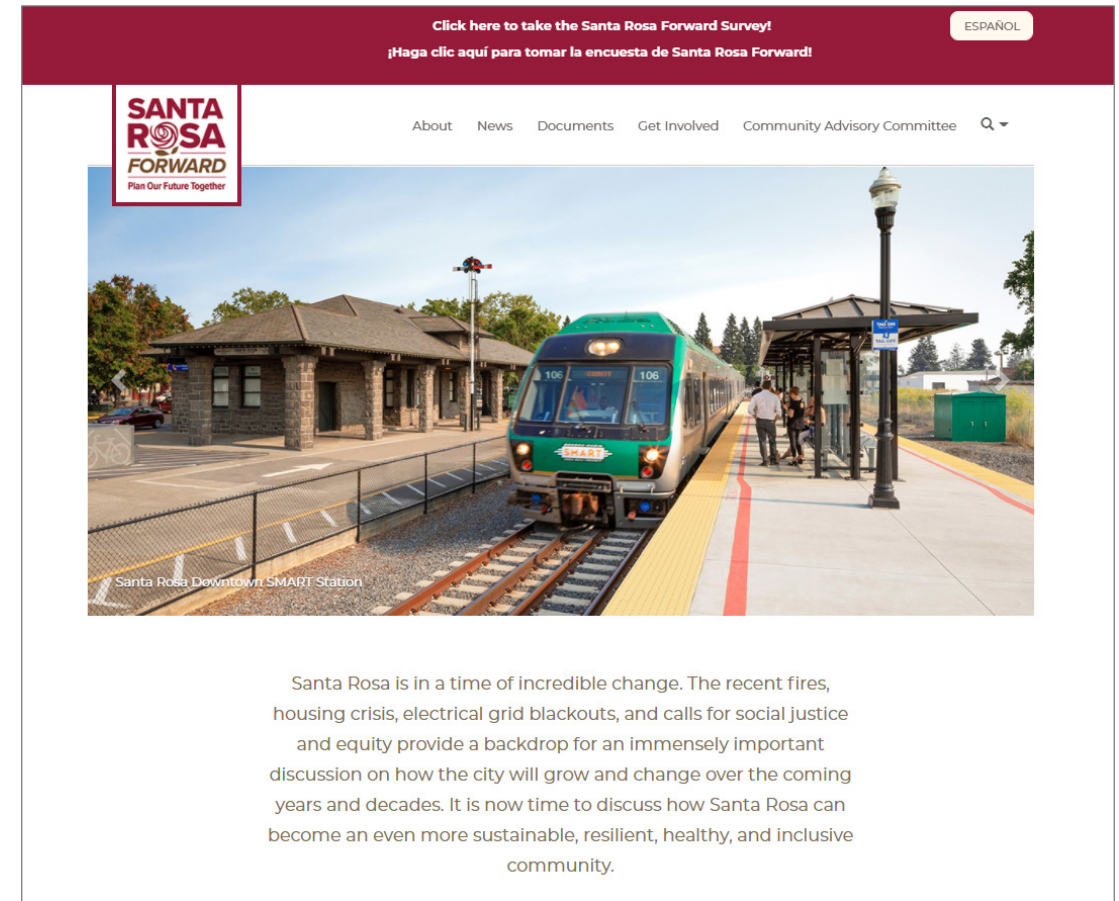


# Project Website

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 the survey.

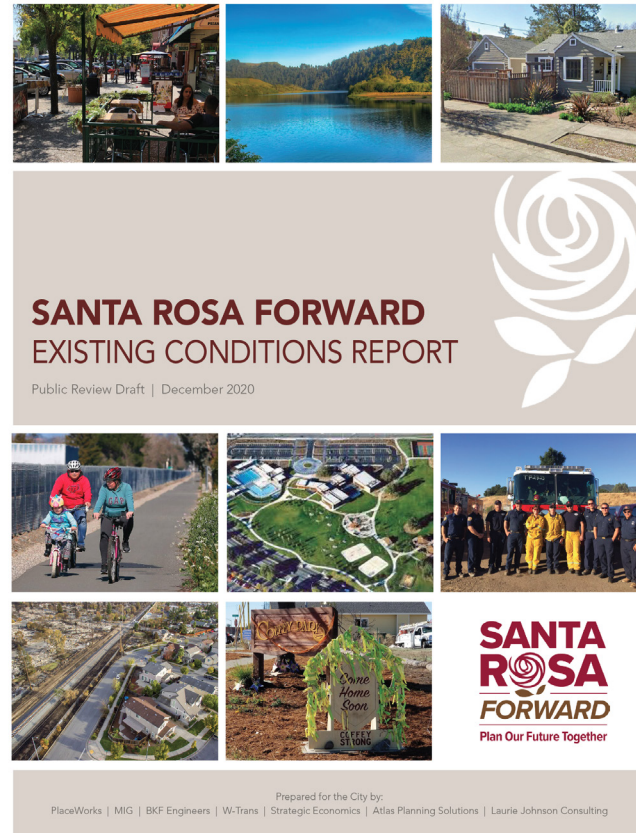




# Existing Conditions Summary

Published in December 2020 and 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.

# Community Survey #1

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

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



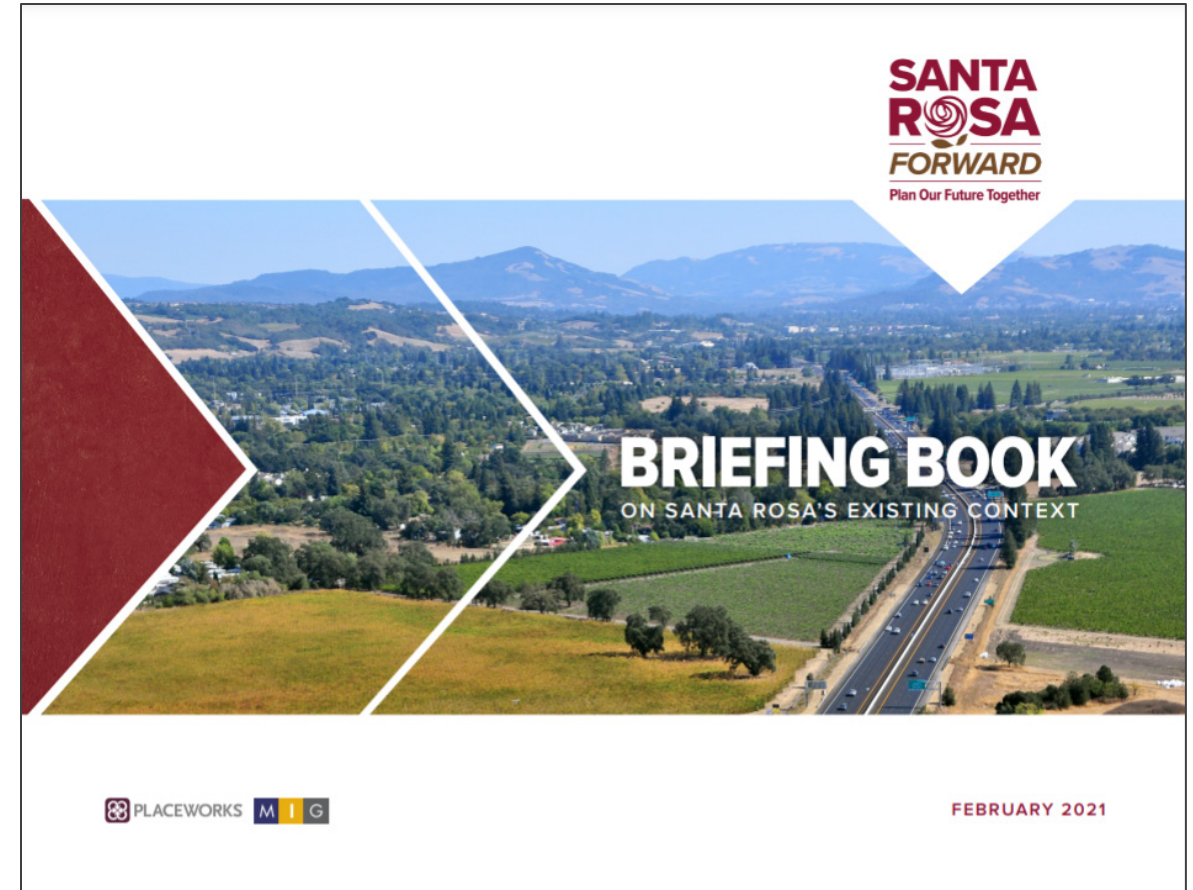
# Briefing Book

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:

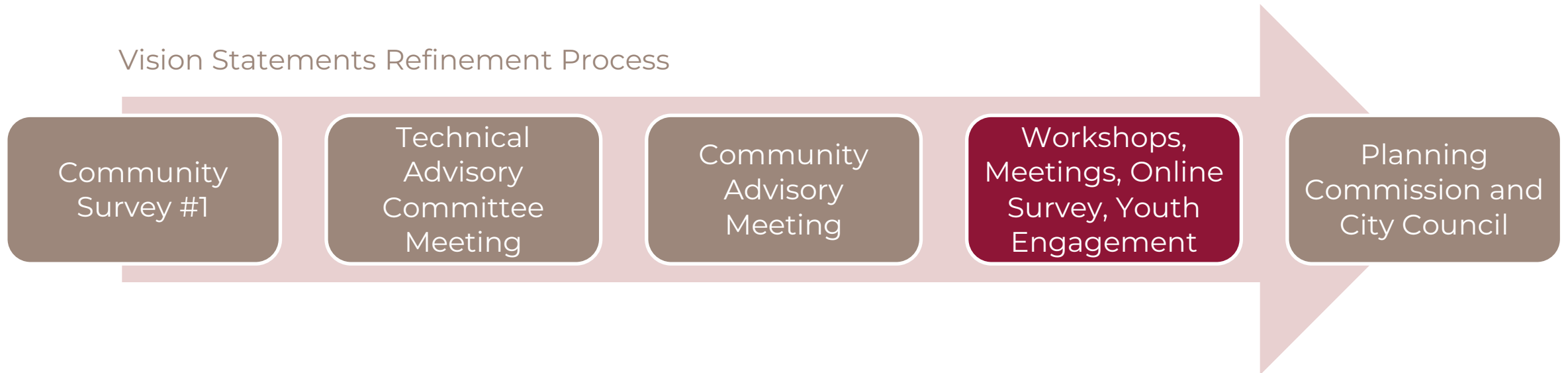
[www.santarosafoward.com/docs](http://www.santarosafoward.com/docs)



# 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



# DRAFT VISION STATEMENTS



# 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

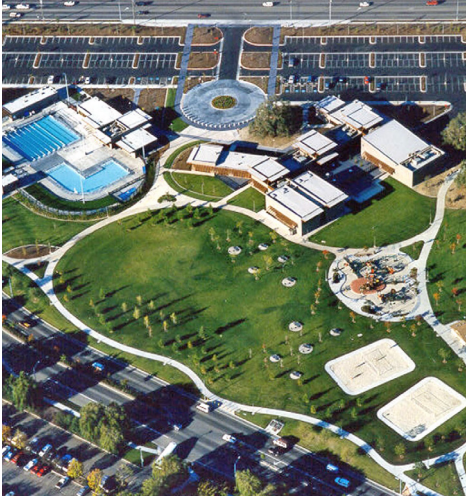


**Prepared:** All residents are aware of the risks of natural and human-caused hazards and are engaged in neighborhood and City emergency preparedness efforts.



**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-, Latino/Latina-, 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 (of any family structure), 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.

Questions about the project?



# GROUP DISCUSSIONS

# Let's Begin!

Click on the web link in the Zoom Chat to open the online Questionnaire.

<https://www.surveymonkey.com/r/59LJFM7>



# Question #1

Fill out today's date and time on the Questionnaire so we can organize all the comments.

Please also tell us a little about yourself.

Add your email address if you would like to receive regular project updates.



# Question #2

In one word, what is your vision for the future of Santa Rosa?

# Question #3

Review the Draft Vision Elements and prioritize them from #1 (highest priority) to #10 (lowest priority) based on the topics that are most important to you.

# Question #4

What do you like the most or what inspires you the most about Santa Rosa?



# Question #5

What would you change or improve about Santa Rosa in the future?

NEXT STEPS

# Next Steps

- Save your Questionnaire and email it to:  
**info@santarosafoward.com**
- The Project Team will summarize all community comments and feedback and present updated **Vision Elements** to the Planning Commission and City Council for feedback.
- **Make sure you stay involved in the process!** Your ideas, feedback, and perspective is important. Please visit the project website.