



THE SANTA ROSA
GENERAL PLAN UPDATE

Alternatives Workbook



Introduction

Santa Rosa has undergone significant transformation in recent years, and conditions are continuing to change quickly, along with the needs of the community. In response, the City of Santa Rosa is currently updating its General Plan to enable the community to become even more sustainable, resilient, healthy, and inclusive. This three-year process, known as **Santa Rosa Forward**, includes many opportunities for community discussions about the most pressing challenges and opportunities facing Santa Rosa.

What is a General Plan?

A General Plan is a legally-required policy document that establishes a community's long-term vision for the future and contains goals and policies that will shape future housing development, support job growth, foster healthy and resilient neighborhoods, protect and manage natural resources, ensure community safety, and promote

social and economic equity. All future City decisions related to land use are required to be consistent with the adopted General Plan, and all other City documents and reports (like the recently adopted Downtown Station Area Specific Plan) are required to be consistent with the adopted General Plan. Additional information about the Santa Rosa Forward project can be found at:

www.santarosafoward.com/about.

How Should You Use this Alternatives Workbook?

Building on the existing conditions analysis, 2050 Vision Statement, and community comments and ideas, the project team created three conceptual alternatives that present different ways Santa Rosa could grow and change over the next 30+ years. This **Alternatives Workbook** summarizes future growth assumptions, the three alternatives, and a comparative analysis of how each alternative could address housing, economic growth, sustainability, safety, resiliency, and equity needs in Santa Rosa.

As shown on the **Project Timeline** diagram to the right, the Santa Rosa Forward project is currently in the “Land Use and Circulation Alternatives” phase. This phase will include robust community conversations on each alternative, ultimately leading to the formation of an emerging Preferred Alternative in Spring 2022.

How will Community Comments on the Alternative be Used?

Community comments and feedback gathered during the alternatives phase will help shape the creation of a “preferred alternative” that will serve as the foundation of the updated General Plan. The preferred alternative, created by the community, may include components from any or all alternatives, plus new ideas that emerge during the community conversations over the next few months. When the preferred alternative is developed, it will include more detailed land use and circulation plans as well as goals, policies, and actions. These analysis will be presented to the community during another round of community conversations later this year. The diagram to the right shows the overall project timeline and specific detail on the current **Land Use and Circulation Alternatives phase**. For more information about the project, please visit:

www.santarosafoward.com

Project Timeline



Existing Conditions Analysis

Major Takeaways

The Santa Rosa Forward process provides an opportunity to understand challenges and opportunities facing Santa Rosa and allows the City to work closely with community members to develop plans, policies, and actions to effectively address current and future challenges. Below is a snapshot of the major takeaways from the Briefing Book on Santa Rosa's Existing Context, organized into six key topical areas. The complete Briefing Book is available at: www.santarosafoward.com/BB.



Land Use and Community Character

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



Travel and Commute Patterns

- ▶ How we move around Santa Rosa is changing and will be a key focus of the General Plan Update (e.g., increased transit use, autonomous vehicles, drones).
- ▶ Prior to the pandemic, approximately 63 percent of employed Santa Rosa residents worked out of town and 89 percent of them drove to work.
- ▶ SMART commuter rail and recent City investments in transit, bicycle, and pedestrian facilities have encouraged less single-occupant driving (and in turn reduced traffic).



Fires and Other Hazards

- ▶ 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

- ▶ Seniors and other households without children account for most of the 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.



Parks and Public Services

- ▶ Access to parks and the amenities they include varies throughout the city.
- ▶ The General Plan can support staffing and resources needed to deliver high-quality City services, and the ability to deliver these services and amenities equitably to all parts of the community.



Equity

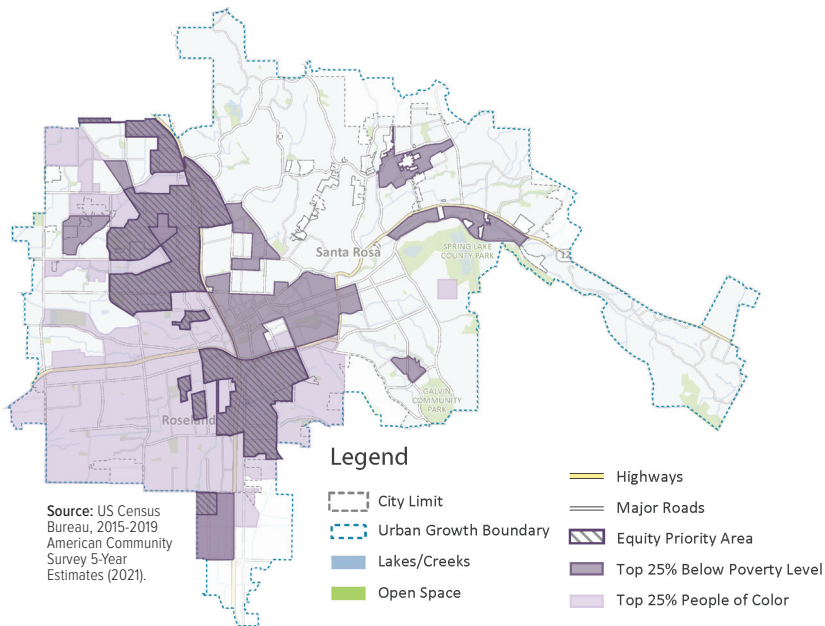
additional information on the next page

- Parts of northwest, southwest, and downtown Santa Rosa are facing inequities and environmental justice issues, including:
- ▶ Proximity to unhealthy land uses and activities.
 - ▶ Limited infrastructure like sidewalks and bicycle lanes, and limited amenities such as stores and daycare facilities.
 - ▶ Limited access to fresh, healthy food.
 - ▶ Historically lower influence on policy development and decision-making.

Equity in Santa Rosa

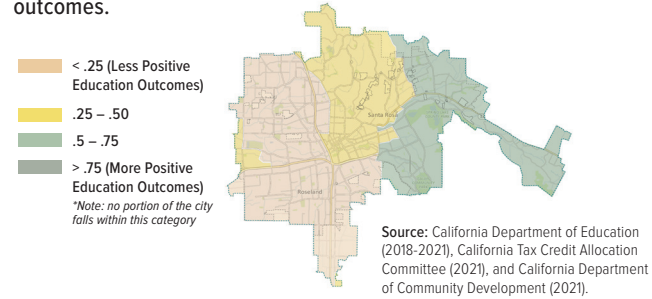
Increasing community equity and providing every resident with the opportunity to attain their full potential are major priorities for Santa Rosa Forward. The project team has identified **Equity Priority Communities** and **Equity Priority Populations** in Santa Rosa. The map below identifies the location of the Equity Priority Communities in Santa Rosa (purple hatch), which is where concentrations of lower income households and people of color overlap.

Equity Priority Communities



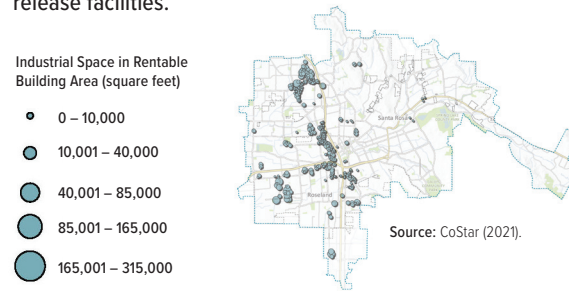
Educational Outcomes

People of color and lower income households are more likely to receive less resources for education and have poorer educational outcomes.



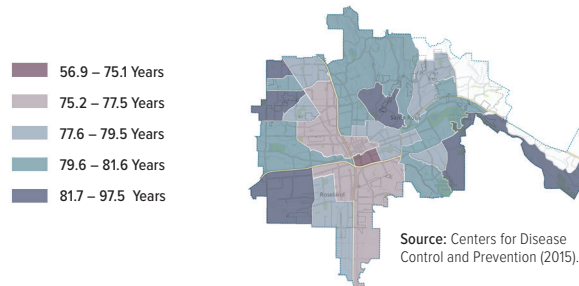
Environmental Justice

People of color and lower income households are more likely to live near harmful, unhealthy uses, like freeways and industrial and toxic release facilities.



Life Expectancy

People of color and lower income households are more likely to have higher rates of disease and a lower life expectancy due to reduced access to healthcare and healthy foods, as well as social, economic, and environmental disadvantages.



How do we define Equity Priority Communities?

People of Color make up about 45 percent of Santa Rosa's population, including those who identify as African American and/or Black, Asian or Pacific Islander, Indigenous, Latinx, and/or more than one race.

Low Income households earn up to 80 percent of the median income in the County. In 2021, this includes individuals living alone who earn less than \$65,150 and 4-person households earning less than \$103,300.

Who are Equity Priority Populations?

- » Low-income individuals and families
- » Racial or ethnic groups experiencing disparate health outcomes
- » Seniors, children, youth and young adults
- » Individuals with disabilities
- » Immigrants and refugees
- » Outdoor workers and farmworkers
- » Individuals who are limited-English proficient (LEP)
- » Unhoused people
- » Lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) communities
- » Individuals who are incarcerated and those who have been incarcerated

Community Vision Statement

One of the first major milestones of the Santa Rosa Forward process was the creation of a Vision Statement. Through a series of bi-lingual community workshops, meetings, and online exercises in early 2021, Santa Rosans came together to share over 3,000 comments and ideas on what they like about the community and what they would improve or change in the future. These conversations resulted in the framing of the **2050 General Plan Vision Statement** (shown on the following pages) that articulates the desired future for our city.

Additional information on the visioning process can be found at: www.santarosafoward.com/VS.

2050 General Plan Vision Statement Summary

“Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain high quality housing, education, and jobs; enjoy vibrant cultural events and arts; and live healthy lives in resilient neighborhoods that adapt to social and environmental change.”



2050 General Plan Vision Statement

The following tiles represent the complete 2050 Community Vision Statement for Santa Rosa, organized around 13 topics.



JUST

Social and environmental justice are achieved for everyone—all abilities, ages, ethnicities, gender identities, immigration status, income levels, language speakers, races, religions, sexual orientations and identities, **EVERYONE**.



SUSTAINABLE

Natural resources are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods, mitigate drought, and minimize greenhouse gas emissions.



INCLUSIVE

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



EQUITABLE

Everyone has what they need to enjoy long, fulfilling, healthy lives, including affordable access to meet their daily needs—including healthy food, recreation, education, childcare, employment opportunities, reliable internet, and physical and mental health services.



RESILIENT

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



PREPARED

The health and safety of everyone is supported by neighborhood, City, and county-wide efforts to prepare for natural and human-caused hazards, and roadways are optimized to support efficient evacuations.



SHELTERED

A diverse mix of high quality, safe, thoughtfully designed, efficiently planned, and well-served housing at all affordability levels is available throughout the community to accommodate everyone, including formerly homeless, immigrants, people with disabilities, local workers, multigenerational households, seniors, students, and formerly incarcerated people.



HEALTHY

All neighborhoods have low pollution levels and good air quality, are vibrant, connected, full-service communities, with the resources to be civically organized, and anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for everyone. Every person has the opportunity to attain their full health potential.



SUCCESSFUL

Top employers gravitate; Black-, Latino/Latina-, and other minority-owned businesses are in all corners of the community; equitable investments are made in all neighborhoods; local shops, food and beverage establishments and food trucks, 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 and region at all times and support healthy lifestyles, clean air, equity, and resilience.



SAFE

Streets are 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; and everyone, including immigrants and people of color, can safely access these services.



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 everyone.



CULTURAL

Art, cultural resources and activities, historic assets, and live music thrive in every neighborhood, are accessible to everyone, and work to celebrate our diverse community, bring people from all areas of the city together, and support the local economy.



Santa Rosa

Petaluma

Alternatives

The **Existing Conditions Analysis**, current **Equity issues**, and the community's **Vision Statement** are all guiding the Santa Rosa Forward process. The three alternatives presented on the following pages provide different options for how the community can grow and change in the future to address identified challenges and opportunities. Each alternative aims to implement the Community Vision, but offers a unique approach and choices for how we distribute future housing and improve circulation.

The purpose of these alternatives is to solicit community feedback on **where future growth and change should occur** (including homes, shopping, office, and industrial uses) and **what circulation improvements are needed** to support people's ability to easily and safely move around Santa Rosa. Additional important issues like equity, adequate public services (police and fire protection), access to childcare, housing availability and affordability, climate change, and many more will be addressed through policies and programs developed later in the Santa Rosa Forward process.

How were these alternatives developed and analyzed?

The alternatives presented in this workbook are intended as a starting point to support thoughtful discussions among community members about **how Santa Rosa should grow or change** over the next few years and decades. Each alternative was created based on several key assumptions that came from either the community (during the *Visioning Community Discussions* held during Summer 2021) or from analysis on trends and market demand prepared by the Santa Rosa Forward project team. These assumptions include the following:

- ▶ Each alternative responds to and builds upon the concepts included in the **Vision Statement**, which are focused on ensuring Santa Rosa is a diverse, equitable, and sustainable community.
- ▶ While the State is expected to require that approximately 24,000 new homes be built in Santa Rosa by 2050, each alternative **accommodates up to 36,000 new homes** to match the current general plan. This approach results in a range of options about where housing should be built and how much should be devoted to low-income households and people transitioning from homelessness.
- ▶ Each alternative differs on where new housing would go, in addition to where it is already allowed today. **Central Corridors** concentrates housing near Downtown; **Neighborhood Main Streets** envisions a city of neighborhoods with new housing near small neighborhood centers; and **Distributed Housing** builds on what is already here, with future growth occurring across the city in proportion to what is on the ground today.

- ▶ Each alternative includes a similar amount of new **office, retail, and industrial** uses but distributes them differently based on where future housing growth would be concentrated. An economic analysis prepared by the project team identified a future demand from the additional 36,000 homes for approximately 1 million square feet of retail space, 2 million square feet of office space, and 1.5 million square feet of industrial space.

These assumptions, in addition to the following technical analysis, were used to develop the alternatives:

- ▶ Each alternative was analyzed through a **traffic model assessment** to estimate the future travel patterns of residents, employees, and visitors based on differences in the geographic relationship between housing, jobs, and services.
- ▶ Each alternative was assessed for how well it addresses **community safety and resilience** from natural and human-made hazards based on the location of future housing and jobs.
- ▶ **Equity and environmental justice are major priorities** for the City and community, and while the alternatives present key distinctions, they are not so different from each other that there can definitive conclusions about how one would better advance equity compared to another. Instead, this workbook offers a foundational understanding of existing inequities across the city to inform future discussions around policy making and funding priorities.

The following pages present the alternatives and provide a summary of their key distinctions and commonalities. This information is designed to inform the community on the benefits and trade-offs of each alternative and will be used as a starting point for community discussions.

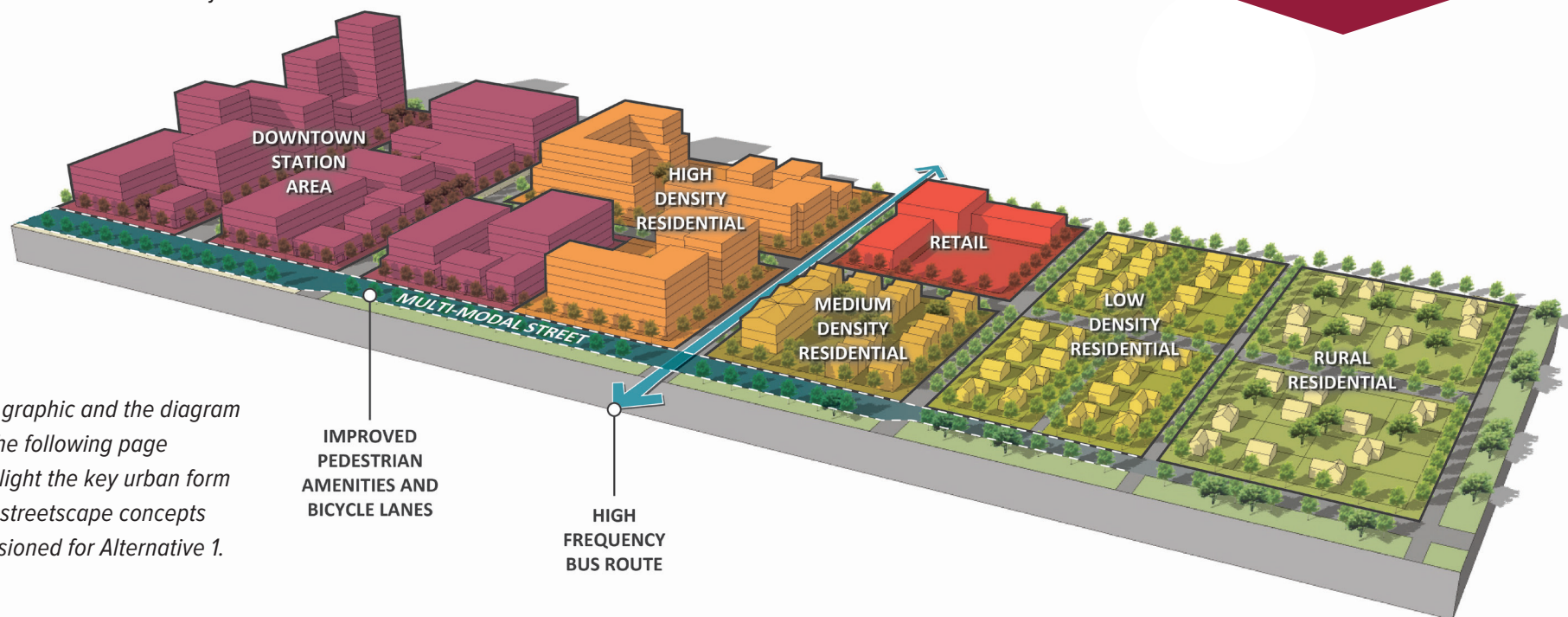


Alternative 1: Central Corridors

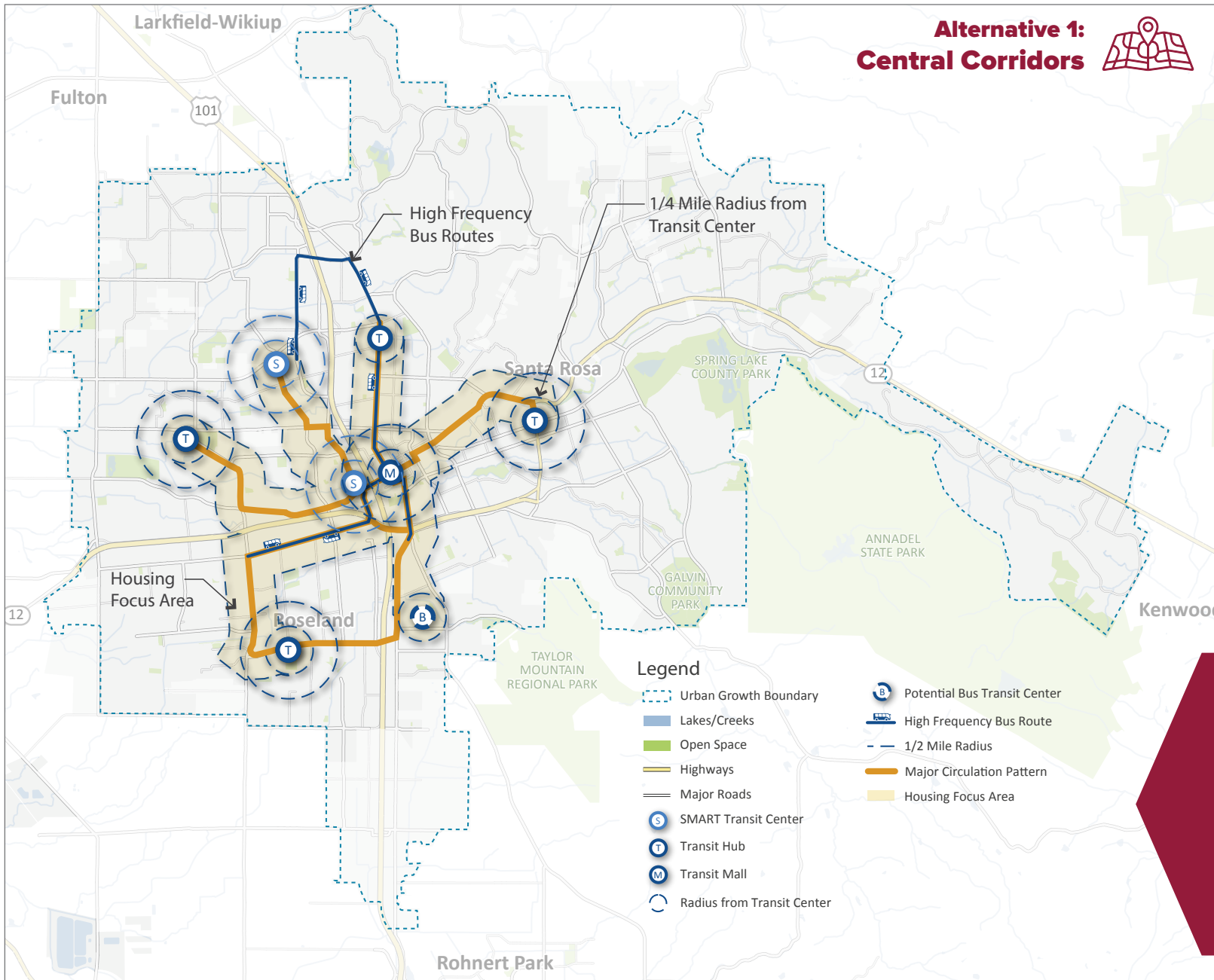
This alternative would focus future commercial and residential growth near Downtown and along central thoroughfares that are connected to transit facilities. Most community needs, such as jobs, retail, and commercial services, could be met in or near the central part of the city. This compact form of development is efficient and consistent with the recent Downtown Specific Plan, and would be supported by a robust transit system.

This alternative...

- ▶ Focuses 54% of new housing either Downtown or along central transit lines
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface (WUI) area to what is already allowed



This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 1.



New Housing

IN FOCUS AREAS
19,600 units / 54%

OUTSIDE FOCUS AREAS
17,000 units / 46%

CITYWIDE
36,600 units

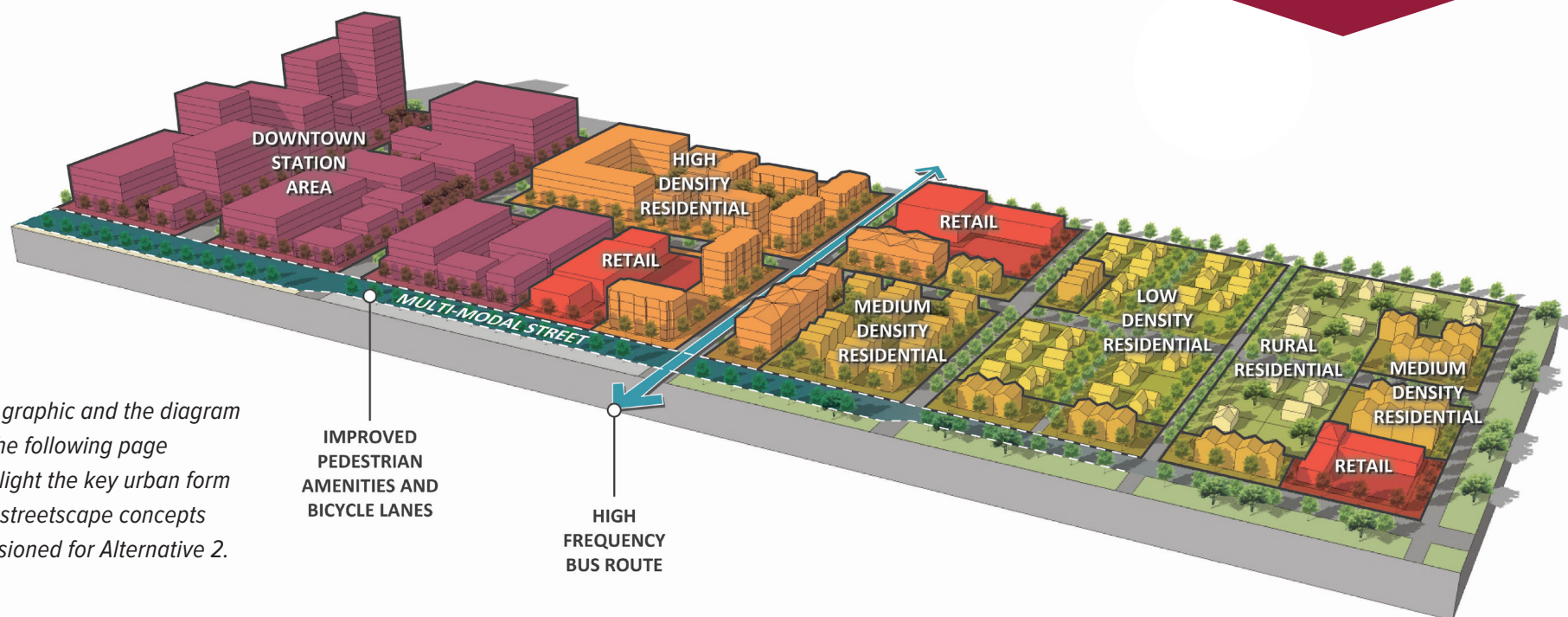


Alternative 2: Neighborhood Main Streets

This alternative would concentrate housing, jobs, and community destinations along key corridors and at community centers. This includes both Shopping Center (larger commercial and services centers) and Neighborhood Center (smaller retail) nodes. Nearly all residents would have convenient access to many daily needs within walking or biking distance, reducing the need for many daily vehicle or bus trips around the city.

This alternative...

- ▶ Focuses 55% of new housing near new or existing neighborhood centers
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface (WUI) to what is already allowed

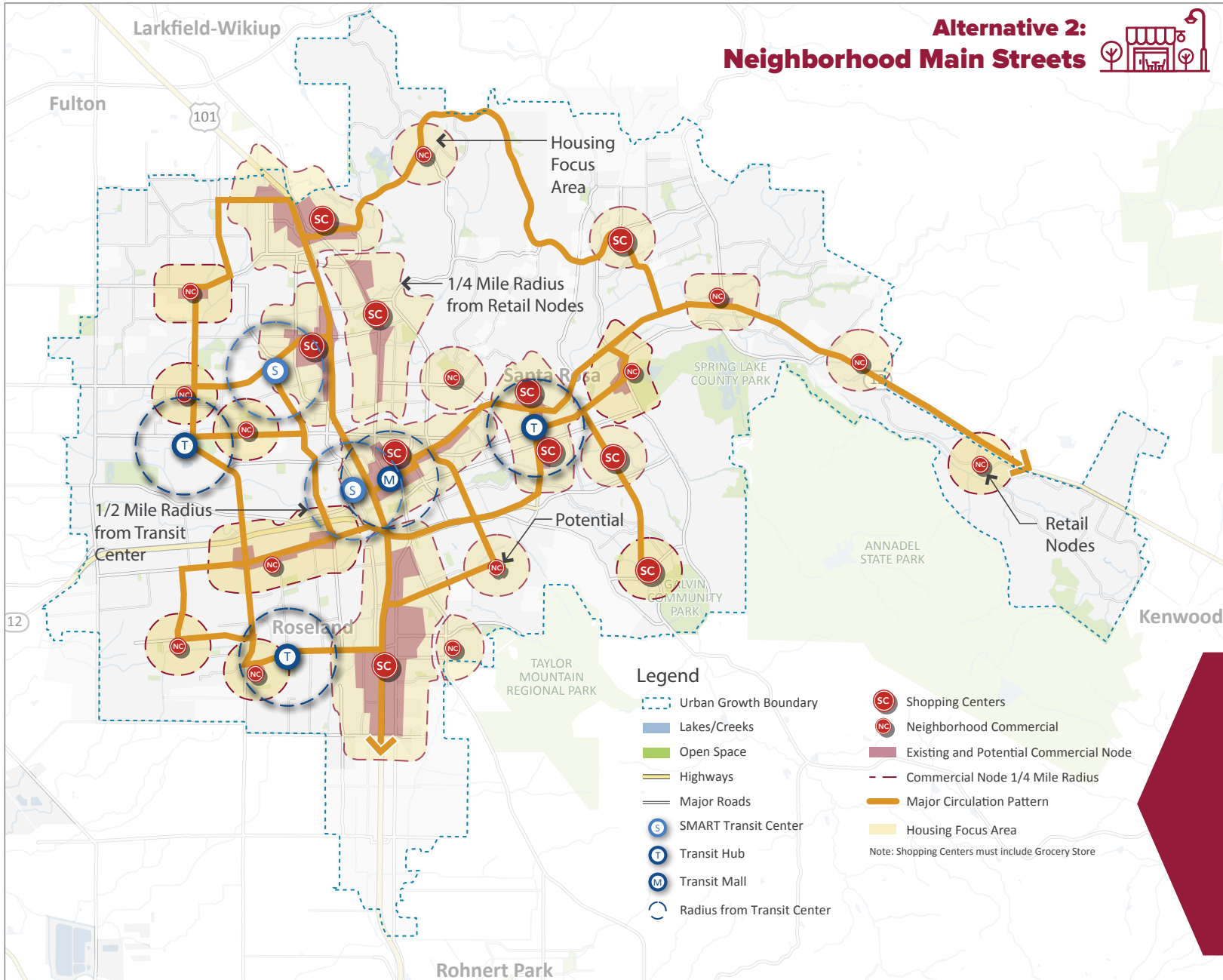


This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 2.
















IMPROVED
PEDESTRIAN
AMENITIES AND
BICYCLE LANES

HIGH
FREQUENCY
BUS ROUTE

Alternative 2: Neighborhood Main Streets



Legend

-  Urban Growth Boundary
 -  Lakes/Creeks
 -  Open Space
 -  Highways
 -  Major Roads
 -  SMART Transit Center
 -  Transit Hub
 -  Transit Mall
 -  Radius from Transit Center
 -  Shopping Centers
 -  Neighborhood Commercial
 -  Existing and Potential Commercial Node
 -  Commercial Node 1/4 Mile Radius
 -  Major Circulation Pattern
 -  Housing Focus Area
- Note: Shopping Centers must include Grocery Store

New Housing

IN FOCUS AREAS
19,800 units / 55%

OUTSIDE FOCUS AREAS
16,500 units / 45%

CITYWIDE
36,300 units

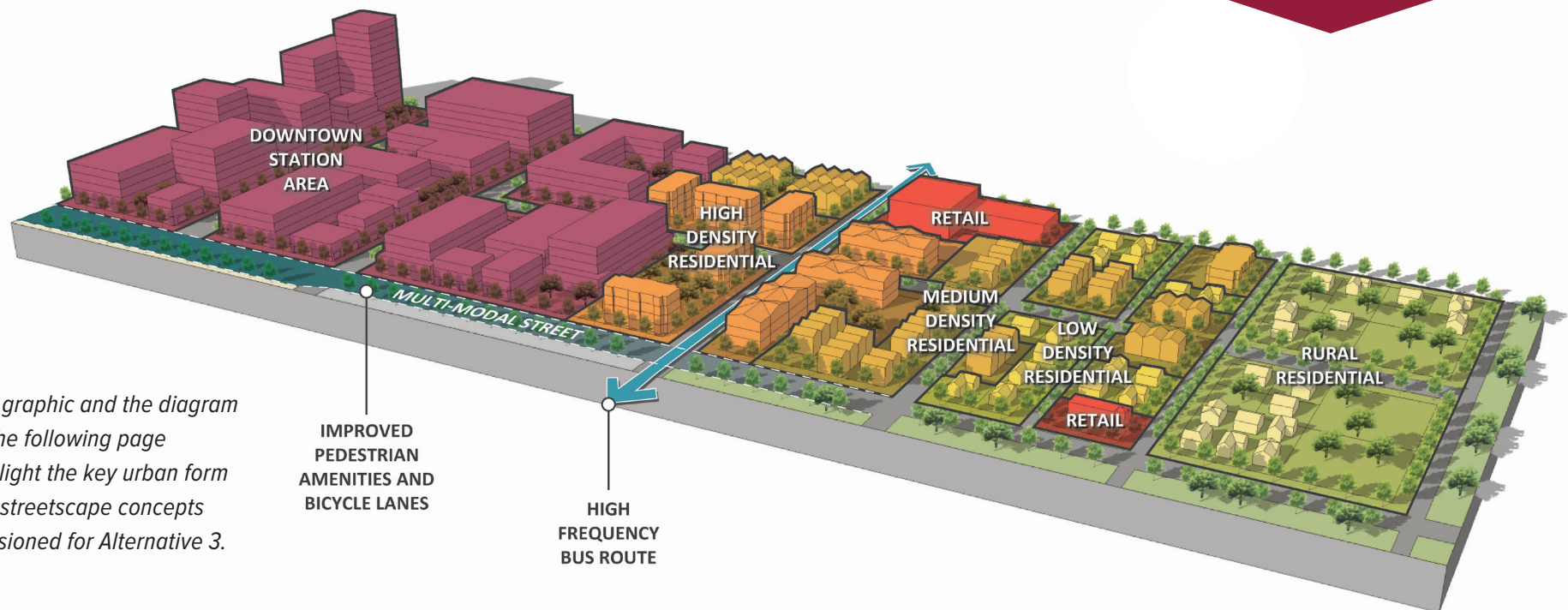


Alternative 3: Distributed Housing

This alternative would disperse new duplexes, triplexes, courtyard, and similar types of homes throughout the city on parcels that can accommodate new housing. Since new housing is more spread out, people might need to travel more often by private vehicle or bus to access daily goods and services.

This alternative...

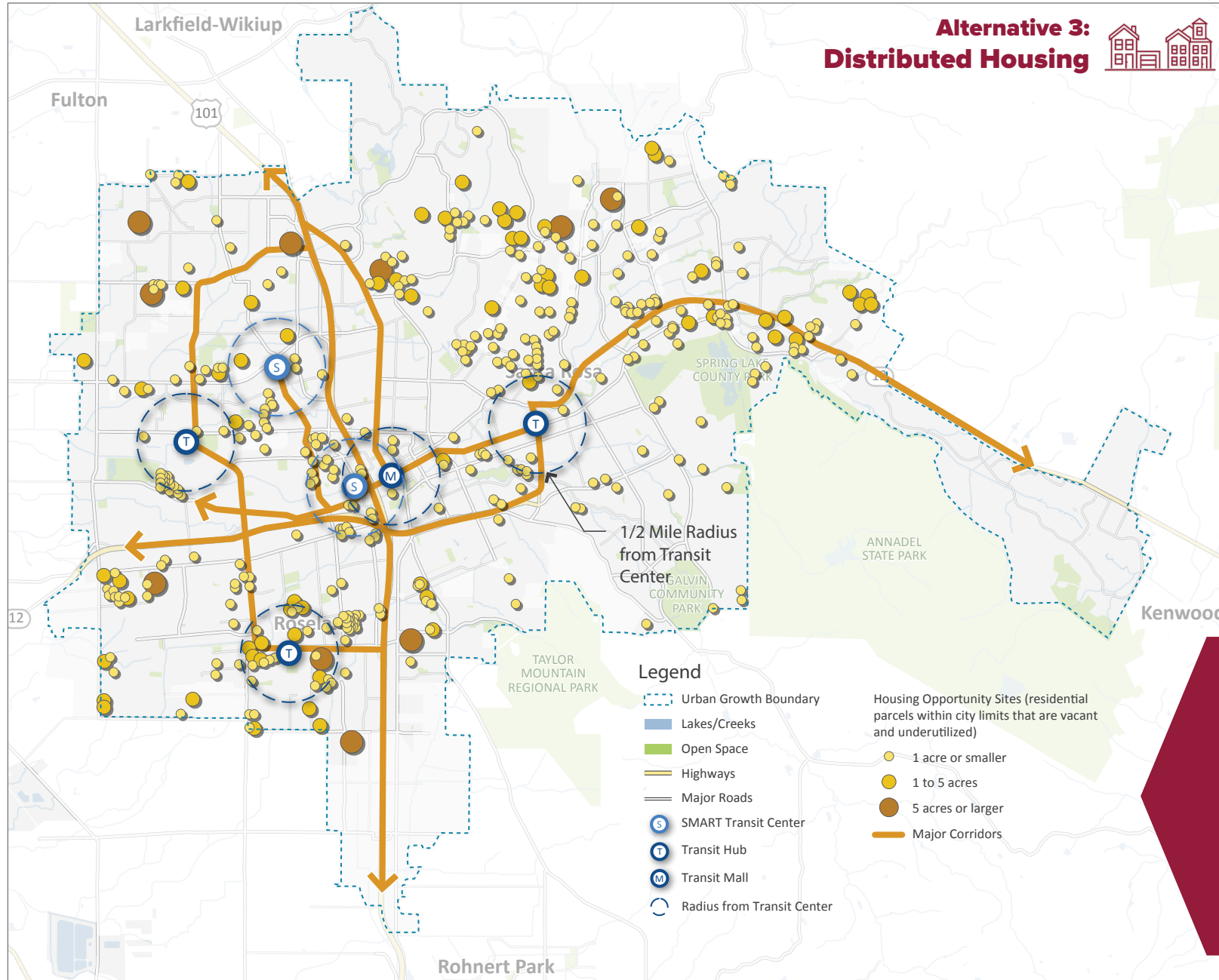
- ▶ Distributes 100% of new housing across the city in proportion to what is there today
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface (WUI) to what is already allowed



This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 3.

IMPROVED
PEDESTRIAN
AMENITIES AND
BICYCLE LANES

HIGH
FREQUENCY
BUS ROUTE



New Housing

WITHIN HOUSING OPPORTUNITY SITES
3,700 units / 10%

OUTSIDE HOUSING OPPORTUNITY SITES
33,100 units / 90%

CITYWIDE
36,800 units

Economics and Housing Comparison

Each alternative accommodates the same amount of housing and non-residential growth between now and 2050. The alternatives differ in where growth occurs across the city—particularly for housing, retail, and office uses—and therefore results in different patterns regarding where people live in relationship to where they work, play, and shop. The graphic on this page identifies the anticipated overall in Santa Rosa over the next 30+ years. Visit the project website for more information on the alternatives economic analysis, available at:

www.santarosafoward.com/Alts.



Maximum Potential New Construction

36,000

NEW HOMES



50%

INCREASE

72,000 HOMES TODAY

1 million

SQUARE FEET OF RETAIL



5%

INCREASE

20 MILLION SQUARE FEET TODAY

2 million

SQUARE FEET OF OFFICE



50%

INCREASE

4 MILLION SQUARE FEET TODAY

1.5 million

SQUARE FEET OF INDUSTRIAL



25%

INCREASE

6.5 MILLION SQUARE FEET TODAY

Economics and Housing Summary

Alternative 1: Central Corridors



- ▶ New housing and commercial development is concentrated in and around Downtown and along key transit lines extending from the city center.
- ▶ Additional retail Downtown is equipped to serve a larger number of customers, potentially limiting business growth elsewhere in the city.
- ▶ City center office space capitalizes on freeway and transit access, supporting the ability to attract larger and knowledge-based businesses, spending at Downtown restaurants, and demand for new, nearby housing.



Where should we encourage new jobs, retail, single-family housing, and multi-family housing?

Alternative 2: Neighborhood Main Streets



- ▶ Housing and commercial growth is focused in neighborhood retail centers and along community corridors.
- ▶ Shopping centers across the city support a greater number of small storefront businesses serving nearby residents.
- ▶ Office space citywide hosts businesses serving local households, such as insurance agents, accountants, and medical services.



Is nearby access, including walking and wheeling, to shopping important, or is it okay for housing to be more separated from commercial uses?

Alternative 3: Distributed Housing



- ▶ Housing and other commercial uses across the city grow proportionally where they exist today.
- ▶ Residents may need or prefer to travel to larger retail locations, potentially limiting new smaller-scale retail in some neighborhoods.
- ▶ Office growth occurs in current locations to serve new housing.

Efficient and Sustainable Development Comparison

VMT and Sustainability

Vehicle miles traveled (VMT) per service population includes all daily trips made to and from Santa Rosa destinations by residents and employees of Santa Rosa-based jobs. This comprehensive measure accounts for all VMT generated by the various land uses in the city.

24 Existing
VMT
Per Service Population

23 Projected
VMT
Per Service Population
for all three alternatives

Existing VMT for the entire Bay Area is **27** PSP

Increasing Share of Walking, Biking, or Transit Trips

VMT and **walking, biking, and transit** projections do not account for any future improvement projects. Enhancements to the transportation network, including trails, bike lanes, and transit frequencies, will likely lead to reduced dependence on private vehicles.



**Alternative 1:
Central Corridors**

UP TO **10%**



**Alternative 2:
Neighborhood Main Streets**

UP TO **5%**



**Alternative 3:
Distributed Housing**

UP TO **2%**



What actions should we take to best support a sustainable future for Santa Rosa?



What transportation investments would you like the City to make to ensure it's easy and enjoyable to get around?

Alternative Highlights

All three future development alternatives would:



Reduce vehicle miles traveled and associated greenhouse gas emissions compared to the current General Plan.



Increase the share of trips made by biking, walking, or taking transit compared to the current General Plan.

- ▶ Increasing the number of residents working from home could further reduce VMT at similar proportions across each alternative.
- ▶ New housing will outpace new local jobs so some new residents may need to drive to work outside of Santa Rosa.

In each alternative, where development occurs, traffic is anticipated to grow, though alternative modes of transportation and City policies may help curb congestion. Visit the project website for more information on the alternatives transportation analysis, available at: www.santarosafoward.com/Alts.

Mobility and Connectivity

The updated General Plan will include enhancements to the transportation network that will complement future land uses, improve connectivity, and help reduce the community's dependence on single-occupant and private vehicles, which will be achieved using different strategies in each alternative:

Alternative 1:

Central Corridors

Most community needs are met in or near the central area of the city. Transportation network improvements connect people to Downtown in a hub-and-spoke pattern, improving access by transit and bike.

Alternative 2:

Neighborhood Main Streets

The majority of new residents live near daily destinations such as jobs, retail, and dining. Sidewalk gaps are eliminated and expanded bikeways connect residents to their nearest key corridor.

Alternative 3:

Distributed Housing

Residents may need to travel by private vehicle or bus to access needed goods and services. The current street pattern is maintained, with targeted enhancements along corridors where new duplexes, triplexes, and multifamily housing would be focused. The bike network is significantly expanded to make crosstown travel easier and safer.

Resilience and Safety Comparison

Alternative 1: Central Corridors

Comparatively Safer for Wildfires, Floods, and Landslides

- ▶ Concentrates the most housing and commercial activities away from the wildland urban interface (WUI) and outside of flood and landslide risk areas.

Alternative 2: Neighborhood Main Streets

Comparatively Safer for Extreme Heat and Emergency Evacuations

- ▶ Supports a denser tree canopy and more green spaces that will help reduce heat island effects and support efficient emergency evacuations.

Alternative 3: Distributed Housing

Comparatively Safer for Earthquakes and Fires Caused by Earthquakes

- ▶ Locates most new development farther from the Rodgers Creek Fault.

Alternatives Comparison

HAZARD/SAFETY FEATURE	Alternative 1: CENTRAL CORRIDORS	Alternative 2: NEIGHBORHOOD MAIN STREETS	Alternative 3: DISTRIBUTED HOUSING
Wildfire	Green	Orange	Yellow
Floods	Green	Orange	Yellow
Earthquake	Yellow	Orange	Green
Fires Caused by Earthquake	Orange	Yellow	Green
Landslides (earthquakes, rainfall, and post-fire)	Green	Yellow	Orange
Extreme Heat	Yellow	Green	Orange
Evacuations	Orange	Green	Yellow

This table compares the performance of each alternative to the others for each hazard or safety issue. **Green** is the best, **Yellow** is second best, and **Orange** is third best at addressing these issues. The ranking is based on an analysis of where people will live and work relative to the potential threat. Visit the project website for more information on the alternatives safety and resilience, available at: www.santarosafoward.com/Alts.



What actions should the City prioritize when planning for community safety and resilience?



Which hazards or safety issue are you most concerned about?



CAL FIRE is expected to expand the identified WUI boundaries in the near term. Threats to structures and people can be reduced with fire-safe materials, maintenance of surrounding landscapes, and careful evacuation planning.



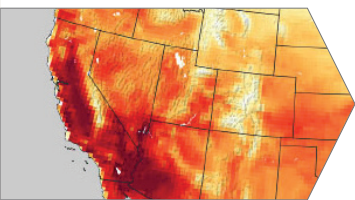
Flood risk can be reduced through storm drainage capacity improvements



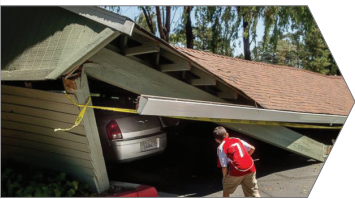
The Rodgers Creek Fault has a 33% probability of a magnitude 6.7 or greater earthquake before 2050.



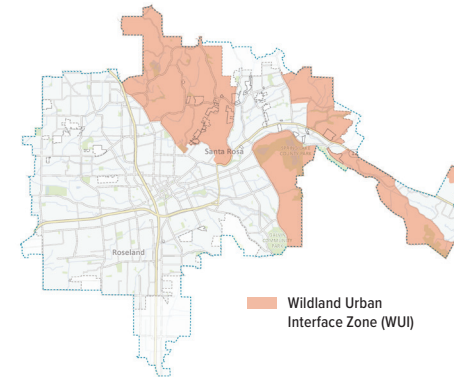
The wildland urban interface (WUI), where undeveloped land meets developed areas, generally faces higher risk of wildfire. The WUI covers parts of northern Santa Rosa, including Fountaingrove, and eastern Santa Rosa, including areas east of Calistoga Road to the north and east of Summerfield Road to the south.



Heat islands are urban areas that experience higher temperatures than undeveloped areas because urban structures, like buildings and roads, absorb and re-emit the sun's heat more than natural landscapes do.



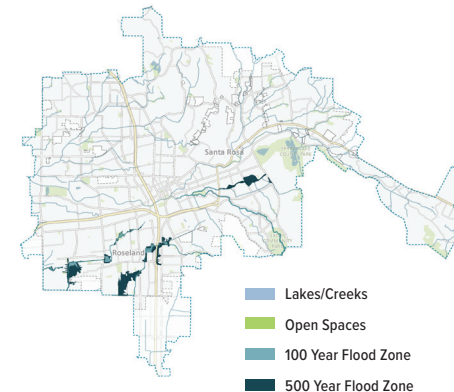
In an **earthquake**, shaking is considered **'violent'** when specially-designed structures sustain considerable damage while other structures sustain partial collapse and buildings are shifted off foundations.



Wildfires

The areas in red are within the Wildfire-Urban Interface (WUI) zone and especially susceptible to catastrophic wildfires

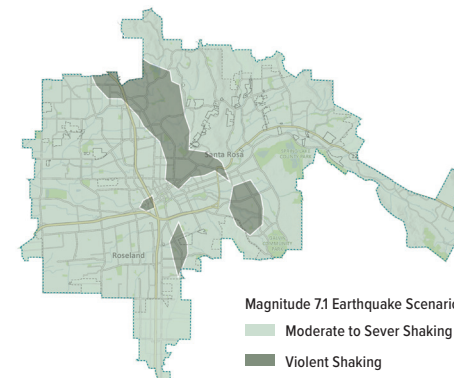
Source: CAL FIRE (2021)



Floods

The areas in blue are located within either 100 or 500 year flood zones and susceptible to periodic flooding.

Source: Federal Emergency Management Agency (2021).



Earthquakes

All parts of Santa Rosa are susceptible to earthquakes (light green), but the dark green areas are at greatest risk for violent shaking and severe damage.

Source: US Geological Survey (2021).

Equity in the Alternatives

We achieve equity when **everyone** has the opportunity to thrive. In Santa Rosa, some community members, often **low-income households** and **people of color**, face adverse conditions and circumstances that negatively impact their education and health outcomes, financial stability, life expectancy, and more. Santa Rosa intends to support the success and quality of life of historically disadvantaged communities through equitable planning and City actions.

Everyone Means...

people of all abilities, ages, ethnicities, gender identities, income levels, races, religions, sexual orientations; formerly incarcerated people; immigrants; all language speakers. It means you, your family, your neighbors, your colleagues and community members across Santa Rosa. **EVERYONE.**

How will Santa Rosa Forward address equity?

Santa Rosa Forward—its community involvement strategy and the goals, policies, and programs it develops—is taking special care to empower Equity Priority Communities and populations to participate, prosper, and reach their full potential.

Santa Rosa Forward aims to make meaningful advancements to equity through whatever preferred future alternative is created by the community. Equity is embedded in all aspects of the General Plan and, following the community's guidance, is a foundation of the Vision for Santa Rosa Forward.



What barriers are making it difficult for you or your fellow community members to be involved in Santa Rosa Forward or other City decision-making?



How should funding be prioritized to ensure each neighborhood receives equitable public investments in the coming years?

Equity Comparison

The land use and mobility assumptions that frame each alternative do not support *definitive* conclusions about how any one alternative would better advance equity compared to another. However, the growth patterns of each alternative generally support equity in the following ways:

Alternative 1: Central Corridors



- ▶ A concentrated development pattern supports Santa Rosa's ability to attract larger businesses and more high-wage jobs for residents.

Alternative 2: Neighborhood Main Streets



- ▶ More new homes near jobs and essential goods and services, like grocery stores and doctors' offices, and reduces travel costs for residents to access daily needs.

Alternative 3: Distributed Housing



- ▶ More single-family homes allow the development of accessory dwelling units, expanding economic opportunities for existing homeowners and offering more space for multi-generational households.

Additional Policy Considerations

The City is committed to **improving equity** through strategic and thoughtful policy and funding choices that will supplement the alternatives to advance the following objectives established in the Vision Statement:

Health

- ▶ Everyone enjoys long, fulfilling, and healthy lives.

Services

- ▶ Everyone has access to affordable healthy food, education, childcare, recreation, reliable internet, and physical and mental health services.

Housing

- ▶ Everyone has equitable access to high quality, affordable housing for all life stages.

Environmental Justice

- ▶ Everyone is treated fairly and meaningfully involved in decision-making that effects the community's environmental health.

Social Justice

- ▶ Social justice is achieved for everyone.
- ▶ Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the people they serve, and everyone can safely access public safety service.

Community Engagement and Decision Making

- ▶ Everyone has equitable access to be meaningfully involved in City and community decision making.

Economic Opportunity

- ▶ Everyone can access meaningful work and earn a living wage.
- ▶ Thriving minority-owned businesses exist in all corners of the community.

Connectivity

- ▶ High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city and region when needed.

City Funds

- ▶ Investments are equitable across all neighborhoods.

Moving Towards a Preferred Alternative

The goal of this round of discussions is to hear from the community about the various policy choices included in this Alternatives Workbook so the City can develop a draft Preferred Alternative for the future of Santa Rosa. The Preferred Alternative may be a combination of multiple alternatives or look very different from any of the three alternatives.

Please consider the following two broad questions after you have had a chance to review and react to the information in this Workbook:



Which alternative comes closest to expressing your vision for the future of Santa Rosa?



What, if anything, would you change about that alternative to better express your vision?

Community Discussion Opportunities

The **Community Discussions on Alternatives** process, which will be held between January and March 2022, will include a series of online surveys, community workshops, meetings, youth engagement activities, and other interactions that offer a variety of ways for the community to be involved. This round of engagement is focused on soliciting community feedback on the alternatives discussed in this workbook and includes the following key engagement opportunities:

- ▶ **Online Virtual Workshops and Survey**
- ▶ **Community Advisory Committee Meetings**
- ▶ **Equity Priority Community Sessions**
- ▶ **Community Organization Meetings**
- ▶ **Youth Activities**
- ▶ **City Boards and Commissions Meetings**
- ▶ **Planning Commission and City Council Study Sessions**

Please visit www.santarosafoward.com for more information on the project and upcoming community discussions and events.

Additional Info

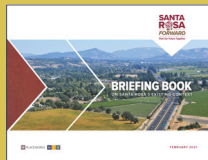
Other Project Reports and Summaries



Community Vision Statement

The Vision Statement is based on a wealth of community comments and ideas gathered during the community vision workshops, meetings with community-based organizations, discussions with individuals, meetings with City Boards and Commissions, and discussions with the City Council conducted between May and July 2021. The Vision Statement is an aspirational expression that frames community needs and desires and serves as a foundation for all the remaining General Plan work. It will help frame the land use and transportation alternatives; inform new and updated General Plan goals, policies, and programs; and ensure that the General Plan fully addresses the needs and desires of the community.

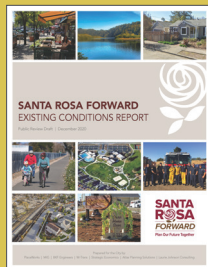
The full Vision Statement is available at: www.santarosafoward.com/VS



Briefing Book on the Existing Conditions

This document is a high level summary of the major findings and take-aways from the detailed Existing Conditions Report (see below). This summary includes important background information and emerging opportunities, organized into six key topical areas.

The full summary is available at: www.santarosafoward.com/BB



Existing Conditions Report

This report analyzes and summarizes demographic, economic, land use, community character, mobility, natural resources, infrastructure, environmental justice, community health, and other conditions in Santa Rosa, with the goal of helping the community and City understand the issues and opportunities facing Santa Rosa. This analysis will be used to support the planning and community engagement process conducted during development of the updated General Plan.

The full report is available at: www.santarosafoward.com/ECR

Key Terms

Density: The average number of homes on one acre of land in a given area.

Environmental Justice: The fair treatment and meaningful involvement of all people regardless of race, color, national origin, sexual orientation, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

Equity: The just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.

Regional Housing Needs Allocation (RHNA): An estimate based on State of California projections of population growth and housing unit demand and assigns a share of the region's future housing need to each jurisdiction in the State. These housing need numbers serve as the basis for the update of the housing element in each California city and county.

Resilience: The capacity to recover quickly from difficulties or hardships, typically associated with natural or human-made disasters, droughts, economic recessions, social unrest, or housing uncertainty.

Retail: The sale of goods to the public in relatively small quantities for use or consumption rather than for resale.

Santa Rosa Forward: The name given to the City of Santa Rosa's multi-year General Plan Update project.

Vehicle Miles Traveled (VMT): The total distance traveled in miles by all motor vehicles of a specific group within a given area at a given time.

Zoning: A method in which a municipality divides land into areas called zones, each of which has a set of regulations for new development that differs from other zones.

Technical Appendix

The Santa Rosa Forward project team, composed of City staff and consultants, performed a series of technical analyses to understand the implications of each alternative. Key findings from these analyses are highlighted in this Alternatives Workbook and summarized in greater detail in a Technical Appendix. The full Technical Appendix is available at:

www.santarosafoward.com/AIts



Santa Rosa City Hall
100 Santa Rosa Avenue
Santa Rosa, CA 95404
www.SantaRosaForward.com