

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.santarosaforward.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.