

# 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?**