

Existing Conditions Analysis

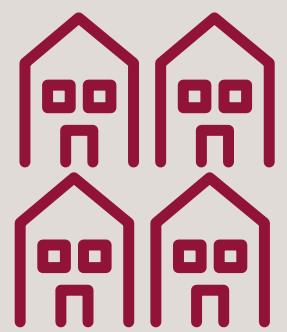
Major Takeaways

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.



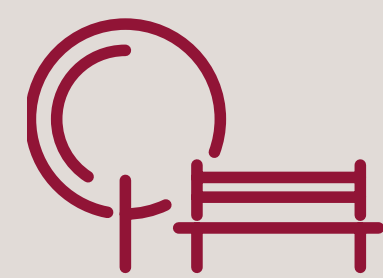
Housing, Employment and Economic Development

- ▶ 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.



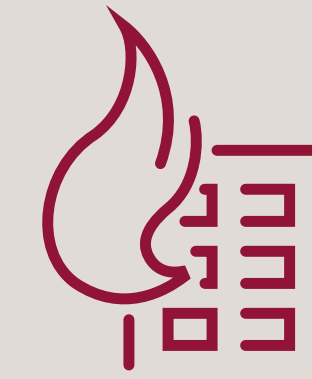
Travel and Commute Patterns

- ▶ 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).



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.



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.



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.