

Existing Conditions Analysis

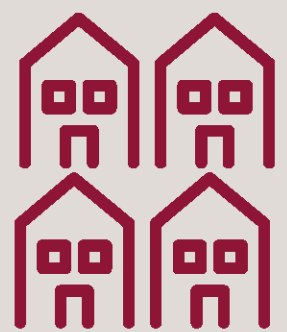
Major Takeaways

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.



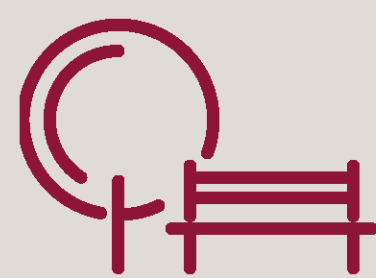
Housing, Employment and Economic Development

- ▶ 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.



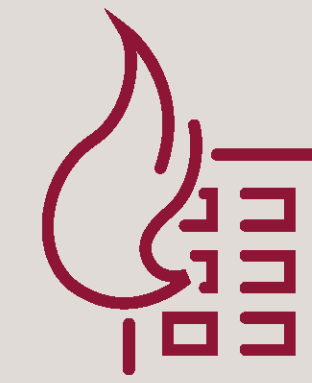
Travel and Commute Patterns

- ▶ 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).



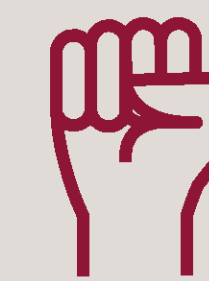
Parks and Public Services

- ▶ 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

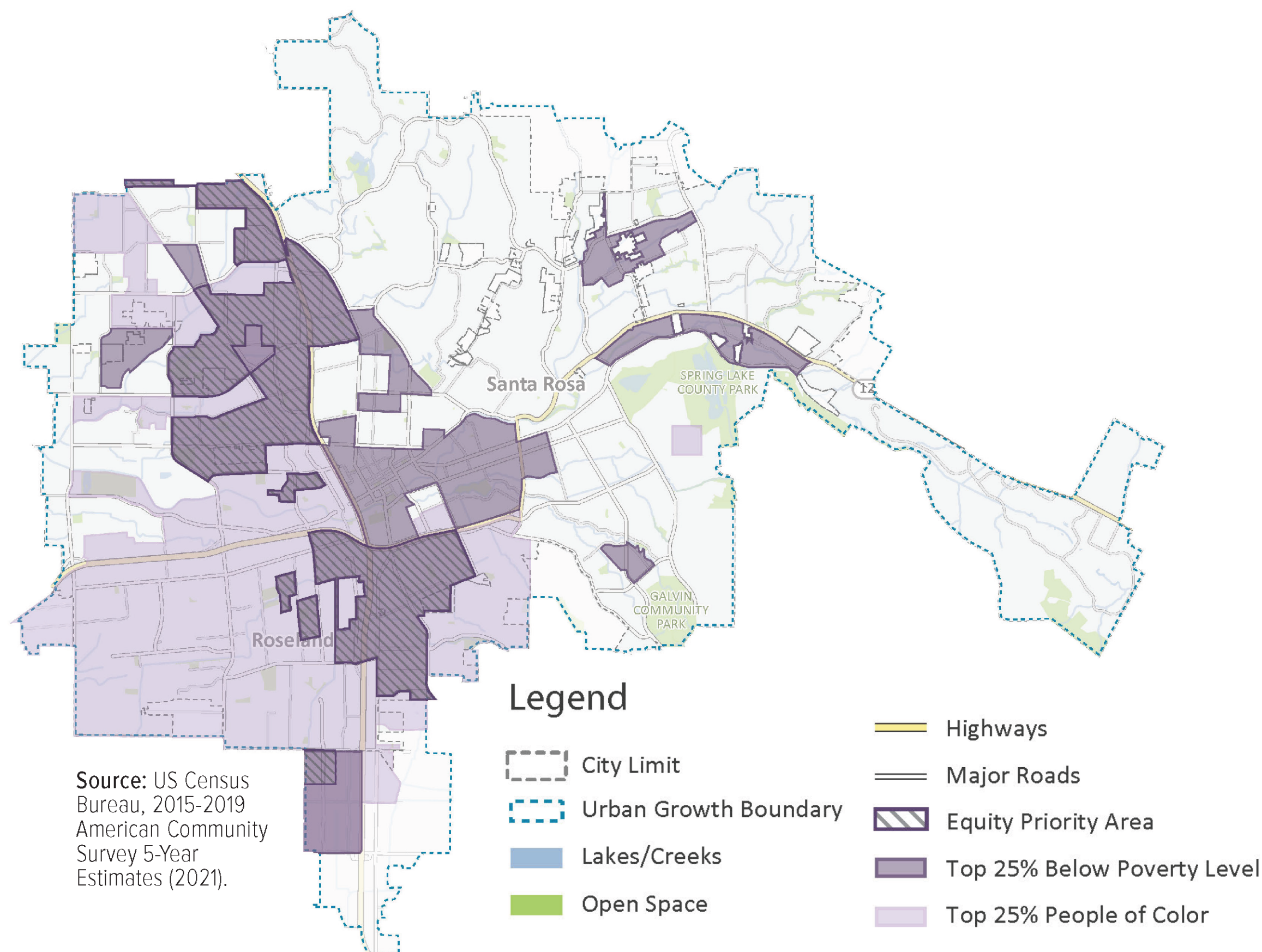
additional information on the next page

- 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.

Equity in Santa Rosa

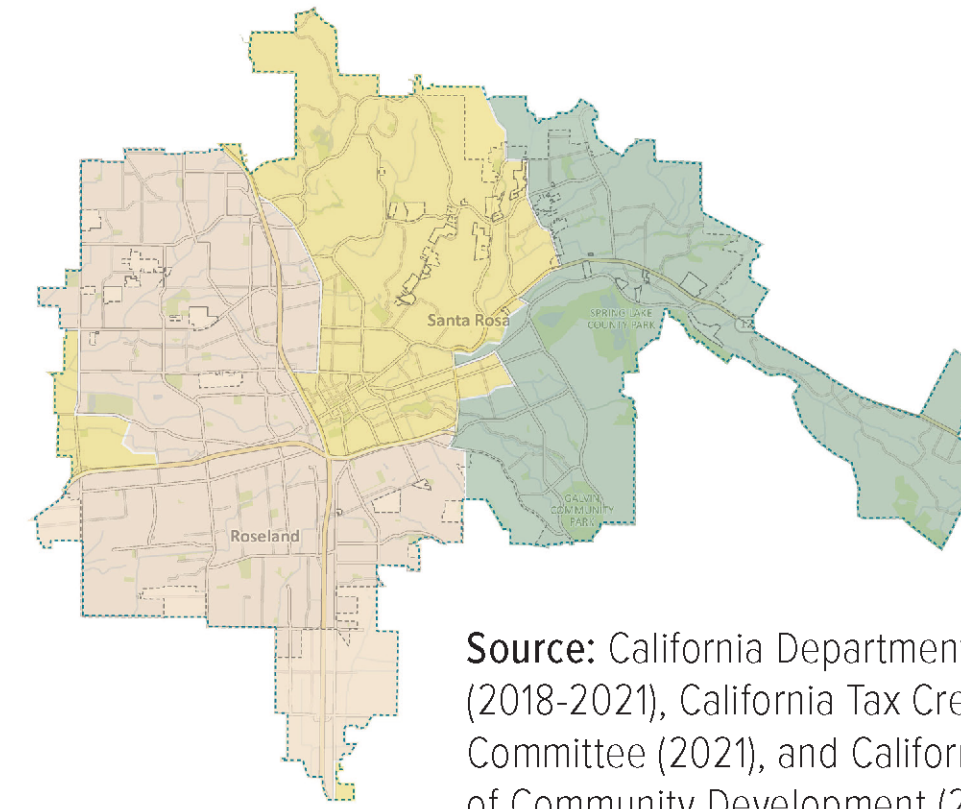
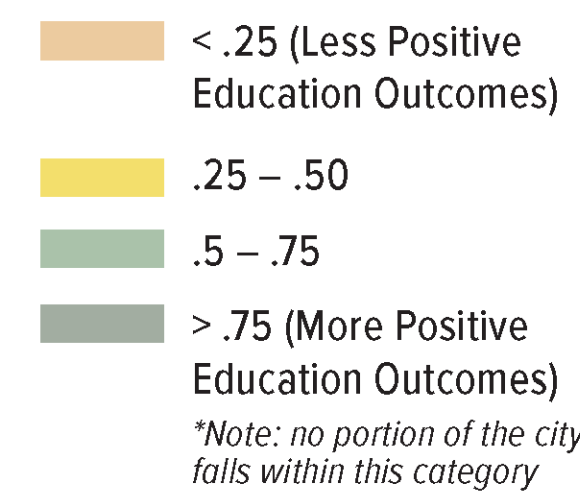
Increasing community equity and providing every resident with the opportunity to attain their full potential are major priorities for Santa Rosa Forward. The project team has identified **Equity Priority Communities** and **Equity Priority Populations** in Santa Rosa. The map below identifies the location 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.

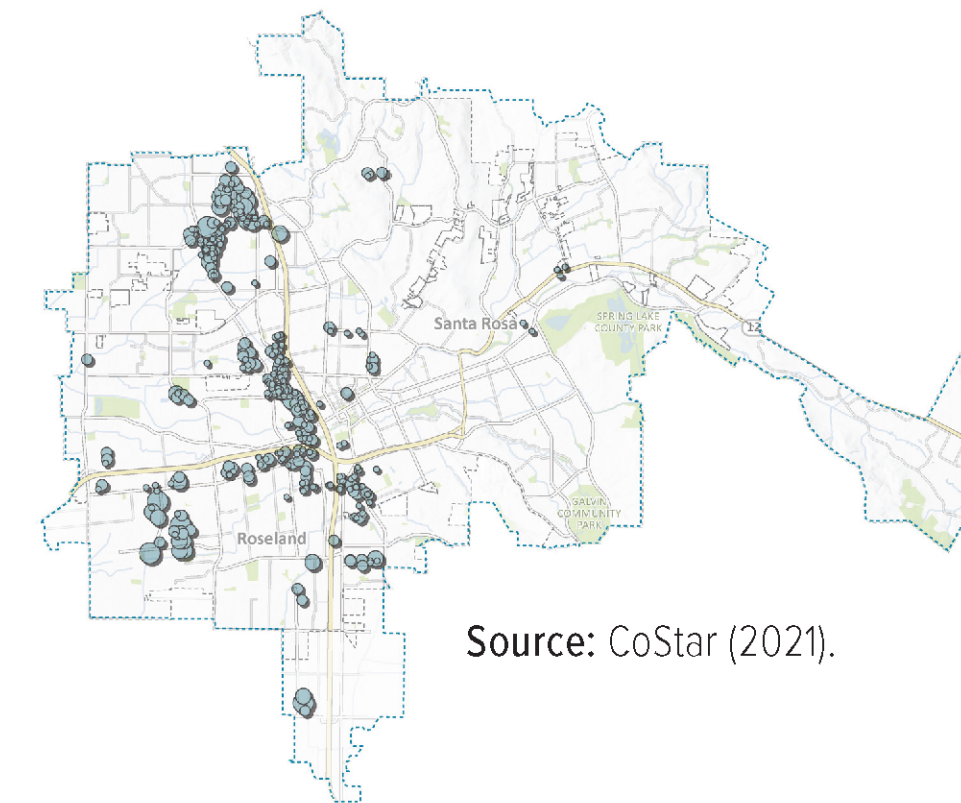
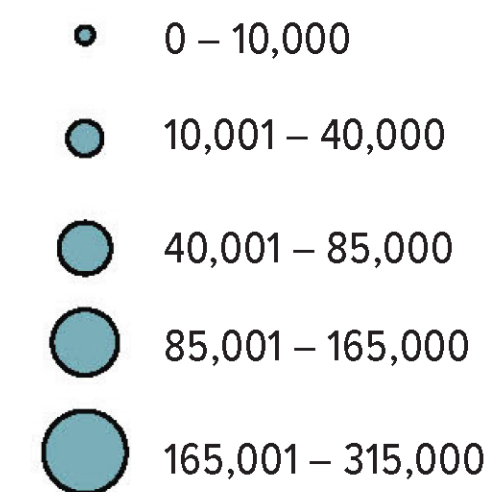


Source: California Department of Education (2018-2021), California Tax Credit Allocation Committee (2021), and California Department of Community Development (2021).

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.

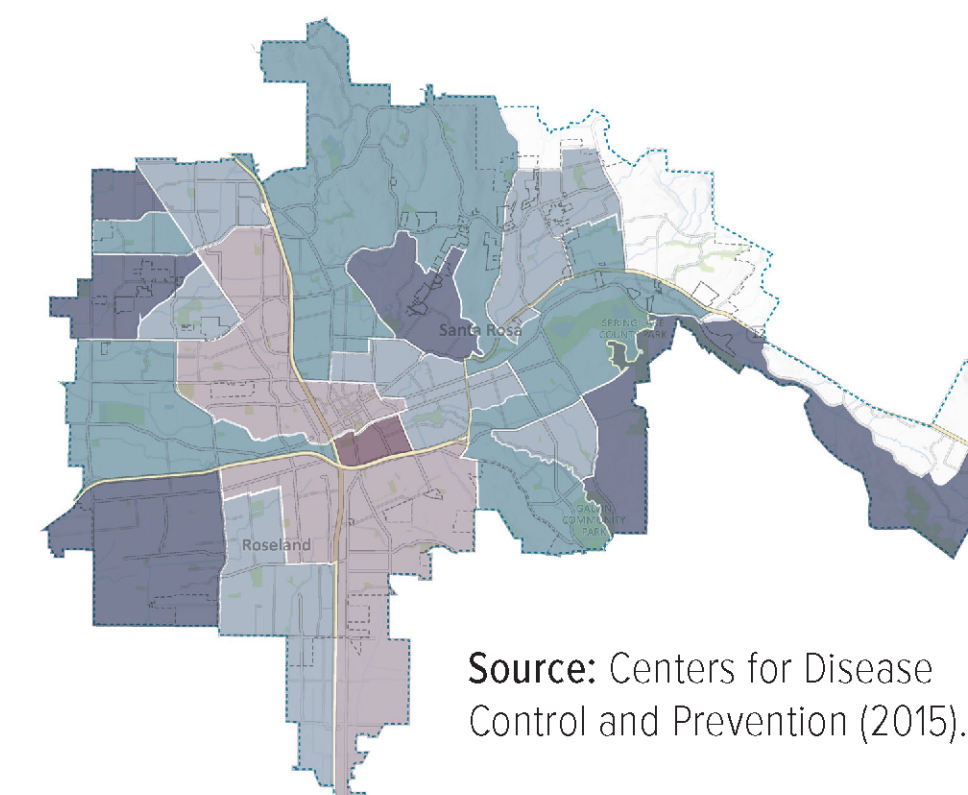
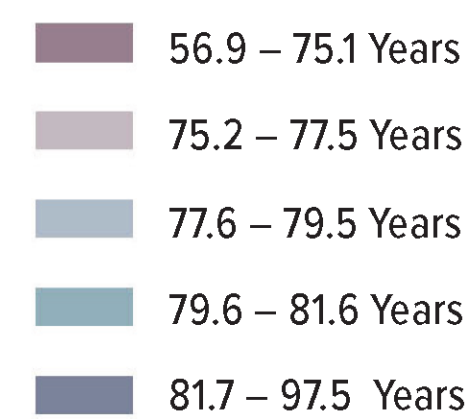
Industrial Space in Rentable Building Area (square feet)



Source: CoStar (2021).

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.



Source: Centers for Disease Control and Prevention (2015).

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