## SANTA RSSA FORWARD Plan Our Future Together

## General Plan 2050

## Summary of Community Comments and Feedback

October 2023

In the summer of 2023, the Santa Rosa Forward Project Team prepared a draft **General Plan** to guide Santa Rosa's future growth, investment, and change over the next 20+ years. The draft General Plan was the culmination of a two-year analysis and community engagement process that included over 95 community meetings, workshops, and events. Building on the Existing Conditions Report, Briefing Book, 2050 Vision Statement, Alternatives Workbook, 2050 Executive Summary and on the Goals, Policies and Actions Summary and the extensive community comments and ideas received to-date, the Draft General Plan identified major new growth areas (housing and jobs), transportation improvements, and other key features. This scenario was presented in detail in the **General Plan** published in July 2023.

In August and September 2023, the Project Team held various in-person and online activities that offered opportunities for community members to review and discuss the draft General Plan. This document summarizes the feedback the Project Team heard on the draft General Plan, organized into three parts:

- Part 1: Community Events and Online Survey: A summary of the different community meetings, open houses, pop-ups, and the online survey that were conducted during the General Plan phase.
- Part 2: Major Themes and Feedback: A summary of the major reoccurring themes and feedback the Project Team heard from the community.
- Part 3: Combined Summary of All Responses and Comments: A comprehensive summary of all community responses, comments, and ideas.

The extensive community feedback summarized in this document will be used by the Project Team to further refine the draft General Plan, which will eventually become Santa Rosa's official updated **General Plan.** The city will hold drafting boards in the City Chambers in September to complete the final draft.













Collage of community events

## Part 1

## Community Events and Online Survey

The In-Person and Open House Event Set was the fourth in a series of community workshops, surveys, and events for Santa Rosa Forward. This event set included a variety of options for community members to participate and provide feedback on the draft General Plan including pop-up events, community open houses, and an interactive online survey.

### **Pop-Up Events**

The Project Team hosted a pop-up tent during several community events at key locations in Santa Rosa. The pop-ups provided an important opportunity to bring awareness and visibility of the Santa Rosa Forward project to the broader community and solicit feedback on the draft General Plan. The discussions that took place during these events were informal and staff directed people to Community Open Houses and Online Survey to learn more about the draft General Plan and provide additional comments and feedback.

#	Pop-Up Location	Date and Time	
1	Santa Rosa Wednesday Night Market August 9, 2023, from 5-7p		
2	Mitote Friday Evening Pop-up	August 11, 2023, from 5-7:45pm	
3	Farmers Market	August 12, 2023, 7:45-11:00 am	
4	SRJC Welcome Day	August 12, 2023, 1:00-4:00 pm	
5	Live at Julliard Park	August 13, 2023, 4:30-6:30 pm	
6	Ceasar Chavez LA Food Distribution	August 17, 2023, 9:30 am-12:00 pm	
7	Finley Community Center: Wildfire Resource Fair	August 19, 2023, from 9-2pm	
8	Santa Rosa Marathon (Sat.)	August 26, 2023, 7:30 am-1:30 pm	
9	Santa Rosa Marathon (Sun.)	August 27, 2023, 7:30-1:30 pm	
10	Montgomery Village – Fete de la Musique	August 27, 2023, 11:00 am-2:30 pm	

### **Community Open Houses**

The Project Team held four in-person Community Open Houses in August 2023 and one virtual Community Open House in September 2023 to present the draft General Plan and gather community comments and feedback. Each open house was fully bilingual (English and Spanish) and held for four hours to allow flexibility on when people could arrive and participate.

Upon arrival, participants were asked to register and provide their name, email, and relationship to Santa Rosa (whether they live in, work in, and or visit the city). Each participant was offered a free meal; free childcare (if needed); project swag including a bag and or a notepad; the printed copies of the Goals, Policies, and Actions Summary; and the Executive Summary. The Executive Summary was a handheld version of the poster boards that were presented at the open houses.

Each open house included a gallery of poster versions of the Executive Summary in both English and Spanish. Participants were able to circulate, view the posters, and ask questions to the various Project Team members. The Project Team presented a summary of the draft Executive Summary in both English and Spanish. Presentations concluded with a question-and-answer period. After, attendees were provided a food voucher ticket and were able to move around the gallery to ask more questions as they filled out their comment cards and/or provided comments directly on notepads. Many participants also filled out online surveys as described below.

Through the Virtual Community Open-house, participants were presented with a Power Point presentation built on the information of the Executive Summary.

#	Date and Time	Location	Languages	Participants
1	Tuesday, August 15, 2023 5:30-7:00pm	Council on Aging, 30 Kawana Springs Road	English and Spanish	23 Participants
2	Monday, August 21, 2023 5:30-7:00pm	Finley Community Center, 2060 W. College Ave.	English and Spanish	18 Participants
3	Tuesday, August 22, 2023 6:00-8:00pm	Finley Community Center, 2060 W, College Ave.	English and Spanish	17 Participants
4	Wednesday, August 30, 2023 5:00-6:30pm	Maria Carrillo High School, 6959 Montecito Blvd.	English and Spanish	33 Participants
5	Thursday, August 31, 2023 5:30-7:00pm	Latino Services Providers, 1000 Apollo Way	English and Spanish	19 Participants
6	Wednesday, September 13, 5:30-7:00pm	Virtual Open House	English and Spanish	18 Participants
То	tal	128 Participants		

### Online Survey

The Project Team prepared an online survey that sought input on the various housing, employment, mobility, safety, resiliency, equity, and health strategies included in the draft General Plan. The survey questions specifically asked about participants' support or opposition to the General Plan implementing Actions. Participants were able to add comments and ideas by responding to questions. The survey was available between July 24 and October 2, 2023. A total of 238 people responded to the online survey.

## Part 2

# Summary of Major Themes and Feedback

The following is a summary of the major themes and feedback provided by the community during all engagement events. This includes comments made during the in-person pop-up events, community open houses, and the online survey.

### **Equity Priority Areas**

- There was a general focus on Roseland and concern for why dispensaries were only opening in lower-income communities of color.
- A number of comments were concerned with transit development efforts where many supported longer bus routes and transit-oriented developments to benefit lower-income residents.
- Some commentors asked for reassurance maintaining their livelihood in Santa Rosa and those of younger residents.
- Many commentors wanted to ensure that affordable housing units would not only be available, but would be spread out throughout Santa Rosa, not just in the South Santa Rosa area.

### **Areas of Change**

- There were several conversations about density and concerns about the growing population. They emphasized the importance and interconnected nature of varying races, ethnicities, and income categories in Santa Rosa and, by extension, in the General Plan; there were mixed opinions on housing goals due to some opposition to density.
- Some comments were made in support of improving public transportation along certain streets such as Mendocino Ave.
- A few comments on displacement of residents of the Roseland area and other parts of the city showcased the importance and necessity of affordable housing.

## **Land Use and Economic Development**

- A mix of comments were made about parking zones where some respondents believed streets should be more pedestrian-friendly complete streets while others believed restricting parking could cause less business patronage that would lead to less customers and to disinvestment in commercial areas.
- Some respondents were eager to move the city toward more active transportation and public transit but felt the bicycle infrastructure and the bus and rail systems were too underdeveloped to effectively make that transition a reality.

- The topic of housing was very popular among commentors who raised concerns about affordability and capacity.
- A couple of commentors suggested that vacant commercial buildings should be repurposed to revitalize the downtown and Old Town areas.

### Circulation, Open Space, Conservation, and Greenhouse Gas Reduction

- Many respondents commented that instead of restricting or prohibiting drivethroughs, they should be de-incentivized or given more guidelines.
- Some commentors were focused on street development that would foster walkability and multi-modal transportation (i.e., biking, and public modes of transportation).
- The topic of public transportation came up often and the community expressed support for better connecting various bus lines and other modes of transit, like the SMART train, to bus lines.
- Many comments were made about maintaining the already existing sidewalks, and clearing them of overgrown plants to promote walkability.
- Some commentors were focused on bikeability and complete streets and suggested related strategies as good mobility alternatives that reduce greenhouse gases.

## Urban Design, Historic Preservation, and Arts and Culture

- A few comments were made in support of the revitalization and preservation of historic Santa Rosa, such as the Old Courthouse Square.
- A few commentors wanted historic public art portrayals to be preserved and showcased in a notable space.
- A few commentors shared that requirements on historic preservations might be counterintuitive when it came to mixed-use developments; a commentor suggested that if a smaller historic building is preserved, that takes the opportunity away from mixed-use building to be constructed.
- Some comments touched on better connecting Santa Rosa Old Town to the rest of the city, which has been divided by the mall.

### Safety Climate Resilience, Noise, and Public Services and Facilities

- Many comments were made on noise pollution due to highways, such as Hwy 12, and opposing constructing housing near highways.
- Some comments showed concern about the houseless population and their reuse of public property as temporary housing.

• A couple of comments were made in support of evacuation plans and development of highways to support evacuation efforts.

### Health, Equity and Environmental Justice

- Some participants commented in favor of fire prevention rather than relocating willing homeowners away from high-risk areas.
- Though many commentors supported access to fresh produce, some believed that selling fresh produce should not be a requirement for liquor stores and corner markets.
- A couple of comments spoke to the city's need for recreational green spaces and useful gardens with fresh produce.

## Part 3

## Combined Summary of All Responses and Comments

The following is a combined summary of all community comments and feedback received during the pop-up events, community open houses, online survey, and additional comment letters and website comments. Although open house attendees were not asked the same questions that were listed in the survey, comments collected from both platforms were open-ended and focused on the various topical areas of the draft General Plan. While the results should not be considered statistically valid for the entire Santa Rosa population, the findings are from a broad enough sample that they can help identify common themes and concerns when combined with the various community input activities conducted for the Santa Rosa Forward project.

For each question, respondents were asked to answer from a scale of strongly oppose, oppose, neutral, support, and strongly support. The number of participants varies for each question since respondents could skip questions when taking the survey.

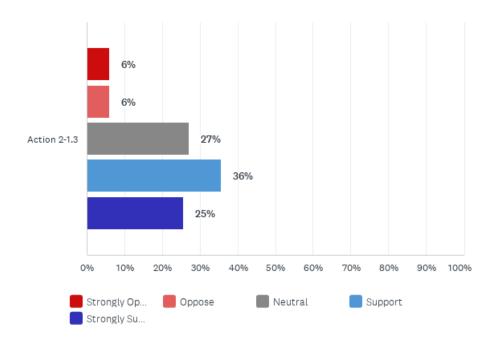
Respondents were also given the opportunity to provide additional comments on each question. All original comments are shown in full following the question they responded to. Comments made in Spanish are shown in their original format, followed by a translation.

The combined summary is organized into the following six sections:

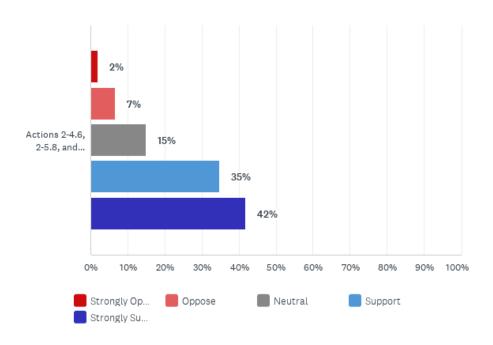
- 1. Land Use and Economic Development
- 2. Circulation, Open Space, Conservation, and Greenhouse Gas Reduction
- 3. Urban Design, Historic Preservation, and Arts and Culture
- 4. Safety, Climate Resilience, Noise, and Public Services and Facilities
- 5. Health, Equity and Environmental Justice
- 6. Demographic Questions

## **Section 1: Land Use and Economic Development**

Q1: Require construction measures that make exposure to air pollution less severe for development within 500 ft of Highways 101 and 12 (Action 2-1.3)

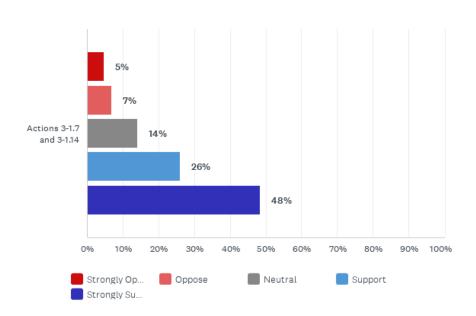


Q2: Support micro-entrepreneurialism, neighborhood-centered businesses and job creation, home-based businesses, mobile food and craft vendors, and community gathering events in all nonresidential zoning districts (Actions 2-4.6, 2-5.8, and 2-5.9).



# Section 2: Circulation, Open Space, Conservation, and Greenhouse Gas Reduction

Q3: Prioritize transportation investments that support walking, biking, transit, carpools, and rideshares, especially in Equity Priority Areas (Actions 3-1.7 and 3-1.14), or areas that have been underinvested.

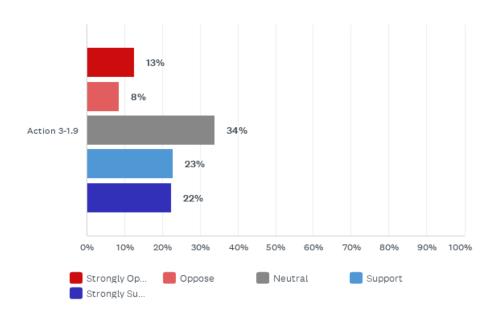


### Additional Comments and Feedback on Q3:

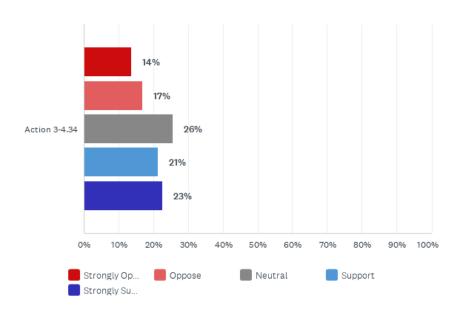
- Interest in seeing Santa Rosa develop with better pedestrian zones (more walkability and bikeability) especially on Mendocino Ave., Junior College Area, and in Roseland. Believes this is vital for the downtown and would like to see the reduction in car use.
- Live by airport so I want to improve traffic, secure and clean streets (Piner high school), would like to see more sidewalks be developed from dirt paths.
- Wondering what transportation will look like in 20-30 years? Not reliable, doesn't switch, times are cut. Students are in school, and sometimes need to change work schedules to accommodate bus schedules. Would like to see a bus line down the spine, more direct; believes are programs needed, like letting students ride free.
- Cars aren't a piece of how we want to live.
- Walkability should focus on range of walkability wanted i.e., miles.

- If push for walkability, should bring things closer to where people are.
- TOC transit-oriented communities AKA transit-oriented development.
- Not everyone will go into electric vehicles.
- New parking lots do not have electric vehicle charging stations.
- Not everyone wants to be multi-modal (never use train).
- The train does not take people directly to job.
- Not all people can afford E-cars.
- Why set unrealistic goals (2030); there should be urgency in what CA needs now like transportation for cities.
- Public modes of transportation should not be charged; if we don't pay for roads, why do we pay for the bus.
- There is three bus systems, they should be merged.
- No incentive for train use, example: parking structure in hospital is free, why would take train.

## Q4: Continue to reduce parking requirements (Action 3-1.9).



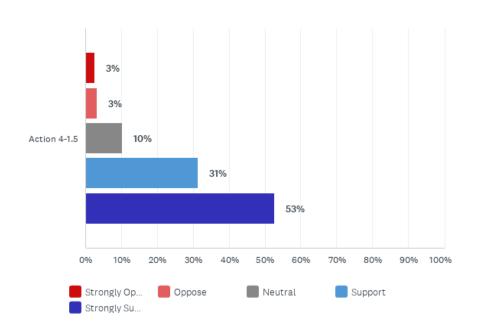
Q5: Prohibit new drive-throughs (retail and services) and provide incentives to discontinue existing ones (Action 3-4.34).



## **Additional Comments and Feedback on Q5**

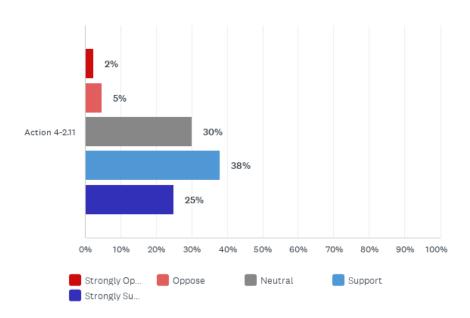
• No drive-throughs seem great, but should be pushing for more guidelines and less restrictions agrowth and development.

Q6: Provide planting strips with large canopy trees between the road and sidewalk along commercial streets to support safety and placemaking (Action 4-1.5).



## Section 3: Urban Design, Historic Preservation, and Arts and Culture

Q7: Remove obstacles for owners of historic properties to support preservation (Action 4-2.11).

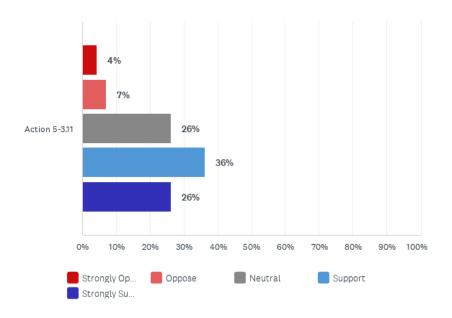


### **Additional Comments and Feedback on Q7**

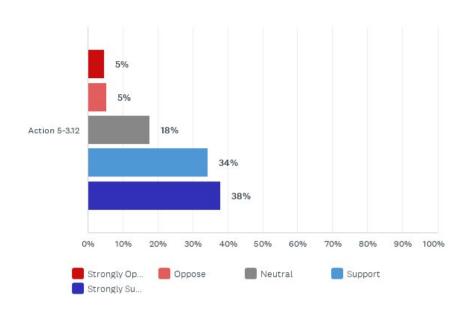
• Concerns about the Pandemic's effects on Santa Rosa- Reimagining of downtown which is a ghost town with vacant buildings such as 7th street garage. Concern that commercial spots are cut off by streets and wants more walkable areas. Believes that the area around the Old Town hall is not attractive because of the streets.

# Section 4: Safety, Climate Resilience, Noise, and Public Services and Facilities

Q8: Create opportunities to proactively relocate existing development from high fire risk areas (Action 5-3.11).

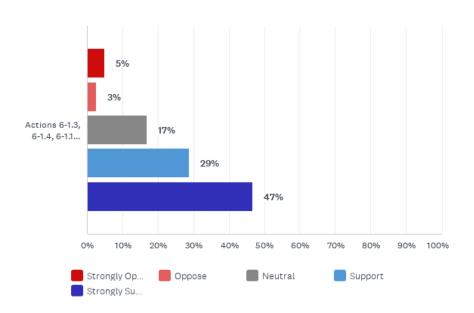


Q9: Explore options to prohibit increased density of residential and non-residential uses in fire-prone areas (Action 5-3.12).



## Section 5: Health, Equity and Environmental Justice

Q10: Ensure that every decision made by the City of Santa Rosa promotes community health, sustainability, equity, and environmental justice (Actions 6-1.3, 6-1.4, 6-1.11, and 6-1.12).

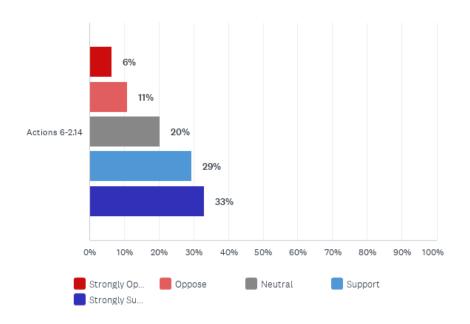


### Additional Comments and Feedback on Q10

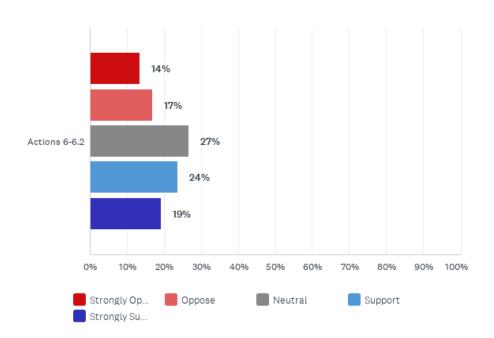
- interested in the future in Santa Rosa, at least 10 years, what's going to happen?
- Interested in the betterment of Underrepresented communities; she's showing up and using her voice.
- Interested in knowing more about the rising rent prices, people can't afford rent, rent prices rise every 8 years, ppl come in being able to afford rent when residents here are unaffordable, people here need to go outside the county; concerns about College Ave apartments: designed 10 affordable housing units when 100s are not rent-controlled.

- Health & security: why are there more dispensaries in purple area than on the other side of the freeway? Low-income areas; dispensaries close to neighborhoods w violence and health issues
- Lived with family in Burbank housing for 17 yrs, adult kids leaving the house and needing to move to a smaller location. Prices are ridiculous after living in affordable housing for 20 years. What developments are affordable? Even if some developments are affordable, they aren't that accessible; Wondering how this plan fits affordable housing needs.
- Sees segregation with low-income housing developments in south (pushing them down).
- Themes in housing are vast and complicated, seeing areas being constructed, wondering how it'll look especially for younger generations. Sees people losing homes. What short term solutions are in place? If people are in transition, for example, people are losing their jobs. Santa Rosa needs a transition plan for residents with immediate and temporary solution, need to respond to people's times of crisis (works in Burbank housing).

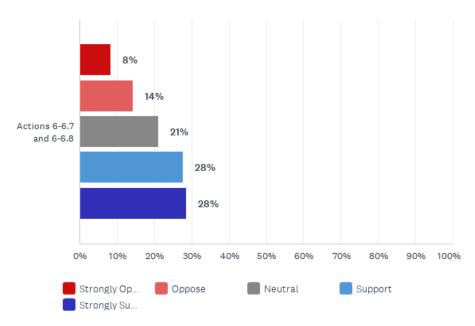
Q11: Restrict tobacco and alcohol sales where there is already a high concentration of retailers and near sensitive populations, such as near schools and senior facilities (Action 6-2.14).



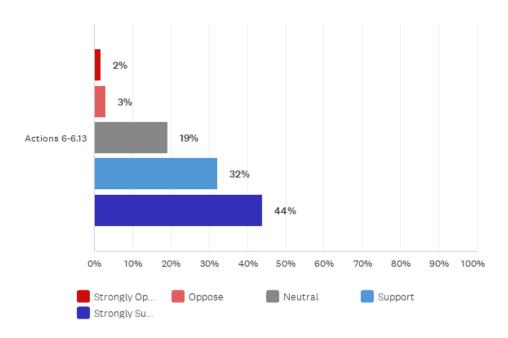
Q12: Require convenience stores, supermarkets, liquor stores, and neighborhood markets to carry fresh produce (Action 6-6.2).



Q13: Require extra review for new chain restaurants and at least 300 feet between fast-food chains (Actions 6-6.7 and 6-6.8).



Q14: Allow all forms of urban agriculture (including rooftop, indoor, and other gardens) by right citywide and allow on-site produce exchanges and sales (Action 6-6.13).



### Additional Comments and Feedback on Q14

• Plans on parks? Soccer and other sports (good example on 3rd street) more in future? Gets darker sooner, need for safety; would want to see all kids in some sport, better than at home, more parks = more activities.

## Q15: Do you have any suggestions for changing any of the actions?

### **Answers:**

- Really like the action around gathering places
- Really like the action around gathering places
- Mas camiones para llegar al trabajo (more buses to arrive at work-on-time)
- Address individuals who are unhoused.
- I would love to know what the city plans are for cleaning up Santa Rosa and keeping it clean. I see trash, discarded furniture, and grocery carts full of trash left on or near the sidewalks. What about maintenance of all the landscape? When I drive around Santa Rosa I see a ton of weeds, unattended grass and/or overgrown plants. I would

like to be proud to drive around this city and see manicured landscape and it be maintained. What about all of the potholes and awful streets (Montgomery Drive, Yulupa Ave., Highway 12)? I would like to drive down the street or highway and not feel like I am experiencing an earthquake. Let's focus on cleaning up what we currently have and maintaining it. Then look to growing this city, building more and/or adding on to what we currently have.

- Limit housing options on Sonoma Highway 12 between the city of Sonoma and Santa Rosa.
- Before the city of Santa Rosa approves any development, allow the residents to vote on any tax increases. Please concentrate on the retention of our community.
- Action 3-4.4 in addition to what's mentioned it should emphasize where such linking will improve access by means other than a vehicle (i.e., walking or bike). Also, I support Bikeable Santa Rosa's recommendations.
- Rosa has a role to play in bridging the gap between landowners and public conservation agencies. Often, this is one of the greatest obstacles to acquiring public lands: private landowner participation. Action 2-1.18 - emphasizing updating the zoning code to allow for conversion to housing in these areas. We have SO MUCH vacant commercial space in Santa Rosa.
- Spend more resources to fix and maintain city streets.
- Fix our roads please.
- Some of the wording of these allow giant holes for the rich and limit the poor, as well as being vague with multiple interpretations.
- Increase patrol and action of clearing sidewalks of vegetation. Ban vegetation (roses, thorny bushes, fruit/cone dropping trees) that is a fall/skin tear possibility. Advertise Earth Day as a time to trim tree height over sidewalk to 8' and clear vegetation near/on the sidewalk. We must walk the street because there are plants growing over the sidewalk.
- Provide planting strips with large canopy trees between the road and sidewalk along commercial streets to support safety and placemaking (Action 4-1.5). This action does not go far enough. There should be a concerted effort to plant large canopy trees throughout the city to provide cooling shade and increase CO2 sequestration. Medians are currently underused for this purpose.
- The goals under health, equity, and environmental Justice are last and full of jargon so much as to obfuscate the meaning. Make it plain and believable.
- I would like to see how the Dutton Road diet works given the current amount of cars that use the area from 3rd to College.

- Ease up on density to allow for more duplexes and Triplexes for families.
- I'm concerned about unlimited gardening within residential areas because of the historical use of pesticides. I suggest amendments to allow restriction of pesticide use in residential areas.
- Does studying something constitute an action? Often it just means the issue is put on the back burner.
- I'm unclear on the parking. If we want more housing downtown, we need adequate parking. While it's fun to imagine a community filled with non-driving residents, the reality is that there are very few employment options downtown (aside from working at home) so most residents must commute to work. The local public transit system is inadequate for commuters. And most residents in our community are unable to afford to live on their own, thus making nearly every house household multi-family and/or multi-generational with at least 2 drivers. In addition, what do residents do when they have guests and there is absolutely zero parking available nearby? This does not encourage spending time in downtown Santa Rosa.
- I hate what you've done to our city. Traffic is horrible. Apartment buildings everywhere has ruined the skyline and made it so you can't drive anywhere. We didn't have enough water for the population 20 years ago and yet you keep increasing the population.
- Don't have time to read 81 pages. After skimming the first 10, it was very discouraging to see nothing about city streets. We have lived in Rincon Valley for 24 years and have never seen any road work in our area and now have almost ALL roads opening up, potholes forming, etc with a big El Nino winter coming. All visitors to our area always ask why we tolerate such terribly run down roads! Sooo tired of 0 \$ being alloted to fixing our roads. This now needs to be at the top of list for attention, not all this other stuff! Tried to comment online but the city site won't let me reset password, just says Im not allowed to access my own password area to get areset. So your system has major bug stopping people from being able to reset passwords so they can't ask anything we guess. Hope 6pu get i5 fix
- More info and maps of historic areas and structures and its importance to SR.
- Work with energy to fix the streets. The condition of the streets and roads in this town are a huge negative to attracting quality businesses and people. Take pride in the quality of SR!!!
- The document is 81 pages...too much for me to review. Need a summary please.
- Need for swimming pools at every High School (or nearby) so all students can be water safe. And the use of pools to the Community during summertime and other times as well.

- In general, the word "require" should be used carefully and sparingly in the General Plan. Too many requirements can lead to conflicts between requirements which can be difficult to resolve if the requirements don't include any flexibility.
- Senior concern on mobile home parks to protect
- Violencia entre jovenes, armas; que soluciones hay? (youth violence; guns; what solutions exist?)
- Restrigiendo tiendas de marijuana (restricting marijuana stores)
- Bring back the tags when evacuate so they see when people have gone
- As best as possible increase living areas while maintaining a smaller city/ open areas
- Referring back to #6- Native/Habitat plant species for low H2O. Add incentives for "homegrown Habitat" for private citizens and public spaces to have ecological and native habitat
- Would like to see more emphasis on safety and plans for bike trails and parks
- 1. Figure 3-4 Planned Transportation Network Improvements- Given the number of schools in the area, the plan should seek to improve bicycle and pedestrian connections on Yulupa Ave to provide a north/south connector, further connect Hoen Avenue improvements and take advantage of the circulation enhancements provided by the future SE Greenway. I agree with the finding that Santa Rosa has limited cross-town connections, and therefore every opportunity needs to be taken to enhance the existing infrastructure. 2. Modify Action 3-2.20 to read: Update Street Standards to incorporate separated and/or protected bicycle lanes and pedestrian infrastructure by January 2026. Class 1 and Class 4 bike lanes should be the first choice in the design of all new multi-modal infrastructure. 3. Add a new Action 3.xxx: Create and implement a Woonerf Street Section for implementation in appropriate areas of new residential and commercial development by January 2026. Although I generally support reduction in parking requirements, in some instances additional parking beyond State allowed minimums may benefit existing areas of the City. In response to these mandated parking reductions, it is recommended that a new Street Standard be created which incorporates 90-degree or 45-degree public street parking. This will allow more public parking to be" required" of new development in areas with ever parking impacts and where it may therefore benefit the community. Demand management techniques such as limited duration or charging could be used to minimize negative impacts of "free parking" or concerns.
- Needs target dates for expanding active transport options, or it will never get done.
   Note active transport does NOT include adding more painted bike gutters (class II bikeways) which are dangerous and wasted effort.
- 1.Require that all new construction projects include enough renewable energy generation to meet the projected energy consumption. 2.Incentivize shading

features such as large eaves and cantilevers on south and west facing walls to reduce AC requirements and "heat island" effects that contribute to the entire community's reduced quality of life, but especially those living in high density, low income neighborhoods.

- Focus on roads and ease of access to and from all around the city. Consider including electric scooters in the plans. Have bike lanes be used for scooters too. Business allow scooters to be parked indoors or walked (turned off) with customers while doing business. Fix the streets!!
- Never use the words diversity, equity, or inclusion in any of the actions. This shows an agenda that has a lean towards a direction that doesn't fit well with all of the constituents.
- A way to cross middle Rincon between highway 12 and Benjamins (perhaps where the new path is going in)
- Encourage outdoor dining, shopping, and farmers' markets.
- No vehicle road expansion. At all. Vehicles already get a massive percentage of our public spaces and dollars. The pendulum should be swinging strongly in the other direction.
- More parks, trees, and greenery city wide. Green cities are cool cities and encourage biking and walking.
- Plan does not adequately address neglected/outdated parks in non-priority areas. Everyone deserves investment in these resources. Presumption that middle income families don't need updates neighborhood parks (or similar updates to neighborhood public infrastructure) is one reason people are leaving Santa Rosa.
- Too much government control
- I think the approach of a more sustainable Santa Rosa is ideal. It sounds like it will allow and support growth to come from within the community. I am a big supporter of reducing parking minimums and investing more in public transportation and improving bike lanes to make the city a more walkable city.
- As a resident of Montgomery Dr. (an "arterial road" as shown in Fig. 3.3 of the Draft General Plan), I am worried about the language listed in Action 3-1.25: "Minimize through-traffic in residential neighborhoods and avoid traffic volumes greater than those dictated by street design and classification by providing attractive regional/arterial streets to accommodate cross-town traffic." While Montgomery Dr., and other arterials (e.g., Sonoma Ave) do facilitate cross-town traffic, they are also neighborhood streets lined with residential homes that desperately need additional traffic calming, lower speed limits, and speed enforcement.

- As we move towards electric cars and trucks being the primary tools for reducing emissions from transportation, reducing parking and conveniences such as drive throughs begins to make less sense. Specifically, drive throughs provide important access to services for parents and those with disabilities. I remove outright prohibitions and the set-back requirements as they do not speak to the goal, but look instead to policies advancing infrastructure for recharging vehicles in commercial and office zoning and continue to focus on making walking and cycling safer for those that are able.
- Set a goal for reducing VMT of cars that reflects the seriousness and urgency of fighting climate change. Vague, timid commitments with no deadline are useless!
- I support Bikeable Santa Rosa's recommended changes (x3)
- Yes. I would like to see more effort given to harmonizing traffic-related policies and actions with the goals of increasing multimodal transportation options and reducing GHGs and VMT. The raw material is there, but I worry that carryover language from previous General Plans could be used to continue too much business as usual instead of making the investments we need to make a meaningful shift away from car dependence.
- Regarding transportation, I support many of the changes recommended by Bikeable Santa Rosa to ensure that it is possible to live well in Santa Rosa with out a private vehicle.
- Keep us fire safe.
- Any policies that greatly reduce fossil fuel use and support more regional independence should be encouraged. Work towards Santa Rosa, Sonoma County and California becoming ever more self sufficient in food, water, energy.
- The last General Plan that I saw was in 2018 with over 4 storied complexes. Look at the new housing in Santa Rosa Avenue area, downtown and Petaluma Hill Road
- ABSOLUTELY NO ARCHITECTURE they look disgusting
- I think that the locational restriction of tobacco and alcohol sales is too vague. California recently banned menthol cigarettes when they banned flavored nicotine, and this feels like it's in the same vein of being subtly classist and racist. However, if it was more specific, it might alleviate some of those concerns.
- Preocuparse más de las drogas para que haya menos homeless y menos robos (concern more about drugs so that there would be less homeless and less thefts/robberies)
- Promover espacios culturales (promote cultural spaces)

- No they're great and well thought out. Though I would like to emphasize how nice it would be to have more trees and public art and placemaking type of things.
- Focus on rehabbing parks, should be safe for kids.
- No thoughts at this time, as I've not had a chance to review the entire plan.
- I don't like them.
- Build more housing for low income people in affluent neighborhoods.
- Converting more streets and roads to have protected bike lanes.
- residential development next to freeways should have stricter air/health requirements.
- Require that drive through services also provide walk through/walk up options
- Where is the affordable housing development planning and right to housing for all?
- Where are the forward-thinking initiatives that deal with life in 10 to 20 years? Not very inspirational for the future but okay for our current issues.
- As written, action 2-2.8 is overly broad in its scope and could be used to impede much needed housing and other essential projects because of long standing land use patterns outside the project's influence. If kept, the action should at least be amended to "encourage close land use..." instead of "require".
- Drought doesn't seem to be included specifically in the climate change goal. We need to incentivize water conservation more.
- I think that Action 6-6.2 is misguided. Requiring stores to carry products that may create losses due to low demand could unintentionally drive up prices of other products. Incentivizing carrying fresh foods would be better than requiring stores to carry them.
- There is too much high-density housing being built with disregard to evacuation and traffic routes. The city is becoming very congested and losing charm and ambiance.
- Prioritize alternative modes of transportation EVERYWHERE in the city.
- Santa Rosa creek should be unburied downtown. Increase pedestrian links between the 2 sides of downtown. The under-freeway and under-mall areas are scary. Stop charging for parking downtown.
- 3-4.34 should be separate items, i.e. prohibiting new drive-thrus should be separate from dismantling existing.

- 1.Implement water conservation policies, to reduce use of potable water. Most importantly prohibit new and remove old commercial landscaping with irrigated lawns.
   2. Install security cameras along major bike paths for additional safety for bicyclists and pedestrians.
   3. Implement highly increased infrastructure improvements and maintenance in densely populated areas especially South Santa Rosa where a large number of new high density housing has been developed over the last six years.
- I am in favor of supporting urban agriculture, with the exception on cannabis.
- 3-1.19 remove the line about expanding Farmer's lane. 3-1.27 Id like to see more traffic calming devices like bulb outs, raised intersections, and raised crosswalks 1.14 public transit should be included and sit between active transportation and carpool
- The plan does not seem in line with the development that is going on on Melita a fire prone area.
- Keep the costs affordable for any of these. People should not have to close businesses or not be able to afford the changes needed.
- My biggest concern for Santa Rosa is the interest structure of the city and exit routes for emergency situation's, one of the biggest ones in Chanate Road where the old hospital was more housing growth there were create years devastating situation for people, living in that area to evacuate in case of emergencies again There is an overwhelming concentration of traffic cars trucks on that road already could be a very dangerous situation that you're putting the residence in. The best area for housing and growth would be on the south end of Santa Rosa Ave. which it is happening. Please keep our area safe and sane for residents and animals especially Deers so many Deers are killed on Chanate Road already due to speeding cars, please help. Thank you.

## Q16: Do you think any of the actions should be removed?

### **Answers:**

- Removing parking restrictions should be eliminated. It is only helping developers with their costs. Does nothing for the city.
- Remove the high density development in unincorporated areas. The single lane road structure does not support the traffic, parking and fire evacuation.
- Action 6-6.2 Seems challenging to enforce quality control; an invitation for waste and trucking in produce from outside the area. I think the goal of ensuring that all households have daily access to fresh produce is better reached by prioritizing allowing (and incentivizing) urban agriculture by right citywide and allow on-site

Santa Rosa Forward 24

3-

produce exchanges and sales. Think it's important that agriculture also be defined as animals (such as chickens and rabbits) and that animal processing be taken into account. Even our local sustainable ranchers and meat companies rely on trucking animals far away for processing because rules around onsite processing.

- Fix our roads please.
- No business person should be forced to sell something they don't want to, not only
  that but have no idea about the federal requirements of selling those items. Not to
  mention enforcement issues and costs. I get it, but absolutely not. More of a health
  hazard. Same for selling produce from home.
- There needs to be consideration of additional parking for any housing project. Everyone knows that a lot of people live in rental houses and more than two cars (ie subdivision by Imwalle's). I'd like to see the westward Bus 6 stop moved from the middle of the street a bit eastward to Rusch Ct to assure there is no parking at that intersection and help cars getting out onto 3rd St more view. Also a crosswalk to quickly get to the eastbound bus stop there would increase safety.
- I don't feel we should have businesses other than corner markets in residential neighborhoods.
- I think the fresh produce requirement for other vendors is ill-considered. It is far more efficient to emphasize sales of single commodities.
- You do I thing and it affects everything else. For instance we live in south west Santa Rosa and you built walls on both sides of the car dealers funneling all the freeway noise right into our neighborhood. Some nights I can't sleep due to the noise even with all my windows closed.
- Less focus on bicycles and more focus on using roads and bicyclists following rules of the road.
- Yes forcing businesses to carry fresh produce.
- Drive through a have issues, but if you are disabled, they are your only choice. Disabled residents deserve equal access to conveniences. Please do not discriminate against us.
- Limit building of residential low income housing. Instead offer a balance of housing where there is draught issues to conform with the environmental issues of draught.
- Yes, many actions (under Goals 3-4 and 4-2 for example) are already required under the CEQA environmental review process and restating them in the General Plan seems redundant. In general, a shorter document is easier to navigate and more user friendly.
- Given the extra allowances of State density bonus law, planning documents and policies need to assume the incentives and concessions will be implemented in new

residential development, and set standards accordingly. Parking will continue to be needed so aspirational "no parking" standards will only create un-necessary opposition to new development. Incentives for commercial development should be supported throughout the plan area. With the focus on residential uses, and the challenging retail environment, commercial uses need to be prioritized to ensure walkability and carbon reducing goals are realized.

- Action 2-1.3 is a foolish band-aid solution. We ALL end up breathing the sh\*t cars emit
   -- walls will not mitigate air pollution. Instead fix the problem by greatly reducing
   VMT.
- All actions that include the words diversity, equity, and inclusion.
- Drive-thrus are useful for families with small children. Please, don't eliminate it.
- Historic preservation is good in theory, but it often gets weaponized to oppose development. There should be big limits on which and how many properties get historic protections. It'd be a real shame to block an 6-story apartment building to preserve an old mansion.
- Regulation requiring fresh produce in liquor stores is stupid.
- A focus on downtown development.
- Remove Action 3-1.25.
- the restrictions around alcohol sales are unnecessary. This should be bifurcated from the issue of tobacco sales, and the restrictions should be removed while maintaining the tobacco restrictions.
- Don't bother expanding Class II bike lanes (painted bike gutters), they provide no protection and are useless. They are just a distraction from creating real bike infrastructure (Class IV).
- I support Bikeable Santa Rosa's recommended changes.
- Requiring business to carry fresh produce.
- Not necessarily, but I do believe that might be an appropriate outcome of implementing my suggestion in response to the previous question. I am particularly dubious of any actions that could contribute (intentionally or not) to increased VMT and the further harm to or displacement of people on our streets.
- I strongly OPPOSE widening freeway overcrossings to add more lanes for cars. Doing so will induce demand, increases traffic, and leave future residents of the city with financial burdens. Resources should be invested in public transportation and active transportation instead. If a freeway overcrossing needs to be widened, the new lanes should be dedicated to public transit and micromobility only.

- ALL OF THEM, but that is not likely.
- I like drive through places
- I oppose any actions that involve government curtailing enterprise.
- Forcing a business owner to offer fresh produce even if that means they may be losing money on it is not ideal. Promoting the sale of produce with incentives may be a better idea. The city should not mingle in some else's business.
- Remove actions with no implementation method or state them as goals or intended outcomes instead
- We need change so nothing needs removing but it's hard to see where the city's true priorities will be focused once this plan is in place.
- Action 6-6.7 seems unnecessary. At the least, 5 locations in the greater bay area is much too small of a threshold. Why should a small, regional chain be subjected to great regulatory review than a single business. Action 6-6.11 and 6-6.12 should be removed. Community gardens are a nice luxury, but don't produce food at a scale that actually fights food insecurity and would be better served to be redeveloped. They are nice for folks who use them, but city resources shouldn't go to preserving them to the detriment of other potential uses. Action 6-6.23 seems misguided. Adding requirements to developing public development projects seems inappropriate. Increasing the affordable housing supply is so important, that requirements should be as low as possible beyond basic safety and transportation access.
- Yes, relocation of high-density to less fire-prone areas is a terrible idea. You're turning portions of the city into ghettos where only the less fortunate can live.
- I'm concerned that actions discouraging development in fire prone areas and reducing requirements to promote historical preservation will occur at the expense of housing affordability and economic integration in wealthier neighborhoods.
- We should leave existing infrastructure in fire interface zones.
- I don't think small stores should have to carry fresh produce. It could be a hardship for them as it may go to waste. There is ample stores and services to help people get fresh produce regularly.

Q17: Are there other, additional actions you think would help implement the community's vision for the future?

### **Answers:**

• Plan for more affordable, low-income housing.

- Divert more money to road resurfacing in Sherwood Forest and other older neighborhoods. It is badly needed. Provide cost sharing for sewer lines from curb to homeowner at the time of main sewer replacement.
- Add more about historic nbhds, importance to Santa Rosa, need for preservation and why A map of historic nbhds
- Engage with underserved community. Increase assistance to the educational system.
- I would love to bring my family, friends, and community to the Square in downtown Santa Rosa, but I do not feel safe with homeless people sleeping, fighting each other and/or aggressively yelling at people who walk by.
- We have a LOT of dead trees and ladder fuel in the hills that need to be removed. I think a community campaign to volunteer cutting and hauling it out could make us a lot safer from fires.
- A "Gathering Place" for the people evacuated from fire zones.
- Slow down the high density housing development now! Enough is enough!
- Fix our horrible roads please!
- What about requiring green strips within and surrounding construction as part of new building and contractors of new developments pay for traffic study and any traffic improvements needed in or within a certain area around new construction.
- Way too much trash and vegetation on the sidewalks and side of the streets and Creek bed. Way too much noise of motorcycles speeding and noisy cars, and noisy pets (birds/dogs).
- There should be no urban development within the city spheres of influence and urban growth boundaries must be strictly adhered to. Continued growth is not sustainable long term.
- Fix roads, please!!
- Better roads and completion of existing road projects more quickly. Long over due. Also better maintenance of landscaping along city roads to improve appearances.
- Add more large multi-use community buildings to shelter people in an emergency and from extreme heat and cold. Create shower facilities and laundry facilities where the homeless can safely shower and wash their clothing.
- How about we focus on our roadways. I see work being done but we are in need of so much more. My question is why are we building so my high density housing when our roads can't handle the influx of people that will be coming here.
- Have a train connecting santa rosa and sonoma.

- Rooftop solar energy requirements for all new residential and commercial building projects. Renewing commercial lease to require such upgrade by building owner as well.
- Address more directly the inequalities made evident in Portrait of Sonoma Co. More need to be planned by the city to narrow the disparities in outcomes that persist in for this county.
- Stop the big trucks from idling for more than 5 minutes to decrease noise and air pollution. Stop idling in general in city limits.
- 1st Reduce speed limit to 20 mph within city limits on all streets except limited access portions of highways 12 and 101 to improve safety of cyclists and pedestrians. 2nd Allow solar battery installation within garages under the same conditions as other locations. The alleged risk of collision during parking is not significantly greater than the risk of electric vehicle collisions (or of gasoline leaks from conventional vehicles) within a garage.
- \* Institute strong supports for affordable housing beyond inclusionary zoning, including the possibility of city-ownership of housing. We need to put social housing into the mix.
- Acquire land for the commons. Make use of our commonly owned land to house people.
- Make it a priority to be able to get around on bikes and public transport! Less cars are crucial. Existing bike lanes are mostly horrible! And dangerous. Smart train is often overcrowded or doesn't have enough room for bikes. We need to reduce traffic and make walking and biking a priority! Reduce speed on the large roads through town.
- Give bikes and pedestrians priority. We need affordable housing! More renewable energy. Not enough solar etc. on buildings, Parking lots etc.
- We need a drug store and a market downtown.
- Stop 5 story apartment construction. 3 stories maximum.
- Again, the roads now need/must take top priority as they've been allowed to totally fail. Next up are the creek beds with massive dead trees that have fallen over (Brush Creek area needs creek-bed clean up, but all need checking now, before possible flooding.
- Elsie Allen High School needs an update. It's shameful that the school is so poorly maintained. The students deserve better. We also need more sidewalks in south west Santa Rosa.
- Architectural standards for commercial buildings. Ugly big boxes like Sonoma Highway storage bins.
- Take care of city roads... heavy used ones such as Calistoga Rd is horrible.

- Remove outdoor dining tents put up during covid. We need the parking places, the outdoor venues are unsanitary and take up too much sidewalk and street space.
- Fix these bumpy old roads, and build more affordable homes. AC should be required in all apartments now that its extremely hot here. Santa Rosa looks old and dull, freshen up areas with nicer landscaping, safer roads, new shops and homes.
- Resurface valley west subdivision streets. It's well overdue. Paid homeowner taxes 20 yrs.
- Repair Calistoga Rd
- Stop building multi unit housing in areas that can not support the additional people in the area!!!
- The roads in Santa Rosa are a mess, intersections over full of cars backed up onto main roads during school delivery times. Offer children safe ways to and from school without the use of automobiles.
- Given the extra allowances of State density bonus law, planning documents and policies need to assume the incentives and concessions will be implemented in new residential development, and set standards accordingly. Parking will continue to be needed so aspirational "no parking" standards will only create un-necessary opposition to new development. Incentives for commercial development should be supported throughout the plan area. With the focus on residential uses, and the challenging retail environment, commercial uses need to be prioritized to ensure walkability and carbon reducing goals are realized.
- We need to remove the obstacles to creating low traffic streets and protected bike ways. There is no way we will meet the 2035 CO2 deadline if the process takes years and only delivers feeble improvements.
- Any general plan that preserves single family residential zoning cannot say that it is
  equity-driven. Single Family Residential zoning results in highly segregated
  neighborhoods along race and class lines with white and asian residents
  disproportionately represented in wealthy single family neighborhoods and all other
  racial groups relegated to multi-family neighborhoods with high concentrations of
  poverty. The practice of single family zoning should be abolished in Santa Rosa, and
  replaced with medium density zoning in all residential areas of the city. Single family
  zoning is a de-facto ban on affordable housing and segregates our city.
- Create a scholarship/apprenticeship fund to encourage youth to pursue careers in
  environmental stewardship and the industries necessary to enable a GHG negative
  economy. d. Require all new or expanding chain retailers to install solar canopies in
  their parking lots and have prime parking spaces dedicated to EVs. This could
  potentially be financed with municipal bonds in the event that the retailer chooses to
  not participate in the revenue stream (or reduced utility bills) that the project
  enables.

- I would like to see more investment in our public transit. I would also like to see more safety regulations on the roads for cyclist. Make it safe to bike to work/school/etc. Find more ways to incorporate the smart train. Easy routes of buses where people are left in front of the depo. I would like Santa Rosa to become a more walkable city.
- Plant trees with EVERY new action suggested by the city.
- More development of creek trails and bike lanes.
- Study the length of yellow/green lights within the city- there are several red light runners constantly.
- More live entertainment venues for concerts, plays, etc.
- Please, PLEASE reduce zoning requirements. Rezone all existing low density
  residential to medium density mixed use. Allow for reduced or eliminated setbacks,
  increase height limits, allow light commercial in all residential areas etc. This would
  allow the citizens of the city to organically create walkable neighborhoods, reduce car
  trips, and alleviate the burden of housing costs.
- Please include more efforts towards open space/park areas, like Howardth Park. You can never have too much open space/nature areas.
- The Health, Equity and Environmental Justice Element should include policies/actions related to increasing physical activity among EPA's.
- Close Fourth Street downtown to cars!
- Focus on quality of life and reducing congestion. Spread development AROUND the city (not just Santa Rosa Avenue!)
- City run farm to produce locally grown fruits and vegetables.
- Prohibit new development in high fire areas period. We have insufficient evacuation routes. No more development along Hwy 12 without new evacuation corridors!
- Merge the city's bus transit system with Sonoma County Transit to decrease overhead costs and put more buses on the streets.
- Yes. 1) pay attention to the look of the buildings. Why are all the new apartments so ugly and look alike? 2) Stop trying to discourage automobile use by not providing adequate on-site parking. That just forces parking onto the street which creates a cluttered and unsafe environment, and just operates on the concept of "let's just make it miserable to drive here and then we would have so many cars. 3) The multi story canyons being created by the new housing is not helping to create a pleasant place to live.
- Speed limits in many areas of Santa Rosa could stand to be reduced to better
  facilitate safe, people-centered infrastructure. With the passage of AB43, local entities
  have greater discretion to reduce speed limits. I would like to see the new law put to
  use here in Santa Rosa, with a goal of reducing speed limits by 5mph across the city.

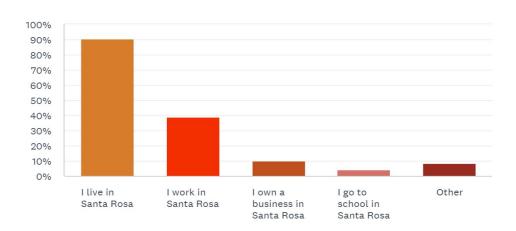
- A stronger focus and emphasis on economic growth is required. Santa Rosa is the regional jobs and commerce center of the North Coast. At the same time, industrial and commercial lands have been re-zoned residential, notably along the north side of the Sebastopol Road corridor, along with swaths of the South West continuing to have issues with tiger salamander habitat and the permitted uses of commercial and industrial lands being expanded often to permit residential. While housing is vital, it cannot come at the expense of job creation and services to support the residents. The general plan should set clear goal related to job creation, prioritize career track jobs similar to how low income housing is prioritized, and call for streamlining of approval for projects that meet these goals. Also, we are in desperate need of an entertainment district that supports and encourages evening and late evening entertainment. To attract and retain top employers, we need to create an environment that supports fun for residents of all ages.
- I support Bikeable Santa Rosa's recommended changes. (x3)
- Charge a city assessed Mitigation Fee to all grossly large cars weighing over 4500 lbs.
- These Wankpanzers (real word) do an inordinate amount of damage to the climate and their weight and poor visibility make them a hazard for everyone else.
- Require all new housing to be carbon neutral and include rainwater catchment for all landscaping.
- I am very impressed with the comprehensiveness of the draft plan. Although I think elements of this are already present in the plan, but it might be interesting to make more explicit mention of the value of creating Complete Streets, which MTC defines as follows: "Complete Streets are planned, designed, constructed, reconstructed, operated, and maintained to be safe and comfortable for everyone, regardless of age, ability, ethnicity, race, sex, income, disability or chosen transportation mode. Complete Streets provide safe mobility and improved connectivity to community destinations for all users, and especially for people walking, rolling, biking and riding transit, while maximizing the use of the existing public right-of-way by prioritizing space-efficient forms of mobility (walking, cycling, shared mobility and public transit) over space intensive modes (single occupancy auto travel)."
- You've done a great job! I really think parking minimums have stifled entrepreneurship downtown. I look forward to a time that our most valuable downtown parcels are places for people and not just car storage.
- Get a planning commission that is more willing to look at the architecture with style. The current new trend looks like Communist Housing.
- Get rid of the town square (or make it less concrete), restrict tall office buildings downtown and work to convert them to housing. Add housing downtown in general.
- Recetas bien revisadas de todo tipo. (solutions of all type that are well reviewed)
- Apoyar mas Los jovenes e escuelas. (more support for youth and schools)

- Better marketing of city information. I find out about so many things happening in Santa Rosa through the county outreach or supervisor emails but not as much from the city. Also, the website is very hard to navigate and find what you want.
- Limit dispensaries and encourage food parks that encourage culture throughout the city.
- Encourage diversity.
- Better roads
- Instead of bus routes being hourly they should run every 30 minutes. This would encourage more people to take the bus and reduce congestion. Also implementing more bus stops that act similar to the downtown transit mall. Aka converting the Westside transfer center into a place where buses stop for 5 minutes would help encourage riders who otherwise didn't plan on taking the bus.
- Yes, voting policies that take money out of politics such as those in Seattle WA. leading the way for a county initiative.
- Focus on keeping the City clean and safe. Stop creating programs/services and employees.
- The city and general plan are on a good trajectory. A continued focus on walkability, infill densification, increased commercial/retail access near residential neighborhoods, and deemphasizing car travel would be great.
- Southwest Santa Rosa is getting the brunt of apartments and high-density housing
  without building infrastructure to support it. There are very few green public walking
  paths. Disregarding the health and well-being of residents is appalling. Beautiful
  pastures and open space is being developed. While existing residents are told to
  conserve water, more and more development is usurping the water supply.
- Additionally, where are these thousands of new residents going to work? The city has
  done a very poor job of attracting new corporations and larger businesses. In fact, the
  city makes it very difficult and unappealing for larger businesses to locate here. The
  jobs that are created are low-paying positions like fast food. City planning is a
  disaster!
- Promote weatherization, renter accessible building electrification measures, rental housing cooling requirements/compliance assistance, vegetative and structural shade to equitably reduce greenhouse gases and promote heat adaptation.

- Resume city maintenance of trees and landscaping in median strips and of city sidewalks in residential areas. Improve traffic signal coordination. Enforce zoning regulations.
- 1.Increase park maintenance in low-income area parks with high weekend usage. 2.increase police patrols in Roseland area.
- Improved crosswalks- especially near school and parks.
- 2-1 multi-family residential areas could have "Woonerfs" to increase quality of life / safety of pedestrians Daylighting intersections near schools and on high injury network.
- Yes action is what is needed not words or intentions.
- Encourage less growth, since we don't have the water or infrastructure to support it!
- Consider reduced height limits where buildings block views of the hillsides and trees.
- Rincon Valley is an example of where the height of newer buildings now blocks the surrounding hillside views.
- More teen resources, more violence prevention/intervention for teens.

## **Section 6: Demographic Questions**

Q18: Which of the following describes you best? Select all that apply.



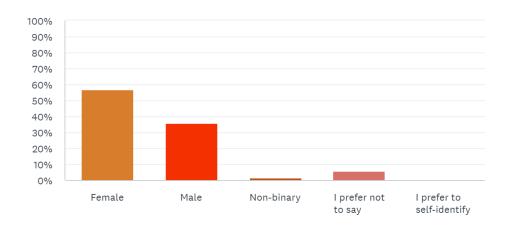
## Q19: If you answered "Other," please describe your relationship with Santa Rosa

#### **Answers:**

- Vivo el Sebastopol. (I live in Sebastopol)
- Homeowner, retired.
- Retired.
- Shop, classes at Finley, doctors, restaurants. Relatives live in SR.
- Shopping.
- I live in Rohnert Park.
- I live 1 mile west of Santa Rosa city limits. Most of my shopping is within city limits.
- I spend 80% of my shopping dollars in Santa Rosa: Costco, Sports Basement, Trader Joe's, Petsmart, Petco, world market, REI, Panera, etc... If you make accessing retail hard, I'll just shop more online or drive FURTHER to Rohnert Park or Petaluma.
- My son goes to school in SR.
- My father, who I frequently visit, lives in Santa Rosa.
- I own property in Santa Rosa.

- I am Executive Director of EcoRing which is a nonprofit promoting ecotourism and green travel. We have many business Partners in the hospitality industry and members who reside in Santa Rosa.
- I live nearby (west county) and shop in Santa Rosa regularly.
- I own 2 properties in Santa Rosa and lived in Santa Rosa up to a year ago.
- Planning to develop a business in Santa Rosa.
- Recently moved to RP but have lived in SR my whole life.
- retired in Oakmont.

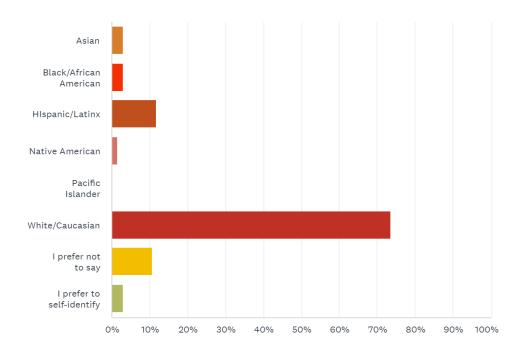
## Q20: What is your gender?



Q21: If you prefer to "self-identify," please describe yourself.

**Answers: Not Applicable** 

# Q22: What is your race and/or ethnicity? Choose all that apply.

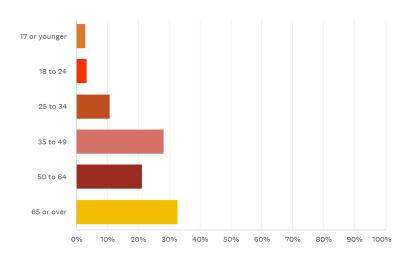


## Q23: If you prefer to "self-identify," please describe yourself.

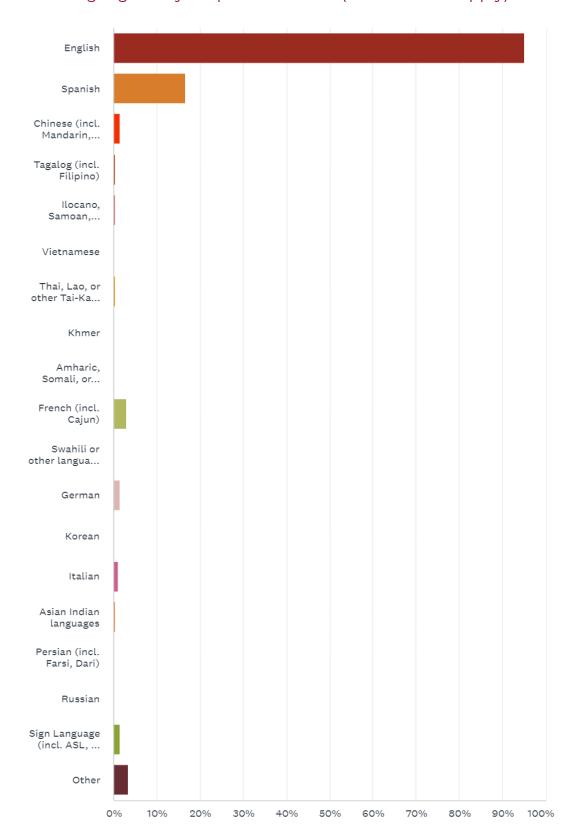
#### **Answers:**

- African
- European-American
- · Mixed ancestry, mostly but not exclusively European
- Mixed race

## Q24: What is your age?



## Q25: What languages do you speak at home? (Select all that apply)



## Q26: If you chose "other," please specify.

### **Answers:**

- Eritrean
- Arabic
- Armenian
- Hungarian
- Portuguese

## Q27: What neighborhood do you live in/identify with?

### **Answers:**

- We live at Bethlehem Tower Apartments on the corner of E and Tupper Street.
- Yulupa cohousing
- Montgomery Hospital or Sherwood Forest.
- Fountaingrove
- Coffey Park (x7)
- Montgomery Village (x7)
- Sebastopol
- 95407
- Junior College
- Blackwell
- I live off of Montgomery Drive
- Northeast Santa Rosa
- West 3rd/Stonypoint
- Oakmont x7
- Roseland
- Brush Creek
- McDonald Ave. District
- Junior College x5

- Wikiup
- Hillview Manor / Coffee Park
- Northwest Santa Rosa (x14)
- near Imwalle's Garden
- Copperfield
- Fountaingrove
- Piner Creek
- Northpoint Village
- Hidden valley x4
- Bennet Valley x6
- Rincon Valley x9
- North Steele Lane/SRJC
- West End
- Town & Country
- 5252 Old Redwood Hwy Apt 20
- Doyle Park x3
- West Santa Rosa x3
- NW Santa Rosa (Fulton Rd)
- Downtown x3
- Franklin (the real estate industry named it Lomitas flats, which is weird cause we're on a hill). Let's call it Franklin. It was a town after all!
- Southwest Santa Rosa for over 35 yrs
- Brush Creek area, Fistor Dr., Cox Streets area.
- Outside the west end
- Fountaingrove
- Northeast.

- West side of S.R. x2
- Melita/ los Alamos area
- Mount Olive Drive
- Valley west subdivision
- North Rincon
- 95404
- West college area
- Larkfield
- Madrones neighborhood
- Roseland x11
- Moreland
- Coddingtown x2
- Los Alamos/ Skyhawk
- oeste de Santa Rosa x2 (west Santa Rosa)
- Skyhawk community x6
- Rohnert Park, M-Section
- Bicentennial Park area
- unincorporated west of Santa Rosa
- rural residential
- Vintage Oaks/West Santa Rosa
- near Coffey Park
- Downtown/Luther Burbank Home
- Brush Creek x2
- Franklin
- Southpark/ Kawana Springs / Taylor Mountain
- Northeast Windsor

- Kawana Springs
- St. Francis Acres
- Near Coddingtown off west Steele
- Luther Burbank Gardens
- Hall Road
- Uptown
- Finley Community Park Neighborhood
- Outside Santa Rosa
- Memorial
- Cloverdale
- Marlow
- Memorial hospital area
- West Santa Rosa / Fulton road
- Santa Rosa
- West Ave
- Forestville
- Occidental
- West End x3
- Sierra Meadows
- Fairground and Copper area.
- W9th, Coffee Park, Panas Place, Moorland Ave
- Hidden Valley/Town & Country
- Junior College/Humboldt Street
- Southwest
- Bennett Valley & SW Santa Rosa
- Skyhawk/ Rincon Valley

- Ridgeway
- I don't know what it's called. It's near Guerneville/Marlowe roads.
- Montecito Heights