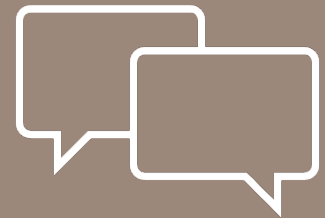


**SANTA  
ROSA**  
**FORWARD**  
Plan Our Future Together



# CITY COUNCIL AND PLANNING COMMISSION STUDY SESSION

LAND USE AND CIRCULATION ALTERNATIVES | MAY 24, 2022



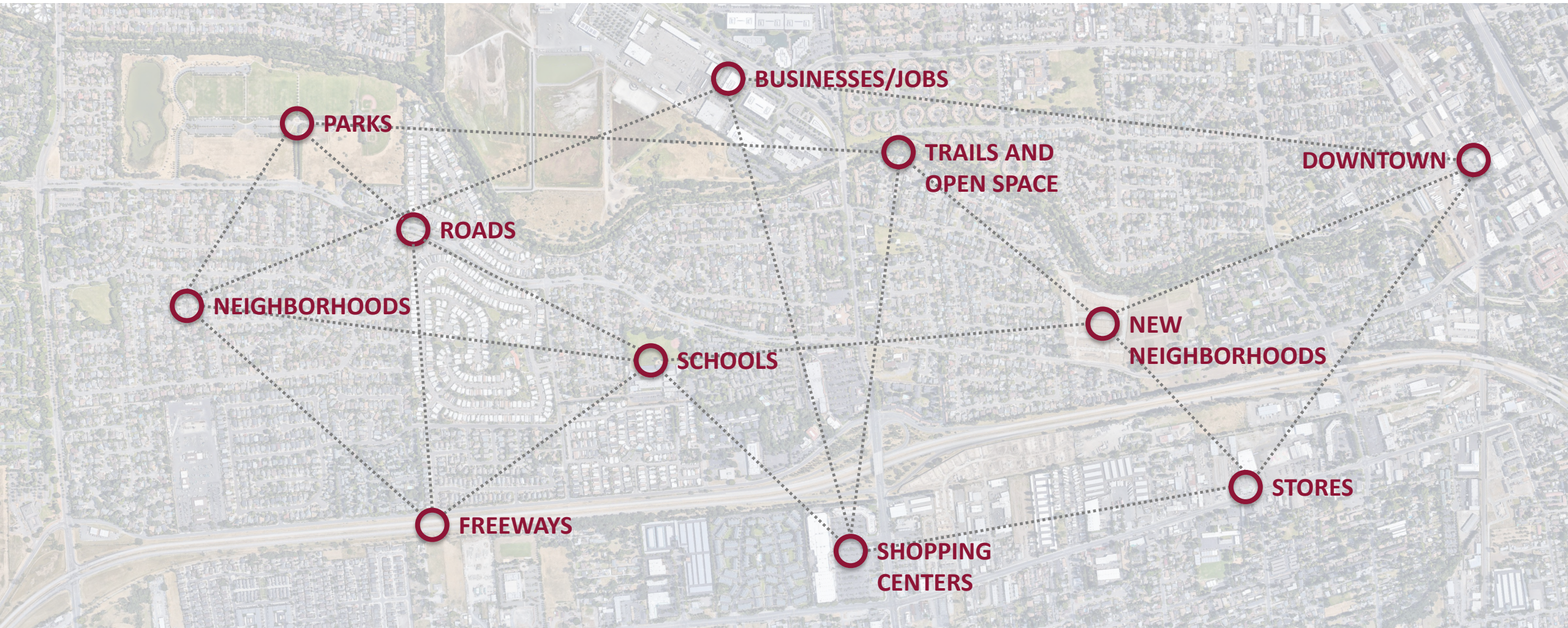


The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.





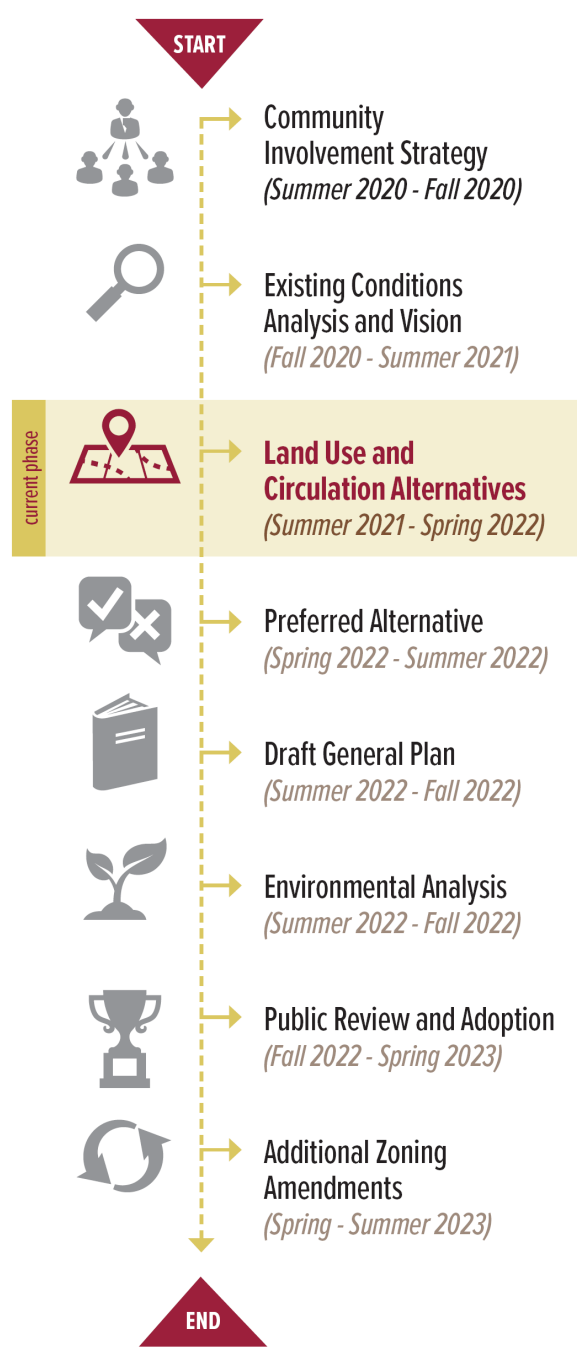
**Community is directly engaged** to identify opportunities and solutions at regional, citywide, and neighborhood scales.





# Alternatives Process

We are currently in the *Land Use and Circulation Alternatives* phase of the project.



## Phase Milestones

Community Vision Statement  
(June 2021)

Alternatives Development and Analysis  
(Summer - Fall 2021)

Alternatives Workbook  
(January 2022)

Community Discussions: Alternatives  
(February - March 2022)

City Council Study Session  
(Spring 2022)



# Technical Advisory Committee

TAC includes approximately 75 members of City staff and partner agencies.

Role is to review draft materials and reports, provide technical support and analysis, and support community outreach.

## **TAC Member City Departments Represented**

City Attorney

Community Engagement

Finance

Fire

Housing and Community Services

Information Technology

Planning & Economic  
Development

Police

Recreation & Parks

Transportation & Public Works

Water



# Community Advisory Committee

CAC's key role is to act as project liaisons to encourage the wide range of community members to participate in the project.

The CAC is not a decision-making body and will not have access to information or take action that differs from the opportunities made available to all outreach participants.





# Milestone Reports

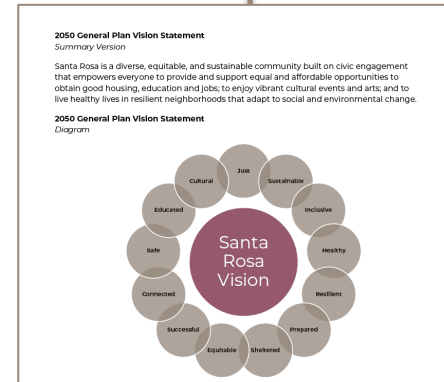
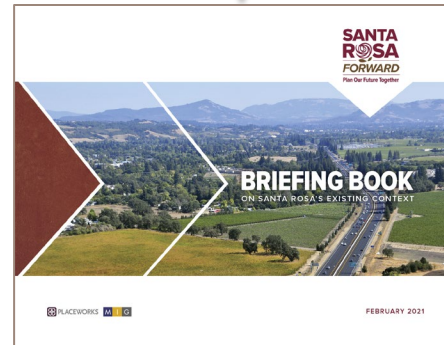
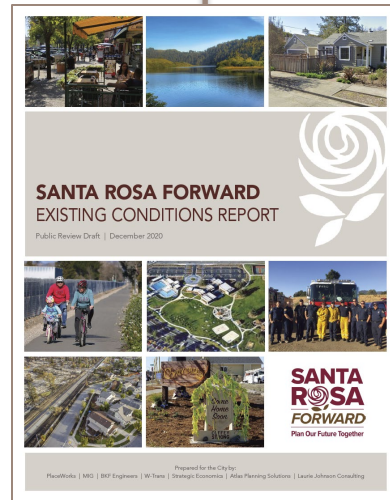
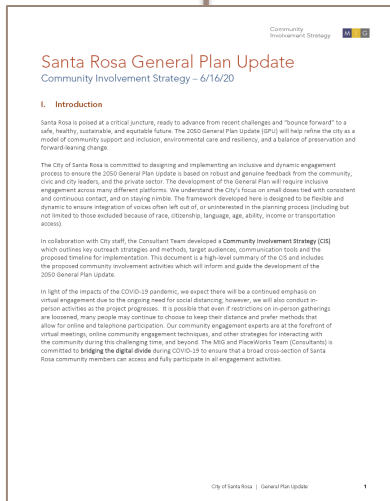
**Community Involvement Strategy**  
August 2020

**Existing Conditions Report**  
December 2020

**Briefing Book**  
February 2021

**Vision Statement**  
August 2021

**Alternatives Workbook**  
January 2022





# Alternatives Workbook

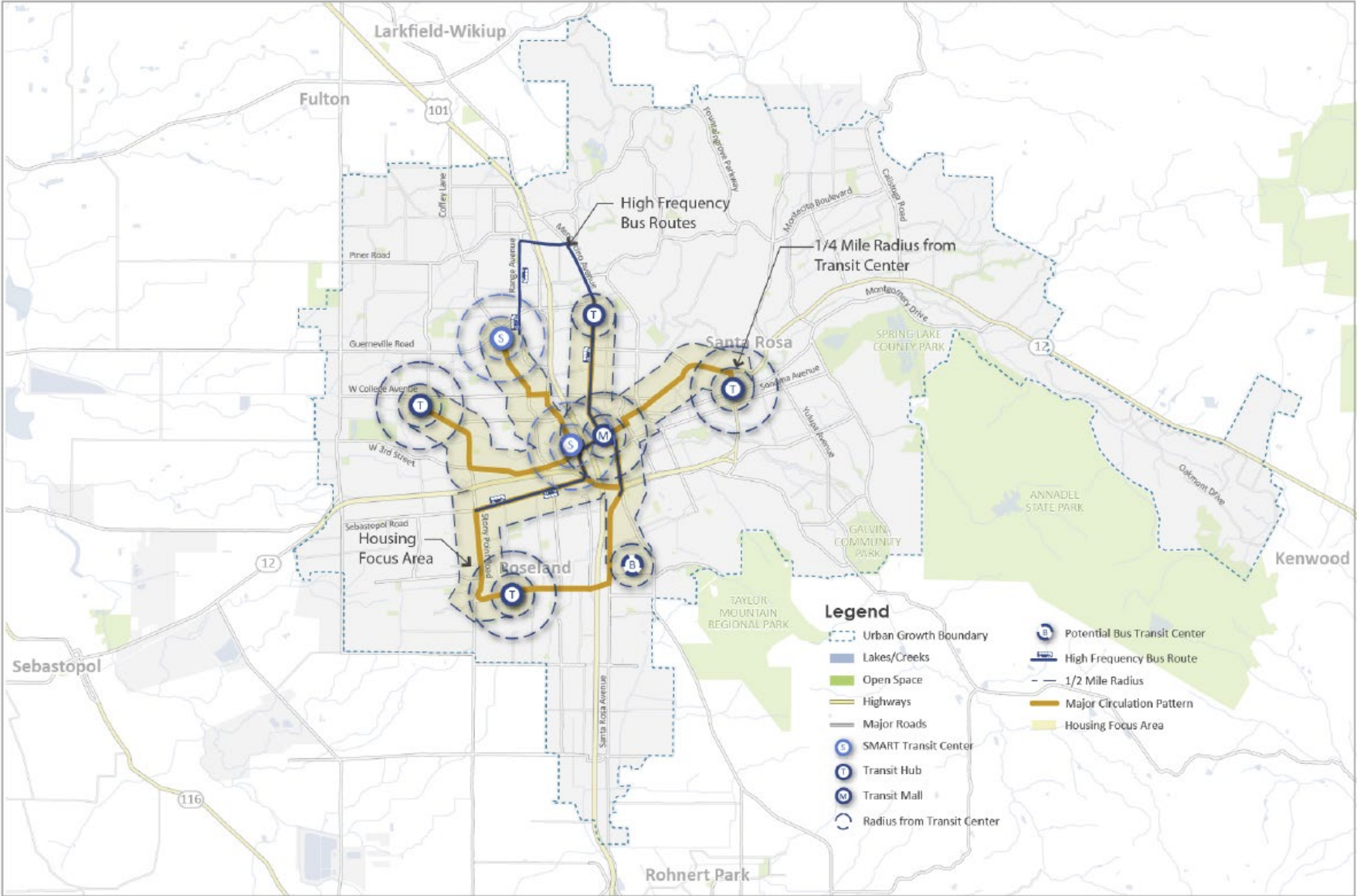




# Alternative 1 Central Corridors

Focuses future commercial and residential growth near Downtown and along Central Corridors that are connected to transit facilities.

Most community needs, such as jobs, retail, and commercial services, can be met in or near the central part of the city.

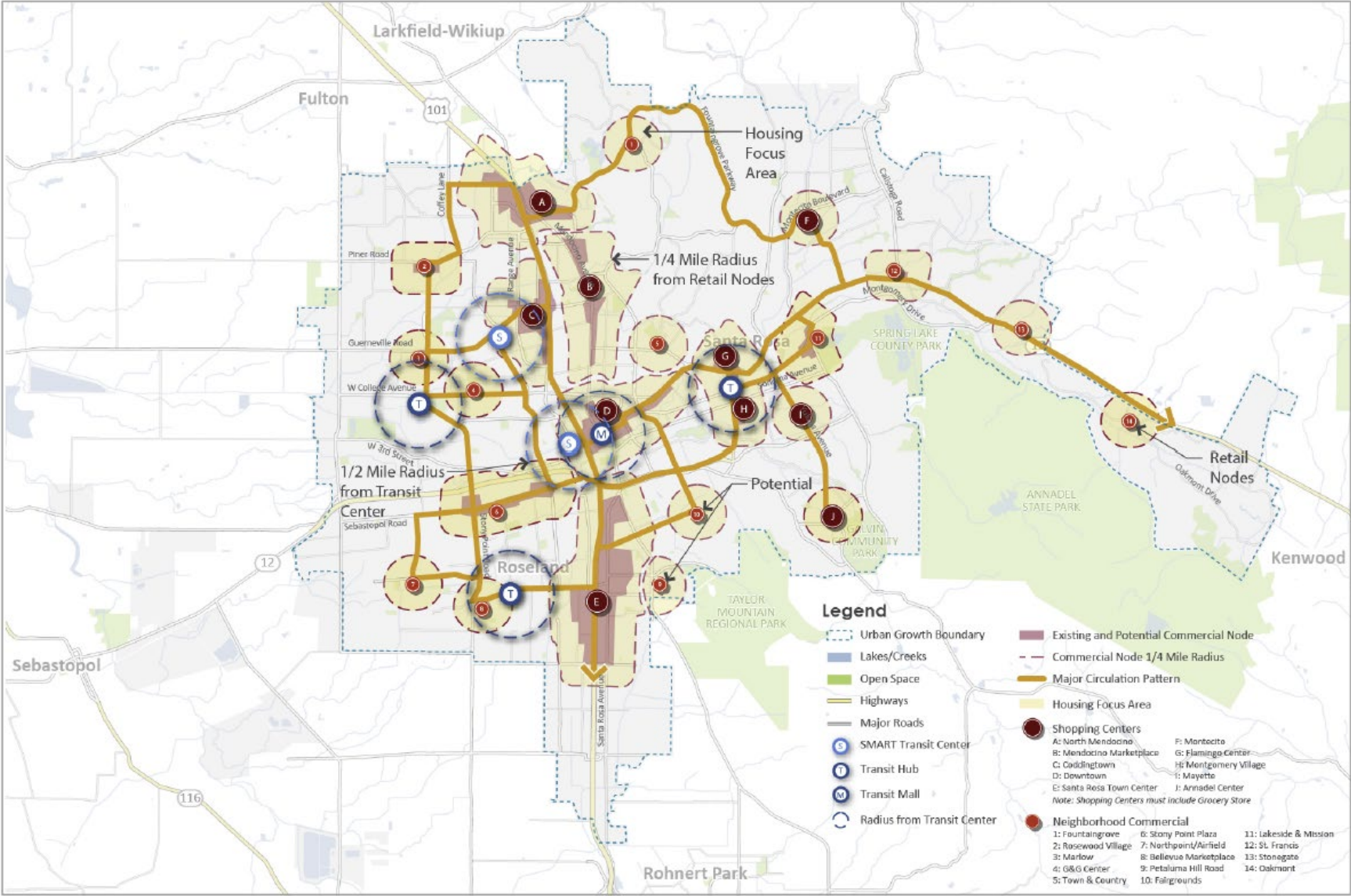




# Alternative 2 Neighborhood Main Streets

Concentrates housing, jobs, and community destinations along key corridors and at community centers.

Nearly all residents would have convenient access to many daily needs within walking or biking distance, reducing the need for most daily vehicle or bus trips around the city.

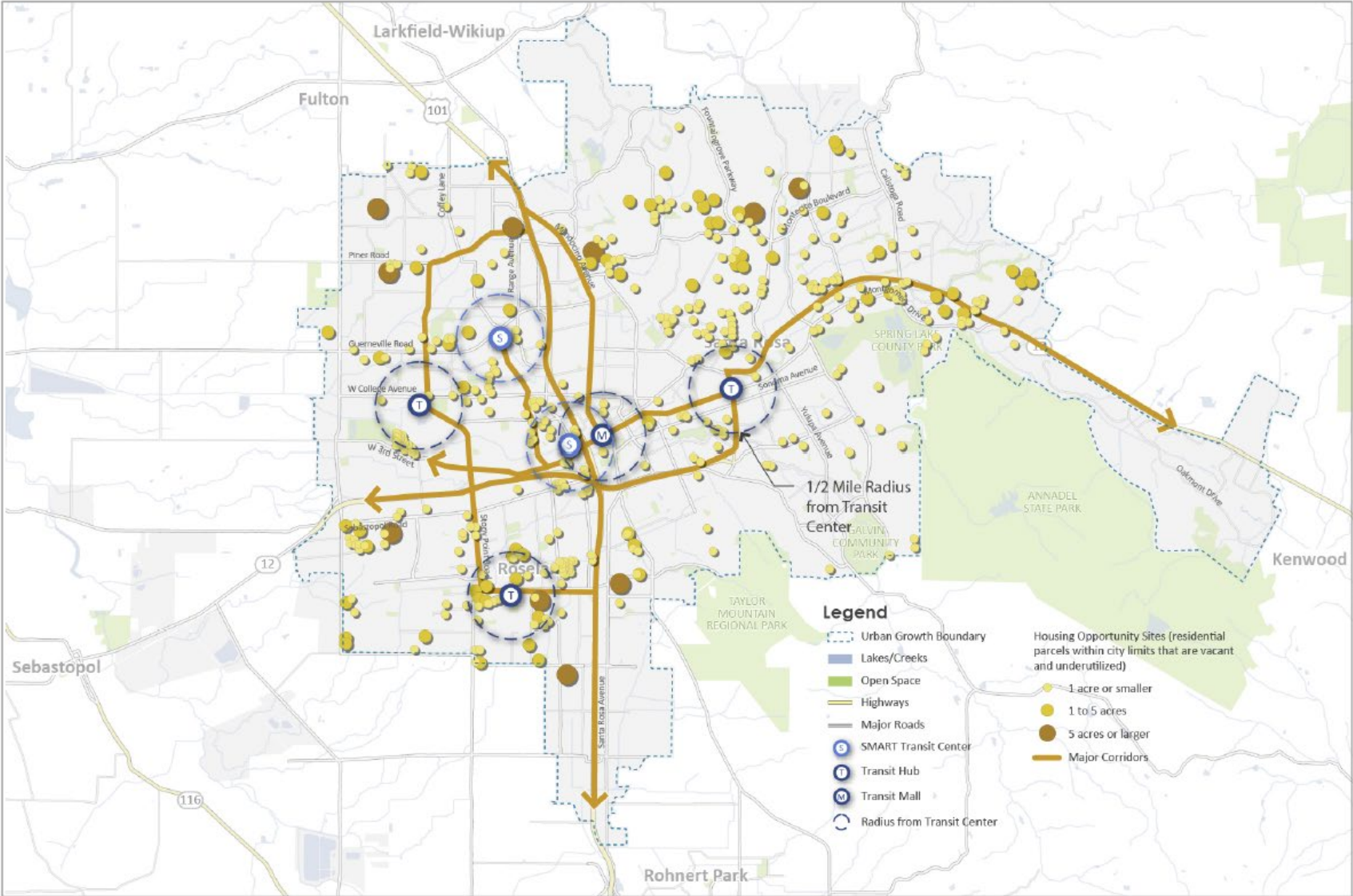




# Alternative 3 Distributed Housing

Distributes new duplexes, triplexes, courtyard, and similar types of homes throughout the city on parcels that can accommodate new housing.

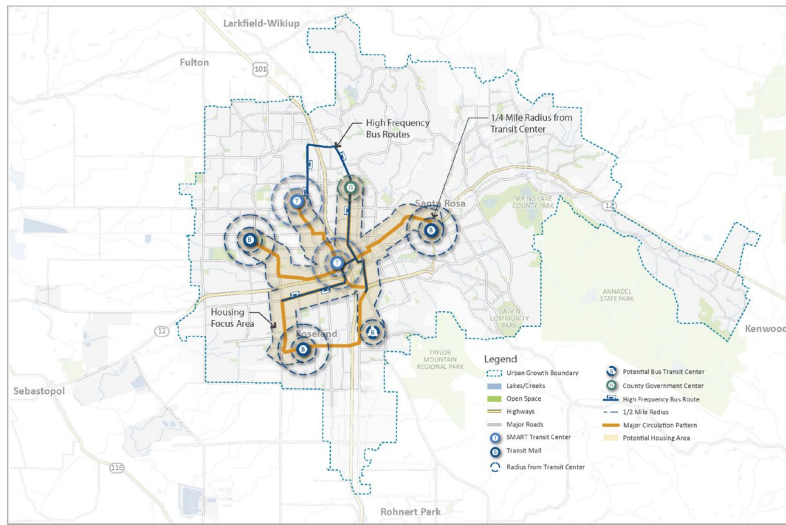
Since new housing is distributed in each neighborhood, residents might need to travel by vehicle or bus trip to access daily goods and services.



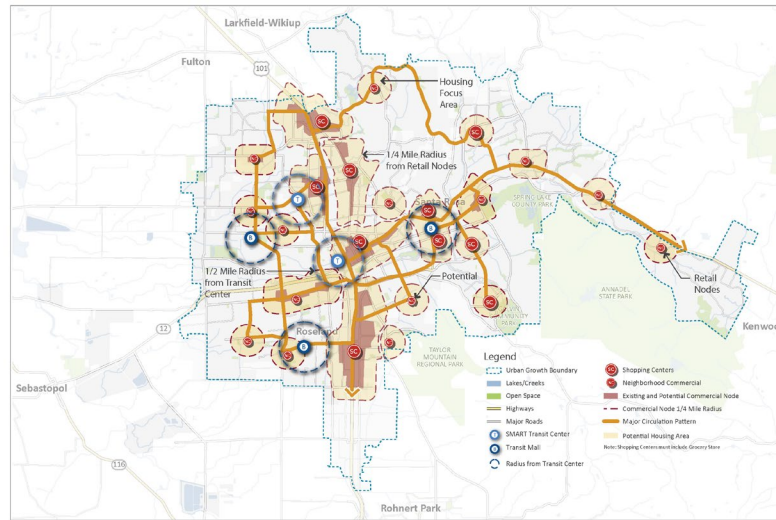


# Alternatives Comparison

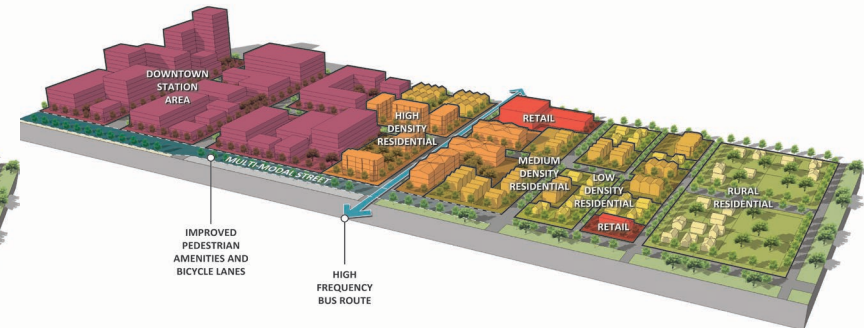
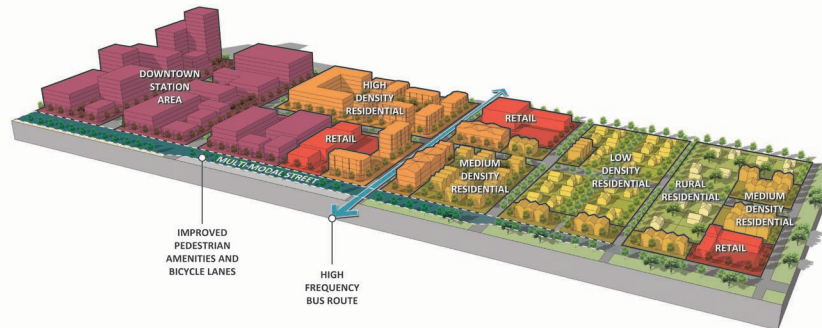
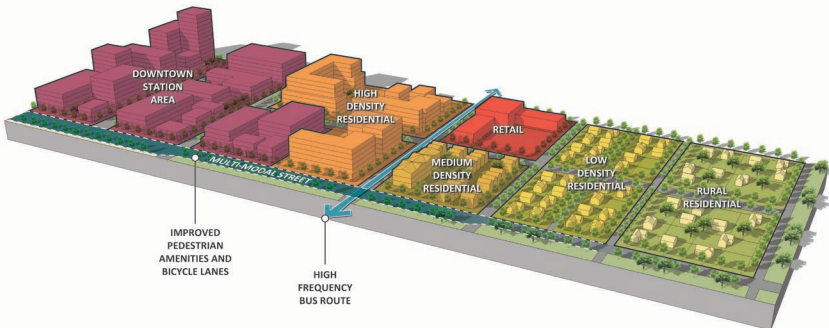
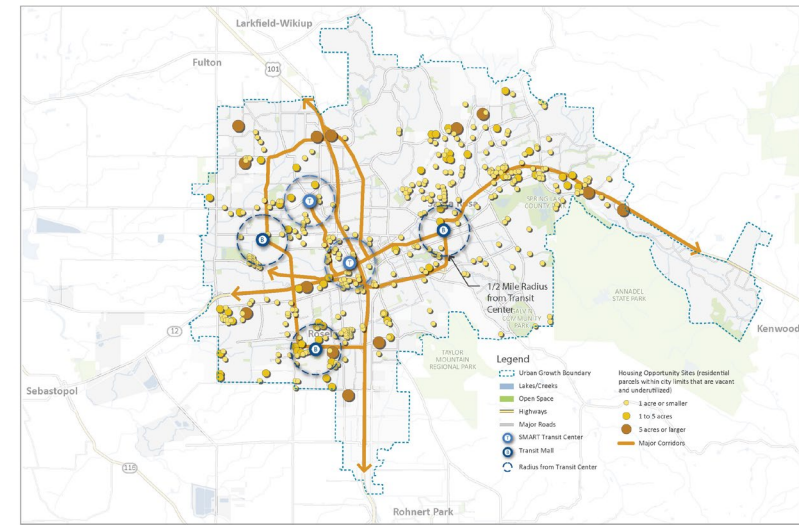
## Alternative 1 Central Corridors



## Alternative 2 Neighborhood Main Streets



## Alternative 3 Distributed Housing



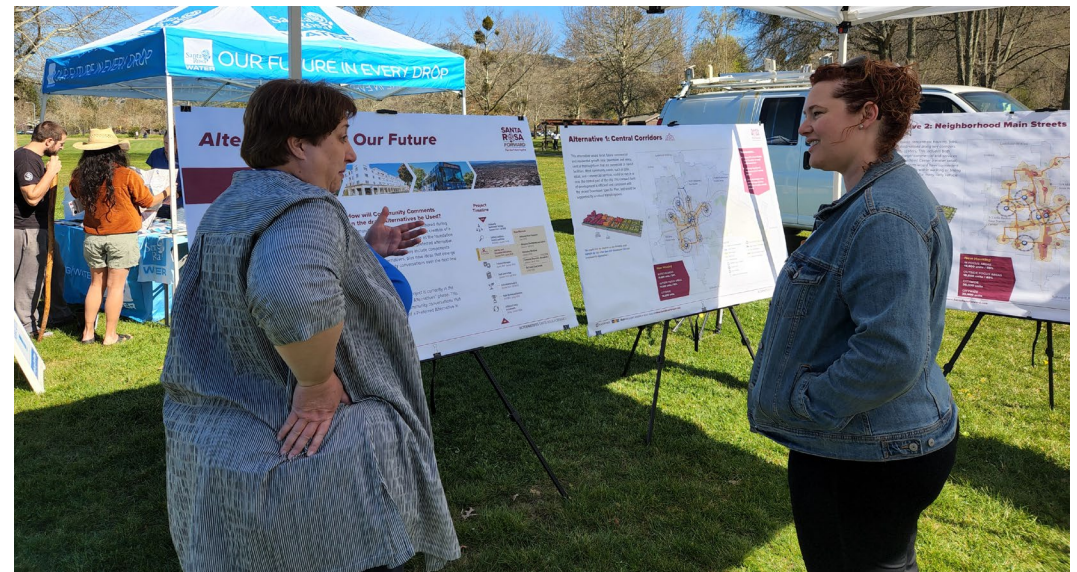


# Community Engagement Event Set #2

## Pop-Up Events

Pop-up booths at 9 community events and major gathering areas.

Opportunity to bring awareness to the project, present the alternatives, and encourage people to attend a workshop or take the online survey.





# Community Engagement Event Set #2 Community Workshops

Five in-person community workshops held in March 2022 at locations throughout Santa Rosa.

Workshops were presented and facilitated in both English and Spanish.

4 of the 5 workshops were hosted in Equity Priority Areas of the City.



## Community Engagement Event Set #2

# Youth Voice Contest

A Youth Voice Contest provided an opportunity for youth to be creative in how they answered the questions “what makes Santa Rosa the special place it is today?”

Participants submitted photos and poems.



*“This photo was taken atop Taylor Mountain, on Santa Rosa’s southern edge, and depicts one of our region’s beautiful native oak trees and the setting sun. Although perhaps nothing beyond the beauty of such a romantic scene compelled me to take the photo, I noticed it was taken in December 2019, just months before the outbreak of the, ongoing, COVID-19 pandemic. With so many of us having had to spend this last year on our own, at home, and often indoors- this photo reminds me how fortunate we are in Santa Rosa to have so many incredible local examples of natural beauty around us...”*



# CAC/Staff Meetings and Presentations

Staff and CAC members organized and participated in more than 15 meetings/presentations with organizations throughout the City.

Meetings with organizations were an opportunity to present the alternatives, and encourage people take the online survey or visit the virtual studio.



SANTA ROSA METRO  
CHAMBER



SANTA ROSA TOGETHER

[www.santarosatogether.org](http://www.santarosatogether.org)

# Listening Sessions/ Focus Groups

To intentionally focus on Santa Rosa Equity Priority Populations, the project team started to coordinate listening or focus group sessions, starting with residents who have disability and farmworkers.

Exercises provide a safe and comfortable space for people who usually face barriers to getting involved in planning exercises, while informing the project team and Update process in a more inclusive and equitable way.

## **Santa Rosa Equity Priority Populations**

- 1.Low-income individuals and families
- 2.Racial or ethnic groups experiencing disparate health outcomes
- 3.Seniors, children, youth, and young adults
- 4.Individuals with disabilities
- 5.Immigrants and refugees
- 6.Outdoor workers and farmworkers
- 7.Individuals who are limited-English proficient (LEP)
- 8.Unhoused people
- 9.LGBTQQ+ communities
- 10.Individuals who are incarcerated or who have been incarcerated



# Community Engagement Event Set #2 Virtual Open House

Included all materials, questions and presentations from the in-person workshops.


Participants able to provide thoughts and feedback about Santa Rosa's future, including the draft Alternatives and a range of policy choices.



# Community Engagement Event Set #2

## Online Survey

Same questions from the Virtual Open House and the In-Person Workshops, but in a simpler questionnaire format.



**SR Forward: Alternatives**

**Station 4: Equity and Environmental Justice**

8. Which of the following issues are challenges you or your family members face in Santa Rosa?

	Major issue	Mild issue	Not an issue	Not Sure
Opportunities to be involved in community decision making.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public facilities and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public spaces supporting physical activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollution exposure and poor air quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to healthy and affordable foods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to safe and sanitary housing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments

9. 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?

Limited access to reliable internet.
  I don't know what Santa Rosa Forward is and/or how the process works.

Limited availability during normal business hours





# Summary of Major Themes and Feedback

## Economic and Housing Development

---

Strongly favored focusing new housing and job growth towards Downtown, along major corridors, and in neighborhood retail centers.

---

Generally disagreed with focusing new housing and commercial uses across the city proportionally to where they exist today.

---

Desire to not locate new housing/population growth within the wildland urban interface (WUI).

---

Desire to increase walkability and transit services and amenities throughout Santa Rosa.

# Summary of Major Themes and Feedback

## Economic and Housing Development

---

While there was a preference to focus new housing in Downtown, there were also comments to ensure there is a mix of housing at a range of affordability levels located throughout the city (not just high-end or expensive housing formats).

---

Generally favored locating new housing within walking or wheeling distance to existing and planned shopping and dining areas, ensuring new shopping and commercial areas have multi-modal access.

---

Generally favored creating housing and circulation patterns that are more "age friendly" and conducive to seniors and the ability to "age in place."



# Summary of Major Themes and Feedback

## Efficient and Sustainable Development



### **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.

---

Strongly favored re-purposing major streets as multi-modal corridors that include safe and accessible pedestrian and bicycle facilities.

---

Strongly favored preserving natural ecosystems and resources, such as plants, trees, and wildlife within the city.

---

Generally favored allocating more resources to communities that are the most vulnerable to climate related hazards.

---

Desire to ensure that new growth is planned and managed to ensure there is adequate water supply and availability.

# Summary of Major Themes and Feedback

## Efficient and Sustainable Development

---

Desire to help insulate low-income households from the effects of climate change.

---

Generally favored improving bus transit services and amenities to allow convenient access to most neighborhoods, including improving multi-modal access to SMART stations and creating a complete network of bicycle facilities connecting neighborhoods to major destinations.

---

Generally disagreed with building new streets or adding lanes to existing streets, to provide more vehicle capacity.

---

Strong desire to ensure all neighborhoods have complete and accessible sidewalks, and access to bicycle facilities.

---



# Summary of Major Themes and Feedback

## Resilience and Safety

---

Generally concerned with the ongoing threat of wildfires, earthquakes, and drought in Santa Rosa. There was also a concern about evacuation plans and strategies in the event of another major natural disaster.

---

Desire to address the effects of the current pandemic or the potential effects of future pandemics in the General Plan.

---

Strongly agreed with limiting the amount of housing in wildfire prone areas of Santa Rosa and ensuring that all neighborhoods have safe and efficient emergency evacuation routes.

# Summary of Major Themes and Feedback

## Resilience and Safety

---

Respondents thought it would be good to consider limiting the amount of housing in flood prone areas and near earthquake faults.

---

Desire to balance the need for more housing (and denser housing) with safety considerations.

---

Desire to consider the needs of people with disabilities in the safety and evacuation approaches.



# Summary of Major Themes and Feedback

## Equity in Santa Rosa

- Most respondents felt that pollution exposure and poor air quality are issues in Santa Rosa.
- Many respondents felt that opportunities to be involved in community decision making, access to public facilities and services, access to public spaces supporting physical activity, access to healthy and affordable foods, and access to safe and sanitary housing are not major issues in Santa Rosa.



### 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.

# Summary of Major Themes and Feedback

## **Equity in Santa Rosa**

- Participants strongly felt the following activities should be funded and prioritized to ensure each neighborhood receives equitable public investments in the coming years:
  - Develop a prioritized list of improvements or services for each neighborhood.
  - Ensure environmental justice, safety, and equity related projects are funded and prioritized for identified Equity Priority Communities.
  - Ensure every neighborhood has access to parks and community spaces.
  - Prioritize development that addresses social and economic needs of the economically vulnerable populations.
  - Address and reverse the underlying socioeconomic factors and residential social segregation in the community that contribute to crime and violence in the city.



# Summary of Major Themes and Feedback

## Equity in Santa Rosa



### **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.

---

Desire to streamline City review and approval processes for new projects to reduce cost and expedite good projects.

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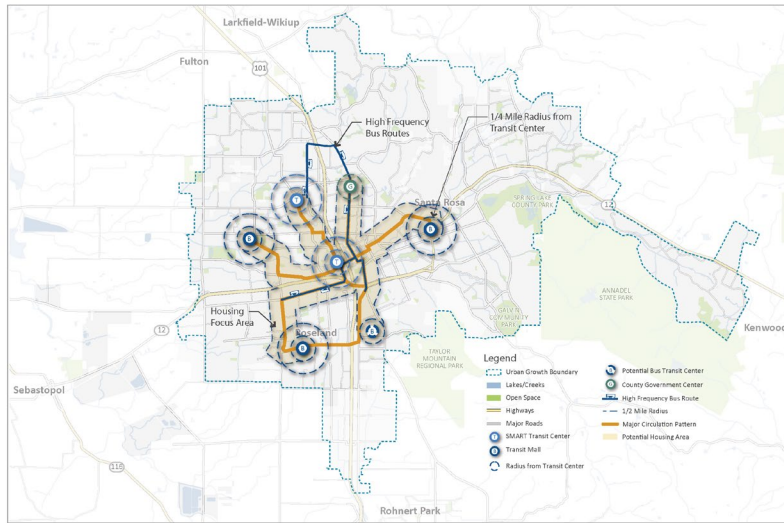
Participants felt that the largest sources of air quality issues for them and their families include vehicle emissions and wildfire smoke.

# Summary of Major Themes and Feedback

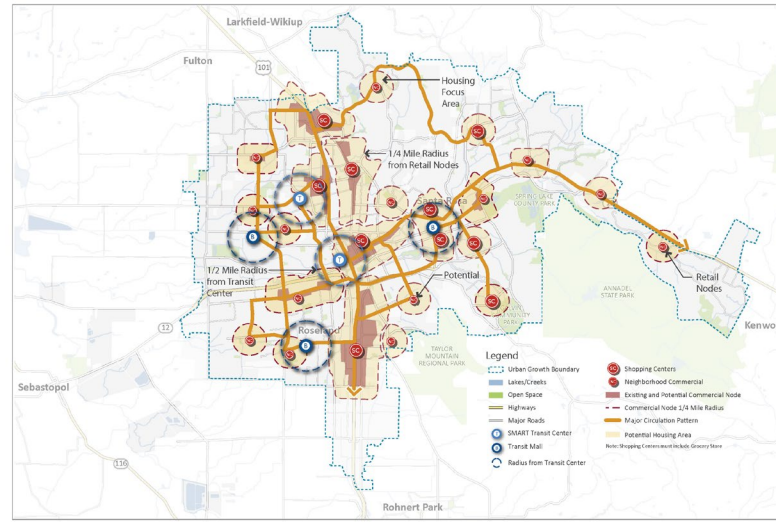
## Alternatives Comparison

- Strong majority of respondents favored Alternatives 1 and 2 (with Alternative 2 being slightly more favored).

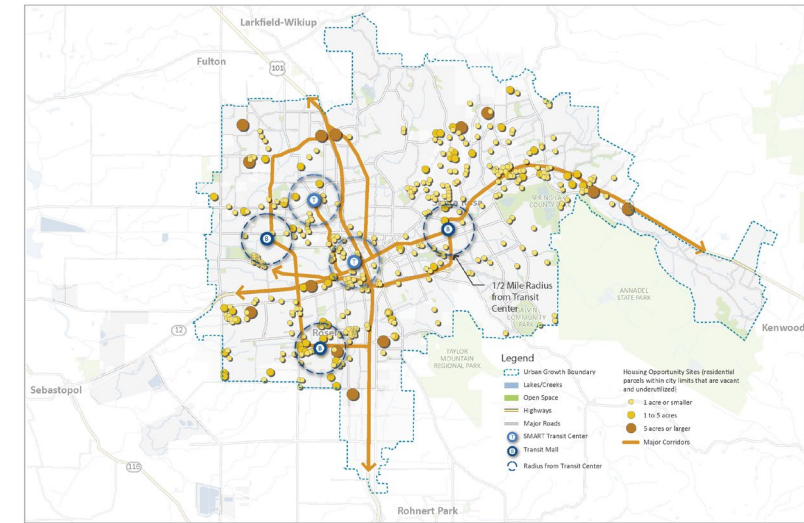
Alternative 1  
Central Corridors



Alternative 2  
Neighborhood Main Streets



Alternative 3  
Distributed Housing





# Summary of Major Themes and Feedback

## **Alternatives Comparison**

- Major **reoccurring refinements** to the alternatives included:
  - Focusing new housing growth near transit (current and planned) and near Downtown.
  - Reducing the amount of new growth within the wildland urban interface (WUI) area to improve community safety and reduce the threat of future wildfire hazards.
  - Creating more mixed-use neighborhoods along major corridors and within Downtown.
  - Ensuring new growth areas can have adequate access to multi-modal transportation and future mobility options (e.g., drones, autonomous vehicles, electric vehicles, etc.).
  - Ensuring there is a range of housing types and affordability levels throughout the city to improve equity.

# How Are Community Comments Being Used?

Wealth of comments and ideas (400+) during engagement efforts, organized into five broad categories

## TYPES OF COMMENTS

### Alternatives

Reactions and refinements to the three Draft Alternatives.

### Policy Choices

Rankings and additional ideas related to a range of policy choices under consideration.

### Health and Equity

Feedback and insights on community health and equity challenges and opportunities.

### Additional Challenges and Opportunities

Feedback and insights on additional challenges and opportunities (not directly included in the Alternatives Workbook)

### Other Comments or Questions

General comments or questions about the Santa Rosa Forward process.



# Next Steps

- City Council, Planning Commission, and community feedback used to develop draft Preferred Alternative
  - Land use/mobility diagram and more detailed policy options
- Community discussions and events on draft Preferred Alternative during Summer 2022

# Recommendation

It is recommended by the Planning & Economic Development Department that the City Council and Planning Commission review and provide input on the Draft Alternatives, taking into consideration community feedback, to help guide the preparation of the General Plan 2050 Update.



Learn more about the project at  
**[www.SantaRosaForward.com](http://www.SantaRosaForward.com)**