



Community Benefit Northern California

# GRANT APPLICATION –Workplan



<b>Organization Name:</b>	City of Santa Rosa		
<b>Project Name:</b>	Santa Rosa 2050 General Plan Healthy City Update		
<b>Contact Name:</b>	Andy Gustavson	<b>Contact Title:</b>	Senior Planner
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<b>Grant Period:</b>	January 2020 to December 2022		
<b>Summary of Projected Impact (50 words or less):</b>	The Project will promote healthy city outcomes by planning equitable distribution of and improved access to community resources; greater mobility between neighborhoods; expanded opportunities for housing and economic development; reduction of land use conflicts and unhealthy environmental conditions. The Project will also increase civic discourse amongst population groups that traditionally do not engage in community planning projects.		

Use this table to summarize your proposal. It will expand as you type. Copy this table to include additional goals, if necessary.

<b>Goal 1:</b>	Development and implementation of General Plan healthy city policy
<b>Target Population:</b>	People living, working and visiting Santa Rosa.
<b>Number of people to be reached in this goal during grant period:</b>	177,000 residents+

Objective	Activities to Reach Goal	Expected Measurable Outcome(s)  Be specific (i.e. # of participants, frequency and duration of intervention, target % behavior change on pre/post tests, pounds of produce, etc.).	Evaluation Method(s)
Engage residents in the General Plan Update who ordinarily do not participate in civic activities including the youth and elderly persons and individuals who are living in lower income households, homeless, or who are non-English speakers	Collaborate with community service organizations	<ul style="list-style-type: none"> <li>• Meetings with local community organizations including neighborhood and business groups, charitable social service/housing groups (on-going, 6+/- meetings/year)</li> <li>• Participation on community advisory committee</li> </ul>	<ul style="list-style-type: none"> <li>• Document meetings with agendas and minutes</li> <li>• Record community advisory committee attendance</li> </ul>
	Reach out to school aged residents	<ul style="list-style-type: none"> <li>• Classroom presentations</li> <li>• Sponsor school projects on community planning topic</li> <li>• Establish summer student intern activity. (on-going, 1 per year)</li> <li>• Invite student(s) participant on community advisory committee (on-going, 2 students per year)</li> </ul>	<ul style="list-style-type: none"> <li>• Document classroom presentations and questions</li> <li>• Engage at least one student intern each summer</li> <li>• Record attendance of students at community advisory committee meetings</li> </ul>
	Provide information and receive comments at public events	<ul style="list-style-type: none"> <li>• on-line and mobile device surveys (approximately 12 over project term)</li> </ul>	<ul style="list-style-type: none"> <li>• Document survey responses</li> </ul>
	Stage pop-up events at local gatherings.	<ul style="list-style-type: none"> <li>• Recruit community members (including youth) to prepare/present pop-up events (on-going, 6+/- meetings/year)</li> </ul>	<ul style="list-style-type: none"> <li>• Document pop-up events using video</li> </ul>



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	<p>Reach out to non-English speaking population groups</p>	<ul style="list-style-type: none"> <li>• Prepare translated information flyers, surveys and report summaries. (on-going)</li> <li>• Utilize public radio and press releases and focus groups to reach local non-English speaking group liaisons (on-going).</li> <li>• Build understanding about Healthy City policy amongst with non-English speaking groups liaisons through liaisons.</li> </ul>	<ul style="list-style-type: none"> <li>• Document translated material in portfolio</li> <li>• Identify non-English speaking population group liaisons.</li> <li>• Provide meeting minutes with non-English speaking population groups</li> </ul>
<p>Fully integrate Healthy City policy within General Plan Update to facilitate the transformation of the City's disadvantaged communities into healthy and livable neighborhoods.</p>	<ul style="list-style-type: none"> <li>• Document existing neighborhood and community wide housing mix, community and commercial services, public amenities, and adverse environmental conditions (noise, air quality, land use nuisance).</li> <li>• Map neighborhood and community-wide mobility and connectivity between residential, commercial and employment areas, and public amenities.</li> <li>• Evaluate healthy city options to improve/maintain equitable</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate findings in the General Plan existing condition report (Year 1).</li> <li>• Present neighborhood and community-wide healthy city and</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant/staff meetings with community groups, residents, business owners, etc. (with translation services)</li> <li>• Feedback collected by participant exit surveys and neighborhood sentiment surveys.</li> <li>• Presentation of information reports and recommended policy to community groups, community advisory committee, and Planning Commission.</li> <li>• Review and adoption of the recommended General Plan Update by the City Council.</li> </ul>

	<p>neighborhood and community-wide distribution of housing, services and amenities and reduce adverse environmental conditions.</p> <ul style="list-style-type: none"> <li>Evaluate neighborhood mobility options to provide equitable access to housing, services and amenities.</li> </ul>	<p>mobility/connectivity options in General Plan alternative analysis (Year 2).</p>	
	<ul style="list-style-type: none"> <li>Recommend that healthy city goals be integrated with land use and circulation policy to improve/maintain equitable neighborhood and community wide distribution of housing, services and amenities and reduce adverse environmental conditions. (Year 3).</li> <li>Recommend that healthy city neighborhood mobility/connectivity goals be integrated with land use and circulation policy to improve community access (Year 3).</li> </ul>	<ul style="list-style-type: none"> <li>Adopt General Plan with neighborhood healthy city policy (Year 3).</li> </ul>	