



Santa Rosa General Plan 2050

SUMMARY OF GOALS, POLICIES, AND ACTIONS

Land Use

Goals, Policies, and Actions

Goal 2-1: Ensure that growth and change serve community needs, protect the environment, improve fiscal stability, and enhance quality of life for all members of the community.

Policy 2-1.1: Encourage development that supports community health and quality of life and fosters complete neighborhoods in both established and emerging neighborhoods.

Action 2-1.1: Implement and update the following Specific Plans, as necessary to address changing economic and market conditions and/or changing community visions for these areas:

- Downtown Station Area Specific Plan
- North Santa Rosa Specific Plan
- Roseland Specific Plan

Action 2-1.2: Update the Zoning Code to require industrial development adjacent to residential areas to provide buffers, landscaping, and screening to minimize noise, light, glare, and other impacts.

Action 2-1.3: Require residential developments within 500 feet of U.S. Route 101 and California Route 12 to include construction measures that mitigate future resident exposures to ozone, particulate matter, and other toxic air

contaminants (TAC) identified by CARB.

Action 2-1.4: Address the need for gathering places by providing amenities such as parks, community centers, and cultural facilities for community members in all neighborhoods, prioritizing EPAs and Areas of Change.

Action 2-1.5: Address the need for access to outdoor activity/recreation in urban core areas by encouraging the creative integration of such spaces or uses in public and private development.

Action 2-1.6: Encourage retail and housing development in mixed-use developments along regional transportation routes and in areas that serve community members, with a focus on Areas of Change.

Action 2-1.7: Amend the Zoning Code regulations related to community care facilities, including updating the definition of community care facility; address neighborhood compatibility in the context of residential neighborhoods; and explore opportunities for streamlining.

Action 2-1.8: Address the infrastructure and service needs of disadvantaged unincorporated communities.

Policy 2-1.2: Facilitate future annexations with a thoughtfully designed and transparent strategy that ensures the City’s ongoing fiscal health and supports a high quality of life for community members.

Action 2-1.9: Prepare a specific plan prior to annexation of land in south Santa Rosa, south from the current City

boundary to the UGB, to identify and accommodate needs related to City services, such as Fire and Police, water, wastewater, stormwater, transportation, and parks.

Action 2-1.10: Require a fiscal impact analysis for proposed annexations that exceed 10 acres to ensure a full accounting of infrastructure and public service costs and confirm whether revenue enhancement mechanisms are necessary to ensure net fiscal balance.

Action 2-1.11: Only allow annexations or City utility connections if they are consistent with the General Plan and do not adversely impact the City’s fiscal viability, environmental resources, infrastructure and services, and quality of life.

Action 2-1.12: Limit annexations to land in the UGB with adequate services available, including unincorporated islands within the city limits.

Action 2-1.13: Work with LAFCO to require all proposed annexations within a County island to prepare a sentiment survey of all properties within the island to determine the ability of annexing the full County island.

Action 2-1.14: Prioritize the processing of proposed annexations when applicants provide funding for dedicated staff time.

Policy 2-1.3: Promote and participate in cooperative planning efforts with surrounding jurisdictions and the County, especially related to Countywide and subregional issues such as

transportation, waste management, and affordable housing.

Action 2-1.15: Conduct regular meetings with County of Sonoma staff to coordinate land use issues of mutual concern within the UGB.

Policy 2-1.4: Ensure that City policy, codes, programming, and practices support a range of viable land uses that are consistent with the General Plan.

Action 2-1.16: Maintain an inventory of industrial lands and sites zoned appropriately for the retention and expansion of key manufacturing and industrial businesses/employers.

Action 2-1.17: Maintain sufficient land in areas zoned for industrial uses to accommodate a wide range of production, distribution, and repair-oriented light industrial uses, including research and development, manufacturing, and food processing.

Action 2-1.18: Consider updating the Zoning Code to allow for compatible residential and commercial uses in office parks, light industrial areas, and other similar areas. Such compatible uses could include Live-Work units, artisan studios/shops, brew pubs, coffee shops, tasting rooms, and event spaces.

Action 2-1.19: Identify necessary policy changes to enable the retention or conversion of sites with light industrial / light manufacturing uses located in appropriate areas, and implement changes as feasible and appropriate.

Action 2-1.20: Update the UGB so that it is coterminous with the city's Sphere of Influence.

Action 2-1.21: Update the Zoning Code to:

1. Rezone parcels to ensure consistency with the General Plan.
2. Create development standards for Missing-Middle Housing types.
3. Rezone Planned Development communities into appropriate zoning districts consistent with General Plan Land Use.

Goal 2-2: Promote city-centered growth and investment with a neighborhood-focused approach to create complete and connected communities that provide community members' daily needs within easy walking or biking distance.

Policy 2-2.1: Support development of complete neighborhoods in all Areas of Change, ensuring they offer convenient, equitable access to goods and services needed to support daily life, such as grocery stores, recreation opportunities, community gathering places, active transportation infrastructure, and transit.

Action 2-2.1: Consider development incentives and update the Zoning Code to require new developments in Areas of Change to include on-site and proximal access to goods and services that support daily life, including, but not limited to, fresh-food stores, recreation, community gathering, and

infrastructure that supports active transportation and transit.

Action 2-2.2: Require design of mixed-use projects to focus residential uses in the upper stories or toward the back of parcels, with retail and office activities fronting the regional/arterial street. Site design with residential uses at the rear is intended to reduce potential for housing units to exceed maximum noise levels along a regional/arterial street.

Action 2-2.3: Work with Sonoma County and potential developers to redevelop sites in the unincorporated stretch of Santa Rosa Avenue with mixed-use, limiting and discouraging the expansion of existing single-use, auto-oriented commercial establishments.

Action 2-2.4: Allow for regional and neighborhood shopping centers to integrate amenities, events, and programming that enhance the destination and its attractiveness as a shopping location and community gathering space.

Action 2-2.5: Allow farmers markets by right in shopping centers.

Action 2-2.6: Allow temporary, community-oriented / community-amenity uses on sites slated for redevelopment that activate those spaces prior to entitlement/construction.

Policy 2-2.2: Encourage a compact rather than a scattered development pattern for new development proposals, particularly in Areas of Change.

Action 2-2.7: Require compact development that includes services within one-

half mile walking and biking distance of residential neighborhoods.

Action 2-2.8: For all private development, capital improvement projects, and preparation of detailed area plans, require close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.

Action 2-2.9: Encourage the creation of shared parking areas and shared driveways / vehicle access points in private development.

Policy 2-2.3: Ensure mixed use developments along regional/arterial streets are designed to reduce impacts to community members; encourage redevelopment with mixed use in areas that do not meet the community's vision.

Action 2-2.10: Maintain Priority Development Area designations in accordance with Plan Bay Area to maintain consistency with regional planning efforts.

Goal 2-3: Promote livability by creating a variety of housing types near transit to reduce greenhouse gas emissions.

Policy 2-3.1: Ensure that residential developments, including subdivisions and neighborhoods, are designed to foster livability and maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs and retain local character.

Action 2-3.1: Evaluate new development through the development review

process to ensure neighborhood identities are maintained.

Action 2-3.2: Update the Zoning Code to allow residential and mixed-use development in the Retail and Business Services and Office land use designations.

Action 2-3.3: Identify barriers and/or incentives to redevelopment with mixed use in areas that do not meet the community's vision, and mitigate/implement these, as feasible.

Action 2-3.4: Work with Sonoma County and potential developers to redevelop sites in the unincorporated stretch of Santa Rosa Avenue with mixed use, limiting and discouraging the expansion of existing single-use, auto-oriented commercial establishments.

Policy 2-3.2: Ensure that residential developments achieve the density potential of the project site and include a variety of housing types with a full range of affordability.

Action 2-3.5: Require development at the midpoint or higher of the density range in the Medium and Medium High Density Residential land use designations, unless topography, parcel configuration, heritage trees, historic preservation, or utility constraints make the midpoint impossible to achieve.

Policy 2-3.3: Ensure that mixed use developments along regional/arterial streets are designed to reduce impacts to future residents.

Action 2-3.6: Require design of mixed-use projects to focus residential uses

in the upper stories or toward the back of parcels, with retail and office activities fronting the regional/arterial street. Site design with residential uses at the rear is intended to reduce potential for housing units to exceed maximum noise levels along a regional/arterial street.

funding updates to and special reports in support of the plan to keep current with market conditions and economic trends.

Economic Development

Goals, Policies, and Actions

Goal 2-4: Ensure that new growth and development are resilient to economic cycles and forces.

Policy 2-4.1: Maintain a positive business climate in the community and encourage diverse job types in Santa Rosa.

Action 2-4.1: Ensure the City’s actions and communications convey an organizational culture and climate that support global business values (e.g., productivity, speed-to-market, flexibility, innovation), and that the City recognizes the value business brings to the city.

Action 2-4.2: Institute new policies and leverage partnerships to address the primary drivers of an inclusive and resilient economy, highlighting urgent economic challenges and improved livability across Santa Rosa.

Action 2-4.3: Maintain an economic development strategic plan to guide the City’s economic development initiatives, periodically reviewing and

Policy 2-4.2: Develop and strengthen locational assets and business assistance programs that support innovation and create an entrepreneurial business climate attractive to technology and entrepreneurial businesses.

Action 2-4.4: Continue to promote Santa Rosa as the North Bay’s premier location for clean/green technologies and entrepreneurial businesses that create new products and business models that will attract national and international interest.

Action 2-4.5: Develop and foster City-business connections and maintain a Business Visitation Program for a cross-section of City staff and officials to ensure that industry trends and opportunities are identified early, and City services are meeting the needs of business.

Action 2-4.6: Identify necessary policy changes and new program options to allow and support micro-entrepreneurialism and neighborhood-centered businesses/jobs creation and implement, as feasible and appropriate.

Policy 2-4.3: Develop strategies and work cross-departmentally on programs and initiatives to retain existing businesses; enable business expansion; and attract new employers that contribute to the city’s economic vitality, use the area’s existing labor pool, and leverage

or expand upon the region's existing industry clusters.

Action 2-4.7: Monitor land use and development trends in the city to ensure an adequate supply of land that offers diverse use designations and development intensities in support of anticipated demand for commercial and industrial growth; employ regulatory mechanisms and incentives to maintain sites and buildings in suitable locations to attract major employers.

Action 2-4.8: Identify sites suitable for flexible uses and micro-entrepreneurial opportunities in downtown, commercial districts, and neighborhood centers, and promote and market small business opportunities in these areas.

Policy 2-4.4: Leverage City and community-partner technical assistance and funding to support key-sector business development and growth.

Action 2-4.9: Conduct periodic, industry-specific cluster analyses to identify targets for retention, expansion, and innovation, with a focus on increasing business-to-business commerce in Santa Rosa.

Action 2-4.10: Work with property owners to encourage development projects that generate local jobs and that further inclusive economic development objectives.

Action 2-4.11: Consider public/private technology infrastructure projects that support business and municipal efficiency.

Action 2-4.12: Work with Santa Rosa Junior College, Sonoma State University, and private educators to provide job training that matches local job opportunities, including housing construction.

Action 2-4.13: Work to attract professional, vocational, and technical institutions and engage employers in the development of education and training systems that equip residents with the skills and knowledge needed to succeed in an advanced economy.

Policy 2-4.5: Seek innovative ways to reduce the cost burden of infrastructure for industrial and commercial development, without transferring the burden to the residential sector.

Action 2-4.14: Use funds from the statewide Community Infrastructure Program and other tax increment and/or assessment-based financing tools to support local improvements.

Action 2-4.15: Identify opportunities to support innovation and growth by fostering business incubators, accelerators, shared working spaces, and networking organizations.

Action 2-4.16: Attract infill developers that build the facilities attractive to employers with new or alternative workplace needs.

Policy 2-4.6: Focus business attraction efforts on filling vacancies in commercial and industrial structures.

Action 2-4.17: Encourage occupancy of new businesses in vacant commercial and industrial buildings through

efforts such as low-cost loans for tenant improvements, façade improvements, and new business incubation.

Policy 2-4.7: Maintain vibrant, convenient, and attractive commercial centers that provide a range of goods and services that satisfy the needs of community members.

Action 2-4.18: Identify and mitigate barriers to locate new local-serving retail in Plan Areas of Change.

Action 2-4.19: Locate any new region-serving, high-volume retail outlets within one-half mile of Highway 101 to minimize regional traffic on city streets.

Action 2-4.20: Work with business park owners to encourage new distribution and research uses in addition to office uses.

Goal 2-5: Foster sustained, inclusive growth that generates long-term, shared value in the community and creates economic opportunities for all residents.

Policy 2-5.1: Encourage retention and anti-displacement strategies aimed at retaining local businesses and residents.

Action 2-5.1: Continue to maintain and disseminate resources directing existing smaller businesses to training, financial assistance, and other supportive services.

Action 2-5.2: Identify and target economic development resources to businesses in areas undergoing rapid increases in commercial or industrial rents and property sales prices.

Action 2-5.3: Study potential adoption of policies and programs that would help prevent future displacement of Santa Rosa's longstanding smaller businesses.

Policy 2-5.2: Support opportunities to expand economic opportunity to all segments of the community.

Action 2-5.4: Establish public-private partnerships and philanthropic initiatives to provide work opportunities for high-risk youth and young adults in Santa Rosa.

Action 2-5.5: Work with Santa Rosa City Schools, Sonoma County Office of Education, Santa Rosa Junior College, Sonoma State University, other educators, and the Workforce Investment Board to provide job training opportunities for all segments of the population, including high-risk youth and

young adults and Equity Priority Populations.

Policy 2-5.3: Invest in neighborhood entrepreneurship.

Action 2-5.6: Update the Zoning Code to allow temporary or alternative incubator spaces on vacant or underutilized properties to facilitate trial uses that may be unique to the city.

Policy 2-5.4: Establish free citywide internet access at a speed appropriate for all types of businesses.

Action 2-5.7: Study the gaps in broadband access and create a plan to expand access where appropriate.

Policy 2-5.5: Encourage home businesses to support workforce participation, decrease worker vehicle miles traveled, and increase the provision of goods and services at the neighborhood scale.

Action 2-5.8: Allow and encourage home-occupancy businesses in most residential zones, especially EPAs, including for uses such as family childcare and microenterprise home kitchen operations.

Action 2-5.9: Update the Zoning Code to allow mobile food and crafts vendors, farmers markets, art and artisan pop-ups, and community gathering events in all nonresidential zoning districts.

Action 2-5.10: Update the Zoning Code to allow for micro-entrepreneurial uses in residential zones, as appropriate.

Policy 2-5.6: Expand economic opportunity in industrial zones.

Action 2-5.11: Update the zoning code to allow for more maker mixed-use, such

as clothing producers and 3D printing in all industrial areas.

Action 2-5.12: Evaluate the public procurement process with an eye to stimulating small business development, targeting minority-/women-/veteran-owned businesses; foster more equitable procurement practices.

Goal 2-6: Maintain vibrant, convenient, and attractive commercial centers.

Policy 2-6.1: Provide a range of commercial services that are easily accessible and attractive, satisfy the needs of people who live and work in Santa Rosa, and attract a regional clientele.

Action 2-6.1: Encourage region-serving, high-volume retail outlets to locate near freeway access (generally within one-half mile of Highway 101) to minimize traffic on city streets. Do not allow regional-serving uses in residential neighborhoods.

Action 2-6.2: Allow neighborhood centers that include small grocery stores, cleaners, and similar establishments where they can be supported within walking and biking access of residential uses. Ensure that neighborhood centers do not create unacceptable traffic or nuisances for residents due to the hours and nature of their operation. Encourage residential developments that are not within walking distance of convenience shopping to provide small centers on-site.

Action 2-6.3: Require buildings in neighborhood centers and commercial corridors to actively engage and enhance the public realm through such techniques as location of parking, ground-floor transparency, building orientation, and build-to and setback lines.

Action 2-6.4: Allow large grocery stores on sites citywide and in the downtown. On sites outside of the downtown, proposed large grocery stores must demonstrate that the store will not impact the viability of a similar use on a downtown site.

Policy 2-6.2: Maintain the economic vitality of business parks and offices and Santa Rosa’s role as a regional employment center.

Action 2-6.5: Require new commercial and industrial developments to maintain space in business parks for distribution and research uses, not primarily office uses. Avoid the intrusion of office uses that could diminish the economic vitality of business parks.

Action 2-6.6: Allow limited support retail and business services—such as cafes, delis, and dry cleaners—where the land use classification is Office or Business Park.

Policy 2-6.3: Protect industrial land supply and ensure compatibility between industrial development and surrounding neighborhoods.

Action 2-6.7: Require industrial development adjacent to residential areas to provide buffers, and institute setback, landscaping, and screening requirements intended to minimize noise, light, glare, and other impacts.

- Action 2-6.8: Update the Zoning Code to require outdoor storage areas to be screened from any public right-of-way.*
- Action 2-6.9: Require any proposal to change industrial-designated land to an alternate land use to provide a market analysis that supports such a change. The market analysis should include documentation of the need for such a change, the potential impacts to the City's industrial land inventory citywide, and potential mitigation.*
- Action 2-6.10: Preserve current industrial and business park employment centers by supporting the integrity of industrial zoning and/or allowing consideration of new manufacturing.*
- Action 2-6.11: Update the Zoning Code to create the allowance for creative mixes of land uses that accommodate non-noxious manufacturing and maker-type spaces.*

Circulation

Goals, Policies, and Actions

Goal 3-1: Provide an integrated land use and transportation system with safe and efficient movement of people and goods for all modes of travel that prioritizes reduction of transportation-related GHG emissions.

Policy 3-1.1 Work with MTC and applicable partner agencies to adopt VMT thresholds.

- Action 3-1.1 Develop local guidelines for calculating the projected VMT of future development projects and transportation improvements.*
- Action 3-1.2 Require an analysis of projected VMT as part of the environmental review process for projects with the potential to increase VMT.*
- Action 3-1.3 Adopt and maintain screening criteria for different land uses and project types to determine when a VMT analysis will be required as part of the environmental review process.*
- Action 3-1.4 Adopt and maintain thresholds to determine when a VMT impact is “significant” under the California Environmental Quality Act (CEQA).*
- Action 3-1.5 Continue to work with SCTA and other local and regional partners to reduce VMT with existing techniques and explore feasibility of new techniques as they arise.*
- Action 3-1.6 Work with SCTA and other local and regional partners to develop a VMT mitigation bank*

alternative for eligible projects to fund VMT reduction efforts.

Action 3-1.7 Develop a process to prioritize projects and programs on the capital improvement projects list, including multimodal components, that support VMT reduction, particularly those in EPAs.

Policy 3-1.2 Promote land use, transportation demand management (TDM), and street design practices that reduce VMT and dependence on single-occupancy vehicle trips.

- Action 3-1.8 Use the Urban Streets Design Guide and the Urban Bikeways Design Guide to plan roadway improvements and new development.*
- Action 3-1.9 Continue to reduce or eliminate vehicle parking requirements and increase bicycle parking to prioritize a car-free environment in high density areas.*
- Action 3-1.10 Require developers of sites within a quarter mile of transit corridors to integrate transit-supportive components, such as unlimited pass programs, transit-serving pedestrian infrastructure, and/or transit subsidies, as appropriate.*
- Action 3-1.11 Work with local employers to expand transportation demand management (TDM) programs and other efforts to help meet employee transportation needs through alternative modes that reduce single-occupancy automobile trips, such as:*
 - Unlimited access to transit service.

- Paid incentives to bike commuters.
- Provision of bicycle facilities.
- Carpooling and vanpooling incentives.
- Trip reduction incentive programs.
- Car sharing programs.
- Staggered work shifts, flex time (e.g., 9/80 work schedule), and telecommuting.
- Paid-parking disincentives for single-occupant vehicles.

including sidewalks, trails, and ADA accessibility features—to inform future pedestrian network improvements.

Action 3-1.12 Continue to require TDM measures for applicable residential and commercial developments to reduce VMT generated by the development.

Action 3-1.16 Require multimodal and electric-vehicle infrastructure in new development.

Action 3-1.17 When necessary to help ensure safety, guide travelers using different modes to separate, parallel streets as part of multistreet corridors.

Action 3-1.18 Engage Santa Rosa community members, prioritizing those in EPAs and Areas of Change, in planning for transportation facilities and services.

Policy 3-1.3 Improve infrastructure, sidewalk and bicycle linkages, and access to transit and active modes of transportation to better meet daily commuting needs and minimize VMT, especially in EPAs and Areas of Change.

Action 3-1.13 Implement a TDM program for City employees—potentially in partnership with other local governments, public agencies, and transit providers—and promote the program as a model for local large employers.

Action 3-1.19 Develop viable solutions for regional through-traffic on north-south corridors, such as by extending Farmers Lane, and travel on east-west corridors, such as by improving the Mendocino Avenue overcrossing of Highway 101, while remaining cognizant of the multimodal need on each corridor.

Action 3-1.14 Establish a framework for City transportation investment and project decisions that prioritizes, in order:

- 1.** Active transportation modes, including walking, bicycling, and transit.
- 2.** Other shared vehicles such as carpool, vanpool, and rideshare / transportation network companies.
- 3.** Private vehicles.

Action 3-1.20 Participate in discussions addressing regional through-traffic with SCTA, the County of Sonoma, MTC, and other municipalities.

Action 3-1.15 Inventory and map the city's existing pedestrian network—

Action 3-1.21 Support efforts to acquire local, regional, State, and federal funding for transportation improvements, including reconstruction of key

interchanges to accommodate all modes of transportation, including active transportation.

Action 3-1.22 Explore alternative circulation network improvements to accommodate regional through-traffic, focusing on regional/arterial street circulation and regional transportation routes.

Action 3-1.23 Identify and analyze high-commute-trip corridors and improve them by:

- Preparing and implementing corridor plans.
- Developing Park-n-Ride lots to encourage mixed-mode commuting.
- Designating and implementing mobility hubs as defined by MTC.

Action 3-1.24 Enhance pedestrian and public transportation routes to support safe access to retail food establishments.

Policy 3-1.4 Reduce traffic volumes and speeds in neighborhoods.

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.

Action 3-1.26 Continue to require grid street patterns in new residential areas to disperse local neighborhood traffic and limit excessive volumes on any one street.

Action 3-1.27 Implement traffic-calming techniques on local streets that

experience high-speed or cut-through traffic to improve neighborhood livability:

- Narrow streets.
- Add on-street parking.
- Add chicanes, chokers, or diverters.
- Rough-pave crosswalks.
- Add rumble strips.
- Add planted islands.

Action 3-1.28 Include traffic calming by default in regular paving and maintenance projects unless infeasible due to engineering or in cases where transit or emergency access may be blocked.

Action 3-1.29 Improve traffic flow and reduce neighborhood traffic impacts in all quadrants of the city by completing needed improvements on arterial and collector streets.

Goal 3-2: Provide a safe and accessible active and public transportation network that reduces dependence on single occupancy vehicles, prioritizing Equity Priority Areas and Areas of Change.

Policy 3-2.1 Plan, build, and maintain a safe, complete, continuous, convenient, and attractive pedestrian, bicycle, and multiuse trail network in Santa Rosa that is equitably accessible for all ages and abilities.

Action 3-2.1 Monitor the proportions of travel that use different transportation options to track progress in diversifying the city's mode split.

- Action 3-2.2 Support active transportation by pursuing available grants and ensure that the active transportation network, especially approaches to schools, are safe for cyclists and pedestrians, with needed amenities such as sidewalks, crosswalks, bike lanes, and traffic calming.*
- Action 3-2.3 Implement and update the City's Bicycle and Pedestrian Master Plan, as appropriate.*
- Action 3-2.4 Identify and address active transportation deficiencies, prioritizing EPAs.*
- Action 3-2.5 Continue to implement the Sonoma County Vision Zero Action Plan and the City of Santa Rosa Vision Zero Implementation Plan to eliminate collisions and traffic fatalities.*
- Action 3-2.6 Upgrade streets throughout Santa Rosa for safe and convenient walking, including sufficient and continuous sidewalks and safe pedestrian crossings at reasonable distances to encourage access and mobility for seniors, children, and people with disabilities and strollers.*
- Action 3-2.7 If it is not feasible to provide a continuous pedestrian route, provide a safe alternate route that minimizes any extra distance.*
- Action 3-2.8 Prioritize pedestrian projects along transit corridors that provide access to transit stops.*
- Action 3-2.9 Link the various citywide pedestrian paths, where possible.*
- Action 3-2.10 Develop and implement standards and requirements for sidewalks in the auto mall area.*
- Action 3-2.11 Integrate multiuse trails along creek corridors, railroad rights-of-way, and in park designs.*
- Action 3-2.12 Continue to upgrade curb ramps in compliance with the Americans with Disabilities Act.*
- Action 3-2.13 Provide street lighting that is energy efficient, attractive, appropriate to the character and scale of the neighborhood or district, and that contributes to pedestrian, bicycle, and vehicular safety.*
- Action 3-2.14 Update the Zoning Code to require that building plans and pedestrian facilities allow for easy pedestrian access from sidewalks, transit stops, other pedestrian facilities, and parking lots.*
- Action 3-2.15 Update the Zoning Code to require construction of attractive pedestrian walkways and areas in new residential, commercial, office, and industrial developments.*
- Action 3-2.16 Update the Zoning Code to require any new developments with cul-de-sacs or other limited street connectivity layouts to provide enhanced connectivity for pedestrians and bicyclists.*
- Action 3-2.17 Allow sharing or parallel development of pedestrian walkways and bicycle paths where safe to maximize the use of public rights-of-way.*
- Action 3-2.18 Support pedestrian and bicyclist needs by incorporating them into regular planning activities for all City projects, and include pedestrian facility funding in all appropriate funding requests.*
- Action 3-2.19 Expand the citywide system of designated bikeways to better*

serve bicyclists of all ages and abilities and maximize bicycle use for commuting, recreation, and local transport.

- Action 3-2.20 Develop street standards with separated and/or protected bicycle lanes.
- Action 3-2.21 Provide bicycle lanes along all regional/arterial streets and high-volume transitional/collector streets, prioritizing protected bicycle lanes except where infeasible due to engineering or obstruction of access for transit or emergency access.
- Action 3-2.22 Finish or bridge incomplete or disconnected bicycle routes.
- Action 3-2.23 Maintain all roadways and bicycle facilities so they provide safe and comfortable conditions for bicyclists.
- Action 3-2.24 As part of the City's Capital Improvement Program, or street and intersection projects constructed by private developers, install and construct bicycle facilities, including Class I paths, Class II and IIB lanes, Class III route signs and road paint, or Class IV separated paths.
- Action 3-2.25 Improve intersections of bicycle and pedestrian multiuse trails with highly trafficked roads through improvements such as painted crosswalks, beacon lights, or other improvements as warranted to increase user ease and safety. Ensure that there are no physical barriers to bicyclists or pedestrians as they cross high traffic roadways at intersections with Class I or Class IV facilities.
- Action 3-2.26 Update the Zoning Code to require the highest level of bicycle

facility protection that is practicable, as part of the development review and entitlement process, to encourage bicycle use and comfort.

- Action 3-2.27 Work with local education providers to ensure that students have safe pedestrian access to school sites throughout the city.
- Action 3-2.28 Support Safe Routes to School by pursuing available grants and ensuring that approaches to schools are safe for cyclists and pedestrians by providing needed amenities such as sidewalks, crosswalks, bike lanes, and traffic calming on streets near schools and community centers.

Policy 3-2.2 Increase transit ridership to reduce GHG emissions and provide convenient and efficient public transportation to workplaces, shopping, and other destinations.

- Action 3-2.29 Identify first/last mile challenges citywide and work with transit and rideshare companies to provide solutions.
- Action 3-2.30 Continue to require TDM measures for new development, including CityBus / Sonoma County Transit / SMART waivers or discounts for project occupants.
- Action 3-2.31 Provide convenient, efficient routes to major employment, education, recreation, community, and shopping centers throughout the city, SMART stations, and shopping centers.
- Action 3-2.32 Continue to implement and periodically update Transit Master Plans such as

Reimagining CityBus and the Short-Range Transit Plan, and work with MTC and other agencies on regional transit-supporting initiatives.

Action 3-2.33 Establish standards that require new development to provide transit improvements to meet demand from the project, including but not limited to:

- Direct, paved pedestrian access to transit stops.
- Bus turnouts and weather-protected shelters.
- Bus-ready travel lanes.

Action 3-2.34 Improve the reliability, efficiency, frequency, and travel time of transit service to meet or exceed performance standards of the most recent Santa Rosa CityBus Short Range Transit Plan and improve transit service along corridors where increased densities are planned.

Action 3-2.35 Work with local and regional transportation agencies to coordinate multimodal connections throughout the city, including timed transfers connecting different transit routes and future rail service, bicycle parking and lockers at transit centers, and transit stops at park-and-ride lots.

Action 3-2.36 Identify and develop opportunities to improve pedestrian, bicycle, micromobility (such as bike or scooter share), and bus transit connections between existing transit stations, to SMART stations, and to future mobility hubs.

Action 3-2.37 Encourage ridership on public transit systems through marketing and promotional efforts and incentives.

Action 3-2.38 Coordinate plans for transit system changes and expansions with local land use planning to ensure consistency with adopted transit service allocation, service design, and equity policies.

Action 3-2.39 Work with private and public sector partners on “safe ride home” transit programs and advertising campaigns targeting wine industry tourists or anyone under the influence of alcohol.

Action 3-2.40 Work with SCTA and MTC to promote Safe Routes to Transit projects and programs and submit applications for funding of local Safe Routes to Transit projects and programs.

Action 3-2.41 Expand the hours of transit service, including during nights and weekends.

Action 3-2.42 Invest resources to ensure that the Transit Mall, Downtown SMART Station, and North SMART Station are active, safe, and efficiently accessed by local transit.

Action 3-2.43 Support the integration of transit services in Sonoma County and the region for the benefit of the riding public, including but not limited to, integrating passenger information, real-time arrival, fare structures, and coordinating service planning.

Policy 3-2.3 Ensure that the transit system serves all members of the community equitably, especially in EPAs.

Action 3-2.44 Evaluate local transit services to identify and address any accessibility barriers, including for children, seniors, those with disabilities, and nonnative English speakers.

Action 3-2.45 Reduce the cost of transit, especially for low-income individuals and those residing in EPAs, by expanding the unlimited Pass Program that serves students through grade 12, SRJC students, City employees, paratransit users, and veterans.

Action 3-2.46 Develop an accumulator transit pass that reduces the cost burden for frequent riders.

Action 3-2.47 Work with SCTA and local transit operators to explore financial incentives, reduced fares for public transportation, and a subregional or countywide universal basic mobility program.

Action 3-2.48 Identify strategies to increase low-income residents' access to transit hubs, jobs, and areas with goods and services, such as by enhancing existing transit hubs, constructing new transit hubs, and/or providing new first/last mile services.

Policy 3-2.4 Continue to support SMART rail service.

Action 3-2.49 Support efforts to construct future SMART stations in Santa Rosa, including in south Santa Rosa.

Action 3-2.50 Preserve options for future SMART rail stations by zoning land in proximity to the potential station sites for higher residential densities and/or mixed-use development.

Action 3-2.51 Support SMART efforts to promote tourist rail excursions as well as

rail service for commuting and other travel purposes.

Action 3-2.52 Support SMART efforts to provide multi-use trails adjacent to new rail lines creating a regional trail network for active transportation and recreation.

Goal 3-3: Ensure that traffic-related impacts of proposed land uses are evaluated and mitigated.

Policy 3-3.1 Make sure that new development does not impede efficient, safe, and free-flowing circulation.

Action 3-3.1 Require traffic studies for development projects that may have a substantial impact on the circulation system.

Action 3-3.2 Monitor level of service (LOS) at intersections to ensure that improvements or alterations to improve corridor LOS do not cause severe impacts at any single intersection.

Action 3-3.3 In areas other than the downtown, strive to meet intersection LOS D to maintain adequate operations of the street network and minimize cut through traffic on residential streets.

Action 3-3.4 Monitor regional/arterial street LOS at regular intervals to determine if local LOS goals are being met, and provide information needed to maintain a calibrated citywide traffic model.

Action 3-3.5 Coordinate transportation plans with those of Sonoma County, MTC, and the State of California.

Action 3-3.6 Revise the Zoning Code to require site design to focus through-traffic on regional/arterial streets, and employ the following design techniques to increase driver safety and traffic efficiency:

- Reduce the number of driveways and intersections.
- Combine driveways to serve numerous small parcels.
- Avoid residential access.
- Install and facilitate timing of traffic signals.
- Ensure continuous sidewalks.

Action 3-3.7 Construct or require roundabouts in lieu of stop/signal-controlled intersections, where appropriate, to improve safety, reduce delay and idling time, and lower vehicle emissions.

Action 3-3.8 Periodically update City impact fees to require that development projects pay a fair share of costs for multimodal transportation systems improvements and ensure the adequacy of funding for needed transportation system improvements.

Action 3-3.9 Favor transportation alternatives to reduce demand on existing facilities in lieu of widening roadways and further impacting the natural environment.

Policy 3-3.2 Identify, preserve, and enhance City-designated scenic roads throughout Santa Rosa in both rural and developed areas.

Action 3-3.10 Update the Zoning Code to develop standards for scenic roadways identified in the General Plan that do not have corresponding development

standards in the Zoning Code, including:

- Highway 12 (from Highway 101 west to Fulton Road)
- Highway 12 (from Farmers Lane to Calistoga Road)
- Fountaingrove Parkway
- Bennett Valley Road (south of Farmers Lane)
- Montgomery Drive (from Mission Boulevard to Melita Road)
- Chanate Road (from Mendocino Avenue to Fountaingrove Parkway)
- Petaluma Hill Road (from Colgan Avenue to the UGB)
- Highway 101 (contiguous from northern to southern City limit)
- Newanga Avenue
- Channel Drive
- Wright Road South
- Ludwig Avenue

Action 3-3.11 Provide bikeways along scenic roads where right-of-way exists or where its acquisition will not jeopardize roadway character.

Action 3-3.12 Discourage on-street parking along scenic roads; bus stops or scenic overlooks may be provided at appropriate intervals.

Action 3-3.13 Ensure that the size, number, and placement of signage along scenic roads does not detract from the area's scenic character as much as feasible.

Open Space and Conservation

Goals, Policies, and Actions

Goal 3-4: Protect, expand, maintain, and restore natural resources, open space, and agricultural land.

Policy 3-4.1 Maximize the benefits of open space, including by supporting recreation and conservation where possible.

Action 3-4.1 Cooperate with public and private entities to create new multiuse trails and public access pathways to parks, open spaces, and drainage ways in and near the city.

Action 3-4.2 Monitor and support the progress of the Sonoma County Agricultural Preservation and Open Space District in acquiring Santa Rosa properties.

Action 3-4.3 Coordinate with public and private entities to link open spaces with a network of paths and trails, including Sonoma Water access roads and the Bay Area Ridge Trail.

Action 3-4.4 Collaborate with regional agencies and private landowners to link inaccessible open spaces where such linking would benefit the protection of special environments and life systems such as wetlands, plant communities, and wildlife habitats and corridors.

Action 3-4.5 Promote the use of properties unsuitable for development due to hazards or other safety

constraints—as defined in Chapter 5, Safety, Noise, and Public Services and Facilities—for open space uses if they can be safely integrated and do not require infrastructure, such as fishing, wildlife observation uses.

Action 3-4.6 Preserve, enhance, and expand an integrated network of open space to support other uses and benefits, such as habitat, recreation, natural resources, historic and tribal resources, water management, nature-based climate resilience, and aesthetics.

Policy 3-4.2 Conserve agricultural land and soils.

Action 3-4.7 Ensure the City’s Natural Resources Program prioritizes land management techniques and agricultural practices that reduce erosion and soil loss on City-owned properties.

Action 3-4.8 Conduct a carbon sequestration feasibility study of City-owned open space, parks, agricultural lands, and other conservation lands, and implement the recommendations as feasible. This study should assess carbon storage potential by land use type and identify strategies to facilitate carbon sequestration.

Action 3-4.9 Encourage the Sonoma County Agricultural Preservation and Open Space District to acquire open space in and surrounding Santa Rosa, including:

- The Community Separator between Santa Rosa and Rohnert Park.
- Taylor Mountain.

- Areas west and north of the UGB.
- The Santa Rosa Creek corridor.

Action 3-4.10 Support Sonoma County efforts to preserve unincorporated lands adjacent to and near the Santa Rosa UGB as viable agricultural resources and to support the agriculture economy and environmental quality.

Policy 3-4.3 Conserve creeks, wetlands, vernal pools, wildlife ecosystems, rare plant habitats, and waterways.

Action 3-4.11 Use existing (and/or restore historical) natural features and ecosystem processes for conservation, preservation, or sustainable management of open space, including, but not limited to, aquatic or terrestrial vegetated open space, systems and practices that use or mimic natural processes, and other engineered systems to provide clean water, conserve ecosystem values and functions, and provide a wide array of benefits to people and wildlife.

Action 3-4.12 Continue to implement existing regulations and procedures, including subdivision guidelines, zoning, design review, and environmental law, to conserve wetlands and rare plants, riparian habitat and other sensitive natural communities, and essential habitat for special-status species; use the environmental review process and comply with the applicable regulations and standards, such as federal policy of no net loss of

wetlands; use mitigation measures such as:

- Avoidance of sensitive habitat.
- Clustered development.
- Transfer of development rights.
- Compensatory mitigation, such as restoration or creation.

Action 3-4.13 Require a qualified biologist to conduct a biological resource assessment as part of environmental review for proposed development on sites with natural habitat conditions that may support special-status species, sensitive natural communities, or regulated wetlands and waters. The biologist should determine the presence or absence of any sensitive resources that could be affected by proposed development, assess potential impacts, and define measures for protecting the resource and surrounding buffer habitat, in compliance with City policies and State and federal laws.

Action 3-4.14 Continue to require that potential significant impacts on special-status species, occurrences of sensitive natural communities, or regulated wetlands and waters be minimized during the environmental review process through adjustments and controls on the design, construction, and operations of a proposed project, or require appropriate compensatory mitigation where such impacts are unavoidable.

- Action 3-4.15 Continue to require that development activities avoid nests of native birds when in active use to ensure compliance with the State Fish and Game Code and the federal Migratory Bird Treaty Act when construction is initiated on development sites. If initial vegetation removal and site disturbance cannot be restricted outside the nesting season (September 1 through January 31), require that a preconstruction survey for nesting birds be conducted by a qualified biologist during the bird-nesting season (February 1 through August 31). Where an active nest is found on the site, an adequate setback should be established around any nest of a native bird species when it is in active use until the young have fledged and are no longer dependent on the nest. The nest setback distance should be defined by a qualified biological consultant with input from the California Department of Fish and Wildlife, with the setback zone fenced or flagged, and all construction disturbance restricted from this zone until the qualified biologist has confirmed the nest is no longer in use.*
- Action 3-4.16 Inventory wetlands, floodplains, marshlands, and adjacent lands that could potentially support climate adaptation (e.g., through flood management, filtration, or other beneficial ecosystem services) and mitigation (e.g., carbon sequestration).*
- Action 3-4.17 Protect high quality wetlands and vernal pools from development or other activities.*
- Action 3-4.18 Implement the Citywide Creek Master Plan and promote a “one water” approach that teaches preservation and stewardship of local creeks and water resources.*
- Action 3-4.19 Establish and annually evaluate mitigation fees for environmentally sensitive resource lands and/or endangered species habitat areas that are subject to development and apply mitigation fees, as appropriate.*
- Action 3-4.20 Periodically review the status of local creeks and plan for ongoing restoration, planning, and stewardship.*
- Action 3-4.21 Seek funding to maintain and restore citywide creeks, including for recreational opportunities linked to creeks as well as for flood control.*
- Action 3-4.22 Continue to consult with the California Department of Fish and Wildlife to identify significant environments and priorities for acquisition or maintenance of open space areas based on biological and environmental concerns and develop a strategy for maintaining areas that will preserve the populations of plants and animals currently found within the UGB.*
- Action 3-4.23 Implement storm water pollution prevention outreach to increase community awareness of pollution impacts to creeks and preserve waterways.*
- Action 3-4.24 Do not create additional channelized waterways unless no other alternative is available to protect human health, safety, and welfare.*

Action 3-4.25 Restore channelized waterways to a more natural condition, as feasible, that allows for more natural hydraulic functioning, including connection with the stream channel and the natural water table; and development of meanders, pools, riffles, and other stream features, allowing for growth of riparian vegetation that effectively stabilizes banks, screens pollutants from runoff entering the channel, enhances fisheries, and provides other opportunities for natural habitat restoration.

Action 3-4.26 Ensure that construction adjacent to creek channels is sensitive to the natural environment, preserves topography and vegetation along the creek, does not disrupt or pollute the waterway, and provides an adequate setback buffer.

Action 3-4.27 Encourage multiple use of waterways, including:

- Flood mitigation and storage;
- Groundwater recharge;
- Opportunities for restoration and stewardship;
- Climate adaptation;
- Wildlife habitats;
- Passive recreational open space uses;
- Nature study;
- Pedestrian and bicycle circulation; and
- Other compatible outdoor uses.

Policy 3-4.4 Orient development and buildings toward creeks while providing privacy, security, and an open transition between public and private open spaces.

Action 3-4.28 Require new development along channelized waterways to establish an ecological buffer zone between the waterway and development that also provides opportunities for multiuse trails and recreation.

Action 3-4.29 Require new development to maintain an adequate setback from channelized waterways to recognize the 100-year flood elevation, with setbacks in the Zoning Code as minimums and larger setbacks encouraged in accordance with Restoration Concept Plans to meet restoration and enhancement goals.

Policy 3-4.5 Protect groundwater recharge areas, particularly creeks and riparian corridors.

Action 3-4.30 Identify and map groundwater recharge areas and provide groundwater recharge area maps to local agencies to foster planning that protects groundwater supplies.

Action 3-4.31 Update the Municipal Code to require low-impact development measures to reduce pollutants and runoff flows from new development and redevelopment projects. Develop rain gardens and other low impact development features to improve water quality and biodiversity and enhance livability.

Policy 3-4.6 Achieve and maintain ambient air quality standards.

- Action 3-4.32 Continue to review all new construction projects and require dust abatement actions from the CEQA Handbook of the Bay Area Air Quality Management District.*
- Action 3-4.33 Ensure all new development is electric vehicle charging ready at a minimum.*
- Action 3-4.34 Amend the Zoning Code to prohibit drive-through retail and drive-through service land uses in all Zoning Districts and provide incentives for legal nonconforming drive-through uses to discontinue their drive-throughs.*
- Action 3-4.35 Review and amend the City's Building Code and Zoning Code to facilitate the installation of electric vehicle charging infrastructure at existing development, prioritizing properties in EPAs.*
- Action 3-4.36 Support efforts to install and operate electric vehicle charging stations and clean fuel stations on private property throughout the city, including hydrogen and sustainably sourced biofuels, as supported by market conditions.*
- Action 3-4.37 Expand installation and operation of vehicle charging stations on City properties, including curbside in areas of the community where other options are limited.*
- Action 3-4.38 Budget for clean fuels and zero emission vehicles in the City's long-range capital expenditure plans to transition the existing fleet of gasoline- and diesel-powered vehicles, and work to make the City's fleet among the cleanest in the North Bay by:*

- Purchasing zero-emission vehicles whenever possible that meet or exceed requirements under the California Advanced Clean Fleets Regulation. If zero-emission vehicles are not available, purchase plug-in hybrids or other vehicle types to minimize emissions.
- Using biodiesel and pollution-reducing fuel additives in the City's diesel fuel vehicles.

Action 3-4.39 Implement the City's Wood Burning Appliance code to reduce particulate matter emissions from wood-burning appliances.

Greenhouse Gas Reduction

Goals, Policies, and Actions

Goal 3-5: Achieve net carbon neutrality by 2030.

Policy 3-5.1 Significantly reduce community-wide and municipal GHG emissions, achieving at least an 85 percent reduction of GHG emissions from community sources no later than 2045 with a commitment to accelerate reductions, as feasible, in support of the City's and State's carbon neutrality goals.

Action 3-5.1 Consider the effects of climate change in updating or amending the General Plan, disaster planning, City projects, infrastructure planning, future policies, and City investments.

Action 3-5.2 Eliminate the use of fossil fuels as an energy source in all new building construction.

Action 3-5.3 Reduce the use of fossil fuels as an energy source in the existing building stock at the time of building alteration through requirements for all-electric appliances.

Action 3-5.4 Evaluate and adopt reach codes and other policies to decarbonize the building stock.

Action 3-5.5 Implement the actions in the GHG Reduction Strategy to achieve the City's GHG reduction goals.

Action 3-5.6 Continue regular inventories of community-wide and municipal GHG emissions, at least every five years, consistent with the GHG Reduction Strategy and this General Plan.

Action 3-5.7 Provide public information to educate residents and businesses on the GHG Reduction Strategy and to support individual changes in energy and water use, transportation mode choices, material use, and waste reduction.

Policy 3-5.2 Reduce energy use and increase energy efficiency in existing and new commercial, industrial, and public structures.

Action 3-5.8 Require regular energy audits of existing City-owned and operated structures, identifying levels of existing energy use and potential conservation and efficiency measures.

Action 3-5.9 Develop a capital project list and funding strategy to complete energy efficiency projects, and adjust the list annually to add new programs as needed.

Action 3-5.10 Encourage energy audits and energy-efficient retrofits of buildings throughout the city.

Action 3-5.11 Guide project applicants toward site planning, solar orientation, cool roofs, and landscaping that decrease summer cooling and winter heating needs.

Action 3-5.12 Encourage new buildings to exceed State energy efficiency requirements and/or be certified by the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) Program or equivalent certification, where cost-effective and equitable.

Action 3-5.13 Require new City facilities to be zero net energy to the extent feasible.

Action 3-5.14 Consider updating the Zoning Code to require use of low carbon construction materials.

Action 3-5.15 Assess the effectiveness of the City's environmentally sensitive preferred purchasing and green fleet conversion programs and update the programs, as needed, to support the City's GHG reduction goals.

Action 3-5.16 Use education and incentives to promote and sustain energy-conserving design and practices.

Policy 3-5.3 Increase the use of renewable, carbon free, and distributed energy resources throughout the city.

Action 3-5.17 Revise any existing codes and policies that constrain or prohibit the installation of environmentally acceptable forms of distributed energy generation.

- Action 3-5.18 Encourage new and existing buildings to include battery energy storage systems, especially buildings with solar energy installations and municipal buildings that provide essential community services.*
- Action 3-5.19 Participate in State and local efforts to develop appropriate policies and review procedures for the installation of photovoltaic solar and other forms of distributed energy generation.*
- Action 3-5.20 Continue to participate in utility-sponsored renewable energy programs that allow the city to receive a significant portion of energy from renewable sources.*
- Action 3-5.21 Assist low-income homeowners and small business owners with identifying financing options for installation of rooftop solar energy systems, energy storage, and electrification of existing buildings.*
- Action 3-5.22 Support the development of local-serving renewable energy projects that expand the availability of local renewable energy, provide sustainable local jobs, and support local and regional housing, economic development, and sustainability goals and initiatives.*
- Action 3-5.23 Encourage the establishment of neighborhood renewable-energy microgrids to support resilience.*
- Action 3-5.24 Support State and utility efforts to improve grid resilience and capacity.*
- Policy 3-5.4 Continue the City’s role as a leader in sustainability and climate action.**
- Action 3-5.25 Integrate GHG emissions reduction and climate resilience into all municipal projects, policies, and procedures as feasible.*
- Action 3-5.26 Designate a Climate Action Coordinator to lead implementation of the City’s GHG Reduction Strategy and climate policies and actions in this General Plan.*
- Action 3-5.27 Designate and support a Climate Action Lead in each City department.*
- Action 3-5.28 Continue to support an Interdepartmental Climate Action Implementation Committee.*
- Action 3-5.29 Support the growth of green businesses in Santa Rosa that support a carbon neutral economy.*

Urban Design

Goals, Policies, and Actions

Goal 4-1: Preserve and enhance Santa Rosa’s community character through attractive urban and environmental design and intentional development.

Policy 4-1.1: Preserve and enhance the visual value of the city’s natural waterways, hillsides, historic districts, structures, and landscapes.

Action 4-1.1: Maintain view corridors to natural ridgelines and natural landmarks, such as Taylor Mountain and Bennett Mountain, by updating the Zoning Code hillside development standards.

Action 4-1.2: Maintain and restore the floodplain and riparian vegetation along the city’s network of creeks and further develop trails along creeks to serve as an alternative transportation network.

Policy 4-1.2: Strengthen and emphasize community focal points, visual landmarks, and features that contribute to the identity of Santa Rosa by applying the design concepts and standards of the Zoning Code, Design Guidelines, Preservation District Plans, Bicycle and Pedestrian Plan, and the Citywide Creek Master Plan, including, but not limited to, Old Courthouse Square, DeTurk Round Barn, Railroad Square Water Tower, St. Rose School, Hotel La Rose, Santa Rosa Creek, Luther

Burbank Home and Gardens, Juilliard Park, and views to the hills.

Action 4-1.3: Update the City’s Design Guidelines, Objective Design Standards, and/or Zoning Code, as appropriate, to:

- Expand objective standards for residential development in compliance with State requirements.
- Require landscape design to be related to the natural setting and graded areas in new development and revegetated with native plants as fire resistance allows.
- Require structures in new developments to step with the slope of the site and absorb site topography through use of split-level designs.

Policy 4-1.3: Enhance and strengthen the visual quality of major entry routes into the city and major corridors that link neighborhoods with downtown.

Action 4-1.4: Develop and implement a strategy for gateways, depicted in **Figure 4-2**, that enhances their visual quality and supports placemaking, economic development, active transportation, and other, complementary City goals.

Action 4-1.5: Where feasible and prioritizing EPAs and Areas of Change, provide planting strips with large canopy trees between the road and sidewalk to buffer pedestrians from traffic and help define the street space along

commercial streets, and install pedestrian amenities such as:

- Street lighting
- Seating
- Bus stop shelters
- Bicycle racks
- Mailboxes

Action 4-1.6: Update the Zoning Code to require screening of development along Highway 101 with dense landscape.

Policy 4-1.4: Avoid strip patterns of commercial development and improve the appearance and operation of existing commercial strip corridors, especially in Areas of Change.

Action 4-1.7: Work with property owners to restructure existing strip developments to cluster commercial uses in neighborhood nodes, with higher-density housing included where possible and lower-density residential, office, or institutional uses that generate less traffic located between the nodes.

Policy 4-1.5: Create public/civic spaces at the neighborhood, city, and regional scale to serve residents of all areas of the city, prioritizing EPAs.

Action 4-1.8: Provide for new open space opportunities throughout the city, especially in neighborhoods that have less access to open spaces, including creek corridors, bicycle and pedestrian connections, civic spaces, and publicly accessible conservation areas.

Action 4-1.9: Enhance pedestrian activity and safety by requiring that streets, buildings, pathways, and trails have lighting and wayfinding signage, and provide a visual connection with public spaces, such as parks and Santa Rosa Creek, where possible.

Historic Preservation

Goals, Policies, and Actions

Goal 4-2: Protect the historic and cultural resources of Santa Rosa and enrich the sense of place and understanding of the city’s history and prehistory.

Policy 4-2.1: Protect Native American heritage and honor the early stewards of this land.

Action 4-2.1: Continue to review proposed developments in conjunction with the California Historical Resources Information System, Northwest Information Center, at Sonoma State University to determine whether project areas contain known archaeological resources, prehistoric and/or historic-era, or have the potential for such resources.

Action 4-2.2: Continue to require that project areas found to contain significant archaeological resources be examined by a qualified consulting archaeologist with recommendations for protection and preservation.

Action 4-2.3: Work in good faith with interested communities to evaluate proposed development sites for the presence of

subsurface historic, archaeological, and tribal cultural resources. These efforts may include:

- Consideration of existing reports and studies.
- Consultation with Native American tribes as required by State law.
- Appropriate site-specific investigative actions.
- Onsite monitoring during excavation if appropriate.

Policy 4-2.2: Treat Native American human remains with sensitivity and dignity and ensure compliance with the California Health and Safety Code and the California Public Resources Code. Collaborate with the most likely descendants, as identified by the Native American Heritage Commission.

Action 4-2.4: If cultural resources are encountered during development, halt work to avoid altering the materials and their context until a qualified consulting archaeologist and Native American representative (if appropriate) have evaluated the situation and recorded identified cultural resources—which may include animals, structures, landscapes, or plants—and determined suitable mitigation measures.

Policy 4-2.3: Preserve Santa Rosa’s historic structures and neighborhoods.

Action 4-2.5: Establish priorities for and pursue designating new landmarks and historic preservation districts,

following study by the Cultural Heritage Board.

Action 4-2.6: Follow the Secretary of the Interior Standards for Preservation, Rehabilitation, Restoration, and Reconstruction for the treatment of historic properties.

Action 4-2.7: Integrate the common goals of the City’s green ordinances and historic preservation objectives when reviewing proposals related to historic structures or places.

Action 4-2.8: Provide building owners of older and historic structures clear and cost-effective options to measurably enhance energy efficiency while maintaining the structure’s historic integrity to the greatest degree possible.

Action 4-2.9: Pursue designation as a Certified Local Government Program by the National Parks Service to assist in funding local historic preservation.

Action 4-2.10: Seek funding and establish mechanisms, such as periodic flyers, to educate property owners in preservation districts about the steps required for changes to historic properties.

Action 4-2.11: Consider removing or simplifying obstacles for owners of historic properties to support preservation, including guides for repurposing facilities and concurrent review of entitlement and building permit applications.

Action 4-2.12: Update the building code to require the preservation of materials, such as historic windows, doors, siding, and trim, when historic structures are demolished or renovated.

Action 4-2.13: Work with the local tourism industry, property owners, businesses, nonprofit organizations, and other public agencies to develop and promote Heritage Tourism opportunities, integrating efforts with ongoing initiatives for economic development and the creative economy.

Action 4-3.5: Integrate public art in capital improvement projects, especially in streetscape design on major corridors and arterials and at gateways, where feasible.

Policy 4-3.2: Fund and maintain public art as a core component of placemaking and economic development, prioritizing public art in EPAs and Areas of Change.

Action 4-3.6: Better leverage public art to drive economic activity.

Action 4-3.7: Increase staff capacity and strategic collaborations for public art.

Action 4-3.8: Improve outreach and demystify APPC and Public Art Program processes.

Art and Culture

Goals, Policies, and Actions

Goal 4-3: Support an empowered, thriving, and inclusive Santa Rosa community connected through the power of art.

Policy 4-3.1: Champion artistic expression and amplify community voices through a diverse array of public art experiences, especially in Areas of Change.

Action 4-3.1: Continue to implement current Public Art Master Plans and Strategic Plans and update as needed.

Action 4-3.2: Represent, include, and celebrate diverse voices in the programming, process, outreach, and infrastructure of the Public Art Program.

Action 4-3.3: Partner and build strong relationships with culturally diverse local and regional community organizations and associations.

Action 4-3.4: Infuse all neighborhoods with art and empower community leaders across the city to champion arts programming.

Safety

Goals, Policies, and Actions

Goal 5-1: Minimize community exposure to seismic and geologic hazards.

Policy 5-1.1: Ensure that new development, redevelopment, and major remodels avoid or adequately mitigate seismic and geologic hazards as part of the City’s project review process.

Action 5-1.1: *Prior to development approval, ensure geologic studies and analyses are deemed acceptable by a California Certified Engineering Geologist and/or Geotechnical Engineer for applicable hazard conditions.*

Policy 5-1.2: Restrict development in areas where adverse impacts associated with known natural or human-caused geologic hazards cannot be effectively mitigated, as determined by a California Certified Engineering Geologist and/or Geotechnical Engineer.

Policy 5-1.3: Do not allow development of critical facilities—hospitals, fire stations, emergency management headquarters, broadcast services, sewage treatment plants, and places of large congregations—in high-risk geologic hazard zones (e.g., Rodgers Creek Fault zone, liquefiable soils, areas of slope instability).

Policy 5-1.4: Better understand and ultimately mitigate seismically vulnerable structures in the city.

Action 5-1.2: *Develop and periodically update an inventory of seismically vulnerable structures that includes unreinforced masonry construction, soft-story construction, and nonductile concrete construction.*

Action 5-1.3: *Require retrofitting and abatement of structural hazards to levels of risk acceptable to the Building Official.*

Action 5-1.4: *Prioritize retrofitting and abatement of City-owned buildings in areas determined to experience strong ground shaking during an earthquake.*

Action 5-1.5: *Require owners of potentially vulnerable structures to report on the progress of seismic retrofitting.*

Action 5-1.6: *Ensure that seismic retrofitting of commercial, industrial, and public buildings meets the latest State requirements and industry best practices.*

Action 5-1.7: *Retrofit and harden water storage facilities, wastewater conveyance and treatment facilities, electricity transmission lines, roadways, water detention facilities, levees, and other utilities near the Rodgers Creek Fault.*

Policy 5-1.5: Promote erosion-control strategies that reduce hazards to structures, properties, and drainages.

Action 5-1.8: *Identify enhanced erosion-control measures for properties that exhibit high erosion potential, are in areas of steep slopes, or have experienced past erosion problems.*

Action 5-1.9: *Ensure the Community Wildfire Protection Plan is periodically*

updated to identify slope stability and wildfire hazard areas and mitigation strategies to reduce post-wildfire erosion.

with requirements to maintain the integrity of these areas to protect public safety.

Goals, Policies, and Actions

Goal 5-2: Effectively manage the potential effects of flooding and dam failure.

Policy 5-2.1: Ensure land use strategies consider flood impacts and stormwater management tactics to reduce the effects of future inundation.

Action 5-2.1: Incorporate flood management strategies into land use analysis and development review.

Action 5-2.2: Complete and implement the Storm Drain Master Plan; prioritize discussions with Sonoma Water Flood Protection Zone Advisory Committee regarding flood zones and land use designations.

Action 5-2.3: Require flood mitigation strategies in all planning activities along creeks and waterways.

Policy 5-2.2: Promote the enhancement and expansion of areas of open space and, where appropriate and safe, recreation, to use for flood management.

Action 5-2.4: Protect floodplains by retaining and expanding, as feasible, open space areas that can retain stormwater, recharge groundwater/aquifer, and prevent/reduce flooding.

Action 5-2.5: Limit the use of areas designated for flood control to passive recreation activities (e.g., hiking, fishing, bike riding), consistent

Policy 5-2.3: Comply with all applicable FEMA flood-management regulations and requirements.

Action 5-2.6: Continue to maintain and periodically update flood hazard data, and coordinate with federal, state, and local agencies responsible for flood hazard analysis and management activities.

Action 5-2.7: Continue to incorporate features and appropriate standards into public works projects that reduce flooding hazards, including daylighting culverts in urban areas such as downtown.

Policy 5-2.4: Ensure that the design of new development in a flood zone provides adequate flood protection without negatively impacting adjacent or downstream properties.

Action 5-2.8: Require an evaluation of flood hazards and appropriate on-site mitigation options by a qualified professional for any project within a FEMA- and Department of Water Resources (DWR)-designated flood zone during the development review process.

Policy 5-2.5: Protect public and private properties from dam inundation.

Action 5-2.9: Coordinate with dam owners/operators to ensure that dam safety inspections are conducted annually, as required by the California Division of Safety of Dams (DSOD).

Action 5-2.10: Prioritize investment in flood-control mitigation that also

reduces impacts associated with dam failure.

Policy 5-2.6: Manage, maintain, and improve stormwater drainage and capacity.

Action 5-2.11: *Require dedication, improvement, and ongoing maintenance of stormwater management and retention areas as a condition of development approval.*

Action 5-2.12: *Identify the necessary development impact fees to pay for mitigation of stormwater management impacts for new development.*

Action 5-2.13: *Require stormwater management improvements that maintain and improve the storm drainage system citywide and prioritize areas needing significant investment, consistent with the Santa Rosa Citywide Creek Master Plan goals of preserving natural conditions of waterways and minimizing channelization of creeks.*

Action 5-2.14: *Ensure creek-side pathways, consistent with the Citywide Creek Master Plan and Bicycle and Pedestrian Master Plan, are incorporated as part of stormwater improvement projects along creek corridors.*

Policy 5-2.7: Provide storm drainage facilities that accommodate increased development and enhanced water quality.

Action 5-2.15: *Cooperate with Sonoma Water and the Northern California Regional Water Quality Control Board on assessments of stormwater drainage facilities, to ensure adequate capacity to accommodate increases in*

residential and commercial development.

Action 5-2.16: *Require implementation of best management practices for all new development to reduce discharges of nonpoint-source pollutants to the storm drain system.*

Goals, Policies, and Actions

Goal 5-3: Increase community resilience to future wildfire threats.

Policy 5-3.1: Adhere to State and local regulations and requirements of the Community Wildfire Preparedness Plan that address wildfire risk and vulnerabilities.

Action 5-3.1: *Continue to require new developments and major remodels in the Wildland Urban Interface Fire Area to comply with Table 15, Mitigation Actions and City Codes, from the 2020 Santa Rosa CWPP as the equivalent of a Fire Protection Plan.*

Action 5-3.2: *Continue to require new development and redevelopment to incorporate fire-safe design and comply with the CWPP, local ordinances, and state requirements for fire hazard reduction around buildings and structures.*

Action 5-3.3: *Continue to require conformance with the California Fire Safe Regulations for existing nonconforming properties in the Wildland Urban Interface Fire Area (includes the very high fire hazard severity zone).*

Action 5-3.4: *Continue improving the City's previously developed post-wildfire*

recovery framework to assist with future post-wildfire redevelopment activities.

- Action 5-3.5:** Implement the fire mitigation projects in the CWPP.
- Action 5-3.6:** Establish a monitoring program to track the effectiveness of CWPP fuel-treatment activities.
- Policy 5-3.2: Promote new development in areas of the community that have lower risk of wildfire hazards.**
- Action 5-3.7:** Locate new essential public facilities outside of identified hazard areas (wildfire hazard zones, flood zones, fault rupture zones) whenever possible. Facilities that remain in hazard areas should be designed, located, and constructed to withstand the identified hazard(s).
- Action 5-3.8:** Develop siting criteria for essential public facilities, including potential mitigation strategies if the only feasible location is in a recognized hazard area.
- Action 5-3.9:** Consider updating the Zoning Code to prohibit land uses in the wildland-urban interface that serve mobility-limited persons, such as assisted care facilities.
- Action 5-3.10:** Explore the development of a managed retreat pilot program for areas in the wildland-urban interface fire area.
- Action 5-3.11:** Create a transfer of development rights or managed retreat program in fire-prone areas (very high fire hazard severity zone and wildland-urban interface) to proactively relocate existing

development out of high-risk areas.

- Action 5-3.12:** Explore the ability to prohibit increased densities or intensities of uses in fire-prone areas (very high fire hazard severity zone and wildland-urban interface fire area).
- Policy 5-3.3: Implement the vegetation management strategies and enhanced roadway standards of the CWPP throughout fire-prone areas.**
- Action 5-3.13:** Develop mitigation standards and thresholds for vegetation management and roadway standards to bring existing nonconforming developments into compliance with California Fire Safe Regulations (Title 14 of the California Code of Regulations) in the very high fire hazard severity zone and wildland-urban interface fire area.
- Policy 5-3.4: Ensure all community members and businesses are informed and empowered to address hazard vulnerabilities, considering the specific needs of Equity Priority Populations.**
- Action 5-3.14:** Continue to conduct multilingual and culturally appropriate education and outreach campaigns that assist property owners with defensible space, fire-safe landscaping, home hardening, and wildfire preparedness, as identified in the CWPP.
- Action 5-3.15:** Prioritize wildfire mitigation education and outreach efforts to vulnerable populations who may not receive typical outreach

materials/information; provide culturally appropriate education content and materials in multiple languages and formats appropriate for people with access and functional needs as outlined in the CWPP.

Action 5-3.16: Identify at-risk populations/developments in wildfire-prone areas and ensure emergency management planning and training include efforts to increase resilience in these areas.

Action 5-3.17: Develop a program that leverages California’s Property Assessed Clean Energy financing through the Sonoma County Energy Independence Program to assist low-income households with maintaining defensible space around their homes and properties.

Action 5-3.18: Update the CWPP every five years to reflect the needs of the community and the changing risks in the wildland-urban interface fire area.

Goals, Policies, and Actions

Goal 5-4: Protect all community members and businesses from hazardous materials exposures and releases.

Policy 5-4.1: Reduce the potential for hazardous materials exposure to community members, visitors, and employees.

Action 5-4.1: Continue to require remediation, cleanup, and risk evaluation prior to changes in site use in areas where hazardous materials and petroleum products have impacted soil or groundwater.

Action 5-4.2: Continue to require that hazardous materials used in business and industry be transported, handled, and stored in accordance with federal, State, and local regulations.

Action 5-4.3: Continue to restrict future siting of businesses—including hazardous waste repositories, incinerators, or other hazardous waste disposal facilities—that use, store, process, or dispose large quantities of hazardous materials or wastes in areas subject to seismic fault rupture or significant ground shaking.

Policy 5-4.2: Ensure adequate capacity and safeguards on routes used to transport hazardous materials to prevent or minimize impacts from accidental release.

Action 5-4.4: Where applicable, ensure regional and local routes for transportation of hazardous materials and waste are adequately marked and unsafe conditions are adequately addressed, where feasible.

Action 5-4.5: Require that fire and emergency personnel can easily access routes needed for response to spill incidents.

Policy 5-4.3: Facilitate commercial and industrial compliance with the Sonoma County Hazardous Materials and Waste Management Plan.

Action 5-4.6: Support public awareness and participation in household waste management, control, and recycling through County programs, including the Sonoma County Household Hazardous Waste Management Plan.

Policy 5-4.4: Minimize risks to human health from hazardous materials.

Action 5-4.7: Inventory brownfield sites and identify necessary measures to remediate hazards.

Action 5-4.8: Work with landowners and support funding identification and cleanup of identified brownfield sites, particularly in EPAs.

Action 5-4.9: Seek funding and technical assistance to facilitate brownfield redevelopment, including federal Tax Incentives for brownfields sites, DTSC Revolving Loan Fund Program, Cleanup Loans and Environmental Assistance to Neighborhoods Loan Program, Brownfields Tax Incentives, and the U.S. Environmental Protection Agency brownfields grant and loan programs.

Action 5-5.3: Promote public awareness of the natural hazards and potential effects of disasters in the Planning Area through the Citizens Organized to Prepare for Emergencies (COPE) volunteer organization.

Policy 5-5.2: Continue to ensure all community members and businesses are informed and empowered to address hazard vulnerabilities, considering the specific needs of EPAs and Equity Priority Populations.

Action 5-5.4: Provide multilingual and culturally appropriate educational materials to increase awareness of hazard risks/vulnerabilities and strategies that community members and businesses can employ to mitigate risks/vulnerabilities.

Action 5-5.5: Incorporate strategies from the Community Wildfire Protection Plan, Local Hazard Mitigation Plan, and other resilience-building plans into outreach and educational information.

Goals, Policies, and Actions

Goal 5-5: Santa Rosa is prepared for future emergencies.

Policy 5-5.1: Encourage City staff and community members to be prepared for and capable of responding to emergency events.

Action 5-5.1: Maintain and periodically update the City's Emergency Operations Plan.

Action 5-5.2: Coordinate with staff of the Sonoma County Operational Area (which consists of the cities, special districts, and unincorporated areas of the county) to update joint emergency response and disaster response plans, as needed.

Policy 5-5.3: Promote emergency response and preparedness training for City staff, community members, and businesses to increase community resilience.

Action 5-5.6: Participate in emergency response exercises in the Operational Area that involve key hazards of concern for the city.

Policy 5-5.4: Prioritize projects and strategies that mitigate hazards and increase community resilience.

Action 5-5.7: Implement the Local Hazard Mitigation Plan and update it every five years.

Action 5-5.8: *Integrate mitigation actions and strategies into the City's Capital Improvements Program and annual budgeting process.*

Action 5-5.9: *Develop a tracking methodology for potential funding sources to support retrofitting publicly and privately owned structures.*

Policy 5-5.5: **Ensure coordination with the City and Operational Area continuously improves to meet the changing risks of the community.**

Action 5-5.10: *Continue to implement mutual aid, automatic aid, and California's Mutual Master Aid System to provide effective emergency response.*

Action 5-5.11: *Maintain effective mutual-aid agreements with neighboring cities and Sonoma County to support emergency management.*

Action 5-5.12: *Continue to execute mutual-aid agreements with public and private entities to support community emergency management.*

Policy 5-5.6: **Prioritize investments that expand and enhance evacuation capacity and capabilities.**

Action 5-5.13: *Require all new development projects to provide adequate access for fire and emergency response personnel.*

Action 5-5.14: *Prohibit the creation of new single ingress/egress roadway conditions in the city.*

Action 5-5.15: *Retrofit existing single-access residential neighborhoods to include additional access routes or other provisions to increase evacuation safety.*

Action 5-5.16: *Analyze the capacity, viability, and safety of evacuation routes for areas in wildfire-prone locations (wildland-urban interface fire area) and incorporate the results into the City's Emergency Operations Plan.*

Goals, Policies, and Actions

Goal 5-6: Santa Rosa is a resilient city able to adapt to, recover from, and thrive under changing climate conditions.

Policy 5-6.1: **Support legislative and regulatory items that further climate resilience.**

Action 5-6.1: *Ensure all current and future City plans and updates include climate change considerations—include specific plans, Bicycle and Pedestrian Master Plan, Design Guidelines, Hazard Mitigation Plan, Citywide Creek Master Plan, Municipal Climate Action Plan, Urban Water Management Plan, Water Shortage Consistency Plan, "Our Water Future" Water Supply Alternatives Plan, Community Wildfire Protection Plan, and others.*

Action 5-6.2: *Update the City's Climate Change Vulnerability Assessment with new climate projections and data during each Safety Element update.*

Action 5-6.3: *Evaluate a Zoning Code update that will include a Resilient City code to increase adaptation and resilience in the city.*

Policy 5-6.2: **Support neighborhood resilience during extreme weather events.**

Action 5-6.4: *Invest in community predisaster planning efforts and exercises.*

Policy 5-6.3: **Elevate extreme heat to a major hazard of concern in Santa Rosa.**

Action 5-6.5: *Develop a plan, consistent with the California Extreme Heat Action Plan, that includes establishing community cooling centers, weatherizing City buildings, and planning cooling strategies for persons engaged in outdoor work and persons experiencing homelessness.*

Action 5-6.6: *Continue to build public awareness about extreme weather events through multilingual targeted communications campaigns focusing on EPAs and Equity Priority Populations.*

Action 5-6.7: *Coordinate with Sonoma County Transit, Santa Rosa Transit and CityBus, and SMART to increase shading and heat-mitigating materials on pedestrian walkways at transit centers, transit stops, and train stations.*

Action 5-6.8: *Increase the number of Santa Rosa Transit stops with shade cover and shelters to provide protection from extreme heat and severe storms, prioritizing stops in EPAs.*

Action 5-6.9: *Establish standardized temperature or air quality triggers for opening City-operated community resilience and cooling centers.*

Policy 5-6.4: **Encourage collaboration among departments and with nonprofit organizations to create a network of equitably located resilience centers throughout the city.**

Action 5-6.10: *Partner with neighborhood groups and nonprofit organizations to establish a network of equitably located and universally accessible community resilience centers throughout Santa Rosa that are situated outside of areas at risk from hazard impacts to the extent possible.*

Policy 5-6.5: **Seek funding to upgrade existing warming and cooling centers to have the ability to offer refuge from extreme heat events and poor air quality due to regional wildfire smoke and be equipped with renewable energy generation and backup power supplies.**

Action 5-6.11: *Seek grant funding to identify and map existing community facilities, such as libraries, gymnasiums, community centers, and auditoriums, that can serve as community resilience centers and support people with access and functional needs during hazard events.*

Action 5-6.12: *Continue to provide backup power and emergency supplies at critical City facilities, emergency shelters, community resilience centers, and cooling centers in case of power and water outages.*

Action 5-6.13: *Coordinate with transit providers to identify and advertise ways for individuals with restricted mobility to reach resilience centers, cooling centers, and alternate care sites.*

Action 5-6.14: *Evaluate updating the Noise Ordinance to allow outdoor workers to shift working hours to earlier or later in the day, or alternative days, between May*

and September to reduce heat-related illnesses.

Action 5-6.15: Update the City's Zoning Code and Public Improvement Standards to remove inconsistencies for promoting and expanding the use of drought-tolerant green infrastructure, including street trees and landscaped areas, as part of cooling strategies in public and private spaces.

Action 5-6.16: Conduct a community-wide tree canopy assessment to quantify how much of the City's land area is covered by trees, including the streets with street tree canopy cover; identify the location of those trees, and identify opportunities to plant trees.

Action 5-6.17: Update the Santa Rosa Street Tree list to include native, drought-tolerant, and low-water-use tree species that are appropriate for street landscaping.

Action 5-6.18: Create and regularly update an Urban Greening Plan, consistent with the Climate Resilient Tree List, to increase the urban tree canopy, green spaces, and green roofs to reduce the heat island effect in the most vulnerable areas of the city.

Policy 5-6.6: Reduce the spread of human health hazards, including pests, diseases, and viruses.

Action 5-6.19: Coordinate with the Marin/Sonoma Mosquito and Vector Control District to minimize mosquitos, ticks, rodents, and other vectors that may carry or spread human health hazards.

Action 5-6.20: Work with local employers to provide resources to help protect employees from environmental hazards, including poor air quality and pests and diseases.

Policy 5-6.7: Strengthen the community's ability to respond to the risks and negative effects of power outages, including PSPS events, and other climate-related threats.

Action 5-6.21: Support efforts to underground electrical transmission infrastructure throughout the city, including substations, prioritizing high-voltage transmission lines and areas in the Wildland-Urban Interface Fire Area.

Action 5-6.22: Work with property owners to incorporate sustainable, energy-efficient, water-efficient, and environmentally regenerative features into facilities, landscapes, and structures.

Action 5-6.23: Collaborate with Pacific Gas & Electric, Sonoma Clean Power, and organizations such as the Disability Services and Legal Center to ensure that those who depend on electricity supply for medical devices and refrigerating medication have backup energy supplies during outages, including during extreme heat and extreme wind events.

Policy 5-6.8: Increase the resiliency of City-owned structures to severe weather events and support homeowners and business owners to increase the resilience of their buildings and properties through retrofits, weatherization, and other improvements.

Action 5-6.24: *Develop a database of information related to retrofits, weatherization, and other improvements.*

Action 5-6.25: *Install backup power, preferably from renewable energy sources, and water resources at emergency shelters, resilience centers, and cooling centers.*

Noise

Goals, Policies, and Actions

Goal 5-7: Protect the community from adverse noise impacts that can decrease quality of life.

Policy 5-7.1: **Maintain and enforce an acceptable community noise level to protect the health and comfort of people living, working, and visiting in Santa Rosa.**

Action 5-7.1: *Continue to prohibit noise-sensitive uses in proximity to major noise sources, with the exception of adequately buffered residential buildings near rail stations to promote transit ridership.*

Action 5-7.2: *Continue to require acoustical studies prepared by qualified acoustical consultants for:*

- All new projects proposed for areas with existing ambient noise above 60 dBA Ldn, and mitigation shall be required to reduce noise levels below 45 dBA Ldn in habitable rooms and 60 dBA Ldn in private and shared recreational facilities (additions to existing housing units are exempt).

- All new projects that could generate noise greater than allowed by adopted City standards.

Action 5-7.3: *Use the Federal Transportation Authority's construction noise and vibration thresholds to assess impact significance at receiving land uses surrounding new projects sites.*

Action 5-7.4: *Use the Federal Transportation Authority's train vibration thresholds to assess land use compatibility for new projects within 150 feet of train tracks.*

Action 5-7.5: *Require conditions of approval or mitigation for new projects that have the potential to create ambient noise levels more than 5 dBA L_{dn} above existing background, within 250 feet of sensitive receptors.*

Action 5-7.6: *Require conditions of approval or mitigation for existing uses to reduce new noises exceeding normally acceptable levels unless the activities are specifically exempted by the City Council on the basis of community health, safety, and welfare, such as emergency medical vehicles, helicopters, and sirens.*

Action 5-7.7: *Work with private parties to reduce or eliminate nuisance noise from industrial and commercial sources that impact nearby residential areas, and if progress is not made within a reasonable time, issue abatement orders or take other legal measures.*

Action 5-7.8: *Consider reduced speed limits, improved paving texture, and traffic controls to reduce roadway*

noise to normally acceptable levels in areas where noise standards may otherwise be exceeded (e.g., where homes front regional/arterial streets and in areas of mixed-use development).

Action 5-7.9: *Use conditions of approval to achieve measures to reduce noise impacts primarily through site planning, and avoid engineering solutions for noise mitigation, such as sound walls, if possible.*

Action 5-7.10: *Update the Zoning Code to require residential developers to provide buffers other than sound walls and allow sound walls only when other techniques would not prevent projected noise levels from exceeding adopted land use compatibility standards.*

Action 5-7.11: *Work with Caltrans to assign a high priority to traffic noise mitigation programs and support construction of attractive sound walls, as necessary, along Highway 101 and Highway 12.*

Action 5-7.12: *Prohibit new helipads in developments of industrial, commercial, office, or business park uses, unless the helipad will provide a significant benefit for community health, safety, and welfare.*

Policy 5-7.2: **Promote opportunities for local music and entertainment venues without compromising acceptable noise levels.**

Action 5-7.13: *Identify noise mitigation measures and other strategies to allow the establishment, growth, and/or continuation of music and entertainment venues.*

Public Services and Facilities

Goals, Policies, and Actions

Goal 5-8: Provide adequate and high-quality city services for water, wastewater, recycled water, stormwater, and solid waste.

Policy 5-8.1: **Ensure that a sufficient supply of water is available to serve existing and future needs of the city.**

Action 5-8.1: *Continue to use high-quality water from the Sonoma Water aqueduct system as the primary water supply.*

Action 5-8.2: *Continue to require that water supply capacity and infrastructure are in place prior to occupancy of new development.*

Action 5-8.3: *Maintain water, wastewater, and recycled water system integrity and capacity by seeking funding for maintenance, rehabilitation, and replacement of existing infrastructure.*

Action 5-8.4: *Decline requests for extension of water beyond the Urban Growth Boundary, except in cases of existing documented health hazards and in areas where the City has entered into prior contractual agreements to provide services, in collaboration with the County and LAFCO.*

Action 5-8.5: *Evaluate the City's long-term water supply strategies, including development of new sources of water supply, enhanced water efficiency programs, expanded use of recycled water, and*

implementation of appropriate growth control measures if deemed necessary by the City.

- Action 5-8.6:** *Work with State agencies to identify water quality issues and apply for remediation funds as needed.*
- Action 5-8.7:** *Complete and implement the Water Supply Alternatives Plan to mitigate potential impacts of climate change, drought, and natural or human caused catastrophic events by enhancing water supply resiliency and reliability.*
- Action 5-8.8:** *Continue working with the Santa Rosa Plain Groundwater Sustainability Agency to implement the Groundwater Sustainability Plan and achieve sustainability of local groundwater resources.*
- Policy 5-8.2: Conserve water and maintain water quality.**
- Action 5-8.9:** *Regularly monitor water quality to maintain high levels of water quality for human consumption and for other life systems in the region.*
- Action 5-8.10:** *Require new development projects to provide water-efficient landscaping in accordance with the City’s Water Efficient Landscape Ordinance.*
- Action 5-8.11:** *Continue to educate community members about low-cost water efficiency improvements in homes and businesses.*
- Action 5-8.12:** *Continue to comply with statewide regulations for long-term urban water use efficiency.*
- Action 5-8.13:** *Promote water efficiency through public education, incentives,*

rebates, technical assistance, and information about indoor and outdoor water use efficiency measures.

- Action 5-8.14:** *Encourage property owners to install rainwater catchment and greywater systems in new developments or major retrofits.*
- Action 5-8.15:** *Encourage property owners to install permeable paving, bioswales, and other green infrastructure components in new and significantly renovated hardscape projects.*
- Policy 5-8.3: Ensure water distribution lines are adequate for existing and future populations.**
- Action 5-8.16:** *Continue to require that developers improve water distribution infrastructure if needed to serve the demands of new development.*
- Action 5-8.17:** *Continue to identify funding sources for water infrastructure projects on the Capital Improvement Program list.*
- Action 5-8.18:** *Evaluate both the upfront (capital) and ongoing maintenance cost commitments of new projects and/or programs prior to approval.*
- Action 5-8.19:** *Evaluate costs and benefits of new and existing water projects before diverting funding/resources needed for proper management of existing infrastructure.*
- Action 5-8.20:** *Actively maintain an inventory of existing infrastructure and associated operations and maintenance requirements (staffing and budget) in addition to capital and operations and*

maintenance of planned infrastructure.

Policy 5-8.4: Ensure that adequate sewer capacity is available to serve existing and future needs of the city.

Action 5-8.21: *Maintain existing levels of wastewater service by preserving and improving infrastructure, including replacing sewer mains, as necessary.*

Action 5-8.22: *Decline requests for extension of sewer services beyond the Urban Growth Boundary.*

Action 5-8.23: *Implement the Sewer Master Plan via projects identified in the Capital Improvement Program.*

Action 5-8.24: *Regularly review wastewater treatment and biosolids management strategies to accommodate growth.*

Action 5-8.25: *Work with regional partners (notably Rohnert Park, Cotati, Sebastopol, Southpark County Sanitation District, and Sonoma Water) to build consensus on maintenance, rehabilitation, modernization, and resilience improvements at facilities that provide service to them, such as the Laguna Treatment Plant.*

Action 5-8.26: *Complete and implement the Storm Drain Master Plan.*

Action 5-8.27: *Improve stormwater management to increase infiltration, provide treatment, promote groundwater recharge, reduce flood risk, capture trash, and/or enhance the environment.*

Action 5-8.28: *Implement mitigation measures to mimic the pre-development water balance through infiltration, evapotranspiration,*

and capture and reuse of stormwater.

Action 5-8.29: *Evaluate stormwater capture and reuse consistent with goals of the Santa Rosa Citywide Creek Master Plan and the MS4 NPDES permit to preserve natural conditions of waterways, minimize channelization of creeks, and protect water quality; identify, educate, label, and promote community awareness that storm drains flow untreated into creeks.*

Action 5-8.30: *Maintain an inventory of storm drain facilities and maintenance needs.*

Policy 5-8.5: Meet the city's solid waste disposal needs, while maximizing opportunities for waste reduction and recycling.

Action 5-8.31: *Continue public education programs about waste reduction, including recycling, composting, yard waste, wood waste, and household hazardous waste.*

Action 5-8.32: *Aim to achieve multibenefit projects for a "one-water" approach to include stormwater quality (low impact development features) on a large scale, flood mitigation, creek restoration, and increased groundwater recharge.*

Policy 5-8.6: Identify and alleviate impacts from groundwater threats and solid waste.

Action 5-8.33: *Consult with appropriate regional, State, and federal agencies to monitor water quality and address local sources of groundwater and soil contamination, including possible underground storage tanks, septic tanks, and industrial uses,*

as necessary, to achieve State and federal water quality standards.

Action 5-8.34: Monitor the Solid Waste Information System (SWIS) and Closed, Illegal, and Abandoned (CIA) Disposal Sites Program to identify solid waste sites and facilities that are illegal, abandoned, or have not met the standards for closure. Work with State agencies to investigate and enforce standards for sites, with prioritization of sites within and near EPAs.

Action 5-8.35: Identify solid waste and hazardous waste facilities that do not comply with standards for preventing contamination of air, water, and soil with hazardous waste. Work with owners of those facilities to upgrade those facilities to meet those standards, prioritizing facilities in EPAs.

Goals, Policies, and Actions

Goal 5-9: Help provide superior and lifelong educational opportunities for all community members.

Policy 5-9.1: Provide high-quality educational opportunities for all members of the community, especially children, youth, and seniors.

Action 5-9.1: Work with schools to locate sites and facilities to serve all neighborhoods and the educational needs of all sectors of the population, including:

- Safe pedestrian and bicycle access and traffic-calming measures in the vicinity.

- Attractive design that contributes to neighborhood identity and pride.
- Partner with the Police Department to create a safe learning environment.

Action 5-9.2: Continue cooperation with Santa Rosa Junior College administration to improve accessibility and quality of local community college education.

Policy 5-9.2: Support the ability of physical library facilities and online platforms to meet the needs of the community.

Action 5-9.3: Continue to work with County library officials to provide a wide range of library services through a strong central facility plus local branches needed to equitably serve a growing and diverse population.

Action 5-9.4: Support the development of additional library facilities, especially where needed to serve Equity Priority Populations, and assist the library administration in its attempts to secure State and federal funds for facilities and services.

Action 5-9.5: As feasible, require community shopping centers and other major developments to incorporate sites and/or building spaces for branch facilities, pursuant to the library administration's Master Plan.

Goals, Policies, and Actions

Goal 5-10: Provide efficient and effective police and fire services for all members of the community.

Policy 5-10.1: Increase investments in community safety.

Action 5-10.1: *Maintain efficient, well-trained, and adequately equipped police and fire personnel.*

Action 5-10.2: *Periodically review and update the Santa Rosa Fire Department Strategic Plan and Standards of Coverage to address the following needs if necessary:*

- Staffing levels
- Station location/placement
- Changing equipment needs
- Training requirements
- Response time criteria
- Areas lacking adequate service
- Projection of future emergency service needs

Action 5-10.3: *Periodically update first responder training requirements to meet local, State, and federal standards.*

Action 5-10.4: *Enhance police department staffing to achieve a response time of under 6 minutes anywhere in the service area.*

Action 5-10.5: *Expand the equity and diversity of emergency personnel to better reflect the makeup of the city.*

Action 5-10.6: *Enhance employee wellness and mental health support to enable better service to the community by all emergency personnel.*

Policy 5-10.2: Collaborate with neighboring communities to better serve community members and businesses.

Action 5-10.7: *Coordinate with Sonoma County on police and fire services to*

achieve cost-effective improvements to service levels.

Policy 5-10.3: Focus policing efforts on community-based solutions.

Action 5-10.8: *Assist neighborhoods and increase community contact through the Community Oriented Policing Program.*

Action 5-10.9: *Study and actively pursue infrastructure improvements as needed, including, but not limited to, constructing new police and fire stations (outside of high hazard risk areas) and acquiring new emergency vehicles and equipment.*

Action 5-10.10: *Study the opportunities and constraints of a community benefit fund compared to impact fees as part of the next Fee Study Update.*

Action 5-10.11: *Enhance and explore ways to expand the InRESPONSE model and continue to provide a high level of mental health support to the community.*

Action 5-10.12: *Enhance police services using innovative technology and an equitable approach for resource allocation.*

Action 5-10.13: *Prioritize violent crime reduction and traffic safety solutions through innovative strategies and partnerships with key stakeholders.*

Action 5-10.14: *Partner with other public and private organizations to create public awareness of the existence of various forms of racism and discrimination, explicit and implicit bias, and the health inequities they exacerbate.*

Health, Equity, and Environmental Justice

Goals, Policies, and Actions

Goal 6-1: Improve health and well-being for all community members by emphasizing community health in all City policies, programs, actions, and activities.

Policy 6-1.1: Promote efforts to improve community health outcomes and ensure that City investments support community health goals whenever possible.

Action 6-1.1: Apply for grants to fund programs and projects to improve community health outcomes.

Adopt a Health in All Policies ordinance and strategy to institutionalize a collaborative approach to improving the health of Santa Rosa residents by incorporating health, sustainability, and equity considerations into City decision making across all sectors and policy areas.

Action 6-1.2: Work with health service organizations, including Sonoma County Health and Human Services, to identify environmental risk factors for asthma, especially in EPAs and areas where more than 10 percent of adults have asthma.

Action 6-1.3: Adopt a Health in All Policies ordinance and strategy to institutionalize a collaborative approach to improving the health of Santa Rosa residents by incorporating health, sustainability, and equity considerations into City decision

making across all sectors and policy areas.

Action 6-1.4: Apply Health in All Policies criteria to all capital projects to ensure that they promote health equity (e.g., supporting safe and active transportation).

Action 6-1.5: Develop a channel or protocol for Health in All Policies City inter-departmental collaboration, including task forces, training, and formal and ad hoc working groups to coordinate implementation of the General Plan and other City initiatives.

Action 6-1.6: Provide training for City staff and officials about how the built environment and transportation choices affect health equity, economic opportunity, well-being, and quality of life.

Action 6-1.7: Maintain at least one City staff position that bridges planning, transportation, health, and equity.

Action 6-1.8: Adopt healthy development guidelines or checklists to track and monitor how new developments are incorporating health-promoting features (such as opportunities for physical activity, healthy food, drinking water, urban farming, quality affordable housing, and sustainable design).

Action 6-1.9: Update the Zoning Code to require health impact assessments for nonresidential developments of 100,000 square feet or more in EPAs to identify and mitigate any potential negative health implications of the project.

Action 6-1.10: In annual reports on General Plan implementation, include updates

regarding community-wide health, such as changes in life expectancy and other relevant metrics related to social determinants.

Action 6-1.11: Distribute social and economic resources equitably throughout the city so EPAs enjoy equal benefits of the city and are not disproportionately burdened by environmental pollution or other hazards.

Action 6-1.12: Prioritize funding for services, amenities, and infrastructure in EPAs.

Policy 6-1.2: Ensure that all Santa Rosa residents can easily access primary and emergency health care facilities and medical services.

Action 6-1.13: Evaluate whether the circulation network or transit system needs changes to improve access to medical facilities, including by active transportation modes, for everyone in Santa Rosa, including transit-dependent people, low-income community members, seniors, and people with disabilities.

Action 6-1.14: Explore incentives for the establishment of neighborhood-serving health clinics and facilities.

Action 6-1.15: Implement any necessary changes to the circulation network or transit system to ensure accessibility to medical facilities, prioritizing EPAs.

Action 6-1.16: Participate in collaborative efforts with Sonoma County, State agencies, and health organizations to provide information and outreach about

options for accessing medical coverage and care, prioritizing EPAs and Equity Priority Populations likely to have trouble accessing care, including low-income individuals and families, racial or ethnic groups experiencing disparate health outcomes, individuals who have limited English proficiency, and people who are unhoused.

Goal 6-2: Advance health equity by understanding and addressing key social determinants of health.

Policy 6-2.1: Promote awareness and recognition of the role of social determinants of health and health inequities, and ensure that City policies, services, programs, and actions can improve the lives and well-being of everyone in the community, especially in EPAs and among Equity Priority Populations at a higher risk for health inequities, including low-income individuals and families, racial or ethnic groups experiencing disparate health outcomes, individuals with limited English proficiency, and people who are unhoused.

Action 6-2.1: Evaluate and adjust City policies, programs, and services, including budget allocation, to ensure that they promote fairness, equity, and justice, including within EPAs.

Action 6-2.2: Modify City processes, programs, and materials, as needed, to address social determinants of health and support the needs of EPAs.

- Action 6-2.3: Identify resource distribution gaps and provide and distribute internal and external City resources in ways that are equitable and transparent.*
- Action 6-2.4: Participate in Health Action Together, the nonprofit public-private partnership leading and supporting cross-sector efforts to reduce inequities across Sonoma County identified in the 2021 Portrait of Sonoma report on well-being and access to opportunity.*
- Action 6-2.5: Implement and update, as needed, the Santa Rosa Equity Workplan, to advance diversity, equity, inclusion, and belonging in the City as an employer and in the plans, policies, and practices that the City institutes for the benefit of all who live, learn, work, or play in Santa Rosa.*
- Action 6-2.6: Coordinate with Sonoma County Health and Human Services and other health organizations to provide public outreach and education on how lifestyle changes can affect health through newsletters, the City website, and social media.*
- Policy 6-2.2: Encourage community, social, and emotional health—the ability to understand and manage emotions and to form social connections and relationships—for everyone in Santa Rosa, eliminating health inequities due to race and income.**
- Action 6-2.7: Develop and implement standards, policies, strategies, and practices that value and foster an internal culture of employee well-being, transformation, and belonging throughout the City organization, as well as wellness strategies and trauma care programs to support physical, mental, and emotional health.*
- Action 6-2.8: Implement policies, programs, and actions that increase social and emotional health and self-care for everyone in Santa Rosa.*
- Action 6-2.9: Partner with Sonoma County Health and Human Services and criminal justice, school, faith-based, and other organizations to create public awareness and sensitivity to the needs of people with behavioral health challenges and provide support for those needing services, particularly in EPAs and among Equity Priority Populations.*
- Action 6-2.10: Develop and promote opportunities for Santa Rosa community members to experience or participate in arts, cultural, and related activities that can enhance mental health and connection with other community members.*
- Action 6-2.11: Implement regional, State, and national policies and best practices that promote racial equity.*
- Action 6-2.12: Continue to build organizational and institutional skills and commitment to advance racial equity and eliminate institutional and structural racism.*
- Action 6-2.13: Partner with other public and private organizations to create public awareness of the existence of various forms of racism and discrimination, explicit and implicit bias, and the health inequities they exacerbate.*

Policy 6-2.3: Prevent, disincentivize, and reduce harmful addictive behaviors.

Action 6-2.14: Restrict tobacco and alcohol retailers near schools, youth-populated areas, and senior facilities, and in areas with a high density of existing tobacco retailers, particularly in EPAs.

Action 6-2.15: Partner with local, regional, and State organizations to promote public awareness about the potential risks of opioid abuse, and the use of alcohol, tobacco, and other drugs that affect Santa Rosa community members.

Action 6-2.16: Update Zoning Code sections governing nonconforming uses to consider phasing out nonconforming uses over time.

Policy 6-2.4: Address conditions contributing to risk of asthma and adverse air quality.

Action 6-2.17: Work with Sonoma County Public Health Division to reduce risk of asthma through land use planning and programs across the city.

Action 6-2.18: Evaluate the efficacy of the City's existing Breathe Easy program to minimize exposures to tobacco and consider program modifications, if appropriate.

Action 6-2.19: Work with Sonoma County, surrounding agricultural producers, and farmers to protect areas with sensitive populations from pesticide drift by restricting the use of pesticides in these areas. Promote alternatives such as integrated pest management and regenerative agriculture.

Action 6-2.20: Disseminate information to tenants and property owners

about methods to reduce asthma and other health issues by improving indoor air quality, including by adding air conditioning and reducing and preventing indoor mold growth.

Goal 6-3: Promote meaningful community engagement and empower residents through inclusive communication, outreach, and capacity-building to participate in City planning and decision making.

Policy 6-3.1: Ensure meaningful public engagement processes and events that make it possible for everyone—especially EPAs, low-income populations, and limited-English proficient individuals—to participate and influence outcomes.

Action 6-3.1: Engage all community members—prioritizing EPAs, low-income populations, and individuals with limited English proficiency—in the planning and decision-making processes by using culturally appropriate and accessible channels, including:

- Provide translation services relevant to the area.
- Provide childcare.
- Hold engagement opportunities in different locations throughout the community, at different times of the day and week, and use different channels (e.g., in person and online).
- Use participatory facilitation techniques.
- Provide healthy food and water for people who attend in person meetings.

- Meet in ADA-compliant locations.

Action 6-3.2: Explore developing City guidelines and best practices to compensate low-income residents for engaging in City planning and decision making to eliminate barriers to participation.

Action 6-3.3: Identify, evaluate, and eliminate existing barriers—such as age, income, and voter registration status—for Santa Rosa residents to serve on and engage with City council, boards, committees, and commissions, and prioritize addressing barriers impacting EPAs.

Action 6-3.4: Establish a Communication and Public Participation Working Group that includes staff from all City departments to collaborate on how to engage community members to be part of planning or decision-making efforts, leverage resources, avoid duplication of efforts, and enhance effective and meaningful public participation, particularly EPAs.

Action 6-3.5: Develop City communication standards and style guidelines addressing writing style and translation protocols and including guidance for web, social media, and printed documents, so they are accessible to all residents.

Action 6-3.6: Create City of Santa Rosa community engagement standards, including guidance for different City departments, to engage with all residents considering the unique needs of districts, EPAs, and those most

affected by a specific issue under consideration.

Action 6-3.7: Implement an engagement system/method to track issues and priorities identified at the neighborhood level to inform the development of policies, programs, projects, and services and to share information across departments.

Action 6-3.8: Consider establishing advisory committees and commissions that consist of EPA community members to review policy considerations and advise the City Council. Consider creating ad hoc committees to study issues and report findings to the City Council.

Action 6-3.9: Identify and implement strategies to ensure that the composition of City committees, boards, and commissions reflect the diversity of the community, with particular attention to include EPA community members.

Action 6-3.10: Create an equity evaluation framework for the annual budget and all policies and programs considered by the City Council to ensure policy decisions respond to and are accountable to EPA residents and needs.

Policy 6-3.2: Inform, engage, and collaborate with residents, organizations, the private sector, and public agencies to develop and implement plans and projects that improve community health.

Action 6-3.11: Support the establishment of neighborhood associations in EPAs. Consider providing grants to neighborhood groups for block

parties and other neighborhood events.

Action 6-3.12: Establish formal and ongoing relationships with individuals or organizations that represent and work with EPAs to build trust with and create reliable channels for community participation and input, including engagement outside of specific projects or policy processes.

Action 6-3.13: Partner with community-based organizations that have relationships, trust, and cultural competency with non-English-speaking and English-as-a-second-language EPAs and stakeholders to reach out on local initiatives and issues.

Policy 6-3.3: Empower every resident of Santa Rosa, prioritizing EPAs, to participate in local decision making and engage meaningfully in planning efforts.

Action 6-3.14: Develop bilingual educational content and provide training programs and workshops about civic involvement and processes for Santa Rosa residents, including how to participate in City Council, board, committee, and commission meeting, as well as how to apply for City jobs and become a City Council member.

Action 6-3.15: Support local organizations in collaborative engagement efforts and their specific missions by providing technical assistance, meeting spaces, funding, data, and other assistance, as resources allow.

Action 6-3.16: Seek opportunities to involve young people, meaningfully and authentically, particularly those in

EPAs, to develop their confidence and leadership skills.

Action 6-3.17: Maintain and expand existing City internship programs and fellowships so younger community members can get exposure to careers in the public sector while gaining professional experience.

Policy 6-3.4: Ensure the City has the necessary resources to conduct equitable, inclusive, and meaningful community engagement, including staff, technology, funding, and systems.

Action 6-3.18: Require each public-facing department of the City to maintain staff to engage with and empower residents to be part of planning and decision-making activities.

Action 6-3.19: Develop flexible but sustained infrastructure for two-way information sharing between City and partner agencies and community members.

Action 6-3.20: Require that all meetings, materials, and other engagement opportunities that use technology are accessible by mobile devices and support access for people with disabilities.

Action 6-3.21: Expand digital access and engagement opportunities by working with other public and private partners to invest in high-speed internet in communities that have low access to internet, prioritizing access for EPAs.

Action 6-3.22: Provide free internet access in public facilities, particularly those in EPAs.

Goal 6-4: Maintain and enhance a culture of language access and justice in City communications and public participation in planning and decision-making processes.

Policy 6-4.1: Ensure access to information by identifying language diversity gaps to continue engaging the community in City projects, programs, and services.

Action 6-4.1: Establish a Language Access and Justice Working Group that can identify barriers to language access and justice in communications and public participation and define policies and practices for translation and interpretation for the City of Santa Rosa.

Action 6-4.2: Identify public documents, forms, and events that require translation and/or interpretation and develop yearly budgets, including staff time for in-house services.

Policy 6-4.2: Continue to provide interpretation and translation services as well as assistance to access community meetings, services, and programs, and direct engagement with EPAs, low-income individuals, limited English proficiency individuals, and other vulnerable populations that request additional support.

Action 6-4.3: Develop and implement a Language Access and Justice Plan to recognize and address the city's language diversity; define policies and practices for translation and interpretation for every department in the City that engages with the public.

Action 6-4.4: Implement language assistance measures for front desks or counters, meetings, telephone lines, services, events, documents, forms, materials, website, apps, and other points of contact with community members.

Goal 6-5: Minimize risk of displacement and gentrification while ensuring housing is safe and sanitary for all residents.

Policy 6-5.1: Minimize displacement and gentrification in Santa Rosa.

Action 6-5.1: Identify strategies to ensure that future improvements in EPAs will not result in a net loss of affordable housing or significant preventable displacement of residents.

Action 6-5.2: Identify opportunities to preserve the affordability of federal- and State-subsidized units at risk of conversion to market rate or other affordable housing resources.

Policy 6-5.2: Ensure that housing in Santa Rosa provides safe and sanitary environments for residents.

Action 6-5.3: Prompt property owners to repair and rehabilitate all substandard housing, especially in EPAs.

Action 6-5.4: Expand the focus areas addressed by the City's Neighborhood Revitalization Program to include EPAs, with the mission to improve living conditions and safety and increase property values.

Action 6-5.5: Seek grants and support current efforts to improve conditions in older homes that may have mold, mildew, and other contaminants.

Action 6-5.6: As the City’s housing stock ages, pursue all available federal and State funds to assist with housing preservation and rehabilitation.

Action 6-5.7: Investigate and implement programs that incentivize landlords to maintain properties free of Municipal Code violations.

Action 6-5.8: Require applicants for residential remodel and rehabilitation projects to remediate environmental health hazards, such as lead-based paint, mold, mildew, and asbestos, as a condition of approval.

Action 6-5.9: Seek funding for identifying and remediating lead and other environmental hazards for low-income residents of EPAs.

Action 6-6.2: Require convenience stores, supermarkets, liquor stores, and neighborhood and ethnic markets to carry fresh produce, especially in EPAs and Healthy Food Priority Areas.

Action 6-6.3: Update the Zoning Code to allow farmers markets in all nonresidential zoning districts by right with standards.

Action 6-6.4: Consult with the local hospitals, clinics, local school districts, Santa Rosa Community College, and the California State University Extension to produce and provide educational materials and programs aimed at promoting and facilitating healthier lifestyles.

Action 6-6.5: Explore programs with the Santa Rosa City School District, Sonoma County Public Health Division, community garden groups, and other advocates to provide healthy foods in schools and other public institutions.

Action 6-6.6: Distribute information and educate low-income families and people experiencing homelessness about food assistance programs.

Food Access and Urban Agriculture

Goals, Policies, and Actions

Goal 6-6: Ensure that all households and individuals have convenient, daily access to affordable healthy food, including fresh produce.

Policy 6-6.1: **Attract and support a range of healthy food retailers, prioritizing EPAs and Healthy Food Priority Areas, so that all residents live within one mile of a full-service grocery store, fresh produce market, or others offering fresh produce.**

Action 6-6.1: Partner with Sonoma County Health and Human Services to encourage stores in Santa Rosa to participate in the Federal Food Assistance Program.

Policy 6-6.2: **Encourage the establishment of local restaurants and businesses that serve healthy food.**

Action 6-6.7: Update the Zoning Code to require conditional-use-permit review for any chain restaurant with more than five outlets in the nine-county Bay Area.

Action 6-6.8: Require at least 300 feet between any two fast-food chain operations.

Action 6-6.9: Seek resources to facilitate establishment of “microenterprise

home kitchen operations”—that is, restaurants operated out of a private residence—in EPAs, as allowed by Assembly Bill 686.

Action 6-6.10: Develop a program to provide fast-track permitting for healthy food and grocery stores in Healthy Food Priority Areas and underserved areas, as well as areas identified for increased residential development and mixed use.

Policy 6-6.3: Facilitate urban agriculture, farming, gardening, and local food production, especially in EPAs and Healthy Food Priority Areas.

Action 6-6.11: Provide the necessary resources to retain the city’s existing community gardens.

Action 6-6.12: Support the creation of additional community gardens or other urban agriculture opportunities, particularly in EPAs and Healthy Food Priority Areas.

Action 6-6.13: Consider updating the Zoning Code to allow all forms of urban agriculture by right in all zoning districts where appropriate, including community, yard, rooftop, indoor, and other gardens; community food production (as defined by the State); and on-site exchanges and sales.

Action 6-6.14: Develop an Urban Agriculture ordinance that includes strategies to increase access to healthy food—particularly in EPAs and Healthy Food Priority Areas—and standards for operation and soil mitigation.

Action 6-6.15: Explore the feasibility of enacting an Urban Agriculture Incentive

Zone (per Assembly Bill 551) to allow landowners to receive tax incentives for putting land into agricultural use.

Action 6-6.16: Partner with the County, nonprofits, school districts, neighborhood organizations, faith-based organizations, and others to identify and develop sites for urban agriculture potential, and support all urban agriculture types in schools, parks, hospitals, correction facilities, and other public land and spaces suitable for urban agriculture development, including public easements and rights-of-way.

Action 6-6.17: Evaluate the potential presence of contaminants that may be harmful to human health on land proposed for urban agriculture, including by performing site history assessments and soil testing.

Action 6-6.18: Identify financial resources for soil testing and remediation on identified sites for urban agriculture.

Action 6-6.19: Work with the County Agricultural Preservation and Open Space District to establish food hubs throughout the city where community members can meet and exchange excess home-grown produce.

Action 6-6.20: Partner with the County Department of Health Services, local schools, and nonprofit organizations to provide education about the nutritional, social, economic, and environmental benefits of urban farming and locally grown and ecologically sound foods; urban agriculture opportunities; food

production safety; food literacy; cooking; and food waste reduction.

Action 6-6.21: In accordance with the Neighborhood Food Act (Assembly Bill 2561), educate landowners, apartment complexes, and homeowners associations (HOA) about the benefits of urban gardening and edible landscaping, and work with them to remove any barriers that renters and owners with an HOA face when trying to grow food for self-consumption, exchange, or sale.

Action 6-6.22: Establish incentives for private property owners and developers to provide opportunities for residential gardening and urban agriculture, and similar opportunities to food producers who are emerging, have limited resources, and/or are people of color.

Action 6-6.23: Require public development projects to provide access to sustainable food for residents.

Action 6-6.24: Work with the County to protect the agricultural land base in the Sphere of Influence, including urban gardens, farms, and ranches.

Violence Prevention and Equitable Policing

Goals, Policies, and Actions

Goal 6-7: Ensure community safety and foster neighborhood environments that are welcoming to all ages, cultures, races, and ethnicities.

Policy 6-7.1: Increase neighborhood safety and promote neighborhood development, particularly in EPAs.

Action 6-7.1: Engage community members and youth in communities most affected by crime and violence with planning through place-based strategies/solutions for their neighborhoods to address safety.

Action 6-7.2: Design safe walking and biking routes in neighborhoods and around schools with high crime and gang activity, using Crime Prevention Through Environmental Design, to ensure that all community members can live, work, and play without fear.

Action 6-7.3: Through collaboration between the Violence Prevention Partnership and the Police Department, create comprehensive community safety plans that include equitable resource allocation across the city and strategies to prevent violence.

Action 6-7.4: Proactively engage potential perpetrators through fellowships or conflict mediation facilitated by the Violence Prevention Partnership.

Action 6-7.5: Support community-based initiatives to reduce violence by promoting local economic participation and success, such as neighborhood job and vocational training facilities, community benefit districts, community development councils, and business improvement districts.

Action 6-7.6: Collaborate with County of Sonoma to establish a re-entry

system for formerly incarcerated individuals that promotes a safe and thriving community to ensure they experience healthy reintegration in Santa Rosa, particularly for 2011 Assembly Bill 109 populations (individuals sentenced to nonserious, nonviolent, nonsex offenses).

Action 6-7.7: Continue to train City staff to develop and implement trauma-informed models that are culturally relevant for Santa Rosa community members, like the City’s Green Spaces for All Faces program, which was designed with a trauma-informed lens and leverages partnerships to provide high-quality outdoor programming and community services opportunities for probation youth.

identify the needs and priorities of all segments of the community, including individuals with special needs, EPAs, and those unable to attend public meetings.

Action 6-8.2: Acquire and develop new parkland to achieve a citywide standard of 6 acres of parkland per thousand residents, using Community Parks (CP), Neighborhood Parks (NP), and qualifying Trail and Open Space Parks.

Action 6-8.3: Prioritize new park acquisition and development in EPAs, Areas of Change, and redevelopment areas, including downtown.

Action 6-8.4: Design new parks with clear lines of sight from adjacent streets and neighborhoods to increase perceived safety.

Action 6-8.5: Where feasible, consider renovating and expanding existing parks to provide more acreage, increased capacity of athletic fields for organized sports, and a greater range of recreation activities, while maintaining park standards.

Action 6-8.6: Seek land and partnership opportunities to develop large sports complexes and/or multiuse event venues to accommodate tournaments, concerts, athletics, and other community events and activities.

Action 6-8.7: Develop new athletic fields and retrofit existing fields to support year-round use; include lighting for night use; and accommodate the growing community need for organized sports and physical activities by expanding the hours and seasons of use.

Parks

Goals, Policies, and Actions

Goal 6-8: Make parks the center for improving personal and community well-being.

Policy 6-8.1: Provide parklands with opportunities for physical activity, recreation, and relaxation, including those offering trauma-informed services (to address long-standing health issues for individuals), culturally appropriate programming, and safe spaces for everyone, especially in EPAs.

Action 6-8.1: Facilitate equitable, authentic community engagement in recreation and parks planning to

Action 6-8.8: Pursue development of civic spaces where provision of a neighborhood park is not feasible, particularly where they can be connected to existing public spaces using pathways, trails, or other forms of connection.

Action 6-8.9: Develop special-purpose parks and recreation facilities throughout the city, including, but not limited to, multigenerational recreation centers, aquatic centers, education and community service centers, and other unique facilities, prioritizing facilities in EPAs, Areas of Change, and other high growth areas.

Action 6-8.10: Develop multiuse pathways and trail parks along creeks designated by the Santa Rosa Citywide Creek Master Plan.

Action 6-8.11: Create a system of interconnected linear parks that provide access to parks and open space and offer passive recreation opportunities, such as hiking and wildlife viewing.

Policy 6-8.2: Ensure adequate funding for parks and recreation facility improvements and maintenance.

Action 6-8.12: Annually evaluate the park development impact fees allowed under the Quimby Act to ensure sufficient funds to acquire, develop, and maintain parks, consistent with General Plan targets for park service.

Action 6-8.13: Annually evaluate park impact fees to ensure sufficient funds for park acquisition, development, and maintenance from proposals that do not meet Quimby guidelines.

Action 6-8.14: Develop a systemwide Park Master Plan for park and recreation facility maintenance that addresses core versus noncore services, appropriate levels of service, and factors that affect park maintenance practices.

Action 6-8.15: Encourage innovative approaches for maintenance of parks and open space areas by maintaining and developing partnerships with schools, neighborhoods, and businesses.

Youth, Family, and Seniors

Goals, Policies, and Actions

Goal 6-9: Foster environments that support families and community members of all ages with high-quality, equitably accessible amenities, programs, and services.

Policy 6-9.1: Create an environment where children can grow and develop in secure and supportive families and neighborhoods.

Action 6-9.1: Collaborate with parents, youth, schools, libraries, businesses, nonprofit agencies, religious organizations, law enforcement, and others to prioritize needs and establish programs and services for children and youth, especially in EPAs.

Action 6-9.2: Promote development of multiuse buildings/community centers that can be used for seniors, youth, and teen activities and childcare, including at parks, strip malls, and commercial centers.

Action 6-9.3: Coordinate with community-based organizations to promote the provision of educational and community services, including child care/early education, English as a second language courses, after-school programs, and recreational activities.

Policy 6-9.2: Expand childcare services to meet the existing and future needs of Santa Rosa.

Action 6-9.4: Update the Zoning Code to encourage new residential development to provide places for childcare and youth-oriented facilities and programs.

Action 6-9.5: Encourage school districts to continue and expand the provision of before- and after-school care on or near school sites.

Action 6-9.6: Endorse the development of new childcare facilities in all areas of the city, including residential neighborhoods, employment centers, and school sites.

Action 6-9.7: Promote development of new childcare facilities during review of new development projects.

Action 6-9.8: Across the park system, allow use of a portion of city parkland for a childcare center to be developed and maintained by an outside entity.

Action 6-9.9: Continue the City's permitting fee deferral and rebate program for provision of childcare facilities.

Action 6-9.10: Foster partnerships between the business community and the childcare community to provide information to employees about childcare options.

Action 6-9.11: Maintain the high-quality mix of recreation programs, classes, and current maintenance standards for city parks and recreational facilities.

Action 6-9.12: Work with local sport leagues that serve youth on facilities planning and needs to support increased participation in organized and alternative posts, especially among elementary-aged children and teens.

Action 6-9.13: Work with local organizations that serve the elder community, including the Council on Aging Sonoma County, on facilities planning and needs to support increased participation in recreation programs, classes, and maintenance standards for parks and recreational activities.

Policy 6-9.3: Increase teen participation in organized activities.

Action 6-9.14: Continue to solicit direct involvement from teens in planning future community parks, recreational activities, and programs for teens to provide recreational programs geared toward modern interests.

Action 6-9.15: Cooperate with businesses, governmental agencies, nonprofit groups, and educational institutions to develop apprenticeship programs for teens and young adults.

Policy 6-9.4: Modernize senior services in all areas of Santa Rosa, especially EPAs.

Action 6-9.16: Continually monitor and analyze the needs of the city's senior population and expand services and programs to meet emerging and changing needs.

Action 6-9.17: Explore designation of an age- and dementia-friendly community.