



PRELIMINARY SCOPE OF WORK AND BUDGET:
SOUTH SANTA ROSA SPECIFIC PLAN

Project Background

The City of Santa Rosa is embarking on a major planning effort in its South Santa Rosa area through the development of a specific plan that will include the City's Santa Rosa Ave Corridor Priority Development Area (PDA) and the County of Sonoma's South Santa Rosa Ave PDA, as well as adjacent neighborhoods that are relevant for the area. The Specific Plan encompasses approximately 1,900 acres, including about 1,400 acres of unincorporated County land. The objective of the Specific Plan is to develop a comprehensive community involvement strategy that can help develop a vision for land use and circulation in this area, including development and public realm standards, community and equity policies, capital improvements, and implementation actions and investments of the area.

The attached map to this PDA grant application (titled "Annex 1. Maps PDA Grant South Santa Rosa Specific Plan") illustrates the specific plan boundary. The area is South of Highway 12 and East of Highway 101, extending its boundaries to Petaluma Hill Road and the urban growth boundary in the south of the City, the area south of the current City limits incorporates both sides of Highway 101, down to the urban growth boundary. The plan area has been identified as an "Area of Change" in the City's current General Plan Update process and contains a variety of housing types and non-residential uses. It is more culturally diverse than Santa Rosa as a whole, with over 60% of the residents in the census tracts being people of color, most of them low income, many of whom are also transit dependent.

The South Santa Rosa Specific Plan would serve both the City of Santa Rosa and the County of Sonoma and its unincorporated areas. The City of Santa Rosa and the County of Sonoma have started conversations about possible annexation of the unincorporated areas within the Urban Growth Boundary. The County has agreed to support the City to apply for this PDA Grant through a Board of Supervisors resolution (forthcoming), as well as to participate in the specific plan's technical advisory committee and outreach process.

The Planning and Economic Development Department will prepare and publish a Request for Proposals (RFP) to identify and evaluate potential consultants that can work on the South Santa Rosa Specific Plan. This preliminary scope of work describes the main tasks and deliverables that will be completed once the City has selected a consultant(s) and has finalized the contracting process.



Task 1 – PROJECT COMMENCEMENT

The consultant(s) and City staff will meet to review and finalize the work scope and project schedule. The meetings will include a discussion of project goals, opportunities and constraints, provision of relevant background information and documents for the existing conditions analysis, arrangement of informational meetings with relevant city staff members, development of the community engagement program, and project management.

Task 1 Deliverables:

1.1: PROJECT COMMENCEMENT MEETINGS WITH CITY STAFF (COMMUNITY ENGAGEMENT RELATED TO THE SPECIFIC PLAN)

1.2: MEMORANDA SUMMARIZING EACH MEETING

Task 2 – COMMUNITY ENGAGEMENT STRATEGY

With assistance from the County of Sonoma, City staff and the consultant will develop a community engagement strategy which will focus on reaching and including all residents, business owners, property owners, local organized groups, community and faith-based organizations, schools, and Equity Priority Populations identified by the City of Santa Rosa, including seniors, youth, people of color, low income families, non-English speaking persons, people with disabilities, LGBTQ+ communities, and farmworkers, among others. The main goals of the strategy will be to:

- Engage as many of the residents, businesses, and property owners, and renters in the specific plan area as possible.
- Provide information to the community regarding the purpose of the South Santa Rosa Specific Plan and clearly describe the impacts, benefits, and timing of its implementation.
- Provide opportunities for community members and other key stakeholders to plan for the future of their community.

The strategy will include a broad spectrum of engagement techniques to ensure that people who aren't generally aware or interested in planning related issues and who don't generally attend community meetings will participate. The strategy will consider focus groups and interviews, attendance at meetings of local business or neighborhood organizations, surveys, fact sheets, informational brochures, website, local media, one-on-one and small group meetings with residents and other members of the community, as well as informal meetings and pop-ups at local gathering areas. The techniques will also have specific outreach to residents who are Equity Priority Populations identified by the City of Santa Rosa (<https://www.santarosafoward.com/equity>). New and innovative ideas for attracting interest in the project and increasing participation among the community is highly desired.



The strategy will also include an approach for contacting all business and property owners and residents within the plan boundaries. The project budget will include the cost of preparing both English and Spanish versions of the community meeting notices, as well as the cost of preparing and mailing a master notice of projected community meetings to all the addresses contained in the Specific Plan Area, once in the process.

In addition to the above-noted outreach efforts, up to four community meetings and four steering committee meetings are planned for the specific plan process. City staff and the consultant(s) will also hold as many small group and one-on-one conversations with residents, business owners, community leaders and other stakeholders as possible. Time will be spent building leadership and gaining commitment from the community leaders for participation in the process.

Steering Committee

The Steering Committee will be made up of area residents, business owners and community leaders who know the area and the community well. The Committee members will be identified and asked to participate in meetings with community members and leaders and may be appointed by the City Council. The Steering Committee will take part in all the specific plan processes.

Due to the large size of the specific plan area, as well as the fact that there are incorporated and unincorporated areas, the Steering Committee may be divided into two separate groups: one representing the planning area in Santa Rosa and one representing the unincorporated area of the County. The two groups of Steering Committee may meet as one large group for discussion of the overall specific plan, with the option of meeting separately for more focused dialog on the specifics of each area.

The purpose of the Steering Committee is to involve the community in the specific plan process, and ensure their input and interests are heard and reflected. The group will help develop plan concepts and ensure that community sentiment is reflected in the plan.

Translation Services

Spanish translation and interpretation services will be necessary for all notices, informational brochures, project websites, and workshops/meetings, including all information gatherings and attendance at local events. The consultant will work with City staff to ensure that all appropriate documents are translated.

Project Branding/Consistency

It will be important to create a clear and consistent identity for the specific plan project, including consistency with City staff and consultant team members, as well as a consistent theme on the



different specific plan processes. With that in mind, the consultant will help develop a project brand that will include naming, logo design, brand identity, icons, color scheme, message and tagline that will be used throughout the specific plan process to identify the information presented as area related. The branding will be developed in partnership with both Steering Committees, incorporated and unincorporated areas, to ensure that it is something that the community can relate to and be inspired by.

Website

The consultant will work with City staff to develop a signature project website for the specific plan, to provide background and meeting information, reports and maps related to the project. The project website will be able to be translated into any language and have specific links to view each PDF attachment in both English and Spanish. Consultants will post information and keep both current, under supervision of the City staff.

Task 2 Deliverables:

- 2.1: COMMUNITY ENGAGEMENT STRATEGY FOR THE SPECIFIC PLAN
- 2.2: PLAN WEBSITE
- 2.3: FOUR SPECIFIC PLAN STEERING COMMITTEE MEETINGS (WITH TRANSLATION AND INTERPRETATION SERVICES)
- 2.4: SPECIFIC PLAN STEERING COMMITTEE MEETING SUMMARIES IN ENGLISH AND SPANISH
- 2.5: FOUR SPECIFIC PLAN COMMUNITY MEETINGS (WITH TRANSLATION AND INTERPRETATION SERVICES)
- 2.6: SPECIFIC PLAN COMMUNITY MEETING SUMMARIES IN ENGLISH AND SPANISH
- 2.7: CONSULTANT/STAFF MEETINGS WITH COMMUNITY GROUPS, RESIDENTS, BUSINESS OWNERS, AND EQUITY PRIORITY POPULATIONS IDENTIFIED.

Task 3 – TECHNICAL ADVISORY COMMITTEE

A Technical Advisory Committee (TAC) will be formed primarily to ensure technical accuracy of the South Santa Rosa Specific Plan and associated Environmental Impact Report. The TAC will be comprised of technical experts from City departments and partner agencies to provide feedback and ensure plan concepts can be achieved. TAC membership will include, but not be limited to: Sonoma County Transportation Authority, Sonoma County Transit, Golden Gate Transit, Sonoma County Bicycle Coalition, Sonoma County Permit and Resource Management and Health Services Departments, Sonoma-Marín Area Rail Transit, School District(s) serving the area, as well as City and County staff from various departments (Planning and Economic Development, Housing and Community Services, Finance, Transportation and Public Works, Water, Recreation and Parks, Police and Fire).



Task 3 Deliverables:

3.1: THREE TECHNICAL ADVISORY COMMITTEE MEETINGS

3.2: THREE TECHNICAL ADVISORY COMMITTEE MEETING SUMMARIES IN ENGLISH AND SPANISH

Task 4 – PDA PROFILE, EXISTING CONDITIONS AND OPPORTUNITIES, MARKET DEMAND ANALYSIS AND PREFERENCES

To understand the demographic and socio-economic characteristics of the South Santa Rosa Specific Plan area, along with travel patterns, vehicle ownership, transit use, and existing land use conditions, a profile of the plan area shall be developed. The Priority Development Area Profile shall include, but not be limited to: population; age, race & ethnicity, language(s) spoken, place of birth, disability, household characteristics, employment, place of work, income, travel mode to work, existing land uses by type, park acres, recreational amenities, schools, and services. Known issues which should be addressed in the planning process shall be included.

Building on the profile, an existing conditions and opportunities map, and report will be developed. The consultant will evaluate the existing physical and regulatory conditions in the project study area. Information to be included: existing land use, including the number of existing affordable dwelling units; physical conditions, including structures in poor or deteriorating condition; environmental conditions, including areas of known soil or groundwater contamination; urban form; pending and approved development projects in City and County areas; planned public and private improvement projects; circulation network; transit use; historic resources; market conditions and development potential. Based on analysis of existing conditions, opportunities in the plan area shall be identified, along with potential constraints.

A market demand analysis will be conducted to assess future market conditions for residential, commercial, and industrial development in the plan area, taking current conditions and long-range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period.

The residential analysis will assess the future potential for housing of various types and at increased densities, at all levels of affordability. It will consider the likelihood of households locating near and utilizing transit. The commercial analysis will assess trends in retail, office, and industrial development in the area as well as future potential by type. The potential for employment in each of these areas shall be included.



The first meetings of the Steering Committee, TAC, and the community, as well as the first outreach efforts at local events and community groups, will occur after completion of the existing conditions and opportunities analysis. The purpose of the meetings is to understand the community's vision of the South Santa Rosa Specific Plan area and solicit input on opportunities, issues, and hopes for the area. The consultant(s) will develop a process/survey/exercises to understand community preferences regarding the plan area. Use of photo simulations and development prototypes to help identify preferences should be employed. The meetings will provide input regarding community interests that will help in the development of two land use and circulation alternatives. The consultant(s) will lead all these meetings.

The consultant will outline the TAC's role, present plan area existing conditions and opportunities, and receive feedback from committee members regarding information presented.

Task 4 Deliverables:

- 4.1: PRIORITY DEVELOPMENT AREA PROFILE, 5 HARD COPIES AND PDF FORMAT
- 4.2: EXISTING CONDITIONS AND OPPORTUNITIES REPORT, INCLUDING MARKET DEMAND ANALYSIS, 5 HARD COPIES AND PDF FORMAT
- 4.3: EXISTING CONDITIONS AND OPPORTUNITIES MAP, 2 HARD COPIES AND PDF FORMAT
- 4.4: SPECIFIC PLAN STEERING COMMITTEE MEETING 1 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 4.5: SPECIFIC PLAN STEERING COMMITTEE MEETING 1 (WITH TRANSLATION SERVICES)
- 4.6: SPECIFIC PLAN STEERING COMMITTEE MEETING SUMMARY IN ENGLISH AND SPANISH
- 4.7: SPECIFIC PLAN COMMUNITY MEETING 1 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 4.8: SPECIFIC PLAN COMMUNITY MEETING 1 (WITH TRANSLATION SERVICES)
- 4.9: SPECIFIC PLAN COMMUNITY MEETING 1 SUMMARY IN ENGLISH AND SPANISH
- 4.10: TECHNICAL ADVISORY COMMITTEE MEETING 1
- 4.11: TECHNICAL ADVISORY COMMITTEE MEETING 1 SUMMARY IN ENGLISH AND SPANISH
- 4.12: CONSULTANT/STAFF MEETINGS WITH COMMUNITY GROUPS, RESIDENTS, BUSINESS OWNERS, AND EQUITY PRIORITY POPULATIONS

Task 5 – LAND USE AND CIRCULATION ALTERNATIVES

Following the initial meetings and outreach, the consultant shall develop the land use and circulation alternatives. The scenarios should be developed to support bus transit as well as to facilitate pedestrian and bicycle circulation and access. Alternatives should promote development



of healthy, walkable neighborhoods and enhance opportunities for residents to easily access services and facilities throughout the plan area and beyond the boundary. The alternatives should consider information prepared through the planning process and from outreach conducted as well as how the PDA is supported by the community vision. One alternative should assess opportunities for and appropriateness of increased densities around the bus stop locations.

Each alternative shall address:

- Achievement of a mix of housing units with proximity to daily services;
- Distribution and quantification of proposed new uses, including dwelling units by type and non-residential square footage by type and associated jobs; and
- Transit, bicycle, pedestrian, and motor vehicle circulation.
- A traffic analysis shall be prepared for each alternative and compare how each addresses connectivity to services, schools, and transit. The analysis shall also include Level of Service analysis for motor vehicles, transit, bicycle and pedestrian travel. The findings of the study shall be summarized in a technical memorandum and utilized as appropriate in the alternatives report described below.
- A report and maps describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population, and employment. Projected population and jobs for each alternative shall be included. The report and maps should be easy to understand and clearly differentiate between the alternatives.

Presentation of Land Use and Circulation Alternatives:

The consultant will present the alternatives to the TAC for review, feedback, and possible refinement prior to presentation at the Steering Committee, Community Meeting 2, and at local events and gathering areas. At these meetings, the consultant(s) shall utilize fun and interactive techniques to understand participants' preferences. This may result in a clear preference for one alternative or in a hybrid concept which combines components of each.

Based upon input received, the consultant(s) shall develop a preferred land use and circulation alternative which will serve as the basis for the draft South Santa Rosa Specific Plan. This plan will be presented to the TAC, and refinements will be made to the preferred alternative prior to its presentation to the Steering Committee, at Community Meeting 3, and local events and gathering areas. Input received will be used to refine the alternative and develop the draft plan.



Task 5 Deliverables:

- 5.1: LARGE FORMAT DISPLAY GRAPHICS ILLUSTRATING THE ALTERNATIVE LAND USE AND CIRCULATION PLANS WITH ADDITIONAL SKETCHES, ELEVATIONS, AND STREET SECTIONS NEEDED TO CONVEY EACH ALTERNATIVE, 2 HARD COPIES AND PDF FORMAT.
- 5.2: LAND USE AND CIRCULATION ALTERNATIVES REPORT, 5 HARD COPIES AND PDF FORMAT
- 5.3: QUANTIFIED DEVELOPMENT POTENTIAL FOR EACH ALTERNATIVE
- 5.4: TRAFFIC AND CIRCULATION STUDY, 5 HARD COPIES AND PDF FORMAT
- 5.5: TECHNICAL ADVISORY COMMITTEE MEETING 2
- 5.6: TECHNICAL ADVISORY COMMITTEE MEETING 2 SUMMARY IN ENGLISH AND SPANISH
- 5.7: SPECIFIC PLAN STEERING COMMITTEE MEETING 2 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 5.8: SPECIFIC PLAN STEERING COMMITTEE MEETING 2 (WITH TRANSLATION SERVICES)
- 5.9: SPECIFIC PLAN STEERING COMMITTEE MEETING 2 SUMMARY IN ENGLISH AND SPANISH
- 5.10: SPECIFIC PLAN COMMUNITY MEETING 2 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 5.11: SPECIFIC PLAN COMMUNITY MEETING 2 (WITH TRANSLATION & INTERPRETATION SERVICES)
- 5.12: SPECIFIC PLAN COMMUNITY MEETING 2 SUMMARY IN ENGLISH AND SPANISH
- 5.13: CONSULTANT/STAFF MEETINGS/FOCUS GROUPS WITH COMMUNITY GROUPS, RESIDENTS, BUSINESS OWNERS, AND EQUITY PRIORITY POPULATIONS.

Task 6 – PREFERRED ALTERNATIVE

Based on input received at the second Steering Committee and Community meetings, as well as input received from other methods of community outreach, the consultant, in consultation with city staff and the TAC, will develop a preferred land use and circulation alternative which will serve as a basis for the draft specific plan.

The preferred alternative will be presented to the TAC for review and feedback. Following the TAC meeting, the preferred alternative may be refined for presentation at Steering Committee and Community Meeting 3, and any other methods of outreach. The consultant(s) shall present the preferred land use and circulation alternative at each of these meetings/gatherings/focus groups. The community will be asked to respond to the preferred plan. Input received shall be used to refine the alternative and develop the draft specific plan.



Task 6 Deliverables:

- 6.1: LARGE FORMAT GRAPHIC ILLUSTRATING PREFERRED LAND USE AND CIRCULATION PLAN, 2 HARD COPIES AND PDF FORMAT
- 6.2: QUANTIFIED DEVELOPMENT POTENTIAL FOR PREFERRED ALTERNATIVE
- 6.3: TECHNICAL ADVISORY COMMITTEE MEETING 3
- 6.4: TECHNICAL ADVISORY COMMITTEE MEETING 3 SUMMARY IN ENGLISH AND SPANISH
- 6.5: SPECIFIC PLAN STEERING COMMITTEE MEETING 3 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 6.6: SPECIFIC PLAN STEERING COMMITTEE MEETING 3 (WITH TRANSLATION SERVICES)
- 6.7: SPECIFIC PLAN STEERING COMMITTEE MEETING 3 SUMMARY IN ENGLISH AND SPANISH
- 6.8: SPECIFIC PLAN COMMUNITY MEETING 3 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 6.9: SPECIFIC PLAN COMMUNITY MEETING 3 (WITH TRANSLATION SERVICES)
- 6.10: SPECIFIC PLAN COMMUNITY MEETING 3 SUMMARY IN ENGLISH AND SPANISH
- 6.11: CONSULTANT/STAFF MEETINGS WITH COMMUNITY GROUPS, RESIDENTS, BUSINESS OWNERS, AND EQUITY PRIORITY POPULATIONS.

Task 7 –INFRASTRUCTURE DEVELOPMENT AND SERVICES PLAN

The consultant will prepare an Infrastructure Development and Services Plan and Budget to determine, at a preliminary engineering level, infrastructure needed to support land uses and improvements identified in the preferred alternative. The analysis will describe infrastructure conditions and improvements needed to support the plan in terms of water, wastewater, storm drainage (including low impact development), electricity, gas, cable, telephone service, and parks. Distinction will be made between improvements needed for existing versus future development so future costs can be appropriately attributed. In addition, public services such as transit, schools, police, and fire required to serve the plan should be identified. The plan and budget will:

- Analyze and summarize existing and needed service capacities;
- Include phasing and construction issues and strategies;
- Provide descriptions of needed improvements, including street improvements to City standard, traffic and transit improvements, upsizing of water and wastewater mains and storm drains, undergrounding utilities, and park acquisition and development costs;
- Provide descriptions of needed public services and facilities;



- Provide cost estimates and phasing recommendations for needed improvements and services by system or type within the South Santa Rosa Specific Plan area;

Task 7 Deliverables:

7.1: INFRASTRUCTURE DEVELOPMENT AND FINANCING STRATEGY REPORT, 5 HARD COPIES AND PDF FORMAT

Task 8 – SPECIFIC PLAN DOCUMENT

The consultant will prepare a draft specific plan in compliance with state law and PDA Planning Program. The specific plan will serve as the City’s long range, comprehensive land use, circulation, and implementation plan for guiding development within the plan boundary. The specific plan will contain the following components:

1. Vision: Overview of the Plan written in Plain Language that includes:
 - a. Intended outcomes
 - b. Summary of the area’s history
 - c. Summary of planning process
 - d. Explanation of plan structure
 - e. Summary of implementation actions and timeline
2. Development Standards: Objectively verifiable standards applicable to proposed development projects in the South Santa Rosa Specific Plan area that establish:
 - a. Applicability
 - b. Districts: land use districts into which the development standards are organized
 - c. Use: Permitted, conditionally permitted, prohibited, and, if applicable, required, uses
 - d. Affordable Housing:
 - Minimum share of deed-restricted affordable housing units for developments that include residential floorspace
 - Any linkage fee for non-residential development
 - e. Parking:
 - Maximum permitted automobile parking spaces
 - Minimum required bicycle parking spaces
 - Shared parking standards
 - Requirement to “unbundle” parking from rent or sale price of housing

- f. Building Design:
 - Minimum and maximum total building height, floor-to-floor height, and floor depth;
 - Permitted encroachments;
 - Maximum distance between entrances along public rights-of-way;
 - Façade composition, including maximum distance between vertical elements; and
 - Any contextual requirements for rear or side property lines abutting existing residences.
- g. Site Design: Maximum distance between public rights-of-way; Maximum setbacks from property lines; Required stormwater treatment; Minimum distance between automobile and loading access points; and Prioritization of locations for automobile and loading access.
- h. Project Approval Process: Submission instructions, required review, criteria for exemptions from review, applicable fees, criteria for fee reductions or exemptions, and any applicable review or fees from external agencies.

Where applicable, development standards must comply with MTC's Transit-Oriented Communities Policy.

- 3. Public Realm Standards: Objectively verifiable standards applicable to improvements to existing public rights-of-way and to the design of new public-rights-of way and public spaces that include:
 - a. Circulation network diagram(s): Map(s) illustrating:
 - The location of existing and future public rights-of-way, distinguished by category and indicating user priority;
 - Location of existing and future transit stops; and
 - Any Rights-of-way that are included in the regional Active Transportation Network.
 - b. Right of Way design: Dimensioned plans, cross-sections, and tables for each category illustrated on the Circulation network diagram, including:
 - Minimum and maximum width and function of vehicle travel lanes;
 - Minimum sidewalk and planting zone widths;
 - Minimum and maximum distance between street trees;
 - Maximum distance between light fixtures intended to illuminate pedestrian areas; and



- Maximum distance between protected pedestrian crossings.
 - c. Public space network diagram: map illustrating the general location of existing and future publicly accessible spaces that are outside of the Right of Way, such as parks and plazas.
 - d. Public space design: Table Standards including maximum distance between access points and desired or required features.
4. Community, Health, and Equity: Policies to integrate equity and inclusion into the development projects and public works associated with the Plan, including:
- a. Affirmatively furthering fair housing;
 - b. Ensuring equal access to people of all physical and mental abilities;
 - c. Addressing climate impacts on vulnerable populations; and
 - d. Equity metrics for development projects and public works.
5. Capital Improvements: Map and table of projects that will be carried out by the local jurisdiction or special districts responsible for public works in the Plan area, including:
- a. Public right-of-way
 - b. Public facilities
 - c. Infrastructure
 - d. Publicly accessible open space
6. Implementation and Financing Plan. Identify actions, investments and strategies for plan implementation, along with completion date estimates, phasing, and cost estimates. Include capital improvements and programs identified in the Plan. For each action and investment, the following should be specified:
- a. Milestones and Dates
 - b. Responsible parties
 - c. Estimated cost, committed funding, and anticipated funding sources
 - d. Ongoing tracking and reporting process

An administrative draft specific plan will be prepared for review by City staff and the TAC. Comments received will be incorporated into the public review draft specific plan. The community engagement and land use consultant(s) shall conduct Steering Committee and Community Meetings, and any other method of outreach, following preparation and release of the draft specific plan to present the plan and to receive public comment and input.



Task 8 Deliverables:

- 8.1: ADMINISTRATIVE DRAFT SPECIFIC PLAN, 5 HARD COPIES AND PDF FORMAT
- 8.2: PUBLIC REVIEW DRAFT SPECIFIC PLAN, 20 HARD COPIES AND PDF FORMAT
- 8.3: SPECIFIC PLAN STEERING COMMITTEE MEETING 4 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 8.4: SPECIFIC PLAN STEERING COMMITTEE MEETING 4 (WITH TRANSLATION SERVICES)
- 8.5: SPECIFIC PLAN STEERING COMMITTEE MEETING 4 SUMMARY IN ENGLISH AND SPANISH
- 8.6: SPECIFIC PLAN COMMUNITY MEETING 4 NOTICE/AGENDA IN ENGLISH AND SPANISH
- 8.7: SPECIFIC PLAN COMMUNITY MEETING 4 (WITH TRANSLATION SERVICES)
- 8.8: SPECIFIC PLAN COMMUNITY MEETING 4 SUMMARY IN ENGLISH AND SPANISH
- 8.9: CONSULTANT/STAFF MEETINGS WITH COMMUNITY GROUPS, RESIDENTS, BUSINESS OWNERS, AND EQUITY PRIORITY POPULATIONS.

Task 9 – ENVIRONMENTAL IMPACT REPORT

The consultant will prepare a Program Environmental Impact Report which will thoroughly and adequately assess the impacts of the draft specific plan and comply with the provisions of the California Environmental Quality Act. The consultant will also prepare responses to comments received during the public review period, a mitigation monitoring program, and statement of overriding considerations, as necessary. The EIR will address the following areas:

- Land Use Consistency and Compatibility
- Population, Housing and Employment
- Transportation and Circulation
- Air Quality
- Noise
- Biological Resources
- Water/Wastewater
- Hydrology/Flooding
- Public Services
- Cultural and Historic Resources
- Visual Quality
- Geology and Seismicity
- Hazardous Materials/Toxics
- Energy/Climate Change



In addition, the EIR will include discussion of growth inducing and cumulative impacts, and significant, unavoidable impacts, if any. A range of reasonable alternatives to the draft specific plan will be evaluated, including the “No Project” alternative. A Mitigation Monitoring Program shall also be developed.

The consultant will attend an EIR scoping meeting and a public hearing on the Draft EIR at the Planning Commission. The consultant will prepare responses to comments received during the public review period and at the public hearing on the Draft EIR. Consultant will coordinate the printing of the Final EIR.

Task 9 Deliverables:

- 91: NOTICE OF PREPARATION/SCOPING MEETING IN ENGLISH AND SPANISH
- 9.2: PUBLIC SCOPING MEETING FOR EIR PREPARATION (INCLUDING TRANSLATION AND INTERPRETATION SERVICES)
- 9.3: ADMINISTRATIVE DRAFT EIR, 5 HARD COPIES AND PDF FORMAT
- 9.4: DRAFT EIR, 20 COPIES AND PDF FORMAT
- 9.5: ATTENDANCE AT PLANNING COMMISSION HEARING REGARDING DRAFT EIR
- 9.6: FINAL EIR (INCLUDING DRAFT EIR AND RESPONSE TO COMMENTS) 20 COPIES AND PDF FORMAT

Task 10 – PRESENTATION AND ADOPTION OF DRAFT SPECIFIC PLAN

The consultant, with staff participation, will present the draft specific plan at public hearings before the Planning Commission and City Council. Consultant will make any final revisions to the specific plan based on changes adopted by the City Council. Consultant will coordinate printing of the adopted specific plan.

Task 10 Deliverables:

- 10.1: BILINGUAL PRESENTATION OF DRAFT SPECIFIC PLAN AT PLANNING COMMISSION PUBLIC HEARING
- 10.2: BILINGUAL PRESENTATION OF DRAFT SPECIFIC PLAN AT CITY COUNCIL PUBLIC HEARING
- 10.3: ADOPTED SPECIFIC PLAN, 20 HARD COPIES
- 10.4: ADOPTED SPECIFIC PLAN, ELECTRONIC COPY IN WORD AND PDF FORMAT (GRAPHICS/MAPS SHALL BE PREPARED IN A GRAPHICS FILE)
- 10.5: ADOPTED SPECIFIC PLAN, ELECTRONIC COPY IN WORD AND PDF FORMAT IN SPANISH (GRAPHICS/MAPS SHALL BE PREPARED IN A GRAPHICS FILE)

Task 11 - GENERAL PLAN AND ZONING AMENDMENTS



The consultant and City staff will evaluate properties within the project boundaries to determine which sites need General Plan land use amendments. The Santa Rosa General Plan land use designations will be utilized. In consultation with the consultant, City staff will work to incorporate any text or policy amendments within the General Plan, including revisions to population and job projections.

City staff will also evaluate properties within the project boundaries to determine which sites need to be rezoned and/or pre-zoned for consistency with the South Santa Rosa Specific Plan and Santa Rosa General Plan, as well as pre-zoning for the unincorporated areas outside of the plan area. Existing Santa Rosa zoning districts will be utilized.

City staff will evaluate the Santa Rosa Zoning Code to determine if amendments will be necessary for consistency with the specific plan. If amendments are necessary, City staff, in consultation with the consultant, will draft the proposed amendments.

Task 11 Deliverables:

11.1: LIST OF PROPERTIES, AND ASSOCIATED MAPS, NEEDING GENERAL PLAN LAND USE DESIGNATION AMENDMENTS, AND TO WHAT DESIGNATION THEY WILL BE AMENDED

11.2: LIST OF GENERAL PLAN TEXT AMENDMENTS

11.3: LIST OF PROPERTIES NEEDING REZONING AND/OR PRE-ZONING.



**SOUTH SANTA ROSA SPECIFIC PLAN
TENTATIVE SCHEDULE AND BUDGET**

Task	Task / Deliverables	Estimated Cost	Estimated Completion Date
1, 2, 3, 4	<u>Project Commencement / Existing Conditions / PDA Profile / Land Use Preferences</u>	\$216,000	3 months (1/2024 – 3/2024)
	a. Project Commencement Meeting w/ Specific Plan Consultant		
	b. Prepare Existing Conditions Report & Map		
	c. Specific Plan Meetings/Workshops/Outreach (existing conditions, land use		
	d. Survey		
	e. Steering Committee Meeting: Results of Survey/Next Steps		
	f. Community Meeting: Results of Survey/Next Steps		
5	<u>Land Use/Circulation Alternatives (Specific Plan)</u>	\$160,000	3 months (4/2024 – 7/2024)
	a. Prepare Land Use/Circulation Alternatives Report & Map		
	b. Prepare Traffic Analysis		
	c. Specific Plan Meetings/Workshops/Outreach (land use/circulation alternatives)		
6, 7	<u>Preferred Alternative / Infrastructure & Financing / Affordable Housing</u>	\$205,000	5 months (8/2024 – 1/2025)
	a. Prepare Preferred Land Use/Circulation Alternative		
	b. Infrastructure Development and Financing Strategy Report		
	c. Affordable Housing/Anti-Displacement Strategy		
	d. Specific Plan Meetings/Workshops/Outreach (preferred alternative)		
8	<u>Draft Specific Plan</u>	\$177,000	4 months (2/2025 – 5/2025)
	a. Prepare Draft Specific Plan		
	b. Specific Plan Meetings/Workshops/Outreach (draft plan)		
9, 10	<u>Amendments and Draft EIR</u>	\$365,000	5 months (6/2025 – 11/2025)
	a. Prepare General Plan and Zoning Amendments		
	b. Prepare Draft EIR		
11	<u>Public Hearings / Final Specific Plan and EIR</u>	\$77,000	4 months (12/2025 – 1/2026)
	a. Planning Commission (2)		
	b. Prepare Final Specific Plan and EIR		
	c. City Council (2)		
TOTAL		\$1,200,000	24 months