

CITY OF SANTA ROSA  
HOUSING AUTHORITY

TO: HOUSING AUTHORITY COMMISSIONERS  
FROM: ANDY GUSTAVSON, SENIOR PLANNER  
PLANNING & ECONOMIC DEVELOPMENT  
SUBJECT: 2050 GENERAL PLAN VISION STATEMENTS

AGENDA ACTION: STUDY SESSION

RECOMMENDATION

It is recommended by the Planning & Economic Development Department the Housing Authority receive and provide input on the 2050 General Plan Vision Statement Report.

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EXECUTIVE SUMMARY

The Vision Statements will help shape the goals and policies of the 2050 General Plan which is branded as the “Santa Rosa Forward” project. The presented draft Vision Statements, which came out the Santa Rosa Forward Community Advisory Committee, will be refined by the project team using input collected from surveys, at public workshops, meetings with community groups, presentations to City boards and commissions, and at a joint City Council and Planning Commission study session on July 20, 2021. The final Vision Statements will be used by the project team to build land use alternatives for multiple General Plan scenarios. The project team will present these alternatives in the Fall of 2021 for public review. Based on comments received one alternative will be chosen by the Council to move forward to the environmental review phase (2022). In this way, the preparation of the Vision Statements is a vital step to help ensure that Santa Rosa Forward represents the desires of the community.

BACKGROUND

In March 2020, the Planning & Economic Development Department started the Santa Rosa Forward project. This three-year project includes a comprehensive update of the City’s existing General Plan.

The City is committed to providing a transparent, inclusive, engaging, and far-reaching community outreach and engagement process. The project team is currently engaged in a robust community outreach and engagement process to discuss the future vision of Santa Rosa with the full community. Outreach to individuals and groups who ordinarily do not participate in civic activities is a top team priority.

The Santa Rosa Forward Community Advisory Committee met on March 31<sup>st</sup> to establish the draft Vision Statement. This statement is now being presented in English and Spanish to the public at community workshops, meetings with community groups, and at City boards and commissions, including the Housing Authority, and on-line by a survey. The scheduled joint study session with the City Council and Planning Commission on July 20th, 2021 will conclude the Vision Statement outreach.

All the public input will be used to prepare the final Vision Statement which will then help the project team build land use alternatives for multiple General Plan scenarios. The general plan alternatives will be presented to the public in the Fall of 2021. Based on comments received one alternative will be chosen by the Council to move forward to the environmental review phase (2022). In this way, the preparation of the Vision Statements is a vital step to help ensure that Santa Rosa Forward represents the desires of the community.

#### PRIOR HOUSING AUTHORITY REVIEW

Not Applicable.

#### ANALYSIS

The following draft Vision Statements are aspirational statements framing community needs and desires and will serve as a foundation for all the remaining General Plan work. In particular, the Vision Statements will inform the land use and transportation alternatives, new and updated goals, policies, and programs; and they help to will ensure that the General Plan fully addresses the needs and desires of the community.

They are listed below for discussion by members of the Housing Authority.

**Inclusive:** Everyone is welcome, all people and groups are actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.

**Just:** Social and environmental justice is achieved for all people.

**Healthy:** Neighborhoods are healthy, vibrant, full-service communities, anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for all groups to gather.

**Resilient:** All facets of the community, including housing, infrastructure, and social services are sustainable and resilient to economic changes and hazards.

**Prepared:** All residents are aware of the risks of natural and human-caused hazards and are engaged in neighborhood and City emergency preparedness efforts.

**Sheltered:** A diverse mix of high quality, safe, thoughtfully designed, and well-served

housing at all affordability levels is available throughout the community to accommodate everyone, including local workers and formerly homeless residents.

**Equitable:** Everyone has convenient and equitable access to meet their daily needs—including healthy food, recreation, education, childcare, reliable internet, and physical and mental health services—and community members enjoy long, fulfilling, healthy lives.

**Successful:** Top employers gravitate; Black-, Latinx-, and other minority-owned businesses are in all corners of the community; tourism and entertainment spaces support a vibrant city; and meaningful work in a thriving economy is available for people of all ages and backgrounds.

**Connected:** High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city at all times and support healthy lifestyles, clean air, equity, and resilience.

**Safe:** Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the neighborhoods, groups, and individuals they serve.

**Educated:** Life-long education, enrichment, and supportive services and resources engage and empower young people, strengthen families, connect and activate seniors, and foster the success and well-being of all people.

**Cultural:** Artists and public art are supported and found in every neighborhood and historic resources emphasize the importance of culture in the community and its contribution to equity and the local economy.

**Sustainable:** Natural resources—including streams and creeks, trees and landscaping in public places, and community and rooftop gardens—are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods.

#### FISCAL IMPACT

Not Applicable

#### ENVIRONMENTAL IMPACT

This discussion of Vision Statement is exempt from the California Environmental Quality Act (CEQA) because it is not a project and does not have potential for resulting in either a direct or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Presentation

CONTACT

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