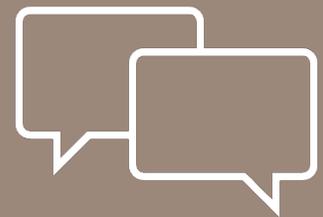




CITY COUNCIL AND PLANNING COMMISSION STUDY SESSION

COMMUNITY VISION STATEMENT | JULY 20, 2021 | www.SantaRosaForward.com



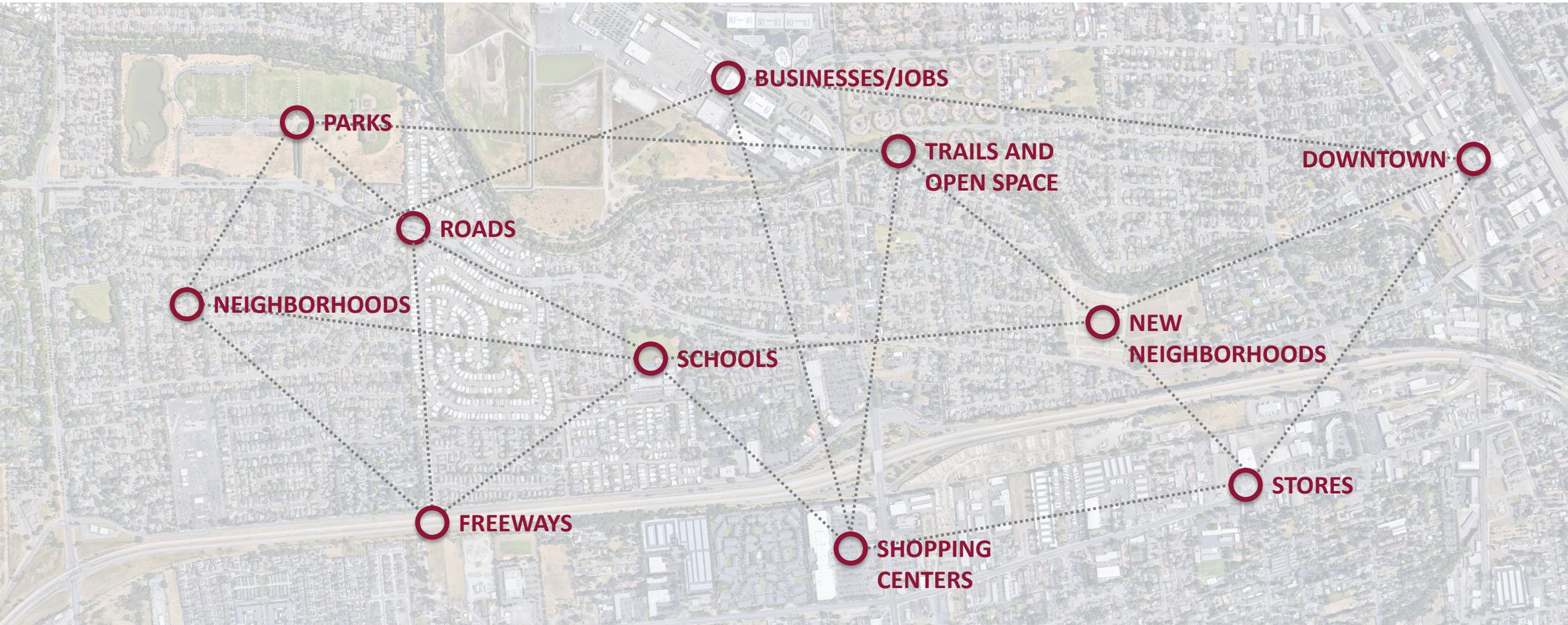
Presentation Outline

- Project Summary
- Project Materials and Reports Prepared To Date
- Community Engagement: Comments and Feedback
- Draft General Plan Community Vision
- Discussion
- Next Steps

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

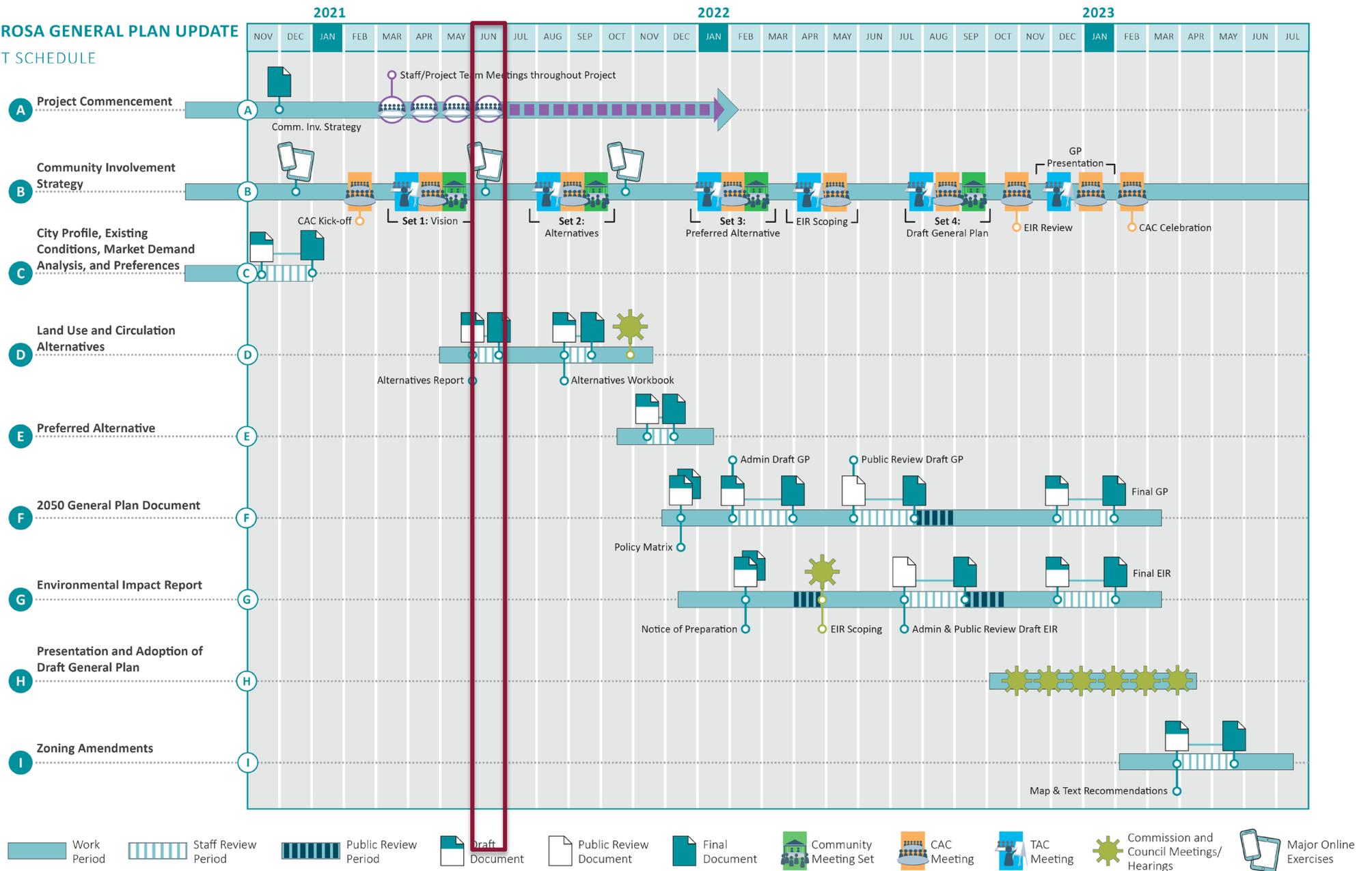


And to work directly with the **Santa Rosa community** to identify opportunities and solutions at regional, citywide, and neighborhood scales.



SANTA ROSA GENERAL PLAN UPDATE

PROJECT SCHEDULE

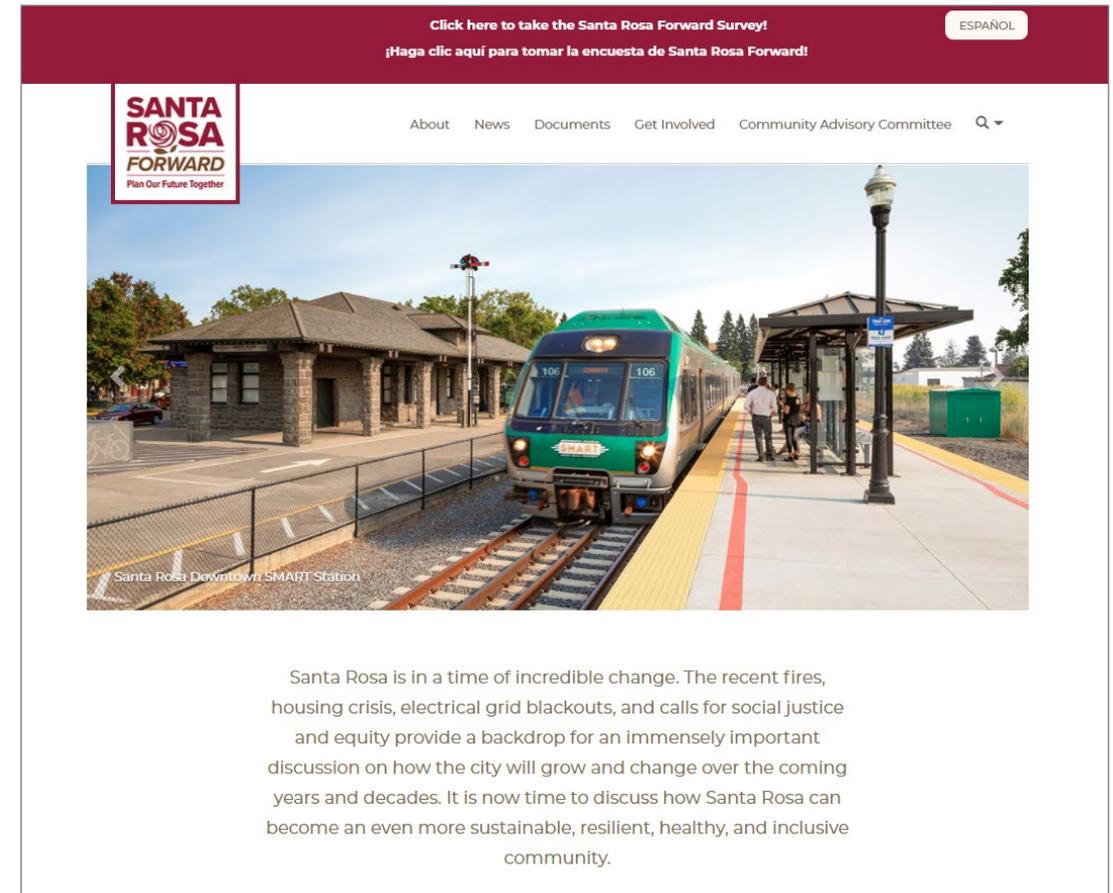


Revised December 2020

Project Website

The City launched a project website in December 2020 that includes a wealth of project information and materials.

Also includes a Comment Form, the ability to sign up for email updates, and links to surveys.

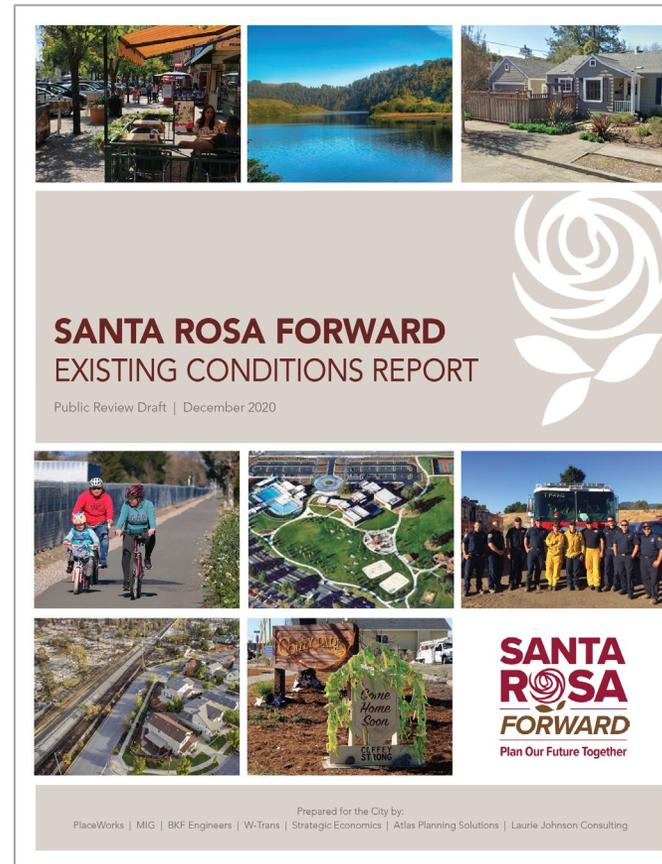


Available at: www.SantaRosaForward.com

Existing Conditions Report

Published in December 2020, this report summarizes the current context in Santa Rosa:

- Demographics
- Economics
- Land Uses
- Community Character
- Mobility
- Natural Resources
- Safety
- Infrastructure
- Environmental Justice
- Community Health



5.1 RECREATION, PARKS, AND OPEN SPACE FINDINGS

Recreation and Parks

1. The City of Santa Rosa's current General Plan sets a goal of six acres of parkland for every 1,000 Santa Rosa residents—twice the State standard and national average. Santa Rosa has nearly achieved this goal, with 5.9 acres of park and open space land per 1,000 residents.
2. Parkland in Santa Rosa is well distributed geographically, and a majority of residents have access to parks or open space areas within a half mile of their homes. This includes neighborhoods designated by the State as "Communities of Concern" (which in other cities often specifically lack easy access to parks or open space).
3. The City is committed to maintaining and improving the community's access to quality parks now and in the future by: (a) ensuring safe, walkable access to parks for all residents; (b) continuing to offer valuable programming, including youth enrichment programs; and (c) maintaining high-quality park amenities.

Regional Open Space and Trails

4. Open space areas of various sizes are integrated into many of the city's parks and contribute to the overall preservation of recreational land in the Planning Area. Open space areas purposely have minimal improvements to preserve the natural setting.
5. Larger open space areas in the Planning Area are generally developed in association with the Sonoma County Agricultural Preservation and Open Space District and the Sonoma County Water Agency under joint acquisition and maintenance agreements. These spaces are counted toward the standard of 1.1 acres of public-serving open space per 1,000 residents.

Fire Damage and Park Restoration

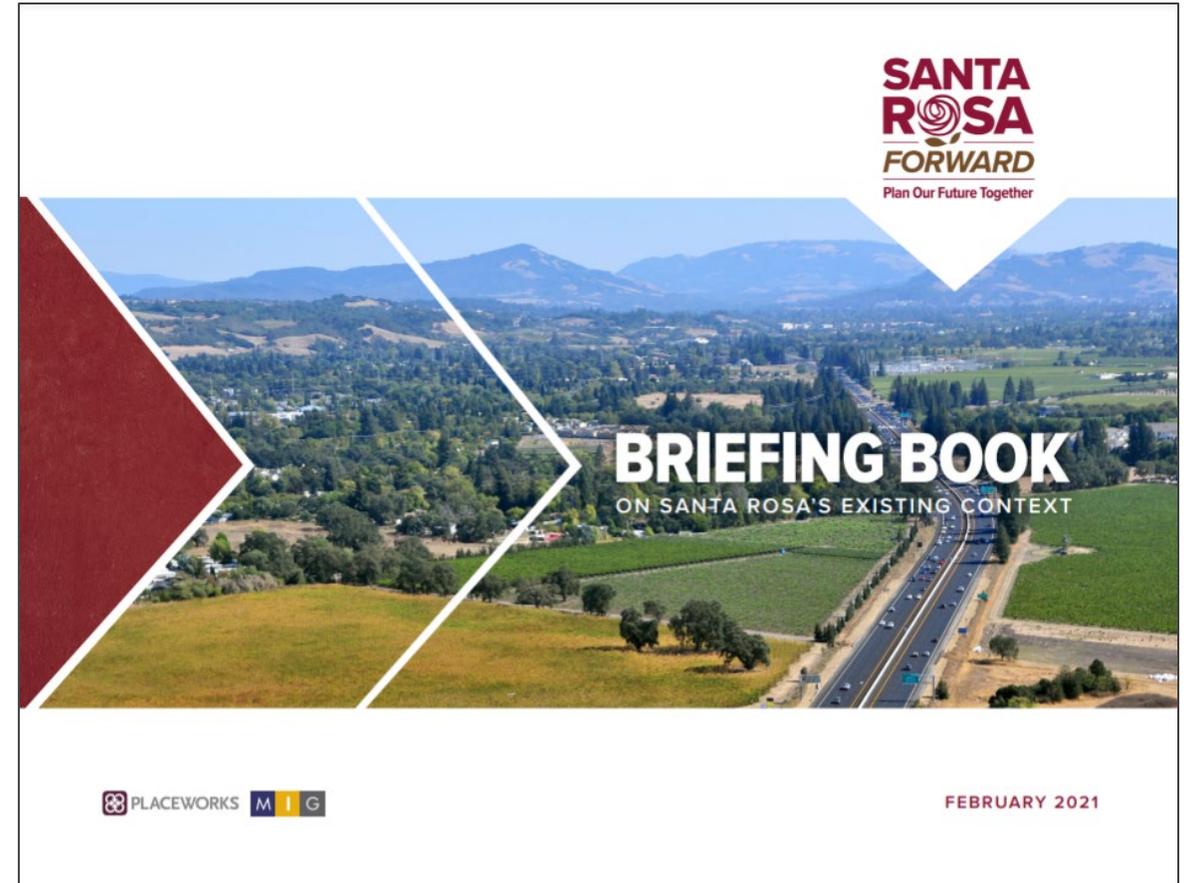
6. The 2017 Tubbs Fire damaged approximately 75 acres of parkland across 10 park sites in Santa Rosa. This included damage to community parks, neighborhood parks, and landscaped and natural open space areas. The City is currently (2020) in the process of restoring nine of the 10 parks, including the full rebuild of the Coffey Neighborhood Park.

Available at: www.santarosafoward.com/docs

Briefing Book

Published in February 2021, this report includes a summary of the major issues, opportunities, and constraints in Santa Rosa.

The Briefing Book was published in both English and Spanish versions.



Available at: www.santarosafoward.com/docs

Briefing Book Excerpts



INTRODUCTION

Updating the General Plan provides an opportunity to understand these and other issues facing Santa Rosa and allows the City to work closely with community members to develop policies and actions to effectively address current and future challenges. The following **Briefing Book** summarizes important background information and emerging opportunities, organized into six key topical areas:

		
<i>Land Use and Community Character</i>	<i>Social and Environmental Justice</i>	<i>Fire and Related Hazards</i>
		
<i>Housing, Employment, and Economic Development</i>	<i>Travel and Commute Patterns</i>	<i>Parks and Public Services</i>

More information on these and many other topics can be viewed in the detailed Existing Conditions Report, available on the project website at www.SantaRosaForward.com.

Some key topics that will be discussed during this project include...



▶ **The ongoing effects of the COVID-19 Pandemic** which are touching nearly every aspect of community life.



▶ **Social justice issues and the need to address longstanding inequities** both locally and nationally.



▶ **The 2017 Tubbs and 2020 Glass fires** which have demonstrated the city's acute vulnerability to natural hazards.



▶ **Finding affordable and safe housing** is becoming ever-more difficult, especially for our most vulnerable residents.



▶ **Changes in mobility technology and patterns** that are creating new ways for people and goods to move through the city.

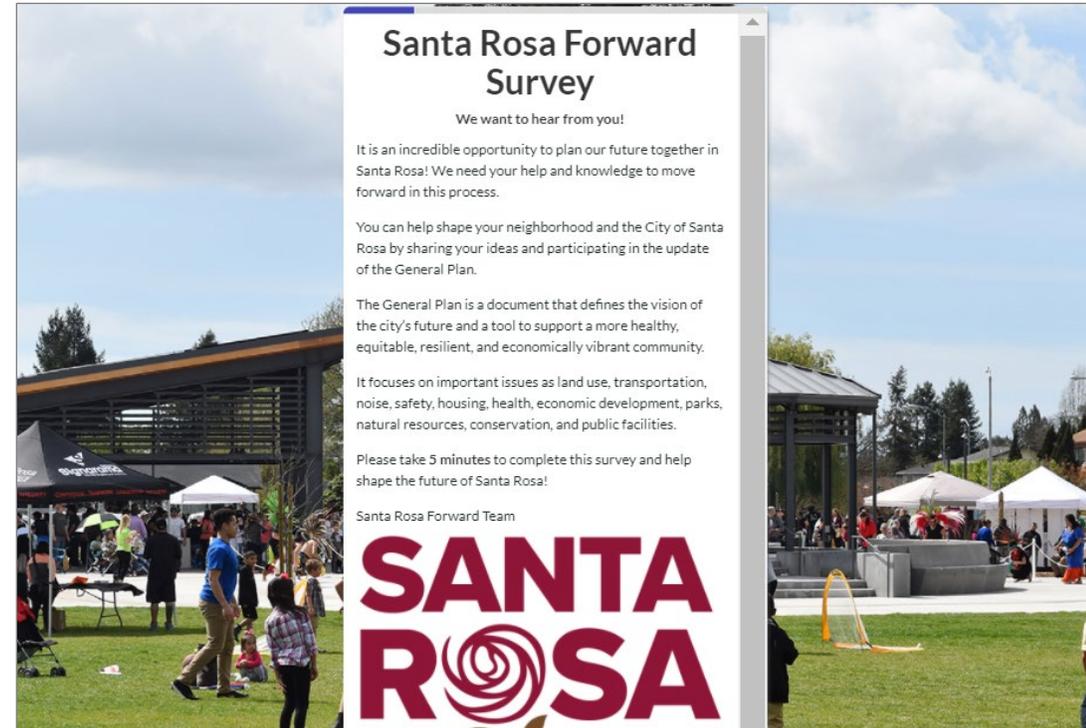


▶ **The need to improve community health** by making neighborhoods safer and more walkable, expanding access to healthy foods, and improving access to healthcare.

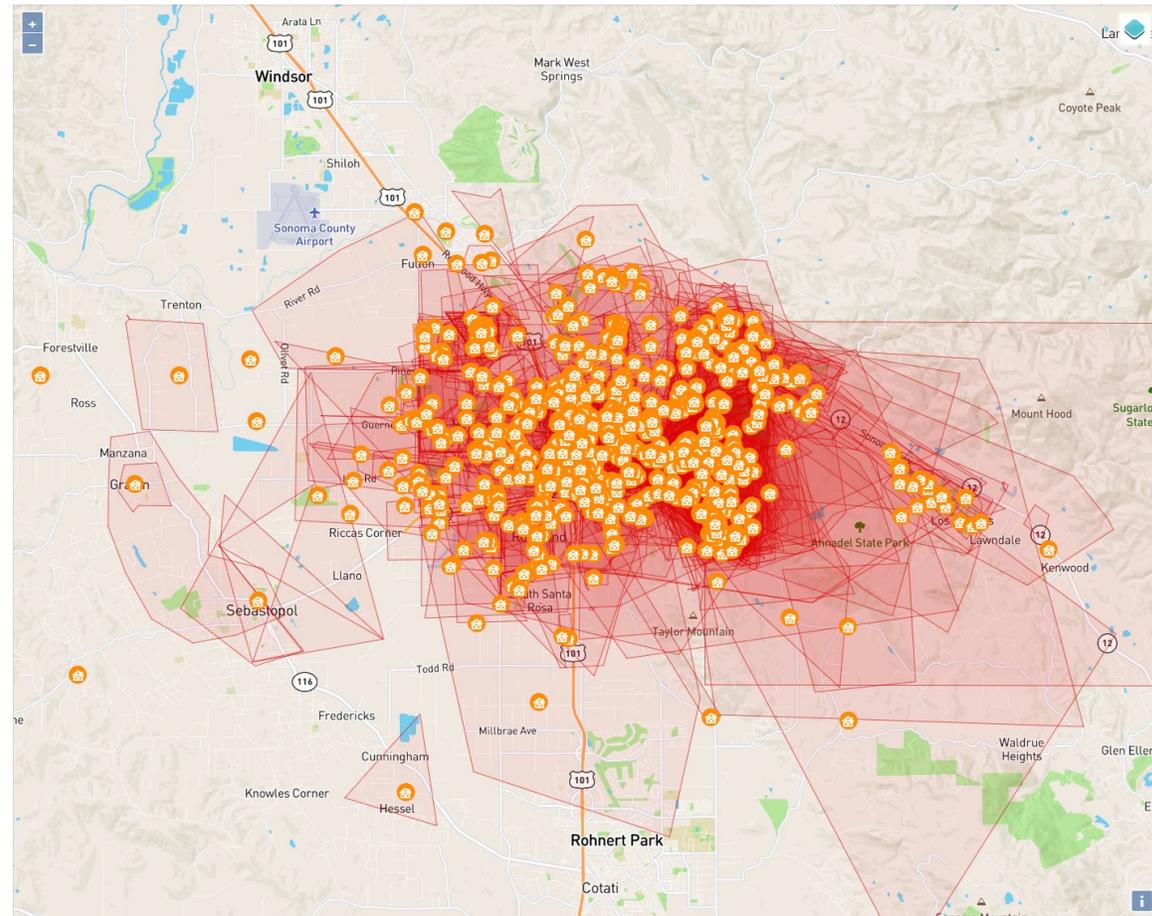
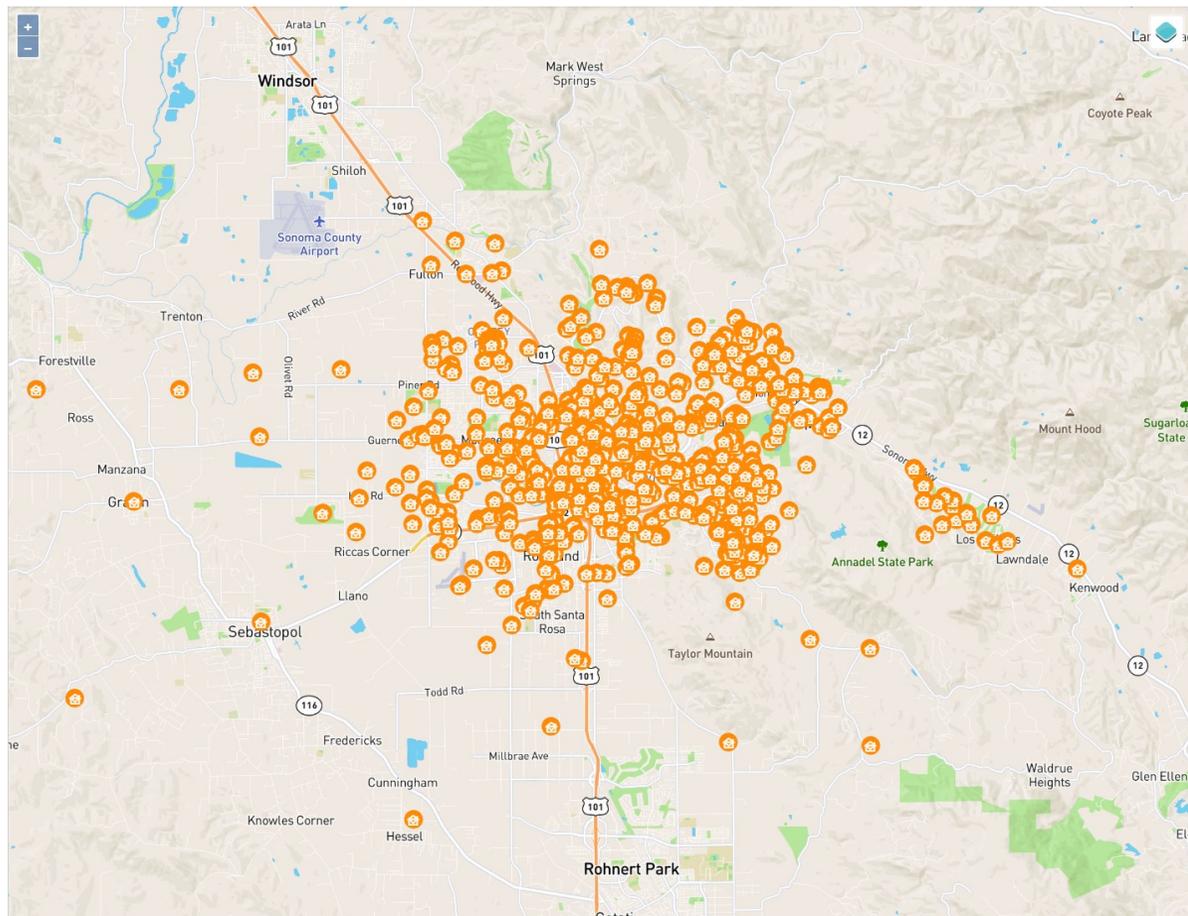
Community Survey #1: *The Heart of Your Neighborhood*

Open Feb to March 2021, this survey included questions about community health, ways people would like to be engaged, and an exercise to “Map Your Neighborhood.”

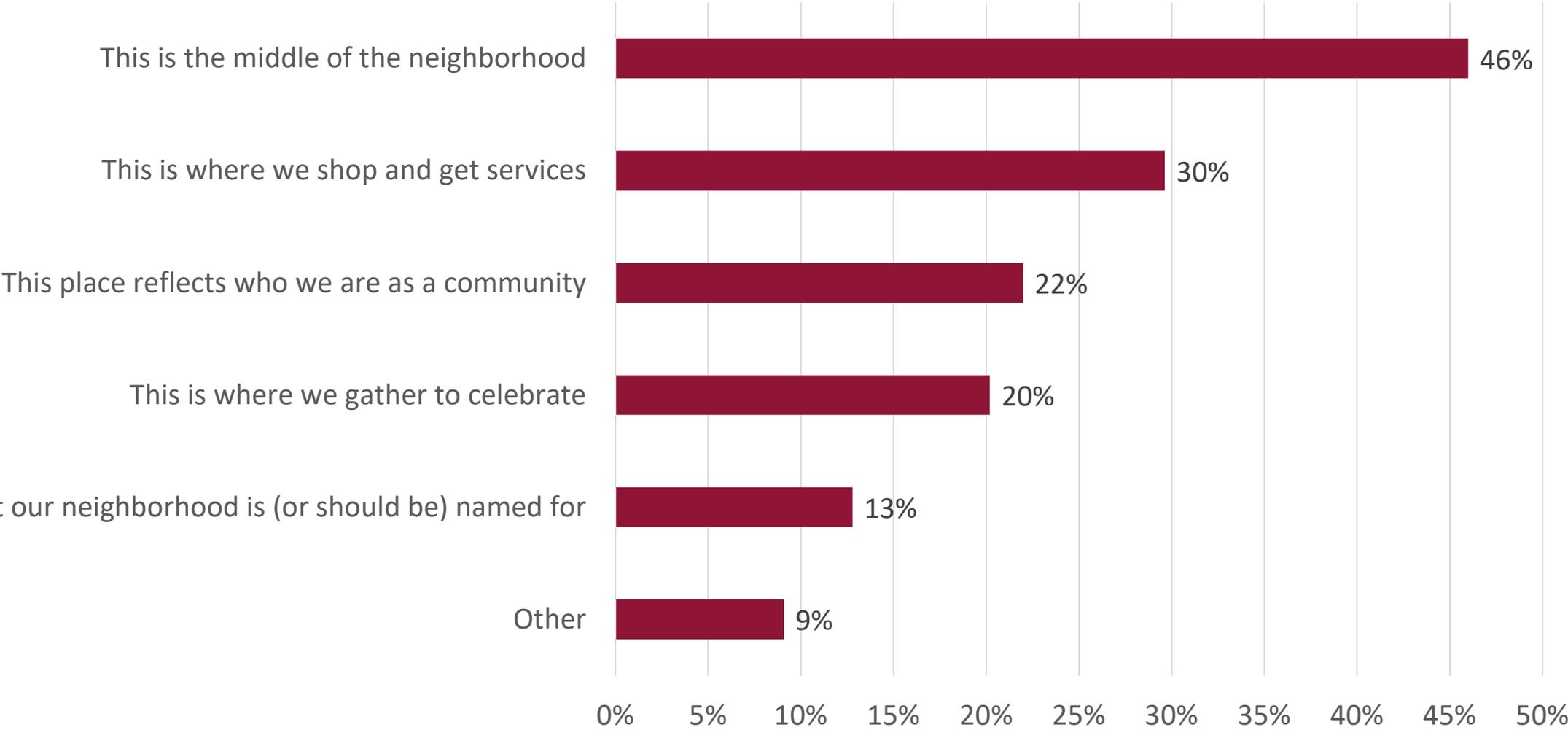
Over **1,300** Santa Rosans completed the survey!



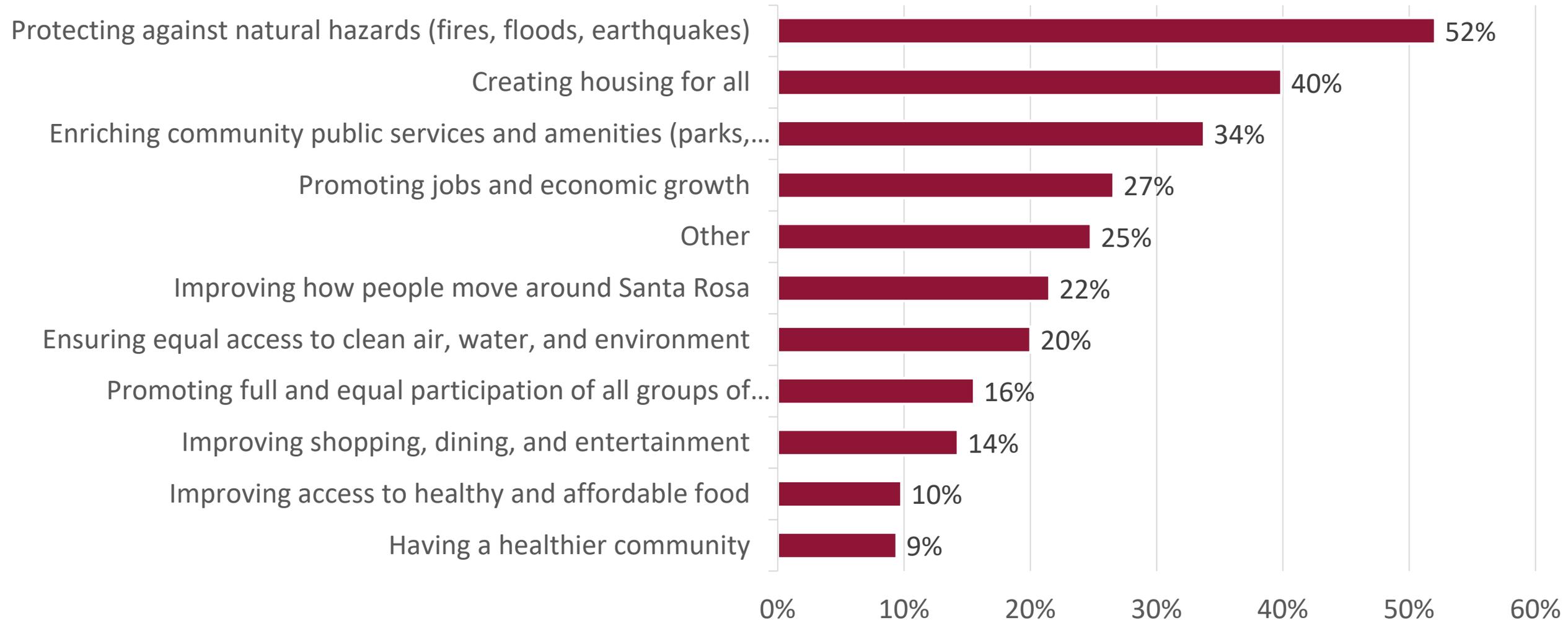
Map the Heart of Your Neighborhood



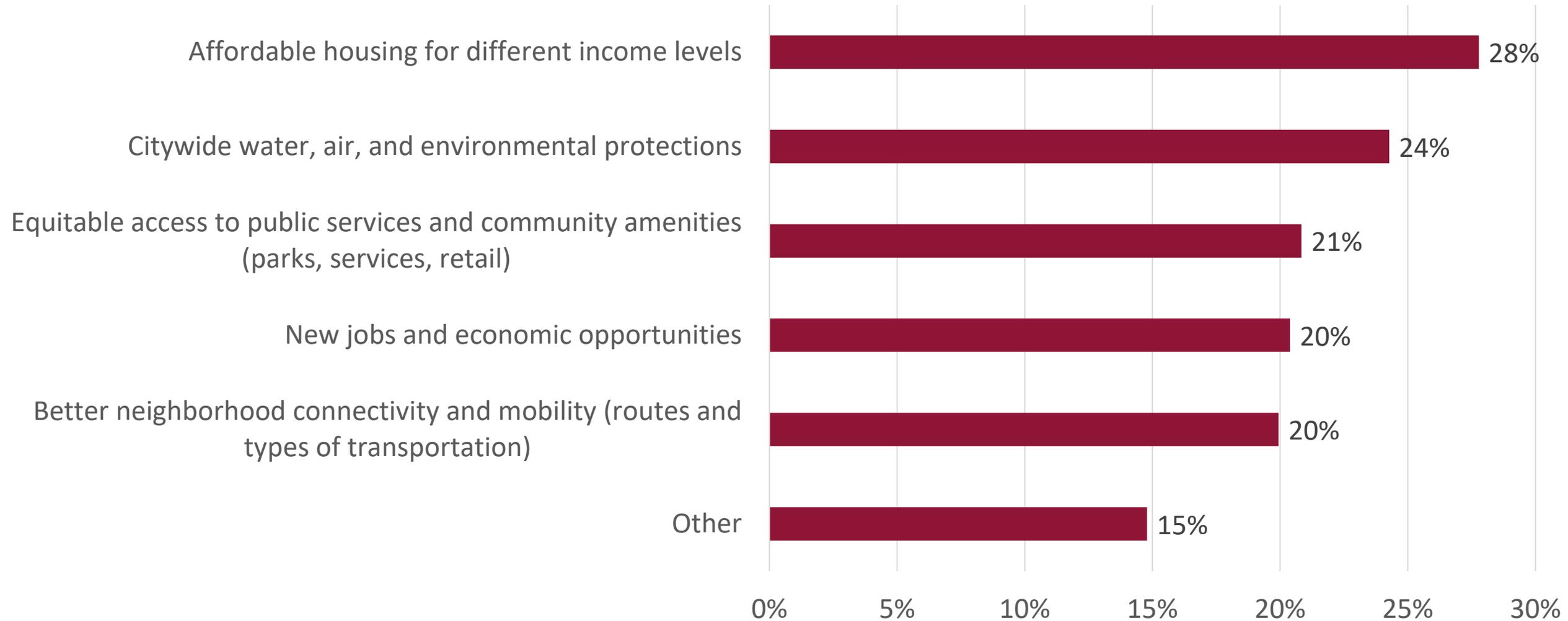
What makes this the heart of your neighborhood?



What are the most important changes you would like to see in the City of Santa Rosa?

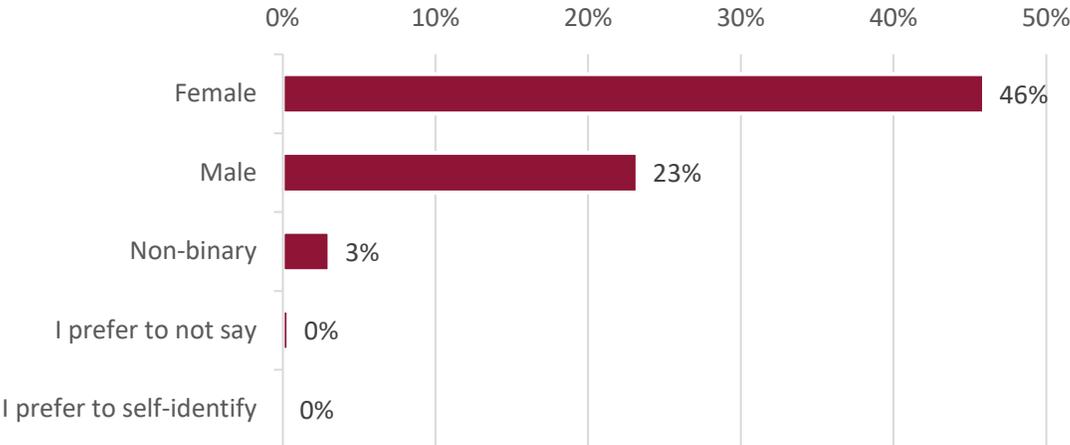


What excites you the most about the future of Santa Rosa?

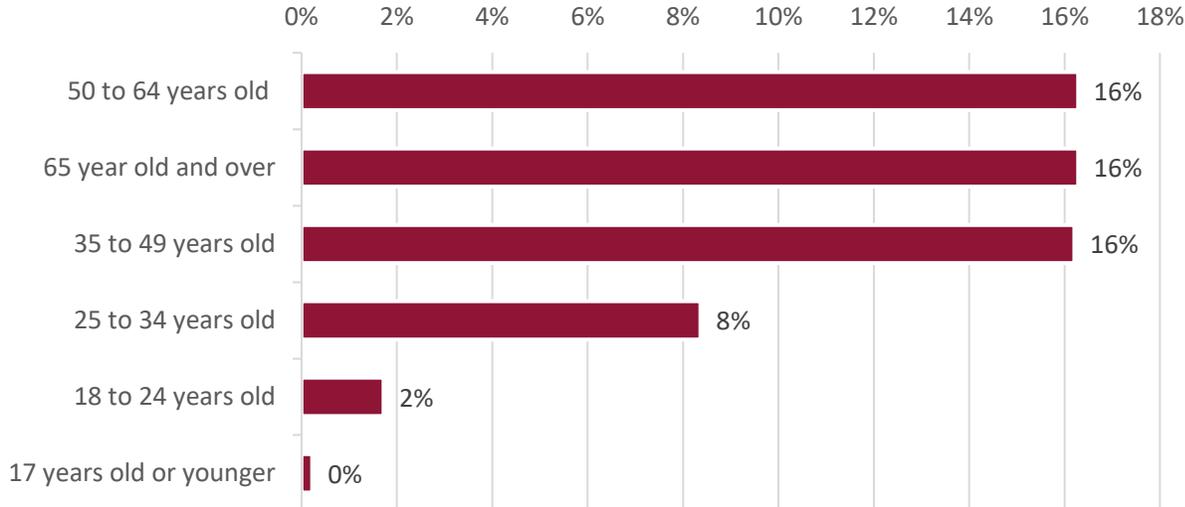


Survey Participant Demographics

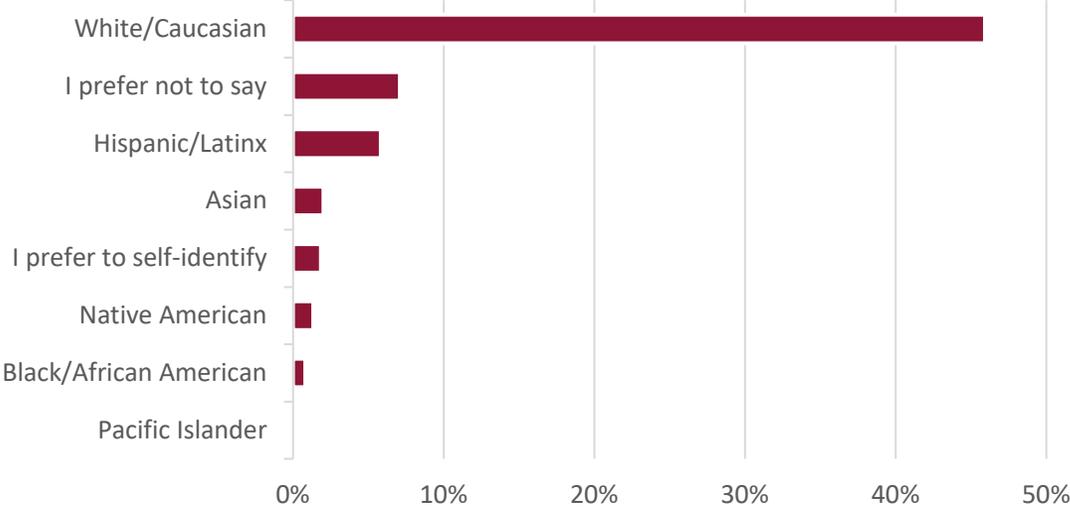
Gender



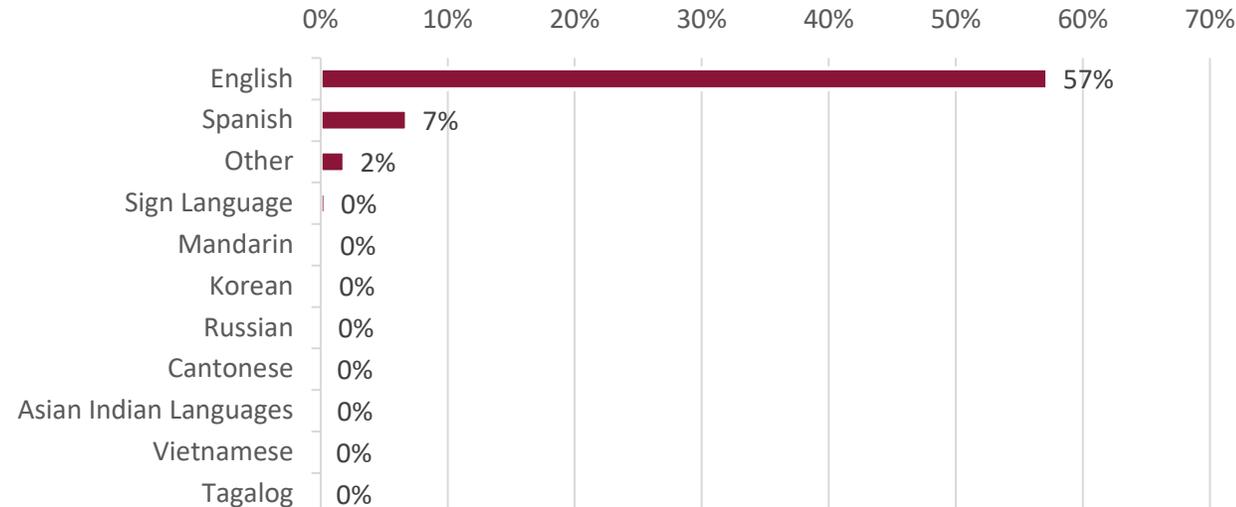
Age



Race/Ethnicity



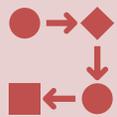
Language Spoken at Home



Technical Advisory Committee



The Technical Advisory Committee (TAC) is comprised of technical experts from City departments and partner agencies that provide feedback on the project and ensure plan concepts can be achieved.



The TAC has met regularly to confirm data and information and provide insights into the Visioning process.

Community Advisory Committee

The CAC is a key part of the community engagement strategy.

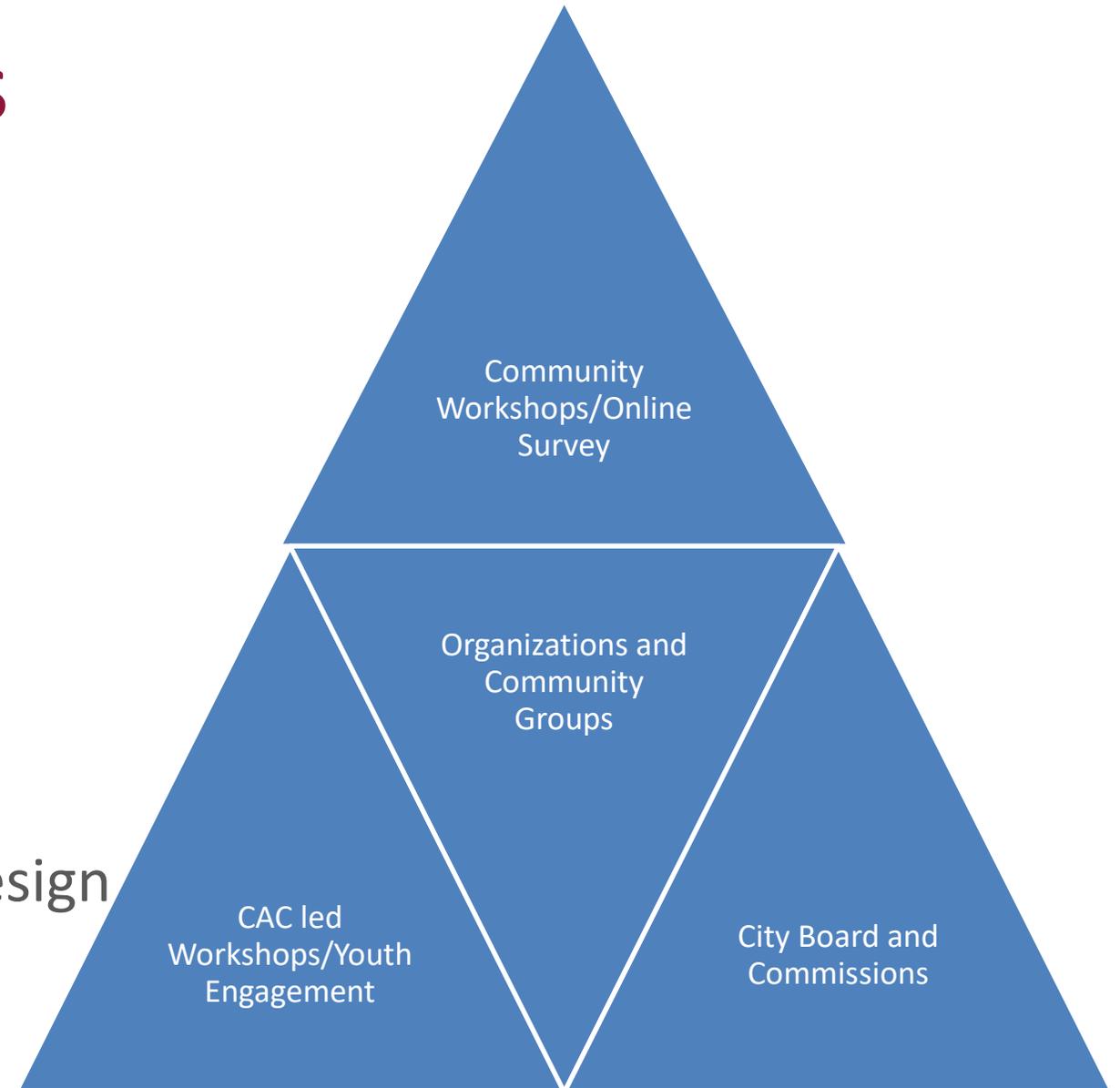
They are a community-based Advisory Committee that are acting as liaisons to help the City reach out to the full Santa Rosa community.



Engagement Activities

Guiding Principals

- Authentic and Equitable
- Inclusive & Flexible
- Interwoven Equity
- High Tech & High Touch
- Clear/Focused
- Integrated Framework for Growth/Development/Community Design
- Respect



Community Vision Workshops (District-wide)

Pregunta #1
¿Qué es lo que más le gusta o lo que más le inspira de Santa Rosa? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)

Educar	Más representación	Los Incentivos	Enseñar de los	Justicia Criminal	Reducir la
Las personas a	Transporte de las	Talud pública	La Comunidad	Seguridad Pública	
Medios de	Recreación				

Pregunta #2
¿Qué cambiaría o mejoraría de Santa Rosa en el futuro? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)

In one word, what is your vision for the future of Santa Rosa?

welcoming
inspired
affordable
family-friendly
sustainable
equity
equality of services thro
safe
just

SANTA ROSA FORWARD
Plan Our Future Together

¡BIENVENIDOS!
EL TALLER VIRTUAL COMENZARÁ EN UN MOMENTO

TALLER DE VISION COMUNITARIA | MAYO 2021 | www.SantaRosaForward.com

Draft Vision Statements

- Sustainable
- Inclusive
- Just
- Healthy
- Resilient
- Prepared
- Sheltered
- Equitable
- Successful
- Connected
- Safe
- Educated

Review the following Draft Vision and select the four topics that are most important to you.

Topic	Count
Inclusive	2
Just	4
Healthy	3
Resilient	4
Prepared	3
Sheltered	3
Equitable	1
Successful	5
Connected	0
Safe	1
Educated	0
Cultural	4
Sustainable	6

Community Vision Workshops (District-wide)

The City hosted 10 Workshops that provided community members an opportunity to:

Learn about the Santa Rosa Forward process and the importance of the General Plan

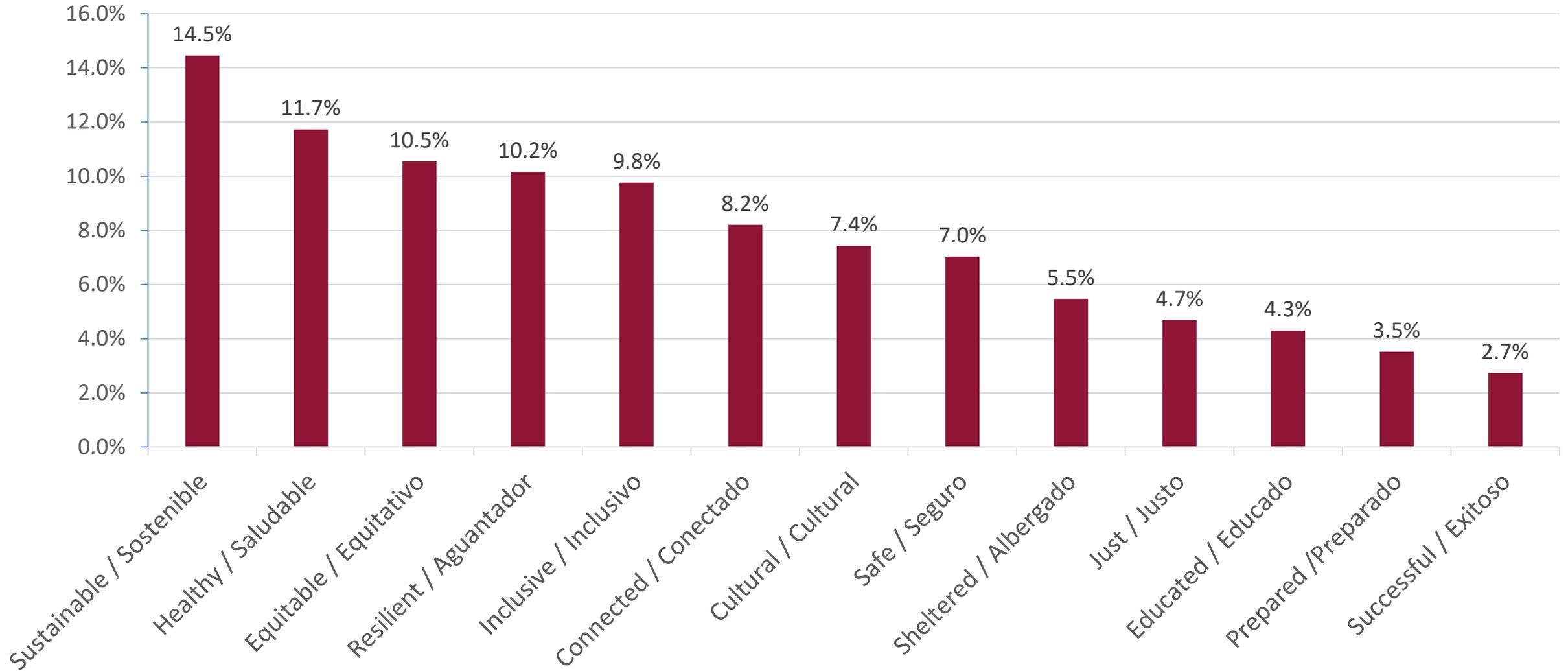
Discuss a VISION for the future of Santa Rosa

Discuss what they like about Santa Rosa and what they would improve or change in the future

One Word Vision (combined results)



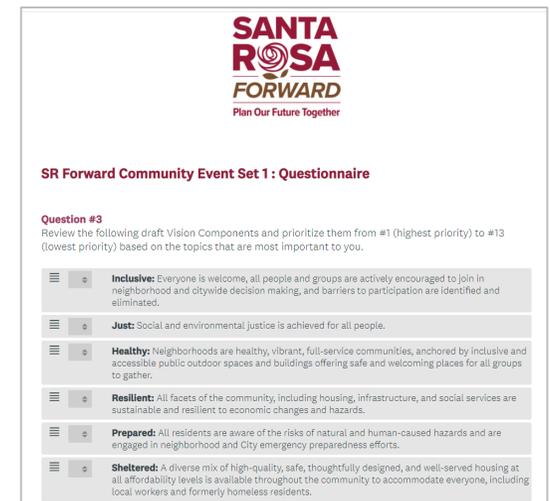
Top Ranked Vision Statements (combined results)



Community Survey #2: *Draft Vision Statements*

The Project Team also prepared an interactive online survey that mirrored the content from the workshops and meetings.

This provided an additional opportunity for the community to share their voice and provide comments.



How Are Community Comments Being Used?

The Project Team heard a wealth of comments and ideas (3,000+) during the recent engagement efforts, organized into five broad categories.

TYPES OF COMMENTS

Vision Statement

Comments helped confirm and/or refine the Draft Vision Statement.

Assets/What You Love About Santa Rosa

Comments helped identify current policies, programs, topics, or areas that are working well and need to be supported in the future.

Opportunities and Challenges

Comments helped inform important community concerns and ideas that will be included in the Alternatives Phase.

Engagement Methods

Includes feedback on how people would like to be engaged, which will help inform the Community Involvement Strategy (CIS)

Other Comments or Questions

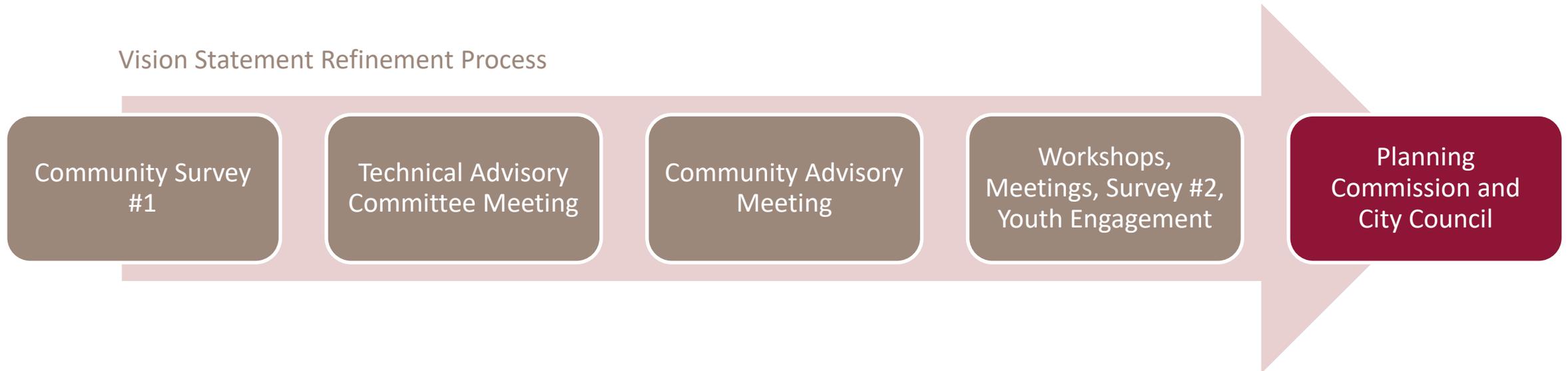
Includes comments that are not directly related to the General Plan Update (but will be tracked by staff) or questions staff will respond to.

Vision Statement

General Plans include vision statements as **aspirational statements** framing community needs and desires.

Vision statements are important because new or updated goals, policies, and programs in the General Plan will need to reflect them and their direction.

Vision Statement Refinement Process



The **Vision Statement** is organized around key topics.

The initial statements were based on ideas from the community, Community Advisory Committee, and City staff.

The statements were further refined and confirmed by the community in May and June through workshops, meetings, and surveys.



Santa Rosa is a place where:

- **Just:** Social and environmental justice is achieved for everyone—all abilities, ages, ethnicities, gender identities, immigrants, income levels, language speakers, races, religions, sexual orientations. EVERYONE.
- **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, mitigate drought, and minimize greenhouse gas emissions.
- **Inclusive:** Everyone is welcome, and all people and groups are actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.
- **Healthy:** Neighborhoods are healthy, vibrant, connected, full-service communities, with the resources to be civically organized, and anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for everyone.
- **Resilient:** All facets of the community, including housing, infrastructure, and social services are sustainable and resilient to hazards and economic changes and hazards.
- **Prepared:** The health and safety of All residents everyone is supported by a neighborhood, city, and county-wide efforts to prepare for aware of the risks of natural and human-caused hazards, and roadways are optimized to support efficient evacuations are engaged in neighborhood and city emergency preparedness efforts.
- **Sheltered:** A diverse mix of high quality, safe, thoughtfully designed, efficiently planned, and well-served housing at all affordability levels is available throughout the community to accommodate everyone, including formerly homeless, immigrants, local workers, multigenerational households, seniors, and students and formerly homeless residents.
- **Equitable:** Everyone has convenient and equitable and affordable access to meet their daily needs—including healthy food, recreation, education, childcare, employment opportunities, reliable internet, and physical and mental health services—and community members enjoy long, fulfilling, healthy lives.
- **Successful:** Top employers gravitate; Black, Latino/Latina, and other minority-owned businesses are in all corners of the community; equitable investments are made in all neighborhoods; local shops, food and beverage establishments and food trucks, 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 and region at all times and support healthy lifestyles, clean air, equity, and resilience.
- **Safe:** Streets are 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, and everyone, including immigrants and people of color, can safely access these services.
- **Educated:** Life-long education, enrichment, and supportive services and resources engage and empower young people, strengthen families (of any family structure), connect and activate seniors, and foster the success and well-being of all people everyone.
- **Cultural:** Art, cultural resources and activities artists and, historic assets, and live music public art are supported thrive and found in every neighborhood, are accessible to everyone, and work to celebrate our diverse community, bring people from all areas of the city together, and support the historic resources emphasize the importance of culture in the community and its contribution to equity and the local economy.

Vision Statement



Just. Social and environmental justice is achieved for everyone—all abilities, ages, ethnicities, gender identities, immigrants, income levels, language speakers, races, religions, sexual orientations, EVERYONE.



Sustainable. Natural resources are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods, mitigate drought, and minimize greenhouse gas emissions.

Vision Statement

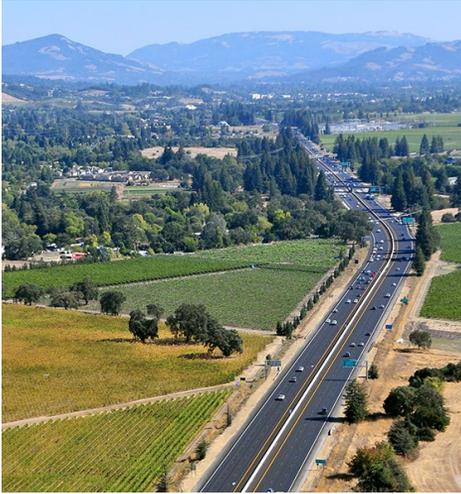


Inclusive. Everyone is welcome and actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.



Healthy. Neighborhoods are healthy, vibrant, connected, full-service communities, with the resources to be civically organized, and anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for everyone.

Vision Statement



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

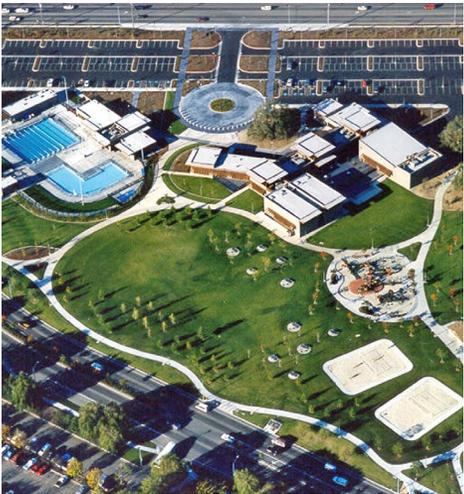


Prepared. The health and safety of everyone is supported by neighborhood, City, and county-wide efforts to prepare for natural and human-caused hazards, and roadways are optimized to support efficient evacuations.

Vision Statement



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Vision Statement



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Vision Statement



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Vision Statement



Cultural. Art, cultural resources and activities, historic assets, and live music thrive in every neighborhood, are accessible to everyone, and work to celebrate our diverse community, bring people from all areas of the city together, and support the local economy.

Next Steps

Vision Acceptance

The Project Team will utilize the Vision Statement and wealth of community comments and ideas to develop initial land use, mobility, and policy Alternatives.



Alternatives/Options

Map and policy alternatives will be presented to the community during the next phase of the project for review and feedback (Summer/Fall 2021), through a variety of virtual and in-person engagement events and activities.

Recommendation

It is recommended by the Planning & Economic Development Department that the City Council and Planning Commission review and provide input on the draft Vision Statement developed to help guide the preparation of the General Plan 2050 Update.



Learn more about the project at
www.SantaRosaForward.com