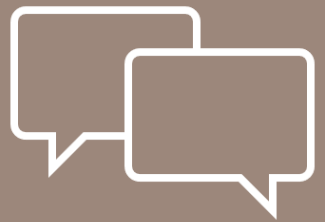




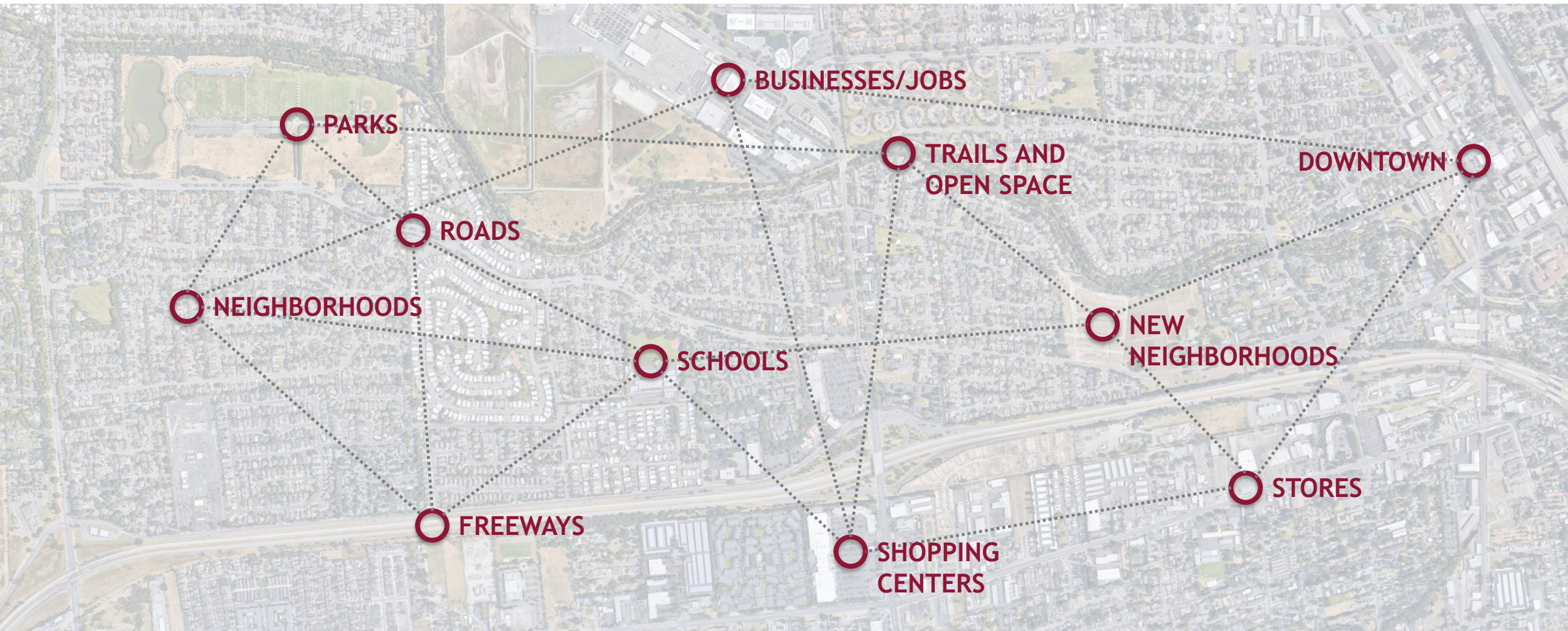
Economic Development Subcommittee



PRESENTATION

SANTA ROSA FORWARD PROCESS

Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.



But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.

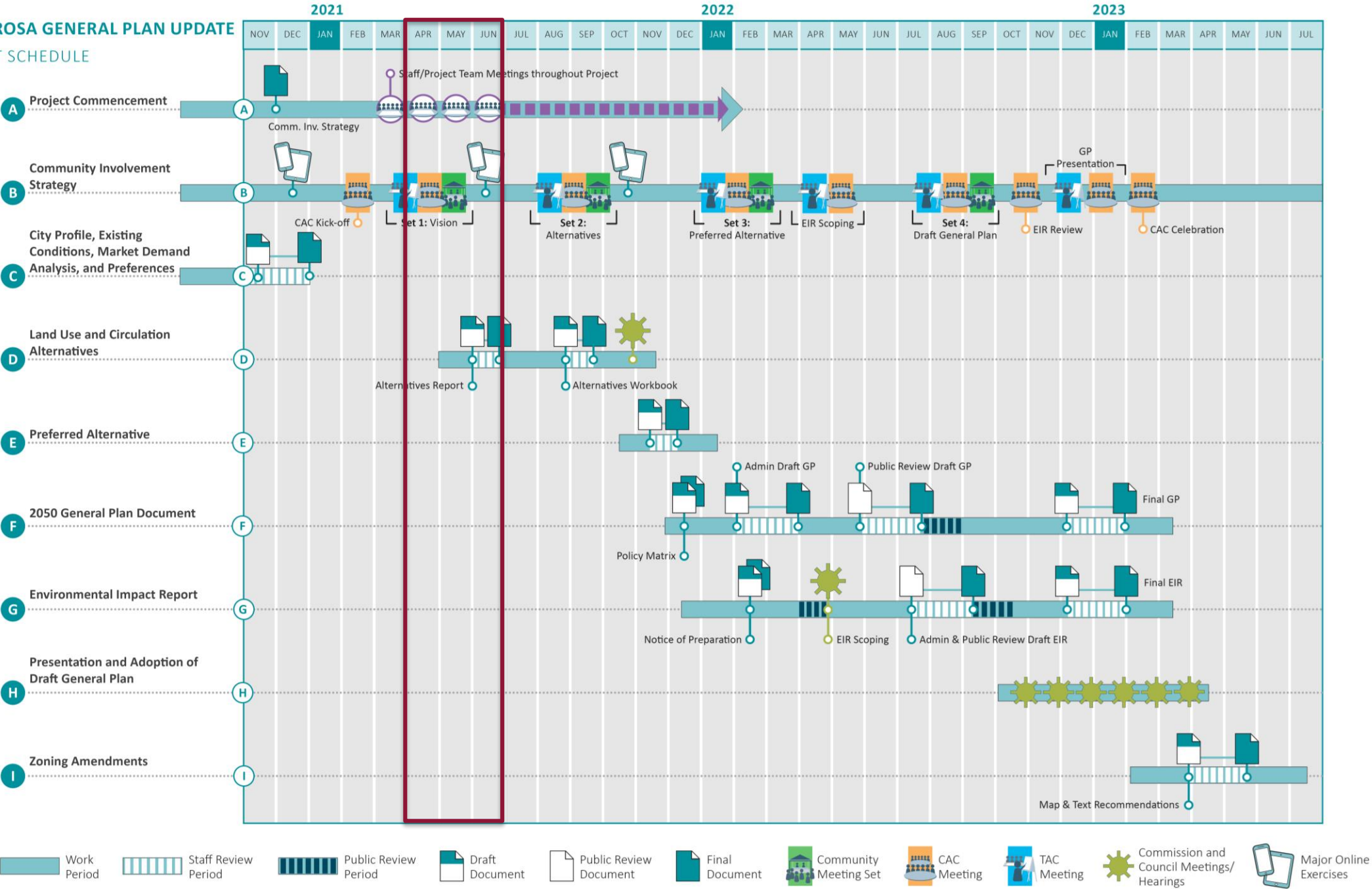


The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



SANTA ROSA GENERAL PLAN UPDATE
PROJECT SCHEDULE



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.



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.

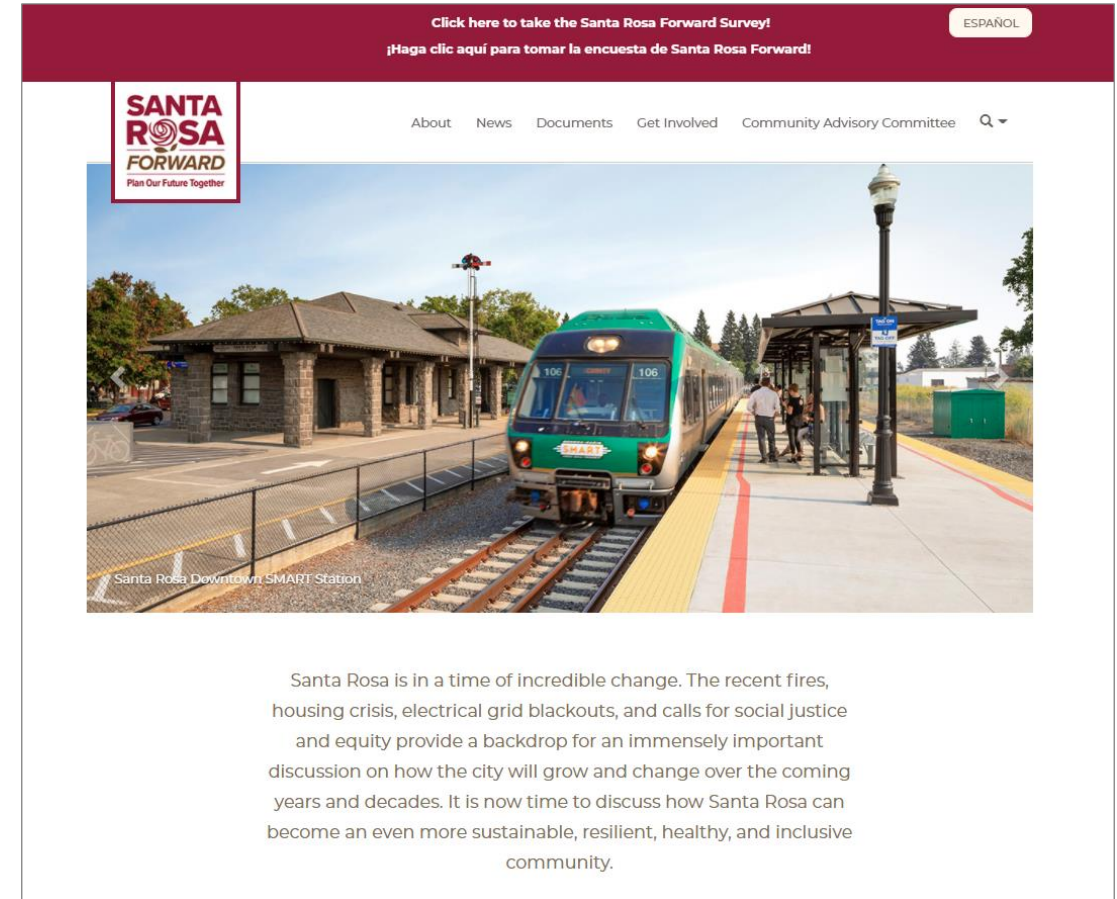
The TAC has met regularly to confirm data and information and provide insights into the Visioning process.

Project Website

Went live in December 2020.

Includes a wealth of project information, documents, and materials.

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



Community Vision Workshops (District-wide)

The City hosted 10 Community Vision Workshops in May 2021, 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; and
- Discuss what they like about Santa Rosa and what they would improve or change in the future.

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)

| | | | | | |
|---------------|--------------------|---------------|-------------------|---------------|---------------|
| Educación | Plan de desarrollo | Los barrios | El medio ambiente | El transporte | El comercio |
| El patrimonio | La cultura | La tecnología | La comunidad | La salud | La seguridad |
| La economía | La vivienda | La justicia | La equidad | La igualdad | La diversidad |

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
equality of services through equity
safe
just

SANTA ROSA FORWARD
Plan Our Future Together

BIENVENIDOS!
EL TALLER VIRTUAL COMENZARÁ EN UN MOMENTO

Draft Vision Statements

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

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 | 0 |
| Sheltered | 3 |
| Equitable | 3 |
| Successful | 1 |
| Connected | 5 |
| Safe | 0 |
| Educated | 1 |
| Cultural | 4 |
| Sustainable | 6 |

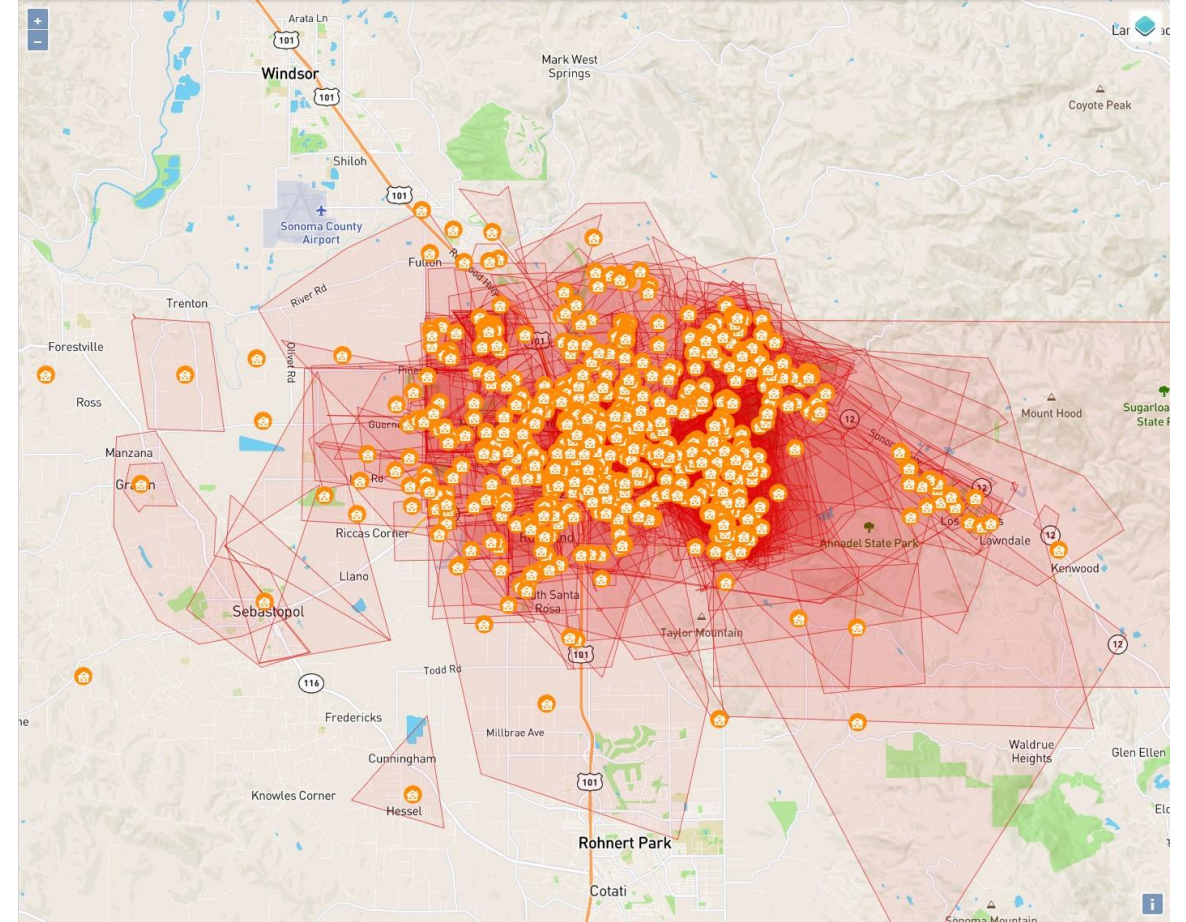
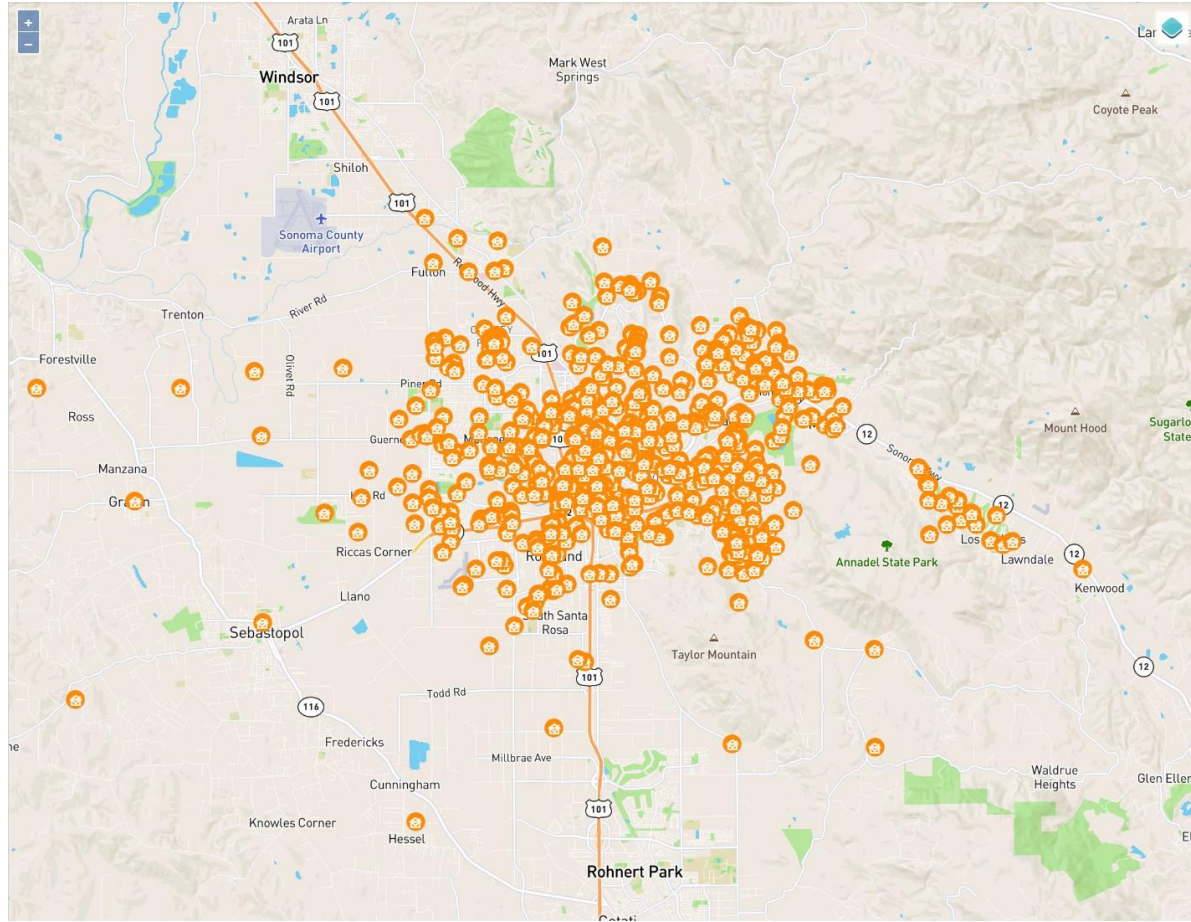
Community Survey #1

Released on February 19, 2021, in both English and Spanish versions.

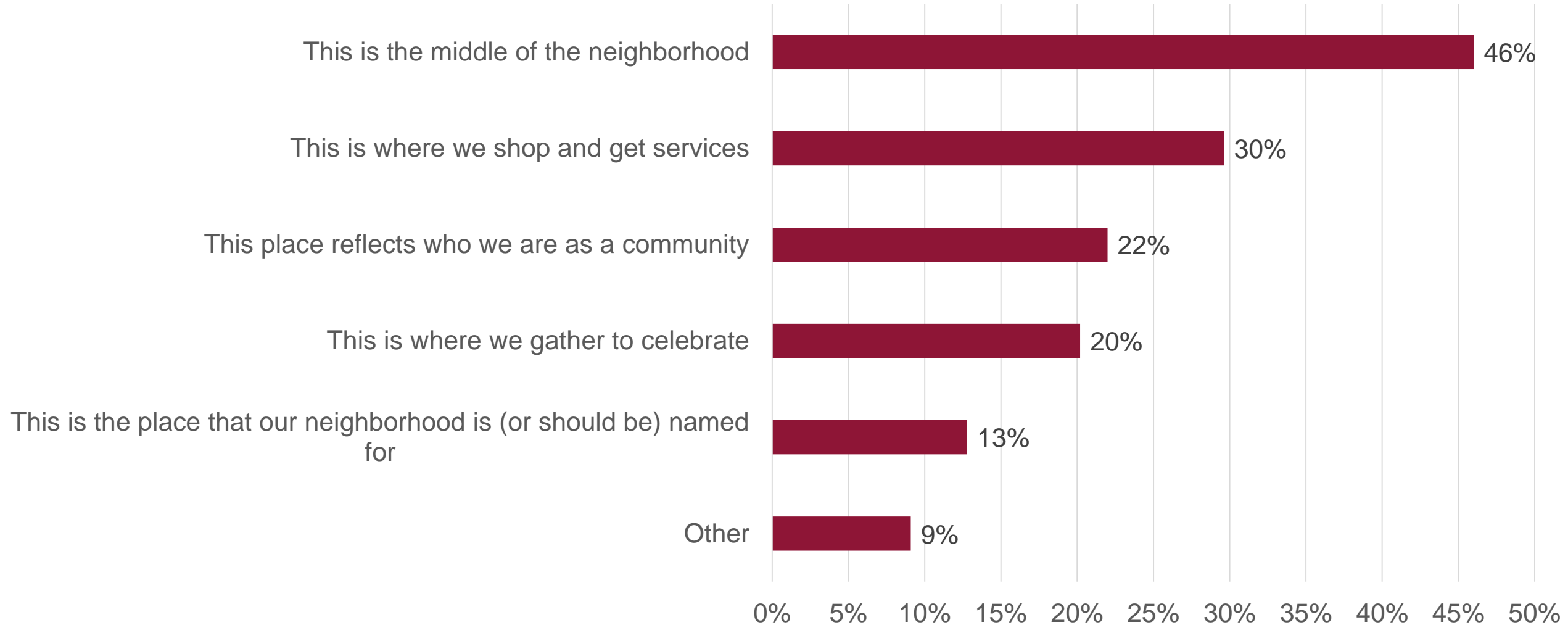
Over **1,300** Santa Rosans completed the survey!



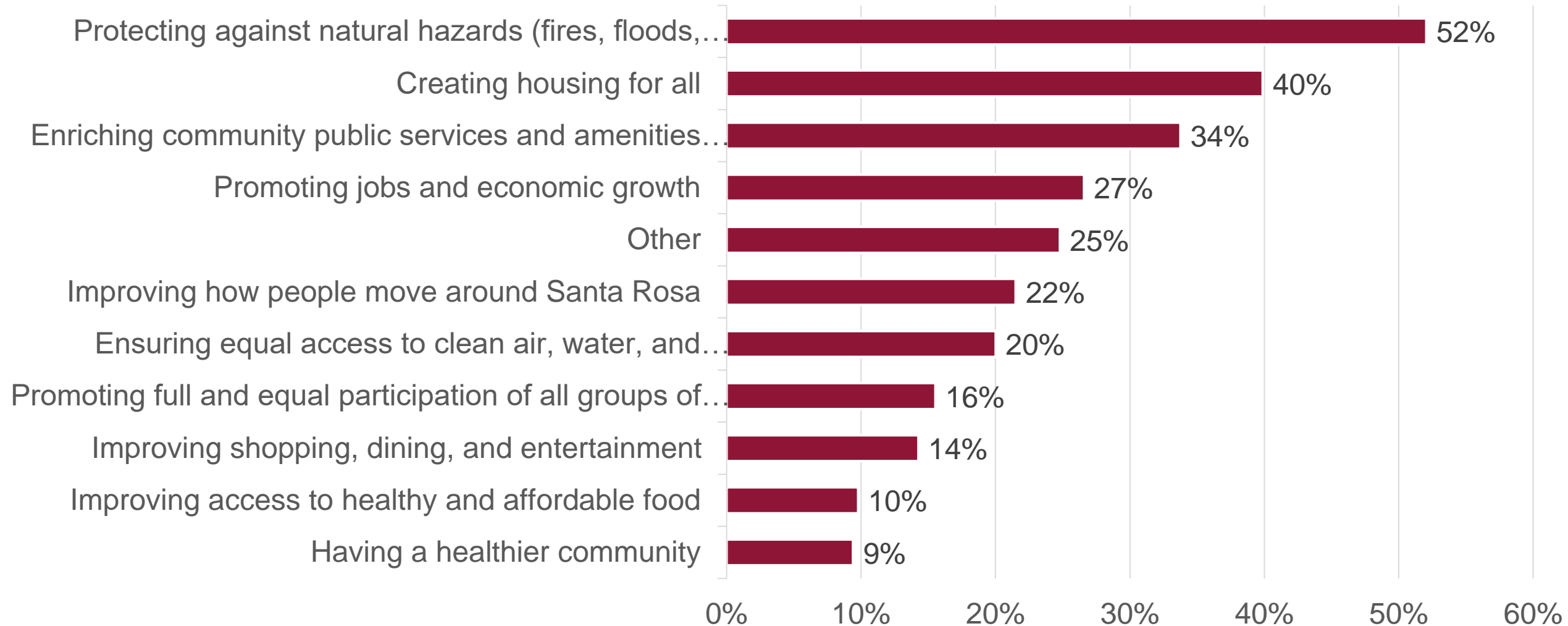
Map the Heart of Your Neighborhood



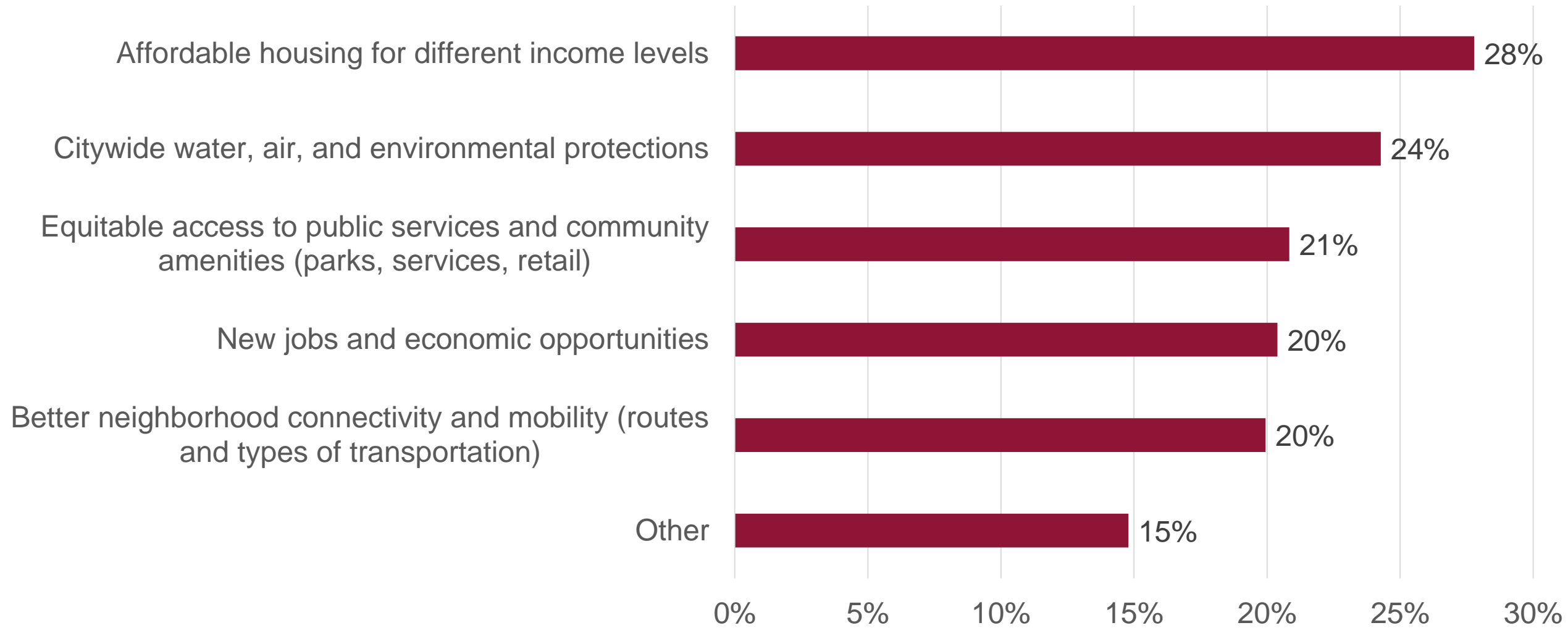
What makes this the heart of your neighborhood?



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

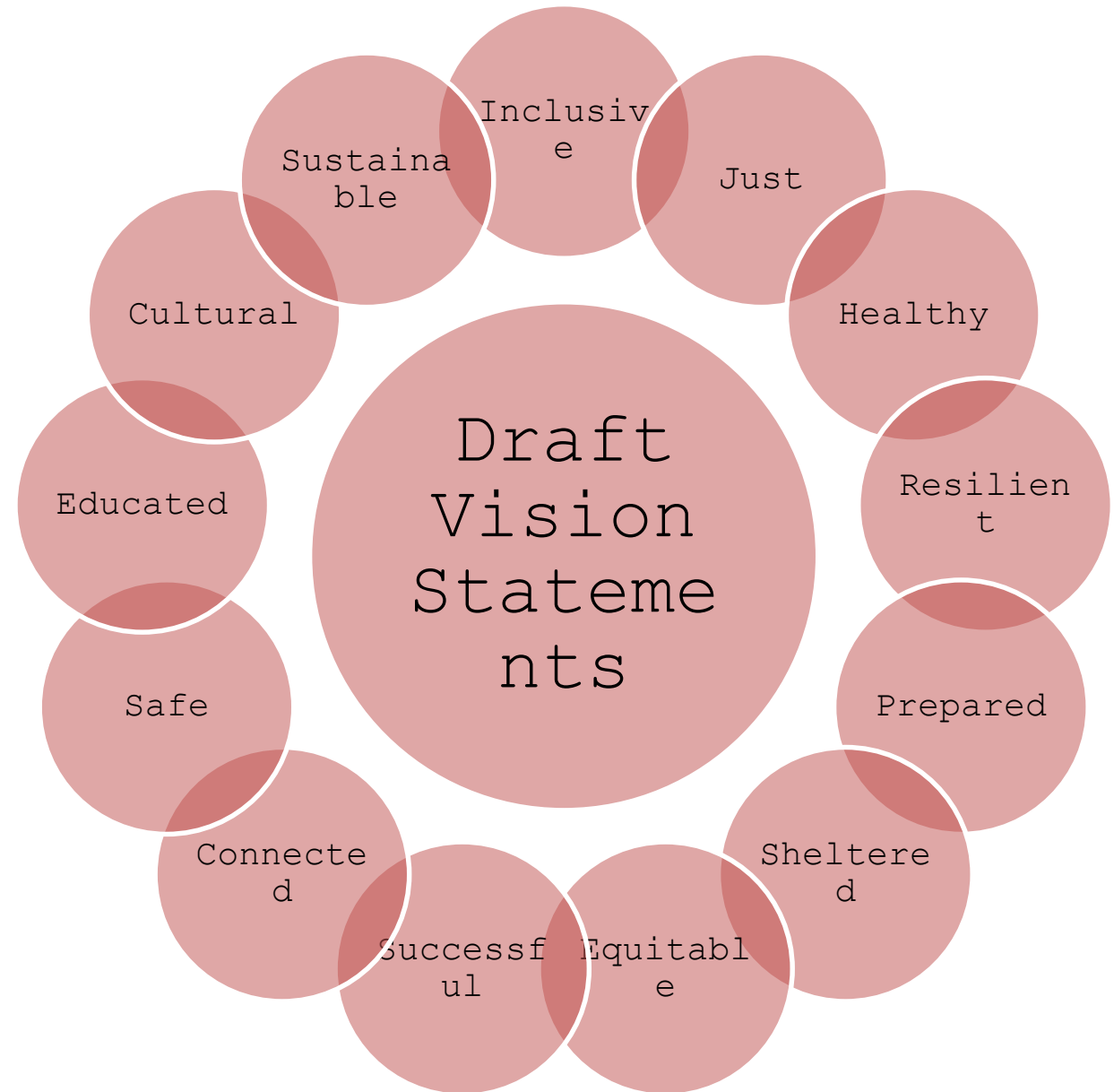


What excites you the most about the future of Santa Rosa?



The **Draft Vision Statements** are organized around topics

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



Draft Vision Statements



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.

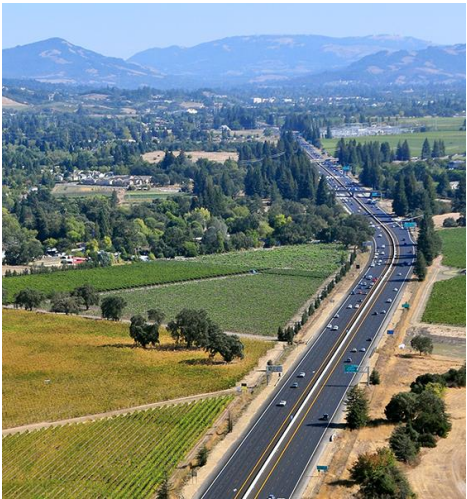


Just: Social and environmental justice is achieved for all people.

Draft Vision Statements



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.

Draft Vision Statements



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.

Draft Vision Statements



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.

Draft Vision Statements



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

Draft Vision Statements



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..

Draft Vision Statements



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.

Next Steps

- In addition, Community Advisory Committee members, City staff, and volunteers will host **additional meetings** with different groups, neighborhoods and organizations.
- The Project Team will summarize all community comments and feedback and present updated **Vision Statements** to the Planning Commission and City Council for feedback.
- July 20- Joint City Council/Planning Commission Study Session
- **Make sure you stay involved in the process!** Your ideas, feedback, and perspective is important. Please visit the project website.

SANTA ROSA FORWARD

Plan Our Future Together



Learn more about the project at
www.SantaRosaForward.com