















DRAFT VISION STATEMENT

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



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Vision Statement

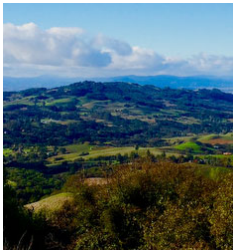
The Vision Statement will help shape the goals and policies of the 2050 General Plan which is branded as the “Santa Rosa Forward” project. The draft statement is being presented to the community at public meetings, workshops, and surveys held between April and June 2021. The finalized Vision Statement will incorporate this input and input from the Planning Commission and City Council. The Project Team will use the statement to build land use alternatives for multiple General Plan scenarios. These alternatives will be presented 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 Statement is a vital step to help ensure that Santa Rosa Forward represents the desires of the community.

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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.

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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.

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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.

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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.



Equitable. Everyone has 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.

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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, 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.

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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 everyone.

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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.

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Learn more about the project at
www.SantaRosaForward.com

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