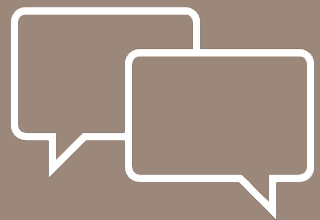




# GENERAL PLAN UPDATE CAB PRESENTATION

November 17, 2021 | [www.SantaRosaForward.com](http://www.SantaRosaForward.com)



# Discussion Outline

1. General Plan Update
2. Process Overview
3. Next Steps
4. Questions

# GENERAL PLAN UPDATE



# What is a General Plan?

California state law requires each city to adopt a general plan “for the physical development of the city”. They address a range of important community issues, nine of them are mandatory in our State: **land use, circulation, noise, safety, housing, open space, conservation, air quality, and environmental justice** .

**General Plan Elements  
required by the  
State of California**

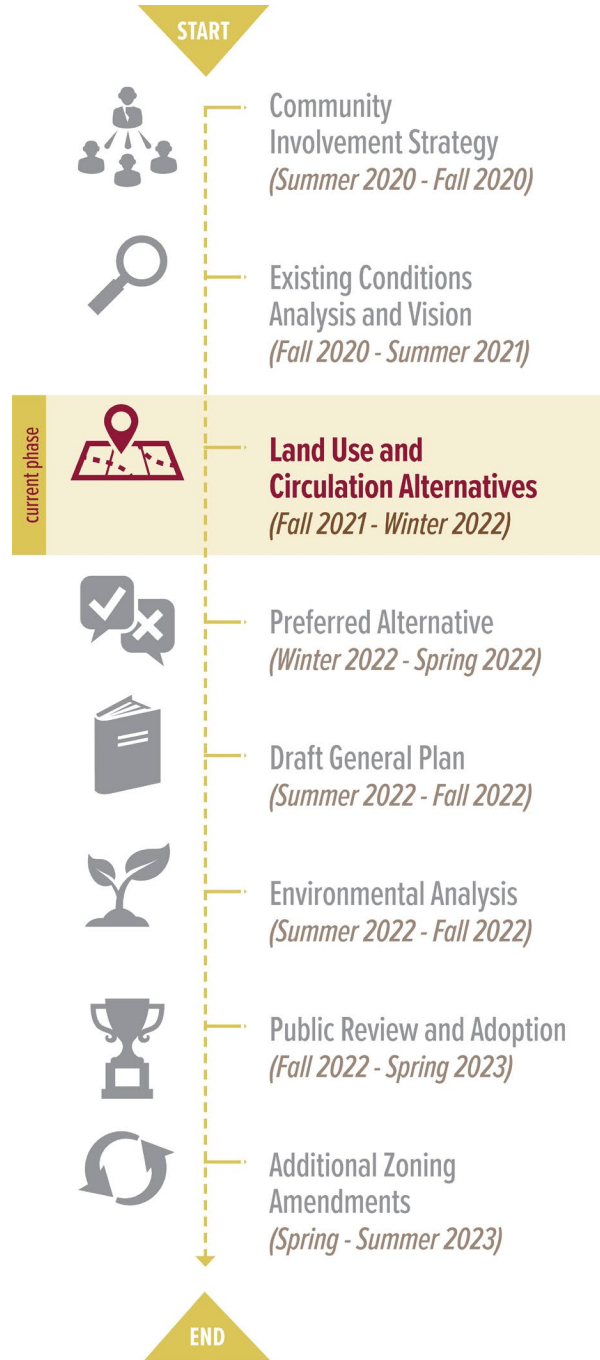




The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

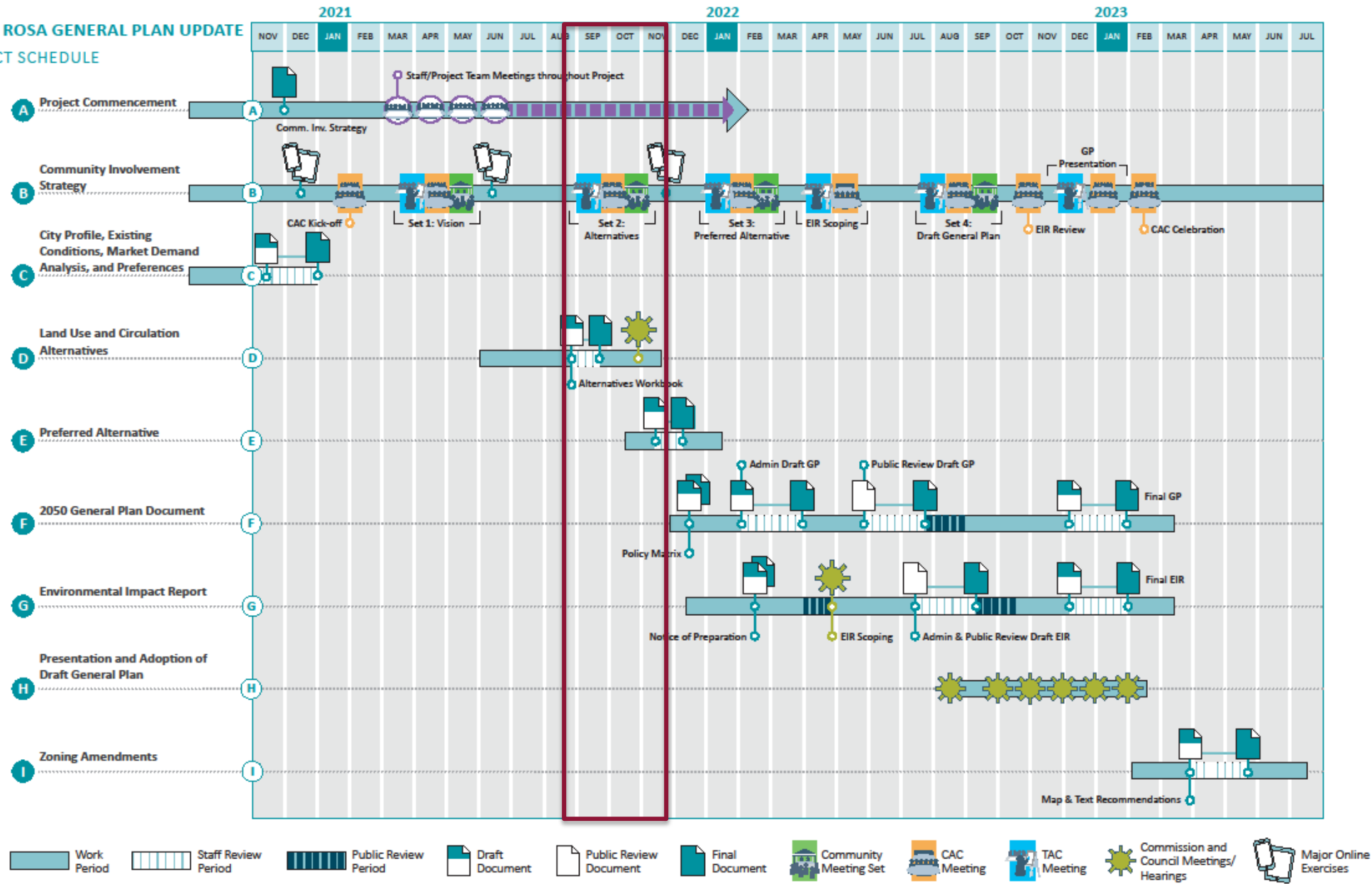


# PROCESS OVERVIEW





SANTA ROSA GENERAL PLAN UPDATE  
PROJECT SCHEDULE



Revised July 2021



# Alternatives Process

The General Plan Update includes the development of **three distinct alternatives** to help frame approaches to future community growth, preservation, and circulation. The alternatives process is important because it provides an opportunity for the community to discuss and refine major policy choices that will be used to develop a Preferred Alternative (which will be the basis for the new draft General Plan).

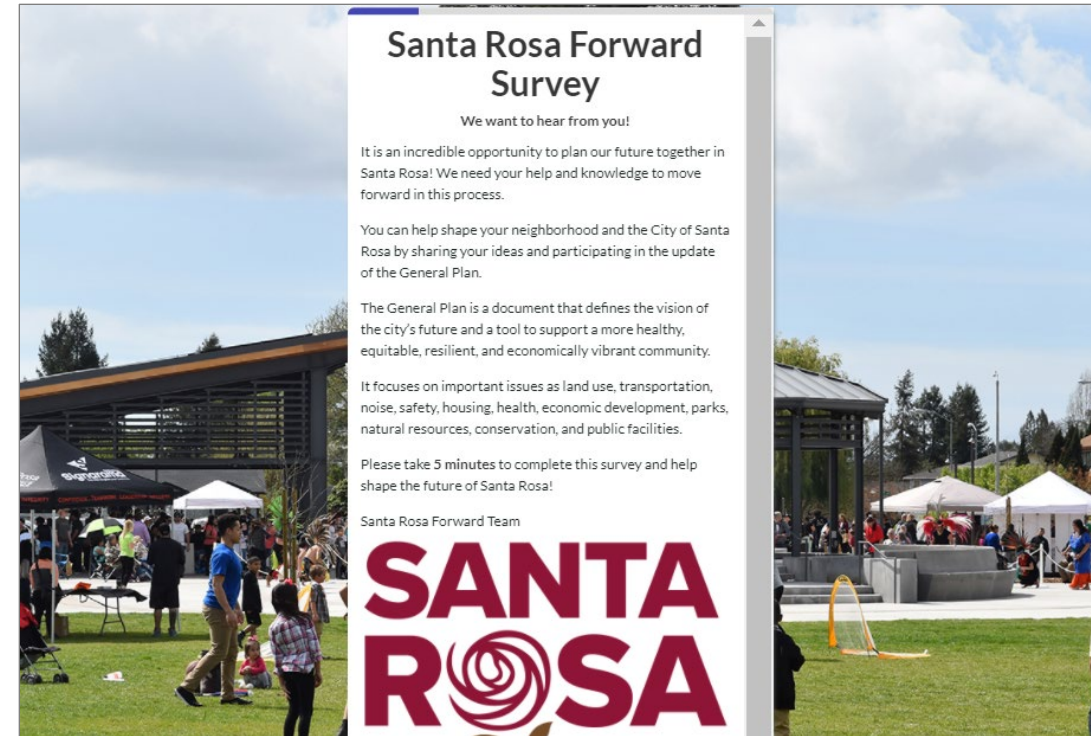
General Plan Alternatives Process



# 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.”

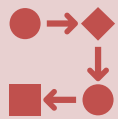
Over **1,300** Santa Rosans completed the survey!



# 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.



# 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 jóvenes	Entorno de los parques	Comunidad Creativa	Reservar los espacios de la ciudad
Los parques de la ciudad	Tratamiento de las aguas	Tecnología	La Comunidad Latina y Africana		
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  
equality of services through equity  
safe  
just

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**¡BIENVENIDOS!**  
EL TALLER VIRTUAL COMENZARÁ EN UN MOMENTO

TALLER DE VISION COMUNITARIA | MAYO 2021 | [www.santarosafoward.com](http://www.santarosafoward.com)

**Draft Vision Statements**

- Sustainable
- Inclusive
- Just
- Healthy
- Resilient
- Prepared
- Equitable
- Sheltered
- 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	1
Educated	0
Cultural	4
Sustainable	6

# Community Survey #2: *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.

The screenshot shows the top of a survey page with the Santa Rosa Forward logo. Below the logo is the title "SR Forward Conjunto de Eventos Comunitarios #1 : Cuestionario". The survey question is in Spanish: "Pregunta #3: Revise el siguiente borrador de la visión e indique sus prioridades desde #1 (máxima prioridad) hasta #13 (prioridad más baja) basado en los temas y asunto más importantes para usted." It lists five vision components: Inclusive, Justo, Saludable, Aguantador, and Preparado, each with a brief description.

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**SR Forward Conjunto de Eventos Comunitarios #1 : Cuestionario**

**Pregunta #3**  
Revise el siguiente borrador de la visión e indique sus prioridades desde #1 (máxima prioridad) hasta #13 (prioridad más baja) basado en los temas y asunto más importantes para usted.

- Inclusive:** Todas y todos son bienvenidos, se anima activamente a todas las personas y grupos a unirse al proceso de toma de decisiones en el vecindario y la ciudad, y se identifican y eliminan las barreras para la participación.
- Justo:** Se logra la justicia social y ambiental para todas las personas.
- Saludable:** Los vecindarios son comunidades saludables, vibrantes y de servicio completo, ancladas por edificios y espacios públicos al aire libre que son inclusivos y accesibles y que ofrecen lugares seguros y acogedores para que todos los grupos se reúnan.
- Aguantador:** Todas las facetas de la comunidad, incluyendo la vivienda, la infraestructura y los servicios sociales, son sostenibles y resistentes a los cambios económicos y riesgos.
- Preparado:** Todas las y los residentes son conscientes de los riesgos de peligros naturales y causados por las personas y participan en esfuerzos de preparación del vecindario y de la Ciudad para emergencias.

The screenshot shows the top of a survey page with the Santa Rosa Forward logo. Below the logo is the title "SR Forward Community Event Set 1 : Questionnaire". The survey question is in English: "Question #3: Review the following draft Vision Components and prioritize them from #1 (highest priority) to #13 (lowest priority) based on the topics that are most important to you." It lists five vision components: Inclusive, Just, Healthy, Resilient, and Prepared, each with a brief description.

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**SR Forward Community Event Set 1 : Questionnaire**

**Question #3**  
Review the following draft Vision Components and prioritize them from #1 (highest priority) to #13 (lowest priority) based on the topics that are most important to you.

- 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.



# City Council / Planning Commission Study Session

The Project Team presented to both, the City Council and the Planning Commission during a Study Session on July 20th.

Santa Rosa vision statements were endorsed by the City Council and the Planning Commission and comments were provided.



# VISION



“Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.”

# NEXT STEPS





# Next Steps

- The Project Team is finishing **technical analysis** (traffic, economic, infrastructure) on each alternative.
- The Technical Advisory Committee (TAC) and Community Advisory Committee (CAC) will review and provide feedback on the draft **Alternatives Workbook**.

# Community Involvement Strategy

1. 5 in person workshops:
  - 2 English,
  - 2 Spanish, and
  - 1 Multilingual
2. Virtual workshop space and feedback opportunities
3. Videos (English and Spanish)
4. Email Blasts
5. Social Media
6. City Connection Newsletter
7. Press releases
8. Radio Interviews
9. Equity Priority Meetings/Sessions
10. Pop up events at other community's events: vaccination fairs, celebrations.
11. Community Organizations Meetings
12. Equity Priority Grant

Do you have any questions or recommendations?





Learn more about the project at  
**[www.SantaRosaForward.com](http://www.SantaRosaForward.com)**