

# SANTA ROSA EQUITY PRIORITY COMMUNITIES' EMPOWERMENT AND OUTREACH WORKPLAN

# Agenda

1. Objective and Goals.
2. Santa Rosa Equity Priority Communities.
3. Barriers Identified.
4. Strategies and Activities for Engagement.
5. Timeline

# 1. Objective and Goals

# Objective

Inform, consult, provide opportunities to participate, and empower every resident of Santa Rosa to be part of the decision-making processes related to the General Plan Update, known as Santa Rosa Forward.

The Work Plan will focus on vulnerable, underrepresented, and historically marginalized populations and areas with significant concentration of low incomes households and people of color.



# Goals

**Santa Rosa's Equity Priority Communities Empowerment and Outreach Workplan** will focus the following goals:

1. Leverage **Local Networks** and **Existing Community Engagement Efforts**.
2. Identify **Barriers to Participation**.
3. Create **Opportunities for Inclusive and Equitable Participation**.
4. Collaborate and Inform **General Plan Decision-Making**.
5. Build **Long-Term Capacity for Civic Engagement** around Growth, Development and Community Design.

## 2. Santa Rosa's Equity Priority Communities

# Santa Rosa's Equity Priority Populations

For purposes of the Healthy City General Plan Update, we used *California Health and Safety Code* definition of vulnerable communities, *State Executive Order B-30-15 Equity Checklist*, and *Resiliency Guidebook of Vulnerable Populations* to identify **Santa Rosa Equity Priority Populations**:

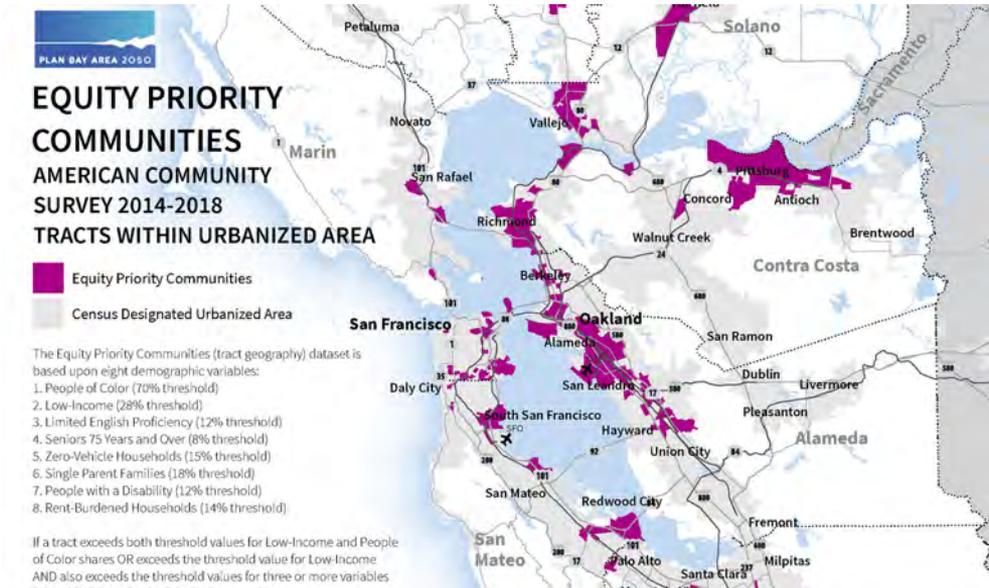
1. Low-income individuals and families,
2. Racial or ethnic groups experiencing disparate health outcomes,
3. Seniors, children, youth and young adults,
4. Individuals with disabilities,
5. Immigrants and refugees,
6. Outdoor workers and farmworkers,
7. Individuals who are limited-English proficient (LEP),
8. Unhoused people,
9. Lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) communities,
10. Individuals who are incarcerated and those who have been incarcerated.

#### Sources:

- California Health and Safety Code. [https://leginfo.legislature.ca.gov/faces/codes\\_displaySection.xhtml?lawCode=HSC&sectionNum=131019.5.&highlight=true&keyword=vulnerable](https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=HSC&sectionNum=131019.5.&highlight=true&keyword=vulnerable)
- [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=202120220AB1204](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB1204)
- Executive Order B-30-15 Equity Checklist [https://opr.ca.gov/docs/20200720-Vulnerable\\_Communities.pdf](https://opr.ca.gov/docs/20200720-Vulnerable_Communities.pdf)
- [http://www.opr.ca.gov/docs/20180312-Vulnerable\\_Communities\\_Descriptions.pdf](http://www.opr.ca.gov/docs/20180312-Vulnerable_Communities_Descriptions.pdf)

# Plan Bay Area Equity Priority Areas

For Plan Bay Area 2050, “Equity Priority Communities”, are census tracts that have a significant concentration of underserved populations, including households with low incomes, people of color, and a combination of other 6 variables.



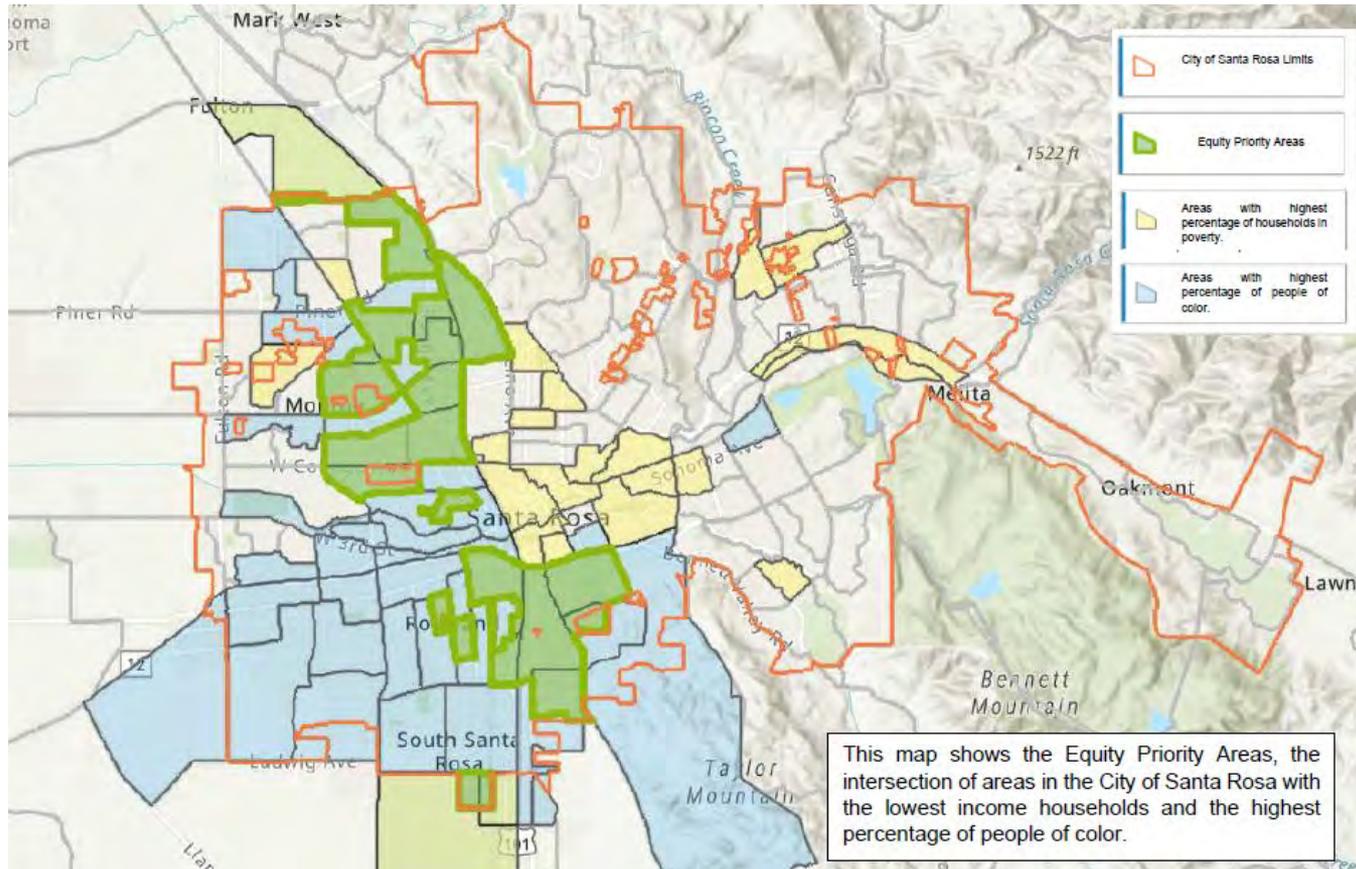
# Santa Rosa Equity Priority Areas

For purposes of the Healthy City General Plan Update, we adapted **Plan Bay Area 2050** and **MTC’S definition of Equity Priority Communities 2050** by identifying census groups in the City of Santa Rosa that have the highest concentration (top quarter of Sonoma County) of underserved populations including neighborhoods with both low incomes and people of color.

The City’s methodology was adjusted to define the Equity Priority Areas under a local comparison updating that data from ACS 2015 – 2019 and using adjusted thresholds:

<b>Demographic Factors</b>	<b>PBA2050 Threshold (Census tract) 2014 -2018</b>	<b>SRGPU 2050 Threshold (Census group) 2015-2019</b>
<b>People of Color</b> (Hispanic/Latinx, Asian, Black/African American, Indigenous/Native American)	70%	45.5%
<b>Low-Income</b> (<200% Federal Poverty Level-FPL for PBA) (***Federal Poverty Level for SRGPU)	28%	12.6%**

# Santa Rosa Equity Priority Areas Map

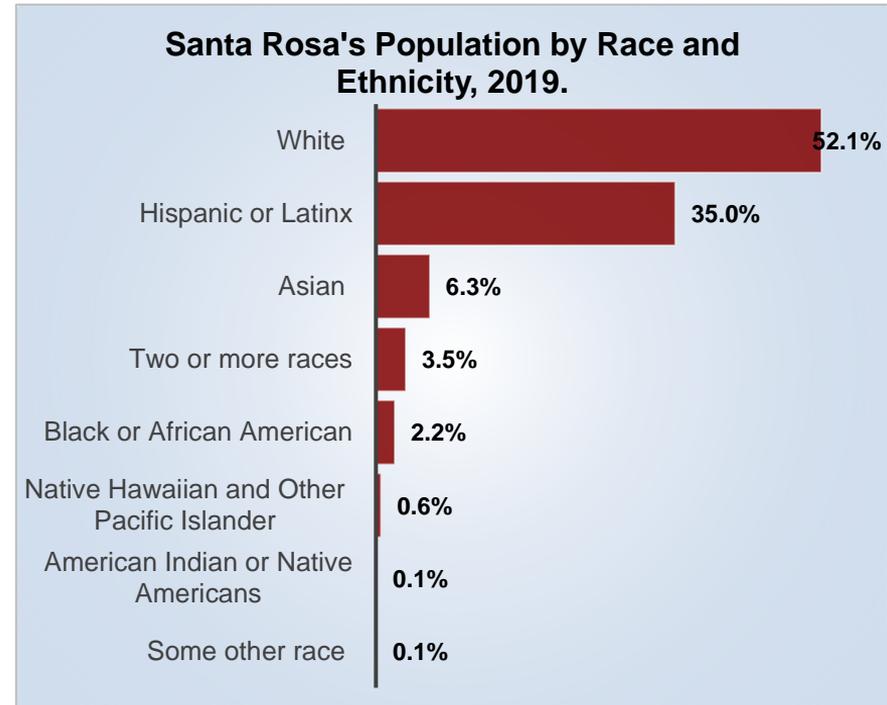


Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Equity Priority Populations in Santa Rosa

## 1. Racial or ethnic groups experiencing disparate health outcomes.

- **47.8% of Santa Rosa's population is part of a racial or ethnic minority group experiencing disparate health outcomes** in California: Hispanic or Latinx, Asian, Black or African American, Native Hawaiian or other Pacific Islander, and American Indian or Native American.
- The conditions in the places where some of the racial and ethnic minority groups live, learn, work, play, worship, and age, disproportionately affect a wide range of health risks and outcomes, such as, life expectancy, chronic diseases, and COVID-19 infection.
- **Communities of color are more likely to reside in areas with higher pollution, greater flooding threats, and more heat-absorbing surfaces** facing higher levels of vulnerabilities to climate change.

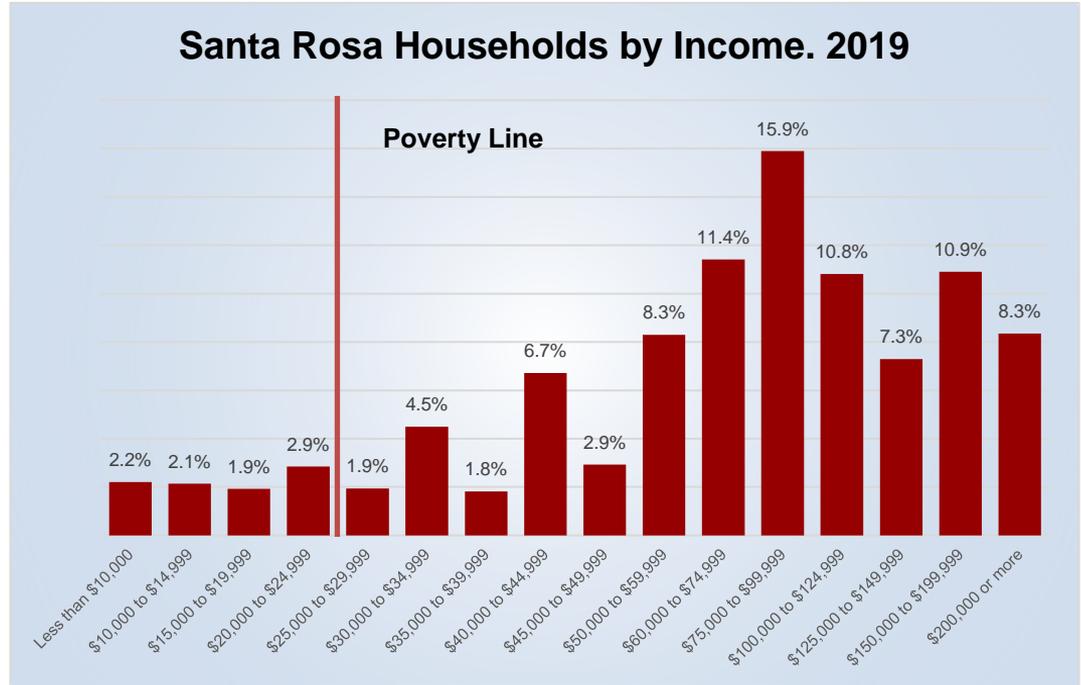


Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Equity Priority Populations in Santa Rosa

## 2. Low-income individuals and families.

- 10.3% of Santa Rosa’s residents live in poverty, without the resources to fund what an average human adult consumes in one year.
- Income defines educational attainment; housing stability, particularly through homeownership; and financial security, particularly during older age—all of which are social determinants of health.

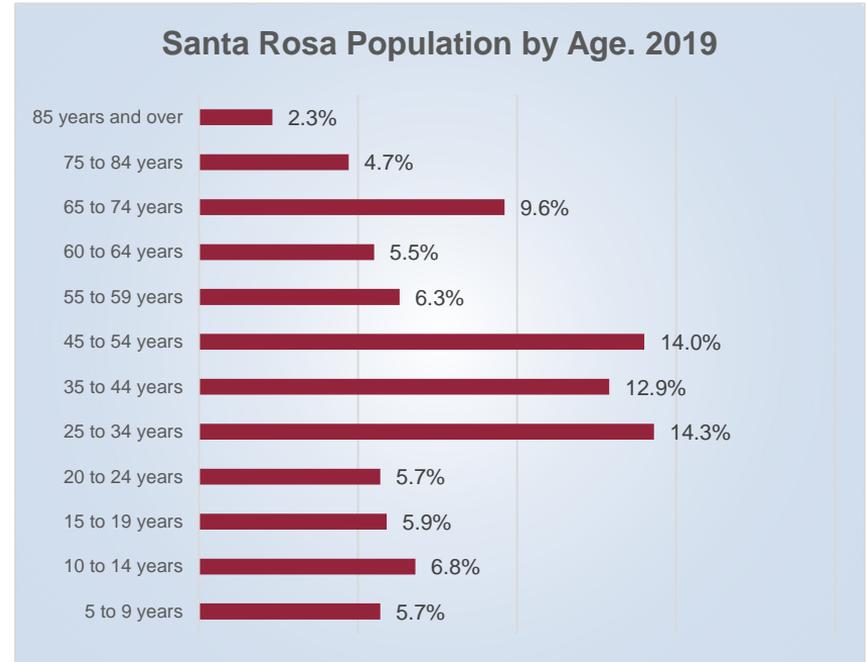


Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Equity Priority Populations in Santa Rosa

## 3. Children, youth, and seniors.

- In the City of Santa Rosa, **42.5% of the population are children and youth, and 16.6% are seniors.**
- Children and youth are especially vulnerable to the impacts of built environment and climate change because of their **growing bodies; their behaviors and interactions with the world around them; and their dependency on caregivers**, in the case of children.
- Older adults are vulnerable for a number of reasons including facing **changes in the body and cognitive ability associated with aging, having a chronic disease that requires medications for treatment, and having a disability.**



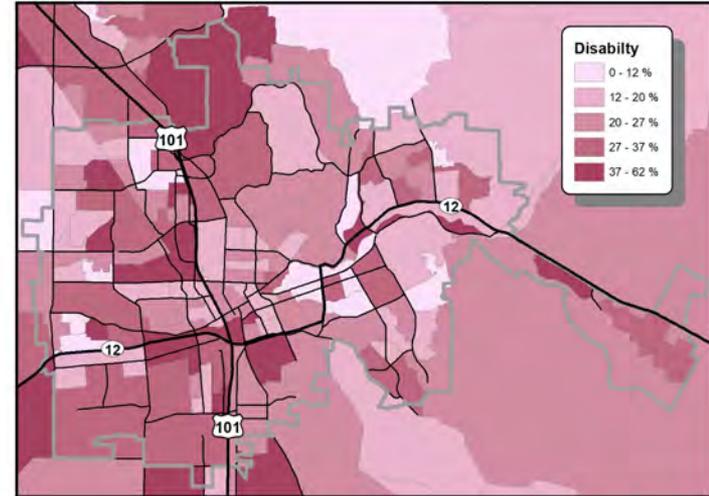
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Equity Priority Populations in Santa Rosa

## 4. Individuals with disabilities.

- In the City of Santa Rosa, **10.3%** of the population lives with one or more disabilities: ambulatory difficulty (5.5%), cognitive difficulty (4.0%), hearing difficulty (2.8%), self-care difficulty (2.8%), and vision difficulty (1.8%).
- Having a disability reduces the inflow of finances, and has subsequent negative effects on housing, transport and social interactions.
- People with disabilities tend to experience lower levels of health due to: secondary health conditions and comorbidities; but also the effects of **poverty, marginalization, discrimination, and lack of access to health and social services.**

Percentage of people with one or more Disabilities in Santa Rosa, 2019.



Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Vulnerable Communities in Santa Rosa

## 5. Immigrants and refugees.

- **20.1% of the population of Santa Rosa was born outside the United States**, 5 percentage points less than the State of California's population (25%). This group is integrated by immigrants, including documented, undocumented, and refugees.
- **Santa Rosa has more than 35,000 residents who are immigrants.** Immigrants contribute about one third of the state of California GDP (\$715.2 billion each year). However, this does not translate into equitable incomes for them. For all households headed by an immigrant, **per capita income is about \$27,900 annually** - a quarter less than overall per capita income in the state.
- An estimate of **28,000 undocumented immigrants live and work in Sonoma County.** For **households headed by an undocumented immigrant** - particularly at risk of exploitation and abuse - **per capita income is only \$16,100 annually.**
- **Refugees resettled in Santa Rosa since 2002 are a small group of people (less than 100) coming from Eritrea, Iraq, Liberia, Vietnam, and Burma,** among other countries.

### Sources:

- Resilience In An Age of Inequality: Immigrant Contributions Report <https://es.scribd.com/document/337336889/Resilience-In-An-Age-of-Inequality-Immigrant-Contributions-Report-2017-edition#download>
- Refugee Processing Center (<http://reports.wrapsnet.org>)

# Vulnerable Communities in Santa Rosa

## 6. Outdoor workers and farmworkers.

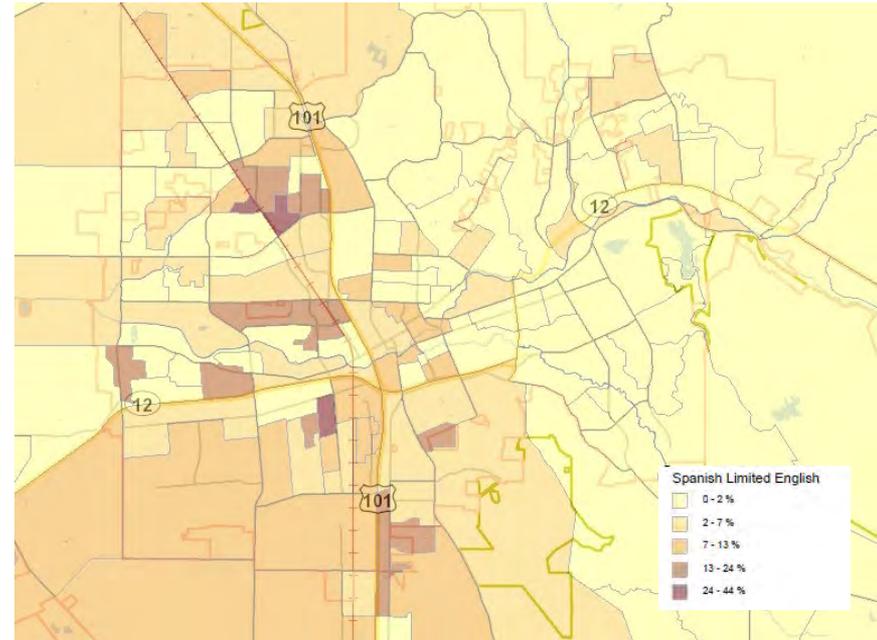
- In 2018, Sonoma County growers and farm labor contractors employed **more than 11,000 workers**, according to the Bureau of Labor Statistics.
- While many farmworkers are immigrants from Mexico and Central America, **not all of them speak Spanish as their first language**. A fair amount of them **speak indigenous languages including maya, triqui, mixteco, and chatino**. **Indigenous migrants are undercounted and underrepresented as they are often incorrectly grouped into the Latinx/Hispanic category**.
- Most county farmworkers **do not earn a living wage nor receive health insurance, lack access to affordable housing, and confront dangerous health and safety conditions on the job**.
- According to a 2015 Sonoma County Department of Health Services report, **housing is unaffordable for the majority of farmworkers**, who pay up to 60% of gross monthly income in rent; two-thirds of farmworkers live in overcrowded housing due to the high cost of rental housing. Overcrowding directly impacts the physical and mental health of family members and the educational achievement of farmworker children.

# Vulnerable Communities in Santa Rosa

## 7. Individuals who are limited-English proficient (LEP).

- **32.2% of Santa Rosa residents speak a language other than English, and there are more than 15 different languages spoken in the city.**
- **More than 85% of the residents who speak other language, speak Spanish, and a high percentage of them are limited English proficient.**
- **West Santa Rosa and South East Santa Rosa census tracts concentrate some the highest percentage of limited English proficient (LEP) Spanish speakers (24% to 44%), so they can't read English documents, attend meetings without translation, participate or provide input.**

Limited English Proficient (LEP) Spanish speakers in Santa Rosa, 2019.

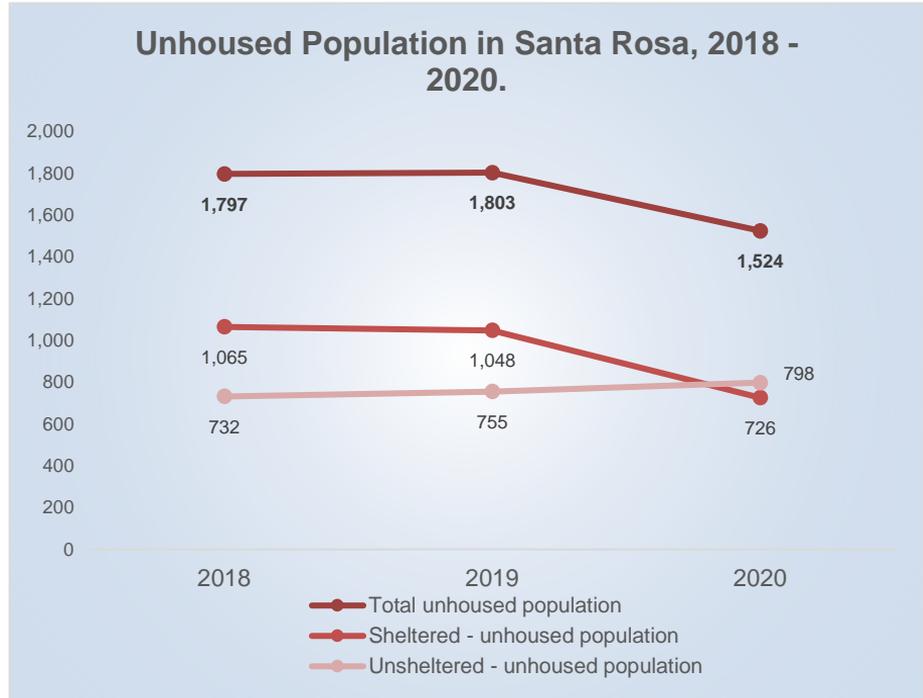


Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

# Equity Priority Populations in Santa Rosa

## 8. Unhoused people.

- The City of Santa Rosa has a population of more than 1,500 unhoused people and almost 50% of them are unsheltered, meaning they live in a public or private place not designed for sleeping, including cars, parks, abandoned buildings, bus or train station, airport, or camping ground.
- Unstable living conditions, poverty, housing scarcity, and many other issues often lead to individuals falling in homelessness. The lack of affordable, quality, and stable housing for many families has major health implications and plays a significant role in limiting health equity.



Source: 2020 Sonoma County Homeless Census Comprehensive Report

[https://srcity.org/DocumentCenter/View/30661/2020\\_Sonoma\\_County\\_Homeless\\_Census\\_Comprehensive\\_Report](https://srcity.org/DocumentCenter/View/30661/2020_Sonoma_County_Homeless_Census_Comprehensive_Report)

# Vulnerable Communities in Santa Rosa

## 9. Lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) communities.

- **Sonoma ranked No. 2 on the list of the US counties with the highest rate of same-sex married couples, after San Francisco, with 12.14 couples per 1,000 households, a rate 56% greater than the US average (5.5%). 2,255 same sex married couples live in Sonoma County, 1,416 of these couples live in Santa Rosa (1.25% of married couples in the city).**
- Research suggests that LGBTQ people face health disparities linked to societal stigma, discrimination, and denial of their civil and human rights.
- **LGBT people collectively have a poverty rate of 21.6%, which is much higher than the rate for cisgender straight people of 15.7%. In a 2017 survey, 20% of LGBTQ+ respondents reported experiencing discrimination when trying to rent or buy a house. It increased to 36%, when Transgender participants responded.**



**Source:** LGBT Demographic Data Interactive. (January 2019). Los Angeles, CA: The Williams Institute, UCLA School of Law.

# Vulnerable Communities in Santa Rosa

## 10. Individuals who are incarcerated and those who have been incarcerated.

- Sonoma County has 6 detention facilities. **5 of these facilities are located in the City of Santa Rosa, with a population of over 2,000 people.**
- Incarcerated people are vulnerable because of their geographic isolation, lack of economic resources, cultural, racial, and ethnic characteristics, and age. Formerly incarcerated people are almost **10 times more likely to be homeless** than the general public.
- Incarceration **disproportionately impacts lower-income communities, communities of color, and persons with disabilities**, creating a barrier to achieving health equity.
- People who are incarcerated face **greater chances for chronic health conditions**, both while confined and long after their release.

Sources:

- U.S. Bureau of Justice Statistics.
- National Prisoner Statistics (NPS) <https://bjs.ojp.gov/library/publications/prisoners-2015>

# 3. Barriers Identified

# Barriers for Vulnerable Communities

The main **barriers identified** for vulnerable communities to participate in planning meetings, events, or surveys in the City of Santa Rosa are:

- **Technical language** used for planning and government affairs.
- **Time limitations and physical location** of meetings.
- **Financial resources** required to attend (transit fares, gas, daycare services, tip-based or salary depending on working hours, among others).
- **Lack of cultural appropriateness** of events and documents provided.
- **English proficiency.**
- **Lack of trust** in local government due to immigration status, discrimination, or government's lack of response to their concerns.
- **Digital destitution and lack of technology savviness.**

## 4. Strategies and Engagement Activities.

# Strategies and Activites.

The main strategies for the Equity Priority Communities Empowerment Workplan will be the following:

1. **Event collaboration.** Identify and attend **in person events** that other organizations (county, other city departments, non-profits, neighborhoods, businesses, and others) are hosting during the General Plan Update process where one or more vulnerable communities will be present.
2. **Targeted approach.** Reach out to **specific equity priority groups** - that have a small number of people and that require the City to be intentional and accommodating to reduce or eliminate barriers for them to participate in the General Plan Update – **meetings, focus groups, and/or interviews.**
3. **Equity Grant Program.** Create and execute a grant program that can provide up to \$500 per project to organizations or residents working with any of the 10 vulnerable communities identified in the city to promote the General Plan Update.
4. **Adjustments to CIS events.** Create adjustments to our Community Involvement Strategy events to make them more accessible to equity priority communities: translation to Spanish, specific Spanish speaking meetings, paper surveys, additional meetings, and additional residents and organizations to support with event's invitations.

# Strategies and Activities.

## 1. Events Collaboration.

Identify and attend to in person events that other organizations (county, other city departments, non-profits, neighborhoods, businesses, and others) are hosting during the General Plan Update process where one or more vulnerable communities will be present:

- Santa Rosa City Events
- County - Map Parties in Santa Rosa.
- Latino Service Providers
- Vaccination Fairs (Weekly events)
- CURA Project. (Weekly events)
- Mujeres Unidas
- Bayern Farm
- Raizes Collective
- Los Cien
- Mitote Park and Food trucks
- North Bay Organizing Project
- Sonoma County Pride
- Roseland CBI

# Strategies and Activities.

## 2. Targeted approach.

Reach out to specific **equity priority groups** - that have a small number of people and that require the City to be intentional and accommodating to reduce or eliminate barriers for them to participate in the General Plan Update – pop-ups, collaborations, meetings, focus groups, and/or interviews.

- a) Focus groups, meetings and/or interviews with:
  - a) People with disabilities
  - b) Immigrants and refugees – Eritrean and Indigenous communities
  - c) Outdoor and farmworkers
  - d) People who were formerly incarcerated
  - e) Native American Communities
- b) Advertisement and messaging through bus stations, City Buses, and Public Libraries.
- c) Collaboration with schools and school district.
- d) Pop ups at:
  - a) Grocery stores,
  - b) Food trucks,
  - c) Parks, and
  - d) Other locations identified on equity priority areas.

# Strategies and Activities.

## 3. Equity Grant Program.

Create and execute a grant program that can provide up to \$500 per project to organizations or residents working with any of the 10 vulnerable communities identified in the city to promote the General Plan Update through Kaiser Permanente's Grant:

1. Low-income individuals and families,
2. Racial or ethnic groups experiencing disparate health outcomes,
3. Seniors, children, youth and young adults,
4. Individuals with disabilities,
5. Immigrants and refugees,
6. Outdoor workers and farmworkers,
7. Individuals who are limited-English proficient (LEP),
8. Unhoused people,
9. Lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) communities,
10. Individuals who are incarcerated and those who have been incarcerated.

# Strategies and Activities.

## 4. Adjustments to CIS events.

Create adjustments to our Community Involvement Strategy events to make them more accessible to equity priority communities.

- Translation to Spanish of all documents and meetings.
- Specific Spanish speaking meetings.
- Additional meetings in other languages.
- Paper surveys.
- Collaborate with residents and organizations from Equity Priority Areas to support with event's invitations.
- Share participation methods for public meetings.

# 5. Timeline

# Timeline

Task/Month	Description	2021			2022		
		Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
<b>TAC</b>							
Meeting 3 - Alternatives	Alternatives Outreach Focus: 1. Which alternative comes closest to expressing your vision for Santa Rosa's Future? 2. What would you change in that alternatives to better express your vision?		*				
<b>CAC</b>							
Meeting 3 - Alternatives	Alternatives Outreach Focus			*			
<b>Community Discussions and Event Sets</b>							
Set # 2 - Alternatives	Alternatives Outreach Focus			*	*		
Equity Priority Communities Outreach	Alternatives/Healthy Community Outreach Focus						
<b>City Council/Planning Commission Meetings</b>							
PC Meeting /SS - Alternatives	Alternatives Outreach Focus					*	*
Council Meeting /SS - Alternatives	Alternatives Outreach Focus					*	*

# Recommendation

It is recommended by the Planning and Economic Development Department that the City Council receive and provide input on the *Equity Priority Communities Empowerment and Outreach Work Plan*.

# Questions?