

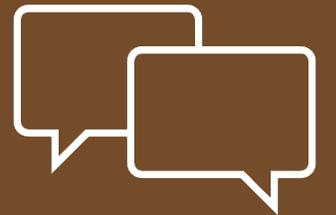
SANTA ROSA FORWARD

Plan Our Future Together



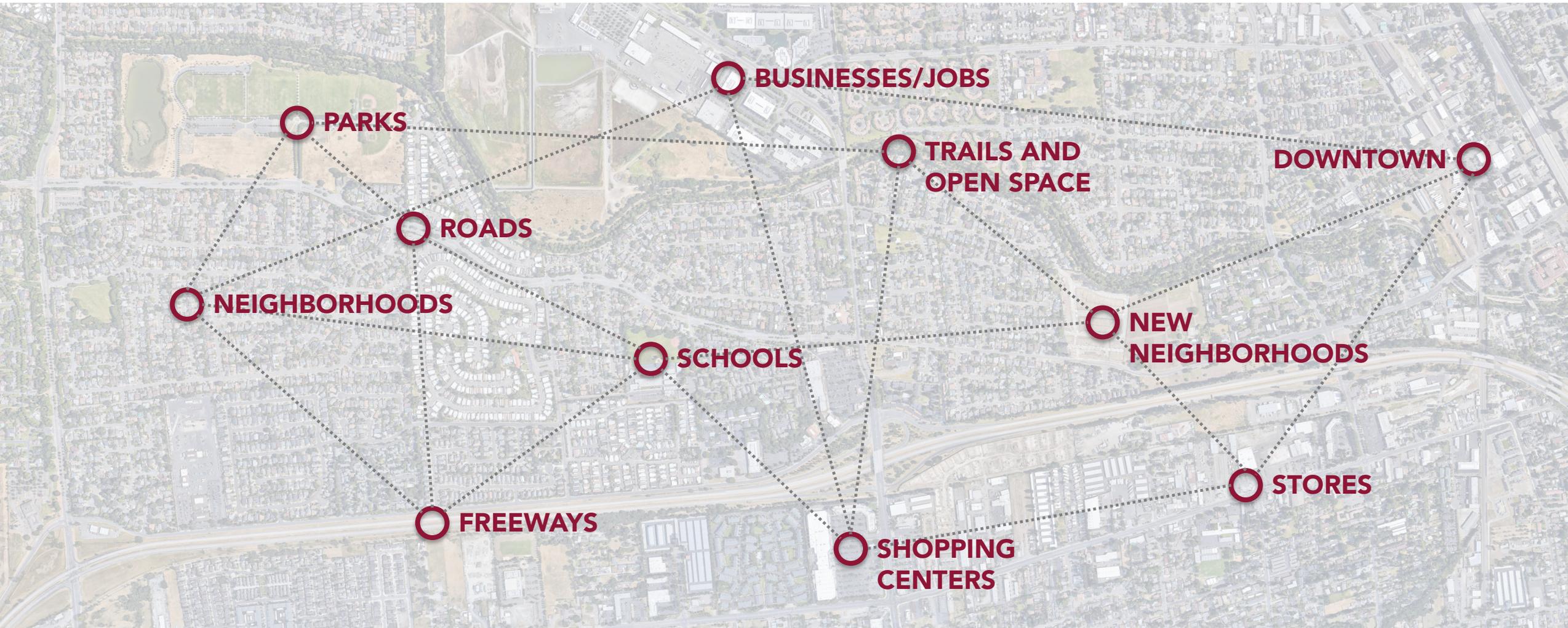
GENERAL PLAN OVERVIEW

LATINO SERVICE PROVIDERS | YOUTH PROMOTORES MEETING | OCTOBER 16, 2020



WHAT IS PLANNING...?

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!



KEY TOPIC

CREATE HOUSING FOR ALL

- Range of Densities and Types
- Market-Rate Housing
- Affordable Housing
- Reducing Barriers to Home Rentals and Ownership
- Homelessness Strategies



KEY TOPIC

CHANGE OR INCREASE SHOPPING, DINING, AND ENTERTAINMENT

- New Types of Stores
- Entertainment Districts that Includes a Variety of Activities
- Outdoor Dining



KEY TOPIC

IMPROVE HOW PEOPLE MOVE AROUND SANTA ROSA

- More Sidewalks
- New Bicycle Lanes and Routes
- New Transit Services
- Autonomous Vehicles



KEY TOPIC

ENHANCE AMENITIES AND SERVICES

- Improve Relationships Between Law Enforcement and Neighborhoods
- Improve Fire Department Response Times
- Create More Parks and Open Spaces
- Expand Learning Opportunities



KEY TOPIC

FOSTER ECONOMIC DEVELOPMENT

- Retaining and Supporting Existing Businesses
- Attracting New Businesses
- Supporting Commercial Centers
- Diversifying the Types of Jobs
- Improving Access to Employment



KEY TOPIC

SUPPORT A HEALTHY COMMUNITY

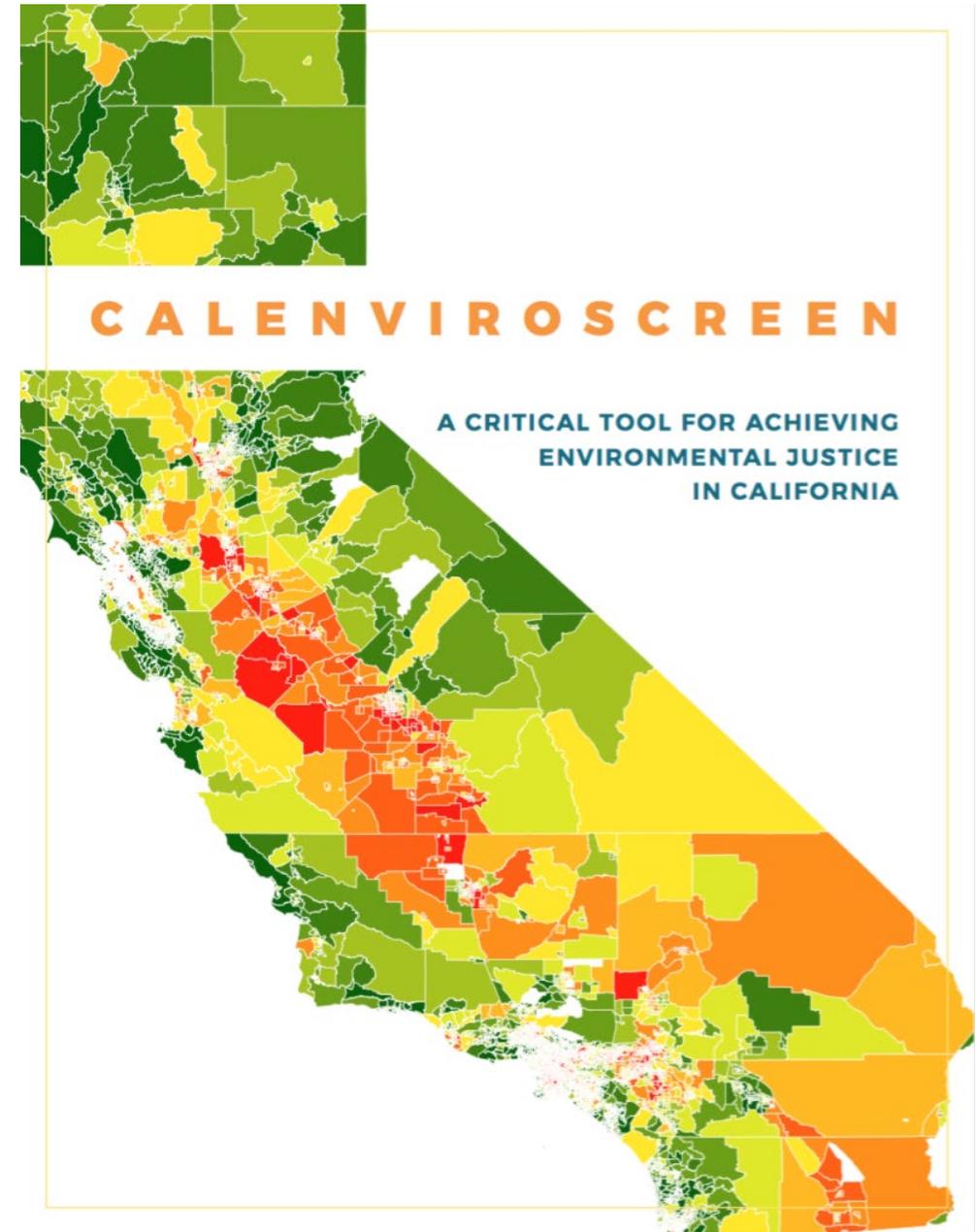
- Safer Communities
- Walkable Neighborhoods
- Access to Healthy Foods, Parks, and Recreation
- Access to Healthcare
- Worksite Wellness



KEY TOPIC

ENSURE ENVIRONMENTAL JUSTICE AND SOCIAL EQUITY

- Ensuring people of all races, cultures, and incomes are treated fairly with respect during the planning process and when projects are developed
- Supporting disadvantaged communities with resources, programs, and facilities



What Key Topic is
Most Important to You?

Please submit your response to
“**QUESTIONS/COMMENTS**” through Zoom Chat

ENGAGING THE COMMUNITY
TO DISCUSS PLANNING

COMMUNITY INVOLVEMENT STRATEGY

- Identify and Remove **Barriers** to Participation
- Leverage **Local and Social Media Networks**
- Create Opportunities for **Inclusive and Equitable** Participation
- Encourage **Community Collaboration** to Inform Policy Decisions
- Build Santa Rosans **Interest and Understanding** of Community Planning



COMMUNITY INVOLVEMENT STRATEGY

Guiding Principles

1. Authentic and Equitable
2. Inclusive and Flexible
3. Interwoven Equity
4. High-Touch and High-Tech
5. Clear, Focused and Understandable
6. Integrated Framework for Growth, Development and Community Design
7. Respect



KAISER PERMANENTE

Kaiser Permanente provided the City a **Healthy Communities Grant** that is focused on providing opportunities to engage under-represented communities and develop healthy cities policies and actions

This funding allows the City to add, enhance, or expand upon many of the **engagement activities** included in the draft CIS



**KAISER
PERMANENTE®**

Access to Care

Make a direct impact with our own charitable coverage programs and support the safety net of community clinics to provide high quality care outside our walls.

Healthy Eating Active Living

Create healthy environments to help people eat better and move more, preventing and reducing the impact of chronic conditions.

Mental Health and Wellness

Promote social-emotional health and well-being and improve access to high quality behavioral health care services.

Community and Family Safety

Support prevention and intervention of family and community violence, and victims or those at-risk of violence.



LATINO SERVICE PROVIDERS

Latino Service Providers is a **key partner** of the City's and will be involved in many community outreach and engagement events

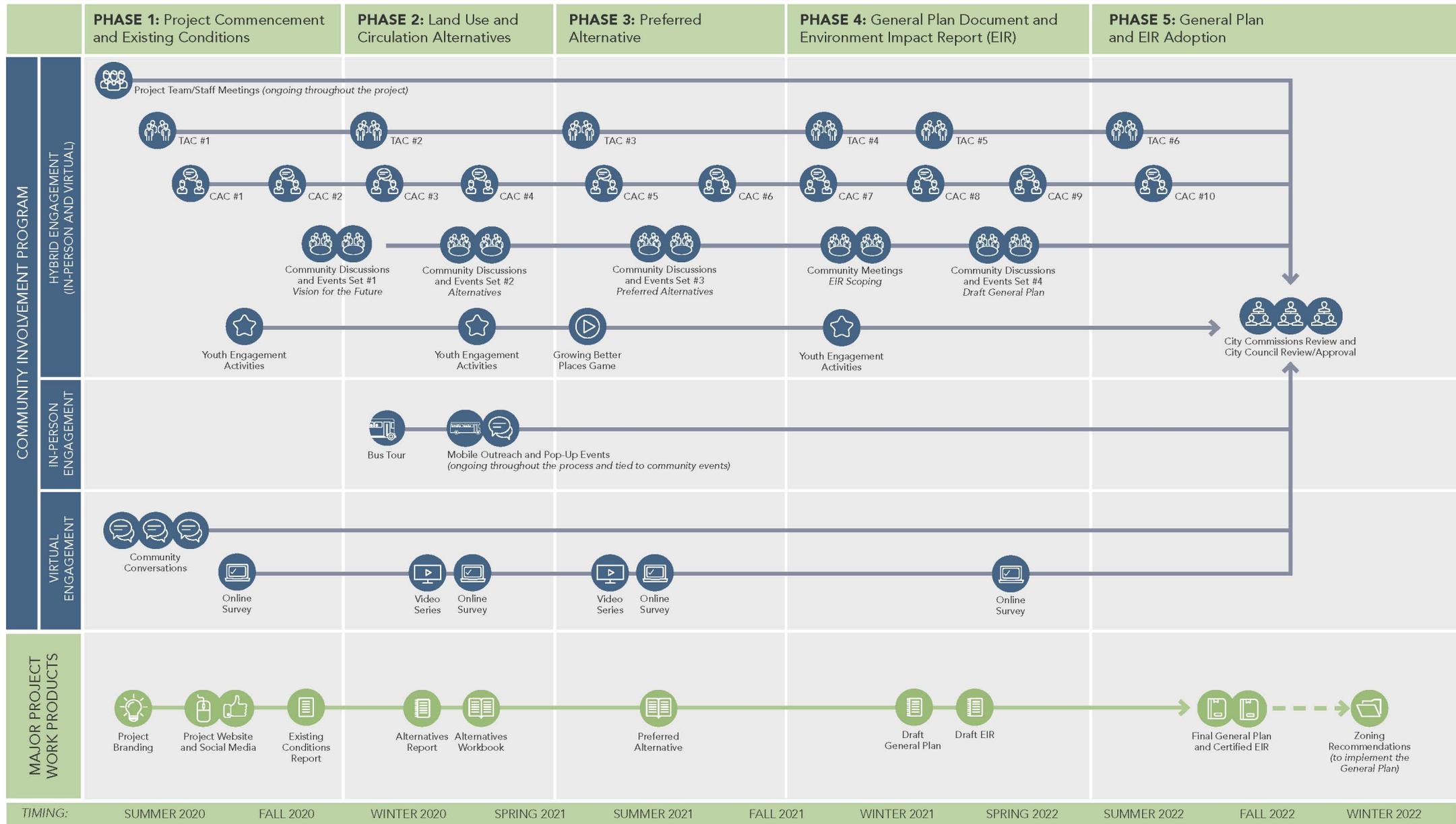
Most of these activities will be centered around **community outreach and youth engagement**



COMMUNITY ADVISORY COMMITTEE (CAC)

A key component of the CIS is to form a CAC, composed of a diverse cross section of the Santa Rosa community, that will serve as **liaisons** to ensure broad and deep community engagement

The CAC will **meet at key points** in the project to provide feedback on work products such as the City Profile, Existing Conditions Analysis, Land Use and Circulations Alternatives, and Draft General Plan



VIRTUAL MEETINGS

The screenshot displays a Zoom virtual meeting interface. On the left, a grid of 12 video thumbnails shows participants: Andy Gustavson, Dan Amsden, Amy Lyle, Cecile Querubin, Pat Kuta, Ginny Doyle, Renee Riggs, Lee Dibbie, gfearon, Adam Peacocke, Jamillah Jordan, and Ana Padilla. A central presentation slide is visible, featuring a green background with the text "ENCU" and "Por favor, envíe su respuesta a trav". A poll results window is overlaid on the slide, titled "Sharing Poll Results" and showing the following data:

Question	Option	Percentage
1. Últimamente, ¿qué le da alegría?	Pasar tiempo con familiares y queridos	(5) 45%
	Pasar tiempo en la naturaleza	(2) 18%
	Un nuevo pasatiempo	(0) 0%
	Trabajando en proyectos en el hogar	(0) 0%
	Jardinería en casa	(0) 0%
Disfrutando del arte (música, baile, pintura, etc.)	(4) 36%	
	Otro	(0) 0%

At the bottom of the interface, the Zoom control bar is visible, including buttons for Unmute, Stop Video, Security, Participants (12), Chat, Share Screen, Record, Reactions, Leave, and a red "Leave" button on the far right.

ONLINE VIRTUAL WORKSHOP AND SURVEYS



WHAT IS THE VISIONING PROCESS?

TAKE A SELF-GUIDED TOUR!

TELL US WHAT YOU THINK...

GET INVOLVED!

important links

- » Get on our mailing list
- » Contact us
- » Document library
- » City of Mountain View website
- » Home

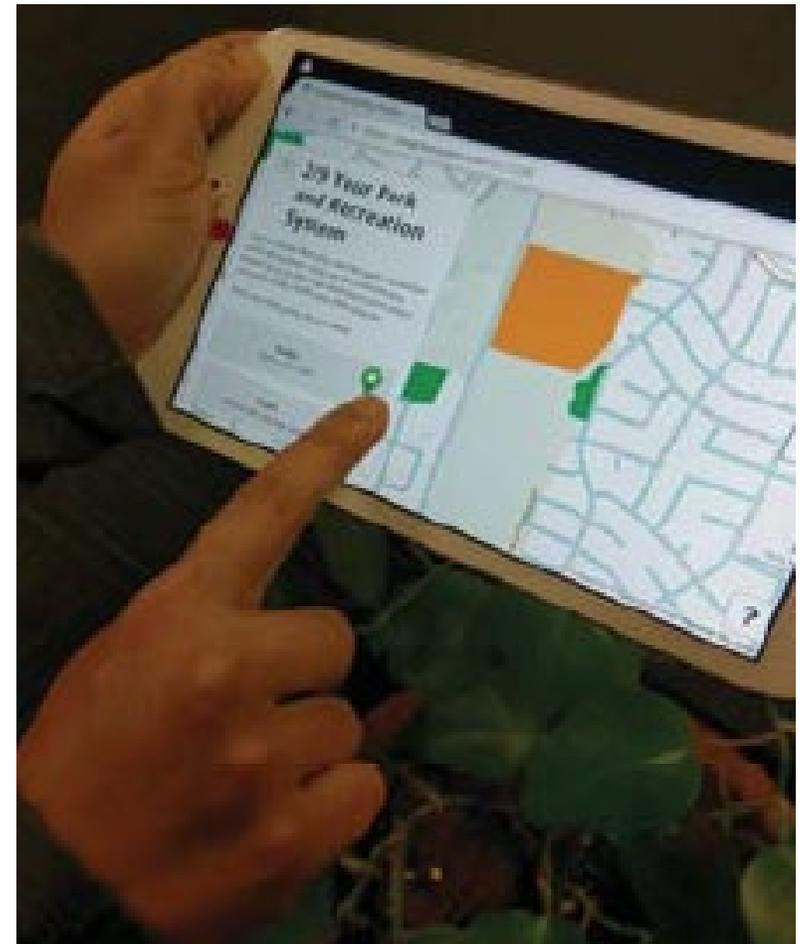
Take the Self-Guided Tour!

Take a closer look at your neighborhood through this self-guided tour. Download a printable map [here](#), or take a photo tour by clicking on the stops on the map below.

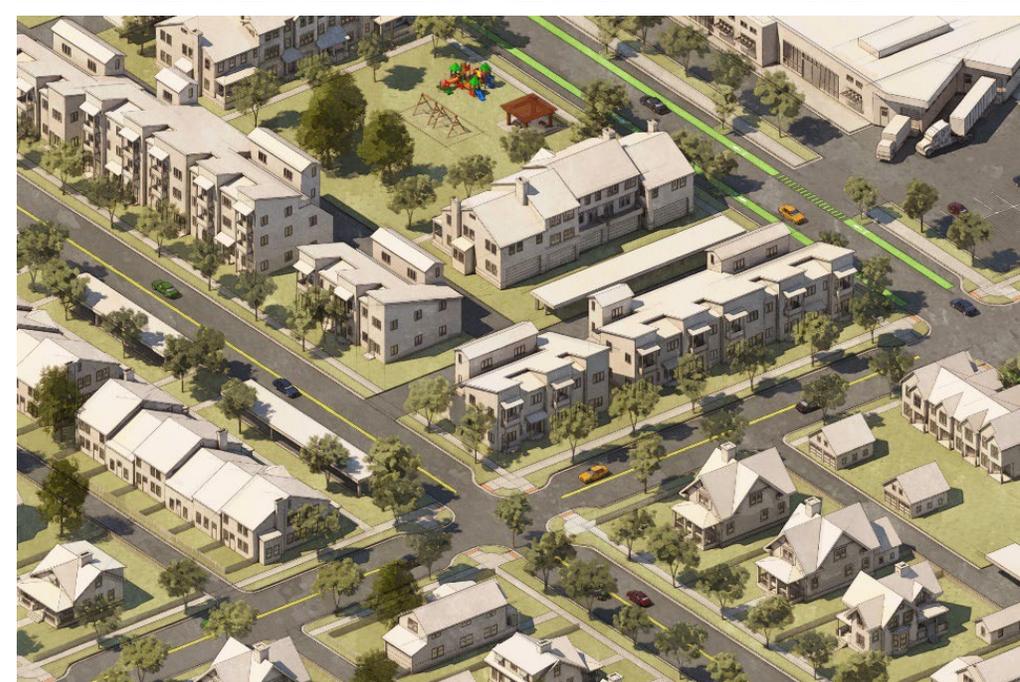
After the tour, let us know your thoughts and ideas about the neighborhood:

- Upload your photos of the San Antonio area
- Upload a photo of something you want to see in neighborhood in the future
- Leave a comment about what you see in the neighborhood today and/or what you would like to see in the future

The screenshot shows a web-based map interface for a self-guided tour. The map displays a neighborhood with a red outline indicating the tour route. Various icons are placed on the map, including blue location pins with camera icons and red location pins with speech bubble icons. A legend on the right side of the map, titled "Tour Map", lists the following items with checkboxes: "Planning Area" (checked), "Change Area" (checked), "Tour Photos" (checked), "Community Photos" (checked), and "Community Comments" (checked). The map also includes a "Map" and "Satellite" toggle at the top right.



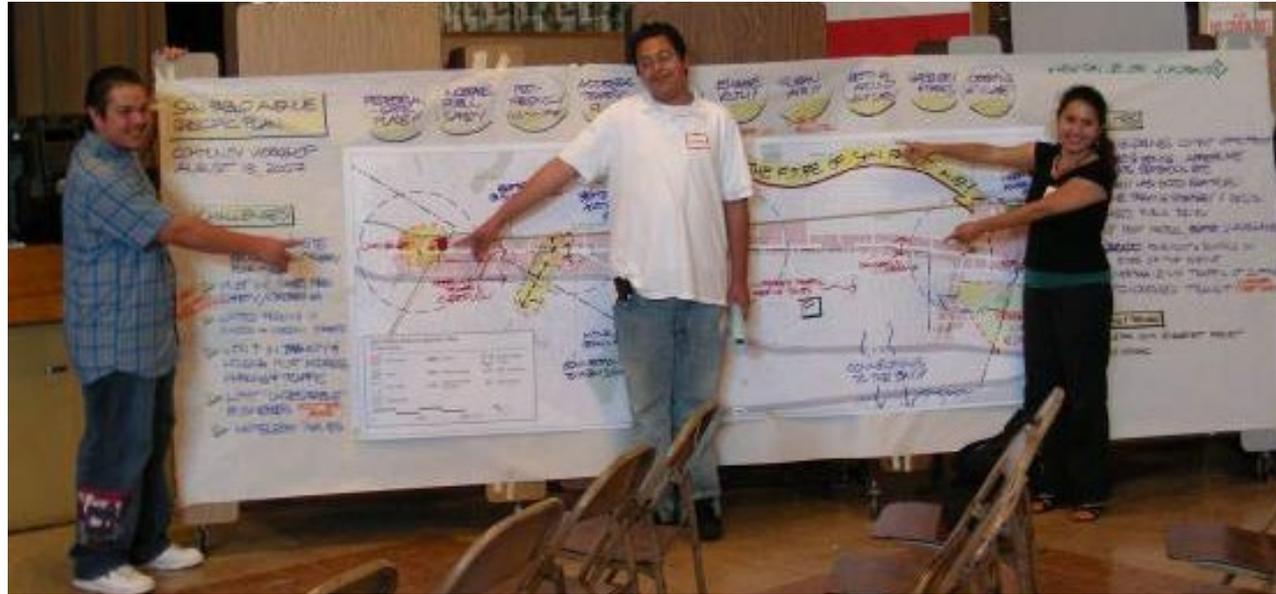
VIRTUAL REALITY



COMMUNITY EVENTS



YOUTH ENGAGEMENT



YOUTH ENGAGEMENT



COMMUNITY PLANNING SPACE



How Can the City of Santa Rosa Best Engage the Youth in the Community?

Please submit your response to
“**QUESTIONS/COMMENTS**” through Zoom Chat

WANT TO BE MORE INVOLVED...?

- Visit the project website and sign up for email announcements: **www.SantaRosaForward.com**
- Consider applying to be on the Community Advisory Committee (CAC)
- Participate in Santa Rosa Forward events and encourage others to participate as well!
- Send additional comments and ideas to **comment@srcity.org**

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Learn more about the project at www.SantaRosaForward.com