



Community Vision Workshops

Summary of Commission and Community Group Meetings

July 2021

In June 2021, the Santa Rosa Forward Project Team met with several City Commissions and community groups/organizations to gather feedback on the draft General Plan Update Vision Statement. These meetings were in addition to the 10 Community Vision Workshops held by the Project Team in May 2021. These interactive meetings provided commissioners and community members an opportunity to:

- Learn about the Santa Rosa Forward process and the importance of the General Plan.
- Learn about the findings and major take-aways from the Existing Conditions analysis.
- Discuss a Vision for the future of Santa Rosa.
- Discuss what you like about Santa Rosa and what you would improve or change in the future.
- Identify ways you can stay actively involved in the project.

The meetings were conducted either virtually or in-person, and included a brief presentation followed by a group discussion. The following is a summary of the collective community comments from the over 200 participants and detailed notes from each discussion, which included over 460 individual comments and ideas.

Meeting Dates

The Project Team held a total of 25 meetings on various dates and times, as shown on the following table. The meetings were hosted or co-hosted by City staff or Community Advisory Committee (CAC) members. Five of these meetings were help in Spanish.

#	Date	Event/Committee/Organization	Participant Count
1.	05/19/21	Santa Rosa Together	10
2.	05/21/21	Tierra de Rosas Movie Night PS - 1	20
3.	05/27/21	City of Santa Rosa Waterways Advisory Committee	--
4.	06/04/21	Tierra de Rosas Movie Night PS - 2	40
5.	06/05/21	Recreating Community in Santa Rosa (SRT)	26
6.	06/07/21	Art in Public Places Committee	--
7.	06/07/21	Mike Hauser Academy Workshop	12
8.	06/08/21	Santa Rosa Junior College, Second Chance Program	10
9.	06/08/21	City of Santa Rosa Economic Subcommittee	--
10.	06/09/21	City of Santa Rosa Planning Staff Meeting	--
11.	06/10/21	Roseland Community Building Initiative (CBI)	6
12.	06/11/21	International Life Events Association	6
13.	06/15/21	Mujeres Unidas Vision Workshop	6
14.	06/16/21	Cultural Heritage Board	--
15.	06/17/21	City of Santa Rosa Design Review Board	--
16.	06/17/21	Oakmont Homeowners Association	10
17.	06/18/21	Southeast Greenway	6
18.	06/19/21	Vaccination Fair: Mitote y Roseland Mercadito	10
19.	06/26/21	Vaccine Promotion Event: Bienestar de Todxs - CURA	17
20.	06/21	Sonoma State University, Planning and Evaluation Class	9
21.	07/14/21	Santa Rosa Metro Chamber	6
22.	07/15/21	Railroad Square Business Association	9
23.	07/15/21	City of Santa Rosa Bicycle and Pedestrian Advisory Board	--
24.	07/15/21	Latino Business Owners	6
25.	07/19/21	City of Santa Rosa Housing Authority	--

Summary of Comments on the Draft Vision Statement

Each meeting included open discussions so participants could share specific ideas about the draft Vision Statement. The following is a summary of the major recurring themes and comments raised by the various commissions and community groups/organizations.

Community Connection and Resilience

- Improve City, County, and resident communications through traditional and non-traditional channels, both high tech and low tech (e.g., high touch).
- Remove obstacles for disenfranchised people and groups so they can actively participate in decisions. This includes monolingual speakers, youth, elderly, formerly incarcerated people, people with various disabilities, and undocumented groups.
- Balance City resources in an equitable manner to fix/overcome existing neighborhood disparities.
- Increase everyone's access to quality parks, green and open spaces, and recreational amenities/programs.
- Continue to promote and use local resources, including food, services, businesses, and entertainment.
- Increase the community's understanding of the local economy, climate impacts, safety, resiliency, and healthy living through improved access to information and resources.

Neighborhood Revitalization

- Promote "zero emission" vehicles and sustainable mobility practices.
- Increase access to healthy food, mental health, and homelessness resources and services.
- Increase access to affordable and equitable housing throughout Santa Rosa.
- Work to identify long-term strategies to house the currently unhoused.
- Invest in the Roseland and Downtown (services, amenities, infrastructure, etc.).
- Increase residential densities as a strategy for providing more affordable and desired housing choices.

Diverse and Cultural City

- Celebrate local community art and artists.
- Encourage a diverse mix of businesses (stores, restaurants, entertainment, employment, etc.).
- Create more opportunities for entertainment and events for all ages and affinity groups.
- Create more public gathering spaces (Events Center).

Increase Connectivity, Mobility and Access

- Better connect bicycle paths, trailways, and sidewalks throughout city.
- Beautify the city through streetscape improvements.
- Integrate public art into public spaces.
- Encourage and have a seamless active/public transit system.
- Maintain roadway infrastructure (e.g., fix potholes and missing segments).
- Ensure there is adequate parking and/or transit access for multi-family and higher intensity areas.

Adapt for Climate Change

- Increase fire prevention and community resilience activities, programs, and projects.
- Promote energy conservation and reduce (or eliminate) reliance on carbon fuels.
- Increase access to green infrastructure citywide.
- Increase the awareness of possible short-term climate adaptation strategies all residents.

Santa Rosa Together

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Loves the street trees and city environment. Need better City/County coordination.
- Accentuate neighborhood character; Share community resources
- Continue to work on neighborhood improvement and codify neighborhood supportive processes and engagement.
- Promote bottom-up planning; govern and communicate at the neighborhood level; It's a major short-term cost/investment with long term community benefits.
- GPU needs to foster equitable housing and address gentrification. The city needs truly affordable housing

What would you change or improve about Santa Rosa in the future?

- Build and support government process/representation and land use mix or framework that organizes and sustains neighborhoods. Advocate for City Hall resources to consider neighborhood resource needs promote equitable sharing;
- Looking at City Charter to instill a process for neighborhood review of general plan, zoning; support public events in all neighborhoods.
- Promote Bottom up planning to allow neighborhoods to be prepared when projects come forward. Communicate projects and change to communicate before they become a hearing agenda item; need to meet with the neighborhood first. Look at Oakmont and College venues.
- Promote or sponsor an annual community wide discussion on a topic of interest – housing, fire safety, etc. – as a way to build civic engagement muscle. Look at the SF COPE program.
- Need to inventory neighborhoods to identify and share needed resources such as public services, commercial uses (food deserts); professional services. This inventory will identify partnership opportunities
- Need a neighborhood process to address or communicate change; need to communicate before an agenda; need to meet with the neighborhood first. Look at Oakmont and the college venue. Pick an issue of interest to build civic engagement muscle. Cope Program SF Look at Community Engagement.
- Communicate the outcome or results of the Vision Workshops. Recognize public comments to show participant ideas mattered. Inventory and track comments to show how they created or changed a police. Prepare a Vision

	Report for public review. Develop a Community Infrastructure metric that can be used to track and measure neighborhood supporting policy.
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City of Santa Rosa Art in Public Places Committee

Detailed Comments

What do you like most or what inspires you about Santa Rosa?	What would you change or improve about Santa Rosa in the future?
<ul style="list-style-type: none"> ▪ How will GP update implement environmental justice? ▪ The GP needs to be accountable. How will that be accomplished? ▪ Need to equitably balance City resources to overcome existing neighborhood disparities. ▪ How will increase residential density be discussed and accommodated within the city? ▪ Prioritize discussion of public art in the GP.. 	<ul style="list-style-type: none"> ▪ Artwork in public places such as the painted flag on intersection pavement. ▪ Continue to bring in and use local creative talent ▪ Late Modern design in SR downtown, added residential density ▪ Need to equitably balance art resources in the community. Roseland needs attention and provides the City with the opportunity to affect how the built environment can shape, improve people's lives. ▪ Need to shelter the high number of homeless in Santa Rosa; consider using undeveloped city land. ▪ Need to enhance connectivity and pedestrian safety in the community. Review and improve intersection safety for ▪ The City has deep inherited racial divisions. Strive for inclusion. ▪ Work to create community gatherings that are fun. Identify people in the city who are influencers.

Mike Hauser Academy Workshop

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Likes to walk Places
- National Parks- likes to see nature
- Thrift Store
- Like to bike places
- Sports and Activities
- Good food taco trucks/ (Foreign Foods as well)
- A lot of activities to most homes
- Shopping Centers
- Good locations for school (Good classes/ good teachers & good after class activities)
- Farmers market, Trails, quiet suburbs, restaurants, high schools (academics), urban planning, good weather, recycling, plastic bag, reusable grocery bags
- New train system

What would you change or improve about Santa Rosa in the future?

- Some areas don't have sidewalks for
- Walks to places (School,..)
- Trash, the city needs to be cleaned up, glass in road
- more land, bigger yards, small spaces
- more country area
- better roads, pot holes
- work on/ fix up sports fields
- Homelessness, there are so many homeless people on the sidewalks, streets, shopping centers
- more fire protection
- taller building
- More local shops
- More action towards climate change
- City council meeting to brainstorm ideas as a community to fight climate change
- More affordable housing
- More Bike lanes
- There's no connection between neighbors
- Not having young people in neighborhoods
- Construction in the morning is loud
- Leftover construction
- kids should also be involved in construction and be informed of new things happening in the city
- kids are not involved in decision
- it's expensive people go away to Texas
- homelessness
- have more shelters
- medical bills are too expensive
- police have to be under a certain IQ
- School should teach about taxes
- Overpopulation (way to dense)
- Fire protection, Water usage efficiency, mental healthcare, education, equality, access to money, opportunities, jobs, shared recourse, college acceptance, better education standard of education is lower
- Equal Schools need funding, what kids in other states in 5th grade is learned 6th-

	<p>7th grade - may lead to property due medication</p> <ul style="list-style-type: none"> ▪ Promote walking ▪ Transportation- roads are bumpy, rough ▪ Good Alternatives to cars/ Driving ▪ Lost of cars are used to get around ▪ Promote Electric cars/ Stations ▪ Share Cars ▪ Promote SMART Trains ▪ More convenient ▪ Autonomous Cars ▪ Food Delivery Drones ▪ More skateparks ▪ Food Supply / Animal Ownership in Sonoma County ▪ New buildings must be all electric - No gas for heating, ventilation, electrical ▪ Add more bike lanes ▪ Self-Sustained BioSphere ▪ Entertainment in malls ▪ more money ▪ attraction for kids ▪ More Places to have hangout ▪ Zoos, Waterparks ▪ Political representation ▪ Voting Rights ▪ using social media ▪ Incorporating art everywhere ▪ to raise awareness about campaigns, Instagram, Snapchat ▪ promote kid/teen activity ▪ Dog Parks, More Open space/grass, ▪ Freedom
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Santa Rosa Junior College, Second Chance Program

Detailed Comments

This meeting was organized through SRJC to meet with students who were formerly incarcerated people who provided their input on the General Plan Update.

What do you like most or what inspires you about Santa Rosa?

- Programs to reintegrate to society that exist in Santa Rosa.
- Second Chance Program. SRJC program that provides counseling, funding and other resources for students who were formerly incarcerated
- Mental health services provided by SRJC

What would you change or improve about Santa Rosa in the future?

- Funding for programs that support formerly incarcerated people, including funding for school programs in SRJC.
- We would like richer populations to hear our success stories so they can know that some of us want to change our lives and that it is hard to do so.
- We would like to have workshops with the City/County about the difficulties that formerly incarcerated people face.
- Transitional services are not enough. People who come out of jail don't have housing, access to health or mental health, money or resources.
- Housing in the city excludes people who were formerly incarcerated.
- Because of the housing regulations, a lot of formerly incarcerated people end up in homelessness and continue with addictions.
- Drug addiction is a big problem for a lot of people, and we need services to provide attention to people who are facing them.
- We need enough provision of NARCAN, medicine used for the treatment of a known or suspected opioid overdose emergency with signs of breathing problems

City of Santa Rosa Planning Staff Meeting

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- We have all the right items to work, but we need an attitude adjustment

What would you change or improve about Santa Rosa in the future?

- Not a lot of young people and not access or spaces for them to participate.
- People who provide input are only older and privileged members of the community
- People from certain areas of the city and from certain groups feel neglected or excluded
- **Affordable**, related to housing and people having access to entry level housing
- **Vibrant**, art and culture, as well as diversity (available ethnic food businesses)
- **Inspiring**. We are “Walmart”, we don’t have a richness of cultural experience, we are not inspiring.
- **Entertainment**, no entertainment opportunities for young people

Roseland Community Building Initiative (CBI)

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- The Roseland area is multicultural and has a high concentration of Latinx people.
- I am not a home owner but I always try to get along with everyone. Santa Rosa seems like a peaceful city and things are accessible. Public transit is reliable
- The parks are nice. There are many of them. I enjoy bringing my family and doing things at the park. Also, Parking fees are not too high but I hate getting parking tickets. Those can be expensive.
- Kaiser hospital on the West side was a great idea.
- There is a lot of violence. There are shootings all the time specially in the 95407 zip code. I enjoy residing in Sebastopol too when I get sick of Santa Rosa.
- Santa Rosa population has increased over the years, there are people here from everywhere.
- The homeless population seems dangerous to me
- Cannabis approval was a bad choice. We are now seeing people high everywhere. But I noticed the homeless people are not in the Bennett Valley or Rincon Valley area. Even RVs are not allowed in those areas. The police seem to favor those areas more than the one I live in which is here in the 95407.

What would you change or improve about Santa Rosa in the future?

- Business permits, should tell business owners how to treat people well. It's their responsibility. Violence against women should not be permitted.
- The Roseland Area is not improving. There is not investment, or community centers. Similar to Finley's Park.
- We need places for young people to have activities, like Finley Park. Yoga, Karate, cooking.
- There's no effort to improve the Roseland area.
- Bennett Valley has beautiful trees, sidewalks and parks. We don't.
- We need to involve tenants. They have no power to keep their houses in good conditions and owners always mention that if they don't like the houses, they can leave and go somewhere else.
- Affordable housing usually does not provide enough amenities.
- I would enjoy getting transfers on the bus. I liked it. Now the cost of the bus is high and the transfers expired in an hour.
- The connections aren't always effective.
- We should integrate Latinx people into conversations, we have never been included by the City.
- Streets have lots of holes, sidewalks are terrible
- There's a lot of traffic in our streets.
- There's a lot of graffiti in the City, we want to improve our community.
- Houses that are rented to Latinx people have reduced

International Life Events Association

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Supportive public, sense of community.
- Bennett Valley, Vista Del Lago has a community.
- City's farmers market and parks are great to meet people.
- Healthy communities and transportation are big benefit.
- The Sonoma County area is a draw for tourists.
- The community is really kind. There is a sense of community. Bennett Valley.
- I love the parks. I meet people and I exercise.
- Sense of commonality. Engage in local events and local conversations.
- The city did a great job of providing services online during the pandemic.
- The area used to be an attraction for tourists.
- It's great to have affordable housing

What would you change or improve about Santa Rosa in the future?

- Draw people together find common ground, Need local conversation about experience.
- Too car dependent, need better access to SMART and connection to other places in city. Not a fan of buses (services and use are mysterious), not user friendly.
- Need more community events, resolve downtown parking issues and connectivity.
- The City is hard to deal with, permitting needs to be improved. Need to make the rebuild center process a full-time operation; Need to continue the client serving model.
- Fires have changed the landscape, need to protect the city from future fire damage, and the economy; Branded in fire season.
- Fires and pandemics have adversely affected the city image and economy.
- There is a general lack of knowledge about the tourist industry, September to October is the high season, events have been impacted by fire and pandemic.
- Downtown homelessness, gang activity and sense of unsafe environment repels residents and tourists.
- Downtown completes with wine country rural setting and events. Need to bring flair and flavor to Downtown. Look at success in other cities (Toronto) with street closures. Entertainers keep people in the City.
- The tourism industry needs employee housing. Event company employees live in Santa Rosa, they need decent and safe housing.
- The City needs downtown to be safe for visitors in the evening. Homeless need mental health services.

- The City needs to create a buzz downtown to attract residents and tourist.
- Need to support upper income households.
- Need to focus on traffic circulation and economics.
- Transportation could be a big benefit of Santa Rosa. It is sprawling.
- Better access to downtown and connect it to other places.
- Buses never come on time. We don't know how to use them. Make them more user friendly.
- Plan community events together with transportation.
- The city is known for "being hard to deal with" building and things like that.
- The pandemic experience was not useful to transform toward a "client serving" model. (Inspectors, etc.)
- Big difference working with the building office and fire inspections during the pandemic.
- Fires changed the city and the attraction of tourism.
- The fire and the pandemic affected us.
- The lack of knowledge about the city and the county responsibilities.
- Including the businesses in the conversation about the city's decision making processes.
- Tourism is scared of fires. Vineyards, weddings, vacation rentals.
- Downtown has to be comparable to the beauty and experiences of wineries and other cities in the county or the world. Closing the streets, having chairs and tables out, having entertainment in the streets, garden arrangements.
- Restaurant staff, delivery people, and truck drivers, can also have healthy communities too in Santa Rosa and access for them to events and activities.
- Homelessness has been scary, there needs to be mental health services to avoid these types of events.
- Visitors don't come because of homelessness.

	<ul style="list-style-type: none">▪ We need to be more friendly to people who want to infuse money into the area.▪ Circularity economic.▪ We need to focus
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Mujeres Unidas Vision Workshop

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Community groups organize affordable activities
- There's a security guard in Mitote.
- County is doing surveys to test your internet.
- Estaría bien que pusieran luz en las calles solares. It will be great to have solar lights.
- Stony Pt.. Looks beautiful.
- Its good to see more housing coming to the city.
- Continue to engage the community.
- Some of the things the city has done are very engaging and useful.
- The city has done more activities in different languages.
- Continue to engage people with disabilities.
- In Roseland, we organized Movie Nights. We would love to have a community center.
- Keep organizing activities on each neighborhood, so people can walk to events.
- Have police participating in events in a non threatening way.
- Security is important. We want information to know what to do in case of gunshots.
- SW Community Park gets lots of youth/sport use during the weekend;
- Community Movie Night was successful until inappropriate behavior and driving started
- Keep security guard at Mitote
- Dog Patrol (cal policy association, SF) – notify local law enforcement;
- Beautify - city plant trees, streetscape improvements, fruit trees in SR;
- Good to see more housing

What would you change or improve about Santa Rosa in the future?

- Sandra Valencia - Childcare impacted by pandemic; not enough buildings for providers; permitting and standards are difficult; need more opportunity in employment sites and community; also need to help providers; CC is needed for employees to work.
- Need to support childcare
- Need places for community groups to meet. Library was place to meet; need public spaces free of cost for community groups to meet. Need neighborhood and community level; cooking facility are important for family focused events; need to be transparent about availability; Specifically Roseland Park (Bear Farm and Park) does not provide full access
- Civic Building in Roseland; Finnilly park doyle park; below park resident ratio;
- This is an equity issue;
- SW Community Park has become a public nuisance; residents don't feel safe; need police or security; Otherwise lots of use during the weekend;
- Need police that reflect community social/ethnic character
- Need to improve and maintain public street improvements including lighting.
- Internet improvements needed to allow family students and working parents for internet access. Not only in Roseland also in southeast SR. (Evette – County is surveying residents re: internet infrastructure – funding from county). Need to clarify who is responsible for the lines/services. Needed for school, jobs and emergencies.
- Neighborhood congestion is an issue; housing and circulation needs to be coordinated.
- Public transit is not affordable (smart train) or is not timely (bus). need convenience.
- Need mix of income levels citywide;

- Homeless community needs to be solved; need to take care of mental health issues
- To have permission to use some places for our meetings
- Have spaces and facilities for community groups (not necessary non-profits), including kids and families, that is safe, with parking.
- Green space is not enough in Roseland, talking about per capita.
- Fitness activities, for example Zumba. There's Not availability to have the Zumba classes anymore.
- Community groups organize affordable activities
- South Park doesn't feel safe. There's people gambling. There isn't enough police presence. There's a fair amount of people in the community who want police presence due to criminal activity.
- Sebastopol road is unsafe after certain hours.
- Community groups can help with security and policing. Other cities have examples of this.
- Build a relationship with the police department and have more patrols
- We need more security, there was a gunshot person in a Park West Bayer Farm. I live in Roseland and I feel afraid.
- There is trash in the streets, couches, and other things that are not collected.
- There's gangs at night. Not sure if they are gunshots or fireworks.
- Streetlights are needed.
- Internet broadband lines are old and the internet is not good in the Roseland area.
- Communication between the City and the County is not very good.
- CCPOA – California Crime Prevention Organization, start looking into this program. Oficiales de Servicios de Prevención. They take out their dogs and let the police know if there is criminal activity.
- Roseland is really dark, I wouldn't let my kid walk to school.
- There's a lot of congestion in the area. We want to make sure that planners

	<p>think about this when building complexes are built.</p> <ul style="list-style-type: none"> ▪ Can the freeway system keep up with the ▪ The bus system is pretty inefficient, it takes really long to wait for it. ▪ Not affordable housing, income-based housing. Affordable doesn't mean the same for everybody. ▪ The pricing of housing has segregated and excluded racial minorities. ▪ Beautify our city. ▪ Plant fruit trees around the city. ▪ Homeless community, inform what the city is doing to support them. ▪ Mental health issues
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City of Santa Rosa Cultural Heritage Board

Detailed Comments

What do you like most or what inspires you about Santa Rosa?	What would you change or improve about Santa Rosa in the future?
<ul style="list-style-type: none"> ▪ Watch neighborhood needs its own business area to reduce travel; some exists to amplify. ▪ Improve and beautify Santa Rosa Ave. ▪ Keep and encouraged grocery stores in historic neighborhoods ▪ Neighborhood actives and public places including Courthouse Square ▪ City community involvement and grants that support neighborhood events/festivals; Burbank Gardens neighborhood is a plus. 	<ul style="list-style-type: none"> ▪ Encourage more neighborhood gatherings. ▪ Access to education needs to be improved; need space for education; need to work to make schools equitable. ▪ Roseland annexation is an opportunity for City GP policy to protect its historic resources. ▪ Clarify and strengthen GP policy regarding historic resource protection ▪ Clarify how downtown station area plan development is balanced with historic resource protection. ▪ Expand City support programs that focus on neighborhoods. ▪ Need to address homelessness. Encampments give SR a bad look and impact neighborhood property value.

City of Santa Rosa Design Review Board

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Strong comm-unity support.
- SRJC jewel education beautiful grounds
- Community is willing to help provide resources; support it in the GP pay attention to that
- Burgeoning diversity and change; SRJC, center of the wheel of what SR can be, Multi-cultural community
- Like evolving changing community good for his kids to see, stimulate new activities and centers of neighborhoods, multi-generational community which is sustaining, diverse business and sectors will help with invigorating the city

What would you change or improve about Santa Rosa in the future?

- Civil rights upheaval in the city and northern California, inclusivity, justice equity; cultural live and activities are important; Sonoma County and City rests too much on wine cultural; go beyond festivals and events cultural drives
- Design and build housing that is affordable to the vast majority of citizens, affordable housing still creates controversy; Housing is the biggest issue we need to resolve.
- Housing affects quality of life; Rincon valley is too far away and disconnected. Strive for small commercial centers for gathering places, that makes the community
- City divided by freeway/mall into two; need to reunification of downtown; underground the freeway to reunite the city.
- Issues need to be addressed housing, freeway bifurcation, foster community gathering place by integrating uses, mixed of uses verse single land uses; how can we create nodes of activity, mixed use, prepare EIR for areas to facilitate development (see long beach), use zoning and specific plans to show how we will grow.
- URAD or another group recommended undergrounding the freeway
- Get EIR to support developers and housing development
- Greenway, HWY 12 abandonment, difficulty of neighborhood accepting affordable housing e, w, s, and n. Avoid concentration. Encourage work everywhere
- Diverse development type; give local developers

Oakmont Homeowners Association

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Natural beauty, hiking trails, cultural diversity, medical facilities and treatment, good transportation (road and air) to bay area and beyond
- Good education systems at all levels especially SRJC
- SR location in Bay Area is key (+1), great natural resources, parks, north coast beaches and communities. Don't work too hard to change anything about the location.
- Montgomery Village is my favorite retail destination, it has parking and is safe.
- Good biking in Oakmont and on Channel Drive
- Like winery and wine country influence
- Perfect place (except for wildfires)
- Came for children; good community and setting to raise children.
- No traffic, no heat
- Strongly support Los Giliquos homeless facility.
- The natural beauty of the area. But it's also scary because of the fires. I still love it but it's a concern.
- Access to San Francisco.
- I moved from LA and it was safer and nicer for the kids to grow up. My kids enjoyed living here. I'm also afraid of wildfires, especially with development where there is fire hazard.
- Love natural beauty and demographics of Oakmont, over 55 mostly retired.
- Love support for homeless communities. We need much more.
- I loved the vaccination so soon.
- I work in Oakmont, I'm concerned about the evacuation routes.
- We loved gardens.
- We have a great neighborhoods.
- Santa Rosa's a great place

What would you change or improve about Santa Rosa in the future?

- Downtown is not safe; it has no parking
- Biking on SR creek is scary with homeless
- Downtown is not attractive. It is unimpressive - It had a pretty square with trees; The square is not compatible with Healdsburg or Sonoma
- RR square is cool but hard to park; It is too busy and homeless detract
- Downtown not a retail or entertainment destination; Drive to town of Sonoma instead.
- Homeless people are a major negative of City; they agree they need help.
- Oakmont is a thumb that sticks out into the County. It has poor cell service which is needed for emergency notices. Traffic congestion is a major negative; Elnora stop light will make it worse.
- Need to improve connection to downtown.
- Need to coordinate City/County fire protection services in Oakmont; the two agencies use different communication channels.
- Evacuation areas concern me, much more with development. It concerns me and all people living in Oakmont.
- I'm very concerned about the homelessness.
- Younger people to help with the situation.
- Really scared about fires and the impact.
- It's not good to live in trauma.
- We don't want more houses for seniors here.
- Last year it took us 1.5 hours to get on the highway.
- There was no information about the fires.
- There is an area of Oakley where equipment is stored and it seems to be an easy place to have another exit to the 12.

	<ul style="list-style-type: none">▪ Better coordination with the County and the City▪ Integrate systems for emergency information.▪ The downtown will never be Healdsburg or Sonoma, no matter how hard we try. That possibility ended when the mall split the town.▪ There's an old thought when you sell a house - you want every sightline as the potential buyer walks through the house to be enticing. Santa Rosa needs to think that way. Drive around, park, walk. Are you happy with all your sightlines?
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Southeast Greenway

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Continue how Santa Rosa feels
- Protect the vitality of community, events and organizations.
- Public life improved recently with downtown outdoor dining. Continue to foster public parks and pathways, create opportunities for music and live performances in Railroad Square, Doyle Park.
- Montgomery Village creates a strong sense of community; protect and keep small store owners.
- SR is not too big, not too small; SR and Sonoma County have abundant natural beauty. The fire tragedies are a punch in the gut – it created awareness, shared intelligence in residents about the challenge of climate change.
- Santa Rosa needs to attract new residents and build housing to maintain the same comfort and sense of neighborhood we all enjoy.
- The difficulty and trauma rebuilding after the fire challenged the community. More affordable housing is most critical for the City's recovery.
- Breweries, wineries, and bookstores are the best public meeting places in and near Downtown. Need to see more improvement there and in public recreation areas.
- Strengthen transportation and other connections between city and county areas.
- Bennett Valley vistas are outstanding. The City's distinct neighborhoods, such as the Bennett Valley and JC neighborhoods, are a positive community asset.
- Ridgeline and mountain vistas within the City are major benefits. Be careful how housing development will affect or impact scenic vistas. Second story residential development – which are out

What would you change or improve about Santa Rosa in the future?

- East- west bicycle connections or routes are lacking or deficient.
- Traffic congestion is getting worse.
- Denser residential areas foster social networks and provide more opportunity for residents to get to know one another.
- East SR has many important community elements already in place including parks, golf courses and related amenities. The City needs to keep these elements in place.
- If the urban growth boundary stays the same; all development will result in intensified land use.
- Evacuation planning is needed, especially for retirement centers residents, who are most vulnerable to fires.
- People are waiting for downtown mid to high rise buildings as a place to age in the community.
- Aging population lacks affordable housing. To many large homes are occupied by two elderly persons rather than younger families who need more bedrooms. Household size and household needs are mismatched. Are there programs (ADUs) or incentives to address this disparity?
- Flexible zoning is needed to allow more housing; consider housing in commercial and industrial areas.
- Housing is a monumental challenge. Empathy creates a sense of unavoidable embarrassment. Two aspects homeless people consider - what do they need versus what do they want, and what kind of housing can we offer to meet their housing needs.
- We have the will to solve homelessness, neighborhoods need to accept that space needed to shelter homeless; everyone needs housing. The Yulupa RV street parking area is an example. RV

<p>of character - take public (street-view) vistas away.</p> <ul style="list-style-type: none"> ▪ Need to build with neighborhood sensitivity; development needs to be community friendly and friendly to store owners. ▪ SRJC is a major city/community asset; accessible and continuing education is a community benefit and a cross cultural opportunity. ▪ Public accessibility of elected leaders and city staff is a community benefit. ▪ SR has a great medical community with different and diverse doctors who keep the community healthy. ▪ Need to improve bicycle facilities and safety of bicyclist and pedestrians; City needs to slow drivers down; people drive too fast. 	<p>sites with good facilities are needed; running generators need to be accommodated.</p> <ul style="list-style-type: none"> ▪ Need to look at rehabilitating aging multifamily housing stock. ▪ Need to control and regulate Air BnB housing. ▪ The Tubbs fire in Fountaingrove is a recurring event; City needs to evaluate restricting development in such areas; consider using transfer of development rights. ▪ SR needs to get comfortable with density, it needs to support transit and trains. Density can work for the City. ▪ Need more public gathering places such as dog parks. The Piner indoor soccer facility is a great example of a public gathering place.
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Sonoma State University, Planning and Evaluation Class

Detailed Comments

What do you like most or what inspires you about Santa Rosa?	What would you change or improve about Santa Rosa in the future?
<ul style="list-style-type: none"> ▪ Sebastopol road is full of culture and amazing food! I wished the Aiea got recognition. ▪ The city has the right size. ▪ Natural resources are great. ▪ It's a relaxing, nice, beautiful, scenery. ▪ Nice regional parks. ▪ Distance ▪ Parking is not a big deal. ▪ 5 min to go to everywhere. ▪ History in the city is really nice. ▪ Going to the market. ▪ I appreciate diversity. My family was the only black person where I was from. ▪ Closeness to San Francisco 	<ul style="list-style-type: none"> ▪ Speedbumps, I live downtown, and people speed a lot. There's a lot of accidents. ▪ Homelessness ▪ Housing is an issue also caused because we are close to San Francisco, it's increasing the housing prices. ▪ Define what affordable housing is. ▪ Boost the local economy to include local vendors. ▪ Support local businesses. ▪ Legalized street vendors. ▪ Get more services for communities, mostly focus on undocumented communities.

Santa Rosa Metro Chamber

Responses

What do you like most or what inspires you about Santa Rosa?	What would you change or improve about Santa Rosa in the future?
<ul style="list-style-type: none"> ▪ Prince Memorial Greenway needs to be continued. ▪ Vast diversity of people with different socio-economic and cultural perspectives. The City is very tolerant of diversity. ▪ Small business diversity in terms of range and specialty ▪ Best beer in the world including wine and spirits ▪ Basic excellent food ▪ Access to hiking in beautiful environment ▪ Community promotion of local restaurants ▪ Continue spirit of supported business (Airbnb) ▪ Population and business diversity; local craft beverage and food ▪ Parklettes are great 	<ul style="list-style-type: none"> ▪ SR needs housing, youth cannot afford or do not have opportunity to stay in the community, need to build more Housing. ▪ Housing policy and goals lag, need action to make it happen; homelessness and housing is a major issue. ▪ Need massive investment in Latin food for locals and tourists, focused local investment will transform neighborhoods (LA model). ▪ Tale of two cities – Economic divide; very hard to reconcile why road and education conditions vary by neighborhood. ▪ Neighborhood opposition to development is unfathomable; need to educate residents. ▪ The City as a whole is only as strong as its downtown; the City lacks an events center, a place to be proud of. Need public facilities and activities.

- DIVERSITY. Incredible diverse people, socioeconomic and cultural perspective.
- Small business and diversity (size of the businesses. Size and ownership.
- Best beer in the world.
- Amazing food.
- Hiking in beautiful areas
- I like not having regulation of Air BnB
- Amazing bike lanes

- Economic diversity cannot be sustained without affordable housing.
- Need industrial land for industrial jobs.
- Access to food is not equitable; need to address deficient neighborhoods.
- Structure governance to remove barriers.
- Need “there, there” places.
- A performance arts center is needed; it needs to be connected by multi-modes
- Downtown needs to become a magnet.
- Explicitly Work to make the City a better place for business; focus on saving industrial land; provide connectivity between work and living places.
- Parks and Community services are known to help retain resident employees.
- Downtown is not a destination for the majority of SR residents.
- Downtown needs attention.
- Housing is a big concern. 95% of people who studied with me left Santa Rosa.
- More housing. Policy adoption to actually create it.
- Encourage entrepreneurship. Like LA investing in Latinx food.
- Save Sonoma County Restaurant
- Santa Rosa is a story of two cities: conditions of roads, education, housing or affordable housing.
- Providing education on affordable housing to community members.
- We lack a center or downtown. We don’t have anything we can feel proud of. Events or spaces.
- Diversity won’t be able to exist if housing is not addressed.
- First and last mile lack of connections with SMART train.
- Lack of spaces for kids. Use parklets around the whole city.
- We don’t have a performing arts space for everyone.
- Downtown needs to be a magnet. Nobody thinks about going walking there.
- People don’t want to come downtown. My mom doesn’t want to come.
- It can’t wait until the end of the General Plan 2050 to improve downtown.

	<ul style="list-style-type: none"> ▪ Explicitly try to make SR a good place for business. ▪ Expand and improve public family focused infrastructure like parks, playgrounds, pools, rec facilities, etc. ▪ SF parks and rec have made huge improvements in the last 10 years to address young family needs through parks as an example to research.
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Railroad Square Business Association

Detailed Comments

What do you like most or what inspires you about Santa Rosa?	What would you change or improve about Santa Rosa in the future?
<ul style="list-style-type: none"> ▪ Natural environment, weather, outdoor and indoor recreation ▪ Natural features +1; creeks ▪ Rich history, 150 years as a city; ▪ Major tourist draw ▪ RR Square is an asset to rest of the City ▪ SMART train major stop first place where visitors see. ▪ SMART is important infrastructure that supports development; need to focus on the train. 	<ul style="list-style-type: none"> ▪ City government is a project bottleneck due to policy, planning and building. ▪ Need to utilize and keep up recreation facilities. ▪ Housing unaffordability is a major issue; Need to accommodate the younger generation. ▪ Growth control has made housing more expensive. ▪ Downtown is not great for biking and walking. ▪ Area around the train is not attractive. ▪ No execution of planning documents; need policy that can be executed; policy lags behind current needs. ▪ RRSQ has to fend for itself ▪ Do something with the Downtown Mall, remove it or open it to connect RRSQ with the rest of downtown. ▪ Need to reopen the visitor center in the historic train station. ▪ RRSQ is the City's key to the outside world. ▪ The mall needs to go away. Need to reunite the downtown

City of Santa Rosa Bicycle and Pedestrian Advisory Board

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- .Having our neighborhood connected
- Flat terrain in city supports cycling
- Creek path nice to ride, provide a nice environment
- Support Sonoma Clean Power; 101 overcrossing;
- Support small shops in older neighborhoods JC neighborhood has Benton market with hairdresser
- Older neighborhoods are walkable
- Creek trails are a great asset. They have no traffic and no noise; make them more rideable.
- +1 carbon emission and climate change
- Work to attain Vision Zero goals

What would you change or improve about Santa Rosa in the future?

- Biking in not safe on city streets
- Bike paths are very narrow. Need slower traffic and safer connection to creek bike trail
- Vision Statements lack specific ideas to reduce emissions; need more climate adaption statements
- Need protected bike routes and dedicated routes that separate bikes and cars.
- The statements to do focus on reducing vehicle travel.
- Mixed use and higher density land use caused nuisance and incompatibility, especially noise.
- W SR neighborhoods lack smaller markets, coffee shops that are walkable
- Busy streets are too unpleasant to walk along
- Need to keep bike lane clean and free of surface cracks/potholes
- Wording on climate and transportation could be stronger.
- Need to expand Health definition to include clean water and air,
- Add women and take out minority businesses out of success, use disenfranchised instead.
- Be sure the statements reinforce the climate crisis. Sustainable, healthy, sheltered all need to build on carbon free city; Make walking and biking a priority;
- Sheltered – Higher density housing needs to be high quality to avoid land use conflicts
- Connected – add protected and separated bicycle path

Latino Business Owners

Detailed Comments

What do you like most or what inspires you about Santa Rosa?

- Santa Rosa has amazing Latinx business.
- Latinx business owners have been helping people with food and services, and even providing jobs (Mitote, Díaz)
- Neil Tamales Oaxaqueños Business: We provide free food to the homeless and jobs too.

What would you change or improve about Santa Rosa in the future?

- Homelessness is usually left to sleep in Latinx business. The community has no problem, we provide help to people. However, they establish there and have mental health issues and scare business. Sometimes they use bathrooms and mess them up and sometimes use drugs.
- The city has not controlled the homelessness issue, and pushes them to the Latinx area.
- Some businesses had issues with homeless have broken windows and invaded places.
- Neil Tamales Oaxaqueños Business: There is no police support. We report incidents to the police and they don't come, so people stop calling.
- There have been issues with security in Sebastopol road. Shootings and men running very noisy cars.
- We should have police officers in bikes for Sebastopol road.