The City of Santa Rosa launched the Santa Rosa Forward project in 2020 to engage the community in a discussion on how we can ensure housing for all, improve neighborhood quality and connectivity, foster economic development, improve public health for all, create more equitable access to community amenities and services, enhance education, and reinforce environmental stewardship over the next 30 years.

As part of this project, the Project Team conducted an online survey between February and April 2021 that provided community members an opportunity to share initial ideas and discuss needs, concerns, and preferences for the future of Santa Rosa. The following is a summary of the methodology, process, and major comments and feedback from Community Survey #1. This feedback will be used by the Project Team and the City to help identify opportunities and challenges and inform the next phase in the General Plan Update process (Visioning).

Methodology

The Project Team conducted an online survey between February 18, 2021, and April 23, 2021. A total of **1,339 people** responded to the survey. This is an impressive response, especially since the survey was launched during the COVID-19 pandemic. To protect respondents' health, all outreach was conducted virtually. The survey link was available on the Project's website (www.santarosaforward.com/Survey-1), distributed to City contacts via email, and posted via traditional media and social media to engage the public while enforcing the shelter in place order.
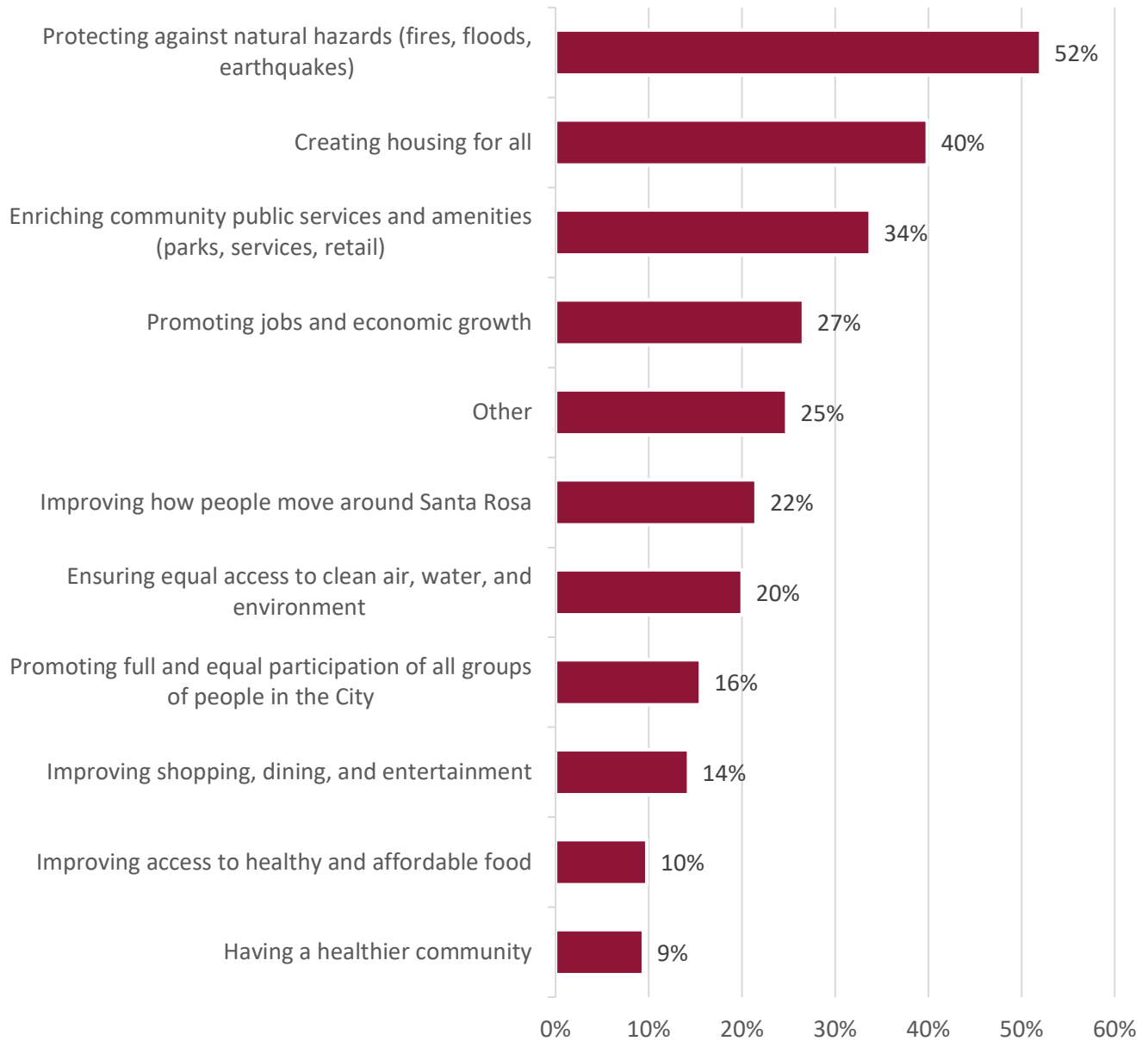
The survey included 24 questions and was made available in both English and Spanish. Nine surveys were completed in Spanish and the remaining 1,330 responses were completed in English. Several questions allowed participants to type or write in their response.

For each question, a letter "n" is provided to identify the number of respondents to that individual question (note, participants were not required to answer ever question). This number is the basis of the percentages shown. The value for n varies for each question since respondents could skip questions when taking the survey. Also, some questions allowed participants to select two or more answer choices, resulting in total counts greater than the number of respondents and total percentages greater than 100%.

While the results should not be considered statistically valid for the entire Santa Rosa population, the findings are from a broad enough sample that they can help us to identify common themes and concerns when combined with the various community input activities conducted for the Santa Rosa Forward project.

Question 1

What are the most important changes you would like to see in the City of Santa Rosa? Select up to three. (N: 3,583)

Change	Percentage
Protecting against natural hazards (fires, floods, earthquakes)	52%
Creating housing for all	40%
Enriching community public services and amenities (parks, services, retail)	34%
Promoting jobs and economic growth	27%
Other	25%
Improving how people move around Santa Rosa	22%
Ensuring equal access to clean air, water, and environment	20%
Promoting full and equal participation of all groups of people in the City	16%
Improving shopping, dining, and entertainment	14%
Improving access to healthy and affordable food	10%
Having a healthier community	9%

Additional Comments

Participants also had the ability to add "other" comments to this question. The following are the major or reoccurring ideas that were identified by the community (see the appendix for all 358 individual comments).

- Improving the quality of life in Santa Rosa.

- Supporting robust and effective Health Care.

- Mental health support, Substance abuse programs, Healthy Food Programs, Youth and senior activities and support, and cooling/smoky air relief shelters.

- Recruiting qualified and effective staff and decision makers.

- Better community representation.

- Strategic locations of housing and not overwhelming infrastructure.

- Improving walkability and bikeability.

- Improving and expanding infrastructure.

- Inviting gathering spaces, parks, streets, and sidewalks.

- Preserving existing facilities and cultural sites.

- Getting new/updated facilities.

- Restoring landscaping, homes, and businesses.

- Mitigating the impacts of homelessness: trash, hostility, community safety concerns, alternative services, semi-permeant encampments, basic needs, financial programming

- Using clean energy.

- Accountability and transparency with law enforcement.

- Preventing and decreasing Crime: Theft, DUIs, drug abuse, gangs, harassment.

- Safety concerns in Roseland, Coffey Park, and West Santa Rosa.

- Increasing communication and interagency coordination.

- Improve decision-making process and reporting process.

Share your thoughts on why you selected those changes?

Participants were also asked to share their thoughts on why they selected those changes or improvements. The following are the major or reoccurring comments that were identified by the community (see the appendix for all 355 individual comments).

Improving the quality of life

- Crime: disrespect, drugs, gang activity, theft
- Emergency preparedness and recovery
- Up to dated and sustainable Infrastructure (roads, electric, water, parks, libraries services, public transportation, childcare, etc.)
- Climate change and pollution
- Revitalize neglected spaces
- Attracting tourist
- Financially responsible
- Impacts of Homeless (aesthetic, trash, hostility, strains on health, cost of providing programs)
- Support for Seniors and Youth lifestyle and health

Wanting to feel stable and necessary

- Businesses
- Jobs and job training
- Feeling save from disasters and affording home

Change the connotation/improve the image of Santa Rosa

- Needs to be maintained and beautified
- Unsafe due to fire hazards, criminal activity, and infrastructure condition
- Negative image of the physical city
- Disheartened/Unsatisfied with city administration

Want to leave the area due to stress, affordability, and hostility

- From fire hazards risk
- Lack for support and fire recovery services
- From criminal activity
- Cleaning up trash, debris, and drug waste

Ideas are intertwined and need new approaches

- Focus on actions and small wins
- Creative and swift policies and implementation
- Accessible mental health resources
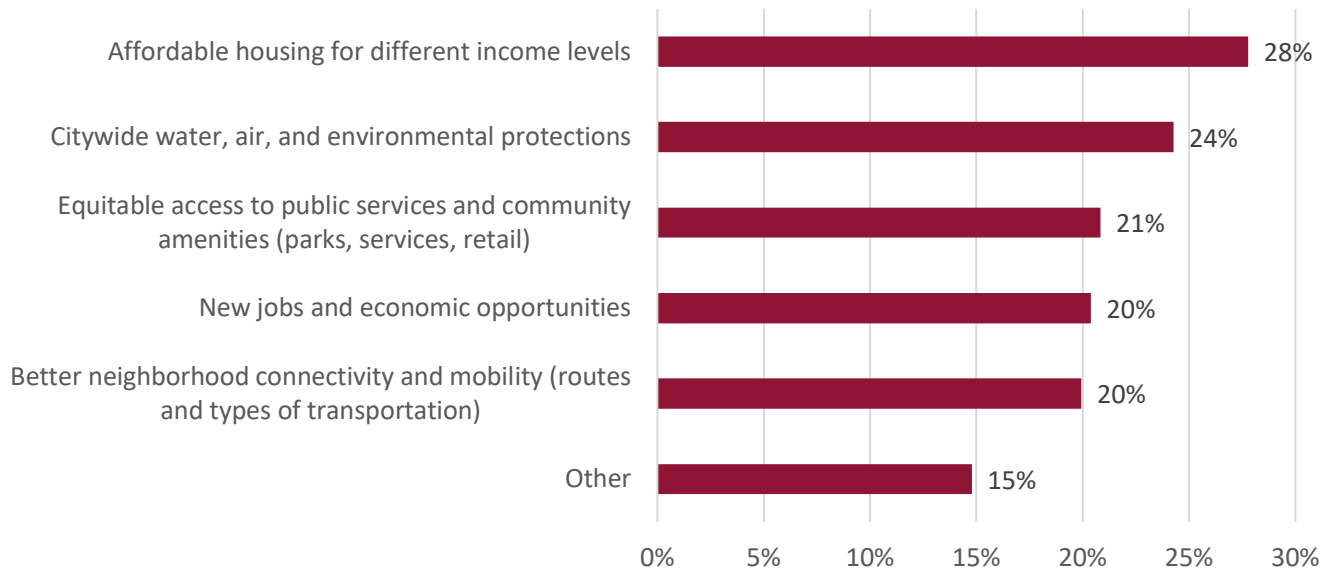
Making Social Change

- Improving communication and accountability
- Access basic services (food, health care, mental health care)
- Access to affordable housing for low- and medium-income levels
- Access to open space and parks
- Effective and proactive decision-making and Implementation
- Communication with the community
- More recognition of cultural assets

Community Enrichment

- Diversity and vibrant businesses
- Rebuilding and developing more homes
- Bring development into a human/community scale
- Have activities and programs for all age groups
- More sanitation and maintenance of facilities and spaces
- More outdoor dining

Question 2

What excites you the most about the future of Santa Rosa? Select up to three. (N:1,714)

Category	Percentage
Affordable housing for different income levels	28%
Citywide water, air, and environmental protections	24%
Equitable access to public services and community amenities (parks, services, retail)	21%
New jobs and economic opportunities	20%
Better neighborhood connectivity and mobility (routes and types of transportation)	20%
Other	15%

Additional Comments

Participants also had the ability to add "other" comments to this question. The following are the major or reoccurring ideas that were identified by the community (see the appendix for all 144 individual comments).
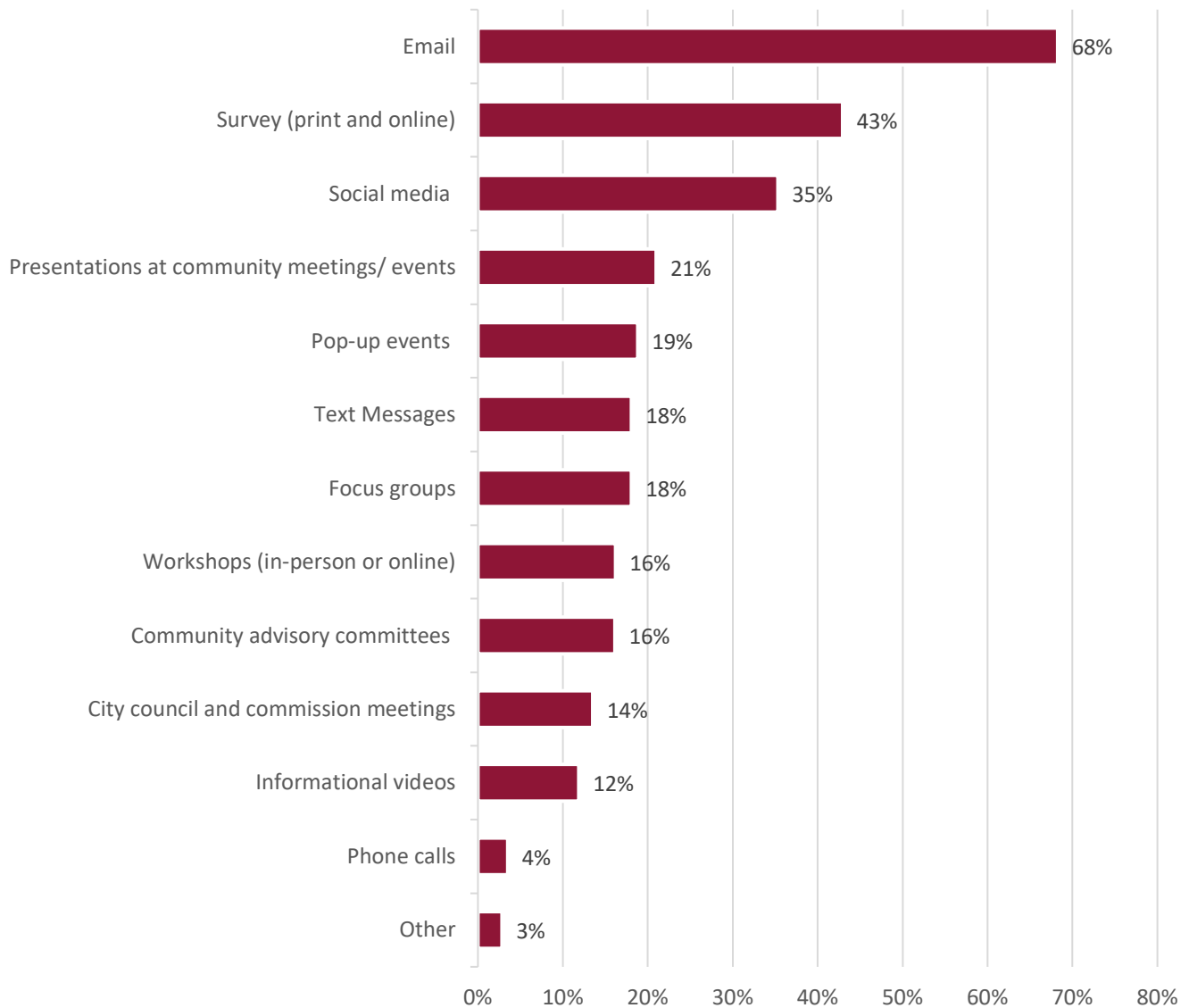
Hope for...

- Effective decision-making and implementation
- Safer community from crime and fires

New development and services

- Alternative and Renewable energy
- Library in Rosaland
- Vibrant Downtown

Question 3
We want to know your community's and your opinion, which would be the best way for you to participate? Select all that apply to you. (N: 3,837)

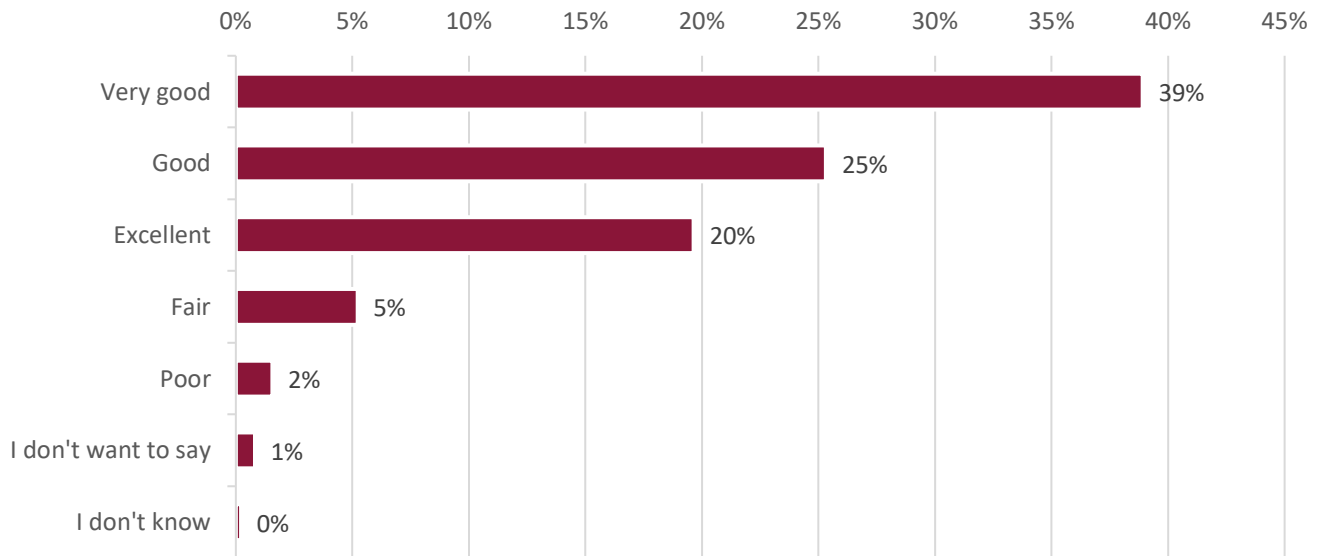| Category	Percentage
Email	68%
Survey (print and online)	43%
Social media	35%
Presentations at community meetings/ events	21%
Pop-up events	19%
Text Messages	18%
Focus groups	18%
Workshops (in-person or online)	16%
Community advisory committees	16%
City council and commission meetings	14%
Informational videos	12%
Phone calls	4%
Other	3%

Additional Comments

Participants also had the ability to identify additional/better ways the City can reach out to them. (see the appendix for all 69 individual comments).

- Town hall meetings
- Weekly Newsletters (school, city, university, e-blasts)
- Post materials and recordings
- In-person meetings

Question 4
Would you say that in general your health is: (N: 1,228)

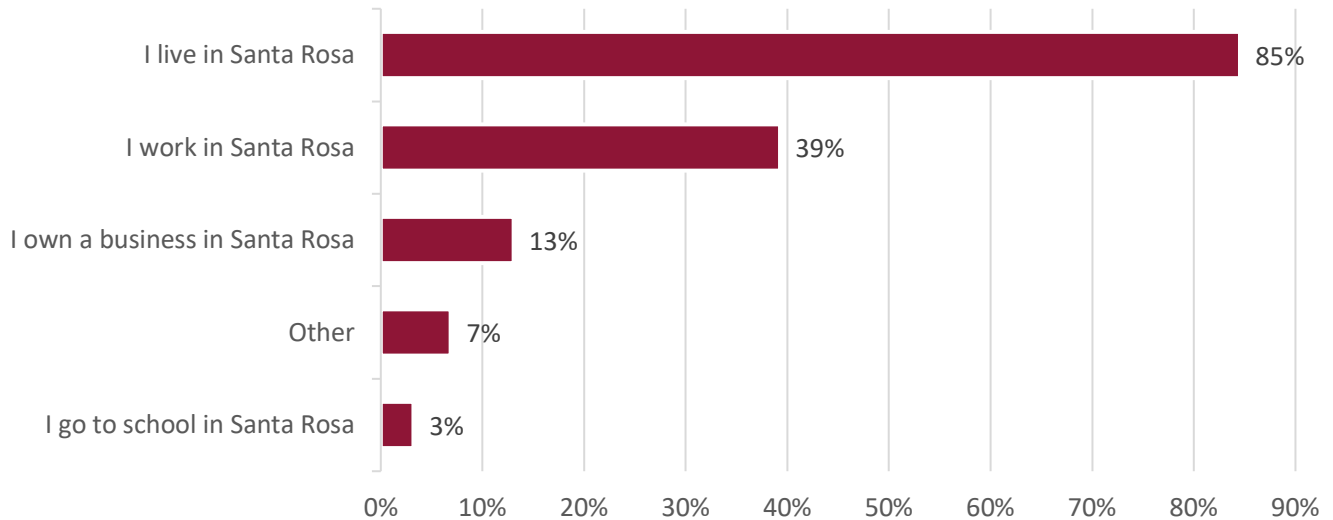| Response	Percentage
Very good	39%
Good	25%
Excellent	20%
Fair	5%
Poor	2%
I don't want to say	1%
I don't know	0%

Additional Comments

Participants were asked to provide what would help you improve your health? (see the appendix for all 344 individual comments).

- Access to health care, healthy food
- Walkable and bikeable neighborhoods
- Safer places exercise (Equipment, lighting, paths, etc.)
- Clean air
- Less disasters and hazards
- Less stress and anxiety

Question 5

Which of the following describes you best? (Select all that apply to you.
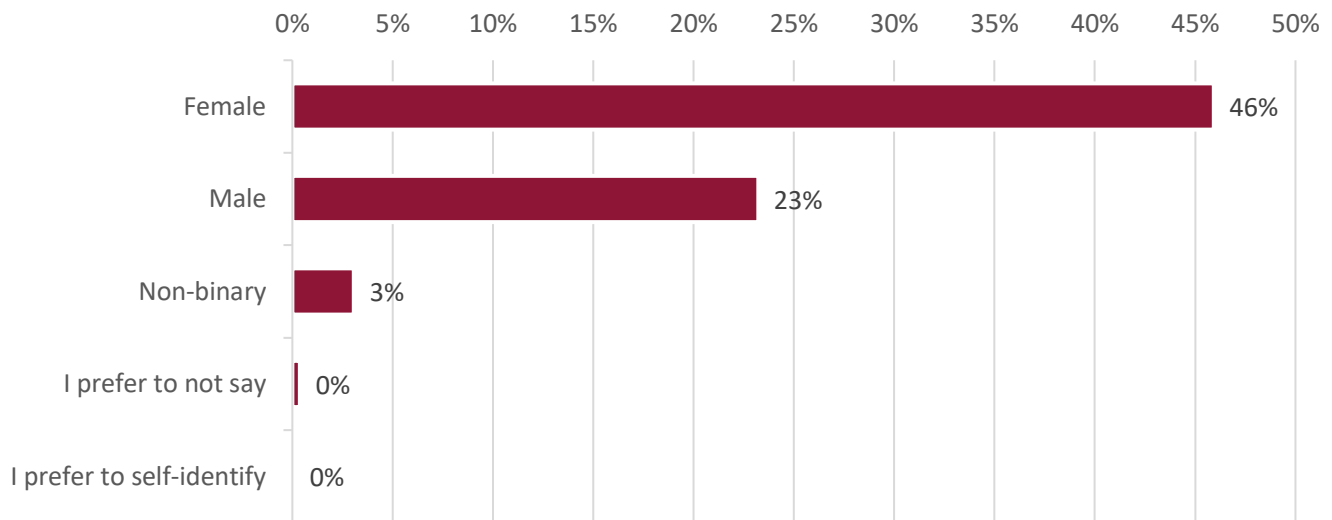(N: 1,968)

Additional Comments

- Retired and used to work in Santa Rosa
- Retired and live in Santa Rosa
- Live in the Cotati, Petaluma, Unincorporated County, just outside of Santa Rosa
- Volunteer in Santa Rosa
- Use Santa Rosa Services
- Thinking/ Intend to leave Santa Rosa
- Know people in Santa Rosa
- Live in Santa Rosa part time
- Lost home
- Lost business
- Grew up in Santa Rosa or formerly lived in Santa Rosa
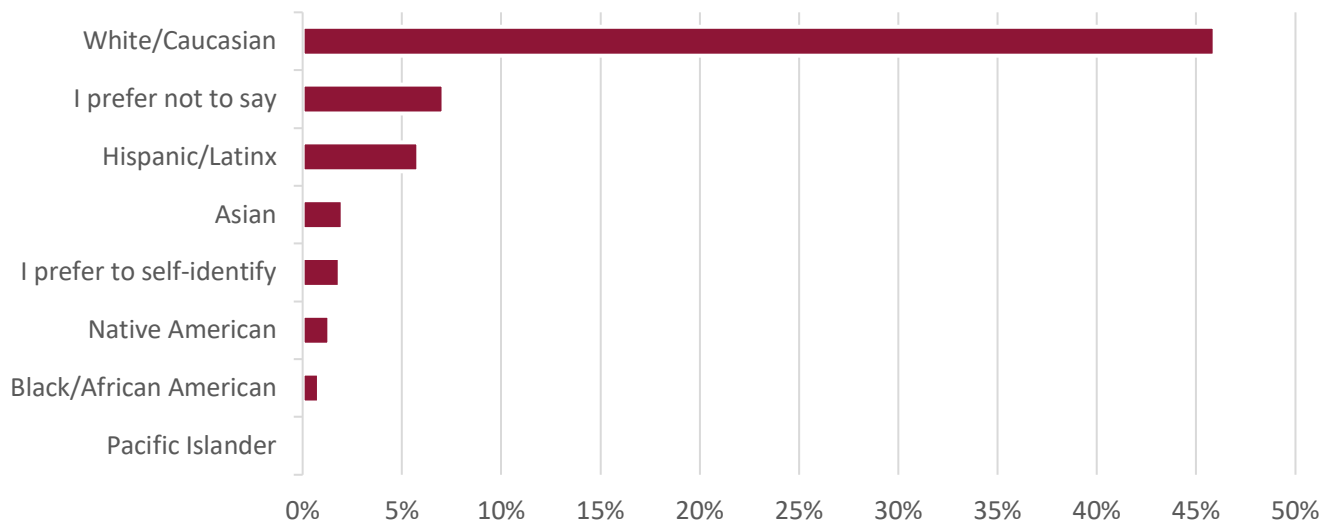- Own property in Santa Rosa

Question 6
What is your gender? (N:973)

Gender	Percentage
Female	46%
Male	23%
Non-binary	3%
I prefer to not say	0%
I prefer to self-identify	0%

Question 7
What is your race and/or ethnicity? (N:871)

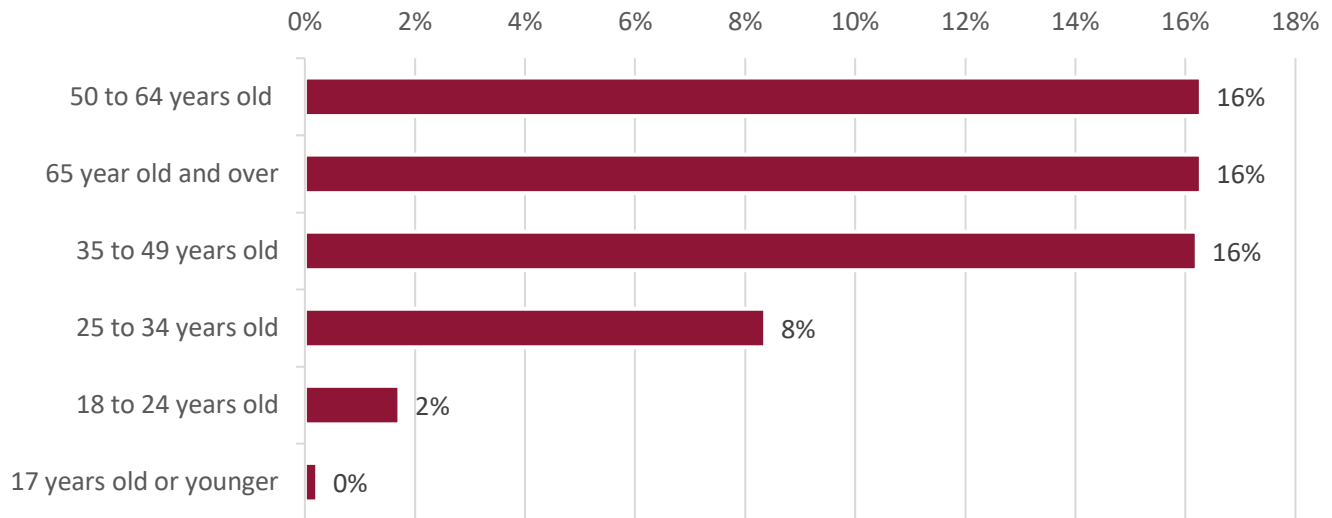| Race/Ethnicity	Percentage (approx.)
White/Caucasian	~46%
I prefer not to say	~7%
Hispanic/Latinx	~6%
Asian	~2%
I prefer to self-identify	~2%
Native American	~1%
Black/African American	~1%
Pacific Islander	0%

Other

- Chicano
- Jewish Ancestry
- Italian American
- Native American
- Celto-Slavic
- British Ancestry
- Irish Ancestry
- German Ancestry
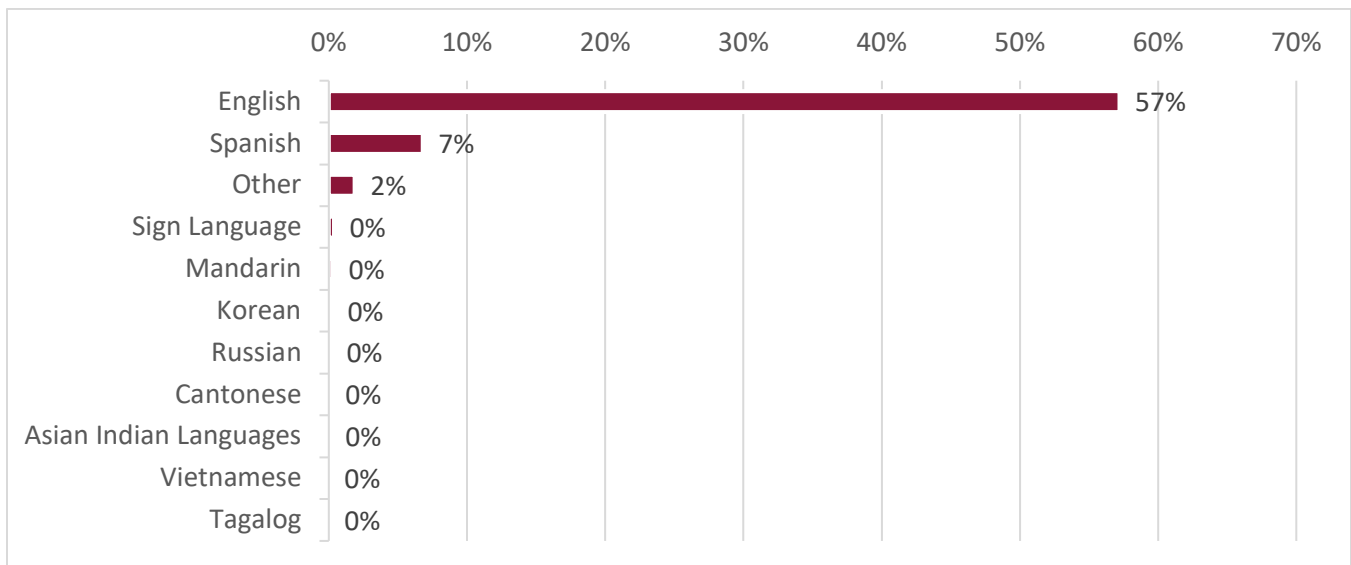- Brazilian-American
- Mixed-Race
- Filipina

Question 8
What is your age? (N: 791)

Age group	Percentage
50 to 64 years old	16%
65 year old and over	16%
35 to 49 years old	16%
25 to 34 years old	8%
18 to 24 years old	2%
17 years old or younger	0%

Question 9
What language do you speak at home? Select all that apply. (N: 898)

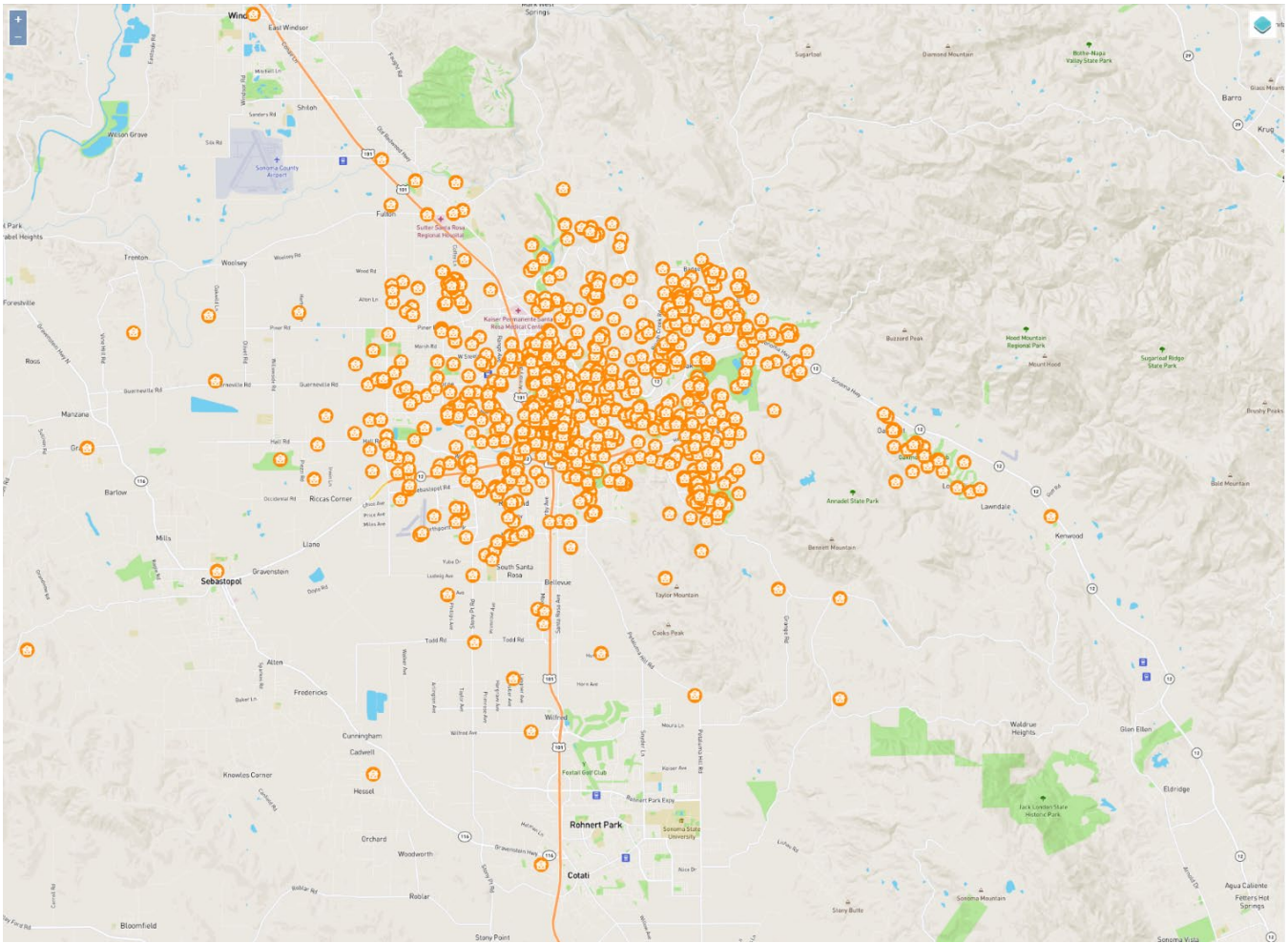| Language	Percentage
English	57%
Spanish	7%
Other	2%
Sign Language	0%
Mandarin	0%
Korean	0%
Russian	0%
Cantonese	0%
Asian Indian Languages	0%
Vietnamese	0%
Tagalog	0%

Other

- Greek
- German
- French
- Italian
- Japanese
- Thai
- Lao
- Armenian
- Norwegian
- Mauri
- Slovak
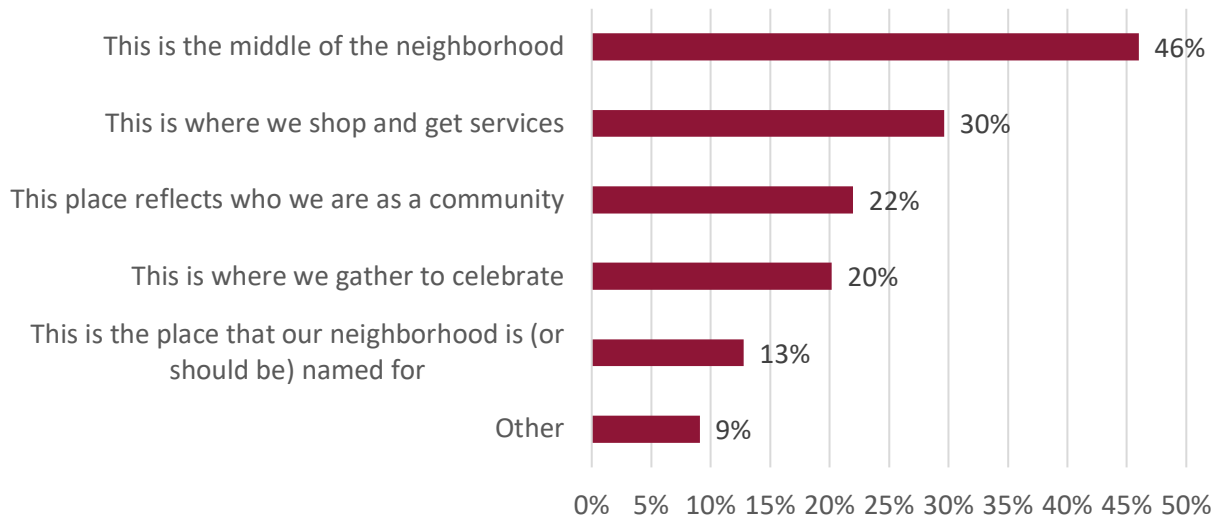- Portuguese

Question 10
What is the heart of your neighborhood?

A total of 837 pins were added by participants, representing areas within all City Council Districts and neighborhoods within the city. There were also some locations identified outside of city limits.
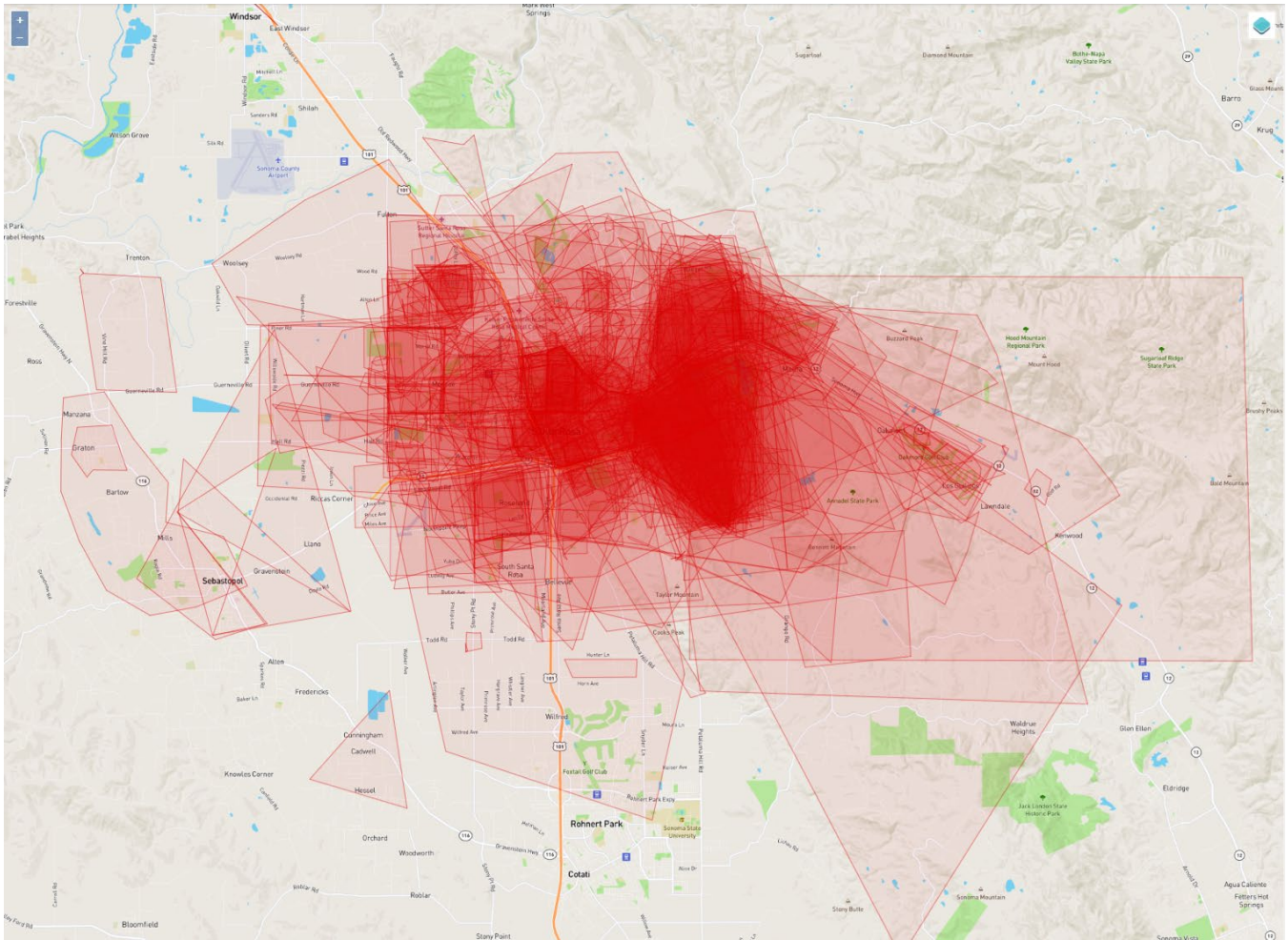
Question 11
What makes this the heart of your neighborhood? Check all that apply. (N: 1,169)

Horizontal bar chart:

Category	Percentage
This is the middle of the neighborhood	46%
This is where we shop and get services	30%
This place reflects who we are as a community	22%
This is where we gather to celebrate	20%
This is the place that our neighborhood is (or should be) named for	13%
Other	9%

X-axis: 0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Question 12

Map the boundary of your neighborhood.

A total of 586 shapes were added by participants, representing areas within all City Council Districts and neighborhoods within the city. There were also some locations identified outside of city limits. The above image a composite of the neighborhood heart and boundary questions.

Question 13
What is the name of your neighborhood?

Top responses included: (see the appendix for all 513 individual comments).

- Bennett Valley
- Junior College Neighborhoods
- Rincon Valley
- Coffey Park
- Roseland
- Oakmont Village
- Montgomery Village
- Downtown Santa Rosa
- Fountaingrove
- St. Rose Historic District
- Hidden Valley

- West End Historical District
- South Park
- Northwest SR
- Memorial Hospital
- Southeast SR
- McDonald District
- Coddingtown
- Montecito Heights
- Lomitas
- Brush Creek
- Skyhawk
- Vista Del Lago

- Edgewood Farms
- Live oak
- Grace Tract
- Santa Rosa
- Southwest SR
- Juilliard Park
- Burbank Gardens
- Bellevue Ranch
- Proctor Terrace
- Luther Burbank Gardens