

Community Vision Workshops

Summary of Comments and Feedback

July 2021

In May 2021, the City of Santa Rosa hosted ten virtual Community Vision Workshops to gather community feedback on a draft Vision Statement and identify assets and opportunities that will be factored into the Santa Rosa Forward process. These interactive workshops provided 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.

All workshops were conducted virtually through Zoom and included a series of polling questions followed by small group discussions. The following is a summary of the collective community comments from the over 160 participants and detailed notes from each of the 20 small group discussions, which included over 550 individual comments and ideas.

Workshop Dates

The Project Team held a total of 10 workshops on various dates and times, as shown in the following table. The workshop format allowed for at least one workshop in each Council District, and two bilingual and three Spanish language workshops.

Date	Day	Time	Language(s)	District	Council Member
May 13, 2021	Thursday	6:00 PM to 8:00 PM	English	5	C. Rogers
Mayo 15, 2021	Sábado	10:00 AM a 12:00 PM	Español	5	C. Rogers
May 15, 2021	Saturday	1:00 PM to 3:00 PM	Español	1	Alvarez
May 17, 2021	Monday	6:00 PM to 8:00 PM	English or Bilingual	6	Schwedhelm
May 19, 2021	Wednesday	6:00 PM to 8:00 PM	English	2	Sawyer
May 20, 2021	Thursday	6:00 PM to 8:00 PM	English or Bilingual	3	Tibbets
Mayo 22, 2021	Sábado	10:00 AM to 12:00 PM	Español	7	N. Rogers
May 22, 2021	Saturday	1:00 PM to 3:00 PM	English	1	Alvarez
May 26, 2021	Wednesday	6:00 PM to 8:00 PM	English	7	N. Rogers
May 27, 2021	Thursday	6:00 PM to 8:00 PM	English or Bilingual	4	Fleming

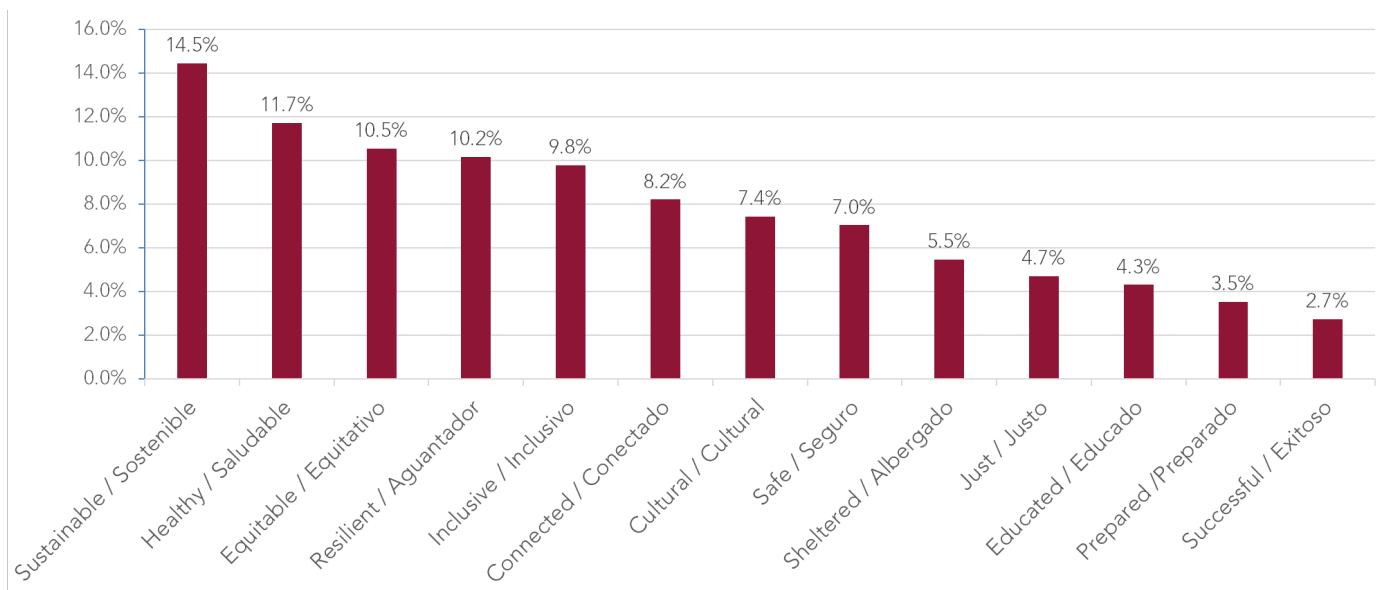
Polling Question #1 Summary

In one word, what is your vision for the future of Santa Rosa?



Polling Question #2 Summary

Review the following Draft Vision and select the four topics that are most important to you.



Group Discussions on the Draft Vision Statements Summary

Each workshop included one or more smaller groups so participants could discuss specific ideas and the Draft Vision Statements in detail. The following is a summary of the major reoccurring themes and comments that were raised by the groups. Following this summary are detailed notes from all workshop groups.

Liven/Improve Downtown

- Add a greater mix of uses to Railroad Square.
- Better connect with public transit, including SMART.
- Use blank space in the city to hold events like food trucks, live music, pop-ups
- Focus on safe and active modes of transportation.
- Create an attractive and pedestrian-scale environment.
- Ensure that Downtown remains the heart of the city.
- Create housing for all stages and ages.
- Encourage housing affordability in Downtown.
- Create permanent outdoor seating and dining areas.

Increase Connectivity, Mobility and Access

- Enhance the public transit system, particularly in hard-to-reach communities.
- Ensure parks remain a major asset that is preserved and enhanced throughout the city.
- Connect bicycle paths and trailways throughout city.
- Make mobility more attractive through trees, landscaping, and pedestrian improvements.
- Ensure there are safe routes to schools.
- Encourage active/public transit from a young age.
- Fix potholes, especially in low-income neighborhoods.
- Ensure there is adequate parking and/or transit access for multi-family areas.

Neighborhood Revitalization

- Use blank spaces in the city to hold events like food trucks, live music, and pop-ups.
- Highlight neighborhood diversity, history, architecture.
- Focus new projects and amenities that are needed in specific neighborhoods: Roseland, Coddington, SRJC, West End, K-Mart site, and Downtown.
- Reinforce neighborhood identity and a sense of community.
- Encourage “front yard” conversations and block parties.
- Have a department of neighborhoods.
- Create a comprehensive affordable housing program/strategy.

- Encourage smaller housing like tiny homes and other creative solutions to provide housing for everyone.
- Promote Infill development and Accessory Dwelling Units (ADUs).
- Ensure neighborhoods have adequate amenities.

Diverse and Cultural City

- Celebrate community art.
- Encourage a diverse mix of businesses (markets, restaurants, etc.).
- Promote and hold live music.
- Highlight native land and history.
- Leverage non-profits to help support neighborhoods.

Community Connection and Resilience

- Increase the cohesion and connection between each quadrant of the city.
- Breakdown physical and social barriers within the city.
- Create spaces for families to grow and thrive.
- Ensure Santa Rosa is resilience to climate change.
- Ensure Santa Rosa is resilience to fire hazards and has coordinated emergency evacuation and neighborhood preparedness.
- Expand English-second language courses.
- Provide aid to parents with children who both need to work (childcare, after school programs, etc.).
- Provide technical/career skills to minority families or low-income families and their children (also debt free clinics, university is not the only option, financial planning, future planning, retirement planning, how to own a business).
- Create an informational video on how to engage in the community/City processes.
- Utilize energy of the youth to get them involved.
- Continue the ongoing community discussions between residents/businesses and the City.
- Create better connections with nature.

Public Health and Safety

- Address the abundance of tobacco and alcohol advertising and availability.
- Focus on housing security.
- Provide mental health services and support.
- Identify racism as a public health issue.
- Create outreach and access to open space and recreational programming.
- Make it safer at night with more eyes on the street.
- Expand access to healthy and reliable food sources.
- Expand the number and distribution of community gardens

- Reduce gang activity.
- Add more lighting on sidewalks.
- Connect low-income or homeless residents with resources on finding and maintaining housing.
- Host events in Spanish.

Workshop #1 (May 13, 2021)

Group #1

Santa Rosa Forward
Plan Our Future Together

Community Vision Workshop
Date: 05/13/2021 Group: 1

Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are Santa Rosa resident, business/property owner, student or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Great climate	Geology, mountains, beauty	Being engaged at a high level with friends and neighbors	Community knowledge is great and we are engaged	History and historic character	SRJC and SSU are great resources	Museum	community art
Santa Rosa is just the right size	Great open space	Varied community/ not "cookie cutter"	Local diversity and cultures	Growing local ethnic stores and restaurants	Very responsive and ethical City Council	SMART and transit opportunities	Vibrancy of Roseland

Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

The mind map shows various categories of future improvements: Community (Increase 'front yard' conversations, Increase outdoor and in-person events, Build community infrastructure, Need to support the community in civic engagement, Support and provide the 'front yard' conversations), Housing (Expand SMART, Build community infrastructure, Need to support the community in civic engagement, Subsidize housing for those in need, Fire Safety, Fire-resistant designs and new models of homes, Coordination among neighborhoods), Safety (Safety for all people and places, Increase communication, Fire Safety, Fire-resistant designs and new models of homes, Coordination among neighborhoods), Education and Skills (Education and Skills, Support and provide the 'front yard' conversations, City needs to use tech better, City needs to use tech better), and Public Health (Improve Public Health, Support and provide the 'front yard' conversations, City needs to use tech better, City needs to use tech better).

Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussion.
How is the City ensuring comments are recorded?
Kudos to Amy, Andrew, and staff for listening to community

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

- Great climate
- Santa Rosa is just the right size
- Geology, mountains, beauty
- Great open space
- Being engaged at a high level with friends and neighbors
- Varied community/ not "cookie cutter"
- Community knowledge is great, and we are engaged
- Local diversity and cultures
- History and historic character
- Growing local ethnic stores and restaurants
- SRJC and SSU are great resources
- Very responsive and ethical City Council
- Museum
- SMART and transit opportunities
- Community art
- Vibrancy of Roseland

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


- Community: Increase outdoor and in-person events
- Community: Increase "front yard" conversations
- Community: Get more people involved in the civic and community processes
- Community: Need to support the community in civic engagement
- Community: Cost of living increases
- Community: Create a new model/process to fully engage the community
- Community: Build community infrastructure
- Fire safety: Fire-resistant designs and new models of homes
- Fire safety: Engage architect students in innovative design solutions around fire safety
- Fire safety: Coordination amend neighborhoods
- Fire safety: Pre-fire planning/neighborhood preparedness

	<ul style="list-style-type: none"> ▪ Mobility/transportation: Expand SMART ▪ Mobility/transportation: Better SMART access to airports ▪ Housing: Tiny house villages/ creative solutions ▪ Housing: Variety of housing types ▪ Housing: Spread out housing and homeless services throughout the city (not concentrated) ▪ Housing: Need real progress for unhoused/homelessness ▪ Housing: Need to identify ways to have housing for people who grow up in Santa Rosa ▪ Housing: Variety of housing needs for different people/incomes/culture ▪ Housing: Build more housing that is cheaper ▪ Housing: Make it easy for people to implement housing and creative designs ▪ Downtown: Walking streets and corridors ▪ Downtown: Greater public transit/light rail ▪ Downtown: Walkable downtown ▪ Safety: Mental health professionals to support law enforcement ▪ Safety: Drug abuse reduction/ solutions ▪ Safety: Robust public services in mental and emotional health- with funding ▪ Safety: Santa Rosa is becoming less safe ▪ Safety: Safety for all people and users ▪ Safety: Increase communication ▪ Safety: Holistic approach ▪ Improve public health: People assistance and services ▪ Improve public health: Housing security ▪ Improve public health: Racism is a public health issue ▪ Education and skills: Educational programs designed for youth/ future jobs ▪ Education and skills: Support and promote the trades ▪ Communications: Better communicate with the community ▪ Communications: City needs to use tech better ▪ Communications: Update the City's website so it is modern and user friendly
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	<ul style="list-style-type: none"> ▪ Communications: Expand/support IT staff at the City ▪ Communications: Better use the City's TV channel and equipment ▪ Communications: Have younger people create videos about how the City works, history, and culture
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Workshop #1 (May 13, 2021)

Group #2 Responses



Community Vision Workshop
Date: 05/13/2021 Group: 2

Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are Santa Rosa resident, business/property owner, student or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Location

- Santa Rosa has two colleges
- Proximity to the coast
- Proximity to San Francisco

Vibrancy

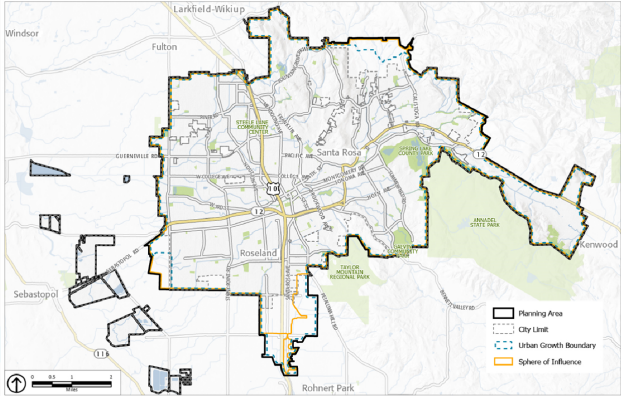
- Beauty in Santa Rosa
- Welcoming to newcomers
- Great place to raise children
- Local shops support their community
- Family

Community

- Community support
- Self-aware community
- Inviting and supportive to small businesses
- Community that relates to each other despite cultural and other differences
- Passion for Hometown
- Different people and restaurants but still feels like a small town

Resilient

- Santa Rosa Strong from the fires
- Healthy local wildlife
- Trees
- Open Space and Wildlife
- Improvements in vegetation management
- Investment in local creeks and waterways
- Support efforts to help wildlife
- Learn from hard challenges
- Be a part of the challenges Santa Rosa faces
- Foster resilience
- Community response to Climate Change and fires is powerful



Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Housing

- Provide missing middle housing
- Unsheltered people living in parks and public spaces
- Address unincorporated islands
- Build affordable housing in the western side of the city
- Provide development that doesn't result in displacement
- Have forums where neighborhoods can community
- Incentives for developers to build smaller houses that are affordable
- Build affordable housing for people in need of shelter

Geographical Equity

- Spatial inequities
- Social justice
- Geographical equity across the city
- Help maintain geographical equity in the City limits
- Consider west end neighborhood
- Bridge housing job, municipal resources, equity across the entire City and not just in downtown
- Have a forum where neighborhoods can community
- Consider west end neighborhood


Safety/Drug Use

- Keep kids safe
- Breaks shops on west side of city
- Too many streets and ways shops
- Smoking rates
- Help reverse tobacco use
- Consider a density cap for tobacco, especially on the west end
- Tobacco companies target lower income neighborhoods

Neighborhoods

- Maintaining public spaces
- Neighborhood level planning
- Work on a vision where we're working together to improve the City limits
- Have an opportunity for the City to be a part of long-term planning

Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussion.



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

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

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

- Location: Santa Rosa has two colleges
- Location: Proximity to the coast
- Location: Proximity to San Francisco
- Location: Intriguing place to be
- Vibrancy: Beauty in Santa Rosa
- Vibrancy: Welcoming to newcomers
- Vibrancy: Great place to raise children
- Community: Community support
- Community: self-aware community
- Community: Local shops support their community
- Community: Family
- Community: Community that relates to each other despite cultural and other differences
- Community: Inviting and supportive to small businesses
- Community: Passion for hometown
- Community: Different people and restaurants but still feels like a small town
- Community: Diverse model of health providers (Kaiser, doctors)

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

- Housing: New housing development in downtown are not affordable
- Housing: Provide missing middle housing
- Housing: Unsheltered people living in parks and public spaces
- Housing: Address unincorporated islands
- Housing: Building affordable housing in the west side of the city
- Housing: Provide development that does not result in displacement
- Housing: Have forums where neighborhoods can community
- Housing: Incentives for developers to build smaller houses that are affordable
- Housing: Build affordable housing for people in need of shelter
- Geographical equity: Spatial inequities
- Geographical equity: Bridge housing, job, municipal resources, equity across the entire City and not just in downtown
- Geographical equity: Consider west end neighborhood

<ul style="list-style-type: none"> ▪ Resilient: Community response to climate change and fires is powerful ▪ Resilient: Santa Rosa strong from fires ▪ Resilient: Foster resilience ▪ Resilient: Learn from hard challenges ▪ Resilient: Be a part of the challenges Santa Rosa faces ▪ Open space and wildlife: Healthy local wildlife ▪ Open space and wildlife: Trees ▪ Open space and wildlife: Improvements in vegetation management ▪ Open space and wildlife: Investment in local creeks and waterways ▪ Open space and wildlife: Support efforts to help wildlife 	<ul style="list-style-type: none"> ▪ Geographical equity: Several neighborhoods in the west side that are experiencing gentrification ▪ Geographical equity: Help bridge the disparity gaps between the west and east areas of Santa Rosa ▪ Geographical equity: Social justice ▪ Geographical equity: Geographical equity among the entire city ▪ Geographical equity: Help resolve geographical inequities in the west part of the city ▪ Safety/drug use: Tobacco companies target lower income neighborhoods ▪ Safety/drug use: reduce level of gun violence ▪ Safety/drug use: Keep kids safe ▪ Safety/drug use: Smoke shops are within 1,000/1,500 feet of schools ▪ Safety/drug use: Consider a density cap for tobacco, especially on the west end ▪ Safety/drug use: Help remove tobacco litter ▪ Safety/drug use: Smoking rates ▪ Neighborhoods: Department of Neighborhoods similar to Seattle ▪ Neighborhoods: Maintaining public spaces ▪ Neighborhoods: Work on upstream efforts while tackling larger issues/challenges affecting the city ▪ Neighborhoods: Neighborhood level planning ▪ Neighborhoods: Improve information flow from neighborhoods to City hall ▪ Neighborhoods: Have an office/entity at the City for all neighborhoods
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Workshop #1 (May 13, 2021)

Group #3 Responses

Santa Rosa Forward
For Our Future Together

Community Vision Workshop
Date: 05/13/2021 Group: 3

Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are Santa Rosa resident, business/property owner, student or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Smaller community	country feel, green space	proximal to big cities, coast	diversity of terrain	friendly	easy to get around	focus on the arts	trails and nature
diversity	strong vision for itself	South of A Street	Strong neighborhood identity	Urbanized center	diversity of places to live	greenbelt and trails nearby	eclectic neighborhoods and places
Fifth largest city in the Bay Area	tourism	jobs and housing	Prince Memorial Greenway	Southeast Greenway	Joe Rodota Trail		

Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

More welcoming in terms of diversity	Services that accommodate diverse groups	City work with Black Chamber and other community orgs	Honor historic neighborhoods (architecture and people)	Connectivity of Southeast Greenway	Embrace cultural diversity, cultural exchanges
Monthly events to experience different cultures and neighborhoods	Focus on safe infrastructure for bicycles	Protected bike lanes	Car free days, shut streets down and have events	Conserving and reusing water	Visiting other neighborhoods and share experiences
Historic edge of downtown	Equity and infrastructure investments	Multimodal commute	Higher density downtown, more housing	Groceries and services to support new development	

Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussion.

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

- Smaller community
- Diversity
- Fifth largest city in the Bay Area
- Country feel, greens pace
- Strong vision for itself
- Tourism
- Proximal to big cities and coast
- South of S Street
- Jobs and housing
- Diversity of terrain
- Strong neighborhood identity
- Prince Memorial Greenway
- Friendly
- Urbanized character
- Southeast Greenway
- Easy to get around
- Diversity of places to live
- Joe Rodota Trail
- Focus on the arts
- Greenbelt and trails nearby
- Trails and nature
- Eclectic neighborhoods and places


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

- More welcoming in terms of diversity
- Monthly events to experience different cultures and neighborhoods
- Historic edge of downtown
- Services that accommodate diverse groups
- Focus on safe infrastructure for bicycles
- City work with Black Chamber and other community organizations
- Protected bike lanes
- Multimodal commute
- Honor historic neighborhoods (architecture and people)
- Car free days, shut streets down and have events
- Higher density downtown, more housing
- Connectivity of Southeast Greenway
- Conserving and reusing water
- Groceries and services to support new development
- Embrace cultural diversity, cultural exchanges

	<ul style="list-style-type: none">▪ Visiting other neighborhoods and share experiences
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Workshop #1 (May 13, 2021)


Group #4 Responses




Community Vision Workshop
Date: 05/13/2021 Group: 4

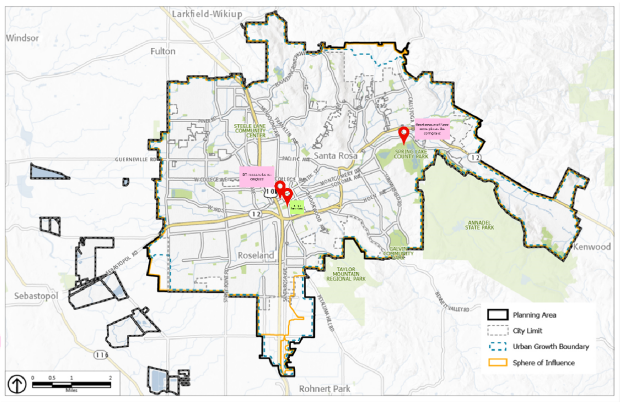
Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are Santa Rosa resident, business/property owner, student or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)



Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)





Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussion.

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

- Cultural diversity: Inclusive and open to different cultures and learning from different cultures
- Cultural diversity: hopefulness there can be enlightened change
- Sustainability (economic, housing, culturally): We have great sustainability bones to work with, basic core infrastructure can blossom
- Parks (Julliard and Spring Lake): Julliard Park is beautiful, historic park, but not welcoming to come sit in the grass
- Parks (Julliard and Spring Lake): Freida's café at Julliard park!
- Parks (Julliard and Spring Lake): Julliard Park has improved- previously had a lot of formerly unhoused and gang activity, not as big an issue now
- Parks (Julliard and Spring Lake): Julliard Park is the melting pot of the city, includes lots of people and different demographics

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

- Embrace cultural diversity: Social division, need to break down racial/cultural barriers currently in the community
- Embrace cultural diversity: Upgrade cultural presence in downtown with performing arts
- Embrace cultural diversity: People need to meld more
- Housing: Need resources for families with multigenerational members
- Housing: Low-income housing project on Dutton/HWY 12, no amenities for the community, bad placement
- Equity: Big difference in equity across different parts of the city
- Inclusivity: Indigenous protections, need to honor those whose ancestral roots are in Santa Rosa
- Inclusivity: Need inclusive decision making and better decision making
- Breakdown physical/social east/west barriers: Creative ideas to breakthrough

- Parks (Julliard and Spring Lake): Spring Lake attracts people from all over the city
- Parks (Julliard and Spring Lake): Julliard Park- organic growing, no toxic sprays, recorded music
- Opportunity: Measure M offers more opportunity for people to have input on what they would like parks to look like and amenities to have
- Opportunity: Each of living
- Opportunity: Music will bring us together
- Opportunity: So much potential, on the edge of it but failing to get there
- Downtown potential: Looking forward to creating a more vibrant future, hub and spoke model
- Downtown potential: Opportunity for livening the downtown, great opportunity to be heart of the city
- Downtown potential: Bethel towers downtown gives the skyline variety
- Accessibility: Mentality of the area being semi-rural and not being open to tall buildings
- Accessibility: Access to other destinations- with half hour can be in so many other places but only some places in the city can draw people
- Accessibility: Great work updating roads and utilities around Bethel Towers
- Accessibility: Downtown living offers great accessibility
- Unique neighborhoods: All neighborhoods have different identities
- Existing social ties across east-west: Montgomery High students live in Roseland so there are already east-west social connections
- Music will bring us together: Venue (like Hollywood Bowl) to attract live music and make downtown more vibrant

- mall to make mixed use and breakdown the division between east and west
- Sustainability (economic, housing, culturally): We need sustainability to live
- Health: Big tobacco targets youth, too many convenience stores with storefronts with tobacco and alcohol ads
- Health: Huge resistance in neighborhood meetings to anything being built that has potential to invigorate the downtown or other areas
- Safety: Excessive speeds on streets
- Bike safety, lanes are currently lacking
- Safety: Activating the streets/ eyes on the street
- Safety: Comfort walking after dark at railroad square, high crime levels
- Need to active downtown: Historic Petaluma provides a great example of how things could be developed
- Need to active downtown: Don't necessarily need to build high
- Need to active downtown: Disappointed with downtown area development, not a place people want to go and do things
- Need to active downtown: Not much reason to go downtown anymore, would like to develop better
- Need to active downtown: Need a viable downtown
- Need to active downtown: Make shopping mall in middle of downtown go away
- Connectivity: More robust transit. SMART offers some connectivity, but infra-city access needs a lot more work
- Connectivity: Break down silos, more connectivity planning needed, trails in city help address this
- Connectivity: Lack of connectivity at Coddington
- Downtown needs to be re-energized
- Julliard Park is an asset
- Spring Lake County Park is a great resource, need more places like this

Workshop #1 (May 13, 2021)

Group #5 Responses

Santa Rosa Forward
Plan Our Future Together

Community Vision Workshop
Date: 05/13/2021 Group: 5

Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are Santa Rosa resident, business/property owner, student or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Santa Rosa is accessible (proximity to a variety of areas in Northern CA)

Beer, landmark, business vitality, social spaces

Variety of interests in the City

Friendly community, relatable, people wave hello

Parks! We have good bones in our city

Established culture, history

Character of people

Diverse history, Land Use Square and narrative to place

Small town feel, Neighborhood character

Landscape: Mature and beautiful trees; Beauty of surrounding scenery and mountains, "its paradise"

Safe neighborhood but needs to be improved

Pride of community

Diversity, variation in places and diversity of people and neighborhoods

Food! culture

heart beat of the city

People

JC; educational opportunities for youth, Jr. College at the center of town

Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

The public can request debris removal using these three options: call (530) 542-3800, use 311 app, or visit the website (www.ci.santarosa.ca.us/311/index.cfm)

Safety and Mobility: Public transit is awful; students do not take it, need bus rapid and efficient, accessible and affordable transit system

Safety - #1 concern

Education and potential social services

"Magic Wand" if props to Kevin

Need dense housing in downtown core; fill in, maintain and keep our open space

Limit traffic congestion

Every neighborhood should have business district street with gathering spaces

Top priority (#1) is safety, personal safety, property safety

Education should be a priority, focus on our schools, need investment in program development in schools, JC is well funded

Streetscape improvements, form based codes

Eyes on the street concept, there are utilized spaces in parks, need for vibrancy in our city

Issues of equity

Potential for high rise mixed use building in downtown core with complimentary smart bus stops

Character needs to be revitalized

Issues of drug use need to be resolved

Would like to see traditional housing development, do not want to see sprawl. Sprawl creates environmental issues, car-centric, need for diversity of housing stock and income levels

Currently dollar tree location is a gathering space for Rosa students

More education about clean up team in the city, to remove drug use, neighborhood clean up

Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussions

Want to see more law enforcement (i.e. excessive drug use and in neighborhoods). Family safety needs to be a focus

Map of Santa Rosa showing planning areas, city limits, urban growth boundary, and spheres of influence. Various callouts highlight specific areas and concerns.

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

- Santa Rosa is accessible, proximity to a variety of areas in Northern CA
- Safe neighborhood but needs to be improved
- Beer, landmark, business vitality, social spaces
- Pride of community
- Variety of interests in the city
- Diversity: variation in places and diversity of people and neighborhoods
- Food and culture
- Friendly community, relatable, people wave help
- Parks! We have good bones in our city
- Established culture and history
- Heartbeat of the city
- People
- Landscape, mature and beautiful trees, beauty of surrounding scenery and mountains
- Small town feel, neighborhood character
- Character of people

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


- The public can request debris removal using three options
- Top priority is safety of person and property
- Education should be a priority, focus on our schools, need investment in program development in schools, JC is well funded
- Safety and mobility. Public transit is awful, the students do not take it, need bus rapid and efficient, accessible, and affordable transit system
- Streetscape improvements, form-based codes
- Eyes on the street concept, there are utilized spaces in parks, need for vibrancy in our city
- Issues of equity
- Potential for high-rise mixed-use building in downtown core with complimentary SMART bus stops
- Education and potential social services
- safety is #1 priority

<ul style="list-style-type: none"> ▪ Diverse history, land use square and narrative to place ▪ JC, educational opportunities for youth, JC in middle of town 	<ul style="list-style-type: none"> ▪ Limit traffic congestion ▪ "Magic Wand" props to Kevin ▪ Character needs to be revitalized ▪ More education about clean up team in the city to remove drug use/neighborhood clean up ▪ Every neighborhood should have business district/main street with gathering spaces ▪ Need dense housing in downtown core, infill we maintain and keep our open space ▪ Issues to drug use need to be resolved ▪ Currently dollar tree location is a gathering space for students ▪ Would like to see traditional housing development, do not want to see sprawl, which creates environmental issues, car-centric, need for diversity of housing stock and income levels ▪ Want to see more law enforcement because of excessive drug use in neighborhoods ▪ Family safety needs to be a focus ▪ Opportunity for dense housing in downtown core "elbows of 12 and 101" ▪ Redesign railroad square with mixed use buildings this would make the SMART train more profitable and accessible ▪ City is now medium size town with rural areas surrounding ▪ Bus system will be increased with growth ▪ Affordable housing (not project style housing), need to be provided opportunities for wealth building, create hope, create homeownership ▪ Population in Santa Rosa is getting older, need to consider how to house seniors ▪ Will downtown brick buildings be safe and durable ▪ Example of current high rise in Santa Rosa, the Luther Burbank area and building. This building is located near services, need a grocery store in this area ▪ Perception of high rises needs to change in the city ▪ Promote ADU on private property to increase housing, opportunity for loan program
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	<ul style="list-style-type: none">▪ Areas that are currently zoned as commercial could be turned into housing and units for people
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Workshop #2 and #3 (May 15, 2021)

Group Responses



Taller de Visión Comunitaria

Fecha: 05/15/2021 PM Grupo: 3



Introducciones (5 minutos)

En el Chat, por favor preséntese al grupo y comparta si usted es residente de Santa Rosa, propietario de negocios/propiedades, estudiante u otro.

Bienvenida

Verde viene esta la gente

Tungurahua

Taller "Presencia de la Ciudad"

Resistencia, educación de calidad, salud, cultura, deporte, recreación

Ignorancia

Delitos: robo, asesinato, narcotráfico, tráfico de drogas

LEP Link


Comunidad de la Tierra Nueva

Importancia de la Tierra Nueva para la comunidad

Tendencias


Mejorar el acceso a servicios básicos de la zona

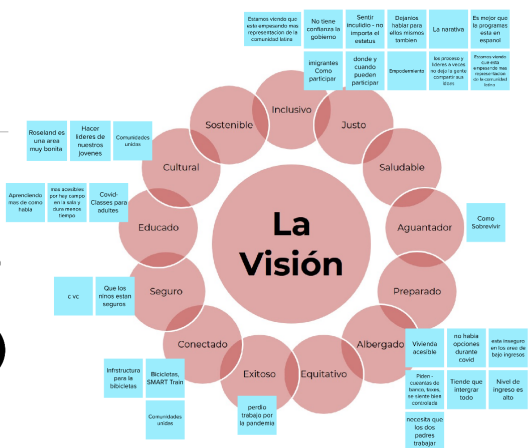
Camiones disponibles




Pregunta #1 (20 minutos)

¿Qué es lo que más le gusta o lo que más le inspira de Santa Rosa? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)









Pregunta #2 (20 minutos)

¿Qué cambiaría o mejoraría de Santa Rosa en el futuro? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)

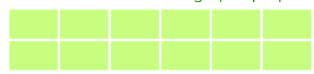


Que hubiera más vigilancia	Educación de los niños	La renta es cara	Personas sin hogar junto los caminos al escuela	Menos palabras	Seguridad de los niños
Programas para personas sin hogar	senderos esta zona de gente sin vivienda, y contaminado la naturaleza	Hacen de baño	Explicando porque a los niños	Basura en las zonas donde se encuentran personas sin vivienda	Lugares para renta piden el credit score
Identificaciones para acceder a vivienda para personas sin hogar	Requisitos para viviendas, incluyendo credit score para rentarlas	Ayudar la gente sacar sus identificaciones	Infraestructura para mantener las viviendas nuevas y existentes	crear vivienda asequible, pero no sólo en distrito 1	El nivel de ingresos para la vivienda es muy alto y me califica para vivienda accesible
Más infraestructura de bicicletas conectadas al Smart Train	Comunidad indocumentada se involucra sin importar estatus migratorio	La comunidad indocumentada no confía en las instituciones y el sistema	Hacer comités de personas migrantes se organicen	Los reglamentos concilian la participación de las personas	Tener eventos en español
Clases virtuales para adultos, abriendo espacios para aprender	Más vivienda accesible y menos requisitos para tener ingresos - fuentes de trabajo, no solo renta	La falta de prepagos incrementa la renta, es más cara para gente que tiene papales	Hacer líderes de nuestros jóvenes		



Preguntas adicionales para la Ciudad

Los grabadores tendrán en cuenta las preguntas generales si los facilitadores no pueden responderlas durante la discusión de grupos pequeños.



What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Sheltered: both parents need to work
- Go where the people are
- Swap meet
- Smaller workshops/presentation
- Creating a video on how to engage with the community
- Churches
- Parents learning English
- Importance to the youth and the community
- Stores
- Education: Education
- The youth
- The energy of the youth
- Creative youth
- Solving people's struggles
- Weather
- The workers
- The strength of immigrants

- The will to achieve what is attainable
- Open mindedness of people
- Cultural: Make leaders of our young population
- Connected: United communities
- Educated: Classes on Covid 19 for adults
- Want children to be safe
- Immigrant community gets involved regardless of their legal status
- Would like there to be more surveillance
- Education for the children
- The rent is expensive
- Homeless individuals congregate on school routes
- Foul language
- Programs for homeless population
- Trails are full of homeless individuals and are contaminating nature
- They go to the bathroom
- Must explain to the children why they live like this
- Trash can be found in areas where homeless individuals congregate
- Places for rent ask for a credit score
- IDs for homeless to be able to access housing
- Prerequisites for housing, including credit score for immigrants
- Help individuals get their ID
- Infrastructure to help maintain new and existing housing
- Build affordable housing, but not only in district 1
- Income levels for housing is too high and don't qualify for affordable housing
- Connected: More bicycle infrastructure that connect to SMART train
- Undocumented communities are well involved without worrying about their legal status
- Undocumented community does not trust institutions and the system
- Build committees to help undocumented individuals organize
- Regulations complicate public participation
- Have events in Spanish
- Have virtual classes for adults to create a learning space
- More affordable housing and less requirements for individuals who are low income - bank statements, not only taxes
- Lack of legal documentation increases rent prices, it's more expensive for documented residents
- Inclusive: We are seeing there is starting to be more representation of the Latino community
- Inclusive: Do not trust the government
- Inclusive: Feel included regardless of your status
- Inclusive: Let them speak for themselves
- Inclusive: The narrative
- Inclusive: Its best when programs are in Spanish
- Inclusive: How can immigrants participate
- Inclusive: Where and when can we participate
- Inclusive: The process and leaders often do not the audience their ideas
- Educated: Learning more about the language
- Safe: That children are safe
- Connected: More bicycle infrastructure
- Successful: Lost job due to the pandemic
- Sheltered: Affordable housing

- Sheltered: There were no available options during covid
- Sheltered: Its unsure in low-income areas
- Sheltered: They require bank statements, taxes, it feels like they really control you
- Sheltered: High income level
- Equitable: Outside of Roseland the infrastructure is much better and well kept

Workshop #4 (May 17, 2021)

Group #1 Responses

Santa Rosa Forward
FORWARD
For Our Future Together

Community Vision Workshop
Date: 5/17/21 Group Discussion

Introductions (5 minutes)
Through Zoom Chat, please introduce yourself to the group and share whether you are a Santa Rosa resident, business/property owner, student, or other.

Question 1 (20 minutes)
What do you like most or what inspires you about Santa Rosa?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Specialty Food/Craft beverages

Climate and location

Manny community connectors, places to go within the urban environment

Food collaboration

Different parts of the city have a unique/distinct identity

Cultural and historical resources in the community

Opportunities to get out and enjoy nature

Urban city with small town feel

Roseland has vibrant community activities, community gathers, food trucks, despite lacking amenities

City decision making supports small businesses related to craft and foods

Find community through activities

Sense of community, easy to feel connected

Underpass improved bike safety but does not feel safe at all hours for pedestrians

Location is near large city and ocean

Introduce small streets/ other non-auto roadway uses seasonally

Food Collaboration

City decision making supports small businesses related to craft and foods

Find community through activities

Sense of community, easy to feel connected

Underpass improved bike safety but does not feel safe at all hours for pedestrians

Location is near large city and ocean

Introduce small streets/ other non-auto roadway uses seasonally

Question 2 (20 minutes)
What would you change or improve about Santa Rosa in the future?
(please raise your hand if you would like to speak or add your ideas directly to Zoom Chat)

Need to support the entry of others to feel connected/sense of community

How are we adapting to an ageing population

Cannot see diversity, difficult for BIPOC to not see themselves

Want to make sure housing is affordable for life-long living in the city/county

Infrastructure, fix the potholes

Sustainable parklets, long-term viability as traffic picks up

Bike connectivity, more street with designated bike trails for safety

Need community gathering spaces in all neighborhoods, opportunity at the vacant K-Mart site destroyed by fire

Bikes, creek trails are great but not always most direct routes. City ranks 6/10 for bike connectivity

Create flexibility in spaces like blacktop parking lot in Roseland that is used for food trucks

More pedestrian and bicycle opportunities between railroad square and the courthouse

Reorient idea from planning building around parking

Need to support the entry of others to feel connected/sense of community

How are we adapting to an ageing population

Cannot see diversity, difficult for BIPOC to not see themselves

Want to make sure housing is affordable for life-long living in the city/county

Infrastructure, fix the potholes

Sustainable parklets, long-term viability as traffic picks up

Bike connectivity, more street with designated bike trails for safety

Need community gathering spaces in all neighborhoods, opportunity at the vacant K-Mart site destroyed by fire

Bikes, creek trails are great but not always most direct routes. City ranks 6/10 for bike connectivity

Create flexibility in spaces like blacktop parking lot in Roseland that is used for food trucks

More pedestrian and bicycle opportunities between railroad square and the courthouse

Reorient idea from planning building around parking

Additional Questions for Staff
Recorders will note general questions if facilitators cannot answer them during the Small Group Discussion.

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

- Specialty food/craft beverages
- Climate and location
- Manny community connectors, places to go within the urban environment
- Food collaboration
- Different parts of the city have a unique/distinct identity
- Cultural and historical resources in the community
- Opportunities to get out and enjoy nature
- Urban city with small town feel
- Roseland has vibrant community activities, community gathers, food trucks, despite lacking amenities
- City decision making supports small businesses related to craft and foods
- Find community through activities
- Sense of community, easy to feel connected
- Underpass improved bike safety but does not feel safe at all hours for pedestrians
- Location is near large city and ocean
- Introduce small streets/ other non-auto roadway uses seasonally

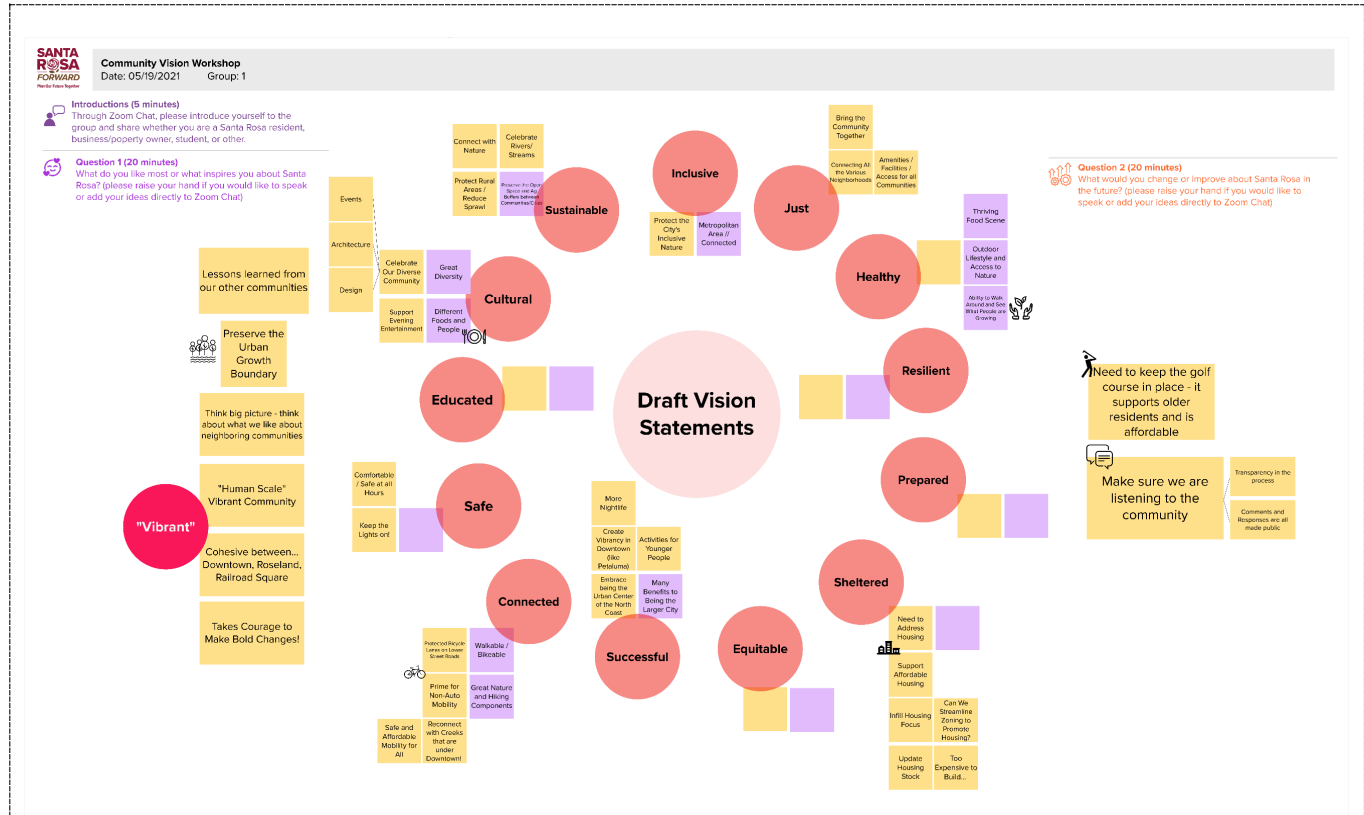
What would you change or improve about Santa Rosa in the future?

- Need to support the entry of others to feel connected/sense of community
- How are we adapting to an ageing population
- Cannot see diversity, difficult for BIPOC to not see themselves
- Want to make sure housing is affordable for life-long living in the city/county
- Infrastructure, fix the potholes
- Sustainable parklets, long-term viability as traffic picks up
- Bike connectivity, more street with designated bike trails for safety
- Need community gathering spaces in all neighborhoods, opportunity at the vacant K-Mart site destroyed by fire
- Bikes, creek trails are great but not always most direct routes. City ranks 6/10 for bike connectivity
- Create flexibility in spaces like blacktop parking lot in Roseland that is used for food trucks
- More pedestrian and bicycle opportunities between railroad square and the courthouse
- Reorient idea from planning building around parking

	<ul style="list-style-type: none"> ▪ Merchants versus community conflict. For example, with regards to street uses like slow streets pop up ▪ More naturally affordable housing, housing for all ages and stages ▪ Just: Good that this is separate from equality, different and important concepts ▪ Just: Fair and equal access ▪ Just: Equal voice in decision making process ▪ Resilient: I missed resilience and hit sustainable, but don't see them as entirely different ▪ Interim uses/flex space/ community space on northwestern edge? ▪ Repurposing of the former K-Mart site ▪ Property of Indian Health ▪ Underpass improved with bollards ▪ Food-truck, pop-ups, builds community ▪ Repurposing of the mall improve connectivity
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Workshop #5 (May 19, 2021)

Group #1 Responses



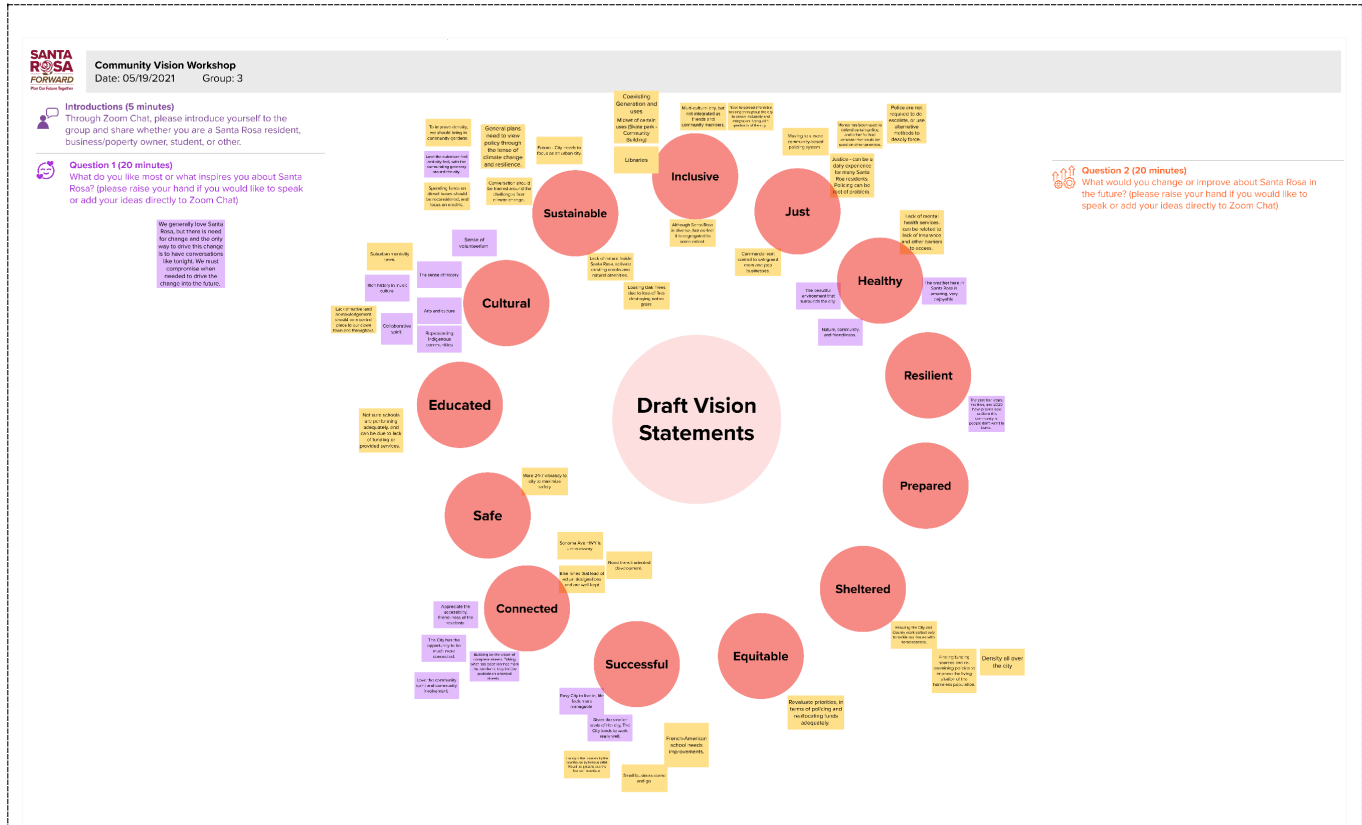
What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Vibrant: "human scale" vibrant community
- Vibrant: Cohesive between downtown, Roseland, Railroad Square
- Vibrant: Takes courage to make bold changes
- Sustainable: Connect with nature
- Sustainable: Celebrate rivers and streams
- Sustainable: Protect rural areas/reduce sprawl
- Sustainable: Preserve open spaces and ag buffers between communities
- Cultural: Great diversity
- Cultural: Celebrate our diverse community (events, architecture, design)
- Cultural: Support evening entertainment
- Cultural: Different foods and people
- Safe: Comfortable/safe at all hours
- Safe: Keep the lights on
- Connected: Protected bike lanes on lower street roads
- Connected: Prime for non-auto mobility
- Connected: Safe and affordable mobility for all
- Connected: Reconnect with creeks that are under downtown
- Connected: Walkable/bikeable
- Connected: Great nature and hiking components

- Successful: More nightlife
- Successful: Create vibrancy in downtown like Petaluma
- Successful: Embrace being the urban center of the north coast
- Successful: Activities for younger people
- Successful: Many benefits to being the larger city
- Sheltered: Need to address housing
- Sheltered: Support affordable housing
- Sheltered: Infill housing focus
- Sheltered: Update housing stock
- Sheltered: Can we streamline zoning to promote housing
- Sheltered: Too expensive to build
- Healthy: Thriving food scene
- Healthy: Outdoor lifestyle and access to nature
- Healthy: Ability to walk around and see what people are growing
- Just: Bring the community together
- Just: Connecting all the various communities
- Just: Amenities/facilities/ access for all communities
- Inclusive: Protect the city's inclusive nature
- Inclusive: Metropolitan area connected
- Make sure we are listening to the community (transparency in the process and make comments and responses public)
- Need to keep the golf course in place, it supports older residents and is affordable

Workshop #5 (May 19, 2021)

Group #3 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? (combined)

- Inclusive: Coexisting generation and uses, mindset of certain uses (skate park, community building)
- Inclusive: Libraries
- Inclusive: multi-cultural city, but not integrated as friends and community members
- Inclusive: Need to spread affordable housing throughout the city to create inclusivity and integration using all 4 quadrants
- Inclusive: Although Santa Rosa is diverse, but do feel it is segregated to some extent
- Sustainable: Future- city needs to focus as an urban city
- Sustainable: Lack of nature inside Santa Rosa, activate existing creeks and natural amenities
- Sustainable: Losing oak trees due to loss of fires destroying native grass
- Sustainable: General plans need to view policy through the lens of climate change and resilience
- Sustainable: Conversation should be framed around the challenges from climate change
- Sustainable: To improve density, we should bring in community gardens
- Sustainable: Love the suburban feel with the surrounding greenery around the city
- Sustainable: Spending funds on diesel buses should be reconsidered and focus on electric
- Cultural: Sense of volunteerism
- Cultural: Sense of history
- Cultural: Arts and culture

- Cultural: Representing indigenous communities
- Cultural: Suburban mentality town
- Cultural: Rich history in music culture
- Cultural: Collaborative spirit
- Cultural: Lack of native land acknowledgement, should be a central piece to our downtown and throughout
- Educated: Not sure schools are performing adequately, and can be due to lack of funding or provided services
- Safe: More 24/7 vibrancy to city to maximize safety
- Connected: Sonoma Ave Highway is unnecessary
- Connected: Bike lanes that lead to actual destinations and are well kept
- Connected: Need transit-oriented development
- Connected: Appreciate the accessibility and friendliness of residents
- Connected: The city could be much more connected
- Connected: Love the community spirit and involvement
- Connected: Building on the vision of complete streets. Taking what has been learned from the pandemic to prioritize pedestrian-oriented streets
- Successful: Easy to live in, life feels more manageable
- Successful: Given the smaller scale of the city, the city tends to work well
- Successful: Losing of the fountain by the courthouse by famous artist, would be great to see the fountain resurface
- Successful: Small business come and go
- Successful: French American school needs improvements
- Equitable: Reevaluate priorities, in terms of policing and reallocating funds adequately
- Sheltered: Ensuring the city and county work collectively to tackle our issues with homelessness
- Sheltered: Finding funding sources and re-examining policies to improve the living situation of the homeless population
- Sheltered: Density all over the city
- Resilient: The past four years, the fires, and 2020, have proven how resilient this community is, people don't want to leave
- Healthy: Lack of mental health services can be related to lack of insurance and other barriers to access
- Healthy: The weather here in Santa Rosa is amazing, very enjoyable
- Healthy: Nature, community, and friendliness
- Healthy: The beautiful environment that surrounds the city
- Just: Police are not required to deescalate or use alternative methods to deadly force
- Just: Money has been used to defend certain police and others for bad behaviors that could be used on other priorities
- Just: Justice can be a daily experience for many Santa Rosa residents, policing can be the root of the problem
- Just: Moving to a more community-based policing system
- Just: Commercial rent control to safeguard mom and pop shops
- We generally love Santa Rosa but there is a need for change and the only way to drive this change is to have conversations like tonight. We must compromise when needed to drive the change into the future.

Workshop #5 (May 19, 2021)

Group #4 Responses

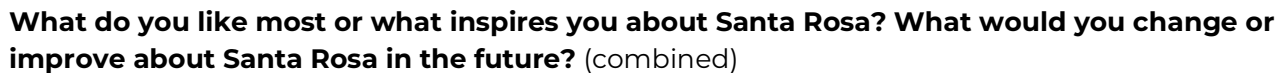


What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Inclusive: Inventory resources and inequities
- Inclusive: People different and like me
- Inclusive: Land use
- Inclusive: Walkability
- Inclusive: Green and open spaces equitably located
- Sustainability: Incentivize people to adapt and reuse
- Sustainability: Opportunity to be climate leaders
- Sustainability: Climate leadership from city
- Sustainability: Partner with the city
- Sustainability: Low energy use
- Cultural: People who want to address issues
- Safe: Addressing health care needs
- Connected: Transportation and access
- Connected: People are connected
- Connected: Equitable connections
- Successful: Building economic muscle
- Equitable: Something for everyone
- Equitable: Choices
- Equitable: Invest in historically underinvested areas
- Equitable: grow efficiently

- Equitable: Diverse communities serving multiple people
- Sheltered: Build to alleviate housing costs and help build wealth
- Sheltered: Multifaceted approaches for all housing across city
- Sheltered: Fill in with services and plan it
- Sheltered: Make density appealing
- Sheltered: Hubs of density with amenities
- Sheltered: Provide services coupled with housing
- Sheltered: Use existing infrastructure- ADUs, JADUs, in rich neighborhoods
- Sheltered: Greater density of housing in downtown
- Sheltered: Accentuate existing nodes
- Prepared: Invest in underground utilities and other infrastructure
- Resilient: Fires
- Resilient: Community retention
- Resilient: Climate change and adaptation
- Resilient: Rising temperatures
- Healthy: Access to food
- Healthy: safe, just, shelter, healthy, interconnected
- Just: Place based solutions receptive to community experience
- Just: Co create with community and address together
- Just: equal access

Group #1 Responses



- Inclusive: Opportunities for exchange
- Inclusive: Access to open space/nature
- Inclusive: More diverse- people and nature
- Inclusive: Friendly people
- Sustainable: Creek stewardship program and the creek paths
- Sustainable: Views of mountains
- Sustainable: Natural beauty and great weather
- Sustainable: Disasters have brought the community together
- Sustainable: Climate refugees
- Sustainable: Use the creeks
- Sustainable: Reduce outdoor irrigation or convert that irrigation to recycled water
- Sustainable: Be innovative
- Sustainable: Efficient, less impact on resources, green tech, infrastructure
- Cultural: Abundant music during the day
- Cultural: Center of a beautiful part of the world
- Cultural: Down to earth community
- Cultural: Community oriented (non-profit, faith based, city engagements)
- Educated: Creek/ecology education
- Educated: Robust SRJC

- Educated: Great educators and programs
- Educated: Children's museum
- Educated: Language schools
- Safe: Overflow of traffic due to lack of parking
- Safe: Safe connections between neighborhoods
- Safe: Safe access to schools
- Connected: Zero carbon by 2050
- Connected: Intentional and efficient street parking
- Connected: One side of the city to the other
- Connected: Connecting paths
- Connected: auto oriented
- Connected: Negative motorist behavior
- Connected: SMART, Sebastopol, Hwy 12, Oakmont
- Connected: We can see the mountains from almost anywhere
- Connected: Access to paratransit
- Connected: Adjust street configuration and lights
- Connected: Bike lane disappears in some areas
- Connected: Access to open space
- Connected: Connected bikes and peds
- Connected: Rincon valley is a bit disconnected
- Connected: Fast cars and narrow roads
- Connected: Bus rapid transit in the Santa Rosa/Mendocino corridor
- Connected: County pockets, lose the sidewalk
- Connected: change behavior to walk and bike to work
- Connected: More frequent and efficient bus service
- Connected: Walking distance to goods and services
- Successful: Natural tourist destination without being overrun
- Successful: Unique industries
- Equitable: Open restrooms in parks and other facilities
- Equitable: Housing for people at all income levels
- Equitable: Access to childcare
- Equitable: Affordable childcare
- Sheltered: The city has a great scale not too large or too small
- Sheltered: Ensure adequate parking with new housing
- Sheltered: Relative housing affordability
- Sheltered: More infill housing
- Sheltered: Managed retreat
- Sheltered: Denser, 3 to 5 stories
- Sheltered: Densify the city
- Sheltered: Lower land costs per unit
- Sheltered: Reorganizer that sprawl is not suitable for the community
- Sheltered: Tie housing development with commercial and office
- Resilient: To shield the vulnerable areas on the edges and to better connect the centers
- Resilient: Disasters have unified people
- Resilient: Drought preparedness
- Resilient: Power outages
- Healthy: 3 health care organizations
- Healthy: Accessible/spread out Kaiser clinics
- Healthy: Great parks/Heritage facilities

Workshop #7 (May 22, 2021)

Group #1 Responses

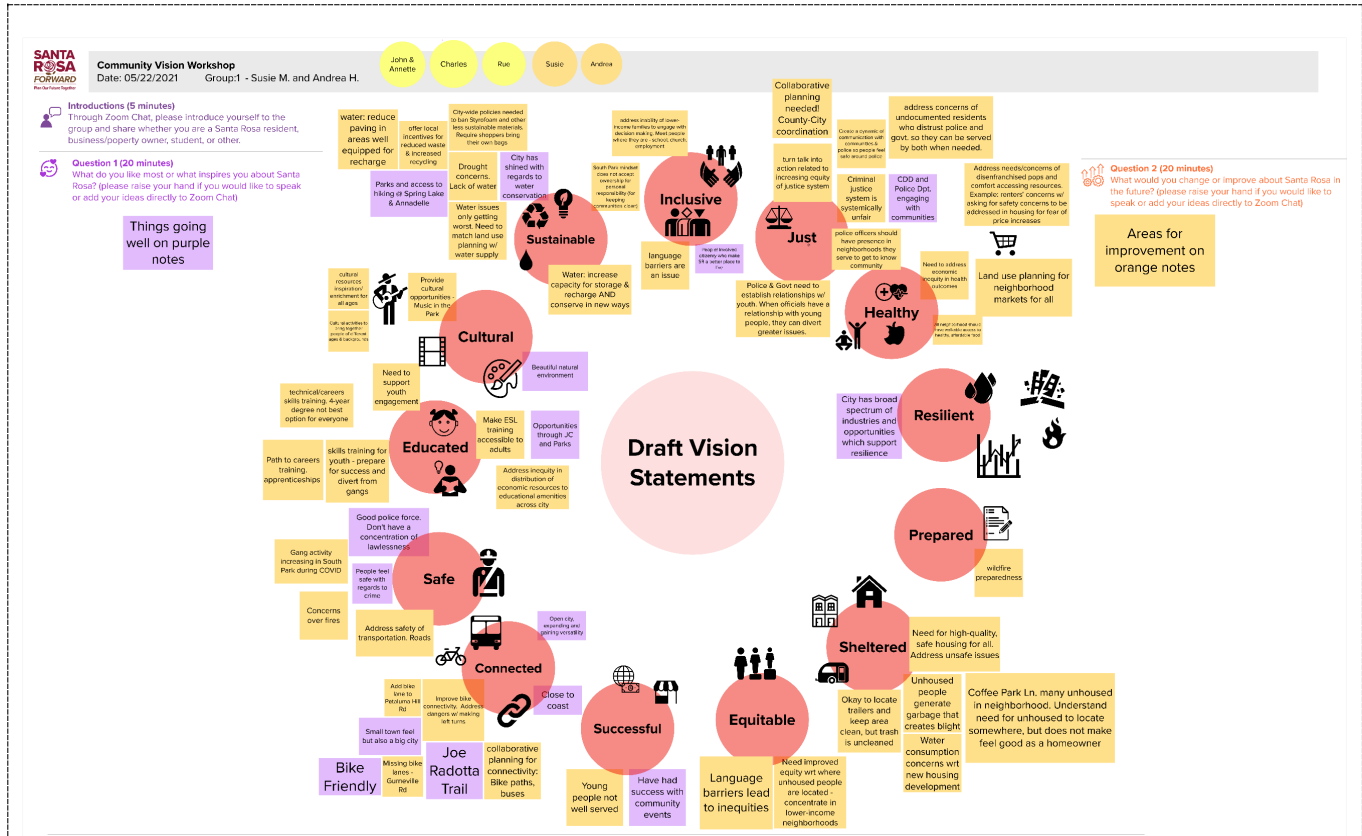


What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Educated: How to be debt free
- Educated: University is not the only option
- Educated: Future planning. Financial planning
- Educated: Understanding how to participate in civic process
- Educated: Managing money for retirement
- Educated: How to buy a home and keep a home
- Educated: How to start/mentor people to own a business
- Educated: Teaching life
- Equitable: Access to childcare limits to the financial assistance
- Equitable: Understanding generational wealth and health is a privilege
- Inclusive: empower
- Resilient: How to make some change
- Sheltered: Livable/affordable
- Successful: Live debt free

Workshop #8 (May 22, 2021)

Group #1 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? (combined)

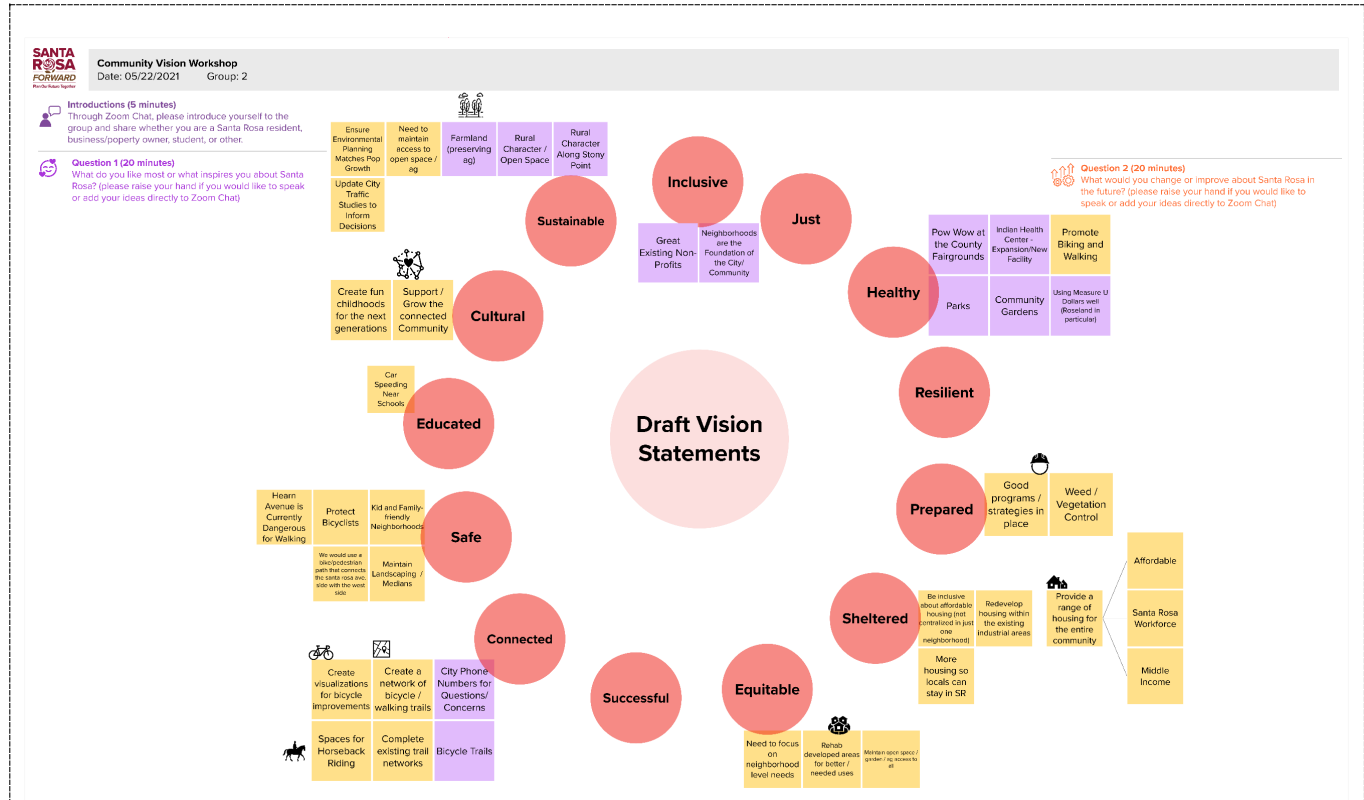
- Add Inclusive: Address inability of lower-income families to engage with decision making. Meet people where they are- school, church, employment
- Inclusive: South Park mindset does not accept ownership for personal responsibility (for keeping communities clean)
- Inclusive: Language barriers are an issue
- Inclusive: involved citizenry who make the city better place to live
- Sustainable: Reduce water in paving areas well equipped for recharge
- Sustainable: Offer local incentives for reduced waste and increased recycling
- Sustainable: Parks and access to hiking at spring lake and annadelle
- Sustainable: Citywide policies needed to ban Styrofoam and other less sustainable materials, require shoppers to bring their own bags
- Sustainable: Drought concerns, lack of water
- Sustainable: Water issues only getting worse, need to match land use planning with water supply
- Sustainable: City has shined with regards to water conservation
- Sustainable: Increase capacity for water storage and recharge and conserve in new ways
- Cultural: resources inspiration/enrichment for all ages
- Cultural: cultural activities bring together people of different ages and backgrounds
- Cultural: Provide cultural opportunities like music in the park

- Cultural: Beautiful natural environment
- Educated: Need to support youth engagement
- Educated: Make ESL training accessible to adults
- Educated: Opportunities through JC and parks
- Educated: Address inequity in distribution of economic resources to educational amenities across city
- Educated: Technical/careers skills training because 4-year degree is not best for everyone
- Educated: Path to careers training and apprenticeships
- Educated: Skill training for youth, prepare for success and divert gangs
- Safe: Good police force, don't have concentration of lawlessness
- Safe: People feel safe from crime
- Safe: Address safety of transportation and roads
- Safe: Gang activity increasing in South Park during COVID
- Safe: Concerns over fires
- Connected: Open city, expanding and gaining versatility
- Connected: Close to coast
- Connected: Add bike lane to Petaluma hill Road
- Connected: Improve bike connectivity and address dangers with making left turns
- Connected: Small town feel but also a big city
- Connected: Bike friendly
- Connected: Missing bike lanes on Guerneville Road
- Connected: Joe Rodotta Trail
- Connected: Collaborative planning for connectivity, bike paths, buses
- Successful: Young people not well served
- Successful: Have had success with community events
- Equitable: Language barriers lead to inequities
- Equitable: Need improved equity where unhoused people are located, concentrated in lower income neighborhoods
- Sheltered: Need for high quality, safe housing for all
- Sheltered: Unhoused people generate garbage that creates blight
- Sheltered: Okay to locate trailers and keep area clean but trash is uncleaned
- Sheltered: Water consumption concerns where new housing development is
- Coffey Park Lane many unhoused people, understand need for housing to locate somewhere but does not make feel good as a homeowner
- Prepared: Wildfire preparedness
- Resilient: City has broad spectrum of industries and opportunities which support resilience
- Healthy: All neighborhoods should have walkable access to healthy, affordable foods
- Healthy: Need to address economic inequity in health outcomes
- Healthy: Land use planning for neighborhood markets for all
- Healthy: Address needs/concerns of disenfranchised populations and comfort accessing resources
- Just: Police and government need to establish relationships with youth, when there is a relationship, they can divert greater issues
- Just: Police officers should have presence in neighborhoods they serve to get to know community
- Just: Community development and police department engage with communities
- Just: Criminal justice system is systemically unfair
- Just: Turn talk to action related to increasing equity of justice system
- Just: Collaborative planning needed, county and city coordination

- Just: Create a dynamic of communication with communities and police so people feel safe around the police
- Just: Address concerns of undocumented residents who distrust police and the government so they can be served by both when needed.

Workshop #8 (May 22, 2021)

Group #2 Responses



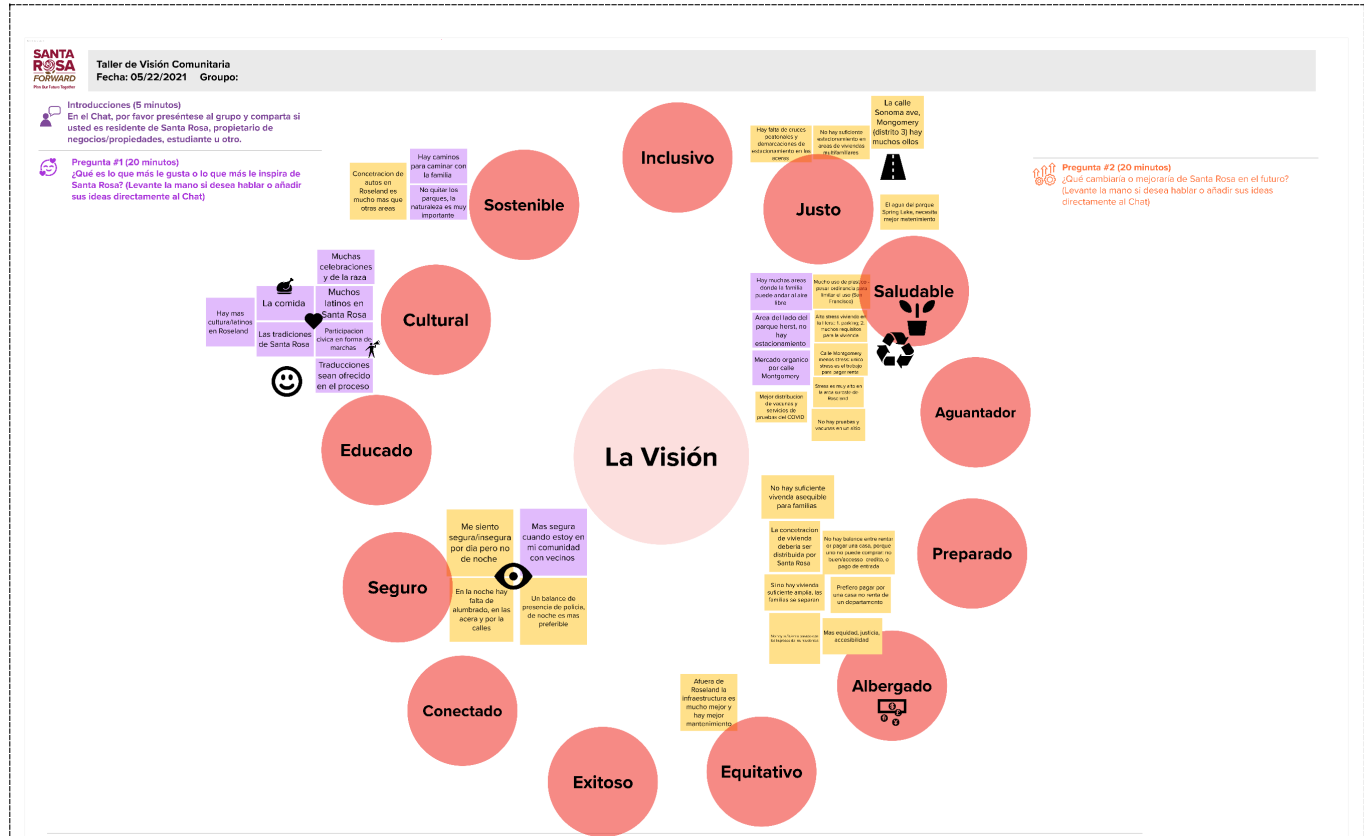
What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Connected: Bicycle trails
- Connected: Complete existing trail network
- Connected: Create a network of bike/walking trails
- Connected: Create visualizations for bicycle improvements
- Connected: Spaces for horseback riding
- Educated: Car speeding near schools
- Healthy: Promote biking and walking
- Safe: Maintain landscaping/medians
- Safe: Protect bicyclists
- Healthy: Indian Health Center- expansion/new facility
- Cultural: Create fun childhoods for the next generation
- Cultural: Support/grow the connected community
- Equitable: Need to focus on neighborhood level needs
- Healthy: Community gardens
- Healthy: Pow wow at the county fairgrounds
- Safe: Kid and family friendly neighborhoods
- Healthy: Using Measure U dollars well (Roseland in particular)
- Inclusive: great existing non-profits
- Inclusive: Neighborhoods are the foundation of the city/community
- Connected: City phone numbers for questions/concerns

- Prepared: Good programs/strategies in place
- Prepared: Weed/vegetation control
- Sustainable: Update city traffic studies to inform decisions
- Safe: Hearn Avenue is currently dangerous for walking
- Sheltered: Be inclusive about affordable housing (not just centralized in one neighborhood)
- Sheltered: More housing so locals can stay
- Sheltered: Provide range of housing for entire community (affordable, workforce, middle income)
- Sheltered: redevelop housing within the existing industrial areas
- Equitable: Rehab developed areas for better/needed uses
- Equitable: Maintain open space. Garden/ag access for all
- Healthy: Parks
- Sustainable: Ensure environmental planning matches population growth
- Sustainable: Farmland (preserving ag)
- Sustainable: Need to maintain access to open space and ag
- Sustainable: Rural character along Stony Point Road
- Sustainable: Rural character/open space

Workshop #8 (May 22, 2021)

Group #3 Responses



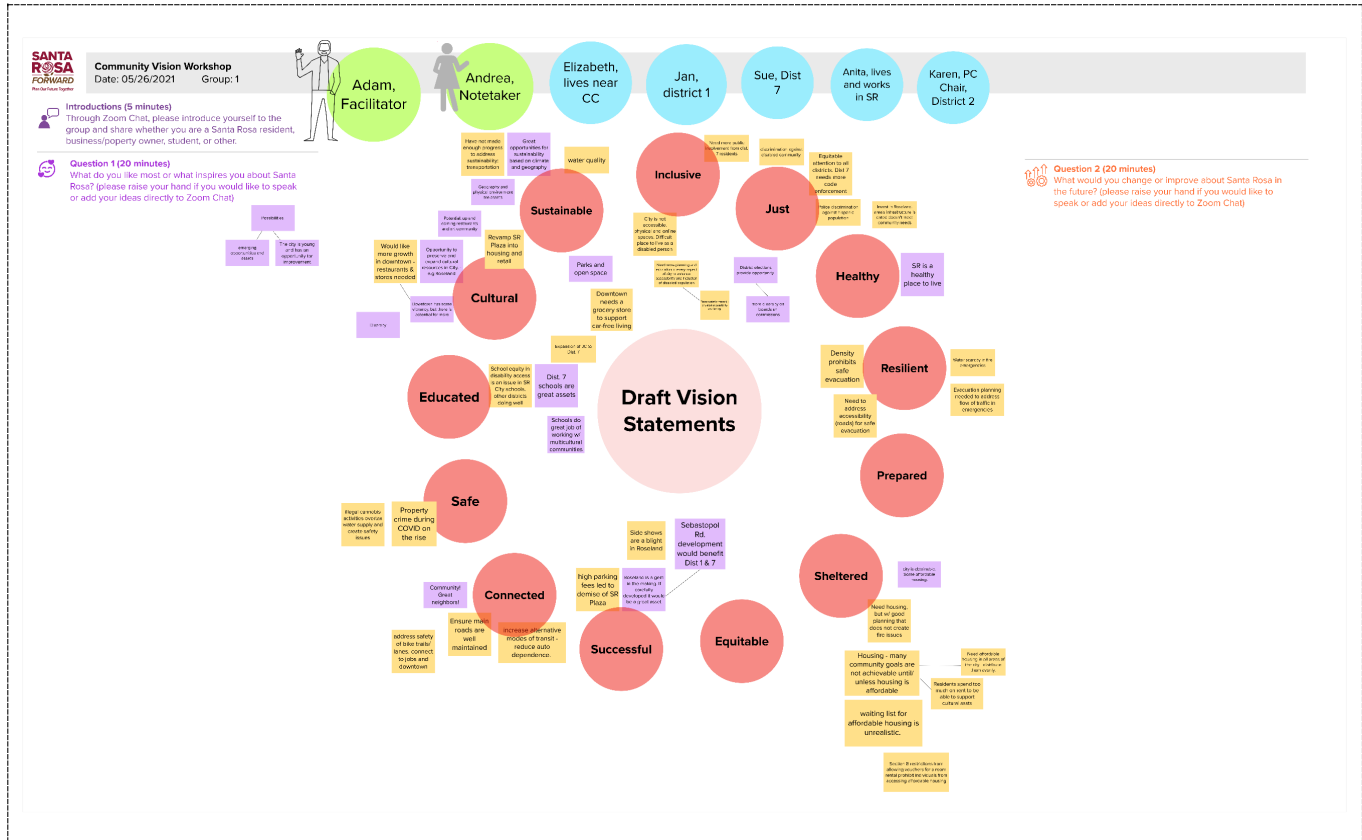
What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Connected: Lack of pedestrian crosswalks and demarcated parking along curbs
- Connected: Lack of parking in multifamily areas
- Connected: District 3 has lots of potholes, along Sonoma Ave and Montgomery
- Cultural: Lots of cultural celebrations
- Cultural: Lots of Latinos in Santa Rosa
- Cultural: Civic participation in the form of community marches
- Cultural: There's been translation offered throughout the process
- Cultural: The food
- Cultural: Santa Rosa's traditions
- Cultural: There's more culture/Latinos in Roseland
- Healthy: Stress levels are very high when living in the West side of Roseland
- Healthy: Living on Montgomery St. there's less stress, aside from stress related to paying rent for housing
- Healthy: There's lots of areas where families can walk and roll out in the open to get fresh air
- Healthy: The farmer's market by Montgomery St.
- Healthy: Need for better vaccine distribution and Covid-19 testing facilities
- Healthy: There's not one place where you can get both a vaccine and a Covid-19 test
- Healthy: Higher levels of stress when living on Herst, due to lack of parking and many requirements to rent

- Healthy: High use of plastic, there needs to be an ordinance to reduce the use of plastic
- Healthy: The water in Spring Lake park needs to be better maintained
- Cultural: Roseland is a beautiful area
- Safe: I feel the safest when I am in my community surrounded by my neighbors
- Safe: I do feel safe during the day, but during the night I don't
- Safe: There's a lack of lighting along curbs and sidewalks
- Safe: Finding balance of police presence at night is preferable
- Sheltered: There's not enough housing to match the resident's incomes
- Sheltered: More equity, justice, and access
- Sheltered: I would prefer to pay for a house than rent an apartment
- Sheltered: If there's not enough spacious housing families tend to separate
- Sheltered: The concentration of housing should spread throughout Santa Rosa
- Sheltered: There's no balance between renting and buying a house, due to the barrier to entry to buy: there's no accessible method to credit or down payments
- Sheltered: No enough affordable housing for families
- Sustainable: There are walkways to walk with the family
- Sustainable: Don't remove parks, nature is very important
- Sustainable: There's a much heavier concentration of cars in Roseland than other parts of Santa Rosa

Workshop #9 (May 26, 2021)

Group #1 Responses



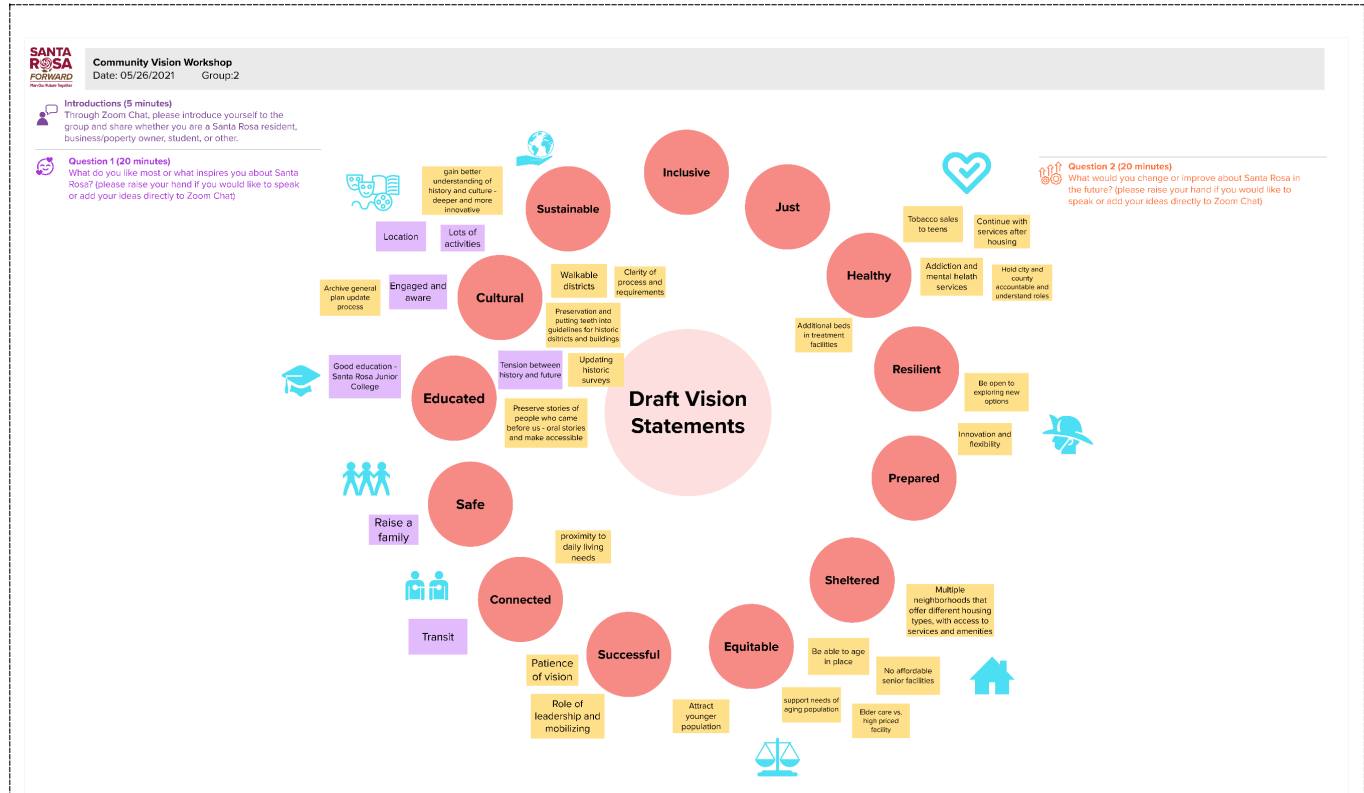
What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Connected: community! Great neighbors!
- Connected: Ensure main roads are well maintained
- Connected: increase alternative modes of transit, reduce auto dependence.
- Cultural: potential for up-and-coming restaurants and art community
- Cultural: diversity
- Expansion of the JC to district 7
- Educated: school equity in disability access is an issue in SR City schools while other districts are doing well
- District 7 schools are great assets
- Schools do a great job of working with multicultural communities
- Resilient: Density prohibits safe education
- Healthy: SR is a healthy place to live
- Possibilities, emerging opportunities and assets, the city is young and has an opportunity for improvement
- Inclusive: Need more involvement from district 7 residents
- Inclusive: city is not accessible, physical and online spaces. Difficult to live as a disabled person

- Inclusive: Need more planning and education in every aspect of city to enhance accessibility and inclusion of disabled population- transportation/transit physical accessibility and timing.
- Just: District elections provide opportunity for more diversity on boards and commissions
- Just: invest in Roseland, area's infrastructure is dated and doesn't meet community needs
- Just: Police discrimination against Hispanic population
- Just: Equitable attention to all districts, district 7 needs more code enforcement
- Just: Discrimination against disabled community
- Resilient: Need to address accessibility (roads) for safe evacuation
- Resilient: water scarcity in fire emergencies
- Resilient: Evacuation planning needed to address flow of traffic in emergencies
- Safe: Property crime during COVID is on the rise
- Safe: illegal cannabis activities overtax water supply and create safety issues
- Connected: Address safety of bike trails/lanes, connect jobs and downtown
- Sheltered: City is obtainable, some affordable housing
- Sheltered: Housing, but with good planning that does not create fire issues
- Sheltered: Housing, many community goals are not achievable until/unless housing is affordable, need affordable housing distributed evenly, residents spend too much on rent to be able to support cultural assets
- Sheltered: waiting list for affordable housing is unrealistic
- Sheltered: Section 8 restrictions from allowing vouchers for a room rental prohibit individuals from accessing affordable housing
- Would like more growth in downtown, restaurants and stores needed
- Downtown has some vibrancy but there is potential for more
- Successful: side shows are a blight in Roseland
- Successful: Roseland is a gem in the making, if carefully developed it would be a great asset, Sebastopol road development would benefit districts 1 and 7
- Successful: high parking fees led to demise of SR Plaza
- Sustainable: water quality
- Sustainable: great opportunities for sustainability on climate and geography
- Sustainable: Have not made enough progress to address sustainability: transportation
- Sustainable: geography and physical environment
- Sustainable: parks and open space
- Sustainable: downtown needs a grocery store to support car-free living
- Sustainable: revamp Santa Rosa plaza into housing and retail

Workshop #9 (May 26, 2021)

Group #2 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? (combined)

- Sustainable: walkable districts
- Lots of activities
- Location
- Connected: Proximity to daily living needs
- Connected: Transit
- Sheltered: Multiple neighborhoods that offer different housing types, with access to services and amenities
- Cultural: Gain a better understanding of history and culture- deeper and more innovative
- Cultural: Clarity of process and requirements
- Cultural: Preservation and putting teeth into guidelines for historic districts and buildings
- Cultural: Tension between history and future
- Cultural: Updating historic surveys
- Cultural: Preserve stories of people who came before us- oral stories and make accessible
- Education: Engaged and aware
- Educated: Good education, SRJC
- Equitable: Support needs of aging population
- Healthy: Additional beds in treatment facilities
- Healthy: Tobacco sales to teens
- Healthy: Continue with services after housing
- Healthy: Addiction and mental health services

- Healthy: Hold city and county accountable and understand roles
- Educated: Archive general plan update process
- Equitable: Attract younger population
- Resilient: Be open to exploring new options
- Resilient: Innovation and flexibility
- Safe: Raise a family
- Sheltered: Be able to age in place
- Sheltered: No affordable senior facilities
- Sheltered: Elder care vs. high priced facility
- Successful: Patience of vision
- Successful: Role of leadership and mobilizing

Workshop #9 (May 26, 2021)

Group #3 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? (combined)

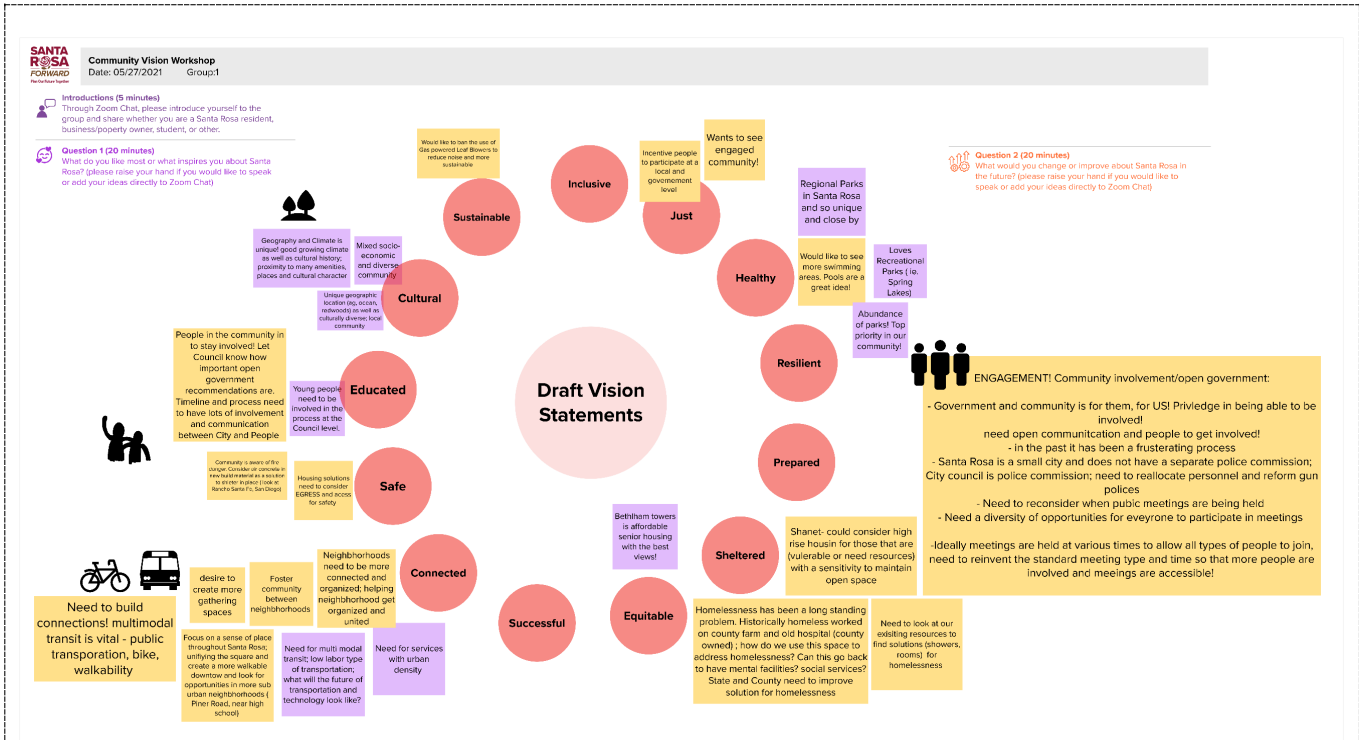
- Connected: dog park/trails
- Connected: proximity to other places, mountains, beach, river
- Connected: walking, biking, hiking
- Connected: Support/connections for Roseland
- Connected: Reliable public transportation
- Connected: Outdoor/socializing activities
- Connected: Paratransit/evacuation
- Connected: Impacts on Highway 12 due to increased development
- Connected: relationship to infrastructure
- Sheltered: Access to green space and transportation
- Cultural: good food
- Cultural: sense of history
- Educated: education for public safety
- Educated: JC/Sonoma state
- Educated: Educating youth
- Educated: communication between schools and city
- Equitable: transportation
- Equitable: food
- Equitable: green space
- Equitable: decision making

- Healthy: mental health partnership with law enforcement
- Healthy: beautiful environment
- Healthy: Accessibility gap of local sources
- Inclusive: cultural variety
- Inclusive: various activities to connect with people
- Inclusive: stable- sense of place
- Inclusive: Latino/indigenous/other nationalities
- Inclusive: More meeting accessible (physical and virtual)
- Inclusive: More multilingual engagement
- Just: access to decision making no matter the income level/race
- Just: neighborhood canvas/stores etc.
- Just: reform to department and legislation
- Just: environmental protection/development guidelines
- Prepared: sense of community during a disaster
- Prepared: vegetation maintenance
- Prepared: assistance with evacuation for older residents
- Resilient: Water planning- drought and fire preparedness
- Resilient: Protecting environment
- Resilient: use schools for cooling centers
- Resilient: volunteerism
- Resilient: Santa Rosa strong
- Safe: trash
- Safe: Infrastructure maintenance
- Sheltered: Affordable housing available
- Sheltered: Housing/transportation relationship
- Sheltered: Pressure to develop the area
- Sheltered: More housing type options
- Sheltered: Student housing
- Sheltered: Development take over
- Sheltered: Co-op housing
- Sheltered: Family housing
- Sheltered: More affordable housing
- Sheltered: rent has increased
- Sheltered: market rate housing
- Successful: Nice size city
- Successful: Various activities
- Successful: Assisting local businesses during the pandemic
- Successful: summer concerts
- Successful: bars, wineries, food
- Successful: making outdoor sitting permanent
- Successful: Small town feel with county facilities
- Successful: Able to bring larger city level entertainment
- Sustainable: Good weather
- Sustainable: Runoff from agricultural operations (pesticides)
- Sustainable: Impacts on wildlife
- Sustainable: More greening/green space
- Sustainable: Community garden
- Sustainable: Natural beauty
- Sustainable: Partnership with other organizations

- Sustainable: Maintenance/bringing back community garden

Workshop #10 (May 27, 2021)

Group #1 Responses



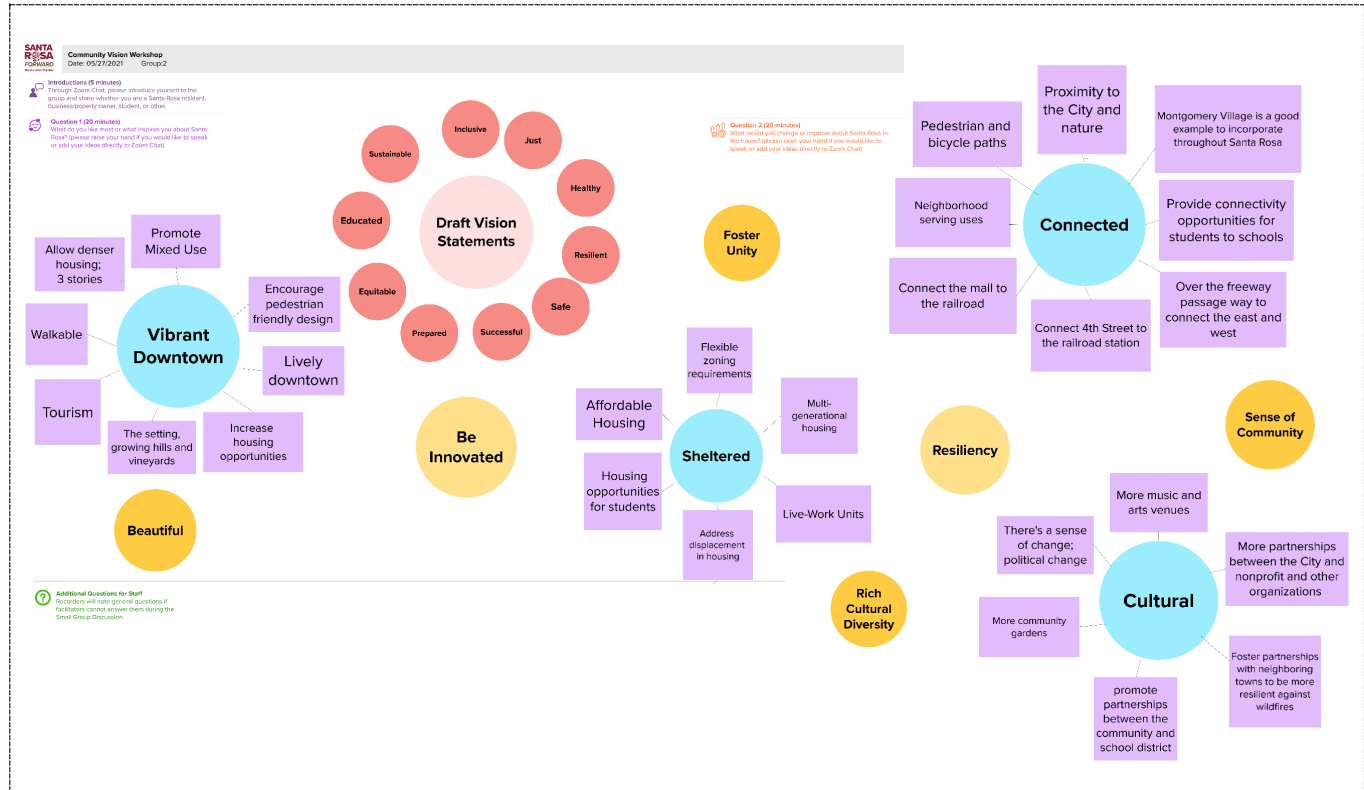
What do you like most or what inspires you about Santa Rosa? What would you change or improve about Santa Rosa in the future? (combined)

- Connected: Need to build connections! Multimodal transit is vital, public transit, bike, walkability
- Connected: Neighborhoods need to be more connected and organized; helping neighborhood get organized and united
- Connected: Focus on a sense of place throughout Santa Rosa; unifying the square and create a more walkable downtown and look for opportunities in more suburban neighborhoods (Piner Road, near high school)
- Connected: Need for multi-modal transit; low labor type of transportation; what will the future of transportation and technology look like
- Connected: Need for services with urban density
- Cultural: geography and climate are unique! Good growing climate as well as cultural history, proximity to many amenities, places and cultural character
- Cultural: mixed socio-economic and diverse community
- Cultural: unique geographic location (ag, ocean, redwoods) as well as culturally diverse, local community
- Connected: Desire to create more gathering spaces
- Connected: Foster community between neighborhoods
- Educated: people in the community stay involved! Let council know how important open government recommendations are. Timeline and process need to have lots of involvement and communication between City and people.
- Educated: Young people need to be involved in the process at the Council level

- Healthy: Would like to see more swimming areas. Pools are a great idea.
- Healthy: Love recreational parks like Spring Lake
- Healthy: Abundance of parks! Priority in our community!
- Healthy: Regional parks in SR and so unique and close by
- Engagement! Community involvement/open government
- Government and community are for them, for us, privilege in being able to be involved
- Need open communication and people to get involved, in the past it has been a frustrating process
- SR is a small city and does not have a separate police commission, city council is a police commission, need to reallocate personnel and reform gun policies
- Need to reconsider when public meetings are being held
- Need a diversity of opportunities for everyone to participate in meetings
- Ideally meetings are held at various times to allow all types of people to join, need to reinvent the standard meeting type and time so that more people are involved, and meetings are accessible.
- Just: Wants to see engaged community
- Just: Incentivize people to participate at a local and government level
- Safe: Housing solutions need to consider egress and access for safety
- Safe: Community is aware of fire danger. Consider air concrete in new build materials as a solution to shelter in place (look at Rancho Santa Fe and San Diego)
- Sheltered: Bethlehem Towers is affordable senior housing with the best views
- Sheltered: Could consider high rise housing for those that are vulnerable or need resources with a sensitivity to maintain open space
- Sheltered: Homelessness has been a long-standing problem. Historically homeless worked on county farm and old hospital (county owned); how do we use this space to address homelessness? Can this go back to have mental facilities? Social services? State and County need to improve solution for homelessness.
- Sheltered: Need to look at our existing resources to find solutions (showers, rooms) for homelessness.
- Sustainable: would like to ban the use of gas-powered leaf blowers to reduce noise and be more sustainable

Workshop #10 (May 27, 2021)

Group #2 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? (combined)

- Vibrant downtown: walkable
- Vibrant downtown: the setting, growing hills, and vineyards
- Vibrant downtown: Encourage pedestrian friendly design
- Connected: Proximity to city and nature
- Connected: pedestrian and bicycle paths
- Connected: neighborhood serving uses
- Connected: Connect the mall to the railroad
- Connected: Connect 4th street to the railroad station
- Connected: Montgomery village is a good example to incorporate throughout SR
- Connected: Provide connectivity opportunities for students to schools
- Connected: Over the freeway passageway to connect the east to the west
- Cultural: More music and art venues
- Cultural: There's a sense of change, political change
- Cultural: More community gardens
- Cultural: promote partnerships between the community and school district
- Cultural: More partnerships between the city and nonprofit organizations
- Cultural: Foster partnerships with neighboring towns to be more resilient against wildfires
- Vibrant downtown: Allow denser housing, 3 stories
- Vibrant downtown: increase housing opportunities
- Sheltered: Flexible zoning requirements
- Sheltered: Affordable housing

- Sheltered: Housing opportunities for students
- Sheltered: Multi-generational housing
- Sheltered: Live-work units
- Sheltered: Address displacement in housing
- Vibrant downtown: promote mixed use
- Vibrant downtown: tourism
- Vibrant downtown: lively downtown