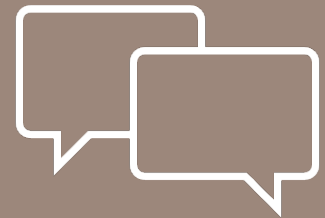SANTA R🌹SA FORWARD
Plan Our Future Together

WELCOME!
COMMUNITY ADVISORY COMMITTEE MEETING #3

VIRTUAL MEETING | DECEMBER 13, 2021

The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting. If the meeting is ended, we will plan on recording another presentation without participants that will be posted on the project website.

Today's meeting is being recorded

CAC Meeting #3 Agenda

I.   Welcome and Agenda Review (5 mins)

II. Presentation: Project Updates (15 mins)

III. <u>Presentation:</u> Alternatives Workbook (55 mins)
     CAC Small Group Discussion: Selecting an Alternative

IV. <u>Presentation</u>: Equity Priority Communities (20 mins)
     CAC Discussion: Feedback on the Work Plan

V.   <u>Presentation</u>: Community Engagement Event Set #2 (20 mins)
     CAC Discussion: Feedback and Assignments

VI. Next Steps and Close (5 mins)

WELCOME AND AGENDA REVIEW

Project Team

City Staff

Amy Lyle, Supervising Planner

Andy Gustavson, Senior Planner

Amy Nicholson, Senior Planner

Beatriz Guerrero Auna, Equity and Public Health Planner

Clare Hartman, Acting Assistant City Manager

Consultants

Noe Noyola, MIG

Dan Amsden, MIG

Ana Padilla, MIG

Jamillah Jordan, MIG

Charlie Knox, PlaceWorks

Andrea Howard, PlaceWorks

Michelle Gervais, Gervais & Associates

CAC Members

Aaron Schreiber-Stainthorp

Ali Soto

Ana Stevens

Andres Vigil

Anne Barbour

Annette Arnold

Delashay Carmona Benson

Erica Mikesh

Evette Minor

Jen Klose

Kevin Anderson

Lee Pierce

Lisa Joslen

Melanie Ahlers

Michael Cook

Omar Lopez

Patricia Thompson

Rituja Bhowmik

Ryan Tracey

Stephanie Manieri

Steven Spillman

Community Advisory Committee: Role and Commitment

The CAC is a key part of the community engagement strategy.

YOU are our community-based liaisons assisting City staff to reach out to the greater community.
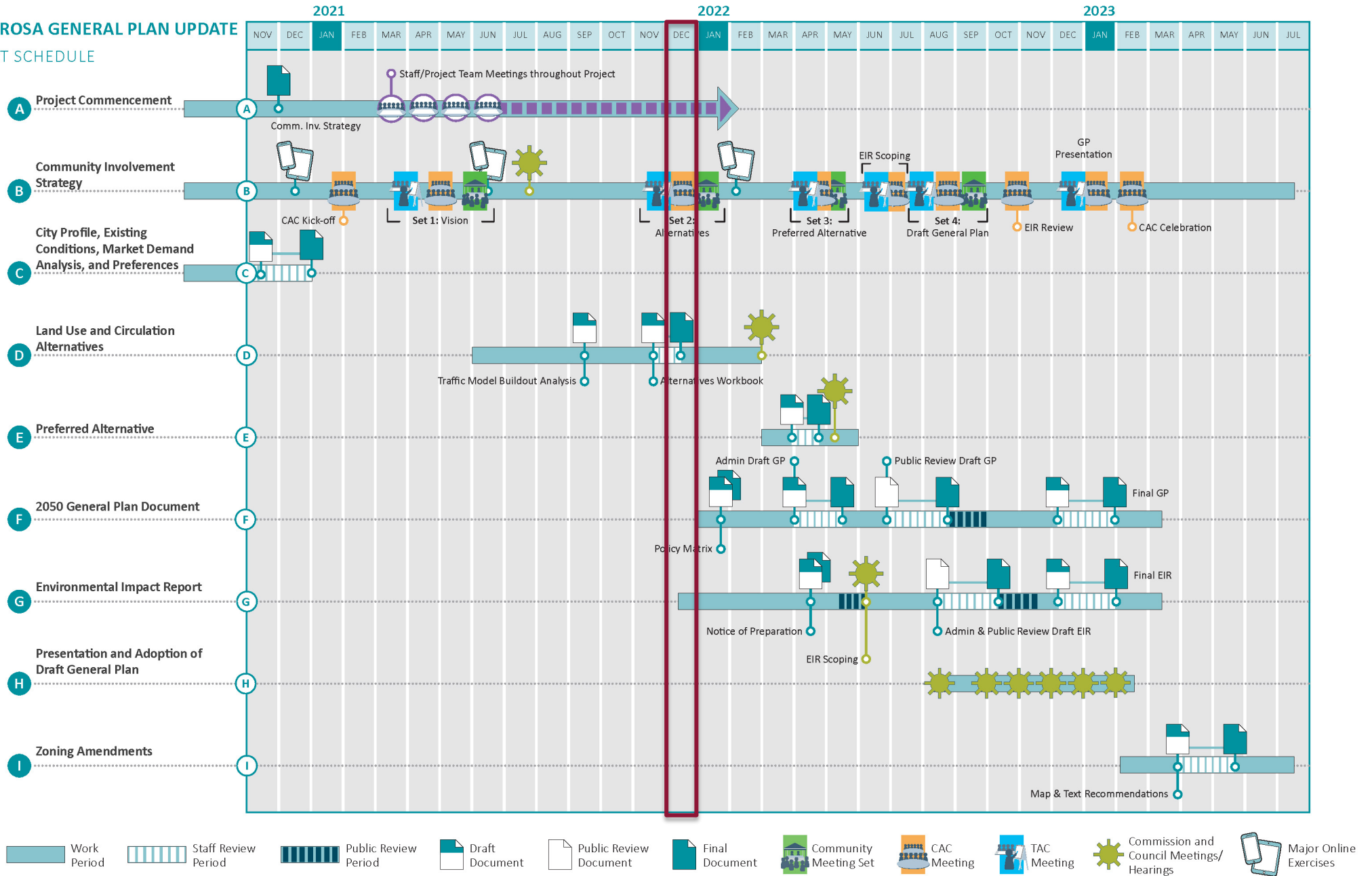
PROJECT UPDATES

SANTA ROSA GENERAL PLAN UPDATE
PROJECT SCHEDULE

2021 | **2022** | **2023**

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL

A — Project Commencement
Staff/Project Team Meetings throughout Project
Comm. Inv. Strategy

B — Community Involvement Strategy
CAC Kick-off
Set 1: Vision
Set 2: Alternatives
EIR Scoping
Set 3: Preferred Alternative
Set 4: Draft General Plan
EIR Review
GP Presentation
CAC Celebration

C — City Profile, Existing Conditions, Market Demand Analysis, and Preferences

D — Land Use and Circulation Alternatives
Traffic Model Buildout Analysis
Alternatives Workbook

E — Preferred Alternative

F — 2050 General Plan Document
Admin Draft GP
Public Review Draft GP
Final GP
Policy Matrix

G — Environmental Impact Report
Notice of Preparation
EIR Scoping
Admin & Public Review Draft EIR
Final EIR

H — Presentation and Adoption of Draft General Plan

I — Zoning Amendments
Map & Text Recommendations

Legend:
- Work Period
- Staff Review Period
- Public Review Period
- Draft Document
- Public Review Document
- Final Document
- Community Meeting Set
- CAC Meeting
- TAC Meeting
- Commission and Council Meetings/Hearings
- Major Online Exercises

Vision Statement

"Santa Rosa is a **diverse**, **equitable**, and **sustainable** community built on civic engagement that empowers everyone to provide and support **equal** and **affordable opportunities** to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change."
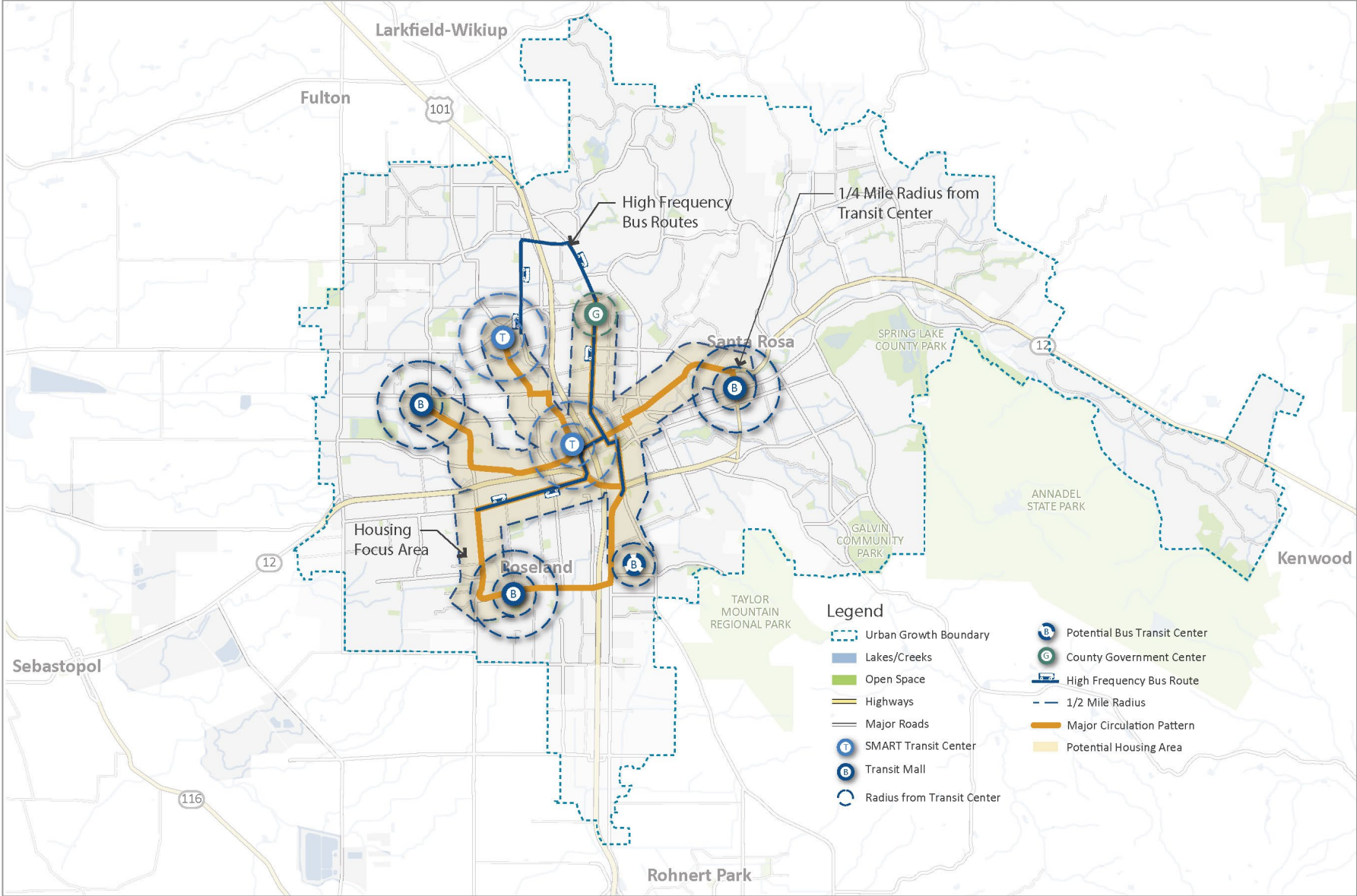
Alternatives Workbook

Alternative 1
Central Corridors

This alternative focuses future commercial and residential growth near Downtown and along Central Corridors that are connected to transit facilities.

Most community needs, such as jobs, retail, and commercial services, can be met in or near the central part of the city.

Legend

- Urban Growth Boundary
- Lakes/Creeks
- Open Space
- Highways
- Major Roads
- T SMART Transit Center
- B Transit Mall
- Radius from Transit Center
- B Potential Bus Transit Center
- G County Government Center
- High Frequency Bus Route
- 1/2 Mile Radius
- Major Circulation Pattern
- Potential Housing Area

Alternative 2
Neighborhood Main Streets

This alternative concentrates housing, jobs, and community destinations along key corridors and at community centers.

Nearly all residents would have convenient access to many daily needs within walking or biking distance, reducing the need for most daily vehicle or bus trips around the city.
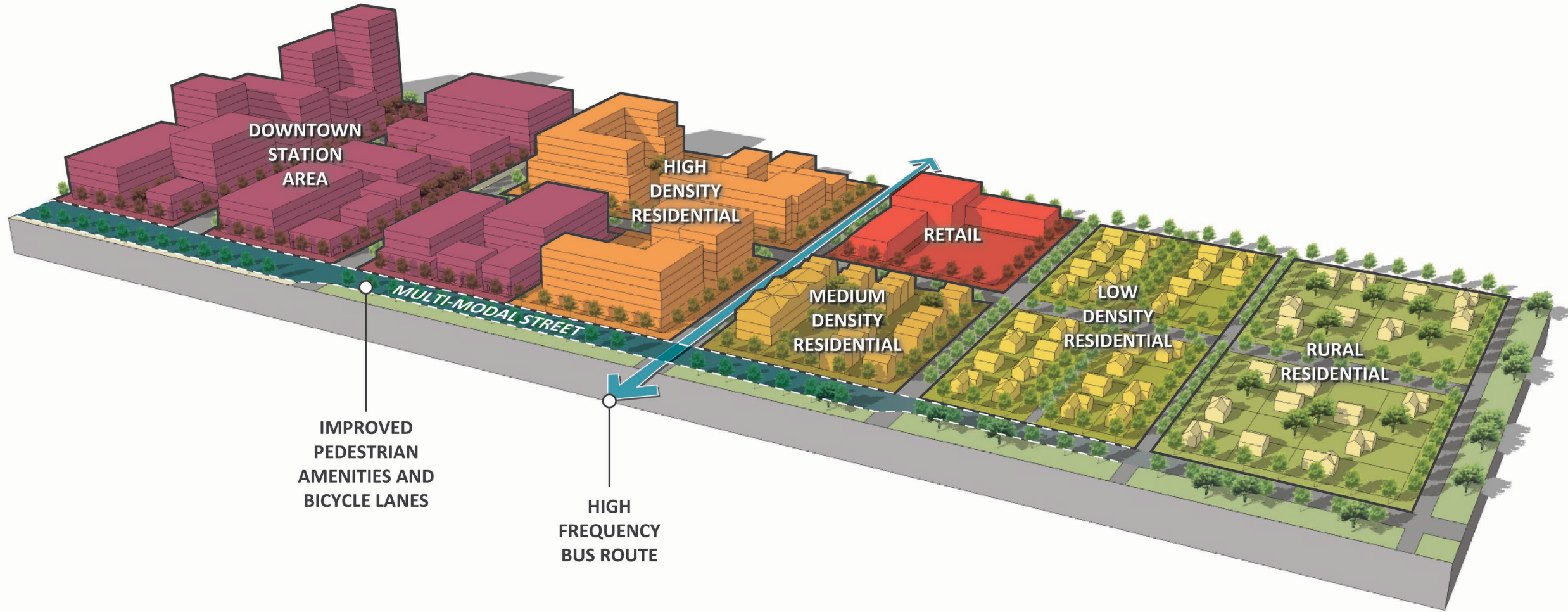
Housing Focus Area

1/4 Mile Radius from Retail Nodes

1/2 Mile Radius from Transit Center

Potential

Retail Nodes

Legend

Urban Growth Boundary
Lakes/Creeks
Open Space
Highways
Major Roads
SMART Transit Center
Transit Mall
Radius from Transit Center

Shopping Centers
Neighborhood Commercial
Existing and Potential Commercial Node
Commercial Node 1/4 Mile Radius
Major Circulation Pattern
Potential Housing Area
Note: Shopping Centers must include Grocery Store

Alternative 3
Distributed Housing

This alternative distributes new duplexes, triplexes, courtyard, and similar types of homes throughout the city on parcels that can accommodate new housing.

Since new housing is distributed in each neighborhood, residents might need to travel by vehicle or bus trip to access daily goods and services.
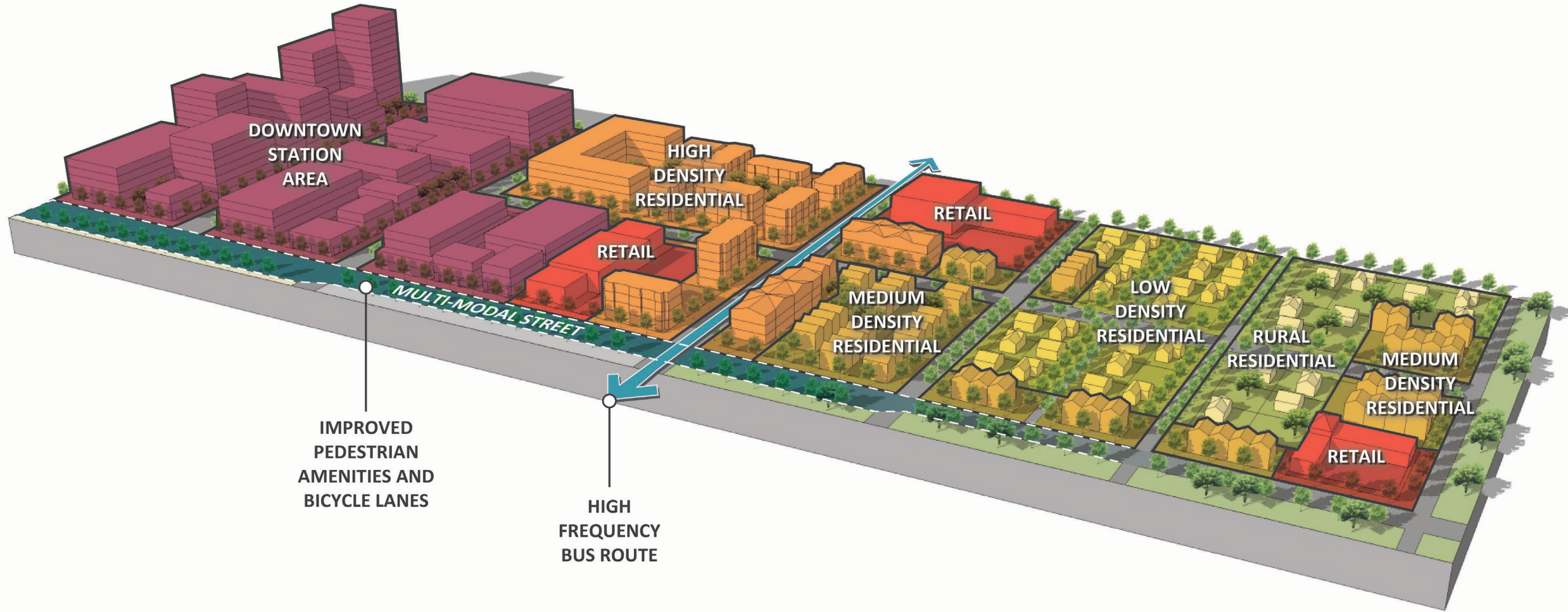

Legend

- Urban Growth Boundary
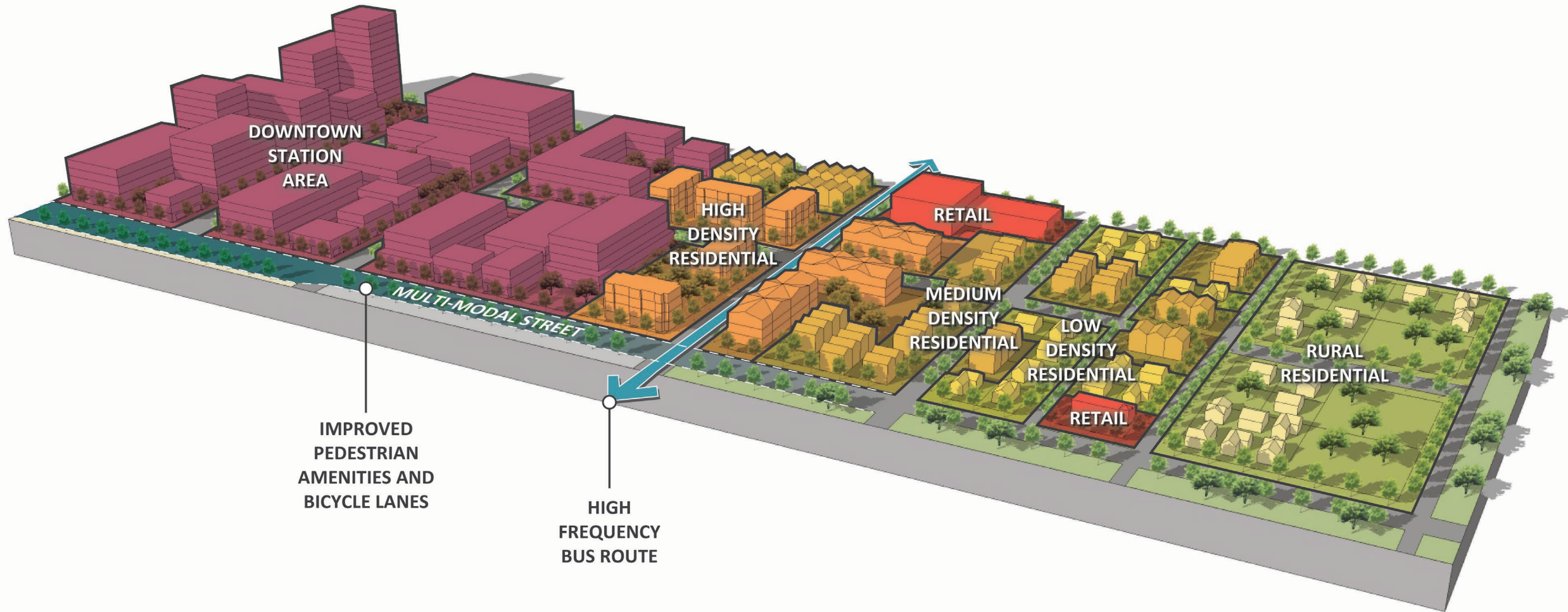- Lakes/Creeks
- Open Space
- Highways
- Major Roads
- SMART Transit Center
- Transit Mall
- Radius from Transit Center

Housing Opportunity Sites (residential parcels within city limits that are vacant and underutilized)

- 1 acre or smaller
- 1 to 5 acres
- 5 acres or larger
- Major Corridors

1/2 Mile Radius from Transit Center

Alternative 1: **Central Corridors**

DOWNTOWN STATION AREA

HIGH DENSITY RESIDENTIAL

RETAIL

MEDIUM DENSITY RESIDENTIAL

LOW DENSITY RESIDENTIAL

RURAL RESIDENTIAL

MULTI-MODAL STREET

IMPROVED PEDESTRIAN AMENITIES AND BICYCLE LANES

HIGH FREQUENCY BUS ROUTE

Alternative 2: **Neighborhood Main Street**

DOWNTOWN STATION AREA

HIGH DENSITY RESIDENTIAL

RETAIL

RETAIL

MEDIUM DENSITY RESIDENTIAL

LOW DENSITY RESIDENTIAL

RURAL RESIDENTIAL

MEDIUM DENSITY RESIDENTIAL

RETAIL

MULTI-MODAL STREET

IMPROVED PEDESTRIAN AMENITIES AND BICYCLE LANES

HIGH FREQUENCY BUS ROUTE

Alternative 3: **Distributed Housing**

DOWNTOWN STATION AREA

HIGH DENSITY RESIDENTIAL

RETAIL

MEDIUM DENSITY RESIDENTIAL

LOW DENSITY RESIDENTIAL

RETAIL

RURAL RESIDENTIAL

MULTI-MODAL STREET

IMPROVED PEDESTRIAN AMENITIES AND BICYCLE LANES

HIGH FREQUENCY BUS ROUTE

Economics and Housing

Forecasted Growth

Economics and Housing Comparison

36,000
NEW HOMES

50%
INCREASE
72K HOMES TODAY

1 million
SQUARE FEET OF RETAIL

5%
INCREASE
20M SqFt TODAY

2 million
SQUARE FEET OF OFFICE

50%
INCREASE
4M SqFt TODAY

1.5 million
SQUARE FEET OF INDUSTRIAL

25%
INCREASE
6.5M SqFt TODAY

Alternative 1:
Central Corridors

▶ New housing and commercial development is concentrated in and around Downtown and along key transit lines extending from the city center.

▶ Additional retail Downtown is equipped to serve a larger number of customers, potentially limiting business growth elsewhere in the city.

▶ City center office space capitalizes on freeway and transit access, supporting the ability to attract larger and knowledge-based businesses, spending at Downtown restaurants, and demand for new nearby housing.

Alternative 2:
Neighborhood Main Streets

▶ Housing and commercial growth is focused in neighborhood retail centers and along community corridors.

▶ Shopping centers across the city support a greater number of small storefront businesses serving nearby residents.

▶ Office space citywide hosts businesses serving local households, such as insurance agents, accountants, and medical services.

Alternative 3:
Distributed Housing

▶ Housing and other commercial uses across the city grow proportionally where they exist today.

▶ Residents may need or prefer to travel to larger retail locations, potentially limiting new smaller-scale retail in some neighborhoods.

▶ Office growth occurs in current locations to serve new housing.

Where should we encourage new jobs, retail, single-family housing, and multi-family housing?

Is nearby access, including walking and wheeling, to shopping important, or is it ok for housing to be more separated from commercial uses?

ALTERNATIVES WORKBOOK SANTA ROSA FORWARD

Efficient and Sustainable Development

VMT and Sustainability

Vehicle miles traveled (VMT) per service population includes all daily trips made to and from Santa Rosa destinations by residents and employees of Santa Rosa-based jobs. This comprehensive measure accounts for all VMT generated by the various land uses in the city.

24 *Existing VMT*
Per Service Population

23 *Projected VMT*
Per Service Population

Increasing Share of Walking, Biking, or Transit Trips

VMT and **walking, biking, and transit** projections do not account for any future improvement projects. Enhancements to the transportation network, including trails, bike lanes, and transit frequencies, will likely lead to additionally reduced dependence on private vehicles.

**Alternative 1:
Central Corridors**

UP TO **10%**

**Alternative 2:
Neighborhood Main Streets**

UP TO **5%**

**Alternative 3:
Distributed Housing**

UP TO **2%**

What actions should we take to best support a sustainable future for Santa Rosa?

What transportation investments would you like the City to make to ensure it's easy and enjoyable to get around?

Alternative Highlights

All three future development scenarios would:

CO₂ Reduce vehicle miles traveled and associated greenhouse gas emissions compare to the current General Plan.

Increase the share of trips made by biking, walking, or taking transit compared to the current General Plan.

▶ Increasing numbers of residents working from home could further reduce VMT at similar proportions across each alternative.

▶ New housing will outpace new local jobs so some new residents may need to drive to work outside of Santa Rosa.

In each scenario, where development occurs, traffic is anticipated to grow, though alternative modes of transportation and City policies may help curb congestion. Visit the project website for more information on the alternatives transportation analysis, available at: **www.santarosaforward.com/Alt**.

Mobility and Connectivity

Enhancements to the transportation network will improve connectivity and help reduce the community's dependence on single-occupant and private vehicles, which will be achieved using different strategies in each alternative:

Alternative 1:
Central Corridors

Most community needs can be met in or near the central area of the city. Transportation network improvements connect people to Downtown in a hub-and-spoke pattern, improving access by transit and bike.

Alternative 2:
Neighborhood Main Streets

The majority of new residents live near daily destinations such as jobs, retail, and dining. Sidewalk gaps are eliminated and expanded bikeways connect residents to their nearest key corridor.

Alternative 3:
Distributed Housing

Residents may need to travel by private vehicle or bus to access needed goods and services. The current street pattern is maintained, with targeted enhancements along corridors where new duplexes, triplexes, and multifamily housing is focused. The bike network is significantly expanded to make crosstown travel easier and safer.

# Why do some alternatives perform better than others for different hazards and safety issues?

HAZARD/SAFETY FEATURE	Alternative 1: CENTRAL CORRIDORS	Alternative 2: NEIGHBORHOOD MAIN STREETS	Alternative 3: DISTRIBUTED HOUSING
Wildfire	Green	Orange	Yellow
Floods	Green	Orange	Yellow
Earthquake	Yellow	Orange	Green
Fires Caused by Earthquake	Orange	Yellow	Green
Landslides (earthquakes, rainfall, and post-fire)	Green	Yellow	Orange
Extreme Heat	Yellow	Green	Orange
Evacuations	Orange	Green	Yellow
Public Safety Power Shutoffs (PSPS)	Yellow	Green	Orange

This table compares the performance of each alternative to the others for each hazard or safety issue. **Green** is the best, **Yellow** is second best, and **Orange** is third best at addressing these issues. The ranking is based on an analysis of where people will live and work relative to the potential threat. Visit the project website for more information on the alternatives safety and resilience, available at: **www.santarosaforward.com/Alt**.

CAL FIRE is expected to expand the identified WUI boundaries in the near term. Threats to structures and people can be reduced with fire-safe materials, maintenance of surrounding landscapes, and careful evacuation planning.

Flood risk can be reduced through storm drainage capacity improvements

**The Rodgers Creek Fault has a 33% probability of a magnitude 6.7 or greater earthquake before 2050.**
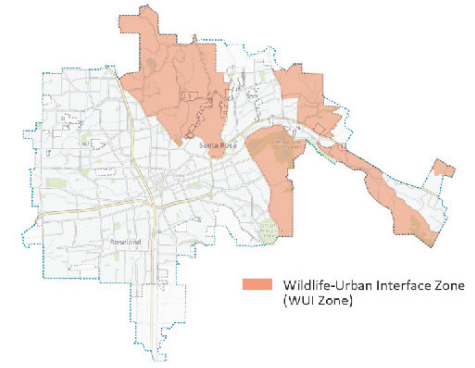
Wildfires

The areas in red are within the Wildfire-Urban Interface (WUI) zone and especially susceptible to catastrophic wildfires.

Wildlife-Urban Interface Zone (WUI Zone)

The wildland urban interface (WUI), where undeveloped land meets developed areas, generally faces higher risk of wildfire. The WUI covers parts of northern Santa Rosa, including Fountain Grove, and eastern Santa Rosa, including areas east of Calistoga Road to the north and east of Summerfield Road to the south.
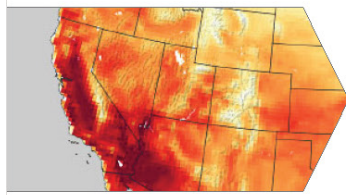
Heat islands are urban areas that experience higher temperatures than undeveloped areas because urban structures, like buildings and roads, absorb and re-emit the sun's heat more than natural landscapes do.
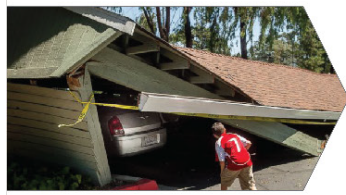
In an **earthquake**, shaking is considered **'violent'** when specially-designed structures sustain considerable damage while other structures sustain partial collapse and buildings are shifted off foundations.
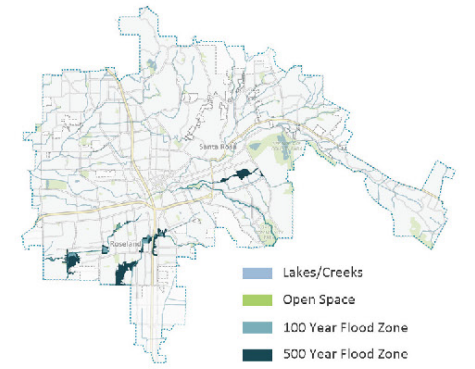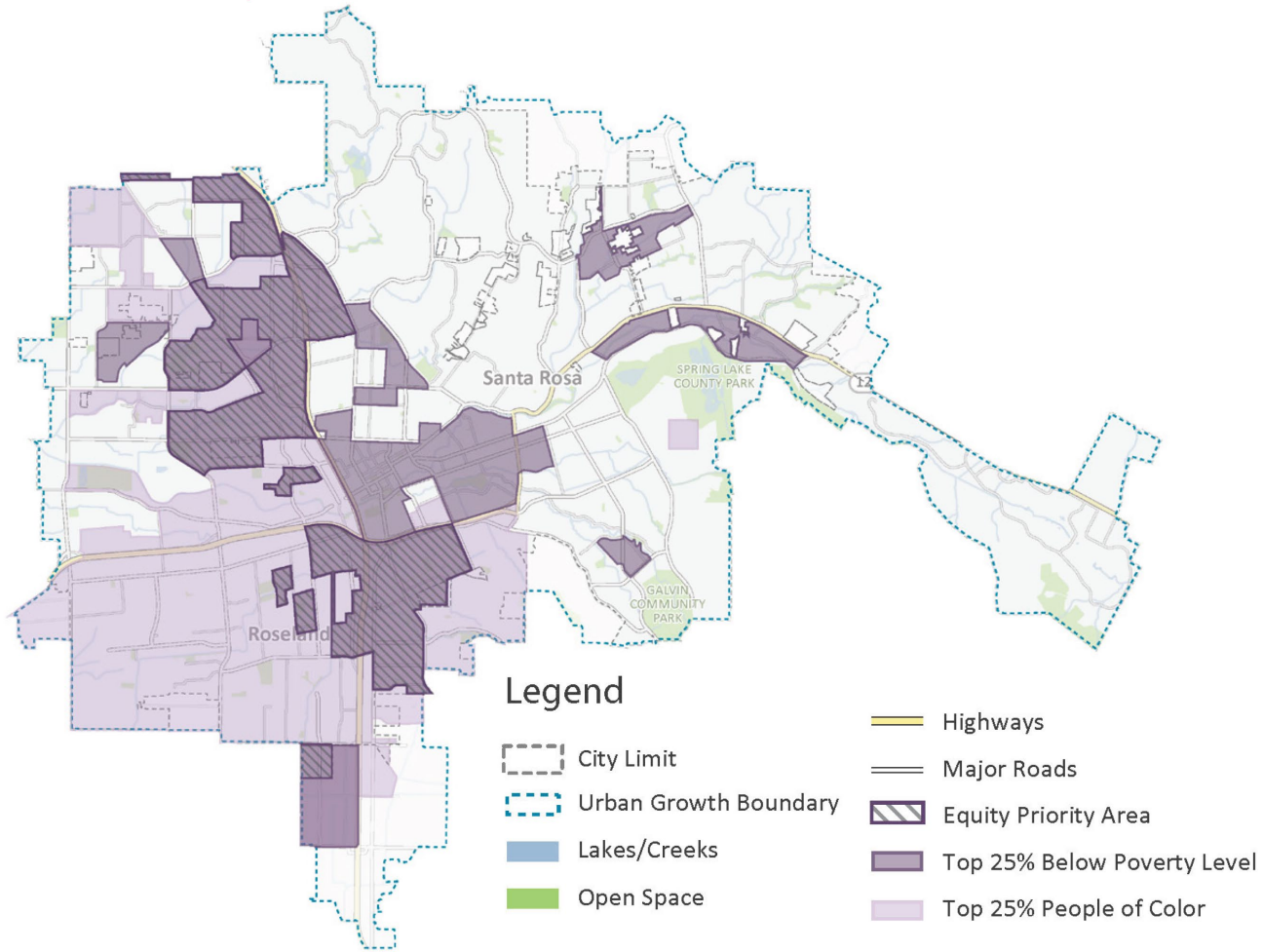
Floods

The areas in blue are located within either 100 or 500 year flood zones and susceptible to periodic flooding.

Lakes/Creeks
Open Space
100 Year Flood Zone
500 Year Flood Zone
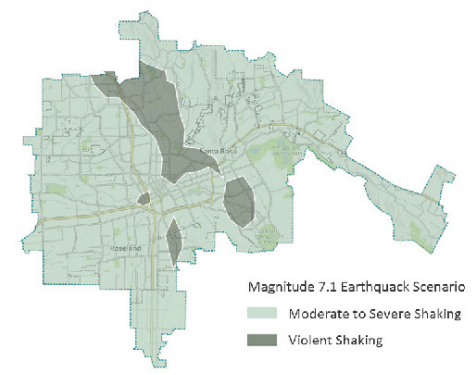
Earthquakes

All parts of Santa Rosa are susceptible to earthquakes (light green), but the dark green areas are at greatest risk for violent shaking and severe damage.

Magnitude 7.1 Earthquack Scenario
Moderate to Severe Shaking
Violent Shaking

Equity Map

Santa Rosa Forward has identified **Equity Priority Communities,** areas in the city where the highest concentrations of lower income households and people of color overlap.

Legend

- ┄┄ City Limit
- ┄┄ Urban Growth Boundary
- ▨ Lakes/Creeks
- ▨ Open Space
- ═══ Highways
- ═══ Major Roads
- ▨ Equity Priority Area
- ▨ Top 25% Below Poverty Level
- ▨ Top 25% People of Color

People of color and lower income households are more likely to...

... live near harmful, unhealthy uses, like freeways and industrial and toxic release facilities.

Educational Outcomes

- ▨ < .25 (Less Positive Education Outcomes
- ▨ .25 – .50
- ▨ .5 – .75
- ▨ > .75 (More Positive Education Outcomes
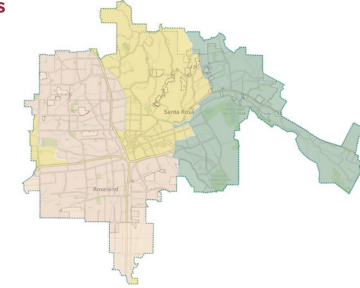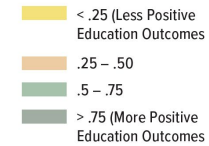
... receive less resources for education and have poorer educational outcomes.

Industrial Sites

Industrial Space in Rentable Building Area

- ○ 0 – 10,000
- ○ 10,001 – 40,000
- ○ 40,001 – 85,000
- ○ 85,001 – 165,000
- ○ 165,001 – 315,000
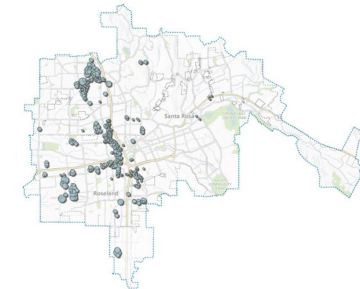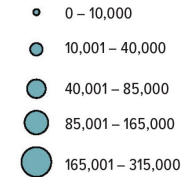
... have higher rates of disease and a lower life expectancy due to reduced access to healthcare and healthy foods, as well as social, economic, and environmental disadvantages.

Life Expectancy

- ▨ 56.9 – 75.1 Years
- ▨ 75.2 – 77.5 Years
- ▨ 77.6 – 79.5 Years
- ▨ 79.6 – 81.6 Years
- ▨ 81.7 – 97.5 Years
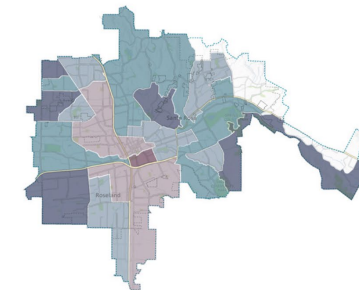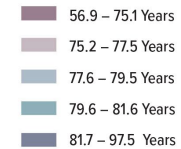
The City is committed to improving equity through strategic and thoughtful planning, policy, and funding choices that will advance the following objectives:

Health
▶ Everyone enjoys long, fulfilling, and healthy lives.

Services
▶ Everyone has access to affordable healthy food, education, childcare, recreation, reliable internet, and physical and mental health services.

Housing
▶ Everyone has equitable access to high quality, affordable housing for all life stages.

Environmental Justice
▶ Everyone is treated fairly and meaningfully involved in decision-making that effects the community's environmental health.

Social Justice
▶ Social justice is achieved for everyone.

▶ Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the people they serve, and everyone can safely access public safety service.

Community Engagement and Decision Making
▶ Everyone has equitable access to be meaningfully involved in City and community decision making.

Economic Opportunity
▶ Everyone can access meaningful work and earn a living wage.

▶ Thriving minority-owned businesses exist in all corners of the community.

Connectivity
▶ High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city and region when needed.

City Funds
▶ Investments are equitable across all neighborhoods.

Community Discussion Opportunities

The Santa Rosa Forward process provides an important opportunity for the community to discuss ways to 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. The ***Community Discussions: Alternatives*** process held between Fall 2021 and Winter 2022 will include a series of online surveys, workshops, meetings, youth engagement activities, and other interactions that offer a variety of ways for the community to be involved. This round of engagement is focused on soliciting community feedback on the alternatives discussed in this workbook and includes the following key engagement activities and opportunities:

▸ **Online Virtual Workshops and Survey**

▸ **Community Advisory Committee Meetings**

▸ **Equity Priority Community Sessions**

▸ **Community Organization Meetings**

▸ **Youth Activities**

▸ **City Boards and Commissions Meetings**

▸ **Planning Commission and City Council Study Sessions**

Please visit **www.santarosaforward.com** for more information on the project and upcoming community discussions and events.

Group Discussion:

Which alternative comes closest to expressing your vision for Santa Rosa's Future?

What would you change about that scenario to better express your vision?

EQUITY PRIORITY COMMUNITIES' EMPOWERMENT AND OUTREACH WORK PLAN

Santa Rosa's Equity Priority Populations

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

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

Sources:
* California Health and Safety Code. https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=HSC&sectionNum=131019.5.&highlight=true&keyword=vulnerable
* https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB1204
* Executive Order B-30-15 Equity Checklist https://opr.ca.gov/docs/20200720-Vulnerable_Communities.pdf
* http://www.opr.ca.gov/docs/20180312-Vulnerable_Communities_Descriptions.pdf

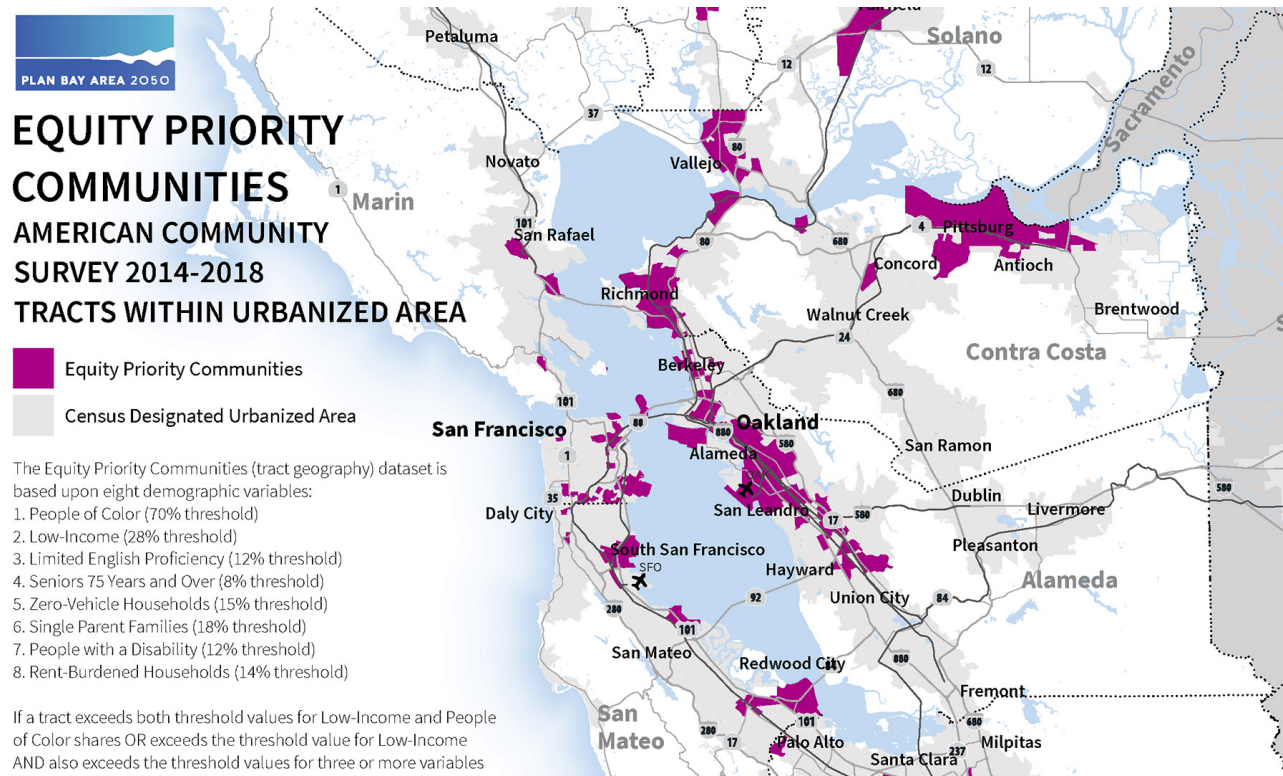# Santa Rosa Equity Priority Areas Map
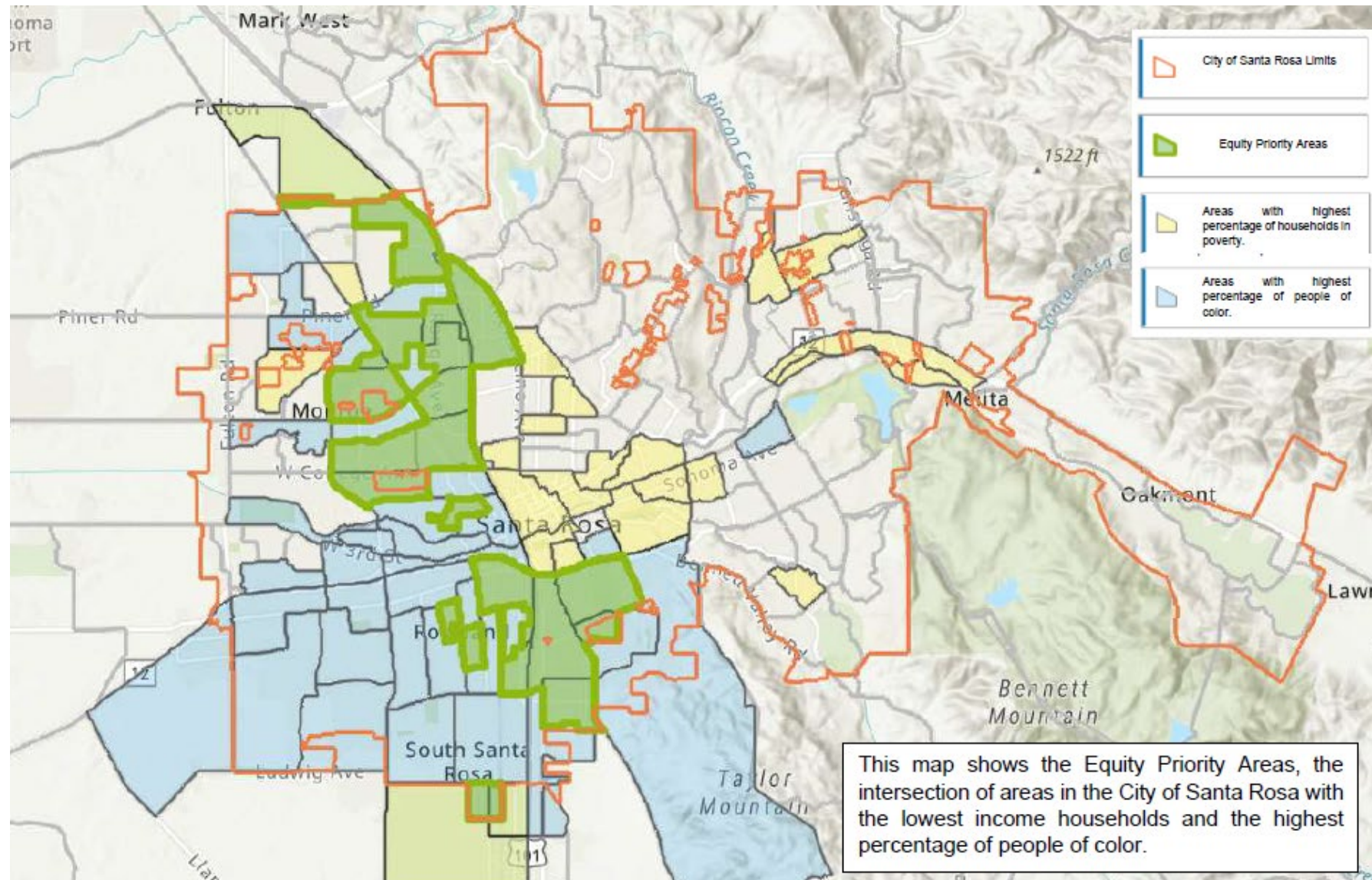
Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

Plan Bay Area Equity Priority Areas

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

Santa Rosa Equity Priority Areas

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

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

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

Equity Priority Populations in Santa Rosa

1. Racial or ethnic groups experiencing disparate health outcomes.

- **47.8% of Santa Rosa's population is part of a racial or ethnic minority group experiencing disparate health outcomes** in California: Hispanic or Latinx, Asian, Black or African American, Native Hawaiian or other Pacific Islander, and American Indian or Native American.

- The conditions in the places where some of the racial and ethnic minority groups live, learn, work, play, worship, and age, disproportionately affect a wide range of health risks and outcomes, such as, life expectancy, chronic diseases, and COVID-19 infection.

- **Communities of color are more likely to reside in areas with higher pollution, greater flooding threats, and more heat-absorbing surfaces** facing higher levels of vulnerabilities to climate change.
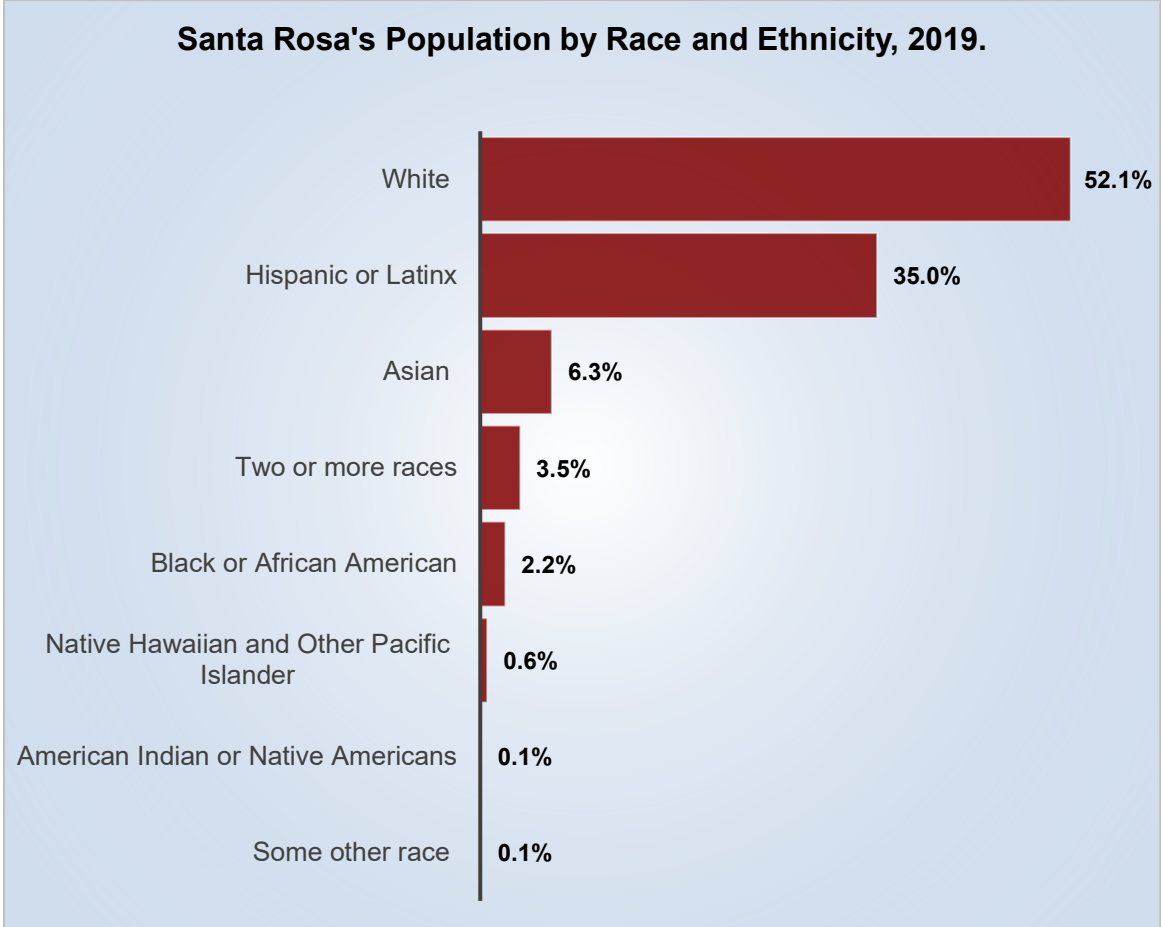
Santa Rosa's Population by Race and Ethnicity, 2019.

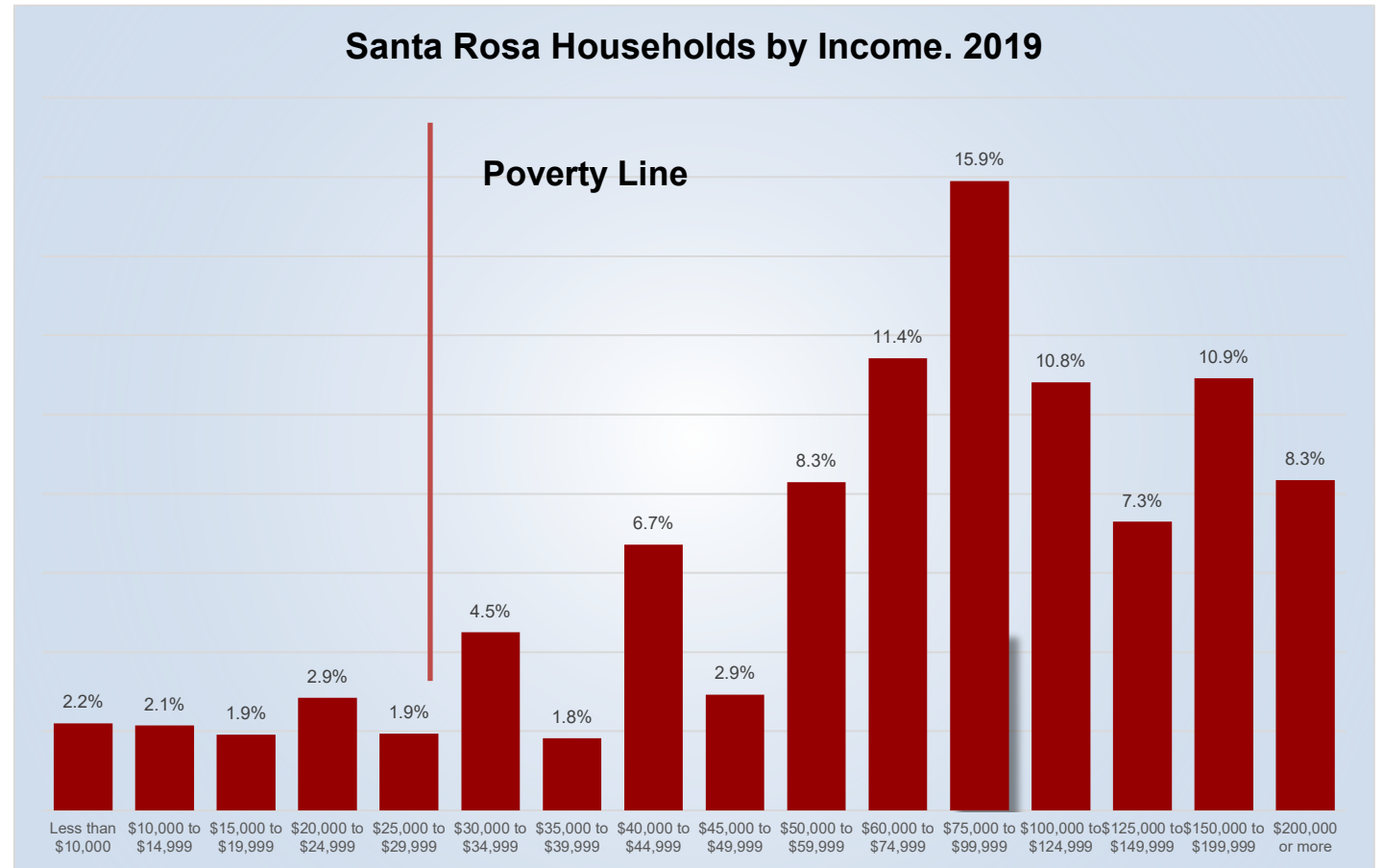| Race/Ethnicity	Percentage
White	52.1%
Hispanic or Latinx	35.0%
Asian	6.3%
Two or more races	3.5%
Black or African American	2.2%
Native Hawaiian and Other Pacific Islander	0.6%
American Indian or Native Americans	0.1%
Some other race	0.1%

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

Equity Priority Populations in Santa Rosa

2. Low-income individuals and families.

- **10.3% of Santa Rosa's residents live in poverty, without the resources to fund what an average human adult consumes in one year.**

- Income defines educational attainment; housing stability, particularly through homeownership; and financial security, particularly during older age—all of which are social determinants of health.
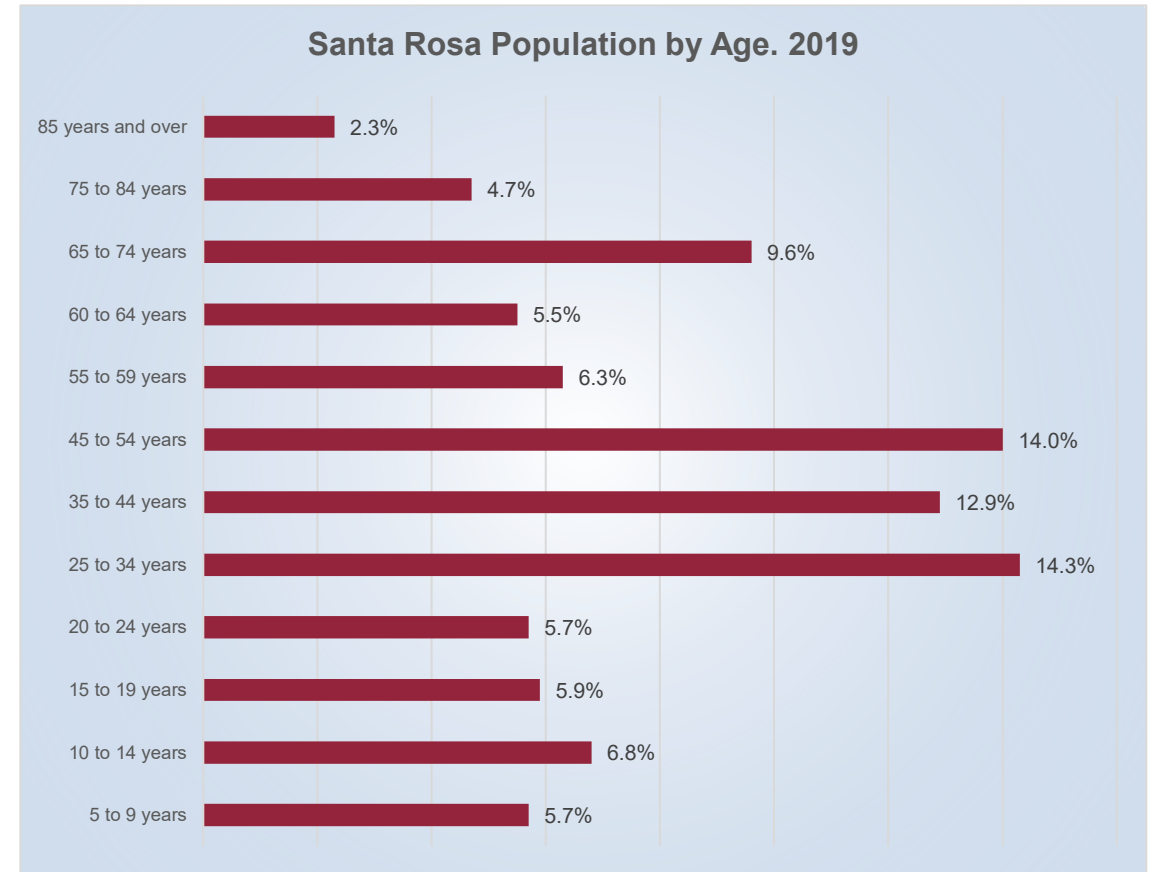
Santa Rosa Households by Income. 2019

Poverty Line

Income Range	Percent
Less than $10,000	2.2%
$10,000 to $14,999	2.1%
$15,000 to $19,999	1.9%
$20,000 to $24,999	2.9%
$25,000 to $29,999	1.9%
$30,000 to $34,999	4.5%
$35,000 to $39,999	1.8%
$40,000 to $44,999	6.7%
$45,000 to $49,999	2.9%
$50,000 to $59,999	8.3%
$60,000 to $74,999	11.4%
$75,000 to $99,999	15.9%
$100,000 to $124,999	10.8%
$125,000 to $149,999	7.3%
$150,000 to $199,999	10.9%
$200,000 or more	8.3%

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

Equity Priority Populations in Santa Rosa

3. Children, youth, and seniors,.

- In the City of Santa Rosa, **24.1% of the population are children and youth**, **and 16.6% are seniors**.

- Children and youth are especially vulnerable to the impacts of built environment and climate change because of their **growing bodies; their behaviors and interactions with the world around them; and their dependency on caregivers**, in the case of children.

- Older adults are vulnerable for a number of reasons including facing **changes in the body and cognitive ability associated with aging, having a chronic disease that requires medications for treatment, and having a disability**.

Santa Rosa Population by Age. 2019

Age	Percent
85 years and over	2.3%
75 to 84 years	4.7%
65 to 74 years	9.6%
60 to 64 years	5.5%
55 to 59 years	6.3%
45 to 54 years	14.0%
35 to 44 years	12.9%
25 to 34 years	14.3%
20 to 24 years	5.7%
15 to 19 years	5.9%
10 to 14 years	6.8%
5 to 9 years	5.7%

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

Equity Priority Populations in Santa Rosa

4. Individuals with disabilities.

- In the City of Santa Rosa, **10.3% of the population lives with one or more disabilities: ambulatory difficulty (5.5%), cognitive difficulty (4.0%), hearing difficulty (2.8%), self- care difficulty (2.8%), and vision difficulty (1.8%)**.

- Having a disability reduces the inflow aof finances had subsequent and has negative effects on housing, transport and social interactions.

- People with disabilities tend to experience lower levels of health due to: secondary health conditions and comorbidities; but also the effects of **poverty, marginalization, discrimination, and lack of access to health and social services.**

Percentage of people with one or more Disabilities in Santa Rosa, 2019.
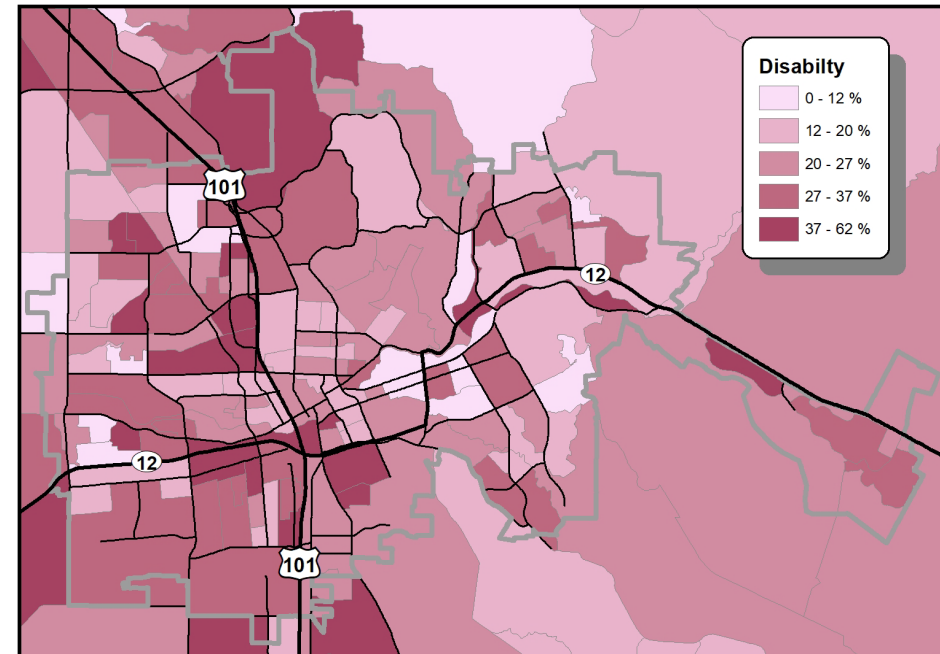
Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

Equity Priority Populations in Santa Rosa

5. Immigrants and refugees.

- **20.1% of the population of Santa Rosa was born in a different country** than the United States, 5% less than the State of California's population (25%). This group is integrated by immigrants, including documented, undocumented, and refugees.

- **Santa Rosa has more than 35,000 residents who are immigrants**. Immigrants contribute about one third of the state of California GDP ($7152 billion each year). However, this does not translate into equitable incomes for them. For all households headed by an immigrant, **per capita income is about $27,900 annually** - a quarter less than overall per capita income in the state.

- An estimate of **28,000 undocumented immigrants live and work in Sonoma County.** For **households headed by an undocumented immigrant** - particularly at risk of exploitation and abuse **- per capita income is only $16,100 annually**.

- **Refugees resettled in Santa Rosa since 2002 are a small group of people (less than 100) coming from Eritrea, Irak, Liberia, Vietnam, and Burma**.

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

Equity Priority Populations in Santa Rosa

6. Outdoor workers and farmworkers.

- In 2018, Sonoma County growers and farm labor contractors employed **more than 11,000 workers,** according to the Bureau of Labor Statistics.

- While many farmworkers are immigrants from Mexico and Central America, **not all of them speak Spanish as their first language.** A fair amount of them **speak indigenous languages including maya, triqui, mixteco, and chatino. Indigenous migrants are undercounted and underrepresented as they are often incorrectly lumped into the Latinx category.**

- Most county farmworkers **do not earn a living wage nor receive health insurance, lack access to affordable housing, and confront dangerous health and safety conditions on the job**.

- According to a 2015 Sonoma County Department of Health Services report, **housing is unaffordable for the majority of farmworkers**, who pay up to 60% of gross monthly income in rent; two-thirds of farmworkers live in overcrowded housing due to the high cost of rental housing. Overcrowding directly impacts the physical and mental health of family members and the educational achievement of farmworker children.

Equity Priority Populations in Santa Rosa

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

- **32.2% of Santa Rosa residents speak other language than English**, and there are more than **15 different languages spoken in the city**.

- **More than 85% of the residents who speak other language, speak Spanish, and a high percentage of them are Limited English Profficient.**

- **West Santa Rosa and South East Santa Rosa census tracts concentrate some the highest percentage of Limited English Profficient (LEP) Spanish speakers (24% - 44%)**, so they can't read English documents, attend meetings without translation, participate or provide input.

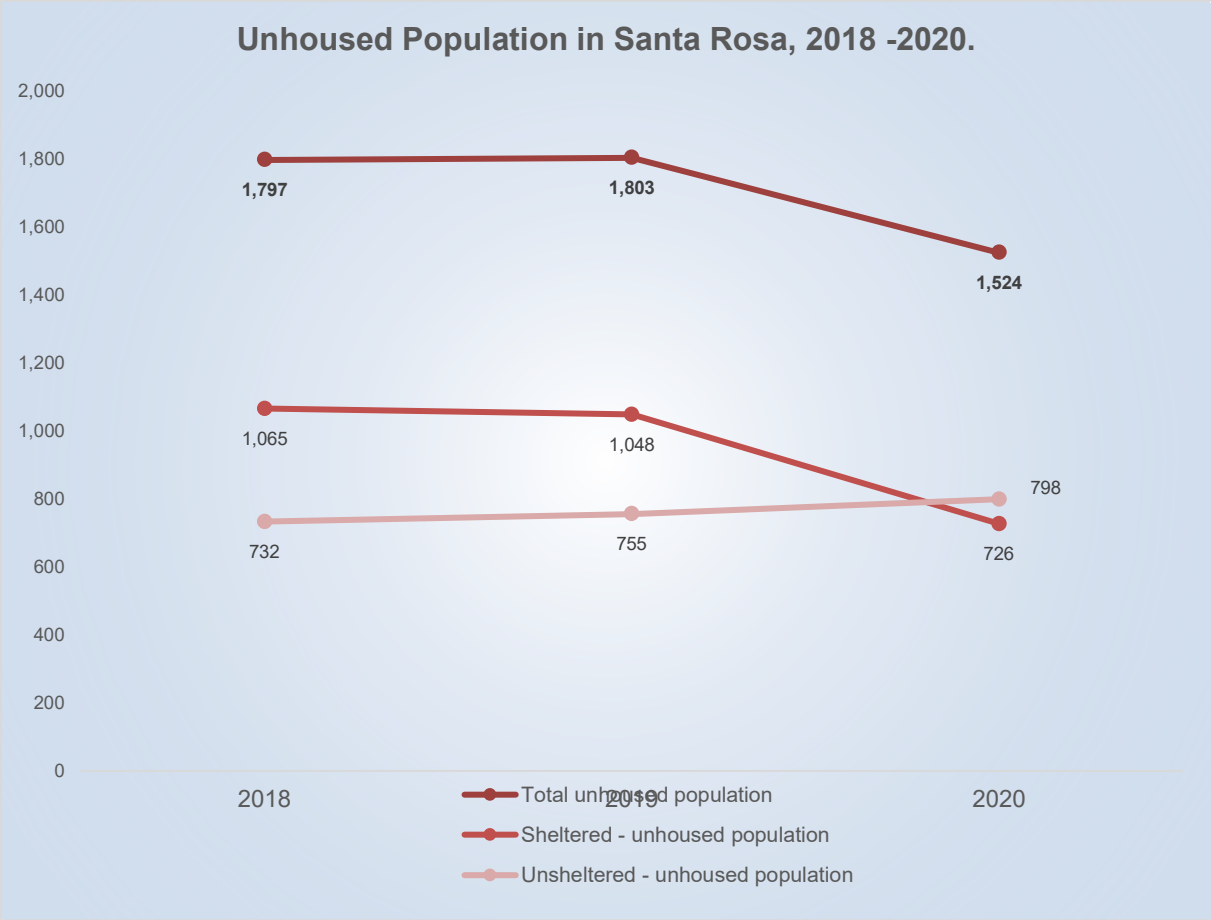Limited English Proffient (LEP) Spanish speakers in Santa Rosa, 2019.
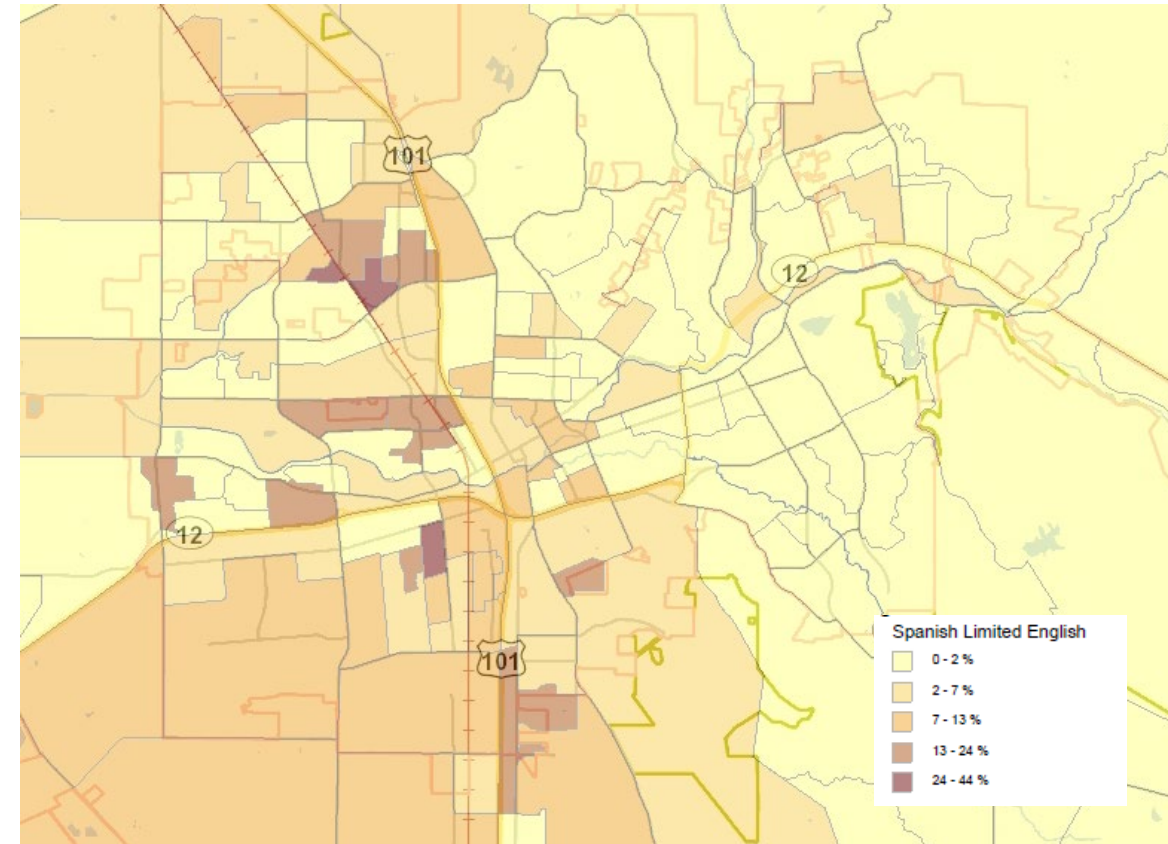
Source: U S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

Equity Priority Populations in Santa Rosa

8. Unhoused people.

- **The City of Santa Rosa has a population of more than 1,500 unhoused people and almost 50% of them are unsheltered**, meaning they live in a public or private place not designed for sleeping, including cars, parks, abandoned buildings, bus or train station, airport, or camping ground.

- Unstable living conditions, poverty, housing scarcity, and many other issues often lead to individuals falling in homelessness. The lack of affordable, quality, and stable housing for many families has major health implications and plays a significant role in limiting health equity.

Unhoused Population in Santa Rosa, 2018 -2020.

	2018	2019	2020
Total unhoused population	1,797	1,803	1,524
Sheltered - unhoused population	1,065	1,048	726
Unsheltered - unhoused population	732	755	798

Source:2020 Sonoma County Homeless Census Comprehensive Report
https://srcity.org/DocumentCenter/View/30661/2020_Sonoma_County_Homeless_Census_Comprehensive_Report

Equity Priority Populations in Santa Rosa

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

- **Sonoma ranked No. 2 on the list of the US counties** with the highest rate of same-sex married couples, after San Francisco, with **12.14 couples per 1,000 households, a rate 56% greater than the US average (5.5**). 2,255 same sex married couples live in Sonoma County, **1,416 of these couples live in Santa Rosa** (1.25% of married couples in the city).

- Research suggests that LGBTQ people face health disparities linked to societal stigma, discrimination, and denial of their civil and human rights. **LGBT people collectively have a poverty rate of 21.6%, which is much higher than the rate for cisgender straight people of 15.7%.** In a 2017 survey, 20% of LGBTQ+ respondents reported experiencing discrimination when trying to rent or buy a house. It increased to 36%, when Transgender participants responded.

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

Equity Priority Populations in Santa Rosa

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

- Sonoma County has 6 detention facilities. **5 of these facilities are located in the City of Santa Rosa, with a population of over 2000 people.**

- Incarcerated people are vulnerable because of their geographic isolation, lack of economic resources, cultural, racial, and ethnic characteristics, and age. Formerly incarcerated people are almost **10 times more likely to be homeless** than the general public.

- Incarceration **disproportionately impacts lower-income communities, communities of color, and persons with disabilities**, creating a barrier to achieving health equity.

- People who are incarcerated face **greater chances for chronic health conditions**, both while confined and long after their release.

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

Barriers for Equity Priority Populations

The main **6 barriers identified** for vulnerable communities to participate in planning meetings, events, or surveys in the City of Santa Rosa are:

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

Strategies and Activities in the Work Plan

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

1. **Event collaboration**. Identify and attend to **in person events** that other organizations (county, other city departments, non-profits, neighborhoods, businesses, and others) are hosting during the General Plan Update process where one or more Equity Priority Populations will be present.

2. **Targeted approach**. Reach out to **specific Equity Priority Populations** - that have a small number of people and that require the City to be intentional and accommodating to reduce or eliminate barriers for them to participate in the General Plan Update – **meetings, focus groups, and/or interviews.**

3. **Equity Grant Program**. Create and execute a grant program that can provide up to $2500 per project to organizations or residents working with any of the 10 vulnerable communities identified in the city to promote the General Plan Update.

4. **Adjustments to CIS events**. Create adjustments to our Community Involvement Strategy events to make them more accessible to equity priority communities: translation to Spanish, specific Spanish speaking meetings, paper surveys, additional meetings, and additional residents and organizations to support with event's invitations.

Group Discussion:

Would you consider we missed to include an Equity Priority Population in Santa Rosa? If so, which one(s)?

COMMUNITY ENGAGEMENT EVENT SET #2

Goals for this Community Event Set

Alternatives Engagement

- Reach the Full Community, including Equity Priority Communities
- Provide a Range of In-Person and Virtual Events
- Allow for Short and Long Engagement Events (flexibility)
- Solicit Community Feedback on the Alternatives
- Solicit Community Feedback on Key Policy Choices
- Help Inform the Selection of a Preferred Alternative

List of Activities

➢ Virtual Open House and Survey

➢ 5 Hybrid Citywide Community Workshops: (In person and online)

▪ 2 English workshops,

▪ 2 Spanish workshops,

▪ 1 Multilingual workshop

➢ Community Advisory Committee Members Mini Workshops

➢ Community Organization Mini Workshops: Get invitations to regular community meetings.

➢ Equity Priority Community Sessions: Interviews, focus groups, meetings, pop-ups, among others.

➢ Youth Engagement Activities

➢ City Board and Commission Meetings

➢ Planning Commission and City Council Study Sessions

Locations

- Roseland University Prep
- Steele Lane Community Cent...
- Finley Community Center: Sa...
- Old Courthouse Square
- Piner High School
- Santa Rosa Veterans Memor...
- Martin Luther King Jr. Memo...
- South Park School
- Rincon Valley Regional Library
- Madrone Elementary School
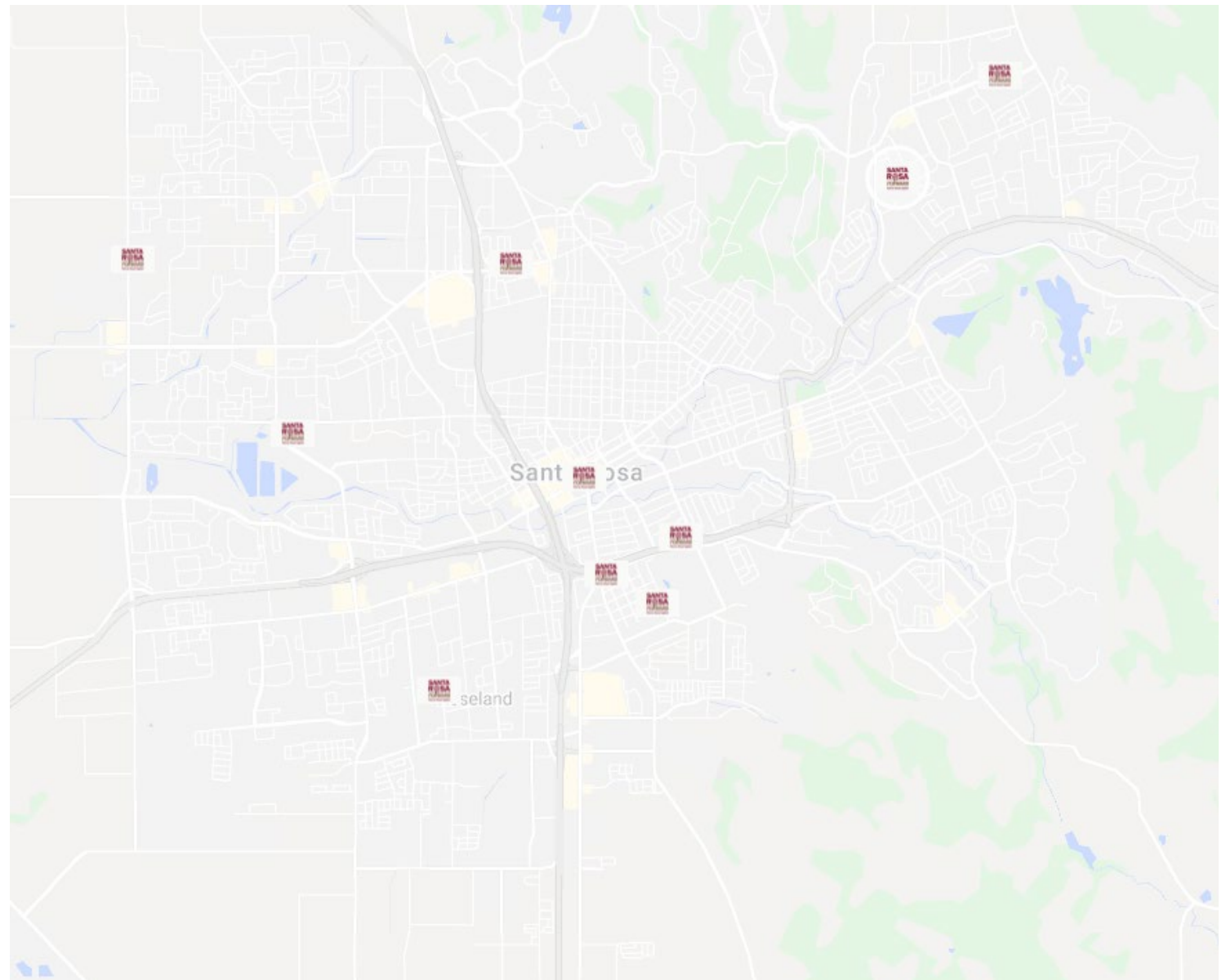
CAC Member Roles and Activities

Get the Word Out

Phone Calls

Emails

Social Media

Networking

Texts

Whatsapps

+

Attend Events

Citywide Workshops

Pop-Ups

Equity Priority Area Meetings

+

Hold Meetings Using the Toolkit

Hold Mini-Workshops

Present to Groups

+

Participate!

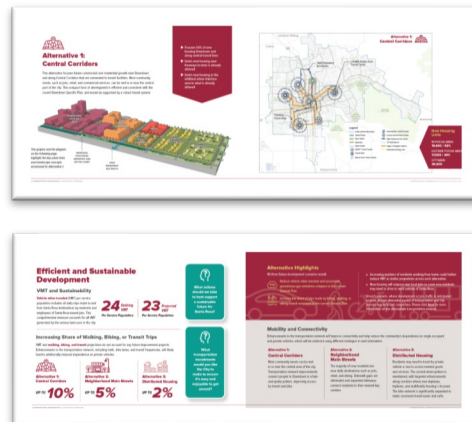Don't forget that you are also a Santa Rosan and can participate as available.

CAC Toolkit

The toolkit is currently under development and will be distributed to CAC members in **January**. It will include...
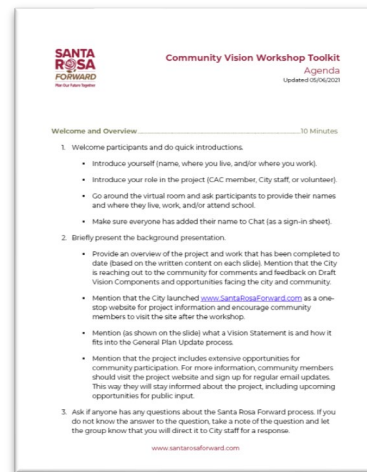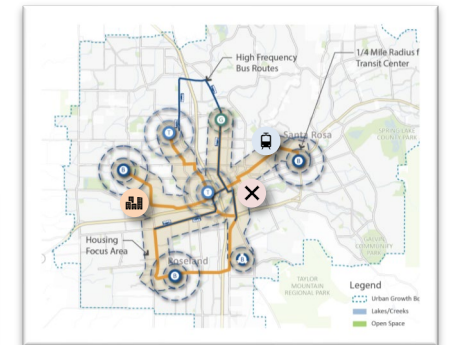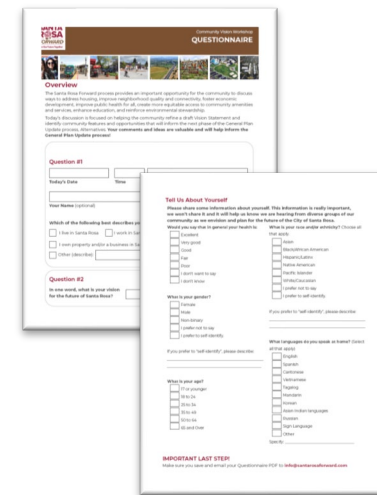
Project Overview Sheet

Summary of the Alternatives

Workshop Instructions

Alternatives Questionnaires

Sticker packets

Group Discussion:

What are your thoughts on Event #2 Set?

Would you like to see some other types of events?

NEXT STEPS

Next Steps

- The Project Team will prepare a detailed **calendar** of engagement events.

- The Project Team will provide **Engagement Toolkits**

- The Project Team will **host training sessions** on how to use the toolkit.

Check in with the Project Team if you have any questions or need help coordinating meetings.

Questions and/or Feedback