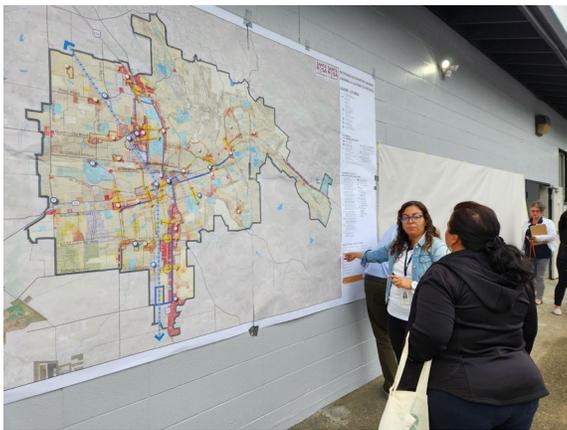


In Summer 2022, the Santa Rosa Forward Project Team prepared a draft **Preferred Alternative** to guide Santa Rosa's future growth, investment, and change over the next 20+ years. The draft Preferred Alternative was the culmination of a nearly two-year analysis and community engagement process that included over 90 community meetings, workshops, and events. Building on the Existing Conditions Report, Briefing Book, 2050 Vision Statement, Alternatives Workbook, and the extensive community comments and ideas received to-date, the Preferred Alternative Diagram identified major new growth areas (housing and jobs), transportation improvements, and other key features. This scenario was presented in detail in the **Preferred Alternative Summary** published in September 2022.

Between September and October 2022, the Project Team held various in-person and online activities that offered opportunities for community members to review and discuss the draft Preferred Alternative. This document summarizes the feedback the Project Team heard on the draft Preferred Alternative, organized into three parts:

- **Part 1: Community Events and Online Survey:** A summary of the different community meetings, open houses, pop-ups, and the online survey that were conducted during the Preferred Alternative phase.
- **Part 2: Major Themes and Feedback:** A summary of the major reoccurring themes and feedback the Project Team heard from the community.
- **Part 3: Combined Summary of All Responses and Comments:** A comprehensive summary of all community responses, comments, and ideas.

The extensive community feedback summarized in this document will be used by the Project Team to further refine the Preferred Alternative, which will eventually become the basis for the updated **General Plan**. The draft General Plan will be presented to the community during a subsequent round of engagement.



Collage of community events

Part 1

Community Events and Online Survey

The Preferred Alternative Engagement Event Set was the third in a series of community workshops, surveys, and events for Santa Rosa Forward. This event set included a variety of options for community members to participate and provide feedback on the draft Preferred Alternative, including pop-up events, community open houses, and an interactive online survey.

Pop-Up Events

The Project Team hosted a pop-up tent during several community events at key locations in Santa Rosa. The pop-ups provided an important opportunity to bring awareness and visibility of the Santa Rosa Forward project to the broader community and solicit feedback on the draft Preferred Alternative. The discussions that took place during these events were informal and staff directed people to Community Open Houses and Online Survey to learn more about the draft Preferred Alternative and provide additional comments and feedback.

| # | Pop-Up Location | Date and Time |
|---|--|----------------------------------|
| 1 | Rafael's College Course at Santa Rosa Junior College | October 17, 2022, from 6-8 PM |
| 2 | El Mercadito | October 13, 2022, from 2-3:30 PM |
| 3 | Mitote Bike-Ride Pop-up | October 11, 2022, from 6-7:30 PM |
| 4 | Mitote Friday Evening Pop-up | October 14, 2022, from 3-5 PM |
| 5 | Chop's Teen Club Meet the Candidate Pop-up | October 18, 2022, from 5-7:30 PM |

Community Open Houses

The Project Team held two in-person Community Open Houses in October 2022 to present the draft Preferred Alternative and gather community comments and feedback. Each open house was fully bilingual (English and Spanish) and held for four hours to allow flexibility on when people could arrive and participate.

Upon arrival, participants were asked to register and provide their name, email, and relationship to Santa Rosa (whether they live in, work in, and or visit the city). Each participant was offered a ticket for a free meal from El Milagro Taco Truck, free childcare (if needed), project swag including a bag and or a notepad, and the Preferred Alternative Summary. The Preferred Alternative Summary was a handheld version of the Preferred Alternative Boards that were presented at the open houses.

Each open house included a gallery of poster versions of the Preferred Alternative Summary in both English and Spanish. Participants were able to roam around the room and ask questions to the various Project Team members. The Project Team presented a summary of the draft Preferred Alternative in both English and Spanish. Presentations concluded with a question-and-answer period. After, attendees were provided a food voucher ticket and were

able to roam around the gallery to ask more questions as they filled out their comment cards and/or provided comments directly on notepads.

| # | Date and Time | Location | Languages | Participants |
|--------------|--|---|------------------------|------------------------|
| 1 | Wednesday, October 12, 2022 3:00 – 7:00 PM | Sonoma County Library: Central Library, 211 E Street | English and Spanish | 34 Participants |
| 2 | Saturday, October 15, 2022 10:00 AM – 2:00 PM | Lighthouse Church, 920 Bennett Valley Road | English and Spanish | 27 Participants |
| Total | | | | 61 Participants |

Online Survey

The Project Team prepared an interactive online survey that contained the various housing, employment, mobility, safety, resiliency, equity and health strategies included in the draft Preferred Alternative. The online survey included an interactive mapping component that allowed participants to zoom in and out of a dynamic map, turn informational layers on and off, and search by specific address. Participants were able to add comments and ideas by either responding to questions or placing pins directly on the digital map. The survey was available between October 9th and 20th, 2022. A total of 621 people took the online survey.

Part 2

Summary of Major Themes and Feedback

The following is a summary of the major themes and feedback provided by the community during all engagement events. This includes comments made during the in-person pop-up events, community open houses, and online surveys.

Economic and Housing Development

- Most respondents (61%) currently live, work, or play within one of the Areas of Change identified in the draft Preferred Alternative.
- Exactly half of the respondents (50%) either “Agreed” or “Strongly Agreed” with the boundaries of the Areas of Change as representing areas in Santa Rosa to focus future housing, services, connectivity, and/or infrastructure improvements. A further 33% were “Neutral” about these locations.
- There was a general concern to address traffic, roadway maintenance, and multi-modal improvements as part of the overall growth strategy for the city. A common comment was to ensure that the city’s backbone roadway infrastructure is upgraded and/or maintained to support both current and future development.
- There were some concerns about the amount of future housing growth shown in the Preferred Alternative and the availability of water to serve more residents.
- There were several comments made expressing interest in increasing infill housing on smaller lots and within older strip malls that are in areas not currently included in the identified Areas of Change.
- There were general comments made about ensuring a mix of future housing types, including tiny homes, transitional housing, high rises in Downtown, and missing middle housing (e.g., not just “single family” or “apartments”).
- There were several comments expressing interest in adding or expanding Areas of Change surrounding SMART (particularly North Santa Rosa station) and bus transit centers to encourage transit ridership and be more consistent with recent State housing laws.
- Some respondents felt that infill development and density are necessary for more sustainable development patterns to occur in the future.
- There were several comments expressing a desire to disperse housing and services in an equitable manner to ensure underserved neighborhoods are receiving the level of improvements needed to enact change, and that neighborhoods that have historically excluded low-income households and people of color are doing their parts to encourage integration.

Efficient and Sustainable Development

- Most respondents (57%) “Agreed” or “Strongly Agreed” with the proposed changes to the transportation network envisioned in the Preferred Alternative.
- There were several comments calling for the Preferred Alternative to ensure the city’s overall bicycle network is connected and focused on protected bike lanes and separate bicycle/pedestrian shared use paths, to allow for a truly multi-modal network.
- There were mixed reactions to the proposed “Road Diets,” with some respondents feeling they would help support bicycle mobility and others feeling they would result in more traffic impacts.
- There were several comments that the concepts included in the draft Preferred Alternative do not go far enough to reduce dependency on single-vehicle travel and/or increase transit, bicycle, and pedestrian mobility in Santa Rosa.
- There were several comments about the need to update and improve the City’s bus transit system so it can become more desirable for transit riders, including better/more linkages to SMART train stations.

Resilience and Safety

- Most respondents (80%) “Agree” or “Strongly Agree” with avoiding increased development in areas at highest risk of wildfire.
- There were several comments asking the City to ensure building codes and zoning requirements are updated to protect future homes and buildings from the threat of wildfires and other natural disasters.
- Of the four topic areas, Resilience and Safety received the highest rate of respondents strongly agreeing with the proposed concepts. Comments emphasized that development should not occur in areas at highest risk of wildfires and should instead be focused in central areas through the form of infill development.
- Respondents suggested increased use of sustainable building materials and integration of more green infrastructure in the city.

Equity and Health

- Missing Sidewalks (49%); Community Art (37%); Trees (34%); and Services (33%) (such as Grocery Stores, Childcare, and Coffee Shops) were the most identified missing features that should be added to make participants’ neighborhoods more equitable and/or healthy.
- There were several comments related to improving sidewalks and transportation improvements.

- There were several comments that food deserts or lack of access to healthy foods need to be addressed in some neighborhoods.
- There were several comments calling for the City to improve policing, expand mental health services, and address homelessness issues citywide.

Preferred Alternative Diagram

- About 41% of participants mentioned that they did provide input on the three alternatives during the previous phase of the project.
- Most participants (61%) either “Agree” or “Strongly Agree” that they draft Preferred Alternative reflects their vision for the future of Santa Rosa. An additional 23% of participants were Neutral. And 17% of participants “Disagree” or “Strongly Disagree” that the draft Preferred Alternative reflects their vision for the future of Santa Rosa.

General Comments

- There were several comments requesting that future growth is done in a sustainable and resilient way, and addresses mobility needs and water scarcity.
- There were several comments calling for growth and development to be more focused around SMART stations and bus stations.

Downtown/Station Area

- There were several comments calling for improvements to pedestrian crossings and sidewalks, and increased lighting in Downtown to make the area safer and more comfortable for pedestrians.

Northwestern Santa Rosa

- There were several comments calling for improve pedestrian crossings and sidewalks.
- There were several comments requesting increased housing densities in Areas of Change to increase housing production near the urban core.

Northeastern Santa Rosa

- There were several comments supporting improved multi-modal transportation and the overall bicycle network.
- There were several comments suggesting more grocery stores to improve access to food and reduce travel times.
- There were some comments to reduce future housing growth and/or retreat from the fire prone, wildland urban interface portions of Northeastern Santa Rosa.

Eastern Santa Rosa

- There were several comments recommending specific roadway and multi-modal improvements to improve traffic flow, especially at intersections crossing Highway 12.
- There were several comments to consider higher density infill housing opportunities around existing shopping centers.
- There were several comments seeking limited/prohibited new development within wildland urban interface areas and identifiable, safe, and accessible evacuation routes in these areas.
- There were several comments calling for expanded greenways/greenbelts and access to natural areas.

Southeastern Santa Rosa

- There were several comments recommending specific roadway and multi-modal improvements to improve traffic flow.
- There were several comments calling for expanded greenways/greenbelts and access to natural areas.

Southwestern Santa Rosa

- There were several comments recommending specific roadway and multi-modal improvements to improve traffic flow.
- There were several comments calling for expanded greenways/greenbelts and access to natural areas.
- There were several comments seeking solutions for on-street and project site parking issues.

Part 3

Combined Summary of All Responses and Comments

The following is a combined summary of all community comments and feedback received during the pop-up events, community open houses, online survey, and additional comment letters and website comments. Although open house attendees were not asked the same questions that were listed in the survey, comments collected from both platforms were open ended and focused on the various topical areas of the draft Preferred Alternative. While the results should not be considered statistically valid for the entire Santa Rosa population, the findings are from a broad enough sample that they can help identify common themes and concerns when combined with the various community input activities conducted for the Santa Rosa Forward project.

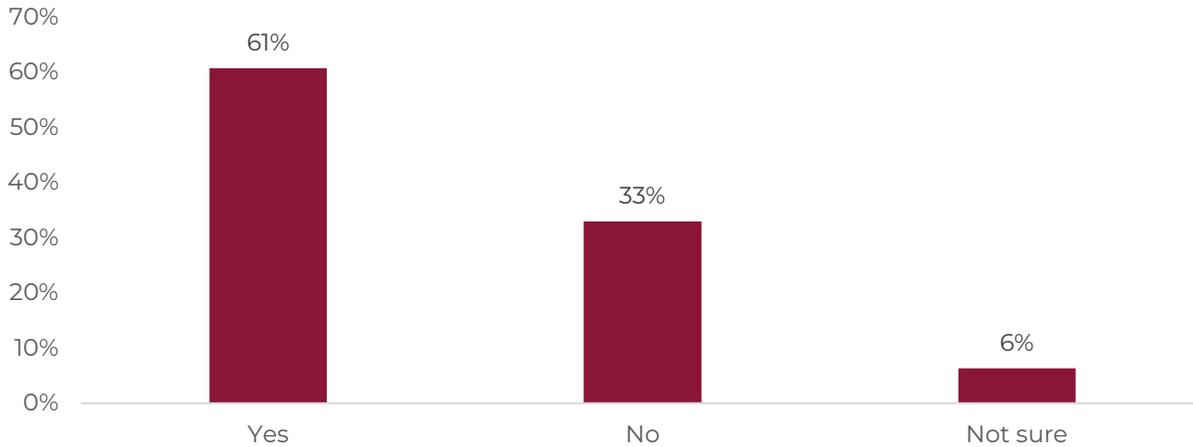
For each question, a letter “n” is provided to identify the number of respondents to that individual question (note, participants were not required to answer every question). This number is the basis of the percentages shown for multiple-choice questions. The value for n varies for each question since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

The combined summary is organized into the following six sections:

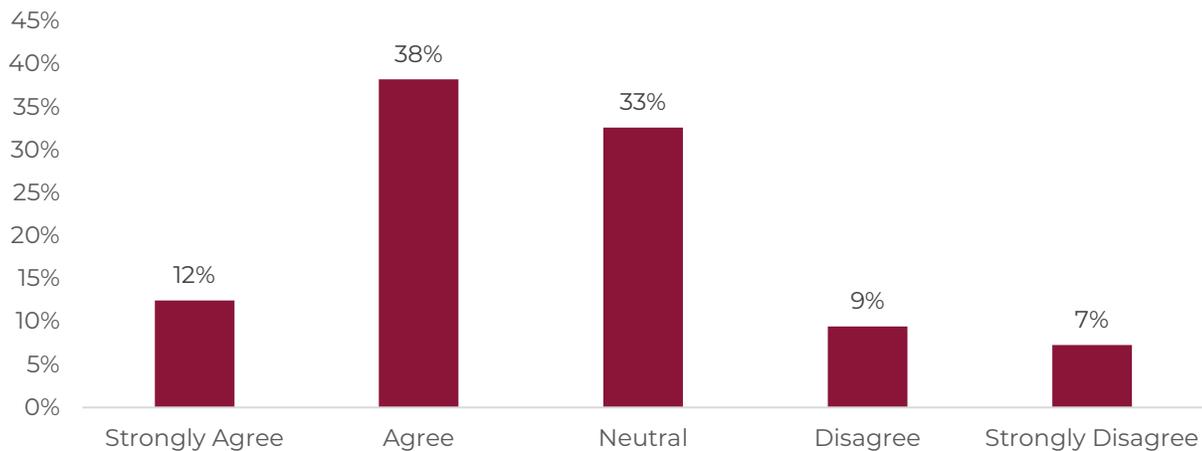
1. Economics and Housing
2. Efficient and Sustainable Development
3. Resilience and Safety
4. Equity and Health
5. Preferred Alternative Diagram
6. Demographic Questions

Section 1: Economics and Housing

Q1: Do you live/work/play in one of the 19 Areas of Change — areas where the City will focus efforts on addressing housing, services, connectivity, and/or infrastructure needs to make these more complete neighborhoods? N = 270



Q2: To what extent do you agree with the location of the Areas of Change — areas where the City will focus efforts on addressing housing, services, connectivity, and/or infrastructure needs to make these more complete neighborhoods? N = 233



Additional Comments and Feedback

- Add more residential 3–4bedroom affordable homes and neighborhoods.
- The map is too small to really see on the computer and is not enlargeable.
- If I was directly impacted by the area of change, I would be much more likely to investigate further and have an opinion.

- When I drive around the downtown 'core' I see so many small lots (some overgrown or w/ dilapidated structures) that would be awesome for in-fill housing. I hope more of these blighted spaces will be the focus of re-development. Great example is the new apt building on the corner of Cleveland and W. College! Chipping away at housing little by little can go a long way and we don't need to focus so much on large acreage to accomplish this goal of more housing.
- Better make this city safe before making big plans and wasting taxpayers' money.
- Why is all this MASSIVE Apt. building going on? Where are all the people really coming from? More than double what we already have with no parking. No evac. Planning, no explanation of where the MASSIVE Water usage will come from. Seems like all empty areas are being used for 10 story apt. Bldgs. Are we really thinking millions are suddenly moving here?? Where from? FOCUS ON ROAD REPAIRS FIRST, THEY ARE TURNING TO GRAVEL POTHOLES ALL OVER!
- I'm curious why #2 is such a small segment of this area near where I live. Why isn't the surrounding area included? For example, it seems like a sidewalk the length of Francisco should be completed for the kids walking to school there. Also, there isn't a safe exit out Francisco Rd to the NW. That should be remedied. There is a locked gate just past Jack London Elementary school that should be removed for safe evacuation. These are just a couple things that come to mind.
- You could expand a bit more in the Rincon Valley area seeing since it's a bit smaller than the rest of the locations of change.
- Juegos de plaza y arreglo de calles.
- Although I agree with infill in general the design still excludes the white dominant east side with the largest tax base from greater involvement with growth and density. Centralization is important but growth could be better distributed.
- No More Police Sub-stations.
- Protected bike lanes and sidewalk vegetation would dramatically improve quality of life for residents who want to reduce car use.
- I am concerned that the Santa Rosa Ave. development will not incorporate proper street and transportation design to accommodate more housing.
- Not familiar with the needs of all the areas. Especially in East SR
- It could be my lack of technical skill, but I was not clear to me exactly what was happening in each of the areas of change
- Too many AoC in Rincon Vly which is oversaturated already
- Do you want to live in San Jose? Our neighbors say NO.
- I am concerned that there are a lot of apartments going up in area 1 and yet the sidewalks, on ramps and off ramps and walking paths are in HORRIBLE condition. It is embarrassing for homeowners and renters! I am also concerned about a lack of parking for the new apartment

buildings. The only grocery store in the area is Trader Joes and it is always too busy. There should be stores going in where the old Kmart was not more doctors offices. The plan for that area is NOT at all well thought out. Santa Rosa is the worst city in the county. Every other city has charm and a great downtown. We need some better ideas and fast!

- Water usage. We are all restricting our water usages in our homes and now with the increase of new apartments around the city, how is this affecting water usage. How can the city add housing when we are forced to use less water?
- Reviewed the Preferred Alternative brochure. It's obviously a very comprehensive plan and difficult to comprehend in a first overlook. That said, first impressions are that it's a well thought plan and I support.
- Overall is good but it seems to miss some off the more underserved/disadvantaged areas such as the Roseland area.
- I wish a community center was planned for my 'hood'.
- Hoen Ave electrical infrastructure improvements should be added.
- Area 12 is next to a major shopping center, and less than a block from a fire station and two elementary schools. The traffic in this area is already backed up and intense. Adding a large number of tenants and traffic will choke the intersection of highway 12 and Calistoga road impacting fire services and the schools. In addition, having lived in the neighborhood during multiple fires, including the Tubbs fire, evacuation routes for the neighborhood are routed through Highway 12 and all citizen within Rincon Valley, Mario Carillo, equoia and parts of skyhawk evacuate via Calistoga road. the additional traffic and entrance and exit routes on Calistoga will adversely impact the ability of people to evacuate, potentially, causing loss of life. If this happens the city and city managers will be held accountable.
- Downtown station area has already absorbed a lot of changes over last 20 years. It's time to share the wealth with other neighborhoods and stop dumping homeless and substance challenged folks downtown.
- We live on Slater near McConnell and it seems like the Mendocino corridor is an excellent place to build more housing.
- Inexcusable to not maximizing development within half mile radius of North Santa Rosa SMART given SB 2097 opportunity. Santa Rosa Ave south of Hearn will remain highly car dependent over the course of this planning horizon (including South SR SMART on the map is misleading). Hoen near Summerfield has a rich commercial space and will be surrounded by the Southeast Greenway and should be prioritized.
- I think those are areas that need help.
- It would be nice to have a basketball court next to the fairgrounds.
- Is it doing good to the ?
- Not at the moment.
- I don't believe that Imwalle's Gardens should be in an area of change.

- It would be nice to incorporate some areas that meet the qualifications like strip malls into micro areas of change.
- Rincon Valley is a great place to live but also higher risk for wildfire so additional housing units should be closely evaluated.
- All of Highway 12 needs to be upgraded.
- More lighting in Martin Luther King Jr Park, lighting and safety features for Newhall Bike Path, bike paths in South Park.
- South Park is not on the list. We are an underserved neighborhood that has lost our only community meeting space when senior center closes. We lost our after school program for kids. Gang violence is on the rise. South Park should be designated an Area of Change.
- hace falta mas espacio para parking, y remover a los homeless de las calles para reducir la inseguridad.
- St Francis Shopping Center is NOT a good place to add more people. It was a nightmare to get out of during the Glass Fire, and is negligence to jam 100+ multi-person units in. This will set up a trap for people fleeing from fires.
- How can additional housing and urban growth boundaries extend when we already have limited resources, especially water?
- Without seeing the details on which option of development is planned in each area of change, it is difficult to have an opinion. Yes, I strongly agree with development strategies 1-3 ie the downtown development, mixed use corridors and the street dining, walking areas. I have thought for a long time that downtown Santa Rosa needs to be revitalized. Having a real urban core adds value to all residents of Santa Rosa and with there being more viable options to add better transportation options now or in the future, and hopefully an urban core can be designed so people can work play and live in the same area. I disagree with moving full force on adding just housing areas, especially in outlying areas that require daily driving. A few bike paths and undesirable bus system are not going to meet the traffic needs for these areas. City Council should proceed with caution and balance. I could go on, but ran out of typing space.
- The city is not as good as it used to be.
- The area between Stony Point & Dutton Meadows has a ton of new homes. This should be an area of change. I don't know how the current infrastructure will handle the added traffic, even with the widening that is proposed.
- No more high density housing is needed in area 16. There is a huge apartment building going up on Santa Rosa Ave, Yolanda Ave and Petaluma Hill Road on an area that has horrible traffic already and then the City ok'd an In n Out Burger to boot. What do you intend to do about the traffic in Area 16?
- there is no connectivity from the Smart airport station to the airport. Lack of sidewalks, safety, transportation, etc.
- It looks really smart and balanced. Excited to see it executed with conviction.

- Montgomery Dr. needs repaving. It's very bad.
- Are you going to make use of abandoned buildings that are not occupied by either renovating them for an integral community purpose or remove them and utilize the space for something new?
- I would add the Southeast Greenway corridor - it will bring great vitality to the Hoen Ave/Yulupa area
- Concerned about the increase of traffic in the established neighborhoods.
- Traffic is going to be horrible especially on Santa Rosa Avenue.
- Providing safe bicycle connectivity between these areas is critical. Safe and low-stress bicycle networks (infrastructure) connecting people from where they are to where they want to go – particularly destinations like schools, major employers, supermarkets, civic services – are needed to make these areas complete neighborhoods.
- Please repair Piner Road, and provide EXPRESS Bus service from Fulton to County Center before 8am.
- The focus is too much in the downtown area.
- It does seem that the areas are heavy in the Southwest or downtown. I wonder if there should be more consideration on the east side, particularly with regard to lower income housing.
- The need for additional retail seems enormously overestimated. Most of these zones are currently overserved with retail, many with redundancies and existing vacancy rates that point to over saturation. Additionally, e-commerce continues to replace brick & mortar retail at steady rates. Please, focus on neighborhood spaces, meeting spots, and allow existing retail to suffice and flourish before supporting additional growth!
- It seems like the old Sutter Hospital property should be on this list?
- I have concerns about increasing the traffic along 4th Street.
- I would like to see a continued focus on affordable housing that emphasizes the needs of our workers so they can live closer to their employment with dignity
- Are we getting public transportation out to #2 Francisco Avenue?
- I am happy you are considering water usage and evacuation plans in this excellent plan to provide more low to very low income housing!
- SIDEWALKS DOWNTOWN NEED REPAIR.
- You are making it the city designed for leaving, the last 5 years of development are the worst ideas, you've sold Santa Rosa's soul, growth limits, not unbridled uncontrolled unneeded growth, build roads and schools if your going to fast track this population boom..boon...

- The FAR zoning in the DSASP is too dense to be economically or financially built with current rents being too low to construction cost. This especially true in the Roberts District of the DSASP.
- WATER - where is it going to from?????
- Important to control development in the WUI areas.
- I live close to Area of Change #17.
- Density of downtown areas will help SR grow sustainably and decrease carbon footprint and car culture.
- Way too many high-density apartment buildings going in - they will create pockets of ghetto-like areas. They all look HORRIBLE and UGLY, have no greenery - terrible and sickening. Am a lifetime resident, 3rd generation, and HATE what SR is becoming,
- I don't understand why some of these areas are not considered a complete neighborhood.
- Why #2 Francisco Ave area, and #15? Not close to downtown and no main roads. More housing in and around downtown makes most sense. All new housing in NW Santa Rosa is two store walls of houses. 1: needs more single level for older folks. 2: no character, just boxed housing. This is supposed to be beautiful Sonoma County!
- More high rise building downtown for retail and housing.
- The Fountaingrove area seems to not include the residential area. I live in Fountaingrove and don't understand why that is.
- the areas of change make total sense considering they are all on transit routes and are places that need neighborhood main streets and more density.
- Larkfield/Mark West area needs infrastructure as well.
- Insufficient water resources.
- I notice a substantial amount of housing apartments built in lower income areas. There is an aversion to building such buildings in Rincon Valley or Bennett Valley. It is very obvious.
- Only that the cons for selecting this areas have not been eluded to!
- We need to have housing for our minimum wage earners. in the SW, SE, NW and NE areas of Santa Rosa. We also need to know where the water sources are for all of the thousands of high end apartments being built. Santa Rosa residents are being frugal with their water so there is not enough to share with thousand more unless new sources are created.
- Way too many apartments being built, scary stuff...
- It seems far west Santa Rosa (Fulton Road) is left out.
- I feel that new zoning/housing impact on existing housing needs to be considered with areas of transition between new higher-density housing and existing single-family homes... at the

very least. Also, no 2+- story buildings behind 1-story houses. I like the idea of creating "neighborhoods" by providing more services and connectivity/infrastructure.

- It should be a wider effort. I understand that you all need to prioritize but the whole city needs various changes
- The Hearn Corridor is too dense for the current roadways. Traffic is dense now during school and rush hour. If high density development goes in along Hearn Avenue traffic delays will be unbearable.
- What about the Chanate Road development?
- Sidewalk and pedestrian access to and from Safeway and Mendocino and Chanate – including from bus stop
- A “full service downtown” needs more than office building and restaurants! We need a grocery store, pharmacy, household goods like Ace or Target, bodegas – the things you need for everyday life!
- As a downtown resident, it’s impossible to maintain access to essential goods and services without leaving downtown. A car or delivery services are implicitly required to live downtown, since nothing is within accessibly walkable distance, since public transit options are so limited and bicycling is so unsafe.
- Missing middle housing needs to be affordable for first time buyers.
- Remove #2 as a growth area/protect green space.
- Kerey Ranch as a park/green space.
- The mall downtown is a postmodern brutalist nightmare complex and a total waste of space for downtown residents. It is an obstacle for pedestrians and an artificial barrier that disrupts the community’s interconnectivity and brings unnecessary vehicle traffic.
- About 50k more population in the 30 years
- Add water “supply” for dry years.
- Tiny homes.
- Transitional housing.
- Hello, my name is William Daugherty. I really think that Santa Rosa should make it change in how the living situation is for the homeless. I think that by helping them with housing, funds, etc., they would want to do more for themselves as well as others.
- Balnear estacionamiento con viviendas nuevas.
- Mas recursos sociales en zonas como Roseland (biblioteca).
- Swim center on Hearn Area.

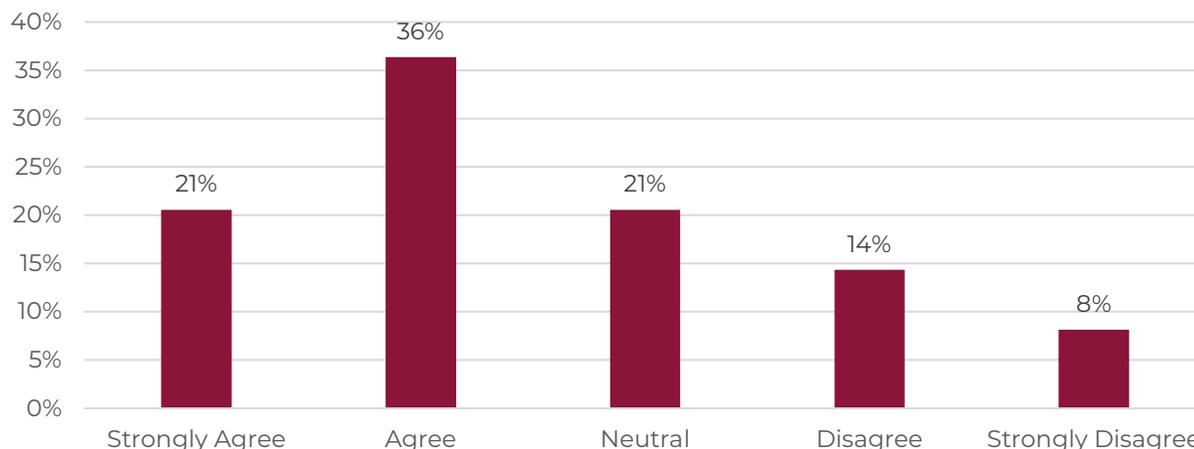
- Multicultural/multipurpose center (Roseland/Hearn Hub).
- Parking issues/locations.
- Support for small/family-owned business.
- I see a lot of new multifamily housing coming online – much needed! I'd like to see space included for neighbor interaction – public spaces, parklets, paths, etc. to foster pride and care.
- More housing = more school.
- When will zoning updates happen for implementation?
- Support for more commercial zoning – make it easier to happen (for small market, ice cream, etc.).
- What County and State planning agency's do we collaborate with?
- Hoen Avenue: We recommend including the area of Hoen Avenue between Farmers Lane and Summerfield Road as an “Area of Change”. This neighborhood will eventually surround the Southeast Greenway, a proposed project to transform a two-mile vacant corridor into a new 47-acre urban greenway, park, and open space in eastern Santa Rosa. To date, the Greenway Campaign has raised more than \$1.5M in donations and public grants for acquisition of the vacant space. This corridor has the potential to significantly increase safe pedestrian and bike connections to Howarth, Spring Lake, and Trione-Annadel parks and should be evaluated for increased housing density.
- Santa Rosa Avenue: The defined Area of Change #16 along Santa Rosa Avenue south of Hearn is currently highly car dependent, disconnected from transit, bike and pedestrian transitways, and dominated by large lot sizes. The investment to transform this area is likely significantly higher than other identified Areas of Change given its distance from Santa Rosa's downtown core and existing transit amenities. The Alternatives Summary map indicates an additional SMART station is planned for Bellevue Avenue, however this station is not shown on SMART's website. We recommend re-evaluating whether transforming this area is realistic in the time horizon of the current General Plan update. We also recommend re-evaluating the area west of Highway 101 between Bellevue and Todd to include as a potential Area of Change because it is an Equity Priority Area and could be more easily connected to Roseland, the West End downtown neighborhood, and existing SMART station.
- North Santa Rosa SMART: At least one-half mile radius from the North Santa Rosa SMART station should be designated as an Area of Change on account of AB 2097 being signed into law and eliminating parking requirements within a half-mile of transit stations.
- Why wasn't the area around Hoen Ave identified as a development corridor? We thought it was a good candidate seeing as it was close to a commercial area on Hoen, far enough from the WUI, and will connect (eventually) to the Southeast Greenway.
- Why is does the #16 (Santa Rosa Ave) priority development corridor extend south of Hearn? The entire area is a car centric stroad with enormous lot sizes. It's not walkable and won't be anytime soon, but at least north of Hearn is relatively close to downtown and flat. But most of

the people living here will be car dependent. We shouldn't be planning around a hypothetical south santa rosa smart train (unless there's funding for it we're not aware of).

- The focus around the hypothetical south SMART train is particularly strange given there seems to be a lack of prioritization around the existing north santa rosa smart train, especially in light of AB 2097 exempting all developments within a half mile from parking minimums. Will the general plan be adjusted to reflect that change?
- Does "area of change" have a specific meaning?
- I have a client who owns 60 acres at 3100 Petaluma Hill Rd, adjacent to the current city limit line. I would like to know what is proposed with the new general plan in terms of land use for that property. This property would be amenable to the property being annexed and rezoned as part of the general plan process. How does she go about voicing this preference to the general plan folks?
- Hello. The property owner at 31000 Petaluma Hill Rd. would likely be interested in having the 60-acre ranch annexed and rezoned as part of the general plan process. What is the current proposed land use for the property? How can he go about initiating this process with the city? It would appear to be a prime candidate to be brought into the city as it is directly across the street from city jurisdiction property that is already being developed.
- The "Areas of Change" should be prioritized by level of investment. By far, Santa Rosa will get the most relief from the housing crisis and the greatest decrease in greenhouse emissions by developing the downtown core. The reason for this is that area has particularly good public transit infrastructure for Sonoma County, AND its street layout would accommodate the greatest walkability and housing density. In contrast, areas like #17 on Hearn Avenue are hopelessly rural/suburban, and would require huge investment to make them viable in the long run. In short, the General Plan should be heavily weighted towards investment and density in the downtown core. That will pay the greatest dividends – environmentally (CO2 reduction), socially (housing), and financially (property & sales tax revenue per acre).
- Finally, I want to take issue with OSC-C-3 -- "Preserve and enhance agriculture within the Planning Area as a component of the economy and as a part of Santa Rosa's environmental quality." Agriculture is fine in places with low infrastructure investment, but it makes no sense to prioritize agricultural uses over housing. Our goal of reducing carbon emissions will be best served by unencumbered infill development. Santa Rosa is currently a city of 178,000 with a serious housing shortage. It is about time we stopped acting like we are still a rural community of ranches and orchards.

Section 2: Efficient and Sustainable Development

Q3: To what extent do you agree with the proposed changes to the transportation network, which are designed to improve transit connections and reduce driving single occupant vehicles? N = 209



Additional Comments and Feedback

- Do more work to connect Class 1 bike/walk lanes to one another when they cross major thoroughfares. For instance, Class 1 bike facilities that cross Fulton Road and Guerneville road, you would need to get off your bike and walk across 4 lanes of 50mph traffic and get over a median. There should be crosswalks and beacon systems here.
- People need cars in Sonoma county to travel to city, ocean beaches, redwoods and Tahoe besides travel elsewhere in the state and beyond.
- More bike lanes and fix the eastbound bike lane on West College as it approaches the freeway south onramp. It is a death trap to be on the right hand side of right -turning traffic. No green 'steps" have been drawn here to allow cyclists to merge left to straight-east bound traffic lanes. I never use this bike lane because it is a hazard and needs to be fixed!
- I love the idea of making our city more pedestrian and bike-friendly, ie. more 'European' and less car-centric.
- Highway 12 widening requires Cal Trans. An alternative to enhance emergency egress from Oakmont would be improving and widening Channel Drive. I believe this would be within the control of the City and would be much less expensive. It would provide a route on to Montgomery drive which would alleviate the pressure on Highway 12 in an emergency.
- I'd like to see it extended out to the NW more to Piner Rd. and Marlow Rd and down Stony Pt.
- Need more bikes lanes throughout the city and better transportation for certain areas. Like a bus route from Kaiser Hospital to the Rincon Valley area. Expand the transit to Sutter Medical Hospital at least.

- Again, please along with sidewalk and bike lane improvements, focus on using shade bearing/drought tolerant plants.
- The city is so small and flat it should be possible to bike everywhere. We need protected bike lanes, more street trees for shade, secure bike lockers, and more efficient public transportation. As it is it is dangerous to bike and extremely inconvenient to take the bus. A road diet needs to happen on Mendocino, Piner, and SR Ave. to make them safe and comfortable bike corridors.
- I would like improved bicycle infrastructure for Montecito Blvd, perhaps with a road diet. It would be especially nice to improve the bicycle connectivity of Brush Creek Trail, which runs along the border of one of the Areas of Change.
- I would like to see more plaza areas in town it would promote more outdoor recreation and allow more space for outdoor events and activities.
- Concerned about changing Dutton to 2 lanes. I ride my bike often from College to Dutton & 3rd by using the path next to the train, residential streets and the bike lane on 3rd. There is considerable traffic at rush hour accessing the Hwy 12 on ramps. Traffic is backed up now with 4 lanes.
- Bicycle access needs improvement in eastern Santa Rosa.
- Very glad to see a lot of focus on pedestrian and bicycle, safety and accessibility. I do not believe road widening will ultimately help reduce single car vehicles in the areas recommended on the map. I wish there were consideration for ADA, safe, pedestrian, and bicycle crossing for several of the creek trails, especially Piner Creek at Guerneville Road and Piner Creek at Fulton Road. It seems it will take a tragedy before we finally make this ADA friendly and safe for users of the Creek trails.
- I would recommend increasing the bike infrastructure, with a potential plan to have it follow similar paths as the high frequency bus routes.
- Many times attempts to modify driving lanes to calm traffic have created issues for the flow of the traffic and really has created more issues.
- During busy times, road diets add to long stretches of idling cars and increased traffic.
- I like all the bike paths.
- Overall is good but seeing more transit services in the western part of the city would be great to see. It is also very important that the bike and pedestrian network is accessible to people with disabilities in addition the city and county bus systems.
- I don't understand the reasoning behind Road diets and their locations.
- Perhaps you address this in another section, but any thought to making the buses free? Offset with increased gasoline taxes? Or?
- Support bicycle commuters by keeping well used trails free of encampments at all times.

- The total absence of class IV protected bike lanes is bewildering. Santa Rosa has basically the best weather on planet earth and 25% of all trips are less than 2 miles, yet just 1.6% of all trips are by bike. A significant mode shift to bikes must happen to meet the carbon neutrality goal, but will not happen without protected lanes.
- It will help people get to work then i am all for it.
- Several large areas don't seem to be included.
- Everything is good so far.
- The Dutton Street diet is much needed.
- Not at the moment.
- More roads should get a diet, using that space for bicycles instead. for bicycles instead.
- You shouldn't have to wait more than 8 minutes for a bus or train. And the busses should take priority on the streets so they don't get stuck in traffic.
- Love the connections across the highway.
- More bike infrastructure—paths, protected lanes, and bike racks in town!
- Would like to see even more aggressive language about adapting infrastructure to encourage and enable active and multi-modal transportation.
- Estonia podria variar hay familias que si tienen involucrados en deportes ultras Actividades por lo que tienen que Salic mas
- More options.
- I want to emphasize that the growth potential cannot exceed the City's capacity to meet the community's water needs. Living in the St. Francis Acres neighborhood, I also strongly agree that evacuation is a priority consideration. While open space remains in the area, evacuating during the recent wildfires took more than an hour given the number of people living in the area and the few areas of egress.
- I'd like to see the bike path infrastructure expanded to follow the same corridors as the proposed High Speed bus routes.
- East-West expanded bus routes should go further than Summerfield Rd (east) and Stony Point Rd (on the west). All buses should have shorter wait times. The workbook did not provide details on what a "road diet" would entail but if you've driven to and from work through Santa Rosa, you've noticed traffic is always an issue between 2-7pm.
- I am glad to hear of safer overcrossings from 101 for bikes and Peds.
- This transportation plan does not go far enough in adding alternatives to cars. Adding more bike paths and pedestrian areas are good, from the map it doesn't look like there are very many new additions. By the way, what ever happened to extending a bike/walk path from Calistoga Rd to Spring Lake? Has city council explored other transportation options? I can

imagine this is a red-tape nightmare but this plan is for generations to come. Lastly, look to see if roundabouts could improve traffic flow in certain intersections.

- Its a huge shift in culture, not sure if this plan addresses that.
- Need free transit for older people on fixed incomes not just for students. Need NEMT transportation to Kaiser, Sutter, etc not just paratransit.
- Stop reducing vehicle lanes. We need more lanes and more roads
- Road diets are a stupid idea. Just pushes traffic to other streets, in my area, RESIDENTIAL streets. And I do not appreciate that.
- How many oak trees will be taken out along hwy 12 for Safety Roadway Widening.
- Bike routes getting people safely from east Santa Rosa to downtown/train/transit are not addressed. Sharrow shared streets are not a solution - Sonoma Avenue should have dedicated, class4 bike lanes.
- Again, cut down on vehicle traffic in neighborhoods and implent a safe and conected bicycle routes.
- Stop forcing people from their cars.
- The Preferred Alternative will fail in its goal to reduce vehicles miles traveled, and encourage active modes of transportation without incorporating a low stress bicycle network that connects the entire city. By only focusing on a few key intersections and corridors to improve bicycle and pedestrian connections, the majority of cyclists will not feel safe riding their bicycles in the city. Safe and low-stress bicycle networks connecting people from where they are to where they want to go – particularly destinations like schools, major employers, supermarkets, civic services – are needed to shift car trips to bike trips. The quickest way we can quickly reduce emissions and improve community health and connectivity is to make it easier and safer for people to ride a bicycle. The Preferred Alternative should explicitly incorporate a low stress bicycle network as a key feature and goal.
- Please provide an Express Bus Service between Fulton and County Center arriving at County Center Prior to 8am.
- Our bus system is out of date and needs to be merged with Sonoma County and Petaluma. If you wanted better buses and more of them, time to move into the 21st century.
- Of what value is widening Sonoma Highway from Melita to Pythian only to close down into the original two lanes? During a fire I imagine it to be a frenzy out of Oakmont, only to be bumper-to-bumper past Pythian Road. This may promote a false sense of safety and not deter anyone from driving downtown instead of public transit.
- Connecting to the Smart Train is essential. Bike lanes and the encouragement of pedestrian walking!
- You will always have gas power vehicles and Diesel trucks. Smart trains are Diesel.

- public transportation is critical but information about routes and schedules should be more readily available.
- I would like to see public transportation in NW Santa Rosa. North of Piner Rd!
- SIDEWALKS DOWNTOWN NEED REPAIR OR REPLACED.
- Your roads suck, the train doesn't connect to city hubs, 101 needs more lanes to facilitate your unwarranted growth. There is crappy east west connections in SR, highway 12 needs work, have you even seen the back up turn right off 12 onto Fulton? In rush hour? Traffic backing up onto slow lane? Can you say fatality? Lawsuit. Your traffic plans are clueless Gen x yuppie driven.
- Do NOT reduce driving single occupant vehicles! You have no right to do this.
- Concentrate on pedestrian and bicycle safety.
- The Roberts Ave. underpass is needed but not mentioned in any plans. An underpass is needed to connect the new Roberts District and Railroad Square and to relieve traffic on Dutton Ave.
- Route 12 expansion or another alternative for improving evacuation from Oakmont is critical
- City needs to do more to work on Climate change, eg. begin more solar, wind turbines, more grassland interface work. Work.
- Don't like road diets. Rest is good.
- Please continue to emphasize connectivity and housing construction around SMART. There is limited to no parking at both stations and few people live close enough to walk.
- Unless you expand the bus system to add more routes and less travel time, people will not use it as an alternative to driving. I cannot sit on a bus for 40 minutes (if I make the connection at the mall) to get from Rincon Valley to the Steele Lane area when I can drive it in 8 minutes.
- The smart train is a total waste of money. It will never support itself and will need taxpayer money to support it indefinitely.
- The high-frequency bus routes almost completely ignore the west side of the city.
- Important that buses go where they are needed in neighborhoods and go to the transportation hubs and train.
- Prioritize bike, pedestrian, public transit to all business areas, schools, libraries, parks. We must make it easy for anyone, any age to get to all places in Santa Rosa without jumping in a car. This will ultimately keep more money in Santa Rosa, attract tourists who want this type of freedom, and make Santa Rosa a cleaner, safer, and better place to be in every respect. The automobile has failed our built-environment and future generations. Let's prioritize people over the moving and parking of vehicles.
- Strongly urge the 4th St connection through the Mall.

- If you cannot police HOV lanes in the city or counties, ride sharing is a wash.
- Glad to see that Highway 12 is being widened. Additionally I would like to see the transportation network extend to the Oakmont area. I'd like to see the transportation network extend further east along the Highway 12 corridor.
- With more housing, where is the water source as the current water source is being used frugally by current residents???
- Petaluma Hill Road could use some improvements.
- I would like to see a bicycle/pedestrian bridge crossing Austin Creek off Acacia Lane to connect the walking paths on both sides.
- The proposed buses along Sebastopol Road every 10-15 minutes will interfere with traffic. There are school buses situated on that road as well as a trucking firm. The businesses along Sebastopol Road use the center lane for off-loading business supplies. How are people supposed to get to the buses that run along Sebastopol Road if they are to use them for shopping? where would people go on the buses?
- It seems east/west options for Pedestrian/Bicycle alternatives are lacking in the northeast sector. And North/South options in downtown and east of there. .
- Please complete the Farmers Lane extension!
- I am concerned about the Farmers Lane Extension. It shows it as a new major road, but there is nothing about improved pedestrian access. This road would cut off vital access to natural spaces for the South Park and surrounding communities. If this new road is to be built, it must keep in mind the principles of access to nature. Taylor Mountain Park, along with the Cooper Creek addition, are vital nature access points for the community.
- Mas ruta de transporter en Moorland Ave.
- Complete street design integrated into green/blue infrastructure should be mandatory. No street renovations or designs should be allowed without it.
- Secure bike lockers need to be in all transit hubs and park and rides.
- Walking around town without shade and noise reduction of trees/vegetation is miserable. Sidewalks, plazas, etc. should be livable, comfortable public spaces.
- The mall is a nightmare and needs to be renovated to connect downtown and RR Square. Small businesses or a Napa Oxbow Market style development should go in the Eaves building.
- No grocery stores in downtown is a problem.
- 2030 deadline a pipe dream with current infrastructure.
- Highway 12 connections.
- Freeway interchange improvements.

- Concerns about safety on trails.
- Espacios verdes.
- Mas escuelas; middle schools – mucha distancia.
- Mas banquetas; infraestructura.
- Puente Peatonal para Moreland; Concesion para S.R Avenue.
- Mas rutas de evacuacion.
- Paneles solares.
- Protected bike lanes (more).
- Mas transito frecuente.
- Mas nuzes de calles; luz solares.
- Sonoma E.; left turn lanes/lights.
- Upgrade existing paths such as the one here in South Parj – it’s unkept and overgrown, cracked asphalt and lacks lighting, which invites trash, illegal activity, and scared neighborhoods away.
- Maintain sidewalk, including encampment access to ensure pedestrians can use them – example – sidewalk in Bennett Valley near old senior center – of you can’t move the encampment, clear sidewalk and debris.
- Sidewalks in South Park – many are completely inaccessible if a person is using an assistive device, or stroller
- Lighting in South Park’s park, along with general upkeep, access and room for community gathering.
- Traffic impacts - Bus routes and systems, Emergency route.
- Mobility transport.
- Safe bike paths.
- Bancquea/sidewalk.
- Travel speed.
- Transit hubs – what are plans for new transit hubs in the east; a lot of north/south, but not much east/west. It is difficult to get from Oakmont to SMART.
- What are the details of planned Highway 12 widening?
- Oakmont wants to retain small town feel, not large retail or convenience stores

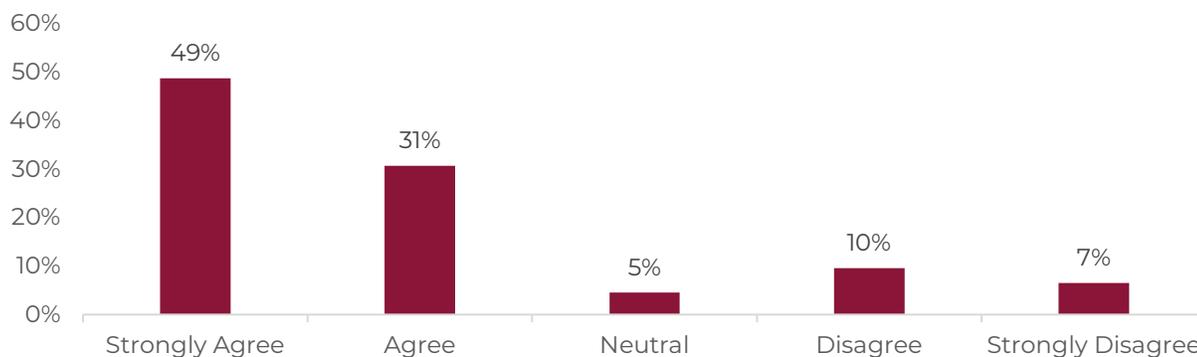
- Need to maximize utility of pavement we have.
- Synchronize traffic lights.
- We don't need to worry getting people out of cars, the industry will take care of that.
- Gas station ban isn't right, we will still need gas stations in 20 years, green grand standing.
- Protected bike lanes and carbon neutrality goals: The preferred alternative sets a carbon neutrality goal by 2030. Passenger cars and trucks remain Santa Rosa's largest source of emissions, the sum of which has barely changed since 1990. According to the California Air Resources Control Board, electrification alone is insufficient to meet California's emissions goals, so an overall reduction in vehicle miles traveled is also necessary. Today, just 1.6% of all trips in Santa Rosa are taken by bike, despite 25% of all trips being less than 2 miles. This is largely an infrastructure problem stemming from Santa Rosa's near total lack of Class IV protected bike lanes. The preferred alternative identifies specific road widening and diet projects, and specific future rapid bus routes. For bikes, the preferred alternative only identifies intersections for safety improvements. These improvements are necessary but insufficient for inducing bike demand. To meet the city's emissions targets, the General Plan should identify specific projects and pathways for connecting neighborhoods with commercial and recreational destinations via Class IV protected lanes.
- Achieving carbon neutrality by 2030 isn't possible so long as bikes continue making up just 1.6% of all trips (much lower than comparable San Luis Obispo or Davis, let alone Amsterdam). However, the increased bike connections appear to be just for intersections. Increased safety at intersections is necessary but insufficient for inducing the bike demand needed to achieve the carbon neutrality goal. We need protected corridors to connect residential neighborhoods and commercial centers, parks, and SMART. The preferred alternative identifies specific roads for expansions and diets, as well as future rapid bus routes. Yet protected bike lanes continue to be overlooked. Why?
- POavimentacion nueva de cemento las otras se danan mas pronto.
- I am a volunteer board member on the Sonoma County Bicycle Coalition with a strong interest in mobility in the form of active transportation. You indicated that the General Plan Update uses broad language with regard to bicycle/pedestrian infrastructure. You noted that I could send you important, more specific language that describes needs and wants of the Santa Rosa Bike/Ped Community that you could discuss with traffic planners to potentially use in their specific language that is consistent with the SR General Plan Update. I have informed the founders of Bikeable Santa Rosa to attend the Saturday meeting to perhaps ask questions and add context to the vision of a livable community that will adapt to the challenges of Climate Change moving forward. As you imagine Santa Rosa with more urban housing and pods in various neighborhoods it's imperative that we create a vibrant, livable city centered around active transpiration mobility. Only 2-5% of Santa Rosa citizens use existing bike paths. Surveys reveal that 50% of the respondents said they would ride their bikes or walk to work, shop and other services if they felt safe. 60% of vehicle trips in Santa Rosa are 5 miles or less. We can do much better than this. Imagine: Safe, protected bike/ped networks connecting neighborhoods in Santa Rosa to their daily needs. Providing separated, Class 4, bike networks starting with 2 north-south and 2 east-west to connect to downtown. Build it and they will come. Small bike/ped improvement projects need to be done in the context of connecting to networks. Bike security infrastructure once one reaches their

destination. We can learn from other cities in the US and in particular Europe about active transportation (Bike/Ped et al) for more livable cities that are less vehicle centric. City Thread (a consulting firm involved with active transportation) in Boulder Colorado has expedited Bike/Ped projects in Austin, New Orleans, Denver, Providence and Pittsburgh.

- The plan needs to recognize the important role that Low Stress Protected Bike Lanes will play in equity, safety, and carbon reduction. The problem with current bike lanes is that they have no barrier between cars and bicycles. The odds of surviving a collision with a car going even 35 mph are very slim, and most people (about 90% of us) rightfully do not want to use this type of lane. That is why Santa Rosa needs to prioritize the construction of low stress protected bike lanes (Class IV) instead of the near useless Class II. The strategy of building protected bike lanes has paid off handsomely for cities such as Copenhagen, where 62% of trips use bicycles instead of cars. Our streets should be multi-modal and serve all citizens, not just the ones who can afford a car and are not too young or old to drive. When cycling is safe and low stress it becomes an option for all age groups and abilities.
- I also want to point out that half of all car trips in the United States are less than three miles long. Protected bikeways are probably the most cost-effective strategy of reducing Vehicle Miles Driven -- and cutting greenhouse gas pollution. They don't require new streets or expensive infrastructure, just a reshuffling of priorities. We should recognize that equitable clean transit, free and open to all, is more important than providing car storage.

Section 3: Resilience and Safety

Q4: To what extent do you agree with avoiding increased development in areas at highest risk of wildfire? N = 199



Additional Comments and Feedback

- Important to consider but we can also look at fire-safe development materials and tactics. No one thought Coffey Park would burn, and it's still outside the WUI shown on the map. We need to develop anyway and I worry that people will use it as an excuse to not build anything.
- Decreases the trees and bushes not the homes. Log responsibly

- I can't even understand why Fountain Grove was rebuilt. It was smacked by a fire in 1964 and 2017. That's 2x in my lifetime. It will happen again.
- I am very concerned about any new development including building of new houses and apartments in the high-risk areas. The evacuation routes are limited. If more homes and apartment buildings are built it will make things even more dangerous when trying to evacuate.
- Do not put housing on Chanate (old Community Hospital) property. Not safe to have that many people trying to evacuate should we have another fire in NE Santa Rosa.
- Santa Rosa proper is not in danger of major wildfire the eastside is and building in the WUI should be limited.
- The safety for the people it isn't just increase of wildfires but for the city as a whole including crime rates in the Roseland District and the Highway 12 in the Rincon Valley area with the speeding. This isn't a race or doing shows at all. People get hurt and the people of this city don't follow the damn rules with pedestrians who use the walk signs around here at all.
- Peligro de muertes y personas affected as.
- We also learned that traditional wildfire areas are expanded to anywhere within the city.
- If any development does occur in these areas, developers need to be held accountable for making resilient buildings and landscaping that accommodate quick evacuation of people, vehicles, and property.
- 100% fire resistant native plant landscaping and other home hardening techniques should be mandatory for all new buildings.
- I wonder if expanding Highway 12 will make the road more dangerous.
- underground utilities, systematic control of dry brush, dead trees.
- The plan for affordable housing near the old Hilton site, old Journeys End and Chanate areas is terrible! They already have inherent problems due to earthquake faults and traffic congestion near Mendocino Ave and FG Pkwy!! Dangerous to add more high density housing! Very difficult to escape from a wildfire!
- A viable alternative to avoiding increased development would be encouraging development with non-combustible steel and concrete housing emphasizing reduced vegetation fire breaks and prohibiting wooden fencing.
- Current development at Summerfield / HOEN needs to STOP. Please.
- We have inadequate evacuation routes available in existing areas and to add to that by more development is irresponsible and dangerous. Plus many areas such as Bennett Valley Road need to have the tree/brush growth that overhang it and abut it, cleared up so it is less hazardous & will be usable for an evacuation route. As it is now, it poses a severe hazard for those who have to use it to evacuate if there is a fire.
- Negative. We are in a drought. Why now?

- Would like to see a better assessment of fire danger in the western and southern portions of the city and traffic impacts on Hwy 101 and Hwy 12 during an evacuation. Also would be good to see homes, neighborhoods (i.e landscaping) to be more fire resistant
- Insurance carriers won't cover risky areas.
- Not only better for humans, but better for nature.
- Concentrate development within already urbanized areas to promote infill and utilization of existing infrastructure.
- Infill housing and development is essential.
- Well i think if people are informed it should be fine.
- Debemos chicane el medio ambiente tambien y no invadir con construcciones
- It's a good idea. We've been lucky for a couple of years. But who knows how long that will last?
- The wildfire risk area should include a larger swath of Rincon Valley than what is shown
- Queremos que haya una zona de Evacuación y tener señales para evacuar
- More fire suppression efforts.
- As indicated earlier, those areas are very dangerous for the people living in them when wildfire threatens. Wildfires in these areas threaten not only the people and animals living there, but also those who assist with evacuations and with fighting the fires when they occur. Moreover, as stated in comments in the earlier section, evacuating from the more highly populated risk areas takes a very long time, increasing the potential danger to those trying to leave. The community should be fortified in all areas, and I don't see the reason in this instance to "especially" fortify equity priority communities. All at least moderately densely populated areas at highest risk of wildfire should be prioritized.
- Stop giving permits to build/rebuild in wildfire corridors.
- el costo de las rentas son muy elevados
- Keep wildlands wild, better to build up the inner city areas.
- Putting the multi-tenant housing in at St. Francis Shopping Center will make evacuating Rincon Valley (east of Calistoga) even more dangerous.
- Santa Rosa is already overcrowded. Any growth will increase danger in evacuation scenarios. Why do we need to add so many houses? Crime is increasing, roads are already crowded.
- This sounds like common sense.
- if people want to build then let them build.
- A fire could start at any place. I don't think there is a high-risk area.

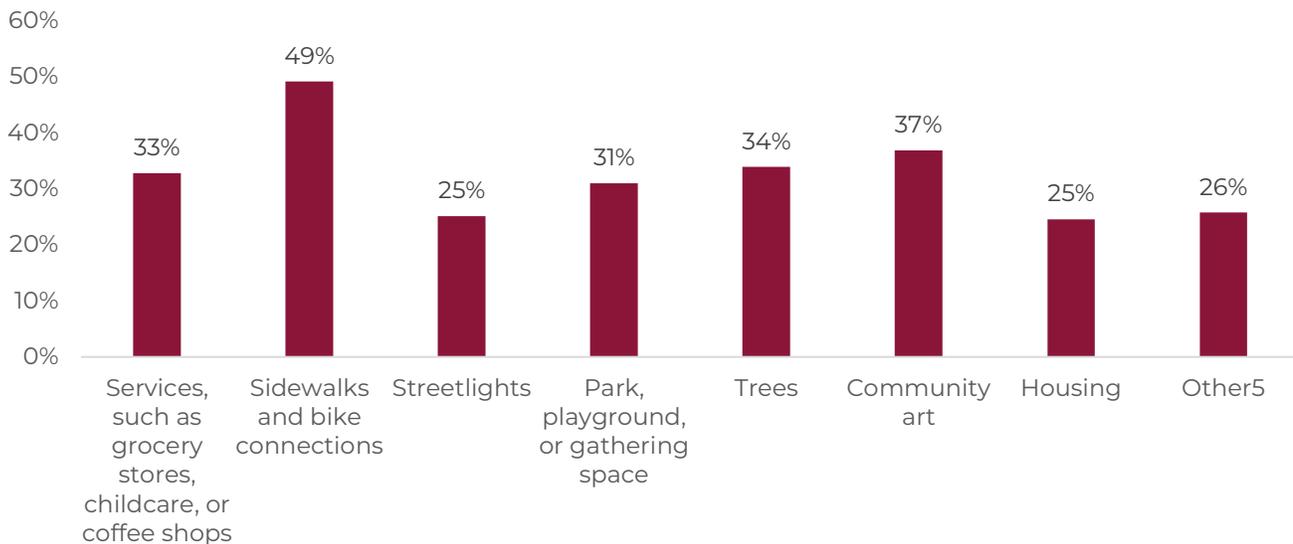
- In order to support growth in Santa Rosa infill will be needed, and distributed equitably. Santa Rosa should severely limit or prohibit AirBnB-style home rentals. These remove viable housing from the market, drive up housing prices and contributes to our homelessness issues.
- Mitigation of these fires areas can be done. So far two years in a row no fires.
- I completely agree not to develop more in fire zones, but am curious about stopping the "danger zone" just south of Melita. A fire surging down the hill from Annadale will most certainly impact Montgomery Dr/Melita/Los Alamos, etc. Not sure why that area is spared the risk of danger.
- Developing the Chanate property goes against most of these alternative initiatives. Please stop additional retail there, additional residential there, additional traffic there, and the possibility of fire disaster there.
- Cut brush and grass back every year. No tunnel effect.
- Safety is a primary concern, development in high risk areas should be closely evaluated.
- Yet you want to develop the chanate campus, your so [REDACTED] backwards.. nightmare city, nice job OES night of tubbs, you killed people by not warning us . Lame lame lamest city ever ever.
- Advise of the risk, but let people develop where they want.
- It's important that this is codified and VERY HARD TO CHANGE or override.
- City needs to improve existing footprint, maintain what exists, eg. roads, parks, schools before embarking on such grandiose plans of expansion!
- Grants to harden houses already in wildfire areas.
- How interesting that the nicest/ most expensive areas in SR need to be protected from wildfire - but less expensive areas don't have to be protected from overcrowding and ghetto-ish blight/development.
- Do not need to limit development. Find a way to make it safer for all (new and existing).
- no brainer. Bring in indigenous groups to help our city manage the vegetation. Traditional Ecological Knowledge has quickly gotten lost for the majority of us, let's find a way to synthesize this with our Western ways of managing (or not managing) the land and certainly NOT build where the fires traditionally burn.
- Specific areas within the WUI should be availed to propose development proposal and be evaluated by specific location and ultimate threat.
- Those persons who build in known fuel paths after our last few fires I don't think the citizenry should supplement their firefighting as opposed to family homes. Just because it was there before the fire does not mean it should be built in that same location. Be smart.
- Areas considered for development should be evaluated on an individually based on safety and enhancement to surrounding communities.

- Again cons to this have not been presented. According the fire marshall, grazed grass lands are not the problem; rather the tree lined redges and treed ravines are the real issue with regards to fire abatment.
- Besides fountain grove area, we need housing for minimum wage earners who are essential to all of Santa Rosa. they worked thru the fires and pandemic to keep Santa Rosa going strong.
- Too broad a strock was taken here. Those areas which have previously been identified as "in the sphere of influence for annexation into the Cith of Santa Rosa" should be addressed individually and reviewed weighing benefits to risks.
- Any area formerly identified as "in the sphere of influence for annexation" should be reviewed in an individual basis to assess risk and benefit.
- Home hardening should be required for all new development
- Complete sidewalks must include street trees for shade and climate resilience
- Expand reduced impact fee to all areas of focus
- New building standards/WUI
- Zoning changes
- Rain catchment/permeable surfaces
- Mange water supply
- Permeable walkways all over
- Hardscaping
- Mucha gente mudando se al sur de Coffey Area hacia Roseland; y fuera del estada
- Rutas de evacuacion internas en los edificios
- Mas informacion sobre centros de resiliencia/area de reunion
- Central refugio permanente – entrenamientos, primeros auxilios
- Cables de luz entrados para evitar incendios
- Senalamiento de evacuacion en las calles' personas no saben
- Alarms/evacuation
- Concerned – water and the umber of units being built. How many units built in the last year?
- Will reduced rainfall impact new development? (what if more droughts happen?)
- Safety concerns – fires/evacuations, elephant in the room

- Channel Drive is a tinder box, need cooperation with the State and the County and the City to find opportunities for how to get out (evacuation)
- Top 3 priorities for Oakmont: Evacuation – need better evacuation; Fire department – need to increase coverage to Oakmont; Reinforce ability for solar
- Wants Oakmont to be first fully sustainable community – fog nets, water harvesting, from fog, need this in SR/Oakmont
- Walking and cycling priorities: The preferred alternative identifies equity priority communities for safe, comfortable, convenient walking or wheeling (bikes, stroller wheelchairs) yet identifies no Class IV protected bikeway projects (see above).
- Small scale urban agriculture: Urban agriculture should not be “incentivized” over other land uses, especially housing. Discussions about creating incentives for urban agriculture should be held as part of a holistic look at available land for community spaces, such as parks and playgrounds.
- Algunas camaras de seguridad donde hay mas personas para mayor seguridad en las jonecitas.

Section 4: Equity and Health

Q5: What, if anything, is missing where you live to make it more equitable and/or healthy? Check all that apply. N = 171



Additional Comments and Feedback

- Single dwelling 3-4 residential homes affordable.
- Grace Tract neighborhood where I live needs roads repaired and some sidewalks improved.

- More police officers and mental health for all.
- Ensure the neighborhood parks are clean and safe. People on Nextdoor indicate they are cleaning up and doing maintenance at the local park. Seems like the city should be responsible.
- Put another skateboard park in the Rincon Valley area for the youth at least. For the summer, add another swimming area besides near the JC, the Finley Community Centers, usage of the YMCA for swimmers.
- Are glen yo-yos En la calle sur rey.
- Small clinics that serve populations/dense housing need to added into the design such that effective access is assured.
- Downtown has no access to goods and services necessary for households without driving or sending for delivery outside of the neighborhood. Restaurants and retail are great, but we desperately need an affordable market, pharmacy, and hardware store. There are so many vacant lots and buildings. And the mall is a postmodern-brutalist nightmare complex and a total waste of space for the people who live around it.
- Santa Rosa is losing its livability and sense of space. We need human scaled development; I dare planners to try and walk, bike, and bus for a week to see what needs to change to make SR equitable.
- I am interested in seeing development in reducing food insecurity, food deserts, increasing medical related resources, development in hospital space, urgent care centers, clinics, and teen clinics
- Move Boden's asphalt plant ASAP. Tired of asphalt dust coming off that mountain of used asphalt. Tried of the toxic smell. This should be 3 maps. I'm sure these criteria overlap.
- By having ADA safe crossings at Creek trails, we encourage, ADA, pedestrian and bicycle traffic, without expanding roads, better linking the southern and northern parts of the city.
- Less car traffic (aka less people).
- Pavement, not asphalt cobblestones.
- The city needs to start maintaining the sidewalks so they are clear of weed growth and debris. In the past the city did help keep the sidewalks clear. The city also helped maintain areas at corners/intersections for sight visibility for drivers. These days there is no such matinenance and it is implied that residents/property owners are supposed to know they have to maintain everything themselves. Unfortunately most people don't know this & many do not have the ability to do this maintenance. The city overall looks TERRIBLE. It is very disheartening.
- Making our median strips throughout the city more beautiful. Landscaping and trash removal
- The dog parks in Sonoma county are embarrassing! Travel around the US and you will see beautiful dog parks. The ones in Santa Rosa are just dirt with ugly fences.
- Housing the homeless would make walking my neighborhood safer and nicer.

- Service will need to include homeless services, supportive services for people with disabilities, mental health issues, substances issues and services for seniors. Housing must be affordable for those in the very and extremely low income categories as well be accessible for people with disabilities and seniors. Transit in the areas with the most poverty is needed and needs to run frequently and be reliable as car usage is less likely in these areas, ideally fares are reduced as well.
- A community center like Bayer Farms or Finley Center.
- Oakmont is fortunate enough to really need nothing.
- I live on Karen Way, off of Vallejo, so most amenities are close by. It would be a sweet bonus to have some art projects--maybe fanciful painted benches for the many elderly walkers in our neighborhood to rest on?
- road maintenance. As a cyclist, we have some of the worst roads. Potholes, barriers near intersections on narrow side streets and uneven pavement create hazards for joggers, walkers, cyclists, drivers and parked vehicles.
- Sidewalk repairs along Bush St in conjunction with water meter replacements happened in 2013 and yet sidewalks with more than 1" change in elevation (trip hazards) have still not been fixed. RVs parked along Maple South A ST are a continuing traffic hazard.
- Ideally, I would like to have bike lanes on the Scandinavian model.
- We desperately need a grocery store or small corner grocery mart in the West End near railroad square. The sidewalks around railroad square are comically small when taking utility poles into account. I often have to step into the street to navigate my kids' stroller. There are no protected bike lanes anywhere, that's why almost nobody bikes, even people who would otherwise want to.
- More community involvement
- Restrooms and hand washing/hydration at ALL neighborhood parks
- Bicycle infrastructure.
- The ability for the strip shopping centers to build housing and office space on top of their retail space
- No Corten los arboles en tie post details calor va ester mas caliente
- Better security and protection from homeless people. Cleaning crews to pick the mountains of garbage the homeless leave behind
- More services for homeless
- Under services, SW Santa Rosa specifically needs a community health center, a community center, resilience hub, a micro-grid alternative, more native flora (milkweed, madrone trees, etc).
- semaforo

- Lineas peatonales
- pintar de rojo las entradas y salida para evitar bloqueo de los hidrantes de agua para los bomberos.reparacion de la callesouth avenue 400
- remover a los homeless de las calles, hay muchas drogas y no es un ambiente saludable para nuestros hijos
- semaforos en yulupa ave. librerias publicas
- City fairly enforcing Code Violations of commercial businesses unlawfully conducted within Residential Neighborhoods.
- I live on the edge of santa rosa. Every piece of land that is covered by any new construction will probably reduce my chances of having long term underground water use.
- Lower taxes and less government regulations
- too many empty stores
- I live in the top 25% below poverty area. Less crime, gangs, homeless people. I don't think any of the above options help with any of these issues.
- More pickleball courts.
- If the city side walks were maintained properly, then my Boss would not currently be being sued by some idiot pedestrian who tripped. Its best and safest for us all to get out and walk in our neighborhoods and meet our neighbors. But if the streetlights are out, or not enough of them, and the sidewalks are raised and cracked and falling apart. IT IS DANGEROUS to everyones health and well being. Why not fix what we have before coming up with new crazy ideas and building new roads and pedestrian access points. Just make what we have safe first.
- Traffic control and noise control are pitifully poor in the Coffee Park area..
- Fewer vacation rental homes
- No place to get groceries in the downtown core. Need easier, safer access between downtown and Railroad Square.
- An express bus route between Fulton and County Center arriving at County Center prior to 8am.
- Have our local roads paved more frequently to reflect usage especially Calistoga Road.
- An electric van or something like that would be fantastic up and down Highway 12 from Oakmont, stopping along the way. In Daly City in 1958, my mother and I would catch the "Jitney" that arrived on the 1/2 hour every day and pay a nominal fee to ride to the shopping center and back. NOT a huge bus! Just a small van that was easy to catch and cheap to use. This prevented her from taking the station wagon. We only had to walk one block home from the stop. Opportunities like this up and down Highway 12 and Mendocino seem a benefit.
- Maintained open spaces, medians and backons

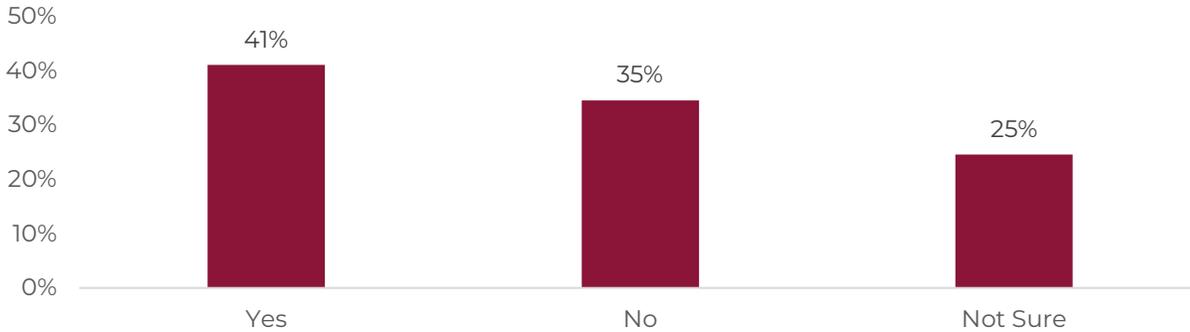
- Public transportation north of Piner Rd
- SIDEWALKS DOWNTOWN NEED REPAIR OR REPLACEMENT
- Stop building on every empty lot, build out SR Ave, Stony point, Fulton... stop filling every open space in SR, leave Chanate campus alone... green belts not concretely jungles and why we have to build so much growth limits not growth explosion
- Quit spending all our money on LOW INCOME housing.
- The DSASP area is a grocery desert. There is not any major grocery stores within walking distance of any new proposed areas of new housing in the ADSASP.
- City needs to develop more services for senior and disabled persons.
- districts, main streets, public promenades where local businesses are incentivized to start and stay. No more big box, extractive-based big businesses. We need Santa Rosa to be small-business friendly!
- I live in Larkfield/Mark West area on Quietwater and would love a sidewalk to connect Quietwater to the Larkfield neighborhood.
- water resources
- The City does not have street tree crew nor active program to plant and maintain street trees in older neighborhoods nor to maintain street trees that developers are required to plant in new neighborhoods. The urban forest cannot survive it grow without a City street tree crew
- Miscreants and bad actors move into quote unquote grocery store parking lots and into stores. FoodMaxx and their customers suffer the consequences of inaction. Inaction every time homeless move into the Joe Rhododendron trail. You FOIST this community issue on grocery stores and customers. Shame.
- Housing for workers earning minimum wages. Most are essential workers and worked thru the fires and pandemic. They deserve housing in their price range.
- make parks safe and clear of indigent people with mental issues which scares kids and families off.
- A community center would be wonderful!
- The map does not show Roseland Creek Primary or Middle School on Burbank Avenue.
- I live on Bush Street, near downtown and while there are sidewalks (poorly maintained!) It is quite dangerous to try to ride a bicycle anywhere from where I am.
- Impacts from COVID landlord decisions without speaking with resident
- Identity theft
- Personal safety

- Pet management
- Trusting city organizations
- Community garden establishments and grassroots neighborhood revitalization is discouraged by current city policy and “official channels”. Removing the necessity of going through city channels would increase community involvement 10x!
- Sonoma County Bus 30 keep it that way
- Coordinate traffic lights efficiently
- Who represented community where I can submit a reverse home title be identity theft while I was (m como?) for COVID 19
- There is definitely a sewer problem on the bridge nearest to the St. Joseph’s Hospital. The Italian restaurant on the southwest side is dumping raw sewage!
- “B” Street is dumping raw sewage down by Fish Park.
- Free English & Spanish courses
- Need senior center/services on east side
- Hospital bed space/capacity increases
- Multicultural center
- No police substations near parks
- Swim center in southwest
- Big White/Brown Divide in schools
- Diversity improving
- New parks integrated into new development
- Problemas en las escuelas
- Diferentes tacticas policiacas
- Con menos violencia
- Mas entrenamiento
- Estructuras de sombra para areas de juego
- Peliculas en parques
- Muchas restricciones en viviendas de bajos ingresos
- Mejorar calles/infraestructura en zonas de bajos ingresos

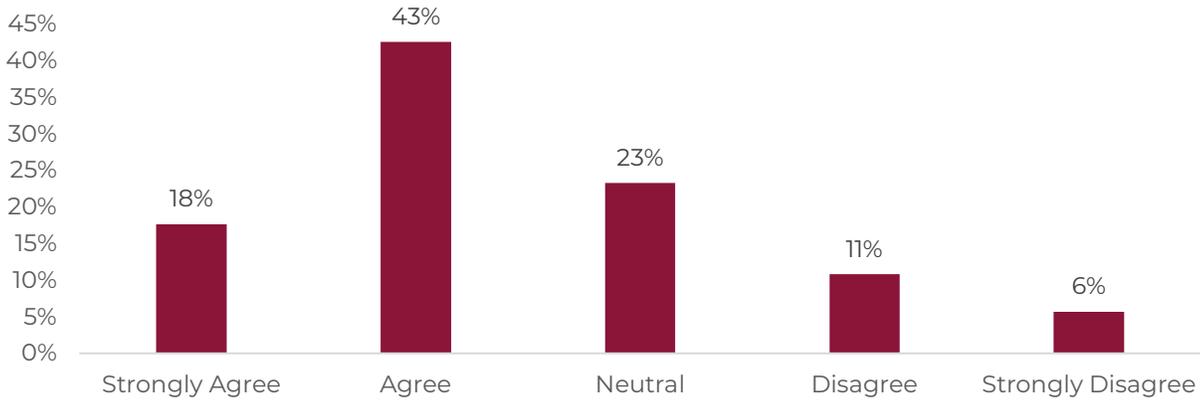
- More programs - Cultural (dance/music), Art (education), Library/school, School improvements, Scholarships, Financial assistant
- Equity
- SRPD/Sherriff training and different tactics
- Equity
- Trade schools
- Access to green and parks spaces
- More lighting (MLK Park)
- Robles + Mooreland
- Need for affordable housing
- Loss of teachers, unable to recruit, need very low options
- Just pointing out you again include “Equity priority communities for safe, comfy, convenient walking or wheeling (bikes, stroller, wheelchair)” but provide no protected bike lane goals.
- When you say “Incentivize” small-scale urban agriculture, what does that mean?

Section 5: Preferred Alternative Diagram

Q6: Did you provide input on the three alternatives in the previous phase of the project? N = 200



Q7: Now that you have considered the various aspects of the Preferred Alternative, to what extent does this reflect your vision for the future of Santa Rosa? N = 174



Q8: Do you have any other comments about the Preferred Alternative, including the identified Areas of Change or transportation improvements? N:72

- Bikes should be on paths not our streets or country streets.
- Stop building houses until we have the water and infrastructure to support additional people living here!
- Unsure if the plan addresses homelessness and substance abuse for legal and illegal drugs.
- Figure out the homeless issue before all of this
- We need to keep parks and downtown areas safe and comfortable for families. Vagrants are making that challenging.
- Nope not at the moment.
- ThNk you for the work and commitment to developing an equitable and sustainable SR
- Please discourage more luxury single family housing that no one can afford. They just sit vacant for years before a buyer moves in from another county/state. That does nothing for our housing crisis and it's sickening to think of the wasted opportunity that could benefit established sonoma county and Santa Rosa residents.
- There has been little to no discussion of climate adaptation and resilience, the City's role as a WUI city in biodiversity conservation. City character needs to be considered in development in the context of the city as a tourist hub; development needs to hold our historic WUI character so we still attract tourists (who wants to go on a vacation in wine county and end up staying in a place that looks like any other city?). Designs using historically appropriate architectural features (modern arts and crafts, etc) are needed. The design review board needs to be much more stringent.
- I like the improvements for biking and pedestrians, and I hope even more of those will be considered!
- We need more recreation. A lot of issues with the youth would be addressed if we just had more recreation around town. Current main issues include illegal congregations, sideshows, gang participation, youth getting into other illegal activities. We need to develop more recreation for issues like these.
- I did not see the bus system integrating with other transportation systems. I want to feel safer. Anything I leave outside is in danger of being stolen. Lost Christmas decorations so stopped. General plan keeps changing what YOU want my neighborhood to be. I think it should stay a neighborhood. New developments need more parking. Simply not giving them onsite parking will not make them give up their multiple vehicles.
- I would hope to encourage shifting from cars to bicycles by emphasizing reduced speed limits on all city streets with the exception of designated state and federal highways
- I'm not seeing direct reference to addressing homelessness or climate change or how more trees, less temperature, etc., are these include it in one of the higher levels above?

- We should not be adding all the apartments because we are in a DROUGHT and all the new apartments lead to increased car traffic and parking issues. Many mine cars park in front of existing houses in the area. This is very bad!
- I appreciate the City's leadership on this, including the acceleration of a revised general plan. My compliments to those who've worked on this project.
- Dedicated right turn only lanes would be a bonus
- Keep Fourth Street two lanes all the way!
- Improved electrical infrastructure for the Piner & Yulupa & Corridors
- Am strongly in favor of all measures to reduce single occupancy vehicle traffic in Santa Rosa
- Emphasis should be on elements of Alternative 2 while continuing to promote downtown high density projects close to public transportation.
- Overall, this preferred alternative represents a big step in the right direction. However, it risks becoming a dead letter without changes to really maximize development around the existing SMART train stations, deprioritizes development in car-dependent areas not likely to have train service in the near future, and makes specific commitments for protected bike infrastructure.
- They should have more city bus stops
- I hope the focus on "building up not out" continues, especially in the downtown areas
- We also need to house people, provide access to health services, make our communities more walkable, reduce our police force in favor of education, mental health, and health and housing
- Martin Luther Kind park needs streetlights at the south end. It is a crime magnet. We need safety features, lighting on Newhall Bike path and maybe more dots in the intersections. bike paths and more for South Park kids at our park!
- I agree with the equity emphasis for the most part, but as indicated earlier, safety--for instance in areas of highest wildfire risk--should be a priority concern for all areas of the city. Likewise, gaps in the sidewalk and pedestrian communities should be addressed in all areas of the city to help address the goal of achieving carbon neutrality and overall community health. In implementing its vision, city planners must remember that the population is aging and old people are among those who should be considered when equity is addressed.
- 24,000 housing units!!! Will there be any green space left???
- 3,400 individuals out of 180K+ is too small of a number for this plan to be complete. Please do more active outreach.
- How can we plan for further development when there isn't enough water already?
- No
- no

- Better Bike paths that are parallel to the freeways and free of homeless camps would be great
- Stop building on every piece of open land. Open space is beautiful and necessary for the environment. We have one earth.
- I strongly agree with more urban-minded development, including taller buildings with more apartments adding desperately needed housing (hopefully more affordable housing) and mixed use development providing more spaces and opportunities for culture to thrive. I support a plan that is well-thought out with attractive long-lasting design and flow, that includes a vision for sustainable, vibrant and diverse Santa Rosa. It sounds like the City is on the right track. Side note - It would be wonderful to reconnect the two sides of downtown that are divided by the mall and the freeway.
- the city use to be better
- No
- Thank you for letting me share my input!
- Equity should focus on all disadvantaged populations not just racial. Need to focus on disabled, veterans, seniors whose populations are growing. They do not drive always and may not be able to take paratransit or afford the bus/SMART..
- Seems to be alot about bikes and infill of urban areas, and not as much about water needs, and wildfire safety as I would wish. Best way to get people downtown is to make them want to be there in the first place. Not to make it easier to get there on a bus! The bus comes later. First you have to have shops and grocery stores and restaurants and parking etc. Get people there. Then work on weaning them off a car and riding a bus. I already live in walking distance (on purpose!) so better bus schedules are useless to me, but really the plan should include making the downtown vibrant and not full of homeless. The square is starting to smell like San Francisco, like pee! Thats keeping people away more than a bus ride.
- Get rid of the damn train -- it's WAY TOO NOISY
- We need access to safe, non-motorized transportation corridors. Downtown needs to codify parklets, but make them aesthetically pleasing and of a unified look, Thank you for this opportunity to give input
- Given that the document is defining our future out to 2040, the Preferred Alternative fails to show how we will achieve our goals to reduce vehicles miles traveled and increase active modes of transportation. The Preferred Alternative should be revised to incorporate a safe and low stress bicycle network that connects the entire city and thus providing a viable alternative to driving.
- Please provide an Express Bus Service between Fulton arriving Directly at County Center, arriving prior to 8am.
- None
- I still don't feel that I know enough, as I'm not an urban planning professional. Instinct is untrustworthy. An effort to curb 2nd homes for generating income seems reasonable, as there

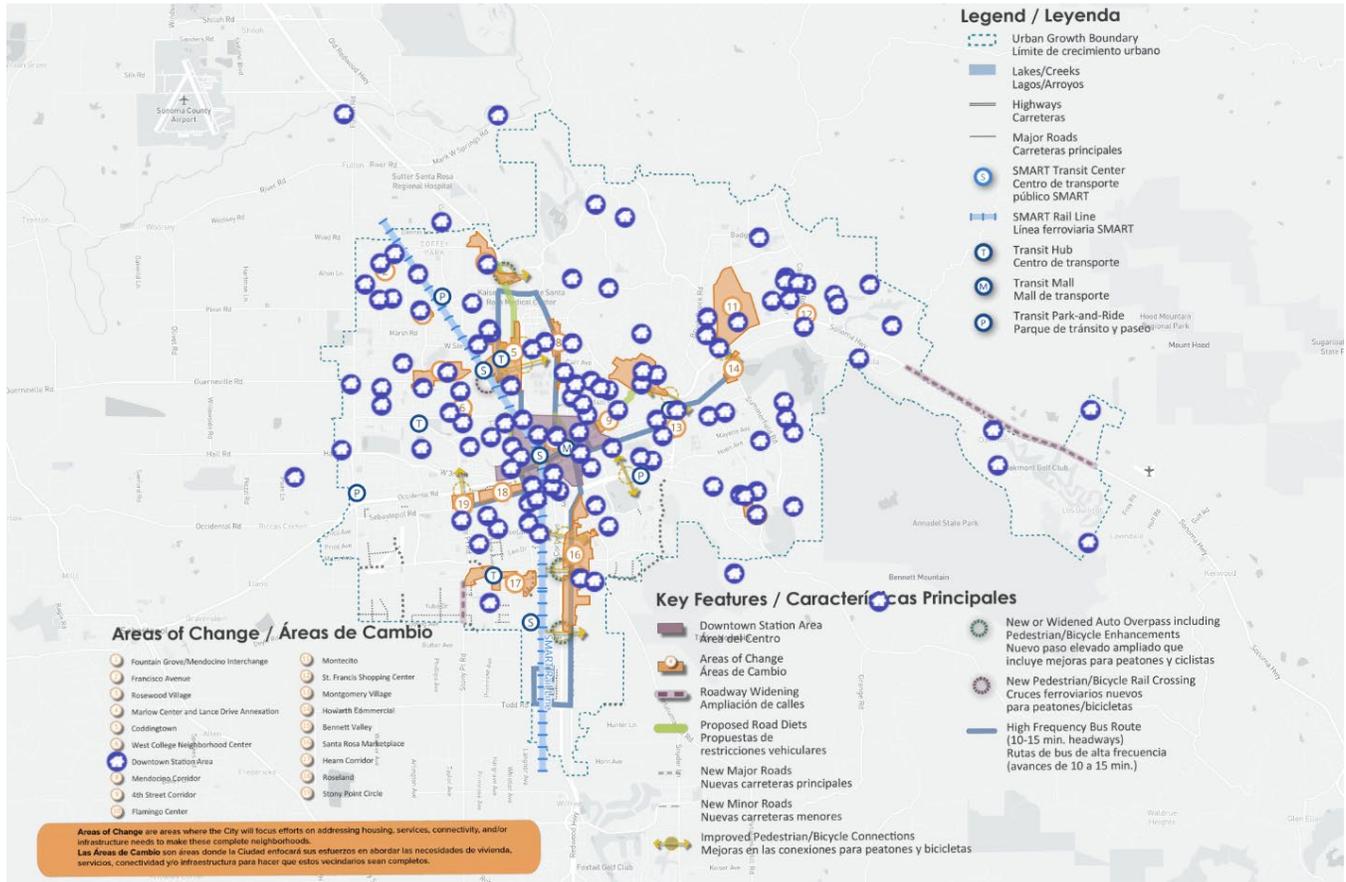
are houses taken off the market for profit instead of family safety and health. Solving the conundrum of affordable housing plus profit in development is a huge question for the 21st Century. No city can curb greed. Providing some alternative gain for reducing profit helps the cultural environment but I don't know enough to suggest solutions.

- This is excellent work and very future oriented. Sadly, the inclusion of this amount of additional retail is backwards oriented. We are over developed already and physical retail continues to decline. Carve the enormous retail growth out of the plan and this is a near-perfect plan!!!
- I need to see bigger maps to really consider the change areas.
- it is time to implement and not another 10 years of study. unlike RP, SR dithers and not act
- City bus Norh of Piner Rd. Fulton and Francisco Ave
- Thank you for giving us the opportunity to easily share our opinions!
- Just keep it simple santa rosa. Please, Whatever happened to the \$40000 we paid for the horn of plenty logo that never went anywhere? You ██████ed up court house square, you've killed the down town vibe, you want SR to be SF's bedroom community. Transportation? Fix 12, fix 101, light rail east and west to places that matter. If you're going to add 20,000 people fix the damn roads fool.
- Quit spending so much money on LOW INCOME housing.
- Affordable housing needs to be a higher priority over higher unbuildable higher density. Construction cost of high density exceeds potential of rental rates in Santa Rosa and Sonoma County.
- Only lived here 8 years. Love the diversity and friendliness of the Bellevue Ranch neighborhood.
- When I compare Santa Rosa to say my "other" town Healdsburg it is like a dying entity. The City square is a cement, dead block. The downtown is full of empty abandoned buildings, parks in disrepair, the roads are horrible, schools are dropping in attendance. We need to fix what we have not embark on such expansionism.
- Need more housing near SMART and downtown. Not sure what the solution is, but I worry that the WUI neighborhoods that are already historically white and wealthy (fountaingrove, rincón valley) will become more so while affordable housing is concentrated in other areas, exacerbating economic and racial segregation in Santa Rosa.
- Much SMALLER apt buildings more widely spread out - including some in Fountaingrove, near McDonald Ave area, near outer Rincon Valley,
- Increased amount of protected bike lanes. Regular maintenance on current bike ways, such as trimming of vegetation.
- Please continue to do strong outreach and community engagement!!!

- The decision made in the 70's/80's to take out historic buildings and replace with the mall, parking lots, ugly government buildings, and sending SR Creek underground destroyed the downtown vibe and hence many opportunities for local businesses. This must be kept in mind as we build main streets, transit-oriented (and all other) developments. Prioritize pedestrian spaces, allow easy access via public transit and bikes, and continue to allow local neighborhoods to a legitimate voice on local neighborhood decisions.
- I am concerned about the lack of a City street tree program and crew! Right now trees are only dealt with in emergencies! We need to green the City to fight climate change!
- Stop trying to raise taxes to pay for "Police" or other services. It just comes across as greedy. Sure your plans may be nice but the cities inability to turn on a dime and dial things back during financial downturns, it means you are insensitive to your own communities needs.
- Not at this time
- Urban growth boundaries were established for a reason, and in some cases much infrastructure has been developed to accommodate future housing development.ments
- Seems to focus changes in the more urbanized areas while preserving the more affluent areas
- Please pay attention to traffic in all areas. The SW area ahs a traffic problem now and the houses being built are not even on line yet. More housing on vacant lands may be easier for the City to develop but the traffic is not getting easier.
- I think maintaining and increasing native vegetation, and supporting wildlife should be a feature. The decline in insect life and loss of habitat from the fires is a critical factor for life in our state. See Doug Tallamy's books and online videos for how critical this is to human life as well. City should plant native trees wherever possible.
- more bike and pedestrian alternatives
- Overall I love where you're going with this, and the huge focus on equity.
- Alternative 2 should be preferred
- Utilization material contra incendios y organicos

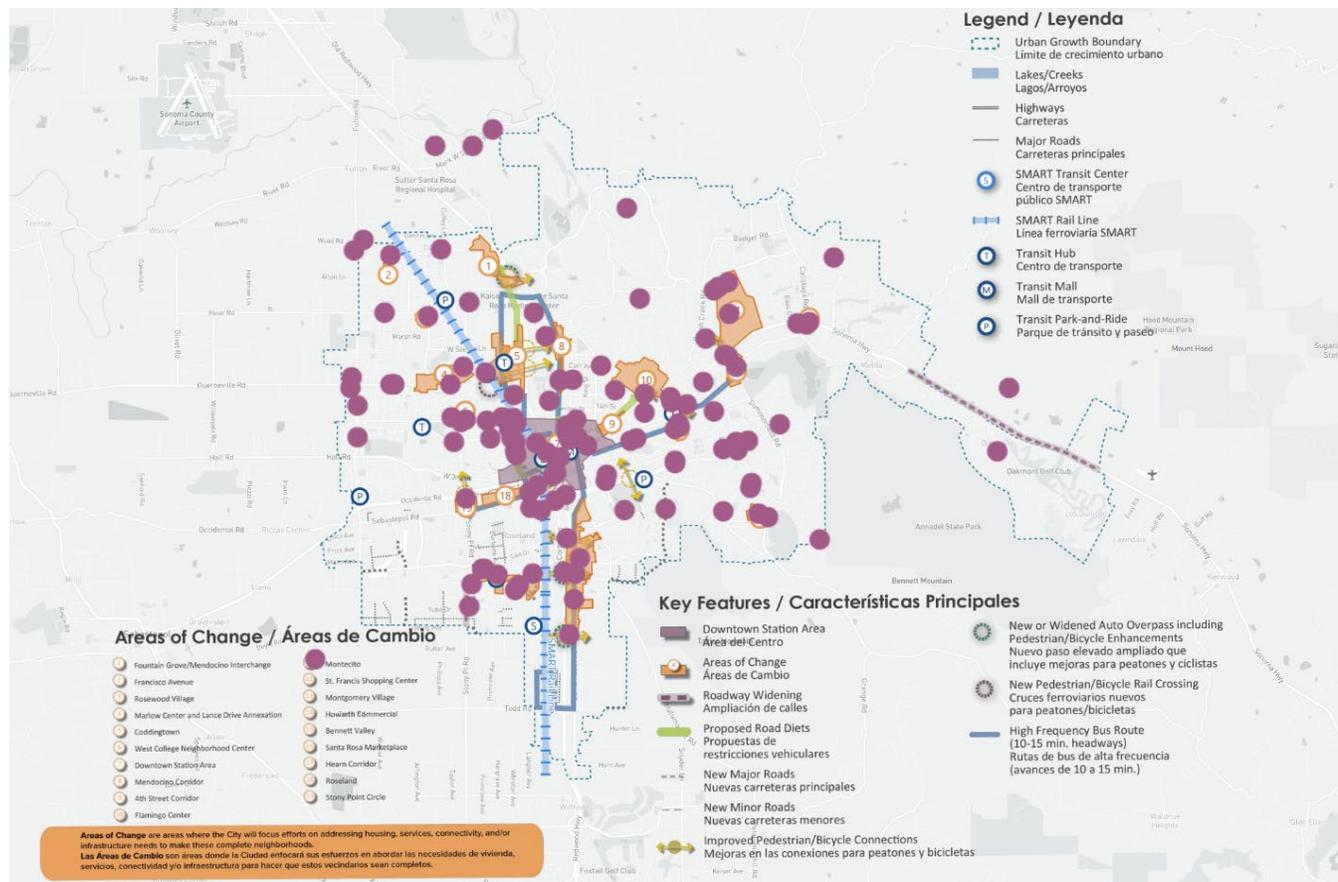
Q9: Approximately, where is your home?

The following map identifies the locations for where participants pinned their homes.



Q10: Are there any features you would modify or change on the draft Preferred Alternative to make it better meet your vision for Santa Rosa? Is there anything you would change about the Preferred Alternative, if so, why?

The following map identifies the locations of all map-based comments.



Downtown/Station Area

- Add sidewalk and bike lanes
- Sidewalks needed here for many local residents and parents
- Add pedestrian “flashing lights” in the roadway for the existing kids crosswalk in the middle of the soccer field
- Improve the pedestrian crossing with lights and signals
- Improve the pedestrian crossing with lights and signals
- Add a traffic light at the Safeway entrance crossing.
- Improve sidewalks
- Median by the major intersection on college to prevent illegal left turns against traffic
- Add red light ticketing cameras at the intersection of College and Dutton
- Better sightlines/lighting at wood bridge/hyatt rear side. This area is very attractive to crime, and I think it has a lot to do with how it was built. Wider bridge/more light/sightlines improved to seating area so pedestrians feel safe.
- If this is going to be a more pedestrian/bike safe crossing of the creek, the sidewalk will need to be wider (two people can not pass each other easily), and bike lanes might need to be marked. Additional enforcement of no parking on bridge or better signage?
- Maybe just remove this sitting area entirely? Or have Hyatt absorb it into their property. It is legitimately useless except for drug dealing, crime and camping.
- No road diet
- Thru traffic has already been disturbed enough by the reunification and the downtown core has not improved thanks to the reunification. So please do not also make the road skinnier. That will just make people like downtown even less than they already do. People walk all over downtown Sonoma and Petaluma, and they have much traffic, and much to do, and free parking. All that together is what makes people want to be downtown. Not riding a bus!
- close down Bodean Asphalt plant. It is a health hazard to this area
- continue hwy 12 to sonoma (approved in the 1950s)
- The speed of vehicle traffic in existing neighborhoods. Safe and connected bicycle access to all of Santa Rosa.

Northwestern Santa Rosa

- Is there a way to make this area pedestrian friendlier?
- Please add sidewalks and bike lanes
- Need safer bike lanes to smart train
- Sidewalks needed for school kids
- Open this road up to allow for evacuation
- Complete sidewalks here for safe walking to/from school and Coffey Park
- I would allow pedestrians to cross Stony Point Rd (east to west, west to east) at both the north and south sides of the intersection. There are too many of these pedestrian-unfriendly places in the city where we are encouraged to cross three times in order to cross once.
- West College Ave is a vital connection between neighborhoods in the Northwest and the rest of the city, but riding a bike or walking there is quite dangerous, with cars speeding despite half-hearted attempts to include bike lanes. Would love to a road diet and protected bike lanes
- Please provide an Express City Bus Route from Fulton Rd. directly to County Center arriving prior to 8am.
- Allow for this building to be up zoned to mixed use
- Allow for this building to be up zoned to mixed use
- Make all of gurnville rd walkable. Its dangerous and has no sidewalks in certain areas currently.
- This area is has some sidewalk gaps that need to be filled and more crosswalks are needed given that there are a few large apartment complexes
- make the downtown area more walkable, rollable, bikeable for all mobility levels same goes for other major hub areas in the city. A hub area is where there are multiple shops, restaurants, bars etc.
- ADA safe crossing for CreekTrail will promote more wheelchair, pedestrian and bicycle use to and from school, work, etc.
- ADA safe crossing for CreekTrail will promote more wheelchair, pedestrian and bicycle use to and from school, work, etc.
- I would not do the road widening, even though this affects me personally, because you will always need to expand more and more, there is no way to satisfy car use, and this does not align with your goal of reducing single used vehicles. More efforts put into pedestrian and bicycle and wheelchair. Safety will drive better behavior - pardon the pun.

- en esta area se requiere un cruce peatonal, ya que aqui hay un rio y es necesario un cruce peatonal

Northeastern Santa Rosa

- Traffic calming. Vehicles race at night. Speed humps needed.
- Widen streets. Biking too narrow.
- Help code enforcement for clean up post Tubbs fire and insure individuals clean up the remaining messes on their property. The city sounds like they have a good plan for FG Pkwy but sadly many people don't address the messy eyesores of their empty lots including graffiti and old broken foundations!
- Grocery store. The closest is FoodMaxx on Sebastopol (north) or Smart & Final (east)
- Every quadrant of the city should have a homeless shelter or sanctioned encampment.
- Affordable SRJC student housing would free up other rentals for families.
- I probably have more ideas but can't think of them now.
- Class IV bike lane on Mendocino to connect north neighborhoods to downtown because Class II lanes are only for the most fearless riders.
- The entire half mile radius from this station should be an area of change or you're not being serious.
- South of Hearn should be deprioritized. New development here will be sprawling and car dependent, even with bus rapid transit and protected bike lanes. SMART isn't anywhere close to expanding down here. Why are we prioritizing this area but not the area around the existing north SR SMART?
- Class IV bike lane on SR ave because Class II lanes are only for the most fearless riders.
- Need Class IV protected bike lanes from SMART to Anadel park. Anadel is a huge mountain bike destination. A protected bike lane will encourage people to make the entire visit by bike
- Sonoma Ave could easily incorporate a parking protected Class IV bike lane to connect half the city to Spring Lake with a safe and pleasant bike path.
- The west end is a food desert. Add a grocery store here to reduce VMTs.
- Expand the existing southbound Class II bikelane into a north/south bound class IV lane to connect the junior college and high school and surrounding neighborhoods and planned area of change to downtown.
- Just make it a priority to connect every area of change to the surrounding neighborhoods with parking-protected Class IV bike lanes.

- Incredibly dangerous intersection for cyclists. I ride my child to preschool along the Joe Radota trail here and see the ghost bike marking where one cyclist was killed. I have to be very careful. Please prioritize this.
- Sidewalks on both sides of the road to connect Quietwater with Larkfield.
- Park
- Sidewalks to connect Larkfield
- Humboldt Park should have a bathroom/water fountain. Also, separate bike lanes along Humboldt and elsewhere to increase rider safety (I realize this is unrealistic, but still).
- I would develop Youth Community Park as a nature center and a feature park like Howarth zoark on the east
- I would preserve Fremont Park as an historical site and add a playground theist fits the parks historical firm
- I would add a public pool to Southwest Community Park
- Firm plan is needed to protect historic. Neighborhoods and structures
- I would secure the entire Carillo Adobe site fir an historic park with restoration of the carillon ranch
- Replace the Fountaingrove Round BarnDangerous to bike/need bike lane
- Retreat from this area – park, bikes/mountains

Eastern Santa Rosa

- Build a shopping center not a bunch of apartments which will adversely impact this intersection. As it is, getting to the safeway and safely turning on Calistoga road or Hwy 12 is dangerous. more cars and people will make it worse. Worse in an evacuation. worse for the fire station to get to where they need to go. worse for parents to take their kids to school. worse for kids in the neighborhoods. Its inappropriate and irresponsible for the demographics and the critical infrastructure of the neighborhoods behind it.
- Thanks for recommending a ped/bike connection here. Both Farmers Lane and 4th Street are dangerous obstacles to anyone not in a car. Because of Highway 12, cars move especially fast, assuming they're still on a freeway vs. on a road through a neighborhood.
- Like the other priority ped/bike connections identified, this intersection is a dangerous bottleneck between preventing non-vehicle connection between several neighborhoods and preventing access to businesses and services. The underpass and various onramps/offramps make this intersection especially sketchy. And since the weekly farmers market moved from the Vets Hall to the shopping center on the south side of the 12, bikes and pedestrians have an especially difficult path there from most parts of the city.

- Would LOVE to see higher-density mixed-use development here, including smaller affordable housing options. I'm not sure how much wiggle room exists, given existing commercial footprint, but the addition of more housing would bring much-needed foot traffic to local businesses and, if the housing included affordable apartment units, would bring much needed diversity of housing options to a neighborhood that is primarily single-family houses that are out of reach of many working families. Lastly, any development here should aim for a more compact, walkable layout vs. the big box store / strip mall / drive-through design that prioritizes car commutes or passerby on highway 12.
- I see a lot housing units going up in this region and see it's prioritized on this map, which is a great first step towards diversifying uses of previously commercial-only zone. However, the existing ped/bike infrastructure won't provide the necessary layout for real neighborhoods. Perhaps a "main street" ideal is too lofty, given existing footprints, but the city should strive for anything that would make current and future residents of this area feel like they can go out and engage with their neighborhood without having to get into a car: widened sidewalks with trees, trails, smaller parks, bike lanes, anything that encourages businesses catering to a neighborhood vs. just the big box stores that exist there now. Lastly, we must ensure connectivity to the rest of the city, esp. over highway 12 and 101.
- Love that you're recommending improved bike/ped connection. Please make sure it includes more than a bike stripe, but that the crossing is something safe and welcoming: ask yourself whether you'd let your kid cross it. So many of these highway crossings are so uninviting that people only cross if they absolutely have to.
- Please make sure the incorporation of bike/ped infrastructure is safe, welcoming and integrated into existing paths so that people actually use it.
- Please make sure the incorporation of bike/ped infrastructure is safe, welcoming and integrated into existing paths so that people actually use it.
- This is one of the most vital yet dangerous intersections for bike transit.
- Mixed-use development here, in a way that smartly incorporates the existing bike path would not only make a really cool development but could also provide more eyes and activity on a section of the bike path that is often avoided because of drugs, encampments, and just the abandoned feel of it all
- The mall and highway here tragically divided our city, so it's great to see connectivity prioritized here. Aside from removing those two obstacles (unlikely), we should really get creative about building this connection: my proposal is you assemble a team of city planners, engineers, and artists and re-imagine how we can build an attractive, unique, welcoming, landmark-worthy corridor for ped/bikes between Railroad Square and downtown without demolishing the mall, highway or any roads (assuming those options aren't on the table, alas)
- The summerfield/montgomery/mission intersection is particularly sketchy for peds/bikes, especially given how important it is as a connector between neighborhoods, the park, bike trailheads and local businesses.
- There's a terrific ped/bike path that gets you only a few blocks from the grocery store and then suddenly you have to brave a sketchy stretch of Montecito to get you the rest of the way. Would love to see that last bit redeveloped so folks can get groceries on their bikes more

easily. (in fact, it'd be great to do an assessment of all grocery stores and determine whether the bike/ped infrastructure is adequate and find priority improvements that way.

- Important for the City to work with the County to insure control of development in the WUI next to Santa Rosa
- Improved bicycle connection to this end of Brush Creek Trail
- Can additional services/businesses be built here?
- Bicycle/PED bridge across creek
- Establish a park or open area along the eastern slopes of Rincon Valley. The public would benefit from more hiking trails and open space and funds could be directed to maintain the area for wildfire increased fire protection
- There isn't a CCTV cam for those who speed on the Highway 12 corridor.
- Need egress from Oakmont; move forward with road widening, and include bike/pedestrian trails
- What happened to the idea for the greenway here ?
- Access to bike lanes that actually connect to downtown and eastward, more frequent, dependable transit
- Dangerous Farmers/Montgomery intersection for cars and bikes and peds
- Make Sonoma Ave from Summerfield to SR Ave a class4 bikeway
- Dangerous Prince Greenway at dusk for bikes or peds due to lack of appropriate lighting and homeless gathering spot
- Chanate Road property should be limited in number of homes/residents/cars per household. Additional street for emergency exit should be created over the hill.
- Support and accelerate the Southeast Greenway implementation for bike/ped infrastructure
- selfishly, I would love a bike/walk path here that extends Calistoga Rd and connects to spring lake :) It adds ease of access to Spring Lake and Annadel for Rincon Valley Residents
- Was hoping for one of the mixed use zones here, adding more housing but also more businesses in Rincon Valley. Again, selfish desire since I live in this neighborhood. But adding too many homes is a concern here of course with traffic already being bad and Rincon valley residents heavily relying on cars.

Southeastern Santa Rosa

- se ocupa un semaforo
- se necesita luces y arreglar las banquetas
- libreria publica
- Put homeless housing in the area that has been vacant for over 60 years. The hwy12 extension that parallels Hoen Ave. You own the land now. If you don't then you are caving to the nimby folks.
- Areas such as this site that prove wildlife benefits, water quality benefits, and is a highly sensitive archeological site should have some sort of designation to allow for purchase and preservation with a conservation easement. Not sure how that would look without causing a "taking" from the current property owner. Some designation allowing for open space (not park which comes with associated infrastructure improvements) and maintenance of the land (clearing non-natives, trash, planting beneficial habitat) and just letting it be. The development capacity is limited given the archeological resources and creek setback. Help the property owner broker a deal with Ag & Open Space to simply put a conservation easement over it. If the City acquires, might even be able to get some riparian mitigation credits (or other habitat) to offset impacts from public works projects elsewhere.
- Here is another site for the category of "let it be and do its thing" land use (per my comments on the Montgomery site I already tagged). This one has no archeological resources that I am aware of, but the watershed, riparian habitat, and wildlife would certainly benefit from leaving it as open space. And the site is awkward for development! I'm sure in a more thorough investigation of the City's waterways and riparian areas, there are other suitable candidates for this idea of value to our city and environmental of not developing every single peice of land..
- Clear the roadway so that there is not overhanging trees and brush along this potential evacuation route which serves a large number of residents in Bennett Valley and Holland Heights
- Bennett Valley Road should have pedestrian and bicycle paths. It is an important link to downtown from BV and it's currently extremely dangerous for bikes and/or pedestrians.
- Quiero que pongan una luz de Hoen a Veteran's sobre Yulupa
- I am concerned about the new major road cutting off pedestrian access to the park and open space. I would rather see more walking and biking trails that easily connect the neighborhoods to these spaces rather than serving to further isolate them.
- The crossing of the trail right here is a huge barrier and safety concern. Should install a crosswalk and light beacon.
- The crossing of the trail right here is a huge barrier and safety concern. Should install a crosswalk and light beacon.
- Personal safety is a big issue in this area.
- I`d like to know about the Highway 12 Corridor from Farmers to Spring Lake

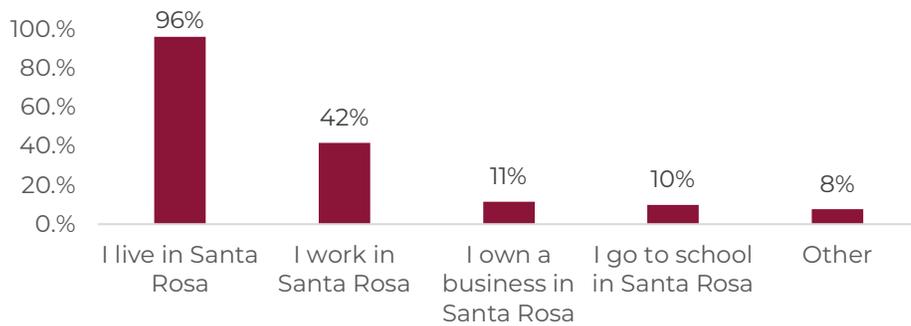
- Area of Change recommendation from Gen Housing
- Protected bike lanes on Sonoma Ave, including thru critical connection point at Montgomery Village.
- Protected bike lanes north-south on Mendocino Ave.
- Protected bike lanes on College Ave. We need high speed, convenient bikeways to make the network effective between neighborhoods and across town, not just within individual neighborhoods.
- The two buildings closest to the freeway at the end of South E seem to serve no purpose. Why not put something innovative there.
- Add lights in MLK park at the south end. Always get graffiti and crime down there.
- banquetas
- banquetas y luz en las calles oscuras
- Nuevas calles de cemento especialmete en do de esta el hospitals cambiar los semaforos ya que unos no tienen flecha para girara la izquierda
- Keep Fourth Street two lanes from Farmers Lane to Brookwood!

Southwestern Santa Rosa

- This new major road will not help the community of Roseland. It will only push vehicles through the neighborhood to Northpoint Parkway. Need to redesign the Hearn Avenue-Stony Point Interchange.
- WE need traffic lights at Burbank Avenue and Hearn Avenue now, even before the development goes in.
- What will the Hearn Corridor be composed of? Only housing? Then where do people go for shopping? The live work situations are not being filled and have remained empty for the last decade or so on Sebastopol Road.
- Improved roads. Calistoga, Wallace, and Badger have been ruined by fire debris removal trucks. Please repair!
- More low income housing in the surrounding area. Fixing up historic homes. More murals.
- Need to do something about Parking on the street. 1. Very unsafe when you are entering Dutton ave from driveway (hard to see incoming traffic) 2. We need to cross street because mail boxes are only on one side of street! 3. We don't have space to take out our trash cans for pickup. 4. Too many abandoned cars 5. There are no bike lanes 6. Parked cars get hit so people have started go up and park on sidewalk. 7. We dont have a cross walk between w barham ave and sebastopol rd.

Section 6: Demographic Questions

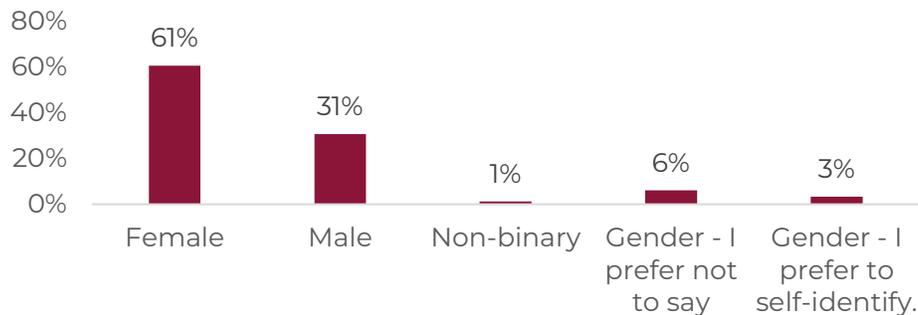
Q10: Which of the following best describes you? N = 184



Additional Comments and Feedback

- Home-based online business
- Homeowner taxpayer 30-year resident
- My son owns a business in SR
- Long term resident, now a retired senior
- Retiree
- I'm a retired senior but I still take classes at SRJC for personal enrichment and socializing
- Also own commercial property
- Involved in non-profits in Santa Rosa
- Need a home
- Retired, 40-year resident.
- Retired from working in SR
- I'm an American Vietnamese
- I am a part time resident
- I am houseless in Sonoma county

Q11: What is your gender? N = 150

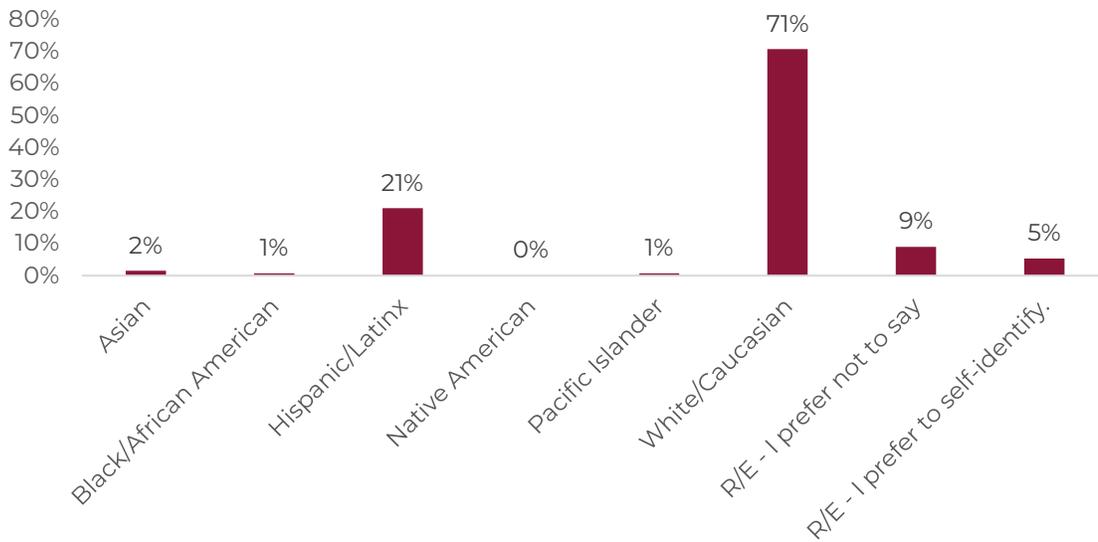


Additional Comments and Feedback

- What kind of [redacted] is this?????
- He/They
- Magical person of digression

- Organizada
- Concepcion Dominguez

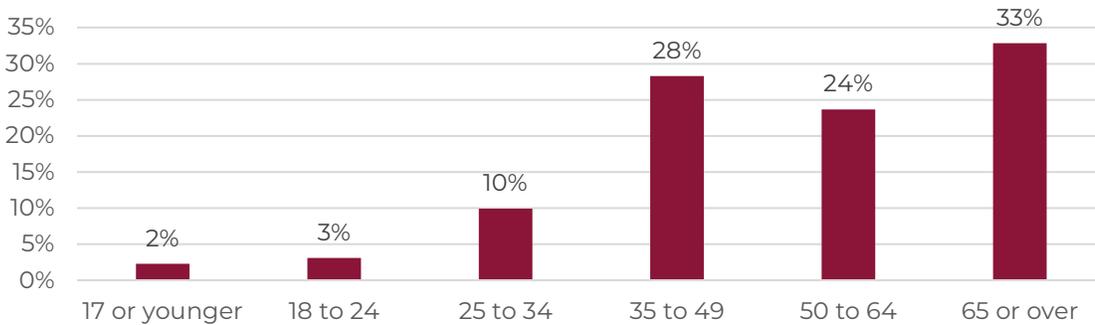
Q12: What is your race and/or ethnicity? (Select all that apply) N = 133



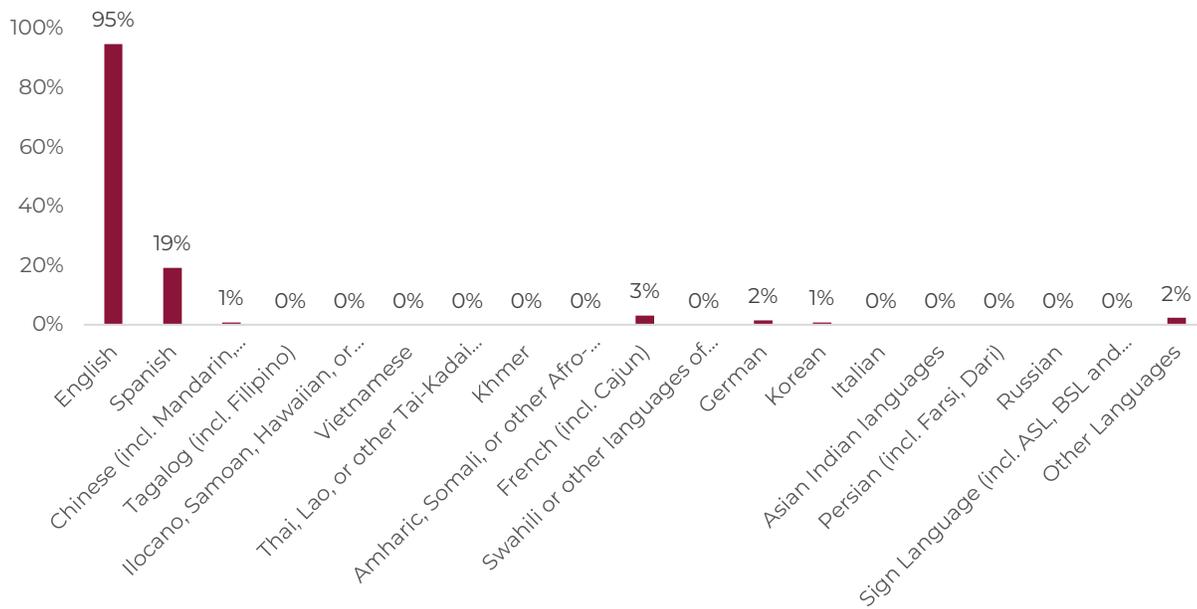
Additional Comments and Feedback

- Brazilian Jewish with white privilege
- Multiethnic
- Arab American
- I am Short and have Curly Hair
- ENGLISH SPEAKING AMERICAN
- Multiethnic
- Latino

Q13: What is your age? N = 131



Q14: What languages do you speak at home? (Select all that apply) N = 130



Additional Comments and Feedback

- Portuguese
- Arabic
- French