



PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE: Thursday, February 18, 2021

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The City of Santa Rosa Needs Your Input for the General Plan Update

The survey coincides with the launch of Santa Rosa Forward, a new City effort to inform the public and garner feedback for the General Plan Update

SANTA ROSA, Calif. – The City of Santa Rosa is seeking input from past, present, and potential future residents of the City with an initial engagement survey to assist with its General Plan Update (GPU). The survey comes at the same time as the launch of **Santa Rosa Forward**, a new communitywide effort dedicated to informing the public and garnering feedback on the GPU.

Residents are being asked to go to srcity.org/GPUSurvey and provide feedback on what they envision the future of Santa Rosa to be. From resiliency and sustainability to inclusivity and housing, the GPU will determine how the City will develop housing, infrastructure, community amenities, and other improvements, laying the foundation on how the city will grow and change over the coming years and decades. Assisting in this outreach effort is a \$600,000 Kaiser Permanente grant to ensure city policies contribute to a healthier community.

“General plans provide a shared vision for the future of our city. They transform the neighborhoods and the environment where people live, work, learn, and play,” said City of Santa Rosa Mayor Chris Rogers. “By integrating a healthy city perspective in the General Plan Update, we will promote health equity by addressing social and environmental determinants of health like housing, transportation, economic opportunities, zoning, and green spaces.”

The \$600,000 grant from Kaiser Permanente will help define a healthier and more equitable vision for Santa Rosa’s future in partnership with its residents and look to foster engagement by underrepresented local communities. This grant adds a bilingual public health planner to City staff who will serve with a 3-year limited term and is tasked with engaging a multitude of voices within the City — particularly disadvantaged communities and neighborhoods affected by the fires—to help ensure environmental justice and health equity policies are included in the GPU.

“Core to our mission is improving the health of the community we serve,” said Tarek Salaway, Senior Vice President and Area Manager for Kaiser Permanente Marin Sonoma Service Area. “It is important to support innovative policies and programs like Santa Rosa’s General Plan Update, where a stronger foundation for community health equity is being developed. We are strengthening our efforts to reduce health disparities by including community members with lived experience at the decision-making table as well as engaging nonprofits who provide services to vulnerable communities. Our partnership with Latino Service Providers serves as an excellent example. It has also been a priority for us to support communities impacted by the North Bay fires.”

Residents interested in receiving additional information about the GPU and in learning how they can be involved in the discussion can visit santarosafoward.com. They can also respond to the initial survey, which is available in English and Spanish, by going to srcity.org/GPUSurvey and provide their opinions on the changes they would like to see in the City, their neighborhood, and their health.

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