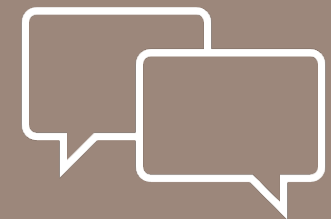




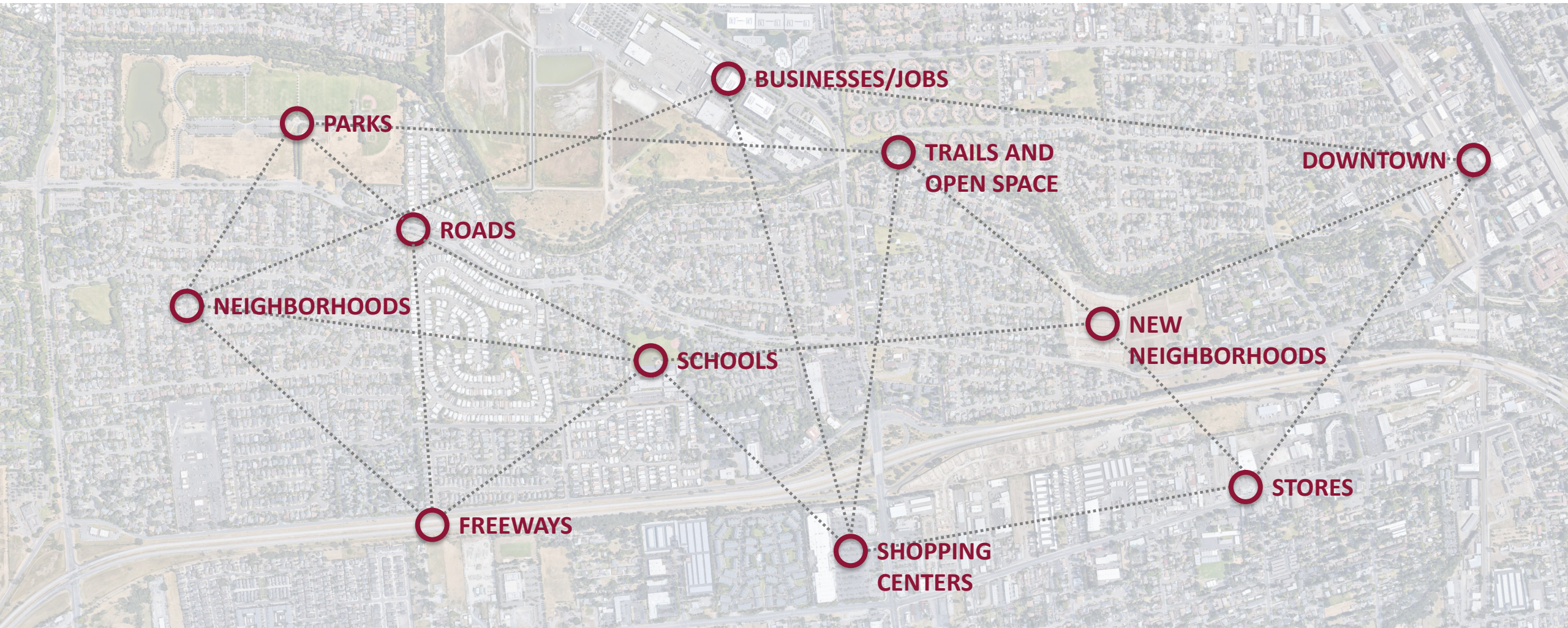
CITY COUNCIL AND PLANNING COMMISSION STUDY SESSION



The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

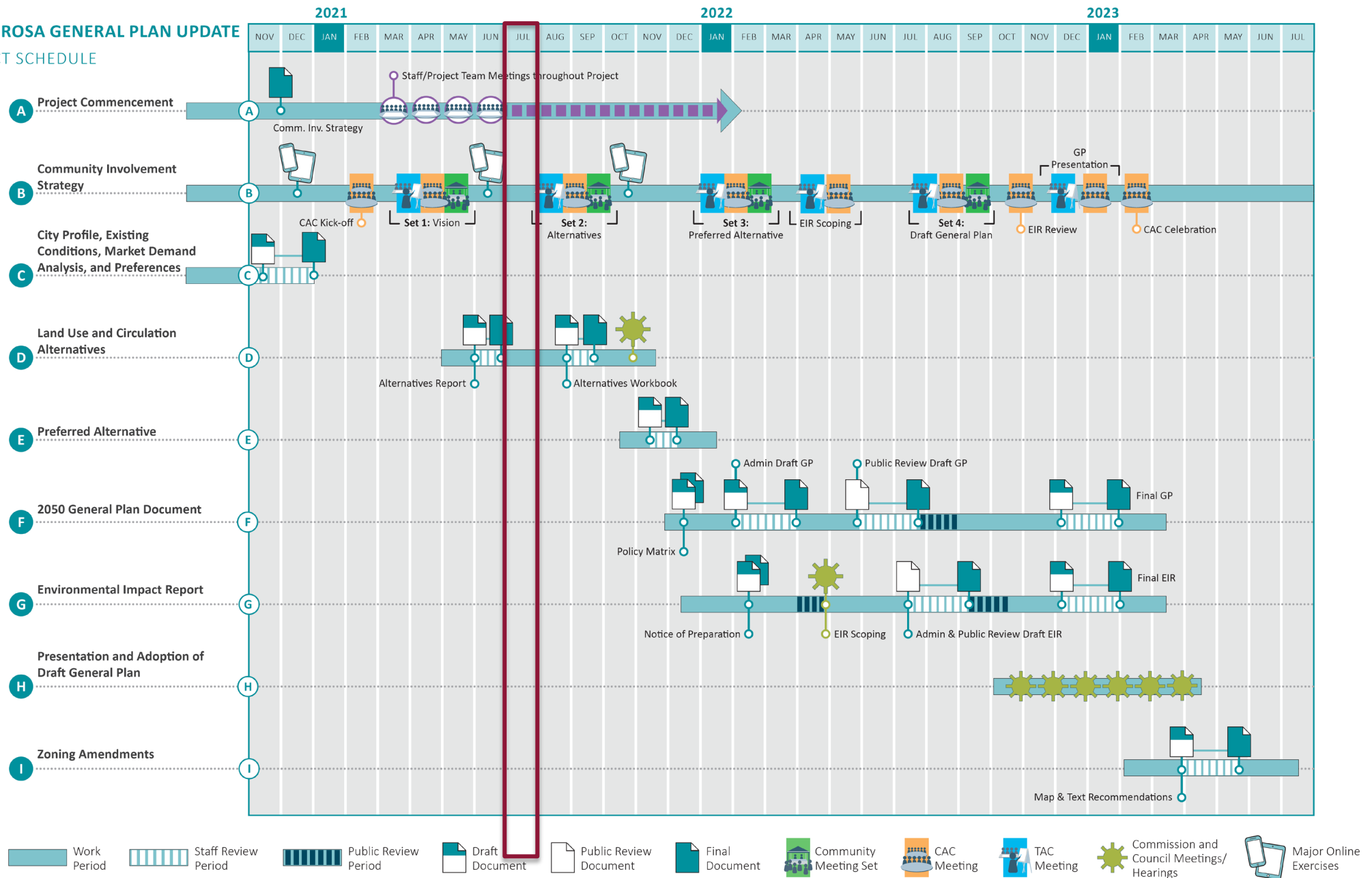


And to work directly with the **Santa Rosa community** to identify opportunities and solutions at regional, citywide, and neighborhood scales.



SANTA ROSA GENERAL PLAN UPDATE

PROJECT SCHEDULE

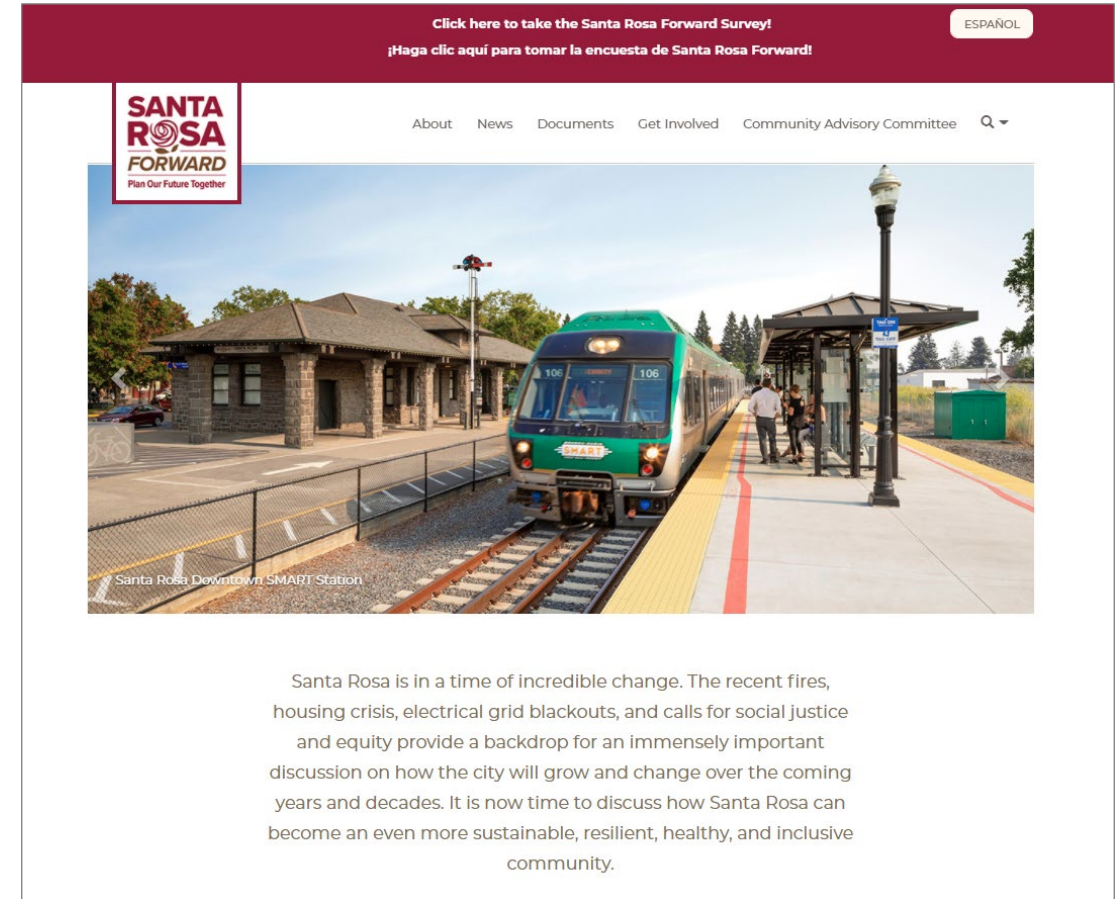


Revised December 2020

Project Website

The City launched a project website in December 2020 that includes a wealth of project information and materials.

Also includes a Comment Form, the ability to sign up for email updates, and links to surveys.

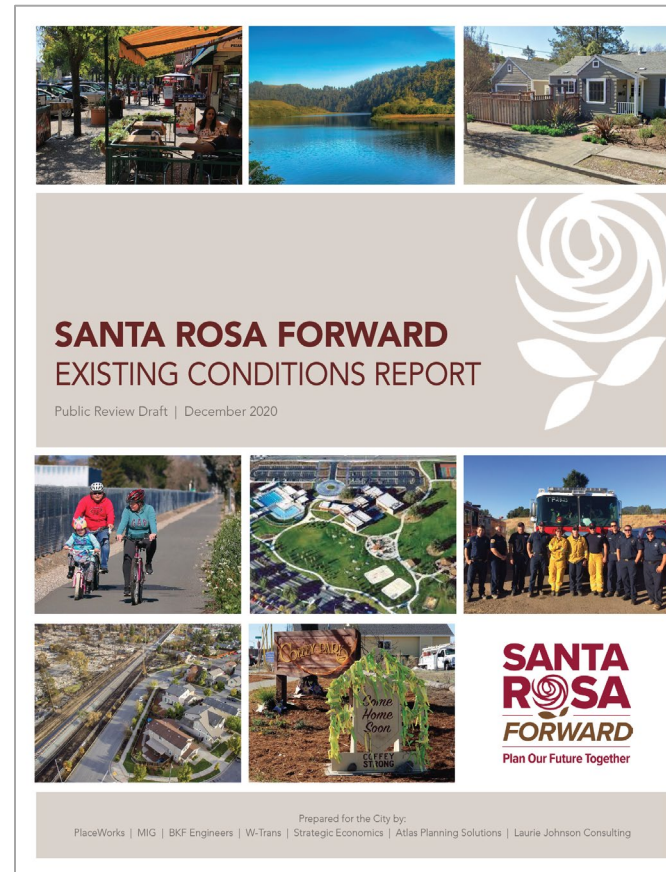


Available at: www.SantaRosaForward.com

Existing Conditions Report

Published in December 2020, this report summarizes the current context in Santa Rosa:

- Demographics
- Economics
- Land Uses
- Community Character
- Mobility
- Natural Resources
- Safety
- Infrastructure
- Environmental Justice
- Community Health



5.1 RECREATION, PARKS, AND OPEN SPACE FINDINGS

Recreation and Parks

1. The City of Santa Rosa's current General Plan sets a goal of six acres of parkland for every 1,000 Santa Rosa residents—twice the State standard and national average. Santa Rosa has nearly achieved this goal, with 5.9 acres of park and open space land per 1,000 residents.
2. Parkland in Santa Rosa is well distributed geographically, and a majority of residents have access to parks or open space areas within a half mile of their homes. This includes neighborhoods designated by the State as "Communities of Concern" (which in other cities often specifically lack easy access to parks or open space).
3. The City is committed to maintaining and improving the community's access to quality parks now and in the future by: (a) ensuring safe, walkable access to parks for all residents; (b) continuing to offer valuable programming, including youth enrichment programs; and (c) maintaining high-quality park amenities.

Regional Open Space and Trails

4. Open space areas of various sizes are integrated into many of the city's parks and contribute to the overall preservation of recreational land in the Planning Area. Open space areas purposely have minimal improvements to preserve the natural setting.
5. Larger open space areas in the Planning Area are generally developed in association with the Sonoma County Agricultural Preservation and Open Space District and the Sonoma County Water Agency under joint acquisition and maintenance agreements. These spaces are counted toward the standard of 1.1 acres of public-serving open space per 1,000 residents.

Fire Damage and Park Restoration

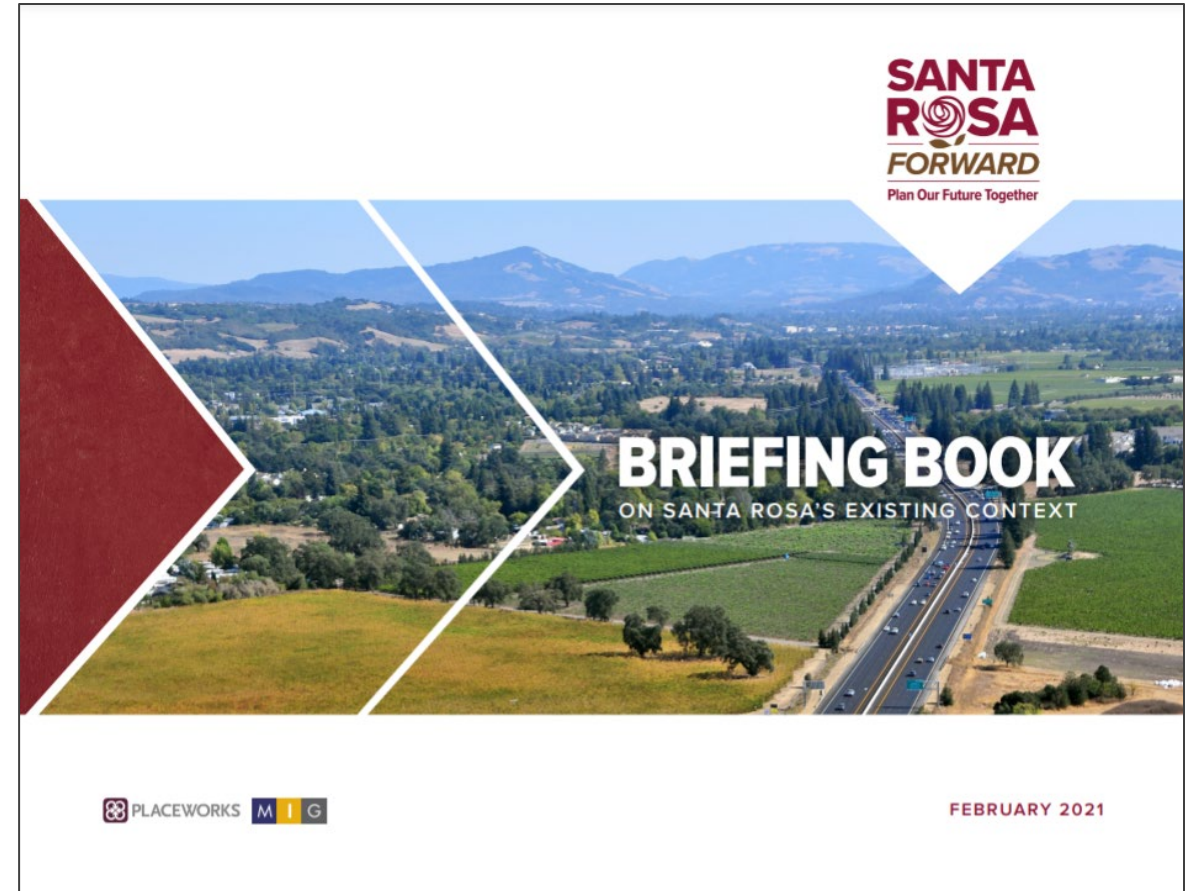
6. The 2017 Tubbs Fire damaged approximately 75 acres of parkland across 10 park sites in Santa Rosa. This included damage to community parks, neighborhood parks, and landscaped and natural open space areas. The City is currently (2020) in the process of restoring nine of the 10 parks, including the full rebuild of the Coffey Neighborhood Park.

Available at: www.santarosafoward.com/docs

Briefing Book

Published in February 2021, this report includes a summary of the major issues, opportunities, and constraints in Santa Rosa.

The Briefing Book was published in both English and Spanish versions.

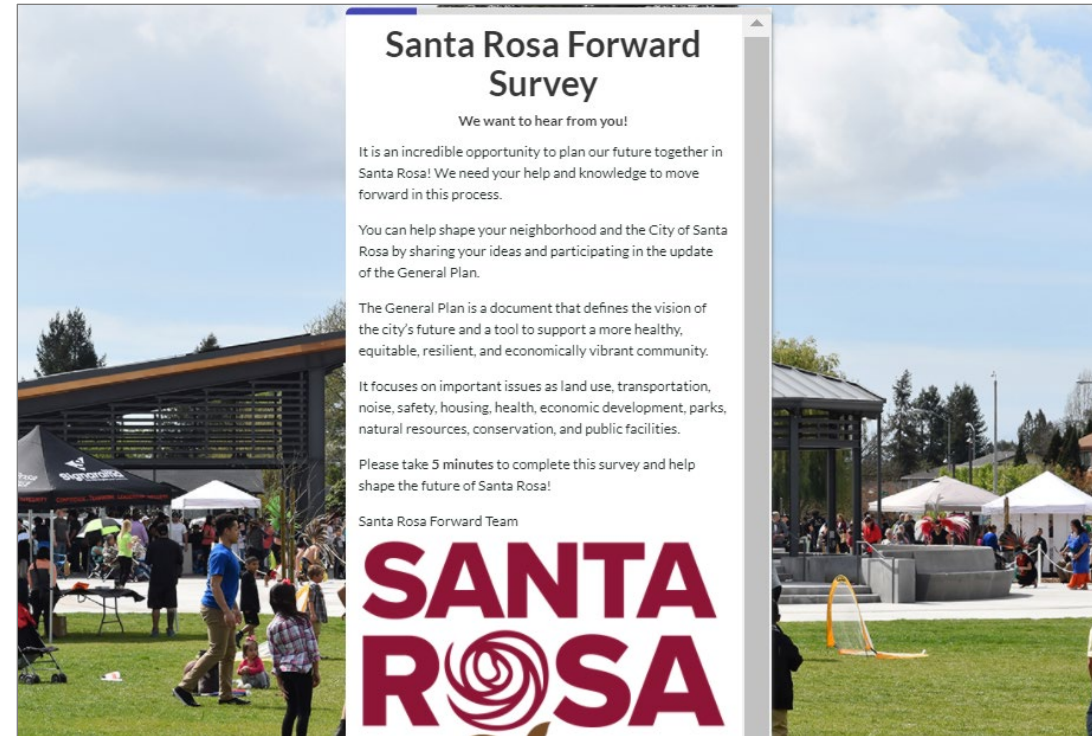


Available at: www.santarosafoward.com/docs

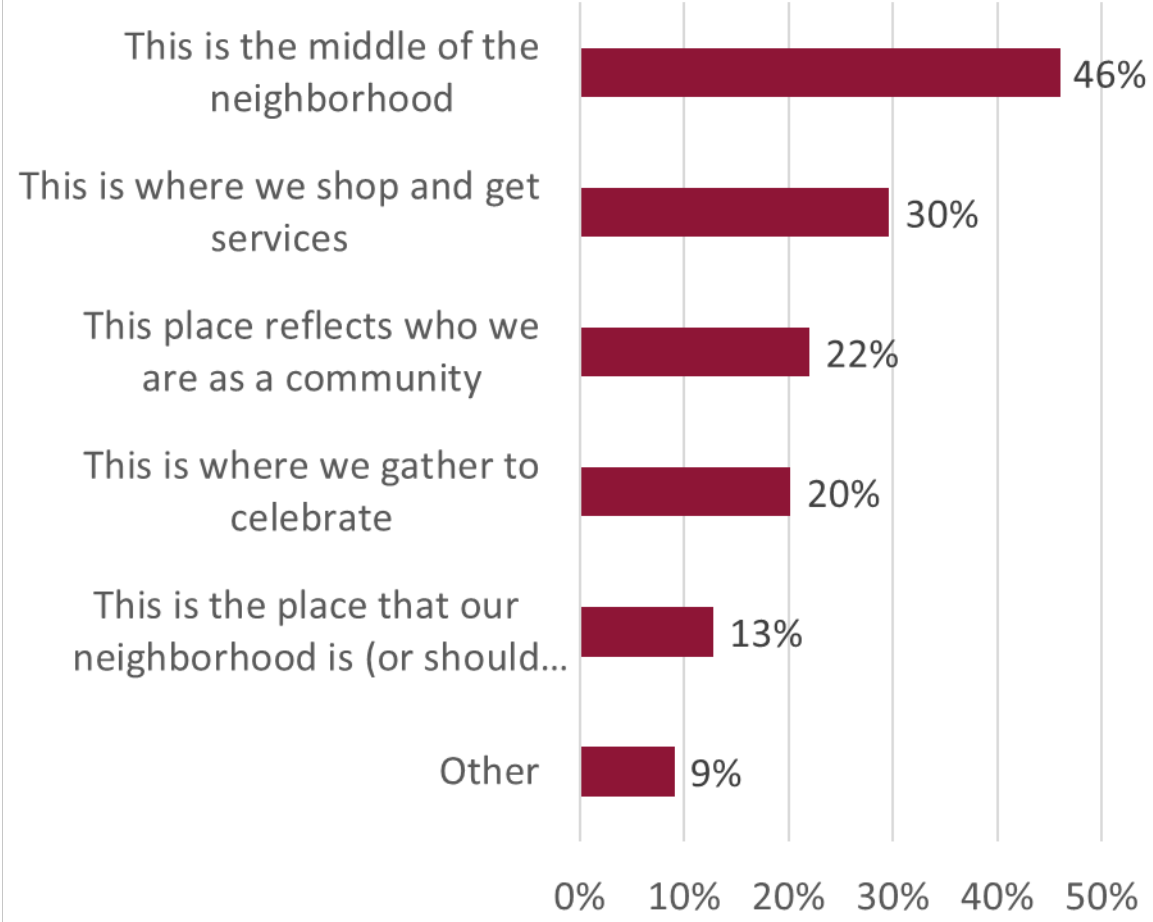
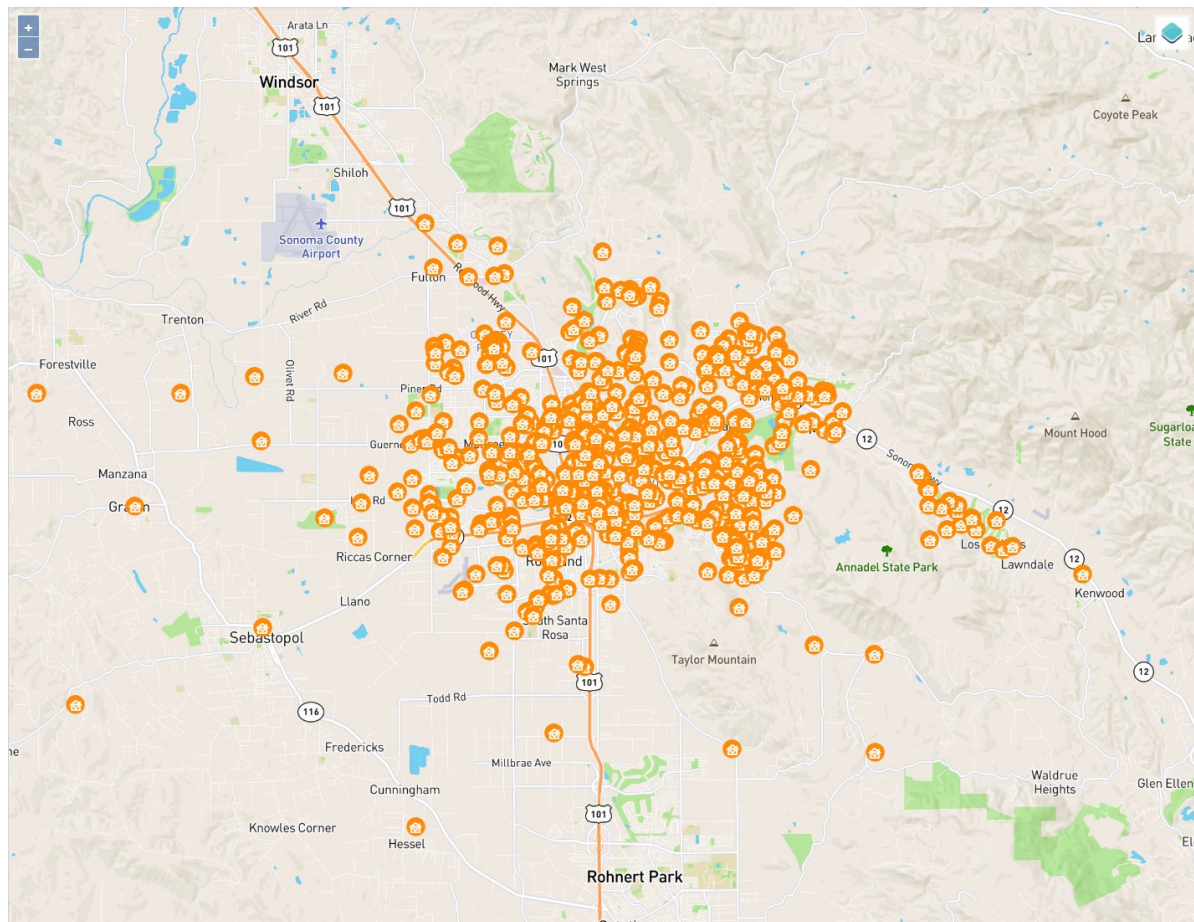
Community Survey #1: *The Heart of Your Neighborhood*

Open Feb to March 2021, this survey included questions about community health, ways people would like to be engaged, and an exercise to “Map Your Neighborhood.”

Over **1,300** Santa Rosans completed the survey!

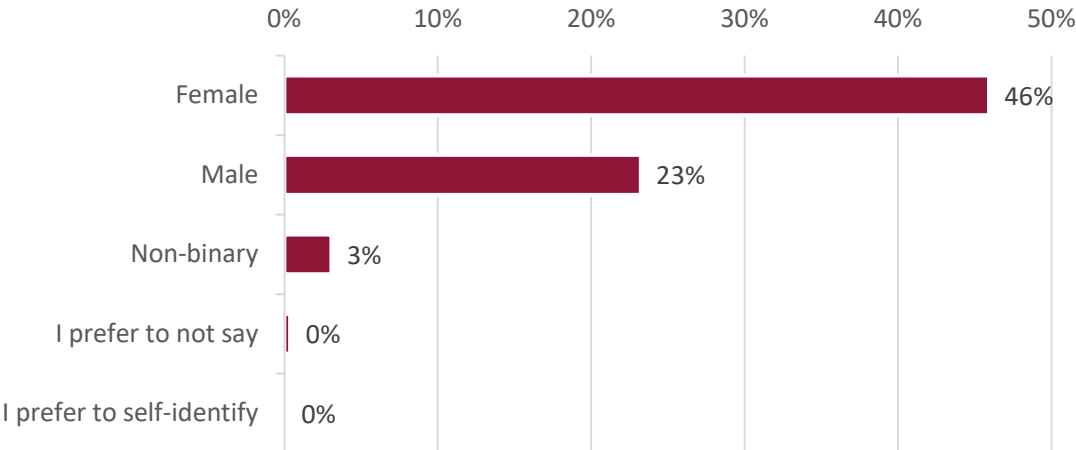


Map the Heart of Your Neighborhood

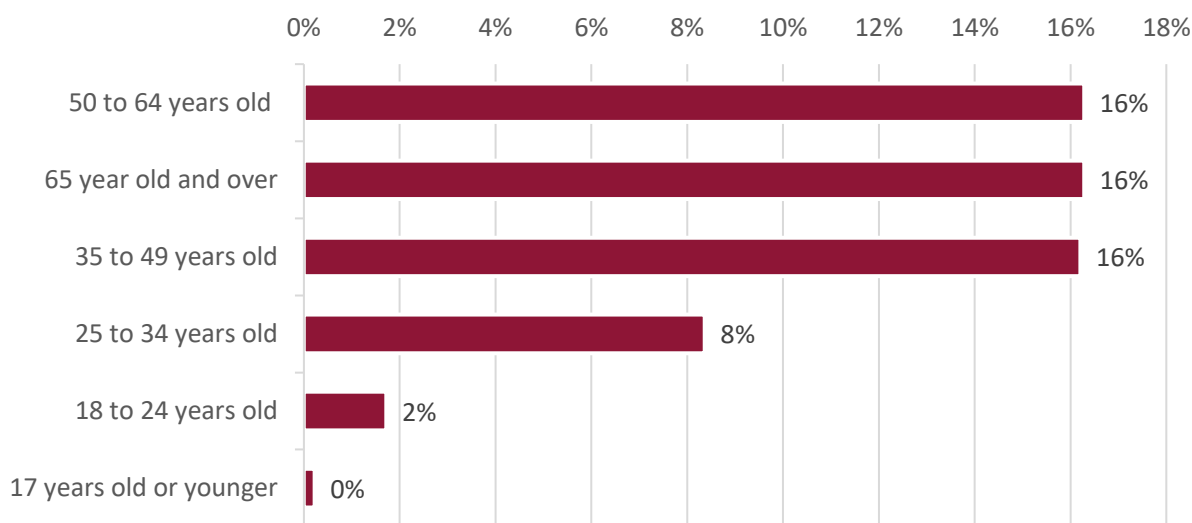


Survey Participant Demographics

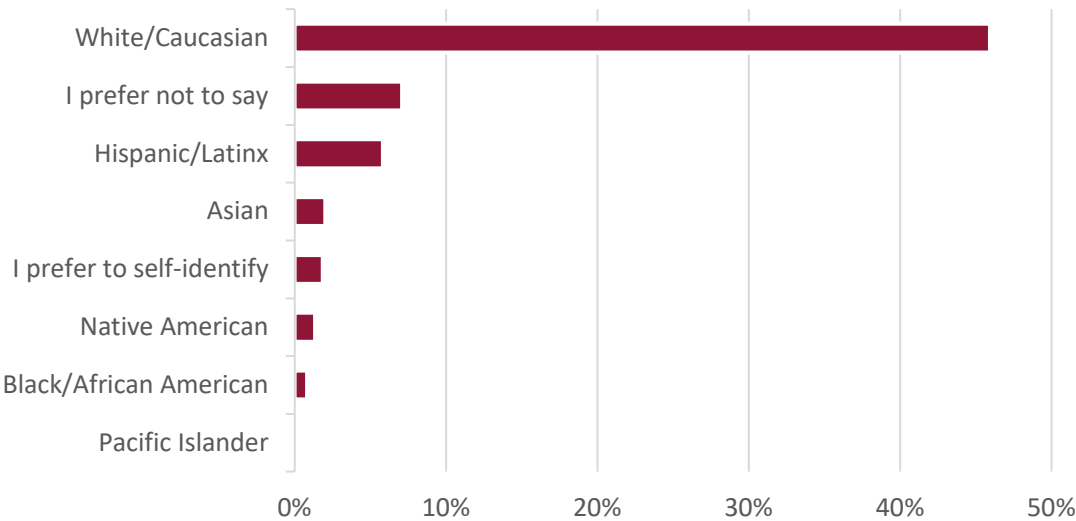
Gender



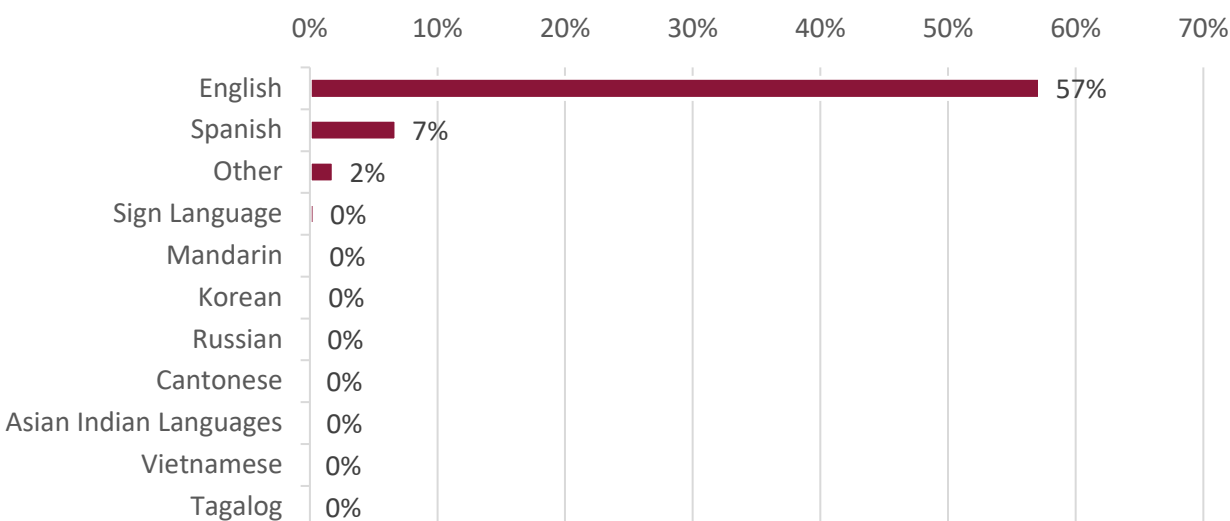
Age



Race/Ethnicity



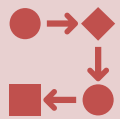
Language Spoken at Home



Technical Advisory Committee



The Technical Advisory Committee (TAC) is comprised of technical experts from City departments and partner agencies that provide feedback on the project and ensure plan concepts can be achieved.



The TAC has met regularly to confirm data and information and provide insights into the Visioning process.

Community Advisory Committee

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

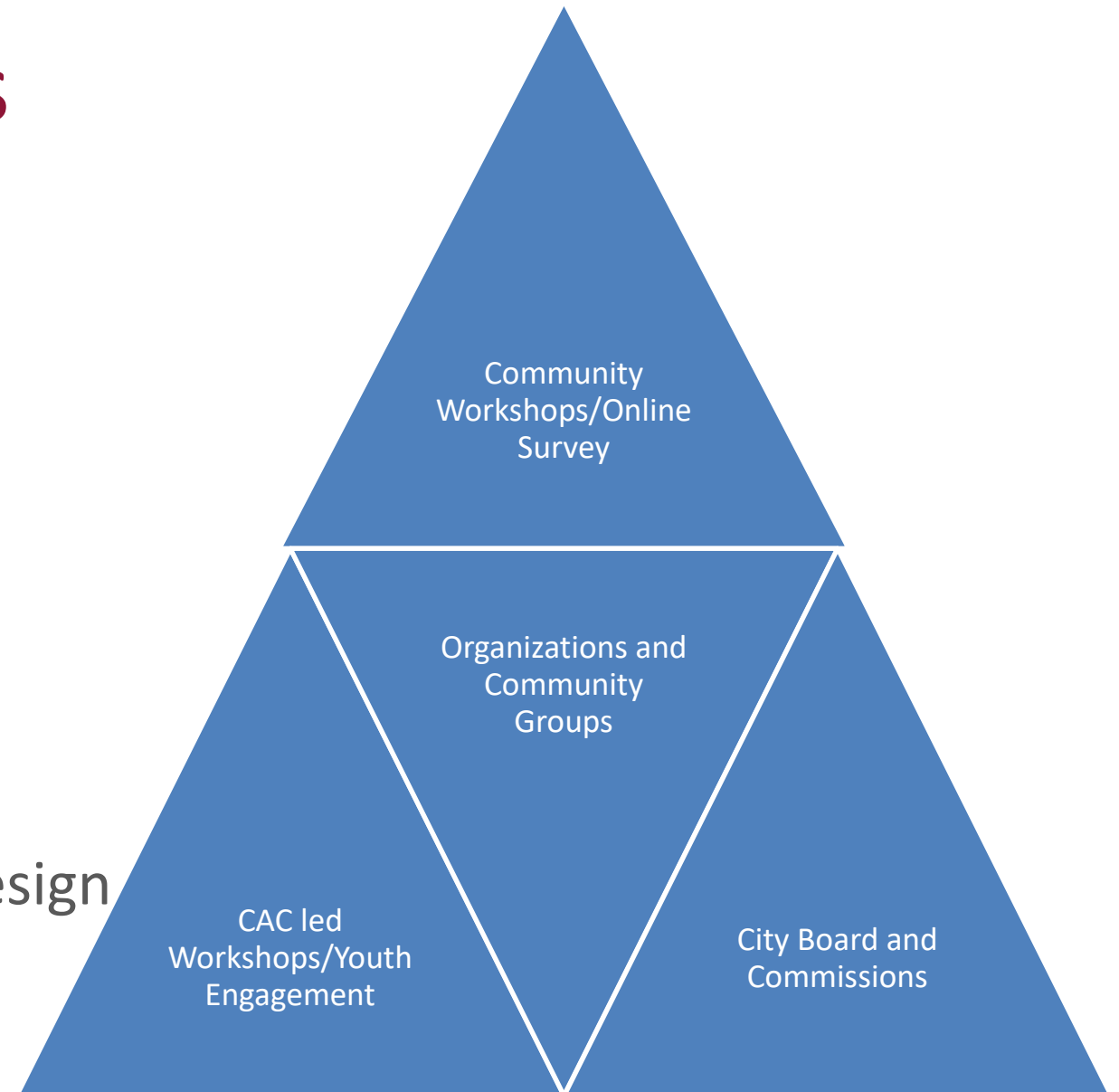
They are a community-based Advisory Committee that are acting as liaisons to help the City reach out to the full Santa Rosa community.



Engagement Activities

Guiding Principals

- Authentic and Equitable
- Inclusive & Flexible
- Interwoven Equity
- High Tech & High Touch
- Clear/Focused
- Integrated Framework for Growth/Development/Community Design
- Respect



Community Vision Workshops (District-wide)

Pregunta #1
¿Qué es lo que más le gusta o lo que más le inspira de Santa Rosa? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)

Educar	Más representación	Los Incentivos	Enriquecimiento de las	Justicias Criminales	Reducir las
Las personas que	Trabajadores de las	Transportación	La Comunidad	Salud y	
Medioambiente	Seguridad				

Pregunta #2
¿Qué cambiaría o mejoraría de Santa Rosa en el futuro? (Levante la mano si desea hablar o añadir sus ideas directamente al Chat)

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

welcoming
inspired
affordable
family-friendly
sustainable
equity
equality of services thro
safe
just

SANTA ROSA FORWARD
Plan Our Future Together

BIENVENIDOS!
EL TALLER VIRTUAL COMENZARÁ EN UN MOMENTO

TALLER DE VISION COMUNITARIA | MAYO 2021 | www.SantaRosaForward.com

Draft Vision Statements

- Sustainable
- Inclusive
- Just
- Healthy
- Resilient
- Prepared
- Sheltered
- Equitable
- Successful
- Connected
- Safe
- Educated

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

Topic	Count
Inclusive	2
Just	4
Healthy	3
Resilient	4
Prepared	3
Sheltered	3
Equitable	1
Successful	5
Connected	1
Safe	0
Educated	4
Cultural	6
Sustainable	0

Community Vision Workshops (District-wide)

The City hosted 10 Workshops that provided community members an opportunity to:

Learn about the Santa Rosa Forward process and the importance of the General Plan

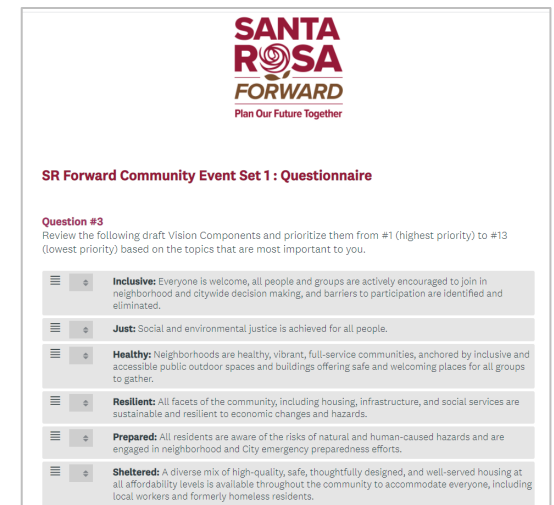
Discuss a VISION for the future of Santa Rosa

Discuss what they like about Santa Rosa and what they would improve or change in the future

Community Survey #2: *Vision Statements*

The Project Team also prepared an interactive online survey that mirrored the content from the workshops and meetings.

This provided an additional opportunity for the community to share their voice and provide comments.



How Are Community Comments Being Used?

The Project Team heard a wealth of comments and ideas (3,000+) during the recent engagement efforts, organized into five broad categories.

TYPES OF COMMENTS

Vision Statement

Comments helped confirm and/or refine the Draft Vision Statement.

Assets/What You Love About Santa Rosa

Comments helped identify current policies, programs, topics, or areas that are working well and need to be supported in the future.

Opportunities and Challenges

Comments helped inform important community concerns and ideas that will be included in the Alternatives Phase.

Engagement Methods

Includes feedback on how people would like to be engaged, which will help inform the Community Involvement Strategy (CIS)

Other Comments or Questions

Includes comments that are not directly related to the General Plan Update (but will be tracked by staff) or questions staff will respond to.

Vision Statement

General Plans include vision statements as **aspirational statements** framing community needs and desires.

Vision statements are important because new or updated goals, policies, and programs in the General Plan will need to reflect them and their direction.

Vision Statement Refinement Process



The **Vision Statement** is organized around key topics.

The initial statements were based on ideas from the community, Community Advisory Committee, and City staff.

The statements were further refined and confirmed by the community in May and June through workshops, meetings, and surveys.



General Plan Community Vision

Santa Rosa is a place with the following characteristics:



Next Steps

Vision Acceptance

The Project Team will utilize the Vision Statement and wealth of community comments and ideas to develop initial land use, mobility, and policy Alternatives.



Alternatives/Options

Map and policy alternatives will be presented to the community during the next phase of the project for review and feedback (Summer/Fall 2021), through a variety of virtual and in-person engagement events and activities.

Recommendation

It is recommended by the Planning & Economic Development Department that the City Council and Planning Commission review and provide input on the draft Vision Statement developed to help guide the preparation of the General Plan 2050 Update.



Learn more about the project at
www.SantaRosaForward.com