



## HOW TO USE THIS WORKSHEET

Please use this worksheet to share your feedback and opinions about the land use options and policy choices presented during the workshop and the Alternatives Workbook. Each of the three alternatives aims to implement the community's Vision Statement while offering a unique approach to distributing future housing and commercial growth across the community:

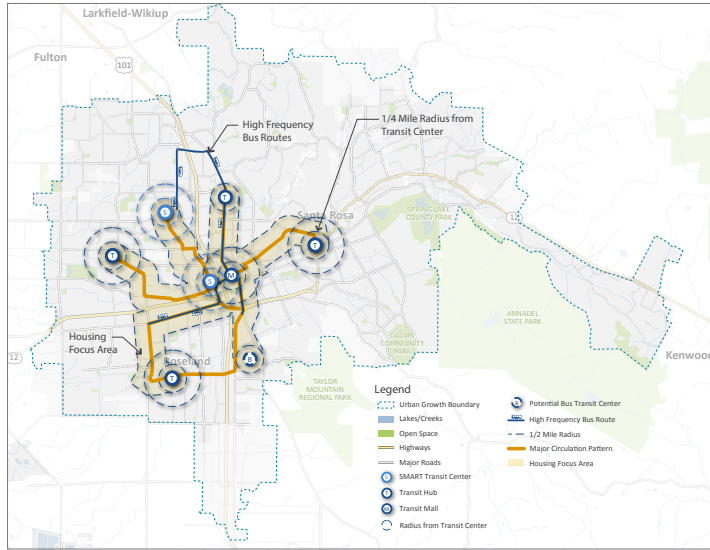
- **Alternative 1: Central Corridors** concentrates housing near Downtown and along central corridors.
- **Alternative 2: Neighborhood Main Streets** envisions a city of neighborhoods with new housing near small neighborhood centers.
- **Alternative 3: Distributed Housing** builds on what already exists, with future growth occurring across the city in proportion to what is on the ground today.

The purpose of these alternatives is to **gain your input** about where future growth and change should occur (including homes, shopping, offices, and industrial areas) and what circulation improvements are needed to support people's ability to move around the community easily and safely. The information you provide using this worksheet will help shape the future of Santa Rosa!

Community feedback gathered during the alternatives phase will help shape a "Preferred Alternative" that will serve as the foundation of the updated General Plan. The Preferred Alternative may include components from any or all alternatives, plus new ideas that emerge during the community conversations over the next few months.

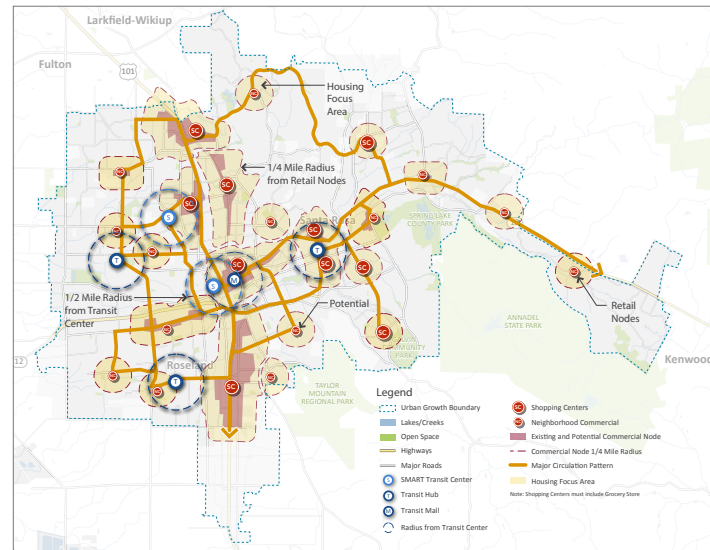
**PLEASE COMPLETE THIS WORKSHEET AND TURN IT INTO THE PROJECT TEAM AT THE END OF THE MEETING/WORKSHOP**

## PART I: ALTERNATIVES SUMMARY



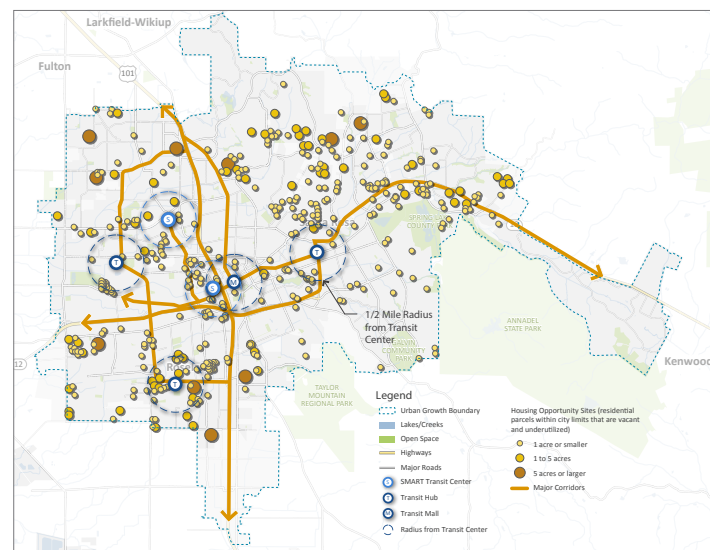
### ALTERNATIVE 1 CENTRAL CORRIDORS

This alternative would focus future commercial and residential growth near Downtown and along central routes that are connected to transit facilities. Most community needs, such as jobs, retail, and commercial services, could be met in or near the central part of the city. This compact form of development is efficient and consistent with the recent Downtown Station Area Specific Plan.



### ALTERNATIVE 2 NEIGHBORHOOD MAIN STREETS

This alternative would concentrate housing, jobs, and community destinations along key corridors and at community centers. This includes both shopping center (larger commercial and services centers) and neighborhood centers (smaller retail). Most residents would have convenient access to many daily needs within walking or biking distance, reducing the need for daily vehicle or bus trips. Transportation improvements would support accessibility to neighborhood centers and downtown from all corners of the city.



### ALTERNATIVE 3 DISTRIBUTED HOUSING

This alternative would disperse new duplexes, triplexes, courtyard, and similar types of homes throughout the city on parcels that can accommodate new housing. Since new housing would be more spread out, people might need to travel more often by private vehicle or bus to access daily goods and services. The city's bike network would expand to support crosstown travel.

# ALTERNATIVES COMPARISON

## Alternative 1: Central Corridors



## Alternative 2: Neighborhood Main Streets



## Alternative 3: Distributed Growth



New Housing

**+36,000**  
dwelling units

### Economic & Housing Development

**+1 Million**  
sq ft of Retail

New Retail

New Office

**+2 Million**  
sq ft of Office

same for  
all three  
alternatives

**+1.5 Million**  
sq ft of Industrial

New Industrial

## Efficient and Sustainable Development



### Increasing Share of Walking, Biking, or Transit Trips

#### Alternative 1:

UP TO **10%**

#### Alternative 2:

UP TO **5%**

#### Alternative 3:

UP TO **2%**

Equal reductions in Vehicle Miles Traveled  
and associated greenhouse gas emissions



**24** Existing  
VMT  
Per Service Population

**23** Projected  
VMT  
Per Service Population

## Safety and Resilience



Safest alternative for  
wildfires, floods, and  
landslides



Safest alternative for  
extreme heat,  
evacuation, and public  
safety power shutoffs



This is the safest  
alternative for  
earthquakes and fires  
caused by earthquakes

## Equity



Concentrated development  
attracts larger businesses  
and more high wage jobs



New homes near jobs and  
essential goods and services  
reduces travel costs for  
residents to access daily needs



Creates opportunities for  
homeowners to get more  
value from their property  
but could also limit housing  
affordability for renters

## PART II: POLICY CHOICES

The following pages present a series of **policy choices** for your consideration. The policy choices are organized by topics that match the various stations at the meeting/workshop and the sections of the Alternatives Workbook. Please **review the station or workbook content** for each topic and then respond to the following questions.

### *Station 1: Economic and Housing Development*

#### Question #1

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

	Agree	Worth Considering	Disagree	No Opinion
Focus new housing and job growth towards Downtown and along major corridors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus new housing and commercial growth in neighborhood retail centers and along community corridors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus new housing and commercial uses across the city proportionally to where they exist today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

#### Question #2

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

	Agree	Worth Considering	Disagree	No Opinion
Locate new housing so it is within walking or wheeling distance to existing and planned shopping and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure new shopping and commercial areas have multi-modal access, regardless of where they are located.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing and circulation patterns should allow for more seniors, or "aging in place."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

## Station 2 : Efficient and Sustainable Development

### Question #3

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

	Agree	Worth Considering	Disagree	No Opinion
Re-purpose major streets as multi-modal corridors that include safe and accessible pedestrian and bicycle facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus new housing and non-residential uses near SMART rail stations to support Santa Rosa and other Bay Area commuters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus growth in central areas of the city to reduce greenhouse gas emissions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve natural ecosystems and resources, such as plants, trees, wildlife, within the city.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate more resources to communities that are the most vulnerable to climate related hazards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

### Question #4

What transportation investments would you like to make it easy and enjoyable to get around?

	Agree	Worth Considering	Disagree	No Opinion
Ensure all neighborhoods have complete and accessible sidewalks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve bus transit services and amenities to allow convenient access to most neighborhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve multi-modal access to SMART stations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a complete network of bicycle facilities connecting neighborhoods to shopping centers, office areas, Downtown, and parks and open space areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build new streets, or add lanes to existing streets, to provide more vehicle capacity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

# Alternatives Worksheet

## Station 3 : Resilience and Safety

### Question #5

Which natural hazards or safety issues are you most concerned about?

	Very Concerned	Concerned	Not Concerned	No Opinion
Wildfire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dam Failure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earthquake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Caused by Earthquake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landslide (earthquakes, rainfall, and post-fire)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Severe Weather such as Extreme Heat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evacuation Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other Hazard(s)</b>				
<b>Additional Comments</b>				

### Question #6

What actions should the City prioritize when planning for community safety and resilience related to natural hazards?

	Agree	Worth Considering	Disagree	No Opinion
Limit the amount of housing in wildfire prone areas of Santa Rosa.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit the amount of housing in flood prone areas and near earthquake fault zones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure that all neighborhoods have safe and efficient emergency evacuation routes and allow housing everywhere regardless of hazards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

## Station 4: Equity

### Question #7

Which of the following issues are challenges you or your family members face in Santa Rosa?

	Major Issue	Mild Issue	Not an Issue	Not Sure
Opportunities to be involved in community decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public facilities and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public spaces supporting physical activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pollution exposure and poor air quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to healthy and affordable foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to safe and sanitary housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

### Question #8

What barriers are making it difficult for you or your fellow community members to be involved in Santa Rosa Forward or other City decision-making?

	Mark all the Apply		Mark all the Apply
Limited access to reliable internet.	<input type="checkbox"/>	I don't know what Santa Rosa Forward is or how the process works.	<input type="checkbox"/>
Limited availability during normal business hours (8 AM to 6 PM) to participate in meetings or events.	<input type="checkbox"/>	Limited understanding of my Council District or connections to my Council member.	<input type="checkbox"/>
Limited availability during evenings to participate in meetings or events.	<input type="checkbox"/>	I'm concerned whether what I say will be included.	<input type="checkbox"/>
Limited understanding of how local land use and funding decisions are made.	<input type="checkbox"/>	Use of jargon or government acronyms.	<input type="checkbox"/>
Lack of language translation.	<input type="checkbox"/>	Lack of time.	<input type="checkbox"/>
<b>Additional Comments</b>			



# Alternatives Worksheet

## Station 4: Equity (continued)

### Question #9

How should City of Santa Rosa funding be prioritized to ensure each neighborhood receives equitable public investments in the coming years?

	Agree	Worth Considering	Disagree	No Opinion
Develop a prioritized list of improvements or services for each neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure environmental justice, safety, and equity related projects are funded and prioritized for identified Equity Priority Communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure every neighborhood has access to parks and community spaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prioritize development that addresses social and economic needs of the economically vulnerable populations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address and reverse the underlying socioeconomic factors and residential social segregation in the community that contributes to crime and violence in the city.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

### Question #10

Which of the following actions could help to improve or keep your health (physical, mental, and social)?

	Agree	Worth Considering	Disagree	No Opinion
Build or improve sidewalks in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build or improve bike lanes in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build or improve parks in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce air pollution in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce water pollution in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to affordable housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to healthy and affordable food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to jobs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				



**Station 4 : Equity (continued)**

**Question #11**

What are the sources of air quality issues do you or your family members experience?

	Mark all the Apply		Mark all the Apply
Gas cooking appliances or heaters in the home.	<input type="checkbox"/>	Vehicle emissions.	<input type="checkbox"/>
Secondhand smoke from neighbors in or around the home.	<input type="checkbox"/>	Emissions from industrial facilities.	<input type="checkbox"/>
Secondhand smoke outside of the home.	<input type="checkbox"/>	<b>Other</b>	
<b>Additional Comments</b>			

**Question #12**

What barriers do you face to access safe and sanitary housing?

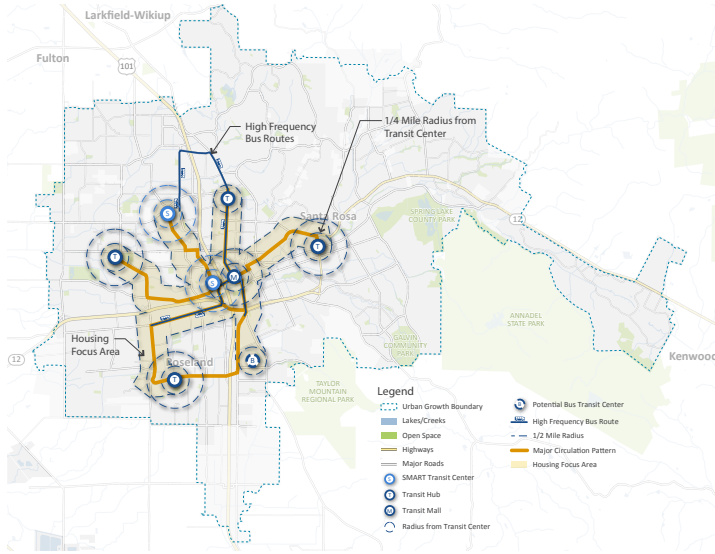
	Major Issue	Mild Issue	Not and Issue	Not Sure
Financial barriers to pay security deposit and move-in expenses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inability to meet minimum credit score requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of affordable homes suitable for family size.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing not adequately maintained by landlord.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inability to afford needed repairs on home I own.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not able to request needed repairs from landlord out of fear of eviction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Additional Comments</b>				

## PART III: ALTERNATIVES COMPARISON

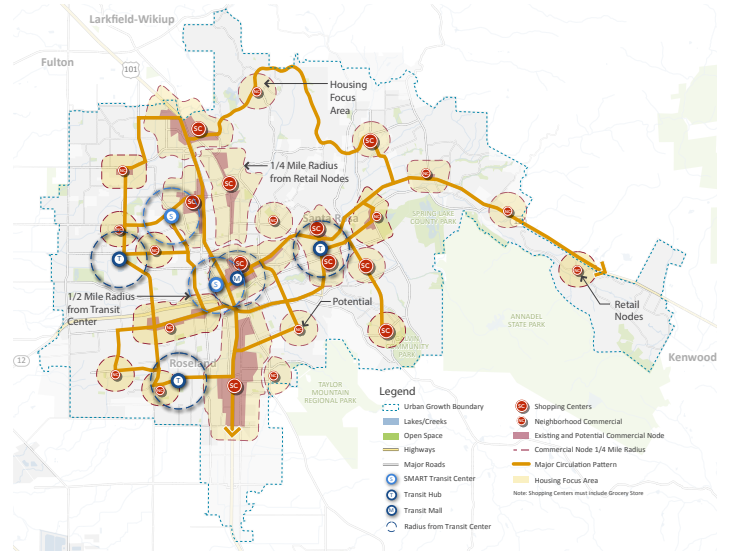
### Question #13

Based on your responses to the policy questions above, which alternative, or alternatives, come closest to meeting your vision for the future of Santa Rosa? (select one or more as appropriate)

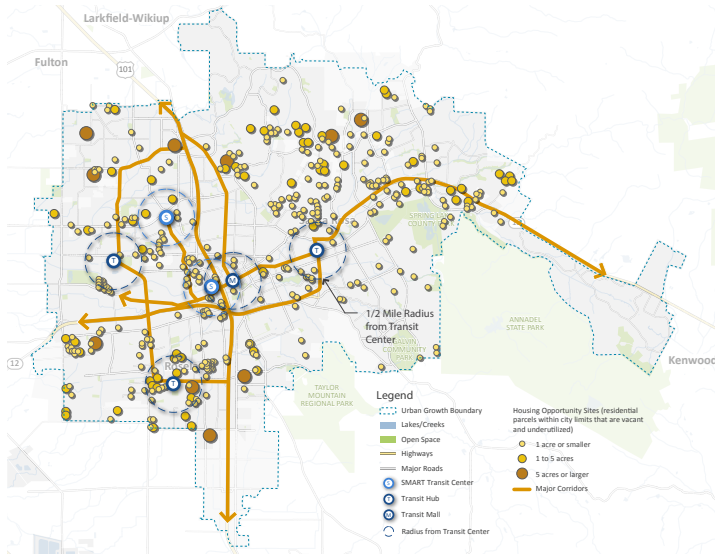
**Alternative 1** Central Corridors



**Alternative 2** Neighborhood Main Streets



**Alternative 3** Distributed Housing



Is there anything you would **change** or **adjust** in that alternative to make it better meet your vision? Or is there a combination of alternatives that you would like to see?

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## PART IV: TELL US ABOUT YOURSELF

Please share some information about yourself. Your responses will help us ensure we are hearing from diverse groups of our community as we envision and plan for the future of Santa Rosa. We will not share individual information outside of the Santa Rosa Forward project.

### Which of the following best describes you?

(Choose all that apply)

- I live in Santa Rosa
- I work in Santa Rosa
- I am a Student in Santa Rosa
- I own property and/or a business in Santa Rosa
- Other (please describe): \_\_\_\_\_

### What is your gender?

- Female
- Male
- Non-binary
- I prefer not to say
- I prefer to self-identify (please describe): \_\_\_\_\_

### What is your age?

- 17 or younger
- 18 to 24
- 25 to 34
- 35 to 49
- 50 to 64
- 65 and Over

### What is your Zip Code?

\_\_\_\_\_

### What is your race and/or ethnicity?

(Choose all that apply)

- Asian
- Black/African American
- Hispanic/Latinx
- Native American
- Pacific Islander
- White/Caucasian
- I prefer not to say
- I prefer to self-identify (please describe): \_\_\_\_\_

### What languages do you speak at home?

(Choose all that apply)

- English
- Spanish
- Cantonese
- Vietnamese
- Tagalog
- Mandarin
- Korean
- Asian Indian languages
- Russian
- Sign Language
- Other (please specify): \_\_\_\_\_

### Email List

If you would like to join our mailing list, please provide your email address (optional):

\_\_\_\_\_

