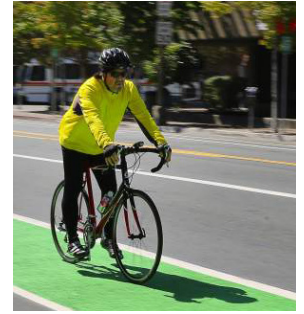


MOVING FORWARD!

We are in a time of incredible change and the Santa Rosa Forward project provides an important opportunity for the community to plan our future together.



Every voice matters in shaping our future and the updated Santa Rosa General Plan that is being developed through this process will guide decisions on future growth, mobility, housing, resource protection, community health, environmental justice, and social equity for years and decades to come.

ALTERNATIVES FOR THE FUTURE

The City of Santa Rosa recently published an **Alternatives Workbook** (available to download on the project website) that presents and analyzes three land use and circulation scenarios for Santa Rosa, each guided by the Existing Conditions Analysis, current equity issues, and the community's Vision Statement. The alternatives provide different options for how the community can grow and change in the future to address identified challenges and opportunities. Each alternative aims to implement the Community Vision, but differ in where new housing and other uses would go:

- **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 is already here, with future growth occurring across the city in proportion to what is on the ground today.

SCHEDULE

The Santa Rosa Forward project is estimated to take approximately three years to complete. This is due to the extensive analysis and community discussions that will take place during each major phase of the project.



Questions: Email us at info@santarosafoward.com

WE NEED TO HEAR YOUR VOICE!

The City of Santa Rosa will host a series of in-person Community Workshops in March 2022 to gather feedback on draft Alternative scenarios. These interactive workshops will provide community members an opportunity to:

- Learn about the Santa Rosa Forward process and the importance of the General Plan.
- Learn about the draft Alternatives and their potential affect on future housing, jobs, economic development, mobility, sustainability, safety, resiliency and equity in Santa Rosa.
- Provide feedback on the Alternatives and a series of key policy choices.
- Identify ways you can stay actively involved in the project.

Participants are encouraged to RSVP through the project website for one of the workshops listed below.

Date & Time	Location	Language(s)
Wed., March 16 4:30 – 6:30 pm	Steele Lane Community Center 415 Steele Lane	English, with Spanish translation
Fri., March 18 5:30 – 7:30 pm	Roseland University Prep 1931 Biwana Drive, #1	Spanish, with English translation
Tues., March 22 5:30 – 7:30 pm	Central Santa Rosa Library 211 E Street	English, with Spanish translation
Thur., March 24 5:30 – 7:30 pm	Finley Community Center 2060 W College Avenue	Spanish, with English translation
Sat., March 26 11:00 am – 1:00 pm	South Park Lighthouse Church 920 Bennett Valley Road	English, with Spanish translation

The City is also preparing an online Virtual Studio that will launch on March 12, 2022. This online studio will allow community members to participate in a virtual workshop.

We appreciate and welcome your participation in this important process. Detailed and current information is available on the project website at:

www.santarosafoward.com

