

Appendix H. Task: Web Survey Results

10. Which occupation title best describes the work you do?

	Number	Percent
Administrative Support	7	6%
Management/Executive	20	19%
Business Owner	17	16%
Trades	0	0%
Public Service	29	27%
Consultant	16	15%
Other, Please Specify	19	18%
Total	108	100%

1. How are you your company or organization doing economically compared to four years ago (before the economic downturn)?

#	Responses
1	somewhat worse with prospects for improvement
2	As well, if not better
3	We're interested in fulfilling our needs and getting better, not bigger, thus we're doing just fine.
4	Great Our nonprofit CHDC/SR is positioned to assist for profit developers to help SR meet its ABAG needs - over 7000 units of low and very low income units.
5	What economic downturn? I wasn't doing very well four years ago, and I'm not doing very well now

9. I have been a resident since:

	Number	Percent
Prior to 1970	18	17%
1971-1980	26	24%
1981-1990	30	28%
1991-2000	23	21%
2001-2004	10	9%
Total	107	100%

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Table of Contents

Web Survey Results

1. How are you, your company or organization doing economically compared to four years ago (before the economic downturn)?.....	1
2. In your opinion, please state Santa Rosa's three strongest economic strengths?	4
3. In your opinion, please state Santa Rosa's three greatest economic challenges?.....	11
4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.	16
5. How do you view your economic future in Santa Rosa? (resident, company or organization)	21
6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?	25
7. How can the City best assist you, your company or organization in sustaining economic viability?.....	30
8. What is your vision for Santa Rosa in the next ten years?.....	34
9. I have been a resident since:	39
10. Which occupation title best describes the work you do?	39
11. Specific interest in economic development:.....	40
12. Contact Information (optional).....	43

Web Survey Results

The web survey, Planning for Prosperity, was conducted from February 10 to March 14, 2005. There were 112 total responses. Following are results:

1. How are you, your company or organization doing economically compared to four years ago (before the economic downturn)?

- Somewhat worse with prospects for improvement
- As well, if not better
- We're interested in fulfilling our needs and getting better, not bigger; thus we're doing just fine.
- Great, our nonprofit CHDC/SR is positioned to assist for profit developers to help SR meet its ABAG needs - over 7000 units of low and very low-income units.
- What economic downturn? I wasn't doing very well four years ago, and I'm not doing very well now
- The last four years have been horrible for me personally. I have never struggled in the past as much as I have now. I lost my job a year ago and had to take a position I am over-qualified for. Besides really hating the job, I don't hold out much hope for improvement in the economy anytime soon. I am considering leaving the area but only if I can find something better.
- I am fine. How are you?
- Doing less well, but still prosperous
- Worse!
- About the same
- Poorly.
- Worse
- Not as good as 4 yrs ago, but the market is firming and we see continued improvement
- My organization has had funding cuts (federal and state grants) annually for the last few years. As a result, we are delivering services in new ways to meet the demand.
- Better
- Worse
- Sustaining, planning ahead for what we'd like to do. Maintaining, & being conscious consumers.
- We used to have food, but now all our money goes into our house. We aren't "poor" enough though to qualify for BOG Fee Waiver.
- N/A
- Better
- Things are beginning to pick up and I am getting more calls to represent clients in the development/project proposal effort.
- It continues to grows.
- Less well than previously; lost tenant due to tenant losing job locally and moving out of state.
- Struggling to make ends meet, with no raises, COLA's, and increased paycheck deductions in the form of 3% at 60 costs, and health premium increases.
- It used to be I could squeak by on my wages but for the last few years I have had to go to my savings just to meet my monthly bills. That can't go on forever, COLA, COLA, COLA!!
- Less income, higher costs.
- Still not seeing foreign business as before. Down 60%. However, we are starting to see long-term conferences pick up.
- More or less the same
- Better
- Some section of the company is doing better, some not.
- Not as well, but things are getting better.
- Better
- We're a two year old company endeavoring to get established in the north bay business world
- Better
- Same
- My small business is thriving as far as customers and referrals, but overhead including utilities and rents have increased substantially while customers are less able to pay higher cost for services.

1. How are you, your company or organization doing economically compared to four years ago (before the economic downturn)?

- We have just started to exceed figures from 2000
- Revenue is up 7%
- Are sector is doing very well but we are looking at a leveling out in the future.
- Doing okay but funding is more difficult.
- We are about 25% ahead of where we were four years ago, which is a decrease in our growth rate prior to the economic downturn.
- We have reduced the size of our work force in Sonoma County by more than one-half since the year 2000. Our business levels dropped significantly due to the major downturn in the communications industry, and we have not yet returned to the level of orders and shipments during the dot com "bubble."
- Although our basis for determining value is not earned income...our work is seeing a steady increase in service. Job training provided by the public sector is increasingly called on to provide relevant and "trend" sensitive training for students.
- N/A I am a new business
- Total revenue year to date is 23% less than it was for the same period in 2000.
- Slightly improved
- Our gross receipts are now 70% of what they were 4 years ago. Staff is down from 12 to 4. All operations function the same, but volume is down 50%.
- Better
- Four years ago we were operating at peak capacity. For the past 2 1/2 years we have been operating at about 40% capacity. This began to change a bit in December, when several new projects kicked in; however, these projects are paying at about 3/4 the rate we would have charged four years ago. Moreover, they were short term and each has now ended, though we are hopeful more will be on the horizon.
- Mixed
- We are doing more of what I call make work created by the Government. Probably about 50% of it. When a project spends \$1 million when the General Plan and Zoning was in conforming for an EIR something is wrong.
- About the same.
- Just fine
- Costs of living (housing, food, sewer/water, etc) have gone up so much that it is difficult to get by.
- I have reviewed the rest of your questions and they seem to be directed to members of the Chamber of Commerce. As a retired resident I have other concerns.
- No growth, no raises.
- About the same
- Very well
- About the same
- Better financially.
- About the same
- We have had ups and downs, but when we look at the picture overall, we are better off now than before. New management and adversity have combined to improve our operations.
- About the same
- Not so good.
- Not as well
- We are staying even, having to work at it
- Horribly. My organization is facing major reorganization and downsizing due to economic cuts to federal and state funding for education.
- The same.
- After 30 years in business, law changes compelled me to close. I'm currently dealing with homeless issues after all the economic "improvements"!
- Worse, the City has proven to me it can't be trusted. Mayor Mike Martini refused to help me saying he was only a figurehead.
- I personally am doing a little bit better economically, but not much. In my opinion, there aren't enough good paying jobs to support the ludicrous cost of living in Sonoma County. I am a college graduate, and have a certificate to teach English as a Second Language, and I still struggle to put money away. Currently, there are no jobs for teachers in my particular field.

1. How are you, your company or organization doing economically compared to four years ago (before the economic downturn)?

- Not so good
- Daily struggle to keep even, business is sporadic and unpredictable.
- We are shrinking in numbers of clients we are able to serve
- Fine
- What economic downturn? Sorry it has never happened to the majority of people I have dealt with. Media hype!
- Currently, my paychecks seem smaller than they were 4 years ago, due to shared costs.
- Doing more work for a lot less money
- Not as economically stable
- Poorly- too many budget constraints increasing workloads and poor attitudes
- Not so well since a seven year ago agreement to freeze COLA & wages which was supposed to be only a year or two
- We are down to a lean and mean machine providing base services.
- We are not doing well at all. We have less people, less funding and more work.
- My economic situation has worsen progressively over the past 10 years.
- It was not visible until I divorced and lost my house as a part of the settlement several years ago. We purchased the house - a custom house, not a tract house - with my income only (my wife was not working at the time) and got a 0 down with the aid of the GI bill. I figured after the divorce, I would again be able to buy another house. The cost of housing as skyrocketed, and I can no longer afford to buy a house in Sonoma County, even though I make more now than I did 10 years ago.
- Due to the current economic downturn, I will have to work at least 10 years longer before I retire and with possible changes in SS and other retirement programs and the stock market the future is not very secure.
- Worse - my job was outsourced. It took 10 months for me to find a job, and it pays \$500/month less than my old one.
- Do not know at this time Have only been with the department as of February 7, 2005
- Worse – underpaid
- Less income, cost of living higher
- I haven't had a raise in 3 years although our work (engineering/construction) continues to is increase and the cost of most goods and services has gone up!!
- About the same.
- Not that great. Salary has been frozen and cost of living going up.
- Just holding on
- Not so good. Organization is having problems but has been using all its resources to develop novel solutions to fiscal problems. We have endeavored so far but there is zero fat to cut and work load on individuals is always increasing as employees leave and their spots are not filled. On a personal level, I don't have as many creative minds to tap for new ways of doing things. I'm definitely can't afford to live here for much longer and I'm a pretty miserly person.I went out of business in downtown SR
- Improved.
- About the same
- Doing great. Doing better. Seeing some improvement in downtown Santa Rosa!
- Due to higher costs of living, utilities, gas, etc. with no corresponding pay raises, more payroll deductions and higher health care costs, our total household income has gone down.
- Worse
- Better
- Unfortunately, I have only been with the city going on 3 years, so I don't know. What I can tell you is, since I have been here we have had to drastically cut public services and have been unable to get a cost of living increase during a time when the cost of everything else continues to soar!!
- Much better thank you
- I haven't had an increase in pay in 3 years...so I am living paycheck to paycheck which I haven't had to do in about 12 years.
- Somewhat less financially comfortable due to negative salary impacts
- Worse
- Slightly down
- Slightly better
- Still struggling.

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Quality of life ▪ Education level of workforce ▪ Diversity of economy | <ul style="list-style-type: none"> ▪ Beautiful environment ▪ 50 miles from the Golden Gate Bridge ▪ Educated workforce |
| <ul style="list-style-type: none"> ▪ Being in Sonoma County ▪ Having parks and wild places near by ▪ Though overgrown, capable of small town charm | <ul style="list-style-type: none"> ▪ Infill sites - mixed use high rises within the UGB ▪ Regional economic capital ▪ Commitment to affordable housing for all incomes |
| <ul style="list-style-type: none"> ▪ Apparent low unemployment rate ▪ Substantial federal/state/local government payroll ▪ Consumer spending appears steady | <ul style="list-style-type: none"> ▪ Agriculture-Mediterranean climate ▪ Justice oriented community ▪ Small business |
| <ul style="list-style-type: none"> ▪ Weather ▪ Weathe ▪ Weather | <ul style="list-style-type: none"> ▪ Quality of environment and open space ▪ Sense of community ▪ Many well educated citizens |
| <ul style="list-style-type: none"> ▪ Beauty of Open Spaces/Quality of Life ▪ Agriculture ▪ Tourism | <ul style="list-style-type: none"> ▪ Great place to live ▪ Variety of industries ▪ Tourism |
| <ul style="list-style-type: none"> ▪ Weather ▪ Proximity to San Francisco ▪ A mediocre educational system | <ul style="list-style-type: none"> ▪ Location ▪ Weather |
| <ul style="list-style-type: none"> ▪ Grape and wine production ▪ Wine related tourism ▪ Small businesses | <ul style="list-style-type: none"> ▪ Vibrant small business community ▪ Diverse industry clusters ▪ Excellent resources for business |
| <ul style="list-style-type: none"> ▪ Climate ▪ Proximity to San Francisco ▪ In the Wine Country | <ul style="list-style-type: none"> ▪ Location ▪ Weather ▪ Diverse economy |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Tourism ▪ Wine industry ▪ Agricultural | <ul style="list-style-type: none"> ▪ Good geography; climate ▪ Diverse goods & services already in place ▪ Rich culture & strong roots in agriculture |
| <ul style="list-style-type: none"> ▪ Diversity ▪ Size ▪ Geographic location | <ul style="list-style-type: none"> ▪ Sophisticated companies ▪ Sophisticated employees ▪ Great strategic geography and climate |
| <ul style="list-style-type: none"> ▪ Location ▪ Diverse economic base ▪ Quality of life | <ul style="list-style-type: none"> ▪ Food and wine industries ▪ Rechnology firms ▪ Desirable place to live |
| <ul style="list-style-type: none"> ▪ Economic foundation in Agriculture/Wine ▪ Desirable place to live ▪ Diversity of workforce and employers | <ul style="list-style-type: none"> ▪ Diversity of industries ▪ Educated, capable work force ▪ Proximity to Bay Area, Silicon Valley |
| <ul style="list-style-type: none"> ▪ Location ▪ Business diversity as represented in entrepreneurial ▪ Global connectedness | <ul style="list-style-type: none"> ▪ Livable ▪ Size ▪ Good symphony, restaurants, outdoor spaces |
| <ul style="list-style-type: none"> ▪ Diversity of business contribute to stability ▪ Available work force ▪ Educational opportunities | <ul style="list-style-type: none"> ▪ Education/trained workforce-educational resources ▪ Relatively diverse economy-not a one industry area ▪ Strong/competent government infrastructure |
| <ul style="list-style-type: none"> ▪ High cost of real estate ▪ Older population with money earned many years ago ▪ Agricultural productivity | <ul style="list-style-type: none"> ▪ Wine Country tourism ▪ Good weather ▪ Proximity to San Francisco |
| <ul style="list-style-type: none"> ▪ Highly skilled /educated /sophisticated workforce ▪ Spectacular natural and living environment ▪ Diversity: agriculture, tourism, health, education, technology | <ul style="list-style-type: none"> ▪ Good retail mix ▪ County government seat ▪ Attractive downtown |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Location ▪ Location ▪ Location | <ul style="list-style-type: none"> ▪ Wine ▪ Housing ▪ Tourism |
| <ul style="list-style-type: none"> ▪ Quality of manpower pool ▪ Vitality of community & business groups ▪ Location | <ul style="list-style-type: none"> ▪ Shopping ▪ Restaurants ▪ Other Burbank home and gardens |
| <ul style="list-style-type: none"> ▪ Location/Proximity to 101/San Francisco ▪ Highly educated workforce ▪ Great place to live | <ul style="list-style-type: none"> ▪ Small businesses ▪ Diversity of light industries ▪ Tourism/scenic beauty |
| <ul style="list-style-type: none"> ▪ Location / lifestyle ▪ Generous people, businesses ▪ Reasonable diversification of industries | <ul style="list-style-type: none"> ▪ Diverse business economy (withstand slumps) ▪ Location ▪ Economic center |
| <ul style="list-style-type: none"> ▪ Tourism ▪ North coast financial services industry center ▪ Vineyards and Wineries | <ul style="list-style-type: none"> ▪ Climate ▪ Bay Area location ▪ Tourism |
| <ul style="list-style-type: none"> ▪ Local, reliable, longstanding small businesses ▪ Real estate market ▪ Sound institutions & industries (JC, wine, health) | <ul style="list-style-type: none"> ▪ Close to the Wine Country draws tourists ▪ Educated population to draw employees from ▪ Desirable area to live in |
| <ul style="list-style-type: none"> ▪ Agriculture ▪ Local services ▪ Local business | <ul style="list-style-type: none"> ▪ Mediterranean Climate- people want to live here ▪ Relatively close proximity to Bay Area ▪ Nationally recognized Junior College |
| <ul style="list-style-type: none"> ▪ Variety of services ▪ Regional service center | <ul style="list-style-type: none"> ▪ Tourism ▪ Telecom ▪ Retail |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Desirable place to live | <ul style="list-style-type: none"> ▪ Location, location, location ▪ Santa Rosa Junior College - students sales tax revenue ▪ Railroad Square |
| <ul style="list-style-type: none"> ▪ Located in a beautiful area with excellent parks ▪ Close to San Francisco ▪ Skilled labor force availability | <ul style="list-style-type: none"> ▪ Cheap labor |
| <ul style="list-style-type: none"> ▪ Banking Center ▪ Tourism (Nature, Wine, Arts) ▪ Proximity to San Francisco | <ul style="list-style-type: none"> ▪ Supportive Community ▪ Diverse Economy ▪ Over reliance on big box development |
| <ul style="list-style-type: none"> ▪ Location/Beautiful Environment ▪ Tourism, Many Attractions ▪ In the middle of wine country. | <ul style="list-style-type: none"> ▪ Desirable place to live, work, raise family ▪ Significant % of population has high net worth/income ▪ Proximity to Bay Area |
| <ul style="list-style-type: none"> ▪ Location, favorable climate ▪ Educated work force, strong JC & University ▪ Competent, aggressive business leadership | <ul style="list-style-type: none"> ▪ Flexibility and adaptability of its citizens ▪ Wine and agricultural industry ▪ Diversity of entrepreneurship |
| <ul style="list-style-type: none"> ▪ The city's government agencies ▪ The police department ▪ The larger corporate businesses | <ul style="list-style-type: none"> ▪ The Name Santa Rosa ▪ The Location ▪ The Weather |
| <ul style="list-style-type: none"> ▪ Quality of life, living ▪ ow crime ▪ Intelligent workforce | <ul style="list-style-type: none"> ▪ Wineries ▪ Tourism ▪ Real Estate |
| <ul style="list-style-type: none"> ▪ Tourist Destination ▪ Affluent Population ▪ Educated Work Force | <ul style="list-style-type: none"> ▪ Diverse Economy ▪ Good upper level education system ▪ Physical Location |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Finance/banking ▪ Real estate/development | <ul style="list-style-type: none"> ▪ Location ▪ Large pool of potential worker ▪ Local/community identity |
| <ul style="list-style-type: none"> ▪ Location ▪ Available Workforce ▪ Presence of Established Large Companies | <ul style="list-style-type: none"> ▪ Service oriented jobs |
| <ul style="list-style-type: none"> ▪ Tourists from the wineries. ▪ Tourists that come due to the proximity of ocean. | <ul style="list-style-type: none"> ▪ Long term businesses ▪ Ma and pa organizations/businesses ▪ Ability to welcome new business |
| <ul style="list-style-type: none"> ▪ The employees (quality for what you ask of them) ▪ Property values continue to rise ▪ Recovery in progress so tax revenue should go up | <ul style="list-style-type: none"> ▪ Tourism; open space; beauty (wine country) ▪ Wine industry ▪ Proximity to San Francisco |
| <ul style="list-style-type: none"> ▪ Growth ▪ Family Supportiveness ▪ Potential for Economic Recovery | <ul style="list-style-type: none"> ▪ Great place to live ▪ Talented workforce ▪ Good infrastructure |
| <ul style="list-style-type: none"> ▪ It's strong retail environment ▪ It's livability and ability to attract business ▪ It's diversity in business | <ul style="list-style-type: none"> ▪ Quality of residents ▪ Proximity to city |
| <ul style="list-style-type: none"> ▪ Climate ▪ Proximity to San Francisco ▪ Proximity to wine country | <ul style="list-style-type: none"> ▪ Area - nice place to visit ▪ Nice place to live |
| <ul style="list-style-type: none"> ▪ Charming, unique downtown with few chain stores ▪ Beautiful natural setting ▪ High quality of life | <ul style="list-style-type: none"> ▪ Wine/Vineyard Industry ▪ Tourism ▪ Hi tech industry |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Pro-active taxation ▪ Growing population in an expensive housing market ▪ Property tax revenues | <ul style="list-style-type: none"> ▪ Geographic Location ▪ Quantity and quality of parks and programs ▪ Amount of retail stores |
| <ul style="list-style-type: none"> ▪ Permit fees ▪ Utility fees ▪ Taxes | <ul style="list-style-type: none"> ▪ Location ▪ High Tech Business ▪ Population to support companies and businesses |
| <ul style="list-style-type: none"> ▪ Great place to live ▪ Small town feel ▪ Established large businesses | <ul style="list-style-type: none"> ▪ Location, attractive place to live ▪ Potential for R&D center for Corporations ▪ Opportunity to grow high end jobs. |
| <ul style="list-style-type: none"> ▪ Large number of businesses ▪ Continued growth ▪ Some industry growth | <ul style="list-style-type: none"> ▪ Location on the north coast ▪ Good industrial base ▪ Desirable place to live |
| <ul style="list-style-type: none"> ▪ Vineyard/wineries ▪ Regional tourism ▪ ight manufacturing/tech. services | <ul style="list-style-type: none"> ▪ Conservative investment approach ▪ Quality employees doing more with less ▪ ocation, location, location |
| <ul style="list-style-type: none"> ▪ Great place to live in ▪ Decent amount of business establishments | <ul style="list-style-type: none"> ▪ Work force ▪ Schools JC etc. ▪ ocation |
| <ul style="list-style-type: none"> ▪ Largest commerce center for about 30+ miles around ▪ People are still moving here ▪ arge employee pool for businesses to tap | <ul style="list-style-type: none"> ▪ Government Spending |
| <ul style="list-style-type: none"> ▪ Tourism ▪ Desirable place to reside (surrounding area) | <ul style="list-style-type: none"> ▪ Plenty of consumers ▪ Desirable place to live (for now) ▪ A diverse economic base |

2. In your opinion, please state Santa Rosa's three strongest economic strengths?

- Aerial beauty and desirable living environment
- Tourism related to wine and art
- Unspoiled coastal landscape
- Stable business, i.e. medical, financial, shopping
- Relative affluence of citizens
- Stable agricultural industry, i.e. grapes, dairy
- The seeming ability to endlessly raise rates.
- A fully subsidized service class of laborers
- No true middle class remains to obstruct economics
- Tourism
- Wine industry
- Agriculture
- Tourism draw
- Business diversity
- Community support of public safety needs
- Employee's who continue to do more with less
- Development of residential properties
- Tourism
- Creative thinking people
- Diversity of businesses
- Desire of people and businesses to make it work

3. In your opinion, please state Santa Rosa's three greatest economic challenges?

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Cost of housing ▪ Low salaries relative to rest of bay area ▪ Lack of public transit | <ul style="list-style-type: none"> ▪ Affordable housing ▪ Jobs closer to housing ▪ Funding better public transit and rail |
| <ul style="list-style-type: none"> ▪ Overcoming developers-rule, big city mentality ▪ Reinvigorating the traditional downtown area ▪ Increasing quality of life for existing residents | <ul style="list-style-type: none"> ▪ Existing inclusionary policy & jobs housing nexus ▪ Downtown - dead zone ▪ Lack of experienced mixed use high rise developers |
| <ul style="list-style-type: none"> ▪ Dishonest/incompetent business leaders ▪ Dishonest/incompetent government officials ▪ Biased monopoly local print media | <ul style="list-style-type: none"> ▪ Residents displaced by development ▪ Destination for county based services ▪ Poor public transit system |
| <ul style="list-style-type: none"> ▪ Better paying jobs (not box stores) ▪ Residents being able to live where they work ▪ Affordable housing | <ul style="list-style-type: none"> ▪ Crime and Gangs ▪ Downtown renewal, and taking care of the homeless ▪ Getting people off of 101, working w/o driving it. |
| <ul style="list-style-type: none"> ▪ Low income and workforce housing ▪ Poor transportation ▪ Number of working families below a living wage | <ul style="list-style-type: none"> ▪ Housing for low income families ▪ Providing public transit ▪ Upgrading schools |
| <ul style="list-style-type: none"> ▪ Affordable housing ▪ Transportation ▪ Building approval process is awful | <ul style="list-style-type: none"> ▪ Under the Thumb of Short-sighted economic thinking ▪ Weak Elected Leadership (see above) ▪ Inequity between workers and managers |
| <ul style="list-style-type: none"> ▪ Government ▪ Government ▪ Government | <ul style="list-style-type: none"> ▪ Housing costs ▪ Lack of large employers ▪ CA Tiger Salamander |
| <ul style="list-style-type: none"> ▪ Lack of direction & long range planning ▪ Transportation ▪ Affordable housing | <ul style="list-style-type: none"> ▪ High cost of housing ▪ Transportation ▪ Not business friendly |
| <ul style="list-style-type: none"> ▪ Traffic ▪ Housing ▪ Cost of doing business | <ul style="list-style-type: none"> ▪ Getting companies to move here ▪ Paying workers what they deserve ▪ Making housing more affordable to EVERYONE |
| <ul style="list-style-type: none"> ▪ Traffic flow & transportation alternatives (RR) ▪ Affordable & lower income housing ▪ Re-uniting CH SQ | <ul style="list-style-type: none"> ▪ Desirability as destination for visitors ▪ Housing ▪ Lack of visionary leadership |

3. In your opinion, please state Santa Rosa's three greatest economic challenges?

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Transportation ▪ Housing ▪ Education | <ul style="list-style-type: none"> ▪ Costs and fees ▪ Housing available at all price points ▪ Challenges related to demographic shift |
| <ul style="list-style-type: none"> ▪ Too expensive to do business ▪ Need more educated work force | <ul style="list-style-type: none"> ▪ High cost of housing ▪ Lack of transportation infrastructure/air service ▪ Anti-business sentiment by some |
| <ul style="list-style-type: none"> ▪ Growing shortage of high-value jobs ▪ High cost of living and doing business here ▪ Infrastructure deficiencies | <ul style="list-style-type: none"> ▪ "Protectionist" thinking in a global market ▪ Traditional development in housing and commercial ▪ Defining tax relief for new clean business |
| <ul style="list-style-type: none"> ▪ Poverty ▪ School quality ▪ Jobs | <ul style="list-style-type: none"> ▪ Transportation infrastructure ▪ Affordable housing ▪ Cost of doing business in City |
| <ul style="list-style-type: none"> ▪ Environmental wackos, e.g. slimy salamander ▪ Too many residents expecting government welfare ▪ Housing and transportation | <ul style="list-style-type: none"> ▪ Political pressure promotes construction industry ▪ Over dependence on state funds ▪ Provincial attitudes limit small business markets |
| <ul style="list-style-type: none"> ▪ Lack of flight service in and out of Sonoma County ▪ Messed road way/limited freeways ▪ Restraints on development i.e. salamander/ wet Ind | <ul style="list-style-type: none"> ▪ Broad range of top-quality schools ▪ Affordable housing ▪ Traffic |
| <ul style="list-style-type: none"> ▪ Upgrading public transportation system ▪ Meeting affordable housing & living wages needs ▪ Reversing preference for tourism/low-income job dev | <ul style="list-style-type: none"> ▪ Cost of Fees to do business in Sonoma County ▪ Time to process permits ▪ Increased Government size |
| <ul style="list-style-type: none"> ▪ Too hard to do business here ▪ Higher level jobs ▪ Government agencies working together | <ul style="list-style-type: none"> ▪ Too many retail, big box stores - defuses market ▪ Small businesses are suffering ▪ Government is too big & costly |
| <ul style="list-style-type: none"> ▪ Housing ▪ Transportation/traffic issues ▪ Education | <ul style="list-style-type: none"> ▪ Outsourcing of manufacturing jobs ▪ The state/fed cutbacks ▪ Reducing greenhouse gases-climate change |
| <ul style="list-style-type: none"> ▪ Loss of agriculture/scenic beauty ▪ Loss of small industries ▪ Over population | <ul style="list-style-type: none"> ▪ Transportation ▪ Cost of living ▪ Onerous local & state regulations |
| <ul style="list-style-type: none"> ▪ Poorly designed downtown ▪ Effective local government ▪ Jobs/housing balance doesn't work effectively | <ul style="list-style-type: none"> ▪ Transportation- Hwy 101 + air service ▪ Affordable housing ▪ Upgrading the downtown area |

3. In your opinion, please state Santa Rosa's three greatest economic challenges?

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Transportation ▪ Government tax drain ▪ Tiger Salamander | <ul style="list-style-type: none"> ▪ Affordable housing ▪ Special populations: poor families, elderly ▪ Transportation |
| <ul style="list-style-type: none"> ▪ Cost of housing ▪ Cost of doing business in CA driving away companies ▪ Imbalance of retail/min. wage to high paying jobs | <ul style="list-style-type: none"> ▪ Housing for the lowest income persons ▪ Wastewater management ▪ Sprawl building on ridge tops |
| <ul style="list-style-type: none"> ▪ Dying downtown ▪ Skyrocketing housing costs ▪ Lack of good future planning | <ul style="list-style-type: none"> ▪ Improving traffic flow ▪ Reducing sprawl ▪ Paying for public services |
| <ul style="list-style-type: none"> ▪ Sprawl ▪ Traffic ▪ Working with other agencies | <ul style="list-style-type: none"> ▪ High cost of housing ▪ Traffic congestion ▪ Mediocre schools |
| <ul style="list-style-type: none"> ▪ Graffiti in downtown business area ▪ Homeless in downtown business area ▪ Ability to attract name businesses to downtown | <ul style="list-style-type: none"> ▪ Traffic ▪ No commercial airline at airport ▪ High housing cost for employees |
| <ul style="list-style-type: none"> ▪ Getting small, medium and large business establish | <ul style="list-style-type: none"> ▪ Ignorant obstructionism, NIMBY vs. Economy. Health ▪ Hwy constriction, no rail service, no air service ▪ Cost of housing - we need city center density |
| <ul style="list-style-type: none"> ▪ Downtown in need of mix of housing/bus/services ▪ Viable transit hubs with trains/buses ▪ Diverse housing options throughout the city | <ul style="list-style-type: none"> ▪ Planning process/zoning lead to sprawl development ▪ High housing cost causing long commutes = traffic ▪ No strategy to address energy cost/availability |
| <ul style="list-style-type: none"> ▪ Transportation - Road & Air ▪ Affordable housing for workers. ▪ balanced economic growth, considering nature, residential | <ul style="list-style-type: none"> ▪ Transportation ▪ High-cost housing ▪ Elementary and High School education |
| <ul style="list-style-type: none"> ▪ Education funding--we're hurting our own future ▪ Lack of agricultural diversity ▪ Poor public transportation--effects everything | <ul style="list-style-type: none"> ▪ Providing Leadership for the Citizens ▪ Providing Adequate Police Protection ▪ Providing Adequate Fire Protection |
| <ul style="list-style-type: none"> ▪ Solutions that don't correct targeted problems ▪ Solutions perpetuating additional problems instead ▪ Affordable residence AND commercial property | <ul style="list-style-type: none"> ▪ Highway 101 traffic ▪ Gangs ▪ No airport access |
| <ul style="list-style-type: none"> ▪ Affordable housing ▪ Living wages ▪ Cost of doing business | <ul style="list-style-type: none"> ▪ Affordable Housing ▪ Transportation Issues, Hwy 101/Regional Airline ▪ High Cost of Living |

3. In your opinion, please state Santa Rosa's three greatest economic challenges?

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|---|---|
| <ul style="list-style-type: none"> ▪ Concept of parking money as major income ▪ Reluctance to have tourist trade ▪ Unwillingness to step out of the box | <ul style="list-style-type: none"> ▪ Aging Infrastructure ▪ Aging Downtown ▪ Cost of Housing |
| <ul style="list-style-type: none"> ▪ Relatively low wages ▪ High cost of living & housing ▪ High cost of health care | <ul style="list-style-type: none"> ▪ Jobs for anyone not in a service oriented field |
| <ul style="list-style-type: none"> ▪ Cost of Living ▪ Cost of Living ▪ Over Development of the land | <ul style="list-style-type: none"> ▪ Affordable housing ▪ Affordable schooling ▪ Affordable medical insurance |
| <ul style="list-style-type: none"> ▪ Keeping quality employees w/o pay increases ▪ Public safety issues | <ul style="list-style-type: none"> ▪ Salary Competitiveness ▪ Employee Retention ▪ Skyrocketing Housing |
| <ul style="list-style-type: none"> ▪ Infrastructure (inadequate) ▪ Public Safety (inadequate laws & enforcement) ▪ Impact of State's budget issues | <ul style="list-style-type: none"> ▪ Cost of living ▪ Cost of doing business ▪ Lack of air carrier |
| <ul style="list-style-type: none"> ▪ Cost of doing business ▪ Increasing cost of public safety ▪ Cost of providing infrastructure | <ul style="list-style-type: none"> ▪ Affordable housing ▪ Slowing growth ▪ Providing livable wage jobs |
| <ul style="list-style-type: none"> ▪ Widening gap between haves and have nots ▪ Too dependent on wine, tourism and retail ▪ Crowded, traffic, too many yuppies | <ul style="list-style-type: none"> ▪ Pay for employees ▪ Cost of living vs. pay |
| <ul style="list-style-type: none"> ▪ Pressure to bring in big-box auto-oriented stores ▪ Keeping/encouraging small local businesses ▪ Lack of affordable housing | <ul style="list-style-type: none"> ▪ Keeping housing costs in check ▪ Generating sales tax revenues ▪ Maintaining quality safety/city services |
| <ul style="list-style-type: none"> ▪ Housing at all levels of economic spectrum ▪ Density allowed is going to bite us in the long run ▪ Traffic in the downtown area and S.R. Corridor | <ul style="list-style-type: none"> ▪ Affordable housing ▪ Jobs that pay enough to afford housing ▪ Cost of living |
| <ul style="list-style-type: none"> ▪ Affordable housing ▪ Cost of living ▪ Taxes | <ul style="list-style-type: none"> ▪ Positive environment for the young ▪ Illegal alien compensations ▪ Rehabilitation programs for homeless |
| <ul style="list-style-type: none"> ▪ Lack of productivity in Parks and Rec staffing | <ul style="list-style-type: none"> ▪ Cost of housing ▪ Homeless problem ▪ Gang problem |

3. In your opinion, please state Santa Rosa's three greatest economic challenges?

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| <ul style="list-style-type: none"> ▪ Traffic ▪ location of Merchants ▪ High cost of living and medium scale wages | <ul style="list-style-type: none"> ▪ Affordable housing |
| <ul style="list-style-type: none"> ▪ Attracting high end jobs, WalMart/ adds nothing ▪ Housing costs ▪ Maintaining attractive place to live | <ul style="list-style-type: none"> ▪ Affordable housing ▪ livable wage for single parents ▪ Outsourcing of jobs by employers |
| <ul style="list-style-type: none"> ▪ Cost of housing ▪ Can't attract qualified help from out of area ▪ Transportation of goods in/out of area (101) | <ul style="list-style-type: none"> ▪ State budget ▪ Arnold Schwarzenegger ▪ Increase in health costs |
| <ul style="list-style-type: none"> ▪ Jobs ▪ Too much growth too fast ▪ Upkeep of infrastructure | <ul style="list-style-type: none"> ▪ High Taxes ▪ High cost of public Utilities and cost |
| <ul style="list-style-type: none"> ▪ Marinating quality of service w/ minimal staffing ▪ Price of housing is "through the roof" ▪ Not a town for the working middle class anymore | <ul style="list-style-type: none"> ▪ Housing (Tiger Salamander) ▪ Jobs ▪ Taking care of people who want to live/come to SR |
| <ul style="list-style-type: none"> ▪ No vitality downtown after 6 PM ▪ People travel to San Francisco for entertainment ▪ Parking and traffic impact negatively | <ul style="list-style-type: none"> ▪ Keeping the infrastructure up to date ▪ Keeping a check on corporate profiteering ▪ Sustainably using our resources |
| <ul style="list-style-type: none"> ▪ Improved transportation corridor and linkages ▪ Dispersion of/disjointed educational resources ▪ Lack of strong community direction | <ul style="list-style-type: none"> ▪ High cost of living/ doing business in Sonoma County ▪ Balancing residents love/hate for tourism dollars |
| <ul style="list-style-type: none"> ▪ Finding money to improve roads, transportation ▪ large number of homeless and barely housed ▪ Avoiding effect of economic downturn on business | <ul style="list-style-type: none"> ▪ State cuts ▪ Revenue sources consistently short of expenditures ▪ Employee pay and benefits - keeping pace |
| <ul style="list-style-type: none"> ▪ Keeping the status quo, without interference ▪ The repercussions of buildout, every inch used up ▪ Keeping the ratepayer paying for development cost | <ul style="list-style-type: none"> ▪ Attracting new business ▪ Attracting and retaining public employees ▪ Maintaining the infrastructure |
| <ul style="list-style-type: none"> ▪ Unaffordable housing ▪ Highway traffic impact and no major airport ▪ Lack of marketing for Sonoma County | <ul style="list-style-type: none"> ▪ Providing a GOOD education for our children ▪ Providing decent affordable healthcare ▪ Creating free after school activities for teens |

4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.

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| <ul style="list-style-type: none"> ▪ Renewed growth in telecom ▪ Revitalization of tourist economy | <ul style="list-style-type: none"> ▪ High-density mixed-use development downtown ▪ Transit oriented development in Rail Road Square ▪ Enacting a jobs-housing linkage fee |
| <ul style="list-style-type: none"> ▪ Mixing residential & commercial uses downtown ▪ earning that growth costs, not pays, in long run ▪ Revitalizing creeks & natural areas | <ul style="list-style-type: none"> ▪ RRD SQ Smart site mixed use housing all incomes ▪ White house site & infill mixed use all incomes ▪ TOT Tax for affordable & work force housing |
| <ul style="list-style-type: none"> ▪ Continued federal/state/local government spending ▪ New interests investing Downtown/Railroad Square ▪ Small retail/service businesses | <ul style="list-style-type: none"> ▪ Environmental technology ▪ Transition to renewable energy/wind-solar ▪ Human services-hospitality |
| <ul style="list-style-type: none"> ▪ A jobs-housing linkage fee ▪ Affordable housing ▪ Transportation alternatives | <ul style="list-style-type: none"> ▪ Electric Car Manufacturing ▪ Photovoltaic Manufacturing ▪ Photovoltaic Installations |
| <ul style="list-style-type: none"> ▪ Adoption of policies to provide affordable housing ▪ Promotion of occupational job training ▪ Redevelopment public benefit agreements | <ul style="list-style-type: none"> ▪ Invigorating public education ▪ A living wage ▪ Reaching out to the Southwest with good jobs |
| <ul style="list-style-type: none"> ▪ SMART Train (transport goods & people) ▪ Rejuvenating Courthouse Square ▪ Being a Leader in Green Building for Businesses | <ul style="list-style-type: none"> ▪ Reduce Government |
| <ul style="list-style-type: none"> ▪ Encourage start-ups from current industry base ▪ Housing downtown ▪ Tourism | <ul style="list-style-type: none"> ▪ Assist existing businesses to grow ▪ Be pro-active rather than reactive to development ▪ Nurture what's here |
| <ul style="list-style-type: none"> ▪ Wine and food related tourism/business | <ul style="list-style-type: none"> ▪ Grow and retain high-tech businesses ▪ Wine Industry |
| <ul style="list-style-type: none"> ▪ Rebound tech market ▪ Wine market ▪ Telecommuters | <ul style="list-style-type: none"> ▪ Re-uniting CH SQ ▪ Promoting railroad ▪ Increased live/work opportunities |
| <ul style="list-style-type: none"> ▪ Developing new businesses ▪ lowering rent/housing so people will stay here ▪ Getting airlines to fly here | <ul style="list-style-type: none"> ▪ Tourism ▪ Residential infill ▪ Upscale retail |

4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.

<ul style="list-style-type: none"> ▪ Fortify existing business ▪ Wine, grapes and agriculture ▪ Tourism and recreation 	<ul style="list-style-type: none"> ▪ Technology ▪ Tourism
<ul style="list-style-type: none"> ▪ Food and Wine Center ▪ Bio tech ▪ Downtown/Redevelopment 	<ul style="list-style-type: none"> ▪ Tourism destination ▪ Food & Wine Center ▪ Develop an upscale Retail Center
<ul style="list-style-type: none"> ▪ Coordinated effort to create high-value jobs ▪ Attract and retain company headquarters ▪ Attract and retain start-up businesses 	<ul style="list-style-type: none"> ▪ City Govt to be business friendly ▪ Find ways to create affordable housing ▪ Energize downtown
<ul style="list-style-type: none"> ▪ Bring socially diverse voices to the economic conversation 	<ul style="list-style-type: none"> ▪ Population growth
<ul style="list-style-type: none"> ▪ Biotech and related ▪ Small startup companies ▪ A "center" for business interests 	<ul style="list-style-type: none"> ▪ Developing downtown retail and residential ▪ Attract nation tenant businesses to downtown ▪ Create more downtown parking
<ul style="list-style-type: none"> ▪ Wine country tourism ▪ Agricultural products ▪ Biotech stem cell research 	<ul style="list-style-type: none"> ▪ Healthcare and medical technology ▪ "Niche" food/wine/dairy products (esp. organic) ▪ Education / training for diverse fields
<ul style="list-style-type: none"> ▪ Inclusionary housing in Railroad Sq. project ▪ Enacting building codes prohibiting huge homes ▪ Focus on workforce housing to attract employers 	<ul style="list-style-type: none"> ▪ Building tourism in area ▪ Highway 101 improvements ▪ Revitalization of downtown area
<ul style="list-style-type: none"> ▪ Affordable Housing ▪ Tourism ▪ New Business/bring them in 	<ul style="list-style-type: none"> ▪ Education ▪ Recreation ▪ Transportation
<ul style="list-style-type: none"> ▪ Reducing greenhouse gases- technology in demand ▪ Development along urban corridor, w/ train ▪ Tourism 	<ul style="list-style-type: none"> ▪ Strengthening tourism ▪ Building the light rail system ▪ Developing Santa Rosa Creek green belt
<ul style="list-style-type: none"> ▪ Consolidate downtown ▪ Renovate RR square as planned (mixed use) ▪ Health care 	<ul style="list-style-type: none"> ▪ Increased tourism ▪ Increased stability of agriculture ▪ Improved tech/telecom environment
<ul style="list-style-type: none"> ▪ Creating partners: business, non-profit, citizens ▪ Attract new large industry in place of tech industry ▪ Spend time on infrastructure (water, schools, etc) 	<ul style="list-style-type: none"> ▪ Promote the wine industry ▪ Create a "Healdsburg like" downtown ▪ Create affordable housing

4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.

<ul style="list-style-type: none"> ▪ Expand tourist draws: historic districts, food, etc ▪ Offer trade schools in high school/SRJC ▪ Build affordable housing 	<ul style="list-style-type: none"> ▪ Tourism ▪ Growth of wine industry ▪ Retail growth
<ul style="list-style-type: none"> ▪ Small tech. Industries ▪ Tourism ▪ Efficient inner city housing developments 	<ul style="list-style-type: none"> ▪ Responsible wine growth ▪ Responsible small business growth ▪ Business owners providing housing for workers
<ul style="list-style-type: none"> ▪ SMART train ▪ Revitalizing downtown ▪ Mixed-use planning and infill 	<ul style="list-style-type: none"> ▪ Revitalize the downtown-create people places ▪ Create mixed use (commercial/residential.) downtown ▪ Implement commuter train
<ul style="list-style-type: none"> ▪ Clean up the downtown area ▪ Maintain the historic character of Santa Rosa ▪ Address graffiti and homeless problems 	<ul style="list-style-type: none"> ▪ Improve transit & rail re traffic & energy security ▪ Neighborhood and 'village' type development ▪ With #1 grow tourism/specialty ag/food security
<ul style="list-style-type: none"> ▪ Traffic improvements (Hwy 101, Farmer Ln, etc.) ▪ Add commercial airline service to airport ▪ Higher density housing to reduce costs 	<ul style="list-style-type: none"> ▪ Get the train back on the tracks ▪ Efficient, infill housing and development ▪ Improve our teaching methods at all levels
<ul style="list-style-type: none"> ▪ Health ▪ Senior ▪ Home improvement 	<ul style="list-style-type: none"> ▪ For large businesses & corporations ▪ Construction (usually out of area companies) ▪ Businesses moving from out of the area
<ul style="list-style-type: none"> ▪ Expanding/Diversifying Employer base ▪ Condos in city centers ▪ Hwy 101 expansion 	<ul style="list-style-type: none"> ▪ The Name Santa Rosa ▪ The Location ▪ The Weather
<ul style="list-style-type: none"> ▪ Transit-oriented development in Railroad Square ▪ Reunification of Courthouse Square ▪ Good planning around SR's gateways 	<ul style="list-style-type: none"> ▪ Growth In Tourism ▪ Growth In Medical Services ▪ Growth in Retail Services
<ul style="list-style-type: none"> ▪ Increase tourism ▪ Revive Downtown - support small merchants ▪ Tourism if we don't price ourselves out of it. 	<ul style="list-style-type: none"> ▪ Tourism ▪ Research and development industries ▪ Unknown
<ul style="list-style-type: none"> ▪ Encourage nightlife in the downtown area ▪ Build an events center near downtown 	<ul style="list-style-type: none"> ▪ Bio-Tech ▪ Organic Foods
<ul style="list-style-type: none"> ▪ Tourism (location, ambience) ▪ Commercial real estate vacancy/capacity ▪ light & wine industry 	<ul style="list-style-type: none"> ▪ Increased Tourism ▪ Improve highway and roads ▪ Streamline Government's responsiveness

4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.

<ul style="list-style-type: none"> ▪ Telecommunications ▪ Internet Technologies ▪ Other Spinoff Technologies 	<ul style="list-style-type: none"> ▪ Tourism/wineries ▪ High tech ▪ Service/health care
<ul style="list-style-type: none"> ▪ Realizing redevelopment opportunities ▪ Providing cost competitive business environment ▪ Providing sufficient infrastructure for growth 	<ul style="list-style-type: none"> ▪ Attracting new large companies ▪ Maintain good relationship with large companies ▪ In fill development opportunities near downtowns
<ul style="list-style-type: none"> ▪ The possibility of a commuter train 	<ul style="list-style-type: none"> ▪ No more state takeaways should stabilize budget
<ul style="list-style-type: none"> ▪ People want to live in Santa Rosa ▪ More service based jobs because of retirees ▪ Tourism 	<ul style="list-style-type: none"> ▪ Proper housing development ▪ Hi tech industry ▪ Tourist Boom
<ul style="list-style-type: none"> ▪ Build up the downtown, make it fun and walkable ▪ Create neighborhood shopping nodes ▪ Green business/industry 	<ul style="list-style-type: none"> ▪ Get a store like Pottery Barn, Crate & Barrel ▪ Get an IKEA ▪ Bring in companies that generate tax revenues
<ul style="list-style-type: none"> ▪ Positioning the right business in the right place ▪ Downtown development ▪ Attracting wineries to open within city limits 	<ul style="list-style-type: none"> ▪ More growth within city limits ▪ Police and fire ▪ Arts
<ul style="list-style-type: none"> ▪ Hold the line on the cost of doing business here ▪ Lower taxes ▪ Hold down utilities cost 	<ul style="list-style-type: none"> ▪ Environment issues ▪ Police and fire responsibilities ▪ Traffic
<ul style="list-style-type: none"> ▪ Maintaining a viable middle class ▪ Keeping a check on gang activity ▪ Keeping a check on corporate profiteers/developers 	<ul style="list-style-type: none"> ▪ Railroad Square ▪ Mixed use of high rise structures ▪ Redevelopment of old areas needing upgrades
<ul style="list-style-type: none"> ▪ Retail enhancement-making SR region a destination ▪ Promote further incubator businesses ▪ Promote think tanks and research facilities 	<ul style="list-style-type: none"> ▪ High cost of Real estate ▪ Improve roads and traffic to make it easier to get ▪ Unify the square
<ul style="list-style-type: none"> ▪ Getting a cut of Indian casino gambling profits ▪ Getting a cut of energy production increases, Calpn ▪ Hiring jail trustees to perform all city tasks 	<ul style="list-style-type: none"> ▪ Planning for the future, not for the short term ▪ Implementing the plan ▪ Building a infrastructure that supports City/Count
<ul style="list-style-type: none"> ▪ Expand green/environmental friendly businesses ▪ Support local community 	<ul style="list-style-type: none"> ▪ Reduced outsourcing of jobs ▪ Maintaining level of skilled job opportunities
<ul style="list-style-type: none"> ▪ Re-growth of tech industry ▪ Hopefully, the recovery of the economy 	<ul style="list-style-type: none"> ▪ Construction ▪ Services (medical/dental/acctg/auto/

4. In your opinion, please state Santa Rosa's three strongest economic opportunities in the next three to five years.

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|---|---|
| ▪ Bringing in a semi pro team | ▪ High density in-fill downtown core area |
| ▪ Attracting strong companies to our area | ▪ Lure large employers to area |
| ▪ Acquire a major airline | ▪ Expanding tax base due to increasing population |
| ▪ Attract new businesses | ▪ Increased business due to population increase |
| ▪ Small businesses | ▪ Maintaining cost to service ratios |
| ▪ Entrepreneurs | ▪ Tourism |
| ▪ Entertainment, tourism, agriculture | ▪ Sale of real estate |
| | ▪ Opportunities? Um...I don't know, sorry. |

5. How do you view your economic future in Santa Rosa? (resident, company or organization)

▪ Resident & professional	▪ Ok
▪ My personal economic interests are not dependent on the local economy	▪ If we build high-density, transit-oriented communities with affordable house, GOOD. If not, I'm looking to move.
▪ This is the best place in the world for landscaping/horticulture. But I will no longer be able to afford the high rents, even working seven days a week.	▪ Positively- the projected growth by ABAG - calls for urban centered mixed-use densities for all incomes - a more vibrant downtown and quality of life.
▪ As a resident, I am worried about the City's own finances and the potential for even further increases in taxes and fees. For our organization, we optimistically look forward to an economic recovery for the area.	▪ If leaders are willing to consider alternative ways of "doing business", I think the outlook is very good. Santa Rosans have the will to challenge pro-business as usual and foster pro-human workforce development.
▪ Our company competes globally, and much of our manufacturing is now done overseas. Our future in Sonoma County depends on our ability to out-innovate our worldwide competitors. Our ability to do that will be dependent on the availability of highly qualified graduates of our school systems and much-needed attention to the local infrastructure to promote ease of doing business and quality of life.	▪ More development for the rich will not sustain this city. There has to be opportunity and growth for those who already live here. We have to do more to support small businesses so that they can succeed. We must encourage employers to work with employees in terms of working at home, or at different times (to lessen traffic congestion). I am not very hopeful and feel the City doesn't care about middle to low class residents.
▪ Economic future will hinge on our ability as a community to come together to solve long-term systemic issues and problems.	▪ Super, I consult for the Geysers Power Plants, and photovoltaic installations.
▪ Continue to grow local business	▪ Good
▪ We are looking to relocate outside of Sonoma County	▪ Continued muddling through.
▪ Fair	▪ Organization -- Good
▪ A rising tide floats all boats	▪ Good
▪ As long as City Hall is driven by developers, we are in trouble. High-end projects will continue to outpace their need, at the expense of the overall community.	▪ Right now, pretty bleak. Pay from most jobs here matches the pay scale of 1980s. Cost of living is too high for what the area has to offer.
▪ Optimistic	▪ Worth looking forward to
▪ Resident, employer	▪ Jobs do not pay enough for cost of living
▪ Company-outlook is good	▪ Positive if willing to handle social issues
▪ As a resident I love the area. As a business owner I hate it	▪ Very good
▪ As a company-positive	▪ Outlook is good.

5. How do you view your economic future in Santa Rosa? (resident, company or organization)

<ul style="list-style-type: none"> Opportunities are still present, but I worry about regulations stopping expansion. 	<ul style="list-style-type: none"> Company we'll increase our work load due to the make work by Agencies
<ul style="list-style-type: none"> I can see myself moving away from here due to the raising costs and low pay. I would not recommend someone move here without a great paying job. 	<ul style="list-style-type: none"> Fragile position, subject to macro economy. Will thrive if economy thrives. May have to move if things get worse. Will stay and hang in there if things stay the same.
<ul style="list-style-type: none"> As a company, we will scale down overhead and continue to thrive with customers. As a resident, I will probably be unable to buy a home here myself, and will eventually relocate out of necessity. For the time we are here, we will try to gather info about gaps in services and try to access outside funding to address them. 	<ul style="list-style-type: none"> Mixed feelings. IF the housing and financial markets stay strong, IF I find consistent work in education and training, IF my children can succeed in their current schools (and IF we can afford to keep them in those schools), then I think we will do well in the long term. Absent any of those conditions, we will probably have to relocate.
<ul style="list-style-type: none"> It will be challenging to afford to live here, and drive to and from work.....and as an educator, I see declining enrollment due to high cost of living and poor transportation 	<ul style="list-style-type: none"> This is where my business has been located for almost 20 years, I am wondering how the extreme cost of housing will affect its continued success.
<ul style="list-style-type: none"> Questionable 	<ul style="list-style-type: none"> Company outlook is positive, resident outlook is also strong
<ul style="list-style-type: none"> Should do well 	<ul style="list-style-type: none"> Good-better
<ul style="list-style-type: none"> Excellent, however, residential will be unaffordable to my children and they will not be able to afford to live here 	<ul style="list-style-type: none"> The local economy is improving at about the same rate or slightly slower than the entire Bay Area.
<ul style="list-style-type: none"> Too much tract housing, big boxes. I own rental property and see a fine future. 	<ul style="list-style-type: none"> Resident: Will probably have to use value accrued in home to retire in area (reverse mortgage or sell and downsize).
<ul style="list-style-type: none"> Good if the City addresses graffiti and homeless issues which threaten the viability of downtown business 	<ul style="list-style-type: none"> Traffic conditions must improve for the city to stay vital. New business will not locate here if situation not improved
<ul style="list-style-type: none"> Difficult 	<ul style="list-style-type: none"> Hopeful, Some economic gain
<ul style="list-style-type: none"> Good. 	<ul style="list-style-type: none"> With optimism
<ul style="list-style-type: none"> Positive 	<ul style="list-style-type: none"> Inflation is likely to be a problem
<ul style="list-style-type: none"> Growth "good for the economy" will continue to devastate small businesses (i.e. mom & pop like mine was)& inevitably residential affordability. 	<ul style="list-style-type: none"> As a resident, the future is not secure or clear--very nebulous at present. As an organization, financially education is drowning. Very dismal for the near-term until people start coming together and caring for the future (in educating and caring more about the needs of our children).
<ul style="list-style-type: none"> I think it will get better (I am an optimist), as I am seeking better paying employment and expect to find something. 	<ul style="list-style-type: none"> Davis Carpets will move to Windsor or Rohnert Park as soon as possible
<ul style="list-style-type: none"> Non existent 	<ul style="list-style-type: none"> Resident

5. How do you view your economic future in Santa Rosa? (resident, company or organization)

<ul style="list-style-type: none"> Economically I can not afford to buy a house or buy insurance in this area as of yet so the future here is grim 	<ul style="list-style-type: none"> Stable and growing - Banking/Professional Cost of housing will prevent my kids from staying - Resident
<ul style="list-style-type: none"> Hopefully good, I'm planning to retire in a few years 	<ul style="list-style-type: none"> As the California and Nations economy improves so will Santa Rosa.
<ul style="list-style-type: none"> If city continues to w/hold increases to employees...move out of state is my next choice. 	<ul style="list-style-type: none"> As soon as my spouse retires we are probably moving to Oregon, due to the high cost of living in Sonoma County.
<ul style="list-style-type: none"> Will probably be priced out. Plan on moving to east bay or Sacramento in the next couple months. This coming from an attorney. 	<ul style="list-style-type: none"> If our tax base doesn't change or somehow get control of the runaway Cost of Living expenses I don't anyone will be able to stay, recruit or consider Santa Rosa.
<ul style="list-style-type: none"> Bad and getting worse 	<ul style="list-style-type: none"> Fair
<ul style="list-style-type: none"> Not keeping up to cost of living 	<ul style="list-style-type: none"> Staying about the same
<ul style="list-style-type: none"> Excellent in both private and public. As long as we have a Republican President and congress! 	<ul style="list-style-type: none"> As a middle-class, empowered resident: very good, although the housing is very expensive
<ul style="list-style-type: none"> My children will never afford to live here unless things change dramatically. The fees here are high and keep companies from moving their businesses here. 	<ul style="list-style-type: none"> I can no longer afford to live in Santa Rosa. Lake County offers realistic affordable housing. This issue will have a lasting impact on Santa Rosa's ability to generate the necessary sales tax revenues.
<ul style="list-style-type: none"> If the money is not spent correctly, there will be problems. 	<ul style="list-style-type: none"> Promising
<ul style="list-style-type: none"> I have none. When I retire, I'll leave the area. 	<ul style="list-style-type: none"> I am leaving because everything is in disarray
<ul style="list-style-type: none"> No opinion at this time 	<ul style="list-style-type: none"> Optimistic and expensive
<ul style="list-style-type: none"> My work will continue to grow based on grants and other \$ sources to fund design and construction of streets & infrastructure. 	<ul style="list-style-type: none"> I think we need to continue to be aggressive in getting people here to see the opportunities.
<ul style="list-style-type: none"> Resident: From the looks of it, I'll have to be a millionaire to actually live and enjoy Santa Rosa. I want to stay here as long as possible, Santa Rosa is awesome! 	<ul style="list-style-type: none"> Study with moderate growth as a resident, as an organization the economic future will be determined as to if the city can attract a balance of jobs all levels and not just the service type of jobs.
<ul style="list-style-type: none"> I feel confident of my personal economic future. I don't feel so good about the City's economic future. 	<ul style="list-style-type: none"> It seems to be alright. I believe that govt jobs still pay higher than private enterprise, so as long as that remains, I'll be okay.
<ul style="list-style-type: none"> So, so 	<ul style="list-style-type: none"> As a resident - hang on until economy gets better.
<ul style="list-style-type: none"> As a resident, stable. 	<ul style="list-style-type: none"> Not bright due to extremely high cost of living in this area.

5. How do you view your economic future in Santa Rosa? (resident, company or organization)

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| <ul style="list-style-type: none"> As a resident, I'll stay here. My business is rooted here. Though I may expand my scope of services. | <ul style="list-style-type: none"> As a resident that already owns a home I will do Okay. Those that do not make over 100K/yr and don't own a home will have trouble. |
| <ul style="list-style-type: none"> That the struggle will continue unless I find other employment or the City fixes the compensation and benefits issues. | <ul style="list-style-type: none"> Nonexistent, had to move out of a town my forefathers helped build due to the growing economic exclusions that eliminate the possibility of the survival of a middle class. |
| <ul style="list-style-type: none"> So, so. I might need to move away. | <ul style="list-style-type: none"> Some what uncertain |
| <ul style="list-style-type: none"> Growth limited in the next few years due to over abundance of hotel rooms, gas prices, housing and cost of doing business. | <ul style="list-style-type: none"> Stable in the short-term; housing/living costs (and negative impacts of growth) will result in relocation for retirement |
| <ul style="list-style-type: none"> If the economy improves as a whole then things will begin to get better for the organization a couple of years later. As a resident, I have to seriously consider moving out of the area or obtaining outside employment - and I'm not one to spend money on things (heck, my furniture is 25+ years old!) | <ul style="list-style-type: none"> When it comes to housing I consider myself lucky because I receive a housing subsidy which allows me to afforded my own place, but as a resident whose field of study is computer related I feel in order to find permanent employment I will have to look outside of Santa Rosa, and possibly outside of Sonoma County. |
| <ul style="list-style-type: none"> I work for County government in a field that is directly associated with the huge growth in Sonoma County- therefore, my job will not be negatively impacted. I was lucky enough to be able to barely afford a house. As prices rise in Sonoma County I will continue to have to be careful about how my money is spent in order to continue to afford to live here. | <ul style="list-style-type: none"> Mixed. I feel under threat by the cost of housing and the possibility of the real estate bubble bursting. At the same time, I see an appealing natural environment that may equalize the bubble threat. I am frustrated with a community that doesn't know itself -- is it Ag, is it Tech, is it "shotguns and pick-ups" or is it "wine and opera"? The community has a high degree of expectation from government and non-profits but isn't willing to pay for the true cost of those expectations. I am a person who is in demand as a leader and employee. So, when I consider my economic future in SR I must test it with opportunities elsewhere. Often, SR doesn't pencil out financially. For now, it is the natural environment and the proximity to SF that keeps me here. |
| <ul style="list-style-type: none"> I have a business that can still thrive during downturns so I am quite optimistic about continuing to live and do business here in the future | |

6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?

<ul style="list-style-type: none"> ▪ Honest/competent City/County government 	<ul style="list-style-type: none"> ▪ Public transit improvements
<ul style="list-style-type: none"> ▪ Supported work environments...job sharing ▪ Shiela Kuehl-Health Plan for all ▪ Incentives to walk, bicycle or ride bus 	<ul style="list-style-type: none"> ▪ Quality of life ▪ City led planning with serious community input ▪ Affordable housing near workers' jobs
<ul style="list-style-type: none"> ▪ Better wages & benefits & flexible hours ▪ More job opportunities ▪ Better transportation alternatives 	<ul style="list-style-type: none"> ▪ Making city pedestrian friendly ▪ Reducing use of pesticides & poisons ▪ Enforcing creekside setbacks & stopping sprawl
<ul style="list-style-type: none"> ▪ City photovoltaic installation goals, as Sebastopol ▪ City electric vehicle manufacturing goals. ▪ Engineering meetings with economic brainstorming. 	<ul style="list-style-type: none"> ▪ Revise existing inclusionary policy ▪ Jobs housing impact fees ▪ SRO ordinance
<ul style="list-style-type: none"> ▪ Commitment to Public Education ▪ Commitment to job training ▪ End of racial and class based oppression 	<ul style="list-style-type: none"> ▪ A Redevelopment Plan for existing business ▪ Inexpensive job training for employee's ▪ Improve Public Transit
<ul style="list-style-type: none"> ▪ Promoting tourism ▪ Reducing Hwy 101 congestion -- costly to business ▪ Affordable housing 	<ul style="list-style-type: none"> ▪ Lower housing costs ▪ lower housing costs ▪ lower housing costs
<ul style="list-style-type: none"> ▪ Less bureaucracy 	<ul style="list-style-type: none"> ▪ Become more business friendly
<ul style="list-style-type: none"> ▪ Pay should equal cost of living ▪ Rent Control ▪ More businesses to open up here 	<ul style="list-style-type: none"> ▪ Additional financial resources ▪ Collaboration among agencies to avoid duplication ▪ Less red tape
<ul style="list-style-type: none"> ▪ Recognition of relationship between cultural and e ▪ Economic development. Form-based code for downtown ▪ Revitalize downtown, reunify Courthouse Square 	<ul style="list-style-type: none"> ▪ More business friendly city, county, state govt ▪ Improved US 101 ▪ More moderate priced housing
<ul style="list-style-type: none"> ▪ Tell with the tiger salamander issue 	<ul style="list-style-type: none"> ▪ Simply building / permitting
<ul style="list-style-type: none"> ▪ Provide incentives for businesses to relocate here ▪ Promote the area as a tourist destination ▪ Take the lead on recruiting an air service partner 	<ul style="list-style-type: none"> ▪ Reduction in taxes and fees ▪ Transportation improvements ▪ Honest reconciliation between business/environment
<ul style="list-style-type: none"> ▪ Reduce property development fees ▪ Streamline the entitlement process 	<ul style="list-style-type: none"> ▪ Better transportation for my clients ▪ Ability to more easily reach employers

6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?

<ul style="list-style-type: none"> ▪ EDB style analysis of trends for SR city ▪ National trend conversations/ presentations ▪ Free online resource re business climate ▪ It's up to us to improve; we don't need assistance 	<ul style="list-style-type: none"> ▪ Successful college engineering degree programs ▪ Effective affordable housing program ▪ Improvements to Highway 101 ▪ Small business using my services instead of Kinko's
<ul style="list-style-type: none"> ▪ Increased funding for higher education ▪ Local airport access ▪ Rapid transit options btw. Sonoma Co & Bay Area 	<ul style="list-style-type: none"> ▪ Improved transportation infrastructure ▪ Free Parking downtown ▪ Affordable housing
<ul style="list-style-type: none"> ▪ More progressive city council members ▪ More aggressive zoning controls reining in upscale ▪ Scientific monitoring-city financed social programs 	<ul style="list-style-type: none"> ▪ Lower taxes at all levels ▪ Limited regulations by overreaching government ▪ Occupational/vocational training
<ul style="list-style-type: none"> ▪ Same amount of people, with higher paying jobs ▪ More education for the public, another newspaper ▪ Rent subsidy for non profits 	<ul style="list-style-type: none"> ▪ Roll back Workers comp. ▪ Move to protect property rights individuals ▪ Place same value on human life as the Salamander
<ul style="list-style-type: none"> ▪ Tying in with tourism ▪ Networking with event planners ▪ Connecting with other service groups 	<ul style="list-style-type: none"> ▪ More Worker's Compensation insurance reform ▪ Medical insurance buying pools ▪ More support of small business in city
<ul style="list-style-type: none"> ▪ Assistance reducing unsound regulations ▪ Promotion of local agricultural products ▪ More efficient transportation 	<ul style="list-style-type: none"> ▪ Traffic congestion/commute time ▪ Lousy public transportation system ▪ Better access to affordable housing
<ul style="list-style-type: none"> ▪ Affordable housing: senior, employee, etc. ▪ Add companies/industries that pay living wage. ▪ Neighborhood policing to improve real estate values 	<ul style="list-style-type: none"> ▪ Create housing ▪ Effective council (working for change not reelect ▪ Continued workers' comp reform
<ul style="list-style-type: none"> ▪ Keeping up parks as we do and recreation ▪ Limiting growth ▪ Developing more pedestrian bike paths 	<ul style="list-style-type: none"> ▪ Politicians with brains ▪ Local government support for business ▪ Improved transportation infrastructure
<ul style="list-style-type: none"> ▪ General costs of living need to be more static ▪ Enhance pedestrian & bicycle paths (less gas) ▪ Make downtown economically viable (places to shop) 	<ul style="list-style-type: none"> ▪ Lower commercial property costs: rental, utilities ▪ Help with advertising for tenants or partners ▪ Determining what is best: sole, corporation, etc.
<ul style="list-style-type: none"> ▪ Good planning ▪ Coordinated vision 	<ul style="list-style-type: none"> ▪ Affordable housing for my employees ▪ Good transportation flow around city

6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?

<ul style="list-style-type: none"> ▪ Prosecution of graffiti taggers ▪ Controlling alcohol sales to homeless addicts ▪ Spread affordable housing throughout the city 	<ul style="list-style-type: none"> ▪ Better protection of our ridgelines ▪ More public lands/better access to them ▪ Hiring a fulltime Bicycle Coordinator
<ul style="list-style-type: none"> ▪ A better sign on the road would make a big difference 	<ul style="list-style-type: none"> ▪ Sound infrastructure
<ul style="list-style-type: none"> ▪ Streamline biz start-up and Real Estate Develop process ▪ Increase employment base ▪ Force non-profits to consolidate 	<ul style="list-style-type: none"> ▪ Reduction of crime/gang activity and graffiti ▪ Airline service at airport ▪ Reduction in City permit processing time
<ul style="list-style-type: none"> ▪ Reduce transportation costs--better transit ▪ Improved walking access to businesses and shops ▪ Reduce utility costs--green power sources 	<ul style="list-style-type: none"> ▪ Active support from service organizations ▪ More professional support ▪ Better train professional support
<ul style="list-style-type: none"> ▪ Stop replacing affordable property with overpriced ▪ Assist small businesses with less than 10 employee ▪ Stop persecuting the destitute & help instead! 	<ul style="list-style-type: none"> ▪ Improved transit alternatives ▪ Energy security and price stabilization ▪ Enhanced sense of neighborhoods for planning
<ul style="list-style-type: none"> ▪ Improve highways and roads ▪ Review all taxes and fees for sunset provisions 	<ul style="list-style-type: none"> ▪ For state and fed govt to follow thru on \$ promises ▪ Community building efforts and activities
<ul style="list-style-type: none"> ▪ An upswing in the county economy ▪ A centralized Countywide internet job listing site ▪ lower cost of living 	<ul style="list-style-type: none"> ▪ A City that keeps it's word ▪ Leadership instead of Politics ▪ Proper Police Protection
<ul style="list-style-type: none"> ▪ Accessible and affordable loans ▪ Affordable acceptable housing ▪ Accessible and affordable medical insurance 	<ul style="list-style-type: none"> ▪ Highway 101 Expansion ▪ lower taxes ▪ Gang suppression
<ul style="list-style-type: none"> ▪ Salary increases ▪ Establish & enforce laws 4 residents so move not needed ▪ Prop 13 "correction" for property tax disparities 	<ul style="list-style-type: none"> ▪ More high paying jobs ▪ Affordable housing for the middle class ▪ lower cost of continuing education
<ul style="list-style-type: none"> ▪ Get Cost of Living Under Control ▪ More Affordable Housing ▪ Competitive Salaries 	<ul style="list-style-type: none"> ▪ Affordable Housing - New Clients ▪ Affordable Housing - New Employees ▪ Affordable Housing -Customer/Employee Retention
<ul style="list-style-type: none"> ▪ Increase in pay 	<ul style="list-style-type: none"> ▪ I don't really know
<ul style="list-style-type: none"> ▪ Increase in the economy in general ▪ Knowledge of retirement options 	<ul style="list-style-type: none"> ▪ Cost of living increase, ▪ Additional resources for the police and fire.

6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?

<ul style="list-style-type: none"> ▪ More Gang prevention ▪ Stop the high density "project" type housing ▪ More youth parks, i.e. BMX park 	<ul style="list-style-type: none"> ▪ No more sales or property tax increases ▪ Pay raises ▪ Minimize increase in utility costs
<ul style="list-style-type: none"> ▪ Pay levels that relates to housing costs 	<ul style="list-style-type: none"> ▪ Pay increase to keep up to cost of living
<ul style="list-style-type: none"> ▪ Keeping economic growth growing with sound ▪ City planning and flexible commercial incentive ▪ For private industry to grow, get politicians out 	<ul style="list-style-type: none"> ▪ Affordable housing ▪ Better walk-ability/ bike-ability--no need to drive ▪ Access to renewable energy sources
<ul style="list-style-type: none"> ▪ Health care ▪ Cost of living wages yearly ▪ Freeze taxes 	<ul style="list-style-type: none"> ▪ Lower cost of living in area ▪ Control health and medical cost ▪ Affordable education
<ul style="list-style-type: none"> ▪ Understand the value of our infrastructure ▪ Find a way to reduce insurance costs ▪ Keep local taxes LOCAL 	<ul style="list-style-type: none"> ▪ Increased sales tax base ▪ Addressing traffic issues ▪ Continuing a reasonable construction pace
<ul style="list-style-type: none"> ▪ More job opportunities ▪ lower crime rate ▪ More retail choices 	<ul style="list-style-type: none"> ▪ Ability to continue to gain knowledge ▪ Ability to add value and improve efficiencies ▪ Opportunities and Growth
<ul style="list-style-type: none"> ▪ Qualified technical personnel ▪ Additional space for people & equipment 	<ul style="list-style-type: none"> ▪ Assistance with health care ▪ lower co-pays
<ul style="list-style-type: none"> ▪ Really not sure. 	<ul style="list-style-type: none"> ▪ Pay increases consistent with the CPI
<ul style="list-style-type: none"> ▪ A site that would help people looking for houses ▪ Website that lists local businesses to go to ▪ Website that lists local jobs? Probably too much... 	<ul style="list-style-type: none"> ▪ Lower taxes ▪ lower utilities cost ▪ lower land cost
<ul style="list-style-type: none"> ▪ Ease of business expansion opportunities 	<ul style="list-style-type: none"> ▪ Unknown
<ul style="list-style-type: none"> ▪ Somehow being able to earn the real amounts of ▪ Money that is required to live in Sonoma County. ▪ Find some way to reduce a crippling tax burden. 	<ul style="list-style-type: none"> ▪ Improve the freeway and ramping to downtown ▪ Local jurisdictions adopt a more flexible land use code and become more proactive in promotion
<ul style="list-style-type: none"> ▪ Reasonable compensation for services provided ▪ lower housing costs ▪ Affordable medical costs 	<ul style="list-style-type: none"> ▪ Pay raises ▪ Employer paid PERS ▪ Employer paid medical for employees and retirees
<ul style="list-style-type: none"> ▪ Healthcare ▪ Permanent employment ▪ lower property taxes 	<ul style="list-style-type: none"> ▪ Restrict building additional hotels ▪ Enlarge airport to entice a major airline ▪ Promoting the county nationwide and worldwide

6. What three resources, tools or other types of assistance would be most beneficial to improving your economic future?

- A Non-Republican administration, state and fed
- Separating the interests of local business. Vs. corps.

7. How can the City best assist you, your company or organization in sustaining economic viability?

<ul style="list-style-type: none"> By providing care & increasing quality of life for existing population. 	<ul style="list-style-type: none"> Strengthen the downtown area where I live and work
<ul style="list-style-type: none"> Long-term plan to provide low cost affordable housing for wage earners. Partner with business to find a way to fund the necessary programs 	<ul style="list-style-type: none"> Maintaining and enhancing our environment is the single most important factor in maintaining property values and attracting a great workforce
<ul style="list-style-type: none"> Stop spending the taxpayers' money on special interests, especially developers and Downtown/Railroad Square 	<ul style="list-style-type: none"> Change the existing inclusionary policy and reconsider the jobs housing impact fees. Spread the fees across the board
<ul style="list-style-type: none"> A city tax for relatively well to do who do not have photovoltaic systems. 	<ul style="list-style-type: none"> Creative job development plan, creative leisure and remedial education...
<ul style="list-style-type: none"> Encourage new business 	<ul style="list-style-type: none"> They can start by simply caring for everyone and not just the rich.
<ul style="list-style-type: none"> The City can lead by example. Start with a top quality police department and shut down the gang problem totally, not with just token gestures. 	<ul style="list-style-type: none"> Encourage builders to build smaller homes on larger lots (people need gardens!) Encourage integrated neighborhoods; stop up-scale ghettos.
<ul style="list-style-type: none"> Downsize by over 50% and get out of regulation 	<ul style="list-style-type: none"> Make sure costs are not excessive.
<ul style="list-style-type: none"> I am a job developer for people with visual impairments. I would like the City to get involved in helping me help my clients. They get their own jobs but could use help with transportation issues and public understanding of their abilities. 	<ul style="list-style-type: none"> Stability is a product of justice, no amount of cops or subsidies to the haves can create it. Stability is necessary for real investment. Thus we must concentrate on helping those who need help, not those who are already disproportionately benefiting compared to their contribution.
<ul style="list-style-type: none"> Covered above 	<ul style="list-style-type: none"> Improve the 101 and allow sufficient housing to be built.
<ul style="list-style-type: none"> Maintain a sustainable rate of growth that allows housing stock to be developed 	<ul style="list-style-type: none"> Enhance downtown as desirable destination for residents as well as visitors
<ul style="list-style-type: none"> Keep infrastructure in good repair, and limit fees and costs for new development 	<ul style="list-style-type: none"> Continue to run the City as a business; a business providing services to it's clients (the citizens)
<ul style="list-style-type: none"> Parking tickets and parking meters continue to be a negative for our customers. Find an alternative way to manage this need. 	<ul style="list-style-type: none"> Work with the Santa Rosa Chamber in leading a coordinated effort to stimulate economic development and add high-value jobs.
<ul style="list-style-type: none"> Step out of the way? Least government the better! Keep city government small. 	<ul style="list-style-type: none"> Accurate follow-through predictable interpretation of regulations City supports staff at a level which allows success
<ul style="list-style-type: none"> Not sure 	<ul style="list-style-type: none"> Get the word out about my services and use them.
<ul style="list-style-type: none"> Encourage business growth with out give away deals. City needs to watch spending. This can be done without limiting programs. Things like \$140 rain suits for field crews are crazy. 	<ul style="list-style-type: none"> Aggressively promote options 2 and 3, above, so I have access to wider markets; work to attract large companies to locate here and invest in locally-based education/training/consulting services

7. How can the City best assist you, your company or organization in sustaining economic viability?

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| <ul style="list-style-type: none"> Address traffic and public transportation system, and affordable housing for young families | <ul style="list-style-type: none"> They need to look for and support smaller businesses and quit making it so expensive and difficult to do business here! |
| <ul style="list-style-type: none"> Promote, rather than impede business expansion | <ul style="list-style-type: none"> Don't raise sales tax anymore. Keep money in peoples pockets. |
| <ul style="list-style-type: none"> Create housing for the people that work in the city and county | <ul style="list-style-type: none"> Facilitate business by expediting services |
| <ul style="list-style-type: none"> Sustaining the beauty of Santa Rosa, developing the "cultural fabric" of the community & proper planning of growth. | <ul style="list-style-type: none"> Provide an attractive business climate for manufacturing businesses to get roots and grow |
| <ul style="list-style-type: none"> Create a better integrated transit system, Shorter headways, better cooperation between transit providers | <ul style="list-style-type: none"> Protect the reasons employees want to live here - the natural beauty, local park system, and school system. |
| <ul style="list-style-type: none"> Make the following high priorities: 1) Affordable housing 2) Expand areas marketed to encourage tourists (i.e. quality of restaurants/food produced in county, heritage tourism - promote historic districts in area, etc). 3) Attract more diverse industries that pay a living wage. | <ul style="list-style-type: none"> More tax breaks or incentives for small businesses trying to survive; keeping business and property tax fees down or based more on size of business; more accessibility re: permit questions, signage rules, T.A. on these things in non-adversarial dialogue. |
| <ul style="list-style-type: none"> Improve the sometimes awful traffic situation | <ul style="list-style-type: none"> Being responsible about growth |
| <ul style="list-style-type: none"> By getting real | <ul style="list-style-type: none"> Less bureaucracy practical assistance customer service attitude |
| <ul style="list-style-type: none"> Link businesses and social support agencies to help address the needs in our community regarding child care, children's mental health needs, education, etc. | <ul style="list-style-type: none"> The City needs to show vision and guts through its elected leaders. All seem to be lacking in leadership. They need to focus on an agenda of five things and come hell or high water focus on achievement. |
| <ul style="list-style-type: none"> Clean up the riff raff, be pro-small business, be open to new ideas, stop the parking denial problems | <ul style="list-style-type: none"> Make bus service more frequent and comprehensive, prepare to integrate schedules and fares with the rail service. |
| <ul style="list-style-type: none"> Stop allowing growth that far outpaces the infrastructure expected to support it; enforce the laws that exist and improve police coverage (staffing) and response | <ul style="list-style-type: none"> At this point-LEAVE ME ALONE- while I finish school for retraining instead of having the police harass me & and I'll be able to assist myself!?!? |
| <ul style="list-style-type: none"> Living wage affordable housing | <ul style="list-style-type: none"> Lower taxes Gang Suppression. Less Housing |
| <ul style="list-style-type: none"> Pay a better wage to your workers | <ul style="list-style-type: none"> Create more high tech jobs |
| <ul style="list-style-type: none"> Address the skyrocketing cost of living vs. the stagnant growth in average income. | <ul style="list-style-type: none"> Affordable Housing, streamline permit process, reduce impact fees, focus on new innovative forms of affordable housing |
| <ul style="list-style-type: none"> Get Cost of Living Under Control More Affordable Housing Competitive Salaries | <ul style="list-style-type: none"> Pay us what we deserve. Give us a cost of living increase that will allow us to live comfortably and not continuously struggle. |
| <ul style="list-style-type: none"> Provide pay increases consistent with cost of living increases. | <ul style="list-style-type: none"> Making medical insurance easier to obtain |

7. How can the City best assist you, your company or organization is sustaining economic viability?

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| <ul style="list-style-type: none"> ▪ Clean up the bad areas of town. West Ninth St., West Steele Ln., South Mooreland. Zero tolerance of gang activity. | <ul style="list-style-type: none"> ▪ More enlightened planning than simply chasing dollars and encouraging rampant building. |
| <ul style="list-style-type: none"> ▪ Work with real estate organizations to come up with a comprehensive formula to determine property values | <ul style="list-style-type: none"> ▪ To stay out of the way from Market demand. and providing amenities like creek improvements and Howarth park area |
| <ul style="list-style-type: none"> ▪ Talk with us and get understand our interests | <ul style="list-style-type: none"> ▪ Continue to grow at a moderate pace |
| <ul style="list-style-type: none"> ▪ Provide less red tape, ease of operations and partner to future direction | <ul style="list-style-type: none"> ▪ Having residents and business's really comply with ordinances and codes which affect other property owners |
| <ul style="list-style-type: none"> ▪ Attract companies that want to pay higher wages for local talent. | <ul style="list-style-type: none"> ▪ Maintain infrastructure |
| <ul style="list-style-type: none"> ▪ Do not know at this time I only work here part time. | <ul style="list-style-type: none"> ▪ I don't believe the cost of housing is in the City's control. |
| <ul style="list-style-type: none"> ▪ Give me a raise and classes on how to properly invest (not just 401ks). If there were economic assistance plans for start up businesses I would take advantage of it. | <ul style="list-style-type: none"> ▪ Encourage employers to increase salary scales and builders to relax their rampant increase in new house prices so qualified people will be encouraged to move hear. |
| <ul style="list-style-type: none"> ▪ Get out of the way | <ul style="list-style-type: none"> ▪ Be user friendly. |
| <ul style="list-style-type: none"> ▪ Avoid the fear to make visionary decisions that may not make everyone happy today. | <ul style="list-style-type: none"> ▪ By not focusing too much on development but spending more time on how to improve the lives of the people that already live here. |
| <ul style="list-style-type: none"> ▪ Pay your public safety employees adequately to keep them motivated to maintain the safety of this community, and to attract high quality employees to fill vacancies. | <ul style="list-style-type: none"> ▪ Help businesses instead of shutting them down. Nobody wants to open up a business of their own in Santa Rosa because they run into too many complications. |
| <ul style="list-style-type: none"> ▪ Low-income housing for our employees. Eliminate city and county administrative waste. | <ul style="list-style-type: none"> ▪ Making it easier for existing businesses to expand - (I would love to land the city's credit card processing account too!) |
| <ul style="list-style-type: none"> ▪ See above items. | <ul style="list-style-type: none"> ▪ Provide the items in #6 |
| <ul style="list-style-type: none"> ▪ Hire me | <ul style="list-style-type: none"> ▪ Not participate in programs and planning processes that have negative economic impacts on the citizenry that must pay the bills. |
| <ul style="list-style-type: none"> ▪ Be proactive in establishing a strong, special downtown and helping the community find and implement sustainable economic development vision that is in harmony with good physical and social planning goals. | <ul style="list-style-type: none"> ▪ Plan/Prepare toward the goal that the local economy be as immune to the disruption of natural disasters and economic calamities via strategies to minimize vulnerability of food, water, transportation and energy supplies to natural, man-made and economic major events. |

7. How can the City best assist you, your company or organization in sustaining economic viability?

- Take a serious look at how the City is being developed in a sporadic manner without really having a forward thinking/visionary General Plan. Inappropriate development is occurring all throughout Santa Rosa- without considering how everything will fit together as a whole. If Santa Rosa continues to allow this haphazard/sprawling type of development to continue to occur- without real direction or guidelines- we will lose the opportunities that we have at the moment to make Santa Rosa an economically and sustainable viable environment. Our city will become like many places that we see in the Bay Area- no sense of place- no distinction between this city and other cities. Santa Rosa will become the next 'John Doe' of California.
- Stop driving people away, fix the roads. Who ever thought of putting that Mall in the middle of the city screwed everything up. It hurt the city completely. This town is dead when the sun goes down and is deserted on the weekends. I have NEVER seen a big city like this that offers so little to its people. The city hikes up parking fees without telling the merchants and many are failing. The City Council seems to be a self-interest group who cares little for the south-west side. Scaring people to vote against fireworks was another lame move when the boys who started lived in the very same area the fire was started. So now the whole city has to suffer because of these boys who didn't even get punished for it. The city needs to lower fees for businesses, so many are closing because they can't afford the rent.
- Address the core problems which affect quality of life -- graffiti, homeless concentrations downtown, concentration of affordable housing projects resulting in gang-infested enclaves where business and residents struggle to maintain decent neighborhoods, ... Solve these issues and the benefits will follow. When development follows, please do not simply succumb to whatever is proposed -- develop wisely with an eye to the historic character of the city and the unique neighborhoods surrounding the downtown core. Don't destroy the fabric of the downtown to make a "modern" city beset with the same problems we face today. Quality of life is paramount!
- Take back the downtown and structure a way to determine which uses are acceptable or not; we need a Czar of retail development for the downtown core- much like a landlord you have a vision and plan for a shopping center- restrain certain types of business-encourage and attract others; set up a way to encourage landlords to improve their properties by way of low interest loans or grants for signage , new facades etc.; by out and move out the business that are un desirable and make deals to bring in major new vibrant restaurants and other business; it is being done elsewhere- look at West Palm Beach Florida- they took control and turned it from a slummy area to up scale; you have to be willing to hurt someone's feelings and be 'insensitive' or 'politically incorrect'; this is the heart of the Wine Country yet it the downtown is a joke; a free for all with head shops-8 coffee shops- no good retail attraction; limited parking; high development costs; high use permit costs; water fees so high that no major restaurants will consider it; enough already!! Set up a group of professional business people from the private sector to create the "new master plan; create new areas of "redevelopment' and provide the cost saving for development to happen and the right people will step up to make it happen.

8. What is your vision for Santa Rosa in the next ten years?

- Improved traffic flow vital downtown affordable housing
- A City where people matter more than shopping centers, where native plants & trees are valued and not cut or removed for being messy or in the way. A city with a heart.
- City-centered growth, gateway to the wine country, housing solutions
- More small local retailers; affordable, efficient public transit; mixed-use downtown.
- Become recognized as the hub for food and wine tourism in Sonoma County
- Sustain efforts that have been begun; improve transportation, housing and education
- Vibrant, populated downtown with increased housing. More bicycle riders with pedestrian-friendly centers throughout town. Less violent crime w/community courts emphasizing restorative justice
- Wine country magnet, busy and vibrant downtown, thoughtful infill, tax startup design, active grant solicitation
- Limited new construction, continued frustration with the transportation problems, Increased tourism related businesses
- A thriving, local economy with good job potential that is a model of diversity inclusion and good city planning including low and moderate housing development, and better schools
- A lively downtown with mixed retail, office space, and inclusionary housing. A place where people can live through their lives with convenient access to public transportation, shopping, healthcare, etc.
- Fix traffic issues
- Infill development, along the urban corridor, an expansion of public transit, cleaning up our air quality. I'd also love to see more green space created within the city.
- Revitalized downtown, recognizable gateway to wine country
- A vibrant, exciting, livable, walkable, community. With better transit where my (and every) family only needs one car and a massive reduction in traffic/vehicles miles traveled.
- High density housing for all incomes in downtown SR esp. near light transit and in downtown SR
- The rich will get richer, the poor will get poorer, Mexicans will do most of the work
- Open up some growth boundaries and allow the city to grow at a faster pace. A thriving downtown where people work AND live
- It will slowly stifle business and become even more of a bedroom community
- A city with a mix of a healthy wine and technology industries providing a balanced economic base less susceptible to economic cycles.
- Santa Rosa could be a model showing the rest of the country how well it works for all citizens when the cities help their own.
- I would prefer that it looks exactly like it does today. Growth is not in itself a better way of life. In Santa Rosa, no growth would be great.
- Become a vibrant tourist destination, with viable air and rail service, unclogged freeways, and economic prosperity for an educated citizenry.
- Growing number of company headquarters located here; increased number of jobs paying \$75,000 or more to create a beneficial job multiplier effect; improvements in infrastructure and quality of life here.
- I am not a 'vision' person. That is psychobabble?
- Downtown to be vibrant, fun place to eat, live, work and be around; right now it is depressing and actually in worse condition than it was ten years ago;

8. What is your vision for Santa Rosa in the next ten years?

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|--|---|
| <ul style="list-style-type: none"> ▪ Hopefully to provide a viable downtown area for the residents to feel safe and access recreation, shopping and leisure. And a place where young families would come to live, work and play | <ul style="list-style-type: none"> ▪ Too much growth for the services available, high cost of living here to include continued overpriced property, too much traffic/pollution - just as it's been for the last 10 years. |
| <ul style="list-style-type: none"> ▪ A healthy economy where sustainable businesses promote a sustainable lifestyle. | <ul style="list-style-type: none"> ▪ A city designed for living...beauty to see as one walks the streets of Santa Rosa. |
| <ul style="list-style-type: none"> ▪ Principally a services oriented business center supporting the wine and financial services industries | <ul style="list-style-type: none"> ▪ Great prosperity if housing issue is resolved and the downtown is unified along with the RR square/SMART project |
| <ul style="list-style-type: none"> ▪ Keep it from losing its friendliness, more sense of community, less building | <ul style="list-style-type: none"> ▪ An efficient regional service center with a lot of housing options to attract a diverse population and create place to retire. |
| <ul style="list-style-type: none"> ▪ A pleasant place to work and live | <ul style="list-style-type: none"> ▪ Improving bicycle infrastructure |
| <ul style="list-style-type: none"> ▪ If the city keeps doing what they've been doing, they'll increase the problems they've been recently been increasing. | <ul style="list-style-type: none"> ▪ Enhance the city's natural strengths while working to improve the growing problems of the area (traffic, housing costs, etc.). |
| <ul style="list-style-type: none"> ▪ Too much traffic and politics | <ul style="list-style-type: none"> ▪ Retirement center for wealthy. |
| <ul style="list-style-type: none"> ▪ Work place supported childcare, universal preschool, accessible mental and physical health care for children, and community and business involvement in the schools... | <ul style="list-style-type: none"> ▪ Downtown will become much more vibrant, especially in the evening hours; traffic will move at a calmer, slower pace, and it will be easy to do errands without a car on most days. |
| <ul style="list-style-type: none"> ▪ Marin County North | <ul style="list-style-type: none"> ▪ Take a look at Roseville. |
| <ul style="list-style-type: none"> ▪ A downtown which attracts people and commerce. A city free of youth gangs. Streets and roads that are in repair. | <ul style="list-style-type: none"> ▪ My vision has been the same for 25 or more years, yet it just gets worse and worse. The potential is there, but the City doesn't seem willing. |
| <ul style="list-style-type: none"> ▪ Keep going in the same direction | <ul style="list-style-type: none"> ▪ I don't know because we won't be here. |
| <ul style="list-style-type: none"> ▪ Realistic: Development; i.e., continued unmanaged growth (local & countywide) negatively impacting ambience & traffic circulation; illegal immigration and gang activity resulting in diminished quality of life | <ul style="list-style-type: none"> ▪ Unfortunately, I see it turning into a separated community like many in the southbay. The upper-class areas will prosper and as people move away, the lower class areas will continue to get rundown. I do not see a prospering middle class in this area a decade or two from now. |
| <ul style="list-style-type: none"> ▪ More technical/knowledge jobs, less manufacturing, better transportations systems, provide opportunities for growth for the low-end jobs. | <ul style="list-style-type: none"> ▪ Over the next ten years I see Santa Rosa doubling in size and not having the appropriate resources to handle such an increase. IE: police and fire. |
| <ul style="list-style-type: none"> ▪ If things don't change even our future generations wouldn't be able to stay here. | <ul style="list-style-type: none"> ▪ I am hoping this small community can assimilate all it needs to without becoming a large, cold, desolate city |

8. What is your vision for Santa Rosa in the next ten years?

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| <ul style="list-style-type: none"> ▪ To stay on the most livable mid size cities in the country for a decade straight!!!! | <ul style="list-style-type: none"> ▪ A City with modest growth accommodated by appropriate improvements in infrastructure |
| <ul style="list-style-type: none"> ▪ Increase the number of job opportunities here so fewer people have to commute out of area for good paying jobs. Promote higher density housing with adequate parking within the City (infill) rather than more expansive development out into the County. | <ul style="list-style-type: none"> ▪ It's pretty obvious that this city is becoming more urban and will end up like other nondescript places like, San Jose, Stockton, and Sacramento. There is no culture, but simply residences, strip malls and big box retailers. |
| <ul style="list-style-type: none"> ▪ Will be moving out if cost of living keeps going up | <ul style="list-style-type: none"> ▪ Will be taken over by Hispanic population |
| <ul style="list-style-type: none"> ▪ Santa Rosa will continue to grow | <ul style="list-style-type: none"> ▪ Safe and Secure city on the cutting edge of fine arts and affordable living |
| <ul style="list-style-type: none"> ▪ San Jose with only no way to get around in a vehicle and more gridlock | <ul style="list-style-type: none"> ▪ At buildout with a different progressive theme for meeting the citizens needs in the community |
| <ul style="list-style-type: none"> ▪ A wider gap between the upper and lower class income groups, with the middle class all but disappearing. | <ul style="list-style-type: none"> ▪ Keep that small town feel and grow in areas that bring money to the City. |
| <ul style="list-style-type: none"> ▪ Better place to live. No traffic. Greener (more trees, etc). Wider streets. More parks. One more municipal golf course. | <ul style="list-style-type: none"> ▪ The center of commerce, arts, and entertainment for the entire Northbay |
| <ul style="list-style-type: none"> ▪ Overcrowded and an area for the rich. | <ul style="list-style-type: none"> ▪ Santa Rosa will be come more and more of a residential based town and less industry based |
| <ul style="list-style-type: none"> ▪ That a solution is developed to fund growth. We are already two years behind, and can't continue to cut budgets, and retain employees who are denied compensation and benefits available via other employers. | <ul style="list-style-type: none"> ▪ 1. High rise development downtown 2. Night clubs/entertainment increased downtown 3. Move low-income housing to fringes of downtown 4. Aggressively dissuade panhandlers and homeless from congregating downtown 5. Increase police presence downtown |
| <ul style="list-style-type: none"> ▪ Keep the infrastructure up to date. Spend money where it should be spent and end the relentless number of bond measures to cover for political mismanagement. | <ul style="list-style-type: none"> ▪ An entirely heterogeneous downtown. Mixed use in all sectors. A major downtown entertainment venue to infuse late hour life into the core. Housing over most new commercial uses. |
| <ul style="list-style-type: none"> ▪ My dream or what I think it will be? I don't think I want to be here in ten years. | <ul style="list-style-type: none"> ▪ Continue to be a wonderful blend of ag/culture/relaxed family and business lifestyle |
| <ul style="list-style-type: none"> ▪ Positive, if a resolution to afford a livable income and lifestyle is available to all the employees and residents of this fair city is realized. | <ul style="list-style-type: none"> ▪ A continued effort to maintain quality of life, mainly public safety and transportation issues, resulting in community that is safe and desirable as it has always been. |

8. What is your vision for Santa Rosa in the next ten years?

- More walkable/bike-able. More affordable housing. More mixed-use, using form-based codes for downtown area. Keep existing Courthouse Square elements - unite as is or don't unite at all. Food & Wine Center in Railroad Square. Commuter train to Marin County. Ridge top and endangered species protection over development.
- Like it or not, it is going to GROW. Have it grow UP rather than out (I do realize this is part of the City Plan and the City has been swapping growth volumes with the County - Kudos!). Improved Hwy 12 flow on the East side of town would be helpful. Commuter Train - get it HERE! Being able to survive w/o a car greatly increases the amount of \$ a person can spend on commercial goods.
- Elect new people to the city council that aren't in the same club. This city seemed more alive in 1910 than now. Santa Rosa needs to be friendlier and take care of the south-west side of town. This city is about as racist as any I've seen in the "South", and needs to get over the whites only mentality. At this point, I don't see much hope for Santa Rosa since they seem to shoot themselves in the foot all the time.
- Urban growth boundaries remain intact and the city deals with contained (area) issues of gangs, crime, homeless, and big box stores. The city is less dependent upon state and federal funding and more dependent on local tax increases, with increasing local taxes, including minimum wage standards. City taxes are implemented for gas-powered vehicles to compensate for the \$4 billion per year statewide that were negated.
- All the signs suggest that the situation will continue to deteriorate, and that the pace will pick up. The rough ride for those left out will spill into the rest of the city, no matter how much we spend on cops and gang abatement.
- Maintain open space, urban infill, transit friendly community. A walking plaza downtown that connects up to creek walkway. More stores, restaurants, small business in downtown. A place where your children don't have to move away, because of housing and/or lack of career opportunities
- I have a vision that is probably very different from our current leaders. I envision a city that is truly friendly to pedestrians and cyclists. I envision a train that takes commuters from Cloverdale to San Francisco. I envision "good jobs" and affordable housing. I also envision a city that is diverse and honors everyone for who they are. This is a vision but with more progressive and caring leaders it is possible.
- This city relies on sales tax revenues to survive. Real estate and rent costs are taking money out of the pockets of those who might otherwise spend the money that generates those sales tax revenues. As the housing costs are allowed to continue to rise, these revenues will continue to decrease. Santa Rosa is in for a world of hurt unless it seriously addresses this issue immediately and comes up with a fast solution.
- More trees. Farmers Lane not being used as 12. Housing prices going down... pleeeeeease? :(A place to go for 18-21 year olds that doesn't involve alcohol or little kid's games. I'm really bored in Santa Rosa right now. I'm 19... I know it's not your job really but it would be nice.
- Vibrant city with invigorated neighborhoods, more people working closer to where they live (less traffic congestion) convenient transit incrementally improving, starting with city center and expanding as use to center and rail increase.

8. What is your vision for Santa Rosa in the next ten years?

- Gridlock saturation, collapse of the transportation system in place. Two tier social and economic structure, have and have-nots. Tripling of the ordinances that result in revenue generating fines. Circumnavigation of the EIR processes to facilitate the complete elimination of any remaining open areas of Ag land or just undisturbed flat ground of any kind. Collapse of any meaning- full public education system in any spoken language.
- Fewer cars, more walk-ability, slower traffic on major streets, more trees on major streets, shopping opportunities in the neighborhoods, vibrant and interesting downtown with no chain stores, no big boxes (especially NO Wal-Mart!), residents downtown, affordable housing downtown, lots of small locally-owned businesses, restored creeks with bike/ped paths, better ped/bike access around/under/over the freeways, more empowerment of the non-English speaking population, great public schools, jobs that pay a living wage
- I'd like the quality of life issues addressed: water, transportation, education, health and safety, health insurance. Less growth and profit-oriented policies and more social policies that truly benefit all rather than just the affluent. When I came to Santa Rosa 20 years ago, people weren't afraid to talk to each other on the street or grocery store. Some small neighborhoods have preserved this neighborly feeling, but most of Santa Rosa is too fast, with people isolated from each other, a lack of neighborhood integrity. I would hope we could return to the warmth and welcome I felt when I first came here.
- I would like to see Santa Rosa concentrate growth in the "downtown" area, providing an authentic city environment (complete with arts /entertainment/cultural life in town) -- thus attracting and retaining a young, educated workforce. I'd also like to see more attention paid to reunification of the town square, restoration of the creek and other natural environments, and preservation of open and agricultural space to ensure that the rural environment that gives Santa Rosa its unique character, and mix of environments, is permanently protected.
- Revitalize the downtown. Create outdoor places that people want to congregate: places to eat, places to sit and relax (outdoor water elements that create white noise- with nearby seating). More restaurants on Third, Fourth & Fifth Streets. Create a better people link underneath the Mall that connects the east & west sides of Santa Rosa- make it more visible, safe and thus, user friendly. Create commercial areas that doesn't 'turn its back' on the street (the mall on the streets behind it. Create better 'people scale' - buildings. Allow for some mobile food vendors (food carts) to be located within downtown areas. Develop a better connection from the eastern portion of Fourth Street (from McBride Ave.)To the downtown area. Narrow more streets- we need more on-street vertical parking spaces. Take those ridiculous on-street parking meters out of the downtown! It discourages people from utilizing the downtown and it is absolutely bad for business. Create/ encourage sidewalk cafes- this creates a people-friendly environment.
- Eliminate closed-off/ not very visible alleyways- people will not use them if they are not visible enough to the street (not deemed safe) and, it's a complete waste of space. Allow for more mixed use in the downtown (commercial/light industrial/ residential). Avoid too many overly tall (over three stories) buildings. People feel overwhelmed with buildings of that scale near them. Widen more sidewalks. Create more bicycle lanes all over Santa Rosa. Link the Mendocino Avenue corridor (starting at Steele Lane)to downtown by creating more safe people paths/passageways. Eliminate wide- primarily vehicle friendly streets. Create more sidewalk bulb-outs. Use more bollards on street corners. Use more varying materials in sidewalks and areas where there are pedestrians. More landscaping- landscaped medians, etc. Trees planted in street level parking lots, create a comprehensive and then special area plan design plans. Do not let developers digress from the plans!!! Remember- Sonoma County and especially, Santa Rosa is growing; developers will break down and will do anything the City wants in order for them to build here!!!.

8. What is your vision for Santa Rosa in the next ten years?

- The housing cost and growth is the single biggest issue in my mind. Something MUST be done to solve the housing crisis, and it is a crisis. More than just the lower socioeconomic classes must have access to affordable housing. The "working poor" or middle class are really struggling, along with the low-income population. More decent paying jobs must be available, and there should be a curb to the ludicrous housing prices in Sonoma County. A hard working family who isn't rich ought to have more hope to raise a family here. It's not fair, or equitable. The playing field must be leveled. I don't think you can call Santa Rosa one of the most livable cities unless the housing crisis and disparity between rich and poor (as well as the shrinking middle class) is addressed.
- Santa Rosa has such potential for leadership and creating a center-of-the-universe appeal for the North Bay. In order to achieve: Take on a destination mentality. Support hotels, wineries, arts, shopping, restaurants, etc. All things that cross-pollinate tourism. Re-organize the SR Mall footprint to allow for greater linkages downtown. Increase downtown housing. Expand government leadership and investment in non-profit services.

9. I have been a resident since:

Prior to 1970		18	17%
1971-1980		26	24%
1981-1990		30	28%
1991-2000		23	21%
2001-2004		10	9%
Total		107	100%

10. Which occupation title best describes the work you do?

Administrative Support		7	6%
Management/Executive		20	19%
Business Owner		17	16%
Trades		0	0%
Public Service		29	27%
Consultant		16	15%
Other, Please Specify		19	18%
Total		108	100%

11. Specific interest in economic development:

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| ▪ Not letting it run roughshod over human and natural resource values. | ▪ That we stop measuring spending as an indicator of economic well being and begin measuring our assets (human and natural). |
| ▪ Opposing the County and SR's wasting taxpayers' resources on ED boondoggles | ▪ Development of alternative, renewable energy equals jobs. Public transportation, hospitality for all. |
| ▪ Transform the health insurance crisis into a win/win system for everyone. Health insurance is not the responsibility of employers. It is fundamental to the right to live. | ▪ Housing for all incomes means a better quality of life. TOT tax for affordable housing. Dedicated funding source for SC Housing Trust Fund to leverage \$\$ |
| ▪ Wish to see equal access to educational, employment, and housing opportunities - recognizing how this translates to an entire community's quality of life. Wanting a high quality life for my family and me, I must also see this possibility for all. | ▪ Companies that do not outsource. Companies that develop positive solutions for the future (not for me but for our children). Companies that treat their employees with respect and dignity. Companies that value your input and your contribution. |
| ▪ Urban Redevelopment that will serve the Public interest | ▪ Sustainable Energy; Geysers Geothermal and Photovoltaic |
| ▪ Most business have <20 employees. Focus on this group. Less government the better. | ▪ Sustainable community: livable, walkable, bike-able, integrated, affordable, and "green clean." |
| ▪ Business | ▪ I live here. |
| ▪ Housing | ▪ Downtown development |
| ▪ A more vibrant local economy | ▪ Job creation/retention, access to capital, increase sales |
| ▪ High-value job creation. | ▪ None, other than what was mentioned previously. |
| ▪ Vital downtown | ▪ Small business, and high tech business. |
| ▪ Help families afford to live here | ▪ Yes |
| ▪ Alternative energy sources, technology, science related. | ▪ I live and work here. |
| ▪ Improve my community, betterment of the city and continued vitality for the area | ▪ Support of bringing these teams, focus groups and data collection together using accelerated processes |
| ▪ Limit it, abide by general plan | ▪ A healthy economy so that my children will still be able to thrive here. |
| ▪ Transportation improvements, land, air | ▪ Transportation |
| ▪ Creating a strong economy without building into our precious land resources. | ▪ Owning a small business, and wanting to build more resources and opportunities especially for low-income citizens. |

11. Specific interest in economic development:

- Sustainability--make economic development work in harmony with, not in opposition to, environmental protection, livable communities, and social equity.
- High Tech growth.
- A new events building on the scale of the Burbank Center for the Arts would be a good idea. A downtown area that encourages nightlife would also help revitalize tourism.
- An interest in planning.
- I've been frustrated who growth has been good for as a lot of (local)folks are paying for their success! *
- A city to take pride in, not be ashamed of.
- Anything that improves the area I live in is an interest to me!
- I have three children who will be trying to make a life for themselves here in the near future
- High city government positions sharing the responsibility of fair wages
- Housing and parks
- None
- Lowering the cost of utilities
- Take into account all the aspects of fair trade and living wage.
- Land use planning. Attractive and vibrant downtown core area where people want to be.
- Money. Ha... I'm kind of young to understand how everything works. Maybe you can make something that explains how you get money, spend money, and any details that could help me. Thanks, Dan~
- I would like to see economic policies that actually benefit the people and the community not the big corporations and developers. I don't have much confidence.
- Increase the middle class, the discrepancy between the upper income and the lower income is too great.
- Create a mindful and visionary General Plan/ Zoning ordinance and Specific Plans to ensure Santa Rosa will survive the huge growth that it is and will continue to experience
- Carefully planned economic development will help us all
- Intelligent design and planning -- not haphazard "boxes" that do not blend with the character of existing neighborhoods. Challenge designers and architects to be innovative in their approach -- listen to Elee Tsai on the Design Review Board
- Charitable sector educational institutions and transit
- Transportation and land use; I want my grandchildren to be able to prosper and enjoy life here.
- Supporting my Family
- City Budget/Finances
- Increase in commercial/industrial development should mean more revenue to the City and less taxes.
- Insuring fiscally sound high quality government services and infrastructure while providing for modest growth
- Better pay
- To improve our economy and community
- None at this time
- Putting the right business in the right place but also with a good mix.
- Help to make it easier for businesses to grow in our community. If my clients' businesses grow than my business grows too.
- I want it all! A bigger green belt with wildlife corridors doubling as parks and affordable housing. I'd love to see the new housing incorporating Green/Sustainable/Passive Solar building designs.
- Would like to see Santa Rosa become a true regional attraction. I would also like to feel like the City offers something to me and my family and is worth visiting regardless of traffic and parking issues.
- Survival of my family, most of the nonessentials have been pared away long ago.

11. Specific interest in economic development:

- Maintenance of public safety and transportation infrastructure. Most importantly, the traffic related issues will eventually doom economic development if we become gridlocked.
- Have very little knowledge about economic development. It is not what I do for a living. I only know what has happened to me, and I'm sure others, in the area of home ownership. I think that economic vitality in an area is best measured by how affordable it is to live in an area, and whether the vanishing middle class can actually afford to live there! I think eventually this area will crumble economically. You cannot sustain any kind of vitality when there is no longer a middle class which can afford to buy a house. I'm talking about a reasonable house, at a reasonable price, with a reasonable monthly mortgage. In Sonoma County, a 200,000 mortgage payment with property taxes and insurance will run you around 1700 a month. That is appalling. But what is more absurd is that 200,000 will buy you nothing anymore! It is also unrealistic for wages to be high enough to be able to afford the median price of a home in Sonoma County. When the cost of living outstrips the wages of the middle class, the middle class will either leave in the hopes of maintaining their middle class standards, or become the lower class and see a reduced quality of life. Good luck!

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