







SANTA ROSA GENERAL PLAN UPDATE (Continued from August 18, 2020, Regular Meeting)



CITY COUNCIL PRESENTATION | AUGUST 25, 2020)

GENERAL PLAN UPDATE PROCESS



DRAFT COMMUNITY INVOLVEMENT STRATEGY (CIS)

COMMUNITY INVOLVEMENT STRATEGY (CIS)

Purpose

The CIS outlines key outreach strategies and methods, target audiences, communication tools and the proposed timeline for implementation

MG Santa Rosa General Plan Update Draft Community Involvement Strategy: 6/24/20 I. Introduction Santa Rosa is poised at a critical juncture, ready to advance from recent challer safe, healthy, sustainable, and equitable future. The 2050 General Plan Update (G Community Involvement Strategy model of community support and inclusion, environmental care and resiliency, and forward-leaning change. V. Phases of Engagement Activities The City of Santa Rosa is committed to designing and implementing an inclusive a process to ensure the 2050 General Plan Update is based on robust and genuine f The following section outlines the community outreach and engagement events envisioned as part of the General civic and city leaders, and the private sector. The development of the General Pl Plan Update process. These activities present a range of high-tech and high-touch options executed throughout engagement across many different platforms. We understand the City's focus on the project to ensure a robust, engaging, and inclusive engagement process. The attached Community and continuous contact, and on staving nimble. The framework developed here is wolvement Process Schedule identifies approximately when each of these activities will take place and helps dynamic to ensure integration of voices often left out of, or uninterested in the pla visualize the overall community engagement effort. not limited to those excluded because of race, citizenship, language, age, ability, i access! Kaiser Permanente has provided the City of Santa Rosa a Healthy Communities Grant that is focused on providing additional opportunities to engage under-represented communities and develop healthy cities policies and The Project Team (which includes City staff and consultants) developed the follo actions. This funding has allowed the City and Project Team to add, enhance, or expand upon many of the Involvement Strategy (CIS) which outlines key outreach strategies and methods. engagement activities included in the CIS. Community engagement tasks that are funding through this grant are communication tools and the proposed timeline for implementation. This docum summary of the CI5 and includes the proposed community involvement activities guide the development of the 2050 General Plan Update. The CIS includes spe-In addition, Latino Service Providers is a key partner of the City's and will be involved in many community engagement activities that were added, enhanced, or expanded upon as a direct r outreach and engagement events. Most of these activities will be centered around community outreach and Permanent Healthy Communities Grant provided to the City of Santa Rosa (see th outh engagement. Community engagement tasks that are supported with assistance from Latino Service activities will ensure that all members of the Santa Rosa community are actively e Providers are noted below

project, and that community ideas, perspectives, and needs directly inform all ph

A key component of the CIS is to form a Community Advisory Committee (CAC), o

community engagement. The CAC will meet at key points in the project to provide

products such as the City Profile, Existing Conditions Analysis, Land Use and Circula

In light of the impacts of the COVID-19 pandemic, we expect there will be a cont

virtual engagement due to the ongoing need for social distancing: however, we w

person activities as the project progresses. It is possible that even if restrictions of

allow for online and telephone participation. Our community engagement exper

virtual meetings, online community engagement techniques, and other strategies the community during this challenging time, and beyond. The Project Team is con-

digital divide during COVID-19 to ensure that a broad cross-section of Santa Rosa

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can access and fully participate in all engagement activities.

are loosened, many people may continue to choose to keep their distance and pr

cross section of the Santa Rosa community, that will serve as ambassadors to e

and Draft General Plan.

Ongoing Community Involvement Activities

The following activities will take place throughout the course of the General Plan Update process. The attached Communy involvement Process Schedule identifies the approximate timing of each meeting or activity. However, the actual timing of these angoing events is intentionally flexible and will be based on key discussion topics developed during the project.

Community Advisory Committee Meetings (10 total meetings)

The Project Team will facilitate a ceries of us to 10 Community Advisory Committee (CAC) meetings to provide guidance on the General Plain Update. The CAC will meet at key points in the project to provide feedback on work products such as the CIP Profile. Existing Conditions Ankyris, Land Use and Circulations Alternatives, and Dreft General Plan. The Project Team will now with the Community and Circulation Schernatives, and Dreft meeting topics: and target dates for each CAC meeting. These meetings are portably funded through the Koiser Permanenter Command will be upported with help form cation Service Providers:

Technical Advisory Committee Meetings (6 total meetings)

The Project Team will facilitate Technical Advisory Committee (TAG) meetings at critical junctures of the General Flow Update process. The TAC will be commented technical exercs from Christ Q eductments and anther agencies to provide feedback and ensure plan concepts can be achieved. We will consult with City staff to develop the final TAC crister. The TAC will be conversed up to is it times during the course of the project to review of anth-ways, products, advise on policy and plan development and help City staff prepare for public meetings, workshops, and hearings, with specific dates and agencial terms determined in collaboration with City staff.

Translation Services

To ensure that the nearly one-quarter of Spanish speaking population in Sama Rosh has the opportunity and is encouraged to participate in the General Plan Update, the planning process will be accessible in English and Spanish. Rey notices, informational brochures, the project website, and other written materials, as approprint will be prepared in English and Spanish. All meetings and workshops facilitated in English will offer translation services and some workshops, meetings, and or events, will be conducted in Spanish. In addition, executive and some workshops, meetings, and or events, will be conducted in Spanish. In addition, eventshop facilitated in English and Spanish.

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COMMUNITY INVOLVEMENT STRATEGY (CIS)

Approach

- Leverage Local Networks and Existing Community Engagement Efforts
- Identify Barriers to Participation
- Create Opportunities for Inclusive and Equitable Participation
- Collaborate and Inform General Plan Decision-Making
- Build Long-Term Capacity for Civic Engagement around Growth, Development and Community Design













COMMUNITY INVOLVEMENT STRATEGY (CIS)

Guiding Principles

- 1. Authentic and Equitable
- 2. Inclusive and Flexible
- 3. Interwoven Equity
- 4. High-Touch and High-Tech
- 5. Clear, Focused and Understandable
- 6. Integrated Framework for Growth, Development and Community Design
- 7. Respect



COMMUNITY ADVISORY COMMITTEE (CAC)

A key component of the CIS is to form a CAC, composed of a diverse cross section of the Santa Rosa community, that will serve as **ambassadors** to ensure broad and deep community engagement

The CAC will **meet at key points** in the project to provide feedback on work products such as the City Profile, Existing Conditions Analysis, Land Use and Circulations Alternatives, and Draft General Plan



COMMUNITY CONVERSATIONS

The Draft CIS was posted on the General Plan Update website for public review on June 24, 2020.

Over the next **30 days** City staff and the consultant team reached out the community with a series of social media announcements and targeted emails to community organizations and interested parties within the City.



COMMUNITY CONVERSATIONS

City staff and the consultant team also held four virtual meetings:

- Community Conversation #1
 July 18, 2020
- Community Conversation #2 (in Spanish) July 25, 2020
- CAB Presentation
 July 22, 2020
- Santa Rosa Together
 July 29, 2020





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COMMUNITY CONVERSATIONS

Approximately 60 people participated in the four online meetings and the City received over 70 individual comments or questions. Major comments included:

- Focus the GPU at a neighborhood level to ensure neighborhood assets, challenges, and opportunities are fully addressed in new or updated policy.
- Form the CAC so that it includes topical and neighborhood experts who can cover the range of areas, issues, and perspectives present in Santa Rosa.

COMMUNITY CONVERSATIONS

- Include a range of opportunities for digital engagement during the current pandemic and coming years, including video submissions, Facebook Live meetings, texting, social media, etc.
- Ensure the Latinx community is fully engaged and involved throughout the project.
- Ensure the engagement process also responds to the digital divide (e.g., include in-person meetings and events), and supports people of all ages, abilities, races, and sexual orientations.

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the City Council accept the Community Involvement Strategy for the General Plan Update and, by motion, waive City Council Policy 000-06 regarding appointments to Boards, Commissions, and Committees and authorize the Director of Planning and Economic Development to appoint members of the Community Advisory Committee as necessary.