Welcome and Overview..10 Minutes

1. Welcome participants and do quick introductions.

    ▪ Introduce yourself (name, where you live, and/or where you work).

    ▪ Introduce your role in the project (CAC member, City staff, or volunteer).

    ▪ Go around the virtual room and ask participants to provide their names and where they live, work, and/or attend school.

    ▪ Make sure everyone has added their name to Chat (as a sign-in sheet).

2. Briefly present the background presentation.

    ▪ Provide an overview of the project and work that has been completed to date (based on the written content on each slide). Mention that the City is reaching out to the community for comments and feedback on Draft Vision Components and opportunities facing the city and community.

    ▪ Mention that the City launched www.SantaRosaForward.com as a one-stop website for project information and encourage community members to visit the site after the workshop.

    ▪ Mention (as shown on the slide) what a Vision Statement is and how it fits into the General Plan Update process.

    ▪ Mention that the project includes extensive opportunities for community participation. For more information, community members should visit the project website and sign up for regular email updates. This way they will stay informed about the project, including upcoming opportunities for public input.

3. Ask if anyone has any questions about the Santa Rosa Forward process. If you do not know the answer to the question, take a note of the question and let the group know that you will direct it to City staff for a response.

Group Discussion: Vision Statements..30-40 Minutes

4. Review the workshop ground rules.

5. Explain that the purpose of the workshop exercise is to gain their feedback on the Draft Vision Statements and opportunities that should be discussed during the General Plan Update process.

6. Quickly add the Questionnaire website link to Chat (e.g., cut and paste the link). Then ask everyone to click on the link to open the Questionnaire. Mention that the exercise includes a series of questions and we would like everyone to answer individually on their questionnaire. If the meeting is in-person, hand out the hard copy Questionnaire at this point to each participant.

   ➢ **Questionnaire Link:** https://www.surveymonkey.com/r/59LJFM7

   ➢ **Question #1:** Ask everyone to add their name, email address, and whether they live, work, and/or attend school in Santa Rosa.

   ➢ **Question #2:** Ask everyone to describe in one word what their vision is for the future of Santa Rosa.

7. **Group Discussion—Vision Word:** After they have had a chance to write their response, go around the virtual room and ask everyone to mention their one vision word.

   ➢ **Question #3:** Ask everyone to review the various Vision Components presented on the questionnaire. Take some time to think about them and prioritize them from #1 (highest priority) to #10 (lowest priority) based on the topics and issues that are most important to them.

8. **Group Discussion—Vision Components:** After they have had a chance to rank the Vision Components, ask each participant to read their top three choices.

   ➢ **Question #4:** Ask everyone to write what they like most or what inspires them about Santa Rosa?

   ➢ **Question #5:** And ask them to them identify what they would change or improve about Santa Rosa in the future?

9. **Group Discussion—Opportunities:** After they have had a chance to write their responses, ask each participant to read the top thing they like about Santa Rosa and the top thing they would change or improve about Santa Rosa. This discussion may take a bit longer than the first three questions. And that is okay. Make sure that each participant takes part in the discussion and fills out his or her entire questionnaire in the time allotted.

Summary and Wrap-up ....5 Minutes

10. **Recap:** Identify common themes that emerged from the discussion. Review the themes with the group and solicit additional detail if necessary (e.g., "I notice that a lot of people mentioned crime as a major challenge... what specifically should the City do to address crime-related issues through the General Plan?"). Once the group has finished the discussion, thank everyone for their participation.

11. **Next Steps:** Mention that all comments and ideas will be used to help refine the Draft Vision Statements and identify opportunities that should be discussed during the General Plan Update process. Encourage everyone to let their friends, family, and colleagues/classmates know about the Santa Rosa Forward project and encourage them to visit the project website and sign up to receive email updates.