



Community Advisory Committee Meeting #5 Preview + Materials

Dear Community Advisory Committee Members:

We are looking forward to reconvening for the next Community Advisory Committee (CAC) meeting to be held virtually on **September 26, 2022, starting at 4:00 PM**. The purpose of this CAC meeting is to review the Preferred Alternative Summary and review roles for CAC members to support the upcoming Community Engagement Event Set #3.

In preparation for this meeting, we ask that you please review the **Preferred Alternative Summary**. The summary presents the draft "Preferred Alternative" that will guide Santa Rosa's future growth, investment, and change over the next 20+ years. The Preferred Alternative is the culmination of a nearly two-year analysis and community engagement process that included over 90 community meetings, workshops, and events. Building on the Existing Conditions Report, Briefing Book, 2050 Vision Statement, Alternatives Workbook, and the extensive community comments and ideas received to-date, the draft Preferred Alternative Diagram identifies areas of focus for addressing housing, services, connectivity, and/ or infrastructure needs (Areas of Change), transportation improvements, and other key features, supported by a series of new goals for Santa Rosa. The Preferred Alternative Summary is available to download at: www.santarosafoward.com/PrefAltSummary

In addition to the Preferred Alternative Summary, please also review the following CAC packet materials:

- Community Event Set #3 Overview and Assignments (see below)
- CAC Meeting #5 Agenda (see www.santarosafoward.com/cac)
- CAC Meeting #5 Presentation (see www.santarosafoward.com/cac)
- CAC Meeting #4 Summary (see www.santarosafoward.com/cac)

We also prepared a **Community Event Set #3 Overview and Assignments** matrix that shows the various activities and identifies roles for CAC members. We will go through this in detail during the next meeting. The matrix is located at the end of this memo.

We appreciate your participation in this important process and look forward to seeing you on September 26th. Please connect with Beatriz Guerrero Auna at bguerreroauna@srcity.org or by phone at (707) 543-4323 with any questions.

Regards,

SR Forward Project Team

Community Event Set #3 Overview and Assignments

We are now launching into the third round of community engagement, which is focused on discussing and getting comments on the draft Preferred Alternative. The following matrix summarizes the various engagement activities and events that will take place during Community Event Set #3 and requests for CAC members to help get the word out and be liaisons to the community.

Engagement Item or Event	Timing	CAC Member Assignments
<p>Santa Rosa Forward Project Website www.santarosafoward.com</p>	<p>Launched in January 2021</p>	<ul style="list-style-type: none"> ▪ Help get the word out about the website to the groups, organizations, and committees you are involved with.
<p>CAC Preferred Alternative Toolkit The Project Team is preparing a physical and digital toolkit of materials that will allow CAC members to conduct additional community meetings. Each toolkit will include: (a) Project Overview Sheet; (b) Summary Presentation on the Preferred Alternative; (c) meeting Instructions; (d) comment cards; and (d) links to the online survey.</p>	<p>September 26, 2022 (release)</p>	<ul style="list-style-type: none"> ▪ Use the toolkit materials to conduct additional meetings, focus groups, or presentations as an additional method for reaching out the community. ▪ All meetings need to be concluded and comments returned to the Project Team by October 17, 2022.
<p>Citywide Community Open Houses The Project Team will host two bi-lingual open houses. Each open house will begin with a presentation and community members will be given handout packets to provide feedback to the project team. The open houses will take place at different places and times to ensure accessibility from various Santa Rosan's.</p>	<p>Open House #1 Wednesday, October 12, 3:00 PM – 7:00 PM Sonoma County Central Library, 211 E Street, Santa Rosa</p> <p>Open House #2 Saturday, October 15, 10:00 AM – 2:00 PM Lighthouse Church, 920 Bennett Valley Road, Santa Rosa</p>	<ul style="list-style-type: none"> ▪ Help get the word out about the open houses to the groups, organizations, and committees you are involved with. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts ▪ Attend one or both open houses. ▪ Post open house announcements to social media or share the information through text messages or WhatsApp.

Engagement Item or Event	Timing	CAC Member Assignments
<p>Online Survey</p> <p>The Project Team is developing an interactive online survey that will allow people to interact and provide comments on the draft Preferred Alternative. The survey will include an interactive mapping component that will allow people to zoom in and out, turn informational layers on and off, and search by specific address. They will be able to add comments and ideas by either responding to questions or placing pins directly on the map. The survey will include multiple opportunities and pause points for people to engage with materials.</p>	<p>September 26, 2022, through October 20, 2022</p>	<ul style="list-style-type: none"> ▪ Help get the word out about the online survey to the groups, organizations, and committees you are involved with. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts ○ Share the information on your social media or through text messages or WhatsApp
<p>Youth Engagement Activities</p> <p>The Project Team will incorporate youth activities into the open houses as part of the engagement process. The City is also working on developing a parallel youth art program.</p>	<p>September 26, 2022, through October 20, 2022</p>	<ul style="list-style-type: none"> ▪ Help get the word out about the Youth Engagement Activities. (see www.santarosafoward.com/CD-PrefAlternative). ▪ Talk to the young people and kids in your family or friend groups about the youth engagement activities.
<p>CAC Member Led Meetings/Events</p> <p>CAC members can present to and/or conduct mini workshops with their organizations and groups to solicit comments on the draft Preferred Alternative. CAC members can use the Preferred Alternative Workshop Materials to run these meetings and request input.</p>	<p>September 26, 2022, through October 20, 2022</p>	<ul style="list-style-type: none"> ▪ Use the CAC Toolkit to conduct a range of neighborhood, community group, and organizations meetings. ▪ If you know more people who would be interested in conducting mini workshops, please put them in contact with Beatriz Guerrero Auna, so she can provide them with all the materials and training.
<p>Equity Priority Community Sessions</p> <p>City staff will present to equity priority focus groups and areas to solicit comments on the</p>	<p>September 26, 2022, through October 20, 2022</p>	<ul style="list-style-type: none"> ▪ Provide City staff additional thoughts and ideas on which areas and groups to reach out to.

Engagement Item or Event	Timing	CAC Member Assignments
<p>draft Preferred Alternative. City staff will host one-on-one sessions, focus groups, community meetings, neighborhood meetings, pop-ups and other types of gatherings requested by the groups.</p>		<ul style="list-style-type: none"> ▪ Help become a community connector to Equity Priority Communities by sharing contacts or introducing city staff to equity priority groups or people. ▪ Volunteer to participate in focus groups, community meetings, neighborhood meetings, and other types of gatherings requested by the equity priority groups.
<p>Community Organization Meetings City staff will present to and/or conduct mini workshops with various community organizations to solicit comments on the draft Preferred Alternative.</p>	<p>September 26, 2022, through October 20, 2022</p>	<ul style="list-style-type: none"> ▪ Provide City staff additional thoughts and ideas on which areas and groups to reach out to. ▪ Help become a community connector to organizations by sharing contacts or introducing City staff to equity priority groups or people. ▪ Volunteer to participate in Community Organization Meetings.
<p>Planning Commission and City Council Study Session The Project Team will draft a summary of the feedback and ideas received by the community on the draft Preferred Alternative. This information will be presented to the Planning Commission and City Council for their review, feedback and direction.</p>	<p>October 25, 2022</p>	<ul style="list-style-type: none"> ▪ Attend Planning Commission and City Council study sessions where City Staff will present the results of community involvement done for Community Engagement Event Set #3. (if desired, but not required). ▪ Get the word out regarding the meetings through emails, social media or text messages.