

# Santa Rosa General Plan Update

## Community Advisory Committee Introduction (09/14/2020)

Thank you for your interest in joining the Community Advisory Committee (CAC) for the City of Santa Rosa's General Plan Update. This is a unique opportunity to actively engage in planning the future of our great city! The information below provides an overview of the [Santa Rosa 2050 General Plan Update](#) (GPU) and the roles and expectations for each CAC member. The CAC is open to all Santa Rosa residents and anyone interested in being a part of this committee is encouraged to apply.

### About the Santa Rosa General Plan Update

Santa Rosa is ready to advance from recent challenges and “bounce forward” to a safe, healthy, sustainable, and equitable future. The General Plan is the City of Santa Rosa's overarching policy document and will establish direction and programs that support housing for all, improve neighborhood quality and connectivity, foster economic development, and reinforce environmental protection citywide. The Plan will also provide an opportunity to integrate healthy city strategies that improve public health through equitable access to community amenities and services, education, and jobs.

Since the previous General Plan Update in 2009, Santa Rosa has experienced significant changes and events including the Tubbs fire, low housing production, increased homelessness, the impact of cannabis business activity on industrial and commercial land, and the annexation of the Roseland community into the city. The Santa Rosa 2050 GPU will articulate the community's vision for the future and will guide growth, change, and development in Santa Rosa for the next 30 years.

### Santa Rosa General Plan Update Community Engagement

Community engagement and input is a key component to the General Plan Update process. Public outreach for the GPU will involve a broad and diverse range of individuals, especially those that are traditionally left out of civic conversations (including but not limited to individuals excluded because of race, citizenship, language, age, ability, income, or transportation access).

Community members will participate by providing information on current needs, issues, and opportunities; sharing their vision for Santa Rosa's future; and providing specific input on alternatives and policy concepts. The Community Advisory Committee is a critical part of this engagement process and will play an important role in plan and policy development.

### About the Community Advisory Committee

The CAC will represent a range of community interests to advise the project team during the development of the GPU. Members will include representatives from a variety of organizations and perspectives including neighborhood groups, business groups, transportation and housing advocacy groups, and environmental organizations, as well as residents representing diverse perspectives, including youth and seniors.

## Role of the Community Advisory Committee

CAC members will be active participants in the planning process at each stage, from visioning through adoption. The primary role of the CAC is to act as **project liaisons** and to encourage the wide range of Santa Rosa's community members to participate in virtual and in-person project activities (e.g., community workshops, online surveys, virtual events).

The CAC is not a decision-making body and will not have access to information or take action that differs from the opportunities made available to all outreach participants. However, CAC members will provide feedback on GPU products and help refine materials *before* they are presented to the greater community.

## Expectations of Community Advisory Committee Members

Each CAC member is expected to attend and be an active participant at all 10 meetings from Summer 2020 to Fall 2022. CAC members will serve as liaisons to their constituent groups, inviting input into the process and encouraging community participation throughout the planning process.

## Community Advisory Committee Meetings

The CAC will meet up to 10 times during this 30-month process to review and discuss emerging concepts and strategies, review work products, and refine community input opportunities. Each meeting will last between 90 minutes and two hours and will be held on weeknight evenings via online meetings (during COVID-19) or at a community center. All CAC meetings will be open to the public and will include public comment periods.

Your input and insights to this project are valuable to the City! We hope you will consider working with us on this important project. Please contact me if you have any questions or wish to discuss this further.

### **Andy Gustavson, Senior Planner**

Planning and Economic Development

City of Santa Rosa

Phone: (707) 543-3236

Email: [AGustavson@srcity.org](mailto:AGustavson@srcity.org)