



## COMMUNITY ADVISORY COMMITTEE (CAC) MEMBER SELECTION PROCESS

11/16/2020

The City of Santa Rosa's General Plan Update, known as "Santa Rosa Forward," is an important opportunity to engage the community in an open, transparent, and thoughtful discussion on how Santa Rosa should grow and change in the years and decades to come. A key component of this project is a Community Advisory Committee (CAC) that will be involved throughout the project. The following is a summary of the purpose of the CAC and process the Project Team (City staff and consultants) took to solicit, identify, and form CAC membership.

### About Santa Rosa Forward

Santa Rosa is ready to advance from recent challenges and anticipate future opportunities 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, the annexation of the Roseland community into the city, and the heightened awareness of disparities among socio-economic segments that has been further exacerbated by the pandemic. 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 priorities, alternatives and policy concepts. The Community Advisory Committee (CAC) is a critical part of this engagement process and will play an important role in plan and policy development.

## About the Community Advisory Committee (CAC)

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 race, ethnicity, faith, ability, and age.

- **Role of the CAC:** 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 CAC Members:** Each CAC member is expected to attend and be an active participant at all 10 meetings from Winter 2020-21 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.
- **CAC Meetings:** The CAC will meet up to 10 times during this 20-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. CAC meetings will be conducted per the Ralph M. Brown Act ("Brown Act") to promote transparency and access to the broader community by being open to the public and will include public comment periods.

## CAC Selection Process

The City is committed to ensuring the CAC represents the diverse perspectives and insights of the community. To this end, the Project Team engaged in a transparent and open process to develop metrics for successful diversity and inclusion, distribute CAC applications, interview CAC applications, and develop a methodology for forming the composition of the CAC. The following identifies the process for recruiting, interviewing, selecting, and confirming CAC members.

1. **Community Involvement Strategy:** In Summer 2020 the Project Team developed a Community Involvement Strategy (CIS) which outlines key outreach strategies and methods, target audiences, communication tools and the proposed timeline for implementation. The CIS includes specific community engagement activities that were added, enhanced, or expanded upon as a direct result of the Kaiser Permanent Healthy

Communities Grant provided to the City of Santa Rosa (see the table below). Forming a CAC was a key component of the CIS and the General Plan Update project.

- 2. Membership Selection:** The City Council authorized the formation of a 25-member CAC with 18 members selected by the Director of Planning and Economic Development, through an open public recruitment process, and the remaining seven CAC members appointed by the City Council to help ensure the full CAC reflects the gender, age groups, ethnicity and interest or stakeholders within the City.
- 3. Diversity Metrics:** The Project Team developed a series of diversity metrics that were used to evaluate the composition of the CAC. These metrics are focused on accessibility, reach, diversity, and impact. The Project Team evaluated the composition of the CAC based on the objectives outlined in the CIS.
- 4. Application Form:** The Project Team prepared and distributed a CAC Application form. City staff sent the application out via email blast. Latino Service Providers, a key partner to the City in the GPU process, also distributed the application
- 5. Phone Interviews and Selection:** The Project Team conducted one-on-one phone interviews with each applicant to better understand their interest in the General Plan Update project. During the interviews, the Project Team asked questions to applicants related to: their availability over the next 20 months to commit to this process; what groups or organizations they are a part of or can reach out to; what part of the city they live and/or work in; and what interests them the most about the General Plan Update and the future of Santa Rosa (e.g., to gain an understanding of whether they are a “big picture” thinker and are interested in a variety of topics). The Project Team developed a matrix to organize responses and gauge level of interest and commitment. Based on this information, the Project Team recommended 18 CAC members, which the Director of Planning and Economic Development agreed, collectively met the diversity and range of interest requirements for the committee.
- 6. Council Appointments:** After the presentation of the selected 18 CAC to the Council on December 8, 2020, the newly seated City Council will act to appoint the remaining seven CAC members.
- 7. CAC Alternates:** Following confirmation of the CAC membership, the Project Team will update the list of potential CAC Alternates. This list includes people who met the criteria for the CAC but were either not ranked as high as other members or represented redundant geography/interests/backgrounds.

## Final CAC Members and Composition

The following table identifies the 25 members selected to sit on the CAC. City staff will keep a list of additional CAC Alternatives should one or more members of the CAC need to step down or be replaced during the project (as per the process identified in the CAC Organizational Framework).

CAC Member	Appointment
Aaron Schreiber- Stainthorp	Project Team Identified
Ali Soto	Project Team Identified
Andres Vigil	Project Team Identified
Annette Arnold	Project Team Identified
Delashay Carmona Benson	Project Team Identified
Erica Mikesch	Project Team Identified
Evette Minor	Project Team Identified
George Vega	Project Team Identified
Jen Klose	Project Team Identified
Lee Pierce	Project Team Identified
Lisa Joslen	Project Team Identified
Melanie Ahlers	Project Team Identified
Michael Cook	Project Team Identified
Omar Lopez	Project Team Identified
Patricia Thompson	Project Team Identified
Rituja Bhowmik	Project Team Identified
Ryan Tracey	Project Team Identified
Steven Spillman	Project Team Identified
	City Council Appointee, District 1
	City Council Appointee, District 2
	City Council Appointee, District 3
	City Council Appointee, District 4
	City Council Appointee, District 5
	City Council Appointee, District 6
	City Council Appointee, District 7