WELCOME!
THE VIRTUAL MEETING WILL BEGIN SHORTLY

SANTA ROSA GENERAL PLAN UPDATE | COMMUNITY CONVERSATIONS | JULY 2020
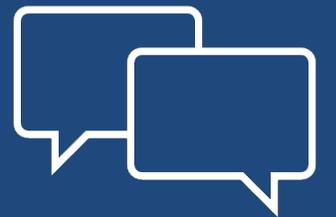
ZOOM ORIENTATION

ZOOM ORIENTATION | USING CHAT
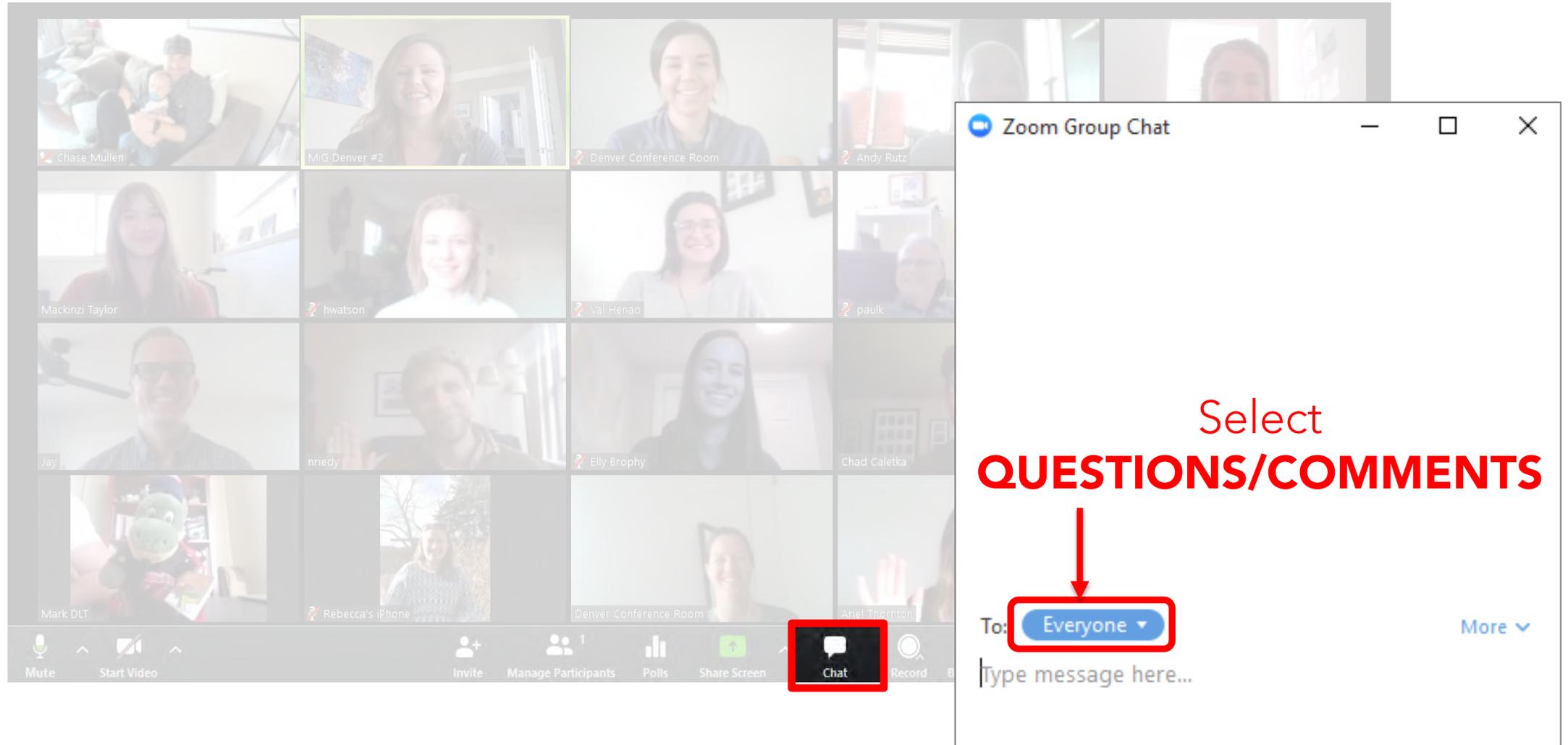
Select
QUESTIONS/COMMENTS

ZOOM ORIENTATION | RAISING YOUR HAND
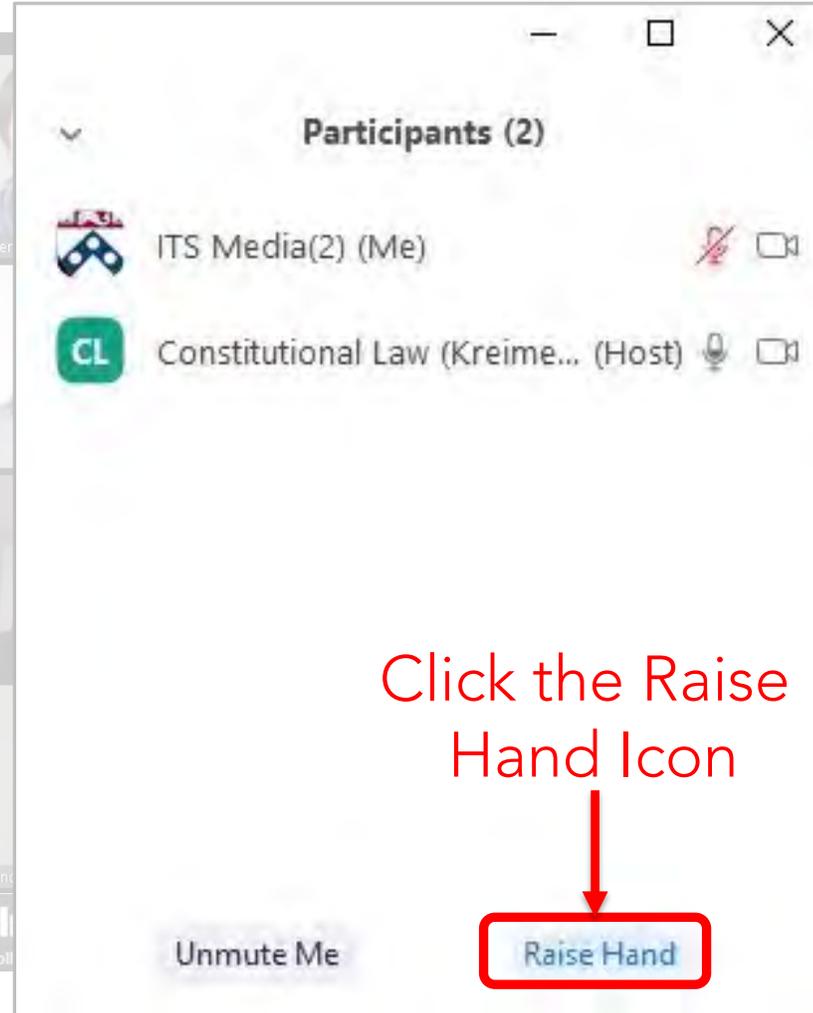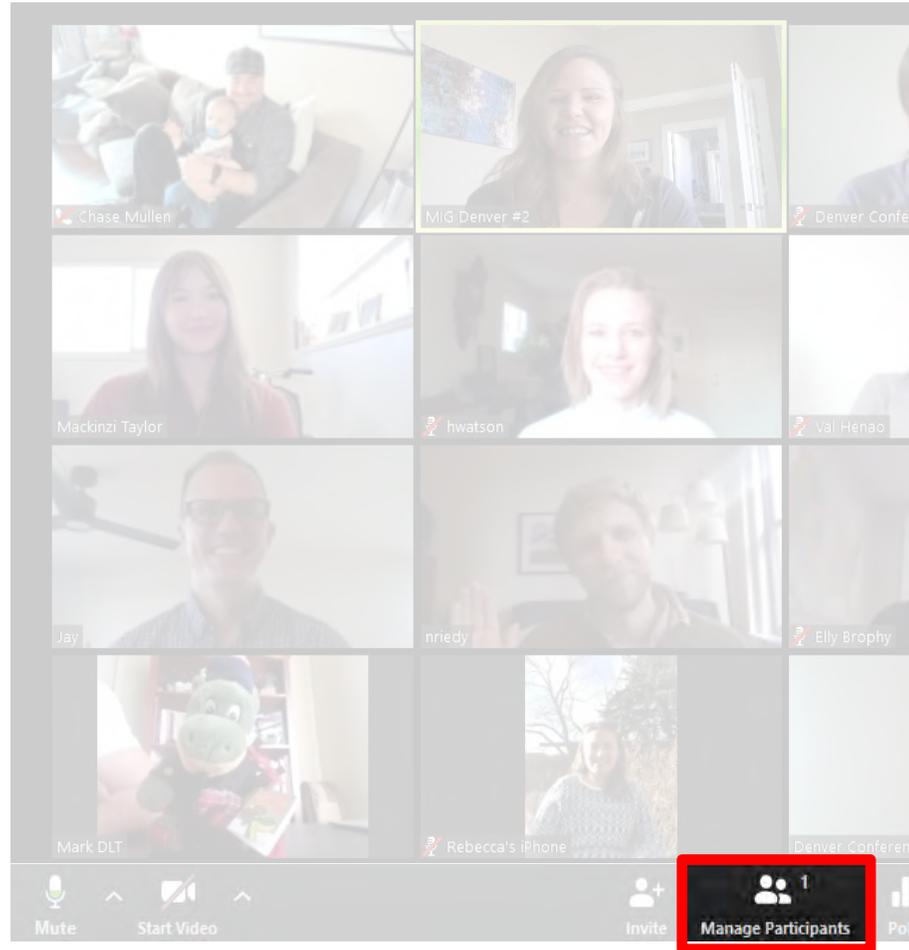
Click the Raise Hand Icon

VIRTUAL PARTICIPATION PRINCIPLES

- The webinar will include several sections with pause points to **ask questions** and **provide comments**

- Questions and comments can be submitted through Zoom Chat to **"QUESTIONS/COMMENTS"**

- Be **respectful** of one another's opinions

- We will try to answer all questions today, but may need to **follow-up** with more detailed responses after the session

- Remember this is just one meeting in a **longer process**

The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting. If the meeting is ended, we will plan on recording another presentation without participants that will be posted on the project website.

Today's meeting is being recorded

WELCOME

STAY CONNECTED VIA EMAIL

You can email comments or questions to

GPComment@srcity.org

TODAY'S PRESENTERS

- **Andy Gustavson**, Senior Planner, City of Santa Rosa
- **Jamillah Jordan**, MIG
- **Dan Amsden**, MIG

ADDITIONAL TEAM MEMBERS

- **Amy Lyle**, City of Santa Rosa
- **Clare Hartman**, City of Santa Rosa
- **Carolyn Verheyen**, MIG
- **Ana Padilla**, MIG
- **Blaze Syka**, MIG

- **Charlie Knox**, PlaceWorks
- **Andrea Howard,** PlaceWorks
- **Michelle Gervais**, G&A

# TODAY'S CONVERSATION

TODAY'S CONVERSATION

- **PART 1:** General Plan Update Project Overview

- **PART 2:** Draft Community Involvement Strategy (CIS)

- **PART 3:** Next Steps

POLLING

Please submit your response through Zoom Poll

PART 1
GENERAL PLAN UPDATE
PROJECT OVERVIEW

SANTA ROSA'S CURRENT GENERAL PLAN

Adopted in 2009

NATURE OF THE GENERAL PLAN

The general plan is often described as a **blueprint or constitution** for land use, development, mobility, health, sustainability, equity, and resource decisions

It must be **comprehensive** and **internally consistent**

STATE OF CALIFORNIA General Plan Guidelines 2017

GOVERNOR'S OFFICE OF PLANNING AND RESEARCH
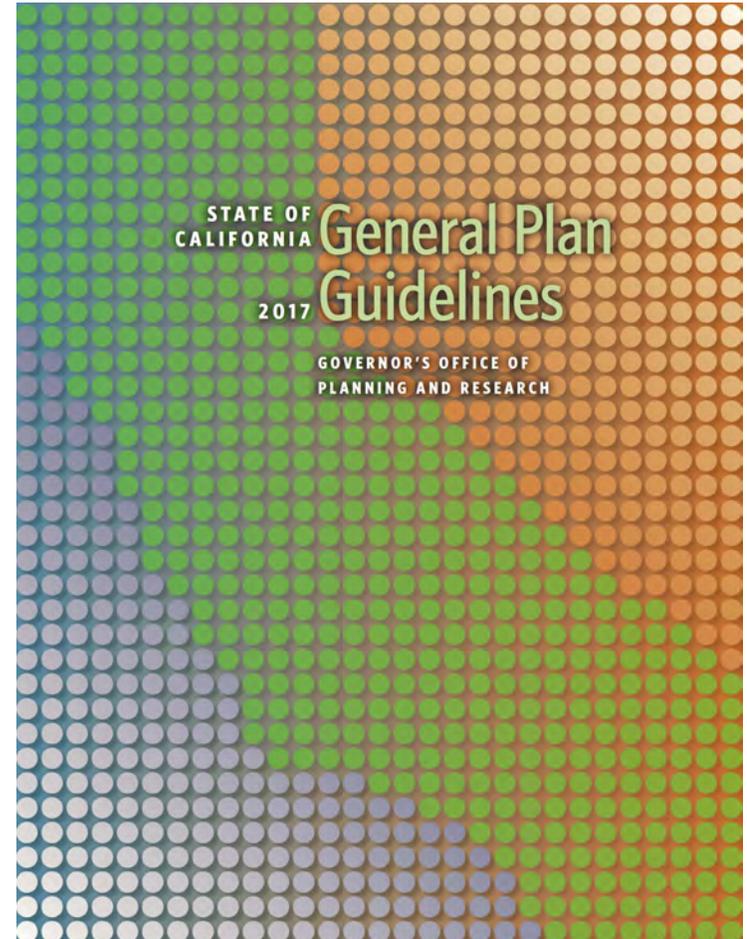
LAND USE PLANNING HIERARCHY

Long-Term

Short-Term

More General

More Detailed

GENERAL PLAN

SPECIFIC PLANS ZONING
Discretionary/Legislative

SUBDIVISION MAPS CONDITIONAL USE PERMITS VARIANCES
Discretionary/Quasi-Adjudicatory

BUILDING PERMITS GRADING PERMITS
Ministerial
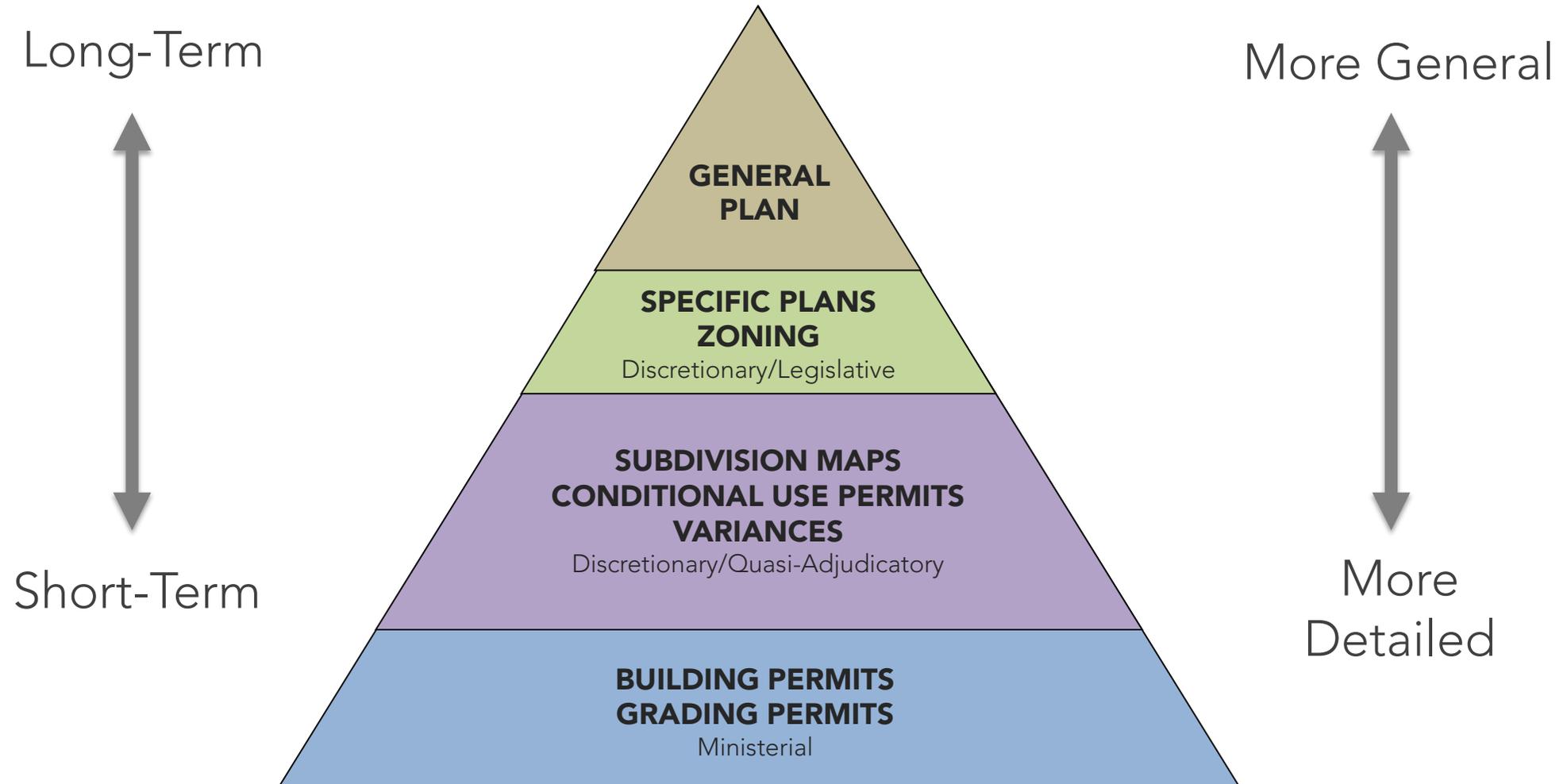
REQUIRED GENERAL PLAN CHAPTERS

Land Use
Identifies how land can be used and distributes those uses

Circulation
Identifies transportation and mobility solutions for all modes of travel

Housing
Addresses housing issues and projects future housing needs

Open Space
Details plans for open land preservation and parks

Conservation
Addresses the conservation and development of natural resources

Safety
Establishes programs to protect communities from natural hazards

Noise
Identifies noise issues in the community and addresses their impacts on sensitive uses

Environmental Justice
Ensures all people are treated fairly by land use decisions

KEY TOPIC

LAND USES AND AREAS OF CHANGE

SANTA ROSA 2050 - DEVELOPMENT

KEY TOPIC
MOBILITY
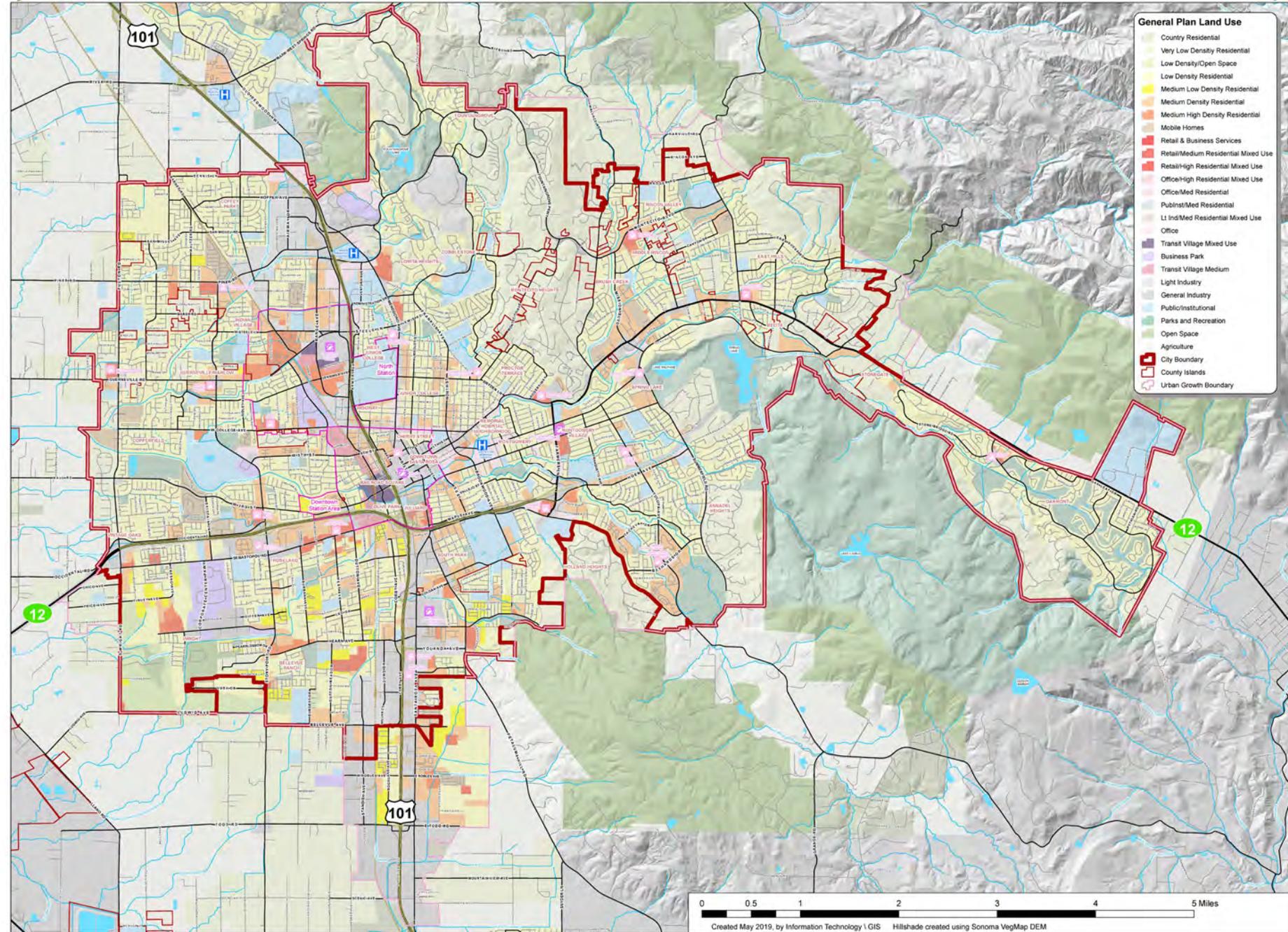
SANTA ROSA 2050 - MOBILITY
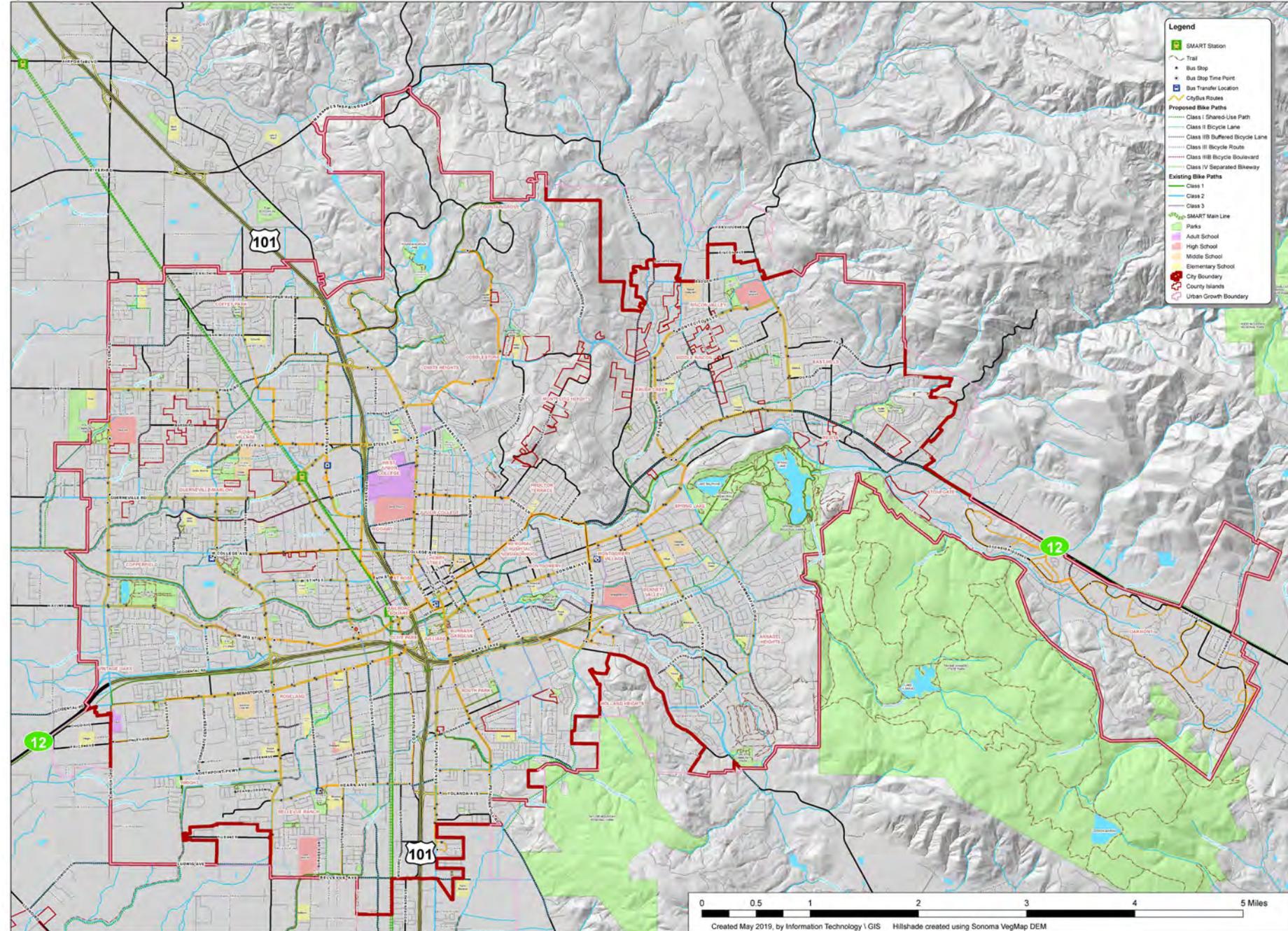
KEY TOPIC
HAZARDS/
NATURAL
RESOURCES

SANTA ROSA 2050 - ENVIRONMENT

City of Santa Rosa
Information Technology - GIS

Legend

Rogers Creek Fault Zone
High Fire Severity Area
100 Year Flood Area
Wetland
Woody Riparian
City Boundary
County Islands
Urban Growth Boundary

Created May 2019, by Information Technology \ GIS   Hillshade created using Sonoma VegMap DEM
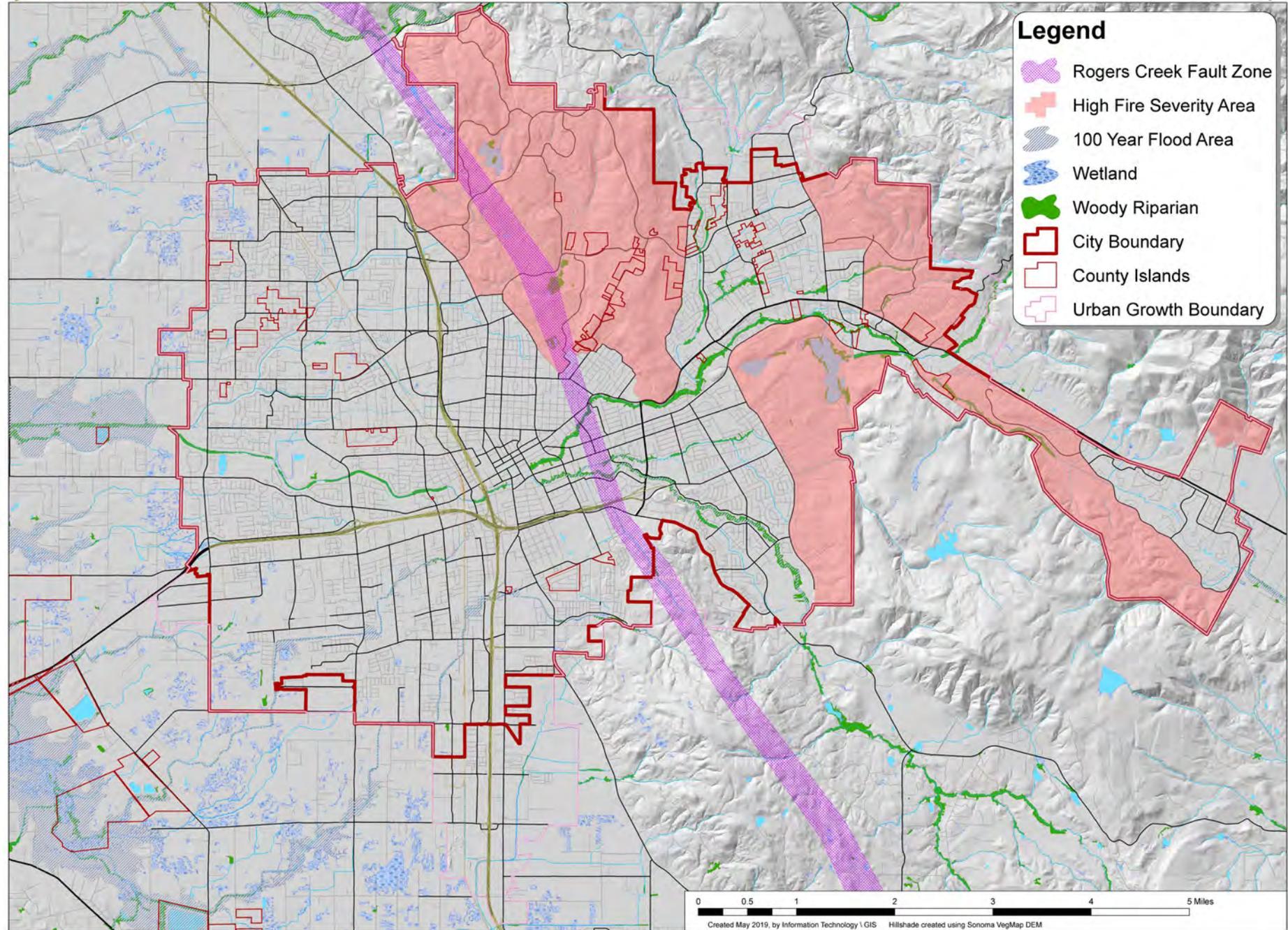
KEY TOPIC
PUBLIC FACILITIES/ SERVICES

SANTA ROSA 2050 - SERVICES
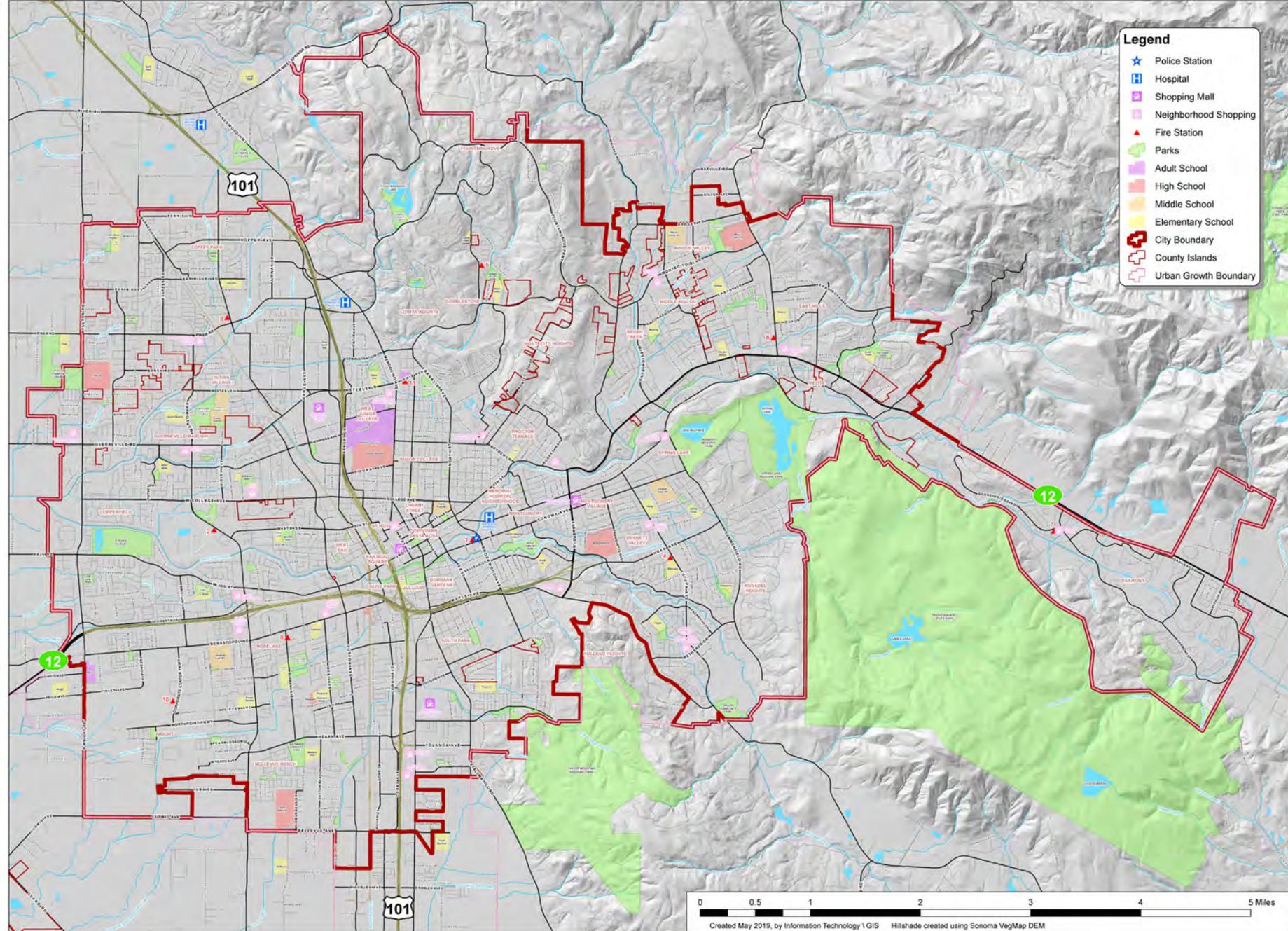
CREATE HOUSING FOR ALL

- Range of Densities and Types

- Market-Rate Housing

- Affordable Housing

- Reducing Barriers to Home Rentals and Ownership

- Homelessness Strategies

FOSTER ECONOMIC DEVELOPMENT

- Retaining and Supporting Existing Businesses

- Attracting New Businesses

- Supporting Commercial Centers

- Diversifying the Types of Jobs

- Improving Access to Employment

SUPPORT A HEALTHY COMMUNITY

- Safer Communities
- Walkable Neighborhoods
- Access to Healthy Foods, Parks, and Recreation
- Access to Healthcare
- Worksite Wellness

ENSURE ENVIRONMENTAL JUSTICE AND SOCIAL EQUITY

- **Fair treatment** of people of all races, cultures and incomes with respect to the development, adoption, implementation and enforcement of the general plan

- **Specific requirements** when disadvantage communities have been identified

CALENVIROSCREEN

A CRITICAL TOOL FOR ACHIEVING ENVIRONMENTAL JUSTICE IN CALIFORNIA
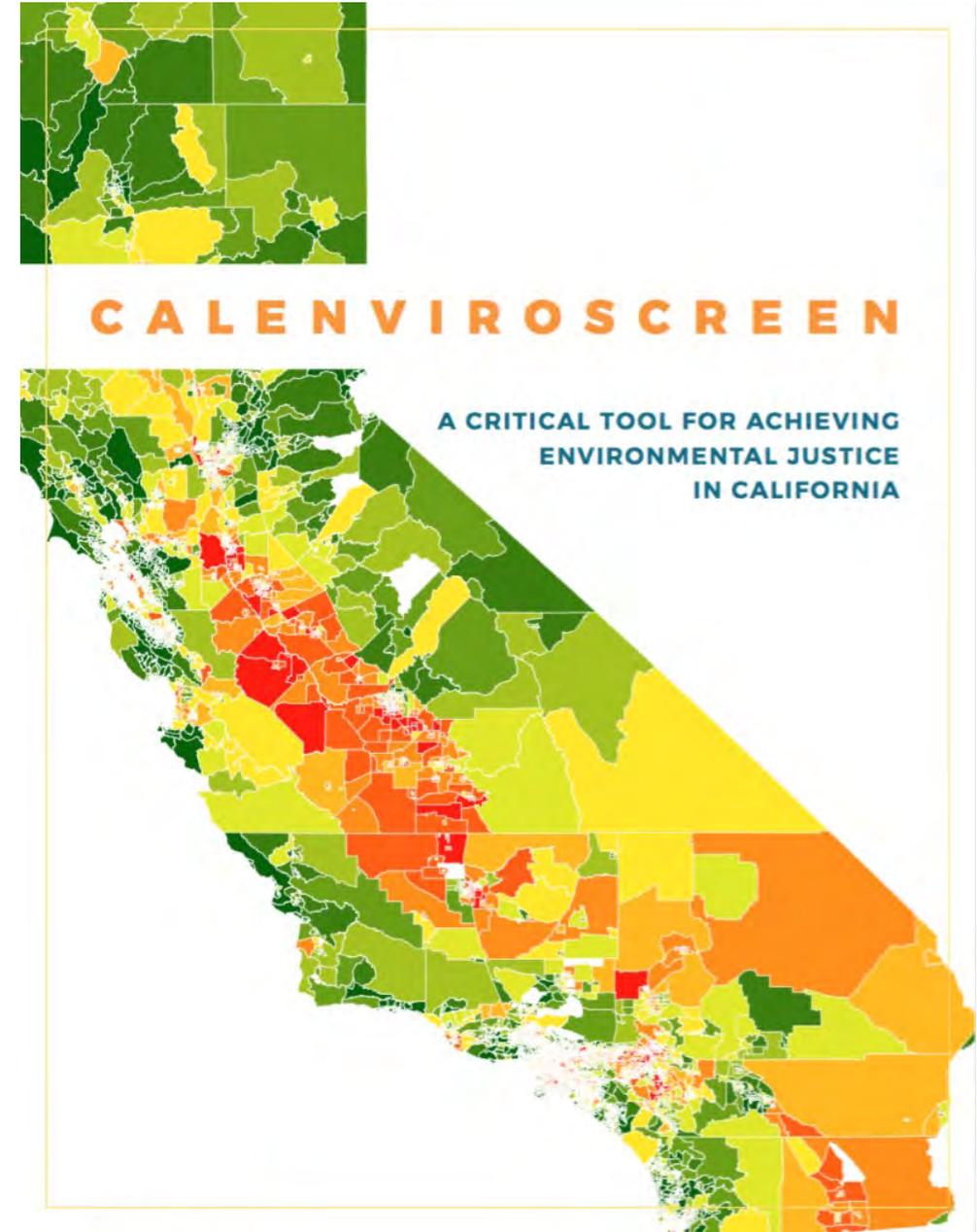
PROJECT SCHEDULE

Month	Year 1	Year 2	Year 3

Year 1: Month 1 2 3 4 5 6 7 | Year 2: 8 9 10 11 12 13 14 15 16 17 18 19 20 21 | Year 3: 22 23 24 25 26 27 28 29 30 31 32 33 34 35

PROJECT TASKS

WE ARE HERE

A — Project Commencement
- Kick-off Meeting
- Comm. Inv. Strategy

B — Community Involvement Program
- CAC Kick-off
- Set 1: Vision
- Set 2: Alternatives
- Set 3: Preferred Alternative
- EIR Scoping
- Set 4: Draft General Plan
- EIR Review
- GP Presentation
- CAC Celebration

C — City Profile, Existing Conditions, Market Demand Analysis, and Preferences

D — Land Use and Circulation Alternatives
- Alternatives Report
- Alternatives Workbook

E — Preferred Alternative

F — 2050 General Plan Document
- Policy Matrix
- Admin Draft GP
- Public Review Draft GP
- Final GP

G — Environmental Impact Report
- Notice of Preparation
- EIR Scoping
- Admin & Public Review Draft EIR
- Final EIR

H — Presentation and Adoption of Draft General Plan

I — Zoning Amendments
- Map & Text Recommendations

Legend
- Work Period
- Staff Review Period
- Public Review Period
- Draft Document
- Public Review Document
- Final Document
- Community Meeting Set
- CAC Meeting
- TAC Meeting
- Commission and Council Meetings/Hearings
- Major Online Exercises

Do you have any comments or questions about the General Plan Update process?

Please submit your response to
"**QUESTIONS/COMMENTS**" through Zoom Chat

PART 2
ENGAGING THE COMMUNITY
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

COMMUNITY INVOLVEMENT STRATEGY

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

Key Audiences

- Santa Rosa residents and community members

- City Council and elected officials

- City of Santa Rosa Departments

- County of Sonoma Departments

- Transportation Service Providers (Sonoma Marin Area Rail Transit, , Santa Rosa City Bus, ride share)

- Community organizations (Latino Service Providers, Los Cien, Santa Rosa Together, Historical Society of Santa Rosa, Raizes Collective, Club Comunitario de Roseland, Petaluma Blacks for Community Development, Sonoma Land Trust)

- Neighborhood associations (Greater Cherry Street Neighborhood Association, Ridgway Historic Neighborhood Association, Oakmont Village)

- Faith-based organizations (Bayside Church Santa Rosa, Santa Rosa Christian Church, Congregation Shomrei Torah, Interfaith Council of Sonoma County, etc.)

- Educational institutions (schools and universities)

- Large employers and local businesses

- Santa Rosa Metro Chamber, Sonoma County Alliance and business associations

- Residents and families that are economically challenged, with limited mobility options

- Youth, students, seniors and older residents

- People with disabilities

- Individuals and families experiencing homelessness

- Transportation, public health and environmental advocacy groups

- Trail, park and open space advocacy groups

COMMUNITY INVOLVEMENT STRATEGY

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

Do you have any comments or questions regarding the community engagement approach or Guiding Principles?

Please submit your response to "**QUESTIONS/COMMENTS**" through Zoom Chat

KAISER PERMANENTE

Kaiser Permanente provided the City a **Healthy Communities Grant** that is focused on providing opportunities to engage under-represented communities and develop healthy cities policies and actions

This funding allows the City to add, enhance, or expand upon many of the **engagement activities** included in the draft CIS

LATINO SERVICE PROVIDERS

Latino Service Providers is a **key partner** of the City's and will be involved in many community outreach and engagement events

Most of these activities will be centered around **community outreach and youth engagement**

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

City of Santa Rosa
GENERAL PLAN UPDATE

COMMUNITY INVOLVEMENT PROCESS SCHEDULE
06/17/2020

PHASE 1: Project Commencement and Existing Conditions

PHASE 2: Land Use and Circulation Alternatives

PHASE 3: Preferred Alternative

PHASE 4: General Plan Document and Environment Impact Report (EIR)

PHASE 5: General Plan and EIR Adoption

COMMUNITY INVOLVEMENT PROGRAM

HYBRID ENGAGEMENT (IN-PERSON AND VIRTUAL)

Project Team/Staff Meetings (ongoing throughout the project)

TAC #1 | TAC #2 | TAC #3 | TAC #4 | TAC #5 | TAC #6

CAC #1 | CAC #2 | CAC #3 | CAC #4 | CAC #5 | CAC #6 | CAC #7 | CAC #8 | CAC #9 | CAC #10

Community Discussions and Events Set #1
Vision for the Future

Community Discussions and Events Set #2
Alternatives

Community Discussions and Events Set #3
Preferred Alternatives

Community Meetings
EIR Scoping

Community Discussions and Events Set #4
Draft General Plan

Youth Engagement Activities

Youth Engagement Activities

Growing Better Places Game

Youth Engagement Activities

City Commissions Review and City Council Review/Approval

IN-PERSON ENGAGEMENT

Bus Tour

Mobile Outreach and Pop-Up Events
(ongoing throughout the process and tied to community events)

VIRTUAL ENGAGEMENT

Community Conversations

Online Survey

Video Series | Online Survey

Video Series | Online Survey

Online Survey

MAJOR PROJECT WORK PRODUCTS

Project Branding

Project Website and Social Media

Existing Conditions Report

Alternatives Report | Alternatives Workbook

Preferred Alternative

Draft General Plan | Draft EIR

Final General Plan and Certified EIR

Zoning Recommendations (to implement the General Plan)

PHASES OF ENGAGEMENT ACTIVITIES
ONGOING

* Partially funded through the Kaiser Permanente Healthy Communities Grant

	Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
	Ongoing Community Involvement Activities				
1.	**Community Advisory Committee (CAC) Meetings (10)***	(On-Going)			✓
2.	**Technical Advisory Committee (TAC) Meetings (6)**	(On-going)			✓
3.	**Translation Services***	(On-going)			✓
4.	**Community Events and Outside Agency Meetings (10)***	(On-going)			✓
5.	**Project Brand**	(On-going)		✓	
6.	**Project Website**	(On-going)		✓	
7.	**Communications and Media Roll-Out**	(On-going)		✓	
8.	**Online Surveys***	(On-going)		✓	
9.	**General Plan Video Series***	(On-going)		✓	
10.	**Community General Plan Studio and Open House Space***	(On-going)			✓
11.	**Growing Better Places Board Game***	(On-going)			✓
12.	**Youth Engagement Activities***	(On-going)			✓
13.	**Youth Art Contest***	(On-going)			✓

PHASES OF ENGAGEMENT ACTIVITIES

PHASE 1 EXISTING CONDITIONS

Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
Phase 1: Project Commencement and Existing Conditions				
1. **Develop Community Involvement Strategy (CIS)**	March 2020 – Sept. 2020		✔	
2. **Review Current and Recent Community Input Efforts**	March 2020 – Sept. 2020		✔	
3. **Create a Calendar of Community**	March 2020 – Sept. 2020		✔	
4. **Community Discussions and Events Set #1: Vision ***	July 2020 – Sept. 2020		✔	
5. **Community Meeting***	July 2020 – Sept. 2020		✔	
6. **Focus Groups (4)**	June 2020 – Sept. 2020		✔	
7. **Council and Commission Presentations**	May 2020 – Sept. 2020		✔	

* Partially funded through the Kaiser Permanente Healthy Communities Grant

PHASES OF ENGAGEMENT ACTIVITIES

PHASE 2 LAND USE AND CIRCULATION ALTERNATIVES

Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
Phase 2: Land Use and Circulation Alternatives				
1. **Community Discussions and Events Set #2: Alternatives***	October 2020 – April 2021			✓
2. **Pop-Up Events***	February 2021- April 2021			✓
3. **Mobile Outreach – The Plan Van***	April 2021 (On-going)	✓		
4. **Double Decker Bus Tour**	April 2021 (On-going)	✓		
5. **Council and Commission Presentations**	October 2020 – April 2021			✓

* Partially funded through the Kaiser Permanente Healthy Communities Grant

PHASES OF ENGAGEMENT ACTIVITIES

PHASE 3 PREFERRED ALTERNATIVE

	Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
	Phase 3: Preferred Alternative				
1.	**Community Discussions and Events Set #3: Preferred Alternative***	April 2021 - June 21			✓
2.	**Council and Commission Presentations**	April 2021 - June 21			✓

* Partially funded through the Kaiser Permanente Healthy Communities Grant

PHASES OF ENGAGEMENT ACTIVITIES

PHASE 4 GENERAL PLAN UPDATE DOCUMENT

	Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
Phase 4: General Plan Update Document					
1.	**Community Discussions and Events Set #4: Draft General Plan***	May 2021 – July 2022			✓
2.	**Council and Commission Presentations**	May 2021 – July 2022			✓
3.	**Planning Commission and Council Review of Final EIR**	May 2021 – August 2022			✓

* Partially funded through the Kaiser Permanente Healthy Communities Grant

PHASES OF ENGAGEMENT ACTIVITIES

PHASE 5 GENERAL PLAN AND EIR ADOPTION

	Topic/Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
	Phase 5: General Plan and EIR Adoption				
1.	**Commission Presentations**	March 2022 – September 2022			✓
2.	**Planning Commission and City Council Hearings**	March 2022 – September 2022			✓

* Partially funded through the Kaiser Permanente Healthy Communities Grant

Do you have any comments or questions regarding the engagement techniques and activities?

Please submit your response to
"**QUESTIONS/COMMENTS**" through Zoom Chat

METRICS OF SUCCESS

1. ACCESSIBILITY

The community involvement process will be **accessible**, **understandable**, and **welcoming** to all who wish to participate

➤ Participants will complete surveys and evaluation forms (both in-person and online) indicating their opinions on the overall accessibility of the General Plan Update process

METRICS OF SUCCESS

2. REACH

The community involvement process will **involve** and **inform** as many members of the public as possible

➤ We will strive to reach all households and businesses in the city through the community involvement process

➤ We will use a wide variety of engagement activities, tools and communication methods to reach community members, including workshops, focus groups, surveys, radio advertisements, mailers, and social media, among other approaches

METRICS OF SUCCESS

3. DIVERSITY

Participants will reflect the diversity of age groups, ethnicities, incomes, geographies, and special needs of the Santa Rosa population

➤ We will track and measure the diversity of participants to ensure participants reflect the **demographic** and **geographic** composition of the Santa Rosa population

METRICS OF SUCCESS

4. IMPACT

Participation will **influence** and **inform** the decision-making process for the General Plan

➤ Participants will complete surveys and other evaluative tools indicating their opinions on how their input informed the engagement process and key project documents. The Project Team will highlight how community input influenced process and policy decisions in the engagement summary documents

Do you have any comments or questions regarding the metrics for success?

Please submit your response to "**QUESTIONS/COMMENTS**" through Zoom Chat

PART 3
NEXT STEPS

NEXT STEPS

- Next Community Conversation (in Spanish) is scheduled for Saturday, July 25th, from 10:00 to 11:30 AM

- Your ideas and comments on the draft **Community Involvement Strategy (CIS)**, and comments from other community members and group, will be presented to the City Council in early September.

  Be sure to submit any additional comments to **GPComment@srcity.org** by July 25, 2020

NEXT STEPS (continued)

- The City is preparing an **online survey** for the community to discuss opportunities and challenges facing Santa Rosa. The survey will include a mapping tool so you can define your neighborhood

- The **first round** of community virtual meetings, surveys, and online events are scheduled to being in September

POLLING

Please submit your response through Zoom Poll

THANK YOU FOR PARTICIPATING!

HAVE MORE IDEAS? PLEASE EMAIL ADDITIONAL QUESTIONS AND COMMENTS TO

GPComment@srcity.org

https://srcity.org/3079/General-Plan-Update