









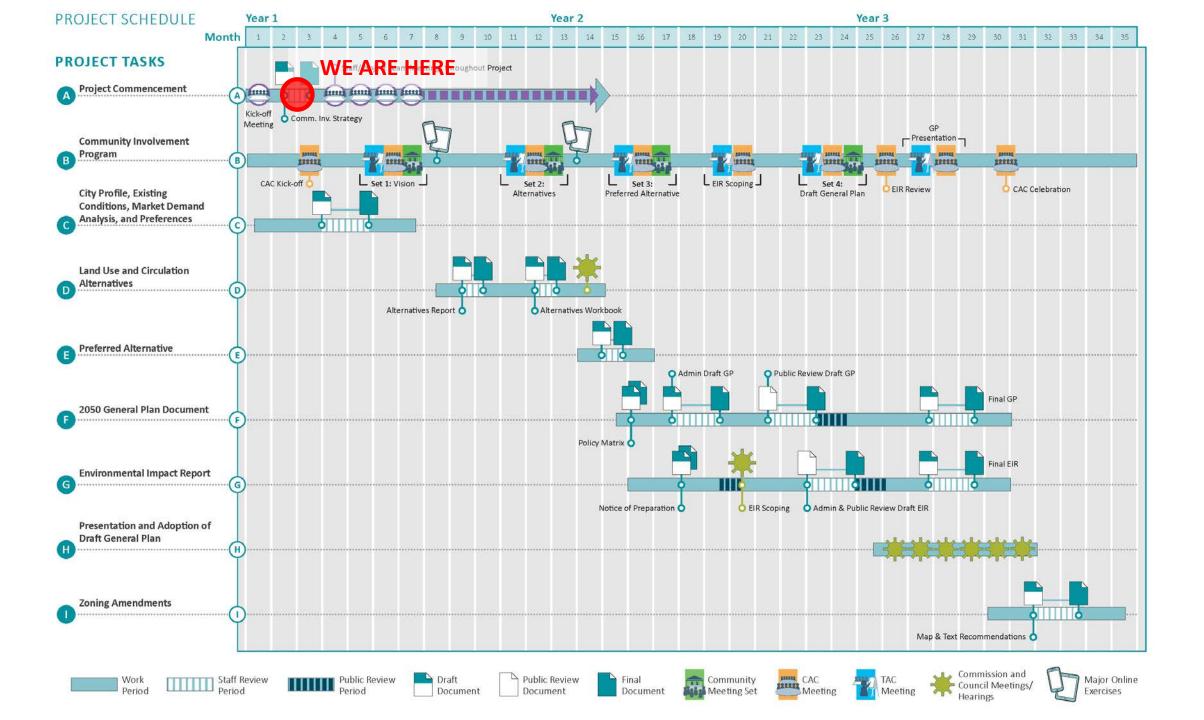




# SANTA ROSA GENERAL PLAN UPDATE (Continued from August 18, 2020, Regular Meeting)



# GENERAL PLAN UPDATE PROCESS



# DRAFT 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



Santa Rosa is poised at a critical juncture, ready to advance from recent challer safe, healthy, sustainable, and equitable future. The 2050 General Plan Update (G model of community support and inclusion, environmental care and resiliency, as forward-leaning change.

The City of Santa Rosa is committed to designing and implementing an inclusive process to ensure the 2050 General Plan Update is based on robust and genuine f civic and city leaders, and the private sector. The development of the General Pl engagement across many different platforms. We understand the City's focus on and continuous contact, and on staying nimble. The framework developed here is dynamic to ensure integration of voices often left out of, or uninterested in the pla not limited to those excluded because of race, citizenship, language, age, ability, i

The Project Team (which includes City staff and consultants) developed the follo Involvement Strategy (CIS) which outlines key outreach strategies and methods. communication tools and the proposed timeline for implementation. This docume summary of the CIS and includes the proposed community involvement activities guide the development of the 2050 General Plan Update. The CIS includes speengagement activities that were added, enhanced, or expanded upon as a direct of Permanent Healthy Communities Grant provided to the City of Santa Rosa (see ti activities will ensure that all members of the Santa Rosa community are actively e project, and that community ideas, perspectives, and needs directly inform all ph

A key component of the CIS is to form a Community Advisory Committee (CAC), o cross section of the Santa Rosa community, that will serve as ambassadors to e community engagement. The CAC will meet at key points in the project to provide products such as the City Profile, Existing Conditions Analysis, Land Use and Circuli

In light of the impacts of the COVID-19 pandemic, we expect there will be a cont virtual engagement due to the ongoing need for social distancing: however, we w person activities as the project progresses. It is possible that even if restrictions of are loosened, many people may continue to choose to keep their distance and pr allow for online and telephone participation. Our community engagement expervirtual meetings, online community engagement techniques, and other strategies the community during this challenging time, and beyond. The Project Team is o digital divide during COVID-19 to ensure that a broad cross-section of Santa Rosa can access and fully participate in all engagement activities.

City of Santa Rose 1 G

#### V. Phases of Engagement Activities

The following section outlines the community outreach and engagement events envisioned as part of the General Plan Update process. These activities present a range of high-tech and high-touch options executed throughout the project to ensure a robust, engaging, and inclusive engagement process. The attached Community wolvement Process Schedule identifies approximately when each of these activities will take place and helps visualize the overall community engagement effort.

Community Involvement Strategy M G

Kaiser Permanente has provided the City of Santa Rosa a Healthy Communities Grant that is focused on providing additional opportunities to engage under-represented communities and develop healthy cities policies and actions. This funding has allowed the City and Project Team to add, enhance, or expand upon many of the engagement activities included in the CIS. Community engagement tasks that are funding through this grant are

In addition, 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 outh engagement. Community engagement tasks that are supported with assistance from Latino Service Providers are noted helow

#### Ongoing Community Involvement Activities

The following activities will take place throughout the course of the General Plan Update process. The attached Community Involvement Process Schedule identifies the approximate timing of each meeting or activity. However, the actual timing of these angoing events is intentionally flexible and will be based on key discussion topics developed during the project.

#### Community Advisory Committee Meetings (10 total meetings)

The Project Team will facilitate a series of up to 10 Community Advisory Committee (CAC) meetings to provide guidance on the General Plan Update. 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 Seneral Plan. The Project Team will work with the community and City staff to determine the appropriate meeting topics and target dates for each CAC meeting. These meetings are partially funded through the Kaiser Permanente Grant and will be supported with help from Latina Service Providers.

#### Technical Advisory Committee Meetings (6 total meetings)

The Project Team will facilitate Technical Advisory Committee (TAC) meetings at critical junctures of the General Plan Update process. The TAC will be comprised of technical experts from City departments and partner agencies to provide feedback and ensure plan concepts can be achieved. We will consult with City staff to develop the final TAC roster. The TAC will be convened up to six times during the course of the project to review draft work products, advise on policy and plan development and help City staff prepare for public meetings, workshops, and hearings, with specific dates and agenda items determined in collaboration with City staff

To ensure that the nearly one-quarter of Spanish speaking population in Santa Rosa has the opportunity and is encouraged to participate in the General Plan Update, the planning process will be accessible in English and Spanish. Key notices, informational brochures, the project website, and other written materials, as appropriate, will be prepared in English and Spanish. All meetings and workshops facilitated in English will offer translation services and some workshops, meetings, and or events, will be conducted in Spanish. In addition, executive

City of Santa Rosa | General Plan Update

## COMMUNITY INVOLVEMENT STRATEGY (CIS)

## **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 (CIS)

## **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

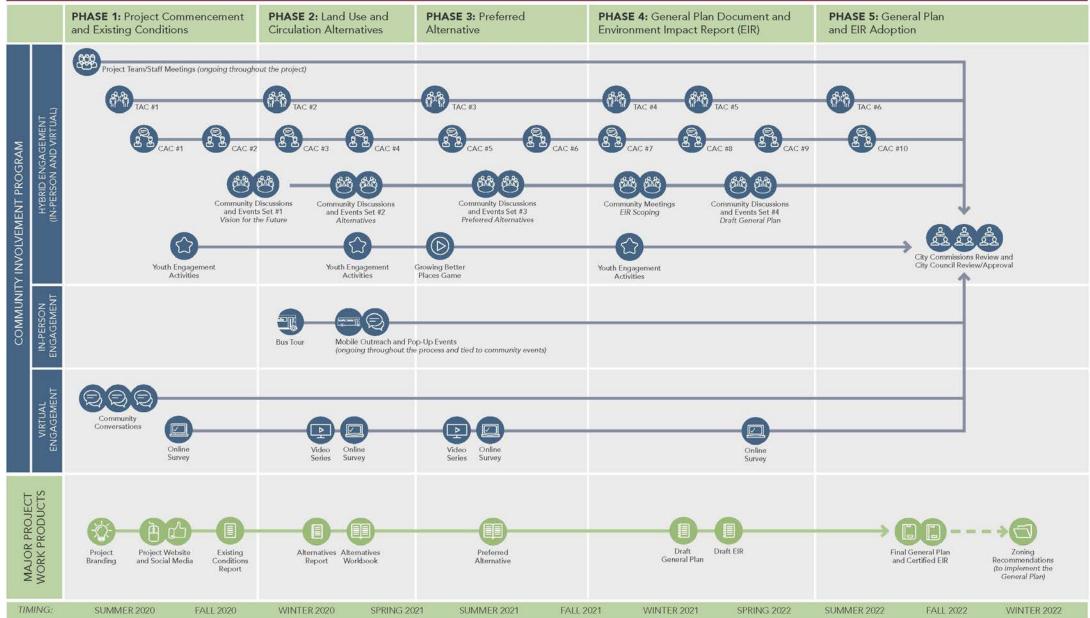


# COMMUNITY ADVISORY COMMITTEE (CAC)

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





# COMMUNITY **CONVERSATIONS**

The Draft CIS was posted on the General Plan Update website for public review on June 24, 2020.

Over the next 30 days City staff and the consultant team reached out the community with a series of social media announcements and targeted emails to community organizations and interested parties within the City.

# Help Shape the Future of Santa Rosa!

Santa Rosa is in a time of incredible change. The recent fires, housing crisis, electrical grid blackouts, and calls for social justice and equality provide a backdrop for an immensely important discussion on how the City will grow and change over the coming years and decades. It is now time to discuss how Santa Rosa can become an even more sustainable, resilient, healthy, and inclusive community.

The General Plan Update project will provide an important opportunity for the community to discuss ways to ensure housing for all, improve neighborhood quality and connectivity, foster economic development, improve public health, create more equitable access to community amenities and services, enhance education, and reinforce environmental stewardship. Below you will find information on ways you can be involved in the community discussion, and additional information on project updates and the components that go into a general

#### How Can I Get Involved?

An update to the City's General Plan cannot be done without involvement from everyone in

Community outreach and input will be a key component to the General Plan Update process. Please return to this website for the latest information. To be added to the email notification list, please click on the "email notifications" link on the upper right side of this

Upcoming Events - Please join us.

- Community Involvement Strategy Public On-Line Meetings
- Community Conversation (English language) Saturday July 18, 10 11:30 am <u>Community Conversation (Spanish language) Saturday July 25, 10 - 11:30 am</u>
- Public Review and Comment Period June 25th to July 25th
- Email comments and suggestions to <u>GPComment@srcity.org</u>
- City Council Community Involvement Strategy Review

#### Email Notification



#### Contact Us

Andy Gustavson Senior Planner

Email

Phone: 707-543-3236

# COMMUNITY CONVERSATIONS

City staff and the consultant team also held four virtual meetings:

- Community Conversation #1
   July 18, 2020
- Community Conversation #2 (in Spanish)
  July 25, 2020
- CAB Presentation
   July 22, 2020
- Santa Rosa Together
   July 29, 2020





## **COMMUNITY CONVERSATIONS**

Approximately 60 people participated in the four online meetings and the City received over 70 individual comments or questions. Major comments included:

- Focus the GPU at a neighborhood level to ensure neighborhood assets, challenges, and opportunities are fully addressed in new or updated policy.
- Form the CAC so that it includes topical and neighborhood experts who can cover the range of areas, issues, and perspectives present in Santa Rosa.

## **COMMUNITY CONVERSATIONS**

- Include a range of opportunities for digital engagement during the current pandemic and coming years, including video submissions, Facebook Live meetings, texting, social media, etc.
- Ensure the Latinx community is fully engaged and involved throughout the project.
- Ensure the engagement process also responds to the digital divide (e.g., include in-person meetings and events), and supports people of all ages, abilities, races, and sexual orientations.

## RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the City Council accept the Community Involvement Strategy for the General Plan Update and, by motion, waive City Council Policy 000-06 regarding appointments to Boards, Commissions, and Committees and authorize the Director of Planning and Economic Development to appoint members of the Community Advisory Committee as necessary.