



Community Advisory Committee Meeting #2 Preview + Homework Materials

Dear Community Advisory Committee Members:

We are excited to announce that the next Community Advisory Committee (CAC) meeting will be held on **March 31, 2021, from 6:00 PM to 8:00 PM**. You should have already received a “save the date” email and we are looking forward to seeing everyone and having a robust discussion. This will be a virtual meeting and we will send the CAC members and post publicly Zoom access information ahead of the meeting.

The purpose of the next CAC meeting is to review the key learnings of the Existing Conditions Report and to hear from you what you think lies ahead for the city in the next 20-30 years. It will include an interactive discussion on framing a vision for the future of Santa Rosa. In preparation for this meeting, we ask that you please review the **Briefing Book** (see link below), which summarizes the takeaways of the Existing Conditions Report. If you are interested in additional details, you may refer to the Key Findings of the Existing Conditions Report and/or the complete Existing Conditions Report, which can be downloaded at: www.santarosaforward.com/docs.

In preparation for our next CAC meeting, we request that you review the following materials:

- CAC Meeting #2 Agenda (attached)
- CAC Meeting #2 Presentation (see www.santarosaforward.com/cac)
- CAC Meeting #1 Summary (see www.santarosaforward.com/cac)
- Briefing Book (see www.santarosaforward.com/docs)

We also prepared a **Community Event Set #1 Summary 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 shown at the end of this memo.

We appreciate your participation in this important process and look forward to seeing you on March 31st. Please contact Andy Gustavson at agustavson@srcity.org with any questions.

Regards,

SR Forward Project Team

Community Event Set #1 Summary and Assignments

We are now launching into the first round of community engagement, which is focused on understanding existing conditions, identifying major opportunities, and framing a vision for the future. The following matrix summarizes the various engagement items and events that will take place during Community Event Set #1 and potential assignments 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.santarosaforward.com</p>	<p>Launched in January 2021</p>	<ul style="list-style-type: none"> ▪ Review the new project website and become familiar with the content and structure. ▪ Help get the word out about the website to the groups, organizations, and committees you are involved with. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts ○ Post website link to social media
<p>Community Survey #1 www.santarosaforward.com/Survey-1</p>	<p>February through April 2021</p>	<ul style="list-style-type: none"> ▪ Take the online survey and provide your input. ▪ Help get the word out about the 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 ○ Post survey link to social media
<p>Community Meeting #1 During this first meeting, the Project Team will provide information about the Santa Rosa Forward process and solicit ideas about key issues and opportunities that should be addressed during the project. This will include a discussion and exercises around the future vision for Santa Rosa.</p>	<p>April 2021 (exact date TBD)</p>	<ul style="list-style-type: none"> ▪ Help get the word out about Community Meeting #1 to the groups, organizations, and committees you are involved with. ▪ Attend Community Meeting #1. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts ○ Post workshop announcement to social media

Engagement Item or Event	Timing	CAC Member Assignments
<p>Focus Group Meetings The Project Team will conduct focus groups as a means of engaging key stakeholders, community groups, residents, business owners, etc. (with translation services). Participants will be invited to share their thoughts and ideas on the unique places and services that already exist in Santa Rosa and the those that have the greatest potential to transform the City's landscape. These sessions will include facilitated discussion with 8-15 participants and open with remarks to provide context and framing for the discussion.</p>	April 2021	<ul style="list-style-type: none"> ▪ Help identify groups or topics for the Focus Group meetings (a discussion item for the CAC #2 meeting). ▪ Consider conducting additional meetings, focus groups, or presentations to the groups, organizations, and committees you are involved with. The project team will be preparing an Engagement Toolkit that will include materials you can use to conduct these sessions and solicit/record feedback and ideas.
<p>Engagement Toolkit (forthcoming)</p>	April 2021	<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.
<p>Council and Commission Presentations Following the community meetings and focus groups, the Project Team will draft a Vision Statement for the General Plan. The Vision Statement will reflect community input in a short statement. The Project Team will convene study sessions with various City boards and commissions including Planning Commission, Cultural Heritage Board, and Community Advisory Board.</p>	May-June 2021	<ul style="list-style-type: none"> ▪ Attend committee and commission meetings (if desired, but not required).