



Community Advisory Committee Meeting #3 Preview + Materials

Dear Community Advisory Committee Members:

We are excited to announce that the next Community Advisory Committee (CAC) meeting will be held virtually on **December 13, 2021, from 6:00 PM to 8:00 PM**. You should have already received the preliminary agenda by email. We are looking forward to seeing everyone and having an interactive discussion.

The purpose of this CAC meeting is to review the Alternatives Workbook and to hear from you about the range of potential land use and circulation options for the next 20-30 years. We will also discuss the upcoming community engagement activities and the Equity Priority Communities Empowerment and Outreach Work Plan. CAC members will be asked to provide feedback on both the Alternatives and the community engagement process.

In preparation for this meeting, we ask that you please review the **Alternatives Workbook** (see link below), which summarizes and evaluates a range of potential land use and circulation alternatives for Santa Rosa. Each alternative aims to implement the Community Vision Statement but offers a unique approach to distributing future housing and retail growth across the community. In addition to the Alternatives Workbook, please also review the following CAC packet materials:

- CAC Meeting #3 Agenda (see www.santarosaforward.com/cac)
- CAC Meeting #3 Presentation (see www.santarosaforward.com/cac)
- CAC Meeting #2 Summary (see www.santarosaforward.com/cac)
- Alternatives Workbook (see www.santarosaforward.com/Alts)
- Vision Statement (see www.santarosaforward.com/VS)

We also prepared a **Community Event Set #2 Overview 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 located at the end of this memo.

We appreciate your participation in this important process and look forward to seeing you on December 13th. Please contact Beatriz Guerrero Auna at bguerreroauna@srcity.org or by phone at 707 543 4323 with any questions.

Regards,

SR Forward Project Team

Community Event Set #2 Summary and Requests

We are now launching into the second round of community engagement, which is focused on discussing and evaluating land use and circulation alternatives. The following matrix summarizes the various engagement items and events that will take place during Community Event Set #2 and requests 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.santarosafoward.com</p>	<p>Launched in January 2021</p>	<ul style="list-style-type: none"> ▪ Review the updated 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.
<p>CAC Alternatives Toolkit The Project Team will prepare a physical and digital toolkit materials that will allow CAC members and City staff to conduct additional community meetings. Each toolkit will include: (a) Project Overview Sheet; (b) Summary Presentation on the Alternatives; (c) Workshop Instructions and Exercise Questions; and (d) links to the online survey and/or hard copy surveys for participants to provide feedback.</p>	<p>January 2022 (release)</p>	<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. <i>Please note that the Project Team will be holding small Engagement Toolkit training sessions with each CAC member in January 2022.</i>
<p>Citywide Community Workshops The Project Team is anticipating hosting five in-person/hybrid workshops. These interactive workshops will provide community members an opportunity to: (1) learn about the Santa Rosa Forward process; (2) review the Alternatives and major take-aways from the Alternatives Workbook; and</p>	<p>Mid-January through Mid-February 2022</p>	<ul style="list-style-type: none"> ▪ Get your input on our five in-person/hybrid workshop dates, locations, and communication strategy. ▪ Help get the word out about the Community Workshops to the groups, organizations, and committees you are involved with. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts

Engagement Item or Event	Timing	CAC Member Assignments
(3) provide specific feedback on desired elements of each alternative.		<ul style="list-style-type: none"> ▪ Attend one or multiple Community Workshops ▪ Post workshop announcements to social media or share the information through text messages or WhatsApp.
<p>Virtual Workshop and Survey</p> <p>The Project Team is developing a Virtual Workshop space that is envisioned to become a one-stop destination for Santa Rosans interested in the project. The space will include similar materials as those at the in-person workshops, plus additional written direction and videos enabling visitors to provide input without assistance from the Project Team or CAC Members. The Virtual Workshop space will include multiple opportunities and pause points for people to engage with alternatives materials and each other.</p>	January through February 2022	<ul style="list-style-type: none"> ▪ Help get the word out about the Virtual Workshop space to the groups, organizations, and committees you are involved with. <ul style="list-style-type: none"> ○ Make phone calls ○ Send emails or email blasts ○ Share the information on your social media or through text messages or WhatsApp
<p>Youth Engagement Activities</p> <p>The Project Team will work with local school districts, Santa Rosa Junior College and Sonoma State to create two tailored events and classroom programs to allow kids and college students the opportunity to engage in the project in a fun and informative way. Under this event set, the likely activities will include team design competitions (usually tied with civics or architectural design classes) and youth-led outreach events.</p>	September 2021 through February 2022	<ul style="list-style-type: none"> ▪ Help get the word out about the Youth Engagement Activities. (see www.santarosafoward.com/Contest) ▪ Talk to the young people and kids in your family or friend groups about the youth engagement activities.

Engagement Item or Event	Timing	CAC Member Assignments
<p>CAC Member Led Meetings/Events</p> <p>CAC members can present to and/or conduct mini workshops with their organizations and groups to solicit their input on the Alternatives. CAC members can use the Alternatives Workshop Materials to run these meetings and solicit input.</p>	<p>January through February 2022</p>	<ul style="list-style-type: none"> ▪ Use the CAC Alternatives Toolkit to conduct a range of neighborhood, community group, and organizations meetings. ▪ If you know more people who would be interested on conducting mini workshops, contact them with Beatriz Guerrero Auna, so she can provide them with all the materials and training.
<p>Equity Priority Community Sessions</p> <p>City staff will present to and/or conduct mini workshops with the various Equity Priority Community groups and areas to solicit their input on the draft Alternatives. City staff can use the Alternatives Workshop Materials to run these meetings and solicit input through one-on-one sessions, focus groups, community meetings, neighborhood meetings, pop-ups and other types of gatherings requested by the groups.</p>	<p>January through February 2022</p>	<ul style="list-style-type: none"> ▪ Provide City staff additional thoughts and ideas on which areas and groups to reach out to. ▪ Help become a community connector to equity priority communities by sharing contacts or introducing city staff to equity priority groups or people. ▪ Volunteer to participate in focus groups, community meetings, neighborhood meetings, and other types of gatherings requested by the Equity Priority Groups.
<p>Community Organization Meetings</p> <p>City staff will present to and/or conduct mini workshops with the various Community Organizations to solicit their input on the Alternatives. City staff will use the Alternatives Workshop Materials to run these meetings and solicit input.</p>	<p>January through February 2022</p>	<ul style="list-style-type: none"> ▪ Provide City staff additional thoughts and ideas on which areas and groups to reach out to. ▪ Help become a community connector to organizations by sharing contacts or introducing city staff to equity priority groups or people. ▪ Volunteer to participate in Community Organization Meetings.

Engagement Item or Event	Timing	CAC Member Assignments
<p>City Commission Meetings</p> <p>City staff will present to and/or conduct mini workshops with the various City Boards and Commissions to solicit their input on the Alternatives. City staff will use the Alternatives Workshop Materials to run these meetings and solicit input.</p>	<p>February through March 2022</p>	<ul style="list-style-type: none"> ▪ Get the word out regarding upcoming City Board and Commission meetings. ▪ Attend a City Board or Commission meetings (if desired, but not required) and invite your family, neighbors, friends, organizations, or anyone who comes to mind.
<p>Planning Commission and City Council Study Sessions</p> <p>Following the community meetings and focus groups, the Project Team will draft a summary of the feedback and ideas received by the community on the Alternatives. This information will be presented to the Planning Commission and City Council for their review, feedback and direction.</p>	<p>March 2022</p>	<ul style="list-style-type: none"> ▪ Attend Planning Commission and City Council study sessions where City Staff will present the results of community involvement done for Event Set #2, Alternatives. (if desired, but not required). ▪ Get the word out regarding the meetings through emails, social media or text messages.