



Alternatives Workshop Toolkit

Sample Meeting/Workshop Facilitation Guide

Updated 02/25/2022

This document offers guidance for CAC members and City staff during meetings or workshops on the SR Forward Alternatives. Use this guide to facilitate the **Presentation** included in the Toolkit.

Welcome and Overview (slides 1-12)..... 5 Minutes

1. Welcome participants and do quick introductions.
 - Introduce yourself (name, where you live, and/or where you work).
 - Introduce your role on the project (CAC member, City staff, or volunteer).
 - Go around the room and ask participants to provide their names and where they live, work, and/or attend school.
2. Provide an overview of the Santa Rosa Forward project and work that has been completed to date (based on the written content on each slide). Mention that the City is reaching out to the community for comments and feedback on draft Alternatives and major policy choices facing the city and community.

Alternatives Introduction (slides 13-25)..... 10 Minutes

3. Briefly describe each of the three alternatives and how they compare to one another around the topics of:
 - Economic and Housing Development
 - Efficient and Sustainable Development
 - Resilience and Safety
 - Equity and Environmental Justice
4. Mention that it is important to hear the community’s feedback on the Alternatives and the various policy choices included in the Alternatives Worksheet.

5. Ask if there are any questions about the Alternatives or the Santa Rosa Forward process. If you do not know the answer to the question, take a note of the question and let the group know that you will direct it to City staff for a response.

Individual Exercises: Alternatives Worksheet (slides 26-27) 20-30 Minutes

6. Share the Worksheet
 - For in-person events: hand out hard copies of the Alternatives Worksheet to each participant
 - For web-based events, add the link to the online Alternatives Worksheet to the Zoom chat. The link is:
<https://www.surveymonkey.com/r/SRForward-Alt>
7. Explain that the purpose of the Worksheet questionnaire is to gain their feedback on the draft Alternatives and policy choices that build from the Community Vision. Each participant should fill out their own Alternatives Worksheet.
8. Be available during the exercise to answer any questions participants may have about the Alternatives or policy choices.

Summary and Wrap-up (slides 28-30) 5 Minutes

9. Recap: Ask the group if anyone would like to share additional comments or ideas related to the Alternatives or policy choices. Review the themes with the group and solicit additional detail if necessary (e.g., "I noticed that a lot of people mentioned specific policy solutions related to community health... what specifically should the City do to address health related issues in the General Plan?"). Once the group has finished the discussion, thank everyone for their participation.
10. Next Steps: Mention that community feedback gathered during the alternatives phase will help shape a "Preferred Alternative" that will serve as the foundation of the updated General Plan. The Preferred Alternative may include components from any or all alternatives, plus new ideas that emerge during the community conversations over the next few months.
11. Stay Connected: Lastly, let participants know that they can visit the project website and sign up for regular email updates. This way they will stay informed about the project, including upcoming opportunities for public input. Mention that there is also an online Comment Form where they can submit additional questions or comments after the workshop.