

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ANDY GUSTAVSON, SENIOR PLANNER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: 2050 SANTA ROSA GENERAL PLAN COMMUNITY ADVISORY
COMMITTEE MEMBER SELECTION PROCESS AND
ORGANIZATIONAL FRAMEWORK

AGENDA ACTION: REPORT

RECOMMENDATION

It is recommended by the Department of Planning and Economic Development the Council receive the report regarding the 2050 Santa Rosa General Plan Community Advisory Committee Member Selection Process and the Organizational Framework.

EXECUTIVE SUMMARY

On November 12, 2020, The Director of the Department of Planning and Economic Development (PED) selected 18 of the 25-member Community Advisory Committee (CAC) for the 2050 General Plan Update. The CAC Member Selection Process describes member recruitment, including the Council appointment of the remaining seven CAC members to help ensure the full CAC reflects the gender, age groups, ethnicity and interest or stakeholders within the City. Staff requests the Council complete its CAC appointments by January 12, 2021.

The Organizational Framework will govern the CAC. It sets forth the general format for public CAC meetings pursuant to the Brown Act and provides guidelines or principles for the conduct of meetings and member activities.

BACKGROUND

The General Plan Update commenced in March 2020. One of the first Project deliverables was the Community Involvement Strategy (CIS). The CIS describes the formation and role of the CAC and lists many outreach tools that will be used to help ensure robust and inclusive public engagement during the 3-year project.

The role of the CAC will be to advise the Project Team (i.e., City staff and consultants) on general plan documents (e.g., Existing Conditions Report, Alternatives, etc.) as they

are released for public review and to serve as community liaisons to help build community wide involvement in the General Plan Update. CAC members are expected to attend up to ten CAC meetings during the 3-year project. The CAC will not vote as a group to advise the Council on policy related to the General Plan Update.

PRIOR CITY COUNCIL REVIEW

On September 15, 2020 the City Council waived Policy 000-06, by Resolution RES-2020-154, to authorize the formation of the 25-member CAC, as part of the acceptance of the CIS, subject to the following requirements:

- (1) The Director of PED will select the first eighteen (18) CAC members based on an open application process to help ensure the CAC reflects diverse neighborhoods, age-groups, community organizations, special interest groups, and business stakeholders within the City.
- (2) Each of the seven (7) Council members will seat one CAC member, totaling seven (7), to round out the diversity of the full CAC.
- (3) In the event a CAC seat is vacated by resignation or non-attendance by a member, the Director of PED or Council member that selected the vacated seat will select the replacement.

ANALYSIS

1. CAC Member Selection Process

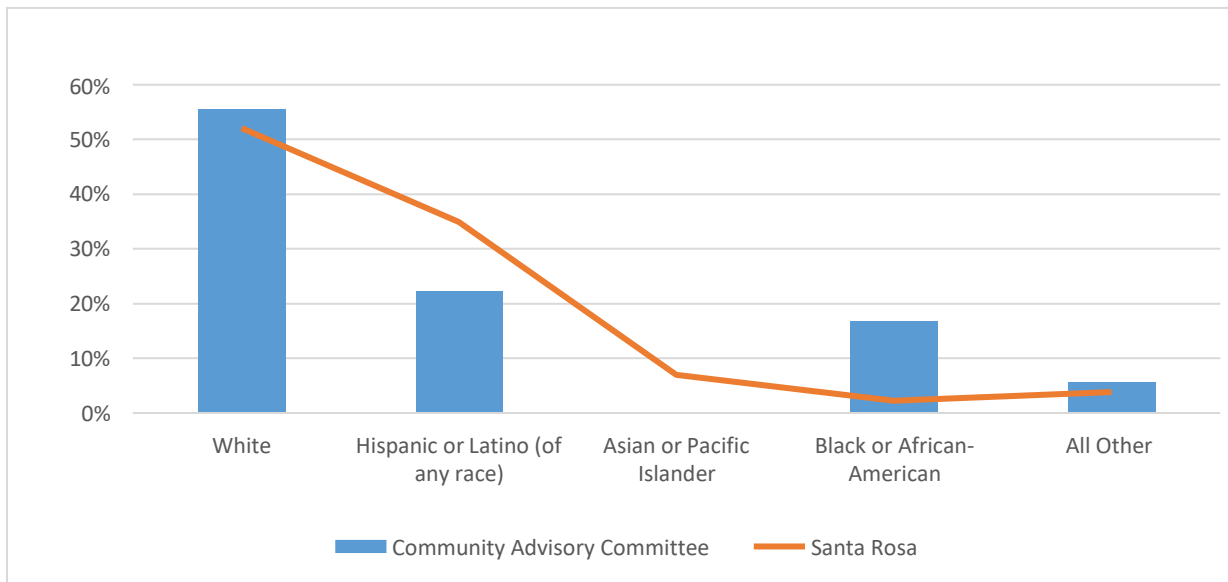
The eighteen CAC members listed in the CAC Member Section Process (attached, last page) were selected by the Director of PED on November 12th after a six-week recruitment in which 35 applications were received.

On September 18, 2020 an open invitation was issued by social media and email to city residents and business/property owners to apply for 18 of the 25 CAC seats. The Project Team also reached out to individuals who were referred by CAC applicants and community members. The informational flyer and application are posted at www.SantaRosaForward.org - the rebranded General plan Update website. These documents are in English and Spanish and strive to make the application process more accessible. The Latino Service Providers assisted the City's outreach efforts by reviewing the translated recruitment materials and by promoting the opportunity to the City's youth population (ages 16-20). The Project Team continued to accept applications submitted after the published October 16th deadline. Follow-up telephone interviews were conducted over three weeks, starting on October 15th, to allow all 35 CAC applicants to learn more about CAC membership and to express their vision of the City, identify their connection to neighborhoods and community groups, and state their interest in the General Plan. The Project Team, with assistance by the Community Engagement Division and Latino Service Providers, then assessed the applicant's ability to perform CAC duties and to represent the City's diverse population,

neighborhoods and interests. The 18 applicants recommended by the Project Team were selected by the PED Director.

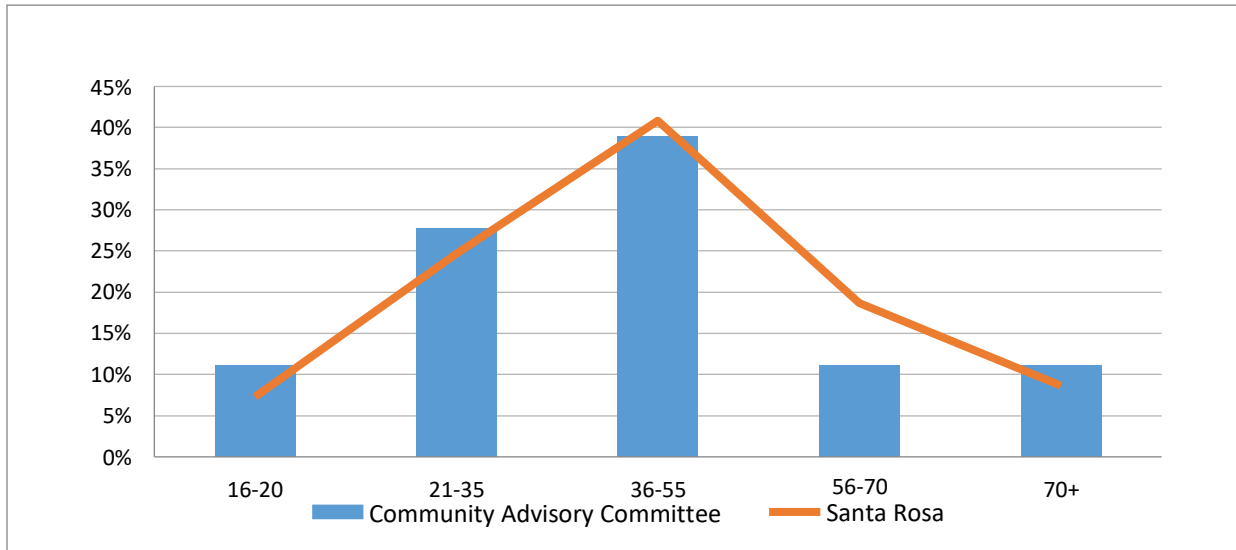
The 18 CAC members selected by the Director PED collectively resemble the gender and ethnicity mix of the City. The CAC male-female split is 44 and 56 percent compared to 48 and 52 percent for the City's general population. Figures 1 and 2 shows the ethnic/racial and age composition of this group approximates the general population within the City. However, increased representation in the 56-70 and 70+ age categories would better match the CAC with the City profile.

Figure 1 – CAC and City¹ Ethnicity and Race



¹ U.S. Census Bureau, ACS DEMOGRAPHIC AND HOUSING ESTIMATES, Santa Rosa City, 2019

Figure 2 CAC and City² Age Distribution



² Ibid.

These members exhibit diverse General Plan interests and are scattered throughout most of the city’s neighborhoods. Figure 3 shows the leading concerns of this group include industry (i.e., economic development), neighborhood and community character and protection, and youth issues. Figure 4 maps the general location where CAC members reside and shows representation falls short in the City’s northwest quadrant, outside of Coffey Park, the southeast Bennet Valley area, and in the northeast neighborhoods of Hidden Valley and Fountaingrove.

Figure 3 – CAC Member Interest, Involvement and Advocacy

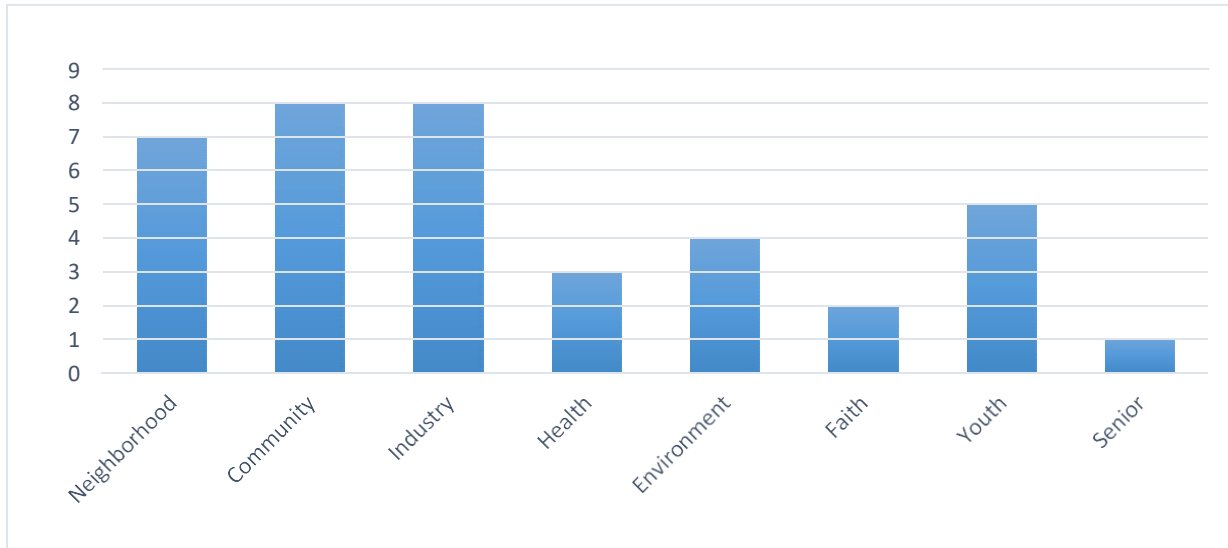
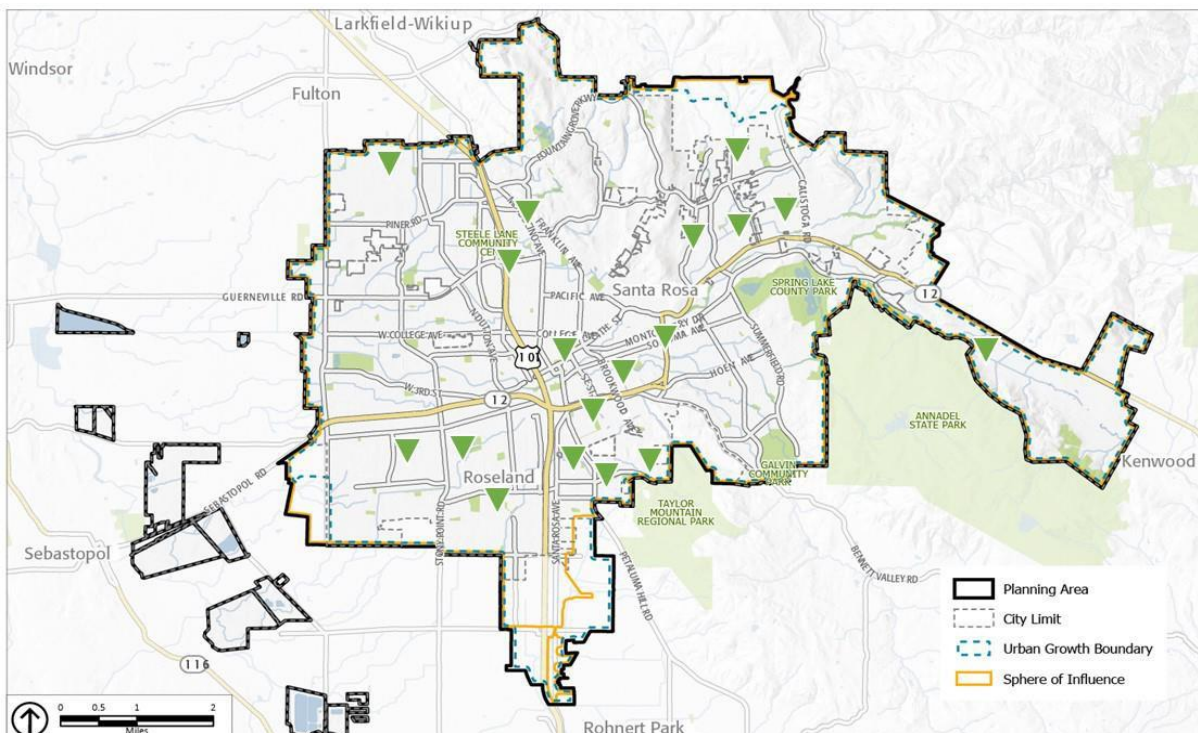


Figure 4 – CAC Member General Location



The 18 CAC members selected by the Director of PED achieve the best balance or diversity possible given the gender, ethnicity, age and location of the 35 applicants who responded to the open CAC recruitment.

Staff recommends the newly seated Council each appoint one of the remaining seven (7) CAC members to bring the CAC to its full 25-person membership by January 12, 2021.

2. CAC Organizational Framework

The Organizational Framework will govern CAC meetings and member activities during the 3-year General Plan Update Project. It sets forth CAC selection and replacement procedures, the roles and expectations of the members and the Project Team, and ground rules for constructive communication. All CAC meetings will be open to the public pursuant to the Brown Act, and will follow a general meeting format (whether the meetings be virtual or in-person).

Finally, the Organizational Framework will establish a code of conduct based on the following principles:

- **Transparency:** CAC, Project Team, and City staff will share relevant information and facts to facilitate productive discussion and progress toward mutual goals.
- **Equal Participation:** All participants agree to provide one another the opportunity to engage in open dialogue and allow time for all members of the CAC to express their ideas and opinions.
- **Inclusivity:** CAC meetings will be conducted to ensure that the ideas and views of all members are considered.
- **Respectful Engagement:** CAC members, Project Team members, and City staff will show courtesy, honesty, and respect for each other and members of the public during all meetings and other forms of communication, especially when giving and receiving contrary opinions as well as positive or negative feedback on ideas and proposals.

The CAC is not a decision-making body and will not have access to information or take action that differs from the opportunities made available to the general public. However, CAC members will provide feedback to the Project Team on General Plan Update products and materials as part of the community review of released draft public documents.

FISCAL IMPACT

Funding has already been allocated as part of the General Plan Update which includes the CAC as part of the Santa Rosa General Plan Community Involvement Strategy.

ENVIRONMENTAL IMPACT

This report is not subject to the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines section 15378.

ATTACHMENTS

- Attachment 1 – CAC Member Selection Process
- Attachment 2 – CAC Organizational Framework
- Attachment 3 – Resolution RES-2020-154

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