



Community Advisory Board Five-Year Strategic Roadmap with One-Year Work Plans and Community Improvement Grant Update

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City Council Meeting
August 6, 2019

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Chair, Community Advisory Board

Background

- Section 10 added to City Charter in 2002; CAB created through adoption of Resolution No. 25805 in 2003
- Duties and responsibilities updated in 2012 through Resolution No. 28174:
 - Issues of concern to residents of the City (Public Safety and others);
 - Budget Priorities for Capital Improvement Projects;
 - Participation in neighborhood planning meetings;
 - Strengthen public involvement process;
 - Building community; and
 - Public improvements through Community Improvement Grant Program

Background:

Community Improvement Grants

- Resolution #28686:
 - “...oversee the issuance of a public grant application solicitation in May and acceptance of applications in July. The Board, in a noticed public meeting during the months of August and September, shall review all grant applications submitted.”
 - Public improvements and community events

Strategic Planning Process

- Discovery and Scoping
 - Mid-January to Mid-February
- Research and Analysis
 - January to March
- Survey & Workshop #1
 - May to June
- Strategic Roadmap Implementation Workshops
 - September to October

Research & Analysis

Stakeholder Engagement

Key questions:

- Current State – what's currently working and not working today?
- Ideal Future – What does success look like in the future?
- Bridge – How should we move towards our ideal future?

Stakeholder Engagement

- Community Groups:
 - Roseland Community Building Initiative (7)
 - Santa Rosa Together (9)
 - Former CAB Community Improvement Grant applicants/recipients (2)
- City Staff
 - City Manager
 - Department Heads (6)
- Mayor & Council Members (5)
- CAB Members (12)

Summary of Findings: Current State

- Lack of clarity around CAB's roles and responsibilities and when to involve the CAB
- Lack of consistent onboarding process or criteria for CAB Members
- The Community Improvement Grant Program process needs more clarity

Summary of Findings: Possible Future States

- CAB's role is primarily neighborhood empowerment (e.g. to build capacity of the community groups through trainings and education)
- CAB's members' primary focus is to understand and advocate for the issues of the neighborhoods/districts they represent
- CAB members are trained to be experts in community outreach and engagement and help improve community engagement citywide

Survey & Workshop

CAB's Mission



**community
advisory board**

City of Santa Rosa

The Community Advisory Board connects city government and residents so the public can have a voice in decisions that impact their lives and build a stronger community.

CAB's Vision

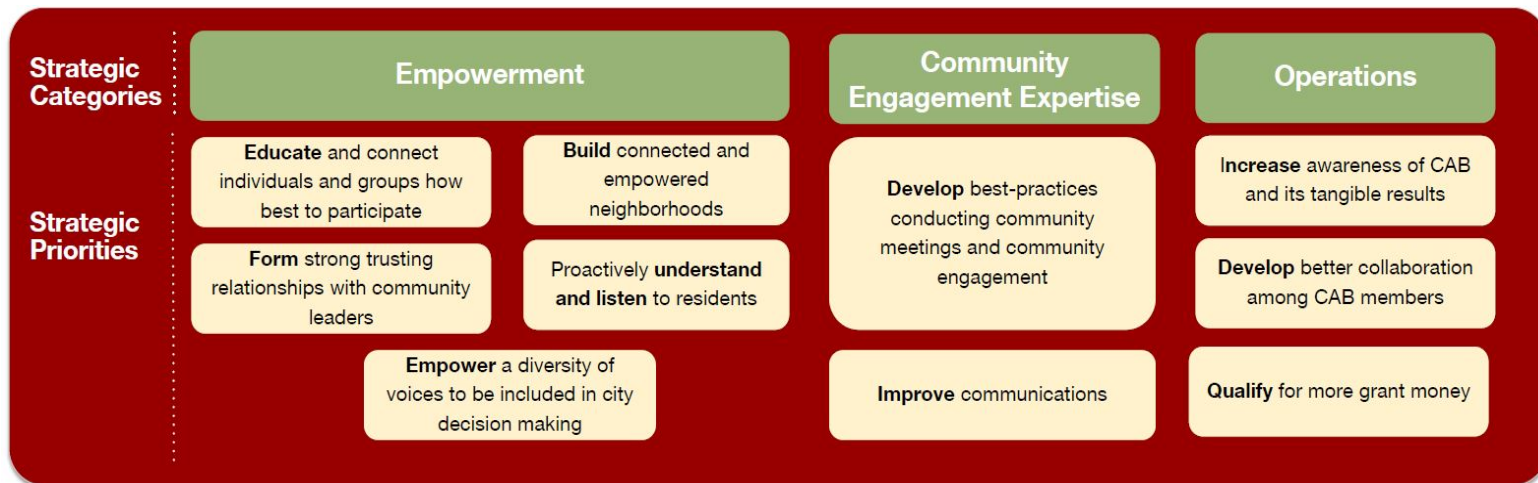
CAB 5 Year Vision - 2018 to 2023

CAB is a highly effective working group that bridges the divide between residents and their government. CAB members are regularly attending neighborhood meetings. We have developed strong trusted bonds with community leaders. We know most people by name, and they know us. Community groups use CAB as a vehicle to convey their concerns, ideas, and suggestions to the appropriate City Department or Council member. CAB not only represents these voices, but teaches them to more fully participate in the public process, developing their internal capacity. Members are well versed in best practices of community engagement, and CAB members are regularly called upon by Council and City Departments to coach them how to do it best. When Council wants to engage underrepresented, hard-to-reach groups or when they need in-house experts about how best to engage the community, they turn to CAB.

CAB meetings are helpful and productive, and the grant making process makes a true social impact. CAB members, staff and Council are clear about their respective roles and work well as a supporting team.

As a result of our work, residents...especially those who have historically been underrepresented...now feel they have a voice in decisions that impact their lives. We've also created strong community cohesion, more pride, less violence, more resilience, and more peace because people feel heard and see their input in citywide decision making.

CAB's 5-Year Strategic Roadmap



- **Strategic Categories:**
 - Empowerment
 - Community Engagement Expertise
 - Operations

Implementation Workshop

1-Year Work Plans

- **Empowerment**

- Implement Neighborfest
- Plan a community engagement academy
- Proactively attend neighborhood meetings

- **Expertise**

- Assess CAB strengths and weaknesses; conduct trainings
- Create a list of Board assets and present one CAB member per meeting
- Invite government departments and Council to come to CAB meetings

- **Operations**

- Solidify Community Improvement Grant process and voting metrics
- Run more collaborative meetings
- Add accomplishments to the agenda

Community Improvement Grant Program

- On October 24, 2018, the CAB voted to change the focus of their Community Improvement Grant Program.
- The CAB will award grants through the CIG Program for Neighborfest events:
 - Tier One – one Neighborfest event; up to \$2,500
 - Tier Two – one Neighborfest PLUS event with a public improvement project; up to \$5,000

RECOMMENDATION

It is recommended by the Community Programs & Engagement Department and the Community Advisory Board that the Council, by resolution, approve the Community Advisory Board's Five-Year Strategic Roadmap with One-Year Work Plans and changes made to the Community Improvement Grant Program to fund only Neighborfest events.

QUESTIONS?