

SANTA ROSA 2050 GENERAL PLAN UPDATE

APPROACH TO IN-PERSON AND VIRTUAL COMMUNITY INVOLVEMENT

The City of Santa Rosa is committed to designing and implementing a dynamic engagement process to ensure the 2050 General Plan Update (GPU) is based on robust and genuine feedback from the community, civic and city leaders, and the private sector. The development of the General Plan will require inclusive engagement across many different platforms.

As the situation around the **novel coronavirus (COVID-19)** continues to evolve, the MIG and Place Works Team recognizes that it is essential to adapt and move forward with the GPU community engagement efforts. Although the in-person meetings and events are temporarily postponed, we can make progress with several other aspects of the community engagement approach. MIG is a fully digital-capable firm, with each employee able to remain fully functional while working remotely. The MIG Team can shift many of the activities (e.g., workshops, focus groups, etc.) outlined in the Community Involvement Strategy (CIS) to a virtual environment. **Our community engagement experts are at the forefront of virtual meetings, online community engagement techniques, and other strategies** for interacting with the community during this challenging time, and beyond.

In light of the impacts of the COVID-19 pandemic, we expect there will be a continued emphasis on virtual engagement due to the ongoing need for social distancing; however, we will also conduct in-person activities as the project progresses. It is possible that even if restrictions on in-person gatherings are loosened, many people may continue to choose to keep their distance and prefer methods that allow for online and telephone participation. The MIG Team is committed to **bridging the digital divide** during COVID-19 to ensure that a broad cross-section of Sant Rosa community members can access and fully participate in all engagement activities.

The matrix below outlines each of the tasks in the Community Involvement Strategy and details if the engagement activity will be provided in-person, virtually or some combination of both. The MIG Team will revisit and update this matrix in accordance with guidance from health officials.

	Topic/ Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
A. Project Commencement					
A.1.	Review and Finalize Community Involvement Strategy (CIS)	March 2020 – May 2020		✓	
A.1.a.	Background Review of Current and Recent Community Input Efforts	May 2020 – June 2020 (Ongoing)		✓	

	Topic/ Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
A.1.b.	Calendar of Community Events	March 2020 – May 2020		✓	
A.2.	Community Advisory Committee (CAC) Meetings (10)	(On-Going)			✓
A.3.	Technical Advisory Committee (TAC) Meetings (6)	(On-going)			✓
A.4.	Translation Services	(On-going)			✓
A.5.	Community Events and Outside Agency Meetings (10)	(On-going)			✓
B. Community Involvement Program					
B.1.a.	Project Brand	(On-going)		✓	
B.1.b.	Project Website	(On-going)		✓	
B.1.c.	Communications and Media Roll-Out	(On-going)		✓	
B.1.d.	Online Surveys	(On-going)		✓	
B.2.	Healthy Communities Targeted Outreach				✓
B.2.a.	General Plan Video Series	(On-going)		✓	
B.2.b.	Community General Plan Studio and Open House Space	(On-going)			✓
B.2.c.	Growing Better Places Board Game	(On-going)			✓
B.2.d.	Youth Engagement Activities	(On-going)			✓
B.2.e.	Youth Art Contest	(On-going)			✓
C. City Profile, Existing Conditions, Market Demand Analysis, and Preferences					
C.1.	Community Discussions and Events Set #1: Vision	July 2020 – Sept. 2020		✓	

	Topic/ Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
C.2.	Community Meeting	July 2020 – Sept. 2020		✓	
C.2.a.	Focus Groups (4)	June 2020 – Sept. 2020		✓	
C.3.	Council and Commission Presentations	May 2020 – Sept. 2020		✓	
D. Land Use and Circulation Alternatives					
D.1.	Community Discussions and Events Set #2: Alternatives	October 2020 – April 2021			✓
D.2.a	Pop-Up Events	February 2021- April 2021			✓
D.2.b	Mobile Outreach – The Plan Van	April 2021 (On-going)	✓		
D.2.c	Double Decker Bus Tour	April 2021 (On-going)	✓		
D.2.	Council and Commission Presentations	October 2020 – April 2021			✓
E. Preferred Alternative					
E.1.	Community Discussions and Events Set #3: Preferred Alternative	April 2021 - June 21			✓
E.2.	Council and Commission Presentations	April 2021 - June 21			✓
F. General Plan Update Document					
F.1.	Community Discussions and Events Set #4: Draft General Plan	May 2021 – July 2022			✓
F.2.	Council and Commission Presentations	May 2021 – July 2022			✓

	Topic/ Task	Time Frame	In Person Engagement	Virtual Engagement	Hybrid Engagement
G. Environmental Impact Report					
G.1.	Planning Commission and Council Review of Final EIR	May 2021 – August 2022			✓
H. Presentation and Adoption of Draft General Plan					
H.1.	Commission Presentations	March 2022 – September 2022			✓
H.2.	Planning Commission and City Council Hearings	March 2022 – September 2022			✓