

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: ROSELAND AREA PROJECTS – COMMUNITY
ENGAGEMENT STRATEGY
STAFF PRESENTER: JESSICA JONES, SENIOR PLANNER
COMMUNITY DEVELOPMENT
AGENDA ACTION: MOTION TO ACCEPT REPORT

ISSUE(S)

1. Should the City Council accept the Community Engagement Strategy for the Roseland Area/Sebastopol Road Specific Plan and Roseland Area Annexation?



COUNCIL GOALS/STRATEGIES

The Community Engagement Strategy for the Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and the Roseland Area Annexation (Annexation) supports Council Goal 5: Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods; and Strategic Objective 1: Develop a Work Plan and Costs for Roseland Annexation. While the Specific Plan project is not part of the Roseland Area Annexation project, the comprehensive Community Engagement Strategy will provide supporting outreach and data for both projects and is therefore supportive of this Council goal and objective.

BACKGROUND

1. The following outlines the background of the Roseland Area/Sebastopol Road Specific Plan project:
 - a. The Bay Area's Sustainable Communities Strategy, developed in conformance with Senate Bill 375, is Plan Bay Area. The Sustainable Communities Strategy aims to reduce greenhouse gas emissions through compact, transit-oriented development.
 - b. Plan Bay Area designates Priority Development Areas (PDAs), which are locally identified areas which are planned to accommodate growth near transit and jobs. Santa Rosa has five designated PDAs: Downtown Station Area; North Station Area; Santa Rosa Avenue/Mendocino Avenue Corridor; Sebastopol Road Corridor; and Roseland Area.

- c. The Metropolitan Transportation Commission (MTC) approved \$20 million in PDA planning program funds to Bay Area Congestion Management Agencies. The Sonoma County Transportation Authority (SCTA) received \$1,447,000 for local planning.
 - d. The City of Santa Rosa received a grant from SCTA for \$647,000 of these funds for development of a PDA plan which combines the Roseland Area PDA and a portion of the Sebastopol Road Corridor PDA. The plan will be focused around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. The planning area, which is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west, contains approximately 1,800 acres, 1,200 of which are in the City and 600 of which are in unincorporated Sonoma County (see attached map).
 - e. The funding will allow for development of a specific plan to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning (of county areas) is also planned. A programmatic Environmental Impact Report (EIR) will also be prepared.
 - f. This work will complement the Council's goal of developing a work plan for future annexation of Roseland, which is in the northern part of the proposed plan area. The infrastructure analysis and environmental document will inform any future annexation effort undertaken.
 - g. On December 2, 2014 the Council authorized the Mayor to sign a Professional Services Agreement with Pacific Municipal Consultants (PMC) for preparation of the Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and associated EIR.
2. The following outlines the background of the Roseland Area Annexation project:
- a. On February 14 and 15, 2013 the Council set its 2013-2015 goals, which included Goal 5: "Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods", and Strategic Objective 1: "Develop a Work Plan and Costs for Roseland Annexation".
 - b. On April 1, 2014 the Council adopted a resolution authorizing staff to proceed and appropriating funds for Phase 1 of a work plan for the Roseland Area Annexation. The funding allocation included \$50,000 for community engagement by a consultant.
 - c. Phase 1, Task 5, of the Work Plan is to gauge support for annexation, which includes outreach to the five islands that are being considered for

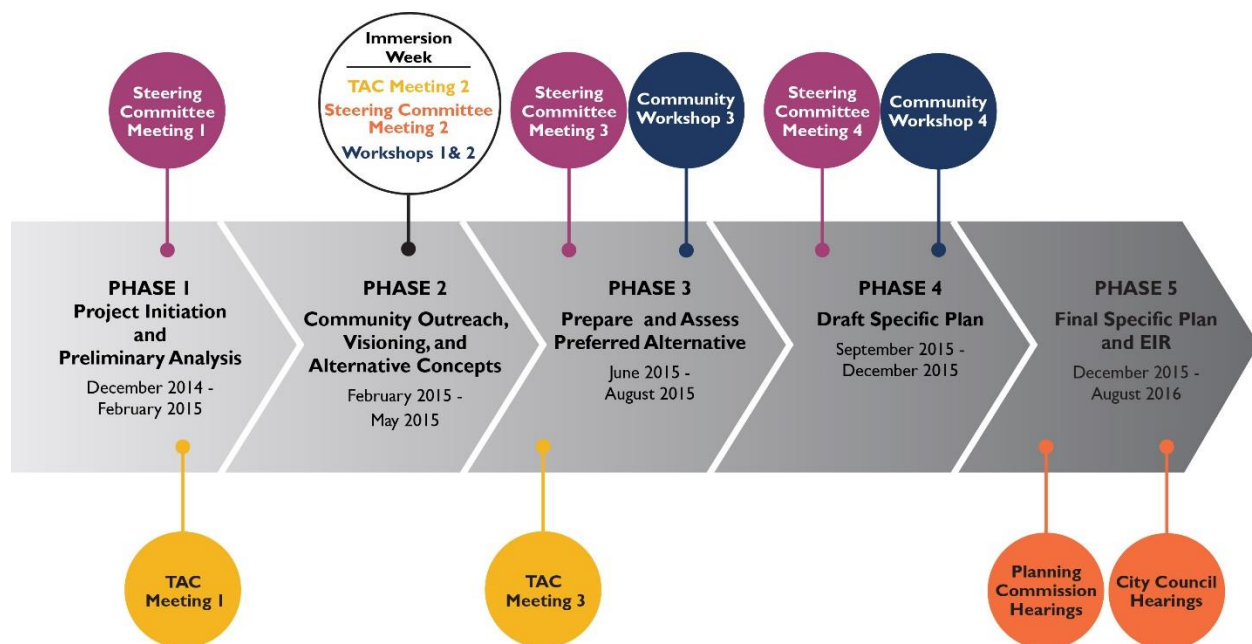
annexation (the five islands include Roseland, Victoria Drive, West Hearn Avenue, Brittain Lane, and West Third Avenue – see attached map).

- d. On October 29, 2014 the Assistant City Manager signed a Professional Services Agreement with PMC, including Shared Spaces as a sub-contractor, for community engagement related to the Roseland Area Annexation project.

ANALYSIS

Because of the interrelationship between the Specific Plan and the Annexation, and because community engagement is a critical part of both processes, a single, comprehensive community engagement strategy has been developed. Community engagement is a critical part of both processes. Outreach methods will be varied and customized to ensure maximum participation, and will include innovative strategies to reach people who do not typically get involved in this type of process. Input will be sought from residents, business proprietors, property owners, neighborhood groups, community and faith based organizations. Special effort to include minority, low income, youth, renter, and non-English speaking populations will be made.

The Community Engagement Strategy for the Specific Plan and Annexation projects is outlined in the attached document. Engagement for both projects will continue throughout the five phases of the Specific Plan process, as illustrated in the diagram below:



1. Purpose

The purpose of the Community Engagement Strategy is to create an open, inclusive planning process that engages a representative cross-section of area residents and stakeholders.

2. Goals

- Communicate the purpose, benefits and impacts of the Specific Plan and Annexation projects to all community members and stakeholders.
- Provide ample and diverse opportunities for community members and stakeholders to offer input on Annexation issues and Specific Plan development.
- Engage a representative cross-section of community members and stakeholders in each phase of the planning and annexation processes.
- Implement the pertinent recommendations from the Mayor's Open Government Task Force Report.

3. Relationship to the Open Government Task Force Report

On December 2, 2014 the Council received a report from the Open Government Task Force that outlined recommendations to improve communication, access and public engagement within the City of Santa Rosa. The Community Engagement Strategy for the Roseland Area projects embrace the recommendations of that report by identifying methods to (1) genuinely engage residents, business and property owners, and others in the community and acknowledge the value of community input, and (2) provide opportunities for diverse and effective community participation in an open and inclusive environment.

4. Community Engagement Strategy

The attached Community Engagement Strategy comprises the following three main components:

a. Community Outreach:

Community outreach refers to the process of reaching out to community members to inform them of the avenues to participate in the process. Outreach will include the following:

- Individual meetings (including stakeholder interviews and Steering Committee formation meetings);

- Community outreach at meetings of local organizations (such as Parent Club, homeowners associations, and other local organizations);
- Project web page;
- Pop-up workshops at local events in the plan/annexation area;
- Promotions:
 - i. Mailer – One-time bilingual mailer with future workshop dates and information about both projects sent to up to 18,000 addresses within and 300 feet around the project area;
 - ii. Flyers – On-going flyers distributed at each workshop and community event, and posted at community gathering areas, and e-mailed to those who have expressed interest in the projects;
 - iii. Fact Sheet – Bilingual project fact sheet designed to answer questions about Specific Plan and the project process (a fact sheet about the annexation has already been developed);
 - iv. Branding – Project branding to provide a clear and consistent identity and single message for both the Specific Plan and Annexation projects, including a project name, logo, identity, icons, color scheme, message and tagline;
- Media alerts (notification to local media outlets including newspaper and radio stations).

b. Community Participation:

Community participation refers to the process of informing the community about project processes and outcomes and provides opportunities for the community to effectively offer input based on review of project materials. Participation includes the following (please note that summaries of the anticipated formats of the Steering Committee and Community Workshops are provided below in sections 5 and 6 of this staff report):

- Steering Committee Meetings
- Community Workshops
- Pop-up Workshops

c. Technical Review and Adoption:

Technical review and adoption refers to the process of intergovernmental and regional agency review and local Planning Commission and City Council adoption hearings. Technical review and adoption includes the following (please note that a summary of the Technical Advisory Committee is provided below in section 7 of this staff report):

- Technical Advisory Committee
- Public meetings and hearings for review and adoption (Planning Commission and City Council)

5. Steering Committee

As part of the Community Engagement Strategy, a Steering Committee will be formed to represent residents and stakeholders in the development of both the Specific Plan and Annexation processes.

a. Role of the Steering Committee:

The role of the Steering Committee will be to lead the community's participation and serve as its voice. The Committee will provide community review of and feedback on project products, will help to prioritize what issues to bring to the larger community and will help to refine materials before they are presented at community workshops. Steering Committee members will act as project ambassadors and encourage those who live and work in the project area to attend community workshops, events and public hearings. After the final workshop, the Committee will represent the community in refinement and finalization of the Specific Plan.

b. Outreach to Potential Steering Committee Members:

Outreach, through face-to face meetings and phone conversations, for the Steering Committee will begin following Council's acceptance of the Community Engagement Strategy.

The opportunity to participate in the Steering Committee will be outlined on the Roseland Area Projects website and in a project information flyer that will be posted around the community. In addition, all possible sources will be consulted for potential members, including an inquiry to the City Council, City and County of Sonoma contact lists, lists from previous projects and stakeholder committees, and recommendations from residents, community members and Sonoma County District 5 Supervisor.

c. Steering Committee Composition:

It is anticipated that the Committee will be comprised of approximately $\frac{3}{4}$ residents, business or property owners in the Specific Plan and Annexation areas; with a majority being residents. Those members who do not meet that criteria should be representatives of organizations and institutions actively involved in the area.

d. Steering Committee Confirmation:

Following the outreach to potential Steering Committee members, staff will develop a list of approximately 20 to 30 members, which will be presented to Council for confirmation (as a group, rather than individual appointments by Council members) in March 2015.

To ensure an open and inclusive committee process, additional members may be added based on volunteer interest and need for representation. Staff will provide regular updates to the Council on Committee membership.

e. Steering Committee Meetings:

The Steering Committee will meet four times over the 20 month long Specific Plan process, with two meetings focusing on both the Specific Plan and Annexation, and two meetings focused on only the Specific Plan. Meetings will include the following:

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| Meeting 1 | Review and discussion of the committee's role, visioning for the future of the Specific Plan area, and presentation of information on the Annexation. |
| Meeting 2 | Review and discussion of the alternative concepts. |
| Meeting 3 | Review of the preferred alternative and an update on the Annexation project. |
| Meeting 4 | Review of components of the administrative draft Specific Plan prior to preparing the public draft. |

6. Community Workshops

Four community workshops will be conducted to provide information and gather direct public input on issues of particular importance to the planning process. These meetings will be structured for maximum involvement to ensure each participant has the opportunity and ability to provide meaningful direction on the future of the Specific Plan and Annexation projects. Lessons learned in interactions and feedback from the first meeting will affect the presentations and

format of later meetings. Community input at each meeting will be reviewed and will inform project products.

The purpose of each Community Workshop is described below:

Workshop 1 Focus on project initiation and community visioning to accomplish the following:

- a. Inform the community about the Specific Plan and Annexation projects and processes;
- b. Identify the community's role in the planning process;
- c. Provide key findings from the existing conditions analysis and market study;
- d. Conduct visioning activities to understand sentiments for the area;
- e. Conduct group discussions to learn about project area assets and needs; and
- f. Identify areas of change and key priority opportunity sites (mapping exercise).

Workshop 2 Review and refine alternative concepts for portions of the plan. Anticipated topics include:

- a. Summarize key issues and comments from workshop 1;
- b. Present alternative concepts and trade-offs; and
- c. Solicit feedback on the alternative concepts for land use, streetscape, public services, and facilities.

Workshop 3 Present, discuss and refine the preferred land use and circulation alternative.

Workshop 4 Present, discuss and refine key elements of the public draft Specific Plan and provide an update on the Annexation process.

7. Technical Advisory Committee (TAC)

The TAC is an ad hoc advisory body composed of various City departments and outside agencies that will provide technical expertise and feedback at key points in the planning process.

The TAC will include the following City Departments and outside agencies:

- City of Santa Rosa: Economic Development and Housing, Transportation and Public Works (including Transit: CityBus, and Engineering and Development Services), Utilities, Recreation and Parks, Police, Fire, City Attorney’s Office, and City Manager’s Office (Santa Rosa Violence Prevention Partnership).
- County of Sonoma Departments: Transit, Transportation and Public Works, Health Services, Permit and Resource Management, and Sheriff.
- School Districts: Roseland, Bellevue Union, and Santa Rosa City Schools.
- Other Agencies: Sonoma County Transportation Authority, Metropolitan Transportation Commission, Sonoma Marin Area Rail Transit, and Sonoma County Water Agency.

The purpose of each TAC meeting is described below:

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| Meeting 1 | Clarify the TAC’s role, confirm the accuracy of the existing conditions and identify any additional issues and opportunities. Discussion of assets and needs in the project area. |
| Meeting 2 | Presentation of alternative concepts for review, feedback, and suggested refinements. |
| Meeting 3 | Presentation of preferred alternative for review, feedback, and suggested refinements. |

RECOMMENDATION

It is recommended by the Community Development Department that the Council, by motion, accept the Community Engagement Strategy for the Roseland Area/Sebastopol Road Specific Plan and Roseland Area Annexation projects.

Author: Jessica Jones

Attachments:

Attachment 1 – Roseland Area/Sebastopol Road Specific Plan Boundary Map

Attachment 2 – Roseland Area Annexation Map

Attachment 3 – Community Engagement Strategy for the Roseland Area/Sebastopol Road Specific Plan and Roseland Area Annexation, dated December 29, 2014