

Santa Rosa General Plan Update

SUMMARY OF COMMUNITY CONVERSATION #2

July 25, 2020

Introduction

Santa Rosa is in a time of incredible change. The recent wildfires, exacerbated housing crisis, electrical grid blackouts, global pandemic, and calls for social justice and racial equity provide a backdrop for an immensely important discussion on how the City will grow and change over the coming years and decades using the General Plan Update (GPU). Santa Rosa can “Bounce Forward” to become an even more sustainable, resilient, healthy, and inclusive community.

On Saturday, July 25, 2020, City of Santa Rosa staff and MIG (City Consultants) held the second Community Conversation in Spanish. The goals of the community conversation were to:

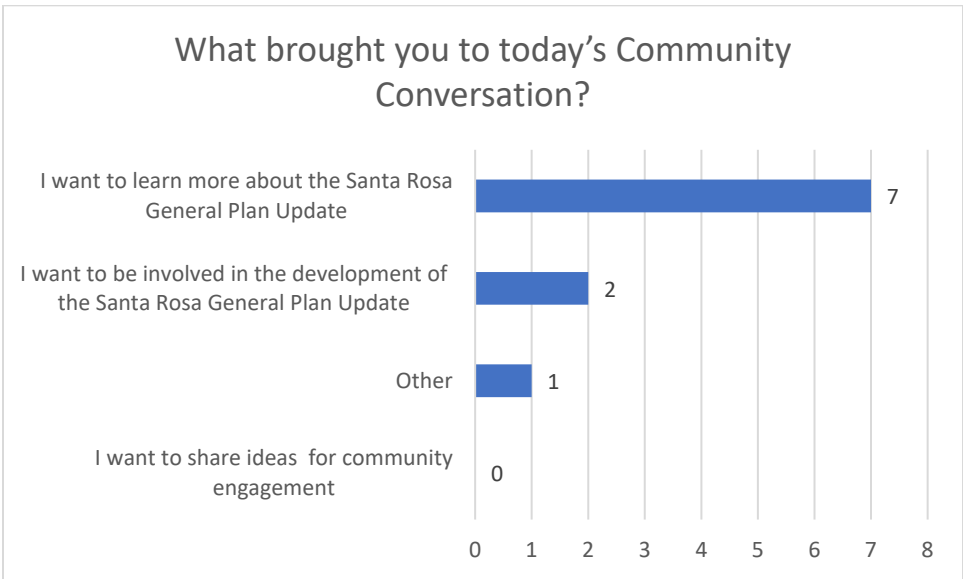
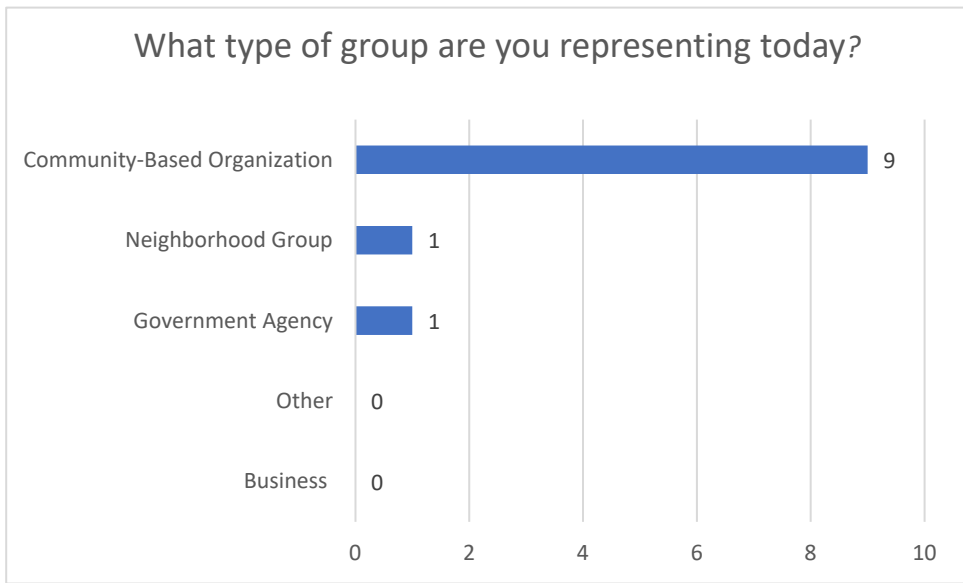
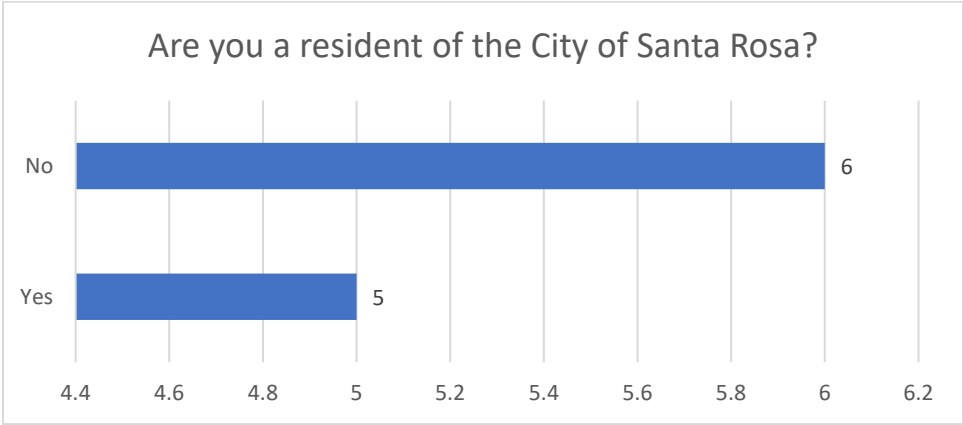
- **Introduce the General Plan Update** process.
- **Solicit feedback** on the draft Community Involvement Strategy (CIS); and,
- **Collect input and ideas** on how the City can best engage the Santa Rosa community.

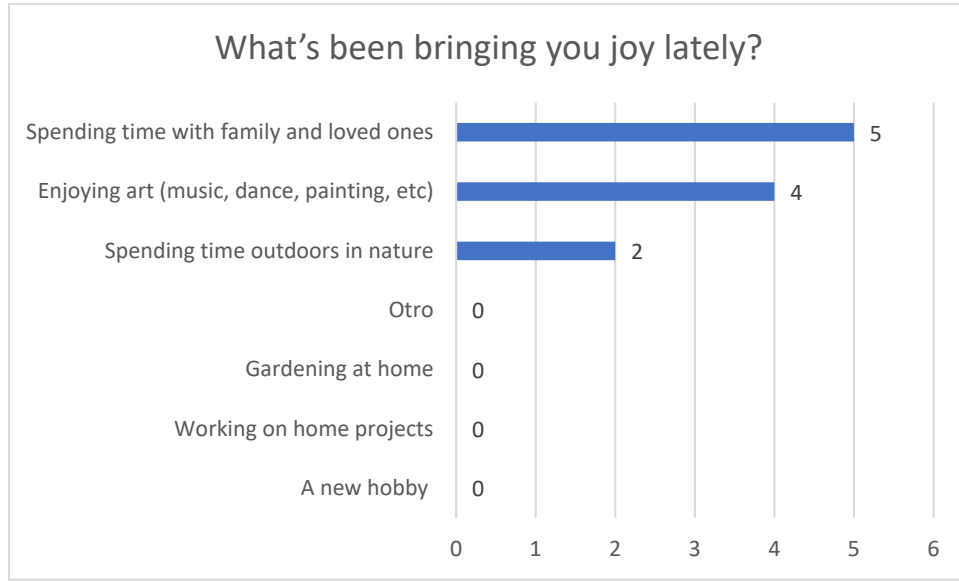
The City publicized the meeting through e-blasts, social media, and the City website. The meeting was conducted entirely in Spanish. Approximately 11 people attended the online virtual meeting, which was conducted through Zoom. For those who were unable to join the online meetings, a [digital recording](#) of the community conversation was made available on the City website and community members were encouraged to email comments to GPComment@srcity.org.

I. Welcome and Agenda Review

Noé Noyola of MIG welcomed participants and provided a brief orientation on how to use the Zoom input features in Spanish. Rafael Rivero, Economic Development Specialist for the City of Santa Rosa, provided an additional welcome and opening remarks. Next, Noé Noyola reviewed the meeting agenda, which included presentations and discussions on the General Plan Update process, the Community Involvement Strategy, and next steps in the GPU process. He also briefly introduced the Project Team (City of Santa Rosa staff and consultants).

A few polling questions were asked to collect input on the participant affiliations; the responses are shown on the next page.





The meeting also included several sections with pause points for participants to ask questions and provide comments. Questions and comments could be submitted through the Zoom chat feature.

II. Santa Rosa General Plan Update: Project Overview

Noé Noyola of MIG presented the General Plan Update project overview. The General Plan is an overarching policy document that is often described as a blueprint or constitution for land use, development, mobility, health, sustainability, equity, and resource decisions. It must be comprehensive and internally consistent. Santa Rosa's previous General Plan was adopted in 2009.

Other key topics that will be addressed throughout the GPU process include creating housing for all, fostering economic development, supporting healthy communities, and ensuring environmental justice and social equity. Mr. Noyola provided a visual GPU process graphic which outlined the major phases of the planning process that will occur over the next three years.

Questions and comments from participants were submitted via the chat feature. The questions and responses are summarized as follows:

- How long does it take to develop the General Plan before starting to implement development and goals?
 - The General Plan Update process will take approximately three years. The General Plan is the overarching policy document/guide that will inform the City's specific plans, area plans, and zoning, and will guide all future development when it is approved by the City Council.

III. Engaging the Community: Our Community Involvement Strategy (CIS)

Next, Noé Noyola presented the draft Community Involvement Strategy (CIS). The CIS outlines key outreach strategies and methods, target audiences, communication tools, and the proposed timeline for implementation. The City of Santa Rosa is committed to designing and implementing an inclusive and dynamic engagement process to ensure the General Plan Update is based on robust and genuine feedback from the community, civic and city leaders, and the private sector.

The CIS includes specific community engagement activities that were added, enhanced, or expanded upon as a direct result of the Kaiser Permanent Healthy Communities Grant provided to the City of Santa Rosa. The CIS is a guiding document for the GPU process to ensure that Santa Rosa community members are actively engaged throughout the process, and that community ideas, perspectives, and needs directly inform all phases of this important planning effort. The CIS approach includes the following goals:

1. **Leverage Local Networks and Existing Community Engagement Efforts.** Build on the variety and depth of existing community involvement initiatives in Santa Rosa to effectively and efficiently engage the public in the General Plan process. Tap into existing community-based networks of local leaders and groups to connect with a wider range of community members.
2. **Identify Barriers to Participation.** Cultivate an understanding of existing or potential barriers to the full participation of all community members, particularly communities of color and low-income populations, in the General Plan process.
3. **Create Opportunities for Inclusive and Equitable Participation.** Provide multiple and varied opportunities for a broad range of community members, businesses, and interest groups to share meaningful input.
4. **Collaborate and Inform General Plan Decision-Making.** Collect useful and relevant public input that reflects local expertise and values and informs decision-making related to the General Plan.
5. **Build Long-Term Capacity for Civic Engagement around Growth, Development, and Community Design.** Build social capital and support those engaged through the process to stay involved and share concerns and issues as well as solutions and strategies necessary to implement the General Plan.

Questions and comments from participants were submitted via the chat feature. The questions and responses are summarized below.

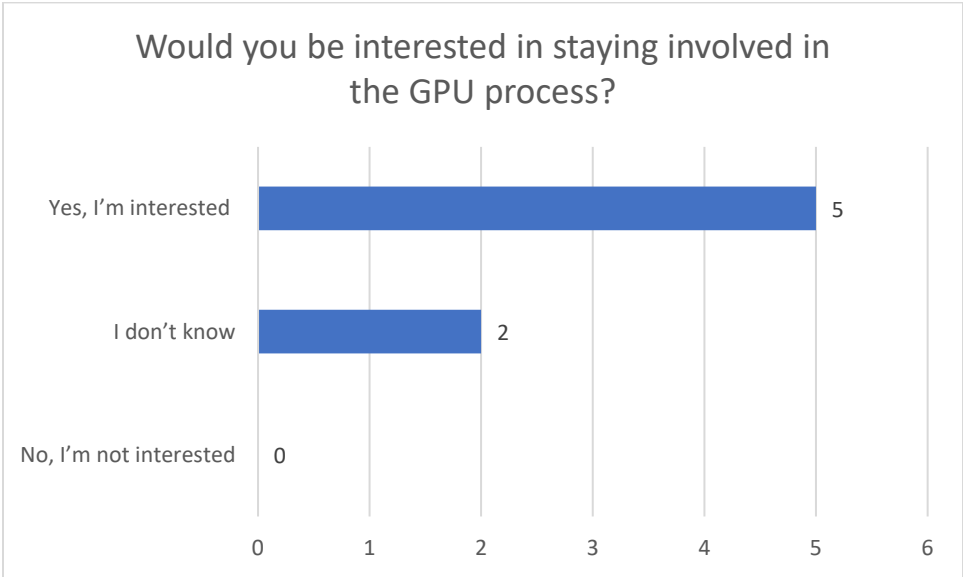
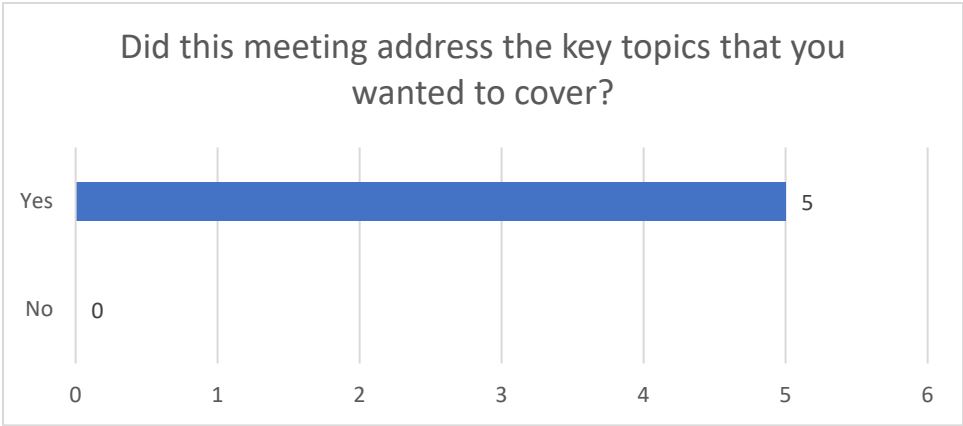
- What has the city done to engage the public in the past?
 - The City of Santa Rosa used social media, partner and community networks, flyers, and radio announcements to invite the community to meetings and civic collaborations. Community participation for this process will continue to utilize

existing methods and contacts; but, we also invite the community to get involved by attending meetings or by viewing and sharing GPU social media posts or videos.

- Is there a Facebook, social media account to engage the Public? Or are you providing information about how to participate?
 - Yes, there is a [Facebook page](#) and a website. There will be instructions for how to participate in virtual engagement activities to ensure accessibility.

IV. Next Steps

Noé Noyola described the next steps in the process. He invited participants to share additional ideas or comments on the draft CIS via email to GPcomment@srcity.org by July 29, 2020. Next, Mr. Noyola invited to participants to share feedback on the community conversation through a series of polling questions. Participant responses are illustrated below.



The City is also preparing an online survey for the community to discuss opportunities and challenges facing Santa Rosa. The survey will include a mapping tool so participants can define their neighborhood. The first round of community virtual meetings, surveys, and online events are scheduled to begin in September.