

# **Roseland Area Projects Community Engagement Strategy**

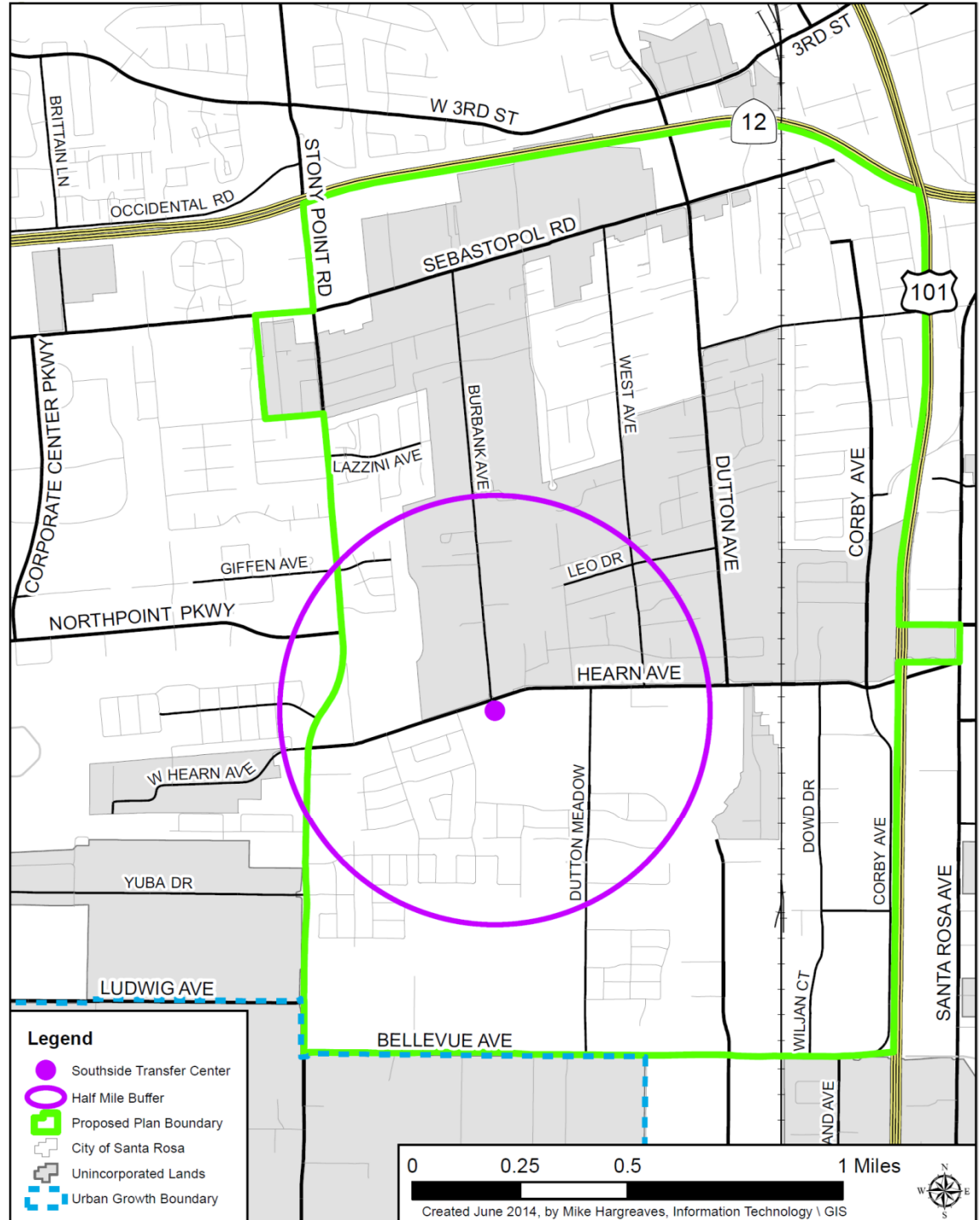
## Background – Specific Plan

---

- Grant from SCTA to develop a specific plan focused around the Southside Bus Transfer Center
- Comprehensively address land use and transportation issues, assess infrastructure, concurrent rezoning and prezoning, and EIR
- Engage the community throughout the process and ensure that the community vision is reflected



- Roseland Area / Sebastopol Road planning area
- 1,860 acres
- 1,220 acres in City
- 640 acres unincorporated

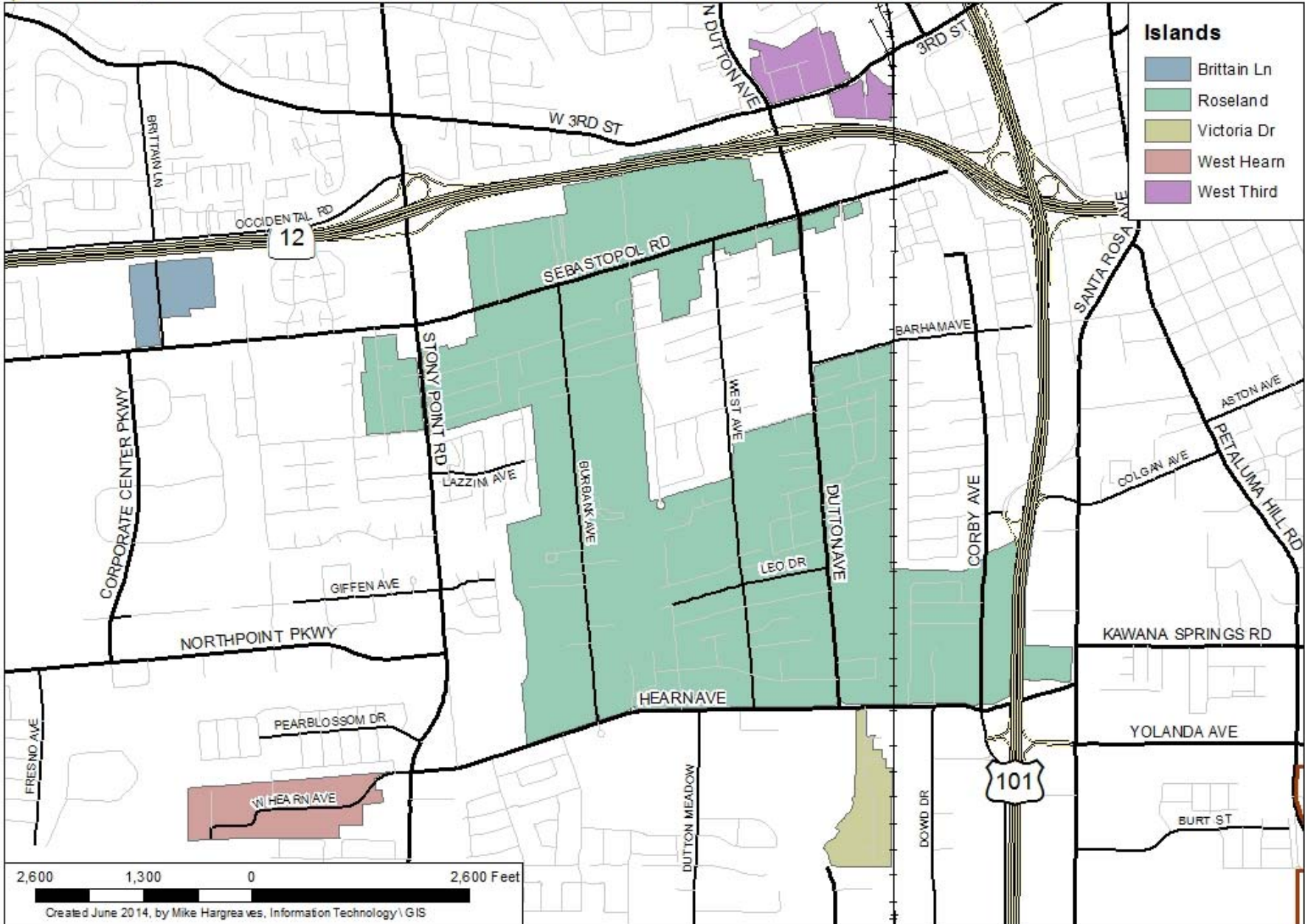


# Background - Annexation

---

- Roseland Area Annexation – 5 islands
- April 2014 – Phase 1 of Roseland Area Annexation began: analysis of annexation
- Gauge support and inform the community:
  - ✓ What is annexation?
  - ✓ What does it mean to the community?

# Roseland Annexation Area





# Community Engagement Strategy

---

- Community Engagement is a critical component of both programs' success
- Single, comprehensive community engagement strategy
- A variety of outreach methods will be used to ensure maximum participation
- Participation sought from residents, business and property owners, neighborhood groups, community and faith based organizations

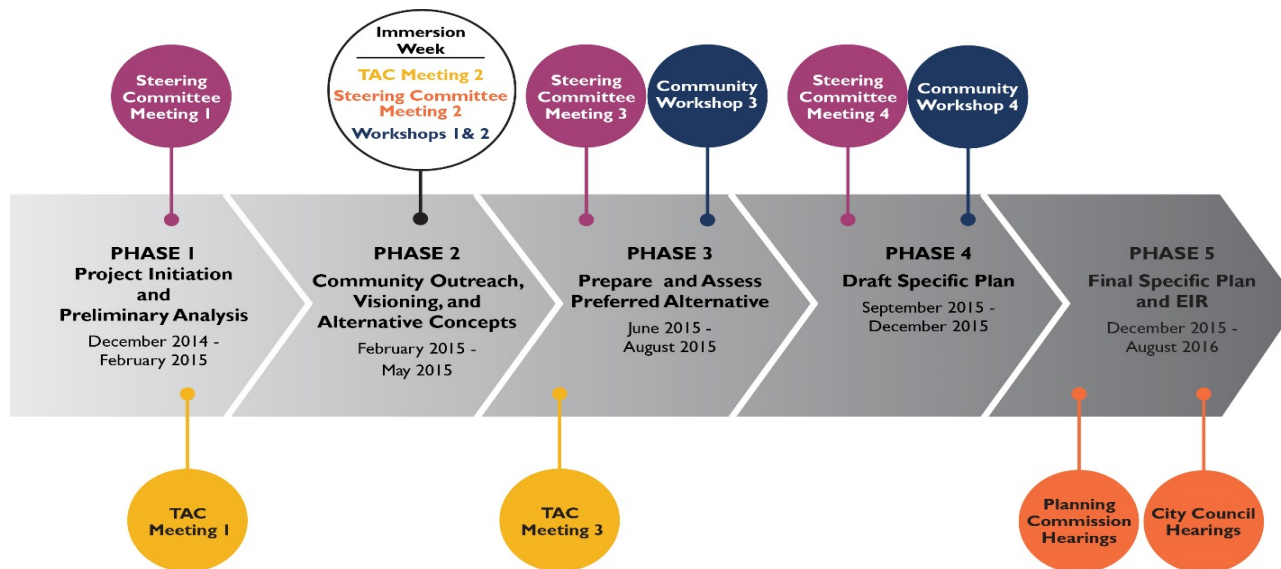
# Engagement Strategy Goals

---

1. Communicate purpose, benefits, impacts of both projects to the community
2. Provide opportunities for the community to offer input
3. Engage representative cross-section of community
4. Implement recommendations of the Mayor's Open Government Task Force Report

# Community Engagement Strategy

- The Community Engagement Strategy comprises 3 main components:
  1. Community Outreach
  2. Community Participation
  3. Technical Review and Adoption





- Reaching out to community members to inform them of the avenues to participate, including:
  1. Individual meetings
  2. Meetings of local organizations
  3. Project web page
  4. Pop-up workshops
  5. Promotions
  6. Media alerts

- Informing the community about project processes and outcomes, and providing opportunities to offer input through:
  1. Steering Committee Meetings
  2. Community Workshops
  3. Pop-up Workshops

- Steering Committee: represents residents and stakeholders in Specific Plan and Annexation processes
- Role: lead community's participation, serve as its voice, and bring others into process
- Outreach to potential members
- Composition:  $\frac{3}{4}$  residents, business or property owners – remaining should be actively involved
- Council to confirm – additional members may be added

# Community Workshops

---

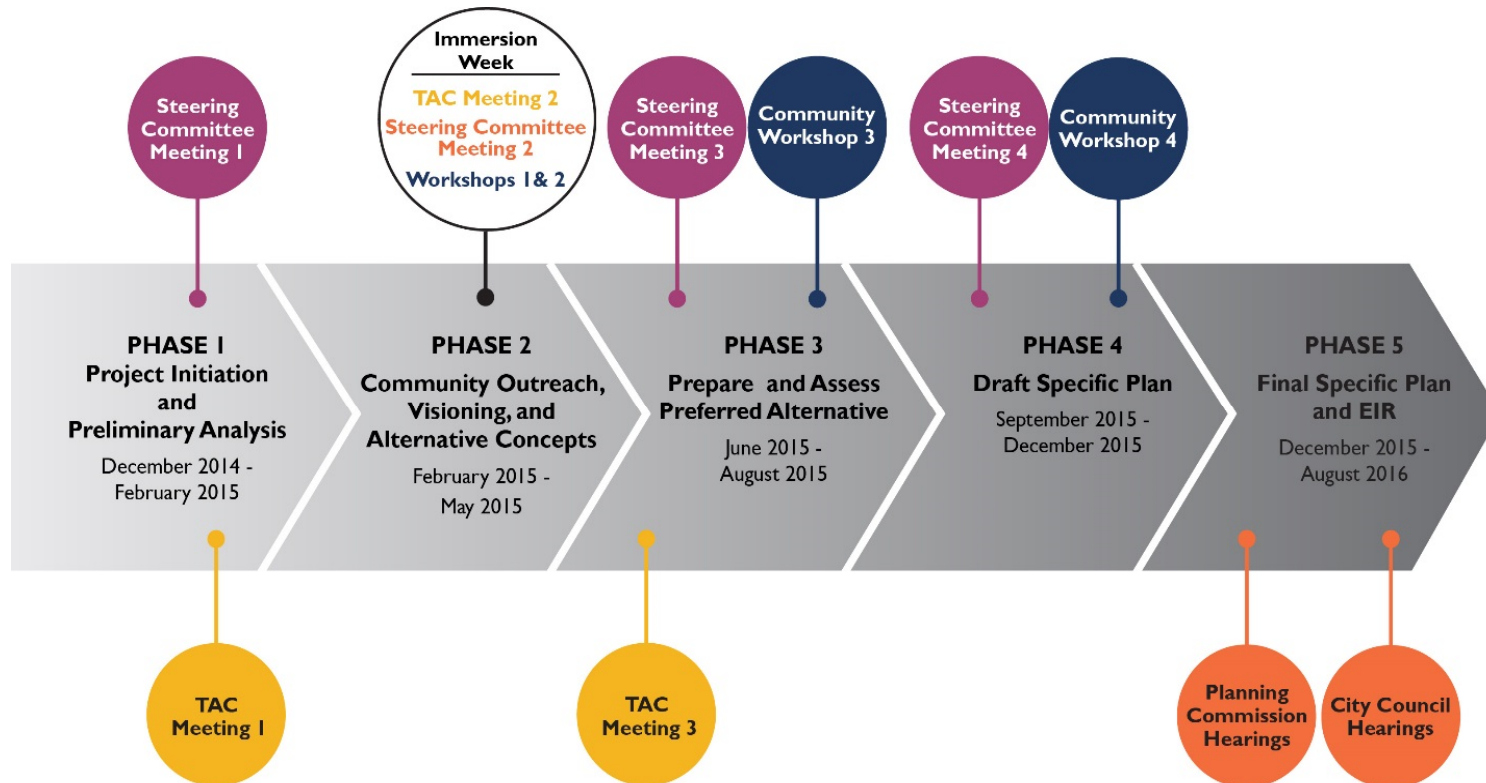
- 4 community workshops
- 2 Specific Plan only, 2 Specific Plan and Annexation
- Provide information and gather public input
- Structured for maximum involvement
- Lessons learned and feedback from the first meeting will affect later meetings
- Community input will inform project products

# Technical Review and Adoption

---

- Intergovernmental and regional agency review and local adoption hearings including:
  1. Technical Advisory Committee
    - City departments and outside agencies to provide technical expertise and feedback
  2. Public meetings and hearings
    - Planning Commission
    - City Council

# Timeframe and Next Steps



- Steering Committee outreach – confirmation by Council in March 2015

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.