

CAB Workplan for the Fiscal Year 2016/2017

Recommended for Approval by Community Advisory Board (CAB) on June 22, 2016

- i. **Issues of concern to residents of the City.** The City and Board Members shall identify a minimum of one community-based issue which requires outreach into the neighborhoods. CAB will focus on outreach and communication support to the community, community groups and neighborhood groups for the City Council's Housing Action Plan, including all aspects of the Plan such as: Housing for All goal, homelessness, affordability, rent stabilization, code enforcement, NRP, etc.

CAB's support of this issue will be ongoing throughout the 2016/2017 fiscal year with focused outreach July, 2016 – December, 2016.

- a. **Subcommittee:** Jennielynn Holmes (Chair), Tim Carnahan, Cecile Querubin, Vince Harper, Community Engagement staff

b. **Tactics**

1. **CAB will provide outreach and information on the Housing Action Plan to the community, community groups and neighborhood groups throughout the City of Santa Rosa. CAB has created a Housing Action Plan Subcommittee to collaborate with Community Engagement (CE), Housing and Community Services (HCS), and Planning & Economic Development (PED) staff.**

- Creation of specific metrics for the delivery of the messages through:
 - Quantification of outreach to the community, neighborhood groups, and community groups
 - Number of meetings attended
 - Number of contacts made and added to distribution lists (CE staff will provide tracking forms)
 - Number of media interviews
 - Tracking community feedback received through social media and other methods; CAB will share social media posts as applicable and report to staff on engagement levels if available
- Increase active community participation by:
 - Providing a place/platform for residents to bring their concerns by encouraging attendance at CAB meetings and
 - Partnering with organizations like Santa Rosa Together and their "Citywide Conversations on Homelessness" project, Sonoma County Continuum of Care Board, and similar partnership opportunities.
 - Hosting "Coffee with CAB" monthly community meetings to share "Housing Action Plan" and other important information with the community

- Taking the “Housing Action Plan” message to existing community organizations/meetings
- Attending Homeless, Rent Stabilization Subcommittees, Santa Rosa Homeless Collective, and other relevant meetings when possible
- Provide a place for feedback and accomplishments on srcity.org
- Actively provide feedback to Council and staff
 - Offer tangible solutions gleaned through community meetings

2. Community Engagement, HCS and PED staff will support CAB’s effort by:

- Arranging visits to homeless shelters and encampments to learn more about the realities of homelessness
- Providing handouts and other collateral material in English and Spanish for CAB’s community participation efforts
- Creating and implementing a media outreach plan including traditional outlets, social media and a YouTube video
- Facilitation of CAB efforts to increase active community participation
- Providing education and training to CAB on all aspects of the Housing Action Plan objectives:
 - Program 1: Build 5,000 housing units by 2023 consistent with the General Plan Housing Element.
 - Program 2: Achieve construction of 2,500 affordable housing units, including 30% of the total for lower income households and 20% of the total for moderate income households.
 - Program 3: Preserve, to the greatest extent possible, the 4,000 existing affordable housing units.
 - Program 4: Achieve 1,000 housing units ready for Building Permit Issuance in 2016 by prioritizing and expediting housing projects currently pending review by planning, engineering, and building.
 - Program 5: Facilitate and revitalize the 2,000 housing units that are available through previously entitled housing projects.
 - Program 6: Identify which pending housing projects and development opportunity sites are subject to federal and State critical habitat and wetland regulations that may render these lands undevelopable and consider amendments to the City’s General Plan to adjust for lost development capacity.
- Creating Talking Points
- Developing FAQs pertinent to all aspects of the Housing Action Plan
- Providing a Glossary of Terms
- Promoting volunteer opportunities for CAB members and community members
- Helping CAB understand what neighboring jurisdictions are doing
- Media training for CAB members
- Providing cultural competency training on homelessness

- Providing social media posts for CAB to share with their social media contacts

Guiding Principals

- Keep the message simple
- Know the audience
- Know the “in” for each group
- Encourage conversations
- Educate the community on when and how to be involved

i. **Issues of concern to residents of the City.** The City and Board Members shall identify a minimum of one community-based issue which requires outreach into the neighborhoods: CAB will continue its 2015/2016 focus on community gardens.

a. **Subcommittee:** Sarah Lewers (Chair), Cherie Marie Barnett, Laci Moore, Chris Rogers, Jennielynn Holmes, Arlie Haig (Public), Mary Watts (Public)

b. **Tactics**

1. Identify potential sites before Fall 2016
2. Complete four additional community gardens by end of fiscal year 2016/2017 or have a thorough understanding why goal can't be met.
3. Explore opportunities to celebrate/acknowledge community gardens

ii. **Budget priorities for Capital Improvement Projects (CIP).** An ad hoc CAB subcommittee will continue to increase public participation in the CIP budget process as detailed in Resolution No. 28174 by designing and facilitating a public participation process that offers a minimum of seven Town Hall meetings for the community to present information on important topics and review and provide feedback on the 2017/2018 CIP budget and priorities and move forward with the creation of a Participatory Budgeting-like process to address neighborhood roads if funding is available.

a. **Subcommittee:** Chris Rogers (Chair), Cecile Querubin, Jennielynn Holmes, Laci Moore, Linda Adrain

b. **Tactics – CIP**

1. Conduct at least seven outreach meetings in September and October, 2016, in various City areas. Have the CAB representative from each area act as meeting host/emcee. Include Santa Rosa Water Asset Management staff as in 2016; determine if/how other departments will participate.
 - Tentative Meeting Locations:
 1. Bennett Valley Senior Center
 2. Finley Community Center

3. Oakmont East Community Center
 4. Steele Lane Community Center
 5. Roseland Elementary School Library
 6. Downtown Library
 7. Rincon Valley Library
 8. Meadow View Elementary School
2. CAB members will attend meetings held by other groups, stakeholders, and/or community groups in August and September to promote the CIP outreach meetings and invite the groups' participation
 - Community Engagement to provide list of groups that should be contacted
 3. Develop and distribute outreach materials in "common" language without City jargon or "government-speak"
 4. Invite 1 – 2 Councilmembers to each of the outreach meetings
 5. Consider utilizing Survey Monkey to gather data and distribute link via Next Door, Social Media, City website, outreach materials. Consider using prior year survey and updating for this year
 6. Create talking points for CAB

c. Tactics/Metrics – Participatory Budgeting

1. Educate CAB
 - Invite City of Vallejo to present an overview of their participatory budgeting process and best practices at an upcoming CAB meeting
 - Determine other methods of CAB education on this program
 - Understand potential sources of funds for program (Measure P extension or other)
2. Develop process for participatory budgeting implementation to include community education process, rule book, timeline for implementation, guidelines for community participation

iii. **Participation in neighborhood planning meetings.** CAB will work with Sonoma County Volunteer Center to contribute to a master list of community outreach events, and strategically plan CAB participation in as many of these events as possible.

a. **Subcommittee:** Cecile Querubin (Chair), Tiffani Montgomery, Xavier Nazario, Vince Harper, Gregory Fearon (Public)

b. Tactics

1. Define outreach strategy including the types of events to attend and a process for capturing and sharing community input.
2. List creation is ongoing; subcommittee to submit events to Sonoma County Volunteer Center to be added to their calendar monthly

3. Subcommittee to update rest of CAB members about meetings to be considered for attendance
4. CAB members to provide a list of events attended to be added retroactively to Community Engagement calendar

iv. **Strengthen public involvement process.** CAB will advise the Council and work with the Office of Community Engagement on the implementation of recommendations from the Open Government Task Force. When attending community outreach and neighborhood planning meetings, CAB will increase public awareness of CAB and its goals through handouts and participation in meetings. CAB has been provided with nametags identifying them as CAB members.

a. **Subcommittee:** Linda Adrain (Chair), Jennielynn Holmes, Tanya Narath, Elizabeth Olsen (Public)

b. **Tactics**

1. Establish 2016/2017 metrics
 - Quantification of outreach to neighborhoods
 - Number of meetings attended
 - Number of contacts made
 - Number of media interviews
 - Tracking community feedback received
 - Create outreach materials educating public on CAB's role
 - Utilize social media outlets with staff support to increase public engagement
2. Support outreach in all other workplan areas as needed

c. **Tactics – Open Government Task Force**

1. Educate CAB
2. Invite members of the Open Government Task Force to present final report to CAB
3. Review task force recommendations implemented to date
4. Advise Council and work with Office of Community Engagement on implementation of additional task force recommendations.

v. **Building Community Through Community Improvement Grants.** CAB will continue proactive outreach to assist community groups in successfully applying for Community Improvement Grants (CIG). Continue the successful Community Improvement Grant (CIG) program and raise awareness of past projects funded. Through its master list of community events (Item iii above), CAB will focus on attending a variety of events.

- a. **Subcommittee:** Laci Moore (Chair), Cecile Querubin, Linda Adrain, Jennielynn Holmes, Tim Carnahan
- b. **Tactics**
 - 1. Support outreach in all other workplan areas as needed
 - 2. Provide outreach materials for CIG 2016/2017 to meet or exceed prior year totals
 - 3. Produce and attend a minimum of five outreach meetings in June and July 2017 to educate public on best practices in applying for CIG
 - 4. Host a booth at multiple Wednesday Night Markets to raise awareness of CAB and provide information to interested parties on CIG availability and application process
 - 5. Review current CIG application and selection process; update/change as needed by February 28, 2017
 - 6. Review and update application form; complete changes by March 31, 2017
 - 7. Distribute information on grants as they are completed to raise public awareness
 - 8. Coordinate efforts with other CAB Subcommittees