









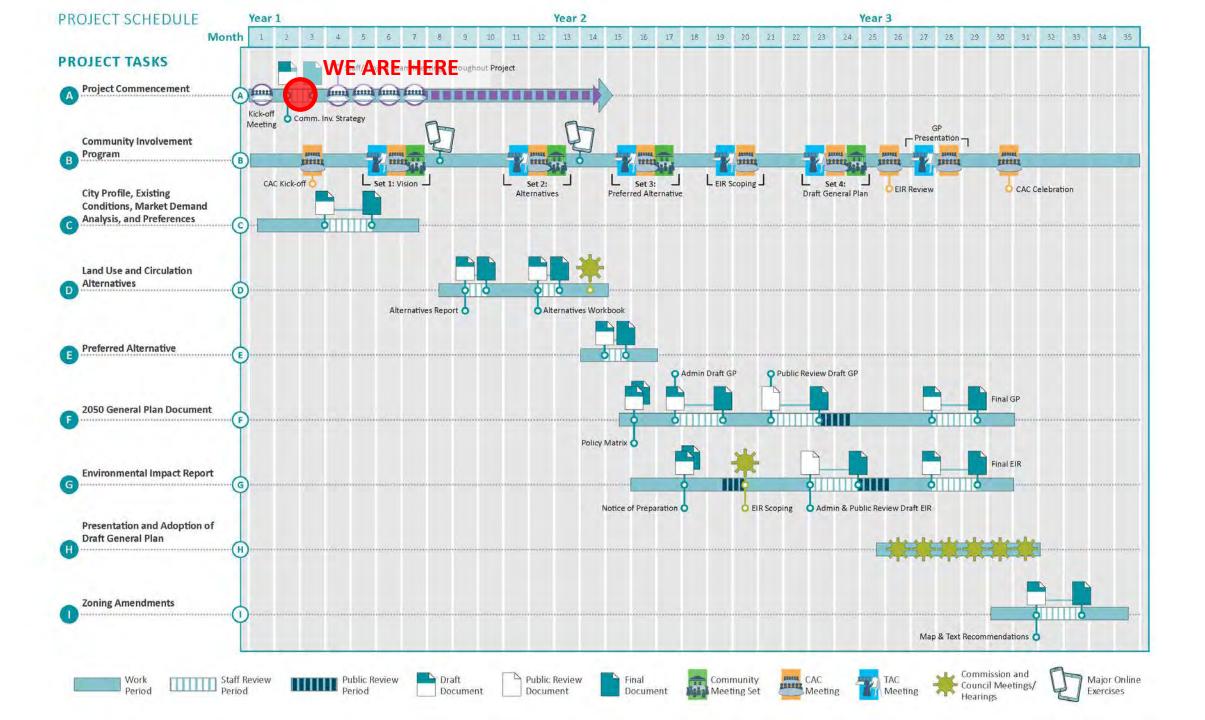




SANTA ROSA GENERAL PLAN UPDATE



GENERAL PLAN UPDATE PROCESS



DRAFT COMMUNITY INVOLVEMENT STRATEGY (CIS)

COMMUNITY INVOLVEMENT STRATEGY (CIS)

Purpose

The CIS outlines key outreach strategies and methods, target audiences, communication tools and the proposed timeline for implementation



COMMUNITY INVOLVEMENT STRATEGY (CIS)

Approach

- Leverage Local Networks and Existing Community Engagement Efforts
- Identify Barriers to Participation
- Create Opportunities for Inclusive and Equitable Participation
- Collaborate and Inform General Plan Decision-Making
- Build Long-Term Capacity for Civic Engagement around Growth,
 Development and Community Design













COMMUNITY INVOLVEMENT STRATEGY (CIS)

Guiding Principles

- 1. Authentic and Equitable
- 2. Inclusive and Flexible
- 3. Interwoven Equity
- 4. High-Touch and High-Tech
- 5. Clear, Focused and Understandable
- 6. Integrated Framework for Growth,
 Development and Community Design
- 7. Respect

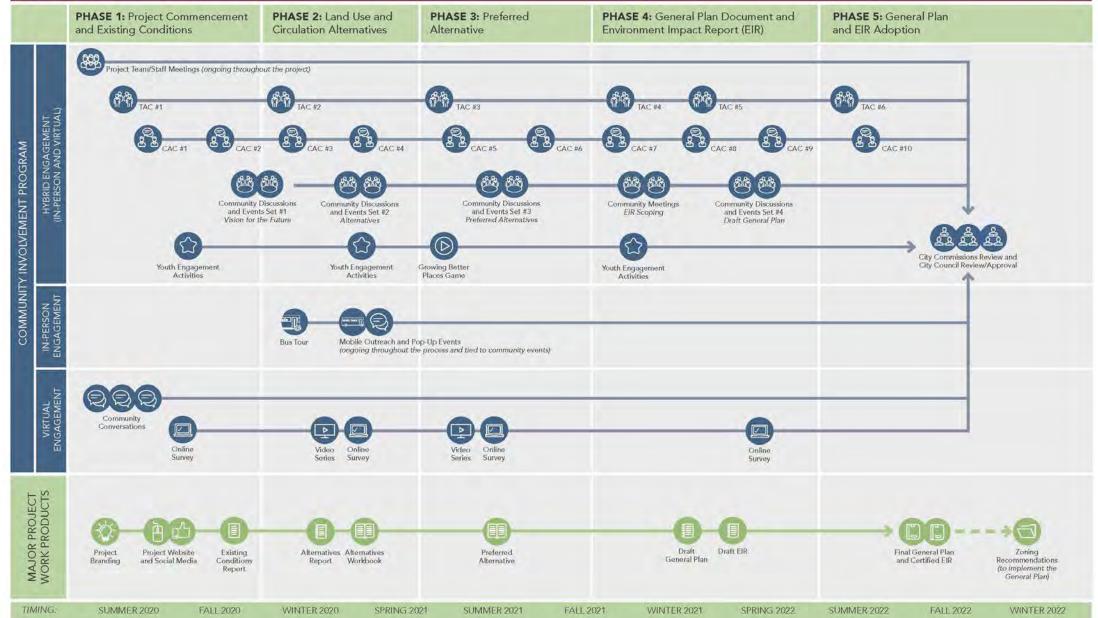


COMMUNITY ADVISORY COMMITTEE (CAC)

A key component of the CIS is to form a CAC, composed of a diverse cross section of the Santa Rosa community, that will serve as **ambassadors** to ensure broad and deep community engagement

The CAC will **meet at key points** in the project to provide feedback on work products such as the City Profile, Existing Conditions Analysis, Land Use and Circulations Alternatives, and Draft General Plan





COMMUNITY **CONVERSATIONS**

The Draft CIS was posted on the General Plan Update website for public review on June 24, 2020.

Over the next 30 days City staff and the consultant team reached out the community with a series of social media announcements and targeted emails to community organizations and interested parties within the City.

Help Shape the Future of Santa Rosa!

Santa Rosa is in a time of incredible change. The recent fires, housing crisis, electrical grid blackouts, and calls for social justice and equality provide a backdrop for an immensely important discussion on how the City will grow and change over the coming years and decades. It is now time to discuss how Santa Rosa can become an even more sustainable, resilient, healthy, and inclusive community.

The General Plan Update project will provide an important opportunity for the community to discuss ways to ensure housing for all, improve neighborhood quality and connectivity, foster economic development, improve public health, create more equitable access to community amenities and services, enhance education, and reinforce environmental stewardship. Below you will find information on ways you can be involved in the community discussion, and additional information on project updates and the components that go into a general

How Can I Get Involved?

An update to the City's General Plan cannot be done without involvement from everyone in

Community outreach and input will be a key component to the General Plan Update process. Please return to this website for the latest information. To be added to the email notification list, please click on the "email notifications" link on the upper right side of this Upcoming Events - Please join us.

- Community Involvement Strategy Public On-Line Meetings
- Community Conversation (English language) Saturday July 18, 10 11:30 am Community Conversation (Spanish language) Saturday July 25, 10 - 11:30 am
- Public Review and Comment Period June 25th to July 25th
- Email comments and suggestions to <u>GPComment@srcity.org</u>
- City Council Community Involvement Strategy Review



Contact Us

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COMMUNITY CONVERSATIONS

City staff and the consultant team also held four virtual meetings:

- Community Conversation #1
 July 18, 2020
- Community Conversation #2 (in Spanish)
 July 25, 2020
- CAB Presentation
 July 22, 2020
- Santa Rosa Together
 July 29, 2020





COMMUNITY CONVERSATIONS

Approximately 60 people participated in the four online meetings and the City received over 70 individual comments or questions. Major comments included:

- Focus the GPU at a neighborhood level to ensure neighborhood assets, challenges, and opportunities are fully addressed in new or updated policy.
- Form the CAC so that it includes topical and neighborhood experts who can cover the range of areas, issues, and perspectives present in Santa Rosa.

COMMUNITY CONVERSATIONS

- Include a range of opportunities for digital engagement during the current pandemic and coming years, including video submissions, Facebook Live meetings, texting, social media, etc.
- Ensure the Latinx community is fully engaged and involved throughout the project.
- Ensure the engagement process also responds to the digital divide (e.g., include in-person meetings and events), and supports people of all ages, abilities, races, and sexual orientations.

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the City Council accept the Community Involvement Strategy for the General Plan Update and, by motion, waive City Council Policy 000-06 regarding appointments to Boards, Commissions, and Committees and authorize the Director of Planning and Economic Development to appoint members of the Community Advisory Committee as necessary.