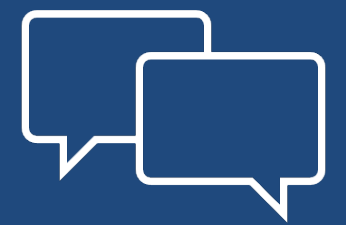




# SANTA ROSA GENERAL PLAN UPDATE

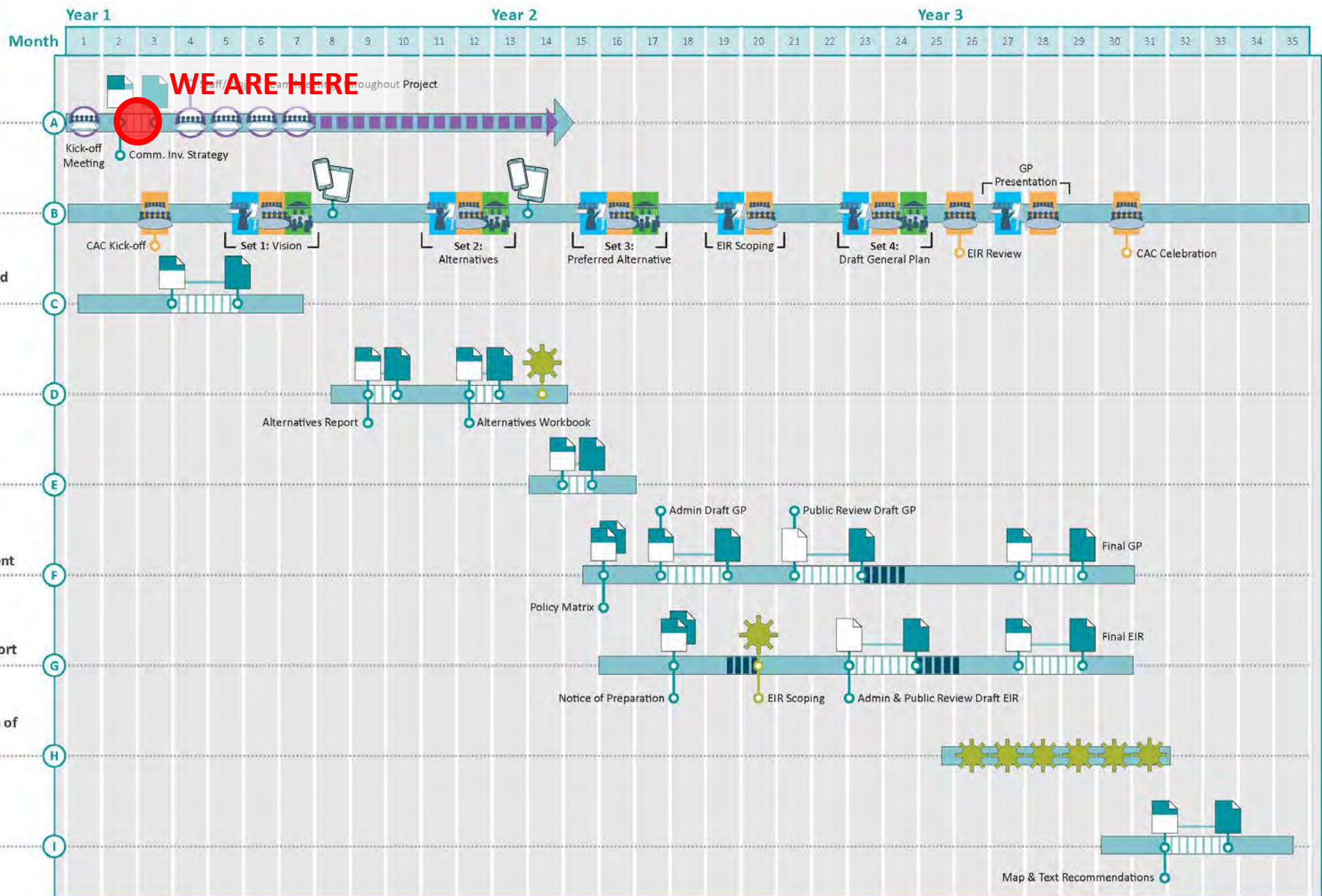
CITY COUNCIL PRESENTATION | AUGUST 18, 2020



# GENERAL PLAN UPDATE PROCESS

# PROJECT SCHEDULE

## PROJECT TASKS



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

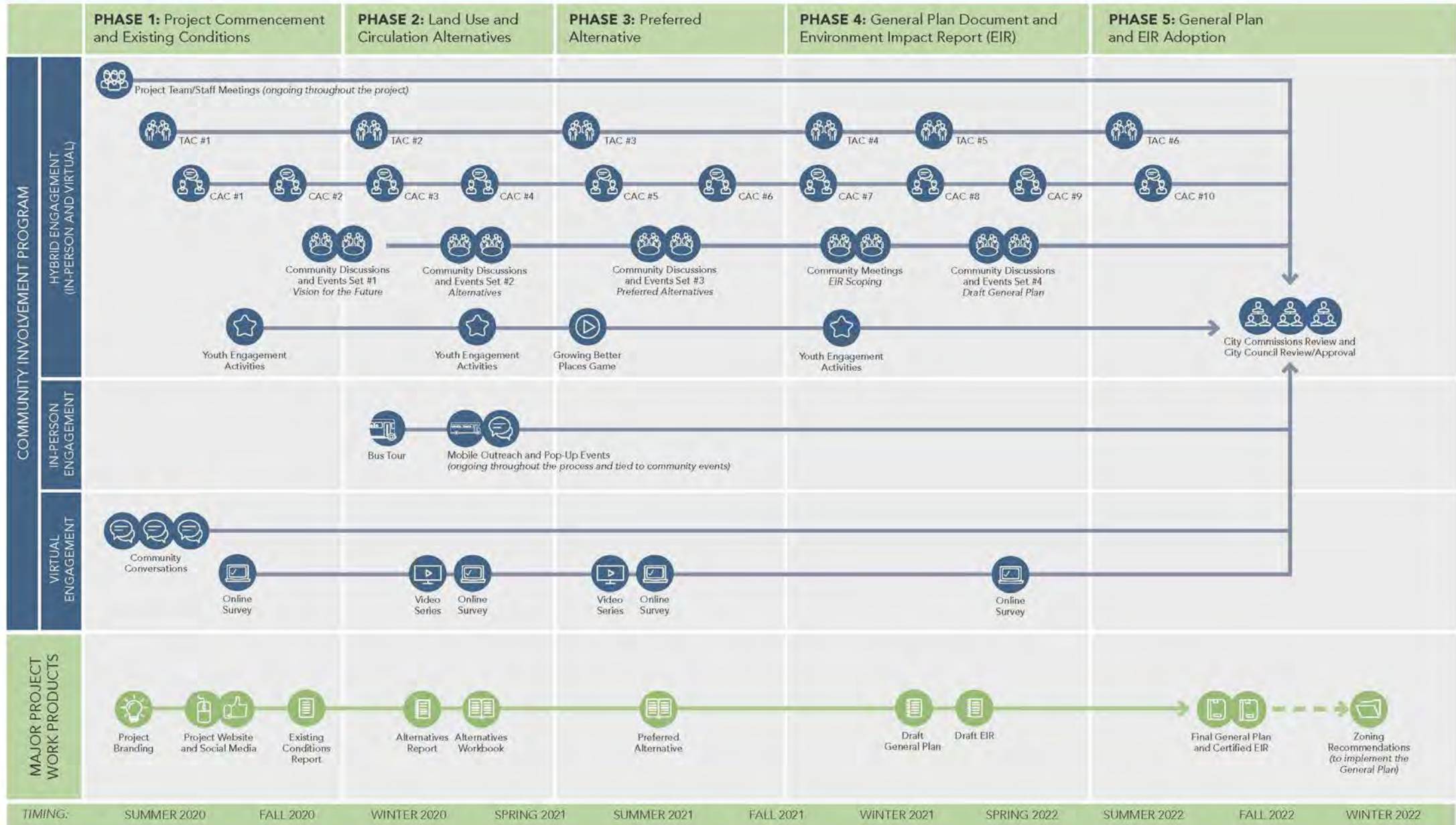




# COMMUNITY ADVISORY COMMITTEE (CAC)

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

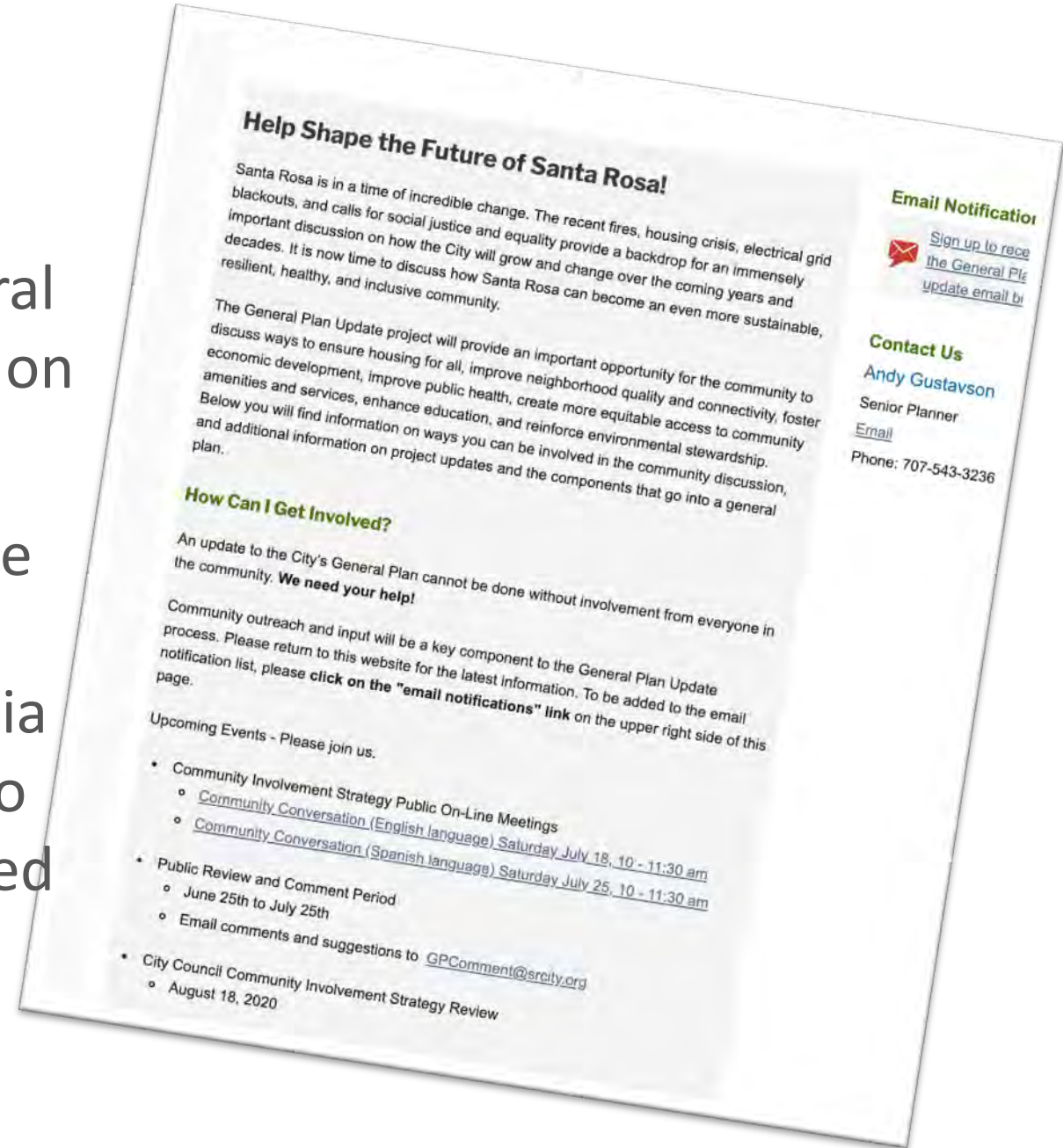
The CAC will **meet at key points** in the project to provide feedback on work products such as the City Profile, Existing Conditions Analysis, Land Use and Circulations Alternatives, and Draft General Plan



# COMMUNITY CONVERSATIONS

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

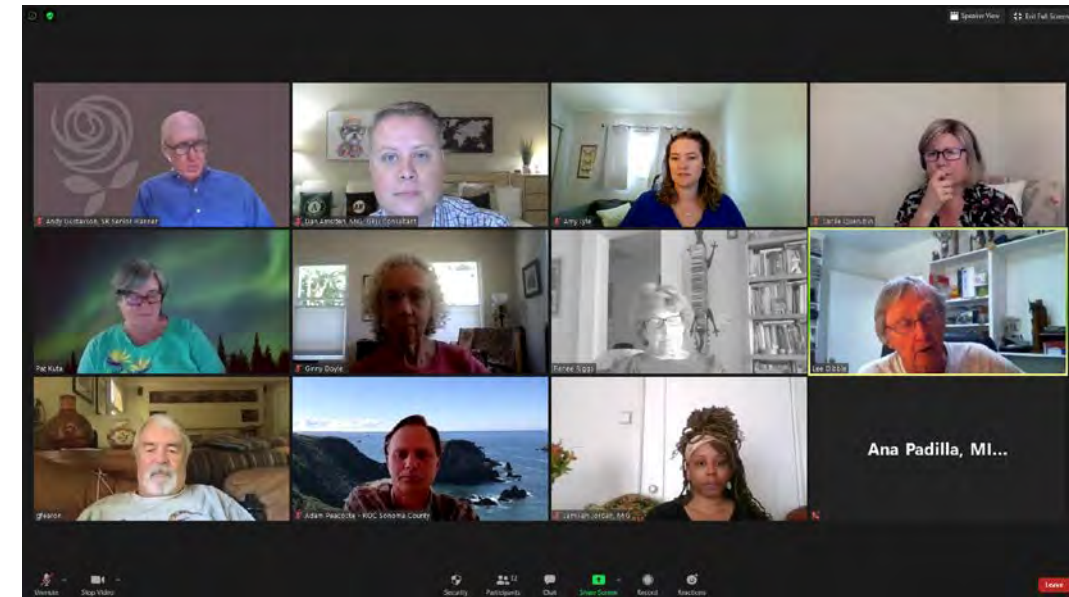
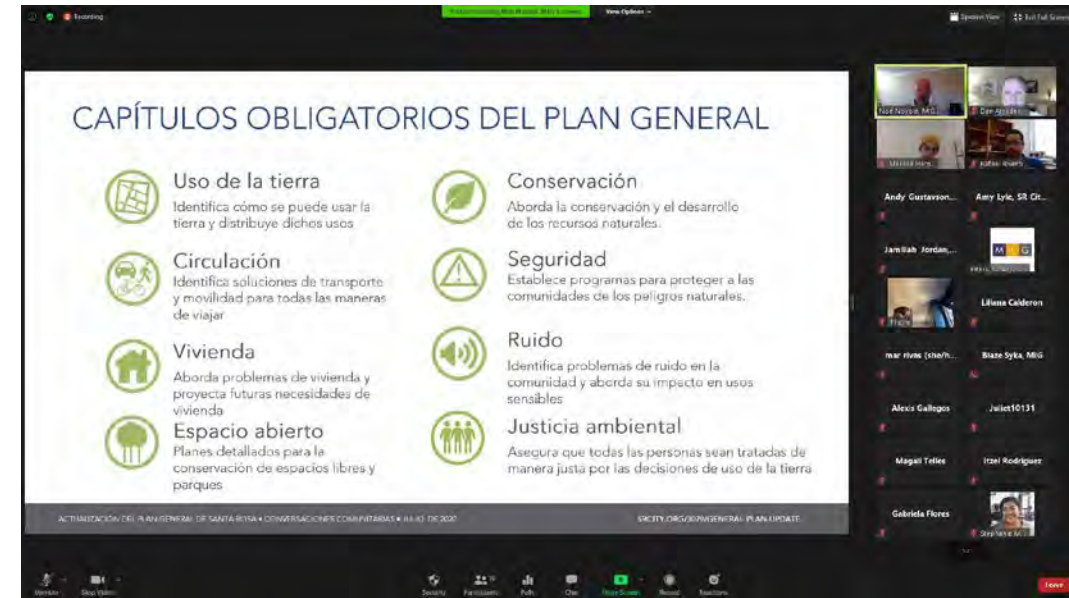
Over the next **30 days** City staff and the consultant team reached out the community with a series of social media announcements and targeted emails to community organizations and interested parties within the City.



# 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.