

The City of Santa Rosa is forming a Community Advisory Committee (CAC), representing a range of community interests and perspectives, to advise the Project Team (e.g., City staff and consultants) during the development of the General Plan Update, known as “Santa Rosa Forward.” CAC members will include representatives from a variety of organizations and perspectives including neighborhood groups, business groups, transportation and housing advocacy groups, and environmental organizations, as well as individual residents representing diverse perspectives, ages, ethnicities, and genders.

The CAC is not a decision-making body and will not have access to information or take action that differs from the opportunities made available to all outreach participants. However, CAC members will provide feedback on General Plan Update products and materials as part of the community review of draft documents. CAC meetings will be conducted per the Ralph M. Brown Act (“Brown Act”) to promote transparency and access to the broader community.

## CAC Membership

Identifying, interviewing, and selecting CAC members:

- The Project Team will prepare and release a CAC Application form and conduct phone interviews with potential CAC members.
- Individual CAC members will be confirmed through the following process:
  - City Staff Appointed Members: City staff will review applications and interview responses and select 18 CAC members that collectively best represent the full range of community interests and perspectives in Santa Rosa.
  - City Council Appointed Members: Santa Rosa City Councilmembers will appoint one member each to the CAC, in addition to the eight CAC members identified by City staff (for a total of 25).
- Additional potential CAC members that are not seated on the committee will be added to a CAC Alternates list. This list may be used by PED Director to identify replacement CAC members as outlined below.

Replacing CAC Members:

- CAC membership requires active participation. If an individual member misses two or more CAC meetings, the City may replace that member with another person from the City’s CAC Alternates list, as follows:

- City Staff Appointed Member: City staff will identify an appropriate alternate member of the CAC who represents similar geography, interests, community connections, or other characteristics as the outgoing CAC member.
- City Council Appointed Member: City staff will request the Councilmember to consider appointing a new person to the CAC.

## **CAC Member Roles**

CAC members are expected to:

- Attend and be an active participant at all 10 CAC meetings to be held between Winter 2020/21 and Fall 2022.
- Serve as liaisons to their constituent groups, inviting input into the process, and encouraging community participation throughout the planning process.
- Provide ideas for consideration in preparing the General Plan Update.
- Assist the Project Team with gaining a broader understanding of the needs and desires of the local community.
- Identify ideas and approaches for addressing key topics and issues in a constructive, solutions-oriented manner for the benefit of the city, community, and the region.
- Work with the Project Team to find common ground among CAC members in the discussion of issues and ideas to be considered during the General Plan Update process.

## **Expectations of CAC Members**

CAC members agree to:

- Attend all CAC meetings.
- Participate actively and adhere to the Operating Principles as described below.
- Review meeting materials and documents provided in advance of each meeting.
- Consider the technical information shared during presentations and during ensuing CAC discussion.
- Make a concerted efforts to understand other CAC member's ideas and points of view, especially if they are different than their own.

- Listen respectfully to all comments and suggestions made by all members of the CAC, as well as members of the broader community, during the public comment portion of CAC meetings, including all written comments received.
- Engage the broader Santa Rosa community, disseminate General Plan Update materials, and encourage the community to participate in the project.

## **Expectations of the Project Team**

The Project Team (City staff and consultants) agree to:

- Provide objective information and responses to CAC member questions and comments.
- Provide meeting agendas one week in advance and meeting support materials approximately five days in advance of each meeting.
- Prepare a written summary of each CAC meeting. The summary will not be a word-for-word meeting transcription but instead will highlight discussion themes, key issues, areas of agreement, and issues requiring further discussion and resolution.

## **Ground Rules for Constructive Conversations**

CAC members agree to the following:

- Only one person can speak at a time. A CAC member wishing to speak will signal the facilitator and the facilitator will recognize each CAC member wishing to speak in the order the signals are received. The facilitator may change the order of speakers if, in their judgement, the conversation will be made more productive in doing so, such as to conclude a topic or line of discussion before switching to another topic, etc.
- CAC members agree to keep their responses and comments concise and respectful.
- Cell phones must be turned off during CAC presentations and discussions.
- CAC members are asked to inform City staff in advance if they are unable to attend a scheduled meeting.

## **CAC Meeting Format**

Each CAC meeting will generally include the following format (whether virtual or in-person):

- Calling the Meeting to Order (City staff)
- Roll Call and Identification of a Quorum, which will be a simple majority of 13 (City staff)

- Project Updates and Presentations (City staff, Project Team, or topical guest)
- Discussion (CAC members)
- Public Comments (members of the public)
- Close

## Operating Principles

The CAC will carry out its mission and charge through a series of regularly scheduled, facilitated meetings. To ensure a useful, productive exchange, the CAC will conduct its work according to the following operating principles.

<b>Transparency</b>	CAC, Project Team, and City staff will share relevant information and facts to facilitate productive discussion and progress toward mutual goals.
<b>Equal Participation</b>	All participants agree to provide one another the opportunity to engage in open dialogue and allow time for all members of the CAC to express their ideas and opinions.
<b>Inclusivity</b>	CAC meetings will be conducted to ensure that the ideas and views of all members are considered.
<b>Respectful Engagement</b>	CAC members, Project Team members, and City staff will show courtesy, honesty, and respect for each other and members of the public during all meetings and other forms of communication, especially when giving and receiving contrary opinions as well as positive or negative feedback on ideas and proposals.
<b>Facilitated Meetings</b>	The meeting facilitator will assist CAC members in engaging in productive conversations while adhering to the Ground Rules for Constructive Conversations (see below) and ensuring that all CAC member ideas and feedback are respected and considered.
<b>Brown Act</b>	CAC meetings will be conducted in accordance the Ralph M. Brown Act ("Brown Act"), which is a series of laws designed to guarantee the public right to attend and participate in local government meetings, and to ensure (with limited exceptions) that discussions and decisions occur in public. The Brown Act also prohibits behind-the-scenes communications among a quorum of CAC members.

## **Communications with Media and Elected Officials**

Each CAC meeting will be open to the public with opportunities for comment from City residents, business owners, and other stakeholders who are not members of the CAC. CAC members are subject to the Brown Act and are required to provide their comments about this project only during publicly noticed meetings. CAC members are requested to avoid communications with elected officials regarding the General Plan Update process, except in a publicly noticed meeting (e.g., community workshop or City-led event, or during a CAC, Planning Commission, or City Council meeting). This is intended to prevent real or perceived violations of the Brown Act, which regulates formal and informal communications with elected officials.

CAC members are requested not to discuss their opinions on specific issues or their responses or reactions to individual CAC members with the public outside of CAC meetings or other formal public hearings. This is necessary to maintain the integrity of the CAC process and respect for CAC members who are volunteering their time and providing this important community service.

Similarly, CAC members should also refrain from commenting on meeting dialog publicly, verbally or in writing through print media, social media, blogs or other communication tools. All media inquiries and contacts related to the CAC process will be handled by:

**Andy Gustavson, Senior Planner**

Planning and Economic Development  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404  
Tel. (707) 543-3236 | Fax (707) 543-3269  
AGustavson@srcity.org