

City of Santa Rosa Downtown Station Area Specific Plan  
Update

# Community Engagement Strategy

December 13, 2018

## Introduction

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The Santa Rosa Downtown Station Area Specific Plan Update (DSASP) will be a collaborative planning process to address regional housing needs and strengthen the vibrant, thriving central economic core of the city. Community engagement will be the cornerstone of the DSASP process in order to ensure that downtown residents and businesses as well as members of the larger public have ample opportunities to provide input through a variety of media and venues. The engagement effort will be led by City staff and the consultant team, which includes Dyett & Bhatia, the prime consultant, and Shared Spaces, a sub consultant specifically focused on outreach and engagement.

An effective public participation program creates confidence in the planning process, promotes broad-based understanding, and reflects the interests and needs of the community. Successful implementation will require interactive and constructive relationships among an array of stakeholders, including downtown property owners, tenants, and businesses, as well as members of the development community, major Santa Rosa employers, City staff, the Planning Commission, the City Council, and the broader Santa Rosa community.

This Community Engagement Strategy (Strategy) proposes a multi-faceted approach, with the goal of engaging a representative cross-section of the community's population and interests. The Strategy involves communicating with imagery and graphic tools to facilitate understanding of planning concepts and policies and employing techniques that effectively solicit input to assure participants that their voices have been heard and that a consensus is reflected in the resulting plan. Given the importance of Downtown Santa Rosa to the community at large and to the wider region, the Strategy will include a wide range of methods, venues, and constituencies.

## Objectives & Principles

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### OBJECTIVES

The community engagement process is designed to fulfill five broad objectives:

1. Communicate the purposes, benefits and implications of the DSASP, including its physical, economic, and social implications; the planning process; and opportunities for involvement.
2. Inform the public about current conditions within the planning area—its issues and opportunities that may affect its future—as well as how this project relates to other planning efforts.
3. Expand the public’s awareness of planning strategies, policies, and best practices that have been used in downtown settings to effectively achieve a community vision similar to that envisioned by Santa Rosans.
4. Provide opportunities for vigorous discussion of and meaningful input regarding issues, visions, planning principles, development scenarios, policies, and programs as they are being formulated.
5. Build public ownership of the DSASP.

### PRINCIPLES

Following are some of the basic principles that staff and the consultant team will use to manage community participation processes:

- **Meet People Where They Are.** A successful outreach process involves making people feel comfortable. This includes making sure some outreach events are on people’s own turf, in their own language, use a variety of outreach styles, and occur at convenient times.
- **Education.** Disagreements about a variety of planning topics are often based on a lack of clear information regarding factual conditions. Participants will have the opportunity to become fully informed about the planning process, and everyone will have access to all information compiled.
- **Balanced Interests.** Every segment of the community must feel that they have been heard, even if their specific ideas are not included in the final outcome.
- **Structured Engagement.** Thoughtful design and facilitation of structured presentations, workshops and other forms of engagement will ensure that each engagement strategy achieves its intended results.
- **Open Outcomes.** While engagement must be structured, it is equally important that materials and facilitation do not lead toward any pre-determined outcome.

## **RELATIONSHIP TO THE OPEN GOVERNMENT TASK FORCE REPORT**

This outreach and engagement strategy embraces the recommendations of the Mayor’s Open Government Task Force report by identifying methods to (1) genuinely engage residents, business and property owners, and others in the community and acknowledge the value of community input and (2) provide opportunities for diverse and effective community participation in an open and inclusive environment.

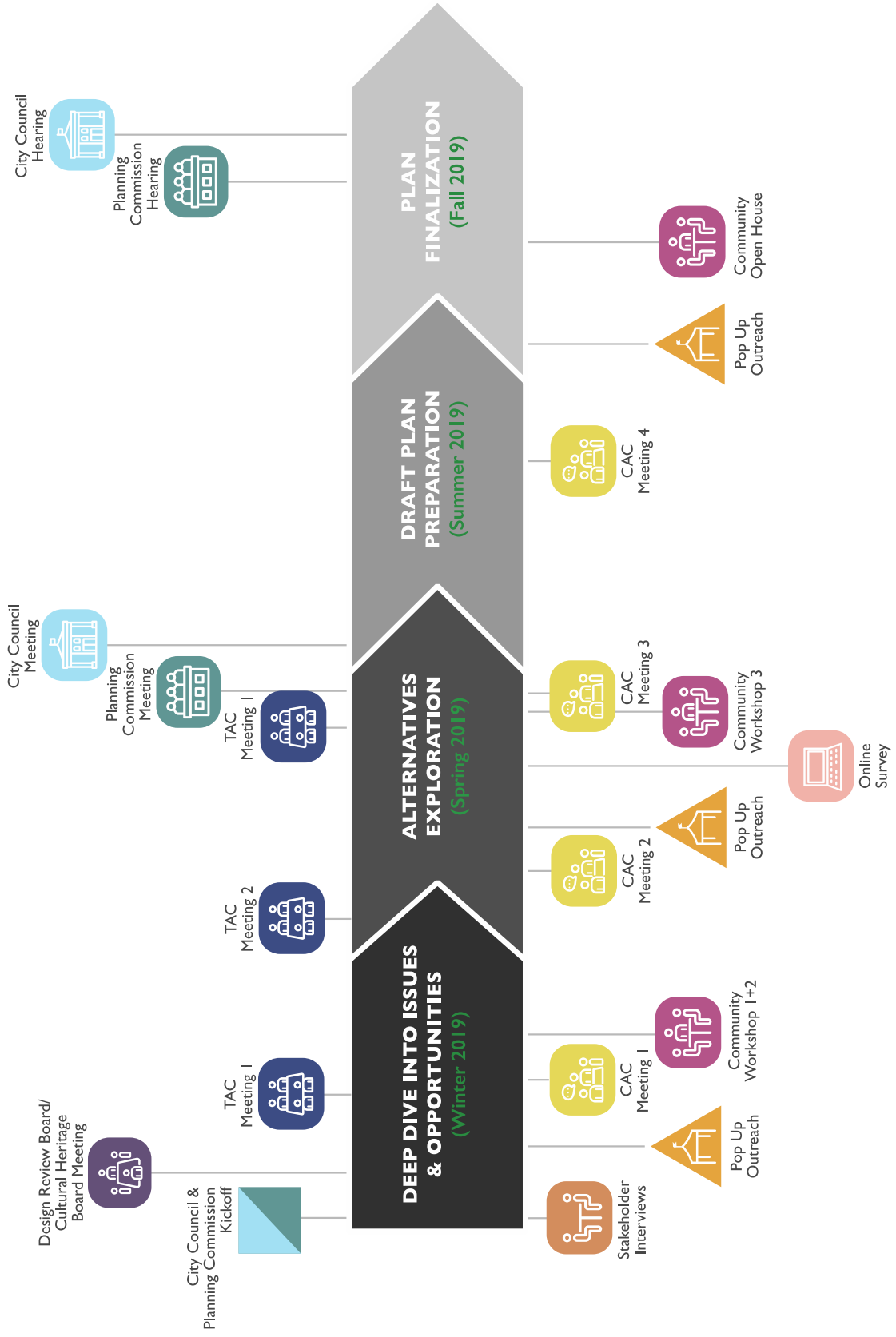
- Genuinely engage with the community and acknowledge the value of community input.
- The strategy demonstrates how the project team will reach out to a broad cross section of residents, business and property owners, community groups, stakeholders, and the community at large in a variety of formats to help engage and invite community participation from all stakeholders. Outreach formats include meetings, events, interviews, presentations, flyers, news media, mailings, and an online project website. At the start of each meeting, objectives will be stated and public input received to date will be summarized. At the close of each meeting, the team will recap what was heard, describe how the input will be used, and identify the next steps in the planning process.
- Provide opportunities for diverse and effective community participation in a respectful environment.
- The proposed engagement process, as described in this strategy document, provides a range of participation opportunities with tools and activities to maximize meaningful and effective community input throughout the process. The entire process will be bi-lingual, Spanish and English. Meetings, traditional workshops, mobile workshops and events will foster an open and inviting environment for participants to provide input through a variety of means, including individual and small group activities and discussions. Engaging workshop exercises will allow participants to hear other points of view and work together to develop creative solutions. Workshop activities will support respectful conversations with and among participants.

## **Engagement Strategy and Structure**

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- The Strategy is predicated on active community involvement throughout the process, with a particular emphasis on opportunities for input early in the process so that the community can help shape the plan as it is developed. An overview of the DSASP process and timeline is shown on the diagram below, together with the range of engagement strategies envisioned. A Technical Advisory Committee (TAC) of City and agency staff will be constituted to advise on technical aspects of the plan, and a Community Advisory Committee (CAC) will be formed to ensure that all feedback and interests are heard and reflected in the process. Additionally, a website will be launched to serve as portal for information on the project, and the City’s existing social and conventional media channels will be used to keep the public updated on progress and to actively promote opportunities for involvement.
- As shown on the diagram below, there will be four phases of engagement: 1) deep dive into issues and opportunities, 2) alternatives exploration, 3) draft plan preparation, and 4) plan finalization.

## Santa Rosa Downtown Station Area Plan Community Engagement Process



Each phase of the work includes pop up outreach, community workshops, and meetings with the TAC, CAC, and City decision-makers. This sequencing is designed to help staff and the consultant team collect a broad spectrum of public input, use it to develop draft concepts, and then refine the concepts with the TAC, CAC, and City decision-makers at each phase of the work to ensure decisions are vetted incrementally throughout the process.

## **Engagement Activities and Techniques**

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A full array of outreach and engagement activities and techniques is envisioned for the project, including Community Meetings, Online Outreach and Engagement, Advisory Bodies, and Decision-maker Meetings.

### **COMMUNITY MEETINGS**

This section describes the range of community meetings envisioned, together with the timing and objectives proposed for each.

#### **Stakeholder Interviews**

Early in the process, the D&B team will conduct up to twelve face-to-face interviews (individually or in groups of two to three) over the course of two full days with a range of stakeholders, including property owners, developers, other community and non-profit leaders, business owners, elected officials, and others community members concerned about the future of the planning area. The intent is to elicit candid input and give us a broad sense of the community, major issues of concern, impediments to development, desired outcomes, and the political factors that may come into play. A summary report will be produced, identify emerging key themes.

#### ***Timing***

Interviews will be conducted in early 2019 as part of an initial “deep dive” into the issues and opportunities that will shape the DSASP.

#### ***Responsibilities***

- Scheduling times and locations: City staff
- Meeting materials and summaries: D&B
- Meeting facilitation: D&B, Shared Spaces, VMWP, EPS

#### **Pop Up Outreach and Engagement**

Pop up workshops, short-term events, stop-and-share stations, and chalkboard chats will be held to collect input from community members on their visions and priorities, and to build awareness and interest in the project. Methods will be customized to suit the context. Venues will include commercial centers, farmers’ markets; schools; faith-based events; neighborhood meetings; neighborhood business association meetings; other community events and gathering places in the

planning area and around the city, as well as at all-staff meetings at major Santa Rosa employers and on buses and SMART trains. Outreach will be conducted in English and Spanish. D&B will staff 3 pop up outreach events during each phase of the project. Additionally, it is anticipated that CAC members will have a role in these pop up events in the community. For that purpose, D&B will also prepare an outreach toolkit that can be used by staff and CAC members to replicate the events. This informal outreach at each phase will drive attendance at the community workshops and public hearings to follow. A provisional list of potential events, venues, and initiatives that offer opportunity for pop up engagement can be found in Appendix A. This list will be expanded and refined with input from the CAC and the community as the project progresses.



*Pop up outreach venues include commercial centers, farmers' markets, schools, and other community events and gathering places*

### **Timing**

Pop up outreach will be conducted at the following points in the process:

- **Issues and Opportunities Phase** - to identify issues, community assets, challenges and opportunities in the planning area through quick, fun, interactive exercises. (Winter 2019)
- **Alternatives Exploration Phase** - to get feedback on different alternatives for land use, circulation, building form/character and other critical issues with map and image-based activities. (Spring 2019)
- **Plan Finalization Phase** - to get feedback on the Draft Specific Plan Update ahead of adoption hearings once that document is released for public review. (Summer/Fall 2019)

### **Responsibilities**

- Materials: D&B
- Staffing: D&B, Shared Spaces, City staff, CAC

### **Community Workshops and Open Houses**

Bilingual (English-Spanish) community workshops and open houses will be held at key points in the process, including three community workshops as the DSASP is developed and an open house when the Draft DSASP is on the street for public review prior to adoption. Hearing from the public at large at these stages is critical, as a clear understanding of the community's perspectives and desires needs to directly inform the options analyzed and the ultimate Preferred Plan. Each workshop will be structured as an event for the entire family and use techniques that engage the interest of participants; maximize opportunities for input and discussion; and incorporate community input into the planning process.

Workshop methods will be tailored for each phase of plan development and may include:

- Large-scale base maps or aerials for recording issues, ideas, and preferred options and/or illustrating desired programmatic elements.
- Opportunities to view large maps or graphics to which participants can add comments with sticky notes (typically as "ice-breaker" or closing activities)
- Note cards and other comment forms that enable written communication on ideas and reactions to options.
- "Break-out" sessions to discuss priorities and objectives or address issues and options.
- Large scale "wall graphics" and flip charts for the recording of public comments.
- "Open House" forums, where community members can view materials and interact with planners and consultants.

### **Workshop Strategies**

Community workshops will be programmed to make them attractive and effective events, primarily by being meaningful and memorable for the participants. Thus, all workshops will have the following features:

- Pre-meeting advertisement that is clear on the intent, topics, and format of the event. This is intended to lessen the chance of people attending to bring up non-topical issues or having unmet expectations.
- Preparatory materials available at least one week prior to workshops. Many of the issues to be presented and discussed will be detailed and complex in ways that may be difficult to quickly summarize. Potential attendees should have the opportunity to review and understand materials beforehand.

- Confirmation to commenters that they have been heard. In our experience, many workshop attendees want to know that their comment has been received, understood, and considered. To that end, staff and the consultant team will strive to record comments as they happen and confirm our notes with the speaker to the extent possible. The project website will be updated following each workshop to reassure attendees that their input was heard and to provide a summary to those who were unable to attend.
- Opportunities for both spoken and written comments. Not all attendees are comfortable with public speaking at a public event. Staff and the consultant team will have activities that include writing, such as sticky notes on prepared maps, and the option of submitting written comment cards.
- Paying attention to logistics. Small details can make a big difference. Staff and the consultant team will choose workshop locations that are centrally located and easily accessible by transit. Effort will be made to provide childcare and food at workshops to encourage attendance. Children’s activities related to the project will be provided as appropriate.
- Lessons learned in interactions and feedback from the first meeting will affect the presentations and format of later meetings. Community input at each meeting will be reviewed and will inform project products.

### **Timing**

Community workshops and open houses will be held at the following points in the process:

- **Issues and Opportunities Phase** - Community Workshops 1 and 2. As part of the initial “deep dive” into issues and opportunities, two workshops will be held during the same week at different days, times and locations to accommodate more participants. Both will be interactive visioning workshops, open to all members of the community with bilingual English-Spanish facilitation provided. The workshops will be designed to identify issues, community assets, challenges and opportunities in the planning area through a series of interactive exercises. (Winter 2019)
- **Alternatives Exploration Phase** - Community Workshop 3 - a community workshop designed to generate feedback on different alternatives for land use, circulation, building form/character and other critical issues developed on the basis of community input received previously in the process. Through interactive, map and image-based activities, participants will evaluate the alternatives and provide input to inform the Preferred Plan. (Spring 2019)





*Photo simulations illustrating development of alternative scenarios.*

- **Plan Finalization Phase** - This event will take the form of Community Open House where people can circulate, review information and provide feedback on the Draft Specific Plan Update ahead of adoption hearings once that document is released for public review. Rather than presenting detailed policy materials, emphasis will be on maps and visual material that people can more easily relate to. This effort includes noticing, holding, and summarizing the event in English and Spanish. (Fall 2019)

### **Responsibilities**

- Scheduling times and locations: City staff, with assistance from D&B and Shared Spaces
- Noticing: D&B with assistance from City staff
- Meeting materials and summaries: D&B
- Meeting facilitation: Shared Spaces, with assistance from City staff and D&B

### **Small Group Meetings**

The Strategy will include small group and one-on-one meeting with residents, business owners, community leaders and other stakeholders throughout the process to explore issues and include voices that are not fully covered through other engagement activities.

### **Timing**

- **Issues and Opportunities Phase** – during this phase small group and one-on-one meetings will be focused on including constituencies that will not likely be reached by other engagement activities or that need to be proactively engaged from the beginning of the process. For example, teenagers, bus transit center users, homeless people and restaurant and hotel workers are all significant users of downtown, but not likely to be proportionately represented at workshops and other events. Residents of communities at the edge of downtown and the leaders of historic neighborhoods are likely to have particular concerns and are best proactively engaged. Reaching these constituencies directly in small group and one-on-one meetings will help assure the process begins with a full picture of downtown’s issues and opportunities and that no constituencies feel they were left out setting the frame for the process.
- **Alternatives Exploration Phase and Draft Plan Preparation Phase** – during these phases small group and one-on-one meetings will be focused on deeper exploration of more complex issues that cannot be fully addressed during other engagement activities. These will likely be issues involving tradeoffs, unintended or secondary consequences or multiple constituencies who see themselves as having distinct or conflicting interests. Proactively engaging these issues and their constituencies during these phases will help avoid delays and unnecessary conflicts later in the process.
- **Plan Finalization Phase** —during this final phase small group and one-on-one meeting will be focused on completing discussions and “closing the loop” with stakeholders met with in earlier phases. These final check-ins will help assure strong support for the plan through adoption, and more importantly, through implementation.

***Responsibilities***

- Scheduling times and locations: Shared Spaces, with assistance from City staff
- Meeting materials: D&B
- Meeting facilitation: Shared Spaces, with assistance from City staff

**ONLINE OUTREACH AND ENGAGEMENT**

**Project Website**

D&B will design a bilingual (English-Spanish) project website that will serve as the primary web portal for the DSASP Update. The site will contain five primary purposes: 1) Provide general information about the project, such as purpose, schedule, “Specific Plan 101”, and FAQs; 2) Serve as a regularly updated library of project documents, presentations, and meeting materials as they are completed; 3) Alert the public to upcoming meetings and other means of participation; (4) Allow people to subscribe the mailing list to receive updates on the project; and 5) Provide opportunities to engage and provide input in creative and convenient ways at any point in the process. This allows us to receive online feedback at key project milestones by offering concise information and engaging online exercises that participants can complete at their convenience, particularly in conjunction with workshops, which some community members may not be able to attend in person. Social media and online engagement platforms will link to and be accessed from this site.

***Timing***

The website will be launched as soon as possible and will be updated on an ongoing basis through to adoption hearings for the DSASP.

***Responsibilities***

- Construction and maintenance: D&B
- Content and materials: D&B

**Social Media**

The D&B team will provide social media content in English and Spanish for City staff to push out through established channels, including Facebook, Twitter, and Next Door. Making use of the City’s established networks is an efficient way to reach a wide number of Santa Rosans and ensures that residents who participate in the DSASP Update process will continue to receive updates on other City initiatives relevant to them in the future, should they elect to receive them.

***Timing***

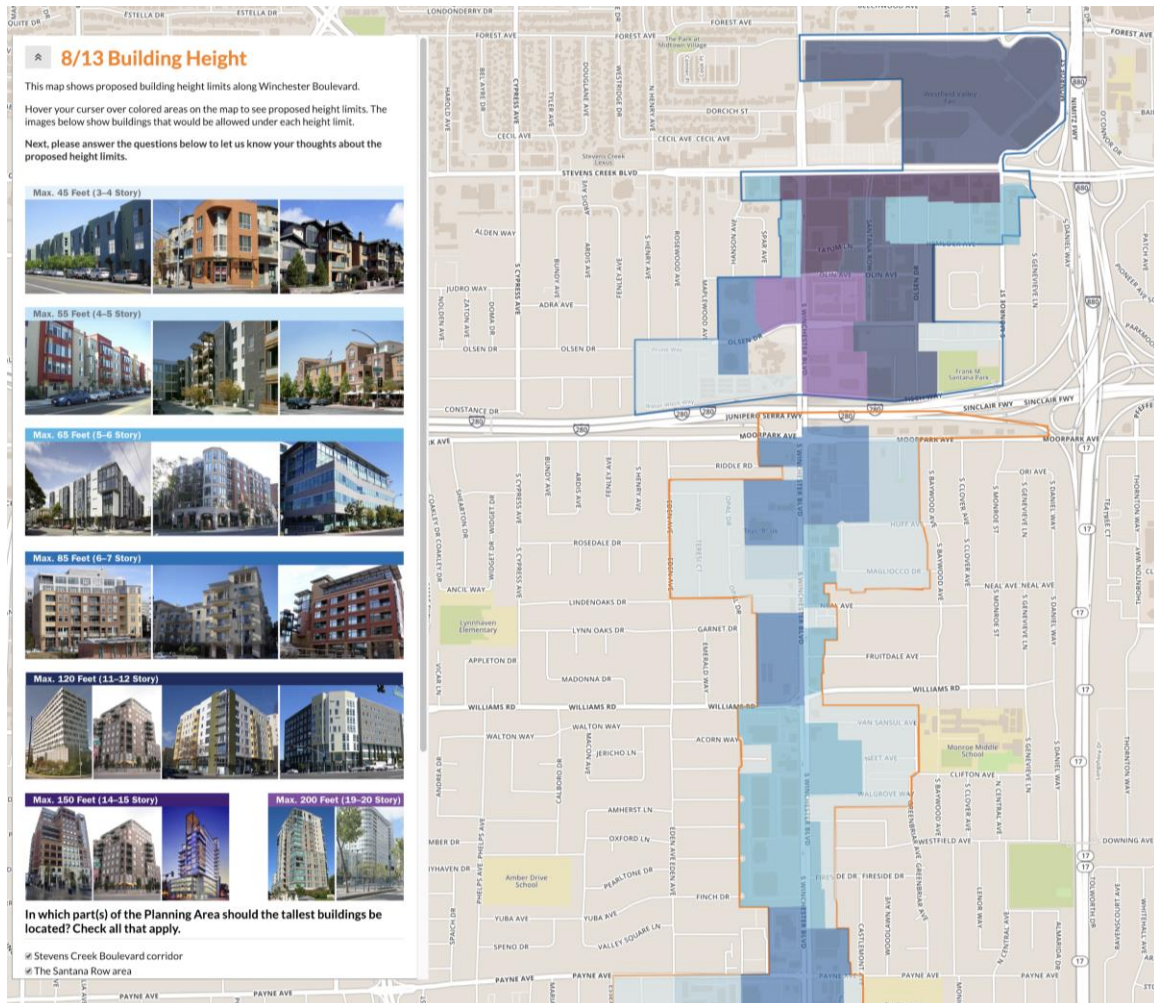
Ongoing throughout the process. D&B will provide one set of graphic and text promoting opportunities for public involvement at each phase of the work. City staff will supplement with other notices.

***Responsibilities***

- Content: D&B, with review from staff
- Distribution: City staff

## Interactive Online Survey

Knowing that many residents lead busy lives and may not be able to set aside time to participate in person, staff and the consultant team will design and disseminate an interactive online survey via the project website. We propose to use Maptionnaire, an effective online tool which has the ability to integrate interactive images and mapping, allowing participants to engage with and comment directly on the material presented.



Sample interactive survey question on building heights.

The survey will also be advertised at pop-up events and workshops to drive participation. Members of the CAC will also be asked to distribute the postcards and survey hard copies through their networks and venues. To ensure that constituencies without easy internet access can respond, hard copies will be made available at City department counters, including Planning and Economic Development, Parking, Transit, and Police.

Additionally, efforts will be made to bring the survey to the people by having lap top stations at pop up outreach events or holding mobile survey events at senior centers and other community gathering places where people without easy access to the internet are likely to be.

### ***Timing***

The survey will be launched during the alternatives exploration phase to get feedback from the community at large to inform the Preferred Plan. The survey will feature graphic illustrations of the alternatives developed with community input, including building prototypes that illustrate height, massing and other architectural features. The survey will be structured to collect both qualitative and quantitative input to inform the Preferred Plan.

### ***Responsibilities***

- Survey design: D&B, VMWP, and EPS, with review from staff
- Survey distribution: Electronic distribution via the project mailing list (D&B) and via social media (City staff); postcard with web link and hard copy survey distribution at City department counters.
- Tabulation and summary of results: D&B

## **ADVISORY BODIES**

The following bodies will have an advisory role in the DSASP Update, including two standing City bodies and two groups formed specifically for this project.

### **Community Advisory Committee**

A Community Advisory Committee (CAC) will be formed to represent residents and stakeholders in the development of the DSASP, providing a voice for the community to ensure that all feedback and interests are heard and considered in the process. CAC members will serve as ambassadors for the project and their responsibilities will include:

- Informing their constituent communities and organizations about the process, the issues and the opportunities for participation.
- Mobilizing their communities and organizations for the public workshops.
- Conducting pop up outreach and engagement at key points in the process, using a toolkit of materials and techniques prepared by City staff and the consultants.
- Regularly reporting about the processes and collecting input from the community.
- Reviewing and refining draft plans and materials ahead of their use at workshops to assure they will engage and include everyone in the key decisions in the processes.
- Providing input to the project team between workshops and after the final workshop.

- Reviewing and commenting on draft plans, materials and reports with special attention to the needs and desires of their community/organization.
- Representing the residents' and stakeholders' views of the projects in the community at-large and in public forums, including at Planning Commission and City Council meetings.

### **Timing**

In addition to conducting pop up outreach and engagement, participating in community workshops, and attending public hearings before City decision-making bodies, the CAC will meet four times over the course of the project. Shared Spaces will facilitate each of the four CAC meetings, coordinating with City staff and D&B on the preparation of meeting agendas, logistics, and organization. Shared Spaces will call all CAC members to maximize turnout at meetings and work with committee members to recruit their constituency for workshops. Bilingual meeting materials and summaries will be provided by D&B. D&B will take the lead on meeting content and structure, coordinating with City staff and Shared Spaces, and will also attend and support facilitation at each meeting. While the content of each meeting will develop over time in response to community input, meetings will generally follow the sequence below:

- **CAC Meeting 1** - This first meeting will be held prior to the community workshops 1 & 2, with the objectives of (1) clarifying the CAC's role and expectations; (2) presenting project objectives; (3) obtaining CAC feedback on the community engagement approach; and (4) reviewing the findings of the existing conditions analysis compiled by the consultant team, including areas of change and key priority opportunity sites. (Winter 2019)
- **CAC Meeting 2** - This meeting will focus on review and discussion of the alternative plan concepts developed on the basis of community input received during the first round of pop up events and at community workshops 1 & 2. The CAC will be asked to provide feedback and suggested refinements through engaging exercises similar to those used in the Technical Advisory Committee (TAC) meeting. (Spring 2019)
- **CAC Meeting 3** - This meeting will focus on review of the Preferred Plan that emerges from community input on the alternatives received via pop up engagement and at community workshop 3. Key issues identified during TAC meeting 3 will be presented and discussed to ensure the CAC is aware of any technical issues. The committee will be asked to provide feedback and suggested refinements in engaging exercises similar to those used in TAC meeting 3. (Spring 2019)
- **CAC Meeting 4** - At the fourth and final CAC meeting, components of the public review draft DSASP will be presented to the CAC prior to finalizing the public draft. The CAC will be asked to provide feedback on the key components of the plan and suggested refinements. Following this meeting, the consultant team will ensure the administrative draft DSASP reflects input received from the CAC and will prepare the public review draft DSASP. The CAC will be notified when the public draft plan is available on the project website and will be encouraged to provide comments during the public review period and to attend adoption hearings. (Summer 2019)

### **CAC Composition and Formation**

The CAC will be composed of downtown area residents (current and prospective), business owners, employees, property owners, students, environmental groups, housing, pedestrian and bicycle advocates, representatives of major Santa Rosa employers, and members of the development community. The intention is to establish a committee that represents and can communicate with and mobilize each and every part of the community and its businesses and organizations. To that end, City staff has established the following ten membership categories/profiles that will be filled, for a total of 25 members.

- One (1) representative from each City Council district (total 7):
- One (1) downtown property owner
- One (1) downtown renter
- Two (2) future downtown residents
- Two (2) downtown business owners
- Two (2) representative of the real estate development community
- Two (2) representative of local community and advocacy groups
- One (1) representative from each of the downtown Historic Preservation Districts (total 6)
- One (1) transit rider
- One (1) youth or student representative

If approved by the City Council, staff will solicit applications from the community at large to fill the membership categories identified, with diversity of socioeconomic status, cultural background, and lived experience in mind. Following the close of the application period, staff will evaluate applications and conduct interviews with a view to selecting members for the CAC. The first CAC meeting will be held in late January or early February 2019. The Council will be kept informed of the formation and meetings of the CAC through regular reports provided by City staff at the Council's monthly Downtown Subcommittee meetings.

### **Responsibilities**

- Scheduling meeting times and locations: City staff
- Noticing: D&B with assistance from City staff
- Meeting facilitation: Shared Spaces, with assistance from D&B
- Meeting materials and summaries: D&B, with Shared Spaces

### **Technical Advisory Committee**

An ad hoc Technical Advisory Committee (TAC) will be convened to advise on technical aspects of the plan. The TAC will provide valuable insight on a range of project topics, including land use,

circulation, housing, safety, and infrastructure. This group would include, but not be limited to, City staff from traffic engineering, transit, fire, water, recreation and parks, parking, housing, police, and the City Attorney's Office, as well as representatives from Sonoma County Permit and Resource Management, SMART, MTC/ABAG, Sonoma County Transportation Authority, and Sonoma County Transit. Additional consultants, such as sewer and water modeling technicians, may be included as needed.

City staff will reach out to the above-mentioned agencies and confirm those representatives who will form the TAC. D&B will prepare meeting materials, agendas, and meeting summaries in coordination with City staff and Shared Spaces. Shared Spaces will facilitate TAC meetings.

### ***Timing***

A total of 3 TAC meetings will be held at the following points in the process, with the anticipated purpose and scope of each meeting as described below:

- **TAC Meeting 1** - This first meeting will be held prior to the community workshops 1 & 2, with the objectives of (1) introducing the project and the role of the TAC; (2) presenting project objectives; and (3) reviewing the PDA profile and the findings of the existing conditions analysis compiled by the consultant team, including areas of change and key priority opportunity sites. (Winter 2019)
- **TAC Meeting 2** - This meeting will be an opportunity to discuss community input and technical implications of initial draft concepts for land use, circulation, and building form/character alternatives. The meeting will be structured as a round table discussion to identify any "red flags" or concerns from a technical or operational stand point before the alternatives are reviewed with the CAC or the community at large. (Spring 2019)
- **TAC Meeting 3** - At this meeting, the Preferred Plan developed in the basis of community input at the three prior workshops and pop up public engagement events will be presented the TAC for review, feedback, and suggested refinements. TAC feedback will be utilized to refine the Preferred Plan prior to presentation to the CAC and the public. (Spring/Summer 2019)

Additionally, subsequent to the meetings described above, the administrative draft of the updated DSASP and the associated environmental document will be circulated to the TAC for review and comment. City staff will review and consolidate comments into a single set of recommended edits to the plan and environmental document.

### ***Responsibilities***

- Scheduling meeting times and locations: City staff
- TAC constitution and noticing: City staff
- Meeting facilitation: Shared Spaces, with assistance from D&B
- Meeting materials and summaries: D&B, with other consultant team members.



### **Design Review Board/Cultural Heritage Board**

D&B will facilitate a joint Design Review Board/Cultural Heritage Board meeting to provide these advisory board members the opportunity to voice their ideas and priorities and advise on direction for the project. (Winter 2019). City staff will provide updates to the Design Review Board, Cultural Heritage Board, and other committees at their regular meetings throughout the planning process.

### **Responsibilities**

- Scheduling times and locations: City staff
- Meeting materials: City staff will prepare staff reports.
- Meeting facilitation: D&B, with other consultant team members as appropriate.

### **DECISION-MAKER MEETINGS**

The Planning Commission and the City Council will be active participants and will have opportunities to provide direction at each phase in the process. Staff and the consultant team will check in with these decision-making bodies at key milestones to ensure that the project remains on the right track in terms of process, direction, and overall vision. Engagement will take the form of individual or joint study sessions and workshops to review products and generate feedback on drafts, as well as public hearings for the recommendation and adoption of the resulting DSASP.

D&B and Shared Spaces will conduct all meetings listed below, and City staff will provide additional updates to the City Council as necessary. Additionally, the staff will give regular reports, throughout the process, to the Council's Downtown Subcommittee.

### **Issues and Opportunities Phase**

- A joint kick off meeting with the City Council and Planning Commission will be held to give decision-makers the opportunity to voice their ideas and priorities and advise on direction for the project. (Jan 8, 2019)

### **Alternatives Exploration Phase**

- The Preferred Plan and key goals that emerge from the community engagement process will be presented to the Planning Commission, focusing on the key strategies for land use, circulation, building form/character. Comments or refinements recommended by the Planning Commission will be documented in an errata sheet for presentation to the City Council. (Summer 2019)
- The Preferred Plan and key goals recommended by the Planning Commission will be presented to the City Council for review. The objective of the meeting is to get "sign off" on the key components before environmental review begins. Any changes to the Preferred Plan necessary in response to Council comments will be made after the meeting. (Summer 2019)

### **Plan Finalization Phase**

- D&B will attend one Planning Commission hearing, anticipated to lead to a Planning Commission recommendation to the City Council. If more than one hearing is required, staff will be responsible. (Fall 2019)
- D&B will attend one hearing of the City Council for adoption of the Specific Plan. If additional adoption hearings are required, staff will be responsible. (Fall 2019)

### ***Responsibilities***

- Scheduling times and locations: City staff
- Meeting materials: City staff will prepare staff reports; D&B will supply supporting reports, maps, graphics and other summaries and work products.
- Meeting facilitation: D&B, with other consultant team members as appropriate.

## **PROMOTIONS AND MEDIA ALERTS**

### **Branding**

A clear and consistent identity and single message will be developed for the DSASP Update. It is important to ensure that the brand is consistently used by City staff and consultant team members, and across the process. The project brand will include the following components: project name, logo, identity, icons, color scheme, and message and tagline. The brand will communicate to community members that information and materials are related to the projects. The project brand will be developed to ensure it is accessible and relevant to the community.

### ***Responsibilities***

- Content development: D&B, with review from City staff and Shared Spaces

### **Community-wide Invitation**

One bilingual community mailer postcard with future workshop dates will be sent to property owners and renters within the planning area, and within and 400 feet around the planning area prior to the first community workshop. The mailer will provide information about the DSASP Update process and opportunities to be involved. An email blast will also be sent out to residents and other stakeholders who have expressed interest in the DSASP update.

### ***Responsibilities***

- Content development: D&B, with review from City staff and Shared Spaces

### **Flyers**

A flyer will be developed and distributed prior to each round of pop up engagement and community workshops. Flyers will be posted at community gathering areas in apartment complexes, retail

areas, at schools, and other community gathering areas to the extent possible. Flyers will also be e-mailed to those who have expressed interest in the project using the project mailing list that people can subscribe to via the website and other databases of interested parties maintained by the City. The flyers and press releases will provide information about the time, location and discussion topics for the upcoming workshop or event.

***Responsibilities***

- Content development: D&B, with review from City staff and Shared Spaces
- Distribution: D&B, City staff, CAC

## **Media Alerts**

In advance of each community workshop a media alert will be developed to notify local media outlets about the project and opportunities for event coverage and interviews. The following media outlets will be targeted, along with any others identified throughout the process:

- The Press Democrat
- North Bay Business Journal
- La Voz bilingual newspaper
- El Superior Periódico
- Impulso Spanish newspaper
- The SRJC Oak Leaf newspaper
- The Sonoma State Star
- KBBF bilingual radio station
- El Patron Radio KRRS
- La Mejor 104.1 FM
- KSRO-AM
- KRCB
- KZST
- KRSH

## ***Responsibilities:***

- Content development: D&B, with review from City staff and Shared Spaces
- Distribution: City staff, through established channels

## **Appendix A: Preliminary List of Potential Venues for Pop Up Outreach and Engagement**

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The following appendix contains a preliminary draft of potential events that City staff, the consultant team, and the Community Advisory Committee (CAC) will target for pop up outreach and engagement. This includes recurring events during all phases of the planning process, and a list of select events at specific phases. This draft will continue to be developed by the City Council, Planning Commission, City staff, consultants, and the CAC.

### **A. EVENTS FOR ALL PHASES**

This preliminary list identifies venues for which pop-up can be continually conducted at all phases of outreach. This informal outreach will drive attendance at the community workshops and public hearings to follow. These recurring events allow the planning team to establish rapport and meet groups where they are.

<i>Event/Venue</i>	<i>Location</i>	<i>Date</i>
Santa Rosa Farmer's Market	Veteran's Building	Wednesdays, 9:00am-1:00pm Saturdays, 8:30am-1:30pm
Chamber of Commerce Business After Hours Mixer	TBD	Thursdays
Santa Rosa Rotary Club	Flamingo Hotel	Wednesdays, 12:00pm-1:30pm
Santa Rosa Lions Club	Cattlemen's Restaurant	1 <sup>st</sup> and 3 <sup>rd</sup> Tuesdays, 12:15pm
West End Farmers Market	Railroad Square	May-October, Sundays 9:30am-2:00pm
Board of Public Utilities Meetings	Council Chamber, Santa Rosa City Hall	1:30PM, first and third Thursdays
1 <sup>st</sup> Saturday Clean Up	Santa Rosa Creek	1 <sup>st</sup> Saturday of every month
Santa Rosa Together Steering Committee Meetings	Allstate Insurance: Lawrence Lehr	Every other Thursday
Community Open House Series	TBD	Twice a month
Santa Rosa Junior College/ Junior College	First Congregational United Church	2 <sup>nd</sup> week of month

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<i>Event/Venue</i>	<i>Location</i>	<i>Date</i>
Neighborhood Association Board Meetings		
Community Action Partnership of Sonoma County – Roseland Community Building Initiative	CAP Sonoma at Stony Circle	Last Tuesday of the month
Ridgeway Historical Neighborhood Association	General Membership Meetings	Jan 16, 2019 April 17, 2019 June 20, 2019 October 16, 2019
West End Neighborhood Association	De Turk Round Barn	Spring and Fall meetings
Burbank Gardens Neighborhood Association	Bethlehem Towers	TBD
Greater Cherry Street Neighborhood Association	TBD	TBD
St. Rose Historic District Neighborhood Association	TBD	TBD
Oakmont Village Association	TBD	TBD
Paratransit Users Group	Transit Operations Building	Every 2-3 months
Transit Paratransit Coordinating Committee (TPCC)	Transit Operations Building	Every 2 months
Coworking Alliance of Sonoma County	529 4 <sup>th</sup> Street; 533 5 <sup>th</sup> Street	Monthly events
Sutter Health Hospital all-staff meetings	TBD	TBD
Santa Rosa City Schools District Advisory Meeting	Lewis Education Center	February 28, 2019 March 2, 2019 April 25, 2019 May 2, 2019

**B. SEASONAL/ONE-OFF EVENTS FOR SPECIFIC PHASES**

This preliminary list identifies specific events to occur at each phase of the community engagement strategy. These events tend to engage larger segments of the community and provide excellent opportunities for collaboration.

<i>Phase</i>	<i>Event</i>	<i>Location</i>	<i>Date</i>
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Phase I (Winter)	Laguna de Santa Rosa Foundation Laguna Watershed Perspectives: Exploring Colgan Creek	Heron Hall, Laguna Environmental Center	Jan 13, 2019
	YMCA Friends and Family Weekend	Sonoma County Family YMCA	Jan 20, 2019
	2019 State of the County	DoubleTree Hotel Sonoma Wine Country	February 1, 2019
	Citrus Fair and Parade	Cloverdale Fairgrounds	Feb 15-18, 2019
	Santa Rosa Restaurant Week	TBD	March 2019
	Arbor Day Tree Planting Party	Hilliard Comstock Northwest Community Park	March 9, 2019
	Earth Day On Stage	Courthouse Square	April 2019
	Senior Expo of Santa Rosa	Person Senior Wing	April 27, 2019
	Sonoma County Human Race	Howarth Park	May 4, 2019
	Cinco De Mayo Festival	TBD	May 5, 2019
	124th Annual Luther Burbank Rose Parade and Festival: Together We Rose	Downtown Santa Rosa	May 2019
	Memorial Day BBQ	Courtyard (City Hall)	May 31, 2019
	Phase III (Summer)	Safe Summer Resource Fair	Coddington Mall
Sonoma Wine Country Games		TBD	June 2019
Ridgeway Historical Neighborhood Association Summer Block Party		TBD	Summer 2019

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Phase IV (Fall)	Fiesta De Independencia	Luther Burbank Center for the Arts	September 16, 2019
	United Way Day of Caring	TBD	September 2019

**Community Meetings**

- Bayside Church Santa Rosa, Santa Rosa Christian Church, Santa Rosa Bible Church, Congregation Shomrei Torah, Congregation Beth Ami
- Raizes Collective
- Council on Aging
- Villages at Wild Oak
- Neighborhood Associations in the Downtown/Core (Greater cherry street neighborhood association;; st. rose historic district)
- Historical Society of Santa Rosa
- Concerned Citizens for Santa Rosa