

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TANYA NARATH, COMMUNITY ADVISORY BOARD (CAB)
CHAIR
DANIELLE RONSHAUSEN, COMMUNITY ENGAGEMENT
COORDINATOR
SUBJECT: COMMUNITY FEEDBACK TO COMMUNITY ADVISORY BOARD
ON CAPITAL IMPROVEMENT PROJECTS AS REQUIRED BY
RESOLUTION NO. 28174

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the City Manager's Office and the Office of Community Engagement that the Council, by motion, accepting the report from the Community Advisory Board on its outreach process for community input on the Capital Improvement Project budget.

EXECUTIVE SUMMARY

To fulfill Resolution No. 28174, the Community Advisory Board (CAB) held a series of meetings in September and October 2016 to obtain community feedback on the City's Capital Improvement Projects (CIP).

BACKGROUND

1. The Community Advisory Board (CAB) was established by Resolution No. 25805 on October 28, 2003 in response to the 2002 Charter Review Committee recommendations. The CAB is comprised of 14 members, appointed by Council, who represent seven geographic areas of Santa Rosa.
2. CAB member duties were instituted in Resolution No. 25805 and subsequently amended in Resolution No. 28174 on August 7, 2012, in Resolution No. 28442 on March 11, 2014, and in Resolution No. 28686 on September 15, 2015.
3. Per Resolution No. 28174, one of CAB's continuing responsibilities is to participate in the process to determine "Budget Priorities for Capital Improvement Projects." CAB, with support from City Manager's Office, shall advise on the design and

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facilitation of a public participation process that offers a minimum of four neighborhood meetings for the community to review and provide feedback on the CIP budget and priorities. Meetings shall take place prior to City staff's preparation of the CIP which begins each year in January."

4. In January 2016, CAB and City staff hosted five town hall meetings, where information about the CIP program and budget were presented with a total of 42 people in attendance. Lessons learned from these meetings were used to help improve the next series of meetings, including conducting the outreach and meeting process earlier than January so that feedback is timely and more meaningful during the CIP planning process. These lessons learned are further discussed below.
5. In September and October 2016, CAB hosted eight town hall meetings in order to obtain feedback from the public on the fiscal year (FY) 2017-18 CIP budget priorities.

PRIOR CITY COUNCIL REVIEW

The CAB presented findings from its January 2016 CIP community meetings to City Council on May 3, 2016.

ANALYSIS

1. To meet the CIP public participation process requirement for the FY 2017-18, CAB hosted eight town hall meetings in September and October 2016. Asset Management staff provided the public with an overview of the CIP process and information on the various CIP funding sources, including describing which funding sources are discretionary and which are not. Meeting dates and times were varied, with some midday and evening weekday meetings, and several midday weekend meetings. The meetings were held in eight different locations: Bennett Valley Senior Center, Finley Community Center, Downtown Santa Rosa Library, Steele Lane Community Center, Roseland Elementary School Library, Oakmont East Community Center, Rincon Valley Library, and the Roseland Village Community Center.
2. Staff from Water, Transportation and Public Works, Planning and Economic Development, Housing and Community Services, Recreation and Parks, Fire, Police, Information Technology, the City Manager's Office, and the Office of Community Engagement were in attendance, interacting and answering questions from the community through the duration of each meeting. CAB members Cerena Burns, Cecile Querubin, Linda Adrain, Tanya Narath, Lacinda Moore, Xavier Nazario, and Vince Harper all assisted in providing opening remarks for at least one meeting each.

3. Staff from the Office of Community Engagement, with the assistance of Marketing and Outreach Coordinators from other departments, used a variety of different bilingual marketing, and community engagement and outreach methods to notify the public of the upcoming town hall meetings, including:

Email Distribution Lists and Newsletters

- GovDelivery email blasts of Town Hall Meetings flyer to 48,891 people (10,669 impressions*). The digital flyer included a link to a Google map of each location and a Microsoft Outlook calendar appointment for each meeting;
- Press Democrat's email list (3,613 impressions);
- Announcement in various department newsletters (10,394 impressions);

Media/Advertisements

- Media release sent to local media outlets, including news print, radio, online, and television;
- Sticky Note advertisement in the Press Democrat (26,000 impressions)
- Radio advertisements in Spanish and English (22,000 impressions)

Social Media/Website

- Town Hall Meetings webpage on the City website, containing dates, times, and location of each meeting (1,046 impressions);
- News article on City website homepage (328 impressions);
- Facebook, Twitter, and Nextdoor posts about town hall series and individual meeting reminders (45,978 impressions)

Face-to-Face Contact

- Dissemination of approximately 500 hard copy fliers and 50 posters by CAB Members and staff (12,500 impressions):
 - At local events and community/neighborhood meetings;
 - Posting at local libraries, coffee shops, community centers, and health clinics;
 - In-person tabling at community sites, including in front of grocery stores and libraries; and
 - At city offices, including the City Manager's Office, the Office of Community Engagement, and recreation facilities,
- Offering free childcare, Spanish-language translation, and food at each event.

Total number of impressions made = 132,528.

**Impressions are the number of times an advertisement or in this case, the town hall fliers and other marketing materials were viewed. It is an estimate of the number of people reached through a variety of different outreach and communication methods.*

4. Approximately 113 people attended the meetings in total. After the presentation, meeting attendees were asked to vote on their top five CIP priorities through a dot voting exercise. Each attendee was given five sticky dots, each dot representing \$1.00, and were asked, "If you only had \$5 to spend on infrastructure projects, where would you spend your money." Attendees were also provided an opportunity to write down additional suggestions, interests, and concerns (see Attachment 2). Staff captured all of the suggestions from meeting attendees and included them in this report, while recognizing that many of these items are not considered Capital Improvement Projects.

The main areas of interest expressed by the people who attended the meetings were (in order of highest priority):

- a. Affordable housing resources (21.8% of the total vote);
 - b. Street pavement improvements (14.8% of the total vote);
 - c. Police – facilities and resources (9.0% of the total vote); and
 - d. Bike paths (8.4% of the total vote) and Community/Recreation Facilities (8.0% of the total vote).
5. In an effort to improve follow-up with the community, and more specifically with those that attended the town hall meetings, CAB and staff have initiated the following outreach with the public:
 - Created a one-page summary of findings for dissemination to the public.
 - Utilized City website, social media, GovDelivery, and direct email to town hall attendees, to send one-page summary.
 - Created a video of CIP town hall meeting presentation and posted to City website. Utilize social media sites to promote video.
 - CAB Members and staff will meet with a variety of community and neighborhood groups to share the findings from the town hall meetings and next steps for the CIP process, after presenting the findings to City Council.
6. This report also includes information regarding proposed recommendations that CAB and staff may implement. If Council adoption of any of the recommendations is required, staff may bring forward for City Council consideration and approval in the future. These recommendations are:
 - CAB Member participation – at least one Member should open and close each meeting and log their outreach efforts.
 - In addition to CAB Members, City staff attending the meetings should sit at tables with community members, when room is set up with tables.
 - City Council participation – at least one Councilmember present for the start of each meeting.
 - Reduce the number of community meetings to a maximum of four events and consider additional and non-traditional outreach approaches to reach the everyday citizen, including:

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- Creating a community survey to distribute via City website, GovDelivery, Speak-Up Santa Rosa, social media sites, and in-person.
- Attending already existing neighborhood and community meetings to speak with residents in attendance about the CIP and to distribute community survey.
- Videotaping at least one community meeting and post video to the City's website. Use social media to promote the video.

FISCAL IMPACT

Accepting this report has no fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The Community Advisory Board recommends City Council accept the report on the outreach process for community input on the CIP budget.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Power Point Presentation
- Attachment 2 – Voting Results and Community Feedback

CONTACT

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