

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ANDY GUSTAVSON, SENIOR PLANNER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: WAIVE COUNCIL POLICY 000-06 & AUTHORIZE THE
FORMATION OF THE COMMUNITY ADVISORY COMMITTEE OF
THE 2050 SANTA ROSA GENERAL PLAN UPDATE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, waive Council Policy 000-06 and authorize the formation of the 2050 Santa Rosa General Plan Community Advisory Committee.

EXECUTIVE SUMMARY

On August 25, 2020, the Council considered the waiver of Council Policy 000-06 regarding the formation of the twenty-five (25) member Community Advisory Committee (CAC) to the 2050 Santa Rosa General Plan Update (Project). The Council agreed to waive the policy provided: 1) the Director of Planning and Economic Development (PED) selects the first eighteen (18) CAC members based on an open application process to help ensure the CAC reflects diverse neighborhoods, age-groups, community organizations, special interest groups, and business stakeholders within the City; 2) each Council member will then seat one CAC member, totaling seven (7), to round out the diversity of the full CAC; and 3) the Director of PED or Council member that selected any vacated CAC seat will select the replacement member.

The recommended resolution waives Council Policy 000-06 and authorizes the formation of the CAC subject to these provisions.

BACKGROUND

The Project commenced in March 2020. One of the first Project deliverables is the Community Involvement Strategy (CIS). The CIS describes the formation and role of the CAC as well as lists many outreach tools that will be used to help ensure robust and inclusive public engagement during the 3-year project.

On August 25, 2020, the Council accepted the CIS except that Council directed the requested waiver be revised to allow the Council to seat seven (7) members of the 25 member CAC.

PRIOR CITY COUNCIL REVIEW

As noted in the Background section above, on August 25, 2020, Council considered the recommended waiver of Council Policy 000-06 and directed it be revised to allow Council to seat seven (7) CAC members.

ANALYSIS

1. Council Policy 000-06

Council Policy 000-06, Appointments to Boards/Commissions/Committees, outlines specific requirements for appointments to City committees. This policy (Attachment 1) identifies specific requirements for recruitment, appointment, notification, sources of names, incumbents, applications, appointment procedures by individual Council members or by the full Council, chairs, attendance, and conflicts of interest/ethics. The Council Policy restricts membership to residents of the City of Santa Rosa which would not allow non-resident commercial or industrial owners on the CAC.

The twenty-five member CAC will be active throughout the 3-year project term. Their role is to comment on key general plan update documents and to serve as community liaisons. CAC members will individually review and comment on draft documents released for public review. They are expected to attend up to ten (10) CAC meetings regarding existing conditions, project vision, alternatives, EIR scoping, draft general plan, and EIR review (Attachment 2, Community Involvement Program, Line B). CAC members will provide feedback to staff in the same way staff receives feedback from members of special interest groups and the general community. The CAC members will also work individually to inform the public about the purpose of the general plan update and about the opportunity and value of engaging in the preparation of a community-based general plan update.

The Director of Planning and Economic Development (PED) will select the first eighteen (18) CAC members based on an open application process to help ensure the CAC reflects diverse neighborhoods, age-groups, community organizations, special interest groups, and business stakeholders within the City. The Council will then seat the remaining seven (7) members to round out the diversity of the full CAC. Any vacated CAC seat, including by non-attendance, will be replaced by the appointing Council member or by the PED Director.

The recommended resolution approving the policy waiver and authorizing the formation of the formation of the twenty-five (25) member Community Advisory Committee subject to the following requirements:

1. The Director of Planning and Economic Development (PED) will select the first eighteen (18) CAC members based on an open application process to help ensure

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the CAC reflects diverse neighborhoods, age-groups, community organizations, special interest groups, and business stakeholders within the City.

2. Each of the seven (7) Council members will seat one CAC member, totaling seven (7), to round out the diversity of the full CAC.
3. In the event a CAC seat is vacated by resignation or non-attendance by a member, the Director of PED or Council member that selected the vacated seat will select the replacement.

PUBLIC COMMENTS

Two public comments received at the August 25, 2020 meeting supported the waiver to Council Policy 000-06 and urged the CAC be formed with members selected from the community and that it is not subject to Brown Act meeting rules.

FISCAL IMPACT

Funding has already been allocated to the Project, of which the Community Involvement Strategy including the CAC is a component.

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

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 - Council Policy 000-06
- Attachment 2 – Community Involvement Program
- Resolution

CONTACT

Andy Gustavson, Senior Planner
Planning and Economic Development
100 Santa Rosa Avenue, Room 3
(707) 543-3236 / AGustavson@srcity.org