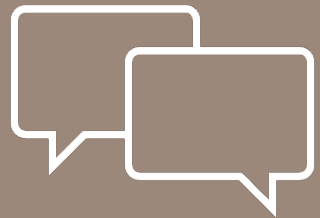




COMMUNITY ADVISORY COMMITTEE MEETING #1

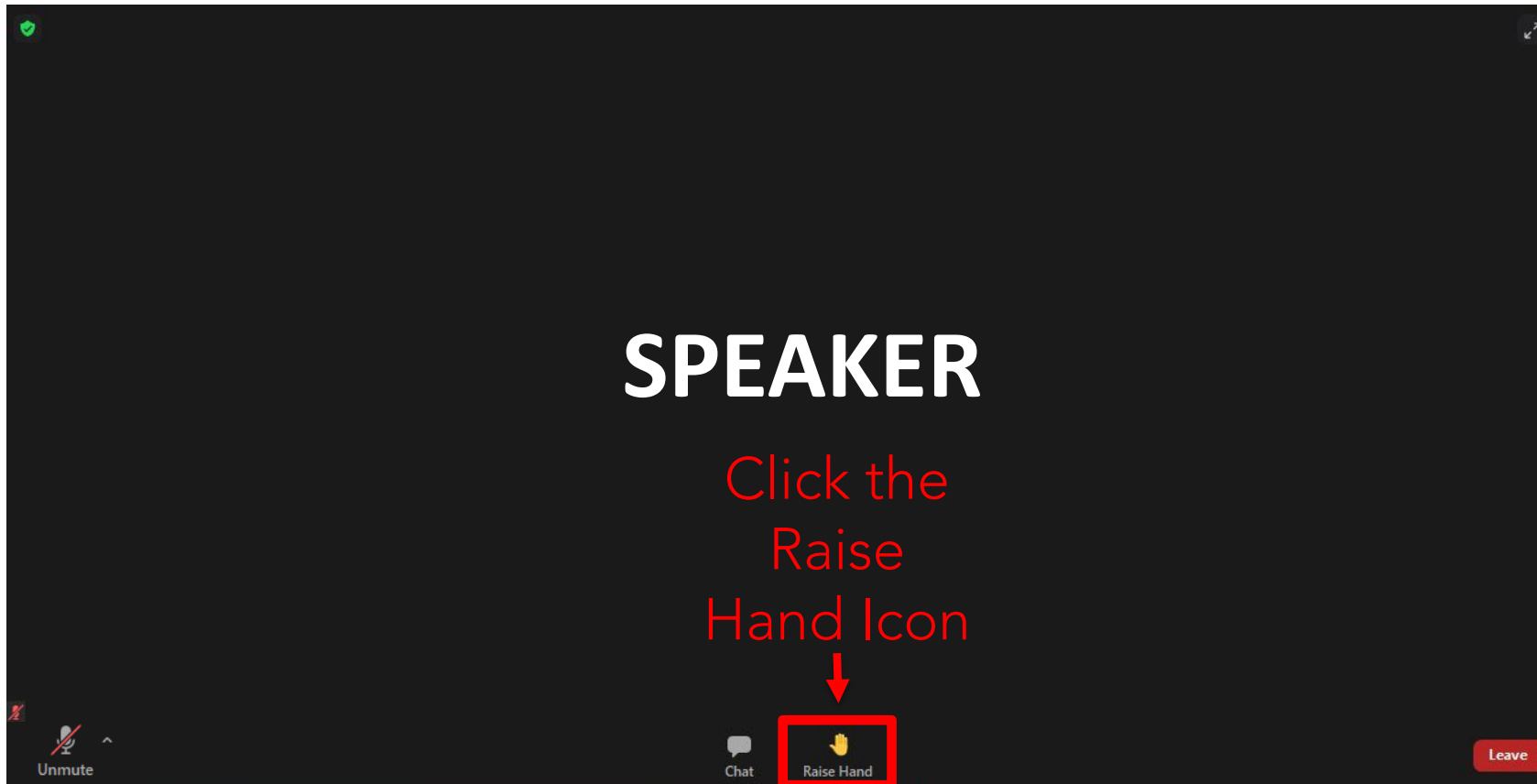
VIRTUAL MEETING | FEBRUARY 3, 2021



ZOOM ORIENTATION

Zoom Hand Raise

Computer

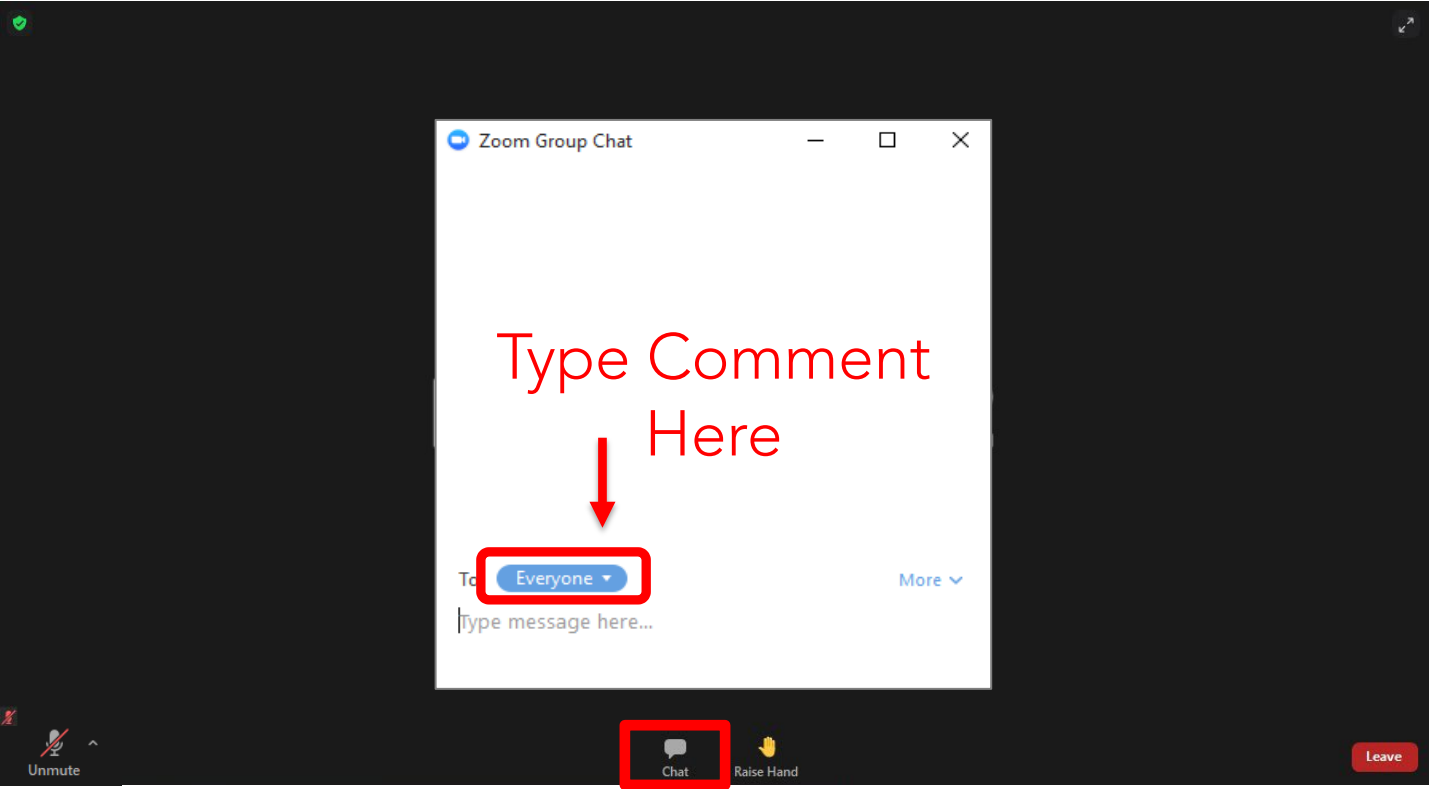


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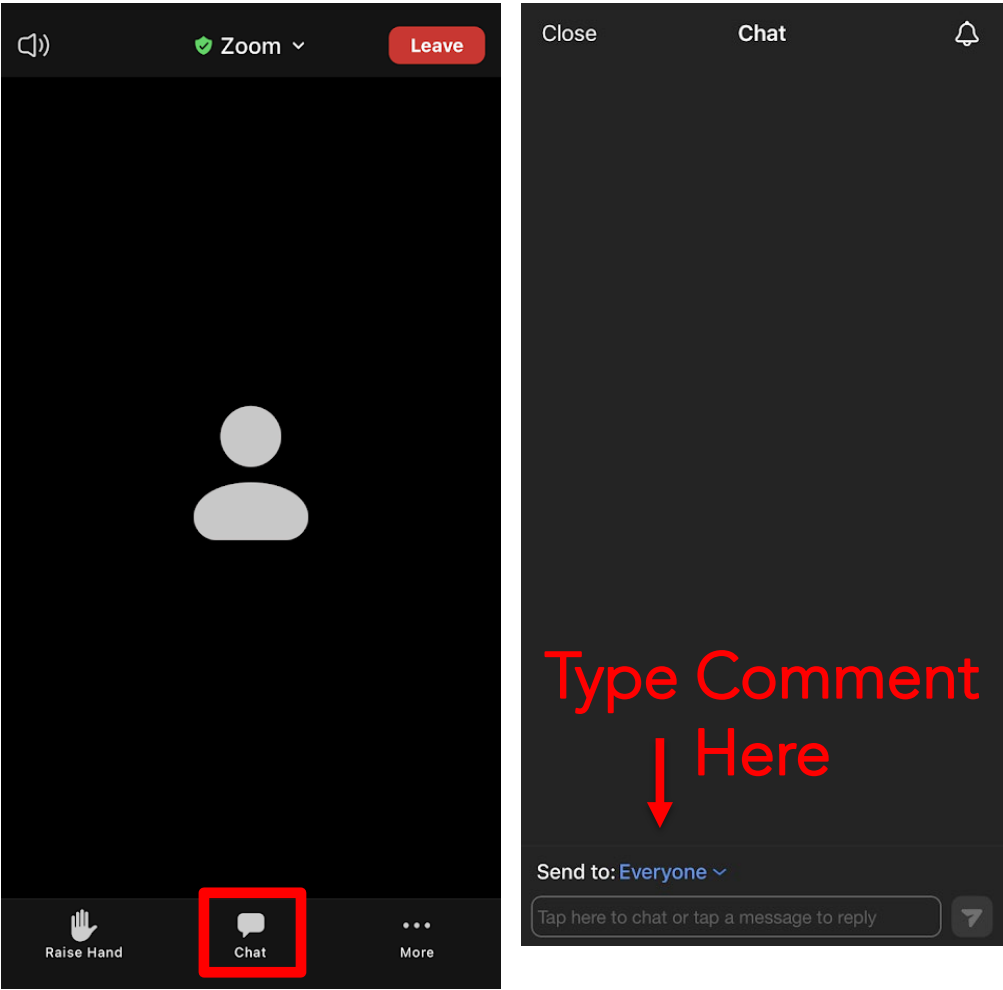


Zoom Chat

Computer



Phone



WELCOME AND AGENDA REVIEW

Agenda

- I. Welcome and Agenda Review
- II. Introductions
- III. Community Advisory Committee Purpose and Roles
- IV. Santa Rosa Forward Project Overview and Key Themes
- V. Public Comments
- VI. Close

INTRODUCTIONS

City Staff and Consultant Team Members

City Staff

Andy Gustavson, Senior Planner

Amy Lyle, Supervising Planner

Beatriz Guerrero Auna, Senior Planner

Magali Telles, Community Engagement
Division Director

Clare Hartman, Acting Assistant
City Manager

Consultant Team

Dan Amsden, MIG

Ana Padilla, MIG

Michelle Gervais, G&A

Charlie Knox, PlaceWorks

Andrea Howard, PlaceWorks

Carolyn Verheyen, MIG

Jamillah Jordan, MIG

CAC Members

Aaron Schreiber-Stainthorp

Ali Soto

Andres Vigil

Annette Arnold

Delashay Carmona Benson

Erica Mikesch

Evette Minor

Jen Klose

Lee Pierce

Lisa Joslen

Melanie Ahlers

Michael Cook

Omar Lopez

Patricia Thompson


Rituja Bhowmik

Ryan Tracey

Steven Spillman

COMMUNITY ADVISORY COMMITTEE PURPOSE AND ROLES

CAC Organizational Framework



Community Advisory Committee
Organizational Framework
10/22/2020

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 Council members 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:

COMMUNITY ADVISORY COMMITTEE ORGANIZATION FRAMEWORK
SANTA ROSA FORWARD // www.SantaRosaForward.com

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October 22, 2020

- 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.

Transparency	CAC, Project Team, and City staff will share relevant information and facts to facilitate productive discussion and progress toward mutual goals.
Equal Participation	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.
Inclusivity	CAC meetings will be conducted to ensure that the ideas and views of all members are considered.
Respectful Engagement	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.
Facilitated Meetings	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.
Brown Act	CAC meetings will be conducted in accordance with 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.

COMMUNITY ADVISORY COMMITTEE ORGANIZATION FRAMEWORK
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October 22, 2020

CAC Member Roles

- Serve as liaisons to your constituent groups
- Encourage community participation throughout the process
- Work with the Project Team
- Provide ideas for consideration in preparing the General Plan Update

CAC Member Roles (continued)

- Gain a broad understanding of community needs and desires
- Address key topics and issues in a constructive manner
- Find common ground while discussing of issues and ideas for GP Update process

CAC Member Expectations

- Attend all CAC meetings
- Participate actively
- Adhere to the Operating Principles
- Review meeting materials and documents in advance
- Consider the technical information shared during presentations and CAC discussion

CAC Member Expectations (continued)

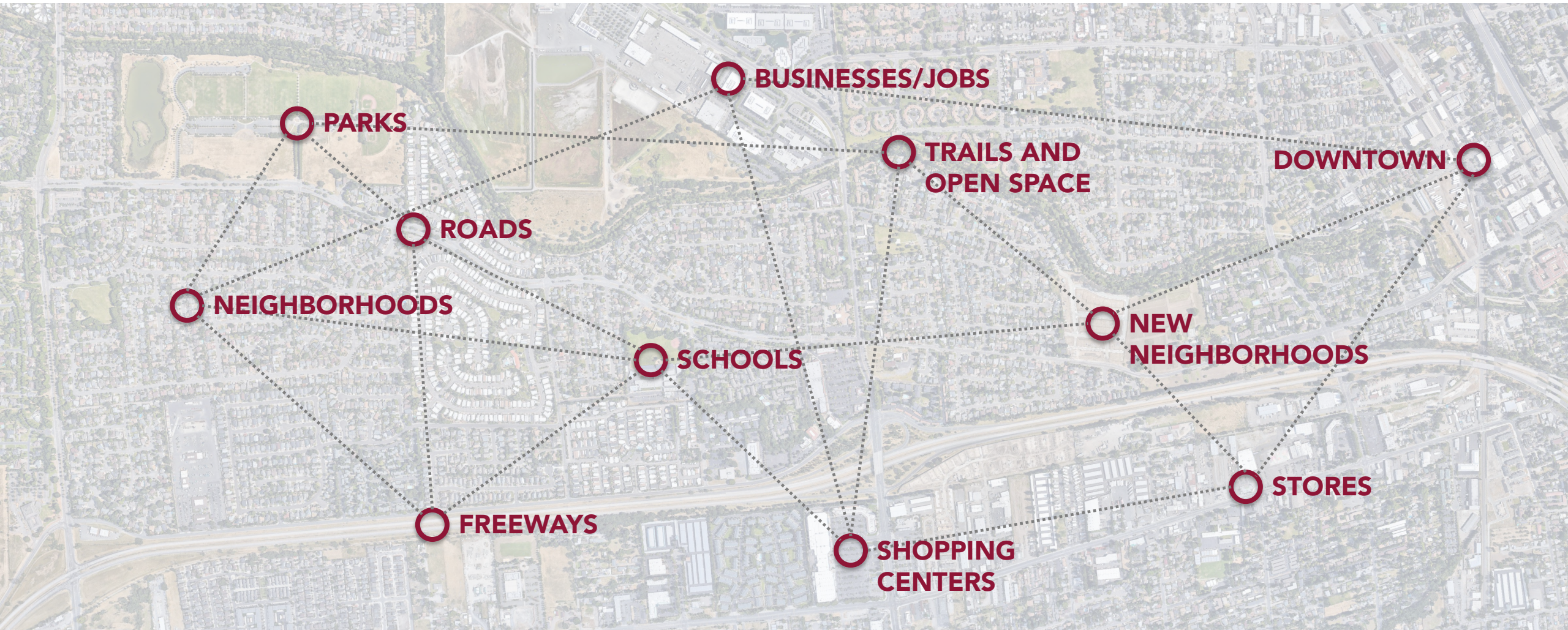
- Understand other CAC member's ideas and points of view
- Listen respectfully to all comments and suggestions
- Engage the broader Santa Rosa community
- Disseminate General Plan Update materials
- Encourage the community to participate in the project

CAC Ground Rules

- Only one person can speak at a time
- Keep responses and comments concise and respectful
- Cell phones must be turned off during the meeting
- Inform City staff in advance if they are unable to attend a scheduled meeting

SANTA ROSA FORWARD PROJECT OVERVIEW AND KEY THEMES

Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.



But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.

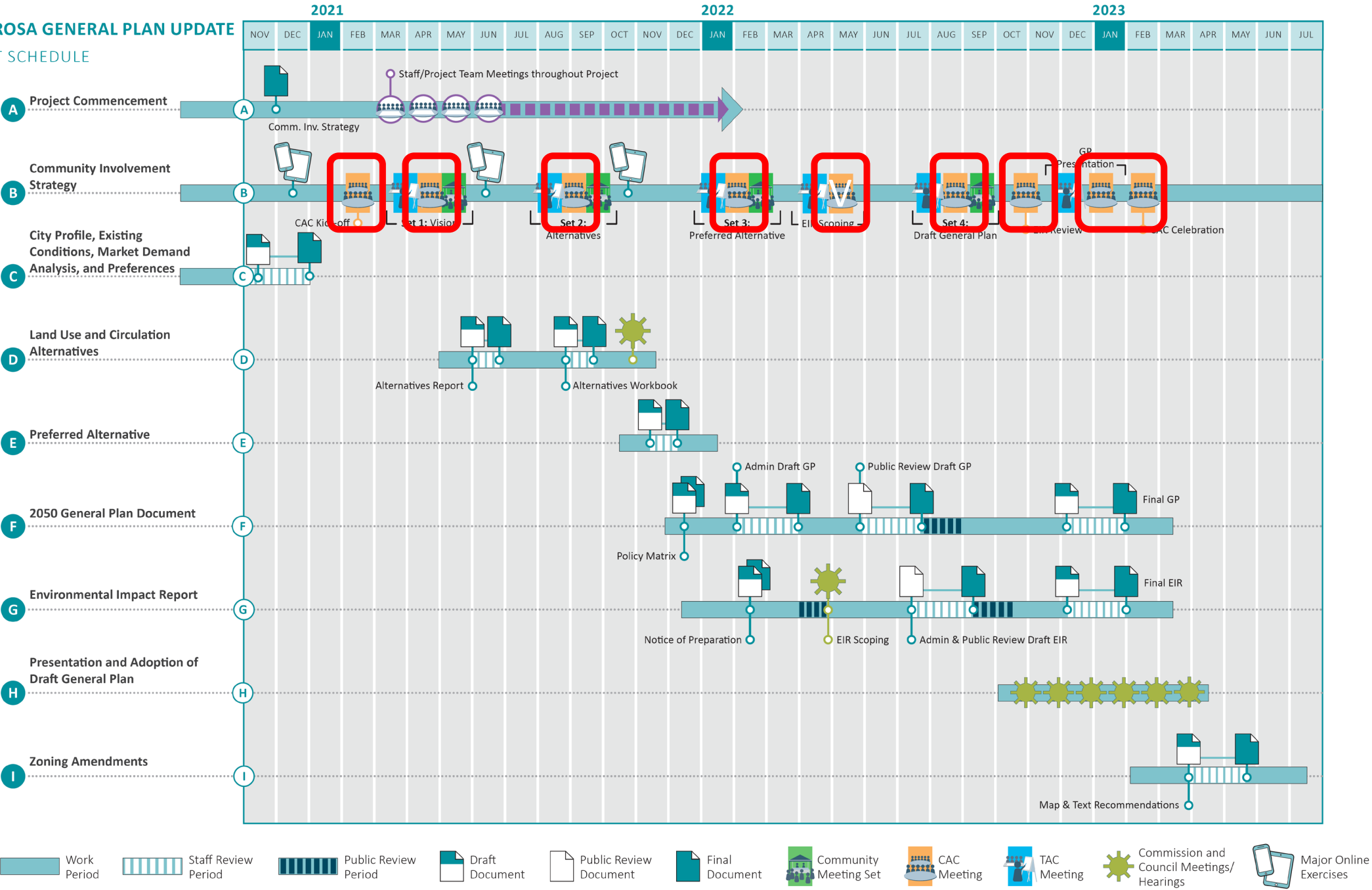


The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



SANTA ROSA GENERAL PLAN UPDATE
PROJECT SCHEDULE



COMMUNITY INVOLVEMENT STRATEGY

- Identify and Remove **Barriers** to Participation
- Leverage **Local and Social Media Networks**
- Create Opportunities for **Inclusive and Equitable** Participation
- Encourage **Community Collaboration** to Inform Policy Decisions
- Build Santa Rosans **Interest and Understanding** of Community Planning



COMMUNITY INVOLVEMENT STRATEGY

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



KAISER PERMANENTE

Kaiser Permanente provided the City a **Healthy Communities Grant** that is focused on providing opportunities to engage under-represented communities and develop healthy cities policies and actions

This funding allows the City to add, enhance, or expand upon many of the **engagement activities** included in the draft CIS



**KAISER
PERMANENTE®**

Access to Care

Make a direct impact with our own charitable coverage programs and support the safety net of community clinics to provide high quality care outside our walls.

Healthy Eating Active Living

Create healthy environments to help people eat better and move more, preventing and reducing the impact of chronic conditions.

Mental Health and Wellness

Promote social-emotional health and well-being and improve access to high quality behavioral health care services.

Community and Family Safety

Support prevention and intervention of family and community violence, and victims or those at-risk of violence.



LATINO SERVICE PROVIDERS

Latino Service Providers is a **key partner** of the City's and will be involved in many community outreach and engagement events

Most of these activities will be centered around **community outreach and youth engagement**



KEY TOPIC

CREATE HOUSING FOR ALL

- Range of Densities and Types
- Market-Rate Housing
- Affordable Housing
- Reducing Barriers to Home Rentals and Ownership
- Homelessness Strategies



KEY TOPIC

CHANGE OR INCREASE SHOPPING, DINING, AND ENTERTAINMENT

- New Types of Stores
- Entertainment Districts that Includes a Variety of Activities
- Outdoor Dining



KEY TOPIC

IMPROVE HOW PEOPLE MOVE AROUND SANTA ROSA

- More Sidewalks
- New Bicycle Lanes and Routes
- New Transit Services
- Autonomous Vehicles



KEY TOPIC

ENHANCE AMENITIES AND SERVICES

- Improve Relationships Between Law Enforcement and Neighborhoods
- Improve Fire Department Response Times
- Create More Parks and Open Spaces
- Expand Learning Opportunities



KEY TOPIC

FOSTER ECONOMIC DEVELOPMENT

- Retaining and Supporting Existing Businesses
- Attracting New Businesses
- Supporting Commercial Centers
- Diversifying the Types of Jobs
- Improving Access to Employment



KEY TOPIC

SUPPORT A HEALTHY COMMUNITY

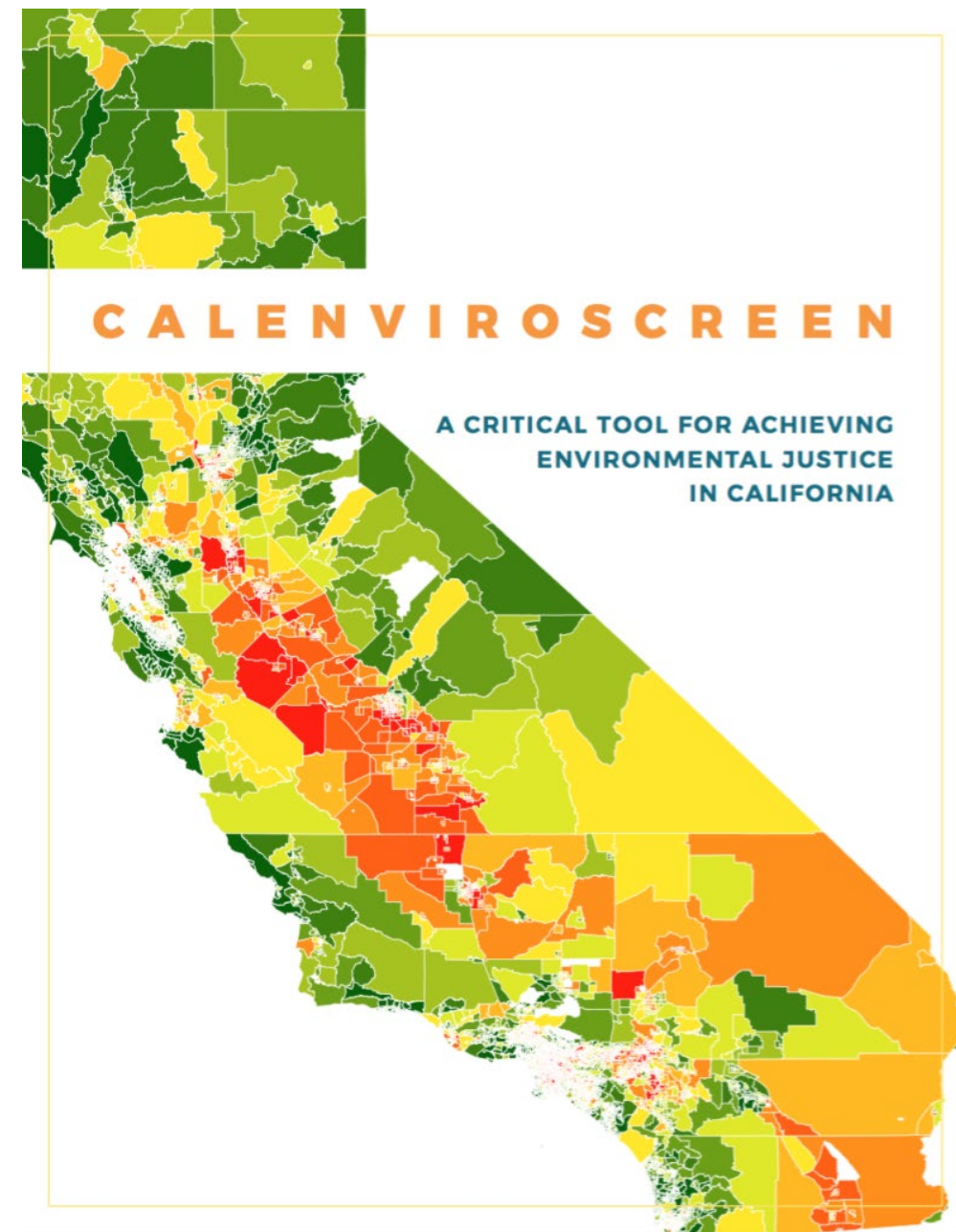
- Safer Communities
- Walkable Neighborhoods
- Access to Healthy Foods, Parks, and Recreation
- Access to Healthcare
- Worksite Wellness



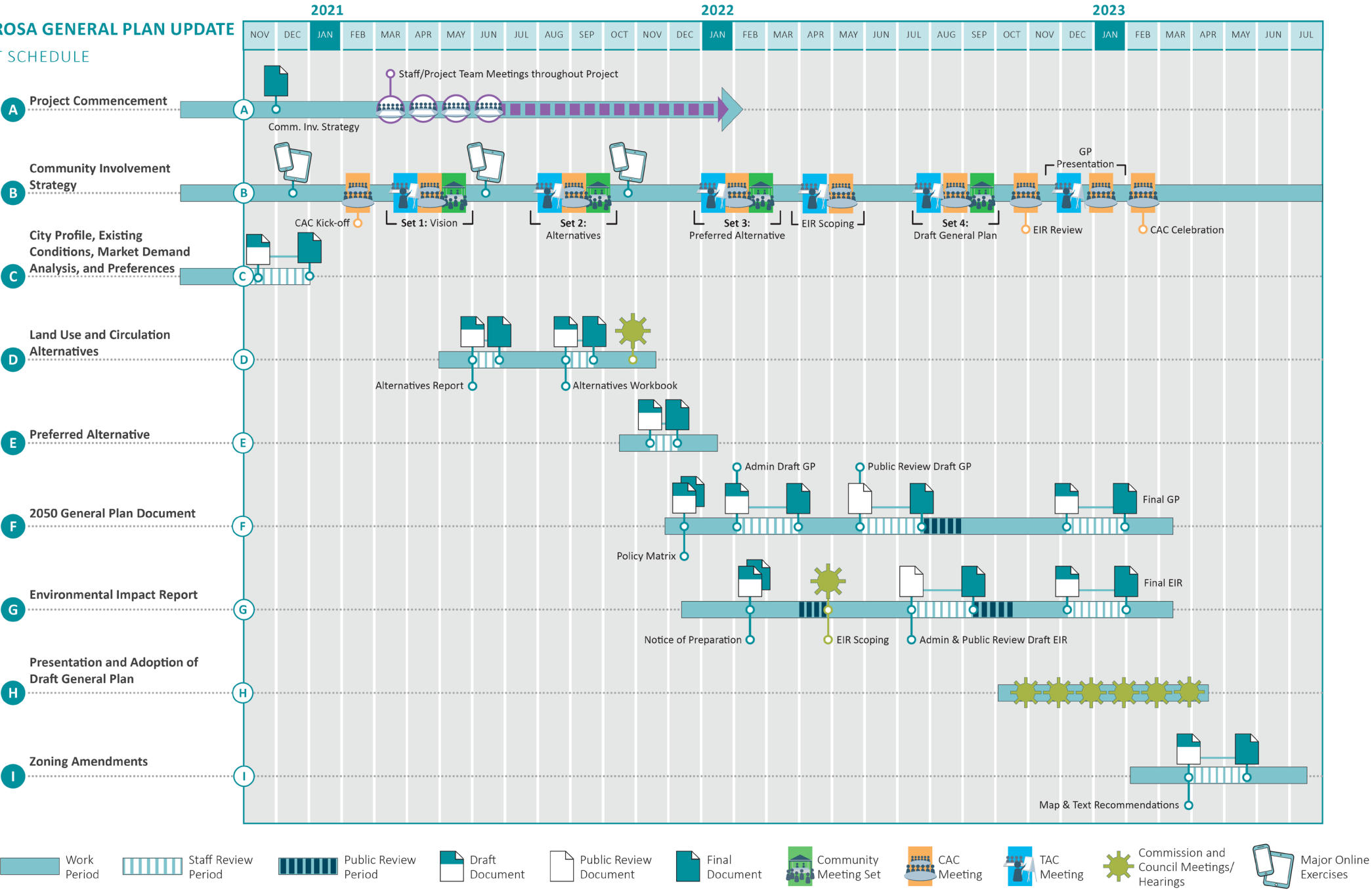
KEY TOPIC

ENSURE ENVIRONMENTAL JUSTICE AND SOCIAL EQUITY

- Ensuring people of all races, cultures, and incomes are treated fairly with respect during the planning process and when projects are developed
- Supporting disadvantaged communities with resources, programs, and facilities



SANTA ROSA GENERAL PLAN UPDATE
PROJECT SCHEDULE



PUBLIC COMMENTS

NEXT STEPS

Next Steps for CAC Members

- Review the **Briefing Book** and **Key Findings** from the Existing Conditions Report
- Attend **CAC Meeting #2** in early March to review the existing conditions key findings and discuss a vision for the future of Santa Rosa
- **Get the word out on the project!** Please start spreading the word to your community connections and orient people to the project website for more information

SANTA ROSA FORWARD

Plan Our Future Together



Learn more about the project at
www.SantaRosaForward.com