

City of Santa Rosa Town Hall Framework

Town hall meetings can be an effective way for the City of Santa Rosa staff and officials to engage with the community, share important information, and gather feedback on local issues. To ensure that town hall meetings are organized and effective, the following framework can be used:

1. **Determine the purpose and goals of the town hall meeting:**

The first step in organizing a town hall meeting is to determine the purpose and goals of the meeting. Such as, sharing updates on local issues, gathering feedback on proposed policies, or answering questions from the community.

When possible, the City should plan at at minimum 12 weeks in advance to inform and engage the community to participate in the town hall meeting.

2. **Identify the target audience:**

Next, it is essential to identify the target audience for the town hall meeting. This could include residents of a specific neighborhood, members of a particular community group, or anyone in the local area.

3. **Select a date, time, and location:**

Once the purpose and target audience has been identified, the next step is to select a date, time, and location for the town hall meeting. It is important to choose a venue that is accessible and convenient for attendees, and to schedule the meeting at a time for the target audience.

Note: Keep in mind if the meeting needs to be hybrid, in-person or both. Make sure the location can support the type of meeting desired.

4. **Plan the agenda:**

A well-planned agenda is essential for a successful town hall meeting. The agenda should include an introduction, presentation of information, time for questions and answers, and a summary of the meeting's conclusions. Note: Note: If extra collateral is needed, plan with the Communications, Engagement and Government Relations Department to ensure the items are available.

5. **Advertise the meeting:**

To ensure a good turnout, it is critical to advertise the event through various channels, including the City's website, City Connections newsletter, social media, local news

outlets, and community partners. It may also be helpful to send out specific invitations to specific community groups or organizations.

Note: We encourage elected officials and Community Advisory Board to help in the outreach efforts to engage the community to maximize participation.

6. Invite speakers and panelists:

Depending on the purpose of the meeting, it may be necessary to invite speakers and panelists to present information or answer questions. It is important to choose speakers knowledgeable about the topic and can effectively communicate with the audience.

7. Provide accommodations:

To make the event accessible to everyone, we recommend providing accommodations such as interpreters for non-English speakers and accommodations for those with hearing or visual impairments.

8. Facilitate the meeting:

During the meeting, it is helpful to facilitate the discussion and ensure that everyone has an opportunity to ask questions and share their opinions. A moderator or facilitator can be appointed to guide the discussion and keep the meeting on track.

9. Follow up after the meeting:

After the meeting, it is important to follow up with attendees and summarize the meeting's conclusions, which could include sharing any action items identified during the meeting and providing updates on any issues raised.

This framework is designed to help the City of Santa Rosa successfully host town hall meetings that engage the community, share important information and gather feedback on local issues.