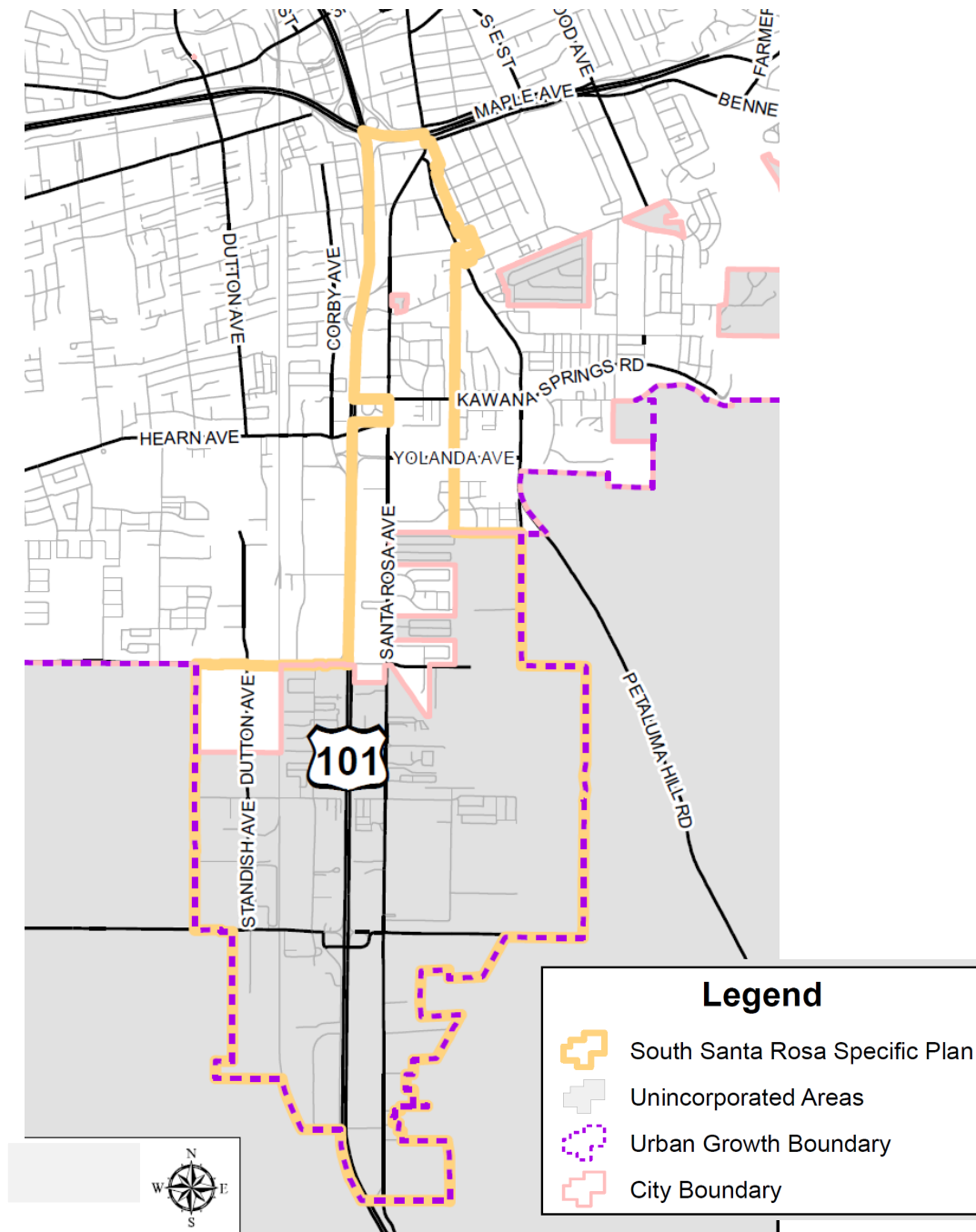


South Santa Rosa Specific Plan Community Engagement Strategy

Background – Specific Plan

- Grant from Metropolitan Transportation Commission/Association of Bay Area Governments (MTC/ABAG) to prepare a Specific Plan and Environmental Impact Report (EIR) in South Santa Rosa.
- Comprehensively address land use, transportation, circulation, assess infrastructure, and prepare EIR
- Engage the community throughout the process and ensure that the community vision is reflected

- South Santa Rosa Specific Plan planning area
- ~1,900 acres
- ~500 acres in City
- ~1,400 acres unincorporated



Community Engagement Strategy

- Community Engagement is a critical component of the Specific Plan's success
- A variety of outreach methods will be used to ensure maximum participation
- Participation sought from residents, business and property owners, neighborhood groups, community and faith-based organizations

Engagement Strategy Goals

- Ensure the process actively seeks input from all stakeholders, particularly those traditionally underrepresented.
- Facilitate effective communication between the project team and the community.
- Foster a collaborative environment to create a shared vision that reflects the diversity of the community.
- Establish mechanisms to ensure transparency in the process.
- Lay the groundwork for enduring partnerships between the community and the City.

Community Engagement Methods

- Engagement Advisory Committee
- Technical Advisory Committee
- Translation and Interpretation Services
- Project Branding
- Project Webpage
- Community Canvassing
- Community Surveys
- Pop-Up Events and Workshops
- Community Walks
- Local Planning Office
- K-14 Schools Engagement
- Social Media Materials

Engagement Advisory Committee (EAC)

- EAC: represents residents and stakeholders in Specific Plan process
- Role: lead community's participation and bring others into process
- Outreach to potential members
- Composition: 10 -15 members who live, work, play, shop, travel in, or use the Plan area. A priority is placed on current residents, including homeowners and renters, property owners, students, businesses, customers, and public space users, but membership is open to all stakeholders.

- Policy: outlines specific requirements for appointments to City committees
 - Requires that committee members be Santa Rosa residents
 - Requires a formal application be submitted to the City
 - Reduces flexibility of appointments when member replacement or addition is required
- While the City Council typically provides appointments to boards, commissions and committees, appointment by City Staff utilizing the composition guidelines will provide the necessary selection criteria for this limited term committee, and will allow Staff to reappoint quickly if members resign mid-project.

Timeframe and Next Steps



It is recommended by the Planning and Economic Development Department that the Council, by motion:

- Accept the Community Engagement Strategy for the South Santa Rosa Specific Plan; and
- Waive Council Policy 000-06 regulating appointments to Boards/Commissions/Committees to allow Staff to appoint members of the EAC for the South Santa Rosa Specific Plan.

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