



SOUTH SANTA ROSA SPECIFIC PLAN
COMMUNITY ENGAGEMENT STRATEGY

Table of Contents

Introduction	3
Purpose of the CES.....	3
Project Description.....	4
Background	4
South Santa Rosa Specific Plan Project Overview	4
Project Objectives	4
Community Engagement Methods	7
Engagement Advisory Committee (EAC)	7
Technical Advisory Committee (TAC)	9
Translation & Interpretation Services	10
Project Branding.....	10
Project Webpage.....	11
Community Canvassing	11
Community Surveys	12
Community Walks	16
Local Planning Office	17
K-14 Schools Engagement	17
Social Media Materials.....	18
Summary of Organizational Roles Related to Outreach and Engagement	19
Project Timeline	20
Community Engagement Timeline	20
Transparency and Accountability	21
Appendix: EAC Recruitment Plan	22
EAC Goals and Imperatives	22
Composition of the EAC	22
Guidelines for EAC Selection – Equity Lens	23
Recruitment Strategy	23
Selection Process for EAC.....	25

Introduction

The Community Engagement Strategy for the South Santa Rosa Specific Plan (SSRSP) is a roadmap that describes how the project team will ensure equitable and inclusive community engagement throughout every stage of the planning process, establishes goals and objectives, and provides a brief introduction to the Plan.

Purpose of the CES

The core goal of the Community Engagement Strategy is to establish an inclusive and collaborative approach to engagement that recognizes the importance of planning *with* the community, rather than *for* the community. This approach recognizes the importance of removing barriers to participation in the planning process and strives to amplify the voices of community members, including seniors, youth, people of color, low-income families, individuals with limited English proficiency, individuals with disabilities, and representatives of other equity priority populations, to ensure they are not left out of the conversation. More specifically, the Community Engagement Strategy is designed with the following key objectives in mind:

- Ensure that the planning process actively seeks input from all residents, businesses, and other stakeholders, particularly those who are traditionally underrepresented in the planning process.
- Facilitate effective communication between the project team and the community to encourage the exchange of information, concerns, and ideas throughout the project.
- Foster a collaborative environment to create a shared vision for the Plan Area that reflects the diverse values and needs of the community.
- Establish mechanisms to ensure that feedback and input from the community is echoed back to the public, fostering a sense of trust and transparency in the planning process.
- Lay the groundwork for enduring partnerships between the community and the City of Santa Rosa.

What is a Specific Plan?

A specific plan is a planning document that implements the goals and policies of the General Plan. A specific plan guides the development of a particular geographic area.

For more information on specific plans, visit the California Office of Planning Research, General Plan Guidelines, Chapter 9: https://opr.ca.gov/docs/OPR_C9_final.pdf

Project Description

Background

For several decades, the lands within the SSRSP Area (Figure 1, 2) have been developed without the benefit of a comprehensive effort to plan for overall, multi-modal circulation, land use, infrastructure, or the location of community facilities such as parks, schools, and libraries.

In 1982, the South Santa Rosa Area Plan was developed by the County of Sonoma to provide a foundational framework for lands within the unincorporated County of Sonoma.

In 2019, the Metropolitan Transportation Commission/Association of Bay Area Governments (MTC/ABAG) designated the Santa Rosa Avenue corridor, from Hwy 12 south to the southern City limit line, as a Priority Development Area (PDA). The following year, the County designated its own PDA to the south of and abutting the City's PDA. The PDA designation qualifies jurisdictions for certain infrastructure and funding opportunities to support planning for housing, jobs, and transportation investments in the neighborhood.

South Santa Rosa Specific Plan Project Overview

The City recognizes the need to address the lack of cohesive and coordinated planning in the Plan Area. The SSRSP will establish a clear vision for South Santa Rosa by developing a blueprint for land use and circulation in this area, including development and public realm standards, community, health, and equity policies, capital improvements, and implementation actions and investments. The Plan Area encompasses approximately 1,900 acres, including approximately 1,400 acres of unincorporated County land, which is within the City's urban growth boundary (UGB). The project boundaries include the area south of Highway 12 and east of Highway 101, extending to Petaluma Hill Road, and south to the UGB and includes both sides of Highway 101. This includes both the Santa Rosa Avenue Corridor PDA and the County of Sonoma's South Santa Rosa Avenue PDA.

Project Objectives

The SSRSP is driven by a multifaceted set of objectives:

1. **A Community-Driven Plan:** A robust community engagement strategy will be used to ensure that the SSRSP harnesses the collective insights of residents, property owners, business stakeholders, and the community at large. This inclusive approach will cultivate a shared vision for the future, allowing the planning process to reflect the diverse perspectives within the community.
2. **A Comprehensive Plan:** The project will establish a comprehensive land use and policy framework in the Plan Area that will guide future development. The Plan will emphasize housing diversity, transit-oriented land uses, economic and environmental resilience,

jobs/housing balance, the creation of complete neighborhoods that provide residents with opportunities for living, shopping, work, and play, as well as the necessary infrastructure to support future development.

3. **An Equitable Plan:** Formulation of health and equity policies as part of the Plan is an important objective for land use planning, urban design, and the provision of public services and infrastructure. The project includes preparation of an Environmental Impact Report (EIR), identifying measures to address environmental justice concerns, safeguard and enhance environmental quality, minimize potential impacts, and streamline the environmental review process for projects within the Plan Area.
4. **A Plan for Economic Sustainability and Development:** The Plan will evaluate existing and future needs for economic development in the Plan Area and recommend improvements related to infrastructure, investment opportunities, and employment opportunities with a focus on micro-entrepreneurial businesses and recognition of small business needs.

Through these objectives, the SSRSP will rectify historical planning gaps and promote a vibrant, inclusive, economically viable, and environmentally conscious future for the Plan Area.

Figure 1: South Santa Rosa Specific Plan Area in relation to City

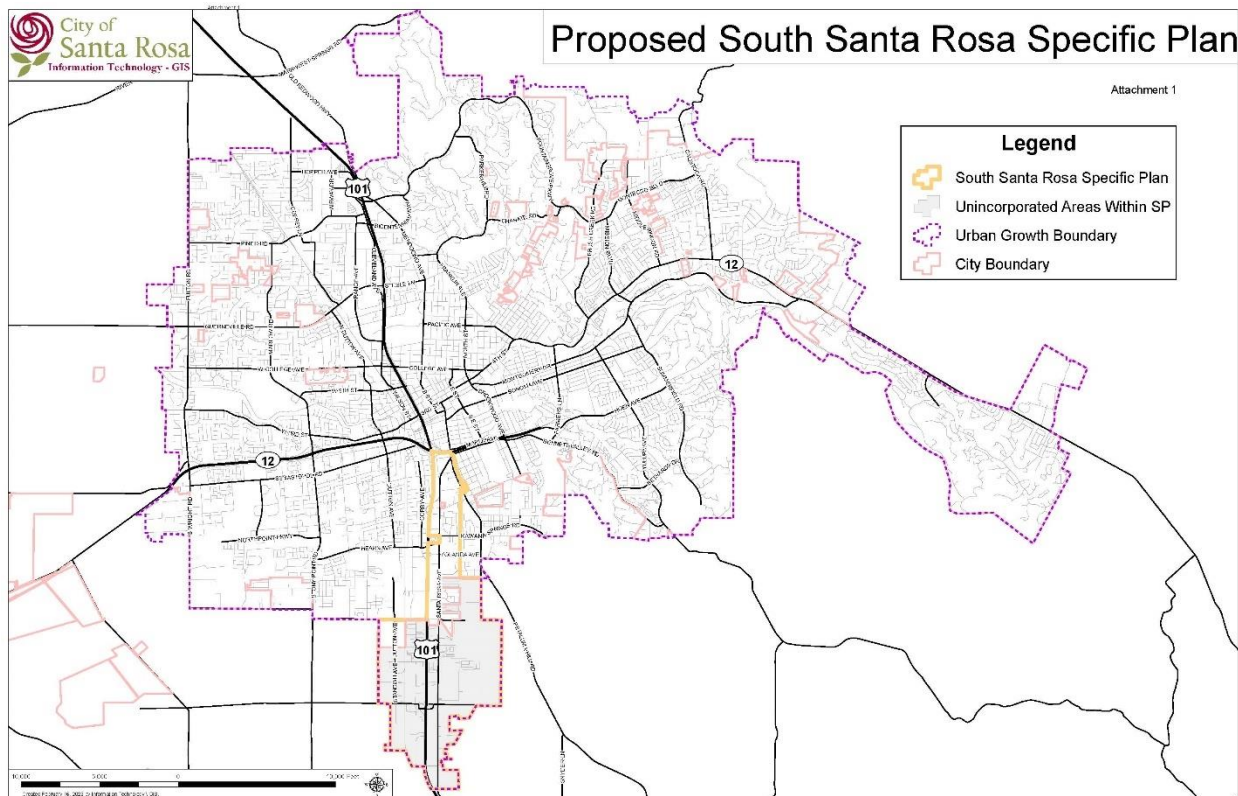


Figure 2: South Santa Rosa Specific Plan Area



Map on project webpage: <https://www.srcity.org/ssrsp>

Community Engagement Methods

The 4LEAF team, in coordination with the City of Santa Rosa's Planning and Economic Development (PED) Department and the Communications and Intergovernmental Relations Office (CIRO), will employ a local, Embedded Planning approach to community engagement to activate members of the community and meet them where they are. Embedded Planning is when planners conduct their work in the spaces and places of the community to understand people's needs, build trust and authentic relationships, increase participation for marginalized communities, participate in community life, and ultimately advance equity.

SSRSP engagement methods include: An Engagement Advisory Committee (EAC) and Technical Advisory Committee (TAC), Translation and Interpretation, Project Branding, a Project Webpage, Community Canvassing, Community Surveys, Community Workshops, Pop-up Events including tabling and arts-based engagement, Community Walks, a Local Planning Office, K-14 Engagement, and Social Media. The specific composition of engagement methods will depend on project budget and specific needs as identified throughout the public engagement process.

Engagement Advisory Committee (EAC)

EAC recruitment

The EAC will be a key part of the project team supporting community engagement, with members acting as representatives of the larger community bringing input to City staff and the consultant team to advise on Plan development. The EAC will be made up of 10-15 members including residents, students, business owners, and community leaders who know the area well. A detailed recruitment plan for the EAC is provided in the Appendix.

EAC ongoing work

Three (3) EAC meetings will be held throughout the planning process. Meetings will be in person, online, or in a hybrid format depending on EAC members' needs. 4LEAF will provide Spanish interpretation at EAC meetings as needed, and meeting summaries will be published in English and Spanish on the project website. City staff will be available to provide Spanish translation as needed.

Potential EAC meeting locations include Santa Rosa City Hall, City-provided community meeting rooms, or 4LEAF's Santa Rosa office. Other community spaces are welcome and the project team encourages holding meetings within the Plan Area if suitable meeting space is available.

In addition to the three scheduled meetings, City staff and the 4LEAF team will be in regular contact with the EAC to assist in on-going outreach efforts, including assistance at workshops and pop-up events.

The EAC is strictly an advisory body and does not have approval authority over any aspect of the SSRSP.

Timing: Spring 2024 – Summer 2025

Responsibilities:

- 4LEAF: Recruit EAC members, in consultation with City staff, review member applications, and prepare preliminary EAC membership recommendations for City staff. Once members have been selected, 4LEAF will coordinate with City staff and EAC members, develop meeting agendas, facilitate EAC meetings, provide meeting materials (English and Spanish), provide Spanish language translation in meetings, prepare meeting summaries.
- City: Recruit EAC members, review list of recommended members, select EAC members, provide Spanish language translation in meetings as needed, provide or approve EAC meeting spaces, provide map of Plan Area/graphic materials.

EAC Meeting #1

Timing: Spring/Summer 2024

- The kickoff meeting will explain the SSRSP project objectives and role of the EAC, outline the meeting schedule and expectations, explain the Community Engagement Strategy, discuss existing conditions and concerns in the Plan Area, and strategize the best methods to reach the community for development of the vision and Land Use and Circulations alternatives.
- 4LEAF materials and activities: handouts, Community Engagement Strategy document, Existing Conditions Report, slide deck, discussion exercises.

EAC Meeting #2

Timing: Winter 2024

- In the second meeting, the EAC will review Plan options developed through the planning process and community engagement including alternatives for Land Use and Circulation, design and density, and other key aspects of the Plan. At the conclusion of the meeting, the EAC will have provided their input on a Preferred Alternative for the Specific Plan.
- 4LEAF materials and activities: handouts, Draft Alternatives documents, slide deck, discussion exercises.

EAC Meeting #3

Timing: Summer 2025

- The third and final meeting will focus on reviewing the Draft Specific Plan, which members will have received beforehand. Using interactive exercises and structured discussions, EAC members will be invited to provide comments that might be used to refine the Draft Specific Plan.
- 4LEAF materials and activities: handouts, Draft Specific Plan, slide deck, discussion exercises.

Environmental Review

As part of the ongoing public review process, the City of Santa Rosa will issue a Notice of Preparation announcing a draft Environmental Impact Report (EIR) to be released upon completion of the Draft Specific Plan. The EIR will be considered by the Santa Rosa Planning Commission and City Council.

Technical Advisory Committee (TAC)

A TAC will be formed as part of the Specific Plan process. The TAC will help ensure the technical accuracy of the SSRSP and associated EIR through the review, feedback, and refinement of deliverables.

TAC membership will include representatives from each City department and division, as well as outside groups and agencies, including but not limited to, the local school districts (e.g. Santa Rosa City Schools and Bellevue Union), the Sonoma County Transportation Authority (SCTA), Sonoma County Transit, Sonoma County Bicycle Coalition, Sonoma County Health Services, Permit Sonoma, Sonoma-Marin Area Rail Transit (SMART), MTC/ABAG, Sonoma Water, Sonoma County Regional Parks and the Sonoma County Office of Equity.

The TAC will meet three (3) times during the planning process to review emerging Plan documents and provide input on their respective areas of expertise. Meetings will be in person, online, or hybrid depending on TAC members' needs. 4LEAF will provide meeting summaries to be published on the project website.

Internal City departments and divisions will also review administrative draft documents for technical accuracy, including the Draft Specific Plan and Draft EIR.

The TAC does not have approval authority over any aspect of the SSRSP and is not a Brown Act body.

Timing: Spring 2024 – Fall 2024

Responsibilities:

- 4LEAF: Facilitate TAC meeting, develop agendas, provide materials, write meeting summary.
- City: Recruit TAC members, provide or approve TAC meeting spaces, provide map of Plan area/graphic materials.

TAC Meeting #1

Timing: Spring 2024

- In the kickoff meeting, TAC members will discuss SSRSP project objectives, TAC role, meeting schedule, expectations, and review data to be used for Existing Conditions Report.
- 4LEAF materials and activities: handouts, data for Existing Conditions Report, slide deck.

TAC Meeting #2

Timing: Summer 2024

- In the second meeting the TAC will review and provide comments on the draft Existing Conditions Report.
- 4LEAF materials and activities: handouts, draft Existing Conditions Report, slide deck, discussion exercises.

TAC Meeting #3

Timing: Fall 2024

- The third TAC meeting will focus on review of SSRSP options and provide feedback on the viability of alternatives.
- 4LEAF materials and activities: handouts, Draft Alternatives documents, slide deck, discussion exercises.

Translation & Interpretation Services

The project team is committed to fostering inclusive community engagement, recognizing that language access is paramount to participation. To ensure that individuals with limited English proficiency can fully participate in every facet of the planning process, Spanish translation and interpretation services will be provided by 4LEAF as noted. City staff will provide additional Spanish translation as needed.

Timing: Spring 2024 launch. Ongoing for materials and events throughout the project

Responsibilities:

- 4LEAF: Provide translation at engagement events and translate documents, engagement materials, and EAC meeting summaries.
- City: Provide translation at selected engagement events and by phone.

Project Branding

4LEAF will design project branding for the Plan with up to two rounds of City review and final approval. The project brand will be a visual representation of the community's diverse identity

and collective aspirations. This distinctive branding serves not only as a unifying symbol but also a visual identifier for the Plan.

Timing: Spring 2024

Responsibilities:

- 4LEAF: Design project branding.
- City: Review drafts and approve final branding.

Project Webpage

4LEAF, in collaboration with the City, is developing a project webpage for the Plan. This online space will house background information, meeting details, reports, and project maps and offer seamless translation features with links to PDFs available in both English and Spanish. The website is intended to be a one-stop shop for project materials.

Timing: Winter 2024 launch and updated regularly throughout the planning process

Responsibilities:

- 4LEAF: Provide content such as text, links, multimedia, maps for City’s use.
- City: Host webpage on city CMS, upload approved content.

Community Canvassing

Neighborhood canvassing will use direct-to-community engagement within the Plan Area to capture input. 4LEAF will use open-ended conversations, bilingual flyers, and door hangers with QR codes to the online surveys. Canvassing in residential neighborhoods will target at least 100 residences, including multifamily dwellings. Direct canvassing in business areas will target at least 40 businesses, including commercial and industrial shops. If available, bilingual inserts in City utility mail will be used to reach even more residents and businesses in the Plan Area.

Timing: Spring 2024 – Fall 2025

Responsibilities:

- 4LEAF: Prepare canvassing materials, coordinate and lead canvassing events, summarize findings for Plan inclusion.
- City: Recommend areas to canvas, participate in canvassing.

Canvassing event #1

Timing: Spring 2024

- Proposed Area: Moorland Avenue and surrounding residential areas.

Canvassing event #2

Timing: Fall 2024

- Proposed Area: Upper Petaluma Hill Road and Santa Rosa Avenue Triangle. Residential focus on multifamily housing and mobile home parks along and behind Santa Rosa Avenue.

Canvassing event #3

Timing: Winter 2025

- Proposed Area: Industrial areas in southern portion of the Plan Area.

Community Surveys

4LEAF will coordinate with the City to craft survey questions that build upon and do not duplicate other planning and survey efforts in the SSRSP area. Surveys will be available in English and Spanish. Stakeholders will be given the option of completing the survey online (including cell phone, tablet), filling out hard copies, or speaking with a surveyor.

Timing: Spring 2024 – Summer 2025

Responsibilities:

- 4LEAF: Develop and administer online surveys, translate surveys into Spanish, analyze results for SSRSP inclusion.
- City: Advise on survey development, approve questions, promote surveys.

Community Survey #1

Timing: Spring 2024

- Topic: Issues and Challenges.

Community Survey #2

Timing: Summer 2024

- Topic: Opportunities.

Community Survey #3

Timing: Summer 2025

- Topic: Project Alternatives.

Pop-Up Events and Workshops

The Community Engagement Strategy emphasizes two key strategies involving pop-up events and workshops:

- 1) Attending events at existing community gatherings, such as farmer’s markets, street fairs, and public festivals.

- 2) Working closely with local businesses and residents to host events in less formal community spaces for non-traditional engagement.

While traditional workshops are not always well attended, they can be effective if planned and executed well. City staff and the 4LEAF team will work together to determine if one or more workshops would be constructive.

The specific composition of engagement methods will depend on project budget and specific needs as identified throughout the public engagement process. 4LEAF (and City staff, when available) may employ the following engagement activities at these events, depending on the space and anticipated audience:

- **Tabling:** setting up a booth at a public event to provide information through discussion, distribution of flyers, and activities including surveys.
- **Facilitated conversations:** moderators guide discussions to ensure productive and inclusive dialogue, helping participants explore diverse viewpoints.
- **Community storyboarding:** a visual storytelling technique that brings the power of storytelling, art, and creativity to public outreach. Especially effective in promoting participation and collaboration among disenfranchised communities and youth.
- **Place It! technique:** using everyday objects, like small models and materials, to create tangible representations of design alternatives, allowing participants to interactively explore and contribute to the planning process.
- **Dotmocracy voting:** participatory decision-making where participants use colored dots to vote on options, enabling a quick and visual way to gauge preferences within a group.

A total of 12 pop-up locations are recommended below. More traditional workshops may be scheduled in lieu of one or more pop-up events, as needed and deemed appropriate.

4LEAF will lead up to 6 pop-ups/workshops, with City staff anticipated to join some events and lead other pop-up engagements.

1. Events at existing community gatherings:

Event / Location	Potential Activities	When
El Mercadito Market Roseland Village <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	Sundays, 11am-3pm
Santa Rosa Original Certified Farmer’s Market 50 Mark West Springs Road <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding 	Luther Burbank Center: Saturdays and Wednesdays 8:30am-1pm

County WIC Office summer location <i>(recommended)</i>	<ul style="list-style-type: none"> • Dotmocracy 	(March – December) County WIC Office: Thursdays, 9am-12pm (July-August)
Santa Rosa Community Farmer’s Market, 1501 Farmer’s Lane <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	Saturdays & Wednesdays 9am-1pm (year round)
Earth Day Celebration (City event) <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info • Place It! • Storyboarding • Dotmocracy 	April 20, 2024, 12-4pm
Suenos Market, Parranda con la Banda	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding 	May 3, 2024
Mi Cultura Picnic and Car Club Show	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	May 11, 2024
Sonoma County Pride Parade and Festival <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	June 1, 2024
Railroad Square Music Festival	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	June 9, 2024
Live at Julliard Park	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! 	July 14 - August 18, 2024

	<ul style="list-style-type: none"> • Storyboarding • Dotmocracy 	
Sonoma County Fair	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	August 2024

2. Working with businesses and residents to host events in less formal community spaces for non-traditional engagement within or near the Plan Area:

Locations	Potential Activities	When
Auto mechanics, tire shops <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Dotmocracy 	Spring, Summer, Fall 2024 & 2025
Barber shops and salons	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys 	Spring, Summer, Fall 2024 & 2025
Laundromats <i>(recommended)</i>	<ul style="list-style-type: none"> • Tabling, distribute info, administer surveys • Place It! • Dotmocracy 	Spring, Summer, Fall, Winter 2024 & 2025
Restaurants	<ul style="list-style-type: none"> • Facilitated conversations • Tabling, distribute info • Place It! 	Spring, Summer, Fall, Winter 2024 & 2025
Brewpubs <i>(recommended)</i>	<ul style="list-style-type: none"> • Facilitated conversations • Tabling, distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	Spring, Summer, Fall, Winter 2024 & 2025
Parking lots	<ul style="list-style-type: none"> • Facilitated conversations 	Spring, Summer, Fall 2024 & 2025

	<ul style="list-style-type: none"> • Distribute info, administer surveys • Place It! • Dotmocracy 	
Invited gatherings outside of private residences in the Plan Area <i>(recommended)</i>	<ul style="list-style-type: none"> • Facilitated conversations • Distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	Spring, Summer, Fall, Winter 2024 & 2025
Clubhouse / community rooms at mobile home Parks <i>(recommended)</i>	<ul style="list-style-type: none"> • Facilitated conversations • Distribute info, administer surveys • Place It! • Storyboarding • Dotmocracy 	Spring, Summer, Fall, Winter 2024 & 2025
Community / meeting rooms at apartment complexes <i>(recommended)</i>	<ul style="list-style-type: none"> • Facilitated conversations • Distribute info, administer surveys • Place It! • Storyboarding, • Dotmocracy 	Spring, Summer, Fall, Winter 2024 & 2025

Timing: Winter 2024 – Summer 2025

Responsibilities:

- 4LEAF: Research events, coordinate event attendance with City, develop engagement materials, attend up to 6 events, conduct engagement activities.
- City: Coordinate attendance with 4LEAF, attend events as available and conduct engagement activities.

Community Walks

Community walks will enable stakeholders to share and learn about housing, commercial and infrastructure needs and constraints, opportunities for development, environmental justice issues, and more while immersed in the Plan Area. Two community walks will be conducted, with

additional walks led by community members strongly encouraged. 4LEAF will provide training on conducting community walks so future events can be led by EAC members and other stakeholders.

Timing: Spring – Fall 2024

Responsibilities:

- 4LEAF: Organize walking routes, prepare materials, lead community walks, summarize findings for SSRSP inclusion, train community members to lead walks.
- City: Approve routes, promote community walks, attend events as available.

Community Walk #1 and Training

Timing: Spring 2024

- Proposed Area: Santa Rosa Avenue-Colgan Avenue. Walk will focus on commercial, residential, and residential-industrial interface segments.

Community Walk #2

Timing: Fall 2024

- Proposed Area: Santa Rosa Avenue-Yolanda Avenue-Petaluma Hill Road. Walk will focus on commercial, residential, light industrial, and vacant parcels.

Local Planning Office

4LEAF has established an office in Santa Rosa near the Plan Area. Located at 2235 Mercury Way, Suite 120, Santa Rosa 95407, the Santa Rosa office offers a place for stakeholders to engage in small groups or one-on-one with the consultant team about the SSRSP within a non-governmental space. The local planning office is a less than 10-minute drive or 15-minute bike ride from the Plan Area.

Timing: Spring 2024 onward

Responsibilities:

- 4LEAF: Maintain office, lead SSRSP engagement on-site.
- City: Encourage community engagement.

K-14 Schools Engagement

Collaboration with Santa Rosa area schools ensures that youth perspective is included in the planning process. 4LEAF's K-14 engagement will be tailored to various grades and age groups, with a target of reaching at least 200 households. These efforts are also an opportunity to engage parents and families, educators, and school administrators. At least two activities will be performed, to include:

- Classroom presentations and workshops

- Age-appropriate activities for students and families
- Presentations for teachers and administrators

4LEAF will contact the following school districts to obtain permission for engagement and provide engagement materials upon request:

- Santa Rosa City Schools
- Bellevue Union School District
- Roseland Public Schools
- Cotati-Rohnert Park School District
- Santa Rosa Junior College District

With permission from respective districts, 4LEAF engagement includes, but is not limited to, these schools in or near the SSRSP area:

- Bellevue School
- Brook Hill School
- Elsie Allen High School
- Hahn (Marguerite) Elementary School
- Roseland University Prep
- Roseland Elementary
- Santa Rosa Middle School
- Taylor Mountain School
- Santa Rosa Junior College

Timing: Spring 2024 – Winter 2026

Responsibilities:

- 4LEAF: Coordinate with school districts and schools, prepare engagement materials and presentations, conduct workshops where invited, and collect school-based input for Plan inclusion.
- City: Approve engagement materials, participate in workshops as available.
- School Districts/Schools: Approve engagement with students.

Social Media Materials

A variety of social media materials will be created for the City and SSRSP partners to post across multiple platforms. Social media materials will be developed, in consultation with the Santa Rosa CIRO, using the project branding established for the Plan.

- Platforms: Instagram, X (formerly Twitter), Facebook, Nextdoor, LinkedIn, YouTube
- Content types: Images, Videos
- Frequency: Quarterly
- Languages: English and Spanish

Timing: Spring 2024 – Winter 2026

Responsibilities:

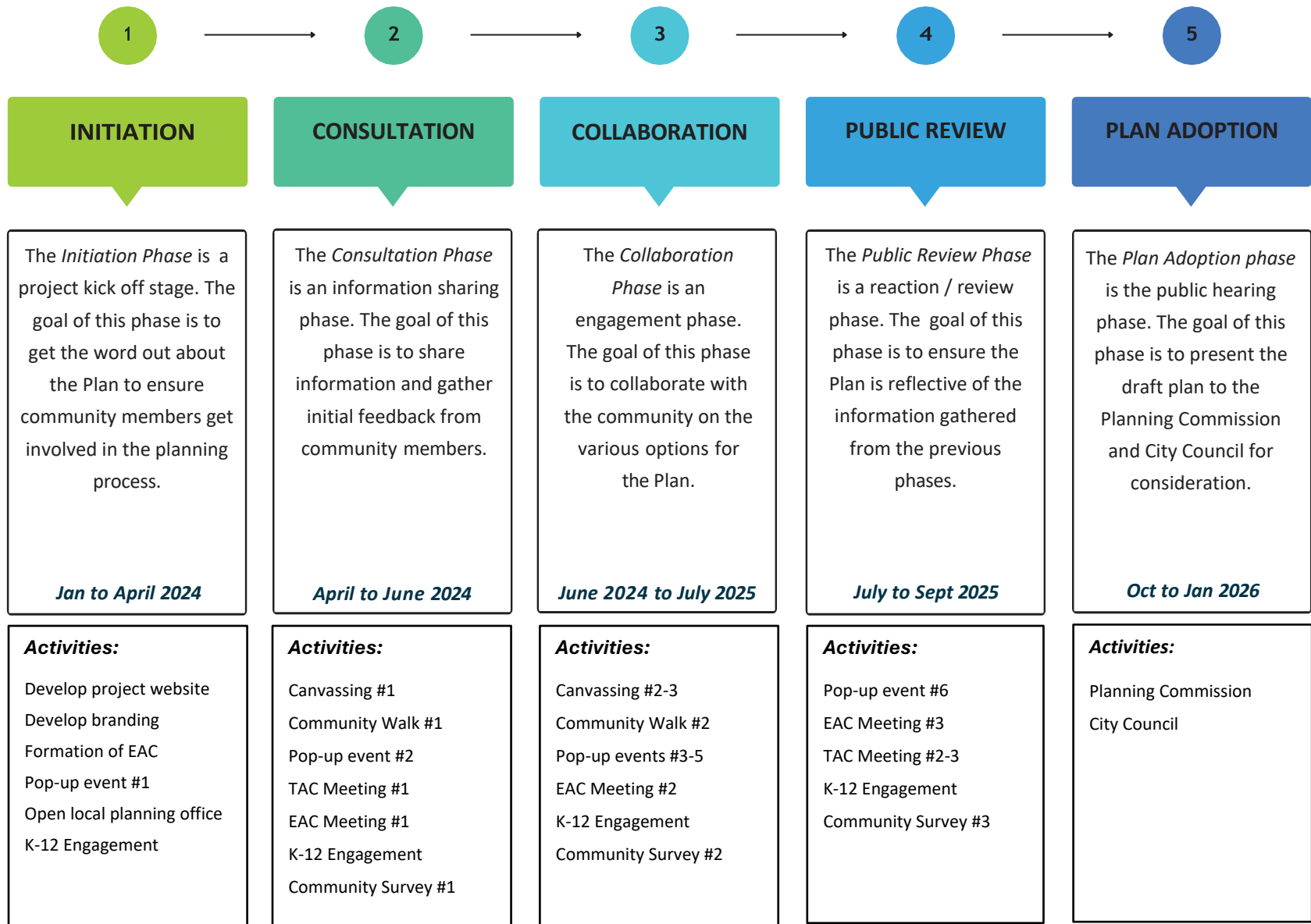
- 4LEAF: Design content and captions.
- City: Approve final design, post content on City platforms.
- SSRSP partners: Post content on organizational platforms.

Summary of Organizational Roles Related to Outreach and Engagement

<i>Responsibilities</i>	<i>Consultant team</i>	<i>City staff</i>	<i>County staff</i>	<i>CBOs, others</i>
Develop Community Engagement Strategy	X	X		
Review and approve Community Engagement Strategy		X		
Conduct community outreach and engagement activities	X	X		
Lead EAC member recruitment	X	X		
Support EAC member recruitment		X	X	X
Lead TAC member recruitment		X		
Contribute to SSRSP as TAC member			X	X
Provide meeting spaces for EAC/TAC		X		X
Facilitate EAC and TAC meetings	X	X		
Communicate with stakeholders about Plan development	X	X		X
Share outreach materials on official social media platforms	X	X	X	X
Engage stakeholders in unincorporated areas within the Plan Area	X	X	X	X
Deliver presentations to the City Council, Planning Commission	X	X		
Raise awareness about the different planning efforts underway in and near the Plan Area, explain similarities and differences, and mitigate planning fatigue by coordinating efforts to remove redundant activities	X	X	X	

Project Timeline

Community Engagement Timeline



Transparency and Accountability

Transparency and accountability are core tenets guiding the community engagement process for the Plan. To uphold these principles, 4LEAF will provide meeting summaries and documentation of community feedback received and how it was incorporated into the SSRSP on the project website, allowing the public to review and provide additional comments as appropriate.

Community input will also be shared with the TAC and EAC.

Regular updates at outreach events and on social media will keep community members informed about how their input has been integrated into the planning process and documents.

4LEAF recommends that the City Planning Commission add a standing item on their agenda for updates on the SSRSP. This provides time for staff to give brief project updates and answer questions.

Appendix: EAC Recruitment Plan

A key component of the Community Engagement Strategy is the formation of the EAC. 4LEAF will assemble a diverse EAC comprised of residents, students, youth, business owners, and community leaders. The EAC will ensure community stakeholder input and interests are both heard and reflected in the final Plan.

EAC Goals and Imperatives

- The composition of the EAC will reflect the rich social diversity of Santa Rosa.
- Guidelines with an equity lens will be used to recruit, select, and support EAC members who best represent Santa Rosa’s diverse cultures and demographics.
- The EAC will be an extension and part of the project team encouraging participation in community engagement and bringing stakeholders into the planning process.
- Members of the EAC will be encouraged to join public engagement activities for the Specific Plan.
- The EAC will provide feedback on development of the SSRSP and serve as a conduit between the Plan and community.
- The EAC will help to collect and inform stakeholder input to be reflected in the planning process and in the final SSRSP.

Composition of the EAC

The EAC will comprise 10–15 members that reflect the rich social diversity of the SSRSP area. EAC members will be stakeholders who live, work, play, shop, travel in, or use the Specific Plan area. This includes stakeholders within the City and Unincorporated Sonoma County areas and in adjacent areas outside the SSRSP boundary. 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.

EAC selection will prioritize unheard and less heard voices, including but not limited to people of color, young people, tenants, and public transit riders. The guidelines are intended to be flexible to afford maximum potential for meaningful stakeholder participation, especially from populations who have historically been underrepresented in planning processes.

EAC members will reflect a broad range of life experiences.

Guidelines for EAC Selection – Equity Lens

EAC selection criteria includes the following considerations; members will need to fall into one or more of these areas:

- Application provides the necessary information for review.
- Connection to the SSRSP area (resident, renter, property owner, worker, employer, transit user, etc.).
- Membership in identified equity priority population(s).
- Membership in a community-based organization (CBO) located in or near the SSRSP area, or providing services in or near the plan area.
- Balanced representation between landowners (residential, commercial) and non-land owners (renters, unhoused).
- Consider the balance between men, women, and non-binary community members represented on the EAC.
- Consider the balance between adults and youth represented on the EAC.

Recruitment Strategy

To support diversity, the City and project team will intentionally recruit members of equity priority populations. The following recruitment methods will be used:

1) Recruitment flyer (English and Spanish)

4LEAF will create a bilingual 1-page flyer announcing EAC recruitment. The flyer will briefly explain: What is the SSRSP? What is the EAC? Who should apply? The flyer will have a QR code link to the online form (see #2 below), project webpage, and contact information. The flyer can be printed as an 8x11 PDF and/or fit as a social media post.

4LEAF and the City will distribute the flyer through these means:

- City social media
- Posted at City Hall public bulletin boards
- Provided to CBOs in or near the SSRSP area (PDFs and hard copies)
- Provided to Santa Rosa area middle and high schools in or near the SSRSP area (PDFs and hard copies):
 - Elsie Allen High School
 - Roseland University Prep
 - Santa Rosa Middle School
 - Roseland Accelerated Middle School
- Provide during on the ground engagement in:
 - Residential areas:

- Communities with single-family homes, multi-family dwelling, and mobile homes
- Commercial and Industrial areas:
 - Santa Rosa Avenue, Dowd Drive, south portion of SSRSP area
- On public transit:
 - At bus stops in SSRSP area; advertisements on Santa Rosa Citybus
- Parks in or near the SSRSP area:
 - Andy Lopez Unity Park, Harvest Park, and Red Hawk Park
- Higher education institutions:
 - Santa Rosa Junior College, Sonoma State University
- Other local spaces conducive to reaching community members historically underrepresented in planning processes

2) Application form (English and Spanish)

4LEAF will create an online bilingual application for the EAC. It will include a brief SSRSP project description and area map. Questions will address connections to the plan area and equity goals.

Submitted forms will be reviewed using the approved guidelines. 4LEAF and City staff will conduct a review of applications and compile a candidate pool. Upon assessing candidates, City staff will select the EAC members. The approach allows the City to choose the best qualified persons with equity in mind and not automatically select or reject applicants.

To support accessibility, the application includes a printable and call-in option:

- Printable application: Stakeholders can download and fill out a hard copy form that will be emailed to 4LEAF or dropped off at the City of Santa Rosa’s Planning and Economic Development Department, then scanned and forwarded to 4LEAF.
- Call-in application: Stakeholders can call City staff to apply by phone, with both English and Spanish call-in options available. Responding staff will ask callers the application questions and enter their information into the form. Completed applications will be transmitted to 4LEAF for review.

3) Request recommended stakeholders in Plan Area from City and County

4LEAF will ask staff at City of Santa Rosa and County of Sonoma to recommend candidates for the EAC. Priority will be for stakeholders who live, work, play, shop, or own in the SSRSP area.

After obtaining contact information, 4LEAF and City staff will contact the candidates, explain the SSRSP and role of the EAC, and encourage them to apply.

4) Recruitment at community events

4LEAF and the City will recruit EAC members at existing community events, such as community meetings and outreach tabling. 4LEAF and City staff will provide an overview of the SSRSP and

distribute the recruitment flyer and application (hard copy or via tablet PC) to prospective EAC members.

5) Recruitment at educational institutions

4LEAF and City staff will recruit EAC members from educational institutions in the Santa Rosa area. 4LEAF and City staff will research key contacts at schools and email the recruitment flyer along with an invitation to teachers, principals and administrators, and student clubs.

Example schools include:

- Santa Rosa Middle School, Santa Rosa
- Elsie Allen High School, Santa Rosa
- Santa Rosa Junior College, Santa Rosa
- Sonoma State University, Rohnert Park

Selection Process for EAC

Member selection will follow this process:

1. April – May 2024: EAC recruitment period.
2. 4LEAF receives submitted applications online. Hard copy and phone call applications submitted to the City will be forwarded to 4LEAF.
3. 4LEAF and City staff conduct an application review using the selection guidelines. For transparency, each candidate will be contacted to confirm their application was received and is under consideration.
4. After review, 4LEAF presents EAC membership recommendations to the City. City staff reviews and provides questions and input on final candidate selection.
5. City staff selects the EAC members. A congratulations email will be sent to each member with an explanation of the next steps.
6. In the event we do not achieve 10-15 members, the EAC can be constituted with fewer members at the discretion of the City. Alternatively, the selection process would stay open for application review and recommendations.
7. Target formation of EAC by mid-May 2024.