

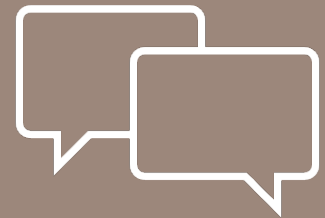
**SANTA
ROSA**
FORWARD
Plan Our Future Together



WELCOME!

COMMUNITY ADVISORY COMMITTEE MEETING #4

VIRTUAL MEETING | JANUARY 24, 2022



The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting. If the meeting is ended, we will plan on recording another presentation without participants that will be posted on the project website.

Today's meeting is being recorded

WELCOME AND AGENDA REVIEW

CAC Meeting #4 Agenda

1. Call to Order/Roll Call
2. Welcome and Agenda Review
3. Project Team Updates and Reports
4. Scheduled Items: Alternatives and Community Engagement
 - Approach to the General Plan Alternatives Review
 - Revised Alternatives Workbook
 - Equity Priority Community Analysis
 - Community Engagement Event Set #2
 - Next Steps
5. Adjournment

Project Team

City Staff

Amy Lyle, Supervising Planner

Amy Nicholson, Senior Planner

Beatriz Guerrero Auna, Equity
and Public Health Planner

Clare Hartman, Acting Assistant
City Manager

Consultants

Noe Noyola, MIG

Dan Amsden, MIG

Sasha Ragland, MIG

Charlie Knox, PlaceWorks

Andrea Howard, PlaceWorks

Angelica Garcia, PlaceWorks

CAC Members

Aaron Schreiber-Stainthorpe

Ali Soto

Ana Stevens

Andres Vigil

Anne Barbour

Annette Arnold

Delashay Carmona Benson

Erica Mikesh

Evette Minor

Jen Klose

Kevin Anderson

Lee Pierce

Lisa Joslen

Melanie Ahlers

Michael Cook

Omar Lopez

Patricia Thompson

Rituja Bhowmik

Ryan Tracey

Stephanie Manieri

Steven Spillman

Community Advisory Committee: Role and Commitment

The CAC is a key part of the community engagement strategy.

YOU are our community-based liaisons assisting City staff to reach out to the greater community.



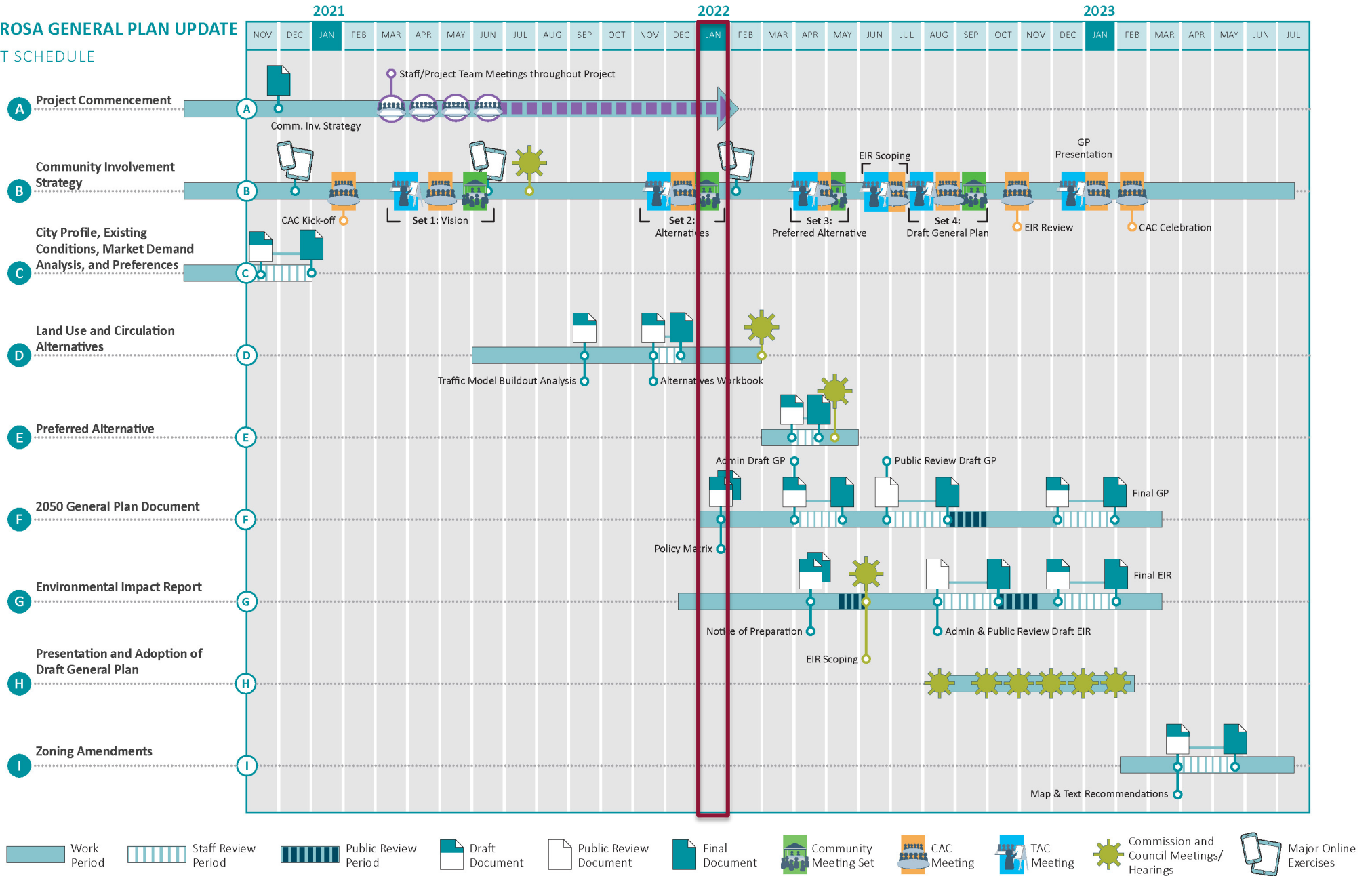
Goals for Tonight's Discussion

- Provide your thoughts, reactions and feedback on the Alternatives (note, this is one of many opportunities to provide this feedback).
- Ask questions about the Alternatives process and/or analysis.
- Provide your thoughts and feedback on the community engagement process.
- Confirm understanding of CAC members' roles in obtaining community input.

PROJECT TEAM UPDATES AND REPORTS

SANTA ROSA GENERAL PLAN UPDATE

PROJECT SCHEDULE



Project Website Updates

The screenshot shows the Santa Rosa Forward website. At the top, a dark red banner contains the text "Are you creative? Submit your best pic, reel, audio clip, or other media in the Youth Voice Contest!" and a button labeled "ESPAÑOL". Below the banner is the Santa Rosa logo with the tagline "AVANZA Planeamos Nuestro Futuro". A navigation menu includes "Schedule", "News", "FAQs", "Documents", "Get Involved", "CAC", and a search icon. The main content area features a large image of a city at sunrise with the "SANTA ROSA FORWARD" logo and the slogan "Plan Our Future Together". A "Contact Us" modal form is open on the right, containing fields for Name, Email, and Comment, and a "Send Message" button. Below the main image, a paragraph of text is partially visible.

Are you creative? Submit your best pic, reel, audio clip, or other media in the Youth Voice Contest! ESPAÑOL

SANTA ROSA AVANZA Planeamos Nuestro Futuro

Schedule News FAQs Documents Get Involved CAC

SANTA ROSA FORWARD Plan Our Future Together

Contact Us

We would love to hear from you! Send us your comments, thoughts and ideas on Santa Rosa Forward.

Name

Email

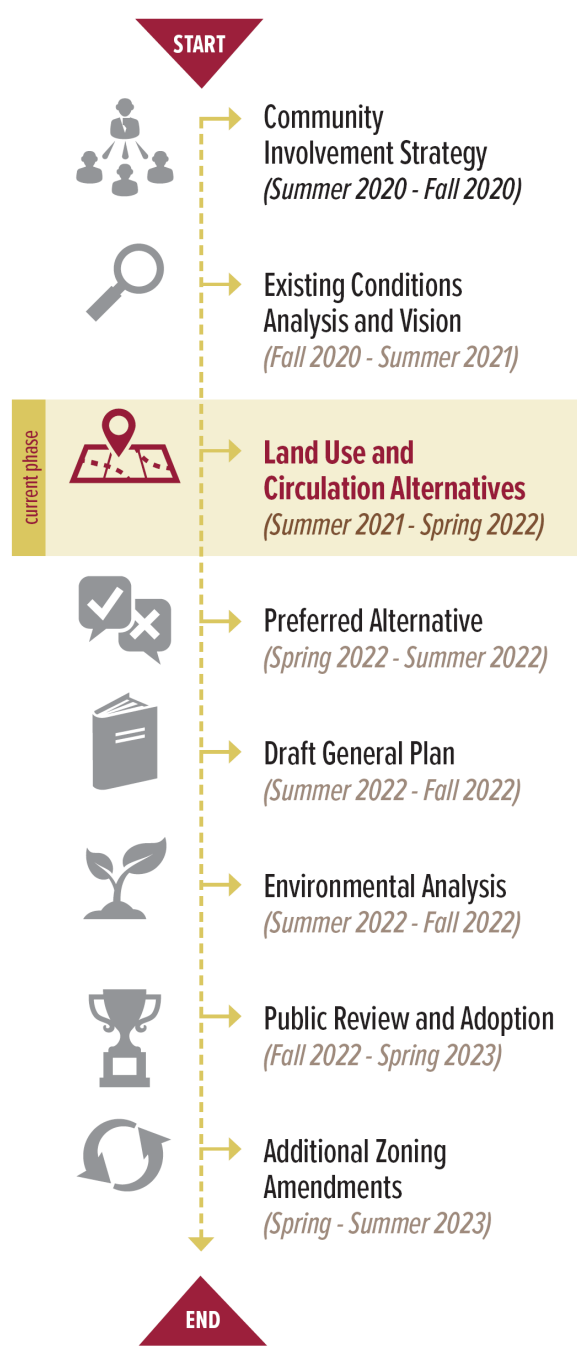
Comment

Send Message

Santa Rosa is in a time of incredible change. The recent fires, housing crisis, electrical grid blackouts, and calls for social justice and equity provide a backdrop for an immensely important discussion on how the city will grow and change over the coming years and decades. The **Santa Rosa Forward** process is an

APPROACH TO GENERAL PLAN ALTERNATIVES REVIEW

Alternatives Process



Goals for this Community Event Set



CAC Member Roles and Activities

Get the Word Out

Phone Calls
Emails
Social Media
Networking
Texts
WhatsApp



Attend Events

Citywide Workshops
Pop-Ups
Equity Priority Area Meetings



Hold Meetings Using the Toolkit

Hold Mini-Workshops
Present to Groups



Participate!

Don't forget that you are also a Santa Rosan and can participate as available.

REVISED
ALTERNATIVES WORKBOOK

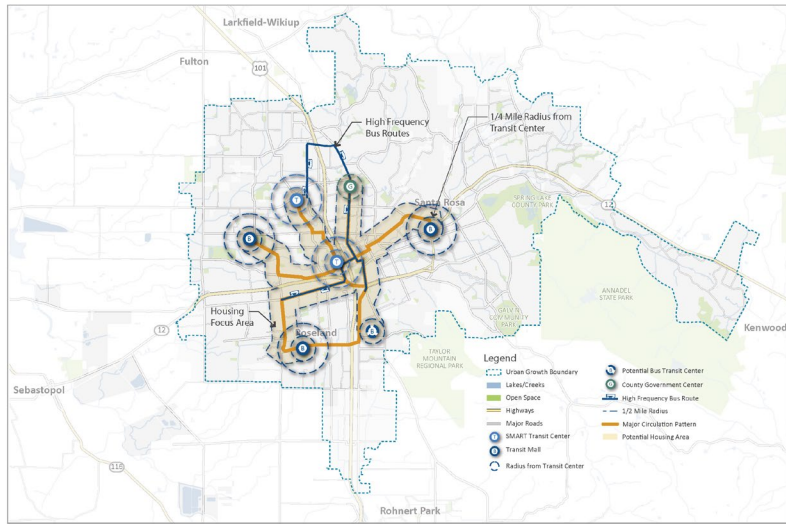
Revised Alternatives Workbook



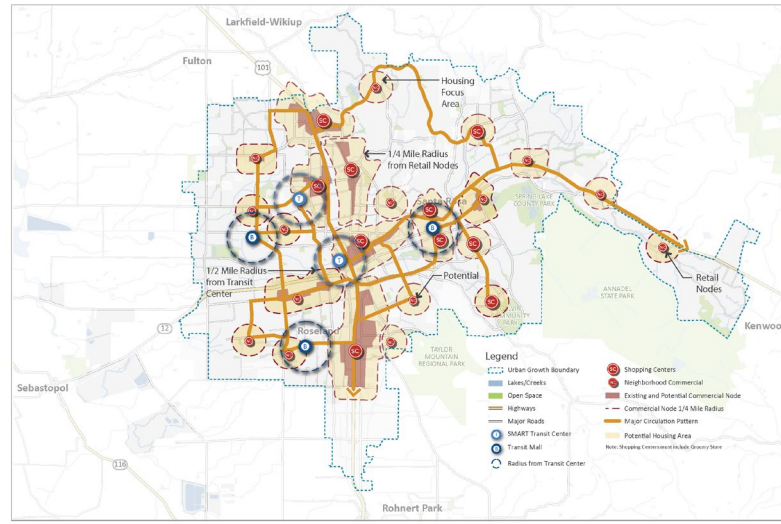
Revised Alternatives Workbook

- Updated and simplified Project Schedule (page 3)
- Additional existing conditions information and findings (page 4)
- New “Equity in Santa Rosa” section (page 5)
- Expanded Vision Statement (pages 6-7)
- Clarifications to the “How Were These Alternatives Developed and Analyzed” section (page 9)
- A new “Equity in the Alternatives” section (pages 22-23)
- Revised questions and clarifications regarding the purpose of the alternatives process (page 24)
- Expanded “Additional Information” section (page 25)

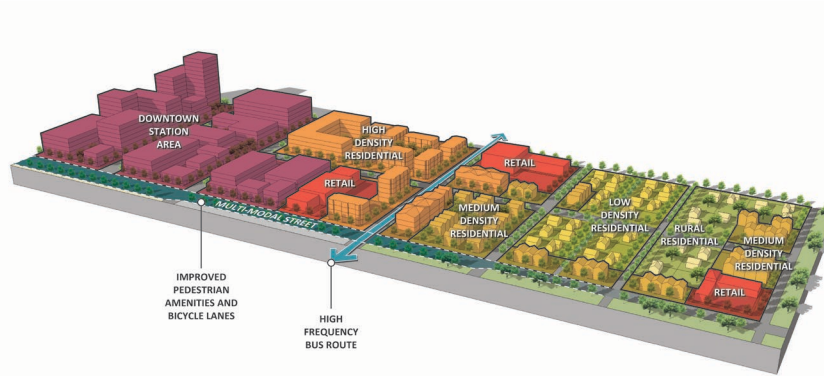
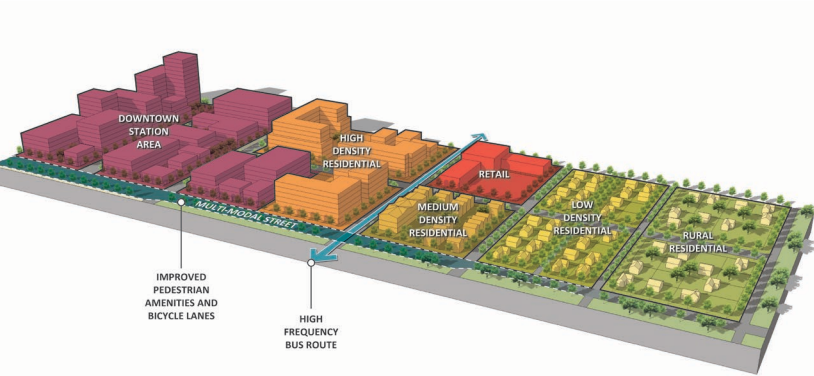
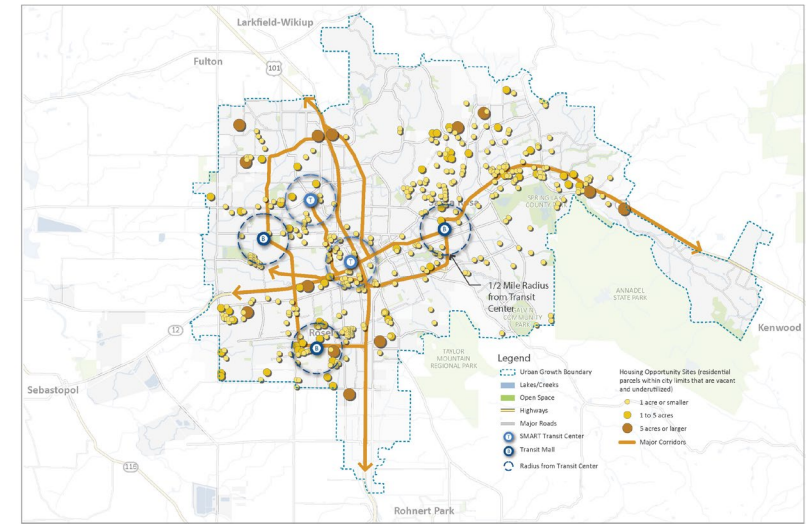
Alternative 1 Central Corridors



Alternative 2 Neighborhood Main Streets



Alternative 3 Distributed Housing



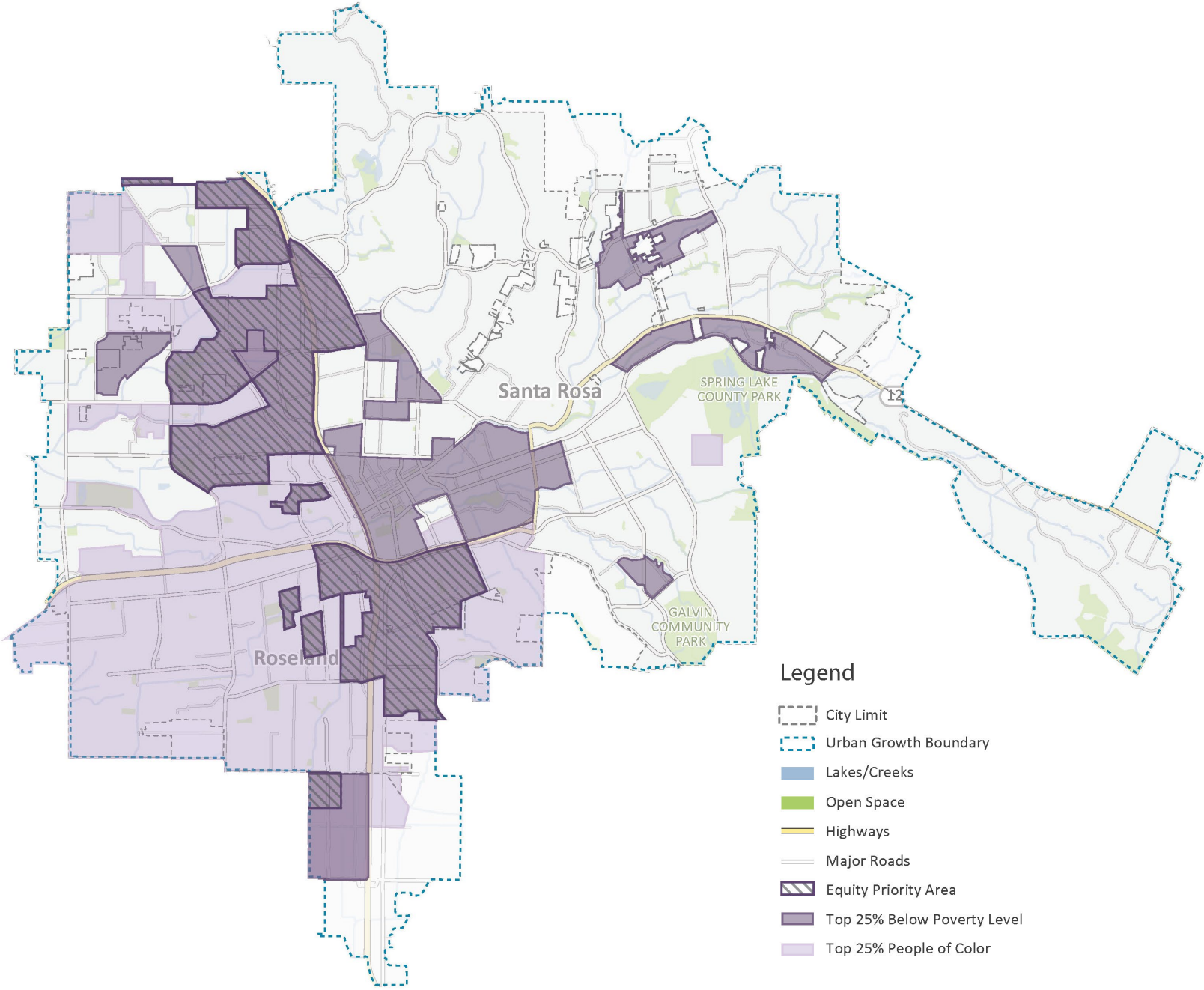
EQUITY PRIORITY COMMUNITIES ANALYSIS

Santa Rosa's Equity Priority Populations

The City is using the Plan Bay Area 2050 definition of Equity Priority Communities 2050, the California Health and Safety Code definition of vulnerable communities, Executive Order B-30-15 Equity Checklist, and the Resiliency Guidebook of Vulnerable Populations to identify Santa Rosa's Equity Priority Populations. Based on these sources, the City identifies Equity Priority Populations as follows:

1. Low-income individuals and families
2. Racial or ethnic groups experiencing disparate health outcomes
3. Seniors, children, youth, and young adults
4. Individuals with disabilities
5. Immigrants and refugees
6. Outdoor workers and farmworkers
7. Individuals who are limited-English proficient (LEP)
8. Unhoused people
9. Lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) communities
10. Individuals who are incarcerated or who have been incarcerated

Equity Priority Communities



CAC DISCUSSION

Provide your thoughts, reactions and feedback on the Alternatives.

(note, this is one of many opportunities to provide this feedback).

Ask questions about the Alternatives process and/or analysis.

COMMUNITY ENGAGEMENT EVENT SET #2

List of Engagement Activities

- Virtual Open House and Survey
- 5 Hybrid Citywide Community Workshops (in-person + online)
 - 2 English workshops
 - 2 Spanish workshops
 - 1 Multilingual workshop
- Community Advisory Committee Toolkit Workshops
- Community Organization Mini-Workshops (likely part of regularly scheduled meetings)
- Equity Priority Community Sessions (interviews, focus groups, meetings, pop-ups, etc.)
- Youth Engagement Activities
 - Art Contest
 - Youth Voice Contest
- City Board and Commission Meetings
- Planning Commission and City Council Study Sessions

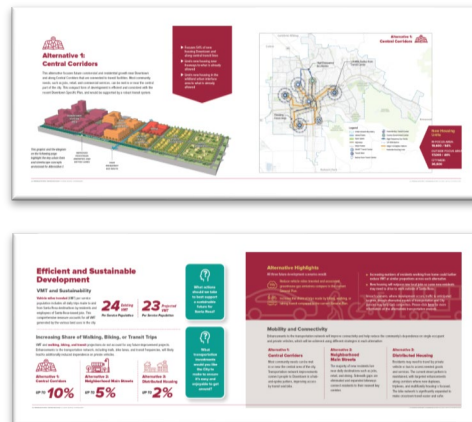
CAC Toolkit

The toolkit is currently under development and will be distributed to CAC members in **February**. It will include...

Project Overview Sheet



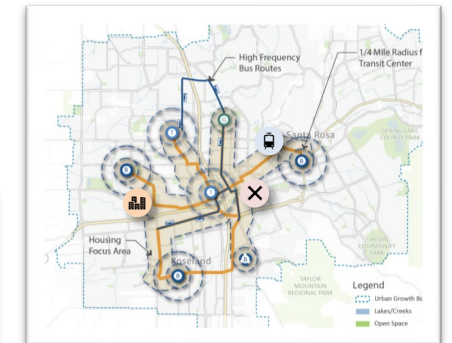
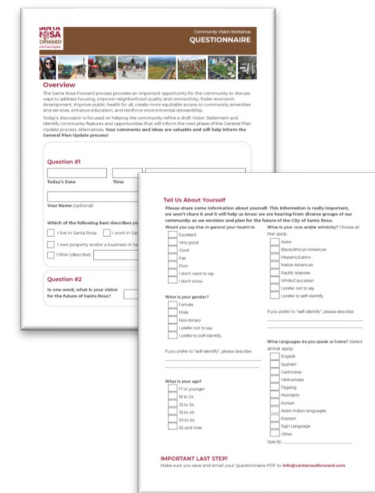
Summary of the Alternatives



Workshop Instructions



Alternatives Worksheet



Sticker packets

CAC DISCUSSION

Provide your thoughts and feedback on the community engagement process.

Confirm understanding of CAC members' roles in obtaining community input.

NEXT STEPS

Next Steps

- The Project Team will prepare a detailed **calendar** of engagement events.
- The Project Team will provide **Engagement Toolkits**
- The Project Team will **host training sessions** with CAC members to show how to use the toolkit.

Check in with the Project Team if you have any questions or need help coordinating meetings.