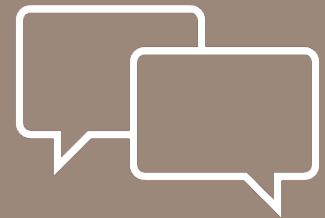**SANTA ROSA FORWARD**
Plan Our Future Together

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

Ali Soto

Andres Vigil

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

Michelle Sepulveda

Joel M. Batterman

Ana Stevens

Anne Barbour

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.
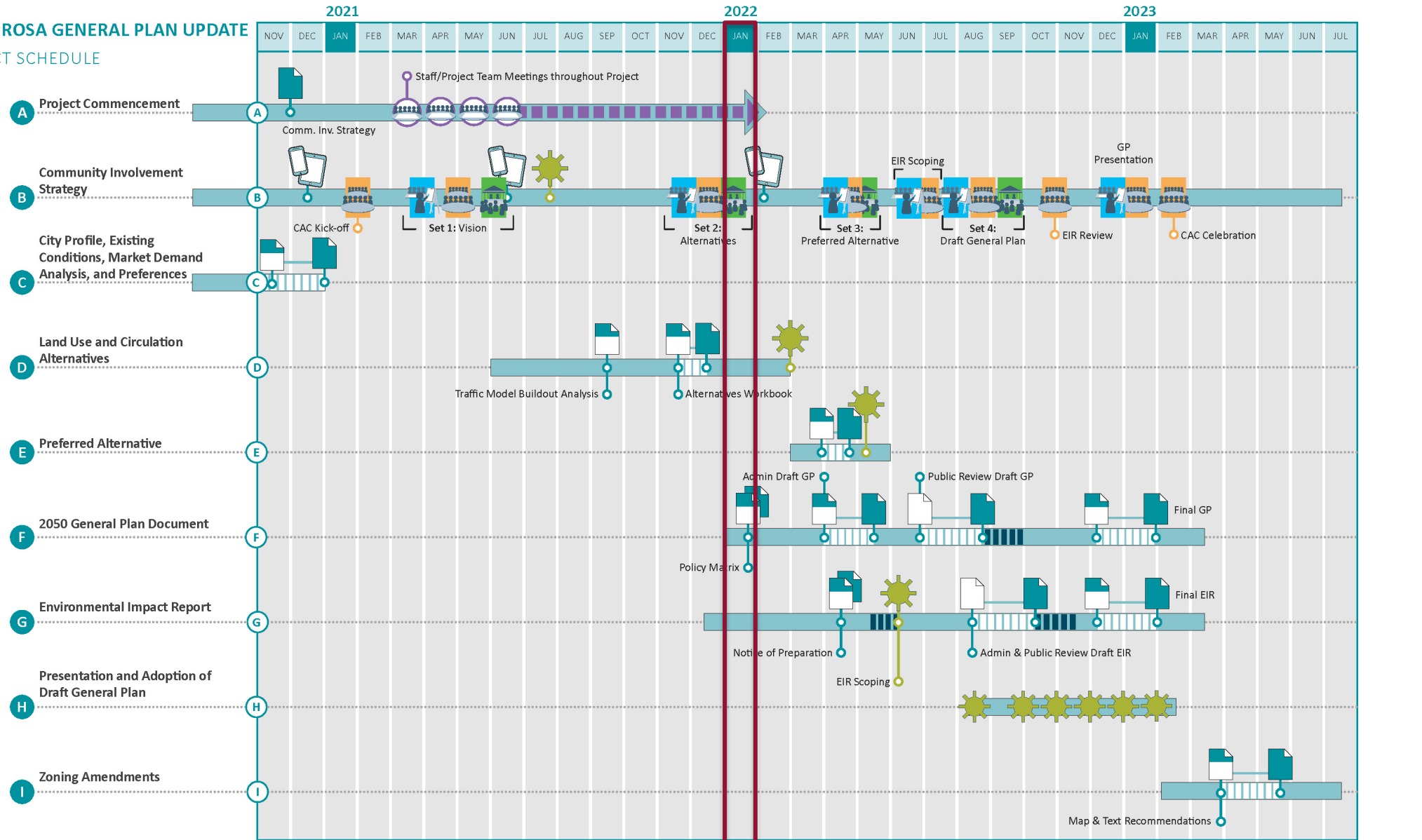
Goals for Tonight's CAC Discussion

- 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.

- 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

A Project Commencement

B Community Involvement Strategy

C City Profile, Existing Conditions, Market Demand Analysis, and Preferences

D Land Use and Circulation Alternatives

E Preferred Alternative

F 2050 General Plan Document

G Environmental Impact Report

H Presentation and Adoption of Draft General Plan

I Zoning Amendments

2021 — 2022 — 2023

Staff/Project Team Meetings throughout Project

Comm. Inv. Strategy
CAC Kick-off
Set 1: Vision
Set 2: Alternatives
EIR Scoping
Set 3: Preferred Alternative
Set 4: Draft General Plan
EIR Review
GP Presentation
CAC Celebration

Traffic Model Buildout Analysis
Alternatives Workbook

Admin Draft GP
Public Review Draft GP
Final GP
Policy Matrix

Notice of Preparation
EIR Scoping
Admin & Public Review Draft EIR
Final EIR

Map & Text Recommendations

Legend:
Work Period | Staff Review Period | Public Review Period | Draft Document | Public Review Document | Final Document | Community Meeting Set | CAC Meeting | TAC Meeting | Commission and Council Meetings/Hearings | Major Online Exercises
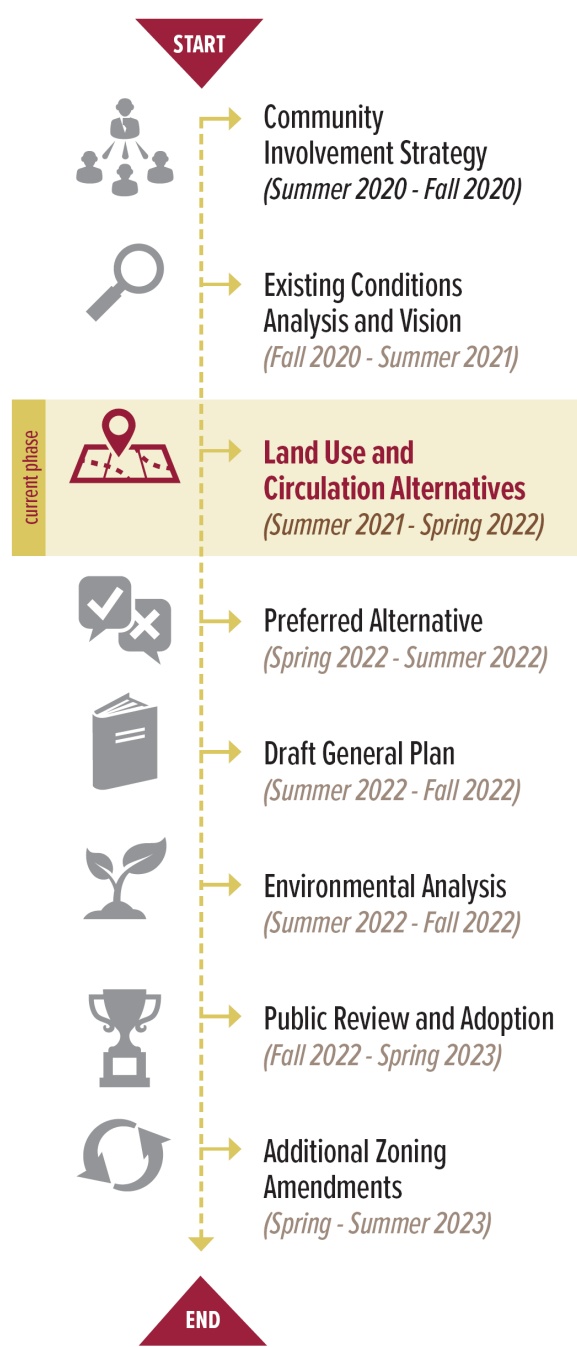
Project Website Updates

APPROACH TO GENERAL PLAN ALTERNATIVES REVIEW

Alternatives Process

START

- Community Involvement Strategy
  (Summer 2020 - Fall 2020)

- Existing Conditions Analysis and Vision
  (Fall 2020 - Summer 2021)

- **current phase** — **Land Use and Circulation Alternatives**
  (Summer 2021 - Spring 2022)

- Preferred Alternative
  (Spring 2022 - Summer 2022)

- Draft General Plan
  (Summer 2022 - Fall 2022)

- Environmental Analysis
  (Summer 2022 - Fall 2022)

- Public Review and Adoption
  (Fall 2022 - Spring 2023)

- Additional Zoning Amendments
  (Spring - Summer 2023)

END

Phase Milestones

- Community Vision Statement
  (June 2021)

- Alternatives Development and Analysis
  (Summer - Fall 2021)

- Alternatives Workbook
  (January 2022)

- Community Discussions: Alternatives
  (February - March 2022)

- City Council Study Session
  (Spring 2022)

Goals for this Community Event Set

Alternatives Engagement

Reach the Full Community, including Equity Priority Communities

Provide a **Range** of In-Person and Virtual Events

Allow for **Short** and **Long** Engagement Events (flexibility)

Solicit Community Feedback on the **Alternatives**

Solicit Community Feedback on Key **Policy Choices**

Help **Inform** the Selection of a Preferred Alternative

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)

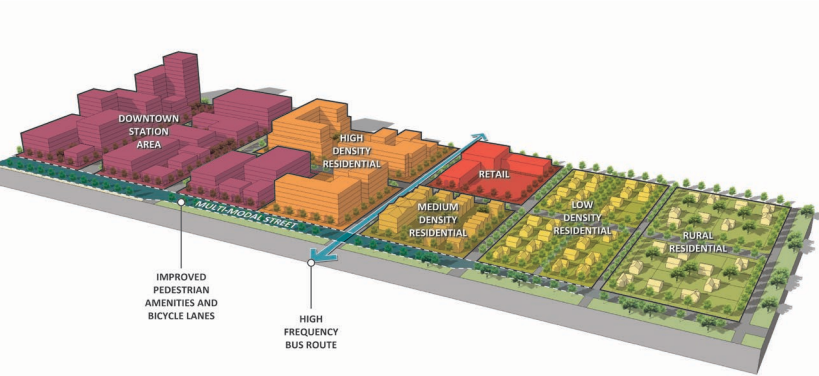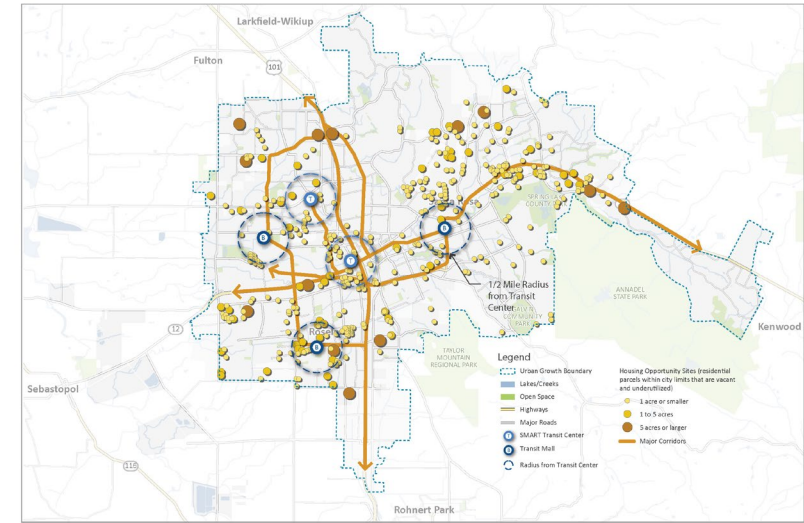- Expanded "Additional Information" section (page 25)

Alternative 1
Central Corridors
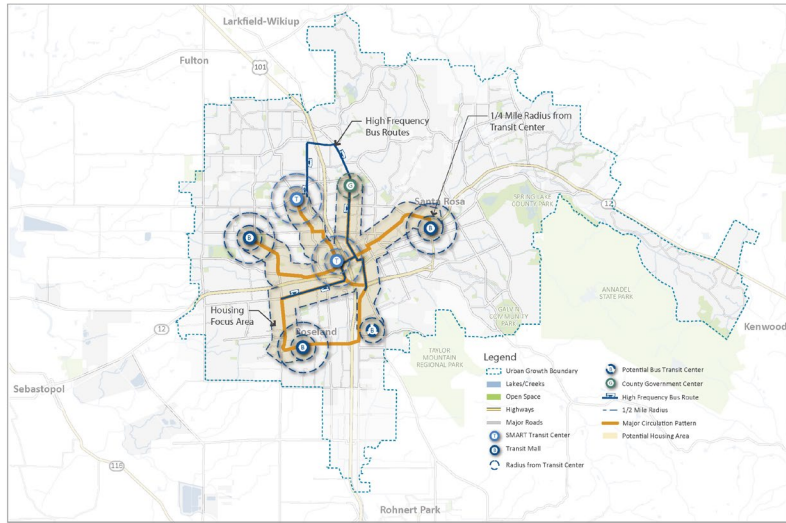
Alternative 2
Neighborhood Main Streets
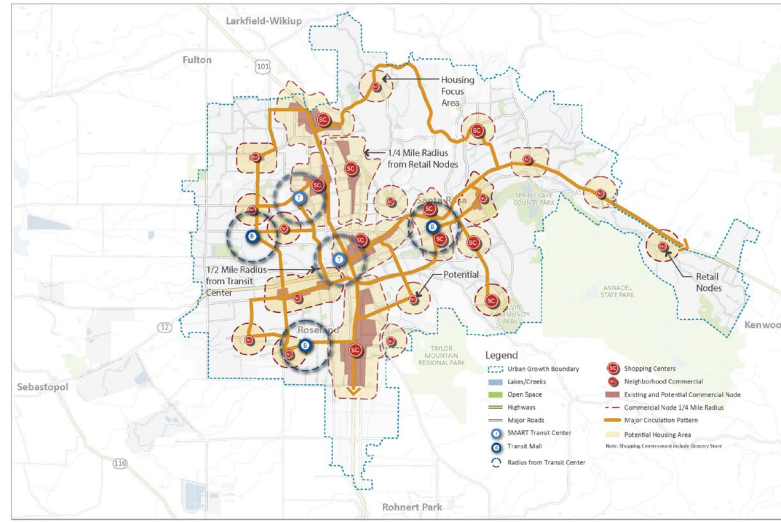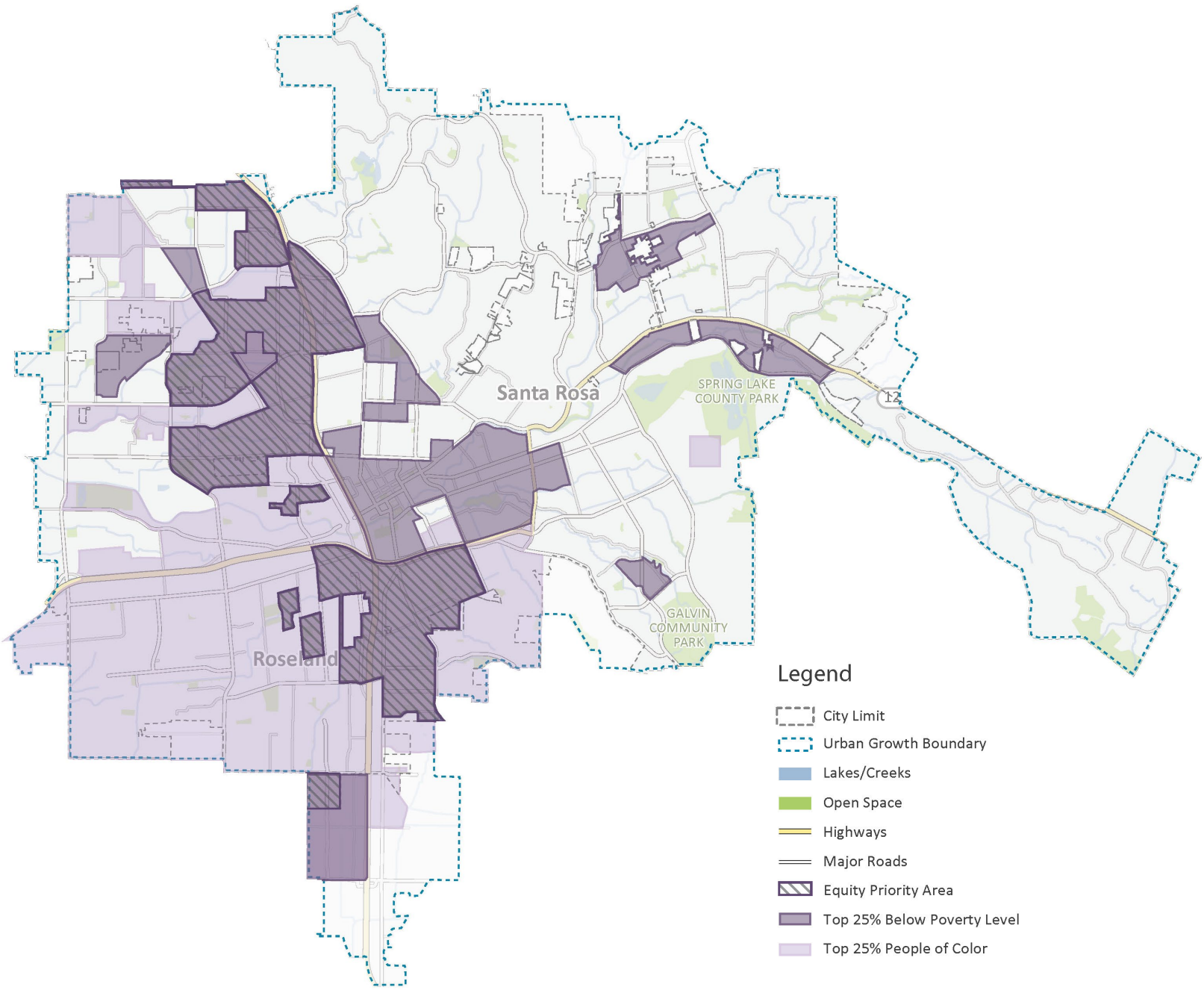
Alternative 3
Distributed Housing
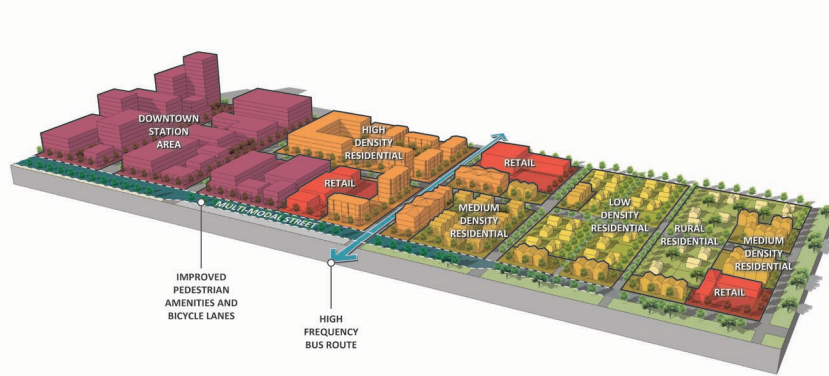
Santa Rosa's Equity Priority Populations

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

Legend

⬛ (dashed)	City Limit
⬛ (blue dashed)	Urban Growth Boundary
🟦	Lakes/Creeks
🟩	Open Space
▬	Highways
▬	Major Roads
▨	Equity Priority Area
🟪	Top 25% Below Poverty Level
🟪	Top 25% People of Color

Map labels: Santa Rosa, Roseland, Spring Lake County Park, Galvin Community Park, 12

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

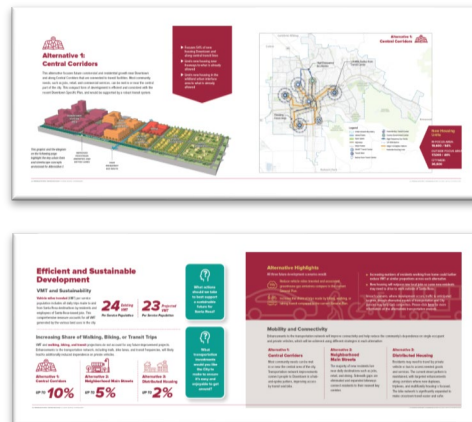- Planning Commission and City Council Study Sessions

CAC Toolkit

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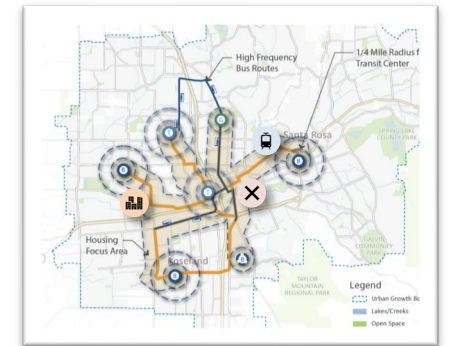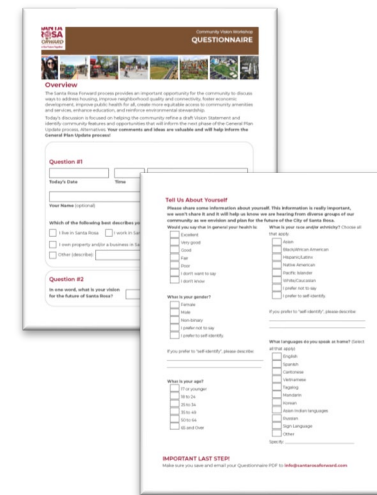
Project Overview Sheet

Summary of the Alternatives

Workshop Instructions

Alternatives Worksheet

Sticker packets

CAC DISCUSSION

Provide your thoughts and feedback on the community engagement process.

Confirm CAC members' roles in reaching out to the community and obtaining community input.

PUBLIC COMMENTS

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.

WELCOME!
COMMUNITY ADVISORY COMMITTEE MEETING #4

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