

For Preferred Alternative workshops and meetings, the objectives are to keep the conversation balanced and manage time. Consider the tips below when facilitating meetings with community members.

- **Keep the discussion and participation balanced.** Help make sure everyone is participating, especially the quieter people. Ask people individually for their input, if they are not actively completing their Alternatives Worksheet.
- **Remain objective and neutral.** Your role as facilitator is to create a space for opinions and responses, encourage participation, and help the participants manage their time. You should not weigh in as a participant, disagree or argue with participants, or attempt to persuade or influence the opinions of participants.
- **Follow the lead of your group.** Whether they are visionary or conservative, go with the flow and help them stay on task.
- **Do not be afraid to say, “I don’t know.”** Participants may have questions about the Santa Rosa Forward process or other matters that you are unfamiliar with. If such questions arise, you should take a note of the question and the individual who asked it and let him or her know you will relay the question to City staff for a response. Please then share the question and participant contact information with City staff.
- **Take photos and screen captures.** Make sure you remember to bring a camera and take photos, or take screen captures if it is a digital workshop, as participants complete exercises. The more photos and images the better!
- **Have fun!** Keep the discussion light while staying on task.