



Preferred Alternative Workshop Toolkit

Sample Workshop Facilitation Guide

Updated 09/21/2022

This document offers guidance for CAC members and City staff during meetings or workshops on the draft Preferred Alternative. You can use this guide as an agenda to help facilitate the **Presentation** included in the Toolkit.

Welcome and Overview (slides 1-14)..... 5 Minutes

1. Welcome participants and do quick introductions.
 - Introduce yourself (name, where you live, and/or where you work).
 - Introduce your role on the project (CAC member, City staff, or volunteer).
 - Go around the room and ask participants to provide their names and where they live, work, and/or attend school.
2. Provide an overview of the Santa Rosa Forward project and the work that has been completed to date (based on the written content on each slide). Mention that the City is reaching out to the community for comments and feedback on the draft Preferred Alternative, including areas to focus future housing and job growth and investments in infrastructure and services.
3. Ask if they have any questions about the project and respond to questions if you know the answer. Do not feel like you need to answer every question—it is okay to say, “I don’t know.” Just make sure you write down the question and who asked it and forward that information to Beatriz at the City (bguerreroauna@srcity.org).

Preferred Alternative Overview (slides 16-22)..... 10 Minutes

4. Briefly describe the key features of the Preferred Alternative based on the content on the slides.
5. Mention that it is important to hear the community’s feedback on the Preferred Alternative and the various proposed goals included in the summary.

6. Ask if there are any questions about the Preferred Alternative. If you do not know the answer to the question, take a note of the question and let the group know that you will direct it to City staff for a response.

Individual Exercises: Preferred Alternative Survey (slide 23) ...20-30 Minutes

7. Share the link to the online survey.
8. Explain that the purpose of the survey is to gain community feedback on the draft Preferred Alternative. Each participant should fill out their own online survey.
9. Be available during the exercise to answer any questions participants may have about the Preferred Alternative.

Summary and Wrap-up (slides 24-26) 5 Minutes

10. **Recap:** Ask the group if anyone would like to share comments or ideas related to the Preferred Alternative. Review the themes with the group and request additional detail, if necessary (e.g., "I noticed that a lot of people mentioned... what specifically should the City do to address this in the General Plan?"). Once the group has finished the discussion, thank everyone for their participation.
11. **Next Steps:** Mention that community feedback gathered during this phase will be used to refine a final Preferred Alternative that will become the basis for the draft General Plan.
12. **Stay Connected:** Lastly, let participants know that they can visit the project website and sign up for regular email updates. This way they will stay informed about the project, including upcoming opportunities for public input.