



COMMUNITY ENGAGEMENT STRATEGY

Sonoma Developmental Center (SDC) Specific Plan

Prepared for the County of Sonoma, Permit Sonoma



Prepared by the [Consensus Building Institute](#)



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PURPOSE

The purpose of this Community Engagement Strategy (Strategy) is to establish an implementable plan that invites broad, equitable community participation in the SDC Specific Planning process. The Strategy also aims to build community capacity for effective, long-term engagement in the SDC Specific Plan and other County planning processes. This strategy represents one step in a larger effort to better understand and implement equity into the County's engagement practices.

PRINCIPLES & GOALS

The underlying principles depicted in Figure 1 and the corresponding goals of the Strategy are as follows.

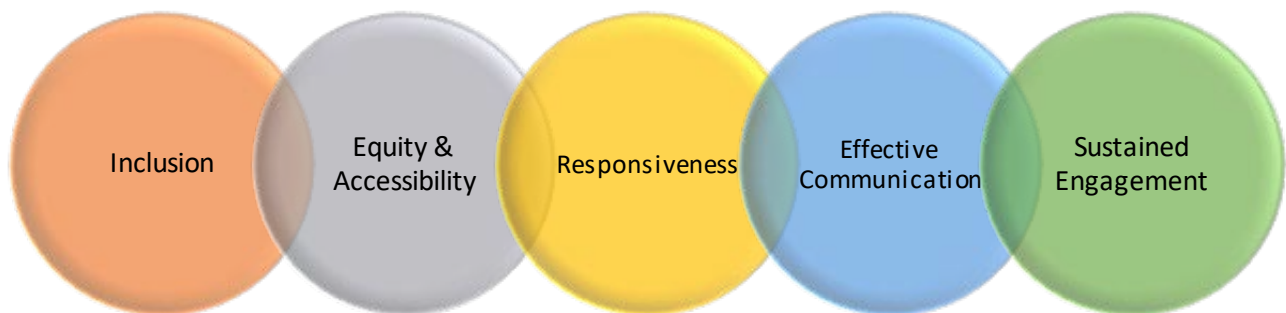







Figure 1. Principles Guiding Community Engagement Strategy

-  Reach out to and engage the full spectrum of community stakeholders impacted by the project, particularly those who have been historically underrepresented. Identify and address barriers to participation.
-  Identify where community members currently gather, accommodate cultural and language needs, and employ a variety of methods to meet the needs of diverse participants.
-  Address issues the community has identified as important, incorporate community input and respond to concerns, and provide accurate and up-to-date information.
-  Manage communications in a manner that is clear, transparent, timely and provides maximum value to the community.
-  Enhance understanding and inform the community about the planning and decision-making process, scope of the project, and opportunities to meaningfully engage over the long term.

COMMUNICATIONS & ENGAGEMENT STRATEGY APPROACH

The SDC Specific Plan Strategy aims to be inclusive of the full spectrum of stakeholders and to build the capacity of groups that have been chronically underrepresented including the Spanish-speaking community, youth, and harder to reach neighborhoods in the vicinity. In this approach, the County and its consultants will work with community partners to convene Spanish-only tailored community engagements that take place before community workshops to provide clarity on the process and identify opportunities for engagement over the long term. A specific desired outcome from these tailored events is to invite participation of the Spanish-speaking community and to specify what barriers need to be removed to increase their participation at community workshops. Similarly, the County will work with youth organizations to increase their participation at community workshops. Supporting youth leaders to engage their peers in these discussions as well as creating a youth track at these events could encourage more meaningful youth involvement.

For more diffuse groups like neighbors south of SDC or recreational users on the SDC campus, using high visibility signs, canvassing door-to-door, and hosting informational booths could help bring those groups into the process.

To support this strategic approach, the County will identify key stakeholder contacts and partner with them to create tailored engagements in August 2021 before the project alternatives are publicly released and the community workshop on alternatives takes place. At these engagements, the County will seek to learn about barriers to participation as well as receive input on the most effective ways to conduct outreach and engagement to these groups. The team will take those learnings and apply them to outreach and design for the project alternatives community workshop in addition to meetings that will take place at key milestones throughout the specific planning process. See Appendix A for Near Term Action Plan.

BACKGROUND

The Sonoma Developmental Center (SDC) is a nationally-recognized institution in the heart of Sonoma Valley. The site includes a large historic campus, agricultural lands, and vast ecological and open space resources. The SDC provided services to persons with developmental disabilities for over 120 years. In 2018 the State of California officially closed the facility and relocated clients to community-based care facilities. The State of California owns the site and has forged a unique partnership with Sonoma County that allows the County, together with the community, to chart the future course for the site. Sonoma County is undertaking a Specific Plan to set a vision for SDC considering land uses, transportation, economic viability, historic preservation, and conservation of the site's important natural resources.

Specific plans create a vision for a defined geographic region and address land use designations, development intensity, and necessary infrastructure and public facilities.

The SDC Specific Plan will be completed in 2022. The first phase, Issues and Opportunities Identification, included project kick-off meetings, initial community outreach, and background studies. Phase 2, Alternatives Exploration, includes the development of three concepts for the SDC site's future. Phase 3, Draft Plan Preparation, will include development of the draft plan and environmental review, and will occur after the selection of the Preferred Alternative. Phase 4, Plan Finalization, includes refining the draft plans and holding public hearings, leading to adoption of the Specific Plan. This Strategy focuses on community engagement for phases 2-4 of the Specific Planning process and will be updated as the process unfolds.

PROJECT ROADMAP & KEY MILESTONES

The below graphic illustrates the anticipated timeline at a glance and key milestones for the effort.



Figure 2. Process Roadmap

COMMUNICATIONS & ENGAGEMENT TOOLS



A variety of communications and engagement tools will be employed to achieve the community engagement goals for the SDC specific planning process.

Interactive Project Website

The project website [[Access Here](#)] is an interactive tool for the public to learn about the SDC Specific Plan. It serves as a channel for distributing and archiving meeting and communication materials as well as a repository for studies and informative, educational materials and key project documents. The project team will coordinate to ensure that the website is updated on a consistent basis. The website is available in English and Spanish.

- The website also includes other features such as:
 - Information about past and upcoming meetings
 - a virtual tour of SDC using a story map [[Access Here](#)].
 - A link to sign-up for SDC Specific Plan email updates via MailChimp E-Newsletters [[Access Here](#)].

E-Newsletter Project Updates

As described above, the website includes a link to sign-up to receive notifications about important meetings, workshops, and document releases as well as project updates related to the Sonoma Developmental Center Specific Plan. Currently, the email list includes approximately 5,000 email addresses. All outreach and communication materials will provide information for how interested parties can sign up to receive E-Newsletters.

Informational Materials

Developing a variety of informational materials that can be used for ongoing outreach and engagement activities is critical for the success of the project.

- **Flyers and postcards:** flyers publicizing upcoming events and informing the community about how they can get involved. These materials can be posted at community gathering places, handed out at other events or mailed directly.
- **Fact Sheets:** Fact sheets allow for more content specific information and education at key milestones in the project.
- **Periodic Updates:** As stated above, the project team will distribute periodic updates that can then be used by the PAT and other stakeholders for distribution to the groups and organizations they represent using existing communications tools, such as websites, newsletters, social media, list serves, etc.
- **Newspaper public service announcements & editorials:** The lead agency with assistance from their consultants will coordinate on information and updates for submittal to local news sources. See Media Toolkit below.
- **Briefing Packets:** Briefing packets allow for organized and strategic dissemination of the informational materials described above. These packets can be delivered to stakeholders at targeted briefings, community workshops or other engagements with the public at large. See Briefing packets would be in English and Spanish may include:
 - A Frequently Asked Questions (FAQ) document

- presentation slide deck that could be tailored to various audiences to provide project background and goals, clarify how the project may affect the community and how the community can get involved
- Factsheet (2-pager) describing the process, key topics and issues, milestones, and how to get involved
- SDC Specific Plan principles

Media Briefing Toolkit

Particularly preceding major events, such as community workshops, it is important to ensure robust local media coverage across media channels, including print, radio and television. The lead agency with assistance from consultants will develop press releases and Public Service Announcements and other informational materials identified above at key points during the project and to publicize public workshops. The press releases will be distributed to local and regional media, the PAT elected officials and via the SDC Specific Plan email distribution list. See Appendix B for Toolkit content.

Social Media

Existing Facebook, Twitter, and other emerging social media technologies may be leveraged to provide updates on milestone progress to the community. Elected officials, stakeholder organizations, and PAT members can share project information via Next Door, Facebook and other social media platforms. However, it is important to note that the lead agency will not moderate discussion on third-party social media pages.

Surveys

Online tools may be used periodically to gather stakeholder ideas and to provide feedback on key issues. Hard copy and online tools may be used periodically to gather stakeholder ideas and to provide feedback on key issues.

On-site Signage & Activities

For more diffuse stakeholder groups, like weekend recreational users on the SDC campus, as well as the broader public, on-site project information via visible signage, particularly publicizing upcoming events, can be an effective tool to encourage participation in the process. On busy days, the lead agency may wish to host an information tent and offer surveys.

COMMUNITY ENGAGEMENT FORUMS

Public Meetings/Hearings

Public meetings are formal opportunities for community members to provide official comments. The Sonoma County Board of Supervisors and the Planning Commission meetings will be noticed and conducted in accordance with the Ralph M. Brown Act. As specified in Figure 2, the Board of Supervisors will review and provide direction on the Preferred Alternative for the SDC Specific Plan. The Planning Commission will hold a public hearing on the Specific Plan Public Review Draft and Draft Environmental Impact Report (DEIR). Ultimately, the Board of Supervisors and Planning Commission will consider approval of the Final SDC Specific Plan. Additionally, Sonoma Valley is represented by the Sonoma Valley Citizen’s Advisory Commission (SVCAC), which was formed by the Board of Supervisors, and has authority to formally advise the Planning Commission and Board of Supervisors on planning activities in the Valley. The SVCAC will serve as the Brown Act body that makes formal recommendations on the Specific Plan at key points throughout the planning process. The North Valley and Springs Municipal Advisory Council (MAC) also offers a public meeting forum for periodic engagement on the SDC Specific Plan. Each of these meetings offers opportunities for the public to engage with decision-makers during the specific planning process. Public meetings and hearings are an important forum for people to share viewpoints and concerns. However, the specific planning process will also include less formal public workshops to inform the public and solicit feedback and information throughout the process.

Entity	Regular Meeting Schedule	Website
Board of Supervisors	Every Tuesday, 8:30 am	Access [Here]
Planning Commission	1 st and 3 rd Thursday of the month, 1:00 pm	Access [Here]
Sonoma Valley Citizen’s Advisory Committee	4 th Wednesday, 6:30pm	Access [Here]
Springs Municipal Advisory Council	4 th Tuesday of the month, 6:30 pm	Access [Here]
North Valley Municipal Advisory Council	3 rd Wednesday of the month, 5:30 pm	Access [Here]

Public Workshops

Public workshops provide opportunities for people to learn about the SDC planning process and to provide input and feedback at key milestones throughout the effort. Workshops will be designed using a variety of methods to meet the needs of diverse participants. Workshop formats may include open houses, “stations” where people can ask questions one-on-one, traditional presentations with facilitated question and answer sessions, and other formats. In order to solicit feedback from people who may not be comfortable speaking in public, workshops can include small group breakout discussions, comment cards and other interactive techniques. Whatever format is used, workshops will be designed to maximize opportunities for

community input. Workshops may be held on-line as a result of Covid-19 restrictions in compliance with County protocols. In those cases, the project team will utilize creative on-line tools and break-out groups to enhance interaction to the degree possible.

In advance of workshops, every effort will be made to conduct targeted outreach and activate the full suite of communication tools in order to reach and invite the participation of the full spectrum of stakeholders. Through targeted, tailored outreach, the project team will work to understand the needs of stakeholders and address any barriers to participation so as to make workshops accessible, particularly for those who have been historically underrepresented. Workshop materials will be published in English and Spanish. Publicity for workshops will exercise all communication tools and forums to broaden participation at these important events.

Tailored Community Engagements

The lead agency and consulting team, when warranted, will conduct targeted outreach to stakeholder groups, particularly those who have been historically underrepresented in the SDC specific planning process. In order for this outreach to be effective, it is important to engage stakeholders at venues where they already gather. For example, two principal venues have been identified for targeted outreach to the Spanish speaking community in Sonoma Valley: 1) [St. Leo's Catholic Church](#) for announcements and small group project briefings; and 2) Supervisor Susan Gorin's (District 1) Charlas Comunitaria, monthly Spanish-language community conversations that are also broadcast after the events via Spanish language television and can be found on [Supervisor Gorin's Facebook Page](#). Other groups, such as neighbors to the south of the SDC campus, youth, and the disability community have been identified for tailored engagement which, in addition to the above examples, could include such methods as door-to-door canvassing, postcards sent via post, school presentations, small community briefings at churches, schools or other accessible venues. These tailored engagements will precede community workshops in order to publicize upcoming workshops and encourage participation, while identifying and attempting to remove barriers to these groups' participation. Refer to Table 2 for specific groups and more detail on tailored engagement strategies.

Planning Advisory Team (PAT)

Permit Sonoma formed a 15-member Planning Advisory Team (PAT) of community members to help inform the planning process. The PAT advises County staff and consultants, reviews Specific Plan materials, and serves as community ambassadors. The PAT promotes a Specific Plan that reflects community needs and goals while recognizing redevelopment opportunities and constraints. The PAT is not a decision-making body. The PAT is a Director's advisory group formed by the Permit Sonoma director to provide input and advice to inform staff decision-making. The PAT was not appointed by a Brown Act body with decision-making authority in the County, such as the Planning Commission or Board of Supervisors. The PAT does not have

decision-making authority on the Specific Plan. As an advisory body, the PAT is meant to educate staff on issues and sensitivities in the community so that the planning effort can be more informed when material is prepared and presented to the public and decision-making bodies. PAT members will advise on community outreach and engagement. They serve as community ambassadors and will use their existing networks and their own communication channels to help publicize public workshops and other public opportunities to participate in the specific planning effort. The project team will provide informational materials and briefing packets that can be utilized by PAT members. For more information about the PAT: <https://www.sdcspecificplan.com/planning-advisory-team>

SDC SPECIFIC PLAN PROJECT TEAM ROLES

To ensure transparency and accountability throughout the planning process, it is important for community members to understand who is involved in the development of the SDC Specific Plan. Members of the project team will be published on the website and contact information for the lead agency, consulting project lead, and community engagement lead will be made available to community members via the project website and on relevant informational materials and communications.

[Permit Sonoma](#), Lead Agency

[Dyett & Bhatia](#), Project Lead

[Consensus Building Institute](#), (CBI), Community Engagement

[Page + Turnbull](#), Historic Resources and Adaptive Reuse

[Hornberger + Worstell](#), Architects

[WRA](#), Open Space and Natural Resources

[Keyser Marston Associates](#), Market Demand and Financing

[W-Trans](#), Transportation and Circulation

[Questa](#), Geology and Hazardous Materials

[BKF Engineering](#), Infrastructure

[Bottomley Design and Planning](#), Streetscape Design

[Charles Salter & Associates](#), Noise Analysis

EVALUATION & ASSESSMENT

Any communication strategy should include opportunities to check in at various points during implementation to ensure that it is meeting the stated communication and engagement goals. The project team will include evaluation forms at community workshops and targeted briefings, consider periodic surveys, and solicit feedback from the PAT on a periodic basis.

COMMUNITY OUTREACH & ENGAGEMENT ACTIVITIES TO DATE

This Strategy is informed by and builds upon prior outreach and engagement activities since 2013. These activities comprise a continuum of community outreach and engagement for SDC. Table 1 describes key outreach events and provides links to reports summarizing the outcomes from those activities.

Table 1. Overview of Key Engagement Activities

Date	Activity	Outcomes
May 2015	Community Workshop: In 2013, a partnership comprised of the County of Sonoma, the SDC Parent Hospital Association, Sonoma Land Trust, Sonoma Ecology Center and other groups came together to create an 18-month planning process to explore options for the future of SDC. In May 2015, over 200 people participated in the first community workshop to kick-off the Transform SDC planning process. The community’s input defined initial elements of a community vision for the future of SDC.	Community Workshop Synthesis Report
2017-2018	<p>This Existing Conditions Assessment: was carried out by a team of planners, architects, civil engineers, historians, ecologists, hydrological engineers, cultural resource specialists, community engagement specialist and others led by WRT, on behalf of the State of California. It presents findings of an in-depth technical evaluation of the Sonoma Developmental Center site in an Existing Conditions Assessment, and Considerations for Reuse and Conservation, which is intended to inform a Master Land Use and Facilities Reuse Plan.</p> <p>This Existing Conditions Assessment builds on valuable work conducted in 2015 by a community-based group, Transform SDC, and recent environmental and historical studies.</p>	<p>Sonoma Developmental Center Existing Conditions Assessment (WRT, 2018)</p> <p>Chapter 3 of the Assessment report linked below describes the outreach and engagement activities conducted as an integral part of Existing Conditions Assessment</p> <p>Chapter 3 Community Voice</p>

Date	Activity	Outcomes
April 2018	Community Workshop: In April 2018, the Glen Ellen Forum, Glen Ellen Historical Society, Sonoma Land Trust, and Sonoma Ecology Center partnered to update the community on SDC closure, present draft goals and guiding principles for the site redevelopment, and gather public input on future planning for the site. More than 250 people attended the workshop.	Summary of Community Input
June 2019	Community Workshop: Following the efforts associated with the April 2018 workshop, a committee of representatives from the Glen Ellen Forum, Sonoma Land Trust, and Sonoma Ecology Center prepared a draft vision statement and guiding principles that were refined by participants in a June 2019 workshop led by the SDC Coalition. About 170 community members attended the event. The vision and principles represent a distillation of community visioning that took place from 2015-2019.	Workshop Summary Report
September 2020	A Community Survey: was conducted as part of the Community Kickoff Visioning Activity for preparation of the SDC Specific Plan. The survey was conducted online and was available to everyone from April 27-June 22, 2020.	Community Survey Report #1
October 2020	Community Conversations: March-July 2020 engagement efforts focused on gaining community input from groups found to be underrepresented in previous community engagement work. The efforts focused on youth, the Latinx community, and the disability community in Sonoma Valley. Engagement activities also included neighbors proximate to the SDC site.	Community Conversations Report #1
November 2020	Community Workshop: The first workshop as a part of the SDC Specific Plan addressed key findings of the outreach and engagement work to date and solicited community feedback on the draft vision and guiding principles to guide the Specific Plan process.	Community Workshop Report #1 Draft Vision and Guiding Principles

Date	Activity	Outcomes
June-December 2020	Key Informant Interviews: Interviews were conducted with state, regional, and local experts on a variety of topics relevant to the specific planning process, including land use, mobility, housing, conservation and open space, community facilities, and safety. The intent of the interviews was to generate ideas on specific topics to complement general community outreach.	Key Informant Interviews Report

STAKEHOLDER GROUPS, KEY CONTACTS, AND ENGAGEMENT STRATEGIES

Table 2. Stakeholder Groups & Engagement Strategies

The content in this table constitutes a working document that will be refined as the engagement Strategy is implemented. It aims to identify stakeholder groups and corresponding contacts within a range of interests. It also considers specific strategies or tools to employ and the timing of engagement for specific stakeholder groups.

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
Affordable Housing					
	Generation Housing	Jesus Guzman Policy and Advocacy Director jesus@generationhousing.org tel: 707-900-GENH [4364]			Partnership champions opportunities to increase the supply, affordability, and diversity of homes throughout Sonoma County; promotes effective policy, sustainable funding resources, and collaborative efforts to create an equitable, healthy, and resilient community for everyone. See website for principles: https://generationhousing.org/about/

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Sonoma Housing Group				Concerned with fair and equitable housing, advocating for more Area Median Income housing opportunities.
	Rebuild Northbay Foundation	<u>Board of Directors</u> <u>Honorary Board</u> <u>Advisory Council</u>			Committed to the long-term rebuilding of disaster affected communities as more sustainable and resilient through advocacy, coordination, and economic development.
	MidPen Housing	Ali Gaylord Director of Housing Development- North Bay agaylord@midpen-housing.org 707.320.7372			
	Other Housing Stakeholder Groups: Burbank Housing , SAHA , Eden Housing , BRIDGE .				A
Open Space and Conservation					
	Open space users	Diffuse group	High visibility signage and materials distribution on	particularly on weekends and in advance of	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
			trails, in parking areas	public workshops	
	Greenbelt Alliance	Zoe Siegel	Social Media Newsletter Blog	Before community workshop	
	Sonoma Land Trust	John McCaull	PAT Member Social Media Newsletter/blogs	Ongoing but particularly before community workshops	Sonoma Valley Wildlife Corridor
	Sonoma Ecology Center	Richard Dale	PAT Member SuSo member Social Media Newsletter	Ongoing but particularly before community workshops	
Historic Preservation					
	Glen Ellen Historical Society		Glen Ellen Forum may provide an existing venue to engage this group		SDC Museum project
	Sonoma Valley Historical Society,	P.O. Box 861, Sonoma, 95476, (707) 938-1762, Patricia Cullinan (President), depotparkmuseum.org patriciacullinan@att.net ,		Board of Directors meet first Wednesday of the month at noon via zoom, produce a newsletter distributed by mail and email (newsletter@sonomavalleyhist)	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
				oricalsociety.org) and host a Second Saturday Lecture Series.	
	Sonoma County Heritage Network	Chair, Katherine Rinehart, kjrinehart@comcast.net David Lightfoot, Secretary dvlightfoot@hotmail.com		Meetings are held quarterly on the second Saturday of January, April, July and October beginning at 10 AM.	SoCoHeritageNetwork@googlegroups.com
Individual Property Owners & Proximate Communities					
	Glen Ellen Forum	SDC/Eldridge Committee Eldridge for All.	PAT Member Ambassador Glen Ellen Forum -Meetings -Social Media -Newsletter (informational materials distribution)		
	Neighborhood south of SDC campus (south-southeast of planning area)	Osvaldo Robledo- orobledo@mac.com	Direct mail- postcards/flyers Door-to-Door Small targeted briefings	Priority group	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Individual property owners	<p>Lisa Hoxie- hoxie@vom.com Sharon Church- GESharon@icloud.com</p> <p>Debra Lehane from Sonoma Glen Circle would also be happy to participate.</p> <p>Debra's email is: dnlehane@comcast.net</p>			
	SDC Campus Project	<p>Bonnie Brown Co-Chair 707/721-6927 bonniebrown08@comcast.net</p>			
	St. Andrew Presbyterian Church (1.5 miles south of SDC)	<p>16290 Arnold Drive, Sonoma 95476, (707) 996-6024, Amy Cox (Office Manager), www.andrewpres.org, andrewpres@sbcglobal.net</p>		<p>Congregation meets Sundays @ 9am, Amy Cox publishes both a weekly church printed bulletin of events around the church neighborhood for parishioners</p>	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
				at the Sunday services, and an email mailing list of church community events.	
	Grace of the Cross Ministry (meets at St. Andrew Presbyterian Church)	16290 Arnold Drive, Sonoma 95476, (415) 933-1420, Pastor Ricardo Bolanos, www.lagraciadelacruz.org , ricardocosecha@yahoo.com		Congregation meets in Sonoma on Sunday afternoons @ 2:30pm.	
	Seventh Day Adventist Church (meets at St. Andrew Presbyterian Church)	16290 Arnold Drive, Sonoma 95476, (707) 363-0682, Gustavo Ruiz (Elder for SDA Congregation), gustavoruiz123@yahoo.com		Congregation meets at St. Andrew Presbyterian Church on Saturdays at 10am and 5pm.	
	St. Leo's Catholic Church				
Broader Public (Sonoma Valley)					
	Springs Municipal Advisory Committee (MAC)	https://sonomacounty.ca.gov/Springs-Municipal-Advisory-Council/	public meeting presentations, informational materials distribution	Upcoming meeting: August 24, 6:30 pm (4 th Tuesday of the month)	
	North Sonoma Valley Municipal Advisory Committee (MAC)	https://sonomacounty.ca.gov/North-Sonoma-Valley-	Public meeting presentations, informational	Upcoming Meeting: August 18, 5:30 pm (3 rd	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
		Municipal-Advisory-Council/	materials distribution	Wednesday of the month)	
	Sonoma Valley Citizens Advisory Commission (SVCAC)	https://sonomacity.civicweb.net/filepro/documents/5421	public meeting presentations, informational materials distribution	Meets fourth Wednesday of the month	Note: a standing agenda item appears to be a report out from the MAC
	Springs Community Alliance	Veronica Napoles, ED AnneMarie Miller, Executive Committee	Email	Are there regular meetings of this group?	
	Rotary Club of Glen Ellen Kenwood	President-Kyle Fisher President-Elect-Ann Peters Treasurer -Barbara Slatkin Secretary-Don Jayne	Rotary.glenellenkenwood@gmail.com PO Box 91 Kenwood, CA 95452	regular meetings first and third Wednesday of each month, 5:30-7pm at the Kenwood Depot.	
	Sonoma Valley Executive Directors roundtable				
	Sonoma Valley Ministerial Association				
	Sonoma Valley Chamber				
Latinx Community- Priority Group					

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
Key strategies: monthly Charlas Comunitaria, every two weeks, (Supervisor Gorin, District 1) and St. Leo’s Church for stakeholder briefing(s) and possibly El Verano School briefings in Spanish; Spanish language translation of outreach materials distributed through below Latinx stakeholder groups					
	La Luz Bilingual Center	Link to staff: https://www.laluzcenter.org/our-staff Juan Hernandez	See above strategies Suso member	Before September-October community workshop	Family Services Economic Advancement Community Engagement
	Los Cien	Daniel Weinzveg	See above strategies	Before September-October community workshop	Los Cien advances belonging, trust and equity by engaging with the community, facilitating honest dialogue, and elevating Latinx pride and power in Sonoma County. Note: Alegria de la Cruz is on the board.
	HealthAction		See above strategies	Before September-October community workshop	HealthAction’s mission is to mobilize community partnerships and resources to achieve equity and to improve health and well-being for all in Sonoma County.
	Lideres Campesinas		See above strategies	Before September-October community workshop	
	Community Action Partnership of Sonoma County		See above strategies	Before September-October community workshop	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Soluna Outreach Solutions		See above strategies	Before September-October community workshop	
	Comida para Todos (Food for All)		See above strategies	Before September-October community workshop	
	Hispanic Chamber		See above strategies	Before September-October community workshop	
	Raizes Collective		See above strategies	Before September-October community workshop	
Education/Youth					
Key Strategies: Outreach through below stakeholder groups to invite youth to community workshop, using messaging and social media tools with broader appeal to youth; create a youth track at the community workshop led by youth leaders to gain input and generate ideas.					
	Sonoma County Office of Education	Vanessa Johns Wedderburn , Community Engagement Specialist (707)524-8402 , vjohns@scoe.org			

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
		<p>Kimberly Vallee, Administrative Manager (707) 524-2603, kvallee@scoe.org</p> <p>Jamie Hansen, Director of Communications (707) 524-2620, jhansen@scoe.org</p> <p>Steven Herrington, Superintendent of Schools (707) 524-2603, sherrington@scoe.org</p>			
	Superintendent of Sonoma Valley Unified School District	Adrian Palazuelos 707/935.4246 apalazuelos@sonomaschools.org			Past participants in community conversations: Luis Eteva, Student Representative to School District Board, Sonoma Valley High School; Britta Johnson, Trustee, Sonoma Valley High School Reese Dobson, Student Leader, Sonoma Valley High School
	Santa Rosa Junior College	Erin Bricker			

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
		Director, District and Community Relations Office: 707-527-4679 Email ebricker@santaros.a.edu			
	Sonoma State University	https://www.sonomaa.edu/about/administration			
	Hanna Institute	Richard DeLeon	See above		
	Boys & Girls Club	Eric Gonzalez, Teen Program Director			
	EnviroLeaders at Sonoma Mountain Park				In past, organized by Tony Passatino, Sonoma Ecology Center
	Sunrise Movement	interest form and email sunrisesoco@gmail.com for any questions!			Sonoma County hub of the Sunrise Movement, a national youth-led movement aiming to stop the climate crisis and create millions of good jobs in the process. We organize for a racially just, environmentally conscious, proactive Sonoma County.
	Movement Generation	Oakland-based; Dave Henson (Occidental Arts and Ecology Center) appears to be			<i>Movement Generation Justice & Ecology Project</i> <i>inspires and engages in transformative action towards the liberation and restoration of land, labor, and culture.</i>

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		Sonoma County based contact			
	Sonoma State University Center for Community Engagement	lia Megna and Jonny Elhers, Caroline Bañuelos, Community Partnerships Coordinator			
	First 5 Sonoma				New strategic plan: https://first5sonomacounty.org/wp-content/uploads/2020/11/STRAT_PLAN_21_25_FINAL.pdf
	Sonoma Teen Services				<i>Teen Services Sonoma engages and supports teens with work-readiness skills and experiences that empower them to succeed.</i>
	United Way Wine Country				The Pride United Program seems most focused on youth.
	North Bay Jobs with Justice Members represent a coalition of labor unions				
	St. Andrew Youth Group (a community service project-oriented youth group)	16290 Arnold Drive, Sonoma 95476, (530) 305-8239, Dawne Carver (St. Andrew Youth Director), dawnecarver@comcast.net		Youth group meets Sundays 10:30-11:30am	

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Sonoma Young Life (a non-profit age 9-12 youth group organizations supporting dialog and outlets for youth spiritual development through camaraderie),	16290 Arnold Drive, Sonoma 95476, (707) 292-7211, Marcus Alphin (Sonoma Young Life Director), sonoma.younglife@gmail.com , marcusalphin@gmail.com	Facebook and Instagram.	Youth group meets on Mondays and also participates in outings and	
Disability Community					
	SDC Leadership Team Family Advocates United	Kathleen Miller	Continuing engagement		
	Northbay Regional Centers	Gabriel Rogin, ED	Continuing engagement		
	Greyson Watkins (watkins.greyson@gmail.com)				Check in with Brian and Irving on affiliation
Sonoma Valley Collaborative					
	Member Organizations: Sonoma Ecology Center Sonoma Chamber Sonoma Valley Visitors Bureau La Luz Bilingual Center Sonoma Valley Unified School District Impact 100 Sonoma Sonoma County Regional Parks City of Sonoma Police Sonoma Valley Hospital Sonoma Valley Health Roundtable	Website: https://www.sustainablesonoma.net Caitlin Cornwall Sustainable Sonoma Project Director caitlin@sustainablesonoma.net Kim Jones Sustainable Sonoma Coordinator	Given the number of members, could be an effective outreach partner/discuss ways to leverage outreach and communications	Monthly meetings: appear to occur second Wednesday of the month.	SuSo Housing Declaration: https://www.sustainablesonoma.net/blog-feed/housing-declaration Voices of Sonoma Valley (2018 Listening Sessions) Report: https://static1.squarespace.com/static/582f5c709f74561b35103c6c/t/5c28543b758d46566df6f3ed/1546146876421/2018+The+Voices+of+Sonoma+Valley.pdf Purpose: Forum of community leaders from a wide range of sectors across Sonoma Valley, finding solutions and taking action to address community's biggest challenges.

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Friends in Sonoma Helping (FISH) City of Sonoma Sonoma Teen Services Transition Sonoma Valley Sonoma Valley Community Health Ctr Hanna Institute Sonoma County Area Agency on Aging Rebuild Northbay Foundation Sonoma Valley Climate Coalition Sonoma Valley Housing Group Sonoma Valley GSMOL Sonoma Valley Wine Springs Community Alliance Community Foundation Sonoma County Greenbelt Alliance Midpen Housing Sonoma Valley Museum of Art Other Partners: Share Sonoma County Health Action Generation Housing	kim@sustainablesonoma.net			
Native American Tribes					

Interests	Stakeholder Groups	Primary Contacts	Strategies/ Tools	Timing	Notes/key interests
	Federated Indians of Graton Rancheria (including Southern Pomo and Coast Miwok), Wappo/Onastis people.		Formal government to government consultation	Tribal consultation (County); AB52	County will lead on consultation
State Agencies and County Agencies					
	Department of General Services (DGS)		Ongoing coordination		
	Department of Developmental Services (DDS)		Coordination at key milestones		
	Housing Finance Authority		Coordination at key milestones		
	Housing and Community Development		Coordination at key milestones		
	Air Resources Control Board		Coordination at key milestones		
	CalEPA		Coordination at key milestones		
	Energy Commission		Coordination at key milestones		
	Natural Resources Agency		Coordination at key milestones		

APPENDIX A: NEAR TERM ACTION PLAN

The near-term action plan specifies the timing, engagement activities, and the lead to implement those activities. As community engagement occurs, the consulting team will update the Strategy document to reflect progress.

Timing	Engagement Activity	Lead	Progress
By August 10th	Confirm key contacts, primarily for underrepresented groups	CBI	CBI made request to PAT members on 7/30 for assistance; released draft strategy to PAT for input on 8/2/21; published draft strategy on website in late August.
September	Media briefing toolkit (in Spanish and English) public release	CBI, Permit Sonoma	By September 9, 2021
September	Project Update E-Blast to email distribution list	Permit Sonoma Dyett & Bhatia	By September 10th
September	Charla Comunitaria	District 1 Supervisor's Office, Permit Sonoma staff	Permit Sonoma coordinating with District 1 Supervisor to participate in upcoming Charla.
September	Convene at least one briefing at St. Leo's Catholic Church (possibly other venues) for Spanish-speaking community	Permit Sonoma, CBI	Permit Sonoma has received approval from St. Leo's to use the venue for this purpose.
September	Outreach to neighborhood south/southeast of SDC through direct mail	Permit Sonoma	
September-October	Provide briefing packets to youth organizations; engage youth organizations to provide input on workshop design for a youth involvement at the project alternatives workshop		

July-October	PAT consult on project alternatives workshop design (including digital engagement)	CBI, Permit Sonoma, Dyett & Bhatia	
November	Project Alternatives public release	Dyett & Bhatia	
1-2 weeks before Project Alternatives Workshop	Press release, high visibility signage on Arnold, E-Blast publicizing workshop	Permit Sonoma, CBI, Dyett & Bhatia	
November	Project Alternatives Community Workshop	Permit Sonoma, CBI, Dyett & Bhatia Permit Sonoma, CBI,	

APPENDIX B: MEDIA TOOLKIT CONTENT