

Community Engagement Framework

*General Plan Sonoma
Policy Development*

*Sonoma County
March 11, 2026*



Prepared by:

Permit Sonoma

2550 Ventura Avenue
Santa Rosa, CA 95403

Contact: Haleigh Frye, Planner II, Project Manager

Doug Bush, Planner III, Outreach Lead

Genevieve Bertone, Outreach Program Manager

Ross Markey, Comprehensive Planning Manager

707.565.1900

GeneralPlan@sonomacounty.gov

permitsonoma.org/generalplan

With assistance from:

PlaceWorks

2040 Bancroft Way, Suite 400

Berkeley, California 94704

510.848.3815

www.placeworks.com



TABLE OF CONTENTS

PURPOSE AND INTENT OF ENGAGEMENT 1

ENGAGEMENT FRAMEWORK AND GUIDING COMMITMENTS 2

 Community Engagement Goals..... 2

 Community Engagement Commitments 3

 Audiences for Engagement 4

 Engagement Methods 5

 Getting The Word Out 7

ENGAGEMENT TIMING AND ADAPTABILITY 8

 Policy Framework and Land Use Scenarios Development Engagement Round 9

 Policy Development and Preferred Land Use Scenario Engagement Round 10

 Draft General Plan Engagement Round 11

EQUITY AND ACCESSIBILITY 12

 Barriers to Engagement 12

 Alignment with County Equity and Accessibility Policies 14

 Community Based Organization (CBO) Partners 15

ROLES AND RESPONSIBILITIES 16

 County Staff and PlaceWorks..... 16

 Planning Agency, Planning Commission and Board of Supervisors..... 17

 Community/Municipal Advisory Councils (C/MACs)..... 17

 Community Participants and Partners 17

REPORTING AND TRANSPARENCY 18



PURPOSE AND INTENT OF ENGAGEMENT

The purpose of the General Plan Sonoma Community Engagement Framework is to identify strategies and tools for community engagement and to ensure that all voices in the community, especially from historically underrepresented populations, can help shape policy for the General Plan update.

Between June 2024 and August 2025, the County began the General Plan update with community visioning to gather input on what the community wants for the future of unincorporated Sonoma County. This outreach resulted in the creation of the [Draft Vision Statement and Guiding Principles](#), which will serve as the foundation for General Plan Sonoma by providing a framework for goals and associated policy guidance in the updated General Plan.

The County is now working on policy development, which will be a multi-year effort that will continue to engage residents countywide. This Community Engagement Framework establishes a structure and guiding commitments for engagement rather than a fixed or exhaustive list of activities, allowing the approach to remain flexible and responsive to emerging community feedback and participation needs.



Forestville Community Workshop on January 30, 2025



ENGAGEMENT FRAMEWORK AND GUIDING COMMITMENTS

Community engagement is central to ensuring General Plan Sonoma reflects the priorities, needs, and desires of the county’s diverse communities. Continuing from the foundation established during community visioning, the following engagement framework outlines the community engagement goals, engagement commitments, audiences, and methods that will shape upcoming outreach for General Plan Sonoma. The engagement framework is designed to be inclusive, adaptable, and flexible, allowing the General Plan team to learn and adjust its approach throughout the remainder of the General Plan update, which is expected to be a three-year process.

Community Engagement Goals

Outreach for General Plan Sonoma will continue to reflect the county’s diverse perspectives, backgrounds, and priorities. The engagement goals for General Plan Sonoma are to:

1. Ensure all Sonoma County residents are aware that the General Plan is being updated, and understand why the General Plan matters and how their input is valuable to the update process and the future of unincorporated Sonoma County.
2. Ensure General Plan Sonoma reflects the needs of people who represent the full range of demographics, perspectives, and experiences in unincorporated Sonoma County. This includes engaging with traditionally underrepresented and marginalized communities, including racial and ethnic groups and low-income communities for whom barriers such as language and cultural differences, lack of access to technology and transportation, time constraints, and lack of trust in government may impact participation.
3. Maximize participation in the process by offering a comprehensive range of engagement activities that can reach community members at their comfort level and removing barriers to engagement by providing accessible, culturally appropriate information and resources.
4. Provide flexibility in the planning process to adapt to what we learn along the way. This includes assessing and documenting progress on achieving engagement goals to identify needed refinements.



5. Build public trust and ownership in General Plan Sonoma and its planning process. This includes undertaking a transparent and accountable process in which community members can easily access engagement results and understand how their input is being used.
6. Foster constructive dialogue around competing priorities by creating opportunities to openly discuss conflicts, tradeoffs, and differing perspectives in a respectful and equitable manner, ensuring that diverse viewpoints are acknowledged and considered in decision making.
7. Collaborate with key stakeholders throughout the update process, including businesses, community and interest groups, Tribal governments, public agencies, and partner jurisdictions.

Community Engagement Commitments

Community engagement for General Plan Sonoma will also follow the engagement commitments below, which were developed with consideration of the engagement completed during community visioning and in alignment with the community engagement goals described above.

- **Accessibility and Inclusion.** Engagement opportunities will be inclusive and accessible for people of all abilities, languages, schedules, and technology access levels. There will be a range of outreach activities, such as in-person workshops, open houses, virtual meetings, online tools, and informal community events, so residents can engage in ways that work best for them. Materials will be written in plain language, ADA-compliant, and translated as needed. Events will be held at accessible locations, offered at varied times, and designed to be welcoming and family-friendly.
- **Equity-Focused Engagement.** The General Plan team will work to ensure meaningful opportunities for equitable representation in shaping the General Plan through partnerships with CBOs, targeted outreach, and culturally relevant strategies. The outreach process will align with the County's equity policies and language access requirements to ensure inclusive engagement that elevates voices not traditionally represented in planning.
- **Transparency and Follow-Through.** The General Plan team will clearly explain how decisions are made and how input will be used. The General Plan team will also clarify key decision points and trade-offs and report back at major milestones to demonstrate how community feedback is shaping General Plan Sonoma. Outreach summaries and other engagement materials following outreach events or activities will be available online.



- **Flexibility and Responsiveness.** Effective engagement adapts based on who is and is not being reached. This Community Engagement Framework is designed to be flexible. After each round of engagement, the effectiveness of outreach activities will be evaluated and refined as needed for future engagement. The General Plan team will be responsive to questions and community needs as they arise.
- **Respect for Community Time and Lived Experience.** Engagement should value all participants' knowledge, reduce burdens, and offer meaningful opportunities for input. The General Plan team will meet people in accessible, convenient spaces and provide multiple ways to participate at times that work for a variety of schedules. Activities will build on prior input, so participants are not asked to share the same feedback multiple times. This approach recognizes the value of community expertise across all backgrounds and perspectives, makes participation worthwhile, and demonstrates that everyone's time and lived experiences directly inform decision-making.

Audiences for Engagement

Community engagement will be designed to include and reflect the full diversity of those who live and work in Sonoma County. The General Plan process seeks broad participation from all residents countywide, recognizing that meaningful community planning depends on a full range of perspectives.

To support broad and representative participation, the General Plan team will take additional steps to reduce barriers that can limit involvement for some groups. The following populations were identified in the Sonoma County Office of Equity Community Engagement Plan as more likely to face obstacles to participation, and outreach strategies will be tailored to support equitable opportunities to engage:

- Latine/a/o Population
- Asian American and Native Hawaiian/Pacific Islander (AANHPI) Population
- Black Population
- Native American Population
- LGBTQIA2S+ Members
- Renters
- Low-Income Residents
- Non-English Speakers
- Farmworkers
- People with a Lived Experience of Homelessness
- Youth
- Young Adults



- Veterans
- People with Developmental Disabilities
- Rural Community Members

These focused efforts are intended to expand participation and to help ensure that people who have historically faced barriers to engagement can participate with the broader community. The process will also include engagement with key stakeholders such as businesses, community and interest groups, Tribal governments, public agencies, the nine cities, and partner jurisdictions.

Engagement Methods

The engagement methods described below represent a menu of options the General Plan team may use to gather equitable and inclusive input to inform General Plan Sonoma. These approaches are illustrative rather than prescribed and will be selected and tailored based on the policy topic, audience, and focus of the General Plan update.

Many of these engagement methods leverage digital tools and technology to expand opportunities for inclusive community participation during policy development. Online engagement may include surveys, interactive mapping tools, participatory trade-off exercises, and virtual workshops that allow community members to provide input remotely. Innovative and creative approaches beyond traditional engagement methods may include youth engagement activities, community art outreach (such as storytelling through the arts), and other interactive online tools designed to increase awareness and participation. Activities that allow for direct interaction with community members may include community events, workshops, and in-person discussions. Relationship-based engagement could also be supported through focus group meetings with harder-to-reach populations and Tribal engagement. Together, these approaches create a multi-modal engagement strategy that provides multiple ways for people to participate.

Outreach Method	Description
<p>In-Person and Virtual Workshops</p>	<p>Continuing to facilitate community workshops will be an important method to engage the community at key points in the update process. The General Plan team anticipates these will include a combination of in-person workshops focused on countywide issues, in-person open house events focused on local issues in communities throughout the county, and virtual workshops to complement the in-person events.</p>



Outreach Method	Description
Online Engagement	Using online tools can increase access to the project and engage a broad cross-section of community members, reaching those who may not otherwise be involved. The General Plan team will develop interactive online activities to engage community members at appropriate points in the process.
Community Events	To reach community members who may not participate in large workshops or formal public hearings, the General Plan team will continue to attend community events such as school and neighborhood gatherings, culturally specific markets, or larger community celebrations and events, to share information and gather input in familiar and convenient settings.
Hard-to-Reach Engagement	Focus group meetings organized in partnership with CBOs provide an opportunity to engage underrepresented and marginalized communities and continue the meaningful discussions that occurred during community visioning.
Youth Engagement	Youth engagement was highlighted as an underrepresented group in previous community engagement activities. Engagement activities for youth could be conducted in collaboration with Santa Rosa Junior College, high school classroom or school-based programs, and CBOs.
Storytelling Through Arts	Arts activities and approaches could include community art projects, partnerships with school media or art programs, or other digital or print interactive art outreach activities.
Issue-Focused and Technical Panels	As policy questions become more detailed, there are opportunities to draw on the knowledge of subject-matter experts through issue-focused and technical panel discussions. Such panels can bring together subject-matter experts and the public in a shared forum, providing expert input on policy development while also creating opportunities for community members to participate.
Tribal Partnerships	There are five federally recognized Tribes in what is now known as Sonoma County. The County is required under State law to consult Tribes on the General Plan update and its associated environmental review. Consultation and engagement with Tribes are anticipated to include meetings with Tribes to discuss key components of the General Plan update and Tribal cultural resources. It could also include collaboration with a CBO focused



Outreach Method	Description
	on indigenous youth to support youth engagement and strengthen connections to Tribal communities.
Community/Municipal Advisory Council Meetings	Sonoma County has an existing network of Community and Municipal Advisory Councils (C/MACs) that help bridge communication between the County and local residents and businesses. The General Plan team plans to supplement the community input from workshops and other outreach activities with meetings with the established C/MACs, which are described further in the Engagement Timing and Adaptability and Roles and Responsibilities sections below.
Planning Commission/Agency and Board Meetings	The General Plan team can also supplement input from workshops and other outreach activities through public meetings with the Planning Agency and Board of Supervisors at key milestones. These meetings provide additional opportunities for the public to comment on draft materials and policy recommendations as General Plan Sonoma progresses. The Agency and Board meetings are described further in the Engagement Timing and Adaptability section below.

Getting The Word Out

A central goal of the Community Engagement Framework is to ensure Sonoma County residents are aware of the General Plan update, understand why it matters, and how their input affects the General Plan and the future of Sonoma County. To support this goal, the General Plan team will use a range of communication channels and outreach methods to share information and encourage participation throughout General Plan Sonoma. These methods may include online platforms, in-person outreach, educational videos, and creative engagement approaches designed to reach people in ways that are accessible and relevant to different communities. Together, these tools are intended to reach people through multiple formats and communication preferences.

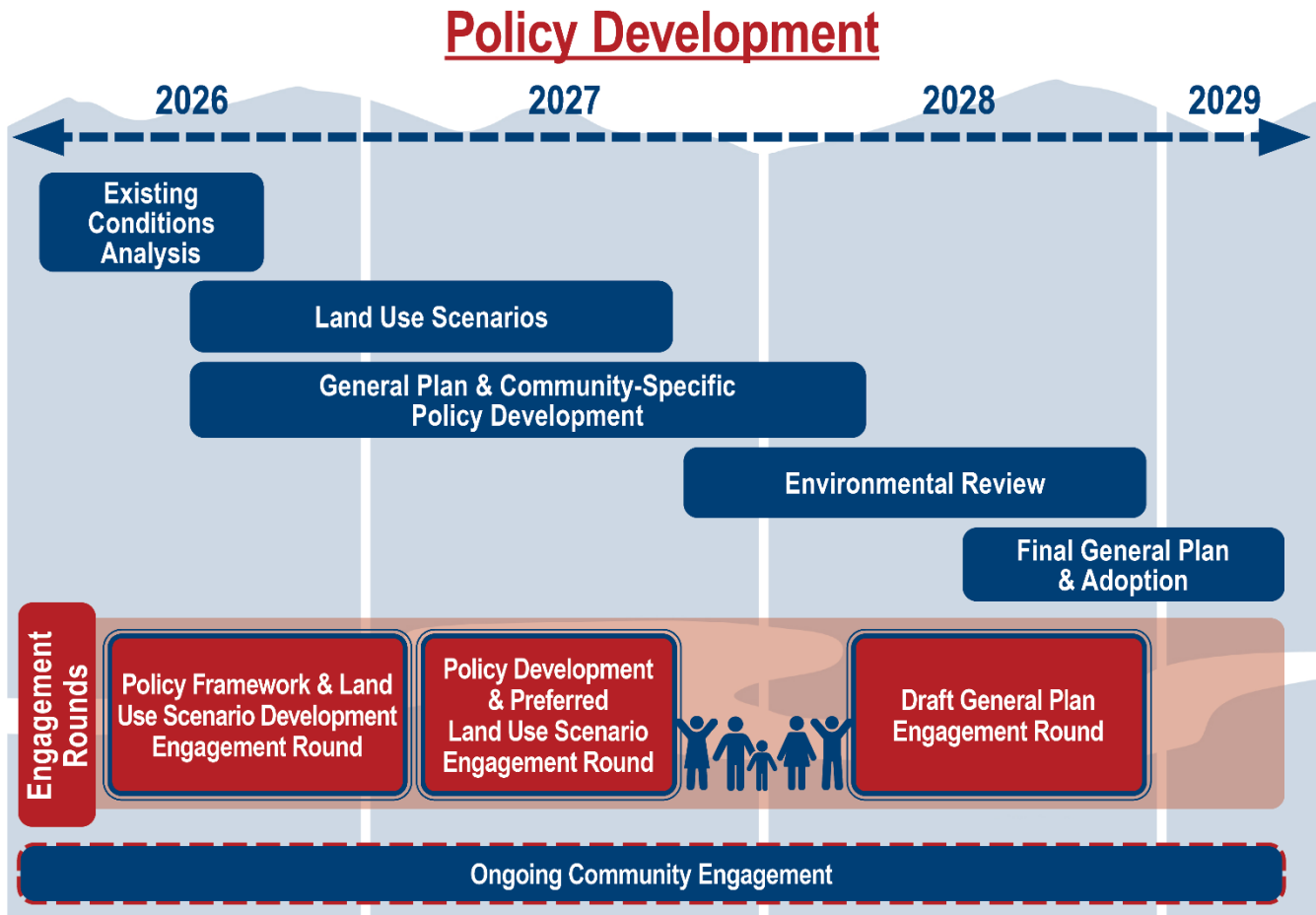
Examples of communication tools and channels may include the General Plan Sonoma website and online engagement platform, partnerships with community-based organizations and community networks, email newsletters, social media and other digital outreach, educational videos, radio announcements, printed materials (e.g., infographics, flyers, and mailers), and in-person outreach at community events.



ENGAGEMENT TIMING AND ADAPTABILITY

Community engagement will be aligned with the major tasks of General Plan Sonoma so input is collected at the points when it can most meaningfully inform key decisions and refine General Plan direction. Community engagement is anticipated to occur during the following tasks: Policy Framework and Land Use Scenarios Development, Policy Development and Preferred Land Use Scenario, and Draft General Plan.

The timeline below shows the major policy development tasks and when the engagement rounds are anticipated to occur. The following sections outlines the general timing and anticipated focus of activities for each round of engagement.





Policy Framework and Land Use Scenarios Development Engagement Round

The first round of engagement for policy development is anticipated to start in April and go through January 2027. During this engagement round, participants will review key issues, identify policy priorities, and provide input that will guide the development of land use scenarios for evaluation in the next task. We anticipate there will be approximately 40 community engagement activities during this engagement round. The following list describes the preliminary anticipated engagement activities and their purpose.

Preliminary ideas for engagement activities during this engagement round include:

- **Goal-setting workshops (we are here)** with the Planning Agency and Board of Supervisors to review the policy development scope and schedule, share this Community Engagement Framework, and confirm the Vision Statement and Guiding Principles for General Plan Sonoma.
- **Countywide workshops** to introduce the policy development work for General Plan Sonoma to the community, share key trends identified through the existing conditions and trends analysis, and facilitate small-group discussions to identify countywide and community-specific policy priorities. We also anticipate presenting a preliminary map of study areas for potential land use changes and gathering feedback on whether these locations are appropriate for further exploration in the land use scenarios task.
- **An online survey** that includes questions similar to those discussed during the workshop series, promoted through outreach at **community events** and other engagement activities.
- **Focus group meetings, youth workshop(s), and engagement activities with high school youth** to discuss and confirm policy priorities and potential study areas for land use changes with these targeted groups. These activities could address similar topics as the countywide workshops but would be tailored to each audience.
- **Engagement with Indigenous youth** to discuss community priorities and policy considerations and **meetings with Tribal representatives** to initiate discussions about issues of importance to Tribal communities and to review and confirm relevant findings from the existing conditions and trends analysis.
- **Community art outreach project** designed to generate interest in the General Plan update and reflect community ideas, potentially related to the Vision Statement and Guiding Principles.



- **Educational video(s)** to inform the community about the project and encourage broader awareness and participation.
- **Meetings with the Community and Municipal Advisory Committees (C/MACs)** to share outcomes from community engagement activities, present initial analysis and input related to policy guidance specific to the communities served by the C/MAC (i.e., from community-specific policies in the existing General Plan, Area Plans, and design guidelines), and discuss and confirm potential next steps.
- **Meetings with the Planning Agency and Board of Supervisors** to share outcomes from community engagement activities and discuss and confirm potential next steps, including direction on the land use scenarios.

Policy Development and Preferred Land Use Scenario Engagement Round

The next round of engagement for policy development is anticipated to occur between February 2027 and October 2027. The purpose of this engagement round is to explore policy approaches to key issues with community members, present the land use scenarios that were developed based on input from the prior task, present the findings of the land use scenarios evaluation, and gather community input to identify a preferred scenario to carry into the General Plan. Engagement during this round will focus on ensuring that residents, stakeholders, and decision-makers understand the implications of policy approaches and the alternative land use scenarios and have meaningful opportunities to shape the final direction. We anticipate there could be approximately 55 outreach activities during this round.

Preliminary ideas for engagement activities during this engagement round include:

- **Local community workshops** to present the land use scenarios workbook to guide participants through the evaluation of different scenarios and gather input on preferred approaches for each study area, with a focus on study areas that are within or near the workshop location. At these workshops, we can also gather input on community-specific policies for each area.
- **An interactive map-based online survey** that includes questions similar to those discussed during the workshop series, promoted through outreach at **community events** and other engagement activities.
- **Focus group meetings, youth workshop(s), and engagement activities with high school youth** to gather input on the preferred land use scenario and potential policy



approaches with these targeted groups. These activities could address similar topics as the local community workshops but would be tailored to each audience.

- **Issue-focused technical panels** to explore specific policy topics in greater depth by bringing together subject matter experts and community members in a shared forum to discuss and consider potential policy approaches.
- **Continued meetings with Tribal representatives** to review and confirm relevant policy direction and discuss issues of importance to Tribal communities.
- **Community art outreach project** designed to engage community members in exploring one or more policy topics and encourage broader interest in the General Plan update.
- **Meetings with the C/MACs** to share outcomes from community engagement activities, continue discussion of community-specific policy analysis, and discuss and confirm potential next steps.
- **Meetings with the Planning Agency and Board of Supervisors** to share outcomes from community engagement activities and discuss and confirm potential next steps, including confirmation of a preferred land use scenario.

Draft General Plan Engagement Round

We anticipate engagement on the Draft General Plan would occur between March 2028 and December 2028. The purpose of this engagement round is to present the Draft General Plan, gather feedback on the proposed policy guidance, and identify needed refinements. Engagement will focus on helping community members and decision-makers understand how earlier input shaped the draft, identifying any remaining issues, and ensuring the plan is clear, implementable, and responsive to the community. We anticipate there could be approximately 40 engagement activities during this round.

Preliminary ideas for engagement activities during this engagement round include:

- **Local community workshops** to present the Draft General Plan and gather feedback from community members. These workshops would ask participants whether the draft reflects their vision for the future of the county and their community and whether the document is clear, accessible, and easy to understand, as well as ask the community to identify areas where revisions may be needed.
- **An online interactive activity** that includes questions similar to those discussed during the workshop series, promoted through outreach at **community events** and other engagement activities.



- **Continued meetings with Tribal representatives** to review the Draft General Plan and gather feedback on policies, priorities, and issues of importance to Tribal communities.
- **Meetings with the C/MACs** to share outcomes from community engagement activities and gather committee feedback on the Draft General Plan, with a focus on policy guidance specific to communities served by the C/MAC.
- **Meetings with the Planning Agency/Planning Commission and Board of Supervisors** to share outcomes from community engagement activities and gather feedback on the Draft General Plan.

EQUITY AND ACCESSIBILITY

Achieving the community engagement goals and keeping the engagement commitments for General Plan Sonoma requires a comprehensive approach to equity and accessibility. This includes identifying and reducing barriers to participation, aligning outreach with County equity and language access policies, and partnering with trusted CBOs to ensure meaningful engagement with residents across Sonoma County’s diverse communities.

Barriers to Engagement

The General Plan team has identified an initial list of common engagement barriers and approaches to address these barriers.

- **Language.** County residents who speak little to no English face significant language barriers, such as a lack of quality interpreters, discrimination based on limited English proficiency, lack of culturally competent translations, and misidentification of Central American Indigenous Language speakers as Spanish speakers.¹ In addition, for speakers of all languages, jargon, planning terms, and acronyms can often be unfamiliar, which can discourage community members from getting or staying involved. Materials for General Plan Sonoma will be accessible by using common terms and thorough translation into other languages, as well as providing definitions when needed. The County aims to promote language access in all its engagement activities to ensure its values of anti-racism, design

¹ Sonoma County Office of Equity, 2024, May 14, Language Access Implementation Plan, <https://vote.sonoma-county.org/Main%20County%20Site/Development%20Services/CDC/Documents/Plans%20Policies%20and%20Reports/Language%20Access%20Implementation%20Plan.pdf>.



to the margins, collective and transformative leadership, authentic collaboration, and transparency and accountability are foundational.²

- **Location Accessibility and Transportation Needs.** Physical barriers, such as venues that are not ADA-compliant or locations accessible only by personal vehicle, can limit participation in community engagement. To address this, in-person events will be held at ADA-compliant facilities, and events in parts of the county with regular transit service will be reachable by multiple modes of travel, such as near a bus stop where feasible. In addition, attending in-person events may be challenging for those who live far from the location or who do not want to incur transportation costs. Therefore, when selecting engagement event locations, the General Plan team will ensure they cover the county broadly and equitably, including convenient locations for historically under-represented populations. The process will also include a mix of in-person and virtual meetings to maximize access, as well as online engagement tools that support participation without constraints on the time, place, or method of input.
- **Technological and Digital Accessibility.** While increasing access for some, digital tools also pose the risk of excluding people with limited technological access. Among these communities, digital tools can create discomfort due to a lack of understanding of complex technological tools. Another layer of inaccessibility is added for those who don't have a computer, mobile device, and/or broadband. To mitigate these risks, online activities will follow ADA and Web Content Accessibility Guidelines (WCAG), be easy to use, and provide clear instructions on use; in addition, printed or in-person alternatives will be available. Numerous mechanisms will be considered for engagement to reach the most impacted populations, including social media tools, which may be more accessible and widely used than videoconferencing technologies.
- **Timing of Events.** The timing of community meetings can affect a person's ability to participate. To increase access, events and activities will be scheduled on strategic days and times that can work for different segments of the community to respond to different schedules. Events may be repeated at different times, such as a weekday and weekend option, to help increase participation as appropriate. In addition, as noted previously, online engagement tools will be used to supplement live events to maximize access for people with time constraints.

² See the Sonoma County Office of Equity Language Access Implementation Plan for more information about the County Office of Equity's values: <https://vote.sonoma-county.org/Main%20County%20Site/Development%20Services/CDC/Documents/Plans%20Policies%20and%20Reports/Language%20Access%20Implementation%20Plan.pdf>.



- **Family-Friendly Environment.** Families often find it difficult to attend events because they must tend to their children. The General Plan team will provide family-friendly events so parents can participate with their children, such as hosting events as part of family-oriented venues like farmers markets and providing food and kids activities at workshops.
- **Equitable Compensation.** The time spent participating in engagement events may sometimes be an economic hardship. The Sonoma County Office of Equity’s Community Engagement Plan highlights the need for equitable compensation.³ During engagement with hard-to-reach populations, the General Plan team will offer compensation and/or incentives. In addition, a meal will be provided during all in-person workshops and meetings, which often happen in the evening during dinner time.
- **Lack of Trust in Government.** A history of intentional and unintentional planning decisions at all levels of government has disproportionately affected communities of color, low-income households, and other marginalized communities. Increasingly, immigrant communities and families with mixed documentation status can be fearful of engaging with governmental institutions. To overcome this barrier, the General Plan team will meaningfully engage with residents by meeting them in their communities and trusted places of gathering in with trusted community leaders. The General Plan team will partner with trusted CBOs to create a safe, welcoming environment for people of these communities to participate in General Plan Sonoma.

Alignment with County Equity and Accessibility Policies

The County has adopted a [Community Engagement Toolkit](#) and Language Access Policy and [Implementation Plan](#) and endorsed the [County of Sonoma Office of Equity Community Engagement Plan](#) and an [Informational Brief on Intergovernmental Relations with Native Nations](#) in Sonoma County as guiding resources. This Community Engagement Framework is designed to be consistent with these plans, and the General Plan team will continue to refer to these plans throughout the engagement process.

³ Sonoma County Office of Equity, 2023, May 14, Community Engagement Plan, <https://sonomacounty.ca.gov/administrative-support-%20and-fiscal-services/office-of-equity>.



Community Based Organization (CBO) Partners

To continue the meaningful engagement with hard-to-reach communities during community visioning, the General Plan team will identify eight local CBO partners for the policy development engagement. We anticipate the role of the CBOs will include facilitating meaningful focus group discussions with underserved communities and supporting outreach efforts to their communities and networks to help spread the word about engagement opportunities. In addition, CBO partners could support culturally targeted and/or multicultural outreach efforts that go beyond the focus group discussions, such as assisting with community events and supporting youth-based engagement efforts.. Each CBO partner will be compensated for their time.

The General Plan team has developed the following criteria that may be used to select the seven CBO partners.

Planned Criteria for CBO Selection

- **Connections with populations of interest:** Experience working with target audiences; has trusted relationships with these communities and established communication channels for sharing information and gathering input.
- **Collaborative, inclusive process:** Demonstrated commitment to working collaboratively with partners and the community; track record of contributing to decision-making processes; skilled in meeting facilitation; can serve as a neutral convener.
- **Local experience and knowledge:** Knowledge of local issues.
- **Project management:** Proven track record of completing project tasks within a timely manner and within budget; reliable and responsive.
- **Bilingual capacity:** Has bilingual staff that can assist in the language needed.
- **Staff capacity:** Has sufficient staff capacity to do the work or a plan for ensuring staff capacity.



ROLES AND RESPONSIBILITIES

County Staff and PlaceWorks

The following table outlines the primary responsible parties for various tasks and processes. While each task is assigned to either PlaceWorks and/or Permit Sonoma staff, Permit Sonoma staff will review all materials to ensure compliance and quality standards are met. This collaborative approach ensures thorough oversight and supports the effective management of all related activities.

Task	Primary Responsible Party
General Plan Sonoma Website	PlaceWorks/Permit Sonoma
Outreach Dashboard	PlaceWorks
Community Engagement Online Platform and Online Activities	PlaceWorks/Permit Sonoma
Marketing and Other Noticing (e.g., social media posts, mailers, scripts for radio ads, flyers, newsletters)	PlaceWorks/Permit Sonoma
Educational Videos or other Video Content	PlaceWorks/Permit Sonoma
Digital Accessibility and Document Compliance	PlaceWorks
Materials Translation	PlaceWorks
Community Workshops Materials Preparation and Facilitation (In-Person, Open House, and Virtual)	PlaceWorks
Workshop Meals	PlaceWorks
Family-Friendly Activities	PlaceWorks
Meeting Venues	Permit Sonoma
Hard-to-Reach Engagement	PlaceWorks with CBO support
CBO Coordination	PlaceWorks
Youth and Arts Engagement	PlaceWorks/Permit Sonoma
Community Events Coordination	Permit Sonoma with CBO support
Community Events Materials Preparation and Staffing	PlaceWorks
Issue-Focused and Technical Panels	PlaceWorks/Permit Sonoma
Community/Municipal Advisory Council Coordination	Permit Sonoma
Community/Municipal Advisory Council Materials Preparation and Facilitation	PlaceWorks
Tribal Partnerships	PlaceWorks/Permit Sonoma
Engagement Summaries	PlaceWorks



Planning Agency, Planning Commission, and Board of Supervisors

During policy development, the Planning Agency, Planning Commission, and Board of Supervisors will serve as the primary decision-making and policy-setting bodies for General Plan Sonoma, providing direction and formal review at key milestones. Informed by community input and technical analysis, the Planning Agency and Planning Commission will evaluate draft milestone products to forward to the Board of Supervisors for recommendation. The Board of Supervisors will consider these recommendations and may offer additional guidance, ultimately adopting the General Plan.

Community/Municipal Advisory Councils (C/MACs)

C/MACs will help supplement two-way communication between General Plan Sonoma and local communities throughout the update process, particularly on locally-specific issues. They will help spread awareness of upcoming engagement activities and ensure local perspectives are reflected.

At each stage of the process, C/MAC meetings will:

- Recap community input received to date.
- Preview upcoming outreach activities and next steps.
- Discuss key questions being posed to the community.
- Review community-specific policy considerations as they develop.

By maintaining a regular dialogue, C/MACs will help ensure that area-specific issues raised by residents across the county are heard and addressed in the General Plan.

Community Participants and Partners

Community participants and partners have an important role during policy development by contributing local knowledge, lived experiences, technical expertise, and community perspectives. Community members will provide input on priorities, trade-offs, and draft policy approaches. CBO and other partners will expand outreach capacity, facilitate culturally responsive engagement, and ensure that diverse voices are represented. Together, their involvement strengthens the quality and equity of the plan and helps ensure that it reflects the needs of Sonoma County's residents.



REPORTING AND TRANSPARENCY

All engagement activities and outcomes will be documented throughout the project to ensure transparency and accountability. After each round of engagement, PlaceWorks will prepare a bilingual (English and Spanish) Community Engagement Summary that compiles and analyzes the input received. Each summary will describe the engagement activities, outreach methods, participant demographics (if available), community feedback, and key themes. The summary will present this information in a visually engaging format and communicate the input received, how it is shaping the plan, and the next steps in the process.

Notes from individual engagement activities will be recorded and could be published on the General Plan Sonoma website. Similarly, to track who is being reached and to support transparency, the General Plan team will build on or adapt the outreach dashboard prepared during community visioning and periodically update it at the conclusion of each round of engagement. This dashboard will provide an ongoing, publicly accessible snapshot of participation and input, helping the community understand how their contributions are being documented and considered.

Finally, engagement effectiveness will be evaluated after each engagement round based on community feedback. Refinements to the engagement approach in subsequent activities will be considered based on the outcomes of this review. As noted earlier, this Community Engagement Framework is designed to be flexible, allowing outreach strategies, activities, and partnerships to be refined over time to better reach Sonoma County's diverse communities and address gaps in participation.