

Outreach Toolkit

General Plan Sonoma Community Vision Phase

Sonoma County



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@sonoma-county.org

permitsonoma.org

With assistance from:

PlaceWorks

2040 Bancroft Way, Suite 400

Berkeley, California 94704

510.848.3815

www.placeworks.com



PURPOSE OF THE TOOLKIT

The purpose of this Outreach Toolkit is to equip and empower stakeholders to help raise awareness about the Sonoma County General Plan Update and encourage their networks to participate in the process.

The Outreach Toolkit provides background information about General Plan Sonoma, along with tools to help encourage broad participation from community members. Stakeholders can play a crucial role in distributing information to their established networks, to support widespread engagement. The Outreach Toolkit is designed to assist stakeholders in communicating what the General Plan is and why it matters, highlighting how the community will directly shape Sonoma County's future by participating in the General Plan Update. By using these materials, stakeholders can help the County to hear and consider a diverse range of voices, fostering an equitable and inclusive approach that will ultimately reflect the needs and priorities of *all* community members in the new General Plan.

BACKGROUND

Sonoma County General Plan 2020 was adopted by the Board of Supervisors in 2008. Since its adoption, significant changes have occurred in the county, including changing conditions related to public health, climate change, equity, costs of land, and housing prices. Meanwhile, State laws about what needs to be covered in the General Plan have also changed. The Community Vision Phase of General Plan Sonoma is focused on developing a vision and guiding principles to inform the General Plan Update, through robust community engagement and a careful review of the current General Plan.



Youth General Plan outreach event at a high

This first phase of the General Plan Update, the Community Vision Phase, will gather feedback and report on significant issues that affect residents throughout the county, such as growth and development, transportation, agriculture, natural resources, open space, and climate change. Engaging the community on these and other topics is crucial so that we develop an approach to General Plan Sonoma that speaks to the needs and interests of the Sonoma County community. Therefore, the



Community Vision Phase of General Plan Sonoma includes an extensive and robust engagement effort that is designed to identify and confirm issues for the General Plan Update to address in support of a shared community vision for the future, which will in turn inform the scope and approach for Phase 2, when the updated General Plan will be prepared.

GET INVOLVED!

We invite you to help spread the word about General Plan Sonoma, so the General Plan can reflect the unique perspectives of your organization and its stakeholders.

Here's what you can do to help:

- **Share and take our Vision Survey!**

Share [our survey](#) so your stakeholders can share their priorities for the General Plan. Responses will help to identify a shared vision for the future of Sonoma County. The survey takes approximately 10 to 15 minutes to complete and is available in English and Spanish.



Workshop held in Forestville on January 30, 2025

- **Spread the word about the upcoming Local Communities Visioning Workshops!**

In-person workshops will be held in various communities across Sonoma County, along with two virtual workshops covering all communities. Details for these workshops are on page 5 and will also be posted soon on the General Plan Sonoma [website](#). Please share information about these workshops with your networks and encourage community members to participate.

- **Want to learn more and be involved in the process? Join an upcoming stakeholder meeting!**

The County will hold two stakeholder workshops on March 13 (12-1 PM) and March 20 (1-2PM) where we will share more information about the General Plan update process and ways you and your communities can be involved. The workshops include a Q&A where we can answer your questions. We look forward to seeing you on the day that best fits your schedule. A recording will be available for those that are unable to attend.



- **Share the mailing list link!**

Sign up and ask your network to join the County's [mailing list](#) to receive project updates and how to be involved.

RESOURCES

The following list identifies the materials and channels available to connect with the community throughout the Community Vision Phase.

- **Community Engagement Plan.** The Community Engagement Plan outlines strategies and tools for engaging the Sonoma County community during this Community Vision Phase. It includes detailed information about the approach to the community engagement process, ensuring that the vision of the General Plan reflects the diverse voices of the community, especially those who have historically been marginalized in typical engagement processes. The plan aims to foster an inclusive engagement process that considers all perspectives in shaping the future of Sonoma County. The Community Engagement Plan is [available here](#).
- **General Plan Sonoma Website.** The General Plan Sonoma website, available in English and Spanish, provides essential project information, announces workshops and other events, documents community input, publishes project documents, and offers online engagement activities. The website is available at the following link: permitsonoma.org/generalplan.
- **General Plan Sonoma Presentation.** This presentation offers an overview of the General Plan, why it matters, an overview of the Community Vision Phase process, and a call to action. The presentation is provided as a separate file in this toolkit.
- **Educational Videos.** The General Plan Sonoma team prepared an educational video in English and Spanish that can be viewed and shared with your network to learn more about the General Plan Update. Please share the videos with anyone interested in learning more! They can be accessed on the website.
- **General Plan Info Sheet.** A short info sheet about the project and upcoming outreach opportunities has been prepared for you to review and share with your network. The info sheet is provided as a separate file in this toolkit.
- **Frequently Asked Questions (FAQs).** A FAQ handout is also provided as a separate file in this toolkit, providing answers to frequently asked questions about the General Plan Update.



UPCOMING LOCAL COMMUNITIES VISIONING WORKSHOPS

As noted above, the County will be hosting local community workshops to learn about the key opportunities and challenges in Sonoma County communities and their vision for the future. Each workshop will start with a presentation and Q&A, followed by an open house where participants will be invited to share what they love about their community and what needs to change. Participants will be welcome to stay for as long as they like to provide their input, so they don't need to stay for the entire workshop. Dinner and family-friendly activities will be available at in-person events, with Spanish interpretation provided at all workshops.

Area	Date	Time	Type	Location
Lower Russian River Forestville Guerneville Monte Rio Cazadero	Mon, Mar. 10	6-7:30pm	In-Person	Guerneville School 14630 Armstrong Woods Rd. Guerneville
Geyserville Northern 101 Corridor	Tue, Mar. 11	6-7:30 pm	In-Person	Geyserville New Tech Academy 1300 Moody Ln. Geyserville
Sonoma Valley	Mon, Mar. 24	6-7:30 pm	In-Person	Flowery Elementary School 17600 Sonoma Hwy. Sonoma
South Santa Rosa	Tues, Mar. 25	6-7:30 pm	In-Person	TBD
North Santa Rosa	Wed, Apr. 2	6-7:30 pm	In-Person	Mark West Charter School 4600 Lavell Rd. Santa Rosa
Greater Petaluma Penngrove Two Rock	Thurs, Apr. 3	6-7:30 pm	In-Person	TBD
All (Virtual)	Mon, Apr. 7	6-7:30 pm	Virtual	Zoom
All (Virtual)	Thu, Apr. 10	12–1:30 pm	Virtual	Zoom



Area	Date	Time	Type	Location
Coastal Communities Bodega Bay Bodega Valley Ford	Tue, Apr. 15	6-7:30 pm	In-Person	The Bodega Harbour Yacht Club 565 Smith Brothers Rd. Bodega Bay
Greater Sebastopol Graton Occidental	Thurs, Apr. 16	6-7:30 pm	In-Person	TBD