

Russian River Redevelopment Project Strategic Plan Visioning Event Summary Report

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Introduction

Early in 2006 the Russian River Strategic Plan was initiated. The plan is intended to identify priorities for redevelopment initiatives for the Russian River Redevelopment Project. The Redevelopment Project was designated by Sonoma County and guided by the Russian River Redevelopment Oversight Committee (RRROC) in conjunction with the Sonoma County Community Development Commission. The Redevelopment Project created a local funding source to address the unique improvement needs of the Russian River area.

The purpose of the strategic planning process is to determine the communities' priorities and help guide decision-making to ensure that financial resources are used in the most effective way. According to the parameters of the Redevelopment Project, the strategic plan can address the following:

- Elimination of blight
- Tourism and economic development
- Business district revitalization
- Recreation and park facilities
- Improved housing conditions
- Public improvements and facilities
- Other issues such as flood mitigation, waste clean up, planning

A Strategic Planning Subcommittee (SPS) has been formed by the RRROC to work with citizens and a consulting team to complete the plan. A project Web site www.russianriverplan.com has been established to facilitate communications and a comprehensive public involvement process initiated. A three-day community visioning event was held from October 9-12, 2006 in the Russian River area as part of the Russian River Redevelopment Project strategic planning process.

The purpose for this intensive activity was to engage as many area citizens and stakeholders over a short period of time to determine their desires for the future. The visioning event was intended to provide a variety of opportunities for area residents to participate, culminating with an event that summarized all input received in order to receive additional feedback. Some individuals had time to attend an evening event or drop-by and have coffee with the consultants and spend 10 minutes. Other residents attended all of the public events. All comments received during the events were summarized. Events held included:

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- Community-wide forum to kick-off the process
- Four focus groups (including one with youth)
- Hispanic community forum
- Drop-by sessions in Rio Nido, Monte Rio, and Guerneville
- Strategic Planning Subcommittee meeting
- Community-wide forum to present the results of the activities

In addition to this in-person involvement, dozens of citizens submitted questionnaires and provided comments on the project Web site. Over 300 people participated in all, with more than 270 in-person participants.

The purpose of this report is to present the summary of all input received. It is not intended to be verbatim minutes but a summary of comments received. Where blank spaces are indicated, the writing was unintelligible.

Opening Visioning Session October 9, 2006

Dan Fein, RRROC Chair welcomed everyone and introduced other RRROC members as well as the Strategic Plan Subcommittee. He also introduced Curt Dunham, strategic plan consultant who gave a PowerPoint presentation (see a copy on the project Web site) that provided an overview of the planning process and outlined the purpose of the visioning event. Following the presentation, the consultants facilitated a dialogue about community values and vision.

Community Values

Community values are defined as core community philosophies and assets that are so important to the area that they must not be compromised under any circumstances as the area grows and changes. Values make you want to be here, and if lost would prompt you to leave. Following are the ideas expressed by the participants.

- Eclectic-ness
- Diversity
- Tolerance
- Healthy Russian River
- Children's future
- Sustainable
 - Community gardens
 - Solar
 - No pollution
 - Ability to control our own water
- Controlled limited growth
- Increased public recreational access
- Affordable housing
- Diplomatic freedom of choice
 - Really appreciate freedom of having input into our community
- Beauty
- Pull community together—for the community
- Not aspiring to become a typical suburb—not the look of a suburb
- Charm
- Safety
- Cleanliness (need a lot more cleanliness)
- Let the river be the river
- Housing for homeless and more supportive services
- Improve river quality

- River Restoration Project
- Respect for the forest
- Bike trail along the river and through the area
- Parks
 - No public restrooms; need one
 - Clean up
- Trails for hiking
- Take care of our children
- Parks and recreation (e.g., basketball, community center for kids, etc.)
- Develop performance and visual arts
- Narrow gaps between “have’s” and “have not’s.”
 - Housing issue addressed so lowest income people can get housing
- The ability for young families and other people to remain in community
- Address Building Department issues (e.g., remodeling permitting, etc.); seems to be “Out of Control”
- Preserve the history and historical architecture.
 - Its unique architecture to the area
 - Currently not preserving them
 - It says Russian River
- Need to know what projects have been funded
- Need to clean up what we got now; there are empty lots and beautiful buildings emptied; overgrown lots that look like hell and need to be cleaned up
- More education about healthy lifestyles
- More collaboration between providers on communications, etc.
- Youth skate park
- Bring music back to river.
 - Suppressing music licenses that make it difficult for bands to come here
- Keep our small community real.
 - Protect the beauty
 - Manage the delicate balance while ensuring economic viability
 - Eco-tourism potential
- Vacant lots are prime for community gardens.
- Need a recreation center—our kids are our community!
 - These kids are slipping through the cracks
 - We need to do something for our kids
- Human Needs Center
 - Assist people with drug issues
 - Try to truly assist them
- Need a community center that really cares about the people!
- Economic viability

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- Assistance for small businesses
- Ongoing assistance for elevation
- The area should stay essentially the way it is now.
 - Don't want to see rampant greed; people making millions on their homes
- Expanded facility and services for seniors
 - There are a lot of homeless children in the area
- Provide assistance to local nonprofit agencies and/or businesses to address the community projects.
- Area restored rather than standing still
- Don't need more—but restore
- Don't want it bigger
- Pride of ownership
 - Take infrastructure we got and restore it
 - Need vagrancy cleaned up
 - This used to be a lot nicer town in the past
- More local food production and distribution
- Need a consensus community voice
 - This could be an important impetus to get the needs addressed
- Need more jobs
 - Use homeless and local people without jobs to do the improvements in the community
- More people are coming
- Keep area character but need jobs; tourism could grow without direct impact.
- Get rid of blight; create opportunities.
- Commercial buildings are difficult to lease; there is a lack of commercial space.
- Showers/bathrooms—Human Needs Center (should not be a “brush off”—but meeting the human needs); let people help themselves
- Concerned that redevelopment cannot handle our values
- Civic-mindedness/civil dialogues
- Centralization of two schools—center of our communities, true multi-use facilities—part of schools to house people
- Refuse addressed—not civic-minded
- Summer crossing re-established
- Remodeling of the library
- Want my child to feel safe
- Is it true about redevelopment dollars? That it can only be used for buildings?
- Streets are falling apart.
- Pollution in the river partly due to homeless issues—garbage on property going into creeks

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- Need attention by the County for infrastructure, street cleaning, public safety, etc.
- Bring septic up to code.
- Look at history and get ideas from that related to buildings.
- Don't put a band-aid on an infested wound.
- Cleanliness of the community must be addressed.
 - Need County support (e.g., junk cars, etc.)
- Ecotourism as a way to bring money into area
- Sidewalks/bike path – Guerneville Park to Guerneville path
- Trolley between communities
- Venue for the arts
- Bank building could be used as a museum.
- Where are the homeowners?
 - Where is the affordability?
 - Want homeowners to have upper hand in this process
- Retain what makes the area unique.
- Healthy economy (keep Starbucks out)
 - Keep the dollars here
 - This would allow us to be able to address our issue
- Clean up after tourists along river.
- Need a vehicle abatement program
- Better environmental management
- Clean-up program twice per year
- Need things/trash cans for tourists to dump their trash
- Stair Hill—cut down fir trees
 - Need to address/grants

Vision

Community vision is a statement of the desired future condition for the community that is used to guide decision-making and track results. The consultant asked the participants to look 25 years into the future and identify those attributes that would describe the area if the community “did everything right” in terms of implementing strategies today. Following are the concepts identified by participants:

- All houses out of the flood plain
- More fish in and recreation on the river (e.g., tubing, fishing, etc.)
- A more vibrant, healthy, and clean river
- Children swimming in the river
- Businesses contributing to the community; good healthy business climate
- Take what we have and make it pristine. Fun place to be; local businesses catering to locals—don't gouge them.
- I will recognize this place in the future. “The '01 Russian River is back.”

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- Local business community is healthy.
- River drinking water—water district would be under local control.
- Sanitation issue addressed, no pollution to the river, sewage plant in Guerneville is in compliance. Keep our sewage here and let others handle their own.
- Sustainable and natural building techniques are encouraged.
- Year-round economic development; an Art College or culinary institute are attracted to the area and run in winter months (typically the down tourist season)
- Ability to drink water out of the faucet (and be able to afford it)
- Energy self-sufficiency
- Free public transit
- Infrastructure to meet our needs—not for others
- Healing Center with a garden to grow food to promote healthy living
- Local control of human services
- 2016—ability to see the accomplishments of the strategic plan
- Include Forestville—it's magical.
- More community cohesion
- Established a Youth Center and Skate Park along with it. Kids want to be there and people want them here.
- The area is an environmental model—demonstration for energy self-sufficiency.
- Today, if I say I live here, the perception of me is that I'm a drug addict, etc. In 25 years, the perceptions are much more positive. People who visit would have a good time. People would say, "Wow, you are lucky to live there."
- Ongoing programs so property owners can take advantage of low interest revolving loans; keeps dollars in the area. More partnerships between individuals and government.
- Beautiful area
- Individualized zoning so buildings meet uniqueness of the area; special, unique area regulations that meet the local needs
- Younger families trying to start their lives find the area affordable.
- Representation by those that control us, Supervisor has more of a presence in the area, there is respect and involvement in the community.
- Build the facility, and we will figure out to how staff it, etc.
- Community cohesiveness
- The area would be a model for redevelopment
- Area has its own Planning and Permitting Agency that responds to us.
- Neighborhood-driven community gardens that get kids involved and train/educate people about growing, etc.
- Butcher, barber, etc—businesses stick around the entire year.

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- Live/work zoning within buildings that allow people to stay in the community to work.
- Regularly hold community forums to address issues regularly. Community leaders participate, and the community actively participates (need better signage for meetings).
- More lighting in the community so kids can walk down the street
- Speeding—need to slow down
 - Public safety improved
- Seismic retro-fits have been made due to the grants for homeowners.
- Legal mechanism for us to make decisions locally and have enforcement, i.e., design review like Marin County
- Bring Hacienda and Forestville into the planning area.

Service Providers Focus Group October 10, 2006

River Child Care Services

- Currently about \$2.2m budget with about 20 employees
- In Guerneville – administer state and federal funding to assist families with child care needs; pay for low income throughout the county.
- Assist all families to provide child care, emergency resources, counseling programs and active.

Challenges

- Not enough subsidized funding to meet all needs of child care; mostly federal funding with a small amount of private and county annualized state contracts. There is not a lot of growth of new dollars available for child care.
- Funding is provided to the lowest income families first, which means the middle income families with a great need go unfunded.
- There is a movement toward a county-wide effort to ensure all decision-making processes at the government level to evaluate “if it is good for the children” when making decisions about the community funding, etc.

West County Health Centers, Inc.

- Currently about a \$6m budget with about 25-30
- The Center operates two health centers that provide primary dental and health care to low income people in the Russian River area; the Centers have a lot of patients that are insured also.

Challenges

- Funding is a big issue, because there is a growing population of uninsured in the area.
- A lot of local businesses don't have health care insurance.
- There are a lot of uninsured.
- Need to take care of people on a sliding scale.
- Primary source of funding comes from grants, contracts, third party insurance, and some fundraising (but have not tapped that extensively).
- We are going to be doing more fundraising.

Issues

For our clients top issues are:

- Transportation is a big challenge; this area is so large and spread out, and the transportation between here and Santa Rosa is limited. When we have clients that we **cannot** provide them with services, getting them to the service is a problem. On one hand we would like to see services out here, but we don't have the numbers. So the County has been cutting services here such as mental health services, and then our clients can't get to the services. The numbers are not quite high enough here to make it feasible, but the area doesn't have the transportation to get people to the services.
- Housing – there is a large client base here that is technically homeless; some live under the bridge or in a car or are doubled up or living in temporary quarters with friends, etc. It seems to be a growing problem, but don't have any data to support that.

Service Provider Issues:

- Funding and recruitment of employees are the top two issues facing service providers.
- Recruitment of employees—qualified employees particularly that are bi-lingual; this issue has grown significantly recently due to the increase in the service industry, agriculture changing patterns, and affordable issues in Santa Rosa, etc.
- Workforce housing; additionally, availability and affordability of housing is causing a problem with recruiting. The area is too far for people to come out here to work.
- Substance abuse and all the associated things that go along with that; if we are thinking about the children in our community this is a big problem.
- When I first came here (about 25 years ago) the community was an interesting blend of red necks; country-based living with agriculture and a large base of new age hippie people—a unique blend. The community formed an identity as being tolerant to diversity and having a place that was tolerant of differences. Through the years the area became a resort community for the bay area. In the 70s that changed; the community got some urban sprawl with higher incomes moving to the area from the urban area, but that sense of diversity and acceptance of marginalized families always remained. The area became a large gay and lesbian community, because it became a safe haven for people. This might be why the area is home to a large population of people who are living on the edge.

- There has been a large substandard housing also; it has allowed people to continue to live on the edge because of the cost of area housing.
- There is a growing Latino and homeless population, housing issues, and subsistence abuse problems are growing.
- There is a skepticism between the “have’s and have not’s” because of the resort type of development and the homeless, etc. There seems to be a need for some sort of larger “Human Needs Center.” We need to be able to provide mental health services, as well as other services in the area.
- A place for kids to do more than just congregating downtown; Monte Rio will be having some type of programs for kids in coordination with Monte Rio parks/recreation and the school. In Guerneville there is not a place for kids.
- Need a center for day workers to take English classes and receive housing assistance; a central locale to meet the needs.
- Student scholarships are needed.

In 2025 or 2030, if we are successful . . .

- Child care will be funded adequately.
- The area would be investing in our people and children.
- We would develop values that support investing funds so children grow up healthy and families operate healthy.
- Seniors are able to stay in their homes; it takes people power and that requires funding support.
- There are people to step into our positions to continue to take care of these important issues.
- Living wages are available in the community.
- Healthcare will be provided well within the community; clientele might change—fewer children.

If we did fail . . .

- Families will not be here; affluent families could choose to be here because of the cost, but the area would lose the diversity we value.
- Access to the area’s beauty would not be enjoyed by the average person.
- We would continue to struggle for funding the growing area’s social and health needs.
- There will be less and less support for the neediest among us.
- The children will not be here.
- Organizations will be seriously under-funded.
- People will be forced to leave the area because of affordability issues.

- Disparity continues to expand; the gap will continue to widen.

What can be done locally . . .

- Involve local businesses in providing child care assistance; show businesses the financial advantages for them to support their employees' families, fostering that relationship between businesses and supporting families in need.
- A collaborative approach would be adopted to provide funding for direct hands-on service.
- An umbrella organization would be created that would serve as a good venue for a larger community appeal to attract funding.
- Local people know where to go in most places.
- School-based human resources are a great idea; I like the concept of one-stop shop.

Is local economic development key to the future?

- It is separate; it does a disservice to a rural community if we create large employment centers such as major company. It is a function of a community—there are jobs in Sonoma County. I would hate to push for creating much more employment in the area; we need transportation to get people to where the jobs are located.
- An economic development plan is needed that continues to support the community values; it has to be small scale. It has to be individually-based with local business expansion; local businesses would like to have a more concerted effort to attract tourist and events—a plan that looks at what this community wants in terms of types of services and businesses and focused on getting these things here.
- Economic development should be done in a way that is compatible and fitting for our community—economic development that preserves the environment, creates jobs to teach kids, provides health care, takes care of seniors, etc. There are some people who want no people.
- Build upon the unique aspects of the community, i.e., small town USA. It exists here; we need to value it and cherish it and support it. If we don't pay attention to our local economy and external forces, the quality of life will be diminished.
- I concur there is a link there—economic development revolves around an incubator system to assist local businesses and allow them to expand. An economic development plan can come out of this that has an assistance package to allow businesses to expand, get on their feet, and grow. Plant the seed and allow it grow; then plant another seed. The same thing that happened with getting the redevelopment

agency could be the same for economic development. Need a local plan that addresses our local values—enterprise zone idea.

- Include home-based businesses, entrepreneurs, etc.
- Transportation—a trolley throughout the area on a regular basis. The buses don't run enough.
- Local business assistance is needed in a lot of areas such as low interest loans, recruitment employees, training, etc.
- The issues that have come up for us to develop our properties (building codes, etc), it is a nightmare. We had to stop our plans to expand. There were urban requirements applied for a rural community; it wasn't place based. It is a problem for local businesses who are trying to invest in their businesses, and they are trying to develop employment. Parking issues—there is not enough parking. Couldn't we have some localized standards in order to be able to grow reasonably? Couple these issues with the fact that we are in a flood way makes it very difficult.
- Need to see transitional housing and a service center for the homeless, so we can deal with individuals that are the working poor. Then they can get health care, etc. There has to be some play to try to get some local authority regarding building codes, etc.
- The system now is that everyone has to fight every step of the way. There is a mix of buildings, and then I can't put in a nice new health center building because of the requirements for sidewalks, parking, etc. It is not sensible. The standards are not right for our size of community.
- Overlay for new development is needed. It's not that you don't require parking, etc., but it needs to be tailored to the area.
- We are right in the middle of this now on our center. The process is unrealistic; sidewalks that we will be required to build will go to no where, etc. There is no flexibility; it hasn't always been like this.
- I understand the rationale for requirements but they don't always fit here.
- For an agency like this that provides free healthcare to people, we can't do these unrealistic expenditures for capital improvements.

Business Focus Group October 10, 2006

Opportunities and Challenges

- Cal-Trans Issues – Highway 116 is a state highway. County won't put up the signs and police it. They need to have a dedicated person. The Chamber hired a security guard. There could be meters.
- Need two-hour parking in downtown to allow people to get to the stores on festival weekends. Now there are no restrictions; every parking space equates to dollars in our business.
- Year-round destination place or a day trip kind of place from Santa Rosa—we need a lot more advertising. Our budget does not allow for the type of advertising that it would take. We need a lot more activity downtown.
- Absentee landlords—some of us have landlords that are absent and do not care what the place looks like. The budget does not allow us to upgrade the outside.
- Streetscape Improvements—simple things like trash cans. There are none on one side of the road, and there is no one to dump them. Need to make things look a little nicer.
- More downtown activity—more foot traffic and parking is a key core issue in downtown so people can pull in and pull out. Need to police parking on the weekends; we need to capture the traffic going through here.
- In 30 years, preserve the natural beauty of the place. If people cannot swim in the river they won't come; it needs to be clean. Need more activities and community type events so people can come downtown and celebrate.
- Advertising throughout Sonoma County to come to Guerneville to shop, eat and play. The gay tourism guild, they are targeting outside people to come and stay in the rooms, but we could do a lot to bring people to come for the day.
- Need to bring off-season business to the area, preserve the environment. June through mid-October is the high season, and all holidays are peak. Occupancy rate during summer months is 100%. It seems that occupancy is trending up, and people are doing better overall.
- Need more rental owners like Toni's renters, because she educates her renters that they are within neighborhoods and the importance of keeping the river clean.
- I have been in business for over 30 years, and there are no problems. It is such a fabulous area that is conducive for cottage industries--more

cottage industries than regular businesses. They don't seem to have complaints that downtown businesses do. There seems to be software industries and businesses like us. Cottage and electronic industries is what should be attracting.

- Worried about the amount of social service focus in the area, and it seems that redevelopment wants to build homeless shelters in the downtown area. Businesses have so many problems with transients; they are a magnet for people. It is very difficult for businesses because they want to welcome customers. Last week I had a transient person fake a heart attack, and my store was full. He alleviated himself in the store and everyone cleared out. I felt for this person but then I heard he did the same thing in another store; it is very difficult for business person.
- I started as a one-person business about 30 years ago and have grown to 15 to 20 fulltime employees. One of the things I have noticed is that businesses have always struggled due to lack of information. As people transition here, people move in and out based on the severity of winters. With the transition it is hard for people locally to know who to rely on related to small business services—who's available to do what. Need communications about this issue; we have a list that we keep and give out to people, and the community should have that information. The trades people could benefit from that.
- Our company works anywhere in Sonoma County, so my market is larger. It is more than just Guerneville. I don't count on the local community or tourism; we are little less affected by some of the issues being mentioned.
- There is a local river attitude—local employees sometimes show up. There is a lack of responsibility.
- There is a perception/stigma by the outside of the area and its people. People are still expecting to see the Hells Angels. You work way out there. There is an amazing amount of people from throughout the region who have never been here.
- 80% of people we rent are working in Santa Rosa; how can we develop something out here that create jobs?
- The perceptions/opinions are justifiable/ There have been some changes but not in the critical areas.
- We need some employment in the area—long-term goal.
- Guerneville infrastructure—we allocate a lot of money to attract people to the area but the infrastructure is bad, buildings are boarded up, there are dilapidated houses, etc.
- Some of the housing we have is not good. There are programs that owners can take advantage of.
- Employment is the reason a lot of small communities fail—need jobs. This is a very important issue.

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- Infrastructure—why do we have areas that are not improved? We can correct some of the mistakes of the past; we have to be careful on how we plan for the future.
- Over the last 10 years we have built up a good reputation that brings people to the area. Parking on Main Street is an issue. We need some more storefronts; there are none available. The bank has been sitting empty for many years and won't budge.
- Need more advertising to get people to the river. If I were a tourist coming to the area, I would ask why would I come here. There is nothing here really. We do not have anything to offer. Buildings are falling down, and approaching Highway 116 and River Road there are two dead trees, old signs, etc. Honestly don't know why they come; the approach to the downtown is horrible. The theater needs to be done.
- Holiday decorations to beautify the area. Garbage pickup and derelicts are a problem—transients. I am not down on the town; every thing does not get done.
- West County is a beautiful place to come to; we have a lazy canoeing river. Some of the restaurants, hotels, and businesses are not that great; people come here for the beauty – but the services are not here.
- I lived in Monte Rio for a number of years and transferred out to Guerneville for 20 years. I have been trying to escape the West County because of its stigma. My kids went to the local schools and my daughter just got a scholarship to Lewis and Clark.
- One of the problems in Monte Rio and Guerneville is there is a lack of definition of what the community is. It has never been the people's community; it's been the gay community, resort community, biker community, etc. Putting a definition of who we are and what we want to be is very important.
- I love the Russian River—it is incredible. When the apples were along Drake it was great; when they bloomed it was fantastic.
- Storefronts with wider sidewalks so there would be foot traffic along the area. Do more commercial buildings on the back side. There is sewer and power, and they are ready to go. Take businesses like the carpet business and open it up to the back instead of on Main Street. When people have to wait for someone removing carpet, it's frustrating. Need to create an improved commercial district beyond Main Street.
- Trade education—it is something we are working on now. I want to see something for the kids out here; they are starting to get disenfranchised, and not everyone is college bound. I am tired of having idiots in the trades; we need to educate people toward productive trades. There is a ton of training available for kids for those that don't plan to go to college.

- What trade education can do is bring the kids and community together better, providing some interaction with the businesses. Hopefully it goes beyond just trade such as “ethics” training (e.g., what does it mean to have to go to work for 8 hours) - apprenticeship programs.
- Opportunity—we have a lot of people who come here and bring money, and they leave it here. There is a huge influx of money. We need to create a more self-sustaining economy. We need to corral the money with the services—what this means is that there must be incentives to keep the money here; lets create value here.
- It’s fine to fleece the tourist but we need to ensure that the locals can spend money here.
- Take some of the flood properties and tear them down and create parking.

In 2025 or 2030, if we are successful . . .

- If we can attract employment, more money will come in and the housing will be taken care of.
- College in the area should be developed, an environmental college. There are universities that are small that might want to establish a campus here. If you start drawing this type of business it will bring jobs and people year round.
- Infrastructure will be cleaned up.
- Healthy economy—stores would not be struggling.
- Out at Monte Rio, old school property could be an incredible educational attraction (school campuses that are not being utilized).
- The river will be preserved. The low flow in the river is a concern. What if the river is not going to be there? Not certain if it is on the endangered list; it is an overly used waterway that is not well managed. If we don’t have the river, we don’t have a town.
- The tourists are critical. The day I feel it is unsafe to swim in the river I won’t be here. How can some of this money be used to save the river? If the river is dry, why would people want to be here; the trees?
- My children want to be here; they want to come back here. I want the redwoods and river to be healthy.
- The businesses will sustain if the environment remains healthy.
- Eco-tourism has grown.
- It’s a circle that has to be sustained.
- With redevelopment we have a little more chance to have a say in what happens. In 20 years I hope it looks like this, but a better entry to town—improved buildings.
- Look like it does—related to the environment; healthy trees and river.

- Small town—buildings are close; you can walk easily. You grab things at several locations and walk throughout the area; you can feel like you can browse. Put a paint job on the buildings; the building character is good. You can ask people for services and there are referrals. Businesses support each other—more cooperation; it is important to keep businesses downtown.
- There have been downtown business associations; it is too hard. There is an “Up With Downtown” that is trying to coordinate with downtown businesses.
- Thirteen years ago I came here from the Caribbean. I remember what Windsor and Healdsburg looked like 13 years. We don’t want someone to turn this area into something that we cannot afford, not a tourist town only—our own personality. Don’t want Wal-Mart. Good restaurants would be nice. People know your name when you go into a store; eco-tourism is the way we can do this.
- Community pulled together and made the community friendly to year-round tourists, balanced with supporting year-round residents. Get the people involved.
- It’s not one market that will serve the community specifically, e.g., just tourists. It has to be both.
- Year-round people and tourists and the community works within the focus of the redevelopment plan. That would be wonderful.
- County does not handle street cleaning, garbage pickup—why is Sonoma County forgetting about us. The cleaning assessment district might be a way to handle it.
- We have good assets—the continuity in keeping “the way” going, passing these businesses down to future generations. My goal is to have a strong business community that is focused on the direction of the community. Tom Freidman, wrote World is Flat, he said the following: “To be special, be specialized, be local, and be adaptable.” So our businesses must be flexible.
- Flooding is a real problem; this scares people away. This keeps business investment away from the area.

If we fail , , ,

- I think we will be very similar to what we are now and not much different than what we are now. General feel of the area with more year-round people and not the second home tourist.
- The river area not being progressive and not being much different then what we are now.

Environmental Focus Group October 10, 2006

Opportunities and Challenges

- Opportunities—recast the emphasis of the articulation. Fact that Sonoma County is already greening; its time for positive action. Need strong voices who want to be negative; we want to build the positives.
- Eco-Ring is trying to let the world know what we are all about. 2.5 years for ecologically-friendly tourism—we have been able to accomplish a lot. Open to what the community wants if they are successful and moving, building upon the successes and when to reach for more people to get involved.
- Eco-adventures are in process.
- Tomorrow is first public workshop for Eco-Ring; three greening evaluations are happening.
- Public, residents, and visitors are well educated about our natural resources and how to protect them.
- Have done a lot of community building through Eco-Ring. Provide them with activities that will boost the economy. Two more events are planned.
- Opportunities—a lot of networking that has occurred and everyone has a sense of ownership of what we are trying.
- I want to develop eco-tourism out here; we have the infrastructure here but it is tying a bow around it. It is something that we can do—greening of the hotels, etc. We just need to get going or we will be behind the curve.
- Help young people develop job skills and career paths.
- Now beginning to think of more opportunities to building environmental opportunities into consideration—ability to transfer this into employment, so people can understand what is meant to be a good steward of the environment.
- I have been an environmental activist all my life, and I live in the area because of its environment. Eco-Ring goes way beyond these issues; what it takes to engage in environmental battle to protect our natural resources. Without the redwoods, coast and river—without the efforts of a handful of people fighting—this place would not be what it is. Eco-Ring is a positive activity; there are battles and scrapes that still must be handled. Educating property owners or people from outside the area coming in to the area that take out their redwood trees out of ignorance—cannot be passive about it. Sit on Eco-Ring board.

Russian River Redevelopment Project Strategic Plan

- Clean healthy Russian River that we can all swim and have access to it. I spend a lot of time working on what comes into the river from upstream. Strengthen the local economy by a healthy river.
- Securing more access along the river—a lot of people know where to go to get access, but the visitors don't know where to go. There are only 1 or 2 places. Need to increase river access.
- Good transportation to Johnson Beach but a beach up near Rio Nido.
- Develop building guidelines to reduce storm water pollution.
- (SUSUMP)—taking something like that and applying to new projects to protect our river.
- Need to educate people that before it floods, they need to go into their garage and clean out the toxic wastes so they don't go into the river when the flood comes; more education to increase stewardship.
- Outdoor Recreation Industry Alliance—economic impact of the river industry;
- No bathrooms along the river (also in town) to enhance the river experience as well as protect the environment.
- Need funds to protect the environment.
- A challenge is just something that has not found a solution; every challenge is an opportunity.
- Important to not encourage motorized boat launch on the river (Monte Rio drinking water is the river). Need to address motorized use on the river; it impacts the fish, river health, etc. Any water body that supplies water should not allow motorized vehicles

In 2025 or 2030, if we are successful . . .

- Incorporated City—local control and specificity of planning to fit the area
- In 1975 there was an advisory council that worked on a plan for incorporation for the river basin. The only way to accomplish the long-term goals of the area particularly as it relates to eco-ring issues, we need to incorporate. The county is not in tune with the protection of our environment—large enough area to finance an incorporated area. Scenic design review is suppose to be required if new development gets built along the scenic highway; need proper planning protocol.
- Look at other communities from around the world, successful models. We are a five-season place: summer, harvest (gift), holiday (community), winter (we have to flood sometime), spring (hope) – it's subtle but profound.
- No more roads, but a couple more hotel rooms thoughtfully conceived
- Environmental education
- Bathrooms along the river are critical.

If we fail

- Market forces dictate, and a lot of other entities are using this area as a dumping ground.
- We continue to step forward and then take five backwards.

Youth Focus Group October 10, 2006

What do you like about the community?

- Small, not too busy
- Everyone knows everyone
- Kind of safe
- River
- My school
- A lot of nice people
- All my friends are here
- River for swimming
- Friends and family here
- People

What would you change?

- Some stores not kid friendly
- Reopen J's Amusement Park
- Shopping closer than Santa Rosa
- Huge movie theater
- Skate park
- Some stores are "scary"
- Need a Wal-Mart
- Place to hang out with computers, Internet access, vending machines
- Arcade/skate park; can't do anything in the plaza. Develop a partnership with J's for all of the things to do in one place. A multi-use activity center
- Surf shop, ice skating and roller rink
- Houses not too expensive
- Public pool
- Country houses not like the suburbs with a picket fence
- Place that is safe for my kids in coming years
- Gas prices now too high, make it so we don't have to travel everywhere
- After school programs, not just homework; arts, music, safe place
- Protect the environment, the river used to be clear

Hispanic Community Forum October 10, 2005

Public Comments, Questions, and Answers

- Q. What is the area covered by the area?
A. From Rio Nido to Monte Rio along the highway
- C. It appears as you come into the area there is so much trash and the buildings are run down. It gives a very bad perception as you are coming into the city. In order to attract tourism, this needs to be improved. If our city looks good and it is attractive, they will continue to come, particularly if they enjoy the area. But we enjoy the cleanliness and orderliness of the area; people will come.
- C. It would be important to improve the buildings in the area. We enjoy the area.
- Q. Participants were asked if they use the Internet.
A. No one is really on Internet.
- Q. How will redevelopment be able to assist business?
A. That has not been decided. That is the reason why people should attend most of the meetings happening in the area.
- Q. Years ago there were plans to build a park? I think on River Road?
A. That would be great. We need more parks for families.
- C. Need an office or building for migrant workers to work at, a factory or business for migrant workers. Need more work and more employment in the area. When winter comes there is not much work for people; need more work.
- C. Need regional parks for kids and families. Park should include barbecue grills, programs for kids and adults, etc., activities for everyone.
- C. Need a teen center or community center for kids **under** 21 years old if they have an interest in doing something. Internships are needed, so kids don't hang in the streets—something to motivate kids to achieve.

- C. Need a building or office that will be for adult training, maybe teaching the same migrant workers that are waiting to get work. Where men are waiting for jobs they can learn.
- C. Need scholarships for kids that want to go to college

What do you like about the community?

- The fact that we were all able to get together like this and provide input
 - That the community is growing
 - Very peaceful community for my family
 - I feel it is the best place to live.
 - Peaceful
 - Simpleness of the community
 - Very distinct community
 - Concerned about the building and growth; it will bring growth, more buildings, more traffic, more tourist, etc. I would like the development to be more planned.
 - River child care is good; because of that program and social services, it allows us to work.
 - Affordable housing but more rental affordable housing is needed.
 - Ability to purchase a home
- Q. What is the impact of redevelopment on rents? It was mentioned that redevelopment will cause the area not to be affordable and force you out.
- A. The purpose of this process is to ensure that the area is improved for all residents. It is important to stay involved to ensure that the improvements made continue to impact everyone positively.
- C. Redevelopment is a double-edged sword. It can bring positives and people will come from outside and disrupt the peace.
- C. Need more social services and different types of jobs that could be available for the seniors.
- C. Preschool for kids that are low income—need one because the other kids that are not low income impact the low income children, very low income. Just the husband's qualifications don't allow us to get into preschool; then we need some type of financial support to assist us in getting into the preschool.

- C. In Windsor there are houses that are affordable; they have government subsidy. We should have this here.
- C. Skateboard Park—need to build one so children don't need to be at the plaza where they are not welcome.
- C. Parks and recreation is important. It would be wonderful if they would have a plan for skateboards; one of my children has been involved with the police because there is no place to ride his skateboard.
- C. Herman mentioned that you need funds to pay someone to oversee the establishment of any facility.
- C. Another person said that the expenses should be handled by the committee doing the redevelopment.
- C. There is also the risk of having unwanted kids that initiate gangs or take our jobs away.
- C. A lot of problems could be addressed or implemented but a lot of them take money to implement.
- C. Remember if you unite together and work as a group, everything can be achieved.
- C. As far as implementing new programs, we need to look for funding for the programs to continue.
- C. If the park project costs \$200,000, why can't we just put away \$50,000 for maintenance?

Where do you receive your healthcare and what improvements would you like to make?

- The majority of the participants said from the Russian River Health Center.

What improvements would they like to be made?

- Basic simple treatment is available.
- Intensive illness—now we have to go to Santa Rosa.
- At the clinic there are no interpreters; they have to go into community to get assistance.

- C. I have been listening. Need education for all the people with families. Employment—how can you help the kids if you do not help the adults? There needs to be scholarships in hopes one day they will have a good job.
- C. Think carefully—years ago there was a fight here about redevelopment and if redevelopment was needed. There was no vote; redevelopment can do a lot, but it is dangerous. It can change your community for the better, but you may not be able to afford it. But please participate in the meetings that will come.
- C. Public transportation—need to better the transportation; more buses.
- C/Q. A few people said they use public transportation, would more use it if there was better service?
- A. Yes, participants said they would use public transportation if it went to places they want to go and often enough. If someone leaves here to Santa Rosa it take an hour and half.
- C. Health: Instead of using the money for skateboards, put into healthcare. There is only one medical clinic in town. Maybe allocate some of the funds to build another healthcare center so we will have choices, particularly for emergency services.
- C. Skateboard Park: It's important to have one to get the kids off the street; kids are not doing damage at the plaza, but the Sheriff Department views it negatively.
- Q. How many people would be interested in scholarships for starting new businesses?
- A. A couple said they would.
- Q. How many people work local?
- A. Most of the people said they work locally; a few travel to other areas.

What do you do for adult recreation?

- Gym
- Swimming pool
- Soccer/football with lights in the parks
- Dancing hall
- Parks with barbecues

Q. How many use the river for recreation?

A. Everyone raised their hand.

Q. Should it be a priority to keep it clean?

A. Yes.

Do you have any final comments?

- Don't forget the day labor center, so workers can be in as they wait for a job and there would people to assist the migrant workers so they get paid the right wages and receive training while they wait.
- Need an advocate for the migrant workers so they actually receive the payment for the work they do.
- Help with medical insurance for those that cannot afford it.
- Shelter for the homeless

It was stressed that if anyone has any questions about redevelopment contact the Redevelopment Agency at 707/575-7523.

Rio Nido Drop-In Meeting

Comments

- The County doesn't represent us—part-time residents don't vote—county babbles on, doesn't do anything.
- There is no vehicle for input to the County, and the area does not have local control which is a concern.
- River—flooding, water quality are issues that must be addressed.
- Drugs are a problem.
- River IS contaminated—last 20 years it has gotten a lot worse.
- Transients, break-ins, squatters are a concern.
- More family oriented
- Sheriff is not very responsive.
- Safety issues
- Resorts restored; resorts are the history of the area and that should be restored. Family-oriented area desired.
- Keep public swimming pool.
- More event areas
- Invite tourists back into the area.
- Music has always been part of the area—need to bring it back to the area.
- This community is the gateway to the rest of Russian River area.
- Need year-round activities.
- New “memories that linger”
- Art gallery
- Floating buildings could be an option.
- Want the beach to comeback; bridge went over the river to the beach.
- Need to have an oral history of the area.
- Historic photos of the area on display
- Bike path from one area to another—encourage bike camping, focus on bicyclists.
- Lack of shoulder/maintenance of roads for bike trails; now it is not safe. Good example: Sacramento/Lake Tahoe
- Trimming of trees properly around utilities—work not being done effectively.
- Trimming trees along roads
- Better public transportation is needed.
- Self-sustainability of homeowners
- Power outages must be addressed.
- Entry signage (bring back historical sign and other historic monuments)

Russian River Redevelopment Project Strategic Plan

- If SMART Train gets passed it would go north from the Santa Rosa Station out to this area; it would be less impactful.
- Want Russian River money to stay here; don't give the dollars to start businesses by outsiders.
- Local neighborhood assistance
- Concerned about special interest funding
- Skateboard Park
- Complete a good building inventory
- Community signage announcing events

Monte Rio Drop-In Meeting

Comments

- Arts and music in schools—need to bring it back!
- Survey to all homeowners needs to be done to determine their desires.
- Business focus group was not representative of business community.
- Need a local neighborhood grant programs—through RRROC—written process to explain how to do it.
- Clean up, safety improvements, and septic systems.
- Repair and restoration of Guerneville Bridge
- Traffic pattern in Monte Rio improved so the area maintains its character
- Educate public about money uses—how to access funds.
- Wood stove change-out program—mechanics are handled by CDC—two steps removed—should be a CDC office in Redevelopment area—also include space for the RRROC. Assistance—use Redevelopment funds. It should be a multi-use space—not just CDC and RRROC space.
- Need better local representation—nobody to speak locally for us—supervisor has not made time to talk.
- There are differences between environment philosophies within the general public in the region.
- There are questions regarding what a community services district (CSD) might do for the area and what would it take to form one.
- Township concept—short of incorporation, it would provide the area some control over activities and expenditures in the township.
- Preserve the small-town feel—don't lose it. Clean up downtown.
- Create a downtown again in Monte Rio.
- Building Department issues—sewer issues—not much we can do
- Everything is on hold now—our hands are tied.
- Need to ensure that redevelopment project is a conduit for community input (e.g., wastewater disposal).
- Could rebuild small town but keep small town character
- Need a way to build and deal with PRMD
- Creative solutions for wastewater—Class 1 Septic Systems
- Need to address homeless—define how to deal with this issue—need a building for them. Rescue mission—shower and a hot meal do wonders for people. Do these services perpetuate themselves?
- Feel very slighted by the business focus group. Focus group effort was very poorly handled. All businesses should have been invited-an open meeting—concerned that some businesses were not invited.
- Continue to implement the Parks and Recreation Plan.

- Visitor's Center for the region
- Street projects implemented
- Resurface tennis courts.
- A lot of things that are already happening that should be implemented
- Infrastructure and design guidelines are being developed; there is draft copy now (County will adopt as guidelines).
- County is putting the burden onto property owners; imposition of unreasonable regulations on small towns. Need the ability to apply unique, tailored standards.
- Better roads, parking, and sidewalks—infrastructure
- Museum/Russian River Historical Society—need an interactive model that explains how the watershed works. It would educate about the river. The facility could include a gift store, café/restaurant, office, and community room.
- Trailhead—from school down to Dutchbill Creek at the river; currently working with property owners.
- Better access to Willow Creek (Starrette Hill)—newly acquired State
- Improve Starrette Hill. There are a lot of small lots—all cesspools—some septic systems. Sewer system includes a small portion.
- Sewer system issue in Monte Rio must be addressed. Very small district that benefits one family that owns 250 lots, and a lot of it is or could be commercial. It is a very political issue. Site chosen for treatment plant is next to river; many in the community think there is a more creative solution and a better location. The way they designed it doesn't make sense. I don't believe it is the best solution. Two votes were held and both passed; second one by a slim margin.
- RRROC should explain better what has been accomplished; people are not clear.
- Bridge over Russian River needs to be replaced; it is failing. Seismic problems, and it will have significant impact.
- The area warrants atypical solutions to the problems; this is very diverse area.
- There was a community survey done initially—1,000 people responded. The survey should be used. People were asked - What's important to the area? How Can Russian River prioritize the project?
- There needs to be some mechanism for grant writing (critical for strategic plan implementation), education about how to do grants, a storefront or hot line to assist local non-profits or individuals searching for grants.
- Provide business assistance through the Chamber of Commerce, maybe through Santa Rosa Chamber.

- There needs to be more of a “public face” here to explain how to get funding. Need seed money from the Russian River agency and get grants for more funding.
- Monte Rio Recreation is working on a small youth center, working to renovate so more plays can be offered. Expand/fixing tennis courts to include basketball, improved infrastructure, improved signage, work with After School Programs and Environmental Educational Program, trying to seek other funds.
- There is a lot of duplication of efforts.
- Over the past ten years the area changed dramatically; San Francisco is creeping into here—new money, new people.
- Local neighborhood grant program—development and implementation is needed. Need to put together a grant program and process (an easy process). Fix up neighborhoods.
- Need to include Villa Grande; they have access to the river and includes about 100 properties—small community and secluded area—very independent.
- Also Duncan Hills; they have a beach. Some of the homeowners have discussed privatizing the beach and keeping the public out. This area is across the river from the proposed sewer plant—they are fighting the sanitary district.
- Develop regional parks; need creative ways to address. One example is in Hacienda—it is county property, public beach—county is developing a parking lot.
- There is a regional bike plan but not much in this area is designated. Need a path to Guerneville, promote more bike races. There are currently a lot of bicyclists coming to the area.
- Logging and fire trails are used now for trails (illegally).
- Need to have a year round economy—down months—October to April.
- Schools are shrinking in size; some level of consolidation will occur. Adult education, after school programs, access to computers, extension programs.
- There are equestrian trails in Armstrong Hills; could be more in the area.
- Not many points of access for public rentals
- Need to have more communication avenues
- Cell service is a problem.
- Structure RRROC better; the subcommittees should do the work. Focus on the business; they get bogged down by the policies and procedures. There is fine balance between structure and flexibility.
- Seems to be a class system of who gets funding and who doesn't.
- The County's Plan for the area only is an existing conditions report; it is just a reaction to what exists and zoning reflects this. That is what is problematic. Lots are very small—County does not recognize this. The

Russian River Redevelopment Project Strategic Plan

area is so densely populated. Need to have a tailored plan for the area and an overlay district.

- FEMA is constantly holding the County's feet to the fire.

Guerneville Drop-In Meeting

Comments and Recommendations

- Need public restrooms; the area gets a lot of elderly who need to use a restroom and businesses allow them. It is a daily issue for businesses; the plan should address this. Consider pay Porta-Potty if maintenance is an issue.
- Need something for the youth—skateboarding place/skate park, teen center/youth club.
- We are a community that takes care of our community and citizens.
- Guerneville is the orphan of South County.
- Love the natural beauty but crime, drugs, and home invasions are a real concern—no real change—need to allocate resources toward public safety implementation.
- Historically things have transpired.
- Any significant change in the community—rents will go up.
- We are remote but yet close.
- Quality of life still remains an issue.
- Crime level has gotten worse—these issues need to be addressed and needs to be a priority; there is an underground that's dangerous.
- Need to be held accountable/need alternatives
- Need to come together as a community
- Need resources for youth, Community Center—for kids to go—where the community is completely supportive.
- Skeptical of redevelopment agencies coming in and being effective; dollars typically used for development coming in and not doing something to the people. Funds need to be used for the community.
- Need to address the blighted area. Entry to Guerneville is a wreck; it needs to be picked up.
- Russian River is only 1 of 2 redevelopment projects that have a citizen's Oversight Committee in the country.
- This process is extremely well done.
- Displaced kids sleeping under the bridge
- Kids are angry/we need to take care of them.
- Concerned about the area being a homeless magnet—need a human needs shelter; some of the area's forefathers have been homeless at some . . .
- Concept of redevelopment can only do so much—it's bricks & mortar; need to consider that if we how do build something you need to find ways to staff them. It's one of the bottlenecks that need to address.
- Need to identify percentage breakdowns—basic demographics and number of retirees, etc. This will help us know our community better.
- Important that the homeless shelter doesn't become a magnet

What do you expect about the future?

- Jobs for the younger generation—there is a sense of hopelessness among our young people. We need to ensure that they have a future.
- Need a variety of jobs; encourage businesses
- Community clean-up
- This area has experienced a lot of ups and downs; the resiliency of the area is an asset.
- Preserve the quality of life—the vitality of area has been tourism.
- Preserve back to the turn of the century.
- Do we have enough to offer tourists to keep them coming? I think there needs to be improvements.
- Most of people want this area to be a bedroom community.
- If you don't have the tourist base, how will the area survive—in the long-term we need tourism.
- Parenting skills needs to be taught; need to start early.
- What is an effective balance between homeowners versus tourism? There are some implications for only being a bedroom community. Some tourist industry is appropriate. If business continues to turn over it impacts the stability within the community; I like the current balance.
- Energy self-sufficiency
- Free public transportation throughout the region—good schedule—currently does not serve the community
- The community radio show has been great.
- Build educational opportunities; Monte Rio Youth Center is proposed and nothing done yet. It's been frustrating.
- Skepticism will go away with success.
- Tourism will never and should never go away. If you provide for locals, you provide for tourists.
- Losing families, toddlers, and preschoolers—are increasing; families need support.
- Community Web site with a bulletin board so they can give feedback; interactive discussion on issues
- Pocket Parks—not used; need parks with bathrooms. Better maintenance of parks.
- Many communities juggling quality of life, business, and tourism. Can we look at successful communities that have addressed these issues and learn from them?
- Redevelopment in most communities goes the other way. Typically it gives lip service to balancing the needs of business and homeowners. It is typically more business-oriented; neighborhoods and homeowners are left out.
- Balance is everything.

Russian River Redevelopment Project Strategic Plan

- Develop public participation—how does the RRROC, subcommittees, and strategic plan increase public participation?
- We must be involved to oversee the redevelopment process.
- There was a census done—homeless population was great. There is a lot of discrimination; need to do more. Help people help themselves.
- Need to be better examples to our children; teach them to accept everyone.
- Increasing property values—that is what I see happening with redevelopment—how do we ensure that it remains affordable?
- Need to have a center that brings people together
- Need to have a leader in the community and establish a cooperative leadership style
- We are a pretty compassionate community; it is our community problem—when there is homeless, etc.—it impacts everyone.
- Housing is an issue.
- Need to get beyond the “maybe’s” and what can we “do.” Need to understand what we can do, if we can support each other and make it happen together.
- Don’t want outside interference on what we do.
- Windsor—public/private partnership for outside to fund what they wanted
- We would like to have local business to serve the local residents.
- Homeless—they need to feel they are part of something—provide them opportunities to get involved in community fix up.
- Let’s get part of this process on the public airwaves!
- Web sites—discussion groups on different topics

Strategic Planning Subcommittee Meeting Summary Russian River Redevelopment Project SPS Meeting #3 Summary Notes October 11, 2006

Attendees:

Lynn Crescione	Ken Wikle	Herman J. Hernandez
Dan Fein	Bruce Alfano	Catherine Young
Robert Petersen	Elisabeth Middelberg	Liam Davis
Curt Dunham, PSA	Peggy Fiandaca, PSA	Kathleen Kane, CDC

Audience: 8

Business Items

- The Minutes/Summary Notes from the September 6, 2006 SPS meeting were unanimously approved.
- Several members of the audience provided brief comments.

Review of Visioning Event Activities

PSA provided an overview and recap of the public events held on Monday, Tuesday, and Wednesday of this week and answered questions and received comments from the SPS members.

Review of Draft Values and Vision Components

PSA presented the draft Values and Vision Components that were developed based on input received during the events held. The SPS concurred with the findings and provided direction to use the components in the development of the draft Values and Vision to be presented at the Community-wide Forum scheduled for the following evening.

External Image Scan

PSA presented the External Image Scan Draft Summary Report for review and discussion by the SPS. This tool will be used when developing strategies for potentially strengthening the tourism industry in the area. The SPS discussed the results and asked several questions. Three typos were identified and PSA was directed to make the corrections and place the Summary Report on the Web site.

Discussion of Next Steps

The following are the next steps in the process:

- Develop the Summary Report of the Visioning Event.
- Post new documents on the Web site as soon as completed.
- Review and adopt Values and Vision with any recommended changes at the November SPS meeting.
- Begin development of the plan framework upon adoption of the Values and Vision.

Next SPS Meetings

November 1, 2006 at Guerneville Library (PSA not attending)

December 6, 2006 at Guerneville Library

Meeting was adjourned at approximately 8:55 p.m.

Community Visioning Event Summary Session October 12, 2006

Purpose

The purpose of the meeting was for the consultants to present a summary of the visioning event. Additionally, the **Community Values and Vision** was presented. The Community Values and Vision was compiled from all of the public and stakeholder events held to date as well as input from RRROC Strategic Plan Subcommittee. A PowerPoint presentation was given by Partners for Strategic Action, Inc. and is available on the project website. Following is the Community Values and Vision that was presented for feedback by the participants:

Community Values are core community philosophies and assets that should not be compromised under any circumstances. They are what makes you want to be here that if lost, would prompt you to leave.

The River Runs Through Us!

The Russian River connects us to one another at a deep, soulful level. The power and tranquility of the river, the majestic Redwoods, and the splendor of the natural environment are why we choose to call this area home! The peaceful, quiet, and rustic ambiance of this special place resonates deeply with those that visit for a day or stay for a lifetime.

We Honor our Diversity

People, ideas, and attitudes are welcome and the community's diversity is embraced as a community asset. Compassion is shown for people of all walks of life and lifestyles, families of all kinds, and individuals struggling along their life journey. There is always a "community light left on" to welcome those new to the area or just passing through.

Doing it Our Way!

Strong minded, independent individuals that are passionate about this unique place provide the community foundation. Historically, people have come to the area to live their life and raise their family on their own terms. This independence has been embedded within the community culture and is the motivation to find solutions "to do it our way!"

Tread Lightly

Residents are honored to live within this beautiful environment and understand their stewardship responsibility to the area and globally. The area recognizes the sensitive balance and close interconnectedness between economic vitality and environmental sustainability. If the quality of the river, our water, or the natural environment is diminished, the reason to live or visit here will be compromised.

Our Children, Our Future

The children are a sense of community pride and the hope for the future. The area strives to maintain an environment that nourishes children's ability to play and learn in a safe and supportive manner. A drug-free community with strong families that allow children to expand their creativity and explore the wonderment of life is expected. Children have the opportunity to reach for the stars and create their own successful path.

Reflecting the Past

The area has a long and colorful history that is celebrated and has defined the area's uniqueness and eclectic-ness. The arts, music, and creativity have been the threads that connect today to the past. This rich history has created memories that linger and a desire to reflect this history as we move forward.

Community Vision is a statement of the desired future condition for the community that is used to guide decision making and track results.

The Russian River area is a collection of unique communities nestled in the Redwoods along the banks of the pristine river. The area is a globally recognized model for environmental preservation and sustainability. Long-term water supply and quality is assured, and an innovative approach has been taken to address the impacts of river flooding. People come from around the world for eco-tourism, and the area is home to the finest ecological educational opportunities.

The Russian River has a thriving, year-round economy that meets the needs of the local residents while providing services to visitors. The vibrant business climate is comprised of locally-owned small businesses that are compatible with the area's environmental ethic and quality of life. The area supports entrepreneurs and provides assistance to new local business start-ups.

Schools are the cornerstone of the community, and quality education is a point of community pride. Life-long learning opportunities are abundant and tailored to people of all ages. Scholarships, apprenticeships, and mentoring programs are available to assist residents in achieving their dreams. Employment opportunities are available locally for all, so people do not have to leave the area to work, and young people can choose to stay and raise their families.

The built environment compliments the splendor of the natural setting. As visitors enter the area, the community's sense of pride is evident with beautifully renovated buildings, clean and litter-free areas, and improved streetscapes. The area has quality housing and neighborhoods that are well-kept but affordable for year-round residents.

Recreational opportunities for people of all ages abound. Kids have a place to call their own and to learn or just hang out in a safe environment. Improved public river access and recreational opportunities have increased while ensuring the river's long-term health. Trails, walking pathways, public transit, and bike paths offer alternative modes of travel throughout the area connecting communities and providing access to services for residents and visitors.

Collaborative efforts between the schools, neighborhoods, religious institutions, businesses, and social service agencies have resulted in numerous community improvements, including addressing homelessness and substance abuse in a comprehensive and compassionate manner. The root causes of these social issues are addressed by providing support and education to assist individuals to help themselves. Caring for the less fortunate is an effort that unites the community.

Civil discourse is a way of local decision-making. Residents, businesses, and agencies work together to collaboratively identify and implement innovative solutions to critical community issues. The public has a voice in local decision-making impacting the area. Self-determination is the result of a cohesive, community consensus.

**Russian River is more than a place; it's a state of mind and a way of living.
Our Vision, Our Future!**

Community Visioning Events Evaluation Questionnaires

Summary of Questionnaires

Community Visioning Event Questionnaire – Rio Nido Resident Responses

What do you like most about this area and why?

- I lived in Rio Nido as a child. It gave me many wonderful memories.
- Affordable
- Its remoteness, beauty, diversity and tolerance
- The memories that linger . . .
- Its natural beauty. The steep and forested slopes and river that flows through it. The small diverse towns with independently owned businesses.
- A good place to live

When you look to the future and the development in the area, what would you like to see happen? Please describe.

- I would like to see Rio Nido revitalized and restored to the condition and beauty of days gone by.
- Safer streets and buildings
- Slow growth while preserving and improving environmental quality. I would like to see more of a sense of community, i.e., community involvement. A utopia!
- Anything beneficial to the area
- Change as little as possible. As far as economic growth, I think tourism is the way to bring money to the area and hopefully limit growth.

What major challenges would be overcome in ten years if the area was successful in implementing the redevelopment plan?

- Business and tourism could be a year-round process, and children would have a future in a safer community.
- Financial grants to homeowners to meet PRMD codes
- Would like to see an environmentally healthy community. Would like it to be economically viable, i.e., one doesn't have to leave the community for basic services.
- Prosperous small town, less homeless population, healthy river, and fixed up cabins. Keep our unique river feeling.

Since there are limited resources, how would you prioritize the following?

Community Improvements	High Priority	Medium Priority	Low Priority
Affordable housing	2	2	1
Ability to work in project area	2	3	1
Tourism attraction	3	2	1
Preserving the river environment	6		
Developing a trail system	3	3	
Revitalization of business districts	3	2	1
Community clean-up	6		

*Based on 7 surveys

Additional Comments and Suggestions:

I would love to see property next to Dubra developed for public river access like Steelhead Beach. Trails, boat launch beach, picnic tables, and public restrooms. Do not believe in using tax dollars to subsidize business. Businesses need to offer something (goods or services) to the community. The community in turn will patronize businesses.

	Poor	Fair	Good	Excellent
Topic				3
Handouts			3	
Meeting Facilities		1	2	
Length of Meeting		1		2
Presenter/Facilitator			2	1

*Based on 7 surveys

Comments regarding above:

Meeting Facilities:

- A little warm

What did you like most about your participation in the Visioning Event?

- I am glad I had an opportunity to hear and say what I wanted.
- Lots of people participated.
- Ideas
- Appreciate the opportunity to comment

What did you dislike or would change?

I didn't like the outburst of personal opinions and non-relevant issues.

Better able to hear speakers; microphones

Confrontation

Would have been good to have some meetings on weekends, too, for those of us who work, or have classes or other meetings on weekdays.

Should this process continue to be used to educate citizens and receive input from the community?

Yes: 5

Why?

It gives the community the ability to be a part of change and make a difference for the future.

Communication

It is very important that those of us who live here have input—not just the business community or bureaucracy.

Vehicle for community input

Other Comments

- Seismic retrofit grants for homeowners

Community Visioning Event Questionnaire – Guerneville Resident Responses

What do you like most about this area and why?

- Natural beauty, inclusive community. Maintenance of small-town atmosphere and support of local businesses.
- Extended family
- The people, the laid-back atmosphere, the river environment, the _____ and coast
- I love both the beauty of the redwoods, as well as the people. This town is one of the most diverse and friendly as I have ever seen or lived in.
- Diverse in people and interests. Rural and beautiful. Outside of the Santa Rosa corridor hub-bub, but within easy reach of cultural access. Santa Rosa → San Francisco
- I like the summer church, because it's cool.
- I like the fact that we have remained rural and the diversity of our people.
- The diversity; freedom to be who I am without fear. The beautiful trees and river and vineyards. The slower pace without commercialism.
- The beauty
- The natural beauty and bucolic nature of the community—good restaurants
- Feeling of nature and small town
- The beauty and affordability of the area
- River—history—historical architecture—scenery
- I like living in nature, swimming in the river, hiking, the wild animals, and not having the area overcrowded.
- Nature/small town
- River/nature/fishing/boating
- The tolerance and diversity; it's not a cookie-cutter suburb. Beautiful, natural environment. Small-town community.
- Diversity—more interesting
- Small businesses—better
- Natural beauty
- Natural beauty, relaxed pace
- Rural, cooperative, opportunity to participate and to know your fellow townsfolk. Clean air, water, & tolerance.
- Natural beauty, tolerance, compassion.
- The river, charm—perfect size.

- Peacefulness and beauty of redwoods
- Diversity, environment, community cooperation, ownership
- Human life integrating with nature and respecting both
- Wintertime as a resident (I grew up here); it's quiet, air is fresh, life is slower. Area is rural.
- Up with Russian River. Eclectic, diverse, unique "real" community, beautiful natural area, last affordable place in SC.
- The natural beauty, the small-town feel, the diverse population
- Natural beauty, diversity of community
- Natural setting, historic recreational area. Spicy, spirit of community as evident tonight. Tolerance in this community.
- The quiet and the sense of the mountains without having to travel for four hours to get to the mountains.
- Forest/river environment, plus an obviously diverse community
- Natural beauty, close-knit community, affordable (except gas & propane)
- The environment and the residents. Particularly the diversity.
- Natural beauty, small-town feeling, tourism is a great way of making a living.
- Small community in a beautiful setting
- The diversity and it works.
- Trees, river, near cost, natural beauty, small, friendly businesses, cultural diversity, good human services
- Small-town atmosphere: "regular" folks, peace, fun, sense of community—involved folks (natural beauty above all)
- Very unique, small-town feel, beauty, quiet
- All of it
- The diversity—it affords all people.
- The diversity—it affords all people of all backgrounds and financial status.
- I've been here 13 years, and my family is here. It's beautiful. I love the animals.
- See on opposite page under what I like about the visioning event! [What is the Visioning Event? I don't know. I like the ocean, river, state park, bicycling, scenery, wildlife, shops, etc.]
- Natural beauty, slow pace of life (slower), sense of community with immediate neighbors.
- The scenic beauty, acceptance of all lifestyles, Russian River recreation opportunities, and the overall attitude of the people in the area.
- Beauty of river, redwoods, been here all my life, so familiarity.
- Sense of community that large cities lack and the natural setting and housing prices.
- The scenery; it's beautiful!! The smallness of the town is great as well.

- Because our family is here from being homeless
- The beauty—the quietness—the ospreys and other parts of nature—the redwoods
- Not much. You don't like that there's nothing to do for the kids. No homeless shelter. Too much rudeness from store owners.
- The diversity of the community
- The trees, the people, the diversity of people, the small-town friendliness, the river, the radio station
- Community meal on Wednesdays. Sense of humanitarianism.
- Improve security with neighborhood watch groups/advocate for.
- Small community, trees/nature, lots of opportunity to enjoy variety of natural settings, river, beaches, etc. Diverse culture and people, open liberal people—all of which are important to me.
- Reflected very well in your community vision! Excellent job!
- Gay friendly
- The community
- Natural setting, small-town feel, close-knit neighbors, “hippie” and gay communities, alternative lifestyles
- Country environment close in to big city
- Quiet/affordable/remote
- That we are a diverse rural community. Our security and livelihood are tied to the river and environment.
- The natural beauty (river and the redwoods), the community (kindness and diversity)
- The nature and its eclectic magnetism. I have tried to leave many times and have found that I am spiritually connected to this place.
- Natural beauty, open space. Because there is so little of it in the bay area.

When you look to the future and the development in the area, what would you like to see happen? Please describe.

- Cleaner surroundings. Better physical maintenance, i.e., roads, drainage systems. Small mom & pops flourishing in a stable but bustling environment. Resources for children and families.
- More help for poor locals. Skateboard park. Less emphasis on gay business.
- A clean area with affordable housing, vocational opportunities, organized, involved growth
- I would like to see a “face lift” on the town—Main Street. I am not talking like Healdsburg—but cleaner and more presentable.
- Town kept, and improved, to be charming visually. Small businesses supported and welcomed. Affordability—help for a cross section of people economically.

- Some more stuff for the kids—all aged kids. Take down all the signs.
- Make the downtown more attractive. Help small businesses start up. Establish an all-inclusive service center in town.
- The area to be cleaned up and restored, ecotourism encouraged and managed, assurance of water safety (drinking & recreational), families thriving.
- A cleaner community—get rid of homeless!
- Sustainable development. Children's activities—youth center
- A place for the teenagers—homeless help. Help them help themselves.
- Clean river and area—trails—walkable downtown—stricter planning code—no more oversized new homes
- Clean water, clean river, redwood trees still standing, not overcrowded
- I would like to not be pushed out. I am a homeowner and pay taxes.
- Rehab rundown homes.
- Affordable utilities (propane is exorbitant) and drinkable tap water. The empty, dilapidated buildings and piles of junk on people's property need to be cleaned up—safety issues. (It's scary to see drugged-out people wandering the streets.)
- Safe parks & trails
- Cleaner areas
- Housing affordable to lowest income residents, community gardens, local food production gardens could feed people, build community, and occupy children and teenagers.
- Keep small town feel; keep river clean and useable. Mitigate flooding along Armstrong Woods Rd. Clean out the creek!
- Most people feel comfortable and safe here. Housing is a problem, especially for the poor. Prices have skyrocketed. Excellent services for medical, mental health, no housing homeless.
- More community services—community center.
- I would like to see it retain its essential character (no Starbucks) but with a healthy economy.
- Keep the atmosphere, clean up the look to fit the environment, no Wal-Marts, alleviate the fear of flooding.
- A sustainable community progressing positively
- No development. I would want to see individual property owners improve their property for family recreational area things, i.e., 1950s.
- Build sustainable, “community designed” quality architecture. Eliminate blight. Develop affordable and permanent supportive housing. No new housing has been built in 20 years. Have ____ to community and special needs of very low income.
- Some development of infrastructure; sustainable housing

Russian River Redevelopment Project Strategic Plan

- More facilities, opportunities for youth, clean up river, environs, rehabilitate housing
- Keep others from taking river water. Keep the flow up.
- Keep Santa Rosa and others from dumping sewage into river.
- Fine tune area disaster planning for fire, flood, quake, tsunami.
- Go modern and high tech. Develop solar and wind upon the hills to sell energy and make money and develop _____. Also cellular Internet.
- Promote local events, i.e., fireworks and _____
- Help locals continue, i.e., improve Monte Rio Board Parade, keep Johnson's Beach alive, develop Dulnawer Beach
- Same population and residence density
- More fulltime residents (affordable housing), elimination of blight (community clean-up), preserve our river and the tourism it brings.
- Maintain our downtown commercial districts to serve the needs of the communities. Need to be protected from flooding.
- Clean river, safe and clean streets (no garbage, no scary bums). Historic architecture, fix abandoned buildings.
- Owners of businesses, as well as property, to show proper and good example to use resources well. "Don't depend on others to correct everything."
- Cleaner town and area—work on price. Homeless situation under control.
- Better affordable restaurants, public transit, energy conservation and efficiency, transitional low-income housing, local production and distribution of food.
- Maintain all of the above→ (small-town atmosphere, "regular" folks, peace, fun, sense of community—involved folks (natural beauty above all)→plus human needs center, skateboard park.
- To improve economy, so less homeless, less drug & alcohol users, cleaner river, sustainable businesses, healthy business structure
- To keep this plan, if possible, like it is now.
- More help available for the homeless
- More help available for the homeless and hungry. Less people being rejected or dejected.
- A homeless shelter or at least a bathroom!
- We have an earthy crop of diverse people in this area. I would like that to continue. (Let's face it—some people need to take baths.) So I would like to see homeless people have shelter and more help with clothes and food. And more benches for the older folks to sit and take sun. Better transportation during the holidays and weekends and weekdays.

Russian River Redevelopment Project Strategic Plan

- A cleaner, prouder place—no illegal dumping, unkempt homes/property, a thriving river, a thriving main street, infrastructure for a sustainable economy, social services for kids and drug users.
- More efforts to combat meth use in area. Improved water quality for the river, improved fisheries of the river. Better opportunities for low-income people = housing/employment/social services.
- Clean up business on River Road as you come into town. Bushgens Rental Yard in particular. Clean up town in general—too much garbage.
- Developing sustainable and long-term businesses that fit the needs of the people living here, not just the summer tourists, such as barber, butcher.
- I would love to see a restaurant that has good food at real prices. The old mom-n-pop stand!
- A home for all of the family. Homeless and a place to live.
- A shelter or at least a shower. No one is happy unless we work together. Help us!
- More love and understanding from the high officials of this town. An activity center for homeless and children.
- A place for our youth to hang out, express themselves, and grow in positive ways.
- Compassion for the people "all people", the homeless, the uptight, businessowners, "Respect for everyone"!
- Shelter/community center attained for the people's needs. Affordable natural housing.
- Public bathrooms so the homeless have no excuses for smelling bad and crapping on our lawns.
- Keep the area small, develop the park in town by river, a place for teenagers, address issues of homelessness and mental health (wellness center such as the one planned in SR).
- Goals well summarized in your presentation.
- Expanded facilities for recreation, especially dancing, shows
- Clean-up of blight, infrastructure smoothed, river and forest conserved, public services improved
- Need to clean up some of the eyesores
- As little as possible/small incremental changes/energy self-sufficiency/free public transit in and through project area
- Gradual small-scale change to bring more rental facilities for tourists, community or teen centers and REAL clean-up of ugly and dangerous areas.
- I would like to see funding for a youth center, more after-school programs, more good paying jobs, and programs to keep the redwoods and river beautiful.

- Dramatic drop in drug/alcohol abuse (especially amongst children), less focus on wineries & tourism, more focus on families, recreation, and anti-discrimination.
- More funds going to youth services, transport, maintain natural beauty (moratorium on development) preservation of open space.

What major challenges would be overcome in ten years if the area was successful in implementing the redevelopment plan?

- Increased risk of accident/flood in repairs, diminished tax base, lack of tourists' revenue
- Bringing people together, arriving at a consensus on priorities
- In many towns in Australia, main streets have valences mainly for the sun, but it also unifies the block, connecting all the store fronts. It is a great look, besides being functional.
- I don't know what the summation of the plan is! That it "does no harm," at least.
- Initiate people to volunteer—everyone.
- The fact that we are unincorporated adds a layer of bureaucracy. The sewer system is also limiting to housing and businesses.
- Better relationships with county and state agencies. For this area to be a model for eco-friendly systems.
- A healthier business community
- Jobs would be created—year-round lifestyles
- River clean-up—riverfront homes elevation. Pride of ownership
- I don't think in ten years I will want to live (here?), because redevelopment is based on dollars.
- Have all homes elevated.
- More non-profits
- Drug addiction, library and school and local radio station
- No more homeless
- The homeless people would be housed and have services needed. This might include jobs in town.
- River protection from outside/local pollution
- Services for needy people, children, elderly
- Family friendly, economically stable (tourists welcome; as well as locals). We need bathrooms and showers for those passing through.
- Trash
- Businesses able to survive; Guerneville be a "destination."
- Whatever ones are chosen
- To not build new. Clean up what's here.
- Housing for all individuals, including homeless and special needs. Housing for homeless and a shelter or safe haven.
- More stable economy

- Eliminate blight, revitalize business.
- The actual cohesion of the community created by working together on common projects
- Getting folks to actually work together
- Urban blight, an established wintertime economy
- Flood threat—its mitigation is the most challenging project.
- Santa Rosa! Keep tourism drive among vagrants and keeping the river healthy with Santa Rosa pumping and dumping in the river.
- Majority of people be more tolerant, helpful, and caring. If everyone takes their responsibility, the place would be a happier place.
- Better housing—affordable—for working people
- Poverty, flooding, lack of infrastructure, substance abuse and addiction
- Revitalization of existing properties, ongoing sanitation (clean-up)
- Housing; river pollution; stronger independent businesses; affordable housing
- Hungry ___ people being neglected or rejected
- Less crime; more self-esteem for the poor and positive contributions made by the community
- Government would not have homeless people on the street in the public eye. Duh!
- Wastepaper baskets provided along walkways and trails. Free counselors for hikes to learn what vegetation and herbs are growing wild.
- Better positioning as a community within the County political hierarchy, a sustainable local economy, fewer homeless/less drugs, a rehabilitated main street
- Increase in salmon and steelhead fish populations. No more low flow policy! No more wastewater dumped into river. Substantial decreases in homelessness/drug use/increased employment & housing opportunities.
- Blight—vagrancy—filth. Being the main drug habitat for the county, business being afraid to invest here.
- Transit infrastructure failures (roads, landslides and the slow fix process), blight from flooding, vehicle and house abandonment, general junk and trash, public apathy, and nimbyism.
- I'm not sure, probably an increased population. It would be nice to think that people that work so hard to keep their families afloat could own a home.
- Houses for us homeless
- The homeless on the street—then your so important tourists would not see us!
- I don't know anything about the redevelopment plan!
- The intolerance some have for poor people and low-income families

- I think the redevelopment plan should definitely include a human needs center. A non-religious place where people can go to get help and understanding, not discrimination.
- Advocate for NW program by stressing the fun aspects, i.e., block parties, neighborhood parties
- Don't feel that I've studied redevelopment plan or are familiar with it enough to comment.
- Reference your "critical issues"
- Changing our image
- River and forest restored to pristine, blight cleared, infrastructure improved, low-income housing or resources, businesses supported
- Balancing homeowner and quality of life issues in favor of homeowners or residents versus development and business interests
- I can't comment on this, as I don't know what the redevelopment plan is. Duh!!
- Damages caused by flooding to tourism and businesses to be less. Create more good paying jobs.
- Drugs, healthier families, "historic" recreation activities restored
- Crime end. Natural beauty preserved.

Since there are limited resources, how would you prioritize the following?

Community Improvements	High Priority	Medium Priority	Low Priority
Affordable housing	38	20	6
Ability to work in project area	29	22	12
Tourism attraction	19	24	18
Preserving the river environment	60	6	
Developing a trail system	21	23	15
Revitalization of business districts	29	21	13
Community clean-up	49	16	

* Based on 69 surveys

Additional Comments and Suggestions:

- Present realistic goals. Short-term successes make for continued positive undertakings.

- Regarding flood control: Keep Fife's Creek cleaned up. Remove dams of debris that exist now—10/06.
- Accurate warning system during flood time and clean up of tributaries.
- Disaster preparedness?
- Keep promoting this—everywhere. The more people hear about this, the more results we'll all see a change in our community and our homes.
- To have better representation and involvement from the elected officials that are supposed to be serving our community
- Homeless people are not blight. House them.
- Cleanliness of streets and restrooms and parking for tourists.
- [Regarding "Tourism attraction,"] don't forget those of us who live here.
- Tolerance, small-town feel. Solar encouraged.
- Include the younger generation. [Tourism attraction] brings job opportunities for money, but have it be respectful of community or environment.
- Positively empowering our youth
- Improve housing conditions, community gardens, preserve historic buildings. Turn old bank building into a community museum.
- Thank you for your hard work.
- [Preserving the river environment] - Specifically the river, not the "River Funk" style of the surrounding area.
- [Regarding "Developing a trail system"]—Bike trails, too. More activities for youth.
- There are public bathrooms at the Vet's Hall that are not open to the public at this time. Rather than build new ones, make these available. Keep the river historic. Flooding prohibits expansion and year-round activity.
- Community gardens
- Community clean-up
- Community involvement in solving our homeless situation
- Tourists are gonna come anyway. It's beautiful here. Help your homeless; we'll help you.
- We used to have a community garden during the summer. That would be good! Seeds and good dirt provided for.
- The river is what brings people to this area. All efforts need to be made to stop further degradation of the river environment. If the water quality was better, more people would want to live/work/recreate here. More development opportunities would present themselves.
- [Regarding "Affordable housing"], we already have plenty! This is the most affordable of the county.

- [Regarding “Developing a trail system”], it will only give homeless a place to hang out.
- [Regarding “Community clean-up”], homeless leave garbage everywhere.
- Creative infill
- Our planning and permitting agencies
- Goals: Community education about environment/recycling and proper disposal of toxins, household items; reduce cost and difficulty in disposal of household items; neighborhood-driven community vegetable gardens; a butcher, a barber, and self-sustaining year-round locally-owned businesses
- We need a peace garden. This town needs help. Compassion for the homeless. They are angry, because nothing is being done. They feel harassed and hated and don’t know who to turn to. “Please help them.”
- Concentrate on areas related to making this a stronger, healthier community such as: teen center, homeless shelter, mental health wellness center.
- Concerned that any plan or strategy to improve the area will be undermined by lack of funds; can we make it viable? Can we move slowly and intelligently?
- Written request: business members selected by RRROC SPS—copy of inviters by attendees and location, time/date of meeting
- Youth group—copy of inviters by location, time/date of meeting
- Environmental group—copy of inviters by location, time/date of meeting
- Stakeholder/community service agency group—copy of inviters by location, time/date of meeting
- Any other focus group meeting—copy of inviters by location, time/date of meeting
- Look to Sebastopol as a community guide.

	Poor	Fair	Good	Excellent
Topic	2	5	17	18
Handouts	8	11	15	8
Meeting Facilities	7	6	19	6
Length of Meeting	6	6	18	1
Presenter/Facilitator	5	2	17	13

*Based on 69 surveys

Comments regarding above:

Topic:

- Lacked focus
- Not enough of these papers
- Great communication
- Though most did not understand concept of core values versus desired projects

Handouts:

- Free stuff is good.
- Not enough background information
- Maybe a handout of PowerPoint presentation
- More info on access of dollars
- Could use more substance

Meeting Facilities:

- Noise problem
- Drop-in facility fair-to-poor

Length of Meeting:

- Weekly
- Had to leave early
- Too many disruptions made shorter meeting hard
- Hard to sit so long!

Presenter/Facilitator:

- Someone like me
- Well done.
- You are both saints for taking on a public forum!
- Excellent under duress!
- Though would have liked better enforcement of respectful dialogue in beginning of meeting
- Good job handling crowd!
- Very impressed.
- A bit flustered at times—understandably
- Spanish meeting—poor
- Welcoming & friendly

What did you like most about your participation in the Visioning Event?

- Hopefully, that the input will be utilized
- Good
- Lots of info!
- Listening!
- I don't know; I wasn't there.
- The opportunity to be here and participate
- Got to listen to others
- The turn out
- We need more of these meetings and better.
- Nothing for middle-class homeowners
- Good turnout and involvement; lots of good ideas
- Lots of public input
- Hearing everyone's opinion
- I think everyone had a chance to be heard. The form helped.
- Opportunity to voice opinions
- Everyone was heard respectfully.
- Being new to the community, I enjoyed hearing what the community had to say, what values are already in place, what involvement and motivation there is here.
- The excellent sharing of ideas and the excellent listening
- Being here and hearing the community
- A lot of good ideas, despite high emotion (which shows people are participating/or interested)
- Able to hear other people express their values
- The opportunity
- Many different topics presented
- Ability to get everyone's input. Good PowerPoint presentation materials.
- Hearing some very creative ideas expressed by _____ members.
- It was a great opportunity for community to speak up about desire for future for river area.
- Nothing! There is no help here!
- What is the Visioning Event? I don't know. I like the ocean, river, state park, bicycling, scenery, wildlife, shops, etc.
- Having my voice heard and respected, and hearing what others had to say.
- Ability to give input in decision-making process.
- Professionalism of presenter and assistant!
- Brainstorming with other residents and hearing other issues I hadn't recognized before
- Good, and need help.

- Nothing!
- That people seem to be hearing my point, but all will be told in the end. Others are passionate about my points too. Naturally, connecting with others who want the same thing.
- Thankful you reached out.
- Being able to speak my opinion and hearing from others in the community.
- Being able to have input.
- Good exchange of ideas.
- Good mix of people, opinions.
- The input from the community.
- Facilitators kept discussion moving.
- Hearing everyone's point of view.

What did you dislike or would change?

- Attempt to keep diverse group focused on goals.
- Need a clearer explanation of the planning process
- Some of this felt like a "bitch session."
- I dislike the hostility of some of the audience. I think it's unfair to the presenters.
- I'm sure it's okay the way it is.
- The drop-by sessions are at times we that work can't attend. I don't believe that is fair. We should be given equal time. I don't feel you are asking us, the taxpayer. We don't feel the homeowners have a part in the focus groups.
- Better control of disrupters
- One comment per person
- I don't feel that we will really be heard, and this is a country of votes, etc.
- Include people that work, i.e., evening drop-ins and 3 weeks minimum.
- Meet with homeowners.
- People who just want to gripe
- Have another meeting for working people.
- Short—but that's effective, too.
- Less of a wish list—more realistic talk. Can't cure all of society's ills.
- Timetable
- The few people that spoke up early didn't give us the opportunity to discuss the process in a better way. It seemed like we avoided the question then.
- Save the funds as they grow, and first have people use our elbow grease, and let's work together to clean up the area. Everyone wants to spend money.

- Very little
- Too much “free-for-all”
- I wish we could focus on what we want and not on what we are not going to do.
- Insist on respect to speaker.
- The slow time element was costly.
- More space for more people. A configuration where we can get to know each other. Introduce with names and information. More time for input.
- Too bad some folks can't stick to the topic.
- Not so much crammed into one meeting. Better control over people not consuming the floor to allow for other people to speak.
- Give people a shower! At least a public restroom!
- Need a clearer picture of what the possibilities/options are through the plan. Also, I really disliked the few people who were disruptive and pushed their points of view, then assumed that was the consensus of all.
- Broader opportunities to give input. Not so limited of a timeframe.
- More opportunities to give feedback
- I need help, because I am homeless.
- Give people a shelter or at least a shower—public restroom—this is our home, too!
- The way the slide show was rushed. The way I feel, the homeless were not heard and had no inkling about the presentation at all. Keeping them silent?
- Need a facilitator.
- I disliked the fact that the same people kept speaking.
- Consultants from the local area.
- Public meeting process before summary extended to several months with more meetings in neighborhoods and more public workshops on specific topics.
- Maybe provide some of the ideas from prior meetings.
- N/A
- Too noisy.
- I want to work with people on building a community Web site and running it.

Should this process continue to be used to educate citizens and receive input from the community?

Yes: 50

Why?

- This group should select a forum that regularly assesses the community needs and evaluates the progress being made.
- Openness, good information is necessary for community support.
- People tend to complain but don't get involved in the process of change/solutions.
- It's great to hear knowledgeable people speak as presenters.
- Because everyone is special. No one should be left out.
- This is about community. Who better to ask and get involved than us who are the community?
- It's better than nothing—which is what we have now!
- We need to be heard.
- If not exclusionary as it is now. Why are homeowners excluded?
- People need to be educated about what the redevelopment really is.
- The more input from the grassroots, the stronger the community.
- Need to know what is happening.
- Ownership = buy-in
- Because it is about us, and we may be able to direct with our thoughts and ideas.
- All education is the best.
- Despite "opening animosity" about "process", a lot of local citizens participated and although things seemed shaky at times, it is a productive forum.
- Very little else is happening.
- We need the training.
- Communication is important. Sharing ideas can help everyone.
- If they speed up
- Citizens need to be able to participate in planning and implementation.
- Because too much has occurred in the past that has ignored the community
- There seemed to be a desire for a community-based forum for issues to be discussed.
- I feel it's very important for our community to have a shelter for people in need.
- Poor people have no help here. This town sucks. No help—understand?

- Shelter for people in need
- By the end of the meeting, the discourse was far more civil. People seemed to get the concept more and more people and points of view were heard.
- The planning process is set up to include citizen input. The point of redevelopment is to benefit the people who live here.
- We learned who had reasonable ideas and the unreasonable.
- We need to provide the ideas from the people who live here!
- Because we need help
- No help!
- Builds community awareness and cooperation.
- Only way to get input from community. Important to have accessible meetings.
- The community seems to need the opportunity to voice their opinion.
- We need to be ongoing in our efforts to address our many varied concerns.
- It takes time to create "critical mass" in public arena.
- Why not?
- Because it is very important to get input from the community.
- To experience in-volvement.
- I like these small forums and find them to be informative and constructive.

No: 3

Why?

- Fake.
- This process should be used to educate citizens on how to use the opportunities we already have to provide input into the community.
- Here the people's voice needs to be heard loud and clear by its fellow citizens.

Other Comments

- Good start→long haul. Major paradigm shift in this community to have people understand that without a steady revenue stream, things can't happen; also, that change is not always a bad thing. Changes happen—be proactive, not reactive.
- This is a major challenge, because people are suspicious and probably cynical about "government" spending money responsibly.
- I want the 20% of affordable housing, as a redevelopment requirement, to go for families/school-age children NOT for homeless

people who wander the street during the day. Adult men that are visible on a daily basis downtown.

- Let people know. I'll try to make it.
- Don't forget the homeowners in this redevelopment!
- Help homeowners who actually live here fulltime. Talk to them. They work, of course!
- Hope it does some good, and we see some arterial positive results. So far (the last five years), it's all talk and bureaucracy and useless meetings.
- Without a healthy river, there is no reason for this community to exist.
- It begins in our homes, then our community, then our world. We all need to do our best. All of this being done while keeping in mind those who will follow, namely the next group of adults.
- Responsibility lies with everyone.
- Provide child care. Good facilitation—respectful.
- Overall, I feel it was a beneficial meeting. Really hope all of these ideas are reviewed by RRROC and strategic committee. These were the ideas of the community and their desires for the future.
- I would like to see housing for the homeless or at least a drop-in center. Plus a place for the teens to skate with skateboards.
- Mixing religion in this capacity doesn't sit well with me, and I feel that our poor/working poor need a place in Guerneville.
- You're all down on the homeless. You want some resort town and don't understand we have friends and family here. We've been here 20 years! Some of us more years!
- I think establishing and sticking to rules of conduct—respect, mostly—would keep meeting more on track. Through this meeting I realized how many socio-economic and political bubbles there are in Guerneville, and we all need to be heard. In the end, the general vision and core values seemed to be similar.
- Who is getting access to this money? How can local citizens who want to start small businesses access redevelopment funds?
- How can local non-profits access redevelopment funds?
- Needs to become a "Pride of Ownership" of the community. How about building a community center with a Boy's & Girl's Club and YMCA? (Showers for homeless?)
- More drop-in times in evenings and weekends.
- Help us.
- We love this river, too. Help us, and we'll help you.
- So much has been already said about shelters, centers, kids, but all I see is other people lining their pockets! I hope something will be done soon.
- Great job!

Russian River Redevelopment Project Strategic Plan

- Strategic plan should include concrete plan to develop, expand, and promote public participation. A specific ongoing effective measured program.
- Thanks—this is a good start.

Community Visioning Event Questionnaire – Monte Rio Resident Responses

What do you like most about this area and why?

- River, redwood forest, small community, quiet winters
- The charm of small resort towns
- The “smallness” of the community—where people know each other and are motivated to be responsible for themselves, their actions and the community.
- The small town feel
- The redwoods, river summer activities, parades, diversity of people
- The river environment/forest-redwoods/the “potential” to maintain an ecologically robust area
- Cleanliness and friendliness of the community
- Its diversity of people and the beauty of the forests
- Redwoods, Russian River, diverse life, recreation in the environment
- The beauty of the area—the river, forests, the quiet
- The beauty, river, redwood forest, etc.
- The intimacy that the redwoods provide
- Water, trees, scenic beauty!
- Natural environmental—redwoods, river, small communities, no mega-stores or hotels
- The natural setting, i.e., nature
- Water, trees, low population, fresh air, friendly people
- The river and redwoods—we need to preserve.
- Beauty, ecosystem
- Natural beauty, small-town atmosphere, rural living, open space
- The beauty of the forests and river valley
- We live in a unique redwood forest.
- It’s funky, original, and filled with people on the fringe, either because they want to or just are.
- The beautiful, scenic, community-oriented feeling of California
- Environment—natural beauty—pure and simple. Small quiet towns—no WalMarts!
- Scenery, weather, friendliness
- Natural and personal diversity. Our laid-back approach. Bright, creative talents, good quality drugs.
- More music and art for the kids. A recreation/youth center in Guerneville!

When you look to the future and the development in the area, what would you like to see happen? Please describe.

- Traditional river area-style restorations of buildings and facilities. Buy-out of flood-prone sites for redwood forest parks, with elimination of flood elevation program.
- Small businesses only!
- Improved senior and children's centers
- Clean river! Clean water!
- Implementation of a sewer system that is better planned for long-term growth: addresses actual problems as opposed to the current one proposed
- Revitalization of downtown Monte Rio
- Get a better sewer plan, or leave it alone.
- Continue to refurbish current resources, i.e., the amphitheater. Perhaps something can be done with the old post office/school/St. Vinny's, etc. Redevelop the community park.
- Clean up downtown—abandoned vehicles, dilapidated buildings—and foster economic growth.
- The area being a California/national standard that implicates ecological excellence and health, with the well-being of the community residents in balance
- River dredging
- Less logging
- More employment opportunities
- Get rid of the tweakers and scary people. Clean the areas.
- Monitor growth; establish sustainable quality restaurants, lodging, arts/music (jazz!)
- Stop the Monte Rio Sewer Project; it's too expansive. And look towards a septic district instead!
- Scrap current Monte Rio Sewer Project and build a dedicated “downtown” system to revitalize downtown.
- People say more businesses; others say no more. I say build a few more buildings and be very picky about who fills them. We need more business here that attracts tourism. Not three grocery stores, a movie theater, and a bar. I say rebuild the historic value of Monte Rio. Build it, and they will come.
- Very, very little. This is a fragile narrow river valley—mega-delicate.
- Youth and community center
- Healthy river, greater educational opportunities, i.e., culinary academy. More frequent public transportation, bike & walking paths along the highway.
- Monte Rio to be a community of active growth in the downtown to serve the locals, i.e., bakery, cleaner river, and no low flow.

- Clean up existing septics, but not via the over-priced Monte Rio sewer system that will only benefit few and is a vehicle to development. We should identify failing systems and fix them.
- Resort activities increase. Clean up trash, cars, arrest and prosecute drug and alcohol offenders, relax home improvement regulations, hire street cleaner and foot patrol officers in Monte Rio and Guerneville.
- Clean it up! Roads, shoulders, trim trees, trash, homeless, buildings, vacant lots, rundown properties, condemned properties, get rid of weeds blocking views of river from Hwy 116.
- Maintain and enhance the environment/infrastructure development and implementation of design guidelines (as proposed).
- Remove any and all sewer systems from any area around river, and repair septic systems with redevelopment moneys.
- Less is more. The RRROC should subsidize a septic district where they get the County off our backs—trying to push development—bearing sewer plants. Let's find the bad septic systems and fix them—systematically.
- A youth center for teens.
- Preservation of natural beauty in area and water quality of the Russian River and other streams and tributaries.
- Elimination of blight, waste/debris cleanup, tourism/economic development, business district revitalization, better paved roads, better cell phone coverage
- Solar power, less cars (bio, diesel, shuttle, bus?). Water quality, community gardens, beehives, better educational opportunities
- Please consider a youth center; our kids have nowhere to go and nothing to do. We must show them that we care; they are our future.

What major challenges would be overcome in ten years if the area was successful in implementing the redevelopment plan?

- River and wildlife restoration. Concentration on eliminating traffic congestion. Limiting development.
- Creating a balance between inevitable and necessary growth of business and housing. And maintaining a small, year-round community that takes care of the environment and sustainable infrastructure.
- “Cleaning up” certain areas where homes have dilapidated. If a house is an obvious drug haven, doing something about it.
- The so-called “character” of the river must change if we are to see economic stability.
- The area would be celebrated as a model community—ecologically, scientifically, and economically growing.

Russian River Redevelopment Project Strategic Plan

- Healthier river/environment
- Improved downtown area. Police assistance with drugs and out-of-control kids.
- Improved image, quality of daily life for everyone, habitat restoration
- Stop the development!
- Clean up the area. Rebuild the attraction that is the river.
- Fixing what we have—any adding very little! Not much is needed; almost zero.
- Overly liberal folks
- Increased dollars in area due to tourism and increases of dollars brought into area with new businesses, bike trails.
- Implement programs and facilities for all ages and economic standings.
- Making peace within our community again and CLEANER RIVER.
- See above. (Less is more. The RRROC should subsidize a septic district where they get the county off our backs—trying to push development—bearing sewer plants. Let's find the bad septic systems and fix them—systematically.)
- Not having to worry so much about urban sprawl and Santa Rosa dumping their waste in the Russian River.
- Same as above. (Elimination of blight, waste/debris cleanup, tourism/economic development, business district revitalization, better paved roads, better cell phone coverage)
- More educational opportunities. A community center for everyone. Open/rural space preserved.
- Hope, abundance, unity.

Since there are limited resources, how would you prioritize the following?

Community Improvements	High Priority	Medium Priority	Low Priority
Affordable housing	6	14	7
Ability to work in project area	6	10	5
Tourism attraction	13	7	7
Preserving the river environment	26	1	
Developing a trail system	11	12	4
Revitalization of business districts	13	11	2
Community clean-up	22	4	

*Based on 27 surveys

Additional Comments and Suggestions:

- To create an effective plan, we need to be educated about what programs and services are available that already address community complaints, how they can perhaps be better utilized and promoted so we are not duplicating efforts, and infrastructure and services already in place are strengthened and expanded.
- I think it would be helpful to clarify the benefits and limitations of the Redevelopment Committee as well as how it can help open doors to other funding. Also, perhaps community “action network” can help streamline issues.
- Actively developing flood mitigation options. Balancing the growth of businesses that threaten the habitat, i.e., gravel mining, rock quarries, logging, and lumbering.
- “Tourism attraction” hard to rate
- The river was where San Franciscans came, because it was the hot place to be. Now it's just a bleep on the map. I'd like to pull out historic photos and rebuild the appeal. Learn from our past.
- Redevelopment should not equal only growth. Don't use a suburban or urban methodology to fix us. Move slowly and imperceptibly!
- Spending money to attract one type of tourists is bad.
- This list of options is extremely limited in its scope and seems preconceived in its direction. Why not utilize the original survey results which included closer to 1000 respondents (rather than roughly 100 participants)?
- School support
- Extremely important to share economic resources (fairly) within project area towns.
- I am anxious to get involved in active volunteering. Where am I needed most besides cleanup? (No name)

	Poor	Fair	Good	Excellent
Topic			11	7
Handouts		8	9	1
Meeting Facilities	1	7	8	1
Length of Meeting		3	9	
Presenter/Facilitator	2	3	12	

*Based on 27 surveys

Comments regarding above:

Topic:

- A little vague and unfocused—too broad, but I'm assuming future meetings will be more narrow.

Handouts:

- Wanted copies of presentation slides
- Better outline of what has been done
- One-half is devoted to process

Meeting Facilities:

- Too warm
- Uncomfortable seating

Length of Meeting:

- A little long, but necessarily so

Presenter/Facilitator:

- Good job trying to keep it focused in face of “devil’s advocates. . .”
- Lost control of the room
- I think he handled the volatile speakers/citizens very well and didn’t let them hold the meeting hostage.
- Not an easy job

What did you like most about your participation in the Visioning Event?

- Learning how the process works and how I can contribute to it; having the opportunity to reflect on my community—what it means to me and what I’d like to see for the future, as well as try to work towards that vision.
- Open discussion
- Community voices being heard
- The point of cleaning up was made.
- Hearing wide variety of comments
- Hope, albeit little! And it also might only be “window dressing”—hope not.
- I feel that I have plenty of good and effective means of fine input. I can’t think of any additional things that haven’t already been said. There’s no need for me to repeat.
- The ideas of my fellow neighbors.
- Report given by moderator to us.

- Good meeting
- The usual series of complaints and ideas
- Good group of my neighbors showing up. We are not development experts (?).
- Meeting like-minded folks

What did you dislike or would change?

- If there were only a way to control people speaking out of turn and speaking while someone is trying to talk to the group. Perhaps provide more information before the meeting, so people are better educated when they come to participate, and we can focus on the scheduled agenda.
- It would be nice to start on time. Also, clarify the benefits and limitations of the Redevelopment Committee so we don't exhaust ourselves on improbable pipe dreams.
- Need a microphone!
- Keep discussion on point.
- Needed more control of the conversation. Nice ideas, but a lot of pipe dreams.
- Too short a timeframe in hearing and consolidating comments from this week's meetings.
- Some more time monitoring.
- Hiding the reality that redevelopment is all about growth and county revenues
- Do not approve of redevelopment dollars being spent to remove blight on personal property (homeowner's problem)
- People need to be urged to listen carefully and not repeat, repeat, repeat. Overall, it was a very good and positive feedback.
- Muzzle a few people.
- We definitely need a meeting just like this for each of the communities in the RRROC area—Rio Nido, Guerneville, Monte Rio, Villa Grande.
- It would be more useful to explain/inform the audience of what the RRROC has already accomplished and what projects are coming up. Most people don't know clearly.
- More community participation in forum and "FOCUS" group processes.
- More time for feedback. ____ days are a place to be able to leave comments ____.
- More time for public input to formulate a more egalitarian plan and maybe a pizza party.

Should this process continue to be used to educate citizens and receive input from the community?

Yes: 22

Why?

- So that there is community participation and not just a small group of representatives making all the decisions with or maybe without an idea of what the community as a whole values.
- Perhaps we can structure it better.
- Address homeowner issues to target for focus group.
- Find a way(s) to include all areas of the redevelopment area; increased communication with neighborhood organizations.
- Very quick (despite some balking). Keeps people involved and concentration.
- To a limited extent
- It's our tax dollars.
- There should be better means to get input from those who work.
- Process is time consuming and frustrating but needs to be continued to include all the community.
- Because it is our community.
- Rhetorical question. Otherwise, redevelopment continues to be unsupported.
- There should be a way to create a community forum. Very important to educate public regarding RROC and process.
- Regarding sanitation, moneys should be used to repair septic systems, not to build sewer systems.
- Because more people need to get involved.
- Important for old and young alike. Increase awareness and respect for community and nature.
- Isn't that the best way for this process to achieve its aim?

No: 0

Other Comments

- Perhaps the agenda for the evening could have proposed time limits, so we know how much time we're committing and keeps things moving; also keep us well informed on future and ongoing ways to participate (great job on this one!)
- Try to start the meeting on time. Perhaps announce seating from 6:15 – 6:30, and meeting to start at 6:30.

Russian River Redevelopment Project Strategic Plan

- Better identity of what RRROC and redevelopment can do and cannot do.
- People have a lot to say, and they care about this community staying small, rural, simple, basic, but meeting the needs of the people.
- Redevelopment has divided the community. We are not “urban” (look outside), and we are only “blighted” to a limited degree. Further, any time you tinker with the marketplace, any market forces, you are asking for trouble!
- Make continuing education more available (locally).
- Have clipboards available so that we can better fill out these forms.
- Generated goodwill!
- Any enthusiasm generated by this and other meetings will be lost by the long dull process which currently is the RRROC meetings. Can the format/agenda be altered so that all the workings can be completed in subcommittees, allowing the public meetings to be more inspiring and ultimately shorter?
- We need help removing the waiver on prohibition. We need help to ____ the county from passing sewage treatment plants (Monte Rio) that allow so much development allows to build by ____.
- Great job!
- We gonna rock this town.

Community Visioning Event Questionnaire – Other Community Resident’s Responses

Which community are you a resident of within the project area?

Other

- Unspecified
- Forestville
- Guernewood Park
- Villa Grande
- Camp Meeker

What do you like most about this area and why?

- The laid-back feel, the beautiful environment, river access, the people
- Natural environment, diverse people, funky houses
- The beautiful redwood trees, the river, the diversity, charm, locally run businesses, night sky, low population density, liberal attitude, kayaking, quiet. It's a wonderful place to live.
- The people

When you look to the future and the development in the area, what would you like to see happen? Please describe.

- Skate park, clean up area, live music venues, inclusion of Forestville in plan to ensure community cohesion
- Clean natural environment, healthy forests and river, diverse community—old, young—kids!
- Please see my written comments. (Victoria Wikle?)
- Community businesses

What major challenges would be overcome in ten years if the area was successful in implementing the redevelopment plan?

- An acceptable clean-up solution
- Cleanup—implementation of ecotourism
- Please see my written comments.

Since there are limited resources, how would you prioritize the following?

Community Improvements	High Priority	Medium Priority	Low Priority
Affordable housing	1	3	
Ability to work in project area		3	1
Tourism attraction	1	3	
Preserving the river environment	5		
Developing a trail system	4		
Revitalization of business districts	1	2	1
Community clean-up	3		1

Additional Comments and Suggestions:

- I want less emphasis on businesses and more on the people who just live here!
- Tourism attraction – ecotourism

	Poor	Fair	Good	Excellent
Topic		1	2	3
Handouts	1	3	2	
Meeting Facilities	1	2	2	1
Length of Meeting			2	
Presenter/Facilitator			4	1

Comments regarding above:

Topic:

- Needed
- We need more community input opportunities!

Handouts:

- Would like something on redevelopment/strategic plan

Meeting Facilities:

- Nostalgic comradery

- Poor acoustics/need microphone

Presenter/Facilitator:

- Easy to pay attention to

What did you like most about your participation in the Visioning Event?

- Comradery—a time and place to gather with friends and family of choice. A place to find the fun in dysfunction. Neutral.
- I liked hearing the community concerns.
- No opportunity to express an opinion—good.
- Opportunity to speak out
- Group participation
- Good turnout
- It's a start.
- Having the opportunity to add direction to our community

What did you dislike or would change?

- I'd like to see a one-half hour meeting to “check in” with the other homeless in this “lost tribe” of misfits and malcontent dressers in the _____ of life.
- Better explanation and definition of redevelopment
- I would have liked to have had better/more warning regarding time and place.
- The room was noisy. People talking, scraping chairs, etc. No small kids!
- More educational materials on redevelopment process
- Tell us what you already have in mind.
- I had trouble hearing.

Should this process continue to be used to educate citizens and receive input from the community?

Yes: 9

Why?

- Why?! Why not!! It is important to keep informed about public events and what is “goin’ on”
- Based on comments, real need for the community to join in this effort and not be so polarized.
- Many good points were brought.

- Long overdue. No committees are out of touch with what the people want.
- Please have more meetings! To get public more involved! Many people don't know what RRROC is or where their tax dollars are going.
- There is nothing else.
- The people in our community know best what our community needs.

No: 0

Other Comments

- Thank you for your kindness, compassion. I am humbled, and I am inspired to be a better me. There is so much going on in the world. I am very grateful God's placed me here in this very gentle place in this ____ world.
- Please, please, please include Forestville, i.e., The Hacienda Bridge Area (MAJOR) is in Forestville. This is where the "River Area" starts!!
- At least two property owners are waiting in the wings to gentrify Monte Rio and other towns – travesty.
- Get people to come to monthly RRROC meetings. There is little to no public involvement at these meetings.
- We need more opportunity for community involvement.
- We need a community/human need center which addresses the needs of our community (youth programs, homeless, shelters, vocational training, job assistance) which involves community citizens.

Russian River: Our Vision, Our Future!

Community Visioning Summary Event Questionnaire

What three concepts from the Values and Vision Presentation most represented your personal viewpoints?

1.
 - a. Living and achieving a compassionate, community where everyone can help each other despite our differences.
 - b. Businesses serving community and community serving businesses.
 - c. Environmental protection
 - d. Children and youth—make this a community that they want to grow up in and stay in.
 - e. Slow, careful, cautious growth must be reflected.
 - f. Environmental sustainability
 - g. Environment—quality of Russian River water
 - h. Improved community appearance and image
 - i. The environmental beauty and preservation
 - j. Expand safe recreation including river, bike, hike, skate, and socialize.
 - k. Flood protection—disaster preparedness. Clean up Fife's Creek.
 - l. Ecology/sustainability
 - m. Clean environment
 - n. Maintaining the high level of diversity and accepting attitudes, etc.
 - o. Human Needs Center

2.
 - a. Our children are important to us. Let's help them.
 - b. Flood protection
 - c. Creating healthy activities for families, children, visitors
 - d. Environment—both natural and built
 - e. There is hope that "officialdom" can be trusted. Hope!
 - f. Local training and employment in non-tourism activities
 - g. Affordable housing/quality
 - h. Expanding youth activities
 - i. Our children
 - j. Face and deal with flooding in the commercial district for sustainable economy.
 - k. Improved community appearance and image.
 - l. Accountability

- m. Healthy environment
 - n. Cleaning up the community—in structure/buildings, and image
 - o. Clean up entrance to area.
- 3.
- a. We all want to preserve the “natural beauty!”
 - b. Improving image of community
 - c. Self-sustaining community
 - d. Tourism and recreation
 - e. The team is avoiding the growth word—the “G” word.
 - f. Community collaboration on social projects
 - g. Local jobs
 - h. Flood protection
 - i. Our uniqueness
 - j. Expand safe and affordable housing.
 - k. Resolving wastewater challenges. Clean up the river—a healthy waterway.
 - l. Anger
 - m. Clean water
 - n. Preserving the beauty of our natural, sacred surroundings
 - o. Maintain river beauty

What was missing from the Values and Vision Presentation that should be considered?

- One of our primary concerns is to have accessible and maintained public restrooms. Didn't necessarily see this addressed as a value or vision.
- With these goals and changes, more people would be attracted to the area. How will we handle traffic, waste disposal, safety, etc.?
- Emphasis on the “health” of the river
- Might as well eliminate right now things that redevelopment cannot do, for which there is no hope.
- Very unspecific. Would like specific goals like vegetable gardens, walling and bicycle paths, child care, help for homeless, etc. and less “feel good” verbiage.
- Mental health limit for all the nuts that live here and go to these meetings! Just kidding!!! Thanks for putting up with us.
- Flood control and prevention
- I have an ignorance of where the money comes from. Answer: property tax. People do worry about misappropriation.
- Disaster preparedness
- Cost of water. It is disproportionately high.

- Dancing girls
- We have attended all three meetings this week, and based on hearing the collected ideas/opinions of the community, the Values and Vision Presentation was put together very well and is on target!

Do you feel the Values and Vision as presented will be a sound basis for making future decisions?

Yes: 10

No: 1

Not Sure: 4

Please explain:

- I don't trust because of past promises that have never happened. Please help.
- I feel it is a good start.
- Need more exposure and time to see the process and the goals reached.
- You are avoiding the growth (bricks and mortar) issue, and that's what "scares" people most (it seems to me).
- I liked especially the "Critical Issues—Givens" slide.
- [Values] Too vague and "flowery"
- That's a great start.
- Just remains to be seen
- Thank you for listening and for your enduring efforts (especially at the meeting tonight—Thursday!)

Session Evaluation

	Poor	Fair	Good	Excellent
Topic		2	8	3
Meeting Facilities		2	9	3
Length of Meeting		2	5	1
Presentation			8	3
Presenters/Facilitators			7	7

Comments:

Meeting Facilities:

- Cold
- Like most in town, need work.

Length of Meeting:

- Could only stay for 1½ hours
- Had to leave
- Too many rambling on

Presentation:

- I loved it.
- [Good/excellent] Both nights
- I appreciate your efforts!

Presenters/Facilitators:

- Very nice people
- You are absolute saints to handle such inane questions and remarks with such grace.

Do you have any suggestions to improve future public events?

- More community gardens and events that everyone would love to attend. Public awareness addressed in a way where everyone will attend and feel respected.
- To have all of the meeting dates and times in print in advance. I came representing a business to initial meeting on Monday, 10/9, and to drop in meeting on Wednesday, 10/11. We were not informed about the business meeting on Tuesday, 10/10. I was told by another business owner that she was notified by phone.
- Lots of notification, exposure to all in the area
- Consideration of the population that works Monday through Friday, 8 to 5.
- You got that we don't want to change the feel of the town but improve the foundation to sustain it.
- State maximum time limit—thanks!
- Direct speakers when inappropriate—you were very eloquent and diplomatic.
- This was not a great meeting—many community members appear to be quite angry, distrustful, and oppositional. Perhaps a vote would be better?
- Sign up for audience speaking. The crowd seems a bit hostile in this forum which is not productive.

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- Please add “Affordable Water” and “Fire Protection Service/Rescue/Emergency”—supported. Thank you.
- Pizza
- Control the audience.
- Your patience and diplomacy was appreciated; however, keeping control of the meeting by maintaining your forum and goals would be strongly supported by those of us who care enough to educate ourselves about the process and procedures outside of the meetings as much as possible in order to allow enough time and attention to be focused on the core content of why we are gathering.
- More advertisements—15-minute introduction to RRROC