



Welcome!



**Russian River
Redevelopment Project
Strategic Plan
Community Visioning Event
October 9, 2006**

Russian River: Our Vision, Our Future!

Project Overview

- Russian River Redevelopment Project
- Overseen by Russian River Redevelopment Oversight Committee (RRROC)
- Administered by Sonoma County Community Development Commission (CDC)

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What is a Redevelopment Project?

- Financing mechanism
- Method to address community issues

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Why Russian River?

- To create a local funding source to be used to address the unique needs of the Russian River area.

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How is the Project Funded?

- Tax increments
- Interest

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What are the Funding Tools

- Bonds
- Grants
- Loans
- Earmarked Funds (Housing Set-Aside)

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What Can Be Addressed?

- Elimination of Blight
- Tourism and Economic Development
- Business District Revitalization
- Recreation and Park Facilities
- Improved Housing Conditions
- Public Improvements and Facilities
- Other, such as flood mitigation, waste clean up, planning

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Why Do We Need a Strategic Plan ?

- Identify Long Range Community Vision and Goals
- Develop Strategies to Address Critical Issues
- Identify Specific Projects
- Prioritize Expenditures to Ensure Optimum Use of Financial Resources
- A Method to Measure Success

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The Strategic Planning Process

- Reviewing Past Work
- Public and Stakeholder Involvement
- Needs Assessment
- Strategy Development
- Evaluation Criteria
- Plan Monitoring Methodology
- Create Strategic Plan

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How Will the Plan Be Completed?

- Authorized by Sonoma County
- Administered by CDC
- Oversight by RRROC
- Strategic Planning Subcommittee Working Directly with Project Consultant to Develop Plan
- Recommended by RRROC to Board of Supervisors for Adoption

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Process Schedule

- August - November 2006: Vision, Goals, and Issues
- December – February 2007: Strategies, Projects, and Evaluation Process
- March – May 2007: Development Draft Plan and Monitoring Methodology
- June – July 2007: Plan Review and Adoption Process

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About This Week - Tonight!

Opening
Presentation and
Discussion of
Vision and Values

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About This Week - Tuesday!

Focus Groups

- Business and Economic Development Interests
- Environmental Interests
- Service Providers
- Youth

Hispanic Community Forum
6:30 at Guerneville School
Gym

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About This Week - Wednesday!

Drop by Sessions:

- 7:30 to 9:00 a.m. Rio Nido Firehouse
- 9:45 to 11:15 a.m. Baby Blue in Monte Rio
- Noon to 1:30 p.m. Coffee Bazaar in Guerneville

Strategic Planning Subcommittee Meeting
7:00 p.m.

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How to Stay Involved

Participate in community events, attend RRROC and SPS meetings, visit the project Website:

www.russianriverplan.com

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What's Next?

- Summarize public input
- SPS analyze results
- Strategy development
- Research and analysis
- Additional public events (early spring)
- Develop plan
- Plan adoption (summer)

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Tonight's Event Agenda

- Answer Questions About the Process
- Discuss Community Vision
- Identify Community Values
- Complete Questionnaire

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Community Vision for the Future

A statement of the desired future condition for the community that is used to guide decision-making and track results

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Community Values

Core community philosophies and assets that should not be compromised under any circumstances. That which makes you want to be here that if lost, would prompt you to leave.

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