

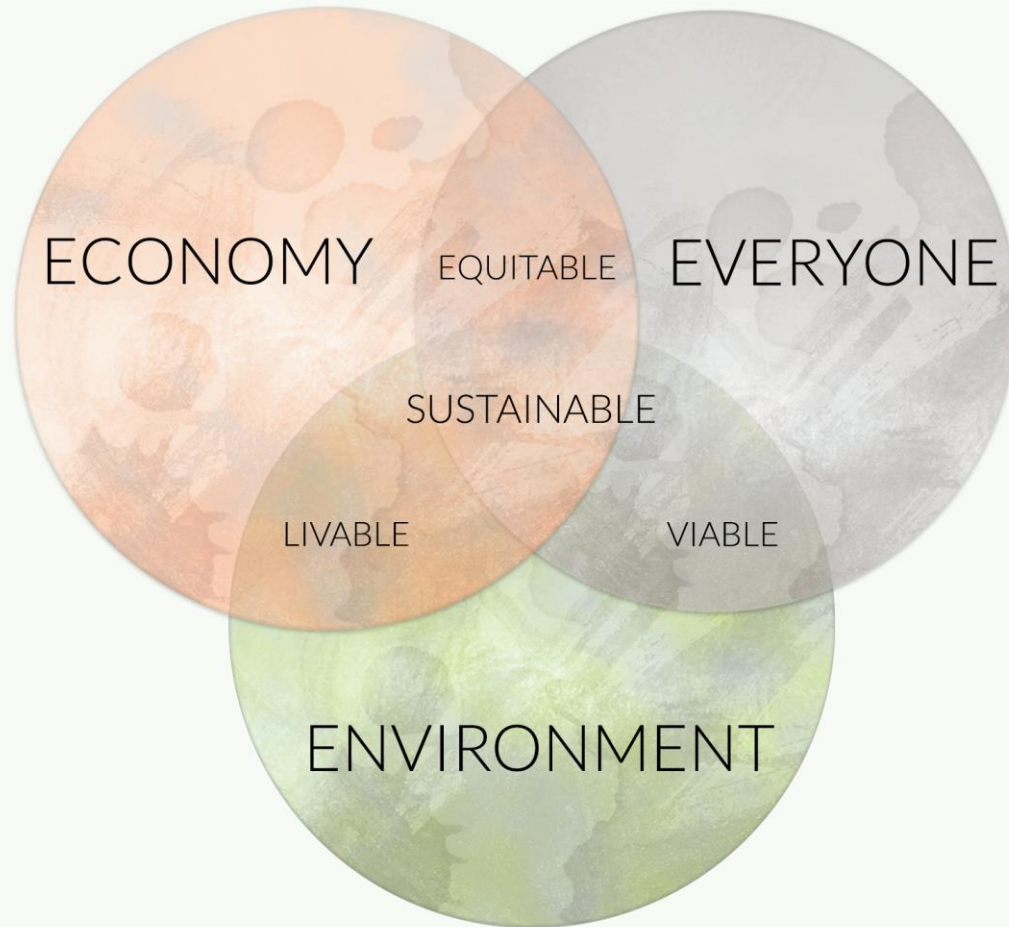


SUSTAINABLE SONOMA
Economy. Environment. Everyone.

LISTENING SESSIONS

THE SCOPE

S O N O M A V A L L E Y



SONOMA VALLEY ISSUES

- Housing and affordability
- Balancing tourism with local community
- Rural character and open space
- Wealth and economic divide

THE SOLUTION



A forum where a diverse group of Sonoma Valley people—businesses, environment, social justice, nonprofits, and government—take action on solutions to our community's biggest challenges.

TIMELINE

Context: Problems that remain unsolved.	2015 – 2016
Design Sustainable Sonoma so it can solve those problems.	2015 – 2017
Build capacity to have challenging conversations.	2017, and ongoing
Fully engage the Sonoma Valley community.	March-October 2018
Sustainable Sonoma Council sets long-term goals and near-term action priorities.	Fall 2018
Cross-sector Work Groups implement measurable change in the action priorities.	Late 2018, and ongoing



Participating Organizations

Organization/Interest, Name, Role in Sustainable Sonoma

Affordable Housing Task Force, David Stollmeyer (*Sustainable Sonoma Council*)

City of Sonoma Council, Rachel Hundley (*Council*)

F.I.S.H., Sandy Piotter (*Council*)

Greenbelt Alliance, Teri Shore (*Council*)

Health Action, Beth Dadko (*Staff*)

Impact100 Sonoma, Diana Sanson (*Council*)

La Luz Center, Juan Hernandez (*Steering Committee--former*), Veronica Vences (*Steering Committee*), Angie Sanchez (*Council*)

North Bay Jobs with Justice, Marty Bennett (*Council*)

North of the Mission Neighborhood Association, Sheila O'Neill (*Council*)

Real estate, Cathy Wade Shepard, Ann Colichidas (*Council*)

Rebuild North Bay, Walter McGuire (*Council*)

Sierra Club, Tom Conlon (*Council*)

Social justice advocacy, Mario Castillo (*Council*)

Sonoma County Regional Parks, Melanie Parker (*Council*), Bert Whitaker (*Council*)

Sonoma Ecology Center, Richard Dale (*Steering Committee*)

Sonoma Land Trust, John McCaull (*Council*)

Participating Organizations, cont'd.

Sonoma Police, Brett Sackett (*Council*)

Sonoma Valley Chamber of Commerce, Richard Dale, Ramie Hencmann (*Steering Committee, Ramie*)

Sonoma Valley Community Health Center, Cheryl Johnson, Mari-Carmen Reyes, Kathryn Nevard (*Council*)

Sonoma Valley Fund, Peg Van Camp (*Council*), Katherine Fulton (*Advisor*)

Sonoma Valley Health Roundtable, Richard Dale, Cynthia Scarborough (*Steering Committee*), Cheryl Johnson, Kathryn Nevard, Kelly Mather, Dave Pier

Sonoma Valley High School Student, Aliya Blinman (*Council*)

Sonoma Valley Hospital Foundation, Kelly Mather, Dave Pier (*Council*)

Sonoma Valley Housing Group, Stephanie Hiller (*Council*)

Sonoma Valley Interfaith Ministerial Association, Curran Reichert (*Council*)

Sonoma Valley Unified School District, Nicole Abate Ducarroz, Bruce Abbott (*Council*)

Sonoma Valley Vintners & Growers Alliance, Maureen Cottingham, Abigail Taylor (*Council*)

Sonoma Valley Visitors Bureau, Gary Saperstein (*Council*)

Springs Community Alliance, Rich Lee, Ellen Conlan, Anna Pier (*Council*)

Teen Services Sonoma, Cristin Felso, Doug Hanford (*Council*)

Transition Sonoma Valley, Tom Conlon (*Council*)

US Congressman Mike Thompson, Rebecca Hermosillo (*Council*)

Winegrapes and wine, Sam Coturri (*Council, in discussion*)

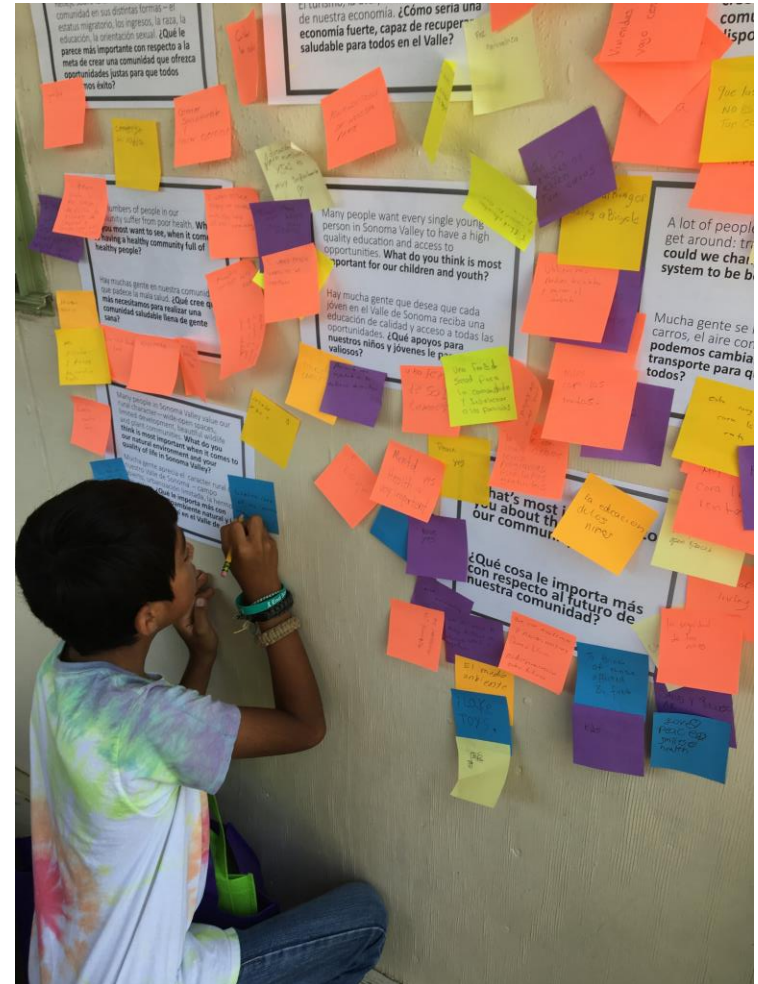
Vintage House Sonoma, Priscilla Essert, Mark O'Brien (*Council*)

Advisors: Katherine Fulton, Laurie Decker, David Morell, Ellie Insley, Norman Gilroy, Ted Hoffman, Chris Allen, Jim Bundschu

LISTENING SESSIONS

20 listening sessions had ~350 participants and recorded over 1,650 individual responses to 9 questions.

1. Public geographically based (*with childcare and translation*)
2. Interest-based with groups of people in similar professions or with similar interests
3. Online This Is My Vision page on the Sustainable Sonoma website



QUESTIONS

What's most important to you about the future of our community in Sonoma Valley, when it comes to...

... housing availability and affordability?

... a healthy, diversified, and resilient economy?

...our children and youth?

...our natural environment and your quality of life?

...our transportation system to be better for everyone?

...providing opportunities for all to succeed?

...a healthy community full of healthy people?

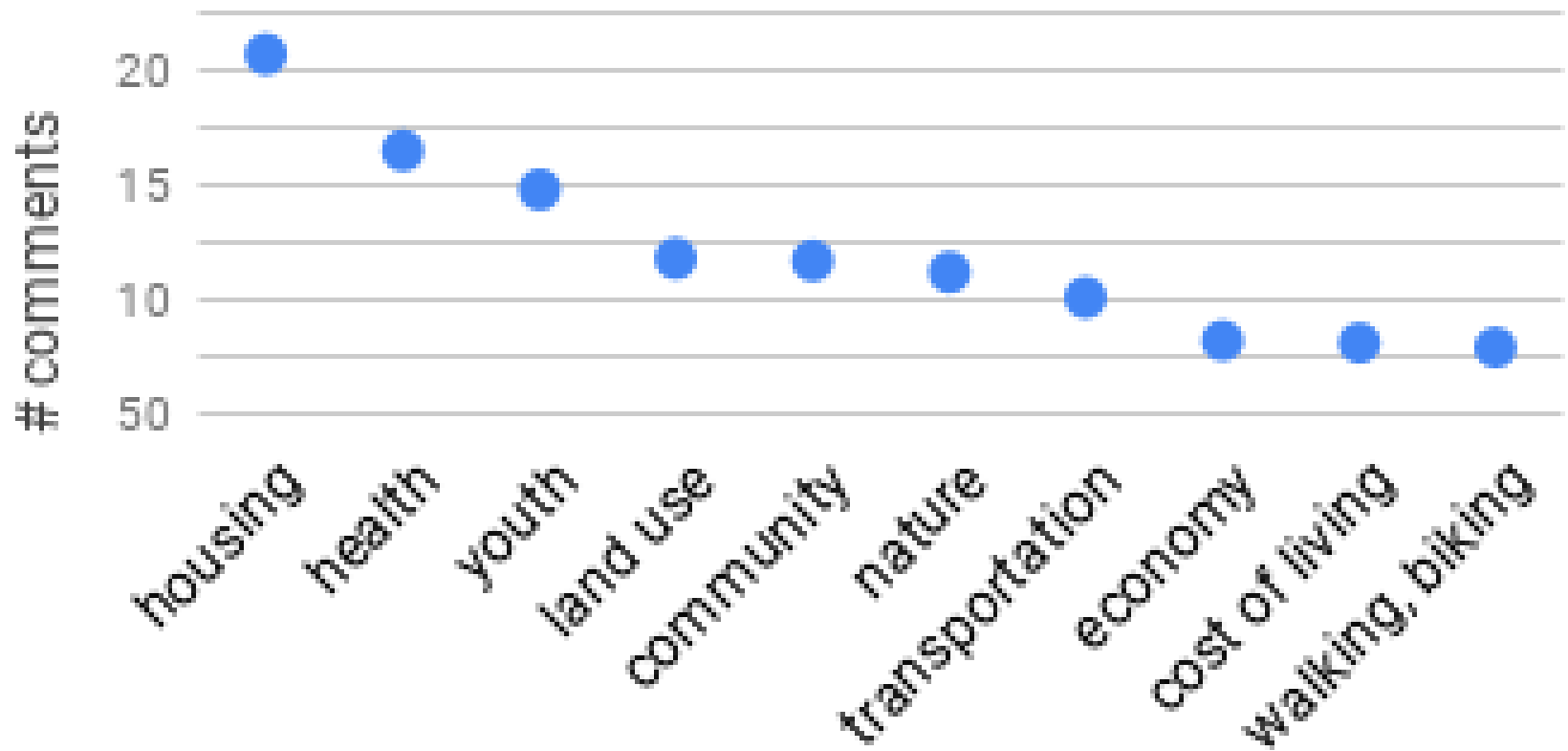
See all data and coding [here](#)



Public listening session in the Springs, March 2018

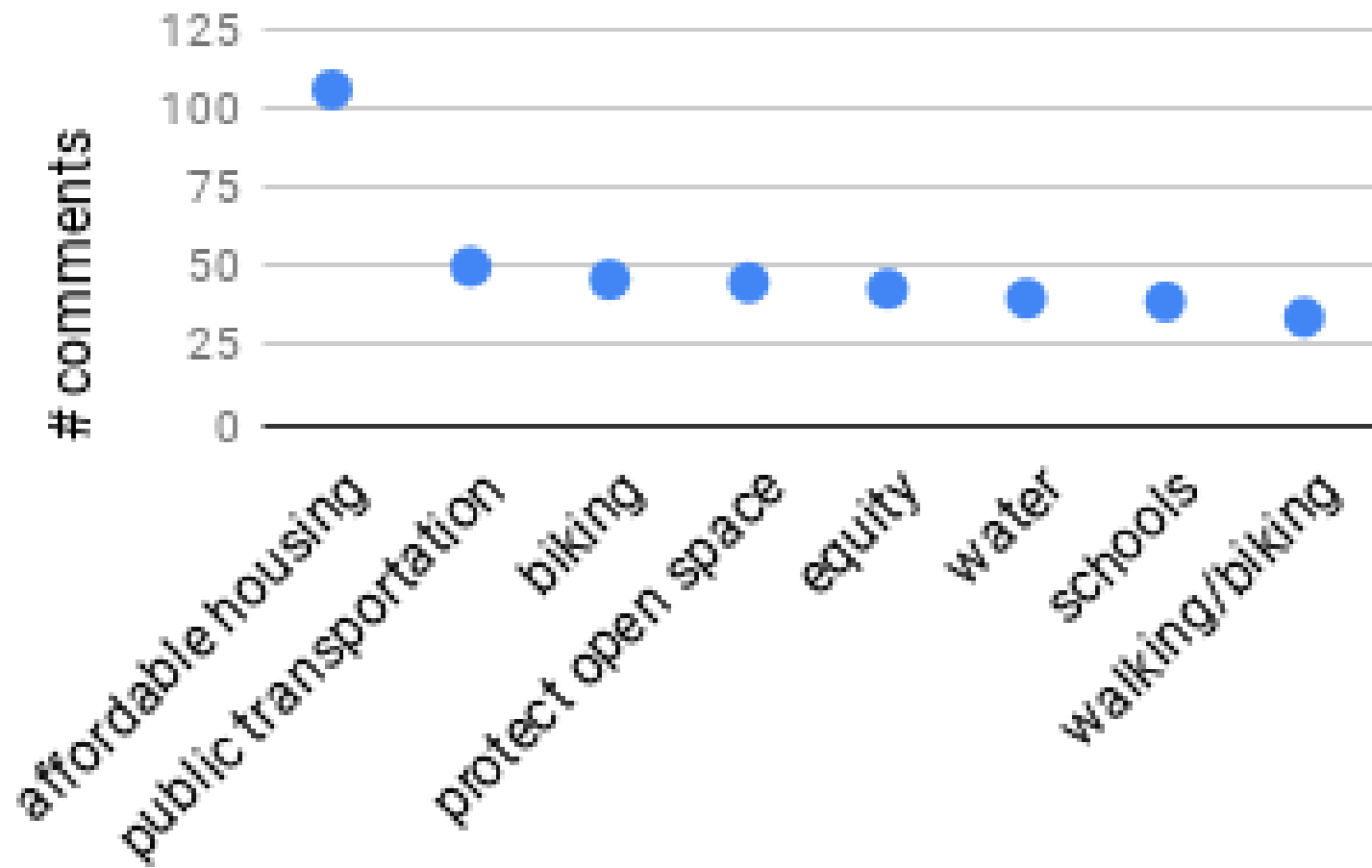
MAJOR FINDINGS

Most common topics



MAJOR FINDINGS

Most common comments



WHAT'S NEXT?



La Luz fire anniversary event, 2018

- More analysis
- Sustainable Sonoma Council diving into housing affordability
- Determine housing-related outcomes that powerfully motivate all participants
- Determine 3-5 work groups to pursue Action Priorities

CONVENIENCE SAMPLE

The community input gathered is a “convenience sample”, not a complete, comprehensive, quantitative, or rigorous survey.

Benefits:

- Leverages relationships
- It plugs into existing events

Limits:

- Duplication
- Limited snapshot of community
- Cautious interpretation of findings

WHAT WORKED & WHAT DIDN'T?

What worked:

- Establish “Ground Rules” at onset of meeting
- “Pop-up” listening sessions at existing events helped reach more people
- Committed stakeholders
- Standardization
- Engage participants one-on-one

What didn't work/challenges:

- Stand alone events
- Wording of questions
- Imagining the future
- Suspicious audience due to multi-stakeholder nature of Sustainable Sonoma
- “We’ve been through this before, nothing has changed”

Q & A

- Name
- Affiliation
- Who are you trying to reach?
- How would you use these strategies?
- How would you adapt them?