



Lower Russian River Municipal Advisory Council

AGENDA

Regular Meeting

August 14, 2025 05:30 PM

West County Services Center, 16390 Main Street, Guerneville

<https://sonomacounty.ca.gov/lrrmac>

<https://sonomacounty.zoom.us/j/81780143354?pwd=yJhWH9DAyFb3CAb1EtrbU9pwQ4if60.1>

Chair & Rio Nido Representative: Pip Marquez de la Plata • Vice Chair & Hacienda Representative: Vicki Clewes • Cazadero / Duncan Mills Representative: Tony Goodwin • Guerneville Representative: Joe Rogoff • Guerneville Representative: Spencer R. Scott • Guerneville South / Pocket Canyon Representative: Betsy Van Dyke • Monte Rio / Villa Grande Representative: Patty Thayer • Forestville Representative: Lonnie Lazar • Forestville Representative: Thai Hilton • Non-Voting Student Representative: Faye Zamora

REASONABLE ACCOMMODATIONS

The Lower Russian River Municipal Advisory Council will make reasonable accommodations for persons having special needs due to disabilities. Please contact the Fifth District Field Representative at 707-565-1219 during regular business hours at least 48 hours prior to the meeting to ensure necessary accommodations are made.

If you would like Spanish interpretation for a meeting, please contact District5@SonomaCounty.gov or call (707) 565-4683 before 5 p.m. on the Monday before the meeting.

Si desea interpretación al español para una reunión, póngase en contacto con District5@SonomaCounty.gov o llame al (707)565-4683 antes de las 5 p. m. del lunes anterior a la reunión.

1. Call to Order

A. Roll Call

2. Approval of the Agenda

☒ Discussion ☒ Possible Action

This approval process ensures that the agenda accurately reflects the items to be discussed and decided upon. Members may request adjustments to the agenda, including reordering or deletion of items at this time. Any changes must comply with the Brown Act requirements for public notice and agenda setting. The agenda must be finalized before the Council proceeds with other meeting items.

3. Statement of Conflict of Interest

☒ **Discussion**

This is the time for the Chair, Vice Chair and Council Members to indicate any statements of conflict of interest for any item listed on this agenda. The River MAC bylaws state that members will not involve themselves in official River MAC activities that could materially benefit them personally, their business interests, or the interests of organizations that they represent. In a conflict of interest, the member will abstain from voting, and the abstention will be recorded in the minutes.

4. Consent Agenda

☒ **Discussion** ☒ **Possible Action**

These items are expected to be routine and non-controversial. The Lower Russian River MAC will act upon them at one time without discussion. Any Representatives, staff member or interested party may request that an item be removed from the consent agenda for discussion.

A. Approval of June 12, 2025 Minutes

5. Councilmember Comment

☒ **Discussion**

This is an opportunity for Councilmembers to provide a brief comments, restricted to matters within the Board's jurisdiction. Due to Brown Act regulations, this is not a time for discussion of any item, however a brief dialogue about considering an item for a future agenda is permitted during this time.

6. Public Comment on Matters not listed on the Agenda

☒ **Discussion**

Comments are restricted to matters within the Lower Russian River MAC's jurisdiction. Please be brief and limit spoken comments to two minutes. While Councilmembers may not respond to or discuss comments except to express interest in agendizing the topic for a future meeting, staff can briefly address or follow up after the meeting.

7. County Update

☒ **Discussion**

Updates and Remarks from Supervisor Hopkins and / or Staff Report(s)

8. Presentation from Sonoma Clean Power

☒ **Discussion**

Claudia Sisomphou, Public Affairs & Advocacy Manager will provide an overview of current services, programs, how to read your bill, energy challenges across the state, and more.

9. Ad Hoc Committee Report | Community Engagement for District Formation

☒ **Discussion** ☒ **Possible Action**

At its May meeting the MAC formed an ad hoc committee to support early community engagement in the district formation process. The committee met with staff from the County Administrator's Office, the Fifth District Supervisor's Office, and consultants from RSG to help shape outreach strategies that reflect local priorities.

An ad hoc meeting took place on July 7. Notes from RSG consultants were distributed at the July MAC meeting and will accompany this item.

The committee will report back on that discussion, and input from the MAC and the public will be gathered during this meeting to be incorporated into the guidance provided to the consultants to help ensure outreach efforts align with community expectations.

10. River MAC Representative Expiring Terms & Fall Appointment Timeline

☒ Discussion

There are terms ending in Forestville, Guerneville, Guerneville South / Pocket Canyon, and Rio Nido. This will be a brief staff report regarding the process and timeline for 2026-27 appointments.

11. Adjournment



Lower Russian River Municipal Advisory Council

Minutes

Regular Meeting

July 10, 2025 05:30 PM

El Molino Library, 7050 Covey Road, Forestville, CA 95436

<https://sonomacounty.ca.gov/lrrmac>

1. **Call to Order**

The meeting was called to order at 5:32 pm by Chair & Rio Nido Representative: Pip Marquez de la Plata.

- A. Announcement from Spanish Interpreter: The Spanish language interpreter will provide information about how to access the interpretation channel via Zoom or obtain a headset if attending in-person.

Due to technical difficulties, the announcement was not made at this time. The interpreters were assigned just before item 6.

B. Roll Call

Present: Chair & Rio Nido Representative: Pip Marquez de la Plata, Vice Chair & Hacienda Representative: Vicki Clewes, Cazadero / Duncan Mills Alternate: Terry Gwiazdowski, Guerneville Representative: Joe Rogoff, Guerneville Representative: Spencer R. Scott, Guerneville South / Pocket Canyon Representative: Betsy Van Dyke, Monte Rio / Villa Grande Representative: Patty Thayer, Forestville Representative: Lonnie Lazar, Forestville Alternate: Cari Hernandez, Non-Voting Student Representative: Faye Zamora

Staff Present: Debbie Ramirez, D5 Field Rep and MAC Clerk; Aziza Greer & Similia Lander, D5 Summer Interns; Tracy Lyons, D5 Chief of Staff - attended remotely

2. **Approval of the Agenda** Cazadero / Duncan Mills Alternate: Terry Gwiazdowski motioned to approve. Monte Rio / Villa Grande Representative: Patty Thayer seconded the motion.

The motion passed with the following vote:

 9 In Favor 0 Opposed
 Abstained Absent Recused

3. **Statement of Conflict of Interest**

There were no statements of conflict of interest.

4. **Consent Agenda**

- A. Approval of June 12, 2025 Minutes

Cari Hernandez abstained. She did not attend the June meeting.

Forestville Representative: Lonnie Lazar motioned to approve. Vice Chair & Hacienda Representative: Vicki Clewes seconded the motion.

The motion passed with the following vote:

8 In Favor 0 Opposed

1 Abstained Absent Recused

5. Councilmember Comment

Councilmembers shared brief announcements on upcoming community events. Vicki Clewes noted that on Saturday, July 12, the Hollydale Community Clubhouse would host a lunch and meeting with the new COPE group and Firewise for Hollydale Canyon and Terrace, featuring first responders, preparedness giveaways for go-bags, and neighborhood networking opportunities. Patty Thayer announced a second large public cleanup at Monte Rio Recreation and Park that same morning from 9:00 a.m. to noon, with registration online or through staff.

Lonnie Lazar, representing Forestville, reminded attendees that the Forestville Farmers Market is held every Tuesday through the summer from 4:30 to 7:30 p.m., with vendors, food, and live music; he will perform solo at the market in August. No other councilmembers offered comments

6. Public Comment on Matters not listed on the Agenda

A member of the public introduced himself as a recent arrival to the area and someone experiencing homelessness. He expressed interest in engaging with the local political process and offered to leave his contact information for follow-up, particularly with representatives for Guerneville. District 5 staff followed up with him.

7. County Update

Supervisor Hopkins provided updates relevant to the Lower Russian River.

She reported that questions about the Vacation Beach Dam continue, emphasizing that the County is not the Russian River Recreation and Park District. The latest update from the District (July 3) is that they are progressing through permitting with the County, California Department of Fish and Wildlife, and the Division of Safety of Dams. A California Environmental Quality Act (CEQA) review may be required. Hopkins stated her commitment to ensuring Permit Sonoma does not delay permits, but noted that state-level requirements are the primary hurdle.

She addressed ongoing complaints about airport noise. On July 22, the Board of Supervisors will consider funding Phase 2 of a study to change FAA flight patterns ("Redhead" arrivals/departures) that route low, loud planes over West County. While the County has no jurisdiction over the FAA, the goal is to develop a glide path keeping planes higher and farther from populated areas.

Hopkins noted recent federal budget changes could result in phased cuts to insurance and food programs after the midterm elections. County staff are working with state agencies to understand the timing and impacts.

Monica Barragan, Field Representative for Assemblymember Chris Rogers, introduced herself and expressed interest in attending future meetings. Hopkins suggested she could assist in encouraging CHP enforcement of "No Parking" zones on narrow roads such as River Drive near Mom's Beach.

8. Mirabel Road Widening and West County Trail Project

Ken Tam, Project Manager with Sonoma County Regional Parks presented the Mirabel Road Widening and

West County Trail Project, now in design and environmental review.

Project Goals:

- Reduce collisions at the Davis Rd./Giusti Rd. intersection.
- Provide emergency pull-off lanes for vehicle breakdowns and first responders.
- Add bidirectional, separated pedestrian/bicycle access via an extension of the West County Trail.
- Move cyclists and pedestrians off the roadway where possible.
- Improve connectivity between Forestville, the West County Trail, and River Road.

Key Improvements:

- Widen Mirabel Road shoulders for 5–7 ft bike lanes on both sides from Hwy 116 to River Road (~1.3 miles).
- Dual-use shoulders for bicycles and emergency vehicle passage.
- Northbound and southbound left-turn pockets at Davis/Giusti, with travel lane widths reduced from 12 to 11 ft at that location; retaining walls will be built where slopes are steep.
- Extend the West County Trail (8 ft wide, separated) from Hwy 116 through Forestville Youth Park to Davis Rd.
- Incorporate design features from prior public feedback, including possible buffered bike lanes and drainage improvements.
- PG&E may attempt to underground utility poles before construction.

Schedule:

- Environmental review target: August 2025.
- Right-of-way acquisition goal: December 2025 (may shift).
- Final design: Spring 2026.
- Construction: Start mid-2026; finish winter 2026.

Council and Public Discussion Highlights:

- Councilmembers and public expressed strong support for buffered or protected bike lanes for safety and as a traffic calming measure.
- Concerns raised about current 45 mph speed limit; suggestion to conduct a speed and safety study and consider traffic calming measures.
- Questions on coordination with transit agencies, potential pedestrian crosswalks, and effects on nearby

intersections.

- Bicycle Coalition advocated for physical separation between bikes and cars, especially where no Class I path exists.
- Questions on CALTRANS standards for bike lanes at higher speeds and with heavy truck traffic.
- Some residents questioned project necessity, citing recent road work, cost, and proximity of homes to the roadway.
- Hopkins explained the project uses dedicated transportation sales tax funds previously unavailable for West County and came from community feedback opposing earlier bypass/roundabout plans.

The project team committed to continued coordination with stakeholders, further design review, and follow-up on community questions

9. WiConduit Initiative

Calvin Sandeen, Executive Director of the WiConduit Initiative, presented on efforts to expand affordable, high-speed broadband in the Lower Russian River and Forestville areas.

Project Goals and Approach:

- Build broadband infrastructure to serve underserved and unserved communities.
- Deploy an open-access network model allowing multiple internet service providers to operate on the same physical infrastructure, increasing competition and affordability.
- Use fiber-to-the-premises technology for faster, more reliable service.
- Prioritize equity in service rollout, ensuring rural and low-income areas are included from the outset.

Current Focus Areas:

- Distribution path in Forestville, including Pocket Canyon/Hwy 116, Green Valley Rd., Odd Fellows Rd., Martinelli Rd., Old River Rd., Summer Home Park Rd., and adjacent neighborhoods.
- Partnership with GigabitNow, Cannon Companies, and other local ISPs for buildout and service delivery.

Timeline:

- Network construction to begin in phases, with completion targeted for end of 2026.
- Early-stage permitting and engineering underway; public engagement planned throughout buildout.

Council and Public Discussion Highlights:

- Questions about potential for undergrounding cables where possible, especially in wildfire-prone areas.
- Clarification that the project will not rely solely on state funding; multiple funding sources, including private investment, will be leveraged.

- Interest from councilmembers in ensuring service extends to the most rural parts of the MAC area.
- Suggestions to coordinate with existing county efforts on digital literacy and adoption programs.
- Public comment emphasized the importance of redundancy and backup power to keep communications operational during outages.

Sandeen encouraged residents to register interest on the WiConduit website so the project team can better understand demand and prioritize rollout.

10. Ad Hoc Committee Report | Community Engagement for District Formation

Vice Chair Vicki Clewes reported on the July 7 meeting of the ad hoc committee with the County Administrator's Office, the Fifth District Supervisor's Office, and consultants from RSG on outreach for the district formation process. She noted that the consultant's memo may not have fully captured the input from the committee and that there are things they'd like to update.

Because of the proximity of the ad hoc meeting to the July MAC meeting, it was not possible to include the consultant's summary with the July agenda. The topic will return on the August agenda so that the full MAC as well as the public can provide feedback to help ensure that the consultant's outreach efforts align with community expectations.

Councilmember Cari Hernandez raised the topic of MAC involvement in the overall process and expressed interest in discussing that aspect at the next meeting.

11. Adjournment

Debbie introduced Aziza Greer and Similia Lander, the District 5 Summer Interns.

The meeting was adjourned at 7:14 PM

Introduction to SCP

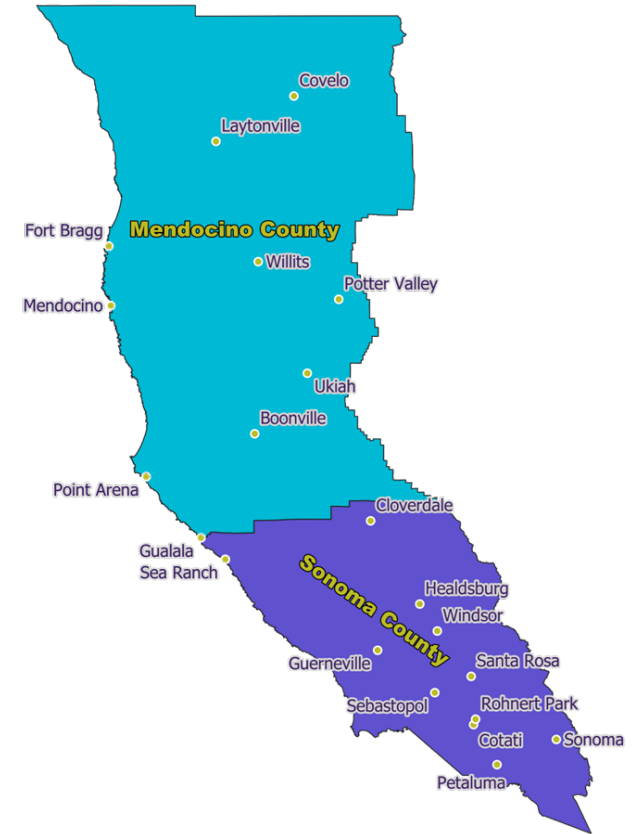
Lower Russian River Municipal Advisory Council
August 14, 2025

Overview

- What is Sonoma Clean Power?
- Billing basics
- Offers and incentives
- Ways to save energy at home

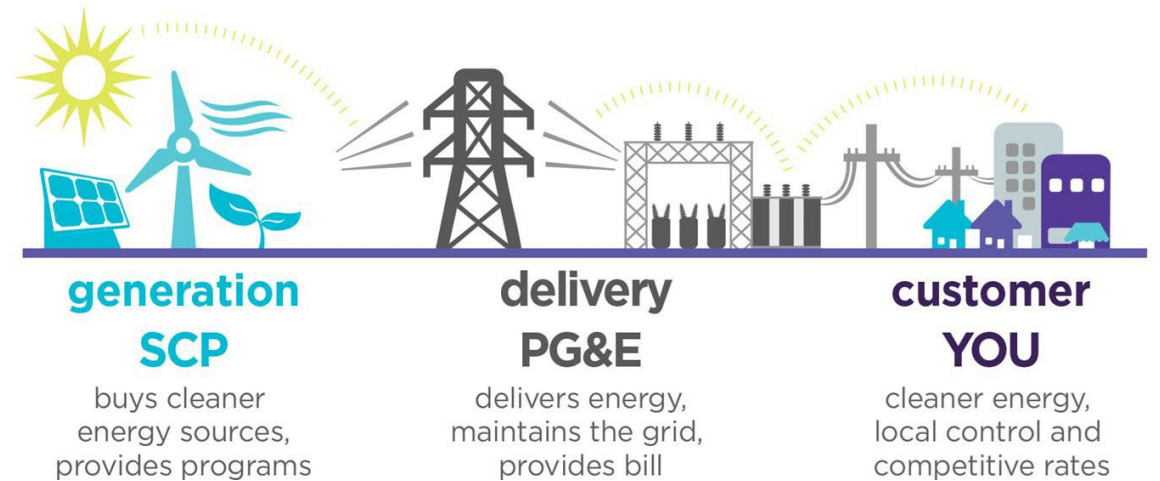
What is Sonoma Clean Power?

- Local electricity provider for Sonoma and Mendocino counties.
- Public agency formed through a joint powers agreement (JPA).
- Default provider of “electric generation services”.
- Started serving Sonoma County in 2014; Mendocino County in 2017.



What does SCP do?

- Provides electricity generated by cleaner energy sources at a competitive cost.
- Serves about 87% of homes, businesses, and city facilities.
- Manages the purchasing, rate setting, and sourcing of electricity.
- Invests in the development of local renewable resources.



Why was SCP formed?

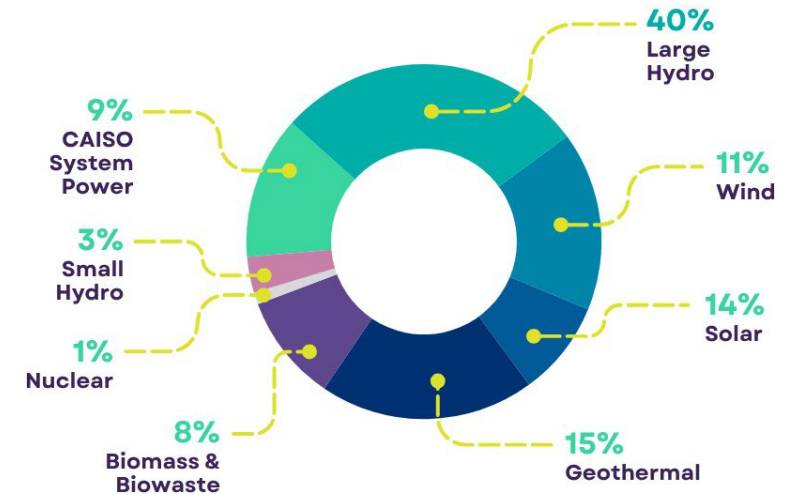
- Sonoma Clean Power is a Community Choice Aggregator (or CCA).
- State passed AB 117 in 2002.
- Meant to provide:
 - Local control over power sources
 - Transparent, public decision-making and rate-setting
 - Competition for investor-owned utilities (PG&E)
 - Relevant customer offerings
 - Greater reinvestment in local communities
- Currently 24 CCAs in California.



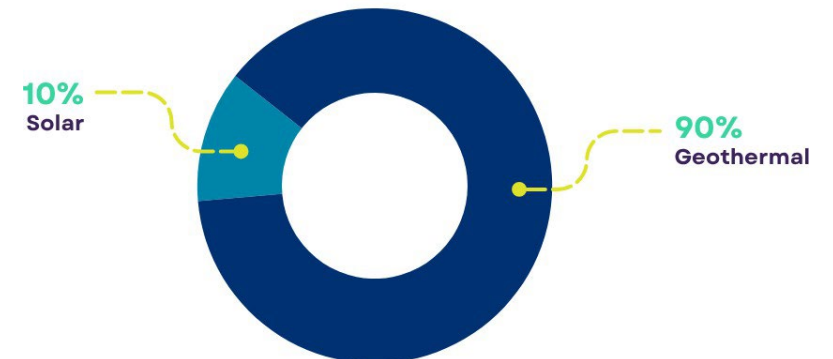
Power Sources

- **CleanStart (default option)**
 - 51% renewable – solar, wind, geothermal, etc.
 - 91% carbon-free
 - Cost competitive with PG&E
- **EverGreen (premium option)**
 - 100% renewable – geothermal and solar
 - 24/7 renewable and locally generated
 - About \$13 more per month (average residential)

2024 CleanStart Power Sources



2024 EverGreen Power Sources



Power source percentages for SCP from the California Energy Commission's 2024 Power Content Label.

More than just electricity

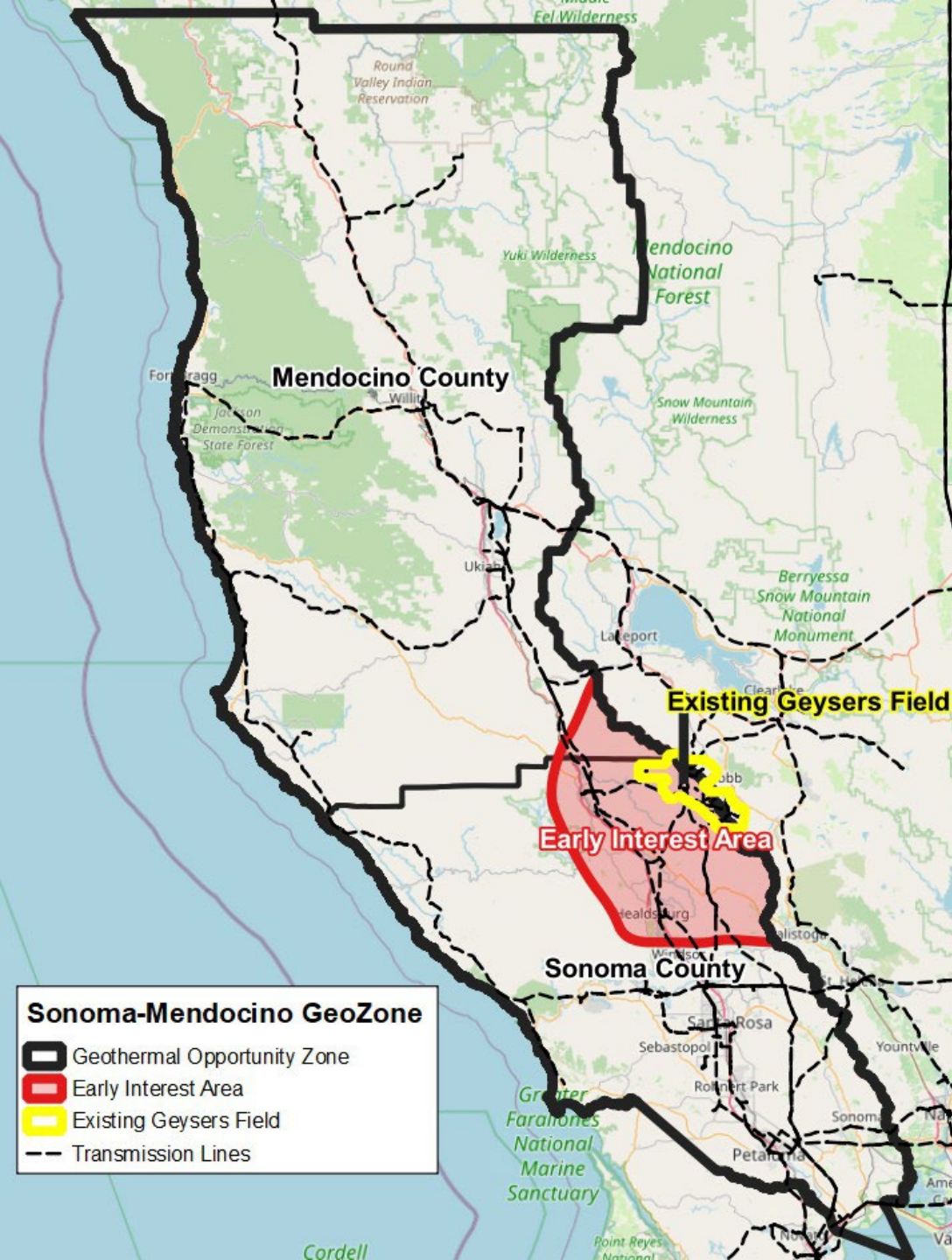
Not-for-profit model allows SCP to support:

- Environmental education and stewardship
- Local workforce development
- Basic needs and services
- Vibrant community projects
- Resiliency and climate adaptation
- Building all-electric housing
- Advocating for our customers
- Expanding clean modes of transportation



GeoZone

- Partnership between Sonoma Clean Power and the counties of Mendocino and Sonoma.
- Our effort to build 600 megawatts of new, next-generation geothermal energy over the next decade.
- Geothermal power can generate clean energy 24/7 and replace natural gas on a large scale.
- Potential benefits include highly-skilled jobs, reliable local energy, and lower customer costs.



Next up: Billing Basics

How to read your electricity bill.



How to read your bill



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 05/28/2024
Due Date: 06/18/2024

Service For:

MICHAEL JOSEPH
281 TALON DR
ROHNERT PARK, CA 94928

Questions about your bill?

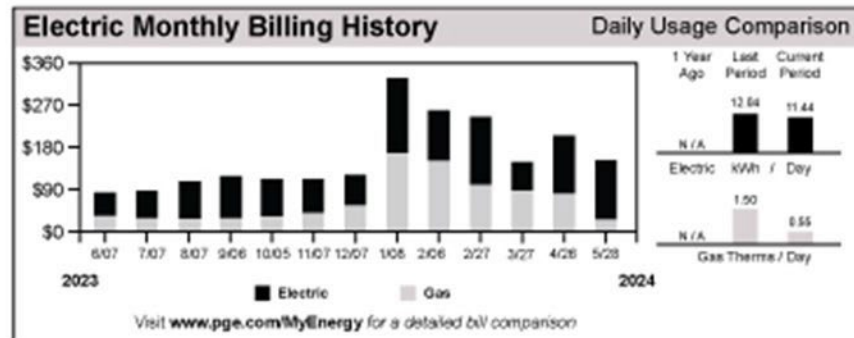
Mon-Fri 7 a.m.-7 p.m.
Saturday 7 a.m.-7 p.m.
Phone: 1-866-743-0335
www.pge.com/MyEnergy

Ways To Pay

www.pge.com/waystopay

Your Account Summary

Amount Due on Previous Statement	\$118.58
Payment(s) Received Since Last Statement	-118.58
Previous Unpaid Balance	0.00
Current PG&E Electric Delivery Charges	\$86.22
Sonoma Clean Power Electric Generation Charges	41.84
Current Gas Charges	32.67
Total Amount Due by 06/18/2024	\$160.73



Important Messages

Your charges on this page are separated into delivery charges from PG&E and generation or procurement charges from an energy provider other than PG&E. These two charges are for different services and are not duplicate charges.

Account Number: 10-digit number unique to your PG&E account.

PG&E Electric Delivery Charges:
Cost of transmission and distribution service, as well as several fees. Does NOT include electric generation charges.

Sonoma Clean Power Electric Generation Charges:
Cost of electric generation service — the cost of generating the electricity you use in your home or business.

How to read your bill



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 12/28/2022
Due Date: 01/18/2023

Details of PG&E Electric Delivery Charges

11/21/2022 - 12/20/2022 (30 billing days)

Service For: 281 GINO DR

Service Agreement ID: 0012345678

Rate Schedule: Time-of-Use (Peak Pricing 4 - 9 p.m. Every Day)

11/21/2022 - 12/20/2022

Baseline Allowance	291.00 kWh	(30 days x 9.7 kWh/day)	
Energy Charges			
Peak	167.644000 kWh	@ \$0.39193	\$65.70
Off Peak	337.481000 kWh	@ \$0.28011	126.42
Baseline Credit	291.000000 kWh	@ - \$0.09054	-26.35
Generation Credit			-72.10
Power Charge Indifference Adjustment			10.15
Franchise Fee Surcharge			0.48

Total PG&E Electric Delivery Charges \$104.30

2014 Vintaged Power Charge Indifference Adjustment

Service Information

Meter # 1005868421
Total Usage 505.125000 kWh
Baseline Territory X
Heat Source B - Not Electric
Serial Z
Rotating Outage Block 50

Total Usage: Electricity used during the billing period in kilowatt hours (kWh).

Heat Source: Indicates your home's heat source.

Generation Credit: Amount PG&E would have charged you for electric generation service.

Power Charge Indifference

Adjustment (PCIA): PG&E charges all CCA customers to recoup losses on long-term contracts.

Franchise Fee Surcharge: Fee collected by PG&E for the right to use public streets.

How to read your bill



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 12/28/2022
Due Date: 01/18/2023

Details of Sonoma Clean Power Electric Generation Charges

11/21/2022 - 12/20/2022 (30 billing days)

Service For: 281 GINO DR

Service Agreement ID: 0012345678 ESP Customer Number: 1234567890

11/21/2022 - 12/20/2022

Rate Schedule: E-TOU-C

EverGreen	505.125000 kWh @ 0.02500	\$12.63
Generation - Off Peak - Winter	337.481000 kWh @ 0.11597	39.14
Generation - On Peak - Winter	167.64400 kWh @ 0.13099	21.96
GridSavvy Credit		-5.00
Net Charges		68.73
Energy Commission Surcharge		0.15

Total Sonoma Clean Power Electric Generation Charges	\$68.88
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Service Information

Total Usage 505.125000 kWh

For questions regarding charges on this page, please contact:

Sonoma Clean Power
P.O. Box 1030
Santa Rosa, CA 95402
1-855-202-2139
www.sonomacleanpower.org

Rate Schedule: The rate plan your account is on and how your electric generation and delivery charges are calculated.

EverGreen: The \$0.025 per kilowatt-hour premium is added here.

GridSavvy Credit: GridSavvy Rewards monthly bill credit.

Energy Commission Surcharge: Fee all customers pay to fund state energy programs and projects.

Need help with your bill?



- Visit our Customer Center at 741 4th Street in downtown Santa Rosa.
- Call us at 1 (855) 202-2139, 8am – 5pm, Monday through Friday.
- Email us at info@sonomacleanpower.org

Next up: Offers & Incentives

SCP customer programs and resources.



Energy Savings Boxes

- A \$100 value, free for SCP customers!
- The items included are easy to use and renter-friendly!
 - LED light bulbs (x6)
 - Power strip
 - Smart socket
 - Weatherstripping
- Order online, call us, or visit our Customer Center.



Check out a DIY Toolkit

- Available at Sonoma and Mendocino County Libraries - all you need is a library card!
- DIY Toolkits include:
 - 4 LED lightbulbs
 - Weather stripping
 - Low-flow shower heads and faucet aerators
 - Tools to measure and save energy and water



GridSavvy Rewards

- Easy rewards for saving energy during hours of high demand.
- Receive a text, email, or voice message.
- Earn \$2 for every kilowatt-hour (kWh) you save during the event.
- Donate your rewards or receive a check at the end of the season.
- Sign up online or call SCP.



Rebates on smart home appliances

SCP offers rebates for:

- Heat pump HVAC systems – up to \$1700
- Heat pump water heaters – up to \$700
- Induction ranges or cooktop – \$500 rebate, plus a free cookware set
- Smart thermostats - \$100 incentive when you purchase through the SCP webstore

Additional financial incentives for customers enrolled in CARE/FERA and HEEHRA:

- SCP will cover up to 50% of your project costs (up to \$10,000)

For state and federal rebates, give us a call or visit www.switchison.org.



Next up: Ways to Save

Simple actions with big impacts.



Avoid unnecessary energy use

- Unplug devices and appliances when they're not being used (or use a power strip).
- Use small appliances like microwaves or air fryers to heat up food, instead of the oven.
- Replace incandescent lightbulbs with energy-efficient LED lights.
- Consider replacing old appliances with energy-efficient options to help lower bills and improve comfort.





Tightening up your home

Heating and cooling is the top energy expense for most households (~50% of the bill).

- Seal gaps around doors and windows.
- Air seal all plumbing and electrical holes.
- Add insulation to keep indoor temperatures consistent.
- Routinely replace or clean your HVAC filters.
- Install a programmable thermostat.



Saving water saves energy

Water heating can account for up to 20% of your utility bill!

- Only run full loads of dishes and laundry – avoid peak hours on a TOU rate.
- Lower your water heater's temperature to 120°F.
- Set the water heater to vacation mode when away.
- Take shorter showers.

Thank you! Questions?

sonomacleanpower.org

1 (855) 202- 2139



Date: July 9, 2025
To: Lower Russian River MAC
From: RSG Team (on behalf of the County of Sonoma)
Subject: District Formation Advisory Services - Engagement Update

Dear MAC Members,

As part of Sonoma County's ongoing effort to support unincorporated communities in exploring governance solutions, the County has partnered with RSG, Inc. (RSG) to provide technical assistance and facilitate targeted engagement. This work aims to help interested communities better understand their service needs, explore feasible governance tools, and identify actionable pathways for improved service delivery.

For the Lower Russian River, the current phase is focused on moving from broad, conceptual conversations toward more targeted support for communities showing readiness and interest. This memo summarizes recent discussions with your ad hoc representatives and outlines potential next steps for the MAC's consideration.

Key Themes from the Ad Hoc Discussion

On July 7, 2025, the ad hoc group met with RSG and Sonoma County staff to discuss the goals of this effort, reflect on progress since the Blue Sky study, and discuss potential strategies to move forward. The following themes emerged:

1. Community Needs and Priorities Vary

There was general agreement that a one-size-fits-all approach may not be appropriate for the Lower Russian River region. The area includes several distinct communities, each with its own challenges, priorities, and level of readiness.

2. Preference for Smaller-Scale, Targeted Conversations

The group noted that past broad community meetings often lacked focus and yielded limited actionable outcomes. There was interest in shifting toward more localized engagement efforts tailored to specific communities where interest or organization already exists. A few areas were mentioned for potential follow-up, and we welcome input on any other communities that may also benefit from more tailored support:

- Monte Rio: The local Parks and Recreation District has expressed interest in expanding its service area, which could provide a natural starting point for governance discussions.
- Forestville: The idea of involving the local planning association was mentioned, although it was noted that there is an absence of a neutral convening group.
- Hacienda: Concerns focused on road conditions, traffic, and safety.

3. Clarifying Opportunities and Pathways Forward

The discussion reflected a need for clearer understanding of governance tools, implementation pathways, and the roles of different stakeholders. While technical assistance is being offered through this process, further clarity may be helpful as communities begin to consider specific options. Providing accessible, easy-to-understand materials on governance models, the LAFCO process, and parsing out the types of issues that can realistically be addressed through local governance solutions will be an important step. Increasing this shared understanding will help communities identify viable next steps and better evaluate the time, cost, and level of community commitment involved.

Recommended Approach for MAC Consideration

Given what we've heard, we recommend the MAC consider and provide feedback on the following approach:

1. Identify Communities for Targeted Technical Assistance

The MAC may wish to identify a list of subareas where additional support would be most productive. These might include communities with active local groups, willing special districts, or urgent service concerns. When identifying these areas, we encourage the MAC to consider not only the type of service needs, but also the level of community interest, presence of local leadership, and willingness of potential service provider partners to engage, as all of these factors influence the feasibility of governance solutions. This information will help RSG complete preliminary groundwork and return with insights into whether district formation or other governance tools may be viable in those areas.

2. Consider a Phased Approach to Engagement

While the next phase of work may focus on a few communities that are ready to assess feasibility and receive targeted technical assistance, it will be important to leave room for other areas within the LRR to engage over time. Some communities may need additional time to organize, identify local leaders, or build interest, and others may become more engaged after seeing efforts unfold elsewhere. The MAC may consider identifying communities based on their readiness to proceed, while keeping space open for others to join in future phases.

The MAC may also wish to revisit the timing of outreach. Some participants noted that summer offers better availability for part-time residents, while others felt broader participation may be more feasible in the fall when schools are in session. A phased, flexible approach can help accommodate these varying needs and promote broader inclusion. We invite your feedback on a phased approach and any input you may have regarding priority areas and timing.

3. Promote Inclusive and Informed Participation

The insights shared by the ad hoc group offer a valuable starting point for identifying priorities and potential next steps. At the same time, perspectives from working families, newer residents, and less formally organized groups may be underrepresented in early conversations. As the MAC considers a subarea-

focused approach, there are opportunities to broaden outreach and create space for additional voices to participate over time.

One recommended strategy is to distribute a short feedback activity developed by RSG through neighborhood associations and informal networks to help gather input from a broader cross-section of the community. In parallel, RSG will continue working with County staff to develop accessible educational materials explaining governance tools, service models, and the LAFCO process. These efforts are intended to support meaningful and informed participation by all community members, regardless of their familiarity with local governance systems.

Next Steps

We welcome your input at the July 10 MAC meeting and encourage members to discuss the following:

- **Identify Priority Subareas:** Which communities appear most ready to engage in the next phase of work? Are there areas with active local groups, supportive special districts, or urgent service concerns that may benefit from targeted technical assistance? Please share any relevant background information, including contacts, previous discussions around service needs, and existing groups or special districts that could be engaged. This will help RSG assess feasibility and tailor support accordingly.
- **Consider a Phased Engagement Strategy:** Given varying levels of interest and availability, would the MAC support a phased approach that allows other communities to participate over time? We also invite feedback around timing and whether outreach should begin in summer, fall, or be staggered to accommodate different schedules and participation windows.
- **Promote Inclusive and Informed Participation:** Does the MAC see value in creating and distributing short feedback tools to help engage a broader cross-section of the community? What topics do you think the community would benefit from more education on? And would members be open to helping share information through informal networks or neighborhood groups to help reach those who may not be as connected?
- **Clarify the MAC's Role:** How would the MAC like to be involved in this next phase of engagement? For example, would members be open to identifying contacts for priority communities, reviewing outreach materials, recommending meeting formats, or acting as liaisons to specific communities? Clarifying this role can help maintain momentum and coordination as the effort continues.

We appreciate your continued leadership and partnership as we explore these important questions together. The feedback and guidance you provide will help shape the direction of this effort and ensure that future engagement is grounded in local priorities and representative of the unique circumstances of the Lower Russian River area.