

From: [Zoe Siegel](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Support for Downpayment Assistance
Date: Tuesday, November 23, 2021 2:10:13 PM
Attachments: [GA Down Payment Assistance Letter of Support.pdf](#)

Hello,

In advance of the November 30th City Council meeting, I would like to share a letter of support for the investment in a downpayment assistance program. If you have any questions about this please do not hesitate to reach out.

Regards,

Zoe

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Zoe Siegel (she/her/hers)
Director of Climate Resilience | **Greenbelt Alliance**
(510) 367-4464 | *Let's connect on* [LinkedIn](#) | [@thezoesiegel](#)
Schedule a meeting with me through [Calendly](#)

Check out my [Chronicle Op Ed](#) about why infill housing is a critical climate solution.

Wildfire season is upon us. Find out how the [Bay Area can accelerate greenbelts](#) to bolster resilience today. [greenbelt.org](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Santa Rosa City Council

November 23, 2021

Dear Honorable Members of the City Council,

On behalf of Greenbelt Alliance, I urge you to make a robust investment in a down payment assistance program, using either the American Rescue Plan Act funds, or the remaining funds available from the PG&E Settlement.

Investing in a down payment assistance program could make a dramatically positive impact on homeownership and community preservation. As we know, owning a home doesn't just help our young people, workforce, and equity priority populations put down lasting roots in this community – owning a home is a powerful economic tool that enables someone to build personal wealth in a tangible asset that appreciates over time. It is also an economic tool that will provide the family with support through all stages of life.

When a child is born, it provides its parents with a static payment that does not increase overtime as rent does. When that child leaves home for college, his or her parents can take out a home equity line of credit to finance their child's education. The same is also true for families who need to financially weather unforeseen hardship, such as a medical emergency. When the parents themselves age, they can age in place and pay for their care, because their mortgage will be paid off. That, or they can do a reverse mortgage and remain in their home. Finally, homeownership helps guarantee generational wealth when the asset transfers from parents to children.

A down payment assistance program is also an important and meaningful investment in a more equitable city. By instituting a down payment assistance program in Santa Rosa, you will help communities of color own property and develop robust wealth from the property's appreciation. As far as public policy is concerned, down payment assistance is a simple, yet elegant, way to begin to correct the disadvantages that have accrued over centuries of slavery and, more recently, practices such as redlining, which was the process of denying people of color credit to own homes in nice neighborhoods.

The Santa Rosa City Council spends millions per year to build housing, which is a critically-important investment. But to fully build out a robust housing program, down payment assistance should certainly be a component of the City's housing policy. It is unequivocally the most time efficient, cost efficient, and equitable way to house Santa Rosa's equity priority populations and workforce.

Warm Regards,

Zoe Siegel

Director of Climate Resilience

Greenbelt Alliance

From: [Patricia Kuta](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Item 3.2 One time monies study session 11/30
Date: Sunday, November 28, 2021 4:45:30 PM

Councilmembers,

I'm Pat Kuta, making an **Appeal for funding a Roseland Community Center**

Roseland is at a crossroads. It has a dedicated community advocate representing it on the City Council. The County and City are investing in a Roseland Library, and basic civic infrastructure is being upgraded. Roseland has a vibrant commercial center, drawing patrons from through the area and schools it takes pride in. Roseland has the largest concentration of people of color in Santa Rosa. It is an area with rich cultural diversity.

It is also being developed as one of the few areas with buildable properties in the City while it still addresses the significant environmental hazards of the industrial pollution left behind from the past uses.

A 2014 Portrait of Sonoma County highlighted several, significant challenges facing the 1st district. The three electoral precincts in Roseland have the lowest rankings in "human development" in terms of life expectancy, educational achievement, and median income. It also has the smallest amount of acreage set aside for public parks and gatherings in the City.

At this moment in time, Roseland and, indeed the city of Santa Rosa are challenged with a unique opportunity with one-time federal funding to create a true community hub that will serve as the focal-point of needed forms of community and economic development. And the ARPA and City guidelines support investment in Roseland.

• **ARPA directs you to consider "environmental equity, environmental health, up-stream investment, the economic determinants of health, advancing diversity and equity/access, and inclusion of underserved and under-represented communities in your allocation process.**

• **And your Economic Development Division is spotlighting equity priority communities in its strategic plan.**

Santa Rosa made a significant investment in a permanent Roseland Library which could be an anchor of this proposed hub. Community awareness and excitement about the scope and character of this evolving community center is high with the focus being on a true, multi-service multi-cultural *community* center.

With funding, the Roseland Community Coalition stands ready to enter into a community engagement process to learn what features, components and amenities the residents of Roseland would like to see at this site.

Some ideas already proposed, include a Center for:

- A climate resiliency hub
- Cultural and arts activities including a small performance space
- Technology: training, and access to equipment
- Fitness and a recreational space for all ages.
- A City and County resource satellite
- A gathering and community meeting site
- Continuing education programming, vocational training and job placement
- Shared spaces for community agencies (many stand at the ready to locate here)
- Child/youth services from early childhood education to tutoring and counseling

From: [Renee Riggs](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Roseland Community Center funding
Date: Monday, November 29, 2021 10:56:00 AM

City Council Members

This is regarding an item on your agenda tomorrow.

I urge you to accept the proposal to combine \$10 million of ARPA funding with \$10 million funding from a partnership with the Sonoma County Library system for the remaining amount. This investment in a publicly owned Roseland Community Center would ensure a culturally safe space and sense of belonging, would reflect the voices of the community in the design process, represent an equitable investment in the City infrastructure for the newly annexed Roseland, and provide more opportunities for the City's youth and elders.

This is a unique opportunity to put our money where our mouth is and follow through on promises made. Again, please support the Roseland community, a vital part of Santa Rosa.

Renee Riggs

renee.riggs@gmail.com



From: [Magdalena Ridley](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] 11/30 Meeting Item 3.2
Date: Monday, November 29, 2021 2:02:28 PM

Hello,

I'm writing in support of utilizing Rescue Act funds for a community center in Roseland. I've lived in Roseland for most of my life, and have been actively involved in several community efforts, from coordinating Bayer Farm with LandPaths, to running youth programs, to advocating for a plaza space on Sebastopol Road. As a result, I am very aware of what our community needs and wants, and a community center has long been very high on the list.

We need public places to go where we can come together for positive activities. We have so many small community groups in the neighborhood who give so much. They educate our residents, provide resources, art, and recreation activities, and so much more. But their work is made difficult by a lack of indoor facilities where they can host classes and events. When I used to run youth programs, we were always competing with the schools to try to use their spaces. We could really use a community center, and it would be well-utilized. Using these funds to help plan for it would be an excellent investment in our community.

Yours truly,

Magdalena Ridley McQuilla

From: [mimigxman21_11](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Hola
Date: Monday, November 29, 2021 3:00:53 PM

Una gran petición para queremos un Centro cultural donde los jóvenes desarrollen su habilidades de arte,música,tecnología.,danza. Atte Nohemi Palomino



1275 Fourth St., #179
Santa Rosa, CA 95404

(707) 900-4364
info@generationhousing.org

29 November 2021

VIA EMAIL ONLY

Mayor Rogers

Vice Mayor Rogers

Santa Rosa City Councilmembers:

Re: Promoting Homeownership

Dear Mayor Rogers, Vice Mayor Rogers, and Honorable Councilmembers:

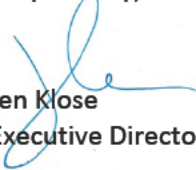
Generation Housing strongly encourages you to make a meaningful investment in a down payment assistance program, with either American Rescue Plan Act or PG&E settlement funds. This investment would be one of the strongest ways to leverage the City's one-time funds by helping young people, critical workforce members, and marginalized communities clear the hurdle of onerous down payments to become homeowners.

Owning a home is a powerful economic tool that empowers individuals and families to build personal and intergenerational wealth through an appreciable tangible asset. Home equity is an asset that can support retirement, pay for college, buffer unforeseen financial emergencies, and break family cycles of poverty. Increased homeownership helps communities by allowing folks to put down lasting roots, improving the strength of our workforce and local economy, increasing equitable opportunity, and attracting and supporting a more diverse population.

Finally, this investment is a start at undoing the harm done by racist housing policy and lending policy, a shameful legacy of slavery that exists to this day — maintaining the geographic segregation in cities that it created and the wealth gap between white people and our communities of color. These historic patterns of segregation must and can be undone and this investment can help achieve that.

Generation Housing's work has been focused more on supply-side solutions to our housing crisis. But down payment assistance falls squarely within our commitment to building our diversity of homes, and to ensuring that everyone not only has a place to call home, but also has the means to contribute to an equitable, healthy, and resilient community. We urge the City Council to make this impactful and equitable investment in the future of our community.

Respectfully,



Jen Klose
Executive Director

cc: Interim City Manager Jeff Kolin

www.generationhousing.org

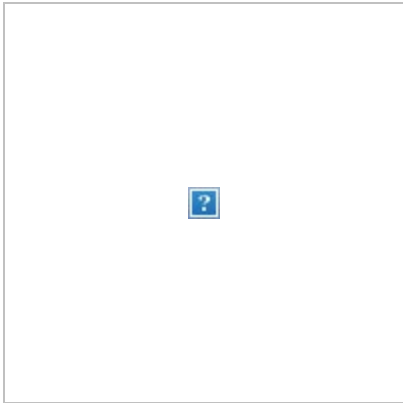


From: [Javi Cabrera-Rosales](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Agenda Item 2.1 for City Council Meeting 11/30/2021
Date: Monday, November 29, 2021 4:25:55 PM

Hello,

I wanted to express my support for our community in Roseland to reserve ARPA funds to invest in a Roseland Community Center. This has been an ongoing need, want, and passion for Roseland community members and to make sure that equity is the lens that the city is looking through we need to make a stand for what our community needs. Please support the efforts that are being put forward by Roseland community members and ear mark ARAP funds to help the development of a Community Center.

Thank you,



Javi Cabrera-Rosales

Project Director

850 W 9th Street
Santa Rosa, CA 95401

Room/Salón: 502/203

Office: 707.393.8700

Pronouns/Pronombres: He/Him/His - They/Them

Laplazance.org

"La Vida es muy corta y lo que tenemos que hacer debe hacerse en el momento - Life is very short and what we have to do must be done in the now."
- Audre Lorde

"NOTE: Our organization is still operating and has been working hard to reconfigure how we connect and offer support to the community. Visit <https://www.onthemovebayarea.org/covid-19> for more info about our programs or contact me or any of our staff team.

-

AVISO: Nuestra organización sigue operando y ha estado arreglando nuevas maneras para conectarnos y ofrecer apoyo a nuestra comunidad.

Visite <https://www.onthemovebayarea.org/covid-19> para más información sobre nuestros programas o póngase en contacto conmigo o con cualquier otro de nuestro equipo de personal."

From: [Ginny D](#)
To: [City Council Public Comments](#)
Cc: ["Ginny Doyle"](#)
Subject: [EXTERNAL] Roseland Community Center Support
Date: Monday, November 29, 2021 4:28:47 PM

Council people,

I strongly urge you allocate 10 million of ARPA funds to the proposed Roseland Community Center. It is unique opportunity to provide new city residents with the same quality recreation and community services as in Place to Play, Finely Center and Howarth Park.

Thank you for moving the forward with this commitment to this project.

Ginny Doyle