

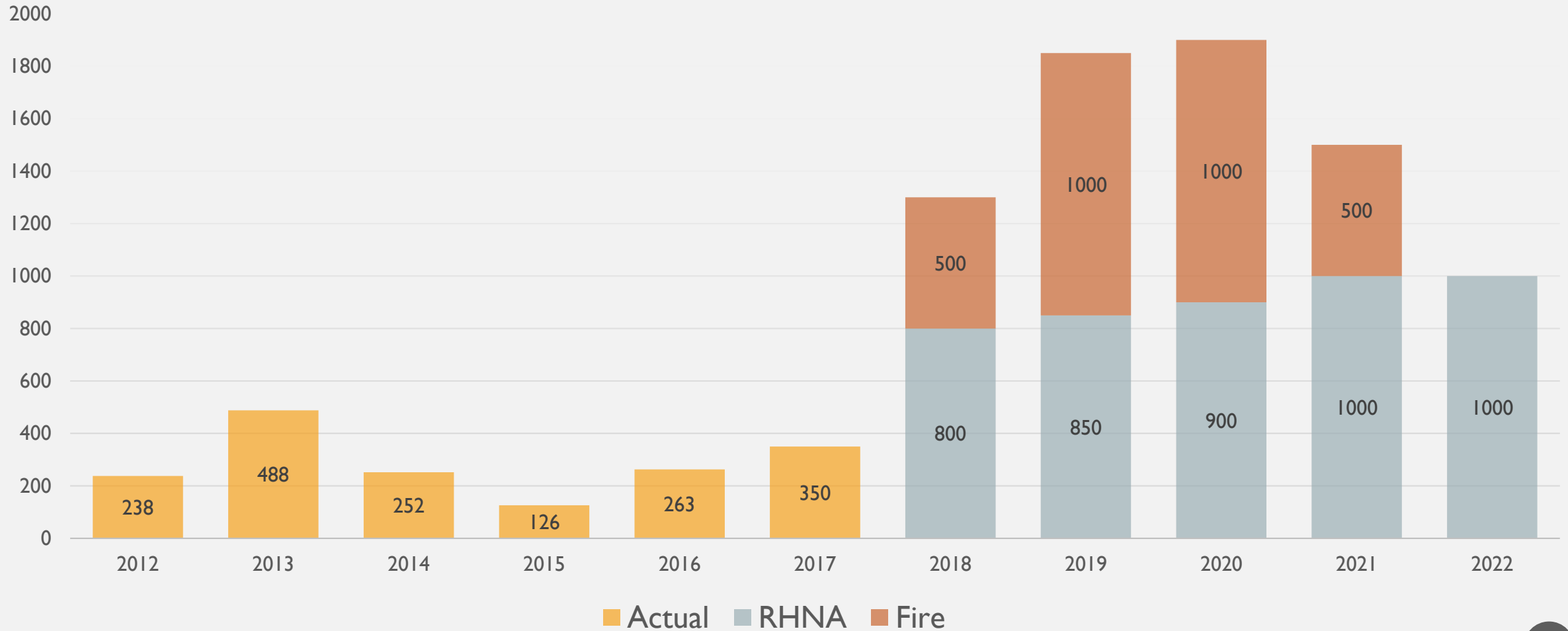
FORMATION OF THE RENEWAL ENTERPRISE DISTRICT JOINT POWERS AUTHORITY

CITY COUNCIL
DECEMBER 4, 2018

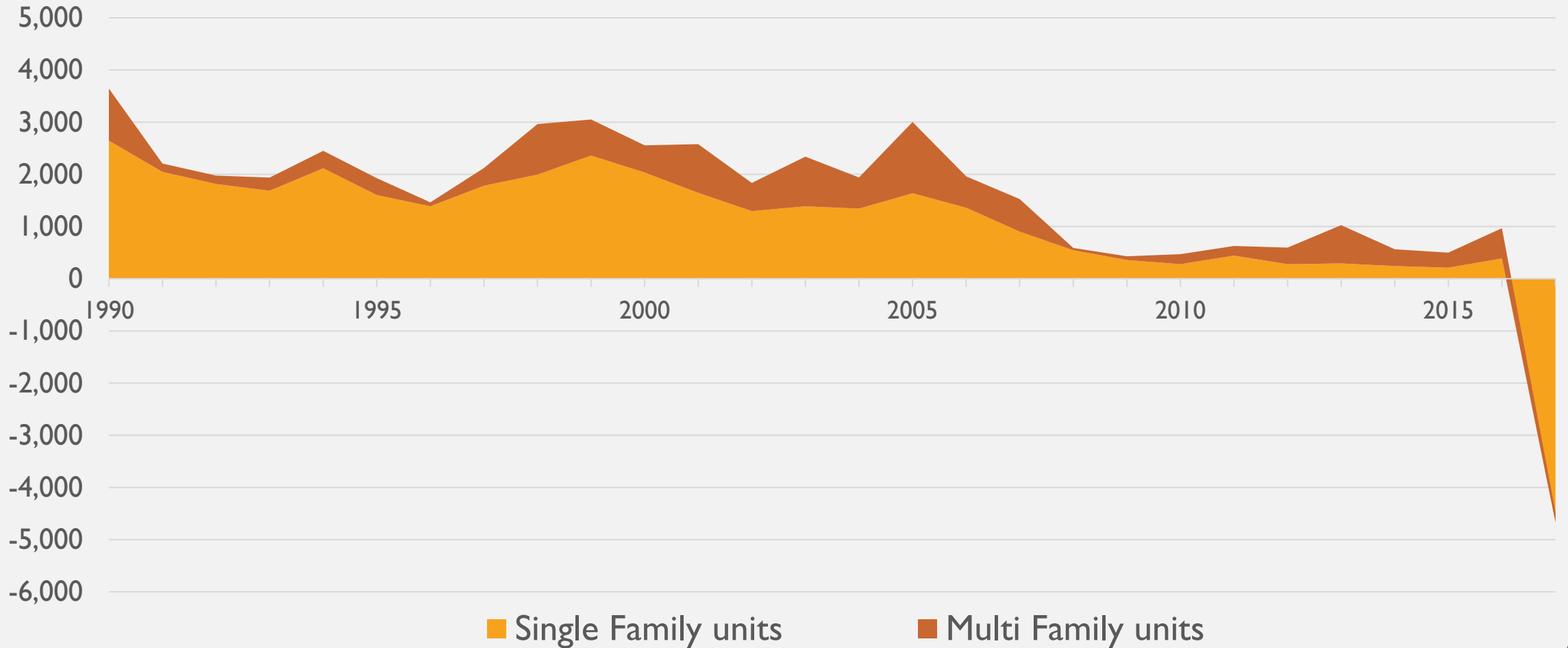


David Guhin
Assistant City Manager / Director
Planning and Economic Development

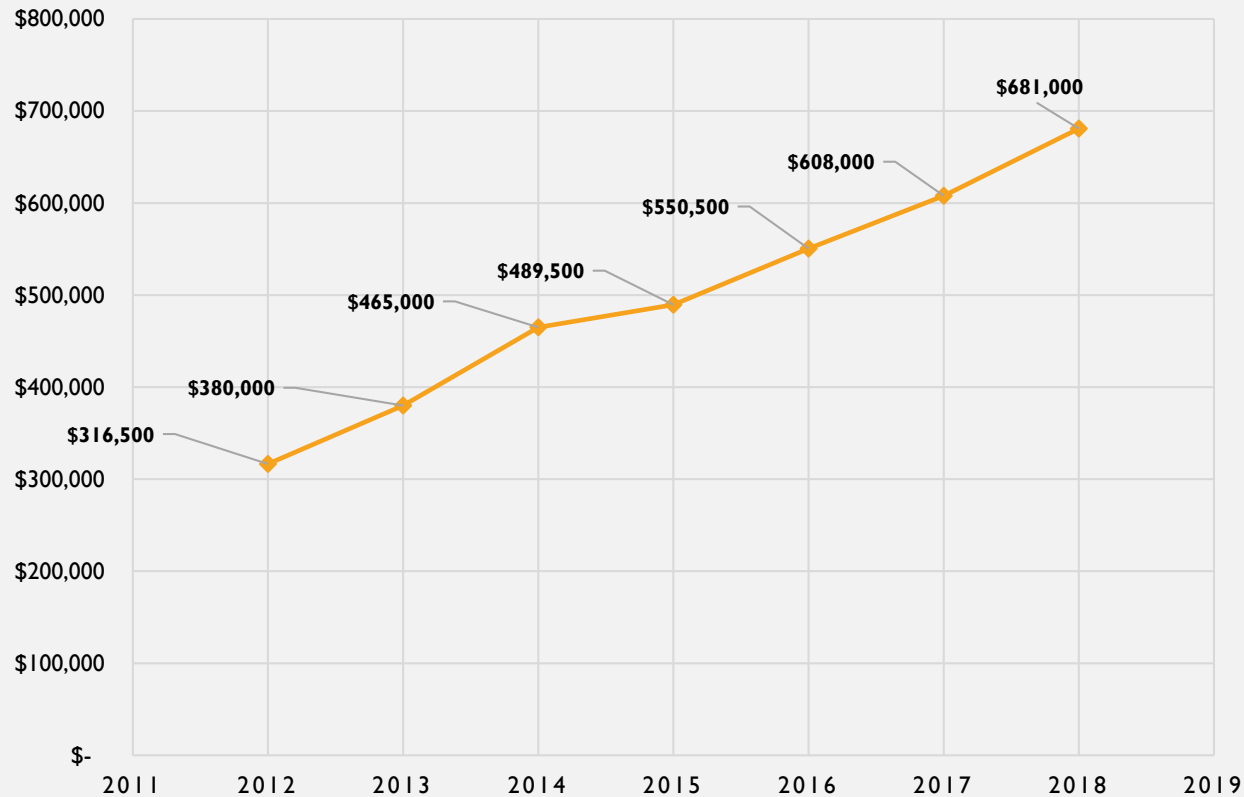
HOUSING NEED



SONOMA HOUSING GROWTH



SONOMA COUNTY MEDIAN HOME SALE PRICES



PRE-EXISTING HOUSING CHALLENGES

- Median home price and rental rate growth exceed wage growth
- 1-3% residential vacancy
- Culture and history of:
 - Environmental protections
 - Urban separators
 - Preservation of working lands



IMPACT OF FIRES ON HOUSING

- **Real estate market in transition:**
 - 235% increase in buildable lots from 2017 to 2018
 - 16.6% fall in single family home listings
- **Trends in rent increases and secondary displacement**
- **600 student enrollment decline countywide**
 - Estimated additional loss by end of school year: 1,000 students
- **Poorest residents most impacted**

RENEWAL ENTERPRISE DISTRICT JOINT POWERS AUTHORITY

June 2018: Board of Supervisors and City Council approve staff to negotiate a Joint Powers Agreement based on the RED framework

- Working group formed with County, City and SCTA staff
- Guidance provided by County and City Build-Rebuild Ad Hoc Committees

City Council Ad Hoc Committee:

- Mayor Coursey | Council Member Schwedhelm | Council Member Rogers

Board of Supervisors Ad Hoc Committee:

- Supervisor Zane | Supervisor Gore

Community Partners:

- Sonoma County Transportation Agency & Regional Climate Protection Agency
- Sonoma Clean Power

RED: RENEWAL ENTERPRISE DISTRICT

- **Regionalizes** housing production
- **Pools** and leverages financing and funding
- **Shares risks** and benefits of development
- **Streamlines** review and provides confidence in good projects
- Puts equity, affordability and climate solutions in the center of local **economic strategy**

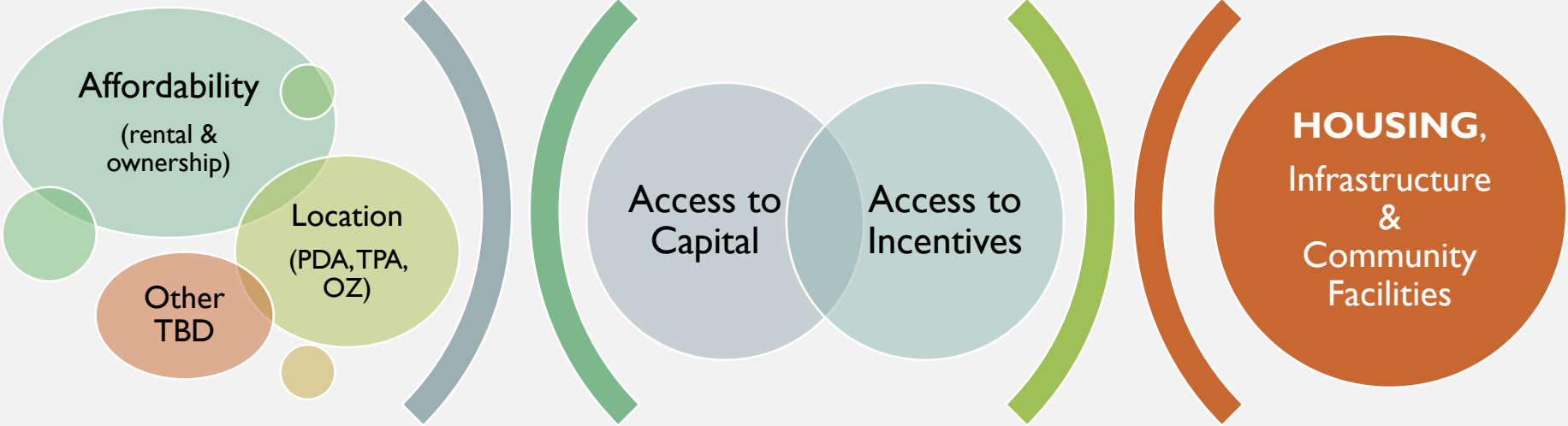
JOINT POWERS AUTHORITY - PURPOSE -

- **Focus** housing development in specific geographies
- **Define** project criteria for which incentives and streamlined permitting processes are appropriate
- **Pursue** new opportunities for public-private partnerships
- **Expand**, pool, and leverage public and private financing
- **Explore** the most strategic use of publicly-owned land
- **Leverage** the regional housing planning tools and resources of MTC/ABAG

JOINT POWERS AUTHORITY - GOALS -

- **Achieve** rebuild goals and unmet regional housing needs
- **Implement** General Plans and Specific Plans while honoring community separators and urban growth boundaries
- **Incentivize** higher density, infill, and transit-oriented housing in Priority Development Areas, Transit Priority Areas, Designated Opportunity Zones, and Employment Investment Areas
- **Promote** zero net energy development and advance climate resiliency
- **Ensure** affordability and equity in housing development, and transparency and accountability
- **Improve** opportunities for area employers to recruit and retain a skilled workforce

RED PROJECT PARAMETERS



Criteria Examples
- set by JPA -

Project Benefits

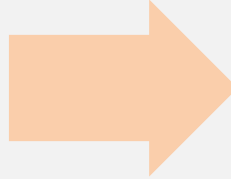
Fund Uses

JOINT POWERS AUTHORITY - GOVERNING BOARD -

0-2 Years:

FOUNDING MEMBERS

- 4 Elected Officials:
2 County BOS
2 SR City Council



2 + Years:

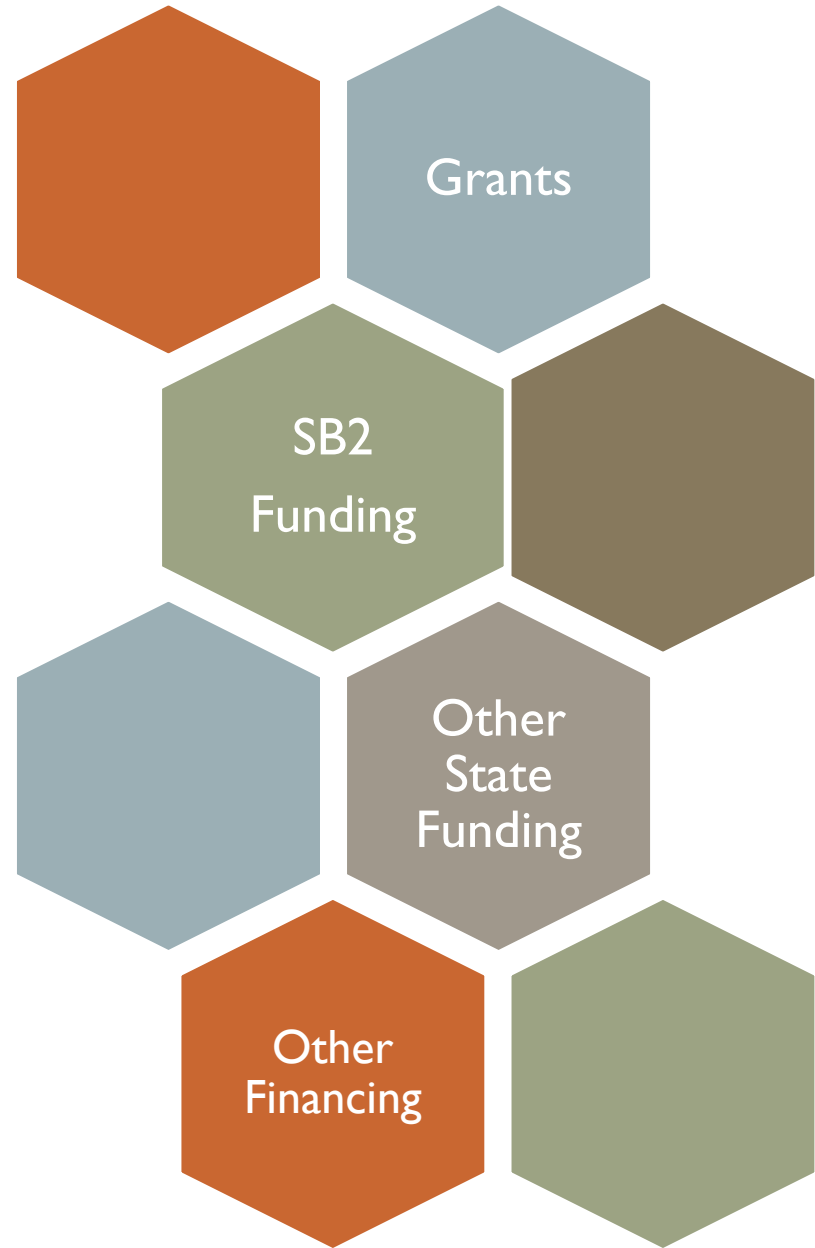
NEW MEMBERS

- Other cities may join
with 1 elected official
per jurisdiction

JOINT POWERS AUTHORITY - VOTING | REVIEW | STAFFING -

- **VOTING**
 - **Founding Members** | 1 vote per representative (2 votes total per jurisdiction)
 - **New Members** | 1 vote per representative (1 vote per each new city)
- **GOVERNANCE REVIEW** JPA will hold a public meeting after 2 years from formation
 - **Review** terms and conditions
 - **Discuss** amendments to agreement
 - **Includes** new members
- **STAFFING** Initial staffing will be done under contract with member entities or 3rd parties, including:
 - **Executive Director** | ED who may be an employee of one of the members
 - **Treasurer** Auditor-Controller-Treasurer-Tax Collector will act as initial treasurer
 - **Staff** Initial staffing will be provided by City and County staff, including City and County Counsel, CDC, HCS, PED

FINANCING



RECOMMENDATION

It is recommended by the Planning and Economic Development Department and the Housing and Community Services Department that the Council, by resolution, authorize approval of a Joint Powers Agreement creating a Renewal Enterprise District (RED) through a Joint Powers Authority comprised initially of the City of Santa Rosa and the County of Sonoma to facilitate the development of housing in targeted geographic areas.

QUESTIONS?