

APPEAL FORM

Walked-In 12:30
@ 10-4-21

Date Received: 10-4-21

Fee: \$556

City Clerk's Office/Rec'd by: C. Buzzeraro

Name of Appellant: Evette Minor

RECEIVED

TO THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL:

OCT 4 2021

The above named appellant does hereby appeal to your Honorable Body the following:

CITY OF SANTA ROSA
CITY CLERK'S OFFICE

The decision of the: (List Board/Commission/Dept.) Commission

Decision date: 9-23-21

Decision: (approval, denial, other) Approved

Name of Applicant/Owner/Developer: Old School Cannabis

Type of application: (Rezoning, Tentative Map, etc.) Conditional Use Permit


Street address of subject property: 100 SEBASTOPOL RD, SANTA ROSA, CA 95407

The grounds upon which this appeal is filed are: (List all grounds relied upon in making this appeal. Attach additional sheets if more space is needed.) Proper notification of the Public notice to the community in the surrounding area. During the 9-23-21 meeting many people that live on Timothy stated they did not receive the notice in the mail and the notification on the gate was in English. There
1. was a halt on the meeting on 9-9-21, which only allowed the community 2 weeks to come forward to participate in the meeting. Santa Rosa City did make changes to the process to continue with the approval on 9-23. The process should of been restarted and the community given the proper time to comply with the process to speak to neighbors that did not receive the notice.

2. There are children that live directly across the street from this facility. Having a consumption area and patrons leaving the facility puts the community at risk with possible DUI, in close proximity to the families that live on either side of the Dispensary. Also, the use of Type 7 manufacturers which will allow the use volatile solvents for extraction or post processing (refinement) of cannabis extract. The risk of explosion in a highly populated area once again puts families at risk of harm. This area have high cases of asthma, heart disease, diabetes and a lower life expectancy due to the high levels of exhaust from the 101 freeway, the 12 highway and the diesel trucks that are up and down the Sebastopol corridor.

The specific action which the undersigned wants the City Council to take is: (Attach additional sheets if more space is needed.) Reconsider the application by removing consumption on site and the removal of volatile solvents for extraction. Taking a second look at the conditional use permit. Also, to take a look into the community that did not receive proper notification within the 600- 1000 sq ft radius surrounding the property. What makes this area different then other areas is the high number of brown fields. The city states that environment is a top priority, however it is not taking consideration of the evidence and the high risk health issues in this area. When looking at the California Healthy Places Index, this census track score is in the 30.8 %. Please see the attachments.

Appeals shall be submitted in writing.....on a City application form within 10 calendar days after the date of the decision. The time limit will extend to the following business day where the last of the specified number of days falls on a day that the City is not open for business.

	<u>10-3-21</u>
Applicant's Signature	Date
<u>Evette Minor</u>	<u>1252 Poplar St Santa Rosa, Ca 95407</u>
Applicant's Name (type or print)	Address
<u>707-235-7466</u>	
Daytime Phone Number	Home Phone Number

ZONING CODE PROVISIONS RELATING TO APPEALS:

NOTE: "DRB" refers to the Design Review Board, "CHB" refers to the Cultural Heritage Board, and "Commission" refers to the Planning Commission.

ARTICLE 20-62 - APPEALS

20-62.030 - Filing and Processing of Appeals

- A. Eligibility.** Any action by the.....DRB, CHB, or the Commission in the administration or enforcement of the provisions of this Zoning Code may be appealed by any aggrieved person in compliance with this Article....
- B. Timing and form of appeal.**
 - 1. General appeals.** Appeals shall be submitted in writing, and filedon a City application form within 10 calendar days after the date of the decision. The time limit will extend to the following business day where the last of the specified number of days falls on a day that the City is not open for business.

20-62.030 - Filing and Processing of Appeals

- 3. Place for filing**
 - c. Appeals from the decisions of the DRB, CHB, or Commission shall be addressed to the Council and filed with the City Clerk.
- 4. Pertinent facts.** The written appeal shall state the pertinent facts of the case and shall specify the following:
 - a. The decision appealed from (e.g., City assigned case number).
 - b. The basis for the appeal.
 - c. The specific action which the appellant wants taken in the appeal.
 - d. Each and every ground upon which the appellant relies in making the appeal.
- 5. Filing fee.** Appeals shall be accompanied by the required filing fee, in compliance with the Council's Fee Schedule.

Santa Rosa City Code

Title 20 ZONING

Division 4 Standards for Specific Land Uses

Chapter 20-46 CANNABIS

20-46.100 Grounds for permit revocation or modification.

In addition to the grounds in Section 20-54.100 (Permit revocation or modification), the review authority may require modification, discontinuance or revocation of a Cannabis Business permit if the review authority finds that the use is operated or maintained in a manner that it:

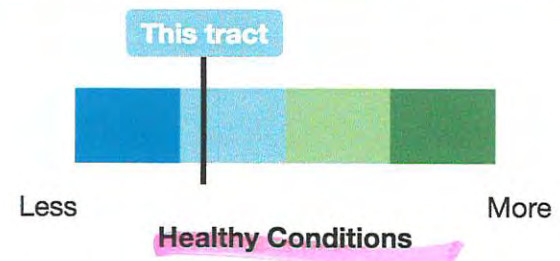
- A. Adversely affects the health, peace or safety of persons living or working in the surrounding area;
- B. Contributes to a public nuisance; or
- C. Has resulted in repeated nuisance activities including disturbances of the peace, illegal drug activity, diversion of Cannabis or Cannabis Products, public intoxication, smoking in public, harassment of passerby, littering, or obstruction of any street, sidewalk or public way; or
- D. Violates any provision of the City Code or condition imposed by a City issued permit, or violates any provision of any other local, State, regulation, or order, including those of State law or violates any condition imposed by permits or licenses issued in compliance with those laws.

(Ord. 2017-025 § 6)

Q 95407

Santa Rosa

HPI Score: 30.8 Percentile

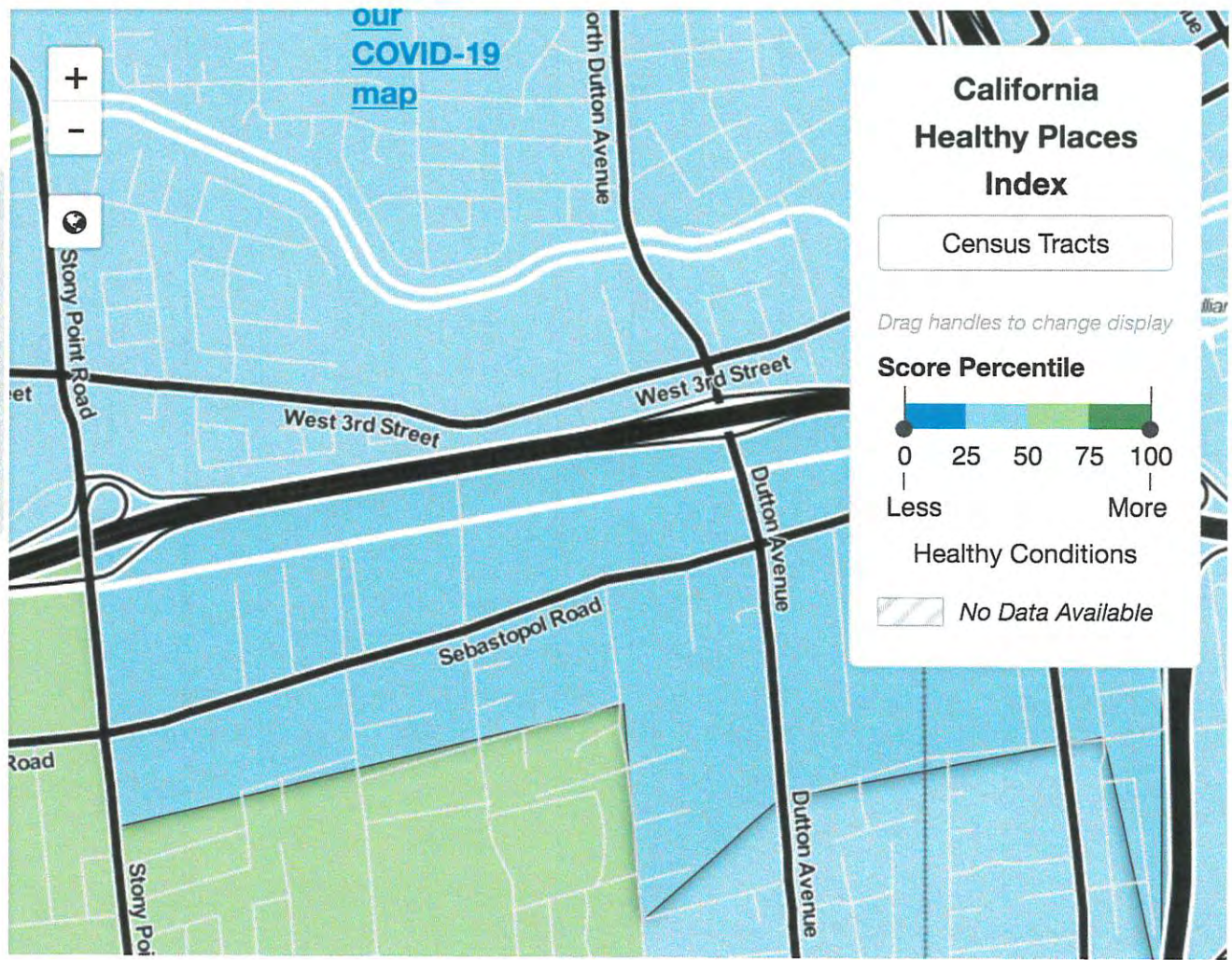


This tract has healthier community conditions than **30.8%** of other California census tracts.

Tract information

Zip Code: 95407
Census Tract FIPS: 06097153104
Population: 4,046

Policy Action Areas are ordered by their contribution to the overall HPI Score:



Unhealthy living conditions

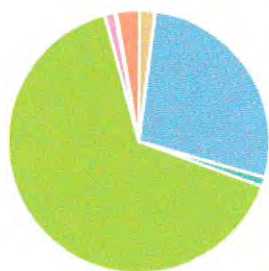
The California Healthy Places Index (CHI)

public health alliance of southern california A Partnership for Healthy

Santa Rosa

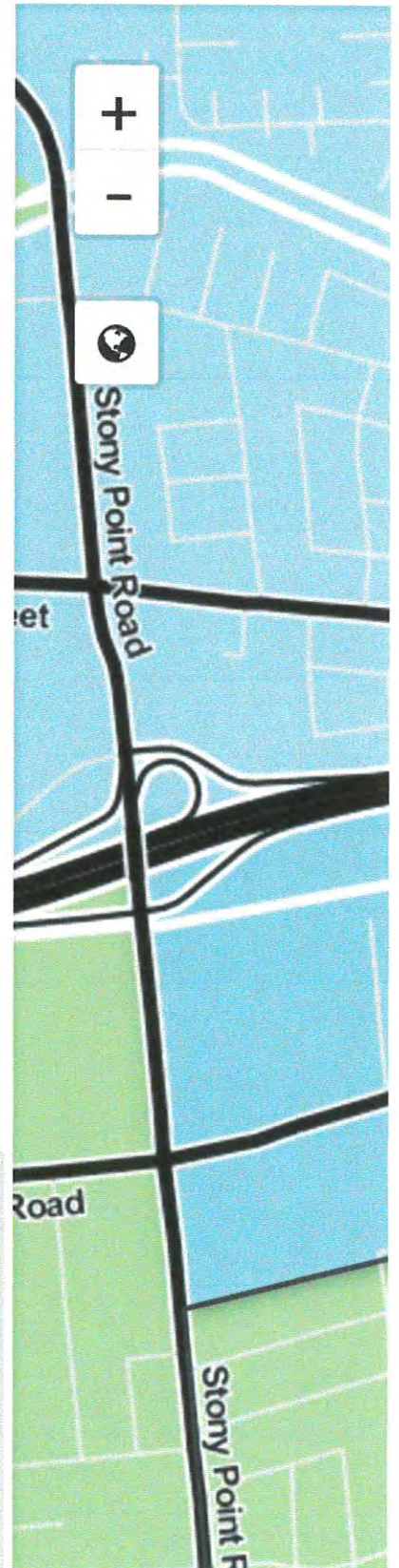


Race/Ethnicity



Two or More Races:	1.9
Native Hawaiians or Other Pacific Islanders:	0
Whites:	27.5
American Indians/Alaskan Natives:	1.1
Latinos:	65.2
Blacks:	1.3
Some Other Races:	0.2
Asians:	2.8

High Concentration of Latinos
65.2%



*Greatest Geographical
Risk*

COMMUNITY HEALTH NEEDS ASSESSMENT

2019

Sonoma County Service Area

Santa Rosa Memorial Hospital,
Petaluma Valley Hospital



To provide feedback about this CHNA or obtain a printed copy free of charge, please email:

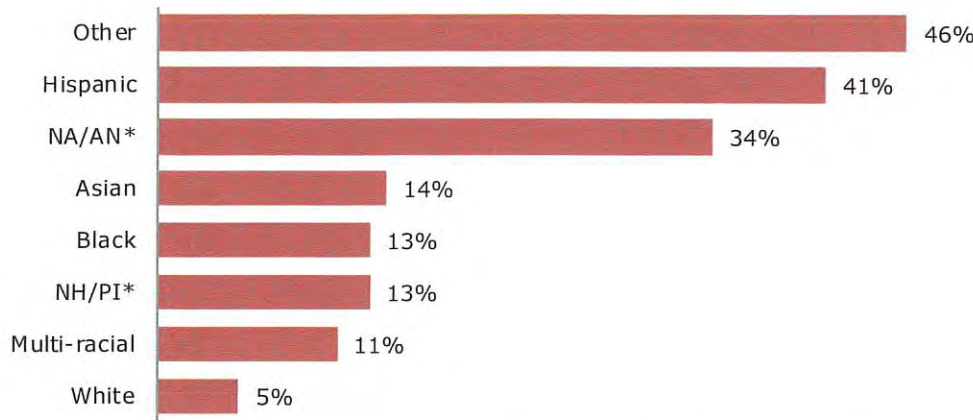
Daniel Schurman: daniel.schurman@stjoe.org

St. Joseph Health 
Santa Rosa Memorial • Petaluma Valley

Populations Disproportionately Affected

Populations with Greatest Risk

Proportion of adults in the Santa Rosa service area with no high-school diploma⁴

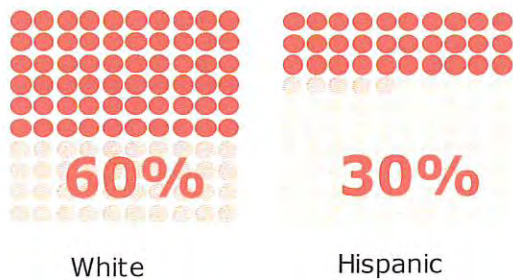


“The need for culturally competent education staff is a big issue. When all of your teachers are White, they don’t understand your culture, they don’t understand your language.”

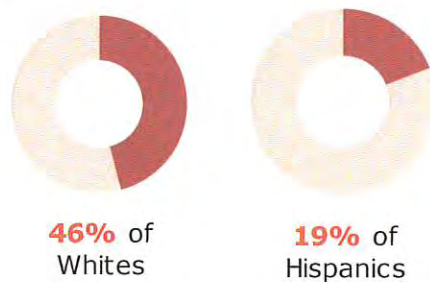
- Key Informant

*NA/AN refers to Native American and Alaskan Natives, and NH/PI refers to Native Hawaiian and Pacific Islanders.

Proportion earning proficient scores on 3rd grade literacy tests⁵

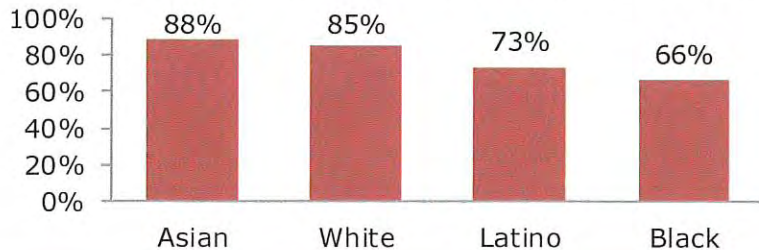


Proportion meeting or exceeding 11th grade math standards⁶

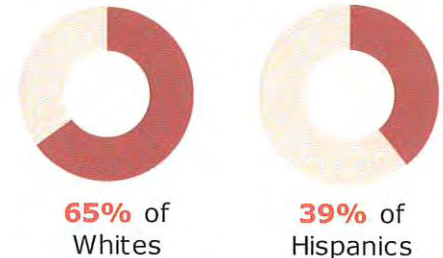


Of the **71,000** students enrolled in K-12 public schools, the majority are Hispanic/Latino (**45%**) or White (**43%**)⁷

Proportion of students to graduate on time by race/ethnicity⁸

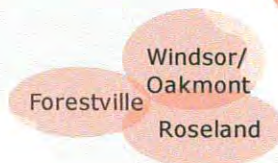


Proportion enrolled in pre-school⁹



Geographic Areas with Greatest Risk

Only **0.4%** of adults lack a high school diploma in **North Oakmont**, compared to **46%** in **Roseland**. **Forestville** has **54%** school enrollment, whereas **Windsor** has **100%**.¹⁰

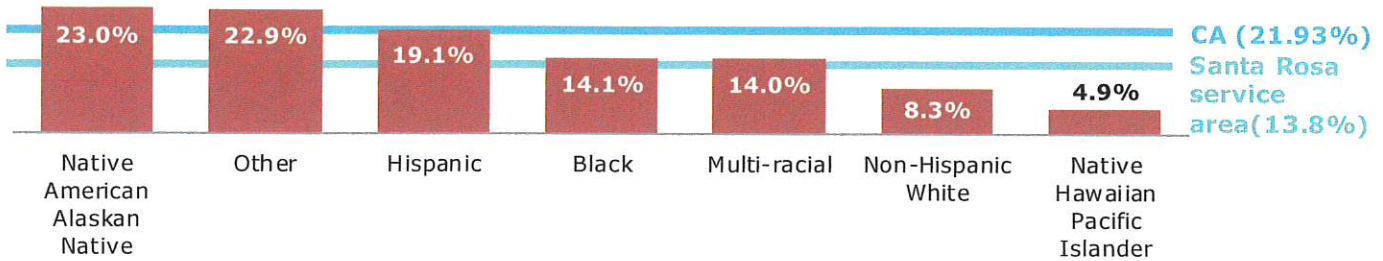


“If you look where the rich people live, you don’t see the same parks as what we have here in Roseland. There they have nicer parks, more after school programs for kids like painting, violin, dance, and here, we don’t have that. We all pay taxes, we all work, we all deserve to have a good life.”
- Focus Group Participant [original in Spanish]

Populations Disproportionately Affected

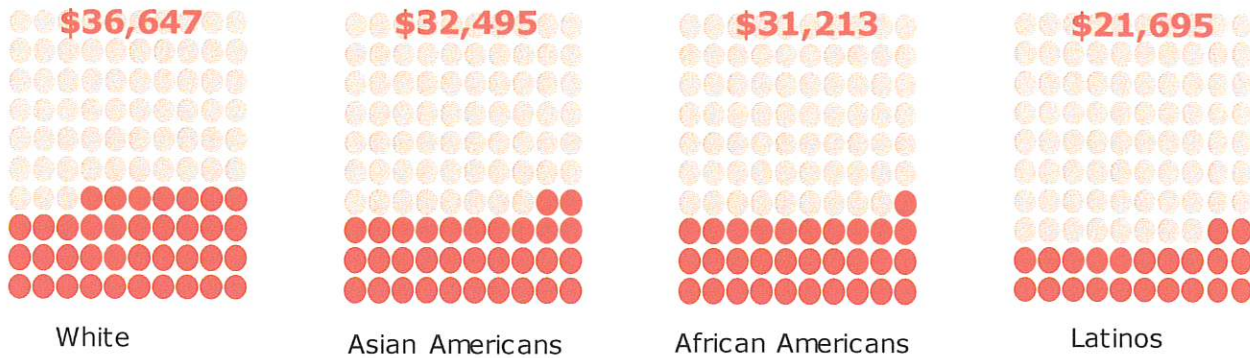
Populations with Greatest Risk

Children living below 100% of the federal poverty level⁴

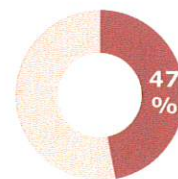


Median personal earning of households across Sonoma County⁵

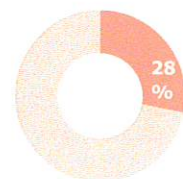
In Sonoma County, Whites earn the most money, \$36,647 annually, followed by Asian Americans (\$32,495), African Americans (\$31,213), and Latinos (\$21,695).



In Sonoma County, **28%** of businesses are minority owned, compared to **47%** across the state.⁶



California



Sonoma County

“ There are two very different communities in this county that people don't talk about. We see it, because we work in it. But I think that a lot of people who are not social service providers might not acknowledge that **there is a major gap between communities here.**

- Key Informant

If you look where the rich people live, you don't see the same parks as what we have here in Roseland. There they have nicer parks, more after school programs for kids like painting, violin, dance, and here, we don't have that. We all pay taxes, we all work, we all deserve to have a good life.

- Focus Group Participant [original in Spanish]



County of Sonoma
Agenda Item
Summary Report

Agenda Item Number: 37
(This Section for use by Clerk of the Board Only.)

Clerk of the Board
575 Administration Drive
Santa Rosa, CA 95403

To: Board of Commissioners

Board Agenda Date: February 21, 2017

Vote Requirement: Majority

Department or Agency Name(s): Sonoma County Community Development Commission

Staff Name and Phone Number:

Margaret Van Vliet – 565-7505
Jim Leddy – 565-7509

Supervisory District(s):

5th

Title: Environmental consulting services engagement and Dollar Tree lease extension related to the Roseland Village Redevelopment located at 665 Sebastopol Road, Santa Rosa.

Recommended Actions:

- 1) Approve and authorize the Executive Director of the Sonoma County Community Development Commission (Commission) to execute a Professional Services Agreement with Stantec Consulting Services, Inc. for an amount not to exceed \$316,000, for services associated to coordinating Phase I and Phase II environmental assessments, a community outreach and education program for area residents and business owners, and required reporting activities and related services, using funding secured from the US Environmental Protection Agency (EPA).
- 2) Approve and authorize the Executive Director of the Commission to execute the Fifth Lease Extension Agreement (Agreement) with Dollar Tree Stores, Inc. for partial occupancy of the building located at 665 Sebastopol Road for a period of up to 14 months, commencing May 5, 2017 to July 5, 2018, and approve and authorize the Executive Director to execute an additional extension should conditions warrant with no material changes to the Agreement for a term not to exceed 12 additional months.

Executive Summary:

Approval of this item will authorize the Executive Director of the Commission to take two actions; it authorizes the Executive Director of the Commission to enter into a Professional Services Agreement with Stantec Consulting Services, Inc. (Stantec) of Petaluma, California to fulfill the requirements of the 2016 United States Environmental Protection Agency (EPA) Brownfields Assessment Grant (Grant) and to execute the attached 14 month lease extension for a portion of the building located at the property located at 665 Sebastopol Rd., Santa Rosa, with the current occupant, Dollar Tree Stores Inc., so that Dollar Tree Stores can continue to operate at the location while the Commission continues redevelopment of the Roseland Neighborhood Center.

Discussion: These two recommended actions advance the overall redevelopment goals for Roseland Village. Background and context for each are described below.

BACKGROUND: Environmental Consulting

The presence of environmental contamination (“Brownfields”) on many private and public properties in Roseland has been a critical barrier to the reinvigoration of this underserved community. Brownfields remediation and redevelopment has been a focus of the US EPA, the County of Sonoma and the City of Santa Rosa for years. In 2015 the Commission successfully applied for competitive funding from EPA and on

August 30, 2016, your Commission officially accepted a grant award which empowered Commission staff to make appropriate budget adjustments, perform required work under the terms of the Grant, and execute any documents necessary for receipt of funding.

On August 31, 2016, a Request for Proposal for an environmental engineering firm to assist in grant deliverables was released. The Commission staff received nine (9) responses. The submissions were reviewed by three Commission staff members, a community member, and a staff member from the San Francisco Office of the United States Environmental Protection Agency, resulting in a recommendation to select Stantec Consulting Services, Inc. of Petaluma, California (Stantec). Stantec was chosen because it was rated the most experienced firm in Brownfield Community wide assessment work. It was the top scored by staff as well as having the lowest cost. Reference with several local jurisdictions across California which had worked with Stantec yielded impeccable recommendations and each jurisdictions’ staff were emphatic that they would re-hire the firm again. Finally, Stantec has a Sonoma County office and has handled projects within the County.

The Commission will use grant funds to conduct a robust community outreach and education program, and then inventory, characterize, and assess up to 18 targeted Brownfield sites located within the Roseland Brownfields Plan Area along the Sebastopol Road corridor. Assessment activities would be conducted on site-eligible, privately owned properties only with owner permission and participation. Given community interest in this effort, staff expects that many property owners, when properly engaged, will be eager participants.

Staff recommends that your Board authorize the Executive Director to enter into a Professional Services Agreement with Stantec for \$316,000 and authorize the remaining grant funds to be administered by Commission staff for purposes of completing the remaining tasks outlined in the approved work plan for the Grant. The term of the Agreement would be from February 22, 2017 to December 31, 2019.

Successful completion of grant deliverables will enable the Commission to pursue additional funding from the EPA for actual remediation in the Roseland community once the extent of the contamination on these sites is known. A remediation grant would support private land owners’ environmental clean-up efforts.

PROPOSED LEASE EXTENSION

The Commission purchased the Roseland Neighborhood Center property subject to a lease agreement with Dollar Tree Stores, Inc., which has been renting the retail building located on the property since 1975. The Commission negotiated a reduction in space with Dollar Tree Stores to provide space for the

community-serving Library and Boys and Girls Club operations, and Dollar Tree Stores has been operating its retail store in approximately one-half of the building since that time. The most recent Lease Extension was signed in 2015 for a period of 24 months, and will expire on May 5, 2017.

In October 2016, the Commission contacted Dollar Tree Stores regarding a further extension of the lease. The proposed lease extension provides a continued retail presence on the site until construction of the Roseland Village Redevelopment Project begins in August 2018, which benefits the community and provides an income stream to the Commission funding property maintenance and operations.

The proposed lease extension, maintaining all current terms, provides a monthly rental income of \$13,762. The proposed extension meets the Commission's business needs and continues the right to terminate tenancy without incurring any relocation liability.

California Redevelopment Law (Located in Health and safety Code Sections 33000 et seq.) which still applies to housing assets purchased using Low and Moderate Income Housing Asset Fund proceeds, as the Roseland Neighborhood Village property was, requires that your Commission hold a public hearing prior to the sale or lease of any asset purchased using these funds. Health and Safety Code Section 33431 requires notice of the hearing to be published, at least once a week for two weeks, prior to the hearing. The required notices have been published in The Press Democrat and your Commission may now hold the required public hearing to consider approval of the Lease Extension Agreement. Upon Commission approval, the CDC Executive Director will execute the Lease Extension agreement.

Prior Board Actions:

- 08/30/16 – The Commission accepted of the United States Environmental Protection Agency Brownfields Assessment Grant and authorized Commission staff to make appropriate budget adjustments, perform required work under the terms of the grant, and execute any documents necessary for receipt of the grant funding.
- 05/12/15 - Amendment 4 extending lease agreement with Dollar Tree Stores, Inc. was approved.
- 06/10/13 – The Board of Supervisors adopted the FY 2013-2014 Budget which includes funds for Reinvestment and Revitalization program.
- 05/14/13 – The Board of Supervisors approved the concept of Reinvestment and Revitalization funding and of the Roseland Village mixed use project as a priority project.
- 01/18/11 – Approved \$6.92 million Public Improvements Agreement for the Roseland Redevelopment Project.
- 07/13/10 – Approved acquisition of the Roseland Village Shopping Center.
- 06/05/07 – The Board of Supervisors approved Sebastopol Road Urban Vision Plan.

Strategic Plan Alignment Goal 2: Economic and Environmental Stewardship

Although primarily reflecting Goal 2) Economic and Environmental Stewardship, the Grant will fund activities which support all remaining County Strategic Plan Goals:

- Goal 1) Safe, Healthy and Caring Communities,
- Goal 3) Investment in the Future, and;
- Goal 4) Civic Services and Engagement.

This Grant will provide environmental assessments for a number of properties impacted by various forms of pollution and will advance efforts to revitalize Roseland. Studies will inform remediation activities and redevelopment will lead to blight reduction, property value increases, and new

investments in economic development, potential housing creation and environmental hazard reduction. The approval of the Lease Extension provide an income stream to support Community serving activities as well as a popular retail business operation in Roseland.

Fiscal Summary

Expenditures	FY 16-17 Adopted	FY 17-18 Projected	FY 18-19 Projected
Budgeted Expenses	\$165,148	\$165,148	\$14,026
Additional Appropriation Requested	\$392,000		
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal	\$392,000		
Fees/Other	\$165,148	\$165,148	\$14,026
Use of Fund Balance			
Contingencies			
Total Sources	\$557,148	\$165,148	\$14,026

Narrative Explanation of Fiscal Impacts:

US EPA Brownfields Assessment Grant Fiscal Impacts: An increase in the Commission Budget appropriations and expenditure authorization is required to recognize the Grant funding. The Commission is seeking that additional authorization through the approval of the Board item.

Use of rental income from the proposed Dollar Tree Store Lease Extension for property management will allow the Commission to avoid using Low and Moderate Income Housing Asset Funds for operational expenses on the property. FY 2018-2019 rent stream recognizes the prorated share of the rent based upon a time period of July 1st, 2018 to July 31st, 2018

Staffing Impacts

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

There are no staffing impacts from either action. Commission staff administration costs of the Grant will be paid for by Grant funds.

Attachments:

- 1) Environmental Protection Agency Advisory Letter of Award
- 2) Environmental Protection Agency Brownfields Narrative Final Document
- 3) Dollar Tree Store executed Fifth Lease Extension Agreement
- 4) Draft Contract with Stantec Consulting Inc.

Related Items "On File" with the Clerk of the Board:

Copy of Stantec Consulting Services, Inc. of Petaluma, California response to Request for Proposals.



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
REGION IX
75 Hawthorne Street
San Francisco, CA 94105

June 3, 2016

Mr. John Haig
Deputy Director for Community Development
Sonoma County Community Development Commission
1440 Guerneville Road
Santa Rosa, CA 95403

Dear Mr. Haig,

Congratulations! Your organization has been selected to receive a Brownfields Assessment Grant award in the amount of \$392,000. This letter is not an official Notice of Award.

I will serve as the project officer (PO) for the grant and will work with the Sonoma County Community Development Commission regarding programmatic issues, such as development of the work plan. I can be reached at (415) 972-3531 or byous.eric@epa.gov.

To complete your application, please address the programmatic and administrative components as follows and email them to grantsregion9@epa.gov by **July 1, 2016**:

1. **Programmatic/Work Plan:** Use the attached template to develop a project work plan. The work plan should adhere to the project described in the original grant proposal.
2. **Administrative:** Complete and sign the forms listed below. Download the forms [here](#).
 - Assurances for Non-Construction Programs (SF 424B)
 - Certification Regarding Lobbying (EPA Form 6600-06)
 - Pre-award Compliance Review Report (EPA Form 4700-4)

Questions regarding the application or administrative/fiscal matters should be referred to Tiffanie Pang, the EPA Grants Management Specialist working on your grant, at (415) 972-3697 or pang.tiffanie@epa.gov.

Also, approval of pre-award costs for travel to the Brownfields Conference scheduled in September 2016 have been recommended to the EPA Award Official by the Brownfields & Site Assessment Section. However, all pre-award costs are incurred at the grantee's own risk until such time it receives the notice signed by the Award Official.

Again, on behalf of the Brownfields Program and myself, congratulations on being selected to receive this grant award. We look forward to supporting your work on this worthwhile project.

Sincerely,



Eric Byous, EPA Project Officer
Brownfields & Site Assessment Section
Superfund Division

Attachments: Work Plan Template
Grant Closeout Checklist

cc: Tiffanie Pang, EPA Grants Specialist, EMD-6-1

T Community Need

1.a Targeted Community and Brownfields

1.a.i Targeted Community Description

The Roseland community refers to an area of 1.25 square miles within the City of Santa Rosa, which includes a mixture of incorporated and unincorporated neighborhoods. The Roseland neighborhood has a history of industrial and auto-related uses and is cut off from the center of Santa Rosa by State Highway 12 to the north, U. S. Highway 101 to the east, and abandoned rail lines that have languished in disrepair, creating further separation from the City of Santa Rosa.¹ These man-made boundaries have defined the Roseland area since the 1960s.

In 2014, the Sonoma County Department of Health Services released a *Portrait of Sonoma County*, a report on the socio-economic conditions in each of the county's 99 census tracts. Based upon the Human Development Index (HDI), which takes into account data on life expectancy, years of education, school enrollment, and median earnings, the three census tracts that make up the Roseland community ranked lowest: 97th through 99th. While the average HDI score for the county was 5.42 (out of 10 possible), the HDI scores for the three Roseland census tracts were 2.98, 2.95, and 2.79.² The existence of brownfields in this community has contributed to a negative perception of the area that has limited business investment and economic development. The proposed **Roseland Brownfields Project (RBP)** is a critical step toward creating developable land for potential business and housing investments.

The project area consists of Census Tracts 1531.02, 1531.03, and 1531.04, and includes 71 identified brownfield sites, with more than 50 along a one-mile segment of the Sebastopol Road commercial corridor.³ The presence of these sites has reduced business vitality in the neighborhood, which, in turn, has reduced employment and economic opportunity for local residents. The brownfields on the Sebastopol Road corridor have been a significant barrier to business investment since 1984, when the area was designated as a California State Superfund site.⁴ Disinvestment in the community occurred over the next several decades, including the 2003 closure of Albertson's Grocery, the anchor tenant in the Roseland Village Shopping Center. The property has remained vacant since that time, with other vacant properties adjacent to this site and along the entire corridor. Research from USDA indicates that large portions of Roseland are located in a food desert, which negatively impacts the health and nutrition of its residents.⁵

The target census tracts are strategically located and properly zoned, with available sites and structures for new commercial use. This area has been the focus of recent redevelopment efforts by both the City and County (see Project Description, Section 2.a.i). An EPA Brownfields Assessment Grant would build on these efforts to support assessment and cleanup planning that could lead to business and residential re-investment, and ultimately, community revitalization

¹ Some rail lines are being restored for use by the SMART (Sonoma Marin Area Rapid Transit) Train being developed by the County. This restoration presents options for revitalization of the neighborhood, leveraging of Brownfields Assessment Grant funding, and alignment of the Region 9 priority on new transportation investments.

² County of Sonoma Department of Health Services, (2014). *A Portrait of Sonoma County: Sonoma County Human Development Report*.

³ For a map of this area please visit

http://www.waterboards.ca.gov/northcoast/publications_and_forms/available_documents/pdf/151021/Roseland_Fact_Sheet-October2015.pdf.

⁴ State Superfund designation ended in 1994 when responsibility for the sites was transferred to the North Coast Regional Water Quality Control Board.

⁵ United States Department of Agriculture Economic Research Service. Retrieved on 12/15/15 from

<http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>

and reconnection to Santa Rosa.

1.a.ii Demographic Information

The project area covers approximately 1.25 square miles and is home to 14,207 residents, with a majority of Latinos. The community is historically economically disadvantaged with a large portion of minority and low-income residents (See Table 1).

Table 1: Demographic Information for Target Community*

	Roseland Community				City of Santa Rosa	County of Sonoma	State of CA	National
	Census Tract 1531.02	Census Tract 1531.03	Census Tract 1531.04	Total/Weighted Average				
Population	5,650	4,535	4,022	14,207	174,170	500,292	37,253,956	308,745,538
Unemployment	8.2%	9.7%	15.3%	10.7%	6.8%	6.2%	7.0%	5.8%
Poverty Rate	20.2%	20.4%	34.2%	23.1%	13.3%	12.3%	16.4%	15.6%
Median Income	\$51,074	\$53,661	\$47,576	\$50,909	\$60,758	\$63,799	\$61,489	\$53,482
Per Cap Income	\$18,332	\$19,642	\$13,987	\$17,520	\$29,890	\$33,361	\$29,906	\$28,555
% White	27.2%	36.3%	24.0%	29.2%	79.2%	82.4%	65.8%	76.3%
% Latino	63.4%	54.3%	67.3%	61.5%	30.4%	25.6%	38.2%	16.9%
% Black	3.3%	1.4%	0.8%	1.9%	3.4%	2.5%	7.1%	13.7%
% Asian	1.9%	5.5%	5.8%	4.2%	6.9%	5.4%	15.4%	5.9%

*Source: US Census Bureau 2014 American Community Survey, www.census.gov accessed 12/10/2015.

1.a.iii Description of Brownfields

The proposed brownfields project area has a long history of industrial and other uses, reflected in the list of 71 remediated and unremediated sites identified in a North Coast Water Quality Control Board (NCRWQCB) report for the project area.⁶ Previous land uses include: auto service stations, auto wrecking yards, petroleum processing plants, auto dealerships, dry cleaners, retail stores, and bus companies. Identified contaminants include trichloroethylene, tetrachloroethylene (a cleaning chlorinated solvent also known as PERC or PCE), 1,2-dichloroethane, 1,2-dichloroethene, vinyl chloride, benzene, MTBE, and gasoline. Contaminants, including gasoline, diesel, and chlorinated solvents, have been found in drinking water wells and irrigation wells in the project area. The unremediated brownfield sites in the target community are identified in Table 2 below. These sites were designated “open” in the North Coast Regional Water Quality Control Board report.

Table 2: Open Brownfields Sites in the Roseland Community as of October 2015

Site Number on NCRWQCB Map ⁷	Name of Business	Address
1	Acme Auto Wreckers Inc.	1885 Sebastopol Rd
4*	Baugh, Wilson Enterprise	805 Sebastopol Rd
5*	Beacon #489 (Former)	921 Sebastopol Rd
7*	BP / Redwood Oil #110	760 Sebastopol Rd
8	BSC Cleaners	800 Sebastopol Rd
9	C & D Batteries	265 Roberts Ave

Brownfields on
up & down Sebastopol
Rd.

⁶ North Coast Regional Water Quality Control Board, (October 2015). *Fact Sheet Roseland Area – Sebastopol Road/McMinn Avenue Groundwater Contamination Update Santa Rosa, California, October 2015.*
http://www.waterboards.ca.gov/northcoast/publications_and_forms/available_documents/pdf/151021/Roseland_Fact_Sheet-October2015.pdf.

⁷ Ibid.

Site Number on NCRWQCB Map ⁷	Name of Business	Address
16	Former Exxon 7-2639	1124 Sebastopol Rd
23	McGowen Auto Wrecking (Former)	112 Holbrook St
29	Quick Stop Market #35	816 McMinn Ave
30	Redwood Oil & Chevron Bulk Plant	258 Roseland Ave
31	Reuben's Tacos	565 Sebastopol Rd
32	Roseland Cleaners	761 Sebastopol Rd
37	Shell Service Station - Dutton Ave	255 Dutton Ave
38	Shell, DZ Products Facility	257 Dutton Ave
42	Taylor Bus Company	1175 Sebastopol Rd
51	AM/PM Mini Mart	440 Hearn Ave
53	Fouche Auto Wreckers	2290 Dutton Ave
61	Ray's Food Center	2423 Dutton Ave

*These three sites are part of a region-wide grouping of sites, the Sebastopol Commingled Plume Group. All other sites will be addressed on a property-by-property basis.

1.a.iv Cumulative Environmental Issues

According to the EPA's Environmental Justice Screening Tool, Roseland ranks in the 91st percentile nationally for traffic proximity and the 79th percentile for particulate matter.⁸ Diesel particulates from two nearby major highways create significant health hazards related to asthma, heart and lung disease, and lung cancer for residents, particularly children. The Roseland area contains four hazardous chemical cleanup sites and 17 groundwater cleanup sites, more than the majority of census tracts in the state.⁹ Leaks from tanks of hazardous chemicals stored in containers underground can pollute drinking water with gasoline, diesel fuels, solvents, heavy metals, and pesticides. The area's many wrecking yards contribute significantly to storm water pollution. The North Coast Regional Water Quality Control Board received 25 complaints about storm water pollution in the area in the late 1980s and early 1990s related to discharge from auto yards.

Brownfield contamination in Roseland has restricted development of open spaces and resulted in insufficient park and recreational facilities. The Roseland area has 0.1 acres of open space per 1,000 persons, far below the recommended ratio of three to six acres per 1,000 residents, and far less than the City of Santa Rosa, which has a ratio of six acres per 1,000 residents. In all of Roseland there is one park of less than one acre for the entire 1.25 square mile community and its more than 14,000 residents. The limited open spaces are suitable for passive uses, such as reading or eating lunch. Declining county coffers due to the depressed property values reduce the availability of funds for park development.

1.b Impacts on Targeted Community

The RBP area population includes high numbers of residents under the age of 18 (31% compared to 23% in the City and 22% in County) and children birth-five years (almost 10%

⁸ United States Environmental Protection Agency, EJSCREEN: Environmental Justice Screening and Mapping Tool. Retrieved on 12/15/15 from <http://ejscreen.epa.gov/mapper/>

⁹ CalEnviroScreen 2.0 Pollution Burden Indicators. Retrieved on 12/15/15 from <http://oehha.maps.arcgis.com/apps/MapSeries/index.html?appid=42671dba7b114509922401135ff86588&webmap=28431b9f419346d7ba38f8752631aed4>

compared to 7 % in the City and 6% in the County), two groups that are particularly sensitive to the impacts of brownfields contamination.¹⁰ Of the County's census tracts, Roseland ranks the lowest on the Human Development Index. Life expectancy at birth is 77 years, compared to 81.0 in the County and 81.2 in the state.¹¹

The American Lung Association of California reports that 20% of children in the Roseland School District suffer from asthma, which is almost twice the rate in Sonoma County. The Sonoma County Health Services Department reports that children in the Roseland area experience higher levels of childhood obesity as well. Heavy diesel bus and truck traffic are known contributors to asthma, which in turn can limit children's outside activity needed to maintain a healthy weight. Sonoma County scored as well or better than its peer counties on a number of health indicators, but performed much worse on deaths related to chronic lower respiratory disease and cancer, both of which are negatively impacted by air pollution and diesel particulates.¹² Limited access to healthy food and open space has similar impacts, including higher levels of obesity, diabetes, and heart disease.¹³

Roseland Elementary School and Roseland University Preparatory charter school are both located in the Roseland BPA and in close proximity to local brownfield sites. As school children go to and from school they are exposed to the multiple brownfields sites along the Sebastopol Road corridor on a daily basis.

1.c Financial Need

1.c.i Economic Conditions

Sonoma County has designated Roseland a priority community for place-based interventions that address health, education, and income barriers.¹⁴ Roseland has a high concentration of residents who face economic constraints, as shown in Table 1. The Median Household Income for Roseland is \$50,909, well below \$60,758 for the City of Santa Rosa and \$63,799 for Sonoma County.¹⁵ Roseland's Per Capita Income is \$17,520 compared to \$29,890 for the City of Santa Rosa and \$33,361 for Sonoma County. The Poverty Rate for the area is 23.1%, 1.74 times the rate for the City of Santa Rosa (13.3%), and 1.88 times the rate for Sonoma County (12.3%).¹⁶ Roseland faces higher unemployment rates than Santa Rosa or Sonoma County, with census tract 1531.04 at approximately three times the national unemployment rate.¹⁷ In addition, as a past Superfund site Roseland faces the stigma associated with its former designation, which is a powerful deterrent to investors.

The Sonoma County Community Development Commission (CDC) has seen a reduction in funds as the State of California dissolved redevelopment agencies. Even with this loss, the CDC continues to seek new funding sources to support redevelopment projects. Following the loss of business after Albertson's closure, the CDC has focused former redevelopment funding

¹⁰ U.S. Census, 2010 Census, accessed at <http://www.census.gov> on 12/17/15.

¹¹ County of Sonoma Department of Health Services, (2014). *A Portrait of Sonoma County: Sonoma County Human Development Report*.

¹² United States Department of Health and Human Services, Centers for Disease Control and Prevention. Sonoma County, CA Summary Comparison Report. Retrieved on 12/15/15 from <http://wwwn.cdc.gov/CommunityHealth/profile/currentprofile/CA/Sonoma/>

¹³ United States Department of Agriculture Agricultural Marketing Service. Retrieved on 12/15/15 from <https://apps.ams.usda.gov/fooddeserts/fooddeserts.aspx>

¹⁴ County of Sonoma Department of Health Services, (2014). *A Portrait of Sonoma County: Sonoma County Human Development Report*.

¹⁵ U.S. Census, 2010 Census, accessed at www.census.gov on 12/10/2015.

¹⁶ Ibid.

¹⁷ Ibid.

High number of Asthma

towards one main project, the Roseland Village Neighborhood Center (RVNC). This project is a seven acre redevelopment on the former Albertson's supermarket site which includes a mixed use project with affordable housing, retail, outdoor and indoor public spaces, and library and childcare facilities. The RVNC has absorbed all available CDC and County of Sonoma funding streams and there are no additional resources to address the many brownfields throughout the wider area.

1.c.ii Economic Effects of Brownfields

Roseland is both economically depressed and disproportionately affected by the presence of brownfields in the immediate area, resulting in negative impacts on the neighborhood's business community and workforce. Since 2011, Roseland's population has decreased by more than 1,000 people, as residents leave the area in search of better jobs, education, and public health.¹⁸ The negative impacts of brownfields in Roseland include decreased property values, heightened potential for crime, stressed infrastructure, and decreased public health, all of which incur costs that compound the economic distress of the area. Abandoned and vacant properties on brownfield sites in Roseland do not provide tax revenues to the City and County, compounding the economic distress of the community. According to a national survey (US Conference of Mayors on Brownfields, 2006), 79% of respondents stated that increasing the municipality's tax base was a primary benefit of brownfield redevelopment. From the same survey, 64 respondent communities determined that local tax revenues generated from redeveloped brownfield sites totaled \$233 million. It has been well documented that chronically blighted and vacant properties also incentivize crime and decrease residents' safety. Crime, dumping refuse, and vandalism all decrease the "livability" of the economically depressed Roseland area. When brownfields are left unmanaged and undeveloped, the community incurs all of these associated costs.

2 Project Description and Feasibility of Success

2.a Project Description

2.a.i Project Description

Both the City and County are currently engaged in redevelopment efforts. The City has undertaken the Roseland Specific Plan focused on combining the Roseland and Sebastopol Road Priority Development Areas to address land use and transportation issues.¹⁹ The Sonoma County CDC's efforts have focused on the RVNC's mixed-use project, which recently opened a community center and is developing affordable housing, retail, public spaces, a library, and childcare facilities. The Roseland Brownfields Project (RBP) will assist in developing a consistent approach to brownfields remediation and redevelopment in line with the existing Sebastopol Road Urban Vision Plan.²⁰ The project is aligned with the Region 9 priority focused on new/expanded transit investments to reduce air pollution and will build on recent progress to conduct necessary brownfields assessments and establish an integrated approach to the community's redevelopment and revitalization.

The CDC will use grant funds to inventory, characterize, and assess 18 targeted brownfield sites that are located within the RBP Area along the Sebastopol Road corridor. Assessment activities to be conducted upon EPA site-eligible, privately owned sites will require

¹⁸ U.S. Census, 2010 Census, accessed at www.census.gov on 12/15/2015.

¹⁹ A PDA is a designated area within existing communities that has been identified and approved by local cities or counties for future growth.

²⁰ A joint plan for the future of the community developed collaboratively by the County of Sonoma and the City of Santa Rosa in 2007.

owner permission and participation. Given community participation in the aforementioned efforts, it is expected the vast majority of property owners, when properly engaged, will be ready participants in this new program. The grant funds will support an environmental consultant to coordinate the Phase I and Phase II environmental assessments that will be conducted at project area sites. The Project will also involve a community outreach and education program for area residents and business owners on the proposed RBP and seek out their support and input in the process of identifying, prioritizing, and selecting the most project-ready brownfield sites for assessment (see Section 3).

2.a.ii Project Timing

Contractors needed for timely completion of grant activities will be procured through the RFP process in compliance with 40 CFR 30/31 following notification of a grant award. Contractors will be selected within four months after receipt of the grant award. A total of 18 sites in the target community have already been identified as brownfields, and the CDC will initiate site access processes immediately after grant award.²¹ A community involvement consultant will be hired within two months of receiving the grant award to initiate the development of the Community Outreach and Participation Plan. Site assessment will begin in the second quarter; it is anticipated that all 18 Phase I assessments will take approximately 18 months with subsequent QAPP and SAP preparation and EPA approval. Phase II assessments will follow. The schedule provided below in Table 3 allows six weeks for Phase I and II evaluations of each site. Cleanup and reuse planning will be conducted toward the end of the project after assessment data has been collected and analyzed. Program management will begin after contracting and site prioritization and will consist of ongoing data collection and reporting and potential travel to conferences.

Table 3: Project Timing and Milestones												
Activity	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Contract Assessors	X											
Negotiate Site Access	1,2	3,4	5,6	7,8	9,10	11,12	13,14	15,16	17,18			
Hire Consultant	X											
Env. Assess Phases I / II			1-3	4-6	7-9	10-12	13-15	16-18	19,20	21,22	23	
Develop/Support Website	X	X	X	X	X	X	X	X	X	X	X	X
Community Meetings	1		2		3		4		5		6	
Develop Program			X	X	X	X	X	X	X	X	X	X
Plan Cleanup/Reuse											X	X
Complete Project												X

Phase I Assessments: #1-18; Phase II Assessments: #19-23

2.a.iii Site Selection

The CDC will engage community members in a robust site selection process that will include education for community members and especially property owners about the extensive benefits of brownfields redevelopment including increased opportunities for state redevelopment incentives, property reuse, and overall community revitalization. CDC will reach out to property

²¹ See North Coast Regional Water Quality Control Board report for a map with the location of these sites: http://www.waterboards.ca.gov/northcoast/publications_and_forms/available_documents/pdf/151021/Roseland_Fact_Sheet-October2015.pdf.

owners and tenants to review existing lists of contaminated sites (e.g. California State Water Resources Control Board's GeoTracker site list, the Department of Toxic Substances Control's (DTSC) EnviroStor), and conducting drive-by and walk-through visits of potential sites. Target properties will be ranked and selected based upon their strategic location with respect to community economic development opportunities, open space, and community services and input from the community. The sites will also be prioritized in regard to criteria including, but not limited to, the ability to address and eliminate public health and safety issues and the Region 9 priority focused on the potential for new/expanded transit investments. The California State Water Resources Board and the Sonoma County Environmental Health Division have identified a number of brownfields sites in the RBP Area. The location and disposition of much of the neglected neighborhood land is already known.

2.b Task Description and Budget Table

2.b.i Task Descriptions

Budget Task 1 – Brownfield Online Site Inventory and Information Portal (\$10,000)

Building on Sonoma County Environmental Health Division's Brownfields Inventory and incorporating the information learned through the site selection process, an online inventory and information portal will be developed that is easily accessible, current, and capable of tracking properties to report outcomes (reuse, leverage, jobs created). The website will draw on data collected by existing databases from the Water Board, city, and county and provide access to current data, reports, and links to existing county resources. Portions of this portal will be community facing and provide easy access to current information regarding the RBP. A newsfeed will be included on the website to provide updates on open sites, cleanup progress, upcoming community forums, and the projected completion dates for each site. Estimated costs include hiring a contractor for 100 hours at \$100/hour. Output: Successful development and maintenance of online site inventory and information portal.

Budget Task 2 - Community Involvement (\$18,000)

Grant funds will pay for an anticipated six community meetings. The cost per meeting is estimated to be \$1,500, based on actual costs from community meetings the CDC held in the last year in the Roseland area. The per-meeting cost estimates include the cost of serving food to community participants, which has been proven to measurably increase participation in community meetings and events related to the Roseland Village Neighborhood Center project. Also in this budget task are other supplies used for community meetings (\$1,000) such as printing promotional materials, audio-visual rentals, and other event costs. Content experts will be hired contractually to provide any necessary technical information to participating community members (30 hours at \$50/hour) and a community consultant will be hired contractually to assist with the development of a Community Outreach and Participation Plan and provide facilitation at all community meetings (100 hours at \$50/hour). Outputs: Community Outreach and Participation Plan, meeting facilitation, and ongoing community engagement.

Budget Tasks 3 and 4 – Phase I and II Environmental Assessments (\$345,000)

EPA grant funds will be directed towards completion of All Appropriate Inquiry (AAI) Phase I Environmental Site Assessments (ESA) and, where appropriate, Phase II (sampling) studies. The ESA work, to be conducted in accordance with AAI and ASTM criteria, will be completed at up to 18 sites in the RBP area, to be identified through the site selection and community involvement process. Fieldwork will in many cases be contracted out to environmental professionals as well as public health and community involvement specialists.

Eighteen Phase I Environmental Assessments are estimated to cost an average of \$2,500 each for a total of \$45,000.²² It is anticipated that up to five of these sites will progress to Phase II at an average of \$30,000 per site including Sampling Analysis Plans and Quality Assurance Project Plans (SAP/QAPP), any supplemental Site Assessments, Preliminary Endangerment Assessments, Health Risk Assessments, and other necessary studies. Phase II costs are based on recent EPA Brownfields Assessments grant awards. Outputs: Successful completion of up to 18 Phase I and five Phase II assessments; data collected/submitted to EPA via ACRES online database.²³

Budget Task 5 - Program Management (\$19,000)

Staff time is included for the management and execution of the grant including all tracking and reporting requirements using ACRES (200 hours at \$45/hour). A contractor will be hired to conduct ongoing data collection of the population/environmental impacts to provide evidence for future cleanup efforts (100 hours at \$50/hour). Travel funds in the amount of \$3,000 will be used to send up to two representatives to EPA brownfields conference(s). A limited amount has been budgeted for office supplies and other expenses to support this task. Output: Ongoing data collection, tracking, and reporting will be completed via ACRES.

2.b.ii Budget Table

The Sonoma County CDC requests a Brownfields Assessment Grant of \$196,000 for hazardous substances assessment and the same amount for petroleum sites, resulting in a total request of \$392,000. The agency is submitting a joint application; however, two separate budgets are presented below.

Table 4: Program Budget						
Hazardous Substances						
Categories	Task 1	Task 2	Task 3	Task 4	Task 5	Total
Personnel					\$4,500	\$4,500
Fringe						\$0
Travel					\$1,500	\$1,500
Equipment						\$0
Supplies		\$5,000			\$1,000	\$6,000
Contractual	\$5,000	\$4,000	\$22,500	\$150,000	\$2,500	\$184,000
Subtotal	\$5,000	\$9,000	\$22,500	\$150,000	\$9,500	\$196,000
Petroleum						
Categories	Task 1	Task 2	Task 3	Task 4	Task 5	Total
Personnel					\$4,500	\$4,500
Fringe						\$0
Travel					\$1,500	\$1,500
Equipment						\$0
Supplies		\$5,000			\$1,000	\$6,000
Contractual	\$5,000	\$4,000	\$22,500	\$150,000	\$2,500	\$184,000
Subtotal:	\$5,000	\$9,000	\$22,500	\$150,000	\$9,500	\$196,000
Total Budget	\$10,000	\$18,000	\$45,000	\$300,000	\$19,000	\$392,000

²² Proposed cost based on estimate of between \$2,000-\$3,000; ASTM International, 1527-13.

²³ ACRES is the Assessment, Cleanup and Redevelopment Exchange System.

2.c Ability to Leverage

The CDC will provide in-kind staff time of the Deputy Director for Community Development and a Community Development Associate to manage the RBP and additional staff time from construction specialists, environmental review staff, and accounting staff to provide technical expertise and financial management. Existing County GIS Department resources and expertise will be leveraged, including the existing GIS inventory developed by the County's Environmental Health Division. The grant award would stimulate or leverage other funding from state and federal agencies involved with transportation as well as green space. A Brownfields Assessment Grant could provide significant leverage in seeking funding from the Metropolitan Transportation Commission for this project, including the Roseland Priority Development Area (PDA). The PDA is located within 1.5 miles of the new Sonoma Marin Area Rail Transit (SMART) Train and will be well positioned to pursue funds for transit oriented development projects. Safe Routes to School could also be leveraged for this greenway/bikeway to be used by school age children for active living alternatives. The CDC would also pursue Department of Toxic Substances Control (DTSC), NCRWQCB funds, and the new Enhanced Infrastructure Financing District Funding to support the revitalization of the proposed brownfields sites. The Polanco Redevelopment Act (1990) and the Gatto Act (2013) will be utilized where applicable to encourage the development of properties that are idle or underutilized due to real or perceived environmental contamination. The statute accomplishes this by alleviating most of the legal and financial risks associated with cleanup, by holding previous property owners responsible for historical site contamination, and by holding harmless potential developers who may be interested in developing a brownfield site. Initial public investment such as the CDC's purchase of the Roseland plaza site can trigger major private investments in the long-term, thereby creating an economically viable opportunity. The RVNC project represents a \$6.9 million investment by local government, which will enable a \$45-65 million redevelopment project.

3 Community Engagement and Partnerships

3.a Plan for Involving Targeted Community & Other Stakeholders; and Communicating Project Progress

3.a.i Community Involvement Plan

The RBP will emphasize community involvement while integrating and building upon existing efforts by the City and County. Existing redevelopment projects do not specifically address brownfields or inform current residents how the "problem" brownfield sites will be resolved. The RBP will help integrate these projects and build a structure to ensure communication, community stakeholder engagement, and sustainability, including the following:

- Developing the Roseland Collaborative (Collaborative), which will include members from City and County Roseland projects, partner government and community organizations (see Tables 5 and 6 below), local business owners, and other residents. In addition, all Collaborative members must make a long-term commitment toward the redevelopment of Roseland. The Collaborative will continually increase membership.
- Leading semi-annual open community forums to gather input and share information; developing a Community Outreach and Participation Plan to engage the community in project planning, site selection for assessments, clean up decisions, and reuse planning.
- Sharing information through existing efforts (e.g. the RVNC).
- Working with local schools and media outlets to engage community members.
- Engaging partner government agencies and community organizations to reach out to local businesses and residents.

- Conducting outreach to Spanish speaking residents, with Spanish language materials, local media, and bilingual outreach workers and interpreters at public meetings.

3.a.ii Communicating Progress

The communication channels described above in Section 3.a.i will also be used to inform community members about progress. The described channels are particularly appropriate given that they build on existing meeting structures and the RVNC to ensure continued involvement of already engaged community members. Communication plans include strategies to reach Roseland’s large Spanish speaking community. In addition, progress will be communicated by:

- Sharing Collaborative meeting minutes and progress updates via the RVNC and a new user-friendly website described as part of Budget Task 1.
- Including information and updates on City and County websites and public meetings.
- Holding semi-annual open public forums.

3.b Partnership with Government Agencies

3.b.i Local/State/Tribal Environmental Authority

The CA Department of Toxic Substances Control is the environmental authority for the RBP project area and has provided a letter of their support (Attachment B). The role of lead agency was transferred to NCRWQCB, which now has lead regulatory responsibility for investigation and remediation of contaminated sites in the Roseland community. The CDC has already engaged some Roseland neighborhoods in a voluntary cleanup program to help create the RVNC. Through various efforts, the NCRWQCB works cooperatively with state and local agencies to foster brownfields redevelopment and achieve cost-effective, successful assessment of sites while safeguarding public health and the environment. The NCRWQCB will provide support for the projects through consultation with staff and consultants in reviewing existing files on known contamination releases in the area, investigation workplans, and investigation reports to help determine if further work is necessary.

3.b.ii Other Relevant Governmental Partnerships

The CDC has established relationships with government agencies that will help to ensure the success of its brownfields program. These essential partnerships are detailed in Table 5.

Table 5: Relevant Governmental Partnerships	
Governmental Partnerships	Expected Brownfields Role
CA Dept. of Toxic Substances Control	Will provide continued support for conducting assessments to address community concerns and further redevelopment efforts.
North Coast Regional Water Quality Control Board	Will consult with CDC in reviewing files on known contamination releases in area, investigation workplans, and investigation reports to help determine if further work is needed.
Sonoma County Department of Health Services	Will conduct community education and outreach, participate in public meetings, assist with distribution of assessment fact sheets, and assist in the development of data on health impacts.
Sonoma County Regional Parks	Currently developing parks and trails in Roseland community. Will conduct community engagement with residents.
City of Santa Rosa	Collaborate in redevelopment planning for impacted for city land adjacent to county property within the Roseland community.

3.c Partnerships with Community Organizations

3.c.i Community Organization Description & Role

The community organizations below are committed to support the Roseland Brownfields

Project through the activities outlined below and described in their letters of commitment.

Table 6: Community Organizations Description and Roles		
Community Partners	Organization Mission	Expected RBP Role
Burbank Ave. Neighborhood Association	Grass roots advocacy organization focused on quality-of-life issues in Roseland including transportation, open space, urban design, and toxic contamination.	Provide community outreach, education and site selection.
Citizens Cleanup Coalition	Supports local environmental cleanup efforts.	Provide community education, outreach, meeting space; gather community input; and disseminate assessment fact sheets.
Community Action Partnership of Sonoma County	Multi-program human services organization that partners with low-income communities to improve lives through direct service and advocacy.	Provide community outreach, education and Spanish translation.
Community Builders Corporation	Supports environmental justice and social equity issues; informs community on redevelopment issues.	Provide community outreach, education, and help inform site selection.
Roseland University Prep	Public charter high school serving Roseland students.	Obtain community feedback and distribute assessment fact sheets.
Santa Rosa Together	Works to engage citizens; has been active in redevelopment in Roseland.	Provide community education and outreach; helped form a Health Action Chapter in SW Santa Rosa.
Sonoma County Latino Democratic Club	Promotes Latino participation in government and civic affairs.	Provide community education, outreach, meeting space; gather community input; and disseminate assessment fact sheets.
St. Joseph Health	Provides health education, exercise classes, and resident leadership development in Roseland.	Provide community education and outreach, host public meetings, assist in site identification, and obtain community feedback.

3.c.ii Letters of Commitment

Letters of Commitment from the community partners referenced in Table 6 are included as Attachment D, and detail each partner's commitments to project planning and implementation.

4 Project Benefits

4.a Health and/or Welfare and Environment

4.a.i Health and/or Welfare Benefits

The completion of site assessments will document the potential or actual threats to local public health. This assessment will address the immediate health and economic challenges faced by Roseland by reducing environmental toxins, reducing the community's asthma rate connected with current air pollution, and attracting investors. Cleanup of brownfields will have positive impacts on residents' drinking water, soil, and air exposure by reducing the number of contaminants in groundwater. Reduction of diesel particulates will similarly affect residents'

respiratory health, particularly among children and the elderly. Sites that do not have potential contamination will be cleared for planned development in the future, contributing to the economic health of the community.

Expanding public open space by developing former brownfields will promote physical activity among residents, strengthening residents' chances of resistance to heart and lung disease. In particular, the development of the Joe Rodota Trail, which connects Roseland to downtown Santa Rosa, will be an important contributor to helping Roseland residents improve their health, fitness, and quality of life. This may also be used to expand the walkshed leading to the SMART train, increasing ridership, decreasing vehicle traffic, and corresponding asthma rates.

4.a.ii Environmental Benefits

Redevelopment plans will include green building practices and leverage the existing SMART system structures to contribute to environmental improvement. These practices align with the Santa Rosa Climate Action Plan (2012) focused on reducing greenhouse gas emissions. The Joe Rodota Trail, for example, will connect Roseland to the Railroad Square neighborhood adjoining downtown Santa Rosa. If connected to an economically developing Roseland this trail could evolve into a pedestrian-friendly, environmentally sensitive conveyor of people between neighborhoods. Resulting redevelopment of brownfield sites for green space and public use would provide much needed parkland, which filters air pollutants, reduces climate impacts, and prevents soil erosion. Roseland currently has insufficient park and recreational facilities, with only one park of less than one acre for the entire 1.25 square mile community.

4.b Environmental Benefits from Infrastructure Reuse/Sustainable Reuse

4.b.i Policies, Planning, and Other Tools

Local policies and planning efforts including the Santa Rosa Climate Action Plan, the Sebastopol Road Urban Vision Plan, and Roseland Specific Plan are all focused on transit oriented sustainable redevelopment and revitalization of Roseland. Existing infrastructure, such as the Sonoma County Energy Independence Program and the CDC's commercial rehabilitation program, also support the conservation and rehabilitation efforts of home and business owners.

4.b.ii Integrating Equitable Development or Livability Principles

This project is consistent with the HUD-DOT-EPA livability principles in the following ways: 1) It will *provide more transportation choices* by improving connections to the Railroad Square TOD and SMART Train and encourage multimodal transport in alignment with the transportation priority that has been identified for EPA Region 9. 2) It will *promote equitable, affordable housing* by facilitating the construction of housing and supporting services for this low income neighborhood. 3) It will *increase economic competitiveness* by making additional sites near downtown open to redevelopment. 4) It will *support existing communities* by making previously undevelopable sites available for commercial and residential development. 5) It will *leverage federal investment* by building upon projects funded by HUD. 6) It *values communities and neighborhoods* and brings together residents and business owners to engage in place-based collaborative redevelopment efforts.

4.c Economic and Community Benefits

4.c.i Economic or Other Benefits

The proposed project will help bring revived economic activity to the Sebastopol Road corridor, which is essential to the economic revitalization of the community. Redevelopment on previously contaminated sites will complement existing developments and generate business activity. The CDC expects that at least 10 to 15 acres within the proposed project area will be positioned for redevelopment as a result of the grant. This would include commercial retail space, government services, and affordable housing. Earlier examples such as Canada's National

Round Table on the Environment and the Economy (NRTEE) released in 2003 found that the effects of brownfield redevelopment had a total output multiplier of 3.8, meaning that an additional \$1 generated because of the brownfield project is likely to lead to \$3.80 in total investment. In 2008, the US Conference of Mayors reported statistics for job creation in 75 US cities: 71,313 redevelopment jobs and 115,649 post-development jobs for a total of 186,962 jobs had been generated on 1,309 brownfield sites across the US.

In addition to tax revenue, job creation, and funding leveraged, brownfields development has significant qualitative impacts for a community. Roseland residents need a mix of full service grocery stores, strong retail businesses, and larger businesses in the area instead of the proliferation of used car salesmen setting up shop in former residences on Sebastopol Road. The economic stimulus needed for the entire community can come from actual redevelopment of a number of properties along the Sebastopol Road commercial corridor for a higher and better economic return to the community. New open spaces will also stimulate redevelopment. Mixed-use zoning provides flexibility that attracts residential uses and local serving retail and services. The synergistic effects of mixed-use development allow residents and businesses to interact, stimulate commercial interaction, and are instrumental in reducing vehicular trips. This project will support walkability, mixed use, density and housing choices.

In alignment with the transportation priority identified for EPA Region 9, this project will support transit-oriented development related to the new SMART Train, by supporting the reuse of infill sites that were previously designated as brownfields, and contribute to sustainable community development in Roseland by helping to create jobs and affordable housing.

4.c.ii Job Creation Potential with Workforce Development Programs

The reclamation of contaminated properties in Roseland will create short-term remediation jobs, longer-term construction jobs, and permanent jobs tied to the end use of the property in a low-income community that needs them most. Moreover, because many brownfield conditions disproportionately impact low- and moderate-income neighborhoods and communities of color like Roseland, these jobs are being created where they are needed most. The CDC has partnered with Sonoma County Economic Development Board (EDB) Business Services Program and the Workforce Investment Board (WIB), to offer valuable free support services for local businesses in the Roseland area and across the county including workforce recruitment and retention, customized workforce trainings, subsidized hiring incentives, and specialized hiring events. The Community Action Partnership (partner) operates a YouthBuild job training program in the City of Santa Rosa, and an important goal of the proposed project would be to include youth from this program in the environmental remediation work at the brownfields sites, enabling them to learn key job skills related to environmental remediation. This would also enable YouthBuild participants to gain exposure to local environmental contractors, thereby increasing the likelihood that they would be employed in the field following completion of their training.

5 Programmatic Capability and Past Performance

5.a Programmatic Capability

5.a.i Programmatic Capability of the Agency

The CDC has served the County of Sonoma for more than 30 years, and during that period has overseen the expenditure of more than \$500 million for county projects. The Commission has a robust administrative infrastructure that will ensure timely expenditure of funds and adherence to all administrative and financial requirements. The Commission's highly qualified accounting team already tracks several one-time and ongoing grants utilizing multiple

transaction codes and Oracle's PeopleSoft program.

5.a.ii Expertise, Qualifications & Experience of Project Manager/Staff

CDC Deputy Director for Community Development, John Haig, will be the Project Manager for this Brownfields Grant. Mr. Haig has worked in the private sector and county government in the fields of facilities management and energy and sustainability for many years and has managed federal, state, and local funds for a variety of programs. Mr. Haig has administered professional services contracts with consulting firms similar to those that will be procured under this grant.

CDC Special Projects Director, James Leddy, will be instrumental in this project in overseeing the RFP process for contractors and managing contracts. Mr. Leddy has over 22 years public sector management experience including the areas of transportation, policy, and finance in both state and local government. Mr. Leddy is currently the Roseland Village Neighborhood Center's redevelopment project lead. Mr. Haig and Mr. Leddy have administered professional services contracts with consulting firms similar to those that will be procured under this grant.

In addition to these key staff, the CDC has the ability to enlist staff specialists in construction, labor standards, and environmental review as internal consultants, as necessary. The CDC also conducts Requests for Proposals when appropriate to solicit consultant services on a variety of projects in Roseland. The CDC complies with the required procurement standards when contracting for professional services.

5.b Audit Findings

An audit conducted for the year ending June 30, 2012 raised concerns about the division of labor and responsibilities between CDC employees and an outside accounting firm, related to the resignation of the Commission's Controller eight months prior. This audit identified deviations from HUD and REAC recommended accounting practices that required correction.

In response to these concerns, the CDC hired a Supervising Accountant to oversee and manage the accounting team, restoring a central and cohesive structure. The Commission also took additional measures to ensure that internal controls and accounting best practices were maintained. The following two audit reports in 2013 and 2014 contained no adverse findings and offer evidence that the financial position of the Commission is once again in good standing.

5.c Past Performance and Accomplishments

While the CDC has not previously received EPA funding, it does administer both federal and state funds to deliver program services to the low-to-moderate income communities in Sonoma County. As described below, the CDC possesses the resources, capability and desire to administer this EPA assessment grant such that it is invested in the most efficient and outcome-oriented manner in Roseland. Following is a description of five current federal grants that have been successfully administered by the CDC.

1) Flood Mitigation Program: FEMA; \$2,900,000; FY 2015-16. (Received since 1997.) The purpose of this program is to reduce or eliminate long-term risk of flood damage to structures insured under the National Flood Insurance Program. Over the course of the program, the CDC has received over \$19.5 million and has used these funds to successfully elevate 289 homes. None of these homes have experienced flooding since the rehabilitation was performed. Throughout the administration of this grant, the CDC has complied with all reporting and financial standards, including the Consolidated Annual Performance and Evaluation Report (CAPER), and quarterly reports for all open grants as required. Every CAPER submitted by the CDC has been to standard and accepted by HUD.

2) Community Development Block Grant: U.S. Department of Housing and Urban Development; \$1,646,115; FY 2015-16. (Received since 1982.) The Community Development

Block Grant (CDBG) serves to support either low-income households, access modification (ADA) projects benefiting the elderly or disabled, or area-wide benefit projects. In the FY 2013-2014, CDBG funds were used to support homeless prevention programs that provided case management, peer support group facilitation, security deposit move-in and one-time emergency assistance with rental payments, and to support victims of domestic violence with family advocacy. CDBG funds were also used to perform ADA improvements to increase accessibility in Cloverdale, Healdsburg, Rohnert Park, and Sebastopol and in facilities such as the Sonoma County Fairgrounds restrooms and Sonoma County Regional Parks. Grantee funds were used exclusively for the three national objectives and the grantee complied with the overall benefit certification. One hundred percent of the County's CDBG funding was used for activities that demonstrated compliance with income eligibility requirements. The CDC has complied with all reporting and financial requirements including HUD Federal Labor Standards Provisions, submission of the semi-annual Davis-Bacon report, Wage Decisions, and Payroll Reports.

3) Home Investment Partnerships Program (HOME): HUD; \$631,026; FY 2015-16. (Received since 1992.) In FY 2013-2014, Sonoma County used its HOME entitlement funds for new rental housing construction, and Community Housing Development Organization (CHDO) operating costs. Throughout the administration of this grant, the CDC has complied with all reporting and financial requirements, including 24 CFR 92.351 and submission to Minority Business Enterprise/Woman Business Enterprise (MBE/WBE) outreach, affirmative marketing and Section 3 Plans as applicable to their projects.

4) Emergency Shelter Grants: HUD; \$144,160; FY 2015-16. ESG funding is provided to an agency providing day center services, emergency shelter and transitional housing, and supportive services to homeless persons. This agency also works toward the broader goals of expanding affordable housing opportunities to those who have nowhere to live and assisting them in knowledge and skill acquisition to break the cycle of poverty and achieve independent living. The County has used ESG funds to support its Rapid Re-Housing program to homeless families – also fulfilling the conditions of ESG funding. Partially as a result of the original pilot funded with ESG, the Sonoma County Continuum of Care was able to report a 20% drop in the number of homeless families in 2013. The CDC has met the standards and submitted the necessary reports including the Consolidated Annual Performance and Evaluation Report and updated Financial Summary Reports (PR26) as required. Every CAPER that has been submitted by the CDC has been to standard and accepted by HUD.

5) California Home Program: California Department of Housing & Community Development; \$672,264; FY 2014-18. (Received since 2008.) State CalHome funds, amounting to over \$2 million, have been used locally to conduct housing rehabilitation projects, some of which were specific to elderly and disabled individuals. In the last year alone, the Countywide Rehabilitation Program completed rehabilitation on 19 housing units using CalHome funds in combination with CDBG. The CDC has fulfilled requirements and complied with all standards including the submission of a semi-annual report and compliance with Davis-Bacon standards for public works projects.

The CDC operates under its Accounting Procedures Manual and Sub-recipient Handbook for agencies that are awarded grant or loan funding. The CDC conducts a required annual A-133 Single Audit of Federal Expenditures, and has not received any audit findings in the most recent five-year period. The CDC also conducts annual sub-recipient monitoring of nonprofits that have received funding and prepares the annual HUD Action Plan and CAPER performance report.



Direct Dial No. 757-321-5499
Fax No. 757-321-5400
E-Mail: jdelk@dollartree.com

January 20, 2017

Via UPS Next Day: 707-565-7500

Sonoma County Community Development Commission
1440 Guerneville Road
Santa Rosa, CA 95403
Attention: Jim Leddy


**Re: Dollar Tree #2162
Roseland Shopping Center
Santa Rosa, CA**

Dear Mr. Leddy:

Enclosed are two (2) signed copies of the Fifth Amendment to Lease for the above referenced property. We do require one (1) original fully executed Agreement returned to us for our records.

If we can be of further assistance in this process, please do not hesitate to contact us.

Very truly yours,
DOLLAR TREE STORES, INC.


Julie Delk
Lease Administrator

ENCLOSURE

cc: File

RECEIVED

2017 JAN 23 AM 11 15

SONOMA COUNTY COMMUNITY
DEVELOPMENT COMMISSION

CORPORATE HEADQUARTERS

500 Volvo Parkway Chesapeake, Virginia 23320 Tel 757-321-5000 Fax 757-321-5292 www.dollartree.com

FIFTH AMENDMENT TO LEASE

THIS FIFTH AMENDMENT TO LEASE (this "Amendment") is executed as of _____, 2017 (the "Effective Date"), by and between SONOMA COUNTY COMMUNITY DEVELOPMENT COMMISSION, a California public body corporate and politic ("Lessor"), and DOLLAR TREE STORES, INC., a Virginia corporation ("Lessee").

RECITALS:

- A. Lessor and Lessee, each as successor in interest, are parties to that certain Lease dated July 12, 1974, covering certain leased premises located in the shopping center commonly known as Roseland Shopping Center, located in Santa Rosa, California (Dollar Tree Store No. 2162) (the "Premises").
- B. The Lease has been modified by that certain (i) Amendment No. 1 to Lease dated July 12, 1974, (ii) Amendment No. 2 to Lease dated August 23, 1974, (iii) Amendment to Lease No. 3 dated May 13, 1993, and (iv) Fourth Amendment to Lease dated May 12, 2015.
- C. The Lease and foregoing related documents are hereinafter referred to as the "Lease".
- D. The current term of the Lease expires May 31, 2017. Lessee desires to extend the Lease, and in connection with such extension, Lessor and Lessee have agreed to modify the Lease as set forth in this Amendment.

NOW THEREFORE, in consideration of the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lessor and Lessee agree as follows:

1. Term. Paragraph 1.3 of the Lease is hereby amended to provide that the term of the Lease shall be and is hereby extended for a period of one (1) year and two (2) months, commencing June 1, 2017 and expiring July 31, 2018 (the "Second Extension Term").

2. Minimum Rental. Paragraph 1.4 of the Lease is hereby amended to provide that minimum rental payable during the Second Extension Term shall be in monthly payments of Thirteen Thousand Seven Hundred Sixty-Two and 33/100 Dollars (\$13,762.33) each, in advance, on or before the tenth day of each calendar month during the Second Extension Term.

3. Mutual Termination Right. Either party may terminate the Lease during the Second Extension Term by providing six (6) months prior written notice, however, in no event shall Lessor have the right to (i) provide notice of termination prior to June 1, 2017, or (ii) terminate the Lease with an effective date occurring during the months of October, November, or December, and as such any notice given that would give rise to an effective date during said months shall automatically be deemed to be the January 31st following the giving of the termination notice. In the event either party exercises its termination right pursuant to the terms

(12)

set forth in this Paragraph, the Lease shall terminate six (6) months after receipt of the termination notice and upon termination, the provisions of the Lease applicable upon expiration of the Lease term shall apply.

4. Lessee's Duty to Surrender. Upon the termination of the Lease, Lessee shall surrender the Premises to Lessor pursuant to the terms set forth in Section 3.5(a) of the Lease.

5. Consent. Lessor does hereby covenant, warrant and represent to Lessee that Lessor is the fee simple owner and holder of the Premises, the Premises and Lessor's interest therein is free and clear of all assignments, liens, mortgages and encumbrances, and that Lessor has full authority to enter into this Amendment without the consent of any other party.

6. Defined Terms. All capitalized terms used in this Amendment, to the extent not otherwise expressly defined herein, shall have the same meanings ascribed to them in the Lease.

7. Counterparts. This Amendment may be executed in multiple counterparts which together shall constitute one and the same instrument. Signatures delivered by electronic transmission shall be accepted by either party and shall be deemed to have the same force and effect as an original signature.

8. Conflict. To the extent the terms of this Amendment conflict with the terms of the Lease, the terms of this Amendment shall control.

9. No Further Changes. Except as expressly modified by this Amendment, the Lease remains in full force and effect in accordance with its terms.

WITNESS THE FOLLOWING SIGNATURES AND SEALS:

LESSOR:
SONOMA COUNTY COMMUNITY
DEVELOPMENT COMMISSION
a California public body corporate and politic

LESSEE:
DOLLAR TREE STORES, INC.
a Virginia corporation

By: _____
Name: _____
Title: _____
Date: _____
FEIN: _____

By: Deborah E. Miller
Deborah E. Miller
Vice President, Assistant
General Counsel/Real Estate
Date: 1-20-17
FEIN: 54-1387365

*Roseland between
Brownfields*

...Brownfields 2002 Revolving Loan Fund Pilot Fact Sheet City of Santa Rosa, CA

EPA Brownfields Initiative

EPA's Brownfields Program empowers states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields. A brownfield site is real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. On January 11, 2002, President George W. Bush signed into law the Small Business Liability Relief and Brownfields Revitalization Act. Under the Brownfields Law, EPA provides financial assistance to eligible applicants through four competitive grant programs: assessment grants, revolving loan fund grants, cleanup grants, and job training grants. Additionally, funding support is provided to state and tribal response programs through a separate mechanism.

Pilot Snapshot

Date of Announcement: May 2002

Amount: \$1,000,000

Profile: Food/Wine Center in the Railroad Square District

Background

Santa Rosa's problems with toxic pollutants date back to the mid-1800s when the city became an important stop on the main rail line connecting San Francisco with Oregon and Washington. Over the intervening years, the railroad, lumber, and supporting industries located major industrial facilities in the city. Changes in these industries lead to disinvestment in many facilities located in the city. Santa Rosa now is home to numerous former industrial sites that are now abandoned or underused. The city's downtown and other neighborhoods affected by brownfields have deteriorated and suffer from economic distress. The median household incomes in the affected areas are less than half of the average median household income in the Bay Area. In addition, affected neighborhoods are home to a high proportion of minority residents, primarily Hispanic.

Potential contamination remains a major stumbling block to attracting private developers to numerous sites throughout the city. The city is working to clean up and redevelop brownfields in order to improve living conditions and control urban sprawl in the area. In cooperation with local businesses and community-based organizations, Santa Rosa has restored a number of abandoned and distressed properties to productive commercial, residential, and public uses.

Objectives

The city's goal is to clean up and reuse vacant and underused brownfields throughout the city, with a focus on designated Redevelopment Areas. Five such areas have been identified, including the Railroad Square district, the Gateway Redevelopment Area, and three Redevelopment Project Areas under the city's Redevelopment Agency. All five areas suffer from disinvestment and deterioration linked to actual or perceived contamination.

The BCRLF Pilot initially will focus on the proposed site for the Food/Wine Center in the historic Railroad Square District in downtown Santa Rosa. The seven-acre site currently is owned by Northwest Pacific Railroad and Union Pacific Railroad. The railroad companies have conducted extensive assessments of the site and plan to construct a passenger terminal for new passenger rail services. Both the city and railroads would like to expand the site's use to include mixed use development. The proposed Santa Rosa Food/Wine Center would house the Santa Rosa Junior College District's Culinary School and provide a year-round venue for selling fresh local farm produce.

Activities

Fund Structure and Operations

The City of Santa Rosa Office of Economic Development is the cooperative agreement recipient and will serve as the lead agency. The Santa Rosa Department of Housing and Redevelopment will serve as the site manager. Pilot fund manager responsibilities will be undertaken by SAFE/BIDCC, a state agency that manages lending programs for local governments throughout California's six North Coast counties. SAFE/BIDCO also is a certified nonprofit corporation.

The city will leverage loan funds to the maximum extent feasible. The city and Redevelopment Agency are donating a significant amount of staff resources to brownfields revitalization. Santa Rosa will provide in-kind contributions to the BCRLF Pilot. The city will continue to use the provisions of the state's Polanco Act to provide liability immunity to the Redevelopment Agency and require responsible parties to fulfill their cleanup obligations.

Contacts

For further information, including specific grant contacts, additional grant information, brownfield news and events, and publications and links, visit the [EPA Brownfields Web site](http://www.epa.gov/brownfields) (<http://www.epa.gov/brownfields>).

EPA Region 9 Brownfields Team
(415) 972-3091

[EPA Region 9 Brownfields Web site](http://www.epa.gov/region9/brownfields) (<http://www.epa.gov/region9/brownfields>)

Grant Recipient: City of Santa Rosa, CA

The information presented in this fact sheet comes from the grant proposal; EPA cannot attest to the accuracy of this information. The cooperative agreement for the grant has not yet been negotiated. Therefore, activities described in this fact sheet are subject to change.

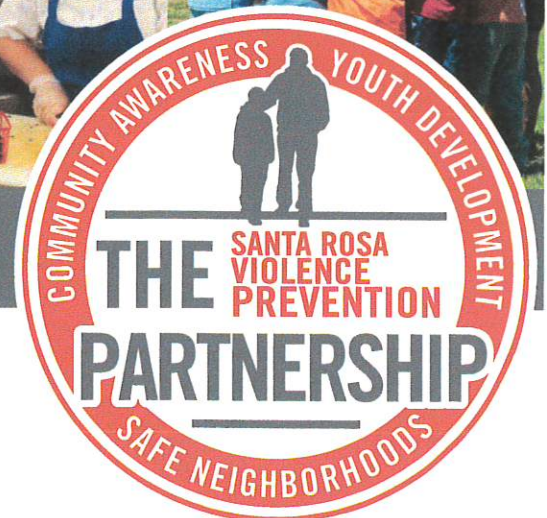
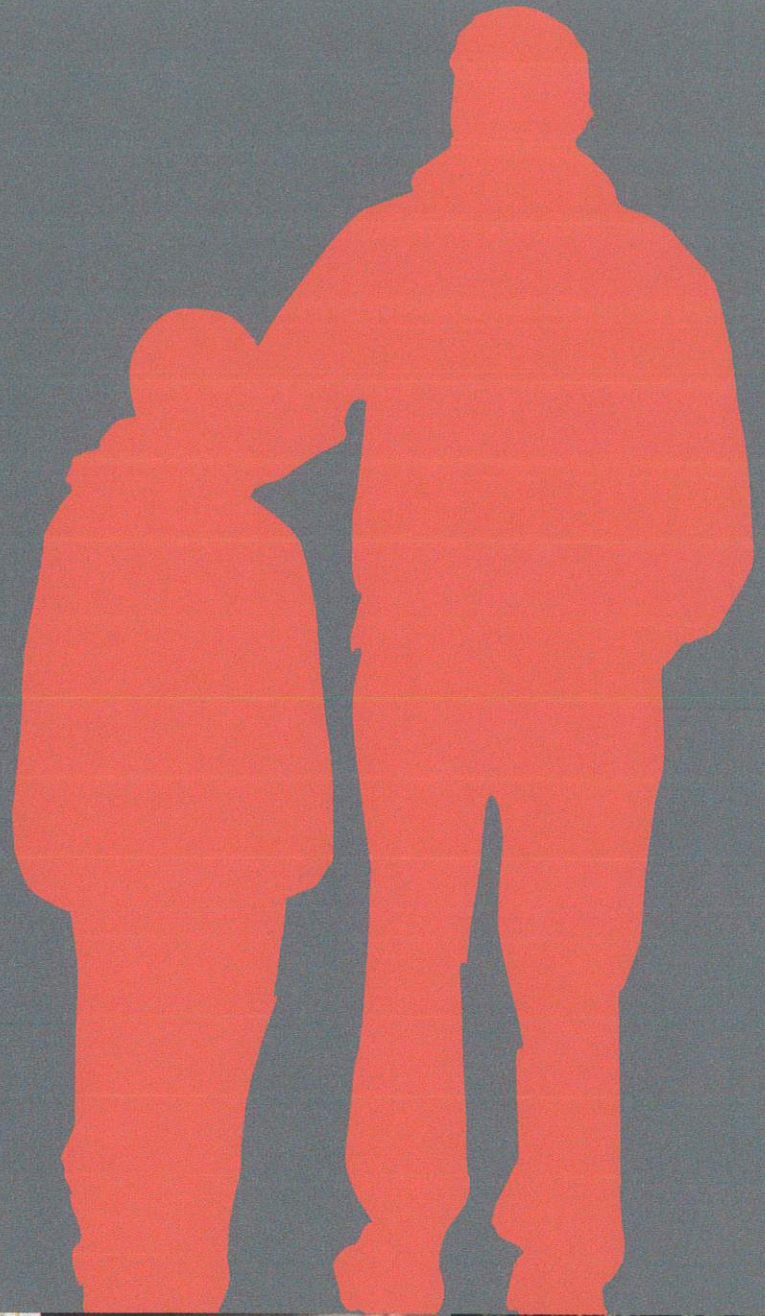
EPA 500-F-02-013
May 02
United States
Environmental
Protection Agency
Washington, D.C. 20460
Solid Waste
and Emergency
Response (5105T)

Quick Reference Fact She

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Please email comments on this website to: Brownfields-Web-Comments@epamail.epa.gov

COMMUNITY SAFETY SCORECARD CITY OF SANTA ROSA 2016



services mean that the daytime population is larger than the residential population. Also, law enforcement officials confirm that people are more likely to report crimes at the police station or at hospitals, inflating figures in zones that contain these facilities.

Economic Conditions

- Zones 2, 4, and 7 have better cost of living community scores compared to other zones, and Zones 3, 4, and 6 have higher percentages of homeownership.
- Zones 5 and 9 have the highest unemployment rates, while Zones 1, 5, 7, and 9 have the highest rates of families in poverty.

Family & Community Connectedness

- Zones 1, 5, and 7 had lower rates of residents with health insurance compared to other zones.
- Zones 1, 2, 8, and 9 have higher than the City's average of violence prevention resources compared to other zones. Agencies providing violence prevention resources tend to be located within Downtown (Zone 9) or along the Mendocino Avenue corridor (Zone 2), which may contribute to the higher rates of services available in these zones.
- Zones 3 and 7 had lower scores of active voters, with Zone 8 having the lowest score of 27.9% which is almost half of the City average of 47.3%.

School Conditions

- Zones 3, 7, and 8 have fewer licensed childcare seats per 100 children ages 0-5, yet have some of the highest rates of juveniles as noted in the demographics section.
- The school attendance and discipline rates scored less favorably for Zone 2, yet had the highest graduation rates and number of licensed childcare seats per child compared with other zones. Zone 2 has a higher density of child care providers and includes the Santa Rosa Junior College next door to Santa Rosa High School.

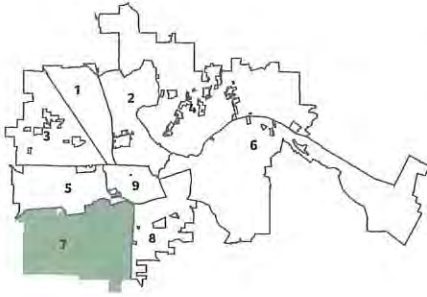
In addition to reviewing the data by zones, The Partnership did a comparative analysis of the Scorecard findings with *A Portrait of Sonoma County*, which identified Northwest, Southwest and Southeast Santa Rosa census tracts as large areas of concentrated disadvantage. Due to this, *A Portrait of Sonoma County* identified these areas as high priorities for intervention. The Scorecard found indicators in need of targeted investment to reduce violence in these same areas. Census tracts in zones with higher crime rates and high-need areas are listed within *Sonoma County Priority Places in A Portrait of Sonoma County*.

High-Need Areas

An analysis of the density of crime incidents finds pockets of crime in smaller neighborhoods and around specific locations of high public interest, such as the Downtown Transit Mall, shopping centers, and parks. High-need areas were identified, based on the density of youth-involved violent crime, in the areas of West Steele Lane, South Park, West 9th Street, Roseland, Corby/Hearn, and Downtown. Related factors, if not contributors to these high-need areas are also identified.

Communities at a Glance

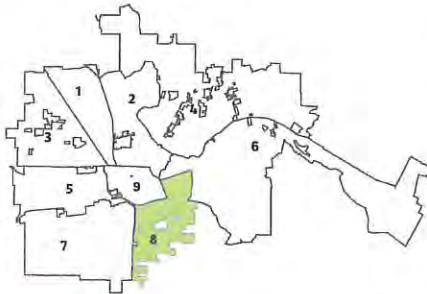
Zone 7



Age			Race/Ethnicity			
Juvenile	Adult	Senior	Latino/Hispanic	White	African American	Other
29.2%	65.1%	5.7%	46.3%	40.5%	2.2%	11.0%
Educational Attainment					Spanish Speakers, No Adult Speaks English	
Less than HS	HS	Some College	Bachelor's Degree	Graduate/Prof. Degree	5 to 17 Year Olds	18 Years and Over
30.3%	23.7%	31.5%	9.3%	5.1%	12.7%	13.6%

Zone 7 (Pop. 24,978) covers Bellevue, West Sebastopol, and Roseland neighborhoods. Among all zones, Zone 7 has the highest percentage of juveniles under age 18 (29.2%) and lowest percentage of seniors ages 65 (5.7%) and older. The zone is part of the Southwest Santa Rosa priority place identified in *A Portrait of Sonoma County*.

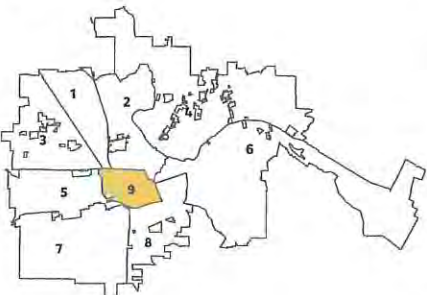
Zone 8



Age			Race/Ethnicity			
Juvenile	Adult	Senior	Latino/Hispanic	White	African American	Other
27.4%	65.1%	7.4%	48.9%	40.1%	2.5%	8.5%
Educational Attainment					Spanish Speakers, No Adult Speaks English	
Less than HS	HS	Some College	Bachelor's Degree	Graduate/Prof. Degree	5 to 17 Year Olds	18 Years and Over
24.6%	25.9%	32.8%	12.8%	3.9%	17.2%	12.8%

Zone 8 (Pop. 14,299) covers South Santa Rosa Avenue neighborhood. Estimates for the zone show low levels of educational attainment, including the lowest percentage of adults ages 25 and older earning a graduate or professional degree (16.7%). Notably, it has the second highest percentage of juveniles (29.2%) and Latinos (48.9%) among zones. This zone is part of the Southeast Santa Rosa priority place identified in *A Portrait of Sonoma County*.

Zone 9



Age			Race/Ethnicity			
Juvenile	Adult	Senior	Latino/Hispanic	White	African American	Other
18.3%	70.9%	10.8%	28.1%	65.2%	1.0%	5.7%
Educational Attainment					Spanish Speakers, No Adult Speaks English	
Less than HS	HS	Some College	Bachelor's Degree	Graduate/Prof. Degree	5 to 17 Year Olds	18 Years and Over
13.4%	23.0%	33.6%	17.7%	12.2%	6.6%	2.6%

Zone 9 (Pop. 7,113) covers Downtown Santa Rosa. The zone has the smallest resident population among all zones (only 7,113 people), but is likely to have the largest daytime population because of commerce and transit. Zone 9 is populated primarily with adults, which is typical of urban centers, and has the highest percentage of adults ages 18-64 living in a zone (70.9%). The zone is part of the Northwest Santa Rosa priority place identified in *A Portrait of Sonoma County*.

Population and age data from ESRI Population Estimates (2012); race/ethnicity, educational attainment, and Spanish language spoken at home by the ability to speak English from American Community Survey 5-Year Estimates (2008-2012).



School Conditions

Attendance

Elementary School Truancy Rate by Zone

School	Zone	District	Truancy Rate
Santa Rosa Charter School for the Arts	2	Santa Rosa Elementary	54.2%
Steele Lane Elementary	2	Santa Rosa Elementary	42.2%
Albert F. Biella Elementary	3	Santa Rosa Elementary	43.8%
Helen M. Lehman Elementary	3	Santa Rosa Elementary	25.1%
James Monroe Elementary	3	Santa Rosa Elementary	30.0%
Hidden Valley Elementary Satellite	4	Santa Rosa Elementary	31.6%
Proctor Terrace Elementary	4	Santa Rosa Elementary	32.1%
Abraham Lincoln Elementary	5	Santa Rosa Elementary	36.5%
J. X. Wilson Elementary	5	Wright Elementary	5.2%
Spring Creek Matanzas Charter	6	Rincon Valley Union Elementary	13.5%
Strawberry Elementary	6	Bennett Valley Union Elementary	10.6%
Village Elementary Charter	6	Rincon Valley Union Elementary	15.6%
Yulupa Elementary	6	Bennett Valley Union Elementary	13.9%
Meadow View Elementary	7	Bellevue Union Elementary	23.4%
Robert L. Stevens Elementary	7	Wright Elementary	17.8%
Roseland Charter	7	Roseland	12.1%
Roseland Creek Elementary	7	Roseland	10.7%
Roseland Elementary	7	Roseland	16.0%
Sheppard Elementary	7	Roseland	13.4%
Sonoma County Office of Education	7	Sonoma Co. Alternative Education Programs	62.4%
Brook Hill Elementary	8	Santa Rosa Elementary	40.2%
Kawana Elementary	8	Bellevue Union Elementary	9.2%
Santa Rosa French-American Charter	8	Santa Rosa City Schools	49.2%
Luther Burbank Elementary	9	Santa Rosa Elementary	36.8%
City of Santa Rosa Elementary Schools			20.6%
Sonoma County Elementary Schools			14.2%

Data Source: California Department of Education (CDE) (2012-2013). Note: Schools with a low number of events (less than 20 truant students in the school year) are not included in this list to protect students' privacy.

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School Conditions College Readiness

High School Graduates Completing A-G Courses and All Graduates in the Cohort

School	Zone	District	A-G Graduation Rate	Cohort* Graduation Rate
Lewis Opportunity	2	Santa Rosa High	N/A	N/A
Santa Rosa High	2	Santa Rosa High	35.5%	90.7%
Piner High	3	Santa Rosa High	8.8%	82.1%
Maria Carrillo High	4	Santa Rosa High	42.9%	87.9%
Montgomery High	6	Santa Rosa High	36.5%	89.1%
Elsie Allen High	7	Santa Rosa High	25.8%	81.4%
Roseland Charter	7	Roseland	64.9%	99.0%
Sonoma County Office of Education	7	Sonoma County Alternative Education Programs	0%	82.4%
Santa Rosa City			34.3%	83.1%
Sonoma County			30.4%	82.4%

Data from California Department of Education (2012-2013)

How college ready are graduating seniors in Santa Rosa?

- Four area high schools have a higher percentage of graduating students having met a-g requirements than Sonoma County overall (30%). Some high schools do not offer all a-g required courses and could explain the N/A and 0% figures for Lewis Opportunity and students in alternative education programs in the Sonoma County Office of Education, respectively. Statewide, 39.4% of California high school graduates completed the a-g coursework during the 2012-2013 school year, though fewer than one in five school districts offered a-g coursework to all students. Several large districts statewide have adopted the policy that all students must complete a-g coursework in order to graduate with the goal that all graduates are college and career ready.⁹
- With the exceptions of Pivot Online Charter, and Abraxis Charter, Santa Rosa High Schools reported high cohort graduation rates of 80% or better of students. The cohort graduation rate

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School Conditions

Discipline

Suspensions per 100 Enrolled Students

School	Zone	School District	Suspensions per 100 Enrolled Students
Lewis Opportunity*	2	Santa Rosa High	33.8
Santa Rosa High	2	Santa Rosa High	10.9
Steele Lane Elementary	2	Santa Rosa Elementary	5.7
Albert F. Biella Elementary	3	Santa Rosa Elementary	5.2
Helen M. Lehman Elementary	3	Santa Rosa Elementary	4.2
Piner High	3	Santa Rosa High	21.8
Maria Carrillo High	4	Santa Rosa High	6.1
Rincon Valley Middle	4	Rincon Valley Union	9.1
Herbert Slater Middle	6	Santa Rosa High	16.8
Montgomery High	6	Santa Rosa High	4.7
Spring Creek Matanzas Charter	6	Rincon Valley Union	6.8
Elsie Allen High	7	Santa Rosa High	3.8
Lawrence Cook Middle	7	Santa Rosa High	40.9
Roseland Creek Elementary	7	Roseland	10.5
Sonoma County Alternative Education Programs*	7	Sonoma County Office of Education	45.5
Kawana Elementary	8	Bellevue Union Elementary	5.8
Santa Rosa Middle	9	Santa Rosa High	6.8
Santa Rosa City			5.7
Sonoma County			10.9

Data Source: California Department of Education Expulsion and Suspension Data File⁴ (2012-2013)

*Educational options that are nontraditional schools or program alternatives.

Note: Schools with low number events (less than 20 suspensions in the school year) are not included in this list to protect students' privacy. Student enrollment indicates cumulative enrollment, not Census Day enrollment. Students are counted more than once if they were suspended or expelled multiple times for different incidents.

What does school discipline look like across Santa Rosa schools?

- According to the California Department of Education, schools in the city of Santa Rosa gave 5.7 suspensions per 100 enrolled students in the 2012-2013 school year, almost half the Sonoma County rate. Secondary schools generally issue more suspensions than elementary schools. In Santa Rosa, middle and high schools generally had higher rates of suspensions than elementary schools.

Endnotes

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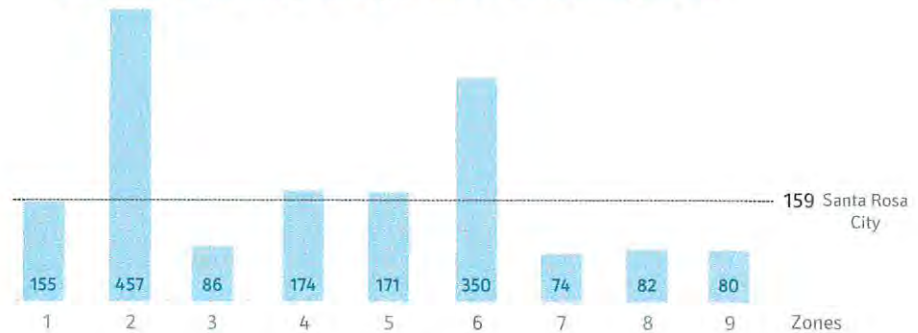


School Conditions

Early Childhood Education

Santa Rosa had 55 child care centers with a combined capacity of 2,332 seats in 2011, but 14,697 children ages 5 and under.

Licensed Child Care Seats per 1,000 Children Aged 0-5



Data Source: Child care data from Community Care Licensing Division (2011); Population data from Esri (2012).

Zones 2 and 6 had roughly twice as many seats per child as all other zones.

How accessible is quality child care in each community?

- Access to quality early childhood education was low across Santa Rosa, with enough seats to serve 15.9% of children ages zero to five in 2011. Figures for subsidized demand and availability were not available for the city of Santa Rosa, but countywide, 14% of subsidized demand was met in 2012.⁹
- There was great variability in access to child care across zones, with Zone 2, including parts of the Santa Rosa Junior College, Kaiser, and McDonald neighborhoods, having nearly six times the rate of seats as Zone 7, covering Roseland, Bellevue, and South Sebastopol Road neighborhoods. Zone 6 also had a relatively high capacity of seats, with enough to serve 35% of its children ages 0-5.

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Analysis

The Scorecard identifies and presents statistics for the root conditions of violence in the city as a whole and in nine Partnership zones. This section analyzes these statistics includes some strategy considerations that are discussed in more detail later in the report, and lists high-interest public places that have important influences on community conditions. Violence happens irrespective of administrative boundaries (like zones), however. Thus, the following analysis starts with a closer look at where youth-involved violent crime concentrates (in high need areas), and uses this information to strengthen the analysis.

The analysis was a collaborative effort undertaken by all partners involved in this research. Advancement Project created the initial analysis, which was reviewed and improved by City of Santa Rosa staff. The analysis then incorporated feedback from members of the Partnership Goals Team and Steering Committee. Finally, the Partnership Executive Team reviewed and contributed to the final analysis.

Youth-Involved Crime High Need Area Analysis

Mapping youth-violent crimes shows that the following areas, referred to here as high-need areas, have the highest densities of crime in Santa Rosa:

Corby/Hearn Ave Area

Downtown

Roseland Area

South Park Area

West Steele Area

West 9th Area

The map on page 67, uses the Kernel Density calculation method to measure the density of youth-involved violent crime incidents reported by the Santa Rosa Police Department and Sonoma County Sheriff's Office. The method calculates the frequency of incidents (in this case) in relation to their location and produces an output that can be visualized using divergent colors as we have here. The deep red areas have the highest relative concentrations of youth-involved violent crime and are identified as high need areas.

Youth-involved violent crime was selected for analysis because of its centrality in the Partnership's Strategic Plan. Analyses of all violent crime (not shown) produced strikingly similar results.

Note: This youth-involved violent crime high need area analysis in this report is not related to any local law enforcement agencies' hot spot policing practices.

High Need Areas in Southeast Santa Rosa

South Park Area High Need Area

The South Park area is geographically defined by Aston Avenue, Petaluma Hill Road, and Colgan Avenue. It has extremely low levels of voter participation in the 2012 election with 18% of adults voting (compared to 48% citywide). It has lower rates of crime overall as compared to other high-need areas. The area contains the second most violence prevention services among high need areas, so has resources it can leverage to increase safety.

SOUTHWEST SANTA ROSA

Zone 7.

Zone 7 has low-moderate rates of crime, family and community connectedness measures, along with school conditions such as early childhood education and discipline. Comprehensive violence reduction strategies should seek to reduce crime rates by building family and community connectedness and improving school conditions, through evidence-based practices and programs such as case management, restorative justice, early childhood education, and job readiness/ job placement. Other strategies may include enhancing voter participation and registration through engaging youth and adults on school campuses or creating neighborhood watch programs.

*High interest public places in zone: Higher density of apartment and shopping complexes, Southwest Community Park

High Need Areas in Southwest Santa Rosa

Corby/Hearn Ave High Need Area

The Corby/Hearn Ave Area centers on the intersections of Corby and Hearn Avenues, just west of the 101 in Southwest Santa Rosa. Though it has lower rates of crime overall compared to other high-need areas, the high need area has the second highest percentage of juveniles under 18 years of age (30.4% of the population) and arguably the lowest educational attainment among zones, with only 8.2 percent of residents ages 25 years and over earning a Bachelors', graduate, or professional degree. This area has the lowest family & community connectedness scores, and no reported licensed child care centers.

Roseland High Need Area

The Roseland area is geographically defined by Sebastopol Road and West Avenue. Two-thirds of residents are Latino (67.5%) and just more than one-quarter of the population is non-Hispanic White (27.9%). More than one in four residents don't have health insurance (72.4% of residents are insured). Even accounting for margins of error, the area had double the percentage of families living in poverty as compared to the city.

Crime and Safety Data

Our analysis used the city plus a portion of the county in a scorecard zone to develop the standard. This scorecard was fortunate to include timely assistance and data from the Santa Rosa Police and Sonoma County Sheriff's Departments.

Geographies

Creating zones based on crime patterns and The Partnership input mean that figures for

those relate to law enforcement and local understanding of them. As seen in the appendix, data constructed for the zones by Census Tract or other geographies should be viewed in the context of how those geographies fit with the zone. Many zone figures will include some small area not included in the zone and exclude small areas within it (see table of Census Tracts for The Partnership Zones below). Zone figures also predominately rely on people living in each zone, though some with different needs will work or travel through it on a daily basis.

III. Census Geographies in Partnership Zones

Zone	Census Tract	Portrait of Sonoma Tract Name
1	06097152801	Schaefer
	06097152802	Bicentennial Park
2	06097152100	West Junior College
	06097152201	Northern Junior College
	06097152203	Southern Junior College
3	06097152903	Comstock
	06097152904	Piner
	06097152905	Pioneer Park
	06097152906	Fulton
	06097153001	Coddingtown
	06097153005	Joe Rodota
	06097153006	Olivet Road
4	06097152202	Brush Creek
	06097152300	Rural Cemetary
	06097152400	Fountain Grove
	06097152501	Middle Rincon South
	06097152502	Middle Rincon North
	06097152600	Skyhawk

Zone	Census Tract	Portrait of Sonoma Tract Name
5	06097153002	West End
	06097153003	Railroad Square
	06097153104	Roseland
6	06097151502	West Bennett Valley
	06097151503	East Bennett Valley
	06097151504	Central Bennett Valley
	06097151601	North Oakmont/Hood Mountain
	06097151602	Annadel/South Oakmont
	06097151700	Spring Lake
7	06097151800	Montgomery Village
	06097153102	Sheppard
	06097153103	Roseland Creek
	06097153200	Bellevue
8	06097153300	Wright
	06097151401	Kawana Springs
9	06097151402	Taylor Mountain
	06097151900	Burbank Gardens
	06097152000	Downtown Santa Rosa

IV. Schools in Partnership Zones

Zone	School	District
7	Meadow View Elementary	Bellevue Union Elementary
	Roseland Charter	Roseland
	Roseland Creek Elementary	Roseland
	Roseland Elementary	Roseland
	Sheppard Elementary	Roseland
	Elsie Allen High	Santa Rosa High
	Lawrence Cook Middle	Santa Rosa High
	Robert L. Stevens Elementary	Wright Elementary
Sonoma County Office of Education	Sonoma County Alternative Education Programs	
8	Kawana Elementary	Bellevue Union Elementary
	Pivot Online Charter - North Bay	Oak Grove Union Elementary
	Brook Hill Elementary	Santa Rosa Elementary
	Santa Rosa French-American Charter (SRFACS)	Santa Rosa Elementary
9	Kid Street Learning Center Charter	Santa Rosa Elementary
	Luther Burbank Elementary	Santa Rosa Elementary
	Santa Rosa Middle	Santa Rosa High

VI. High Need Area Data Table

Demographics (%)							
High Need Area	Juvenile	Adult	Senior	Latino/Hispanic	White	African American	All Other
West Steele Area	26.4	64.5	9.0	46.5	37.6	4.6	11.4
West 9th Area	26.1	66.0	7.8	46.0	40.5	3.5	10.0
Downtown	17.2	70.5	12.3	28.1	65.2	1.0	5.7
South Park Area	28.4	64.7	6.9	48.9	40.1	2.5	8.5
Roseland Area	30.7	63.7	5.5	67.5	27.9	0.4	4.2
Corby/Hearn Area	30.0	63.2	6.7	56.4	34.1	1.6	7.9

Educational Attainment (%)						Spanish Speakers, No Adult English (%)	
High Need Area	Less than HS	HS Diploma	Some College	Bachelor's Degree	Graduate/ Prof. Degree	Ages 5 to 17	Age 18 and Over
West Steele Area	26.6	25.1	32.1	11.8	4.4	11.7	5.3
West 9th Area	28.8	28.1	29.7	8.7	4.7	22.8	19.7
Downtown	13.4	23.0	33.6	17.7	12.2	6.6	2.6
South Park Area	24.6	25.9	32.8	12.8	3.9	17.2	12.8
Roseland Area	44.0	26.0	19.0	6.8	4.2	17.9	18.3
Corby/Hearn Area	41.8	25.0	25.0	4.6	3.6	13.0	16.1

Crime & Safety					
High Need Area	Arrest Rate	Child Abuse Rate	Gang-Related Crime Rate	Narcotics-Related Crime Rate	Youth-Involved Violent Crime Rate
West Steele Area	67.0	5.8	5.7	5.3	14.9
West 9th Area	91.2	5.6	7.2	6.7	13.4
Downtown	403.1	24.7	18.0	28.0	64.7
South Park Area	51.4	2.7	4.8	5.4	9.7
Roseland Area	66.2	5.6	4.7	3.8	10.7
Corby/Hearn Area	16.2	2.3	2.1	1.9	2.9

Economic Conditions				
High Need Area	Rent Burden Rate (%)	Unemployment Rate (%)	Homeownership Rate (%)	Families in Poverty (%)
West Steele Area	58.0	11.0	29.4	18.1
West 9th Area	59.4	15.5	51.7	11.2
Downtown	59.4	15.3	27.2	12.8
South Park Area	57.6	10.1	46.6	13.3
Roseland Area	47.4	12.8	41.5	16.3
Corby/Hearn Area	57.8	12.5	38.8	15.3

Family and Community Connectedness					School Conditions
High Need Area	Insured (%)	Voter Participation (%)	Domestic Violence Rate	Violence Prevention Services Rate	Child Care Availability Rate
West Steele Area	76.2	34.9	4.3	14.2	230.8
West 9th Area	76.6	39.4	5.3	23.8	219.3
Downtown	81.2	46.8	8.7	44.4	51.4
South Park Area	81.0	32.2	4.0	42.7	68.5
Roseland Area	72.4	29.0	5.0	26.4	179.8
Corby/Hearn Area	74.1	23.7	4.0	40.4	0

VI. Census Geographies in High Need Areas

Area	Census Tract	Portrait of Sonoma Tract Name
West Steele Area	06097153001	Coddington
	06097152903	Comstock
	06097152802	Bicentennial Park
West 9th Area	06097153003	Railroad Square
	06097153002	West End
Downtown	06097152000	Downtown Area
	06097151900	Downtown Area
South Park Area	06097151402	Taylor Mountain
	06097151401	Kawana Springs
Roseland Area	06097153104	Roseland
	06097153103	Roseland Creek
Corby/Hearn Ave Area	06097153102	Sheppard

A PORTRAIT OF **SONOMA COUNTY**

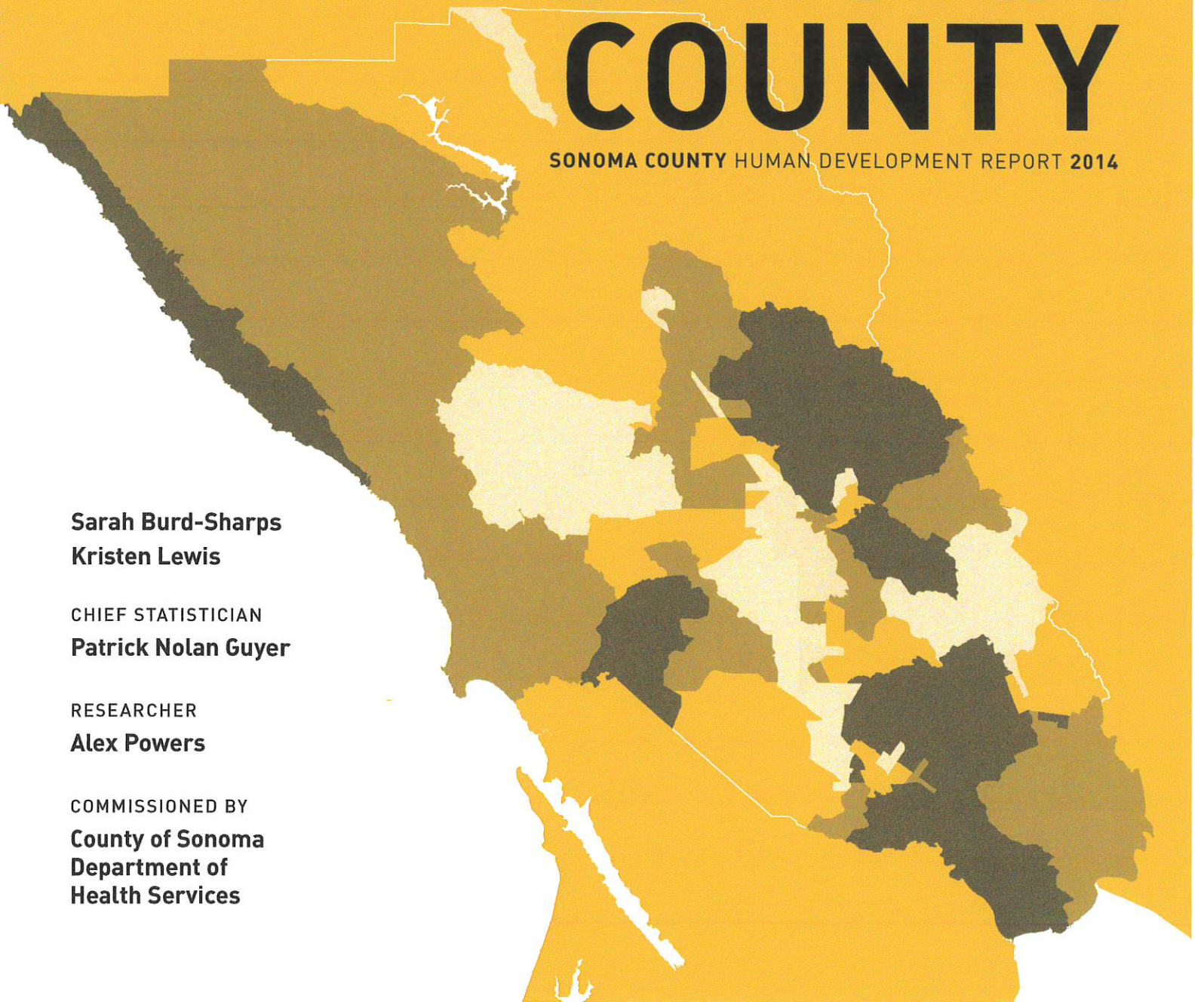
SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

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COMMISSIONED BY
County of Sonoma
Department of
Health Services



Measure of America, a project of the Social Science Research Council, provides easy-to-use yet methodologically sound tools for understanding well-being and opportunity in America and seeks to foster greater awareness of our shared challenges and more support for people-centered policies.

Key Findings

A Portrait of Sonoma County is an in-depth look at how residents of Sonoma County are faring in three fundamental areas of life: **health**, **access to knowledge**, and **living standards**. While these metrics do not measure the county's breathtaking vistas, the rich diversity of its population, or the vibrant web of community organizations engaged in making it a better place, they capture outcomes in areas essential to well-being and opportunity. This report examines disparities within the county among neighborhoods and along the lines of race, ethnicity, and gender. It makes the case that population-based approaches, the mainstay of public health, offer great promise for longer, healthier, and more rewarding lives for everyone and that place-based approaches offer a way to address the multiple and often interlocking disadvantages faced by families who are falling behind. Only by building the capabilities of all residents to seize opportunities and live to their full potential will Sonoma County thrive.

The Sonoma County Department of Health Services (DHS) commissioned Measure of America to prepare this report to provide a holistic framework for understanding and addressing complex issues facing its constituency. It will inform the work of the Department's Health Action initiative. Unlike many other health initiatives, Health Action aims to move beyond a narrowly defined focus on sickness and medical care to take into account a wide range of vital determinants of well-being and health, such as economic opportunities; living and working conditions in homes, schools, and workplaces; community inclusion; and levels of stigma and isolation. DHS has sought to engage a broad spectrum of stakeholders and pinpoint root causes of health disparities, all in the service of Health Action's goal: to make Sonoma the healthiest county in California.

The hallmark of this work is the American Human Development Index, a supplement to Gross Domestic Product and other money metrics that tells the story of how ordinary Americans are faring. The American Human Development Index uses official government data in health, education, and income and allows for well-being rankings of states, congressional districts, counties, census tracts, women and men, and racial and ethnic groups. The Index can empower communities with a tool to identify priorities and track progress over time.

How Does Sonoma County Fare on the American Human Development Index?

The American Human Development Index combines fundamental well-being indicators into a single score expressed as a number between 0 and 10. It is based on the Human Development Index of the United Nations, the global gold standard for measuring the well-being of large population groups. This report is Measure of America's second exploration of well-being within a single county; *A Portrait of Marin* was published in 2012. Both county reports build upon a 2011 study of the state as a whole, *A Portrait of California*.

KEY FINDINGS: AMERICAN HUMAN DEVELOPMENT INDEX

- The most extreme disparities in basic health, education, and earnings outcomes are often found within small geographical areas. Of the county's ninety-nine census tracts, top-ranking East Bennett Valley, with an index value of 8.47, is only five miles away from bottom-ranking Roseland Creek, with an index value of 2.79. The former has a Human Development Index value above that of top-ranked state Connecticut, while the well-being outcomes of the latter are well below those of Mississippi, the lowest-ranked state on the American Human Development Index.
- The ranking of well-being levels by race and ethnicity in Sonoma County follows that of California, with Asian Americans at the top, followed by whites, African Americans, and Latinos. But the gap in human development between the highest- and lowest-ranked racial and ethnic groups is smaller in Sonoma County than it is in California and nationally.
- Sonoma County's females edge out males in human development. They outlive males by just over four years, adult women are slightly more likely to have completed high school and college, and girls' school enrollment is higher than boys'. Yet women's median earnings lag behind men's by \$8,628 per year.

KEY FINDINGS: HEALTH

- Sonoma County residents have an average life expectancy of 81.0—two years longer than the national average of 79.0 but just under California's life expectancy of 81.2.
- An entire decade separates the life expectancies in the top and bottom census tracts.

The most extreme disparities in basic health, education, and earnings outcomes are often found within small geographical areas.

An entire decade separates the life expectancies in the top and bottom census tracts.

- The top five tracts are Central Bennett Valley (85.7 years), Sea Ranch/Timber Cove and Jenner/Cazadero (both 84.8 years), Annadel/South Oakmont and North Oakmont/Hood Mountain (both 84.3 years), and West Sebastopol/Graton (84.1 years). The bottom five are Bicentennial Park (77.0 years), Sheppard (76.6 years), Burbank Gardens (76.0 years), Downtown Santa Rosa (75.5 years), and Kenwood/Glen Ellen (75.2 years).
- Analysis of Sonoma County's ninety-nine tracts shows a clear positive correlation between life expectancy and education: people in neighborhoods with higher educational attainment and enrollment have longer lives.
- Asian Americans in Sonoma County live the longest compared to other major racial and ethnic groups (86.2 years), followed by Latinos (85.3 years), whites (80.5 years), and African Americans (77.7 years).

KEY FINDINGS: EDUCATION

- Variation in educational outcomes by census tract in Sonoma County is significant and meaningful. The range in the percentage of adult residents with less than a high school diploma is huge, going from a low of 0.4 percent in North Oakmont/Hood Mountain to a high of 46.1 percent in Roseland Creek. The range in school enrollment is likewise vast, from 53.8 percent in Forestville to 100 percent in Central East Windsor.
- In Sonoma County, as in most metro areas and states as well as nationally, educational attainment follows a similar pattern: Asian Americans have the highest score, followed by whites, African Americans, and Latinos. The Education Index is measured by combining the highest degree attained by adults 25 and older and school enrollment of all kids and young adults ages 3 to 24.
- The Census Bureau-defined category "Asian" encompasses U.S.-born citizens who trace their heritage to a wide range of Asian countries, as well as Asian immigrants. The high level of average attainment for this broad group obscures the education struggles of some. While 59.7 percent of Asian Indians in Sonoma County have at least a bachelor's degree, only 17.5 percent of Vietnamese residents do.

KEY FINDINGS: EARNINGS

- Median earnings, the main gauge of material living standards in this report, are \$30,214 annually in Sonoma County, which is roughly on par with earnings in California and the country as a whole.

Of the three indicators analyzed in this report—unemployment, child poverty, and housing burden—Sonoma falls near the middle of the pack compared to its peer counties in California.

- Significant disparities in earnings separate census tracts within Sonoma County; annual earnings range from \$14,946 in Rohnert Park B/C/R Section, which is below the federal poverty line for a two-person household, to \$68,967 in East Bennett Valley, more than double the county median.
- In Sonoma County, whites earn the most money, \$36,647 annually, followed by Asian Americans (\$32,495), African Americans (\$31,213), and Latinos (\$21,695). This is found in California as a whole as well, although Asian Americans are the top-earning group in the country overall.
- Men in Sonoma County earn about \$8,500 more than women. This wage gap is similar to the gap between men and women at the state level, although it is around \$1,000 smaller than at the national level.
- Level of education is the single biggest predictor of earnings for racial and ethnic groups and for census tracts in Sonoma County.

Conclusion—Pledge of Support

Sonoma County is rich in organizations dedicated to improving life for its residents, particularly those who face high barriers to living freely chosen lives of value and opportunity. Working together, these public and private organizations can make a real difference. Thus, this report not only ends with an Agenda for Action—a set of recommendations in health, education, and income that scholarly research and well-documented experience have shown will be essential to boosting Index scores—but also a Pledge of Support from these community actors.

Over sixty organizations and elected officials have committed thus far to using *A Portrait of Sonoma County* to better understand gaps in opportunities and to partner with community organizations and agencies to identify the strengths and assets on which to build a comprehensive and inclusive response to the report. This list will grow as the report is released, understood, and shared across the county, and communities will play a critical role in owning the data and creating solutions moving forward. Those who have signed the Pledge of Support aim to leverage resources, empower communities, share best practices, and strategically focus their efforts in order to creatively contribute to a new and innovative discussion of health equity in Sonoma County. Recognizing that only by working together as equal partners with a shared vision and common agenda, these groups and individuals hope to achieve their long-term goal of making Sonoma County the healthiest county in the state for all residents to work, live, and play.

Over sixty organizations and elected officials have committed thus far to using *A Portrait of Sonoma County* to better understand gaps in opportunities and to build a comprehensive and inclusive response to the report.

TABLE 1 Human Development in Sonoma County by Census Tract

	HOUSING INVENTORY	LIFE EXPECTANCY AT BIRTH (years)	LESS THAN HIGH SCHOOL (%)	AT LEAST BACHELOR'S DEGREE (%)	GRADUATE OR PROFESSIONAL DEGREE (%)	SCHOOL ENROLLMENT (%)	MEDIAN EARNINGS (\$1,000)
California	5.39	81.2	18.5	30.9	11.3	78.5	30,502
Sonoma County	5.42	81.0	13.1	31.8	11.7	77.9	30,214
51 Middle Rincon South	5.61	80.3	7.3	28.7	10.3	85.4	30,568
52 Miwok	5.59	80.9	16.7	26.2	5.1	82.1	34,119
53 Spring Lake	5.59	81.4	11.6	33.3	14.1	75.5	31,683
54 La Tercera	5.58	78.8	16.4	25.9	4.7	86.9	36,216
55 West Sebastopol/Graton	5.58	84.1	14.4	45.1	16.1	61.2	30,518
56 Two Rock	5.55	82.4	9.6	32.3	12.0	72.2	30,949
57 Boyes Hot Springs/Fetters Springs/Agua Caliente East	5.55	81.8	14.2	40.4	17.3	72.6	30,164
58 Dry Creek	5.55	81.9	11.5	45.0	20.5	67.0	30,375
59 Rohnert Park SSU/J Section	5.50	80.4	13.5	33.2	9.6	80.5	31,638
60 Old Healdsburg	5.43	82.4	8.3	37.0	15.6	66.2	29,912
61 Schaefer	5.39	78.2	13.3	22.8	5.8	75.1	40,322
62 Guerneville/Rio Nido	5.29	80.1	11.1	32.4	15.6	65.1	34,547
63 West Cotati/Penngrrove	5.25	80.6	16.3	26.1	7.6	77.3	31,499
64 Northern Junior College Neighborhood	5.25	80.0	5.3	33.0	9.2	70.3	31,860
65 Rohnert Park D/E/S Section	5.21	81.4	12.6	21.2	7.9	83.4	27,294
66 Pioneer Park	5.20	81.2	15.0	19.1	5.4	71.1	34,083
67 Russian River Valley	5.19	79.9	8.2	37.1	16.5	68.1	30,431
68 Brush Creek	5.15	79.5	15.1	32.2	10.8	74.7	31,334
69 Cinnabar/West Rural Petaluma	5.10	78.9	9.5	32.3	9.8	67.5	34,010
70 Central Rohnert Park	4.96	78.0	10.8	28.4	7.0	71.8	33,509
71 Kenwood/Glen Ellen	4.95	75.2	11.9	36.8	12.8	62.5	41,137
72 Wright	4.91	79.4	21.5	20.8	6.4	76.1	32,046
73 Central Windsor	4.86	79.6	17.2	22.4	8.5	73.2	30,436
74 Middle Rincon North	4.83	77.1	8.1	28.0	9.7	72.7	31,947
75 Olivet Road	4.82	80.5	12.3	22.0	7.4	78.2	26,118
76 Bellevue	4.66	81.0	25.4	13.0	4.6	78.5	27,511
77 Monte Rio	4.64	79.9	5.8	28.0	14.0	67.9	25,553
78 Lucchesi/McDowell	4.60	78.5	17.7	24.2	7.9	79.8	26,597
79 Forestville	4.57	79.7	7.2	35.0	15.6	53.8	26,561
80 Downtown Cotati	4.31	77.8	14.3	24.7	9.2	70.1	27,108
81 Kawana Springs	4.20	80.9	26.8	22.1	5.4	78.6	21,510
82 Central Healdsburg	4.14	79.3	22.7	23.0	9.3	67.1	25,463
83 Railroad Square	4.12	79.7	21.7	14.0	5.9	78.0	22,908
84 Downtown Rohnert Park	4.09	79.5	10.0	18.6	3.9	60.1	26,630
85 Coddington	4.08	78.9	21.4	16.5	4.7	75.6	24,114
86 Burbank Gardens	4.03	76.0	16.1	29.8	14.8	79.0	22,421
87 Rohnert Park B/C/R Section	3.97	80.4	10.0	28.7	8.3	85.9	14,946
88 Comstock	3.90	78.0	33.0	8.4	3.2	81.2	25,000
89 Taylor Mountain	3.90	77.1	23.2	13.1	2.9	71.3	27,688
90 Downtown Santa Rosa	3.89	75.5	8.4	30.1	7.4	75.2	22,628
91 East Cloverdale	3.79	80.1	30.3	12.4	2.9	63.5	25,721
92 Rohnert Park A Section	3.75	77.9	22.0	14.2	3.7	76.4	22,522
93 Bicentennial Park	3.73	77.0	26.6	21.5	5.0	71.2	24,760
94 West End	3.51	78.7	35.7	12.9	3.6	73.2	22,294
95 West Junior College	3.44	79.3	17.1	22.7	7.0	65.3	18,919
96 Fetters Springs/Agua Caliente West	3.41	81.8	45.4	17.1	5.8	67.8	19,444
97 Sheppard	2.98	76.6	41.8	8.2	3.6	71.7	22,068
98 Roseland	2.95	77.1	40.8	14.4	4.1	65.4	21,883
99 Roseland Creek	2.79	77.1	46.1	8.6	4.3	66.2	21,699

Human Development
measures lowest on
the chart

Sources: Measure of America analysis of data from the California Department of Public Health, Death Statistical Master File, 2005-2011, and U.S. Census Bureau, American Community Survey, 2012 and 2008-2012.

VARIATION BY GEOGRAPHY: CENSUS TRACTS

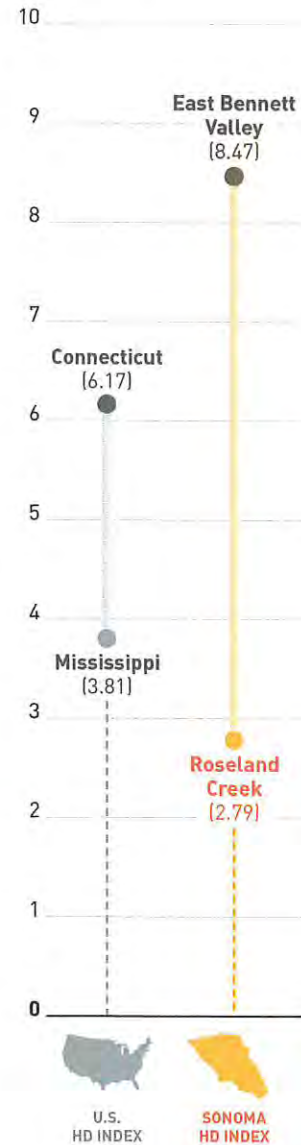
A look at the Sonoma County human development map does not reveal any particular geographical pattern to well-being outcomes (see **MAP 1**). High human development areas are found in the north as well as the south and in cities as well as rural areas. What is clear, however, as is true across America, is that the most extreme disparities in basic social and economic outcomes are often found within small geographical areas.

At the top of the Sonoma County well-being scale are three census tracts in and around the city of Santa Rosa: East Bennett Valley, Fountain Grove, and Skyhawk. Three Santa Rosa neighborhoods are also at the bottom: Sheppard, Roseland, and Roseland Creek (see **SIDEBAR**). Top-ranking East Bennett Valley, with an index value of 8.47, is five miles east of bottom-ranking Roseland Creek, with an index value of 2.79. The former has a Human Development Index value above that of top-ranked-state Connecticut, while the well-being outcomes of the latter are well below those of Mississippi, the lowest-ranked state on the American HD Index.

In **East Bennett Valley**, a baby born today can expect to live 82 years. Virtually every adult living in this tract has completed high school, and nearly three in five have at least a bachelor’s degree. Median personal earnings (\$68,967) are more than double those of the typical Sonoma County worker. East Bennett Valley is 90 percent white, 5 percent Latino, 3 percent Asian, and less than 1 percent African American.

In contrast, life expectancy at birth in **Roseland Creek** is only 77.1 years, and educational outcomes are alarmingly low, with nearly half (46 percent) of adults today lacking the barebones minimum of a high school diploma. The typical worker in Roseland Creek earns \$21,699, about the same as the earnings of an American worker in the late 1960s (in inflation-adjusted dollars). Roseland Creek is 60 percent Latino, 30 percent white, 5 percent Asian American, and 2 percent African American.

Sonoma County vs. United States



Sources: Lewis and Burd-Sharps (2013) and Measure of America analysis of data from the California Department of Public Health 2005–2011, and US Census Bureau, American Community Survey, 2012, 5-year estimates.

Bolstering the ability of existing organizations to take a lead role in the development of priorities for place-based initiatives, or supporting the creation of new mechanisms, is a critical first step.

Although each community will identify a set of issues that call for intervention based on people's most pressing concerns, the analysis done for this report suggests that making real progress toward higher levels of well-being and expanded opportunity requires taking the actions outlined below. This list can serve as a launching point for community-led identification of priorities.

BOX 8 Sonoma County Priority Places

Southwest and Southeast Santa Rosa

Three census tracts in Southwest Santa Rosa, adjacent to one another in the area bounded by Highway 12 and Route 101, have the county's lowest human development levels. Index scores in Roseland Creek, Roseland, and Sheppard, which range from 2.79 to 2.98, are similar to those that prevailed in the country as a whole in the late 1970s. The struggles here are many: life expectancies are among the county's lowest (around 77 years); four in ten adults lack high school diplomas; school enrollment rates are well below the county average; and earnings are roughly \$22,000 per year—the median wage that prevailed in the United States in the late 1960s. Six in ten housing units are rented, and the average size of households living in rental housing is among the county's highest, suggesting overcrowded living conditions. Just across Route 101 lie two Southeast Santa Rosa tracts, Kawana Springs and Taylor Mountain, which rank eighty-first and eighty-ninth, respectively, on the index among the ninety-nine Sonoma County census tracts. Their low scores place Southeast Santa Rosa at high priority for intervention.

Northwest Santa Rosa

The scores of the eight tracts to the north of Highway 12 that straddle Route 101 in Santa Rosa range from 3.50 to a bit over 4.00, which are typical of the country in the early 1990s. The neighborhoods of West End, Bicentennial Park, Downtown Santa Rosa, Comstock, Burbank Gardens, West Junior College, Coddington, and Railroad Square, all of which are among the twenty lowest-scoring tracts, together represent a large area of concentrated disadvantage.

The Springs

The Springs in Sonoma Valley (Fetters Springs/Agua Caliente West) has the lowest score outside Southwest Santa Rosa. This comparatively compact area lies amid census tracts with much higher scores. Although life expectancy in this community is higher than the county average, 45 percent of its adults lack high school diplomas and its median personal earnings are third from last among Sonoma's ninety-nine tracts. The relatively small population (just over 5,000); the fact that this community is not adjacent to other high-poverty, low-human-development areas; and the strong positive community role played by the area's schools (see **BOX 4**) give a place-based approach to the area a high likelihood of success.

East Cloverdale

East Cloverdale ranks ninety-first among the ninety-nine Sonoma County census tracts. This north Sonoma tract struggles in particular with education. Three in ten adults lack high school diplomas, and just 12 percent hold bachelor's degrees (compared to 31.8 percent for Sonoma County as a whole). School enrollment, at 63.5 percent, is in the bottom five for the county, and the rate for on-time graduation from high school in the Cloverdale Unified school district is fewer than three in four students (71.2 percent)—the lowest in the county. The situation with boys is particularly worrisome; less than two-thirds (63.1 percent) graduate high school in four years.