

**From:** [Jesús Guzmán](#)  
**To:** [City Council Public Comments](#)  
**Cc:** [Luke Lindenbusch](#); [Jen Klose](#); [Melissa Gomez](#); [stephanie@generationhousing.org](mailto:stephanie@generationhousing.org)  
**Subject:** [EXTERNAL] Public Comment on Agenda Item 3.1 | Dec 8, 2020 Council Meeting  
**Date:** Friday, December 4, 2020 3:14:45 PM  
**Attachments:** [Petition\\_report\\_213828\\_20201204\\_2150.csv](#)  
[2020\\_1204\\_Gen\\_H\\_Agenda\\_Item\\_3.1\\_FINAL.pdf](#)

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Hello,

Please receive this public comment for agenda item 3.1 for the December 8<sup>th</sup> Santa Rosa City Council meeting. The comment includes a letter and an addendum petition.

Thank you.

Kindly,  
Jesús

Jesús Guzmán, MPP (he/él)  
Policy and Advocacy Director  
[Generation Housing](#)  
420 E Street, Suite 105 | Santa Rosa, CA 95404  
*Southern Pomo, Wappo, and Coast Miwok lands*  
707-900-GENH [4364] v | 707-570-8768 f





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Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

4 December 2020  
Santa Rosa City Council

**Via Email**

**RE: Public Comment on Agenda Item 3.1, December 8, 2020**

Dear Esteemed Members of the Santa Rosa City Council,

We, the undersigned, respectfully yet strongly recommend that you seize a once in a generation opportunity to accelerate the pace of housing production across the affordability spectrum by allocating a portion of PG&E settlement funds to fully seed the Renewal Enterprise District's (RED) Housing Fund and match the County of Sonoma's recent allocation to the RED.

The pandemic has laid bare that housing is inextricably linked with education, with the local economy, and our community's well-being. **Housing is Health.**

As you triage resources to address the order and magnitude of our community's most critical needs, we urge you to keep housing top of mind. We also urge that this year's priorities, consistent with your priorities over the last several years, emphasize investment in infill and affordable housing, specifically as decisions are made regarding the award of PG&E settlement dollars, reported at \$95 Million for the City and \$149 Million for the County, with a combined total exceeding \$240 Million.

The City's housing priorities have been consistent with the County's strategic priorities, as well as the broad community input that informed the Recovery & Resiliency Framework's priorities. The majority of you endorsed Measure N, support rooted in a commitment to advance housing for all community members. Unfortunately, the Measure failed to secure this critical local funding, and the need persists.

Even our young people are concerned about our housing challenges. Recent data gathered by the robust YouthTruth survey of Sonoma County schools revealed that more than 90 percent of surveyed Sonoma County students, families, and staff rank "affordable housing" as the number one community concern with respect to ongoing fire recovery. In the same survey, 85% of families and staff responded that they had seriously considered moving out of the county in the past year due to the cost of living - 60% of them specifically citing housing concerns.

In determining how to allocate settlement money, you, our leaders, have a one-time opportunity to do something bold and make real progress in solving our housing crisis. **You are fortunate to finally have resources available to walk the pro-housing talk.** You have an

opportunity to respond to the communities' concerns, fears, and values in a measurable way that will pay dividends for generations to come.

The allocation of the PG&E settlement money no doubt weighs heavily, and you could easily spend it five times over on compelling projects. As you prioritize categories for spending and specific investments, we urge you to allocate PG&E settlement money in a way that leverages those funds, transforming this one-time money into something greater with longer, more significant impact. Investment in the production of more infill and affordable housing does just that. **Homebuilding is a powerful economic engine and job creator; we can catalyze our local economy through investment in housing.**

**We ask respectfully that the City of Santa Rosa, in alignment with our shared priorities and values, invest in fully seeding the Renewal Enterprise District's housing fund and match the County of Sonoma's allocation towards the RED.**

The City and County rightfully earned statewide accolades for their innovation and collaboration in forming the Renewal Enterprise District. Now both entities have an opportunity to put their bold initiative to **real work**.

In response to the well-documented, unmet need for affordable and market-rate infill housing in urban areas of Sonoma County, the RED is currently facilitating the creation of a new housing fund focused on accelerating housing development. With this new fund, housing developers will have access to a source of gap-filling capital that can move projects forward, helping to create more housing near transit, jobs, services, and other amenities that contribute to healthy and inclusive communities. The RED Housing Fund is not a grant fund but a revolving loan fund.

An initial seed capital of \$20 million, \$10 million of which has already been allocated by the County of Sonoma, will empower the fund to offer financing to multiple developers in need of critical gap financing that could unlock capital from traditional debt and equity sources, pushing projects across the funding finish line. By both providing a mechanism for investors to support housing development, as well as distributing its capital in a way that activates additional funding from other financing sources, the fund can quickly and effectively help to change the development landscape in Santa Rosa to create more dense and vibrant communities.

Fully seeding the RED Housing Fund is a powerful way to almost instantly leverage and grow one-time money — **it can immediately move existing projects forward, getting shovels and sticks in the ground, injecting cash into local economy and creating jobs, and attracting additional funding to attract and accelerate more projects.**

### **In Closing and With Gratitude**

We appreciate your service, the difficulty in balancing compelling and competing needs and priorities, and the challenge in prioritizing money when you do not have enough for everything. **We encourage you to rise to meet the opportunity of this moment by prioritizing**

**and investing in housing and doing so boldly in a way that ensures this money has significant, lasting, and generational impact.**

Respectfully,



Jen Klose,  
Executive Director, Generation Housing

*## Joining signers below ##*

Adam Peacocke, FeatherVine  
Akash Kalia, Palms Inn  
Alex Khalfin, VP of Public Affairs, California Apartment Association  
Amie Fishman, Executive Director, Non-Profit Housing Association of Northern California  
Angie Dillon-Shore, ED First 5 Sonoma County  
Carol Lexa, President, North Bay Association of REALTORS®  
Cornerstone Properties  
Dr. Jason Cunningham, West County Health Centers  
Ed Khabaz, 420 Mendocino, LLC  
Elece Hempel, Petaluma People Services Center  
Herman J. Hernandez, President, Los Cien  
Homeless Action! of Sonoma County  
Kathleen Kane, Ret. Executive Director, Sonoma County CDC  
Keith Rogal, Rogal & Associates  
Larry Florin, President & CEO, Burbank Housing  
Mark Krug, Business Development Manager, Burbank Housing  
Matt Franklin, CEO, MidPen Housing Corp.  
Michael Cook, PLA, CLIA, INTEGRA Planning + Landscape Architecture  
Peter Rumble, Santa Rosa Metro Chamber  
Ronit Rubinoff, Executive Director Legal Aid of Sonoma County  
Scott Alonso, Petaluma Planning Commissioner  
Sonu Chandi, CEO, Chandi Hospitality Group  
Walter Kieser, Senior Principal, Economic & Planning Systems, Inc.  
Zach Berkowitz, multifamily housing developer



**From:** [Laurie Fong](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Housing for our kids  
**Date:** Monday, December 7, 2020 10:35:35 AM

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**RE: Public Comment on Agenda Item 3.1, December 8, 2020**

**Dear Esteemed Members of the Santa Rosa City Council,**

**As a public educator in Santa Rosa since 1987, I know families very well. In my roles as teacher, principal and school board trustee, I have seen housing insecurity skyrocket, with housing costs and less than adequate housing arrangements destroy students' attention, confidence, security and families. Students who are housing insecure too often make the wrong choices in order to survive and their education is sacrificed. This leads to years, if not lifetimes of struggle.**

**The oft-used phrase "school to prison pipeline" is rooted in economic instability, not as more frequently attributed to discipline practices.**

**As the current president of the Santa Rosa City School Board, I know that this step for the Council can be a leading one to mitigate historical and institutional racism that has created the status quo in housing, and a strong choice to lead for equity.**

**I fully support allocating a portion of PG&E settlement funds to fully seed the Renewal Enterprise District's (RED) Housing Fund and match the County of Sonoma's recent allocation to the RED.**

**My trust is in our city and county leaders as housing development has been your priority for years. We cannot leave \$10M on the table!**

**Use of funds in this way will have generational impact and that directly affects our youth.**

**In addition, attraction and retention of teachers and staff is an increasing problem with housing as the key issue. This will support our educational personnel.**

**Our community is crying out for this. On behalf of students: all that I have taught, mentored and work for, please invest this windfall so that it multiplies and contributes in lasting ways.**

**Sincerely,**

**Laurie Fong**

**5737 Melita Road, Santa Rosa**

**[lfong@srcs.k12.ca.us](mailto:lfong@srcs.k12.ca.us)**

**From:** [Teri Shore](#)  
**To:** [City Council Public Comments](#); [Schwedhelm, Tom](#)  
**Cc:** [Hartman, Clare](#)  
**Subject:** [EXTERNAL] Support RED \$10 million - housing - Item 3.1 - Dec. 8, 2020  
**Date:** Monday, December 7, 2020 4:07:58 PM  
**Attachments:** [SRStudySessionRED.pdf](#)  
[2020.02.26-RED\\_Criteria\\_adopted.pdf](#)  
[SRUGBMapCC Adopting Reso GP.pdf](#)

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Dear Mayor Schedhelm and City Council and staff,

Please find below and attached a letter from Greenbelt Alliance in support of \$10 million from PG&E settlement to RED for housing, with some comments about honoring voter approved Urban Growth Boundaries and county Community Separators.

Thank you,

Teri Shore

December 7, 2020

Mayor Tom Schwedhelm and  
City Council of Santa Rosa  
City Hall  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

Via email

RE: Study Session: 3.1 HOUSING INVESTMENT OPPORTUNITIES FOR PG&E SETTLEMENT FUNDS – Support \$10 million for RED with comments

Dear Mayor Schwedhelm and City Council,

Greenbelt Alliance supports the matching contribution of \$10 million from the PG&E settlement funds to the Renewal Enterprise District (RED) to match the county's contribution to help facilitate the construction of new homes of various types and affordability in the city of Santa Rosa and appropriate unincorporated sites inside existing Urban Service Areas.

Greenbelt Alliance worked with the staff and board of the RED to develop criteria for making funding allocations that ensure climate-smart city-centered growth within voter-approved Urban Growth Boundaries and outside of voter- approved county community separators.

We urge the city of Santa Rosa to approve the \$10 million from the PG&E settlement to the RED with these comments:

- Earmark the funding for affordable housing inside the city of Santa Rosa's Urban Growth Boundary.
- Reaffirm the RED's commitment to: *Honoring community separators and urban growth boundaries, and implementing existing and future general plans and specific plans.* This text is contained in the goal and purpose of the RED but missing from the RED *Options and*

*Feasibility Assessment* (Attachment 1 in your packet) and should be added to any resolution or agreement regarding the RED use of city funds. [Final RED criteria attached.]

- Direct RED to remove the incorrect Santa Rosa UGB map that is shown in the RED *Options and Feasibility Assessment* with the proper map, as attached.

Greenbelt Alliance has recently endorsed several new developments in Santa Rosa including Journey's End at 3575 Mendocino, and those at 34 – Sixth St., and 556 Ross St. We will likely endorse 1 Santa Rosa at our January meeting. The city of Santa Rosa appears to be on a climate-smart building boom that we support and applaud.

Sincerely yours,

Teri Shore, Advocacy Director

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Teri Shore  
Advocacy Director

Greenbelt Alliance

1 (707) 934-7081 cell | [tshore@greenbelt.org](mailto:tshore@greenbelt.org)

[greenbelt.org](http://greenbelt.org) | [Facebook](#) | [Instagram](#) | [Twitter](#)

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December 7, 2020

Mayor Tom Schwedhelm and  
City Council of Santa Rosa  
City Hall  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

Via email

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Sincerely yours,



Teri Shore, Advocacy Director

## Renewal Enterprise District (RED) Project Criteria

As articulated in the joint powers agreement creating the Renewal Enterprise District, the goals and purpose of the RED include the following:

- *Achieving the Founding Members’ fire recovery rebuild goals and meeting current and previously unmet regional housing needs, within five years;*
- *Honoring community separators and urban growth boundaries, and implementing existing and future general plans and specific plans;*
- *Incentivizing higher density, infill, and transit-oriented housing in Priority Development Areas, Transit Priority Areas, Designated Opportunity Zones, Rural Investment Areas, and Employment Investment Areas;*
- *Promoting zero net energy development and advancing climate resiliency at the regional, neighborhood, and homeowner scale;*
- *Ensuring affordability and equity in housing development;*
- *Improving opportunities for local employers to recruit and retain a skilled workforce; and*
- *Ensuring transparency and accountability regarding achievement of housing goals.*

### RED Project Criteria

<b>STEP ONE: MEET THRESHOLD CRITERIA</b>	
<b>A project must meet <i>all four</i> threshold criteria to be considered as a RED Project.</b>	
<b>A project that meets all four threshold criteria may proceed to Step Two. If a project does not meet all threshold criteria, it cannot qualify as a RED Project.</b>	
<b>1</b>	<p><u>The project must be located on an infill site.</u> “Infill site” is defined as a lot located within the incorporated City of Santa Rosa, or within an urban service area in the unincorporated County of Sonoma, that:</p> <ul style="list-style-type: none"> <li>a. Has been previously developed, or</li> <li>b. Is a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.</li> </ul> <p>“Urban service areas” are defined in the Sonoma County General Plan. (Adapted from Pub. Resources Code § 21099(a)(4).)</p>
<b>2</b>	<p><u>The project must provide mid- to high-density development.</u> The project must achieve a density that is above the mid-point of the density range allowed in the local jurisdiction’s base zoning for the project site, without applying density bonus. For example, if a local zoning code allows density between 10-20 dwelling units per acre, the project must deliver over 15 dwelling units per acre.</p>
<b>3</b>	<p><u>The project must be located entirely within a Transit Priority Area, Priority Development Area, Rural Community Investment Area, Specific Plan Area, High-Quality Transit Corridor or Qualified Opportunity Zone.</u></p> <ul style="list-style-type: none"> <li>• “Transit Priority Area” (TPA) is defined as an area within one-half mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program or applicable regional transportation plan. (Reference: Pub. Resources Code, § 21099(a)(7).)</li> </ul>

**STEP ONE: MEET THRESHOLD CRITERIA**

**A project must meet *all four* threshold criteria to be considered as a RED Project.**

**A project that meets all four threshold criteria may proceed to Step Two. If a project does not meet all threshold criteria, it cannot qualify as a RED Project.**

- “Priority Development Area” (PDA) means a specifically defined geographic area, identified by a local jurisdiction to be appropriate for residential and commercial development, that is incorporated into Plan Bay Area or its successor plan(s). *PDA*s are incorporated into Plan Bay Area, which is the Bay Area region’s state-mandated Sustainable Communities Strategy (SCS) that integrates transportation, land use and housing to meet greenhouse gas (GHG) reduction targets set by the California Air Resources Board. *PDA*s are typically accessible to transit, jobs, shopping, and other services. *PDA*s incorporated in Plan Bay Area may be viewed here: <http://opendata.mtc.ca.gov/datasets/priority-development-areas-current>.
- “Rural Community Investment Area” (RCIA) means one of six designated rural planning areas that arose during the SCS process for developing Plan Bay Area. *RCIA*s are centers and corridors of economic and community activity surrounded by agricultural, resource or protected conservation lands in unincorporated Sonoma County. As of February 2020, *RCIA*s are located in Forestville, Graton, Guerneville, Larkfield, Penngrove, and The Springs. (See SCS Priority Development Area Investment & Growth Strategy, June 12, 2017.)
- “Specific Plan Area” means a geographic area for which a specific plan, as defined by Gov. Code § 65451, has been adopted.
- “High-Quality Transit Corridor” is defined as a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours. (Reference: Pub. Resources Code, § 21155(b)(3).)
- “Qualified Opportunity Zones” means those areas designated by the Governor as opportunity zones and identified on the State of California Department of Finance website. As of February 2020, Opportunity Zones designated in the City of Santa Rosa include the Downtown Opportunity Zone and Roseland Opportunity Zone. A portion of the Springs area of unincorporated Sonoma County (identified as Census Tract 1503.05) is also a designated Opportunity Zone.

**4** The project must be residential or mixed use residential. “Residential or mixed use residential” means a project where at least 75% of the total building square footage of the project consists of residential use. (Reference: Pub. Resources Code § 21159.28(d).)

**STEP TWO: EVALUATION CRITERIA**

**Projects that meet all Threshold Criteria (Step One) will be evaluated based on the project's incorporation of *one or more* of the Evaluation Criteria below.**

<b>A</b>	<p><b>On-site affordable units.</b> The project includes physical construction on-site of units deed restricted to be available at an affordable housing cost<sup>1</sup> to extremely low-income, very low-income, and/or low-income<sup>2</sup> persons or households, based on the current income limits for Sonoma County published by the state Department of Housing and Community Development (“HCD”) for each income level and adjusted for household size. Qualifying on-site affordable units may include, but are not limited to, any affordable units required for density bonus and compliance with local ordinances. Projects providing on-site affordable units that vary from this standard may be considered under this category if the level of affordability is equivalent and the variation is necessary for compliance with a specific state or federal housing or financing program.</p>
<b>B</b>	<p><b>On-site workforce housing.</b> The project includes physical construction of restricted on-site workforce housing. “Workforce housing” means housing units that are (1) available at an affordable cost to persons and households earning between 80% and 120% of area median income, and (2) located proximate to jobs-rich areas. For purposes of this criterion, “affordable cost” for a rental unit is defined as in Criterion A, adjusted for income and household size; for an owner-occupied unit, “affordable cost” is defined as the maximum purchase price that will be affordable to the specified household size, calculated in accordance with Health &amp; Safety Code § 50052.5 for a moderate-income household.</p>
<b>C</b>	<p><b>On-site “Affordable by Design” units.</b> The project includes unrestricted “affordable by design” housing. In general, housing units that are affordable by design are smaller than typical market-rate units, more efficient, or have fewer amenities. <i>Affordability by design may generally be achieved by: developing smaller units; using stick-built lower-rise construction; and providing reduced or unbundled parking in areas that are within walking distance to transit or an employment center.</i></p>
<b>D</b>	<p><b>Proximity to Transit.</b> The project is located within ½ mile of a Major Transit Stop, Transit Station or High-Quality Transit Corridor.</p> <ul style="list-style-type: none"> <li>• “Major Transit Stop” is defined as a site containing an existing rail or bus rapid transit station, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods, or a major transit stop included in the applicable regional transportation plan. (<i>Reference: Pub. Resources Code, §§ 21155(b)(3); 21060.2; 21064.3.</i>)</li> <li>• “Transit Station” is a rail station or bus transfer station.</li> <li>• “High-Quality Transit Corridor” is a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours. (<i>Reference: Pub. Resources Code, § 21155(b)(3).</i>)</li> </ul>

<sup>1</sup> “Affordable housing cost” is defined consistent with state law as not more than 30 percent of gross household income, with variations, and “housing cost” commonly includes rents or mortgage payments, utilities, and property taxes and insurance for owner-occupied housing.

<sup>2</sup> HCD defines these income levels as a percentage of area median income (“AMI”) consistent with state law, as follows: extremely low-income (0-30% of AMI), very low-income (30%-50% of AMI), and low-income (50%-80% of AMI).

**STEP TWO: EVALUATION CRITERIA**

**Projects that meet all Threshold Criteria (Step One) will be evaluated based on the project's incorporation of *one or more* of the Evaluation Criteria below.**





	<ul style="list-style-type: none"> <li>• “Within ½ mile” means that all parcels within the project have no more than 25 percent of their area farther than ½ mile from the stop or corridor. (<i>Reference: Pub. Resources Code, §21155(b)(3).</i>)</li> </ul>
<b>E</b>	<b>Energy Efficiency.</b> Project energy efficiency features exceed local and state requirements applicable to the project.
<b>F</b>	<b>Water Efficiency.</b> Project water efficiency features exceed local and state requirements applicable to the project.
<b>G</b>	<b>Excellent and innovative design.</b> The project reflects excellent or innovative design. <i>Examples include, but are not limited to, innovative incorporation of private open spaces such as rooftop patios or gardens; “living” roofs; “living” walls; activated retail or neighborhood serving uses at street level; street level residential uses with street orientation; on-site or off-site installation of public art demonstrating excellence in aesthetic quality, workmanship, innovation and creativity; fitness areas/facilities; restaurants; grocery stores or neighborhood markets; gathering spaces; outdoor amenities such as benches and tables; community gardens; common kitchen facilities; use of universal design).</i>
<b>H</b>	<b>On-site child care.</b> Project includes construction of a child care facility/after school care facility or programming located on the premises of, as a part of, or adjacent to, the project. “Child care facility” means a facility installed, operated and maintained for the nonresidential care of children.
<b>I</b>	<b>Prevailing wage.</b> Project provides prevailing wage, labor certification and/or apprenticeship programs with local labor unions.
<b>J</b>	<b>Public outdoor spaces.</b> The project provides public outdoor spaces or communal living spaces. <i>Examples include, but are not limited to: parklets, micro-parks, public squares or gardens, climbing walls, community gardens, urban parks and similar outdoor features that are usable and enhance quality of life.</i>
<b>K</b>	<b>Bicycle or pedestrian connectivity and/or pedestrian access.</b> The project incorporates bike or pedestrian connectivity or pedestrian access. <i>Examples include: Class 2 bike access and connectivity, bike parking, pedestrian safety features at or near crosswalks, and/or access to nearby transit stops.</i>
<b>L</b>	<b>Located within a disadvantaged community.</b> “Disadvantaged community” is defined as an area identified by the California Environmental Protection Agency pursuant to California Health and Safety Code § 39711, or an area that is a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation. ( <i>Reference: Cal. Government Code, § 65302(h)(4)((A), (C).</i> )
<b>M</b>	<b>Off-site construction of affordable housing, workforce housing or units that are “affordable by design”.</b> The project includes physical construction of off-site affordable housing, workforce housing, or housing that is “affordable by design,” or rehabilitates existing structures in disrepair pursuant to applicable state and local laws.
<b>N</b>	<b>Mixed door housing.</b> Project integrates affordable and/or workforce units, as applicable, side by side with market-rate units.

**IMPLEMENTATION**





- At the discretion of the Board, RED Project funding commitments may be contingent on project readiness, which may be demonstrated by showing that any predicate legislative actions (e.g., rezoning) have been approved, that CEQA review is completed, and/or that major entitlements have been granted.
- RED Project funding commitments shall expire 18 months after the date of approval. The Board may, in its sole discretion, consider a one-time extension of an additional 18 months for good cause, upon written request by the applicant setting forth the basis for good cause.

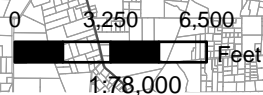
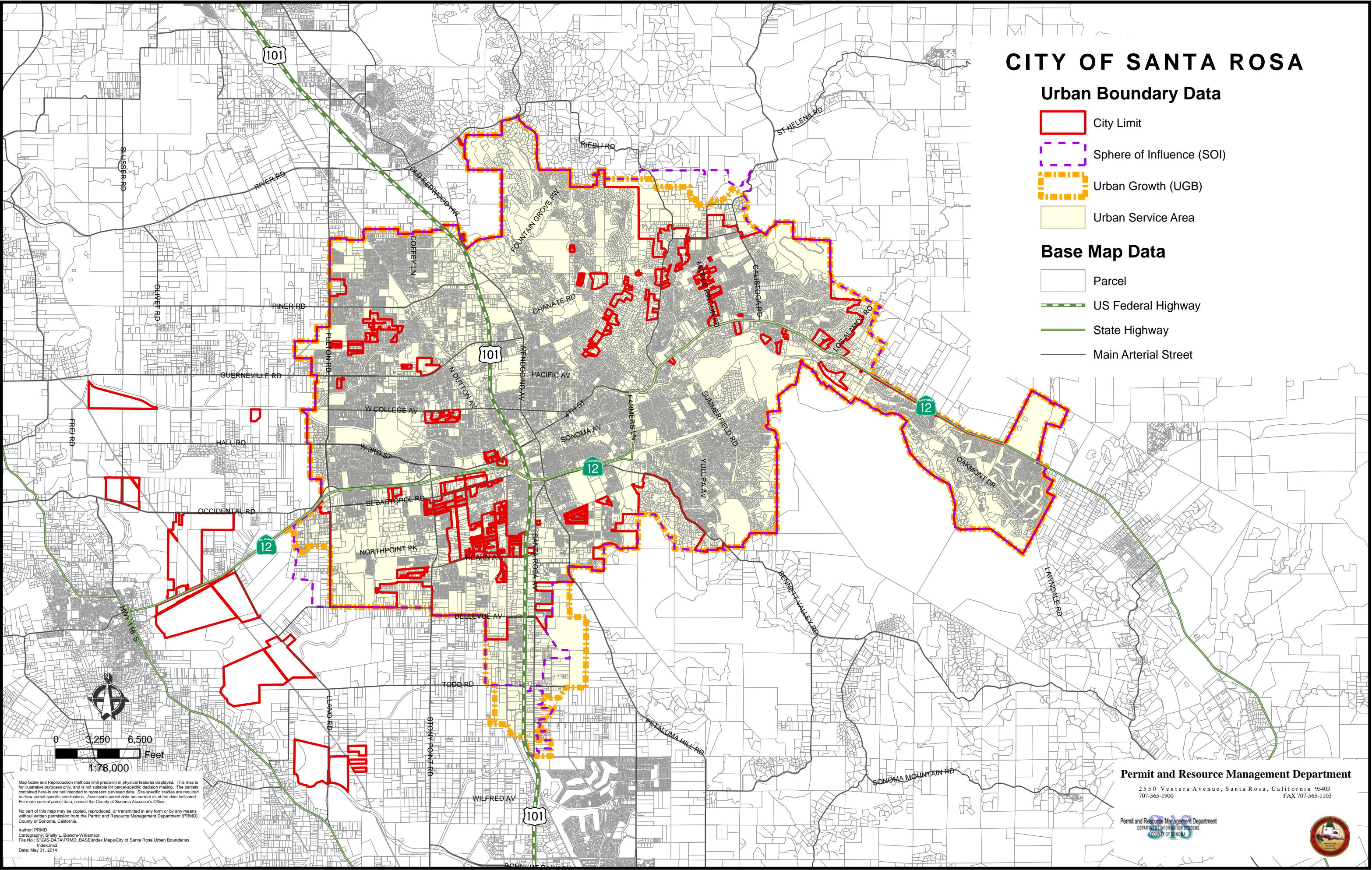
# CITY OF SANTA ROSA

## Urban Boundary Data

-  City Limit
-  Sphere of Influence (SOI)
-  Urban Growth (UGB)
-  Urban Service Area

## Base Map Data

-  Parcel
-  US Federal Highway
-  State Highway
-  Main Arterial Street



Map Scale and Reproduction methods limit precision in physical features displayed. This map is for illustrative purposes only, and is not suitable for parcel-specific decision making. The parcels contained here-in are not intended to represent surveyed data. Site-specific studies are required to draw parcel-specific conclusions. Assessor's parcel data are current as of the date indicated. For more current parcel data, consult the County of Sonoma Assessor's Office.

No part of this map may be copied, reproduced, or transmitted in any form or by any means without written permission from the Permit and Resource Management Department (PRMD), County of Sonoma, California.

Author: PRMD  
 Cartography: Shelly L. Bianchi-Williamson  
 File No.: S:\GIS-DATA\PRMD\_BASE\Index Maps\City of Santa Rosa Urban Boundaries  
 Index.mxd  
 Date: May 31, 2014

### Permit and Resource Management Department

2550 Ventura Avenue, Santa Rosa, California 95403  
 707-565-1900 FAX 707-565-1103

