



# ANNUAL REVIEW 2018

General Plan 2035, Growth Management Ordinance, & Housing  
Allocation Plan Ordinance  
City Council & Planning Commission Report

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# I. GENERAL PLAN REVIEW

## INTRODUCTION

The General Plan addresses issues related to the physical development and growth of Santa Rosa, and it represents the community’s aspirations for the future. The General Plan is required by State law, and it has a long-range focus, looking 20 years into the future. It is a blueprint for the future, guiding the City’s planning and zoning functions as well as the funding of public improvement projects, such as parks and streets.

*Santa Rosa General Plan 2035*, adopted in November 2009, is the subject of this report. The State General Plan Guidelines were consulted in the development of the General Plan, and the document complies with those guidelines to a high degree.

Each year, the Planning Commission and City Council review the General Plan, consistent with General Plan policy and State planning and zoning law. State law directs that an annual report be provided to the City Council on the status of the plan and progress in its implementation, including meeting its share of regional housing needs. This report is developed to assist citizens and the Planning Commission and City Council in understanding recent decisions involving the General Plan.

The annual review covers General Plan actions in 2018 and addresses General Plan implementation. The yearly review of the Growth Management and Housing Allocation Plan Ordinances are also included, following the General Plan information. Review of the Climate Action Plan can be found in the Open Space and Conservation Element section.

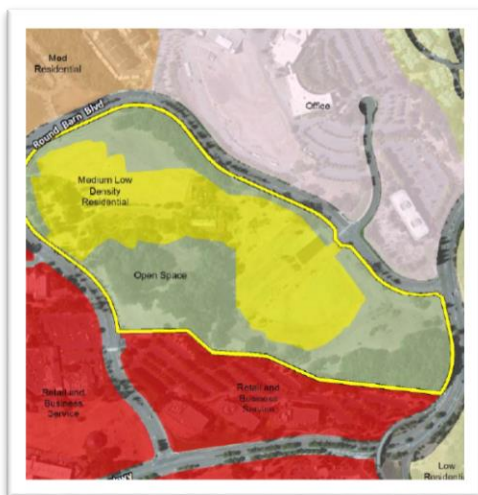
## GENERAL PLAN ACTIONS IN 2018

According to City policy, the General Plan can be amended three times per year and is typically acted on by the Council in spring, summer and fall/winter. Amendments to the land use diagram and the text can be considered. Any change to the General Plan requires a hearing before both the Planning Commission and the City Council. If there are multiple amendment requests, they are grouped together as one package.

Two General Plan Amendment packages were approved in 2018, and six additional amendments were initiated.

### Approved General Plan Amendments:

#### **WINTER PACKAGE**



*Round Barn Village Proposed Land Use*

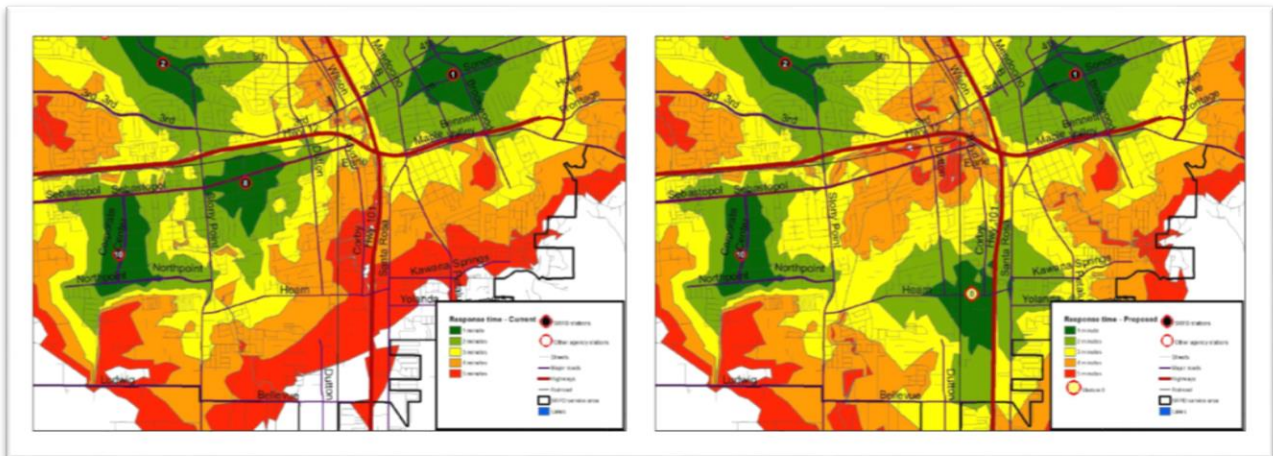
**Round Barn Village.** On February 6, 2018, a General Plan Amendment was approved by the City Council to re-designate a 40.2-acre site from

Business Park to Medium Low Density Residential and Open Space designations. The site contains two foundations from demolished structures, paved and used for spillover parking for existing uses, and pedestrian walkways, and approximately 18 acres of developable land.

## SPRING PACKAGE

**Timber Springs Trail Update.** On May 22, 2018, the City Council approved a General Plan Amendment to update the Bicycle and Pedestrian Master Plan and the Citywide Creek Master Plan. To comply with a court ruling, the City was directed to remove references to a planned trail route segment from the plans' text and maps. An update of the Bicycle and Pedestrian Master Plan was initiated in December of 2017 and trail connectivity for the area has been reevaluated through that public process.

**Fire Station #8 Relocation.** On May 22, 2018, the City Council approved a General Plan Amendment to update the Public Services and Facilities Element of the General Plan. Based on recent analysis of emergency response times, the Fire Department revised their long-term fire station location plan to change the future site of Fire Station #8. The General Plan Amendment would change text and maps in the Public Services and Facilities Element to be consistent with the updated fire station relocation scheme.



Current Response Times

Proposed Response Times

*Fire response times in southwest Santa Rosa*

### Initiated General Plan Amendments:

**Portfolio Mendocino.** On February 1, 2018, applications were submitted for a General Plan Amendment for a 6.35-acre site in northeast Santa Rosa to allow for greater residential density on the project site. The General Plan Amendment is proposed to amend the existing General Plan Land Use Designations of Very Low Density Residential (0.2-2.0 units per acre) and Retail and Business Services to Low Density Residential (2-8 units per acre). No development plan is currently proposed with the General Plan Amendment. An action date has not yet been determined.

**Rees General Plan.** On April 19, 2018, an application for a General Plan Amendment of a 3-

acre site in southwest Santa Rosa to increase from Low Density Residential (2-8 units per acre) to Medium Density Residential (8-18 units per acre), was submitted to the City. No development plan has been submitted to date. An action date has not yet been determined.

**Dutton Meadow Subdivision.** On June 19, 2018, an application for a General Plan Amendment to alter the previously approved regional circulation in southwest Santa Rosa was submitted. Applications for a Conditional Use Permit and Tentative Map were submitted to allow for a 130-detached single-family dwelling unit, and 81 Accessory Dwelling Unit development. Final action on the proposed General Plan Amendment is anticipated in March of 2019.

**Caritas Village.** On September 20, 2018, an application was submitted for a General Plan Amendment to change a portion of the project site in the St. Rose Preservation District from Medium Density Residential/Retail and Business Services to Transit Village Mixed Use. This General Plan Amendment would allow for the development of 137 permanently affordable rental units, an emergency shelter, and transitional housing. Action on the General Plan Amendment is anticipated in late 2019 or 2020.

**Yolanda Industrial Building.** An application for a General Plan Amendment to change the land use designation of six parcels totaling approximately 4.9 acres from various designations to Light Industry, was submitted on September 28, 2018. An action date has not yet been determined.

**1650 West Steele Lane Apartments.** On October 1, 2018, an application was submitted for a General Plan Amendment to change the land use designation of an approximately 1.0-acre site from Medium Density Residential (8-18 units per acre) to Medium High Density Residential (18-30 units per acre). An action date has not yet been determined.



*Caritas Village General Plan Amendment*

## **GENERAL PLAN IMPLEMENTATION**

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The Santa Rosa General Plan contains twelve elements, or chapters, and hundreds of goals and policies which guide the daily decision making of City staff, the City Council and City boards and commissions. The following addresses the progress in implementing each of the General Plan elements.

### **HOUSING ELEMENT**

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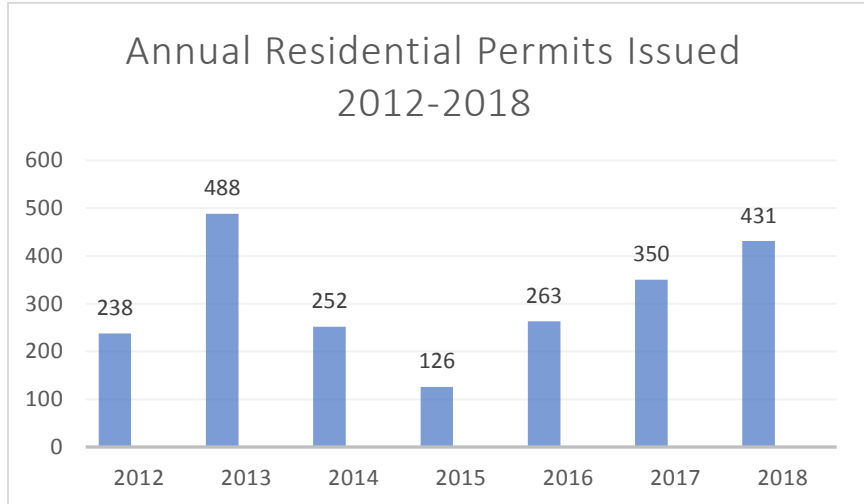
#### ***Residential Growth and Development***

Santa Rosa had 178,488 residents according to the State Department of Finance as of January 1, 2018. This represents an increase of 0.2 percent over the 2017 population of 178,064.

Building permits were issued for 431 residential units in 2018 (excluding the replacement of housing within the fire rebuild area). Of the permits issued:

- 276 were for single family dwellings;
- 75 were for multifamily dwellings; and
- 80 were for second dwelling units.

Of the 431 total units, 93 were permitted in southeast, 49 in northeast, 183 in northwest, and 106 in southwest Santa Rosa.



There was an overall increase of 23 percent in residential units permitted from 2017, when 350 permits were issued for residential dwellings, and a 64 percent increase from 2016 when 263 residential units were issued permits.

Notable completed residential projects:

- **Village Station** – A 110 unit attached single-family development including five large common space areas for recreation, pets, and landscaping. \*Construction on the final ten live/work units is in progress. The project site is located between Boyd Street and Sebastopol Avenue.
- **Smith Village** - A 51 unit detached single-family development in southwest Santa Rosa immediately south of Sebastopol Road and abutting the Joe Rodota Trail.
- **The Villas** – A 197 unit single-family attached residential development, with associated common parcels and improvements. The development is located directly south of Highway 12 and east of Stony Point Road.
- **Veteran’s Village** – A fourteen-unit temporary housing development, consisting of approximately 300-square-foot “tiny homes”, for homeless veterans. The project is located on Russell Avenue in northwest Santa Rosa. The housing project benefited from the City’s Resilient City Development Measures Ordinance, which permitted the use of temporary homes upon approval of approval of a Temporary Use Permit, for a



*Veteran's Village Development*

period of no longer than five years. A second and final phase of the project is anticipated on West Hearn Avenue.

**Housing Needs Information**

State law requires that Santa Rosa’s Housing Element be updated every eight years. On July 29, 2014, the Council adopted the current Housing Element, which addresses housing needs from 2015 to 2023.

The 431 units permitted in 2018 meet the following income categories: Extremely Low – 24; Very Low - 17; Low - 12; Moderate - 77; Above Moderate - 301. The following table compares the ABAG Regional Housing Needs Allocation (RHNA) numbers for Santa Rosa with building permit issuance by income category to illustrate the remaining need, at the end of this Housing Element reporting period:

Units Issued Building Permits by Income Category 2015 – 2023						
Income Category	Extremely Low	Very Low	Low	Moderate	Above Moderate	TOTAL
<b>ABAG RHNA Objectives</b>	<b>520</b>	<b>521</b>	<b>671</b>	<b>759</b>	<b>2,612</b>	<b>5,083</b>
2015	0	0	24	8	94	126
2016	0	1	0	16	246	263
2017	0	0	0	23	327	350
County Issued Permits 2015-2018 *	24	35	53	2	135	253
2018	24	17	12	77**	301	431
<b>Total Issued (2015-2018)</b>	<b>48</b>	<b>53</b>	<b>89</b>	<b>126</b>	<b>1,103</b>	<b>1,423</b>
<b>Remaining Need</b>	<b>472</b>	<b>468</b>	<b>582</b>	<b>633</b>	<b>1,509</b>	<b>3,660</b>

\* With the annexation of the Roseland area, which was completed on November 1, 2017, RHNA allocations and credits for three housing projects that lie within that area were transferred from the County to the City. Specifically, the transfer moved the allocations/credits for 421 housing units within the Crossroads, Roseland Village, and Paseo Vista projects. The transfer was approved by the Association of Bay Area Governments (ABAG) and the California Department of Housing and Community Development (HCD) in January 2018.

Of the 421 allocations that were transferred to the City, 47 are within the extremely



low income category, 47 are within the very low-income category, 90 are within the low-income category, and 237 are within the above moderate-income category. Prior to annexation, the County issued building permits for 24 extremely low, 32 very low, 24 low, 2 moderate and 20 above moderate-income units for the Crossroads, Paseo Vista projects, and others. The allocations (421) were added to the "ABAG RHNA Objectives" row in the chart above, and the credits for the permits issued (135) were added to the "County Issued Permits 2015-2018" row. Since the annexation was completed in 2017, the County has issued building permits for the Paseo Vista project, consisting of three very low income units, 29 low income units, and 115 above moderate income units.

*\*\* During 2018, building permits were issued for a 80 ADUs (55 citywide and 25 in the fire rebuild area). Three of these 80 ADUs entered into a contract with the City's Housing Authority as low-income units. The remaining 77 ADUs were counted as moderate-income housing units for RHNA credit purposes.*

Multiple housing projects were issued building permits in 2018 for affordable units, including two projects for veterans - Veteran's Village consisting of 14 units within the extremely low-income category and Benton's Veteran's Village consisting of 7 affordable units (6 extremely-low income and 1 low-income). In addition, a Habitat for Humanity project, consisting of 3 low-income for sale units and the Crossings at Aston project, consisting of 4 extremely low-income units, 17 very-low income units, and 5 low-income units, were issued building permits.

### ***Housing Element Objectives***

As part of the RHNA discussion, the Housing Element identifies six objectives and annual figures that are necessary to meet the City's RHNA goals. Below are the objectives, followed by an explanation of the steps taken during 2018 to meet the goals.

- 1) ***Help facilitate the development of 56 extremely low-income, 56 very low income, and 68 low income units annually to meet the ABAG Regional Housing Needs Allocation.***

Two housing projects, identified below, were subsidized by the Housing Authority of the City of Santa Rosa (Housing Authority) in Calendar Year 2018 (CY 2018).

**Lantana Place** (previously slated for rental units) will consist of 48 ownership units, of which 25 will be low income units and 23 will be moderate income units. Housing Impact Fees was the source of the \$1,300,000 provided in 2018. These units are subject to resale restrictions for 55 years.

**Parkwood Apartments** consists of 56 units, of which 27 are very-low income units and 24 are low income units. Real Property Transfer Tax Funds, Community Development Block Grant (CDBG) Funds, and HOME Investment Partnerships Program (HOME) Funds were the sources of the \$2,400,000 provided for the acquisition of this complex in 2018.

Additionally, during the year 2018, the Planning and Economic Development Department fast-tracked the entitlement and building permit review for all affordable projects. This expediated review was a result of the Resilient City Development Measure's Ordinance which allows temporary housing through a Temporary Use Permit (Veteran's Village), and Department wide best practices including the prioritization of affordable housing projects and Pre-Application meetings with the applicant design team.

2) ***Assist in the improvement and rehabilitation of 500 units annually (extremely low, very low, and low income housing units).***

An estimated total of 354 units were rehabilitated in 2018. Of these units, 183 were rehabilitated as a result of the inspections performed by the City's Code Enforcement Team. The resolution of these code enforcement cases includes bringing plumbing, electrical, and other aspects of the residence up to current building code requirements.

The rehabilitation of an estimated 171 units is the result of Housing Quality Standards Inspection requirements of the Section 8 Rental Assistance Program.

One low income rental household received funding totaling \$7,587.50 from the City's Housing Accessibility Modification Grant Program to allow accessibility for the disabled.

3) ***Promote development of 30 second units annually.***

In 2017, new State regulations superseded the City's accessory dwelling unit (ADU) ordinance. The City Council initiated a Zoning Code Amendment to align the City's ordinance with the State requirements, and to remove obstacles to the construction of ADUs. The revisions were approved by Council in December 2017 and reduced requirements and restrictions such as parking, required number of bedrooms, and setbacks. The revisions also require that, if the owner of the property does not live in the ADU or the main unit, one of the units must be rented to a low-income household. The requirement is enforced through an agreement recorded against the property.

The impact fees to establish an accessory dwelling unit were significantly reduced through a combination of State requirements and City resolutions. The fees were reduced in a tiered structure to incentivize internal conversions and smaller size units.

As a result, a total of 80 building permits (25 in the fire rebuild area) for ADUs were issued in 2018, representing a 471% increase over the 14 building permits issued for ADUs in 2017. Twenty-nine ADUs were completed in 2018, of which three were restricted as rental units for a low-income household by a recorded agreement.

4) ***Preserve the existing emergency shelter beds and units of transitional and supportive housing. This includes 504 beds in emergency shelters, 351 units of transitional***

***housing and 385 units of permanent, supportive housing.***

No shelter beds were lost during 2018 at the City-sponsored Samuel L. Jones Homeless Shelter and Family Support Center. Approximately 17 beds were lost system-wide in Sonoma County due in large part to a decrease in funding for transitional housing as the system of care shifts to a “Housing First” model which prioritizes Rapid Re-Housing and Permanent Supportive Housing.

- 5) ***Preserve the existing inventory of federally and locally funded affordable units including the 873 units with the potential to lose affordability between 2015 and 2025.***

Two low income ownership units in the Rancho Miguel Subdivision were lost in 2018. These homes were destroyed by the October 2017 fires and the owners decided not to rebuild. The loans provided by the Housing Authority of the City of Santa Rosa were repaid and the proceeds will be applied towards future affordable housing projects.

One moderate-income Density Increase Program ownership unit was lost to market rate in 2018; the restrictions were terminated as per the Agreement.

Sixty-eight low-income rental units were lost to market rate in 2018 because their regulatory restrictions expired. Many of these agreements were entered into in the mid 1980’s and restricted a small portion of a larger development.

Although the City did not assist in conserving any units that were at risk of losing their affordability in 2018, the City did add 51 units to its affordable housing inventory through the acquisition of Parkwood Apartments, a previous market-rate complex as explained in number 1 above.

- 6) ***Preserve the 2,000 existing mobile homes, which are largely occupied by lower-income seniors.***

There are presently 17 privately owned mobilehome parks in the City, with a total of 2,315 spaces. Of the 2,315 spaces, 1,582 are subject to the Mobile Home Rent Control Ordinance.

The October 2017 fires destroyed 191 units and damaged eight mobilehomes. Replacement of the destroyed or damaged units is underway; 35 units are likely to be completed by early 2019. To date, there are no decisions concerning the units at Journey’s End Mobilehome Park.

The Housing Authority provided assistance for the rehabilitation of 25 mobilehomes owned and occupied by lower-income residents through the CalHome Program for the rehabilitation of mobilehomes.

## ***Housing Policy Implementation***

The Housing Element identifies seven goals, 16 policies and 57 programs. Housing Element policies are unique among General Plan policies in that implementation dates and responsible entities are included. While some of the policies identify a specific year when the work is expected to be completed, other goals and policies are identified as ongoing.

Three items were identified to be completed in 2018, listed below with a status provided:

**H-A-5** Improve community acceptance of higher-density housing through community-based outreach, recognition of existing livable neighborhoods, and assurance of well-designed high-density projects.

Time Frame: 2018

*Status:* Planning staff continued to hold neighborhood meetings to raise public awareness of proposed projects, and to provide for an opportunity of increased transparency and input. Additionally, projects which utilized the City's Pre-Application Meetings and/or Concept Design Review benefitted from early feedback regarding the project design. Discussions also continued with the community regarding the Council's downtown housing priority, which looks to increase residential densities in the downtown core.

**H-B-5** Revise the Condominium Conversion Ordinance to preserve rental apartments from conversion to ownership units.

Time Frame: 2018

*Status:* No updates have been made to the existing Condominium Conversion Ordinance since the drafting of this policy due to limited staff resources. However, it should be noted that the City has not received any applications, or any informal inquiries, for condominium conversions since the Housing Element was updated in 2014.

**H-C-12** Investigate development of a Community Land Trust program for Santa Rosa to determine its feasibility and affordable housing production possibilities.

Time Frame: 2018

*Status:* Through the Affordably Housing Incentive Program funding created by the Housing Action Plan, the City is funding a project that includes the Housing Land Trust of Sonoma County. This project, Acacia Village, allows the City to assist in creating homeownership opportunities for moderate income households with the land being held by the Housing Land Trust of Sonoma County through a ground lease.

## LAND USE / URBAN DESIGN ELEMENTS

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### ***Non-Residential Growth and Development***

Santa Rosa issued building permits for 520,669 square feet of new non-residential construction last year. This square footage represents an increase of 316 percent from 2017, and is comprised of a number of significant projects including hotels, medical offices, retail expansion, and a community care facility. Featured projects include:

#### **Memorial Hospital Medical Office Building and Parking Structure – Montgomery Drive and Sotoyome Street**

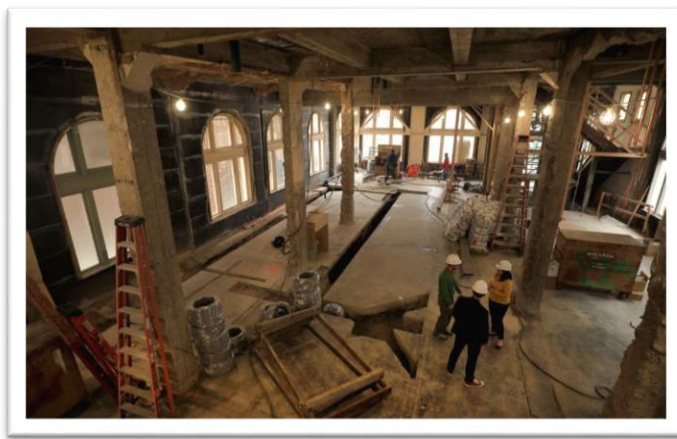
- The project includes the construction of a new, 4-story medical office building with 92,000 square feet of floor area, a 6-level, 600-stall parking garage, and associated site improvements.



*Rendering of Memorial Hospital Medical Office Building*

#### **Coddington Mall**

- The Coddington Mall has undergone a number of renovations in the last several years. In 2018, a sizeable portion of the norther facing façade was rebuilt to include three new tenant spaces between the existing Starbucks Café and Whole Foods grocery store. The new spaces include Old Navy, Ulta Beauty, and Petco Unleashed.



*Construction within the Empire Hotel*

**Empire Hotel** – Construction of the Empire Hotel, a 71-room facility including ground floor restaurant and café space, commenced in 2018. The hotel, located on the west side of Courthouse Square, represents early development in the area recently reunified by the City.

**Airway Community Care** – Airway Community Care, a 90-room facility, located in northwest Santa Rosa, includes 65 rooms for assisted living individuals and 25 rooms for memory care patients. The new

construction represents 70,000 square feet of new building area on a previously undeveloped infill parcel. Construction of the project is anticipated to commence in early 2019.

**AC Hotel by Marriott** –The AC Hotel project includes a 5-story, 142-room hotel with a fitness facility, small meeting rooms, a public restaurant and lounge, and approximately 1,000 square feet of commercial retail space to be developed on a parcel previously operated as a parking facility. The hotel is located at 210 5<sup>th</sup> Street in Railroad Square. Completion of the hotel is planned for Fall 2019.



*Rendering of AC Marriott as viewed from Davis Street*

### **Annexations**

In 2018, one annexation was recorded. Based on the small area covered by the annexation, the overall size of Santa Rosa remains 42.81 square miles, unchanged from 2017.

### **Downtown**

The General Plan directs downtown to be the major office, financial, civic, and cultural center in the North Bay. It also directs development of housing units to increase downtown's vibrancy. There are a number of activities and projects which are striving to meet these goals.

To address regional housing needs and intensify the dynamic economic center that is its downtown core, the City of Santa Rosa is addressing policies, fees, and processes across all aspects of development to bring higher density transit-oriented housing and mixed-use development to downtown. These efforts fall into five general categories:

- Council Priorities
- Fees and Incentives
- Permit and Approval Streamlining
- Opportunity Zones
- California Environmental Quality Act (CEQA - updated environmental review through the Downtown Station Area Specific Plan update)

2018 saw great progress in accomplishing work in these areas, including:

- Committed support from Santa Rosa City Council for all policies, fee reductions, efforts and initiatives to bring infill development to the downtown and near transit; made housing policies and downtown housing two of the five top Council priorities
- Reduced discretionary action for design review and the use permit process for housing projects in the downtown (and the City's four other Priority Development Areas, PDAs)
- Implemented a Downtown High-Density Residential Incentive Program

- Began the process of updating the Downtown Station Area Specific Plan to consider increasing building height, decreasing parking requirements, and implementing Vehicle Miles Traveled (VMT); this process includes CEQA analysis
- Created an express permitting process for downtown infill housing development
- Downtown has been designated as a Federal Opportunity Zone
- Established up to 100% density bonus in the Downtown Station Area Specific Plan area
- Authorized the evaluation of City property in the downtown for housing development partnerships

## TRANSPORTATION ELEMENT

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Traffic circulation remains an important issue for Santa Rosa. Based on General Plan modeling, it is recognized that continued growth will cause congestion and affect travel times, and some areas will not meet City Level of Service standards. The General Plan supports alternative transportation modes such as transit service, bicycling, and walking to reduce auto trips.

The General Plan calls for maintaining acceptable traffic flows, with a level of service of “D” or better along major corridors. While modeling is utilized to analyze specific projects, and plans to measure level of service, the City also uses traffic signal timing to address levels of service, however, once saturated, little can be done to increase capacity besides street widening. Since 2006, the City has implemented Adaptive Traffic Control technology on segments of College Avenue, Stony Point Road, Guerneville Road, and Mendocino Avenue. Adaptive Traffic Control includes enhanced signal timing technology and real-time management of traffic systems.

The General Plan also calls for coordination of the City’s Transportation Plan with regional entities such as the Sonoma County Transportation Authority, the Metropolitan Transportation Commission (MTC) and the California Department of Transportation (Caltrans). Staff works with these groups to secure funding and to develop strategic plans to implement transportation improvements.

### ***Bicycles and Pedestrians***

The General Plan envisions attractive and comfortable streets for pedestrians and bicyclists.

In 2018 the following bicycle projects were completed:

- Citywide Green Bike Lane transitions in various locations
- Stony Point Road – Sebastopol Road to Hearn Avenue widening – included closing gaps in sidewalk and the class II bike lanes



*Green Bike Lane transition on Sonoma Avenue*

Several bicycle projects were in the design stage in 2018, including:

- Hearn Avenue at the Sonoma Marin Area Rail Transit (SMART) multi use path crossing
- Range Avenue Class II bike lanes between just south of Guerneville Road and Edwards Avenue
- E Street – College Avenue to Sonoma Avenue class II bike lanes
- Piner Road – Coffey Lane to Range Avenue class II bike lanes

Pedestrian improvements completed in 2018 include:

- Traffic signal installation at Stony Point Road and Lazzini Avenue;
- Pedestrian actuated flashers at Stony Point Road and Mesa Way and at Stony Point Road and Roseland Creek;
- Minor pedestrian enhancements at 114 locations, including signage, striping, curb ramps, and/or flashing beacons; and
- Fulton Road Ped Path from Santa Rosa Creek to West College (westside)

Pedestrian enhancement projects in the design stage during 2018 include:

- Traffic signal modification at Sotoyome Street and Montgomery Drive (near Memorial Hospital);
- McConnell Avenue Hybrid Signal;
- Alderbrook Drive and 4th Street crossing treatment;
- Franklin Avenue pathway Monroe Street to Terrace Way;
- Guerneville Road Pedestrian Gaps from Marlow Road to Ridley Avenue; and
- Dutton Avenue – Jennings Avenue to 500 feet south (sidewalk on the east side)



*Alderbrook Drive and 4th Street crossing treatment*

In addition, the City's Traffic Engineering Division continued work on updating the Bicycle and Pedestrian Master Plan. The intent of this update is to review and prioritize plans for additional bike-ways, walkways, trails and pedestrian enhancements within the City. The updated Master Plan is a critical tool in building a Citywide transportation system that is bicycle and pedestrian friendly. The goal of the Plan Update is to encourage more residents to bike and walk, furthering a number of General Plan goals and policies. The Final updated plan is anticipated to be adopted by the City Council in Spring of 2019.

### ***Transit and Transportation Systems Management***

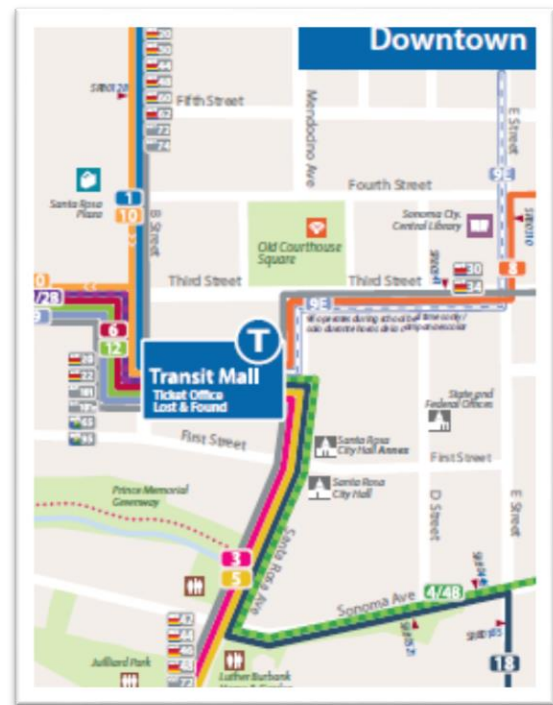
The General Plan calls for expanding transit service, coordination of transit services with other transit operators, and encouraging ridership through marketing and promotional efforts. The City of Santa Rosa Climate Action Plan sees transit as important for affordable



housing, density, carbon reduction and improved transport options. The City's Transit Division manages fixed route service, paratransit service and other transit related programs.

During fiscal year 2016-2017, Santa Rosa CityBus fixed route service provided 2,012,755 passenger trips. This figure reflects a continuing decrease in ridership since 2013. To address this declining ridership, in 2015, the Transit Division began a planning effort called Reimagining CityBus ([www.srcity.org/reimagining](http://www.srcity.org/reimagining)). Reimagining was a comprehensive evaluation and planning effort that resulted in a new service plan for Santa Rosa CityBus to better meet the needs of the Santa Rosa community. Based on the priorities identified by community members, the City determined the system should be restructured based on the following principles: frequent service, direct alignments, bi-directional service, strong anchor points, spacing between routes and connectivity between routes.

In May of 2017 the 14 new CityBus routes were implemented with these Reimagining CityBus priorities as guides. City staff engaged in significant public outreach and hands-on customer service in order to transition riders to the new system, new schedules, and new bus stop signs and amenities. The first year of full system Reimagining implementation was marked with mixed success. Overall ridership in fiscal year 2017-2018 dropped by about 12% to 1,763,505. This drop-in ridership can be partly attributed to the Tubbs/Nuns fire in October of 2017. The impacts of the fire continue to impact route performance beyond October 2017 particularly on routes that served areas hit by the fire. Additionally, it is expected that there will be a short-term drop-in ridership following a significant change to a transit system. Other factors are likely contributing to the decline in CityBus ridership. For example, recent research in 2018 indicates that the prevalence of low-cost auto loans and a shift in car-buying habits among groups that have traditionally had a higher propensity to use transit is a leading factor in transit ridership declines throughout the United States. On the positive side, the new 15-minute routes serving Mendocino Avenue and Sebastopol Road are performing impressively, meeting the Short-Range Transit Plan 2016 - 2025 goals for ridership and productivity.



*Downtown Section system map - Reimagining CityBus*

In fiscal year 2018-2019 ridership is expected to increase over the 2017-2018 level. As Reimagining Phase I changes were focused on route design, creating a stronger network and trunk routes to better serve density on key corridors land, the benefits and true significance of Reimagining can only be realized over time with further land-use planning. Reimagining did not significantly increase the hours of service available for the public, therefore, although ridership for 2018-19 is expected to increase, the increase is expected to be modest. Over time these changes are anticipated to improve the affordability and sustainability of Santa Rosa and meet the priorities identified by the community. City staff

will continue to analyze and modify routes. Over the upcoming years, the Transit Division will look to implement the elements in Phase II of the Reimagining CityBus Plan.

The Transit Division recognizes that affordability can be a hurdle to accessing transit. CityBus continues to maintain a diverse portfolio of fare options. Fare options include a cash fare, 24-hour pass, ticket books or a 31-day pass. Discounts are provided for youth and seniors, Medicare card holders and those living with a disability. A two-hour transfer policy allows unlimited transfers for riders for two hours after the purchase of a ride. Riders can transfer to SMART, Golden Gate Transit or Sonoma County Transit and receive a transfer credit with paper transfers or using Clipper. Clipper, the Bay Area's all-in-one transit card, can now be used on CityBus's fixed route buses as of January 2016. Clipper Card can hold transit passes, cash value or any combination. Cash value works on all participating transit systems. Passes and tickets are specific to each system. Slightly under 3% of CityBus ridership in FY16-17 used Clipper to pay CityBus fares (55,541 rides).

CityBus has successfully launched its first "unlimited access" transit pass with the Santa Rosa Junior College. In September 2017 the "pilot" pass program was initiated and as of January 2019 the City Council entered into a multi-year agreement with the Junior College. Ridership in the program started at about 2,500 per week in the first year and had increased to about 4,500 rides per week as of December 2018. The City will continue to pilot programs that improve access to transit.

CityBus continues to provide real-time transit information for fixed route buses through a variety of platforms for accessing the real-time bus arrival information (these include web at [www.srcity.org/mycitybus](http://www.srcity.org/mycitybus) and via a phone by downloading an app, calling for voice or texting). Trip planning on CityBus can be done at GoogleMaps, through the real-time information provider or 511.

Beyond increasing ridership which decreases vehicle miles traveled, transit has another important role that impacts carbon reduction goals region and state wide. Reducing the transportation sector's reliance on petroleum is a key component of a statewide effort to reduce greenhouse gas emissions, strengthen the economy, and improve public health and the environment. The Transit Division's largest ongoing capital obligation is the periodic replacement of the 28 fixed-route buses in its active fleet. With the developments in the Zero Emissions Bus (ZEB) industry and the California Air Resources Board's (CARB) Innovative Clean Transit (ICT) regulation requiring statewide transit bus electrification by 2040, the timing to begin the transition from diesel vehicles to electric buses is optimal. This transition requires collaboration with state and local partners and a comprehensive understanding of the electrification process.

CityBus' active fixed-route fleet is composed of 18 diesel buses and 10 diesel-hybrid buses. In the past year the City of Santa Rosa has received two competitive grant awards from the Federal Transit Administration's 5339 Bus and Bus Facilities Program totaling \$2.9 million. These funds will pay for CityBus' first four battery-electric buses and charging equipment. Electrification of the CityBus fleet depends on the costs and phasing associated with implementation of charging infrastructure and funding levels for formula and competitive grants for future bus replacement.

Santa Rosa Paratransit serves individuals who are unable to use fixed route transit due to a disability. Individuals wishing to use this service must call and schedule a ride at least one day in advance. This service picks up individuals at a requested origination and delivers them to a specified destination. Santa Rosa Paratransit, which operates 12 accessible, lift-equipped buses, and one wheelchair-accessible minivan, provided 43,789 passenger trips in FY 2016-2017 and 39,814 passenger trips in FY 2017-2018. This decrease can be attributed to the Tubbs/Nuns fire of October 2017. Overall, paratransit ridership has decreased slightly from FY 14-15 levels and has remained relatively flat for the last three fiscal years, largely due to the implementation of the Paratransit Efficiency Study, which included strategies for increasing the productivity of the service and addressing aspects of the service that exceeded the requirements of the Americans with Disabilities Act.

The Transit Division also manages two circulator services: ParkSMART and the Oakmont Route 16. With the start of SMART service in September 2017, the City of Santa Rosa sought to pilot strategies for improving access to this significant transportation infrastructure. The Transit Division, with direction from City Council and funding from the Finance Department, launched ParkSMART in December 2017, a free Downtown shuttle connecting the



*Route 18 - East Circulator*

Downtown SMART station and Railroad Square to Downtown parking, shops, restaurants and Old Courthouse Square. Due to poor ridership, the ParkSMART shuttle stopped operating on March 1, 2019. The Transit Division will continue to support improved access to the SMART using the high frequency CityBus service that includes 10-buses per hour that travel from the Transit Mall to the Downtown SMART Station, augmented with a variety of transportation demand strategies.

The Oakmont Route 16 circulator has been in operation since 1999 as a cost sharing partnership with the Oakmont Village Association (OVA). The OVA contribution covers half of the cost of the service and the City manages the contracted service. The service is a deviated fixed route for the general public to ride free of charge. It provides transportation throughout the Oakmont community and direct transportation between the Oakmont Community and shopping centers in Santa Rosa. With the May 2017 route changes, the service also provides limited shopping trips to the Santa Rosa Village neighborhood on Highway 12. The Transit Division will continue to pilot creative transportation solutions for low ridership areas of Santa Rosa while seeking to improve high frequency service on higher density corridors.

Promotional efforts include the Learn to Ride Santa Rosa CityBus travel training program. Originally created for the senior community, the program has expanded to include local middle and high schools. The Learn to Ride Santa Rosa CityBus travel training program teaches people how to read a system map, pay fares and plan their CityBus trip. Classes

have been offered at the Doyle Day Camp, Creekside Behavioral Health, Santa Rosa Senior Center, Buckelew Services, Montgomery High School, Cook Middle School, and Santa Rosa Middle School.

The Santa Rosa Free Ride Trip Reduction Incentive Program provides incentives to encourage people to use a commute alternative to get to and from work. The website, [www.santarosafreeride.org](http://www.santarosafreeride.org), continues to be an effective tool for data collection and management.

### ***Rail Transit***

The General Plan supports the development of rail service along the former Northwest Pacific Railroad right-of-way. The Sonoma Marin Area Rail Transit (SMART) agency started offering passenger rail service in Sonoma and Marin counties during August and September of 2017. SMART's initial 43 miles of rail corridor includes 10 stations, from the Sonoma County Airport to Downtown San Rafael. Future extensions include: Larkspur, which is scheduled to be completed in 2019, Windsor, Healdsburg, and Cloverdale. The full project will provide 70 miles of passenger rail service, along with a bicycle-pedestrian pathway, connecting SMART passengers with jobs, education centers, retail hubs and housing along the Sonoma-Marin corridor. Two SMART stations are in Santa Rosa, one at Railroad Square and the other along Guerneville Road. The General Plan shows three stations, with the third at Bellevue Avenue. However, SMART does not anticipate adding the third station to Santa Rosa at this time.



*S.M.A.R.T. Train*

City of Santa Rosa staff participated in development of a SMART Commuter Rail Integration Plan sponsored by MTC. The focus of the plan is integration of existing public transit services with SMART rail service. Several activities were completed prior to the beginning of SMART service, including planning for multi-modal access to the stations, Downtown Station improvements, improvements to bus stop and pedestrian facilities, the ParkSMART service and planning for bus service to the SMART stations as part of the

Reimagining CityBus project.

The Downtown Station Area Specific Plan and North Santa Rosa Station Area Specific Plan were adopted in 2007 and 2012, respectively, to ensure transit-oriented development occurs to support future rail service in the City. The Downtown Station Area Specific Plan update, which commenced in 2018, will analyze and address the interaction of the S.M.A.R.T. train with existing and envisioned development.

## PUBLIC SERVICES AND FACILITIES ELEMENT

### *Parks and Recreation*

The General Plan directs the continuing acquisition and development of neighborhood and community park facilities, along with special use facilities, throughout the City.

In 2018, the City purchased the final parcel at 1370 Burbank Avenue to complete ownership of all four parcels that comprise **Roseland Creek Community Park**. The new parcel adds approximately 2.61 acres to the park, providing nearly 20 acres of contiguous park land in Roseland.

**Retrofitting of all community and neighborhood parks to better accommodate persons with disabilities** began in 2011 and continues through 2018. Accessible paths of travel to play areas and facilities have been a focus. Galvin Park

Accessible Tennis Pathways project was completed in winter 2018 and provides universal access compliant with American with Disabilities Act (ADA) to all 12 existing tennis courts.

The **Luther Burbank Home and Gardens (LBH&G)** is the location of the home and gardens of historic horticulturalist Luther Burbank and is operated by the non-profit Burbank Home and Garden Association. In association with the Sonoma County Library hundreds of historical documents associated with Luther Burbank over his lifetime were digitized in 2018, and are now available electronically for research purposes to the community. The digitization is now available at the Sonoma County Archives, providing unprecedented access to the historic collection and preserving Santa Rosa history for future generations.

See the collection overview here:

<http://heritage.sonomalibrary.org/digital/collection/p15763coll22>,

Redwood Empire Live Steamers who own and operate the miniature train ride at **Youth Community Park** expanded their track by 1000 feet, adding a back loop and extended rides with a grand re-opening golden spike celebration in May 2018.

In September 2018 the **Bennet Valley Senior Center (BVSC)** programs were successfully relocated to Steele Lane Community Center and Finley Community Center's Person Senior



*Roseland Creek Community Park*

Wing following the closure of BVSC due to a decline in participation and the need for extensive building repairs.



*Howarth Park Train*

An accessible, ADA compliant train car was purchased in 2018 for the **Howarth Park** train with funds raised by the Santa Rosa Parks Foundation. The new train car will be used in 2019 and those with need for the ADA space will have a front row seat on the Howarth Park train.

**Coffey Neighborhood Park** is a 5-acre neighborhood park that was destroyed in the 2017 wildfires.

Work to rebuild the

park began in 2018, including initiation of the neighborhood input process and preparation for debris removal, and completion of hazardous material and arborist reports. Completion of park design and the master planning process, followed by the start of park construction in phases, is scheduled for 2019.



*Coffey Neighborhood Park after Tubbs Fire*

**Rincon Ridge and Fir Ridge Parks** are two neighborhood parks in Fountaingrove partially destroyed by the 2017 wildfires. Work has begun to rebuild portions of the parks destroyed by the fires including hazardous materials and arborist reports, and removal of most of the debris. The remainder of the restoration is planned for 2019.

**Francis Nielsen Ranch Park** is a neighborhood park in Fountaingrove. The wooden pedestrian bridge was destroyed in the 2017 wildfires and work to replace the bridge began in 2018. Structural testing of the existing bridge abutments was completed, and a new bridge design began and is expected to be complete in 2019.



*Nagasawa Community Park*

**Nagasawa Community Park** located in Fountaingrove was partially destroyed by the 2017 wildfires and efforts to restore the park began in 2018, including testing of the dam water control features of Fountaingrove Lake located within the park. Redesign of park structural elements destroyed in the fire, such as fencing, electrical and new irrigation and signage, will begin in 2019.

## ***Police and Fire Services***

The General Plan calls for collaboration with other local jurisdictions in the provision of some police and fire services if it improves service levels and is cost effective. Both the Police and Fire Departments work collaboratively with other local agencies where efficiencies can be achieved.

The Fire Department is part of a Joint Powers Agreement for fire and emergency medical dispatch services, called the Redwood Empire Dispatch Communications Authority (REDCOM). REDCOM provides fire/emergency medical dispatch services for most cities and fire protection districts within Sonoma County. The Santa Rosa Fire Department has Auto Aid Agreements with Rincon Valley Fire Protection District, Bennett Valley Fire Protection District and the Kenwood Fire Protection District. The Rincon Valley Fire Protection District Agreement is designed to ensure the closest, most appropriate fire resources are dispatched to an incident regardless of jurisdictional boundaries. All the agreements cover automatic emergency response to specific areas in which the City and the respective district share jurisdictional boundaries.

In addition to Auto Aid Agreements, the Department is a member of a joint response plan with Rincon Valley, Bennett Valley and CALFIRE which covers specific wildland/urban interface areas. This plan is known as the Santa Rosa Mutual Threat Zone Operating Plan.

The Santa Rosa Fire Department has been providing fire service to the Roseland Fire Protection District (RFPD) since the early 1980's. With the annexation of the Roseland area into Santa Rosa, the Roseland Fire Protection District will be dissolved. Approximately ½ of the district came into the City of Santa Rosa in 2017. The other half, which lays outside of the City's sphere of influence, will go to Rincon Valley Fire Protection District. Santa Rosa Fire Department will continue to provide service to this area as it is the closest fire resource.

The General Plan calls for the addition of a new fire station in southeast Santa Rosa and for the relocation of the station on Burbank Avenue to a more easterly location to better serve the community. Due to the City's financial limitations, the development of a new fire station near Kawana Springs and Petaluma Hill Roads, called for in the General Plan, has been delayed.

The Fire Department had a Standards of Coverage and Deployment Plan completed in 2016. This plan outlines relocating two stations (Stations 6 and 8) and building two new stations based on projected growth (Stations 9 and 12). Station 6 should be moved from Calistoga Road to the vicinity of Hwy 12 and Fairway Drive/Los Alamos Road and a new station should be built (Station 12) in the vicinity of Montecito Boulevard and Benicia Drive Station 8 should be moved from Burbank Avenue to the vicinity of Hearn Avenue and Dutton Meadow. This relocation of Station 8 will serve the southeast area and future growth, allowing Station 9 to be built further down Santa Rosa Avenue. A General Plan Amendment, approved by the City Council in May 2018, included changes to future station locations, including Station 8, based on recent analysis of emergency response times.

Funds from Measure O, a special tax for public safety and gang prevention passed in

2004. Since 2005, a portion of those funds have enhanced fire and emergency services by partially funding the construction of Fire Station 10 on Circadian Way, in the southwest area, which opened in March 2006. Measure O also partially funded the construction of Fire Station 11, opened in March 2009, on Lewis Road in the Junior College area. Measure O revenue also funded the design and construction of relocated Fire Station 5 from Parker Hill Road to Newgate Court in the northeast in August 2015, which was called for in the General Plan. Planning is also underway to rebuild Fire Station 5 which was destroyed by the Tubbs Fire.

The General Plan calls for collaboration with other local jurisdictions in the provision of some police services and to increase community contact through neighborhood oriented policing. The Police Department collaborates with neighborhood associations and schools in its Graffiti Abatement Program and conducts numerous outreach programs. The Police Department is also part of a multi-agency Computer Aided Dispatch/Records Management System. It includes Sonoma County and most of its cities and features a common records data base and access to state and federal data bases. Other collaborations occur in establishing checkpoints and saturation patrols for drunken drivers, preparing for large scale community events, and various joint training opportunities.

### ***Existing Water Supply***

General Plan Policy PSF-F states “ensure that an adequate supply of water is available to serve existing and future needs of the City.” To meet existing and future water supply needs, the City’s water supply consists of water supply from the Sonoma County Water Agency (Sonoma Water), groundwater, recycled water, and water conservation.

The City has contractual entitlement from Sonoma Water per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre-feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City can also access approximately 410 AFY of recycled water from its Regional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,500 AFY of water. In a normal water year, the total existing water supply available to the City is approximately 31,810 AFY (not including conservation). Santa Rosa’s highest water use to date was in 2004 when approximately 24,000 acre-feet was used. In 2018, Santa Rosa’s water usage was approximately 17,689 acre-feet.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies. The City Council’s adopted Capital Improvement Program (CIP) includes projects to provide additional water supply during emergencies and peak demand periods. Additional projects are planned to replace old or deteriorated water system pipelines, increase fire protection and storage, improve operational efficiencies of water pump stations, provide emergency power generation at critical project locations, and to maintain and repair the water system throughout the City. These and other ongoing CIP projects are designed to maintain a sufficient water supply system to match General Plan growth projections.



## Wastewater

Wastewater from Santa Rosa is treated at the Laguna Treatment Plant (LTP) and is beneficially reused by the Santa Rosa Regional Water Reuse System. Over 30,000 wet tons of solids are treated to Class B standards and dewatered to 16 percent solids content. Approximately 64 percent is applied on local farmland while 28 percent is further treated in the City's composting facility. A small portion is further treated off-site by a private operator, and another small portion is disposed of in the landfill. The City Council-adopted CIP is scheduled to make various improvements to the LTP and reuse system in order to maintain adequate capacity to treat and reuse wastewater volumes anticipated by the General Plan. The current system rated capacity is 21.34 million gallons per day. This is expected to provide sufficient capacity into the future. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would expand the system to 25.89 million gallons per day, which will meet General Plan projections of Santa Rosa and the other regional partners.

## OPEN SPACE AND CONSERVATION ELEMENT



*Trash can sticker label, utilized along creek trail system*

General Plan policy supports creating new public access and open space, conservation of wetlands, vernal pools, wildlife ecosystems, rare plant habitat and waterways as well as promoting energy efficiency and reducing greenhouse gas emissions.

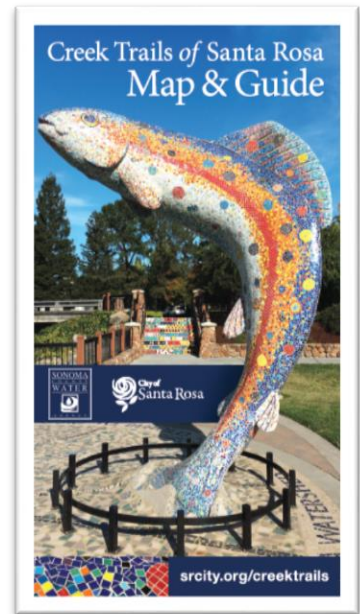
Waterway conservation and stewardship continued in 2018 as directed by the General Plan. The **Creek Stewardship Program**, supported through a partnership with Sonoma Water, helped care for more than 100 miles of creeks within the Urban Growth Boundary. 12,193 residents, including 10,181 youth, participated in 431 educational and stewardship activities. 356 of the activities were focused on schools and other youth programs.

Volunteers contributed over 6,000 hours of community service for trail maintenance, care of restoration projects, and in removing trash from creeks during 103 volunteer cleanups. Approximately 1,064 cubic yards of trash and debris were removed from waterways by Water Department staff, youth corps, contractors, and the volunteers in 2018.

During the year, grant funding helped install and repair 27 security fencing structures under bridges and in pipes of the storm drain system. The structures prevent access that leads to the accumulation of trash and other pollutants that can enter waterways.

100,000 pet waste bags were distributed to creek stewards to restock dispensers along the creek trails. To help reduce trash along the creek trail system, trash cans were labeled with colorful stickers.

Recreational and natural habitat elements of the **Santa Rosa Citywide Creek Master Plan** were suggested for incorporation in development proposals brought before the Waterways Advisory Committee. The popular *Creek Trails of Santa Rosa Map and Guide* was reprinted in November 2018 along with a new Spanish version. Artistic “Ours to Protect” creek identification signs continue to be installed and draw attention to creeks where there are roadway crossings.



*Creek Trails Map and Guide*



*Phase 1 – Colgan Creek Restoration*

Maintenance continues to ensure successful revegetation of Phase 1 of the Lower Colgan Creek Restoration Project (2015) that transformed 2,250 linear feet of engineered flood control channel near Elsie Allen High School in southwest Santa

Rosa to a healthier creek ecosystem. The project increased flood protection, enhanced habitat, improved water quality, and provided recreational opportunities. The project is funded by a variety of State grants and the City’s Storm Water Assessment. Final plans and permitting of Phase 2 of the project will be completed in 2019, prior to construction in 2020.

### ***Climate Action Plan***

In 2012, the City Council adopted a Community Climate Action Plan (CAP) to reduce greenhouse gas emissions in Santa Rosa. The plan includes measures to reduce emissions 25 percent below 1990 levels by 2020. A Municipal (CAP) was adopted in 2013 to focus on

reduction of greenhouse gas emissions in City of Santa Rosa operations. A Climate Action Plan Implementation Team (CAPIT) including City department representatives has been established to implement measures from the Community and Municipal CAPs.

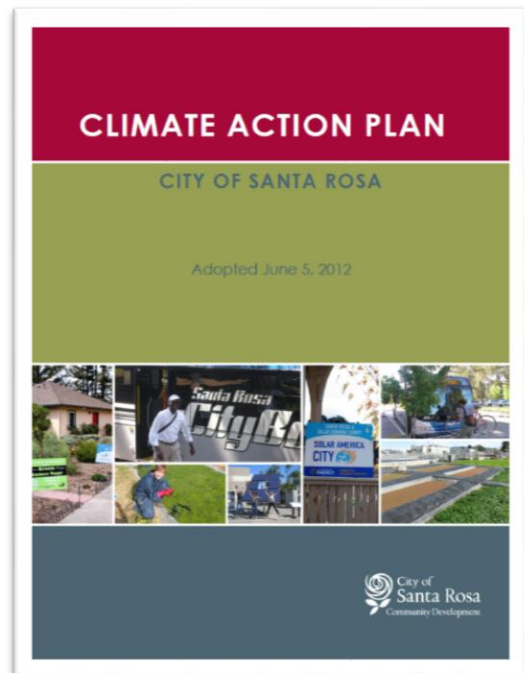
The emission reduction measures developed for both CAPs address a range of sectors including energy efficiency, renewable energy, parking and land use management, transportation options, waste reduction and recycling, water and wastewater, local food, and off-road vehicles and equipment. Progress has been made in each of these areas over the last year.

**Energy Efficiency.** The CAP calls for use of the CALGreen building code for energy efficiency in new construction, energy efficiency in existing buildings, smart meter utilization, tree planting, cool roofs and pavement, and energy efficient appliances, which Santa Rosa utilizes. The CALGreen mandatory energy efficiency requirements are enhanced as part of the California Building Code update. The City has been applying these newly updated requirements, and several voluntary enhanced energy efficiency requirements to new construction, since adoption of the Building Code update at the end

of 2016. For several years, the City of Santa Rosa has partnered with the Sonoma County Energy Independence Program (SCEIP), which offers low interest financing and technical assistance to property owners for energy efficiency retrofits. The mandatory requirements of the CALGreen include wiring for rooftop solar and electric vehicle charging in new residential homes. The next building code update, to occur in 2019, will make rooftop solar a requirement for single-family residential construction. In 2018, the City received all electricity delivery from Sonoma Clean Power (SCP) for municipal meters. SCP procures a mix of electricity that is a minimum of 42% renewable, carbon-free sources.

**Waste Reduction, Recycling and Composting.** The City has made appreciable progress in efforts to reduce waste diverted to landfills through reducing the amount of product utilized and by encouraging recycling and composting by residents and business owners. A contract with R3 has been established to improve waste-diversion community-wide, with a completed plan expected in 2019. The City's hauler, Recology, offers green waste bins for commercial businesses and education on how to implement composting. To reduce the plastic generated from community events, the Recreation and Parks Department provides the Hydration Station water dispenser, and/or pitchers of water at meetings and events.

**Renewable Energy.** The CAP calls for small renewable energy installations and renewable power generation. In 2018, the City generated renewable energy at 11 existing solar panel arrays at various water department facilities, a capacity totaling 486 kW. Four parking facilities had rooftop solar equipment by the years end, increasing generation capacity by 319



*Community Climate Action Plan adopted in 2012*

kW. In 2018, City staff began exploring opportunities to add floating solar panels to the Laguna Treatment Plant facility.

**Parking and Land Use Management.** The CAP calls for more dense and intense development near transit centers, proximate complementary uses, and affordable housing. The City Parking division completed a progressive parking management plan for the Railroad Square and greater downtown area, with the goal of improving the likelihood of finding parking, but also to incentivize other forms of travel like bike and transit. The new parking management scheme became effective at the beginning of 2018. City Parking staff prepared a commuter parking permit program which was approved by the Council in January 2019. This permit offers a 50 percent reduction in the cost of a monthly permit in Garage 12.

In addition, the update of the Downtown Station Area Specific Plan which began in 2018, will incentivize additional density in close proximity to transit, further reducing Greenhouse Gas emissions generated by transportation.

**Improved Transportation Options.** The CAP calls for an improved bicycle and pedestrian network, improved transit, car sharing, and telecommuting. In 2018, as noted in the Transportation Element section of this report, several street improvement projects added new bicycle lanes to Santa Rosa's network, along with other pedestrian amenities like signage, striping, curb ramps, and flashing beacons. The City received two competitive grants from the Federal Transit Administration totaling \$2.9 million, in 2018. These funds will pay for CityBus's first four battery-electric buses and charging equipment. While the ParkSMART shuttle discontinued operation in February 2019, due to low ridership, CityBus services for this use are being highlighted.

A demand-based pricing system for public parking was implemented in January of 2018. This new system increases the price of street parking in high parking demand areas like the core downtown. The goal of the pricing strategy is to improve access to short-term parking, thereby increasing convenience to business patrons, reducing circling and related traffic hazards. Demand based pricing may indirectly incentivize carpooling and transit ridership.

**Optimized Vehicular Travel.** The CAP calls for facilitation of electric and hybrid-electric vehicles, alternative fuels, anti-idling, and neighborhood electric vehicles. In 2018, the City had 11 electric vehicle charging stations at City facilities, with plans to install seven more.

State law prohibits commercial vehicles (heavy-duty diesel of 10,000 pounds or more) from idling more than 5 minutes. At schools, drivers are required to shut off vehicle engines upon arrival and to leave within 30 seconds of starting an engine. The City of Santa Rosa Public Works Department has a policy limiting idling of its motor vehicles and off-road equipment to two minutes within a 60-minute period.

**Water and Wastewater.** The CAP calls for water use efficiency and use of recycled water in the City. Santa Rosa Water continued to offer classes and rebates for customers to learn about and implement water saving techniques at their homes and businesses. Rebates were also offered for water saving toilets, shower heads, and faucet aerators, landscape irrigation upgrades, and turf removal. As noted in the Public Facilities section of this report, Water

Department staff continue to replace existing water meters with advanced metering equipment, with over 7,000 meters installed to date. The new meters can provide hourly tracking of water use, and identify location of leaks and water waste.

## YOUTH AND FAMILY ELEMENT

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The Youth and Family Element promotes the health, safety, and welfare of children, teens, the elderly, and their families in Santa Rosa. Child care services, youth, and senior programs are supported.

Measure O, a quarter-cent Transaction and Use public safety tax initiative approved by voters in 2004 provides 20 percent of funds collected towards Violence Prevention and Intervention Services (40 percent each funds Police and Fire services).

In the late 1990s and early 2000's, the City of Santa Rosa was experiencing an increasing amount of violent street gang activity, and an acknowledgement by the Santa Rosa Police Department that the City could not arrest our way out of the gang problem. Although law enforcement efforts were critical, enforcement alone could not adequately address the systemic causes of youth and gang-related criminal activity. There was a growing recognition that a comprehensive approach was necessary, so in July of 2003, then Mayor of Santa Rosa Sharon Wright established the Mayor's Gang Prevention Task Force with the unanimous support of the Santa Rosa City Council.

*"One of our first challenges was actually acknowledging to our community we had an issue with youth violence. Our transparency attracted other members of our community who wanted to be part of the solution."*

*Tom Schwedhelm,  
City of Santa Rosa Mayor*

Modeled after the City of San Jose's Task Force, the City of Santa Rosa established a community-based collaborative effort designed to engage multiple stakeholders to reduce youth and gang violence in 2003. In 2015, The Mayor's Gang Prevention Task Force was rebranded as the City of Santa Rosa's Violence Prevention Partnership. Now simply referred to as, "The Partnership," the program is a model of shared responsibility, currently involving over 50 organizations to strengthen youth and families and create safe neighborhoods through mobilizing and engaging parents, schools, community-based organizations, faith community, business, government, and local law enforcement.

Evidence-informed research suggests that violence prevention requires comprehensive systems to address the social determinants of health to reduce violence and increase pro-social behavior. To better align with these efforts, The Partnership developed the Community Safety Scorecard in 2016, which identified strategies through a public health lens across four key domains: Economic Conditions, School Conditions, Family & Community Connectedness, and Crime & Safety. By identifying geographical areas throughout Santa Rosa with higher incidents of violence and gaps in services, The Partnership gained a greater understanding of the root causes of violence while striving for an equitable

distribution of resources, both locally and statewide, in support of the City's youth and families.

*“The California Board of State and Community Corrections provides grants that promote shared solutions to shared problems and the efficient leveraging of multiple funding sources to improve community/government relations and increase capacity for community-based organizations. The City of Santa Rosa’s Violence Prevention Partnership is an example of one such collaboration, relying on a multi-disciplinary effort among city government, community leaders, schools, faith communities and businesses to protect and provide services to at-risk young people in underserved areas.”*

*Colleen Curtin,  
California Board of State and Community Corrections Field Representative*

Since 2012 the California Board of State and Community Corrections (BSCC) has awarded the City of Santa Rosa over \$2.8 million to deliver evidence-based gang prevention, intervention, and re-entry programs to the under-served communities. This funding has provided The Partnership with the resources to create an internal referral system, **Guiding People Successfully (GPS)**, aimed at providing wraparound case management services for high-risk youth in the community.

Residents of Santa Rosa prioritizes supporting our high-risk youth and families through Measure O, a sales tax that has allowed The Partnership to invest over \$6 million since 2006 into local community-based organizations and schools through the **Community Helping Our Indispensable Children Excel (CHOICE) Grant Program**. The City of Santa Rosa also organizes community engagement events such as Gang Prevention Awareness Month and Parent Engagement Month to raise awareness and educate the community on the collaborative efforts to prevent youth and gang violence. Although the City of Santa Rosa has recently adopted upstream violence prevention strategies, the City has witnessed change as evidenced by the 88% of youth who did not reoffend after receiving services through our referral program.

Some of The Partnership's 2018 accomplishments include:

- Over \$6 million invested in local community-based organizations and schools, serving over 35,000 youth and parents, since the inception of the **CHOICE Grant Program** in 2006.
- After nine successful years of coordinating the annual **Gang Prevention Awareness Week**, The Partnership facilitated the inaugural **Gang Prevention Awareness MONTH** in September 2018. This series of six community engagement events throughout the City is an opportunity to raise awareness and educate the community on collaborative efforts to reduce and prevent youth and gang violence.
- The Partnership collaborated with various partners to establish **Parent Engagement Month** by coordinating four parent trainings in high need areas identified in the Community Safety Scorecard, with over 120 parents in attendance.
- To date, the Partnership has leveraged local funding streams by receiving four grant awards from the Board of State and Community Corrections, under the California

Violence Intervention and Prevention (CalVIP, previously Gang Reduction, Intervention, and Prevention (CalGRIP)) grant program, totaling over \$2.8 million to bring evidence-based gang prevention, intervention, and re-entry programs to our community. This funding provided The Partnership with the resources to enhance the referral system by developing the **Guiding People Successfully (GPS) Program** aimed at providing wraparound, case management services for close to 500 high-risk youth in the community.

- To continue raising awareness and educating the community about youth and gang violence, The Partnership has presented over 40 workshops and presentations at school campuses and throughout the community for over 3,000 people.
- The Partnership has been a member of the **California Violence Prevention Network (CVPN)** of 14 cities throughout California since its inception in 2007. This membership provides shared learning and growth opportunities for members in the evolving field of violence prevention. In 2015, The Partnership strengthened its presence with the Network by incorporating its Executive Director as a member of the Policy Team.

The City of Santa Rosa believes there is not one common established system in place to create safe neighborhoods and prevent youth and gang violence, so we rely on innovative forward thinking and strong partnerships to continuously evolve and collectively impact *Our Youth, Our Safety, Our Community*.

For more information on the City of Santa Rosa's Violence Prevention Partnership, please visit [www.srcity.org/ThePartnership](http://www.srcity.org/ThePartnership)

General Plan policy calls for placement of police officers at middle and high schools to positively interact with students. The Police Department has a team of five officers known as School Resource Officers (SROs) and a sergeant who work in partnership with Santa Rosa City Schools. The officers are assigned to each of the five high schools in the school district and their corresponding middle school to provide security for students, staff, and property, as well as enforce law violations on and around the campuses. The SROs also participate in a variety of community activities related to kids such as school career days, teaching parents and students about cyber bullying, conducting presentations at schools about the dangers of drugs and gangs, or reading books to elementary students. They are also active with various community organizations and attend community events. In 2019, the SRO's also have a presence in the Roseland School District through mentoring and once-a-week visits to the high school and elementary school campus's.

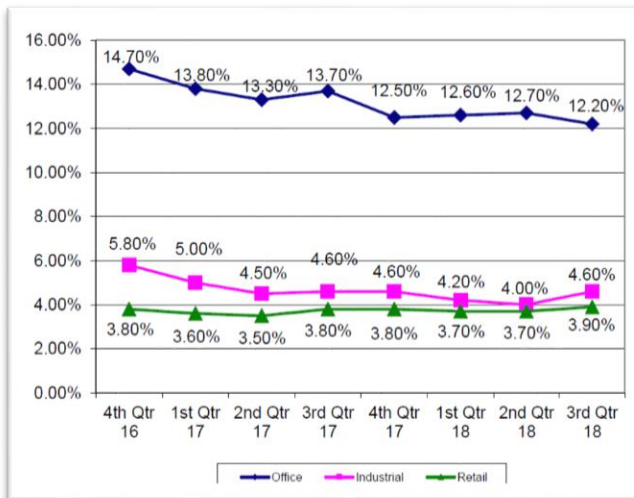
The SRPD SROs have conducted enforcement of laws related to alcohol sales to minors to curb underaged drinking. Working under a grant from California Alcohol and Beverage Control, the SROs have run decoy operations and compliance checks of local establishments licensed to sell and serve alcohol. The Grant was not in effect in 2018, however it is anticipated to be active again in 2019. In addition, each year the SROs put together the "Every 15 Minutes" program at a local high school. "Every 15 Minutes" is an intensive program presented over the course of two days, aimed at preventing teenagers from driving under the influence of alcohol.

The SROs are responsible for organizing and hosting the Youth Citizen’s Police Academy where high school students learn about police work over a series of classes. The topics covered during the academy include an overview of the different aspects of the Police Department such as patrol, traffic, narcotics enforcement, crimes against property and crimes against persons investigations, crime scenes investigations and dispatch. The students also participate in interactive activities where they are taught subjects such as use of force, DUI enforcement, collision investigation, S.W.A.T., hostage negotiations, Force Options Simulator and K-9. The program is designed to give students a better idea of how the Police Department operates, and to expose youth to the law enforcement profession and to the people who work for the Police Department.

In addition to the school program, the Police Department administers the Gang Resistance Education and Training (G.R.E.A.T.) program, which is an evidence-based gang and violence prevention program built around school-based, law enforcement officer-instructed classroom curricula. The program intends to prevent delinquency, youth violence, and gang membership for children in the years immediately before the prime ages for introduction into gangs and delinquent behavior. Currently, G.R.E.A.T. is being implemented at 12 schools in Santa Rosa for 4th and 5th graders.

## ECONOMIC VITALITY ELEMENT

The General Plan calls for a positive business climate, retaining and expanding existing businesses and attracting new businesses, and maintaining the economic vitality of business locations in the City.



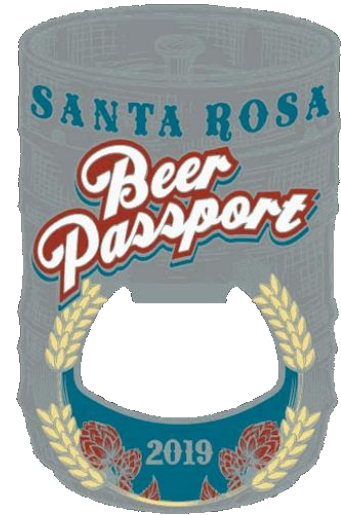
*Commercial Vacancy Rates*

To foster a positive business climate, the City identifies and implements community-based strategies to cultivate economic opportunities and foster a dynamic framework for creativity and equitable quality growth. Specifically, strategic initiatives focus on supporting economic base industries as well as the diversity of unique community-based businesses corridors, encouraging innovation and entrepreneurship, and creating a positive climate when doing business with the City that is focused on culture and communication. Tactics include providing business and workforce resources, guidance,

and assistance in response to expansion, retention, and attraction needs, continually refining the mechanics of and communication about the City’s development permitting process and establishing and fostering private sector partnerships that assist in advancing equitable and resilient economic development.



The Santa Rosa Tourism Business Improvement Area is a public-private partnership dedicated to support tourism programming that increases overnight stays, Transient Occupancy Taxes, and local sales taxes. Each year this program supports a number of events including the Santa Rosa IRONMAN races, the National Heirloom Expo, Country Summer, Battle of the Brews, FeBREWary, Wine Country Senior Games, Rate Beer Festival, and an array of other community events and activities. In 2018, the SR Out There Destination Campaign continued with another robust year of programming, including the inaugural Out There SR Exposition, expanding the website and destination awareness campaigns, hosting and/or supporting cultural events such as the free Railroad Square Music Festival, development of a new amateur performance space, and broadening out the City's Out There merchandise.



Related to retention and expansion of business, in 2018 the City responded to numerous business retention and expansion requests by providing such assistance as industry data, demographics, commercial real estate and professional service referrals.

## **HISTORIC PRESERVATION ELEMENT**

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General Plan policy calls for preserving Santa Rosa's historic structures and neighborhoods through pursuing new landmarks and preservation districts, ensuring that alterations to historic buildings are compatible with the character of the building and district, and increasing public participation in the historic preservation process.

Landmark Alteration Permits continue to be required for all exterior alterations to designated landmarks, and all buildings within historic preservation districts. Repair and maintenance are generally exempted from the requirements of a Landmark Alteration Permit after staff review to ensure that the project does not alter the character and appearance of the resource.

There were 29 Landmark Alteration (LMA) permits filed in 2018, up slightly from 27 filed in 2017. Of the permits submitted in 2018, four were major LMAs to be reviewed by the City's Cultural Heritage Board, four were concept LMAs, and 17 were minor LMAs, which were reviewed by the City's Zoning Administrator, and three LMA permits were withdrawn. No new historic landmarks were designated in 2018.

No changes were made to the Santa Rosa Zoning Code or Design Guidelines regulating historic preservation in the City. The Cultural Heritage Board (Board) continues to meet once per month, as needed, to provide direction and guidance to applicants seeking to alter historic buildings or other structures located within historic districts.

The Board has previously identified designation as a "Certified Local Government" through the California State Office of Historic Preservation as a high priority, since this will enable the City to receive grant funding for historic preservation efforts in the future. Without this designation, Santa Rosa is ineligible to apply for many grants which identify historic

preservation as their goal. Preparation of an application for the Certified Local Government has not been identified as a priority by the City Council at this time; as a result, staff time will be allocated to the project upon completion of identified Council priorities.

The Board continues to express interest in working collaboratively with the Historical Society to identify public outreach and education opportunities.

## **NOISE AND SAFETY ELEMENT**

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The Local Hazard Mitigation Plan, which was adopted in January 2017, provides the City's framework to mitigate local risks to natural hazards and plan for a resilient future. It identifies specific actions the City will take over a five-year period. The plan includes an assessment of community vulnerabilities to various disasters, and the prioritization of mitigation measures to address the identified vulnerabilities. The mitigation measures are grouped into general categories including risks associated with flooding, wildfire, drought, and others.

Actions taken to date to address flooding risk include:

- The Water Department initiated a project to construct an earthen berm around the Laguna Treatment Plant, and is evaluating other flood protection measures to protect the facility from flooding.
- Funding is being sought for creek restoration projects, and for the development of a Citywide Storm Drain Master Plan.

Actions taken to date to address geologic hazards include:

- The Planning and Economic Development Department conducts the ongoing implementation of standard permit requirements for new development, evaluating soil stability and seismic risks, and implements appropriate erosion control measures during construction.
- Water Department staff conduct ongoing evaluations of tanks, reservoirs, trunk lines and other storage and conveyance infrastructure to identify facilities needing replacement or retrofit.

Actions taken to date to address risk of hazardous material exposure include:

- The Water Department updated the Laguna Treatment Plant and the Brown Farm site hazardous material/waste response plan documentation, which was certified by Santa Rosa Fire Department.
- Water Department staff also sought grant funding to examine local groundwater contamination sites, conduct sampling and develop groundwater cleanup and protection measures.

- Water Department staff, through the ongoing implementation of the Capital Improvement Projects, seek to build redundancy into the delivery, collection, and treatment infrastructure and eliminate dead ends in pipeline distribution network.
- Environmental Compliance staff reviewed hazardous waste protocols with staff at business sites where hazardous wastes are stored; proper handling of the waste is discussed and hazardous waste hauler information is shared. Often businesses are directed to speak with local Certified Unified Program Agencies (CUPA) inspectors, and are given the telephone number to the City's Fire Department. The local Household Hazardous Waste Program is discussed during inspections with businesses.
- The Fire Department was certified by California Office of Emergency Services as a Type 2 hazardous materials team as of 2018. This is an upgrade from a type 3 capability in 2017.
- In 2016 the Fire Department was upgraded from a ISO rating of Class 3 to a Class 1 community. The Class 1 rating is the highest rating possible that can be given to a fire department.
- Fire and Water Departments continue to educate residents on proper household hazardous waste disposal through local outreach efforts.

Actions to date to address water supply in the event of drought include:

- To improve water conservation, Water Department staff are in the process of installing advanced metering infrastructure in existing development, with over 7,000 meters installed to date. The new meters can provide hourly tracking of water use, and identify location of leaks and water waste. Water Department staff also participate in the Russian River Watershed Association, and hold workshops on water efficiency and rebate programs for water efficient home fixtures, irrigation upgrades, turf removal and others.
- Water Department staff continue to implement the Groundwater Master Plan, conducting various upgrades and testing of water wells.

Actions to date to address risk of other hazards include:

- The City's Police and Fire Department staff have completed updating of the Continuity of Operations/Government Plan.
- Water Department staff continue to replace aged and deteriorated equipment such as emergency generators at lift stations and structures at the Laguna Treatment Plant.
- Better coordinating plans and training with Sonoma County and first responders on

use of warning and notification tools and systems.

- Emergency Operations Center (EOC) training and exercises focused on situational awareness and common operating procedures.
- Hazard Mitigation Grant Program (HMGP) funding is being sought for numerous projects that address improved infrastructure against multiple hazards.

## ART AND CULTURE ELEMENT

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The General Plan Art and Culture Element calls for increasing public art throughout Santa Rosa, developing places for art activities to occur, and directs exploration of creating an Arts District.

Consistent with General Plan policy, the downtown Arts District was created by the City Council in late 2006. An Arts District Business Plan was later adopted, setting goals and summarizing marketing strategies to outline benefits of the district. The Council also adopted the 1% for Public Art in Private Development Ordinance, which has contributed approximately 30 new art installations since 2008.



*Temporary art in Courthouse Square*

The Santa Rosa Public Art Master Plan was adopted by the Council in 2015. The Plan recommended revisions to the Public Art Policy to support the goals, mission and projects proposed in the Plan. This revised policy was approved by the Council in 2016.

In late 2018, the Public Art Program was relocated from the Recreation & Parks Department to the Planning & Economic Development Department to more effectively align and integrate

public art benefits with economic development

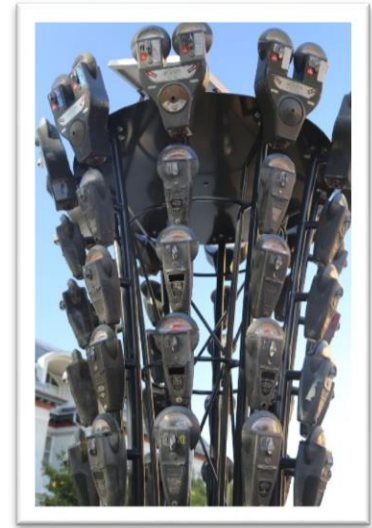
outcomes.

Public Art Projects underway in 2018 include:

- **Fire Response Temporary Public Art Projects.** The Public Art Program issued a Call for Artists seeking temporary art installations addressing the 2017 Northern California Wildfires. In proximity to the one-year anniversary of the wildfires, the funding was intended to support artists to produce and present community-based projects in response to the fires that activate public spaces. Awarded projects: Roman Cho – Ashes Fell like Snow – large format photographs display at Courthouse Square, Dec. 6-29, 2018; Jane Ingram Allen – Living Quilt for Santa Rosa – ecological public art installation using handmade paper and wildflower seeds at Rincon Ridge Park

installed Nov. 25, 2018; Carol Mancke & Trena Noval – The Land and Me – traveling neighborhood-scaled public conversation and community performance planned for early 2019; and Stefanie Nagorka & Aileen Cormack – Web of Dreams – a site-specific community-based project at Santa Rosa High School in early 2019.

- **Coffey Neighborhood Park Public Art Project.** In 2018, The Public Art Program began working with the Parks Division and the Coffey Park neighborhood to develop ideas for how public art could be incorporated into the rebuilding of Coffey Neighborhood Park. A Call for Artists will be published in early 2019. The artist or artist team selected for this project will be required to undertake research and discussion with key stakeholders and thoughtfully engage the Coffey Park neighborhood to develop a concept proposal for the public art project.
- **Meter Made Public Art Project.** The Public Art Program partnered with the Parking Division on this project using old parking meters. Dana Woodman/Built by BIG was selected to create a sculpture using the meters for the median near Parking Lot 11 on 5<sup>th</sup> Street. Installation was completed in Summer, 2018.



*Meter Sculpture on 5th Street*

Continuing programs in 2018 include:

- **Maintenance & Conservation.** To care for its existing collection, the Public Art Program performs annual repairs and maintenance on murals, sculptures, mosaics, and art benches. In 2017, the City hired a conservator to assess and perform maintenance on the entire Public Art Collection. In 2018, repairs to the following high-priority items were completed: *Bucephalus* by Bryan Tedrick, *Illumination* by Mario Nardin, *Daphne* by Ron Rodgers, *El Viejo* by Florence Dixon, *Untitled* by Harry Dixon and *Cancer Survivors Plaza* by Victor Salmones. Maintenance and conservation on other items in the collection will continue in 2019.
- **Street Performer Ordinance.** Now in its eighth year, 76 free street performer permits were issued in 2018. While most perform downtown, the permit is City-wide.
- **Live at Juilliard.** This popular outdoor concert series celebrated its 25<sup>th</sup> year in 2018. Each summer, free Sunday concerts bring music, food and fun to Juilliard Park.

## II. ANNUAL REVIEW OF THE GROWTH MANAGEMENT PROGRAM

The City's Growth Management Ordinance regulates residential growth. In 2018, the Growth Management Ordinance allowed 800 residential allotments. An allotment allows the future issuance of a building permit.

Growth Management allotments are available from two reserves, "A" and "B," each with 400 allotments. Reserve "A" allotments are set aside for second units, mixed use units, units affordable to very low and low-income households, and qualifying units. Qualifying units, drawn from Reserve "A," include all multifamily units, for-sale single family attached units with project density of 10 units per acre or more, and smaller single family attached or detached units with maximum lot size, square footage and bedroom requirements. The 400 Reserve "B" allotments are generally for any single-family unit greater than 1,250 square feet.

Section 21-03.140 of the Growth Management Ordinance specifies that at least once each calendar year, City staff shall prepare a report on the Growth Management program. The following covers the information required by the Ordinance. The time period covered by this report is January 1 through December 31, 2018.

- 1) The number of building permits issued (1) with Reserve "A" allotments and (2) with Reserve "B" allotments during the time period covered by the report.**

In 2018, 431 residential building permits for new dwellings were issued. Of these permits, there were 352 Reserve "A," and 79 Reserve "B" dwelling units.

- 2) The number of entitlements, if any, that remained unallotted in (1) Reserve "A" and (2) Reserve "B" during the time period. The number of Reserve "A" entitlements, if any, borrowed from the next year's Reserve "A" entitlements. The number of Reserve "B" entitlements, if any, that were reserved in future calendar year entitlements.**

In 2018, 400 Reserve "A" allotments were available, with 352 Reserve "A" qualifying units permitted, leaving a remainder of 48 allotments. Of the 400 available Reserve "B" allotments in 2018, 90 allotments were used, based on the recordation of four final subdivision maps, leaving a remainder of 310 allotments. No development needed to borrow allotments or obtain additional allotments through discretionary approval or phase the project into 2019.

- 3) An evaluation of the coordination of planning and development decisions, including infrastructure planning, with policies related to growth management.**

Planning and development decisions over the past year have been coordinated with policies related to growth management in that no residential development is approved without acknowledging the requirements of the Growth Management Ordinance. When a developer submits an application for residential development, he or she must indicate the type of units proposed, from which reserve allotments are requested and for what year.

Infrastructure planning is done on a broad basis, ensuring sufficient infrastructure to serve General Plan buildout as well as individual project review requirements. Coordination of infrastructure planning with Growth Management policies has been related to ensuring adequate infrastructure to serve General Plan buildout. Thus, the relationship between infrastructure planning and the growth management program has been indirect.

The Southwest and Southeast Area Plans each addressed the infrastructure needs of the planning areas and fees have been adopted to finance infrastructure improvements in these areas. The Capital Facilities Fee (CFF) was adopted in 1997 to fund public infrastructure facilities required to serve new development. Infrastructure funded by the CFF includes street widening, traffic signals, freeway interchanges, bike paths, and storm drains. The Southeast and Southwest Area Development Impact Fees (SEADIF and SWADIF) and CFF were updated in 2002 and again in 2005. With much of the infrastructure related to the SEADIF and SWADIF fees completed, and after an extensive study conducted by a fee consultant team, in June 2018 the Council adopted an ordinance eliminating the SEDIF and SWADIF fees, and adjusting the CFF fees to be consistent throughout the City. The intent of the fee change was to equalize Citywide CFFs, thereby assisting development in the southern portion of the City, where impact fees had been significantly higher.

The Downtown and North Santa Rosa Station Area Specific Plans also outline infrastructure needed to support development anticipated by these plans and estimates future costs.

Development impact fees are used to finance capital improvement projects. Projects programmed in the City's Capital Improvement Program (CIP) are reviewed annually by the Planning Commission to ensure that the CIP is consistent with improvements identified in the General Plan.

- 4) **An analysis of the provision of public services, and if those services, including fire and police response, parks, water and wastewater services, have sufficient capacity to meet the needs of Santa Rosa.**

Planning is ongoing to ensure sufficient capacity to meet the future service needs of Santa Rosa. The following outlines how the above noted service needs are being met.

### ***Fire Services***

The Fire Department responded to 27,901 calls for service in 2018, a 2 percent increase from 2017, when there were 27,258 calls for service. Of the 27,901 calls for service, 18,116 (65 percent) of these calls were emergency medical incidents. The Department provides emergency services for fire, medical, hazardous material and urban rescue incidents. The Fire Department responded with 10 paramedic engine companies and 2 ladder truck companies out of the remaining 10 strategically located fire stations. Excluding the Tubbs Fire, in 2017, there were 509 fires with a fire loss of \$6,199,807.

Growth of the City continues to have a cumulative impact on the ability of the Fire Department to deliver service. For example, traffic congestion continues to delay Fire Department response times. The General Plan's fire emergency response time goal is that the Fire Department shall achieve 90 percent performance of arrival of the first fire company at an emergency within five minutes of notification by the dispatch center. The time goal does not include the additional 70 second standard for the dispatch center call taking and emergency medical dispatching. The Department's emergency resources arrived on scene within 5 minutes of dispatch 73 percent of the time. The Fire Department was not able to meet the General Plan's response time goal this year.

The citizens of Santa Rosa passed Measure O, a special tax for public safety and gang prevention, in 2004. The funding from this tax measure has been used towards the addition of three fire stations, one located in the southwest (opened 2006) and two in the northeast (2007, 2015), one of which was relocated from Parker Hill Road to Newgate Court in Fountaingrove. The new Station 5 at Newgate Court was destroyed in the Tubbs Fire, as discussed in the Public Services and Facilities section above. As of December 21, 2018, a temporary fire station has been placed into service at the former Fire Station 5 property at 3480 Parker Hill Road, with plans for construction of a new Fire Station 5 in the Fountaingrove area also underway. The revenue from Measure O also funds a full-time paramedic fire engine and the upgrade of two additional fire engines to the paramedic level. Due to the funding constraints, the development of the final new fire station near Kawana Springs and Petaluma Hill Roads called for in the General Plan has been delayed.

### ***Police Services***

The General Plan calls for expedient police response to emergency calls. Phone calls to the Police Department are categorized by three levels of priority numbered as one, two and three. Priority one is for an incident in progress that threatens life or property, two being an incident with the potential to escalate to priority one, and three being incidents in the past or that otherwise do not require an immediate response. In 2018, the Police Department's average response time for priority one calls was 6 minutes and 26 seconds, of which there were 5,054 calls for service, the average response time for priority two calls was 11 minutes and 12 seconds, of which there were 32,605 calls for service, and the average response time for priority three calls was 26 minutes and 16 seconds, of which there were 23,032 calls for service.

In 2018, the Police Department had a total of 266.5 employees, 181 sworn officers and 85.5 civilian employees. The City continues its efforts in neighborhood oriented policing by assigning officers and sergeants to specific beats throughout the City including the downtown core, Roseland area and the Santa Rosa City School District. This strategy allows officers to become familiar with neighborhoods and communities while focusing other resources on the investigation and prosecution of violent crimes.



## ***Parks***

As of 2018, Santa Rosa's park acreage includes approximately 1,048 acres of traditional park land, open space, civic sites, plazas and a golf course. There is also an additional 68 acres of medians, roadway landscapes and frontages that are maintained by the Recreation and Parks Department.

The General Plan standard is 6 acres of parks and open space per 1,000 residents, with City parks making up 3.5 acres per 1,000, school recreational land meeting 1.4 acres per 1,000, and accessible open space meeting 1.1 acres per 1,000. City staff continue to work to ensure provision of parks and recreation and community facilities for Santa Rosa citizens.

## ***Water and Wastewater Services***

Provision of adequate water supply and distribution and wastewater collection, treatment, storage, and disposal services is currently meeting the needs of Santa Rosa in accordance with the adopted General Plan and Growth Management Ordinance.

General Plan Policy PSF-F states “ensure that an adequate supply of water is available to serve existing and future needs of the City.” To meet existing and future water supply needs, the City’s water supply consists of water supply from Sonoma Water (formerly the Sonoma County Water Agency), groundwater, and recycled water. In addition, the City has a very aggressive water conservation program which provides supply through reducing current demands and assuring that future demands are efficient.

## ***Existing Water Supply***

The City has contractual entitlement from Sonoma Water per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre-feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City can also access approximately 410 AFY of recycled water from its Regional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,500 AFY of water. In a normal water year, the total existing water supply available to the City is approximately 31,810 AFY (not including conservation). Santa Rosa’s highest water use to date was in 2004 when approximately 24,000 acre-feet was used. In 2018, Santa Rosa’s water usage was approximately 17,689 acre-feet.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies. The City Council’s adopted Capital Improvement Program (CIP) includes projects to provide additional water supply during emergencies and peak demand periods. Additional projects are planned to replace old or deteriorated water system pipelines, increase fire protection and storage, improve operational efficiencies of water pump stations, provide

emergency power generation at critical project locations, and to maintain and repair the water system throughout the City. These and other ongoing CIP projects are designed to maintain a sufficient water supply system to match General Plan growth projections.

### ***Conditions Which Could Affect Existing Water Supply***

In September 2008, the National Marine Fisheries Service issued its “*Biological Opinion for Water Supply, Flood Control Operations, and Channel Maintenance conducted by the U.S. Army Corps of Engineers, the Sonoma County Water Agency, and the Mendocino County Russian River Flood Control and Water Conservation Improvement District in the Russian River Watershed*” (Biological Opinion). The Biological Opinion evaluates the impacts of Sonoma Water and U.S. Army Corps of Engineers (USACE) water supply and flood control activities on three salmon species listed under the federal Endangered Species Act: Central California coast steelhead (*Oncorhynchus mykiss*); Central California Coast coho salmon (*O. kisutch*); and California Coast Chinook salmon (*O. tshawytscha*). It also has the potential to indirectly affect the City’s existing water supply.

The Biological Opinion concluded that the continued operation of Coyote Valley Dam and Warm Springs Dam by the USACE and Sonoma Water in a manner similar to recent historic practices are likely to jeopardize and adversely modify critical habitat for coho salmon and steelhead and required that Sonoma Water implement a recommended set of actions over a 15-year timeframe to avoid jeopardizing the fish species. The actions include, among other things, the enhancement of salmon habitat in Dry Creek and the reduction of minimum instream flow requirements in the Russian River and Dry Creek. Due to the Biological Opinion requirements, Sonoma Water’s ability to meet peak water demands of all its customers during the months of June through October could be affected.

Sonoma Water and the USACE have completed 3.14 miles of habitat enhancement in Dry Creek. Projects have been constructed in six reaches along the 14 mile length of Dry Creek between Lake Sonoma and the Russian River confluence. Extensive monitoring of the completed projects is guided by an adaptive management plan. Monitoring results to date show the projects are successfully improving fish habitat. The majority of the costs for the next phases of construction will be provided by the Army Corps. Sonoma Water anticipates completion of miles 4, 5, and 6 of habitat enhancement in Dry Creek by 2023. When complete, a successful project will enable flow rates in Dry Creek to meet the current and future water demands of Sonoma Water, further stabilizing the region’s water supply.

The contractual provisions of the Restructured Agreement dictate how water supply reductions will be administered among the parties in the event of a water shortage. The shortage provisions are defined in Section 3.5 of that agreement, and further defined in the Water Shortage Allocation Methodology (Shortage Methodology), which was adopted by the Sonoma Water Board of Directors in April 2006. The Restructured Agreement Section 3.5 provisions and the Shortage Methodology are designed to take

into account the demand hardening associated with water conservation efforts. The City continues to implement aggressive water conservation programs and has one of the lowest per capita water uses among all Sonoma Water water contractors.

To respond to short term water supply shortages and drought conditions, all water suppliers in California have Urban Water Shortage Contingency Plans (Shortage Plans), which define actions to meet anticipated dry year supply shortfalls. The City's Shortage Plan was adopted in 1991 and has been updated regularly, most recently by City Council in June 2015. Due to drought conditions in 2014 and 2015, the State Water Resources Control Board (State Water Board) adopted emergency conservation regulations mandating a state-wide reduction in water use of 25 percent compared to 2013. Due to the City's robust conservation efforts, the State Water Board assigned the City a 16 percent water conservation standard. To respond to the drought and emergency conservation regulations, the City implemented its Shortage Plan. The City successfully met its required water conservation standard, reducing water use by 21 percent during the months of June 2015 through June 2016 compared to the same months in 2013, and lifted Shortage Plan restrictions in June 2016.

Due to above average precipitation in the winter of 2015-16, the State Water Board adopted an updated Emergency Conservation Regulation in May 2016, which eased drought restrictions based on local supply, allowing local water agencies to self-certify water supply availability and reliability. Working closely with Sonoma Water, the water supply analysis shows that there is more than adequate supply to meet demands for the next three years. Therefore, there is no longer a State conservation standard for the City of Santa Rosa, and Stage 1-Mandatory restrictions were lifted in June 2016.

To improve water conservation and drought planning throughout California, the State adopted Senate Bill 606 (Hertzberg) and Assembly Bill 1668 (Friedman) in 2018. New long-term efficiency standards are under development for indoor residential water use, outdoor residential water use, commercial, industrial, and institutional water use for landscape irrigation with dedicated meters, and for distribution system water loss. Urban water suppliers will be required to stay within their annual water budgets based on these standards for their service areas. In addition, the legislation made changes to existing urban water management reporting requirements and water shortage contingency planning, methodology, reporting, and enforcement. Beginning in November 2023, Santa Rosa will need to annually calculate its urban water use objective (for indoor residential water use, outdoor residential water use, commercial, industrial, and institutional water use for landscape irrigation with dedicated meters, and for distribution system water loss) and compare its water use objective to actual water use and report the results to the State. In addition, Santa Rosa will be required to conduct an annual water supply and demand assessment and submit an annual water shortage assessment report to the State, including information on anticipated shortage (if any) and shortage response actions, compliance and enforcement actions, and communication actions. While preparing its 2020 Urban Water Management Plan (and every five years thereafter), Santa Rosa will be required to assess its water supply reliability for a period of drought lasting five consecutive years (Drought Risk Assessment) and revise its Water Shortage Contingency Plan to align with standardized

levels of water supply shortage conditions identified by the State.

Short-term water supply shortages are expected in Santa Rosa's climate and, while they are considered in long-term water supply planning, occurrence of dry year incidents does not negate the fact that water supply capacity is available for new development. Water supply planning is an ongoing process, and as with any changing hydrologic conditions, short term water supply shortages due to drought conditions are incorporated into the City's long-term water supply planning.

### ***Future Water Supply***

A combination of existing and additional sources comprises the City's water supply to serve the future water supply needs as identified in the City's General Plan 2035. The City's most recent water demand analysis, conducted in 2015, indicated that the City has adequate supply in normal and multi-dry water years to meet demands through 2040. If a supply shortfall should occur during a single-dry year, Sonoma Water would allocate water in conformance with the Water Shortage Methodology outlined in Section 3.5 of the Restructured Agreement, and the City would enact the appropriate stage of the City's 2015 Water Shortage Plan to reduce customer water demands accordingly. When the City prepares its 2020 Urban Water Management Plan (UWMP) the City will update current and projected demands as well as supply availability.

Wastewater: The City's existing wastewater collection system, including scheduled, planned, and anticipated CIP projects, services the existing and future development anticipated by the General Plan. These projects include on-going annual replacement of wastewater collection and trunk pipelines, improvements to wastewater lift stations, and maintenance and repair of the wastewater system throughout the City. Wastewater from Santa Rosa is treated at the Laguna Subregional Wastewater Treatment Plant (LTP) and is reclaimed in the Santa Rosa Subregional Water Reclamation System. The City Council-adopted CIP is scheduled to make various improvements to the LTP and reclamation system to maintain adequate capacity to treat and reclaim wastewater volumes anticipated by the General Plan. The current system rated capacity is 21.34 mgd. This is expected to be sufficient capacity into the future. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would expand the system to 25.89 mgd, which will meet General Plan projections of Santa Rosa and the other subregional partners.

**5) A listing of any significant problems which arose during the time period covered in administering the Growth Management program.**

In early 2018, the Council again identified a "comprehensive housing strategy" as a top priority, as well as "rebuild/build downtown and fire areas" and "downtown housing". The "housing for all" priority to meet the City's ongoing, unmet housing needs was severely exacerbated after the Tubbs fire of 2017, when 3,000 residential units were destroyed. The City is working diligently to address the housing crisis through the implementation of the Housing Action Plan, expedited permitting for

affordable and multi-family housing projects, updating the Density Bonus Ordinance, establishing financial incentives to increase building height in the downtown area or to develop in the southern portion of the City where area specific development impact fees were reduced by the Council earlier in the year, and numerous other housing related initiatives.

While there were no significant problems identified in 2018 in administering the Growth Management program, City staff has identified concerns regarding future implementation of the program, should the Housing Action Plan goal of developing 5,000 housing units by 2023 be realized. Due to the limitation of 800 residential allotments per year, with a specific limitation of 75 allotments per year for a single-family development (per development project) and 200 allotments per year for a multi-family development (per development project), problems may arise. Staff is aware of the potential issues with the program. Considerations are being made to address the program limitations in the downtown area through the Downtown Station Area Specific Plan Update, which is currently underway, and Citywide through the upcoming General Plan update, which is scheduled to begin in early 2019.

- 6) **A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

See the response in number seven (7) below.

- 7) **A recommendation, if any, together with factual supporting data, as to whether the Growth Management Element of the General Plan and/or the Growth Management program should be substantially revised or discontinued.**

An ongoing issue with the Growth Management program is that final recordation and building permits can lag significantly behind the original entitlement approval. Because of the large number of approved but not built projects, the number of awarded allotments could exceed the number of building permits issued in a given year, which distorts the perception of growth. A majority of subdivisions recorded in 2018 received entitlements in prior years, in some cases as far back in time as 2007. Without a formal or automated tracking process from tentative map approval to final map recordation and building permit issuance, long-term tracking of awarded allocations has proven challenging.

Staff has sought to address these distorting effects by assigning the allotments in 2018 that were associated with issued building permits, which is consistent with the procedure used in prior years.

Approved projects which have not pulled building permits or recorded a final map by the end of the calendar year technically lose their allotments. What this means is that several growth management allotments were void at the end of 2018. While not directed by the ordinance, staff generally tries to reissue the allotments in the following calendar year.

The Growth Management Ordinance, which is identified as Chapter 21-03 of the City Code, is scheduled to sunset in 2020, with no allocation limits established for subsequent years. However, General Plan Policy GM-B-1, in the Growth Management Element, provides for allocations through 2035.

In recent years, a shortage of housing has prompted the City to develop and implement policy to support housing production, including the Housing Action Plan. The Housing Action Plan includes the recommendation to revise the definition of “qualifying units” to be consistent with unit size for moderate income rent and sales prices. The Housing Action Plan also includes direction to consider other amendments that simplify administration of the Growth Management Ordinance.

As stated above, in subsection 5, City staff has identified concerns regarding future implementation of the Growth Management program, should the Housing Action Plan goal of developing 5,000 housing units by 2023 be realized. The program limits residential allotments to 800 per year, and the Ordinance further limits specific projects to 75 allotments per year for a single-family development and 200 per year for a multi-family development.

Based on the community need for housing, the previously identified need to revise the Growth Management program, and the fact that the Ordinance and General Plan element are not currently consistent, staff recommends consideration of significant revisions to, or elimination of, the program. Such changes will be addressed for the downtown area through the Downtown Station Area Specific Plan Update, which is currently underway, and Citywide through the General Plan update, which is anticipated to begin in early 2019.

### III. ANNUAL REVIEW OF THE HOUSING ALLOCATION PLAN ORDINANCE

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The Housing Allocation Plan requires residential projects to pay a housing impact fee to support the development of affordable housing projects in Santa Rosa. Projects may opt to provide 15 percent of their total project units affordable to low income households on the project site, or pay an in-lieu fee. Projects with 70 units or more are required to discuss the options with City staff. Projects are also given the option to provide affordable units off-site or dedicate land on or off-site.

Section 21-02.140 of the Housing Allocation Plan specifies that at least once each calendar year, City staff shall prepare a report on the Housing Allocation Plan which shall include the items listed below.

- 1) **The number of allocated units, both on and off site, issued building permits during the time period covered by the report.**

Between January 1 and December 31, 2018, no on-site allocated units were issued building permits. A total of 61 allocated units are in various stages of the approval process and affordability of these units has been secured by recorded contract.

- 2) **The number of qualifying units, owner/builder units, second units, very low or low income units and mixed use units issued building permits during the time period covered by the report.**

Between January 1 and December 31, 2018, 298 units were subject to the Housing Allocation Plan. No building permits were issued owner/builder units and 80 building permits were issued for Accessory Dwelling Units (ADUs) (includes 55 ADUs Citywide and 25 ADUs within the Fire rebuild area). A total of 53 units for lower-income households were permitted; these included 12 units for low-income households, 17 units for very low-income households, and 24 units for extremely low-income households.

- 3) **The amount of housing impact fees collected.**

In 2018, \$2.26 million was collected in housing fees and added to the Housing Allocation Plan fund. This represents a minor decrease from 2017, when \$2.64 million was collected was collected in housing fees and added to the Housing Allocation Plan fund but represents a substantial increase from the \$876,873 collected in 2016. The current Housing Impact Fee, adopted by the City Council in December 2013, has been in effect since early 2014. The fee for units being offered for sale is based on the housing sales price and is paid at the close of escrow. Fees for rental units are paid when the unit is ready for occupancy and are based on the unit's size.

The amount of Housing Allocation Plan fees collected since the Ordinance's adoption in 1992 is more than \$29 million, including loan repayment and interest. More than 1,500 affordable units (919 very low and 598 low) have been supported through this fee.

- 4) **The amount of acreage by land use category dedicated to the City.**

No land was dedicated to the City through the Housing Allocation Plan during 2018.

- 5) **A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

The Housing Allocation Plan Ordinance was last updated in November 2012. The revised Housing Allocation Plan requires new residential projects to pay a housing impact fee. It allows alternative compliance through provision of affordable rental units on or off site, or land dedication on or off a project site.

The 2016 Housing Action Plan identifies several amendments to the Housing Allocation Plan for consideration including:

- Impact fee changes
- Require for-sale housing to include on-site affordable units
  - A minimum of 15 percent of a for-sale project's total units to be designated affordable
- Include additional regulatory and financial incentives and alternate compliance measures for affordable housing units.

An update to the Housing Allocation Plan is currently underway, based on the direction provided in the Housing Action Plan. Initial workshops were held in December 2017, which provided an overview of the existing Housing Allocation Plan to housing developers, affordable housing providers, and the community at-large. Additional workshops are anticipated once recommended changes are developed, with final action by the Planning Commission and City Council anticipated in late summer or early fall of 2019.