Santa Rosa 2050 General Plan Healthy City Update

Status: Under Consideration
Date: 10/25/2019

Organization Information

The ID for this Proposal is #105202. Please make a note of it for future reference.

Application Contact First Name	Andy
Application Contact Last Name	Gustavson
Application Contact Prefix	Mr.
Application Contact Title	Senior Planner
Application Contact Phone Number	707-543-3236
Application Contact Email Address	agustavson@srcity.org
Organization Legal Name	City of Santa Rosa
Federal Tax ID or Employer Identification Number	94-6000428
(IRS): Classification	
(IRS): Affiliation	
(IRS): Foundation Code	
(IRS): Assets	
(IRS): Income	
(IRS): NTEE Code	
(IRS): NTEE Activity	
Tax Status	Local, State, or Federal government agencies
Upload Your Organization's W9 Form	W9 signed 2019.pdf
Organization Website	www.srcity.org
Organization Primary Address (line 1)	100 Santa Rosa Avenue
Organization Primary Address (line 2)	Room 3
Organization City	Santa Rosa
Organization State	California
Organization Zip Code	95404
Is your Primary Address the same as your Mailing Address?	Yes
Is the person submitting the application also the CEO/Executive Director of the organization?	No
Organization CEO/Executive Director Contact First Name	Sean
Organization CEO/Executive Director Contact Last Name	McGlynn
Organization CEO/Executive Director Contact Prefix	Mr.
Organization CEO/Executive Director Contact Title	City Manager

Organization CEO/Executive Director Contact Phone Number	707-543-3032
Organization CEO/Executive Director Contact Email	Smcglynn@srcity.org
What is your organization's mission statement?	To provide high-quality public services and cultivate a vibrant, resilient and livable City. https://srcity.org/2476/Mission-Vision-Values-Goals-Priorities
Please provide a brief overview of your organization's history.	Santa Rosa was incorporated as a City by the State Legislature on March 16, 1868. City Government has played a key role in the City of Santa Rosa's development. The Department of Planning and Economic Development provides a wide range of development services to the community, developing long range plans for the growth of Santa Rosa and reviewing development proposals for consistency with those plans.
What year was your organization founded?	1868
Does your organization have a Board of Directors?	Yes
Upload a document that lists your organization's current Board of Directors	City Council.docx
Upload a listing of your Executive Officers or Leadership Team	Executive Team.docx
Is your organization engaged in one or more active contractual agreements for supplier/vendor or member services with Kaiser Permanente?	Yes
Provide a description of your organization's contract(s) with Kaiser Permanente, including start and end dates.	Kaiser Permanente is one of the City employee health care provider options.
Do any Kaiser Permanente employees or physicians serve as a Board member or employee of the organization?	No
Does Kaiser Permanente currently provide a significant amount of technical assistance, supplies, equipment, or other resources to support this organization and/or project?	No

Fiscal Sponsor

Does your application include a fiscal sponsor?	No

Request Overview

Is the person submitting the application also the contact for questions about the proposed project?	Yes
Project Title	Santa Rosa 2050 General Plan Healthy City Update

Grant Term	Proposed start date of grant term	Proposed end date of grant term	Duration of grant term in months
Enter Info	1/1/2020	1/1/2023	36

Grant Range	Tier 3
Enter the exact grant amount requested from Kaiser Permanente.	600,000.00

What is the total cost of the project for which you are requesting support?	3,100,000.00
Please attach the Project Budget	Budget 20191025 DRAFT.pdf

Project Information

Briefly describe the population(s) and location(s) who will be impacted by this project	The resident population of the City of Santa Rosa is approximately 177,000 which is about one-third of Sonoma County's total population. While the Project will impact the entire population, the expanded community engagement will help to ensure the General Plan Healthy City Update will directly benefit lower income individuals, who are primarily persons of Hispanic descent and other non-white persons, which comprise 28% and 12% of the City's population, respectively (2010 Census). The City's youth and elderly will also be beneficiaries of the Project. The lower income population groups are concentrated in the Roseland Community in southwest Santa Rosa, in the Downtown and West End neighborhoods in the center of the City, and in the Monroe neighborhood in the northwest quadrant of the City.

Please select the city or cities within the Kaiser Permanente service area where your project activities will take place. If your request is not related to a specific project, select the city or cities that your organization serves.	**Option**	**Percentage**	**Primary**
	Santa Rosa	100	

Please select the Community Health Need which your project will address. If your request is not for a specific project, select the Community Health Need(s) most aligned with your organization's work.	**Option**	**Primary**
	Access to Care & Coverage	
	Mental & Behavioral Health	
	Early Childhood Development	
	Healthy Eating, Active Living	Yes
	Community & Family Safety	
	Economic Opportunity/Security	

Is your project intended to benefit a particular age group?	No
Is your project intended to benefit a particular racial or ethnic group?	No
Please provide a 1-2 sentence executive summary of your project, including your organization's full name, the project title, goal(s), and target population and communities. If your request is not related to a specific project, please refer to your organization's overall work.	The Santa Rosa 2050 General Plan Healthy City Update will help foster livable neighborhoods, vibrant commercial areas and equitable access to community resources by implementing environmental justice and civic equality policy throughout the City.
Please provide a high-level overview of the project activities and explain how the project will address the identified Community Health Need. Please note any evidence-based strategies utilized in the project design. If your request is not related to a specific project, please refer to your organization's overall work.	Project will increase public awareness and involvement of population groups not typically engaged in civic activities through enhanced innovative and inclusive public outreach, including collaboration with trusted community organizations. Input from these population groups will help to ensure comprehensive integration of Healthy City policy within the General Plan will help to replace the City's disadvantaged communities with livable neighborhoods through equitable land use and transportation development, improved access to community amenities, public services and employment, and improved local environmental conditions.

Measurable Objectives: List up to 5 concise "SMART" objectives for the proposed request. If you are responding to a request for proposals	**List of Objectives** ⓘ	**Activities** ⓘ	**Timeline** ⓘ	**Outcomes** ⓘ	**Measurement** ⓘ

that does not require you to determine measurable objectives at this time, please enter N/A.

Objective 1	Engage residents who ordinarily do not participate in civic activities	Meetings with local community organizations including neighborhood and business groups, charitable social service/housing groups	1/1/2020 to 12/30/2022	Increased engagement	community organization representative participation and comments
Objective 2	Engage residents who ordinarily do not participate in civic activities	Reach out to school aged residents	1/1/2020 to 12/30/2022	Increased engagement	youth representation on CAC; completion of intern activity
Objective 3	Engage residents who ordinarily do not participate in civic activities	Provide information and receive comments at public events	1/1/2020 to 12/30/2022	Increased engagement	number of documents distributed and survey results received.
Objective 4	Engage residents who ordinarily do not participate in civic activities	Stage pop-up events at local gatherings.	1/1/2020 to 12/30/2022	Increased engagement	number of events held within a year.
Objective 5	Engage residents who ordinarily do not participate in civic activities	Provide Spanish translation information	1/1/2020 to 12/30/2022	Increased engagement	number of translated documents provided

How many people will be directly served by this funding?	177000
Upload any additional information that you would like Kaiser Permanente to consider (annual report, strategic plan, relevant media coverage, success stories, etc.)	[Work Plan Draft 20191025 x.docx](#)

Program Information

Please list key partners who have a significant role in this project, and indicate whether an MOU (Memorandum of Understanding) or a Letter of Agreement is in place. If your project does not involve key partners, please enter N/A.	N/A
Describe how you will evaluate the success of the program, including the methods that will be	The Planning and Economic Development Department provides annual reports to the Council on housing production, commercial development,

used to collect and analyze the data measurements listed in your workplan. Please identify the internal or external evaluator and be clear on how we will know that the project is successful. If you are responding to a Request for Proposals which does not require an evaluation plan at this time, enter N/A.	and attainment of general plan policy. The program success will be based adoption of the General Plan Health City Update measures.
Provide a brief overview of your organization's goals for the next three years. How does this project fit in with those goals?	In January 2019, the Council affirmed its top priorities include the General Plan Update, which includes the addition of new environmental justice policy. The Council's other top priorities to increase affordable housing production, reduce homelessness, and the adoption of a climate action plan are supportive of the preparation of the general plan update.
Please describe how you engage community constituents in your organization's planning, goal-setting, or other activities that help determine the organization's overall direction.	The Department hosted eight meetings and conducted a survey which underscored the affordable housing, homelessness, and neighborhood character are foremost community concerns. This input informs the scope of the GPU and revealed outreach must accommodate residents time-constraints, language preferences, and civic awareness. This Project will provide resources to implement an effective and inclusive community engagement program.
If there are any significant challenges or risks which could affect the success of the project, please describe and explain how you will mitigate those risks. What organizational or community assets will help you ensure success for the project?	The Department has capacity to fulfill routine advance planning activities. The GPU, including the addition of Environmental Justice policy, is a stated Council priority. The GPU is funded by the Advance Plan Fee, which has sufficient monies to complete baseline statutory requirements. The requested funds will augment this revenue source to allow the update to fully incorporate Healthy City policy and initiatives.

Financial Information

	Start	End
Indicate the start and end of your organization's fiscal year.	**Start**	**End**
Fiscal Year start/end	July	June

Did your organization have an operating surplus or an operating deficit on your income statement for the previous fiscal year?	Operating Surplus	
Enter the dollar amount of the surplus for the previous fiscal year, using only numbers, no currency symbols.	9,333,000.00	

	Current	Previous
What is the amount of your organization's total operating expenses for the current and previous fiscal year?	**Current**	**Previous**
Enter Info	168,731,000.00	161,556,000.00
From your balance sheet, what are your organization's current assets?	81,398,000.00	
From your balance sheet, what are your organization's current liabilities?	4,631,000.00	
From your balance sheet, what was your organization's total cash at the end of your previous fiscal year?	60,383,039.00	

Attestation

Non-Discrimination Policy - Applicant: Does the applicant organization have a documented policy which prohibits discrimination in its programs, services, policies, hiring practices and administration on the basis of race, color, ethnicity, ancestry, national origin, age, gender, gender identity or expression, sexual orientation, marital status, or physical or mental disability?	Yes

Non-Proselytizing Policy - Applicant: If the applicant organization is a religious or faith-based organization, will any portion of the grant be used to support general operations, services and programs of the congregation/membership/students, or to advance religious doctrine or philosophy?	N/A - not a religious or faith-based organization
Non-political activity policy: Will any portion of the grant be used for political advocacy, partisan activities, gifts to or on behalf of state and federal government officials, lobbying, election campaigns, or participation in fundraising events for the purpose of supporting a political action committee (PAC) or committee on political education (COPE)?	No