

From: [Jesús Guzmán](#)
To: [City Council Public Comments](#)
Cc: [Jen Klose](#)
Subject: [EXTERNAL] RE: Agenda Item 14.1 on the Allocation of \$10 Million in PG&E Settlement Funds to the Renewal Enterprise District (RED) Housing Fund in the Form of a Loan
Date: Friday, July 16, 2021 2:58:27 PM
Attachments: [image001.png](#)
[2021_0716_Gen H_Agenda_Item_14.1_FINAL.pdf](#)

Please see attached letter regarding agenda Item 14.1 for next week's city council meeting.

Thank you.

Regards,

Jesús Guzmán, MPP (he/él)

Policy and Advocacy Director

[Generation Housing](#)

1275 Fourth St #179 | Santa Rosa, CA 95404

Southern Pomo, Wappo, and Coast Miwok lands

tel 707-900-GENH [4364] | fax 707-570-8768





1275 4th Street #179
Santa Rosa, CA 95404

(707) 900-4364
info@generationhousing.org

July 16, 2021
Santa Rosa City Council
100 Santa Rosa Avenue
Santa Rosa, CA 95404

Via Email

RE: Agenda Item 14.1 on the Allocation of \$10 Million in PG&E Settlement Funds to the Renewal Enterprise District (RED) Housing Fund in the Form of a Loan

Dear Mayor Rogers and Esteemed Members of the Santa Rosa City Council,

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

Earlier this year at the City Council's goal setting workshop, the Council directed staff to prepare an allocation of \$10 million dollars from the PG&E settlement funds in the form of a loan to the RED Housing Fund. We thank you for taking these important steps towards furthering your commitment to supporting a more affordable community by making crucial investments in innovative collaborations like the RED.

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

With the City's commitment of funds, we have a unique opportunity before us to launch the RED Housing Fund this later this year and support current housing projects across the finish line that are desperately needed by our community. These funds come at a time when the state budget has committed over \$5 billion dollars in producing and preserving affordable housing. Local dollars are instrumental in attracting additional state dollars to adequately finance the many projects that struggle with securing the full set of funds needed to get across the finish line and begin construction.

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

An initial seed capital of \$20 million, \$10 million of which has already been allocated by the County of Sonoma, will empower the fund to offer financing to multiple developers in need of critical gap financing that could unlock capital from traditional debt and equity sources, pushing

projects across the funding finish line. By both providing a mechanism for investors to support housing development, as well as distributing its capital in a way that activates additional funding from other financing sources, the fund can quickly and effectively help to change the development landscape in Santa Rosa to create more dense and vibrant communities.

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

In Closing and With Gratitude

We appreciate your service, the difficulty in balancing compelling and competing needs and priorities, and the challenge in prioritizing money when you do not have enough for everything. **We encourage you to rise to meet the opportunity of this moment by prioritizing and investing in housing and doing so boldly in a way that ensures this money has significant, lasting, and generational impact.**

Respectfully,



Jen Klose,
Executive Director, Generation Housing

Joining signers below

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

Ronit Rubinoff, Executive Director Legal Aid of Sonoma County
Scott Alonso, Petaluma Planning Commissioner
Sonu Chandi, CEO, Chandi Hospitality Group
Walter Kieser, Senior Principal, Economic & Planning Systems, Inc.
Zach Berkowitz, multifamily housing developer

