

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAISSA DE LA ROSA
ECONOMIC DEVELOPMENT DIVISION DIRECTOR
PLANNING & ECONOMIC DEVELOPMENT
SUBJECT: REVIEW AND PRIORITIZATION OF ECONOMIC RECOVERY TASK
FORCE EFFORTS AND DIRECTION ON EFFECTIVE ONGOING
RESPONSE TO CHANGING CONDITIONS

AGENDA ACTION: STUDY SESSION

RECOMMENDATION

It is recommended that the Council review the Economic Recovery Task Force list of efforts and considerations and provide direction to staff.

EXECUTIVE SUMMARY

In response to the impacts of the pandemic, City Manager McGlynn formed the Santa Rosa COVID-19 Recovery Framework comprised of four task forces, one of which focuses on economic recovery. The objective of this task force is to address current issues that are within the City's purview resulting from the pandemic and related health orders while strengthening Santa Rosa's economic recovery and resiliency for the long run. Since its first meeting on April 10, 2020, the Economic Recovery Task Force agenda has been dynamic and evolving based primarily on direct and indirect input from any and all sources, and actions that address or respond to the changing nature of the health orders. As of the June 2, 2020, council briefing, there were 30 items bucketed into five categories: current projects, potential action items, resolved items, actions that were moved to another committee, or work that could be accomplished through staff level action. Subsequent to hearing the briefing, Council took action to have the list reviewed and prioritized by Council in a public setting via a study session. Since June 2nd, two new items were added to the list for consideration, though, in accordance with Council direction, the Task Force only agendaized and continued to discuss and work on items that were in motion as of June 2nd. This study session will provide the Economic Recovery Task Force direction on how the full Council wants current identified actions prioritized, as well as how the task force may move forward effectively in responding to continually changing conditions and acting on new ideas and opportunities.

BACKGROUND

On April 10, 2020, in order to respond quickly and effectively to the recovery needs related to the pandemic emergency orders, the City Manager created the Santa Rosa COVID-19 Recovery Framework comprised of four task forces and select County work groups. These are:

- **Economic Recovery Task Force**
- **Housing Task Force** - Homeless Services | Housing (ownership & Rental)

REVIEW AND PRIORITIZATION OF ECONOMIC RECOVERY TASK FORCE EFFORTS AND
DIRECTION ON EFFECTIVE ONGOING RESPONSE TO CHANGING CONDITIONS
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- **Community Input and Inclusion Task Force**
- **Team Santa Rosa Task Force**
 - Employee Wellness Working Group
 - On-Going Response Working Group
 - Project & Development Resumption Working Group
 - Public Opening Working Group
 - Municipal Finance Working Group
- **County Level Representation Working Groups –**
 - Health & Emergency Management Services
 - Social Services
 - Education

Regarding the Economic Recovery Task Force, Vice Mayor Fleming and Councilmember Sawyer were assigned as Council participants along with core staff members Assistant City Manager Guhin, Economic Development Division Director Raissa de la Rosa, Acting Finance Director Alan Alton, and Chief Assistant City Attorney Jeff Berk and/or Assistant City Attorney Ashle Crocker. In addition, staff from other City departments and divisions participate depending on the agenda topic and area of expertise required including, most commonly, Planning, Engineering, Building, Public Works, Parking, Special Events/Public Art.

The objective of the Task Force is to address immediate issues and needs of the business community and local economy resulting from the pandemic and related health orders while strengthening Santa Rosa's economic recovery and resiliency for the long run. The group prioritizes actions needed to help get through the current situation yet continues to identify and act on efforts that may affect mid- and long-range needs and opportunities for business, the workforce, and the economy.

Input for prioritized agenda action and/or items to be considered within any of the five bucketed categories are culled from but are not limited to direct conversations with businesses, business and labor interest groups, requests and recommendations from councilmembers and staff, regional discussions and efforts, opportunities or actions resulting from the health orders, community suggestions, model actions from other communities, etc. The Task Force has cast a wide net to identify needs and opportunities, and to figure out how to respond quickly, effectively, equitably and openly to the uncertainty the pandemic has thrust on the global economy.

PRIOR CITY COUNCIL REVIEW

There was no previous Council action specific to directing the Economic Recovery Task Force on prioritizing efforts, nor what and how needs/efforts/actions should be considered. Council has been provided updates by the City Manager on all task forces and work groups via written and verbal communication.

ANALYSIS

At this time there are 33 items bucketed into five categories for action stemming from or analysis by the Economic Recovery Task Force: current projects, potential action items, resolved items, actions that were or moved to another committee, or work that could be accomplished through staff level action. These items are summarized as follows and are further explained in Attachment One to this report.

PRIORITIZED – proposed work plan for current issues and mid-term needs

1. Working Capital for Small Businesses
2. FFCRA paid leave related to COVID-19 Care
3. Latino business recovery and Latino communication
4. Open & Out – Outdoor dining & safe social spaces
5. Incubator Program
6. Create quick regulations for emerging industries we'd like to incubate or encourage
7. Inside Out There program – shop SR site
8. Develop updated city policies aligned with ABC rules, and work with State/ABC on state level requests

PARKING LOT EFFORTS AND IDEAS

9. Vacant spaces- identify how to utilize those spaces in an interim fashion.
10. Right of 1st Recall
11. Amend mobile vending/food truck policy to allow more mobile vending
12. Partner programs
13. Consider any changes needed for ongoing COVID working conditions or to encourage alternative work needs for entrepreneurs
14. Family friendly and family informed spaces
15. Downtown Preservation and Economic Protection Plan
16. Policy to cap percentages charged for food delivery services
17. Enhancing enforcement options related to emergency closure requirements and business compliance
18. Other ROW use options – Parks
19. Reusable & Compostable Food Ware Ordinance

ITEMS RESOLVED OR REMOVED FROM THE LIST

20. Completed – City-wide parklet pilot program
21. Completed – Temp sidewalk seating & use of city alleys
22. Resolved - Commercial Tenant Lease Relief
23. Removed - Neighborhood service hubs
24. Resolved – Minimum Wage implementation
25. Removed - Procurement-related possibilities

ITEMS WORKING ON AT STAFF LEVEL/WITHIN DEPARTMENT

26. Permitting issues / Entitlement action needs
27. Bike/scooter share program fast tracking options
28. City leases
29. Tech/Broadband
30. SCTBIA – addressing assessment opportunities

ITEMS MOVED TO OTHER COMMITTEES/TASKFORCES

31. Cannabis tax increase discussion – moved to Long Term Finance Committee
32. Business tax – increase \$3,000 cap – moved to Long Term Finance Committee
33. Residential Tenant Program: - moved to Comm Input & Inclusion Task Force

FISCAL IMPACT

This item is a study session report with no associated fiscal impact.

ENVIRONMENTAL IMPACT

This study session is exempt from the provisions of the California Environmental Quality Act (CEQA) under Sections 15061(b)(3) and 15378 in that no activity is proposed for approval.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable to this item other than that the list of items under consideration and/or action/recommendation by the Economic Recovery Task Force is dynamic, consistently evolving since the first meeting of the group on April 10, 2020, with the Task Force taking an active role in shaping recommendations to Council, staff level actions, and other options within the above stated classification buckets.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment One - Economic Recovery Task Force List

CONTACT

Raissa de la Rosa
Economic Development Division Director
rdelarosa@srcity.org