

Economic and Planning Systems

Professional Services Agreement

City Council – May 23, 2017

Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

City Housing Action Plan Review

Mission

The City of Santa Rosa will facilitate the construction of **Housing for All**; specifically, meeting the housing needs of the full spectrum of household income groups including those currently living in the City and those relocating to the City in the future.

Approach

- Maximize housing production within realistic fiscal commitments
- Expand housing-related investments

Performance Measures

- **Quantifying existing** housing needs and deficiencies
- **Measuring** social, economic and fiscal performance
- **Documenting “return on investment”** from City investments

EPS: Proposed Professional Services

Research, data, and technical analysis

- Assist in **monitoring economic and market conditions**, and **evaluate the economic and fiscal effects** of housing development resulting from the HAP
- Provide demographic and/or real estate data from commercial data sources and data archives
- Further develop measuring and monitoring of housing production; establish methods and protocols for staff to evaluate the relative merits of projects
- Seek City development incentives and subsidies

It is recommended by the Planning and Economic Development Department that the Council, by resolution,

- approve a third amendment to professional services agreement number F001059 with Economic and Planning Systems, Inc., of Oakland, CA, adding \$63,425 in a total not to exceed the amount of \$194,805, providing for the completion of, and extending ongoing project management and technical support efforts related to refining and measuring the results of the Housing Action Plan.