

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
SUBJECT: ROSELAND AREA PROJECTS – STEERING COMMITTEE  
MEMBER LIST  
STAFF PRESENTER: JESSICA JONES, SENIOR PLANNER  
COMMUNITY DEVELOPMENT  
  
AGENDA ACTION: MOTION

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ISSUE(S)

Should the City Council waive Council Policy 000-06 regarding appointments to Boards/Commissions/Committees and confirm the Steering Committee member list for the Roseland Area/Sebastopol Road Specific Plan and the Roseland Area Annexation projects, allowing for the addition of new members as needed throughout the process?



COUNCIL GOALS/STRATEGIES

The Steering Committee member list for the Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and the Roseland Area Annexation (Annexation) supports Council Goal 5: Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods; and Strategic Objective 1: Develop a Work Plan and Costs for Roseland Annexation. While the Specific Plan project is not part of the Roseland Area Annexation project, the Steering Committee will provide review and oversight for both projects and is therefore supportive of this Council goal and objective.

BACKGROUND

1. The following outlines the background of the Roseland Area/Sebastopol Road Specific Plan project:
  - a. The Bay Area's Sustainable Communities Strategy, developed in conformance with Senate Bill 375, is Plan Bay Area. The Sustainable Communities Strategy aims to reduce greenhouse gas emissions through compact, transit-oriented development.
  - b. Plan Bay Area designates Priority Development Areas (PDAs), which are locally identified areas which are planned to accommodate growth near transit and jobs. Santa Rosa has five designated PDAs: Downtown

Station Area; North Station Area; Santa Rosa Avenue/Mendocino Avenue Corridor; Sebastopol Road Corridor; and Roseland Area.

- c. The Metropolitan Transportation Commission (MTC) approved \$20 million in PDA planning program funds to Bay Area Congestion Management Agencies. The Sonoma County Transportation Authority (SCTA) received \$1,447,000 for local planning.
- d. The City of Santa Rosa received a grant from SCTA for \$647,000 of these funds for development of a PDA plan which combines the Roseland Area PDA and a portion of the Sebastopol Road Corridor PDA. The plan will be focused around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. The planning area, which is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west, contains approximately 1,800 acres, 1,200 of which are in the City and 600 of which are in unincorporated Sonoma County (see attached map).
- e. The funding will allow for development of a specific plan to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning (of county areas) is also planned. A programmatic Environmental Impact Report (EIR) will also be prepared.
- f. This work will complement the Council's goal of developing a work plan for future annexation of Roseland, which is in the northern part of the proposed plan area. The infrastructure analysis and environmental document will inform any future annexation effort undertaken.
- g. On December 2, 2014 the Council authorized the Mayor to sign a Professional Services Agreement with Pacific Municipal Consultants (PMC) for preparation of the Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and associated EIR.

2. The following outlines the background of the Roseland Area Annexation project:

- a. On February 14 and 15, 2013 the Council set its 2013-2015 goals, which included Goal 5: "Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods", and Strategic Objective 1: "Develop a Work Plan and Costs for Roseland Annexation".
- b. On April 1, 2014 the Council adopted a resolution authorizing staff to proceed and appropriating funds for Phase 1 of a work plan for the Roseland Area Annexation. The funding allocation included \$50,000 for community engagement by a consultant.

- c. Phase 1, Task 5, of the Work Plan is to gauge support for annexation, which includes outreach to the five islands that are being considered for annexation (the five islands include Roseland, Victoria Drive, West Hearn Avenue, Brittain Lane, and West Third Avenue – see attached map).
  - d. On October 29, 2014 the Assistant City Manager signed a Professional Services Agreement with PMC for community engagement related to the Roseland Area Annexation (Annexation) project.
- 3. On January 27, 2015 the Council accepted the Community Engagement Strategy for the Specific Plan and Annexation.

## ANALYSIS

### 1. Steering Committee

As part of the Community Engagement Strategy for the Specific Plan and Annexation, a Steering Committee will be formed to represent residents and stakeholders in the development of both the Specific Plan and Annexation processes.

#### a. **Role of the Steering Committee:**

The role of the Steering Committee will be to lead the community's participation and serve as its voice. The Committee will provide community review of and feedback on project products, will help to prioritize what issues to bring to the larger community and will help to refine materials before they are presented at community workshops. Steering Committee members will act as project ambassadors and encourage those who live and work in the project area to attend community workshops, events and public hearings. After the final workshop, the Committee will represent the community in refinement and finalization of the Specific Plan.

#### b. **Outreach to Potential Steering Committee Members:**

Outreach, through face-to face meetings and phone conversations, for the Steering Committee began following Council's acceptance of the Community Engagement Strategy on January 27, 2015.

The opportunity to participate in the Steering Committee was outlined on the Roseland Area Projects website ([www.srcity.org/roseland](http://www.srcity.org/roseland)), in a project information flyer that was posted around the community and sent home with students at each school within the boundaries of the Specific Plan, and in an Annexation notice that was mailed to all property owners and tenants within the County islands that are being considered for annexation. In addition, staff developed a list of contacts based on previous meetings with Roseland area

residents, business owners and other community members, conversations with the County of Sonoma, and any individuals who reached out to staff or Council members requesting to be included in the contact list.

**c. Steering Committee Composition:**

Ideally the Steering Committee will be comprised of approximately  $\frac{3}{4}$  residents, business or property owners in the Specific Plan and Annexation areas; with a majority being residents. Those members who do not meet that criteria should be representatives of organizations and institutions actively involved in the area.

To date, the Steering Committee includes 54 members, 37 of which are residents/property owners or who work in the plan area, and 17 who are active or interested in the community (see attached member list). Staff and the project consultant are continuing to meet with people and adding members to the Committee. An updated list will be provided at the March 17<sup>th</sup> Council meeting.

To ensure an open and inclusive committee process, additional members will be added based on volunteer interest and need for representation. Staff will provide regular updates to the Council on Committee membership.

**2. Council Policy 000-06**

Council Policy 000-06, Appointments to Boards/Commissions/Committees, outlines specific requirements for appointments to City committees. Because the Roseland Area Projects Steering Committee will be an official City committee, it is required to comply with this Council Policy.

The Council Policy identifies specific requirements for recruitment, appointment, notification, sources of names, incumbents, applications, appointment procedures by individual Council members or by the full Council, chairs, attendance, and conflicts of interest/ethics. The strict requirements of the Council Policy, which includes that members be residents of the City of Santa Rosa and that they fill out a formal application, do not fit with the desired composition or creation of the Roseland Area Projects Steering Committee.

Approximately 600 acres of the 1,800 acre Specific Plan area is unincorporated Sonoma County. Because this area is part of the land that is being considered for annexation, which is part of the larger Roseland Area Projects, it is important that it be represented on the Steering Committee. In addition, the City has not created a formal application process for the Committee because this is a unique group that will be formed for this project only and recruitment is being done

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through individual contacts/meetings/conversations with residents, business and property owners and others who are actively involved in the community.

City staff has found that the strict application of Council Policy 000-06 is not appropriate for the development of this unique committee.

### RECOMMENDATION

It is recommended by the Community Development Department that the Council, by motion, waive Council Policy 000-06 regarding appointments to Boards/Commissions/Committees and confirm the initial Steering Committee member list for the Roseland Area/Sebastopol Road Specific Plan and Roseland Area Annexation projects, allowing for the addition of new members as needed throughout the process.

Author: Jessica Jones

#### Attachments:

- Attachment 1 – Roseland Area/Sebastopol Road Specific Plan Boundary Map
- Attachment 2 – Roseland Area Annexation Map
- Attachment 3 – Roseland Area Projects Steering Committee Members
- Attachment 4 – City Council Policy 000-06