



# City of Santa Rosa

City Hall, Council  
Chamber  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

## CITY COUNCIL REGULAR MEETING AGENDA AND SUMMARY REPORT DECEMBER 4, 2018

### 4:00 P.M. - REGULAR SESSION (COUNCIL CHAMBER)

#### **PUBLIC COMMENTS:**

Except for public hearing items, comments from the public will be allowed on all agenda items at the time each item is called. Comments on public hearing items may be made when the hearing is opened.

Comments from the public on non-agenda items will be heard under Agenda Items 13 and 17. This is the time when any person may address the Council on matters not listed on this agenda, but which are within the subject matter jurisdiction of the Council. The first public comment period on non-agenda items (Agenda Item 13) will begin no earlier than 5:00 p.m. and will be limited to ten speakers selected randomly by the Mayor. Each speaker will be allowed three minutes. Speakers who do not have an opportunity to speak during this time will be allowed to make public comment under Agenda Item 17.

To address the Council you are requested to complete a yellow Speaker Card and give it to the City Clerk. If you are unable to or do not wish to wait for the public comment portion of the agenda, you are encouraged to contact the Council or City Clerk directly by submitting your comments to 100 Santa Rosa Avenue, Room 10, Santa Rosa 95404 or [cityclerk@srcity.org](mailto:cityclerk@srcity.org).

#### **4:00 P.M. (CITY COUNCIL CHAMBER)**

- 1. CALL TO ORDER AND ROLL CALL**
- 2. ANNOUNCEMENT OF CLOSED SESSION ITEMS - NONE.**

#### **RECESS CLOSED SESSION(S) AND RECONVENE TO OPEN SESSION IN THE COUNCIL CHAMBER**

- 3. STUDY SESSION - NONE.**

Study Session items are items for in-depth discussion and possible direction

to staff. No action will be taken.

**4. ANNOUNCEMENT OF ROLL CALL**

**5. REPORT, IF ANY, ON STUDY AND CLOSED SESSIONS - NONE.**

**6. PROCLAMATIONS/PRESENTATIONS - NONE.**

**7. STAFF BRIEFINGS**

This time is reserved for City staff to provide a five-minute briefing to the Council on departmental issues of interest. No action will be taken on these matters except to possibly place a particular item on a future agenda for Council consideration.

**7.1 FIRE RECOVERY AND REBUILD UPDATE**

This will be a standing item on the agenda. No action will be taken except for possible direction to staff.

**8. CITY MANAGER'S/CITY ATTORNEY'S REPORTS**

**9. STATEMENTS OF ABSTENTION BY COUNCILMEMBERS**

**10. MAYOR'S/COUNCILMEMBERS' REPORTS**

**10.1 MAYOR'S/COUNCILMEMBERS' SUBCOMMITTEE AND LIAISON REPORTS (AND POSSIBLE COUNCIL DIRECTION TO BOARD REPRESENTATIVE ON PENDING ISSUES, IF NEEDED)**

**10.1.1 Council Subcommittee Reports**

**10.1.2 Sonoma County Transportation Authority/Regional Climate Protection Authority (SCTA/RCPA)**

**10.1.3 Sonoma County Water Agency (SCWA) - Water Advisory Committee**

**10.1.4 Association of Bay Area Governments (ABAG)**

**10.1.5 Sonoma County Agricultural Preservation and Open Space District Advisory Committee**

**10.1.6 Sonoma Clean Power Authority (SCPA)**

**10.1.7 Sonoma County Waste Management Agency (SCWMA)**

**10.1.8 Groundwater Sustainability Agency (GSA)**

**10.1.9 Other**

**11. APPROVAL OF MINUTES**

11.1 October 30, 2018, Regular Meeting.

**Attachments:** [Draft Minutes](#)

11.2 November 13, 2018, Regular Meeting.

**Attachments:** [Draft Minutes](#)

**12. CONSENT ITEMS**

12.1 RESOLUTION - FIFTH AMENDMENT TO GENERAL SERVICES AGREEMENT NO. F001312 WITH ALAN TROXEL, DBA TROXEL HVAC FOR HVAC EQUIPMENT MAINTENANCE AND REPAIR

RECOMMENDATION: It is recommended by the Transportation and Public Works and Finance Departments that the Council, by resolution, approve the Fifth Amendment to General Services Agreement No. F001312 with Alan Troxel, dba Troxel HVAC, Petaluma, California, extending the term of the Agreement for an additional year, increasing on-call rates, and increasing compensation by \$126,000 for a total amount not to exceed \$771,000.

**Attachments:** [Staff Report](#)  
[Resolution](#)  
[Exhibit A](#)  
[Presentation](#)

12.2 RESOLUTION - APPROVAL OF TWO AGREEMENTS FOR LEGAL SERVICES WITH JONES HALL, BOND COUNSEL, RELATING TO ISSUANCE OF WATER AND WASTEWATER REVENUE REFUNDING BONDS

**RECOMMENDATION:** It is recommended by the Finance Department and City Attorney that the Council, by resolution, approve two Agreements for Legal Services with Jones Hall, PC, for bond counsel and disclosure counsel services in connection with the issuance of Water Revenue Refunding Bonds (Series 2018) and Wastewater Revenue Refunding Bonds (Series 2018A), in the amount of \$90,000 and \$105,000 respectively.

**Attachments:** [Staff Report](#)  
[Resolution](#)  
[Exhibit A](#)  
[Exhibit B](#)  
[Presentation](#)

### **13. PUBLIC COMMENT ON NON-AGENDA MATTERS**

This is the time when any person may address the Council on matters not listed on this agenda, but which are within the subject matter jurisdiction of the Council. This public comment period will begin no earlier than 5:00 p.m. and will be limited to ten speakers selected randomly by the Mayor. Each speaker will be allowed three minutes. Speakers who do not have an opportunity to speak during this time will be allowed to make public comment under Agenda Item 17.

### **14. REPORT ITEMS**

#### **14.1 REPORT - ADVERTISING POLICY AND GUIDELINES**

**BACKGROUND:** The Transportation and Public Works Department, Transit Division has long debated about the potential to use advertising on buses, shelters and other facilities. While advertising on transit equipment and facilities has become common with most agencies, including Golden Gate Transit and Sonoma County Transit, the City, and more specifically, CityBus, have historically chosen to not allow any type of advertising. In light of the current state of the industry and emerging budget considerations, the Transit Division has determined that it is in the City's best interest to develop and recommend an advertising policy that would allow advertising on facilities including, buses, shelters, stops, park and rides, payment machines, websites, mobile applications, computer applications and social media sites.

RECOMMENDATION: It is recommended by the Transportation and Public Works Department, that the Council, by Resolution, adopt Council Policy Number 000-69 titled “Advertising Policy and Guidelines” and authorize the Transit Division to develop an advertising program for sale of advertising space.

**Attachments:** [Staff Report](#)  
[Resolution](#)  
[Exhibit A](#)  
[REDLINE -Exhibit A \(Uploaded 12/3/2018\)](#)  
[REVISED - Exhibit A \(Uploaded 12/3/2018\)](#)  
[Presentation](#)

#### 14.2 REPORT - RENEWAL ENTERPRISE DISTRICT (RED)

BACKGROUND: In the months following the 2017 wildfires, there was heightened awareness of the importance of ensuring not only that our fire survivors rebuild, but also ensuring community-wide economic vitality by meeting housing development goals. The Sonoma County Board of Supervisors and the Santa Rosa City Council have been working to address the problem, and directed staff to identify new and more effective structures that can, over the next five years, facilitate additional new housing development for all income levels. In response, the concept of a regional housing construct began to take shape in the Renewal Enterprise District or RED.

The basic premise of the RED is to work across jurisdictions to market and attract developers, blend private financing and public funds, leverage state and federal grant funds, and facilitate creation of housing that meets established public policy goals for increased density, access to transit, protection of open space and community separators, and improving energy efficiency, climate resilience, and affordability.

By working together, the City and County have an opportunity to develop and implement a common vision and drive regional renewal efforts, by leveraging their real estate assets, regulatory authority, and new funding sources for maximum effect and long-term benefit.

**RECOMMENDATION:** It is recommended by the Planning and Economic Development Department and the Housing and Community Services Department that the Council, by resolution, authorize approval of a Joint Powers Agreement creating a Renewal Enterprise District (RED) through a Joint Powers Authority comprised initially of the City of Santa Rosa and the County of Sonoma to facilitate the development of housing in targeted geographic areas.

**Attachments:** [Staff Report](#)  
[Resolution](#)  
[Exhibit A](#)  
[Presentation](#)

**15. PUBLIC HEARINGS - NONE.**

Public Hearing matters will begin no earlier than 5:00 p.m. or as soon thereafter as the matters are reached on the agenda.

**16. WRITTEN COMMUNICATIONS (AND POSSIBLE COUNCIL ACTION) - NONE.**

**17. PUBLIC COMMENTS ON NON-AGENDA MATTERS**

This is the time when any person may address the Council on matters not listed on this agenda, but which are within the subject matter jurisdiction of the Council. Each speaker will be allowed three minutes.

**18. ANNOUNCEMENT OF CONTINUED CLOSED SESSION ITEMS, RECESS TO CLOSED SESSION IN THE MAYOR'S CONFERENCE ROOM, RECONVENE TO OPEN SESSION, AND ANNOUNCEMENTS [IF NEEDED]**

**19. ADJOURNMENT OF MEETING**

**20. UPCOMING MEETINGS**

This schedule is tentative and subject to change pending final publication and posting of the City Council Meeting Agenda.

**20.1 UPCOMING MEETINGS LIST**

**Attachments:** [Upcoming Meetings List.pdf](#)

**\*Did not appear on the preliminary agenda.**

**\*\*Quasi-judicial or adjudicative action.**

**City Council**

**DECEMBER 4, 2018**

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The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings are available by contacting the City Clerk Office at 543-3015 or [cityclerk@srcity.org](mailto:cityclerk@srcity.org) one week prior to the meeting. TDD 543-3063

Meeting information can also be accessed via the internet at <http://srcity.org>

*Any writings or documents provided to a majority of the City Council prior to this meeting regarding any item on this agenda, excluding closed session items, are available for public review in the City Clerk's Office, Room 10, City Hall, 100 Santa Rosa Ave, during normal business hours.*