

Attachment B – Council Priorities Worksheet

City of Santa Rosa Council Priorities Worksheet For Discussion 2017 Council Retreat

At the February 9, 2016 goal setting workshop, three tiers of Council priorities were identified. Tier 1 are those items to receive the highest attention. Tier 2 are those items that will be worked on as resources permit. Tier 3 are items that were captured as ideas but are not being pursued. The following three tables provides the status of each of the projects.

TIER 1: TOP PRIORITY UNDERWAY AND RECEIVING HIGHEST ATTENTION			
Project	Completed or Underway	Lead Department(s)	Milestones/Comments
1.1 Reduce Homelessness through a comprehensive strategy	Underway	HCS	<ul style="list-style-type: none"> • HOST pilot program established in August 2015 • CHAPP pilot program established in October 2015 • Council approved CHAP in October 2016 • HOST program renewed in June 2016 • Council declared homeless emergency on August 9, 2016, with monthly renewals • Housing First Strategy adopted January 2017 • Continued support to the shelter infrastructure system • Increasing partnerships with County and service providers
1.2 Develop a comprehensive housing strategy : “Housing for All,” including: <ul style="list-style-type: none"> • Increase housing (citywide – market rate/workforce/affordable) • Attract housing – downtown and transit oriented • Address rent stabilization 	Underway	HCS, CMO, PED	<ul style="list-style-type: none"> • Creation and implementation of the Affordable Housing Incentive Fund Pilot Program • Housing Action Plan developed and implementation is underway <ul style="list-style-type: none"> ◦ Accessory dwelling unit ordinance ◦ Begin design review reform and permit streamlining work • Implement code enforcement process improvements • Rent stabilization ordinance adopted in June 2016 • “Just cause” eviction ordinance adopted August 2016 • After referendum on both ordinances, election may occur in June 2017

**TIER 1: TOP PRIORITY
UNDERWAY AND RECEIVING HIGHEST ATTENTION**

Project	Completed or Underway	Lead Department(s)	Milestones/Comments
1.3 Create a plan to address infrastructure and deferred maintenance throughout the community.	Underway	TPW	Project team evaluating various financing structures with focus on general obligation bonds
1.4 Pursue current opportunities for medical marijuana , cannabis cultivation, lab and employment development. Prepare for impacts of legalized marijuana.	Underway	PED	<ul style="list-style-type: none"> • Interim Cannabis Regulations approved in March and August 2016 • Development of a Comprehensive Cannabis Policy is underway and expected to be completed by May 2017 • Cannabis Business Tax may be considered by voters in June 2017
1.5 Complete Roseland annexation and move to implementation.	Underway	CMO/PED	<ul style="list-style-type: none"> • Agreement with Sonoma County and City of Santa Rosa approved November 2016. • Specific Plan, rezoning, and Environmental Impact Report approved in November 2016 • Roseland Transition Plan under development with all City departments • Community engagement is underway through Community Conversations meeting series • Annexation application is expected to be filed with LAFCO in April 2017 • Budget items have been identified for 2017/2018 • Annexation completion expected by December 2017

**TIER 2: SECOND LEVEL PRIORITY
UNDERWAY WITH ATTENTION AS RESOURCES PERMIT**

Project <i>First four identified by Council in February 2016 to be addressed first.</i>	Completed or Underway	Lead Department(s)	Milestones/Comments
2.1 Implement Rental Inspection Program	Underway		<ul style="list-style-type: none"> Rental inspection study completed and previewed with Councilmembers
2.2 Ensure long term revenue stability (Measures O and P)	Completed	CMO/ Finance	Measures approved by voters in November 2016
2.3 Support SMART train – Connectivity; transit oriented development	Underway and completed		<ul style="list-style-type: none"> Jennings at-grade crossing is approved and construction expected to commence April 2017 Multi-use paths completed between: <ul style="list-style-type: none"> 3rd and 4th Street Bellevue and Hearn Avenues West College Avenue and Guerneville Road Bus stop improvements on 3rd Street completed. Construction for Guerneville bus stop improvements will occur this spring Depot parking lot redesign plans completed and construction will commence in April 2017 Parking district funded pilot study to connect 7th Street Parking Garage with downtown SMART station with a shuttle Reconfigured transit system to be initiated summer 2017 CityBus continues to work with Chamber and large business to evaluate provision of commute shuttles from northern station Quiet zones approved by Council and ready to go into effect when train operation begins
2.4 Southeast Greenway	Underway	PED	<ul style="list-style-type: none"> Two community workshops and a joint study session with Council and the Planning Commission were held Study Session for preferred land use alternative to be presented to Council and Planning Commission on March 28, 2017 General Plan Amendment, zoning, and Environmental Impact Report anticipated to be completed by Fall 2017

**TIER 2: SECOND LEVEL PRIORITY
UNDERWAY WITH ATTENTION AS RESOURCES PERMIT**

Project <i>First four identified by Council in February 2016 to be addressed first.</i>	Completed or Underway	Lead Department(s)	Milestones/Comments
2.5 Attract businesses with well-paying jobs		PED	<ul style="list-style-type: none"> Meeting with prospective businesses about locating in Santa Rosa. Most common concern from those looking to relocate (also from existing businesses) are housing and workforce Playing an active role in housing discussion Talking to commercial property owners about the type of office product new businesses are looking for when deciding to move Initial conversations have begun regarding workforce development programs with various chambers and businesses
2.6 Complete the unification of Courthouse Square	Underway	TPW	Construction underway and project anticipated for completion in April 2017
2.7 Develop an emergency preparedness strategy - including vulnerable targets	Underway	Fire PED	<ul style="list-style-type: none"> Emergency Operations Plan and Continuity of Operations (COOP) plan underway and expected to be completed by May 2017 Local Hazard Mitigation Plan approved by Council in January 2017 and FEMA in February 2017
2.8 Implement Open Government report	Not underway		
2.9 Implement Participatory Budgeting	Not underway		
2.10 Rebuild our services (internal/external)	Partially underway	All	Process improvements underway in various city departments
2.11 Create a searchable City website	Underway	IT	New web site to go live in late March 2017
2.12 Focus on youth and gang violence	Underway	CE	Violence Prevention Partnership

TIER 3: POTENTIAL OPPORTUNITIES FOR THE FUTURE (SEVERAL EITHER WOULD BE NEW INITIATIVE, COUNCIL DIRECTION NOT PROVIDED, OR RESOURCES ARE NOT AVAILABLE)		
Project	Status	Other Comments
3.1 Explore business improvement districts in neighborhood commercial centers	Underway	Working with Metro Chamber in development of a PBID/BID (Downtown Action Organization)
3.2 Increase funding for Community Advisory Board grants	Not underway	
3.3 Community Impact Reports	Underway	Background research almost complete
3.4 Fund positions to help new Community Engagement Director	Underway	Community Engagement Coordinator hired
3.5 Research what city can do with gun /ammunition control safety	Not underway	

TIER 3: POTENTIAL OPPORTUNITIES FOR THE FUTURE

(SEVERAL EITHER WOULD BE NEW INITIATIVE, COUNCIL DIRECTION NOT PROVIDED, OR RESOURCES ARE NOT AVAILABLE)

Project	Status	Other Comments
3.6 Attract a boutique hotel to downtown	Underway	Currently working with 4 hotel developers at various stages in the downtown area including <ul style="list-style-type: none"> • Reuse of Empire Building on the square • Meeting with high end boutique hotel as part of larger potential residential district • Spinster Inn in the A Street Arts District • AC Marriott in Railroad Square
3.7 Adopt living /minimum wage	Not underway	
3.8 Increase programming in downtown	Underway	<ul style="list-style-type: none"> • Secured a 5-year contract with Ironman for 2 events per year downtown • Developing updated city policies and fees for events • Looking at potential coordination of programming of the new Courthouse Square as part of PBID/BID process
3.9 Obtain new funding source for transit system	Not underway	Staff and CC have actively supported SB1 and AB1 (increased funding for transit)
3.10 Increase youth engagement services	Underway	Violence Prevention Partnership
<i>The three items below were noted by councilmembers in their January 2017 interviews with facilitator and are not on current Tier 1 or Tier 2 and thus have been added to Tier 3 for discussion</i>		
<ul style="list-style-type: none"> • Employee survey to gauge morale 		
<ul style="list-style-type: none"> • Climate action plan work 		
<ul style="list-style-type: none"> • Child care 		

Consolidated List of Councilmember Priorities from January 2017 Interviews

In interviews conducted by Jan Perkins as part of preparing for the March 10 workshop, Councilmembers were asked about their priorities for the coming year. All but three of the items mentioned are already on the Council's list of priorities (as noted below). The three items mentioned by Councilmembers that are not on the current list of priorities have been placed in the third category (Tier 3) for Council discussion. A consolidated list of priorities cited by Councilmembers is provided below.

- Homelessness (Tier 1)
- Housing (Tier 1)
- Completing annexation of Roseland (Tier 1)
- Marijuana (implementation) (Tier 1)
- Infrastructure (roads, city buildings) (Tier 1)
- Downtown development and revitalization (Tier 2)
- Jobs, economic development, business attraction (Tier 2)
- Rental inspection program (Tier 2)
- Emergency preparedness (Tier 2)
- Participatory budgeting (Tier 2)
- Employee survey to gauge morale *(not currently a listed priority; placed in Tier 3 above)*
- Climate action plan work *(not currently a listed priority; placed in Tier 3 above)*
- Child care *(not currently a listed priority; placed in Tier 3 above)*