



DATE/TIME REC'D:

**RECEIVED**

DEC 17 2019

CITY OF SANTA ROSA  
CITY CLERK'S OFFICE

10:08 a.m.

COMPLETED AND SIGNED APPLICATION MUST BE FILED WITH THE CITY CLERK BY:  
DECEMBER 18, 2019, AT 5:00 P.M.

### APPLICATION FOR APPOINTMENT TO THE SANTA ROSA CITY COUNCIL

*This application is to fill a vacancy on the Santa Rosa City Council expiring in December 2020. This application is a public document. It may be reviewed by any member of the public upon request after the close of the application period. Only Santa Rosa registered voters who have submitted a complete application packet by the deadline will be considered for appointment.*

Name: Erin CarlstromResidence Address: [REDACTED], Santa Rosa, CA 95405

Mailing Address (if different): \_\_\_\_\_

E-mail: [REDACTED]Home Phone: [REDACTED]Daytime Phone: [REDACTED]Are you currently a registered voter and a resident of the City of Santa Rosa? YesYears of Residence in the City: 11Resident of City Council District No: 2

Please answer the following questions on a separate sheet(s) of paper as they relate to the Council seat you are seeking.

#### Part I:

1. Please describe your background as it relates to your application for appointment to the Council.
2. Please describe your qualifications for appointment to the Council.
3. Please state why you wish to be appointed to the Council.

#### Part II:

1. What particular skills do you bring to the Council?
2. Why do you think you should be appointed to the City Council?

3. How much time do you have available to serve?
4. In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?
5. How have you remained current and informed on City issues?
6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.
7. Do you have any specialized training or other qualifications that would be important for the Council to consider?
8. Serving on the Council requires you to annually file a Statement of Economic Interests (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

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**To be appointed to the Council you must be a registered voter residing in the City of Santa Rosa at the time of submitting this application and must remain an elector of the City while serving on the Council.**

**To be considered for appointment you must submit in person:**

1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

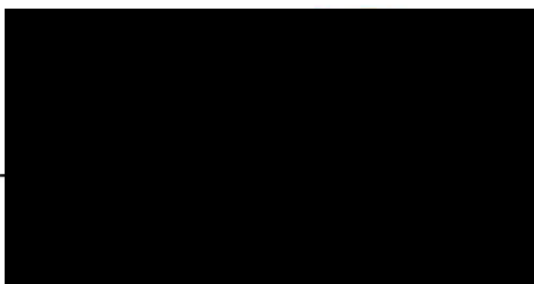
City Clerk's Office,  
City Hall, Room 10,  
100 Santa Rosa Avenue,  
Santa Rosa, CA 95404

**FILING DEADLINE: DECEMBER 18, 2019, AT 5:00 P.M. PLEASE NOTE THAT ROOM 10 IS CLOSED ON FRIDAYS. TO SUBMIT APPLICATION/NOMINATION PAPERS ON A FRIDAY, PLEASE CALL 707-543-3015 TO SCHEDULE AN APPOINTMENT.**

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I Erin Carlstrom swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date

12/17/19

**Please describe your background as it relates to your application for appointment to the Council.**

I am a proud resident of Santa Rosa, and Sonoma County. I am an attorney by profession, and previously served on the Santa Rosa City Council from 2012-2016. I served as Vice Mayor from 2013-2014. Prior to serving on the Council, I served on the City's Measure O Oversight Committee (appointed by Gary Wysocky) and on the Planning Commission (appointed by Veronica Jacobi). Until 2017, I served nationally in the Young Democrats of America, the California Young Democrats, and the Sonoma County Young Democrats. I am a mother, and I believe that Santa Rosa should be a great place to raise children.

**Please describe your qualifications for appointment to the Council.**

In my time on the Council from 2012-2016, I served on some of the largest boards and commissions in Sonoma County. I served as Santa Rosa's delegate to the Sonoma County Transportation Authority/Regional Climate Protection Agency for three years, working to ensure Santa Rosa's transportation needs were addressed equitably through the distribution of Measure M funds. I served on the Mayor's Gang Prevention Task Force (now the Violence Prevention Partnership), assisting Council Member Olivares as the City developed a now-nationally recognized protocol for community and youth engagement. I served on the Water Advisory Committee alongside our colleagues on the Board of Public Utilities, helping Santa Rosa implement the Sustainable Groundwater Management Plan (SGMA). And, I created and co-chaired the Mayor's Open Government Task Force, whose policies have improved Santa Rosa's transparency, accountability, and service to our residents.

As an attorney, my approach to decision-making is pragmatic and strategic. I am comfortable making important decisions and understanding the consequences and impacts those decisions will have on our residents, having already done so in my time on the Council.

**Please state why you wish to be appointed to the Council.**

It was my privilege to serve our community during my elected tenure, and I would like the opportunity to continue serving my town. I believe we need more moms in government. It provides a different perspective on everything in life, and we need more of that energy in our City government.

The short term nature of this position make it very appealing to me; I have ample time to serve. I am also a working professional, business owner and mom- I want to balance my time to ensure sustainability at home as well as for the City. A year commitment feels like a great way for me to utilize the litany of knowledge I've gained from my past service, while balancing the needs of my family. Since the 2017 fires, I have felt compelled to do more for the City in terms of recovery, and would like to add my skillset to those efforts in a more formal way. There are always critical issues facing the City, housing and homelessness chief among them, and I want to continue being a part of finding and implementing sustainable solutions.

I want Santa Rosa to be a great place for families for years into the future. But, our hard-earned reputation for being an ideal destination to raise kids is at risk. Housing prices are ever more out of reach for young and old, while services continue to be pressured by tight budgets. These are the critical issues facing our City, and I want to continue being a part of finding and implementing sustainable solutions.

**What particular skills do you bring to the Council?**

As an attorney, I work every day with procedures and regulations. The Council itself is, of course, governed by the California Government and Elections Codes, as well as by Rosenberg's Rules of Order, each of which offer unique opportunities to serve our community excellently. My training and education uniquely position me to understand and implement these rules in service to Santa Rosa.

As a former Council member, I am intimately familiar with the processes required for collaborative decision making (including with many of the current Council), the exposure inherent in public service, and the policies with which the Council is grappling. As a former Vice Mayor, I have a working understanding of the Agenda setting process, board and commission assignments, and personnel issues. Having served on the Council as we made the decision to hire the current City Manager, I bring parity in that employee-employer relationship. As the Council is aware, though elected by the Public, most of the business of the City is directed by the City Manager's office; Council Members must be able to navigate the unique role of the City Manager. As a former planning commissioner and in my current law practice, I bring a decade of experience working within Santa Rosa's General Plan and development regulations, which understanding will offer unique perspective as the City continues its business for the year.

**Why do you think you should be appointed to the City Council?**

The Council is presented with a unique opportunity in this appointment process. As a City with a budget in excess of \$400M, Santa Rosa finds itself embroiled in an historic housing and homelessness challenge, with upcoming goal setting following hard upon the heels of the appointment, and with budget season following shortly thereupon; this is not a position that should be bestowed upon someone who must learn on the job. It is my belief that I present a unique skillset, as a recent Council Member, former Vice Mayor, and business owner in our beautiful downtown. Additionally, I was the only Council Member during my term of service with experience as a planning commissioner, and I am likely to be the only applicant with legal experience in Land Use Law. Since the Council are taking serious steps to re-envision the way we deal with land use in order to identify developable sites for housing (and to actually get those opportunity sites developed), my working understanding of our City's General and Specific Plans, as well as on-the-ground experience working to entitle projects, will prove valuable in the Council's discussions for the next year.

As the Council will see in my nominating papers, I am proud to have the support of a wide swath of our community. Labor leaders Mike Yates and Clayton Taylor; environmental warriors Amie Glass and Valerie Quinto; would-be Council Members; business owners Kerry Rego and Jack Mitchell; social justice advocates Leslie Graves and Elaine Holtz; school board members Ed Sheffield and Alegria de la Cruz; community health leader Beth Dadko; Ridgway teacher and CTA member Caitlin Cameron; community leaders Ann Gray and Curtis Byrd; and of course fellow parents, family and friends.

Practically speaking, I present a pragmatic substitute council member: someone who knows the job, has done the job, and will make room for the next wave of publicly-elected Council Members when the vacancy term ends.

**How much time do you have available to serve.**

My prior service on the Council unveiled the requirements for service. I have ample time to serve.

**In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?**

Housing and homelessness. The Council may recall that one of my last votes as a Council Member was in support of our limited rent control ordinance. Of course, this policy was not without its flaws, and certainly was not without its opponents even amongst my Colleagues. I viewed it then as I view it now: one of the many tools the Council has at its disposal to affect policy and protect our residents. Following the referendum, the Council has begun discussing policies like jobs-housing linkages, density bonuses, and City-County coordination through RED, many of which I have been working with and advocating for the better part of the last decade. My work as a planning commissioner, as a Council Member, and now in private practice gives me a great experience base to help move the City forward, through fire recovery as well as in creating pathways out of our current housing crisis.

Following the Supreme Court's refusal to hear the appeal of *City of Boise v. Martin*, which confirms the rights of residents to camp on sidewalks and public parks when no other shelter is available, the City and Council must continue finding ways to house our unfortunately growing population of residents without homes. The County will announce its new initiatives at its Board of Supervisors' meeting on December 17, which includes a proposal to utilize the Santa Rosa fairgrounds for both indoor and outdoor shelter. I support this option; however, the City must be prepared for the impact to nearby residents in the Kawana Springs and Aston/MLK neighborhoods, as well as to our public safety departments who will be responsible for calls for service at the fairgrounds, and for whom calls related to homelessness already account for 10% of total call volume.

The City has a long history of successful collaboration with community service providers, and I was proud to vote in favor of some of the innovative solutions that have already been implemented including the moveable shower station. With continued commitment to these service providers and their dedicated leaders, new collaborations through RED, and redoubled efforts to incentivize and streamline housing development through our land use regulations (including streamlined CEQA review and increased height allowances in the downtown core) the Council has the opportunity to continue meaningfully addressing the housing needs of our community.

**How have you remained current and informed on City issues?**

As a business owner, it is my responsibility to my clients to remain apprised of initiatives the City and Council are proposing that may impact operations within the City. I regularly meet with labor, business and environmental leaders to discuss ongoing developments. As a mother of a Kindergartener, it is my privilege to remain involved with issues like school safety and pedestrian access. As a community member, it has been my honor to participate in the development of the state's first certified apprenticeship program for the cannabis and hemp industries, leading to the development of a new, sustainable jobs base for the City and our greater community.

I also read local news publications like the Press Democrat, San Francisco Chronicle, North Bay Bohemian, and have an account on Nextdoor. I frequently use City Parks and County Regional Parks around Santa Rosa, which gives me a good look at the condition of our public facilities, and my office is a

Carlstrom\_Application for Santa Rosa City Council Vacancy

half block off the square downtown. I am a swimmer, and at times use our public pools at Ridgway and Finley Parks. I frequent many downtown eateries for professional lunches and otherwise, and regularly patronize Santa Rosa businesses and restaurants. I think it's important to be out amongst the residents and merchants of our town, and to hear and see firsthand what's happening on "main street."

**Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.**

Starting in 2009, I became involved with community organizations like the Accountable Development Coalition, which sought to bridge the gap between environmental, labor, and affordable housing interests in the County's development. We were involved in the early stages of development of the Railroad Square SMART station and surrounding (proposed) housing project. As a planning commissioner, I had the privilege to vote on housing projects like Paseo Vista, and as a Council Member I was privileged to participate in the development of the Courthouse Square reunification, downtown businesses like Willibee's, the creation of Sonoma Clean Power, as well as co-chairing the Mayor's Open Government Taskforce, whose recommendations are still being implemented by the City.

After retiring from the Council, it has been my pleasure to return exclusively to private law practice while I raise my now-6 year old son. Approximately one year ago, a project of one of my client's was facing an appeal of its entitlements. I asked Teamsters Local 665 to consider meeting with the clients to see how we could enhance the community benefit of the jobs that would be created. Fast forward to today, and I am pleased to serve on the Advisory Committee of the state's first cannabis apprenticeship program, a collaboration between the Teamsters and the Santa Rosa Junior College, as we develop a new, sustainable jobs base and career path forward for our students.

**Do you have any specialized training or other qualifications that would be important for the Council to consider?**

Aside from my previous service as Vice Mayor, Council Member, and Planning Commissioner, and training as an attorney, I also maintain strong relationships with the City's labor groups, as well as business and environmental leaders. I like pina coladas, and getting caught in the rain, and am undefeated in Marco Polo.

**Serving on the Council requires you to annually file a Statement of Economic Interest (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating and voting in matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.**

My practice occasionally involves land use clients within the jurisdiction of Santa Rosa. The nature and identity of these clients will be withheld from disclosure due to the requirements of attorney-client confidentiality (FPPC Regulations 18740). However, in accordance with those same FPPC regulations, I



can confirm that I have not and will not make, participate in making, or in any way attempt to use my official position to influence a governmental decision in violation of Section 87100. In the event I am faced with a potential conflict of interest involving an undisclosed person, I will disclose the potential conflict to the City's legal counsel and will recuse myself from participating in the matter.