



Economic Recovery Task Force

Study Session & Community Input

CITY COUNCIL | JUNE 30, 2020

Raissa de la Rosa, Economic Development Division Director

Community Development & Engagement Portfolio

COVID-19 RECOVERY FRAMEWORK

Economic Recovery Task Force

- Vice Mayor Fleming, Council Member Sawyer | Staff Lead: Raissa de la Rosa

Housing Task Force

- Mayor Schwedhelm, Council Member Dowd | Staff Lead: Dave Gouin
- Homeless Services | Housing (ownership & Rental)

Community Input and Inclusion Task Force

- Council Members Olivares & Tibbetts | Staff Lead: Jason Carter

Team Santa Rosa Task Force

- Employee Wellness Working Group
- On-Going Response Working Group
- Project & Development Resumption Working Group
- Public Opening Working Group
- Municipal Finance Working Group

County Level Representation Working Groups

- Health & EMS | Social Services | Education



OBJECTIVE

Address immediate issues while strengthening Santa Rosa's economic recovery and resiliency for the long run

- **Current Issues**

Immediate actions to help get through current situation

- **Mid- and Long-Range Actions**

E.g. items that inform the General Plan update, policy development/changes, organizational changes, etc.





OPTIONS | IDEAS | PROJECTS | PROGRAMS

Current Projects

1. Working Capital for Small Businesses
2. FFCRA COVID-19 Care
3. Latinx Business Communication and Recovery
4. Open & Out – Outdoor Dining and Social Space
5. Incubator Program
6. Enabling Regulations to Encourage Emerging Industries
7. ABC-Related Policy and Rule Update Opportunities
8. Inside Out There Program



OPTIONS | IDEAS | PROJECTS | PROGRAMS

Parking Lot

9. Vacant Space Utilization
10. Right of 1st Recall
11. Mobile Vending/Food Truck Policy
12. Partner Programs
13. Policy Needs re: Ongoing COVID Working Conditions
14. Family Friendly & Family Informed Spaces



OPTIONS | IDEAS | PROJECTS | PROGRAMS

Parking Lot

15. Downtown Preservation & Economic Protection Plan
16. Food Delivery Service Charge Cap
17. Enhancing Enforcement Options
18. Public Space & ROW Use Options (e.g. Parks)
19. Reusable & Compostable Food Ware Ordinance



OPTIONS | IDEAS | PROJECTS | PROGRAMS

Resolved-
Removed

- 20. COMPLETED: Citywide Parklet Pilot Program
- 21. COMPLETED: Temp Sidewalk/ROW Seating
- 22. RESOLVED: Commercial Tenant Lease Relief
- 23. RESOLVED: Minimum Wage Implementation Delay
- 24. REMOVED: Neighborhood Service Hubs
- 25. REMOVED: Procurement Related Needs



OPTIONS | IDEAS | PROJECTS | PROGRAMS



**Staff
Level**

- 26. Permitting / Entitlement Actions
- 27. Bike/Scooter Share Program
- 28. City Leases
- 29. Tech/Broadband
- 30. SCTBIA Options



OPTIONS | IDEAS | PROJECTS | PROGRAMS

**Moved to
Other TF**

31. Cannabis Tax Increase (*Long Term Finance Committee*)

32. Business Tax Review (*Long Term Finance Committee*)

33. Residential Tenant Program (*Comm Input & Inclusion TF*)



CORE COMMITTEE MEMBERS

❖ Vice Mayor Fleming

❖ Council Member Sawyer

- Assistant City Manager Guhin
- Raissa de la Rosa, Economic Development Division Director
- Jeff Berk, Chief Assistant City Attorney
- Rafael Rivero, Economic Development Specialist
- Alan Alton, Acting Finance Director
- *Other staff as needed depending on agenda items*

