

From: [Cynthia Williams](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Goal Setting
Date: Monday, August 3, 2020 9:25:11 AM

Dear Council Members and other leaders:

As city leaders you have the opportunity to take pride in bringing Santa Rosa a technically superior, inclusive and healthy environment by prioritizing the following suggestions:

1—Invest in a city owned fiber optic infrastructure.

Use grant money and PG&E settlement funds to help Santa Rosa establish a municipally owned fiber optic infrastructure while overcoming the digital divide and providing the safest, fastest, most secure, most energy efficient, and least expensive broadband connection for all residences and businesses. Several cities across the nation have done so and they are seeing substantial returns on investment.

Brentwood, CA has had a fiber optic policy in place since 1999 and has extended conduit to over 8,000 homes and businesses. The process began with installations in new home developments and has expanded across the city footprint. In 2015, the city began offering Gigabit services in partnership with [Sonic.net](#), an established Santa Rosa based service provider. Sonic has a lease agreement with the City to install fiber throughout city conduit and provide residential and commercial services. In addition to providing a lease revenue stream to Santa Rosa, Sonic will provide Gigabit services to the City at no charge, saving about \$15,000 per year. Additionally, for each neighborhood with subscription rates over 30%, the local school will receive Gigabit Internet at no charge. This is a great option for Santa Rosa to explore.

Centennial, CO, began a fiber optic and conduit initiative in 2008 as a public works effort connecting city buildings, traffic signals and other public facilities. This city implemented a “Dig Once” policy that required additional conduit be installed when work was being done in the right of way. To date, they have installed more than 60 miles of conduit and fiber optic infrastructure suitable for broadband deployment while spending less than \$600,000. This network is currently valued over \$6 Million. They recently engaged in a formal process to incentivize providers to deploy a Gigabit enabled fiber network to every home and business within the city limits.

2—Update the city’s Telecommunications Code to establish maximum local control

Please also prioritize a comprehensive telecommunications ordinance to prevent the uncontrolled deployment of wireless telecommunication facilities that unavoidably cause harm to our health, quality of life, property value and environment, negating any chance the City has to invest in the lucrative and beneficial public service of fiber.

Sincerely,
Cynthia Williams

From: [Peter Rumble](#)
To: [City Council Public Comments](#); [Fleming, Victoria](#); [Dowd, Richard](#); [Schwedhelm, Tom](#); [Olivares, Ernesto](#); [Sawyer, John](#); [Rogers, Chris](#); [Tibbetts, Jack](#)
Cc: [McGlynn, Sean](#); [Guhin, David](#)
Subject: [EXTERNAL] GOAL SETTING
Date: Monday, August 3, 2020 9:43:11 AM

Dear Council,

I am writing to urge you to set economic recovery as your highest priority for the coming year's budget and work plan. Within this priority area, there are many programmatic actions you can take that will have significant positive and lasting impacts. In particular:

- Continued work to make housing development - at all market levels - easier and less costly throughout the entire city is needed. The prioritization of Downtown housing was critical, and should continue, but we need similar reforms throughout the city as well. In a joint letter sent to you in March, there is a request to waive all development and other related fees for a period of time as an example.
- Support for Childcare throughout the city in the form of economic and regulatory assistance will help working families get to work and serve as an upstream investment for the city's next generation. We have had a wonderful partnership with City staff on childcare initiatives, and are confident this can be expanded successfully.
- Economic and regulatory assistance for small businesses is critical. As many businesses have fallen through the cracks of state and federal emergency assistance, a local emergency loan fund should be established not just for COVID but future emergencies that are certain to come. In addition, opening a small business is a difficult task, particularly when required building improvements are involved. This process needs to be streamlined and reformed. There should be no barriers to new business starts as a critical strategy for the local economy to come back as COVID comes under control. Attracting new business to Santa Rosa is also long overdue. Let's work together to bring in high-paying jobs in market sectors that support our shared policy priorities, like environmental/green technology, among many others.

Thank you for considering this as part of your priority setting. We stand ready to be a partner with you on these critical priorities.

Peter Rumble, CEO
Santa Rosa Metro Chamber of Commerce

From: [Iris R Lombard](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL]
Date: Monday, August 3, 2020 10:08:14 AM

Although I live in Sonoma Valley, what happens in Santa Rosa as the County Seat and largest city in Sonoma County is very important to my family. I want to ask the city council to continue to retain addressing the climate crisis as a Tier 1 priority in your work for the coming year. The climate crisis is ongoing and addressing it is **urgent**. I believe that it is not overstating to make a case that the Covid pandemic could be linked to climate change. Both issues are very pressing. Please continue the work on climate change. As stated in your Climate Emergency Resolution--established in 2019--please continue to work toward solutions that are equitable for all. I believe that is the only way to effectively address the climate change emergency.

Thank you,
Iris (Ruth) Lombard
514 Baines Ave
Sonoma, CA 95476
707 996-7457

From: [Steve Rabino](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] GOAL SETTING
Date: Monday, August 3, 2020 10:39:15 AM

Dear Mayor Schwedhelm and City Council Members

The Waterways Advisory Committee has begun discussions regarding how to improve the condition of the Prince Memorial Greenway. The Committee will work with City staff to evaluate the existing situation and come up with specific funding that will be required. I bring up this budget need to let the Council know during your City Goal Setting process and budget process that funds will be needed to study and make improvements to the Greenway. In my view the issue is largely one of deferred maintenance. Please consider this need during your goal setting and budget discussions. The WAC will make specific recommendations in the coming months.

The Prince Memorial Greenway plays a critical role in the future of downtown and the success of the Station Area Plan, as it provides important open space, provides a major link in our bicycle and pedestrian network and connects to important parks. Future plans include daylighting the creek at the City Hall site and expanding the Greenway to the West to Pierson Street, where it will be restored and connect directly to development of the SMART site.

Thank you for your consideration of this request to study the conditions of the Greenway and make needed improvements.

Sincerely,
Steve Rabinowitsh, Chair, Waterways Advisory Committee

From: [Steve Rahmn](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Steve Rahmn 8-3-2020 Agenda Item #4
Date: Monday, August 3, 2020 11:47:32 AM
Importance: High

My name is Steve Rahmn and am a Tubbs fire survivor, live in Coffey Park and current President of Coffey Strong.

The PGE settlement payment in the amount of 95 million was a result for the Northern California fires. Although these funds are considered unrestricted, It is my opinion that and should be use for the unmet needs for repairs and damages created by the fire. Afterall, this is what the settlement claim is for. This includes repairs and replenishment of resources in our City.

I propose the following based on my knowledge of construction and information provided by the City of Santa Rosa and other local documentation. The formula for which this was created was based on total homes lost and the budgets needed for Coffey Park's rebuild efforts.

The 2017 fires took **3,043** homes. Breakdown as followed.

- **1,422** - Coffey Park
- **1,527** - Fountaingrove Area (Inc. Montecito., Hidden Valley, Highway 101, and Round Barn areas)
- **2** - Oakmont

My primary knowledge is of items needed in Coffey Park. Below are description and budgets

- Street repairs including road scars from burned cars, slurry seal and striping. **\$ 6,000,000**
- Hopper Ave. – including corridor tree and sidewalk and curb replacement. **\$ 1,250,000**
- Miscellaneous sidewalk and curb replacement damaged by Fire, debris removal, and FEMA. **\$ 3,500,000**

Total Budget **\$ 10,750,000**. Divided by 1,422 total housing units lost is \$ 7,560.00 per housing unit.

I have used this same formula in creating budgets for the surround areas as well as other areas requiring financial assistance.

Coffey park	\$ 10,750,000.00
Fountaingrove and surrounding areas	\$ 11,544,120.00
Oakmont	\$ 15,120.00
Wildfire hardening	\$ 5,000,000.00
City Transportation for Road improvements	\$ 13,000,000.00
Homelessness	\$ 5,000,000.00
Mental Illness	\$ 3,000,000.00
City general fund	\$ 9,000,000.00
City tree removal and replacement	\$ 2,000,000.00
Fire Department structures and upgrades	\$ 10,000,000.00

Food Kitchens	\$ 2,000,000.00
City Expenses - spent on fire related activities	\$ 20,000,000.00
Park and Rec department	\$ 3,000,000.00
TOTAL	\$ 94,309,240.00

Respectively submitted,

Steve Rahmn
1673 Waring Court
Santa Rosa, Ca 95403

From: [Susy Marron](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Public Comment for 8/3/2020
Date: Monday, August 3, 2020 12:43:06 PM

Dear Council Members,

Please accept this email as public comment for today's (8/3/2020) City of Santa Rosa Council meeting. Child Care is an economic driver allowing parents to work while their children are learning and well cared for. COVID-19 is devastating the industry and without timely support we are uncertain the future of many of our early care, preschool and afterschool programs. As a parent and an educator, I ask that you please make Child Care a Tier 1 priority for Fiscal Year 2020-2021. Funding needs to be identified immediately to support this industry in crisis. Child Care is now more important than ever! Families need child care to ensure that children are in safe learning environments where they can thrive. Families need child care to return to work and contribute to our local economy.

Respectfully,
Susy Marron

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Due to the unprecedented circumstances, the Sonoma County Office of Education (SCOE) and the Child Care Planning Council (CCPC) are working remotely. Please allow 24-hours for email and phone responses. We thank you for your patience during this time and look forward to connecting with you soon.

Susy Marrón
Child Care Planning Council of Sonoma County
Sonoma County Office of Education
CARES Quality Counts
PHONE 707-524-2639 <%28707%29%20524-2639>, FAX 707-524-2666
<%28707%29%20524-2666>

Find us online!

Web: www.scoe.org/ccpc

Twitter: @CCPCCounty <<https://twitter.com/CcpcCounty>>

Facebook: www.facebook.com/CCPC.Sonoma

*"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin." *

- Mother Teresa

August 3, 2020

Dear Santa Rosa City Council Members,

Please consider prioritizing the following as you determine how to use the fire settlement funds:

1. Abundant, affordable, and easily accessible community wellbeing classes and resources on topics such as:
 - a. Communication
 - b. How to have difficult conversations
 - c. Parenting (different focuses by age group, i.e. preschool, elementary school, teens)
 - d. Financial Wellbeing (offer various levels aimed at different groups such as beginning, special interest groups such as those at high risk of homelessness, and more advanced for those starting to think about saving for college and retirement)
 - e. Addiction Awareness and Avoidance
 - f. Resilience Training
 - g. Diversity
2. Affordable Housing
3. Making parks safer for families and less attractive to loitering
4. Expand safe, affordable places for children and families to spend time something like the YMCA
5. Consider a pilot program to train and support teams to mentor persons/families at risk of homelessness to catch them and coach them before they end up on the street.

Thank you,

Jill Hager

Delamere Ave., Santa Rosa, CA

From: [Susan Jenkins](#)
To: [CityCouncilListPublic](#)
Subject: [EXTERNAL] Impacts of Covid-19 on Preschools and Family Care Homes
Date: Monday, August 3, 2020 1:21:31 PM

I am writing today to encourage the city council to make child care a Tier 1 Priority for Fiscal Year 2020-2021 and to identify funding to support this industry in crisis.

I am the director of a mid-size preschool in Santa Rosa that usually serves 45 to 50 families. Like most schools, we closed in March thinking it would be a temporary thing. We were lucky in that we had a reserve emergency fund that allowed us to continue to pay our staff. As the spring progressed, we started making plans of how we could reopen with the new regulations. We reopened on June 15 with twelve children and five teachers in one classroom. One teacher had decided not to return because of concerns of exposure. By that point we had applied for PPP funds and were able to pay staff for their regular schedules even while they worked reduced hours.

On July 1st, three additional children returned. This triggered a split into two classrooms to maintain the required stable group sizes. An additional teacher left, leaving us with two teachers working in each classroom. We had to coordinate shifts in order to cover the entire day and have two teachers present at the school at all times. We paid only for hours worked to manage our dwindling funds. When we surveyed our families about their needs for the fall, the hours and days they needed did not bring in enough revenue to cover the costs. The school board reluctantly voted to close the school at the end of the summer session on August 7 with the intent to reopen when it is financially viable and safe for both children and staff.

At this point we have spent down a large portion of our emergency fund. Our PPP funds are depleted. The staff are drained. This has been both physically and emotionally exhausting. We did not have any substitutes available for time off or when a teacher called in sick. We have worried about whether our families are social distancing. We have worried that we have not provided the kind of quality experience for which we are known.

Most preschools/family day cares are independent. That leaves us developing protocols and procedures on our own; searching for necessary supplies anywhere we can find them; paying premium prices because we can not afford bulk buying; and researching to see if we have purchased contaminated hand sanitizer or the correct EPA disinfectant. I am concerned about how many schools and family day care homes are in my school's situation. Some schools and homes have already shut down permanently. Many are delaying their fall openings while waiting to see what is happening with the public schools.

Child care is a critical component in the health of our economy. Without enough spaces for children, many families will have to delay their return to the workforce.

Thank you,

Susan Jenkins
Director

707-544-8600
2500 Patio Ct.
Santa Rosa, CA 95405
Lic #493005596

From: [Safe Tech for Santa Rosa](#)
To: [City Clerk](#); [CityCouncilListPublic](#)
Subject: [EXTERNAL] PUBLIC CORRESPONDENCE - AUG 3&4 GOAL SETTING
Date: Monday, August 3, 2020 2:46:52 PM
Attachments: [PUBLIC CORRESPONDENCE_8.3.20.pdf](#)

Good afternoon Mayor Schwedhelm, Vice Mayor Flemining, City Council and City Clerk,

Please enter the attached document into pubic record, in reference to the Aug 3 and 4 Goal Setting Meeting. Thank you.

We hope we are not categorized as "rising single issue or narrow issue interests." In fact we want to "engage in the community as a positive force." The recession is upon us and there will be Federal Recovery funding to jump start it. The City Council can have a project with a return on investment ready to go - FTTP - fiber to and through the premises as a municipal utility and a "shovel ready project" - in fact there may be private funding available as well.

The Roseland Library could be part of a request for federal recovery dollars.

Telecommunications for SR intersect with many of the City's goals and of the areas identified for today's meeting: Technological advancement, safety, vibrancy of the city, financial capacity - one time resources and opportunities with return on investment.

Please read the attached summary which ties into your Mission Statement and City Council Goals.

We greatly appreciate your efforts.

Safe Tech For Santa Rosa

<https://www.facebook.com/srsafetech>

PUBLIC CORRESPONDENCE - GOAL SETTING MEETING AUG 3/4, 2020

Safe Tech for Santa Rosa is a group of advocates passionate about protecting this generation and future generations from the dangerous proliferation of wireless radiation, inefficient and growing energy use, and protecting our privacy and property values. We submit the following recommendations for consideration as Tier 1 priorities for the City Council's Goal Setting.

Our recommendations fall squarely into the Mission and Goals previously adopted by the Council.

Mission: *To provide high-quality public services and cultivate a vibrant, resilient and livable City.*

Investing in our future with Fiber Optic Cable To and Through the Premises (FTTP) meets every component of the mission statement and will continue to do so well into the future.

As a public utility, FTTP will cultivate a vibrant city because everyone will have access to a high-quality internet, businesses will thrive, and people will engage in cultural, civic and social activities. It is safe, fast, reliable, private, sustainable and will protect the visitors and residents of Santa Rosa. There would be no digital divide.

FTTP protects Santa Rosa as a sustainable and livable city. It's compliant with the City's Emergency Climate Resolution and Climate Action Plan. It also protects the health of Santa Rosa residents and visitors by preventing overlapping radiation fields and unnecessary densification of telecom antennas.

Specifically, FTTP would provide significant support to the City's future through many of the **City Council's Goals:**

Ensure financial stability of city government:

FTTP is a strategic long-term investment in our city which must begin now. It will produce a continuous return on investment. Fiber infrastructure as the City's asset provides a high-quality utility to residents and businesses while earning a revenue stream year after year. Unlike wireless infrastructure, FTTP is superior, permanent and doesn't require upgrades. Money going back into our city and local economy makes sense vs. expensive charges paid outside of our city into the big Corporate Telecom Company profits. For example, the city of Centennial, Colorado started the FTTP process in 2008 and has invested \$600,000, it is now worth \$6 million, a 1,000% return on investment.

Effectively implement the recovery and rebuilding of Santa Rosa:

The internet is now an essential part of our society and it should be available to all people in a safe, reliable, fair, affordable and energy efficient manner. Like other parts of our public infrastructure such as municipal water systems, streets, and schools, it should be financed and constructed with public dollars thus eliminating the digital divide, protecting the environment and protecting our health. The political will is building as local communities across the country learn about wireless radiation and they demand safe, fast, reli-

able internet that protects privacy and does not deface our neighborhoods with antennas on every block.

Invest in and sustain infrastructure and transportation:

As mentioned above, FTTP is an investment in a sustainable infrastructure. It will keep pace with community needs because **fiber to the premises provides superior connectivity through wired networks which:**

- Improves speed of Internet access
- Ensures equal internet access to all neighborhoods
- Improves quality of voice communication
- Improves reliability, energy usage and efficiency
- Is resilient in extreme weather events **including fires**
- Maintains landline phone access when the power goes out
- Provides better value for the money
- Is safe and cybersecure
- Protects public health
- Protects personal privacy
- Preserves the biological ecosystem

Provide for community safety...:

FTTP is safe because:

- It is private (no data mining of personal information, unlike wireless)
- Not a fire hazard (unlike densification of small cell towers over power lines on top of PG&E poles and large battery boxes above ground)
- It provides cybersecurity
- Protects our Health - Over the last 20 years, a robust body of independent peer reviewed science has been published showing significant biological impacts from exposure to RF, and the wireless industry has no evidence of safety. The large telecom corporations from AT&T, T-Mobile, Verizon and Sprint warn shareholders they can face significant financial risks/litigation from health damages due to RF. Insurance companies don't insure their technology and define the RF as a "pollutant"
- The United States has the world's highest levels of emissions set as "safety" standards for RF radiation, allowing up to 100 times the amount of exposure levels compared to most other countries. These safety standards were developed by the military 60 years ago and are based solely on the thermal effects of short-term exposure to RF radiation. Needless to say, these safety limits do not adequately protect the public.

Promote environmental sustainability:

FTTP is environmentally sustainable. *Not investing in FTTP would be in vast contrast to Santa Rosa's Climate Emergency Resolution passed January 14, 2020 and the City's Climate Action Plan.*

To the contrary, FTTP infrastructure will greatly strengthen the City's Climate Action Plan. Energy use from wireless antennas, devices, networks and the internet of things (IOT) will continue to grow exponentially, ever increasing our carbon footprint and contributing to climate change. The carbon footprint of the global digital system is already 4% of the global greenhouse gas emissions, and its energy consumption rises by 9%

per year. If Santa Rosa does not invest in FTTP and instead allows Telecom Corporations to densify RF radiation exposure and use significant amounts of energy in our city, how will Santa Rosa offset the significant carbon effect of the exponential 24/7 RF radiation? It is essential that the City take this opportunity to be a leader in the County and the North Bay.

Foster a strong downtown and overall economic development of the community:

A 21st century city is wired and protects the privacy, health, safety, property values and environment of everyone in the city.

FTTP is economically resilient and provides the fastest internet access possible at a lower cost for everyone. FTTP will provide the most dynamic internet infrastructure to businesses and residents downtown and the return on investment will increase revenues to reinvest in the economic development of the community.

Education is key to economic development in communities and if we had already invested in FTTP, access for students to the internet would not be an issue for any student for distance learning and homework.

If the City fails to act on this now and allows Corporate Telecom to rush their hundreds of wireless antennas into our city, this opportunity will be lost and eventually Santa Rosa will no longer be a livable, resilient city prepared for our connected future.

We suggest FTTP be a Tier 1 priority and a perfect way to invest PG&E settlement funds and grant funds. In addition, as the COVID crisis calms down, Congress is likely to offer economic recovery packages (as they did in 2012) to cities that have “shovel ready” projects. This is a “shovel ready” project and will put people back to work.

In the meantime, please prioritize the following as a Tier 1 priority: a comprehensive telecommunications ordinance to prevent the uncontrolled deployment of wireless telecommunication facilities that unavoidably cause harm to our health, quality of life, property value, privacy and environment, negating any chance the City has to invest in the lucrative and beneficial public service of fiber.

Thank you for your consideration.

Safe Tech for Santa Rosa, on behalf of hundreds of residents

Useful Resources:

Dig Once Policies and Best Practices

<https://broadband.ramsmn.org/wp-content/uploads/2019/08/Dig-Once-and-Shadow-Conduit-Policies-Best-Practices-and-Impacts.pdf>

SafeG means safe, fast, reliable, secure internet and telecommunications services brought into our homes and business by wired technology. It means technology that safeguards our health, privacy and security and that evolves over time with the goal of minimizing exposure to harmful wireless radiation.

<https://safeg.net/home/>

Katie Singer, writer spoke about the Internet's footprint at the United Nations' 2018 Forum on Science, Technology & Innovation, and in 2019 on a panel with climatologist Dr. Jim Hansen

www.ourwebofinconvenienttruths.com

Environmental Health Trust: non-profit, highly credible organization that recently filed a lawsuit against the FCC along with Children's Health Defense (1)

<https://ehtrust.org>

(1) <https://childrenshealthdefense.org>

From: [Hampton, Alice](#)
To: [CityCouncilListPublic](#)
Subject: [EXTERNAL] Priority setting: Child Care
Date: Monday, August 3, 2020 4:21:50 PM

Dear City Council members,

I work directly with many early childhood programs throughout Santa Rosa in my role as career education faculty at SRJC and my grant work for the California Early Childhood Mentor Program. Currently our local child care programs are in a state of upheaval due to the COVID 19 pandemic and the current SIP regulations.

As you know, all education, including early childhood education, is essential for the future of our region. Child care is an economic driver that allows parents to work and feel assured that their children are learning and well cared for. COVID-19 is devastating the industry, and without timely support we are uncertain about the future of many of our early care, preschool and after school programs.

I have been meeting weekly with local early childhood program directors, in groups ranging from 19 to over 70 participants in some meetings. All are eager to reopen programs to support the local economy and serve working families. They also want to make sure their staff, children and families are safe. So many barriers exist to keeping their programs open, including recruiting and maintaining staff, assuring families that child care is a safe environment during the pandemic, negotiating new protocols from state licensing (most of which are vague and frequently changing), and the economics of running a program with less income, more requirements, and more staffing needs.

In our last meeting, out of 19 participating child care programs, two announced they were closing indefinitely (both were well-established programs with excellent reputations), only 4 stated that they still planned to open in August, and the rest were either delaying opening or waiting for more guidance to make a decision. Some programs that have been open during the pandemic are now re-evaluating their ability to continue to operate due to budget considerations.

Our child care work force is notoriously underpaid for their education level, and most do not have health care benefits through their jobs. They are essential workers in every way. As programs close, it will have an effect on all sectors of our economy

as our child care teachers join the unemployed, parents have more difficulty finding child care, and the businesses that employ these parents are also affected.

I ask that you emphasize child care on your list of priorities for Santa Rosa this year.

Alice Hampton
California Early Childhood Mentor Program Coordinator
Child Development Department
Santa Rosa Junior College

From: [Jeffrey Kolin](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] 2020-2021 Budget Priorities
Date: Monday, August 3, 2020 4:48:24 PM

Dear Mayor and Council Members,

These are challenging times for local governments here in Santa Rosa and around the country. It will be critically important for you to develop a list of priorities that are achievable given the resources that are available during this pandemic initiated economic downturn. Public education and public input are both needed in order to get the kind of public support and involvement needed to develop realistic priorities.

At the top of the list is developing a plan and budget that promotes the fiscal stability of the City and the community. A stable City government needs a stable local economy in order to continue to operate in the long term. Federal, State and Local Governments need to have an integrated plan to assist local residents and businesses during this pandemic driven economic recession. The City cannot assist local business and residents at a level that would have significant positive impacts but it can continue to be flexible with its own land use rules and regulations to allow business to adapt quickly during the pandemic.

Continue to spend the funds that were received for the 2017 Fire Impacts on the repair and restoration of infrastructure damaged in the fires. Rebuild and restore the damaged public parks, rebuild the damaged fire stations, repair and rebuild the water infrastructure, drainage and street lighting. The focus to date has been on the Coffee Park neighborhood which should continue and expand into the other fire damaged neighborhoods of the City.

Continue to focus on solutions for homelessness and Affordable Housing. Leverage City funds with those of non-profits, the housing trust, state and federal grants to develop more supportive housing resources and permanent very low income housing options. Invest in the creation of a coordinated system of referrals and care with all of the cities and the County of Sonoma. Every community should shoulder its share of the need for homeless services, facilities and affordable housing.

Behavioral Health and Mental Health services must be expanded to be able to serve the needs of all county residents. Although this is not a City responsibility it is a priority that unless addressed will continue to impact our ability to solve the homelessness crisis and place our police and public safety employees in crisis situations leading to violent confrontations. Support the County sales tax to provide additional resources for these much needed services.

Climate Action Plan - time is running out for us to reverse the trends with global warming. Keep moving forward with implementation of the plan and reducing our impact on our planet. Plan for continued climate related natural disasters and invest in community warning and preparedness plans.

Continue with Community Engagement and Involvement programs. Emphasize the values of organizational diversity, inclusion and Equity in all areas of City operations and programs. Encourage the participation of public safety and the gradual transition of resources to community based programs while maintaining adequate levels of personnel to provide public safety.

I know this is a long list with some difficult and challenging priorities for the City. I also trust in the leadership of our City elected officials and staff. Santa Rosa is the leader in the North Bay and the members of our community are proud to be a part of the efforts to create a better future.

Let us know when and how we can help to create that future.

Sincerely,

Jeff Kolin

2050 Rolling Hill Drive
Santa Rosa, CA

From: [Ana Catarina Diogo](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] SR childcare
Date: Monday, August 3, 2020 5:11:39 PM

Dear council member,

Hope this email finds you, and yours, in good health and safe.

I am writing to address the council about the lack of **quality, affordable** childcare in the city of Santa Rosa.

Both my husband and I work in wine production, as thousands of others in Sonoma County.

As such, we are considered essential workers, and have been working all these months, even during the SIP. We have 2 boys, one is 5 and the other one is 11 years old. When the SIP took place, the youngest preschool closed, as well as all SRCS, as you are well aware. During these last months, we have taken some days off, work remotely a day or 2 per week when possible, and had to rely on babysitters to watch our children while we worked. As you can imagine, that brought an enormous financial stress to our household.

As we are gearing up for harvest season, we are truly struggling to find good and affordable childcare solutions for our children. At this point, what we have found means we will be paying a second mortgage for someone to watch our boys, which as I'm sure you understand, is completely unaffordable and undoable.

At a time where we talk so much about privilege, I fear that families who cannot afford the expensive private childcare solutions will be crushed.

I beg that you consider not cutting your budget on what childcare is concerned. Furthermore, I believe you should be actively finding solutions for working families, as this is a real drama that is impacting so many of us in our city.

I'm aware of a few cohorts being done by the Parks and Rec, but they only go until 10 years old, which is baffling, and greatly discriminating.

Thank you for your time and attention.

Sincerely,

Ana Diogo-Draper

From: [Jen Klose](#)
To: [_CityCouncilListPublic](#); [Schwedhelm, Tom](#); [Fleming, Victoria](#); [Sawyer, John](#); [Rogers, Chris](#); [Olivares, Ernesto](#); [Tibbetts, Jack](#); [Dowd, Richard](#)
Cc: [Guhin, David](#); [McGlynn, Sean](#)
Subject: [EXTERNAL] Letter urging Council to Prioritize Housing and Leverage Funds
Date: Monday, August 3, 2020 5:21:27 PM
Attachments: [MakingThe Rent WhitePaper GenH.pdf](#)
[rent_shortfall_summary-7.pdf](#)
[2020_0803 Gen H SR City Council Re Priorities and PGE Funds.pdf](#)

Dear Mayor Schwedhelm and Councilmembers:

Please find attached a letter to you regarding your priorities and funding for your consideration. Also attached is a white paper we produced regarding rent shortfall.

Thank you,
Jen

Jen Klose, J.D. | Executive Director

Generation Housing
GenerationHousing.org

420 E Street, Suite 105 | Santa Rosa, CA 95404

707-900-GENH [4364] v | 310-663-6037 m | 707-570-8768 f



Making the Rent

Examining the Scale
of the Rent Shortfall
in Sonoma County Due to COVID-19



Jesús Guzmán | July 2020



Introduction

The incomparable economic impacts of the COVID-19 pandemic have upended households and businesses as job losses reach levels never before seen in modern Sonoma County history. Federal and state government have sought to identify and implement policy strategies to relieve the uncertainty and burden felt by families from the economic fallout. Local governments, too, have marshalled resources and legislated protections to abate the potential harms with the express aim of centering public health and household stability. Yet, for many tenants, how to pay the rent has remained precarious and uncertain.

In this brief, we analyze and measure the likely scale of need for rental assistance in Sonoma County. Once we account for the enhanced benefits from the CARES Act and estimate the job loss by leveraging UI (unemployment insurance) claims data by industry from the California Economic Development Departments, we offer projections for the rental assistance needed by local households due to the COVID-19 pandemic. We design a model that estimates the economic conditions of renter households receiving only regular UI and the enhanced benefits from the CARES Act disaggregated by renter income status (all and lower income), which allows us to estimate the rent shortfall and need under both scenarios.

As was intended by the CARES Act, we find that the federal enhanced benefits offered considerable relief to local

households despite experiencing job loss. Thus far, the benefits have been a lifeline for local families. The emergency federal relief may be the vital contributing factor that helps explain why we've seen rent payment rates have remained largely above 90 percent nationwide, as survey data from larger multifamily housing providers has noted. Nevertheless, at least two concerns arise. First, the enhanced benefits have yet to reach all households in need either because of overburdensome filing systems and backlogs or ineligibility requirements – leaving many households imperiled.

Secondly, **recent research from the Turner Center at UC Berkeley surveyed small “mom and pop” landlords with 1 in 4 reporting that they’ve had to borrow funds to cover operating costs and 40 percent feeling less confident that they’ll be able to cover operating costs in the next three months.** These needs underscore the interdependency of the rental market and the fallout from interrupting the cash flow necessary to operate rental housing to thousands of Sonoma County families. For tenants and landlords, grave questions abound about how long these conditions can continue without additional support.

This brief contributes local evidence based on the NYU Furman Center’s methodology to estimate the rent shortfall for Sonoma County households so that local governments may act to support these households as a new challenge arises with the potential expiration of federal support.

Key Findings

Job Loss by Industry

- Accommodation and food services was dealt the biggest blow as over 9,200 initial UI claims were filed by workers who were formerly employed by this industry, which amounts to roughly a 60% job loss based solely on data from UI claims.
- Retail trade witnessed over 7,000 workers file for unemployment insurance.
- Construction, along with Healthcare and Social Assistance, saw similar levels of workers filing UI claims at about 6,100 each.
- Conversely, agriculture, finance and insurance, and the public sector, so far, have seen single-digit shares of workers filing for UI given their respective sector's employment level

Renter Households

- **Approximately 25,500 renter households have at least one household member that has experienced a job loss due to the COVID-19 pandemic, which amounts to more than one-third of renter households in Sonoma County.**
- Roughly 13,600 lower income renter households (below 80% area median income) had at least one member

that we find to have filed a UI claim due to the pandemic job loss.

- About 2,100 lower-income renter households did not claim UI benefits.

Rental Assistance Need

- Assuming renters continue receiving enhanced benefits, we estimate the total rental assistance need to be \$6.1 million a month.
- If the benefits expire and renters return to the regular state UI benefits, the aggregate need would be much higher at about \$22.6 million a month.
- For lower income households, we estimate that if the enhanced benefits are extended these households would face a \$1.7 million aggregate gap to pay the rent – or about \$124 a month for the average renter.
- Without the enhanced benefits, we project that the aggregate gap would increase to \$11.7 million a month – or about \$860 a month for the average low-income renter.
- **Assuming that these monthly costs stay constant, we project that six months of aid for lower income households with enhanced benefits would amount to 10.2 million.**
- **If we assume renters return to regular UI benefits, that projection increases to \$70.2M to cover six months of aid for lower income renters impacted by job loss.**

The Impacts of COVID-19 on Industry and Workers

We use the California initial weekly unemployment insurance claims data to estimate the share of workers that lost their job due to COVID-19 and disaggregate the data by industry. We leverage the data provided by the California Economic Development Department to estimate the cumulative initial UI claims for the weeks ending March 17 through May 25. The roughly two-month period tracks both the initial shelter-in-place order and the reopening of the economy.

Figure 1 shows the distribution of weekly unemployment insurance claims by industry since shelter in place took effect in Sonoma County. We find that the distributional impacts of COVID-19 did not

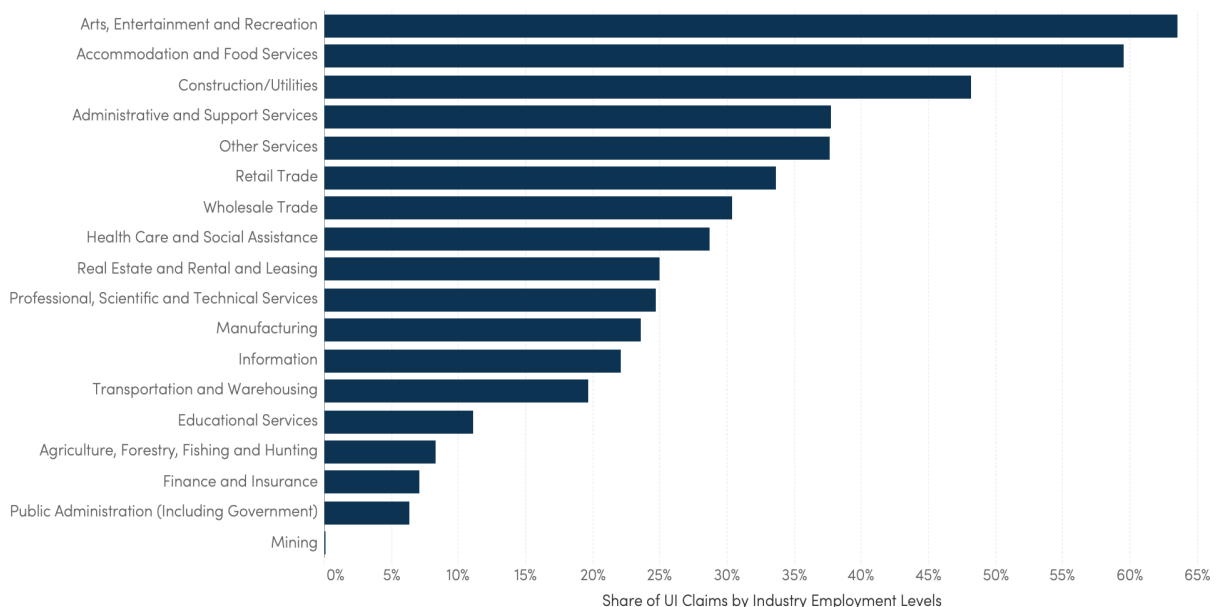
affect each industry equally. Rather, we find significant disproportionality in terms of the share of displaced workers filing UI claims from industries like arts, entertainment, and recreation (64%), accommodations and food service (60%), and construction/utilities (48%).¹

Figure A, in the appendix, demonstrates the timeline of the UI claims for the top three most impacted industries relative to their employment levels. We find that accommodation and food services, arts, recreation, and entertainment, and construction/utilities saw large spikes in UI claims the week after shelter-in-place took effect, but that the level of UI claims persisted weeks after and continue to date at much higher levels than before the pandemic. Despite the large influx of UI claims at the outset, industries appear to continue hemorrhaging employment consistently since the first initial wave.

Figure 1

Arts and recreation, accommodation and food services, and construction with largest shares of unemployed workers seeking aid

Share of cumulative UI claims relative to employment levels by industry in Sonoma County, 2020



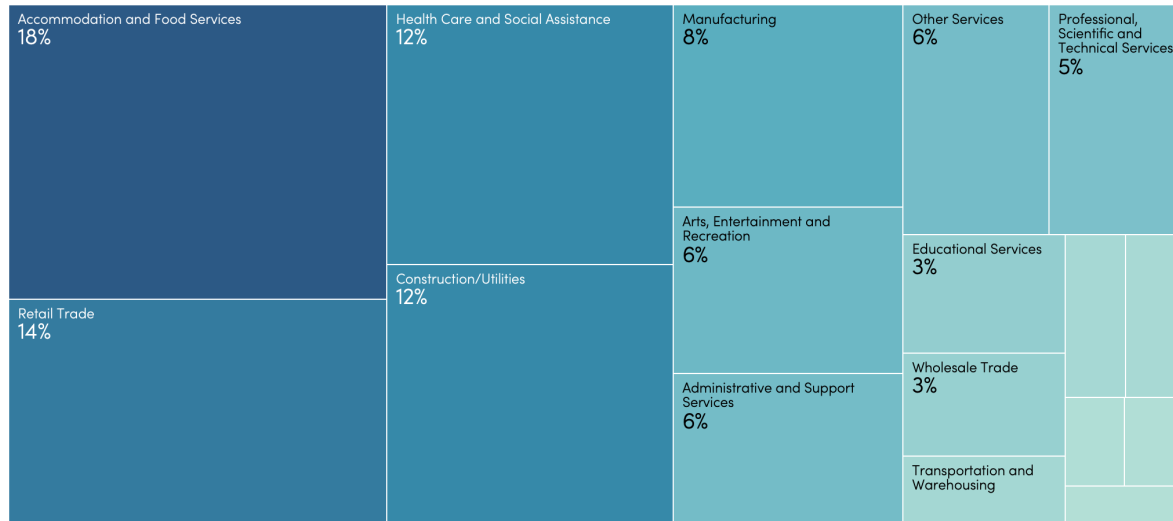
Note: Cumulative UI Claims for weeks ending March 17 through May 25 benchmarked against employment levels by industry. These figures are lower bound estimates of job loss as not all workers who lost their jobs filed for UI.

Source: American Community Survey via IPUMS & CA EDD | Generation Housing

Figure 2

Accommodation and Food Services and Retail Trade Workers Rank Among the Top UI Claimants

Distribution of Total UI Claims by Industry in Sonoma County, 2020



Note: In bottom right corner, transportation and warehousing, finance and insurance, agriculture, and public administration not visible each at 2 percent or lower.

Source: American Community Survey via IPUMS & CA EDD | Generation Housing

When we analyze all UI claims spread across various industries, we find that accommodation and food services accounts for 18 percent of all UI claims in Sonoma County. Figure 2 details the distribution of all UI claims across industry for Sonoma County covering the period of March 17 to May 25. Retail trade is a close second with 14 percent of all UI claims during this period, followed by health care and social assistance and construction/utilities at 12 percent. These four industries when combined account for 56 percent of all UI claims.

Lost Wages, UI Benefits, and Paying the Rent

We estimate that 22,300 renter households have at least one household member who filed UI claims due to COVID-19. We find that an additional 3,200 renter households in Sonoma County have at least one household member who lost their job due to COVID-19, but who did not claim unemployment

insurance benefits. **In total, we estimate that 25,500 renter households were impacted by job loss due to the pandemic, which amounts to more than one-third of renter households in Sonoma County.**

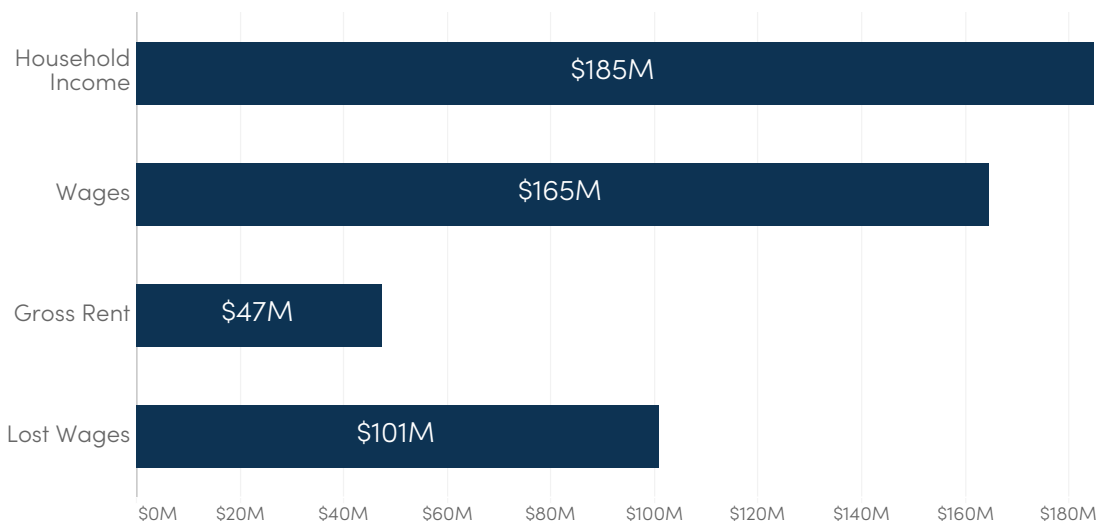
Of the Sonoma County renter households with at least one member that filed a UI claim due to the pandemic job loss, we estimate that 13,600 were lower income renter households. Of those lower income renter households, we project that 2,100 did not claim UI benefits.

We then measure the aggregate monthly household income, wages, gross rent, and lost wages of renters in Sonoma County. Before calculating and accounting for the regular and enhanced UI benefits, we show in Figure 3 the would-be rent shortfall for renters were they not to receive any benefits – this amounts to more than \$50 million a month – the difference between the aggregate gross rent and lost wages for affected renter households in Sonoma County.

Figure 3

Before benefits, impacted renters facing over \$50M gap between lost wages and gross rent

Monthly Aggregates for Affected Renter Households in Sonoma County



Source: American Community Survey via IPUMS & CA EDD | Generation Housing

How much assistance is needed to support renters through the COVID-19 pandemic?

Despite the towering gap renters would be facing without any benefits, we find that thus far, both the regular UI and enhanced benefits from the CARES Act have offered considerable relief to local households. The federal benefits have been by far the most generous and have contributed significantly to ensuring households remain whole as much as possible during the pandemic. However, when the enhanced benefits provided by the federal government expire at the end of July 2020, renters may be facing a sizable cliff that imperils their health and safety, as well as that of the larger Sonoma County community. **In particular, the most at-risk households may be the projected 9,900 renters that are cost-burdened, and the**

4,900 renters that are severely-cost burdened (who spend more than 30 percent and 50 percent of their household income on rent, respectively). The results could be devastating.

In modeling the data, we present several distinct scenarios. In the first scenario, we assume no job recovery takes place and model the data to project the rental assistance needed conditional upon either renter households receiving regular state UI or continuing with the enhanced UI granted by the federal CARES Act. As we show in Figure 4, when we assume renters continue receiving enhanced benefits, we estimate the rental assistance need to be about \$6.1 million a month. If the benefits expire and renters return to the regular state UI benefits, these households would need much more assistance to the tune of \$22.6 million a month.

Next, if we narrow our focus to lower income households (< 80% area median

income), we estimate that if the enhanced benefits are extended these households would face a \$1.7 million aggregate gap to pay the rent – or an average of \$124 a month. Without the enhanced benefits, we project that the gap would increase to \$11.7 million a month – or an average of \$860 a month per household. Assuming that these monthly costs stay constant, we project that six months of aid for lower income households with enhanced benefits would amount to \$10.2 million for that time period. If we assume the upper bound of that scenario in which renters return to regular UI benefits, that projection

increases to \$70.2 million to cover six months of aid for lower income renters impacted by job loss.

In Figure 5, we estimate the monthly rental assistance assuming that 25 percent of jobs return. In this scenario, the rent shortfalls would shrink for all renter households from \$6.1M a month with enhanced benefits to \$4.7M monthly. For lower income households, we project that the gap with enhanced benefits would shrink from \$1.7M to \$1.3M a month; and without benefits, the gap would also shrink from \$11.7M to \$8.8M a month.

Figure 4

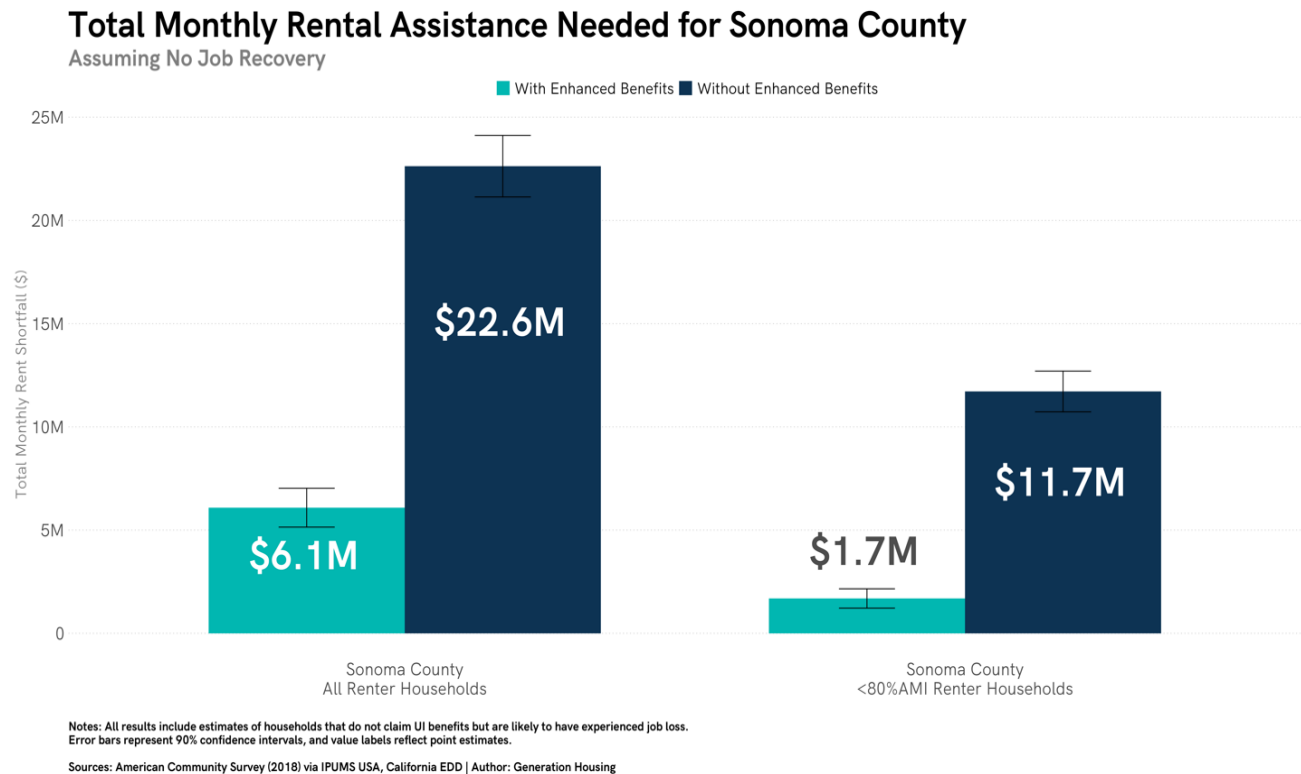
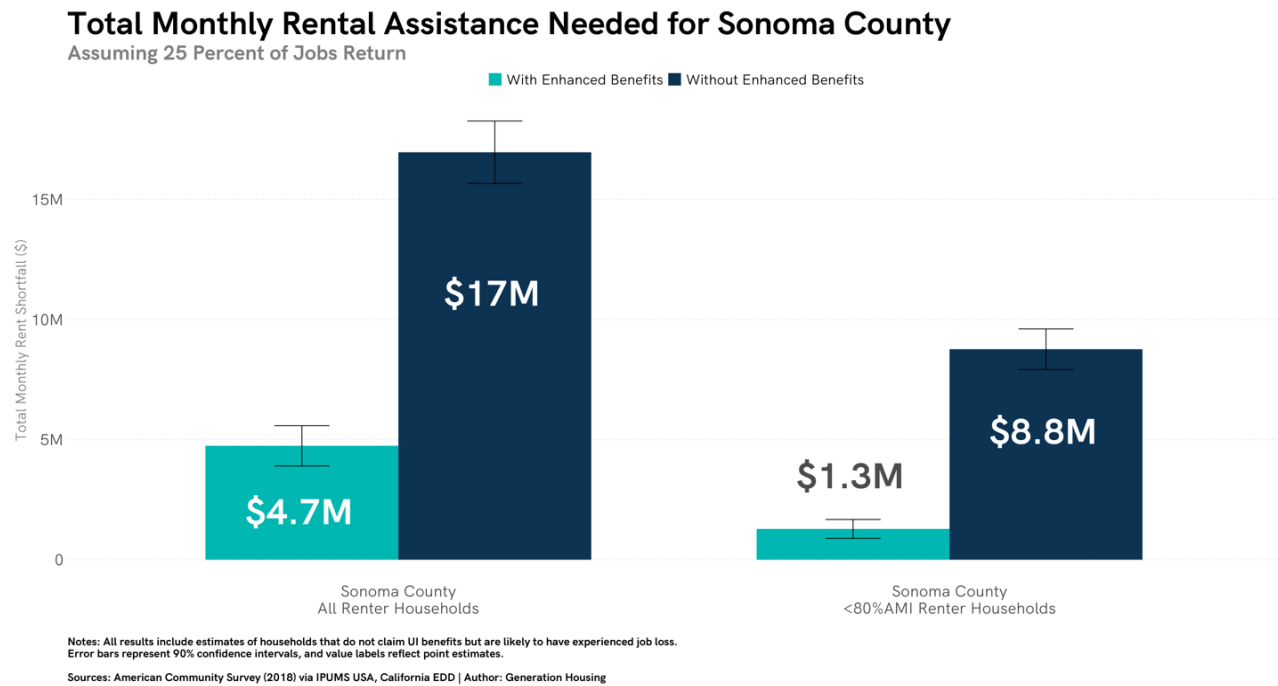


Figure 5



Conclusion

There are several caveats and limitations to our analysis and estimates. Given the data on hand, we cannot project or account for tenants negotiating lower rents or that rental market prices drop during the pandemic, which would decrease the gross rents and therefore reduce the size of the rent shortfall. Secondly, the projections herein offer a look at various scenarios in which we assume certain parameters are constant across several months such as the closure of business at the beginning of the shelter in place order in March and the reopening that took place over several stages – only to then have it reversed. Though we attempt to adjust for fluctuations in employment by restricting our data for UI claims from March 17 to May 25, the peak and largest portion of

the UI claims trend, we cannot project how that will impact the recovery as some industries may have been harmed more than others during that period.

In our analysis, we offer evidence that the federal CARES Act has provided considerable relief to Sonoma County renter households. However, with the enhanced benefits of the CARES Act set to expire July 2020, renters and the housing market as a whole will be facing an extreme cliff that will jeopardize the stability of local households, neighborhoods, and landlords. Local governments, though cash-strapped themselves from tax revenue shortfalls, may have latitude to inject funds into a rental assistance programs to cover the magnitude of the rent gap faced by tenants and landlords. The urgency of stepping up and addressing the need should be amongst local government's top priorities.

End Notes:

1. For the construction and utilities sector, the entirety of the UI claims derive from the construction sector as zero UI claims were filed by utility workers.

Appendix 1: Methodology

We begin by examining the temporary federal CARES Act benefits that were made available to Sonoma County residents. We then leverage the California Economic Development Department's data on the number of initial unemployment insurance (UI) claims to identify the distribution of job loss by industry. We create a cumulative total for the weeks ending March 17 through May 23 to capture the rise, peak, and largest portion of the UI distribution and trend. We end at May 23 as the local economy began reopening that week in Sonoma County.

Because we do not have job loss data that is at the household level, we use the UI claims data to estimate the proportional impacts of the pandemic by industry. We then randomly assign the probability of job loss using the proportional job loss for corresponding workers in the American Community Survey sample for Sonoma County. We simulate the random assignment 100 times and average the results in order to avoid unduly burdening one estimate.

To estimate the job loss and reciprocity rate from the initial weekly UI claims data, we adjust the data in two directions. First, to estimate the universe of job loss, we use The Century Foundation's analysis that estimates California's UI take-up rate to be roughly 67 percent, which we then scale up from the initial UI claims. Going the other direction to estimate how many claimants actually received benefits, we leverage research from the California Policy Lab's estimates finding that 91 percent of initial claims have received benefits.

Once we have estimated the probabilities for workers and households experiencing job loss, we estimate the benefits using their household and worker level income and wages, rents, and potential UI benefits from both the state and the enhanced benefits. This report borrows its methodology as crafted by the New York University Furman Center, which originally analyzed New York State, and which we readapted to Sonoma County. This report also received technical assistance from the Furman Center staff.

Appendix 2: Data Sources

We use two data sources in this report. This report uses the American Community Survey via IPUMS 5-year

sample and weekly initial UI claims data from the California Economic Development Department

Appendix 3: Charts and Tables

Figure A

Among top three most impacted industries, claim levels have persisted since initial spike the week after shelter-in-place took effect

Number of weekly initial UI claims by top three impacted industries in Sonoma County, 2020

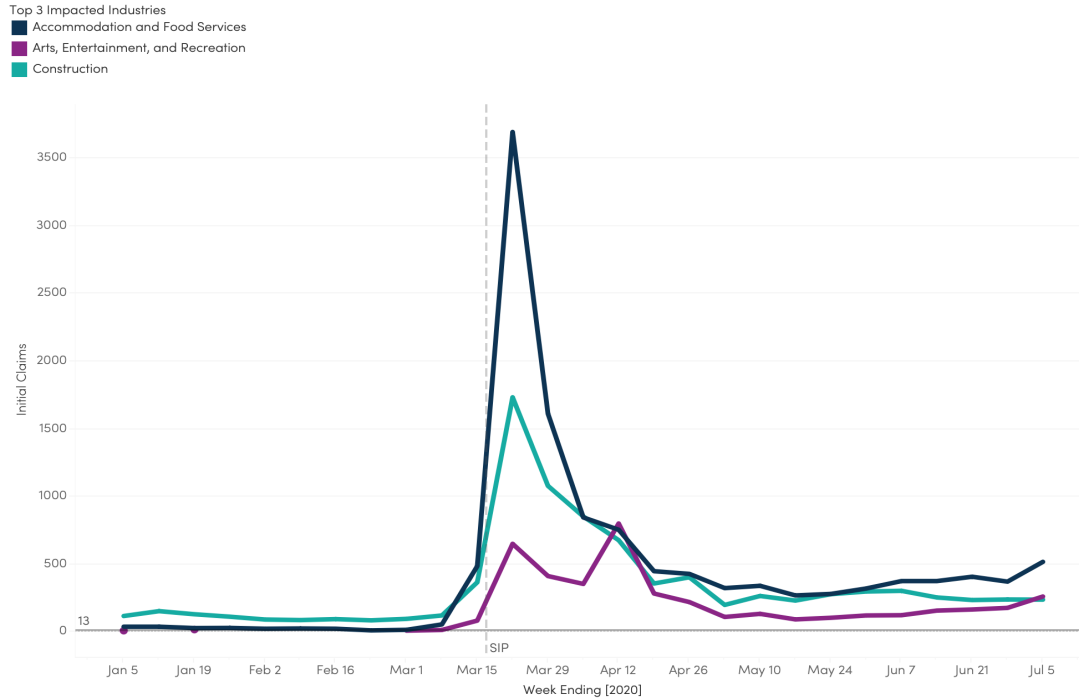


Table A

	Affected Renter Households Sonoma County - Aggregates					
	UI Job Loss, No Return	UI Job Loss, No Return, No UI HHs	UI Job Loss, No Return, Rent Burdened HHs	UI Job Loss, No Return, Severely Rent Burdened HHs	UI Job Loss, 25% Return	UI Job Loss, 50% Return
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total Households	25,548	3,266	11,601	4,861	20,175	14,110
Monthly Aggregate Household Income	\$167.40M	\$17.41M	\$44.36M	\$11.16M	\$133.40M	\$94.16M
Monthly Aggregate Wages	\$150.04M	\$14.55M	\$38.71M	\$9.32M	\$119.64M	\$84.79M
Monthly Aggregate Lost Wages	\$94.33M	\$6.61M	\$27.30M	\$7.25M	\$71.03M	\$47.23M
Monthly Aggregate Gross Rent	\$42.16M	\$5.14M	\$20.81M	\$8.60M	\$33.34M	\$23.43M
Aggregate Stimulus Benefits	\$77.80M	\$9.64M	\$35.18M	\$13.62M	\$62.07M	\$44.45M
Monthly Aggregate Regular UI Benefits	\$30.16M	\$0.00	\$10.48M	\$2.94M	\$22.71M	\$15.15M
Monthly Aggregate Enhanced UI Benefits	\$62.67M	\$0.00	\$26.73M	\$10.05M	\$47.09M	\$31.42M
Monthly Aggregate Rental Assistance Need (Without Stimulus or UI)	\$29.75M	\$2.26M	\$16.25M	\$5.73M	\$22.62M	\$15.31M
Monthly Aggregate Rental Assistance Need (After Stimulus)	\$11.44M	\$788,350.65	\$5.17M	\$1.06M	\$8.33M	\$5.32M
Monthly Aggregate Rental Assistance Need (After Regular UI)	\$22.63M	\$2.26M	\$13.21M	\$4.13M	\$16.97M	\$11.30M
Monthly Aggregate Rental Assistance Need (After Enhanced UI)	\$6.09M	\$2.26M	\$2.82M	\$620,007.55	\$4.74M	\$3.24M
Monthly Aggregate Rental Assistance Need (After Enhanced UI and Stimulus)	\$2.11M	\$788,350.65	\$625,691.85	\$93,725.84	\$1.67M	\$1.13M

Notes: Assignment of individuals to UI take-up status is done randomly with a 67% likelihood, accounting for those deemed ineligible based on income criteria. Assignment of individuals to job loss status is done randomly with a likelihood based on the industry specific UI claims and job loss estimates. All of the results show here are the averages of 100 iterations of the estimations.

Table B

Affected Renter Households						
Sonoma County - Averages						
	UI Job Loss, No Return	UI Job Loss, No Return, No UI HHS	UI Job Loss, No Return, Rent Burdened HHS	UI Job Loss, No Return, Severely Rent Burdened HHS	UI Job Loss, 25% Return	UI Job Loss, 50% Return
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total Households	25,548	3,266	11,601	4,861	20,175	14,110
Monthly Average Household Income	\$6,552.62	\$5,324.59	\$3,824.32	\$2,294.86	\$6,612.72	\$6,674.42
Monthly Average Wages	\$5,873.44	\$4,448.36	\$3,337.30	\$1,916.70	\$5,930.15	\$6,009.84
Monthly Average Lost Wages	\$3,692.55	\$2,022.14	\$2,353.72	\$1,491.49	\$3,520.55	\$3,347.20
Monthly Average Gross Rent	\$1,650.06	\$1,572.67	\$1,793.88	\$1,768.77	\$1,652.90	\$1,660.80
Average Stimulus Benefits	\$3,045.12	\$2,950.40	\$3,032.75	\$2,802.47	\$3,076.76	\$3,150.10
Monthly Average Regular UI Benefits	\$1,180.64	\$0.00	\$903.83	\$604.90	\$1,125.71	\$1,073.66
Monthly Average Enhanced UI Benefits	\$2,453.30	\$0.00	\$2,304.78	\$2,068.27	\$2,333.98	\$2,226.43
Monthly Average Rental Assistance Need (Without Stimulus or UI)	\$1,164.32	\$692.68	\$1,400.77	\$1,178.96	\$1,121.30	\$1,084.36
Monthly Average Rental Assistance Need (After Stimulus)	\$447.92	\$240.56	\$445.90	\$218.62	\$413.09	\$376.96
Monthly Average Rental Assistance Need (After Regular UI)	\$885.79	\$692.68	\$1,138.27	\$848.56	\$841.06	\$800.63
Monthly Average Rental Assistance Need (After Enhanced UI)	\$238.28	\$692.68	\$242.76	\$127.44	\$235.01	\$229.56
Monthly Average Rental Assistance Need (After Enhanced UI and Stimulus)	\$82.54	\$240.56	\$53.98	\$19.30	\$82.73	\$80.08

Notes: Assignment of individuals to UI take-up status is done randomly with a 67% likelihood, accounting for those deemed ineligible based on income criteria. Assignment of individuals to job loss status is done randomly with a likelihood based on the industry specific UI claims and job loss estimates. All of the results show here are the averages of 100 iterations of the estimations.

Table C

Affected Renter Households with Incomes below 80% of AMI						
Sonoma County - Aggregates						
	UI Job Loss, No Return	UI Job Loss, No Return, No UI HHS	UI Job Loss, No Return, Rent Burdened HHS	UI Job Loss, No Return, Severely Rent Burdened HHS	UI Job Loss, 25% Return	UI Job Loss, 50% Return
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total Households	13,652	2,162	9,899	4,871	10,497	7,284
Monthly Aggregate Household Income	\$48.62M	\$6.21M	\$31.70M	\$11.03M	\$37.64M	\$26.48M
Monthly Aggregate Wages	\$43.16M	\$4.86M	\$27.68M	\$9.23M	\$33.44M	\$23.57M
Monthly Aggregate Lost Wages	\$29.82M	\$2.31M	\$19.96M	\$7.10M	\$22.00M	\$14.68M
Monthly Aggregate Gross Rent	\$19.85M	\$3.00M	\$16.45M	\$8.59M	\$15.34M	\$10.66M
Aggregate Stimulus Benefits	\$42.08M	\$6.36M	\$29.91M	\$13.69M	\$32.67M	\$23.09M
Monthly Aggregate Regular UI Benefits	\$12.00M	\$0.00	\$8.08M	\$2.90M	\$8.85M	\$5.90M
Monthly Aggregate Enhanced UI Benefits	\$31.16M	\$0.00	\$22.23M	\$10.04M	\$23.03M	\$15.33M
Monthly Aggregate Rental Assistance Need (Without Stimulus or UI)	\$15.01M	\$1.25M	\$12.50M	\$5.66M	\$11.37M	\$7.70M
Monthly Aggregate Rental Assistance Need (After Stimulus)	\$3.69M	\$276,063.66	\$3.03M	\$966,289.17	\$2.68M	\$1.68M
Monthly Aggregate Rental Assistance Need (After Regular UI)	\$11.72M	\$1.25M	\$9.92M	\$4.04M	\$8.76M	\$5.83M
Monthly Aggregate Rental Assistance Need (After Enhanced UI)	\$1.69M	\$1.25M	\$1.45M	\$578,859.89	\$1.28M	\$889,751.73
Monthly Aggregate Rental Assistance Need (After Enhanced UI and Stimulus)	\$276,098.50	\$276,063.66	\$231,608.07	\$86,436.52	\$217,278.15	\$135,517.66

Notes: Assignment of individuals to UI take-up status is done randomly with a 67% likelihood, accounting for those deemed ineligible based on income criteria. Assignment of individuals to job loss status is done randomly with a likelihood based on the industry specific UI claims and job loss estimates. All of the results show here are the averages of 100 iterations of the estimations.

Table D

Affected Renter Households with Incomes below 80% of AMI						
Sonoma County - Averages						
	UI Job Loss, No Return	UI Job Loss, No Return, No UI HHs	UI Job Loss, No Return, Rent Burdened HHs	UI Job Loss, No Return, Severely Rent Burdened HHs	UI Job Loss, 25% Return	UI Job Loss, 50% Return
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total Households	13,652	2,162	9,899	4,871	10,497	7,284
Monthly Average Household Income	\$3,561.10	\$2,872.86	\$3,202.15	\$2,263.71	\$3,585.16	\$3,635.26
Monthly Average Wages	\$3,161.69	\$2,246.82	\$2,796.80	\$1,893.62	\$3,185.19	\$3,235.52
Monthly Average Lost Wages	\$2,183.81	\$1,063.81	\$2,016.31	\$1,456.26	\$2,095.51	\$2,013.89
Monthly Average Gross Rent	\$1,454.34	\$1,387.39	\$1,662.15	\$1,762.41	\$1,461.58	\$1,463.21
Average Stimulus Benefits	\$3,082.43	\$2,946.20	\$3,021.45	\$2,809.92	\$3,112.34	\$3,168.95
Monthly Average Regular UI Benefits	\$879.07	\$0.00	\$816.00	\$594.98	\$842.91	\$810.34
Monthly Average Enhanced UI Benefits	\$2,282.32	\$0.00	\$2,246.36	\$2,062.75	\$2,193.50	\$2,103.79
Monthly Average Rental Assistance Need (Without Stimulus or UI)	\$1,099.30	\$577.92	\$1,262.38	\$1,161.52	\$1,083.39	\$1,056.27
Monthly Average Rental Assistance Need (After Stimulus)	\$270.44	\$127.15	\$306.19	\$198.27	\$254.78	\$231.00
Monthly Average Rental Assistance Need (After Regular UI)	\$858.10	\$577.92	\$1,001.76	\$828.17	\$834.72	\$800.37
Monthly Average Rental Assistance Need (After Enhanced UI)	\$123.59	\$577.92	\$145.91	\$118.68	\$122.10	\$121.94
Monthly Average Rental Assistance Need (After Enhanced UI and Stimulus)	\$20.24	\$127.15	\$23.41	\$17.67	\$20.70	\$18.61

Notes: Assignment of individuals to UI take-up status is done randomly with a 67% likelihood, accounting for those deemed ineligible based on income criteria. Assignment of individuals to job loss status is done randomly with a likelihood based on the industry specific UI claims and job loss estimates. All of the results show here are the averages of 100 iterations of the estimations.

Acknowledgments

We owe a special debt of gratitude to the New York University Furman Center for their leadership and expertise in producing the pioneering report from which this report sources its methodology and approach. We are grateful to Maxwell Austensen, Data Manager at the NYU Furman Center, for his generous support and technical assistance during the production of this report.

Author Biography

Jesús Guzmán is the Policy and Advocacy Director for Generation Housing. Jesús is a trained community organizer and policy and data analyst who works to advance housing for everyone in Sonoma County. Jesús received his Master's in Public Policy (MPP) from the UC Berkeley Goldman School of Public Policy where he specialized in quantitative methods and economic modeling. He resides in Healdsburg.



A handwritten signature in black ink that reads "Jesús Guzmán".

Cover and Interior photos: Unsplash
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Generation Housing is a nonprofit housing advocacy organization located in Sonoma County advancing partnerships and strategies to increase the supply, diversity, and affordability of housing. <http://www.generationhousing.org>

Rent Shortfall

HOW MUCH ASSISTANCE WILL
RENTER HOUSEHOLDS NEED IN
SONOMA COUNTY DUE TO COVID-19?



BACKGROUND

For the last few months, the federal CARES Act has offered relief to those who lost their jobs due to COVID-19 by offering enhanced benefits. Despite many still being unable or ineligible to receive benefits, the enhanced benefits have been a lifeline allowing many to pay their bills. But the benefits expire at the end of July with Sonoma County renters and rental housing providers facing uncertainty and significant need.

JOB LOSS DUE TO COVID-19

1 in 5 Sonoma County workers filed an initial claim for unemployment insurance after the shelter-in-place order was implemented and through the late May reopening. Hospitality, restaurant, and retail workers, who on average receive lower wages, were amongst the hardest hit.

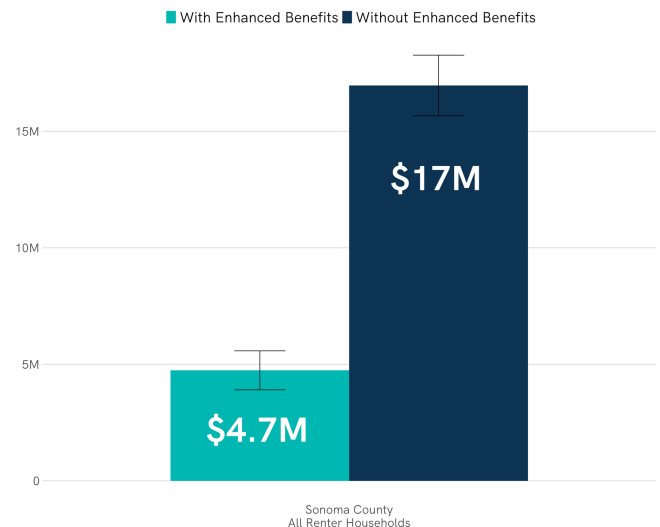
EVOLVING CIRCUMSTANCES

As federal, state, and local leaders project forward, we can expect at least two important variables impacting a household's ability to pay rent: 1) enhanced benefits, and 2) jobs returning. In our report, we estimate the rent shortfall under that set of scenarios.

For full report: www.generationhousing.org

Total Monthly Rental Assistance Needed for all Renters in Sonoma County

Assuming 25 Percent of Jobs Return



Notes: All results include estimates of households that do not claim UI benefits but are likely to have experienced job loss. Error bars represent 90% confidence intervals, and value labels reflect point estimates. Sources: American Community Survey (2018) via IPUMS USA, California EDD | Author: Generation Housing

RENTAL ASSISTANCE NEED

Economic forecasts suggest that California may begin to see jobs return in Q4. With a 25 percent jobs return, Sonoma County renters and housing providers may see two scenarios: A) \$4.7 million monthly rent shortfall if enhanced benefits are extended, or B) \$17 million rent shortfall if benefits go away. Assuming a scenario in which the enhanced benefits are extended, **Sonoma County could support impacted households for the next 6 months with a \$28 million rental assistance fund.**

+25K

Renter households have at least one member who lost their job due to COVID-19

\$841

The avg. monthly rental shortfall for renters after \$600 supplemental benefits expire with 25% jobs return

\$17M

Aggregate rent shortfall per month when enhanced benefits expire and 25% jobs return



420 E St Suite 105
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info@generationhousing.org

3 August 2020

Dear Mayor Schwedhelm and Esteemed Santa Rosa City Councilmembers,

The pandemic has laid bare that housing is inextricably linked with education, with the local economy, and our community's well-being. **Housing is Health.**

Generation Housing writes today as you head into your priority setting workshop to urge you to keep housing top of mind, not only with respect to solving the current homelessness crisis, but to keep people housed throughout the pandemic. We also urge that this year's priorities, consistent with your priorities over the last several years, prioritize investment in infill and affordable housing as you make decisions regarding the City's award of \$95 Million in PG&E settlement money.

Council's housing priorities have been consistent with the County of Sonoma's strategic priorities, as well as the broad community input that informed the Recovery & Resiliency Framework's priorities. Six of seven of you joined the City of Santa Rosa in endorsing Measure N, support rooted in a commitment to advance housing for all community members. Unfortunately, we failed to secure this critical local funding, and the need persists.

Recent data by the robust YouthTruth survey of Sonoma County schools revealed that more than 90 percent of Santa Rosa City Schools' students, families, and staff rank "affordable housing" as the number one community concern with respect to ongoing fire recovery. In the same survey, 85% of SRCS families and staff responded that they had seriously considered moving out of the county in the past year due to the cost of living, 60% of them specifically citing housing concerns.

Now, in writing your priorities, and soon, in determining how to spend this settlement money, you have a one-time opportunity to do something bold and make real progress in solving our housing crisis. **You have an opportunity to walk your talk.** You have an opportunity to respond to the communities' concerns, fears, and values.

The allocation of the PG&E settlement money no doubt weighs heavily, and you could easily spend it five times over on compelling projects. **We urge you to specifically prioritize keeping families in their homes, lifting people out of homelessness, and developing more infill and affordable housing.** This work is crucial — now more than ever. Homebuilding is a powerful economic engine and job creator. **We can catalyze our local economy through investment in housing.**

We urge you to set your priorities, and allocate the PG&E settlement money in a way that leverages those funds, transforming this one-time money into something greater

with longer, more significant impact. We offer the following three requests so that the City can take actionable steps to align with these priorities and values:

I. Fully Seed the Renewal Enterprise District's Housing Fund in Partnership with the County

The City of Santa Rosa and County of Sonoma were innovative and collaborative in forming the Renewal Enterprise District. Now both entities have an opportunity to put their bold initiative to real work.

In response to the well-documented, unmet need for affordable and market-rate infill housing in urban areas of Sonoma County, the RED is currently overseeing the creation of a new housing fund focused on accelerating housing development. With this new fund, housing developers will have access to a source of gap-filling capital that can move projects forward, helping to create more housing near transit, jobs, services, and other amenities that contribute to healthy and inclusive communities.

An initial seed capital of \$20 million will empower the fund to offer financing to multiple developers in need of critical gap financing that could unlock capital from traditional debt and equity sources, pushing projects across the funding finish line. By both providing a mechanism for investors to support housing development, as well as distributing its capital in a way that activates additional funding from other financing sources, the fund can quickly and effectively help to change the development landscape in Santa Rosa to create more dense and vibrant communities.

Generation Housing urges the City and County to partner and provide the full seed \$20 million for The RED Housing Fund; proportional to their settlement awards, with commitments of \$8 million and \$12 million, by the City and County, respectively.

II. Fund a COVID-19 Rental Assistance Program in Partnership with the County

That we are speeding toward a significant rent shortfall and economic cliff is not a surprise. But the research done by Generation Housing in partnership with New York University's Furman Center (provided in both its complete form and a one-page summary), shows the magnitude of this shortfall, and how it may be impacted by changes in governmental assistance and return to work. Based on this report, **Generation Housing advocates for the City and County to support renter households and rental housing providers, by investing in a rental assistance program of \$28 million to support households and providers for the next 6 months.**

The federal CARES Act has offered relief to those who lost their jobs due to COVID-19 by offering enhanced benefits for the past few months. Despite many still being unable or ineligible to receive benefits, the enhanced benefits have been a lifeline allowing many to pay their bills. The benefits expired at the end of July, leaving local renters and rental housing providers facing uncertainty and significant need.

The \$28 million figure covers six months of rent, given the assumptions that the enhanced benefits are extended, and we see 25% of jobs return. If Congress fails to act, recent negotiations in Sacramento indicate a potential extension of the supplemental \$600 weekly benefits provided by the state. Economic forecasts for California support the 25% return to work scenario.

To ensure equitable distribution of the funds, Gen H advocates that any local rental assistance fund specifically include and protect household members who lost their jobs due to COVID-19, but may not have been eligible for unemployment insurance benefits. The estimated amount for the fund includes this rent shortfall. Using PG&E settlement money rather than CARES Act funds allows you to protect all of our community members.

This rental assistance program could prove to be deeply impactful for the health and well-being of local residents having to endure job loss due to the pandemic, protect rental housing providers, and continue the flow of money through our local economy – helping us pivot toward recovery.

III. Invest in Generation Housing in Partnership with the County

Generation Housing was born from research findings after the 2017 Sonoma Complex Wildfires that answered these questions: what are the barriers to housing production and potential solutions to our community's historical and disaster-exacerbated housing crisis? Rising to the top of the list of barriers was a lack of public and political will. Leading the list of potential solutions was the creation of a dedicated, independent housing advocacy group, and a local solution to development financing gaps.

In our first eight months, Gen H has been hard at work advocating for the housing our community needs. Just a few examples: we led the local effort to fight for Sonoma County's fair share of disaster Low Income Housing Tax Credits, supported pro-housing legislation in Sacramento, and affordable housing projects here at home. We have performed important research to support pro-housing policies and affordable projects, like the rental shortfall brief provided to you today. Gen H has produced several educational opportunities for the community, including critical information regarding COVID-responsive housing policies, and we have several upcoming events that will provide the public with information (and inspiration!) to empower their involvement in your upcoming General Plan amendment.

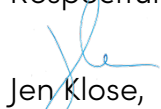
Gen H is working on a public will building campaign that aims to increase public will for affordable housing. It will serve as a foundational piece and build momentum to ensure that the next Measure N passes, that we create a strong pro-housing voice, and that we create a spirit of hope in the future of Sonoma County's housing landscape. This campaign will leverage the strengths of our cross-sector community leaders and organizations, who we have begun convening to align around support for housing.

We look forward to partnering with the City to help it achieve its housing goals. And our lean and mighty team is determined to spur consistent, significant progress in housing like other housing advocacy organizations have done in their communities. But popping up in a pandemic is not ideal for a nonprofit organization. So we ask you and the County to invest in us. \$700,000 can build one affordable housing unit or it can give Gen H a year of breathing room with a full team to ensure sustainability, to ensure that we are here for you, for the county, and for the community for the long haul. Again, we ask for a proportional investment, the City investing \$273,000 and the County, \$427,000.

In Closing, With Gratitude

We appreciate your service, the difficulty in balancing compelling and competing needs and priorities, and the challenge in prioritizing money when you do not have enough for everything. **We encourage you to rise to meet the opportunity of this moment by prioritizing and investing in housing and doing so boldly in a way that ensures this money has significant and lasting impact.**

Respectfully,



Jen Klose,
Executive Director, Generation Housing

Manis, Dina

From: Tony White <tonwhite@sonic.net>
Sent: Monday, August 3, 2020 6:34 PM
To: _CityCouncilListPublic
Subject: [EXTERNAL] Climate Action

Santa Rosa City Council,

In view of the reminder of our frailty which the coronavirus has reinforced, it is crucial that we take climate change seriously, and in spite of the pandemic, the decisions which you made late last year regarding a climate emergency, an all electric building code and switching to the Evergreen option are more important than ever.

Please make climate action the highest priority and keep it at a Tier 1 urgency for the coming year.

Use your resources to make sure that Santa Rosa develops climate solutions which will benefit all residents.

Thank you,

Tony White



August 3, 2020

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

Dear Council Members,

The Franklin Park Coop Preschool has supported Santa Rosa children and parents since 1954. Our Mission is to teach parents child development and effective parenting tools while providing preschool children with a safe and stimulating learning environment. Our extraordinarily low tuition offers opportunities for all families but leaves our school with a tight profit margin. Between reduced student numbers and investments in new virus-related equipment, we may not survive this year.

We ask the Santa Rosa City Council to make childcare a Tier 1 Priority for Fiscal Year 2020-2021, and to identify funding to support this industry in crisis. COVID-19 is devastating the childcare industry and without timely support we are uncertain our future and the future of many of our early care, preschool and after school programs.

Sincerely,

LaDonna Moore
Franklin Park Coop Preschool Director

2095 Franklin Ave, Santa Rosa, Ca. 95404
707-546-7330 – franklinparkcoop@gmail.com
Lic # 490100275

From: [Elizabeth](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Child Care
Date: Monday, August 3, 2020 8:21:21 PM

Child Care is an economic driver allowing parents to work while their children are learning and well cared for. COVID-19 is devastating the industry and without timely support we are uncertain the future of many of our early care, preschool and after school programs.

Elizabeth Contreras

From: [Kevin Anderson](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Tier I Priority for Climate Crises
Date: Tuesday, August 4, 2020 11:33:50 AM

Santa Rosa Leaders and Friends of Sonoma County,

I respectfully ask the city council to retain addressing the climate crisis as a Tier 1 priority in your work for the coming year. While the COVID pandemic caught us by surprise, that is certainly not the case for climate disaster. As stated in your Climate Emergency Resolution established in 2019, please continue to work toward solutions that are equitable for all.

Best,
Kevin Anderson

Kevin Anderson
ECO2school Senior Program Coordinator
The Climate Center
mobile: 650-272-8820

www.theclimatecenter.org
Follow us on [LinkedIn](#) and [Twitter](#)
Sign-up for [Climate E-News](#)

Endorse [Climate-Safe California](#)



From: [Ardath Lee](#)
To: [_CityCouncilListPublic](#)
Cc: [CMOffice; Guhin, David](#)
Subject: [EXTERNAL] Climate Crisis
Date: Wednesday, August 5, 2020 4:15:03 PM

Dear Council Members,

Please re-read your Climate Emergence Resolution adopted in 2019 and act accordingly. The climate crisis should be a Tier One budget priority.

Ardath Lee
1714 Spring Creek Drive
Satan Rosa, CA 95405
707-546-2803

From: [Alexa Forrester](#)
To: [CityCouncilListPublic](#); [CMOffice](#); [Guhin, David](#)
Subject: [EXTERNAL] Feedback on City Council's Priorities
Date: Wednesday, August 5, 2020 9:09:34 PM

August 5, 2020

Dear City Council Members and Staff,

First, let me say thank you for providing steady and thoughtful leadership through these challenging times. Overall, I feel that our city is in good hands with your leadership and guidance.

However, I am writing today with a serious concern regarding yesterday's priority-setting session, in which climate change was apparently demoted to a Tier 2 priority (although I did watch the entire meeting, including your discussion regarding whether to rename the categories to avoid this appearance.)

I do not think this is just a matter of semantics. There is a real question regarding how hard and fast the city will push to decarbonize in the face of so many other competing priorities. I do not envy your position of having to decide how to proceed, but I want to express my conviction that, even in spite of the dire needs created by multiple seasons of fires, a pandemic, a recession, and the on-going problems of racism and homelessness, **climate action still needs to be at the center of every action you take.**

On this point, I appreciate the comments made by Council Members Rogers and Dowd regarding the urgency of climate change. And I especially appreciate Vice Mayor Fleming's point that taking aggressive action on the climate crisis can and should be the vehicle by which we simultaneously address so many of the council's other top priorities.

If we manage to recover from COVID and the fires and the recession *without* simultaneously achieving our climate goals, then the recovery will be short-lived, since climate shocks will continue to visit ever-more frequent and intense crises upon our community. And, unlike in some other policy realms, if we miss our window with climate change, we will never be able to go back. We should not purchase today's solutions by liquidating our children's future prosperity.

Please continue to treat the climate crisis as a crisis.

Sincerely and gratefully,

Alexa Forrester

Mother of 2 boys – ages 9 and 12

Santa Rosa, 95405

From: [Ellen Bailey](#)
To: [_CityCouncilListPublic](#)
Cc: [CMOffice; Guhin, David](#)
Subject: [EXTERNAL] City Council Goal
Date: Thursday, August 6, 2020 12:01:28 PM

City Council Members, City Manager McGlynn and Asst. City Manager Guhin:

I am very concerned that the Climate Crisis is being left out of the First Tier Goals for the City. I was so proud of the Council taking a strong stand when it passed the Climate Emergency Resolution last year. It is a shock to see the need for immediate action to protect us from the threat of the Climate Crisis be once again put off by what are seen as more pressing concerns. I know that the Council is facing unprecedented issues that deeply impact our community right now, but it is essential that we don't lose sight of the biggest threat. The Climate Crisis looms large, but sometimes seems distant - something we can deal with in the future. BUT we know that the fires, floods, hotter temperatures that are impacting crops are all examples of the Climate Crisis impacting our community now. We have had years of warning about the impacts of the Climate Crisis- what more warning do we need?

I am worried for our children and grandchildren. I am worried for the poorest amongst us who will bear the consequences of the Climate Crisis and have the least resources to mitigate them. Consequences which those of us with the most have created and have the resources to mitigate. All of our current concerns for people who are homeless, children who don't have enough food, the high cost of housing, the disruption of food distribution, etc will all be magnified in ways I don't even like to think about if we do not turn the Climate Crisis around.

Please reconsider.

*Sincerely,
Ellen Bailey
708 Woodlake Drive
Santa Rosa, Ca. 95405*

From: [Avani Borton](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Climate crisis is a tier 1 priority
Date: Thursday, August 6, 2020 11:45:23 PM

My name is Avani and I am 16 -years-old and a member of the Sonoma County Sunrise Movement hub. I am writing regarding your recent priorities-setting session at the City Council (Aug. 4, 2020). There were many items on your Tier 1 priorities -- homelessness and housing, diversity and equity -- that I fully support. I am glad to see you taking these seriously.

But I was outraged that the staff and some council members thought that the city's commitment to its climate goals needed to be downgraded to Tier 2 in order to make room for these other priorities.

We do not have the luxury of thinking like this. These crises are not independent. Racial injustice, economic inequality, and climate destruction are all deeply related and they require an integrated solution. I applaud those on the council -- Chris Rogers, Dick Dowd, and Victoria Fleming -- who defended the idea that the climate crisis must be treated like a crisis, and who seem to understand that immediate action on climate is the only way forward to a truly resilient and economically viable city.

Please place the climate emergency back on the Tier 1 list.

Sincerely,
Avani Borton

Sent from my iPhone