

**From:** [Community Engagement](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** Fw: [EXTERNAL] Art project  
**Date:** Thursday, February 4, 2021 10:37:48 AM

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Hello - this email came in from a member of the public. If the Council did not already receive this, I think this would be good input for the upcoming goal setting session.

Thanks,  
Danielle

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**From:** Karen French <popspuffin@gmail.com>  
**Sent:** Thursday, February 4, 2021 6:01 PM  
**To:** Community Engagement <communityengagement@srcity.org>  
**Subject:** [EXTERNAL] Art project

Trash in our city has increased dramatically with a lack of trash cans and dumpsters. Cost of taking large items to the dumps is prohibitive for many people. If the City were willing to provide increased public dumpsters, trash cans, and doggie pickup containers, and weekly pickup service, our community would be much cleaner.

Perhaps a contest such as the snoopy statues and decorative park benches could be an excellent way of developing a much needed beautification project while providing a cleaner, more respectable environment for our citizens.

My suggestion is to have artists decorate dumpsters, trash receptacles, and doggie pickup containers which will be placed through the city, along busy traffic areas and on neighborhood street corners. This contest could be based on a theme such as "I Have a Dream" or "Somewhere Over the Rainbow" or "The City of Roses." In other countries, there are trash receptacles painted like ice cream cones and giant flower pots.

Long term funding for this extended service could come from state or federal allocated environmental protection revenues or from private sponsors.

Providing a beautiful and clean environment will be very appealing to our community as well as leaving a lasting impression on our tourists.

Thank you for considering this project.

Sincerely,  
Karen French  
[REDACTED] Santa Rosa, Ca 95404  
[REDACTED]

--

**Karen French, Advocate**

***Parkinson's Support Group of Sonoma County***  
**cell: 707-695-8623 home: 707-545-5431**



**From:** [Mark Bochow](#)  
**To:** [CityCouncilListPublic](#); [Nutt, Jason](#); [Santos, Jen](#)  
**Subject:** [EXTERNAL] Bennett Valley Golf Course - Future  
**Date:** Saturday, February 13, 2021 11:13:07 AM

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Dear Council Members,

I've been a resident of Bennett Valley since 1999 when I was fortunate enough to come up here from the Peninsula and find the perfect place to start my family. Since that time and through my involvement in several groups and Little League, etc. I truly found community. The physical characteristics of the place are an irreplaceable part of that community.

I understand full well perhaps the fiscal realities that the authorities may face in terms of recuperating costs from the development of the former Legends restaurant and bar facilities or even costs anticipated for upkeep of the course.

However, the essential point here and that I believe the SR City Council must understand is that any notions (or worse, actions taken) to remove the golf course from this area and turn it into housing or anything other than what it is right now would so alter the character of this area that it would make it not the place it is today and in my view of it much less enjoyable and livable. Further, this is not just NIMBY-ism, the whole of Santa Rosa would lose by abandoning this piece of its history.

Yes, I am a golfer. However, fairly well every night myself and others can be seen walking the drive up Summerfield Rd, and the views that can be afforded of the course and the rampant deer and through the verdure of the course's greens and on to the trees that stretch beyond and through to the hills of Rincon Valley and points north is simply amazing. Go tonight and listen to the chorus of the frogs. You'll think differently. I promise you. BVGC is a HUGE part of the pleasure and beauty of Santa Rosa's physical landscape and the thought that I'd be doing that walk and staring into and over fences and to see nothing but housing and thinking of that which was fills me with something close to despair.

Please, please consider carefully what you'd be doing. If you feel you must spend money to have some outfit assess for you the best treatment of this incredible natural area, might you not consider an outfit whose apparent business model is the effective destruction of golf courses and conversion to suburban sprawl? I have to think there's enough creativity on the Council to consider what may be done to find other (and better) operators for Legends but...not to throw out the baby with the bathwater if you feel you can't find someone to take also what is probably one of the best indoor/outdoor facilities around and make a success of it.

Enough said.

I thank you for your time taken to read this and please don't underestimate the feelings of many residents here on this score.

Kind regards,  
Mark Bochow

  
Santa Rosa, CA 95405

**From:** [Jamie Hammond](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Bennett Valley Golf Course  
**Date:** Monday, February 15, 2021 10:40:53 AM

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Please do not destroy our beautiful slice of heaven in Santa Rosa. This is sad and sickening that this could be thought of doing. There are not many places left of such untouched beauty for so many to enjoy. You want more low income housing? Use the ugly downtown mall that no one goes to anymore.

Please reconsider doing anything to our beautiful Bennett Valley. The thought of it is disgraceful.

--

Jamie Hammond

**From:** [Jamie Hammond](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Parking  
**Date:** Monday, February 15, 2021 11:38:08 AM

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Hello.

I am a 4th generation of Santa Rosa. The "City Designed For Living" That was the slogan for our city way back when. I don't know if it is now. And well, it's quickly becoming quite the opposite. We might want to call it the "City where homeless can take up anywhere they want to!" Super ugly wouldn't you say?

My dad's dad started a business here on Railroad Square, It was called Orton Leete Blacksmithing and Auto Repairing. specializing in Tire Setting and Wagon Work yes, it stood where Omelette Express is now. Then moved to Santa Rosa Ave. Now it is called Leete Generators owned by Ric Ramsey and his wife Leisel. This information just to give you an idea that I've seen some changes here in our "City Designed for Living". And to ask, you all , "What in the world are you trying to do to this city? People come here for its beauty, nestled here in the wine country, with it's somewhat small town feel. And then we have PAID parking for our downtown. Don't you want people to stay for awhile? Shop? Spend their money here??? Because, personally, I'll go to Sonoma, Healdsburg, or Windsors downtowns. They apparently welcome my shopping and eating, without punishing me for staying longer, and enjoying myself, and spending more money in the establishment. Rather than giving me a ticket because I stayed too long. And who wants to go downtown, to walk by a homeless encampment that smells like urine? WE HAVE A PROBLEM! Sonoma doesn't. Healdsburg doesn't. Windsor doesn't. What are they doing right? AND please don't tell me the answer is moving affordable housing to Bennett Valley Golf Course your answer. IF that happens, you really are getting it wrong! My family will finally be done with Santa Rosa. So you need money?

Start by the parking issue. Bring people to Downtown. Many more will come and spend, if they don't have to pay for parking and be punished by an expensive punishment for staying longer. Nothing like adding that cost to your day of browsing for a good book and a nice lunch, on a budget. Sure says, "Don't Come Back" to me. Hey, the more people come, the more they spend, the more activity, maybe keep some of the homeless away. Or Why don't we just start advertising to everyone that we need suggestions on what to do with this problem. Or why don't we ask what other places are doing? Because somewhere along the line, we are failing. Let's work on keeping this City Designed for Living just that. Taking away it's beauty, is not the answer. Thank you.

Jamie Leete Hammond 4 gen. Santa Rosan

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Jamie

**From:** [Thomas G. Heuser](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Bennett Valley Golf Course  
**Date:** Monday, February 15, 2021 12:06:12 PM

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I was a college kid working a summer job for the Santa Rosa Street Department in 1969. Bob Van Guelpen was City Engineer at the time. He enlisted the Street Department to help with the Bennett Valley Golf Course construction. So, I was hauling rock and dirt in a bobtail dump truck as part of the new course's landscaping. I grew up in Santa Rosa and lived there for 50 years.

The wine industry and other factors have made Santa Rosa more prosperous and populous than it was when we moved there in 1956. Given those changes, it defies logic that there would even be consideration of alternatives including the sale or repurposing of the golf course property.

One theory that comes to mind is that the pandemic's resulting economic downturn could be viewed by some as an opportunity to propose a profitable private development and a short term financial windfall for the city.

What I do not see is how that thinking could benefit the residents of Santa Rosa in the long term. I sincerely hope the City Council will proceed with those residents' best interests in mind.

Tom Heuser

Sent from [Mail](#) for Windows 10

**From:** [Chuck Hammond](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] BV Golf Course/Galvin Park  
**Date:** Monday, February 15, 2021 12:18:05 PM  
**Importance:** High

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Good day Folks,

I'd like to weigh in and have my voice heard on the issue of Bennett Valley Golf Course and Galvin park.

As a 55 year resident of Santa Rosa, I've seen changes. Some I've liked (or at least tolerated and understood as growing pains) and some I haven't. Through it all, I've ALWAYS defended this city and the quality of life we enjoy here. Now make no mistake, part of the quality of life we enjoy is owing to the fact that we have things within our city such as the Bennett Valley Golf Course. In fact, in some ways the BV Golf Course and surrounding park could be considered the crown jewel in the system. No one enjoys a municipal course like this.

The very thought of turning ANY of it or the surrounding area into affordable housing (in fact, housing of ANY kind) is nauseating. If this happens, the quality of life issue becomes indefensible and I as I told Jason Nutt in a previous email, may well be the straw that breaks this long-term-resident camel's back.

Don't even THINK about it!

Ask yourselves how you all want to be remembered.

Sincerely,

Chuck Hammond  
**HR Administrator/Project Manager**  
**Blakeslee Electric & Telecom**  
(707) 545-6393

**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] New eComment for City Council Goal Setting Public Comment  
**Date:** Monday, February 15, 2021 1:05:28 PM

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[SpeakUp](#)

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## New eComment for City Council Goal Setting Public Comment

Cathy Crowley submitted a new eComment.

Meeting: City Council Goal Setting Public Comment

Item: 4. PUBLIC COMMENTS

eComment: Oppose spending 150K with CBRE to assess developing some or parts of the BVGC. The BVGC and Galvin Park is used by many people from children, family, adults, and seniors of all ages, economic and ethnic backgrounds. On Sunday while waiting for a spot at the driving range I noticed a family, three women, two young adults, and seniors are using the range. They were mixed ethnic backgrounds. Same was true at the park. I do not understand why you are targeting this spot that is an amenity to the community. Cathy Crowley, Santa Rosa.

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**From:** [Marlene Russell](#)  
**To:** [Rogers, Chris](#)  
**Cc:** [CityCouncilListPublic](#); [Senator Mike McGuire](#)  
**Subject:** [EXTERNAL] Accessory Dwelling Units as an answer for emergency housing needs in Santa Rosa, CA  
**Date:** Monday, February 15, 2021 3:02:10 PM

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Mayor Chris Rogers  
City Council/City Hall  
100 Santa Rosa Avenue  
Santa Rosa, CA. 95404

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Dear Mayor Rogers:

On March 3, 2020, the City Council of Santa Rosa adopted an urgency ordinance amending the Accessory Dwelling Unit (ADU) section of the Santa Rosa Zoning Code in compliance with the State Law.

By late March 2020, an ADU construction began at **664 Tupper Street**. The original garage was removed, and a one-bedroom unit was built in its place. The pre-existing two-bedroom house remained intact.

There is a need for more affordable housing, and the neighbors all accepted this construction despite its very close proximity to the surrounding houses, disregard for all who have respectfully complied with the Cultural Heritage Board, and sadly the onerous appearance.

The purpose of this email is to communicate: this property owner has converted the main house to a short-term rental therefore defeating the purpose of the law that allowed the exemption of the building requirements of our Cultural Heritage Board.

<https://www.airbnb.com/rooms/46676877>

Most important the end result is a net loss for housing and not a gain.  
Prior to this ADU, there was a two-bedroom house available for rent.  
After the construction of the new one-bedroom ADU, there is a one-bedroom available for rent.

Parking must be addressed despite the fact that Burbank Gardens is less than one-half mile from the transit mall; it is very limited. The construction of this ADU unit removed the both the garage and the driveway. Please note the advertisement for the short-term rental states there is 'plenty of parking' which is clearly, not true.

Thank you for your time and consideration.

Sincerely yours,  
Marlene Russell



Santa Rosa, CA

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**From:** [MARIO](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Prince Memorial Greenway  
**Date:** Monday, February 15, 2021 4:04:30 PM

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Dear Mayor Rogers and Council Members;

I am taking this opportunity to write to you and urge you, as you set goals for the future, to please consider the importance of the Prince Memorial Greenway to our community, as well as to folks visiting us from other parts of the country; it is a consequential piece of of who we are as a city.

The Greenway is part of my neighborhood, and I am very aware of the sad condition of neglect it is in. As a local artist and member of the SOFA Arts District, I have been personally involved with a lot of the artwork along The Prince Greenway for the last 20 years, beginning with the giant mosaic fish at the entrance to the Greenway, and other murals and mosaics along the path. It was such a pleasure to see families, joggers, bikers and tourists enjoying the walk and closeness to nature. It was a wonderful occasion to exercise, enjoy the art and the outdoors and get from one place to another downtown. Somehow in the last few years it has failed to reach it's potential as a major attraction and fallen into disrepair and neglect.

It is sad to see that so many resources, effort and energy, not to mention the pride and joy of the community, have turned into a place of negativity and isolation. A place to be avoided.

It's not too late to continue the visionary work began by Mayors and Council Members of the past 30 years, a monumental effort that must not be forgotten or wasted. Now is the time to intervene with needed repairs and maintenance to keep our Greenway alive, thriving, and continuing to benefit all of us for generations. Please consider funding needed repairs, maintenance, and improvements to The Prince Memorial Greenway so it evolves into a vision befitting our beautiful city. Thank you for your consideration.

Sincerely,  
Mario Uribe

**From:** [Steve Dennison](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Goal Setting  
**Date:** Monday, February 15, 2021 7:38:31 PM

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City Council,

I oppose the hiring of CBRE as a consultant to study future use of BVGC. I oppose any future development of BVGC for housing/commercial.

Respectfully,  
Steve Dennison

**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] New eComment for City Council Goal Setting Public Comment  
**Date:** Monday, February 15, 2021 4:43:58 PM

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[SpeakUp](#)

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## New eComment for City Council Goal Setting Public Comment

Mary Lou Carrington submitted a new eComment.

Meeting: City Council Goal Setting Public Comment

Item: 4. PUBLIC COMMENTS

eComment: Oppose discussion about Bennett Valley Golf course and recreation area as subject to start contract with CBRE consulting company. Paying 150,000.00 for consulting company that clearly as only one objective and that is to look at building houses. Not only are they an International consulting company that our tax payor monies would be used; but is going to a company out of our County much less out of our State. Please do not use this money for something that is not broken and only needs some guidance and leadership. This area is used by everyone in the county and has so many outside areas for everyone to use. This is an opportunity to even provide revenue for the city if managed correctly. There are much better ways to use this money in our county. Mary Lou Carrington

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**From:** [elaine.wellin@sonoma.edu](mailto:elaine.wellin@sonoma.edu)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Goal Setting / CUR - 2021-02-17  
**Date:** Monday, February 15, 2021 8:19:18 PM

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Dear City Council Members,

The City of Santa Rosa passed a **Climate Emergency Resolution** that made mandatory addressing climate change and environmental degradation as an essential element in goal setting and all other major city issues and decisions.

The ‘ink was hardly dry’ on that designation when Climate Change and its impacts were then put into a sub-category, no longer seen as a screen or lens through which we view all major issues and concerns.

But climate change has *top priority*, not sub-category, *impacts*. As the planet warms and climates change, fires grow ever greater, droughts get more severe, crops diminish, viruses and diseases spread, oceans rise (including our own Petaluma waterways) – just to mention a few local and global scale impacts – *climate crises require our greatest levels of acknowledgement and concerted action*.

**Council Members, we *are* in a climate emergency. We must respond appropriately by not diminishing but uplifting the importance of climate change in all our goals, decisions, and actions. Now is the time to re-commit to Santa Rosa’s wisely-adopted Climate Emergency Resolution.**

Elaine Wellin

[REDACTED]

Santa Rosa, CA 95405

[REDACTED]

**From:** [Karen Antonioli](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Save Bennett Valley Golf Course  
**Date:** Monday, February 15, 2021 8:57:30 PM

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Hello City Council Members,

I am passionate about saving the Bennett Valley Golf Course-Galvin Park as its continued use, enhanced Park use, Green space for our city.

This is glorious land with several ancient oaks and redwoods, between two mountains and a lovely respite in a busy city.

May I suggest:

- 1- CBRE is not the right consultant to help us determine how to ensure the long term viability of the golf course, driving range and Legends. That contract should not be approved.
- 2- There should be no scope of consideration where the Golf Course or the Driving Range or any part of Galvin will be subject to commercial development. None.
- 3- The City Council needs to have community participation and agreement to the final selection of any consultant and the Scope of that consultant's role going forward.
- 4- The process of determining next steps with these facilities needs to have community representation as a part of the process as we go forward.

Sincerely,  
Mark & Karen Fahey

Sent from my iPhone

**From:** [McGlynn, Sean](#)  
**To:** [Williams, Stephanie](#); [Manis, Dina](#)  
**Subject:** FW: [EXTERNAL] Historic Railroad Square Association re: Prince Greenway maintenance  
**Date:** Tuesday, February 16, 2021 7:55:06 AM  
**Attachments:** [2521 Lettr to city council.pdf](#)

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**From:** Kris Wilson <kris@railroadsquare.net>  
**Sent:** Saturday, February 13, 2021 3:53 PM  
**To:** Rogers, Chris <CRogers@srcity.org>  
**Subject:** [EXTERNAL] Historic Railroad Square Association re: Prince Greenway maintenance

Dear City of Santa Rosa Mayor, City Manager, Council members and staff,

We appreciate and respect your time in reading our attached letter advocating for increased maintenance to the Prince Memorial Greenway.

**Kris Wilson, Executive Director**  
Historic Railroad Square Association

[kris@railroadsquare.net](mailto:kris@railroadsquare.net)  
707-494-6003





February 5, 2021

To: Members of the Santa Rosa City Council

From: The Historic Railroad Square Association Community Benefit District

Re: Request for increased maintenance and needed improvements to the Prince Memorial Greenway

The **Historic Railroad Square Association** believes that increased maintenance to the Prince Greenway should be a Council Goal with needed funding to include improvements for new landscaping.

In recent years the Greenway has fallen into major disrepair in spite of many efforts by the Santa Rosa City staff to manage. Problems include graffiti, damage to benches, rock walls and lighting. Increasing safety hazards such as drug dealing, thefts and actual assaults on individuals biking or walking along the pathway have prohibited residents & visitors from using the Greenway and are not an appropriate location for those who require services. This has also created an adverse impact to our adjoining neighborhoods and businesses who don't feel safe where they live and work.

If we do not invest in the Greenway now, it will continue to decline and our investment will be jeopardized through more deterioration. Is this the lens through which we see our city?

There are many benefits of the Greenway including:

- Providing a critical open space for residents, businesses and future housing downtown as well as an outdoor experience for our many visitors.
- Providing bikeways and walking trails that connect to all parts of the City and County.
- Supporting SR City Council Goals regarding Climate Change.

The Prince Memorial Greenway improvements are supported by various Council Goals including:

- Homelessness,
- Public safety,
- Supporting our local economy, and
- Climate change.

The Prince Greenway was built in the mid 1990s at a cost of over \$25 million. A goal was to create a space that is reflective of our community where our residents, families and visitors have an opportunity to enjoy our open space in the heart of downtown Santa Rosa.

We need to act now!

A handwritten signature in black ink, appearing to read "Kris Wilson".

Kris Wilson, Executive Director  
Historic Railroad Square Association

A handwritten signature in black ink, appearing to read "Mike Montague".

Mike Montague, President  
Historic Railroad Square Association

**From:** [McGlynn, Sean](#)  
**To:** [Williams, Stephanie](#); [Manis, Dina](#)  
**Subject:** FW: [EXTERNAL] FoCAP position on goal setting  
**Date:** Tuesday, February 16, 2021 7:57:01 AM

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**From:** Mark Mortensen <mortensen33@gmail.com>  
**Sent:** Monday, February 15, 2021 6:00 PM  
**To:** McGlynn, Sean <smcglynn@srcity.org>  
**Cc:** Focap Steering <focap-steering@googlegroups.com>  
**Subject:** [EXTERNAL] FoCAP position on goal setting

Hello City Manager McGlynn,

The goal setting sessions this week offer an opportunity to address the climate crisis and social equity. Imagine if 15-20 years ago, all council decisions had been made after assessing their impact on the climate crisis and disadvantaged communities. We might all be in better shape if that were true. Now is the time to set goals with a different mindset.

FoCAP has two points we'd like to emphasize. One addresses priorities and one addresses process.

1) Keeping the climate crisis as a Tier 1 priority.

It is only in the last 2 years that addressing climate has appeared in the top tier. Last year it was put into a sub-category that includes Affordable Housing and Government and Council Reform, all important issues. Our concern is that this designation minimizes the threat we all face from a degraded climate. Our position is that addressing the climate crisis should be the highest of all priorities. It should be a lens through which all city decisions and actions are viewed in order to assure that all members of our community benefit equally. The severity of the crisis demands that we take this approach.

2) Budgets should reflect priorities.

This is a process concern. The initial city budget conversations have already begun. While we understand that the budget will not be finalized until June, it seems that goal setting and priorities should come first and budget line items should reflect those goals.

Best of success as you participate this week.

FoCAP: Kevin Conway, Andy Ferguson, Pete Gang, Mark Mortensen, Laura Neish, Mike Turgeon

Twitter: <https://twitter.com/ClimateCrisisMM>

Facebook: <https://www.facebook.com/ClimateCrisisMM>

**From:** [Kinahan, Kim](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] PLEASE SAVE GALVIN PARK AND BENNETT VALLEY GOLF COURSE  
**Date:** Tuesday, February 16, 2021 8:47:06 AM  
**Attachments:** [Outlook-rqsajxkj.png](#)

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Dear Santa Rosa City Council,

Galvin Park and Bennett Valley Golf Course hold a very special place in my heart for several different reasons:

- The first park I took my children to play
- Coached, played, and watched 100's of soccer games on the fields
- My son's first job was at Bennett Valley Golf Course
- I hosted my SRJC colleagues Retirement Party at Legends
- Raised funds for Montgomery High School Athletics through our annual Golf Tournament at BV Golf Course
- My dad would bring my son to the driving range when visiting from out of town
- I enjoyed many afternoons enjoying the tranquility on the Legends patio

I have worked at Santa Rosa Junior College for 23 years and have prided my work on open access and equity. I have witnessed firsthand students living in their cars and relying on our food resources provided at the college. I fully support the need for accessible and affordable housing, but not at the expense of taking apart the parks and recreation areas that are also a vital part of all communities. This is not a private institution; this is a public park that provides a wealth of health benefits for all ages and should not have a price tag or a for sales sign.

We cannot become a community that takes parks and recreational areas away!!!! Please save Galvin and Bennett Valley Golf Course for the sake of this community's Health!!!!

Thank you for your time,

Kim Kinahan

**Kim Kinahan**

**Work Experience & Business Faculty**

[kkinahan@santarosa.edu](mailto:kkinahan@santarosa.edu) | 707-521-7946

Workforce Development "Career Hub"|Santa Rosa Junior College



*We acknowledge that we gather at Santa Rosa Junior College on the territorial traditional land of the Pomo People, past and present, and honor with gratitude the land itself and the people who have stewarded it throughout the generations.*

**From:** [whitingjohne@yahoo.com](mailto:whitingjohne@yahoo.com)  
**To:** [CityCouncilListPublic](#)  
**Cc:** [CMOffice](#)  
**Subject:** [EXTERNAL] Bennett Valley Golf Course  
**Date:** Tuesday, February 16, 2021 9:18:02 AM

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Dear Council members and City Manager,

I strongly urge you to abandon the idea of considering anything but a renewed commitment to preserving and enhancing Bennett Valley Golf Course. Further, I urge you to abandon the idea of expending \$150,000 of tax payer money to hire a Dallas, Texas, global a real estate development firm who are alleging to “evaluate” how to “repurpose” Bennett Valley golf course, the only truly municipal golf course and one of only three public golf courses in Santa Rosa.

A review of CBRE’s website shows their expertise lies almost exclusively in real estate development, not unbiased consulting. To my knowledge, their only experience with golf courses in marketing them for sale. It’s folly to think they will take an unbiased view in assessing the social, recreational, visual and community enhancement aspect of this treasure. Hiring CBRE is like having the fox guard the hen house.

City Manager, McGlynn advocates spending \$150,000 to determine the “economics of golf”. The economics of Bennett Valley golf course, when unbundled from a poorly designed and managed restaurant, are just fine. Don’t blame a well-managed golf course because the city made a poor business decision to build a restaurant and meeting space that has never been operated properly. The potential of Legends, with the right operator on board, is limitless. The setting is remarkable and there is a built in audience of potential patrons longing for a place to relax and enjoy unparalleled beauty of Bennett Valley. It has the potential to be a destination venue, not to mention, a great revenue generator for the City.

In closing, I encourage council and staff to stop looking at BVGC as a liability and embrace the asset it is and focus on enhancing this gem, instead of destroying it.

Take BVGC off the chopping block!

John Whiting  
[REDACTED]  
Santa Rosa, CA 95404  
[REDACTED]

**From:** [Jane Bender](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Goal Setting and Climate Change  
**Date:** Tuesday, February 16, 2021 9:49:08 AM

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Dear Council

As you go into goal setting (a daunting task given the myriad of needs) I would ask you to keep in mind that our entire planet is in jeopardy from climate change. Locally we have seen what the fires have done and those fires are only a harbinger of what can come if we don't pay strict heed to our actions. As a result of the crisis, we all need to consider every decision in the light of curbing emissions. You have done some wonderful things-- high density housing and Evergreen energy adoption to name a couple—but we all need to do more.

I am asking that you set an overarching goal to consider all your actions in the context of curbing emissions.

Thanks and good luck this week. As a former council member I know how much work is ahead of you.

Sincerely

Jane Bender

**From:** [gmlasky](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] BVGC  
**Date:** Tuesday, February 16, 2021 10:00:06 AM

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To Santa Rosa City Council Members:

How dare the city even consider closing Bennett Valley Golf Course--the only public golf course in Santa Rosa? Next thing you know, you'll be talking about tearing down the 100-year old courthouse! Oh...never mind.

There are plenty of open space options to consider before desecrating this local treasure enjoyed by so many people. If anything, we should be considering expanding the course given the amount of play it gets.

I have a word of advice for all City Council members who are in favor of closing the course. Resign. Now. All of you.

Guy Lasky  
Santa Rosa native

Sent from Samsung Galaxy smartphone.

**From:** [Ananda Sweet](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Cc:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Council Goal Setting  
**Date:** Tuesday, February 16, 2021 10:15:52 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[Council Priorities 2021.pdf](#)  
[Local and State Policy Platform 2021.pdf](#)  
[Wildfire Action Plan for Sonoma County.pdf](#)

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Good morning Mayor Rogers and Council Members,

Please see the attached letter regarding City Council priorities for this week's City Council Goal Setting sessions. I have also attached our full 2021 policy platform and Wildfire Mitigation Action Plan referenced in our priority letter.

Thank you,

Ananda Sweet

*Please note: until further notice, the Metro Chamber offices will be closed and our team will be working remotely.*

**ANANDA SWEET** | VP of Public Policy & Workforce Development

**SANTA ROSA METRO CHAMBER**

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February 15, 2021

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

RE: City Council Goal Setting

Mayor Rogers and Members of the City Council,

As you discuss goals and priorities for Santa Rosa, we urge you to focus on supporting a vibrant and stable economy, while taking a data driven and evidence-based approach. The following are the areas we believe are necessary to boost economic activity and vibrancy coming out of the pandemic, and are key to healthy economy and thriving community for all:

**Economic Recovery & Business Support.** In the wake of the pandemic are millions of job losses, business closures, individual financial ruin, and long-term damage to the social and emotional underpinnings of our community. To initiate our local economic recovery, businesses must have sustained support in the form of such things as temporarily closing streets for pedestrian access and expanded commerce, as well as new forms of support such as loans and grants; prioritization of local vendors for government contracts; and the deferral of operational expenses and development fees to jump-start the construction industry.

**Housing.** Our housing crisis is the greatest threat to our long-term economic and cultural success. The COVID-19 pandemic has exposed yet again how fragile our housing infrastructure is to crisis and economic fluctuations. Without significantly expanding the housing supply for our residents, housing costs will continue to be an overwhelming burden to many and make future disasters more acutely painful for our community. We support housing policies to improve the time, certainty, and cost of housing development, including by right development, to meet our local and regional housing needs. We support the use of the Santa Rosa Downtown Station Area Specific Plan and recent progress in streamlining of the local permitting process to encourage housing development. Similar improvements are needed to the entitlement process to gain process consistency and create needed certainty for developers throughout the city and in priority development areas.

**Homelessness.** We support policies, partnerships, and funding to increase our stock of housing for low and extremely low-income individuals and families. We support safe and structured long-term interim solutions to the encampments that are causing a negative impact on our entire community. We support dedicated local housing funds and partnerships and initiatives to build or repurpose housing for homeless with wrap around services. Addressing unlawful behavior is not the criminalization of homelessness itself. We support law enforcement efforts to stop and prosecute property and violent crime, and to stop risky health and safety conditions throughout the community including our homeless population.

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**Minimizing Risk of Fires.** The fires we have experienced in recent years highlight the need to use our natural resources in a manner that is sustainable in the long-term and to promote land use and management practices and building codes that minimize the impact of natural disasters. Wildfires have become a part of living in this region, underscoring the need for preparedness and mitigation as an ongoing effort rather than one-off projects. We support an ongoing and comprehensive vegetation management program in Santa Rosa. To help mitigate the risk locally, we support the implementation of the Wildfire Action Plan provided by the Chamber's Advocacy Council.

**Downtown.** Investment in our downtown represents an opportunity to generate lasting benefits including thriving employers and access to good jobs, environmentally sustainable development, and increased tax revenue. We support the use of City resources and tools such as Enhanced Infrastructure Financing Districts to encourage critical housing and commercial developments downtown. Critical support must continue for events and cultural opportunities; beautification, lighting, and wayfinding; the addition of missing components such as grocery options; and the redevelopment of city and county facilities downtown.

**Early Care & Education.** There is a clear economic case for investing in access to early education and care. Parents rely on child care to help them enter, re-enter, or remain in the workforce and employers depend on that access for recruitment and retention of their workforce. Child care is a two-generation workforce issue, essential to support Santa Rosa's workforce today and vital to develop our workforce of tomorrow. We support investments in quality early education and care, including support of new and existing child care providers and incentives for new child care development opportunities.

We believe that successfully addressing these priorities is critical for the future of Santa Rosa. As always, we stand ready to participate and assist in these efforts.

Respectfully,

A handwritten signature in black ink, appearing to read "Peter Rumble", is written over a light grey rectangular background.

Peter Rumble  
CEO, Santa Rosa Metro Chamber

Attachments: Metro Chamber Policy Platform  
Wildfire Mitigation Action Plan



SANTA ROSA METRO  
CHAMBER



# LOCAL AND STATE POLICY PLATFORM 2021

We support policies that are consistent with the creation of a vibrant urban core, significantly increased housing for all income levels, a more diversified and inclusive economy, and a strong workforce. We believe this will create a healthy business environment and thriving community for all. We will endorse policies and practices that support business start-up, innovation, expansion and attraction. We believe the best policies use a data driven, evidence-based approach.

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## Economic Recovery & Business Support

Misinformation and a lack of preparedness gave the COVID-19 pandemic a dangerous head start impacting our communities. In the horrendous wake of the pandemic are millions of job losses, business closures, individual financial ruin and long-term damage to the social and emotional underpinnings of our community. The Federal Government's economic response has been profoundly inadequate, leaving state and local governments to close the gaps—which to a large extent they have failed to do.

With multiple medically approved vaccines available, we will support all measures that make the distribution of vaccine in our community efficient and as immediate as possible. To initiate our local economic recovery, businesses must have sustained support.



## Government

A high-performing, responsive, and responsible government is essential to the success of our community. At its best, local government is regionally collaborative and creates policies to encourage economic development and business attraction, expedite housing development, provide safety and community services, maintain recreation facilities, and other vital services for residents.



## Downtown

A vibrant downtown is crucial in recruiting a high-quality workforce and for new business development, providing recreation and retail opportunities for residents, and providing attractions for tourism. A vibrant downtown should include a mix of dense residential and active street level use, including retail, and should offer a safe and visually appealing customer experience. Investment downtown represents an opportunity to generate lasting benefits including thriving employers and access to good jobs, environmentally sustainable development, and increased tax revenue. Economic studies conducted by the City of Santa Rosa demonstrate the highest tax return and property value are in the city's downtown areas, providing the highest economic return on investment. Further, creating a destination for residents and visitors alike in the downtown core through expanded public art, walkable spaces—including temporarily closing streets for pedestrian access and expanded commerce—can boost economic activity and vibrancy.

Convene. Empower. Act.





### **Housing**

Our housing crisis is the greatest threat to our long-term economic and cultural success. The Chamber will advocate for incentives and opportunities that create more housing at all levels and organize the private sector to support new housing development in all market levels. The COVID-19 pandemic has exposed yet again how fragile our housing infrastructure is to crisis and economic fluctuations. Without significantly expanding housing supply for our residents, housing costs will continue to be an overwhelming burden to many and make future disasters more acutely painful for our community. We support housing policies to improve the time, certainty, and cost of housing development, by streamlining the permitting process, including by-right development, to meet our local and regional housing needs.



### **Homelessness**

The causes of homelessness are multi-faceted and require that multiple levels of support be made available. Our region needs a comprehensive strategy and a commitment to and regional collaboration on a strategic homelessness plan. We support the full use of the Continuum of Care Board for this intended purpose. We support policies, partnerships and funding to increase our stock of housing for low- and extremely low-income individuals and families. We support safe and structured long-term interim solutions to the encampments that are causing a negative impact on our entire community.



### **Energy & Natural Resources/Disaster Preparedness**

The extraordinary quality of the physical environment of our region is critical to the quality of life we enjoy. It is also the underpinning of various sectors of our local economy, particularly our tourism and recreation industries. The droughts and fires we have experienced in recent years highlight the need to use our natural resources in a manner that is sustainable in the long-term and to promote land use and management practices and building codes that minimize the impact of natural disasters. Moreover, based on the experience of Sonoma County in consideration with the experience of Mendocino, Lake, and Napa Counties, it has become clear over the last several years that natural disasters have become a part of living in this region. This fact underscores the need for preparedness and mitigation as ongoing efforts rather than one-off projects.



### **Education**

Ensuring that our community's youth have a strong academic foundation along with equal and ongoing opportunity for educational success is key in the development of our future workforce. We support investments that will strengthen access to quality early child care, early education, and K-12 Education and that align postsecondary programs with employer needs, including a focus on STEM and CTE opportunities. Career Technical Education (CTE) opportunities for students are crucial to integrate real world examples and opportunities that help all students to graduate from high school college- and career-ready.



### **Transportation**

Over the past few years, there have been many significant improvements to our transportation infrastructure, and funding is now in place to properly maintain and upgrade our long-neglected roads; however, there is ongoing work to be done. Investment in and maintenance of our transportation systems are critical for the health and growth of our economy. Investments in local road repair and maintenance improve safety and movement of traffic, improving the travel experience for locals and visitors alike. We support transportation policies and funding that increase mobility, relieve congestion, and expand alternative commute options. We support improved collaboration between agencies to improve the overall transportation system including connectors between different modes of public transportation.



### **Tourism**

Sonoma County's allure as a global destination for high-end wines, craft beer, outdoor recreation and cutting-edge cuisine is a critical component of the region's ongoing economic success. Large employers, small businesses, and entrepreneurs all rely on the strength of the local tourism economy, which employs 1 of 10 residents and also provides amenities and recreation opportunities for locals. The Shelter in Place orders in response to the COVID-19 pandemic have decimated the tourism industry. While the county has a diverse economy, tourism is foundational to it. Investment in the industry, the arts, and in special events must be encouraged to help the industry to return as quickly as possible.



# LOCAL AND STATE POLICY PLATFORM 2021: ECONOMIC RECOVERY & BUSINESS SUPPORT

We support policies that are consistent with the creation of a vibrant urban core, significantly increased housing for all income levels, a more diversified and inclusive economy, and a strong workforce. We believe this will create a healthy business environment and thriving community for all. We will endorse policies and practices that support business start-up, innovation, expansion and attraction. We believe that the best policies use a data driven, evidence-based approach.

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With multiple medically approved vaccines available, we will support all measures that make the distribution of vaccine in our community efficient and as immediate as possible. To initiate our local economic recovery, businesses must have sustained support in the following areas.

## Availability of Cash

Small Business Loans: Counties can leverage their treasuries to provide emergency loans at 0-1% with payback periods of 10-15 years. Loan amounts can be capped, and available to businesses that demonstrate a loss of revenue due to the pandemic.

Emergency Grants: Federal programs have been inadequate. State and local programs have been late to roll out and not sized to meet the needs of struggling businesses.

Nonprofit Payments: Contract agreements with nonprofit organizations must be honored in full without penalty for the nonprofit's inability to deliver service during the period of business interruption. Continued payments ensure system capacity that will be critical to support people who are suffering economic and/or health crises as a result of the virus and extended Shelter in Place orders.

Government Contracting: Local governments must maximize use of local business to fulfill logistical, material, food, medical, and other needs not available within local governments' normal functions.

## Deferral of Operational Expenses

Property and other Tax Deferral: Commercial and residential property tax must be deferred until the resumption of normal business operations. Similar deferrals should be provided for similar tax and assessment payments. Hotels with BIA, and businesses with other tax payments due that do not have revenue to support the payments, will be driven to failure or default if this is not addressed.

Development/Construction Fees: To jump-start the construction industry when the emergency is over, all local development impact and other construction related fees must be waived for a meaningful period of time.



# LOCAL AND STATE POLICY PLATFORM 2021: GOVERNMENT

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## **Budget**

We support budget policies that maintain core services, public safety, infrastructure, and economic development while controlling spending. Our City's budget should balance expenditures with existing revenue and should include investment in a sustainable reserve.

## **City Charter**

The benefits of an effective City Charter are far reaching. The charter review process is an important opportunity to review key functions and city processes including amending of council districts as census data changes, and greater support to the City Council, including financial compensation to attract well-qualified City Council candidates.



# LOCAL AND STATE POLICY PLATFORM 2021: DOWNTOWN

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## Downtown Development

To capture the return on investment to develop Courthouse Square, we support using City resources in the form of land and/or incentives to encourage critical housing and commercial developments downtown.

We support initiatives to expand housing and the employment base in the downtown and efforts to retain City/County employment downtown. This includes support of events and cultural opportunities; beautification, lighting and wayfinding; the addition of missing components such as grocery options; and the redevelopment of City and County facilities downtown.

Enhanced Infrastructure Financing Districts (EIFD) provide the ability of property tax increment financing of critical infrastructure costs in defined areas. EIFDs provide a dual benefit of revenue for these improvements along with cost avoidance for housing and commercial projects, which in combination provide significant incentives for needed development imagined by the Downtown Specific Plan, and other planned development areas in the city. The Chamber supports this approach for downtown as well as other potential areas in Santa Rosa.



# LOCAL AND STATE POLICY PLATFORM 2021: HOUSING

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Without significantly expanding housing supply for our residents, housing costs will continue to be an overwhelming burden to many and make future disasters more acutely painful for our community. We support housing policies to improve the time, certainty, and cost of housing development, by streamlining the permitting process, including by-right development, to meet our local and regional housing needs.

### Permitting and Regulation

We applaud the updating and passage of the Santa Rosa Downtown Station Area Specific Plan to support needed development and recent progress in streamlining of the local permitting process to encourage housing development. We support similar improvements to the entitlement process to gain process consistency and create needed certainty for developers throughout the city and in priority development areas. We support incentives for in-fill and affordable housing and the encouragement of ADUs.

CEQA amendments must be addressed to ensure it is not an obstacle for high density development, particularly for in-fill urban development. CEQA must be modernized to preserve the law's original intent while preventing abuse for purposes unrelated to environmental protection.

### Rent Control

The preponderance of evidence and research show rent control and just cause eviction laws do nothing to provide housing, reduce homelessness or provide affordable housing for renters, and experts agree that these policies exacerbate housing shortages. Home development is the most effective way to ease the cost of housing. Pandemic support for tenants needs to come with public funding so that rental housing providers aren't forced to sell their homes resulting in substantial and lasting loss to our rental housing stock.



# LOCAL AND STATE POLICY PLATFORM 2021: HOMELESSNESS

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The causes of homelessness are multi-faceted and require that multiple levels of support be made available. Our region needs a comprehensive strategy and a commitment to and regional collaboration on a strategic homelessness plan. We support the full use of the Continuum of Care Board for this intended purpose. We support policies, partnerships and funding to increase our stock of housing for low- and extremely low-income individuals and families. We support safe and structured long-term interim solutions to the encampments that are causing a negative impact on our entire community.

## **Housing & Services/Mental Health**

We encourage incentives, protecting dedicated local housing funds, and securing partnerships and initiatives to build or repurpose housing for homeless with wrap around services.

We support aggressive action to secure SB1 and SB2 funds for "rehousing" as the first step to getting the homeless back into our society, increased support for local behavioral health (i.e., mental health and substance abuse) services and best practices advice to local jurisdictions to assist them in grappling with this challenge.

Addressing unlawful behavior is not the criminalization of homelessness itself. We support law enforcement efforts to stop and prosecute property and violent crime, and to stop risky health and safety conditions throughout the community including our homeless population.



# LOCAL AND STATE POLICY PLATFORM 2021: ENERGY & NATURAL RESOURCES/ DISASTER PREPAREDNESS

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## Minimizing Risk of Fires

Much of California has seen a significant increase in the frequency and intensity of wildfires. To help mitigate the risk locally, we support the implementation of the Wildfire Action Plan provided by the Chamber's Advocacy Council. The plan includes: reduction of the volume of combustible materials in the forests and woodlands of Sonoma County; reduction of the impact of new development in WUI areas; and improvements to the electric distribution system to lessen the likelihood of fires being initiated and the impact of Public Safety Power Shutoff events.

Large scale Public Safety Power Shutoff (PSPS) events have come at an enormous economic cost to our region. Even when areas are not impacted with the loss of power, during the recent wide-spread PSPS, the community at large was unable to continue with normal routines and patterns, making small business in particular endure economic hardship and uncertainty. With losses in the millions of dollars per event, we need immediate interim solutions to minimize the impact of PSPS events.

## Water

We support stewardship and sustainable use of our water resources, as a key element of our quality of life while securing our community's agricultural and recreation industry and to allow for the growth of our region.

We support the development of a sustainable groundwater plan that ensures long-term availability of groundwater supplies and allocates costs and benefits equitably across sectors.



# LOCAL AND STATE POLICY PLATFORM 2021: EDUCATION

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students are crucial to integrate real world examples and opportunities that help all students graduate from high school college- and career-ready.

### Early Care & Education

Studies show that investments in early education set the foundation for learning, ensure school readiness, and narrows the persistent achievement gap for the region's most vulnerable children. This is the best investment we can make locally to improve outcomes that increase cost savings in education, health, economic productivity, and crime reduction. We support policies that encourage an investment in quality early education and care, including the expansion of high-quality preschool. Any cuts to child care funding as a result of the crisis will irreparably damage California's already fragile child care system, immediately hindering our current workforce and creating long-term negative effects for our future workforce, while stifling California's economic recovery.

### K-12 Education & Postsecondary Access

Equitable distribution of resources, including broadband access, is crucial.

We support the alignment of A-G requirements and CTE opportunities, so that all students will have access to pathways to sustainable jobs and careers, and support efforts to leverage our region's higher education opportunities that meet our region's workforce demands for education and training in science and technology.

We support improved collaboration at all points of the cradle to career continuum.

### Higher Education

We support funding for higher education and improved collaboration across education and workforce sectors. Postsecondary Education drives economic development, and Santa Rosa Junior College and Sonoma State University are tremendous assets in our region. These systems represent opportunities for our residents to secure meaningful employment, to launch a next generation of entrepreneurs and job creators, and to provide the skill-building, certificate, and degree programs required to support our diverse local economy.



# LOCAL AND STATE POLICY PLATFORM 2021: TRANSPORTATION

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Over the past few years, there have been many significant improvements to our transportation infrastructure, and funding is now in place to properly maintain and upgrade our long-neglected roads; however, there is ongoing work to be done. Investment in and maintenance of our transportation systems are critical for the health and growth of our economy. Investments in local road repair and maintenance improve safety and movement of traffic, improving the travel experience for locals and visitors alike. We support transportation policies and funding that increase mobility, relieve congestion, and expand alternative commute options. We support improved collaboration between agencies to improve the overall transportation system including connectors between different modes of public transportation.

Funding should ensure long-term stability of our roads, bridges, and infrastructure, all necessary to support a vibrant economy.

### Airline Attraction

We support the expansion of flights and destinations for, along with the modernization and terminal expansion of, the Charles M. Schulz – Sonoma County Airport. With each new route, our airport estimates an average of \$23 million in economic value including 70 jobs in our community. In addition, connecting to new destinations enhances our ability to attract new employers and bolster our tourism industry.

### Road Improvements

We support reconstruction of Highway 37 to withstand sea level rise and storm surges, to relieve congestion, and to improve safety. Growing housing demand has increased this priority as a local workforce issue. Average annual daily trips are projected to increase from 45,000 in 2013 to 58,000 by 2040. We would support alternative financing and project delivery methods, including public-private partnerships to address this crucial infrastructure need.

### SMART

We believe that SMART has an important role to play in the future of transportation in the North Bay. We are committed to advocacy for increased transparency and fiscal responsibility and for resources to fund final mile gaps and needed expansion, not only north/south but also east to major metropolitan connectors.



# LOCAL AND STATE POLICY PLATFORM 2021: TOURISM

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We support the expansion and development of hotel rooms, in particular those providing extended stay and large conference amenities.

We support and invest in events, facilities, and other cultural resources that promote Santa Rosa and the region as a world class destination.

Transient Occupancy Taxes provide vital funding for tourism support, advertising and marketing Sonoma County and Santa Rosa as a desirable destination, and for making investments to improve the community in ways that enhance the desirability of our destination. Careful consideration needs to be given to increases in TOT that could drive customers away and on areas of investment that deliver high returns for the community.

# **Wildfire Action Plan for Sonoma County**

## **SUMMARY OF RECOMMENDATIONS**

### ***Reduce fuel load in forests and woodlands***

#### **PRESCRIBED BURNS**

- ❑ Advocate for governmental entities and agencies responsible for land management and fire prevention to significantly expand prescribed burn programs and to assist, where appropriate, in coordinating their efforts in these regards
- ❑ Seek to have insurers streamline, to the extent possible, insurance requirements affecting prescribed burns
- ❑ Advocate for the state to set higher goals for prescribed burns and to appropriate funding to meet those goals
- ❑ Advocate for changes to air quality regulations as may be required to facilitate prescribed burns

#### **INCREASE AGRICULTURAL USE OF LAND**

- ❑ Pursue policies that help to retain and expand land devoted to agriculture

#### **PROMOTE BIOMASS EXTRACTION AND CONVERSION**

- ❑ Expand the County's Residential Chipper Program to process biomass collected by property owners from their entire property and not be limited to defensible space around residences
- ❑ Promote the development of biomass processing facilities, especially new/improved technologies that have the potential to lower costs and improve performance when operating in environments that prevail in the North Bay
- ❑ Facilitate the collection/aggregation of biomass and its transport to processing facilities
- ❑ Facilitate arrangements under which landowners can make biomass available to biomass processing facilities
- ❑ Advocate for incentives to promote the collection of and processing of biomass

#### **INCREASE TIMBER HARVESTING**

- ❑ Promote the conversion of currently unproductive forests and woodlands into productive timberland producing timber that has commercial value provided that timber management is combined with other strategies—such as grazing and biomass extraction—as may be required to limit the buildup of biomass residue
- ❑ Facilitate arrangements under which landowners can pool their lands so as to
  - Enable commercial operations to selectively harvest timber from their properties
  - Capture carbon credit payments as their forests continue to grow

### ***Reduce impact of new development in WUI areas***

- ❑ Promote solar/storage systems (sometimes called “microgrids”), where applicable, in new and existing residences in WUI areas as complete energy supply solutions as a substitute for propane and extensions to and connections to the electric grid
- ❑ Explore mechanisms whereby property owners in high fire risk areas who have decided they do not want to rebuild burned down houses can dispose of the land in such a way that a new residence is not built on the site provided that the property is not within a residential development and due to size, proximity to other undeveloped land, or other characteristics, promotes other goals outlined in these recommendations.
- ❑ Advocate for use of resources such as the Agricultural Preservation and Open Space program to acquire properties in high fire risk zones to facilitate managing such properties in a manner so as to reduce fire risk

### ***Represent County’s interests with respect to PG&E’s system improvement program***

- ❑ Monitor and comment on, as appropriate, the WSD’s oversight of PG&E’s efforts to update and upgrade its systems to represent the interests of the County’s residents in seeing that PG&E’s work is performed in a manner that most effectively reduces risks as rapidly as possible.

# Wildfire Action Plan for Sonoma County

After four years of destructive wildfires, it is clear that wildfires have become the single most important long-term threat to the economy of the region.

There are multiple factors causing wildfires to be numerous and destructive and different levels of government each have a role in reducing the risk that wildfires will be initiated and lessening their intensity and scale once started.

This document focusses on the what local government can do in these regards. While it is addressed to Sonoma County, as this is our home, it is intended that Sonoma work with the state, other counties, municipalities, applicable governmental agencies, as well as non-governmental organizations wherever possible since broad regional actions are far more likely to be effective and efficient than one county attempting to take action by itself. A report prepared by EB Alive [Reference 1 at the end of this document] discusses ways in which this can be accomplished.

Note that this document does not address fire mitigation—*i.e.*, firefighting capabilities, strategies, and institutional organization, or the hardening of structures to withstand fires. These are important subjects and have received substantial attention from the state as well as from local governments/agencies in recent years. Our focus, instead, is on the drivers that have led to more frequent and more intense wildfires and what can be done about them.

## ***The past four years***

Wildfires are having a devastating impact on California with Sonoma County among the worst hit counties in the state. Over the past four years, multiple large wildfires have caused record-breaking levels of destruction in the state:

- ◆ Over 8 million acres burned
- ◆ Over 100 people killed
- ◆ Some 35,000 structures destroyed
- ◆ Tens of billions of dollars of property losses

In addition to these direct losses, there have been other negative impacts:

- ◆ Evacuations ordered to protect residents under imminent threat of fires have disrupted the lives of hundreds of thousands of people, with some out of their homes for weeks
- ◆ Hazardous smoke from nearby fires as well as those hundreds of miles away remaining in the air for weeks at a time has become an all-too-common occurrence during the late summer/early fall
- ◆ Public Safety Power Shutoffs (“PSPS”), initiated by utilities as protective measures to keep utility equipment from initiating fires, have cut off electric power to large groups of customers for days on end with a total economic cost possibly exceeding \$10 billion for the year 2019 alone
- ◆ Some fire insurers have left the state, others are terminating policies in higher risk areas, and all who are still active in the state appear to be raising premiums to cover the increased fire-related losses that they are incurring

Sonoma County has experienced more than its proportionate share of these impacts due to the number of people living in Wild Urban Interface (“WUI”) areas and its dependence on tourism.

After four years, it is clear that destructive fire seasons and their detrimental effects on individuals and the economy will persist going forward unless some dramatic new actions are undertaken.

## ***Economic impacts of wildfires are significant***

PSPS events, evacuations (mandatory as well as warnings), hazardous smoke lasting days or weeks, and the intermittent warnings of possible fires occurring over a period of three or more months of each year are beginning to have significant long-term economic impacts on the County:

- ◆ The repeated disruption to daily life and the mental toll exacted by these events is leading to an increasing number of current (and potential future) residents to decide Sonoma County is no longer a desirable place to live
- ◆ The hospitality industry—which includes tourism, lodging, restaurants, and recreation—is losing business as fewer visitors come during what used to be the three most popular tourism months of the year
- ◆ The operations and direct marketing activities of the wine industry—arguably the County’s single most important economic sector and a key driver of the hospitality industry—are disrupted by PSPS events and evacuations; at the same time, its primary raw material—grapes—is subject to smoke damage
- ◆ Businesses may conclude that the interference to their operations and to the ability of their employees to focus on work, or even come to work, caused by actual or potential wildfire events are negatively affecting the productivity of their businesses and that Sonoma County is no longer a desirable location

The key word here is “disruption”. Daily life for individuals and normal operations for businesses are being disrupted at a level that people and businesses are finding unacceptable and it is hard to escape the conclusion that population losses and business losses will occur over time.

## ***Why wildfires are more numerous and destructive***

Multiple factors have led to the increased frequency and severity of wildfires:

- ◆ **Climate change:** Climate change has led to longer, dryer, hotter summers, lengthening the fire season and creating the conditions for more fires and for fires to be more intense.
- ◆ **High fuel load in forests and woodlands:** Without human intervention, a natural cycle of wildfires and regrowth limits the buildup of biomass. In addition, prior to European settlement, Native Americans routinely engaged in burning to clear and condition land for agriculture. Nearly a century ago, that cycle was upended when a policy of putting out all wildfires as rapidly as possible was broadly adopted across the West. Over the decades, the biomass level in forests and woodlands has built up. As a consequence, there is now a huge “fuel load” in many forests of the West. Once ignited, fires burn with unusual ferocity, leading to huge updrafts that carry embers long distances, spreading fires rapidly over a broad area. This renders the job of fire suppression very difficult.
- ◆ **Development in WUI areas:** There are far more people living in Wildland Urban Interface (“WUI”) areas than there were decades ago. This has multiple consequences: more lives and property exposed to fire risk; more demands for aggressive, rapid fire protection; constraints on managing uncontrolled fires and on proceeding with prescribed burns; increased need for public safety and firefighting personnel and, consequently, higher costs for fire management.
- ◆ **Electric utilities’ failure to properly maintain and to modernize their systems:** For decades, electric utilities in California failed to properly maintain and upgrade their equipment and systems. Old equipment was not replaced and, in some cases,

became decrepit and susceptible to failure in high winds or when impacted by vegetation. Vegetation management adjacent to power lines was neglected. Obsolete control systems were not updated which made it difficult to detect problems and intelligently manage the transmission and distribution system. The system was not segmented so as to facilitate isolating problems. Modern sensing equipment was not installed. Public information systems were primitive and made only minimal use of the capabilities of modern communication systems such as the internet and alert systems. In combination, these failures led to utility equipment initiating several major fires and left the utilities with limited tools to deal with the aftermath once fires took hold.

### ***How to reduce the occurrence and intensity of wildfires***

The key components of a program to reduce the incidence and severity of fires and the loss of life and property are

- ◆ Reduce emissions of greenhouse gasses
- ◆ Change forest/woodland management practices so as to reduce fuel loading and to limit the spread of fires
- ◆ Strictly control future development in WUI areas
- ◆ Upgrade electric utility equipment and control systems

### ***We are doing some things right***

#### **CLIMATE CHANGE**

California has been a world leader in confronting climate change, adopting a broad-based approach to reducing emissions of greenhouse gasses by promoting renewable energy, mandating increases in energy efficiency across the energy sector, and facilitating the transition away from fossil fuels. Sonoma County and the City of Santa Rosa have undertaken complementary actions within their respective jurisdictions. These have included implementing changes in building codes and creating Sonoma Clean Power which has shifted procurement of power from fossil fuels to renewables and promoted the shift from gasoline-fueled vehicles to electric vehicles.

California has also revised building codes to require new buildings and the areas around them to be more resistant to catching fire and to impede the progress of fires once started.

#### **UPGRADING THE ELECTRIC SYSTEM**

The initiation of the PSPS system for de-energizing utility power lines under high wind/hot, dry weather conditions where the lines may initiate fires has been remarkably effective in reducing the incidence of wildfires. However, it is a brute-force strategy that inflicts considerable inconvenience on individuals and operating losses onto businesses.

The California Public Utility Commission (“CPUC”) has directed the state’s utilities to undertake a major long-term program to correct the multiple problems with their transmission/distribution and control systems as outlined in the prior section. The improvements that will result from this program will, over time, greatly reduce the likelihood that electric utility equipment will initiate fires.

PG&E is taking a number of actions under this directive, but it has come under criticism for focusing more on the appearance of progress than on working as quickly and as efficiently as possible to reduce the risks that its equipment will initiate fires. Hopefully, the new ownership team that took over after the bankruptcy this past June will bring about the management changes needed to improve performance.

In any case, it is likely that within a few years, PG&E equipment will be far less likely to initiate wildfires, the number of customers affected by PSPS events will be greatly lessened, and public information systems will function much more smoothly. In fact, there has already been some improvement in all of these areas.

### **RESIDENTIAL CHIPPER PROGRAM**

Sonoma County has instituted a program under which the County will chip, at no charge, woody material collected at residential properties. The purpose of the program is to help residents create a defensible space around occupied dwellings and to reduce vegetation along access routes.

While limited in scope, this program could be seen as a first step that could potentially lead to a broader program to remove biomass from forests and woodlands.

### **BUT NOT ENOUGH**

Despite progress in these areas, however, little is being done to address the high fuel load in forests and woodlands and continued development in WUI areas. In fact, in regard to the latter, the approach of the County and the City of Santa Rosa has been to rebuild as rapidly as possible in high risk fire areas of Sonoma County where fires burned down thousands of houses, a policy directly counter to the goal of reducing the future risk of wildfire-related life and property losses.

The lessons to be drawn from the fires of the past four years is that we need to urgently address these areas.

### **Recommended action plan for the County**

The report by EB Alive [Reference 1] discusses in detail how the County can work with other governmental entities, non-profit groups, and private landowners to pursue the actions outlined below.

### **REDUCE FUEL LOAD**

Various factors make fuel load reduction particularly complex:

- ◆ Over half of the land in the County is forests and woodlands with nearly 90% of that owned privately, mostly in small holdings by about 16,000 owners
- ◆ There are multiple types of forests and woodlands of Sonoma County—coastal redwoods, mixed conifer and hardwood, riparian, chaparral—with very different characteristics
- ◆ Multiple agencies within different levels of government have jurisdiction over these areas

Reducing fuel load in such a situation is strategically, operationally, and organizationally difficult; there is no magic bullet solution. Instead, the fuel load problem must be addressed by a variety of strategies, each one suitable for a particular set of circumstances, each one contributing a part of the solution.

These strategies can be costly and will require increased governmental expenditures. In this context, it is important to recognize that wildfires are destroying a substantial amount of property each year. Furthermore, as discussed earlier in this document, they are creating the conditions for the exodus of population and businesses with huge negative long-term economic consequences. These are real economic costs that will be incurred by individuals and businesses going forward if we don't find a way to reduce the risk of and damages resulting from wildfires.

Despite the difficulties associated with reducing fuel load in the circumstances that prevail in Sonoma County, it is central to lessening the intensity and spread of wildfires and it is critical that it be addressed.

Various strategies for reducing fuel load are discussed below.

### ***More prescribed burns***

Prescribed burns involve the deliberate burning of forests under controlled conditions that limit the spread of fires and prevent fires from affecting property.

Prescribed burns are routinely used in the Southeastern US: Florida burns 2 million acres per year; Georgia 1.2 million acres; and Alabama 950,000 acres. In contrast, in California, a state with far more land area, only 50,000 acres per year are deliberately burned, leaving an enormous fuel load to feed uncontrolled wildfires. The federal and state agencies responsible for land management and fire prevention in Western states have been slow to move away from the century-old policy that emphasizes suppressing all fires as rapidly as possible while mostly ignoring the unnaturally large fuel load that has built up and which makes wildfires so much more intense and dangerous. In part, progress in this regard has been hampered by air quality regulations and dealing with liability risk. Nevertheless, the fact remains that a number of eastern states have managed to proceed with large-scale prescribed burn programs and California has not.

The magnitude of fuel that has built up in the Western US means that in the first few years of an accelerated prescribed burn program, the effort devoted to this activity will be greater than will be required later when the fuel load has been reduced and something akin to an equilibrium situation has been achieved.

In the North Bay area, several groups—including Good Fire Alliance and the Humboldt Prescribed Burn Association—have formed to promote prescribed burns. The members of these groups include landowners, nonprofit organizations, and volunteer firefighters. These groups work together with landowners, CalFire, local fire agencies, public safety personnel, and volunteers to conduct prescribed burns.

Conducting prescribed burns on small areas of land can be prohibitively expensive. The cost per acre drops sharply as the acreage covered expands. More than half of Sonoma County is in WUI or WUI intermix or influence areas, meaning that residences are mixed in with wildlands. In such areas, the interspersed residences make it difficult to put together large contiguous areas for prescribed burns that also meet other constraints. The corollary of this is that there nevertheless remains a significant amount of land in the County that is outside of WUI where prescribed burning over larger areas is more feasible.

Prescribed burns will inject smoke into the air and adversely affect air quality at times where this would otherwise not occur. For this reason, waivers from air quality regulations are required to allow prescribed burns to proceed. But by reducing fuel load in forests and woodlands, prescribed burns reduce the likelihood of and scale of fires that would otherwise occur and which would emit far greater quantities of smoke during fire season.

California has taken some steps toward increasing the annual level of prescribed burns in the state but current goals, even if achieved, would still cover only a fraction of the forestland on which prescribed burns could beneficially reduce fuel load. More realistic goals need to be established that result in a more rapid pace of reduction of excess fuel load.

#### **➤ What government can do:**

- ❑ Advocate for governmental entities and agencies responsible for land management and fire prevention to significantly expand prescribed burn programs and to assist, where appropriate, in coordinating their efforts in these regards**
- ❑ Seek to have insurers streamline, to the extent possible, insurance requirements affecting prescribed burns**
- ❑ Advocate for the state to set higher goals for prescribed burns and to appropriate funding to meet those goals**
- ❑ Advocate for changes to air quality regulations as may be required to facilitate prescribed burns**

### ***Increase land devoted to agriculture***

About one-third of the roughly 1 million acres of land in Sonoma County is rangeland or is used to grow feed crops for livestock. Additionally, 6% of the land is devoted to grape production for winemaking. In total, 40% of the land is used for some type of agriculture.

Ranching has a nearly 200 year-long history in Sonoma County. In recent decades ranching has undergone a considerable decline. Today, the numbers of sheep and cattle grown in Sonoma County are each about one-quarter of what they were at the peak of ranching in the state decades ago.

Land devoted to agriculture contains less combustible biomass than untended woodland/grassland. Grazing, by its very nature, reduces the quantity of grasses, shrubs, and trees that would otherwise proliferate. Commercially grown fruit plants are watered and therefore much less prone to burning than dry plants on untended fields would be at the end of the summer.

In short, agricultural land has less biomass or contains biomass with sufficient water content that wildfires either do not burn on such land or burn with less ferocity. Retaining agricultural land and, where feasible, increasing the acreage devoted to agriculture should be a component of a strategy for reducing fuel load.

#### **➤ What government can do:**

- ❑ **Pursue policies that help to retain and expand land devoted to agriculture**

### ***Biomass extraction and conversion***

Technologies exist for converting biomass of various types into commercial products such as liquid fuels, electric power, fertilizer, soil amendments, and/or plastics precursors. The economics of these conversion technologies is dependent on the costs of collecting and transporting the raw biomass material to the plant site, processing it, and then storing and transporting the resulting products to customers. To be profitable, these technologies generally require (a) scale to achieve operational efficiency which, in turn, means there must be a large local supply of biomass that can be relied on for many years; (b) that the biomass raw material be aggregated and available for easy pickup; and (c) that the resulting products have commercial value.

While biomass conversion facilities are employed to some extent in a number of countries, generally speaking, the conditions for profitably turning biomass into commercial products rarely exist in the United States and these technologies are not widely deployed here. Nevertheless, because they can potentially play such an important role in reducing fuel load in forests, it is important that biomass conversion technologies be considered as an element of a broader strategy for reducing the fuel load in forests and woodlands.

A number of research groups and startup companies are working on improving existing technologies and developing new approaches to biomass conversion including portable systems that can be moved from site to site.

#### **➤ What government can do:**

- ❑ **Expand the County's Residential Chipper Program to process biomass collected by property owners from their entire property and not be limited to defensible space around residences**
- ❑ **Promote the development of biomass processing facilities, especially new/improved technologies that have the potential to lower costs and improve performance when operating in environments that prevail in the North Bay**
- ❑ **Facilitate the collection/aggregation of biomass and its transport to processing facilities**

- ❑ **Facilitate arrangements under which landowners can make biomass available to biomass processing facilities**
- ❑ **Advocate for incentives to promote the collection of and processing of biomass**

### ***Timber harvesting***

A substantial amount of timber is commercially harvested in California from privately-owned forests as well as National Forests and land managed by the Bureau of Land Management. Removal of trees, by its very nature, removes substantial biomass from forests. Commercial harvesting when performed sustainably leaves in place trees with a range of diameters to promote future forest health and concentrate carbon sequestration on the larger, older stems.

There are operating sawmills in the North Bay region, focusing today on redwood harvested from the forests in the North Bay. The potential exists to commercially produce other wood products from Douglas-fir such as lumber or cross-laminated timber, thereby expanding the scope of timber harvesting in the region.

Obstacles to expanding timbering operations in the North Bay are (a) the small size and large number of individual landholdings which makes timber extraction less efficient and requires the approval of many landowners; (b) only a portion of the standing timber meets the species and size requirements for commercial harvest in any given year, complicating supply reliability over time.

Timber harvesting and biomass extraction can be synergistically combined to significantly reduce the fuel load in forests. Timber harvesting leaves behind biomass residues from treetops, branches and non-commercial vegetation as “come-along” volume. In effect, timber harvesting accomplishes the first steps of biomass collection and aggregation and thereby reduces the overall costs of biomass extraction.

#### ➤ **What government can do:**

- ❑ **Promote the conversion of currently unproductive forests and woodlands into productive timberland producing timber that has commercial value provided that timber management is combined with other strategies—such as grazing and biomass extraction—as may be required to limit the buildup of biomass residue**
- ❑ **Facilitate arrangements under which landowners can pool their lands so as to**
  - **Enable commercial operations to selectively harvest timber from their properties**
  - **Capture carbon credit payments as their forests continue to grow**

### **REDUCE IMPACT OF RESIDENTIAL DEVELOPMENT IN WUI AREAS**

From a wildfire perspective, residential development in WUI areas is problematic for several reasons:

- ◆ It adds highly concentrated fuel sources to WUI areas such as structures built of and containing a variety of combustible materials, propane tanks, vehicular fuel tanks, wood piles, and landscaping trees/shrubbery
- ◆ Human activity is a prime ignition source for wildfires and adding residents to WUI areas increases the risk that fires will be initiated
- ◆ Electric power lines serving residences add to the risk that the electric distribution system will initiate wildfires

Compared to residential development in high density areas, each new house built in WUI areas adds disproportionately to the costs associated with wildfire prevention and suppression and the losses incurred as a result of wildfires. Furthermore, more residences in WUI areas add more physical and organizational impediments to implementing measures to reduce the

risk of fires and to efforts to control fires once started. Overall, development in WUI areas increases the cost of government services.

In short, new residential development in WUI areas does not advance the goal of reducing wildfire risk.

Wildfire risk associated with new residential development in WUI areas can be reduced by ensuring that structures are hardened, defensible space is maintained around structures, and concentrated fuel sources such as propane tanks and woodpiles are avoided.

➤ **What government can do:**

- ❑ **Promote solar/storage systems (sometimes called “microgrids”), where applicable, in new and existing residences in WUI areas as complete energy supply solutions as a substitute for propane and extensions to and connections to the electric grid**
- ❑ **Explore mechanisms whereby property owners in high fire risk areas who have decided they do not want to rebuild burned down houses can dispose of the land in such a way that a new residence is not built on the site provided that the property is not within a residential development and due to size, proximity to other undeveloped land, or other characteristics, promotes other goals outlined in these recommendations.**
- ❑ **Advocate for use of resources such as the Agricultural Preservation and Open Space program to acquire properties in high fire risk zones to facilitate managing such properties in a manner so as to reduce fire risk**

#### **REPRESENT COUNTY’S INTERESTS WITH RESPECT TO PG&E’S SYSTEM IMPROVEMENT PROGRAM**

The Wildfire Safety Division (“WSD”) of the CPUC was set up in June of 2020 “to ensure electric utilities are taking effective actions to reduce utility-related fire risk”. The Division develops criteria for assessing the wildfire risk mitigation plans of the electric utilities and evaluating how effective utilities are in implementing the plans.

Given the history of PG&E’s equipment initiating major fires and the disruption to daily life and business that PSPS events have on the residents and businesses in the region, the County has an strong interest in seeing that PG&E’s efforts to harden its transmission and distribution system and upgrade its control/management systems are performed as quickly and as effectively as possible.

➤ **What government can do:**

- ❑ **Monitor and comment on, as appropriate, the WSD’s oversight of PG&E’s efforts to update and upgrade its systems to represent the interests of the County’s residents in seeing that PG&E’s work is performed in a manner that most effectively reduces risks as rapidly as possible.**

## Background information

Background information on the various topics discussed in this paper can be found in the following sources:

- 1) EB Alive, *Guidance for Recovery and Resiliency Planning in Sonoma County Forest Ecosystems*, Report prepared for the Sonoma county Office of Recovery and Resiliency
- 2) California Council on Science and Technology, *The Costs of Wildfire in California*, October 2020  
<https://ccst.us/wp-content/uploads/The-Costs-of-Wildfire-in-California-FULL-REPORT.pdf>
- 3) *Timber Harvesting on Federal Lands*, Congressional Research Service, R45688, April 12, 2019  
<https://crsreports.congress.gov>
- 4) Malcolm North, Brandon M. Collins, and Scott Stephens, *Using Fire to Increase the Scale, Benefits, and Future Maintenance of Fuels Treatments*, Journal of Forestry, October/November 2012, 110(7):392-401  
<http://dx.doi.org/10.5849/jof.12-021>
- 5) Eric Westervelt, *Experts To Western States: Time To Finally Fight Wildfires With More Fire*, NPR, October 27, 2020  
<https://www.npr.org/2020/10/27/927901189/experts-to-western-states-time-to-finally-fight-wildfires-with-more-fire>
- 6) *Grazing*, University of California Cooperative Extension information bulletin,  
<https://ucanr.edu/sites/fire/Prepare/Treatment/Grazing/#:~:text=Livestock%20grazing%20reduces%20fire%20fuels,which%20can%20pose%20fire%20hazards>
- 7) Felix Ratcliff, Devii Rao, Sheila Barry, Luke Macaulay, Royce Larsen, Matthew Shapero, Shane Dewees, Max Moritz, Rowan Peterson, and Larry Forero, *Benefits of Cattle Grazing for Reducing Fire Fuels and Fire Hazard*, Agriculture and Natural Resources, University of California , August 31, 2020  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=43533>
- 8) Heather Anu Kramer, Miranda H. Mockrin, Patricia M. Alexandre, Volker C. Radeloff, *High wildfire damage in interface communities in California*, International Journal of Wildland Fire, 2019, 28, 641-650  
[https://www.fs.fed.us/nrs/pubs/jrnl/2019/nrs\\_2019\\_kramer\\_001.pdf](https://www.fs.fed.us/nrs/pubs/jrnl/2019/nrs_2019_kramer_001.pdf)

**From:** [Carol Skold](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Goal Setting  
**Date:** Tuesday, February 16, 2021 1:24:50 PM

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As a Volunteer at Luther Burbank Home & Gardens for 20 years and a current Board Member I am very concerned about the condition of the roofs on both the Home and the Carriage House. At the CIP committee meeting March 13, 2014, which was attended by Mark Armstrong, and Lisa Grant (City staff), it was stated that "both roofs will be incorporated into Recreation and Parks 2015-2016 Fiscal Year Plan". We knew it would be an extended process when we put re-roof the Home, Carriage House and Seed House on our list of Goals for 2015. Funding was granted for this project by City Council about this time. Due to personnel changes and revision of the Bid process the project did not move forward until August 2019 when it was announced that Treanor HL was given the contract to do the design work on the roofs. They were to begin work March of 2020 when Covid 19 protocols went into effect and the work was not done until mid-June, about the time the funding for the project was removed. They did their inspection and it is my understanding that they did a report.

When the Home was constructed in 1875 the lath and plaster method was used. Water damage from a roof leak would be very damaging to this type of construction. The Home contains irreplaceable archival items as well as furnishings that belonged to the Burbank family. The cupola and roof on the Carriage House shows rot and damage visible from the ground. This building contains our Office, reports/records and electronic equipment on the upper floor and the ground floor houses our Museum and Gift Shop. Water damage here would be very expensive to repair/replace.

I would encourage the Council to return the funding for roof replacement now so that the project can move forward soon. This site with its structures was entrusted by Mrs. Burbank to the City of Santa Rosa for its maintenance and preservation. The Home & Gardens are visited annually by thousands of guests from all over the world, plus the citizens and school children of Santa Rosa and Sonoma County. Please don't let this National, State and Local Historic Landmark go the way of the Carrillo Adobe and Hoag House. The Luther Burbank Home & Gardens are a valuable part of the history and heritage of Santa Rosa. Please preserve it.

A concerned citizen, Carol Skold

**CAROL**

**From:** [Beth Aldridge](#)  
**To:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Two items  
**Date:** Tuesday, February 16, 2021 2:07:40 PM

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Good Afternoon,

As your constituent, I am writing in regards to two items:

1. Resolution regarding AAPI community
2. Bennett Valley Golf Course

Attached you will find a resolution template that has been used by other Bay Area communities in response to the hate crimes being perpetrated against Asian Americans. This link ( <https://www.cbsnews.com/news/anti-asian-american-hate-incidents-up-racism/> ) shows that unfortunately, hate crimes have increased dramatically in response to the COVID pandemic. While this may not be the case yet in Santa Rosa, I don't think it would hurt to pre-emptively show your support by issuing a city proclamation.

[https://docs.google.com/document/d/1PHoeyPLJ\\_dGTuxlhWgDEJseqvYGcEemPtc3eaHws0dE/edit?ts=602c3bb1](https://docs.google.com/document/d/1PHoeyPLJ_dGTuxlhWgDEJseqvYGcEemPtc3eaHws0dE/edit?ts=602c3bb1)

Secondly, as a resident of Bennett Valley I would like to address the golf course issue. I have seen multiple social media posts by my neighbors asking that the golf course be saved because it is a "green space." While some of their other arguments may make sense (proximity to recent wildfire locations), golf courses are often environmental disasters. Not only do they routinely use excessive amounts of water, they also can be heavily reliant on chemical fertilizers and pesticides. Because of climate change and droughts, there may be better ways to steward the land. I am also seeing the same type of NIMBYism that was present when SAY repurposed Warrack Hospital. Some of my neighbors just don't want any change, especially the addition of "others" in Bennett Valley. They love this area just the way it is, and they think that allowing others to enjoy it will make their experience worse. While I prefer the addition of infill housing, I am not opposed to SR considering converting the golf course to low or moderate income housing or other uses.

Thank you for your consideration.

Sincerely,

Beth Aldridge  


**From:** [Ellen Bailey](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] The Climate Crisis  
**Date:** Tuesday, February 16, 2021 2:29:52 PM

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**It is essential to recognize that the climate crisis has far reaching effects on all of the serious issues that face our community. The Fires are the most obvious. As a direct result of the climate crisis the Fires have had an undeniable impact on homelessness, affordable housing, our ability to respond to the impacts of COVID and our regional air quality. Please, make the climate crisis the highest priority. In addition, all decisions need to be assessed for how they impact the climate crisis. Thank you.  
Ellen Bailey**

**From:** [Mai Love](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] "Un-safe" parking program - Homeless Services  
**Date:** Tuesday, February 16, 2021 2:44:09 PM

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Hello City Council Members,

As a mother of a senior and a freshman at Maria Carillo High School, I was horrified and appalled to learn that City Staff are considering a "safe parking" location for the homeless next to Maria Carillo High School. My son also plays soccer at the fields at Rincon Valley Park and there are times when they both have to use the library to check out books. We moved back to our re-built home in Coffey Park and were suprised to see the homeless encampment on Indutrial Drive. I drove with my daughter down there recently and saw RV's, tents, furniture, cars parked in the middle of the road blocking traffic, and trash all over the area. I understand that homelessness is a serious issue but placing them next to a high school is very unsettling.

The past 3 years our children have been through so much. Us along with so many others have lost their home in the 2017 fires, have missed school due to power shut downs and are now struggling with online school due to COVID. They do not need to worry about being unsafe at their school once school re-opens again.

PLEASE DO NOT APPROVE THE RINCON VALLEY LIBRARY AS A SAFE-PARKING SITE.

Thank you,  
Mai Love  
Coffey Park Resident

**From:** [Kim Agrella](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Save Bennett Valley Golf Course  
**Date:** Tuesday, February 16, 2021 2:57:01 PM

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February 16, 2021

Dear SR City Council Member,

My name is Kim Agrella and I am writing to you to express my concern over closing Bennett Valley Golf Course. As a lifelong resident of Santa Rosa, I believe Bennett Valley Golf Course is one of the best facilities available for outdoor recreation. As a golfer, I can attest to the excellent experience I have had and continue to have each time I play this well managed course. Even though I now live in Oakmont, I still am a member of the Bennett Valley Women's Golf League.

During this pandemic, golf is one of the few sports people have been able to play and stay safely six feet apart. Although golf play in general declined in recent years, during this pandemic it has greatly expanded and I believe many people that took up the sport, or came back to the sport, will continue to play.

During the COVID lock-down restaurants suffered greatly, including Legends at Bennett Valley. However, once restaurants can fully re-open and people once again feel safe in dining out, this facility should be able to be quite profitable under the correct management. It is a great location for events, which are generally money makers, and the bar and outdoor dining are great assets to the golf course as well. The more opportunities for activities, beautiful greenery, and open space, the more appealing a community is. Building housing over such assets would be a terrible shame. Surely there are other locations better suited to building affordable housing. Thank you for your consideration in rethinking the fate of the Bennett Valley Golf Course.

Kim Agrella

**From:** [Diane Erkkila](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Goal Setting  
**Date:** Tuesday, February 16, 2021 3:22:34 PM

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I hope you will consider using a portion of the PGE money to reroof the buildings at Luther Burbank Home and Gardens. It is such an historical gem and welcomes visitors from all over the country and around the world, as well as students throughout the county. We cannot afford to lose it. Thank you for your consideration.

Diane Erkkila, Santa Rosa, Ca.

**From:** [Michael Von der Porten](#)  
**To:** [City Council Public Comments](#); [Schwedhelm, Tom](#)  
**Subject:** [EXTERNAL] Funding allocations  
**Date:** Tuesday, February 16, 2021 3:40:01 PM

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## Members of the City Council:

We recognize that the recent emergencies have forced the City to divert funds from "normal" activities such as parks and heritage protection.

With the receipt of one-time funds, I would request that a small portion be allocated to the preservation of the one historic site which the City -- and hundreds of volunteers -- have maintained and made available to the public (even on a limited basis these days) -- the Luther Burbank Home & Gardens.

As you know, the roof is in need of attention. That roof is key to the protection of the building and the archives stored there.

Best of luck in your deliberations,

Mike

Michael Von der Porten



**From:** [Beni Merlin](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] GOAL SETTING: TRL Needed for Youth  
**Date:** Tuesday, February 16, 2021 4:19:03 PM  
**Importance:** High

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Dear Santa Rosa City Council,

We are the students of Project TRUE at Roseland University Prep School. Project TRUE stands for Teens R U Educated, and our mission is to educate our generation about the effects of drugs and alcohol. We are writing to you today because we are concerned about the huge rise of youth vaping use in our community. As High School students, we are worried about our peers making choices that will negatively affect their health. We see vaping portrayed on social media, in TV/movies, and students often use vape devices on school campuses as well. We are concerned about kids using vapes as young as elementary school, especially because studies have shown that nicotine can have negative effects on the developing brain. Companies manipulate young people to try vaping with candy flavored e-cig liquid and marketing catered to youth. A Tobacco Retail License can make a big difference in preventing the use of these products and delay the use of these products by young people.

Sincerely,

The Students of Project T.R.U.E

**From:** [Ellen Bailey](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Cc:** [McGlynn, Sean](#)  
**Subject:** [EXTERNAL] Measure O, Public Safety Sales Tax - due to SUNSET  
**Date:** Tuesday, February 16, 2021 4:17:50 PM  
**Attachments:** [FY 2019-20 Measure O Annual Report.pdf](#)

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The Measure O, Public Safety Sales Tax measure is due to **sunset** in 2025. This measure provides critical supplemental services for the Police Dept., the Fire Dept. and the Violence Prevention Partnership. As we get closer to that 2025 deadline there is a plan in place to spend down reserve funds and projected funding to reach "0" by 2025. **Current services and positions will begin to be impacted in the 2021-2022 fiscal year.**

The services provided by Measure O are far reaching and losing them would have a negative impact on the community.

Please, prioritize protecting these services in this next fiscal year.

I've attached the most recent Measure O Annual Report for your information.

Thank you,  
Ellen Bailey, Chair  
Measure O, Citizen Oversight Committee

# FY 2019-20

## Measure O Annual Report



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**MEASURE O CITIZENS OVERSIGHT COMMITTEE  
FY 2019-20 ANNUAL REPORT**

Ellen Bailey, Chair

Manza Atkinson

Magdalena McQuilla

Evette Minor

Danica Rodarmel

Mark Stapp

Jim Wieschendorff

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# MEASURE O BACKGROUND

On August 3, 2004, the Santa Rosa City Council adopted Ordinance No. 3680 adding Chapter 3-26 to the Santa Rosa City Municipal Code, imposing a special transactions and use tax which was subsequently approved by over two-thirds of Santa Rosa voters in the November 2004 election. The special tax measure, known as Measure O, increased sales tax by a quarter percent to fund specific Police, Fire, and Gang Prevention/Intervention programs, as set forth in the Ordinance.

The tax increase became effective on April 1, 2005, with initial revenue received in June 2005. It was estimated that annual revenue generated by this tax would be in excess of \$7 million, with an allocation of 40% to fund Police services; 40% to fund Fire services; and 20% to fund Gang Prevention/Intervention programs as required by the Ordinance. Three separate funds have been established to track the revenue and expenditures by function, with any unspent revenue remaining in its respective fund.

Measure O funding is to be used to provide enhanced services according to the Implementation Plan established by the City Council. The Plan provides funding for a variety of enhanced services benefitting the community, including: additional Fire and Police department personnel and equipment; interim and permanent fire stations in various locations throughout the city; and various gang prevention/intervention and youth programs.

Measure O has restrictions in place that safeguard the uses of the revenue and are consistent with the intent of the City's ordinance. At adoption, the Measure set a baseline for Police, Fire, and Gang Prevention Program General Fund budgets ensuring they do not fall below FY 2004-05 totals, adjusted annually by CPI. In November 2016, the voters approved a new baseline calculation based on each program's percentage of the current fiscal year's Total General Fund Budgeted Expenditures. The baseline percentages are 34.3% for Police, 23.7% for Fire, and 0.4% for the Gang Prevention Program. This means that if the City were to reduce any of the General Fund budgets for Police, Fire, or Gang Prevention Programs below their baseline percentage level, the City Council must approve those reduced budgets with six affirmative votes.

If the City's economic condition were truly dire, the City Council could, with six affirmative votes, declare a fiscal emergency and then alter the Implementation Plan to allow Measure O funds to be used for Police, Fire, and Gang Prevention Programs that would normally be funded in the General Fund baseline amounts.

A seven-member Citizen Oversight Committee, appointed by the City Council, ensures the proper use of Measure O funds. The Committee's mission is to make certain that all revenues received are spent only on permissible uses according to the Council adopted Implementation Plan, which are further defined in the ordinance establishing the special tax. The Citizen Oversight Committee reviews Measure O proposed expenditures prior to the City Council budget hearings and reports to the City Council on the use of the previous year's funds each fall.

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# MEASURE O ANNUAL REPORT OVERVIEW

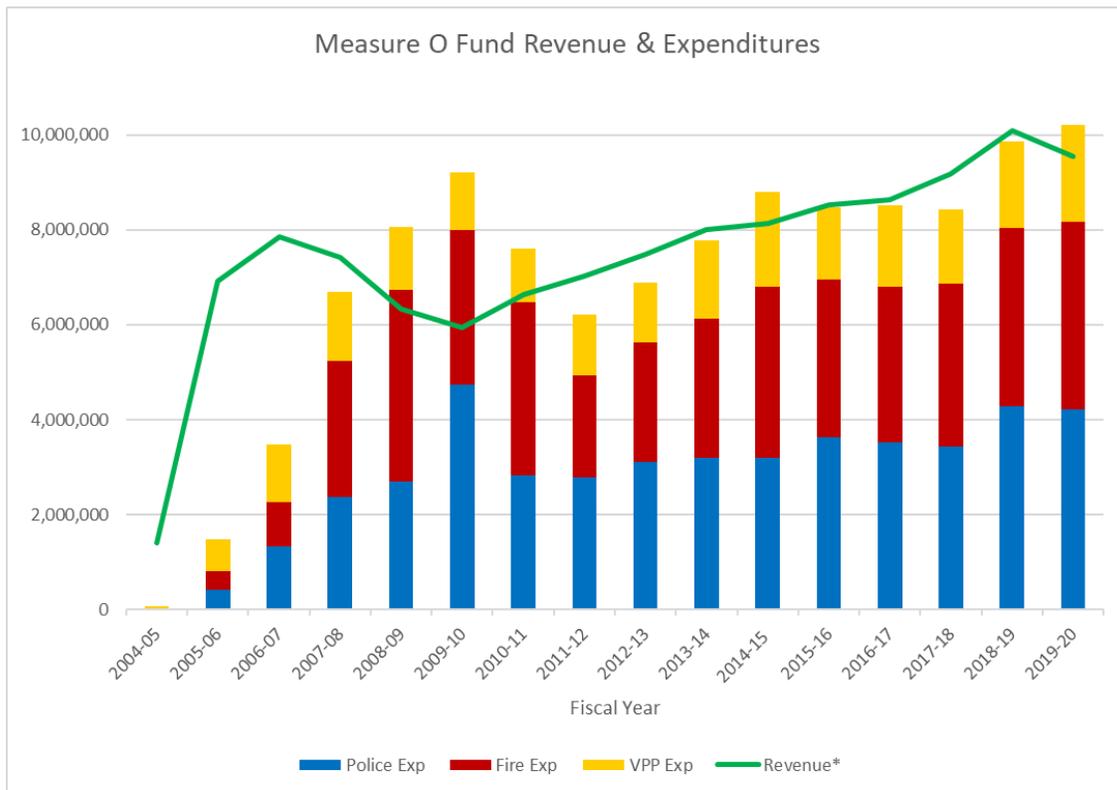
The Measure O Annual report provides a year end summary of the three Measure O Funds and the accomplishments funded with Measure O funds – Police, Fire, and Violence Prevention Programs. In addition, fund balance and expenditure detail schedules are shown for all fiscal years since the inception in FY 2004-05. Because the Annual Report features actual accounts of programs, statistics and expenditures for the prior fiscal year, the data is typically available late September. Presentations to the Measure O Citizen Oversight Committee and the City Council take place in the last four months of the calendar year.

## MEASURE O REVENUE AND EXPENDITURES

Revenue for FY 2019-20 decreased at a rate of 5.4% over last fiscal year. This was the first decrease since FY 2009-10; sales tax revenue has grown annually thereafter. The overall rise in revenue has allowed the Measure O programs to keep pace with increases in expenditures over the years and amassed adequate fund balanced to sustain a small revenue downturn.

Measure O revenue and expenditures since inception are shown in the charts to the right and below.

Fiscal Year	Revenue	Expenditures
2004-05	\$1,411,357	\$64,641
2005-06	\$6,915,703	\$1,491,802
2006-07	\$7,864,900	\$3,484,969
2007-08	\$7,425,625	\$6,693,820
2008-09	\$6,343,614	\$8,060,102
2009-10	\$5,944,255	\$9,216,167
2010-11	\$6,637,650	\$7,602,690
2011-12	\$7,037,140	\$6,213,592
2012-13	\$7,476,159	\$6,898,922
2013-14	\$8,008,874	\$7,774,192
2014-15	\$8,144,862	\$8,791,154
2015-16	\$8,529,429	\$8,481,553
2016-17	\$8,643,959	\$8,524,357
2017-18	\$9,181,738	\$8,427,147
2018-19	\$10,097,481	\$9,870,093
2019-20	\$9,551,446	\$10,202,985



\*Sales Tax Revenue only

Sales tax revenue has grown steadily since its low point in FY 2009-10 as a result of the Great Recession. FY 2019-20 sales tax revenue totaled \$9.6M, the first downturn in a decade. The drop in revenue mostly occurred in the last quarter of FY 2019-20 when the COVID-19 pandemic struck. The City continues to forecast revenue cautiously in this area with the unknowns of the pandemic's effect on future economic conditions.

## **FUND STRUCTURE AND BALANCES**

The three Measure O programs are funded through Special Revenue funds – not the City's General Fund. As such, the funds have segregated revenues and expenditures specific to their program, and these funds cannot be intermingled with any other fund. This means that the Measure O Police programs, for example, are contained within their own fund in the City's accounting system. Revenue equaling 40% of total Measure O revenue (pursuant to the funding formula in the Ordinance) is segregated within this fund, as are expenditures specific to the Measure O Police operations in the approved Implementation Plan. Appropriations not spent or encumbered at the end of the year, and/or revenue received in excess of initial revenue projections go into fund balance at the end of the year.

In the Measure O ordinance, Section 3-26.120 (G) of the City Municipal Code establishes baseline funding for Police, Fire, and Gang Prevention and Youth Programs within the General Fund. The original baseline set forth in the ordinance is the program budget totals for FY 2004-05, adjusted annually by the annual percentage change in CPI. In November 2016, the voters approved a new baseline calculation based on each program's percentage of the current fiscal year's Total General Fund Budgeted Expenditures. The baseline percentages are 34.3% for Police, 23.7% for Fire, and 0.4% for the Gang Prevention Program. If any of these General Fund budgets are proposed at levels below the established baseline, the Council must approve that budget with six affirmative votes. It should be noted, however, that the baseline funding, while mandated by the Measure O ordinance, is actually a General Fund obligation. Whether the Council decides to approve or disapprove General Fund Police, Fire or Gang Prevention and Youth Program budgets below calculated baseline funding requirements, their Measure O programs are not affected.

City staff monitors these funds and forecasts their fund balance for future years. This monitoring serves as a tool for planning budgets, and helps guard against a fund ending the year with a negative fund balance.

When the City Council declared a Fiscal Crisis for FY 2009-10 and FY 2010-11 as a result of the Great Recession, they gave their approval under a specific provision in the Measure O Ordinance to draw down Measure O fund balance to fund General Fund operations. This was a temporary measure, yet the act significantly affected the fund balance of all three funds. Since that time, however, the rebound in sales tax revenue has allowed fund balances to stabilize.

## **IMPLEMENTATION PLAN**

In November 2015, the City Council approved the first multi-year Measure O Implementation Plan covering the remaining years of the tax as authorized by the voters. This Implementation Plan projects revenues for each program and identifies the proposed expenditures to be paid using Measure O funds. Each year, City staff updates the Implementation Plan to convert projections to actual amounts, projecting revenues and budgeted expenditures and revisiting the assumptions for future years revenue and expenditure growth based on actual experience in the prior year. The Measure O Oversight Committee reviews the updated Implementation Plan and makes recommendations to Council for approval.

**MEASURE O FUND BALANCE SUMMARY  
INCEPTION THROUGH FISCAL YEAR 2019-20**

**POLICE**

	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	
<b>BEGINNING FUND BALANCE</b>	-	(100,489)	1,224,543	3,135,746	3,893,638	3,862,323	1,549,578	1,376,130	
Sales Tax Revenue	564,543	2,766,281	3,145,960	2,970,250	2,537,446	2,377,702	2,655,060	2,814,856	
Revenue to Fund Fire Cuts	(628,900)	(1,058,199)	-	-	-	-	-	-	
Other Revenue	-	27,714	103,593	165,417	135,492	57,278	(5,956)	3,469	
<b>Total Revenue</b>	<b>(64,357)</b>	<b>1,735,796</b>	<b>3,249,553</b>	<b>3,135,667</b>	<b>2,672,938</b>	<b>2,434,980</b>	<b>2,649,104</b>	<b>2,818,325</b>	
Expenditures	(36,132)	(410,764)	(1,338,350)	(2,377,775)	(2,704,253)	(4,747,725)	(2,822,552)	(2,791,682)	
<b>ENDING FUND BALANCE</b>	<b>(100,489)</b>	<b>1,224,543</b>	<b>3,135,746</b>	<b>3,893,638</b>	<b>3,862,323</b>	<b>1,549,578</b>	<b>1,376,130</b>	<b>1,402,773</b>	
	<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>	<u>2019-20</u>	<u>Total</u>
<b>BEGINNING FUND BALANCE</b>	1,402,773	1,290,523	1,309,878	1,387,323	1,185,820	1,121,199	1,352,831	1,138,458	-
Sales Tax Revenue	2,990,464	3,203,550	3,257,945	3,411,772	3,457,584	3,672,695	4,038,993	3,820,578	47,685,679
Revenue to Fund Fire Cuts	-	-	-	-	-	-	-	-	(1,687,099)
Other Revenue	10,425	23,578	9,345	15,178	5,794	4,503	29,253	4,012	589,094
<b>Total Revenue</b>	<b>3,000,889</b>	<b>3,227,128</b>	<b>3,267,290</b>	<b>3,426,949</b>	<b>3,463,377</b>	<b>3,677,198</b>	<b>4,068,246</b>	<b>3,824,591</b>	<b>46,587,674</b>
Expenditures	(3,113,139)	(3,207,773)	(3,189,845)	(3,628,452)	(3,527,999)	(3,445,565)	(4,282,619)	(4,206,861)	(45,831,486)
<b>ENDING FUND BALANCE</b>	<b>1,290,523</b>	<b>1,309,878</b>	<b>1,387,323</b>	<b>1,185,820</b>	<b>1,121,199</b>	<b>1,352,831</b>	<b>1,138,458</b>	<b>756,187</b>	<b>756,187</b>

\*FY 2019-20 amounts are unaudited

**MEASURE O FUND BALANCE SUMMARY  
INCEPTION THROUGH FISCAL YEAR 2019-20**

**FIRE**

	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	
<b>BEGINNING FUND BALANCE</b>	-	(64,357)	1,267,967	3,719,810	4,124,806	2,810,701	1,986,034	1,003,134	
Sales Tax Revenue	564,543	2,766,281	3,145,960	2,970,250	2,537,446	2,377,702	2,655,060	2,814,856	
Revenue to Fund Fire Cuts	(628,900)	(1,058,199)							
Other Revenue	-	29,117	225,706	296,948	190,057	43,194	8,026	6,315	
<b>Total Revenue</b>	<b>(64,357)</b>	<b>1,737,199</b>	<b>3,371,666</b>	<b>3,267,198</b>	<b>2,727,503</b>	<b>2,420,896</b>	<b>2,663,086</b>	<b>2,821,171</b>	
Expenditures	-	(404,875)	(919,823)	(2,862,202)	(4,041,608)	(3,245,563)	(3,645,986)	(2,137,639)	
<b>ENDING FUND BALANCE</b>	<b>(64,357)</b>	<b>1,267,967</b>	<b>3,719,810</b>	<b>4,124,806</b>	<b>2,810,701</b>	<b>1,986,034</b>	<b>1,003,134</b>	<b>1,686,666</b>	
	<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>	<u>2019-20</u>	<u>Total</u>
<b>BEGINNING FUND BALANCE</b>	1,686,666	2,163,984	2,458,854	2,126,191	2,245,568	2,446,436	2,697,319	3,121,238	-
Sales Tax Revenue	2,990,464	3,203,550	3,257,945	3,411,772	3,457,584	3,672,695	4,038,992	3,820,578	47,685,678
Revenue to Fund Fire Cuts									(1,687,099)
Other Revenue	7,326	9,617	11,445	23,311	6,105	8,568	148,058	118,254	1,132,047
<b>Total Revenue</b>	<b>2,997,790</b>	<b>3,213,167</b>	<b>3,269,390</b>	<b>3,435,083</b>	<b>3,463,689</b>	<b>3,681,263</b>	<b>4,187,050</b>	<b>3,938,832</b>	<b>47,130,626</b>
Expenditures	(2,520,472)	(2,918,297)	(3,602,053)	(3,315,705)	(3,262,821)	(3,430,380)	(3,763,131)	(3,962,525)	(44,033,080)
<b>ENDING FUND BALANCE</b>	<b>2,163,984</b>	<b>2,458,854</b>	<b>2,126,191</b>	<b>2,245,568</b>	<b>2,446,436</b>	<b>2,697,319</b>	<b>3,121,238</b>	<b>3,097,545</b>	<b>3,097,545</b>

\*FY 2019-20 amounts are unaudited

**MEASURE O FUND BALANCE SUMMARY  
INCEPTION THROUGH FISCAL YEAR 2019-20**

**VIOLENCE PREVENTION**

	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
<b>BEGINNING FUND BALANCE</b>	-	(60,688)	124,056	485,957	533,038	493,020	462,707	660,367
Sales Tax Revenue	282,271	1,383,141	1,572,980	1,485,125	1,268,722	1,188,851	1,327,530	1,407,428
Revenue to Fund Fire Cuts	(314,450)	(529,100)	-	-	-	-	-	-
Other Revenue	-	6,866	15,717	15,799	5,501	3,715	4,282	5,270
<b>Total Revenue</b>	<b>(32,179)</b>	<b>860,907</b>	<b>1,588,697</b>	<b>1,500,924</b>	<b>1,274,223</b>	<b>1,192,566</b>	<b>1,331,812</b>	<b>1,412,698</b>
Expenditures	(28,509)	(676,163)	(1,226,796)	(1,453,843)	(1,314,241)	(1,222,879)	(1,134,152)	(1,284,271)
<b>ENDING FUND BALANCE</b>	<b>(60,688)</b>	<b>124,056</b>	<b>485,957</b>	<b>533,038</b>	<b>493,020</b>	<b>462,707</b>	<b>660,367</b>	<b>788,794</b>
	<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>	<u>2019-20</u>
<b>BEGINNING FUND BALANCE</b>	788,794	1,022,069	979,593	612,794	794,963	805,264	1,111,855	1,362,307
Sales Tax Revenue	1,495,231	1,601,775	1,628,972	1,705,886	1,728,792	1,836,348	2,019,496	1,910,289
Revenue to Fund Fire Cuts	-	-	-	-	-	-	-	-
Other Revenue	3,355	3,871	3,485	13,679	15,046	21,446	55,299	53,637
<b>Total Revenue</b>	<b>1,498,586</b>	<b>1,605,646</b>	<b>1,632,457</b>	<b>1,719,565</b>	<b>1,743,838</b>	<b>1,857,794</b>	<b>2,074,795</b>	<b>1,963,926</b>
Expenditures	(1,265,311)	(1,648,122)	(1,999,256)	(1,537,396)	(1,733,537)	(1,551,202)	(1,824,343)	(2,033,599)
Encumbrances	-	-	-	-	-	-	-	(294,234)
<b>ENDING FUND BALANCE</b>	<b>1,022,069</b>	<b>979,593</b>	<b>612,794</b>	<b>794,963</b>	<b>805,264</b>	<b>1,111,855</b>	<b>1,362,307</b>	<b>998,400</b>
	<u>Total</u>							
<b>BEGINNING FUND BALANCE</b>								-
Sales Tax Revenue								23,842,837
Revenue to Fund Fire Cuts								(843,550)
Other Revenue								226,968
<b>Total Revenue</b>								<b>23,226,254</b>
Expenditures								(21,933,620)
Encumbrances								(294,234)
<b>ENDING FUND BALANCE</b>								<b>998,400</b>

\*FY 2019-20 amounts are unaudited

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# POLICE DEPARTMENT

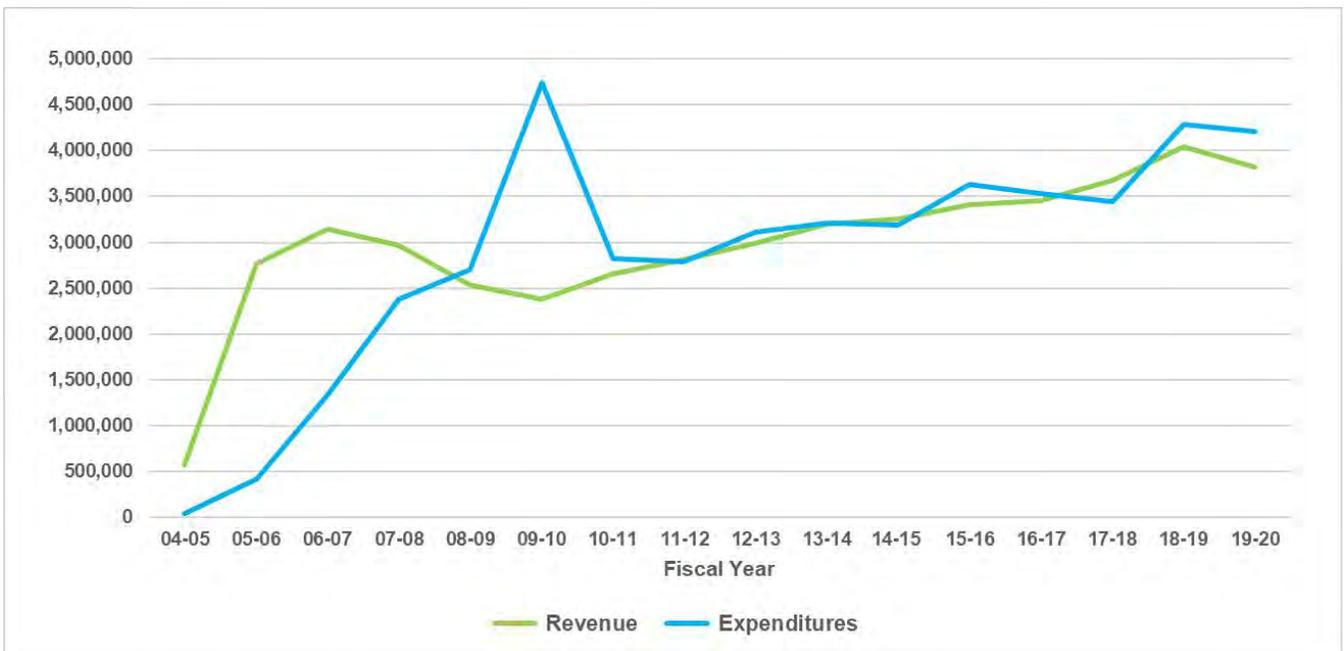


# POLICE DEPARTMENT MEASURE O ANNUAL PROGRAM ACCOMPLISHMENTS

## FISCAL OVERVIEW

FY 2019-20 Measure O Police revenues were \$3,824,591 including sales taxes, interest, and other revenues, which represents a -6.0% decrease from the previous fiscal year. The decrease in revenue can be explained by the COVID-19 pandemic, which took place in the last quarter of the fiscal year, adversely affecting sales tax. Expenditures were \$4,206,861, or a -1.8% decrease from the previous fiscal year. The expenditure decrease is due in part to a one-time allocation of fund reserves in FY 2018-19 of \$390,282 for the Police Department’s radio infrastructure upgrade, which was not required in FY 2019-20. Other major expenditures for FY 2019-20 were Salaries and Benefits of \$4.0M, Administration of \$112K, and Services and Supplies expenses, including vehicles, of \$135K. For detailed expenditure information, please refer to the last page of this section.

Measure O Police program revenue and expenditures since inception are shown below:



The Police Department’s Measure O funds are used to enhance police patrol services, assist in responding to local emergencies such as the Kincade Fire and COVID, staff the School Resource Officer program and enhance traffic enforcement, and the downtown patrols of railroad square, Prince Memorial Greenway, SMART railway, and surrounding areas. Additionally, the funds provide two positions in support services. In FY 2019-20, Measure O funds were used to fund nineteen (19) positions identified in the table to the right.

Position Title	# of Positions
Field & Evidence Technician	2
Police Technician	1
Community Service Officer	1
Communication Supervisor	1
Police Lieutenant (Patrol)	1
Police Sergeant (DET)	1
Police Officer (SRO)	5
Police Officer (Patrol)	3
Police Officer (DET)	2
Police Officer (Motorcycle)	2
<b>Total</b>	<b>19</b>

\* Downtown Enforcement Team (DET)

## **PATROL**

The Measure O patrol services program funds 12 staff positions: 5 School Resource Officers, 3 Police Patrol Officers, 1 Police Lieutenant, and 2 Field and Evidence Technicians and 1 Community Service Officer.

The School Resource officers work in partnership with the Santa Rosa City School District and are assigned to the high schools and middle schools. They are an integral part of the schools and provide communication between staff, students, parents, and the Police Department. They also take on the role of teachers, educating both staff and students on various topics, including drug awareness, gangs, juvenile laws, court procedures, teen alcohol abuse, self-esteem and peer pressure.

The Patrol Officers are assigned for a six-month rotation within all patrol teams. In FY 2019-20, the Measure O funded Patrol Officers made 72 felony arrests, 266 misdemeanor arrests, issued 129 traffic citations, responded to a total of 4,839 calls for service, and had 1,873 “officer initiated,” proactive enforcement incidents.

Supporting the patrol officers and detectives are a Community Resource Officer and Field and Evidence Technicians (FET) funded by Measure O. Their duties include:

- Crime scene processing for all types of crimes, including murder, felony assaults, and other significant crimes, as well as preparing the reports.
- Responding to traffic collisions and preparing traffic accident reports.
- Crime Reports where the suspect is not present nor is arrest imminent.
- Conducting vehicle abatement.
- Providing testimony in court.
- Fingerprinting living, comatose, and deceased persons.

Police Field and Evidence Technicians handle traffic accidents and "cold" crime reports, keeping police officers available to patrol neighborhoods and take emergency calls. The two Measure O funded FETs issued 2 citations, responded to 2,967 calls for service and had 3,444 “self-initiated” proactive events.

## **TRAFFIC**

The Traffic Bureau has two Motorcycle Officer positions funded by Measure O. Motorcycle Officers are primarily responsible for enforcing traffic laws; their mobility makes them an effective enforcement tool and allows them to operate in areas of congestion and address high collision and complaint areas throughout Santa Rosa. In FY 2019-20, the two Measure O Traffic Officers made 21 misdemeanor arrests, issued 242 citations, responded to 146 calls for service, and had 327 “officer initiated” incidents.

## **DOWNTOWN ENFORCEMENT TEAM**

The Downtown Enforcement Team (DET) is comprised of one Sergeant and two Police Officers funded by Measure O along with four Police Officers funded by the City’s General Fund. The DET patrols in cars, on electric dual-sport motorcycles, and on foot. They are located adjacent to the Santa Rosa Transit Mall to provide greater visibility and accessibility in the downtown core. The DET is a versatile team that patrols the business districts and the Prince Memorial Greenway, Transit Mall, and the multi-use paths, including the Santa Rosa Creek Trail, Joe Rodota Trail, and the SMART railway. In addition to patrolling these areas, members of the DET act as liaisons to neighborhood groups such as the Juilliard Park Neighborhood Association, Burbank Gardens Neighborhood, and the Square and the West End Neighborhood Association.

DET Officers also maintain relationships with staff at the Santa Rosa Plaza, the Redwood Gospel Mission, Catholic Charities, and the City of Santa Rosa's Recreation & Parks, Housing & Community Services, and Transportation & Public Works Departments. Finally, the DET Sergeant attends the City Council Downtown and Homeless Subcommittee meetings to receive feedback from attendees and provide Council with updates on current law enforcement activities.

By addressing small issues and minor crimes as they occur, the DET prevents larger problems and patterns from developing. In FY 2019-20, the DET Officers funded by Measure O made 14 felony arrests, 125 misdemeanor arrests, issued 30 traffic citations, handled 852 calls for service and had 335 "officer-initiated" incidents.

## **SUPPORT SERVICES**

Measure O funds one Communications Supervisor and one Police Technician. The Measure O Communications Supervisor is one of three employees who oversee the Communications Bureau, commonly known as Dispatch. Dispatchers are often the first point of contact the public has with the Police Department; they triage and prioritize incoming calls for service and make referrals to other agencies when appropriate. They are also responsible for dispatching calls for service to field personnel, tracking the location of those field units, and monitoring all field personnel's safety in a 40-square-mile geographical area. By funding a supervisor position, the department can provide the necessary support and training for dispatchers.

One Police Technician, working in the Records Bureau, is funded with Measure O. The Police Technician performs a wide variety of technical tasks associated with the reception and support functions of the Police Department. Examples of duties include:

- Meeting with the public and providing information.
- Answering non-emergency telephones.
- Processing incident reports from the public.
- Data entry of reports and citations.
- Releasing a variety of reports to the public and various agencies.
- Approving department issued citations for vehicle violations.
- Signing off mechanical violation citations.
- Booking in and storing found property and evidence items.

**POLICE DEPARTMENT  
MEASURE O EXPENDITURES  
INCEPTION THROUGH FISCAL YEAR 2019-20**

	<u>FY 2004-05</u>	<u>FY 2005-06</u>	<u>FY 2006-07</u>	<u>FY 2007-08</u>	<u>FY 2008-09</u>	<u>FY 2009-10</u>
Salaries	-	70,244	565,602	984,288	1,260,513	2,957,644
Benefits	-	28,362	242,944	500,514	680,628	1,531,993
vehicles	36,132	180,918	178,821	368,499	376,613	-
vehicle equipment	-	60,997	116,020	189,533	153,164	-
fuel, vehicle repair, replacement	-	-	-	92,903	101,749	114,625
motorcycles & equipment	-	-	47,571	53,158	9,931	11,861
downtown station, equipment & ongoing lease	-	-	37,908	82,359	25,962	28,156
canine unit training & equipment	-	35,578	-	7,500	1,061	-
radar trailer and guns	-	11,190	24,883	3,929	-	-
digital cameras, recorders, licenses	-	8,251	56,734	20,008	8,764	-
radio infrastructure project	-	-	-	-	-	-
misc services & supplies	-	15,224	67,867	75,084	37,414	21,428
Administration (overhead)	-	-	-	-	48,454	82,018
<b>Total Annual Expenditures - Police</b>	<b>36,132</b>	<b>410,764</b>	<b>1,338,350</b>	<b>2,377,775</b>	<b>2,704,253</b>	<b>4,747,725</b>

	<u>FY 2010-11</u>	<u>FY 2011-12</u>	<u>FY 2012-13</u>	<u>FY 2013-14</u>	<u>FY 2014-15</u>	<u>FY 2015-16</u>
Salaries	1,663,220	1,584,382	1,787,866	1,922,777	1,842,881	2,122,406
Benefits	905,542	964,935	1,069,510	1,057,994	1,088,145	1,233,435
vehicles	-	-	-	-	-	-
vehicle equipment	5,969	-	-	-	-	-
fuel, vehicle repair, replacement	124,144	112,000	51,397	41,278	50,726	32,362
motorcycles & equipment	-	-	-	-	-	-
downtown station, equipment & ongoing lease	28,956	32,688	34,316	34,086	34,202	73,647
canine unit training & equipment	-	-	-	-	-	-
radar trailer and guns	-	-	-	-	-	-
digital cameras, recorders, licenses	-	-	-	-	-	-
radio infrastructure project	-	-	-	-	-	-
misc services & supplies	12,703	15,659	30,896	21,556	37,128	39,808
Administration (overhead)	82,018	82,018	139,155	130,082	131,368	120,975
<b>Total Annual Expenditures - Police</b>	<b>2,822,552</b>	<b>2,791,682</b>	<b>3,113,140</b>	<b>3,207,773</b>	<b>3,184,450</b>	<b>3,622,633</b>

	<u>FY 2016-17</u>	<u>FY 2017-18</u>	<u>FY 2018-19</u>	<u>FY 2019-20</u>	<u>Total</u>
Salaries	2,038,012	1,984,804	2,184,406	2,363,864	<b>25,332,910</b>
Benefits	1,270,673	1,237,948	1,454,964	1,595,265	<b>14,862,852</b>
vehicles	-	-	-	-	<b>1,140,983</b>
vehicle equipment	-	-	-	-	<b>525,683</b>
fuel, vehicle repair, replacement	58,035	72,889	69,571	60,410	<b>982,088</b>
motorcycles & equipment	-	-	-	-	<b>122,521</b>
downtown station, equipment & ongoing lease	11,064	11,011	22,569	23,347	<b>480,271</b>
canine unit training & equipment	-	-	-	-	<b>44,139</b>
radar trailer and guns	-	-	-	-	<b>40,002</b>
digital cameras, recorders, licenses	-	-	-	-	<b>93,757</b>
radio infrastructure project	-	-	390,282	-	<b>390,282</b>
misc services & supplies	34,805	34,365	40,812	51,502	<b>536,250</b>
Administration (overhead)	115,410	104,550	120,014	112,474	<b>1,268,536</b>
<b>Total Annual Expenditures - Police</b>	<b>3,527,999</b>	<b>3,445,565</b>	<b>4,282,619</b>	<b>4,206,861</b>	<b>45,820,273</b>

**Positions authorized at 6-30-20: (1) Police Lieutenant, (1) Police Sergeant, (12) Police Officers, (2) Field & Evidence Technicians, (1) Community Services Officer, (1) Communications Supervisor, (1) Police Technician**

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# FIRE DEPARTMENT

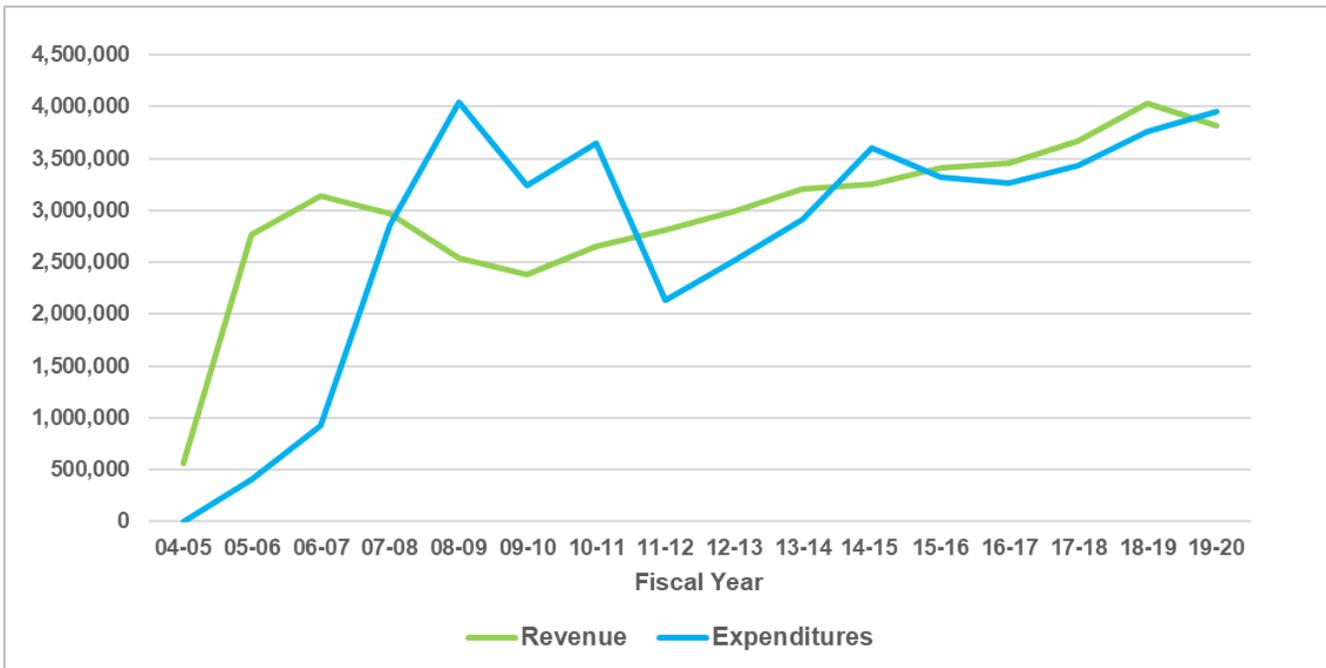


# FIRE DEPARTMENT MEASURE O ANNUAL PROGRAM ACCOMPLISHMENTS

## FISCAL OVERVIEW

FY 2019-20 Measure O Fire revenues were \$3,938,832 including sales taxes and interest revenue which represents a -5.9% decrease from the previous fiscal year. The decrease in revenue can be attributed to the COVID-19 pandemic which took place in the last quarter of the fiscal year, adversely affecting sales tax. Expenditures were \$3,962,525 for FY 2019-20 which was a 5.3% increase over the prior fiscal year. The major expenditures for FY 2019-20 were Salaries and Benefits of \$3.3M, Services and Supplies of \$140K, Administrative costs of \$112K and Capital Lease costs for the Fountain Grove Fire Station 5 of \$368K. For more detailed expenditure information, please refer to the last page of this section.

Measure O Fire program revenue and expenditures since the inception is shown below:



The Santa Rosa Fire Department's Measure O funds are designated for construction and strategic relocation of fire stations, hiring of additional firefighters to staff fire stations, deployment of additional paramedic units throughout the City, and purchase of specialized equipment for fire department use.

Since the inception of Measure O, revenues have enhanced fire and emergency services as follows:

- Staffing enhancements: Funds four FTE Captains, three FTE Engineers, and three FTE firefighters dedicated to training and emergency response.
- 25% funding of an Emergency Medical Services (EMS) Battalion Chief.
- Paramedic: 10% Paramedic incentive pay for six paramedics that provide advanced life support service for two truck companies.
- Construction: Built Stations 5, 10, and 11. Funding for the future relocation of Station 8 (Roseland) or funding for the future construction of Station 9 (Southeast). Funding for the replacement of portable buildings at Station 11 with a permanent structure.
- Provided funding for two engine companies to remain in service during the fiscal emergency.
- Apparatus and accessory vehicle purchases: two Type-I fire engines, a Type-III wildland fire engine, four command vehicles, and a swift water rescue trailer.

## FIRE STATIONS

Santa Rosa Fire Stations are strategically located to respond to all emergency incidents within five minutes of notification by the dispatch center 90% of the time. The prompt arrival to fires increases the survivability of occupants, limits property damage and reduces the risk of flashover (consumption of all available fuels). Emergency medical responses also are designed to arrive within the critical four to six-minute window that provides for improved patient outcomes. During calendar year 2019, the Fire Department arrived at emergencies within five minutes from notification by the dispatch center 70.1 % of the time.

The Fire Department continues to develop and refine a Strategic Plan and Standards of Coverage and Deployment Plan to outline additional station needs and locations as well as additional response resources that will improve deployment of resources and reduce response times.

## PERSONNEL AND PARAMEDICS

Measure O revenues continue to provide the funding of 3.0 FTE Captains, 3.0 FTE Engineers, and 3.0 FTE Firefighters to staff Fire Station 11 (northeast), 1.0 FTE Training Captain, a partially funded (25%) Emergency Medical Services (EMS) Battalion Chief, and the incentive pay for six paramedics for our two truck companies.

Position Title	# of Positions
Fire Captains	3
Training Captain	1
Fire Engineers	3
Firefighters	3
<b>Total</b>	<b>10</b>

Measure O provides funding for 25% of a full-time EMS Battalion Chief who oversees all aspects of the Fire Department's EMS Program. The EMS Battalion Chief functionally supervises three Paramedic Field Training Officers who provide training, quality assurance and continuous quality improvement to the emergency medical care provided to the community. Measure O funded staff are all trained to the paramedic level which allows for three of the ten engines and two trucks to have paramedic level support.

The Training Captain's primary duties include training new firefighters and newly promoted personnel, facilitating drills for on-duty crews, and maintaining the Fire Training Center. The Training Captain evaluates new technology to enhance fire and EMS training and manages personal protective equipment implementation and compliance per National Fire Protection Association (NFPA 1851). The addition of the Training Captain position has allowed the Fire Department to respond to incidents with a safety officer, as well as respond to emergencies and establish command when appropriate. This has allowed the Fire Department to improve the safety of fire scenes and establish command and control earlier than would normally happen in some cases.

## FIRE DEPARTMENT MEASURE O EXPENDITURES INCEPTION THROUGH FISCAL YEAR 2019-20

	<u>FY 2004-05</u>	<u>FY 2005-06</u>	<u>FY 2006-07</u>	<u>FY 2007-08</u>	<u>FY 2008-09</u>	<u>FY 2009-10</u>
Salaries	-	60,427	263,280	1,139,331	1,380,256	1,855,279
Benefits	-	42,055	142,344	696,316	811,863	995,180
interim fire station - Southwest	-	300,000	-	792,000	-	-
interim fire station - Lewis Road	-	-	50,167	133,182	1,423,254	67,928
interim fire station - Fountaingrove	-	-	35,504	20,883	54,920	197,639
station- Circadian	-	-	-	-	-	-
fire engine	-	-	347,887	-	245,886	-
equipment, supplies - new fire engine, E&R	-	-	56,086	-	26,745	36,825
Operational supplies	-	-	-	52,715	27,792	-
turnout gear (protective clothing)	-	-	4,531	-	7,739	-
professional services - MuniServices	-	-	-	7,910	2,357	262
misc services & supplies	-	2,393	20,024	19,865	12,342	10,432
Administration (overhead)	-	-	-	-	48,454	82,018
<b>Total Annual Expenditures - Fire</b>	<b>-</b>	<b>404,875</b>	<b>919,823</b>	<b>2,862,202</b>	<b>4,041,608</b>	<b>3,245,563</b>

	<u>FY 2010-11</u>	<u>FY 2011-12</u>	<u>FY 2012-13</u>	<u>FY 2013-14</u>	<u>FY 2014-15</u>	<u>FY 2015-16</u>
Salaries	2,240,552	1,222,046	1,455,389	1,476,518	1,507,594	1,556,236
Benefits	1,127,784	725,517	886,041	882,000	939,030	1,001,189
interim fire station - Southwest	-	-	-	-	-	-
interim fire station - Lewis Road	175,817	10,978	-	-	-	-
interim fire station - Fountaingrove	-	26,797	7,542	369,820	965,375	426,775
station- Circadian	-	32,991	-	-	-	-
fire engine	-	-	-	-	-	-
equipment, supplies - new fire engine, E&R	11,285	18,055	17,625	34,324	33,513	182,712
Operational supplies	-	-	-	-	-	-
turnout gear (protective clothing)	-	-	-	-	-	-
professional services - MuniServices	987	1,669	1,150	3,010	4,406	6,345
misc services & supplies	7,543	17,558	13,570	22,543	20,767	21,473
Administration (overhead)	82,018	82,027	139,155	130,082	131,368	120,975
<b>Total Annual Expenditures - Fire</b>	<b>3,645,986</b>	<b>2,137,638</b>	<b>2,520,472</b>	<b>2,918,297</b>	<b>3,602,053</b>	<b>3,315,705</b>

	<u>FY 2016-17</u>	<u>FY 2017-18</u>	<u>FY 2018-19</u>	<u>FY 2019-20</u>	<u>Total</u>
Salaries	1,563,569	1,849,613	2,051,341	2,114,390	21,735,821
Benefits	977,911	1,018,437	1,115,516	1,228,293	12,589,475
interim fire station - Southwest	-	-	-	-	1,092,000
interim fire station - Lewis Road	-	-	-	-	1,861,326
interim fire station - Fountaingrove	449,302	367,727	367,727	367,727	3,657,738
station- Circadian	-	-	-	-	32,991
fire engine	-	-	-	-	593,773
equipment, supplies - new fire engine, E&R	127,910	65,542	74,348	99,900	784,869
Operational supplies	-	-	-	-	80,507
turnout gear (protective clothing)	-	-	-	-	12,270
professional services - MuniServices	565	2,916	8,224	4,390	44,191
misc services & supplies	28,153	21,596	25,962	35,352	279,573
Administration (overhead)	115,410	104,550	120,014	112,474	1,268,545
<b>Total Annual Expenditures - Fire</b>	<b>3,262,821</b>	<b>3,430,380</b>	<b>3,763,131</b>	<b>3,962,525</b>	<b>44,033,079</b>

Positions authorized at 6-30-20: (4) Fire Captains, (3) Fire Engineers, (3) Firefighters

# VIOLENCE PREVENTION

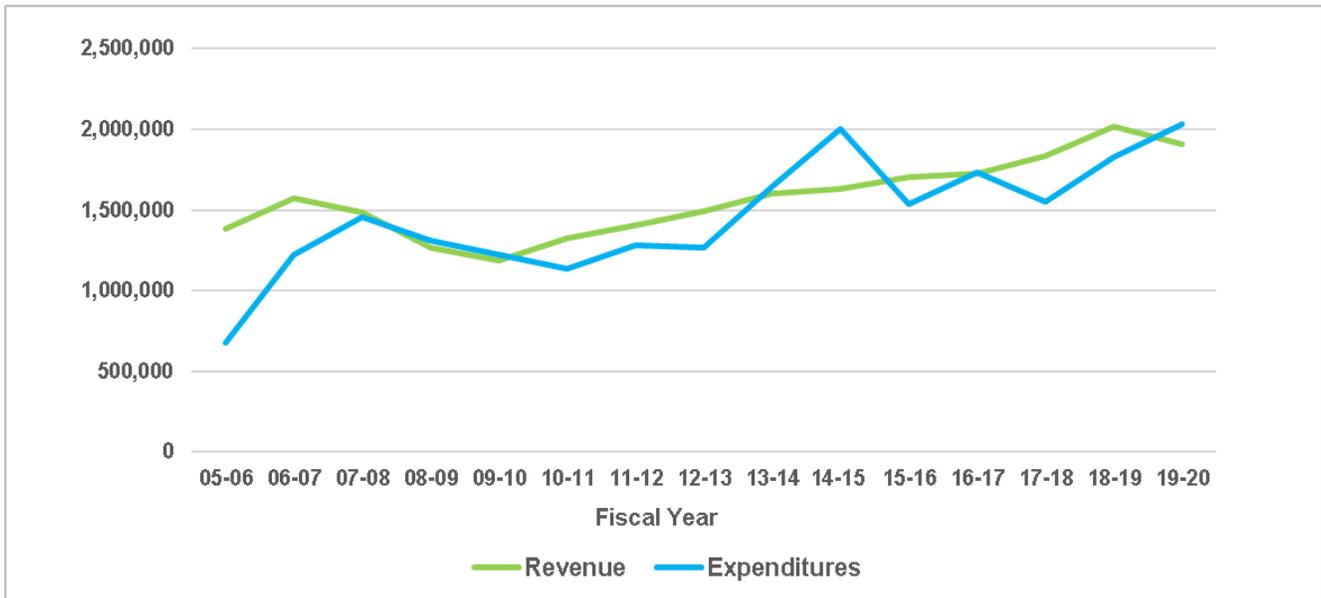


# VIOLENCE PREVENTION MEASURE O ANNUAL PROGRAM ACCOMPLISHMENTS

## FISCAL OVERVIEW

FY 2019-20 Measure O Violence Prevention revenues were \$1,963,926 including sales taxes, interest revenue, cost reimbursements, and contributions representing a 5.3% decrease over the prior fiscal year. The decrease in revenue can be attributed to the COVID-19 pandemic which took place in the last quarter of the fiscal year, adversely affecting sales tax. FY 2019-20 expenditures were \$2,033,599, a 11.5% increase from the prior fiscal year largely due to the \$161K increase in CHOICE grants. As with the prior year, major expenditures occurred in Salaries and Benefits for \$1.0M and CHOICE Grants for \$803K. For detailed expenditure information, please refer to the last page of this section.

Measure O Violence Prevention program revenue and expenditures since the inception is shown below:



## MEASURE O OBJECTIVES

1. Enhancing and improving in-school gang prevention and intervention curriculum and programs.
2. Adding new programs in neighborhoods affected by high levels of gang activity which emphasize positive role models, problem solving, and community safety.
3. Providing additional after-school and summer programs which stress academic and social success, recreational activities, sports, athletic programs, and safe neighborhoods without fear of gangs, drugs, or violence.
4. Providing grants to organizations for youth and parenting programs which focus on gang and anti-violence education, prevention and intervention, community safety, and a comprehensive array of social services in high need neighborhoods.

## GENERAL PROGRAM ACCOMPLISHMENTS

Since 2004, the Measure O Transactions and Use Tax has provided funding which specifies that twenty percent (20%) of the funding be used for youth and gang violence prevention and intervention programs. Administered by the Community Engagement division, the 20% allocation of the tax revenue provides resources for the Santa Rosa Violence Prevention Partnership to lead, educate, and invest in a continuum of services that work together toward strengthening youth and families and building safer communities in Santa Rosa. It also provides funding for the Recreation division to provide direct services and high-quality youth development programs in high-need areas of Santa Rosa.

This report is a summary of the FY 2019-20 accomplishments of the City of Santa Rosa's community-wide youth and gang violence prevention and intervention efforts, including the activities of the Santa Rosa Violence Prevention Partnership (The Partnership), the Community Helping Our Indispensable Children Excel (CHOICE) grant programs, Violence Prevention Awareness Series, the Guiding People Successfully (GPS) referral component, and Recreation Division's Neighborhood Services programs.

## SANTA ROSA VIOLENCE PREVENTION PARTNERSHIP

Measure O provides funding for the Santa Rosa Violence Prevention Partnership (The Partnership), which is a collaborative effort of over 50 organizations focused on a shared responsibility to strengthen youth and families and create safe and resilient neighborhoods through mobilizing and engaging parents, schools, community-based organizations, the faith community, business, government, and local law enforcement. The core pillars of The Partnership are to Invest, Lead, and Educate, which reinforce collaborative efforts that span across a broad spectrum of partners committed to improving outcomes and prospects for young people, as well as the overall safety of the community.

Violence prevention requires comprehensive systems to address the social determinants of health that evidence-informed research suggests reduces violence and increases pro-social behavior. Collectively, organizations of The Partnership and those funded by Measure O have invested funding resources in support of the implementation of goals and strategies outlined in The Partnership's 2017-2022 Strategic Plan.

To view a list of the partner organizations of The Partnership, see Appendix A.

The foundational structure of The Partnership is described below:

- **Executive Advisory Board:** comprised of the Mayor or his/her designee as Chair, the Chief of Police, Community Engagement Division Director, and the Violence Prevention Manager.
- **Steering Committee:** consisting of select members of the Policy Team and acts as an as-needed advisory committee to provide leadership and guidance towards special projects.
- **Policy Team:** comprised of a diverse set of stakeholders who all interface with the issue of youth and gang violence from varying perspectives, while adding numerous resources to the discussions. Members represent the key domains of the Community Safety Scorecard and provides leadership and direction by setting policies and monitoring the effectiveness of the collective efforts.
- **Operational Team:** comprised of direct service staff members from organizations represented by the Policy Team, as well as various non-profits and schools throughout the community. This group discusses current trends and implements violence prevention strategies through partnerships, while monitoring outcomes that align with The Partnership's strategic plan and Community Safety Scorecard.

## RECREATION - NEIGHBORHOOD SERVICES

The Neighborhood Services section (NS) of the Recreation Division provides innovative youth development programming that serves at-risk, low-income, and homeless youth and families throughout Santa Rosa. The programs provide "safe haven" sites where young people can enjoy recreational, social, and athletic activities without fear of gangs, drugs and other negative influences that occur in their neighborhoods. In partnership with other community agencies, NS also assists families living in high-need neighborhoods to improve their quality of life by connecting them to other beneficial programs and services, helping to build a stronger community. To view a list of the supported sites and locations, see Appendix B.

NS has been operating at-risk youth programs in Santa Rosa since the mid-1990s, and with the passage of Measure O in 2004 has been able to increase the number of programs available to youth and families. This has allowed for more youth and families to participate in a variety of sports programs, after school programs, school holiday break camps, full day summer programs, and neighborhood special events, which is in direct fulfillment of Measure O Objectives two and three. The staff have worked diligently to develop trust in some of the most challenging neighborhoods in Santa Rosa which has helped increase the retention rate of youth and parents participating in programs year-round.

With the longevity of programs in the community, NS has successfully employed teens from the high-need neighborhoods who previously attended the programs. The NS Leaders-in-Training (LIT) program is a volunteer-based, job readiness program during the summer which supports the development of teens into future staff members.

The locations of Neighborhood Services programs are listed in Appendix B.

## HIGHLIGHTS FROM FY 2019-20

In FY 2019-20 Measure O funds were used to fund a total of 9.00 full-time equivalent (FTE) positions identified in the table below.

Position Title	Department	# of Positions
Program Manager	Office of Community Engagement	1.00
Administrative Analyst	Office of Community Engagement	1.00
Community Outreach Specialist	Office of Community Engagement	2.00
Senior Administrative Assistant	Office of Community Engagement	1.00
Recreation Supervisor	Recreation & Parks	1.00
Recreation Coordinator	Recreation & Parks	2.00
Recreation Specialist	Recreation & Parks	1.00
	<b>Total</b>	<b>9.00</b>
* Recreation & Parks funds 16,537 temporary employee hours (equivalent of 8.0 FTEs) for direct service to youth.		

## Neighborhood Services

### Summer Programs 2019

<b>Recreation Sensation</b>	Albert F. Biella (SRCS)	130 Youth
	Helen Lehman (SRCS)	130 Youth
	Meadow View (Bellevue)	130 Youth
	Sheppard (Roseland)	130 Youth
Teen Basketball Camp	Roseland Accelerated Middle School	50 Teens
Junior Giants	Elsie Allen & Southwest Community Park	300 Youth & 80 Adult Volunteers
Family Fun Events	Splash Bash - Ridgeway Pool	250 Attendees
Work Experience	All Recreation Sites	40 Teens

### Fall Programs 2019

<b>After School Programs</b>	Amorosa Village	20-25 Youth
	Apple Valley	20-25 Youth
	Crossroads Apartments	20-25 Youth
	Gray's Meadows	20-25 Youth
	Larkfield Oaks	15-20 Youth
	Lavell Village	15-20 Youth
	Monte Vista Apartments	15-20 Youth
	Olive Grove Apartments	15-20 Youth
Break Camps	Sheppard Fall Break Camp	60 Youth
Family Fun Events	3 on 3 Classic: Basketball Tournament	200 Attendees
	Halloween Bash at Steele Lane Rec Center	Canceled due to the Kincade Fire
Sports	Cheer & Dance Team	60 Youth
	Junior Warriors Basketball	140 Youth

## Winter Programs 2019/2020

<b>After School Programs</b>	Amorosa Village	20-25 Youth
	Apple Valley	20-25 Youth
	Crossroads Apartments	20-25 Youth
	Gray's Meadows	20-25 Youth
	Larkfield Oaks	15-20 Youth
	Lavell Village	15-20 Youth
	Monte Vista Apartments	15-20 Youth
	Olive Grove Apartments	15-20 Youth
Break Camps	Winter Break Camp	100 Youth
Family Fun Events	Family Sweetheart Dance	200 Attendees
Sports	Futsal	80 Youth

## Spring Programs 2020

<b>After School Programs</b>	Amorosa Village	20-25 Youth
	Apple Valley	20-25 Youth
	Crossroads Apartments	20-25 Youth
	Gray's Meadows	20-25 Youth
	Larkfield Oaks	15-20 Youth
	Lavell Village	15-20 Youth
	Monte Vista Apartments	15-20 Youth
	Olive Grove Apartments	15-20 Youth
Break Camps	Spring Break Camp	Cancelled due to COVID-19
Family Fun Events	Spring Fest at Finley Community Center	Cancelled due to COVID-19
Sports	Cheer & Dance Team	Cancelled due to COVID-19
	Junior Warriors Basketball	Cancelled due to COVID-19

## THE PARTNERSHIP:

- With funding leveraged by Measure O from the Board of State and Community Corrections, The Partnership continued implementation of the Guiding People Successfully (GPS) Program. GPS provides critical funding for system-level improvements to The Partnership's referral system, while also supporting evidence-informed prevention and intervention programs, including services such as case management, in-home counseling, work readiness training, and paid work experience. Since its inception in January 2015, 314 youth have been enrolled in GPS.
- The Partnership hosted its 3<sup>rd</sup> annual Parent Engagement Month (PEM) in April 2019 by coordinating activities and trainings that support parents of at-risk youth in high need areas identified in the Community Safety Scorecard, with over 100 parents in attendance. One event included a PEM Parent Engagement Dinner, in partnership with the Roseland Community Building Initiative, as well as Gang Awareness Trainings at the Santa Rosa City School District's English Learners Advisory Committee and at Lawrence Cook Middle School's English Learner Advisory Committee.
- The Partnership hosted its 2<sup>nd</sup> annual Gang Prevention Awareness Month after a successful nine years of Gang Prevention Awareness Week, partnering with CHOICE-funded agencies to deliver five community events for the residents of Santa Rosa, including the annual Violence Prevention Awareness Seminar focusing on managing trauma in building a resilient community; a Youth Basketball Tournament with over 300 in attendance; a Social Media Awareness Training to prevent social media bullying; the South Park Day & Night Festival that brings a sense of community to the South Park neighborhood; and the West 9<sup>th</sup> Night Walk & Ice Cream Social in partnership with Santa Rosa Police Department.
- In an effort to create more opportunities throughout the year to engage with residents and highlight the City's and partnership organization's collective efforts, The Partnership created an annual series called the Violence Prevention Awareness Series, essentially combining PEM and GPAW/GPAM into monthly events spread out across the calendar year. Beginning in January of 2020, The Partnership co-hosted a January event for Brook Hill Elementary parents that highlighted community resources and early signs of high-risk behaviors; in February, staff partnered with the Police Department and Restorative Specialists from Cook Middle School to bring a group of at-risk youth to Coffee with a Cop to engage in transparent dialogues with the Santa Rosa Police Chief. Due to COVID-19, staff postponed other planned events in FY 19-20.
- Staff continued to participate on committees of local initiatives seeking opportunities to leverage the work of The Partnership as a collective impact approach to reducing youth violence, such as the California Violence Prevention Network, Health Action's Cradle to Career, Juvenile Justice Coordinating Council, Portrait of a Graduate Design Team, Sonoma County's Adverse Childhood Experiences (ACEs) Connection, Sonoma County Family Violence Prevention Council, Sonoma County Funder's Circle, Sonoma County Probation's Keeping Kids in School, and the Upstream Investment Policy Team.
- In response to the COVID-19 pandemic, The Partnership facilitated modifications in order to better serve the community as well as partner organizations. Staff was appointed as the lead of the City's Community Input & Inclusion Task Force, with increasing meeting frequency of the Operational Team to twice a month, as well as creating complementary meetings with superintendents from each of the Santa Rosa school districts and an Unmet Needs working group to specifically identify gaps with the City's most vulnerable populations. In addition, staff worked with CHOICE Cycle X Grantees to lead the following efforts: 1) Accepted modifications to original Scopes of Work due to services being delayed and/or modified due to COVID-19; 2) delayed evaluation requirements to allow for funded agencies to adjust to COVID-19 services; 3) stayed with the original payment timeline in order to reduce gaps in funding to non-profit organizations. These modifications resulted in 919 hours of staff time reallocated towards COVID-19 related activities, including virtual case management, basic needs support, childcare and PPE supplies.

## **COMMUNITY HELPING OUR INDISPENSABLE CHILDREN EXCEL (CHOICE) GRANT PROGRAM**

In fulfillment of Measure O Objectives one and four, The Partnership invests in local community-based organizations and school districts to provide youth and gang violence prevention, intervention, and reentry programs and services for youth and families in Santa Rosa. Implemented in 2006, the CHOICE Grant Program, receives 35% of the annual 20% Measure O revenue allocation for Violence and Gang Prevention/Intervention to provide funding to implement these programs. Annually, the CHOICE Grant Program provides an average of \$650,000 to \$750,000 to local organizations; funded agencies are required to provide a 50% match.

Additionally, the Measure O CHOICE Mini-Grant Program provides up to \$5,000 in one-time funding for agencies to build capacity for their organization to deliver programs to youth and families in Santa Rosa.

**CHOICE GRANT PROGRAM, CYCLE X, FUNDING PER YEAR  
(JAN. 1, 2020 – DEC. 31, 2020 AND JAN. 1, 2021 – DEC. 31, 2021):**

AGENCY & CONTACT	PROGRAM & GRANT AWARD	DESCRIPTION OF PROGRAMS
<b>Boys &amp; Girls Club of Sonoma – Marin</b> Jennifer Weiss	Diversion & Intervention (REACH) <b>\$100,000</b>	REACH and The Club @ Juvenile Hall aim to mitigate dangerous behavior of high-risk youth through outreach, mediation, and intervention, along with life skills education and cognitive development programs to change the lives of youth. <a href="http://www.bgccsc.org">www.bgccsc.org</a>
<b>Center for Well Being</b> Karissa Moreno	Project T.R.U.E <b>\$35,000</b>	A school-based leadership program empowering Santa Rosa youth in underserved and high-need areas to succeed in school and post- graduation. The program employs a strength-based and upstream harm reduction model that is effective in increasing school engagement and fostering student success. <a href="http://www.norcalwellbeing.org">www.norcalwellbeing.org</a>
<b>Child Parent Institute</b> Robin Bowen	Family Focused Prevention & Intervention <b>\$60,000</b>	Utilizes the Triple P Program, in partnership with the Roseland School District, to provide parent education and support to high-risk families, including community-based classes and in-home visits. <a href="http://www.calparents.org">www.calparents.org</a>
<b>Community Action Partnership of Sonoma County</b> Susan Cooper	Roseland Strong <b>\$120,000</b>	Continuum of integrated, place-based programs providing services in southwest Santa Rosa focusing on youth and family success, including building strong relationships with residents and connecting them to partners and the larger community. <a href="http://www.capsonoma.org">www.capsonoma.org</a>
<b>Community Child Care Council of Sonoma County (4Cs)</b> Melanie Dodson	Early Education Outreach Specialist <b>\$130,000</b>	In addition to providing Early Learning Scholarships to families in need, staff will conduct targeted, culturally competent outreach to families where they live with the goal of fully enrolling 4Cs preschools and childcare subsidy programs. <a href="http://www.sonoma4cs.org">www.sonoma4cs.org</a>
<b>Conservation Corps North Bay (CCNB)</b> Angel Minor	Career Pathways <b>\$48,000</b>	The program engages the diverse target population of youth ages 18-24 from Santa Rosa's high-need areas with paid workforce development, academic credentialing, and wraparound support services needed to build resiliency and economic stability while gaining valuable skills in natural resources, zero waste and construction. <a href="http://www.ccnorthbay.org">www.ccnorthbay.org</a>
<b>LandPaths</b> Craig Anderson	iSCHOOL <b>\$90,000</b>  iREAD <b>\$13,500</b>	A suite of programs providing high quality and repeated educational enrichment in school aged youth in high-need areas through social, recreational and cultural activities.  An early childhood literacy program for ages 0 to 5, offering high quality, fun, playful and supportive learning experiences. The program incorporates parents & caregivers to build their confidence and skills within their community to further improve young children's readiness for school. <a href="http://www.landpaths.org">www.landpaths.org</a>
<b>LifeWorks of Sonoma County</b> Michelle Fountain	El Puente <b>\$120,000</b>	Offers bilingual school programs, family mental health support, and parent education for at-risk and gang-affiliated youth to help develop self-esteem by teaching personal and interpersonal skills and cultivating their sense of family, school, and community that will help them discover their own value. <a href="http://www.lifeworkssc.org">www.lifeworkssc.org</a>
<b>The Salvation Army</b> Rio Ray	Tutoring & Mentoring (TAM) at Schools <b>\$23,500</b>	Tutoring & mentoring programs at four Santa Rosa schools in high-needs areas to provide academic assistance and life skills development. <a href="http://www.santarosa.salvationarmy.org">www.santarosa.salvationarmy.org</a>
<b>Social Advocates for Youth</b> Elizabeth Goldman	Career & Life Readiness <b>\$100,000</b>	Prevention and intervention workforce development services focusing on resolving present barrier(s) while utilizing a strength-based and trauma- informed approach in supporting the youth's achievement for employment and educational goals. <a href="http://www.saysc.org">www.saysc.org</a>
<b>Total</b>	<b>\$840,000</b>	

## CHOICE MINI-GRANT PROGRAM:

AGENCY & CONTACT	PROGRAM & GRANT AWARD	DESCRIPTION OF PROGRAMS
<b>Boys and Girls Club of Greater Santa Rosa, Inc.</b> Amber Heidtke	Youth Athletic Program <b>\$5,000</b>	The Athletic Program allows Santa Rosa's youth to get moving! Children ages 5-18 participate in a variety of sports such as basketball, volleyball, hockey, pickleball and more. They learn cooperation and team-building skills while living an active lifestyle and having fun.
<b>Social Good Fund</b> Musetta Perezarce	Mi Futuro <b>\$5,000</b>	Mi Futuro is an annual youth healthcare symposium that serves to inform, motivate & compel students to consider careers in healthcare, in addition to promoting overall mental health wellness. Careers are introduced through keynote speakers, interactive games, interactive medical stations each introducing a specialty health profession, and workshops on college readiness specific to healthcare careers.
<b>Northern California Center for Well-Being</b> Karissa Moreno	Project T.R.U.E <b>\$5,000</b>	Center for Well-Being's peer health education program Project TRUE (Teens R U Educated?) empowers youth to make healthy decisions about alcohol, tobacco, and other drugs (ATODs). This program educates youth on the facts and consequences of ATODs through a culturally relevant lens of harm reduction rather than abstinence, with a specific focus on helping young people develop healthy coping skills.
<b>Santa Rosa City Schools</b> Valerie Jordon & Gabriel Albavera	COVID-19 Graduation <b>\$3,000</b>	Support students outstanding achievements in an unusual school year at Elsie Allen and Ridgway High Schools.
<b>Total</b>	<b>\$18,000</b>	

## EVALUATION RESULTS

An evaluation of all Measure O funded agencies and the Neighborhood Services programs in Recreation was conducted by LPC Consulting Associates, measuring the outcomes and impacts of the Measure O investment. The CHOICE Grant Cycles align with a calendar year term. Below is a summary of the impacts of the Measure O Investments for the two-year funding term of CHOICE Cycle IX, with a term of January 1, 2018 through December 31, 2019.

From January 1, 2018 – December 31, 2019, Measure O funded nine contracts to community-based organizations, totaling \$736,700.

- CHOICE Grantees provided place-based services in high needs areas as identified in the Community Safety Scorecard.
- Served 15,693 youth and families through direct and/or indirect services, such as one-time activities, community events or workshops.
- CHOICE Cycle IX services continued to incorporate a public health model spanning across multiple generations, incorporating both upstream preventative strategies as well as intervention components of preventing violence.
- Youth received 93% of services delivered through Cycle IX funded agencies, with the top three services recorded as: prosocial activities, case management/direct service and mental health services.
- Over 40% of community events were delivered in the Bellevue, West Sebastopol Road, and Roseland areas.

**VIOLENCE PREVENTION  
MEASURE O EXPENDITURES  
INCEPTION THROUGH FISCAL YEAR 2019-20**

	<b>FY 2004-05</b>	<b>FY 2005-06</b>	<b>FY 2006-07</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>	<b>FY 2009-10</b>
Salaries	19,462	403,070	565,495	600,105	560,013	530,356
Benefits	8,058	131,736	172,752	206,477	187,572	194,545
Grants Program:						
CHOICE grants program	-	-	394,908	482,884	428,570	354,507
WestEd Healthy Kids survey	-	20,400	-	-	-	2,400
WestEd community mapping survey	-	40,000	-	-	-	-
WestEd misc implementation services	-	10,417	-	-	-	-
design, monitor evaluation system	-	4,990	8,474	36,725	48,935	45,568
operational supplies & equipment	373	43,556	63,743	75,351	15,979	11,213
conferences & training	300	10,290	3,942	5,227	2,683	200
misc services & supplies	316	11,704	17,482	22,661	18,530	14,613
IT charges	-	-	-	24,413	27,732	28,468
Administration (overhead)	-	-	-	-	24,227	41,009
<b>Total Annual Expenditures - VPP</b>	<b>28,509</b>	<b>676,163</b>	<b>1,226,796</b>	<b>1,453,843</b>	<b>1,314,241</b>	<b>1,222,879</b>

	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>	<b>FY 2015-16</b>
Salaries	483,130	532,511	488,977	631,789	675,800	608,813
Benefits	173,221	193,803	174,357	232,672	260,140	222,063
Grants Program:						
CHOICE grants program	395,066	401,764	407,869	535,189	757,858	491,259
WestEd Healthy Kids survey	-	10,000	-	-	5,000	-
WestEd community mapping survey	-	-	-	-	-	-
WestEd misc implementation services	-	-	-	-	-	-
design, monitor evaluation system	-	45,696	57,695	540	-	-
operational supplies & equipment	11,102	34,005	25,863	36,161	59,350	50,825
conferences & training	999	35	125	5,056	19,496	5,103
misc services & supplies	2,038	1,660	19,927	97,627	109,222	52,035
IT charges	27,587	23,788	20,920	44,048	43,774	46,096
Administration (overhead)	41,009	41,009	69,578	65,040	68,616	61,202
<b>Total Annual Expenditures - VPP</b>	<b>1,134,152</b>	<b>1,284,271</b>	<b>1,265,311</b>	<b>1,648,122</b>	<b>1,999,256</b>	<b>1,537,396</b>

	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>Total</b>
Salaries	680,764	717,126	661,255	686,626	<b>8,845,293</b>
Benefits	254,152	280,330	296,679	327,098	<b>3,315,655</b>
Grants Program:					
CHOICE grants program	540,420	321,685	641,333	802,775	<b>6,956,086</b>
WestEd Healthy Kids survey	-	-	-	-	<b>37,800</b>
WestEd community mapping survey	-	-	-	-	<b>40,000</b>
WestEd misc implementation services	-	-	-	-	<b>10,417</b>
design, monitor evaluation system	-	-	-	-	<b>248,623</b>
operational supplies & equipment	71,353	39,202	54,387	59,248	<b>651,711</b>
conferences & training	10,742	8,812	7,346	6,522	<b>86,878</b>
misc services & supplies	64,231	72,557	31,863	23,416	<b>559,882</b>
IT charges	54,169	59,214	71,341	71,678	<b>543,229</b>
Administration (overhead)	57,706	52,276	60,139	56,236	<b>638,047</b>
<b>Total Annual Expenditures - VPP</b>	<b>1,733,537</b>	<b>1,551,202</b>	<b>1,824,343</b>	<b>2,033,599</b>	<b>21,933,620</b>

## Appendix A



### POLICY TEAM

- 4C's Executive Director
- Assembly member Levine's District Director
- Bennett Valley School District Superintendent
- Boys and Girls Club of Sonoma-Marin Executive Director
- Boys and Girls Club of Greater Santa Rosa Executive Director
- California Human Development Director of Programs
- California Violence Prevention Network Executive Director
- Career Technical Education Foundation Executive Director
- Center for Well-Being Executive Director
- Child Parent Institute Executive Director
- City of Santa Rosa Assistant City Manager
- City of Santa Rosa Community Engagement Division Director
- City of Santa Rosa Councilmember (Mayor Appointee)
- City of Santa Rosa Mayor – Policy Team Co-Chair
- City of Santa Rosa Police Captain
- City of Santa Rosa Police Chief
- City of Santa Rosa Recreation Division Director
- Community Action Partnership of Sonoma County Executive Director
- Community Matters Executive Director
- Community Volunteer – Measure O Citizens Oversight Committee Chair and Vice Chair
- First 5 Sonoma County Executive Director
- Goals Foundation Executive Director
- John Jordan Foundation Executive Director
- LandPaths Assistant Director
- Latino Service Providers Executive Director
- LifeWorks of Sonoma County Executive Director
- Luther Burbank Center for the Arts Chief Executive Officer
- Mark West School District Superintendent
- National Alliance on Mental Illness Sonoma County Executive Director
- Petaluma Police Sergeant
- Rebuilding Our Community Steering Committee Member
- Restorative Resources Executive Director
- Rincon Valley Unified School District Superintendent
- Roseland School District Superintendent
- Santa Rosa City Schools Superintendent
- Santa Rosa Community Health Center Executive Director
- Santa Rosa Junior College Student Services Vice President
- Santa Rosa Metro Chamber Chief Executive Officer
- Santa Rosa Together Committee Member
- Social Advocates for Youth Executive Director
- Sonoma County District Attorney
- Sonoma County IOLERO Director
- Sonoma County Office of Education Superintendent
- Sonoma County Probation Chief
- Sonoma County Probation Deputy Chief
- Sonoma County Public Defender
- Sonoma County Supervisor 5<sup>th</sup> District
- Sonoma State University Center for Academic Access and Student Enrichment Senior Director
- The Salvation Army Youth Services Director
- TLC Child & Family Services Executive Director
- United Way of the Wine County Vice President
- Windsor Town Council Vice Mayor

### OPERATIONAL TEAM

- 4C's (Community Child Care Council of Sonoma County)
- Boys and Girls Club of Sonoma-Marin
- Burbank Housing
- Catholic Charities
- Center for Volunteer & Nonprofit Leadership
- Center for Well-Being
- Child Parent Institute
- Chop's Teen Club
- City of Santa Rosa Violent Crimes Unit
- City of Santa Rosa Recreation Division
- City of Santa Rosa School Resource Officers
- Community Action Partnership of Sonoma County
- Community Matters
- Conservation Corps North Bay
- Drug Abuse Alternatives Center
- LandPaths
- Latino Service Providers
- LifeWorks of Sonoma County
- Pivot Charter School
- Restorative Resources
- Roseland School District
- Santa Rosa City Schools
- Santa Rosa Community Health Centers
- Seneca Family of Agencies
- Side by Side
- Social Advocates for Youth
- Sonoma County Department of Human Services
- Sonoma County Juvenile Probation
- Sonoma County Office of Education
- The LIME Foundation
- The Salvation Army
- Victory Outreach of Santa Rosa

### CHOICE CYCLE X GRANTEEES

- 4C's (Community Child Care Council of Sonoma County)
- Boys & Girls Club of Sonoma-Marin
- Center for Well-Being
- Child Parent Institute
- Community Action Partnership of Sonoma County
- Conservation Corps North Bay
- LandPaths
- LifeWorks of Sonoma County
- Social Advocates for Youth
- The Salvation Army

## Appendix B

### List of Measure O Supported Recreation Sites and Locations

#### Neighborhoods/Locations:

- Amorosa Village
- Apple Valley Recreation Center
- Crossroads Apartments
- Epicenter Sports Complex
- Gray's Meadows
- Juvenile Hall
- Larkfield Oaks
- Lavell Village
- Monte Vista Apartments

#### Parks:

- Finley Aquatic Center
- Jennings Park
- Martin Luther King Jr. Park
- Ridgway Swim Center
- Southwest Community Park
- Steele Lane Recreation Center
- Bayer Park & Gardens

#### Schools:

- Albert F. Biella Elementary
- Amarosa Academy
- Brookhill Elementary
- Comstock Middle
- Cook Middle
- Elsie Allen High
- Helen Lehman Elementary
- Meadow View Elementary
- Lincoln Elementary
- Montgomery High
- Piner High
- Roseland Accelerated Middle
- Roseland Collegiate Prep
- Roseland Creek Elementary
- Roseland Elementary
- Roseland University Prep
- Santa Rosa Middle
- Sheppard Elementary
- Slater Middle

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**From:** [Greg Damron](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Santa Rosa Goal Setting 2021: Tobacco Retail License Urgently Needed to Protect Youth  
**Date:** Tuesday, February 16, 2021 4:30:17 PM

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In 2019, in response to publicity sparked in relation to the teen vaping epidemic, our Tobacco Free Sonoma County Community Coalition received reports from distraught parents and upset school administrators about illegal sales of e-cigarette products to teens across Sonoma County. During that time, one parent provided us with receipts totaling over a hundred dollar's of transactions his teen made with a downtown smoke and vape shop. Thankfully, SRPD agreed to contact this parent. Yet, given no Tobacco Retail Ordinance exists in Santa Rosa, there is not much for the police to do in the absence of a Tobacco Retail License Order (TRL). Around the same time I paid a visit to another downtown Santa Rosa smoke shop when I noticed a curious number of very young-looking patrons entering the store. I asked the youth their ages and they said 18. The store manager said they were allowed to purchase there because they were 18 and had a cannabis card (completely wrong on all counts). You might ask, is more education needed? Perhaps, but this same store stayed open in rash defiance of the Essential Business Order Closures in March 2020 bolstering the legitimate stereotype that the tobacco industry from its gilded corporate culture down to an overwhelming number of corner stores, has no interest in protecting youth from their highly addictive products. To the contrary, they are banking on recruiting this generation to a lifetime of dependency on their products. This matches the reports we've gotten from other youth of the ease of access teens have to purchase tobacco products in Santa Rosa stores. The tobacco retail landscape in Santa Rosa is highlighted by over-proliferation. Just about every main artery going towards Courthouse Square includes an e-cigarette shop. There is a bizarre paradox going on in Santa Rosa- strict regulation of cannabis dispensaries but free-game for the e-cigarette industry to plant itself across our neighborhoods. Many of our bucolic neighborhoods that are serviced by "mom and pop" stores have become mini vape shops. Tall plexiglass displays chock full of disposable e-cigarette products with a pantheon of candy or fruit flavors are set strategically next to the cashier and are becoming as ubiquitous as the candy and snacks they are set next to near the counter. We need health justice for our youth. We need a TRL.

Greg Damron, Co-Chair of Tobacco Free Sonoma County Community Coalition, Santa Rosa resident and concerned parent of a teenager.

**From:** [Samuel Damron](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Santa Rosa Goal Setting 2021: Tobacco Retail License to Protect Youth  
**Date:** Tuesday, February 16, 2021 4:33:32 PM

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Nicotine has addicted, injured and killed my family members for the past four generations. I am very concerned about what is going to happen to those a part of the teen vaping epidemic because of what I have seen. My parents went to Santa Rosa Highschool in the 90s. One was an underage smoker at age 16 when you had to be 18 to buy cigarettes. State laws have gotten more strict but fast forward to today the variety of tobacco products in the Santa Rosa Highschool neighborhood has exploded. I am a SRJC student. You go to many of the convenience stores around the SRHS and JC campuses and corner stores have become like vape shops with youth-targeted candy and fruit flavored product displays set next to actual candy and snacks. Before Covid-19, I was taking the bus a lot to get to the JC. There seemed to be many teens vaping at the bus stops downtown. I participated in a local Young Adult Purchase survey and witnessed stores selling little cigars and e-cigarette devices to undercover teen purchasers. This needs to stop. One way to solve the problem is to get a Tobacco Retail License Ordinance in Santa Rosa. The City of Santa Rosa needs to get control of the number of stores selling tobacco products and their locations. Santa Rosa needs to ban youth-targeted flavored tobacco products. We teens should be able to go to corner stores without seeing towers of candy-flavored e-cig vapes all over the counter and near the snacks. The time is now to solve this problem. Today's youth don't need a life or death sentence with nicotine addiction like so many of my family members have had.

- Samuel Damron, resident of Santa Rosa and youth member of Tobacco Free Sonoma County Community Coalition

**From:** [Pam Granger](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Goal Setting: TRL for health equity in Santa Rosa  
**Date:** Tuesday, February 16, 2021 4:49:59 PM

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Dear Mayor Rogers and Santa Rosa Council Members,

On behalf of Tobacco-Free Sonoma County Community Coalition I'm requesting that a Tobacco Retail License (TRL) ordinance be included as a priority during your goal setting session.

Even amidst the COVID-19 pandemic, tobacco use and exposure to secondhand smoke remain leading public health threats killing over 520,000 Americans EACH year. In addition to tobacco-related death and disease, smoking and vaping also increase the risk of the most severe impacts of COVID-19, making ending tobacco use more important than ever.

Currently, nearly 1 in 5 teens are vaping and close to 1 in 4 teens are using at least one tobacco product – becoming the next generation addicted to tobacco. E-cigarettes are techno-cool, easy to hide and come in the luring kid-friendly flavors. Most youth who use e-cigarettes, and tobacco in general, first start with a flavored variety, and flavors are the primary reason youth report using e-cigarettes. With the threat of COVID-19 in addition to the numerous tobacco-caused diseases, it is imperative to prevent youth from starting to use tobacco and to help everyone quit.

Much like COVID-19 has a disproportionate impact on certain communities, especially communities of color, so does tobacco use. Menthol cigarettes remain a key vector for tobacco-related death and disease in Black communities, with over 80% of Black Americans who smoke using them. Menthol cigarette use is also elevated among LGBTQ+ Americans, pregnant women and persons with lower incomes.

A Tobacco Retail License (TRL) which prohibits the sale of flavored tobacco products, including menthol, and regulates the location of tobacco retailers near youth sensitive locations can play an important role in helping achieve health equity in tobacco control by ending predatory industry marketing practices in all communities.

California became the second state in the country to pass a law prohibiting the sale of most flavored tobacco products, including menthol cigarettes. However, days after the legislation was signed into law, the tobacco industry filed a referendum to overturn the law, which delays implementation until after the next general election. This delay gives Big Tobacco 9-21 more months to addict our youth while padding their bottom line. But, we don't have to wait for justice and equity in Santa Rosa. If you take action now, we can protect all of our youth here and now and equally.

With warm regards,

Pam Granger, co-chair  
Tobacco-free Sonoma County  
