

From: [Kathleen Fitzjarrell](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] LBC
Date: Tuesday, February 16, 2021 6:01:50 PM

My name is Kathy Fitzjarrell and I have been a volunteer gardener at Luther Burbank Home and Gardens for nearly six years. It is an oasis of beauty, peace, and calm in busy Santa Rosa. We are looking forward to post Covid when we can welcome the public back. The roof of the house is in need of repair/replacement. Please consider using some of the PG&E funds for this purpose.
Thank you.

From: [Jesús Guzmán](#)
To: [Rogers, Chris](#); [Rogers, Natalie](#); [Schwedhelm, Tom](#); [Fleming, Victoria](#); [Sawyer, John](#); [Alvarez, Eddie](#); jtibbets@srcity.org
Cc: [Jen Klose](#); [City Council Public Comments](#)
Subject: [EXTERNAL] RE: Comment on Agenda Item 16 on the P.G.& E. Settlement for the February 17, 2021 Special Meeting
Date: Tuesday, February 16, 2021 6:44:34 PM
Attachments: [image001.png](#)
[2021_0216_Gen_H_Agenda_Item_16_Special_Meeting_FINAL.pdf](#)
[Petition_report_213828_20201204_2150.csv](#)

Dear Mayor Rogers and Esteemed Members of the Council,

Please accept our letter along with a petition of signatures expressing support for the City's potential commitment of PG&E settlement funds – in matching the County's commitment – for the Renewal Enterprise District's Housing Fund.

Thank you for your service to our community.

Respectfully,

Jesús Guzmán, MPP (he/él) | Policy and Advocacy Director
Generation Housing

1275 Fourth St #179 | Santa Rosa, CA 95404
Southern Pomo, Wappo, and Coast Miwok lands
tel 707-900-GENH [4364] | fax 707-570-8768





420 E St Suite 105
Santa Rosa, CA 95404

(707) 900-4364
info@generationhousing.org

16 February 2021
Santa Rosa City Council
100 Santa Rosa Avenue
Santa Rosa, CA 95404

Via Email

RE: Agenda Item 16 on the P.G.& E. Settlement for the February 17, 2021 Special Meeting

Dear Mayor Rogers and Esteemed Members of the Santa Rosa City Council,

We, the undersigned, respectfully yet strongly recommend that you seize a once in a generation opportunity to accelerate the pace of housing production across the affordability spectrum by allocating a portion of PG&E settlement funds to fully seed the Renewal Enterprise District's (RED) Housing Fund and match the County of Sonoma's recent allocation to the RED. With the City's commitment of funds, we have a unique opportunity before us to launch the RED Housing Fund this summer and support current housing projects across the finish line that are desperately needed by our community.

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

As you triage resources to address the order and magnitude of our community's most critical needs, we urge you to keep housing top of mind. We also urge that this year's priorities, consistent with your priorities over the last several years, emphasize investment in infill and affordable housing, specifically as decisions are made regarding the award of PG&E settlement dollars, reported at \$95 Million for the City and \$149 Million for the County, with a combined total exceeding \$240 Million.

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

Even our young people are concerned about our housing challenges. Recent data gathered by the robust YouthTruth survey of Sonoma County schools revealed that more than 90 percent of surveyed Sonoma County students, families, and staff rank "affordable housing" as the number one community concern with respect to ongoing fire recovery. In the same survey, 85% of families and staff responded that they had seriously considered moving out of the county in the past year due to the cost of living - 60% of them specifically citing housing concerns.

In determining how to allocate settlement money, you, our leaders, have a one-time opportunity to do something bold and make real progress in solving our housing crisis. **You are fortunate to finally have resources available to walk the pro-housing talk.** You have an opportunity to respond to the communities' concerns, fears, and values in a measurable way that will pay dividends for generations to come.

The allocation of the PG&E settlement money no doubt weighs heavily, and you could easily spend it five times over on compelling projects. As you prioritize categories for spending and specific investments, we urge you to allocate PG&E settlement money in a way that leverages those funds, transforming this one-time money into something greater with longer, more significant impact. Investment in the production of more infill and affordable housing does just that. **Homebuilding is a powerful economic engine and job creator; we can catalyze our local economy through investment in housing.**

We ask respectfully that the City of Santa Rosa, in alignment with our shared priorities and values, invest in fully seeding the Renewal Enterprise District's housing fund and match the County of Sonoma's allocation towards the RED.

The City and County rightfully earned statewide accolades for their innovation and collaboration in forming the Renewal Enterprise District. Now both entities have an opportunity to put their bold initiative to **real work**.

In response to the well-documented, unmet need for affordable and market-rate infill housing in urban areas of Sonoma County, the RED is currently facilitating the creation of a new housing fund focused on accelerating housing development. With this new fund, housing developers will have access to a source of gap-filling capital that can move projects forward, helping to create more housing near transit, jobs, services, and other amenities that contribute to healthy and inclusive communities. The RED Housing Fund is not a grant fund but a revolving loan fund.

An initial seed capital of \$20 million, \$10 million of which has already been allocated by the County of Sonoma, will empower the fund to offer financing to multiple developers in need of critical gap financing that could unlock capital from traditional debt and equity sources, pushing projects across the funding finish line. By both providing a mechanism for investors to support housing development, as well as distributing its capital in a way that activates additional funding from other financing sources, the fund can quickly and effectively help to change the development landscape in Santa Rosa to create more dense and vibrant communities.

Fully seeding the RED Housing Fund is a powerful way to almost instantly leverage and grow one-time money — **it can immediately move existing projects forward, getting shovels and sticks in the ground, injecting cash into local economy and creating jobs, and attracting additional funding to attract and accelerate more projects.**

In Closing and With Gratitude

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

Respectfully,



Jen Klose,
Executive Director, Generation Housing

Joining signers below

Adam Peacocke, FeatherVine
Akash Kalia, Palms Inn
Alex Khalfin, VP of Public Affairs, California Apartment Association
Amie Fishman, Executive Director, Non-Profit Housing Association of Northern California
Angie Dillon-Shore, ED First 5 Sonoma County
Carol Lexa, President, North Bay Association of REALTORS®
Cornerstone Properties
Dr. Jason Cunningham, West County Health Centers
Ed Khabaz, 420 Mendocino, LLC
Elece Hempel, Petaluma People Services Center
Herman J. Hernandez, President, Los Cien
Homeless Action! of Sonoma County
Kathleen Kane, Ret. Executive Director, Sonoma County CDC
Keith Rogal, Rogal & Associates
Larry Florin, President & CEO, Burbank Housing
Mark Krug, Business Development Manager, Burbank Housing
Matt Franklin, CEO, MidPen Housing Corp.
Michael Cook, PLA, CLIA, INTEGRA Planning + Landscape Architecture
Peter Rumble, Santa Rosa Metro Chamber
Ronit Rubinoff, Executive Director Legal Aid of Sonoma County
Scott Alonso, Petaluma Planning Commissioner
Sonu Chandi, CEO, Chandi Hospitality Group
Walter Kieser, Senior Principal, Economic & Planning Systems, Inc.
Zach Berkowitz, multifamily housing developer

From: [Karen Ingram](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Bennett Valley Golf course
Date: Tuesday, February 16, 2021 7:39:41 PM

Hi

I was shocked to hear about the action to spend \$150,000 to study if the golf course should be turned into houses. I am a golfer and BV is one of the few public courses in this area. It is reasonable in cost, a beautiful interaction with nature and great exercise. I often see people just walking the course. It would be a mistake to turn it into houses.

If more housing is needed I suggest that the strip of land that was to be part of Hwy 12 be used for housing. Or take the racetrack out of the fairgrounds and put affordable housing there. The golf course there is not nearly as nice as Bennett Valley.

Making the golf course anything than what it is means that people of all ages will not have a place to play. Certainly a number of seniors will be impacted.

Further, with all the additional housing going in downtown there will be more people needing to get away from the City life and this is a great local option. Also, while the course does use water, we need to save this green space and not put in more people and more houses that contribute to water usage without any public benefit.

Save Bennett Valley Golf!

Karen Ingram

Sent from my iPad

From: [Amara Ravanna](#)
To: [_CityCouncilListPublic](#); [Nutt, Jason](#)
Subject: [EXTERNAL] Bennett Valley Golf Course
Date: Tuesday, February 16, 2021 7:46:53 PM

Dear Jason Nutt and City Council Members,

I've been a homeowner for twenty-two years at the Golden Tee Condo Complex parallel to Bennett Valley Golf Course. I purchased my condo explicitly for the view of the golf course and because I am an avid golfer. This proposal threatens the quality of life in Bennett Valley. Without the beautiful ambiance that Bennett Valley Golf Course provides, this valley would become just another subdivision. We cannot allow Bennett Valley to lose its natural beauty. Please make the necessary repairs on the course but do not close down Bennett Valley Golf Course.

Sincerely,
Matt Shapiro

From: [M.P](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Goal Setting
Date: Wednesday, February 17, 2021 10:09:15 AM

This letter is in response to the Bennett Valley Golf Club's possible redevelopment. I was born and raised in Santa Rosa and have lived my entire 46 years in Bennet Valley. My family owned The Brass Ass Saloon (and later the Bull Moose Saloon), which were staples in the BV area for over 25 years. We have a long-standing in the BV community. A big part of our love for this area is the BVGC. We held golf tournaments at BVGC annually for 25 years until we closed our restaurant. My son's first birthday was in the clubhouse; 16 years later, his prom pictures were on the course. We frequent the dog park at Galvan and walk the area while my daughter has soccer practice. My husband, son, and son in law all play on the course. The BVGC is more than just a place to play golf in our community; for families like mine, it is a place that holds a lifetime of memories and meaning.

I implore you not to go forward with redeveloping the BVGC or Galvin Park. BVGC is needed in our community. It provides an escape for families, recreation, and peace of mind. The BVGC offers a needed firebreak for many of the homes in the area. As someone who has been evacuated twice since 2017, I can tell you how stressful the situation is. Redeveloping the site would significantly enhance the fire danger and make evacuation even harder with increased traffic.

I also request that you do not go forward with the approval of CBRE to evaluate the viability of the course. They are not the right consultants for the job, and we have plenty of well qualified local contractors that can do this work. The process of determining the next steps for BVGC, Driving Range, Legends, and Galvin must-have community input and should not be fast tracked without it. We should not have to find out about the plans in the *Press Democrat*.

While I appreciate that you have an incredibly tough job and are trying to do what you feel is best for Santa Rosa, I encourage you to listen to the community's cries and reconsider this plan, which would devastate our community.

Regards,
Megan Page

From: [ken.richter](#)
To: [_CityCouncilListPublic](#)
Cc: [Ken Richter](#)
Subject: [EXTERNAL] Bennett Valley Golf Course
Date: Wednesday, February 17, 2021 12:05:56 PM

Hello Santa Rosa City Council,

Attached is a note I posted today on the "Save Bennett Valley Golf Course" Facebook page. As you make these decisions on the future of our golf course please take a long term perspective and consider how we got to this point along with how we best move forward. The value of this city treasure to the community hopefully will not be measured by the bond debt in isolation.

Respectively,
Ken Richter


I obtained a copy of the original contract that Jill Scott, Santa Rosa Real Estate Services manager contracted with CBRE (Commercial Real Estate Services). Relating to Bennett Valley Golf Course.

This contract funded the 14 page study that was presented to Santa Rosa City Council on Feb 2nd.

The opening paragraph of the CBRE proposal states:

"It is our understanding at this stage, the City is looking to better understand potential options for the golf facility that could include potential redevelopment for all or portions of the facility".

The CRRE proposal also includes a fee schedule of commissions earned for the potential sale or lease of the property. These range up to 3% depending on the sale price or up to 6% depending on the lease.

This report was estimated by CBRE to cost between at \$9,500 to \$14,000 but the Santa Rosa contact signed by City Manager Sean McGlynn states that the maximum the city would cover could be as much as \$99,000. The final cost of this contract was not known at this time.

It is interesting how a financial bond obligation is morphing into a land "repurposing" issue for the golf course.

Some background information would be helpful to better understand how the city got to this point.

It is important to examine the underlying reasons that supported decisions made by City Council in 2004. These decisions obligated the city to a very expensive bond liability for a golf clubhouse and an expensive restaurant-event center and had very little community input or public discussion.

It would seem that if the Santa Rosa Real Estate Services Department contracts with a commercial real estate development company to study the future of Bennett Valley Golf Course, the result might be biased toward re-purposing the property.

It would be informative to also understand:

- Why was BVGC re-organized from the Dept. of Parks and Recreation into the Dept. of Transportation and Public works this past year?
- Why is refinancing the bond obligation not under consideration? The original series of bonds were financed at approximately 4.6 to 5.4%. Current interest rates are significantly less expensive.
- When a review of BVGC was deemed necessary in 2013, the city contracted with Sirius Golf Advisors, a national company specializing in golf course operations, and

they provided a detailed 99 page report to the City Council that offered detailed analysis of suggestions to improve revenue while enhancing the golfing experience for its customers. Interesting that the report did not review the restaurant operation but did comment that Legends, by closing the outside food window, did not support the golf operation and also contributed to a slower pace of play.

- How is the \$2 course improvement fee, that was added to the greens fee in 2017, accessible? Why is the Board of Community Services the prioritizing organization and neither the course manager nor the golf course maintenance superintendent have any influence on how this money is allocated?

Sent from [Mail](#) for Windows 10

From: [Jen Klose](#)
To: [CityCouncilListPublic](#)
Subject: [EXTERNAL] Comments on Goal Setting
Date: Wednesday, February 17, 2021 7:34:30 PM

Good evening Mayor Rogers and council members:

I am Jen Klose, Executive Director of Generation Housing. I gave a public comment tonight, but I understand that my Internet cut out on occasion and so I am providing my comment here in writing as well.

At Generation Housing, we advocate for more, more diverse, and more affordable housing. And we do that not for its own sake but because we know that safe affordable stable housing is necessary for a healthy community – healthy in the broadest sense. And we do that because we know that we have been behind in housing production for decades and that housing scarcity and affordability has been thought of as a crisis even before the 2017 wildfires that took 5% of our housing stock in a single night.

And, we have an opportunity to help spur our local recovery from the post-Covic economic slowdown by investing in housing. Housing construction is a powerful economic engine.

But I know that you know all of this!

We are here tonight to encourage and embolden you. You have tools to attack this housing. And we are here to help.

We are launching a public will building campaign to help change hearts and minds on housing to support your efforts.

Please be bold.

We encourage you to launch an EIFD, but to do so thoughtfully with an equity lens, to take action to preserve existing affordable housing, and to enact policies that help encourage development of missing middle and infill housing.

We encourage you to look carefully at using public land for housing – even if that means redeveloping current use.

We encourage you to enact policies that streamline and reduce the cost of the entitlement process for multifamily development.

We have an opportunity to improve housing affordability for many of our neighbors, current and future, and we have a special opportunity to think intersectionally by weaving these approaches with a climate smart and racial equity lens that can produce a double and triple bottom line for everyone.

Thank you for your service!

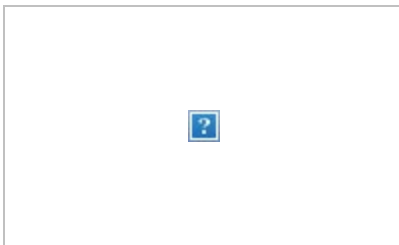
In partnership,
Jen

Jen Klose, J.D. [[she/her](#)] | Executive Director

Generation Housing
GenerationHousing.org

1275 Fourth St. #179 | Santa Rosa, CA 95404

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



[Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#)

From: [Jose Garcia](#)
To: [_CityCouncilListPublic](#); [Nutt, Jason](#); [Santos, Jen](#)
Subject: [EXTERNAL] Galvin Park and Bennett Valley Gold Course
Date: Wednesday, February 17, 2021 8:51:33 PM

Hi,

I'm new to Bennett Valley, having recently purchased a home here. I'm not too involved in local politics, but I recently discovered Galvin Park. As a person in my late 20's, I have been enjoying this amazing park, taking my dog to the dog park, etc.

I'll keep this short; I am very opposed to the proposal to change the use of this well used community park. I wholeheartedly support housing developments, but we also need more recreational activities, not less. Santa Rosa already has a reputation among my young peers as not having enough recreation, and having somewhat poor planning.

I feel all in now as a Santa Rosan with a home, and I fully support growth, and will benefit greatly from developing the city. But this proposal seems very poorly thought out in that it destroys a well used community space.

I will be watching this decision play out, and will use my voting power to defend this park. I don't have such a strong personal connection to many other topics locally, so this decision will have significant weight when I vote for my city council representation.

Sincerely,
Jose Garcia

Sent from my iPhone

From: [Sue Aiken](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] City goal setting
Date: Thursday, February 18, 2021 5:47:25 AM

My name is Sue Aiken. I have been a volunteer at the Luther Burbank home and garden directly across the street from city offices where you meet. With the release of funds from PGE I urge you to put high priority on replacing the 37 year old roof on the Burbank home. Apparently someone from the city has told our staff that the roof has 14 more years of life! A 51 year old roof on this registered National Historic Site!!! Really! Is that how you want to treat this national treasure? It is filled with irreplaceable information and treasures reflective of the work that helped put Santa Rosa on the map. Henry Ford came here to learn what Burbank was doing. He and Jack London were acquainted and conspired to develop a spineless cactus!!! Not so successful but my point is this home and garden are visited by people from all over the world. It will be a black eye indeed if the building falls into disrepair because of water damage followed by mold and ruined furnishings.

Thank you for your consideration of the continued preservation of a special time in our city's history.

Thank you

Sue Aiken

Volunteer Gardener

Sent from Sue's iPhone

From: [Warren Wiscombe](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] GOAL SETTING
Date: Thursday, February 18, 2021 12:19:58 PM

I realize this is late. I kept waiting for the eComment link to be activated starting last Monday, Feb 15, but it never was. I only belatedly discovered this simpler method. I hope my comments can still reach the goal-setting group on City Council.

Both my comments advocate being more pro-active about wildfires rather than just waiting passively for PG&E to fix everything.

(1) We have walked Santa Rosa extensively during the lockdown, notably all the burned areas. We have observed over and over again that some houses burn while nearby houses don't. This was not just due to fire lines being established--it was obvious that not all the surviving houses, or even most, were protected by fire lines. Check out the 3 houses that burned in Oakmont, for example. I suggest finding out what lessons might be learned from this. Hire a person with expertise in wildfire effects, or let a grant to a university faculty member who studies wildfire damage, or whatever. I would submit that the knowledge gained would be worth 100 times what it would cost to gather.

(2) Santa Rosa has many dilapidated firetraps. Just saying they are on private land and that the City has no control is not good enough after 3 devastating wildfire seasons. Such firetraps do not deserve unlimited protection when they pose a public hazard. It is now well known that wind spreads embers miles ahead of a fire line (think, Coffey Park), and some of these embers were, and will be, from firetrap structures that should be torn down. Can the City not do something to protect us from irresponsible owners who allow their structures to decay and become firetraps? If necessary, I can provide lists of such structures, as could many citizens of SR. Why not create a hotline where people can report such structures? And an enforcement mechanism for getting them torn down?


Warren Wiscombe
[REDACTED], 95404

From: [Carole Quandt](#)
To: [_CityCouncilListPublic](#)
Subject: [EXTERNAL] Goal Setting Priorities
Date: Thursday, February 18, 2021 12:31:30 PM

Dear City Council Members,

Our parks face many challenges. The one I ask you to consider singling out in your goal setting priorities is Prince Memorial Greenway. It is more than a neighborhood park, it is a tremendous downtown asset for the growth and prosperity of our central core. In the short term, please consider how to keep its already invested in infrastructure from deteriorating further. In the long term, pull together resources and agencies—and volunteers!--to help Prince Memorial Greenway flourish in all its capacities, both those it is already meant to serve and those yet to come.

thank you for your consideration,

Carole Quandt
Board of Community Services


From: [Penny Hastings](#)
To: [_CityCouncilListPublic](#)
Cc: [Manis, Dina](#)
Subject: [EXTERNAL] Fire and Fuel Concerns for Montecito Heights and Nearby Communities
Date: Thursday, February 18, 2021 5:16:23 PM

Santa Rosa City Council members,

We apologize for being late in getting this statement to you. We are a growing committee extremely concerned about another fire in our Santa Rosa communities.
See the statement below:

Fire and Fuel Committee
Statement of Concern
February 18, 2021

We are residents of Santa Rosa City and Sonoma County who live within areas deemed urban/wildfire critical. Some of us are residents who have lost our homes to wildfires in the past four years and are deeply concerned about possible/probable future fires in the area.

We need the City of Santa Rosa and the County of Sonoma, as well as those entities who collaborate with CALFIRE, to assist us as we attempt to safeguard our homes from wildfires. We believe this can only be done if all property owners in the areas listed below are required to meet a strict standard of fuel abatement BEFORE our next fire season.

Of great concern are the unabated county and city properties in Montecito Heights, Grace Tract, Proctor Terrace, on Chanate Road, Parker Hill Road, Brush Creek Road, in Alta Vista and Cobblestone neighborhoods, Lomitas Heights, Paulin Creek, and Terra Linda areas.

Other: Eucalyptus trees in the County/City Portion of the Rural Cemetery are potential fire torches. Memorial Cemetery (backside brush and weed trash piles), plus the holding pond at Memorial Cemetery (overgrowth around pond) – Parsons and Poppy Creek.

We desperately need enforcement of tree and weed abatement in all of these areas. We request funding through the City of Santa Rosa and the County of Sonoma using PG&E settlement funds, as well as other city and county resources. We seek low interest loans for those who wish to voluntarily comply with current rules. We think strict enforcement for fuel abatement on private properties which do not choose to comply with current rules is essential. We would like to see private companies be hired to enforce abatement and be reimbursed through fines for those who choose not to voluntarily comply.

Thank you for your consideration.

Contact committee members are:

Kate Carpenter: [REDACTED] 95404
Sue Bolt: [REDACTED] 95404
Bernadette [REDACTED] . 95404
Richard Bell: [REDACTED] 95404
Penny Hastings: [REDACTED] 95404
Mark Dewitt: [REDACTED] . 95404

From: [Christina Turgeon](#)
To: [_CityCouncilListPublic](#); [McGlynn, Sean](#)
Cc: [FoCAP Steering](#); ["mturg@aol.com" via WECAN](#); [Barbara Moulton](#); [SonomaCountyCAN@gmail.com](#)
Subject: [EXTERNAL] Climate crisis discussion
Date: Friday, February 19, 2021 7:53:32 AM

Dear Council members,

Thanks for the very organized deliberations over the first 7 hours of goal-setting, quite impressive. The climate crisis discussion will continue to escalate as we treat it as just one of many issues and not as the issue that will dominate our lives going forward.

Mr. Tibbetts, as my district representative, I appreciated your suggestion to work on reducing our emissions until the end of the year before deciding to hire a climate crisis director. I'm eager to hear how we can implement and monitor such a plan.

A good suggestion might be to take the \$150K for the Bennett Valley consultant and set it aside until a decision can be made at the end of the year if we can't meet our emission reduction goals so that it could be applied toward hiring a climate czar.

Keep up the good work.

Best regards, Mike Turgeon