



ECONOMIC DEVELOPMENT SUBCOMMITTEE

MARCH 9, 2021

OBJECTIVE: To empower economic stability and create economic growth and opportunity for Santa Rosa through policies, programs and projects that encourage job retention and creation, broad economic prosperity, and great places.

Council Members: John Sawyer, Chair | Victoria Fleming | Eddie Alvarez

Staff: Raissa de la Rosa, Economic Development Division Director

ECONOMIC RESILIENCY LIST - CURRENT

POLICIES

- COVID Paid Sick Leave Ordinance
- Policy and regulation development for emerging industries and/or workforce
- Downtown Preservation and Economic Protection Plan
- Misc. policy development – e.g. cap food delivery service charges; vacation rentals

PROGRAMS

- Child Care Support Pilot Program
- Roseland Initiatives
- Out There SR / Inside Out There programs
- Mobile vending/Food trucks
- Working capital for small businesses
- Tenant improvement pilot program
- Business incubator/fab lab
- Partner programs

PROJECTS

- Pursuit of revenue opportunities
- RFP/Q for downtown City properties
- Infill development projects + P3
- Ongoing COVID response and recovery
- Activate vacant/underused spaces



CalChamber Recommendations

Letter to Gov. Newsom, Assembly & Senate leaders, members of the Legislature

- **Liability relief** – if following state guidance, businesses won't be shut down for claims of negligence
- **Businesses contracting with businesses** – settle ongoing uncertainty created by AB 5 (independent contractor status)
- **Eliminate disincentives for telecommuting** – change workplace rules to recognize at-home work locations
- **Exempt emergency pandemic compliance from the Labor Code Private Attorney General Act**
- **Postpone State minimum wage hike for 2021**
- **Postpone nonessential compliance and rulemaking activities** – pause nonessential regulatory functions
- **Accelerate construction and permitting of new housing** – delay or stop e.g. VMT regulations, WOTS procedures, the Construction General Permit
- **Expedite retraining program for unemployed workers**

