



- Santa Rosa 2020: General Plan
- Growth Management Ordinance
- Housing Allocation Plan Ordinance

City Council & Planning Commission Joint Session

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Office of Advance Planning and Public Policy



## ***INTRODUCTION***

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The General Plan addresses issues related to the physical development and growth of Santa Rosa, and it represents the community's aspirations for the future. The General Plan is required by state law, and it has a long range focus, looking 20 years into the future. It is a blueprint for the future, guiding the city's planning and zoning functions as well as the funding of public improvement projects, such as parks and streets.

The Santa Rosa 2020: General Plan, was in effect most of 2009; a revised General Plan, Santa Rosa General Plan 2035, was adopted in November 2009. The State General Plan Guidelines were consulted in the development of the General Plan, and the document complies with those guidelines to a high degree.

Each year, the Planning Commission and City Council review the General Plan, consistent with General Plan policy and state planning and zoning law. State law directs that an annual report be provided to the City Council on the status of the plan and progress in its implementation, including meeting its share of regional housing needs. This report is developed to assist citizens and the Planning Commission and City Council in understanding recent decisions involving the General Plan.

The annual review covers General Plan actions in 2009 and addresses General Plan implementation. The yearly review of the Growth Management and Housing Allocation Plan Ordinances is also included, following the General Plan information. The report focuses mainly on Santa Rosa 2020: General Plan, but Santa Rosa 2035 is also considered.

## ***GENERAL PLAN ACTIONS IN 2009***

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According to city policy, the General Plan can be amended three times per year. Amendments to the Land Use Diagram and the text can be considered. Any change to the General Plan requires a hearing before both the Planning Commission and the City Council. The following General Plan Amendment requests were considered during the 2009 amendment cycles:

***2930 Bennett Valley Road*** The Calvary Catholic Cemetery owns land totaling over 40-acres along Bennett Valley Road. The General Plan Amendment was processed to give the facility a consistent a land use designation for the entire ownership. Specifically 23 acres of land was redesignated from Low Density Residential (2.0 to 8.0 units per acre) to Public Institutional to recognize the cemetery use.

***930 Fresno Avenue*** A 6.6 acre site was redesignated from Low Density Residential (2.0 to 8.0 units per acre) to Medium Low Density Residential (8.0 to 13.0 units per acre). The change was made to allow for future development opportunities; the change will allow up to 30 more units on the site.

**2000-2100 Sebastopol Road** A 0.43 acre portion of land was redesignated from Low Density Residential (2.0 to 8.0 units per acre) to Retail and Business Services. The portion redesignated is adjacent to a developed commercial business and currently functions as a parking lots. The change will allow the business to expand.

**1154, 1156, 1172, 1174, 1182, 1184, 1210 & 1212 Lance Drive** A small lot just under an acre (0.84 acres) was redesignated from Low Density Residential (2.0 to 8.0 units per acre) to Medium Density Residential (18.0- 30.0 units per acre). The property is already developed with multi-family uses; the change was requested to reflect the current use of the property.

There is no development associated with the amendments above. Two of the amendments approved in 2009 were to assist businesses in expanding their operations in the future, and one amendment would increase the potential number of residential units to be built in the future. Finally, the last amendment was a change necessary to reflect current land use.

### ***GENERAL PLAN REVISION PROGRAM***

The Draft Santa Rosa General Plan 2035 was released on January 5, 2009. The Draft General Plan, which was focused on an update to the Housing Element, was the subject of many public meetings during the last year. Public hearings on the plan and its accompanying Environmental Impact Report commenced at the Planning Commission in April 2009. The Commission reviewed the plan over nine meetings, concluding with a unanimous recommendation to the City Council in August 2009. The City Council adopted the Santa Rosa General Plan 2035 on November 3, 2009. The plan's basic element structure remains the same as the prior plan's with some revisions and new information, including the addition of policies addressing greenhouse gas emissions reduction. The Housing Element is the most revised, with updated data, background information, and policies. The revised General Plan for the first time also includes a parcel specific Land Use Diagram.

## **GENERAL PLAN IMPLEMENTATION**

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The General Plan contains hundreds of policies which guide the daily decision making of city staff, the City Council and city boards and commissions. The following addresses the progress in implementing the General Plan.

### **Growth and Development**

#### ***Residential***

Santa Rosa had 161,500 residents on January 1, 2009, according to the State Department of Finance. This represents an increase of 0.9 percent over the 2008 population. There were 94 residential building permits issued by the City of Santa Rosa in 2009. Of the permits issued, 87 were for single family dwellings, 2 were for multifamily dwellings, 3 were for second dwelling units, and 2 were for mobile homes. Of the 94 total units, 12 were constructed in northeast, 47 in southeast, 1 in southwest and 34 in northwest Santa Rosa.

Overall residential permitting was down 54 percent from 2008 when 176 permits were issued for residential dwellings. Residential permitting increased 37 percent in the southeast, and decreased 73 percent in the northwest, 87 percent in the southwest, and 8 percent in the northeast compared to the prior year.

Permitting for second dwelling units decreased by 73 percent from 2008. The three second units that were permitted were on lots where a single family unit already existed.

As of July 2009, there were 3,779 residential units approved and ready for development. There were another 1,332 residential units proposed and proceeding through the development review process.

#### ***Non Residential***

Non-Residential development is down. Santa Rosa issued one building permit for 44,924 square feet of new non residential construction in 2009. The building permit which was issued was the City of Santa Rosa Utilities Building currently under construction. The chart below details this square footage by type and projects the number of jobs which would be generated by this development, using General Plan assumptions.

<b>Permit Type</b>	<b>Square Footage</b>	<b>Projected Jobs</b>
<b>Retail</b>	0	0
<b>Office</b>	0	0
<b>Light Industrial</b>	0	0
<b>Public/Institutional</b>	44,924	150
<b>TOTALS</b>	<b>44,924</b>	<b>150</b>

Non residential square footage permitted last year decreased 81percent from 2008, when issued

building permits totaled 234,936 square feet.

As of July 2009, the Community Development pending development report shows that 623,534 square feet of non residential square footage have been approved with an additional 408,837 square feet in the review process. It must be noted, however, with the downturn in the economy it is difficult to predict how much of the pending development will be constructed.

### ***Jobs / Housing Review***

The jobs housing ratio refers to the relationship between the number of jobs and the number of employed residents in the city. The ratio is found by dividing the number of jobs by the number of employed residents. The basic idea is that a jobs/employed residents' ratio of 1.0 indicates a balance. A ratio greater than 1.0 indicates a net in-commute due to the fact there are more jobs than employed residents. A ratio of less than 1.0 indicates a net out commute of workers, since there are not enough jobs in the community for all its workers. The Association of Bay Area Governments estimated Santa Rosa's jobs/employed residents' ratio to be about 1.09 in 2005.

As outlined in the sections above, 94 new units and 44,924 non-residential square feet with the potential to generate about 150 jobs were issued building permits in 2009. The annual jobs/housing ratio can be determined using the following factors.

New units (households)	94
Employed residents/household (ABAG)	1.28
New employed residents	120
Jobs/employed residents (150/120)	1.25

To see how this will affect the existing jobs/employed residents' ratio, the following factors are used.

Total units (71,691 in UGB + 94 new)	71,785
Employed residents/household (ABAG)	1.28
Total employed residents	91,845
Total jobs (95,601 + 150 new)	95,751
Jobs/employed residents	1.04

This year's non-residential permitting did not significantly change the existing jobs/employed residents' ratio, suggesting a general consistency in total jobs to employed residents.

### ***Annexations***

In 2009, there were no annexations to the City of Santa Rosa. In 2009 a fiscal emergency was declared which prevents any additional property to be annexed into the city until the status of the economic crisis has been overturned. With no additional annexations in 2009, the overall size of Santa Rosa remains at 41.67 square miles.

## Housing Needs Information

The 94 units permitted in 2009 meet the following income categories: Very Low - 0; Low - 16; Moderate - 43; Above Moderate - 35. Very Low and Low income units are generally those under contract with the city and second dwelling units. The following table compares the ABAG Regional Housing Needs Allocation (RHNA) numbers for Santa Rosa with building permit issuance by income category to illustrate the remaining need, with approximately 5 years remaining in the reporting period.

Building Permit Issuance by Income Category 2007- 2009					
Income Category	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHND - 2007 - 2014	1,520	996	1,122	2,896	6,534
Building Permits Issued 2007 - 2009	154	139	179	643	1,115
Remaining Need	1,366	857	943	2,253	5,419

**General Plan Quantified Objectives**

1. ***Help fund the development of 210 very low and 138 low income units annually to meet the ABAG Regional Housing Needs Allocation.***

In 2009, no permits were issued for very low income units and 16 permits were issued for low income units. The city did not achieve the specific quantified objective, due in large part to the downturn in the housing market and the fact that residential permitting is down 54 percent over the last year. The city continued to provide significant assistance to projects containing units affordable to very low and low income households.

The table below illustrates funding for affordable projects which was committed in 2009. It is important to note that some of the projects in the table have received funding in prior years and have been listed in prior reports on affordability to the Planning Commission and City Council. The city committed more than \$15.3 million in 2009 to 5 projects which will contain 302 units.

Project Name	Very Low	Low	Total	In Lieu	Other Funds	Total 2009	
						Subsidy	Prior Subsidy
New RR Square Sr	48	19	68	\$398,444	\$1,037,891	\$1,436,335	
Acacia Lane Senior	43		44		\$846,222	\$846,222	\$1,395,500
Amorosa Village I	68	28	97		\$225,000	\$225,000	\$9,510,600
Humboldt Apts	37	13	51		\$1,122,000	\$1,122,000	
Kawana Spgs Apts	30	11	42		\$854,089	\$854,089	
<b>TOTAL</b>	<b>226</b>	<b>71</b>	<b>302</b>	<b>\$398,444</b>	<b>\$4,085,202</b>	<b>\$4,483,646</b>	<b>\$10,906,100</b>

There are currently 243 very low and 209 low income units which are approved but not yet built and 212 very low and 127 low income units in projects which are in the development pipeline or are being discussed with staff in Economic Development and Housing.

2. ***Assist in the rehabilitation of 50 units annually (25 very low and 25 low income housing units).***

In 2009, 774 units were rehabilitated through the city's Housing Rehabilitation / Conservation Program, the Neighborhood Revitalization Program and Section 8 rental assistance programs.

Seven single family and two multifamily dwelling units were rehabilitated with Redevelopment Low/Mod and Mortgage Revenue Bonds funds in the amount of \$19,854. Of these, six were modified for disabled occupants and seven for senior residents. Four

of the units rehabilitated are renter occupied, and five are owner occupied. All of the units are affordable to low income households.

Two hundred thirty six units were rehabilitated through the Neighborhood Revitalization Program as a result of building code enforcement measures which were cited and cleared in 2009. This includes 11 units in Apple Valley, 6 in Aston Avenue neighborhood, 32 in the South Park neighborhood, 82 in the Sunset/Delport neighborhood, and 105 in Corby/Olive.

Five hundred twenty nine units were rehabilitated and brought into Housing Quality Standard Code Compliance through the Section 8 rental assistance program. These improvements generally include upgraded electrical and plumbing, flooring, paint, new appliances and fixtures and removal of hazards and blight.

3. ***Promote development of 30 second units annually.***

In 2009, 3 second dwelling units were permitted. This is the third year in a row that permits for second units were less than 30 per year. There were a number of projects approved in the early 2000s which included second units to be developed concurrently with single family dwellings such as Gordon Ranch and College Village. This trend seems to have peaked, and fewer projects with second units have been approved in the last few years.

4. ***Preserve the existing emergency shelter beds and units of transitional and supportive housing. This includes 501 year round and 44 winter only beds in emergency shelters, 375 units of transitional housing and 385 units of permanent, supportive housing.***

No emergency or transitional beds for homeless persons were lost and no additional beds were provided during 2009.

5. ***Preserve the existing inventory of federally and locally funded affordable units including the 793 units with the potential to lose affordability between 2009 and 2014.***

During 2009, 7 units lost affordability. This includes one low income rental unit and one moderate income ownership unit which were released from restrictions of the Density Increase Program. Four units affordable to low income households in the Woodbridge Subdivision were released; three were sold by the developer at market rate in accordance with its Housing Allocation Plan contract, and one unit underwent foreclosure. An additional affordable unit was lost to foreclosure in the Rancho Miguel Subdivision.

6. ***Preserve the 2,000 existing mobile homes, which are largely occupied by lower income seniors.***

No mobile home units were lost in the community last year, though one unit which had benefited from the rent deferral program is no longer part of that program. Of the 2,008 mobile home spaces in Santa Rosa, 1,419 are subject to rent control.

## **Housing Policy Implementation**

Housing Element policies are unique among General Plan policies in that implementation dates and responsible entities are included. A revised Housing Element was adopted on November 3, 2009. No programs have been completed in the short time since adoption, but staff is currently working on a revision to the Density Bonus Ordinance.

The city had great success in implementing the prior Housing Element policies, including those resulting in a single room occupancy ordinance, a rezoning exemption for projects including affordable units, reasonable accommodation provisions, establishment of a Housing Trust and development of a new homeless facility at Samuel Jones Hall.

## **Land Use/Design/Livability**

General Plan policy promotes mixed use development downtown, in Community Shopping Centers, and along Sebastopol Road and Santa Rosa Avenue. While no building permits were issued in 2009 for mixed use development, a number of proposed and approved projects include a mix of residential and non-residential uses. The majority of the proposed and approved mixed use development is located downtown.

Currently there are 6 mixed use projects under review in Community Development; the projects boast 125,861 square feet of non-residential space and 579 residential units. In all the Community Development Department is reviewing residential projects which translate to 1,332 residential units.

## **Corridor Plans**

*Mendocino Avenue Corridor Plan:* The City adopted the Mendocino Avenue Corridor Plan in May of 2009 to enhance the functionality, safety, and community experience along Mendocino Avenue for all of its users. The adopted plan was the result of city planning principles, input from city departments, stakeholders, neighborhood groups, and residents along the corridor. To implement the plan, the city will seek opportunities over the coming years and budget cycles, through state and federal grants as well as the Capital Improvement Program.

*Santa Rosa Corridor Plan:* The City was awarded a Community Based Transportation Planning

Grant from the State Department of Transportation (Caltrans) for the Santa Rosa Corridor Plan in the summer 2009. The Plan, which is currently being developed, is a focused transportation and streetscape study for the corridor between Highway 12 and Sonoma Avenue, adjacent to downtown Santa Rosa. The project limits are contained within the Downtown Station Area Specific Plan, therefore, that plan and connections to the future SMART train will play a strong role in shaping this effort. The plan will address issues within and along the corridor which impact safety, traffic operations, multi-modal travel; pedestrian and bicycle improvements and transit access. The final document, anticipated in mid-2010, will include urban design concepts, multi-modal transportation enhancements, and development standards.

### ***Downtown***

The General Plan directs downtown to be the major office, financial, civic, and cultural center in the North Bay. It also directs development of housing units to increase downtown's vibrancy. There are a number of planning activities and projects which are striving to meet these goals.

The City's Downtown Program, based in the Economic Development and Housing Department, continues its projects to increase the vitality of the Downtown area. Major economic development accomplishments were made in 2009, are shown below:

- new business support and recruitment efforts to the launch of a Downtown niche brand derived from the community and city brands
- targeted year-round marketing of the Downtown as a shopping and dining destination
- promotion of parking facilities; web-based business resources
- implementation of a "shop local" campaign; promotion of the façade and tenant improvement loan programs
- one-on-one technical assistance to over 50 businesses located in or considering moving to Downtown.

Further, promotion of Downtown in 2009 occurred through production and support of events such as the First Fridays on Fourth Artwalk, the Wednesday Night Market, holiday festivities, and the 2009 Amgen Tour of California event and the successful bid and fundraising for the 2010 event. Outreach tools for Downtown included the quarterly Downtown newsletter and the Courthouse Square information kiosk and collaboration with the Transit Department on a wayfinding signage program for Downtown.

The Housing and Economic Development Department forged partnerships with many City departments to improve the Downtown. Partnerships with the Recreation, Parks and Community Services, Public Works, Transit and Police Departments worked to improve the physical appearance and safety of downtown.

In addition, in fall 2009 the Downtown Program initiated the development of Street Furniture Palettes for the Downtown's Courthouse Square and Railroad Square districts with the release of a Request for Proposals and subsequent selection of a design consultant to prepare the Palettes during 2010.

## **Transportation**

Traffic circulation remains one of the biggest issues for Santa Rosans. Based on General Plan modeling, it is recognized that continued growth will cause congestion and affect travel times, and some areas will not meet city Level of Service standards. The General Plan focuses on alternative transportation modes such as transit service and bicycling to reduce auto trips.

The General Plan calls for maintaining acceptable traffic flows, with a level of service of “D” or better along major corridors. While modeling is utilized to analyze specific projects and plans to measure level of service, the city also uses traffic signal timing to address levels of service. The College Avenue Adaptive Traffic Control project was put into motion with the help of a Federal earmark in 2006 and implementation began in early 2007. This past year, twenty-seven intersections along Stony Point Road corridor and the Guerneville Road corridor have been enhanced with this signal timing technology through Proposition 1B funding. Mendocino Avenue corridor from College Avenue to Bicentennial Way is the next segment to be constructed through American Recovery and Reinvestment Act funding.

The General Plan also directs traffic calming on streets subject to high speed and/or cut-through traffic, to improve neighborhood livability. The Public Works Department has had to reduce efforts in this arena due to budget impacts, however, the Pilot Project for the Humboldt Bike Boulevard has been on the forefront of their work efforts. This is the first bike boulevard project in Santa Rosa. It is discussed below in the *Bicycles and Pedestrians* section of the report.

Addressing the policy for a solution for regional traffic on north-south and east-west corridors, a widening plan for Stony Point Road was approved in 2005, and phase 1, between Highway 12 and Sebastopol Road, was completed in winter 2009 and has improved operations in the southwest area. The Hearn Avenue over crossing project is also gaining steam as staff is working with Caltrans through the project development process. This project, in conjunction with the widening of Santa Rosa Avenue from Yolanda Avenue to Kawana Springs Road, will help the circulation of pedestrians, bicycles, and vehicles in this congested area.

The Farmers Lane extension from Bennett Valley Road to Bellevue Avenue is a planned improvement which will carry regional through traffic as well as local trips. The first phase design will be completed in 2010. The Highway 101 widening from Steele Lane to Windsor is under construction and the HOV lanes were opened in winter 2009.

The General Plan also calls for coordination of the city’s Transportation Plan with regional entities such as the Sonoma County Transportation Authority, the Metropolitan Transportation Commission and CalTrans. Staff works with all these groups to secure funding and to develop strategic plans to implement transportation improvements.

### ***Transit and Transportation Systems Management***

The General Plan calls for expanding transit service and encouraging ridership through marketing and promotional efforts. Santa Rosa CityBus ridership increased slightly in 2009 from 2,832,197 in 2008 to 2,858,142 in 2009. In 2009 the new Route 19, which provides increased service to the Roseland neighborhood and along Santa Rosa Avenue, added 467 service hours per month. Four new gasoline/electric hybrid buses were added to the fleet. The city now has eight hybrid buses in its fleet.

Santa Rosa's Paratransit program serves disabled individuals who cannot use fixed route transit. Paratransit offers curb to curb service for users and made trips with a 98 percent on time performance record last year. Strong use continues for this program, with 48,814 trips in 2008/09. Santa Rosa Paratransit operates 11 lift equipped vans and 2 sedans. The city is currently preparing to take delivery of 5 new, replacement paratransit buses and 2 low floor, accessible mini-vans to replace the sedans in the fleet.

The **Learn to Ride Santa Rosa CityBus** travel training program for seniors continues to be very popular. The seven monthly classes held at the Santa Rosa Senior Center were well attended. In addition, Santa Rosa CityBus partnered with Sonoma County Transit to present an informational class at Oakmont. The event was very well attended, with Oakmont residents looking to learn how bus travel can work for them. Additional personal, customized trainings are provided on an "as requested" basis. The Transit Department makes every effort to provide travel training either in person or over the phone any time it is requested.

In addition, the Transit Department again conducted the **Seniors on the Go** promotion which promotes senior ridership by offering free bus travel for seniors for five days in October.

The **Santa Rosa Free Ride – Trip Reduction Incentive Program**, which provides incentives to encourage people to use a commute alternative to get to and from work, continued to grow steadily by word of mouth. The Web site, [www.santarosafreeride.org](http://www.santarosafreeride.org), continues to be a very effective tool for data collection and management. The total number of trips reduced along with the total number of miles saw a huge increase to over 384,000 trips and 2,652,366 miles saved.

The **Bike to Work Day** in May 2009 was the best yet, with Santa Rosa CityBus partnering with local businesses to provide treats and encouragement at two energizer stations.

### ***Bicycles and Pedestrians***

The General Plan directs attractive and safe streets for pedestrians and bicyclists. Last year, bicycle lanes were installed along Stony Point Road, Healdsburg Avenue, B Street, First Street, Santa Rosa Avenue, Third Street, Coffey Lane, Dutton Avenue, Montgomery Drive, and Mendocino Avenue. A pedestrian pathway was installed on Aston Avenue.

The Bicycle and Pedestrian Advisory Board's (BPAB) charge is to identify bicycle and pedestrian projects and advise on prioritizing projects with staff. One of the BPAB's main tasks is to review and recommend revisions to the Bicycle and Pedestrian Master Plan (BPMP). The BPMP update process began in 2007, with the first round of public workshops held in October

2007. Additional public workshops were held in March 2008 and April 2009. Besides BPAB, a Technical Advisory Committee made up of planning and engineering staff from the city, county, and state has also provided technical input to the BPMP update. The BPAB completed review of a preliminary Draft Bicycle and Pedestrian Master Plan in late 2008 and continues to review revised drafts with staff. The Draft BPMP that will be presented to the Planning Commission and City Council for recommendation and adoption is anticipated to be available in March 2010. The final public workshop as well as the environmental comment period is planned for March 2010. The updated BPMP is anticipated to be adopted by the end of the summer 2010.

In spring 2009, the City Council approved a pilot project implementing a bicycle boulevard on Humboldt Street from Fifth Street to Lewis Road. Humboldt has been designated a bicycle boulevard in the General Plan since 2002. Improvements including striping, signage, bulbouts/curb extensions, and four traffic circles were installed along Humboldt Street in August 2009. Three community meetings as well as sessions of the Bicycle and Pedestrian Advisory Board were held regarding the project last year to provide information to the public about the project, hear citizen concerns, and report about changes and improvements made in response to public comments. A report regarding prohibition of left turns from College Avenue onto Humboldt Street and vehicle movement prohibitions at Pacific Avenue and Humboldt Street were considered by the City Council in December. The council referred the issue to the BPAB, which held public meetings in early 2010 after which the topic will be back before the City Council.

Two community meetings were held in 2009 regarding a potential bicycle/pedestrian bridge across Highway 101 connecting Santa Rosa Junior College to the west. The public provided input on connection points on both sides of the freeway. The Bicycle and Pedestrian Advisory Board reviewed the draft US Highway 101 Bicycle/Pedestrian Overcrossing Feasibility Study in November 2009. This study will be presented to the City Council in early 2010.

Also last year the Transit Department secured a grant to install electronic bicycle lockers in locations which will support bicycle to transit commuting, such as the transit mall. A pilot program will be implemented in summer 2010.

### ***Rail Transit***

The General Plan supports the development of rail service along the former Northwest Pacific Railroad right-of-way. The Sonoma-Marín Area Rail Transit (SMART) project is a proposed rail service line extending 70 miles from Larkspur to Cloverdale, along the NWP corridor. Two stations are planned by SMART in Santa Rosa. (Santa Rosa's General Plan shows three stations). SMART prepared an Environmental Impact Report for its planned service, and it was certified during 2006. Passed in November 2004, the Measure M sales tax earmarks \$23 million for passenger rail to develop station sites, improve rail crossings on local roads and for engineering. Measure Q, a quarter-cent sales tax passed in November 2008, supports development of rail transit along the corridor. SMART has begun working on station design for the 14 stations along the corridor.

The city received a grant from the Metropolitan Transportation Commission in late 2009 to support the development of a station area plan for the North Santa Rosa station. Development of the plan is anticipated to begin in 2010.

## **Public Services and Facilities**

### ***Parks and Recreation***

The General Plan directs the continuing acquisition and development of neighborhood and community park facilities, along with special use facilities, throughout the city.

The Recreation, Parks and Community Services Department began work to acquire property along Burbank Avenue that will someday become Roseland Community Park and Trail. The department is seeking funding from the Sonoma County Agricultural Preservation and Open Space District and the State Proposition 84 for the project.

Bayer Farm on West Avenue continues to be an active community garden in a partnership with Land Paths. Land Paths provides stewardship of the garden, which includes 40 plots adopted by families. The master planning for the site began in 2009 and will be completed along with the first phase of development, which includes site access and a safe route to Sheppard School in 2010. The vision for the site is for a farm/garden atmosphere with some active recreation.

Design work for Harvest Park, a 3.5-acre neighborhood park in southeast Santa Rosa and Jack London Park, a 2-acre park adjacent to the elementary school of the same name in northwest, were to occur in 2009, but the work has been pushed back to 2010. Construction of Dauenhauer Park, 2.3 acres in the southeast, and Airfield Park, 3.7 acres in the southwest continue to be delayed in recent years due to financial and environmental concerns.

In 2009, the department was granted a Conditional Use Permit to operate the DeTurk Roundbarn as a community center for neighborhood and other community events. The city was also successful in adding 3 additional soccer fields and associated parking at a Place to Play in 2009.

Private fundraising continued in 2009, and it is anticipated that the first phase of the Finley Senior Wing will begin construction in 2010.

### ***Police and Fire Services***

The General Plan calls for collaboration with other local jurisdictions in the provision of some police and fire services if it improves service levels and is cost effective. Both the Police and Fire Departments work collaboratively with other local agencies where efficiencies can be

achieved.

The Fire Department is part of a Joint Powers Agreement for emergency dispatch and communications services, called the Redwood Empire Dispatch and Communications Authority (REDCOM). REDCOM provides fire/emergency medical dispatch services for most cities and Fire Protection Districts within Sonoma County. The Fire Department has Auto Aid Agreements with Rincon Valley Fire Protection District, Bennett Valley Fire Protection District and the Kenwood Fire Protection District. The Rincon Valley Fire District Agreement is designed to ensure the closest, most appropriate fire resources are dispatched to an incident regardless of jurisdictional boundaries. All of the agreements cover automatic emergency response to specific areas in which the city and the respective district share jurisdictional boundaries. In addition to Auto Aid Agreements, the Department is a member of a joint response plan with Rincon Valley, Bennett Valley and the California Department of Forestry and Fire Protection which covers specific wildland/urban interface areas. This plan is known as the Santa Rosa Mutual Threat Zone Operating Plan.

The General Plan calls for the addition of one new fire station and the relocation of one existing fire station to better serve the community. The passage of Measure O in November 2004 provides funds for the building and staffing of the new stations and the relocation of existing stations. Over the last few years, two new stations have been built consistent with General Plan policy. The first station, Fire Station 10 on Circadian Way off Corporate Center Parkway in the southwest area, opened in March 2006. The second station, Fire Station 11, opened in March 2009 and is located on Lewis Road east of Steele Lane in the Junior College area. Due to the city's financial situation, Fire Stations 10 and 11 were closed on a rotating basis beginning in July 2009. The rotating closures are scheduled to continue through 2010. The development of the new station near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed as well as the relocation of the existing station due to funding difficulties.

The Police Department is part of a multi-agency Computer Aided Dispatch/Records Management System. It includes Sonoma County and most of its cities and features a common records data base and access to state and federal data bases. Other collaborations occur in establishing checkpoints for drunken drivers, preparing for events involving weapons of mass destruction and various joint training opportunities.

General Plan response time goals and information on 2009 incidents and responses are included in the Growth Management Ordinance review section of this report.

## **Water and Wastewater**

### **Water**

General Plan Policy PSF-F states “ensure that an adequate supply of water is available to serve existing and future needs of the City.” To meet existing and future water supply needs, the

City's water supply consists of water supply from the Sonoma County Water Agency (SCWA), groundwater, recycled water, and water conservation.

### ***Existing Water Supply***

The City has contractual entitlement from SCWA per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City also currently uses approximately 350 AFY of recycled water from its Subregional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,400 acre-feet per year of water. The total existing water supply available to the City is approximately 31,750 AFY. Santa Rosa's highest water use to date was in 2004 when 23,993 acre-feet was used.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies and occasional periods of peak water demand. The City Council's adopted Capital Improvement Program (CIP) is scheduled to increase the number of wells to provide water supply during emergencies and peak demands. Additional projects are planned to replace old or deteriorated water system pipelines, increase fire protection and storage, improve operational efficiencies of water pump stations, provide emergency power generation at critical project locations, and to maintain and repair the water system throughout the City. These and other ongoing CIP projects are scheduled to retain and maintain a sufficient water supply system to match General Plan growth projections.

### ***Wastewater***

The General Plan calls for adequate sewer capacity to serve existing and future city needs. Wastewater from Santa Rosa is treated at the Laguna Subregional Wastewater Treatment Plant (LTP) and is disposed of in the Santa Rosa Subregional Water Reuse System. The current system rated capacity is 21.34 mgd. This is expected to provide capacity through at least 2015. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would expand the system to 25.9 mgd, which will meet General Plan projections of Santa Rosa and the other subregional partners.

### **Open Space and Conservation**

General Plan policy supports conservation of wetlands, vernal pools, wildlife ecosystems, rare plant habitat and waterways. The plan thus supports the preservation of the Sonoma County California Tiger Salamander (CTS), listed as endangered in 2003, and its habitat. Since that time, three Environmental Impact Reports have been certified for projects in southwest Santa Rosa which describe the impacts of development on the salamander.

In addition, the Santa Rosa Plain Conservation Strategy Team, comprised of state and federal agencies, the environmental and development communities, and city and county representatives, has published the Santa Rosa Plain Conservation Strategy. The Strategy, adopted in December

2005, provides the biological framework for conservation of the endangered California Tiger Salamander and four rare plant species found in conjunction with wetland habitat on the Santa Rosa Plain. It identifies conservation areas and mitigation requirements for development projects that will impact the habitat of these protected species. During 2008, the County of Sonoma, the cities of Santa Rosa, Rohnert Park and Cotati, and the Town of Windsor continued to support the *Santa Rosa Plain Conservation Strategy Planning Agreement*, adopted in fall 2007. However, funds are not allocated to carry out this agreement at this time, and the City Council has agreed to put the program on hold.

In 2009 the U.S. Fish and Wildlife Service proposed to re-designate 74,223 acres of the Santa Rosa Plain, as critical habitat for the California Tiger Salamander. The range of habitat extends from Cotati to Windsor. The plan for re-designation is anticipated to be completed in July 2011.

The city continues to strive for energy efficiency of its operations and to reduce greenhouse gas emissions. In 2009, the city received an Energy Efficiency and Community Block Grant from the Department of Energy in the amount of \$1,509,500. The grant funding is going toward seven different city projects which are noted below:

<b>Title of Project</b>	<b>Amount</b>
Regional Building Retrofit Program	\$175,950.00
Electric Vehicle Infrastructure	\$100,000.00
Intelligent Transportation System	\$250,000.00
LTP Solar Arrays	\$333,550.00
Street Light Efficiency Project	\$250,000.00
Weatherization for Low Income	\$200,000.00
Greenhouse Gas Reduction Program	\$200,000.00
	<b>Total: \$1,509,500.00</b>

The purpose of the Greenhouse Gas Reduction Program is to outline a comprehensive Greenhouse Gas (GHG) Reduction Program that obtains funding to pursue partnerships and create a methodology for the city to reach its GHG emissions reduction targets. Critical components of the program include establishing project size thresholds for new development and mitigation measures for GHG reductions. Finally, the program will fully integrate and update the city's General Plan to incorporate a city-wide, community based climate action plan. A supplemental EIR to the General Plan EIR is also proposed to make certain the city's programs are CEQA compliant.

### **Economic Vitality**

Economic development continues to play an important role in Santa Rosa. The Economic Development Program focuses on ensuring diversification of economic activity, promoting business expansion, retention and attraction, providing jobs for our citizens and strengthening the partnership between business, government, and education.

After completion of the council-adopted 2005 Economic Development Strategic Plan Phase II, in

2008, the City Council accepted the Economic Sustainability Strategy, which espouses two main concepts: Job Creation and Growing Spending. The initial focus of the Economic Sustainability Strategy (ESS) is job creation, since job creation leads to increased spending.

In summer 2009, Council adopted its annual goals, with the first goal being “Continue City focus on creating and sustaining a vital downtown, a strong economic base and an effective transportation system for the future. Create a positive business model for a sustainable community that points out the advantages of living, working and doing business in Santa Rosa.”

Following the Council goals adoption, the City hosted two-day strategic planning summit in October 2009 to focus community priorities. This process included broad stakeholder representation from community leaders, residents, local businesses and city employees. Out of this process came seven focus areas. Economic development was ranked as the number one focus area, reflected in the following goal statement, “Develop and implement an aggressive and consistent economic development plan that balances business and environment.”

Aggressive and consistent economic development program implementation continues through the program’s focus on ensuring diversification of the local economic base, promoting business expansion, retention and attraction, providing jobs for our citizens and strengthening the partnership between business, government, and education. Augmented programs and initiatives are currently under discussion; however, the following are highlights of ongoing programs and initiatives.

The **Business Visitation Program** promotes job creation, retention and attraction. The Business Visitation Program completed nine business visitations last year. Business visits maintain ongoing relationships between the City and the Business Community to make sure the City is responsive to companies’ needs to grow and expand.

Santa Rosa co-produced two **North Bay Business Growth & Innovation Forum** events in 2009, the sixth and seventh in an ongoing series. The forum series showcases CEOs, world-class business executives, angel and venture capital investors and founders of standout emerging and second-stage companies. Over 70 companies have participated in the program and received more than \$100 million in funding as a result. This innovative program has won regional, state and national awards for entrepreneurial spirit. The Forum targets start-up or second-stage companies working in one of five core clusters: clean technology, biomedical/biotechnology, advanced technology, health/wellness, or food/wine product development. This event features high-quality presentations from start-up and/or second-stage companies from the North Bay and the Greater San Francisco Bay Area, along with poster presentations from companies looking for advice, strategic partners or other resources.

The city continued use of its “**business intelligence program**” through the use of subscription services to target business prospects and create a compelling case to locate in Santa Rosa. The desired effect is to increase local jobs by attracting high-paying employers to Santa Rosa. Through use of this tool and others, the city was able to attract a high-tech company to locate its initial offices in Railroad Square with the intention to grow into larger quarters and provide up to

200 local jobs.

To provide additional assistance to business in Santa Rosa, the business section of the City’s website now includes listings of available commercial properties in the Downtown core along with previously existing Loopnet subscription that lists available properties citywide.

The “**Buy Santa Rosa**” education and outreach program continued focusing on the importance of buying locally, whether retail or business-to-business. Multimedia outreach includes radio, television, web, print media and social media The “Buy Santa Rosa” program expanded to offer local business the opportunity to post coupons on the City’s website, thereby increasing their Internet exposure by helping improve search engine results.

The Department of Economic Development and Housing sponsored five North Bay Business Journal events to increase Santa Rosa’s presence and reinforce a positive business image.

Economic Development has partnered with the **Sonoma Green Business Program** to offer Santa Rosa businesses the opportunity to become a certified Green Business. The Sonoma Green Business Program is a partnership of government agencies and utilities that assists, recognizes, and promotes local organizations, focusing on small- to medium-sized consumer-oriented businesses that volunteer to operate in a more environmentally responsible way. To be certified, participants must be in compliance with all environmental regulations and meet program standards for conserving resources, preventing pollution, and minimizing waste.

The General Plan calls for provision of sufficient land for business expansion and attraction to utilize the local labor force. There are currently about 290 acres of vacant non-residential sites in Santa Rosa, with 212 additional acres in the Urban Growth Boundary. The breakdown by designation is as follows:

	<b>In City</b>	<b>In UGB</b>	<b>TOTAL</b>
Retail Business Service	80	98	178
Business Park	77	-	77
Industrial	96	114	210
Office	37	-	37
<b>TOTAL ACRES</b>	290	212	502

Economic Development staff finds that there is greatest demand for retail sites, but there are not sites of sufficient size for many businesses interested in Santa Rosa, which has potential to cause businesses to seek sites in other communities. Interest is also expressed in Class A office space, which is not abundant in Santa Rosa. Existing large spaces for high tech firms are also difficult to find.

### **Historic Preservation**

General Plan policy calls for preserving Santa Rosa’s historic structures and neighborhoods through pursuing new landmarks and preservation districts, ensuring that alterations to historic

buildings are compatible with the character of the building and neighborhood, and increasing public participation in the historic preservation process.

Landmark Alteration Permits continue to be required for all exterior alterations to designated landmarks and buildings within designated preservation districts. Repair and maintenance are generally exempted from the requirements of a Landmark Alteration Permit after staff review to ensure that the project does not alter the character of the resource. There were 25 Landmark Alteration permits processed in 2009. Of those, 4 were reviewed by the city's Cultural Heritage Board. No new historic landmarks were designated in 2009.

Designating the Junior College Neighborhood as a preservation district continues to be a priority. A strategy to designate the neighborhood was created in 2009. The first step in the strategy is becoming a certified jurisdiction through the California State Historic Office of Preservation. The city will apply for this certification in 2010, the designation will enable the city to receive grant funding for historic preservation in the future.

## **Youth and Family**

The Youth and Family Element promotes the health, safety, and welfare of children, teens, the elderly, and their families in Santa Rosa. Child care services, youth, and senior programs are supported.

In 2004, Santa Rosa voters passed a quarter-cent public safety sales tax initiative providing 40 percent to Police, 40 percent to Fire, and 20 percent towards Gang Prevention and Intervention Services. The Neighborhood Services Division of the Recreation, Parks and Community Services Department (RPCS) is addressing gang prevention and intervention needs by operating 33 programs at 21 sites including after-school, neighborhood, sports, and summer playground programs. Programs are provided in low income, at-risk areas of Santa Rosa designated as having the highest needs. RPCS continues its partnership with Santa Rosa City Schools through funding from Proposition 49 to provide after school programming, offering youth opportunities such as assistance with homework, participation in recreation and enrichment activities, while interacting with caring and energetic staff members.

In 2009, free summer playground programs were held in various parks and schools around Santa Rosa, providing safe and fun activities for 1,000 youth. In addition to the above programs, eight of the sites provided a Free Lunch Program for youth up to age 18, a co-sponsorship with the Redwood Empire Food Bank since 2004.

The city continues to support and staff the Santa Rosa Teen Council, a Measure O funded program. The Teen Council is an advisory group to the City Council whose purpose is to increase teen involvement and community awareness of the social issues facing Santa Rosa teens with a primary focus on gang prevention awareness, and to develop possible solutions, resources, and activities. The Teen Council successfully doubled in size this year, from 11 to 22 youth with diverse representation from each of the middle and high schools, private and public, in the City

of Santa Rosa.

RPCS also plays a vital role of employing local youth and young adults, hiring some employees from neighborhoods where programs are offered. Currently, 11 of the 140 temporary employees hired by Neighborhood Services are from neighborhoods served by the department. In addition to paid staff, Neighborhood Services benefited from more than 5,241 volunteer hours provided by over 103 volunteers through court referrals, work experience, and our Leaders-In-Training program.

Cycle II of the CHOICE (*Community Helping Our Indispensable Children Excel*) Measure O grant program ended in June 2009; \$533,201 in funding was awarded to 10 non-profit service agencies providing 12 gang prevention and intervention programs for 4,566 unduplicated children, youth, and parent customers. Agencies are eligible to apply within the following service areas: Youth Activities and Support Groups, Parent and Family Support, Outpatient Services, Job Readiness Training/Job Placement for Gang-Involved Youth, Services for Adjudicated Youth, Gang Mediation and Intervention Services, and Community Gang Awareness. Continuing the goal of building our community's capacity to meet gang prevention and intervention needs, Cycle II successfully furthered the mission of Measure O to provide services within the City of Santa Rosa. By building partnerships and bringing together service providers who work with youth and families, agencies have been able to create a strong network to meet the needs of youth and families.

Cycle III of this program resulted in funding awards to 9 gang prevention and intervention programs, administered by 8 agencies which will provide early and/or high-risk intervention services for 12-months during FY 2009-10.

The Recreation, Parks and Community Services Department continues to handle the administrative duties of the Mayor's Gang Prevention Task Force (MGPTF) Advisory Board, established in 2003. Regionalization efforts at the countywide level are continuing with the Mayor and Chief of Police for the Town of Windsor joining the MGPTF Policy Team.

An increase in communication about the efforts of the MGPTF was deemed an additional goal in the strategic plan established in 2008. To reach this goal the program created an informational brochure, and in July 2009 launched the new website, and successfully spearheaded the first annual Gang Prevention Awareness Week. All promotional items have been made possible through a \$10,000 grant award from Congresswoman Lynn Woolsey's office, and have been made available to all participating agencies on the Policy and Operational Teams as well as the larger community. In addition, an Emergency Response Plan is being developed to better mobilize all of the resources available in the aftermath of a crisis.

## **Arts and Culture**

The General Plan Art and Culture Element calls for increasing public art throughout Santa Rosa, developing places for art activities to occur and directs exploration of creating an Arts District. The Arts District was adopted by the City Council in late 2006. The district, a project of the Art

in Public Places Committee, encompasses downtown and the Juilliard Park area to its south. The Arts District Business Plan was adopted by the City Council in June, 2009.

In 2009, the Arts District partnered with several community art organizations to provide art events and cultural activities, including the *Great West End Handcar Regatta*, *Wire Guy Sculpture Installation*, South A Street's *Winterblast* event, the *Imaginists Theatre Collective*, *First Fridays on Fourth*, *Dia de los Muertos*, and the *Sonoma County Book Festival*.

The *Phantom Gallery*, which started in the fall of 2008, has continuously and successfully contributed to the arts landscape downtown. In an effort to revitalize the downtown, contribute to the Arts District and show alternative art in an alternative space, the Phantom Gallery occupies otherwise empty "for lease" spaces and provides artists the opportunity to exhibit. The project proposes to open a few additional locations to serve as window front displays in 2010.

In 2009, several projects opted to place art onsite in accordance with the Public Art in Private Development Ordinance, while others fulfilled their requirement by paying the in-lieu fee. The city partnered with the new Nissan Dealership on Santa Rosa Avenue, using its in-lieu fee to place a public sculpture at the intersection of Santa Rosa Avenue and South A Street. Mark Grieve's *Bicycle Obelisk* will be installed in May, 2010.

### **Downtown Arts District**

In 2009 city staff continued with implementing the strategic plan for the Downtown Arts District. As part of this effort a business plan and a community outreach program were developed to provide events and activities which will bring people downtown. A core group of city staff has been formed to assess the recommendations in the business plan. Accomplishments to date include:

- Core group of city staff serving as informal review panel to begin executing the Arts District business plan
- Fee-based activities, including the Phantom Gallery program and First Fridays on Fourth
- The Public Art Policy was revised in June 2009 to allow expenditures on programming and staff support
- Working closely with Economic Development & Housing to capitalize on the city's expertise in economic development policy and practice relating to the arts

In addition, priorities have been identified based on business plan recommendations for the next year. These include operating in "maintenance mode" while staff prioritizes recommendations and determine available funds; building on existing activities and programs and raising awareness of the district; and developing a marketing packet to outline the benefits of the arts district. A new Street Performer/Art Vendor Program is also being planned for 2010 to help broaden the appeal of downtown.

## **ANNUAL REVIEW OF THE GROWTH MANAGEMENT PROGRAM**

The city's Growth Management Ordinance regulates residential growth. In 2009, the Growth Management Ordinance allowed 900 residential allotments. An allotment allows the future issuance of a building permit. Growth Management allotments are available from two reserves, "A" and "B," each with 450 allotments. Reserve "A" allotments are set aside for second units, mixed use units, units affordable to very low and low income households, and qualifying units. Qualifying units, drawn from Reserve "A," include all multifamily units, for sale single family attached units with project density of 10 units per acre or more, and smaller single family attached or detached units with maximum lot, square footage and bedroom requirements. Reserve "B's" 450 allotments are generally for any single family unit greater than 1,250 square feet.

Section 21-03.140 of the Growth Management Ordinance specifies that at least once each calendar year, city staff shall prepare a report on the Growth Management program. The following covers the information required by the Ordinance. The time period covered by this report is January 1 through December 31, 2009.

- 1) The number of building permits issued (1) with Reserve "A" allotments and (2) with Reserve "B" allotments during the time period covered by the report.**

In 2009, 94 residential building permits were issued. Of these permits, there were 19 Reserve "A," 70 Reserve "B," and 5 exempt from the Growth Management Ordinance. The units exempt from Growth Management represent projects approved prior to the effective date of the Growth Management Ordinance in July 1992. None of the "A" units are actually "B" units in "50-50" projects, or projects which have half Reserve "A" and half Reserve "B," type units, which may receive all project allotments from Reserve "A."

- 2) The number of entitlements, if any, that remained unallotted in (1) Reserve "A" and (2) Reserve "B" during the time period. The number of Reserve "A" entitlements, if any borrowed from the next year's Reserve "A" entitlements. The number of Reserve "B" entitlements, if any, that were reserved in future calendar year entitlements.**

There were no unissued Reserve "B" allotments for 2009 and 2010 at the end of the year. This is due to the fact that few projects were issued building permits in 2009, and therefore, they did not use their growth management allotments. Staff will work with applicants of approved projects to move allotments as possible to future years. It appears there will be more requests for allotments than those available.

Reserve "A" allotments remain available in 2010.

**3) An evaluation of the coordination of planning and development decisions, including infrastructure planning, with policies related to growth management.**

Planning and development decisions over the past year have been coordinated with policies related to growth management in that no residential development is approved without acknowledging the requirements of the Growth Management Ordinance. When a developer submits an application for residential development, he or she must indicate the type of units proposed, from which Reserve allotments are requested and for what year.

Infrastructure planning is done on a broad basis, ensuring sufficient infrastructure to serve General Plan buildout as well as individual project review requirements. Coordination of infrastructure planning with Growth Management policies has been related to ensuring adequate infrastructure to serve General Plan buildout. Thus, the relationship between infrastructure planning and the growth management program has been indirect.

The Southwest and Southeast Area Plans each address the infrastructure needs of the planning areas and fees have been adopted to finance infrastructure improvements in these areas. The Capital Facilities Fee was adopted in 1997 to fund public infrastructure facilities required to serve new development. Infrastructure funded by the CFF includes street widening, traffic signals, freeway interchanges, bike paths, and storm drains. The area plan development impact fees and Capital Facilities Fee were updated in 2002 and again in 2005. The Downtown Station Area Specific Plan also outlines infrastructure needed to support development anticipated by the Plan and estimates its future cost.

Development impact fees are used to finance capital improvement projects. Projects programmed in the City's Capital Improvement Program (CIP) are reviewed annually by the Planning Commission to ensure that the CIP is consistent with improvements identified in the General Plan.

**4) An analysis of the provision of public services, and if those services, including fire and police response, parks, water and wastewater services, have sufficient capacity to meet the needs of Santa Rosa.**

Planning is ongoing to ensure sufficient capacity to meet the future service needs of Santa Rosa. The following outlines how the above noted service needs are being met.

Fire Services

The Fire Department responded to 19,241 calls for service in 2009, a half percent

increase from 2008, when there were 19,137 calls for service. The Department provides emergency services with ten engine companies and two ladder truck companies out of ten strategically located fire stations. These twelve companies are supervised by one on duty Battalion Chief. The majority of calls (66%) were for medical emergencies.

Growth of the city continues to impact the ability of the Fire Department to deliver service. For example, traffic congestion continues to delay Fire Department response times. The General Plan's fire emergency response time is that the Fire Department shall achieve 90% performance of arrival of the first fire company at an emergency within five minutes of notification by the dispatch center. The Department's average response time for emergency calls in 2009 was 3 minutes and 6 seconds with the Department arriving on scene within 5 minutes of dispatch 90.23% of the time.

The citizens of Santa Rosa passed Measure O, a special tax for public safety and gang prevention, in 2004. The funding from this tax measure is being used to build and staff new fire stations. The first new Measure O fire station was placed into service in early March 2006 in southwest Santa Rosa. In 2007, the city acquired property on Lewis Road near Mendocino Avenue for Fire Station 11, which opened in March 2009. Due to the city's financial situation, Fire Stations 10 and 11 were closed on a rotating basis beginning in July 2009. The rotating closures are scheduled to continue through 2010. The development of the final new station near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed.

#### Police Services

General Plan police response time goals are 6 minutes for emergency calls, 14 minutes for urgent calls and 32 minutes for routine calls. In 2009, the Police Department's average response times were 5 minutes and 35 seconds for Priority One calls, of which there were 6,992 calls for service, 9 minutes and 30 seconds for Priority Two calls, of which there were 27,468 calls for service, and 19 minutes and 38 seconds for Priority Three calls for service, of which there were 16,291 calls for service.

The city had a total of 177 sworn officer positions and 75 civilian employee positions in 2009. The city continues its efforts in neighborhood oriented policing. This strategy assigns officers to neighborhoods while focusing other resources on investigation and prosecution of violent crime.

#### Parks

Santa Rosa's park acreage includes approximately: 531 acres of developed park, 239 acres of acquired but undeveloped land, and 150 acres of golf course for a

total of 851 acres. Santa Rosa has approximately 3.3 acres of developed park land per 1,000 population. The General Plan standard is 6 acres per 1,000, with city parks making up 3.5 acres per 1,000, school recreational land meeting 1.4 acres per 1,000, and accessible open space meeting 1.1 acres per 1,000. City staff continues to work to ensure provision of parks and recreation and community facilities for Santa Rosa citizens.

In 2008, the six acre Bayer Park was added to the city's inventory of parks, and one acre is currently being used as a community garden. Master planning for the park is happening now with the vision of a farm/garden including some active recreation component.

Design work for Harvest Park, a 3.5-acre neighborhood park in southeast Santa Rosa and Jack London Park, a 2-acre park adjacent to the elementary school of the same name in northwest, were to occur in 2009, but the work has been pushed back to 2010. Construction of Dauenhauer Park, 2.3 acres in the southeast, and Airfield Park, 3.7 acres in the southwest continue to be delayed in recent years due to financial and environmental concerns.

#### Water and Wastewater Services

Provision of adequate water supply and distribution and wastewater collection, treatment, storage, and disposal services is meeting the needs of Santa Rosa in accordance with the adopted General Plan and Growth Management Ordinance.

#### ***Existing Water Supply***

The City has contractual entitlement from SCWA per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City also currently uses approximately 350 AFY of recycled water from its Subregional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,400 acre-feet per year of water. The total existing water supply available to the City is approximately 31,750 AFY. Santa Rosa's highest water use to date was in 2004 when 23,993 acre-feet was used.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies and occasional periods of peak water demand. The City Council's adopted Capital Improvement Program (CIP) is scheduled to increase the number of wells to provide water supply during emergencies and peak demands. Additional projects are planned to replace old or deteriorated water system pipelines, increase fire protection and storage, improve operational efficiencies of water pump stations,

provide emergency power generation at critical project locations, and to maintain and repair the water system throughout the City. These and other ongoing CIP projects are scheduled to retain and maintain a sufficient water supply system to match General Plan growth projections.

***Conditions which could affect Existing Water Supply***

The release of the Biological Opinion regarding SCWA's current operation of facilities within the Russian River watershed, recent action by the SCWA's Board of Directors regarding completion of the SCWA's Water Supply, Transmission and Reliability Project (Water Project), and short term water supply shortages due to drought conditions could affect the City's existing water supply.

In September 2008, the Biological Opinion regarding SCWA's operation of facilities within the Russian River watershed was released. The Biological Opinion determined that the operation of some aspects of the SCWA facilities will affect the endangered fish species within the Russian River watershed and required SCWA to implement certain measures over a 15 year timeframe to mitigate the affect on the fish species. The measures include, among other things, the restoration of fish habitat and the reduction of flows in the Russian River and Dry Creek. Due to the Biological Opinion requirements, SCWA's ability to meet peak demands during the months of June through October could be affected.

In September 2009, SCWA Board of Director's passed a resolution, among other things, abandoning the SCWA Water Project. The Water Project would have provided for SCWA water transmission and delivery system improvements for additional water supply.

The contractual provisions of the Restructured Agreement dictate how water supply reductions will be administered in the event of a water shortage. Should the requirements of the Biological Opinion or the abandonment of the SCWA Water Project affect the SCWA's ability to fulfill their contractual entitlements for water supply, the water shortage allocation methodology identified in Section 3.5 of the Restructured Agreement would dictate the amount of water supply available to Santa Rosa. Under the water shortage allocation methodology, it is anticipated that the City's allocation would be 29,100 acre-feet per year, the full entitlement of the Restructured Agreement.

Recent drought conditions in 2007 and 2008 have led to short term water supply shortages, resulting in SCWA requesting a voluntary 15% reduction in water use during these dry conditions. In 2009, short term water supply shortages resulted in SCWA implementing the water shortage allocation methodology and providing water allocations to its customers, including the City. This type of dry year cycle is not unusual in our climate. To respond to such short-term dry conditions, all water suppliers in California have Urban Water Shortage Contingency Plans (Shortage Plans), which define actions to meet anticipated dry year supply

shortfalls. The city's Shortage Plan was adopted in 1991 and has been updated regularly, most recently by City Council on June 27, 2006. In response to SCWA's implementation of the water shortage allocation methodology, the City implemented its Shortage Plan and was able to successfully reduce water use to remain within the monthly water allocation provided by SCWA.

Short-term water supply shortages are expected in our climate and, while they are considered in long-term water supply planning, occurrence of dry year incidents does not negate the fact that water supply capacity is available for new development. Water supply planning is an ongoing process, and as with any changing hydrologic conditions, short term water supply shortages due to drought conditions are incorporated into the City's long-term water supply planning.

### ***Future Water Supply***

A combination of existing and additional sources comprises the City's water supply to serve the future water supply needs as identified in the City's General Plan. The City's current water entitlement from SCWA, existing groundwater supply and recycled water supply will need to be supplemented to meet the growth projected in the City's General Plan. The City's most recent demand analysis indicates that additional supply may be needed in approximately 2018, or 2015 if the City, through discretionary action, connects a significant number of water services that are now served by private wells. The additional water supply will be met through any combination of the following sources: continued implementation of the City's water conservation program, increased use of recycled water to offset current and future water uses which are approved for recycled water use; possible additional entitlement from SCWA; and possible further use of Santa Rosa's groundwater resources. Development of these additional sources of water supply will enable the city to meet projected water demand in 2035.

Wastewater: The city's existing wastewater collection system, including scheduled, planned, and anticipated CIP projects, services the existing and future development anticipated by the General Plan. These projects include on-going annual replacement of wastewater collection and trunk pipelines, improvements to wastewater lift stations, and maintenance and repair of the wastewater system throughout the city. Wastewater from Santa Rosa is treated at the Laguna Subregional Wastewater Treatment Plant (LTP) and is disposed of in the Santa Rosa Subregional Water Reuse System. The City Council adopted CIP is scheduled to make various improvements to the LTP and disposal system to maintain adequate capacity to treat and dispose wastewater volumes anticipated by the General Plan. The current system rated capacity is 21.34 mgd. This is expected to provide capacity through at least 2015. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would expand the system to 25.9 mgd, which will meet General Plan projections of Santa Rosa and the other subregional

partners.

**5) A listing of any significant problems which arose during the time period covered in administering the Growth Management program.**

There have been no significant problems with the Growth Management program in the last year. Due to the economic downturn, there have been fewer projects approved and less demand for Growth Management allotments.

**6) A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

**7) A recommendation, if any, together with factual supporting data, as to whether the Growth Management Element of the General Plan and/or the Growth Management program should be substantially revised or discontinued.**

The Growth Management Ordinance is overly complex. In response to this complexity, the City Council a policy in the General Plan's Growth Management Element in 1996 to simplify the provisions of the Growth Management Ordinance while retaining its purpose as a residential growth limitation.

In 1997, Community Development staff proposed a building permit limit as a means of simplifying the program, though this approach was ultimately not supported.

The Growth Management Program includes many features, such as two "Reserves," for allotments for different types of units, a system of issuing allotments up to five years in the future, a growth management "bank" for unused Reserve B allotments, issuance of all a project's allotments from Reserve A if the project contains half A and half B type units, and a diminishing number of allotments every five years. Santa Rosa's system is multifaceted, but does not have the effect of truly limiting growth or metering it consistent with available public services.

Because of all these features, the program is difficult to explain and to understand. In addition, it is cumbersome and time consuming to track which projects have what type of allotments in what year, given the number of projects ongoing in Santa Rosa.

During this time of little residential development, the growth management program is not essential. Projects now are waiting for the economy to improve, so most Reserve "B" allotments are taken in the next two years. This means that projects approved this year will not be able to achieve allotments to build this year. This may not be an issue, and staff will monitor the situation and report back to the council if adjustments are necessary.

## ***ANNUAL REVIEW OF THE HOUSING ALLOCATION PLAN ORDINANCE***

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The Housing Allocation Plan requires projects larger than 15 acres to provide 15 percent of their total project units affordable to low income households. It allows projects of 15 acres or less to pay a fee in lieu of building affordable units. The in lieu fee is based on a unit's size, and the fee per square foot increases as a unit becomes larger. Units of 900 square feet or less do not pay the fee. Some projects may provide their affordable units off-site or dedicate land on or off-site.

Section 21-02.180 of the Housing Allocation Plan specifies that at least once each calendar year, city staff shall prepare a report on the Housing Allocation Plan which shall include the items listed below.

**1) The number of allocated units both on and off site, approved during the time period covered by the report.**

Between January 1 and December 31, 2009, no on site allocated units were approved.

**2) The number of qualifying units, owner/builder units, second units, very low or low income units and mixed use units approved during the time period of the report.**

Between January 1 and December 31, 2009, the following units were approved:

94 qualifying units

0 second units

142 units affordable to very low and low income households (Lantana Place and Acacia Lane)

0 units in mixed use projects

It is not known at the time of project approval if owner/builders will develop the units. No project approved since the commencement of the program has indicated that owner/builders will ultimately develop the project units.

**3) The amount of in lieu fees collected.**

The amount of Housing Allocation Plan fees collected since the Ordinance's adoption in 1992 is \$23,608,310, including loan repayment and interest. In 2009, \$315,159 was added to the Housing Allocation Plan fund, including fees paid (\$117,836), loan repayment, and interest. This is a 69 percent decrease from 2008, when \$1,000,845 was collected.

The following projects have received funds generated by the Housing Allocation Plan fee:

<b>Project Name</b>	<b>VL</b>	<b>L</b>	<b>Units</b>	<b>Funding</b>
Panas Place Apartments	37	29	66	\$845,725
West Oak Apartments	15	37	52	\$785,000
Cypress Ridge	85	35	120	\$1,830,650
Northpoint Apartments II	40		40	\$481,482
Jay's Place	24	16	40	\$519,718
Bellevue Ranch Self Help		56	56	\$936,000
Vintage Zinfandel Timothy Road Apartments	26	103	129	\$188,948
Olive Grove Apartments	19	12	31	\$137,414
1090 Jennings	76	50	126	\$1,000,000
Colgan Meadows	47	22	69	\$741,347
1080 Jennings Monte Vista	66	17	83	\$4,147,086
The Crossings	65	40	105	\$3,743,176
Jennings Court (Senior)	48		48	\$1,500,000
Terracina	54		54	\$1,759,683
Rowan Court	68	30	98	\$1,175,000
Dutton Village Amorosa	61		61	\$2,047,853
Lantana Place	109	39	150	\$386,949
Acacia Lane Senior	60	39	100	\$400,000
Railroad Square Senior	43		44	\$22,044
<b>TOTAL</b>	<b>48</b>	<b>19</b>	<b>68</b>	<b>\$398,444</b>
	<b>991</b>	<b>544</b>	<b>1,540</b>	<b>\$23,046,519</b>

Note: All of the projects noted above are built or approved except for Railroad Square Senior Apts.

**4) The amount of acreage by land use category dedicated to the city.**

No land was dedicated to the city through the Housing Allocation Plan during 2009.

**5) A listing of any significant problems which arose during the time period covered in administering the Housing Allocation Plan.**

No significant problems have arisen in administering the Housing Allocation Plan during the last year.

**6) A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

**7) A recommendation, if any, together with factual supporting data, as to whether the Housing Allocation Plan should be substantially revised or**

**discontinued.**

In 2009, the mayor appointed the Housing Allocation Plan Committee, whose charge was to identify the most effective approach to meet the city's objectives of providing housing opportunities for very low, low, and moderate income households consistent with the Regional Housing Needs Allocation goals. The committee evaluated several factors, including:

- Percentage of affordable housing required of development projects
- Relationship of on-site production to in-lieu fee payment
- Continuation or termination of the exemption of mixed use development projects from the requirement to participate in the Housing Allocation Plan
- Identification of additional funding sources for affordable housing (commercial linkage fee, real estate transfer tax, redevelopment funding increase)
- Offsite affordable housing development and other alternatives

The committee met several times following its summertime appointment, and has not reconvened since the end of last year. The group has spent much of its time discussing approaches to providing affordable housing, such as a program with more on-site affordable housing development as well as the current system's use of in-lieu fee revenues for future provision of affordable housing. No agreement has been reached on this issue.

During the timeframe of the committee's work, the City Council was deliberating regarding the general plan revision, and the policy addressing the Housing Allocation Plan in particular. The council amended the policy to allow the committee latitude in completing its work. The policy is as follows:

Amend the Housing Allocation Plan, the city's inclusionary housing ordinance, to change the trigger for provision of affordable units from acres to units and to consider elimination of the exemption for mixed use developments and a commercial linkage fee. Establish a unit trigger which will allow for a more balanced program of on site production and fee payment. Ensure that the Housing Allocation Plan is a mechanism to meet ABAG's Regional Housing Needs Allocation. Ensure that amendments to the Housing Allocation Plan grant flexibility to developers to meet the unit requirements in or near the development project through land dedication, joint development agreements, or other equivalent arrangements. Ensure that changes to the Housing Allocation Plan are developed through a collaborative, public process which will bring the city and stakeholders together to develop a program to implement the updated housing element policies.

It is anticipated that the HAP Committee will complete its work in early 2010, make a recommendation to the City Council as to if and how amendment to the Housing Allocation Plan should be undertaken.