

Appendix G. Personal Interviews

Prepared by:
Chabin Concepts Team
Audrey Taylor
2809 Cohasset Road, Ste 5
Chico, CA 9597
800.676.8455
audrey@chabinconcepts.com

April 2005



Personal Interviews

In addition to Focus Groups meetings with local businesses, personal interviews were conducted with individuals unable to attend the focus group meetings and/or representing key partnership opportunities through services provided to businesses and local residents.

The interviews followed closely the subject matters discussed in the focus groups but allowed for more comment and in-depth discussion of specific issues or opportunities. Responses were culminated into the matrix below.

The following individuals provided their time and expertise to participate in these in-depth interviews:

Don Chigazola, Director of Operations, Medtronic
Chuck Robbins, Director of Economic Development , Santa Rosa Community College
Mike Hauser, President, Santa Rosa Chamber of Commerce
Chris Lynch, Executive Vice President, Santa Rosa Chamber of Commerce
Saeid Rahimi, Dean of the School of Science and Technology, Sonoma State University
Preston Smith, Real Estate Broker, Orion Partners
T. K. Clark, School of Business, Sonoma State University
Robert Eyler, Department of Economics, Sonoma State University
Ben Stone, Director, Sonoma County Economic Development Board
Jerry Dunn, Director, Sonoma County Workforce Investment Board
Lisa Schaffner, Sonoma County Alliance (electronic interview)

SUMMARY OF INTERVIEWS
City of Santa Rosa Economic Development Strategy

Santa Rosa's Economic Strengths	Santa Rosa's Economic Challenges	Santa Rosa's Economic Future	What Can the City Do to Support Economic Development?	Business Challenges
<ul style="list-style-type: none"> √ Interest of the community in economic vitality and maintaining quality of life √ Santa Rosa is close to metro areas like San Francisco √ Diversity of the economy — not dependent on one sector which helps even out the lows and highs √ People want to live in Santa Rosa—same attraction for businesses—because of the quality of life √ Good higher educational system (junior college, university and vocational schools) √ Good health care system √ Definitely a collegial approach to solutions 	<ul style="list-style-type: none"> √ No one seems to know that what the emerging technologies are √ Trying to get better partnerships and communications with businesses and education √ Inability for business or education to understand the needs of the other which slows down change √ Increase interest of students in math and science √ Affordable housing √ Aging populations √ Availability of childcare √ Transportation, i.e. lack of air service and congestion on 101 √ Not adjacent to center of higher education/research facility like Stanford which has impact on ability to attract talent and access to R&D √ K-12 system has weaknesses √ Need for organizations and programs that can support students for math and science 	<ul style="list-style-type: none"> √ Continuing problem with types of jobs being created for those coming out of the schools √ Difficult to attract qualified workers because of the high cost of housing and lack of housing opportunities √ There is a need for alignment and collaboration in Santa Rosa like Joint Venture model 	<ul style="list-style-type: none"> √ Doesn't know who the City staff are √ City needs to support the integrity of their zoning and protect industrial areas from encroachment from housing and other non-industrial uses √ City can make life easier for industry so they aren't pushed out by providing good infrastructure and resources √ City is not perceived as a good place to do business primarily because of the city's regulatory process (planning and building) √ City is too focused on retail development √ Our company can easily grow in other communities closer to the Bay Area 	<ul style="list-style-type: none"> √ Lack of spousal opportunities makes it difficult to recruit top talent √ Lack of commercial air service is difficult for businesses that do global business √ Having 101 as the only major freeway access is restrictive for businesses