SANTA ROSA FORWARD

Plan Our Future Together

2023 – 2031 Santa Rosa Housing Element Summary

City of Santa Rosa

January 2023

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PLACEWORKS

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1. What is the Housing Element?

The Housing Element is a policy document (part of the General Plan) that identifies the City's housing conditions and needs, evaluates the City's ability to meet its minimum of new housing units needed to accommodate growth, establishes the goals, policies, and programs to create sustainable, mixed-income neighborhoods across the City. This summary is a shorter and bilingual version of Santa Rosa's Housing Element, so our community can have a more accessible document to read about the city's goals, policies and programs and provide feedback.

Tribal Acknowledgement: The City of Santa Rosa recognizes that we are on the ancestral lands of the Coast Miwok, Pomo, and Wappo who are the original caretakers of this area.

Vision: Create housing opportunities that enhance affordability, equity, livability, and sustainability by remedying discriminatory housing practices and creating a city with a range of housing types, sizes, and costs near jobs, transit, amenities, and services.

Purpose: Identify housing solutions that solve our local problems and meet the Regional Housing Needs Assessment (State of California mandatory allocation). It presents goals, policies and programs centered in racial equity, environmental justice, and resilience connecting to housing access, preservation, and production.

Content and Organization: Even though this summary is focused on goals, programs, and policies; Santa Rosa's Housing Element is organized into the following sections to comply with state guidelines:

Section 1 – Introduction: Provides information on the State of California's requirements, the purpose of the Housing Element, the organization of the document, and General Plan consistency.

Section 2 – Public Participation: Describes the community engagement and opportunities the City provided for public participation during the preparation of the updated Housing Element.

Section 3 – Review of Previous Housing Element: Contains an evaluation of the prior Housing Element and its accomplishments analyzing differences between what was projected and what was achieved.

Section 4 – Housing Needs Assessment: Focuses on demographic information, including population, ethnicity, age, household composition, income, employment, among other housing characteristics.

Section 5 – Fair Housing Assessment. Focuses on fighting against discrimination, overcome patterns of segregation, and foster inclusive communities free from barriers that restrict access to opportunity.

Section 6 – Housing Resources and Opportunities: Describes the City's housing resources as well as the City's existing housing stock and the potential areas for future housing development.

Section 7 – Housing Constraints: Analyzes potential governmental and non-governmental constraints to housing development in Santa Rosa.

Section 8 – Goals, Policies, and Programs: Describes City's goals, policies, and programs that are designed to address the housing needs in Santa Rosa.

This Housing Element Summary will be focused on the last section, Goals, Policies, and Programs; however, if you want to read the full document, you can get find in our website: www.santarosaforward.com/HE

2. What is the Regional Housing Need?

The Regional Housing Need allocation (RHNA), pronounced "reena", is the minimum of new housing units needed to accommodate the household growth of all income levels by the end of the planning period.

> **Santa Rosa is required to plan for 4,685 units during the 2023-2031 period.**

Santa Rosa Regional Housing Need, 2023-2031

| Income Category	2023 – 2031 RHNA	Percentage of RHNA
Very Low	1,218	26%
Low	701	15%
Moderate	771	16%
Above Moderate	1,995	43%
Total	**4,685**	**100%**

Source: ABAG, 2021.

The Regional Housing Needs Allocation (RHNA) is the State of California-required process that seeks to ensure cities and counties are planning for enough housing to accommodate all economic segments of the community. The process is split into the following three steps.

1. **Regional Determination:** California Department of Housing and Community Development (HCD) provides each region a Regional Determination of housing need, which includes a total number of units split into four income categories.

2. **RHNA Methodology:** Councils of Governments (COG), including the Association of Bay Area Governments (ABAG), are responsible for develop-ing an RHNA Methodology for allocating the Regional Determination to each city and county in the COG's region. This methodology must further state objectives, including promoting infill, equity, and environmental protection; ensuring jobs-housing balance; and affir-matively furthering fair housing.

3. **Housing Element Updates:** Each city and county must then adopt a housing element that demonstrates how the jurisdiction can accommodate its assigned RHNA through its zoning. HCD reviews each housing element for compliance with state law.
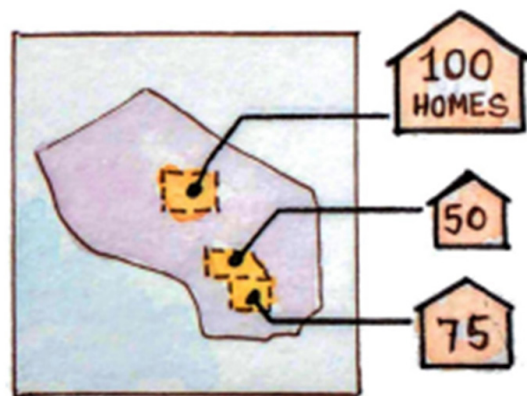
Source: YIMBY Action, RHNA & Housing Elements, Explained.

This section is described with more detail on the Santa Rosa Housing Element, which can be found on the City's General Plan Update website: https://www.san-tarosaforward.com/HE.

3. What are Santa Rosa's Housing Needs?

This chapter describes the characteristics of Santa Rosa's population and housing that are essential to understanding the City's housing needs. The following information about the Santa Rosa is included:

- Population Characteristics
- Household Characteristics
- Employment
- Housing Characteristics
- Housing Cost and Affordability
- Special-Needs Groups

Population Characteristics

- **Population Growth: The City of Santa Rosa population grew approximately 3% from 2010 to 2020, from 167,815 to 173,628 residents.** The city had a slight decrease in population in 2020 and 2021, decreasing by about 1% each year. **Santa Rosa population will continue to grow through 2040, although at a slower**

pace than in previous decades, bringing the city's population to 223,060 by 2040.

- **Age Composition: The age composition of the Santa Rosa population generally remained stable from 2010 to 2019. The median age increased slightly from 34.5 to 39.2.** Approximately 54% of the population was between the ages of 25 and 64 in 2019. Children and youth up to 24 years of age constituted 30% of Santa Rosa's population in 2019, while seniors aged 65 and greater were 17% of the population.

- **Race and Ethnicity:** Santa Rosa's racial and ethnic diversity increased moderately between 2010 and 2019. In 2019, approximately **54.6% of Santa Rosa residents were White, 32.8% were Hispanic or Latinx, 6.0% were Asian or Pacific Islanders, 2.4% were Black or African American, and 3.5% were other race or multiple races, and 0.7% were American Indian or Alaska Native.**

Population Growth

Year	Population	% Increase
2010	167,815	-
2015	174,943	4%
2020	173,153	-1%
2021	171,711	-1%
2025*	186,445	9%
2030*	204,795	10%
2035*	213,615	4%
2040*	223,060	4%

Source: 2000, 2010, and 2019 US Census.

Household Characteristics

- **Household Type. The largest percentage (62%) of households in Santa Rosa were families in 2019.** Among family households, over half were families with children. Approximately 28% of households were single persons who lived alone, and the remaining 10% were other non-family households.

- **Household Size. The average household size in Santa Rosa was 2.63 persons in 2019.** This is an increase from 2010, when it was 2.59. ABAG projects an increase in household size to 2.69 persons per household in 2040.

- **Overcrowding. Approximately 4% of Santa Rosa housing units were overcrowded.** Overcrowding is most common among renter households, and it reflects the inability of families to afford homes that are large enough to accommodate the size of their household.
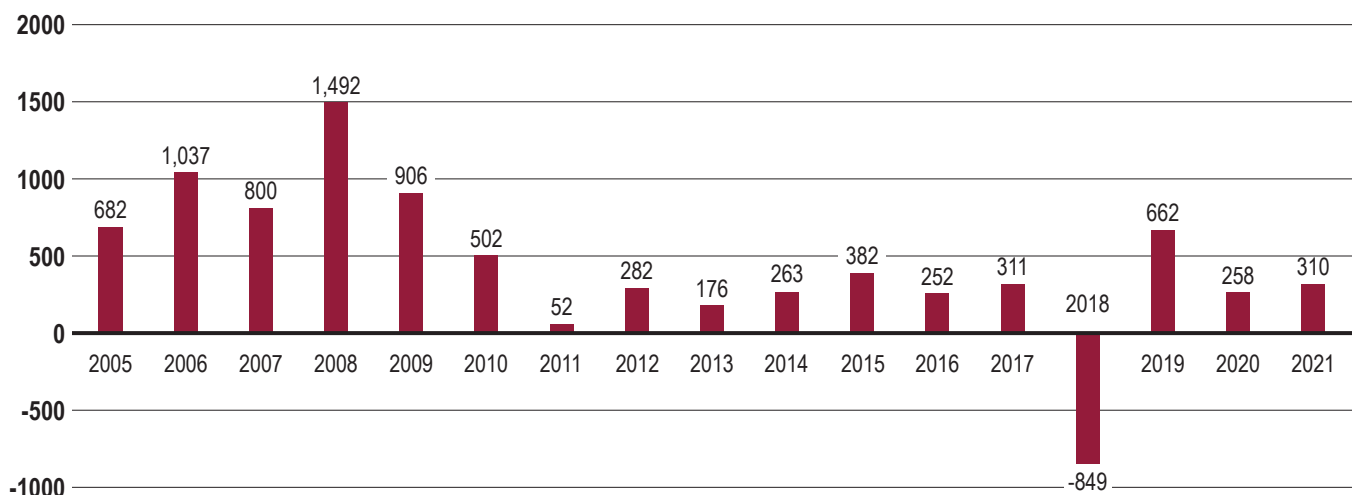
Employment Trends

- **Employment Projections: Santa Rosa will add 5,855 jobs between 2020 and 2040.** A need for moderate and lower-income housing units exists to support workers in retail and manufacturing since these jobs do not provide the income needed to acquire housing.

Housing Characteristics

- **Housing Type. In 2021, most of housing units in Santa Rosa were single-family structures (58%).** Multifamily structures (2 or more units) made up 28% of Santa Rosa's housing units, single-family attached structures were approximately 9%; and 5% were mobile homes, recreational vehicles (RVs), or other housing types.

- **Housing Construction. The increase in housing units each year in Santa Rosa has varied greatly.** The greatest increase was in 2008 during the market crash. In 2011, only 52 housing units were built. Constructions in-

Net New Housing Units by Year, Santa Rosa, 2005 – 2021

Year	Net New Housing Units
2005	682
2006	1,037
2007	800
2008	1,492
2009	906
2010	502
2011	52
2012	282
2013	176
2014	263
2015	382
2016	252
2017	311
2018	-849
2019	662
2020	258
2021	310

Source: California Department of Finance, E-5 series.

creased between 2011 and 2017, but due to the destruction caused by the Tubbs fire in 2017, the city lost 849 housing units. By 2019, construction increased to 662 units, but growth has slowed to 2017 numbers.

- **Homeownership: Approximately 54% of households were homeowners, while 46% rented their homes.** The distribution of homeowner households and renters stayed the same from 2010 - 2020.

- **Vacancy Rates: About 5% of Santa Rosa housing units were vacant in 2019.** Of these, 24% were for rent, 7% were for sale, 11% were for seasonal use (persons who live elsewhere), and 48% were classified as "other." A vacancy rate of 3 to 5% is indicative of a healthy market. Rates below 3%, pressure home prices and rents.

- **Housing Age and Condition. Almost 70% of Santa Rosa's housing stock was built more than 30 years ago and approximately 30% was built over 50 years ago.** Generally, houses 30 years and older are considered aged and are more likely to require repairs. It is assumed that most or some of these units need rehabilitation. Additionally, many of these units could benefit from improvements to reduce energy usage and related greenhouse gas emissions and being up to date with standards for fire and earthquake safety.

- **Substandard housing conditions can have an adverse impact on health and are often a driver of displacement.**

Housing Cost and Affordability

One of the major barriers to housing availability is the cost of housing. To provide housing to all economic levels in the community, a wide variety of housing opportunities at various prices should be made available. Housing affordability is based on the relationship between income and housing expenses. According to the US Department of Housing and Urban Development (HUD) and HCD, **housing is "affordable" if the monthly housing cost does not exceed more than 30% of a household's gross income.**

- **Home Sales Prices: The median home sales price in Santa Rosa was $809,950 in February 2022. The Santa Rosa median sales price increased by approximately 28% from 2018 to 2022.** The median sales price in Santa Rosa varied greatly by area, with 2019 median ranging from $560,000 in southwest Santa Rosa (95407) to $1,086,750 in the northeast area of the city (95404). Only households making more than 120% of the median area income annually, could afford a home at the citywide price in Santa Rosa.

- **Rental Costs: In 2021, the fair-market rent for a two-bedroom unit in the City of Santa Rosa was $2,038.** A three-bedroom unit was $2,851 and a four-bedroom unit was $3,163. The costs differ from the fair market price by 18% for a two- and three-bedroom unit and by 68% for a four-bedroom.

- **Housing Affordability. The area median income (AMI) for a four-person household in the Sonoma County was $103,300 in 2020.**

- **Ability to Pay: There is a limited stock affordable to low-income households. The maximum affordable rent for a very low-income,**

four-person household was $1,454 a month. The price range of one- and two-bedroom rentals with a median monthly rent ranging from $1,773 to $2,418 is out of reach of very low-income households. In March 2022, the price for single-family homes in the city ranged from $375,000 to $1,795,000 for a three-bedroom home. The maximum affordable sales price for a four-person household was $221,364 for an extremely low-income household and $368,834 for very low-income households.

- **Overpayment: About 26,398 Santa Rosa households, or 40.6% of all households, overpaid for housing in 2019, 29.6% were owner occupied households and 53.9% were renter occupied** households overpaying for housing. Overpaying is defined as paying more than 30% of monthly household income for housing costs. Severely overpaying is defined as paying more than 50% of monthly household income for housing costs.

- **Lower Income Households Overpaying: 73.0% (17,765 households) of lower income households were spending more than 30% of their income on housing.** Looking at lower income households overpaying by tenure, 68.4% were renter occupied households and 31.6% were owner occupied households.

Special-Needs Groups

Special housing needs relate to age, disability, income, family size, or other circumstances that create additional challenges to obtaining suitable housing that is also affordable. The following section describes these special-needs groups and their associated housing availability issues.

- **Persons with Disabilities: In 2019, 40,599 individuals over age five in the City of Santa Rosa had one or more hearing, vision, cognitive, ambulatory, self-care, and independent living disabilities, about 22.6% of the city's population over age five.** A disability is defined by the US Census Bureau as a physical, mental, or emotional condition that lasts over a long period of time and makes it difficult to live independently

- **Large Households: 21.4% (6,988 households) were made up of 5 or more persons and only 8.4% of the large households were homeowners, the rest were living in rental housing.** There were approximately 37,359 units with 3 or more bedrooms in the City of Santa Rosa. 44% of large family households in Santa Rosa were classified as very low- or low-income households. A majority of the city's rental housing stock consists of individual single-family homes and apartment buildings for rent. Lower income large families are most likely in need rentals with a greater number of bedrooms.

- **Senior Population: Approximately 16.7% of the City's population (30,092 persons) were senior residents (65 years or older). Senior-headed households made up approximately 29.1% (19,266 households) of the households in Santa Rosa. Of those, 69.9% were owner-occupied households and 30.4% were renter-occupied households.** The majority of senior, owner-occupied households (7,785 households or 53.7%) had incomes greater than 100-percent AMI. With close to a quarter (23.5%) of senior households falling into the extremely low-income group, senior housing is an identified need of the city. According to the

Interactive Affordable Housing Map, there are about 1,119 units set aside exclusively for senior residents.

- **Farmworkers:** Sonoma County is an agricultural county, with a need for housing for agricultural workers. The county's value of agricultural production was more than $680 million in 2021. While most of the farmworker employment is in unincorporated Sonoma County, some workers in agricultural jobs will seek housing in Santa Rosa. According to the 2017 Census conducted by the US Department of Agriculture, **there were 14,379 total farmworkers across farm operations in Sonoma County. Of these, a total of 6,715 were permanent, year-round employees, while a total of 7,664 were seasonal workers,** working fewer than 150 days per year. The total number of farmworkers declined in Sonoma County from 2002 to 2007, with the Department of Agriculture reporting 15,476 workers in 2002 and 13,799 in 2007 but increased to 14,379 workers in 2017. The agricultural census does not provide estimates of farmworkers living or seeking housing in Santa Rosa; however, seasonal, and year-round opportunities are needed for farmworkers in the Santa Rosa area.

- **Extremely Low-Income Households (ELI):** **7,145 households (10.7% of the City's total households) were ELI households.** In 2021, a family of four making $34,900 or less would be classified as ELI - a wage of about $16.78 per hour for a single wage-earner. An ELI family of four could afford a monthly housing cost of approximately $873. This ELI family would have to spend 81% of their monthly income to afford the lowest advertised rent for a three-bedroom apartment ($2,182 per month). Most ELI households rent their homes. ELI households experience additional housing problems, such as overpayment and overcrowding.

- **People Experiencing Homelessness: A total of 719 (49.2%) unsheltered persons in the Santa Rosa, and 742 were sheltered (50.8%).** The top causes of becoming homeless noted during the 2020 survey were a lost job (22%), argument with family or friend who asked the person to leave (15%), alcohol or drug use (16%), and fire (10%). Approximately 442 beds are available in transitional and supportive housing. The very nature of homelessness makes it difficult to count persons with no permanent shelter.

If you would like to read the complete Housing Needs Assessment, go to: www.santarosaforward.com/HE

4. What is the City of Santa Rosa doing to eliminate discrimination and segregation?

California State law requires that all housing elements contain an "Assessment of Fair Housing (AFH)". AFFH means "taking meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics." The law requires the City of Santa Rosa and all jurisdictions in the state to complete three major requirements as part of the housing element update:

1. Do an "Assessment of Fair Housing (AFH)" with a summary of fair housing issues; an analysis of available data to identify patterns of segregation or other barriers to fair housing.

2. Prepare the Housing Element Land Inventory and identification of sites through the lens of AFFH.

3. Include a program in the Housing Element that helps fair housing and supports housing opportunities throughout the community for protected classes and addresses contributing factors identified.

This Housing Element Summary contains only the Assessment of Fair Housing and the programs in the Housing Element that help fair housing opportunities. The complete Assessment of Fair Housing (AFH) can be found on the Housing Element: www.santarosaforward.com/HE.

What are the Barriers to Fair Housing? (Assessment of Fair Housing)

The city has analyzed 6 characteristics that are relevant to understand the barriers to fair housing: diversity, household income, rates of poverty, rates of overcrowding and overpayment, familial status, and rates of disability.

Race and Ethnicity:

- **Highway 101 serves as a physical barrier separating the city into distinct east and west sides. The east side is relatively less diverse and home to the city's most affluent households, while the west side reflects more diversity both in terms of race and ethnicity, and household incomes.** Communities of color (primarily, in this context, residents identifying as Hispanic, Native American, Black, and Asian) are unevenly distributed both in Santa Rosa, with greater concentrations of non-White populations generally found in lower-resource areas.

- **Santa Rosa's communities of color are clustered in Southern and Southwestern Santa Rosa, primarily in mixed commercial/residential areas south of State Route 12 and east of Stony Point Road.** A greater variety of housing types are found in the Southern and Southwestern sections of the city as compared with other, exclusively single-family areas of the city.

Diversity Composition in Santa Rosa
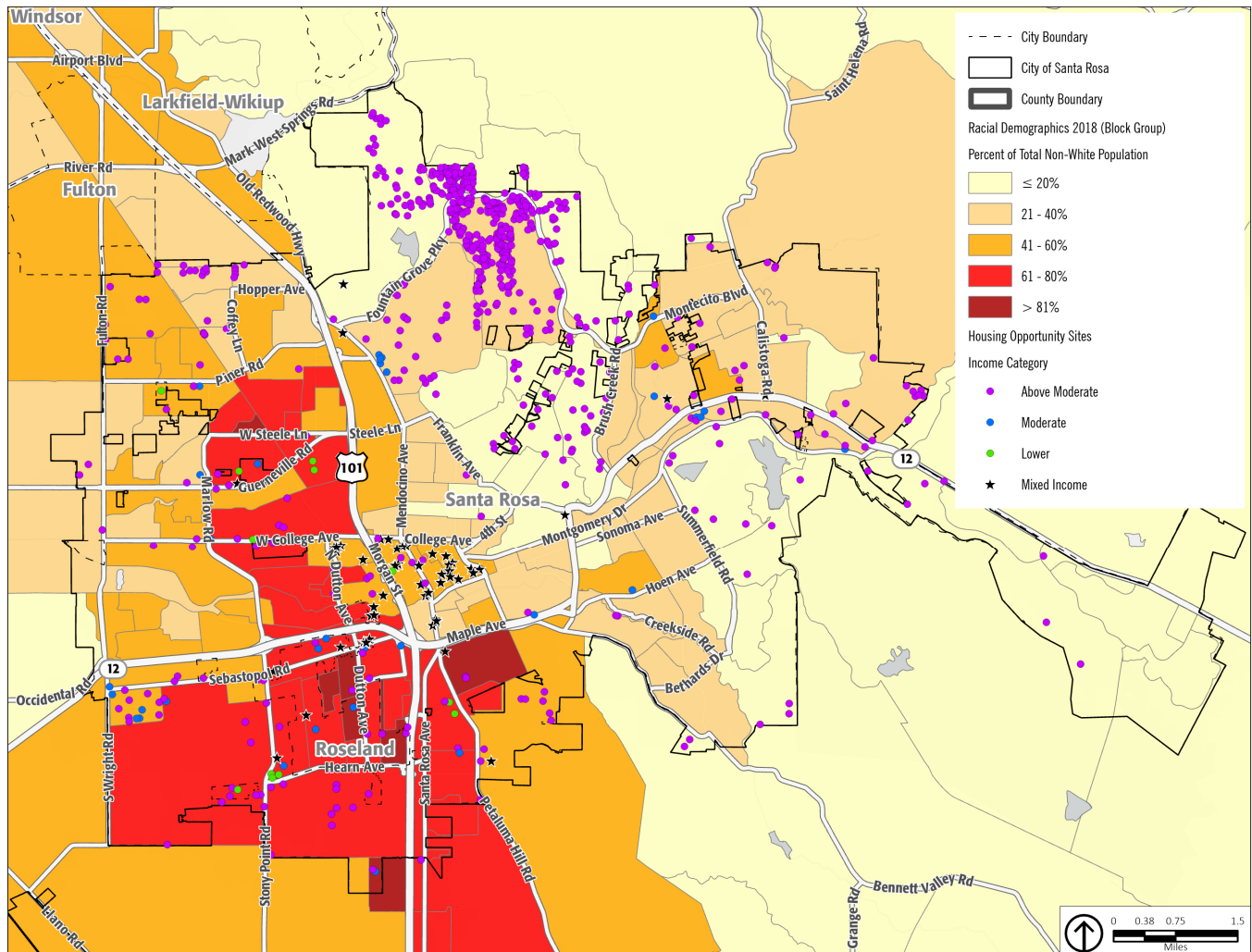
Source: ESRI 2018; PlaceWorks, 2022.

- **The Northern and Northeastern areas of Santa Rosa east of Route 101 are moderate and high-resource neighborhoods with both small and large-lot single-family housing, many hillside residences, and fewer commercial and industrial uses** More than 20 census tracts on the east side are over 80% White – there are no census tracts on the west side that are as segregated (over 80% White)

- **In Santa Rosa, the highest** racial and income **diversity is found in the city's lower-resourced areas, primarily within Southwestern Santa Rosa,** with a smaller number of diverse areas outside of Southern Santa Rosa and Northwestern Santa Rosa. Most areas in Eastern and Northern Santa Rosa, which are home to the city's mod-erate and high resource residents, have diversity scores below 40%.

- **Neighborhoods in the southwest of the city have below-median household incomes and disproportionately burdened by multiple sources of pollution and receive higher scores on CalEnviroScreen 4.0 than any census tracts within the city meeting the criteria to be considered a disadvantaged community** (within the 75th percentile of CalEnivironScreen).

- **Regional patterns are similar to those in Santa Rosa; low-resource and low-income areas in Sonoma County tend to be more diverse than high-resource, high-income parts of the county.**This pattern is found in Santa Rosa, where rates of non-White population are much higher on the city's western side. This demographic data indicates that some urban areas in Sonoma County, including Santa Rosa, are segregated by race, with some neighborhoods consisting of almost entirely White residents.

Income:

- **Western Santa Rosa is considered a low resource area, while most of eastern Santa Rosa is moderate to high resource.** Economic outcomes for households vary depending on where in the city they live. The areas with the lowest income and highest poverty are in the central and western portions of the city. The poverty and income in central and western Santa Rosa may be due to the types of housing available. In northeastern Santa Rosa, housing is primarily single family, resulting in high home prices.

- **Santa Rosa mirrors many of the Bay Area cities, supporting the pattern of lower median incomes in neighborhoods close to transit, jobs, and with a greater supply of rental and multifamily units, and higher median incomes in medium-density urban and suburban areas.** However, Santa Rosa has a lower citywide median income and higher rate of poverty overall than neighboring and nearby jurisdictions.

- **Several areas on the Northeastern sides of the city qualify as racially concentrated areas of affluence (RCAAs), areas largely exclusive to non-Hispanic White households who earn the highest incomes.** Southern and Southwestern Santa Rosa are home to most the city's mobile home parks, typically a more affordable housing type. The only area in the city with a relatively higher poverty rate (20 -30%) is in Downtown/Station Area neighborhood. High-resource neighborhoods are among the least diverse.

Persons with Disabilities:

- **Approximately 6% of the Santa Rosa population have an ambulatory difficulty, 4% of residents have a cognitive difficulty, and 4% have an independent living difficulty.** Rates of population living with a disability have even spatial distribution in Santa Rosa, with similar rates in low- and moderate-resource areas on both the east and west sides of Route 101.

- **A moderate-resource area, Oakmont neighborhood in Eastern Santa Rosa, is an exception to this pattern. It has rates of 20 - 23%, distinguishing as the highest in the city and among the highest in the region.** This area is

a senior living community where an older population may skew toward a higher rate of disability.

- In Santa Rosa, contrary to this regional pattern, **the highest rate of disability is correlated with an above-moderate income retiree community, and is likely a factor of age,** and not income or access to resources.

Familial Status:

- **Average household size in Santa Rosa grew from 2.59 to 2.61 between 2010 and 2020.** An increase in household size is projected through 2040, when the average is expected to be 2.69 persons.

- **62% of households in Santa Rosa were composed of families in 2019. Among family households, over half included one or more children.** Approximately **28% of households were single persons who lived alone, with the remaining 10% composed of other non-family households.**

- **The rate of adults living alone is generally low citywide. Households in Santa Rosa composed of adults 18 years or older living with a spouse appear at higher rates of 40 to 60% in Northern and Eastern Santa Rosa, while Southwestern and parts of Northwestern Santa Rosa have relatively lower rates of 20 to 40%.** This suggests a relationship between rates of spousal cohabitation and resource availability, with married households obtaining housing in higher-resource areas at higher rates.

- **The percentage of children living in married-couple households is generally between 60 and 80% across the city, with slightly lower rates of 40 to 60% in lower-resource areas of Southwestern and Northwestern Santa Rosa.** The concentration of non-traditional family households with children in Downtown suggests a lack of affordable housing options to lower-income families that may have a single source of income.

- **Most census tracts in Santa Rosa report a rate of children living in single-householder female-headed households with children below 20%.** Female-headed households are identified as a special-needs group due to the challenges of working full-time as a single parent.

Overcrowding and Overpayment:

- **39.5% of all Santa Rosa households (both owners and renters) are cost burdened (>30% overpayment). The subset of these households that are severely cost burdened (>50% overpayment) represent 17.8% of total households in Santa Rosa.** A household is "overpaying" or "cost burdened" when 30% or more of household income is spent on housing costs (e.g., rent, mortgage payments) Households spending more than 50% of their income on housing costs are "severely cost burdened." Households facing these circumstances are at an elevated risk of displacement.

- **Overcrowding rates in Santa Rosa show a spatial pattern, with higher rates of overcrowding appearing in the city's non-White census tracts and in its low-resource areas in South and Southwestern Santa Rosa.** No tracts in Eastern Santa Rosa, generally the city's moderate and high-resource side, are overcrowded, indicating that there is an inequitable burden on South and Southwestern Santa Rosa households. This population has an elevated risk of displacement and living in units without adequate number of bedrooms.

Displacement Risk

- **According to the Urban Displacement Project, a joint research and action initiative of the UC Berkeley and the University of Toronto, most of western Santa Rosa, north of Franklin Avenue and west of Brush Creek are considered At Risk of Becoming Exclusive or Becoming Exclusive.** Downtown Santa Rosa and the area to the north, as well as the neighborhoods west of Highway 101 and north of W. College Avenue are considered Low Income/Susceptible to Displacement.

What is the City doing to create a more inclusive Santa Rosa?

Through discussions with stakeholders, fair housing advocates, and this assessment of fair housing issues, the City identified causes that contribute to fair housing concerns in Santa Rosa. **While there are several strategies identified to address the fair housing issues, the most pressing barriers are the presence of RCAAs (or highly exclusive neighborhoods), disproportionate presence of non-White communities in low resource areas, and disproportionate presence of overcrowded and overpaying households on the west side of the city.**

Contributing factors or causes have been prioritized based on whether each is a focus to be addressed in the short-term, mid-term, or long-term across the duration of the planning period. A short-term timeframe indicates that the City intends to take immediate actions within the first two years of the planning period to address the issue, while a long-term timeframe may take more substantial, time intensive actions to address.

Identified Issue: Displacement risk due to overpayment.

Causes	Actions
Low vacancy rates with demand for housing outpacing supply. Rising cost of rents and high home prices that outpace wage increases. Lack of affordable housing options in moderate- and high-resource areas of the city. Prevalence of higher-cost single-family housing type citywide.	• Facilitate lot consolidation to support affordable and higher density development (Program H-2) • Incentivize residential development in mixed-use projects (Program H-3) • Facilitate affordable development in Opportunity Areas to promote mobility in areas of concentrated overpayment (Program H-4) • Promote ADU construction as a housing mobility opportunity (Program H-5) • Explore alternative housing options to expand the affordable housing stock (Program H-6) • Provide rehabilitation assistance for lower-income households to reduce housing costs (Program H-12) • Encourage preservation of mobile home parks (Program H-13) • Establish a maximum base rent allowed for mobile home parks (Program H-14) • Use the Santa Rosa Housing Trust to assist in affordable development (Program H-16) • Implement an Inclusionary Housing Ordinance to increase the supply of affordable units (Program H-18) • Work with developers to expand opportunities for affordable housing for special needs groups (Program H -20) • Encourage development of housing for extremely low-income households (Program H-25) • Provide services for eviction defense and explore additional tenant protection programs (Program H-32) • Promote affordable development through designation of a portion of the Real Property Transfer Tax (Program H-33) • Participate in the Mortgage Credit Certificate program to assist in home buying costs for lower-income households (Program H-34)

Identified Issue: Disproportionate presence of Hispanic-identifying communities in low-resource areas.

Causes	Actions
Lack of access to opportunity due to high housing costs in high-opportunity areas.	• Promote ADU construction as a housing mobility opportunity (Program H-5)
	• Implement an Inclusionary Housing Ordinance to increase the supply of affordable units (Program H-18)
Lack of affordable housing options in moderate- and high-resource areas of the city.	• Provide multilingual information for emergency housing assistance and other resources (Program H-24)
	• Partner with community-based organizations to reach vulnerable communities (Program H-24)
Lack of availability of rentals that accept HCV in moderate- and high-resource areas of the city.	• Provide fair housing information in multiple languages through multiple avenues (Program H-29)
	• Research best-practices to address negative health risks in low resource areas (Program H-31)
Concentration of affordable options.	• Provide services for eviction defense and explore additional tenant protection programs (Program H-32)
Instances of private discrimination.	

Identified Issue: Disproportionate displacement risk due to overcrowded and overpaying households on the west side of the city.

Causes	Actions
Lack of affordable housing options in moderate- and high-resource areas of the city.	• Facilitate lot consolidation to support affordable and higher density development (Program H-2)
	• Incentivize residential development in mixed-use projects (Program H-3)
Lack of availability of rentals that accept HCV in moderate- and high-resource areas of the city.	• Facilitate affordable development in Opportunity Areas to promote mobility in areas of concentrated overpayment (Program H-4)
	• Promote ADU construction as a housing mobility opportunity (Program H-5)
	• Explore alternative housing options to expand the affordable housing stock (Program H-6)
Instances of private discrimination.	• Provide rehabilitation assistance for lower-income households to reduce housing costs (Program H-12)
Insufficient investment/community revitalization strategies in low-resource areas of the city to improve economic outcomes and resilience for residents.	• Encourage preservation of mobile home parks (Program H-13)
	• Establish a maximum base rent allowed for mobile home parks (Program H-14)
	• Housing Ordinance to increase the supply of affordable units (Program H-18)
Concentration of affordable options.	• Work with developers to expand opportunities for affordable housing for special needs groups (Program H -20)
	• Encourage development of housing for extremely low-income households (Program H-25)
Prevalence of single-family residences citywide, and lack of sufficient affordable housing types in eastern high-resource areas.	• Encourage development of larger units to reduce overcrowded conditions (Program H-27)
	• Implement a multilingual outreach program to reduce community opposition to affordable housing in higher resource areas (Program H-28)
	• Provide services for eviction defense and explore additional tenant protection programs (Program H-32)
Limited availability of affordable housing units in a range of sizes and bedroom configurations.	• Promote affordable development through designation of a portion of the Real Property Transfer Tax (Program H-33)
Instances of private discrimination.	• Participate in the Mortgage Credit Certificate program to assist in home buying costs for lower-income households (Program H-34)

Identified Issue: Exclusion of lower-income residents from homeownership market.

Causes	Actions
Prevalence of single-family residences citywide, and lack of sufficient affordable housing types in high-resource areas.	• Facilitate lot consolidation to support affordable and higher density development (Program H-2)
	• Facilitate affordable development in Opportunity Areas to promote mobility in areas of concentrated overpayment (Program H-4)
Low vacancy rates with demand for housing outpacing supply.	• Promote ADU construction as a housing mobility opportunity (Program H-5)
	• Explore alternative housing options to expand the affordable housing stock (Program H-6)
	• Establish a maximum base rent allowed for mobile home parks (Program H-13)
Rising cost of rents and high home prices.	• Housing Ordinance to increase the supply of affordable units (Program H-18)
	• Work with developers to expand opportunities for affordable housing for special needs groups (Program H-20)
	• Incentives construction of units affordable extremely low-income households (Program H-25)
Instances of private discrimination.	• Implement a multilingual outreach program to reduce community opposition to affordable housing in higher resource areas (Program H-28)
	• Provide services for eviction defense and explore additional tenant protection programs (Program H-32)
	• Participate in the Mortgage Credit Certificate program to assist in home buying costs for lower-income households (Program H-34)

Identified Issue: Elevated displacement risk for lower-income households due to impacts of natural disasters/climate-related emergencies.

Causes	Actions
Rising cost of rents and high home prices that outpace wage increases.	• Explore alternative housing options to expand the affordable housing stock (Program H-6)
Lack of investment/community revitalization strategies in low-resource areas of the city to improve economic outcomes and resilience for residents.	• Provide rehabilitation assistance to preserve and weatherize housing units (Program H-11) • Improve access to safe and clean outdoor spaces and improve living conditions as they relate to environmental factors (Program H-31)
Instances of private discrimination.	

Identified Issue: Limited access to proficient schools and low student performance in schools in low-resource areas.

Causes	Actions
Lack of access to opportunity due to high housing costs in high-opportunity areas.	• Facilitate lot consolidation to support affordable and higher density development (Program H-2)
	• Facilitate affordable development in Opportunity Areas to promote mobility in areas of concentrated overpayment (Program H-4)
Prevalence of higher-cost single-family housing type citywide.	• Promote ADU construction as a housing mobility opportunity (Program H-5)
	• Explore alternative housing options to expand the affordable housing stock (Program H-6)
Lack of affordable housing options in moderate- and high-resource areas of the city.	• Provide rehabilitation assistance for lower-income households to reduce housing costs (Program H-11)
	• Encourage preservation of mobile home parks (Program H-13)
Lack of investment/community revitalization strategies in low-resource areas of the city to improve economic outcomes and resilience for residents.	• Establish a maximum base rent allowed for mobile home parks (Program H-14)
	• Housing Ordinance to increase the supply of affordable units (Program H-18)
	• Work with developers to expand opportunities for affordable housing for special needs groups (Program H -20)
Limited availability of affordable housing in the form of accessory dwelling units (ADUs) and junior accessory dwelling units (JADUs).	• Encourage development of housing for extremely low-income households (Program H-25)
	• Implement a multilingual outreach program to reduce community opposition to affordable housing in higher resource areas (Program H-28)
Lack of availability of rentals that accept HCV in moderate- and high-resource areas of the city.	• Meet with school districts to ensure equitable access to high performing schools for all students (Program H-31)
	• Provide services for eviction defense and explore additional tenant protection programs (Program H-32)
	• Promote affordable development through designation of a portion of the Real Property Transfer Tax (Program H-33)
	• Participate in the Mortgage Credit Certificate program to assist in home buying costs for lower-income households (Program H-34)

Identified Issue: Presence of RCAAs and exclusive, high resource areas

Causes	Actions
Lack of affordable housing options in moderate- and high-resource areas of the city.	• Facilitate lot consolidation to support affordable and higher density development (Program H-2) • Incentivize residential development in mixed-use projects (Program H-3)
Lack of access to opportunity due to high housing costs in high-opportunity areas.	• Facilitate affordable development in Opportunity Areas to promote mobility in areas of concentrated overpayment (Program H-4) • Promote ADU construction as a housing mobility opportunity (Program H-5)
Limited availability of affordable housing units in a range of sizes and bedroom configurations.	• Explore alternative housing options to expand the affordable housing stock (Program H-6) • Provide rehabilitation assistance for lower-income households to reduce housing costs (Program H-11)
Lack of availability of rentals that accept HCV in moderate- and high-resource areas of the city.	• Encourage preservation of mobile home parks (Program H-13) • Establish a maximum base rent allowed for mobile home parks (Program H-14)
Instances of private discrimination.	• Housing Ordinance to increase the supply of affordable units (Program H-18) • Work with developers to expand opportunities for affordable housing for special needs groups (Program H-20) • Encourage development of housing for extremely low-income households (Program H-25) • Implement a multilingual outreach program to reduce community opposition to affordable housing in higher resource areas (Program H-28) • Provide services for eviction defense and explore additional tenant protection programs (Program H-32) • Promote affordable development through designation of a portion of the Real Property Transfer Tax (Program H-33) • Participate in the Mortgage Credit Certificate program to assist in home buying costs for lower-income households (Program H-34)

Identified Issue: Discriminatory actions against persons with disabilities

Causes	Actions
Shortage of affordable and accessible units, particularly in high resource areas	• Support development of housing for special needs groups (Program H-20) Develop a marketing plan for local resources targeting persons with disabilities (Program H-22)
	• Encourage development of housing with visitability standards (Program H-22)
	• Work with service providers for persons with disabilities (Program H-22)
Instances of private discrimination.	• Implement a multilingual outreach program to reduce community opposition to affordable housing in higher resource areas (Program H-28)
	• Fund fair housing service contracts to eliminate discrimination through a variety of strategies (Program H-29)

5. Where can housing be built in Santa Rosa?

California law requires that the Housing Element contain an inventory of land available for residential development, including vacant sites that can be developed for housing within the planning period and nonvacant (i.e., underutilized) sites having potential for redevelopment. State law also requires an analysis of the relationship of zoning and public facilities and services to these sites.

The sites inventory includes an analysis of the number of units that can be possibly by income category to further assess the potential impacts of the sites inventory to affirmatively further fair housing can be found on the Housing Element at www.santarosaforward.com/HE.

If you want to know more about the new housing developments in Santa Rosa or your neighborhood, you can find them in here: 2022 Housing Dashboard.

Vacant Sites in Santa Rosa
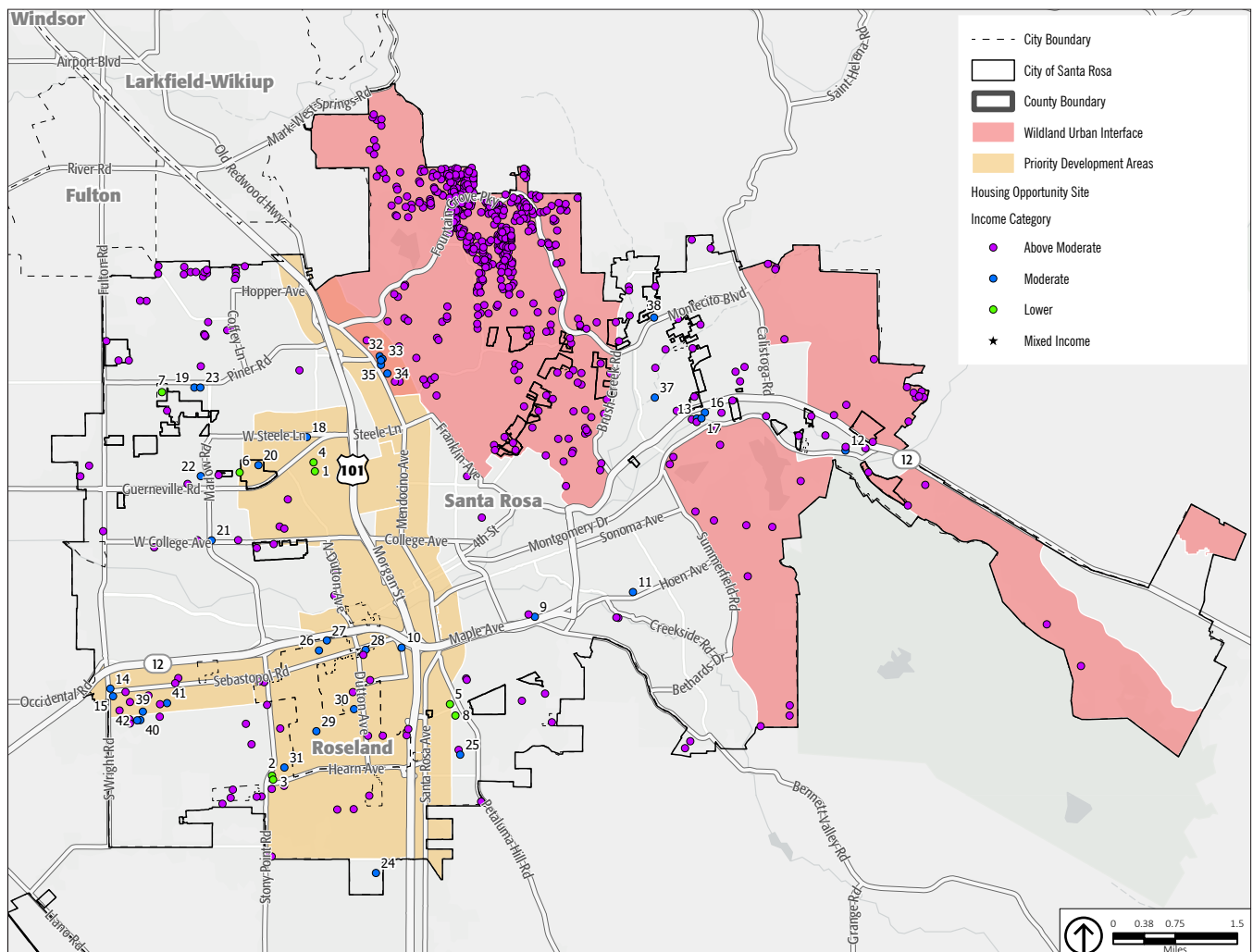
Source: U.S. Census 2019; PlaceWorks, 2022.

6. What can be Santa Rosa's challenges to build housing?

Governmental Limitations: They can happen if the regulations increase costs or limit opportunities for housing development. Potential constraints to housing development in Santa Rosa vary by area, but generally could include infrastructure, residential development fees, land use controls, development standards, development and building permit application processing times, and resource preservation.

Nongovernmental Limitations: Housing purchase prices, financing costs, cost of land and improvements, construction costs, property taxes, profit, and rent rates continue to be the biggest constraints to housing access for households with lower and moderate incomes. Housing costs will continue to be a factor in accessibility to housing, especially for people in the extremely low-, very low-, and low-income groups.

The City of Santa Rosa will continue all possible efforts to conserve existing affordable housing stock and to increase the number of affordable units. The larger factors of construction and financing are beyond the City's direct influence.

Energy Conservation: The City has made strides in reducing greenhouse gases and utilizing green energy sources:

- In 2004, the City of Santa Rosa adopted a voluntary green building program, Santa Rosa-Build It Green (SR-BIG), which promotes building and remodeling homes in a way that reduces energy demands, releases fewer pollutants into the atmosphere, conserves water, and reduces construction waste.

- In August 2005, the City Council adopted a resolution establishing greenhouse gas (GHG) emissions reduction targets for Santa Rosa City operations of 20% below 2000 levels by 2010 and resolved to help with a community-wide emissions reduction of 25% below 1990 levels by 2015.

- The city adopted a Community Climate Action Plan (CCAP) in 2012 and a Municipal Climate Action Plan (MCAP) in 2013. The CCAP examines community-wide sources of GHG emissions and outlines strategies for reducing them. The MCAP addresses GHG emissions from the City's municipal operations. All new developments are required to demonstrate consistency with the CCAP by completing and implementing the Appendix E Checklist, adopted as a part of the CCAP.

The City will continue to work toward greater energy efficiency, reduced water usage, and more sustainable building practices in residential development.

7. How did the City accomplish the most recent Housing Element?

The 2015–2023 RHNA prepared by ABAG determined that zoning to accommodate **5,083 additional housing units needed to be in place in Santa Rosa during the prior planning period to meet regional housing needs.** ABAG disaggregated this allocation into four income categories: very low, low, moderate, and above moderate. The following table compares the 5th Cycle RHNA to the building permits issued during 2015 to 2021. The City issued permits for a total of 3,920 units (77% of the RHNA) from 2015 to 2022. Among these, approximately 18% (696 units) were for homes affordable to lower-income (very low- and low-income) households.

Regional Housing Needs Allocation Compared to Permits Issued, 2015 – 2022 (5th Cycle Housing Element)

Income Category	2015 – 2022 RHNA	2015 – 2021 Building Permits Issued	Percent of RHNA Accomplished
Very Low	1,041	356	34%
Low	671	340	51%
Moderate	759	271	36%
Above Moderate	2,612	2,953	113%
Total	**5,083**	**3,920**	**77%**

Source: ABAG Regional Housing Needs Allocation (RHNA) Plan, December 2021, City of Santa Rosa, March 2022.

8. What are Santa Rosa's housing goals, policies, and programs?

This section has the City's housing plan and commitment for how it will meet the housing needs of everyone in the community in the next eight years from January 31, 2023 – January 31, 2031. It includes goals, policies, and actions that focus on expanding the housing stock and offering a wider range of housing choices for everyone in the City. Equity, inclusion, and anti-displacement are themes are woven throughout the document and reflected in several actions.

Goal H-1: Encourage the Development of Housing to Meet the Needs of all Santa Rosa Residents.

Policy H-1-1: Ensure there is a sufficient supply of land zoned to accommodate the projected housing needs.

Policy H-1-2: Identify infrastructure needs in infill areas; seek new sources of funding for planning and financing infrastructure improvements; and prioritize investments to lower construction costs and catalyze new housing development, particularly in disadvantaged and historically underserved communities, such as neighborhoods in Central Santa Rosa and Southwestern Santa Rosa which have higher concentrations of communities of color coinciding with the City's lowest median income levels, as described in the Assessment of Fair Housing.

Policy H-1-3: Facilitate infill housing along commercial corridors, near employment centers, near high-frequency transit areas, and in all zones that allow residential development to revitalize commercial corridors, promote walkability and increased transit ridership, and provide increased housing options.

Policy H-1-4: Engage actively with local tribal representatives to identify opportunities to preserve and feature tribal, cultural, historical, and archaeological resources.

Policy H-1-5: Work with local tribal representatives to provide cultural sensitivity education to City staff and developers.

Program H-1: **Adequate Sites.** The City will monitor the Sites Inventory annually, and as projects are processed through the Planning and Economic Development, to ensure sufficient capacity is maintained to accommodate the City's remaining RHNA numbers. Should the City fall into a no-net-loss situation, within 180 days, the City will identify a replacement site to ensure the remaining RHNA is met.

Time Frame: Annually monitor and as projects are processed

Entity: Planning and Economic Development

Funding: City General Fund

Program H-2:   Lot Consolidation and Small Site Development. The City shall help facilitate consolidation of small lots in the Downtown Station Area Specific Plan to allow development to utilize the land more efficiently, achieve economies of scale, and offer opportunity for improved site design and amenities. The City encourages the consolidation of small lots to facilitate the development of mixed-use and multifamily developments, particularly for affordable housing by:

- Maintaining an inventory of sites on the City's website.
- Assisting developers in identification of parcels with lot consolidation potential.
- Continuing to utilize a ministerial process for lot consolidation unless other discretionary reviews are required as part of the project.

Time Frame: By the end of 2024.
Entity: Planning and Economic Development
Funding: City General Fund
Quantified Objective: 100 lower-income units

Program H-3:   Encouraging Housing in Mixed-Use Projects. The City shall incentivize development of residential units in mixed-use projects in the Downtown Station Area Specific Plan. The program shall create incentives for residential and mixed-use infill development, including but not limited to:

- Priority project processing
- Deferral of development impact or permit fees
- Flexibility in development standards such as parking, setbacks, and landscaping requirements
- Density and intensity bonuses
- Support for infrastructure upgrades

Responsible Agency: Planning and Economic Development
Timeframe: Reach out to developers to obtain feedback by January 2024, develop incentives by October 2024, review annually and amend as needed.
Funding Source: General Fund
Quantified Objective: 10 very-low- income units, 10 low-income units, and 78 moderate income units.

Program H-4:   Opportunity Development Areas. Facilitate higher-density and affordable housing development in the Opportunity Areas identified within the Downtown Station Area Specific Plan and within other Priority Development Areas (PDAs), which include sites near the rail transit corridor and on regional/arterial streets for convenient access to bus and rail transit.

Time Frame: Ongoing, as projects are processed.

Entities: Planning and Economic Development

Funding Source: General Fund

Quantified Objective: 10 very-low- income units, 10 low-income units, and 78 moderate income units.

Program H-5: Accessory Dwelling Units (ADUs). The city will promote the construction of affordable ADUs through the following actions, which are aimed at providing an increased supply of affordable units throughout the city, thereby increasing access to high resource established neighborhoods outside of the Downtown and Opportunity zone areas and help reduce displacement risk for low-income households.

- Continue to implement a multilingual public information and proactive outreach campaign via the City's website and other outlets to inform property owners of the standards for ADU development, permitting procedures, construction resources, and the importance of ADUs to Santa Rosa, including ADUs affordable to lower-income households.

- Collaborate with Napa Sonoma ADU to offer residents pre-reviewed plans and provide incentives to residents using these pre-reviewed plans.

- Consider providing funding to assist with the ongoing Napa Sonoma ADU services.

- Provide information and offer review of resident's homes floor plan to encourage residents to apply for ADUs, particularly where their homes already include space that is configured for a conforming ADU (e.g., carriage houses, au pair quarters, second kitchens on floors with separate entrances).

- Develop multilingual outreach material for public dissemination, including updates to the City's website, information at City Hall and via other appropriate print and digital media, particularly directed to historically underrepresented communities (such as residents of Central and Southwestern Santa Rosa) and in collaboration with local agencies serving such communities (such as the Community Action Partnership of Sonoma County).

- Identify incentives for construction of ADUs with new development, which may include differing collection of impact fees for the square footage associated with the ADU until issuance of the certificate of occupancy.

- Monitor ADU production and affordability every other year and adjust or expand the focus of the education and outreach efforts. If needed, identify additional sites and to accommodate the unmet portion of the lower-income RHNA.

Time Frame: Make ADU materials available by December 2023 and implement proactive outreach campaign by June 2024; identify funding source by June 2023, evaluate effectiveness of ADU approvals and affordability every other year, starting April 2024 and identify additional site capacity, if needed, by 2025.

Entity: Planning and Economic Development

Funding Source: City General Fund

Quantified Objective: 519 ADUs. 200 ADUs in areas that are proximate to services and employment opportunities for lower- and moderate-income households, and incentivize 100 ADUs in high resource, predominantly single-family neighborhoods.

Program H-6: Innovative Housing Options. Explore innovative and alternative housing options that provide greater flexibility and affordability in the housing stock. This may include consideration for further reduction in regulatory barriers for tiny houses, inclusionary housing, microhomes, housing cooperatives, and other alternative housing types as well as explore a variety of densities and housing types in all zoning districts. The city will also consider amending the Zoning Code to allow movable tiny homes to be considered an ADU.

The city will use the findings of this program to target development of a variety of housing types in areas of concentrated overpayment to reduce displacement risk as well as promote inclusion and support integration of housing types based on income to facilitate mobility opportunities in high resource areas and areas of high median income to support integration of housing types based on income to facilitate mobility opportunities.

Time Frame: December 2024.

Entity: Planning and Economic Development

Funding: City General Fund

Quantified Objective: 200 lower income units with at least 50 near jobs, transit, and other services and 50 integrated into predominantly single-family, and higher income areas.

Program H-7: Prohousing Designation. The City shall strive to receive and maintain through the sunset date of January 1, 2025, the State's Prohousing Designation by demonstrating enough polices that significantly contribute to accelerating housing production. Jurisdictions that receive a Prohousing Designation will receive incentives in the form of additional points or other preferences in the scoring of competitive State funding grant programs in the areas of housing, transportation, infrastructure, and land use.

Time Frame: Initiate application in 2023 and maintain designation through January 1, 2025.

Entity: Planning and Economic Development

Funding Source: City General Fund

Quantified Objective: Increase the City's competitiveness in receiving affordable housing funding from the State.

Program H-8: Sites Identified in Previous Cycles. Any non-vacant sites identified in the prior fifth Cycle or vacant sites identified two or more consecutive planning periods, shall be provided by-right development when at least 20% of the units in the proposed development are affordable to lower-income households.

Time Frame: Upon adoption of the Housing Element.

Entity: Planning and Economic Development

Funding Source: General Fund

Program H-9: Large-Lot Development and Subdivision: To facilitate the development of large lots for affordable housing and provide for development phasing for development of 50 to 150 units, the City will give high priority to processing housing developments that include housing for all income levels on lots larger than 10 acres, specifically site 7, and provide incentives on a case-by-case basis for development of high-density residential on large sites.

The City will provide technical assistance and incentives to subdivide parcels in the housing sites inventory larger than 10 acres for projects including affordable housing. The City will offer expedited review for the subdivision of larger sites into buildable lots if the development is consistent with City land use and environmental regulations, and priority processing for subdivision maps including affordable housing.

To ensure the program is successful, the city will reach out to developers annually, and as projects are processed, of affordable housing and incorporate necessary strategies such as ministerial lot splits or other incentives.

Time Frame: Ongoing, as projects are processed through the Planning and Economic Development Department and incentives will be adopted within one year of adoption of the Housing Element. Annually meet with developers and incorporate and revise strategies at least every two years.

Entity: Planning and Economic Development

Funding Source: General Fund

Quantified Objective: 250 lower-income units to reduce displacement risk.

Goal H-2: Conserve and Improve the Existing Affordable Housing Stock.

Policy H-2-1: As the City's housing stock ages, pursue all available federal and state funds to assist with housing preservation and rehabilitation.

Policy H-2.2: Preserve the affordability of federal- and state-subsidized units at risk of conversion to market rate or other affordable housing resources.

Program H-10: Code Enforcement Activities. Continue the Code Enforcement activities monitoring housing and neighborhood conditions through enforcement of the Neighborhood Revitalization Program (NRP), a coordinated inter-departmental City task force lead by Code Enforcement. NRP's mission is to

improve living conditions and quality of life in focus neighborhoods throughout the City, resulting in safer environments and increased property values. NRP focuses on eight neighborhoods in Central Santa Rosa, which corresponds to areas with higher concentration of communities of color (specifically, a predominant Hispanic population) and some of the lowest median incomes in the city. Through this effort, the City will continue to target improving housing conditions in areas of need to facilitate place-based revitalization and assist in reducing displacement risk for these residents by improving living conditions and enabling them to remain in their home and community.

Code Enforcement staff shall continue to provide property owners and tenants with information on how to rectify violations, who to contact in Code Enforcement for assistance, and other resources that may be pertinent to the citation, particularly available housing repair assistance and subsidy programs for lower-income, senior and disabled households.

Time Frame: Pursue funding for additional assistance annually and as notices of funding availability (NOFAs) are made available. Provide information on the City's website by June 2023, printed materials by December 2023, update annually as needed.

Entities: Departments of Planning and Economic Development, Housing and Community Services, Police, Fire, City Attorney, Recreation and Parks

Funding: City General Fund, HOME and Community Development Block Grant, Housing Authority Reserves

Quantified Objective: Rehabilitate 200 housing units (25 extremely low income, 25 very low income, 75 low income, and 75 moderate income) and provide grants to at least 4 households with disabilities annually, reducing displacement.

Program H-11: Housing Conditions Survey. To ensure the City has an accurate percentage of the homes in need of rehabilitation and replacement, the City will complete a Housing Conditions Survey in older neighborhoods and neighborhoods with lower median incomes, to evaluate rehabilitation need. Based on findings of the focused evaluation, the City will identify measures to encourage housing preservation, conservation, and acquisition rehabilitation, and mitigate potential costs, displacement and relocation impacts on residents. These measures may include, but are not limited to:

- Streamline permit review for home repairs on housing units identified during the conditions survey.

- Seek funding to offer relocation assistance to low-income tenants or owners displaced during rehabilitation efforts.

- Seek funding to develop a housing rehabilitation program (see H-9).

Time Frame: Housing Conditions Survey by December 2023 and next steps by June 2024.

Entities: Departments of Planning and Economic Development, Housing and Community Services

Funding: City General Fund, Community Development Block Grant, Housing Authority Reserves

Quantified Objective: See program H-10, and program H-12.

Program H-12: Housing Rehabilitation. The city will pursue funding to reinstate the Housing Rehabilitation and Conservation Program (HRCP) and the allo Loan Program to promote conservation and rehabilitation of the existing housing stock. The city will continue to offer the Housing Accessibility Modification Grant Program to assist low-income renters with disabilities. The city will advertise the programs on the City's website, add social media posts to the City's account and include information in the quarterly newsletter. The city will also distribute information in multiple languages on the available programs in areas of concentrated rehabilitation need, where the need for rehabilitation may be greatest, such as in the Downtown/Station area and the City's older neighborhoods in southwestern Santa Rosa.

Additionally, seek opportunities to reinstate the Housing Authority's rehabilitation loan program to improve residential energy conservation and develop programs to assist low-income households and rental properties in meeting weatherization and energy conservation and preservation needs.

Time Frame: Ongoing; provide information on the City's website by January 2023, printed materials by March 2023, updating each annually or as changes are made. Pursue funding for additional assistance annually and as notices of funding availability (NOFAs) are made available.

Entities: Departments of Planning and Economic Development, Housing and Community Services, Police, Fire, City Attorney, Recreation and Parks

Funding: City General Fund, HOME and Community Development Block Grant, Housing Authority Reserves

Quantified Objective: Rehabilitate 500 housing units (150 extremely low income, 150 very low income, 100 low income, and 100 moderate income) annually and provide grants to at least four households with disabilities annually, reducing displacement. Target at least half of these units to be rehabilitated in areas of concentrated poverty, overpayment, and where rehabilitation need is greatest, such as in older neighborhoods and the Downtown/Station area.

Program H-13: Mobile Home Park Preservation. Encourage the preservation of mobile home parks through the Conversion of Mobile Home Parks Ordinance.

Time Frame: Implement City's Mobile Home Parks Conversion ordinance on a project-by-project basis.

Entities: Departments of Planning and Economic Development and Housing and Community Services

Funding: City General Fund

Quantified Objective: Preserve 1,573 mobile home spaces (787 moderate income spaces, 262 low-income spaces, 262 very low-income spaces, and 262 extremely low-income spaces).

Program H-14: Mobile Home Park Rent Control. The Housing and Community Services Division will continue the Mobile home Park Rent Review Program to establish the maximum base rent allowed in mobile home parks on an annual basis for spaces that are under a rental agreement with a term of 12 months or less. The City shall encourage affected residents to convene quarterly meetings to assure that the amount of rent charged at mobile home parks does not increase

more than the amount set forth in the Mobile Home Park Rent Control Ordinance. This information will be shared back with the Department of Housing and Community Services.

In implementing this program, the County is protecting affordable housing options (17 privately owned mobile home parks with 2,155 mobile home spaces), supporting anti-displacement efforts and furthering fair housing.

Time Frame: Undertake an update of the Mobile Home Rent Control Ordinance to review the annual rent increases and the maximum base rent allowed upon an in-place transfer of ownership of a mobile home for each year.

Entities: Department Housing and Community Services

Funding: City General Fund

Quantified Objective: Reduce displacement risk for residents of 17 mobile home parks.

Program H-15: Preservation of At-Risk Housing Units. The City shall work proactively and continue to maintain and update the affordable housing database as a mechanism to monitor and identify units at risk of losing their affordability subsidies or requirements. For complexes at risk of converting to market rate, the City shall:

- Contact property owners of units at risk of converting to market-rate housing within one year of affordability expiration to discuss the City's desire to preserve complexes as affordable housing.
- Coordinate with owners of expiring subsidies to ensure the required notices to tenants are sent out at 3 years, 12 months, and 6 months.
- Reach out to agencies interested in purchasing and/or managing at-risk units.
- Work with tenants to provide multilingual education regarding tenant rights and conversion procedures pursuant to California law.

Time Frame: The City will prepare the Risk Assessments biannually by January and July of each year, ongoing work with responsible entities to ensure tenants receive education of housing rights and preservation/acquisition status.

Entity: Department of Housing and Community Services

Funding: City General Fund, CDBG, HOME

Quantified Objective: Preserve 319 units as affordable housing.

Program H-16: Santa Rosa Housing Trust. Utilize the Santa Rosa Housing Trust to maximize and leverage available federal, state, and local funding to assist in the development of affordable housing, the preservation and rehabilitation of low-income housing, the development and maintenance of homeless shelters, and the acquisition and development of facilities for the physically and developmentally disabled. Implement a system to track projects supported by the Santa Rosa Housing Trust, including units by affordability category.

Time Frame: Implement tracking system for Santa Rosa Housing Trust funds by December 2023; Ongoing, allocate funds annually and as affordable projects are proposed.

Entity: Department of Housing and Community Services

Funding: Santa Rosa Housing Trust Fund

Quantified Objective: Use Santa Rosa Housing Trust with other funding sources to support development of 300 total units over the planning period, including 150 units for lower-income households (50 units of extremely low-income housing, 50 units of very low-income housing, and 50 units of low-income housing) and 150 units of the 771 units affordable to moderate-income households. Target at least 150 units affordable lower- and moderate-income households in predominantly single-family, affluent neighborhoods, including eastern portions of the city.

Program H-17: Affordable Housing Tracking. The city will develop a system to review and document the number of affordable units annually. The system will track projects approved, including ADUs, the number of affordable units by income level, and the various funding sources.

Time Frame: Annually, starting in July 2023 and continuing through the planning period.

Entities: Planning and Economic Development and Housing and Community Services

Funding: City General Fund

Program H-18: Inclusionary Housing. Implement the Inclusionary Housing Ordinance to increase the number of affordable units in Santa Rosa, through collection of residential in-lieu fees and commercial linkage fees. Use fees generated for the development of housing units affordable to extremely low-, very low-, and low-income households. Continue to track the projects supported by the Inclusionary Housing Ordinance fee programs, including number of units by affordability category. Evaluate the feasibility and consider requiring onsite inclusionary units once a minimum of 6 units is reached.

Time Frame: Ongoing, as development proposals are received. Evaluate the possibility of an onsite inclusionary requirement by December 2024, make revisions by June 2025.

Entity: Planning and Economic Development and Housing and Community Services

Funding: City General Fund

Quantified Objective: Use Residential In-Lieu fees and Commercial Linkage fees to support development of 400 affordable units over the planning period, including 50 extremely low-income units, 75 very low-income units, and 75 very low-income units of the 1,919 units affordable to lower-income households and 100 units of the 771 units affordable to moderate-income households. Target at least 150 units affordable lower- and moderate-income households in predominantly single-family, affluent neighborhoods.

Program H-19: Essential Housing Bond Financing Program. In partnership with a Joint Powers Authority (JPA) and non-profit asset manager, utilize tax exempt bonds to fund: (1) the acquisition of existing market-rate apartment complexes and restrict future rents to be affordable to households that earn very

low to moderate incomes, and (2) the construction of new development of deed-restricted affordable housing. In order for asset managers to access these types of bonds, Cities must join a Joint Powers Authority (JPA) and authorize the JPA to issue these bonds on behalf of the City. The JPA, in partnership with the non-profit asset manager, then purchases the apartment complex, using only money from the bond financing, and sets the rents to be affordable to low- to moderate- income households.

Time Frame: Establish JPA structure or join existing JPA by July 2023.
Entity: Planning and Economic Development and Housing and Community Services
Funding: City General Fund
Quantified Objective: Target at least 150 units affordable lower- and moderate-income households in predominantly single-family, affluent neighborhoods.

Goal H-3: Increase special needs housing opportunities and supportive services for lower income households, families with children, seniors, persons with physical and developmental disabilities, farmworkers, female-headed households, and people who are experiencing homelessness.

Policy 3-1:   Give priority in providing housing assistance to those groups with demonstrated special needs, such as lower income households, seniors, persons with disabilities, persons with mental health conditions or psychiatric disabilities, large families with children, female-headed households, victims of domestic violence, and people who are experiencing homelessness.

Policy 3-2:   Encourage housing developers to produce affordable units by providing development standard incentives for projects that include new affordable units available to special needs groups.

Program H-20: Support Affordable Housing Development. Work with housing developers to expand opportunities for affordable lower-income housing for special-needs groups, including persons with physical and developmental disabilities, female-headed households, large families, extremely low-income households, and persons experiencing homelessness by creating partnerships, providing incentives, and pursuing funding opportunities.

- Prioritize projects that are in areas with currently low percentages of renter-occupied households to facilitate housing mobility and integration of ownership and rental units, primarily north and northeastern Santa Rosa (areas considered RCAAs as identified in the Assessment of Fair Housing).

- Support affordable housing development for special-needs groups throughout the city, including in areas that are predominantly single-family residential. The target populations include seniors; persons with disabilities, including developmental disabilities; female-headed households; and persons experiencing homelessness to reduce the displacement risk for these residents from their existing homes and communities.

- Promote the use of the density bonus ordinance, application process streamlining, fee deferrals, and consider development fee exemption for projects that are 100% affordable to encourage affordable housing, with an emphasis on encouraging affordable housing in high-resource areas and areas with limited rental opportunities currently.

- Facilitate the approval process for land divisions, lot line adjustments, and/or specific plans or master plans resulting in parcel sizes that enable affordable housing development and process fee deferrals related to the subdivision for projects affordable to lower-income households.

- Give priority to permit processing for projects providing affordable housing for special-needs groups.

- Work with public or private sponsors to identify candidate sites for new construction of housing for special needs and take all actions necessary to expedite processing of such projects.

- Encourage residential development near parks, open space, transit routes, civic uses, social services, grocery stores, and other health resources.

- Partner with nonprofit and for-profit affordable housing developers to support their financing applications for state and federal grant programs, tax-exempt bonds, and other programs that become available.

- Pursue federal, state, and private funding for low- and moderate-income housing by applying for state and federal monies for direct support of lower-income housing construction and rehabilitation, specifically for development of housing affordable to extremely low-income households.

Time Frame: Ongoing. Annually apply for funding and engage with housing developers.

Entity: Planning and Economic Development and Housing and Community Services

Funding: Where feasible, leverage state and federal financing, including Low-Income Housing Tax Credits, CHFA multifamily housing assistance programs, HCD Multifamily Housing Loans, CDBG funds, HOME funds, and other available financing.

Quantified Objective: Development of 850 units of 1,919 units affordable to special-needs, lower-income households to reduce displacement risk for these populations. Target 300 units near services and transit, and 200 are in higher-income, predominantly single-family neighborhoods to promote mobility opportunities.

Program H-21: Funding for Affordable Housing Development. Aggressively participate in available federal, state, and private nonprofit programs for the provision of affordable housing. Support affordable housing sponsors by continuing to provide funds to subsidize the production of affordable housing. Participate in tax credit and mortgage revenue bond programs that provide tax- exempt, low-cost financing to developers of projects making a portion of the units affordable. Evaluate, and consider action as appropriate, the use of "boomerang" funds, an allocation of increased property tax from former redevelopment project areas, for affordable housing projects and programs. Monitor and support state and regional efforts to establish a permanent dedicated revenue source for affordable housing development.

To build on this effort, the City will establish a prioritization strategy for affordable housing development with community input obtained through the Housing Element update process and subsequent outreach. The prioritization strategy should encompass anti-displacement efforts in Santa Rosa Equity Priority Communities, neighborhoods with high rates of poverty (such as the neighborhoods in Downtown/Station Santa Rosa and west Santa Rosa), housing needs for lower-income, special-needs groups (such as large families and persons with disabilities), and housing mobility opportunities for lower-income households to access areas of higher median income (such as the neighborhoods in north and northeast Santa Rosa that qualify as RCAAs and are considered exclusive as described in the Assessment of Fair Housing).

Time Frame: Ongoing; annually apply and/or participate in programs. Establish prioritization strategy by January 2025; initiating community outreach in June 2024.
Entity: Planning and Economic Development and Housing and Community Services
Funding: City General Fund; Tax credit and Mortgage Revenue Bond, "Boomerang" funds

Program H-22: Housing for Persons with Disabilities. Ensure that persons with disabilities (including persons with developmental disabilities) have increased access/placement in residential units rehabilitated or constructed through City and County programs by completing the following:

- Continue to cooperate with nonprofit agencies that provide placement or referral services for persons with disabilities, including identifying placement opportunities in high resource areas.

- By June 2024, develop targeted marketing plan to promote local resources and programs for persons with disabilities, including educational materials on reasonable accommodation, housing rights, and access to legal aid. Identify community-based partners to support dissemination of program materials. Ensure that in addition to being offered in multiple languages, all program information meets ADA accessibility standards. Coordinate the marketing and outreach plan development and implementation with the North Bay Regional Center and other relevant organizations that support the Santa Rosa residents with disabilities.

- Encourage development of housing with visitability standards, special housing arrangements, including shared and congregate housing, including supporting affordable housing developers obtain federal and state funds and committing City funds.

Time Frame: Ongoing. By June 2024, develop marketing program and reach out to non-profit agencies and coordinate with relevant organizations on an annual basis.
Entity: Planning and Economic Development and Housing and Community Services
Funding: City General Fund
Quantified Objectives: 850 units for special needs groups. 200 in sites near transit, medical services, and educational opportunities and 200 in high-resource areas.

Program H-23: Housing for Farmworkers. The city will support the development of rental housing for seasonal and permanent farmworkers. To provide housing and meet the needs of farmworkers, the city will work with advocate and outreach groups in Sonoma County to identify sites suitable for farmworker housing in Santa Rosa.

Time Frame: Annually meet with developers.

Entities: Planning and Economic Development and Housing and Community Services

Funding: City General Fund and State Funding from HCD

Quantified Objective: 480 units for extremely low-income households. Of these, 200 in low resource/areas of concentrated poverty and/or sites near transit, medical services, and with educational opportunities.

Program H-24: Housing for Persons Experiencing Homelessness. The City will maintain and expand activities designed to prevent those currently housed from becoming homeless and to assist those who are homeless. To this end, the City will implement the following:

- Provide funding to groups providing shelter and other services to people who are homeless.

- Support programs that address long-term solutions to homelessness, including job training and placement, and that provide other supportive services.

- Adopt policies to promote new models for providing temporary housing solutions in response to emerging needs and emergency situations, including non-congregate shelters. Support innovative pilot programs and initiatives.

- Provide multilingual information at City Hall, community centers, libraries, and schools on resources available for emergency housing assistance and expand marketing of resources to reach Equity Priority Communities, neighborhoods with higher rates of poverty (and therefore more vulnerable to displacement), as identified in the Assessment of Fair Housing. Use community-based partners to reach vulnerable households and equity priority communities in the identified neighborhoods. Provide all materials digitally and printed in multiple languages.

- Continue to participate in the Sonoma County Continuum of Care (region-wide body responsible for setting vision and strategic planning towards ending homelessness in Sonoma County) to promote community-wide planning and strategic use of resources addressing homelessness.

Time Frame: Meet with service providers by December 2023 to develop strategies to target outreach about services and resources to serve homeless residents and help prevent homelessness to populations that are currently disproportionately impacted by homelessness. Adopt new models for providing temporary housing solutions by December 2025, implement new methods by June 2026.

Entities: Department of Housing and Community Services

Funding: City General Fund, CDBG, HOME

Quantified Objective: 450 lower-income households. 200 in low resource/areas of poverty and/or sites near transit, medical services, and educational opportunities.

Program H-25: Housing for Extremely Low-Income Households. Encourage additional housing resources for extremely low-income Santa Rosa residents, including seniors, young adults, female-headed households with children, and persons with physical or developmental disabilities, and equity priority populations through a variety of actions, including:

- Facilitate and encourage the construction of housing affordable to extremely low-income households by assisting nonprofit and for-profit developers with financial and/or technical assistance in a manner that is consistent with the City's identified housing needs.

- Provide financial support annually, as available, to organizations that provide counseling, information, education, support, housing services/referrals, and/or legal advice to extremely low-income households, to mitigate risk of displacement and support housing stability for extremely low-income households, persons with disabilities, and persons experiencing homelessness, and other equity priority populations.

- Expand regulatory incentives for the development of units affordable to extremely low-income households and housing for special-needs groups, including persons with disabilities (including developmental disabilities), and individuals and families in need of emergency/transitional housing.

- Encourage the provision of affordable housing for young adults, particularly former foster youth and young mothers, through planning consultations, streamlined permit processing, and funding assistance.

- Encourage the development of Single Room Occupancy (SRO) facilities, transitional and supportive housing, and other special housing arrangements, including committing City funds to help affordable housing developers provide SRO facilities consistent with the Single Room Occupancy Ordinance.

Time Frame: Ongoing; as projects are processed by the Planning and Economic Development. By December 2024, outreach to organizations that support extremely low-income residents to understand funding needs, and review and prioritize local funding at least twice in the planning period, and support expediting applications on an ongoing basis.
Entities: Planning and Economic Development and Housing and Community Services
Funding: City General Fund, CDBG, HOME
Quantified Objective: 480 units for extremely low-income households. 200 in low resource/areas of concentrated poverty and/or sites near transit, medical services, and educational opportunities.

Program H-26: **Housing for Senior Households.** Encourage the development of affordable housing for senior populations, particularly for those in need of assisted and skilled nursing care. Continue to provide funding and offer incentives such as density bonuses, reduced parking requirements, design flexibility, and deferred development fees.

Time Frame: Ongoing, as projects are processed by the Planning and Economic Development

Entities: Planning and Economic Development and Housing and Community Services

Funding: City General Fund, CDBG, HOME, etc.

Quantified Objective: 100 units for lower-income senior households. 25 of the units near public transit, senior centers, clinics, and essential retail, such as pharmacies and grocery stores.

Program H-27: Housing for Large Households. Encourage the development of units with three or more bedrooms in affordable housing projects. Encourage new affordable housing development to provide amenities for residents, such as on-site recreational facilities, children's programs (day care and/or after-school care), and community meeting spaces.

Time Frame: Ongoing as projects are proposed

Entity: Planning and Economic Development

Funding: City General Fund

Quantified Objective: 100 units for lower-income households, targeting at least 50 units in areas of concentrated, higher rates of overpayment in the western portion of the city.

Goal H-4: Ensure equal housing opportunities for all residents, regardless of their special characteristics as protected under state and federal fair housing laws.

Policy 4-1: Support ongoing efforts by federal and State agencies and continue city efforts, in the enforcement of fair housing laws prohibiting discrimination in the development, financing, rental, or sale of housing.

Policy 4-2: Promote housing opportunities for all people regardless of race, color, sex, national origin, religion, sexual orientation, disability, family status, marital status, income, ancestry, or other barriers that can prevent access to housing.

Program H-28: Build Community Acceptance. Improve community acceptance of higher-density housing through community-based outreach, recognition of existing livable neighborhoods, and assurance of well-designed, high-density projects. Develop a targeted neighborhood multilingual outreach program in predominantly single-family neighborhoods to facilitate meaningful discussions around housing opportunities and providing a variety of housing types in Santa Rosa. Ensure the neighborhood outreach program invites both homeowners and renting households.

Time Frame: Develop neighborhood multilingual outreach program by June 2024 and hold an annual event for predominantly single-family neighborhoods.

Entity: Planning and Economic Development

Funding: City General Fund

Program H-29: Fair Housing Services. Continue to fund and support Fair Housing Advocates of Northern California (Fair Housing), which serves as the City's equal opportunity housing agency, on an annual basis to provide fair housing counseling services, tenant-landlord mediation, public education, and legal referrals for Santa Rosa tenants and landlords.

The City will advertise fair housing counseling services provided by Fair Housing or another fair housing counseling organization through a variety of means, including public information available at City Hall, on the City's website, and public spaces such as libraries and community centers. Ensure all marketing materials for fair housing services available digitally and printed will be provided in multiple languages. Create a targeted marketing program to reach neighborhoods with higher rates of poverty (such as neighborhoods in southwest Santa Rosa), as identified in the Assessment of Fair Housing. Additionally, the city will target the Equity Priority Communities as identified on the City's website. Use community-based partners to reach vulnerable households in the identified neighborhoods.

Time Frame: Annually contract with HUD-approved fair housing counseling organization; starting January 2023, make necessary updates to fair housing program marketing materials, including translating to languages other than English; by June 2024, implement fair housing marketing strategy in neighborhoods with higher rates of poverty; provide fair housing information on an ongoing basis.

Entity: Housing and Community Services

Funding: City General Fund

Quantified Objective: Connect 500 lower income households with fair housing counseling and or fair housing services.

Program H-30: Affirmatively Furthering Fair Housing – Anti-Displacement Strategies. To comply with Assembly Bill (AB) 686, the city will implement actions to Affirmatively Furthering Fair Housing (AFFH). The ongoing and additional actions the City will take to address AFFH shall address significant disparities in housing needs and in access to opportunity for all persons regardless of race, color, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, familial status, source of income, or disability, and other characteristic protected by the California Fair Employment and Housing Act (Part 2.8, commencing with Section 12900, of Division 3 of Title 2), Section 65008, and any other state and federal fair housing and planning law.

The city identified barriers to fair housing through the Assessment of Fair Housing, including a growing risk of displacement. Actions the City may take to address the identified barriers, and foster an inclusive community, include:

- Implement the following actions to affirmatively further fair housing in coordination with the efforts of Program H-24: H-4, H-8, H-9, H-15, H-17, H-18, H-19, H-20, H-21, H-23, H-28, H-30

- Starting in January 2025, the city will develop strategies to expand low-barrier, low-skill job opportunities within the city, which may include:
  - Reviewing the Zoning Code to alleviate constraints on small business establishment, such as to the process to secure home occupation permits
  - Reviewing business license requirements and procedure to alleviate constraints, such as cost or requiring physical business address
  - Seeking partnerships with community-based partners who provide job-readiness training, such as job training, resume and interview assistance, and other services for parents seeking employment.
  - Meet with at least two community-based partners on an annual basis to expand job opportunities in Santa Rosa.
  - Encourage residents from Santa Rosa Equity Priority Areas or areas of concentrated poverty to serve on boards, commissions, committees, task forces, and other local government decision-making bodies. Recruit at least three to five residents from Santa Rosa Equity Priority Areas or areas of concentrated poverty and offer stipends or other value to offset the time spent.
  - Meet with fair housing providers on an annual basis to identify significant issues that prevent lower income households from accessing housing, including addressing rental criteria like poor credit or eviction histories, and gaps in services to support these households.
- The City shall identify pressing barriers to housing for formerly incarcerated individuals and present recommended policies to reduce barriers for Council review in 2024. The City will then decide whether to adopt a Fair Chance Ordinance that creates rules that limit the use of criminal records by landlords when they are screening prospective tenants.
- Upon settlement of the Coser v. City of Santa Rosa case, the City will work with interested and impacted persons and agencies to address concerns as needed.

Time Frame: Ongoing; see individual actions for associated timelines.

Entities: Planning and Economic Development and Housing and Community Services

Funding: City General Fund

Quantified Objective: Assist 1000 households, 500 aimed towards lower income households.

Program H-31: Affirmatively Furthering Fair Housing – Place-Based Revitalization Strategies. To comply with Assembly Bill (AB) 686, the City will implement actions to Affirmatively Furthering Fair Housing (AFFH). The ongoing and additional actions the City will take to address AFFH shall address significant disparities in housing needs and in access to opportunity for all persons regardless of race, color, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, familial status, source of income, or disability, and other characteristic protected by the California Fair Employment

and Housing Act (Part 2.8, commencing with Section 12900, of Division 3 of Title 2), Section 65008, and any other state and federal fair housing and planning law.

The city identified barriers to fair housing through the Assessment of Fair Housing, including a significant difference in quality of life, presence of housing problems, and lower access to resources such as educational opportunities and healthy spaces within Equity Priority Communities, primarily located within the Downtown Station Area and neighborhoods west of Highway 101. Actions the City may take to address the identified barriers, and foster an inclusive community, include:

- Implement the following actions to affirmatively further fair housing in coordination with the efforts of Program H-24, H-6, H-7, H-17

- Explore opportunities to establish community spaces, events, and resources to foster a sense of belonging in Santa Rosa, particularly for populations that were impacted by historic exclusionary practices, including Black, Indigenous, People of Color (BIPOC) populations and Lesbian, Gay, Bisexual, Queer/Questioning, Intersex, Asexual and Agender (LGBTQIA+).

- To ensure all residents have access to positive environmental conditions, the City will review open space requirements by December 2025 for new developments and revise as necessary by Decem-ber 2026 to ensure all residents have access to healthy outdoor spaces.

- Starting in 2024, The City will research best practices to address negative health risks and impacts associated in proximity to State Route 12 and Route 101 and industrial uses to neighborhoods that received the highest scores on CalEnviroscreen 4.0 (such as the Downtown/Station Area, see Figures 5-4 and 5-5). As discussed in the Assessment of Fair Housing, residents of theseneighborhoods are disproportionately lower-income households and Hispanic-majority populations when compared to the rest of the city. The city will then present findings to Council in January 2025, such as seeking funding sources to develop and/or improve parks or recreational areas and programs and/or partnerships to access nearby recreational spaces located on sites that are notCity-controlled. Council will decide how to appropriate funds toward alleviating negative healthimpacts to these neighborhoods.

- Starting in 2023, the city will meet with the school districts that serve Santa Rosa students annually to determine what, if any, outside factors impede school performance that can be alleviated, such as stable housing opportunities, childcare opportunities for working parent(s), and other identified needs. The city will pursue solutions, which may include:

  - Reviewing Zoning Code Regulations to further streamline and incentivize childcare facilities within close proximity to schools and employment centers.

  - Encourage developer-school district partnerships to explore housing programs targeted towards the educational workforce.

- If such program does not exist, develop intervention method with the city, the local school districts, and service providers when families are identified to be at risk of homelessness. The City will partner with the local school districts and service providers to support at-risk families with information regarding local resources, fair housing education and access to legal aid, and potential housing opportunities. Through this process, the city will track contributing factors to housing instability for families at risk of homelessness between 2023 and 2027. In 2028, the City will identify significant patterns of contributing factors and pursue solutions to alleviate displacement risk.

- Facilitate a meeting or other coordination between SRUSD, Santa Rosa Transit and CityBus, and Sonoma County Transportation Agency to assess the need for improved transit routes or access for students.

- Meet with the Sonoma County Social Services Agency by June 2024 to develop a program to assist SRUSD in training classroom aides through programs such as CalWorks and placing them in lower performing schools, such as those in west Santa Rosa, to improve educational opportunities for local students.

- Support applications by SRUSD or individual schools to secure grant funding for teacher recruitment and retention bonuses, classroom materials, and other incentives for teachers.

● Support the implementation of the Sonoma County Transportation Authority (SCTA) Priority Development Area Investment and Growth Strategy in accordance with Plan Bay Area, which outlines improved transit corridors within Santa Rosa and greater Sonoma County. The Priority Development Areas identified in the strategy center the Downtown Station Area as a transportation hub and also identify the Roseland Area, Mendocino Corrido, Santa Rosa Avenue Corridor, and North Station on Guerneville Road as key areas for expanded public and multimodal transit services. Meet with the SCTA and MTC/ABAG quarterly to support continued progress toward the strategy.

● Coordinate residents within Santa Rosa Equity Priority communities to identify obstacles to reaching desired destinations using available public transit and address unmet needs, including needs of persons experiencing homelessness. Meet on an annual basis, starting in March 2023.

Time Frame: Ongoing; see individual actions for associated timelines.

Entities: Planning and Economic Development, Santa Rosa Transit, Housing and Community Services.

Funding: City General Fund

Quantified Objective: Assist 1000 households, of those 500 aimed towards lower income households.

Program H-32: Tenant Protection/Eviction Prevention Measures. To assist with tenant protections and eviction prevention the City will take the following actions:

● Continue to provide services to tenants for eviction defense, tenant legal services, educational services, fair housing assistance, relocation help in substandard housing.

- Explore the development of a landlord –tenant mediation services program.
- Collaborate with non-profits and grass roots organizations to support tenants' rights and provide educational opportunities for tenants and landlords.
- Explore the development of an Anti-Eviction – Emergency Rental Assistance Fund Program for Santa Rosa low-income residents who are at risk of eviction due to unforeseen circumstances such as health issues, lack of insurance, job loss, disability, separation, or death of the head of household.
- Explore programs and/or policies implemented by other jurisdictions that have been successful addressing the disproportionate impact of evictions and displacement of communities of color.

Time Frame: Ongoing, provide services and information proactively, explore the development of new programs by December 2024, create program by 2025 and implement thereafter.

Entities: Planning and Economic Development and Housing and Community Services

Funding: City General Fund

Quantified Objectives: Provide assistance to 200 households.

Program H-33: Real Property Transfer Tax. Continue to designate a portion of the Real Property Transfer Tax, through annual budget appropriations, to affordable housing programs. Consider increasing the portion of the tax designated for affordable housing and use these additional funds to assist with the development of affordable units.

Time Frame: Annually through budget appropriations; allocation increases by 5% annually until it is 100% of revenue.

Entity: Housing and Community Services

Funding: Real Property Transfer Tax

Quantified Objectives: Use Real Property Transfer Tax revenues to support development of 300 total units over the planning period, including 150 units of the 1,919 units affordable to lower-income households and 150 units of the 771 units affordable to moderate-income households.

Program H-34: Participation in the Mortgage Credit Certificate Program. Continue participation in the Mortgage Credit Certificate (MCC) program to assist lower- income and/or first-time homebuyers in purchasing new homes. To reduce displacement risk of prospective homebuyers being priced out of the community, the city will promote the availability of these programs in areas with concentrations of renters, particularly low-income renters and Equity Priority Populations, through providing information materials at public buildings and locations and will post the programs on the City's website and in City buildings.

Time Frame: Informational materials on the City's website by May 2023.

Entity: Department of Housing and Community Services

Funding: City General Fund, MCC Program

Quantified Objective: Connect 30 eligible residents with assistance.

Program H-35: Community Land Trust Program. Investigate development of a Community Land Trust program for Santa Rosa to determine its feasibility and affordable housing production possibilities. Continue to support the Housing Land Trust of Sonoma County (HLTSC) in its efforts to work with developers and non-profit organizations to further homeownership opportunities.

Time Frame: Consider the development of a Community Land Trust program by July 2025; Participate in the HLTSC on an ongoing basis.

Entities: Planning and Economic Development

Funding: City General Fund

Program H-36: Section 8 Housing Choice Voucher Program. Administer the federal Housing Choice Voucher (HCV) rental assistance program. Work with the Santa Rosa Housing Authority to actively emphasize and promote acceptance of vouchers to property owners in high-resource neighborhoods, such as neighborhoods in north and northeast Santa Rosa that qualify as racially concentrated areas of affluence (RCAAs) and are considered exclusive, as described in the Assessment of Fair Housing. Continue to maintain multilingual information about this program on the City's website and at public meetings and events. Develop an educational program for homeowners and property owners to increase awareness of the HCV program assistance that includes proactive measures to engage the public, such as a booth at citywide public events, holding an educational program for property owners in partnership with the Santa Rosa Housing Authority on an annual basis, and identifying community-based partners, such as local realtor groups and/or property owners with tenants supported by HCV assistance currently, to promote HCV assistance to homeowners and property owners.

Time Frame: Education program for property owners and homeowners by December 2024; work with Santa Rosa Housing Authority on an ongoing basis.

Entity: Department of Housing and Community Services

Funding: City General Fund

Quantified Objective: Conserve the 1,903 Housing Choice Vouchers in use. Add 200 very low- income households access rental opportunities with HCV assistance, including 75 households in areas designated as high resource/ RCAAs in North and Northeast Santa Rosa.

Goal H-5: Reduce or remove government constraints on the maintenance, improvement and development of housing where feasible.

Policy H-5.2: Periodically review the City's regulations, ordinances, and development fees/exactions to ensure they do not unduly constrain the production, maintenance, and improvement of housing.

Policy H-5.1: Provide streamlined processing of residential projects to minimize time and costs in order to encourage housing production.

Policy H-5.3: Ensure that all City regulations related to housing are up-to-date and consistent with State housing legislation.

Program H-37: Application Streamlining and Compliance with Senate Bill 35 (Streamlined Affordable Housing). The City will continue to support efficient and streamlined application processing for affordable housing development applications.

Time Frame: Ongoing. City's PDA streamlined process by December 2023.

Entity: Planning and Economic Development

Funding: City General Fund

Quantified Objective: 200 lower income units to reduce displacement risk.

Program H-38: Zoning Code Amendments. Ensure that regulations contained in the Santa Rosa Zoning Code provide development standards, parking requirements, and use allowances that facilitate the development of housing for all income groups.

- Parking Regulations.
- Density Bonus.
- Family Definition.
- Residential Care Facilities.
- ADUs.
- Low-Barrier Navigation Center.
- Employee/Farmworker Housing.
- Emergency Shelters.
- Transitional and Supportive Housing.
- Reasonable Accommodations.

Time Frame: Complete Zoning Code Amendments by December 2024; annually review Zoning Code and revise as needed.

Entity: Planning and Economic Development

Funding Source: City General Fund

Quantified Objective: 100 units; 75 units in areas with proximity to resources and services.

Program H-39: Revised Parking Standards. To meet the mobility needs of residents, and to ensure parking standards are not a constraint on the development of housing, the City will consider modifications to the Zoning Ordinance to better encourage infill development, consider parking reductions, eliminating parking minimums, and explore instituting parking maximums.

Time Frame: Recommendations to be presented to the City Council for in 2025.

Entity: Planning and Economic Development

Funding Source: City General Fund

Program H-40: Design Review Findings. To ensure the design review process does not act as a constraint on the development of housing, the City will review and revise the subjective findings, as appropriate.

Time Frame: June 2023 through June 2024, amend approval findings by December 2024.

Entity: Planning and Economic Development

Funding Source: City General Fund

Goal H-6: Develop energy-efficient residential units and rehabilitate existing units to reduce energy consumption.

Policy H-6.1: Encourage the use of energy conservation features in residential construction, rehabilitation, and remodeling.

Program H-41: Energy Efficiency in Residential Development. Maximize energy efficiency in residential areas using the following techniques:

- Require, as allowed by CALGreen Tier 1 standards, energy efficiency through site planning and building design by assisting residential developers in identifying energy conservation and efficiency measures appropriate to the Santa Rosa area. Continue to require the use of fuel-efficient heating and cooling equipment and other appliances.

- Fund energy conservation through the Housing Authority's rehabilitation loans.

- Promote home improvement strategies for energy efficiency.

- Promote energy-efficiency improvements that are sensitive to the historic significance of the residential structure.

- Consider a program that would require energy-efficiency improvements when a residential structure undergoes transfer of title or major renovation.

- Promote the Sonoma County Energy Independence Program, which funds energy and water conservation improvements.

- Consider a program that requires energy audits and cost-effective energy upgrades for existing residential structures.

Time Frame: 2024

Entities: Planning and Economic Development

Funding: City General Fund

Program H-42: Water and Wastewater Priority. The City will adopt a written policy with specific objective standards for meeting the priority requirement for proposed developments that include housing units affordable to lower-income households.

Time Frame: December 2024

Entities: Planning and Economic Development

Funding: City General Fund

9. How has the City been involving the community in this process?

State law requires cities and counties to try to get participation from the community in preparing a Housing Element. Local jurisdictions must do more than public notices and public hearings prior to adopting a Housing Element. State law requires cities and counties to take active steps to inform, involve, and solicit input from the public, particularly low-income and racial and ethnic households that might otherwise not participate in the process.

To meet the requirements of state law, Santa Rosa completed the public outreach and encouraged community involvement, with the activities listed below:

- Stakeholder Consultations
- Community Workshops
- Online Community Survey
- General Plan Update Community Involvement Strategy (CIS)
- Focus Groups and Listening Sessions
- City Council Study Session
- Planning Commission and City Council Meetings

The City of Santa Rosa has created some additional steps to go beyond the State law and provide more accessible opportunities to our community.

Specific Website for the General Plan Update and Housing Element:
https://www.santarosaforward.com/HE

- Bilingual Social Media Campaigns
- Bilingual Pop-Ups in Equity Priority Communities.
- Bilingual Housing Element Summary. (This document)

This chapter is described with more detail on the Santa Rosa Housing Element, which can be found on the City's General Plan Update website:
https://www.santarosaforward.com/HE .

10. How can you get involved?

This chapter includes all the options that are available to provide your feedback on the Santa Rosa Housing Element and propose any changes. Please feel free to select one of the options to connect with us:

1. **Website.** The General Plan Update Website has a specific section for the Housing Element: https://www.santarosaforward.com/HE. If you want to send a comment you can do it through the comment form: https://www.santarosaforward.com/mail_forms

2. **Email.** Comments on the Housing Element can be submitted via email srforward@srcity.org.

3. **Social Media.** Look for information on our social media accounts for Twitter (@CityofSantaRosa) and Facebook (https://www.facebook.com/cityofsantarosa) and provide feedback.

4. **Mail.** Mail or deliver comments to the following address:

   Planning and Economic Development Department.

   100 Santa Rosa Avenue, Room 3
   Santa Rosa, CA 95404

5. **Phone.** If you prefer to speak to a planner (Monday to Friday, from 8:00AM to 5:00PM) or leave a voicemail anytime, please feel free to call and provide us with you name, comment, and contact information:

   Tel. (707) 543-4323

6. **Text Message.** If you prefer to text us, please feel free to do so:

   Tel. (707) 892-1754

7. **WhatsApp Message.** Messages through WhatsApp will also be received:

   Tel. (707) 892-1754

8. **Let's Connect Platform.** Join us in our website to edit the Housing Element and provide comments directly on the document: https://letsconnectsr.com/general-plan-update

9. **Planning Commission and City Council Meetings.** Please join us, online or in person. Instructions can be found here: https://www.srcity.org/3360/How-to-Provide-Public-Comment

Planning Commission: January 26th, 2023. https://www.srcity.org/1339/Planning-Commission

City Council Meeting: February 14th, 2022. https://www.srcity.org/1322/City-Council

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City of
Santa Rosa

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