

# Sonoma County Five-Year Strategic Plan (2021-26) City Council Presentation Notes

## I. City of Santa Rosa – January 12, 2021

### General Comments

- The goals and objectives should be prioritized; it would be helpful for the cities to understand what the County will be focusing on each year.

### Healthy and Safe Communities

Goal 2: Establish equitable and data-driven distribution of services

- Plan doesn't explain how you will be doing this, will the data be made publicly available?
- Cities would appreciate common language for RBAs that could be used regionally.
- Objectives seem to be missing mention of geographic equity.

Goal 3: In collaboration with cities, increase affordable housing development near public transportation and easy access to services.

- How much will the County be coordinating with regional partners, like Renewal Enterprise District (RED) and SCTA? County's plan should be integrated with other initiatives.

### Organizational Excellence

Goal 2: Increase information sharing and transparency and improve County and community engagement

- Consider reviewing Santa Rosa's Sunshine Ordinance as example of best practices, which covers public engagement and board meeting agenda processes.

### Climate Action and Resiliency

#### General Comments

- Pillar is missing fire resiliency work and wildfire protection
- **NOTE:** The Climate Action Pillar was revised prior to the January 26, 2021 Board meeting to include a new goal in this pillar that specifically addresses wildfire resiliency and vegetation management.

Goal 2: Invest in the community to enhance resiliency and become carbon neutral by 2030

- Doesn't seem to address technology advancements that can happen in 5 years, County should make sure not to be too rigid in implementing strategies for this goal.

### **Resilient Infrastructure**

Goal 3: Continue to invest in critical roads infrastructure.

- Consider revising wording of goal to include multi-modal investments in addition to roads, like bike pathways.

## **II. City of Cotati – January 26, 2021**

### **Healthy and Safe Communities**

Goal 3: In collaboration with cities, increase affordable housing development near public transportation and easy access to services.

- Happy to see 'collaboration with cities' and would like to see language added about involving city staff and elected early and often.

Goal 5: Continue to invest in public safety so that residents and visitors feel safe in our community.

- Objective 1: Language seems weak, would be better to frame in terms of what effect the objective de-escalation trainings will have.
- Objective 3: Happy to see Mobile Support Team mentioned, would love to see it expanded.

### **Racial Equity and Social Justice**

Goal 4: Engage key community stakeholders to develop priorities and to advance racial equity.

- Objectives in this goal should be strengthened, language is weak, and objectives should be more definitive and measurable.
- Need to include voices from the community, not just stakeholder groups.

### **Climate Action and Resiliency**

Goal 2: Invest in the community to enhance resiliency and become carbon neutral by 2030

- Very supportive of this goal, it is important to pursue even if it is costly.
- Consider moving all County facilities to 100% Evergreen.
- Seems like there could be a new objective to educate public on climate crisis, and why actions are needed now.
- What about food system and waterway resiliency?

## **Resilient Infrastructure**

Goal 3: Continue to invest in critical roads infrastructure.

- Seems very automobile focused, should include language to expand on multi-modal infrastructure.

Goal 4: Implement countywide technological solutions to promote resiliency and expand community access.

- Should call out rural and low-income communities that are currently very underserved with cell and internet coverage.

### **III. City of Cloverdale – January 27, 2021**

See attached letter from City of Cloverdale

### **IV. City of Petaluma – February 1, 2021**

## **Healthy and Safe Communities**

Goal 4: Reduce the County's overall homeless population by 10% each year by enhancing services through improved coordination and collaboration.

- Strategic Plan should include working with Continuum of Care to advance policies.
- 2024 seems too far off for the strategic plan with cities to address homelessness.

Goal 5: Continue to invest in public safety so that residents and visitors feel safe in our community.

- City is very supportive of expanding Mobile Support Team.

## **Climate Action and Resiliency**

General Comments

- County really needs to be coordinating with regional partners, including RCPA, City of Petaluma Climate Advisory Committee, and City of Santa Rosa Climate Advisory Committee.

## **Racial Equity and Social Justice**

General Comments

- Goals and objectives seem too internally focused, the community needs anti-racism training and other resources too.

## V. City of Rohnert Park – February 9, 2021

### General Comments

- It is unclear how the Climate Action and Resiliency goals will be implemented at a City level. City requests that the County coordinate with regional and City partners when rolling out the plan.
- Very supportive of Healthy and Safe Communities Goal 4: Reducing overall homeless population by 10% each year. City looks forward to collaborating with the County to implement measures, finding best practices, and identifying funding for programs.
- Very supportive of Racial Equity and Climate Action pillars, and encourages City staff to incorporate similar goals and objectives into Rohnert Park's General Plan update.

## VI. City of Sonoma – February 17, 2021

### General Comments

- How will the County be addressing issues caused by the COVID pandemic, including support for working families, economic impacts, and mental health services?
- There is a need to diversify City of Sonoma's economy so that it is no longer dependent on tourism. City would like to work with the County to develop a long-term plan to address job diversification.

### Healthy and Safe Communities

Goal 3: In collaboration with cities, increase affordable housing development near public transportation and easy access to services.

- City has very low public transportation ridership, and wants to make sure that the County will also be looking at other criteria when deciding on affordable housing site locations.

### Resilient Infrastructure

Goal 3: Continue to invest in critical road, bridge, bicycle, and pedestrian infrastructure. *(Goal language revised since Jan 26<sup>th</sup> presentation to City of Cotati)*

- Happy to see bicycle and pedestrian infrastructure prioritized in County plan.
- City has numerous sidewalk/crosswalk projects it would like to advance and requests guidance from County on how to secure funding to move projects forward.



February 12, 2021

Lynda Hopkins, Chair  
Sonoma County Board of Supervisors  
575 Administration Drive, Room 100 A  
Santa Rosa, CA 95403

Re: Sonoma County Five Year Strategic Plan – Collaboration Matrix

Dear Chair Hopkins:

The City of Cloverdale is writing to express our gratitude for the presentation on the County's Draft Five Year Strategic Plan by County Staff at our January 27 City Council meeting. County staff's presentation provided an overview of the draft plan and the opportunity for the Cloverdale City Council to offer feedback on the plan's five strategic plan pillars and corresponding goals and objectives.

During the meeting, Fourth District Supervisor Gore spoke about the opportunity for the City of Cloverdale and Sonoma County to invest in a Joint Partnership. Concurrent to County staff's presentation on the Strategic Planning process, Supervisor James Gore offered the City Council the opportunity to identify how the City and County could align our goals and consider opportunities for the County and City to collaborate and partner on key programs, projects and initiatives. At our subsequent City Council meeting on February 10<sup>th</sup>, the Council discussed opportunities for the City and County to collaborate and partner on addressing critical needs and issues affecting our community including but not limited to affordable housing, emergency planning, grant writing, homelessness, infrastructure development, land use planning, public communication and shared services. The Council developed a City/County Collaboration Matrix (2021-2026) that identified specific initiatives providing the opportunity for the County of Sonoma and City of Cloverdale to collaborate, coordinate and partner in alignment with the County's Five-Year Strategic Plan. A copy of the Matrix is attached

The Cloverdale City Council urges the Board of Supervisors to review and consider the City of Cloverdale's City/County Collaboration Matrix for Five Year Strategic Plan (2021-2026). The City Council desires to establish a framework with the Board that supports development of a workplan for the City and Northern Sonoma County that includes specific initiatives with actionable deliverables, realistic timelines, and proposed funding sources. Development of a shared framework would enable the County and City to achieve greater alignment of your Strategic Plan goals and objectives and enable the City and County to enhance our accountability to our residents.

We look forward to further discussion with the Board and Supervisor Gore on how the City and County can continue to collaborate, aligned partner on key initiatives.

Sincerely,

Jason Turner  
Mayor

c: District 4 Supervisor James Gore  
Cloverdale City Council

Enc. – City of Cloverdale / County of Sonoma Collaboration Matrix



**CITY OF CLOVERDALE / COUNTY OF SONOMA:  
OPPORTUNITIES FOR COLLABORATION, ALIGNMENT AND PARTNERSHIPS**

**Table 1 – City/County Collaboration Matrix for Five Year Strategic Plan (2021-2026)**

City/County Collaboration Topics	Specific Initiatives	Strategic Plan Alignment
Affordable Housing	<ol style="list-style-type: none"> <li>1. Coordinate on update of the City and County Housing Element to identify housing opportunities (funding and development).</li> <li>2. Ensure that funding opportunities (e.g. CDBG, HOME, COVID Relief) for affordable housing is equitably distributed throughout the county.</li> </ol>	<p><u>Healthy and Safe Communities Pillar - Goal 3:</u> In collaboration with cities, increase affordable housing development near public transportation and easy access to services.</p> <p><u>Objective 1:</u> Identify and rezone urban sites suitable for housing development, and partner with developers and the community to break ground on one or more sites by 2026.</p>
Emergency Planning & Response	<ol style="list-style-type: none"> <li>1. Coordinate with Sonoma County on development of MOU with the Citrus Fair to support a care and shelter branch of the Cloverdale Emergency Operations Center.</li> <li>2. Collaborate/Partner with the Sherriff's Office on evacuation planning for emergency events.</li> </ol>	<p><u>Climate Action and Resiliency Pillar - Goal 1:</u> Continue to invest in wildfire preparedness and resiliency strategies</p> <p><u>Healthy and Safe Communities Pillar - Goal 5:</u> Continue to invest in public safety so that residents and visitors feel safe in our community.</p>
Grant Writing	<ol style="list-style-type: none"> <li>1. Collaborate with Sonoma County on grant writing applications to assist projects programs and initiatives jointly beneficial to incorporated / unincorporated areas around Cloverdale.</li> </ol>	<p><u>Organizational Excellence Pillar- Goal 4:</u> Seek out grant funding to enhance programs and improve infrastructure.</p> <p><u>Objective 1:</u> Secure a total of \$60 million in grant funding by 2025 for strategic priorities, including technology tools, climate resiliency, and other capital projects.</p>
Homelessness	<ol style="list-style-type: none"> <li>1. Collaborate on planning effort to address homelessness within the incorporated city and unincorporated County.</li> <li>2. Coordinate on development of a funding model to support homelessness</li> </ol>	<p><u>Healthy and Safe Communities Pillar - Goal 4:</u> Reduce the County's overall homeless population by 10% each year by enhancing services through improved coordination and collaboration.</p> <p><u>Objective 2:</u> Partner with cities to build a strategic plan for homeless</p>

City/County Collaboration Topics	Specific Initiatives	Strategic Plan Alignment
	<p>services within Northern Sonoma County.</p> <ol style="list-style-type: none"> <li>3. Develop coordinated approach to address homelessness and mental health crisis that includes funding (Measure O) for mobile outreach services in Cloverdale.</li> <li>4. Provide direct assistance to the City for shard costs addressing the homeless issues within the incorporated city and unincorporated County.</li> <li>5. Coordinate with Sheriff's Office on homeless concerns along the Russian River/Geysers area.</li> </ol>	<p>prevention and housing strategies by 2024.</p> <p><u>Healthy and Safe Communities Pillar - Goal 5:</u> Continue to invest in public safety so that residents and visitors feel safe in our community. <u>Objective 3:</u> Assess and determine the most appropriate community response program to respond to individuals in the community experiencing a psychiatric emergency, including an analysis of whether to expand the Mobile Support Team, and bring a recommendation to the Board of Supervisors by 2023.</p>
Land Use Planning	<ol style="list-style-type: none"> <li>1. Consider Tax sharing agreement with Sonoma County to fund needed infrastructure improvements in County islands within the City's Sphere of Influence (Six Acres, South Cloverdale Mutual Water Company (Church Ln.) to support residential uses.</li> </ol>	<p><u>Healthy and Safe Communities Pillar - Goal 3:</u> In collaboration with cities, increase affordable housing development near public transportation and easy access to services.</p> <p><u>Objective 1:</u> Identify and rezone urban sites suitable for housing development, and partner with developers and the community to break ground on one or more sites by 2026.</p>
Infrastructure Planning & Development	<ol style="list-style-type: none"> <li>1. Work in partnership with Sonoma County on a plan to enhance infrastructure, and related systems' capacity to mitigate, adapt, or positively respond to all hazards (including wildfire, flooding, earthquake, and cyber security), and to transform in ways that restore, maintain and improve essential functions. Partner with City on implementation of a concept plan for a detention basin involving County/City</li> </ol>	<p><u>Resilient Infrastructure Pillar - Goal 2:</u> Invest in capital systems to ensure continuity of operations and disaster response.</p> <p><u>Objective 1:</u> Strengthen critical communications infrastructure, interoperability, and information technology tools relied upon during disasters.</p> <p><u>Resilient Infrastructure Pillar - Goal 5:</u> Support, fund, and expand flood protection.</p> <p><u>Objective 1:</u> Develop partnerships with cities, tribal governments, and private organizations regarding flood</p>

City/County Collaboration Topics	Specific Initiatives	Strategic Plan Alignment
	<p>Property to reduce flood flows to the Russian River.</p> <ol style="list-style-type: none"> <li>2. Coordinate on implementation of a strategy to extend broadband infrastructure and internet access to underserved areas within Northern Sonoma County including unincorporated areas within the City of Cloverdale’s Sphere of Influence.</li> <li>3. Develop plan for extension of city infrastructure to service County areas deficient in infrastructure (McCray Road and portions of South Cloverdale Blvd).</li> <li>4. Continue collaboration on design and development of a Pedestrian/bicycle crossing on Crocker Bridge.</li> </ol>	<p>protection and sustainability to identify gaps and address climate change impacts.</p> <p><u>Goal 3:</u> Continue to invest in critical roads infrastructure.</p> <p><u>Objective 1:</u> Continue to maintain road segments, including designated turnouts where feasible, increase efforts on vegetation removal and drainage features, and improve pavement conditions in neighborhoods.</p> <p><u>Objective 4:</u> Identify and retrofit bridges in County that are at high risk for damage during earthquakes.</p> <p><u>Resilient Infrastructure Pillar - Goal 4:</u> Implement countywide technological solutions to promote resiliency and expand community access.</p> <p><u>Objective 1:</u> Leverage funding and seek grants to expand communications infrastructure within the community to improve equitable access to broadband, wireless, and cell phone services.</p> <p><u>Objective 2:</u> Leverage existing fiber optic infrastructure and grant opportunities to expand wireless and broadband access across County.</p>
Park Planning & Development	<ol style="list-style-type: none"> <li>1. Recognize that Cloverdale City parks and community facilities serve residents within the unincorporated county.</li> <li>2. Coordinate on funding of park improvements within the City that serve County residents.</li> </ol>	<p><u>Resilient Infrastructure Pillar - Goal 5:</u> Support, fund, and expand flood protection.</p> <p><u>Objective 1:</u> Develop partnerships with cities, tribal governments, and private organizations regarding flood protection and sustainability to identify gaps and address climate change impacts.</p> <p><u>Objective 2:</u> Implement land use planning and assessments to address flood protection, including river setbacks and riparian corridors, and make resources available for residents.</p>
Public Communication	<ol style="list-style-type: none"> <li>1. Coordination on development of a</li> </ol>	<p><u>Racial Equity and Social Justice Pillar - Goal 4:</u> Engage key community</p>



City/County Collaboration Topics	Specific Initiatives	Strategic Plan Alignment
	<p>communication strategy and public outreach protocols that supports equity inclusiveness and access to public information</p> <p>2. Coordinate on communicating informational updates on key initiatives and programs to the community.</p>	<p>stakeholders to develop priorities and to advance racial equity.</p>
<p>Shared Services</p>	<ol style="list-style-type: none"> <li>1. Develop a MOU with the County to enable the City to contract with the County for specialized roadway equipment and operators to supplement our staff and allow some routine re-construction activities (crack sealing, slurry sealing, large striping projects) and smaller new construction projects (new curb &amp; gutter, sidewalk and Class 1 bike lanes).</li> <li>2. Coordinate training on specialized roadway equipment and safety protocols would help City Staff improve their skills on equipment and construction methods which the City performs occasionally or is not equipped to perform at all.</li> <li>3. 4. Consider contract/MOU allow the City to contract with County staff to provide right of way acquisition services for Federally funded projects and assist the city field management, record keeping projects.</li> <li>4. Consider contract/MOU that would allow the City to use County administrative and financial staff to assist with recordkeeping and invoicing on federally funded infrastructure projects.</li> </ol>	<p><u>Resilient Infrastructure Pillar - Goal 1:</u> Invest in County buildings and technology to enhance service delivery and improve employee mobility</p> <p><u>Objective 4:</u> Establish resilient neighborhood/regional and satellite service centers with access to transportation systems in West County, <b>Cloverdale</b>, and Sonoma Valley, as expressed in the Real Estate Master Plan, by 2023 in order to improve equitable public access to services.</p>