

## Work Plan

### Goals:

1. Identify the nature and extent of barriers to fair housing and disparities in access to opportunity in the County of Sonoma, and the Cities of Santa Rosa and Petaluma
2. Create an inventory of program, procedure, policy and communications changes within the three jurisdictions that will require change in order to reduce barriers
3. Set measurable short- and long-term goals that can be used to track progress

Completion of this AFH will meet the requirement of each of the jurisdictions listed above to complete an Analysis of Impediments to Fair Housing, and will lay the groundwork for meeting the requirements of California's AB 686.

### Approach:

- Analyze the fair housing issues affecting communities Countywide to inform the planned solutions identified in the Public Housing Authority 5-year plans and the 5-year Consolidated Plans to be adopted in 2020.
- Ensure that community participation is a core part of the development of the AFH to help ensure the integrity, and success of efforts to affirmatively further fair housing countywide.
- Catalog programmatic and policy changes that have potential to reduce identified disparities.
- Educate community members and key stakeholders about fair housing principles and the role of local governments in ensuring full compliance with the letter and spirit of fair housing laws

### Timeline for the AFH Process

Timeframe	Activity
July through November 2019	Community Development Commission (CDC) collects, synthesizes and analyzes datasets from HUD and local data sets that capture fair housing challenges and inequities in access to opportunity across the county
September through November 2019	Conduct robust community engagement with residents and community partners to assess how the story that the data tells aligns or does not align with community experiences under contract with a community engagement consultant
Mid-December 2019	Community engagement consultant submits report of findings and preliminary recommendations to be incorporated into the AFH
Mid-December 2019	CDC completes analysis of various datasets and makes preliminary recommendations to be incorporated into the AFH
Mid- January 2020	Complete internal draft of AFH using the qualitative and quantitative data collected in the previous three months. Assessment will also set goals to address the barriers, disparities and inequities identified.
Mid- February 2020	Public Review Draft of AFH is published for 30 days
February 2020	Cities and County begin drafting Consolidated Plans and Public Housing Authority Administrative Plans that describes specifically how the

	Cities, Counties and Housing Authorities will use their resources during the 5-year period to meet goals laid out in the AFH.
March 2020	Final AFH is published and used to inform development of other planning efforts, including delivery of safety net services within other County departments, and General Plan.
February and March 2020	Cities and County will conduct additional public engagement to inform the Consolidated Plans and Public Housing Authority Administrative Plans.
March and April 2020	Cities and County will publish draft 5-Year Consolidated Plan and a draft One-Year Action Plan for public review. Housing Authorities will publish draft Public Housing Authority Plan for public review.
April 17, 2020	City Councils and Board of Supervisors approve AFH and Housing Authority boards adopt 5-Year PHA Plans
Early May 2020	City Councils and Board of Supervisors adopt 5-Year Consolidated Plans and One-Year Action Plans

## Key Participants

**Lead Agency:** Sonoma County Community Development Commission

**Partners:** City of Santa Rosa Housing and Community Services, City of Petaluma Housing Division, Santa Rosa Housing Authority, Sonoma County Housing Authority

**Engaged Stakeholders (preliminary list):**

*Population Groups that experience barriers to opportunity and fair housing choice*

*Neighborhoods that experience barriers to opportunity and fair housing choice*

*Fair Housing Organizations*

Fair Housing Advocates of Northern California

Legal Aid

Petaluma People Services Center

*Other Government Partners*

Cities of Cloverdale, Cotati, Healdsburg, Rohnert Park, Sebastopol, Sonoma County

Town of Windsor

Sonoma County Government Alliance on Racial Equity Chapter

Sonoma County Transportation Authority

Permit Sonoma

Sonoma County Departments of Health Services and Human Services

Sonoma County Economic Development Board

*Service Providers and Community Based Organizations*

Boys and Girls Clubs of Sonoma-Marin

La Luz

Living Bridges

Hanna Institute

*Advocacy Groups*

Strategic Intersections Coalition

## North Bay Organizing Project

### *Housing Providers*

### *Banks and Other Financial Institutions*

Kaiser FoundationLuther Burbank Savings

Federal Home Loan Bank of San Francisco

### *Educational Institutions*

Sonoma County Office of Education

### *Research Partners*

Bay Area Council Economic Institute

University of San Francisco

Federal Reserve Bank of San Francisco

## Methodology

1. Prepare preliminary population group and neighborhood profiles that present information to the public
2. Engage with identified population groups and neighborhoods to collect feedback and input on data presented and to collect data not available in public data sets.
3. Concurrently conduct review of zoning, policies, building codes, private sector lending policies, fair housing enforcement, etc to assess disparities in access to opportunity and barriers to fair housing
4. Compile report of data analysis, community input and policy analysis into report that identifies trends, impediments and is able to inform recommendations and goal setting
5. Make policy and program recommendations that affirmatively further fair housing

## Funding Sources & Budget

### Revenues

Sonoma County	\$ 92,000
Grant from Kaiser Permanente	\$ 21,000
City of Santa Rosa Administrative Funds	\$ 61,000
City of Petaluma Administrative Funds	<u>\$ 20,000</u>
<b>Subtotal - Revenues</b>	<b>\$ 194,000</b>

### Expenses

Contract Coordination	\$ 54,000
Data Collection & Analysis	\$ 41,000
Community Engagement	\$ 72,500
Focus Group/Community Group Coordination & Facilitation	
Food	
Focus Group Stipends	
Language Interpretation	
Document Translation	\$ 23,500
Printed Materials	\$ 3,000
<b>Subtotal Expenses</b>	<b><u>\$ 194,000</u></b>

## Fair Housing Analysis

(See Appendix A: Fair Housing Analysis Data Collection Plan for details)

### Goal:

Present aggregated and disaggregated data in a format that is accessible by all, to the community and stakeholder groups to ensure that data reflects local conditions, and ensure information is relevant to the goal-setting process required in the AFH.

### Approach:

Analyze HUD-provided data, and if available, acquire recent, local data to supplement HUD data for each Fair Housing Topic Area (detailed below) to identify integration and segregation patterns and trends, disparities in access to opportunity, and disproportionate housing needs within the jurisdiction, including displacement risk.

The approach should look at the region as a whole, include information about protected classes that are impacted countywide, but also look at how protected classes living in particular neighborhoods are impacted. Once an initial analysis is completed to:

1. Identify how particular protected classes countywide disproportionately lack opportunity (e.g. homeownership rates are lower among Latinos)
2. Identify what neighborhoods are disproportionately lacking opportunity (e.g. There are concentrations of housing inadequacy demonstrated by the UC Davis Regional Opportunity Index in particular neighborhoods within the County)

Then, the analysis of data should be used to target community engagement efforts to most impacted population groups and neighborhoods. Community engagement efforts will be to assess how the data quantitative public data collected aligns or does not align with community experiences, collect qualitative data that is not captured elsewhere, and to understand the barriers to fair housing and disparities in access to opportunity faced by protected classes. Concurrently, the lead agency (Commission) will work collaboratively with the cities to analyze local policy, funding priorities, zoning, etc that contribute to these inequities and inform setting goals to overcome them.

#### Other Data Sets to Include:

- A Portrait of Sonoma County – Sonoma County Human Development Report 2014
- Bay Area Equity Atlas
- Presentation of and analysis of Fair Housing Data in the HUD Assessment Tool which was created for the Assessment of Fair Housing (now suspended by HUD but still applicable because of California's AFH requirement)  
Link: <https://egis.hud.gov/affht/>
- Urban Displacement Project [www.urbandisplacement.org](http://www.urbandisplacement.org)
- Prosperity Now Scorecard: <https://scorecard.prosperitynow.org/> (available at the place level only, not census tract level)
- UC Davis Regional Opportunity Index  
<https://interact.regionalchange.ucdavis.edu/roi/index.html>
- CalEnviroScreen
- <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-30>
- Social Vulnerability Index
- California Healthy Places Index: <https://map.healthyplacesindex.org>
- [https://haasinstitute.berkeley.edu/sites/default/files/mappings/TCAC/opportunity\\_map\\_2019.html](https://haasinstitute.berkeley.edu/sites/default/files/mappings/TCAC/opportunity_map_2019.html)
- California Affordable Rental Housing Benefits Map: <https://chpc.net/affordable-housing-benefits-map/?view=38.565141,-122.80605,12&selected=property,143858&tract=ces>
- H + T Index <https://htaindex.cnt.org/>
- Segregation Maps: <https://haasinstitute.berkeley.edu/bay-area-more-segregated-now-1970-interactive-map-reveals>
- Eviction Map: <https://evictionlab.org/map/#/2016?geography=tracts&bounds=-122.873,37.978,-121.837,38.39&choropleth=pro&locations=06,-123.007,37.701%2B06097,-122.892,38.53>
- <https://censusreporter.org/>

## Community Engagement

(See Appendix B: Community Engagement Scope of Work for details)

### Goal:

Solicit views and recommendations from members of the community and other interested parties and incorporate them into decisions and outcomes in the AFH.

### Approach:

Tap into the local knowledge of communities affected by policies, plans, and public investments through a variety of community engagement tools.

### Preliminary Outreach

A preliminary review of demographic data reveals that the population groups and neighborhood described below face barriers to fair housing and disparities in access to opportunity. Therefore, these groups will be the initial focus of outreach efforts. As a first round of data analysis and engagement is completed, these lists may be augmented or fine-tuned to ensure that community engagement is thorough.

### Population Groups

1. Latinos
2. Asians
3. Native American
4. Native Hawaiian/Pacific Islander
5. Black/African American
6. Seniors
7. Individuals with disabilities
8. Families with children

### Communities and Neighborhoods

Communities with High Poverty, Low Opportunity, Displacement Risk, Environmental Justice Issues, and Human Development (note: Communities are identified based on the naming scheme in the Portrait of Sonoma. Map of the various census tracts is found here on page 104: [http://ssrc-static.s3.amazonaws.com/wp-content/uploads/2015/08/05141006/English\\_Complete\\_POSC.pdf](http://ssrc-static.s3.amazonaws.com/wp-content/uploads/2015/08/05141006/English_Complete_POSC.pdf))

For a complete list of the communities with high scores on one or more indices, see Appendix C.

### In each community engagement forum:

1. Present Publicly available data about Population Group or Neighborhood in a format that is easy to access and understand (verbal presentations, one-on-one conversations, one-page info sheets, online interface, etc)
2. Provide opportunity for feedback and personal stories that authenticate, “unpack” or run contrary to the data presented.
3. Capture feedback in a way that it can be analyzed and incorporated into the final draft of the AI
4. Set a future date to review the final report and recommendations with the engaged group.

## Goal Setting

### Goal:

Set meaningful, achievable and measurable goals that are within the purview of the City of Petaluma, City of Santa Rosa, County of Sonoma and the Housing Authorities to overcome impediments to fair housing during the next 5 year period.

### Approach:

Use the analysis conducted that takes into account data on demographics, housing, and community conditions; qualitative data on the lived experience of people experiencing barriers to fair housing choice; and identified policies and practices that impede fair housing choice for protected classes to inform the goal setting to be undertaken as the final step of the AI.

# Appendix A – Fair Housing Analysis Data Collection Plan

## Demographic Data

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Bay Area Economic Institute

*Deadline: August 31, 2019*

Within the Neighborhood Profile and Population Profile format, BACEI will present the following data points:

1. Demographic patterns in the region, trends over time since 1990  
*Data Sources: 1990, 2000 and 2010 Census Data presented in the AFFH Mapping Tool*
2. Location of homeowners and renters in the region, including trends over time and whether owner and renter occupied housing is located in segregated or integrated areas. Rates of renter and owner occupied housing by race/ethnicity in the region.  
*Data Sources: 1990, 2000, 2010 Census, ACS 2013-2017*
3. Segregation levels in the region. Identify racial/ethnic groups that experience the highest levels of segregation  
*Data Source: ACS 2013-2017, AFFH Mapping Tool, Haas Institute Bay Segregation Map*
4. Identify areas in the region with relatively high segregation and integration by race/ethnicity, national origin, or LEP group, and indicate predominant group living in each area.  
*Data Sources: AFFH Mapping Tool, Haas Institute Bay Segregation Map*
5. Lending Discrimination as a factor that significantly creates, contributes to, perpetuates or increases the severity of segregation and disparities in access to opportunity  
*Data Sources: HMDA Data by census tract, race and ethnicity, other population groups*
6. For protected classes, disparities in access to proficient schools in the region  
*Data Sources: ACS 2013-2017, Kidsdata.org, CDE as presented in the UC Davis Regional Opportunity Index*
7. For protected classes, disparities in access to jobs and labor markets  
*Data Sources: ACS 2013-2017, AFFH Mapping Tool, Prosperity Now Scorecard*
8. How disparities in access to employment relate to residential living patterns in the region, and the impact on protected classes  
*Data Sources: ACS 2013-2017, Prosperity Now Scorecard*
9. Disparities in access to environmentally healthy neighborhoods in the jurisdiction and region  
*Data Sources: CalEnviroScreen and other data as presented in the California Healthy Places Index*
10. Access to financial services as a factor that significantly creates, contributes to, perpetuates or increases the severity of disparities in access to opportunity  
*Data Source: Prosperity Now Scorecard, HMDA Data*
11. Which protected class groups experience higher rates of housing cost burden and severe housing cost burden, overcrowding, or substandard housing when compared to other groups, for the region?  
*Data Sources: ACS 2013-2017*
12. Which areas of the region experience the greatest housing burdens?  
*Data Sources: ACS 2013-2017*



13. Extent to which persons with disabilities access the following: jobs

*Data Sources: ACS 2013-2017*

## Housing Authority Data

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: City of Santa Rosa and County of Sonoma Housing Authorities

*Deadline: September 30, 2019*

Inventory of all HCV in use with the following data:

- Census tract in which voucher is being used
- Household characteristics:
  - Senior, veteran, family with children, disabled
- Household size
- Race and ethnicity of households

Waiting list data:

- Mailing list census tract
- Race/ethnicity
- Household characteristics: Senior, veteran, family with children, disabled

FSS Participant data:

- Race/ethnicity
- Household characteristics: Senior, veteran, family with children, disabled

PBV Participant data:

- Race/ethnicity
- Household characteristics: Senior, veteran, family with children, disabled

## Housing Inventory Data

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Planning Departments/Housing Departments for all Cities

*Deadline: October 15, 2019*

- Location and number of all publicly supported housing units, including:
  - Census tract
  - Housing type (PSH, Senior, family, homeless dedicated, veterans, etc) Location and type of affordable housing (including location – by census tract)
- # bedrooms (including location – by census tract)
- Housing units available for victims of domestic violence (including location, if available, – by census tract)
- Housing units designed for specific disabilities (including location – by census tract)
- (if possible) race and ethnicity of occupants – by census tract?

## Land Use and Zoning, Occupancy Codes and Restrictions

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Planning Departments/Housing Departments for all Cities

*Deadline: October 15, 2019*

- Survey of land use and zoning laws & occupancy codes and restrictions – what factors significantly create, contribute to, perpetuate, or increase severity of disparities in access to opportunity

## Access to Opportunity Data

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: DSLC, EDB, SCTA, SCOE & local transit agencies and school districts

*Deadline: October 15, 2019*

- Availability, type, frequency and reliability of public transportation
- Location of proficient schools and school assignment policies
- Location of employers
- Describe the processes that exist in the jurisdiction and region for persons with disabilities to request and obtain reasonable accommodations and accessibility modifications to address barriers to accessing transportation, jobs, schools, public infrastructure, government services
- Availability of assistance for housing accessibility modifications
- Programs, policies, or funding mechanisms that affect disparities in access to proficient schools:
  - Describe how school-related policies, such as school enrollment policies, affect a student's ability to attend a proficient school. Which protected class groups are least successful in accessing proficient schools?
- Programs, policies, or funding mechanisms that affect disparities in access to employment
  - Which racial/ethnic, national origin or family status groups are least successful in accessing employment?
- Describe any disparities in access to transportation related to costs and access to public transit in the jurisdiction and region.
  - Describe any disparities in access to transportation based on place of residence, cost or transportation related factors.
- Describe how disparities in access to transportation related to residential living patterns in the jurisdiction and region.
  - Which racial/ethnic, national origin or family status groups are most affected by the lack of reliable, affordable transportation connection between their place of residence and opportunities?
- Programs, policies, or funding mechanisms that affect disparities in access to transportation.
  - Describe how the jurisdiction's and region's policies, such as public transportation routes or transportation systems designed for use personal vehicles, affect the ability of protected class groups to access transportation.

## Fair Housing Data

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Fair Housing Advocates of Northern California, Legal Aid of Sonoma County, Petaluma People's Services Center

*Deadline: October 15, 2019*

- Occurrences of private discrimination - Identify how private discrimination in the region significantly creates, contributes to, perpetuates, or increase the severity of segregation
- List and summarize any of the following that have not been resolved: a charge or letter of finding from HUD concerning a violation of a civil rights-related law, a cause determination from a substantially equivalent state or local fair housing agency concerning a violation of a state or local fair housing law, a letter of findings issued by or lawsuit filed or joined by the Department of Justice alleging a pattern or practice or systemic violation of a fair housing or civil rights law, or a claim under the False Claims Act related to fair housing, nondiscrimination, or civil rights generally, including an alleged failure to affirmatively further fair housing.
- Describe any state or local fair housing laws. What characteristics are protected under each law?
- Identify any local and regional agencies and organizations that provide fair housing information, outreach, and enforcement, including their capacity and the resources available to them.
- Provide additional relevant information, if any, about fair housing enforcement, outreach capacity, and resources in the jurisdiction and region.
- The program participant may also include information relevant to programs, actions, or activities to promote fair housing outcomes and capacity.

## Data to be collected through various Community Engagement methods

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Community Engagement Consultant(s) & Sonoma County Community Development Commission staff

*Deadline: November 30, 2019*

- Displacement of residents due to economic pressures
- Occurrences of private discrimination
- Disparities in access to employment
- Disparities in access to transportation related to costs and access to public transit within the jurisdictions and region
- Disparities in access to transportation based on place of residence, cost or other factors: which racial/ethnic, national origin or family status groups are most affected by lack of reliable, affordable transportation connection between their place of residence and opportunities?
- For marginalized communities, disparities in access to low-poverty/high opportunity neighborhoods
- For marginalized communities, disparities in exposure to poverty. What role does a person's place of residence play in their exposure to poverty?
- Are there programs/policies/funding mechanisms that affect disparities in access to low poverty/high opportunity neighborhoods?

- For marginalized communities, what are disparities in access to environmentally healthy neighborhoods
- For marginalized communities, what are overarching patterns of access to opportunity and exposure to adverse community factors
- For vulnerable neighborhoods, what are their experiences with lack of private investments? What would residents here like to see change?
- For vulnerable neighborhoods, what is their experience with lack of public investments, including services or amenities? What would residents here like to see change?
- For marginalized communities and vulnerable neighborhoods, what are disproportionate housing needs?
- For residents of affordable housing developments, what are disparities in access to opportunity for residents?
- For residents of affordable housing developments or participants in Housing Choice Voucher programs, what admissions and occupancy policies and procedures, including preferences, impact members of protected classes/marginalized communities disparately?
- To what extent are persons with different disabilities able to access and live in the different categories of publicly supported housing?
- To what extent are persons with disabilities able to access: government services and facilities, public infrastructure, transportation, proficient schools and education programs, jobs?
- To what extent do people with disabilities experience disproportionate housing needs?

## Data Analysis

Coordinator: Sonoma County Community Development Commission staff

Responsible Parties: Community Development Commission staff and/or paid consultant

Deadline: December 15, 2019

- Local context and historical policies that have contributed to demographic patterns in the region.
- Historic policies that have resulted in racial and ethnic discrimination and segregation in the region. Government Alliance on Racial Equity is preparing a timeline of these policies that can be used for this purpose.
- Using BACEI generated profiles, identify areas in the region with relatively high segregation/integration by race/ethnicity, national origin, or LEP group
- Review of BACEI generated profiles to explain how segregation levels and patterns in the jurisdiction have changed over time (since 1990).
- Use of UC Berkeley Displacement Project work to discuss whether there are any demographic trends, policies or practices that could lead to higher segregation in the jurisdiction in the future.
- Review land use and zoning laws, occupancy codes and restrictions to determine how each of these significantly create, contribute to, perpetuate or increase the severity of segregation
- Identify how affordable housing location and type significantly create, contribute to, perpetuate or increase the severity of segregation, the severity of disparities in access to opportunity, and disproportionate housing need.

*Sources: Affordable Housing Opportunity Map, local housing inventory*

## Appendix B – Community Engagement Scope of Work

Position	Community Engagement Consultant
Project	Assessment of Fair Housing
Project Term	September 1, 2019 - December 31, 2019
Reports To:	Geoffrey Ross, Interim Executive Director Felicity Gasser, Federal Grants Manager Janelle Wetzstein, Policy & Communication Liaison

### Glossary:

All titles and terms listed below will be referred to in acronym form going forward in the Scope of Work.

- **CDC:** Sonoma County Community Development Commission
- **Consultant:** Community Engagement Consultant for the Assessment of Fair Housing
- **CDC ED:** Community Development Commission Executive Director, interchangeable with Community Development Commission Interim Executive Director
- **FGM:** Community Development Commission Federal Grants Manager
- **P&C Liaison:** Policy & Communication Liaison
- **AFH:** Assessment of Fair Housing
- **HUD:** U.S. Department of Housing and Urban Development

### Background

The CDC, in collaboration with the Cities of Santa Rosa and Petaluma, is creating an Assessment of Fair Housing (AFH) that highlights barriers to housing that may exist for protected classes. The purpose of the AFH is to ensure that all publicly and privately funded housing and housing-related activities in Sonoma County affirmatively further fair housing. In particular, that they inform housing and community development policies and practices of the Cities of Santa Rosa and Petaluma and the County of Sonoma to ensure that they promote fair housing choice for all persons.

### Purpose

The purpose of the Consultant position is to help the CDC and the Cities of Petaluma and Santa Rosa build trust with, and gain feedback from, minority and disadvantaged groups within Sonoma County. Through a set of defined tasks listed below, the Consultant will conduct public outreach to Sonoma County's protected classes and minority populations using meaningful and effective techniques that differ from the standard public-hearing method typically employed by government, in an effort to identify existing inequities in housing and better methods to support populations that are disparately

impacted by the lack of affordable housing. The feedback collected will be incorporated into the Assessment of Fair Housing, which will inform future outreach activities, programs and services. All services will be done parallel with a Diversity Community Engagement Specialist who is being hired to outreach specifically to the Latinx community under a separate scope of work.

### Tasks/Deliverables

#### Task 1: Project Administration

Consultant will be required to conduct weekly meetings, via phone, email or in person depending on the CDC's availability, with the P&C Liaison and Federal Grants Manager. Meetings may overlap with the Diversity Community Engagement Specialist. During these meetings, Consultant will update CDC staff on status of each of the contract tasks, including deliverables. Consultant and P&C Liaison will agree on a weekly time at the start of the contract, with ability to fluctuate based on P&C Liaison's schedule. A mid-project and Final Report meeting will be conducted with P&C Liaison and CDC ED if needed.

#### Task 2: Canvassing

Manage Neighborhood Canvassing Project by surveying 5-10 vulnerable neighborhoods identified by the CDC, using 4-5 canvassers, once a week for 3-hour time blocks. Canvassing will occur for 3 months, likely Sept.-Nov. 2019, though this timeframe is subject to change at the direction of P&C Liaison. Canvassers will use a survey crafted by Consultant, with direction from P&C Liaison and approved by the CDC ED. The selection of neighborhoods will be done in coordination with CDC staff and the Diversity Community Engagement Consultant to ensure geographic coverage.

#### Deliverables:

- Consultant will be responsible for recruiting canvassers for this project and hiring them, in accordance with CDC hiring practices.
- Consultant will synthesize the information gathered and create a section within a Final Report due to the CDC by December 15, 2019, which outlines needs and suggestions to improve diversity in CDC programs, services and outreach.

#### Task 3: Website Survey

In partnership with the CDC, prepare a web-based survey that will provide an online forum for community members who are members of protected classes to document barriers to housing and opportunity.

#### Deliverables:

- A web-based survey that can be made available on social media and on the websites for the Cities and Counties who are part of the AFH.

#### Task 3: Stakeholder Outreach

Organize 5-10 stakeholder meetings with community leaders and service providers that have strong inroads to minority populations within Sonoma County. The purpose of these meetings will be to hear from groups that may face unique barriers to housing, amenities and financial services as indicated by population profiles created by the CDC and partner organizations. These groups include:

- Asians, including Chinese, Korean, Vietnamese, Filipino, and other Asian populations
- Native American
- Native Hawaiian/Pacific Islander
- Black/African American
- Seniors
- Individuals with disabilities
- Families with children

These meetings should be targeted at these groups and/or organizations which represent or serve these populations and have the ability to partner with the CDC on public outreach, as well as collect feedback from community members. CDC staff will be present at these meetings to listen and, if necessary, explain the purpose of the AFH and the deficiencies in housing access for particular segments of the population using the neighborhood and population profiles. Meetings hosted by the CDC or organized by the consultant should have arrangements made for food and childcare. Stakeholder meetings will be held mid-September through mid-November, though this timeframe is subject to change at the direction of P&C Liaison.

**Deliverables:**

- Consultant will take notes and synthesize comments and information from these meetings.
- Consultant will help CDC staff identify new community groups and partners that can help with public outreach, locate appropriate venues if needed for stakeholder meetings and work with CDC staff to schedule these meetings.
- Consultant will synthesize information and create a section within the Final Report due to the CDC on December 15, 2019 that outlines needs and suggests ways to improve programs, services and outreach.

#### Task 4: Focus Groups

Organize up to seven focus groups or community listening sessions with a selection of the aforementioned populations in different regions of the county. The purpose of these groups is to hear from groups targeted in the Assessment of Fair Housing, specifically people with disabilities, seniors, racial minorities, and other underserved populations in Sonoma County. Consultant may incentivize participation with monetary compensation and should work with CDC staff to arrange food, childcare and interpreters if necessary for each session. Focus Groups will be held Sept.-Nov. 2019, though this timeframe is subject to change at the direction of P&C Liaison.

**Deliverables:**

- In consultation with CDC, Consultant will be responsible for preparing agendas, handouts and any relevant presentation materials as appropriate, as well as maintaining notes and synthesizing information from each session.
- Consultant will use existing stakeholder groups and community events, as well as print and electronic advertisements, to encourage participation in dedicated focus group, listening sessions and surveys.
- Consultant will synthesize information and process and create a section within the Final Report due to the CDC that outlines the findings and suggestions from these focus groups.

#### Task 5: Final Report

Collect and synthesize all information and assemble a Final Report of qualitative findings, highlighting how particular protected classes experience barriers to opportunity and fair housing choice.

#### Deliverables:

- Create a Final Report that includes results from canvassing, stakeholder meetings and focus groups, as well as an executive summary and recommendations chapter, due to the CDC by December 15, 2019.



## Appendix C – Target Neighborhoods for Community Engagement

			Low- Income Concentrat ions above 70%	HD Index <4.20	Low Regional Opportunit y Index	Ongoing Gentrificat ion/Displac ement Risk	CalEnviroS creen Score above 60%	California Healthy Places Index below 50th Percentile
	HD Rank	Community						
Five High Scores								
1	98	Roseland	x	x	x		x	x
2	97	Sheppard	x	x	x		x	x
3	94	West End	x	x	x		x	x
Four High Scores								
4	96	Fetters Springs/Agua Caliente West	x	x	x			x
5	92	Rohnert Park - A Section	x	x	x			x
6	90	Downtown Santa Rosa		x	x	x		x
7	89	Taylor Mountain	x	x	x			x
8	88	Comstock	x	x	x			x
9	86	Burbank Gardens		x	x	x		x
10	83	Railroad Square		x		x	x	x
Three High Scores								
11	93	Bicentennial Park		x	x			x
12	91	East Cloverdale	x	x				x
13	84	Downtown Rohnert Park		x		x		x
14	76	Bellevue			x		x	x
Two High Score								
15	95	West Junior College		x		x		
16	85	Coddington		x				x
17	82	Central Healdsburg		x				x
18	79	Forestville	x					x
19	77	Monte Rio	x					x
20	63	West Cotati/Pengrove	x					x
One High Score								
21	99	Roseland Creek		x				
22	81	Kawana Springs		x				
23	80	Downtown Cotati	x					
24	72	Wright					x	
25	62	Guerneville/Rio Nido				x		
26	48	Boyes Hot Springs/El Verano	x					
27	42	West Cloverdale	x					
28	19	Larkfield-Wikiup	x					
29	64	Northern Junior College Neighborhood						x
30	3	Skyhawk	Requested to be added by City of Santa Rosa because it has the highest percentage of seniors of any Sonoma County Census Tract					
City of Petaluma Census Tracts								
31	49	McKinley			x	x	x	
32	78	Lucchesi/McDowell		x				

## Appendix D – Timeline Diagram

