SANTA ROSA
FACTS & FIGURES
Local Political Will

- Committed support from Santa Rosa City Council for all policies, fee reductions, efforts and initiatives to bring infill development to the downtown and near transit (unanimous votes)
- Made housing policies and downtown housing two of the five top Council priorities for the city

City Wide Housing Policies – Implemented in 2018

- ADU Policy
  - Eliminated impact and utility connection fees for units 750 SF or less
  - Reduced fees for units over 750 SF up to 1,200 SF
- Conducting a feasibility study of current Inclusionary Policy
- Housing Action Plan – Goal of 5,000 homes by 2023 for individuals with very low to moderate income

Downtown Housing Policies – Implemented in 2018

- Reduced discretionary action for design review and the use permit process for housing projects in the downtown and the City’s four other PDAs (increases certainty and reduces time and cost).
- Implemented a Downtown High-Density Residential Incentive Program
  - Reduction of impact fees: up to 67% reduction based on height
  - Deferral of water and sewer fees with additional reduction for affordable units
- Downtown Specific Plan Update - CEQA
  - Began the process of updating the specific plan to consider increasing building height, decreasing parking requirements and implementing VMT
  - This process will include CEQA analysis
- Created an “Express Permitting” process for downtown infill, designed to take an 18-month process down to ~6 months
- Downtown has been designated as a Federal Opportunity Zone
- Density Bonus – up to 100% density bonus in the Downtown Station Area Specific Plan.
  - This supplemental density bonus is also available in the North Station Area Specific Plan area.
- City authorized the evaluation of city property in the downtown for housing development partnerships

Regional Partnerships

- Created a Renewal Enterprise District JPA (RED) with the County of Sonoma
  - Enables a regional approach to housing
- Evaluating tax-increment financing (EIFD in particular) in coordination with the County of Sonoma
- Coordinating with recently formed Employers Housing Council to identify support from business and large employer organizations to develop housing
In October 2018, the Santa Rosa Metro Chamber and the North Coast Builders Exchange formed a permanent Sonoma County Employer Housing Council (EHC) to accelerate the building of market rate, workforce and affordable housing. Since that time, the EHC has grown to include 15 major Sonoma County employers, including St. Joseph Health, Kaiser Permanente, Sutter Health, Medtronic, Keysight Technologies and Redwood Credit Union as well as representation from Santa Rosa Junior College, Sonoma State University and Santa Rosa City Schools.

The EHC has met several times to discuss supporting specific housing projects including direct participation in the project through master lease agreements and other means, assist jurisdictions in removing barriers to development, and develop a pro-housing action-network to support individual projects in planning commission and other hearings. In addition, the Santa Rose Metro Chamber is in the process of establishing a Housing Trust to provide funding for projects that provide workforce housing in Sonoma County. The Sonoma County Housing Trust will be administered in partnership with Housing Trust Silicon Valley.
Santa Rosa Overview

By the Numbers:

• Population: 185,000
• 5th largest city in the Bay Area (San Jose, San Francisco, Oakland, Fremont, Santa Rosa)
• 26th largest city in the state
• County Seat
  o Santa Rosa has over 1/3 of County residents
  o Santa Rosa also has over 1/3 of County businesses
• 10th in California GDP (US Rank: 93)
• 2 SMART stations: Downtown Station; North Station
• 70,000 visitors to the California Welcome Center next to the Downtown SMART Station in 2018
• 300 days of sunshine
• Over 78 City operated parks totaling over 700 acres, plus
  o 1 regional park (Spring Lake: 10 miles of trails, 72-acre boating reservoir)
  o 1 State park (Trione-Annadel State Park) within city limits
• 1,773 total housing units built since 2012: 892 single family homes + 881 multi-family units (plus an additional 108 rebuilt in the fire recovery area)
• 968 housing units in the permitting pipeline as of the end of 2018 (plus an additional 1,307 units specifically in the fire recovery area)
• Current Specific Plan anticipates 3,400 housing units downtown
• 8,551 student undergraduate enrollment at Sonoma State University and 26,735 student enrollment at Santa Rosa Junio College (23,090 credit enrollment + 3,635 noncredit enrollment)
Assets:
- Strategic location and large market: largest city and service center in Sonoma County and surrounding counties of Marin, Napa, Lake and Mendocino
- A diverse labor force that’s 575,000 strong – from highly skilled tech talent to middle-skilled production workers
- 55,000 jobs in manufacturing sector
- A vibrant cultural and arts scene and some of the region’s best performing and visual arts venues
- A world-class health care system including 3 hospitals and the region’s top trauma center
- A general plan that anticipates focused growth and density in key spots across the city
- The region’s largest transit hub at the Downtown Santa Rosa Transit Mall
- Can-do city staff across departments with the desire to get projects done

Zones & Plans:
- General Plan and Zoning alignment
- 2 Station Area Specific Plans providing CEQA foundations:
  - Downtown Station Area Specific Plan
  - North Station Area Specific Plan
- 2 Opportunity Zones:
  - Downtown
  - Roseland
**Place of Work Patterns, Sonoma County**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs in County</th>
<th>Employed Local Workforce</th>
<th>Local Workforce Employed in County</th>
<th>Workforce Commuting In</th>
<th>Percent Commuting In</th>
<th>Workforce Commuting Out</th>
<th>Percent Commuting Out</th>
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<tbody>
<tr>
<td>2006</td>
<td>176,813</td>
<td>195,902</td>
<td>129,880</td>
<td>46,933</td>
<td>26.5%</td>
<td>66,022</td>
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<td>2007</td>
<td>178,678</td>
<td>191,882</td>
<td>126,511</td>
<td>52,167</td>
<td>29.2%</td>
<td>65,371</td>
<td>34.1%</td>
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<td>2008</td>
<td>179,080</td>
<td>201,204</td>
<td>128,929</td>
<td>50,151</td>
<td>28.0%</td>
<td>72,275</td>
<td>35.9%</td>
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<td>2009</td>
<td>170,529</td>
<td>189,971</td>
<td>120,292</td>
<td>50,237</td>
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<td>69,679</td>
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<td>2010</td>
<td>167,697</td>
<td>191,029</td>
<td>119,376</td>
<td>48,321</td>
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<td>71,653</td>
<td>37.5%</td>
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<td>2011</td>
<td>172,831</td>
<td>192,197</td>
<td>117,543</td>
<td>55,288</td>
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<td>74,654</td>
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<td>2012</td>
<td>165,631</td>
<td>188,609</td>
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<td>2013</td>
<td>177,171</td>
<td>200,288</td>
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<td>31.7%</td>
<td>79,278</td>
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<td>2014</td>
<td>180,730</td>
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<td>123,466</td>
<td>57,264</td>
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<td>2015</td>
<td>193,045</td>
<td>213,700</td>
<td>135,140</td>
<td>57,905</td>
<td>30.0%</td>
<td>78,560</td>
<td>36.8%</td>
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Source: U.S. Census Bureau’s Longitudinal Employment Data

**County Workforce Commute Patterns**

**Households by Income**

Percentage of Households, 2017

Source: ESRI (www.bao.arcgis.com)