

CITY OF SONOMA

CITY COUNCIL SPECIAL MEETING

Monday May 23, 2016
1:00 p.m.



**Emergency Operations Center (EOC)
175 First Street West
Sonoma CA 95476**

City Council
Laurie Gallian, Mayor
Madolyn Agrimonti, MPT
David Cook,
Gary Edwards
Rachel Hundley

CITY COUNCIL GOAL SETTING WORKSHOP

AGENDA

Be Courteous - **TURN OFF** your cell phones and pagers while the meeting is in session.

1. CALL TO ORDER

2. GOAL SETTING WORKSHOP

The City Council will convene in a goal-setting workshop facilitated by City Manager Giovanatto.

There will be an opportunity for public comment.

3. ADJOURNMENT

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on May 19, 2016. GAY JOHANN, ASSISTANT CITY MANAGER/CITY CLERK

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are normally available for public inspection the Wednesday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the City Council regarding any item on this agenda after the agenda has been distributed will be made available for inspection at the City Clerk's office, No. 1 The Plaza, Sonoma CA during regular business hours.

If you challenge the action of the City Council in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on the agenda, or in written correspondence delivered to the City Clerk, at or prior to the public hearing.

In accordance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48-hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

CITY COUNCIL GOAL-SETTING FY 2016-17



MAY 23, 2016

1:00 - 5:00 P.M.

EMERGENCY OPERATIONS CENTER

WORKSHOP OUTLINE

- ❖ Workshop Overview - City Manager
- ❖ Status Report 2015-16 Goals – City Manager
- ❖ 2016-17 Proposed Goals
 - Goals submitted by Councilmembers
 - Goals to be rolled forward to 2017 – City Manager
 - Goals presented by public/CityPulse
- ❖ Council discussion and designation of top Goals (facilitated by City Manager)
- ❖ Council discussion of designation for 2016-17 “Year of the _____”
- ❖ Public Comment
- ❖ Finalize 2016-17 Council Goals
- ❖ Next Steps
 - City Manager to Prepare final report on outcome of Goal-Setting to be presented at June 6th Council meeting
 - Adoption of Council Goals for FY 2016-17 at June 25th Council meeting
- ❖ Final Comments/wrap-up

**COUNCIL GOALS 2015-2016
PROGRESS REPORT
JULY 2015 THROUGH MAY 2016**

“TO PROVIDE SOUND MUNICIPAL LEADERSHIP IN A MANNER THAT EXEMPLIFIES SONOMA’S UNIQUE HISTORIC CHARACTER WHILE ENSURING LONGTERM VIABILITY AND SUSTAINABILITY”

CITY CHARACTER

COUNCIL GOAL: *To preserve, promote and celebrate the unique characteristics of Sonoma; encourage the incorporation of our history into City, community and business identities; focus on fostering a tourism economy while maintaining and strengthening historic values; create a sense of place for our residents in a safe, healthy & vibrant community; maintain Sonoma as a “hometown”*

Key Elements for City Character

<p>1. Work to realign City’s tourism-based economy with the true meaning of Sonoma’s rich history. Why do people come here? Re-emphasize our historic assets.</p>	<p>This will be on-going. Sonoma Valley Tourism Bureau is working on updating the marketing and branding program. Have introduced the inclusion of the historical component into the marketing program for discussion. Staff worked with the League for Historic Preservation to amend lease to increase promotion of Maysonnave House (lease was amended in March 2016). Fire Dept has conducted numerous outreach at local events.</p>
<p>2. Make a commitment to the community for special focus or dedication</p>	<p>At the Feb 17, 2016 Council meeting, it was determined that the designation would be considered during Council’s annual Goal-Setting session. This would then also become an input tool for budget priorities or a focus area for the Community Fund grant applications in future years.</p>
<p>3. Incorporate & promote historic character in City of Sonoma materials</p>	<p>Redesign of City Website to reflect historic City Hall; approval of General Vallejo monument statue in downtown Plaza. Downtown Design & Preservation Guidelines study currently in progress. Installing Historic Street signs/Phase II of project which will encompass a significant portion of downtown collector streets.</p>

	Installation of new historic Sister Cities gateway signage.
4. Establish survey mechanism to establish current needs & priorities for Tourism Industry, Business Community, City residents	City launched CityPulse collaboration software in March 2016 with the first 'brainstorm' going out to approximately 2,000 email addresses. The initial question asked respondents "What is the most important issue facing the City in 2016?" Additional brainstorming sessions will be solicited throughout the year on different topics.

FISCAL MANAGEMENT

COUNCIL GOAL: *Maintain high level fiscal accountability that ensures short and long-term sustainability of City's financial position; provide for effective and efficient management of local taxpayers' dollars; apply prudent internal policies and practices to assure the most cost-effective methods are utilized; be wise with our resources.*

Key Elements for Fiscal Management

1. Adopt Balanced City Budget & Capital Improvement Plan with conservative assumptions that maintains a minimum General Fund reserve target of 25%	Balanced budget & Capital Improvement Plan adopted June 23, 2015. General Fund reserve currently at 29%. Staff will be agendizing an update to the City's Reserve Policy late Summer to comply with updated Governmental Accounting Standards for designated funds.
2. Identify long-term strategy to address the Cemetery Fund deficit * Review options for addition of a Pet Cemetery	Currently in discussions with City auditors for recommendation; coordinate with update to General Fund reserve policy. Mayor Pro Tem Agrimonti has been voluntarily researching information on Pet Cemeteries. Public Works staff is reviewing options for changes in burial methods and policies for best utilization of remaining spaces.
3. Continue to seek opportunities for new revenue sources and/or grant revenues * Review potential sale of unused real estate	City staff has reviewed all property under City ownership and no available/unused property exists at present time. Additional revenue opportunities gained: + Reimbursement of uncollectible ambulance fees for indigent care (\$140,435). Program is continuing into FY 2016-17.

		<ul style="list-style-type: none"> + Administrative fees for CDA Bond refunding (\$30,000) + Grant for EOC Computer Laptops to replace older PC's (10 laptops)
4.	Prepare outline of steps for 2016 ballot measure to extend Measure J Sales Tax (Municipal Election-November 2016)	<p>Presentation scheduled to Council in June 2016; ballot language must be prepared by August 2016.</p> <p>All public bids are in conformance with City Purchasing Policy and/or State bidding requirements for public projects.</p>
5.	Continued review of public project bids to assure that City receives best quality bid based on pricing structure	

HOUSING

COUNCIL GOAL: *To analyze policy and programmatic tools suggested by the 2015 Housing Element update; implement strategies to facilitate creation of affordable rental and workforce housing; sustain or increase opportunities to continue the programs currently in place to maintain current affordable housing stock.*

Key Elements for Housing

1.	Support the update to the Mobilehome Rent Control Ordinance	<p>Council held two study sessions (4/29/2015 & 10/7/2015); Council held first reading of an ordinance to update the existing City MH Rent Control Ordinance on April 4, 2016 and adopted on April 20, 2016.</p> <p>RFP for Broadway project was issued September 2015; award for project developer December 2015 by Board of Supervisors to Satellite Affordable Housing Associates [SAHA]. City has allocated \$100K to predevelopment costs. City is working with County on other collaborative approaches to assist with housing issues and services.</p> <p>Continued work with MuniServices to capture illegal vacation rentals; work with City Planning Dept & City Prosecutors office on follow-up and enforcement. Approx. 45 VR's captured to date this fiscal year. City issued RFP for Housing Impact Fee study and held joint study session with Planning Commission.</p> <p>Council held joint study session with Planning Commission. Staff will be returning with options and recommendations for Council to prioritize within 30-60 days on alternative housing programs.</p>
2.	Support Sonoma County Housing Authority as Housing Successor Agency for Sonoma * Affordable Housing Project on Broadway	
3.	Continue to support affordable workforce and senior housing inventory * Continue to enforce illegal vacation rental provisions	
4.	Encourage alternative rental housing * Cottage Housing & Jr. Second Units	

INFRASTRUCTURE

COUNCIL GOAL: *To provide reliable, safe and effective infrastructure (streets & roads, sidewalks, parking and pedestrian safety) throughout the City; maintain the high level of service and reliability of City facilities; monitor, mitigate and reduce community impacts related to development, infrastructure repair, community events or other outside agencies (e.g. CalTrans, County of Sonoma).*

Key Elements for Infrastructure

<p>1. Maintain Streets Capital repair program including sidewalk repairs; focus on sustaining PCI rating of 70 (Good) or above</p> <ul style="list-style-type: none"> * Continue work with property owners regarding responsibilities for repairs * Review cost-share formula for sidewalk repairs 	<p>Sidewalk repair program in Phase 3 of long-term program; Evaluation of PCI rating occurred in November 2015. City received rating in December with an increase from 72 to 75.</p>
<p>2. Transportation: Review options for increasing public transit within Sonoma</p> <ul style="list-style-type: none"> * Opportunities for a downtown City shuttle service (potential for privatized service) * Review parking options/stripping for taxi-cabs, motorcycles, bicycles * Continued promotion of bicycle and pedestrian friendly transportation 	<ul style="list-style-type: none"> • Installed Class II Bike lanes as a part of Napa Road Rehab Prj. • Created a Tour Bus Loading Zone in the Plaza Horseshoe to serve private shuttle buses.
<p>3. Continue outreach to business owners to avoid employee parking around the Plaza</p>	<p>Continued work with the Chamber through Economic Vitality Partnership Program to communicate with businesses. It appears that the problem is diminishing. Continued monitoring.</p>
<p>4. Review options for City standards for crosswalk striping; designate continental striping as the preferred alternative.</p>	<p>City Standards updated in September 2015 to designate continental striping as preferred alternative; City staff petitioning CalTrans for allowance on portion of State Hwy in City limits.</p>
<p>5. Set policy to assure special/community events will not impact Sonoma in negative ways</p>	<p>Special Event Policy updated and enforced; City has hired a contract/professional Special Event Manager to transition management of events from City employee.</p>

POLICY & LEADERSHIP

COUNCIL GOAL: *Provide continuing leadership as elected officials of the community; promote the highest standard of ethics and accountability; respond to County, State and Federal legislative issues with a focus on retaining local control; maintain strong relationships with institutional partners (e.g. Chamber, Visitors Bureau, TID) to maintain economic vitality; promote actions to protect agricultural and natural resources from climate change impacts.*

Key Elements for Policy & Leadership

<p>1. Continue progress on elements of the Climate 2020 Plan Targets</p> <ul style="list-style-type: none"> * Define local healthy community strategies that reduce GHG emissions * Promote installation of renewable power in new development (solar/thermal/cogeneration) * Promote a "Green Economy" by expanding relationships with the business community 	<p>Staff is working on update to Climate 2020 Plan. Inclusion of Business Improvement Loan program which includes reimbursement for Energy improvements. Working with Franchise Refuse hauler on new yard waste composting program which will reduce hauling; City has implemented requirement for recycling of Construction & demolition debris. Completed the LED Streetlight Retrofit project in April 2016, reducing approximately 178,000 pounds of CO2 annually.</p>
<p>2. Revisit City's customer service core values & policies</p> <ul style="list-style-type: none"> * Explore Conflict resolution options to mitigate public issues and concerns * Administer customer satisfaction surveys * Update informational resources to make more attractive & user friendly * Continue efforts to streamline internal processes 	<ul style="list-style-type: none"> • Increased use of mitigation services through the City • Prosecutor's office as proven successful with 3 situations successfully resolved • Provided Professional Development Training to all frontline staff for "Quality Service in the Public Sector" • Customer service survey to be included with CityPulse program • Fire EMS/AMP ambulance program does follow-up customer survey.
<p>3. Maintain strong relationship with County Board of Supervisors and State Legislators</p>	<p>Continuing meeting with Sup. Gorin; hosted Legislative Committee with Assemblyman Levine and Senator Wolk. City Manager; staff communications through Congressman Thompson's office re: Transportation issues.</p>
<p>4. Support local business liaison services to bridge gap between Sonoma businesses and the City</p> <ul style="list-style-type: none"> * Review administrative processes to make more transparent. 	<p>Significant outreach through SV Chamber Partnership Program; Table Talk discussions and Chamber Newsletter. Continued meetings of the Streamlining Committee and the Economic Vitality</p>

efficient and easier to understand

Manager to review options and processes.

PUBLIC SERVICE & COMMUNITY RESOURCES

COUNCIL GOAL: *Provide continued leadership as public officials and residents of the community; display values exemplified through the extensive community-wide volunteerism by participation and actions; promote synergy of local and regional non-profits, community youth groups, School District and Sonoma Valley organizations; recognize that local agencies and non-profits fill vital roles with services that the City does not provide.*

Key Elements for Public Service & Community Resources

<p>1. Create a Sonoma Community Fund equal to 1.5% of General Fund Tax Revenue sources to provide as funding opportunities for nonprofit organizations (including former designated "Tier 1") and small grants to community service organizations.</p>	<p>Council approved the Community Fund Grant Program in February; grant process was launched in April with 23 applications received. Recommendations for funding will be presented by staff at the June 6 Council meeting.</p>
<p>2. Work with County to address lack of overall County resources available and potential long-range opportunities to share resources with the City</p>	<p>Discussions between Dept of Health Director & City Manager regarding bringing satellite services to Sonoma/Sonoma Valley.</p>
<p>3. Review options to provide diverse and affordable recreational programs. Collaborate with other agencies and groups to achieve this objective</p> <ul style="list-style-type: none">* Create inventory of current recreation services	<p>Through Council Goals, the Community Fund Grant Program was established opening opportunities to additional recreational programs City and Valleywide. Grants will be awarded in June 2016.</p>
<p>4. Support the establishment of a consortium of groups dedicated to housing support, feeding and counseling for the homeless segment of our population</p> <ul style="list-style-type: none">* Outreach to faith-based organizations & County Community Development Commission	<p>Police Chief in discussions with faith based organizations re: implement weather sheltering. Continue to work with Supervisor Gorin's office and Sonoma County Community Development Commission on Valleywide solutions. Working with SV Connect to bring resources Valleywide. Discussions between Dept of Health Director & City Manager regarding bringing satellite services to Sonoma/Sonoma Valley.</p>
<p>5. Explore outreach to groups dedicated to services for children & families to assess needs of this segment of the population</p> <ul style="list-style-type: none">* Consider working with Health Action Committee to inventory	<p>Discussions between Dept of Health Director & City Manager regarding bringing satellite services to Sonoma/Sonoma Valley. Dept of Health Director was also meeting with Health Action</p>

current resources.	Committee.
6. Continue to provide and assess services to residences for our aging community	Discussions between Dept of Health Director & City Manager regarding bringing satellite services to Sonoma/Sonoma Valley.

WATER

COUNCIL GOAL: *Evaluate, develop and implement short and long term strategies to address the environmental and financial impacts of drought conditions; strengthen Capital infrastructure with a focus on enhancing the City's local water supply; support the value of water conservation to protect local resources.*

Key Elements for Water

<p>1. Enhance Sonoma's water reduction goals by providing the public the tools they need to increase conservation</p> <ul style="list-style-type: none"> * Public forums, press releases, continued collaboration with VOM Water District on water conservation in commercial and residential daily practices * Explore opportunities to expand recycled water programs/projects * Review per capita water consumption; modified to reflect industry consumption * Engage hotels and commercial businesses in water conservation strategy * Consider grants for conservation projects for residents/businesses (e.g. greywater, fixture replacements) 	<ul style="list-style-type: none"> • Sonoma's conservation levels have been unprecedented since July 2015 meeting and/or exceeding State requirements. City has collaborated with SCWA & VOM Water District in messaging on water conservation. Most recent water conservation level (April 2016) was at 31% reduction. • Recycled Water Proj. in partnership with SCWA to begin construction in late Summer. • City outreach to top 100 residential water users through water audit program to assist in reducing water consumption/public education. • Hotels continue to work on reducing water consumption through in-room information. • Partnered with SCWA on a Drought Drive-Up Event on July 22, 2015 to promote conservation
<p>2. Review options to increase capacity through new sources/more storage (current capacity 15.5 million gallons)</p>	<ul style="list-style-type: none"> • Well #8/Field of Dreams completed April 2016.. • In cooperation with SCWA installed a monitoring well for a Groundwater Banking project at City's Well 6 north of Veterans Parking lot.
<p>3. Consider drafting strategic planning document outlining policies & opportunities for achieving improvements in water security & sustainability.</p>	<p>Current Water Rate Study & Capital Improvement Plan reflects 5-year program through 2019. Staff is reviewing plan on-going with SCWA. Chg to Master Meter location for bulk water purchases to</p>

* Long-term plan (10-years) for future direction	correctly register water delivery at City limit line. Urban Water Management Plan is having a 5-year Update in June 2016.
--	---

COLOR LEGEND:

COMPLETED
IN PROCESS
NOT INITIATED

**CITY COUNCIL GOALS POLICY STATEMENT:
 "OUR COUNCIL GOALS ARE LISTED ALPHABETICALLY AND NOT IN PRIORITY ORDER AS WE BELIEVE THEY ARE ALL
 EQUAL IN VALUE TO THE COMMUNITY"**

**CITY OF SONOMA
COUNCIL GOAL-SETTING
2016-17 CATEGORIES**

1	City Character
2	Fiscal Management
3	Housing
4	Infrastructure
5	Policy & Leadership
6	Public Service & Community Resources
7	Water

MAYOR GALLIAN 2016-17 PROPOSED GOALS

Category #	Description of Goal or Key Element:
1	<p><u>CITY CHARACTER</u> Update Vision statement for the City of Sonoma The prosperity of a community will be based on creating and maintaining a standard of living and a high quality of life for city residents. How do we meet this challenge? To succeed how does council wish to build resiliency in economic, social and environment responsibility? My theme to be developed and identified in this vision: A sustainable, resilient and revitalized city of beauty and connectivity; outstanding lifestyles immersed in community; economy and knowledge; leadership and partnership. Action: Have community engagement around our City Vision.</p>
3	<p><u>HOUSING</u> 1. New Ballot measure on November 2016 Election- Measure for funding City of Sonoma Housing Programs. Delay putting on the November Ballot extension of Measure J-move to Spring 2017 A. Objective Housing- Develop Housing Programs that are sustainable for future Housing needs. B. Funding Source Action-place on November 2016 Election a ballot item to raise Transit Occupancy Tax 1 to 2% to be used as a dedicated revenue source to sustain City of Sonoma Housing Programs. 2. Create a program for Rent Stabilization. The need to have education and services for residents in the City of Sonoma who rent and education programs for Landlords has been well demonstrated. Funding will be needed to implement and sustain.</p>
5	<p><u>POLICY & LEADERSHIP</u> Electronic Charging Stations- Expand the ability through the City Business Loan program to include the establishment of Electronic Charging Devices for Business, Shopping Centers, and Lodging. (to meet Climate Action measures for the City of Sonoma) Climate 2020- Plan, Develop, Implement and lead by example with the Sonoma community an increase of up 7- 8% of the current City proposed climate plan measures and actions. Mitigation of Green House gases, emissions from autos being one of the largest factors will be challenging in the 2020 Climate Action Plan for the City of Sonoma. CAP 2020 City of Sonoma implemented actions need education, awareness through an open and collaborative process. All measures will involve transportation, water supply, increased water conservation and water recycling, housing building transitions and new building practices to only name a few. City of Sonoma and other modes of Transportation- Connectivity in a community is a key to future resiliency. It has been well demonstrated that a large portion of Green House Gases are hard to reduce when many transit options do not exist. Connecting communities and outside cities with no other options other than the passenger car usually with only one person in it needs to change. Creating a multi modal community, walking, biking, transit riding, is expensive and very</p>

	<p>comprehensive. Establishing a practice to be ready for outside grants, and opportunities although a priority is not enough.</p> <p>On council's watch is the need to continue building and connecting this community and providing transit options such as a connector bus for SMART station in Petaluma, bus service to San Francisco, County services in Santa Rosa, and commuting options for single car drivers- encouraging more electric vehicles. (CAP 2020 Climate Goal for City of Sonoma)</p>
6	<p><u>PUBLIC SERVICE & COMMUNITY RESOURCES</u></p> <p>Implementation of Smart Growth policies- when communities chose smart growth strategies, they can create new neighborhoods, maintain and revitalize existing neighborhoods that are safe, attractive, convenient and healthy. Cities then can foster design that encourages social, civic, and physical activity. These cities protect the environment while stimulating economic growth,</p> <p>Most of all, we can create more choices for residents, workers, visitors, children, families, single people, and older adults-choices in where to live, how to get around, and how to interact with the people around them. When communities do this kind of planning, cities preserve the best of their past while creating a bright future for generations to come.</p>
7	<p><u>WATER</u></p> <p>Water: Continue with water conservation practices mandated by the State. Establish a water reserve fund to assist with infrastructure upgrades. Educate through many nonprofits like Daily Acts landscaping and garden best practices for a drought tolerant and resilient community. Review greywater permits/regulations to standardize with county.</p>

MAYOR PRO TEM AGRIMONTI 2016-17 PROPOSED GOALS

Category #	Description of Goal or Key Element:
1	<p><u>CITY CHARACTER</u> Make a commitment to the community for special focus or dedication to the residents. (#2 2015-2016 Goals)</p> <p>Tie and market the efforts of the Visitors Bureau/TID to the needs of the residents and business. Creating a cohesive partnership.</p>
2	<p><u>FISCAL</u> General Fund reserve currently at 29%. (# 2. 2015-2016 Goals)</p> <p>1. Is the current reserve a detriment to city services?</p> <p>Cemetery Fund Deficit (#2. 2015-2016 Goals) Voluntary research has been undertaken regarding a pet cemetery. A visit was made to the Bubbling Well Pet Memorial Park in Napa to review their operation of sales, burial services and maintenance process and fees. Staff offered numerous facts and suggestions to be discussed at a future date.</p>
3	<p><u>HOUSING</u> Continue to support affordable workforce and senior housing inventory.</p> <p>1. Can Workforce or Senior Housing only be funded privately?</p> <p>2. While the efforts of affordable housing can fulfill a long term goal an affective short term goal might be considered. By working with the County of Sonoma to join forces to support Legal Aid of Sonoma County. This organization assists renters unaware of their rights with respect to illegal evictions. As well as support residents to report unsafe housing, or lack of responsible maintenance without reprisals.</p>
4	<p><u>INFRASTRUCTURE</u> Continued work with the Chamber through Economic Vitality Partnership Program to communicate with businesses. (#3 2015-2016) Goals</p> <p>1. Create a survey system that enables businesses around the Plaza a mode for immediate communication regarding any concerns. The communication should be forwarded to the City Manager or the Special Event Manager.</p> <p>2. Review the City's tree planting process to ensure City trees will not damage public streets.</p>

5	<p><u>POLICY & LEADERSHIP</u> Promote a "Green Economy" by expanding relationships with the business community. (#3c 2015-2016 Goals)</p> <ol style="list-style-type: none"> 1. If residents are not included in the relationship to promote a "Green Economy" efforts can be made to do so. Increased mitigation services. (#2a 2015-2016 Goals) 2. Provide a quarterly report of the results of mitigation services. Should the services be marketed to the public? 3. Provide status of training for commission members.
6	<p><u>PUBLIC SERVICE & COMMUNITY RESOURCES</u> Work with County to address lack of overall County resources. (#2 2015- 2016 Goals)</p> <ol style="list-style-type: none"> 1. Building partnerships with the County can be accomplished. In government benchmarks have to be devised so the partnership task is possible. SVHC and the La Luz Center have formed partnerships with the County. The City can join their efforts, especially in advertising the services available in the Valley. The La Luz Center has a monthly meeting "Concilio" that different local personnel attend. I have and will continue to attend the meeting. 2. Review options to provide diverse and affordable recreational programs. #3 2015-2016 Goals 3. Organize an effort to build a website that provides a vehicle for residents and families to access. Information from this accessibility might be a precursor for the development of a method to support Recreation funding by contract or City service. 4. Explore working with volunteers and the Santa Rosa Volunteer Center to create a local volunteer center.
7	<p><u>WATER</u> Enhance Sonoma's water reduction goals by providing the public with tools they need to increase conservation. (#1 2015-2016 Goals)</p> <ol style="list-style-type: none"> 1. Continue to encourage the five points noted. In spite of the result of an El Nino year/ the practices learned are valuable because water is a precious resource for residents/ business and agriculture. 2. What do we know about the balance of water use and development of hotels/ businesses/ residential housing and affordable housing?

COUNCILMEMBER COOK 2016-17 PROPOSED GOALS

Category #	Description of Goal or Key Element:
1	<p><u>CITY CHARACTER</u></p> <p>TOURISM: After years of marketing Sonoma as a destination, our focus needs to lean towards keeping Sonoma as a great place to work, raise families and be a diverse community it once was. The four other goals play a major role in this process. Look at other communities who have shared the benefits of tourism and keeping a home town feel.</p>
2	<p><u>FISCAL</u></p> <p>Continue to explore new revenue streams Continue to have a working balanced budget</p>
3	<p><u>HOUSING</u></p> <p>Affordable Housing Continued enforcement of illegal vacation rentals Explore the ongoing legislation for affordable housing</p>
4	<p><u>INFRASTRUCTURE</u></p> <p>Traffic/parking Promote walking and bicycle (use farmer market example for having free bicycle parking at events. Public transit within the city Taxi spaces on the plaza (yellow parking stalls)</p>
7	<p><u>WATER</u></p> <p>Conservation awareness New sources (recycled water) (water banking) (grey water uses) (storm runoff) Update and look at programs/grants for business and residential Infrastructure changes (recycled water and grey water for landscaping)</p>

COUNCILMEMBER EDWARDS 2016-17 PROPOSED GOALS

Category #	Description of Goal or Key Element:
1	<p><u>CITY CHARACTER</u></p> <p>The City seems to be losing its Soul-The Visitors Bureau is less connected to the priorities of the Community since the change in Executive directors, While we depend on tourism the core of the Community and the "Characters" in Sonoma are the reason people visit and move here-Visitors want to feel like" Sonomans" while they are here and we must as a community respect the Town Character and History in a more authentic way, I am hoping that we can achieve this by communicating with The County and Local visitors boards this reminder.</p>
2	<p><u>FISCAL</u></p> <p>Continue to keep managing our Means-I would also like to discuss the opportunity to Fund the Tier 1 group with an average of their last Ten Years of funding to create a base for them to continue the work that they do in lieu of a Parks and Rec department-I would like to Investigate if this can be accomplished by making sure the city is receiving full revenue from Plaza Events and usage as well and any potential revenues that may be found in the current budget. Possibly Score the Non-Profits through Charity Navigator etc.</p>
3	<p><u>HOUSING</u></p> <p>I believe that we must Identify additional building opportunities in the City and continue to protect the UGB-I would like to Focus on Four Corners and tie in additional Housing and Commercial at the Southern Entrance, Possibly find Incentives for the right Developer to come in There and on the 4 Acres that the Hospital Controls.</p>
4	<p><u>INFRASTRUCTURE</u></p> <p>Make a short list of priorities and Identify some potential areas that have been in poor condition. Continue to leverage any available dollars to the most visible issues. Let's not continue to over use the Plaza...Work on the appearance of the plaza and streets to maintain a Clean City.</p>
6	<p><u>PUBLIC SERVICE & COMMUNITY RESOURCES</u></p> <p>Continue Current Goals and review the Community Grant Program and how it compares with other donor organizations like Impact 100, Rotary , Kiwanis etc. to insure we are not duplicating opportunities.</p>
7	<p><u>WATER</u></p> <p>Continue to operate as if we are in a drought and continue the current information flow on how we are doing with conservation as well as continue to repair our infrastructure to avoid leaks and waste.</p>

COUNCILMEMBER HUNDLEY 2016-17 PROPOSED GOALS

Category #	Description of Goal or Key Element:
1	<p><u>CITY CHARACTER</u> Roll-over of main goal/description under 2015-16 "City Character"</p>
3	<p><u>HOUSING</u> Develop and implement policy, Development Code and Zoning changes that encourage or direct developers to build smaller units and market rate rental housing. To implement: Appoint ad hoc committee (including Councilmembers, Planning Commissioners, local developers and others with industry knowledge)</p>
4	<p><u>INFRASTRUCTURE</u> Upgrade interior of Plaza bathrooms. Review policy for maintenance, cleaning and hours open. Install a water bottle filling water fountain on Plaza.</p>
5	<p><u>POLICY & LEADERSHIP</u> Review and update policies regarding public notice to maximize actual notice and public engagement. Establish internal policy to maximize utility and effectiveness of City social media.</p>
6	<p><u>PUBLIC SERVICE & COMMUNITY RESOURCES</u> Take survey (utilizing local groups and senior housing to get maximum outreach) of need of senior residents. Host study session on results, potential aging in place policies we could adopt and possible strategic partnerships with area non-profits.</p>
7	<p><u>WATER</u> Research feasibility of extending purple pipe carrying recycled water from High School to Plaza.</p>

CITYPULSE COLLABORATION

In February 2016, the City initiated a project entitled "CityPulse" which is a new, innovative method of "Participatory Democracy".

The goal of CityPulse is to produce statistically valid community feedback on key issues facing the City of Sonoma. To create transparency and participation, City, County and State governments make serious and diligent efforts to reach out to their citizens. However, age-old methods, such as town hall meetings, generate only a handful of participants and take considerable time by both city employees and citizen alike.

CityPulse is the new/convenient way for citizens to collaborate and provide meaningful feedback to city leaders. CityPulse is a competition of ideas among a much greater base of participants in a much shorter period of time, ideally about a minute per response. Each CityPulse is focused on one issue. Citizens are asked to do two things: First, to offer an idea they believe best addresses the question. Second, citizens are asked to rank order five ideas offered by fellow citizens.

The first CityPulse was emailed to 2,165 Sonoma area residents with a question primarily focused towards the Council's Goal-Setting for the year. The major of these emails were purchased from a reputable 3rd-party polling agency. We currently have 210 unique citizen responses, and 103 ideas. Overall, we achieved a 10% response rate of which we can be proud. By comparison, traditional surveys typically generate only a 1% to 5% response rates. For example, the City of Santa Rosa got a 1% response to their queries on Courthouse Square. A response from 210 people is also generally considered by statisticians to be in the range of statistically accurate and with a relatively high confidence level.

The results of the collaboration have been sorted into major topic areas. The comments have not been modified from their original entry by respondents.

CITYPULSE COLLABORATION RESULTS

What do you believe is the most important issue facing the City of Sonoma in 2016?

Questioned launched on March 22nd.

Comments: 108 (Three were flagged as inappropriate and not include)

Themes:

Comments have been sorted by themes. Many comments covered more than one subject. The most commented themes were Affordable Housing, Economic, Tourism, Traffic, July 4th Parade and Other. Identifying email addresses have been removed, but comments are as entered in the actual response.

RESPONSES:

Affordable Housing:

"To many new low income housing projects being crowded into every nook and cranny. Traffic is horrible and more developments will make it worse. A small beautiful town is what we have paid lots of money for, we need to keep the integrity of that."

"Making sure that individuals who currently live or work in Sonoma are given priority when it comes to affordable housing being built in Sonoma."

"Transparency from the City on Major Projects, for example the Sect. 8 Housing Project on the corner of Broadway and Clay Street."

"Need a well thought out growth plan. Smart economic growth, no short term quick political fixes like the affordable housing monstrosities going up on both sides of town. Just attracts people who need hand outs and do nothing to help community prosper. "

"Let's get our schools fixed, more diversified housing (too much 'affordable housing'), business leaders on Council to create jobs. "

"More middle class housing, and more focus on schools. "

"We need to build more affordable housing and more housing in general, in places that won't have a bad traffic impact, so that our teachers, police and non-profit employees can afford to live where they work."

"ABSOLUTLEY AFFORDABLE HOUSING!

"Along with the housing issue, we need to address the rental market and second home market....many properties are being snapped up under the guise of occupancy only to become a vacation home or rental housing."

"We need to help the people who already live here and make tourism possible: affordable housing, improve our schools, affordable recreational opportunities for families."

"Family housing! Family housing! Family housing! Better Schools! Better Schools! Better Schools!"

"Pay City Council members, and attract people who know how to create economic progress. I'd love my kids to come back to Sonoma but we don't attract businesses with high paying jobs, like technology. No housing, no office space, and schools are marginal. "

"Help get housing built faster please. My family wants to stop renting. We don't qualify for low income, so that doesn't help us. "

"Tell Citizens what economic and environmental impacts are good and bad of high density low income affordable housing. "

"People need affordable rentals without fear that their rent will be raised hundreds of dollars each year. A place that used to rent for \$1300 just a few years ago cost upwards of \$2000 without any upgrades. "

"More affordable housing is needed."

"Stop the nonsense that our City puts new developments thru, we have a supply problem in housing because our City officials don't help developers. They'd rather fool around on leaf blowers than do anything productive. Bunch of Ostrich heads in the ground"

"Let builders build housing, and stop taxing new construction. It makes houses unaffordable. "

"Stop the low income affordable housing stupidity. No one with a job can actually qualify, so all we are doing is building housing for seniors, who do little for the future of Sonoma."

"We need middle class housing 3 bedroom+ with yards or shared parks to attract young families who are our future. 'Affordable Apartment housing' equals more seniors, who are not our future. "

"We're thinking more about tourists and not our community. We don't need anymore hotels tasting rooms We need affordable housing. We need to get back to community and not all this greed mentality. "

"Affordable housing for all who live and work in and around Sonoma valley"

"Sonoma is in dire need of work force housing. So many of our current residents, who work full time in decent paying job are finding it impossible to obtain quality housing for their families. We need regulations to prevent "rent gouging" by landlords."

"More affordable activities for low-income children. Activities that promote a sense of pride and connection with our community."

"Creating more low and middle income housing in Sonoma"

"Affordable housing for the working class. Rent has skyrocketed over the last 1-2 years by at least 30%!!"

"Affordable housing!!!!!!"

"Progress on development projects, fewer roadblocks"

"Affordable housing for seniors."

"Affordable housing."

"More focus on locals and less on tourists! The majority of tourist taxes should go to improve quality of life for Sonoma residents. Building/buying affordable housing, community events, recreation coordinator for existing nonprofits to ensure equality"

"Families, seniors, vets, teachers, public service, disabled, and pretty much all middle and low income people can no longer afford to live here. We are losing the fabric of OUR community. Gentrification is not inevitable and can be stopped. Town Hall Now!"

"By far, AFFORDABLE HOUSING"

"Affordable housing for citizens on fixed income."

Economic:

"Special needs funding and education for faculty, parents, first response and community so we as a whole are more adept to communicate, listen, and assist those with special needs. The numbers of youth with special needs is increasing. We are not ready!"

"Let's get our schools fixed, more diversified housing (too much 'affordable housing'), business leaders on Council to create jobs. "

"More middle class housing, and more focus on schools. "

"Education. We need to improve our school. We also need better parks and recreation for our children. Turf fields "

"We need to help the people who already live here and make tourism possible : affordable housing, improve our schools, affordable recreational opportunities for families."

"Family housing! Family housing! Family housing! Better Schools! Better Schools! Better Schools!"

"We have the potential to have top rated public schools. We just need City Council to shine a light on importance of top notch education, and make it a community priority. "

"Pay City Council members, and attract people who know how to create economic progress. I'd love my kids to come back to Sonoma but we don't attract businesses with high paying jobs, like technology. No housing, no office space, and schools are marginal. "

"No current need to spend millions to promote tourism in Sonoma... Sonoma has considerable travel mind-share. Use the tourism assessment for education - specifically arts and 2nd language skills for all students... beginning in elementary school."

"Put the local education focus on pre-school, not college. 60% of our kindergarteners are English learners and most will never catch up. Prevent failures rather than use wasteful remedial efforts. "

"Less hotels, inns, vacation rentals, and winetasting, more restaurants and stores for permanent residents. "

Tourism:

"We are squandering the tourist opportunity and doing nothing to help use it for the betterment of the entire community. "

"Recognize that hotel rooms are needed by Sonoma residents for their kids and grandkids, not just for tourists, and that we desperately need housing of ALL types, like the First Street East mixed-use housing, hotel and cafe!"

"Responsible guidelines for tourist visits....parking, maintenance of the public square...maintaining the peaceful and welcoming character of the city...supporting nonprofits who make the lives of residents better."

"Real jobs, no more nickel and dimming locals with Measure J tax. Increase TOT and get tourists to pay more for the impact they are having on quality of life. They are welcome but need to provide more benefit. "

"More tourist accommodations, otherwise they just buy up our housing stock. I know not popular with the anti-tourist crowd, but the cause and effect of not enough hotel rooms is housing stock becomes the sacrificial lamb. Intelligent tourism is missing!"

"We need to help the people who already live here and make tourism possible : affordable housing, improve our schools, affordable recreational opportunities for families."

"Get smart about Tourism, figure out how to get more taxes from tourists so we can invest in our kids."

"No current need to spend millions to promote tourism in Sonoma... Sonoma has considerable travel mind-share. Use the tourism assessment for education - specifically arts and 2nd language skills for all students... beginning in elementary school."

"We're thinking more about tourists and not our community. We don't need anymore hotels tasting rooms We need affordable housing. We need to get back to community and not all this greed mentality. "

"The City should find a funding source for the 4th of July Parade/Celebration & Fireworks. These festivities attract 10-15K citizens & the Community Center is backing out of running it in 2017."

"I would like to see the 2% Tourist Improvement District tax diverted to another purpose. "

"More focus on locals and less on tourists! The majority of tourist taxes should go to improve quality of life for Sonoma residents. Building/buying affordable housing, community events, recreation coordinator for existing nonprofits to ensure equality"

"My idea is we welcome considerate tourism. It brings income. Keep good property values. Accommodate all residents. Maintain our quirky, "wine country, charm. The word "gentrification" is prejudicial...we need to listen to each other and work together."

"Slow down very rapid growth in tourism so residents can enjoy the small town they chose to move into."

"Finding a balance between tourism/economic drive and keeping life simple/slow for residents"

"Real jobs, no more nickel and dimming locals with Measure J tax. Increase TOT and get tourists to pay more for the impact they are having on quality of life. They are welcome but need to provide more benefit. "

Traffic:

"Re-direct heavy auto traffic out of the City"

"Traffic control"

"Traffic, parking and too many tourists."

"Find ways to route through traffic around the city. Work with the County on traffic issues through the Springs area. "

"Traffic; Pedestrian and 'automotive needs to be addressed. "

"Traffic. Get rid of the bike lane on 5th west. I never see it used and the extra lanes for cars would be more useful. Getting in and out of Safeway is a problem. "

July 4th Parade:

"Figuring out the Fourth of July Parade organization; the re-allocation of the proceeds seems to have had unintended consequences."

"Preservation of funding for Tier One non-profits so we continue to have a Fourth of July Parade and City Party, a place for senior services, the garden park, and after-school programs for kids."

"Management of the 4th of July parade"

"Management of the July 4th parade must be passed from the Community Center to another non-profit"

"The City should find a funding source for the 4th of July Parade/Celebration & Fireworks. These festivities attract 10-15K citizens & the Community Center is backing out of running it in 2017."

Other

"Maintain funding for Tier I non-profits at previous levels."

"Let's get our schools fixed, more diversified housing (too much 'affordable housing'), business leaders on Council to create jobs. "

"Better City Leadership, and less rhetoric without action."

"The city parks need to be updated to include new(er) equipment, and trees for shade"

"We need better parks and recreation for our children. Turf fields "

"More winery tasting rooms, more real estate offices, and more banks!"

"A parks and recreation department and more for kids. This has been an issue for 30+ years. Get with it, and also ban smoking in the plaza for pete sakes!"

"ABSOLUTELY REINSTATE TIER 1 FUNDING."

"I think the planning department needs to join the modern world and not make "new" development so complicated for all projects. Building or remodeling is a very painful and often unnecessary project. "

"As a retired Vet, not being able to use a gas blower would make my gardening difficult. Please don't do this."

"Protect quality of life but ignore fringe issues that generate huge distractions."

"supporting nonprofits who make the lives of residents better."

"Bad decisions by the city council"

"Support a wide variety of youth athletic programs by investing in all-weather, lit fields and parks so kids have accessible and safe places to play, and provide financial support to fund low cost athletic programming."

"How to provide an environment for NEW high paying jobs including housing for job creators and workers"

"Elect a progressive City Council, with a clear plan for City of Sonoma's future, including job creation, tax creating, education improvements. "

"We need affordable recreational opportunities for families."

"Well though(t) out initiatives with real facts to support them. Stop speculation, and loud minority demand of community's 'needs' and encourage the City to explain pros and cons of different initiatives, such as housing, traffic, tourism, hotels. "

"No smoking in the Plaza, traffic control in town, more attractions directed towards children, improvement in school campuses "

"We need to encourage businesses to come here. That will bring jobs and income to attract middle income families. We don't want Sonoma to become a senior only community."

"Politicians pander to seniors in this town, and do nothing for families. "

"A large part of our population is aging, and retired. Why are we taking funds away from the Vintage House? The Vintage House and the Community Center are the heart of Sonoma. We should support them as we always have in past years."

"Allow medical marijuana dispensaries."

"Measure J sales tax needs to be approved in Nov."

"Foot traffic on the square with cars is a point of contention, walking while texting/reading smart devices."

"Do something about landlords NOT allowing pets. Require pets to be licensed and vaccinations to avoid poorly groomed/behaved pets. Pets are part of the family, and I know many who must choose between decent housing and keeping their pet. So sad."

"Please, enough about leaf (b)lowers! What next, a ban on hair dryers?"

"With no Parks & Rec how can the City justify a reduction in the support of the Boys & Girls Club?"

"The City Council does not seem to be in tune with the people of the city. They need to support activities that support all non-profits, like the parade. How will they vet the grants properly? "

"Continued Support for Tier 1 Non-Profits."

"Doing our part to mitigate climate change and other environmental issues, and quality of life issues."

"I wish the city would take care of some kids activities and sports grounds. We need our own Parks and Rec Dept. The city should have a senior citizens program and a community center funded by the city. "

"Enforce existing ordinances related to homeowner property maintenance and appearance."

"Water-wise land use: work with upstream landowners to capture runoff and stormwater and infiltrate it, make more public spaces along creeks, uncover the springs that are now under the parking lot behind La Salette, celebrate and cherish water!"

"Electing a rational, intelligent, functional City Council. Deciding who we are and who we want to be ... a progressive city in the 21st century with respect for its character and history or a throwback to the '50s, frozen in time. "

"Litter and graffiti "

"Leaf blowers? Just kidding."

"love to see the beautiful lights on the Plaza trees all year long. Could be LED copper wire ones for greater efficiency?"

"By far, infrastructure: specifically water drainage. "

"Community is perhaps the greatest need. Maintaining and creating better ways to get and stay connected. Listening to and conversing with people who think differently than we do is a significant need, perhaps the greatest in an age of fanaticism."

"Need a Parks and Recreation Department to create, maintain and manage parks/open space and provide recreational activities for all ages."

"Measure J must be renewed. We need that money. "

"Shorten City Council meetings!"

From: [Ken Wornick](#)
To: [Carol Giovanatto](#)
Subject: 2016 Goals
Date: Thursday, May 12, 2016 2:38:24 PM

Hi Carol -

My two cents...

There are over 200 fundraising events each year in the Valley - benefiting the Hospital, Museum, La Luze, Impact 100, etc. Hundreds of donors generously give, and the wealthiest are by far and away the largest donors in terms of dollars. Add in the tourists and that's what keeps the Town's school doors open, cultural events running, and the lights on. Should the Town of Sonoma continue to veer toward 'not in my backyard, no change is good, and growth is bad,' it will slowly become tired, worn out, and third world.

When the wealthy lose interest and/or if tourism slows, Sonoma will quickly feel the pain. And taxes would necessarily rise and services dwindle quickly to fill the budget gap. That would be tragic. We need not become another Healdsburg or St. Helena. But neither should we rail against all reasonable new hotels, tasting rooms, and restaurants. For a town to thrive, it must have new ideas, new investment, and energy. Our leadership must help the Town understand this reality and the lead the charge to keep us moving ahead with creativity, growth, and fun.

Thank you.

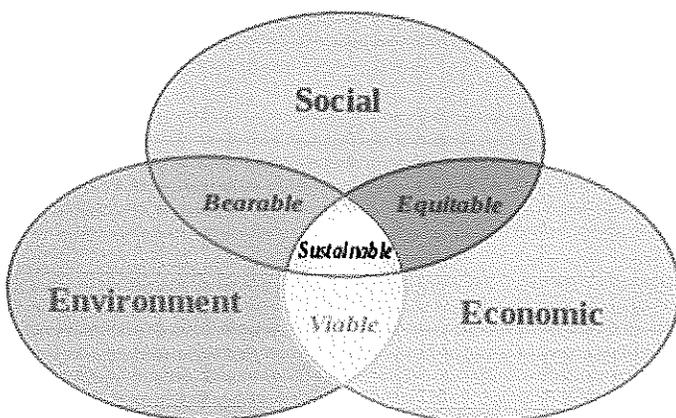
- Ken

Ken Wornick
Hydeout Farms
20680 Hyde Road
Sonoma, Ca 95476
415-793-7985
kwornick@sprynet.com
<https://www.linkedin.com/in/kenwornick>

1) Make supporting **social equity** goals of all types a priority: affordable housing, affordable food, pay equity, health and wellness, land use and planning, seniors, econ diversity for residents.
 -as Sonoma tips to being more wealthy and less economically diverse, it is important to pay attention to maintaining the social basis for a diverse and vibrant community

2) Actively support the county's **Healthy and Sustainable Food Action Plan** as per City of Sonoma Resolution NO. 19-2014: FAP 4 pillars, 1 Ag and Natural Resources, 2 Econ Vitality, 3 Healthy Eating, 4 Social Equity
 -this fits with CA2020 Goal 18, Promote Sustainable Ag: Measure 18-L2 Promote sale of local, sustainable and organic grown foods and products
 -sustainable food means, among other things affordable and accessible; this would fit into a social equity goal

3) **Endorse sustainable development and sustainable tourism** and an alternative to hospitality-centered tourism only.



Sustainable is way more than recycling, green energy or an ag irrigation practice; it is an indicator-based, systemic view with a wide net that provides a solid basis for all city policy.

4) **Leave room for adaptive management.** Salient issues will come up that are deserving of attention; space should be left for the city to feel free to engage issues as they come up and not have the goals provide a rigid blueprint of possible action.

COUNCIL DESIGNATION FOR 2016-17 “YEAR OF THE _____”

Council Goals for 2015-16 includes a Key Element under CITY CHARACTER which states: “Make a commitment to the community for special focus or dedication (i.e. the year of the children, the year of the neighborhoods)”. At the City Council meeting on February 17th, the Council took up discussion of the process of how this special focus or determination could be made.

Following Council discussion and consideration, it was decided that the annual designation would be made during Council Goal-Setting for the forthcoming year.

This Key Element was recommended as a part of 2015-16 Goals submitted from Mayor Pro Tem Agrimonti.