

**AGENDA  
BOARD OF SUPERVISORS  
SONOMA COUNTY  
575 ADMINISTRATION DRIVE, ROOM 102A  
SANTA ROSA, CA 95403**

**TUESDAY**

**MAY 12, 2015**

**8:30 A.M.**

(Please note: Public Comments will commence at 11:00 a.m.)

Susan Gorin	First District	Veronica A. Ferguson	County Administrator
David Rabbitt	Second District	Bruce Goldstein	County Counsel
Shirlee Zane	Third District		
James Gore	Fourth District		
Efren Carrillo	Fifth District		

This is a simultaneous meeting of the Board of Supervisors of Sonoma County, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, the Board of Directors of the Sonoma County Agricultural Preservation and Open Space District, the Board of Directors of the Northern Sonoma County Air Pollution Control District, the Sonoma County Public Finance Authority, and as the governing board of all special districts having business on the agenda to be heard this date. Each of the foregoing entities is a separate and distinct legal entity.

The Board welcomes you to attend its meetings which are regularly scheduled each Tuesday at 8:30 a.m. Your interest is encouraged and appreciated.

**AGENDAS AND MATERIALS:** Agendas and most supporting materials are available on the Board's website at <http://www.sonoma-county.org/board/>. Due to legal, copyright, privacy or policy considerations, not all materials are posted online. Materials that are not posted are available for public inspection between 8:00 a.m. and 5:00 p.m., Monday through Friday, at 575 Administration Drive, Room 100A, Santa Rosa, CA.

**SUPPLEMENTAL MATERIALS:** Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours.

**DISABILITY ACCOMMODATION:** If you are an individual with a disability which requires an accommodation, an alternative format, or requires another person to assist you while attending this meeting, please contact the Clerk of the Board at (707) 565-2241, as soon as possible to ensure arrangements for accommodation.

**Public Transit Access to the County Administration Center:**

Sonoma County Transit: Rt. 20, 30, 44, 48, 60, 62

Santa Rosa CityBus: Rt. 14

Golden Gate Transit: Rt. 80

For transit information call (707) 576-RIDE or 1-800-345-RIDE or visit or <http://www.sctransit.com/>

***APPROVAL OF THE CONSENT CALENDAR***

The Consent Calendar includes routine financial and administrative actions that are usually approved by a single majority vote. There will be no discussion on these items prior to voting on the motion unless Board Members or the public request specific items be discussed and/or removed from the Consent Calendar.

***PUBLIC COMMENT***

Any member of the public desiring to address the Board on a matter on the agenda: Please walk to the podium and after receiving recognition from the Chair, please state your name and make your comments. In order that all interested parties have an opportunity to speak, please be brief and limit your comments to the subject under discussion. Each person is usually granted 3 minutes to speak; time limitations are at the discretion of the Chair. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.

**8:30 A.M. CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**I. APPROVAL OF THE AGENDA**

(Items may be added or withdrawn from the agenda consistent with State law.)

**II. BOARD MEMBER ANNOUNCEMENTS**

**III. CONSENT CALENDAR**

(Items 1 through 29)

**PRESENTATIONS/GOLD RESOLUTIONS**

(Items 1 through 6)

**PRESENTATIONS AT THE BOARD MEETING**

1. Adopt a Gold Resolution declaring May 16 and 17, 2015 Community Resilience Challenge Weekend, and Recognizing the citizens, leaders and groups who are taking action to save water, grow food, conserve energy, reduce waste and build community. (First District)
2. Adopt a Gold Resolution congratulating Steve Bosshard of Marine Corps League, Santa Rosa Detachment #686, in honor of being named Sonoma County Veteran of the Year 2015. (First District)
3. Adopt a Gold Resolution proclaiming May 2015 as Mental Health Matters Month in Sonoma County. (Health Services)

**PRESENTATIONS AT A DIFFERENT DATE**

4. Adopt a Gold Resolution commending the Bear Republic Brewing Company for their selection as Small Business Administration's Small Business of the Year Award 2015. (Fourth District)
5. Adopt a Gold Resolution commending Robert Pullum for his meticulous restoration of the Bank of Guerneville building. (Fifth District)
6. Adopt a Gold Resolution proclaiming May 2015 as Older Americans Month in Sonoma County. (Human Services)

CONSENT CALENDAR (Continued)

**SONOMA COUNTY WATER AGENCY**

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

7. Hewett Street Property Adjustment and Declaration –
  - (A) Authorize the General Manager to execute documents and take other such actions as are necessary to obtain a lot line adjustment between the Sonoma County Water Agency's 330 Hewett Street Property and the Sonoma County Water Agency's Santa Rosa Creek Channel property from the City of Santa Rosa.
  - (B) Adopt a Resolution determining that the Property is no longer necessary to be retained for the uses and purposes of the Sonoma County Water Agency.
  - (C) Authorize the General Manager to notify the appropriate state and local agencies of the Board's determination and the availability of the Property, and return to the Board to approve a sale to one of such agencies or to adopt of a resolution setting the terms and conditions of a public sale, in accordance with Government Code Section 25526.
  - (D) Authorize the General Manager to file a Notice of Exemption in accordance with the California Environmental Quality Act. (4/5 vote required) (Third District)
  
8. Authorize the Chair to execute an agreement with BANG! Creative Inc. to provide design and fabrication services for a water efficiency display booth for the amount of \$81,281, agreement terminates on September 30, 2015.

**BOARD OF SUPERVISORS/COUNTY ADMINISTRATOR**

9. Approve the Medical Marijuana Ad Hoc Committee recommended North Coast Counties Marijuana Policy Statement, consistent with the adopted 2015 Legislative Platform, and Direct staff to incorporate into the Legislative Platform by reference.

**FIRE AND EMERGENCY SERVICES**

10. Receive an update on drought response in Sonoma County and an overview of the new regulations from the State Water Resources Control Board, and Adopt a 30-day extension of the Resolution proclaiming a drought emergency in Sonoma County.

**GENERAL SERVICES**

11. Fire Suppression Systems Services –
  - (A) Authorize Purchasing Agent to issue a Blanket Purchase Order (BPO) and execute Professional Services Agreement with Sabah International to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.
  - (B) Authorize Purchasing Agent to issue a BPO and execute Professional Services Agreement with Santa Rosa Fire Equipment to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.
  - (C) Authorize Purchasing Agent to issue a BPO and execute Professional Services Agreement with Slembrouck-Many, to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.

CONSENT CALENDAR (Continued)

12. 2015 Bike to Work Day and One Day Clean Commute Campaign Update –  
(A) Receive a status report on the first year of the One Day Clean Commute campaign for County employees, and  
(B) Recognize May 14, 2015 as “Bike to Work Day” in Sonoma County.

**GENERAL SERVICES/  
HEALTH SERVICES**

13. Authorize the Clerk to publish a notice declaring the Board’s intention to execute a new lease with SR Office Properties, LLC and Redbird SR Office Properties, LLC for premises located at 2225 Challenger Way (The Lakes campus) for the benefit of the Department of Health Services Crisis Stabilization Unit, consisting of office and clinical space, comprised of 14,066 sq. ft., for an initial term of 15 years, with three, five-year options vested in the tenant to extend the tenancy for a total of 30 years; Specify base rental payments of \$12,378 per month (\$0.88 psf), plus common area maintenance charges of \$5,767 per month (\$0.41 psf); and Specify tenant improvements to be completed by the landlord. (First Reading)

**GENERAL SERVICES/  
SHERIFF’S OFFICE**

14. Approve the project plans and specifications for the Sheriff’s Evidence Storage Building, and Authorize the Chair to execute a construction contract with S & H Construction Inc. for the Sheriff’s Evidence Storage Building Project in the amount of \$1,398,000.

**PERMIT AND RESOURCE MANAGEMENT**

15. Land Conservation Act Contract (Williamson Act) Replacements and Timber Production Zone Phase Out; PLP13-0057 –  
(A) Adopt a Resolution Rescinding two existing Agricultural Preserve Non-Prime contracts and replace them with two new Non-Prime contracts for a 254 acre parcel (APN 109-300-017) and a 196.46 acre parcel (APN 109-300-009 and -016), and  
(B) Approve a 10-year phase out of the Timberland Production Zone (TPZ) for a 254 acre parcel (APN 109-300-017). Both actions are conditions of approval for a Lot Line Adjustment (LLA12-0016) approved by the Board on August 21, 2012 (Reso. No. 12-0411).  
(Fifth District)
16. Adopt a Resolution issuing a roiling permit (Ordinance No. 3836R) and necessary permit extensions to the Sonoma County Water Agency for Annual Stream Maintenance Activities. (4/5 vote required)
17. Adopt a Resolution issuing a roiling permit (Ordinance No. 3836R) and necessary permit extensions to Sonoma County Regional Parks for annual beach grooming at the Healdsburg Veteran’s Memorial Beach. (4/5 vote required) (Fourth District)
18. Adopt a Resolution issuing a roiling permit (Ordinance No. 3836R) and necessary permit extensions to Russian River Recreation and Park District for the recreation dam installation, maintenance and removal at Johnson’s and Vacation Beaches (Russian River) in the town of Guerneville. (4/5 vote required) (Fifth District)

CONSENT CALENDAR (Continued)

**PROBATION**

19. Authorize the Chief Probation Officer to sign a contract amendment with Restorative Resources increasing the contract amount for their Juvenile Services contract by \$20,000 for a total amount of \$120,000.

**SHERIFF'S OFFICE**

20. Residential Substance Abuse treatment (RSAT) State Prisoners Program Grant –  
(A) Adopt a Resolution authorizing the Sheriff to participate in the RSAT State Prisoners Program in the amount of \$196,967 for Fiscal Year 2015-16 with County matching funds totaling \$49,242 to come from the Inmate Welfare Trust Fund.  
(B) Authorize the Sheriff to execute all related documents needed to implement the Sonoma County's RSAT State Prisoners Program that do not substantially change the content thereof and Authorize the Sheriff to perform all authorized actions with respect to the grant application and award.
21. Authorize the Sheriff to execute the 2015 law enforcement services contract for the Warm Springs Dam area with the U.S. Army Corps of Engineers in the amount of \$156,120 for the term May 15, 2015 through September 27, 2015, and make any revisions to the documents that do not substantially change the content.
22. Authorize the Sheriff to execute an agreement with 3M Cogent to provide maintenance and support services for fingerprint identification equipment for the period of April 1, 2015 through June 30, 2016 for a total not-to-exceed amount of \$215,500.
23. Authorize the Sheriff to execute Amendment No. 1 of the Agreement for Chaplaincy Services with Law Enforcement Chaplaincy Service in Sonoma County for the three-year term beginning July 1, 2014 through June 30, 2017 for an amount not-to-exceed \$95,100, which represents a one-year extension and a total contract value increase of \$72,600. (4/5 vote required)

**SHERIFF'S OFFICE/REGIONAL PARKS**

24. Adopt a Resolution approving the State of California Boating Safety and Enforcement Financial Aid Program Contract for Fiscal Year 2015-16 in the amount of \$513,899 for the provision of law enforcement services on various waterways in Sonoma County, and Authorize the Sheriff to execute the contract and make any revisions or amendments that do not substantially change the content.

**TRANSPORTATION AND PUBLIC WORKS**

25. Approve an amendment to the Moffatt and Nichol design agreement for Watmaugh Bridge for an amount of \$103,400 for a total amount not-to-exceed \$575,156 and extending the term to December 31, 2018. (First District)

CONSENT CALENDAR (Continued)

**TRANSPORTATION AND PUBLIC WORKS/  
PERMIT AND RESOURCE MANAGEMENT**

26. Adopt an Ordinance adding a new section 15.8.1 to Chapter 15 Article III, Highways, Roads, Bridges, of the Sonoma County Code to allow oversight of encroachments on public roads that are not part of the County Road system. (4/5 vote required) (Second Reading)  
(Ready for Adoption)

**MISCELLANEOUS**

27. Approve the Minutes of the Meetings of April 21, 2015 and April 28, 2015 for the following: Agricultural Preservation and Open Space District, Community Development Commission, Northern Sonoma County Air Pollution Control District, Occidental County Sanitation District, Russian River County Sanitation District, South Park County Sanitation District, Sonoma County Water Agency, and Board of Supervisors; and Approve the Minutes of the Meetings of the April 21, 2015 and April 28, 2015 for the Sonoma Valley County Sanitation District.

**APPOINTMENTS/REAPPOINTMENTS**

(Items 28 through 29)

28. Approve the appointment of Hugo Mata to the Sonoma County Regional Parks Foundation Board for a two-year term beginning on May 12, 2015 and ending on May 12, 2017.  
(Third District)
29. Approve the re-appointments of Stephanie Cabral, Paul Duranczyk, Albert Lerma, Tim Reese, Carol T. Waxman, and Bob Whitlock to the Workforce Investment Board for two-year terms ending May 12, 2017. (Human Services)

**IV. REGULAR CALENDAR**

(Items 30 through 38)

**ECONOMIC DEVELOPMENT BOARD**

30. Accept a presentation from Sonoma County Tourism on the Annual Report for 2014 and 2015 Marketing Plan.

**COMMUNITY DEVELOPMENT COMMISSION**

(Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

31. **10:00 A.M.** – Lease Extension for Dollar Tree Stores Inc. (Fifth District)
- a) POTENTIAL LESSEE: Dollar Tree Stores, Inc.
  - b) LOCATION: 665 Sebastopol Road, Santa Rosa
  - c) ASSESSOR’S PARCEL NO.: 125-111-037
  - d) ENVIRONMENTAL DOCUMENT: Lease Extension
  - e) REQUEST: Conduct a Public Hearing and Authorize the Director to execute a lease extension with Dollar Tree Stores, Inc. for partial occupancy of the building located at 665 Sebastopol Road for a period of 24 months commencing May 5, 2015.

**SONOMA VALLEY COUNTY SANITATION DISTRICT**

(Directors: Gorin, Carrillo, D. Cook)

32. **10:00 A.M.** – 5<sup>th</sup> Street East Recycled Water Pipeline Project (2/3 vote required) (First District)
- a) APPLICANT: Michael D. Kiser and Mercedes Marie Kiser, Trustees of the Michael David Kiser and Mercedes Marie Kiser Revocable Trust, and unknown owners
  - b) APPELLANT: N/A
  - c) LOCATION: A portion of Watmaugh Road, 5<sup>th</sup> Street East, Denmark Street
  - d) ASSESSOR’S PARCEL NO.: 128-151-010, Sonoma Valley Unified School District for portions of 018-421-002 and 023-030-001
  - e) ENVIRONMENTAL DOCUMENT: Eminent Domain  
REQUEST: Conduct a Public Hearing and Adopt a Resolution determining that the acquisition of real property is necessary; Authorize acquisition and condemnation of real property rights necessary for public purposes; Authorize and Direct County Counsel and the General Manager to take all steps necessary to obtain said real property rights in connection with the construction, maintenance, and continued operation of the Project, including such steps which may be required to acquire the real property interests required for the Project.

**PERMIT AND RESOURCE MANAGEMENT**

33. **10:00 A.M.** – **ZCE14-0010** - Zone Change; Mike Meyer (Fifth District)
- a) APPLICANT: Mike Meyer
  - b) LOCATION: 420 Wilson Road, Sebastopol
  - c) ASSESSOR’S PARCEL NO.: 077-140-006
  - d) ENVIRONMENTAL DOCUMENT: Zone Change
  - e) REQUEST: Conduct a Public Hearing and Adopt an Ordinance approving a Zone Change to remove the Z (Second Dwelling Unit Exclusion) combining district on a 7.0 acre parcel.

REGULAR CALENDAR CONTINUED

**COUNTY ADMINISTRATOR/GENERAL SERVICES/  
SHERIFF'S OFFICE/REGIONAL PARKS/  
AGRICULTURAL COMMISSIONER/TRANSPORTATION AND PUBLIC WORKS  
AND  
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT/  
COMMUNITY DEVELOPMENT COMMISSION**  
(Directors/Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

34. Third Quarter Budget Update –  
(A) Receive Fiscal Year 2014-15 Budget Estimates and update of the 2015-19 Fiscal Forecast.  
(B) Adopt a Concurrent Resolution of the Board of Supervisors, the Community Development Commission Board of Directors adjusting Fiscal Year 2014-15 Budget Appropriations and Position Allocations. (4/5 vote required)

**SHERIFF'S OFFICE**

35. Pursuant to Government Code §7522.56 approve the appointment of Mr. Randy Muelheim as a Communications Dispatcher II Retiree Extra-Help in order to fill a critically needed position within 180 days of his retirement with an appointment date as early as May 26, 2015.

**BOARD OF SUPERVISORS**

36. Approve the waiver of Health Inspection fees for Sonoma Home Meals doing business as Meals on Wheels Sonoma where meals are served to seniors in Sonoma Valley. (First District)
37. Approve Advertising Program grant award and Authorize the County Administrator to execute a contract with  
(A) Friends of the Petaluma River for advertising and promotions activities for Fiscal Year 2014-15 in the amount of \$1,500.  
(B) Sonoma County GO LOCAL Co-Op for advertising and promotions activities for Fiscal Year 2014-15 in the amount of \$500.  
(C) Petaluma Museum Association for advertising and promotions activities for Fiscal Year 2014-15 in the amount of \$1,500. (Second District)

**PERMIT AND RESOURCE MANAGEMENT**

38. Permit and Resource Management Department: Review and possible action on the following:  
a) Acts and Determinations of Planning Commission/Board of Zoning Adjustments  
b) Acts and Determinations of Project Review and Advisory Committee  
c) Acts and Determinations of Design Review Committee  
d) Acts and Determinations of Landmarks Commission  
e) Administrative Determinations of the Director of Permit and Resource Management

(All materials related to these actions and determinations can be reviewed at:  
<http://www.sonoma-county.org/prmd/b-c/index.htm>)



39. **11:00 A.M. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA**  
(Comments are restricted to matters within the Board’s jurisdiction. The Board will hear public comments at this time for up to thirty minutes. Please be brief and limit your comments to three minutes. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.)

**V. CLOSED SESSION CALENDAR**

(Items 40 through 41)

40. The Board of Supervisors will consider the following in closed session: Conference with Labor Negotiator, Agency Negotiators: Fran Buchanan, IEDA negotiator; Jerry Dunn, Human Services Department Director and Diane Kaljian, Adult & Aging division director, Human Services Department. (Gov’t. Code Section 54957.6).
41. The Board of Supervisors, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, and the Board of Directors of the Agricultural Preservation and Open Space District will consider the following in closed session: Conference with Labor Negotiator, Agency Negotiators: Christina Cramer/Carol Allen. Employee organization: All. Unrepresented employees: All, including retired employees. (Gov’t. Code Section 54957.6).

**VI. REGULAR AFTERNOON CALENDAR**

(Items 42 through 44)

**RECONVENE FROM CLOSED SESSION**

42. Report on Closed Session.

**COUNTY ADMINISTRATOR**

43. Final Report and Recommendations of the Community and Local Law Enforcement Task Force

44. **ADJOURNMENTS**

**NOTE: The next regular meeting will be held on May 19, 2015.**

**Upcoming Hearings** (All dates are tentative until each agenda is finalized.)

1. May 19<sup>th</sup> (AM) – Sewer Service Rates.
2. May 19<sup>th</sup> (PM) – Roberts Road Subdivision; PLP14-0046.
3. May 19<sup>th</sup> (PM) – Use Permit modification Novato Disposal Service; PLP02-0072.
4. May 19<sup>th</sup> (PM) – Coastal Zone Official Zoning Database Re-adoption; ORD14-0004.
5. June 9<sup>th</sup> (PM) – Amendment to Chapter 25b of the Sonoma County Code revising the well water construction standards.
6. June 16<sup>th</sup> (PM) – Amendment to Chapter 11 of the Sonoma County code revising the grading ordinance.

**NOTICE OF ADJOURNMENT AND CONTINUATION OF MEETING**

**BOARD OF SUPERVISORS, SONOMA COUNTY, AGENDA**

*Regular Meeting of Tuesday, May 5, 2015, 2:00 p.m.*

*Adjourned and continued to*

*Tuesday, May 12, 2015 – 8:30 a.m. at the following location:*

**Sonoma County Board of Supervisors, 575 Administration Drive, Room 102A,  
Santa Rosa, CA 95403**

Susan Gorin	First District	Veronica A. Ferguson	County Administrator
David Rabbitt	Second District	Bruce Goldstein	County Counsel
Shirlee Zane	Third District		
James Gore	Fourth District		
Efren Carrillo	Fifth District		

**The following items from the May 5, 2015 Agenda are continued to May 12, 2015, at 10:00 a.m.:**

**COMMUNITY DEVELOPMENT COMMISSION**

(Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

31. **Lease Extension for Dollar Tree Stores Inc. (Fifth District) a) POTENTIAL LESSEE: Dollar Tree Stores, Inc. b) LOCATION: 665 Sebastopol Road, Santa Rosa c) ASSESSOR'S PARCEL NO.: 125-111-037 d) ENVIRONMENTAL DOCUMENT: Lease Extension e) REQUEST: Conduct a Public Hearing and Authorize the Director to execute a lease extension with Dollar Tree Stores, Inc. for partial occupancy of the building located at 665 Sebastopol Road for a period of 24 months, commencing May 5, 2015.**

**SONOMA VALLEY COUNTY SANITATION DISTRICT**

(Directors: Gorin, Carrillo, D. Cook)

32. **5th Street East Recycled Water Pipeline Project (2/3 vote required) (First District) a) APPLICANT: Michael D. Kiser and Mercedes Marie Kiser, Trustees of the Michael David Kiser and Mercedes Marie Kiser Revocable Trust, and unknown owners b) APPELLANT: N/A c) LOCATION: A portion of Watmaugh Road, 5th Street East, Denmark Street d) ASSESSOR'S PARCEL NO.: 128-151-010, Sonoma Valley Unified School District for portions of 018-421-002 and 023-030-001 e) ENVIRONMENTAL**

**DOCUMENT: Eminent Domain REQUEST: Conduct a Public Hearing and Adopt a Resolution determining that the acquisition of real property is necessary; Authorize acquisition and condemnation of real property rights necessary for public purposes; Authorize and Direct County Counsel and the General Manager to take all steps necessary to obtain said real property rights in connection with the construction, maintenance, and continued operation of the Project, including such steps which may be required to acquire the real property interests required for the Project.**

#### **PERMIT AND RESOURCE MANAGEMENT**

- 34. ZCE14-0010 - Zone Change; Mike Meyer (Fifth District) a) APPLICANT: Mike Meyer b) LOCATION: 420 Wilson Road, Sebastopol c) ASSESSOR'S PARCEL NO.: 077-140-006 d) ENVIRONMENTAL DOCUMENT: Zone Change e) REQUEST: Conduct a Public Hearing and Adopt an Ordinance approving a Zone Change to remove the Z (Second Dwelling Unit Exclusion) combining district on a 7.0 acre parcel.**

**The following item from the May 5, 2015 Agenda is continued to May 19, 2015, at 2:00 p.m.:**

#### **COUNTY COUNSEL**

- 33. Conduct a Public Hearing and Adopt a Resolution rescinding Resolution of Necessity 12-0165, Highway 101 Interchange and Improvement Project, at the Marin Sonoma Narrows, Caltrans Project No. 264089. (4/5 vote required) (Second District)**

Prior to the hearing, the Item details may be reviewed at, or written comments submitted to, the Board of Supervisors, at 575 Administration Dr., Room 100A, Santa Rosa, CA 95403. Contact Darin Bartow at 707-565-2241 or via email to [darin.bartow@sonoma-county.org](mailto:darin.bartow@sonoma-county.org).

**BOARD OF SUPERVISORS**

**AGENDA ADDENDUM**

**MAY 12, 2015**

**CLOSED SESSION CALENDAR**

# 41A. The Board of Supervisors and the Board of Directors of the Sonoma County Water Agency will consider the following in closed session: Conference with Legal Counsel – Potential Initiation of Litigation – Filing of Comments to PG&E Request for Temporary Flow Variance in Federal Energy Regulatory Commission Docket P-77 (Potter Valley Project). (Gov't. Code Section 54956.9(d)(4)).



County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 1  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** No Vote Required

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor Susan Gorin, 707/565-2241

**Supervisorial District(s):**

First

**Title:** Gold Resolution

**Recommended Actions:**

Adopt a Resolution of the Board of Supervisors, County of Sonoma Declaring May 16 and 17, 2015 Community Resilience Challenge Weekend

**Executive Summary:**

**Prior Board Actions:**

**Strategic Plan Alignment** Not Applicable

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
<b>Related Items “On File” with the Clerk of the Board:</b>			



# County of Sonoma

## State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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### **Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, dedicating the weekend of May 16 and 17, 2015 to the Community Resilience Challenge**

**WHEREAS**, the County of Sonoma is concerned about the health and well-being of its residents and seeks to create a healthy, sustainable, and livable community; and

**WHEREAS**, in our fourth year of severe drought, Governor Brown has mandated a 25% reduction of residential water use state-wide; and

**WHEREAS**, in 2005, all Sonoma County cities and the County adopted the boldest community greenhouse gas emissions reduction target in the United States – 25 percent below 1990 levels by 2015; and

**WHEREAS**, last year, the fifth annual Community Resilience Challenge inspired hundreds of people across Sonoma County to complete 7,052 actions to save water, grow food, conserve energy, and build community; and

**WHEREAS**, Daily Acts is a key partner, providing programs and services that educate residents, students, businesses, and community leaders about sustainable practices.

**WHEREAS**, local governments greatly influence the opportunities for achieving our climate goals by growing, eating, and sharing healthy food, reducing waste, and becoming more water and energy-efficient through key powers over land and water use planning and policies, economic and community development, parks and recreation, public transportation, and other community services; and

**NOW, THEREFORE, BE IT RESOLVED** that the County of Sonoma commits to actively support the **Community Resilience Challenge** and its goal to inspire 7,000 actions to save water, grow food, conserve energy, reduce waste, and build community, and as a partner pledges to:

- Support the **Community Resilience Challenge** activities\*\* within the county, and use county communications media to promote the growing, eating and sharing of healthy food, waste reduction, and energy and water-efficiency.
- Support county programming (recreation programs, parks, and open spaces) that encourages the growing, eating and sharing of healthy food, and energy and water-efficiency.

Resolution #

Date:

Page 2

- Take steps to improve the opportunities for food gardening by assessing community infrastructure and looking for ways to facilitate the growing, eating and sharing of healthy food.
- Take steps to improve the opportunities for energy and water-efficiency in community planning by supporting programs that facilitate home retrofits, appliance upgrades and water conservation.
- Encourage and educate on energy efficiency and utilizing alternative energy as well as on reducing waste in our landfills and in our food system.

**NOW, THEREFORE BE IT RESOLVED that the Board Of Supervisors Of The County Of Sonoma, State Of California actively declares the weekend of May 16 and 17, 2015 Community Resilience Challenge Weekend in the County of Sonoma, as we work together for a healthier, more vibrant and viable future.**

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**





County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 2  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** No Vote Required

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor Susan Gorin, 707/565-2241

**Supervisorial District(s):**

First

**Title:** Gold Resolution

**Recommended Actions:**

Adopt a Resolution congratulating Steve Bosshard of Marine Corps League, Santa Rosa Detachment #686, on the honor of being named Sonoma County Veteran of the Year 2015

**Executive Summary:**

**Prior Board Actions:**

**Strategic Plan Alignment** Not Applicable

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

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**Staffing Impacts**

<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A – I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

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**Attachments:**

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**Related Items “On File” with the Clerk of the Board:**

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# County of Sonoma

## State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Congratulating Steve Bosshard of Marine Corps League, Santa Rosa Detachment #686, on  
being named as the Sonoma County Veteran of the Year 2015**

**WHEREAS**, the County of Sonoma values all service members and is grateful for their considerable contributions to our community, our nation, and our global home; and

**WHEREAS**, each year, the Sonoma County United Veteran's Council (SCUVC) recognizes one outstanding veteran whose contributions to the veteran's community are particularly outstanding; and

**WHEREAS**, for the year 2015, SCUVC has recognized the current Chair of the United Veterans Council, Steve Bosshard. As Chair, Bosshard has spent years ensuring the success of the Veteran of the Year program, arranging parade entries, and attending resolution presentations at the Sonoma County Board of Supervisors' chambers to witness their passing of the resolution; and

**WHEREAS**, Bosshard is currently affiliated with the United Veterans Council, Toys For Tots, Neighbors Organized Against Hunger, Redwood Empire of the First Marine Division Association, Third Marine Division Association, Military Order of Devil Dogs, American Legion Post 456, and American Legion 40&8; and

**WHEREAS**, Bosshard has consistently performed above the call of his position. As co-chair of the Avenue of the Flags committee, he energetically sets up thousands of flags at Santa Rosa Memorial Park every Memorial Day, starting preparations days before the event takes place. Additionally, he routinely drives veterans to medical appointments in San Francisco; coordinates the county's Toys For Tots campaign; assists set up at the 40&8 Flea Market, starting at 3 am on this fundraiser for nursing scholarships; and helps with the Iraq/Afghanistan Veterans PTSD walk; and

**WHEREAS**, his service extends to his Marine Corps League assignment which is to offer support to Marine Corps veterans and their families and the families of those who did not return; and

**WHEREAS**, whether veterans are organizing a major fundraiser or arranging the simple funeral of a comrade, he is known as the "got to" person because he is always there, behind the scenes, working for the love of veterans and their families. His dedication extends to his own family, including wife Carolyn, with whom he resides in Rohnert Park; and

Resolution #

Date:

Page 2

**NOW, THEREFORE BE IT RESOLVED that the The Board Of Supervisors Of The County Of Sonoma congratulates Steve Bosshard of Marine Corps League, Santa Rosa Detachment #686, on the honor of being named Sonoma County Veteran of the Year 2015**

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 3  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Department of Health Services

**Staff Name and Phone Number:**

Rita Scardaci, 565-7876

**Supervisorial District(s):**

Countywide

**Title:** Mental Health Matters Month 2015

### **Recommended Actions:**

Adopt a resolution proclaiming May 2015 as Mental Health Matters Month in Sonoma County.

### **Executive Summary:**

The Department of Health Services requests that the Board adopt a resolution proclaiming May 2015 as Mental Health Matters Month in Sonoma County. Since 1949, activities associated with National Mental Health Month have increased the public's awareness of mental health issues. Mental health associations, families, clients, and advocacy groups across the County participate in Mental Health Matters Month activities each year.

In Sonoma County approximately seven percent of our population lives with a serious mental illness. Each year 20 percent of Sonoma County residents will experience a mental health issue that impacts their ability to function effectively in some area of their life. Through increased outreach efforts and other opportunities during Mental Health Matters Month, Department staff, contract providers, Sonoma County Mental Health Board members, and National Alliance on Mental Illness (NAMI) staff will emphasize the importance and effectiveness of increasing awareness of mental health services and decreasing stigma; promoting peer employment, empowerment, and self-help; integrated mental health and substance use service delivery; and similar principles of recovery in community mental health.

### **Reducing Disparities**

The State Office of Health Equity embarked upon an unprecedented community engagement process that will result in additional services for underserved and inappropriately served populations. This initiative, the California Reducing Disparities Project (CRDP), is focused on improving the engagement and treatment of individuals from five communities statewide: African Americans; Asian Americans; Latinos; Native Americans; and Lesbian, Gay, Bi-Sexual, Transgender and Questioning. This statewide initiative, funded by the Mental Health Services Act, has set a goal to infuse \$60 million over four years to improve awareness, access, and service quality for these communities.

Beginning in 2010, five Strategic Planning Workgroups (SPWs) were created to develop Population

Reports that include recommendations for reducing disparities and removing barriers to accessing programs and services, along with an inventory of community-defined promising practices that could support efforts to reduce disparities. These five Population Reports were combined by the California Pan-Ethnic Health Network (CPEHN) into one comprehensive draft Strategic Plan.

Preparing local community agencies for the second phase of funding from the State Office of Health Equity's California Reducing Disparities Project (CRDP) has been identified as one of the DHS Behavioral Health Division's major initiatives for FY 15-16 and FY 16-17. The Division is engaging in the CRDP initiative with the ultimate goal of applying for, and being awarded, funding for the purposes of reducing disparities within Sonoma County. The Division has established a coalition of local community-based organizations to partner with in this process. Each partnering organization has a history of successfully implementing "community-defined" best practices included in the CRDP Population Reports. This places the Department of Health Services, in partnership with local community-based organizations, in a prime position for achieving the statewide goals of the project. If successful, the additional funding will serve to significantly reduce disparities in Sonoma County.

During the DHS Behavioral Health Division's Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) planning process, reducing disparities and increasing awareness to ethnic and cultural groups was defined by the community as a priority. The Behavioral Health Division created a specific Reducing Disparities Component PEI-related programs and funded the following programs that focus on specific ethnic and cultural populations:

- Latino Service Providers - Latinos
- Community Baptist Church Collaborative – African Americans
- Positive Images – Lesbian, Gay, Bi-Sexual, Transgender, Queer, Questioning, Intersex (LGBTQQI) youth
- Sonoma County Indian Health Project – Native Americans

In order to position these funded projects to compete for CRDP Phase II funds, DHS provides technical assistance to selected community groups as listed above to support the development of evaluation plans and proposals in response to the Office of Health Equity's request for proposals in 2015.

***Kevin Berthia on The Impact of Listening***

This year, in partnership with the California Mental Health Services Authority (CalMHSA) and Community Baptist Church, the County is hosting a community speaking engagement, "Kevin Berthia on The Impact of Listening." Kevin Berthia is a suicide survivor and suicide prevention advocate. Kevin was born with a genetic major depression disorder and will share his story of recovery and hope to help reduce stigma and discrimination around mental illness.

In recognition of Mental Health Matters Month, several events are being held throughout the County of Sonoma. Information for these events is available on the DHS website:

<http://sonomacounty.ca.gov/Health-Services/>

**Prior Board Actions:**

Since 1995, the month of May has annually been proclaimed Mental Health Matters Month in Sonoma County.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

Activities associated with Mental Health Matters Month help to increase the public’s awareness of mental health issues and the reality of mental illness.

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$ 0	County General Fund	\$ 0
Add Appropriations Req'd.	\$ 0	State/Federal	\$ 0
	\$	Fees/Other	\$ 0
	\$	Use of Fund Balance	\$ 0
	\$	Contingencies	\$ 0
	\$		\$
<b>Total Expenditure</b>	<b>\$ 0</b>	<b>Total Sources</b>	<b>\$ 0</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

There is no fiscal impact associated with this item.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Resolution

**Related Items “On File” with the Clerk of the Board:**

None



County of Sonoma  
State of California

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_



4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Proclaiming May 2015 As Mental Health Matters Month in Sonoma County.**

**Whereas**, one in five adults will experience a mental health disorder at some point in their life, yet mental illness remains one of the most misunderstood illnesses in our society;

**Whereas**, the stigma of mental illness deprives many people of the quality mental health services they need and deserve;

**Whereas**, mental health not only concerns those with mental illness, but also has broad reaching impacts which greatly affect our communities and our entire society;

**Whereas**, focusing on mental health as a community raises awareness about mental illness and the importance of mental wellness for all; and

**Whereas**, Sonoma County's public mental health system annually serves over 15,000 individuals, helping to improve the lives of many families.

**Now, Therefore, Be It Resolved** that the Board of Supervisors of Sonoma County does hereby proclaim May 2015 as Mental Health Matters Month in Sonoma County, and encourages all Sonoma County residents, government agencies, public and private institutions, businesses, organizations, and schools to work toward the achievement of comprehensive, consumer-driven, community mental health care for the benefit of all individuals.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**





County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number: 4**  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor James Gore 565-2241

**Supervisorial District(s):**

Fourth District

**Title:** Gold Resolution

**Recommended Actions:**

Approve Gold Resolution commending the Bear Republic Brewing Company for their selection as Small Business Administration's Small Business Of The Year Award 2015.

**Executive Summary:**

**Prior Board Actions:**

**Strategic Plan Alignment**

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
None			
<b>Related Items “On File” with the Clerk of the Board:</b>			



County of Sonoma  
State of California

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Date: May 7, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Commending Bear Republic Brewing Company For Their Selection As Small Business  
Administration's Small Business Of The Year 2015**

**Whereas,** Bear Republic Brewing Company, founded in 1995 as a brewpub has grown to employ a local workforce of 150 Sonoma County citizens with an expansion of Factory Five Brewery in 2006; and

**Whereas,** Bear Republic Brewing Company is a multi-generational family business, founded by third and fourth generation Sonoma county residents, which after years of hard work and creativity, exemplifies the American Dream; and

**Whereas,** because of the company's dedicated workforce and commitment to quality, Bear Republic was recognized in 2015 by the Brewers Association as the 39<sup>th</sup> largest craft brewery in America; and

**Whereas,** Bear Republic beers are brewed and aged following proven methods, with choice ingredients and time tested recipes that have helped develop unique and quality beverages. The original home brewing sessions have helped the company establish a solid foundation and the vision and creativity of Richard G. Norgrove has helped foster a sense of loyalty and tradition from eras gone by that have helped further develop the style and mark of Bear Republic's award winning, hand crafted ales and lagers; and

**Whereas,** the excellence of their craft has shown forth in their many accolades such as: First ever Sonoma County Harvest Fair "Excellence in the Craft Beer Industry" Award (2014); North Bay Biz Magazine Gold Award for Best Local Brewery (2013-2015); various awards from the Sonoma County Harvest Fair for the past 9 years (food); 21 medals to date from the Great American Beer Festival®; various medals from the World Beer Cup, Good Food Awards (beer), California State Fair, and many more; and

Resolution #

Date:

Page 2

**Whereas,** Bear Republic was recognized for their exceptional allegiance to their employee workforce and community, with the North Bay Business Journal's Best Places to Work 2014 award, Top Manufacturers Award 2014 and the 2014 CFO Recognition award for Tami Norgrove; and

**Whereas,** Bear Republic's commitment to a "healthy workplace" offers many employee incentives such as bi-weekly staff lunches and employee discounts. In addition, for full-time employees, 401 (k) options, health, dental and life insurance plans are available. The owners are a family who strive to treat employees like an extended member of their family; and

**Whereas,** Bear Republic's dedication to "community" is displayed by their involvement through donations to various organizations such as: Rotary, Boys & Girls Club, Kiwanis, Active 20-30 Club, Big Brothers Big Sisters, PTA, Special Education, the Little League, and other worthy groups, locally; and

**NOW, THEREFORE, BE IT RESOLVED** that the Sonoma County Board of Supervisors applauds Bear Republic Brewing Company on their success and contribution to economic development; and hereby commends this Sonoma County business for its ongoing employee dedication programs, the contributions they have made to the Sonoma County community and with this, officially congratulate Bear Republic for being named 2015 Small Business of the Year.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 5  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor Efren Carrillo 565-2241

**Supervisorial District(s):**

Fifth District

**Title:** Gold Resolution

**Recommended Actions:**

Approve a Gold Resolution commending Robert Pullum for his meticulous restoration of the Bank of Guerneville Building. (Fifth District)

**Executive Summary:**

**Prior Board Actions:**

**Strategic Plan Alignment** Goal 1: Safe, Healthy, and Caring Community

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
None			
<b>Related Items “On File” with the Clerk of the Board:</b>			



County of Sonoma  
State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Commending Robert Pullum For His Meticulous Restoration Of The Historic  
Bank of Guerneville Building**

**Whereas**, the Bank of Guerneville building is an iconic Beaux Arts structure designed by architect Carl I. Warneke that has been a prominent Guerneville landmark since its construction in 1921; and

**Whereas**, following the collapse of Centennial Savings and Loan, the building was unoccupied and shuttered for 30 years; and

**Whereas**, Sonoma County is indeed fortunate that when the building became available for purchase, Robert Pullum became its new owner and preservationist; and

**Whereas**, restoration of the Bank of Guerneville building has been a one year labor of love, performed with the assistance of many skilled craftsman, respecting and reviving the details of the past, restoring original tiles, bank vaults, repairing walls, windows, doors and floors, yet adding modern day amenities that blend with the original style; and

**Whereas**, Robert Pullum has actively engaged the community in his project, working closely with the Russian River Historical Society, local Chamber of Commerce, local artisans, and providing space for the Historical Society in his newly opened gallery; and

**Whereas**, the newly reopened Guerneville Bank Club is a rare and beautiful triumph of intention, artistic discipline and historic preservation that will continue to serve our community as a landmark for many years to come.

**Now, Therefore, Be It Resolved** that the Board of Supervisors of the County of Sonoma commends Robert Pullum for bringing life back to the Bank of Guerneville building.

**Supervisors:**

Resolution #

Date:

Page 2

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 6  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Human Services Department

**Staff Name and Phone Number:**

Diane Kaljian- 565-5950  
Tracy Repp- 565-5982

**Supervisorial District(s):**

All

**Title:** Older Americans Month 2015

### **Recommended Actions:**

Resolution proclaiming May 2015 as Older Americans Month in Sonoma County

### **Executive Summary:**

May is Older Americans Month, a national tradition dating back to 1963 to honor the legacies and ongoing contributions of older Americans in communities across the country. The Sonoma County Board of Supervisors has annually joined in this recognition of seniors. This year also marks the 50th anniversary of the Older Americans Act, which was signed by President Lyndon B. Johnson into law in July 1965. Since that time, the Act has provided a nationwide aging services network and funding that helps older adults live with dignity in the communities of their choice for as long as possible. These services include home-delivered and congregate meals, caregiver support, community-based assistance, preventive health services, elder abuse prevention, and much more.

This year's Older Americans Month theme is *Get Into The Act*. The theme focuses on how older adults are taking charge of their health, getting engaged in their communities, and making a positive impact in the lives of others.

To honor Older Americans Month, *Aging Together Sonoma*, a county-wide initiative, is holding its kick-off event on May 20, 2015 at Schroeder Hall at the Green Music Center in Rohnert Park. The mission of *Aging Together Sonoma* is to promote a community that ages together and supports opportunities where we can enlighten, encourage, and care for each other with honor, respect, and interdependence across generations.

Sonoma County's senior population is projected to grow to 143,636 by the year 2030 when it will represent nearly a quarter (24%) of the county's total population. Per the 2013 U.S. Census, 111,430 individuals age 60 and older live in Sonoma County representing 23% of the population.

<b>Prior Board Actions:</b>			
Annually May has been recognized by the Sonoma County Board of Supervisors as Older Americans Month in Sonoma County. Resolution #14-0206 - dated May 20, 2014, proclaimed May 2014 - Older American Month. Resolution #13-0193 - dated May 14, 2013, proclaimed May 2013 - Older American Month. Resolution #12-0233 - dated May 15, 2012, proclaimed May 2012 - Older American Month.			
<b>Strategic Plan Alignment</b>		Goal 1: Safe, Healthy, and Caring Community	
Older Americans Month highlights seniors in our community and acknowledges their accomplishments and contributions, all of which makes Sonoma County a more vibrant place to live.			
<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 0</b>	<b>Total Sources</b>	<b>\$ 0</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
None.			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None.			
<b>Attachments:</b>			
Resolution.			
<b>Related Items "On File" with the Clerk of the Board:</b>			
None.			



# County of Sonoma

## State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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### **Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Proclaiming May 2015 as Older Americans Month in Sonoma County**

**Whereas**, Sonoma County includes a thriving community of older Americans who deserve recognition for their contribution and sacrifices to ensure a better life for future generations; and

**Whereas**, Sonoma County is committed to helping all individuals live longer, healthier lives in the communities of their choice for as long as possible; and

**Whereas**, in Sonoma County, there are over 111,430 persons over age 60 who represent 23% of the County's total population; and

**Whereas**, since 1965, the Older Americans Act has provided services that help older adults remain healthy and independent by complementing existing medical and health care systems, helping prevent hospital readmissions, and supporting some of life's most basic functions, such as bathing or preparing meals; and

**Whereas**, these programs also support family caregivers, address issues of exploitation, neglect, and abuse of other adults; and

**Whereas**, we recognize the value of community engagement and services in helping older adults remain healthy and active while giving back to others; and

**Whereas**, our community can provide opportunities to enrich the lives of individuals of all ages by:

1. Promoting and engaging in activity, wellness, and social inclusion.
2. Emphasizing home- and community-based services that support independent living.
3. Ensuring community members of all ages benefit from the contributions and experience of older adults.

**Now, Therefore, Be It Resolved**, that the Sonoma County Board of Supervisors joins the President and Congress of the United States, and the Governor of California and proclaims May

Resolution #

Date:

Page 2

2015 as Older Americans Month. We urge everyone to take time this month to recognize older adults and the people who serve and support them as powerful and vital individuals who greatly contribute to the community.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 7  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Directors, Sonoma County Water Agency

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Sonoma County Water Agency

**Staff Name and Phone Number:**

Kevin Campbell 547-1921

**Supervisorial District(s):**

Third

**Title:** Hewett Street Property Adjustment and Declaration

### **Recommended Actions:**

1. Authorize the General Manager to execute documents and take other such actions as are necessary to obtain a lot line adjustment between the Sonoma County Water Agency's 330 Hewett Street Property (Property) and the Sonoma County Water Agency's Santa Rosa Creek Channel property from the City of Santa Rosa (City).
2. Adopt a Resolution determining that the Property is no longer necessary to be retained for the uses and purposes of the Sonoma County Water Agency (Water Agency).
3. Authorize the General Manager to notify the appropriate state and local agencies of the Board's determination and the availability of the Property, and return to the Board to approve a sale to one of such agencies or to adopt of a resolution setting the terms and conditions of a public sale, in accordance with Government Code Section 25526.
4. Authorize the General Manager to file a Notice of Exemption in accordance with the California Environmental Quality Act.

### **Executive Summary:**

This item would allow the Water Agency to begin the process to sell as surplus the Property, subject to obtaining a lot line adjustment from the City that would place a portion of the Property into an adjacent Water Agency property along Santa Rosa Creek Channel. The Property is no longer necessary to be retained for the uses and purposes of the Water Agency. The General Manager of the Water Agency will take such steps as are necessary to accomplish the sale of the Property as are required by State law, including notifying the appropriate state and local agencies of the Board's determination and of the availability of the Property.

The Property (Assessor's Parcel Number 010-700-014) consists of a 1.07-acre site containing a 1,168 square foot residence with a detached garage. The Sonoma County Assessor lists the building as being constructed in 1914. The Water Agency acquired the Property in 2001 through a negotiated settlement with the then property owner, Frederick and Alberta Zmarzly, following discovery of elevated

concentrations of lead in soil that was attributed to fill material that was placed on the property during construction of the Water Agency's Santa Rosa Creek Channel. As a condition of the negotiated settlement, the Water Agency purchased the property for \$305,000.

Water Agency contracted with Environmental Resources Management Inc. to determine the extent and location of the contamination in the soil at the property. With the input and cooperation of the North Bay Regional Water Quality Control Board, Environmental Resources Management located and mapped the extent and distribution of the contamination. As a result of this study, the Water Agency determined that elevated lead exists only on the southerly portion of the Property. The Study provided a line separating the uncontaminated portion of the Property suitable for residential use from the portion of the Property containing the elevated lead.

Based upon the line provided in the Environmental Resources Management Inc.'s study, the Water Agency has prepared an application for a lot line adjustment that would place the small contaminated portion of the Property within the Water Agency's adjacent Santa Rosa Creek Channel property (Assessor's Parcel Number 010-700-013). In order to complete the lot line adjustment, the City of Santa Rosa requires an applicant to have requisite authority to execute the lot line adjustment application and indemnification agreement that are required under the process. This agenda item and resolution will delegate authority to the Water Agency's General Manager to execute documents necessary to apply for and finalize the lot line adjustment.

Upon completion of the lot line adjustment, the remaining portion of the Property housing the existing residence will no longer be necessary to be retained for any Water Agency use or purpose. David Lewis, a California Certified General Real Estate Appraiser, has appraised the market value of the parcel at \$750,000.

Section 9 of the Water Agency's enabling act provides: "If the board determines by resolution duly passed and entered in its minutes, that any [Water Agency] property, real or personal, is no longer necessary to be retained for the uses and purposes of the [Water Agency], it may thereafter sell or otherwise dispose of said property, or lease the same, in the manner provided by law for the disposition and sale of property of counties..." This item requests that the Board adopt a resolution making such a determination.

After adoption of the resolution, Water Agency staff will notify appropriate state and local agencies of the Board's determination as required by Sections 54222 and 54226 of the Government Code. These sections require the Water Agency to offer the Property to affordable housing and park/open space agencies and allow these agencies an opportunity to purchase the Property at its fair market value. The appropriate state and local agencies have 60 days from receipt of the Water Agency's notification to respond with their intention to purchase the Property from the Water Agency. After the Water Agency receives notice from the party intending to purchase the Property, the Water Agency will enter into good faith negotiations with the party, for a period of not less than 60 days, to determine a mutually satisfactory sales price. If the Water Agency and the respective state or local agency reaches agreement for sale of the Property, the Water Agency will present to the Board an agenda item for sale of the Property to the respective state or local agency.

If no such agencies respond, or if negotiations with any responding agencies do not produce an agreement to sell the Property, the Water Agency will present to the Board an agenda item requesting adoption of a resolution setting the terms and conditions of sale, in accordance with Government Code Section 25526.

The General Manager has determined that the resolution at issue is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15312 (Surplus Government Property Sales), because the Property is no longer necessary for the operation of the Water Agency, and is not in an area of statewide, regional, or area-wide concern as identified in CEQA Guidelines Section 152206(b)(4). Water Agency staff has prepared a Notice of Exemption (on file with the Clerk). The proposed disposition of the Property also meets all the requirements of Government Code Section 65402 for consistency with the City's General Plan.

**Prior Board Actions:**

02/06/2001: 01-0168 Concurrent Resolution of the Board of Supervisors of County of Sonoma and Board of Directors of Sonoma County Water Agency approving settlement of Zmarzly versus County of Sonoma and Sonoma County Water Agency.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

This item supports the county goal of Economic and Environmental Stewardship by returning land not needed by the Water Agency for economic development by the community.

Water Agency Flood Control Goals and Strategies, Goal 1: Maintain, operate, and modify flood protection facilities to meet current and future public needs.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 10,000	Water Agency Gen Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 10,000
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 10,000</b>	<b>Total Sources</b>	<b>\$ 10,000</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The cost to process the surplus property sale is estimated to be approximately \$10,000. The cost has been budgeted in the Facilities Fund.

<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Resolution Map A1			
<b>Related Items “On File” with the Clerk of the Board:</b>			
Notice of Exemption			

pa\\S:\Agenda\ROW\2015\05-12-2015 WA Hewett Street  
Property\_summ.docm

ROW/330 Hewett Street/Surplus Property/1-9072-4 /File ID 5323





County of Sonoma  
State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_



4/5 Vote Required

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**RESOLUTION OF THE BOARD OF DIRECTORS OF SONOMA COUNTY WATER AGENCY AUTHORIZING THE GENERAL MANAGER TO EXECUTE DOCUMENTS AND TAKE OTHER ACTIONS NECESSARY TO OBTAIN A LOT LINE ADJUSTMENT BETWEEN TWO WATER AGENCY PARCELS; AND, SUBJECT TO COMPLETION OF THE LOT LINE ADJUSTMENT, DECLARING CERTAIN REAL PROPERTY SURPLUS, AUTHORIZING THE GENERAL MANAGER TO NOTIFY STATE AND LOCAL AGENCIES OF SAID DECLARATION; AND AUTHORIZING THE GENERAL MANAGER TO FILE A NOTICE OF EXEMPTION IN ACCORDANCE WITH THE CALIFORNIA ENVIRONMENTAL QUALITY ACT. (4/5 VOTE REQUIRED).**

**Whereas,** the Sonoma County Water Agency (Water Agency) acquired property located at 330 Hewett Street in Santa Rosa as a settlement to litigation related to elevated levels of lead in soil and has completed an environmental study to locate and determine any health risks associated with the elevated levels of lead in soil; and

**Whereas,** the environmental study determined that adjustment of the lot line to segregate the portion of the property with elevated lead levels from the residential portion of the property would result in the property being suitable for residential use; and

**Whereas,** subject to completion of the lot line adjustment, the residential portion of the property is no longer necessary to be retained for the uses and purposes of the Water Agency; and

**Whereas,** the General Manager has determined that the proposed lot line adjustment and surplus sale of the property is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15312 (Surplus Government Property Sales) because the property is no longer necessary for the operations of the Water Agency and the parcel to be sold is not in an area of statewide, regional, or area-wide concern as identified in CEQA Guidelines Section 15206(b)(4); and

**Whereas,** the Water Agency has prepared a Notice of Exemption for the surplus of real property in accordance with CEQA, the State CEQA guidelines, and the District's Procedures for the Implementation of CEQA.

Resolution #

Date:

Page 2

**Now, Therefore, Be It Resolved** that the Board of Directors of the Sonoma County Water Agency hereby finds, determines, and declares as follows:

1. The above recitals are true and correct.
2. The General Manager is hereby authorized and directed to execute such documents and to take such other actions as are necessary to obtain a lot line adjustment between the two Sonoma County Water Agency Parcels identified by the Sonoma County Assessor's Office as Assessor Parcel Numbers 010-700-013 and 010-700-014 from the City of Santa Rosa.
3. Subject to completion of the lot line adjustment and in accordance with Section 9 of the Sonoma County Water Agency's enabling act and Government Code Section 25526, it is hereby found and determined that the property comprising the remaining residential portion of Assessor's Parcel Number 010-700-014 is no longer necessary to be retained for the uses and purposes of the Sonoma County Water Agency, has a current appraised market value of \$750,000, and is hereby declared surplus.
4. The General Manager of the Sonoma County Water Agency is hereby authorized and directed to notify the City of Santa Rosa Recreation and Parks Department, the Sonoma County Regional Parks Department, the City of Santa Rosa Economic Development and Housing Department, the Sonoma County Community Development Commission, and the State Resources Agency of the District's intention to dispose of said surplus property and to offer such properties for sale to these entities at the market value of \$750,000 in conformance with Government Code Title 5, Division 2, Part 1, Chapter 5, Article 8, Sections 54222 and 54226, of the State of California.
5. The General Manager of the Sonoma County Water Agency is hereby authorized and directed to file the Notice of Exemption with the Sonoma County Clerk in accordance with provisions of the California Environmental Quality Act.

**Directors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

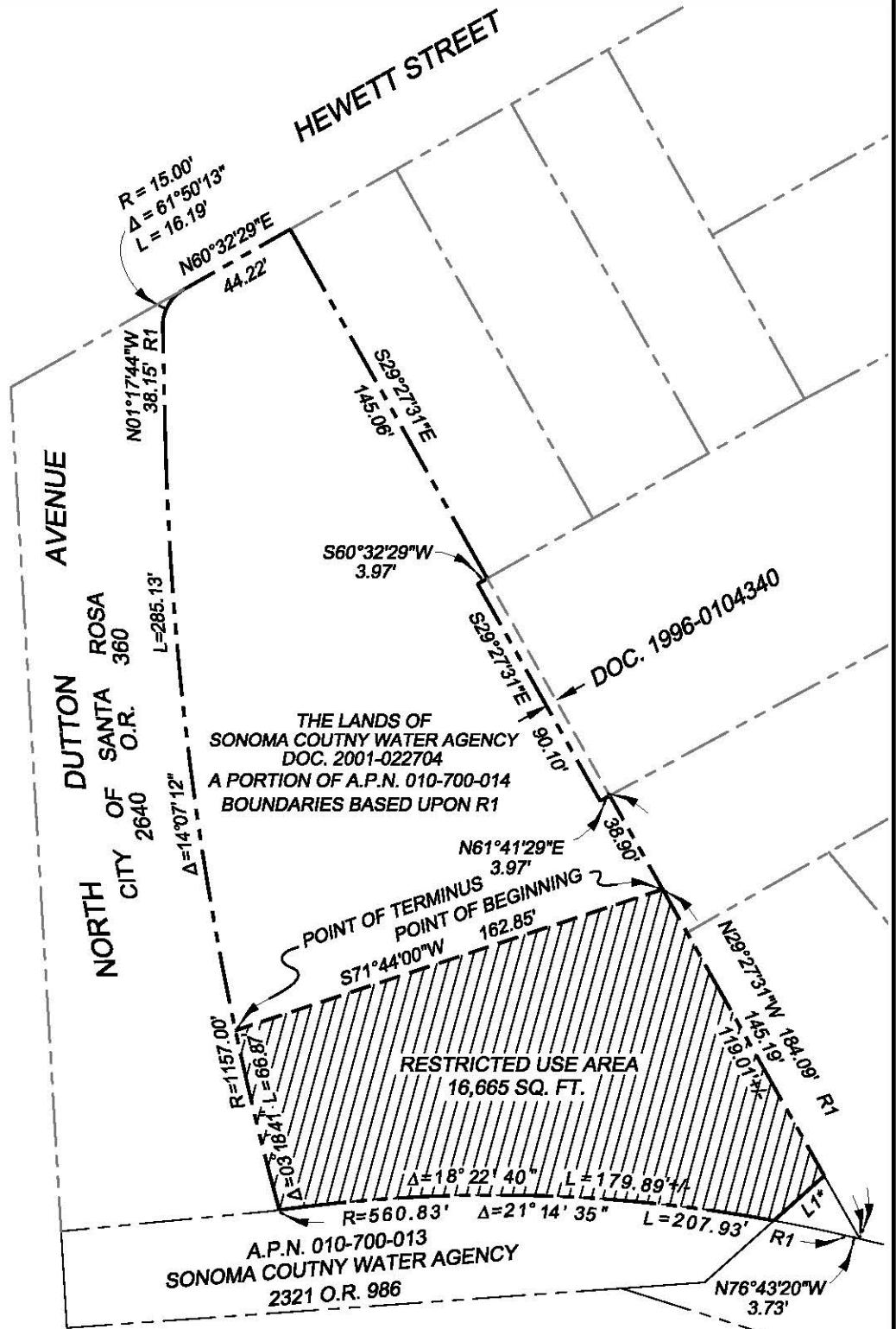
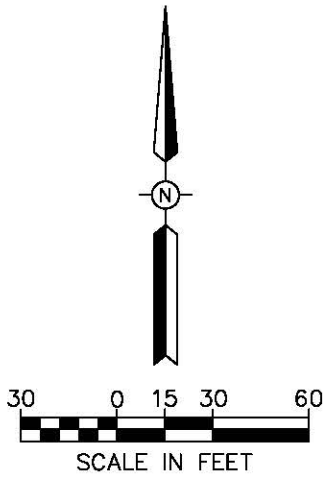
Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



**LEGEND**

- PARCEL BOUNDARIES
- BOUNDARY: RESTRICTED USE AREA
- R1 RECORD OF SURVEY 372 MAPS 40

..\\SD-Data\\Survey\\Land Projects\\Hewett St. Project - Snata Rosa Creek PN3624\\dwg\\Exhibit A-1.dwg



REVISIONS		
REV.	DATE	BY

Flood Protection Zone 1A

**EXHIBIT A-1**

330 Hewett Street, Santa Rosa

Restricted Use Area

PROJECT/TASK:	3624-05
DATE :	11/16/10
DRAWN BY:	
CHECKED BY:	JM
SHEET NO.	1 OF 1



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 8  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Directors, Sonoma County Water Agency

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sonoma County Water Agency

**Staff Name and Phone Number:**

Brad Sherwood 547-1927

**Supervisorial District(s):**

All

**Title:** Water Efficiency Display Booth

### **Recommended Actions:**

Authorize Chair to execute an agreement with BANG! Creative Inc. to provide design and fabrication services for a water efficiency display booth for the amount of \$81,281, agreement terminates on September 30, 2015.

### **Executive Summary:**

#### HISTORY OF ITEM/BACKGROUND

Sonoma County Water Agency (Water Agency) operates and maintains a water supply and transmission system that provides water to eight local water utilities including Cotati, Petaluma, Rohnert Park, Santa Rosa, Sonoma, Windsor, North Marin Water District, and Valley of the Moon Water District, in addition to providing supplemental water to Marin Municipal Water District. The Sonoma-Marin Saving Water Partnership (Partnership) represents these 10 water utilities (Partners).

Each member of the Partnership is a signatory to the California Urban Water Conservation Council Memorandum of Understanding, which was created to assist in increasing water conservation statewide. As signatories to the Memorandum of Understanding, the Partners have pledged good faith effort towards implementing Best Management Practices identified in the Memorandum of Understanding.

The Partners recognize that establishing common water conservation projects on a regional basis that are applicable across the political and jurisdictional boundaries of each party may be a cost-effective means of conserving more water than would otherwise be conserved on an individual agency-by-agency basis. As part of this effort, the water conservation display booth will educate the general public about water saving measures and devices for both inside and outside their homes, such as switching to water-efficient fixtures, utilizing front loading washing machines, and converting lawn to water-efficient landscape with native plants. The booth will be displayed at community outreach events and activities, such as the Sonoma County Fair. In addition, the booth may be displayed year-round at various public

access locations such as malls or government offices. Similar booths have been created for the State Department of Water Resources for community outreach purposes and have received positive responses from the public. A similar booth tailored for the Partnership will help increase awareness and outreach of ongoing drought and wise water use messaging. The Partnership does not currently have a community outreach booth and has shown great interest in having such a booth to increase water awareness.

The cost of the booth will be covered by the Water Conservation Budget with funds contributed from Partnership members.

**SELECTION PROCESS**

The County Purchasing Department posted a Request for Proposals on January 6, 2015, on the County’s website. Proposals were received from Steel Love Design, Santa Rosa, California; Eloquent-U Marketing Solutions, Santa Rosa, California; and BANG! Creative Inc., Vista California. The Proposals were evaluated and BANG! Creative Inc. (Consultant) was selected because of its experience creating a water conservation display booth for the Department of Water Resources. Consultant had the most experience designing and fabricating custom displays, while also working within Adults with Disability Act requirements. Consultant’s experience, along with the concept proposed, was the best fit for Sonoma-Marin Saving Water Partnership’s water conservation message.

**SERVICES TO BE PERFORMED**

Under the proposed agreement, the Consultant will design, fabricate, and assist in the assembly at the fairgrounds of a water efficiency display booth. The booth will include interactive components, as well as bathroom, kitchen, and laundry interactive features and demonstrations.

The cost of services will not exceed \$81,281; the term end date is September 30, 2015.

**Prior Board Actions:**

None.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

The work meets this goal by helping to create a community where local governments, business, and residents value and use resources.

Water Agency Organizational Goals and Strategies, Goal 3: Increase outreach to community and employees

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$ 81,281	Water Agency Gen Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 81,281
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 81,281</b>	<b>Total Sources</b>	<b>\$ 81,281</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Budgeted amount of \$81,281 is available from FY 2014/2015 appropriations for the Water Conservation fund. No additional appropriation is required.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

**Attachments:**

**Related Items "On File" with the Clerk of the Board:**

Agreement (4 copies)

nw\\S:\Agenda\agrees\05-12-2015 WA Water Efficiency Display Booth\_summ.docm

CF/40-0-21 BANG! Creative, Inc. (Agree for Design and Fabrication of Water Efficiency Display Booth) TW 14/15-103 (ID 5291)



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 9  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of the County of Sonoma

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors / Medical Marijuana Ad Hoc Committee

**Staff Name and Phone Number:**

Veronica Ferguson, County Administrator  
(707) 565-2588

**Supervisorial District(s):**

All

**Title:** North Coast Counties Marijuana Policy Statement

### **Recommended Actions:**

Approve the Medical Marijuana Ad Hoc Committee recommended North Coast Counties Marijuana Policy Statement, consistent with the adopted 2015 Legislative Platform, and direct staff to incorporate into the Legislative Platform by reference.

### **Executive Summary:**

This item seeks Board approval of a recommendation by the Medical Marijuana Ad Hoc Committee with respect to a policy statement developed in conjunction with Supervisors and staff representatives from the counties of Del Norte, Humboldt, Lake, Mendocino and Trinity. This policy statement is consistent with the Sonoma County 2015 Legislative Platform and further addresses marijuana issues and concerns shared to varying degrees by all these counties. The Ad Hoc Committee recommends approval of the policy statement in the hopes that it will help inform the Legislature about these shared concerns. Further, the Ad Hoc Committee recommends incorporating the policy statement by reference in the Sonoma County 2015 Legislative Platform.

In December 2014, the Board established an Ad Hoc Committee comprised of Supervisors Rabbitt and Goren to address issues related to medical marijuana including cultivation, stakeholder communications and coordination with other counties with shared concerns should legal uses of marijuana be expanded.

Over the past six months, the North Coast Counties of Sonoma, Del Norte, Humboldt, Lake, Mendocino and Trinity have been informally discussing the possible impacts of legalized cannabis on the economies, the environment and public safety. With a desire to coordinate a larger discussion and possible action, a small group of supervisors and CAOs decided to move forward with a regional summit to share information and ideas and if possible, develop a unified regional public statement.

On March 5, 2015, the North Coast regional summit on the Economic Impacts of Legalized Cannabis was held at the City of Santa Rosa Utilities Field Operations Center. The goal of the Summit was to develop a regional

and unified position statement to help shape state legislation in order to influence cannabis policy and potential legalization with appropriate local control. Supervisors and Chief Administrative officers (CAOs) attended from each of the North Coast Counties, including Sonoma County Marijuana Ad Hoc Committee Members Chairwoman Susan Gorin and Supervisor David Rabbitt. In addition, legislative representatives, California State Association of Counties, Rural County Representatives of California and county staff participated in the summit.

Guest speakers at the event included:

- David Baumgarten, Esq., from Gunnison County, Colorado: Keynote presentation entitled, “Lessons Learned: A Colorado Attorney Perspective Regarding Legalization Recreational Marijuana.”
- Assemblyman Jim Wood, 2<sup>nd</sup> District: Update on Assembly Bill 243
- Representatives from California State Association of Counties (CSAC), Rural County Representatives of California (RCRC) and legislative advocacy firm Shaw/Yoder/Antwih, Inc. provided updates on marijuana-related legislation.

The majority of the day was spent in breakout groups and a roundtable discussion between the Supervisors from the participating counties. While the primary focus of the Summit was on potential economic impacts to the region, participants also discussed important impacts on local governments that need to be addressed in a regulatory framework. Breakout group topics consisted of the policy areas of local control, revenue and taxation, environment and economics.

The results from the breakout groups were compiled to craft a working outline for a regional policy statement. Subsequent to the Summit, the Supervisors and CAOs have collaborated repeatedly to create a uniform policy statement that reflects the priorities identified through the event. Comments and feedback were solicited and incorporated into the development of the statement from the entire group of Supervisors, CAOs and the larger participant group. On April 22, 2015 the group of Supervisors approved a final North Coast Counties Marijuana Policy Statement. Adoption of a unified regional statement provides the opportunity for counties to come together and influence the state legislative process to protect, support and enhance our economies, environment and quality of life, while retaining local control. The North Coast Counties Marijuana Policy Statement will go before each County’s respective board in May for possible adoption as a companion statement to the individual Board of Supervisors Legislative platforms on Marijuana, coupled with the marijuana platforms from CSAC and RCRC. Upon regional adoption the Policy Statement will be sent to CSAC, RCRC and all rural counties for consideration.

At a future date, the Marijuana Ad Hoc Committee will be presenting a proposed charter and plans to address the other portions of the Committee’s scope of work but recommend bringing this policy statement forward now in order to provide support for these shared concerns with the other counties as the CSAC Legislative Conference at the end of this month. The Ad Hoc Committee feels that while the policy statement is consistent with the approved 2015 Legislative Platform, the statement should be incorporated by reference in the platform for ease of future use.

**Prior Board Actions:**

10/28/2014: Formation of the Marijuana Ad Hoc Committee



<b>Strategic Plan Alignment</b> Goal 1: Safe, Healthy, and Caring Community			
The work of the Marijuana Ad Hoc Committee focuses on addressing the safety, health, environmental and economic impacts of marijuana, aligning it with both the Safe, Healthy & Caring Community goal and the Economic & Environmental Stewardship goal of the Strategic Plan.			
<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
Policy adoption only; no anticipated fiscal impacts.			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Proposed North Coast Counties Marijuana Policy Statement			
<b>Related Items "On File" with the Clerk of the Board:</b>			



## North Coast Counties Marijuana Policy Statement

### **Preamble**

North Coast Counties have unique insight into the significant problems and opportunities posed by statewide regulation and potential legalization of adult recreational use of marijuana. Inconsistent State and Federal laws and existing ambiguities in State law have caused significant economic, environmental, and public safety impacts to North Coast Counties related to the cultivation and distribution of marijuana. We strongly encourage the adoption of comprehensive State marijuana policies that will protect local communities and governments and also respect local control.

There is a need for certain and uniform state regulation while at the same time allowing local governments the flexibility to address individual community needs. State regulation should set clear minimum guidelines and should expressly not preempt local government control. State law and policy should reflect the basic reality that economic effects, environmental impacts, and community sensitivity vary widely from rural to urban areas and from one area to another, and have a direct impact on local quality of life. It is imperative that counties retain local control to address impacts appropriately from rural to urban communities.

### **Policy Statements**

#### **I. Local Control**

- State leadership is critical to provide a comprehensive regulatory framework which clearly delineates the roles of local and state government.
- Minimum statewide standards on a range of issues including licensing, safety, accounting, state taxation, cultivation standards, distribution and consumer standards should be developed with local input.
- A statewide regulatory program must explicitly preserve the right of local jurisdictions to regulate items of local concern including authority to: issue business licenses and impose local taxes to produce funding streams to fully cover local costs; to enact land use regulations; and to enact other restrictions applicable to the cultivation, distribution, and sale of marijuana based on a local governing body's determination of local needs.
- Existing local authority to regulate or prohibit the indoor or outdoor cultivation of marijuana and the establishment of dispensaries in certain areas must be explicitly preserved.
- The right of local jurisdictions to provide for the health, safety and welfare of their constituents must be respected within an overall state regulatory framework.

#### **II. Revenue & Taxation**

- Counties must have the ability to impose fees and fines to recover direct costs of local regulation and code enforcement with respect to all aspects of marijuana cultivation, sales and distribution.
- Counties must have the option to adopt local excise and sales taxes to recover enforcement, environmental and other costs, subject to uniform statewide tax cap limits.

- State and local marijuana related excise and sales tax limits must be set at a level that does not discourage transition to a regulated market.
- Counties must be granted flexibility to further incentivize the transition to a regulated market, for instance, by deferring full imposition of the adopted local tax structure.
- Marijuana, no matter its use (medical or recreational), must be subject to state and local taxation in the same manner and at the same level in order to provide regulatory certainty and avoid the difficulties inherent in establishing a dual system of administration.

### III. **Environmental Protection**

- Environmental protection and remediation shall be paramount in any regulatory and/or funding framework.
- Best management practices must be developed and adopted.
- Current environmental enforcement should remain the responsibility of existing regulatory agencies.
- Adequate and flexible enforcement tools must be available to local jurisdictions, including the availability of incentives to encourage responsible environmental practices.
- Counties must receive adequate funding from the state to compensate for local environmental enforcement and remediation including legacy impacts.

### IV. **Economics**

- Legalization of marijuana for adult recreational use will have economic implications for North Coast Counties. To mitigate negative effects, the state must allocate a portion of state revenue to assist counties.
- A statewide regulatory program must provide economic development assistance including job training to help North Coast counties of origin successfully rebuild their traditional resource based economies while transitioning to a fully regulated legalized marijuana industry.
- State leadership is also necessary to address larger education and research programs beyond the purview of individual counties. Much like tobacco, the state must allocate funds to implement research, education and prevention programs, particularly for youth, to mitigate marijuana abuse and dependence.
- To ensure that counties can differentiate their products in the marketplace a statewide chain of custody certification program is needed to allow local branding that highlights regional strains, sustainable environmental practices, responsible processing, and ethical business behavior. Chain of custody certification will increase value to local producers and encourage consumers to make responsible purchasing decisions.

### **Conclusion**

North Coast Counties support a comprehensive state regulatory framework that explicitly preserves existing local control, while protecting the environment, local economies and quality of life. We welcome the opportunity to provide additional language and information that supports these policy concepts.



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 10  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors, County of Sonoma

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Fire and Emergency Services

**Staff Name and Phone Number:**

Al Terrell / 565-1152

**Supervisorial District(s):**

All

**Title:** Update on the Drought Response and Extension of Proclamation of Local Emergency Due to Drought Conditions

### **Recommended Actions:**

Accept an update on drought response in Sonoma County

Adopt a 30 Day extension of the Resolution proclaiming a drought emergency in Sonoma County.

### **Executive Summary:**

California is entering the fourth year of the worst drought in recorded history. It has been a string of record-setting events, with record-low precipitation in 2013, and record-high temperatures in the winter of 2014-15 leading to record-low snow pack in the Sierra Nevada mountains. Responding, the Governor has signed the most comprehensive water legislation in a century and has ordered a statewide 25% reduction in urban water usage. Ninety-three percent of the state, including Sonoma County, is in "Severe Drought" or worse according to the United States Drought Monitor. With climate change making a boom-or-bust precipitation model more likely in the future, it is feared that the new normal will include responding to the challenge of drought. Sonoma County is responding to this challenge well.

### **Conditions in Sonoma County**

While nearly all of California is in drought, the whole state has not been affected equally. Much of the state relies on mountain snowpack for its summer water, but Sonoma County is reliant on rainfall to fill its reservoirs and recharge its aquifers. As of April 26, rainfall for the current water year stands at 23.51 inches in Santa Rosa, or 82 percent of normal. For Ukiah, near Lake Mendocino, rainfall is 73 percent of normal. For residents who rely on well water, there may be significant variation in how current conditions affect water availability. Most residents of the county rely on water stored in the major reservoirs to supply water during the summer. As of April 27, 2015, storage in Lake Mendocino is 59,300 acre feet, or 69 percent of the target water supply curve (because Lake Mendocino's water supply pool changes during the year, it is best to think about its capacity in comparison to where it should be at a given point), and Lake Sonoma is at 213,292 acre feet, or 78 percent of the target water supply curve. While these levels are well below normal, they are significantly better than last year at this time, and constitute a significant reserve of water. In order to ensure that this

supply lasts, on April 21 the Water Agency filed a new Temporary Urgency Change Petition with the State Water Resource Control Board to lower required flows in the Russian River from May 1 to October 27, 2015.

### **State Restrictions**

Regulations from the State Water Board in response to the Governor's order call on Sonoma County's nine urban water suppliers (those that supply more than 3,000 customers with water or produce more than 3,000 acre-feet of water annually) to reduce total usage by between 16 and 28 percent from 2013 levels. The levels are set based on per capita residential water usage from July to September of 2014. This allows for suppliers to get credit for savings that they have already implemented. Smaller water suppliers in the county, as well as commercial, industrial, and institutional users with private supplies, are required to reduce water by 25 percent or restrict outdoor irrigation to two days per week. Water retailers will be responsible for ensuring that these goals are reached. Homeowners with private wells are not required to reduce water usage by a specific percentage; however they are covered by individual prohibitions that affect all residents. Prohibited activities include:

- Using potable water to wash sidewalks and driveways (unless needed to address a health or safety need);
- Allowing runoff when irrigating with potable water;
- Using hoses with no shutoff nozzles to wash cars;
- Using potable water in decorative water features that do not recirculate the water;
- Irrigating outdoors during and within 48 hours following measureable rainfall;
- Irrigation with potable water of ornamental turf on public street; and
- Irrigation with potable water outside of newly constructed homes and buildings in a manner inconsistent with regulations or other requirements established by California Building Standards Commission.

In addition to these restrictions, restaurants are required to serve water to their customers only if it is requested, and hotels and motels must offer their guests the option to not have their linens and towels laundered daily.

Property owners that violate these specific prohibitions can be fined up to \$500 per day, although nearly all implementing agencies have used fines as a last resort. The State Water Board can issue informational orders, conservation orders, or cease and desist orders to water suppliers who do not meet their conservation standards. Suppliers that violate cease and desist orders are subject to a civil liability of up to \$10,000 per day, giving strong incentive for suppliers to meet required reductions.

### **Sonoma County Responds - Residential and Business**

Sonoma County suppliers are well on the way to meeting the required reductions. Two suppliers, Santa Rosa and Redwood Valley, have already surpassed their required standards in 2014. All achieved more than half the required reductions. Between the nine urban suppliers in Sonoma County and North Marin Water District (which also purchases water from the Sonoma County Water Agency), water usage will need to cut less than 3% from total 2014 usage. This does not mean that local users can relax their conservation, however. There is never enough water to waste. Cities and water districts in the region are all developing localized programs, incentives and rebates to support their customers in achieving these reduction goals. This approach of providing support and education has proven to be effective across the region. In addition to the individual efforts, six cities, three water districts, and the Water Agency have provided funding to join forces in providing region wide outreach and education through the Sonoma-Marin Water Savings Partnership (Partnership). Members include the Cities of Cotati, Petaluma, Rohnert Park, Santa Rosa, and Sonoma; the Town of Windsor,

The Marin Municipal, North Marin, and Valley of the Moon Water Districts; and the Water Agency. The Partnership has rolled out an aggressive multi-media drought campaign to promote drought awareness effort and will work in concert with each city's efforts. Through the Partnership, the regional "There's A Drought On. Turn the Water Off." multimedia campaign, resulted in a 16% reduction in water use region wide in 2014.

Some examples of programs and incentives cities are offering their customers to help reach their goals include:

- Rebates for water saving fixtures, low water-use landscapes, and efficiency measures
- Free water audits by water-use efficiency experts
- Free water saving devices (e.g. high efficiency showerheads, aerators, leak detection kits)
- Free "How-to" workshops for rainwater harvesting, graywater reuse, and low water-use landscape transformations
- Free weekly watering recommendations

In addition, County Energy and Sustainability Programs are working directly with residential and business customers on water use reduction measures: (a) the financing provided through Property Assessed Clean Energy (PACE) assessments, including the Sonoma County Energy Independence Program product, have facilitated over 69 improvement projects; (b) the Pay-As-You-Save program operated for the Town of Windsor has saved over 7,569,860 gallons, or 23 acre feet of water; and (c) the Green Business Program projects over 2 million gallons of water saved as a result of the certification process. Electric fan crop frost protection equipment, replacing irrigation methods, has been added as an eligible improvement for PACE financing.

### **Sonoma County Responds – Agriculture**

The spirit of reductions is not limited to the urban suppliers. Agricultural users in Sonoma County have been at the forefront of reducing water usage. Agricultural producers have taken advantage of 10 separate meetings sponsored by the Sonoma County Winegrape Commission on water conservation practices for wineries and vineyards. These meetings have been well attended with a total of more than 1100 growers participating. The use of water for frost protection during a frost event has been substantially reduced by the installation of wind machines for frost protection throughout the county. In the past 2-3 years, nearly 200 wind machines have been installed in vineyards throughout the county, and growers rented 50 wind machines for use in vineyards in 2015. In addition to the increase in wind machines, growers are using a new high tech weather monitoring system supported by NOAA to more accurately predict frost events and facilitate better water management.

With regard to irrigation, some growers are "dry farming" their vineyards where appropriate while others are practicing "deficit irrigation" by closely monitoring the water needs of the vines with sophisticated techniques and only applying water as necessary.

The County has played an active role in this work as well. The Department of Agriculture has initiated the crop loss survey to assess damages to field crops that rely on rainwater such as hay, silage, pasture and rangeland. The results of the survey will be shared with the USDA Farm Services Agency so that they may determine the appropriate levels of reimbursements for growers in their programs. Sonoma County has already received a Disaster Designation from USDA based on the Drought Monitor. The University of California Cooperative Extension is also working with the agricultural community, and has created a website focused on ways that farmers can cut their water usage as well as working with the community through workshops and one-on-one interactions.

### **Sonoma County Responds – Planning and Conservation**

The Permit and Resource Management Department (PRMD) is actively implementing low water usage solutions into the permitting and planning process. It does this both through regulation, such as implementing the Water Efficient Landscape Ordinance that requires landscape water budgets, irrigation design, and irrigation scheduling for most new or rehabilitated commercial, industrial, and residential uses requiring a building permit, grading permit, or design review and adding a “water conservation condition” to discretionary approvals that requires submittal of a Water Conservation Plan prior to issuance of a building permit to ensure that all feasible measures are taken to reduce water demand and enhance water resource recovery. It also prioritizes Low Impact Development features that features in the design review process to encourage groundwater recharge and improve water quality.

This focus on groundwater is another area where Sonoma County is a leader. In the Sonoma Valley and Santa Rosa Plain, voluntary Groundwater Management Plans are already in place to encourage the sustainable use of groundwater. These collaborative plans put the County in an excellent position for implementation of the Sustainable Groundwater Management Act, which will require plans to sustainably manage major basins to be in place by 2022.

One aspect that will enable this drive is the long-term commitment to preserving open space and agricultural land and to limit urban sprawl. By preserving critical recharge areas, the Agricultural Preservation and Open Space District, land trusts, and other groups are helping keep Sonoma County’s groundwater healthy, which will assist in reaching sustainability in these crucial water sources.

Beyond the shortage of water, the drought leads to an increased risk of wildland fires. Dry conditions place both the natural beauty of the county and the lives and homes of its citizens at risk. In order to mitigate this risk, Sonoma County Fire and Emergency Services inaugurated a free curbside chipper program in 2014. The program chipped more than 16,000 cubic yards at 131 sites in 2014, and is staffing up to begin chipping again in 2015 with a goal of more than doubling these numbers. In addition to working with homeowners to create 100-foot defensible spaces around their houses, the Fire and Emergency Services will also work with Regional Parks to reduce fuel loads on parklands.

### **Sonoma County Responds – Operations**

In addition to working with its partners, County departments have been striving to reduce water usage in our facilities and operations and influence conservation among employees and customers that frequent our offices. General Services reports that a recent project in the Administration building installing flush and sink valves reduced water use by over 12%. Monitoring utility bills and water use at all County facilities on a regular basis resulted in identifying and repairing a significant leak at Chanate Hospital saving over 6,000 gallons a day. Water reduction measures have been incorporated into all remodel projects where applicable. In addition, Regional Parks has reduced irrigation on athletic fields by 25%, reduced or eliminated irrigation of other landscapes, and continues to upgrade restroom fixtures to reduce water usage. Other departments and agencies are taking similar steps, and General Services is proposing a workgroup of all agencies that manage facilities to share best practices and encourage water conservation throughout county facilities.

The Board of Supervisors proclaimed a local emergency due to drought conditions at the February 25, 2014, Board meeting. That resolution covers the entire Sonoma County (County) Operational Area, including all nine cities and special districts. It has been renewed every 30 days since then. Based upon current conditions, staff recommends another 30 day extension to the proclamation of local emergency due to drought conditions.

The current drought has presented a great challenge to the California and to Sonoma County. In response, the people, businesses, County Departments and Agencies, and other local governments have stepped up efforts to save water in the present, understand what nature is likely to bring in the future, and plan for how best to use this precious resource going forward. They have done this through determination, innovation, and most of all inter-governmental and cross-agency collaboration.

**Requested Actions**

The Board of Supervisors are asked to accept this update on Sonoma County’s response to the drought, including an overview of current conditions, current activities, and new measures being taken to respond to the conditions. In addition, the Board is asked to extend the local state of emergency related to the drought by an additional 30 days.

**Prior Board Actions:**

02/25/2014: Proclamation of a local emergency due to drought conditions; Extensions have been filed every 30 days since.

04/14/2015: Renewal of Drought Emergency.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

The recommended actions support the conservation of vital resources necessary for the health, safety, and continued economic growth of the County and its citizens.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ -0-	County General Fund	\$ -0-
Add Appropriations Req'd.	\$ -0-	State/Federal	\$ -0-
	\$	Fees/Other	\$ -0-
	\$	Use of Fund Balance	\$ -0-
	\$	Contingencies	\$ -0-
	\$		\$
<b>Total Expenditure</b>	<b>\$ -0-</b>	<b>Total Sources</b>	<b>\$ -0-</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

No specific budget action is requested through this item. Costs associated with emergency response planning and activity, including costs associated with staffing the Emergency Operations Center, requesting mutual aide, and other necessary measures are being tracked through the County’s financial system.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)
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**Narrative Explanation of Staffing Impacts (If Required):**

None.



<b>Attachments:</b>
Resolution (A1)
<b>Related Items "On File" with the Clerk of the Board:</b>
None.

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# County of Sonoma

## State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_  
Resolution Number: \_\_\_\_\_

Santa Rosa, CA 95403

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Extending A Proclamation Of Local Emergency Due To Drought Conditions In The County Of Sonoma And Requesting Immediate State and Federal Assistance. (All Districts)**

**Whereas**, the State of California continues to experience severe drought conditions due to the lack of rainfall, including one of the driest years in recorded history; and

**Whereas**, on January 17, 2014, the Governor of the State of California proclaimed a State of Emergency for the State of California due to drought conditions; and

**Whereas**, on January 24, 2014, the United States Department of Agriculture designated the County of Sonoma, along with many other California counties, a natural disaster area due to drought; and

**Whereas**, the adverse environmental, economic, health, welfare and social impacts of the drought pose an imminent threat of disaster and threaten to cause widespread potential harm to people, businesses, agriculture, property, communities, wildlife and recreation in the County of Sonoma; and

**Whereas**, local water storage capacity remains below average for the year to date as dry conditions persist; and

**Whereas**, Section 8630, Article 14 of the California Emergency Services Act requires that Board of Supervisors of the County of Sonoma review, at least every 30 days until such local emergency is terminated, the need for continuing the local emergency; and

**Whereas**, a period of local emergency presently exists in the County of Sonoma in accordance with the proclamation thereof by the Board of Supervisors on the 25th day of February, 2014, as a result of persistent drought conditions; and

**Whereas**, the Board of Supervisors of the County of Sonoma has reviewed the need to continue the existence of this local emergency.

**Now, Therefore, Be It Resolved** by Board of Supervisors of the County of Sonoma, State of California, as follows:

**It Is Proclaimed and Ordered**, pursuant to Government Code section 8558 and Chapter 10 of the Sonoma County Code, that a local emergency has existed throughout the County of Sonoma because of drought conditions since January 17, 2014; and

**It Is Further Proclaimed and Ordered**, that during the existence of this local emergency, the powers, functions and duties of the Director of Emergency Services and the emergency management organization of the Sonoma County Operational Area shall be those prescribed by Federal law; State law; by ordinances, resolutions and the Code of the County of Sonoma; and by the Sonoma County/Operational Area Emergency Operations Plan approved the Board of Supervisors; and

**It Is Requested** that the Governor of the State of California waive regulations that may hinder response and recovery efforts, make available California Disaster Assistance Act funding for the State of Emergency proclaimed on January 17, 2014, and seek all available forms of Federal disaster assistance and relief programs, to include a Presidential Declaration of Emergency; and

**Be It Further Resolved** pursuant to Government Code section 8630, the Board of Supervisors shall review the need for continuing this local emergency at least once every 30 days until the Board of Supervisors terminates the local emergency; and

**Be It Further Resolved** that a copy of this extension of the emergency proclamation be forwarded to the State Director of the Office of Emergency Services and all State and Federal legislators representing the County of Sonoma.

**Supervisors:**

Rabbitt:	Zane:	Gore:	Carrillo:	Gorin:
Ayes:	Noes:	Absent:	Abstain:	

**So Ordered.**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 11  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** General Services Purchasing Division

**Staff Name and Phone Number:**

Linda Rodecap: 707 565-2433  
Tammy Curtis: 707-565-2433

**Supervisorial District(s):**

All

**Title:** Fire Suppression Systems Services

### **Recommended Actions:**

Authorize Purchasing Agent to issue a Blanket Purchase Order (BPO) and execute Professional Services Agreement with Sabah International to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.

Authorize Purchasing Agent to issue a BPO and execute Professional Services Agreement with Santa Rosa Fire Equipment to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.

Authorize Purchasing Agent to issue a BPO and execute Professional Services Agreement with Slembrouck-Many, to provide fire suppression equipment servicing for a period of one year with the option to extend the agreements for an additional four years at the County's sole discretion.

### **Executive Summary:**

General Services is requesting the Board of Supervisors to authorize Purchasing Agent to approve contracts of Fire Suppressions Systems Services to service our fire alarms and fire sprinklers, clean our stove hoods, and provide other fire prevention services. The department has negotiated contracts for each of the following vendors: Sabah International, Santa Rosa Fire Equipment and Slembrouck-Many. The contracts will result in the issuance of Blanket Purchase Orders. In addition to general Fire Suppression Systems maintenance and services, systems continue to be replaced with updated more complex systems. Additionally we have acquired more buildings including the old Sutter Hospital which we anticipate will require some maintenance and service.

**Background**

The County of Sonoma General Services uses Fire Suppression Services to maintain, install and monitor all Fire Suppression related items in County owned buildings. In the past Facilities Development and Management has had a Blanket Purchase order with Santa Rosa Fire Equipment Services and Sabah International while requesting individual purchase orders for Slembrouck-Many's services. In the past Santa Rosa Fire Equipment Services was the only vendor who could service our systems. Currently there are three vendors available in this service area. Each of these vendors have unique services we utilize for our fire alarms, fire sprinklers, hood cleaning, fire prevention services.

A Bid Solicitation was sent to ten (10) vendors requesting Fire Suppression System Services from vendors who could monitor, service our equipment and provide emergency response for our Fire Suppression Alarms and Sprinklers. Three (3) vendors responded to bid. Due to specializations of each vendor and the different systems used throughout the county, it is necessary to obtain agreements with multiple vendors.

Santa Rosa Fires Services Sabah services Fire Alarm Systems and testing of fire alarm systems and cleans hoods, and services our Fire extinguishers thorough out the county. They were the only vendor to respond to fire Extinguisher services. Slembrouck-Many installs and services Notifier Alarm systems which are used in MADF and NCDF, they are the only authorized vendor for Notifier Alarm Systems. Sabah International services fire alarm services, kitchen hood and duct fire suppression systems. Santa Rosa Fire Services is not always available to service all needed locations and Facilities Operations has been using these 3 vendors to service multiple fire alarm services, kitchen hood and duct fire suppression systems, additionally these were the only three vendors to respond to the bid.

**Prior Board Actions:**

No prior board actions

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$ 200,000	County General Fund	\$ 200,000
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 200,000</b>	<b>Total Sources</b>	<b>\$ 200,000</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

No current fiscal impact: Sufficient appropriations for this blanket purchase order are in the various departments' budgets. Cost is subject to each department's respective use of this service Contractor will be paid for services in accordance with the agreement only when individual departments use Services as needed. Total county expenditures for Fire Suppression Services in FY 12/13 \$ 66,425; FY 13/14 \$85,000; YTD 14/15 \$100,000. The Facilities department anticipates Fire Suppression upgrades in addition to ongoing maintenance. The Scope of Work shall be per attached exhibit A and pricing shall be per attached exhibit B.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

- SB -Attachment A: Exhibit A Typical Requested Work
- SB -Attachment B: Exhibit B Sabah Price List
- SB -Attachment C: Sabah PSA
- SRF -Attachment D: Exhibit A Santa Rosa Fire Typical Requested Work
- SRF -Attachment E: Exhibit B Santa Rosa Fire Price Sheet
- SRF -Attachment F: Santa Rosa Fire PSA
- SM -Attachment G: Exhibit A Typical Requested Work
- SM -Attachment H: Exhibit B Slembrouck Many Price Sheet
- SM -Attachment I: Slembrouck Many PSA

**Related Items "On File" with the Clerk of the Board:**

- Fire Suppression System Services Bid
- Sabah International Fire Suppression Systems Service Bid Response
- Santa Rosa Fire Equipment Services Fire Suppression Systems Service Bid Response
- Slembrouck-Many Corporation Fire Suppression Systems Service Bid Response



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 12  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** General Services

**Staff Name and Phone Number:**

BC Capps: 707-565-3029

**Supervisorial District(s):**

All

**Title:** 2015 Bike to Work Day and One Day Clean Commute Campaign Update

**Recommended Actions:**

1. Receive a status report on the first year of the One Day Clean Commute campaign for County employees, and
2. Recognize Thursday, May 14, 2015 as "Bike to Work Day" in Sonoma County.

**Executive Summary:**

The County of Sonoma's employee commute is the largest portion of the organization's greenhouse gas footprint accounting for approximately 43% of our total emissions. As employees, we collectively spend over \$4,000,000 in fuel costs per year for our commute and emit just under 12,000 metric tons of carbon.

To align with California Assembly Bill 32, the Global Warming Solutions Act of 2006, the County must dramatically reduce emissions attributed to its internal operations. To this end, the County has already made significant progress in reducing the carbon footprint in the building and fleet sectors, and it is crucial that we intensify our focus on reducing the negative impact of our commute patterns.

In October 2012, the State of California passed Senate Bill 1339. This bill affects all nine Bay Area counties and required that employers (including public sector employers) with over 50 employees implement a commuter benefits program by September 30, 2014. Because of prior Board actions, the County currently meets the minimum requirements of SB 1339 through delivery of our free bus ride program for County employees on Sonoma County Transit.

To date, the focus of our employee commute reduction efforts have included activities such as organizing the annual employee commute survey, implementing the free bus ride program, and coordinating the County's participation in annual Bike to Work Day events. These efforts have resulted in modest improvements as the number of employees commuting to work in a single occupancy vehicles has dropped from 91% in 2000 to 82% in 2013, a 9% improvement. It is specifically worth noting that the largest one-year decline of 3% came in 2014 with the debut of our One Day Clean Commute employee outreach initiative this past year.

## One Day Clean Commute Campaign

The passage of Senate Bill 1339 provides the impetus to go beyond meeting the minimum compliance requirements and look for ways to more significantly impact employee commute preferences. The near future activation of the Sonoma Marin Area Rail Transit (SMART) commuter line is another reason to develop and implement new programs that motivate and inspire employees to choose cleaner ways to get to work other than riding in their car alone. To that end, in late 2013, the Energy and Sustainability Division created and implemented the One Day Clean Commute employee outreach initiative. This campaign is based on the latest research on behavior change for sustainable practices. Clean commute modes that are highlighted through our efforts include walking, biking, ridesharing, taking transit, and teleworking.

The essence of the One Day Clean Commute campaign is to ask all employees to clean commute at least one day per week. If all employees were to take this action, collectively, it would reduce commute greenhouse gas emissions by 20% and save over \$800,000 in fuel costs annually. Clean commuting can also boost employee productivity, build relationships between employees carpooling to work, and reduce traffic congestion. Energy and Sustainability Division staff are very excited about the progress that this initiative has made over the past 18 months and are hopeful for a more rigorous implementation of the One Day Clean Commute campaign during fiscal year 2015-2016.

At this point, the campaign is focused primarily on employees who are good candidates for ridesharing/carpooling, teleworking, and riding the bus and future SMART train. These employees typically live more than 10 miles from work and can gain substantial benefits from clean commuting. Secondary outreach will be to those people who live within three miles of their work location and could potentially walk or bike to work on a regular basis. It is worth noting that the portion of employees who can walk and bike to work is much smaller than those that can carpool, telework, or take transit. Thus we have chosen to focus on the larger segment of County employees who could provide the largest impact of our greenhouse gas emissions reduction efforts.

Specific elements of the current One Day Clean Commute campaign include:

- Marketing and outreach through public events, website, and email promotions;
- Organizing ridesharing and carpooling through 511.org commute matching service;
- Producing a County employee commute map showing home hubs and work hubs to demonstrate the potential large-scale impact of ridesharing;
- Creating a One Day Clean Commute pledge for County staff to commit to clean commute at least one day per week;
- Distributing incentives and prizes provided by 511.org's ridematching service;
- Promoting the County's Free Bus Ride Program through which all County employees can ride Sonoma County Transit buses by showing their County ID badges;
- Coordinating with SMART to ensure the train is highly accessible to employees; and
- Advocating for an updated Teleworking Policy to be produced in conjunction with the Human Resources Department.

The most recent annual commute survey reflects that most employees are willing to try a clean commute. Survey data indicated that 63% of the employees would like to try teleworking, 37% would consider ridesharing, 27% bicycling, 24% the use of transit, and 14% vanpools. The One Day Clean Commute campaign facilitates and incentivizes employees to use the multiple means of commuting a minimum of one day a week. Relative to the high level of interest in the telework option, the Metropolitan Transportation Commission (through the 511.org program) has a no-cost consulting service that can assist the County in developing and implementing a teleworking program that works well for the County. Energy and Sustainability staff has had preliminary conversations with the Human Resources Department on the how the County could use this resource to develop



or strengthen current teleworking strategies.

Despite the recent gains and the strong interest from County employees, it is also important to acknowledge that a number of impediments still exist for widespread adoption of clean commuting. As an example, 60% of solo drivers indicate that their need to make stops on the way to or from work is keeping them from choosing an alternative. Chief among these are the demands of dropping kids off at school in the morning and getting them to afterschool activities. Other key barriers include a number of employees who work late or irregular hours that keep them from being able to rideshare; those who believe that transit service does not match their route or schedule; and many that are fearful that they will not be able to get home in an emergency. While all of these are valid concerns and need to be carefully considered, we believe that there are creative solutions that we may be able to implement to reduce these impediments and therefore continue to reduce our overall greenhouse gas emissions.

In summary, the One Day Clean Commute campaign will continue to ask County employees to pledge to clean commute one day a week, utilize technology to assist employees in providing clean commute options, augment and build upon the current Free Bus Ride program, provide incentives for employees from 511.org, and provide support for a new and robust telework initiative to be undertaken in the future.

### **Bike To Work Day**

One element of the clean commute campaign is the annual Bike to Work Day event that celebrates bicycle commuters and promotes bicycling and sustainable transportation by highlighting the enjoyment and ease of commuting with zero-pollution impacts. This year's event will be held on May 14, 2015 and coincides with National Bike Month and California Clean Air Month. This effort provides an opportunity not only to promote the environmental benefits of bicycle commuting, but will also help Sonoma County reach its goal of becoming the healthiest county in California by 2020.

Bike to Work Day 2015 is organized by the Sonoma County Bicycle Coalition (S.C.B.C.) in collaboration with the City of Santa Rosa, City of Cotati, City of Sonoma, Town of Windsor, City of Rohnert Park, and the County of Sonoma.

As in previous years, the Sonoma County Administration Center Energizer Station will be located at the southwest corner of Ventura Avenue and Administration Drive between 6:30 a.m. and 9:00 a.m. on Thursday, May 14 2015. County employees and members of the public are invited to pick up giveaway prizes, have breakfast, and join other County employees in supporting Bike to Work Day.

### **Prior Board Actions:**

- 5/6/14: Resolution recognizing May 8, 2014 as Bike to Work Day and launching the One Day Clean Commute campaign.
- 12/6/2011: Approval of a MOU with Sonoma County Transit allowing all County of Sonoma employees to use the Sonoma County Transit bus system with a valid County ID.
- 4/5/2011: Final report on the Climate Protection Action Plan recognizing the attainment of the 2010 goals and direct staff to continue to support the community based greenhouse gas reduction targets for 2015.
- 1/12/2010: Climate Protection Action Plan Update and Employee Commute Recommendations.
- 9/23/2008: Climate Protection Plan.

<b>Strategic Plan Alignment</b> Goal 2: Economic and Environmental Stewardship			
Clean commuting reduces traffic, cuts greenhouse gas emissions, improves air quality, and decreases costs associated with fuel consumption and vehicle maintenance.			
<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$                      0</b>	<b>Total Sources</b>	<b>\$                      0</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
<b>Related Items "On File" with the Clerk of the Board:</b>			



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 13  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** General Services / Health Services

**Staff Name and Phone Number:**

Tawny Tesconi, General Services, 707-565-2977  
Rita Scardaci, Health Services, 707-565-4778

**Supervisorial District(s):**

All

**Title:** New Lease for the Department of Health Services Crisis Stabilization Unit at 2225 Challenger Way

### Recommended Actions:

Authorize the Clerk to publish a notice declaring the Board's intention to execute a new lease with SR Office Properties, LLC and Redbird SR Office Properties, LLC for premises located at 2225 Challenger Way (The Lakes campus) for the benefit of the Department of Health Services Crisis Stabilization Unit, consisting of office and clinical space, comprised of 14,066 sq. ft., for an initial term of 15 years, with three, five-year options vested in the tenant to extend the tenancy for a total of 30 years; specify base rental payments of \$12,378 per month (\$0.88 psf), plus common area maintenance charges of \$5,767 per month (\$0.41 psf); and specify tenant improvements to be completed by the landlord. (First Action)

### Executive Summary:

**General.** This matter involves a proposed new lease for the Department of Health Services (DHS) Crisis Stabilization Unit. The General Services Department Facilities Development & Management Division (GSD FDM) entered into lease negotiations with SR Office Properties, LLC and Redbird SR Office Properties, LLC (the proposed Landlord) for the lease of 14,066 sq. ft. of office and clinic space, for the relocation of the County-operated Crisis Stabilization Unit (CSU) in the Norton Center building on the Chanate campus to The Lakes campus at 2225 Challenger Way, Santa Rosa (The Lakes campus). Please see [Attachment 1](#), Site Plan.

**CSU Current Facilities.** The DHS Crisis Stabilization Unit occupies 8,200 sq. ft. of County-owned space at the Norton Center on 3322 Chanate Drive, Santa Rosa.

**CSU Relocation.** Sonoma County is proposing an expanded CSU in a redesigned, leased building that will be renovated according to a recovery-oriented state of the art design and that will increase the CSU's current capacity from 12 overnight treatment beds to 30. The new CSU location will have the capacity to house voluntary and involuntary clients separately, addressing the individual treatment needs of each client. In addition, the new facility design addresses the unique treatment needs of minors by providing

a separate service/treatment area from adult clients. The new facility will also augment and build capacity for the Urgent Care component of the CSU for consumers in crisis who may not need an overnight stay but may require respite support and care coordination services. The CSU will initially be staffed with 18 full-time equivalent (FTE) Behavioral Health Division staff. Any increases in staffing necessitated by increased utilization will be brought to the Board for approval at the appropriate time.

**Funding.** Funding for tenant improvements will be the Mental Health Wellness Grant award (Grant) which DHS received in FY 14/15 and Prop 63 - Mental Health Services Act (MHSA) revenue. Annual rent costs associated with this lease will primarily be funded with 1991 Realignment, 2011 Behavioral Health Realignment, and Federal Financial Participation (FFP). In addition, as authorized by your Board on March 10, 2015, DHS will receive funding for contract services provided to Memorial/Petaluma Valley hospitals patients in mental health crisis transferred from the hospital to the CSU.

**Proposed Lease Terms.** Staff has negotiated the terms for the proposed lease with SR Office Properties, LLC and Redbird SR Office Properties, LLC as follows:

Premises:	14,066 sq. ft. of office and clinic space, at 2225 Challenger Way, Santa Rosa.
Occupancy:	After completion of tenant improvements and fixturation, occupancy of the proposed Premises is anticipated to occur on or about October 31, 2015.
Use and staffing:	The building will be used to house the CSU. The program will initially be staffed with 18 FTE Behavioral Health Division staff which will gradually be increased as the capacity of the CSU is increased.
Term:	Initial term of 15 years. Upon expiration of the initial term, the County would have 3, five-year options to extend the lease term. The total potential term of the lease would be 30 years.
Base Rent:	The proposed monthly base rent would be \$12,378 per month or \$0.88 per sq. ft. Base rent would escalate by 6% every 24 months for the initial 15-year term. After the initial term, if the County exercises its first option to extend the term, the base rent would be adjusted to fair market value. Base rent would then adjust at a rate of 3% per year for the remaining option years of the lease, if exercised.
Common Area Maintenance Charges:	In addition to the base rent, DHS would pay a monthly amount for their share of common area maintenance (CAM) charges for The Lakes campus. These CAM charges include property taxes, insurance and maintenance. County's share of base CAM charges for the proposed premises would be \$5,767 per month or \$0.41 per sq. ft. The monthly CAM charge would be adjusted annually based on the change in actual costs over/under \$5,767 per month, incurred by the Landlord for the management and operation of The Lakes campus.

**Tenant Improvements:** On January 27, 2015, your Board approved execution of a Master Services Agreement Task Order with TLCD Architecture to provide professional design services for the construction of the new CSU facility. Please see Attachment 1, Site Plan. The Landlord would be responsible for acquiring the required permits and for the actual construction of the improvements. County would then be responsible for reimbursing the Landlord for the completion of the tenant improvements. The total budget for tenant improvements is: \$2,018,709. Tenant improvements will be funded by Grant funding (\$1,686,980) and Mental Health Services Act MHSA funding (\$331,729), which are included in the FY15/16 budget. The anticipated completion date of tenant improvements is on or about October 22, 2015.

**Termination Rights:** At any time after the initial 15-year term, County may terminate, for any reason (discretionary termination), the Lease, with 180 days' notice to the Landlord, and payment of a termination penalty as provided in the Lease.

**Long-Term Health Services Space Needs and County Comprehensive Facilities Plan.** The proposed site for the new CSU is consistent with the requirements and grant fund approval from the California Health Facility Financing Authority, and the site will provide space for CSU staff, conference and interview space, in-process and examination workspaces, and support spaces. The goals and development of a CSU campus is consistent with the intent of the California Mental Wellness Act and County Comprehensive Facilities Plan planning efforts.

**Public Notice Requirement.** Government Code Section 25350 requires the Board to publish a notice of its intent to enter into a lease valued in excess of \$50,000 for three (3) consecutive weeks prior to consummation of the proposed lease. After the required posting period, this matter will return to the Board at 8:30 A.M., on or after June 9, 2015, for consummation of the proposed lease for 2225 Challenger Way, Santa Rosa.

**Prior Board Actions:**

01/27/15— Authorized Chair to execute a Master Services Agreement Task Order with TLCD Architecture to provide professional design services for tenant improvements.  
12/09/14— Adopted a resolution 1) accepting an Investment in Mental Health Wellness Grant of \$2,000,000 from the California Health Facilities Financing Authority for relocation and expansion of the Crisis Stabilization Unit; and 2) confirming the Department of Health Services Director's delegated authority to execute the grant agreement on behalf of the County.  
01/14/14— Accepted update on Department of Health Services' applications for grant funding under the Investment in Mental Health Wellness Act of 2013; Authorized the Director of Health Services to execute the Mental Health Crisis Facility Grant Application Certification and approve operational components and proposed funding sources under the grant.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

The relocation of the Crisis Stabilization Unit from the Chanate campus to the proposed site at The Lakes campus will significantly enhance the delivery of social support of County clients by providing a more

modern facility that allows staff to attend to more effectively address the needs of multiple client groups, from a single, centralized location, in a safe, comfortable environment.

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Under the terms of the proposed lease, monthly financial obligations will be \$18,145 per month, for a total of \$217,741 per year. Source of Funds for Rent will be: MHSA – CSU expansion. The total design and construction costs of the CSU facility, including tenant improvements; hard costs (i.e., data, communications; signage); soft costs (i.e., architectural/engineering fees, permit fees, planning); and furniture and equipment costs is \$3,360,349 which is funded with \$1,360,349 of MHSA Capital funds and Mental Health Wellness Grant funding of \$2,000,000.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

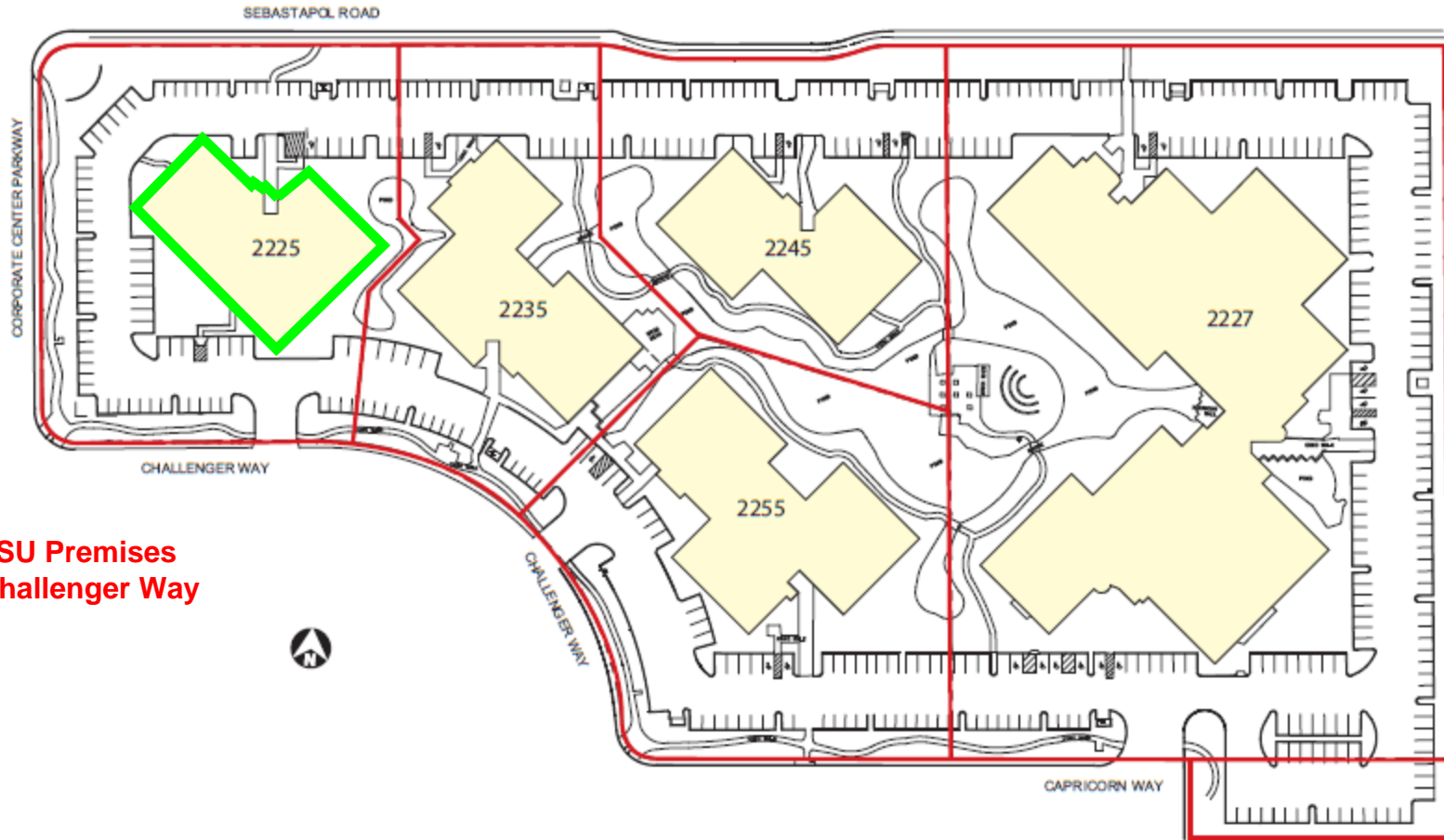
**Attachments:**

Attachment 1 - Site Plan; Attachment 2 – Notice of Intent

**Related Items “On File” with the Clerk of the Board:**

Copy of proposed Lease

*SITE PLAN*



**□ DHS CSU Premises**  
**□ 2225 Challenger Way**

**PUBLIC NOTICE  
OF INTENT OF COUNTY  
TO LEASE REAL PROPERTY**

NOTICE IS GIVEN that the Sonoma County Board of Supervisors intends to authorize the Director of the Department of General Services, to lease approximately fourteen thousand sixty-six (14,066) sq. ft. of office space, more or less depending on final configuration, in that certain one-story building ("Building") located at 2225 Challenger Way, Santa Rosa, California, for use by the Department of Health Services, Behavioral Health Division, for its Crisis Stabilization Unit. The Board intends to lease the premises from SR Office Properties, LLC, a California limited liability company, and Redbird SR Office Properties, a California limited liability company, for the base monthly gross rental of Twelve Thousand Three Hundred Seventy-Eight Dollars (\$12,378) per month, said rental subject to increase at a rate of six percent (6%) every 2 years during the 15-year initial term of the lease, plus common area maintenance charges of Five Thousand Seven Hundred Sixty-Seven (\$5,767) per month, as set forth in the proposed lease. The Lease contains three (3) optional extension terms of five (5) years each. Additional information regarding the proposed lease is available for public review at the Office of the Director of the Sonoma County General Services Department, 2300 County Center Drive, Suite A200, Santa Rosa, California 95403. The Board of Supervisors will meet on or about June 9, 2015, at 8:30 a.m. at the Sonoma County Administration Building, Room 102A, 575 Administration Drive, Santa Rosa, California to consummate the lease.

Clerk of the Board of Supervisors

*Public notice of the County's intention to lease the Property shall be published once a week for three successive weeks in accordance with Government Code Section 25350 and 6063.*





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 14  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** General Services- FDM, Sheriff

**Staff Name and Phone Number:**

John Brencic: 707-565-2847  
Glenn Lawrence: 707-565-1125

**Supervisorial District(s):**

All

**Title:** Sheriff's Evidence Storage Building

### **Recommended Actions:**

Approve the project plans and specifications for the Sheriff's Evidence Storage Building and authorize the Chair to execute a construction contract with S & H Construction Inc. for the Sheriff's Evidence Storage Building Project in the amount of \$1,398,000.

### **Executive Summary:**

The Sheriff's Office is required to store property, some of which is evidence, for a mandated period of time, even after cases have been adjudicated. The storage must be secure and controlled. Currently property storage is located at the Sheriff's Main Office. Because of the long term nature of the storage, the current facilities are severely overcrowded and at capacity. Several years ago, high density shelving was installed to maximize capacity, but the increase capacity is being exceeded. The Sheriff's Office has been making use of temporary storage solutions and off site locations while a capital project has been developed to provide a longer term solution. Space projection for the next 15 years, have determined that an additional 5,000 sf storage building is required.

### **Project Description**

This project will construct a new 5,000 sf property storage building in the southwest corner of the secured parking lot to the east of the Sheriff's Office main building. The new building will contain separate rooms for storing different types of property, a room for evidence processing, an equipment room, and a utility room. The estimate on which the original budget for this project was based assumed a simple, single room, non-conditioned, non-insulated metal building located inside the existing parking lot fence. At the beginning of the design phase, upon reviewing the requirements with the Sheriff's Office it was determined that the building needed multiple rooms to store different types of items and a separate room to process them. It was also discovered that this property is required to be stored within

a specified range of temperatures, which required that heating/cooling be provided. In order to preserve the existing parking, the building was located on the perimeter of the parking lot, so additional security measures were needed in the building design. Care was also taken to achieve a design complimentary to the Sheriff's Office building, since this location is more visible from the street.

These additional requirements necessitated a budget augmentation, which the Sheriff's Office made from State Asset Forfeiture Special Funds.

**Public Bid**

A Notice Inviting Bids for the Sheriff's Evidence Storage Building Project was issued on March 20, 2015. A mandatory pre-bid meeting was held at the site on April 6. The Project bid opening was held on April 21, 2015.

**Bid Results**

Two contractors submitted bids for this project. . The bid results were as follows:

Bid Date: 4/21/15

Bidders Name	Location of Bidder	Base Bid
S & H Construction Inc.	Fremont, CA	\$1,398,000
Diede Construction Inc.	Lodi, CA	\$1,653,000

In conformance with Public Contract Code Section 20128 S & H Construction Inc., was the lowest responsive bidder with a bid of \$1,398,000. After review of S & H Construction Inc. bid and the scope of work, Staff determined that S & H Construction Inc. is the lowest responsive and responsible bidder and that the bid represents a reasonable price and good value to the County. Staff recommends that the Board award the work to S & H Construction Inc. in the amount of \$1,398,000.

This bid is just over the independently provided cost estimate, which will result in a reduced Construction Change Order Contingency in the Project Budget.

**Schedule**

Work is scheduled to begin in May 2015 with completion in February 2016.

**Funding**

The majority of the funding for this project was approved through two of the County's Capital Project Plan Budgets, and has been approved by the Board of Supervisors through the County's annual budget adoption process. The remaining \$376,748 is being provided by the Sheriff's Office from State Asset Forfeiture Special Funds. The cost of this proposed contract is within the project budget and has been reviewed by the Sheriff's Office and deemed to meet their technical specifications.

**Effects of Non-Approval**

Without the approval of the construction contract with S & H Construction Inc. the construction of the Sheriff's Evidence Storage Building will not be able to proceed and additional off-site storage locations will have to be purchased or leased.

<b>Prior Board Actions:</b>			
CPP FY 13/14 Approved funding for Sheriff Building New Evidence Storage (\$148.783 CJCF) CPP FY 14/15 Approved funding for Evidence Building (\$100,000 GF; \$1,200,000 CJCF) 14/15 Q1 CBA Approved budget adjustments (\$623 CJCF; \$34,100.99 Tobacco Securitization Fund Unallocated) Sheriff's Office (\$376,748 State Asset Forfeiture Special Funds)			
<b>Strategic Plan Alignment</b> Goal 1: Safe, Healthy, and Caring Community			
This new building allows the Sheriff's Office to fulfill their responsibility to secure property/evidence, facilitating the Sheriff's mission and County's goal to provide safe communities.			
<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$ 1,860,254	County General Fund	\$ 100,000
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 410,848
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$	Criminal Justice Construction Fund	\$ 1,349,406
<b>Total Expenditure</b>	<b>\$ 1,860,254</b>	<b>Total Sources</b>	<b>\$ 1,860,254</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
Fees/Other in the table above includes \$376,748 from the State Asset Forfeiture Special Fund and \$34,100 from the Tobacco Securitization Fund.			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
N/A			
<b>Attachments:</b>			
Attachment A: Site Plan Attachment B: Conceptual Drawing			

**Related Items “On File” with the Clerk of the Board:**

Construction contract between the County of Sonoma and S & H Construction Inc.



Attachment B

ARCHITECTURE

**SONOMA COUNTY  
SHERIFF'S OFFICE  
EVIDENCE  
STORAGE  
BUILDING**

Owner

2796 VENTURA AVE,  
SANTA ROSA, CA  
95403

REVISIONS

No.	Description	Date

**90% CONSTRUCTION  
DOCUMENTS**

Sheet Title

**EXTERIOR DESIGN**

Drawn By Author

Checked By Checker

Scale:

Date:  
11/12/2014

Project No. 2014340

**X1.01**

Drawing No.

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North East Corner



North West Corner



South West Corner

**LIST OF FINISHES:**

**EXTERIOR PANELS:**  
CORRUGATED :  
FLAT "FIELD" PANELS:

KINGSPAN EVERGREEN  
KINGSPAN ZINC GRAY  
KINGSPAN ZINC - MICA  
KINGSPAN CHAMPAGNE BRONZE - MICA  
KINGSPAN ZINC GRAY

ROOF:

STRUCT., DOORS, BOLLARDS:  
DOWNSPOUTS, GUTTERS:

BM REGENT GREEN  
BM TARRYTOWN GREEN

**SONOMA COUNTY  
SHERIFF'S OFFICE  
EVIDENCE  
STORAGE  
BUILDING**

Owner

**2796 VENTURA AVE,  
SANTA ROSA, CA  
95403**

REVISIONS

No.	Description	Date

**90% CONSTRUCTION  
DOCUMENTS**

Sheet Title

**EXTERIOR DESIGN  
ELEVATIONS**

Drawn By Author Checked By Checker

Scale:

Date:  
**11/12/2014**

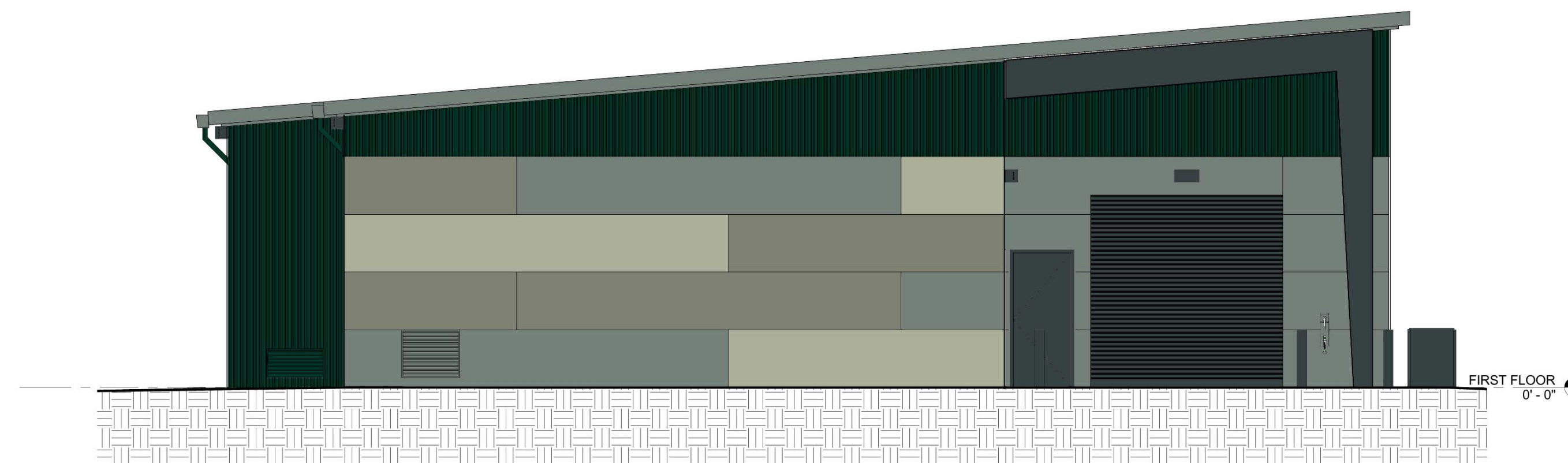
Project No. 2014340

**X1.02**  
Drawing No.

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① NORTH ELEVATION  
3/16" = 1'-0"



② EAST ELEVATION  
3/16" = 1'-0"

**SONOMA COUNTY  
SHERIFF'S OFFICE  
EVIDENCE  
STORAGE  
BUILDING**

Owner

**2796 VENTURA AVE,  
SANTA ROSA, CA  
95403**

REVISIONS

No.	Description	Date

**90% CONSTRUCTION  
DOCUMENTS**

Sheet Title

**EXTERIOR DESIGN  
ELEVATIONS**

Drawn By Author Checked By Checker

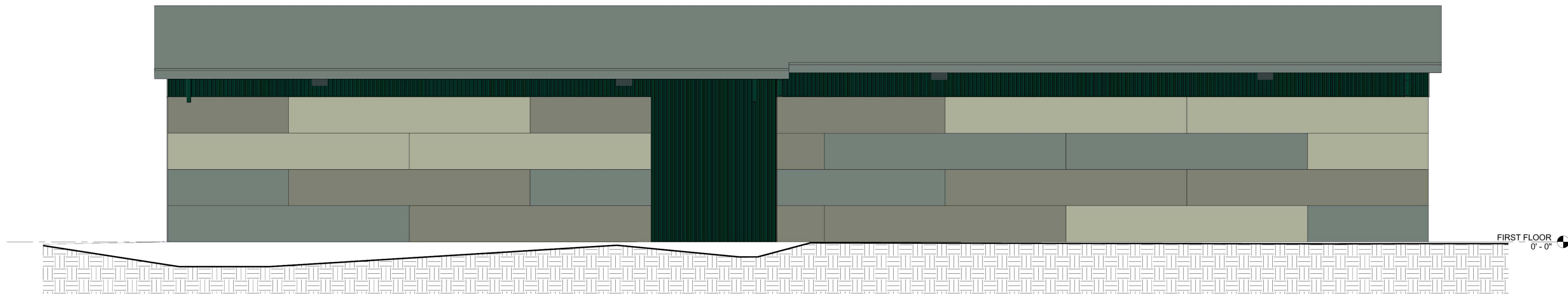
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Date:  
**11/12/2014**

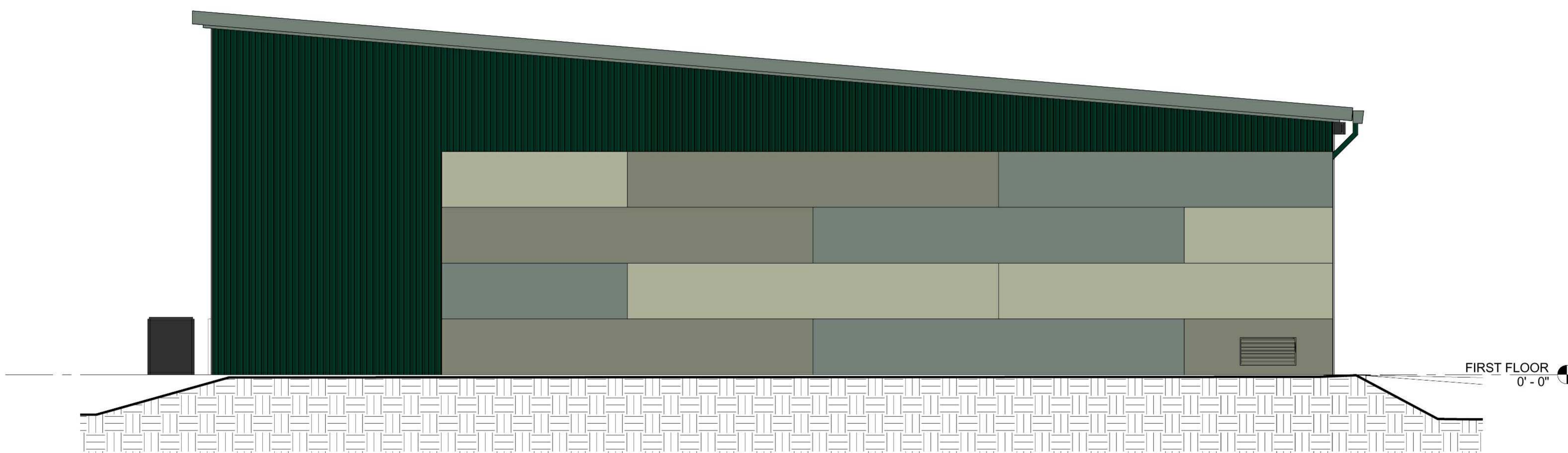
Project No. 2014340

**X1.03**  
Drawing No.

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① SOUTH ELEVATION  
3/16" = 1'-0"



② WEST ELEVATION  
3/16" = 1'-0"





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 15  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Permit and Resource Management Department

**Staff Name and Phone Number:**

Traci Tesconi 565-1903

**Supervisorial District(s):**

Fifth

**Title:** Land Conservation Act Contract (Williamson Act) Replacements and Timber Production Zone Phase Out; PLP13-0057.

### **Recommended Actions:**

Adopt a Resolution:

1. Rescinding two existing Agricultural Preserve Non-Prime contracts and replace them with two new Non-Prime contracts for a 254 acre parcel (APN 109-300-017) and a 196.46 acre parcel (APN 109-300-009 and -016).
2. Approving a 10-year phase out of the Timberland Production Zone (TPZ) for a 254 acre parcel (APN 109-300-017).

### **Executive Summary:**

#### Project Description, Location and Zoning:

Conditions of a previously approved Lot Line Adjustment require that Agricultural Preserve contracts on the new parcels be modified to reflect the new boundaries. Additionally the conditions require that the Timber Production Zone on one of the parcels be phased out.

The project site is located at 30205 Bohan Dillon Road and 1 Sproule Creek Road in Cazadero. The 254 acre and 196.46 acre parcels, created by the lot line adjustment, contain a diverse agricultural operation consisting of vineyard and cattle grazing. The larger parcel contains one single family residence, two barns, and feed and water troughs. The smaller parcel (APN 109-300-009 and -016) contains one single family residence, one guest house, 1 shop/garage, three barns, corrals, loading chutes, and feed and water troughs. The base zoning for both parcels is RRD (Resource and Rural Development) 240 acres per dwelling unit designation with the BR (Biotic Resource) combining district.

#### Background:

The larger parcel (APN 109-300-017- 254 acres) was placed under a non-prime contract recorded in 1971. However, the County initiated a phase out of the contract in 2009. The smaller parcel (APN 109-300-009 and -016; 196.46 acres) is under a nonprime contract recorded in 1971 with a portion of this

parcel (66 acres) under the same contract as the larger parcel. Therefore, replacement contracts are needed in order for the contracts to coincide with the new property line boundaries.

The Uniform Rules for Agricultural Preserves implements the use of a Land Conservation Plan which is incorporated into a Land Conservation Act Contract. A Land Conservation Plan was submitted for this project. Future changes to the Land Conservation Plan may be approved by the Director of PRMD and recorded on title of the subject parcel.

Replacement Non-Prime Land Conservation Act Contracts on land located within an existing Agricultural Preserve:

The two parcels qualify for replacement Land Conservation Act Contracts for non-prime agricultural land for the reasons specified below:

a) Land is within an Agricultural Preserve: The parcels are currently within Agricultural Preserve 2-330.

b) Agricultural Use of the Land: The land must be devoted to agricultural use, requiring at least 50% of the land is used for agriculture purposes. The agricultural use for both parcels is a combination of vineyard and livestock grazing. The vineyard is fenced and the cattle are grazed on the areas, including the areas of timberland. According to the Land Conservation Plans completed by the property owner, the larger parcel (APN 109-300-017) contains 6 acres of existing vineyard (Pinot Noir grapes), 1 acre of apple/pear orchard, and the remaining usable land of approximately 200 acres is leased for cattle grazing (90 total head). The annual income generated by the agricultural uses are:

- Vineyard: Gross income per acre equals \$90,000.00;
- Apple/pear orchard: \$1,750.00; and
- Grazing lease for cattle: \$2,000.00 per year.

The smaller parcel (APN 109-300-009 and -016) contains 10 acres of existing vineyard (Pinot Noir grapes) and approximately 170 acres leased for cattle grazing for 50 total head with the following annual income. The annual income generated by the agricultural uses are:

- Vineyard: Gross income per acre equals \$120,000.00; and
- Grazing lease for cattle grazing: \$2,000 per year.

Both parcels have land devoted to diverse agricultural use.

c) Single Legal Parcel Requirement: The two parcels in the contracts are single legal parcels and held under different ownerships.

d) Minimum Parcel Size: The land must be at least 40 acres in size for a Non-Prime Land Conservation Act Contract. The parcels meet the minimum parcel size requirement.

e) Minimum Income Requirement: The minimum income requirement for a Non-Prime Contract is total gross farm income of \$2,000.00 per year. Both parcels will exceed the minimum gross income requirement for a Non-Prime Contract.

f) Non-Agricultural Compatible Uses: Non-agricultural uses of the land must be listed in the Sonoma County Uniform Rules as compatible uses. On the larger parcel the non-agricultural compatible use is a single family residence with a garden and landscaped areas which totals one acre. On the smaller parcel the two non-agricultural compatible uses are a single family residence and guest house with a garden and landscaped areas totaling one acre. Such uses are listed as “compatible uses” in Uniform Rule 8.3. Compatible uses must be limited to 5 acres or 15% of the total acreage, whichever is less. With such large parcels the 5-acre standard applies. On both parcels the compatible uses occupy one acre which is below the 5-acre compatible use size restriction under the Uniform Rules.

g) Non-Prime Farmland: Contracts for parcels that are over 40 acres in size and have a diverse agricultural operation, such as vineyard or orchard with grazing land, but where the vineyard land does not make up 50% of the total parcel size, can be designated as non-prime farmland. “Non-prime Agricultural Land” is defined as land in agricultural use(s) that is not prime agricultural land. Non-prime agricultural land includes land used for grazing, hay production, rotational crops such as seasonal or year round row crops, ornamental trees or flowers, and dry farming; or a combination of these uses along with a prime agricultural use, such as vineyard or orchard. The two parcels also contain timberland, but the timber is not commercially harvested.

#### 10-year Phase Out of the Timber Production Zone (TPZ)

The larger parcel (APN 109-300-017) was under a Non-Prime Contract recorded in 1971. In 1977, was placed under the TPZ (Timberland Production Zone) property tax reduction program for commercial timberland (Board of Supervisors Ord. No. 2189). A TPZ is a ten-year restriction on the use of the land in which the State Legislature intended as a replacement to the use of Land Conservation Act Contracts (Williamson Act) on timberland parcels (California Timberland Productivity Act of 1982, California Government Code 51100 et. seq.).

After an audit of the County's Williamson Act program by the State Department of Conservation (DOC), the DOC determined that land cannot be included in both the TPZ program and under a Land Conservation Act Contract (Williamson Act) because both are property tax reduction incentive programs. As directed by the DOC, the County initiated non-renewals on several parcels that were found to be under both a Land Conservation Act Contract and under the TPZ program under the Assessors Tax rolls. On September 23, 2008, the Board of Supervisors (Reso. No. 08-0834) initiated a non-renewal (phase out) on the larger parcel APN 109-300-017). On October 30, 2009, the Board of Supervisors approved a corrected Notice of Non-Renewal with the correct phase out date to be December 31, 2017 for APN 109-300-015. PRMD also determined that the parcel required a rezoning from Resource and Rural Development (RRD) to Timberland Production (TP) in order for the zoning designation to be consistent with the TPZ.

The zone change application (PRMD File No. PLO8-0078) from RRD to TP was scheduled for the Planning Commission hearing, but before the hearing the new property owners (Martinelli's) requested the item be continued since they intended to use the parcel for agriculture and not commercial timber harvesting. The Planning Commission approved the property owners' request and took no action on the zone change.

Subsequently, the property owners submitted the Lot Line Adjustment application proposing to

continue to use the land for agricultural purposes and not for commercial timber production. C conditions were placed on the Lot Line Adjustment to require concurrent filing of the request for a 10-year phase out of the TPZ with the request to rescind and replace the Land Conservation Act Contract on the parcel.

The RRD zoning designation is consistent with placing the parcel under a new Land Conservation Act Contract. The parcel cannot be under both a Land Conservation Act Contract and the TPZ program, Therefore, the property owner must initiate a 10 year phase-out of the TPZ.

The 10-year phase out of the TPZ must be approved by the Board and authorizes the Assessor’s office to begin phasing this parcel out of the TPZ. It is acceptable for land to be under a Land Conservation Act Contract while going through the 10-year phase out of TPZ.

**Staff Recommendation:**

Staff recommends the Board of Supervisors approve the request because all of the state and local requirements for the two Non-Prime Land Conservation Act Contracts for the two parcels within the existing Agricultural Preserve have been met.

**Prior Board Actions:**

1. On September 23, 2008, the Board of Supervisors initiated a non-renewal (phase out) of the Land Conservation Act contract (Williamson Act) on the larger parcel APN 109-300-017 (Reso. No. 08-0834).
2. On December 13, 2011, the Board approved the *Sonoma County Uniform Rules for Agricultural Preserves and Farmland Security Zones* (Reso. No. 11-0678).
3. On August 21, 2012, the Board approved a Lot Line Adjustment between the two subject parcels (Reso. No. 12-0411).

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

Land Conservation Act Contracts support agriculture and agribusiness by assisting in the preservation of agricultural land through the incentive of reduced property taxes in exchange for retaining the land in agricultural production.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Approval of the replacement Land Conservation Act Contract means that the owner will continue to pay a reduced property tax assessment based upon the value of the agricultural uses rather than the land value under Proposition 13. This results in a reduction in the County's share of property tax revenue for each parcel under a Land Conservation Act Contract. The amount of this reduction for an individual contract is determined annually by the Assessor's office and depends on parcel-specific variables including the Proposition 13 status of the land and the value of the agricultural crop(s). The Board has not requested, and staff does not recommend, evaluating property tax revenue implications on a contract-by-contract basis. Instead, the Board has directed that, as a policy matter, approving new contracts is important to the County's agricultural economy and outweighs the cost in reduced property tax revenue.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Draft Board of Supervisors Resolution  
Exhibit A: Assessor's Parcel Map

**Related Items "On File" with the Clerk of the Board:**

Two Land Conservation Act Contracts with attached Exhibit A (legal description) and Exhibit B (Land Conservation Plans with attached Site Plan).



County of Sonoma  
State of California

---

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

PLP13-0057 Traci Tesconi

4/5 Vote Required

---

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Approving The Request By Lee And Carolyn Martinelli On Behalf Of Both Home Ranch Vineyards, LLC, and Creek House BSR, LLC, To 1) Rescind Two Existing Land Conservation Act Contracts (Williamson Act Contract) And Replace Them With Two New Land Conservation Act Contracts And Attached Land Conservation Plans; 2) Authorizing The Chair To Execute The New Land Conservation Act Contracts And Land Conservation Plans For Non-Prime Agricultural Land; And 3) Approving The 10-Year Phase Out Of The Timberland Production Zone (TPZ) Under the Assessor Tax Rolls On The Larger Parcel, Located At 30205 Bohan Dillon Road, and 1 Sproule Creek Road; Cazadero; APN 109-300-017, and 109-300-009 & -016.**

**Whereas**, a request has been made by Lee and Carolyn Martinelli on behalf of Home Ranch Vineyards, LLC, and Creek House BSR, LLC, and to authorize the Chair to rescind two existing Land Conservation Act (Williamson Act Contracts) Contracts and replace them with two new Land Conservation Act Contracts and attached Land Conservation Plans for non-prime agricultural land, and to approve a 10-year phase out of the Timberland Production Zone (TPZ) under the Assessor Tax rolls on the larger parcel, as conditions of a previously approved Lot Line Adjustment (LLA12-0016), located at 30205 Bohan Dillon Road and 1 Sproule Creek Road, Cazadero; APN 109-300-017, and 109-300-009 & -016, Supervisorial District No. 5; and

**Whereas**, on December 13, 2011, the Board of Supervisors adopted the updated *Sonoma County Uniform Rules for Agricultural Preserves and Farmland Security Zones (Uniform Rules)* (Resolution No. 11-0678); and

**Whereas**, on August 21, 2012, the Board of Supervisors approved a Lot Line Adjustment (LLA12-0016) with conditions that required applications be filed to rescind and replace the existing Land Conservation Act contracts with new contracts, and to request a 10-year phase out of the Timberland Production Zone (TPZ) under the Assessor Tax rolls on the larger parcel; and

**Whereas**, consistent with the *Uniform Rules*, County Counsel has revised the Land Conservation Act Contract form, which now incorporates a Land Conservation Plan identifying the various uses of the contracted land. Future changes to identified land uses require

amendment of the Land Conservation Plan. The Board, pursuant to Resolution No. 11-0678, has authorized the Director of PRMD to approve amendments to executed Land Conservation Plans; and

**Whereas**, the Board of Supervisors finds that the 254 acre and 196.46 acre parcels are currently located in Agricultural Preserve 2-330 and meet the requirements for two new Non-Prime (Type II) Land Conservation Act Contracts.

**Now, Therefore, Be It Resolved** that the Board of Supervisors makes the following specific findings concerning the requirements for two new Non-Prime (Type II) Land Conservation Act Contracts ("Contracts"):

1. As required by Uniform Rule 4.2, the land proposed to be restricted by the Contracts is currently located within a designated Agricultural Preserve (2-330); and

2. As required by Uniform Rule 4.2, the land is devoted to an agricultural use as it has been demonstrated that more than 50% of each parcel is used for a combination of vineyard and livestock grazing. Since a majority of the land is used for grazing of livestock, a greater percentage of the land is devoted to non-prime agricultural use. The vineyard is fenced and the cattle are grazed on the remaining usable areas, including the areas of timberland; and

3. As required by Uniform Rule 4.2, the land proposed to be restricted by the two new Non-Prime contracts are single legal parcels, held under different ownerships, and presently identified as APN 109-300-017, and 109-300-009 & -016; and

4. As required by Uniform Rule 4.2, the land proposed to be restricted by the two new Non-Prime contracts are two separate parcels, 254 acres and 196.46 acres in size, which meet the 40-acre minimum parcel size requirement for a Non-Prime Land Conservation Act Contract; and

5. As required by Uniform Rule 4.2, the land proposed to be restricted by the two new Non-Prime contracts individually meet the minimum \$2,000.00 gross income per farm operation for a Non-Prime contract with the combination of vineyard and grazing lease; and

6. As required by Uniform Rule 8.0, all existing non-agricultural uses of the land on the two parcels are allowed as compatible uses, and consistent with Government Code Section 51238.1; and

**Be It Further Resolved** that the Board of Supervisors finds the requested action categorically exempt from the California Environmental Quality Act pursuant to Section 15317, of the State CEQA Guidelines, which provides that executing a new Land Conservation Act Contract is exempt from the California Environmental Quality Act.

**Be It Further Resolved** that the Board of Supervisors hereby grants the request by Lee

and Carolyn Martinelli on behalf of both Home Ranch Vineyards, LLC, and Creek House BSR, LLC, by approving rescission of the two existing Non-Prime contracts and simultaneous replacement of these contracts with two new Non-Prime Land Conservation Act Contracts and attached Land Conservation Plans, to restrict the two parcels 254 acres and 196.46 acres in size located at 30205 Bohan Dillon Road and 1 Sproule Creek Road, Cazadero; APN 109-300-017, and 109-300-009 & -016.

**Be It Further Resolved** that the Board of Supervisors hereby approves the request by Lee and Carolyn Martinelli on behalf of Home Ranch Vineyards, LLC, for the 10-year phase of the Timberland Production Zone (TPZ) under the Assessors Tax rolls on the larger parcel (APN 109-300-017).

**Be It Further Resolved** that the Board of Supervisors authorizes the Chair of the Board of Supervisors to execute the Land Conservation Act Contract and attached Land Conservation Plan.

**Be It Further Resolved** that the Clerk of the Board of Supervisors is hereby instructed to record within 20 days and no later than December 31, 2015 (1) this Resolution and (2) the associated Land Conservation Act Contract and attached Land Conservation Plan with the Office of the Sonoma County Recorder.

**Be It Further Resolved** that the Board of Supervisors designates the Clerk of the Board as the custodian of the documents and other material which constitute the record of proceedings upon which the decision herein is based, including the original executed Contract and Land Conservation Plan. These documents may be found at the office of the Clerk of the Board, 575 Administration Drive, Room 100-A, Santa Rosa, California 95403.

**Supervisors:**

Rabbit:	Zane:	Gore:	Carrillo:	Gorin:
Ayes:	Noes:	Absent:	Abstain:	

**So Ordered.**



# COUNTY ASSESSOR'S PARCEL MAP

TAX RATE AREA  
83-000

109-

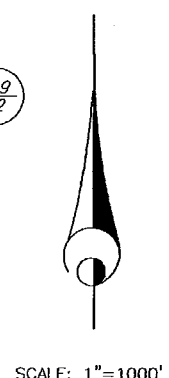
T9N R13W  
T9N R12W

109  
27

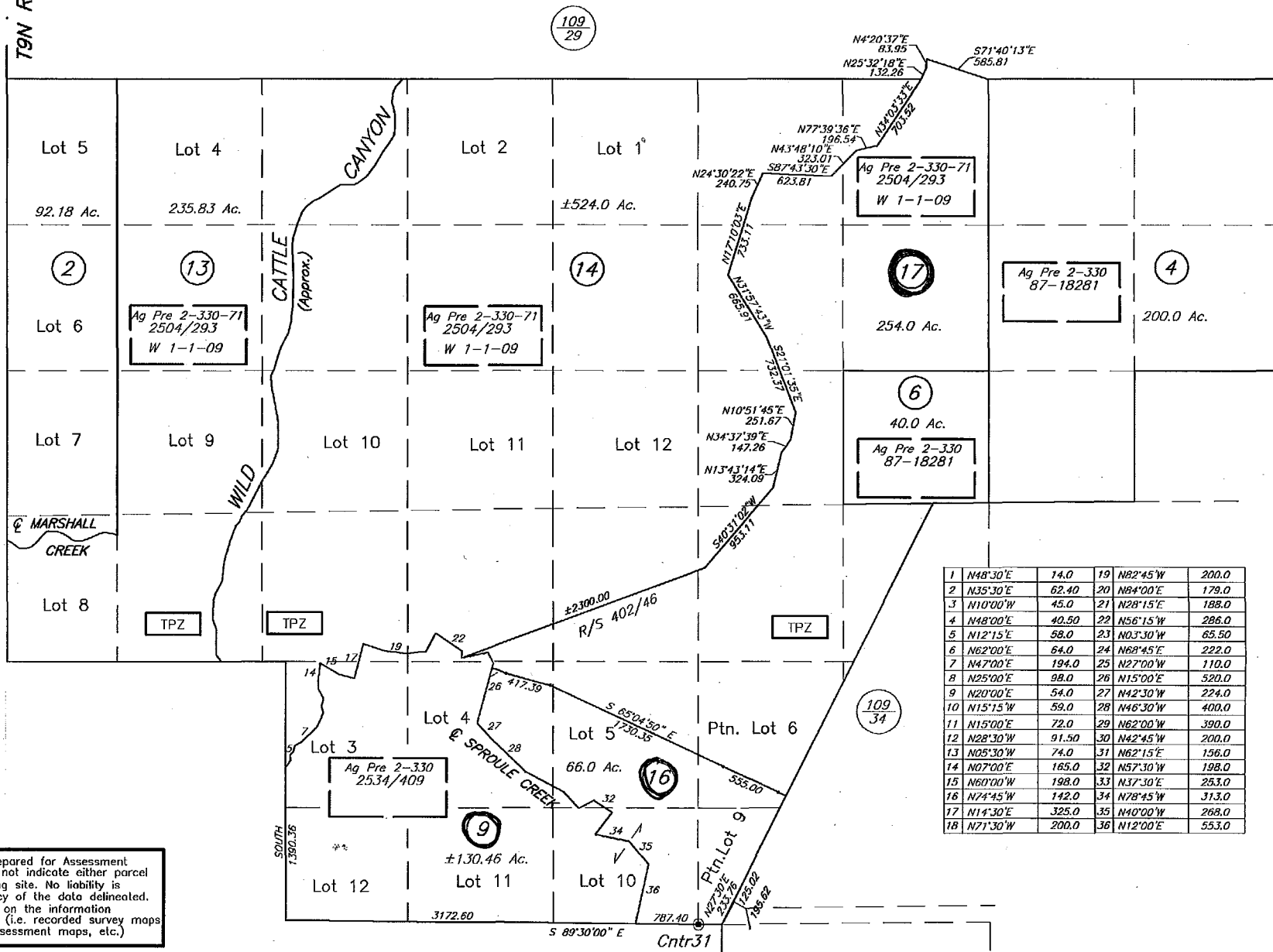
109  
22

EXHIBIT A

109  
32



SCALE: 1"=1000'



1	N48°30'E	14.0	19	N82°45'W	200.0
2	N35°30'E	62.40	20	N84°00'E	179.0
3	N10°00'W	45.0	21	N28°15'E	188.0
4	N48°00'E	40.50	22	N56°15'W	286.0
5	N12°15'E	58.0	23	N03°30'W	65.50
6	N62°00'E	64.0	24	N68°45'E	222.0
7	N47°00'E	194.0	25	N27°00'W	110.0
8	N25°00'E	98.0	26	N15°00'E	520.0
9	N20°00'E	54.0	27	N42°30'W	224.0
10	N15°15'W	59.0	28	N46°30'W	400.0
11	N15°00'E	72.0	29	N62°00'W	390.0
12	N28°30'W	91.50	30	N42°45'W	200.0
13	N05°30'W	74.0	31	N62°15'E	156.0
14	N07°00'E	165.0	32	N57°30'W	198.0
15	N60°00'W	198.0	33	N37°30'E	253.0
16	N74°45'W	142.0	34	N78°45'W	313.0
17	N14°30'E	325.0	35	N40°00'W	268.0
18	N71°30'W	200.0	36	N12°00'E	553.0

REVISED

- 09-28-88=15-LF
- 09-21-07=TPZ-KB
- 05-11-09=P/O-RL
- 07-21-14=17-KB

This map was prepared for Assessment only and does not indicate either parcel or a valid building site. No liability is for the accuracy of the data delineated. Data are based on the information of the Assessor (i.e. recorded survey maps, deeds, prior assessment maps, etc.)

Assessor's parcels do not necessarily legal lots. To verify legal parcel status, contact the appropriate city or county development or planning division.

Assessor's Map Bk. 109, Pg. 3  
Sonoma County, Calif. (ACA)

KEY 5-26-09 AG



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 16  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Permit and Resource Management

**Staff Name and Phone Number:**

Reg Cullen 565-2502

**Supervisorial District(s):**

Countywide

**Title:** An Ordinance No. 3836R Permit and Permit Extensions to the Sonoma County Water Agency; ROI15-0005

### **Recommended Actions:**

Adopt a resolution issuing a roiling permit (Ordinance No. 3836R) and necessary permit extensions to the Sonoma County Water Agency for Annual Stream Maintenance Activities.

### **Executive Summary:**

Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream or channel which may decrease the clarity of these waterways.

Concurrent Resolution No. 88-1220 of the Board of Supervisors requires that applications for permits describe the work or operations to be done, the purpose of the work or operations, the manner in which the work or operations will be carried out, and the time within which the work or operations will be completed. Pursuant to the Resolution, applications must be accompanied by a copy of the agreement required by Section 1601 et seq. of the California Fish and Wildlife Code and water discharge permits applicable to the work or operations, if any, pursuant to the Porter-Cologne Water Quality Control Act. Applications by public agencies must also be accompanied by evidence of compliance with the California Environmental Quality Act.

The application submitted by the Sonoma County Water Agency complies with the requirements of the 3836R Ordinance. The applicant represents that no significant residual impacts affecting water clarity of the rivers or streams of the County of Sonoma will result. The applicant proposes to perform routine maintenance in various channels. Lower bank vegetation management work outside the flow channel may be performed through October 31. Emergency removal of dead wood and debris piles threatening a bridge or other structure may be performed at any time during the year. The work is proposed to commence no earlier than May 15 and be completed by December 31, 2015.

It should be noted that the work described in the application has been performed in accordance with permit requirements in past years. As described in the application and as demonstrated in practice in previous permitting periods, the work will likely require greater than 30 days to complete. To accomplish this, the permit may be extended for additional 30-day periods if such permit period extensions are approved by the Board of Supervisors as requested in this agenda item. The Director of PRMD shall confirm the need for each permit extension immediately prior to the expiration of the current permit period to ensure that the work is not yet completed and an additional 30-day period extension is necessary. Seven 30-day extensions may be required.

The 3836R permit and 30-day extensions require a 4/5 approval vote by the Board according to the requirements of the 1988 ballot measure creating the 3836R Ordinance.

**Prior Board Actions:**

02/25/2014: Board adopted Resolution Number 14-0062 issuing permit and permit extensions to the Sonoma County Water Agency for Annual Stream Maintenance Activities.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

This permit allows maintenance of many channels the Water Agency is responsible for, to keep them functioning properly. Maintenance activities include the following: landscaping, fencing, mowing, structure maintenance, grading and reshaping channels, debris removal and spraying of herbicides to inhibit nuisance vegetation.

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

None

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None			
<b>Attachments:</b>			
A) Draft Board of Supervisors Resolution B) Application C) Map			
<b>Related Items "On File" with the Clerk of the Board:</b>			
Application Packet			



County of Sonoma  
State of California

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Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

---



4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Issuing  
A Permit and Permit Extensions Pursuant to Section VIII of Ordinance No. 3836R OF The  
County Of Sonoma To The Sonoma County Water Agency To Perform Routine Maintenance  
Work In Various Channels**

**Whereas**, Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream, or channel which may decrease the clarity of a river or stream; and

**Whereas**, an application was filed by the Sonoma County Water Agency for an Ordinance No. 3836 permit for routine maintenance work in various rivers, streams, and channels at the Permit and Resource Management Department in the manner prescribed by Resolution No. 88-1220 as amended by Resolution No 89-0746 of the Board of Supervisors; and

**Whereas**, the Board of Supervisors has reviewed said application; and

**Whereas**, the work requires greater than 30 days to complete, as described in the application and as demonstrated in past years; and

**Whereas**, the requirements of section VIII of the Sonoma County Code include a restriction to perform permitted activities within a period of 30 days, except that additional 30-day permit periods may be granted by the Board of Supervisors, and a requirement that all approval votes be by a 4/5<sup>th</sup> majority of the Board of Supervisors.

**Now, Therefore, Be It Resolved**

1. That the Board of Supervisors finds and determines that the work and operations described on said application is necessary and that the work and operations will be performed in a manner which will not unreasonably decrease the clarity of the waters of the rivers or streams of the County of Sonoma;

Resolution #

Date:

Page 2

2. That a permit is hereby granted to applicant to perform the work and operations described in the aforementioned application;
3. That permit extensions are hereby granted to the applicant to perform the work described herein for additional 30-day periods commencing on June 11, 2015 subject to the Director of PRMD confirming the need for the permit extension immediately prior to the expiration of the permit period;
4. That the work and operations shall be performed in the manner described in the application and in accordance with the terms and conditions of any applicable agreement required by Section 1601 et seq. of the California Fish and Wildlife Code, any applicable waste discharge permit issued pursuant to the Porter-Cologne Water Quality Control Act (commencing at Section 13000 of the California Water Code), and Chapter 26A of the Sonoma County Code and any plans adopted pursuant thereto;

**Be It Further Resolved** that the permit and permit extensions are hereby granted to the applicant pursuant to Section 25526.6 of the Government Code.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

# Rolling Permit Application

DRN-003

The Board of Supervisors approves all rolling permits under Section VIII of the Water Clarity Ordinance of the County of Sonoma, Ordinance No. 3836R. (Chapter 23 of the Sonoma County Code).

**A complete application must be submitted to the Permit and Resource Management Department a minimum of eight weeks before the start of project.**

Applicant  Owner  Architect \ Engineer

Project Site Information

Sonoma County Water Agency

Various Streams

Name

Address(es)

404 Aviation Blvd

Sonoma County

Mailing Address

City/Town

Santa Rosa

CA 95403

Various

City/Town

State/Zip

Assessor's Parcel Number(s)

521-1865

Various (see attached)

Phone

Fax

River or Stream Name

May 15, 2015

December 2015

Work start date

Estimated completion date

Signature

Date

## Types of work (check one):

- To protect riparian property adjacent to a river or stream.
- To construct recreational dams.
- To perform construction work on riparian property, the nature of which may decrease the clarity of the waters of the river or stream.
- To construct temporary bridges, dikes, dams and settling ponds in connection with mining operations, or for agricultural uses.

## Application Requirements:

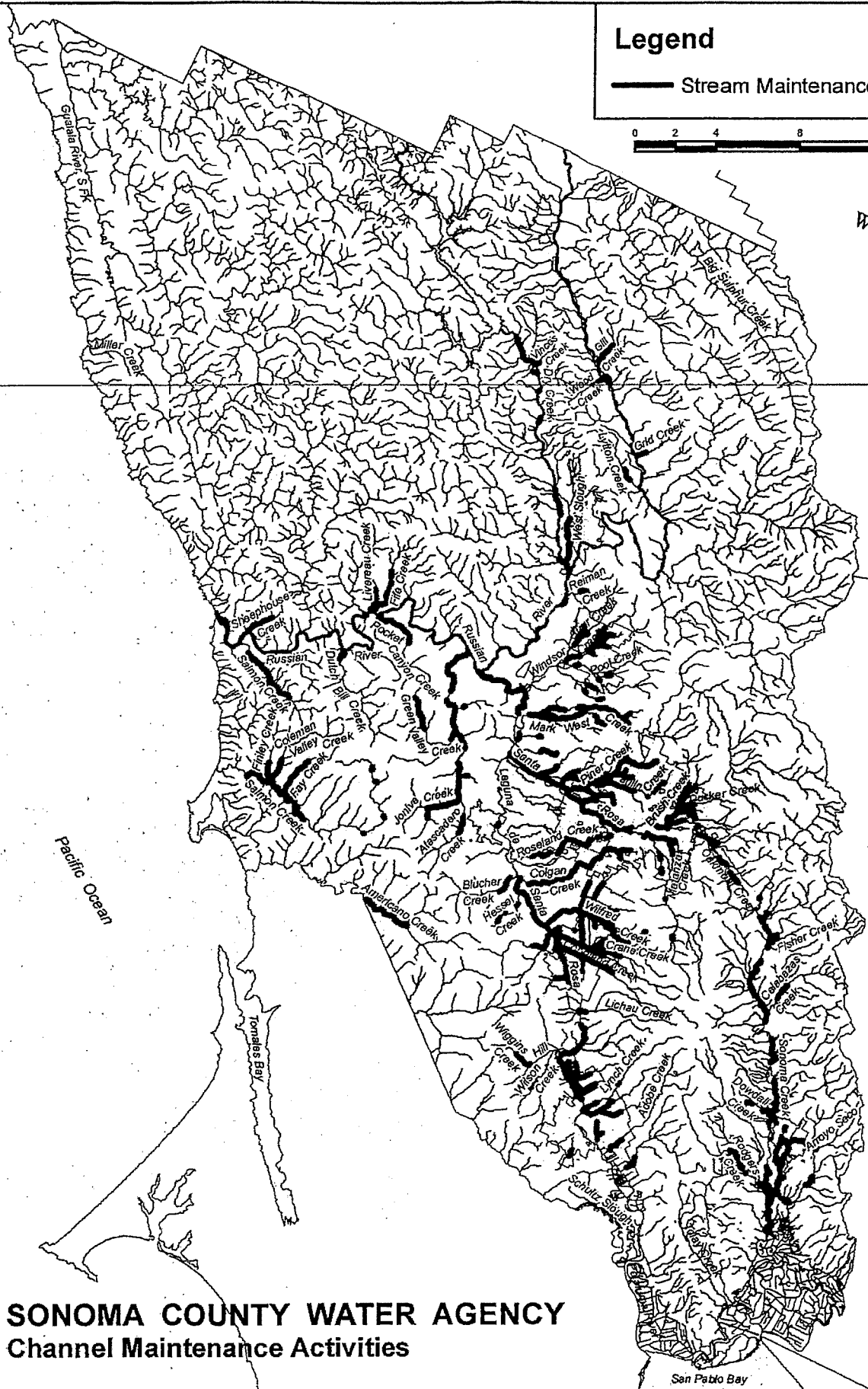
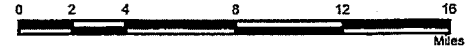
- A. A detailed statement describing the work or operations to be done and the manner in which they will be carried out to avoid unreasonably decreasing the clarity of the river or stream, including any proposed monitoring or mitigation measures.
- B. A location/vicinity map (8 ½ in. X 11 in.) showing where the project is located in relation to nearby lots, streets, highways and/or major natural features (e.g., locator maps & road maps).
- C. A copy of the Fish and Game permit or waiver.
- D. A copy of the Army Corps of Engineers permit for this project, if required.
- E. A copy of the California Regional Water Quality Control Board water quality certification, if required.
- F. A copy of the last rolling permit, if any.
- G. A check payable to "PRMD" (see current fee schedule). This fee includes any requested extensions for the calendar year.
- H. A copy of the California Environmental Quality Act (CEQA) document.
- I. A copy of any approved County permit conditions (e.g. mining approval).

## Sonoma County Permit and Resource Management Department

2550 Ventura Avenue ❖ Santa Rosa, CA ❖ 95403-2829 ❖ (707) 565-1900 ❖ Fax (707) 565-1103

### Legend

— Stream Maintenance Reaches



## SONOMA COUNTY WATER AGENCY

### Channel Maintenance Activities

\\SD-DATA\p\lood control\Stream Maint\Channel Maintenance\_Program\2013\Activities.mxd February 19, 2013

San Pablo Bay





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 17  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Permit and Resource Management Department

**Staff Name and Phone Number:**

Reg Cullen 565.2502

**Supervisorial District(s):**

Fourth

**Title:** An Ordinance No. 3836R Permit and Permit Extensions for Sonoma County Regional Parks; ROI15-0004

### **Recommended Actions:**

Adopt a Resolution issuing a Roiling Permit (Ordinance No. 3836R) and necessary permit extensions to Sonoma County Regional Parks for annual beach grooming at the Healdsburg Veteran's Memorial Beach.

### **Executive Summary:**

Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream or channel which may decrease the clarity of these waterways.

Concurrent Resolution No. 88-1220 of the Board of Supervisors requires that applications for permits describe the work or operations to be done, the purpose of the work or operations, the manner in which the work or operations will be carried out, and the time within which the work or operations will be completed. Pursuant to the Resolution, applications must be accompanied by a copy of the agreement required by Section 1601 et seq. of the California Fish and Wildlife Code and water discharge permits applicable to the work or operations, if any, pursuant to the Porter-Cologne Water Quality Control Act. Applications by public agencies must also be accompanied by evidence of compliance with the California Environmental Quality Act.

The application submitted by Sonoma County Regional Parks complies with the requirements of the 3836 Ordinance. The applicant proposes to groom the beach at Healdsburg Veteran's Memorial Beach for summer seasonal use and further represents that no significant residual impacts affecting water clarity of the Russian River will result.

The work is proposed to commence no earlier than June 1 and is scheduled to be completed by September 12, 2015. It should be noted that the work described in the application has been performed in accordance with permit requirements in past years. As described in the application and as

demonstrated in practice in previous permitting periods, the work will likely require greater than 30 days to complete. To accomplish this, the permit may be extended for additional 30-day periods if such permit period extensions are approved by the Board of Supervisors as requested in this agenda item. The Director of PRMD shall confirm the need for each permit extension immediately prior to the expiration of the current permit period to ensure that the work is not yet completed and an additional 30-day period extension is necessary. Three 30-day extensions may be required.

The 3836R permit and 30-day extensions require a 4/5 approval vote by the Board according to the requirements of the 1988 ballot measure creating the 3836R Ordinance.

**Prior Board Actions:**

05/07/2013: Board adopted Resolution Number 13-0177 issuing permit and permit extensions to Sonoma County Regional Parks for beach grooming at Healdsburg Veteran’s Memorial Beach.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

This permit allows Sonoma County Regional Parks to properly prepare Healdsburg Veteran’s Memorial Beach on the Russian River for safe public summer recreation.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

None

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

<b>Narrative Explanation of Staffing Impacts (If Required):</b>
None
<b>Attachments:</b>
A) Draft Board of Supervisors Resolution B) Application C) Map
<b>Related Items "On File" with the Clerk of the Board:</b>
Application Packet



County of Sonoma  
State of California

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_



4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Issuing  
A Permit and Permit Extensions Pursuant to Section VIII of Ordinance No. 3836R OF The  
County Of Sonoma To Sonoma County Regional Parks For Beach Grooming At The Healdsburg  
Veteran's Memorial Beach On the Russian River In The City Of Healdsburg**

**Whereas**, Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream, or channel which may decrease the clarity of a river or stream; and

**Whereas**, an application was filed by Sonoma County Regional Parks for an Ordinance No. 3836 permit for beach grooming on the Russian River, at the Permit and Resource Management Department in the manner prescribed by Resolution No. 88-1220 as amended by Resolution No 89-0746 of the Board of Supervisors; and

**Whereas**, the Board of Supervisors has reviewed said application; and

**Whereas**, the work requires greater than 30 days to complete, as described in the application and as demonstrated in past years; and

**Whereas**, the requirements of section VIII of the Sonoma County Code include a restriction to perform permitted activities within a period of 30 days, except that additional 30-day permit periods may be granted by the Board of Supervisors, and a requirement that all approval votes be by a 4/5<sup>th</sup> majority of the Board of Supervisors.

**Now, Therefore, Be It Resolved**

1. That the Board of Supervisors finds and determines that the work and operations described on said application is necessary and that the work and operations will be performed in a manner which will not unreasonably decrease the clarity of the waters of the rivers or streams of the County of Sonoma;

Resolution #

Date:

Page 2

2. That a permit is hereby granted to applicant to perform the work and operations described in the aforementioned application;
3. That permit extensions are hereby granted to the applicant to perform the work described herein for additional 30-day periods commencing on June 11, 2015 subject to the Director of PRMD confirming the need for the permit extension immediately prior to the expiration of the permit period;
4. That the work and operations shall be performed in the manner described in the application and in accordance with the terms and conditions of any applicable agreement required by Section 1601 et seq. of the California Fish and Wildlife Code, any applicable waste discharge permit issued pursuant to the Porter-Cologne Water Quality Control Act (commencing at Section 13000 of the California Water Code), and Chapter 26A of the Sonoma County Code and any plans adopted pursuant thereto;

**Be It Further Resolved** that the permit and permit extensions are hereby granted to the applicant pursuant to Section 25526.6 of the Government Code.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

# Rolling Permit Application

DRN-003

The Board of Supervisors approves all roiling permits under Section VIII of the Water Clarity Ordinance of the County of Sonoma, Ordinance No. 3836R (Chapter 23 of the Sonoma County Code).

A complete application must be submitted to the Permit and Resource Management Department a minimum of eight weeks before the start of project.

Applicant  Owner  Architect \ Engineer

Project Site Information

County of Sonoma, Regional Parks

13839 Old Redwood Highway

Name

2300 County Center Drive, Suite 120A

Address(es)

Healdsburg, CA 95448

Mailing Address

Santa Rosa CA, 95403

City/Town

088-170-042

City/Town

707-565-2041

State/Zip

707-579-8247

Assessor's Parcel Number(s)

Russian River

Phone

6/1/2015 Peripheral work in river approx 6/15/2015

Fax

River or Stream Name

6/30/2015 Install 9/12/2015 Dismantle

Work start date

Estimated completion date

Signature

Date

Types of work (check one):

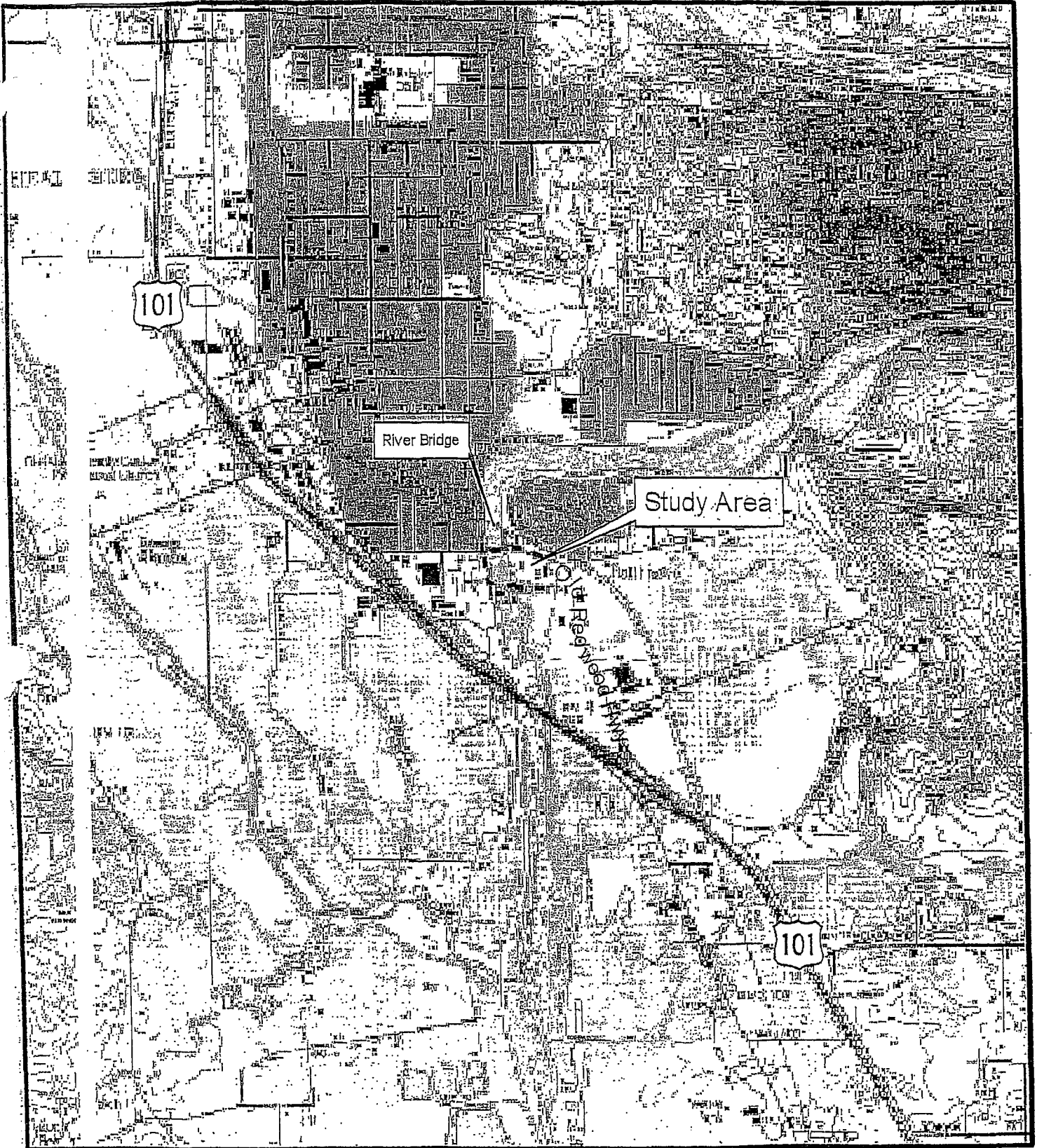
- To protect riparian property adjacent to a river or stream.
- To construct recreational dams.
- To perform construction work on riparian property, the nature of which may decrease the clarity of the waters of the river or stream.
- To construct temporary bridges, dikes, dams and settling ponds in connection with mining operations, or for agricultural uses.

## Application Requirements:

- A. A detailed statement describing the work or operations to be done and the manner in which they will be carried out to avoid unreasonably decreasing the clarity of the river or stream, including any proposed monitoring or mitigation measures.
- B. A location/vicinity map (8 ½ in. X 11 in.) showing where the project is located in relation to nearby lots, streets, highways and/or major natural features (e.g., locator maps & road maps).
- C. A copy of the Fish and Game permit or waiver.
- D. A copy of the Army Corps of Engineers permit for this project, if required.
- E. A copy of the California Regional Water Quality Control Board water quality certification, if required.
- F. A copy of the last roiling permit, if any.
- G. A check payable to "PRMD" (see current fee schedule). This fee includes any requested extensions for the calendar year.
- H. A copy of the California Environmental Quality Act (CEQA) document.
- I. A copy of any approved County permit conditions (e.g. mining approval).

## Sonoma County Permit and Resource Management Department

2550 Ventura Avenue ❖ Santa Rosa, CA ❖ 95403-2829 ❖ (707) 565-1900 ❖ Fax (707) 565-1103



Purpose: Healdsburg Veterans  
Memorial Beach Project



In the City of Healdsburg  
County of Sonoma

(USGS: Healdsburg Quadrangle 1993)

910 455 0 910 1,820 2,730 3,640  
Feet

SCALE: 1:24,000

### Vicinity Map

Sonoma County Regional Parks  
2300 County Center Dr. #120A  
Santa Rosa, Ca. 95401



### Figure 1

In:  
Russian River, River Mile 31.5-31.6  
Latitude 38° 36' 10"  
Longitude 122° 51' 31"  
County of: Sonoma, Ca.  
Application By: Michelle Julene  
Date: 3/21/03



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 18  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Permit and Resource Management Department

**Staff Name and Phone Number:**

Rosalind Girard 565.3418

**Supervisorial District(s):**

Fifth

**Title:** An Ordinance No. 3836R Permit and Permit Extensions to Russian River Recreation and Park District; ROI15-0001

### **Recommended Actions:**

Adopt a resolution issuing a roiling permit (Ordinance No. 3836R) and necessary permit extensions to Russian River Recreation and Park District for the recreation dam installation, maintenance and removal at Johnson's and Vacation Beaches (Russian River) in the town of Guerneville.

### **Executive Summary:**

Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream or channel which may decrease the clarity of these waterways.

Concurrent Resolution No. 88-1220 of the Board of Supervisors requires that applications for permits describe the work or operations to be done, the purpose of the work or operations, the manner in which the work or operations will be carried out, and the time within which the work or operations will be completed. Pursuant to the Resolution, applications must be accompanied by a copy of the agreement required by Section 1601 et seq. of the California Fish and Wildlife Code and water discharge permits applicable to the work or operations, if any, pursuant to the Porter-Cologne Water Quality Control Act. Applications by public agencies must also be accompanied by evidence of compliance with the California Environmental Quality Act.

The application submitted by Russian River Recreation and Park District complies with the requirements of the 3836R Ordinance. The applicant represents that no significant residual impacts affecting water clarity of the Russian River will result. The applicant proposes to install and remove recreational dams at Johnson's Beach in Guerneville and at Vacation Beach, downstream of Guerneville on the Russian River. The work is proposed to commence no earlier than May 15 and is scheduled to be completed by October 15, 2015.



It should be noted that the work described in the application has been performed in accordance with permit requirements in past years. As described in the application and as demonstrated in practice in previous permitting periods, the work will likely require greater than 30 days to complete. To accomplish this, the permit may be extended for additional 30-day periods if such permit period extensions are approved by the Board of Supervisors as requested in this agenda item. The Director of PRMD shall confirm the need for each permit extension immediately prior to the expiration of the current permit period to ensure that the work is not yet completed and an additional 30-day period extension is necessary. Four 30-day extensions may be required.

The 3836R permit and 30-day extensions require a 4/5 approval vote by the Board according to the requirements of the 1988 ballot measure creating the 3836R Ordinance.

**Prior Board Actions:**

05/13/2014: Board adopted Resolution Number 14-0200 issuing permit and permit extensions to Russian River Recreation and Park District for annual beach grooming and dam maintenance.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

The permit will allow the Russian River Recreation and Park District to properly maintain the beaches, and the flashboard dams at Johnson’s and Vacation Beaches on the Russian River promoting safe public summer recreation.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

None

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None			
<b>Attachments:</b>			
<ul style="list-style-type: none"> <li>A) Draft Board of Supervisors Resolution</li> <li>B) Application</li> <li>C) Location Map</li> </ul>			
<b>Related Items "On File" with the Clerk of the Board:</b>			
Application Packet			



# County of Sonoma

## State of California

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_



4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Issuing A Permit And Permit Extensions Pursuant To Section VIII Of Ordinance No. 3836R Of The County Of Sonoma To Russian River Recreation And Park District For Beach Grooming And Installation And Removal Of Summer Dams On The Russian River Near The Town Of Guerneville.**

**Whereas**, Section VIII of Ordinance No. 3836R requires that an application for a permit be filed with the Board of Supervisors prior to the performance of certain prescribed work or operations in a river, stream, or channel which may decrease the clarity of a river or stream; and

**Whereas**, an application was filed by Russian River Recreation and Park District for an Ordinance No. 3836R permit for recreational dam installation, maintenance and removal on the Russian River, at the Permit and Resource Management Department in the manner prescribed by Resolution No. 88-1220 as amended by Resolution No. 89-0746 of the Board of Supervisors; and

**Whereas**, the Board of Supervisors has reviewed said application; and

**Whereas**, the work requires greater than 30 days to complete, as described in the application and as demonstrated in practice in past years; and

**Whereas**, the requirements of section VIII of the Sonoma County Code include a restriction to perform permitted activities within a period of 30 days, except that additional 30-day permit periods may be granted by the Board of Supervisors, and a requirement that all approval votes be by a 4/5th majority of the Board of Supervisors.

**Now, Therefore, Be It Resolved**

1. That the Board of Supervisors finds and determines that the work and operations described on said application is necessary and that the work and operations will be performed in a manner which will not unreasonably decrease the clarity of the waters of the rivers or streams of the County of Sonoma;
2. That a permit is hereby granted to applicant to perform the work and operations described in the aforementioned application;

Resolution #

Date:

Page 2

3. That permit extensions are hereby granted to the applicant to perform the work described herein for additional 30-day periods commencing on June 11, 2015 subject to the Director of PRMD confirming the need for the permit extension immediately prior to the expiration of the permit period;
  
4. That the work and operations shall be performed in the manner described in the application and in accordance with the terms and conditions of any applicable agreement required by Section 1601 et seq. of the California Fish and Wildlife Code, any applicable waste discharge permit issued pursuant to the Porter-Cologne Water Quality Control Act (commencing at Section 13000 of the California Water Code), and Chapter 26A of the Sonoma County Code and any plans adopted pursuant thereto;

**Be It Further Resolved** that the permit and permit extensions are hereby granted to the applicant pursuant to Section 25526.6 of the Government Code.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

# Roiling Permit Application

Attachment B -

DRN-003

The Board of Supervisors approves all roiling permits under Section VIII of the Water Clarity Ordinance of the County of Sonoma, Ordinance No. 3836R (Chapter 23 of the Sonoma County Code).

**A complete application must be submitted to the Permit and Resource Management Department a minimum of eight weeks before the start of project.**

Applicant  Owner  Architect \ Engineer

Project Site Information

RUSSIAN RIVER RECREATION & PARK DISTRICT

JOHNSON'S BEACH & VACATION BEACH

Name

Address(es)

PO BOX 195

GUERNEVILLE

Mailing Address

City/Town

GUERNEVILLE, CA 95446

070-040-020;023;048 & 071-250-003;030;032

City/Town

State/Zip

707-869-9184

NONE

Phone

Fax

MAY 15, 2015

River or Stream Name

OCTOBER 15, 2015

Work start date

Estimated completion date



FEBRUARY 18, 2015

Signature

Date

### Types of work (check one):

- To protect riparian property adjacent to a river or stream.
- To construct recreational dams.
- To perform construction work on riparian property, the nature of which may decrease the clarity of the waters of the river or stream.
- To construct temporary bridges, dikes, dams and settling ponds in connection with mining operations, or for agricultural uses.

### Application Requirements:

- A. A detailed statement describing the work or operations to be done and the manner in which they will be carried out to avoid unreasonably decreasing the clarity of the river or stream, including any proposed monitoring or mitigation measures.
- B. A location/vicinity map (8 1/2 in. X 11 in.) showing where the project is located in relation to nearby lots, streets, highways and/or major natural features (e.g., locator maps & road maps).
- C. A copy of the Fish and Game permit or waiver.
- D. A copy of the Army Corps of Engineers permit for this project, if required.
- E. A copy of the California Regional Water Quality Control Board water quality certification, if required.
- F. A copy of the last roiling permit, if any.
- G. A check payable to "PRMD" (see current fee schedule). This fee includes any requested extensions for the calendar year.
- H. A copy of the California Environmental Quality Act (CEQA) document.
- I. A copy of any approved County permit conditions (e.g. mining approval).

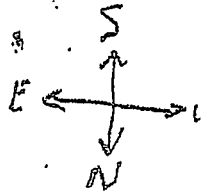
N/A  
N/A

N/A

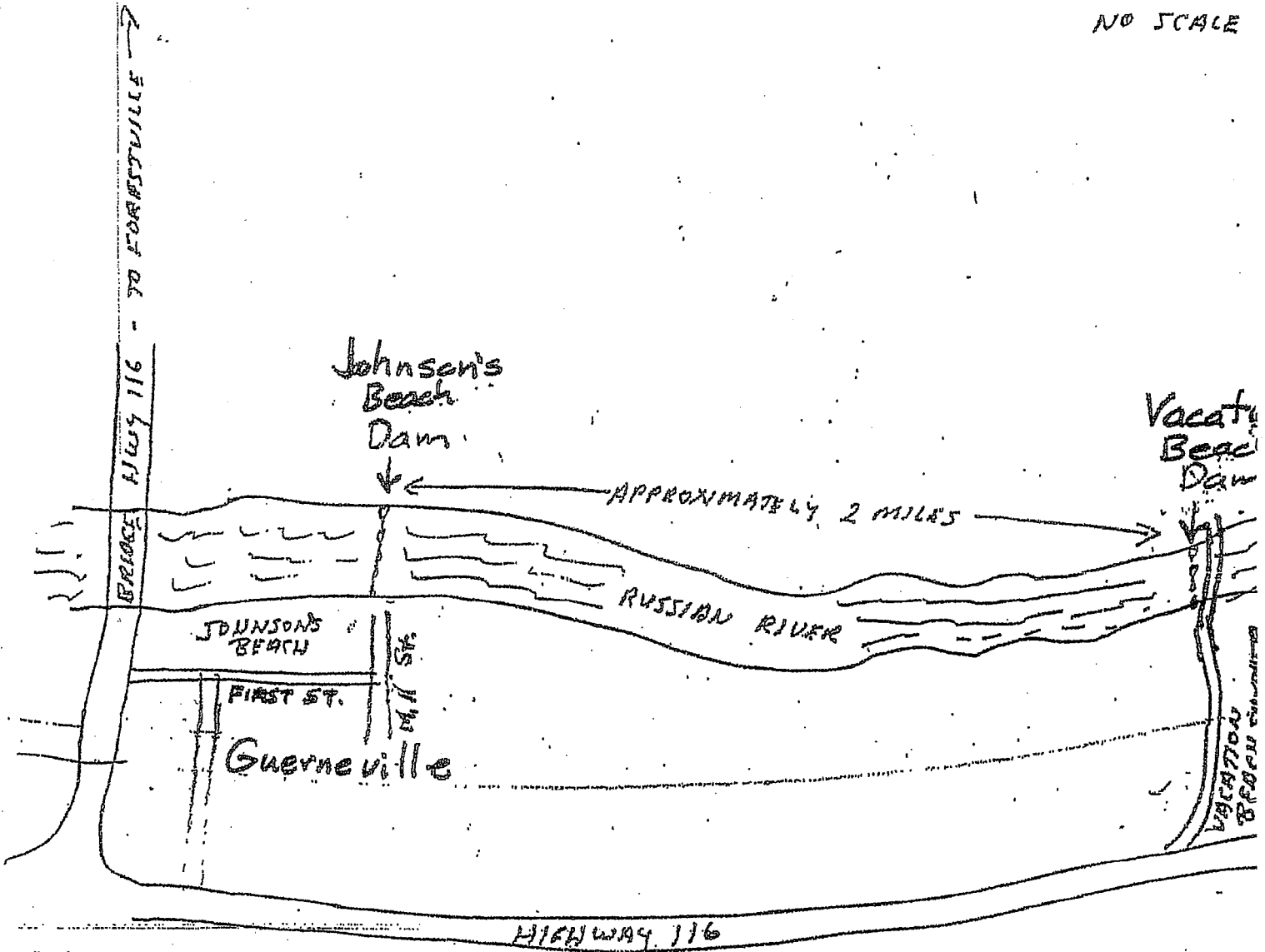
### Sonoma County Permit and Resource Management Department

2550 Ventura Avenue ❖ Santa Rosa, CA ❖ 95403-2829 ❖ (707) 565-1900 ❖ Fax (707) 565-1103

SUMMER DAMS  
RUSSIAN RIVER RECREATION  
AND PARK



NO SCALE





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 19  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Probation

**Staff Name and Phone Number:**

Robert Ochs, Probation: 565-2732

**Supervisorial District(s):**

Countywide

**Title:** Restorative Resources Contract Amendment

### **Recommended Actions:**

Authorize the Chief Probation Officer to sign a contract amendment with Restorative Resources increasing the contract amount for their Juvenile Services contract by \$20,000 to \$120,000.

### **Executive Summary:**

California Legislature passed AB1913, the Schiff-Cardenas Crime Prevention Act (later renamed Juvenile Justice Crime Prevention Act (JJCPA)) in September 2000. This effort was designed to provide a stable funding source to counties for juvenile programs that have proved effective in reducing crime among at-risk and young offenders. The legislation mandates a local Juvenile Justice Coordinating Council (JJCC) to advise the Chief Probation Officer and assist in the creation of a Comprehensive Multi-Agency Juvenile Justice Plan (CMJJP). Every fiscal year since 2001, JJCPA funds have been appropriated and allocated to counties on a population-based formula.

Matching funds are not required by the JJCPA program. Since 2000, JJCPA has funded youth diversion and juvenile probation services through a combination of Probation staff and intervention programs contracted through local community-based organizations (CBOs).

One of the programs funded by JJCPA is restorative conferencing. The board approved a service contract with Restorative Resources in June 2014 in the amount of \$100,000. During the current contract year, 7/1/2014 – 6/30/2015, the program was expanded to include services in Juvenile Hall and increased utilization for low-risk youth. The current contract includes a ‘not-to-exceed’ amount of \$100,000. The amendment increases that amount to \$120,000. If there are fewer referrals than anticipated in the last quarter of the current fiscal year, additional funds will not be spent. This program is out for competitive bid at the moment and a new contract or contracts will be presented for board approval at the end of the fiscal year. In the fiscal year 2013-2014, we had 39 successful completions in Accountability Circles, and from 7/1/2014 to 5/5/2015 we’ve had 53 successful completions for Accountability Circles; in the fiscal year 2013-2014, we had 20 successful completions in Restorative Conferencing, and from 7/1/2014 to 5/5/2015 we’ve had 28 successful completions for Restorative Conferencing.

<b>Prior Board Actions:</b>			
Annually beginning 04/10/07 the Board has authorized JJCPA applications, acceptance of funds and agreements for Juvenile Crime Prevention Services Programs.			
<b>Strategic Plan Alignment</b> Goal 1: Safe, Healthy, and Caring Community			
The proposed project promotes safe, healthy and caring community by supporting implementation of EBPs designed to reduce recidivism among delinquent youth.			
<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$ 100,000	County General Fund	\$ 0
Add Appropriations Req'd.	\$ 20,000	State/Federal	\$ 120,000
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 120,000</b>	<b>Total Sources</b>	<b>\$ 120,000</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
State/Federal: Appropriations from JJCPA will cover the additional contract costs due to savings in other contracted services. No additional appropriations are needed.			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Restorative Resources contract amendment			
<b>Related Items "On File" with the Clerk of the Board:</b>			



**AMENDMENT NO. 1  
TO AGREEMENT FOR PROFESSIONAL SERVICES**

This Amendment No. 1 is entered into by and between the County of Sonoma, a political subdivision of the State of California (hereinafter, "COUNTY") and Restorative Resources, (hereinafter, "CONSULTANT").

**RECITALS**

WHEREAS, COUNTY and CONSULTANT entered into the Agreement for delivering restorative justice programs for Sonoma County juvenile offenders, dated July 1, 2014, including all extensions thereof (collectively, the "Agreement");

WHEREAS, Section 8 of the Agreement provides that the parties may modify or amend the Agreement in writing; and

WHEREAS, the parties wish to amend the Agreement for the purpose of modifying the Payment amount included herein.

1. Payment.

Consultant's 2.1. Payment is hereby replaced in its entirety by the following:

2.1 Payment. For all services required and incidental costs incurred hereunder, Consultant shall be paid in accordance with the rates set forth in the estimated budget and Fee Schedule, attached hereto as Exhibit "B" and incorporated herein by this reference. The amount to be paid to Consultant for all services performed under this Agreement shall not exceed One Hundred Twenty Thousand Dollars (\$120,000). Such amount is not an estimate or minimum guarantee of payment under the Agreement; the amount to be paid under this Agreement shall be made in accordance with the terms set forth herein.

2. The effective date of this Amendment No. 1 is April 1, 2015 through the remaining balance of the term of this Agreement.

3. All other provisions of the Agreement are unchanged, and shall remain in full force and effect throughout the remaining balance of the term of the Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

CONSULTANT: \_\_\_\_\_

COUNTY: COUNTY OF SONOMA

\_\_\_\_\_

APPROVED AS TO  
SUBSTANCE FOR COUNTY:

By: \_\_\_\_\_

By: \_\_\_\_\_  
Department Head

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

APPROVED AS TO FORM FOR  
COUNTY:

By: \_\_\_\_\_  
County Counsel

Date: \_\_\_\_\_



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 20  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sheriff's Office

**Staff Name and Phone Number:**

Susan Stark, 565-3116

**Supervisorial District(s):**

ALL

**Title:** Residential Substance Abuse Treatment (RSAT) State Prisoners Program Grant.

### Recommended Actions:

1. Adopt a Resolution authorizing the Sheriff to participate in the RSAT State Prisoners Program, in the amount of \$196,967 for Fiscal Year 2015-16 with County matching funds totaling \$49,242 to come from the Inmate Welfare Trust Fund.
2. Authorize the Sheriff to execute all related documents needed to implement the Sonoma County's RSAT State Prisoners Program that do not substantially change the content thereof and authorize the Sheriff to perform all authorized actions with respect to the grant application and award.

### Executive Summary:

The Sheriff is requesting that the Board authorize him to participate in the RSAT State Prisoners Program Grant, federally funded through the Bureau of Justice Assistance (BJA) and administered by the Board of State and Community Corrections (BSCC). The Sheriff has developed a grant proposal that will enhance the Sheriff's ability to provide substance abuse programming to inmates. The BSCC is scheduled to approve grant awards on June 11, with the program start date of July 1, 2015.

Title 15 of the California Code of Regulations requires that the Sheriff provide various educational opportunities for incarcerated inmates. Detention staff are continuously looking for ways to enhance the capacity of inmate programming to both increase inmate participation and improve the effectiveness of the programs being offered. With funding for the RSAT State Prisoners Program, the Sheriff's Office will be able to meet the grant's goals to enhance the capability of units of local government to provide substance abuse treatment for incarcerated inmates; prepare offenders for their reintegration into the communities from which they came by incorporating reentry planning activities into treatment programs; and assist offenders and their communities through the reentry process by delivering community-based treatment and aftercare services.

The proposed project will enable the Sheriff's Office to partner with American Community Corrections Institute (ACCI) and Sonoma County community volunteers to provide programming to a population of

inmates that currently cannot participate in programs due to MADF's facility limitations and limited programming resources. The proposed project also complements existing program services provided by the Community Corrections Partnership (CCP).

ACCI's cognitive restructuring life skills correspondence courses will enable substance abuse treatment to reach more inmates and provide courses that are designed around an inmate's specific needs. Behavioral Health agrees that the RSAT grant complements their Starting Point Program and they support the implementation of ACCI's correspondence courses. The program is founded on evidence-based best practices and research demonstrates a high average completion rate and a low recidivism rate. Throughout the program, community volunteers will individually mentor inmates through their life skills studies, assist inmate participants with reentry planning during incarceration, and mentor participants during their reentry process post release. To foster the mentor relationship, collaboration between community volunteers, Detention, and Behavioral Health will be developed during the reentry and aftercare phase of the program.

The grant will monitor the success of the program by the number of participants and related outcomes for completing the in-jail and aftercare components. Any potential reasons for an inmate's incompleteness will be researched and addressed to improve future outcomes. In order to track the volumes of data and to complete the numerous grant reports, Sheriff's programs staff have identified the need for a type of support staff. If awarded, the Sheriff will work with County Human Resources to determine the most appropriate way to staff the position (i.e. extra help) given the amount and length of the award.

In addition to support staff (\$110,715), the grant application includes funding for ACCI services and supplies (\$79,175), drug and alcohol testing (\$5,443), and travel/training to attend the grant's mandatory conferences (\$1,634), which totals \$196,967. The grant has a 25% matching requirement. The Sheriff, based on a recommendation from the Inmate Welfare Trust Committee, has approved this match to be funded by the Inmate Welfare Trust Fund. There will be no impact on the County's General Fund if the Sheriff's Office is awarded this grant.

If the proposal is granted an award, the program will begin July 1, 2015. This grant directly compliments Detention's existing inmate programming and re-entry programs. The grant provides an opportunity for the Sheriff to introduce correspondence courses in the detention facilities, develop and leverage community volunteers, and aims towards reducing recidivism. The outcomes will enable us to determine if this type of programming should be permanently added to Detention's inmate programming platform.

**Prior Board Actions:**

None.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

The intent of rehabilitative programming is in alignment with the County's strategic goal to provide a safe, healthy, and caring community for its residents. It also supports the Sheriff's objective to decrease Sonoma County's recidivism rate by providing inmates the skills, education, and training necessary to reduce the potential for reoffending and to lay the foundation for their continued success as contributing members of our community upon their release.

**Fiscal Summary - FY 15-16**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$ 196,967	State/Federal	\$ 147,725
	\$	Fees/Other	\$ 49,242
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 196,967</b>	<b>Total Sources</b>	<b>\$ 196,967</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The annual cost of \$196,967 for the aforementioned services will be added to the Sheriff's Office FY 2015-16 proposed budget once an award is granted. The costs are 75% funded from the BJA and administered by the BSCC, and the 25% required match will be funded from the Inmate Welfare Trust (IWT) Fund. The current IWT fund balance is \$527,488. Use of IWT funds for the grant's required match will not take away from any other IWT funded activities.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

None.

**Attachments:**

2015 Resolution of the Board of Supervisors

**Related Items "On File" with the Clerk of the Board:**

2015-16 RSAT for State Prisoners Program Proposal



County of Sonoma  
State of California

Date: May 5, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_



4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, authorizing the Sonoma County Sheriff-Coroner to participate in, accept, and execute the Residential Substance Abuse Treatment (RSAT) for State Prisoners Program Grant documents in the amount of \$196,967.**

**Whereas**, the Sonoma County Sheriff-Coroner desires to participate in the RSAT for State Prisoners Program, federally funded through the [Bureau of Justice Assistance](#) (BJA) and administered by the Board of State and Community Corrections (hereafter referred to as BSCC).

**Now, Therefore, Be It Resolved** that the Sheriff-Coroner is authorized on behalf of this Governing Board to submit the grant proposal for this funding and sign the Grant Agreement with the BSCC, including any amendments thereof.

**Be It Further Resolved** that federal grant funds received hereunder shall not be used to supplant expenditures controlled by this body.

**Be It Further Resolved** that the Sonoma County Sheriff-Coroner agrees to provide all matching funds required for said project and abide by the statutes and regulations governing the federal Grants Program as well as the terms and conditions of the Grant Agreement as set forth by the BSCC.

**Be It Further Resolved** that the Sonoma County Sheriff-Coroner, Steve Freitas, is authorized to execute the RSAT for State Prisoners Program documents and requests for reimbursement up to \$196,967.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

Resolution #

Date:

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## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 21  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sheriff's Office

**Staff Name and Phone Number:**

Lynnae Mann 565-2872

**Supervisorial District(s):**

All

**Title:** Warm Springs Dam Law Enforcement Services 2015 Contract

### **Recommended Actions:**

Authorize the Sheriff to execute the 2015 law enforcement services contract for the Warm Springs Dam area with the U.S. Army Corps of Engineers in the amount of \$156,120 for the term May 15, 2015 through September 27, 2015, and make any revisions to the documents that do not substantially change the content, upon approval of County Counsel.

### **Executive Summary:**

Since 1985 when Lake Sonoma opened, the Sheriff's Office Marine Unit has budgeted and provided a baseline level of service for the Warm Springs Dam area. The Warm Springs Dam area is the busiest waterway with the most calls for service, the most accidents, and the most law enforcement contacts of all the County waterways.

The U.S. Army Corps of Engineers (USACE) has reimbursed the Sonoma County Sheriff's Office for a portion of the law enforcement services provided on Lake Sonoma during the active summer months since 1985. In addition to the reimbursement provided in the contract, USACE provides the Marine Unit with an office to use as a substation, a storage container, and docking spaces on the lake for the Unit's vessels and personal water crafts (PWCs).

The Sheriff's Office has received the proposed contract from USACE that covers the period from May 15, 2015 through September 27, 2015. The amount available for reimbursement to the County for the provision of these law enforcement services is \$156,120.

The contract allows reimbursement of .5 FTE Deputy Sheriff II salary and benefits, with some overtime, holiday time and Sergeant support. In addition, reimbursable expenses include the cost of two patrol vehicles, mileage, County-wide overhead, and Sheriff's Office overhead. The associated reimbursement revenue are included in the Sheriff's Office adopted FY 14-15 and requested FY 15-16 budgets.



The Sheriff's Office is legally responsible for providing law enforcement services to the County's waterways regardless of federal reimbursement. If the contract is not approved, the County will forego funding reimbursement for up to \$156,120 for the provisions of law enforcement services at Warm Springs Dam Lake Sonoma.

**Prior Board Actions:**

The Board of Supervisors has approved the U.S. Army Corps of Engineers law enforcement services contract since 1985.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

Entering into a law enforcement services contract with the U.S. Army Corps of Engineers will allow the Sheriff's Office to ensure that boating activities at Lake Sonoma are safe during the busy summer season.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 36,741	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$ 36,741
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 36,741</b>	<b>Total Sources</b>	<b>\$ 36,741</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The contract will reimburse actual expenditures up to \$156,120. \$36,741 will be expended in FY 14-15. The remaining \$119,379 in revenue and expenditures is included in the Sheriff's Office FY 15-16 requested budget.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

<b>Attachments:</b>
<b>Related Items "On File" with the Clerk of the Board:</b>
Warm Springs Dam Law Enforcement Services for 2015 Contract



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 22  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sheriff's Office

**Staff Name and Phone Number:**

Sgt. John Molinari, Julie Bertoli (707) 565-1469

**Supervisorial District(s):**

ALL Supervisorial Districts

**Title:** 3M Cogent Agreement for Fingerprint Identification Equipment Support

### **Recommended Actions:**

Authorize the Sheriff to execute an agreement with 3M Cogent to provide maintenance and support services for fingerprint identification equipment for the period of April 1, 2015 through June 30, 2016, for a total not to exceed amount of \$215,500.

### **Executive Summary:**

This item is requesting that the Board authorize the Sheriff to execute an agreement for services between the County of Sonoma and 3M Cogent, Inc. to provide maintenance and support services for the County's automated fingerprint system. This system is used by all law enforcement agencies in Sonoma County and managed by the Sheriff's Office. The automated fingerprint system has been purchased and maintained with appropriations from the DMV ID special funds as described below.

History: The DMV ID fund is comprised of vehicle registration fees pursuant to Vehicle Code Section 9250.19, ("Section 9250.19") which authorizes the Board of Supervisors to increase vehicle registration fees by \$1.00 for each vehicle registered or renewed by Sonoma County residents. The Board of Supervisors approved this fee on June 2, 1998. Fees must be used exclusively for programs that enhance the capacity of local law enforcement to provide automated mobile and fixed location fingerprint identification. Fees collected under Section 9250.19 are held in a County special revenue fund within the Sonoma County Sheriff's Office ("SCSO"). The Remote Access Network Board ("RAN Board"), defined below, makes DMV ID special revenue fund expenditures recommendations to the Sonoma County Board of Supervisors.

RAN Board: The Remote Access Network Board is charged with regulating the use of Section 9250.19 funds and making identification system recommendations to the Sonoma County Board of Supervisors. Government code specifies that "each RAN Board shall be composed of seven members, as follows: a member of the board of supervisors, represented by Supervisor Zane, the sheriff, the district attorney, the chief of police of the Cal-ID member department having the largest number of sworn personnel

within the county, a second chief selected by all other police chiefs within the county, a mayor elected by the city selection committee established pursuant to Section 50270 of the Government Code, and a member-at-large chosen by the other members.”

Background: Since 1998 the SCSO, in conjunction with the RAN Board, and in compliance with government code, has implemented a variety of systems that “enhance the capacity of local law enforcement to provide automated mobile and fixed location fingerprint identification.”

Implementation included a multiphase approach to replacing all Sonoma County law enforcement agencies' aging live scan fingerprinting devices (live scan); establishing a local automated fingerprint identification archive (“CAFIS”); implementing quick identification in the detention facilities’ booking areas; installing remote fingerprint input terminals; expanding searching capability with State and Federal databases, deploying handheld fingerprint identifications devices (“Mobile Ident II”) to law enforcement officers in the field; and implementing a booking system that maps booking photos to automated fingerprints. These integrated systems were purchased from 3M Cogent Inc., (“Contractor”).

Maintenance services: These systems are critical, time sensitive, and must function with minimal interruptions for law enforcement and detention personnel who depend on the system. This equipment must maintain functionality 24 hours a day, seven days a week. Contracted support from the vendor is the best way to ensure uninterrupted operations. In addition, the vendor deploys system updates and preventative maintenance on an ongoing basis. Accordingly, the County has purchased ongoing maintenance and support services from the vendor.

It is customary for hardware and software vendors to charge for support of their products at a rate based on the percentage of the purchase price of the equipment. Because this equipment is relied on 24 hours a day, seven days a week, a higher level of support is needed. For example, the booking process cannot be suspended for a few days while waiting for repairs. In addition, because the system transmits information to both Federal and State agencies, strict compliance and standards must be maintained. The vendor is responsible for ensuring our equipment is operating based on the most up to date regulations administered by these agencies. Past maintenance Agreements supporting this equipment provided the coverage necessary to maintain continuity of our operations. Therefore, the Sheriff is requesting authorization to continue to engage in these services. Since the last Agreement, (approved by the Board on 4/12/11) we have added more equipment and features to the system to increase and improve functionality.

The current maintenance agreement expired on March 31, 2015. The hardware and software covered by the proposed Agreement is proprietary, which prevents any other outside company from performing maintenance services. The proposed Agreement provides for continued maintenance for a cost not to exceed \$215,500 over the length of the 15 month Agreement. The amount is comprised of \$37,500 for maintenance and support of equipment for the last quarter of FY 2014-2015, April 1, 2015 through June 1, 2015; and \$178,000 for the second full fiscal year, July 1, 2015 through June 30, 2016.

Funding: Funds to support the proposed Agreement have been included in the Sheriff’s FY 14-15 adopted and FY 15-16 recommended DMV ID special fund budget. The DMV ID fund has fund balance to cover the costs of the proposed Agreement through its term. The proposed Agreement has no County General Fund net cost.

--

**Prior Board Actions:**

Since 2006, the Board has authorized multiple purchases of fingerprint identification equipment to establish and operate the County’s automated fingerprint database. The most recent agreement was approved by the Board on 4/22/14, authorizing the Sheriff to execute a two-year agreement (April 28, 2014 through April 27, 2016) for Identification Services and Mobile Identification Upgrade with 3M Cogent. Corresponding maintenance agreements have also been approved by the Board in 2006, 2008, and 2011.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

Sonoma County’s automated fingerprint system helps achieve a safer community by providing law enforcement officers with real-time information regarding identification for investigative purposes.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 215,500	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 215,500
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 215,500</b>	<b>Total Sources</b>	<b>\$ 215,500</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

No impact to County general fund; all expenses covered by DMV ID special funds.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

<b>Attachments:</b>
<b>Related Items "On File" with the Clerk of the Board:</b>
Agreement for Maintenance of Fingerprint Identification Equipment.



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 23  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Sheriff-Coroner

**Staff Name and Phone Number:**

Lynnae Mann 565-2872

**Supervisorial District(s):**

All

**Title:** Amendment to the Agreement for Chaplaincy Services

### **Recommended Actions:**

Authorize the Sheriff to execute Amendment No. 1 of the Agreement for Chaplaincy Services with Law Enforcement Chaplaincy Service in Sonoma County for the three-year term beginning July 1, 2014 through June 30, 2017 for an amount not to exceed \$95,100, which represents a one-year extension and a total contract value increase of \$72,600.

### **Executive Summary:**

This item requests that your Board authorize the Sheriff to execute Amendment No. 1 of the Agreement for Chaplaincy Services with Law Enforcement Chaplaincy Service in Sonoma County (LE Chaplaincy) to increase annual payments for a three-year term beginning July 1, 2014 through June 30, 2017. Total payments under this Agreement will not exceed \$95,100. This contract is being expanded based on a request from the Board during the FY 2014-15 budget hearings.

The Sheriff's Office has contracted with LE Chaplaincy for services since FY 2000-01. LE Chaplaincy is a non-profit organization supported by an interfaith community of volunteers. The Sheriff's Office and the community have benefited from the longstanding relationship with this valued partner. On February 10, 2015, as part of the FY 14-15 second quarter consolidated budget adjustment process, your Board approved additional funding of \$24,200 for the current fiscal year and two additional years. Consequently, the Sheriff's Office requests to amend the Agreement to reflect the increased funding and the extension of the term. LE Chaplaincy has established a non-profit foundation, which will provide the organization with a secure funding source into the future. Funding requested at this time will provide program support for three years until the foundation is expected to be fully operational.

LE Chaplaincy provides the following counseling and support services:

- Counseling and emotional support services to Sheriff's Office employees and Sonoma County residents who have been involved in traumatic incidents or human tragedies that involve law

enforcement such as suicides, homicides, and fatal accidents

- Counseling and emotional support to families of inmates who have committed suicide or otherwise died in custody
- Assist Coroner’s Office staff with grief counseling to family members of the deceased at the time of death notification
- Follow-up counseling services to the person(s) who received the initial counseling as requested
- Training services to patrol and correctional deputies on giving death notifications and emotional support to family members of the deceased.

The current Agreement provides for two annual payments of \$7,500 each in FY 14-15 and FY 15-16. The Amendment reflects this increase as well as two more years of funding at the same level. With these changes and the change in the term from a two-year agreement to a three-year agreement, contract payments total \$95,100. Funding for year two of the agreement is included in the Sheriff’s Office FY 15-16 requested baseline budget.

**Prior Board Actions:**

2/10/15: Board approved additional funding of \$24,200 for LE Chaplaincy’s services agreement during the FY 14-15 second quarter consolidated budget adjustment process.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

Approval of the requested amendment promotes a safe, healthy, and caring community and ensures that chaplaincy services will continue to be provided to the community when traumatic incidents or human tragedies occur in the County.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 31,700	County General Fund	\$ 31,700
Add Appropriations Req’d.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 31,700</b>	<b>Total Sources</b>	<b>\$ 31,700</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Funding for year two of the agreement is included in the Sheriff’s Office FY 15-16 requested baseline budget.



<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Amendment No. 1 to the Agreement for Chaplaincy Services			
<b>Related Items “On File” with the Clerk of the Board:</b>			
Agreement for Chaplaincy Services			

**AMENDMENT NO. 1  
TO AGREEMENT FOR CHAPLAINCY SERVICES**

This Amendment No. 1 is entered into by and between the County of Sonoma, a political subdivision of the State of California (hereinafter, "County") and Law Enforcement Chaplaincy Service in Sonoma County, a California Non-Profit (hereinafter "Contractor").

**RECITALS**

WHEREAS, County and Contractor entered into the Agreement for Chaplaincy Services dated July 1, 2014 (collectively, the "Agreement");

WHEREAS, County and Contractor have been mutually satisfied with the Agreement;  
and

WHEREAS, the parties wish to amend the sections and subsections of the Agreement relating to Payment (Subsection 2) and Term of Agreement (Subsection 3), which can be amended by the parties in writing pursuant to Section 8 of the Agreement.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties hereto agree as follows.

**AGREEMENT**

1. Section 2 of the Agreement, entitled "Payment," is hereby deleted and replaced in its entirety with the following:

2. Payment. For all services and incidental costs required hereunder, Contractor shall be paid in accordance with the following terms:

i. For the period July 1, 2014 through June 30, 2015, the County shall pay Contractor the amount of Thirty One Thousand and Seven Hundred Dollars (\$31,700.00), regardless of the number of hours or length of time necessary for Contractor to complete the services.

ii. For the period July 1, 2015 through June 30, 2016, the County shall pay Contractor the amount of Thirty One Thousand and Seven Hundred Dollars (\$31,700.00), regardless of the number of hours or length of time necessary for Contractor to complete the services.

iii. For the period July 1, 2016 through June 30, 2017, the County shall pay Contractor the amount of Thirty One Thousand and Seven Hundred Dollars (\$31,700.00), regardless of the number of hours or length of time necessary for Contractor to complete the services.

Contractor shall not be entitled to any additional payment for any expenses incurred in completion of the services.

Contractor shall submit its invoices for payment in a form approved by County's Auditor and the Sheriff's Office. The invoices shall identify the service period

and the amount charged. Payments to Contractor shall be made annually upon receipt of invoice, prior to June 30, 2015 and June 30, 2016.

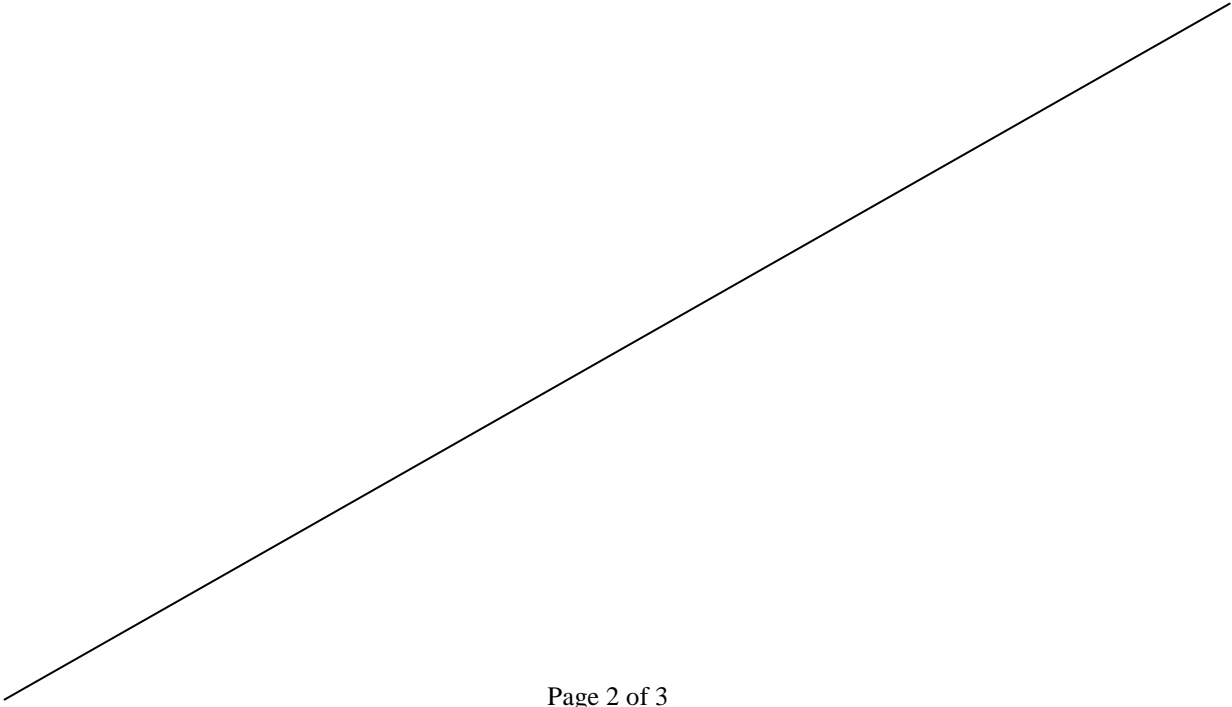
Pursuant to California Revenue and Taxation code (R&TC) Section 18662, the County shall withhold seven percent of the income paid to Contractor for services performed within the State of California under this agreement, for payment and reporting to the California Franchise Tax Board, if Contractor does not qualify as: (1) a corporation with its principal place of business in California, (2) an LLC or Partnership with a permanent place of business in California, (3) a corporation/LLC or Partnership qualified to do business in California by the Secretary of State, or (4) an individual with a permanent residence in the State of California.

If Contractor does not qualify, County requires that a completed and signed Form 587 be provided by the Contractor in order for payments to be made. If Contractor is qualified, then the County requires a completed Form 590. Forms 587 and 590 remain valid for the duration of the Agreement provided there is no material change in facts. By signing either form, the contractor agrees to promptly notify the County of any changes in the facts. Forms should be sent to the County pursuant to Article 12. To reduce the amount withheld, Contractor has the option to provide County with either a full or partial waiver from the State of California.

2. Section 3 of the Agreement, entitled "Term of Agreement," is hereby deleted and replaced in its entirety with the following:

3. Term of Agreement. The term of this Agreement shall be from July 1, 2014 to June 30, 2017 unless terminated earlier in accordance with the provisions of Article 4 below.

3. All other provisions of the Agreement are unchanged, and shall remain in full force and effect throughout the remaining balance of the term of the Agreement, which will end on June 30, 2017.



IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

**LAW ENFORCEMENT CHAPLAINCY  
SERVICE IN SONOMA COUNTY**

**COUNTY OF SONOMA**

By: \_\_\_\_\_  
Warren Hayes, Executive Director  
And Authorized Agent

By: \_\_\_\_\_  
Sheriff-Coroner

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**APPROVED AS TO FORM FOR COUNTY**

By: \_\_\_\_\_  
Deputy County Counsel

Date: \_\_\_\_\_

**CERTIFICATES OF INSURANCE ON  
FILE WITH SHERIFF'S OFFICE**

By: \_\_\_\_\_

Date: \_\_\_\_\_



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 24  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sheriff's Office

**Staff Name and Phone Number:**

Analyst Lynnae Mann 565-2872

**Supervisorial District(s):**

All

**Title:** Department of Parks and Recreation, Division of Boating and Waterways FY 2015-2016 Grant Contract

### **Recommended Actions:**

Adopt a resolution approving the State of California Boating Safety and Enforcement Financial Aid Program Contract for FY 15-16 in the amount of \$513,899 for the provision of law enforcement services on various waterways in Sonoma County and authorizing the Sheriff to execute the contract and make any revisions or amendments thereto that do not substantially change the content thereof, upon approval of County Counsel.

### **Executive Summary:**

This item requests that your Board adopt a resolution approving the FY 15-16 State of California Boating Safety and Enforcement Financial Aid Program contract in the amount of \$513,899, which would support the provision of law enforcement services on Sonoma County waterways.

The Sonoma County Sheriff's Office has applied for and received grant funds from the California Department of Parks and Recreation, Division of Boating and Waterways (DBW) since 1985. The grant offsets over half of the costs associated with providing law enforcement services on Sonoma County waterways, which include Lake Sonoma, Bodega Bay, San Pablo Bay, Petaluma River, Russian River and the Sonoma County coastline.

The FY 15-16 Marine Unit requested budget includes \$865,204 in expenditures. Program costs include two deputy sheriff positions, one sergeant position, position costs to support additional deputy support during the boating season, and operational support costs. The Sheriff's Office is the law enforcement agency responsible for monitoring and responding to calls for service on all waterways in Sonoma County. Funding from this grant source assists the Sheriff's Office in meeting its law enforcement obligations.

The Sheriff's Office submitted its annual grant application to the DBW in December 2014. The maximum

eligible for the Sonoma County program is \$555,535 for FY 15-16 based upon the estimated expenditures (\$865,204), less boat tax (\$127,249), contract revenues (\$156,120), and ineligible costs (\$26,300). Ineligible costs of \$26,300 include weapons, uniforms, general training, and some maintenance.

DBW approved funding of \$513,899 for the FY 2015-2016 contract, the same amount awarded in FY 14-15. DBW has forwarded the Boating Safety and Enforcement Financial Aid Program annual contract for execution by the County. If the County does not accept this grant funding, General Fund costs of the program would increase or service reductions to the program would be required. The Sheriff's Office is legally responsible for providing law enforcement services to the County's waterways regardless of participation in the DBW aid program. If the Sheriff's Marine Unit were reduced, the Sheriff's Office will no longer have the ability to provide proactive marine enforcement and will be limited to responding to calls for service only.

**Prior Board Actions:**

Boating and Waterways grant contract have been approved annually since 1985.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

The DBW funded program will augment the efforts of the Sheriff's Marine Unit, which patrols all major waterways in Sonoma County.

**Fiscal Summary - FY 15-16**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 513,899	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$ 513,899
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 513,899</b>	<b>Total Sources</b>	<b>\$ 513,899</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Revenue is included in the 2015-16 recommended budget.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Resolution approving the Boating Safety and Enforcement Financial Aid Program Contract for FY 2015-2016.			
<b>Related Items "On File" with the Clerk of the Board:</b>			
FY 2015-2016 Boating and Waterways Grant Contract			



County of Sonoma  
State of California

---

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

---



4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Approving The California Department of Parks and Recreation, Division of Boating and Waterways' Boating Safety and Enforcement Financial Aid Program Contract For FY 2015-2016 In The Amount Of \$513,899 And Authorizing Amendments Thereto That Do Not Substantially Change The Content Thereof, Upon Approval Of County Counsel.**

**Whereas**, the Sheriff-Coroner is required to provide law enforcement services on Sonoma County waterways; and

**Whereas**, the California Division of Boating and Waterways has a boating and enforcement aid program; and

**Whereas**, the Sheriff's Office has received funding from the California Division of Boating and Waterways under its boating safety and enforcement program since 1985; and

**Whereas**, the Sheriff-Coroner recommends that the County continue to participate in the program and has applied for grant funding for FY 2015-2016 to the California Division of Boating and Waterways; and

**Whereas**, the California Division of Boating and Waterways has approved the grant application for FY 2015-2016 and has forwarded a contract to the Sonoma County Sheriff's Office.

**Now, Therefore, Be It Resolved** by the Board of Supervisors that the Sheriff is authorized to execute the California Department of Parks and Recreation, Division of Boating and Waterways' Boating and Safety and Enforcement Financial Aid Program Annual Contract for the FY 2015-2016 in the amount of \$513,899 on behalf of the County, and make any revisions or amendments that do not substantially change the content, upon approval of County Counsel.



Resolution #

Date:

Page 2

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 25  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Transportation and Public Works

**Staff Name and Phone Number:**

Susan Klassen (707) 565-2231

**Supervisorial District(s):**

First

**Title:** Amendment to the Design Agreement for Watmaugh Bridge

### **Recommended Actions:**

Approve and execute an amendment to the Moffatt and Nichol agreement for an amount of \$103,400 for a total amount not to exceed \$575,156 and extending the term to December 31, 2018.

### **Executive Summary:**

The staff of the Department of Transportation and Public Works (TPW) is requesting to amend a design contract for the replacement of the Watmaugh Bridge over Sonoma Creek with Moffatt & Nichol for an amount not to exceed \$575,156 with a term ending December 31, 2018. The original agreement with Moffatt and Nichol was approved by the Board on July 31, 2012 in the amount of \$471,756 with a term ending December 31, 2015.

This project will replace the existing structurally deficient two-lane Watmaugh Road Bridge (Bridge No. 20C-0017) with a new two lane bridge designed to meet current design standards including improvements to roadway approaches and appurtenant facilities. The replacement bridge will comply with current roadway, drainage and bridge standards and accommodate the 100-year storm event with freeboard as specified by the County of Sonoma. Roadway improvements will conform to the County General Plan and Public Road Standards for the appropriate road classification including design speed, maximum grade and minimum centerline curve radius. Bridge improvements will conform to latest Caltrans specifications and manuals for Load and Resistance Factor Design (LRFD). The project does not increase vehicular traffic capacity, but will provide a 5-foot shoulder to accommodate bicyclists and pedestrians. The existing bridge does not have space for bikes or pedestrians.

Since original award of the agreement, there have been multiple environmental memoranda and exhibits requested of Moffatt and Nichol as part of the NEPA process; additionally, multiple iterations of the bridge design were required due to utility relocations on Watmaugh Road. At the time the original scope of work was prepared, it was assumed that TPW would be responsible for producing these types of documents, but with retirement of key staff it became necessary for the consultant to prepare these

documents utilizing their own staff. This additional work combined with some unexpected environmental work required by Caltrans has exhausted the current funds available on the agreement. The proposed amendment is to add the additional funds required to complete original scope which included preparation of the 95% and 100% designs at an additional cost of \$103,400. There is no anticipated change to the construction costs as a result of the additional design work.

With respect to timing, it is anticipated that it will take one year from the execution of the amendment to finalize the design, acquire the necessary rights of way, and obtain all the permits with an additional two years for construction of a replacement structure. The request for extension of agreement is to ensure Moffatt and Nichol is available for consultation throughout the process.

In April 2012, the Department advertised a Request for Qualifications (RFQ) in a newspaper of general circulation for thirty days and received 24 qualification statements from bridge consultants. The proposals were evaluated and ranked by County staff based on each consultant's response to the following criteria: experience, project team and key staff, technical ability, relevant project experience, federal project experience and project approach. Local preference was not used in the selection of a consultant for this project, as federal guidelines do not allow for it. A short list of eight on-call consultants was created by the selection committee. From that list, Moffatt and Nichol were selected for this project because of their experience with projects of similar scope.

**Prior Board Actions:**

7/31/2012 No. 63: Approved engineering design agreement with Moffat and Nichol for the bridge replacement. 7/28/1981 Resolution #69974: Approved resolution designating the Watmaugh Road Bridge as Sonoma County Historic Landmark #103

**Strategic Plan Alignment**      Goal 3: Invest in the Future

This project invests in the future by replacing aging public infrastructure.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 103,400		\$
Add Appropriations Req'd.	\$	State/Federal	\$ 103,400
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 103,400</b>	<b>Total Sources</b>	<b>\$ 103,400</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

This project is to be funded with Federal Bridge Program funds and matched with State Match Program funds. Appropriations are available within the FY 14-15 and FY 15-16 Road Improvements budgets.

<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
NA			
<b>Attachments:</b>			
Amendment			
<b>Related Items “On File” with the Clerk of the Board:</b>			
None.			

**FIRST AMENDMENT  
TO  
PROFESSIONAL SERVICES AGREEMENT**

This First Amendment ("Amendment"), dated as of \_\_\_\_\_, 2015, is by and between the County of Sonoma, a political subdivision of the State of California ("County"), and Moffat and Nichol, a California Corporation, hereinafter referred to as ("Consultant").

**RECITALS**

WHEREAS, County and Consultant entered into that certain Agreement, dated August 24, 2012, for the engineering services associated with Watmaugh Road Bridge (C08001); and

WHEREAS, County and Consultant desire to amend the Agreement in order to provide additional services.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

**AGREEMENT**

1. Paragraph 1, Scope of Services, shall be amended to read as follows:

1.1 Consultant's Specified Services: Consultant shall perform the services described in Exhibits A and D attached hereto and incorporated herein by this reference (hereinafter "Scope of Work"), and within the times or by the dates provided for in Exhibits A and D and pursuant to Article 7, Prosecution of Work. In the event of a conflict between the body of this Agreement and Exhibits A and D the provisions in the body of Agreement shall control.

2. Paragraph 2, Payment, shall be amended to read as follows:

For all services and incidental costs required hereunder, Consultant shall be paid on a time and material/expense basis in accordance with the budget set forth in Exhibits B and E , provided, however, that total payments to Consultant shall not exceed \$575,156, without the prior written approval of County. Consultant shall submit its bills in arrears on a monthly basis in a form approved by County's Auditor and the Head of the County Department receiving the services. The bills shall show or include: (i) the task(s) performed; (ii) the time in quarter hours devoted to the task(s); (iii) the hourly rate or rates of the person performing the task(s); and (iv) copies of receipts for reimbursable materials/expenses, if any. Expenses not expressly authorized by the Agreement shall not be reimbursed.

Unless otherwise noted in this agreement, payments shall be made within the normal course of county business after presentation of an invoice in a form approved by the County for services performed. Payments shall be made only upon the satisfactory completion of the services as determined by the County.

Pursuant to California Revenue and Taxation code (R&TC) Section 18662, the County shall withhold seven percent of the income paid to Consultant for services performed within the State of California under this agreement, for payment and reporting to the California Franchise Tax Board, if Consultant does not qualify as: (1) a corporation with its principal place of business in California, (2) an LLC or Partnership with a permanent place of business in California, (3) a corporation/LLC or Partnership qualified to do business in California by the Secretary of State, or (4) an individual with a permanent residence in the State of California.

If Consultant does not qualify, County requires that a completed and signed Form 587 be provided by the Consultant in order for payments to be made. If consultant is qualified, then the County requires a completed Form 590. Forms 587 and 590 remain valid for the duration of the Agreement provided there is no material change in facts. By signing either form, the contractor agrees to promptly notify the County of any changes in the facts. Forms should be sent to the County pursuant to Article 12. To reduce the amount withheld, Consultant has the option to provide County with either a full or partial waiver from the State of California.

3. Paragraph 3 Term of Agreement, shall be amended to read as follows:

The term of this Agreement shall be from the Effective Date to December 31, 2018 unless terminated earlier in accordance with the provisions of Article 4 below.

4. Except to the extent the Agreement is specifically amended or supplemented hereby, the Agreement, together with exhibits is, and shall continue to be, in full force and effect as originally executed, and nothing contained herein shall, or shall be construed to modify, invalidate or otherwise affect any provision of the Agreement or any right of County arising thereunder.

5. This Amendment shall be governed by and construed under the internal laws of the state of California, and any action to enforce the terms of this Amendment or for the breach thereof shall be brought and tried in the County of Sonoma.

COUNTY AND CONSULTANT HAVE CAREFULLY READ AND REVIEWED THIS AMENDMENT AND EACH TERM AND PROVISION CONTAINED HEREIN AND, BY EXECUTION OF THIS AMENDMENT, SHOW THEIR INFORMED AND VOLUNTARY CONSENT THERETO.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the effective date.

**CONSULTANT: MOFFAT AND NICHOL**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**COUNTY OF SONOMA:**

CERTIFICATES OF INSURANCE ON  
FILE AND APPROVED AS TO  
SUBSTANCE:

By: \_\_\_\_\_  
Department Head

Date: \_\_\_\_\_

APPROVED AS TO FORM FOR  
COUNTY:

By: \_\_\_\_\_ Date \_\_\_\_\_  
County Counsel

By: \_\_\_\_\_ Date \_\_\_\_\_  
Chair, Board of Supervisors

ATTEST:

\_\_\_\_\_ Date \_\_\_\_\_  
Clerk of the Board of Supervisors



2185 N. California Blvd Suite 500  
Walnut Creek, CA 94596

(925) 944-5411 Fax (925) 944-4732  
www.moffattnichol.com

March 26, 2015

M&N Job # 7825-01

Ms. Cindy Rader  
Project Manager  
County of Sonoma  
Transportation & Public Works  
2300 County Center Drive, Suite B100  
Santa Rosa, CA 95403

RE: Watmaugh Road Bridge Replacement – Additional Services

Dear Cindy:

This letter proposal is a request to augment our current contract budget for the Watmaugh Bridge Replacement (Watmaugh) project. As a result of multiple Environmental Memorandums and Exhibits prepared by Moffatt & Nichol (M&N) for the County of Sonoma (County), and multiple iterations on bridge design due to waterline placement and re-locations on Watmaugh, the work to date has exceeded what was originally anticipated. M&N has broken down remaining tasks necessary to prepare the Final Roadway/Bridge Design for bidding. The scope of this request can be broken down into two main components.

- A. Prepare 95% Design
- B. Prepare 100% (Final) Design

A. Prepare 95% Design (Incorporate County comments on 65% Design Submittal and advance design to 95% level of completion)

The required design support elements are more specifically described below as follows:

1. Roadway/Civil Design: Updating roadway/civil plans.
2. Bridge Design: Conduct independent structural design review (by engineer not involved in original design), resolve differences between designer and checker, and update bridge plans.
3. Update Reports: Update Final Storm Water Mitigation Plan and Local Drainage Report as needed to reflect any modifications.
4. Draft Technical Specifications: Prepare draft technical specifications (based on Caltrans Standard Specifications) to address the anticipated scope of project work. Include the technical special provisions as well as the insertion of the special provisions associated with the federal funding requirement per the guidelines in the Caltrans Local Assistance Manual.
5. Cost Estimate: Prepare quantity and check quantities take off for all bridge and roadway elements. Prepare a cost estimate to reflect 95% level of completion.



Ms. Cindy Rader  
County of Sonoma  
March 26, 2015

B. Prepare 100% (Final) Design (Incorporate County comments on 95% Design Submittal Package and prepare 100% PS&E package) ready for bidding as follows.

The required design support elements are more specifically described below as follows:

1. Roadway/Civil Design: Update and finalizing roadway/civil plans.
2. Bridge Design: Update and finalize bridge plans.
3. Finalize Reports: Finalize Storm Water Mitigation Plan and Local Drainage Report as needed.
4. Technical Specifications: Update and finalize technical specifications as needed.
5. Cost Estimate: Update and finalize cost estimate as needed.
6. Submit Final PS&E Package: Submit reproducible mylars of 100% (Final) drawings, and one hard-copy of specifications, estimates, and reports. Submit electronic versions of 100% (Final) plans, specifications, estimates, and reports. Plans to be submitted in AutoCAD Civil 3D merged (2012 version) files and Adobe pdf. Specifications, estimate, and reports shall be submitted in Microsoft Word format or Microsoft Excel, as applicable.
7. Construction Authorization: Assist County staff in completing necessary federal forms for approval of project and authorization for construction.

Total Extra Services = \$103,400

We are requesting an amendment to our contract based on the above information. We can resume work as soon as we receive Notice to Proceed on Preparing 95% Design as it relates to the Environmental Process schedule.

Please feel free to call me if you have any questions or require additional information.

Sincerely,

**MOFFATT & NICHOL**



Gary Antonucci, P.E.  
Project Manager



### Cost Proposal Worksheet

COMPANY: Moffatt & Nichol	SCOPE OF WORK: Prime Consultant/Civil & Structural Engineering (Budget Augment Request)	DATE: 4/8/2015
PROJECT: Watmaugh Rd Bridge	MILESTONE/PHASE/PROJECT SUMMARY: Final Plans, Specifications, and Estimate	

DIRECT LABOR				
PERSONNEL	FUNCTION	HOURS	RATE	AMOUNT
Gary Antonucci	Project Management	13.0	\$ 96.50	\$ 1,254.50
Tom Hillesland	Civil Design	26.0	\$ 53.00	\$ 1,378.00
Anthony Sanchez	Structural Design	22.0	\$ 68.00	\$ 1,496.00
Arash Monsefan	Bridge Engineer II	68.0	\$ 48.50	\$ 3,298.00
Garrett Dekker	Bridge Engineer I	196.0	\$ 41.50	\$ 8,134.00
Nikki Kobayashi	Civil/Structural Design	164.0	\$ 45.50	\$ 7,462.00
Engineer I	Civil/Structural Design	114.0	\$ 36.00	\$ 4,104.00
Christopher Potter	Hydraulics	16.0	\$ 45.00	\$ 720.00
Elena Pleshchuk	Plan Preparation	100.0	\$ 46.75	\$ 4,675.00
Admin	Word Processing/Clerical	10.6	\$ 28.50	\$ 300.82
			\$ -	\$ -
			\$ -	\$ -
<b>TOTAL HOURS</b>		<b>729.6</b>	<b>TOTAL DIRECT LABOR</b>	<b>\$ 32,822</b>

MULTIPLIERS		
ESCALATION	0.00% (of Total Direct Labor)	\$ -
OVERHEAD	186.39% (of Total Direct Labor + Escalation)	\$ 61,178
PAYROLL ADDITIVES	0.00% (of Total Direct Labor + Escalation)	\$ -
<b>TOTAL MULTIPLIERS</b>		<b>\$ 61,178</b>

OTHER DIRECT EXPENSES				
ITEM	UNIT	QUANTITY	UNIT COST	AMOUNT
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL OTHER DIRECT EXPENSES</b>				<b>\$ -</b>

OUTSIDE SERVICES		
COMPANY	FUNCTION	TOTAL
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
<b>TOTAL OUTSIDE SERVICES</b>		<b>\$ -</b>

FEES		
OUTSIDE SERVICES ADMIN FEE	0.00% (of Total Outside Services)	\$ -
FIXED FEE	10.00% (of Total Direct Labor + Total Multipliers)	\$ 9,400
<b>TOTAL FEES</b>		<b>\$ 9,400</b>
<b>TOTAL COST</b>		<b>\$ 103,400</b>

# Manhour Worksheet

COMPANY: **Moffatt & Nichol** SCOPE OF WORK: **Prime Consultant/Civil & Structural Engineering (Budget Augment Request)** DATE: **4/8/2015**

PROJECT: **Watmaugh Rd Bridge** MILESTONE/PHASE/PROJECT SUMMARY: **Final Plans, Specifications, and Estimate**

Task	TASK ACTIVITY	Project Manager (G. Antonucci)	Superv. Civil Eng (T. Hillesland)	Sr Bridge Eng (A. Sanchez)	Bridge Eng II (A. Monsefan)	Bridge Eng I (G. Dekker)	Civil (N. Kobayashi)	Engineer I	H & H (C. Potter)	Bridge CAD (E. Pleschuck)	Admin		Total Hours
<b>3</b>	<b>Final PS&amp;E</b>												-
	<b>(A) 3.4 Prepare 95% Design</b>												-
	3.4.1 Roadway/Civil Design	2.0	8.0				40.0	32.0					82.0
	3.4.2 Bridge Design	2.0			8.0	100.0		16.0		40.0			166.0
	3.4.3 Update Reports		2.0				12.0		8.0				22.0
	3.4.4 Draft Technical Specifications			8.0	16.0	40.0	40.0				9		112.6
	3.4.5 Cost Estimate		4.0		8.0	8.0		32.0		32.0			84.0
	<b>(B) 3.5 Prepare 100% (Final) Design</b>												-
	3.5.1 Roadway/Civil Design	4.0	4.0				20.0	32.0					60.0
	3.5.2 Bridge Design	2.0		4.0	16.0	16.0				24.0			62.0
	3.5.3 Finalize Reports						12.0		8.0				20.0
	3.5.4 Technical Specifications		4.0	4.0		12.0	32.0				2.0		54.0
	3.5.5 Cost Estimate		4.0	4.0		12.0	8.0						28.0
	3.5.6 Submit Final PS&E	2.0		2.0	8.0			2.0		4.0			18.0
	3.5.7 Construction Authorization	1.0			12.0	8.0							21.0
<b>ALL</b>	<b>TOTALS</b>	<b>13.0</b>	<b>26.0</b>	<b>22.0</b>	<b>68.0</b>	<b>196.0</b>	<b>164.0</b>	<b>114.0</b>	<b>16.0</b>	<b>100.0</b>	<b>10.6</b>		<b>729.6</b>



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 26  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** Department of Transportation and Public Works  
Permit and Resource Management

**Staff Name and Phone Number:**

Susan Klassen – (707) 565-2231  
Tennis Wick – (707) 565-1900

**Supervisorial District(s):**

All

**Title:** Ordinance Adding Section 15.8.1 to County Code Chapter 15 – Highways, Roads, Bridges- Adopt

### **Recommended Actions:**

Adopt an ordinance adding a new section 15.8.1 to Chapter 15 Article III of the Sonoma County Code to allow oversight of encroachments on public roads that are not part of the County Road system. (4/5 vote required)

### **Executive Summary:**

For various reasons, many of the roads and streets offered for dedication as a public right-of-way have not been accepted by the County of Sonoma and are not in the county road system. Many of these public roads and streets that are not within the county road system are maintained by the local community through fees or assessments that are administered by the Department of Transportation and Public Works (TPW). Frequently members of the public encroach into these public roads to install driveway connections, install utilities, structures, drainage facilities, plants, trees, shrubs, and other private encroachments. TPW and Permit and Resource Management (PRMD) have both received requests from residents that live on these roads to help them protect the condition of roads in their communities that are impacted by these types of projects.

To maintain the quality of public roads that are not accepted into the county road system and to provide for the safety of the traveling public, it is critical that encroachments on public roads not in the county road system be approved by the County Road Commissioner, who is also the Director of TPW, and that any encroachments meet minimum county standards, and that swift and appropriate steps be taken to remediate any dangerous condition on a public road not in the county road system. This Ordinance adds additional tools and remedies to the County Code relating to roads not accepted into the county road system and includes provisions for enforcement by the County Road Commissioner in the event any such encroachment violates this Article.

Administratively there is a need to add a provision to the County Code to also require a recorded Notice of Acknowledgement for those who encroach into, on, over and under these public roads that are not accepted into the county road system so that those who wish to do work on these roads will be on recorded notice of the requirement to comply with County standards.

PRMD processes an average of approximately 400 encroachment permits per year. It is anticipated this ordinance will add ten to twenty additional encroachment permits each year. This additional workload should not result the need for additional staffing. Fees will be charged pursuant to the current fee ordinance for processing encroachment permits. The fees are developed to recover the cost to process the permits and inspect the projects. The code revision will not result in financial impacts to PRMD.

**Prior Board Actions:**

05/05/15: Board adopted a Resolution introducing, reading the title of, and waiving further reading of a proposed Ordinance adding a new section 15.8.1 to Chapter 15 Article III of the Sonoma County Code.

**Strategic Plan Alignment**      Goal 3: Invest in the Future

This change to the County Code will allow the Road Commissioner to protect the public’s investment in its infrastructure

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The cost of providing the services for these additional encroachment permits will be covered by fees charged for these permits.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

<b>Narrative Explanation of Staffing Impacts (If Required):</b>
No Staffing Impacts
<b>Attachments:</b>
Ordinance.
<b>Related Items "On File" with the Clerk of the Board:</b>
None.

Ordinance No. \_\_\_\_\_

**An Ordinance of the Board of Supervisors of the County of Sonoma, State of California, Adding Section 15-8.1 to Chapter 15, Article III of the Sonoma County Code, to Require Recorded Notices of Acknowledgment before Authorizing Encroachments in a Public Road Not Accepted Into the County Road System**

**The Board of Supervisors of the County of Sonoma, State of California, ordains as follows:**

**Section I.**

Findings. The Board of Supervisors hereby finds that:

There are about 1,400 miles of streets, roads and highways in the county road system;

There are hundreds of miles of roads and streets that have been offered to the County of Sonoma for dedication as a public right-of-way;

For various reasons, many of the roads and streets offered for dedication as a public right-of-way have not been accepted by the County of Sonoma and are not in the county road system;

A road or street that is offered for dedication as a public right-of-way is an irrevocable offer of dedication pursuant to the Subdivision Map Act, and therefore these roads and streets are, and remain, public roads and streets in perpetuity;

Many of these public roads and streets that are not within the county road system are maintained by the local community through fees or assessments that are administered by the County of Sonoma, Department of Transportation and Public Works;

Frequently members of the public encroach into these public roads to install driveway connections, install utilities, structures, drainage facilities, plants, trees, shrubs, and other private encroachments;

Streets and Highways Code allows the County to permit certain encroachments within a county highway for those streets and roads that are within the county road system; and

There is a need to add a provision to the County Code to also require a recorded Notice of Acknowledgement for those who encroach into, on, over and under these public roads dedicated to but not accepted into the county road system so that they will be on recorded notice of the requirement to comply with County standards and restore the roads to minimum standards;

## SECTION II.

Purpose. This Ordinance is adopted to achieve the following, among other purposes, and the Board hereby directs that its provisions be interpreted broadly in order to accomplish those purposes: To maintain the quality of public roads that are not accepted into the county road system and to provide for the safety of the traveling public, it is critical that encroachments on public roads not in the county road system be approved by the County Road Commissioner and that encroachments meet minimum county standards, and that swift and appropriate steps be taken to remediate any condition a dangerous condition on a public road not in the county road system. This Ordinance adds additional tools and remedies to Chapter 15 relating to roads not accepted into the county road system and include provisions for enforcement by the County Road Commissioner in the event any such encroachment violates this Article.

## Section III.

Section 15-8.1 is hereby added to Chapter 15, Article III of the Sonoma County Code, to read as follows:

### **Chapter 15 – Highways, Roads, and Bridges**

### **Article VIII – Encroachments on Non-County-Maintained Public Roads**

### **Section 15-8.1**

#### **Section 15-8.1. Recorded Notices of Acknowledgment.**

- (a) The County Road Commissioner may require persons desiring to take any of the actions described in Section 15-8 on any Public Road to execute and record a Recorded Notice of Acknowledgment and to obtain a written permit pursuant to Section 15-8.
- (b) The Recorded Notice of Acknowledgment shall acknowledge that any of the actions taken pursuant to this section must meet then-current County standards and must comply with the terms as specified in the Recorded Notice of Acknowledgment.
- (c) The County Road Commissioner is granted the authority to enforce the terms of any Recorded Notice of Acknowledgment.
- (d) "Public Road," as used herein means any road or street which is laid out or constructed by the county, or laid out or constructed by others and dedicated to the county for public road purposes that has not been accepted into the county road system pursuant to California Streets and Highways Code section 941.
- (e) "Road Commissioner" means the Director of the County of Sonoma, Department of Transportation and Public Works.

## SECTION IV:

This Ordinance shall be, and the same is hereby declared to be in full force and effect from and after thirty days after its passage, and shall be published once before the expiration of fifteen days after said passage, with the names of the Supervisors voting for or against the same, in a newspaper of general circulation published in the County of Sonoma, State of California.



In regular session of the Board of Supervisors of the County of Sonoma introduced on the \_\_\_ day of \_\_\_\_\_, 2015, and finally passed and adopted this \_\_\_ day of \_\_\_\_\_, 2015, on regular roll call of the members of said Board by the following vote:

**SUPERVISORS:**

Rabbitt \_\_\_\_\_ Zane \_\_\_\_\_ Gore \_\_\_\_\_ Carrillo \_\_\_\_\_ Gorin \_\_\_\_\_  
Ayes \_\_\_\_\_ Noes \_\_\_\_\_ Abstain \_\_\_\_\_ Absent \_\_\_\_\_

**SO ORDERED.**

By: \_\_\_\_\_  
Chairman, Board of Supervisors  
County of Sonoma, State of California

ATTEST:

By: \_\_\_\_\_  
County Clerk and Ex-officio Clerk of the  
Board of Supervisors of said County



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 27  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Board of Supervisors (707) 565-2241

**Supervisorial District(s):**

**Title:** Minutes of April 21, 2015 and April 28, 2015

**Recommended Actions:**

Approval.

**Executive Summary:**

Approve the Minutes of the Meetings of April 21, 2015 and April 28, 2015 for the following: Agricultural Preservation and Open Space District, Community Development Commission, Northern Sonoma County Air Pollution Control District, Occidental County Sanitation District, Russian River County Sanitation District, South Park County Sanitation District, Sonoma County Water Agency, and Board of Supervisors; and Approve the Minutes of the Meetings of the April 21, 2015 and April 28, 2015 for the Sonoma Valley County Sanitation District.

**Prior Board Actions:**

None.

**Strategic Plan Alignment** Not Applicable

<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
N/A			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None			
<b>Attachments:</b>			
Minutes			
<b>Related Items "On File" with the Clerk of the Board:</b>			
None			

**ACTION SUMMARY**  
**BOARD OF SUPERVISORS**  
**SONOMA COUNTY**  
**575 ADMINISTRATION DRIVE, ROOM 102A**  
**SANTA ROSA, CA 95403**

**TUESDAY**

**APRIL 21, 2015**

**8:30 A.M.**

Susan Gorin	First District	Veronica A. Ferguson	County Administrator
David Rabbitt	Second District	Bruce Goldstein	County Counsel
Shirlee Zane	Third District		
James Gore	Fourth District		
Efren Carrillo	Fifth District		

This is a simultaneous meeting of the Board of Supervisors of Sonoma County, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, the Board of Directors of the Sonoma County Agricultural Preservation and Open Space District, the Board of Directors of the Northern Sonoma County Air Pollution Control District, and as the governing board of all special districts having business on the agenda to be heard this date.

The Board welcomes you to attend its meetings which are regularly scheduled each Tuesday at 8:30 a.m. Your interest is encouraged and appreciated.

**AGENDAS AND MATERIALS:** Agendas and most supporting materials are available on the Board's website at <http://www.sonoma-county.org/board/>. Due to legal, copyright, privacy or policy considerations, not all materials are posted online. Materials that are not posted are available for public inspection between 8:00 a.m. and 5:00 p.m., Monday through Friday, at 575 Administration Drive, Room 100A, Santa Rosa, CA.

**SUPPLEMENTAL MATERIALS:** Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours.

**DISABLED ACCOMMODATION:** If you have a disability which requires an accommodation, an alternative format, or requires another person to assist you while attending this meeting, please contact the Clerk of the Board at (707) 565-2241, as soon as possible to ensure arrangements for accommodation.

**Public Transit Access to the County Administration Center:**

Sonoma County Transit: Rt. 20, 30, 44, 48, 60, 62

Santa Rosa City Bus: Rt. 14

Golden Gate Transit: Rt. 80

For transit information call (707) 576-RIDE or 1-800-345-RIDE or visit or <http://www.sctransit.com/>.

***APPROVAL OF THE CONSENT CALENDAR***

The Consent Calendar includes routine financial and administrative actions, are usually approved by a single majority vote. There will be no discussion on these items prior to voting on the motion unless Board Members or the public request specific items be discussed and/or removed from the Consent Calendar.

***PUBLIC COMMENT***

Any member of the audience desiring to address the Board on a matter on the agenda: Please walk to the podium and after receiving recognition from the Chair, please state your name and make your comments. Closed session items may be added prior to the Board adjourning to closed session. In order that all interested parties have an opportunity to speak, please be brief and limit your comments to the subject under discussion. Each person is usually granted 3 minutes to speak; time limitations are at the discretion of the Chair. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.

8:30 A.M. CALL TO ORDER

8:30 A.M. Chair Gorin called the meeting to order.

Supervisors Present: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore, Efren Carrillo

Staff Present: Veronica A. Ferguson, County Administrator and Bruce Goldstein, County Counsel

Chair Gorin presiding.

PLEDGE OF ALLEGIANCE

I. APPROVAL OF THE AGENDA (Items may be added or withdrawn from the agenda consistent with State law)

Item 14, agreement with Stantec Consultants to provide design services for the Occidental County Sanitation District Reclaimed Water Project, is pulled off from the agenda, and will return to the Board at a future date.

II. BOARD MEMBER ANNOUNCEMENTS

Supervisor Gore attended a Fire Ad hoc meeting on April 20, 2015; Agricultural Commissioner discussion about certification of the gleaning networks; Received third place in the Windsor chili cook-off.

Supervisor Zane attended a April 15, 2015 Sonoma County Waste Management Agency Board of Directors; Outstanding volunteer award presentations; Early childhood education Evening of Honor on April 17, 2015; Presented the distracted driving awareness month award in Rohnert Park, California Highway Patrol, April 20, 2015.

Supervisor Carrillo represented the County at the California Coastal Commission meeting April 15, 2015 on the iron ranger matter. There was a 6-6 tie vote that then goes to the appellant, and they will hold a de nova hearing in the fall. He attended a North Coast resource partnership meeting in Yreka; Roads forum in Sea Ranch on April 18, 2015. There will be a town hall meeting on April 26, 2015 at 4 p.m. at Forestville Elementary School with the Forestville Planning Association. He'll be at a San Diego Institute for Child Success conference next April 28, 2015.

Supervisor Rabbitt was in Washington D.C. last week on North Bay Water Reuse matters. He also attended the Golden Gate bridge meeting, and Sonoma County Transportation authority meeting.

Supervisor Gorin attended a strategic planning meeting for health action and upstream investments. On April 19, 2015, she attended an environmental breakfast with Congressman Huffman. Roads forums will proceed around the County, with one at Oakmont from 6 to 8 p.m. on April 24, 2015. It was announced that Christina Cramer will be appointed as the incoming Human Resources Department Director.

III. CONSENT CALENDAR (Items 1 through 29)

PRESENTATIONS/GOLD RESOLUTIONS

(Items 1 through 5)

PRESENTATIONS AT THE BOARD MEETING

1. Adopt a Gold Resolution proclaiming April 19, 2015 through April 25, 2015 as National Crime Victims' Rights Week. (District Attorney's Office, Sheriff's Office, Health Services, Human Services, Probation Department)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0140

2. Adopt a Gold Resolution congratulating Kiwanis International on its 100 Year Anniversary and all Sonoma County Kiwanis Clubs for their service to the County of Sonoma. (First District)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0141

PRESENTATIONS AT A DIFFERENT DATE

3. Adopt a Gold Resolution recognizing the County's second annual Take Your Child to Work Day. (Human Resources)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0142

4. Adopt a Gold Resolution declaring the month of April 2015 as Child Abuse Prevention Month in Sonoma County, and Accept the Annual Report on Child Abuse Prevention. (Human and Health Services)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0143

5. Adopt a Gold Resolution recognizing the importance of raising awareness to stop Genocide through local actions, and honoring Jake Matalon and Noah Bacon for organizing the Northern California walk. (Third District)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0144

AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

6. Adopt a Resolution ratifying the submission of an application to the State of California Department of Conservation for a \$300,000 grant under the Sustainable Agricultural Lands

CONSENT CALENDAR (Continued)

Item #6 Continued

Conservation Program for Glenn Ranch towards acquisition of a conservation easement, and make additional findings, as necessary. (Second District)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolution 15-0145

COMMUNITY DEVELOPMENT COMMISSION

(Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

7. Authorize the Executive Director to execute the Agreement with California Human Development as the fiscal agent of the Sonoma County Day Labor Collaborative to provide administration and implementation of a countywide day labor center collaborative for the period of May 1, 2015 to October 31, 2015 in the amount of \$80,000.

Board Action: Approved as Recommended

UNANIMOUS VOTE

SONOMA COUNTY WATER AGENCY

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

8. Authorize the Chair to execute the First Amended Agreement for Funding of the City of Sonoma's Local Water Supply Project, increasing the funding amount by \$89,411 for a new not-to-exceed agreement total of \$539,411, term end date is December 31, 2017. (First District)

Board Action: Approved as Recommended

UNANIMOUS VOTE

9. Authorize the Chair to execute an agreement with Sonoma Ecology Center for Sonoma Creek Debris Management and Landowner Outreach for the amount of \$50,000, term ends April 30, 2017. (First District)

Board Action: Approved as Recommended

UNANIMOUS VOTE

10. Authorize the General Manager to execute an agreement with EMC Research, Inc. to provide 2015 Biannual public opinion survey services for \$33,000, agreement terminates on July 31, 2015.

Board Action: Approved as Recommended

UNANIMOUS VOTE

11. Authorize the Chair to execute an agreement with ERM-West, Inc. to provide Capacity Analysis of Radial Collector Wells, and a Feasibility Study for replacement alternatives at the Mirabel Inflatable Dam for the amount of \$506,928, agreement terminates on May 31, 2019.

Board Action: Approved as Recommended

UNANIMOUS VOTE

CONSENT CALENDAR (Continued)

12. Russian River Climate Change Impacts -

(A) Authorize the General Manager to execute an agreement with United States Geological Survey for Russian River Daily Unimpaired Flows Climate Change Impact study for the amount of \$347,000; agreement terminates on September 30, 2017, unless the General Manager terminates earlier.

(B) Authorize the General Manager to amend the agreement provided amendments do not cumulatively increase the total cost to the Water Agency by more than \$25,000 and do not substantially change the scope of work.

Board Action: Approved as Recommended

UNANIMOUS VOTE

13. Authorize the General Manager to execute an agreement with United States Geological Survey, United States Department of the Interior, for Coping with Drought in the Russian River Watershed Study for the amount of \$310,000, Water Agency share \$250,000, agreement terminates on September 30, 2016, unless the General Manager terminates earlier.

Board Action: Approved as Recommended

UNANIMOUS VOTE

SONOMA COUNTY WATER AGENCY/  
OCCIDENTAL COUNTY SANITATION DISTRICT  
(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

14. Authorize the Chair to execute an agreement with Stantec Consultants to provide design services for the Occidental County Sanitation District Reclaimed Water Project for the amount of \$499,300, agreement terminates on June 30, 2017. (Fifth District) (This item was removed from the agenda, and will return to the Board at a future date.)

SONOMA COUNTY WATER AGENCY/  
SOUTH PARK COUNTY SANITATION DISTRICT  
(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

15. Authorize the Chair to execute an agreement with the City of Santa Rosa to provide Robles Avenue sewer main replacement design services for the amount of \$179,677, agreement terminates on December 31, 2016. (Third District)

Board Action: Approved as Recommended

UNANIMOUS VOTE



CONSENT CALENDAR (Continued)

AUDITOR-CONTROLLER-TREASURER-TAX COLLECTOR  
AND  
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT  
COMMUNITY DEVELOPMENT COMMISSION  
SONOMA COUNTY WATER AGENCY

(Directors/Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

16. Sonoma County Annual Audit Reports for Fiscal Year 2013-14 -
- (A) Accept the Sonoma County Comprehensive Annual Financial Report (CAFR) for Fiscal Year 2013-14, including separate reports for Sonoma County Fair and Exposition, Inc., Water Agency, Sonoma Valley County Sanitation District, Russian River County Sanitation District, South Park County Sanitation District, Occidental County Sanitation District, Community Development Commission, Transportation Project Fund, Transportation Trust Fund and Sonoma County Agricultural Preservation and Open Space District.
  - (B) Accept the 2013-14 Single Audit Reports for Sonoma County, Sonoma County Water Agency and the Sonoma Valley County Sanitation District, the Sonoma County Transportation Project Fund and Community Development Commission.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

Sonoma Valley County Sanitation District

Board Action: Approved as Recommended  
AYES: Susan Gorin, Efren Carrillo  
ABSENT: Mayor Cook

COMMUNITY DEVELOPMENT COMMISSION

(Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

17. Receive a status report on the Homeless Outreach Service Team Pilot Project as of March 31, 2015.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

COUNTY ADMINISTRATOR/HEALTH SERVICES

18. Amend the 2015 Legislative Platform to support legislation and other actions to control the spread of communicable disease.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

GENERAL SERVICES

19. Rising Sun Energy Center Workforce Development Program for Youth -
- (A) Authorize the Director to execute a Revocable License Agreement with Rising Sun Energy Center for use of 600 square feet of space at 2300 County Center Drive, Santa Rosa, CA, for office and meeting purposes.

CONSENT CALENDAR (Continued)

Item #19 Continued

- (B) Find that pursuant to Government Code Section 26227, the program supported by the license agreement is necessary to meet the social needs of the population of the County and that the County does not need the licensed premises during the term of the license.
- (C) Authorize the Director to sign a Memorandum of Understanding with Rising Sun Energy Center that details the processes by which the County of Sonoma and Rising Sun will collaborate to implement the California Youth Energy Services program in Sonoma County. (Third and Fifth Districts)

Board Action: Approved as Recommended  
UNANIMOUS VOTE

- 20. Approve an out-of-state travel request for the Fleet Manager to attend and present at the Government Fleet Expo and Conference in Denver, Colorado in June of 2015.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

HEALTH SERVICES

- 21. Adopt an Ordinance amending Chapter 34 of the Sonoma County Code to revise the criteria to be eligible for appointment to the multi-county Partnership HealthPlan of California Commission. (Second Reading) (Ready for Adoption)

Board Action: Approved as Recommended  
UNANIMOUS VOTE

Approved by Ordinance 6099

HUMAN SERVICES

- 22. California Department of Aging Standard Agreement for Medicare Improvements for Patients and Providers Act (MIPPA) and Senior Advocacy Services Health Insurance Counseling and Advocacy Program (HICAP) contracts -
  - (A) Adopt a Resolution authorizing the Director to execute the Sonoma County Area Agency on Aging MIPPA Standard Agreement #MI-1415-27 with the California Department of Aging for the term of February 1, 2015 through September 29, 2015 in the amount of \$39,317.
  - (B) Amend the Fiscal Year 2014-15 HICAP contract with Senior Advocacy Services to include federal fiscal year funding for MIPPA activities, which will increase funding for Senior Advocacy Services for a not-to-exceed amount of \$630,608.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

Approved by Resolution 15-0146

- 23. Authorize the Director to execute an agreement with ShareSquared, Inc. for SharePoint design and implementation services for the period April 22, 2015 to June 30, 2016 in an amount not-to-exceed \$137,195.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

CONSENT CALENDAR (Continued)

HUMAN RESOURCES  
AND  
AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT  
COMMUNITY DEVELOPMENT COMMISSION  
NORTHERN SONOMA COUNTY AIR POLLUTION CONTROL DISTRICT  
SONOMA COUNTY WATER AGENCY  
(Directors/Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

24. Adopt a Resolution amending the Department Allocation List, Miscellaneous Classification and Compensation Changes, for the Human Services Department to reflect the addition of 1.0 Full-Time Equivalent Administrative Services Officer I and the deletion of 1.0 Full-Time Equivalent Program Planning and Evaluation Analyst; the Permit and Resource Management Department to reflect the addition of 2.0 Full-Time Equivalent Senior Environmental Specialists and the deletion of 2.0 Full-Time Equivalent Environmental Specialists; the District Attorney's Office to reflect the addition of 1.0 Full-Time Equivalent Administrative Aide and the deletion of 1.0 Full-Time Equivalent Legal Assistant; the Community Development Commission to reflect the addition of 1.0 Full-Time Equivalent Special Projects Director-Project and the Department of Health Services to reflect the addition of 1.0 Full-Time Equivalent Special Projects Director-Project, effective April 28, 2015.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

Approved by Resolution 15-0147

PERMIT AND RESOURCE MANAGEMENT

25. Authorize the Director to amend existing agreements with two engineering consulting firms, Brelje & Race Consulting Civil Engineers and Green Valley Consulting, to provide grading permit application and grading and drainage plan check review services on an as-needed basis, for an additional amount of \$60,000 with no change to the contract period of January 27, 2015 through January 26, 2016.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

REGIONAL PARKS

26. Authorize the Director of Regional Parks to execute a Professional Services Agreement with Becoming Independent, Inc. to provide janitorial services in five Sonoma County Regional Parks in the Sonoma Valley from October 1, 2014 through September 30, 2017 not-to-exceed \$48,756. (First District)

Board Action: Approved as Recommended  
UNANIMOUS VOTE

27. Approve the Sonoma County Parks and Recreation Advisory Commission's report of accomplishments for 2014 and work plan for 2015.

Board Action: Approved as Recommended  
UNANIMOUS VOTE

CONSENT CALENDAR (Continued)

APPOINTMENTS/REAPPOINTMENTS

(Items 28 through 29)

28. Approve the appointment of Margaret Spaulding to the Sonoma Valley Citizens Advisory Commission, North Valley, for a term expiring on April 21, 2018. (First District).

Board Action: Approved as Recommended

UNANIMOUS VOTE

29. Approve the appointment of Lee Pierce to the AB 939 Local Task Force, in the alternate position, for the Sonoma County Recycling Association, for a term beginning on April 21, 2015 and ending on April 21, 2018. (Transportation and Public Works)

Board Action: Approved as Recommended

UNANIMOUS VOTE

Public Speakers on the Consent Calendar:

Maureen Purtill

Jose Vega

Rovin Bowen

Alan Moody

Frank Saiz

The Board recessed: 9:56 a.m.

The Board reconvened: 10:10 a.m.

IV. REGULAR CALENDAR (Items 30 through 36)

AGRICULTURAL PRESERVATION AND OPEN SPACE DISTRICT/  
SONOMA COUNTY WATER AGENCY

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

30. Colgan Creek Matching Grant Projects -
- (A) Adopt a Resolution of the Board of Directors of the Sonoma County Agricultural Preservation and Open Space District related to granting funds to the City of Santa Rosa for the Colgan Creek Matching Grant Projects, and Accepting a conservation easement from the City of Santa Rosa and the Sonoma County Water Agency.
  - (B) Adopt a Resolution of the Board of Directors of the Sonoma County Water Agency related to granting the District a conservation easement as part of the Colgan Creek Matching Grant Projects. (Fifth District)

Presenters:

Misti Arias, Open Space District Acquisition Program Manager  
Sara Press, Land Acquisition Associate  
Kevin Booker, Water Agency Principal Engineer

Public Speakers:

Steve Brady  
Peter Tscherneff

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolutions 15-0148 and 15-0149

COUNTY COUNSEL/COUNTY ADMINISTRATOR/  
PERMIT AND RESOURCE MANAGEMENT

AND

SONOMA COUNTY WATER AGENCY

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

31. Kashia Band of Pomo Indians of the Stewarts Point Rancheria Fee-to-Trust Application -
- (A) Authorize the Chair to sign and submit comments to the Federal Bureau of Indian Affairs (BIA) on the February 25, 2015 Environmental Assessment for the proposed 480-acre Fee-to-Trust conveyance. (B) Authorize staff to finalize the draft comments and submit them to the BIA by the April 24, 2015 deadline. (Fifth District)

Presenters:

Rebecca Wachsberg, Deputy County Administrator for Community and Government Affairs  
Martha McCoy, legal clerk intern

Board Action: Approved as Recommended

UNANIMOUS VOTE

REGULAR CALENDAR (Continued)

CLERK-RECORDER-ASSESSOR  
/COUNTY COUNSEL

32. Adopt a Resolution to introduce and waive further reading of a proposed ordinance amending Section 12-32 of the Sonoma County Code to Revise Documentary Transfer Tax Recordation Requirements as required by state law. (First Reading)

Presenters:

Deva Proto, Chief Deputy Clerk-Recorder  
Linda Schiltgen, Deputy County Counsel

Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Resolution 15-0150

COUNTY ADMINISTRATOR

33. Provide Direction on the Establishment of an Independent Citizen Advisory Committee on Pension Matters.

Presenter:

Chris Thomas, Assistant County Administrator

Public Speakers:

Bob Williamson  
Ken Churchill  
Rich Harkness  
Don Test

Board Action: This item will return to the Board for further consideration.  
UNANIMOUS VOTE

The Board recessed: 12:30 p.m.  
The Board reconvened: 12:47 p.m.

COUNTY ADMINISTRATOR/HUMAN RESOURCES

34. Accept Proposed Work Plan for Roundtable Task Force on Healthcare, and Affirm staff recommendations to proceed with the public engagement process.

Presenters:

Veronica Ferguson, County Administrator  
Christina Cramer, Human Resources Director  
Marcia Chadbourne, Risk Manager

REGULAR CALENDAR (Continued)

Item #34 Continued

Public Speakers:

Gerry LaLonde-Berg

Sally Covington

Tim Tuscany

Omar Medina

Pam Chanter

Michael Weinberg

Board Action: This item will return to the Board for further consideration.

UNANIMOUS VOTE

BOARD OF SUPERVISORS

35. Approve a contribution in the amount of \$5,000 to the Cinco de Mayo Santa Rosa Festival.

Presenter:

Supervisor Efren Carrillo

Public Speakers: NONE

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, James Gore, Efren Carrillo

ABSENT: Shirlee Zane

36. Approve Board Sponsorship to the Sonoma County Deputy Sheriff's Association to cover \$9,720 in signage costs associated with the dedication of Deputy Sheriff Merrit W. Deeds Memorial Highway. (Fifth District)

Presenter: Supervisor Efren Carrillo

Public Speakers:

Joe Dulworth

Mike Voorhees

Board Action: Approved as Recommended

UNANIMOUS VOTE

Supervisor Zane returned to the meeting at 2:37 P.M.

V. CLOSED SESSION CALENDAR (Items 37 through 39)

2:36 P.M. Chair Gorin defers reading of Closed Session Items until after Item 56.

6:17 P.M. County Counsel Goldstein reported on Closed Session Items 37 through 39.

37. The Board of Supervisors will consider the following in closed session: Conference with Legal Counsel - Deciding whether to initiate litigation - Property of Charles Gabriel, located at 4185 Price Avenue, Santa Rosa, CA. (abatement). (Gov't. Code Section 54956.9(d)(4)).

The Board of Supervisors authorized settlement of the enforcement action regarding the zoning code violation on the real property at 4184 Price Ave., Santa Rosa, CA.

Settlement will be through execution of a Settlement Agreement with Charles Gabriel, owner of the real property. The Property Owner agrees to pay the County a compromised amount of \$8,945.30 which may be recorded as a lien against the property. Authority was also given to the Code Enforcement Manager to execute all documents related to the settlement.

UNANIMOUS VOTE

38. The Board of Supervisors will consider the following in closed session: Conference with Legal Counsel - Existing Litigation - Estate of Andy Lopez, by and through successors in interest, Rodrigo Lopez and Sujay Cruz, and Rodrigo Lopez and Sujay Cruz, individually, vs. Erick Gelhaus, County of Sonoma, Does 1 through 10, inclusive. U.S.D.C.-Northern Dist. Case No.: 3:13-cv-05124 (Gov't. Code Section 54956.9(d)(1)).

No Reportable Action. Direction Given to Counsel and Staff.

39. The Board of Supervisors, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, and the Board of Directors of the Agricultural Preservation and Open Space District will consider the following in closed session: Conference with Labor Negotiator, Agency Negotiators: Christina Cramer/Carol Allen. Employee organization: All. Unrepresented employees: All, including retired employees. (Govt. Code Section 54957.6 (b)).

Continued.



VI. REGULAR AFTERNOON CALENDAR (Items 40 through 57)

Supervisors Present: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore, Efren Carrillo.

Staff Present: Veronica Ferguson, County Administrator and Bruce Goldstein, County Counsel

40. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA (Comments are restricted to matters within the Board's jurisdiction. The Board will hear public comments at this time for up to thirty minutes. Please be brief and limit your comments to three minutes. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.)

2:40 P.M. Public Comment Opened

Speakers:

Chris Wroth  
Ann Hancock  
Woody Hastings  
Dick Dowd  
Maria Stubert  
Chris Gibbons  
Richard Hannon  
John Jenkel  
Jo Bentz  
Anna Ransome  
Jeffrey Holtzman  
Rev. Norman Cram  
Elizabeth Neylon  
Jan  
Dr. J. William Hirzy  
Gail Hartman  
Alan Friedman  
Dawna Gallagher  
Colleen Fernauld

3:38 P.M. Public Comment Closed

SONOMA COUNTY WATER AGENCY

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

41. Adopt a Resolution establishing Wholesale Water Rates and Charges for the Sonoma County Water Agency's Water Transmission System for Fiscal Year 2015-16. (4/5 vote required)

3:38 P.M. Deputy County Counsel Linda Schiltgen replaced County Counsel Bruce Goldstein.

REGULAR AFTERNOON CALENDAR (Continued)  
Item #41 Continued

Presenters:

Michael Gossman, Water Agency Division Manager  
Lynne Rosselli, Administrative Services Officer II

4:08 P.M. Public Comment Opened

Speakers: NONE

4:08 P.M. Public Comment Closed

Board Action: Approved as Recommended

UNANIMOUS

Approved by Resolution 15-0151

BOARD OF SUPERVISORS

41.A. Introducing Fiscal Year 2015-16 User Fees and Charges - Review County departments and agencies User Fees and Charges adjustments included in this agenda as items 42 to 54, reflecting updated User Fees and Charges schedules to be effective on July 1, 2015, unless otherwise noted.

Presenter: Christina Rivera, Deputy County Administrator

4:24 P.M. Public Comment Opened

Speakers: NONE

4:24 P.M. Public Comment Closed

Board Action: Agreed to Separate Fee Schedule Items 42 through 54 into two categories: 1. Items With No Board Comments, Consent Items and 2. Items with Board Comments.

1. Items With No Board Comments, Consent: Item numbers 42, 43, 44, 45, 46, 47, 49, 52 and 53.
2. Items with Board Comments: Item numbers 48, 50, 51 and 54.

UNANIMOUS VOTE

BOARD OF SUPERVISORS/CLERK OF THE BOARD

42. Adopt a Resolution adopting fee increases for the Board of Supervisors Department effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

REGULAR AFTERNOON CALENDAR (Continued)  
Item #42 Continued

4:24 P.M. Public Comment Opened

Speakers: NONE

4:24 P.M. Public Comment Closed  
Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Resolution 15-0152

COUNTY ADMINISTRATOR/SHERIFF'S OFFICE

43. Adopt a Resolution setting the Criminal Justice Administrative Fee (Jail Booking Fee) at \$173 per applicable booking, in accordance with Government Code.

Presenter: Christina Rivera, Deputy County Administrator

4:24 P.M. Public Comment Opened

Speakers: NONE

4:24 P.M. Public Comment Closed  
Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Resolution 15-0153.

CLERK-RECORDER-ASSESSOR

44. Adopt an Ordinance adding new fees, and adjusting fees for information and services relative to vital records, official public records, property assessments and elections data provided by the County Clerk, Recorder, Assessor and Registrar of Voters effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

4:24 P.M. Public Comment Opened

Speakers: NONE

4:24 P.M. Public Comment Closed  
Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Ordinance 6100

REGULAR AFTERNOON CALENDAR (Continued)

PROBATION

45. Adopt a Resolution adopting fee increases for the Probation Department effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

4:24 P.M. Public Comment Opened

Speakers: NONE

4:24 P.M. Public Comment Closed

Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Resolution 15-0154

SHERIFF - CORONER

46. Adopt an Ordinance establishing the fees to be collected by the Sheriff-Coroner's Office effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

4:25 P.M. Public Comment Opened

Speakers: NONE

4:25 P.M. Public Comment Closed

Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Ordinance 6101

TRANSPORTATION AND PUBLIC WORKS

47. Adopt a Resolution establishing reasonable rates and charges for the use of land and facilities at the Charles M. Schulz - Sonoma County Airport effective July 1, 2015. (Fourth District)

Presenter: Christina Rivera, Deputy County Administrator

4:25 P.M. Public Comment Opened

Speakers: NONE

4:25 P.M. Public Comment Closed

Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Resolution 15-0155

REGULAR AFTERNOON CALENDAR (Continued)

FIRE AND EMERGENCY SERVICES

48. Fire and Emergency Services Department Fee Schedules -
- (A) Adopt a Resolution adopting fee increases for Schedule A - Permits and Fees Fire and Emergency Services Department for Certified Unified Program Agency Hazardous Materials.
  - (B) Approve a Resolution adopting fee increases for Schedule A - Permits and Fees Fire and Emergency Services Department for Fire Prevention.

Presenters:

Christina Rivera, Deputy County Administrator  
Chief Al Terrell, Fire and Emergency Services  
Assistant Chief Roberta MacIntyre, Fire and Emergency Services  
Fire Services Officer Andrew Parsons, Fire and Emergency Services

4:55 P.M. Public Comment Opened

Speakers: NONE

4:55 P.M. Public Comment Closed

Board Action: Approved as Recommended

AYES: Susan Gorin, Shirlee Zane, James Gore, and Efren Carrillo

NOES: David Rabbitt

Approved by Resolutions 15-0156 and 15-0157

PERMIT AND RESOURCE MANAGEMENT

AND

OCCIDENTAL COUNTY SANITATION DISTRICT  
RUSSIAN RIVER COUNTY SANITATION DISTRICT  
SOUTH PARK COUNTY SANITATION DISTRICT

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

AND

SONOMA VALLEY COUNTY SANITATION DISTRICT

(Directors: Gorin, Carrillo, D. Cook)

49. Fiscal Year 2015-16 Fee Ordinance for Permit and Resource Management Department -
- (A) Adopt an Ordinance increasing and adjusting fees for development applications, permits, and services provided by the Permit and Resource Management Department in order to cover the costs of providing the related services.
  - (B) Adopt ordinances increasing and adjusting certain fees for sewer permit, plan check, and inspection services for the Occidental, Russian River, Sonoma Valley, and South Park County Sanitation Districts, and the Sonoma County Water Agency sanitation zones.

Presenter: Christina Rivera, Deputy County Administrator

REGULAR AFTERNOON CALENDAR (Continued)  
Item #49 Continued

4:25 P.M. Public Comment Opened

Speakers: NONE

4:25 P.M. Public Comment Closed

Board Action: Approved as Recommended  
UNANIMOUS VOTE  
Approved by Ordinances 6102 through 6107

REGIONAL PARKS

50. Regional Parks Fee Adjustments -

- (A) Adopt a Resolution of the Board of Supervisors authorizing fee adjustments for Special Use Permits for Group Picnics, Non-Commercial/Non-Profit Events, and Non-League Athletic Field Use Permits, Film and Photography Permits, Golden Years and Access Memberships, Boat Ramp Parking Permits, Environmental Campsite, Individual Camping, Firewood, and Aquatics programs and New Fees For Special Use Permits at the Kenwood Gazebo and Gualala Visitors Center, a Low Income Day Use Parking Pass, and new Aquatics Programs. Membership fee changes will become effective on July 1, 2015, all others on May 1, 2015.
- (B) Adopt a Resolution of the Board of Supervisors authorizing adjustments in hourly staff billing rates applicable to recover the reasonable costs of providing services such as repairs, set-up and staffing for events, special use permits, and for maintenance and grounds services effective July 1, 2015.

Presenters: Christina Rivera, Deputy County Administrator,  
Caryl Hart, Director, Regional Parks  
Bert Whitaker, Park Manager, Regional Parks

5:32 P.M. Public Comment Opened

Speakers: NONE

5:32 P.M. Public Comment Closed

Board Action: Approved as Recommended  
AYES: Susan Gorin, James Gore, and Efren Carrillo  
NOES: Shirlee Zane (on Golden Years and Access Membership Charges), David Rabbitt  
(on Golden Year Membership Charges)  
Approved by Resolutions 15-0158 and 15-0159

REGULAR AFTERNOON CALENDAR (Continued)

51. Adopt an Ordinance increasing Park Mitigation Fees throughout all unincorporated areas of Sonoma County.

Presenters:

Christina Rivera, Deputy County Administrator  
Caryl Hart, Regional Parks Director  
Steve Ehret, Regional Parks Planning Manager

5:43 P.M. Public Comment Opened

Speakers: NONE

5:43 P.M. Public Comment Closed

Board Action: Approved as Recommended

AYES: Susan Gorin, Shirlee Zane, James Gore, and Efren Carrillo

NOES: David Rabbitt

Approved by Ordinance 6108

52. Spud Point and Mason's Fee Adjustments -

(A) Adopt a Resolution of the Board of Supervisors authorizing new fees for Spud Point Commercial Transient and Guest Berthing, effective May 1, 2015.

(B) Adopt a Resolution of the Board of Supervisors authorizing adjustments in hourly staff billing rates at Spud Point and Mason marinas applicable to recover the reasonable costs of providing equipment, repair of damage, set-up and staffing for events, staff hourly costs for maintenance, grounds services, Marina operations, building workers, General Services mechanics, and painters effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

4:25 P.M. Public Comment Opened

Speakers: NONE

4:25 P.M. Public Comment Closed

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolutions 15-0160 and 15-0161

REGIONAL PARKS

AND

SONOMA COUNTY WATER AGENCY

(Directors/Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

53. Spring Lake Park Fee Adjustments -

(A) Adopt a Concurrent Resolution of the Sonoma County Board of Supervisors and the Directors of the Sonoma County Water Agency authorizing fee adjustments for Special Use Permits for Group Picnics, Non-Commercial/Non-Profit Events, Film and

REGULAR AFTERNOON CALENDAR (Continued)

Item #53 Continued

Photography Permits, Golden Years Memberships, Boat Ramp Parking Permits, Individual Camping, Firewood, and Aquatics programs and New Fees for Cabins, and Aquatics Programs. Membership fee changes will become effective on July 1, 2015, all others on May 1, 2015.

- (B) Adopt a Resolution authorizing adjustments in hourly staff billing rates applicable to recover the reasonable costs of providing services such as repairs, set-up and staffing for events, special use permits, and for maintenance and grounds services effective July 1, 2015.

Presenter: Christina Rivera, Deputy County Administrator

4:25 P.M. Public Comment Opened

Speakers: NONE

4:25 P.M. Public Comment Closed

Board Action: Approved as Recommended

UNANIMOUS VOTE

Approved by Resolutions 15-0162 and 15-0163

HEALTH SERVICES

54. Health Services Fees -

- (A) Adopt a Resolution establishing new and amended fees to recover the reasonable cost of providing services, including fees associated with Public Health Laboratory, Behavioral Health, and Animal Services for the Department of Health Services effective July 1, 2015.
- (B) Direct the Department of Health Services to implement a time-limited amnesty through Fiscal Year 2015-16 for dog license and late license penalty fees to encourage increased compliance with licensing laws and report back to the Board of Supervisors regarding financial impact and licensing compliance outcomes.

Presenters: Christina Rivera, Deputy County Administrator  
Tammy Chandler, Assistant Director, Health Services

5:55 P.M. Public Comment Opened

Speaker: Kiska Icard

5:57 P.M. Public Comment Closed

Board Action: Approval of all Health Services fees, except for the adjusted Impound and Boarding fees, and the elimination of the License fee altered dog, where the owner is a Senior Citizen.

UNANIMOUS VOTE

Approved by Resolution 15-0164



The Board recessed to Closed Session: 6:11 p.m.

RECONVENE FROM CLOSED SESSION

55. Report on Closed Session.

6:17 P.M. County Counsel Bruce Goldstein reported on Closed Session Items 37 through 39. See Item V.

56. Permit and Resource Management Department: Review and possible action on the following:

- a) Acts and Determinations of Planning Commission/Board of Zoning Adjustments
- b) Acts and Determinations of Project Review and Advisory Committee
- c) Acts and Determinations of Design Review Committee
- d) Acts and Determinations of Landmarks Commission
- e) Administrative Determinations of the Director of Permit and Resource Management

(All materials related to these actions and determinations can be reviewed at:  
<http://www.sonoma-county.org/prmd/b-c/index.htm>)

6:11 P.M. Board Action: Accept Acts and Determinations.  
UNANIMOUS VOTE

57. ADJOURNMENTS

6:19 P.M. The Board adjourned the meeting in the memory of Jared Overfield, Andrew “Red” Rathe, Joseph F. Carnation Jr., and Robert St. Claire. The meeting was adjourned to April 28, 2015 8:30 A.M.

Respectfully submitted,

Roxanne Epstein,  
Chief Deputy Clerk of the Board

**ACTION SUMMARY**  
**BOARD OF SUPERVISORS**  
**SONOMA COUNTY**  
**575 ADMINISTRATION DRIVE, ROOM 102A**  
**SANTA ROSA, CA 95403**

**TUESDAY**

**APRIL 28, 2015**

**8:30 A.M.**

Susan Gorin	First District	Veronica A. Ferguson	County Administrator
David Rabbitt	Second District	Bruce Goldstein	County Counsel
Shirlee Zane	Third District		
James Gore	Fourth District		
Efren Carrillo	Fifth District		

This is a simultaneous meeting of the Board of Supervisors of Sonoma County, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, the Board of Directors of the Sonoma County Agricultural Preservation and Open Space District, the Board of Directors of the Northern Sonoma County Air Pollution Control District, and as the governing board of all special districts having business on the agenda to be heard this date.

The Board welcomes you to attend its meetings which are regularly scheduled each Tuesday at 8:30 a.m. Your interest is encouraged and appreciated.

**AGENDAS AND MATERIALS:** Agendas and most supporting materials are available on the Board's website at <http://www.sonoma-county.org/board/>. Due to legal, copyright, privacy or policy considerations, not all materials are posted online. Materials that are not posted are available for public inspection between 8:00 a.m. and 5:00 p.m., Monday through Friday, at 575 Administration Drive, Room 100A, Santa Rosa, CA.

**SUPPLEMENTAL MATERIALS:** Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours.

**DISABLED ACCOMMODATION:** If you have a disability which requires an accommodation, an alternative format, or requires another person to assist you while attending this meeting, please contact the Clerk of the Board at (707) 565-2241, as soon as possible to ensure arrangements for accommodation.

**Public Transit Access to the County Administration Center:**

Sonoma County Transit: Rt. 20, 30, 44, 48, 60, 62

Santa Rosa City Bus: Rt. 14

Golden Gate Transit: Rt. 80

For transit information call (707) 576-RIDE or 1-800-345-RIDE or visit or <http://www.sctransit.com/>.

***APPROVAL OF THE CONSENT CALENDAR***

The Consent Calendar includes routine financial and administrative actions, are usually approved by a single majority vote. There will be no discussion on these items prior to voting on the motion unless Board Members or the public request specific items be discussed and/or removed from the Consent Calendar.

***PUBLIC COMMENT***

Any member of the audience desiring to address the Board on a matter on the agenda: Please walk to the podium and after receiving recognition from the Chair, please state your name and make your comments. Closed session items may be added prior to the Board adjourning to closed session. In order that all interested parties have an opportunity to speak, please be brief and limit your comments to the subject under discussion. Each person is usually granted 3 minutes to speak; time limitations are at the discretion of the Chair. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.

8:30 A.M. CALL TO ORDER

8:35 A.M. Chair Gorin called the meeting to order.

Supervisors Present: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

Supervisor Absent: Efren Carrillo

Staff Present: Veronica A. Ferguson, County Administrator and Bruce Goldstein, County Counsel

Chair Gorin presiding.

PLEDGE OF ALLEGIANCE

I. APPROVAL OF THE AGENDA (Items may be added or withdrawn from the agenda consistent with State law)

II. BOARD MEMBER ANNOUNCEMENTS

Supervisor Gore attended events for Growing our Farms; Society of Manufacturing Engineers; California Parenting Institute luncheon; Westside Road winery expansion meeting. He hopes to work further on providing homeless services.

Supervisor Zane attended the Juvenile Justice Coordinating Counsel; City of Santa Rosa oversight Board meeting; Growing our Farm Forum on April 23, 2015.

Supervisor Rabbitt attended a Petaluma Regional Park planning meeting; Association of Bay Area Government general assembly; Golden Gate Bridge District meetings; Petaluma Butter and Egg Parade; North Bay Water Reuse Authority meeting.

Supervisor Gorin asked the Board to adjourn the meeting in memory of those who perished in the Nepal earthquake. She attended meetings on Roads Forums, with a future one occurring at 7 p.m. at the Rincon Valley library, April 29, 2015; she met with the other women Chairs of Boards of Supervisors from Marin and Napa Counties talking about North Bay issues.

III. CONSENT CALENDAR (Items 1 through 20)

PRESENTATIONS/GOLD RESOLUTIONS

(Items 1 through 3)

PRESENTATIONS AT THE BOARD MEETING

1. Adopt a Gold Resolution proclaiming April 29, 2015 as Sonoma County World Hunger Awareness Day. (First District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolution 15-0165

CONSENT CALENDAR (Continued)

2. Adopt a Gold Resolution celebrating the 125th Anniversary of The Exchange Bank. (Third District) Board Action:

Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolution 15-0166

3. Adopt a Gold Resolution recognizing receipt of the Clean Air Excellence Award for Transportation Efficiency Innovations from the Environmental Protection Agency. (General Services) Board Action:

Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolution 15-0167

SONOMA COUNTY WATER AGENCY

(Directors: Gorin, Rabbitt, Zane, Gore, Carrillo)

4. Suitability Analysis for Stormwater Capture, Treatment, and Recharge Projects - (A) Authorize the Chair to execute an agreement with The Regents of the University of California to develop a site evaluation tool, incorporating technical and non-technical factors, for storm water management and recharge projects, \$120,000, agreement terminates on June 30, 2016, and (B) Authorize the General Manager to terminate or amend the agreement in ways that do not increase amount paid or significantly change the scope of work or length of the agreement. (Second District)

Board Action: Approved as Recommended

AYES: Susan Gorin, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Supervisor David Rabbitt recused himself from this item.

5. Item Removed from the Agenda.

6. Russian River Watershed Independent Science Review Panel - (A) Authorize the General Manager to execute the first amended agreement with Mendocino County Russian River Flood Control and Water Conservation District and Russian River Water Conservation Council to provide funding for the establishment and operation of an Independent Science Review Panel, increasing the agreement amount by \$113,000, Water Agency share is \$75,273, expanding the scope of work to include peer review and conflict of interest analysis, and extending the term by one year for a new, not-to-exceed agreement total of \$220,450, and end date of July 31, 2016. (B) Authorize the General Manager to amend the agreement provided amendments do not cumulatively increase the total cost to the Water Agency by more than \$18,500 and do not substantially change the scope of work.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

CONSENT CALENDAR (Continued)

AUDITOR-CONTROLLER-TREASURER-TAX COLLECTOR

7. Contract for Audit Services - (A) Authorize the Auditor-Controller-Treasurer-Tax Collector to execute a five-year contract for \$613,100 with Piseni & Brinker to provide audit services for the following entities; Refuse Enterprise Fund (Refuse), Airport Enterprise Fund (Airport), Sonoma County Energy Independence Program (SCEIP), Treasurer Investment Pool, Treasurer Investment Committee, Northern Sonoma County Air Pollution Control District (NSCAPD), and Salmon Creek Water District. (B) Delegate authority to the ACTTC to approve any amendments to the contract with Piseni & Brinker, LLP for audit services up to 10% of Piseni & Brinker's contract price.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

BOARD OF SUPERVISORS

AND

OCCIDENTAL COUNTY SANITATION DISTRICT  
RUSSIAN RIVER COUNTY SANITATION DISTRICT  
SOUTH PARK COUNTY SANITATION DISTRICT  
(Directors/Commissioners: Gorin, Rabbitt, Zane, Gore, Carrillo)

AND

SONOMA VALLEY COUNTY SANITATION DISTRICT  
(Directors: Gorin, Carrillo, D. Cook)

8. Authorize the Chair to execute an agreement with Tom Origer and Associates to provide archaeological and cultural resources surveying and related services for an amount not-to-exceed \$100,000, agreement terminates no later than April 30, 2018.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Sonoma Valley County Sanitation District

Board Action: Approved as Recommended

AYES: Susan Gorin, Shirlee Zane

ABSENT: Mayor Cook

CLERK-RECORDER-ASSESSOR/COUNTY COUNSEL

9. Adopt an Ordinance amending Section 12-32 of the Sonoma County Code to revise documentary transfer tax recordation procedures as required by state law. (Second Reading) (Ready for Adoption)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Ordinance 6109

CONSENT CALENDAR (Continued)

COUNTY COUNSEL

10. Authorize County Counsel to execute an agreement to provide the Sonoma County Library with legal services through June 30, 2017, and Authorize the Chair to execute a related conflict-of-interest waiver.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

FIRE AND EMERGENCY SERVICES

11. Adopt a Resolution authorizing the Director to execute a governmental lease agreement for the purchase and financing of one Type 1 fire apparatus for the Wilmar Fire Department with Leasesource Financial Services, Inc., financed over 10-years, for an amount not-to-exceed \$331,431. (Second District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolution 15-0168

HUMAN RESOURCES

12. Deputy Sheriffs' Association and Deputy Sheriffs' Law Enforcement Management Retiree Medical Trust - Letters of Agreement - (A) Approve Letter of Agreement between the County and the Deputy Sheriffs' Association. (B) Approve Letter of Agreement between the County and the Deputy Sheriffs' Law Enforcement Management.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolutions 15-0169 and 15-0170

SHERIFF'S OFFICE

13. Authorize the Sheriff to execute the 2015 Domestic Cannabis Eradication/Suppression Program Letter of Agreement with the Drug Enforcement Administration, to receive a minimum of \$120,000 for marijuana suppression and eradication activities, and to execute any amendments that do not substantially alter the scope of the agreement.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

CONSENT CALENDAR (Continued)

MISCELLANEOUS

14. Approve the Minutes of the Meetings of April 7, 2015 and April 14, 2015 for the following: Agricultural Preservation and Open Space District, Community Development Commission, Northern Sonoma County Air Pollution Control District, Occidental County Sanitation District, Russian River County Sanitation District, South Park County Sanitation District, Sonoma County Water Agency, and Board of Supervisors; and Approve the Minutes of the Meetings of the April 7, 2015 and April 14, 2015 for the Sonoma Valley County Sanitation District.

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

APPOINTMENTS/REAPPOINTMENTS

(Items 15 through 20)

15. Approve the re-appointments of Eric Stanley and Stu Righter to the Historical Records Commission for four-year term beginning on April 28, 2015 and ending on April 28, 2019. (Clerk-Recorder-Assessor)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

16. Approve the Board Assignment of Fourth District Supervisor James Gore to the North Coast Resource Partnership for the year 2015. (First District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

17. Approve the appointment of Arthur Deicke to the Flood Control Advisory Committee Laguna-Mark West Watershed Zone 1A for a two-year term beginning on April 28, 2015 and ending on April 28, 2017. (Fourth District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

18. Approve the re-appointment of Charlee Schanzer to the Dry Creek Valley Citizens Advisory Council for a two-year term beginning on April 28, 2015 and ending on April 28, 2017. (Fourth District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

CONSENT CALENDAR (Continued)

19. Approve the re-appointment of Tom Rued to the Dry Creek Valley Citizens Advisory Council for a two-year term beginning on April 28, 2015 and ending on April 28, 2017.  
(Fourth District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

20. Approve the re-appointment of Jason Boaz to the Dry Creek Valley Citizens Advisory Council for a two-year term beginning on April 28, 2015 and ending on April 28, 2017.  
(Fourth District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo



IV. REGULAR CALENDAR (Items 21 through 25)

ECONOMIC DEVELOPMENT BOARD

21. Accept the recommendations outlined within the NEXt Economy final report, and Direct staff to proceed with recommendations as presented.

Presenters:

Ben Stone, Economic Development Board Director  
Ethan Brown, Department Program Manager  
Francesca Scott, Project Coordinator  
NEXt co-chairs Lisa Schaffner, John Jordan Foundation Executive Director  
Oscar Chavez, Assistant Human Services Department Director

Public Speaker:

Kristin Kiefer

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

The Board recessed: 9:58 a.m.

The Board reconvened: 10:16 a.m.

HUMAN SERVICES

22. General Assistance Report and Policies and Procedures Manual Amendments - (A) Accept a report on the General Assistance Program. (B) Approve a 5% increase to the maximum General Assistance grant to align with CalWORKs Maximum Aid Payment and reflect the changes to the General Assistance Manual of Policies and Procedures, effective May 1, 2015. (C) Adopt changes to the General Assistance Manual of Policies and Procedures to revise the eligibility requirements to align with changes made to the CalWORKs felony drug lifetime ban, effective May 1, 2015.

Presenters

Jerry Dunn, Director Human Services Department  
Kim Seamans, Division Director, Economic Assistance Division

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

REGIONAL PARKS

23. Dissolution of Del Rio Woods Recreation and Park District - (A) Authorize the Board to appoint itself as District Board of Directors for the Del Rio Woods Recreation District for an interim transition period, and (B) Adopt a Resolution of application for dissolution of the

REGULAR CALENDAR (Continued)

District, with County Regional Parks to be the successor agency, and (C) Authorize the Board to appoint Sonoma County Regional Parks Director Caryl Hart as the Interim recreation District Manager. (Fourth District)

Presenters:

Caryl Hart, Regional Parks Director  
Jim Nantell, Deputy Director of Parks

Public Speakers:

Glen Sirchuk  
Dave Henderson

Board Action: Sections A and C are Approved as Recommended. Section B will return to the Board at a future date.

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

BOARD OF SUPERVISORS

24. Approve Advertising Program grant award and Authorize the County Administrator to execute a contract with the Cotati Chamber of Commerce for advertising and promotions activities for Fiscal Year 2014-15 in the amount of \$500. (Second District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

25. Approve Advertising Program grant awards and Authorize the County Administrator to execute contracts with the following entities for advertising and promotions activities for Fiscal Year 2014-15: The Kut-Ups of Rohnert Park, \$1,000; Petaluma People Services - SHARE Program, \$500; Arlene Francis Foundation, \$1,000. (Third District)

Board Action: Approved as Recommended

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

The Board recessed into Closed Session: 11:20 a.m.

29. Report on Closed Session.

2:03 P.M. County Counsel Goldstein reported on Closed Session Items 26 through 28. See Item V.

RECONVENE FROM CLOSED SESSION

Supervisors Present: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore.

Supervisors Absent: Efren Carrillo

Staff Present: Veronica Ferguson, County Administrator and Bruce Goldstein, County Counsel

V. CLOSED SESSION CALENDAR (Items 26 through 28)

2:03 P.M. County Counsel Goldstein reported on Closed Session Items 26 through 28.

26. The Board of Supervisors will consider the following in closed session: Conference with Legal Counsel - Potential Litigation - California River Watch - Notice of Intent to File Suit Under Clean Water Act Concerning the Central Landfill Property. (Gov't. Code Section 54956.9(d)(2)).

No Reportable Action. Direction Given to Counsel and Staff.

27. The Board of Supervisors will consider the following in closed session: Conference with Legal Counsel - Existing Litigation - Renewed Efforts of Neighbors Against Landfill Expansion ("RENALE") an unincorporated association vs. County of Sonoma, a political subdivision of the State of California; Sonoma Compost Company, a corporation; Sonoma County Waste Management Agency, a public agency, U.S. District Court-Northern District Case No.: 3:14-cv-03804 TEH. (Gov't. Code Section 54956.9(d)(1)).

No Reportable Action. Direction Given to Counsel and Staff.

28. The Board of Supervisors, the Board of Directors of the Sonoma County Water Agency, the Board of Commissioners of the Community Development Commission, and the Board of Directors of the Agricultural Preservation and Open Space District will consider the following in closed session: Conference with Labor Negotiator, Agency Negotiators: Christina Cramer/Carol Allen. Employee organization: All. Unrepresented employees: All, including retired employees. (Gov't. Code Section 54957.6).

Direction Given to Labor Negotiators.

- 28A. The Board of Supervisors will consider the following in closed session: Conference with Legal Counsel - Existing Litigation - Sonoma County Association of Retired Employees (SCARE) v. Sonoma County, U.S. Northern District Court Case No. CV-09-4432 CW. (Gov't. Code Section 54956.9(d)(1)). (Item added via Agenda Addendum)

No Reportable Action. Direction Given to Counsel and Staff.

VI. REGULAR AFTERNOON CALENDAR (Items 29 through 33)

30. 2:05 P.M. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA  
(Comments are restricted to matters within the Board's jurisdiction. The Board will hear public comments at this time for up to thirty minutes. Please be brief and limit your comments to three minutes. Any additional public comments will be heard at the conclusion of the meeting. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.)

2:05 P.M. Public Comment Opened

Speakers:

Rev. Raymond Decker  
Mary Morrison  
Chris Gibbons  
John Jenkel  
Maria Stubbert  
Richard Hannan  
Marni Wroth  
Chris Wroth  
Peter Tscherneff  
Alan R. Moody

2:43 P.M. Public Comment Closed

2:44 P.M. Deputy County Counsel Jeff Brax replaced County Counsel Bruce Goldstein.

PERMIT AND RESOURCE MANAGEMENT

31. MNS14-0008 - Minor Subdivision creating four parcels with a Land Conservation Act contract. (Fourth District)
- a) APPLICANT: William H. Hinkle, Trustee
  - b) LOCATION: 21350 River Road, Geyserville
  - c) ASSESSOR'S PARCEL NO.: 141-170-001 and 141-180-003
  - d) ENVIRONMENTAL DOCUMENT: Mitigated Negative Declaration
  - e) REQUEST: Conduct a Public Hearing and Adopt a Resolution and Conditions of Approval of a Minor Subdivision of 509.40 acres into four parcels 135.80 acres, 120 acres, 120 acres, and 133.60 acres subject to Land Conservation Act Contracts.

Presenters:

Tennis Wick, Director, Permit and Resource Management Department  
Jennifer Barrett, Deputy Director, Permit and Resource Management Department  
Traci Tesconi, Supervising Planner, Permit and Resource Management Department

REGULAR AFTERNOON CALENDAR (Continued)  
Item #31 Continued

3:00 P.M. Public Comment Opened

Public Speakers: NONE

3:02 P.M. Public Comment Closed

Board Action: Approved as recommended with a modified amendment added to the Planning Condition, "Prior to recording the Parcel Map, the applicant shall construct a gate and install signage, with appropriate permits, on the existing private easement to restrict access from newly created parcels Lots 2, 3, and 4 with preliminary plans approved by Project Planner."

AYES: Susan Gorin, David Rabbitt, Shirlee Zane, James Gore

ABSENT: Efren Carrillo

Approved by Resolution 15-0172

32. Permit and Resource Management Department: Review and possible action on the following: a) Acts and Determinations of Planning Commission/Board of Zoning Adjustments b) Acts and Determinations of Project Review and Advisory Committee c) Acts and Determinations of Design Review Committee d) Acts and Determinations of Landmarks Commission e) Administrative Determinations of the Director of Permit and Resource Management (All materials related to these actions and determinations can be reviewed at: <http://www.sonoma-county.org/prmd/b-c/index.htm>)

3:03 P.M.

Board Action: NONE.

33. ADJOURNMENTS

3:04 P.M. The Board adjourned the meeting in the memory of Molly Cahill Singleton, Kit Tuveson, Carl Jensen, Al Kuck, Garth Dougan and the Victims of the Earthquake and Avalanche in Nepal. The meeting was adjourned to May 5, 2015 8:30 A.M.

Respectfully submitted,

Roxanne Epstein,  
Chief Deputy Clerk of the Board



County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 28  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor Shirlee Zane, (707) 565-2241

**Supervisorial District(s):**

Third District

**Title:** Appointment

**Recommended Actions:**

Approve the appointment of Hugo Mata to the Sonoma County Regional Parks Foundation Board for a two year term beginning on May 12, 2015 and ending on May 12, 2017. (Third District)

**Executive Summary:**

**Prior Board Actions:**

**Strategic Plan Alignment** Goal 4: Civic Services and Engagement

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
<b>Related Items “On File” with the Clerk of the Board:</b>			



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 29  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Human Services

**Staff Name and Phone Number:**

Sherry Alderman – 707-565-8501

**Supervisorial District(s):**

County-wide

**Title:** Reappointments to the Workforce Investment Board

### **Recommended Actions:**

Approve the re-appointments of Stephanie Cabral, Paul Duranczyk, Albert Lerma, Tim Reese, Carol T. Waxman, and Bob Whitlock to the Workforce Investment Board for two-year terms ending May 12, 2017.

### **Executive Summary:**

The Workforce Investment Act (WIA) is a federal law passed on August 7, 1998 designed to prepare youth and adults for entry into the labor force. The Workforce Investment Act required that all local regions create a Workforce Investment Board (WIB) comprised of local business and community members to oversee and implement the Workforce Investment Act programs. The Workforce Innovation and Opportunity Act (WIOA) will replace the Workforce Investment Act effective July 1, 2015. The Workforce Innovation and Opportunity Act will have the same requirement that a workforce area have a Workforce Investment Board and that appointments be made by local elected officials.

### **Membership Criteria and Process for Recommending Members for Appointment**

The Sonoma County Workforce Investment Board (WIB) serves as the policy oversight body for its employment and training programs. In accordance with the written agreement between the Sonoma County Board of Supervisors and the WIB, the WIB reviews and approves candidates' applications for membership and forwards its recommendations to the Board of Supervisors for final approval and appointment.

WIB members are not appointed by supervisorial district, but on a county-wide basis, and must have a high degree of policymaking and hiring authority within the organizations they represent. The WIB is required by law to maintain a business majority. The WIB also seeks members who have expertise in Sonoma County's important or emerging employment sectors, such as health care, hospitality, and green technology or who provide workforce-related services. Applications are reviewed by the WIB Executive Committee and are then recommended to the Board of Supervisors for appointment. Current members in good standing are recommended for reappointment at the end of their term.



Efforts to fill the WIB seats are ongoing through referrals from current members and outreach to businesses, public, labor, and private non-profit organizations. The Human Services Department also works closely with the Economic Development Board to identify business members appropriate for the business seats on the WIB.

**Categories of Membership Recommendations**

The individuals recommended for reappointment to the Workforce Investment Board will represent the following categories of membership.

<b><u>Representative</u></b>	<b><u>Category</u></b>
Stephanie Cabral	One Stop Partner
Paul Duranczyk	Business
Albert Lerma	Economic Development
Tim Reese	Business
Carol Waxman	One-Stop Partner
Bob Whitlock	Business

**Stephanie Cabral** is the Field Operations Coordinator for Experience Works Incorporated. She is responsible for the coordination and administration of services to mature and disabled workers. In addition to serving on the Sonoma County WIB she also serves on the WIB in Napa, Lake, and Mendocino Counties. Ms. Cabral will fill a One Stop Partner seat on the WIB.

**Paul Duranczyk** is Senior Administrator at Creekside Convalescent and Mental Health Rehabilitation in Santa Rosa. He manages over two hundred staff members in the healthcare sector. He serves on Sonoma County Managed Medi-Cal Planning Group and Sonoma County Healthcare Disaster Planning Forum. Mr. Duranczyk will fill a Business seat on the WIB.

**Albert Lerma** is a Program Manager for the Sonoma County Economic Development Board. He will fill an Economic Development seat. As the primary point of contact for local government, business, and community partners he manages community economic development and redevelopment programs including: business attraction and retention programs, nonprofit grants management, contract administration, business technical assistance services, microenterprise development, economic development finance, revolving loan fund administration, improvement programs, project management, budgeting & analysis, public policy development, and workforce development training programs.

**Tim Reese** is the Executive Director of Community Action Partnership (CAP) of Sonoma County. For close to thirty years Mr. Reese has managed or been the executive director for a variety of social service organizations. He has managed programs that have addressed issues related to traumatic brain injuries, HIV, domestic violence, and emergency food assistance. In more recent years he has added fiscal management of large social service organizations to his resume. In his most recent position before taking the reins at CAP of Sonoma County, he was the Executive Director/CEO for the California –Nevada Community Action Partnership Association where he was responsible for the successful delivery of capacity building training and technical assistance to four state associations with a budget exceeding 1 million dollars. With the above experience, Mr. Reese comes to the WIB with a robust background that will be of great use when making decisions with regard to workforce issues. Mr. Reese will fill a Business

seat on the WIB.

**Carol T. Waxman** is the Principal for the Petaluma Adult School. She will be a One-Stop Partner on the Workforce Investment Board as part of the development of a regional plan for adult education in Sonoma County, per the mandate of AB86. Petaluma Adult School provides education and training to 1,500 individuals annually with programs ranging from high school diploma completion and family literacy to computer skills and apprenticeship training. Their mission is to provide high quality instruction to our diverse community of adult learners to achieve family, workforce and personal goals.

**Bob Whitlock** is the General Manger of Small Precision Tools in Petaluma. He would like to increase awareness of the wide variety of manufacturing jobs in Sonoma County to attract and train our future work force. He is on the board of the California Machining and Tooling Apprenticeship Association. He is also a Rotarian and supports helping our communities and residents. Bob Whitlock will fill a Business seat.

**Prior Board Actions:**

March 17, 2015: Report on the Workforce Innovation and Opportunity Act (WIOA) of 2014, which supersedes the Workforce Investment Act of 1998.

August 19, 2014: Reappointed seven members to the Workforce Investment Board.

June 10, 2014: Appointed one new member to the Workforce Investment Board, and reappointed one person to the Workforce Investment Board.

April 22, 2014: Reappointed six members to the Workforce Investment Board.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

The Workforce Investment Board makes recommendations and participates in workforce development initiatives and programs that are aligned with local employer needs with the goal of building a prepared and trained Sonoma County workforce.

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 0</b>	<b>Total Sources</b>	<b>\$ 0</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
None			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None			
<b>Attachments:</b>			
Proposed Workforce Investment Board Membership Roster			
<b>Related Items “On File” with the Clerk of the Board:</b>			
None			

# Sonoma County Workforce Investment Board

Membership as of Tuesday, May 12, 2015

<u>Membership Category</u>	<u># of Seats</u>	<u>Name</u>	<u>Organization</u>
<b>Business</b>			
	1	Yale Abrams	Yale Abrams Consulting
	1	Ed Barr	P & L Specialties
	1	Robin Bartholow	North Coast Builders' Exchange
	1	Kristyn Byrne	Deliver the Mission
	1	Judy Coffey	Kaiser-Permanente
	1	Melanie Dodson	Community Child Care Council of Sonoma County (4Cs)
	1	Paul Duranczyk	Creekside Convalescent Hospital
	1	Steve Herron	Exchange Bank
	1	Kristina Holloway	Healdsburg District Hospital
	1	Roy Hurd	Empire College
	1	Scott Kincaid	Facility Development Corp.
	1	David Ohman	Colonial Life
	1	Tim Reese	Community Action Partnership of Sonoma County
	1	Pedro Toledo	Petaluma Health Center
	1	Bob Whitlock	Small Precision Tools
	8	<i>Vacant</i>	
<b>Total Seats</b>	<b>23</b>		
<b>Community Based Organization</b>			
	1	Mark Ihde	Goodwill Industries of the Redwood Empire
	1	Matt Martin	Social Advocates for Youth
	1	Bill Nordskog	United Way
	0	<i>Vacant</i>	
<b>Total Seats</b>	<b>3</b>		
<b>Economic Development Agencies</b>			
	1	Kelly Bass Seibel	Santa Rosa Chamber of Commerce
	1	Albert Lerma	Sonoma County Economic Development Board
	0	<i>Vacant</i>	
<b>Total Seats</b>	<b>2</b>		
<b>Educational Entities</b>			
	1	Steven Herrington	Sonoma County Office of Education
	1	Stephen Jackson	Sonoma County Office of Education
	1	Jerald Miller	Santa Rosa Junior College
	1	Lynn Stauffer	Sonoma State University
	0	<i>Vacant</i>	
<b>Total Seats</b>	<b>4</b>		

<u>Membership Category</u>	<u># of Seats</u>	<u>Name</u>	<u>Organization</u>
<b>Labor Organizations</b>			
	1	Chris Knerr	Cement Masons
	1	Bill Robotka	Engineers & Scientists of California
	1	Chris Snyder	Operating Engineers
	1	George Steffensen	North Bay Labor Council
	1	<i>Vacant</i>	
<b>Total Seats</b>	<b>5</b>		
<b>One-Stop Partner</b>			
	1	Debbie Antonsen	Employment Development Department
	1	Stephanie Cabral	Experience Works, Inc.
	1	Karen Fies	Sonoma County Human Services Department
	1	Peter Harsch	California Department of Rehabilitation
	1	Kathleen Kane	Community Development Commission
	1	Chris Paige	California Human Development
	1	Carol Waxman	Petaluma Adult School
	1	<i>Vacant</i>	
<b>Total Seats</b>	<b>8</b>		

**45 Total Membership**

**35 Seats Filled**

**10 Vacancies**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 30  
(This Section for use by Clerk of the Board Only.)

**To:** Sonoma County Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Economic Development

**Staff Name and Phone Number:**

Ben Stone– (707)-565-7170  
Maureen Tunheim (707) – 522-5807 SCT

**Supervisorial District(s):**

**Title:** 2014 Sonoma County Tourism Annual Report & 2015 Marketing Plan

### **Recommended Actions:**

Presentation of the Tourism Annual Report for 2014 and the 2015 Marketing Plan prepared by Sonoma County Tourism and update on ongoing program initiatives.

### **Executive Summary:**

#### **Background**

On November 2, 2004, the Sonoma County Board of Supervisors (Board) adopted the ordinance creating the Sonoma County Tourism Business Improvement Area (SCTBIA). Under the ordinance, lodging establishments generating annual room revenue of \$350,000 or more must pay an assessment equal to 2% of such revenue. Proceeds from assessments are used to pay for marketing and other efforts to increase overnight visitors to the County.

In January 2005, the Board appointed five members to the Sonoma County Tourism Business Improvement Area Advisory Board which is charged with advising the Board of Supervisors on the amount of the Area's Assessments and on the services, programs and activities to be funded by the Assessments, and in February 2005, appointed eight (8) of the 22-member body to the Sonoma County Tourism Bureau (SCTB) Board of Directors.

In June 2005, the Board executed an agreement with the SCTB to carry out services, activities, and programs promoting tourism to Sonoma County, funded by assessments from within the SCTBIA.

In 2011, the Sonoma County Board of Supervisors amended the ordinance that formed the SCTBIA, appointing SCTB's Board of Directors to also serve as the advisory board for the SCTBIA. This decision was based on recommendations of the 2010 County audit of the organization.

In accordance with the ordinance and state law, the SCTB Board has submitted to the Board of Supervisors, an Annual Report for 2014. The Report contains information on the activities carried out in 2014 and the activities to be carried out in 2015. The Report also contains a budget showing that the revenues from assessments and all other sources is sufficient to carry out the services, programs, and activities set forth in the plan. Staff finds the SCTB in compliance with all the requirements of the ordinance and agreement. The following are some highlights from the report, as provided by the SCTB:

### **Accomplishments and Objectives:**

#### 2014 Accomplishments

- Sales team exceeded goals by 12 percent; booked business up 28 percent. This means more group and mid-week overnight business was brought to Sonoma County with an economic impact of \$9.3 million.
- Increased Sonoma County's presence in international tour operator programs and partnered with other Regions to promote multi-day stays.
- Grew the Certified Tourism Ambassador program to more than 1,000 actively engaged tourism ambassadors.
- Promoted Sonoma County with appealing collateral through paid media, earned public relations, and online campaigns to potential overnight visitors in major markets.
- Produced quality content – blogs, articles, photographs, and videos – that engaged potential travelers: Web traffic increased 85 percent over previous year; requests for printed material rose 10 percent.
- Partnered with local marketing organizations like Sonoma County Winegrowers, Sonoma County Vintners, and regional visitor centers to expand marketing reach of SCT.
- First-ever Sustainable Tourism Business Week brought local tourism businesses and sustainability experts together to learn how to save water and energy.

#### 2015 Initiatives

- Develop and maintain strategic marketing programs and partnerships to yield overnight visits during need periods (mid-week and shoulder season).
- Reinforce the Sonoma County brand to maintain visitation during stronger season by:
  - Concentrating on main markets (California and West Coast, as well as large cities nationally) for direct-to-consumer marketing.
  - Launching a new campaign that builds on success of SCT.
- Showcase Sonoma County during the Meeting Professionals International World Education Congress, taking place in San Francisco August 2015.
- Actively participate in Super Bowl 50 Host Committee to ensure Sonoma County is part of the overall Bay Area message.
- Increase investment in inbound Asian travel to supplement an already strong international market.
- Support new tourism businesses with Public Relations, marketing, and sales initiatives.
- Maintain Certified Tourism Ambassador program and invest in front-line service levels.

On December 9, 2014, the Board conditionally approved a resolution approving and confirming the Annual Report for 2014, the Marketing Plan for 2015 and levy of the Annual Assessment for the Sonoma County Tourism Business Improvement Area, for the Annual Assessment to remain effective through the upcoming calendar year, 2015.

This is the formal presentation and discussion on the Annual Report and Marketing Plan as well as other SCTB initiatives satisfies the Board’s condition for final approval.

**Prior Board Actions:**

12/9/14 - Annual Report and 2015 Marketing Plan.

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

The Sonoma County Tourism Bureau strives to enhance the value of local, domestic, and international demand for Sonoma County produced goods and to promote tourism and growth in Sonoma County.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

This item is administrative in nature and has no budgetary impacts associated. The funds collected from BIA tax fund the SCTB.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

**Narrative Explanation of Staffing Impacts (If Required):**



<b>Attachments:</b>
<b>Related Items "On File" with the Clerk of the Board:</b>
Business Improvement Area Ordinance No. 5525, and copy of the 2014 Sonoma County Tourism Bureau Annual Report and 2015 Marketing Plan.



**SONOMA  
COUNTY  
TOURISM**

2014 annual **report** 2015 marketing **plan**

**SONOMA COUNTY  
TOURISM (ALSO  
KNOWN AS SCT) IS THE  
OFFICIAL DESTINATION  
MARKETING ORGANI-  
ZATION DEDICATED TO  
PROMOTING SONOMA  
COUNTY AS AN OVER-  
NIGHT DESTINATION.**

SCT is a private, non-profit 501(c)6 organization, staffed by professionals in the fields of sales, marketing, communications, and administration. It is governed by a volunteer board of directors, with input from committees, stakeholders, and the general public.

The core values of SCT are **accountability, innovation, leadership, transparency,** and **diversity.** These values drive our strategic planning, and affect decisions for sales, marketing, and operations.

The majority of SCT's funding comes from a 2 percent assessment on applicable lodging rooms within the Sonoma County Tourism Business Improvement Area. SCT also receives funds from the County of Sonoma's Advertising Award Program.

Tourism in Sonoma County has a direct economic impact of more than \$1.55 billion annually, and represents close to 19,000 local jobs. Taxes collected from visitors mean \$97.3 million in government revenues, and those funds are used for general funds for government, regional parks, arts and cultural organizations, affordable housing, and public safety.

SCT's efforts are divided into three main segments of travelers: individual leisure travelers; meetings and groups; and tour and travel, which are the buyers of packaged travel like tour operators and travel agents. Combining these three segments provides a "balanced portfolio" of potential travelers, so SCT can bring more "heads in beds" throughout the year.



**Sonoma County Tourism** | 3637 Westwind Blvd., Santa Rosa, CA 95403  
707-522-5800 | 800-576-6662 | [www.SonomaCounty.com/partners](http://www.SonomaCounty.com/partners)

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## the faces of tourism

**meet** MORE THAN 19,000 PEOPLE WORK IN THE TOURISM INDUSTRY IN SONOMA COUNTY. They come from all walks of life and do all kinds of jobs. Some were set on the hospitality business from a young age; others took different paths that led to tourism careers.

The one thing all of our neighbors in the industry have in common is that they represent Sonoma County to the millions of visitors who come here each year. They are the ones who know the best picnic spots, a good trail to discover, or a great art gallery featuring Sonoma County artists. They also volunteer for local non-profits, show up for the PTA, and cheer kids on from the sidelines of the soccer field.

*Throughout this book you'll meet some of your neighbors who work in tourism. These are the Faces of Sonoma County Tourism. To meet more Sonoma County residents who work in tourism, see the "Faces of Tourism" page on the Sonoma County Tourism website at: [www.sonomacounty.com/faces-sonoma-county-tourism](http://www.sonomacounty.com/faces-sonoma-county-tourism). Throughout the year we will add new profiles.*

## What can we accomplish together? Consider this:

Sonoma County Tourism hosted Helms Briscoe's West Coast sales team for their retreat and showed them myriad options Sonoma County has for their clients. This resulted in three meetings booked, with an economic impact worth \$477,000.

### That's the power of Sonoma County Tourism.

Through the efforts of SCT and its partners, more than 300 journalists experienced Sonoma County to write positive travel and lifestyle articles, which, in turn, influences hundreds of thousands of potential travelers to book a trip. For example, the Sea Ranch Lodge answered a publicity alert to host a journalist. Six months later, a visitor checked in to the hotel and pointed to one of the rooms featured in the magazine. She booked that room.

### That's the power of Sonoma County Tourism.

The Western Wine Trail - a collaboration between SCT, Oregon, San Francisco, and Visit California - resulted in four 30-minute TV episodes airing on the Travel Channel in the United Kingdom. In the first month after airing, SonomaCounty.com received 22,789 page impressions from this program. The four episodes will be broadcast 30 times.

### That's the power of Sonoma County Tourism.

Sonoma County Tourism and you - our hospitality partners - create hundreds of these success stories each year. It's reflected in this annual report and marketing plan, which details how we met our sales and marketing goals and outlines our plans for 2015.

Sonoma County continues to draw wine and culinary enthusiasts. And visitors are discovering the other bubbly - craft brews. That, cider houses, and distilleries are becoming a great addition to the food and wine culture here.


We continue to promote the arts as a way to enhance a Sonoma County experience, whether it's visiting an artist's studio, catching a local band at a pub, or seeing headline entertainers at the Wells Fargo Center for the Arts or at the Green Music Center.

People visit Sonoma County for the stunning scenery and outdoor recreation. We continue to build on our relationships with Sonoma County Regional Parks, the Stewards of the Coast and Redwoods, and other organizations that showcase Sonoma County's natural beauty.

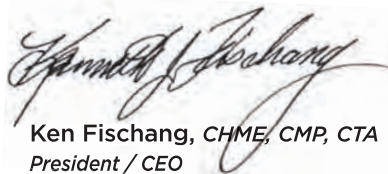
We recommend that the SCT BIA continue with its present boundaries and assessment methods. We look forward to another great year marketing our amazing destination together.

We've laid out an ambitious plan for 2015. Our collective success depends on all of us working together to provide the best experiences for the more than 7.5 million visitors who come to Sonoma County. They leave behind more than \$1.55 billion in destination spending, up 5.4 percent, supporting thousands of jobs and hundreds of local businesses.

### And that's the true power of Sonoma County Tourism.



Pauline Wood, CTA  
Board of Directors Chair



Ken Fischang, CHME, CMP, CTA  
President / CEO

**TOURISM COMPRISES ONE OUT OF EVERY 10 JOBS IN SONOMA COUNTY**, bringing in \$1.55 billion in spending and more than \$97 million in government revenue. The businesses that make up the tourism economy are overwhelmingly small, locally owned businesses. And the people who own and work at these businesses are a cross-section of Sonoma County: They are neighbors and friends, moms-turned-brewers, and artists-turned-café-owners. They are immigrants and transplants and Sonoma County natives.

**SONOMA COUNTY TOURISM PROMOTES SONOMA COUNTY** as an overnight destination and showcases the diversity of our unique home.

**IN 2014** lodging occupancy rates grew by 4.5 percent and average daily rates for lodging increased by 7.5 percent.

2014  
accomplishments

**SCT EXISTS TO MARKET AND SELL SONOMA COUNTY AS A DESIRABLE DESTINATION TO VISITORS WHO ARE TRAVELING FOR LEISURE OR BUSINESS. IN 2014, THE TEAM WAS SUCCESSFUL IN THE FOLLOWING WAYS:**

- Sales team exceeded goals by 12 percent; booked business up 28 percent. This means more group and mid-week overnight business was brought to Sonoma County with an economic impact of \$9.3 million.
- Increased Sonoma County's presence in international tour operator programs and partnered with other regions to promote multi-day stays.
- Grew the Certified Tourism Ambassador program to more than 1,000 actively-engaged tourism ambassadors.
- Promoted Sonoma County with appealing collateral through paid media, earned public relations, and online campaigns to potential overnight visitors in major markets.
- Produced quality content – blogs, articles, photographs, and videos – that engaged potential travelers: Web traffic increased 85 percent over previous year; requests for printed material rose 10 percent.
- Partnered with local marketing organizations like Sonoma County Winegrowers, Sonoma County Vintners, and regional visitor centers to expand marketing reach of SCT.
- First-ever Sustainable Tourism Business Week brought local tourism businesses and sustainability experts together to learn how to save water and energy.

2015  
plans

**IN THE NEXT YEAR, SCT STRIVES TO BUILD ON ITS EXISTING SUCCESSFUL PROGRAMS THAT ARE DESIGNED TO ATTRACT OVERNIGHT VISITORS TO THE DESTINATION. THE MAJOR THEMES FOR SCT INCLUDE:**

- Develop and maintain strategic marketing programs and partnerships to yield overnight visits during need periods (mid-week and shoulder season).
- Reinforce the Sonoma County Brand to maintain visitation during stronger season by:
  - Concentrating on main markets (California and West Coast, as well as large cities nationally) for direct-to-consumer marketing.
  - Launching a new campaign that builds on success of SCT.
- Showcase Sonoma County during the Meeting Professionals International World Education Congress, taking place in San Francisco.
- Actively participate in Super Bowl 50 Host Committee to ensure Sonoma County is part of the overall Bay Area message.
- Increase investment in inbound Asian travel to supplement an already strong international market.
- Support new tourism businesses with PR, marketing, and sales initiatives.
- Maintain Certified Tourism Ambassador program and invest in front-line service levels.

# 2015 sonoma county tourism board of directors

	<b>Michelle Arellano, CTA</b>	Administrator Analyst - County Administrator office
	<b>Joe Bartolomei</b>	Farmhouse Inn & Restaurant, Owner
	<b>Tom Birdsall</b>	Basin Street Properties, Director
SECRETARY /	<b>Percy Brandon, CTA</b>	Vintners Inn, General Manager
	<b>Jennifer Buffo, CTA</b>	Pure Luxury Transportation, Owner/COO
	<b>Floriann Bynum, CTA</b>	Flamingo Resort & Spa, General Manager
VICE CHAIR TREASURER /	<b>Dan Christensen, CTA</b>	Geyserville Inn, Owner
	<b>Jonathan Coe, CTA</b>	Santa Rosa Chamber of Commerce, President
	<b>Veronica Ferguson, CTA</b>	County Administrator
	<b>Michelle Heston</b>	Fairmont Sonoma Mission Inn & Spa, Regional Director of Public Relations
	<b>Lowell Johnson, CTA</b>	Coast Hospitality Partners
	<b>Steve Jung, CTA</b>	Doubletree by Hilton, General Manager
	<b>Karissa Kruse, CTA</b>	Sonoma County Winegrowers, President
	<b>Rachel LeGrand, CTA</b>	Russian River Getaways, Owner
	<b>Kirk Lok, CTA</b>	The Lok Group of Companies, President/CEO
	<b>James Luchini, CTA</b>	Francis Ford Coppola Winery, Special Events/Performing Arts Manager
	<b>Tim McGregor, CTA</b>	Bodega Bay Lodge, General Manager
	<b>Dan Parks, CTA</b>	Sonoma Creek Inn, Owner
	<b>Wendy Peterson, CTA</b>	Sonoma Valley Visitors Bureau, Executive Director
	<b>Bert Rangel, CTA</b>	Rivers End Restaurant & Inn, Owner
	<b>Gary Saperstein</b>	Out in the Vineyard, General Manager
	<b>Scott Satterfield</b>	Sheraton Sonoma County Petaluma, General Manager
	<b>Sally Shaffer, CTA</b>	Hilton Sonoma Wine Country, General Manager
CHAIR /	<b>Pauline Wood, CTA</b>	San Francisco North / Petaluma KOA, Co-Owner

**CURRENT MEMBERS AS OF NOV. 1, 2014**





**SCT STAFF**

<b>Nicole Bradin, CTA</b>	Executive Office Manager
<b>Kristin Clark, CTA</b>	Marketing Coordinator
<b>Chyrl Collins, CMP, CTA, CTIS</b>	Tourism Sales Manager
<b>Mark Crabb, CMP, CTA, FCDME</b>	Chief Sales Officer
<b>Ken Fischang, CHME, CMP, CTA</b>	President/CEO
<b>Kathleen Gray, CTA</b>	Accountant
<b>Jeff Herdell, CTA</b>	Webmaster for SCT, SCV, SCW
<b>Ariane Hildebrand, CTA</b>	Interactive Manager
<b>Kila Janusevskis, CTA</b>	Sales Coordinator
<b>Paula Johnson, CMP, CTA</b>	Group Sales Director
<b>Bill Judson, CTA</b>	Chief Financial Officer
<b>Deleyse Langdale</b>	International Sales Director
<b>Tina Luster, CTA</b>	Communications Manager
<b>Tamara McGiboney, CTA</b>	National Sales Manager, Southwest U.S.
<b>Susan Montes, CTA</b>	Meeting Sales and Services Manager
<b>Ginger Myrick</b>	Advertising Traffic Coordinator
<b>Barbara Quigley, CTA</b>	National Sales Manager, Midwest/Northeast U.S.
<b>Sandy Shuster, CTA</b>	Customer Service / CTA Coordinator
<b>Beth Snow, CTA</b>	Marketing Manager
<b>Maureen Tunheim, CTA</b>	Administrative Manager
<b>Jill VandenHeuvel, CDME, CTA</b>	Advertising and Industry Relations Director
<b>Birgitt Vaughan, CTA</b>	Public Relations Manager
<b>Jamie Ward, CMP, CTA</b>	National Sales Manager, Southeast/Eastern U.S.
<b>Tim Zahner, CTA</b>	Chief Marketing Officer
<b>(TBA)</b>	Administrative Support

**SUPPORT SERVICES**

RESPONSIBILITIES	COMPANY NAME
<b>LEGAL COUNSEL</b>	<b>Bill Arnone</b> Merrill, Arnone and Jones, LLP
<b>AUDITING</b>	<b>(TBD)</b>
<b>RESEARCH</b>	<b>Dominic Wiggam</b> Sonoma County Economic Development Board
<b>DATA MANAGEMENT</b>	<b>Jennifer Jones</b>
<b>HUMAN RESOURCES</b>	<b>Robyn Bramhall</b> North Bay Human Resources
<b>CERTIFIED TOURISM AMBASSADOR PROGRAM</b>	<b>Mo McElroy, CTA</b>
<b>PUBLIC RELATIONS / SALES SUPPORT</b>	<b>Lou Hammond &amp; Associates</b> (U.S., Canada), <b>Black Diamond</b> (U.K., Ireland), <b>MSI</b> (Germany, Austria, Switzerland), <b>Gate 7</b> (Australia, New Zealand)

Sonoma County Tourism  
**promise**

**AS PROFESSIONALS LIVING AND WORKING IN THIS REGION, THE SONOMA COUNTY TOURISM (SCT) TEAM IS COMMITTED TO MOVING SONOMA COUNTY FORWARD AND GROWING THE ECONOMY THROUGH TOURISM.**

**WE ARE COMMITTED TO THESE CORE VALUES THAT DRIVE OUR PASSION FOR THIS INDUSTRY, OUR ORGANIZATION, AND OUR COMMUNITY:**

**integrity**

We accept only the highest ethical standards in all of our activities, including sales, marketing, public relations, and administration.

**partnership**

We engage our region in building relationships to further our mission and promote a stronger hospitality industry.

**service**

We commit to delighting our customers by going above and beyond their expectations for service.

**innovation**

We are leaders in innovative programming, sales, marketing, and technology, leading the charge in positive destination marketing, and economic growth.

**passion**

We enthusiastically promote our destination and organization, inspiring community pride in our region's diverse assets.

## overview

SCT's sales team outshined its competitive set in 2014. Now fully staffed, the team exceeded its goals. Creating and maintaining productive relationships are still a priority. These personal relationships create repeat business.

The meetings market is changing, with a large number of third-party planners producing the majority of leads. SCT hosted Helms Briscoe's West Coast sales team retreat and had the opportunity to show all the options Sonoma County has for their clients.

## objectives

**THE SALES TEAM SEEKS TO BOOK NEW AND REPEAT OVERNIGHT BUSINESS IN SONOMA COUNTY.**

**THE TEAM STRIVES TO PROVIDE EXCEPTIONAL CUSTOMER SERVICE, STRENGTHEN RELATIONSHIPS, UPHOLD THE BRAND, AND EXHIBIT PROFESSIONALISM AT ALL TIMES.**

Domestic and international travelers are discovering the rich heritage and hometown feel of Sonoma County. There is an increased awareness of Sonoma County throughout the travel trade, though additional education and training continues to be important.

The tour and travel market continues to evolve with a trend towards buying hotel rooms through receptive operators. There has also been a marked increase in requests for ready-made luxury accommodations and experiences.

At the end of the 2013-14 fiscal year, lead generation was up 20 percent, booked business up 28 percent, and actual room nights up 21 percent, with an economic impact of \$9.3 million.

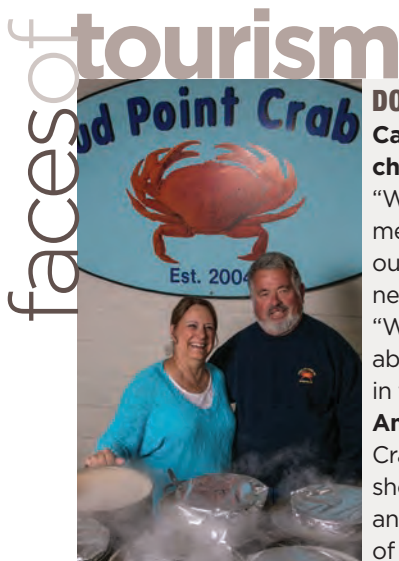
The cash incentive program continues to be a hit with planners. Through this program, 26 meetings were booked for need periods, generating 4,354 room nights with an economic impact of \$2.5 million.

Couples still love being married in Wine Country and Sonoma County benefits three-fold: 140 leads were generated, with an 18 percent increase in bookings; and actual room nights were up 108 percent. The "Suite Deal" cash incentive brought in 25 weddings, with 1,456 room nights and an economic impact of \$471,000.

## Meetings / Group Markets

goal:  
MEET OR EXCEED  
THE 2013 FISCAL  
YEAR TEAM GOALS  
OF LEADS, LEADS  
TURNED DEFINITE,  
AND ROOM NIGHTS  
FOR THE MEETINGS  
AND GROUP MAR-  
KETS.

- Result: Exceeded team goals by 12 percent.
- Result: Distributed leads, up 20 percent.
  - Last year: 325 leads; this year - 389 leads
  - Room nights are up 38 percent over 2012-13 fiscal year
- Result: Definite total leads were up 28 percent.
  - Last year - 86 leads; this year - 111 leads
  - Definite rooms nights up 21 percent over 2012-13
- Result: Hosted 72 Helms Briscoe West Coast meeting planners for their staff retreat; 19 meeting planners attended the pre-retreat familiarization tour. This program resulted in three meetings booked with 542 room nights and an economic impact of \$477,000.
- Result: Partnered with third-party planners (Cvent, HelmsBriscoe, and Conference Direct) to generate a significant amount of leads; 34 percent of the total leads were generated from these partnerships.
- Result: Garnered 59 percent of leads from face-to-face meetings, repeat business, and industry referrals.
- Result: Distributed, through the cash incentive program, \$53,500 to 26 meetings and groups that had an economic impact of \$2.5 million during need periods.
- Result: Hosted two client events in conjunction with Sonoma County Vintners' and Sonoma County Winegrowers' "Sonoma in the City" events in San Diego, Los Angeles, and New York City, which helps to strengthen relationships and brand awareness in those markets.



### DOWN BY THE SEA – CAROL AND TONY ANELLO

**Carol and Tony Anello thought they were slowing down when they built a chowder shack next to their Bodega Bay house.**

"We opened our little Spud Point Crab Company when he retired from the fire department," Carol said. "The shop was going to be a little mom-and-pop operation run with our daughters. Well it became more than what we ever dreamed it would - we now need to have eight employees plus ourselves to keep it going.

"We love our business and meeting people from all over the world and telling them about the history of Bodega Bay and the fishing industry. People are really interested in the process of how the product goes from the ocean to their tables," related Carol.

**And if they weren't making world-famous chowder?** "If we didn't have Spud Point Crab Co., the only other thing I would do is maybe turn our shop into a very small gift shop with homemade things from the local people in the area. We have so many crafty and talented people here in our town, it would be a one-of-a-kind shop with a little bit of everything."

## Tour and Travel Market

**goal:**  
**MEET OR EXCEED  
THE 2013 FISCAL  
YEAR TEAM GOALS  
OF LEADS, LEADS  
TURNED DEFINITE,  
AND ROOM NIGHTS  
FOR THE TOUR AND  
TRAVEL MARKET.**

- Result: Exceeded team goals by 12 percent.
- Result: Developed new packages and itineraries with both domestic and international tour operators and travel companies that increased consumer brand awareness and encouraged overnight stays.
- Result: Launched a quarterly domestic and international travel trade e-newsletter that is sent to more than 4,600 travel trade professionals.
- Result: Hosted 174 tour operator and travel agent delegates to experience Sonoma County on familiarization tours.
- Result: Built on the success of the Northern California Triangle, a partnership with San Francisco and Yosemite that was established in 2012, SCT formed a new partnership with Santa Barbara and Santa Cruz to promote a “California Wine, Waves & Whales” itinerary to receptive operators and tour operators for them to package and sell to overnight visitors.
- Result: Developed new opportunities with many tour operators and partnered in marketing co-ops in U.S.A. (four) Germany (five), United Kingdom (three), New Zealand (two), and Japan (two).
- Result: Exclusively partnered with San Francisco Travel and United Airlines at a series of “food- and wine- themed” travel trade and media events in Tokyo and Osaka to promote overnight stays. Partners from Francis Ford Coppola (wine) and Madrona Manor (food) participated.
- Result: The Western Wine Trail itinerary – developed by SCT, Oregon, San Francisco, and Visit California for international tour operators – resulted in four 30-minute TV episodes airing on the Travel Channel in the United Kingdom. In the first month after airing, SonomaCounty.com received 22,789 page impressions from this program. The four episodes will be broadcast 30 times.
- Result: Continued to partner with Brand USA, Visit California, and its United Kingdom and German offices at World Travel Market and ITB, Europe’s two largest travel shows. The sales team also helped sponsor the wine at the Brand USA reception at ITB for added exposure.
- Result: Partnered with Visit California and San Francisco Travel to participate in the following international sales missions and trade shows: United Kingdom, Japan, Korea, WTM (London), Australia, New Zealand, Copenhagen, ITB (Berlin), Mexico, Europe, and Canada. During these events the sales team held more than 160 one-on-one appointments, and trained and networked with 2,000-plus travel agents.

## Wedding Market

goal:  
MEET OR EXCEED  
THE 2013 FISCAL  
YEAR TEAM GOALS  
OF LEADS, LEADS  
TURNED DEFINITE,  
AND ROOM NIGHTS  
FOR THE WEDDINGS  
MARKET.

- Result: Exceeded team goals by 12 percent.
- Result: Fielded more than 500 requests for information about weddings. with an increase in requests from the Midwest and Northeast.
- Result: Generated more than 140 wedding leads, with an 18 percent increase in bookings and 108 percent increase in room nights booked. SCT distributed \$24,500 from the Suite Deal cash incentive for 25 weddings that booked 1,456 room nights, an economic impact worth \$471,000.

## Promote Air Service to Sonoma County

goal:  
ASSIST THE  
CHARLES M.  
SCHULZ – SONOMA  
COUNTY AIRPORT  
(STS) IN ATTRACTING  
NEW AIR SERVICE  
INTO SONOMA  
COUNTY.

- Result: At publication of this document, STS is almost complete with its safety enhancement project. SCT is working closely with the airport team on marketing current flights. The team is also working on bringing in new direct flights.
- Result: At every tradeshow, the sales team promoted daily air service into Sonoma County.
- Result: The marketing team created a flight/lodging package with Alaska Airlines for the 2013-14 shoulder season and saw a significant increase in activity from that market. New “Wine Flies Free” campaign was created in partnership with Alaska Airlines and STS.

## faces of tourism



### ALEXANDER VALLEY ARTIST – CARRIE BROWN, JIMTOWN STORE

Carrie Brown owns the Jimtown Store, a restaurant and community gathering spot in northern Sonoma County. There are about 20 employees there, depending on the season. She opened her business in 1991.

“My late husband, John Werner, and I were living in New York and happened upon the closed Jimtown Store with a ‘For Sale’ sign on it in 1988,” Carrie said. “It took us several years to make a deal with the previous owners to acquire the landmark store and then it took us several years to do major reconstruction and to reopen.

“We immediately found ourselves in the business of taking care of locals and travelers from all over the country and the world. I soon figured out that my job is to be the ‘concierge’ to the Valley, offering advice on where to picnic, taste wine, eat, walk, stay, shop and find the hidden, offbeat places that make our county so special.

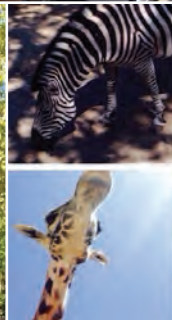
“This is a hands-on job and while it is rewarding it also takes an incredible amount of dedication and time.”

#### And if she didn't work in tourism, what would she be doing?

“Work on art projects like the design book I'm managing to sneak into my daily life for a publisher in New York. Travel more; in fact all my trips are inspirational, I always return home with new ideas for Jimtown.”

# 2014 highlights

**MEETINGS  
GROUP SALES  
TOUR & TRAVEL**



# highlights<sup>20</sup> 14

**MEETINGS**  
**GROUP SALES**  
**TOUR & TRAVEL**



## overview

Anticipating another successful year, the sales team is adding two major projects in 2015 to complement an already robust program.

As a sponsor of the Super Bowl 50 host committee, SCT will host events and meetings and groups prior to the 2016 Super Bowl in San Francisco.

## objectives

**WORK WITH EXISTING AND NEW CONTACTS IN THE MEETINGS AND TOUR AND TRAVEL MARKETS TO BOOK MIDWEEK OVERNIGHT BUSINESS FOR LODGING PROPERTIES. OFFER A CASH INCENTIVE TO QUALIFIED GROUPS AND WEDDINGS TO INCREASE OFF-SEASON AND MIDWEEK BUSINESS.**

SCT worked with SF Travel to bring the 2015 Meeting Professionals International World Education Congress to San Francisco and will continue to leverage the partnership to offer pre- and post-conference tours, wine sponsorship, and more.

The team will seek opportunities to meet new meeting planners and expand its reach in new markets. International travel is up, and Sonoma County continues to be a popular destination for weddings. The cash incentive, which had a \$2.5 million economic impact in 2014, remains an important program.

The sales team will continue to strengthen the partnership with San Francisco Travel, Visit California, and Brand USA to showcase Sonoma County to international tour operators, travel agents, and media who influence visitors to come to the destination.



## Meetings, Group Markets

**goal:**  
MEET OR EXCEED THE 2014  
FISCAL YEAR TEAM GOALS  
OF LEADS, LEADS TURNED  
DEFINITE, AND ROOM  
NIGHTS FOR THE MEETINGS  
AND GROUP MARKETS.

- Tactic: Attend hosted-buyer trade shows and produce client events to generate requests for proposals.
- Tactic: Use qualified site tours, sales calls, and online marketing to promote Sonoma County as a meetings and group destination with emphasis on booking midweek November through April.
- Tactic: Expand SCT's reach into the Silicon Valley market through a contracted representative.
- Tactic: Partner with third-party vendors to increase their awareness of Sonoma County as a destination and bring in new business.
- Tactic: Market the cash incentive program to entice meeting and incentive planners to book in need periods. Engage lodging partners to help market this program.
- Tactic: Generate group opportunities through the Sonoma County Vintners' and Sonoma County Winegrowers' contacts and business relationships, as well as events such as Sonoma in the City and Super Bowl 50.

## Tour and Travel Market

**goal:**  
MEET OR EXCEED THE 2014  
FISCAL YEAR TEAM GOALS  
OF LEADS, LEADS TURNED  
DEFINITE, AND ROOM  
NIGHTS FOR THE TOUR AND  
TRAVEL MARKET.

- Tactic: Work closely with receptive operators to extend overnight stays.
- Tactic: Proactively market Sonoma County through trade shows, newsletters, and SCT's international representation offices in the United Kingdom, Germany, and Australia.
- Tactic: Encourage multiple-night bookings through creative marketing campaigns with a measurable return on investment for international markets and operators.
- Tactic: Expand SCT's reach into international markets: Canada, Mexico, Germany, United Kingdom, Australia, and New Zealand; explore opportunities in Asia.
- Tactic: Expand into more product catalogs for stronger brand awareness.
- Tactic: Work collaboratively with public relations and marketing to complement sales efforts.
- Tactic: Participate with Brand USA through marketing opportunities to give Sonoma County maximum exposure.
- Tactic: Continue cooperation with Visit California at travel shows and participate in familiarization tour opportunities from Visit California's international offices.

## Wedding Market

**goal:**  
**MEET OR EXCEED THE 2014 FISCAL YEAR TEAM GOALS OF LEADS, LEADS TURNED DEFINITE, AND ROOM NIGHTS FOR THE WEDDINGS MARKET.**

- Tactic: Market the cash incentive program to attract couples to book weddings in Sonoma County during need periods.
- Tactic: Reach potential clients at bridal shows.
- Tactic: Entice couples to book multiple nights through creative marketing avenues. Continue to use Twitter and Facebook to promote the Suite Deal.
- Tactic: Meet with partners to explain the value of offering the cash incentive to couples who are discussing a Sonoma County wedding at the partners' venues.

## Promote Air Service to Sonoma County

**goal:**  
**ASSIST THE CHARLES M. SCHULZ – SONOMA COUNTY AIRPORT (STS) IN ATTRACTING NEW AIR SERVICE INTO SONOMA COUNTY.**

- Tactic: Continue to participate in the airline attraction committee, which is charged with driving more air service to STS.
- Tactic: Design creative flight/lodging packages to promote shoulder season for overnight stays in order to increase room nights.
- Tactic: Maintain a strong marketing relationship with carriers to STS.

## faces of tourism



**A DOZEN CHICKENS, THREE SONS, TWO DOGS, A HUSBAND AND A WINERY – ANA KELLER, KELLER ESTATE WINERY, PETALUMA**

**For the past 17 years, Ana Keller has been at Keller Estate Winery, situated on the hills outside of Petaluma.**

“I live in Petaluma with my husband, three boys, two dogs, maybe one cat – we’re on our way to the shelter – 12 chickens and family that visits all the time. (Who doesn’t want to have family to visit in Sonoma County?)”

Ana got into the tourism business by accident. “It turns out if you make wine, you have to sell it and, well, you want people to come to your tasting room and see how awesome your region is,” Ana said. Prior to her wine-making career, Ana was a biochemist. Unlike the exactitudes of a laboratory, wine making has more variables over which she has little control. Planning for the future is always a challenge: “We only get to harvest fruit once a year and we have to be reading our sales numbers, the economy, and our growth plan and then try to get Mother Nature to oblige.”

Ana is active with trade organizations and the community. She is often on the road promoting Sonoma County. A native of Mexico, she helped Visit California promote California wine during the Mexican media and trade mission in 2014. And, of course, she talked about Sonoma County, too.



**LIFE AFTER THE FUNERAL BUSINESS – SAMAGSE MASSAGE**

**Santa Rosa resident Miguel Lujan’s life changed dramatically when he was hit by a car in 2004.**

“After the accident, I had to go through a lot of rehab,” Miguel explained. “In the process I had to finish college. I studied in Thailand with monks and learned how to walk and drive again. I went to massage school and started my business by setting up a massage chair in the lobby of the Hilton Sonoma Wine Country.”

Lujan now has seven therapists on call and can employ up to 30 for large events like the Gran Fondo bicycle ride.

“I was in the funeral business for more than 15 years before getting into massage,” he said. “Now I don’t have just a job but an amazing career. I love that my work has allowed me to be the man I am and create enough work for others to join me.”

Lujan is committed to Sonoma County. He buys his massage equipment from a Sebastopol manufacturer, and uses Sonoma County products for spa treatments. “I volunteer with Sutter VNA hospice doing palliative massage, and I’m the coordinator with Out and About Sonoma County, as well as doing chair massages at the Hilton Sonoma Wine Country to raise money for Roseland Elementary School. I have a full life and love everything Sonoma County has blessed me with,” Miguel added.

## overview

The Sonoma County message was in front of hundreds of millions of potential travelers this year, with either paid advertising or positive travel stories written by more than 300 journalists. Because of robust marketing, advertising, and public relations programs, millions chose to visit Sonoma County, leaving behind \$1.55 billion in destination spending.

## objectives

**BRING MORE OVERNIGHT VISITORS TO SONOMA COUNTY USING PUBLIC RELATIONS, MARKETING, AND PARTNERSHIPS. INFORM LOCAL COMMUNITIES ABOUT WHAT SCT DOES AND WHAT IMPACT TOURISM HAS ON THE LOCAL ECONOMY.**

goal:  
COMMUNICATE THAT  
SONOMA COUNTY  
PROVIDES A GENU-  
INE, INDEPENDENT,  
AND ADVENTUROUS  
WINE COUNTRY  
EXPERIENCE TO IN-  
CREASE OVERNIGHT  
STAYS.

Result: Distributed Sonoma Insider, monthly newsletter (CRM) program, to approximately 20,000 opt-in subscribers monthly. According to ROI report, the CRM program generated \$4,698,779 in incremental spending.

Result: Used digital strategy for social media, customer relationship management, and search marketing.

Result: Continued to refine the website (launched in 2013 with responsive design) with additional features to drive customer engagement and conversions:

- Increased the Deals and Sonoma Sneakaway section
- Refined business listings and profiles
- Refined search functionality
- Added additional interest pages such as wine regions, luxury travel, and girls getaways
- Published nearly 500 new blog posts and articles and updated existing articles.

Result: Completed media visits in New York, Los Angeles, Seattle, San Francisco, Sacramento, Chicago, Miami, San Diego, Vancouver, Toronto, Mexico City, Guadalajara, Berlin, Tokyo, and London. More than 340 journalists visited Sonoma County to research stories.

Result: Produced and distributed more than 130 press releases, advertorials, pitches, and fact-checking to journalists and publications worldwide.

Result: Implemented a comprehensive, multi-media, branded advertising program in all market segments to complement sales and public relations initiatives. The program included seasonal campaigns like Q1/Q2 Sneakaway, Summer River Promotion, and a winter promotion that yielded the following results:

- **Annual Campaign highlights:**
  - Facebook grew to more than 110,000 fans
  - Trip Advisor sponsor pages continued to be developed, resulting in highly engaged website traffic.
  - The team established an advertising program with Brand USA, while maintaining robust advertising programs with Visit California and SF Travel to extend SCT's reach.
- **Sneakaway campaign:** Promoted more than 100 off-season deals from SCT partners and generated more than 42,000 unique visitors to the deals page.
- **Fall/Winter Promotion:** Implemented late fall promotion for shoulder and winter seasons.
- **Summer River Promotion:** Implemented a promotion to offset traveler perceptions due to drought.

- Result: Implemented sophisticated search engine optimization and content creation/distribution strategy using content calendar, analytics platforms, online targeting, and specialist vendor recommendations. Tactics increased traffic by 83 percent year-over-year.
- Result: Increased distribution of the visitor guide and map: Added four high-traffic visitor centers to Certified Folder, which distributes throughout Northern California. The weekly requests (website, advertising reader requests, visitors centers requests) totaled 34,645, which is a 10 percent increase over the same period last year. (August 2013-September 2014, compared to August 2012-September 2013) Total distribution is 150,000 visitor guides, and 350,000 maps.
- Result: Participated in marketing partnerships with Sonoma County Vintners in the VinoVolo program and Visa Signature to reach wine enthusiasts. This resulted in 2,000 people, from both programs, opting in to receive more information about Sonoma County as a travel destination.
- Result: Participated in outreach marketing programs in the San Francisco Bay Area and Sacramento that included San Francisco Travel, Northern California Concierge Association, San Francisco Ferry Building, Ghiradelli Square, Marin Country Mart, and others.
- Result: Promoted Sonoma County to leisure travelers in California at the Travel & Adventure Shows in Long Beach and Santa Clara. This resulted in 1,678 potential travelers opting to receive additional information about the destination.
- Result: Helped design and promote the first-ever Sustainability Business Week that took place in various locations throughout the county. The well-attended event gave businesses valuable information about sustainability programs available.
- Result: Produced and distributed seven press releases that explain tourism's role in Sonoma County's overall economy.
- Result: Planned and produced Sonoma County Tourism's annual meeting, which is open to the public and let people know how tourism affects the local economy.
- Result: Offered regularly scheduled partner information presentations, which allowed businesses to present their information to SCT staff and to learn more about SCT.
- Result: Received three Adrian Awards from Hospitality Sales and Marketing Association International (HSMIAI) for achievements in marketing and public relations in the travel industry:
  - Gold: Sonoma Sneakaway, a seasonal marketing campaign
  - Silver: New SCT website, SonomaCounty.com
  - Bronze: Public relations award for a travel story about Sonoma County

**goal:**  
**COMMUNICATE TO  
 LOCAL COMMU-  
 NITIES WHAT SCT  
 DOES AND THE  
 IMPORTANCE OF THE  
 HOSPITALITY INDUS-  
 TRY TO THE SONOMA  
 COUNTY ECONOMY.**

goal:  
**GET COMMUNITY  
PARTNERS INVOLVED  
WITH ASSISTING  
MEDIA AND TELLING  
THE SONOMA COUN-  
TY STORY.**

goal:  
**IDENTIFY WHO IS  
VISITING SONOMA  
COUNTY, WHERE THEY  
ARE COMING FROM,  
AND HOW THEY ARE  
DECIDING TO COME  
HERE. USE THIS IN-  
FORMATION TO TAILOR  
SALES AND MAR-  
KETING EFFORTS TO  
INCREASE VISITATION  
TO SONOMA COUNTY.**

goal:  
**INVEST IN INDUSTRY  
TRAINING FOR SCT  
STAFF.**

Result: Promoted 2,583 businesses on SonomaCounty.com, with the ability for all to add photos and information to showcase their businesses. Since the onset of the extranet (February 2013), 632 accounts have updated their business profiles, which make them more attractive to journalists.

Result: Created the Sonoma County Journalists Handbook, which allows partners to offer deals directly to journalists. This gives increased exposure and puts more hospitality partners in front of qualified media.

Result: There are 1,168 Certified Tourism Ambassadors in Sonoma County.

Result: Wrapped up a year-long consumer intercept survey that offers a snap shot of who is coming to Sonoma County, why are they coming, what are their travel patterns, and how much did they spend. This will drive the team's marketing efforts over the next year.

Result: Instituted an airport research project that tracks who is using the airport and why they chose to fly into Sonoma County.

Result: Worked with Sonoma County Economic Development Board to develop a research plan, using a dedicated research intern.

Result: Delivered targeted content to audience segments through technology, both on the website and the Internet.

Result: Other research projects include return on investment for all advertising and marketing campaigns, competitive set analysis, and others.

Result: Team members attended conferences throughout the year. These included Cal Travel Summit, Visit California Outlook Forum, Simpleview Summit, Digital Travel Summit, E-Tourism Summit, WACVB Tech Summit, All Things Facebook Summit, Destination Marketing Association International, ESTO, Public Relations Society of America, and others.

# 2014 highlights

**PUBLIC RELATIONS  
MARKETING  
PARTNERSHIPS**





# highlights<sup>20</sup> 14

**PUBLIC RELATIONS  
MARKETING  
PARTNERSHIPS**



## overview

The marketing team will support SCT's goal of attracting overnight visitors to Sonoma County by producing creative advertising and marketing programs, as well as improving digital marketing strategies. The team supports SCT's outreach in the leisure travel market, as well as works in tandem with the sales team to market the destination to meetings and groups, and tour and travel outlets.

## objectives

**BRING MORE OVERNIGHT VISITORS TO SONOMA COUNTY USING MARKETING, PUBLIC RELATIONS, COMMUNICATIONS, AND PARTNERSHIPS. ALSO, INFORM LOCAL COMMUNITIES ABOUT WHAT SONOMA COUNTY TOURISM DOES AND WHAT IMPACT TOURISM HAS ON THE LOCAL ECONOMY.**

Advertising, media relations, and marketing will target potential travelers in identified geographical markets – Northern and Southern California, West Coast cities served by Alaska Airlines, major national markets, and international locations as led by SF Travel, Visit California, and Brand USA.

The team will also reach out to additional focus markets – culinary, LGBT (lesbian, gay, bi-sexual, transgender), eco-tourism, and the arts. These markets were chosen with input from SCT's board of directors, community partners, and staff.

SCT will research potential visitors and return on investment on programs. On an ongoing basis, the team evaluates new opportunities to determine if the project meets SCT's goals of promoting Sonoma County, while falling within the existing budget.

Programs are supported by a data management system in which information about local hospitality businesses is updated annually for SonomaCounty.com, the Official Sonoma County Visitors Guide and Map, the Sonoma Insider (monthly e-newsletter to interested leisure travelers), and SCT's internal database. This information is also provided to journalists through pitches, press releases, and fact checking.

SCT will continue an active community relations program by educating Sonoma County government bodies, residents, and tourism stakeholders about the impact tourism has on the local economies via face-to-face meetings, regular e-newsletter updates, tourism briefing sheets, press releases, and SCT's annual meeting.

**PUBLIC RELATIONS  
MARKETING  
PARTNERSHIPS**

**goal:**  
**COMMUNICATE THAT  
SONOMA COUNTY PROVIDES  
A GENUINE, INDEPENDENT,  
AND ADVENTUROUS WINE  
COUNTRY EXPERIENCE  
TO INCREASE OVERNIGHT  
STAYS.**

- Tactic: Place advertising in markets likely to yield overnight visits. Adjust advertising to implement off-season advertising campaigns to drive traffic in slower seasons. Drive consumers to trackable channels to increase marketing opt-ins.
- Tactic: Create compelling collateral to market the destination (visitors guide, map, websites, and more).
- Tactic: Use press releases to inspire potential travelers to book an overnight stay in Sonoma County.
- Tactic: Visit media in select markets, offer media tours to qualified travel and lifestyle writers, and share national public relations representation with Sonoma County Vintners and Sonoma County Winegrowers.
- Tactic: Employ social media, customer relationship management, and search marketing in the overall digital strategy.
- Tactic: Continue to reach out to partners to ensure business information is up to date in order to provide accurate information to potential travelers.
- Tactic: SCT, Sonoma County Vintners, and Sonoma County Winegrowers will partner in marketing, branding, and public relations initiatives when appropriate.
- Tactic: Form partnerships with organizations and/or events that help extend SCT's message to generate overnight stays, while providing SCT with opt-in information of potential travelers.

**goal:**  
**COMMUNICATE WHAT SCT  
DOES AND THE IMPOR-  
TANCE OF THE HOSPITALITY  
INDUSTRY TO THE SONOMA  
COUNTY ECONOMY.**

- Tactic: Use e-newsletters, partner information presentations, and local media outreach to tell SCT's business message.
- Tactic: Use press releases to inform local media of the impact tourism has on the Sonoma County economy; what SCT is doing locally and industrywide; and what industry awards SCT has won.
- Tactic: Submit for relevant industry awards, in order to show the value of the organization's work as judged by industry peers.

**goal:**  
**GET COMMUNITY PARTNERS  
INVOLVED WITH ASSISTING  
MEDIA AND TELLING THE  
SONOMA COUNTY STORY.**

- Tactic: Work with partners to become spokespeople to tell the Sonoma County story to visiting media.
- Tactic: Encourage partners to submit deals to the Sonoma County Journalists Handbook, which offers increased exposure and puts more hospitality partners in front of qualified media.
- Tactic: Offer the Sonoma County Certified Tourism Ambassador program to local businesses and organizations.

# goal:

**IDENTIFY WHO IS VISITING SONOMA COUNTY, WHERE THEY ARE COMING FROM, AND HOW THEY ARE DECIDING TO COME HERE. USE THIS INFORMATION TO TAILOR SALES AND MARKETING EFFORTS TO INCREASE VISITATION TO SONOMA COUNTY.**

- Tactic: Research visitor origination and motivation to fine tune SCT marketing and sales efforts.
- Tactic: Research visitors who use the Charles M. Schulz – Sonoma County Airport (STS) for travel.
- Tactic: Work with Sonoma County Economic Development Board and outside vendors for quality research.
- Tactic: Use technology on the website to deliver targeted content to audience segments.
- Tactic: Research the return on investment for marketing, advertising, and public relations projects and programs.

# goal:

**INVEST IN INDUSTRY TRAINING FOR STAFF IN RESPECTIVE WORK AREAS.**

- Tactic: Send staff to appropriate industry conferences, workshops, and continuing education to maintain effectiveness in marketing, communications, and strategy.

# faces of tourism



## THE ACTORS AT THE WRITERS HOUSE – TRANSCENDENCE THEATER

Stephan Stubbins is the co-executive director of Transcendence Theatre Company, which puts on the popular “Broadway Under the Stars” during the summer months at Jack London State Park in Glen Ellen. He is joined by Amy Miller, artistic director, and Brad Surosky, co-executive director. The company has eight employees and brings in 120 artists and contractors throughout the year.

“We toured the U.S. in RVs for two-and-a-half months looking for a location to permanently settle our company,” Stephan said. “After that trip, we chose Sonoma County as our home. We moved in late 2011 when we discovered we could help save Jack London State Historic Park and we planted our roots in Sonoma.

“We’ve had great success already: Attracting more than 36,000 attendees to our events, raising more

than \$117,000 for Jack London State Historic Park, being named Theater Of The Year by Broadway World San Francisco ... as well as being written up in the New York Times, the Huffington Post and other publications.”

Stephan added, “Our biggest challenge is managing our growth with the staff and funding to make our future sustainable.”

*To see more of the Transcendence Act, go to [www.sonomacounty.com/faces-sonoma-county-tourism](http://www.sonomacounty.com/faces-sonoma-county-tourism).*

**PUBLIC RELATIONS  
MARKETING  
PARTNERSHIPS**

# 2014 overview

The primary goal of the finance department is improving fiscal and administrative efficiency, accountability and transparency while enabling other departments to focus their efforts on the sales and marketing mission of SCT.

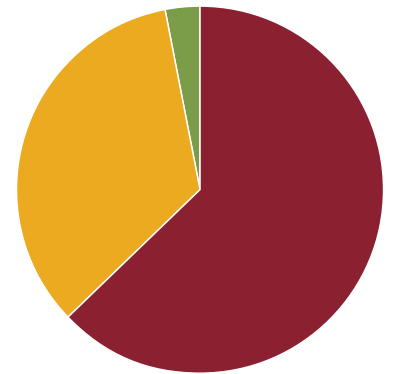
## 2014 Fiscal Year Revenues (October 2013 – September 2014)

FY 2014 County Transient Occupancy Tax (TOT) revenue for the period from October 2013 through September 2014 was \$2,071,369, 4 percent (\$75,459) more than the prior year. TOT revenue is allocated to countywide advertising and marketing support.

Business Improvement Area (BIA) assessments were \$3,799,021, 12 percent (\$409,851) more than the prior year. BIA revenues are used for expenses other than countywide advertising and marketing.

### Revenue Sources (Total: \$6,032,004)

- 63%**  
**BIA Assessments**  
 (\$3,799,021)
- 34%**  
**County TOT**  
 (\$2,071,369)
- 3%**  
**Other Income**  
 (\$161,614)



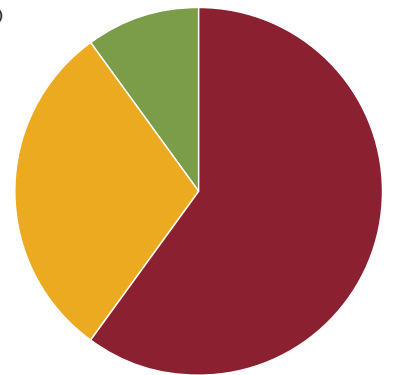
## 2014 Program Expense Allocations

2014 program expense allocations closely followed the approved budget for the year. After allocating general and administrative, and sales general expenses into the three program areas, the expense percentages are:

- Leisure** = 60 percent  
*(verses 61% in 2013)*
- Meetings and Groups** = 30 percent  
*(the same as in 2013)*
- Tour and Travel** = 10 percent  
*(versus 9 percent in 2013)*

### Program Allocations (Total: \$5,368,765)

- 60%**  
**Leisure**  
 (\$3,193,503)
- 30%**  
**Meetings & Groups**  
 (\$1,631,959)
- 10%**  
**Tour & Travel**  
 (\$543,303)



# 2015 overview

Increasing tourism within Sonoma County has led to increased tax collections and revenues for SCT. Use of these additional revenues has been budgeted to expand sales and marketing efforts designed to increase tourism. The program allocations are consistent with previously established ratios of 60 percent leisure, 30 percent meetings and groups, and 10 percent tour and travel.

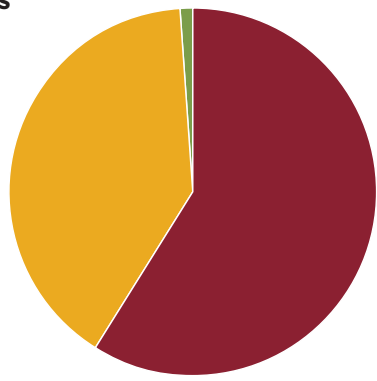
## 2015 Revenues

The 2015 revenue budget was developed based on the current year's business improvement area (BIA) collections, feedback from the SCT board of directors and contracted service agreements.

### Revenue Sources

(Total: \$6,799,619)

- 59%**  
BIA Assessments  
(\$4,009,045)
- 40%**  
County TOT  
(\$2,724,469)
- 1%**  
Other Income  
(\$66,105)



## 2015 Program Expense Allocations

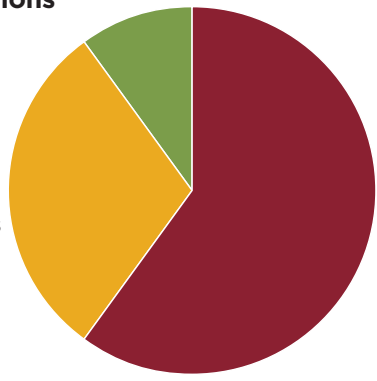
2015 Program Expense Allocations reflect a trend from prior years to maximize the return on investment as it relates to tourism for Sonoma County. After allocating general and administrative and sales general expenses into the three program areas, the expense percentages are the same as budgeted in 2014:

- Leisure** = 60 percent
- Meetings and Groups** = 30 percent
- Tour and Travel** = 10 percent

### Program Allocations

(Total: \$6,550,832)

- 60%**  
Leisure  
(\$3,927,434)
- 30%**  
Meetings and Groups  
(\$1,933,229)
- 10%**  
Tour and Travel  
(\$690,169)





# Appendix



**WITH AN ANNUAL ECONOMIC IMPACT OF MORE THAN \$1.55 BILLION, THE TOURISM INDUSTRY IN SONOMA COUNTY HAS EMERGED AS A VITAL COMPONENT IN SUSTAINING THE LOCAL ECONOMY.**

**IN RECOGNITION OF ITS IMPORTANCE, A PUBLIC/PRIVATE COLLABORATIVE PROCESS WAS INITIATED TO DEVELOP A STRUCTURE TO SUPPORT AND INCREASE THE VITALITY OF THIS INDUSTRY SECTOR. FROM THIS COLLABORATIVE PROCESS, THE SONOMA COUNTY TOURISM BUREAU WAS CREATED AS THE DESTINATION MARKETING ORGANIZATION FOR SONOMA COUNTY.**

**IN MARCH 2001**, leaders in the tourism industry and the public sector began to formulate ideas and investigate ways of creating a funding structure to support a comprehensive tourism marketing program. In these discussions, the idea of creating a special countywide tourism business improvement area emerged.

The Sonoma County Lodging Association (SCLA) became the lead organization advocating the development of a new business improvement area. In 2004, SCLA promoted the development of the business improvement area to its members, community leaders, public officials, and tourism-related organizations. In November 2004, SCLA saw their vision become reality when the Sonoma County Board of Supervisors established the Sonoma County Tourism Business Improvement Area (SCTBIA).

Soon after the establishment of the SCTBIA, the organizational framework for the Sonoma County Tourism Bureau (SCTB) was developed, including articles of incorporation and by-laws. In addition, the five-member SCTBIA Advisory Board was appointed to act as liaison between the Board of Supervisors and the new SCTB.

**ON JAN. 1, 2005**, a new era in funding Sonoma County tourism marketing began as the SCTBIA went into effect. The development of the new Sonoma County Tourism Bureau took a significant step forward in February 2005 as the 22-member board of directors was appointed and had its inaugural meeting.

**IN JUNE 2005**, the Board of Supervisors ratified a contract with SCTB to market Sonoma County and promote overnight visitors. On July 1, 2005, the SCTB officially became the destination marketing organization for Sonoma County.

# sonomacountytourism

board committees 2014/15

## EXECUTIVE COMMITTEE

**Percy Brandon, CTA**  
*Secretary*  
Vintners Inn

**Jennifer Buffo, CTA**  
*Group Business Development Co-Chair*  
Pure Luxury Transportation

**Dan Christensen, CTA, Vice Chair, Treasurer,  
Finance & Legal Committee Chair**  
Geyserville Inn

**Michelle Heston, PR/Marketing Chair**  
Fairmont Sonoma Mission Inn & Spa

**Steve Jung, CTA,**  
*Group Business Development Chair*  
Doubletree by Hilton

**Tim McGregor, CTA,**  
*Governance/HR Committee Chair*  
Bodega Bay Lodge & Spa

**Pauline Wood, CTA, Chair**  
San Francisco North / Petaluma KOA

## FINANCE AND LEGAL

**Gary Buffo**  
Pure Luxury Transportation

**Floriann Bynum, CTA**  
Flamingo Resort & Spa

**Dan Christensen, CTA, Chair**  
Geyserville Inn

**Rick Nowlin, CTA**  
Wells Fargo Center for the Arts

**Dan Parks, CTA**  
Sonoma Creek Inn

**Percy Brandon, CTA**  
Vintners Inn

## GOVERNANCE /HR COMMITTEE

**Percy Brandon, CTA**  
Vintners Inn

**Jennifer Buffo, CTA**  
Pure Luxury Transportation

**Jonathan Coe, CTA**  
Santa Rosa Chamber of Commerce, Director

**Lowell Johnson, CTA**  
Coast Hospitality Partners

**Rachel LeGrand, CTA**  
Russian River Getaways

**Tim McGregor, CTA, Chair**  
Bodega Bay Lodge & Spa

**Pauline Wood, CTA**  
San Francisco North / Petaluma KOA

## PROGRAM COMMITTEES / PR/MARKETING

**Joe Bartolomei**  
Farmhouse Inn & Restaurant

**Jim Caudill**  
Caudill Communications

**Mary Clemens, CTA**  
Sonoma County Regional Parks

**Karissa Kruse, CTA**  
Sonoma County Winegrowers

**Craig Haskell, CTA**  
Beau Wine Tours

**Michelle Heston, Chair**  
Fairmont Sonoma Mission Inn

**Kirk Lok, CTA**  
Holiday Inn Express Hotel & Suites  
Sebastopol

**Wendy Peterson, CTA**  
Sonoma Valley Visitors Bureau

**Don Prial**  
Prial Public Relations

## GROUP BUSINESS DEVELOPMENT

**Jennifer Buffo, CTA, Co-Chair**  
Pure Luxury Transportation

**Rene Byck, CTA**  
Paradise Ridge Winery

**Steve Jung, CTA, Chair**  
Doubletree by Hilton

**Sharon Marsh, CTA**  
Medtronic, Inc.

**Michael Russell**  
Hyatt Vineyard Creek

**Sally Shaffer, CTA**  
Hilton Sonoma Wine Country

CURRENT MEMBERS AS OF NOV. 1, 2014

Sonoma County	2013-14	2012-13	% Change
Hotels	90	90	0.0%
Supply	2,218,681	2,224,598	-0.3%
Demand	1,655,917	1,588,333	4.3%
Occupancy	74.6%	71.4%	4.5%
ADR	\$136.35	\$126.80	7.5%
RevPAR	\$101.76	\$90.54	12.4%
Room Rev	\$225,779,690	\$201,404,333	12.1%

Reflects a 12-month period, figures are from Oct. 1 - Sept. 30 for both years.

Occupancy		
2014	2013	% Change
63.0%	61.7%	2.2%

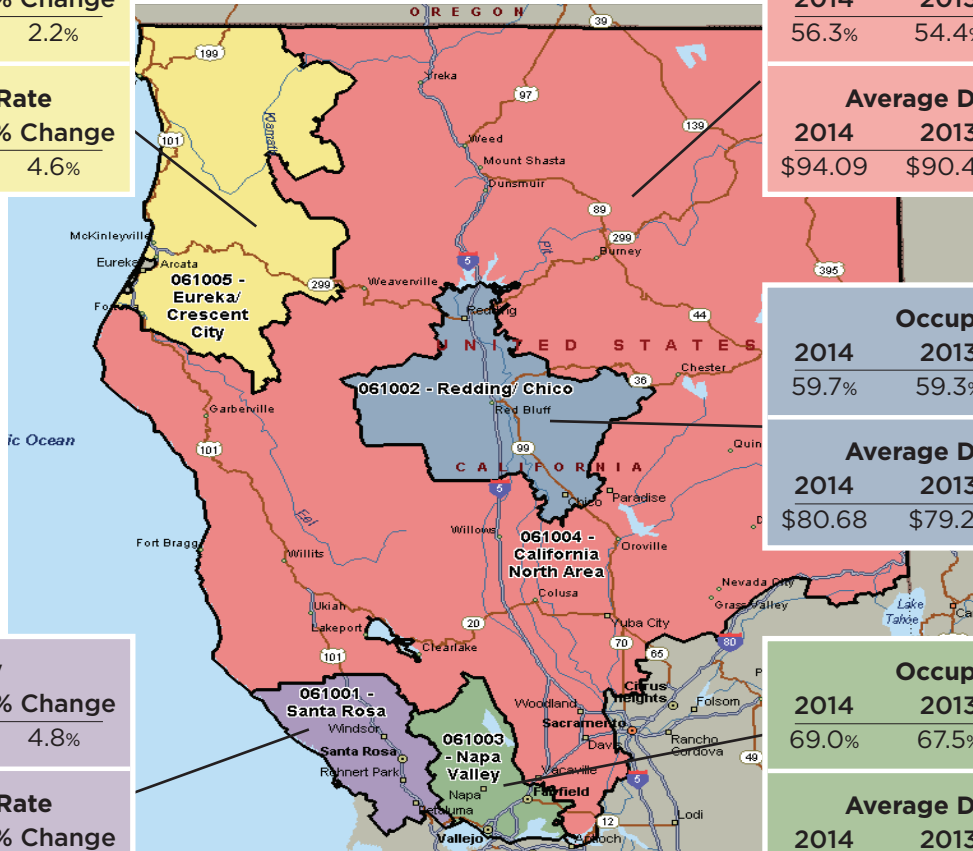
  

Average Daily Rate		
2014	2013	% Change
\$86.77	\$82.93	4.6%

Occupancy		
2014	2013	% Change
56.3%	54.4%	3.5%

Average Daily Rate		
2014	2013	% Change
\$94.09	\$90.45	4.0%



Occupancy		
2014	2013	% Change
59.7%	59.3%	0.7%

Average Daily Rate		
2014	2013	% Change
\$80.68	\$79.22	1.8%

Occupancy		
2014	2013	% Change
74.8%	71.3%	4.8%

Average Daily Rate		
2014	2013	% Change
\$117.09	\$108.02	8.4%

Occupancy		
2014	2013	% Change
69.0%	67.5%	2.2%

Average Daily Rate		
2014	2013	% Change
\$272.13	\$257.42	5.7%

## CALIFORNIA NORTH AREA

- 061001 - Santa Rosa
- 061002 - Redding/ Chico
- 061003 - Napa Valley
- 061004 - California Rural North
- 061005 - Eureka/ Crescent City



**ABOUT SMITH TRAVEL RESEARCH:**  
 For more than 20 years, Smith Travel Research, Inc. (STR) has been the recognized leader for hotel industry benchmarking and research. STR and STR Global offer monthly, weekly and daily STAR benchmarking reports to more than 38,000 hotel clients, representing over 5 million rooms worldwide.



# Annual Tourism Report

**2014**  
SONOMA  
COUNTY



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# Annual Tourism Report

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## August 2014

The Sonoma County Economic Development Board (EDB), in partnership with Sonoma County Tourism, is pleased to bring you the 2014 Annual Tourism Report. The 2014 Annual Tourism Report contains three sections integrating findings on the local tourism industry. The first section contains research conducted by our research partner, Moody's Analytics. The second section of the report highlights key economic indicators produced by the California Travel & Tourism Commission and Smith Travel Research. The third section provides updated results of the EDB Annual Tourism Industry Survey.

Moody's Analytics is a leader in economic research and provides key quantitative and qualitative analysis on Sonoma County's tourism industry. Key findings from Moody's Analytics Tourism Analysis include:

- Sonoma County's tourism industry is maintaining a strong expansion. This marks the continuation of three years of growth in which tourism has outpaced the rest of the economy.
- The long-term outlook for Sonoma County tourism remains positive. The region is growing in recognition as a premier tourist destination, and its proximity to Bay Area attractions and airports will support its expansion.

The California Travel & Tourism Commission provides a 'Travel Impacts by County' report each year. This report provides the latest available economic impact figures on Sonoma County and along with the most recent lodging statistics. These are the primary sources for the Tourism Industry Indicators. Key findings include:

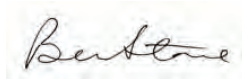
- Key tourism indicators show that travel is returning to Sonoma County following the economic downturn beginning in 2007-2008. Destination spending, transient occupancy tax (TOT) receipts, industry earnings and local and state tax receipts are the highest that Sonoma County has seen in the last decade. Travelers are returning to Sonoma County and supporting the local economy through spending.
- Lodging indicators and occupancy rates also increased in 2013.

Each year the EDB conducts an annual tourism industry survey of Sonoma County business owners and executives involved in tourism. The survey focuses on complete industry strength, confidence, and opportunities. Key findings from this survey include:

- Businesses have a positive outlook for tourism in the coming year.
- More businesses expanded operations over the past year than in the year before.

Thank you for your interest in the Economic Development Board's research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit [www.sonomaedb.org](http://www.sonomaedb.org).

Sincerely,



Ben Stone  
Executive Director



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# Annual Tourism Report: Moody's Analytics Tourism Analysis

## Recent Trends

Sonoma County's tourism industry is maintaining a strong expansion. Although leisure/hospitality payroll growth has stalled since reaching an all-time high in June, this does not account for Indian casinos, which are categorized under local government. The new Graton Resort & Casino directly employs around 2,000 workers, and including those workers implies tourism related payrolls in February were up 10% from a year earlier, rather than a mere 1%. This marks the continuation of three years of growth in which tourism has outpaced the rest of the economy.

Sonoma is benefiting from sustained improvement in Bay Area tourism. Although national spending on tourism grew by a relatively slight 4% in 2013, the Bay Area is becoming an increasingly attractive tourist destination. San Francisco and Napa have outperformed the national average, with leisure/hospitality payrolls around 4% higher than a year earlier. Tourism indicators have decelerated but demonstrate further growth. Air traffic increased at Charles M. Schulz-Sonoma County Airport by 5% in February from a year earlier, while passenger traffic at San Francisco International Airport, the primary gateway for air travel to the Bay Area, rose 11% in December from a year earlier. Hotel occupancy is exhibiting a strong upward trend, with revenue per available room in Sonoma County up 27% in January from a year earlier, according to PKF Consulting. Overall in 2013, hotel occupancy rose 9% and the average daily room rate rose 5%.

## Macro Drivers

Although a severe winter has suppressed job gains, strong fundamentals in the U.S. economy will promote steady expansion in 2014. Record-breaking snowfalls and cold temperatures led to weak job creation in December and January, especially in construction and transportation. However, these numbers do not reflect true macroeconomic conditions; businesses are profitable, household debts are low, and a stronger banking system is providing greater access to credit. These all contribute to an optimistic outlook for the remainder of the year, with monthly job gains expected to hover around 200,000 and annual GDP growth projected to exceed 3% for the first time since before the Great Recession. GDP growth will accelerate further in 2015, reaching 4% for the first time since 2000.

Most risks to the forecast are to the downside, however. Political turmoil overseas especially in emerging markets, could lead to disappointing yields for U.S. investors that turned to the developing world to avoid the effects of quantitative easing. In addition, much of the credit growth that has occurred in emerging markets in recent years was speculative, and political instability and fiscal mismanagement could suppress or even halt gains in China, India or Brazil.

The revised forecast calls for household survey employment to rise by nearly 3 million jobs over the course of 2014, removing the labor market as a primary source of weakness. The unemployment rate will fall below 6.5%. The labor force participation rate is no longer decreasing, and expanding job opportunities will cause some reversal in the previous decline, as some workers with marginal attachment to the labor market return. With the labor market tightening, real earnings growth will experience sustained improvement for the first time in four years.



**Chart:** Leisure/hospitality will be a major driver of Sonoma County's recovery in 2014 and the county's later expansion. The new Graton Resort and Casino, owned by the Graton Rancheria tribe, employs 2,000 workers who, while categorized as local government employees by the Bureau of Labor Statistics, have contributed significantly to payroll growth in tourism-related industries. Not only is gambling an increasingly prominent tourist draw, but Sonoma's wineries are gaining visitors as their reputations grow. Tourism gains in the Bay Area in general are above the national average.

# Annual Tourism Report: Moody's Analytics Tourism Analysis

## Industry Drivers

Many of the obstacles to confidence have receded in recent months, and consumer confidence is expected to rise steadily through 2014. A year of sequestration and last fall's federal government shutdown led consumers to doubt the ability of the federal government to provide stability and security in the U.S. economy. Since that time, however, Congress passed a budget with bipartisan support, and debt limit brinkmanship appears to have ended. Following the federal government shutdown, the Conference Board Consumer Confidence Index fell by close to 10 points, but it has risen since and will likely surpass its 2013 peak by summer.

Although overall consumer confidence is rising, future expectations remain restrained. In contrast to the perception of the present situation, measured expectations have declined overall since June 2012, and in February the index for the current outlook surpassed future expectations. At least part of the weakness in expectations in February is attributable to jobs reports that grew more disappointing during the winter. However, if jobs recover through the spring as they are expected to, the consumer outlook should grow less pessimistic.

Vacation expectations surpassed prerecession levels in 2013. According to the Conference Board, 43.5% of consumers expect to take a vacation in the next six months. This is roughly equal to year-ago levels, indicating that the surge in vacation expectations over the previous two years may be leveling off. But risks are skewed to the upside: Over the past three years, consumers have demonstrated greater optimism in October through December and weaker expectations in February through June.

Household net worth rose quickly in 2013, surpassing its prerecession peak. Much of this growth was due to expansion of financial assets as financial markets steadily increased. Real estate net worth also contributed to the strong gains in household net worth, posting 25% gains in each of the last two years. In addition, the tightening labor market will help boost wages.

Crude oil prices will be softer in 2014, but increased demand for air travel will support high ticket prices. The West Texas Intermediate benchmark oil price is projected to fall 2% from its average in 2013. Gasoline prices are projected to remain roughly flat, but air carriers should enjoy slightly cheaper fuel costs. Increased demand for air travel will push up net ticket prices, however. According to the Federal Aviation Administration, the number of airline passengers will rise steadily, but the number of flights has remained fixed. Increased competition for seats will result in climbing prices.

The growth rate of private consumption will accelerate and is expected to exceed 4% by the end of 2014.

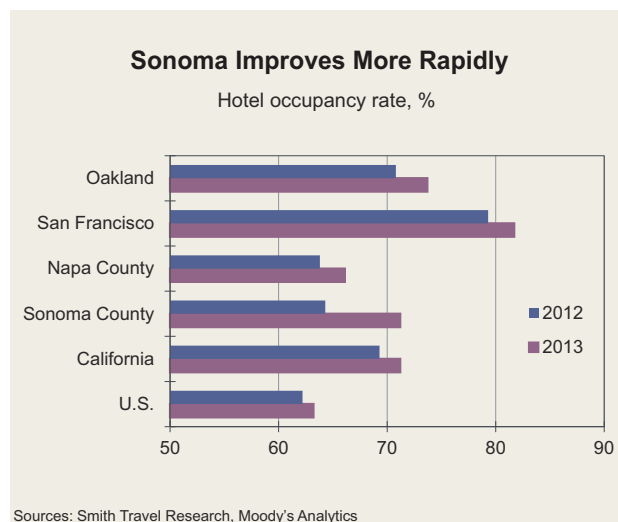
In addition, consumption of energy and food is growing at a slower rate than other categories, allowing a shift toward spending on discretionary categories including tourism.

The solid economic fundamentals of Sonoma County remain important for tourism growth. Consumer-dependent industries have made up for weak public sector performance, and a tightening labor market will support incomes, increasing demand for the restaurants and retailers that also draw tourists. The county's economy is on firm footing, but high prices keep Sonoma County inaccessible to many less-skilled workers, which will produce just average performance in the coming year.

## Pricing

Pricing power has returned for hospitality firms. No longer needing deep discounts to attract customers, hotels are increasing room rates amid rising room occupancy rates. Slow growth in available hotel rooms in recent years is fueling the sensitivity of rates to increasing demand.

Hotel occupancy surpassed its prerecession peak in the summer, with the strongest demand in higher-end hotels.



**Chart:** The rebound of leisure/hospitality payrolls is reflected in rapidly improving occupancy rates amid rising room rates. A temporary moratorium on new-hotel construction in the wake of prior over-building has enabled demand to catch up with supply. Permitting for new hotels resumed in 2012. Revenue per available room on Sonoma's hotels rose 15% in 2013. Hotel demand will be further lifted by Sonoma's major tourist draws: wineries, gambling, and its location bordering Napa, the bay, the San Francisco metro area, and the Pacific Ocean.



# Annual Tourism Report: Moody's Analytics Tourism Analysis

## Pricing (cont.)

According to STR, the busiest nights were midweek, suggesting that much of the demand for hotels is from business travelers. However, weekend demand also rose, indicating greater leisure travel as well. As hotels move toward maximum capacity, pricing will respond even more strongly to greater demand. Prices will increase close to 2% on food consumed outside the home in 2014. Demand is also expected to produce a 2.5% increase in the national price of alcoholic beverages, a boon to Sonoma County's large wine tourism industry. Despite a large grape harvest, inventories are balanced and wineries will likely be able to raise prices and increase profitability.

## Operating expenses

Growth in low-wage industries, including leisure/hospitality, will push up labor costs. Although labor market slack has suppressed wage growth nationally, expansion of low-wage industries will lead to higher wages in leisure/hospitality.

Increased demand for commercial real estate is driving up rents. According to Keegan & Coppin Co., retail vacancy rates in the fourth quarter fell from year-ago numbers but remained mostly steady from the previous quarter. As the commercial real estate market tightens, rental costs will rise steadily. High land costs in Sonoma County will act as a barrier to construction of new commercial real estate, preventing suppliers from meeting demand and producing continued price increases.

## Profitability

Price growth this year will outpace rising costs, helping the industry's bottom line. According to data from Smith Travel Research, Sonoma County's average hotel occupancy rate jumped 7 percentage points from 2012 to 2013, reaching 71%. Although the increase in average daily rates was relatively muted, with only a 5% increase from 2012, the combination of higher occupancy and higher rates raised revenue per available room by one-sixth from the previous year. Average revenues remain far below the prerecession peak, however. Reduced hotel building over the last few years and continued growth in demand will allow occupancy rates to remain high even as the steep post-recession discounting comes to an end.

Despite excellent grape harvests over the past two years, inventories are considered to be balanced. Rising demand will allow for modest price increases, with faster growth at the higher end of the market. The popularity of wine-tasting has lifted tourism in both Sonoma County and neighboring Napa, while the Bay Area in general has proven a potent tourist draw, with the rise in tourism-related payrolls greatly outpacing the state and national averages. The new casino has added a major tourist attraction to Sonoma County's array of restaurants, theatres, wineries, casinos, golf courses, equestrian facilities and ocean-related activities. Strong near-term demand will boost profits.

## Long-term Outlook

The long-term outlook for Sonoma County's tourism remains positive. The region is growing in recognition as a premier tourist destination, and its proximity to Bay Area attractions and airports will support expansion. Construction at Charles M. Schulz–Sonoma County Airport will add capacity and reduce reliance on traffic through San Francisco. The Graton Resort & Casino will ensure that gambling is a major attraction for regional tourists, supporting thousands of jobs. Increased access to highspending tourists from Asia, who represent a growing share of U.S. tourist traffic, will boost tourism spending in California.

An ever-increasing number of oenophiles and improving brand recognition for Sonoma will ensure that Sonoma's wineries become an even more potent tourist draw, also attracting business to local hotels and restaurants. The rising popularity of cooking and food reality shows and the highlighting of the California wine region as a premier artisan food destination also contribute to an increasingly positive outlook for tourism. Wine consumption is increasing among millennials, meaning the pool of potential visitors will expand as incomes for this cohort rise over the coming decades.



**Chart:** Sonoma County is poised to take advantage of rising international tourism to California. The number of foreign visitors to the U.S. was 19% higher in 2013 than in 2008, and spending per visitor has recovered after tumbling in 2009 because of the global downturn. California, along with other West Coast destinations, has benefited from the rapid increase in Asian tourists, especially from China. The number of Chinese tourists to the U.S. is expected to more than double over the next five years, to account for more than 10% of arrivals from non-NAFTA countries.

# Annual Tourism Report: Moody's Analytics Tourism Analysis

## Upside Risks

Sonoma's attempts at raising brand recognition for area wines have the potential to boost wine-related tourism. A new law requires all wines from Sonoma County to carry "Sonoma" on the label. If this succeeds in improving the reputation of Sonoma County wines as similar legislation has done for Napa wines, there will be faster growth in out-of-area tourists coming to Sonoma to sample its wineries. Greater improvement in the job market for young adults and lower-end consumers would benefit Sonoma County. Although the county caters to higher-end patrons as well, it enjoys a competitive advantage in affordability over nearby Napa.

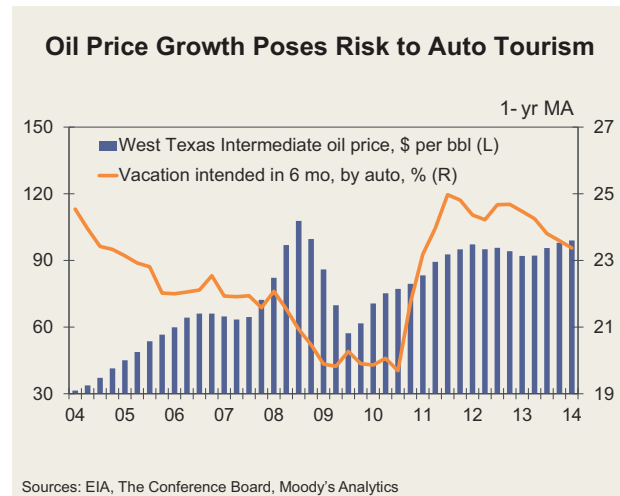
Better than expected business spending over the coming year could produce even stronger outcomes for Sonoma County. Business optimism has yet to fully recover from global and domestic economic shocks last year, and caution continues to be exercised in budgeting for gatherings and face-to-face meetings. The recent increase in business travel spending has resulted more from higher costs than increased travel, according to the Global Business Travel Association.

## Downside Risks

Despite a generally positive outlook, there are a number of downside risks that could derail growth for tourism-related industries in Sonoma County. A renewed European debt crisis, potentially including the exit of several economies from the euro zone, could hurt tourism in a similar fashion as did the financial crisis of 2008 and the subsequent Great Recession. Though the U.S. financial system has been relatively immune to Europe's economic and financial woes, banks and other financial institutions would be affected by a worldwide decrease in liquidity that a breakup of the euro would entail, damaging business and consumer confidence, increasing risk aversion, and reducing business and vacation travel.

Tourism from Asia, and China in particular, represents a fast-growing international segment of wine consumers that is especially important in California. Thus, the possibility of a more pronounced slowdown in Asian growth represents another risk for Sonoma County's visitor-dependent industries. An explosion of airports to service China's burgeoning population centers has put international travel closer to the country's expanding ranks of middle- and upper-income households, but it also increases the sensitivity of the tourism outlook to any disruption in Asian growth.

Further declines in immigration could disrupt labor flows in Sonoma County. According to the Pew Research Center, net migration from Mexico to the U.S. halted in the aftermath of the U.S. housing crisis, partly because of declining birthrates and increasing economic opportunities in Mexico. Combined with stronger border enforcement and a more pronounced anti-immigration stance in many states, the flow of foreign workers at hotels and restaurants may be slow to respond to increasing demand, placing strain on employers.



**Chart:** The uncertainty surrounding oil prices is one of the main downside risks for the county. The number of people planning to take a vacation by auto rebounded in 2010 from a low level during the recession but has since been trending downward. Domestically, a large number of visitors travel to Sonoma County by car, often in addition to a visit to San Francisco. Rising oil prices would likely dissuade some people from making the trip. Car travelers are more sensitive to oil price shocks because of both the direct pain they feel at the pump and the fact that their plans are more easily adjusted.

Peter Melgren  
David Rosenblum  
Moody's Analytics

# Annual Tourism Report

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## Tourism Industry Indicators

### Sonoma County Tourism Industry Indicators

The Tourism Industry Indicators section is based on data prepared for the California Travel & Tourism Commission by Dean Runyan and Associates, industry data from Smith Travel Research, and Sonoma County's Transient Occupancy Tax receipts. Additionally, an excerpt from Moody's Analytics Tourism Analysis is incorporated at the end of the Tourism Industry Indicators section. Where applicable, the data and graphs in this section have been adjusted for inflation using the U.S. Bureau of Labor Statistics Consumer Price Index.

Santa Barbara and Napa are used as comparison counties because of their similarities in offerings, size, and geographical location. The featured data is the latest available from the California Tour and Travel Commission.

#### Key Findings

- In 2012, Sonoma County destination spending, industry earnings and industry employment experienced a year-over increase from 2011 after adjusting for inflation. This follows an increase seen in 2011 over 2010. This suggests travel is returning to Sonoma County following the economic downturn.
- In 2013, Sonoma County's year-over average daily rate (ADR) for lodging increased 3.5% when adjusted for inflation. This follows a 1.3% increase in 2012, further suggesting that travel is returning to Sonoma County.
- Sonoma County's Transient Occupancy Tax (TOT) receipts totaled \$27.5 million in 2013 after adjusting for inflation. This is the highest level of TOT receipts that Sonoma County has ever received.

# Annual Tourism Report: Tourism Industry Indicators

## Destination Spending

Destination spending is the total amount spent by visitors in Sonoma County. This indicator includes all spending for accommodations, wine activities, retail, and other tourism related purchases. The most recent figures show that Sonoma County's destination spending was up 9% from \$1.47 billion in 2011 to \$1.6 billion in 2012.

### Destination Spending by Year

Destination spending is sensitive to the economic climate. As a result, Sonoma County experienced decreases in destination spending in both 2008 and 2009. This was a common trend as all of the competitive destinations also experienced decreases. However, 2012 figures indicate that tourism is making a strong comeback in Sonoma County as well as in other destinations.

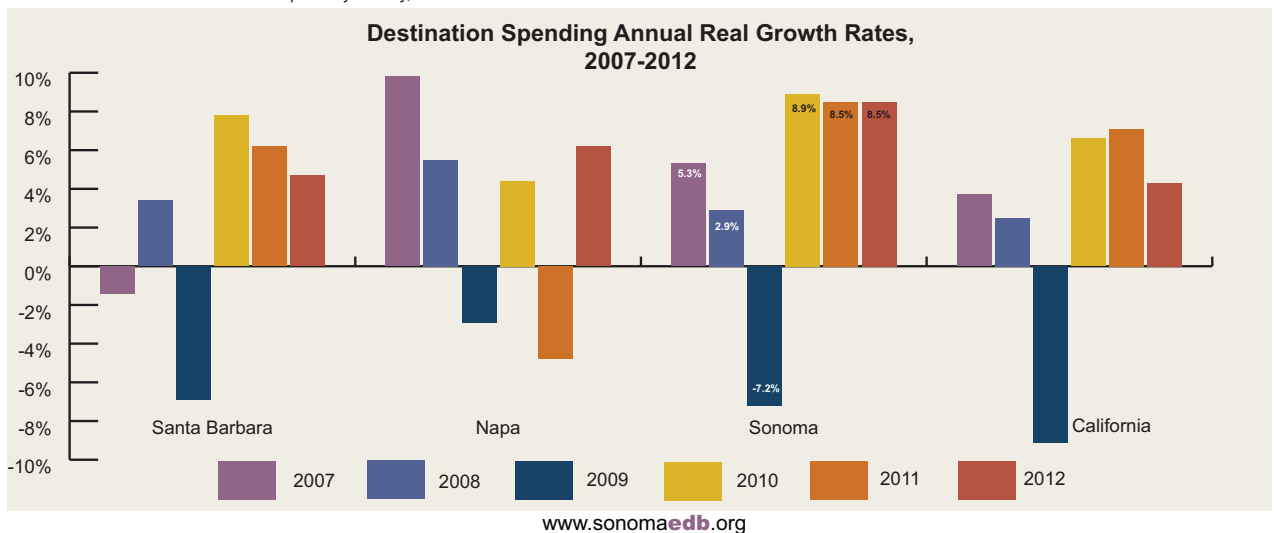
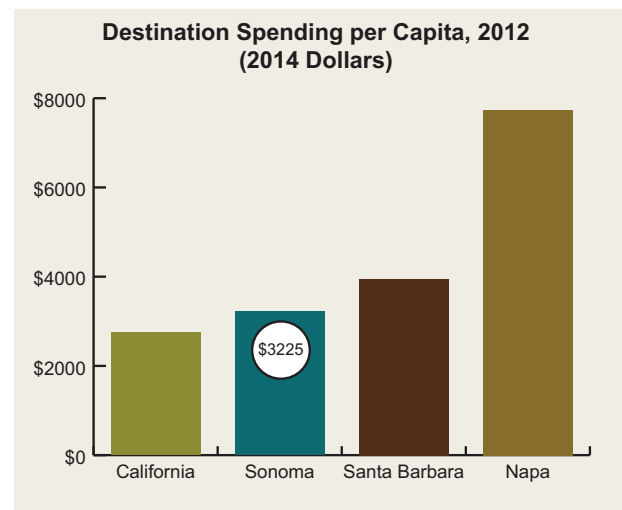
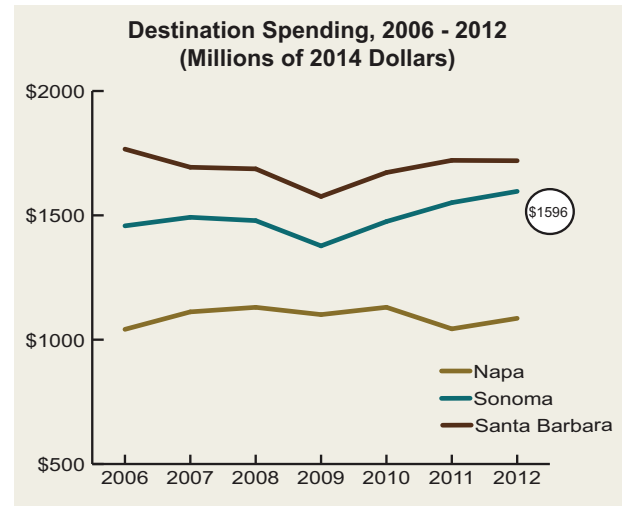
### Destination Spending per Capita

For each of Sonoma County's 495,025 residents, \$3,225 in destination spending was generated. Santa Barbara County, with a population of 435,697 generated \$3,947 per-capita and Napa County generated the highest per-capita spending at \$7,738 for each of its 140,326 residents. Napa County consistently has high per-capita destination spending due to its relatively small population. Sonoma County's destination spending per-capita fell short of Napa and Santa Barbara Counties, but outpaced the statewide average of \$2,744 per capita.

### Destination Spending Annual Real Growth Rates

The 8.5% increase in inflation-adjusted destination spending was a positive indicator for tourism in Sonoma County, following the same increase in the year prior. These increases indicate that direct spending is on track with pre-recession levels. This growth also outpaced that of Santa Barbara and Napa County, as well as the California average for 2012. Early statewide 2013 figures indicate that this positive trend will continue.

Source for all data: California Travel Impacts by County, 2014



# Annual Tourism Report: Tourism Industry Indicators

## Destination Spending Breakdown

As in previous years, the overall distribution of commodity based visitor spending in Sonoma County is comparable to the featured competitive counties and the statewide average. However, there are several areas where Sonoma County appears to be somewhat unique.

### Distribution of Visitor Spending by Commodity

Visitors to Sonoma County devote a smaller share of their spending towards accommodations than other destinations - 17.8% of all spending, compared to 24% in Santa Barbara County and 25.7% in Napa County. Sonoma County visitors spend an approximately equal share of total spending on accommodations (17.8%), and arts, recreation & entertainment (18.4%). They spend the largest amount on food and beverage services (26.5%) and on retail sales (19.5%). Visitors to both Napa and Sonoma County spend more than the state average on arts, entertainment & recreation, and retail sales.

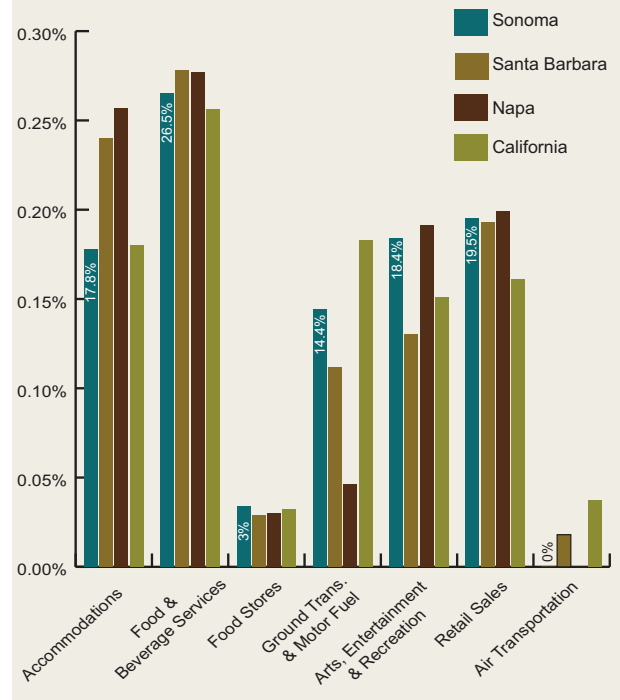
### Distribution of Visitor Spending by Accommodation

In comparison with the state and other competitive counties, a smaller share of visitor spending in Sonoma County comes from visitors who are staying in a hotel or motel (49% compared to 64%, 67% and 55% for Napa County, Santa Barbara County and California, respectively). Instead, a significant share of Sonoma County visitor spending is received from day travelers (30.3%) compared to 25.5% for Napa, 24% for California and 21.4% for Santa Barbara County. A comparatively larger share of spending in Sonoma County comes from visitors who stay in vacation homes (7.4%).

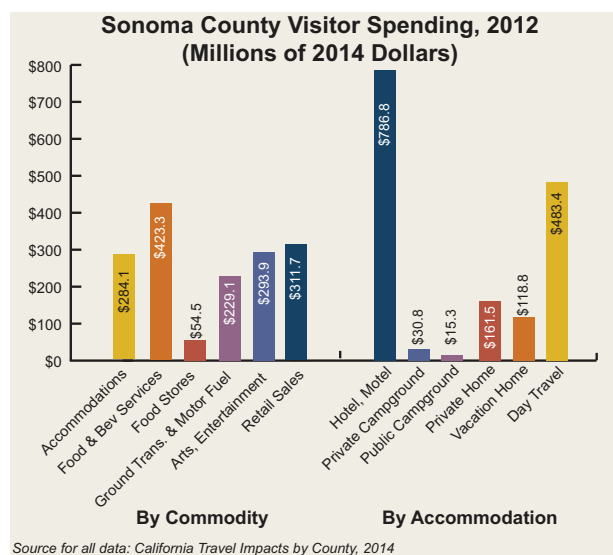
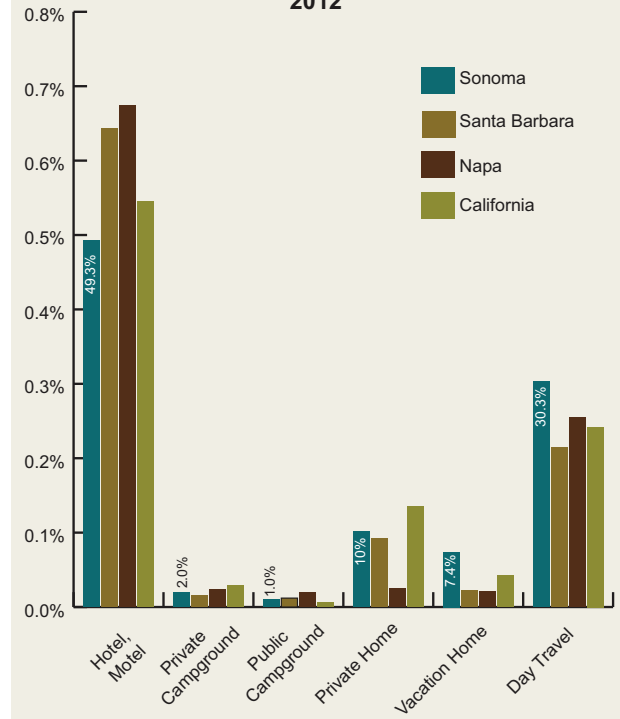
### Sonoma County Visitor Spending

With a total visitor spending equal to \$1.6 billion, the majority of the money is spent by visitors who stay at hotels or motels (\$786.8 million) and on day travel (\$483.4 million).

Distribution of Visitor Spending by Commodity, 2012



Distribution of Visitor Spending by Accommodation, 2012



Source for all data: California Travel Impacts by County, 2014

# Annual Tourism Report: Tourism Industry Indicators

## Industry Employment

With 17,700 jobs generated by tourist destination spending, Sonoma County ranks first against comparable counties - Napa had 12,100 tourism jobs and Santa Barbara had 16,700 tourism jobs in 2012. Sonoma County's 2012 job figures show a 4.7% increase from 2011, up from a year-over increase of 2.3% from 2010 to 2011.

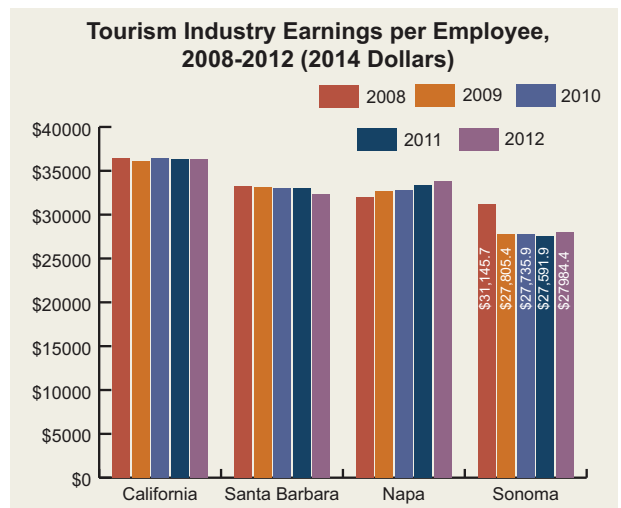
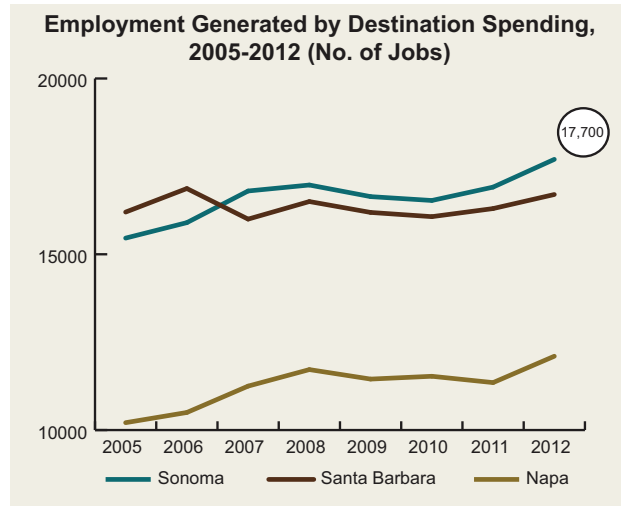
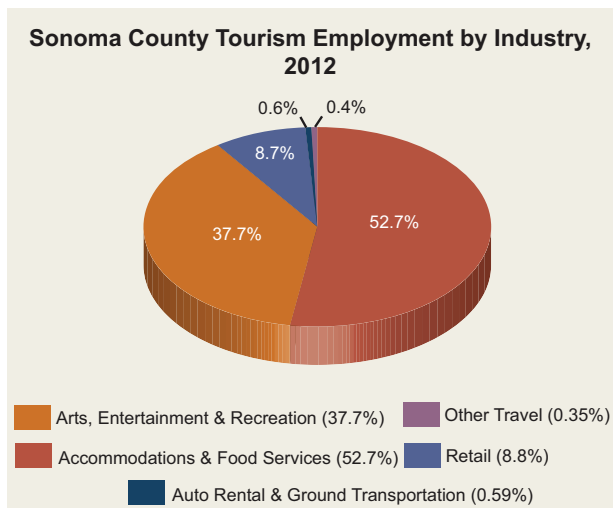
### Tourism Industry Earnings per Employee, Real Growth Rates

Partly as a result of Sonoma County's decline in destination spending in 2008 and 2009, employment levels in the tourism industry decreased in 2009 and 2010. Businesses are starting to add staff as destination spending returns to pre-recession levels. Jobs supported by the tourism industry have surpassed their peak level seen in 2007, with tourism-related job growth increasing by 4.7% in 2012. The county still employs more tourism industry employees than Napa and Santa Barbara, counties where total destination spending consistently outpaces that of Sonoma County. Due to discrepancies in growth between inflation-adjusted industry earnings (8.4%) and industry employment (4.7%), earnings-per-employee increased just 1.4% in 2012. California experienced only a slight change in earnings-per-employee in 2012 (0.02%), while Napa County saw only a small increase (1.5%) and Santa Barbara County experienced decreased earnings-per-employee (-2.1%).

### Sonoma County Tourism Employment by Industry

Distribution of employment within Sonoma County's tourism industry is similar to previous years, with 52.7% of employment in accommodations & food services, 37.7% in arts, entertainment & recreation, and 8.7% in retail. In the coming years, air transportation is expected to be a new source of employment, due to the expansion of air services to Sonoma County.

Source for all data: California Travel Impact by County, 2014



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# Annual Tourism Report: Tourism Industry Indicators

## Lodging & Hospitality Assessment

As page 4 illustrates, visitors staying in hotels and motels are the single largest source of destination spending in Sonoma County, with an estimated \$786.8 million in spending in 2012 (2014 dollars). Lodging figures from 2013 suggest that travelers are returning to Sonoma County following the national economic downturn, indicating that we can expect to continue seeing growth in destination spending.

### Annual Lodging Occupancy Rates

Sonoma County's occupancy rates stayed relatively stable amid expansion in Sonoma County's room offerings through 2007. During 2008 and 2009, however, average occupancy dropped as the recession decreased discretionary consumer spending. Occupancy rates have been steadily increasing since 2009, surpassing pre-recession levels at 73% in 2013.

### Annual Average Daily Rate (ADR)

Average daily rate (ADR) began to increase following the low seen in 2010 at \$118.92 (2014 Dollars). Despite a 3.64% increase in 2011 and a 3.4% increase in 2012, Sonoma County's ADR still remains lower than the previous high of \$144.08 (2014 dollars) during 2007.

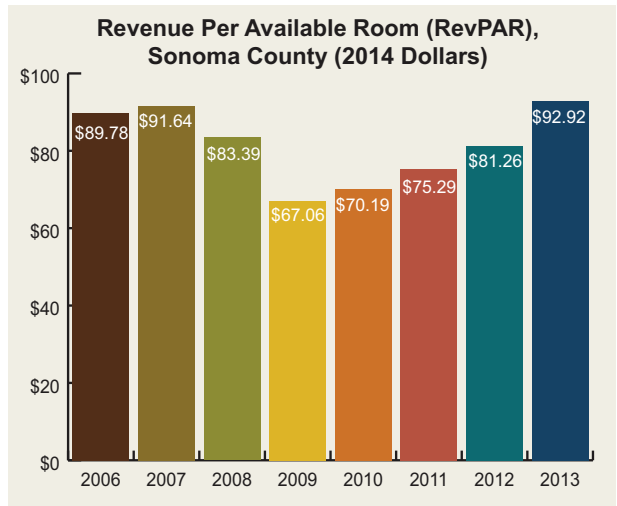
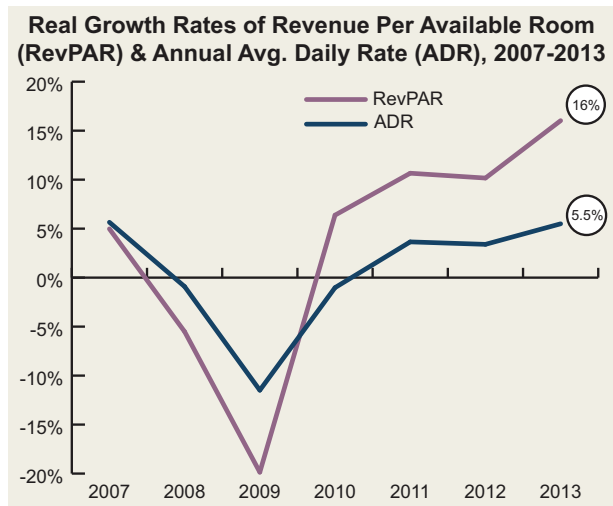
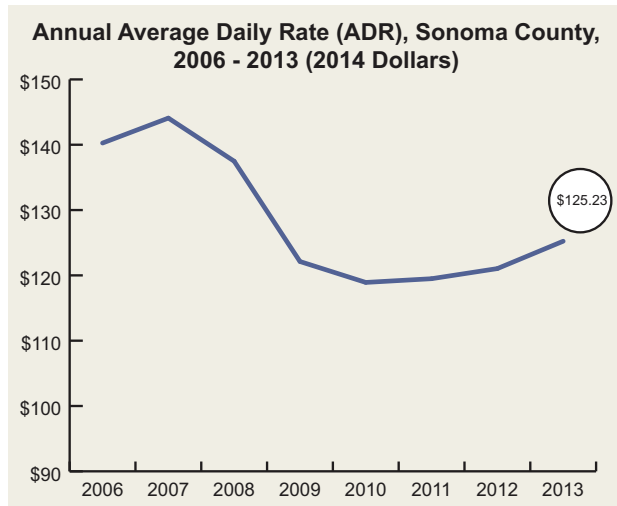
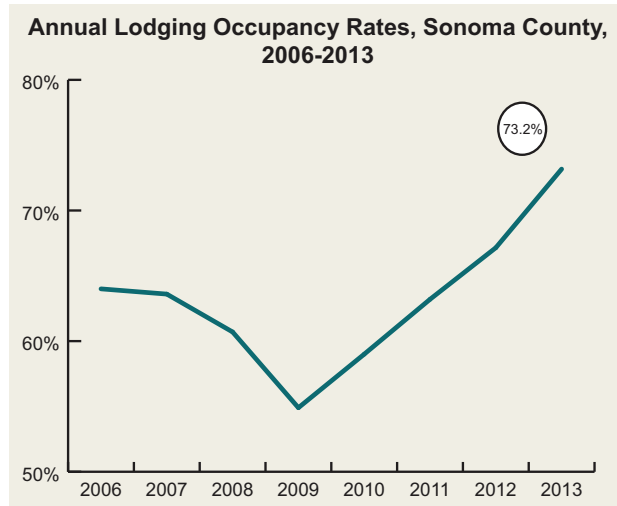
### Revenue per Available Room

Revenue per available room (RevPAR) for Sonoma County have been increasing since 2009. In 2013, RevPAR surpassed pre-recession levels, highlighting the strengthening tourism industry in Sonoma County.

### Real Growth Rates of RevPAR and ADR

Revenue per available room and average daily rate have both increased from 2010 to 2013. As occupancy rates and average daily rate both increase, revenue per available room is expected to maintain above pre-recession levels.

Source for all data: Smith Travel Research, 2014



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# Annual Tourism Report: Tourism Industry Indicators

## Tourism-Generated Taxes

Transient Occupancy Tax (TOT) is a local tax on room rental revenue in lodging properties located in Sonoma County. The TOT rate varies between 9% and 12% from city to city.

### Annual TOT Collections

TOT revenues in Sonoma County increased 12% to \$27.5 million in 2013 when adjusted for inflation. TOT revenues fell in 2008 and 2009 as the recession began to negatively affect visitor traffic and spending nationwide. This downward trend has been fully reversed with 2013 TOT revenues being the highest ever in Sonoma County.

### TOT Revenue Spending Areas

TOT funds are distributed to different spending areas. The majority of TOT funds go to regional park maintenance and operation (21.6%), tourism marketing (19.1%), or are transferred to the general fund in each city or area (24.1%).

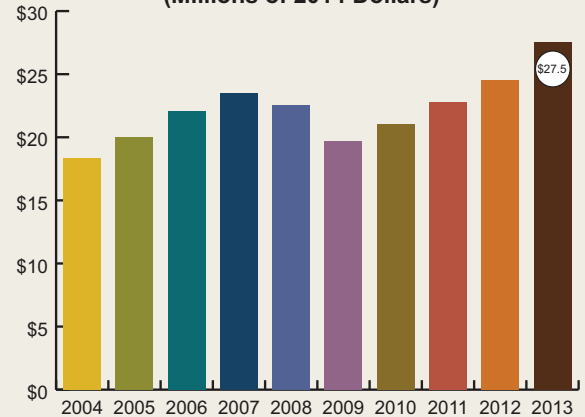
### Tax Receipts Generated by Travel Spending

Spending by day travelers and overnight visitors to Sonoma County generates a significant amount of tax for state and local governments. Total local taxes collected, including TOT, from visitors to Sonoma County were estimated at \$35.2 million in 2012, after adjusting for inflation. The state collected \$65.3 million from Sonoma County visitors in 2012, after adjusting for inflation. This is a slight increase from 2011 figures.

### Percentage of Annual TOT Revenue by City

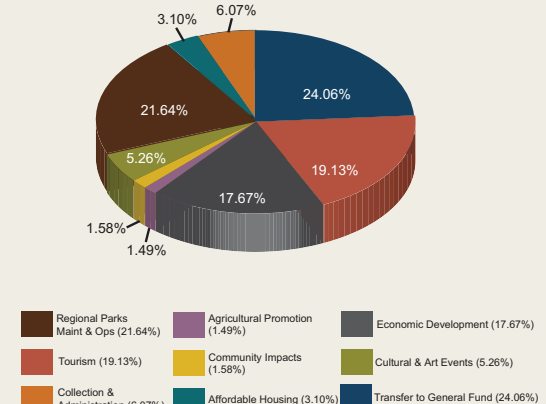
Revenues from TOT are divided between the County of Sonoma (which receives revenue from lodging properties in unincorporated regions) and the individual cities in the county. Collectively, the incorporated cities generated 61% of all revenue in 2012, while the unincorporated areas of the county generated 39%.

Annual TOT Collections, Sonoma County 2004-2013 (Millions of 2014 Dollars)



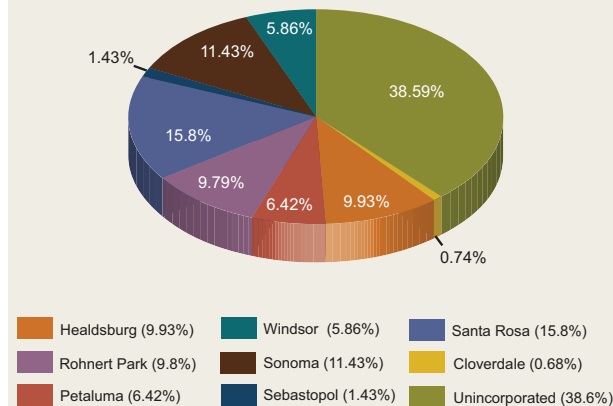
Source: Transient Occupancy Tax Reports, 2014

Fiscal Year 2012 - 2013 (July - June)  
County of Sonoma TOT Budget Breakdown by Spending Area



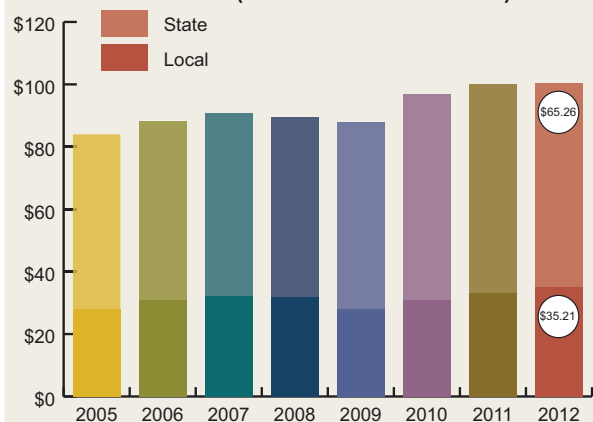
Source: Transient Occupancy Tax Reports, 2014

Percentage of Annual TOT Revenue by City, 2013



Source: Transient Occupancy Tax Reports, 2014

Tax Receipts Generated by Travel Spending, 2005-2012 (Millions of 2014 Dollars)



Source: California Travel Impacts by County, 2014



# Annual Tourism Report

## Emerging Trends

This page identifies any emerging trends in tourism that are relevant to Sonoma County. The purpose for identifying these trends is to provide insight into issues that will become increasingly significant for Sonoma County's tourism industry in the future.

### Short-Term Vacation Rentals

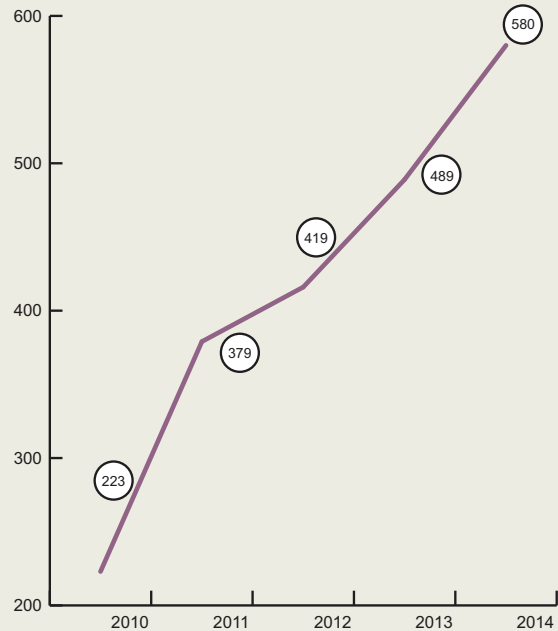
The short-term vacation rental market has changed dramatically in the past few years. In general, vacation rentals are classified as properties intended for permanent occupancy that are rented out for periods of 30 days or less. In Sonoma County, many of these vacation rentals are operated by professionals who manage multiple properties under a single TOT certificate.

However, an increasing number of individual owner-operated short term rentals are appearing in Sonoma County, and are being promoted through travel websites such as VRBO.com and Airbnb.com. Within these sites, individual owners are able to solicit travelers by listing their properties as either entire-home or private room rentals, despite not being registered for TOT collection within Sonoma County.

The County of Sonoma Auditor-Controller's office now faces the task of identifying and notifying these vacation rentals of local ordinances regarding transient occupancy taxes. Currently, the Auditor-Controller's office is in the process of auditing all known vacation rentals by owner in Sonoma County. At the time of this report there are 580 vacation rentals by owner-operator registered for TOT collection. Searches on VRBO.com and Airbnb.com indicate that there may be more than 1,000 such property rentals in existence in Sonoma County.

Sonoma County joins hundreds of destinations across the country that are encountering the shift in distribution and consumption of short-term vacation rentals. How these will affect established lodging properties remains to be seen, just as the reaction of various local governments will be varied. This is a trend worth watching.

Number of Registered VRBOs, Sonoma County  
Fiscal Year 2010 - 2014 (June - July)



Note: VRBOs are self-identified at time of reporting, and may not reflect the actual number of VRBOs within Sonoma County.

# Annual Tourism Report

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## 2014 Tourism Industry Survey

### Tourism Industry Survey: Results Summary

The 2014 Tourism Industry Survey is an annual survey of Sonoma County tourism businesses performed by the Sonoma County Economic Development Board (EDB). Surveys were sent to more than 1,000 Sonoma County business owners, executives and individuals involved in the tourism sector. More than 150 respondents representing local wineries, restaurants, lodging establishments, tours & transportation, spa & wellness services and tourism-related businesses responded to questions regarding economic outlook visitor and business demographics, and marketing strategies, representing a 15% response rate, a strong rate for a mailed survey.

The source for all data in the following section is the 2014 Annual Tourism Survey

### Key Findings

- Businesses have a positive outlook for tourism in the coming year. More tourism businesses feel optimistic about Sonoma County's tourism industry than reported in previous years, and more businesses expanded operations over the past year than in the year before.
- Most respondents believe that Sonoma County has a high potential to attract visitors overall; and the diversity of attractions and activities, Sonoma County's scenery and climate, and the county's culinary offerings are its greatest assets besides wine reputation/culture.
- The most commonly identified opportunities for Sonoma County tourism in niche markets were Culinary Tourism, Cycling, and Eco-tourism.
- Respondents feel local government agencies can make a positive difference in the tourism industry by assisting with licensing and permits and infrastructure improvement. Promotion agencies can best assist respondent businesses through marketing, PR and media visits, and tourist industry trend reports. The majority of respondents feel that countywide and regional marketing initiatives are effective in promoting Sonoma County.

# Annual Tourism Report

## Survey Respondent Demographics

Owners and executives of more than 150 diverse tourism businesses responded to the EDB's 2014 Tourism Industry Survey. The following graphs outline the types of businesses that responded to our survey, Please note: respondents were asked to classify their own business/ operations type.

### Tourism Industry Businesses

'Other' and 'Winery' were the most common primary operations of responding businesses at 40.9% and 44.3%, respectively. The lodging classification of respondents is broken down further below, and had a response rate of another 30.4%. Businesses that classified themselves as 'other' include art galleries, museums, visitor centers and retail shops. Other respondents included businesses whose primary operations were 'tour and transportation service or support' (7.8%), 'restaurant' (7.0%), 'recreation service provider or outfitter' (5.2%), and 'spa and wellness' (3.5%). The surveyed businesses reflect the diverse strength of Sonoma County's tourism industry.

### LODGING CLASSIFICATIONS

#### 1. Full Service Lodging

Properties offering a full range of on-premises food and beverage service, cocktail lounge, entertainment, conference facilities, shops and recreational activities provided by uniformed staff on duty 24 hours. Of 'lodging' respondents, 14.3% indicated they were classified as full service.

#### 2. Vacation Rentals

These properties are fully-furnished condominiums, town homes or single family homes - featuring amenities such as games, beach equipment, DVD libraries, and a stocked kitchen. These properties are rented on a temporary basis to tourists as an alternative to a hotel. Of 'lodging' respondents, 25.7% indicated they were classified as vacation rentals.

#### 3. Bed & Breakfast

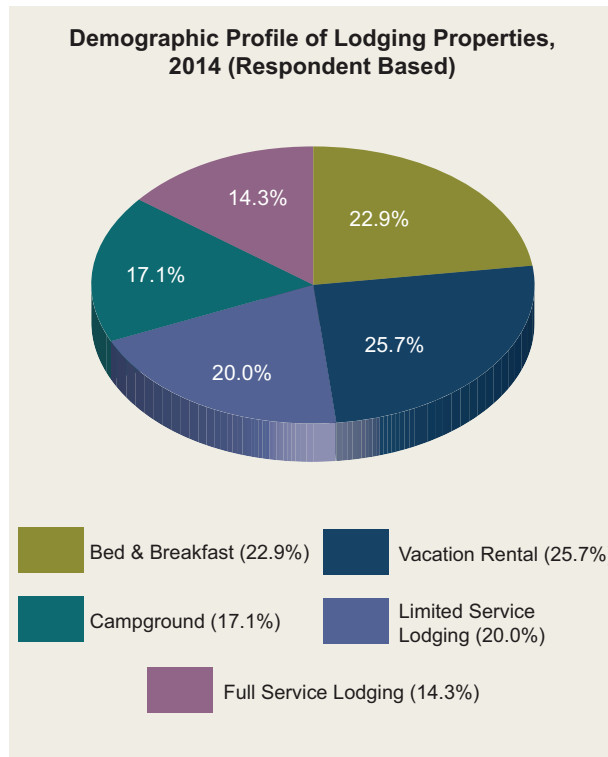
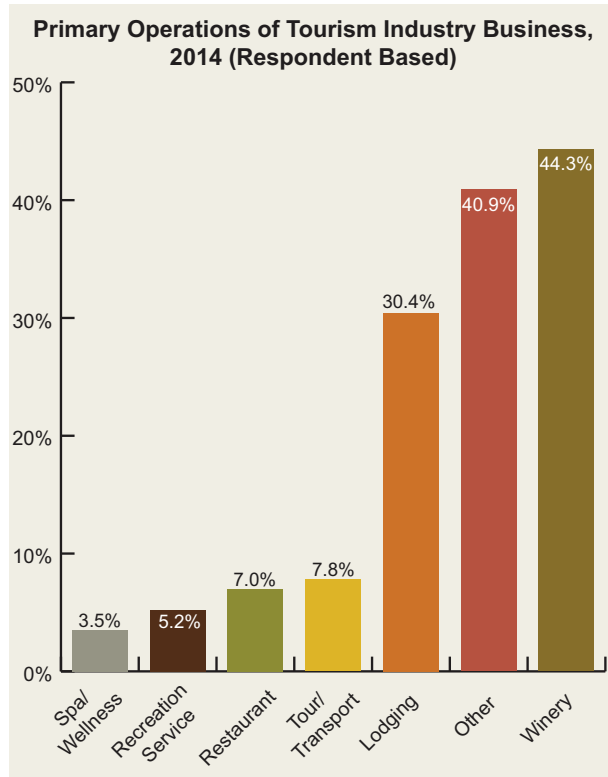
Smaller establishments emphasizing a more personal relationship between operators and guests. Guest units tend to be individually decorated. Rooms may not include some modern amenities and may have a shared bathroom. They are usually owner-operated. A continental or full hot breakfast is included in the room rate. Of 'lodging' respondents, 22.9% indicated they were classified as bed & breakfasts.

#### 4. Limited Service Lodging

Only the basic services and facilities are available and self-service aspects are predominate for limited service lodging. Commonly, a continental breakfast may be offered rather than having a restaurant on premises. Of 'lodging' respondents, 20.0% indicated they were classified as limited service.

#### 5. Campground

A place useful for overnight stay in the outdoors, where an individual, family or group may camp. Consists of open pieces of ground where a camper can pitch a tent or park an RV. Some campsites have amenities including fire pits, picnic tables, utility hookups, shower facilities, and more. Of 'lodging' respondents, 17.1% indicated they were classified as campground.



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# Annual Tourism Report: Industry Survey

## Survey Respondent Demographics (cont.)

From responses given, local tourism industry businesses may be described as independent, long-established and relatively small. The following graphs outline more details about the characteristics of Sonoma County's tourism businesses.

### Number of Years in Business

The majority of respondents indicated they have been in business for more than 11 years. Almost half of the respondents have been in business for more than 20 years (46%) and 27% indicated they have been in business for 11-20 years. Fewer businesses have opened in the last five years than are 6-10 years old (10.5% and 16.5%, respectively). This suggests that there is room for growth, and that the tourism business is also maturing and stabilizing in Sonoma County.

### Independently Owned in Sonoma County

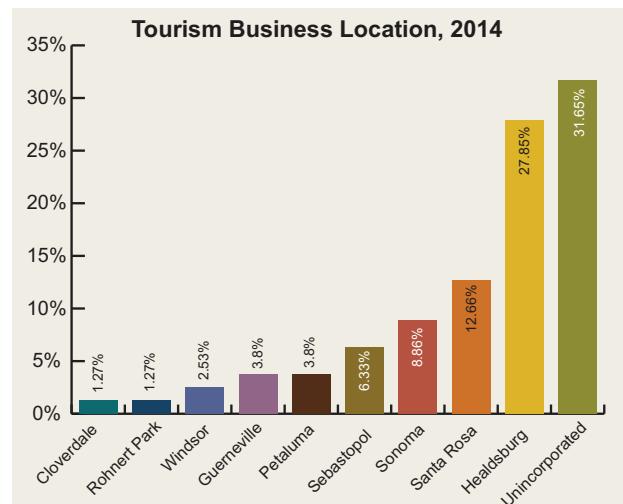
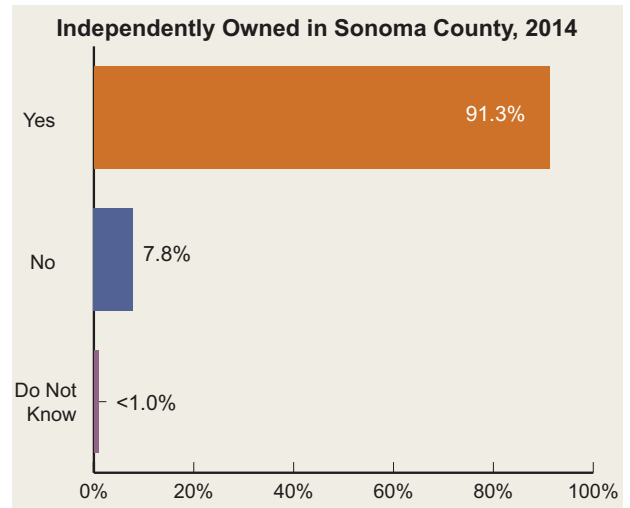
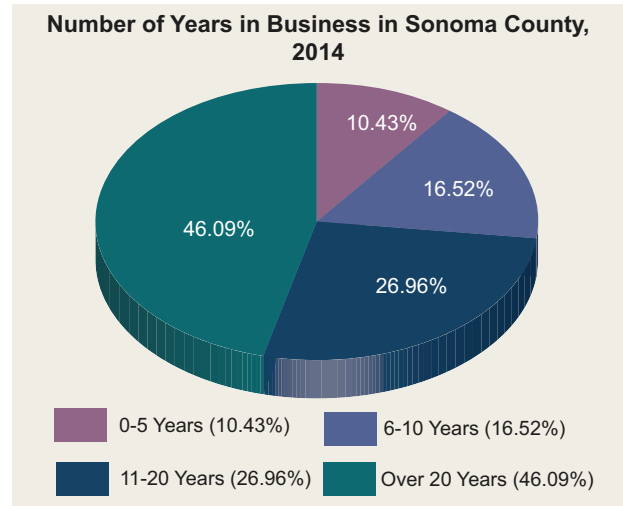
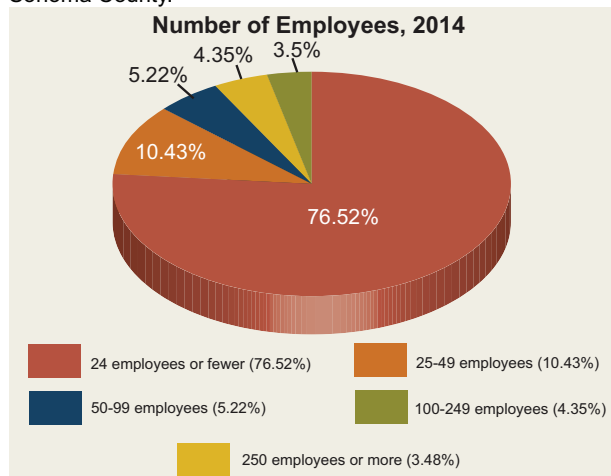
A significant percentage of businesses surveyed indicated that they are independently owned in Sonoma County (91%). Of those that are independently owned in Sonoma County, 8.2% indicated that they were a franchise.

### Tourism Business Location

The majority of Sonoma County's tourism-related businesses that responded are located in unincorporated county (31.7%), Healdsburg (27.9%), and Santa Rosa (12.7%). Other areas of the county represented by respondents include the coastal cities of Bodega Bay, Jenner and the Sea Ranch, as well as smaller towns within Sonoma County.

### Number of Employees

The majority of tourism businesses surveyed in Sonoma County employ 24 or fewer people (76.5%). On average, 41% of employees at businesses who employ 24 or fewer employees are part time or seasonal. There was a significant variance in the reported part-to-full time mix by all respondents, reflecting the diverse employment needs of different industries within Sonoma County.



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# Annual Tourism Report: Industry Survey

## Industry Confidence & Outlook

Respondents were asked to indicate their perception about the tourism industry and whether they had expanded operations in the past year. Survey responses indicate that local tourism-related businesses are optimistic about the economy and travel industry.

### Tourism Industry Outlook

More than 89% of the tourism-related businesses that responded to the survey indicated that they were 'optimistic' (51%) or 'somewhat optimistic' (38%) about the tourism portion of their business in the next year. This is an increase over the percentage of respondents who had some hope for the tourism industry last year. Less than 5% of respondents indicated that they were 'concerned' (0.1%) or 'somewhat concerned' (3.5%) with the tourism portion of their business over the next year.

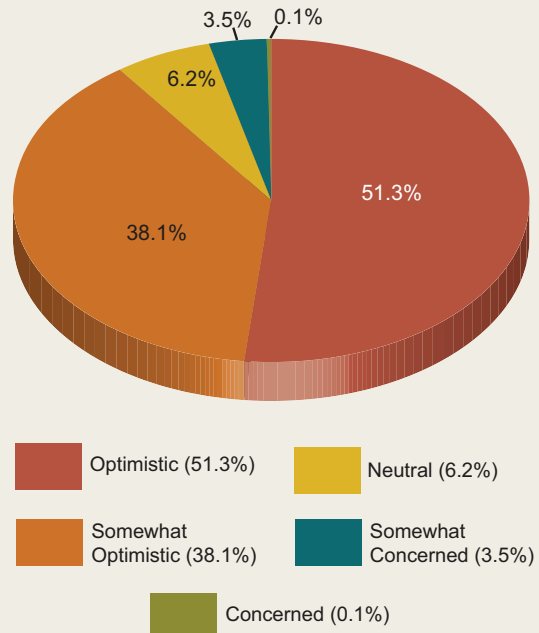
With industry optimism on the rise, this seems to have translated into the decision for businesses to expand their operations in the past year.

### Operation Expansion over Last 12 Months

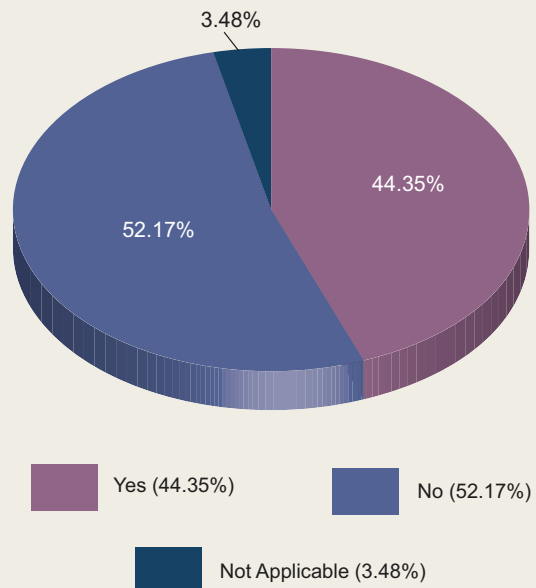
More tourism-related businesses are expanding their operations as tourism-spending returns to pre-recession levels. Of responding businesses, 44.4% indicated that they had expanded operations in the time between May 2013 and May 2014. Those that expanded indicated that they were already starting to see an increase in business and spending and were responding to new demand. The majority of businesses did not expand operations from May 2012 to May 2013 (52.2%). Those that did not expand indicated concern over the future of the general economy; citing issues over lack of economic resources such as financing, and not enough demand for their products.

Compared to the percentage of respondents that expanded over the same 2012-2013 time period, 14% more respondents indicated that they have expanded over the last 12 months (2013-2014). As the travel and tourism sector rebound in upcoming years coupled with increased optimism, it is likely that tourism businesses will continue to expand their operations.

**Sonoma County Tourism Industry Outlook, 2014  
(Respondent Based)**



**Percentage of Respondents that Expanded Operations over Last 12 months, 2014**



# Annual Tourism Report: Industry Survey

## Marketing, Government & Promotional Assistance

Sonoma County's tourism industry is a diversified market of service-oriented businesses and segmented markets. The diversification results in a wide range of marketing channels and budgets to reach out to customers. There is also a variety of areas where tourism businesses feel they can be assisted by local government agencies and promotion agencies.

### Potential for Local Government Assistance

Tourism-related businesses indicated that the largest potential for government assistance to their business is concerning licensing and permitting (72%), and infrastructure improvement (62%). Respondents also indicated that local government could help them with 'other' things which include destination marketing and parking issues.

### Potential for Local Promotion Agency Assistance

There is potential for local promotion agencies to help tourism-related businesses in several ways. 91% of respondents indicated that marketing would be helpful; 75% of respondents selected PR/ media visits; and 44% of respondents indicated they found trend reports useful.

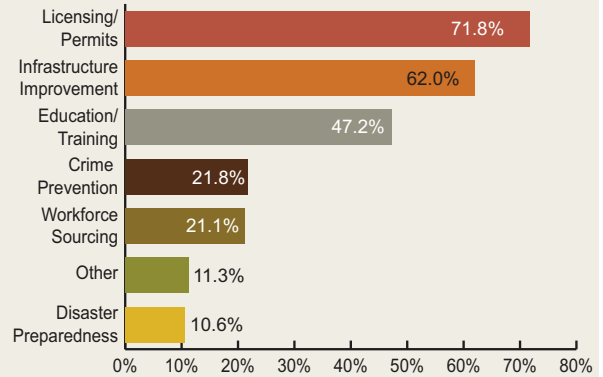
### Marketing Tools Utilized by Tourism Businesses

The most widely used marketing tool among tourism businesses was a business website (91%), this was followed by social media (83%) and then by membership organizations (75%). The least used marketing outlets were television (5%), radio (15%) and national magazines (21%).

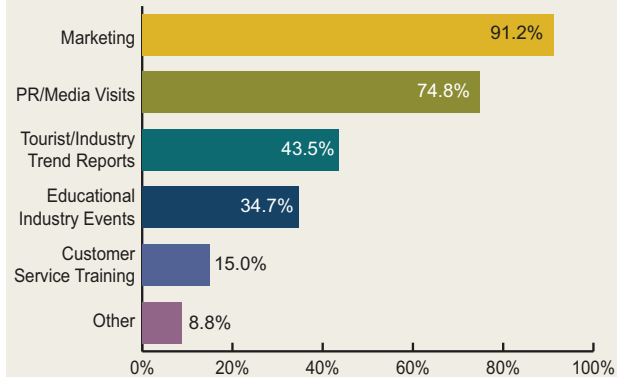
### Percentage of Gross Revenue Spent on Marketing

The majority of tourism-related businesses spend between 0-5% (40%) and 5-10% (32%) of gross revenue on marketing efforts. More respondents indicated spending in the 0-10% brackets than in 2012, with fewer respondents indicating that they spend between 10-25% or more than 25% of their gross revenue on marketing.

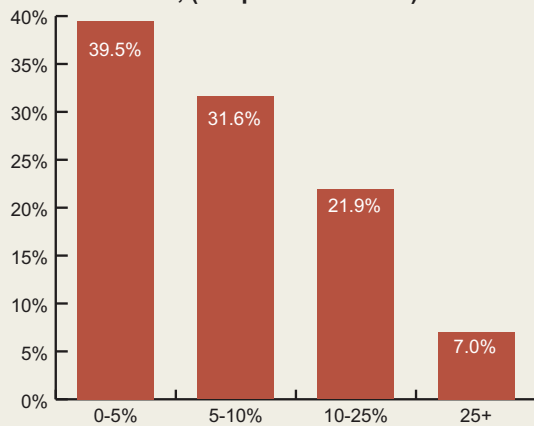
Potential for Local Government Assistance, 2014 (Respondent Based)



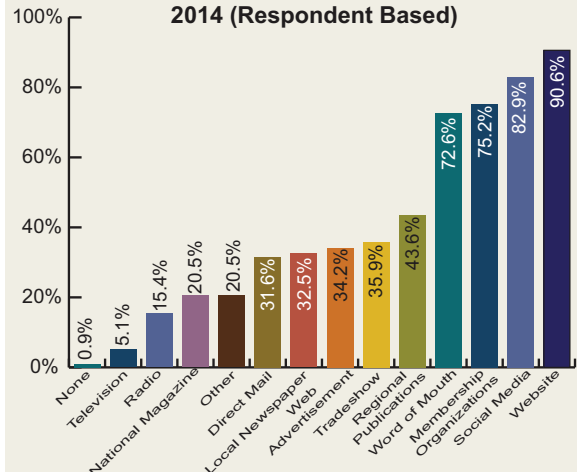
Potential for Local Promotion Agency Assistance, 2014 (Respondent Based)



Percentage of Gross Revenue Spent on Marketing, 2014, (Respondent Based)



Marketing Tools Used by Tourism Businesses, 2014 (Respondent Based)



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# Annual Tourism Report: Industry Survey

## Attractions & Potential Market Opportunities

Tourism-related businesses were asked to indicate what tourism assets were most attractive to potential visitors to Sonoma County and in what markets there was room for growth. Please note: respondents were asked to identify which three niche markets they felt were the biggest opportunity for Sonoma County. As a result, the percentage in the corresponding graph indicates the number of times a niche market was selected as a 'top three'.

### Potential for Attracting Visitors

86% of respondents felt that Sonoma County had a high potential to attract visitors. This was largely due to the diversity of services and attractions available to visitors and the climate and scenery. Of those who indicated otherwise, the largest concern was competition from Napa County and the Bay Area.

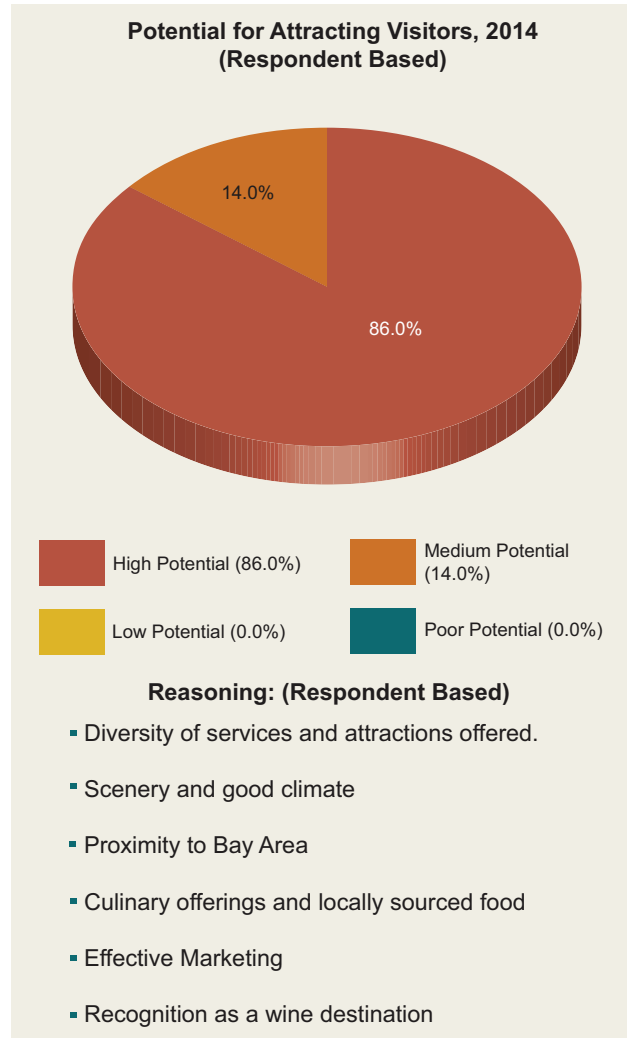
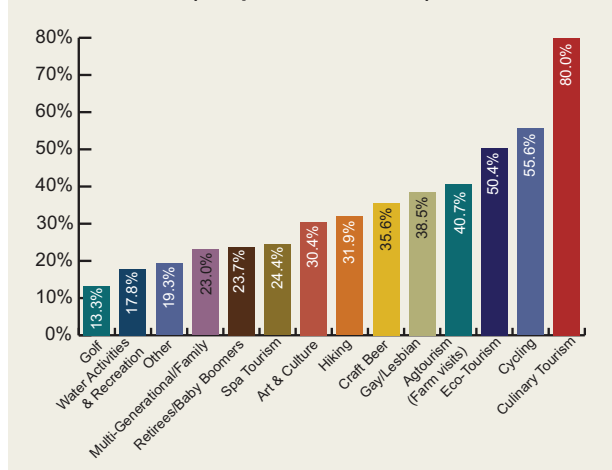
### Pull Attraction in Sonoma County

Tourism-related businesses were asked to rank tourism assets on a scale from one to five, one for a least attractive asset and five for a most attractive asset. Respondents indicated that besides wine reputation, the most attractive assets to visitors are scenery (Average rating of 4.7), culinary offerings (4.6) and outdoor recreational activities (4.4). These top-three assets remain unchanged from 2013, although the score for each category increased. A new category to note with a strong score is the Craft Beer, Cider and Spirits industry (4).

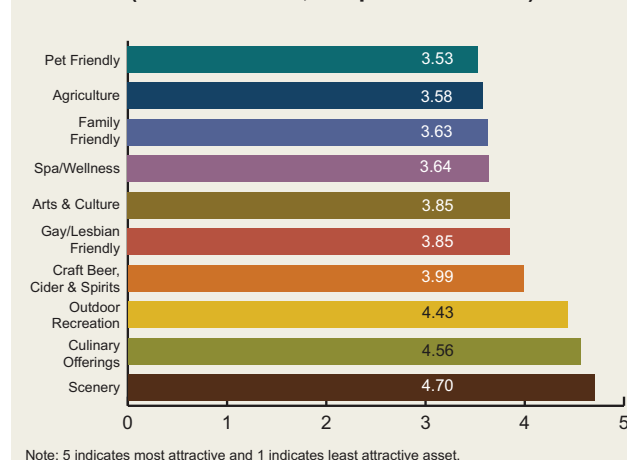
### Niche Market Opportunities for Sonoma County

Markets that tourism businesses felt would be good opportunities for Sonoma County were varied. The most reported niche market was culinary tourism (80%), followed by cycling (56%) and eco-tourism (50%). Respondents who indicated 'other' (19%) suggested more specific wine marketing and outdoor 'experiences'.

### Niche Market Opportunities for Sonoma County, 2014 (Respondent - Based)



### Pull Attractions in Sonoma County, 2014 (Excludes Wine, Respondent Based)



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# Annual Tourism Report: Industry Survey

## Marketing Initiatives & Agency Involvement

Industry respondents cited many marketing opportunities to showcase Sonoma County's tourism assets. Responses indicate that there is more opportunity for businesses to collaborate with promotional agencies like Visitor Centers and Sonoma County Tourism.

### Effectivity of Marketing Initiatives

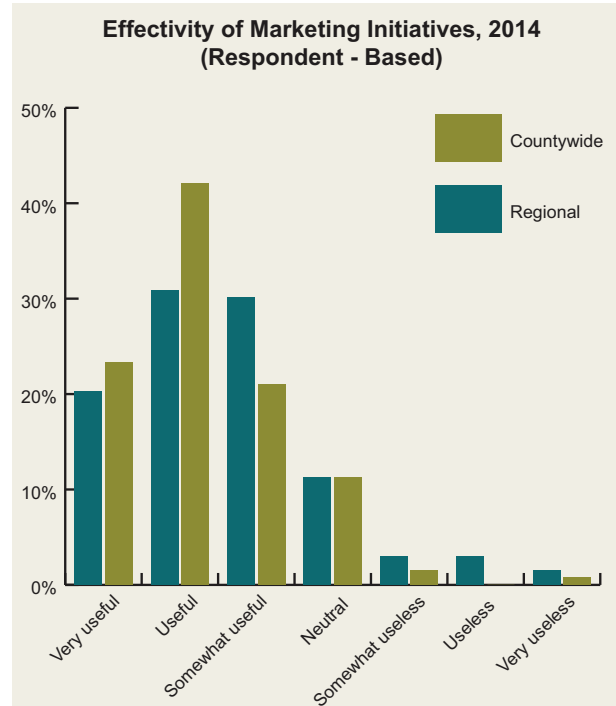
The majority of respondents indicated that tourism marketing initiatives were 'useful' for countywide marketing (42%) and 'useful' for regional marketing (31%). Very few respondents felt that regional or countywide marketing initiatives were 'somewhat useless' to 'very useless'. However, many respondents indicated suggestions to improve marketing. These included more region-specific marketing, more non-wine activity promotion, and expanding specific niche marketing.

### Involvement with Sonoma County Tourism

Respondents were asked to indicate how involved they were in working with Sonoma County Tourism (SCT). The majority indicated that they are 'somewhat involved' with Sonoma County Tourism (67%). Of those who worked with SCT, a larger percentage felt that regional and countywide marketing initiatives were 'useful' than 'somewhat useless' to 'very useless'.

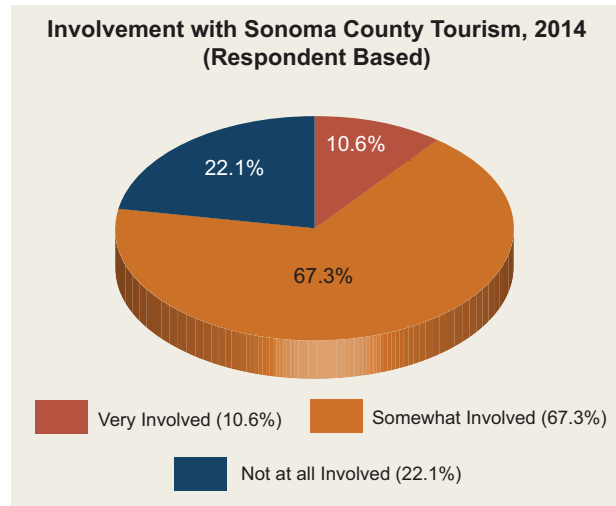
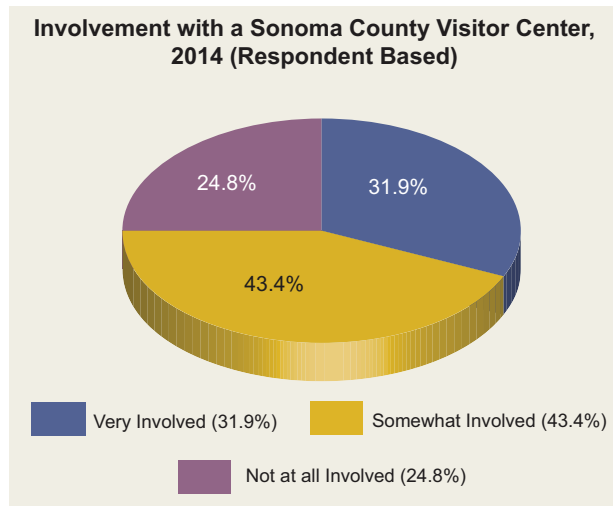
### Involvement with Sonoma County Visitors Centers

Respondents were also asked to indicate whether they worked with a local Sonoma County visitor center. The majority of respondents indicated that they were 'somewhat involved' in working with Sonoma County Visitor Center (43%). Of those that were not working with a Visitor Center, the majority still felt that the regional and countywide marketing efforts were 'useful'.



### Respondent Suggestions for Improved Marketing

- Market non-wine activities
- Market specific regions and locations within the county more heavily
- Do more promotion of smaller tourism businesses
- Increase specific niche marketing
- More marketing promotions in airplane magazines, airports



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## Methodology

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The Sonoma County Economic Development Board (EDB) conducted its 2014 survey of Sonoma County tourism businesses in relation to the tourism industry. Owners and executives of more than 150 tourism businesses rated their confidence in the industry and identified changes and needs they expect at their businesses in the near future. The responses covered businesses in a broad range of tourism establishments. The survey asked tourism-centered businesses to respond to a broad array of questions about their market and marketing efforts, their visitor demographics, their expansion plans, the demographics of the industry, and their opinion on key county tourism policies. This report represents the findings from that survey as well as an analysis of those responses.

In addition to the survey responses, the Sonoma County 2014 Annual Tourism Report includes general background information for the tourism industry on a regional and national level. Statistics presented represent the most recently published data from the Travel Industry Association (TIA), [www.tia.org](http://www.tia.org), Smith Travel Research, the California Travel and Tourism Commission's California Travel Impacts by County, prepared by Dean Runyan & Associates and updated May 2014, [www.visitcalifornia.com](http://www.visitcalifornia.com), and Moody's Analytics Tourism Analysis report. The EDB used the U.S. Bureau of Labor Statistics' Consumer Price Index to adjust some data for inflation, <http://www.bls.gov/>. Lodging classifications were defined by AAA, [www.AAA.com](http://www.AAA.com). The EDB collected and compiled all TOT data from each Sonoma County jurisdiction.

Please note that all survey data contained in this report is based on the information self-reported by respondents, which was not factually verified by the EDB. The responses were then gathered into a database for analysis. Due to the fact that survey respondents may provide no responses to some questions, the category percentages indicated in the graphs for those questions may not add up to 100%. Where replies are mutually exclusive, percentages may be slightly off due to rounding. Where replies are not mutually exclusive, percentages may total more than 100%. As mentioned above, it was our intention to obtain averages that provide a general "snapshot" of various issues for the hospitality/tourism industry in Sonoma County. Accordingly, the data averages are not weighted by any factor or interest.

## Acknowledgements

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The 2014 Annual Tourism Report would not have been possible without the contributions of many individuals.

Most of the credit for this study belongs to the local businesses that participated in the survey. Their responses created the foundation upon which the tourism sector could be studied and analyzed.

Special acknowledgement is also due to Ken Fischang and Tim Zahner at Sonoma County Tourism for their invaluable suggestions and generous provision of statistical data on the tourism sector in Sonoma County.

Finally, Hanna Berglund, Tourism Project Coordinator with the EDB, contributed a significant amount of time and effort to the report through surveying administration, compilation, and organization of the report, data, and survey findings. Hanna Berglund updated and consolidated the data sources and statistics from previous years to create this comprehensive analysis, and deserves special thanks.

Ben Stone  
Executive Director

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*With acknowledgement and appreciation to key local businesses that support economic development in Sonoma County*



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**Sonoma County Board of Supervisors**

# hospitalityindustryacronymns

<b>ABA</b> American Bus Association	<b>IACC</b> International Association of Conference Centers
<b>ACOM</b> Association of Convention Operations Managers	<b>IAEM</b> International Association of Exposition Managers
<b>ADOS</b> Associate Director of Sales	<b>IMEX America</b> Incentive and Meeting Travel Expo
<b>ADR</b> Average Daily Rate	<b>IPW</b> International Pow Wow
<b>AFOC</b> Association Forum of Chicagoland	<b>ITB</b> Internationale Tourismus-Börse
<b>AIBTM</b> American Incentive Business Travel and Meetings Expo	<b>ITME</b> Incentive Travel and Marketing Executive/Motivation Show
<b>ASAE</b> American Society of Association Executives	<b>JATA</b> Japanese Association of Travel Agents
<b>ATI</b> American Tours International	<b>LGBT</b> Lesbian, Gay, Bisexual, Transgender
<b>AVA</b> American Viticultural Areas	<b>MPG</b> Meeting Planner Guide
<b>A/V</b> Audio Visual	<b>MPI</b> Meeting Professionals International
<b>BATW</b> Bay Area Travel Writers	<b>MPI CAC</b> MPI Chicago Area Chapter
<b>BEO</b> Banquet Event Order (plus service charge, plus tax)	<b>MPI NCC</b> Meeting Professionals International Northern California Chapter
<b>BRC</b> Business Reply Card	<b>NCSAE</b> Northern California Society of Association Executives (a chapter of ASAE)
<b>CAE</b> Certified Association Executive	<b>NN</b> Need need
<b>CaiSAE</b> California Society of Association Executives	<b>NSF</b> Net Square Feet: square footage devoted only to exhibit booths, usually 50 percent of gross amount
<b>CC</b> Convention Center	<b>NTA</b> National Tour Association
<b>CDME</b> Certified Destination Management Executive	<b>OWAC</b> Outdoor Writers Association of California
<b>CSS</b> Council of Engineering Scientific Societies	<b>PCMA</b> Professional Convention Management Association
<b>CHME</b> Certified Hospitality Marketing Executive	<b>PP</b> Per Person
<b>CIC</b> Convention Industry Council	<b>Post-Con</b> Post-convention meeting
<b>CMP</b> Certified Meeting Professional	<b>Pre-Con</b> Pre-convention meeting
<b>CONF</b> Conference Style	<b>PRMC</b> Public Relations, Marketing & Communications
<b>CPG</b> Cost per Gallon	<b>RCMA</b> Religious Convention Management Association
<b>CPOR</b> Cost per Occupied Room	<b>RevPAR</b> Revenue per Available Room
<b>CSSM</b> Convention Services Sales Manager	<b>RFP</b> Request for Proposal
<b>CTA</b> Certified Tourism Ambassador	<b>RFQ</b> Request for quote
<b>CTP</b> Corporation for Travel Promotion	<b>ROI</b> Return on Investment
<b>C/S</b> Classroom Style	<b>SATW</b> Society of American Travel Writers
<b>CVA</b> Convention & Visitors Authority	<b>SGL</b> Single
<b>CVB</b> Convention & Visitors Bureau	<b>SGMP</b> Society of Government Meeting Planners
<b>DBL/DBL</b> Two double beds	<b>SMERF</b> Social, Military, Educational, Religious & Fraternal Organizations
<b>DMAI</b> Destination Marketing Association International	<b>SWAG</b> Stuff we all get
<b>DMC</b> Destination Management Company	<b>TAG</b> Travel Alternatives Group
<b>DOS</b> Director of Sales	<b>TMI</b> Too much information
<b>EI</b> Economic Impact	<b>TRN</b> The Reunion Network
<b>F&amp;B</b> Food & Beverage	<b>T/S</b> Theater Style
<b>GM</b> General Manager	<b>U/S</b> "U" shape
<b>GSF</b> Gross Square Feet: total amount of square footage needed for exhibits, incl. aisles	<b>WACVB</b> Western Association of Convention and Visitors Bureaus
<b>GTD</b> Guaranteed	<b>WIB</b> Workforce Investment Board
<b>HCEA</b> Healthcare Convention & Exhibitors Association	<b>WTM</b> World Travel Market
<b>H/S</b> Hollow Square	<b>30-day</b> Reservations due 30 (45 or 60) days before arrival
<b>HSMAI</b> Hospitality Sales & Marketing Association International	
<b>IAAM</b> International Association of Auditorium Managers	

# current advertising campaign

do you speak SONOMA?

**Playground** *n.* The one million acres of vineyards, beaches, spas, rivers and redwoods found in Sonoma County.

Start playing in Sonoma Wine Country. Just 45 minutes north of San Francisco. World-class wineries, redwood forests and beautiful ocean coastline. Start planning your play date today. [SonomaCounty.com](http://SonomaCounty.com) 1-800-576-6662

do you speak SONOMA?

**Coasting** *v.* Strolling, surfing, and staying where the sand meets the sea, the vistas are endless and the experience is a natural wonder.

See the other side of Sonoma Wine Country. Miles of ocean beaches, ancient redwood forests, gentle rivers. And world-class wineries, too. Just 45 minutes north of San Francisco. Start planning your trip today. [SonomaCounty.com](http://SonomaCounty.com) 1-800-576-6662

do you speak SONOMA?

**Swirlfriends** *n.* Gal pals who go wine tasting in Sonoma County.

Annette, Andrea and Junelle came for wine country and discovered more: ocean beaches, relaxing spas and new adventures. Just 45 minutes north of San Francisco. Start planning your getaway today. [SonomaCounty.com](http://SonomaCounty.com) 1-800-576-6662

do you speak SONOMA?

**Sonomacentive** *n.* A cash incentive of up to \$4,000 when you book your meeting in Sonoma County.

Speak a little Sonoma for the ultimate meeting experience. [SonomaCounty.com/MeetinSonoma](http://SonomaCounty.com/MeetinSonoma) 1-800-576-6662

*"I consider Sonoma County Tourism a true partner in my event planning process."*  
-Janie Karama, Meeting and Event Manager, Equipment and Tool Institute

do you speak SONOMA?

**Corkhopping** *v.* Enjoying wine tasting at multiple Sonoma County wineries.

Just 45 minutes north of San Francisco. World-class wineries, redwood forests and beautiful ocean coastline. Free assistance with your group tour. [SonomaCounty.com/grouptour](http://SonomaCounty.com/grouptour) 1-800-576-6662

do you speak SONOMA?

**Sonomads** *n.* People who embrace the wanderlust of Sonoma Wine Country.

Just 45 minutes north of San Francisco. World-class wineries, redwood forests and beautiful ocean coastline. Start planning your trip today. [SonomaCounty.com/gay](http://SonomaCounty.com/gay) 1-800-576-6662

do you speak SONOMA?

**Sonomads** *n.* People who embrace the wanderlust of Sonoma Wine Country.

Just 45 minutes north of San Francisco. World-class wineries, redwood forests and beautiful ocean coastline. Start planning your trip today. [SonomaCounty.com/gay](http://SonomaCounty.com/gay) 1-800-576-6662

do you speak SONOMA?

**Sonomads** *n.* People who embrace the wanderlust of Sonoma Wine Country.

Just 45 minutes north of San Francisco. World-class wineries, redwood forests and beautiful ocean coastline. Start planning your trip today. [SonomaCounty.com/gay](http://SonomaCounty.com/gay) 1-800-576-6662

do you speak SONOMA?

**Living in Zin** *adj.* Sharing a particular vintage of wine before (and after) you're married.

How could a dream wedding in Sonoma County get any better? Contact us to find out how you can get up to \$1,500 for your Sonoma Wine Country Wedding! [SonomaCounty.com/weddings](http://SonomaCounty.com/weddings) 1-800-576-6662



**SONOMA**  
COUNTY  
**TOURISM**

**Sonoma County Tourism** | 3637 Westwind Blvd., Santa Rosa, CA 95403  
707-522-5800 | 800-576-6662 | [www.SonomaCounty.com/partners](http://www.SonomaCounty.com/partners)



**SONOMA  
COUNTY**

**CALIFORNIA**

**Board of Supervisors Presentation**  
Sonoma County Tourism

Mission:  
Promote overnight  
visitor stays to



Mission:  
Promote tourism  
businesses in





# SCT Board of Directors

**Michelle Arellano**

County Administrator Analyst

**Joe Bartolomei**

Farmhouse Inn & Restaurant

**Tom Birdsall**

Basin Street Properties

**Percy Brandon**

**Secretary**

Vintners Inn

**Jennifer Buffo**

Pure Luxury Transportation

**Floriann Bynum**

Flamingo Resort & Spa

**Dan Christensen, CPA**

**Vice Chair / Treasurer**

Geyserville Inn

**Jonathan Coe**

Santa Rosa Chamber of Commerce

**Veronica Ferguson**

County Administrator

**Michelle Heston**

Fairmont Sonoma Mission Inn & Spa

**Lowell Johnson**

Coastal Hospitality Partners

# SCT Board of Directors

## **Steve Jung**

Doubletree by Hilton Sonoma Wine  
Country

## **Karissa Kruse**

Sonoma County Winegrowers

## **Rachel LeGrand**

Russian River Getaways

## **Kirk Lok**

The Lok Group of Companies

## **James Luchini**

Francis Ford Coppola Winery

## **Tim McGregor**

Bodega Bay Lodge

## **Dan Parks**

Sonoma Creek Inn

## **Wendy Peterson**

Sonoma Valley Visitors Bureau

## **Bert Rangel**

Rivers End Restaurant & Inn

## **Gary Saperstein**

Out in the Vineyard

## **Scott Satterfield**

Sheraton Sonoma County Petaluma

## **Sally Shaffer**

Hilton Sonoma Wine Country

## **Pauline Wood**

### **Chair**

Petaluma KOA

# SCT Staff and Contractors

Ariane Hiltebrand

Barbara Quigley

Beth Snow

Bill Judson

Birgitt Vaughan

Chyrl Collins

Deleyse Langdale

Ginger Myrick

Dominic Wiggam

Jamie Ward

Jeff Herdell

Jennifer Jones

Jill Vanden Heuvel

Kathleen Gray

Ken Fischang

Kila Janusevskis

Kristin Treiber Clark

Mark Crabb

Mo McElroy

Maureen Tunheim

Nicole Bradin

Paula Johnson

Sandra Shuster

Suzy Montes

Tanya Matthews

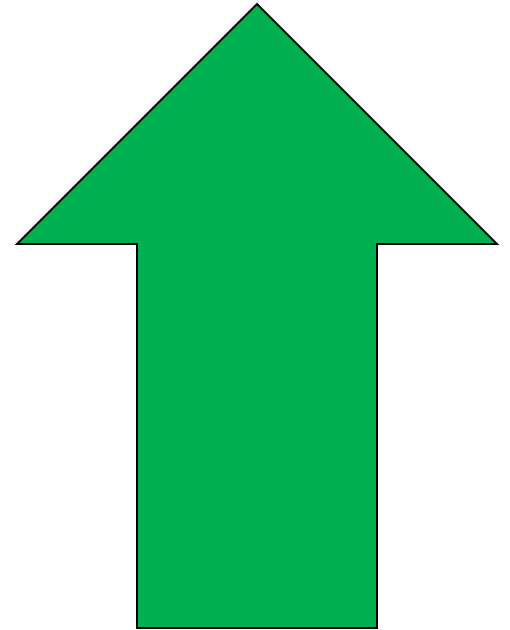
Tim Zahner

Tina Luster

# 2014 Report

Lodging occupancy up 4.5%

Average daily rate up 7.5%



# Finance Overview



**Bill Judson**  
Chief Financial Officer

**Dan Christensen, CPA**  
**Geyserville Inn**  
Treasurer

# 2015 Budget: Revenue

## 2015 Revenue:

### **Business Improvement Area (BIA)**

\$4,009,045

59% of total revenue

### **Transient Occupancy Taxes (TOT)**

\$2,724,469

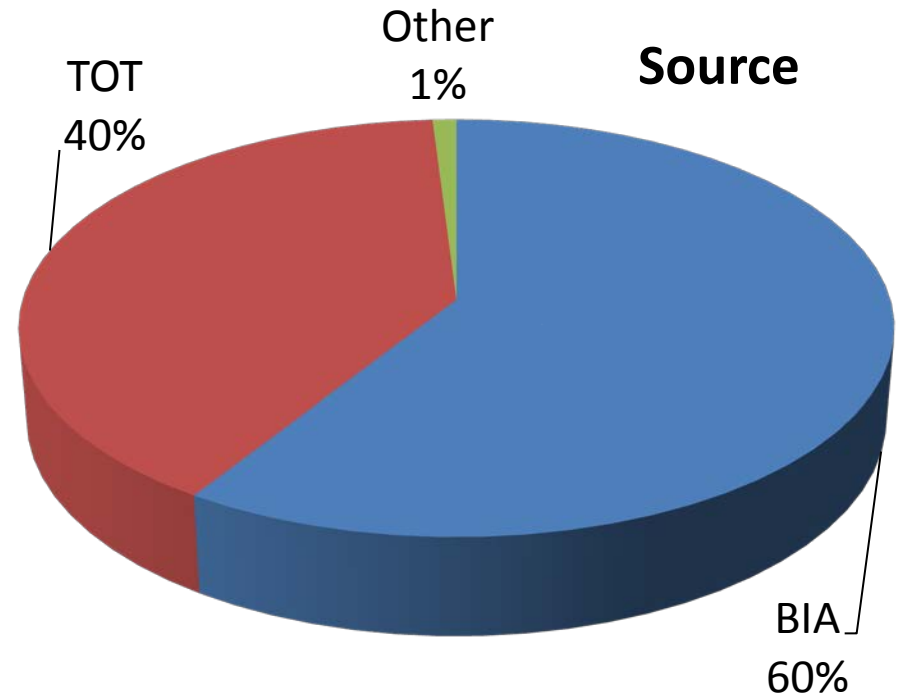
40% of total revenue

### **Other**

(interest, cost reimbursements, CTA fees)

\$66,105

1% of total revenue



Total revenue: \$6,799,619

# 2015 Budget: Allocations

## 2015 Program Expense Allocations

2015 Program Expense Allocations reflect a trend from prior years to maximize the return on investment as it relates to tourism for Sonoma County. After allocating general and administrative and sales general expenses into the three program areas, the expense percentages are the same as budgeted in 2014:

**Leisure** = 60 percent

**Meetings and Groups** = 30 percent

**Tour and Travel** = 10 percent

### Program Allocations

(Total: \$6,550,832)

**60%**

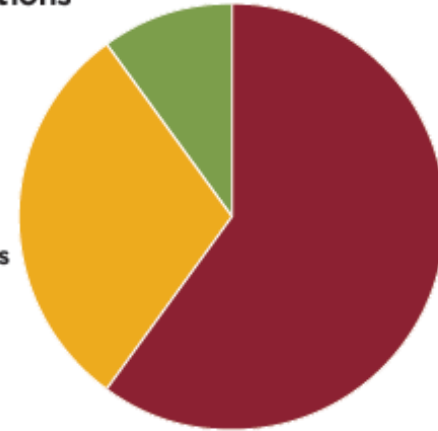
**Leisure**  
(\$3,927,434)

**30%**

**Meetings and Groups**  
(\$1,933,229)

**10%**

**Tour and Travel**  
(\$690,169)



ijmex

ijmex

# Sales



**Mark Crabb**  
Chief Sales Officer

**Steve Jung**  
DoubleTree by Hilton Sonoma Wine Country  
GBD Committee Chair



# Sales 2014: Results

Growth in leads across all segments

Leads distributed up 20%;  
\$41 million impact

Definite room nights up 28%

Cash incentive = \$75K  
69 groups booked;  
\$4.1 million impact  
ROI: 53:1

Weddings:  
Up 18%  
\$1 million impact



Face to face meetings show best returns

# Sales 2015: Strategy

Stay strong in key markets:  
California, Southeast, Midwest  
and DC/East Coast

Partner with:

HelmsBriscoe

San Francisco Travel Assn

Meeting Professionals Intl

Visit California

Brand USA

US Travel Assn

Destination Marketing Assn Intl

Sonoma County Airport



# 2014-15: Programs

Sales shows and sales calls:  
face-to-face with customers

Use cash incentive for off-  
season meetings and  
weddings

Increase exposure in DC,  
the East Coast and CA

Super Bowl 50 Host  
Committee

Create new opportunities in  
established markets

Develop Asian market  
strategy



Selling to tour operators



Get married in Sonoma County!

# Partner Opportunities

Attend client events

Share tradeshow booth space

Show off your business – host meeting planner and tour operators site visits

[Sonomacounty.com/partners](http://Sonomacounty.com/partners) for opportunities




Tour operator familiarization tour



Client event at Levi Stadium

# Marketing, PR and Partnerships


A man and a woman are hiking on a grassy cliff overlooking the ocean at sunset. The woman is standing on the left, wearing a red long-sleeved shirt and light-colored cargo pants, with a backpack. The man is sitting on the right, wearing a dark t-shirt and blue jeans, looking out at the sea. The background features a coastline with cliffs, a beach, and several large rock formations in the water under a warm, golden sky.

**Tim Zahner**  
Chief Marketing Officer

**Michelle Heston, Fairmont Sonoma Mission Inn and Spa**  
Marketing Chair

# Marketing, PR and Partnerships: Results

- Web traffic up 85%
- 500 blogs / online articles, including:
  - Arts
  - Food/wine
  - Outdoors / ecotourism
  - LGBT
- 340 media visits
- 130 press releases, pitches and advertorials
- Guide requests up 10%



**MEET SONOMA COUNTY ARTIST CHRIS BEARDS**

by Satri Pencak  
Published: October 20th, 2014  
[See Satri Pencak's Profile Page](#)

*Insomnia's Garden*, 2011, cut paper and glue on cedar, aluminum, reflective tape dots, acrylic and...

Sonoma County artist Chris Beards creates objects that are layered with many possible interpretations.

His sculptures have a tactile materiality, often using found objects and tend toward the abstract but have a biomorphic quality. Many of his pieces employ the repetition of a shape or color that takes on a different perspective and meaning.

**CONNECT WITH SONOMA COUNTY**


- Best Restaurants in Sonoma County
- 10 Best Highlights
- 5 Things to Do in Santa Rosa
- Best Winter Getaway Itinerary
- Exploring California History in Sonoma
- Visit the Peanuts

**RELATED TRIP IDEAS**  
Find more inspiration for your next trip.

Guide to Current Art Exhibits in Sonoma County  
Inspired local artists present a fabulous variety of...

See brochure below  
Email [visit@sonomacounty.com](mailto:visit@sonomacounty.com) for info

AudioRas Get this and other apps with AudioRas



# Marketing, PR and Partnerships: Results

- Marketing partnerships:
  - American Institute Architects
  - Stern Grove Festival
  - VinoVolo with SCV
- Advertising :
  - Year-round
  - Sneakaway
  - Fall/Winter campaign
  - Rivers

do you speak SONOMA

Summer Fun and River Activities in Sonoma County

sonomawinecountry

Subscribe 269

37,116

+ Add to < Share ... More

**Coasting** v. Strolling, surfing, and staying where the sand meets the sea, the vistas are endless and the experience is a natural wonder.

See the other side of Sonoma Wine Country.

Miles of ocean beaches, ancient redwood forests, gentle rivers. And world-class wineries, too. Just 45 minutes north of San Francisco. Start planning your trip today.

SonomaCounty.com 1-800-576-6662

**SONOMA COUNTY**  
CALIFORNIA

# Marketing, PR and Partnerships: Results

- 2,500+ free web listings
- Journalist handbook
- Trainings – How to work with Travel Media
- Monthly Partner Info Programs
- First-ever sustainable tourism business week



## LEARN ABOUT SUSTAINABLE PRACTICES AT EXCHANGES, NEXT WEEK, JULY 21-25

Businesses throughout Sonoma County are invited to attend a free information exchange during Sustainable Tourism Business Week, July 21-25, at various locations throughout the county.



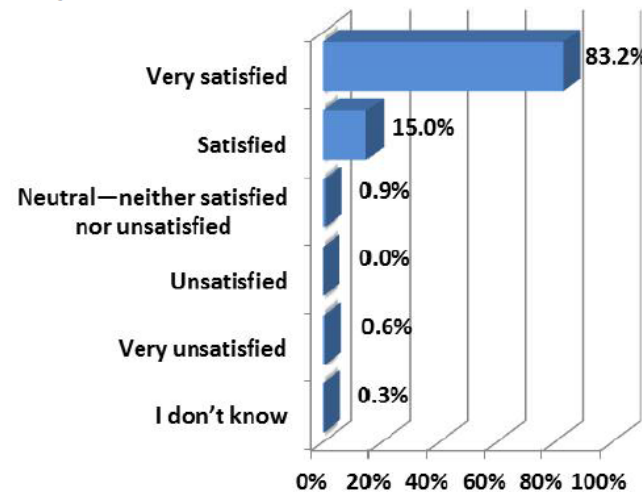


# Marketing, PR and Partnerships: Results

- Intercept surveys
- Partner with EDB:
  - Research
  - Restaurant week
  - ROI on programs
  - Beer, cider, spirits map



Chart 17: Satisfaction with Sonoma County Visitor Experience



# 2015 Plans: Advertising

## Spring Seasonal

### *SneakAway*

- Trip Advisor
- Expedia
- Travelzoo

## Annual

### *Brand Awareness*

- Alaska Air
- Visit CA
- Brand USA

## Fall Seasonal

### *Fall/Winter*

- Airline magazines
- Comcast
- LivingSocial

Total Campaign Reach:  
**@ 90 Million**

# 2015 Plans: Marketing

## SONOMA ARTS & CULTURE

Sonoma County is serious about the arts. Sculpture gardens tucked into hills, intimate performance spaces in quaint small towns and high-end galleries join major performing arts centers like the **Green Music Center** and **Wells Fargo Center for the Arts** in bringing the arts to locals and visitors.

With thousands of artists and more than 120 performing arts companies, it's been said that Sonoma County has more artists per capita than anywhere else in California. Be sure to check out the **Performing Arts** and **Music & Nightlife** sections for other artistic expressions.



The Green Music Center's Weill Hall opens up to a lawn for al fresco music under the stars in Sonoma Wine Country.

### FIND LISTINGS:

[Galleries](#) | [Live Theater](#) | [Museum](#) | [Live Music](#) | [Arts & Culture](#) | [Restaurants](#) | [Hotels, Motels & Lodges](#)

SHARE THIS: [f](#) [t](#) [p](#) [g+](#) [v](#)

### FEAT. UPCOMING EVENTS

See Full Calendar of Events

#### Sonoma International Film Festival

March 25th, 2015

An intimate celebration of unforgettable cinema, world-class food and fine...

[Read More](#)

#### The Establishment of Allensworth: Navigating Jim Crow America

March 26th, 2015

In 1908, the town of Allensworth in California, was established, financed...

[Read More](#)

#### Museum Talk: Citizens Creek, A Novel

March 28th, 2015

New York Times bestselling author of the Oprah Book Club Pick Cane River,...

[Read More](#)

### SONOMA INSIDERS

Sonoma County Blog



#### Experience the Art of Gastronomy in Healdsburg

Celebrate food, glorious food with all of your senses at the Art of...

[Read More](#)



#### Meet Sonoma County Artist Rik Olson

When you step into Rik Olson's studio, just outside...

- Create demand in established markets / support sales team
- Begin overhaul of website
- Create new campaign to replace "Speak Sonoma"

# 2015 Plans: Public Relations



Birgitt Vaughan at travel journalist event  
in Los Angeles

- Media visits – go there or bring them here
- Pitches: complement content strategy
- Shared agency with Trio
- Increase partner participation with travel media

# 2015 Plans: Marketing Partnerships

- Trio : “Sonoma in the City” for exposure and opt-ins
- Events: exposure and opt-ins



Sonoma in the City brings  
Sonoma County to cities across the US

# 2015 Plans: Promote tourism industry

- Certified Tourism Ambassador program
- Consistent, regular messaging to public and media
- Show the real people behind Sonoma County's tourism industry ...



**SONOMA**  
COUNTY  
**TOURISM**

**Ana Keller**  
**Keller Estate Winery**

A dozen chickens, three sons, two dogs, a husband and a winery.



**SONOMA  
COUNTY  
TOURISM**



**Carol and Tony Anello  
Spud Point Crab Company  
Welcoming visitors to the coast**



**SONOMA  
COUNTY  
TOURISM**



**Transcendence Theater Company**  
**Sonoma Valley**  
The actors at the writer's house





**We  
Are  
Sonoma  
County.**



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 31  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Commissioners

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sonoma County Community Development Commission

**Staff Name and Phone Number:**

John D. Haig, Jr. – 565-7508

**Supervisorial District(s):**

5

**Title:** Lease Extension for Dollar Tree Stores Inc. At 665 Sebastopol Road, Santa Rosa.

### **Recommended Actions:**

Approve and authorize the Executive Director of the Sonoma County Community Development Commission to execute a lease extension with Dollar Tree Stores, Inc. for partial occupancy of the building located at 665 Sebastopol Road for a period of 24 months, commencing May 5, 2015.

### **Executive Summary:**

Approval of this agenda item will authorize the Executive Director of the Sonoma County Community Development Commission (CDC) to execute the attached two-year lease extension for a reduced portion of the building located at the CDC property located at 665 Sebastopol Rd., Santa Rosa, to the current occupant, Dollar Tree Stores Inc. (DTS), so that it can continue to operate a retail business at that location while the CDC continues planning for redevelopment of the Roseland Neighborhood Center.

### Background

In March 2011, the CDC, in its capacity as the Sonoma County Community Redevelopment Agency (RDA), acquired the Roseland Village property located at 665 Sebastopol Road with plans to complete required environmental remediation and redevelop the site as a pedestrian-oriented, mixed-use neighborhood center, as envisioned in the 2007 Sebastopol Road Urban Vision Plan. As approved by the Board of Commissioners and Board of Supervisors, the CDC (for the RDA) entered into an Agreement with the County General Services Department (GSD) to provide \$6.92 million of Roseland Redevelopment Project funds for environmental remediation and the planned public improvements on the site.

On February 1, 2012, pursuant to the enactment of ABx1 26 (the Redevelopment Dissolution Act), the RDA was dissolved, a Successor Agency was designated to conduct any remaining business of the RDA, and an Oversight Board was established to supervise the unwinding of the RDA's assets and obligations. As a part of the Redevelopment dissolution process, the Oversight Board approved the classification of this property as a Housing Asset, and approved listing the property on the required Housing Asset list.

The State of California Department of Finance approved the classification of the property as a Housing Asset, not subject to liquidation under the Redevelopment Dissolution processes, based on the purchase of the property using RDA Low and Moderate Income Housing Asset Funds (LMIHAF).

Also pursuant to the Dissolution Act, all agreements entered into between the RDA and the County were invalidated, including the Roseland Village Agreement. However, on March 26, 2012, the Oversight Board authorized the Successor Agency to re-enter into this Agreement as permitted under the Dissolution Act for the benefit of the taxing entities in the former Redevelopment Project Areas. The State Department of Finance (DOF) challenged the validity of the re-entered agreement, and through ensuing litigation filed by CDC, the validity of the agreement was upheld by the State Appellate Court. DOF recently asked the State Supreme Court to review the decision. Your Board has approved the use of Reinvestment and Revitalization (R&R) funding to provide the required cash flow to continue work on the project pending final resolution of the litigation.

#### Proposed Lease Extension

The CDC took possession of the property subject to a lease agreement in favor of Dollar Tree Stores (DTS), which has been renting the retail building located on the property, itself or through predecessors in interest, for 40 years. DTS has been operating its retail store in approximately one-half of the area contained in the building, and subletting the other space to Furniture 2000 and other entities. DTS approached the CDC to negotiate an extension of their current lease term, which is the last extension of the base lease executed in 1975. DTS was interested in a new long-term lease of the property, which is inconsistent with Board direction and long-standing plans regarding the demolition of the leased premises and the redevelopment of the site. Staff instead negotiated a potential short-term lease of the portion of the premises now occupied by DTS, and terminating tenancy of the portion of the building now under sublease to other tenants. The proposed lease extension allows DTS to continue operating the retail store, provides CDC with continued flow of income to manage the property, makes indoor space available for interim community uses, and allows for the continuation of development activities on the remainder of the property, which would otherwise be hampered with a long-term tenant in the building.

Staff reviewed the existing terms of the lease, retained a professional real estate consultant to assist in lease extension negotiations, and worked in concert with GSD Real Estate Division to determine a fair market approach to a short-term extension of the lease for approximately one-half of the retail building (17,384 s.f.) at an increased, market-rate. This negotiation resulted in a rental rate that will maintain the revenue level received for the entire building under the previous lease, allowing the repurposing of more than 16,000 s.f. of the building for public uses, in conformity with your Board's direction on March 3, 2015.

California Redevelopment Law (CRL), which still applies to housing assets purchased using LMIHAF, requires that your Board hold a public hearing prior to the sale or lease of any asset purchased using these funds. CRL Section 33431 requires notice of the hearing to be published at least once a week for two weeks, prior to the hearing. The required notices have been published in The Press Democrat and your Board may now hold the required public hearing to consider approval of the on-file Lease Extension Agreement. Upon Board approval, the Executive Director of the CDC will execute the Lease extension agreement.

**Prior Board Actions:**

- 03/03/15 – Approved the use of R&R project funding for interim public uses of the Roseland Village Shopping Center as a part of the Roseland Village Neighborhood Center Project.
- 06/17/14 – Approved the Resolution for the award of the Demolition and Remediation Project to Jakela, Inc. in the amount of \$459,799 with minor Contract modifications limited to \$50,000.
- 04/08/14 – Approved the Resolution for the Notice Inviting Bids and the plans and specifications for the demolition and remediation for the former bowling alley, and authorizing the filing of a Notice of Determination and a Notice of Exemption.
- 09/24/13 – Approved \$1,170,250 Environmental Remediation Contract for the Roseland Village Project.
- 09/24/13 – Approved \$2,690,000 Interagency Agreement between GSD and CDC for the Roseland Village Project.
- 06/10/13 – (Board of Supervisors) Adopted the FY 2013-14 Budget which includes funds for R&R program.
- 05/14/13 – (Board of Supervisors) Approved the concept of R&R funding and of the Roseland Village mixed use project as a priority project
- 01/18/11 – Approved \$6.92 million Public Improvements Agreement for the Roseland Redevelopment Project.
- 07/13/10 – Approved acquisition of the Roseland Village Shopping Center.
- 06/05/07 – (Board of Supervisors) Approved Sebastopol Road Urban Vision Plan.

**Strategic Plan Alignment**      Goal 4: Civic Services and Engagement

Lease of the building will allow funding for on-going property management and maintenance, allowing public use of the property, as well as the repurposing of interior space for community uses.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

None. As owner of the Roseland Village Shopping Center, the CDC is obligated to manage and maintain the property using any available funds. Use of rental income from the proposed DTS lease extension will allow the CDC to avoid using any other LMIHAF revenues that may be received and used for homelessness prevention, rapid rehousing, affordable housing development and preservation, or related administrative activities.

<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None.			
<b>Attachments:</b>			
None.			
<b>Related Items “On File” with the Clerk of the Board:</b>			
Lease Extension Agreement			



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 32  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Directors, Sonoma Valley County Sanitation District

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 2/3 - SVCSD

**Department or Agency Name(s):** Sonoma Valley County Sanitation District

**Staff Name and Phone Number:**

Kevin Campbell 547-1921

**Supervisorial District(s):**

First

**Title:** 5th Street East Recycled Water Pipeline Project

### **Recommended Actions:**

1. Adopt a resolution determining that the acquisition of real property for the Sonoma Valley County Sanitation District 5th Street East Recycled Water Pipeline Project (Project) from portions of Assessor's Parcel Numbers 128-151-010, 018-421-002 and 023-030-001, and a portion of Watmaugh Road, 5th Street East, Denmark Street are necessary.
2. Authorize acquisition and condemnation of real property rights necessary for public purposes identified as the Sonoma Valley Unified School District for portions of Assessor's Parcel Number 018-421-002 and 023-030-001, Michael D. Kiser and Mercedes Marie Kiser, Trustees of the Michael David Kiser and Mercedes Marie Kiser Revocable Trust for portions of Assessor's Parcel Number 128-151-010, and unknown owner for portions of Watmaugh Road, 5th Street East, and Denmark Street.
3. Authorize and Direct County Counsel and the General Manager to take all steps necessary to obtain said real property rights in connection with the construction, maintenance, and continued operation of the Project, including such steps which may be required to acquire the real property interests required for the Project through the exercise of eminent domain if necessary.

### **Executive Summary:**

This item will allow the Sonoma Valley County Sanitation District (District) to proceed with acquiring the necessary property rights needed for construction of the Project.

### **HISTORY OF ITEM/BACKGROUND:**

The District operates a recycled water distribution system that transports tertiary treated recycled water produced at the District's Sonoma Valley Treatment Plant to local property owners for permitted uses on their property. Many local vineyard properties within the Sonoma Valley use recycled water produced by the District as an alternative to groundwater. Use of recycled water for agricultural irrigation has the benefit of lessening the pumping of groundwater within the Sonoma Valley while also decreasing the amount of recycled water the District must store for permitted discharge into San Pablo Bay. The District established a goal of discharging no recycled water into San Pablo Bay and having all of



the recycled water used instead for other beneficial uses like agricultural irrigation. District staff is negotiating with the Sonoma Valley Unified School District (School District) to provide recycled water for use on their properties.

In order to provide recycled water to the School District and adjoining properties along the 5<sup>th</sup> Street East and Denmark Street route, a pipeline is required to connect the District's existing recycled water main to an agreed upon point of connection located on the District Property at the westerly end of Denmark Street. Several pipeline routes were identified during the preliminary planning phases and were evaluated for environmental and engineering considerations. After evaluating each of the potential routes, the current route, located primarily within county and city roads and streets, was selected because it had the least engineering constraints, environmental impacts, and impacts to private property owners. In addition to the 5<sup>th</sup> Street East alignment, alternative pipeline routes along Broadway were evaluated. The 5<sup>th</sup> Street East pipeline alignment was determined to be the best route in that it minimizes impacts to aging infrastructure in Broadway while also providing greater access to potential agricultural recycled water users along 5<sup>th</sup> Street East.

**ACQUISITION OF PROPERTY RIGHTS REQUIRED FOR THE PROJECT:**

The majority of the Project will take place within publicly owned streets; however, there are three areas within the project that are privately owned properties. One area is located in a portion of Denmark Street that is owned by Michael and Mercedes Kiser (APN 128-151-010). Another area is located at the end of Denmark Street that is owned by Sonoma Valley Unified School District (APN 018-421-002 and 023-030-001). The easement areas to be acquired by the District are located entirely within the existing improved portions of Denmark Street, Watmaugh Road, and 5<sup>th</sup> Street East, excepting the easement area to be acquired from the School District, which is a 463 square foot easement located on School District property at the end of Denmark Street. In addition to the above outlined properties the Project will take place on portions of Watmaugh Road, 5<sup>th</sup> Street East, and Denmark Street with unknown ownership, title to the underlying land at these portions of the streets are indeterminate.

The District has been unable to identify and locate the owner(s) of the underlying land title of portions of Watmaugh Road, 5<sup>th</sup> Street East and Denmark Street. The Code of Civil Procedure provides that a Resolution of Necessity can be adopted if a finding is made that the Government Code offer has not been made because the owner cannot be located with reasonable diligence. To provide any owner with a potential interest in the property the ability to be heard at the public hearing for the Resolution of Necessity, the District had the date and time of the hearing posted in the local newspaper and also posted notice of the date and time of the hearing at the Project site. The Staff of the Water Agency has valued the Just Compensation for this acquisition at \$100.

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE:**

The Sonoma County Water Agency, as the Lead Agency pursuant to the California Environmental Quality Act, on behalf of the District, prepared an Environmental Impact Report for the Project (On File with the Clerk) which disclosed the potential environmental impacts of the Project. On December 13, 2006 the Board of Directors of the District certified the Environmental Impact Report and made certain finding in connection therewith.

The District, as the lead CEQA Agency, prepared an Environmental Impact Report for the Sonoma Valley

Recycled Water Project which included the 5<sup>th</sup> Street East Recycled Water Project, and which disclosed the potential environmental impacts of the Project. On December 13, 2006 the Board of Directors of the District certified the Environmental Impact Report and made certain finding in connection therewith. During design of the Project, a portion of pipeline to be located within Denmark Street was added to the Project that was not documenting that the certified Environmental Impact Report. Agency staff has prepared an Addendum to the Final EIR documenting that the additional pipeline route is not a substantial change in the Sonoma Valley Recycled Water Project that would require major revisions to the EIR prepared for the Project due to the involvement of new significant effects or a substantial increase in the severity of previously identified significant effects, nor does new information of substantial importance exist which shows new or more severe significant effects or new or different mitigation measures or alternatives.

The Project has been reviewed by the Permit and Resource Management Department of the County of Sonoma and has been determined to be consistent with §65402 of Government Code with regard to the General Plan.

The public interest and necessity require the proposed Project because the Project is necessary to comply with the Water Agency's obligations in connection with providing recycled water to the Sonoma Valley Unified School District and the District's goal of beneficial use of recycled water for agricultural uses to help eliminate discharge of recycled water into San Pablo Bay. Accordingly, it is necessary to obtain the property through the process of eminent domain. Adoption of the Resolution of Necessity enables District staff and County Counsel to proceed with the condemnation process to acquire the necessary property rights to construct the Project. If the Resolution of Necessity is adopted, District staff will continue to negotiate with the Owners. If those negotiations are unsuccessful, the matter would be referred to County Counsel for applicable legal action.

In order to acquire the Property by eminent domain, the Board must now hold a hearing and adopt a Resolution of Necessity, which includes the following:

1. A description of the property location and the use for which the property is to be taken.
2. A finding that an offer has been made to the owners of record in accordance with law.
3. A finding that public interest and necessity require the project.
4. A finding that the project is planned in a manner which is most compatible with the greatest public good and least private injury.
5. A finding that the property is required for the project.

District staff recommends that the Board of Directors make the following actions:

1. Adopt a resolution determining that the acquisition of real property for the 5<sup>th</sup> Street East Recycled Water Pipeline Project form portions of Assessor's Parcel Numbers 128-151-010, 018-421-002 and 023-030-001, a portion of Watmaugh Road, 5<sup>th</sup> Street East, Denmark Street are necessary.
2. Authorize acquisition and condemnation of real property rights necessary for public purposes identified as the Sonoma Valley Unified School District for portions of Assessor's Parcel Number 018-421-002 and 023-030-001, Michael D. Kiser and Mercedes Marie Kiser, Trustees of the Michael David Kiser and Mercedes Marie Kiser Revocable Trust for portions of Assessor's Parcel Number 128-151-010, and unknown owner for portions of Watmaugh Road, 5<sup>th</sup> Street East, and Denmark Street.
3. Authorize and Direct County Counsel and the General Manager to take all necessary steps in order to

obtain said real property rights in connection with the construction, maintenance, and continued operation of the operation of the Project, including such steps which may be required to acquire the real property interests for the Project through the exercise of eminent domain.

**Prior Board Actions:**

10/21/2014: Concurrent Agenda Item Number 13 authorizing execution of Local Project Sponsor Agreement with Association of Bay Area Governments for the receipt of Proposition 84 grant funds and authorization for Water Agency staff to negotiate acquisition of easements for 5<sup>th</sup> Street East Recycled Water Pipeline Project.

04/22/2014: Concurrent Resolution No. 14-0155 determining that adoption of the 2013 Bay Area Integrated Regional Water Management Plan (2013 Plan) will not have a significant adverse effect on the environment; adopting the 2013 Plan; and authorizing the Water Agency General Manager to file a Notice of Exemption.

12/13/2006: Resolution No. 06-1093 Adopting the Bay Area Integrated Regional Water Management Plan, determining that the Bay Area Integrated Regional Water Management will not have a significant adverse effect on the environment, and authorizing the General Manager/Chief Engineer to file a Notice of Exemption.

**Strategic Plan Alignment**      Goal 3: Invest in the Future

This item supports the county goal of Invest in the Future by providing a reliable water supply for agriculture and urban needs in Sonoma County while offsetting potable water use.

Water Agency Sanitation Goals and Strategies, Goal 2: Provide adequate rate-based revenues, while pursuing new income and cost-cutting opportunities.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 2,100	Water Agency Gen Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 2,100
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 2,100</b>	<b>Total Sources</b>	<b>\$ 2,100</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The item was budgeted in the 2014-2015 fiscal year. The appropriations were budgeted in the Sonoma Valley County Sanitation District Construction Fund.

<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
<b>Attachments:</b>			
Resolution with Attachment A Exhibit A-1			
<b>Related Items “On File” with the Clerk of the Board:</b>			
Sonoma Valley Recycled Water Project Environmental Impact Report Easement Deeds			

pa\\S:\Agenda\ROW\2015\05-12-2015 WA 5th Street Recycled Water Pipeline\_summ.docm

ROW/Fifth Street East Recycled Water Pipeline/Kiser, Michael and Mercedes/71-712-4/File ID 5108

**Resolution No.**

**County of Sonoma  
Santa Rosa, CA 95403**

**Date: 5/12/2015**

**Resolution Of The Board Of Directors Of The Sonoma Valley County Sanitation District, A Body Corporate And Politic, Determining That Acquisition Of Real Property For The Sonoma Valley County Sanitation District 5<sup>th</sup> Street East Recycled Water Pipeline Project (Project) Are Necessary For Public Purposes That The Sonoma Valley County Sanitation District Serves; Authorizing Acquisition Of Real Property Rights As Required For The Project, Encumbering Real Property Situated In The County Of Sonoma, California Identified As Follows: Sonoma Valley Unified School District, Assessor's Parcel Number 018-421-002 And 023-030-001, Michael D. Kiser And Mercedes Marie Kiser, Trustees Of The Michael David Kiser And Mercedes Marie Kiser Revocable Trust, Assessor's Parcel Number 128-151-010, And A Portion Of Watmaugh Road, 5<sup>th</sup> Street East, And Denmark Steet, For Public Purposes For Construction Of The Sonoma Valley County Sanitation District 5<sup>th</sup> Street East Recycled Water Pipeline Project, Authorizing And Directing County Counsel And The General Manager To Take All Necessary Steps To Obtain Said Real Property Rights In Connection With The Construction, Maintenance, And Continued Operation Of The Project, Including Such Steps Which May Be Required To Acquire The Real Property Interests Required For The Project Through The Exercise Of Eminent Domain If Necessary (2/3 Vote Required).  
(First District)**

**Whereas**, the Sonoma Valley County Sanitation District (District) intends to construct the Sonoma Valley County Sanitation District 5<sup>th</sup> Street East Recycled Water Pipeline Project (Project) and, in connection therewith, acquire interests in certain real property; and

**Whereas**, the Project is for a public use that is a function of the District; and

**Whereas**, District is authorized to acquire the parcel(s) described in Attachment A herein and to exercise the power of eminent domain for the public use set forth herein in accordance with the California Constitution and the California Eminent Domain Law, Code of Civil Procedure section 1230.010 et seq. and pursuant to Stats. 1949, Chapter 994, section 3(f), as amended (West's Ann. Water Code Appendix 53-3(f)); and

**Whereas**, on April 3, 2015, Notice of Hearing on the Intent of the Board of Directors of the Sonoma Valley County Sanitation District to Adopt a Resolution of Necessity for acquisition by eminent domain of the real property described in Attachment A was published in the local newspaper because the owner(s) are not known. Said Notice of Hearing advised any persons with a claim to McGill Road of their right to be heard on the matters referred to therein on the

at the time and place stated therein; and

**Whereas**, on April 3, 2015, Notice of Hearing on the Intent of the Board of Directors of the Sonoma Valley County Sanitation District to Adopt a Resolution of Necessity for acquisition by eminent domain of the real property described in Attachment A was posted at Watmaugh Road, 5<sup>th</sup> Street East, and Denmark Street. Said Notice of Hearing advised any persons with a claim to portions of Watmaugh Road, 5<sup>th</sup> Street East, and Denmark Street of their right to be heard on the matters referred to therein on the date and at the time and place stated therein; and

**Whereas**, the hearing set out in said Notice of Hearing was held on May 12, 2015 at the time and place stated therein, and all interested parties were given an opportunity to be heard, and the hearing was closed; and

**Whereas**, the District has prepared an Environmental Impact Report that includes the Project which concludes that the Project would not have an adverse impact on the environment; and

**Whereas**, the District has filed a Notice of Determination for the Project in accordance with the California Environmental Quality Act, the state California Environmental Quality Act Guidelines, and the District's procedures for implementation of California Environmental Quality Act.

**Now, Therefore, Be It Resolved** based on the evidence presented at the hearing, the Board finds, determines, declares, and resolves as follows:

1. The foregoing recitals are true and correct.
2. The public interest and necessity require the proposed Project.
3. The proposed Project is planned or located in the manner that will be most compatible with the greatest public good and the least private injury.
4. The property described herein in Attachment A is necessary for the proposed Project.
5. The acquisition, construction, and completion by the District of the Project and the use of the properties described in this resolution are a public use authorized by law.
6. The offer required by section 7267.2 of the Government Code, together with the accompanying statement of and summary of the basis for the amount established as just compensation, was made to the owner or owners of record, which offer and accompanying statement/summary were in a form and contained all of the factual disclosures provided by Government Code section 7267.2.
7. All conditions and statutory requirements necessary to exercise the power of eminent domain ("the right to take") to acquire the property described herein have been complied with by the District.
8. The District has fully complied with all provisions of the California

Environmental Quality Act for the Project.

9. County Counsel and the General Manager are hereby authorized and directed:
  - a. To acquire in the name of the District, by condemnation, the property described in Attachment A, attached hereto and incorporated by this reference, in accordance with the California Constitution and the California Eminent Domain Law, Code of Civil Procedure, Section 1230.010 et seq., and pursuant to Stats. 1949, Chapter 994, section 3(f), as amended (West's Ann. Water Code Appendix §53-3(f)).
  - b. To acquire the property (permanent easement and temporary construction easement) as described in Attachment A herein.
  - c. To prepare or have prepared and to prosecute or retain counsel to prosecute in the name of the District such proceedings in the property court as are necessary for such acquisition.
  - d. To deposit the probable amount of compensation, based upon an appraisal, and to apply to said court for an order permitting the District to take immediate possession and use of said property for public uses and purposes.
  - e. To employ at rates of compensation standard in this area such appraisers, engineers, and other expert witnesses as they deem necessary to the preparation for trial, and to take all other actions necessary and appropriate to acquire the property.
  - f. Should the General Manager of the Sonoma Valley County Sanitation District determine that construction of the Project necessitates the taking of possession of the property described in Attachment A prior to final determination of the suit or suits authorized, to make application to the court for an order authorizing District to take immediate possession of and to sue the property sought to be condemned; and that the District deposit probable just compensation with said court in such manner as the law may direct out of proper funds held by or provided to District.
10. Should funds necessary for any of the foregoing be payable from money on hand with the Treasurer of Sonoma County, the Auditor and Treasurer of Sonoma County are hereby authorized to issue and honor warrants for payments as necessary.

**Directors:**

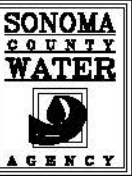
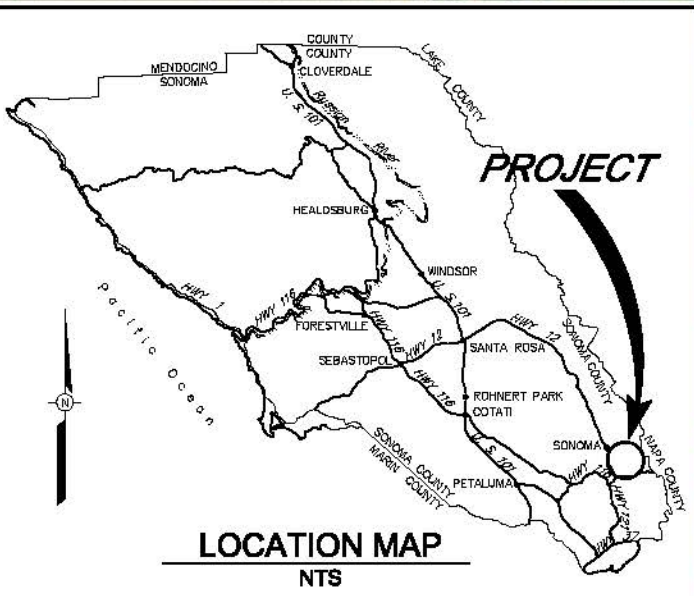
Cook:	Carrillo:	Gorin:	
Ayes:	Noes:	Absent:	Abstain:

**So Ordered.**

T:\SANITATION\SONOMA VALLEY\_CSD\RECYCLED WATER\7655\_STHSEAST\_RECYCLED\7655\_ESA\_MAP.DWG



SCALE: 1" = 800'



**SONOMA VALLEY COUNTY SANITATION DISTRICT  
RECYCLED WATER PIPELINE  
5th ST EAST/DENMARK ST**

**EXHIBIT  
A-1**



# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

## Resolution of Necessity Hearing



# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

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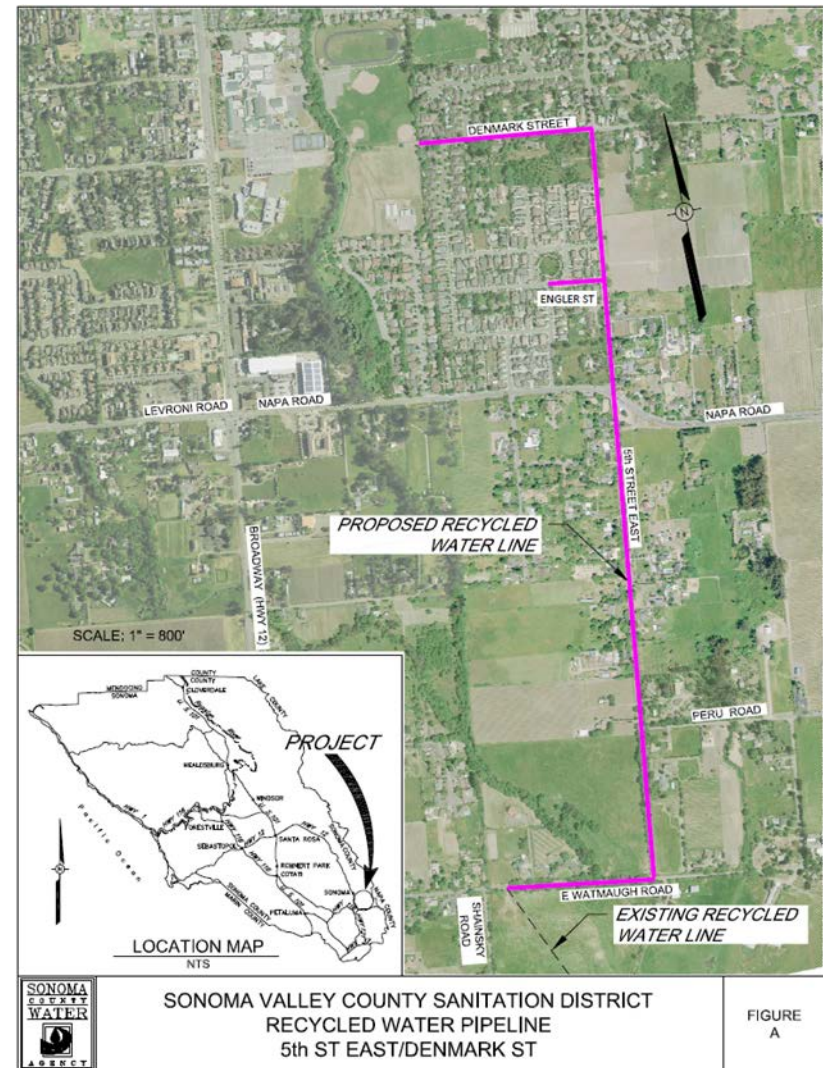
- Presenters:
  - Kent Gylfe  
Principal Engineer
  - Kevin Campbell  
Supervising Right of Way Agent
  - Adam Brand  
Deputy County Counsel

# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

Connects with Existing pipeline at Watmaugh Rd

Terminates at end of Denmark St

Planned service at nearby schools, park, vineyards, pastures and other users

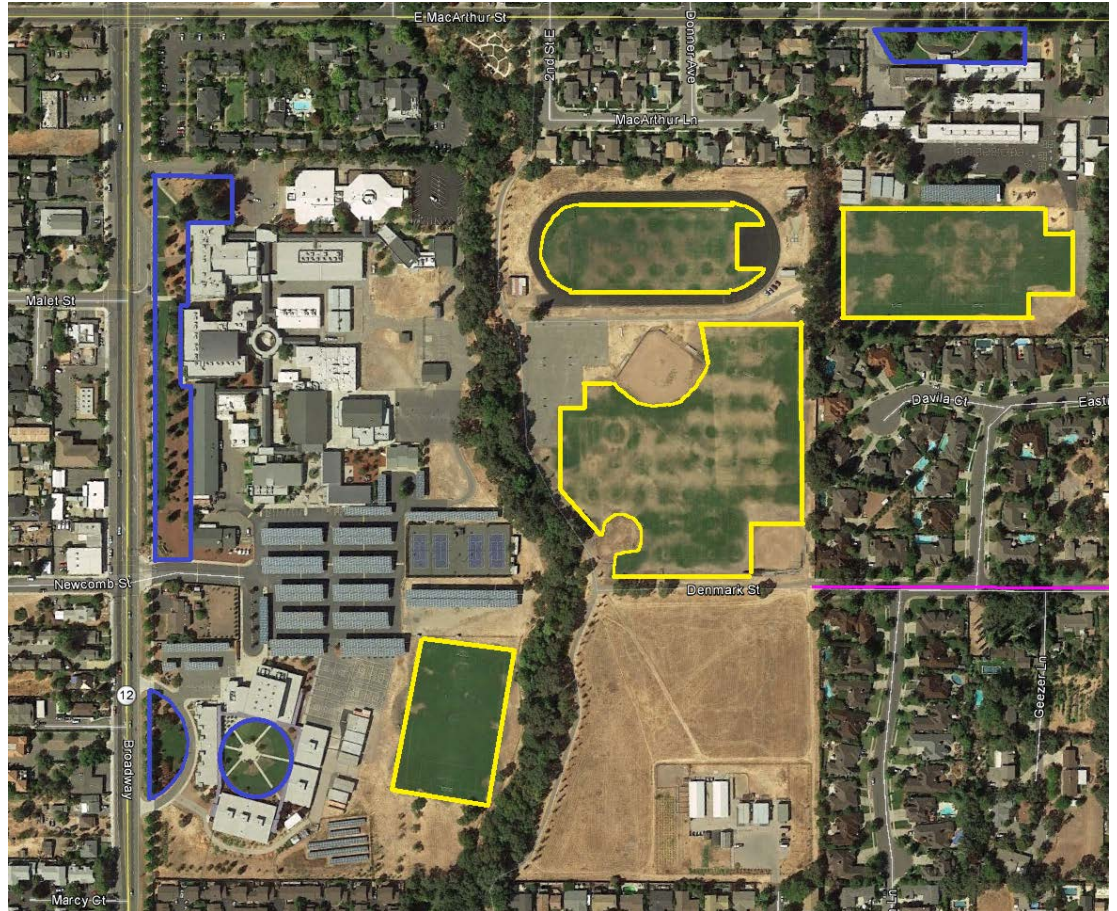


# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

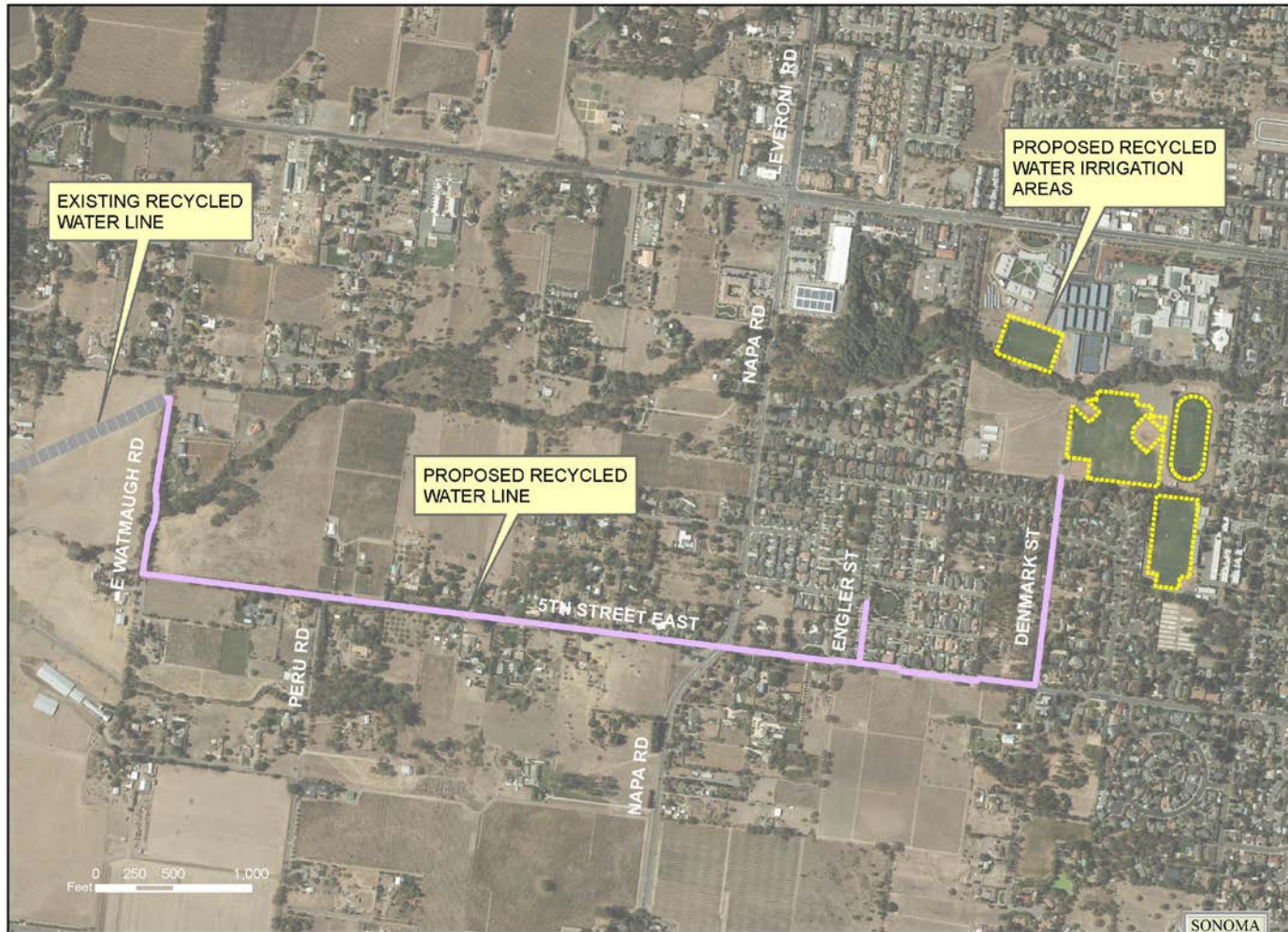
Athletic Fields:  
12 Acres

Annual Water Use:  
47 Acre-Feet

Additional Areas



# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project



## SVCSD Recycled Water Pipeline 5th Street East/Denmark Street

**DISCLAIMER**  
This map document and associated data are distributed for informational purposes only "AS-IS" at the published scale and provided without warranty of any kind expressed or implied. The positional accuracy of the data is approximate and not intended to represent survey map accuracy. The Sonoma County Water Agency assumes no responsibility arising from use of this information.



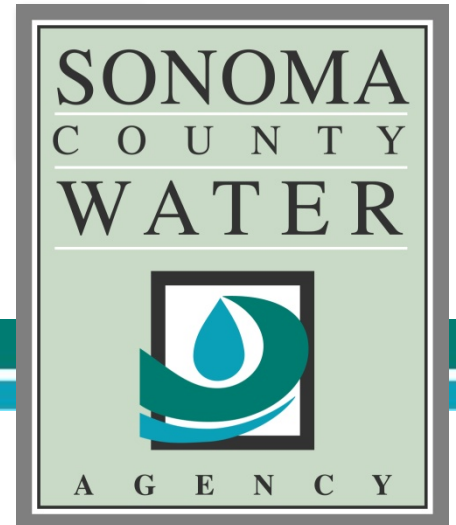
# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

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- Project requires easements from 2 known property owners for the project and from unknown owners for portions of Watmaugh Road, 5<sup>th</sup> Street East, and Denmark Street
- Staff has reached agreement with Mr. and Mrs. Kiser whose agreement requires consent/subordination from their Lender
- Staff will continue to work diligently with the School District and expects reaching agreement for this very important Project

# Sonoma Valley County Sanitation District - 5<sup>th</sup> Street East Recycled Water Pipeline Project

## Resolution of Necessity Hearing





## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 33  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Permit and Resource Management Department

**Staff Name and Phone Number:**

Jennifer Faso 565-1683

**Supervisorial District(s):**

Fifth

**Title:** Zone Change: Mike Meyer, ZCE14-0010

### **Recommended Actions:**

Adopt an Ordinance approving a Zone Change to remove the Z (Second Dwelling Unit Exclusion) combining district on a 7.0 acre parcel located at 420 Wilson Road, Sebastopol; APN 077-140-006.

### **Executive Summary:**

The proposed project is a request for a Zone Change to remove the Z (Second Dwelling Unit Exclusion) combining district on a 7.0 acre parcel. On March 5, 2015, the Planning Commission, with a 5-0 vote, recommended that the Board of Supervisors approve the request by the applicant Rene de Monchy of Homeworks, on behalf of the property owner Mike Meyer, for a Zone Change as described below.

#### Location and Zoning:

The subject 7.0 acre parcel is located at 420 Wilson Road, Sebastopol, approximately a mile from Highway 12, in the West Sebastopol area. The site is developed with an apple orchard, single family dwelling, detached garage and related accessory structures. The base zoning is DA (Diverse Agriculture), 20 acre density district, and current combining zones include Z (Second Dwelling Unit Exclusion) and SR (Scenic Resource). The parcel is not under a Land Conservation Act Contract.

#### Background:

The subject property received the DA (Diverse Agriculture) Z (Second Dwelling Unit Exclusion) combining designation in 1990 during the implementation of the 1989 General Plan because the parcel was zoned AE (Agriculture Exclusive) at that time. Second dwelling units are typically allowed in the Diverse Agriculture zoning district under the following circumstances: there is not a Z overlay district; the parcel is not under a Land Conservation Act Contract; the parcel is at least two acres in size in areas served by well and septic systems; and the request meets all the Second Unit Zoning Code standards.

The parcel is 7.0 acres in size and not large enough to be placed under a Land Conservation Act Contract, even though approximately 6.5 acres is planted with an apple orchard.



## ISSUES DISCUSSED AT THE PLANNING COMMISSION PUBLIC HEARING

### Issue #1:      General Plan Consistency

General Plan Housing Element Policy HE-3c includes a program to remove qualifying parcels when they are between two and ten acres in size. Policy HE-3c states:

*Review "Z" (Second Dwelling Unit Exclusion) Combining District restrictions on agricultural parcels of less than 10 acres county-wide, and consider removing the restrictions where appropriate.*

The Board of Supervisors adopted this policy and program, but directed staff to continue to implement it on a case-by-case basis. The subject parcel is zoned DA (Diverse Agriculture) . Allowing the Z combining district to be removed and the possible construction of a second dwelling unit is consistent with Policy HE-3c as an opportunity to provide affordable housing on the site.

### Issue #2:      Zoning Consistency

Application and removal of the Z combining district will conform to the Sonoma County Zoning Ordinance. Section 26-76-005 states the following reasons for applying the Z (Second Dwelling Unit Exclusion) combining district:

*The purpose of this district is to provide for the exclusion of second dwelling units in the following areas:*

- a) Areas where there is an inadequate supply of water for drinking or firefighting purposes,*
- b) Areas where there are inadequate sewer services or danger of groundwater contamination,*
- c) Areas where the addition of second units would contribute to existing traffic hazards or increase the burden on heavily impacted streets, roads, or highways, and*
- d) Areas where, because of topography, access, or vegetation, there is a significant fire hazard (Ord. No. 4643, 1993).*

The above reasons do not appear to apply to the project site based on the following:

#### Water Supply:

Groundwater availability maps show that the subject property is located in a Groundwater Availability Area 2 (major natural recharge area). Thus the Z (Second Dwelling Unit Exclusion) combining district would not be necessary due to the lack of water availability.

#### Wastewater Disposal:

A standard septic system for four bedrooms was installed and finalized by the County in 2004. The main house has two bedrooms and the proposed second dwelling unit would have one bedroom therefore based on the septic system's capacity for four bedrooms the addition of a one bedroom second dwelling unit would be supported by the current system. Therefore, there does not appear to be justification for the Z (Second Dwelling Unit Exclusion) combining designation being retained due to inadequate septic

services.

**Traffic Hazards:**

The project site is located on Wilson Road which is a dead-end street in a lightly populated area and there are no existing traffic hazards. The addition of a second dwelling unit to this site would not significantly increase the burden on streets, roads, or highways in the area as they are all operating acceptably and are not projected to become impacted in the foreseeable future.

**Fire Hazards:**

The General Plan Safety Element includes Figure PS-1g, Wildland Fire Hazard Areas, which shows that the subject property is not located in an area prone to wildfires. Therefore, there does not appear to be justification for the Z (Second Dwelling Unit Exclusion) combining designation being retained due to fire hazards.

**Issue #3:      Spot Zoning**

The County of Sonoma has attempted to implement a comprehensive land use plan through its Zoning Ordinance. Spot zoning, the designation of a specific parcel as one type of zoning that is different from the zoning of the parcels that surrounds it, is generally considered undesirable. The subject property was compared to adjoining properties to determine the overall pattern of zoning designations. The adjacent parcels to the north, south and east are zoned DA (Diverse Agriculture) with the Z overlay zone. The adjacent parcel to the west is also zoned DA (Diverse Agriculture) but does not have a Z overlay zone.

The project is in the vicinity of properties zoned DA (Diverse Agriculture), with and without the Z overlay. Therefore, it does not appear to be spot zoning to remove the Z overlay zone on this parcel. The request is consistent with the Board of Supervisors' direction to process such requests on a case by case basis.

The Board is requested to conduct a public hearing on the proposed Zone Change and consider the Planning Commission recommendation. At the conclusion of the hearing your Board may find the proposed project Categorical Exempt for California Environmental Quality Act (CEQA) purposes and approve the Zone Change as recommended by staff and the Planning Commission.

**Prior Board Actions:**

None.

**Strategic Plan Alignment      Goal 1: Safe, Healthy, and Caring Community**

By removing the Z (Second Dwelling Unit Exclusion) designation on this parcel, a Second Dwelling Unit would be allowed by the Zoning Ordinance on the parcel. Second Dwelling Units, merely based on the size limitations in the Zoning Ordinance, have proven to provide more affordable rents to lower income households.

**Fiscal Summary - FY 14-15**

<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

This project is "At-Cost" and the applicant pays all PRMD processing fees.

**Staffing Impacts**

<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

None.

**Attachments:**

- EXHIBIT A: Draft Ordinance and Sectional District Map
- EXHIBIT C: Planning Commission Resolution No. 15-003
- EXHIBIT C: Planning Commission Minutes dated March 5, 2015
- EXHIBIT D: Planning Commission Staff Report dated March 5, 2015

**Related Items "On File" with the Clerk of the Board:**

None.

## ORDINANCE NO.

AN ORDINANCE OF THE BOARD OF SUPERVISORS, COUNTY OF SONOMA, STATE OF CALIFORNIA, AMENDING THE OFFICIAL ZONING DATABASE OF THE COUNTY OF SONOMA, ADOPTED BY REFERENCE BY SECTION 26-02-110 OF THE SONOMA COUNTY CODE, BY RECLASSIFYING CERTAIN REAL PROPERTY FROM DA (DIVERSE AGRICULTURE), B6-20 ACRE DENSITY, Z (SECOND DWELLING UNIT EXCLUSION), SR (SCENIC RESOURCES), DISTRICT(S) TO THE DA (DIVERSE AGRICULTURE), B6-20 ACRE DENSITY, SR (SCENIC RESOURCES) DISTRICT FOR A 7.0 ACRE PARCEL LOCATED AT 240 WILSON ROAD, SEBASTOPOL, APN 077-140-006.

The Board of Supervisors of the County of Sonoma, State of California, ordains as follows:

SECTION I: The Official Zoning Database (OZD) of the County, adopted by reference by Section 26-02-110 of the Sonoma County Code, is amended by reclassifying the following real property from the DA (Diverse Agriculture), B6-20 acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resources), District(s) to the DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources), for a 7.0 acre parcel, located on Wilson Road, approximately a mile from Highway 12, in the West Sebastopol area, also known as 240 Wilson Road, Sebastopol, APN 077-140-006. File No. ZCE14-0010. The Director of the Permit and Resource Management Department is directed to reflect this amendment to the OZD of the County as shown on Sectional District Map No. \_\_\_\_\_.

SECTION II: The Proposed Project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the State CEQA guidelines.

SECTION III: If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be unconstitutional and invalid, such decision shall not affect the validity of the remaining portion of this Ordinance. The Board of Supervisors hereby declares that it would have passed this Ordinance and every section, subsection, sentence, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared unconstitutional or invalid.

SECTION IV: This Ordinance shall be and the same is hereby declared to be in full force and effect from and after thirty (30) days after the date of its passage and shall be published once before the expiration of fifteen (15) days after said passage, with the names of the Supervisors voting for or against the same, in a newspaper of general circulation, published in the County of Sonoma, State of California.

In regular session of the Board of Supervisors of the County of Sonoma, passed and adopted this 12th day of May, 2015, on regular roll call of the members of said Board by the following vote:

SUPERVISORS:

Rabbitt:      Zane:      Gore:      Carrillo:      Gorin:

Ayes:      Noes:      Absent:      Abstain:

WHEREUPON, the Chair declared the above and foregoing ordinance duly adopted and

SO ORDERED

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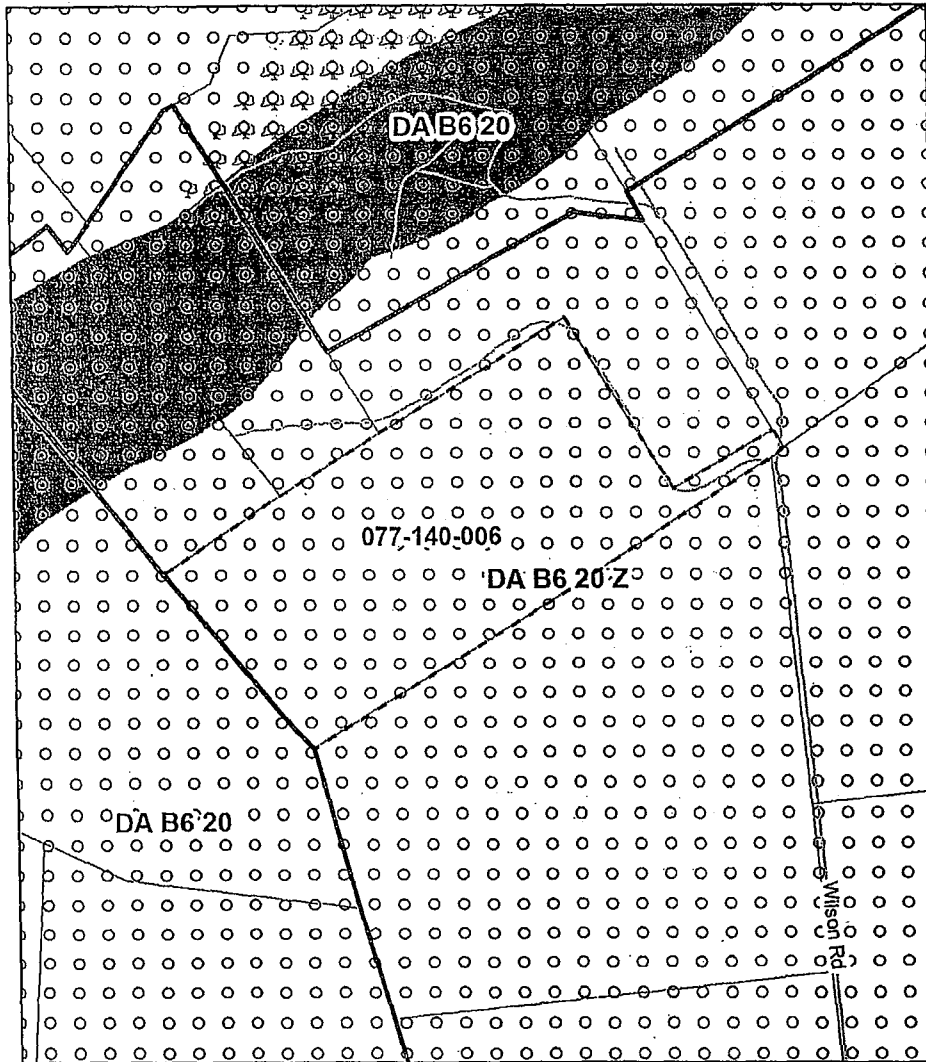
Chair, Board of Supervisors  
County of Sonoma

ATTEST:

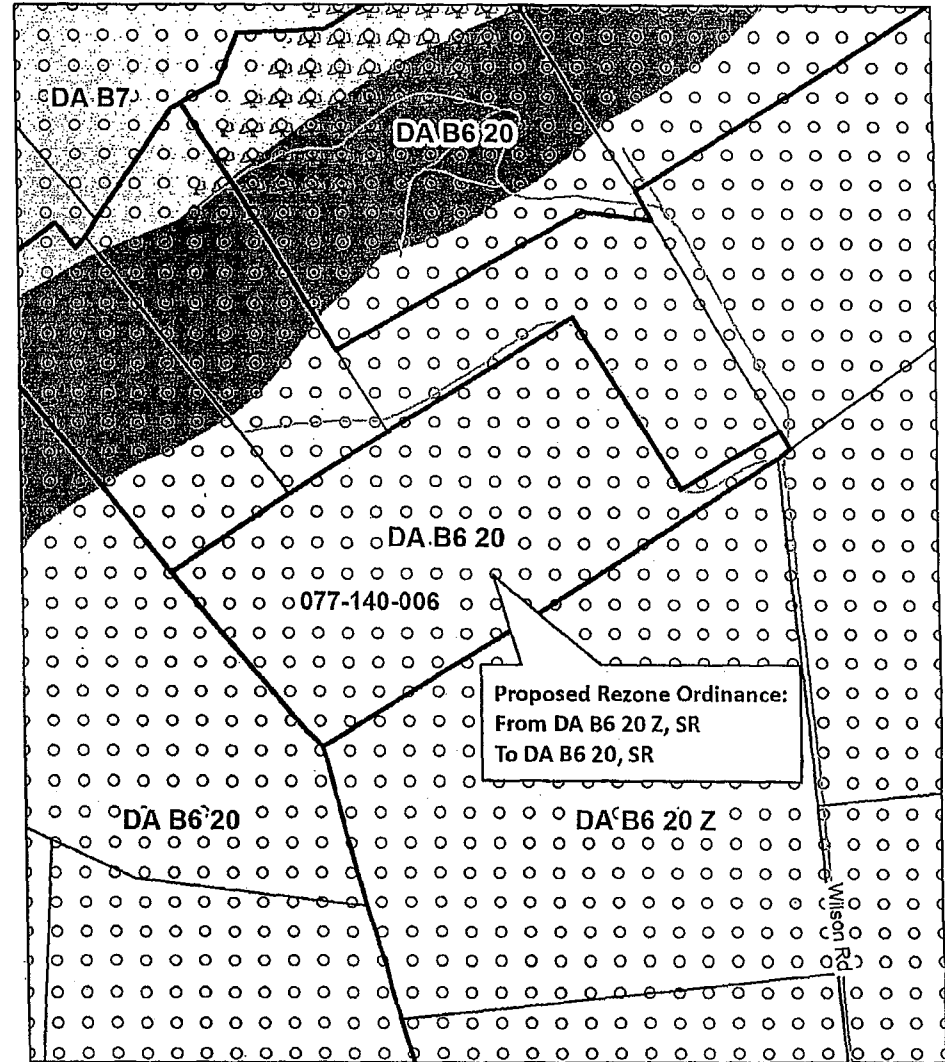
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Veronica A. Ferguson  
Clerk of the Board of Supervisors

# Existing Zoning



# Proposed Zoning



**Proposed Rezone Ordinance:**  
 From DA B6 20 Z, SR  
 To DA B6 20, SR

## Base Map Data

- Basezoning by Area
- Parcel
- Street

## Zoning Combining Districts

- F2 Floodplain
- SR Scenic Resource
- RC Riparian Corridor
- VOH Valley Oak Habitat



1 inch = 300 feet

FILE: ZCE14-0010  
 APN: 077-140-006  
 Ordinance No. TBA  
 Sectional District Map No. TBA

Permit and Resource Management Department  
 Project Review Section

2550 Ventura Avenue, Santa Rosa, CA 95403  
 (707) 565-1965 Fax (707) 565-1103

Resolution Number 15-003

County of Sonoma  
Santa Rosa, California

March 5, 2015  
ZCE14-0010      Jennifer Faso

RESOLUTION OF THE PLANNING COMMISSION, COUNTY OF SONOMA, STATE OF CALIFORNIA, FINDING THE PROJECT EXEMPT FROM CEQA AND RECOMMENDING APPROVAL OF THE ZONE CHANGE TO THE BOARD OF SUPERVISORS AS REQUESTED BY RENE DEMONCHY OF HOMEWORKS, FOR OWNER MIKE MEYER, FOR PROPERTY LOCATED AT 420 WILSON ROAD, SEBASTOPOL; APN 077-140-006.

WHEREAS, the applicant, Rene de Monchy of Homeworks, for owner Mike Meyer, filed an application with the Sonoma County Permit and Resource Management Department to rezone a 7.0 acre parcel from the DA (Diverse Agriculture), B6-20 acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resources) districts to the DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources) districts, or other appropriate district on property located at 420 Wilson Road, Sebastopol; APN 077-140-006; Supervisorial District No 5; and

WHEREAS, this project has been found to be categorically exempt from CEQA Guidelines; and

WHEREAS, in accordance with the provisions of law, the Planning Commission held a public hearing on March 5, 2015, at which time all interested persons were given an opportunity to be heard; and

WHEREAS, the Planning Commission recommends that the Board of Supervisors find the project exempt from CEQA.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission makes the following findings:

1. General Plan Housing Element Policy HE-3c includes a program to remove the Z (Second Dwelling Unit Exclusion) overlay from qualifying parcels when they are between two and ten acres in size. The subject parcel is 7.0 acres in size and construction of a second dwelling unit would be consistent with Housing Element goals and objectives to increase opportunities for the production of affordable housing such as second dwelling units.
2. Removal of the Z (Second Dwelling Unit Exclusion) overlay is consistent with the DA (Diverse Agriculture) 20-acre density land use designation and will not significantly alter any of the potential uses that are currently allowed on this site.
3. The project site is not under a Land Conservation Act Contract and is too small to qualify for a Land Conservation Act Contract in the future.
4. The removal of the Z (Second Dwelling Unit Exclusion) overlay is consistent with the Zoning Code based on the following facts. The particular circumstances in this case are:
  - a. This parcel is located in a Class 2 Water Availability Area, meaning that the site is located in a major groundwater basin area and there is adequate water supply to serve the existing single-family dwelling and future second dwelling unit.

- b. The 7.0 acre parcel appears to have adequate room to accommodate the leach field area required for both the existing primary dwelling and future second dwelling unit with required expansion areas.
- c. The site is not located in an area with existing traffic hazards. The addition of a second dwelling unit to this site would not increase the burden on streets, roads, or highways in the area as they are all operating acceptably and are not projected to become impacted in the foreseeable future.
- d. The project site is not located within a designated fire hazard area. Removal of the Z (Second Dwelling Unit Exclusion) overlay would not decrease public safety.
- e. The project is exempt from CEQA pursuant to Section 15061(b)(3), because the project will have no significant effect on the environment.

BE IT FURTHER RESOLVED, that the Planning Commission recommends that the Board of Supervisors approve the requested Zone Change.

BE IT FURTHER RESOLVED that the Planning Commission designates the Secretary of the Planning Commission as the custodian of the documents and other material which constitute the record of proceedings upon which the decision herein is based. These documents may be found at the office of the Sonoma County Permit and Resource Management Department, 2550 Ventura Avenue, Santa Rosa, CA 95403.

THE FOREGOING RESOLUTION was introduced by Commissioner Davis, who moved its adoption, seconded by Commissioner Cook, and adopted on roll call by the following vote:

Commissioner Carr	Aye
Commissioner Cook	Aye
Commissioner Gordon	Aye
Commissioner Davis	Aye
Commissioner Bennett	Aye

Ayes: 5      Noes: 0      Absent: 0      Abstain: 0

WHEREUPON, the Chair declared the above and foregoing Resolution duly adopted; and

SO ORDERED.





## Sonoma County Planning Commission

### **DRAFT MINUTES**

Sonoma County Permit and Resource Management Department  
2550 Ventura Avenue, Santa Rosa, CA 95403  
(707) 565-1900 FAX (707) 565-1103

Date: March 5, 2015  
Meeting No.: 15-01

#### **ROLL CALL**

Greg Carr  
Paula Cook  
Tom Gordon  
Pamela Davis  
Don Bennett, Chair

#### **STAFF MEMBERS**

Ken Ellison  
Scott Hunsperger  
Jennifer Faso  
McCall Miller, Secretary  
Jeff Brax, Chief Deputy County Counsel

## **PLANNING COMMISSION REGULAR CALENDAR**

Item No.: 2  
Time: 1:10 p.m.  
File: ZCE14-0010  
Applicant: Homeworks c/o Rene Demonchy  
Owner: Mike Meyer  
Cont. from: N/A  
Staff: Jennifer Faso  
Env. Doc: Categorically Exempt  
Proposal: Request for a Zone Change on 7.0 acres from DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources), Z (Second Dwelling Unit Exclusion) to the DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources) to allow for construction of a Second Dwelling Unit.  
Location: 420 Wilson Road, Sebastopol  
APN: 077-140-006  
District: 5  
Zoning: DA (Diverse Agriculture), 20-acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resource)

Staff presentation.

**Commissioner Davis:** Is there any restriction on the size of the house that would be built there?

**Staff:** When it is time to come forward for a second dwelling unit they would have to get a zoning permit and it is limited to 840 square feet.

**Commissioner Cook:** With the second dwelling unit, is the covenant for affordable housing mandatory?

**Staff:** In this case it is not as the site is over two acres.

Public Hearing Opened at 1:09 p.m.

**Applicant Rene Demonchy (Homeworks):** I encourage you to speak to your supervisors about Z Overlays. It really doesn't seem fair from my standpoint that a property owner with less than 12 acres should have to spend \$10,000 to have a Z Overlay removed from their property, when it has no value. They can't get a Williamson Act Contract with less than 12 acres. They can't have a granny unit with a Z Overlay. There should be some kind of wholesale effort to get rid of Z Overlays on properties 12 acres or less in size.

**Connie Ungewitter (405 Wilson Road):** It is great that they want to take care of Mike's dad. We have no problem with putting a granny unit on the property. We have one on our property. It's a great thing.

Public Hearing Closed at 1:12 p.m.

**Commissioner Davis:** In the staff report it is indicated that for budgetary reasons we are looking at these applications on a case by case basis. Is there opportunity to let the Board of Supervisors know that we would be interested in looking at these smaller parcels and doing some kind evaluation of the properties to potentially remove the Z Overlays? If my fellow commissioners are amenable to that, I would like to have that looked at.

**Supervising Planner Ellison:** PRMD staff can pass that along to the Board of Supervisors.

**Commissioner Cook:** We look at all of the issues that we are concerned about and corresponding constraints and conditions when we approve projects and there is always a cost to the applicant. I didn't realize that it cost \$10,000 to remove the Z Overlay. Commissioner Lynch and I have always complained about the Z Overlay. I understand the circumstances and need for it, particularly in West County relating to septic systems that are insufficient. That seems like a lot of money to do something the Board of Supervisors don't want to take the time and money to address and to pass the fees on to the applicant. Is that really how much it costs ordinarily? How much would it cost staff to do adjustments for smaller parcels? If this can move forward, I think there is a valid question there.

**Supervising Planner Ellison:** That cost estimate is correct. Included is the cost to hold two public hearings.

**Commissioner Carr:** As one who was around when it was decided to place the Z Overlay on properties formerly zoned AE, there are quite a few in the County. There is now a program in the Housing Element to unilaterally do the whole package at once. It wouldn't be a bunch of little applications; it would be a staff person generating a programmatic type of effort to do it County-wide. There is also a program in the Housing Element to increase affordable housing in rural areas. I certainly agree that it should be done. It is important to ask what comes off the list of programs. This project goes to the Board of Supervisors so the applicant will have an opportunity to make his pitch.

**Commissioner Davis:** Is it possible to do some kind of evaluation of parcels and that if they met certain guidelines, they would receive a waiver, therefore saving some costs.

**Commissioner Cook:** If this is one mechanism, as we have identified in our Housing Element, and we are forcing someone to pay \$10,000, it is an impediment to producing more affordable housing. It is counter-productive. Is it really truly something we care about in our Housing Element?

**Commissioner Bennett:** I am hearing no diverging opinions on that. The minutes should reflect that.

Action: **Commissioner Davis** moved to recommend approval of the Zone Change to the Board of Supervisors. Seconded by **Commissioner Cook** and passed with a 5-0 vote.

Appeal Deadline: N/A

Resolution No.: 15-003

**Vote:**

Commissioner Carr: Aye  
Commissioner Cook: Aye  
Commissioner Gordon: Aye

Sonoma County Planning Commission Draft Minutes

Date: March 5, 2015

Page 3

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Commissioner Davis:           Aye  
Commissioner Bennett:       Aye

Ayes:           5  
Noes:           0  
Absent:         0  
Abstain:        0



# Sonoma County Planning Commission **STAFF REPORT**

## Sonoma County Permit and Resource Management Department

2550 Ventura Avenue, Santa Rosa, CA 95403

(707) 565-1900 FAX (707) 565-1103

**FILE:** ZCE14-0010  
**DATE:** March 5, 2015  
**TIME:** 1:10 p.m.  
**STAFF:** Jennifer Faso, Project Planner

**Board of Supervisors Hearing will be held at a later date and will be noticed at that time.**

### SUMMARY

**Applicant:** Homeworks, c/o Rene de Monchy

**Owner:** Mike Meyer

**Location:** 420 Wilson Road, Sebastopol  
APN: 077-140-006 Supervisorial District No.: 5

**Subject:** Zone Change

**PROPOSAL:** Request for a Zone Change to remove the Z (Second Dwelling Unit Exclusion) zoning district on a 7.0 acre parcel.

**Environmental** Categorical Exemption 15061(b)(3)

**General Plan:** DA (Diverse Agriculture) 20-acre density

**Specific/Area Plan:** West Sebastopol Plan  
**Land Use:** Agricultural and Residential

**Ord. Reference:** Section 26-76-005

**Zoning:** DA (Diverse Agriculture), 20-acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resource)

**Agricultural Preserve:** N/A

**Application Complete for Processing** December 31, 2014

**RECOMMENDATION:** Recommend that the Planning Commission recommend to the Board of Supervisors approval of the requested Zone Change.

## **ANALYSIS**

The subject property was rezoned to the current zoning designation in 1990 as part of the implementation of the 1989 General Plan. The Board of Supervisors adopted Ordinance No. 4643 rezoning agricultural and resource lands to match the new General Plan designations. All lands that were previously designated as AE (Agriculture Exclusive) or that were subject to an active Land Conservation Act Contract were rezoned to include the Z (Second Dwelling Unit Exclusion) combining district. The application of the Z combining district was based on the fact that agricultural lands had the potential for agricultural-type employee housing if the land had agricultural production.

### **Project Description:**

The applicant has requested that the Z (Second Dwelling Unit Exclusion) combining district designation be removed from the subject 7.0 acre parcel to allow for a future second dwelling unit on the parcel.

### **Site Characteristics:**

The project site is comprised of 7.0 acres and is located on Wilson Road, approximately a mile from Highway 12, in the West Sebastopol area. The project is developed with an apple orchard, single family dwelling, detached garage and related accessory structures.

The project site is not under a Land Conservation Act Contract and is too small to qualify for a Land Conservation Act contract in the future.

### **Surrounding Land Use and Zoning:**

North: Residences; Zoned DA (Diverse Agriculture), 20 acre density, Z (Second Dwelling Unit Exclusion)

South: Agriculture and Residence; Zoned DA (Diverse Agriculture), 20 acre density, Z (Second Dwelling Unit Exclusion)

East: Residences; Zoned DA (Diverse Agriculture), 20 acre density, Z (Second Dwelling Unit Exclusion)

West: Residences; Zoned DA (Diverse Agriculture), 20 acre density

## **DISCUSSION OF ISSUES**

### **Issue #1:** Conformance with the General Plan and Precedence

The subject property received the DA (Diverse Agriculture) Z (Second Dwelling Unit Exclusion) combining designation in 1990 during the implementation of the 1989 General Plan because the parcel was zoned AE (Agriculture Exclusive) at that time. Typically, second dwelling units are allowed in the Diverse Agriculture zoning district under the following circumstances: there is not a Z overlay district; the parcel is not under a Land Conservation Act Contract; the parcel is at least two acres in size in areas served by well and septic systems; and the request meets all the Second Unit Zoning Code standards. Removal of the Z (Second Dwelling Unit Exclusion) district on the subject parcel appears to be consistent with the General Plan.

The parcel is 7.0 acres in size and not large enough to be placed under a Land Conservation Act Contract, even though approximately 6.5 acres is planted with an apple orchard.

General Plan Housing Element Policy HE-3c includes a program to remove qualifying parcels when they are between two and ten acres in size. Policy HE-3c states:

*Review "Z" (Second Dwelling Unit Exclusion) Combining District restrictions on agricultural parcels of less than 10 acres county-wide, and consider removing the restrictions where appropriate.*

The Board of Supervisors adopted this policy and program, but directed staff to continue to implement it on a case-by-case basis due to budgetary restrictions. The subject parcel is zoned DA (Diverse Agriculture) and is 7.0 acres in size. Allowing the Z combining district to be removed and the possible construction of a second dwelling unit appears consistent with Policy HE-3c as an opportunity to provide affordable housing on the site.

**Issue #2:** Conformance with the Zoning Ordinance

Application and removal of the Z combining district should conform to the Second Unit Exclusion Combining District Section of the Sonoma County Zoning Ordinance. Section 26-76-005 states the following reasons for applying the Z (Second Dwelling Unit Exclusion) combining district:

*The purpose of this district is to provide for the exclusion of second dwelling units in the following areas:*

- a) *Areas where there is an inadequate supply of water for drinking or firefighting purposes,*
- b) *Areas where there are inadequate sewer services or danger of groundwater contamination,*
- c) *Areas where the addition of second units would contribute to existing traffic hazards or increase the burden on heavily impacted streets, roads, or highways, and*
- d) *Areas where, because of topography, access, or vegetation, there is a significant fire hazard (Ord. No. 4643, 1993).*

The above reasons do not appear to apply to the project site based on the following:

**Water Supply:**

Groundwater availability maps show that the subject property is located in a Groundwater Availability Area 2 (major natural recharge area). Thus the Z (Second Dwelling Unit Exclusion) combining district would not be necessary due to the lack of water availability.

**Wastewater Disposal:**

A standard septic system for four bedrooms was installed and finalized by the County in 2004. The main house has two bedrooms and the proposed second dwelling unit would have one bedroom therefore based on the septic system's capacity for four bedrooms the addition of a one bedroom second dwelling unit would be supported by the current system. Therefore, there does not appear to be justification for the Z (Second Dwelling Unit Exclusion) combining designation being retained due to inadequate sewer services.

**Traffic Hazards:**

The project site is located on Wilson Road which is a dead-end street in a lightly populated area and there are no existing traffic hazards. Therefore the addition of a second dwelling unit to this site would not significantly increase the burden on streets, roads, or highways in the area as they are all operating acceptably and are not projected to become impacted in the foreseeable future.

Fire Hazards:

The General Plan Safety Element includes Figure PS-1g, Wildland Fire Hazard Areas, which shows that the subject property is not located in an area prone to wildfires. Therefore, there does not appear to be justification for the Z (Second Dwelling Unit Exclusion) combining designation being retained due to fire hazards.

Issue #3: Spot Zoning

The County of Sonoma has attempted to implement a comprehensive land use plan through its Zoning Ordinance. Spot zoning is generally considered undesirable. The subject property was compared to adjoining properties to determine the overall pattern of zoning designations. The adjacent parcels to the north, south and east are zoned DA (Diverse Agriculture) with the Z overlay zone. The adjacent parcel to the west is also zoned DA (Diverse Agriculture) but does not have a Z overlay zone.

The project is in the vicinity of properties zoned DA (Diverse Agriculture), with and without the Z overlay. Therefore, it does not appear to be spot zoning to remove the Z overlay zone on this parcel, combined with the fact that the parcel is not under a Land Conservation Act Contract and is too small to ever qualify for that type of contract.

The request is consistent with the Board of Supervisors' direction to process such requests on a case by case basis.

**STAFF RECOMMENDATION**

Recommend that the Planning Commission approve the requested Zone Change, to remove the Z (Second Unit Exclusion) overlay zoning designation on the subject parcel.

**FINDINGS FOR RECOMMENDED ACTION**

1. General Plan Housing Element Policy HE-3c includes a program to remove the Z (Second Dwelling Unit Exclusion) combining district overlay zone from qualifying parcels when they are between two and ten acres in size. The subject parcel is 7.0 acres in size and construction of a future second dwelling unit is consistent with Housing Element goals and objectives to increase opportunities for the production of affordable housing such as second dwelling units.
2. Removal of the Z (Second Dwelling Unit Exclusion) combining district is consistent with the DA (Diverse Agriculture) 20-acre density land use designation and will not significantly alter any of the potential uses that would be currently allowed on this site.
3. The project site is not under a Land Conservation Act Contract and is too small to qualify for a Land Conservation Act Contract in the future.
4. The removal of the Z (Second Dwelling Unit Exclusion) combining district is consistent with the Zoning Code based on the following facts. The particular circumstances in this case are:
  - a. This parcel is located in a Class 2 Water Availability Area, meaning that the site is located in a major natural recharge area and there is adequate water supply to serve the existing single-family dwelling and future second dwelling unit.
  - b. The 7.0 acre parcel appears to have adequate room to accommodate the leach field area required for both the primary dwelling and second dwelling unit with required expansion areas.

- c. The site is not located in an area with existing traffic hazards. The addition of a second dwelling unit to this site would not increase the burden on streets, roads or highways in the area as they are all operating acceptably and are not projected to become impacted in the foreseeable future.
  - d. The project site is not located within a designated high fire hazard area. Removal of the Z (Second Dwelling Unit Exclusion) combining district would not decrease public safety.
4. The project is exempt from CEQA pursuant to Section 15061(b)(3), because the project will have no significant effect on the environment.

**LIST OF ATTACHMENTS**

- EXHIBIT A: Draft Ordinance and Sectional District Map
- EXHIBIT B: Proposal Statement
- EXHIBIT C: Vicinity Map
- EXHIBIT D: General Plan Land Use Map
- EXHIBIT E: Zoning Map
- EXHIBIT F: Assessors Parcel Map
- EXHIBIT G: Draft Resolution



## ORDINANCE NO.

AN ORDINANCE OF THE BOARD OF SUPERVISORS, COUNTY OF SONOMA, STATE OF CALIFORNIA, AMENDING THE OFFICIAL ZONING DATABASE OF THE COUNTY OF SONOMA, ADOPTED BY REFERENCE BY SECTION 26-02-110 OF THE SONOMA COUNTY CODE, BY RECLASSIFYING CERTAIN REAL PROPERTY FROM DA (DIVERSE AGRICULTURE), B6-20 ACRE DENSITY, Z (SECOND DWELLING UNIT EXCLUSION), SR (SCENIC RESOURCES), DISTRICT(S) TO THE DA (DIVERSE AGRICULTURE), B6-20 ACRE DENSITY, SR (SCENIC RESOURCES) DISTRICT FOR A 7.0 ACRE PARCEL LOCATED AT 190 WILSON ROAD, SEBASTOPOL, APN 077-130-006.

The Board of Supervisors of the County of Sonoma, State of California, ordains as follows:

SECTION I: The Official Zoning Database (OZD) of the County, adopted by reference by Section 26-02-110 of the Sonoma County Code, is amended by reclassifying the following real property from the DA (Diverse Agriculture), B6-20 acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resources), District(s) to the DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources), for a 7.0 acre parcel, located on Wilson Road, approximately a mile from Highway 12, in the West Sebastopol area, also known as 190 Wilson Road, Sebastopol, APN 077-130-066. File No. ZCE14-0010. The Director of the Permit and Resource Management Department is directed to reflect this amendment to the OZD of the County as shown on Sectional District Map No. \_\_\_\_\_.

SECTION II: The Proposed Project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the State CEQA guidelines.

SECTION III: If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be unconstitutional and invalid, such decision shall not affect the validity of the remaining portion of this Ordinance. The Board of Supervisors hereby declares that it would have passed this Ordinance and every section, subsection, sentence, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared unconstitutional or invalid.

SECTION IV: This Ordinance shall be and the same is hereby declared to be in full force and effect from and after thirty (30) days after the date of its passage and shall be published once before the expiration of fifteen (15) days after said passage, with the names of the Supervisors voting for or against the same, in a newspaper of general circulation, published in the County of Sonoma, State of California.

In regular session of the Board of Supervisors of the County of Sonoma, passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2015, on regular roll call of the members of said Board by the following vote:

SUPERVISORS:

Rabbitt:	Zane:	Gore:	Carrillo:	Gorin:
Ayes:	Noes:	Absent:	Abstain:	

WHEREUPON, the Chair declared the above and foregoing ordinance duly adopted and

SO ORDERED

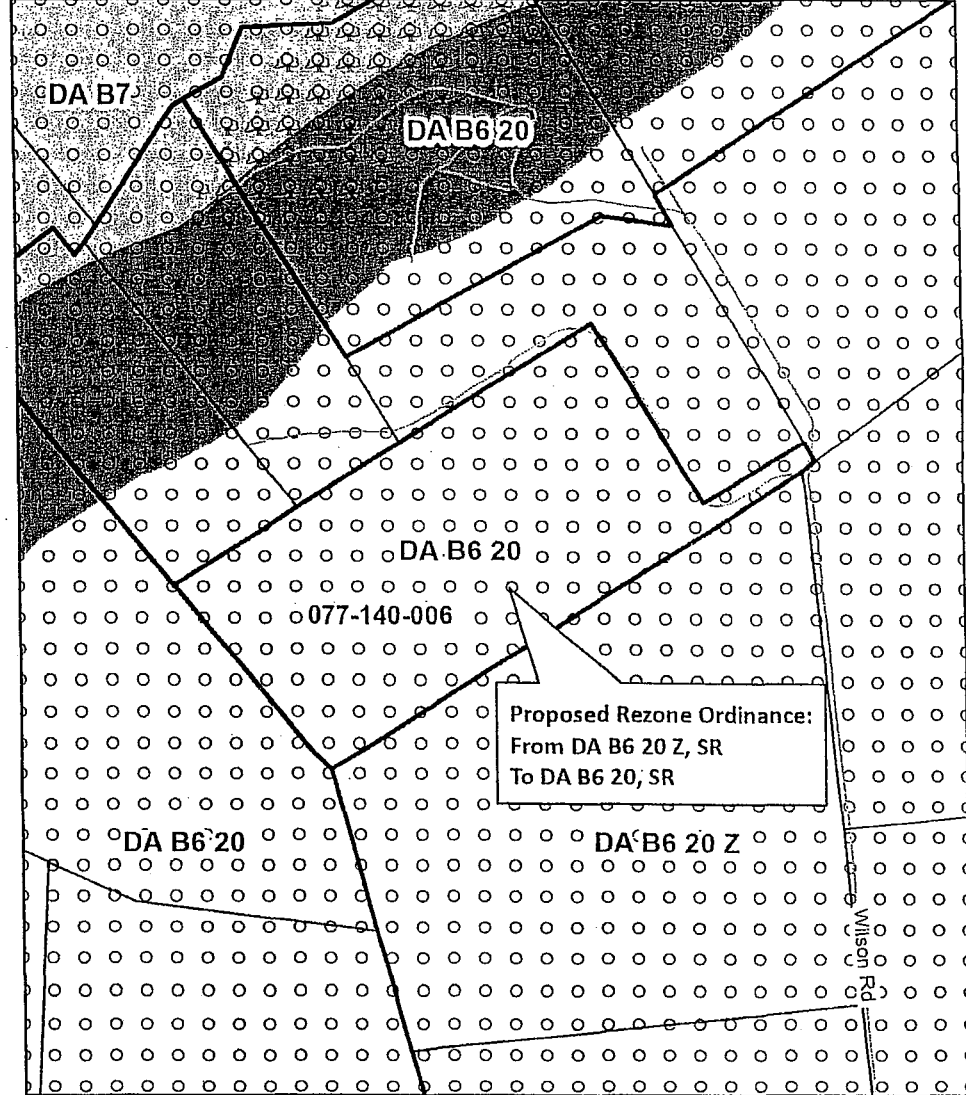
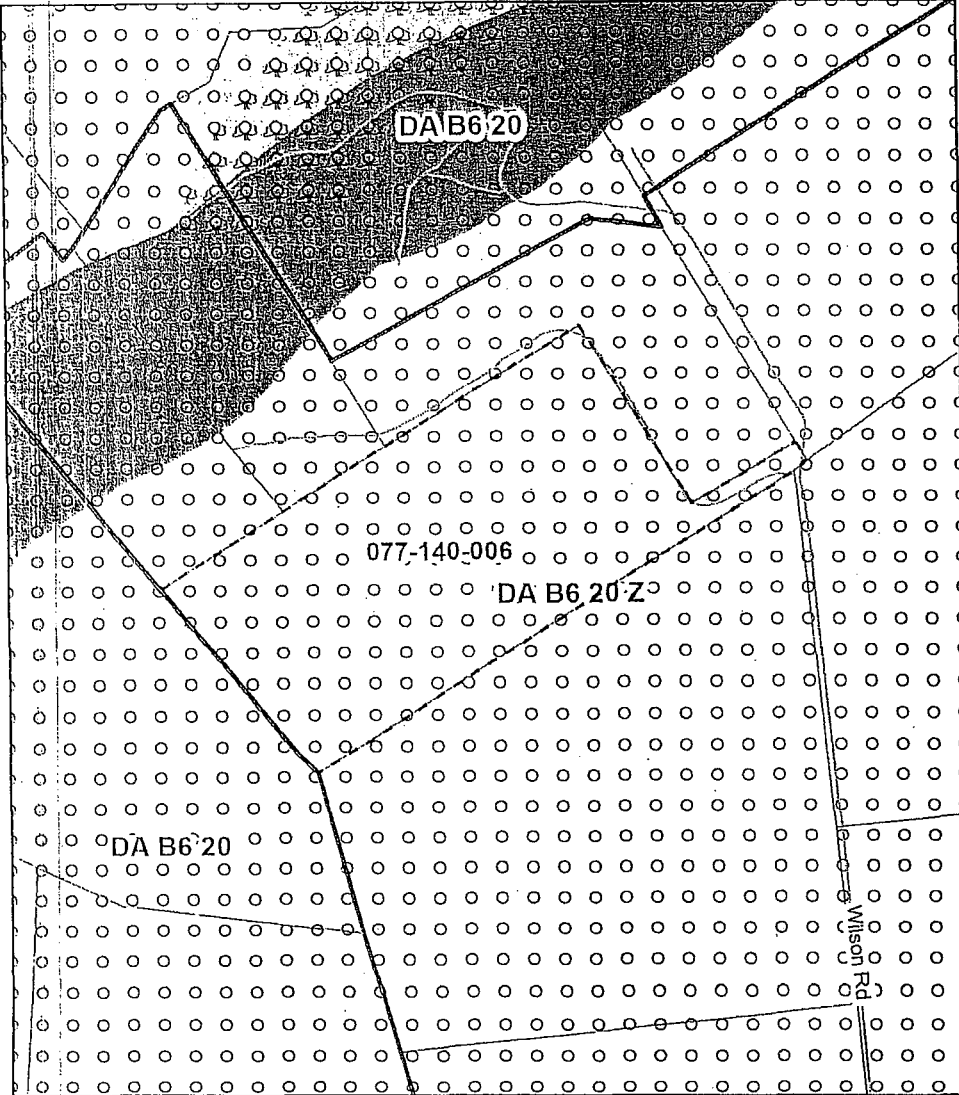
\_\_\_\_\_  
Chair, Board of Supervisors  
County of Sonoma

ATTEST:

\_\_\_\_\_  
Veronica A. Ferguson  
Clerk of the Board of Supervisors

# Existing Zoning

# Proposed Zoning



Proposed Rezone Ordinance:  
From DA B6 20 Z, SR  
To DA B6 20, SR

### Base Map Data

- Basezoning by Area
- Parcel
- Street

### Zoning Combining Districts

- F2 Floodplain
- RC Riparian Corridor
- SR Scenic Resource
- VOH Valley Oak Habitat



1 inch = 300 feet

FILE: ZCE14-0010  
APN: 077-140-006  
Ordinance No. TBA  
Sectional District Map No. TBA

Permit and Resource Management Department  
Project Review Section



2550 Ventura Avenue, Santa Rosa, CA 95403  
(707) 565-1965 Fax (707) 565-1103



## PROPOSAL STATEMENT

SITE: 420 Wilson, Sebastopol. APN: 077-130-006

OWNER: Mike Meyer, 190 Wilson, Sebastopol 95472

PROJECT: Request for Zone change to eliminate the Z (Second Unit Exclusion) Combining District from Sonoma County Assessor's Parcel 077-140-006, presently zoned DA, B6, 20, SR, Z

The purpose of this statement is to demonstrate that the present designation of a Z Combining District on Sonoma County Parcel APN: 077-140-006 is inappropriate, and that the resulting prohibition of a Second Dwelling thereon should be lifted.

### REASONS FOR THE Z COMBINING DISTRICT

The subject parcel, prior to 1990, had a Base Zone designation of AE (Agriculture Exclusive), a designation which did not allow Second Dwellings. When the new County zoning ordinance was adopted, all the properties which had had the AE designation automatically included a Z Combining District (Second Dwelling unit exclusion), called a Z overlay. The County did not analyze at that time whether each of those AE parcels was, in fact, in an area that justified the Z overlay or could support the agricultural production that would justify the agricultural related housing allowed in the new agricultural districts.

The General Plan's over-all rationale for the Z overlay was that, because agricultural districts already allowed additional dwellings related to agricultural uses, adding Second Dwelling units could lead to the overdevelopment of the parcels.

Other concerns and reasons for the Z overlay are implicit in Section 26-76-005 of the Sonoma County Zoning Ordinance, defining the Z Combining District:

*"The purpose of this district is to provide for the exclusion of second units in the following areas:*

- a) Areas where there is an inadequate supply of water for drinking or firefighting purposes.*
- b) Areas where there are inadequate sewer services or danger of groundwater contamination.*
- c) Areas where the addition of second units would contribute to existing traffic hazards or increase the burden on heavily impacted streets, roads or highways.*

*d) Areas where because of topography, access or vegetation, there is a significant fire hazard."*

WHY THE REASONS FOR THE Z OVERLAY DO NOT APPLY TO PARCEL  
077-130-006

With regard to the General Plan's concern about over-development of parcels, it does not appear that the features and uses of the subject property justify the Second Dwelling restriction:

The subject parcel, at 7 acres is not large enough to qualify for the agricultural related housing which is permitted in a Diverse Agriculture District in the Sonoma County Zoning Code. The Code, 26-010-005 (h)(2)(ii), requires 20 acres of apples to permit full-time agricultural worker's housing, the only housing relevant to this situation. Only about 6.5 acres of the subject parcel are developed as an apple orchard. Thus, the presumed housing opportunity in the Zoning Ordinance and the concern about over-development expressed in the General Plan do not apply to this parcel and do not justify the Z overlay in this situation.

Regarding the Zoning Ordinance's concerns about water, waste, traffic, and fire, it also does not appear that the features and uses of the subject property justify the Second Dwelling restriction:

1. The subject parcel is in Water Zone 2 (a major natural discharge area), as are the surrounding parcels. Second Dwellings are permitted in Water Zone 2 when they meet all other required conditions. There is a developed well on the property with adequate production for a Second Dwelling and sufficient water can be expected.
2. Waste Water Disposal. A code compliant standard septic system for 4 bedrooms was installed and finalized by the County in 2004 on the subject parcel. Because the main house has two bedrooms and the Second Dwelling will have one bedroom, the septic will be more than adequate to accommodate the proposed Second Dwelling.
3. Traffic Hazards. The subject parcel is situated west of Sebastopol on Wilson Rd. about a mile from Highway 12. Wilson Road is a dead-end, lightly populated road. It is not likely that removal of the Z overlay on the subject parcel would contribute to existing traffic hazards or place a burden on any heavily impacted roads.

#### 4. Fire Hazards.

The subject parcel is dominated by an apple tree orchard, and the surrounding properties are either lightly wooded, or occupied with apple trees. The Sebastopol fire department is about three miles away. The parcel is not located in a high fire hazard area. The existence and use of a second dwelling on the parcel would not pose a "significant" fire hazard.

We are aware the General Plan is also concerned about contiguity in zoning districts. The subject parcel is neighbored on the north and east by 3 residential parcels that are 3 ¼ to 3 ½ acres in size. They are zoned DA with the Z overlay but have no significant agricultural activity on them. The subject parcel is neighbored on the south by a 12 acre residential parcel zoned DA with the Z overlay. Aside from the half acre devoted to a residence, this parcel is fully developed as an apple orchard. The parcel that neighbors the subject parcel on the west, however, is a 12 ½ acre residential parcel zoned DA but having no Z overlay and no agricultural production. Thus, if the Z overlay were lifted on the subject parcel it would not be sitting like a uniquely zoned island surrounded by parcels still having the Z overlay or that are in significant agricultural production.

#### CONCLUSION:

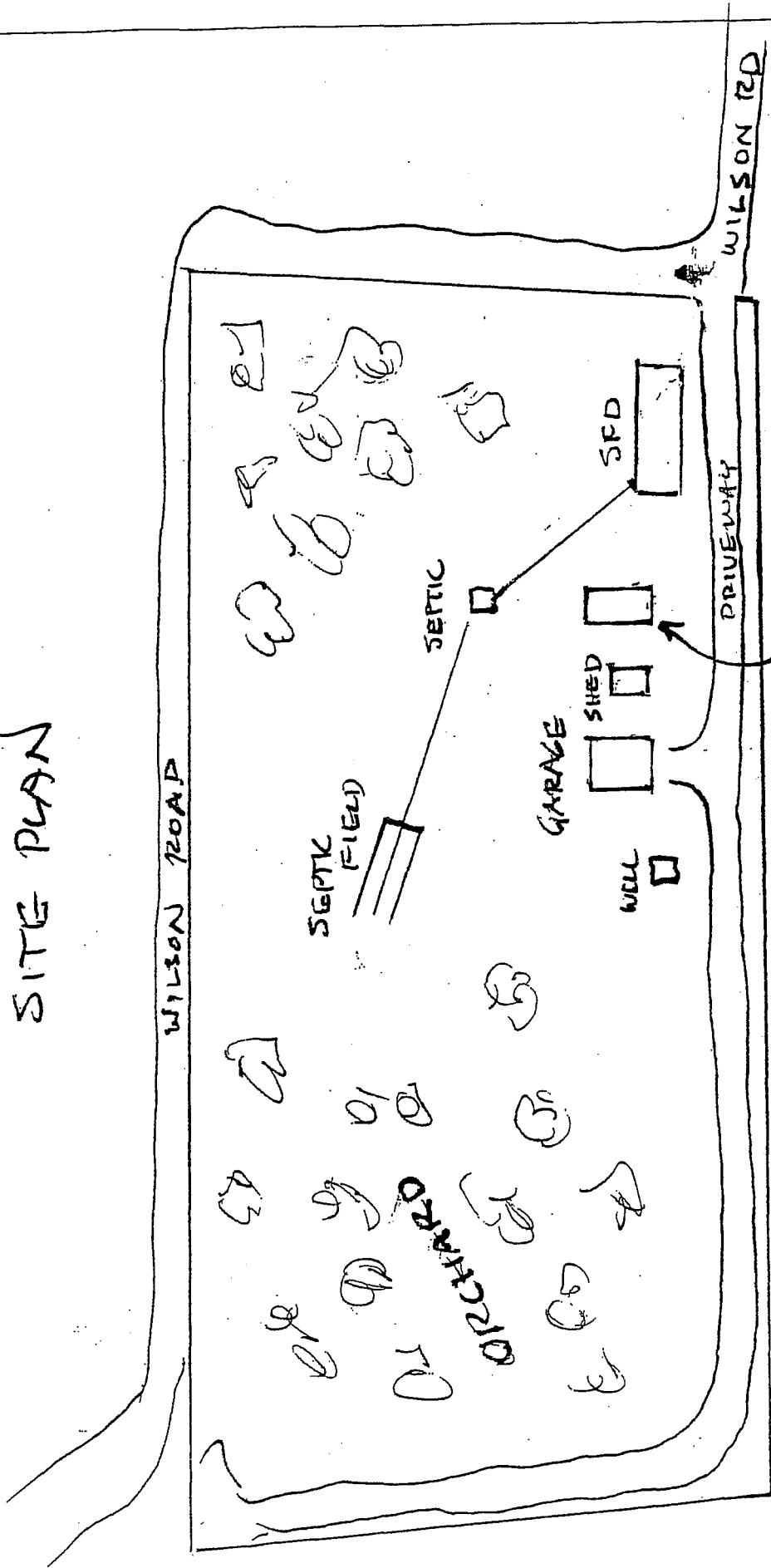
Parcel # 077-140-006 has none of the conditions which are the stated reasons for its being a Z Combining District, neither in the General Plan nor in the Zoning Ordinance. It does, however, have all the conditions which make it appropriate for the Second Dwelling permitted on other parcels of similar size in the surrounding area. It appears that the Z overlay unjustly denies the property owner the ministerial right to a Second Dwelling now afforded other property owners who own similar properties. And because it unnecessarily denies the County much needed affordable housing, both the present owners and the County would benefit from the removal of the Z Combining District on Parcel 077-130-006.

Respectfully submitted,



Oak Reinier  
Permit Consultant  
Homeworks, Inc.

# SITE PLAN



PROPOSED SECOND DWELLING

420 WILSON ROAD  
077-140-006  
OWNER: MIKE MEYER

1" = 100'

DRAWN BY  
MAX REINER

# Vicinity Map

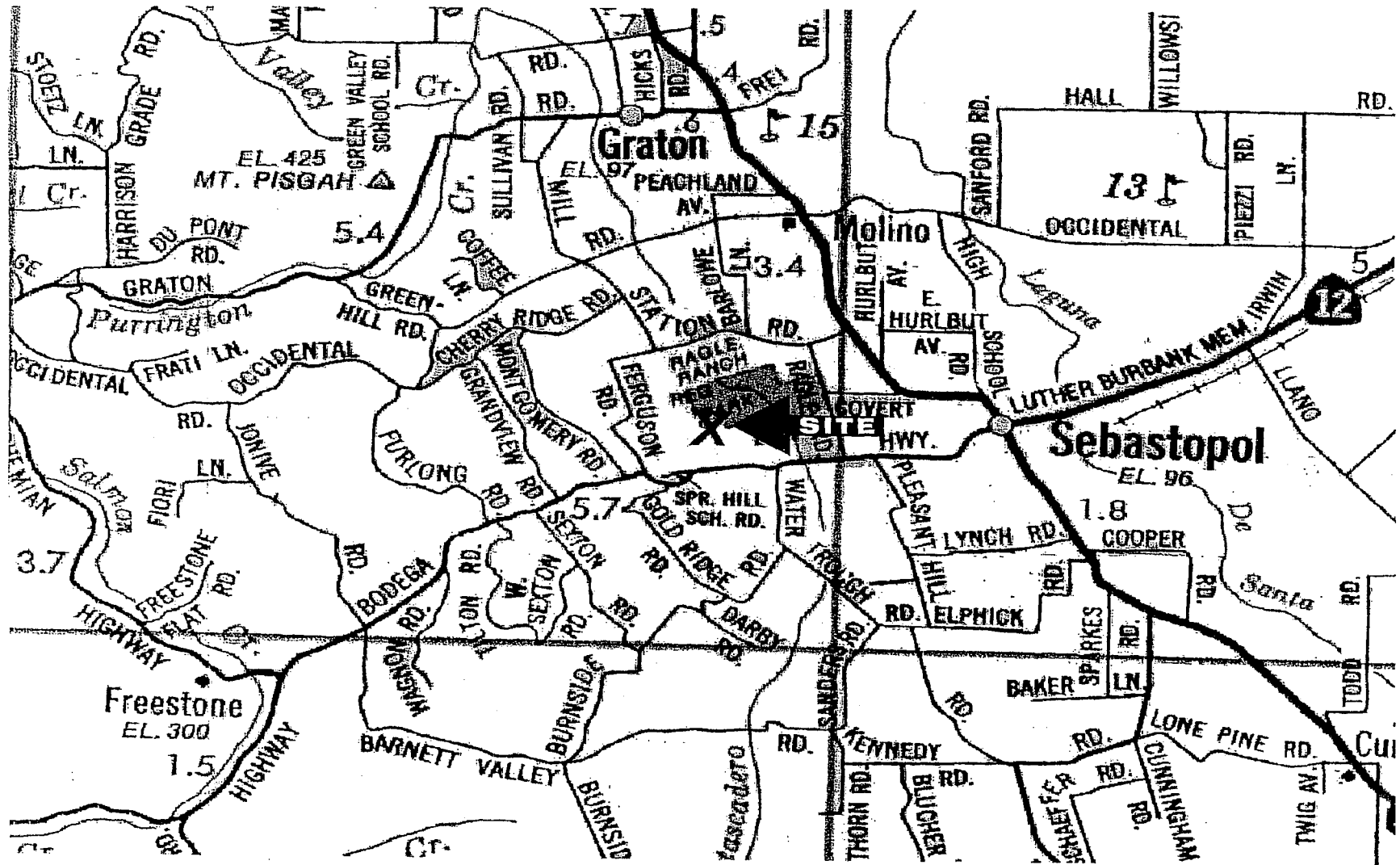


EXHIBIT C

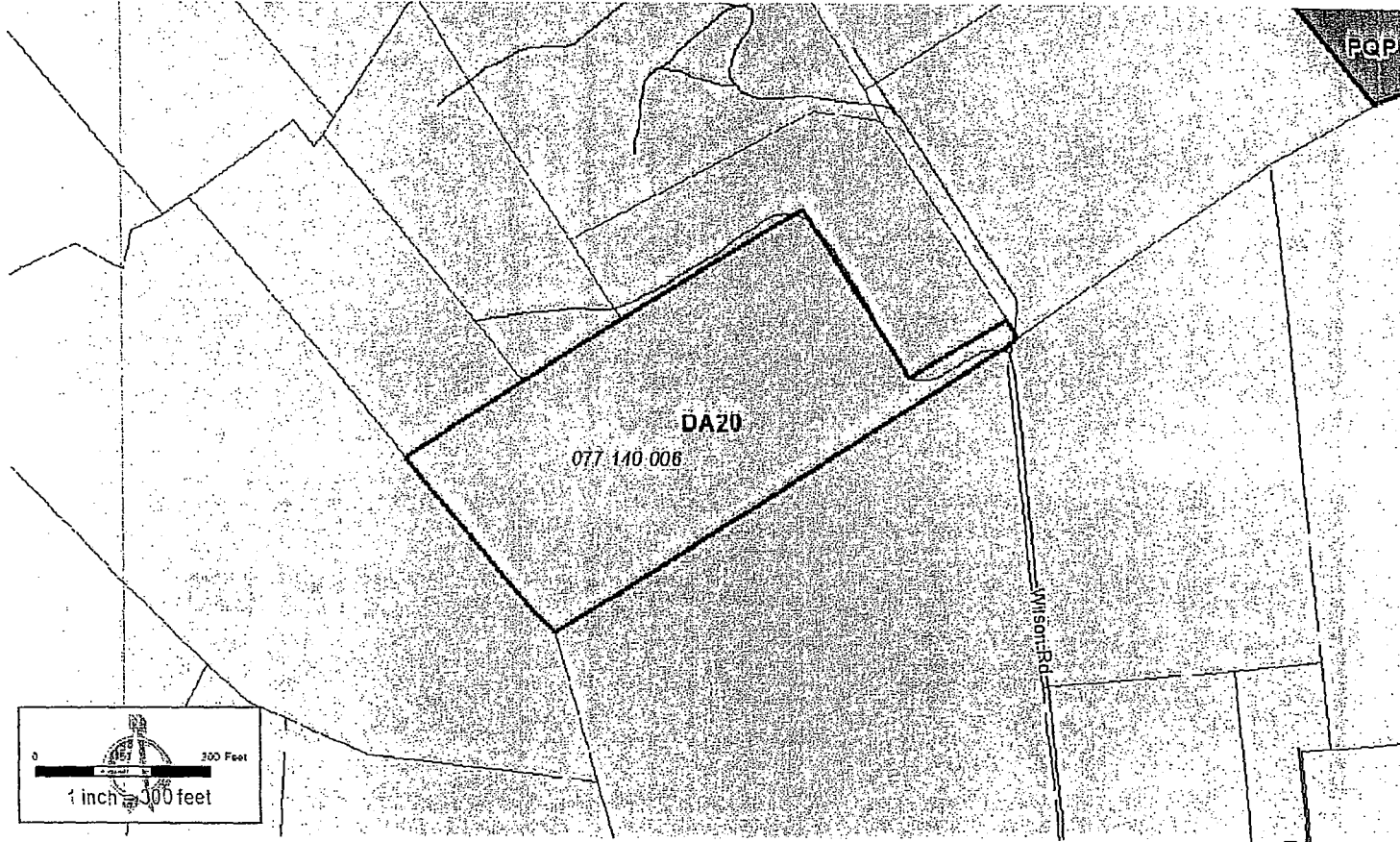


PRMD

Activity # ZCE14-0010



# General Plan Land Use Map



### General Plan Land Use

- Diverse Agriculture
- Land Extensive Agriculture
- Land Intensive Agriculture
- Resources & Rural Development
- Rural Residential
- Urban Residential
- Recreation / Visitor-Serving Commercial

- General Commercial
- Limited Commercial
- Limited Commercial Traffic Sensitive
- General Industrial
- Limited Industrial
- Public / Quasi-Public

- Planning Area Policy
- Affordable Housing
- City

### Base Map Data

- Coastal Commission Boundary
- Urban Service Area Boundary
- Highways
- Perennial Streams
- Intermittent Streams

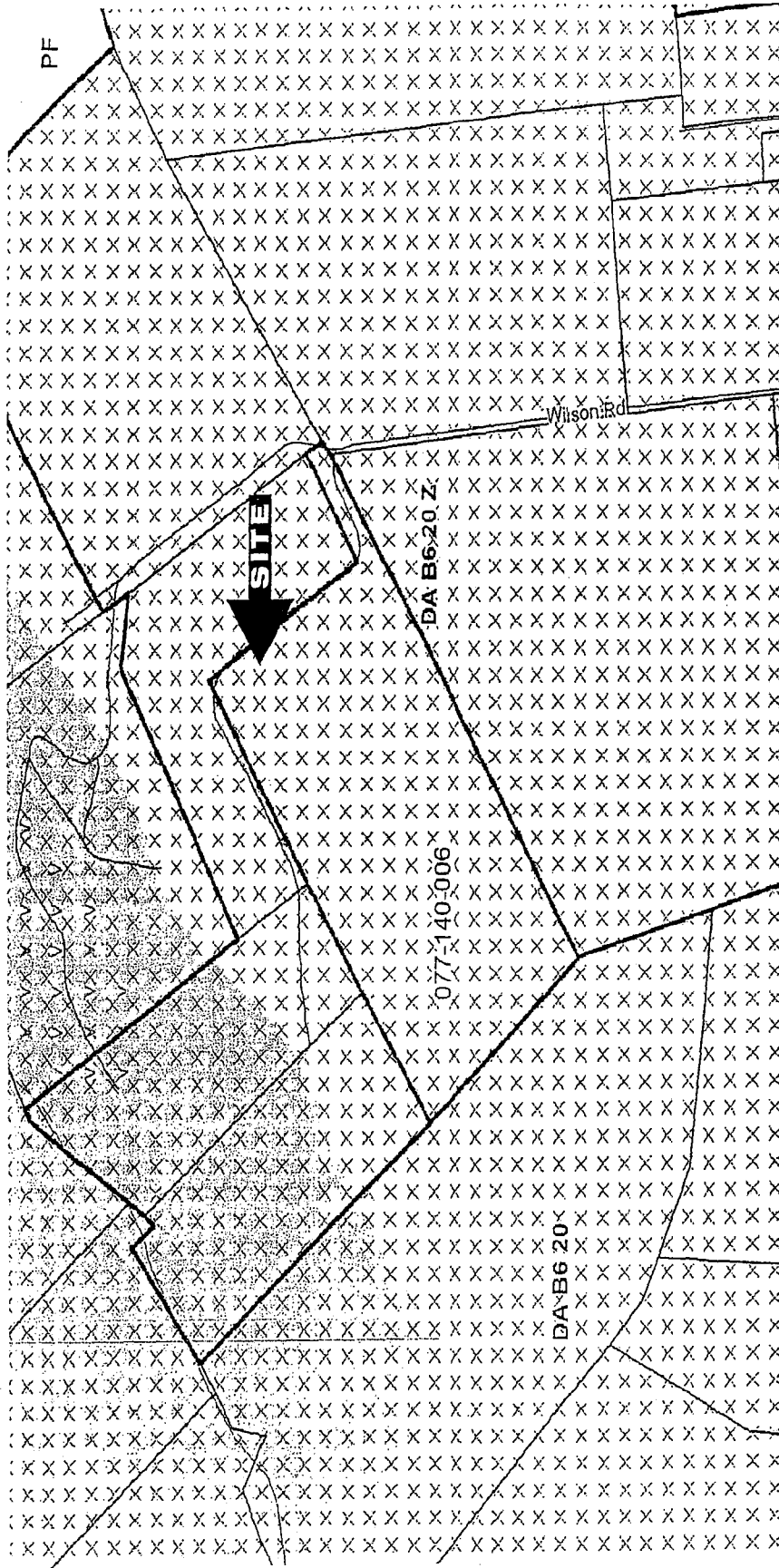
Numbers on map indicate maximum density in Acres/Unit, except Urban Residential where numbers indicate Units/Acre.



PRMD

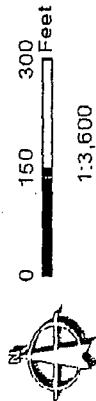
Activity # ZCE14-0010

# Zoning Map



## Zoning and Combining Districts

- X X X SR Scenic Resource
- V VOH Valley Oak Habitat
- F2 Floodplain
- RC Riparian Corridor



Activity # ZCE14-0010

61  
17

# COUNTY ASSESSOR'S PARCEL MAP

TAX RATE AREA  
159-000

77-14

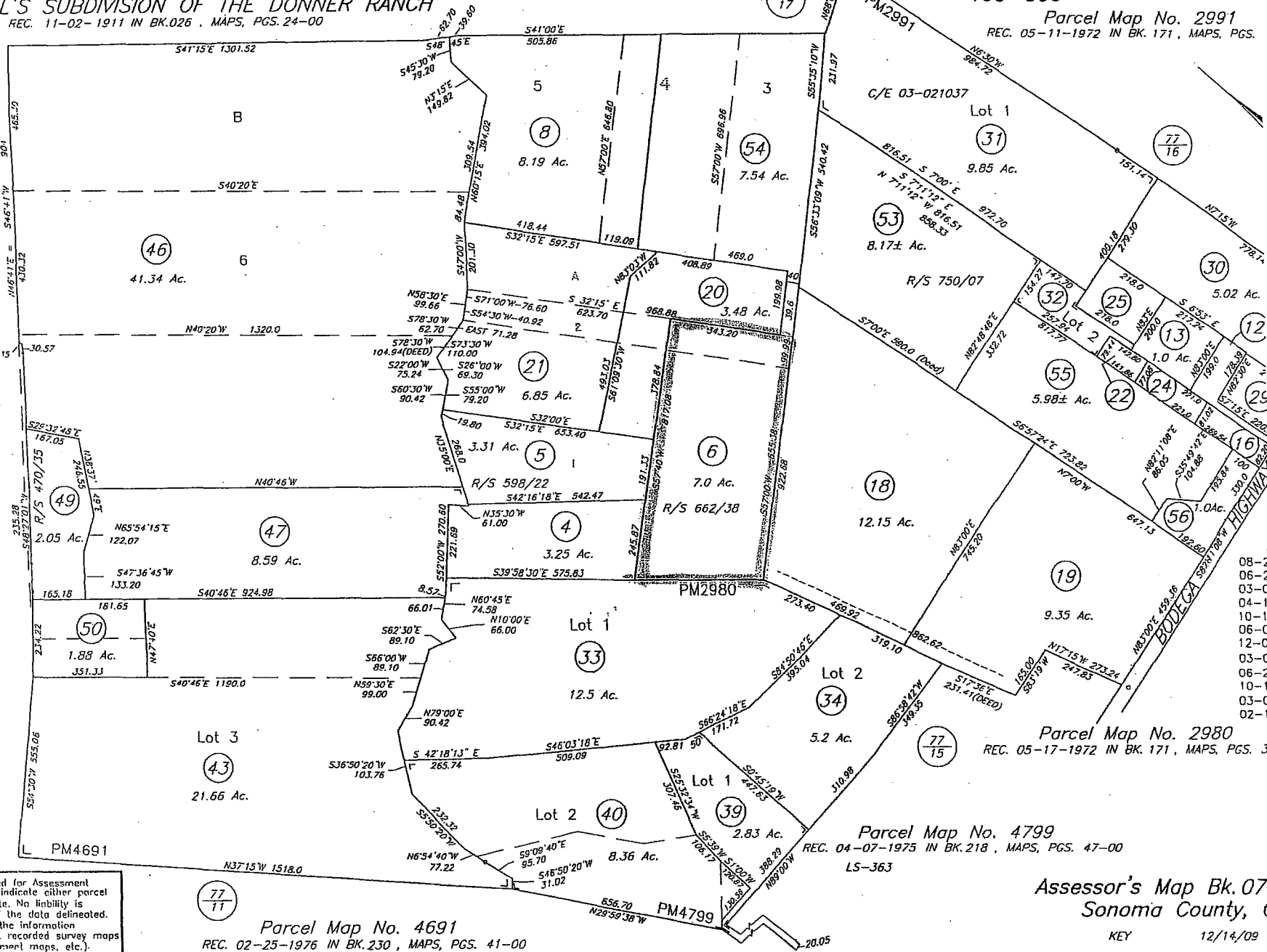
WELL'S SUBDIVISION OF THE DONNER RANCH  
REC. 11-02-1911 IN BK.026, MAPS, PGS. 24-00

Parcel Map No. 2991  
REC. 05-11-1972 IN BK. 171, MAPS, PGS.

EXHIBIT F

check with the appropriate city or county  
community development or planning division.

is prepared for Assessment  
does not indicate either parcel  
zoning site. No liability is  
accuracy of the data delineated.  
of the information  
recorded survey maps  
assessment maps, etc.)



77  
11

Parcel Map No. 4691  
REC. 02-25-1976 IN BK. 230, MAPS, PGS. 41-00

Parcel Map No. 4799  
REC. 04-07-1975 IN BK. 218, MAPS, PGS. 47-00  
LS-363

Parcel Map No. 2980  
REC. 05-17-1972 IN BK. 171, MAPS, PGS. 3-

Assessor's Map Bk. 07;  
Sonoma County, CA

KEY 12/14/09

- 08-2
- 06-2
- 03-0
- 04-1
- 10-1
- 06-0
- 03-0
- 06-2
- 10-1
- 03-0
- 02-1

Resolution Number

County of Sonoma  
Santa Rosa, California

March 5, 2015

ZCE14-0010 Jennifer Faso

RESOLUTION OF THE PLANNING COMMISSION, COUNTY OF SONOMA, STATE OF CALIFORNIA, FINDING THE PROJECT EXEMPT FROM CEQA AND RECOMMENDING APPROVAL OF THE ZONE CHANGE TO THE BOARD OF SUPERVISORS AS REQUESTED BY RENE DEMONCHY OF HOMEWORKS, FOR OWNER MIKE MYER, FOR PROPERTY LOCATED AT 420 WILSON ROAD, SEBASTOPOL; APN 077-140-006.

WHEREAS, the applicant, Rene de Monchy of Homeworks, for owner Mike Myer, filed an application with the Sonoma County Permit and Resource Management Department to rezone a 7.0 acre parcel from the DA (Diverse Agriculture), B6-20 acre density, Z (Second Dwelling Unit Exclusion), SR (Scenic Resources) districts to the DA (Diverse Agriculture), B6-20 acre density, SR (Scenic Resources) districts, or other appropriate district on property located at 420 Wilson Road, Sebastopol; APN 077-140-006; Supervisorial District No 5; and

WHEREAS, this project has been found to be categorically exempt from CEQA Guidelines; and

WHEREAS, in accordance with the provisions of law, the Planning Commission held a public hearing on March 5, 2015, at which time all interested persons were given an opportunity to be heard; and

WHEREAS, the Planning Commission recommends that the Board of Supervisors find the project exempt from CEQA.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission makes the following findings:

1. General Plan Housing Element Policy HE-3c includes a program to remove the Z (Second Dwelling Unit Exclusion) overlay from qualifying parcels when they are between two and ten acres in size. The subject parcel is 7.0 acres in size and construction of a second dwelling unit would be consistent with Housing Element goals and objectives to increase opportunities for the production of affordable housing such as second dwelling units.
2. Removal of the Z (Second Dwelling Unit Exclusion) overlay is consistent with the DA (Diverse Agriculture) 20-acre density land use designation and will not significantly alter any of the potential uses that are currently allowed on this site.
3. The project site is not under a Land Conservation Act Contract and is too small to qualify for a Land Conservation Act Contract in the future.
4. The removal of the Z (Second Dwelling Unit Exclusion) overlay is consistent with the Zoning Code based on the following facts. The particular circumstances in this case are:
  - a. This parcel is located in a Class 2 Water Availability Area, meaning that the site is located in a major groundwater basin area and there is adequate water supply to serve the existing single-family dwelling and future second dwelling unit.

- b. The 7.0 acre parcel appears to have adequate room to accommodate the leach field area required for both the existing primary dwelling and future second dwelling unit with required expansion areas.
- c. The site is not located in an area with existing traffic hazards. The addition of a second dwelling unit to this site would not increase the burden on streets, roads, or highways in the area as they are all operating acceptably and are not projected to become impacted in the foreseeable future.
- d. The project site is not located within a designated fire hazard area. Removal of the Z (Second Dwelling Unit Exclusion) overlay would not decrease public safety.
- e. The project is exempt from CEQA pursuant to Section 15061(b)(3), because the project will have no significant effect on the environment.

BE IT FURTHER RESOLVED, that the Planning Commission recommends that the Board of Supervisors approve the requested Zone Change.

BE IT FURTHER RESOLVED that the Planning Commission designates the Secretary of the Planning Commission as the custodian of the documents and other material which constitute the record of proceedings upon which the decision herein is based. These documents may be found at the office of the Sonoma County Permit and Resource Management Department, 2550 Ventura Avenue, Santa Rosa, CA 95403.

THE FOREGOING RESOLUTION was introduced by Commissioner \_\_\_\_\_, who moved its adoption, seconded by Commissioner \_\_\_\_\_, and adopted on roll call by the following vote:

Commissioner  
Commissioner  
Commissioner  
Commissioner  
Commissioner

Ayes:      Noes:      Absent:      Abstain:

WHEREUPON, the Chair declared the above and foregoing Resolution duly adopted; and

SO ORDERED.



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 34  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors / Community Development Board of Directors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** 4/5

**Department or Agency Name(s):** County Administrator, General Services, Sheriff Office, Ag Commissioner, Regional Parks, Agricultural Commissioner, and Transportation & Public Works.

**Staff Name and Phone Number:**

Christina Rivera 707-565-2431

**Supervisorial District(s):**

All

**Title:** Third Quarter Budget Update

### **Recommended Actions:**

- A. Receive FY 2014-15 Budget Estimates and Update of the 2015-2019 Fiscal Forecast.
- B. Adopt Concurrent Resolution of the Board of Supervisors and the Community Development Commission Board of Directors adjusting FY 2014-15 Budget Appropriations.

### **Executive Summary:**

In collaboration with County and Agency department managers, the County Administrator's office staff provides the Board updated Budget information. The 3<sup>rd</sup> Quarter update includes an evaluation of the County's General Fund (GF) fiscal position for the remainder of the year based on revenue and expenditure estimates provided by staff. In addition, this 3<sup>rd</sup> Quarter review provides the opportunity to preview preliminary FY 2015-16 & 2016-17 department requested budgets as part of the Multi-year Fiscal Forecast update and adopt any necessary budget adjustments for the 3<sup>rd</sup> Quarter FY 2014-15.

#### FY 2014-15 Third Quarter Budget Update

The FY 2014-15 Adopted Budget was \$1.48 billion since then the Board has approved revisions as follows: \$33.8 million in the 1<sup>st</sup> Quarter, and \$46 million in the 2<sup>nd</sup> Quarter. This report includes \$7.9 million for a total Revised FY 2014-15 Budget of \$1.6 billion. Most of the growth revisions are due rolled forward projects and increased state and federal funding.

During the mid-year Budget Update presented on February 10, 2015, we estimated a \$10 million GF savings at year-end. After the review of the nine months of fiscal activity, department/agency staffs were able to refine their programs' year-end estimates, and we are now projecting \$13.5 million in County GF carryover balance, an improvement of \$3.5 million from the mid-year estimates, primarily associated with staffing cost savings. The under-spent salaries and benefits costs is directly associated

with the \$3 million set aside during 1<sup>st</sup> Quarter budget adjustments to finance the temporarily increased County payroll pension share. Established to accelerate the pay down of the unfunded pension liability. As we have proceed throughout the year, departments have been able to cover within existing budgets.

#### FY 2014-15 Third Quarter Budget and Position Adjustments

A total of \$7.9 million in budget adjustments and 0.32 position changes is presented for the Board's consideration as Exhibit A of the attached Budget Adjustment Resolution. Of the total requested changes, \$350,000 are budget changes following prior Board direction. New items' budget adjustments for the Board's consideration are summarized as follows:

**General Fund \$657,000:** Regional Parks is programming services financed with augmented park facilities revenues, \$563,000; General Services establishes operating expenses for the Guerneville Veterans returning to the County from the outside operator; \$140,000; and Sheriff's Office recommend funding to establish a crime prevention activities contract with Fulton Day Reporting Center, \$30,000; while adjusting various units expenses including a reduction in Telecommunications operations to finance tower capital investments netting to (-\$76,000).

**Other Funds \$7 million:** Capital Projects appropriation increase of \$2 million programming: Telecommunication funds for towers, Community Development Block Grant for Fairground ADA improvements, and Human Services funds for the Paulin Dr. Assistance Center remodel. Community Development Commission programming increased federal and state funding for approximately \$2.6 million. Agricultural Commissioner's Office is requesting to use \$18,700 from their Fish & Wildlife fund to replace patrol boat engines. And, Regional Parks projects adjusting about \$2 million to finance amongst other projects ADA improvements, Tolay Shop Replacement, and Moorland Park project.

#### Multi-year Forecast Updated with Preliminary 2015-16 & 2016-17 Budget Values

At the February 10, 2015 Budget Policy Workshop, the General Fund was forecast to result in a \$4 and \$12 million deficit for FY 2015-16 and 2016-17 respectively. The February Forecast included some non-recurring investments and was based on revenues estimated as of December 2014. Since then departments' staff and the County Administrator team have reviewed baseline revenues and expenses, and absent any significant findings (given the County is now utilizing a new Financial System) the General Fund two-year budget will be submitted as balanced for FY 2015-16 and 2016-17 budget for the Board's consideration in June, relying on \$11.5 million and \$14 million in carryover General Fund savings or unrestricted budgetary fund balance, respectively.

It is important to note the 2015-2019 Forecast only includes current baseline operating expense and sources, adjusted for anticipated cost increases in future years. Consequently, the balanced Forecast does not include \$77 million funding for Strategic Plan investments identified thus far.

#### Next Budget Development Milestones

The County's first two-year Recommended budget for Fiscal Years 2015-2016 and 2016-2017 public hearing is planned to begin on June 15, 2015. CAO staff is finalizing budget documents, confirming budget amount recommendations, and analyzing 50 department submitted Program Changes or

Improvements, which may require financial support beyond baseline. The following are the next critical path Budget Development milestones:

- May 15: Complete CAO recommendations regarding Program Changes based on the County's Strategic Plan Goals and 2015 Board established priorities.
- May 22: Finalize balancing with Auditor-Controller-Treasurer-Tax Collector.
- May 29: Send all Budget documents to Reprographics to assembly and duplication.
- June 01: Coordinate with Clerk of the Board Budget Hearings notice.
- June 05: Publish Recommended Budget book for 10-day public review.
- June 10: Distribute Supplemental Budget Changes (to include recommended Program Requests), and Budget Hearings information materials.
- June 11: Publish the Budget Hearings schedule and post information materials for public review.

**Prior Board Actions:**

2/10/2015 Budget Policy Workshop & 2<sup>nd</sup> Quarter 2014-15 Budget Update

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$ 7,953,559	State/Federal	\$ 3,916,045
	\$	Fees/Other	\$ 3,170,157
	\$	Use of Fund Balance	\$ 754,446
	\$	Contingencies	\$ 112,911
	\$		\$
<b>Total Expenditure</b>	<b>\$ 7,953,559</b>	<b>Total Sources</b>	<b>\$ 7,953,559</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

Requested adjustments details are included as the Resolution's Exhibit A. Use of contingencies is supporting \$35,000 to Regional Parks project; \$50,000 for succession staffing cost in General Services; and \$27,911 to cover fee waivers and sponsorships approved since 3/3/105. The remaining contingency balance is adjustments are approved will be \$625,760.



<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
Requested positions changes total 0.32 full time equivalent positions. Changes are included as the Resolution's Exhibit B.			
<b>Attachments:</b>			
Attachment A: Updated General Fund Fiscal Forecast; Budget and Position Adjustment Resolution; Resolution Exhibit A: Consolidated Budget Adjustments; and Resolution Exhibit B: Consolidated Position Changes.			
<b>Related Items "On File" with the Clerk of the Board:</b>			
None			

Attachment A: Fiscal Forecast 3rd Quarter FY 2014-15 Budget Update

	FY 14-15 Revised	Preliminary Recommended FY 15-16	Projected FY 16-17	Projected FY 17-18	Projected FY 18-19
	<b>**TWO YEAR BUDGET**</b>				
Taxes	222,207,836	232,419,643	239,241,667	245,200,000	250,260,000
Licenses/Permits/Franchises	11,613,834	12,266,237	12,399,125	12,470,000	12,520,000
Fines/Forfeitures/Penalties	7,623,714	7,795,016	7,791,432	7,870,000	7,950,000
Use of Money/Property	6,519,849	5,536,991	5,263,822	5,280,000	5,290,000
State and Federal Funds	84,469,800	81,865,433	82,084,047	82,570,000	82,890,000
Charges for Services	41,784,424	48,170,974	48,681,116	48,970,000	49,160,000
Miscellaneous Revenues	4,402,625	3,341,819	3,374,719	3,390,000	3,400,000
Other Financing Sources	19,287,410	7,481,088	8,013,104	8,090,000	8,170,000
<b>Total Sources</b>	<b>397,909,492</b>	<b>398,877,201</b>	<b>406,849,032</b>	<b>413,840,000</b>	<b>419,640,000</b>
Salaries & Benefits	284,319,471	289,219,810	296,701,700	303,717,247	308,488,181
Services & Supplies	106,191,869	98,388,125	101,659,751	102,680,000	103,710,000
Other Charges	20,695,629	25,902,567	26,530,517	27,715,000	28,410,000
Fixed Assets	10,658,706	2,775,237	3,208,237	3,300,000	3,380,000
Operating Transfers	69,398,820	60,479,586	60,479,586	62,290,000	63,850,000
Roads Pavement Program	4,500,000	9,000,000	9,000,000	9,000,000	9,000,000
Reimbursements	(81,476,897)	(80,368,081)	(81,649,883)	(84,100,000)	(86,620,000)
Contingencies	738,671	5,000,000	5,000,000	5,000,000	5,000,000
<b>Total Expenditures</b>	<b>415,026,269</b>	<b>410,397,244</b>	<b>420,929,908</b>	<b>429,602,247</b>	<b>435,218,181</b>
<b>Baseline Surplus/(Deficit)</b>	<b>(17,116,777)</b>	<b>(11,520,043)</b>	<b>(14,080,876)</b>	<b>(15,762,247)</b>	<b>(15,578,181)</b>
<b>Year-End Savings / Rebudget Designation</b>	17,116,777	11,520,043	14,080,876	15,762,247	15,578,181
<b>Unmet Needs Funding Amounts (See Next Page)</b>	0	74,750,000	75,750,000	78,850,000	78,500,000
<b>REVISED SURPLUS/(DEFICIT)</b>	<b>-</b>	<b>(74,750,000)</b>	<b>(75,750,000)</b>	<b>(78,850,000)</b>	<b>(78,500,000)</b>

Attachment A: Fiscal Forecast 3rd Quarter FY 2014-15 Budget Update

**UNFUNDED NEEDS (partial list):**

	<b>FY 15-16</b>	<b>FY 16-17</b>	<b>FY 17-18</b>	<b>FY 18-19</b>
Additional Facilities Maint.		PENDING		
Build GF Reserves	5,350,000	5,350,000	5,350,000	5,000,000
Buy Down UAAL	18,200,000	20,700,000	23,800,000	23,800,000
Community Corrections Center		PENDING		
Community Resiliency Projects		PENDING		
General Gvt Facilities Capital Plan		PENDING		
Integrated Justice System Interface	1,000,000	1,000,000	1,000,000	1,000,000
Jail Management System	1,500,000	0	0	0
New Court Construction		PENDING		
Roads Infrastructure	47,700,000	47,700,000	47,700,000	47,700,000
Voting Ballot System	500,000	500,000	500,000	500,000
Workforce Succession	500,000	500,000	500,000	500,000
<b>UNFUNDED NEEDS TOTAL</b>	<b>74,750,000</b>	<b>75,750,000</b>	<b>78,850,000</b>	<b>78,500,000</b>



County of Sonoma  
State of California

Date: May 12, 2015

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

4/5 Vote Required

**Concurrent Resolution Of The Board Of Supervisors Of The County Of Sonoma  
And All Public Entities For Which The Board Of Supervisors Acts As The Board  
Of Directors Or Commissioners, Adjusting The FY 2014-15 Budget For All  
Governmental Entities Within Its Jurisdiction (4/5 Vote Required)**

**Whereas**, the Board has adopted the Fiscal Year 2014-15 Budget for all Governmental Entities within its jurisdiction, in accordance with Section 29088 of the Government Code of the State of California, and

**Whereas**, the Government Code allows for adjustments to the Adopted Budget during the 2014-15 Fiscal Year.

**Now, Therefore, Be It Resolved** that the County Auditor-Controller is hereby authorized and directed to adjust the Fiscal Year 2014-15 Adopted Budget for the attached increases/decreases listed in Exhibit "A" and position allocation changes listed in Exhibit "B" for the governmental entities within its jurisdiction.

**Supervisors:**

Rabbitt:

Zane:

Gore:

Carrillo:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

**EXHIBIT A**

**Consolidated Budget Adjustments FY 2014-15- 3rd Quarter**

	FTE Impacts (+/-)	Gross Expenditure	Revenue & Reimbursement	Net Cost
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**Summary of Requested Adjustments for Board Consideration**

**Administrative and Fiscal Services**

**General Services - County General Fund**

Increase budget to cover General Services Director dual-fill costs \$50,000; reclassify appropriations to transfer Art Sculpture project to Capital Projects \$15,000 (\$0 net change); realize additional revenue from Veteran's Buildings due to increased utilization and corresponding expenditures due to the Guerneville Veteran's Building transferring back to the county \$89,506.	0.0	139,506	89,506	50,000
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**General Services - Capital Projects Fund**

Adjustment appropriates \$525,000 in Sheriff's Radio Capital funds for Tower construction projects; \$179,637 reimbursement from Fairgrounds for Community Development Block Grant funds for 2009 ADA improvements; \$1.3M from Human Services for the Paulin Dr. Assistance Center, and transfer from TOT funds from Local Projects to Art Sculpture project \$15,000. Project transfers from closeout projects to Los Guilicos Photo Voltaic and Animal Shelter Improvements totaling about \$3,000 in project revenue offsetting existing expense .	0.0	2,019,721	2,022,593	(2,872)
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**General Services - Capital Projects Fund**

Reclassify \$455,500 ADA project fund transfer to Regional Parks(\$0 net change); increase revenue of \$200,000 from Criminal Justice Construction for the North County Detention Facility Fence; re-appropriate released encumbrances for various projects totaling \$42,440.	0.0	42,440	200,000	(157,560)
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**EXHIBIT A**

**Consolidated Budget Adjustments FY 2014-15- 3rd Quarter**

	FTE Impacts (+/-)	Gross Expenditure	Revenue & Reimbursement	Net Cost
<b>Justice Services</b>				
<b>Sheriff's Office- County General Fund</b>				
Budgetary adjustments to add California Department of Parks and Recreation, Division of Boating and Waterways revenue to the Sheriff's Marine Unit Section for the purchase of a jet dock, \$40,000; approved by the Board on 4/7/15; appropriate civil AB709 accumulated funds to cover software and server cost \$13,000; transfers \$650,000 in salaries and benefits appropriations between the Detention and Law Enforcement divisions (\$0 change), and reduce Telecommunications Operating Budget revenues and expense by -\$129,384.	0.0	(76,384)	(76,384)	0
<b>Sheriff's Office- Other Fund</b>				
Adjust the Communication Towers fund to reduce transfer to Telecommunications operations of \$-129,384; and transfer \$525,000 to Capital Towers Project, as project will be managed by General Services. Establishes authority to transfer AB709 accumulated funds to cover software and server cost, \$13,000.	0.0	408,616	0	408,616
<b>Sheriff's Office- County General Fund</b>				
Appropriate transfer from the Asset Forfeiture fund to establish a contract with Fulton Day Reporting Center supporting crime prevention services.	0.0	30,000	30,000	0
<b>Sheriff's Office- Other Fund</b>				
		30,000	0	30,000
<b>Development Services</b>				
<b>Community Development Commission - Other Fund</b>				
Appropriations changes due anticipated federal reimbursements for Voucher Program, \$1.6 million in Housing Assistance Payments (HAP) for increases in rental prices, and adjust Sonoma City Successor Agency \$270,000 for unbudgeted rental income.	0.0	1,870,000	1,870,000	0

**EXHIBIT A**

**Consolidated Budget Adjustments FY 2014-15- 3rd Quarter**

	FTE Impacts (+/-)	Gross Expenditure	Revenue & Reimbursement	Net Cost
Adjustments to align with updated estimates, which include \$250,000 for HOST program; \$85,283 for CalWORKS housing program; \$500,000 CDBG housing rehabilitation program cost reimbursements; \$150,000 for HOME program costs. Requested changes move existing revenues and expenses financed with Reinvestment & Revitalization funds to the newly established HOST program budget for a total of \$750,000, which results in \$0 net change within the overall department budget.	0.0	746,045	746,045	0
<b>Transportation and Public Works - Other Fund</b>				
Operating transfer returning residual Public, Education, & Government (PEG) funds after the completion of Board of Supervisors chambers Audio-Visual improvement project.	0.0	0	119,255	(119,255)
<b>Regional Parks - County General Fund</b>				
Appropriate increased \$471,000 revenue from day use, camping fees, and parks pass sales based on current activity. Recognize \$93,000 in reimbursements from Parks Foundation and administrative charges. Increased sources will cover augmented service delivery costs.	0.0	563,500	563,500	0
<b>Regional Parks - Other Fund</b>				
Based on current estimates, correct various capital projects' appropriations by adding a net of \$250,000 in appropriations and reducing revenue by \$201,000. Also, add \$456,000 in unreimbursed prior year OT from ADA SETP funds for Doran ADA, Doran Jetty, Ragle, Crane Creek, Foothill, and Healdsburg Veteran's Memorial Beach (HVMB) and appropriate expenses totaling \$456,000 associated with this. And, restore \$35,000 in General Fund Contribution to HVMB that was removed in error during mid-year adjustments.	0.0	706,273	289,889	416,384
Adjust capital projects appropriations, including \$950,000 for Moorland Park funded with \$467,000 from Open Space and \$483,000 from State Housing Related Parks Program Grant; Tolay Shop Replacement funding is from insurance reimbursement \$100,000 and \$100,000 in transfers from Parks Mitigation Funds.	0.0	1,150,142	1,150,142	0

**EXHIBIT A**

**Consolidated Budget Adjustments FY 2014-15- 3rd Quarter**

	FTE Impacts (+/-)	Gross Expenditure	Revenue & Reimbursement	Net Cost
Decrease Mitigation Fund transfers by (\$135,000) related to project budgets corrections, offset by a \$85,000 increase for new projects. Also, appropriate increased revenue at Spud Point Marina, Mason's Marina, and Sport Fishing Center for berthing and service dock fees, \$105,000 to augment services at these facilities.	0.0	55,000	94,567	(39,567)
<b>Other County Services</b>				
<b>Agriculture/Weights &amp; Measure and Fish and Wildlife - County General Fund</b>				
Position allocations adjustment in the Agriculture Division to provide support to our new Land Stewardship Division. Increases Administrative Services Office I by 0.32, deletes a 1.0 Ag Bio Standards Specialist, and adds a 1.0 Environmental Specialist. Adjustments will be covered within existing budget.	0.3	0	0	0
<b>Agriculture/Weights &amp; Measures and Fish and Wildlife - OTHER FUND</b>				
Request the use of Fish and Wildlife Fund Balance to fund an approved grant for The California Department of Fish and Game. The grant is to purchase replacement engines for a patrol boat that is assigned to a Sonoma County Warden.	0.0	18,700	0	18,700
<b>Sub-Total Adjustments for Board Consideration</b>	<b>0.3</b>	<b>7,703,559</b>	<b>7,099,113</b>	<b>604,446</b>



**EXHIBIT A**

**Consolidated Budget Adjustments FY 2014-15- 3rd Quarter**

	FTE Impacts (+/-)	Gross Expenditure	Revenue & Reimbursement	Net Cost
<b>Summary of Requested Adjustments Reflecting Prior Board Direction</b>				
<b>Non-Departmental - General Fund</b>				
Adjustment to Regional Parks Capital Projects restoring \$35,000 transfer, and \$50,000 contingencies use for the General Services director dual-fill costs. In addition, increase contributions to outside organizations offset by an equal decrease in contingencies for \$27,911 covering waived fees and approved sponsorships since and including 3/3/15 Board approvals (\$0 net change).	0.0	(50,000)	0	(50,000)
<b>Non-Departmental - Other Fund</b>				
Program re-budgeting transfers to Capital Projects.		200,000	0	200,000
<b>Health and Human Services</b>				
<b>Human Services - Other Fund</b>				
Transferring previously appropriated funds to General Services Capital Project Funds for the Paulin intake remodel.	0.0	(1,300,000) 1,300,000	(1,300,000) 1,300,000	0 0
<b>Development Services</b>				
<b>Community Development Commission - Other Fund</b>				
Adjusting staffing costs for Special Projects Director, expiring on 4/21/2020 to provide project management and oversight of several former redevelopment and homeless-related priority initiatives funded through the Reinvestment and Revitalization (R&R) program. Actions also include \$50,000 in transfer between accounts. April 21, 2015, Item #24	0.0	100,000	100,000	0
<b>Sub-Total Adjustments Reflecting Prior Board Direction</b>	0.6	250,000	100,000	150,000
<b>GRAND TOTAL ADJUSTMENTS</b>	1.0	7,953,559	7,199,113	754,446
General Fund For Board Consideration		656,622	606,622	50,000
Other Funds For Board Consideration		7,046,937	6,492,491	554,446
General Fund Prior Board Direction		(50,000)	0	(50,000)
Other Funds Prior Board Direction		300,000	100,000	200,000
		7,953,559	7,199,113	754,446

Exhibit "B" Position Allocations  
 FY 2014-2015 3rd Quarter Consolidated Adjustments

Dept. ID #	Job Class	Job Title	Existing Allocation (FTE)	Change in Allocation (FTE) Chg	New Total Allocation	Effective Date	Salary Range (A-Step)
<b>Community Development Commission</b>							
10010100	1125	AGRICULTURAL BIOLOGIST-STANDARD SPECIALIST III	7.75	-1.00	6.75	05/12/15	2048
10010100	0988	ENVIRONMENTAL SPECIALIST	0.00	1.00	1.00	05/12/15	3002
10010100	0827	ADMINISTRATIVE SERVICES OFFICER I	0.68	0.32	1.00	05/12/15	3521
				0.32			



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 35  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors of Sonoma County

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Sheriff's Office

**Staff Name and Phone Number:**

Heidi Keith, 565-2812

**Supervisorial District(s):**

All

**Title:** Sheriff's Office Appointment of Retiree Extra-Help

### **Recommended Actions:**

Pursuant to Government Code §7522.56 approve the appointment of Mr. Randy Muelheim as a Communications Dispatcher II Retiree Extra-Help, in order to fill a critically needed position within 180 days of his retirement, with an appointment date as early as May 26, 2015.

### **Executive Summary:**

Pursuant to the California Public Employees' Pension Reform Act (PEPRA), Government Code §7522.56, an exception can be made to reappoint a retiree as extra-help provided the governing body certifies that the appointment is necessary to fill a critically needed position, in those circumstances where 180 days from the date of retirement has not yet passed. This approval must be in a noticed public meeting and not on a consent calendar. PEPRA includes other requirements in order for a retiree to be eligible for an Extra-Help appointment, such as not having accepted a retirement incentive and not having accepted unemployment arising out of prior public appointment. The individual and delegated department staff have completed the Retiree Extra-Help Compliance Form certifying the appropriateness of the appointment.

Mr. Muelheim, Sheriff's Office Communications Dispatcher II, will be retiring in mid-May. His retirement will create a sixth FTE vacancy in the Sheriff's Dispatch Bureau (Bureau). Mr. Muelheim's immediate return as extra help will eliminate the need for 6 hours of mandatory overtime per available dispatcher FTE per month.

The Sheriff's Office has consulted with the Human Resources Department which is supportive of the recommended action.

In accordance with Government Code section 7422.56, the Sheriff's Office is asking the Board certify as follows:

- Randy Muelheim appointment to Communications Dispatcher II is necessary to fill a critically needed position within 180 days of his retirement date;

- Randy Muelheim did not accept retirement incentives upon his retirement; and
- Randy Muelheim’s appointment shall not exceed 960 hours per year.

If the Board of Supervisors makes the foregoing certifications, Randy Muelheim will be hired as of the date of his retirement as a Communications Dispatcher.

**Prior Board Actions:**

None.

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

The certification of this request will allow the Sheriff’s Office to continue to provide core Sheriff’s emergency dispatch services thereby supporting the health and safety of employees and community.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 3,960	County General Fund	\$ 3,960
Add Appropriations Req’d.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 3,960</b>	<b>Total Sources</b>	<b>\$ 3,960</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

The Sheriff’s Office will use salary savings from the five vacancies in the Dispatch Bureau to fund the extra help hours.

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

This is a Retiree Extra-Help appointment; no permanent allocations are being added or changed.

**Attachments:**

None.

<b>Related Items "On File" with the Clerk of the Board:</b>
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None.
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County of Sonoma  
Agenda Item  
Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 36  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 6, 2014

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors (1<sup>st</sup> District)

**Staff Name and Phone Number:**

Supervisor Susan Gorin, 565-3752

**Supervisorial District(s):**

1<sup>st</sup>

**Title:** Fee Waiver

**Recommended Actions:**

Approve fee waiver in the amount of \$914.32

**Executive Summary:**

Sonoma Home Meals dba Meals on Wheels Sonoma is requesting a fee waiver for Health Inspection fees for the Meals on Wheels Program in Sonoma Valley.

**Prior Board Actions:**

This fee was Waived in 2010, 2011, 2012, 2013

**Strategic Plan Alignment** Goal 4: Civic Services and Engagement

**Fiscal Summary - FY 13-14**

Expenditures		Funding Source(s)	
Budgeted Amount	\$	County General Fund	\$
Add Appropriations Req'd.	\$ 914.32	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$ 914.32
	\$		\$
<b>Total Expenditure</b>	<b>\$ 914.32</b>	<b>Total Sources</b>	<b>\$ 914.32</b>

<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None			
<b>Attachments:</b>			
Fee waiver application and related exhibits			
<b>Related Items “On File” with the Clerk of the Board:</b>			
None			

SUBMIT TO:  
 Board of Supervisors  
 575 Administration Dr, Ste 100A  
 Santa Rosa, CA 95403

# COUNTY OF SONOMA

For Board of Supervisors Use Only

## Fee Waiver/Board Sponsorship Request Form

1. Contact information for individual requesting fee waiver/sponsorship:

Name: Susan Weeks  
First Middle Last

Mailing Address: P O Box 622 Sonoma CA 95476  
Number, Street, Apt/Suite City State Zip

Phone: ( 707 ) 935 - 9141 Email: \_\_\_\_\_  
Area Code, Number

2. Name of Community Based Organization, Non-Profit, or Government Agency for which fee waiver/sponsorship is requested:

Name: Sonoma Home Meals dba Meals On Wheels Sonoma

Mailing Address: P O Box 622 Sonoma CA 95476  
Number, Street, Apt/Suite City State Zip

Phone: ( 707 ) 935 - 9141 Email: \_\_\_\_\_  
Area Code, Number

3. Please indicate by check mark the supervisory district in which the organization or agency submitting this request is located, where the project/activity/event will be held, and the district office to whom you would like to submit this request:

Board Member and District	Susan Gorin District 1	David Rabbitt District 2	Shirlee Zane District 3	James Gore District 4	Efren Carrillo District 5
Entity or organization location (select all that apply)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project/activity/event location (select all that apply)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District office to receive request (select only one)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Type of Community Based Organization, Non-profit, or Government Agency for which the fee waiver/sponsorship is requested:

City                       Special District                       Other Local Government  
 School                       Non-profit or CBO

Other (please specify): \_\_\_\_\_

5. Please provide a description of the project/activity/event for which a fee waiver/sponsorship is being requested on a separate sheet of paper. Please include the number of individuals who will participate or be served, etc.

6. Please indicate if this is a one-time or annual event:                       One Time                       Annual



7. Type and amount of fee waiver/sponsorship requested. Please list all County fees you are requesting be waived/sponsored in conjunction with this project/activity/event. Please attach a copy of an estimate or receipt from the County Department or Veteran's Building Operator documenting the amount of each fee you are requesting be waived/sponsored.

Department Assessing Fee	Type of Fee	Amount of Fee
Health Services (EH)	Food Permit	\$914.32

8. If your Community Based Organization, Non-Profit, or Governmental Agency has received a fee waiver/sponsorship for a similar project/activity/event in the past, please list below:

Date of Fee Waiver	Department Assessing Fee	Type of Fee	Amount of Fee
3 / / 2014	Health Services (EH)	Food Permit	\$914.32
3 / / 2013	Health Services (EH)	Food Permit	\$1,002.00
3 / / 2012	Health Services (EH)	Food Permit	\$963.00
3 / / 2011	Health Services (EH)	Food Permit	\$1,002.00

9. Does the organization or agency for which the fee waiver/sponsorship is requested receive funding from any of the following sources? If so, please specify:

- Property Tax                       Sales Tax                       Special Assessment  
 User Fees

Other (please specify): \_\_\_\_\_

10. If you checked any of the boxes in number 9 above, please provide an explanation and supporting documentation regarding the inability of the organization or agency to pay the fees which you are requesting be waived/sponsored. Please attach to this form and submit with your request.
11. Will the organization or agency be charging an entry fee or be requesting a donation for the project/activity/event for which you are requesting a fee waiver/sponsorship? If so, please provide an explanation detailing why the fees to be waived/sponsored cannot be recovered through the entry fee. Please attach to this form and submit with your request.

*Jean Weeks*  
Authorized Signature

*Director*  
Title

3 1201 15  
Date

*Meals - on - Wheels of Sonoma*

P. O. Box 622

Sonoma, Ca. 95476

(Non-Profit Organization)

Sonoma Home Meals DBA Meals  
on Wheels of Sonoma prepares  
and delivers two meals a  
day five days a week to  
60 clients. We ask the  
clients to pay \$5 a day.  
currently only 50% ± can pay.



County of Sonoma Department of Health Services  
 Environmental Health & Safety Section  
 625 5th Street  
 Santa Rosa, CA 95404 707-565-6565



**Public Health**  
 Prevent Promote Protect

# INVOICE

TO: Sonoma Home Meals Inc  
 Sonoma Home Meals Inc  
 PO Box 622  
 Sonoma, CA 95476

Invoice ID	Date
IN0088179	3/3/2015

District	Facility ID
Food District3	FA0007764

ATTN: Sonoma Home Meals Inc  
 RE: Sonoma Home Meals Inc

Record ID	Program Identifier	Program Element	Description	Amount
PR0000567	Meals On Wheels	3311	Food - Moderate Preparation	\$ 1,002.00
		9933	REFS discount	\$ -87.68
Total Due for This Invoice:				\$ 914.32
Due Date:				4/1/2015

Pursuant to the Sonoma County Code, Chapter 14, Section 14-4(n) and 14.4.1(e) food and pool annual renewal fees will be assessed late fees of 25% of the remaining invoice balance due if full payment is not received within 30 days of due date and an additional 25% of the remaining invoice balance due if full payment is not received within 60 days of due date.

Please return this portion with your payment

From: Meals On Wheels  
 275 E Spain St

Invoice ID	Date
IN0088179	3/3/2015

District	Facility ID
	FA0007764

To: County of Sonoma Department of Health Services  
 Environmental Health & Safety Section  
 625 5th Street  
 Santa Rosa, CA 95404 707-565-6565

Total Due for This Invoice: \$ 914.32  
 Due Date: 4/1/2015



## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 37  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** Board of Supervisors

**Staff Name and Phone Number:**

Supervisor David Rabbitt, 707/565-2242

**Supervisorial District(s):**

Second District

**Title:** Disbursement of FY 14-15 Second District Funds

### Recommended Actions:

Approve Advertising Program grant awards and authorize the County Administrator to execute contracts with

1. Friends of the Petaluma River for advertising and promotions activities for FY 14/15 in the amount of \$1,500.00.
2. Sonoma County GO LOCAL Co-Op for advertising and promotions activities for FY 14/15 in the amount of \$500.00
3. Petaluma Museum Association for advertising and promotions activities for FY 14/15 in the amount of \$1,500.00

### Executive Summary:

Category E – Local Events and Organizations of the Advertising and Promotions Program Policy provides grant allocations to each Supervisor, to be distributed at the Supervisor’s discretion. The Second District has reviewed the applications from the Petaluma Friends of the River and Sonoma County GO LOCAL Co-Op, and wishes to recommend the following FY 14/15 advertising grant awards:

- The Petaluma Friends of the River for the advertising and promotion of the 6<sup>th</sup> Annual Rivertown Revival , a community based thematic festival highlighting the Petaluma River with music, an art boat flotilla, theatrical performances and community activities with funds benefitting the *David Yearsley River Heritage Center* in the amount of \$1,500.00
- The Sonoma County GO LOCAL Co-Op for the advertising and promotion of the quarterly Chow Down Event which spotlights local food and beverage producers with local vendors and music at the Sonoma Mountain Village Event Center in Rohnert Park in the amount of \$500.00.
- The Petaluma Museum Association for the advertising and promotion of events including a Children’s Art Show, Valentine’s Day Concert, Black History Month Celebration, Jewish, Portuguese, Native American and Danish Communities Celebrations, Malt Scotch Tasting Event, Dia de Los Muertos Celebration and Pass in Review in the amount of \$1,500.

The funds will be distributed upon approval of this award by the Board and execution of the Advertising grant agreement contract by the County Administrator. The contracts will require the County logo on promotional materials produced using the grant award and will require submission to the County Administrators Office of advertising and promotional activity receipts up to the total amount of the grant award.

**Prior Board Actions:**

Friends of the Petaluma River - November 12, 2013, June 10, 2014 – Awarded Category E grant  
 Sonoma County GO LOCAL Co-Op – None  
 Petaluma Museum Association – June 10,2014 – Awarded Category E Grant

**Strategic Plan Alignment**      Goal 2: Economic and Environmental Stewardship

Grant funds allow non-profit partners to advertise and grow local events and encourage tourism, thereby promoting economic development and growth.

**Fiscal Summary - FY 14-15**

Expenditures		Funding Source(s)	
Budgeted Amount	\$ 3,500.00		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$ 3,500.00
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$ 3,500.00</b>	<b>Total Sources</b>	<b>\$ 3,500.00</b>

**Narrative Explanation of Fiscal Impacts (If Required):**

**Staffing Impacts**

Position Title (Payroll Classification)	Monthly Salary Range (A – I Step)	Additions (Number)	Deletions (Number)

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

None

<b>Related Items "On File" with the Clerk of the Board:</b>
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FY 14/15 Grant Award Agreements
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# Sonoma County Landmarks Commission

## ACTIONS

RECEIVED

MAY 07 2015

Sonoma County Permit and Resource Management Department  
2550 Ventura Avenue, Santa Rosa, CA 95403  
(707) 565-1900 FAX (707) 565-1103

BOARD OF SUPERVISORS  
COUNTY OF SONOMA

Date: May 5, 2015

### ROLL CALL

Nancy Simpson, First District (Absent)  
Stephanie McAllister, Second District  
Bryan Much, Third District  
Debra Watts, Fourth District  
Peter Jenny, Fifth District

### STAFF MEMBERS

Denise Peter, Planner III

## REGULAR CALENDAR

**Item No. 1: Hauser Bridge Road Bridge Replacement, Informational Item**

Time: 3:00 p.m.  
File: NA  
Applicant: Sonoma County Transportation and Public Works Dept.  
Staff: Denise Peter  
Env. Doc: Draft Mitigated Negative Declaration  
Proposal: Replacement of a non-historic bridge  
Location: Hauser Bridge Road at the Gualala River  
APN: 109-260-019  
District: 5  
Zoning: TP-B6 240 AC-RC 50/50

**Action: None required. Receipt of information acknowledged.**

**Vote: Not applicable.**

**Item No.2: Olea Hotel, Referral from Project Review Division, Comment Item**

Time: 3:00 p.m.  
File: PLP14-0084  
Applicant: Frederick and Patel LLC  
Staff: Denise Peter  
Env. Doc: TBD  
Proposal: Use Permit and Design Review to add three guest units above an existing garage and a pool and landscaping.  
Location: 5131 Warm Springs Rd., Glen Ellen  
APN: 054-240-040  
District: 1  
Zoning: K-LG/GE2-SR

**Action:** Provided the following comments for consideration of the decision maker for the Use Permit/Design Review application:

1. Support design of project as proposed.
2. Consider using paving materials that are consistent with historic character.
3. Protect significant trees that contribute to historic character.
4. Rezoning to Historic District (HD) Combining Zone should be a condition of approval of Use Permit in order to preserve historic character of site when future ministerial permits come in, particularly for the historic residential structure and guest structure.

**Vote:** Not applicable.

**Item No.3:** Kenwood Vineyards, Referral from Project Review Division, Comment Item

Time: 3:00 p.m.  
File: PLP15-0011  
Applicant: Jeremy Wright  
Staff: Denise Peter  
Env. Doc: TBD  
Proposal: Request to add 3,800 square feet to an existing building.  
Location: 9592 Highway 12, Kenwood  
APN: 051-160-033  
District: 1  
Zoning: DA-B6 20AC-HD-LG/MTN-RC50/50-SR

**Action:** Provided the following comments for consideration of the decision maker for the Use Permit/Design Review application:

1. Support the project as proposed.

**Vote:** Not applicable. Note: Commissioner McAllister abstained from discussion on this item.

**Item No.4:** Landmark No. 37 Benjamin Ranch, New Garage, Action Item

Time: 3:00 p.m.  
File: ADR15-0031  
Applicant: Carmen Cortez  
Staff: Denise Peter  
Env. Doc: TBD  
Proposal: To construct a new 760 square foot garage near a historic building.  
Location: 4300 Grange Road, Bennett Valley  
APN: 049-080-077  
District: 1  
Zoning: RR-B6 8/5AC-HD-RC50/50-RC100/50-SR-VOH

**Action:** Continue item to June meeting to review applicant's revised plans to reduce appearance of garage dominance. Garage should appear as a subordinate structure to the historic residence.

**Vote:** Not applicable.



## **OTHER BUSINESS**

1. Reports – Commissioners: McAllister: “Transform Sonoma Development Center partnership.
2. Report – Staff Updates: Mills Act & CLG Board Request, Re-Use of Grant Funds
3. Process Improvements: Historic Records Commission & Historic Resource Inventory
4. Approval of Minutes: December 2014: deferred due to lack of quorum; February 2015: approved as presented; April 2015: approved as presented.



RECEIVED

MAY 07 2015

Sonoma County Certificate of Compliance  
**REVIEW**

BOARD OF SUPERVISORS  
COUNTY OF SONOMA



**SONOMA COUNTY PERMIT AND RESOURCE MANAGEMENT DEPARTMENT**

2550 Ventura Avenue, Santa Rosa, CA 95403  
(707) 565-1900 FAX (707) 565-1103

**FOR REVIEW BY THE BOARD OF SUPERVISORS  
MEETING OF MAY 12, 2015**

**Item #1**      File:                    PLP15-0015

Applicant:      Richard D. Flasher

Owner:            Same

Staff:             Scott Hunsperger

Location:        4004 Bones Road, Sebastopol      Sup. Dist.: 5

APN:              104-120-026

Zoning:          RRD (Resources and Rural Development), B6-40 acre density, RC (Riparian Corridor) 100/50 feet

# Requested: 2

Size:              Parcel 1: 10.48 acres +/-  
Parcel 2: 3.45 acres +/-

Improvements:    Parcel 1: Single Family Dwelling, Workshops, Garage  
Parcel 2: None

Services:         Septic

# Approved: Two

Criteria:         These parcels are considered legally separate as they were created by

1. conveyance (grant deed or Government Patent) in which fewer than five parcels were created prior to March 1, 1967

**Parcel 1:** Created by: Book 375 of Deeds, Page 392; Recorded on November 15, 1919, S.C.R.  
Reference Documents: None

**Parcel 2:** Created by: Book 2067 of Deeds, Page 884; Recorded on August 20, 1964, S.C.R.  
Reference Documents: None

Appeal Deadline:      May 15, 2015

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## County of Sonoma Agenda Item Summary Report

Clerk of the Board  
575 Administration Drive  
Santa Rosa, CA 95403

**Agenda Item Number:** 43  
(This Section for use by Clerk of the Board Only.)

**To:** Board of Supervisors

**Board Agenda Date:** May 12, 2015

**Vote Requirement:** Majority

**Department or Agency Name(s):** County Administrator's Office

**Staff Name and Phone Number:**

Caluha Barnes (707) 565-3085

**Supervisorial District(s):**

All

**Title:** Final Report and Recommendations of the Community and Local Law Enforcement Task Force

### **Recommended Actions:**

Receive Final Report from the Community and Local Law Enforcement Task Force, and direct staff to return with implementation strategies, timelines and budget estimates for the recommendations within 120 days.

### **Executive Summary:**

On December 3, 2013, the Board of Supervisors established the Community and Local Law Enforcement Task Force (Task Force). The Task Force was given four charges:

- a. Review options for and ultimately recommend a model for an independent citizen review body;
- b. Review and recommend options for community policing to be considered with the FY 14/15 Budget process;
- c. Review and recommend whether the Office of Coroner should be separately elected from the Office of Sheriff; and
- d. Bring to the Board of Supervisors any additional feedback from the community on these issues that merit County attention and discuss staff generated efforts on these issues.

On May 13, 2014, and October 21, 2014, the Board received a comprehensive update on the progress of the Task Force, as well as on several Board and Staff initiatives. The action today is to receive the final report from the Task Force, which includes the recommendations related to their four charges.

In order to complete their work, the 21-member Task Force divided itself into three Subcommittees, and reported out their recommendations at the Subcommittee level.

## **Final Recommendations**

The recommendations were not voted on individually. In deference to the tremendous amount of work done by each Task Force member through the Subcommittee process, a significant majority of the Task Force members voted to forward the complete work of the Subcommittees to the Board of Supervisors.

**The Law Enforcement Accountability Subcommittee** reviewed the questions of the Civil Grand Jury as an oversight body, whether the Office of the Sherriff and Coroner should be separated, and law enforcement accountability/oversight models, and recommended or concluded the following:

- LEA - 1) An independent office of civilian oversight based on an independent auditor model should be established.
- LEA - 2) Civil Grand Jury is not feasible as oversight body; and
- LEA - 3) Offices of Sheriff and Coroner should be separated;

**The Community Policing Subcommittee** reviewed and recommended models of community policing and developed seven individual recommendations:

- CP - 1) Improved critical incident response model;
- CP - 2) Enhanced law enforcement programs and activities;
- CP - 3) Improved community outreach and engagement;
- CP - 5) Develop a Moorland neighborhood pilot project;
- CP - 6) Revise use of force policies and practices;
- CP - 7) Improve hiring and training processes and practices; and
- CP - 8) Revise County's body worn camera policy.

**The Community Engagement and Healing Subcommittee** responded to the very broad question of programs and activities to heal the community, embraced the value of upstream investments, focusing on programs for youth to improve opportunities, and on programs of meaningful community engagement believed to reestablish trust and facilitate community healing, and developed the recommendations:

- CEH - 1) Expand counseling and mental health services;
- CEH - 2) Continue County-wide community engagement forums;
- CEH - 3) Implement pilot mural program in Roseland;
- CEH - 4) Investigate Sonoma County social action music center;
- CEH - 5) Support and expand Student Congress;
- CEH - 6) Support the expansion of School Resource Officers;
- CEH - 7) Support and expansion of Community Services Officers;
- CEH - 8) Support implementation of restorative justice models;
- CEH - 9) Invest in infrastructure, public services and cultural awareness; and
- CEH -10) Expansion of education on law enforcement practices/policies.

Additionally, this Subcommittee brought forth an Interim Recommendation in October 2014 that the Sherriff rethink and reconsider the decision to place Deputy Gelhaus back on patrol.

**Community Engagement Efforts**

Since the October 21, 2014, update to the Board, the Subcommittees reported out their draft recommendations to the full Task Force, followed by the Task Force undertaking community engagement efforts across the County to solicit feedback on the draft recommendations. Staff and Task Force members presented 15-30 minute presentations to the following cities and community organizations:

**Cities:** Cloverdale, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma and Windsor

**Community Organizations:** Advisory Board on Alcohol and Drug Problems, First 5 Commission, Health Action Council, Los Cien, Maternal, Child and Adolescent Health Advisory Board, Santa Rosa City School District, Sonoma County Law Enforcement Chiefs’ Association, Sonoma County Office of Education, Violence Prevention Partnership, and Women in Law.

In addition to the questions raised by Council Members and feedback from the community organizations (Volume 3 – Appendix F), the Task Force received 224 pages of feedback directly from 57 individuals via the written correspondence and emails received (Volume 3 – Appendix G) and xx individuals spoke during Public Comments at Task Force and Subcommittee meetings (Appendix H).

**Next Steps**

Staff anticipates returning with implementation strategies, timelines and budget estimates based on the direction received as a result of this item.

**Prior Board Actions:**

October 21, 2014 – Update report on Task Force and Staff activities  
May 13, 2014 – Update report on Task Force and Staff activities

**Strategic Plan Alignment**      Goal 1: Safe, Healthy, and Caring Community

The recommendations from the Task Force directly support a safe, healthy and caring community by improving relationships and trust between the community and law enforcement, and initiating or expanding programs to support youth development and community engagement.

<b>Fiscal Summary - FY 14-15</b>			
<b>Expenditures</b>		<b>Funding Source(s)</b>	
Budgeted Amount	\$		\$
Add Appropriations Req'd.	\$	State/Federal	\$
	\$	Fees/Other	\$
	\$	Use of Fund Balance	\$
	\$	Contingencies	\$
	\$		\$
<b>Total Expenditure</b>	<b>\$</b>	<b>Total Sources</b>	<b>\$</b>
<b>Narrative Explanation of Fiscal Impacts (If Required):</b>			
<b>Staffing Impacts</b>			
<b>Position Title</b> (Payroll Classification)	<b>Monthly Salary Range</b> (A – I Step)	<b>Additions</b> (Number)	<b>Deletions</b> (Number)
<b>Narrative Explanation of Staffing Impacts (If Required):</b>			
None.			
<b>Attachments:</b>			
Attachment1: Summary of Task Force Recommendation On-File Documents: Sonoma County Community and Local Law Enforcement Task Force Final Recommendations Report (Volume 1)			



**Related Items “On File” with the Clerk of the Board:**

Sonoma County Community and Local Law Enforcement Task Force Final Recommendations Report  
(Volume 2) Appendices A-D

- A: Task Force Charter
- B: Subcommittee Report Attachments
- C: Summary of Presentations
- D: Task Force Member Biographies

Sonoma County Community and Local Law Enforcement Task Force Final Recommendations Report  
(Volume 3) Appendices E -G

- E: Community Engagement Questions and & Feedback
- F: Written Feedback from the Community
- G: Public Comment Contributors

# Summary of Task Force Recommendations

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## Law Enforcement Accountability Subcommittee Recommendations:

### Independent Review of Law Enforcement

Establish an Office of Independent Auditor (OIA), OIA Citizens Advisory Committee and OIA Youth Council.

### Feasibility of Grand Jury as Oversight Body

The Civil Grand Jury is not suited to provide the type of independent review of law enforcement determined to be needed by the LEA Subcommittee.

### Separating the Office of Coroner from Office of Sheriff

The Office of the Coroner should be separated from the Office of the Sheriff. This change would result in the continuation of an elected Sheriff as specified in the Constitution of the State of California and the establishment of a new Office of the Coroner or Medical Examiner, a non-elected position.

## Community Policing Subcommittee Recommendations:

### Improve Critical Incident Response:

Critical incidents can have profound effects on the families of those involved and the communities they represent. Addressing the needs of these stakeholders in a personal and professional manner and understanding the impact these events have on their lives is critical to fostering trust and good will between law enforcement and the communities they serve.

### Enhance Law Enforcement Programs and Activities

The Community Policing philosophy is based on the understanding that a strong and supportive relationship between law enforcement agencies and the communities they serve is critical to effective policing and community development. For some communities in Sonoma County, this relationship has been strained and trust has been eroded. In order to begin to bridge this gap and rebuild trust, new law enforcement programs and activities to engage and support communities are warranted.

### Improve Community Outreach and Engagement

These recommendations focus on an active plan for developing and enhancing community stakeholder relationships between local law enforcement agencies and the communities they serve, with an emphasis on facilitating and improving community dialogue and interactions.

### Develop a Moorland Neighborhood Pilot Project

These recommendations focus on creating a community policing, outreach and engagement plan, developed and agreed upon by residents and law enforcement, in the Moorland area in Southwest Santa Rosa. This project will serve to build trust, reduce crime and improve the quality of life of Moorland neighborhood residents. It will also act as a pilot project that may be replicated in other priority areas in the County.

### Review Use of Force Policies and Practices

The use of deadly force by law enforcement agencies in Sonoma County is of deep concern to many of the communities they serve. Updating and clearly defining use of force policies, emphasizing de-escalation tactics and alternatives to use of force, along with better equipping officers to handle high-stress situations in a safe and non-lethal manner where deadly force may be an option, is one way to begin to rebuild trust in communities and to prevent further tragedies.

### Improve Hiring and Training Processes and Practices

The Subcommittee strongly recommends that local law enforcement agencies commit to a broad and effective Community Policing philosophy with significant and meaningful involvement from the communities they serve. In keeping with the Community Policing philosophy, the Subcommittee also strongly encourages that all local law enforcement agencies make additional efforts to hire and maintain staff that are reflective demographically, culturally, and linguistically of the communities they serve

### Revise Body Worn Camera Policy

The Subcommittee found it necessary to include a recommendation on a policy for Body-Worn Cameras. The Sheriff's Office has recently purchased Body Worn Cameras. It is recommended that the Sheriff's Office and law enforcement agencies have a policies on the use of Body Worn Cameras that ensure transparency and have safeguards in place to provide a check and balance.

## **Community Engagement and Healing Subcommittee Recommendations**

### Counseling and Mental Health Services

Expand current behavioral health counseling and mental health programs available to help students with social and emotional needs and effects of traumatic incidents. Their families' needs also should be assessed and addressed. School counselors are trained to work with students, families, staff and agencies ensuring a holistic approach.

### County-Wide Community Engagement Forums

Continue funding facilitated community engagement forums after the termination of the Task Force. It is recommended the forums be modeled on our current efforts to reinforce a respectful and non-threatening dialogue between law enforcement and all segments of the community.

### Pilot Mural Program in Roseland

Implement a much-needed pilot public art program in Roseland, a neighborhood that is in need of the healing that public art can bring to a community. Then expand the program to other underserved areas identified in the 2014 Portrait of Sonoma County. Such a program will support the healing of the community by tapping into the great and diverse cultural resources available from these underserved areas.

### Sonoma County Social Action Music Center

Convene a series of at least three meetings to establish an ongoing Exploratory/Advisory Group, charged with exploring the feasibility of the creation of a Sonoma County Social Action Music Center that would support the expansion of community-based music programs throughout Sonoma County.

### Student Congress

Support expansion of a Student Congress, which is a youth-centered network and leadership program that allows for the reporting, distribution, and collection of critical information regarding social, health, financial, and academic capital. As a source of prestige and power, Student Congress is not only a viable alternative to joining a gang but also a pipeline to civic engagement in student and in local government.

### School Resource Officers

Explore the need for School Resource Officers (SRO's) in Sonoma County Schools and potentially expand upon existing resources. The intent is to identify areas within Sonoma County with the highest need for this service, how many officers would be needed, alternative resources available for collaboration, and the impact of associated costs on school districts, and applicable law enforcement jurisdictions.

### Community Service Officers

To support the addition of a Community Service Officer (CSO) in the Roseland & Mooreland area.

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Support an expanded version of the Restorative Justice program currently utilized in Santa Rosa for high risk secondary students who have committed serious violations of school discipline codes, potentially resulting in expulsion or suspension. This program helps turn students' poor decisions into opportunities for learning and growth versus life-long consequences in the criminal justice system.

### Investments in Infrastructure, Public Services and Cultural Awareness

The need to be accepted and belong to one's community is within all of us - it is human nature. There are three areas of emphasis that can begin to address this problem with further investment by the County and other public and private agencies: investment in the cultural awareness of our communities, infrastructure and public services, and programs involving youth. Youth, families and community partners must work together to address this issue.

### Education on Law Enforcement Practices and Policies

There is a widespread lack of knowledge with regard to law enforcement policies and procedures. The average community member does not necessarily have access to this information or cannot interpret what exists due to language barriers or agency jargon. Making this data readily available will help to close the gap between misinformation (often fueled by inaccurate media portrayals) and provide a realistic basis for appropriate interactions

### Interim Recommendation

This Subcommittee recommends to the Sonoma County Board of Supervisors that the Sheriff rethink and reconsider his decision to return Deputy Gelhaus back on patrol, and that in the interest of healing the community that Deputy Gelhaus be placed in another capacity

# **Sonoma County Community and Local Law Enforcement Task Force**

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## **Final Recommendations Report Volume 1**

**Presented to the Sonoma County Board of Supervisors  
May 12, 2015**



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# Letter from the Chair

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From Chair Caroline Bañuelos

First and foremost, I'd like to thank the Board of Supervisors for having the foresight to convene this Task Force during a time of tremendous strife and overwhelming sorrow in the community. Following the tragic shooting death of Andy Lopez by a Sonoma County deputy sheriff, 21 members representing the community were called upon to formulate recommendations addressing four key areas, with the ultimate goal of building trust between law enforcement and the community. As a result of fifteen months of in-depth research, thorough study, extensive public input and comprehensive analysis, the Task Force has submitted 20 recommendations to the Board of Supervisors. It has been a long, laborious process but it has also been an honor to have an opportunity to play a critical role in shaping community/police relations and public policy.

There are numerous stakeholders to thank who assisted the Task Force throughout this process. There were many presenters (who will be personally acknowledged in this report) that came before the Task Force and to various Subcommittee meetings; law enforcement agencies from different municipalities who were so generous with their time and expertise helping to inform us of what they were doing in their communities; input we received from the appropriate advisory groups and commissions which were named in our charter; and last but not least the input we received from the community. The community played an enormous part in our Task Force meetings, Subcommittee meetings, community forums and written feedback. It is vital that they be thanked for their time, commitment, and passion for this issue and their persistence in seeking change.

Staff has been instrumental in keeping the Task Force on schedule; supporting our work in a committed manner and guiding us toward the finish line. Beginning our process with Jennifer Murray, who advised and assisted us in organizing our Subcommittees and our work. As a new Task Force, we definitely did not have a sense of where to start when trying to address such a wide range of charges. Jennifer, with her calm but firm direction, helped us arrive at a place where the Subcommittees could actually begin to develop their recommendations. Following Jennifer's retirement, Caluha Barnes, made a seamless transition. With her steady and focused demeanor, Caluha ensured that we continued to advance our work: placing our recommendations on paper, taking the recommendations out to stakeholders and partners across the County, organizing and assembling the entire report and shepherding us to fruition. I'd like to thank the entire staff: Jennifer Murray, Caluha Barnes, Melissa Musso James, Liz Parra, Oscar Chavez and Brian Vaughn. The patience, thoughtful counsel and immense assistance they each provided throughout the work of the Task Force has been exceptional.

To the twenty members of the Task Force, I cannot express my thanks enough for agreeing to undertake this momentous assignment and then seeing it through to completion. It is fortunate, in my view, that we were able to agree to move all of the recommendations forward. Being a large diverse group of people who brought divergent perspectives to the table, this was a mountainous feat to say the least. The entire Task Force did not necessarily agree and support all of the recommendations, but there was respect and appreciation for the work involved and for this and a great deal more I thank the entire Task Force. There were many difficult meetings that at times were emotionally charged. Most Members understood that this had more to do with the issue and not to take it personally, but I am very aware of how difficult it was for many of them. I have come to admire and respect each and every Member for their courage, perseverance and commitment to this purpose and to the residents of Sonoma County.

Finally, it is evident that these recommendations are an enormous first step toward building an understanding of the meaningful changes that need to occur between law enforcement and the community. There is a great deal of work to be done and we know significant transitions do not come easily. There must be willingness and cooperation from all sides in order to work together to lay the foundation for success. It is my hope that these recommendations will serve as a catalyst for the concrete transformation that is absolutely essential to bringing about the trust and mutual respect we seek for both law enforcement and the community.

Caroline Bañuelos,  
Community and Local Law Enforcement Chair

## Task Force Members

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Caroline Bañuelos, *Chair*

Jeanne Buckley

Jose Castañeda

Evelyn Cheatham

Robert Edmonds, *Vice-Chair*

Mark Essick

Brien Farrell

Cora Guy

Maité Iturri

Lynn H. King

Eric Koenigshofer, *Chair, Law Enforcement Accountability*

Sylvia Lemus, *Chair, Community Policing*

Carolyn Lopez

Gustavo Mendoza

Todd Mendoza, *Former Chair, Law Enforcement Accountability*

Joe Palla

Omar Paz, Jr., *Chair, Community Engagement and Healing*

Judy Rice, *Former Chair, Community Engagement and Healing\**

Irene Rosario

Amber Twitchell

Francisco H. Vázquez

\*Resigned, March 2015



## Task Force Staff

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Caluha Barnes

*Principal Analyst, Office of the Sonoma County Administrator*  
Primary Support for the Law Enforcement Accountability Subcommittee

Oscar Chavez

*Assistant Director, Sonoma County Human Services Department*  
Primary Support for the Community Engagement and Healing Subcommittee

Brian Vaughn

*Director, Division of Health Policy Planning and Evaluation, Sonoma County Department of Health Services*  
Primary Support for the Community Policing Subcommittee

Melissa Musso James

*Clerk of the Task Force, Office of the Sonoma County Administrator*  
Administrative Support for the Law Enforcement Accountability Subcommittee

Liz Parra

*Administrative Aide, Sonoma County Human Services Department*  
Administrative Support for the Community Policing and Community Engagement and Healing Subcommittees

Annette Walker

*Secretary, Sonoma County Human Services Department*

Jennifer Murray\*

*Deputy County Administrator, Office of the Sonoma County Administrator*

\*Retired



## Executive Summary

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This report contains the observations, advice and recommendations of the 21 members of the Community Local Law Enforcement (CALLE) Task Force. There are 20 recommendations which were developed independently by three Subcommittees. The full CALLE Task Force decided it was best to present the work of each Subcommittee in its entirety without voting on each separate recommendation. Therefore, this report should be read with the understanding that there was no “up or down” vote on the individual recommendations.

Based upon expressions of Task Force Members during several public meetings some of the recommendations enjoy near unanimous support while others may not have garnered majority support of the full Task Force. However, a substantial majority of the full Task Force did vote to forward the complete work of the Subcommittees to the Board of Supervisors in deference to the tremendous amount of work done by each Task Force Member through the Subcommittee process. Please also take note that there was one interim recommendation made to the Board of Supervisors and that item appears separately since it was voted on directly.

In order to accommodate individual Task Force Members with the desire to convey to the Board of Supervisors personal comments or explanation of support or rejection of a specific recommendation, Task Force Members’ letters are included herein and can be found at the end of this report.

Some of the recommendations can be implemented by the Board of Supervisors directly, while others, such as establishing what is referred to herein as the Office of Independent Auditor, will require collaboration and agreement of others (in this instance the elected Sheriff). Implementation of other recommendations may require involvement of cities, school districts and/or community based organizations. The Task Force hopes for robust discussion of the recommendations throughout the community and would welcome city councils and school boards to mine the report for ideas and guidance on actions they may take to help improve our community.

The over-riding theme of the recommendations is to achieve change in the relationship between the Sheriff’s Office and the community. This report identifies steps which can be taken to:

- Increase transparency of law enforcement policies and procedures;
- Increase community understanding of the challenges faced by law enforcement;
- Promote greater diversity and cultural awareness within law enforcement;
- Increase capacity to track statistical trends to anticipate and avoid problems in law enforcement;
- Promote use of force policies and training which de-escalates conflict and minimizes use of lethal force;
- Expand use of community oriented policing;
- Establish on-going lines of communication between law enforcement and minority and low income neighborhoods;

...and more.

All recommendations are seen as “tools in the tool box” offered by the Task Force to the political leadership of our community. The Task Force understands these recommendations come with a price tag. We entrust to our elected leaders the task of implementation.

In order for the reader to obtain a clear understanding of the work of each Subcommittee, the actual reports of each are included in their entirety. While this approach may not be the most tidy editorially, it is thought to be the best way to convey to you the reader the hundreds of hours of thoughtful work done by each Subcommittee.





# Overview - A Guide to Reading and Understanding the Recommendations

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If the Task Force were to look back over the process and identify the one most important element of creating effective law enforcement oversight and accountability, it would be the need to create a community-wide shared culture that embraces respect, dignity and true partnership. Creating this culture is not the sole duty of law enforcement; creating this culture will be made possible only through community understanding, education and the participation of all sectors within Sonoma County

The following list of recommendations was developed in response to the four primary charges put forth in the Task Force Charter. Three separate Subcommittees met independently of one other to develop these recommendations. In reading these recommendations, you will notice significant overlap of theory, vision and need for engagement. Each of the Subcommittees met with experts from across the country and all three Subcommittees received some form of the same message: effective community policing and community engagement is achieved through meaningful and authentic relationships.

There was discussion among the Task Force Members to combine the recommendations into one comprehensive model that encompassed all of the different elements. It was decided, however, that it is important for the Board of Supervisors to see the entire lists as set forth by the independent Subcommittees. Viewing the list of recommendations in its entirety creates the opportunity for the Board to consider and understand the value of each individual recommendation. While the Board works to develop a path of implementing the recommendations, we urge you to note the importance of each recommendation. It is important to note that while the entire Task Force agreed on the overarching culture and themes that emerged from its work, there are widely divergent views represented on the Task Force. Some Task Force Members did not agree with every recommendation put forward. Since the Task Force voted to send the list of recommendations over in its entirety, complete consensus was not reached, as Members could not endorse every aspect of the total recommendation package. The majority vote to send the entire listing to the Board of Supervisors indicates a respect for the work of the Subcommittees and an understanding that the Board of Supervisors will implement the recommendations, or parts of recommendations, using your best judgment and discretion.

As you consider the recommendations put forward by this Task Force you will note that predominant themes emerge out of all three lists. Examples of central themes include: the importance of engaging the community in education and providing opportunities for community members to express their opinion; the opportunity to enhance existing training provided to law enforcement to include elements of community policing and cultural competency; the significant role of community-based organizations in providing services that support a shared culture and the need for transparency and true partnership in engaging and communicating with local law enforcement jurisdictions outside of the County Sheriff's Office. All of these concepts are imperative to creating a community-wide shared culture.

There are a variety of strategies that can be utilized in reading the recommendations and selecting which to implement in what order. The five strategies suggested by the Task Force include:

- 1. Read each recommendation separately as presented:*

The Subcommittees took great care in developing each of the recommendations. Each holds value and is significant in creating community accountability and trust between the community and law enforcement. While reviewing the listing in its entirety, the Board of Supervisors may identify certain recommendations that Members feel strongly in favor of implementing.

*2. Read each recommendation separately while considering the Board's authority to implement:*

In addition to categorizing the recommendations by Subcommittee, the list of can also be organized into groups based on the authority to implement; authority of the Board of Supervisors, authority of the Sheriff's Office, the recommendations that require partnerships between various jurisdictions and the recommendations that require the assistance of community partners to implement.

A template for utilizing this method of organizing the recommendations follows:

Board of Supervisors	Sheriff's Department	Jurisdictional Partnerships	Community Partners

In working to develop a path for implementation utilizing this organizational method, the Board can select which of the recommendations they have both the authority to, and are interested in implementing, and develop strategies for working in partnership with the Sheriff's Office and other partners with the aim of implementing any recommendations outside of the direct authority of the Board of Supervisors.

*3. Classify the recommendations into a listing beginning with those able to be immediately implemented:*

The Board of Supervisors may choose to review the recommendations and create a listing based on the Board's ability and understanding of which recommendations can be implemented immediately and which recommendations will take additional time to implement. In reviewing the recommendations it will become apparent that there are a small number of recommendations that can be immediately implemented through direction from the Board to various departments within the County structure. On the other hand, many of the recommendations will take considerable time to either build the infrastructure necessary to implement the recommendation or develop the strategy and partnership necessary to implement the recommendation.

*4. Integrate the recommendations into existing structures/systems that already exist:*

It is possible that appropriate divisions and/or committees already exist and can be given the responsibility of implementing certain recommendations. The Board of Supervisors could identify these appropriate bodies and give them specific instruction and guidance on what implementation should look like.

*5. Read the entire list of recommendations while identifying overlap of intent:*

In several of the communities that were visited and interviewed, many had a central organizing office for the majority of the community outreach activities that played a central role in enhancing and supporting community policing. There is an opportunity to examine each recommendation and group them into categories with a focus on how to create one umbrella approach to implementing the recommendations going forward. This may be opting to create the Office of Independent Auditor and delegating responsibility of implementation to this body; with an investment of resources, the Board may also opt to work in partnership with the Sheriff's Office and/or a community based organization to implement many of these recommendations.

The Task Force recommends that, regardless of which strategy the Board of Supervisors opts to utilize, you create a position that will be responsible for ensuring that the process of implementation continuously

moves forward. We believe that the process of realizing the fruition of these recommendations is too large to add to an existing position and that if an additional support is not provided movement on implementation will become stagnant.

The Task Force strongly recommends that the Board of Supervisors prioritize implementation of these recommendations. It is essential to community trust that the momentum created continues and that the time spent developing these recommendations is put towards recognizing true impact. We appreciate your support and leadership and look forward to working in partnership to support your plans for implementation.

# Subcommittee Members

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## Law Enforcement Accountability

Eric Koenigshofer, Chair

Jose Castañeda

Evelyn Cheatham

Robert Edmonds

Mark Essick

Lynn H. King

Todd Mendoza

Irene Rosario

Amber Twitchell

## Community Policing

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## Community Engagement and Healing

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Cora Guy

Maité Iturri

Gustavo Mendoza

Judy Rice

Francisco H. Vázquez

# Summary of Task Force Recommendations

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## Law Enforcement Accountability Subcommittee Recommendations:

### Independent Review of Law Enforcement

Establish an Office of Independent Auditor (OIA), OIA Citizens Advisory Committee and OIA Youth Council.

### Feasibility of Grand Jury as Oversight Body

The Civil Grand Jury is not suited to provide the type of independent review of law enforcement determined to be needed by the LEA Subcommittee.

### Separating the Office of Coroner from Office of Sheriff

The Office of the Coroner should be separated from the Office of the Sheriff. This change would result in the continuation of an elected Sheriff as specified in the Constitution of the State of California and the establishment of a new Office of the Coroner or Medical Examiner, a non-elected position.

## Community Policing Subcommittee Recommendations:

### Improve Critical Incident Response:

Critical incidents can have profound effects on the families of those involved and the communities they represent. Addressing the needs of these stakeholders in a personal and professional manner and understanding the impact these events have on their lives is critical to fostering trust and good will between law enforcement and the communities they serve.

### Enhance Law Enforcement Programs and Activities

The Community Policing philosophy is based on the understanding that a strong and supportive relationship between law enforcement agencies and the communities they serve is critical to effective policing and community development. For some communities in Sonoma County, this relationship has been strained and trust has been eroded. In order to begin to bridge this gap and rebuild trust, new law enforcement programs and activities to engage and support communities are warranted.

### Improve Community Outreach and Engagement

These recommendations focus on an active plan for developing and enhancing community stakeholder relationships between local law enforcement agencies and the communities they serve, with an emphasis on facilitating and improving community dialogue and interactions.

### Develop a Moorland Neighborhood Pilot Project

These recommendations focus on creating a community policing, outreach and engagement plan, developed and agreed upon by residents and law enforcement, in the Moorland area in Southwest Santa Rosa. This project will serve to build trust, reduce crime and improve the quality of life of Moorland neighborhood residents. It will also act as a pilot project that may be replicated in other priority areas in the County.

### Review Use of Force Policies and Practices

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### Revise Body Worn Camera Policy

The Subcommittee found it necessary to include a recommendation on a policy for Body-Worn Cameras. The Sheriff's Office has recently purchased Body Worn Cameras. It is recommended that the Sheriff's Office and law enforcement agencies have a policies on the use of Body Worn Cameras that ensure transparency and have safeguards in place to provide a check and balance.

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### Interim Recommendation

This Subcommittee recommends to the Sonoma County Board of Supervisors that the Sheriff rethink and reconsider his decision to return Deputy Gelhaus back on patrol, and that in the interest of healing the community that Deputy Gelhaus be placed in another capacity





# LAW ENFORCEMENT ACCOUNTABILITY

## Subcommittee Report and Recommendations

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### Background

The Sonoma County Board of Supervisors, in public session on December 10, 2013, adopted Action No. 52 titled Community and Local Law Enforcement Task Force Charter (Task Force) (Volume 2 - Appendix A). The Board of Supervisors acted in response to community concern over the tragic death of Andy Lopez who was shot by a Sonoma County deputy sheriff when he was seen carrying a BB gun designed as a replica assault rifle.

The Task Force is composed of 21 members appointed by the Board of Supervisors, the Sheriff, the District Attorney and the Mayor of Santa Rosa. The Task Force was assigned specific duties and was directed to report back to the Board of Supervisors. A stated purpose of the Task Force is to facilitate community healing. In addition to this general purpose several other duties were assigned and set forth in the Action including:

- Review options for, and recommend a model for an independent citizen review body;
- Review and recommend options for community policing to be considered during the next county budget cycle;
- Review and recommend whether the Office of the Coroner should be separately elected from the Office of Sheriff; and
- Bring to the Board of Supervisors any additional feedback from the community on these issues that merits County attention.

To divide the work the Task Force established three Subcommittees:

- Community Engagement and Healing (CEH)
- Community Policing (CP)
- Law Enforcement Accountability (LEA)

### Context and Parameters of Inquiry

As the Task Force began its work, Members were mindful of input received via public comments to the Board of Supervisors as well as to the Task Force directly. Some of the most salient comments included establishment of a review function which would be fully independent from law enforcement. This independence included physical independence of the offices as well as structural and budgetary independence. Other commentators sought a review office which would have the authority and staffing to conduct its own investigations of law enforcement use of force/critical incidents resulting in death or serious injury. Still others called for the power to subpoena witnesses and to issue criminal indictments. In the final analysis, many of these expectations cannot be realized due to legal realities assigning that authority to existing officials. For example, the California Constitution sets forth the scope and jurisdiction of the offices of an elected District Attorney and an elected Sheriff. It is not possible to supplant the authority of these offices, or the fact that both are elected, without amending the State Constitution.

The LEA Subcommittee began its work by exploring the expectations of each Member of the Subcommittee. All agreed it was necessary to develop a course of inquiry which met the information needs of each member. It was recognized by all that the best way to assure a high quality product would be for the LEA Subcommittee to develop a work program and research discipline which would provide all Members with the same information. To this end, the LEA Subcommittee relied on county staff to assist in gathering information about the legal context in which law enforcement oversight takes place.

Over the years several law enforcement agencies around the county have had use of force incidents resulting in death. In light of this fact, it was agreed that the LEA Subcommittee would conduct its study

with the goal of recommending an oversight structure which could be applied to multiple agencies including the Sheriff's Office and city police departments. As our research unfolded, it became clear that this worthy goal was not feasible due to legal and operational differences between jurisdictions. As a central example, the Sheriff is an elected official as set forth in the California Constitution whose authority derives from the electorate. Chiefs of police are hired by either a city council or city manager. While a city council can establish an oversight office and direct the chief of police to participate, a Board of Supervisors has no authority to order an elected Sheriff to participate. Other complicating considerations are explored later in this report.

It is important to note that the Town of Windsor and the City of Sonoma contract with the Sheriff's Office for law enforcement services and the staff assigned to those jurisdictions would be subject to an oversight office along with the rest of the Sheriff's Office.

Even though there are complexities in designing a system which would fit both cities and the County, it is possible. It is also very feasible that such an office could provide some services to cities by subscription. For example, cities may want to enter into an agreement authorizing the County's law enforcement oversight office to provide receipt of complaints filed by the public in addition to whatever other locations are offered for that purpose (such as city hall or the police station). Cities may also choose to avail themselves of the education and outreach work expected to be a part of the County's program.

Sonoma County is a General Law County so the relationship between the Board of Supervisors and the Sheriff, all independently elected officials, is key to the success of independent law enforcement oversight. The Sheriff has the discretion to decide to what extent the Office of Sheriff will participate. In light of this fact, it is key to establish the most constructive and cooperative relationship between the Sheriff and the oversight function.

### **General Law County Considerations**

As the Task Force considered the model of oversight to be recommended to the Board of Supervisors, it heard loud and clear the call for:

- Full independence from law enforcement;
- The power to subpoena witnesses;
- The power to conduct independent investigations; and
- The power to indict.

The County of Sonoma exists as a General Law County, with powers provided pursuant to the State's constitution. California Constitution, Article XI, § 1 (b), provides that in each County there be an elected County Sheriff, elected District Attorney, and an elected governing body. California Government Code § 25303 provides that the Board of Supervisors shall supervise the official conduct of all County officers. However, it also prohibits the Board of Supervisors from obstructing the investigative and prosecutorial functions of both the Sheriff and District Attorney.

The Board of Supervisors has the authority, under Cal. Govt. Code § 31000.1, to appoint citizen committees to study problems of general or special interest, including the authority to create a law enforcement review committee (*Dibb v. County of San Diego* (1994) 8 Cal.4th 1200, 1201). Since the Sheriff is a constitutionally elected official, separate from the Board of Supervisors, the Sheriff retains his independent investigative function (duties which are specified in Govt. Code §§ 26600, et seq.) and the Board of Supervisors has no authority over that function. Likewise, while there has been some public call for an ability to override the District Attorney's decisions not to bring criminal charges against law enforcement personnel, the Board of Supervisors would not have the ability to interfere with the District Attorney's prosecutorial function. A law enforcement oversight office formed under the Board of Supervisors' authority would have the same limitations; while it could issue recommendations, it would have no authority to impose discipline or policy changes beyond the Board of Supervisors' jurisdiction. Its success ultimately depends on the cooperation of the law enforcement agencies involved.

## **Subpoenas**

The Board of Supervisors has specifically asked for information about the ability of a law enforcement oversight office to subpoena citizens and witnesses to testify before it. As Sonoma County is a General Law jurisdiction, the Board of Supervisors has no statutory authority to confer the power to issue subpoenas to a citizen review board. That ability would have to be created by charter amendment (see *Dibb*, supra), or through the Board's own power to issue subpoenas for testimony, as afforded to it by Govt. Code § 25170. In that instance, the reasons for subpoena could be presented to the Board of Supervisors, or a subcommittee consisting of members of the Board of Supervisors, and the subpoena could be issued within the parameters of Govt. Code §§ 25170-25176.

The Board of Supervisors could add the power to subpoena directly to the law enforcement oversight office only through a charter amendment. Our research has found that charter amendments in California are varied - from the much targeted specific amendment of Orange County awarding only the ability to subpoena to the citizens review committee, to a much broader grant of powers to citizens review boards such as those in San Diego and San Francisco Counties. The process itself would be time-consuming and require either a proposal by the Board of Supervisors of a charter to be voted upon at special election, or the election of a charter commission which will then propose a charter for the County to be voted upon by the electorate (see generally Cal. Govt. Code §§.23701-23732). Our research has disclosed that while many of the law enforcement oversight bodies in California have the ability to subpoena, the power is not used often. And some do not have the ability to subpoena at all.

## **Privacy Issues**

The Board of Supervisors has also generally asked for review of the power of a law enforcement oversight office to conduct investigation and review of critical incidents. The largest limitation facing citizen oversight would be the privacy and confidentiality afforded peace officers under the Penal Code §832.7, the Peace Officers Bill of Rights (Cal. Govt. Code §3300 et seq.) and case law, most importantly *Copley Press v. Superior Court*, (2006) 39 Cal. 4<sup>th</sup> 1272. This body of law prevents the public disclosure of identified confidential information, including disciplinary history, investigative materials, reports, and the officer's identity. It would require that discussion by the review body of a particular investigation or officer be held in closed session. While this would prevent public disclosure of individual officers' actions and names, it should not prevent a law enforcement oversight office's ability to review citizen complaints, track trends within the law enforcement departments, and make recommendations regarding practice and procedure, nor would it interfere with overall community education efforts.

## **Risk Management**

The formation of an organization that provides a round of factual review beyond that performed internally by law enforcement may pose a risk of increasing the County's liability and raising financial exposure from litigation. From a risk management perspective, that additional layer of review poses the potential for a different interpretation of the same facts by an independent body.

In the process of reviewing a complaint, the law enforcement oversight office will also create documentation that may be discoverable during the litigation process and its members could be pursued as witnesses during any litigation that arises out of the incidents they investigate. In some counties, the review board is structured in a manner that reduces the risk of discovery. The Los Angeles County Office of Independent Review (OIR) is composed entirely of contract attorneys hired by the Board of Supervisors. Mike Gennaco, Chief Attorney for the OIR, states the attorney client relationship of this model has been successful in protecting its members and documents from subpoena and discovery. Likewise, the Auditor model used by the City of San Jose employs a director and investigative staff who are each attorneys, and so create an attorney-client relationship with the city, not subject to subpoena or disclosure of confidential information.

On balance to these potential risks, the establishment of a law enforcement oversight office may also contribute to a reduction in litigation filed against law enforcement agencies, as complainants feel satisfied when an independent oversight board reviews or investigates their allegations. Additionally,

police and sheriff's departments report that citizen oversight improves their relationship with the community, provides valuable recommendations for policies and procedure improvements, and in some cases, reduces the number of civil lawsuits against their cities or counties (*Citizen Review of Police Approaches & Implementation p. XI*).

In reviewing the information available, it is unclear if independent review boards actually increase or decrease liability with respect to civil litigation. The examples provided are anecdotal and overlapping factors regarding cause and effect do not clearly define a link between the establishment of a review board and its impact on civil litigation.

### **State and National Trends**

In the months which have passed since the Task Force was convened, the issue of law enforcement use of force and law enforcement oversight have gained traction in the national public debate. This is the result of events taking place around the country. The scope of the discussion and the heightened level of public awareness may result in changes to some of the assumptions underlying our recommendations. This can best be illustrated by recent remarks of California Attorney General Kamala Harris on the subject of creating a more expansive and direct role of the Attorney General's Office in the investigation and charging decisions when officers are involved in use of force fatalities. This point is also illustrated by the fact that at least one bill has been introduced in the state legislature calling for state intervention in this challenging arena.

It is possible that the assumptions underlying this set of recommendations could change with a change in state law or expanded involvement of the Attorney General's Office. The Board of Supervisors should be mindful of this possibility. Even if the investigations and charging decisions move from local government to the state, there will still be a need for the other tasks recommended to be performed by the law enforcement oversight office. However, such a change could result in significantly different staffing requirements, including a likely reduction in costs to the County.

In addition to the several points cited above, there are numerous other legal complexities which impact the jurisdictional and procedural options available in an oversight office. These issues are discussed in greater detail later in this report.

Even in the face of the complexity of the task it is believed that an independent review function is important to achieve some key public goals. On the top of this list is transparency. Improved public confidence in law enforcement will come with greater transparency.

### **Specific Work of the LEA Subcommittee**

The LEA Subcommittee investigated several of the assigned topics: 1) Investigating the basic issue of establishing a review body, 2) considering what role if any the Grand Jury might play, and 3) the advisability of separating the Office of the Coroner from the Office of Sheriff.

In the course of pursuing these assignments the LEA Subcommittee committed to a regimen of study which included research and analysis of information from a variety of sources as well as interviews of practitioners and experts in law enforcement oversight, grand jury system and the Coroners function (a list of presentations received by the LEA Subcommittee can be found in Volume 2 - Appendix C).

# Recommendations

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## **1. On the Question of Independent Review of Law Enforcement:**

The LEA Subcommittee recommends that the Board of Supervisors establish an Office of Independent Auditor (OIA). The concept behind this recommendation is taken in large measure from the Office of the Independent Police Auditor which exists in San Jose, California. The full recommendation is comprehensive and requires a more detailed discussion and explanation which follows in a separate section.

## **2. On the Question of the Current Grand Jury System:**

The LEA Subcommittee advises the Board of Supervisors that the current system wherein a civil Grand Jury is periodically empaneled by the Superior Court to act as a government accountability body is not suited to provide the type of independent review of law enforcement determined to be needed by the LEA Subcommittee. While the Grand Jury is composed of devoted volunteers who engage in many hours of work on behalf of the citizens of Sonoma County, the Grand Jury does not have the statutory authority, time, staffing or expertise to provide a system of independent law enforcement review as well as the community engagement work thought to be a central element of an accountability body. This conclusion is discussed in greater detail in a separate section below.

## **3. On the Question of Separating the Office of the Coroner from the Office of the Sheriff:**

The LEA Subcommittee recommends that the two offices be separated. This change would result in the continuation of an elected Sheriff as specified in the Constitution of the State of California and the establishment of a new Office of the Coroner or Medical Examiner, a non-elected position. The process and reasons for this recommendation are set out in detail in a separate section below.

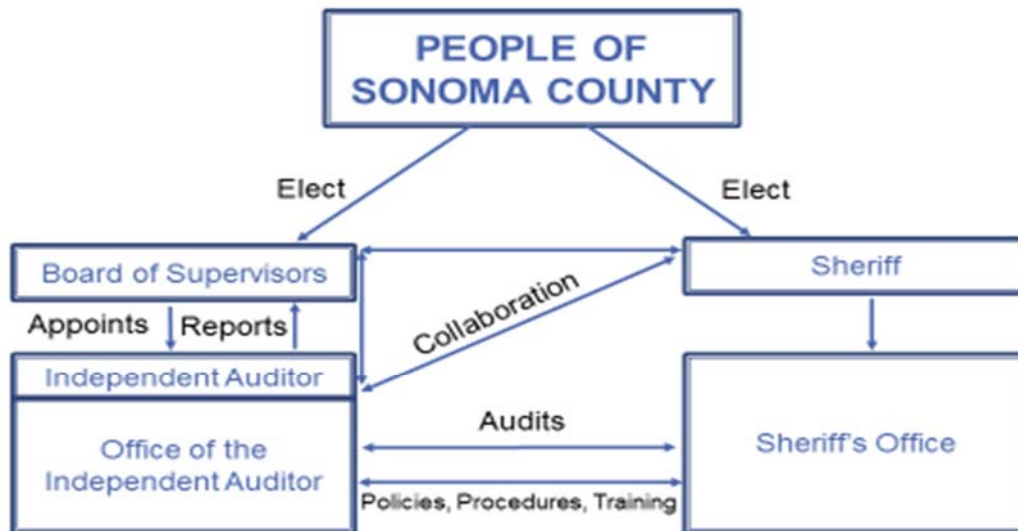
## Discussion of Recommendations

### **1. Establish an Office of Independent Auditor, OIA Citizens Advisory Board and OIA Youth Council**

#### **1a. Office of Independent Auditor**

Establishing an Office of Independent Auditor (OIA) will introduce significant changes to the relationship between the Sheriff's Office and the community. This recommendation is based in a desire to enhance community confidence in the delivery of law enforcement services and ultimately to bring law enforcement and the community closer together. Achieving this goal will enhance the ability of the men and women of the Sheriff's Office to perform their duties more effectively. This recommendation is made with respect and appreciation of those public employees who willingly take on the task of policing our community and who bear the risks associated with law enforcement work.

### **OVERVIEW**

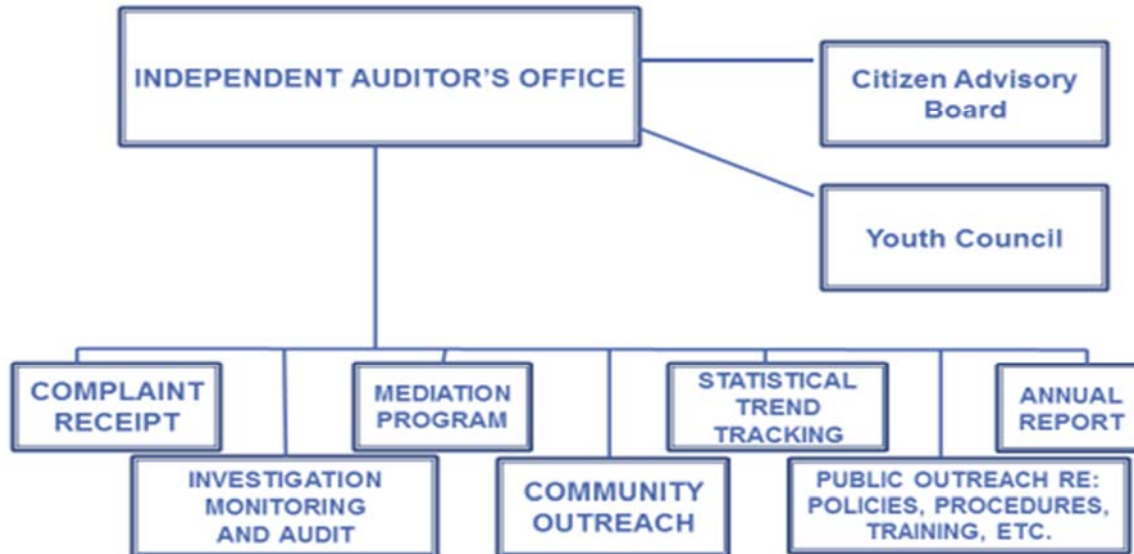


The proposed OIA would have authority to audit investigations of employees of the Sheriff's Office, including those employed in the Detention Division. As the Task Force considered the type of incidents and conduct which will give rise to audit review, it became clear that other County employees should be considered to be included in the scope of the OIA function. Specifically, it is noted that the Sheriff's Office frequently works in close coordination with the Probation Department and employees of both agencies often work together in the field conducting searches and/or arrests. Additionally, the Probation Department operates juvenile detention facilities. In both areas of operation, employees of the Probation Department could be the subject of citizen complaints and even critical incidents. The Task Force respectfully suggests the Board of Supervisors consider making employees of the Probation Department subject to the audit authority of the OIA if created.

It is also expected that the work of an OIA may reduce risk management costs associated with litigation resulting from use of force. This outcome has reportedly been seen in some communities with oversight offices.

The LEA Subcommittee emphasizes the proposed OIA will have a variety of duties and programs. These include community education and outreach; conveying feedback from the community on law enforcement issues; provision of a neutral location for complaint filing; public discourse regarding policies and procedures; advice and recommendations regarding policies and procedures; complaint tracking and trend analysis; annual reporting to the Board of Supervisors, the Sheriff and the community on the work of the OIA on the status of law enforcement oversight; and finally, independent and confidential audit review of internal departmental investigations of officer use of force incidents, incidents of misconduct, and corrective action taken.

## O.I.A. – BASIC STRUCTURE



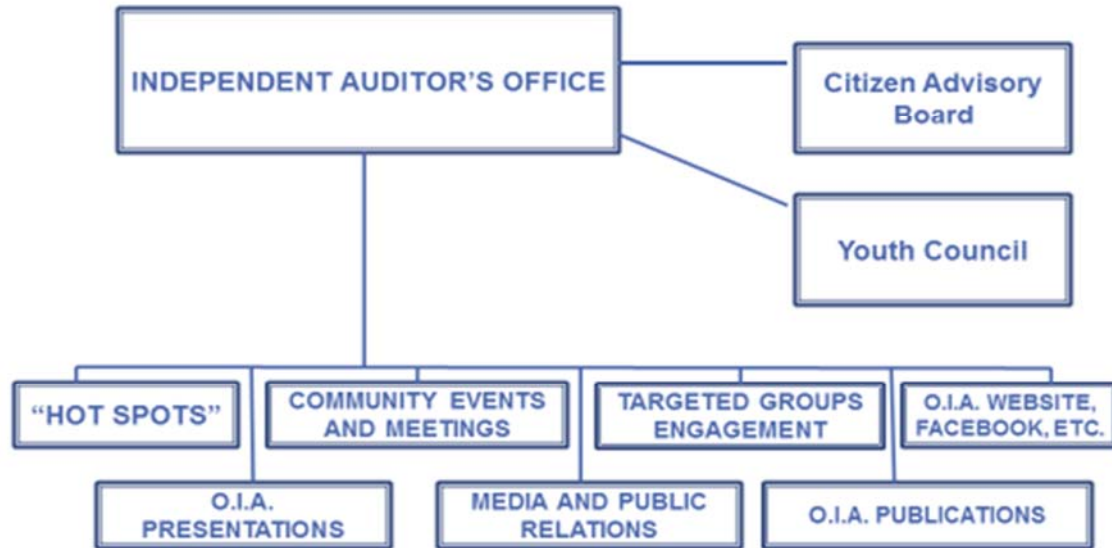
The LEA Subcommittee arrived at these recommendations by first developing an inventory of tasks which we believe an oversight office should perform. The task list was developed after study of many different oversight models around the country and a focused investigation of several oversight offices in our region. Focusing first on function, we built the oversight office “from the ground up” and then let form follow function arriving at the independent auditor model. The Office of the Independent Police Auditor in San Jose is the closest program providing an example of the type of operation the LEA Subcommittee determined to be both most effective and also most applicable to our County.

The first 7 (seven) bullets listed below are, in one manner or another, in the broad category of “community outreach and engagement.” In fact, the daily workings of the OIA will be focused on an ambitious and energetic effort to change the culture of community/law enforcement relations. As you read the task list set forth below, consider each item to be a key element of an ambitious strategy to achieve beneficial change in our community.

The OIA will be active throughout the County presenting public education seminars on law enforcement issues, listening to neighborhood concerns, holding public hearings on policies and procedures, explaining how and where to file a complaint regarding law enforcement conduct or policies, gathering information on community needs and attitudes, providing advice and feedback to law enforcement on community concerns, annually presenting a public report to the Board of Supervisors, to mention the most obvious tasks.

The LEA Subcommittee expects the OIA to be deeply involved in community outreach and engagement. While the audit aspect of the OIA is of critical importance, the community outreach and engagement aspect will provide the greatest benefit over time.

## COMMUNITY OUTREACH



"Hot Spots" = Geographical Areas with Problems

Targeted Groups = Outreach to Particular Populations (e.g. Elderly, People of Color, Immigrants, Youth, etc.)

The following list provides brief descriptions of the elements/programs recommended to be performed by the OIA.

- Community Education and Outreach: Following the San Jose model, the OIA shall implement a comprehensive outreach program with schools, community based organizations, business and civic groups and individuals interested in promoting maximum communication between law enforcement and the community. There are many models of successful strategies to engage the public and to provide law enforcement with enhanced opportunities to build relationships in the community as demonstrated by the draft recommendations of the Community Policing and Community Engagement and Healing Subcommittees.
- Provide Feedback from Community on Law Enforcement Issues: A significant measure of transparency is whether a community has the opportunity to comment on policies, practices and other law enforcement strategies. An OIA will be tasked with conducting public presentations and programs explaining law enforcement operations and reducing misunderstanding and divisiveness in a variety of neighborhoods.
- Facilitate Public Discourse regarding Policies and Procedures of Law Enforcement: As mentioned above, a new OIA and the advisory body to the OIA will be positioned to conduct occasional public hearings to present information regarding policies and procedures; deployment of resources; incident trends; etc. This function is a very important aspect of long term success in communities with an oversight office.
- Provide Advice and Recommendations to Law Enforcement regarding Policies and Procedures: The OIA will be headed up by the Chief Auditor who will receive advice from an OIA Citizens Advisory Board. Under direction of the Auditor, the OIA Citizens Advisory Board will convene from time to time to conduct public meetings and hearings to facilitate communication and



understanding between the community and law enforcement. As the result of direct public testimony at these public hearings the Auditor's Office and OIA Citizens Advisory Board would provide advice to law enforcement on policies and procedures, training methods and subject areas, trends and needs within the community, as well as trends in complaints and performance of law enforcement.

- Provide Neutral Location for Complaint Filing (including in-person, mail, email, fax, on-line, etc.): This rather obvious element is noted as highly important by jurisdictions with oversight. Traditionally, in order to file a complaint it was necessary to go to the law enforcement agency which employs the subject of the complaint. Many people report feeling uncomfortable with this requirement. The goal is to provide a well-advertised set of locations where a complaint can be filed and to forward complaints on to the appropriate agency. All the while the system will be tracking complaints and identifying trends.
- Complaint Tracking and Trend Analysis using Technology: Centralized tracking of trends in type and frequency of complaints filed as well as outcomes will provide additional information valuable to both law enforcement and the community. The Sheriff's Office has already begun to implement new software which will improve capacity for tracking to early identify any trends which might be troubling to law enforcement management and the community at large.
- Annual Public Report to the Board of Supervisors, Sheriff and Community on the Work of the OIA and the Status of Law Enforcement Oversight: A key element of this entire effort is to instill into the day-to-day routine of local government, especially law enforcement, greater transparency. It is generally agreed that transparency is the starting point to alleviate distrust and suspicion. Having an annual report to the Board of Supervisors during which the Chief Auditor presents the yearly report of the OIA to the Board of Supervisors - in open session, time certain, with public comment period - will be a welcome new approach. It is assumed and hoped that the Sheriff's Office and Sheriff will participate in this annual review. This annual presentation will launch a new opportunity for two-way communication between County government and the community.
- Independent and Confidential Audit Review of Internal Departmental Investigations of Officer Use of Force Incidents, Incidents of Officer Misconduct and Complaints: The introduction of an OIA will result in the need to develop a new coordinated process of complaint receipt and review involving both the Sheriff's Office and the OIA. The OIA will audit the investigations as well as the conclusions reached to ensure they are complete, thorough, objective and fair, and will provide feedback to the Sheriff's Office on each audited investigation. Collaboration is required in order to successfully navigate the complex legal landscape which sets the parameters and authority of an independent auditor function. Given the fact the Office of Sheriff is an elected officer as set forth in the California Constitution, implementation of an audit system can only be successful with the cooperation of the Sheriff. A more detailed discussion of the current complaint/investigation system and the changes recommended is presented below.

#### OIA Role in Citizen Complaint Review

The current process for the handling of citizens' complaints by the Sonoma County Sheriff's Office is as follows:

The Sheriff's Office Administrative Captain receives and classifies all complaints, internal and external, alleging peace officer misconduct, dereliction, excessive force, abuse of authority and, policy violations. The Administrative Captain sends a letter to the complainant acknowledging receipt of the complaint. Depending upon the severity of the alleged misconduct or violation, the Administrative Captain assigns the complaint to the Internal Affairs Unit or to the responsible manager for investigation. All complaints once investigated are routed through the executive chain of command for review and sign off. The complainant is sent a letter with findings of the investigation: Unfounded, Exonerated, Not Sustained / Inconclusive, Sustained.

The introduction of the (OIA) will result in the need to develop a new coordinated process of complaint receipt and review involving both the Sheriff's Office and the OIA. As previously noted, the OIA will not

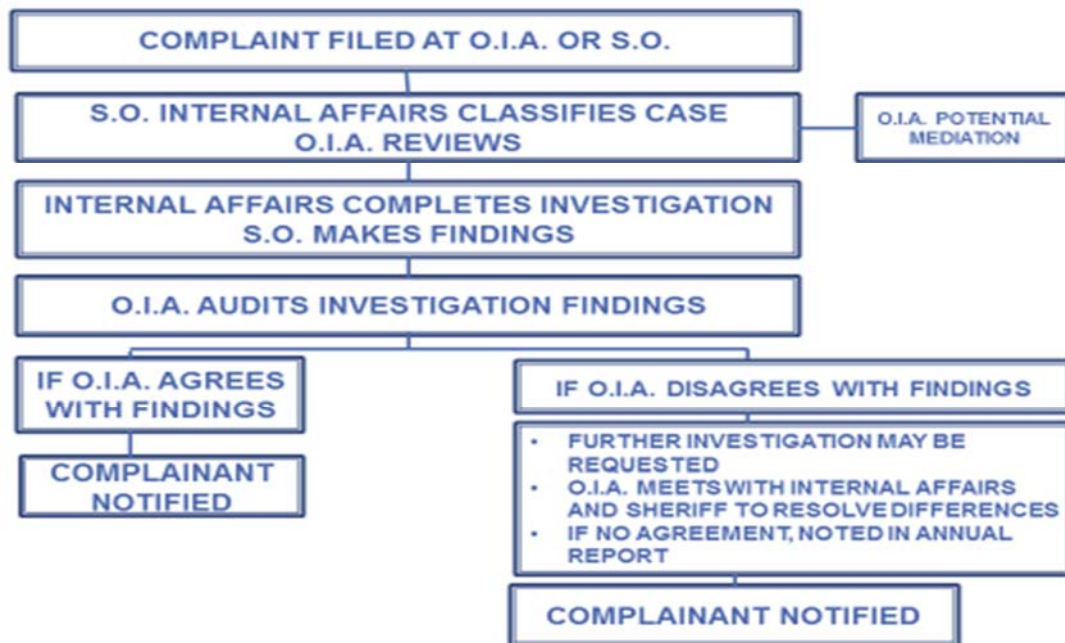
become a part of the Sheriff's Office investigation process nor will the OIA be subordinate to the Sheriff's Office. The OIA will be housed in a separate facility with its own budget. The two offices will need to cooperate and coordinate in order for the OIA to successfully perform its duties.

How will that look? The first notable difference will be an expansion of the ways in which a complaint can be filed. The Sheriff's Office does a good job of utilizing a variety of options already and provides for in-person complaints to be made at an office of the department, by letter or email, by telephone, etc. The use of all contemporary communication tools is advisable and should continue. The main difference is an important one: the Task Force has been told that some people are reluctant to file a complaint directly with a law enforcement agency in an office of the same agency. In nearly every existing example of oversight offices complaints can be filed at the independent oversight office in person or by the array of regular tools noted above.

When a complaint is filed in the proposed OIA, staff can assist the complainant with the paperwork which also makes the experience friendlier and suggests by its very nature independence from the law enforcement agency. After receipt of a complaint, the complaint will be forwarded to the Sheriff's Office for standard investigation by Internal Affairs.

The type of complaints received varies as one would expect. In the event of "low level" complaints, the matter may be handled early on through mutual agreement to have a "face to face" meeting between the complaining party and the officer under the guidance of a mediator. Other oversight offices report this approach often ends the matter as the complaining party feels that they have been heard. The mediation process would be one wherein Internal Affairs refers the matter to mediation, is agreed upon by both the involved officer and the complainant, and would be administered by the OIA's office. In jurisdictions where this is available, the incentive to the officer is that there would be no further internal affairs investigation.

## COMPLAINT PROCESS



### OIA Role in Critical Incident Review

In matters involving more serious allegations, an internal affairs investigation will be conducted by the Sheriff's Office. At the conclusion of the internal affairs investigation, the investigative file is handed over to the OIA where it is reviewed for completeness and accuracy.

Presently, in Sonoma County when there is a defined Critical Incident, investigation thereof is governed by the Protocol established by the Sonoma County Law Enforcement Chiefs Association (Volume 2 - Appendix B), as amended from time to time. An incident is defined as one in which a fatal injury occurs,

in which a law enforcement employee is involved as an actor or injured person. Examples may include the following:

1. Intentional and unintentional shootings;
2. Use of any dangerous or deadly weapons (e.g. firearms, knives, clubs, etc.);
3. Assaults upon sworn police officers; assaults upon other law enforcement employees who are on duty or acting within the scope of employment;
4. Attempts by law enforcement employees, within the scope of employment, to make arrests or to otherwise gain physical control of a person;
5. Acts of physical violence in which a law enforcement employee is acting as a private citizen;
6. A law enforcement employee suicide;
7. Fatal injury while a person is in law enforcement custody which includes suicide;
8. Fatal injury to a person who is a passenger of an on-duty law enforcement employee (e.g. ride-along, emergency transport, etc.); and
9. Vehicular collisions with fatal injury.

*(Sonoma County Law Enforcement Chiefs Association Protocol 93-1, pp.2-3, revised 9/2010)*

Once invoked, the involved Sonoma County law enforcement agency immediately turns the criminal investigation over to a member agency for investigation in consultation with the Sonoma County District Attorney's office. The purpose of the Protocol (as amended from time to time) is to create separation from the agency which employed the involved law enforcement employee, so that it does not "investigate its own". This type of independent investigation is specifically recommended in the Interim Report of the President's Task Force on 21<sup>st</sup> Century Policing, p.21 (Volume 2 – Appendix B).

In a fatal incident investigation, it would be the role of the OIA to audit the internal Administrative Investigation to ensure that the investigation was in fact "complete, thorough, objective and fair." The OIA would make its own recommendations to the Board of Supervisors, and to the Sheriff's Office, and report on all non-confidential findings to the public in its annual report.

We acknowledge that there are details of this system that need to be worked out by the OIA: for example, unlike other oversight agencies we have researched, the OIA would not be afforded jurisdiction to separately run a criminal investigation of the incident, as that is the constitutionally proscribed duty of our elected Sheriff and District Attorney. And the OIA would not have jurisdiction over a non-county agency that did not consent to be part of the OIA's investigation. But that would not preclude the OIA from conducting an investigation and publicly reporting on its findings.

#### **1b. Office of Independent Auditor Citizens Advisory Committee**

In addition to the creation of an OIA, the Law Enforcement Accountability Subcommittee also recommends the creation of an OIA Citizens Advisory Committee to complement and work in collaboration with the Auditor. There are several documented benefits of seating a Citizens Advisory Committee including: improving law enforcement relationship and image within the community, assisting the community to understand law enforcement intent, policies and procedures, assisting in reducing community concerns regarding specific high-profile incidents of alleged misconduct, promoting the goals of community policing and enhance and improve law enforcement practices to best serve the community.

The OIA Citizens Advisory Committee will conduct regular, public meetings in which the Auditor will provide information to the Committee related to trends in law enforcement including complaint tracking,

results of situational audits, discussions and conversation with law enforcement related to policies and protocols and efforts to engage and outreach to the public with the aim of supporting the positive relationship between the community and law enforcement. The Committee will also reserve time on each agenda to hear from the public related to their questions and concerns related to law enforcement activity.

The OIA Citizens Advisory Committee is intended to assist and complement the Independent Auditor as liaison between the community and law enforcement with the ultimate aim of creating a sense of security, mutual respect and trust between all parties.

In pursuit of transparency and an aim towards building public confidence in law enforcement practices, it is important that the current policies and procedures which dictate law enforcement activity are understood by the public and that the public have the opportunity to discuss concerns and questions with the Independent Auditor and the Citizens Advisory Committee.

There are two specific opportunities for the OIA Citizens Advisory Committee to lend support to both law enforcement and local community members in understanding and providing input to current policies and procedures, trainings and hiring practices. The first is to ensure that current policies, procedures and training curriculum is available to the public for review on the OIA's website and on the website of local law enforcement. The Sheriff's Office has indicated that they are in the process of providing this information on their website; it is estimated that these documents will be available on the Sheriff's website in the spring of 2015.

The second opportunity for the OIA Citizens Advisory Committee to support the community in understanding current policies and procedures and to support law enforcement gaining an understanding of community concerns is for the OIA Citizens Advisory Committee to provide reserved space on its agenda to hear from the public regarding law enforcement policies and procedures. If the Committee is interested in learning more following a community member's concern, the Committee may pursue the issue with law enforcement and may place the topic on the agenda at a subsequent meeting to report back to the public the results of the conversation and to announce any further action if necessary.

Based on community input and discussions with law enforcement, the OIA Citizens Advisory Committee can issue written recommendations related to policies, procedures, training and hiring practices. These recommendations will be created with both input from law enforcement and input from the public. These recommendations will be made public so that the community is made aware of the recommendations. Law Enforcement will then be asked to respond to these recommendations by either enacting the recommendations or providing feedback as to why the recommendations will not be enacted. The response of law enforcement will also be made public in an effort to ensure the community clearly understands the intent and limitations of law enforcement in making changes to protocol.

### **1c. Office of Independent Auditor Youth Council**

In addition to the OIA Citizens Advisory Committee, it is also recommended that the Independent Auditor convene a Youth Council to provide both a forum for youth involvement as well as a permanent venue for input from young people around the County on matters of law enforcement and community relations. The more detailed scope of this body shall be taken up by the Independent Auditor (once hired) with advice from the OIA Citizens Advisory Committee.

## **2. Recommendation Regarding Current Grand Jury System – Feasibility of Law Enforcement Oversight by Grand Jury**

The Task Force has been directed by the Board of Supervisors to inquire into using the mechanism of the Sonoma County Grand Jury for law enforcement oversight. The authority of the Grand Jury is created pursuant to California Constitution Article I, § 23. Grand juries are empaneled annually by the presiding Judge of the Superior Court and they perform two primary roles: One is to evaluate the validity of charges being brought by a prosecutor, if the charges are not reviewed by a judge, to ensure that they are not frivolous or unsubstantiated. The other is to inquire into, and investigate if necessary, the operations of local government agencies and officials to ensure that activities are valid and services are

efficiently and legally provided. On the last day of its term, the Grand Jury is required to issue a public report of its findings (see generally Cal. Penal Code §§ 888-939).

In both instances, the secrecy of the Grand Jury's deliberations is a common thread that ensures independent and objective consideration of facts brought before it. But because these are secret proceedings, there is no public hearing and no transparency of inquiry. Jurors serve a term of one year and are free to investigate any items within their charge. While they may reapply to serve a second term, there is no guarantee that they will again be selected to serve. They are not required to complete investigations begun by the panel that preceded them, nor do they even have to take up the same issues that the previous panel was working on.

The Grand Jurors that were interviewed by the LEA Subcommittee reported that they operate with minimal resources (currently they are provided only two computers) and no support staff. They additionally reported that since this is a volunteer position, applicants tend to be retired and higher income, with a homogeneous white, rather than demographically diverse, membership. While jurors are statutorily able to access all public documents, investigate and report on operations and methods of performing duties of any city, county or joint powers agency and make recommendations, they are not trained in investigatory technique and their investigation is procedural only (they can only determine if procedure was followed). They are only able to hire experts to assist them with the permission of the Superior Court. The Grand Jury has no enforcement power; while reports containing recommendations must be responded to by the applicable department or official, they can choose to disagree with the jury's findings and not implement the recommendations.

In July of 2014, the seated Grand Jury issued its findings with regard to the Andy Lopez incident, stating that it had not reviewed the Critical Incident report submitted to it by the District Attorney. In light of a discussion of many of the issues raised above, the Grand Jury reported that "while [it] may investigate officer-involved fatalities, it does not have the resources to perform in-depth reviews or lengthy investigations of every officer-involved fatality", and that "by accepting Critical Incident Reports, [it] may mislead the public to believe that it initiates in-depth investigations of every officer-involved fatality." (Superior Court of California, County of Sonoma, Grand Jury Final Report 2013-2014, pp. 34-36)

In light of our own investigation, and the findings of the 2013-2014 Sonoma County Grand Jury, we do not recommend that the Grand Jury be used as the sole mechanism for Law Enforcement Accountability.

### **3. Recommendation Regarding Separating the Office of Coroner from the Office of Sheriff**

#### Background

The third directive to the Task Force states "the task force is charged with reviewing and recommending by June 1, 2014 whether the Office of Coroner should be separately elected from the Office of Sheriff." The Task Force assigned this subject to its Law Enforcement Accountability Subcommittee.

The Task Force Charter does not provide any commentary on this assignment. However, several Subcommittee Members have observed that the issue of a separate Office of Coroner was raised during public hearings held by the Board of Supervisors in the weeks following the death of Andy Lopez. The Subcommittee has discussed this assignment and has focused on the core issue driving the question. That issue is the inherent potential for a conflict of interest between the duties of the Sheriff and those of the Coroner.

The potential conflict can be most easily understood by citing one clear example. Among the Coroner's general duties, the Coroner is charged with the specific responsibility of determining cause of death in incidents where an individual dies while in the custody of the Sheriff or by actions taken involving employees of the Sheriff.

It is important to consider how other counties around the state approach this matter. Of the 58 counties in California 48 have the combined Sheriff-Coroner model. Prior to 1974 Sonoma County had a separately elected Coroner. It seems the driving factor in consolidating the two jobs was budgetary.

## Conclusion and Recommendation

Since the Office of Sheriff and the Office of Coroner are held by the same person, a conflict exists. The conflict is a fact which is the result of the organizational structure and is not a criticism of the performance of the current office holder or his staff. While there are numerous fine points which may be made within a discussion about the degree of conflict or whether a conflict has ever actually occurred, the fact remains that there is a conflict. The only way to eliminate the conflict is to separate the Office of Coroner from the Office of Sheriff.

It is recommended that the two offices be separated by obtaining voter approval in 2016 to take effect in 2019 (see "Process and Timeline" below). As part of the measure presented to voters in 2016, include a provision which converts the coroner function to a position filled by Board of Supervisors appointment.

## Process and Timeline

The incumbent Sheriff - Coroner was re-elected to a second 4 year term in June of 2014. The new term commences in January of 2015 and runs until early January, 2019. The offices cannot be separated during the current term of the elected Sheriff - Coroner.

In order to separate the two offices, the matter must be put to the voters of Sonoma County for approval. Approval requires a simple majority. Such a measure could be presented to the voters in either June or November, 2016, to take effect in 2019 when the current combined term ends. The matter can be placed on the ballot by the Board of Supervisors or by initiative. Board action is recommended by this Task Force.

Since the offices cannot be separated until January, 2019, the Board of Supervisors should, during the interim period, seek an arrangement with a Coroner's Office or Medical Examiner's Office of a nearby county, to investigate cause of death whenever any local law enforcement agency within Sonoma County is involved or in the case of the death of any person in custody of the Sheriff's Office.

During the interim period the Board of Supervisors should explore the various options available to the County to separate the Coroner and Sheriff Offices. These options include retaining the Coroner's Office as an elected position which can stand alone or be consolidated with certain other offices such as the District Attorney or the Public Administrator. It should be noted that consolidating the Coroner function with the District Attorney may be viewed by some as not sufficient to completely eliminate a conflict of interest.

Another alternative is the creation of an Office of Medical Examiner which could be placed within an existing county department such as Department of Health Services.

# COMMUNITY POLICING

## Subcommittee Report and Recommendations

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### Introduction and Charge

The second charge of the Community and Local Law Enforcement Task Force was to review and recommend options for community policing. The Community Policing (CP) Subcommittee was formed with instructions to define and determine best practices for community policing and measures of effectiveness used by other communities, taking into account where such practices and programs would be most helpful in Sonoma County to rebuild trust and address disparities in law enforcement service delivery between communities.

Community policing is comprised of community partnerships, organizational transformation, and problem solving. Building collaborative community partnerships between law enforcement agencies, individuals, and community organizations to develop solutions to problems and increase trust in law enforcement.

The President's Task Force on 21<sup>st</sup> Century Policing Interim Report (Volume 2 - Appendix B) referred to the importance of developing local policies and training with an understanding of procedural justice, because without it there is further erosion of the trust between law enforcement and the community. Procedural justice is a strategy to improve the quality and outcome of interactions between police and citizens while improving officer safety. Over time and across multiple interactions it strengthens community trust, confidence in the police, increases future cooperation and lawful behavior by citizens.

### The Community Policing Subcommittee Process

The Community Policing Subcommittee went through a series of activities to identify the issues that were important around community policing and came up with over 40 individual recommendations, which we then categorized into sections of recommendations. The Subcommittee reviewed the 2000 Federal Equal Employment Opportunity Commission recommendations and compared them to our preliminary recommendations to ensure that we addressed the needs and issues that arose in the report. The Subcommittee also received presentations from local law enforcement agencies, specifically Petaluma Police Department, Santa Rosa Police Department, and the Sonoma County's Sheriff's Office where they presented to us their current community policing practices and activities. We also received and reviewed information from multiple jurisdictions including on a national level, participated in a teleconference with the Chief of Police from Salt Lake City, UT, Chief Chris Burbank, and reviewed information from Las Vegas Metropolitan Police Department, Richmond (CA) Police Department, and Seattle (WA) Police Department.

The Interim Report of the President's Task Force on 21<sup>st</sup> Century Policing, March 2015, provided very relevant and specific recommendations that validated the recommendations created by the community policing Subcommittee, in that there were many similar recommendations made at the national level. That report outlined the original intent of law enforcement when the report referred to law enforcement officers as "guardians" of the community, and that they should embrace the "guardian" mindset to build public trust and legitimacy.

### Developing Recommendations

After the CP Subcommittee categorized the recommendations into sections, the Members reviewed and analyzed the data and were able to then further define specific recommendations.

Reports such as the County of Sonoma's Workforce Diversity report, the Moorland Healthy Neighborhood Plan, the Portrait of Sonoma (Volume 2 – Appendix B) and various reports received from the National Association for Civilian Oversight of Law Enforcement conference, provided additional evidence that further supported the Subcommittee recommendations. The CP Subcommittee received input and feedback from the community, interviewed community members, received public comment, researched and reviewed multiple reports, programs, and policies from numerous law enforcement jurisdictions to gather data and information relevant to the formation of the community policing recommendations.

Additionally, Members of the Subcommittee attended presentations of other Subcommittees where we received presentations including the Sheriff's Office presentation on body worn cameras.

Eventually, the Subcommittee made seven (7) community policing recommendations covering areas that the Subcommittee felt were vital to establishing effective community policing practices in Sonoma County. Our goal is that the implementation of these recommendations, with the support of the community, law enforcement, and our government officials, will lead to improved engagement, organizational cultural transformation, a better trained and more diverse police force, and policies and practices that will lead to increased trust between law enforcement and the communities they protect and serve.

In conclusion, the Subcommittee hopes these recommendations are a start to positive changes that will build trust and collaboration between law enforcement and the communities of Sonoma County. The Subcommittee believes that these recommendations are only a beginning and hope that the Board of Supervisors will empower the potential oversight body to implement these recommendations. Furthermore, we hope the oversight body will continue to research, study, and recommend other community policing strategies that are necessary and can be developed and implemented locally.



## **Recommendations**

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**Improve Critical Incident Response**

**Enhance Law Enforcement Programs and Activities**

**Improve Community Outreach and Engagement**

**Develop a Moorland Neighborhood Pilot Project**

**Revise Use of Force Policies and Practices**

**Improve Hiring and Training Processes and Practices**

**Revise Body Worn Camera Policy**



# Improve Critical Incident Response

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## Summary

Responding effectively to critical incidents is about more than dealing with perpetrators, victims and crime scenes. Critical incidents can have profound effects on the families of those involved and the communities they represent. Addressing the needs of these stakeholders in a personal and professional manner and understanding the impact these events have on their lives is critical to fostering trust and good will between law enforcement and the communities they serve. Failure to recognize and address the diverse needs of families and communities following critical incidents may inadvertently cause alienation, misunderstandings and lack of trust.

## Brief Overview of Process

In preparing the recommendations regarding critical incident response, the Community Policing Subcommittee reviewed several policies from jurisdictions both inside and outside the State of California. Some of the recommendations put forth below reflect policies used in the past by local law enforcement agencies, while others were developed specifically in response to an identified need in the County. In addition, the Subcommittee conducted several interviews with local law enforcement personnel and many community leaders regarding this topic. We also considered the recommendations put forth in the presentation to the Task Force by family members involved in critical incidents in the County.

## Critical Incident

The definition of a critical incident is taken from the Sonoma County Law Enforcement Chiefs' Association Protocol (Volume 2 – Appendix B) and includes:

- 1) Intentional and unintentional shootings;
- 2) Use of any dangerous or deadly weapons;
- 3) Assaults upon sworn peace officers and assaults upon other law enforcement employees on duty or acting within the scope of employment;
- 4) Attempts by law enforcement employees to make arrests or gain physical control of a person;
- 5) Acts of physical violence in which a law enforcement employee is acting as a private citizen;
- 6) Law enforcement employee suicide;
- 7) Fatal injury while a person is in law enforcement custody;
- 8) Fatal injury to a person who is a passenger of an on-duty law enforcement employee; and
- 9) Vehicular collisions with fatal injury (with exceptions).

## Recommendations

- A. A non-uniformed representative of the investigating law enforcement agency be immediately dispatched to the scene of any critical incident to act as a liaison between the officers at the scene and the family and community members present at the scene. The representative to immediately notify the Office of the Independent Auditor/community based organization contact mentioned below in item J.

## Rationale

The work of law enforcement agencies immediately following critical incidents can often be chaotic and disorderly. The importance of dedicated staff to help establish lines of communications and

support for the families and communities involved in these events has been highlighted in the Task Forces' research of community policing. Involving the Office of the Independent Auditor/community based organization family advocate early in the process prevents immediate suspicions from developing between the family and the law enforcement agency.

- B. A civilian liaison remain on scene as long as the community is present.

Rationale

It is important that the law enforcement agency at the scene gauge the mood of the community before leaving the scene with community members still present.

- C. Civilian liaison inform the community that a community forum will be held within 5-7 days of the incident and that they will be notified as to when and where the forum will take place.

Rationale

Rapid communication with the community is essential to avoid the development of rumors and conjecture. Open and honest dialogue goes a long way toward building confidence and trust between the community and law enforcement. The understanding that a forum will be held to discuss the incident allows for a "cooling off" and lessens the development of resentment of law enforcement and the specific officers involved.

- D. Within 48 hours of a critical incident, law enforcement meet with key groups in the affected neighborhood and/or community based organizations that handle the type of incident (e.g. domestic violence, mental health,) to develop the plan for the community forum and the list of appropriate attendees which may include representatives from agencies that focus on officer conduct and constitutional protections (NAACP, ACLU, Los Cien, NAMI etc.)

Rationale

Law enforcement should proactively nurture and develop relationships with those who can, internally and externally, contribute to effective policing and responses to critical incidents. These relationships should begin to be nurtured immediately so that a point person is readily identified who will assist in the structure of the forum in response to a critical incident.

- E. Any press release about the incident or investigation shall be immediately posted on the law enforcement webpage at the same time that it is released to the media.
- F. All available information (including any video and dispatch tape of the incident) be shared with the community within 7 days of the incident or the specific reasons shall be publicly given as to why such information cannot be shared.

Rationale

The vast majority of information is known within the first four days of an incident. Where more information is released immediately, more confidence in law enforcement is generated. This may require a change in philosophy particularly as it relates to advice from legal counsel.

- G. The top official of the law enforcement agency involved issue a statement of apology, condolence or regret (this is not an admission of liability) as appropriate to the community and affected family within 48 hours.

Rationale

Law enforcement can be absolutely sorry the incident took place without admitting fault. Expressions of sympathy can go a long way toward strengthening the community/law enforcement relationship.

- H. The family be provided a list of service providers (counselors, etc.) and funds, if necessary, to engage such providers.

Rationale

Family members of those involved in critical incidents are often in need of services and support in coping with the death or injury of their loved one. Funding can be a hindrance in obtaining such support. Facilitating and promoting connections with local service providers builds support and trust between the family and law enforcement agencies.

- I. Within 12 hours of the incident, the family be provided with a phone number for direct access to the law enforcement representative who will act as a liaison between the family and the law enforcement agency. In addition to being a liaison, the representative shall have the following duties:
- a. To assure that law enforcement treats the family with dignity and respect;
  - b. To arrange for a rental car or replacement phone if these have been retained for investigative reasons;
  - c. To provide investigative updates to the family ahead of any press releases or other disclosures to the media and public;
  - d. To personally deliver a copy of the incident report to the family as soon as it is deemed complete and offer to arrange a meeting with the family ( and their lawyer if they have retained one) and the law enforcement person knowledgeable about the investigation to answer questions about the incident; and
  - e. To otherwise assist the family as needed.

Rationale

One of the major concerns from families of victims of critical incidents is the lack of information they receive and the feeling that they are being treated as suspects. This heightens mistrust and resentment at a time when cooperation is essential to the effective investigation of the incident.

- J. A family advocate be provided by the Office of the Independent Auditor through a contract with a local community based organization to assist the family with any concerns they may have regarding law enforcement agency's response to the incident.

Rationale

To assure that the law enforcement agency is responsive to the family and guide the family through interfaces with law enforcement, a family advocate, other than an attorney, can mediate the interactions and help to improve the relationship between law enforcement and the family.

- K. A meeting between the officer involved and the family (where the family desires such a meeting and the officer is amenable to one) mediated by an appropriate neutral party take place.

Rationale

It is harder to demonize people when you meet them face to face. Personal contact in a controlled mediation allows for exchanges that cannot take place in an adversarial forum, potentially increasing feelings of empathy between the officer and the family.

**Resources Needed**

- It is assumed that critical incidents will be few and that current employee levels should be adequate to supply the site representative and family liaison when needed. However, some overtime pay may be required.
- Minimum funds may be required for notice and site preparation for the community forum.
- The fund for assistance with counseling, burial etc. shall not exceed \$20,000.



# Enhance Law Enforcement Programs and Activities

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## Summary

The essence of Community Policing is the development of collaborative partnerships between law enforcement agencies and the communities and organizations they serve to identify problems and offer solutions that will increase trust and cooperation

## Brief Overview of Process

In preparing the recommendations for Law Enforcement Programs and Activities, the Subcommittee reviewed the Department of Justice Community Oriented Policing Services publication, the San Francisco Community Policing report as well as community policing programs from around the country. In addition, we interviewed local law enforcement personnel and many community leaders.

## Recommendations

- A. Begin meetings with law enforcement and community based organizations in their “beat” areas to identify concerns and develop problem solving strategies.

### Rationale

Engaging in proactive examination of identified problems is one of the hallmarks of community policing. If the community is to be a full partner, law enforcement agencies need to include organizations that work with the community and advocate on its behalf. These organizations can also be crucial to the effectiveness of town hall meetings.

- B. Develop a resource list for the community and training officers to be service navigators.
- C. Provide law enforcement with “community resource cards” specific to their beat that can be carried on their person or in their vehicle and given out to community members.

### Rationale

Where community problems can best be addressed by referrals to service providers, law enforcement can act as a conduit to those services. Beat boundaries that correspond to neighborhood boundaries strengthen the connection between the community and the law enforcement agency.

- D. Develop an outreach plan to reach youth in underserved areas with existing programs such as: Explorer Scouts, Cadet and V.I.P. programs. These programs should include a component that begins in elementary school.
- E. Establish a Police Athletic League (P.A.L.) in underserved areas
- F. Strengthen career public safety pathways for local high schools and including careers in subsidiary fields such as dispatcher and field tech and engage career technical programs and other community based organizations in carrying out this goal;

### Rationale

In order to have a law enforcement agency that is representative of the community it serves, it is necessary to have an adequate pipeline of potential recruits from underserved areas and unrepresented populations. Strengthening the “pipeline” for recruitment of individuals from these areas and populations requires programs that engage young people of diverse backgrounds and genders with law enforcement and in law enforcement activities

- G. Increase the availability for “ride-a longs”, job shadowing and tours (jail, SRJC Training Center) in underserved areas.

H. Develop a communication and outreach plan to engage residents in language appropriate Citizen's Academies.

Rationale

Understanding the vital role law enforcement plays in protecting the community and experiencing the officer work environment helps to bridge gaps and promotes empathy between law enforcement and the community.

I. Design activities to be place based or provide transportation to site so students and adults in underserved communities can participate.

Rationale

Transportation is an impediment to full participation for many in underserved areas. Providing transportation where needed assures that all who wish to participate in the programs are able to do so.

**Resources Needed**

- Scholarships
- Transportation



# Improve Community Outreach and Engagement

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## Summary

The President's Task Force on 21<sup>st</sup> Century Policing identified the need to make recommendations that support a culture and practice of policing that reflects the values of protection and promotion of the dignity of all, especially the most vulnerable, and specifically called for programs that create opportunities for law enforcement organizations to regularly interact with neighborhood residents, faith leaders, and business leaders. Additionally, a recommendation was made that law enforcement agencies collaborate with community members through a variety of programs that focus on public health, education, mental health, and other programs not traditionally part of the criminal justice center.

The Community Policing Subcommittee made recommendations that focus on an active plan for developing and enhancing community stakeholder relationships between local law enforcement agencies and the communities they serve, with an emphasis on facilitating and improving community dialogue and interactions.

Establishing and supporting strategic relationships and programs with community based organizations and stakeholders is central to the community policing philosophy. These relationships help to build trust between local law enforcement agencies and the communities they serve and make for better and more effective policing.

## Brief Overview of Process

During its investigative process, the Community Policing Subcommittee received several reports from law enforcement agencies regarding their current partnerships with community based organizations. In addition, we reviewed the County's 2014 *A Portrait of Sonoma County* disparities report (with a particular emphasis on the five priority areas outlined in the document); the Moorland Healthy Neighborhood Plan; the EI Protector Program procedures and material; the President's Task Force on 21<sup>st</sup> Century Policing report; existing programs on a local and national level that carry out best practices in community policing activities and philosophy; and internal and external law enforcement agency processes regarding broader community outreach and engagement.

## Recommendations

- A. Recommend that the Sheriff's Office identify and partner with established community based organizations (e.g. Community Action Partnership of Sonoma County, Restorative Resources, Social Advocates for Youth, North Bay Organizing Project, Latino Service Providers, Verity, National Alliance of Mental Illness, Los Cien, etc.) to develop community dialogues/town halls that serve to share information of interest to the community, to develop action items, and to report back to the participants and the community. The community partners can serve as a liaison between law enforcement agencies and the community and facilitate the process, help with outreach, meeting facilitation, follow-through of action items, and aiding with the reporting back of information.

### Rationale

Community based organizations work regularly with diverse populations and are aware of their outreach, needs and work with these populations, and as such are aware of the needs in the community. They also have outreach and facilitation mechanisms available to them. Regular contact with communities, especially disenfranchised communities, will help to build and repair trust, educate residents about activity in their community and inform residents how they can become active partners in improving their neighborhoods.

### Resources Needed

Law enforcement agencies staff to coordinate community dialogue sessions which can be a collaboration with community-based organization (noted above) and/or County (Health or Human Services) department staff. Requires .5 FTE at law enforcement agencies and contract with outside agency/department. Community-based organizations contract for facilitation of meetings; space fees, either shared or at school sites; law enforcement agencies staffing, data gathering and reporting back information

- B. Recommend that the Sheriff's Office implement an intentional bilingual outreach campaign modeled after the nationally acclaimed EI Protector Program (Metro Nashville Police, CHP, Riverside, Washington State Patrol and other law enforcement agencies) (See Volume 2 – Appendix B). The mission of the program is to create an outreach program that strengthens the relationship between the Latino community and the law enforcement agency, building collaboration with community stakeholders. The program places special emphasis on people with limited English speaking abilities. In addition, this bilingual/bicultural program provides public education through dialogue with the Latino community, instead of focusing specifically on enforcement measures.

### Rationale

This nationally recognized program has been adopted by law enforcement agencies to serve Latino communities. Many of the agencies have found this to be a successful program that meets their community oriented policing goals. The model includes law enforcement organizations, partners, and an advisory board. Our local Sheriff's Office can use the Latino Advisory Committee in the development and overseeing of this program. The President's Task Force on 21<sup>st</sup> Century Policing made a specific recommendation for law enforcement agencies to proactively promote public trust by initiating positive non-enforcement activities to engage communities that typically have high rates of investigative and enforcement involvement with government agencies.

### Resources Needed

Two sworn deputies and one community services officer under a community relations commander; the support of an advisory committee and budget for outreach and programs.

- C. Recommend law enforcement agencies develop a process for collecting, interpreting, and analyzing public contact data to identify potential disparities in practices that might indicate whether there is a difference in impact policing based on a variety of factors (gender, race, age, location, etc.).

### Rationale

Sharing statistics, trends, and real-time information with the public helps to bring a joint problem solving effort and transparency to local problems. Reporting out to community in these areas would help to build transparency and rebuild trust factors throughout the community. Federal Task Force recommended that law enforcement agencies track the level of public trust by their communities just as they measure changes in crime. The Federal government will be developing survey tools and instructions for use of such tools to prevent local law enforcement agencies from incurring the expense and to allow for consistency across jurisdictions. Note: CHP has a model that collects and distributes similar data to the public.

### Resources Needed

The Sheriff's Office has indicated they have acquired a data collection tool. After determining the information required from the public, Sheriff's Office staff will need to extract data of importance to the community and report back. The Sheriff's Office can also inquire with Federal government for national survey tools that will standardize and allow for consistency in data collection and interpretation.

- D. Recommend that law enforcement agencies partner with community based organizations to conduct bi-annual community surveys on the level of police services satisfaction, information on interest to the community, and follow up with the community to report back on the results on top identified items and plans to address them. Law enforcement agencies should work with community based organizations to develop the survey, analyze results, and provide feedback to the public. Plans should be developed to address identified areas of need. (See President's Task Force on 21<sup>st</sup> Century Policing Interim Report for support for this recommendation.)

Rationale

It's important to conduct periodic surveys of the community on satisfaction of law enforcement agency services to assess progress and identify areas of need.

Resources Needed

Law enforcement agencies staff works with community-based organizations to develop and distribute survey and works to analyze results and work on a plan for identified needs. Law enforcement agencies staff and community-based organizations contract/partnership. Note: SSU has data analysis students that can take on this project.

- E. Recommend that specific successful community policing programs and activities performed by law enforcement agencies or in partnership with community based organizations be recognized as an Upstream Investment and listed on the website, so that the public, law enforcement agencies, community based organizations and other interested parties can learn about successful law enforcement agency programs, partnerships, and activities that produce positive outcomes.

Rationale

Highlighting successful community policing activities and programs will help to recognize and bring attention to the positive efforts of law enforcement agencies and partners. This recommendation would meet the goals of (1) engaging the whole community in the healthy development of children and (2) ensuring all community members are well sheltered, safe, and socially supported.

Resources Needed

Training Sheriff's Office staff on Upstream Investments and how to identify and submit applications to the program.

- F. Recommend that law enforcement agencies review their zone assignment policy/practice to determine an increase in duration of assignments to allow for a better connection between the law enforcement organizations and the assigned community.

Rationale

Law enforcement organizations who spend a significant amount of time within an assigned community are able to connect and engage with residents.

Resources needed

No resources needed.



# Develop a Moorland Neighborhood Pilot Project

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## Summary

These recommendations focus on creating a community policing, outreach and engagement plan - developed and agreed upon by residents and law enforcement - in the Moorland area in Southwest Santa Rosa. This project will serve to build trust, reduce crime and improve the quality of life of Moorland neighborhood residents. It will also act as a pilot project that may be replicated in other priority areas in the County.

## Brief Overview of Process

The Community Policing Subcommittee received reports from the Sheriff's Office and Santa Rosa Police Department (SRPD) about current and past community policing initiatives in the Roseland area. Subcommittee Members also attended meetings of the Moorland Health Neighborhood initiative (where local residents developed an assessment of the recreation and well-being needs in the Moorland neighborhood) reviewed the County's 2014 *A Portrait of Sonoma County* disparities report, researched existing programs on a local and national level that carry out best practices in community policing and discussed the request of Moorland residents for more law enforcement patrol services and an improved relationship between the Moorland neighborhood and law enforcement with representatives of the Sheriff's Office.

## Recommendation

Develop a Moorland Community Policing Plan and Project, as a 5-year pilot, which would include the following elements:

1. High levels of collaboration with local school resource officers, faith-based organizations, businesses, community-based organizations, County/City departments and local residents, with the purpose of developing, implementing and supporting the pilot.

### Rationale

Stronger partnerships with local stakeholders will lead to greater well-being for residents and a more effective law enforcement presence in the community.

2. Through a facilitated series of conversations and meetings, development of a public safety plan for the Moorland neighborhood that is agreed upon by residents and law enforcement. At a minimum, the public safety plan should include: [1] A community safety survey and dialogue that addresses neighborhood issues regarding trust, current neighborhood policing practices, community and law enforcement concerns and enforcement priorities, and other issues and topics, as agreed upon by participants; [2] regular data collection and reporting regarding the number of traffic and pedestrian stops, interrogations, and arrests categorized by race/ethnicity, age, gender and County trends; [3] regular data collection and reporting regarding other law enforcement topics of interest to the community; [4] a detailed community engagement calendar developed by the law enforcement agency and community stakeholders; and [5] establishment of a neighborhood council that will assist in implementation of the public safety plan and will assist in providing notice of meetings and distributing information about law enforcement activities in the neighborhood.

### Rationale

The creation of the plan and implementation of its goals will result in methods for readily sharing information about crime, police operations and social issues in the neighborhood. Long-term assignment of deputies will lead to expertise and trust that promotes trust and problem solving.

3. Assignment of two deputies to the Moorland area for a minimum of five years each. The deputies will be tasked with identifying and solving neighborhood law enforcement issues and concerns, getting to know and establishing relationships with neighborhood residents, leaders and local organizations, and leading local engagement efforts on behalf of their agencies. There should be dedicated offices in or near the neighborhood with phone and web access where law enforcement officers can conduct work and schedule meetings with local stakeholders.

#### Rationale

Moorland neighborhood residents have very recently requested increased Sheriff's Department patrol services in their neighborhood and that the CALLE participate in an effort to improve the relationship between residents and law enforcement (see Volume 2- Appendix B: Moorland Healthy Neighborhood Project summary). Increasing Neighborhood policing practices will result in decentralization in the command structure and decision-making

#### Resources Needed

Two full-time deputies with full access to resources (patrol cars, bikes etc.) and with specialized training in community policing practices. Office space in neighborhood; preferably at a local school or community-based organization. The deputies must have at least 5 years of experience in the Sheriff's Office, be bilingual (Spanish/English), have attended cultural diversity trainings, and be active with a local community based organization as a Board Member or dedicated volunteer. The public safety plan will specify the percentage of daylight shifts that each deputy will patrol on foot or bicycle in the Moorland neighborhood.

4. In collaboration with local stakeholders, creation of neighborhood youth oriented events not related to policing. Such activities could include annual recreational and sporting events, volunteer service projects, and local school and educational engagement projects such as the United Way's Schools of Hope.
5. Monthly neighborhood meetings between law enforcement and the community to review data and neighborhood issues and concerns. The neighborhood deputies shall arrange monthly meetings with residents and appropriate community based organization and County and City department representatives.
6. Development of a youth police academy or other youth-oriented policing project and increased outreach and facilitation of adult ride-alongs. The purpose of these activities will be for local residents to gain a better understanding of the work of local law enforcement agencies and to facilitate increased communications between the community and law enforcement officers.
7. Creation of a local advisory board similar to the "El Protector" Program in Nashville Tennessee (see Volume 2 – Appendix B).

#### Rationale

Law enforcement agencies are given the responsibility and power to use force against citizens and to detain and arrest. The community and neighborhoods should be full partners in the exercise of this vast power. To do this, a pilot project in the Moorland neighborhood will enable the neighborhood and law enforcement (Sheriff's Office and SRPD) to gain expertise in building trust and developing a neighborhood specific public safety plan. The safety of the neighborhood's residents will be improved.

Many residents in the Moorland neighborhood do not have experience seeking enhanced or improved government and police services. Hence, the concentration of resources is necessary in order to build the trust and expertise necessary to improve the quality of life in the neighborhood.

### **Timeline/Implementation of Recommendation**

- Ninety days to select and assign two deputies
- Six months to develop neighborhood/Sheriff's Office public safety plan.

### **Performance Indicator(s)**

- Reduction in calls for service and crime, including violent crime, in the Moorland area.
- Increase in trust and satisfaction with law enforcement.

### **Additional Considerations/Alternatives Explored**

It was assumed that the Moorland area would not want any increase in the presence of the Sheriff's Office in the Moorland area due to Andy Lopez's death. But the neighborhood ranked increased patrols, combined with improvement in the relationship between the area and the Sheriff's Office as the highest priorities in addressing the recreation and well-being needs of the area. (Volume 2 – Appendix B).





# Revise Use of Force Policies and Practices

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## Summary

One of the first and very important recommendations made by the President's Task Force on 21<sup>st</sup> Century Policing states that law enforcement culture should embrace a 'guardian' mindset to build public trust and legitimacy. The Supreme Court has established an objective reasonable test for determining whether a police officer, in using force, has violated the Fourth Amendment's prohibition of unreasonable arrests. This test has been embedded in most law enforcement use of force policies, including that of the Sonoma County Sheriff's Office. If law enforcement is to carry out their responsibilities according to established policies, these policies must be reflective of community values and not lead to practices that result in disparate impacts on various segments of the community.

The use of deadly force by law enforcement agencies in Sonoma County is of deep concern to many of the communities they serve. In several instances over the past decade, events where deadly force has been used have had a deep eroding effect on the trust between communities and law enforcement.

Updating and clearly defining use of force policies, along with better equipping officers to handle high-stress situations in a safe and non-lethal manner where deadly force may be an option, is one way to begin to rebuild trust in communities and to prevent further tragedies from occurring.

Elements of the Sonoma County Sheriff's Office Use of Force Policy include: Factors to determine reasonableness of force; non-deadly force applications; carotid restraint; deadly force applications; reporting use of physical force; notification to supervisors; medical attention for injuries sustained using force and supervisor responsibility.

## Brief Overview of Process

The Community Policing Subcommittee received reports and presentations from the Sheriff's Office on their current use of force policies and procedures and a presentation from a San Francisco State professor on "unconscious bias". The President's Task Force on 21<sup>st</sup> Century Policing also provided recent and relevant information. The Subcommittee also received information from the Salt Lake City, UT, Albuquerque, NM, Las Vegas, NV, Richmond CA, and Seattle, WA Police Departments regarding their use of force policies and considered the findings and recommendations of the US Department of Justice's (DOJ) recent report on the Albuquerque, NM Police Departments. Additionally, the Subcommittee members reviewed recent publications regarding de-escalation practices, bias-free training, and material received from the NACOLE 2014 conference. Subcommittee members also took into account the testimonies of families of victims involved in recent deadly use of force incidents in the County.

## Recommendations

- A. Recommend that local law enforcement agencies review and consider the policies and language from other jurisdictions for clearer and finer articulation of policies and adopt comprehensive use of force policies that are clear, concise, and openly available for public inspection. Additionally, these policies should be available in the language(s) of the communities served. The Subcommittee recommends the following elements to be included in the revised use of force policy as well as other best practices from other jurisdictions, as determined by the potential OIA:
  - a. "Sanctity of Human Life" statement referenced in many policies, including Las Vegas Metro PD (LVMPD);
  - b. Expanded guidance on what constitutes "objectively reasonable" use of force including additional factors utilized by LVMPD, who continually reinforces the factors;
  - c. Clearly articulated guidelines and considerations intended to de-escalate as many situations as possible (without unreasonably endangering officers or the community), as well as restrictions in certain circumstances on the use of force;

- d. Definitions on tactical and verbal de-escalation methods as alternatives to increased use of force;
- e. Include a requirement for other officers to intervene when observing excessive use of force; with ability to reprimand if no intervention or reporting; and
- f. Additional use of force best practices from jurisdictions including: Seattle, WA; Salt Lake City, UT; Albuquerque, NM; Richmond, CA; Las Vegas, NV, and the President's Task Force on 21<sup>st</sup> Century Policing.

#### Rationale

Some of the use of force policies reviewed have been developed in partnership with the Department of Justice and represent national best practices. The President's Task Force on 21<sup>st</sup> Century Policing calls for law enforcement agencies to have comprehensive policies on the use of force that include training, investigations, prosecutions, data collection, and information sharing; and the policies must be clear, concise, and openly available for public inspection. Recently, a number of jurisdictions have refined and improved their use of force policies without abandoning the Supreme Court's emphasis on objective reasonableness.

- B. Recommend that the Sheriff's Office adopt the President's Task Force on 21<sup>st</sup> Century Policing recommendation of 'procedural justice' as the guiding principle for internal and external policies and practices which can be the underpinning of the change in culture that can contribute to building trust and confidence in the community.
- C. Recommend that all local law enforcement agencies require that officers document all occasions where they un-holster their weapons and point them in the direction of an individual in order to control a situation and that a supervisor review and evaluate each such incident. Currently, the Sheriff's Office policy requires documentation only if the weapon is discharged.
- D. Recommend research and implementation of increased training efforts that emphasize de-escalation practices, advanced mediation/communication techniques and other state-of-the-art communications training that work to resolve and reduce conflict when dealing with the public.

#### Rationale

Recent events on a local and national level, have highlighted the need to look at methods of de-escalation and alternatives to use of force.

- E. Recommend that law enforcement agencies explore and administer training and policies that focus on unintentional bias, which goes hand-in-hand with de-escalation. Encourage local law enforcement agency relationship with the Department of Justice to determine and implement best practices for local departments on bias-free policing and de-escalation.

#### Rationale

The Department of Justice and other police agencies around the country have found that focusing on training that looks at how unintentional bias affects police work and de-escalation techniques and practices help to build trust in communities.

- F. Recommend the implementation of a program similar to San Francisco Police Department's (SFPD) model that offers restorative practices and strategies that includes conflict resolution and has been demonstrated to reduce the number of complaints from the public.

### Rationale

If the public has restorative resources available to them, they are more apt to understand the process and options they have in law enforcement encounters. They would be able to have a face-to-face meeting, similar to SFPD model, once a policy is in place to exercise this option.

- G. Recommend that the Sheriff's Office establish a Critical Incident Review Board comprising of sworn staff and community members to review cases involving officer-involved shootings and other serious incidents that have the potential to damage community trust or confidence in the agency. The purpose of the board should be to identify any administrative, supervisory, training, tactical, or policy issues that need to be addressed. This was a recommendation of the President's Task Force on 21<sup>st</sup> Century Policing and is also a practice in LVMPD. This may be accomplished by the Sheriff's Office working with the proposed OIA and its community advisory committee.
- H. Recommend that law enforcement agencies take a proactive versus reactive response to solving community problems such as initiating community meetings, surveys, and outreach, in partnership with appropriate community based organizations, up to and including a review for possible revisions of law enforcement agency policies and practices.

### Rationale

The Department of Justice has found some law enforcement agencies to have a "pattern and practice of taking immediate offensive action" rather than acting within the bounds of the Constitution, with many officers not displaying the "thick skin and patience" required for the job. It would be constructive for local law enforcement agencies to look at their policies and practices for revisions that would encourage another way of approaching law enforcement within communities. It is vital after a controversial incident that the law enforcement agency respond proactively by initiating community meetings with the appropriate County departments and community based organizations.

- I. Recommend that County staff research, review, and implement cost-effective methods for improving the quality of deadly force training and alternate use of force; factors that may lead to proper or improper use of force are leadership, policy, training, and/or fear. An example is the Reality Based Training (RBT) similar to that offered through LVMPD, which has been found to be most helpful according to their officers.

### Rationale

We want officers and citizens alike to be safe in the community. An in depth public review of factors affecting the use of force will help educate and promote public trust. LVMPD offers the RBT program semi-annually for each officer, comprised of 1-day classroom training and 1-day of scenario based training to focus on actual or likely incidents and employing tactical and verbal de-escalation techniques

- J. Recommend that the Sheriff's Office and other law enforcement agencies work closely with the County Administrator's Office and community-based organizations to ensure effective partnering to establish community policing policies and practices. Additionally, the Community Policing model shall be structured to withstand budgetary fluctuations.

### Rationale

It is important to have law enforcement agencies develop and maintain strategic community partnerships with community based organizations who serve the community at large, especially residents in underrepresented communities, such as the *A Portrait of Sonoma County* priority areas.

- K. Recommend an independent community-wide assessment of the attitudes, policy, preparedness, and response to law enforcement encounters, followed by an analysis to further recommend changes or added policies, training, or best practices.

Rationale

The community, including specific neighborhoods, and the Sheriff's Office need objective data regarding current practices, to determine if there are areas for improvement.

- L. Recommend that law enforcement agencies implement supervisor training on managing deadly force encounters and investigations.

Rationale

A review of how current critical incident investigations are conducted internally should be reviewed to determine if updates to the process are needed.

- M. Recommend that law enforcement agencies and community based organization(s) partner to research and implement training that focuses on law enforcement organization and community fears, distrust, feelings of harassment, etc. to improve understanding between law enforcement organizations and the community, specifically, underrepresented communities.

Rationale

Managing fears and educating the community about law enforcement roles will minimize fear within the community and is a powerful approach to reducing deadly force encounters. This training works both ways, where law enforcement organizations and community members need to learn about the fears that affect community policing and keep partners from finding solutions.

- N. Recommend that local law enforcement agencies have crisis intervention teams (CIT) available to assist in all mental health-related calls.

Rationale

Providing mental health assistance at enforcement activities helps to deescalate situations, since mental health providers have expertise needed to effectively deal with individuals in mental health crisis. The President's Task Force on 21<sup>st</sup> Century Policing has identified the need for planning, implementing, and responding to crisis situations with complex factors such as mental health-related issues and has made recommendations and action items on this subject.

- O. Recommend that the Sheriff's Office create a permanent Community Affairs Division with sworn and civilian staff to effectively develop, implement, and manage outreach, partnerships, neighborhood, and other community engagement programs.

Rationale

The Sheriff's Office needs an effective and dedicated community relations division to develop and maintain the strongest community partnerships and relationships to build trust and to reduce hostility when controversial incidents occur.

**Resources Needed**

- Start-up training cost to train every sworn officer on new policy.

- Partnership with the Department of Justice and training funds for enhanced de-escalation, mediation, and communication training. Possibly an internal position, such as an ASO that focuses on the specific training recommended by the task force, including partnering with community based organizations, Department of Justice, and others to determine the best training recommended by the task force. Budget may include funds for community based organization's work on mediation/training.
- Partnership with the Department of Justice and training funds for identification and administration of training focusing on unintentional bias and de-escalation practices.

### **Timeline/Implementation of Recommendations**

- Within 60 days of Board approval, the law enforcement agencies and related partners will engage in a plan to research, develop timelines, implement plan, manage program, and report feedback to the Board of Supervisors on progress at periodic timeframes.
- Use of Force Policy changes should be implemented within 90 days.
- OIA will provide additional research and review of Use of Force policy to make further recommendations that will build trust and transparency within the community, while keeping law enforcement organizations safe.

### **Performance Indicator(s)**

- Increased, effective, and safe use of de-escalation methods and techniques.
- Increased public trust in law enforcement.

### **Additional Considerations/Alternatives Explored**

- Double tap and reassess policy – reasonableness to institute such policy; requires further investigation by OIA or related body.
- Shooting person at center mass versus legs or extremities - current training and reasons for or against aiming at a person, such as the upper legs, in controlling the threat posed by an apparent weapon, given certain time, distance and other factors. Requires review into feasibility of such policy.



# Improve Hiring and Training Processes and Practices

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## Summary

The County of Sonoma's Workforce Diversity Report on law enforcement employees demonstrates that the current sworn law enforcement (patrol deputy) workforce does not reflect the communities they serve. The report indicated a significant underutilization of Latinos and women. For example, the percentage of Latinos in other law enforcement job classifications in the County is between 16.7% and 23.1%, but the Deputy Sheriff (patrol) has a Latino percentage of 9.5%. Latinos in the County are estimated at 30%, and in some communities the percentage is higher. It is recommended that all levels of law enforcement staff should be more representative of the current demographics in Sonoma County.

The hiring and promotional process should also take into consideration, aside from general POST requirements, the candidates experience with community relations, community policing, and other aspects that would help identify best candidates for patrol (and other positions) that have demonstrated and continue to enhance their professional commitment to the community.

The President's Task Force on 21<sup>st</sup> Century Policing, released in March 2015, provided specific details and guidance to local jurisdictions that align with many of the CALLE Task Force recommendations around hiring and training practices. Of special note is the recommendation that law enforcement agencies should strive to create a workforce that contains a broad range of diversity including race, gender, language, life experiences, and cultural background to improve the understanding and effectiveness in dealing with all communities. The Subcommittee agrees that a diverse workforce would contribute to an organizational cultural change in our local law enforcement agencies that would benefit the relationship with our community.

In regards to training of sworn law enforcement personnel, the personnel receive POST certified training through the academy and at intervals as recommended by POST. It is important to note that all skills learned become perishable and, therefore, training should be a continuing process. The President's Task Force on 21<sup>st</sup> Century Policing specifically recommends the development of partnerships with training facilities to promote consistent standards for high quality training and establish training innovation hubs. Further recommendations of the President's Task Force on 21<sup>st</sup> Century Policing call for engaging community members in the training process.

## Brief Overview of Process

The Community Policing Subcommittee received reports and presentations from the Human Resources Department and law enforcement agencies on their hiring and promotional process, the Workforce Diversity Report, and the Equal Employment Opportunity Plan (EEO). The Workforce Diversity Report revealed that out of the four law enforcement/legal departments (District Attorney's Office, Probation, Public Defender's Office, and Sheriff's Office) in the County, the District Attorney's Office and the Sheriff's office are the two departments that hire Latinos at a lower rate than the other departments. This is another indicator based on local statistical data and fully supports the recommendations in this section.

While the Subcommittee did not feel it had the expertise to evaluate the effectiveness of the current POST diversity training requirements, we do believe that law enforcement agencies should be proactive in enhancing their training around cultural diversity and sensitivity, particularly in light of recent concerns and issues that have occurred in underserved communities with high minority populations, such as Southwest Santa Rosa.

## Recommendations

It is imperative that law enforcement agencies hire from the communities served and that the workforce mirror the populations/demographics served. Law enforcement agencies should recruit, hire, train and promote in order to build the strongest commitment to community policing. Additionally, law enforcement agencies should increase efforts for bilingual and bicultural recruitments. In order to establish a law

enforcement work force that is culturally diverse and representative of the community in which they serve, the Community Policing Subcommittee makes the following recommendations:

- A. Recommend the Sheriff's Office hire a Human Resource Consultant to focus on Latino outreach efforts to recruit an increased pool of candidates for the Sheriff's Office Deputy Sheriff (patrol) recruitments and promotions.

Rationale

There needs to be an intentional plan to recruit a more diverse patrol workforce. The community expects a better representation. In support of this recommendation, please note that the President's Task Force on 21<sup>st</sup> Century Policing identified the need for local communities to diversify law enforcement departments to reflect the demographics of the community.

- B. Recommend support for the County's EEOP with the goal of hiring more Latinos and women through the implementation of the objectives and goals. Specifically, support that:

- Human Resources work collaboratively with the Sheriff's Office to develop a plan to increase the diversity and utilization of Latinos and any other ethnic/gender category as identified in the EEOP or in demographic reports, with a focus on the Deputy Sheriff Class series.
- Human Resources develop diversity awareness training specific for law enforcement division staff and require completion every two years where not already done.

Rationale

There is a need for the law enforcement agencies to reflect the population served, therefore requiring an increase in the number of Latino and women patrol officers, including bilingual/bicultural skills. The US Department of Justice issued an EEOP dated March 7, 2012, which highlighted the underutilization of Latinos and women in sworn patrol positions, therefore supporting the recommendation that the Sheriff's Office increase the number of Latino and women officers in their patrol ranks. These recommendations are specific to recruitments of patrol deputies. The Corrections Division is mandated to keep levels of women correctional officers to meet the needs of their female inmate population.

- C. Recommend the Sheriff's Office implement an "in-house" training and education program that will foster and encourage existing underrepresented population staff to apply for opportunities as Deputy Sheriff (patrol) positions.

Rationale

The Sheriff's Office has a high number of Latinos and women serving in different positions in their office, and even other County employees in typical legal/law enforcement backgrounds in Probation, District Attorney, and other legal environment offices. An internal program targeting Latinos and women could yield an interest among existing staff that could then increase the pool of candidates.

- D. Recommend the Sheriff's Office take steps to develop a strong partnership with the SRJC Public Safety Training Center to increase hiring of officers from areas being served. In addition, recommend that the Sheriff's Office outreach to and encourage local youth to apply for and complete intensive basic academy, and supply information on financing through Career Technical Education (CTE) and other program funds.

Rationale

The SRJC Public Safety Training Center is a valuable asset in the community and many local youth seek out the intensive basic academy with the hope to start a law enforcement career. It is beneficial for the Sheriff's Office and other law enforcement agencies to partner with the Center with the goal of



hiring locally, or those from within the community. Similarly, the Sheriff's Office and law enforcement agencies can collaborate with the Center to encourage youth in the community to enter law enforcement careers and share funding information such as CTE, and other programs. Note: Costs are estimated at \$3,000 for tuition, books, and fees associated with the academy.

- E. Recommend that the Sheriff's Office outreach to other law enforcement agencies with high percentage of diverse patrol officers to recruit deputies, and attend job fairs/conventions focusing on Latinos, women, and other diverse groups.

Rationale

There are other agencies with a high number of diverse law enforcement members that the Sheriff's Office and local law enforcement agencies can recruit from. These officers also have the same basic POST requirements and training, so it would benefit the community to bring experienced officers that demonstrate excellence in community relations and community policing.

- F. Recruit, hire, train and promote individuals with stronger backgrounds in community engagement and volunteering, and involve the community in these decision-making processes.
- G. Recommend improvements to the Sheriff's Office hiring and promotional practices to allow for community input into the process by including a variety of community partners in the rating, interviewing and other steps of hiring, especially in promotional examinations.

Rationale

Allowing the community to participate in the interview/hiring process would allow for transparency in the process as well as ensuring that the hiring and selection process and panel members be reflective of the community it serves. Some law enforcement agencies, such as Salt Lake City, UT, allow the public to be involved with and provide feedback to the Police Chief on promotional examinations. The President's Task Force on 21<sup>st</sup> Century Policing indicated that law enforcement agencies should evaluate officers on their efforts to engage the community and the partnerships they build, making it a part of the performance evaluation process which in turn could be used for the promotional process.

- H. Recommend that a Human Resource Consultant work with the Sheriff's Office and Human Resources Department to investigate, review, and revise Sheriff's Office outreach and recruitment efforts, including the background and final selection process to allow for process improvements.

Rationale

A thorough review of the Sheriff's Office outreach and recruitment efforts to include the background and final selection process will help to identify if there are any deficiencies or if processes need to be revised or streamlined. Additionally, there needs to be a review to identify if there are any steps in the process causing disparate disadvantage to any groups. This can be done through an experienced Human Resource Consultant, police auditor, or other related firm approved through the County Administrator's Office and law enforcement agency. Additionally, the President's Task Force on 21<sup>st</sup> Century Policing has called for a Law Enforcement Diversity Initiative that could help local communities to learn best practices for recruitment, training and outreach to improve diversity.

- I. Recommend the Sheriff's Office improve the process to outreach, recruit and hire lateral transfers at the sworn officer management and administrative level who may have successful experience in community relations, community policing, and collaboration with community based organizations.

Rationale

To help channel more community relations and a community policing atmosphere, it is important to hire management level staff that have had success in community relations. Many times there may be

administrative or sworn level management in other agencies that have successfully demonstrated this experience.

- J. Recommend a review or audit (by a reputable police auditor or private firm) of the internal background process to determine pass rates of diverse groups to determine standards to passing and assess if the background process contributes to disparate impact in hiring, to include a recommendation on which type of background process would be within POST requirements and conducive to hiring a diverse patrol deputy workforce.

Rationale

The background process may cause a disparate impact in the hiring of minorities and this may be causing candidates of diverse backgrounds to not be hired in the process. Nationally, the “Ban the Box” initiative has caused employers to review their internal processes to ensure that their background does not cause disparate impact to affected groups. Understandably, law enforcement candidates are excluded from this process due to criminal activity being a disqualifier in most cases. The current background process may still be an obstacle that may inadvertently keep many diverse candidates from being selected for sworn patrol deputy positions. A thorough and independent review of the background process is necessary to ensure that the background is not causing disparate impact to certain groups.

- K. Recommend the Sheriff’s Office work with a Human Resource Consultant to develop specific interview questions that address the candidates’ experience with community relations, community policing, and collaboration with community based organizations and use them for entry and promotional recruitments.

Rationale

Focusing interview questions on community relations/policing with behavioral type questions will help identify candidates that have experience working with diverse communities and how they impact the community at large.

- L. Recommend that the Sheriff’s Office work with the County Human Resources Department to identify and develop training on unconscious bias and cultural intelligence for Sheriff’s Office staff. As an additional consideration, recommend new hires go through this training. An example of training that can be POST approved and administered locally is:

Diversity and Inclusion Training, provided by Jaime Penaherrera which includes the training “Developing Culturally Intelligent Leaders for the 21<sup>st</sup> Century.”

Rationale

While law enforcement personnel may receive training through POST, these are perishable skills and consistent high-quality training should be a continual process.

- M. Recommend the development of supplemental questions for promotional exams that focus on the candidates’ ability to relate and engage the community in a positive way and demonstrates their ability to use community based organizations in problem solving, giving their responses considerable weight in the process.

Rationale

Adding supplemental questions to promotional exams with emphasis and heavier weight on community relations/policing responses will help identify candidates that go above and beyond in troubleshooting and working with the community on issues.

- N. Recommend developing a process to have members of the community give input into promotional panels. Determine what level would be conducive to have community input and participation and change the process to allow for this.

Rationale

Allowing community members at different steps of the promotional/hiring level, either as raters or panel members will help with transparency and help with providing input from community.

- O. Recommend that law enforcement agencies review their Field Training Officer (FTO) program to ensure appropriate training (such as the value of relationships with all communities, best community policing practices, etc.) to new hires, FTO trainer selection (with a focus on officers with experience with Community Policing practices, community engagement and relations, etc.), as well as modern evaluation standards for new officers that are based on Community Policing principles.

Rationale

The importance of infusing community policing principles at all levels of law enforcement is especially important, with new hires or those new to our community. Selecting FTO's that demonstrate a successful level of community policing practice is important in starting new hires in the right direction. The President's Task Force on 21<sup>st</sup> Century Policing has made a recommendation supporting the development and implementation of improved Field Training Officer programs to address changing police culture and procedural justice issues.

### **Timeline/Implementation of Recommendations**

- Items should be addressed within 60 days of Board approval.

### **Performance Indicator(s)**

- The number of Latinos will increase to meet or exceed the percentage of Latinos in other law enforcement job classifications and potentially meet the demographics of the communities it serves. The number hired will increase incrementally in an amount of at least, 5% each year, until the levels of Latino patrol officers meet or exceed the average of other law enforcement job classifications, which is approximately 19.5% overall.
- Implementation of changes to background process will yield the number of diverse candidates, without compromising the background requirements.
- Enhanced training on cultural diversity and unconscious bias will provide for a law enforcement (patrol) workforce that is more understanding and knowledgeable on the communities they serve.

### **Additional Considerations/Alternatives Explored**

- Enhance cultural diversity and responsiveness training beyond current POST requirements. Training should be developed with emphasis on local issues and multiculturalism.



# Body Worn Camera Policy

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## Introduction

Community Policing Subcommittee found it necessary to include a recommendation on a policy for Body-Worn Cameras. The use of deadly force by the Sheriff's Office and other law enforcement agencies is of deep concern to many of the communities they serve. In several instances over the past decade, events where deadly force has been used have had a deep eroding effect on the trust between communities and law enforcement. The County of Sonoma has recently purchased Body Worn Cameras for the Sheriff's Office.

## Brief Overview of Process

The Community Policing Subcommittee reviewed several law enforcement agencies that have implemented the use of body worn cameras. Emphasis was given to the ACLU's Body Worn Camera recommendations for policy, the President's Task Force on 21<sup>st</sup> Century Policing, and the Richmond Police Department's Policy Manual. The use of this technology has the potential of a win-win, helping protect the public against police misconduct, and promoting law enforcement accountability.

## Recommendations

It is recommended that the Sheriff's Office and law enforcement agencies have a policy on the use of Body Worn Cameras. The policy should ensure transparency and have safeguards in place that provides a check and balance. The policy should be clear, concise, and openly available for public inspection. Therefore we recommend the policy for Body Worn Cameras include the following;

### 1. Activation of the Audio/Video Recorder

- 1) Sworn personnel are required to activate the AVR at the scene of all calls for service and during all law enforcement-related encounters/activities that occur while on duty. The AVR must also be activated during the course of any interaction with the public that becomes adversarial after the initial contact.
- 2) If the video recorder is not activated, the officer shall put reason in writing within 24 hours.

### 2. Notice to Citizens

- 1) Recording should be limited to uniformed officers and marked vehicles, so people know what to expect. An exception should be made for SWAT raids and similar planned uses of force when they involve non-uniformed officers.
- 2) Officers should be required, wherever practicable, to notify people that they are being recorded by officers wearing an easily visible pin or sticker saying "lapel camera in operation" or words to that effect.
- 3) Body Worn cameras will not be used to surreptitiously gather intelligence information based on First Amendment protected speech, associations, or religion.

### 3. Recording in the Home

Because of the uniquely intrusive nature of police recordings made inside private homes, officers should be required to provide clear notice of a camera when entering a home, except in circumstances such as an emergency or a raid.

The policy shall include officers asking residents whether they wish for a camera to be turned off before they enter a home in non-exigent circumstances. (*Citizen requests for cameras to be*

*turned off should themselves be recorded to document such requests.*) Cameras should never be turned off in SWAT raids and similar police actions.

#### **4. Retention**

Data should be retained no longer than necessary for the purpose for which it was collected. For the vast majority of police encounters with the public, there is no reason to preserve video evidence, and those recordings therefore should be deleted relatively quickly.

- Retention periods should be measured in weeks not years, and video should be deleted after that period unless a recording has been flagged. Once a recording has been flagged, it would then switch to a longer retention schedule (such as the three-year period).
- The policy should be posted online on the department's website, so that people who have encounters with police know how long they have to file a complaint or request access to footage.
- Flagging should occur automatically for any incident:
  - o involving a use of force;
  - o that leads to detention or arrest; or
  - o where either a formal or informal complaint has been registered.
- Any subject of a recording should be able to flag a recording, even if not filing a complaint or opening an investigation.
- The department (including internal investigations and supervisors) and third parties should also be able to flag an incident if they have some basis to believe police misconduct has occurred or have reasonable suspicion that the video contains evidence of a crime.
- If any useful evidence is obtained during an authorized use of a recording (see below), the recording would then be retained in the same manner as any other evidence gathered during an investigation.
- Back-end systems to manage video data must be configured to retain the data, delete it after the retention period expires, prevent deletion by individual officers, and provide an unimpeachable audit trail to protect chain of custody, just as with any evidence.

#### **5. Use of Recordings**

The purpose of the Body Worn Camera is for police accountability and oversight. The policy shall not allow for any kind of systematic surveillance or tracking of the public. The use of recordings should be allowed only in internal and external investigations of misconduct, and where the police have reasonable suspicion that a recording contains evidence of a crime. Otherwise, there is no reason that stored footage should even be reviewed by a human being before its retention period ends and it is permanently deleted.

#### **6. Subject Access**

People recorded by Body Worn Camera should have access to, and the right to make copies of, those recordings, for however long the government maintains copies of them. This should also apply to disclosure to a third party if the subject consents, or to criminal defense lawyers seeking relevant evidence.

#### **7. Public Disclosure**

Public Disclosure needs to be balanced with the need for government oversight and openness and privacy.

- Public disclosure of any recording should be allowed with the consent of the subjects, as discussed above.

- Redaction of video records should be used when feasible — blurring or blacking out of portions of video and/or distortion of audio to obscure the identity of subjects. If recordings are redacted, they should be discloseable.
- Un-redacted and un-flagged recordings should not be publicly disclosed without consent of the subject and consistent with state open record laws.
- Flagged recordings are those for which there is the highest likelihood of misconduct, and thus the ones where public oversight is most needed. Redaction of disclosed recordings is preferred, but when that is not feasible, un-redacted flagged recordings should be publicly discloseable, because in such cases the need for oversight outweighs the privacy interests at stake.

## **8. Good Technological Controls**

- Systems should be architected to ensure that segments of video cannot be destroyed or tampered with.
  - In addition, all access to video records should be automatically recorded with immutable audit logs.
- Systems should ensure that data retention and destruction schedules are properly maintained.
- It is also important for systems be architected to ensure that video is only accessed when permitted according to the policy and that rogue copies cannot be made.

It is vital that public confidence in the integrity of Body Worn Camera privacy protections be maintained. Confidence can only be created if good policies are put in place and backed up by good technology.

Although Body Worn Camera will generate an enormous amount of video footage and raise many tricky issues, if the policy that includes recording, retention, access, use, and technology as outlined above are followed, very little of that footage will ever be viewed or retained, and at the same time those cameras will provide an important protection against police abuse, and will promote trust with the in public.

## **Resources Needed**

Body Worn Cameras have already been purchased for the County of Sonoma Sheriff Department





# COMMUNITY ENGAGEMENT AND HEALING

## Subcommittee Report and Recommendations

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### Introduction and Charter

The Community Engagement and Healing Subcommittee (CEH) was charged with ...”bringing to the Board of Supervisors any additional feedback from the community on these issues that merit County attention.” Per our Charter: “Specifically this feedback should look at whether a sense of accountability to the community has been enhanced and whether there are any additional programs to address community trust and well-being that should be recommended.” With this broad charge, the CEH set out to fulfill this task through dialogue and interaction with the community.

### The Process of Community Engagement and Healing

Though there have been other officer-involved shootings of civilians in Sonoma County, none of them had torn the community apart the way that the death of Andy Lopez did. Trust was broken in the community, particularly between communities of color and law enforcement. Upon the Subcommittee’s first convening, three months after the death of Andy Lopez, the community was raw with grief. Subcommittee Members knew that it would take time to help the community through this sorrow. It was, and in many ways still is, quite profound.

In attempting to address mistrust and begin the healing process, the Subcommittee asked the following question: “*What is community engagement?*” CEH utilized the following definition:

“Community engagement describes the process of working collaboratively and through groups of people affiliated by geographic proximity, special interest, or similar situation to address issues affecting the well-being of those people.”  
(*Sonoma County Community Engagement Plan*).

The Subcommittee held a number of community forums throughout the County to begin its engagement efforts. These forums included participation from both community members and law enforcement giving each an opportunity to establish meaningful dialogue in an effort to better understand one another.

According to the *Interim Report of The President’s Task Force on 21<sup>st</sup> Century Policing, March 2015* (Volume 2 – Appendix B):

“Building trust and legitimacy, therefore, is not just a policing issue. It involves all components of the criminal justice system and is inextricably bound to bedrock issues affecting the community such as poverty, education, and public health.”

It’s important to note that the healing process requires a long term approach and, as has been stated at many engagement forums, “only moves forward at the speed of trust.” This statement rang true throughout community meetings that exposed many unmet needs within the Roseland community as well as other areas of Sonoma County identified in Measure of America’s 2014 Study titled “*A Portrait of Sonoma County*.”(Volume 2 – Appendix B) Thus, throughout these recommendations, the need for an “upstream investment” approach is evident. As defined by the County’s policy, “The three primary strategies [of Upstream Investments] are: invest early, invest wisely and invest together” ([UpstreamInvestments.org](http://UpstreamInvestments.org)). Prevention and intervention strategies created by the community and resource providers are necessary for establishing a community resilience that is vibrant, strong and ensures a promising future for its residents.

In supporting community development, CEH expresses its approval of efforts supporting the Roseland annexation process as well as cost negotiations with the City of Santa Rosa. CEH also supports past

efforts to include Moorland Avenue in this plan, the location where Andy Lopez was killed. We strongly believe that Moorland should be included and thus will continue to support this position.

## **Developing Subcommittee Recommendations**

As a result of feedback given at community forums, CEH meetings, and in reviewing numerous reports related to its Charter, the Subcommittee formulated 1 interim recommendation and 9 final recommendations. These recommendations serve as a foundation for those made by the Law Enforcement Accountability and Community Policing Subcommittees, noting that all three components of the Task Force charter must be implemented in tandem moving forward.

Throughout the public review of draft recommendations, Subcommittee Members and county staff presented to many public groups and agencies. The following are statements that helped support and guide Subcommittee efforts:

The *President's Task Force on 21<sup>st</sup> Century Policing Interim Report* states:

“The President should promote programs that take a comprehensive and inclusive look at community based initiatives that address the core issues of poverty, education, health and safety.” (Recommendation 0.2, pg.5)

Feedback received from the Santa Rosa City Schools Superintendent and President of the Board of Education:

“Please hear our strong support for the recommendations from the Community Engagement and Healing Subcommittee. This group’s recommendations reflect our organizational mission to serve our community’s greatest assets: its youth. In particular, the recommendations about comprehensive mental health support, restorative community work (including SROs and community service officers), arts and civic engagement community work (murals, music and the Student Congress) are completely and directly aligned to our strategic plan for serving our community.”

Feedback received from the Sonoma County First 5 Commission:

“The nine initiatives outlined in the report take into consideration the individual child and youth who may have Adverse Childhood Experiences (exposure to violence, substance abuse, mental illness), addresses how those experiences may impact their relationship with the school, the larger community and, in particular, their relationship with the law enforcement community.”

In conclusion, while the importance of this work does not end here, the higher imperative is to view these recommendations as the enduring foundation for all the others. Our true goal is that community engagement and healing will, by urgent necessity, become a reality.

## **Recommendations**

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**Counseling and Mental Health Services**

**County-Wide Community Engagement Forums**

**Pilot Mural Program in Roseland**

**Sonoma County Social Action Music Center**

**Student Congress**

**School Resource Officers**

**Community Service Officers**

**Restorative Justice**

**Investments in Infrastructure, Public Services and Cultural Awareness**

**Education on Law Enforcement Practices and Policies**

**Interim Recommendation**



# Counseling and Mental Health Services

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## Recommendation

Expand current behavioral health counseling and mental health programs available to help students with social and emotional needs and effects of traumatic incidents. Their families' needs also should be assessed and addressed. School counselors are trained to work with students, families, staff and agencies ensuring a holistic approach.

## Detailed Description of Recommendation

This recommendation is a result of the CEH Subcommittee's interaction with Sonoma County community members through forums and information provided to the CEH by local mental health care providers.

This proposal recommends that behavioral health counseling and mental health services be readily available to families in the event of a trauma. In addition, this proposal encourages the county to examine resources to provide on-going counseling for youth within county schools and communities. This would require full time behavioral health counselors at each county K-12 schools. (Timing may be perfect on this as the County is indicating support for universal preschool, so the protocol for working with schools vis-à-vis staffing for certificated counselors looks promising.)

The need for access to mental health resources is echoed around the county, state and nation. The *Portrait of Sonoma County* identifies that disparities in health and life expectancy among our populations are avoidable given that we place a priority on health access for all.

Health resources are plentiful among certain parts of Sonoma County and their value is clearly evident in the people's health outcomes. For others, the social determinants of health that shape daily routines result in shorter, less healthy lives. The good news, however, is where we started: extreme health disparities are largely preventable. Mental health services for County youth, particularly for those who live in poverty, are limited. Schools where counseling is offered are often limited to urgent care, Child Protective Services reporting, and master scheduling. Schools currently do not have the human or financial resources to offer ongoing counseling for students and families. In recent forums conducted by the county in collaboration with CEH, "mental health services for students" was identified as a dominant need in our county. (*Portrait of Sonoma County*, 2014)

Collaborative efforts by government, schools, businesses, nonprofit organizations, and individuals aimed at prevention offer a path to healthier, longer lives and fewer public health-care dollars spent on treating preventable illness. There is an explicit need to align approaches to leverage existing resources and initiatives to support an Upstream Investment model addressing early childhood services and interventions in addition to downstream problems. Existing resources and programs include Cradle to Career, programs funded by First 5 Commission (Nurse Family Partnership, AVANCE Parent-Child Education Program, Pasitos), Maternal Child Care, home visiting programs, and community schools models such as the Via Esperanza Family Resource Center to name a few. By expanding these programs and increasing collaboration, model partnerships and service hubs for students and parents can be replicated throughout Sonoma County.

There are also national and local models that can serve as examples to Sonoma County for increased mental health services for youth and families. Humanidad Therapy and Education Services at Cook Middle School in Santa Rosa offers pro bono counseling and additional services a on a sliding scale for families. These services are offered through Cook Middle School's Family Resource Center.

The New York Department of Education offers a model of services worthy of further investigation. (<http://schools.nyc.gov/Offices/Health/SBHC/MentalHealth.htm>) has several models of service for school based mental health. These include:

- On-Site Mental Health Programs – offers individual treatment, groups, family counseling, and crisis interventions on school campus.
- Mobile Response Team (MRT) Program – offers assessments, consultations, classroom observations, crisis interventions, professional development for teachers, parent trainings, and referrals for treatment in the community.
- STARS (Screening the At-Risk Student) – implemented by nurses in middle schools. Offer suicide and depression screenings and referrals for further psychological assessments as needed. Not only are school nurses in scarce supply, but school counselors are better trained to provide this service in a holistic manner.
- At Risk for High & Middle School Teacher Training – Free web-based online training program aims to teach educators and others who work in both middle and high schools how to identify, approach, and refer students who show signs of psychological distress. <http://nyc.kognito.com>
- Early Recognition and Screening Program - Community mental health providers offer screenings school-wide for underlying emotional and behavioral issues. With parental consent, student can be referred for further assessment and offered treatment if indicated.
- Presentations – Presentations and trainings on a wide variety of emotional topics relevant to youth and resource presentations for staff and families.
- NYC TEEN Website – this teen friendly website engages teens dealing with depression, drugs and violence, and encourages them to seek help. [www.nyc.gov/Teen](http://www.nyc.gov/Teen)

The *National Association of School Psychologists* has identified the following components, which should be included in school-based counseling:

- Consultation with school staff and/or parents regarding the social/emotional/behavioral needs of children and youth.
- Consultation with school staff regarding classroom and/or school-wide approaches to behavior and to develop positive behavior supports and interventions.
- Screening, evaluation, identification and referral for children exhibiting emotional disturbances.
- Planning and implementing appropriate academic and other educational supports.
- Conducting functional behavioral assessments and/or social skills instruction.
- Measuring progress and improvement both for individuals and also for programs.
- Interventions for students with chronic behavior and emotional needs. Small group and/or individual counseling for such issues as social skills, anger control, etc.
- Staff development on topics such as positive behavior supports and intervention, prevention of violence, crisis planning and intervention, etc.
- Resources and information to school staff and/or parents regarding characteristics, intervention, and treatment of disorders.

Coordination and referral of children and families to community service agencies, related to mental health needs. For more information on school-based mental health services and the role of school psychologists in providing these services, visit [www.nasponline.org](http://www.nasponline.org). © 2006, National Association of School Psychologists, 4340 East West Highway, Suite 402, Bethesda, MD 20814, (301) 657-0270, [www.nasponline.org](http://www.nasponline.org).

## **Rationale**

The need for mental health services in our county schools is evident. The community need has been identified in two documents *Portrait of Sonoma County* and the *Sonoma County Health Needs Assessment*.

According to the *Sonoma County Community Health Needs Assessment for 2013–2016*, the following recommendations were made regarding mental health:

- Access to services for substance use disorders. Treatment works. Early screening, intervention and appropriate treatment for harmful substance use and addiction behaviors is critical to intervening with teens, pregnant women and others who can benefit from treatment. Unfortunately, despite increasing levels of addiction, access to substance abuse treatment in Sonoma County is severely limited for low-income individuals without healthcare coverage. Insuring timely access to culturally competent substance abuse treatment, tailored to the specific needs of those seeking help, can break the cycle of addiction and benefit individuals, families and the community.
- Access to mental health services. Many mental health problems can be effectively treated and managed with access to early detection, assessment, and links with ongoing treatment and supports. In Sonoma County, however, many individuals with mental health concerns do not have access to the treatment they need based on income. Insufficient private insurance coverage for mental health services and insufficient availability of publicly-funded treatment services are significant barriers for many who seek mental health services and support. Lack of an integrated approach to mental health within the health care system can lead to missed opportunities for early problem identification and prevention.
- Adverse childhood exposure to stress (ACES). “Adverse childhood experiences (ACES),” a variety of ongoing conditions or events that can be categorized as recurrent childhood trauma, have been documented to lead to health and social problems, risk-taking behaviors and a shortened lifespan for the adults who survive them. ACES have been linked to a range of adverse health outcomes in adulthood, including substance abuse, depression, cardiovascular disease, diabetes, cancer, and premature mortality. The prevalence of ACES underscores the need for additional efforts to reduce and prevent child maltreatment and associated family dysfunction and the need for further development and dissemination of trauma-focused services to treat stress-related health outcomes associated with ACES.
- Access to health care coverage. Insuring access to affordable, quality health care services is important to protecting both individual and population health, eliminating health disparities and promoting overall quality of life in the community. The cost of both routine and emergency care for uninsured patients can be financially devastating. Individuals without health care insurance coverage may defer needed care, diagnostics and medicines for themselves and their families and may, as a result, experience higher rates of preventable illness, suffering, disability and mortality than those who have insurance. While a significant portion of Sonoma County’s uninsured population will be eligible for more affordable health care coverage under health care reform, financial barriers may still exist for low-wage earners who are unable to meet premium requirements. And, undocumented individuals will continue to be ineligible for publicly- funded coverage, leaving many individuals and families vulnerable.

The New York Department of Education (<http://schools.nyc.gov/Offices/Health/SBHC/MentalHealth.htm>) has identified the following rationale as to why school based counseling is needed:

*Why Have Mental Health Programs in Schools?*

- Keeps issues from affecting emotional, academic, or physical development
- Provides relief from symptoms earlier rather than later
- Can prevent long-term problems
- Improves academic performance and personal relationships with family and friends

In addition, studies have identified that 30% of Santa Rosa's jail population suffers from some sort of mental illness. Supporting early prevention and intervention could help to mitigate jail time for those who are in need of mental health support. By funding in children health and well-being we are making an investment for the future.

### **Resources Needed**

All schools in Sonoma County should have a full time staff to support students, families and staff with ongoing counseling support and crisis counseling. Schools have the capacity to best assess and meet the needs of student's mental health. Students often "act out" when they are in crisis. Teachers, school counselors, psychologists and administrators are fully aware of the needs within the schools and could provide great insight into the urgent need for services.

### **Timeline/Implementation of Recommendation**

All indicators point to the need that these services are long overdue. We recommend that Sonoma County Supervisors work with school districts, mental health service providers, community based organizations, affected families, and other stakeholders to establish a 2-3 year plan identifying schools and youth demographics with the highest need for mental health resources and potential solutions address these needs. This would include identifying ongoing efforts and investments needed to address mental support service needs throughout the County. We also urge the Sonoma County Board of Supervisors to request mental health resources for youth and schools at a legislative level.

### **Performance Indicator(s)**

The metrics to determine success of a program that offers counseling to students in an ongoing manner or in a crisis situation can include increased school attendance, lower drop-out rate, greater postsecondary matriculation, fewer suspensions and expulsions and greater parent participation in schools. These as well as other indicators should be determined in conjunction with school districts, community members, and service providers.



# County-Wide Community Engagement Forums

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## Recommendation

Continue funding community engagement forums after the termination of the Task Force.

## Detailed Description of Recommendation

While there are multiple models which may be appropriate depending on location, resources and intent, we recommend that ongoing forums be modeled on Subcommittee efforts and community engagement best practices to reinforce a respectful, nonthreatening dialog between law enforcement and all segments of the community. It is vital that all those involved feel welcome and free to speak in an open and honest manner. Community needs and attitudes must be considered and incorporated by ensuring that opportunities for feedback and input, both before and after forums, are provided. The Subcommittee's model proved to be both inclusive and effective by allowing for open and honest communication between all participants. These efforts relied largely on a partnership between local community organizations and resources, law enforcement and County support.

Specifically, we recommend the following format for engagement forums:

- Both a Town Hall and Small Group Format
- Small-group circles of 10-12 chairs with each group containing one representative of law enforcement, one trained facilitator/recorder (such as the support provided by Restorative Resources, or similar organizations).
- Guidelines for respectful participation
- Continued encouragement for all participants to speak.
- A combination of open dialog and topic based conversation with solution exploration encouraged.
- The possibility of participants changing circles throughout the forum.
- Emphasis on evening hours to allow participation by working community members.
- The option of Spanish language circles available for those who might require it.
- Available childcare for working class parents
- Summary of key discussion points (by facilitators) at forum conclusion
- Readily accessible feedback to those present and the community at large of actions taken or issues to be explored as a result of forum discussions.
- Option for forums to focus on other governmental entities beyond law enforcement – but utilizing above guidelines.
- Encouragement of publicly elected officials to participate

## Rationale

As we began our work on this Subcommittee, we listened to input from members of the public, community groups, county staff and law enforcement. We drew on the experience of Subcommittee Members and examined both conventional and innovative potential approaches to solicit input from the broadest possible spectrum of the community.

The model of a large group of people coming together, hearing speakers (usually on a stage or at the front of the room) and then inviting feedback from those present presented multiple challenges. Specifically, individuals who were uncomfortable speaking before a large group, experienced language difficulties or fear of being identified were often left without an opportunity to have their opinions be heard.

We also faced the daunting task of opening a dialog between law enforcement and segments of the community who were often fearful, angry and frequently unwilling to challenge or question law enforcement in the environment of a formal hearing/forum.

As we discussed our various options, we soon discovered that our major goal was (to the greatest extent possible) to break down existing stereotypes about law enforcement and to encourage one-on-one dialog from one member of the community to another. This led us to the above-described circle format which

has proven to be successful across a wide spectrum of participants ranging from young people to senior citizens, patrol officers to Chiefs, activists to parents.

It is our firm belief that a continuation of this type of low-key forum will help to establish and sustain a healthier relationship between community members and law enforcement – in good times and particularly when crises arise.

### **Resources Needed**

A full-time County Analyst to organize, coordinate and implement future forums. Forums in incorporated cities will benefit from the experience of prior efforts, but will depend largely on the resources and needs of the individual communities.

### **Timeline/Implementation Recommendation**

The existing guidelines (and the active participation of County staff in those forums held to date) make it possible for ongoing forums to begin at any time. The one key element to be determined is the selection of the County agency/department to be charged with implementation. The Subcommittee believes that the most viable resource is a Neighborhood Services Unit, which could be embedded in the County Administrator's Office as a function of Community and Government Affairs Section, and designed to further increase access to information, resources and civic processes for the diverse groups and individuals in each of our neighborhoods. In the short term, it is recommended that the County Analyst position be implemented by exploring existing staff reassignments or the hiring of a new position with part-time duties assigned by the Community and Government Affairs Section addressing law enforcement engagement within the community. In the long term, it is recommended that this position work in the proposed Neighborhood Services Unit in conjunction with an Office of the Independent Police Auditor, the Sheriff's Office, and other law enforcement jurisdictions to ensure continuity and collaboration of engagement efforts.

### **Outcomes/Performance Indicator(s)**

The basic nature of these forums makes the provision of specific metrics challenging. In the short term, the overriding goal is to continually "take the pulse of the community" and to incorporate community input into County practices. In the long term, we believe there will be measurable metrics in the areas of satisfaction with law enforcement/county departments, a lowering of complaints, and the movement towards an inclusive community who are (more) satisfied that their voices are being heard.

### **Additional Considerations/Alternatives Explored**

Seeking input from the community is a vital and critical element of successful government. While there is no one model which fits every situation, it is our collective opinion that the key objective is to explore every possible alternative to ensure that all voices are heard. Some ways we might additionally foster that environment include:

- Encouraging various community based organizations and other local groups to join in sponsorship of future forums.
- Consider holding regular "interactive forums" on local radio outlets
- Organizing avenues to solicit input through social media
- Working with local school boards/youth organizations to create classroom based discussions on community issues
- Reaching out to local faith-based organizations to solicit congregation input

# Pilot Mural Program in Roseland

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## Recommendation

First to implement a much-needed pilot public art program in Roseland, a neighborhood that is in need of the healing that public art can bring to a community. Secondly, to expand the program to other underserved areas identified in the 2014 Portrait of Sonoma County. Such a program will support the healing of the community by tapping into the great and diverse cultural resources available from these underserved areas.

## Detailed Description of Recommendation

1. Implement a two-year pilot mural program to create 12 murals, one every two months, that would be installed at sites throughout the Roseland neighborhood to promote community healing through social interaction and artistic expression.
2. Each mural would be designed by a selected artist in consultation with children, youth and adult members who live closest to the location of the mural to reflect a source of cultural pride in Roseland. Once thus designed it will be executed in a prescribed way so that other artists and children, youth, and adult members of the community can help execute the mural as part of a festive community event that would happen in one or two days.
3. Each mural would be 8' high and 16' wide and would be painted on four 4'x8' panels offsite and installed after completion at a designated site.
4. Twelve artists would be invited to participate and would be required to attend a training workshop that would cover the mural design and execution process.
5. Each artist would receive an honorarium of \$4,000.00 to design, prepare all materials and supervise the execution of the mural with the help of children, youth and adult community volunteers and other participating artists.
6. A calendar would be set up at the beginning with the target dates for the completion of each mural. Artists can choose the dates when they would want to design and lead the mural painting. Once the calendar is set, each artist would receive 50% of his honorarium two months before the "paint date" and the balance after installation of the mural.
7. In order to facilitate the painting using volunteers, the lead artist for that particular mural, with volunteer help from other artists, will prepare the panels by mounting them on the easels, sealing them, and transferring the design onto them in a way that would facilitate painting using pre-mixed acrylic paint in containers. Each lead artist would be responsible for blowing up the design and transferring it onto the panels as well as pre-mixing all paints to be used and how the mural should be executed in the prescribed period: either one day or two.
8. After all the murals are completed, print maps of the location of the twelve murals to be available to the general public and train young people from the area docents to give tours of the murals.
9. After completion (two years) expand the pilot program to other underserved areas identified in the *Portrait of Sonoma* and repeat steps 1-8.

## Rationale

There is nothing worse than to look at a mirror and see no reflection of yourself. This is what happens to most Latino youth in Sonoma County. As noted in the Creative Sonoma Arts Action Plan (adopted by the Sonoma County Board of Supervisors June 24, 2014):

There is a strong but less publically visible collection of ethnically specific cultural communities and artists, including a large and diverse Hispanic population. There is limited multicultural representation in the larger arts community, although the demographic trends predict a majority

Hispanic population in the county by 2040 (p.4).

As exemplified by the individual efforts of the young artist Maria de Los Angeles who bypassing the bureaucracy took the initiative to lead the healing through art at Cook Middle School, and by Mario Uribe who produced a mural of Andy Lopez, there is a critical need for artistic self-expression in the Roseland community. This critical need arises from two main sources. The driving factor is the growth of the Latino population, which is currently at almost 25% of the countywide total (an increase of almost 44% from 2000). By the year 2038, forecasts predict that Hispanics will become the largest ethnic group in the County; they are expected to become the ethnic majority with 385,807 individuals making up 51 percent of the population by 2050.

Secondly, any scholarly book that covers a complete history of the United States has ample documentation of the targeting of people of color for discrimination in education, housing, employment, and unfair treatment by law enforcement. And the consequence of this history are the lack of access to social, political, and financial capital which is reflected in the disparities found by the *2014 Portrait of Sonoma*. This project will fortify these communities not only by bringing residents together in a common project but also by creating a magnet that will attract and educate people throughout the County as well as tourists about the rich art culture in these communities.

Finally, the proposed pilot Mural Program addresses one of the top priorities established in Creative Sonoma: "An early priority for Creative Sonoma should be to expand the planning process to embrace the larger community, assessing their cultural needs and aspirations" (p. 11). It is also in alignment with the most current understanding of art as civic engagement or what Alan Brown, the well-known arts consultant, calls "creative capital." See Dr. Dennie Palmer Wolf and Dr. Steven Holochwost's article at <http://wolfbrown.com/insights/articles-and-essays/building-creative-capital>

## Resources Needed

\$48,000 per year

\$96,000 for 24-month pilot project in Roseland as follows:

- \$48,000 for artist honoraria: (\$4,000 x 12 artists)
- \$48,000 for sponsoring art agency to provide all supplies & materials, administration, space, training, supervision, installation, etc.

## Timeline/Implementation of Recommendation

This recommendation could be fully implemented within 3 months of approval.

## Performance Indicator(s)

After this two-year program is completed, maps of the twelve murals will be made available and docents can be trained to give tours of the murals. This is currently done at the Mission District in San Francisco by *Precita Eyes Muralists* <<http://www.precitaeyes.org>>. This pilot program should then be replicated in all underserved areas as identified in the Portrait of Sonoma County.

## Additional Considerations/Alternatives Explored

This project would provide youth and other residents of Roseland and other underserved areas the opportunity to be docents of what would be a sort of outdoor art gallery in their own community and at the same time, it would address a real concern regarding art by Latinos (which is not necessarily "ethnic" art).

A mural project is not just about art. It is in tune with the goals of the Sonoma County Community Engagement Framework (Presented to the Board of Supervisors on December 2, 2014). As noted in an earlier draft of the document:

Community engagement describes the process of working collaboratively and through groups of people affiliated by geographic proximity, special interest, or similar situation to address issues

affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, enhance relationships among partners, and serve as catalysts for changing policies, programs, and practices.

Community engagement embodies a two-way relationship between the County and the community. At its core, community engagement rests on the belief that government is better when it is informed by the community members it serves. (p. 2)

Effective community engagement provides the foundation for building healthy, strong, and inclusive communities. It requires strong foundations that an organization establishes, and succeeds when it is applied strategically in a way that is designed to help achieve specific goals. In this way, community engagement becomes integral to, rather than a simple extension of, an organization's core mission, with results that can improve community relationships, service delivery, and, ultimately, quality of life in a community.

More specifically, this recommendation overlaps with Objective 6 of said Framework: "Establish countywide infrastructure to enhance departmental capacity for and sustainability of community engagement efforts" (Attachment 3, p.3). This mural program for example would be a good source of possible community ambassadors as defined in Action 18: "Develop a cadre of community ambassadors, established throughout Sonoma Count." (Attachment 3, p.3). Community ambassadors are familiar with government operations as well as familiar with the communities in which they serve.

Last but not least, this recommendation also overlaps with the current *Creative Sonoma Arts Action Plan* Adopted by the Sonoma County Board of Supervisors for the creation of a Latino Cultural Center. Clearly, there is a need for joint public/private support of this venture. And undoubtedly this is true also for other recommendations from the task force, but looking beyond county budget restrictions and in the spirit that led to the creation of this Task Force, it is crucial that the County Board of Supervisors exercise their political will to convene the necessary partners to make these recommendations possible and thus make the healing of the community a reality.



# Sonoma County Social Action Music Center

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## Recommendation

This recommendation calls for the County Supervisors to convene a series of at least three meetings to establish an ongoing Exploratory/Advisory Group, charged with exploring the feasibility of the creation of a Sonoma County Social Action Music Center that would support the expansion of Community-Based Music Programs throughout Sonoma County.

A decade long study of 30,000 students in the United States El Sistema programs showed that arts-based, after-school group activities were effective in instilling pro-civic and pro-social values, a strong locus of self-control, independence and a strong sense of self-efficacy for future goals. These after-school programs were successful in these measures because they provided roles, rules and risks.<sup>1</sup> Community-Based Music Programs provide the opportunity to break the vicious cycle of poverty through a powerful mission of artistic excellence and access for all. They also provide a powerful alternative to gang involvement, as it appeals to students that seek an outlet for emotional expression, a place that feels like home, a sense of family, and a feeling of *power and purpose*. *Such programs also have an impact in juvenile detention facilities.*<sup>2</sup>

## Detailed Description of Recommendation

1. There are two successful Community-Based music programs in existence in Sonoma County. One is the Santa Rosa Symphony's *Simply Strings Program Plan 2013-2018* at Sheppard Accelerated Elementary School, in Roseland. The other one is the Sonoma Valley Educational Foundation's, *Valley Vibes Orchestra* at El Verano Elementary School. Both of these communities have been identified by the 2014 *Portrait of Sonoma* as underserved communities, with scores of 2.98 and 5.68, respectively (compared to the highest score in the East Bennett Valley 8.47).
2. These two Community-Based Music Programs are to be commended for their truly magnificent efforts to provide an opportunity for social and academic success for a significant number of students and their families. They are an integral part of what Alan Brown, the leading researcher and management consultant in the nonprofit arts industry calls "building creative capital" and art as civic engagement." See Dr. Dennie Palmer Wolf and Dr. Steven Holochwost's article at <http://wolfbrown.com/insights/articles-and-essays/building-creative-capital>. Furthermore, from the perspective of the charge to the Community Engagement and Healing Subcommittee, it is clear that these two music programs provide a community healing practice that needs to be replicated in the census tracts identified in the 2014 *Portrait of Sonoma* that fall among the bottom scores. A Sonoma County Social Action Music Center with a five-year plan would conceivably manage instrument inventories, hire and schedule faculty, train volunteers and work with faculty, provide facilities, book concerts, hold concerts and events, etc. Such a Center would be either an existing 501(c)(3) or a new one that emerges for that specific purpose.
3. A Sonoma County Social Action Music Center would support a resident Community-Based artist position to connect and support the various local programs.
4. A Sonoma County Social Action Music Center would host performances and workshops of Community-Based groups in the Bay Area.

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<sup>1</sup> Uy, Michael. "Venezuela's National Music Education Program *El Sistema*: Its Interactions with Society and its Participants' Engagement in Praxis." *Music & Arts in Action*, Volume 4, Issue 1.

<sup>2</sup> See Dr. Dennie Palmer Wolf and Dr. Steven Holochwost's article "The Potential Impact of Strength-Based Music Programs in Juvenile Justice Settings" at <http://wolfbrown.com/insights/42-books-and-reports/518-our-voices-count-the-potential-impact-of-strength-based-music-programs-in-juvenile-justice-settings>

5. A Sonoma County Social Action Music Center would showcase local Community-Based orchestras at major venues such as the Green Music Center during regular concerts, as an “opener” for symphonies and guests artists, and in side-by-side concerts with professional ensembles.
6. A Sonoma County Social Action Music Center would bring visiting artists to local Community-Based programs to inspire and work with local youth.
7. A Sonoma County Social Action Music Center would play the roles of connector, host, and artistic supporter of Community-Based programs in Sonoma County and also in Northern California.
8. Sonoma County certainly has the potential infrastructure on which to build such a Sonoma County Social Action Music Center: there is Sonoma State University and its Green Music Center, the Santa Rosa Symphony, the Sonoma Valley Educational Foundation, the Sonoma County Philharmonic, the Sonoma County Community Foundation and many individuals, groups and agencies in Sonoma County that support Community-Based programs. To turn this potential into a reality, this recommendation calls for the Board of Supervisors to convene these institutions, individuals and agencies for at least three meetings to establish an Exploratory/Advisory Group, which will explore the feasibility for the creation of a Sonoma County Social Action Music Center to support the expansion of Community-Based Music Programs throughout Sonoma County.

## Rationale

While relatively new to the Bay Area, community-based music social programs patterned after the Venezuelan program *El Sistema* have a thriving local presence. Programs exist in Sonoma, Santa Rosa, San Rafael, Napa, San Francisco, Sacramento, San Pablo/Richmond area, Alameda, Daly City, San Jose, Sacramento, and Stockton.

Two programs are already well established in Sonoma County. Santa Rosa Symphony sponsors *Simply Strings* at Sheppard Elementary School in Roseland. Its 2013-2018-program plan includes 20 students per year on one of the most underserved areas of the County to reach a maximum of 100 students at the end of the five-year cycle. The average yearly cost for the entire cycle is \$75,000 beginning with 55,000 and ending with \$85,000 for a grand total of \$370,000. The Sonoma Valley Educational Foundation funds *Valley Vibes Orchestra* at El Verano Elementary School in Sonoma Valley has a similar approach and it currently includes approximately forty students and it also adds new students each year as they move up to the next grade level. *The Portrait of Sonoma* also identifies this area as one of the most underserved areas in the County.

According to the *Portrait of Sonoma*, there are 39 areas in Sonoma County that fall under the average human development index of 5.43 in terms of education, financial status and health (as opposed to the two top ones of 8.47 and 8.35) with ten being a perfect score. Therefore, rather than recommending the funding of an additional Community-Based program at an elementary school, and in line with the *Creative Sonoma Arts Action Plan* overall recommendation to create a Local Arts Agency, it seems more logical to recommend the establishment of a Social Action Music Center to provide major support for all potential programs in the county areas identified by the *Portrait of Sonoma* as underserved communities.

By taking an active role in the development of Community-Based music programs in Sonoma County, the Board of Supervisors can serve as a catalyst to realize at least in part the overall recommendation of the *2014 Creative Sonoma Arts Action Plan*, adopted by the Sonoma County Board of Supervisors, and strengthen its adherence to a mission of creating transformative experiences in the arts and education, promoting active learning, and enacting cultural and economic betterment. This mission is extraordinarily well aligned with the mission of Community-Based Programs, which seeks to change the trajectory of a child’s life and the trajectory of the community through intensive and accessible orchestral experiences.



## Resources Needed

This is a five-year program with varying costs per year as follows:

Year I	133,000
Year II	123,000
Year III	130,000
Year IV	145,000
Year V	160,000
Five-year Total	691,000*

Specific budget

<b>County Music Education Center</b>	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>	<b>YEAR FOUR</b>	<b>YEAR FIVE</b>
<b>REVENUE</b>					
Government	133000	90000	75000	60000	50000
Foundation	-	10000	20000	30000	40000
Individual Gifts	-	5000	10000	15000	20000
Corporate/Business sponsorships	-	10000	15000	20000	25000
Events	-	3000	3500	4000	4500
Ticket Sales	-	500	500	500	500
In Kind/ Partnerships	-	10000	15000	20000	20000
		<b>128500</b>	<b>139000</b>	<b>149500</b>	<b>160000</b>
<b>EXPENSE</b>					
Administration	55000	55000	60000	63000	75000
Faculty	40000	40000	45000	52000	55000
Benefits	8000	8000	8000	8000	8000
Insurance/etc.	2000	2000	2000	2000	2000
Facilities rental	10000	10000	10000	15000	15000
Office supplies	1500	1500	1500	1500	1500
Classroom Supplies	1000	1000	1000	1000	1000
Instrument repair/maintenance	500	500	500	500	500
<b>ASSETS</b>					
Instruments	15000	5000	2000	2000	2000
	<b>133000</b>	<b>123000</b>	<b>130000</b>	<b>145000</b>	<b>160000</b>

\* Actual figures may vary depending on the level of in-kind donations to the program.

## **Timeline/Implementation of Recommendation**

This recommendation requires first the convening of a group of stakeholders that include Sonoma State University and its Green Music Center, the Santa Rosa Symphony, the Sonoma Valley Educational Foundation, the Sonoma County Philharmonic and the many individuals, groups and agencies in Sonoma County that support Community-Based Programs. This should be done at the earliest convenience for the Sonoma County Board of Supervisors and the County staff but no later than June 2015.

## **Performance Indicator(s)**

A Sonoma County Social Action Music Center would lead to the proliferation of Community-Based Music Programs in the underserved areas of the county. As stated in the proposal from the Santa Rosa Symphony Association, "Integrating Carnegie Hall's Link Up with Simply Strings," there are many beneficial outcomes from such Community-Based Music Programs:

Through the intensive study of music, qualifying students are likely to overcome significant barriers, including: low self-esteem; high school dropout rates; lack of a sense of purpose, proper role modeling and ability to focus; among others. All these debilitating issues are addressed and often greatly diminished through daily quality music education.

More specifically this document notes that programs such as *Simply Strings* are effective in:

- Raising school retention, literacy and academic performance.
- Preventing gang and juvenile delinquency.
- Programs like *Simply Strings* provide valuable on-the-job training to teachers and work experience to student mentors.

## **Additional Considerations/Alternatives Explored**

Though many individual contacts have been made during the past few months, we may not have the time to meet with all of the key people in order to hold such a meeting before the final deadline for the recommendations to be sent to the Board of Supervisors.

This recommendation also overlaps with some aspects of the *Creative Sonoma Arts Action Plan*, which was adopted by the Sonoma County Board of Supervisors. Clearly, there is a need for joint public/private support of this venture. And undoubtedly this is true also for other recommendations from the task force, but looking beyond county budget restrictions and in the spirit that led to the creation of this Task Force, it is crucial that the County Supervisors exercise their political will to convene the necessary partners to make these recommendations possible and thus make the healing of the community a reality.

**Partial List of Potential Stakeholders to be convened as an Exploratory/Advisory Group for the creation of a Social Action Music Center in Sonoma County. They may have been recommended or have expressed an interest in community-based music programs.**

### **Sonoma County Supervisors**

Susan Gorin, First District  
David Rabbitt, Second District  
Shirlee Zane, Third District  
James Gore, Fourth District  
Efren Carrillo, Fifth District

### **Individuals**

Timothy Rodrigues, Supporter of *El Sistema*  
Lisa Hauge, Interested in *El Sistema*  
Anne Fitzgerald, Listening Community Chair

### **Sonoma County Community Foundation**

Miguel Ruelas, Director of Philanthropic Advising  
Karin Demarest, Vice President for Programs

**Sonoma Valley**

Anne Case, Music teacher at El Verano and advocate for *El Sistema*  
Laura Zimmerman, Executive director of the Sonoma Valley Education Foundation  
Maité Iturri, Principal of El Verano  
Leta Davis, Teacher and early proponent of bringing *El Sistema* to Sonoma  
Louann Carlomagno, Superintendent of the Sonoma Valley Unified School District

**Santa Rosa Symphony**

Alan Silow, Executive Director of the Symphony  
Alan Mason, Board of Directors of the SR Symphony  
Christina Penrose, Santa Rosa Symphony, Community Liaison  
Sara Woodfield, incoming President of the SR Symphony, was present at the *Los Cien* luncheon.  
Susan Dzieza, Board of Directors of the SR Symphony  
Pam Chanter, Past President and Former Board of Directors of the SR Symphony

**Sonoma County Philharmonic**

Norman Gamboa, Conductor  
Brian Lloyd

**Roseland School District**

Gail Ahlas, Former Superintendent/Consultant  
Amy Jones, Kerr-Superintendent

**Santa Rosa School District**

Socorro Shiels, Superintendent  
Mark Wardlaw, Music Teacher Santa Rosa High School

**Sonoma State University**

Thaine Stearns, Arts and Humanities Dean  
Larry Furukawa-Schlereth and Zarin Mehta, GMC Co-executive Directors  
Brian Wilson, Chair Music Department  
Andy Collingwood, Music Professor  
Francisco H. Vázquez, Hutchins Institute for Public Policy Studies and Community Action, Sonoma State University

**Wells Fargo Center for the Arts**

Richard Nowlin, Executive Director  
Anita Wigglesworth, Director of Programming  
Tracy Sawyer, Education and Outreach Manager



# Student Congress

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## Recommendation

The Student Congress is a youth-centered network and leadership program that allows for the reporting, distribution, and collection of critical information regarding social, health, financial, and academic capital. This is because the everyday life experiences of middle and high school students are unique: they take place in a matrix that reaches into their homes and family members, schools, employment, sports, businesses, law enforcement, street gangs, and the criminal justice system. As a source of prestige and power, SC is not only a viable alternative to joining a gang but also a pipeline to civic engagement in student and in local government.

## Detailed Description of Recommendation

1. The Student Congress is open to all students. Because of the critical need of specific demographic and cultural groups that lack significant representation in existing youth programs, the Congress may consist of representatives of particular ethnic or cultural groups. The Student Congress consists of four parts: The Student Congress, the Congressional Staff, the Congressional Club at each participating Junior or High School campus, and a Student Congress Coordinator.
2. **The Student Congress** consists of one female and one male student with both representing their high school or junior high school. An ideal group would be 30 to 36 students representing 15 to 18 schools. Including their female and male alternates the total would be 60 to 72 students.
  - 2.1. Congress students meet at Sonoma State University one Saturday per month for ten months where they share their experiential knowledge and a civic engagement curriculum regarding the challenges and the assets they encounter as they strive for an education. At these meetings they also learn how to address issues through policy, and how to utilize human and financial resources that are available to them at their school, city, county or private sources.
  - 2.2. In addition to the curriculum, the information they will get ranges from college and vocational opportunities, to physical, emotional, environmental, and financial health through the building of social and financial capital. They will be exposed to discussions regarding environmental, social and political economy, local and global issues. Or any other issue they themselves identify.
  - 2.3. Congress students are encouraged to run for student body offices in their respective campuses, to come up with their own projects, to define the issues they want to address, the activities they want to be involved in, to document information that can be useful in the making of policies at the school, district, city or county level. In this respect, the objective is to build a leadership pipeline for young people to fill in positions in public, non-profit and private agencies that are in need of representatives from underserved population.
  - 2.4. At the end of the school year there is a Graduation Ceremony for SC students during the Annual Leadership Conference that is open to all students, parents, teachers, professional and business people to hold Socratic dialogues on the challenges and possible solutions. Students get a diploma, an SC pin and 2 units of college credit.
3. **The Congressional Staff** is made up of college students, members of the community, professionals, political and business leaders, parents, and teachers dedicated to support the school of their choice. This support may be in the form of guest speakers, mentors, fundraising, job shadowing, depending on the particular needs of the students. At the end of the year the Congressional Staff participates in the organization or Socratic seminars held at the annual Leadership Conference at Sonoma State University.

Duties for members of Congressional Staff:

- a. Commit to work with a particular middle or high school in any capacity that your time allows.
- b. Liaison with community agencies that may collaborate with the SC.
- c. Assist with the coordination of the speaker series for congressional meetings.
- d. Tutoring or mentoring individual congress students.

- e. Arranging for job shadowing for congress students.
  - f. Helping to establish liaisons with elected officials.
  - g. Assisting with the monthly congressional Saturday meetings.
  - h. Addressing the student congress as one of the speakers.
  - i. Participating at a particular high school: seminar discussion, supporting students' projects, etc.
  - j. Networking with other organizations to determine where we can maximize each other's activities.
  - k. Keeping everyone informed of possible activities that may benefit the SC.
  - l. Assisting with the Annual Leadership Conference.
  - m. Assisting with the graduation ceremony.
  - n. Develop a plan to create an Educational Foundation like the one that supports Elsie Allen.
4. The SC Coordinator and the Congressional Staff support the Congress students in the establishment and maintenance of **Congressional Clubs** at their respective schools. These SC clubs would extend the outreach and the flow of information to a considerable number of student body members at each school.

4.1 The Congress students would take the knowledge and information they acquire at the monthly Congressional Meetings at Sonoma State and disseminate it to other students via their club meetings, guest speakers, and other school-wide events and activities.

4.2 In the opposite direction they would also bring knowledge to the Congress about the status and challenges of their classmates thus providing a sort of ongoing research and evaluation of community needs that may be useful to a variety of policy makers in the County.

5. **A full time SC Coordinator** carries out the following duties:
- a. Establish contact with middle and high schools to recruit students.
  - b. Organize schedule for seminar discussions at the various schools.
  - c. Coordinate the logistics of scheduling meetings, speakers, and meeting rooms at SSU, field trips, attendance of Congress Students to conferences, etc.
  - d. Support the Congress Students in their organizing and running of the SC clubs at each of the participating schools.
  - e. Collect materials from college faculty and other members of the Congressional Staff for discussion at Congressional meetings and at SC Club meetings.
  - f. Organize leadership and community organizing trainings and field trips.
  - g. Mentor and coach student leaders.
  - h. Maintain records of contacts with schools and pertinent information that will facilitate future follow up of potential SC candidates.
  - i. Develop and maintain contact with professional and other community people that support the Student Congress activities, especially potential donors and presenters.
  - j. Organize Congress Meetings at Sonoma State and maintain records of these meetings for the members of the Congress.
  - k. Organize a Leadership Conference at the end of the school (April or May)
  - l. Develop and implement a fundraising plan that will sustain the work.

## Rationale

As noted in 2013 report by the California Department of Finance, California's (and by implication Sonoma County's) future will depend largely on the status of today's youth. Within the youth population it is worth noting that in a few years, underserved youth (mostly Latino) will be the largest ethnic group enrolled in the Sonoma County Schools, with students of color already representing more than 50%. They will become our administrators, service workers, teachers, counselors, activists, entrepreneurs and public officials. To ensure a brighter future for all us we need to invest in all youth and because of their prominent future role, on underserved students today.

In 2030, there will be 9.6 million Hispanics in the prime working ages of 25 to 64; Whites will have 7.2 million and Asians 3.1 million. By 2060, Hispanics will be the largest group in the working ages by a considerable margin: 12.1 million Hispanics to 7.4 million Whites and 3.2 million Asians. As this happens, a lower percentage of the working-age population will be White and a larger percentage will be Hispanic and Asian. These younger and more diverse cohorts will help maintain the potential for the growth of the labor force and the economy in California. This projection series shows that by 2030, more of the White population will be 65 and older (4.1 million) than will be less than 25 years of age (3.8 million). In comparison, the Asian population will have somewhat fewer 65 years or older (1.4 million) than there will be under 25 years of age (1.6 million). The major contrast is with the Hispanic population: there will be 7.2 million Hispanics under 25 years of age compared to 2.2 million who will be 65 and older.

Underserved youth are facing an uphill battle, at many levels: completing their middle and high school education, moving on to and completing their higher education, finding well paid jobs in order to raise families, at the same time that they struggle to have a voice in the governance of their local, state and national communities. A disproportionate number of them are overrepresented in the school-to-prison pipeline.

To look at the specific group that is predominant in Sonoma County by the year 2038, forecasts predict that Hispanics will become the largest ethnic group in the County; they are expected to become the ethnic majority with 385,807 individuals making up 51 percent of the population by 2050. By all accounts this is clearly an underserved population. According to the California Department of Education, in 2013, **13.1%** of Hispanic students dropped out of high school. Sorted by gender, Hispanic males dropout at a higher rate (**16.7%**) than Hispanic females (**9%**), but overall there is a 13.1% dropout rate. Over 55% of youth in juvenile custody are Latino, 70% youth of color in total (Sonoma County Juvenile Justice report 2009)

A Chinese Proverb says, "Go in search of people. Begin with what they know. Build on what they have." In this vein, once established, the Student Congress would be a productive partner in the implementation of the *Sonoma County Community Engagement Framework* presented to the Board of Supervisors December 2, 2014.

Specifically, a well-organized group of students throughout the County would be a substantial part of "...an institutional foundation for successful engagement (Goal 1, Attachment 3, p.1), it would help "[d]evelop knowledge of the community" (Objective 3 Attachment 3, p.1), help "[c]arry out ongoing community asset mapping," help "utilize reports....[that] are currently underutilized, and need to be leveraged to enhance connectivity and impact," help "[i]mplement formal community surveys and focus groups (Actions 1, 2, and 3, Attachment 3, p.1).

## Resources Needed

\$75,000 per year

Personnel	Salary Benefits	40,000 10,000
Training for Student Leaders	Local National x 10 Travel to Training	3,600 6,500 2,000
Program Costs	Phone Mileage Office Printing Supplies (computer, office) Supplies (computer) Refreshment for Saturday meetings	600 1,000 1,200 500 1,500 800
Administration		5,000
Total Budget		75,000

### Timeline/Implementation of Recommendation

There is a current ongoing effort under the aegis of the North Bay Organizing Project to implement this program. The need is so great and the stakes are so high, however, that it will take the support of the entire County as well as the private and non-profit sectors to make this program a success. It will indeed take the entire village to raise our children.

### Performance Indicator(s)

The Student Congress will:

1. Support development of 150 youth leaders over 5 years. Indirectly, these Congress members will reach many more at their respective campus.
2. Work to maintain school attendance through innovative policies and leadership development.
3. Work to minimize contact between students and the juvenile justice system, especially when related to School Resource officers.

### Additional Considerations/Alternatives Explored

Last but not least, this recommendation also overlaps with the current *Sonoma County Community Engagement Framework (Presented to the Board of Supervisors on December 2, 2014)*. Clearly, there is a need for joint public/private support of this venture. And undoubtedly this is true also for other recommendations from the task force, but looking beyond county budget restrictions and in the spirit that led to the creation of this Task Force, it is crucial that the County Supervisors exercise their political will to convene the necessary partners to make these recommendations possible and thus make the healing of the community a reality.



# School Resource Officers

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## Recommendation

To explore the need for School Resource Officers (SRO's) in Sonoma County Schools and potentially expand upon existing resources. The intent is to identify areas within Sonoma County with the highest need for this service, how many officers would be needed, alternative resources available for collaboration, and the impact of associated costs on school districts, and applicable law enforcement jurisdictions.

During the CEH Subcommittee's first community outreach forum at Cook Middle School, community members suggested that an investment in preventative outreach and reassigning salaries to focus on SRO's would lessen the stigma of law enforcement in the eyes of youth while increasing law enforcement collaboration with community members and parents to help at-risk youth. By exposing youth to law enforcement earlier on, there is potential for early intervention for behavior that could lead to criminal activity later on in life. SRO's can work with existing service providers to help youth develop, conduct educational programs for youth and parents, develop safety protocols for schools, and provide a restorative, youth oriented, approach to youth delinquency. This work could help facilitate a change in perceptions of law enforcement and reduce implementation of a zero-tolerance approach.

## Detailed description of recommendation

School Resource Officers are assigned to local schools to promote student safety and serve as a resource for students and faculty. "Officers in schools provide a wide array of services. Although their duties can vary considerably from community to community, the three most typical roles of SROs are safety expert and law enforcer, problem solver and liaison to community resources, and educator" (Raymond 2010). Approximately half of an SRO's time is spent engaging in law enforcement activities, with one quarter spent advising staff, students, families, and the other quarter of time is spent teaching, presenting, and participating in school related activities. The following list elaborates further:

### Problem solver & Liaison to Community Resources

- Developing and expanding crime prevention efforts for students
- Assisting in identifying environmental changes that can reduce crime in or around schools
- Giving students referrals to services provided both in the school and community (guidance counselors, social workers, youth/family services)

### Safety Expert & Law Enforcer

- Assuming primary responsibility for handling calls for service from the school and in coordinating the response of other police resources
- Addressing crime and disorder problems, gangs, and drug activities occurring in or around the school
- Making arrests and issuing citations on campus
- Developing protocols for handling specific types of emergencies

Through collaboration with school administrations, community organizations, and parents, SRO's can effectively work to develop and implement community goals that support student success and preventative approaches for youth and their families. Investments should be made that support schools in determining what services are most effective in implementing these goals.

Currently, there is a lack of research on success rates of SRO's with meeting the expectations of educational administrators; however most research available describes a qualitative analysis of perceptions within the school community and outlines best practices for SRO's. When considering implementation, independent audits and self-evaluation mechanisms that include law enforcement, school district, and parent input will need to be developed.

## Rationale

Currently there are SRO's stationed at Windsor High and Sonoma Valley High with the latter providing services to many of the elementary and middle schools in addition to the local high school. Expanding these services to schools within the underserved communities that scored poorly in the Portrait of Sonoma County would help provide the following:

- Increased safety in and around schools;
- Reduction in truancy;
- Mediation between students, administration, and parents;
- Collaboration with community service providers and direct referrals to youth; and
- Early exposure to law enforcement and reduction in negative stigma

By exploring the current safety needs of schools, working with community members, and developing an implementation program with law enforcement, the county can work to expand SRO services to assist schools in at-risk youth management. An SRO can also work to develop community relations and facilitate increased involvement of both youth and parents through remediation and awareness programs. Currently, the City of Sonoma Police Department Youth & Family Services Coordinator helps facilitate a youth oriented approach where youth committing minor infractions are able to carry out a community service/rehabilitation program in lieu of being put directly into the criminal justice system.

To expand on the relations between Schools and SRO's as well as youth oriented policing, the following recommendations from the *President's Task Force on 21st Century Policing* should be taken into account:

4.6 RECOMMENDATION: Communities should adopt policies and programs that address the needs of children and youth most at risk for crime or violence and reduce aggressive law enforcement tactics that stigmatize youth and marginalize their participation in schools and communities.

4.6.1 ACTION ITEM: Education and criminal justice agencies at all levels of government should work together to reform policies and procedures that push children into the juvenile justice system.<sup>85</sup>

4.6.2 ACTION ITEM: In order to keep youth in school and to keep them from criminal and violent behavior, law enforcement agencies should work with schools to encourage the creation of alternatives to student suspensions and expulsion through restorative justice, diversion, counseling, and family interventions.

4.6.3 ACTION ITEM: Law enforcement agencies should work with schools to encourage the use of alternative strategies that involve youth in decision making, such as restorative justice, youth courts, and peer interventions.

4.6.4 ACTION ITEM: Law enforcement agencies should work with schools to adopt an instructional approach to discipline that uses interventions or disciplinary consequences to help students develop new behavior skills and positive strategies to avoid conflict, redirect energy, and refocus on learning.

4.6.5 ACTION ITEM: Law enforcement agencies should work with schools to develop and monitor school discipline policies with input and collaboration from school personnel, students, families, and community members. These policies should prohibit the use of corporal punishment and electronic control devices.

4.6.6 ACTION ITEM: Law enforcement agencies should work with schools to create a continuum of developmentally appropriate and proportional consequences for addressing ongoing and escalating student misbehavior after all appropriate interventions have been attempted.

4.6.7 ACTION ITEM: Law enforcement agencies should work with communities to play a role in programs and procedures to reintegrate juveniles back into their communities as they leave the juvenile justice system.

4.6.8 ACTION ITEM: Law enforcement agencies and schools should establish memoranda of agreement for the placement of School Resource Officers that limit police involvement in student discipline.

Such agreements could include provisions for special training for School Resource Officers to help them better understand and deal with issues involving youth.

4.6.9 ACTION ITEM: The Federal Government should assess and evaluate zero tolerance strategies and examine the role of reasonable discretion when dealing with adolescents in consideration of their stages of maturation or development.

4.7 RECOMMENDATION: Communities need to affirm and recognize the voices of youth in community decision making, facilitate youth-led research and problem solving, and develop and fund youth leadership training and life skills through positive youth/police collaboration and interactions.

4.7.1 ACTION ITEM: Communities and law enforcement agencies should restore and build trust between youth and police by creating programs and projects for positive, consistent, and persistent interaction between youth and police.

4.7.2 ACTION ITEM: Communities should develop community- and school-based evidence-based programs that mitigate punitive and authoritarian solutions to teen problems.

Law enforcement needs for training in community policing and effective school and community relations should also be considered. In addressing law enforcement training needs, the National Association of School Resource Officers is an excellent provider of resources that could help recruit, train, and retain SRO's. Its mission statement further elaborates:

NASRO was founded on the "triad" concept of school-based policing which is the true and tested strength of the School Resource Officer (SRO) program. The triad concept divides the SRO's responsibilities into three areas: Teacher, Counselor, and Law Enforcement Officer. (<https://nasro.org/>)

Although different school districts have varying resource constraints, needs, and agreements with the corresponding law enforcement jurisdictions, there should be an emphasis on collaboration amongst SRO's to encourage dissemination of best practices, updates on current issues and needs, as well as ensuring a common standard of expected conduct. While this may be implemented as an informal part of an SRO's assignment, an oversight/advisory body should be explored that includes SRO's, key school district staff/administrators, and community members to further a county-wide effort for school campus safety and restorative youth intervention.

## **Resources Needed**

Commitment from the Sheriff's Office and all applicable law enforcement jurisdictions, appropriate school districts, county service providers, and community members to establish a method of collaboration to explore and implement the recommendations brought forward.

## **Timeline/Implementation of Recommendation**

Over the next 6-10 months, we recommend that the Board of Supervisors work with school districts,

applicable law enforcement jurisdictions, and the community to explore a timeline for implementation of this recommendation.

### **Performance Indicator(s)**

Performance evaluations conducted both by the Sheriff's Office and an independent authority in conjunction with faculty, staff, and students that demonstrate achievement of the school's goals and the SRO job description. Ideally this position will be bi-lingual, as appropriate, and have a public review process. School truancy rates, graduation rates, as well as youth who are successfully referred to services will also be strong indicators. There should also be flexibility in the assignment of this position to allow SRO's with a proven track record to remain in this role beyond the standard 3 year contracts, if they so choose. Public reports on implementation progress of this recommendation should be assigned to an appropriate body to be conducted bi-monthly, at the minimum.

### **Sources:**

- President's Task Force on 21st Century Policing. 2015. *Interim Report of the President's Task Force on 21st Century Policing*. Washington, DC: Office of Community Oriented Policing Services. [http://www.cops.usdoj.gov/pdf/taskforce/interim\\_tf\\_report.pdf](http://www.cops.usdoj.gov/pdf/taskforce/interim_tf_report.pdf)
- Raymond, Barbara "Assigning Police Officers to Schools" National Criminal Justice Reference Service, 2010: <https://www.ncjrs.gov/App/Publications/abstract.aspx?ID=254200>

# Community Services Officers

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## Recommendation

To support the addition of a Community Service Officer (CSO) in the Roseland and Mooreland area.

## Background

This recommendation is a result of the CEH Subcommittee's interaction with Sonoma County community members through community outreach forums.

During our Community forum in Sonoma Valley, the Subcommittee met and spoke with the CSO assigned to this area and she explained her role in the community. At first the community did not trust her (as a visible member of law enforcement) but soon as she spoke to them in Spanish and demonstrated that she was in the community to assist them and gained their trust. In talking with her it became clear that one of the ways for the Sheriff's department to gain more trust and build a relationship in Santa Rosa and specifically the Roseland area would be to have an assigned CSO. Having someone who represents the Sheriff's department but whose role is to assist residents and be visible in the community will create bonds and connections to local people that will help to build integrity, respect and good-faith. It should be noted that this position is non-sworn and is not considered at deputy.

## Detailed Description of Recommendation

Community Service Officers (CSOs) perform a number of tasks to assist the public; including but not limited to:

- Community relations including crime prevention and responding to requests for information;
- Assisting those who may be upset and/or verbally abusive, either in person, on the telephone or in the field, by taking complaints, reports, and providing appropriate information;
- Researches problems and refers them to the appropriate person, agency, department or unit;
- Keeps appropriate records;
- Registers offenders;
- Trains public on safe installation of infant/child car seats and other traffic related items; and
- Performs community policing activities and other duties as requested.

The Community Service Officer can also perform a number clerical duties, collection of evidence, serving summons, subpoenas, etc., can assist detectives with the course of death investigations with clerical support, can enforce animal municipal codes, citing offenders, enforce parking violations, etc.

## Rationale

The need to rebuild relations between the community and Law Enforcement is palpable. The concept of Community Service Officer is really a cross between community policing and community engagement. A CSO will undoubtedly gain the trust of residents simply by working in the community on a full-time basis. By adding this position the Sheriff's office would be changing the trajectory of the very fragile relationship they currently have with the residents of Roseland, specifically demonstrating that they care enough to assign someone to this underserved area.

## Resources needed

We recommend that at least one CSO be stationed in Roseland (including the Mooreland area).

### CSO Cost/Budget:

CSO – approximately \$100,000

Annual Salary & Benefits - \$97,147

Services & Supplies - \$2,250

Including uniform, communications, training, etc.

This position will need transportation since the CSO will be visible and active in the community at events, community meetings, etc.; thus a car will probably be needed. Some kind of van to transport large signage, displays, evidence, etc. (probably \$25,000 more for a vehicle).

### **Timeline/Implementation of Recommendation**

As soon as possible. This CSO should be stationed in Roseland and have a presence in the community.

### **Performance Indicator(s)**

The method of measurement for success will be an ongoing process. Indicators will include residents talking and sharing information with the CSO; civilians seeking out the CSO for assistance. The current CSO's presence in Sonoma Valley and the relationships she has built there especially at La Luz is an excellent indicator of how the CSO should conduct themselves in the community. Another important element will be hiring and/or assigning a CSO that is both bi-lingual and bi-cultural.

# Restorative Justice

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## Recommendation

Restorative justice works in partnership with the traditional justice system and school discipline procedure, which focuses on blame and punishment. As seen through the lens of restorative justice, an offender harms other people and impacts the community. By committing a crime or school violation, he creates an obligation to the victim and the community to restore the broken relationships and heal the harms. The cornerstone of restorative justice is accountability. The focus is on healing, giving voice to the victim and preventing re-offending.

Drawing on best practices, the program currently being utilized in Santa Rosa provides 12-week Restorative Justice programs for high risk, secondary students who have committed serious violations of school discipline codes, potentially resulting in expulsion transfer to other schools, or multi-day suspensions. We recommended an expanded version of this program to serve students from all geographical areas of the County (outside Santa Rosa City Schools).

The program is based on a concept of 12-week Accountability Circles, with 8 to 10 students who join at staggered times during the course of the program. The program includes:

- Preparation for Restorative Conferences which include taking responsibility for harms;
- Authentic and non-judgmental conversations to explore harms, impacts and ways to make things as right as possible;
- Restorative Conference with school administrators, teachers, potentially other students who have been harmed, parents and community members;
- Support for completing the Restorative Plans developed as part of Restorative Conference;
- Recognition for achievement of program milestones voted by Accountability Circle participants who have successfully completed that milestone;
- Graduation ceremony with families, volunteers and school representatives; and
- Restorative Conferences are conducted by community volunteers.

## Rationale

Recent “School to Prison Pipeline” studies reveal the following:

- Suspended youth are 3 times more likely to enter the criminal justice system
- Nearly 10% of students with at least 1 suspension dropped out of school, compared to just 2% of students with no disciplinary action
- The school drop-out rate in California is 18%
- 68% of all males in state and federal prison do not have a high school diploma

This concept/program helps turn students’ “poor decisions” into opportunities for learning and growth versus life-long consequences in the criminal justice system.

## Resources Needed

The current program is exclusively for Juvenile Probation referrals and Santa Rosa City School students (funded by Measure O, Grand Task Force funds). The Subcommittee believes strongly that all of the County’s youth deserve equal access to a proven effective alternative to suspensions and drop-outs.

Drawing on projections from the program currently in place, \$100,000 will fund up to 150 youth annually and will allow youth outside of Santa Rosa city limits to benefit from the proven success of this kind of program.

This budget includes a program manager, part-time volunteer manager and intake management

- Restorative Conferences conducted by approximately 50 community volunteers.

### **Timeline/Implementation of Recommendation**

The program (as conducted by Restorative Resources) is in place and operational within the Santa Rosa City Schools. Expansion of the program to other areas of the County could be fully implemented within months of approval.

### **Performance Indicator(s)**

For over a decade, Restorative Resources has worked with the Sonoma County Probation Department, schools, law enforcement and families. After more than 1,000 cases, the percentage of repeat offenders is less than 6%. In addition 94% of the victims involved are very satisfied and 98% of police officers are satisfied.

In early 2013, the current Restorative Resources Accountability Circle Program began serving students in the Santa Rosa City School system, eventually including 188 young people. The following statistics provide a snapshot of the resulting improvements:

2013-2014 – 3 students expelled at cost of \$40,920  
2012-2013 – 53 students expelled at cost of \$254,760  
2011-2012 - 106 students expelled at cost of \$347,160

It is our belief that an expanded program to include students throughout the County would produce similar success metrics.

### **Additional Considerations/Alternatives Explored**

Students served by existing programs of this nature are at very high risk of dropping out of school and becoming involved in the criminal justice system. The current programs provide an opportunity for students to learn from poor decisions, make amends to those they have harmed, find healing for all, and together move forward in a positive direction. At the time of his death, Andy Lopez was involved in a Restorative Justice Accountability Circle Program.



# Investments in Infrastructure, Public Services and Cultural Awareness

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## Summary

Too often children of underserved communities and families, to survive, lead two lives: one at home and one in the community. Sometimes this can result in great difficulty for youth and their families in attempting to exist and be accepted in both worlds. Often, there is a feeling of being forced to assimilate and reject their own culture instead of finding ways to integrate both cultures and celebrate them. The need to be accepted and belong to one's community is within all of us; it is human nature. Youth, families and community partners must work together in addressing this issue. There are three areas of emphasis that can begin to address this problem with further investment by the County and other public and private agencies: investment in the cultural awareness of our communities, infrastructure and public services, and programs involving youth. This is a first step in addressing the broader goal for community-wide efforts that increase cultural awareness and competency.

## Recommendation 1:

- Provide increased county funding for programs that initiate and encourage cultural and ethnic inclusiveness.
- Encourage law enforcement jurisdictions to incorporate the same principles in their community policing outreach programs.

## Rationale:

Simma Lieberman stated in an article entitled "5 Ways to Build Cultural Intelligence and Raise Your Cultural IQ," the following:

Cultural Intelligence is the capacity to work effectively with groups of people from any culture. In other words, someone with a high Cultural IQ can be dropped into a culture they know nothing about and will be able to observe, empathize, and be flexible enough to form relationships with people, even if they are unable to speak a word of the language.

She continues by identifying five components of cultural intelligence:

- Decide to be curious and interested in learning about other cultures.
- Develop an awareness of self in relation to others.
- Make your mind a clean slate. No judgment.
- Develop an awareness of your biases towards other cultures and traditions.
- Strive to put yourself in situations with people from other cultures while practicing the four tools listed above to raise your Cultural IQ.

Laurie Olsen and California Tomorrow describe cultural competency in their work *Cultural Competency: What it is and Why it Matters*. They identify cultural competency as a way of being not a check off list.

Cultural competency is not a destination. The work of bridging cultures and creating responsive services is never "done." Communities continue to change. Service providers continue to interact with new cultural groups. And as individuals, we continue to discover new layers of our own cultural assumptions. Because of this, the development of cultural competency may be best thought of not as arriving at a set of skills and knowledge, but rather as a journey and a way of being. (p. 2)

The National Center for Cultural Competency (NCCC)

(<http://nccc.georgetown.edu/foundations/frameworks.html>) offers guiding principles and values for organizations to incorporate into their work. These principles include:

- Establishing a defined set of values and principles, and demonstrate behaviors, attitudes, policies

and structures that enable them to work effectively cross-culturally.

- Increasing the capacity to (1) value diversity, (2) conduct self-assessment, (3) manage the dynamics of difference, (4) acquire and institutionalize cultural knowledge and (5) adapt to diversity and the cultural contexts of the communities they serve.
- Incorporating the above in all aspects of policy making, administration, practice, service delivery and involve systematically consumers, key stakeholders and communities.

Organizations in Sonoma County must incorporate cultural competencies into their daily work in order to be inclusive and effective in their outreach and services to underserved communities. According to the NCCC organizations must conduct an assessment of current practice and create policies that support cultural competency in organizations that work with diverse populations. Communities play an important role in determining their own need and in the decision making process.

## **Recommendation 2:**

We recommend that the Board of Supervisors strongly support additional social and educational services and resources in Roseland by investing in parks, libraries, and programs for youth.

### **Rationale:**

The Board of Supervisors should invest in and support services for South West Santa Rosa (otherwise known as the Roseland community). Supervisors should work with the City of Santa Rosa to address the lack of resources in the Roseland Community. Investments need to be made to address the economic, educational, physiological and physical health disparities identified by the 2014 Portrait of Sonoma.

These inequities can be addressed by investing in parks, libraries, and programs for youth and their families in this community. Roseland has one of the lowest human development levels in the county. If resources are allocated properly Roseland can be used as a pilot program to address other areas in the county with the same imbalances. The funding and implementation of youth programming in Roseland would be a key component to addressing these disparities.

As pointed out in the *2014 Portrait of Sonoma* four in ten adults lack high school diplomas and that school enrollment rates are well below the county average. This stems from a lack of engagement and sense of belonging that the youth exhibit from growing up in economic, educational, and health disenfranchised neighborhoods like the Roseland Community. Having targeted interventions that engage youth ages 12-18 year olds in the Roseland community will increase school enrollment rates and decrease the number of adults living in the Roseland community without high school diplomas.

## **Recommendation 3:**

That an organization such as California Youth Outreach (CYO) a community-based organization that has been providing services for the residents of Roseland, would be a good example of a community based organization that assists with this ongoing problem. With additional funding such entities would be able to create year round programs that address the lack of engagement and/or sense of belonging that many youth exhibit from growing up in the economic, education, and health deprived Roseland area.

### **Rationale:**

A model that contains components similar to those offered by CYO that is consistently working in partnership at a community level to provide services to as many young people as possible would be fitting. One reason would be the outreach that comes in various forms and is ongoing throughout the year based on many different factors. Traditionally, at the start of each school year CYO makes presentations to Santa Rosa City schools and community schools in which they have established relationships such as, Amarosa Academy, Cook Middle School, and Lewis Opportunity. These presentations are to provide information about or vocational services and summer programs offered through a community based organization like CYO as well as give the youth an opportunity to get a sense of who the staff are and ask any questions they may have. These presentations are crucial as they are the first step of building a relationship with them as individuals which should be at the core of a mission for this type of organization, which is the case for CYO.

Rather than having teachers pass out pamphlets to their parents at “back to school night”, the youth are already getting a sense of who the organization is, what the program consists of, as well as being able to ask any questions. Parents of youth interested in such services are contacted and a home visit is scheduled. This is the way outreach to Latino parents, especially, should be done.

### **Resources Needed**

With respect to funding, in the case of CYO they are a funded program of the City of Santa Rosa’s Measure O tax initiative, which provides them an opportunity to participate with the Santa Rosa Violence Prevention Partnership. This allows CYO to participate in monthly meetings with other funded agencies. CYO is regularly working in partnership at a multi-faceted level to let the community know about the services they provide. If the County joined in a partnership, such as this one and invested in a program that is already established, it would enable more youth to be reached and could serve as a larger model that may eventually be able to reach youth in some other area of the County with similar problems.

CYO is a shining illustration of an organization that can assist young people in their development in the Roseland area which will ultimately improve their lives now and the outlook for their futures. Ergo, we recommend that the Board of Supervisors consider an organization akin to CYO.

### **Recommendation 4:**

Recommend that the Board of Supervisors invest in parks and open space in Roseland and the southwest.

### **Rationale:**

It is well documented that Roseland is what Paul Sherer (The Benefits of Parks: Why America needs more City Parks and Open Space) calls: “park-poor”. Sherer states:

Low-income neighborhoods populated by minorities and recent immigrants are especially short of park space. Minorities and the poor have historically been shunted off to live on the wrong side of the tracks, in paved-over, industrialized areas with few public amenities. From an equity standpoint, there is a strong need to redress this imbalance.

This is the case in Roseland where there is an imbalance when compared to the rest of Santa Rosa. We know that parts of Roseland exist in the unincorporated areas of the County. Thus, until annexation of these parts becomes a reality, we want to encourage more partnerships between the city and county in providing parks and green spaces in Roseland and the Southwest. According to the *Portrait of Sonoma* County the ecosystem of health includes: green spaces, work/life balance (which should include recreation) and that parks and green space are currently limited. As part of the agenda for action, place-based strategies include improving neighborhood conditions to facilitate healthy behaviors. Promoting the creation of more parks and open space will help to accomplish this goal.

As Paul Sherer notes:

Parks promote physical activity which will help people become healthier; giving residents access to parks may increase their frequency of exercise; exposure to nature is educational as well as healthy; and greenery (and the oxygen it produces) makes people healthier.

Lastly, we want to endorse and support the work that has already been accomplished by the County with respect to the attempt to purchase the property referred to as “Andy’s Park” or “Moorland Park”. This area for obvious reasons has needed a park for the health and vitality of the residents as well as the healing the community. With respect to the process of this park (from design to the naming of the park) we’d like to strongly suggest that the approach be one of openness and inclusion. There needs to be an understanding that due to the history of this property, it is not just another neighborhood park. It should be a park for the people of Moorland and the community at large.

### **Recommendation 5:**

Recommend that the Board of Supervisors invest in partnerships that will provide access to free literacy materials in the Roseland/Southwest area as well as other areas identified in the Portrait of Sonoma

County. Efforts should be made to address public access to literacy in both the short term, potentially through mobile distributions or temporary hosting of a library, and the long term, through infrastructural planning and development of a community library and media center.

**Rationale:**

"I always tell people that I became a writer not because I went to school but because my mother took me to the library. I wanted to become a writer so I could see my name in the card catalog."-- Sandra Cisneros

The need for public literacy and media resources in the Roseland/Southwest area is vast. With only 8.6% of residents completing a bachelor's degree (Portrait of Sonoma), the specific need for the community to have a gateway with which they can expand their learning is glaring. Libraries promote a sense of community. It is a place to learn, to study, to research and to develop a love for reading. A library in Roseland, coupled with the other recommendations outlined, has the potential to positively impact graduation and drop-out rates leading to an increase in educational attainment by preparing for students higher education, which will not only benefit them personally, but also the community at large.

According to Public Library Association public libraries serve the community in the following ways:

- Libraries are Community Builders.
- Libraries are Community Centers for Diverse Populations.
- Libraries are Centers for the Arts.
- Libraries are Champions of Youth

Given the many benefits to the community, the local economy and County at large, we encourage the Board of Supervisors to examine ways to bring this asset to Roseland and the Southwest area. We suggest public and private partnerships within the existing library systems through the Public Library Foundation and other agencies and community organizations that strive to address access to these much needed resources. Examples of successful community investments include the Free Bookmobile and summer reading programs. National examples include intra-library exchanges, such as the model in Nashville called "Limitless Libraries;" where students are allowed to get items delivered to their school from the Nashville Public Library. It also orders new books, audiobooks, and DVDs for their school libraries. These exchanges are innovative but for the Roseland and Southwest, they are only a start to developing a more resilient community.

Plans are currently underway for the Roseland Village Neighborhood Center on Sebastopol Road and the County is asking for community input. These efforts are drivers of community development and pride addressing many unmet needs. Residents need a place to go and to study; for tutoring; and to access a computer (if one is not available at home). All of these things would be possible in a space in Roseland Village (perhaps next to or as part of a community center). Other opportunities could include partnerships with programs such as Via Esperanza Family Resource Center located at Lawrence Cook middle School. Investments in community access to literacy will improve the environment for the people of Roseland and the Southwest while increasing educational attainment and the standard of living in this underserved area.

**Timeline/Implementation of Recommendation**

Over the next 6-8 months we recommend that the Board of Supervisors direct staff to explore ways to implement these recommendations.

**Performance Indicator(s):**

Ongoing community outreach forums and advisory bodies to monitor progress, public implementation reports, etc.

# Education on Law Enforcement Practices and Policies

## Recommendation

Detailed information on law enforcement practices is offered on a limited basis to members of the public who attend the “Citizens’ Academy” program offered by the Sheriff’s Office, Santa Rosa Police Department, and other law enforcement agencies. The Sheriff’s Office currently holds three (3) Citizen’s academies with an enrollment of approximately 35 people at each session. These programs are currently of nine weeks’ duration, but are being revised to 10 weeks for future academies. Future planned programs will encompass 1 Adult Academy, 1 Youth, and 1 Spanish only session.

- A. The number of these classes currently offered by the Sheriff’s office is limited by insufficient funding which hinders the ability of the agency to inform the community on law enforcement practices. We recommend that the Sheriff’s Department be given additional funding for Citizen’s Academy sessions and for the creation of a clear, bilingual, document that informs the public about the types of law enforcement practices taught in Citizens’ Academy classes (to be available online and in print format).
- B. Additionally, the Sheriff’s Office is currently examining a variety of different pamphlets that can be distributed at community events, on-line, and at schools (especially the ones with School Resource Officers). Additionally, information will be distributed via social media sites. They are also restoring the COPPS unit (Community Oriented Policing Program) to help provide interaction with schools in the community. Their website has information on programs currently offered at the Sheriff’s Office that can assist the public in understanding policies and practices such as the Ride-along Program, Volunteers in Policing Program, volunteer Search and Rescue Team, Chaplain’s Program, and the Sheriff’ Latino Advisory Committee). Additionally, they are involved in other community outreach programs: R-Hoops (a Roseland based youth basketball program), Alive at 25, Special Olympics, Courage to live, etc. Most of the information can be found on the Sheriff’s Office website: <http://www.sonomasheriff.org/>
- C. We recommend that law enforcement provide readily available information for the public on the most positive and productive manner to interact with law enforcement officers when stopped as an informational tool. The intention would be to incorporate the rights of the individual as well as defining behavior that would and would not help the situation. (See ACLU publications on this subject.) The information would be made available at schools, youth programs, and various locations in both a youth oriented format as well as one for adults.

## Rationale

Public feedback at our forums, Task Force and Subcommittee meetings indicates that there is a widespread lack of knowledge with regard to law enforcement policies and procedures. The average community member does not necessarily have access to this information or cannot interpret what exists due to language barriers or agency jargon. Making this data readily available will help to close the gap between misinformation (often fueled by inaccurate media portrayals) and provide a realistic basis for appropriate interactions.

## Resources Needed

- A. Current projections call for the following:

Yearly costs for supplies, materials, food for students, etc.	\$ 8,000
Overtime requirements for instructional staff (\$10,000 per academy)	\$30,000

<b>Total projected costs for 3 yearly academies</b>	<b>\$38,000</b>
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Production of a written document encompassing the material covered in Citizen’s Academy classes would be a time-consuming task; the cost would vary greatly depending on the depth and detail to be included in such a document (ranging from a simple listing of session outlines to an in-depth discussion similar to

what is currently covered in live sessions). This following range is based on the assumption that the Sheriff's Office would create a comprehensive, bilingual, document that describes each session of the Citizen's Academy for public reading. Depending on the specifics of the recommendation, this range could obviously change.

80-160 hours to draft, organize, and submit for approvals	
@ \$120.00 per hr. (Lieutenant pay and benefits) =	\$9,600 - \$19,200
Plus, 20-40 hours a year for annual update =	\$2,400-\$4,800
<b>Total projected costs</b>	<b>\$12,000 - \$24,000</b>

To convert to a Spanish version and to make ADA compliant for Internet access, the about figures would double.

- B. A large number of pamphlets are already available through the Sherri's office and no further funding is needed to continue their distribution.
- C. Several individual jurisdictions have hand-out material advising community members of the most appropriate behavior to exhibit when stopped by law enforcement. There is not a strong argument for standardizing these handouts.

### **Timeline/Implementation of Recommendation**

Many of the programs discussed above are currently in place. Increased funding would allow their expansion within a short period of time. The exception is the print version of the Citizen's Academy material.

### **Performance Indicator(s)**

Accurate and timely information is a proven factor in improving relations between the public and law enforcement. It is our belief that all efforts to improve understanding and open an ongoing dialog between the community and the law enforcement jurisdictions who work within their borders are a win for all involved. We believe that in conjunction with forums, community policing efforts and continued dialogue, law enforcement institutions will be seen as being composed of individuals working to support their communities. In the long term, improved relations, and increased cooperative efforts within all County areas will also result from increased and accurate knowledge.

### **Additional Considerations/Alternatives Explored**

Many of the suggestions we discuss above overlap with issues addressed by both Community Policing and Law Enforcement Accountability recommendations. They jointly compose an effort to improve the dialogue between law enforcement and the communities they serve. It is our hope that as the Task Force looks to the future, we recognize that all of us have the same goal: to eliminate an "us" vs. "them" way of thinking and to gradually come to a partnership geared towards the best interests of all of Sonoma County.

## Interim Recommendation

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After hearing from the public at the Community Engagement and Healing (CEH) Subcommittee meetings, and after discussion among the CEH Subcommittee Members, the CEH Subcommittee decided to present to the full Task Force on October 20, 2014, the following Interim Recommendation to be voted on and if passed, to be sent to the Board of Supervisors:

*Based on community feedback, concern, outrage and expressions of fear from members of the public attending the Community Engagement and Healing Subcommittee meetings, a majority of the Community and Local Law Enforcement Task Force recommends to the Sonoma County Board of Supervisors that the Sheriff rethink and reconsider his decision to place Deputy Gelhaus back on patrol, and that in the interest of healing the community that Deputy Gelhaus be placed in another capacity.*

Upon a motion by Member Vázquez, seconded by Member Paz, Jr. (as amended by Member Paz, Jr. and seconded by Member King), the Task Force voted to approve the interim recommendation with 11 Ayes and 6 No's (4 Members absent).

(Former) Chair Judy Rice sent an email to Sheriff Freitas advising him of the Interim Recommendation. That email and the Sheriff's response are included on the following pages.

The Interim Recommendation was presented to the Board of Supervisors on October 21, 2014.





September 9, 2014

Re: Letter of Concern

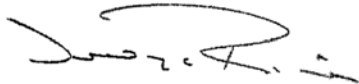
Dear Sheriff Freitas,

At the August 25th meeting of the Community Engagement and Healing Subcommittee, between 25-30 members of the public were present and participated in a series of discussions. The primary topic of the evening was the return to active duty of Deputy Erick Gelhaus. The purpose of this letter is to make you aware of the serious concerns expressed by those who attended the meeting.

The comments ranged from concern and outrage to expressions of fear. The consensus of the members of the public present and a majority of the Community Engagement and Healing Subcommittee, was that you rethink and reconsider your decision to place Deputy Gelhaus back on patrol and, in the interest of healing the community, that he be reassigned in another capacity.

As members of the Subcommittee, we feel it is important that you be aware of the opinions expressed.

Respectfully,

A handwritten signature in black ink, appearing to read 'Judy Rice', with a large, stylized flourish above the name.

Judy Rice, Chairperson  
Community Engagement and Healing Subcommittee of the  
Community and Local Law Enforcement Task Force





## Sonoma County Sheriff's Office

*STEVE FREITAS*  
Sheriff-Coroner

*ROBERT GIORDANO*  
Assistant Sheriff  
Law Enforcement Division

*RANDALL WALKER*  
Assistant Sheriff  
Detention Division

October 3, 2014

Judy Rice, Chairperson  
Community Engagement and Healing Subcommittee of the  
Community and Local Law Enforcement Task Force  
575 Administration Drive, Suite 100A  
Santa Rosa, CA 95403

Dear Judy,

I am in receipt of your letter, dated September 9, 2014. I appreciate the Subcommittee sharing its concerns with me. While I understand there is frustration regarding this topic with some in our community, it is my constitutional responsibility to follow policies and laws. Deputy Sheriff Gelhaus was cleared of any criminal wrongdoing by our District Attorney. Additionally, an internal investigation evaluated Sheriff's Office policies and determined that Deputy Sheriff Gelhaus did not violate any policy.

Also, it is important to note that the Sheriff's Office, and I, have received literally hundreds of calls, letters of support, and personal interactions with the public that expressed support for Deputy Gelhaus' return to patrol duty. This includes neighborhoods throughout the entire County. As Sheriff, I am elected by the County as a whole and must balance needs for all citizens.

Given the exhaustive and intense outside investigation, as well as our internal one, there are no legislative reasons to not return Deputy Sheriff Gelhaus to his assignment on patrol.

I respect and listen to all opinions from members of the public, including your Subcommittee. I will continue to welcome collaborative and constructive ideas that will benefit all of Sonoma County.

Sincerely,

A handwritten signature in black ink that reads "Steve Freitas".

STEVE FREITAS  
Sheriff-Coroner

SF:wh

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Administration Division  
2796 Ventura Avenue  
Santa Rosa, CA 95403  
707.565.2781

Law Enforcement Division  
2796 Ventura Avenue  
Santa Rosa, CA 95403  
707.565.2511

Detention Division  
2777 Ventura Avenue  
Santa Rosa, CA 95403  
707.565.1422

Coroner  
3336 Climate Road  
Santa Rosa, CA 95404  
707.565.3070



# Letters from Task Force Members

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Dear Sonoma County Board of Supervisors,

As Chair and Vice Chair of the Sonoma County Community and Local Law Enforcement Task Force (CALLE), we are very proud of the recommendations crafted by CALLE over the last sixteen months and presented in this report. The Task Force worked diligently to educate ourselves about the culture of community and law enforcement relations, and about the existing framework of laws, policies, procedures, training and attitudes that pertain to the practices, administration, and oversight of law enforcement personnel. What quickly became clear in our work, especially in regards to an accountability model, is that current California law pertaining to law enforcement personnel inhibits the formation of many important aspects of civilian law enforcement oversight that would begin to provide the greatest possible transparency and accountability for sworn law enforcement personnel.

The California Supreme Court *Copley Press v. Superior Court* decision in 2006 effectively changed *California Penal Code section 832.7*, so that all independent oversight agencies, such as civilian review boards, oversight panels, and civil service commissions, must now cloak all officer records and findings of misconduct in strict confidentiality, as had previously been the practice only for employing agencies. Now, any independent investigation that would yield specific information about officer misconduct and patterns is stifled, and must come through an internal law enforcement investigation, or through complicated legal motions approved by a judge. Even then, information about specific officers is still exempt from public scrutiny, except when there is a conviction. Legislative attempts in 2007 to address such an unprecedented level of police secrecy (still the strictest in the U.S.) with SB 1019 were met with tremendous outcry, and quashed by well-funded, organized law enforcement labor and lobbying organizations. California Peace Officers now have greater privacy/transparency protections than the public at-large and of any other professional group, including medical, financial and legal professionals.

This year, the *President's Task Force on 21st Century Policing* made sweeping recommendations and calls for action that are much aligned with the work product of our CALLE Task Force. Some of the national recommendations follow here, and we believe, due to the restrictions now enshrined in the *Peace Officer Bill of Rights (Government Code Section 3300-3313)* and

*California Penal Code section 832.7.*, logically support an even stronger oversight body and greater transparency than recommended locally by CALLE.

*1.3 RECOMMENDATION:* Law enforcement agencies should establish a culture of transparency and accountability in order to build public trust and legitimacy. This will help ensure decision making is understood and in accord with stated policy.

*2.2 RECOMMENDATION:* Law enforcement agencies should have comprehensive policies on the use of force that include training, investigations, prosecutions, data collection, and information sharing. These policies must be clear, concise, and openly available for public inspection.

*2.2.2 ACTION ITEM:* These policies should also mandate external and independent criminal investigations in cases of police use of force resulting in death, officer-involved shootings resulting in injury or death, or in-custody deaths.

*2.14 RECOMMENDATION:* The U.S. Department of Justice, through the Office of Community Oriented Policing Services, should partner with the International Association of Directors of Law Enforcement Standards and Training (IADLEST) to expand its National Decertification Index to serve as the National Register of Decertified Officers with the goal of covering all agencies within the United States and its territories.

“A national register would effectively treat “police professionals the way states’ licensing laws treat other professionals. If anything, the need for such a system is even more important for law enforcement, as officers have the power to make arrests, perform searches, and use deadly force.”

As community organizers, we have worked in communities adversely impacted by the current legal framework, and have discussed with a wide range of stakeholders, their experiences and perceptions. We have witnessed the deleterious effects of a framework that is inadequate and inequitable to providing stakeholders full information about law enforcement best practices, and including them in decision making processes about the work of enforcement, policy-making, and oversight. We expect that many of our recommendations will begin to address these problems and should be implemented without delay. In addition, while we respect that law enforcement leaders have already begun to improve transparency and relationships with the community, we understand now that even those agencies wanting greater transparency cannot achieve broad and meaningful transparency within the current legal restriction of California’s Codes. This fact is further complicated by the Sheriff and District Attorney’s Offices



being constitutionally elected, and thus without obligation to cooperate with external organizations that are bereft of authority to compel specific information and testimony regarding officer conduct, patterns, and internal investigations.

For these reasons, we believe that the Sonoma County Board of Supervisors can help bring meaningful reform to statewide law enforcement transparency, by including this as an issue on the Board's Legislative Agenda to help influence state legislation. There is currently tremendous public interest at the local, Statewide and national levels to increase accountability of law enforcement agencies and personnel. One of the solutions often mentioned at each level is to increase the oversight and transparency afforded the public, thus helping to reduce implicit structural bias and the perception of bias when the public feels that its rights have been violated, or that there is more to the story than is being told. Communities across the state are organizing and speaking out to state legislators about the need for such reform. We believe that Sonoma County can and should contribute an informed perspective, by bringing your respected voices to the statewide conversation.

Respectfully,

*Caroline Banuelos*

Chair

*Robert W. Edmonds*

Vice Chair

*Sonoma County Community and Local Law Enforcement Task Force*



05/05/15

**County of Sonoma**

**Board of Supervisors:**

*Susan Gorin, Shirlee Zane,*

*Efren Carrillo, David Rabbitt*

*& James Gore*

Dear Board Members,

Thank you for creating and supporting the work of the CALLE Task Force. I believe that we have worked earnestly and exhaustively to create a model with components that will be relevant and meaningful to our county.

Thank you, too, for offering us the opportunity to attend the NACOLE conference in Kansas City. One of the best experiences that I took from that conference was the 60 minutes spent with Ron Davis from the Department of Justice Office of Community Policing. Of the many points that he made two stood out for me:

- The \$100,000.00 grant for paying law enforcement officers overtime to participate in a weekly class in a neighborhood that has high criminal activity, i.e. a Zumba class, a soccer team, basketball team, anything that puts the officer into the neighborhood and interacting with the residents on a weekly basis. At the end of one year Mr. Davis said that crime in a target neighborhood was reduced by 50%. Additionally, many of the officers that participated in the program for that year re-upped for another year and paid for it out of their own pocket.

From the COPS website:

“Rather than simply responding to crimes once they have been committed, community policing concentrates on preventing crime and eliminating the atmosphere of fear it creates. Earning the trust of the community and making those individuals stakeholders in their own safety enables law enforcement to better understand and address both the needs of the community and the factors that contribute to crime. The COPS Office awards grants to state, local, territory, and tribal law enforcement agencies to hire and train community policing professionals, acquire and deploy cutting-edge crime fighting technologies, and develop and test innovative policing strategies. COPS Office funding also provides training and technical assistance to community members and local government leaders and all levels of law enforcement. The COPS Office has produced and compiled a broad range of information resources that can help law enforcement better address specific crime and operational issues, and help community leaders better understand how to work cooperatively with their law enforcement agency to reduce crime.

▶ Since 1994, the COPS Office has invested more than \$14 billion to add community policing officers to the nation’s streets, enhance crime fighting technology, support crime prevention initiatives, and provide training and technical assistance to help advance community policing.

▶ To date, the COPS Office has funded approximately 125,000 additional officers to more than 13,000 of the nation’s 18,000 law enforcement agencies across the country in small and large jurisdictions alike.

▶ Nearly 700,000 law enforcement personnel, community members, and government leaders have been trained through COPS Office-funded training organizations.

► To date, the COPS Office has distributed more than 8.57 million topic-specific publications, training curricula, white papers, and resource CDs. COPS Office resources, covering a wide breadth of community policing topics—from school and campus safety to gang violence—are available, at no cost, through its online Resource Center at [www.cops.usdoj.gov](http://www.cops.usdoj.gov). This easy-to-navigate website is also the grant application, providing access to online application forms.”

COPS Community Policing Development solicitation will open in mid-May 2015.

<http://www.cops.usdoj.gov/Default.asp?Item=2450>

- Another point that Ron Davis made was that the DOJ was beginning to look at health statistics in problem neighborhoods. Those neighborhoods that had poor health were also the neighborhoods that had high crime. They are partnering public health and public safety and by doing so, it's been shown that the crime rate drops significantly.

### From the COPS website

“According to Ronald Davis, director of the U.S. Department of Justice's Office of Community Oriented Policing Services (COPS) and former police chief of the East Palo Alto Police Department, “The greatest deterrent to crime and violence is not a community saturated with cops — it is a neighborhood alive with residents. The concept is that a healthy community would be, in fact, a safe community.”

“Whoever controls a neighborhood's public spaces controls the quality of life in that neighborhood,” he added. “That control must rest with the residents.”

The FIT Zones are just one of a handful of new approaches that use public health strategies to solve community problems. These approaches tend to treat crime and violence like contagious diseases and look for innovative ways to prevent these “diseases” from spreading. Many involve partnerships between public health and public safety agencies and show promise in reducing and preventing crime and violence.”

This is brilliant, and I believe would be effective. It would mean spending this kind of energy to solve the problems at, for instance, the Prince Memorial Greenway.

Meeting and hearing Ron Davis speak was one of the most valuable and memorable presentations that I heard in my year and a half on the task force, and we have had many presentations that were significant.

I whole-heartedly support the adoption of an Office of Independent Auditor. After meeting with Judge LaDoris Cordell, Independent Police Auditor for San Jose, on two separate occasions, I came to the conclusion that this model is what is best for our county. For it to be effective, it is of great importance that the office be an **independent** office in all ways. That is, it should not fall under the jurisdiction of the County Administrator's office. It should report directly to the Board of Supervisors.

### The beauty of working with a 21-member task force

What happened between the participants of the task force is a positive example of what can happen between local law enforcement and the public. We are all from varying backgrounds and were at first wary, and some, a bit hostile towards those representing law enforcement on the task force. For me it was very difficult in the early days to all be referred to as volunteers while Lt Mark Essick arrived in uniform and wearing a weapon. He was clearly on duty and not a volunteer. It was after some time that Lt. Essick received a different assignment and began to attend the meetings in civilian attire sans the weapon. That was an important shift. Visually, it humanized the law enforcement officer. He was verbally attacked by the public so often that I began to sit next to him and say funny things sotto voce. At the end of our final meeting I looked at Mark and said a bit tearfully, “I'm really going to miss you.”

For effective change to happen, it is imperative that we begin to, and continually, bring ALL people together.

One anecdote

As you may know I founded and am Program Director of Worth Our Weight LTD, a culinary apprentice program for at risk youth here in Santa Rosa. Currently we have a young apprentice who has been having a hard time. He's a good kid; he works hard and is intelligent. A few weeks ago he was in my office crying big snotty tears. He said that he has been seeing a doctor because he's so sad all the time and can't stop crying. He said it's because his friend had died. The doctor told him that he might be clinically depressed. He says that he can't stop crying because he can't stop thinking about his friend. After his friend died he began to get into trouble often. The most heartbreaking thing he said to me was that since he's been getting in trouble his father is not proud of him. His father is proud of his sister, he said, but not of him. His friend was Andy Lopez. The death of Andy Lopez has impacted and will continue to affect members of our community in so many different ways. Let us not lose this opportunity to make significant, progressive change.

Sincerely,

and with great respect,

Evelyn Cheatham

Founder, Program Director  
Worth Our Weight LTD.  
CALLE Task Force Member



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May 4, 2015

To: All Honorable Supervisors of Sonoma County

Ladies and Gentlemen

Thank you for giving me the opportunity to serve on the CALLE task force - it has been a long and challenging journey, but one which I am proud to have made and to have been joined by such other wonderful colleagues. While we did not agree on many things, I think we all agreed on the importance of restoring confidence in our Law Enforcement agencies and mitigating the adversarial relationship that has developed over the past many years here in Sonoma County. That being said, we now hand our recommendations over to you for your review and hopefully for implementation.

I cannot stress how important I believe it to be that the Board move forward with our recommendations. While I do not expect you to adopt all of them, I believe you will get to the crux of the matter and adopt many of them. And while these recommendations are specific to the Sheriff's Department, I believe the effect of them will impact all Law Enforcement in the county to some degree or other, and lead to increased transparency in police-civilian relations.

Since we started this, Law Enforcement reform has become a national conversation. President Obama has appointed his Task Force on 21<sup>st</sup> Century Policing, and California Attorney General Kamala Harris has begun dialog to review police use of force policies and critical incident response within the state. Sonoma County is ahead of the curve on all of this, and can demonstrate its leadership by rising to the challenges that are presented.

The recommendations that we have made are not exhaustive in their detail. The report that we submit is a living document, and we expect that there will be growing pains and situations that need revisiting as they are tested. But the time is ripe for you, as our governing body, to do something, to answer the undercurrent of unrest and distrust that I have quite clearly seen in testimony offered by the public. This situation is not confined to the outpouring that occurred after Andy Lopez was shot; it has simmered in the county for a long time, at least as long as 1999, when the California Advisory Committee to the US Commission on Civil Rights first explored the issues presented by police shootings of civilians in Sonoma County. These recommendations will go a long way in healing our community.

Again, Thank you for appointing me and allowing me to be part of this.

Lynn Haggerty King





To: Sonoma County Board of Supervisors  
From: Eric Koenigshofer  
Date: May 5, 2015  
Re: Task Force Member Comments

It has been an honor to participate as a member of the CALLE – Task Force. My thanks to Supervisor Efren Carrillo for allowing me to be a part of this important community work. The group of community members your Board convened was a fine group of people to work with. The work product of our efforts should provide your Board with a solid foundation from which to move forward.

There are three points I would like to make in order to clarify my views, 1) regarding the Office of Coroner, and 2) to emphasize organizational independence as a critically important aspect of the Office of Independent Auditor, and finally, 3) process for selection of the Independent Auditor.

**Coroner:** In considering the question you posed asking if the Office of Coroner and the Office of Sheriff should be split I voted with the majority of the Law Enforcement Accountability subcommittee which concluded there is an inherent potential for conflict of interest in any incident where an employee of the Sheriff was involved in any incident resulting in the death of a person. This is so since the Coroner (the Sheriff) is charged with determining the cause of death.

As you will note when you consider the process to split the two functions, the timeline for achieving this outcome is several years long. The recommendation to split the offices includes an interim recommendation calling for an out of county coroner or medical examiner to be called in to conduct cause of death inquiries during this lengthy interim period where an employee of the Sheriff is involved. On further reflection I have reached the conclusion that use of an out of county coroner or medical examiner under the specific circumstance cited may satisfy the issue long term as well. This outcome would be satisfactory in my view. The counterpoint has been made that while the current Sheriff has already implemented the practice of using an out of county coroner as done in the most recent incident), a future Sheriff may reverse course. This possibility exists.

**Organizational placement of Independent Auditor:** The Office of Independent Auditor should report directly to Board of Supervisors. This point is made in the organizational chart contained in the report which shows the triangular relationship between the Board of Supervisors, the Sheriff and the OIA. This somewhat unusual organizational placement is critical to maintain clear independence within the larger county government structure. The point of this arrangement is to maintain community confidence in the independence of the OIA as well as actual independence from the normal organizational pressures which would diminish the OIA functionally. To separate the OIA from the Board of Supervisors by placing the OIA under the County Administrator would undermine the independence sought by the LEA subcommittee. The OIA should report directly to the Board of Supervisors.

**Selection of the Independent Auditor:** Hiring the head of the OIA should be done early so that the person hired can participate in and facilitate discussions between the Sheriff and the Board of Supervisors regarding the role and procedures which will apply to the operation of the OIA. The success of this entire undertaking will be impaired if the person hired to lead the OIA is not a participant in the establishment of the ground rules for the operation of the OIA.

Members of the Law Enforcement Accountability subcommittee can be called upon to assist in the development of a job description and also in the applicant review process. The knowledge gained by

the subcommittee during this effort should not be overlooked and should be accessed to the benefit of the community as the OIA is established.

Thank you.

Eric Koenigshofer

## Community and Local Law Enforcement Task Force



Pictured: (L to R) Omar Paz, Jr., Cora Guy, Evelyn Cheatham, Sylvia Lemus, Caroline Bañuelos, Amber Twitchell, Jeanne Buckley, Lynn King, Mark Essick, Eric Koenigshofer, Carolyn Lopez, Joe Palla, Maité Iturri, Irene Rosario, Francisco Vázquez, Todd Mendoza and Brien Farrell

Not Pictured: Jose Castañeda, Robert Edmonds, Gustavo Mendoza, Judy Rice (resigned)

For Further Information Please Contact the Sonoma County Administrator's Office

(707) 565-2431

Or Visit the CALLE Task Force Website at

<http://sonomacounty.ca.gov/Community-and-Local-Law-Enforcement-Task-Force/>