

Healdsburg City Council Meeting

April 1, 2024



Annual Update Healdsburg Fire

City Council Meeting April 1, 2024



Current Staffing

Fire Chief (1)

Fire Marshal/Division Chief (1)

Fire Captain (3)

Fire Engineer (3)

Firefighter (3)

Fire Inspector (1)

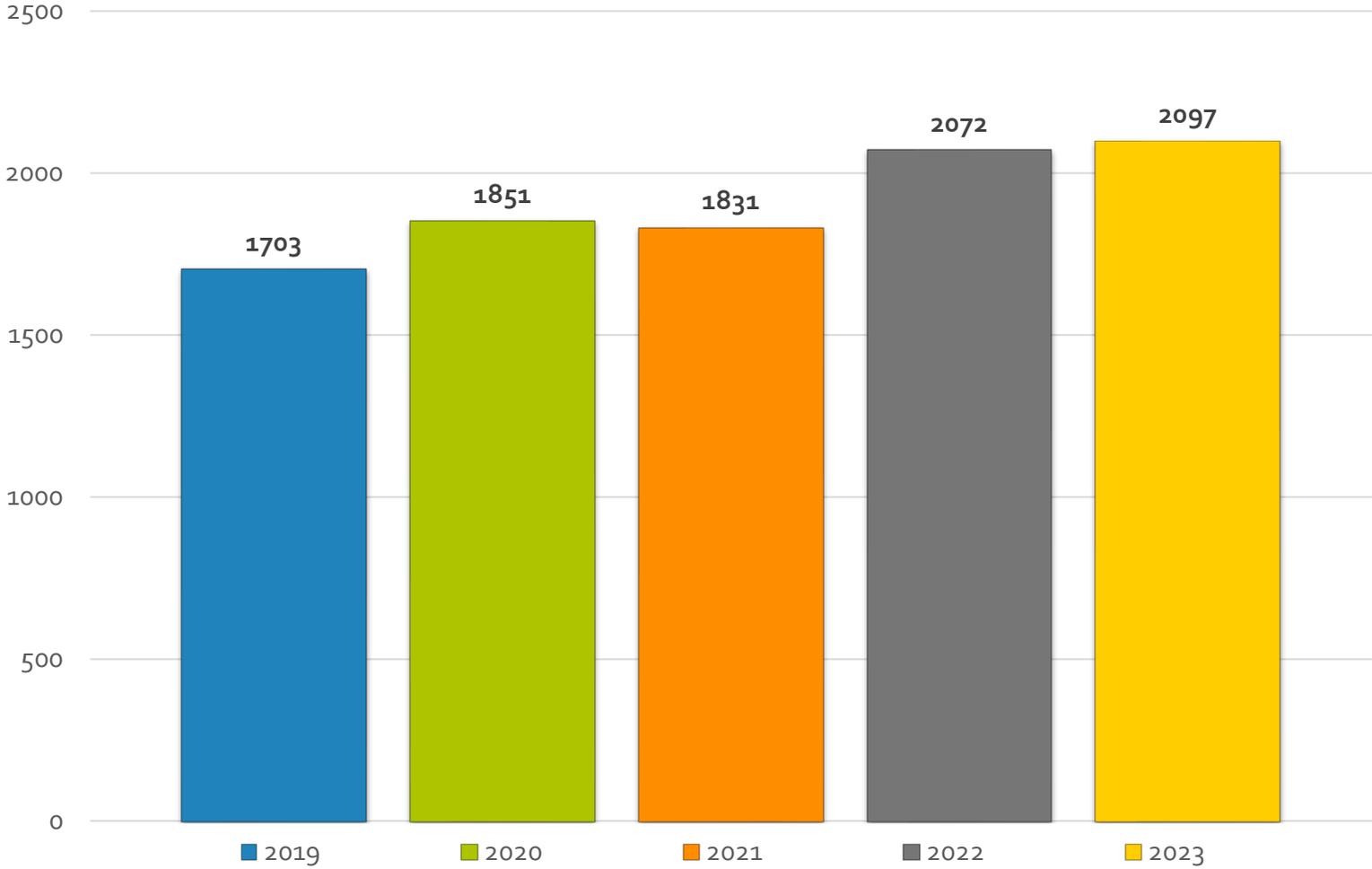
Office Assistant II (1)

Total Regular Staff: 13

Total Reserve Staff: 11



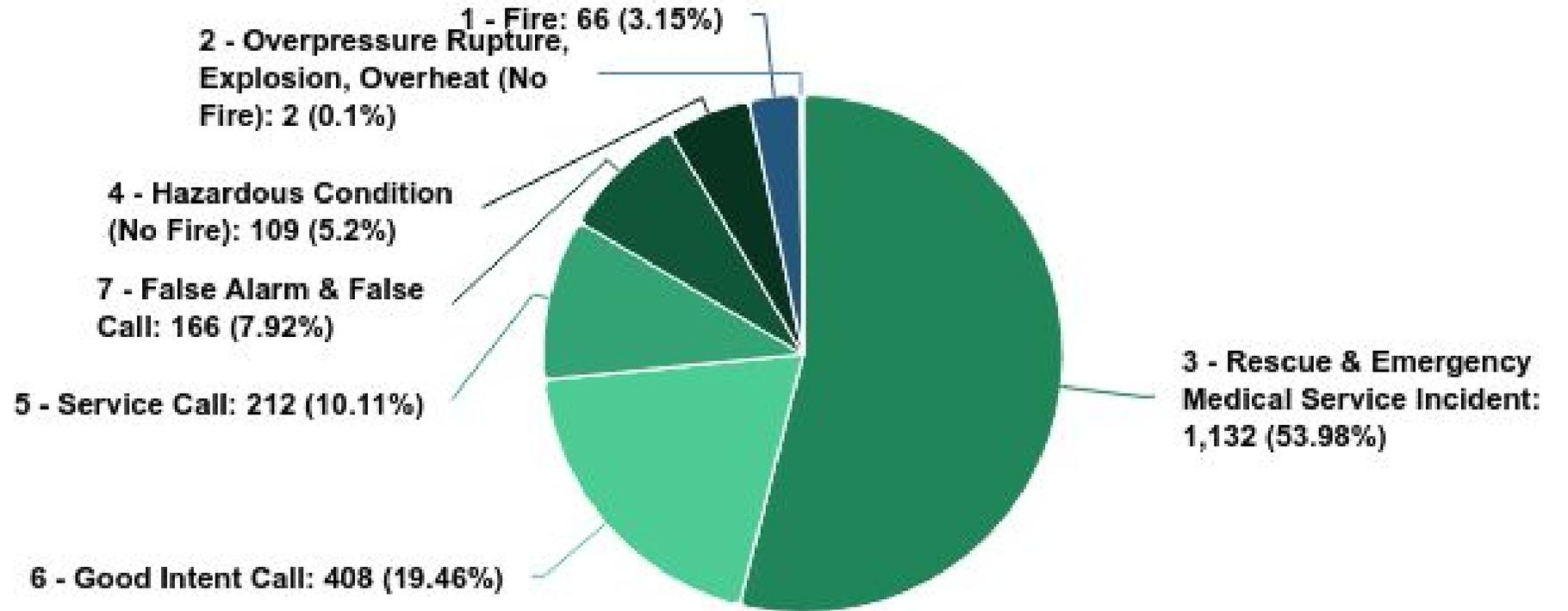
Incident Statistics



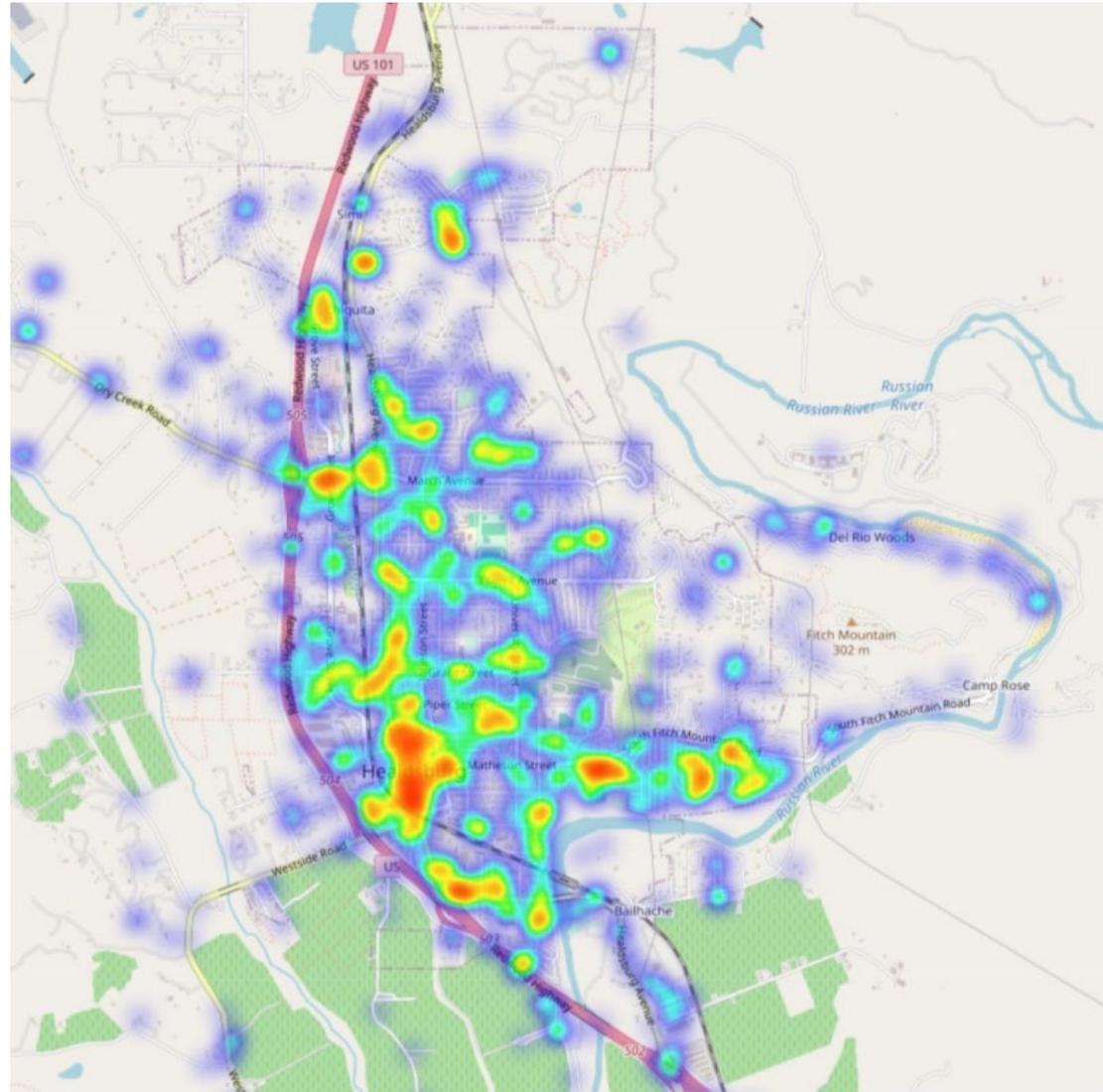
Incident Statistics

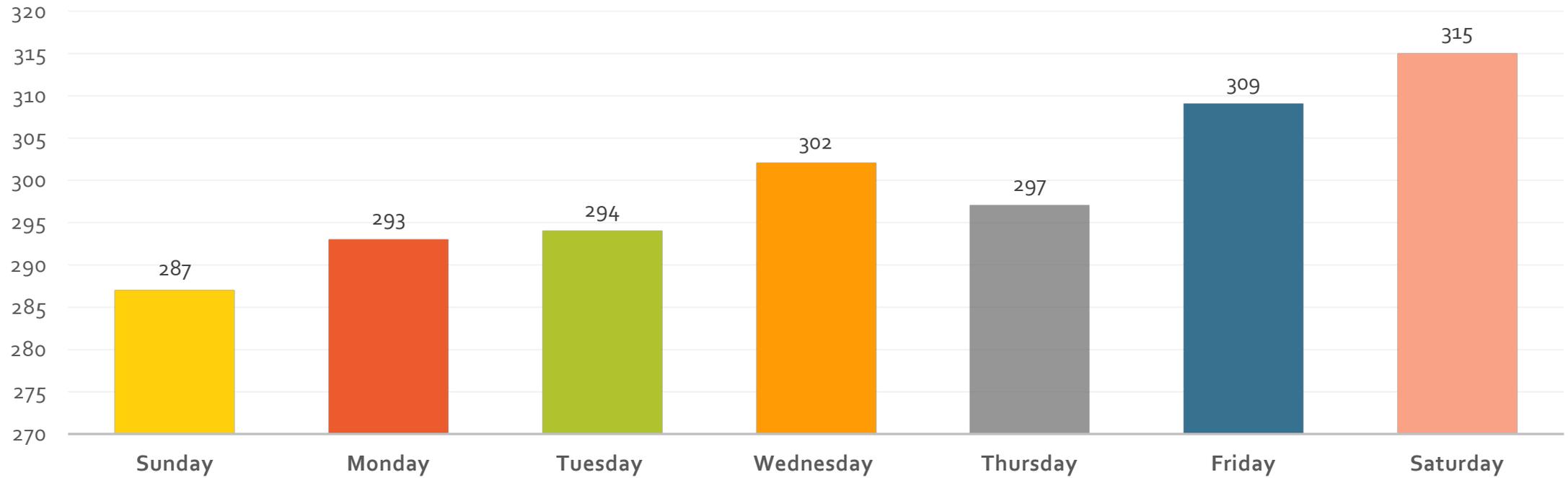
Incident Type Categories

Jan 01, 2023 to Dec 31, 2023



Response Heatmap



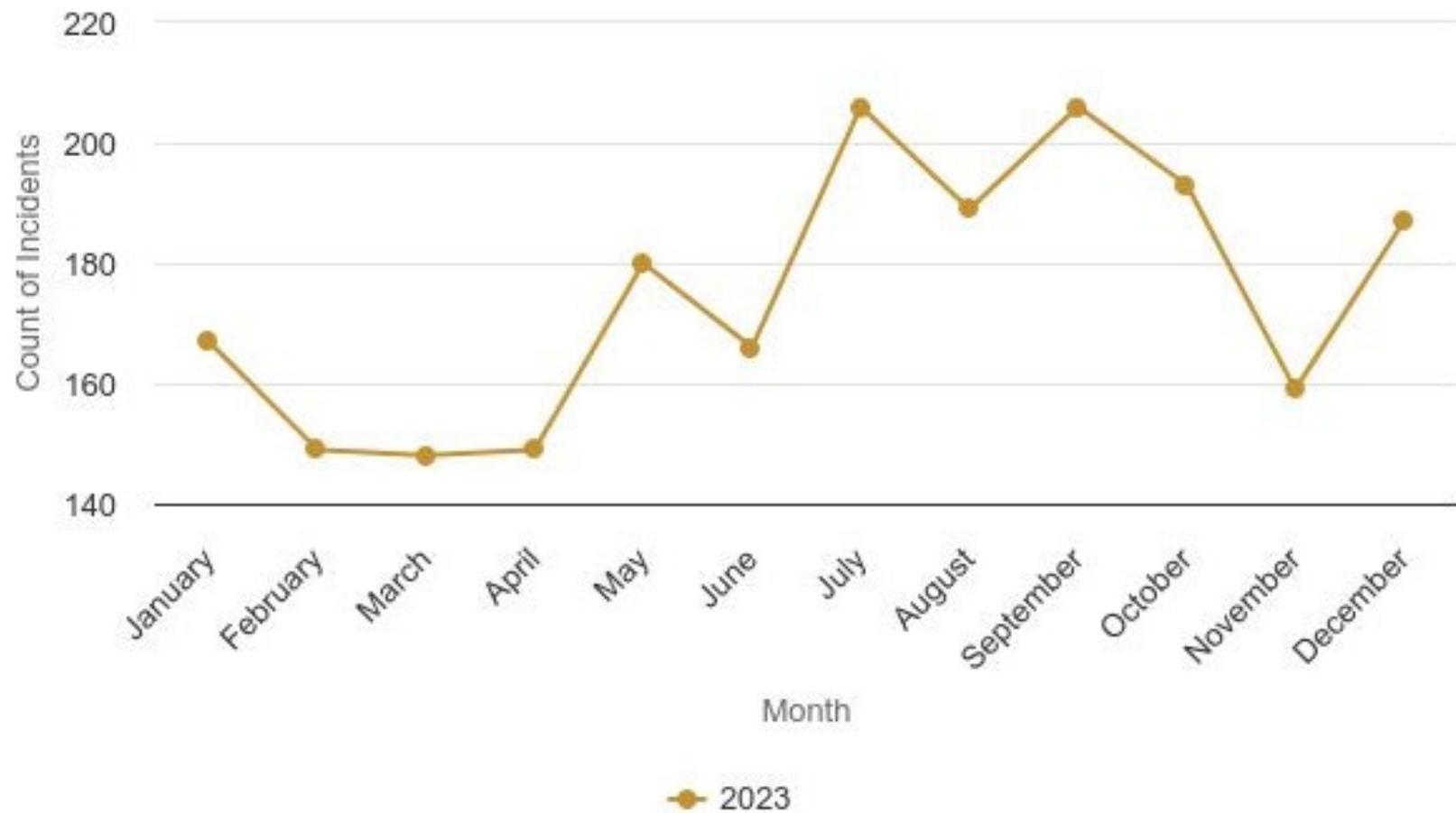


Calls by Day of Week

Trends

Fire Call Volume by Month

Jan 01, 2023 to Dec 31, 2023



Response Times

- Response Time Average for Code 3 Emergency Calls: 4:36 (City Limits)
- Response Time Average for Code 2 Non-Emergency Calls: 5:27 (City Limits)
- Average Engine Commitment Time 18:32 (Total for all calls/City and Contract)

Mutual Aid

Continue to share Battalion 6 Coverage with Northern Sonoma County Fire (Zone 6)

Responded mutual aid 137 times

Received mutual aid 71 times

Total of 230 (Up from 151) Overlapping calls in 2023

Out of County Assignments in 2023: 2 (Monterey Flood Preposition, Six Rivers National Forest)

Reimbursement comes from the state through prearranged agreements with California Office of Emergency Services

Current staffing levels are maintained in the City of Healdsburg when assisting other agencies largely by utilizing Reserve Staff



Fire Services Contracts



Zone **FS-Fitch Mountain** included all unincorporated areas on the mountain that are outside of Healdsburg City limits.

Fitch Mountain generated 47 calls for service in 2023.

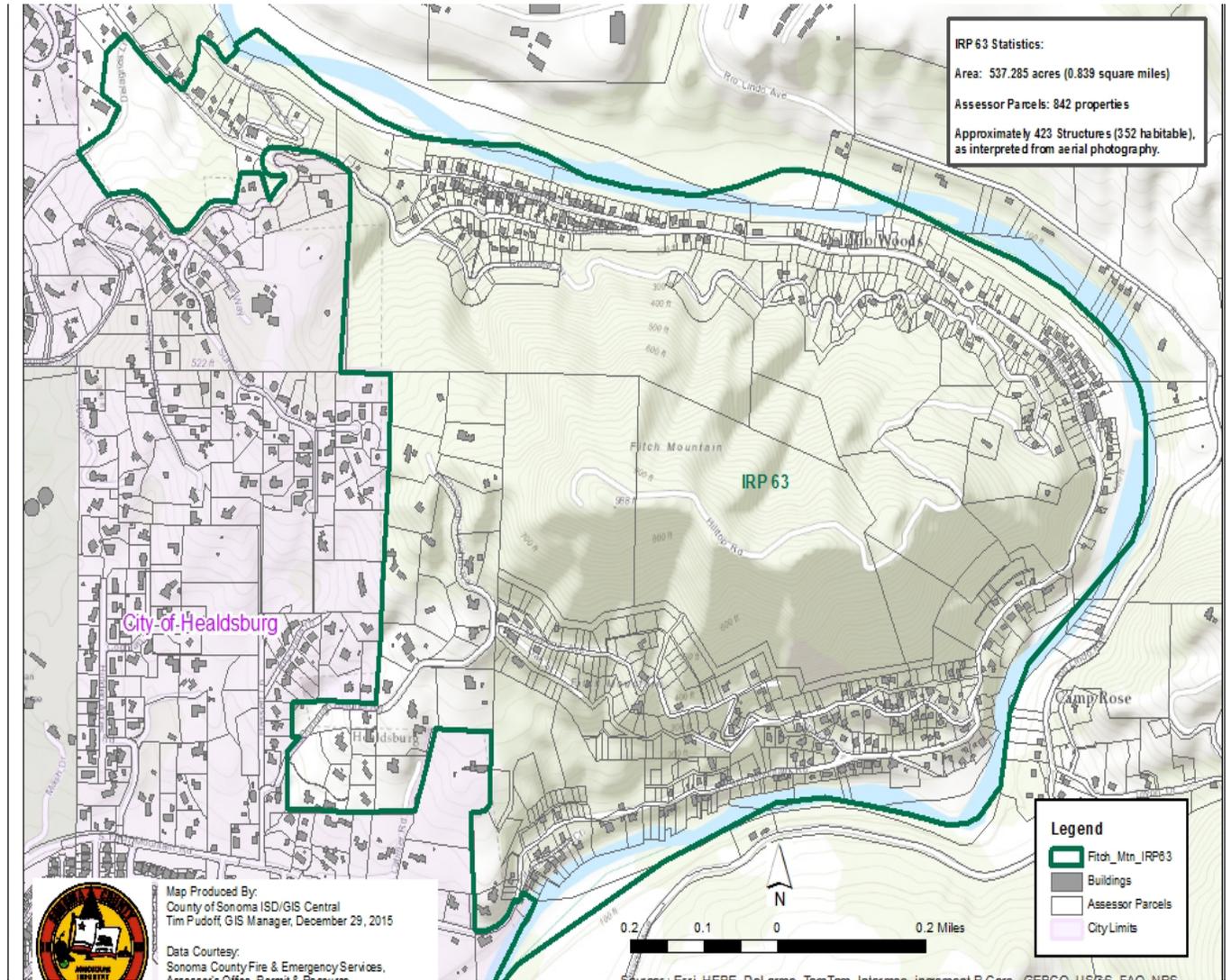
Zone **FS-Dry Creek/Sotoyome** includes 65 square miles of unincorporated Sonoma County adjacent to the City of Healdsburg including the Dry Creek Valley, Bailhache Avenue to Rio Lindo and Westside Road to Sweetwater Springs.

This area generated 218 calls for service in 2023.

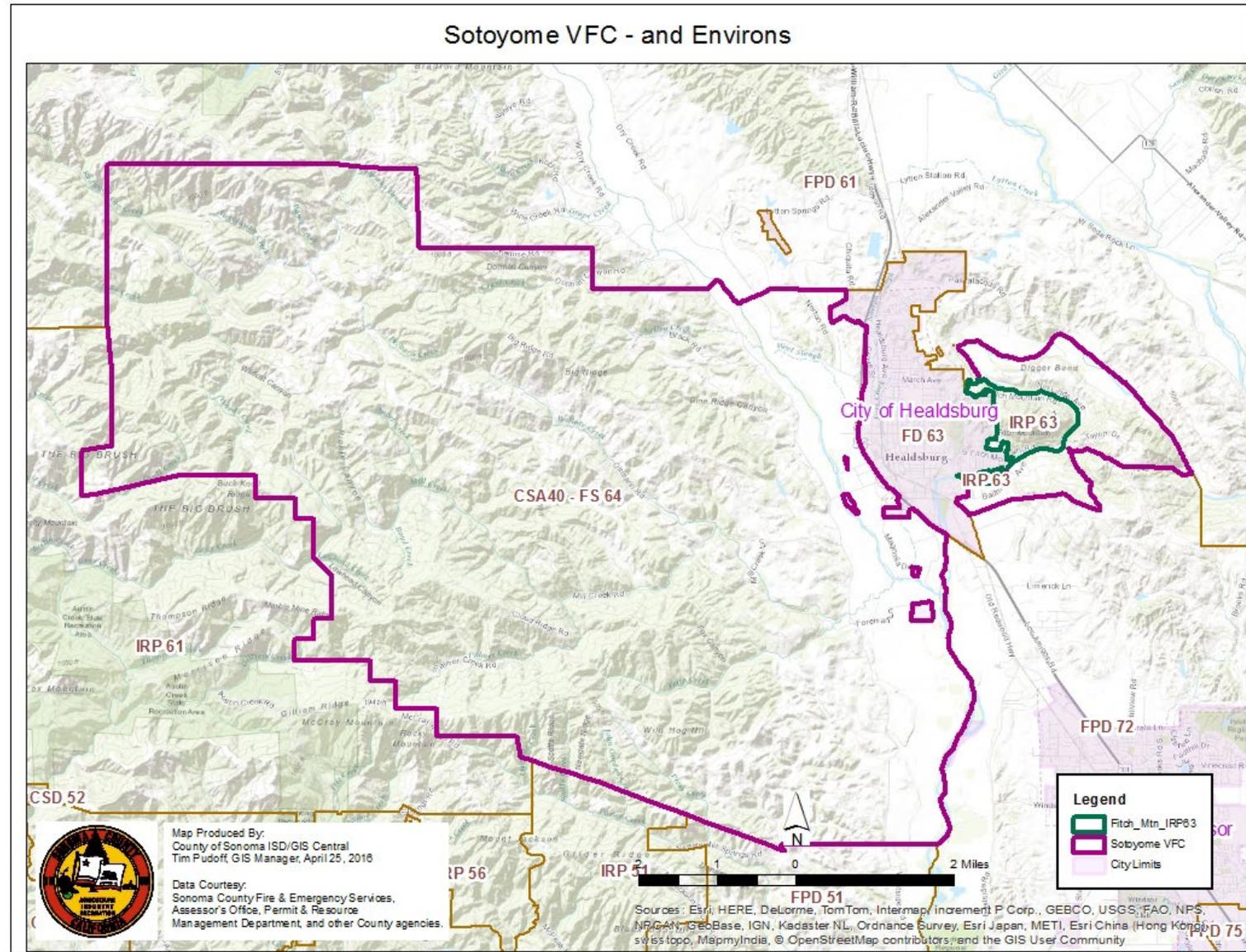
Both Sotoyome and Fitch Mountain were annexed by Northern Sonoma County Fire Protection District in 2023.

The contract for services with NSCFPD is currently under negotiations but is not expected to change substantially in 2024, both with respect to response and with contract costs.

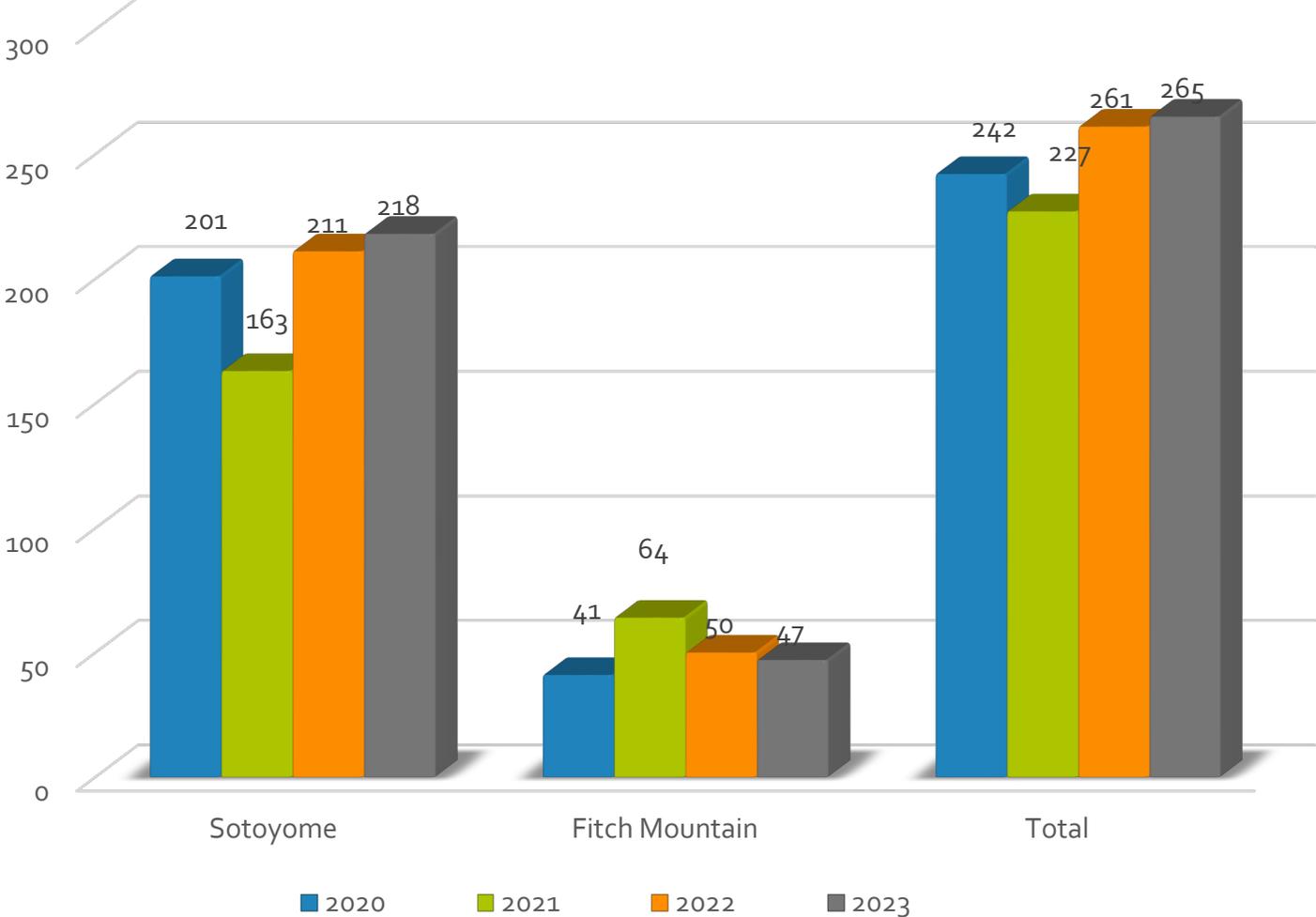
Fitch Mountain



Sotoyome



Contract Area Calls



Fire History Map

Since 1960

Wallbridge

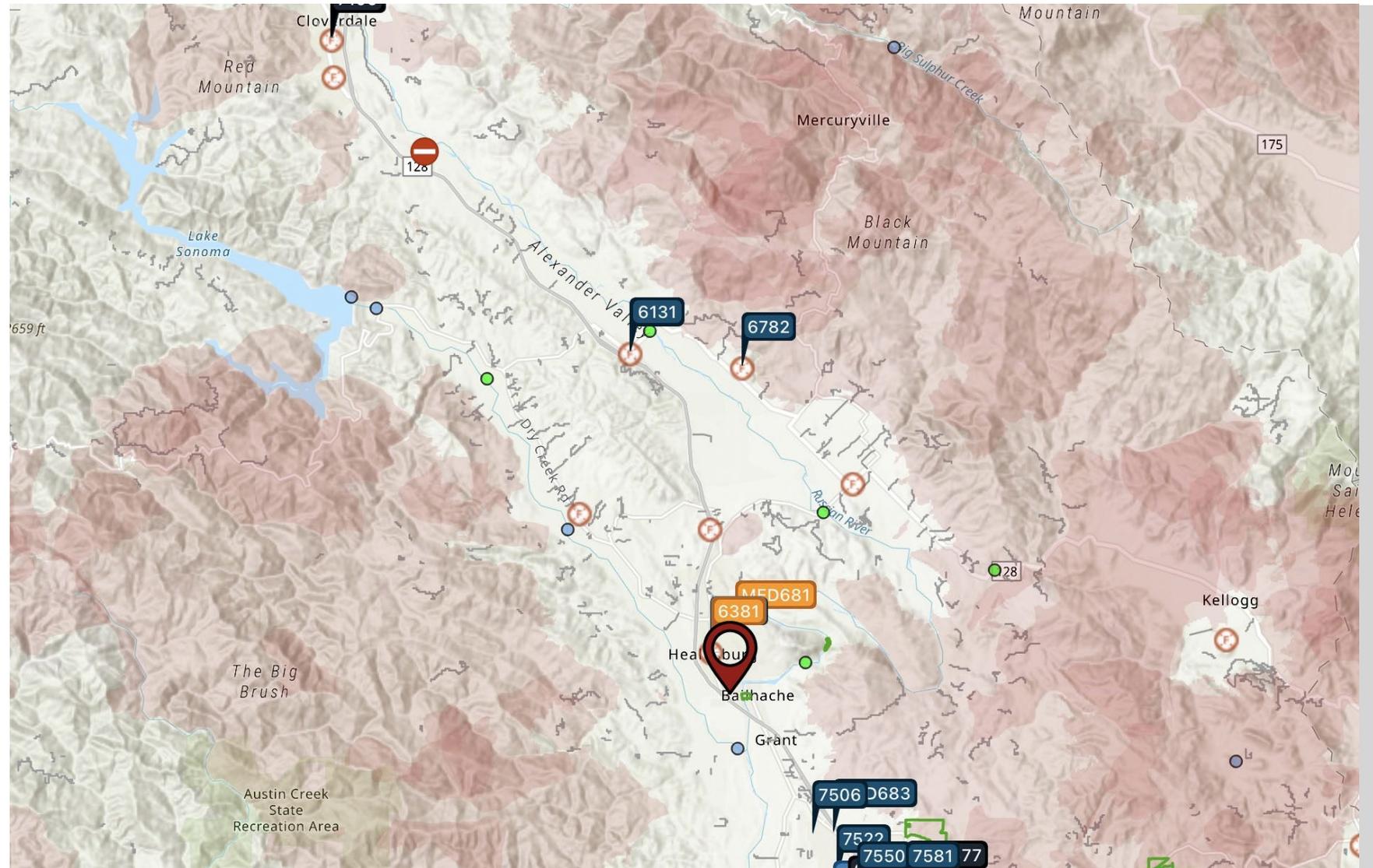
Kincade

Pocket (Multiple)

Glass

Geysers (multiple)

Boise



Fire Prevention Division

Completed 100% of State Mandated Inspections per SB 1205

Continued Wildfire Mitigation work through Coastal Conservancy including prescriptive burns, hand crews and mechanical mastication.

Worked to obtain required Cal-Fire approvals to support larger broadcast burn on top of Fitch Mountain slated for later this year.

Investigated all fires in COH, some investigations are still active

Community outreach efforts continue working with COPE, Kiwanis, Rotary & Corazon.

Conducted hundreds of Fire Code Inspections and plan reviews

Provided CPR training for 30 + COH employees and multiple community members.

Chief Macdonald received the Harry Quinlan Award for his contributions to Fire Prevention in Sonoma County

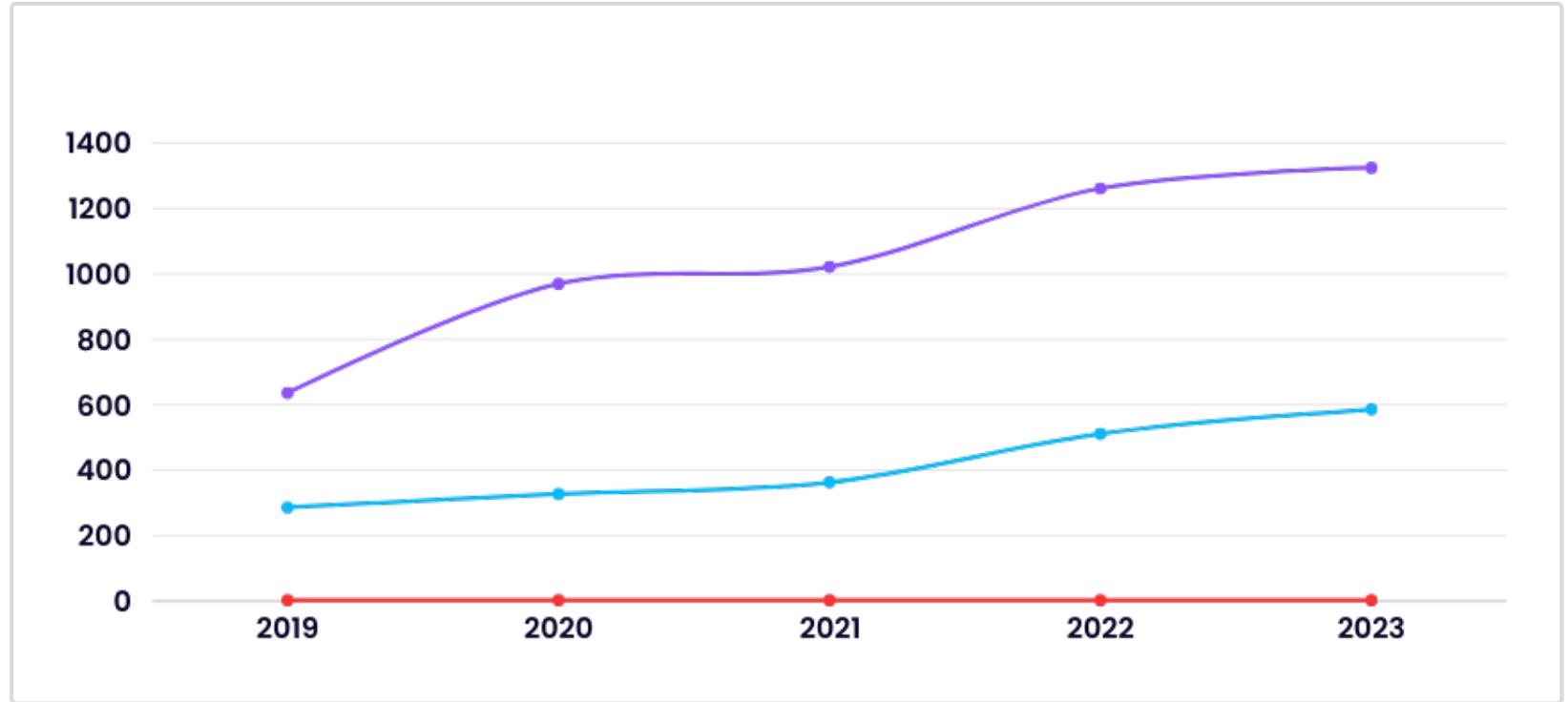


2023

Inspections :
1325

Plan Review
586

Inspections - Plan Review



● Staffing ● Inspections ● Plan Review

Coastal Conservancy Grant

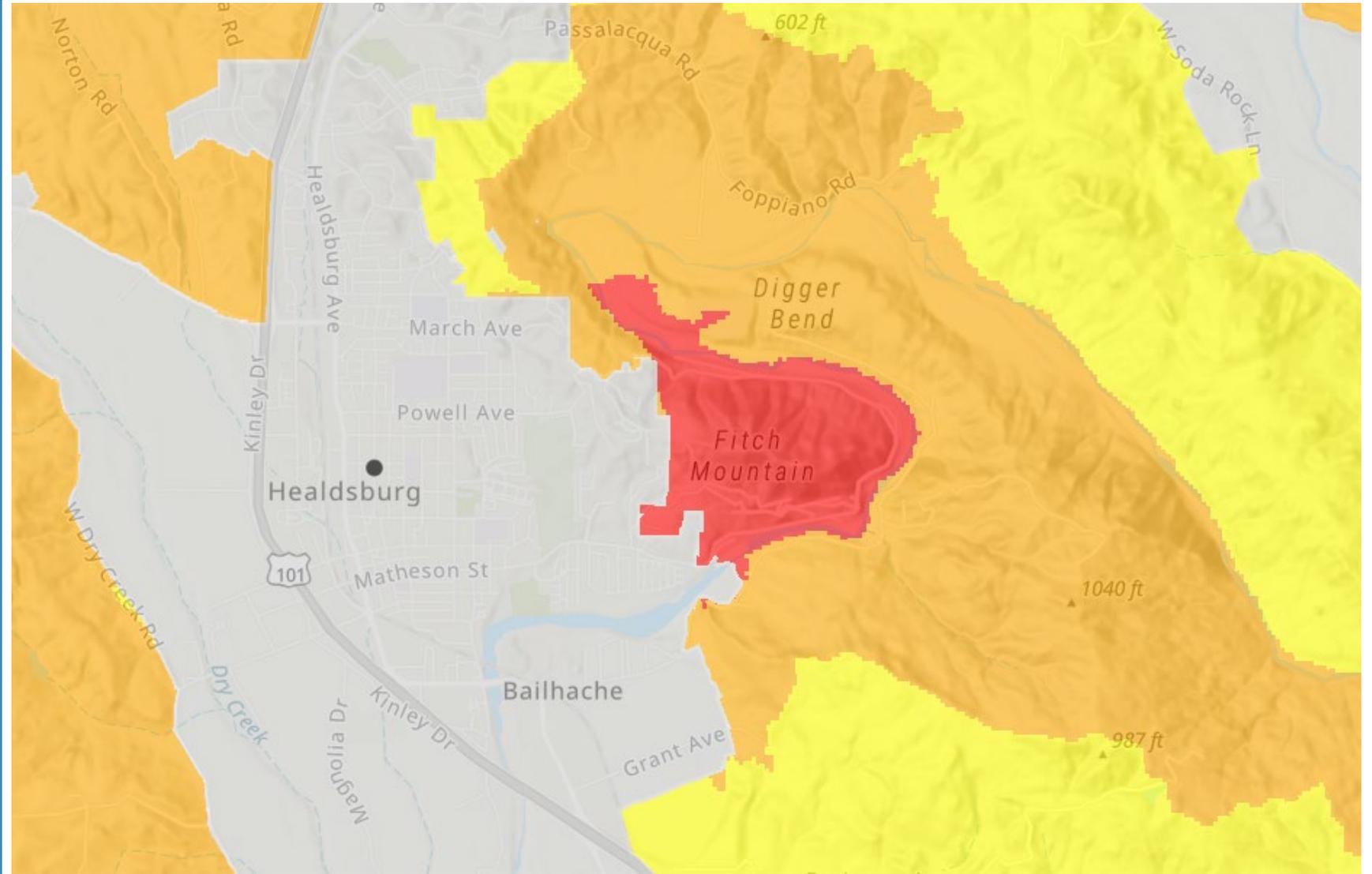
Extended through 3/25

- Prescriptive Burns
- Mechanical Mastication
- Hand Crews
- Grazing



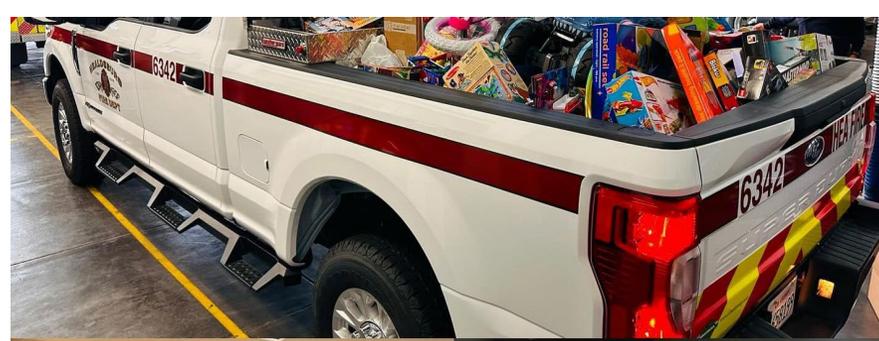
Wildfire Mitigation

- ❑ Large Prescription Burn Top of Fitch Mountain later in year.
- ❑ Continue Trail and road access improvements (fuel break).
- ❑ Extend Annual March Ave Burn over to Gauntlett Reservoir (End of Sunnyvale).
- ❑ Hand Crews and Mechanical Mastication to connect previous treatments in Healdsburg Ridge Open Space
- ❑ Grazing Grant Submitted for additional Grazing in HROSP.



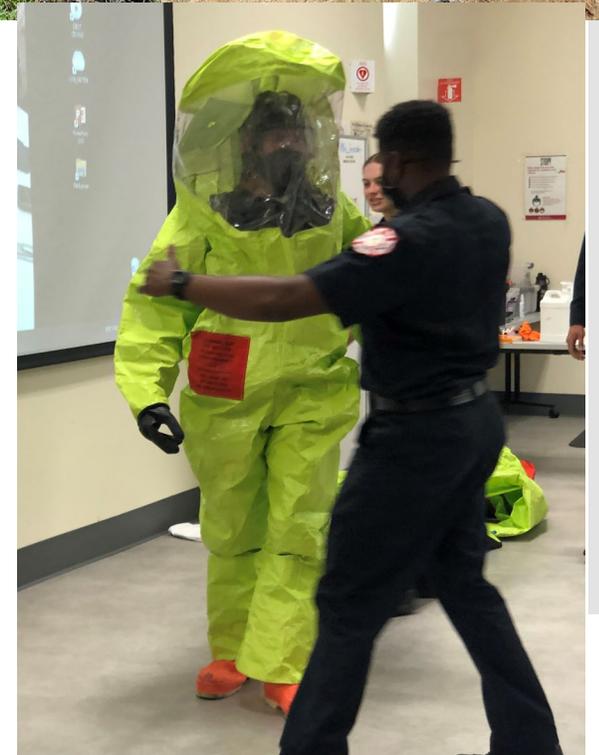
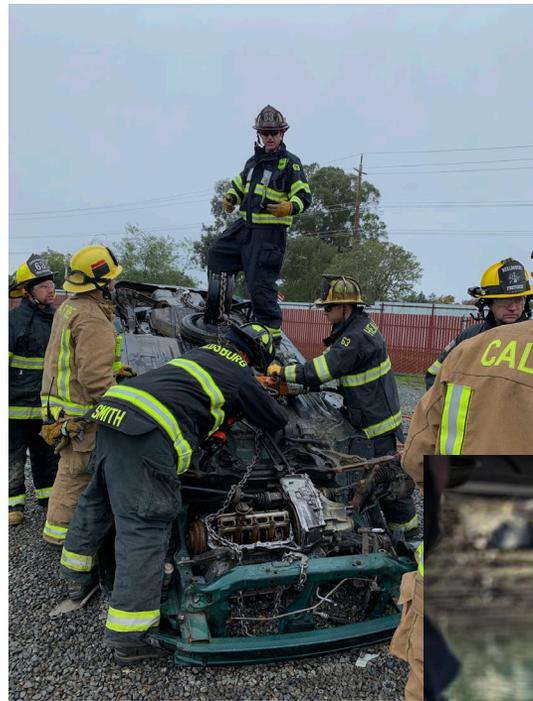
Community Engagement

- Citizens Organized for Emergencies (COPE)
- Healdsburg High School Internships (2 Students)
- Firefighter's Furry Friends
- Firefighter internship through North Bay Met Academy
- Puppy Parade
- Holiday Toy Drive
- Alyssa Ann Ruch Burn Run
- Bucket Brigade Blood Drive
- St. Patrick's Day Parade
- Eagle Scout Project (Flag Drop-Off)



Agency Partnerships

Joint Training (Zone 6)
SRJC Fire Academy
Sheriff's Dive Team
Fire Investigation Task Force
Prescribed Burns



Technology Improvements

HAAS Alert

*Uses Waze and Apple Maps to alert drivers of oncoming emergency vehicles and accident sites

*Alerts driver of other approaching emergency vehicles

*Greatly increases the safety of responders and the public

9054 Vehicles Alerted of Emergency on roadway

22 Emergency Response Vehicles notified of oncoming code 3 traffic



HAAS ALERT

IMAGETREND®



First Arriving



Tablet Command



STREAMLINE
INSPECTION^{LTD}



polycam

HFD Station 2 Progress

Groundbreaking 10/11/2023

Currently Under Construction

Expected completion date of December of 2024

Adds capacity to the Fire Department to deal
with growth and development

Enhanced fire protection for the North end

Standards of cover to assist in operationalizing



Model TT

Completely Restored 1919 Ford

HFD 1st Chemical Engine

Currently in Roseburg, Oregon
Being donated back to the City
of Healdsburg by Wes Melo

Plan is to have it here prior to
the FFA parade and Fair

Viewing at future Council
Meeting





Measure H

"Improved and Enhanced Local Fire Protection, Paramedic Services and Disaster Response Initiative"

- Passed by the voters in Sonoma County in March 2024
- ½ Cent Sales Tax – Estimated to generate \$60-\$65 M
- City of Healdsburg receives 2.51% - roughly \$1.5M
- Programs Categories Include:
 - Wildfire prevention, preparedness, emergency response and vegetation management
 - Recruitment and retention of local firefighters
 - Updates to essential equipment and facilities
- Managed by the Sonoma County Fire Chief's Association
- Independent Oversight Committee – Performance Audit
- Impacts include staffing, equipment, vegetation management and various other county-wide benefits

Challenges & Opportunities

- Station #2 at Saggio Hills – Outfitting, Operationalizing
- Recruitment and Retention of Reserve Firefighters/Paid Staff
- Station and Equipment maintenance, renovation and replacement
- Fire Prevention – Cal-VTP ongoing maintenance, Parcel to Parcel Vegetation Management / Home Hardening Assessments, Grant Funding
- County Fire Services contract, mergers and consolidations
- State Mandated fire inspections, CUPA, Fire Code Compliance development, construction:
- Development
 - Montage
 - Mill District
 - North Village/ Enzo
 - 100's of new housing units in planning stage



QUESTIONS ?

Public Comment

Comentarios del público

03:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

City Manager's Report

City Council, April 1, 2024



Public Comment on Non Agenda Items

Comentarios del público sobre puntos no incluidos en la agenda de la reunión

03:00

Start Stop Reset mins: 3 secs: 0 type: None ▾

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped



Healdsburg Voter Attitudes Toward Potential Growth Management Ordinance Modifications

*Key Findings of a Citywide Survey
Conducted February 26-March 3, 2024*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	February 26 - March 3, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in Healdsburg
Total Interviews	488
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Split Sample) $\pm 8.5\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	2016 and 2020
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

Survey Approach

- Voters were presented with three potential ballot measures modifying the Healdsburg Growth Management Ordinance (GMO):
 - An update to exempt specific geographies
 - The elimination of an income restriction on multi-family rentals
 - Permitting carryover of prior unused allocations
- The survey included three question blocks, one for each concept, presented to voters in a random order.
- Voters were then presented with pro and con arguments focused on the first measure they heard about, and were asked to re-evaluate their position on the measure after receiving additional information.

Survey respondents were representative of the likely November 2024 electorate in Healdsburg.

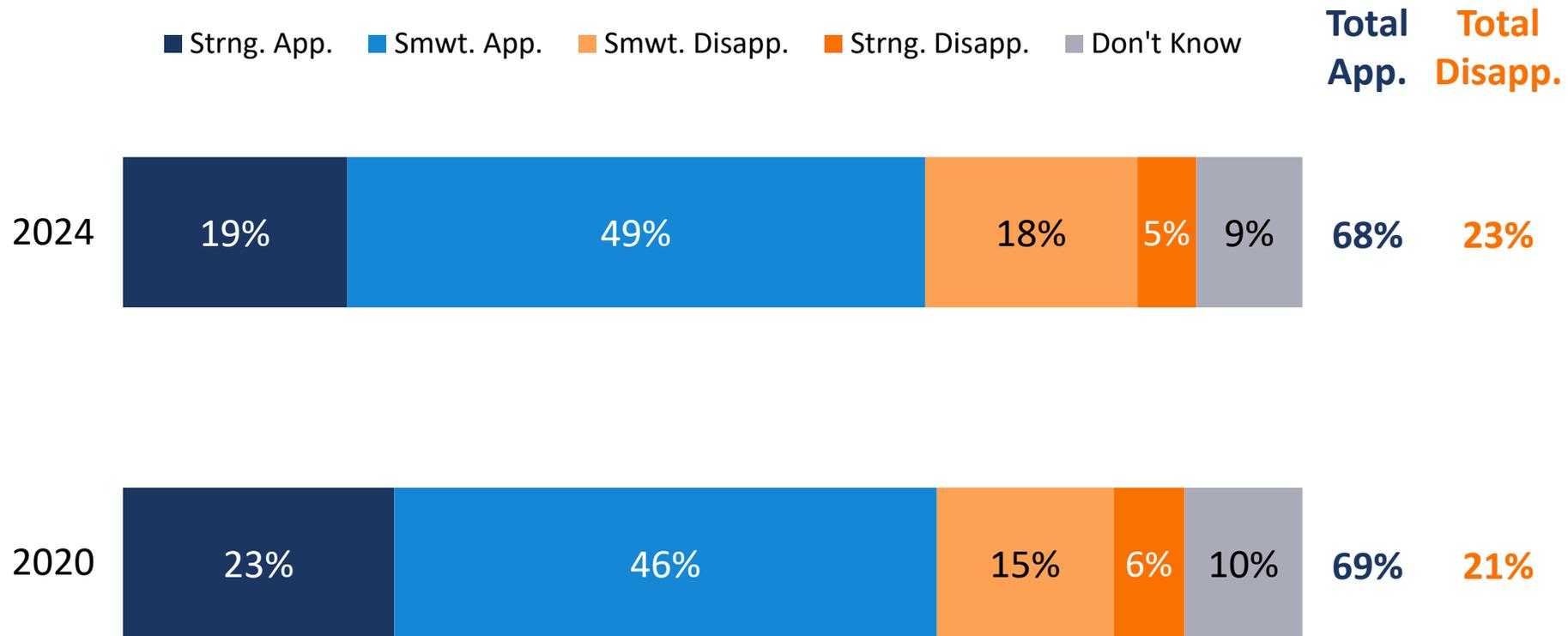
Demographic Group	% of Sample	Demographic Group	% of Sample
Gender		Age	
Men	48%	18-49	38%
Women	51%	50-64	23%
Non-Binary	1%	65+	39%
Party		Race/Ethnicity	
Democrats	61%	Whites	62%
Independents	23%	Latinos	18%
Republicans	16%	All Voters of Color	26%
Residence			
Homeowners	59%		
Renters	31%		



Issue Context

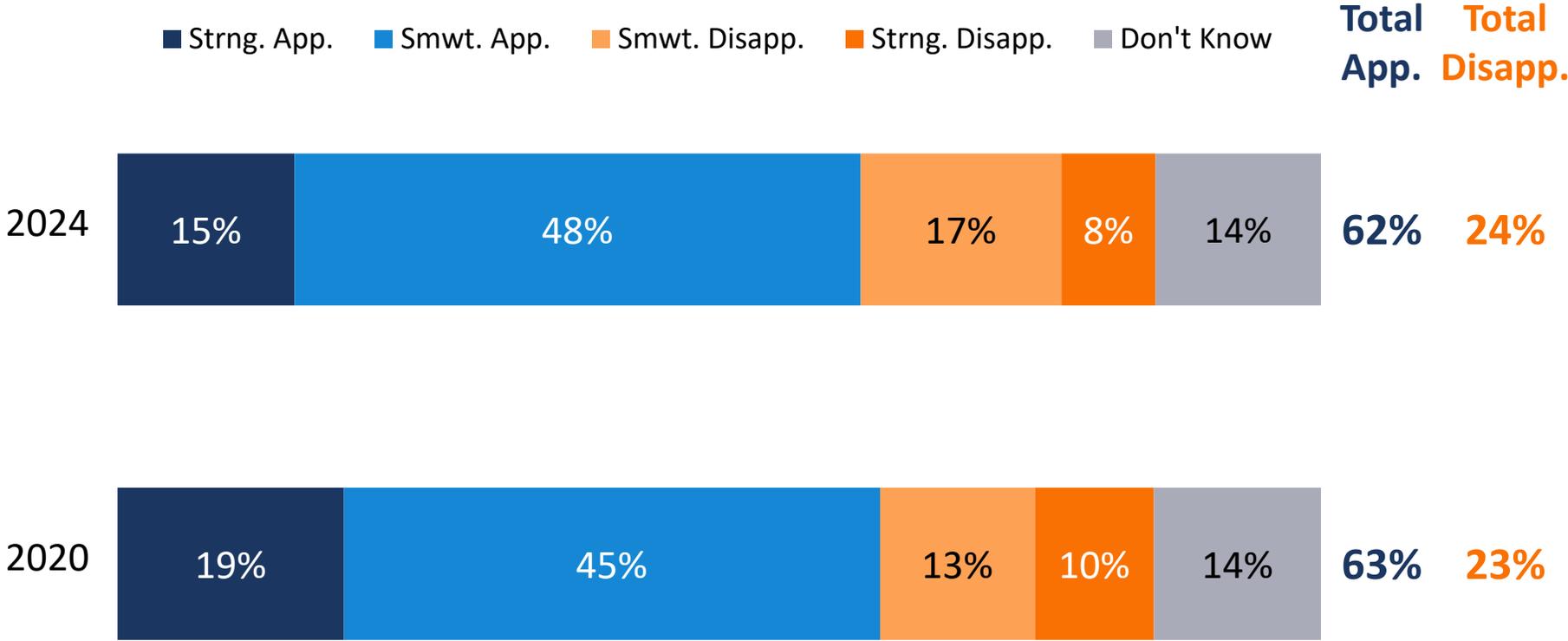
Two-thirds of voters approve of the overall performance of Healdsburg City government.

Healdsburg City government, overall



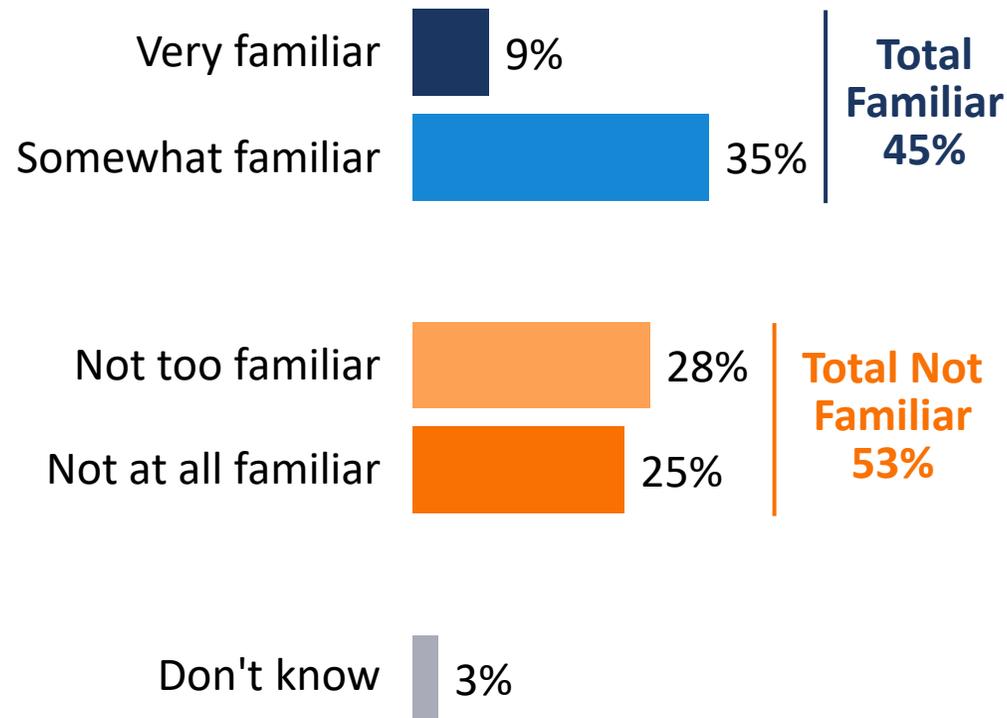
Three in five approve of the job being done by the City Council.

Healdsburg City Council



Two in five are familiar with the GMO, but few are “very familiar” with it.

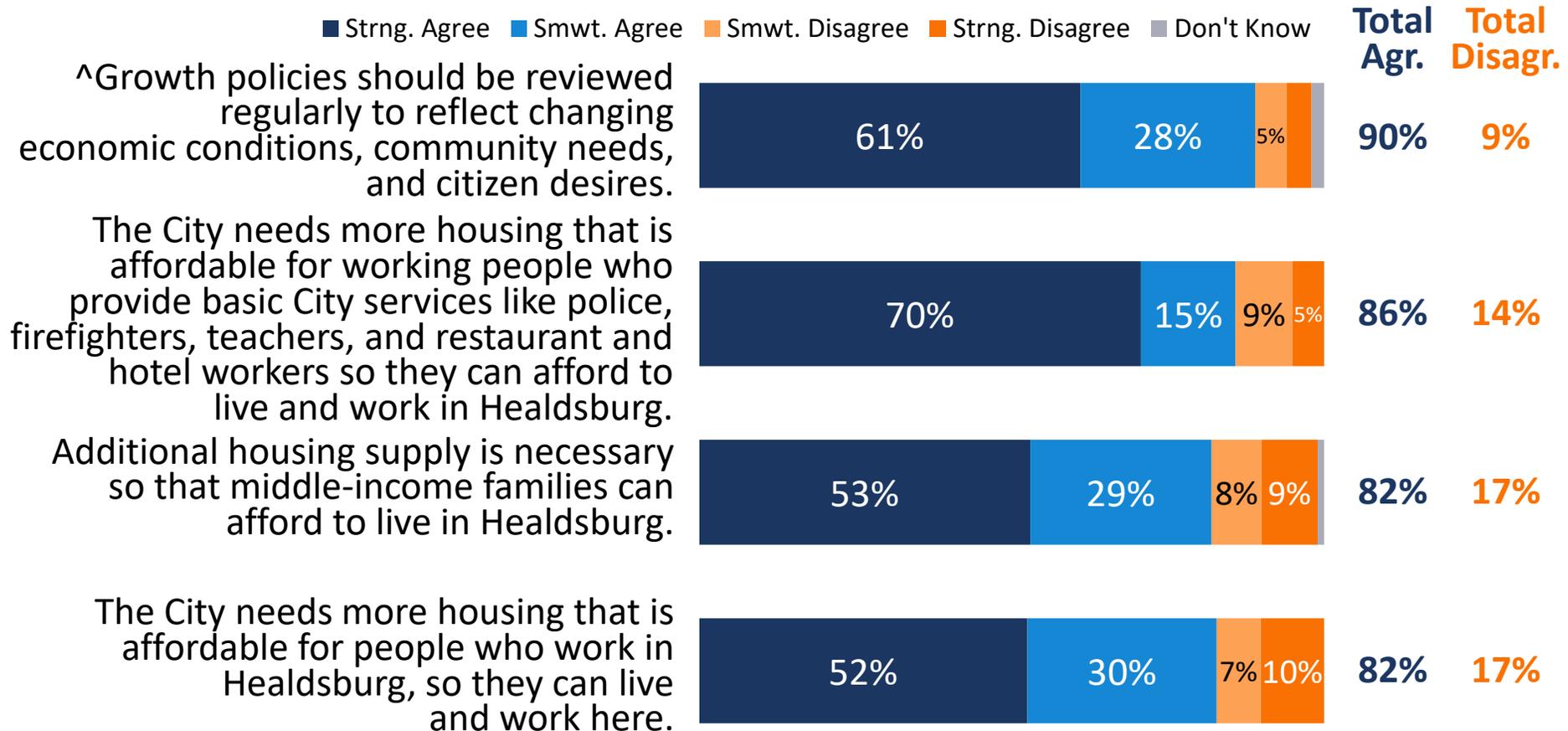
*How familiar are you with Healdsburg’s
Growth Management Ordinance?*



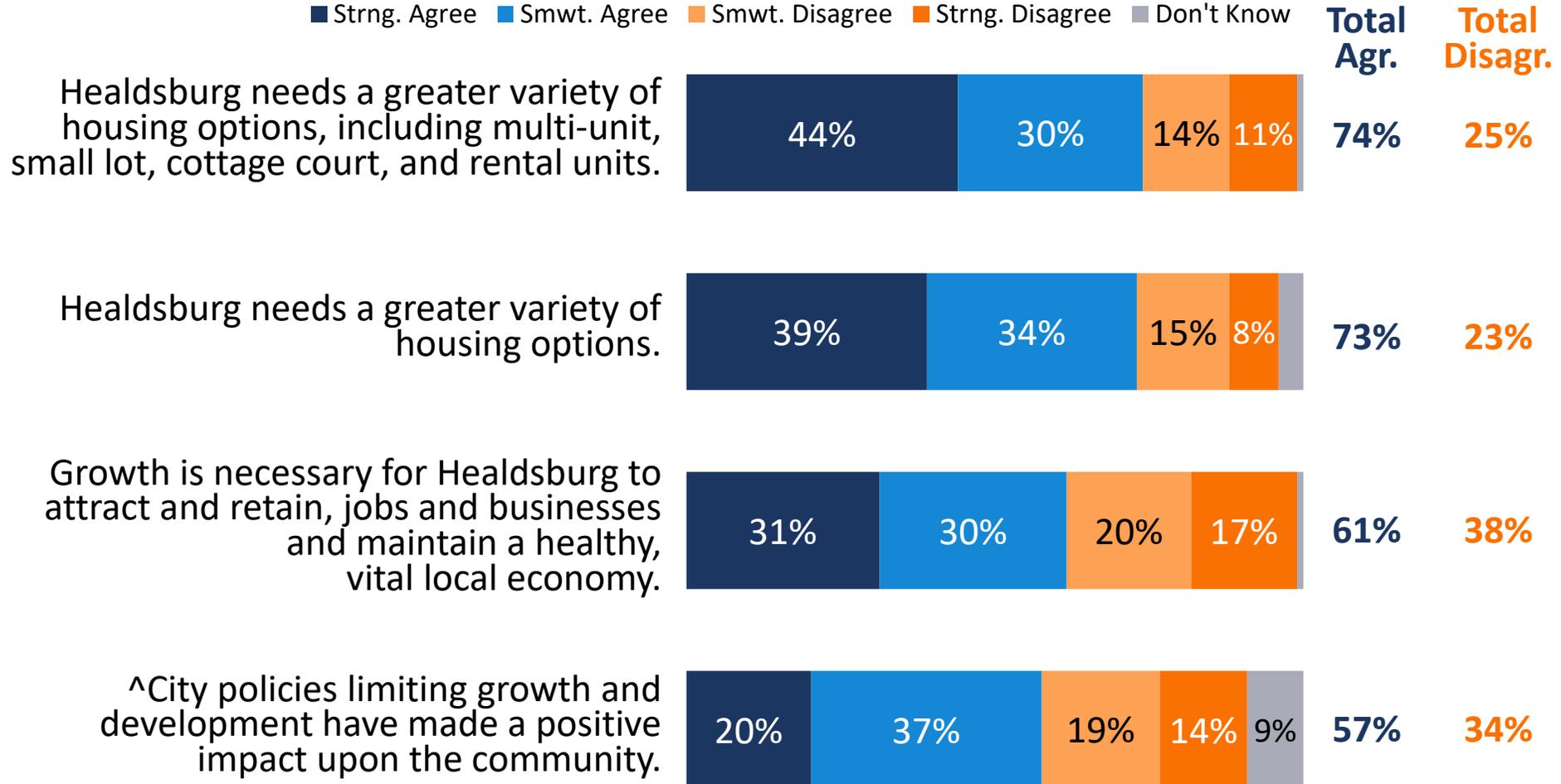
Demographic Groups Most Likely to be Familiar with the GMO
Independents Ages 50+
Ages 40+
Democrats Ages 50+
Homeowners
Independent Men
Republicans Ages 50+

Broad majorities agree that growth policies should be reviewed regularly, and that additional housing supply is needed.

I am going to read you several different statements. Please tell me whether you agree or disagree with each statement.



Voters simultaneously agree that growth is necessary for the city and that limiting growth has had a positive impact on the community.



Relative to 2016, voters' sense that growth is necessary has declined slightly.

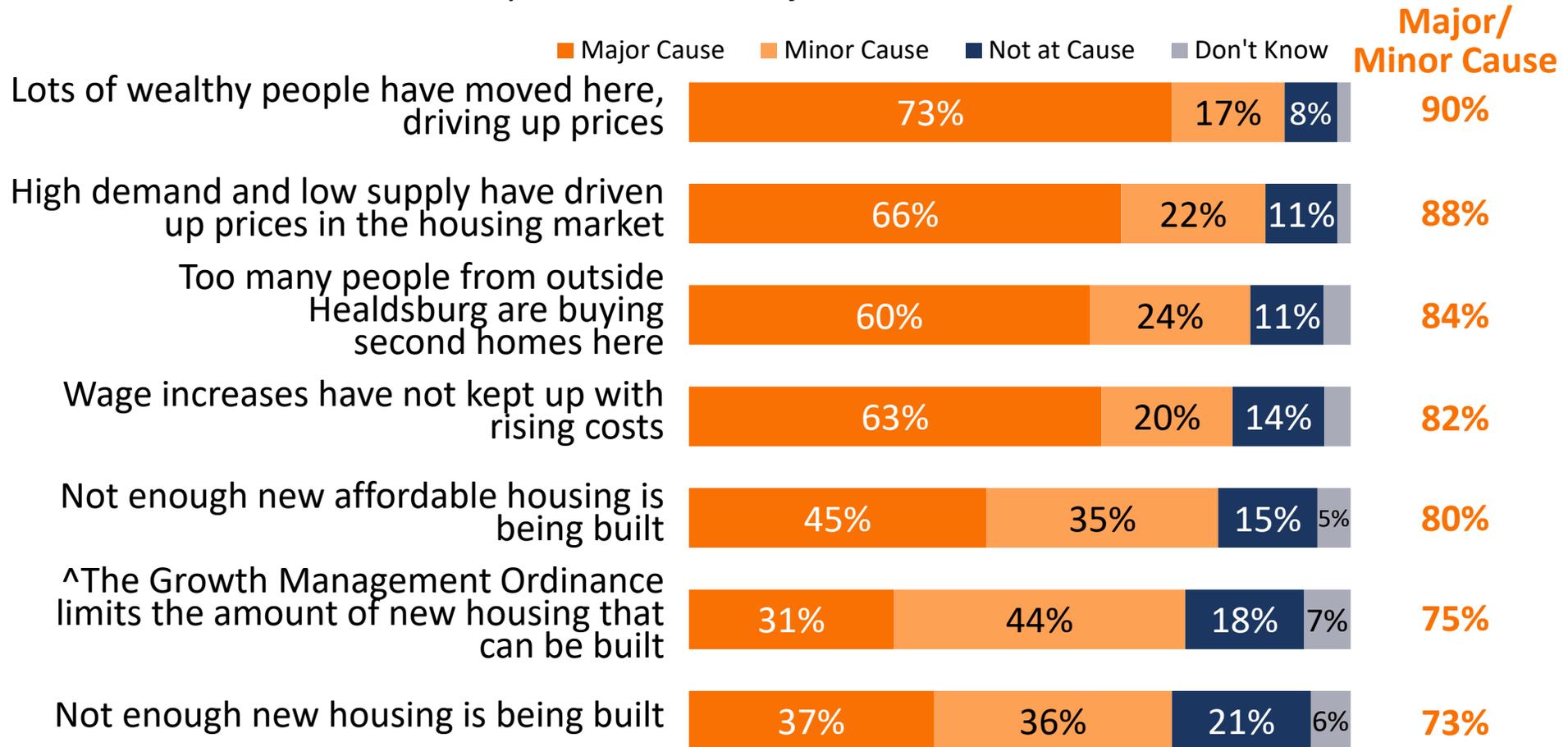
Statement	Total Agree		
	2016	2024	Difference (2016-2024)
*Additional housing supply is necessary so that middle-income families can afford to live in Healdsburg.	79%	82%	+3%
*^City policies limiting growth and development have made a positive impact upon the community.	54%	57%	+3%
The City needs more housing that is affordable for working people who provide basic City services like police, firefighters, teachers, and restaurant and hotel workers so they can afford to live and work in Healdsburg.	84%	86%	+2%
*^Growth policies should be reviewed regularly to reflect changing economic conditions, community needs, and citizen desires.	92%	90%	-2%
The City needs more housing that is affordable for people who work in Healdsburg, so they can live and work here.	86%	82%	-4%
Healdsburg needs a greater variety of housing options, including multi-unit, small lot, cottage court, and rental units.	80%	74%	-6%
Healdsburg needs a greater variety of housing options.	82%	73%	-9%
Growth is necessary for Healdsburg to attract and retain, jobs and businesses and maintain a healthy, vital local economy.	71%	61%	-10%

Q11. I am going to read you several different statements. Please tell me whether you agree or disagree with each statement. ^Not Part of Split Sample;

*Slight Difference in Wording in Previous Survey

Voters view an influx of wealthy people and high demand as the biggest causes of Healdsburg's housing affordability crisis.

Here are some factors that some people have said make housing in Healdsburg less affordable. Please tell me whether you think it is a major cause, a minor cause, or not a cause.

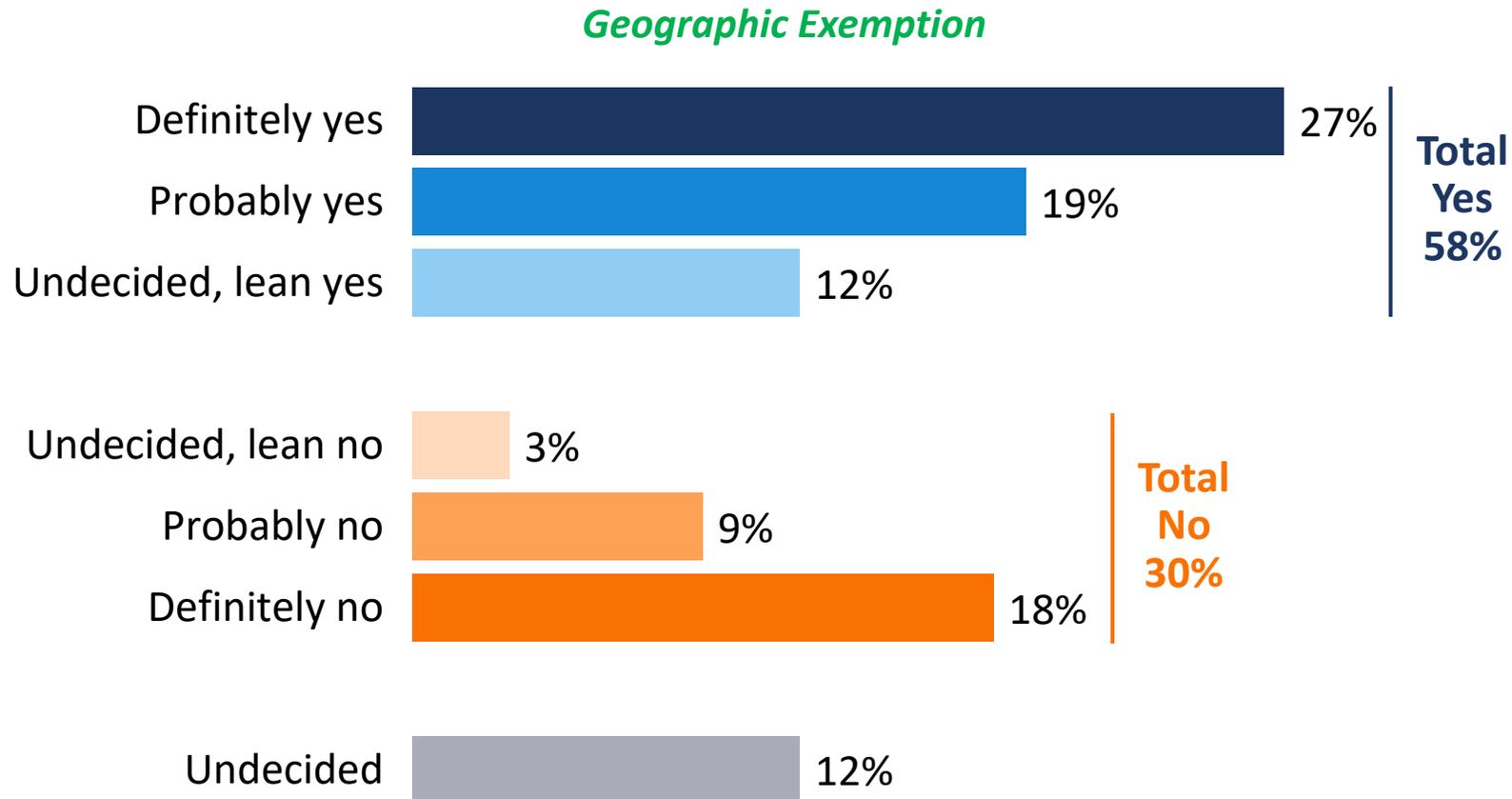




GMO Geographic Exemption Measure

A majority of voters support a proposed GMO geographic exemption.

“To encourage creation of workforce housing on underutilized parcels, should the City of Healdsburg exempt certain geographic areas from the Growth Management Ordinance?”



Majority support cuts across lines of gender, party, and homeownership status.

Geographic Exemption

Demographic Group	Total Yes	Total No	Undecided
All Voters	58%	30%	12%
Gender			
Men	59%	30%	11%
Women	58%	30%	12%
Party			
Democrats	61%	26%	13%
Independents	55%	33%	12%
Republicans	51%	40%	9%
Residence			
Homeowners	55%	32%	13%
Renters	69%	23%	8%

Voters in most age groups are majority-supportive.

Geographic Exemption

Demographic Group	Total Yes	Total No	Undecided
Age			
18-29	53%	35%	12%
30-39	63%	21%	15%
40-49	44%	39%	17%
50-64	70%	25%	5%
65-74	57%	33%	10%
75+	52%	29%	19%

Democrats ages 50 and over are most likely to vote “yes.”

Geographic Exemption

Demographic Group	Total Yes	Total No	Undecided
Party by Age			
Democrats Ages 18-49	55%	31%	14%
Democrats Ages 50+	64%	24%	12%
Independents Ages 18-49	53%	34%	14%
Independents Ages 50+	56%	33%	11%
Republicans Ages 18-49	49%	32%	19%
Republicans Ages 50+	52%	44%	5%
Party by Gender			
Democratic Men	61%	25%	14%
Democratic Women	61%	27%	12%
Independent Men	60%	31%	9%
Independent Women	48%	36%	16%
Republican Men	48%	45%	7%
Republican Women	54%	35%	11%

Support is consistent among lower- and higher-propensity voters.

Geographic Exemption

Demographic Group	Total Yes	Total No	Undecided
Race/Ethnicity			
Whites	60%	26%	14%
Latinos	61%	32%	7%
All Voters of Color	60%	31%	9%
Participation in the Last Six Statewide Elections			
2+/6	57%	31%	12%
3+/6	56%	31%	13%
4+/6	57%	31%	13%
5+/6	55%	31%	14%
6/6	58%	30%	12%

Additional Context Provided

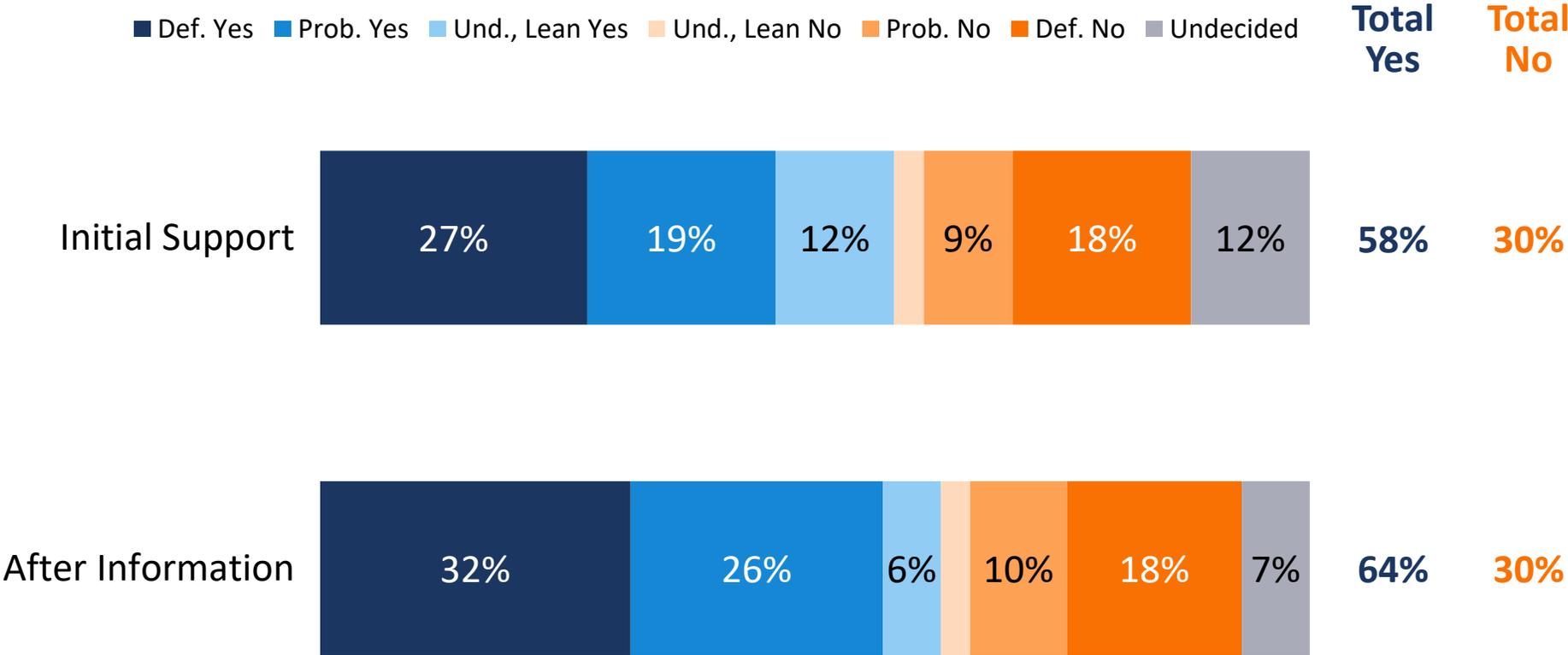
Geographic Exemption

Healdsburg's Growth Management Ordinance, or GMO, was enacted by voters in 2000 and established restrictions on the number of new housing units that can be constructed over a three-year period. It limits market-rate housing construction to 90 units every three years, or approximately 30 new market-rate housing units per year. In addition, it limits construction of middle-income units to 150 every three years, or approximately 50 new middle-income housing units per year.

This measure would modify the GMO to exempt specific areas along the Healdsburg Avenue Corridor from the existing restrictions. The goal of this measure is to increase the affordability and availability of housing in Healdsburg while not impacting existing residential neighborhoods. All new housing built would have to follow the City's requirements to include housing affordable to low, moderate, and middle-income families.

Three in five voters support the geographic exemption after learning more about it.

Geographic Exemption



Exploring Areas for Geographic Exemptions

In order to better understand support for geographic exemptions from the GMO, survey participants were asked about four specific locations within the city that might be excluded.

Half the sample heard concise descriptions of the four areas that simply defined where they are in the city.

The other half heard an additional explanation of why each area might be a suitable location for new housing.

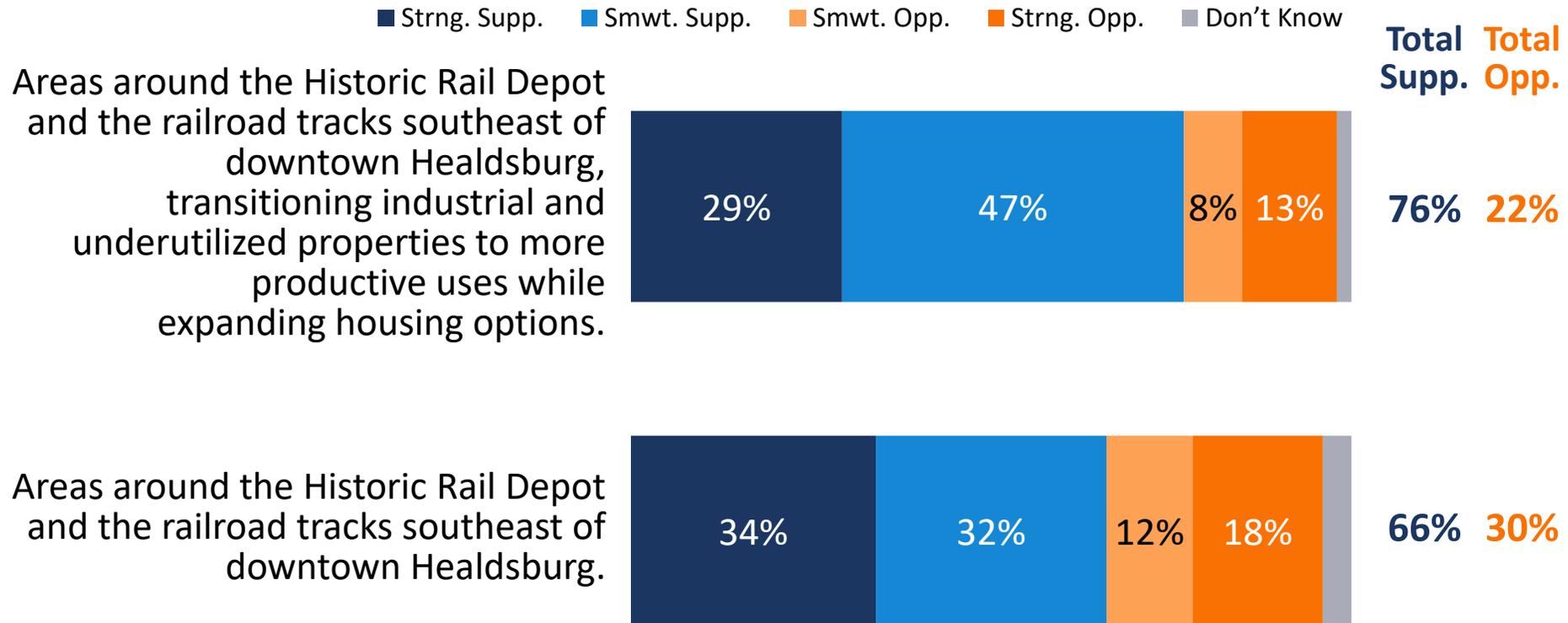
As shown on the following four slides, the additional explanations only modestly increased support for exempting some of the locations.



Voters offer the strongest support for exempting the Historic Rail Depot.

Geographic Exemption

I am going to read you a list of specific areas in Healdsburg that this measure might exempt from the Growth Management Ordinance. Exempting these areas would make it possible to build more housing in these specific locations. Please tell me whether you would support or oppose exempting it from the GMO to allow more multi-family housing there.



Two-thirds also back exempting the South Entry area.

Geographic Exemption

I am going to read you a list of specific areas in Healdsburg that this measure might exempt from the Growth Management Ordinance. Exempting these areas would make it possible to build more housing in these specific locations. Please tell me whether you would support or oppose exempting it from the GMO to allow more multi-family housing there.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

Total Supp. **Total Opp.**

The South Entry Area, properties within the Healdsburg City limits located east of the Russian River on the far side of the Healdsburg Avenue Bridge.



67% **30%**

The South Entry Area, properties within the Healdsburg City limits located east of the Russian River on the far side of the Healdsburg Avenue Bridge, developing the only area of the city currently without housing and result in many new resident-serving amenities and community benefits, especially along the Russian River.



66% **29%**

When provided additional context, support for exempting Healdsburg Avenue North increases.

Geographic Exemption

I am going to read you a list of specific areas in Healdsburg that this measure might exempt from the Growth Management Ordinance. Exempting these areas would make it possible to build more housing in these specific locations. Please tell me whether you would support or oppose exempting it from the GMO to allow more multi-family housing there.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

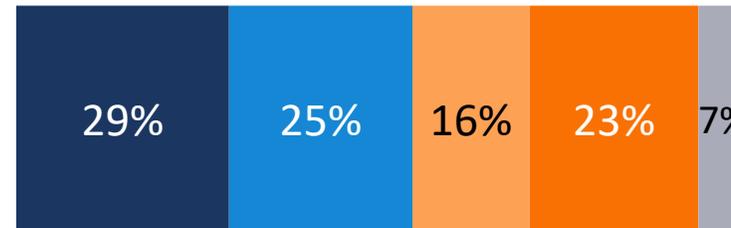
Healdsburg Avenue North – Properties fronting on Healdsburg Avenue from Grant Street at the south to the Community Center at the north, allowing for a more bike and pedestrian friendly mixed-use thoroughfare by increasing housing along Healdsburg Avenue.



Total Supp. **Total Opp.**

67% **29%**

Healdsburg Avenue North – Properties fronting on Healdsburg Avenue from Grant Street at the south to the Community Center at the north.



54% **39%**

Voters are most divided about exempting the area around downtown.

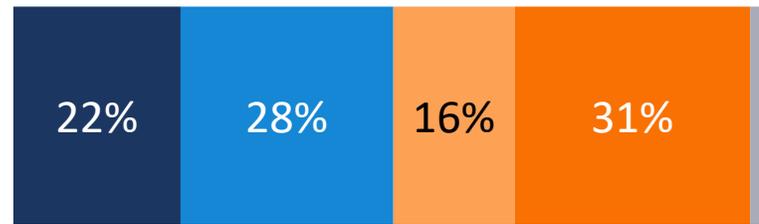
Geographic Exemption

I am going to read you a list of specific areas in Healdsburg that this measure might exempt from the Growth Management Ordinance. Exempting these areas would make it possible to build more housing in these specific locations. Please tell me whether you would support or oppose exempting it from the GMO to allow more multi-family housing there.

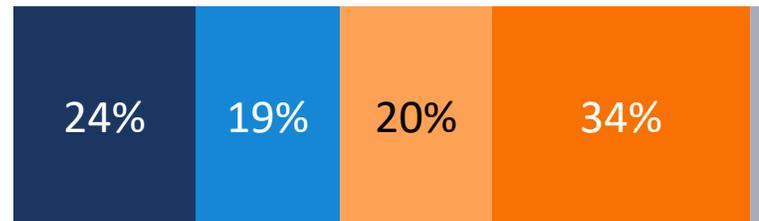
■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

Total Supp. **Total Opp.**

Within Two Blocks of Downtown – the area bounded by Grant Street to the north, Mill Street to the south, East Street to the east, and Vine Street to the west. This would allow for increased housing in the downtown core and support the redevelopment of sites that have long been vacant or underutilized.

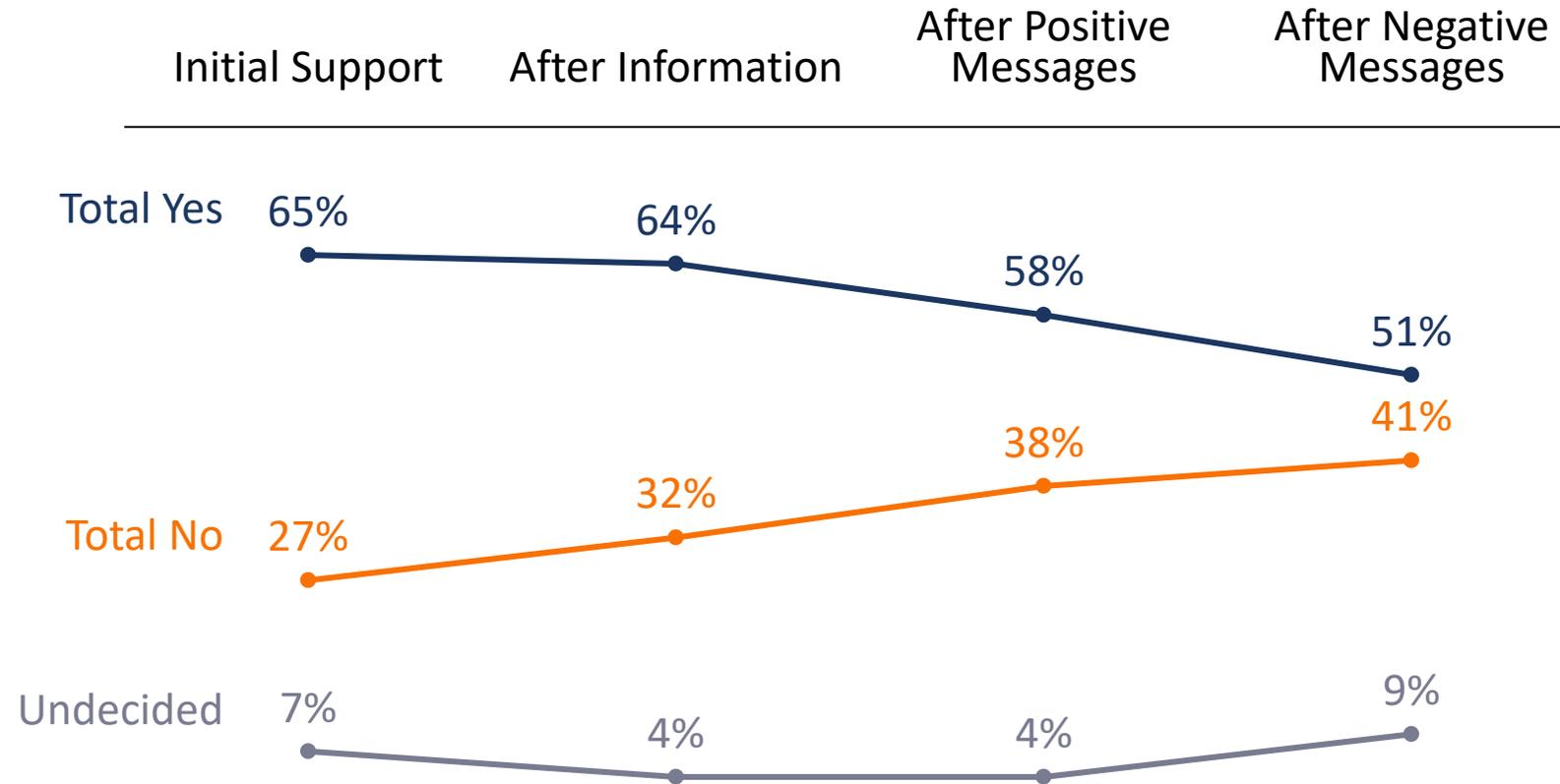


Within Two Blocks of Downtown – the area bounded by Grant Street to the north, Mill Street to the south, East Street to the east, and Vine Street to the west.



After an exchange of messaging, support for the geographic exemption narrows.

Geographic Exemption



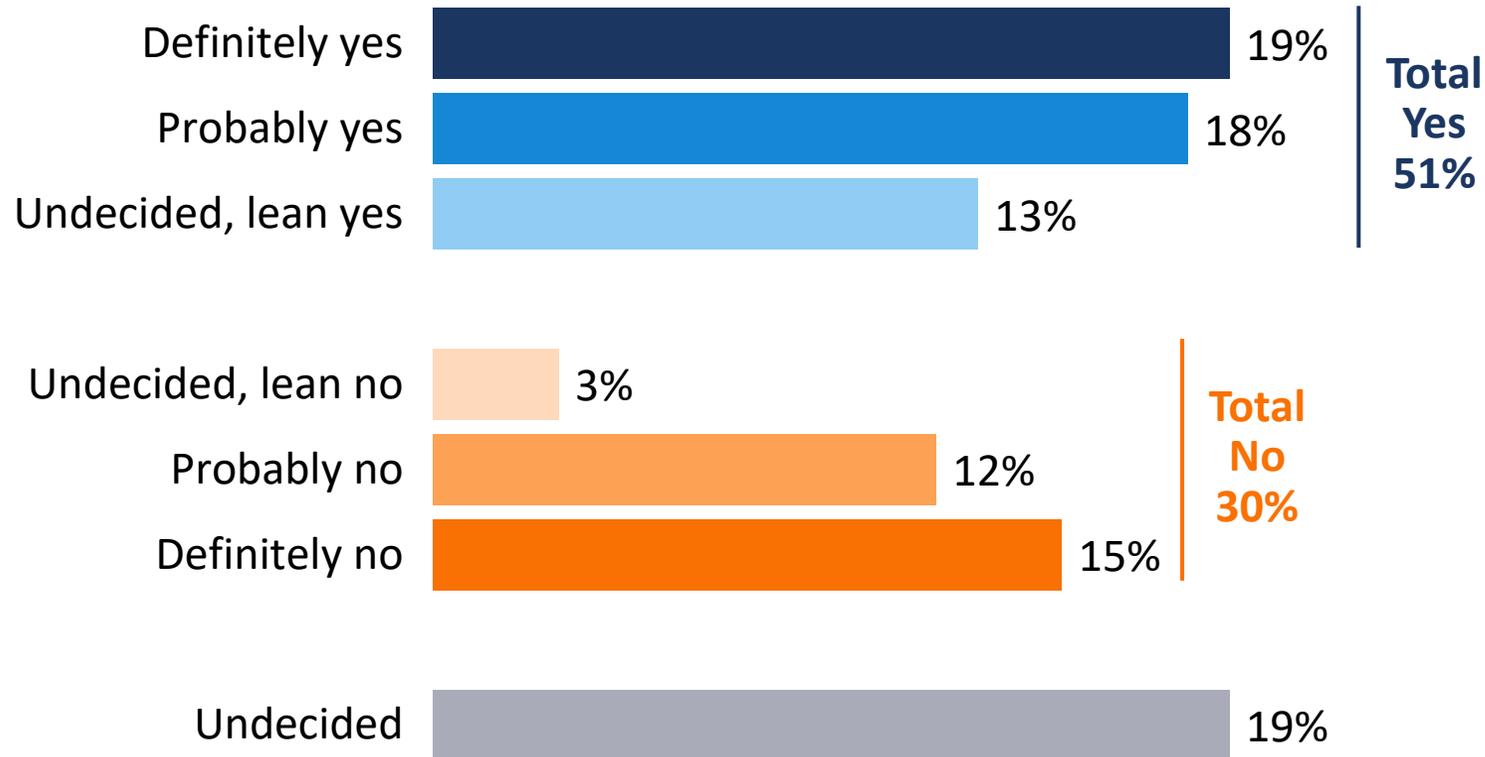


GMO Multi-Family Income Restriction Modification Measure

A slim majority of voters supports the proposed modifications to the income restriction.

Removing MFR Income Restriction

“To encourage creation of workforce housing without exceeding existing growth guidelines, should the City of Healdsburg amend its Growth Management Ordinance to remove the income restriction on multifamily rental units?”



Voters across major demographic groups are closely divided on the measure.

Removing MFR Income Restriction

Demographic Group	Total Yes	Total No	Undecided
All Voters	51%	30%	19%
Gender			
Men	49%	33%	18%
Women	53%	26%	20%
Party			
Democrats	52%	27%	21%
Independents	52%	27%	21%
Republicans	46%	43%	11%
Residence			
Homeowners	51%	30%	19%
Renters	53%	29%	18%

Voters in their 40's and 50's are more likely to vote "yes" than other age groups.

Removing MFR Income Restriction

Demographic Group	Total Yes	Total No	Undecided
Age			
18-29	55%	24%	21%
30-39	46%	21%	33%
40-49	58%	30%	12%
50-64	58%	29%	13%
65-74	46%	33%	21%
75+	44%	38%	18%

Independents under age 50 are most likely to vote “yes.”

Removing MFR Income Restriction

Demographic Group	Total Yes	Total No	Undecided
Party by Age			
Democrats Ages 18-49	52%	27%	21%
Democrats Ages 50+	52%	28%	20%
Independents Ages 18-49	57%	18%	24%
Independents Ages 50+	46%	36%	18%
Republicans Ages 18-49	47%	35%	18%
Republicans Ages 50+	46%	47%	7%
Party by Gender			
Democratic Men	48%	31%	21%
Democratic Women	55%	24%	20%
Independent Men	54%	26%	19%
Independent Women	50%	26%	24%
Republican Men	43%	52%	5%
Republican Women	49%	34%	16%

There is little difference between higher- and lower-propensity voters.

Removing MFR Income Restriction

Demographic Group	Total Yes	Total No	Undecided
Race/Ethnicity			
Whites	54%	25%	20%
Latinos	53%	31%	16%
All Voters of Color	48%	33%	19%
Participation in the Last Six Statewide Elections			
2+/6	51%	30%	18%
3+/6	51%	31%	18%
4+/6	51%	31%	18%
5+/6	50%	32%	19%
6/6	51%	31%	18%

Additional Context Provided

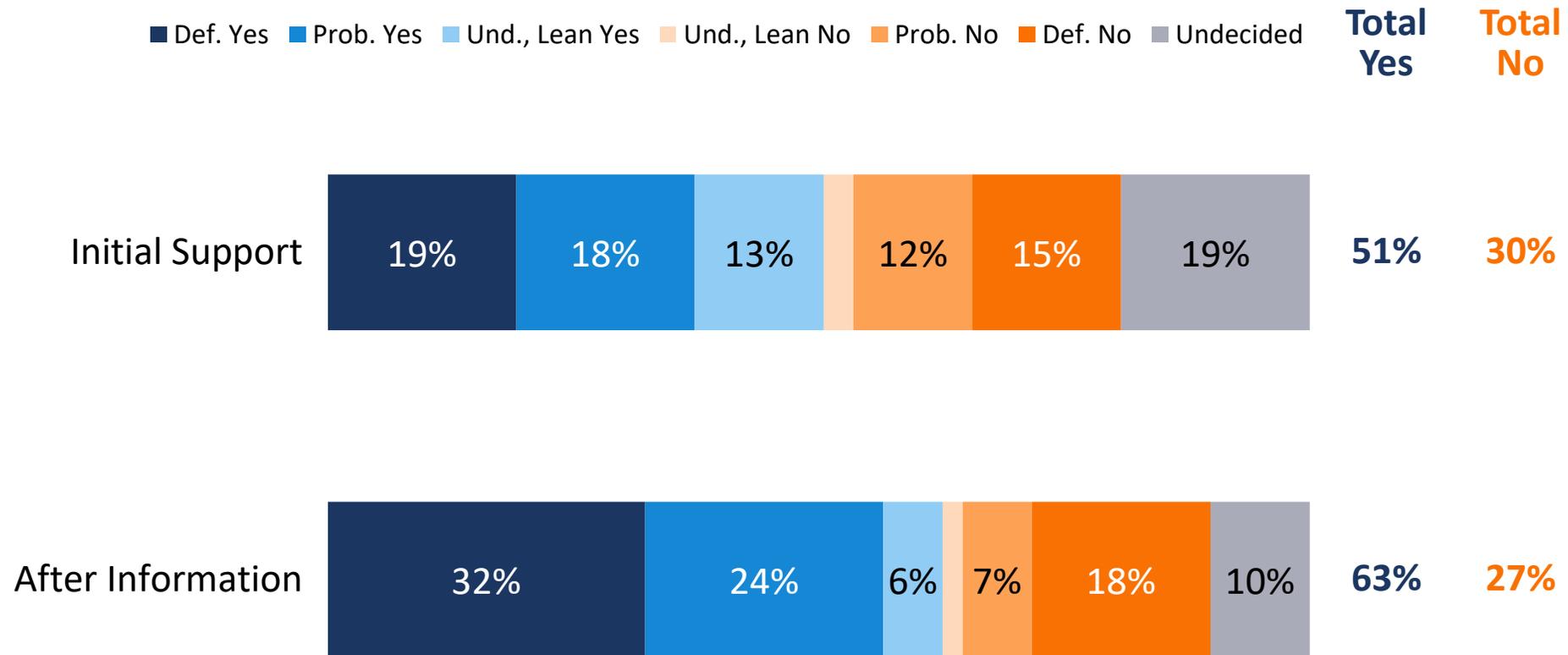
Removing MFR Income Restriction

Healdsburg's Growth Management Ordinance, or GMO, was enacted by voters in 2000 and established restrictions on the number of new housing units that can be constructed over a three-year period. It limits market-rate housing construction to 90 units every three years, or approximately 30 new market-rate housing units per year. In addition, it limits construction of middle-income units to 150 every three years, or approximately 50 new middle-income housing units per year.

This measure would remove the income restriction, allowing the development of up to 150 units every three years for a mix of incomes, as long as the housing units being built are multi-family rentals that are not for sale. The goal of this measure is to increase the availability and affordability of workforce housing in Healdsburg. Additionally, all new housing would have to follow other City of Healdsburg requirements to include housing affordable to low, moderate, and middle-income residents.

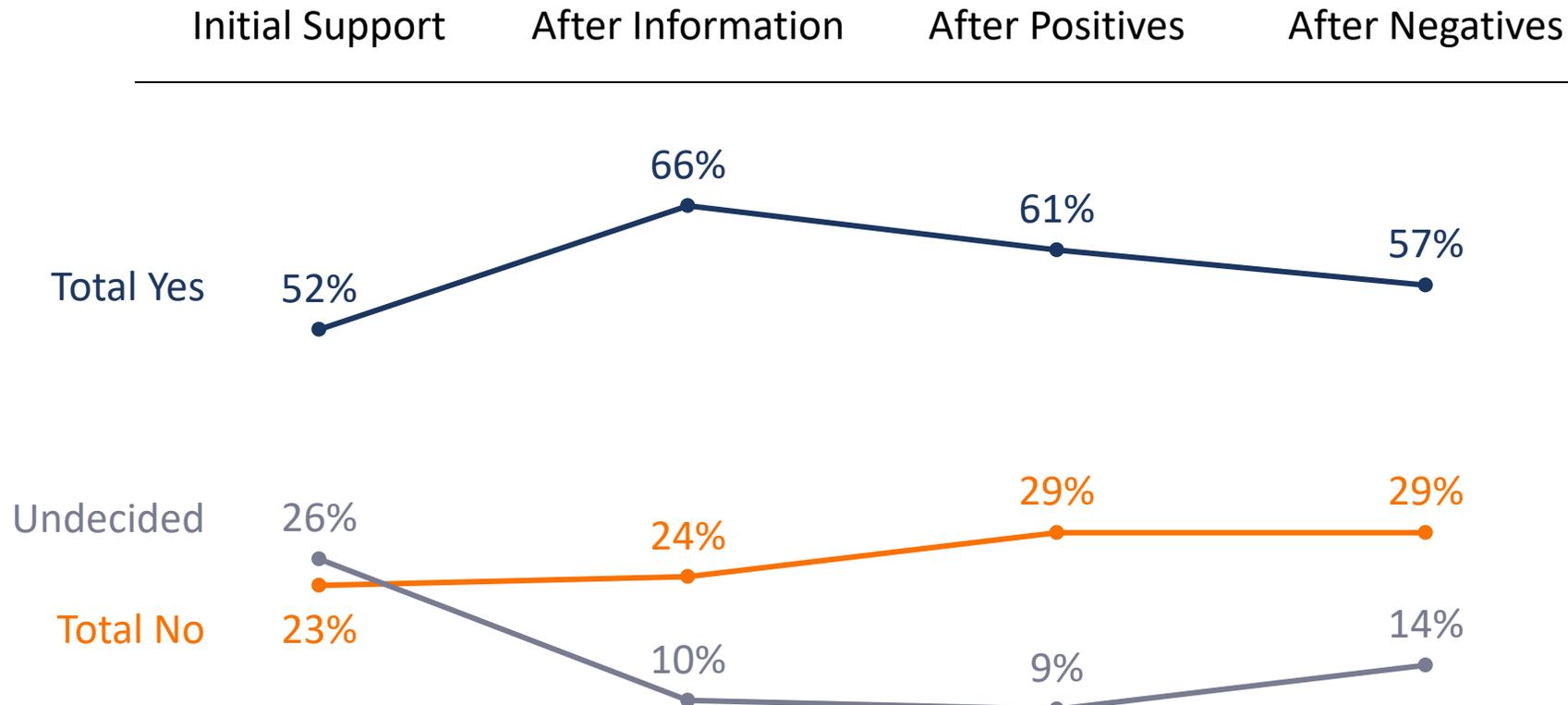
Support for the measure increases as voters hear more about it.

Removing MFR Income Restriction



Most voters support the income restriction update as they learn more about it.

Removing MFR Income Restriction



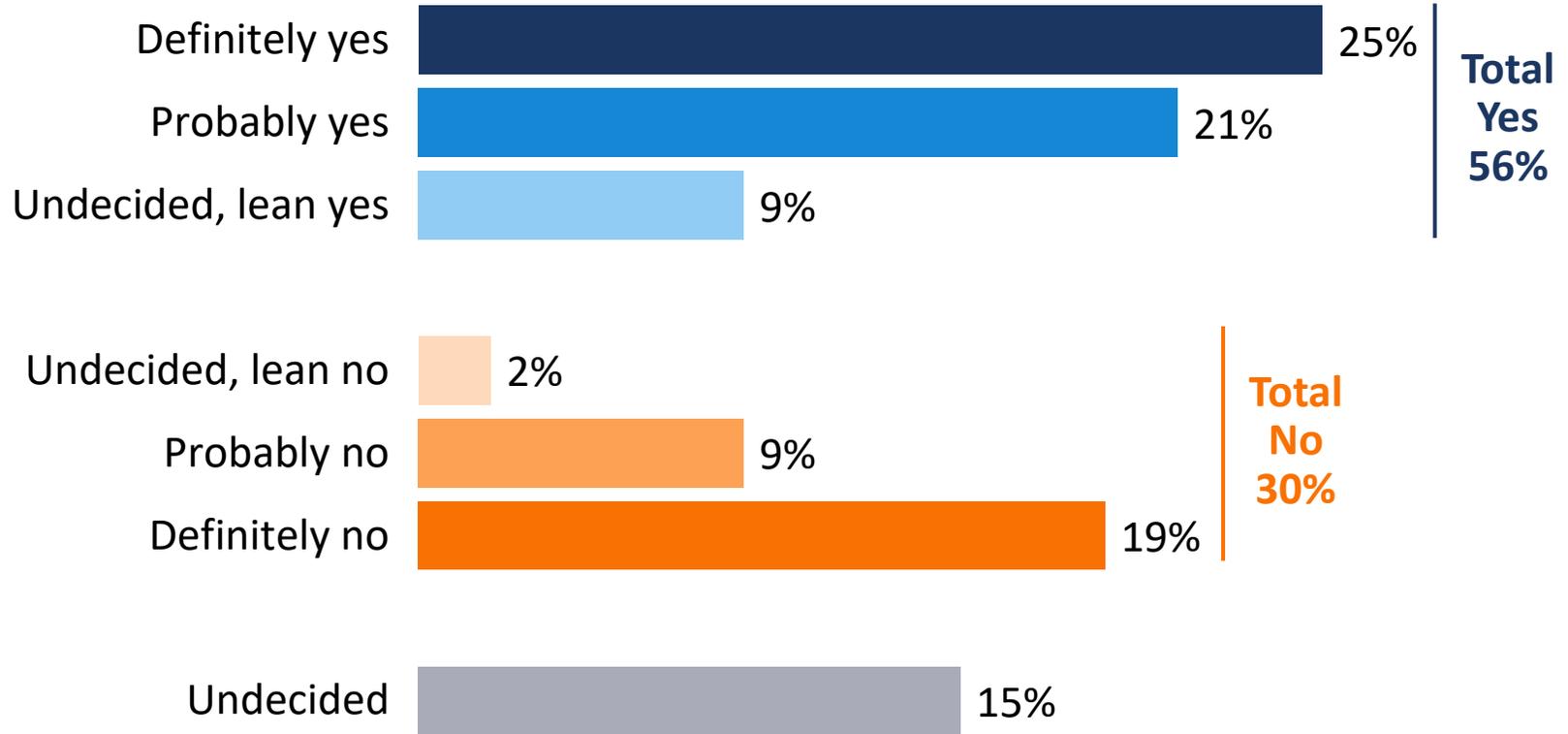


GMO Allocation Modification Measure

A majority of voters support the proposed change to allow the use of prior allocations.

Prior Allocation Carryover

“To facilitate housing within the parameters of the original Growth Management Ordinance, should the City amend the Growth Management Ordinance to permit construction of housing units that were allowed but not constructed in previous years?”



Men are more likely to vote “yes” than are women.

Prior Allocation Carryover

Demographic Group	Total Yes	Total No	Undecided
All Voters	56%	30%	15%
Gender			
Men	61%	28%	11%
Women	51%	31%	18%
Party			
Democrats	59%	26%	15%
Independents	48%	35%	17%
Republicans	53%	36%	11%
Residence			
Homeowners	56%	31%	12%
Renters	57%	24%	19%

Voters ages 50-74 are more likely to vote “yes” than others on this measure.

Prior Allocation Carryover

Demographic Group	Total Yes	Total No	Undecided
Age			
18-29	50%	14%	36%
30-39	56%	31%	13%
40-49	46%	41%	14%
50-64	60%	29%	11%
65-74	62%	26%	12%
75+	52%	37%	11%

Democratic men are especially likely to vote “yes.”

Prior Allocation Carryover

Demographic Group	Total Yes	Total No	Undecided
Party by Age			
Democrats Ages 18-49	54%	25%	21%
Democrats Ages 50+	62%	26%	11%
Independents Ages 18-49	48%	30%	22%
Independents Ages 50+	49%	39%	12%
Republicans Ages 18-49	44%	44%	12%
Republicans Ages 50+	57%	33%	10%
Party by Gender			
Democratic Men	67%	27%	6%
Democratic Women	53%	25%	22%
Independent Men	51%	28%	21%
Independent Women	43%	45%	12%
Republican Men	59%	31%	11%
Republican Women	48%	43%	9%

Latino voters are more likely to vote “yes” than are white voters.

Prior Allocation Carryover

Demographic Group	Total Yes	Total No	Undecided
Race/Ethnicity			
Whites	58%	26%	16%
Latinos	65%	22%	14%
All Voters of Color	59%	26%	15%
Participation in the Last 6 Statewide Elections			
2+/6	58%	31%	11%
3+/6	59%	30%	10%
4+/6	58%	31%	11%
5+/6	58%	30%	12%
6/6	58%	30%	12%

Additional Context Provided

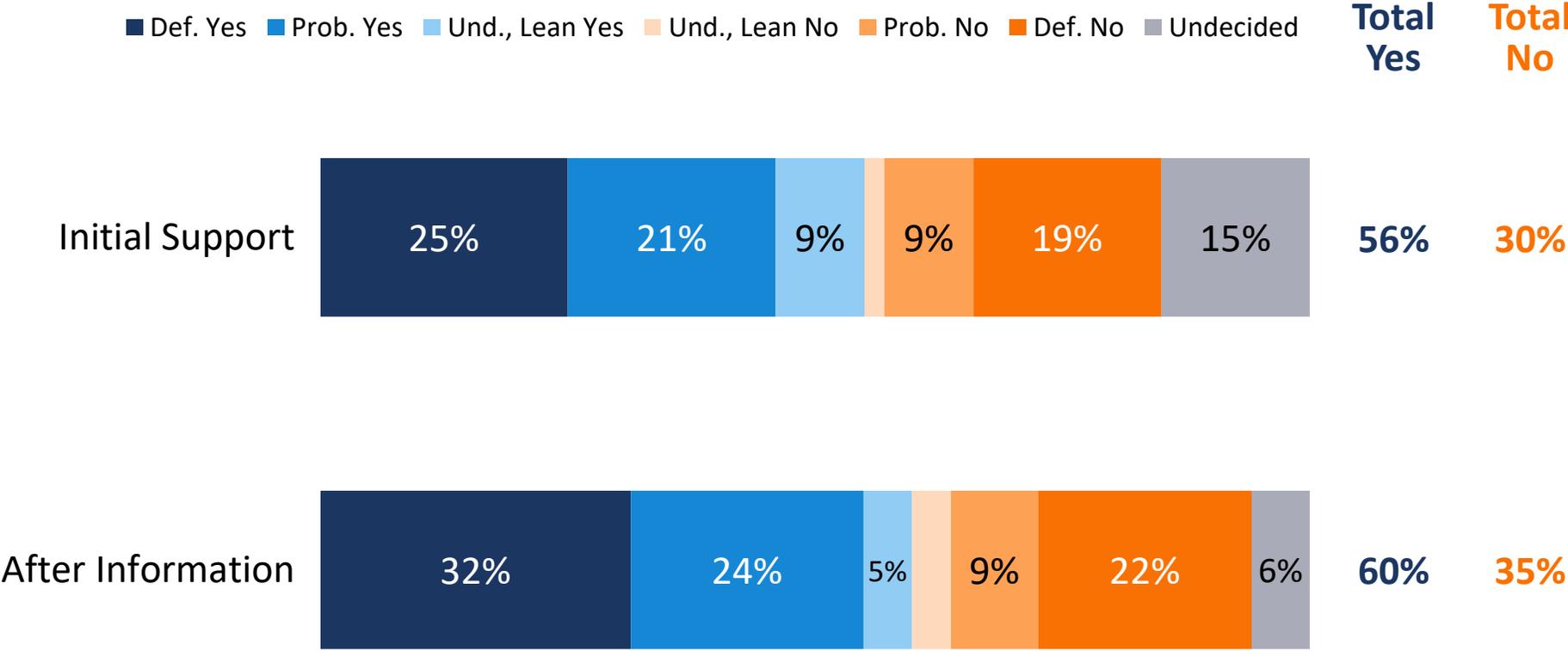
Prior Allocation Carryover

Healdsburg's Growth Management Ordinance, or GMO, was enacted by voters in 2000 and established restrictions on the number of new housing units that can be constructed over a three-year period. It limits market-rate housing construction to 90 units every three years, or approximately 30 new market-rate housing units per year. In addition, it limits construction of middle-income units to 150 every three years, or approximately 50 new middle-income housing units per year.

The Growth Management Ordinance limits market-rate housing construction to 90 units every three years, or approximately 30 new market-rate housing units per year, but because of the restrictions included in the GMO, not all 90 units that allowed are constructed every three years. This measure would allow those units that were never built to roll over and be constructed. These units would still be subject to other GMO requirements and the requirements to include housing affordable to low, moderate, and middle-income residents.

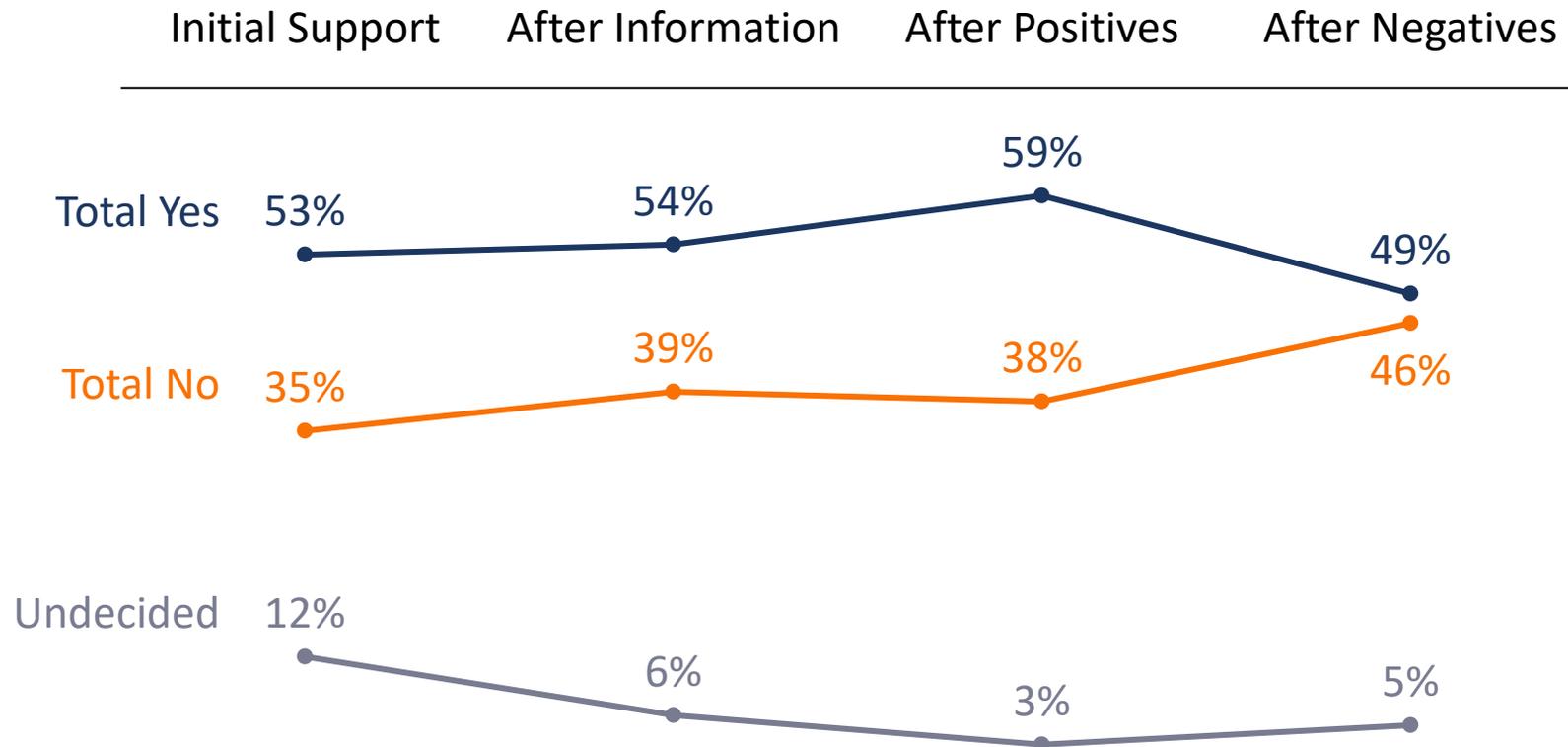
After hearing additional information, voters' opinion does not shift greatly.

Prior Allocation Carryover



After an exchange of pro and con messaging, support for the prior allocation approach narrows.

Prior Allocation Carryover

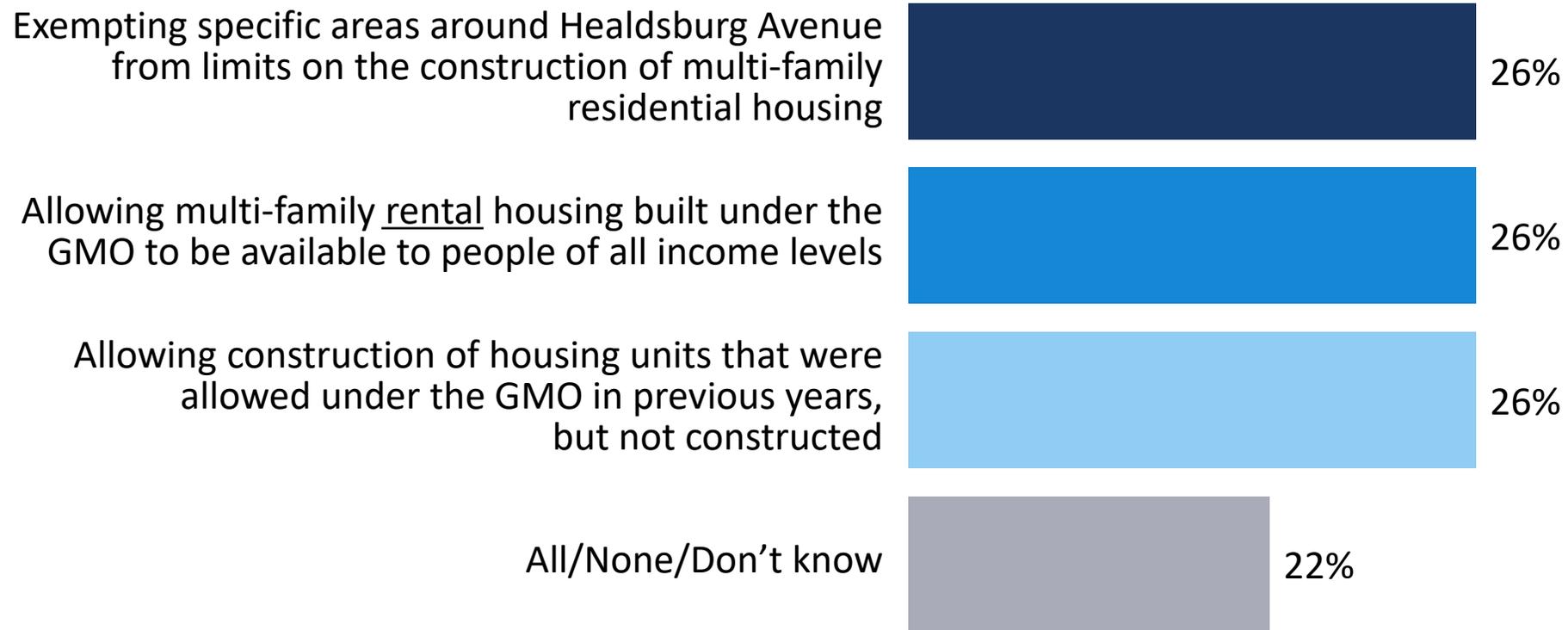




Messaging

When asked to choose between the three approaches, voters are evenly divided.

Which of these approaches to modifying the City's Growth Management Ordinance would you be most likely to support:



The profiles of those who disproportionately prefer each policy tend to fall along partisan lines.

Geo Exception	Remove MFR Income Restriction	Prior Allocation Carryover
26% of the Electorate	26% of the Electorate	26% of the Electorate
Ages 50-64	Single Republican Households	Ages 18-29
Renters	Independent Women	Interviewed in Spanish
Single Democrat Households	Republicans Ages 18-49	Independent Men
Democratic Men	Republicans	Latinos
All Voters of Color	Republicans Ages 50+	Independents Ages 18-49
Democrats Ages 18-49	HH Income \$90,000-\$120,000	Men Ages 18-49
Democrats	Ages 75+	College-Educated Men
Democrats Ages 50+	Ages 30-49	All Voters of Color
HH Income <\$90,000	Independents Ages 18-49	Men

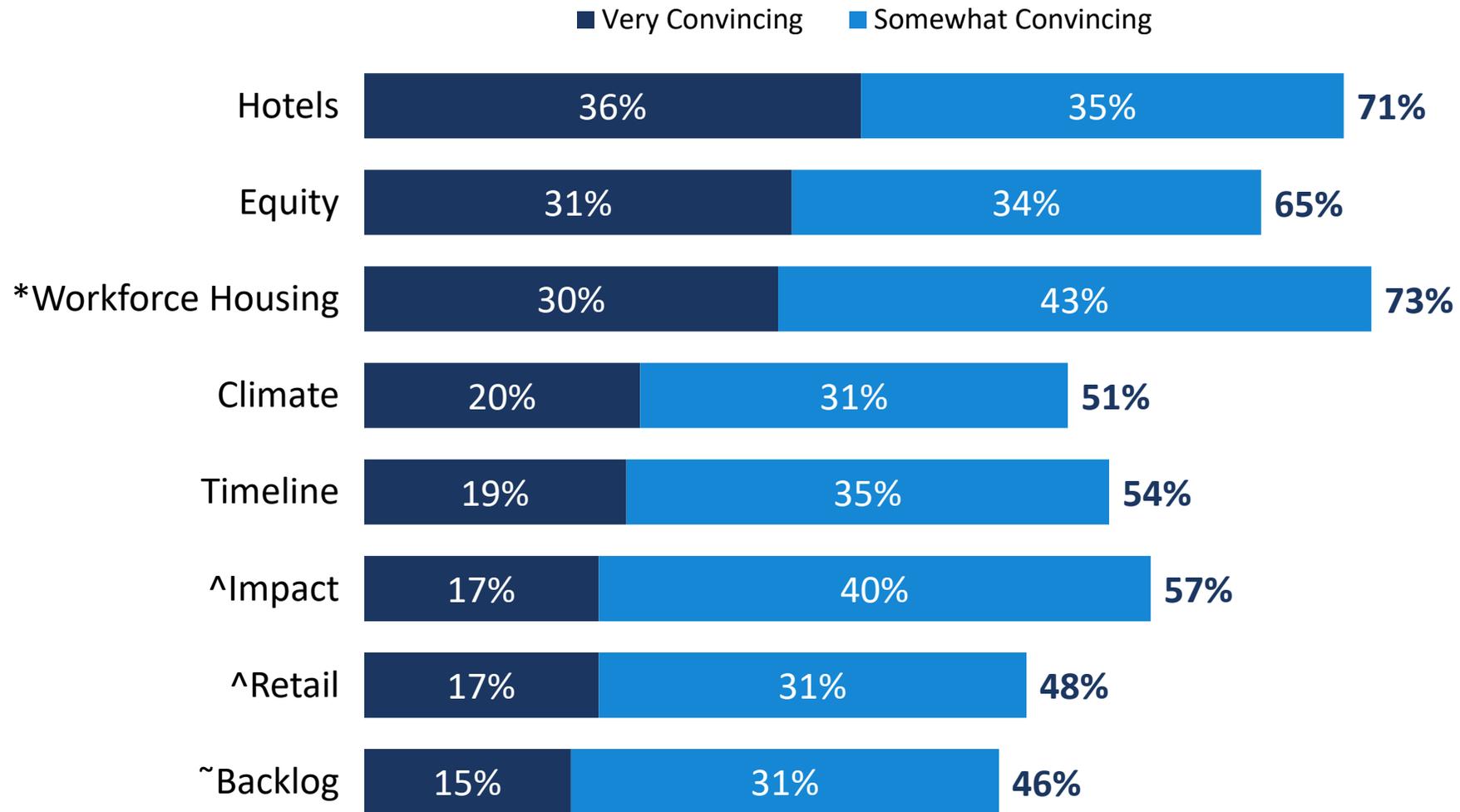
Messages in Favor of the Measures

Ranked by Very Convincing	
36%	(HOTELS) In recent years, new construction in Healdsburg has mainly consisted of high-end hotels, largely due to the excessive restrictions placed on building housing in our community. We need more housing for working and middle-income people. This measure will make it easier to build more housing for community members so they can work, live and thrive in Healdsburg.
31%	(EQUITY) With the skyrocketing cost of housing, Healdsburg has become a place that only the wealthy can afford. This measure will make Healdsburg a more equitable and diverse community, by building more housing and making it a place that local families, essential workers, and seniors can afford to live.
30%	*(WORKFORCE HOUSING) Removing the income requirement for multifamily construction will make it easier to build rental units for people who live and work in Healdsburg, including teachers, firefighters, police and hospitality workers, while continuing to limit the construction of multifamily luxury homes.
20%	(CLIMATE) Building additional housing and local-serving retail around Healdsburg Avenue will make our community more walkable and lessen carbon emissions from commutes, helping our City meet its goal of reducing the pollution that causes climate change.

Messages in Favor of the Measures *(Continued)*

Ranked by Very Convincing	
19%	(TIMELINE) Given the current GMOs strict limitations on housing development, it will take Healdsburg decades to catch up with our current housing demand. We are in the midst of an unprecedented housing crisis that is not improving. We need solutions to address it fast. This measure will make it easier to provide housing for local residents.
17%	^(IMPACT) This measure would only apply to housing built in specific areas along the Healdsburg Avenue Corridor – areas that are already commercial. It would have little to no impact on existing residential neighborhoods.
17%	^(RETAIL) More housing on the Healdsburg Avenue Corridor will come with more retail that serves the local community, like grocery stores and local shops, and support existing local businesses that serve the whole community.
15%	~(BACKLOG) The GMO has made it difficult to build much needed housing in Healdsburg, and housing units allowed to be built under the GMO in previous years often were never actually built. This measure would allow all housing previously allowed under the GMO but never to built to be constructed, so that Healdsburg can fight the housing affordability crisis. It would maintain the same total limits on housing construction that the GMO has always required.

Messaging on hotels, promoting equity, and providing workforce housing resonates most.



Democrats find the message on hotels especially convincing, while independents respond strongly to the workforce housing message.

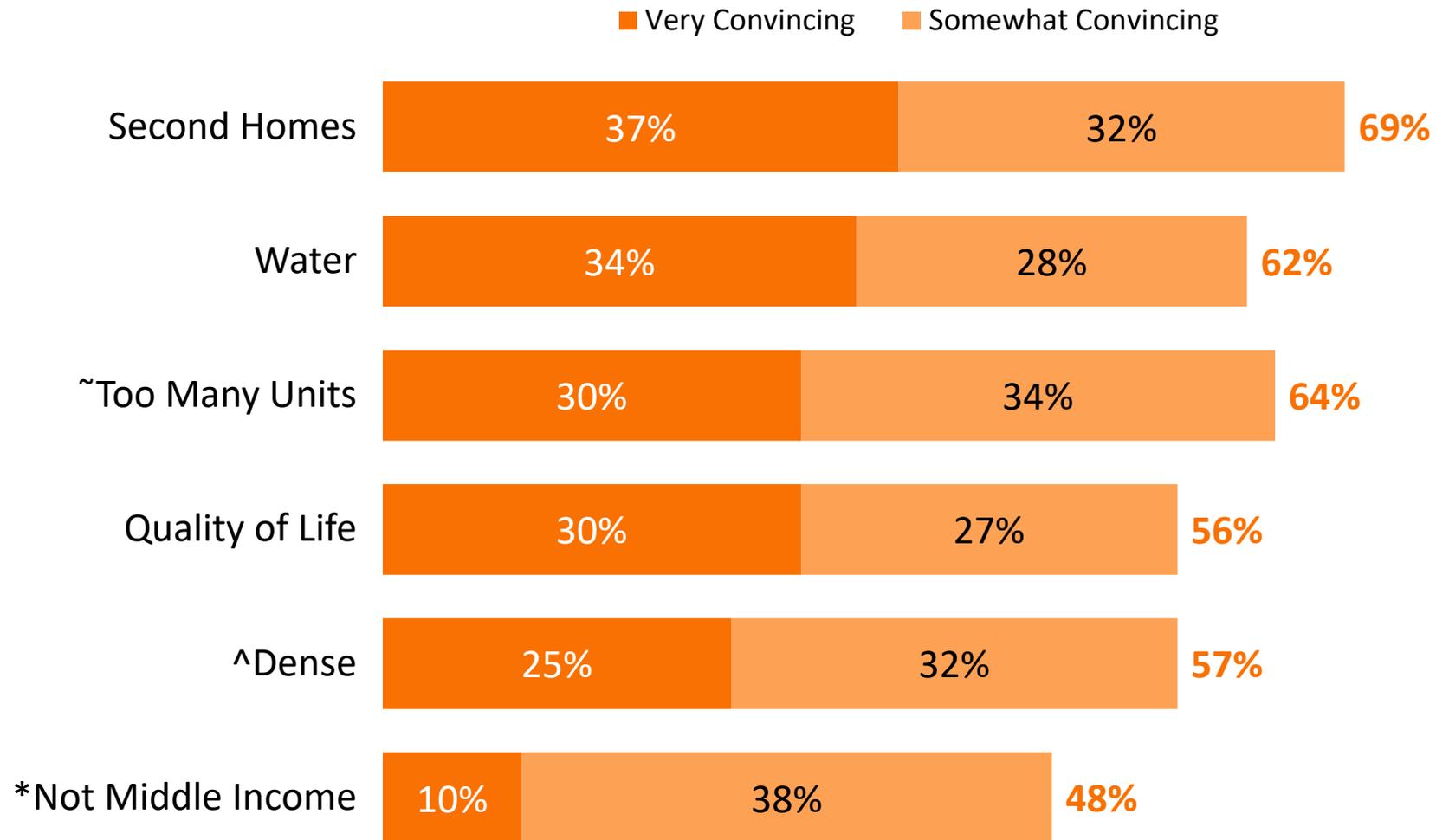
Statement	Very Convincing					
	All Voters	Party			Residence	
		Dems.	Inds.	Reps.	Homeowners	Renters
Hotels	36%	42%	33%	16%	31%	42%
Equity	31%	37%	27%	15%	25%	39%
*Workforce Housing	30%	28%	49%	9%	21%	44%
Climate	20%	22%	19%	10%	18%	22%
Timeline	19%	21%	23%	5%	18%	23%
^Impact	17%	22%	8%	10%	16%	25%
^Retail	17%	20%	9%	19%	16%	20%
~Backlog	15%	16%	17%	8%	13%	19%

Q13. I am going to read you some potential statements supporters of the measure may make. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this measure. ^Split C, *Split D & ~Split E

Messages in Opposition to the Measures

Ranked by Very Convincing	
37%	(SECOND HOMES) This measure will not provide housing that benefits local residents. New homes that come up on the market are immediately purchased by wealthy outsiders, at sky-high prices, who want a second home in Healdsburg.
34%	(WATER) This measure will lead to a drastic population increase that Healdsburg cannot support. In particular, our water supply is constrained as it is and we cannot support more growth.
30%	~ (TOO MANY UNITS) This measure will allow too many units to be approved for construction all at once. We'll end up with a surge of construction – much of which will be too expensive for the average person to afford – that will ruin the character of our community.
30%	(QUALITY OF LIFE) Many people choose to live in Healdsburg because of its small-town charm, agricultural legacy, and natural beauty. This measure will cause our population to explode and put all those elements of our quality of life at risk.
25%	^ (DENSE) This measure will allow a dramatic increase in housing construction in a handful of areas in and around town, leading to huge parking and traffic hassles in areas of the city that are already among the most congested.
10%	* (NOT MIDDLE INCOME) The middle-income restriction of the GMO is in place to protect working people. By passing this measure, we'll continue to end up with new multi-family buildings that are out of reach for working people.

Critical statements describing second-home construction and strain on the water supply are most convincing.



The negative message describing production of second homes is very convincing to Democrats and renters.

Statement	Very Convincing					
	All Voters	Party			Residence	
		Dems.	Inds.	Reps.	Homeowners	Renters
Second Homes	37%	41%	31%	30%	30%	47%
Water	34%	33%	26%	49%	39%	29%
~Too Many Units	30%	26%	36%	35%	33%	29%
Quality of Life	30%	25%	37%	37%	32%	23%
^Dense	25%	21%	34%	32%	28%	19%
*Not Middle Income	10%	12%	6%	8%	16%	3%



Conclusions

Conclusions

- Healdsburg voters broadly agree that there is a need to increase housing supply to address affordability in the city.
- While few are familiar with the GMO currently, and most agree growth is necessary, most also agree that growth restrictions have benefited the city.
- In that context, a majority of voters support all three potential modifications to the GMO.
- Voter support for the geographic exemption and carryover of prior years' allocation are strongest initially.
- After messaging, support for all the measures narrows; with a plain-English explanation views on lifting the income restriction are the most positive.
- The strongest positive messages describe how current growth restrictions have resulted in a focus on hotel construction and how these measures will make the city more equitable.
- The most convincing criticisms describe the potential increase in second homes and impacts to the water supply.
- Overall, the findings suggest that the geographic exemptions and the prior allocation carryover may be best positioned for success at the ballot – even though support tightens after messaging, the stronger initial support suggests they are easier for voters to understand up-front.

For more information,
contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com

Public Comment

Comentarios del público

03:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

Income-Qualified Multi-Family Appliance Replacement

City Council, April 1, 2024



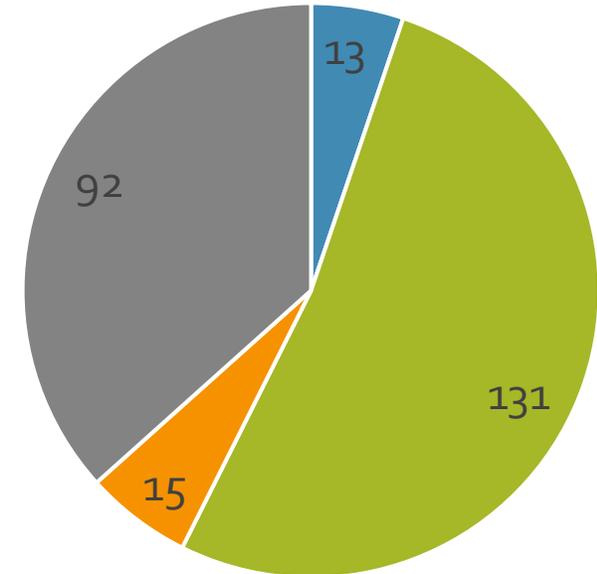
Recommended Actions

- Adopt a resolution to establish a rebate program for EPA's ENERGY STAR Most Efficient refrigerators and ENERGY STAR dishwashers for income-restricted multi-family properties with 20 or more units in Healdsburg

2023 Energy Efficiency Program Results

- 2023 Energy Efficiency Program Results
 - 252 MWh annual savings
 - 3,057 MWh lifetime savings
 - 109,014 therm lifetime savings
 - 1,592 MTCO₂e GHG lifetime savings
 - \$0.11 per kWh saved (ranges from \$0.04-2.60)
- 2024 Goal: 327 MWh annual savings

2023 Energy Efficiency Annual Savings (MWh)



- Commercial Lighting
- Commercial Refrigeration
- Residential Efficiency
- Residential Electrification

2023 Energy Efficiency Savings will be published in Spring 2024 in the state-wide Publicly Owned Utility (POU) energy efficiency report.

California's Cap & Trade Program

- Provides freely allocated allowances to Healdsburg Electric Utility
- Requirement that the value of allowances must be used to benefit electric ratepayers while reducing greenhouse gas emissions
- Used to fund energy efficiency and other GHG reduction programs for the City

Income- Qualified Energy Programs

2021 and
Earlier

- Audits with energy and water efficient devices installed (2017-2018)
- Attic insulation rebate (2020-2021)

2022

- Energy program review

2023

- Appliance replacement program development
- Climate Mobilization Strategy adopted

2024

- Proposed refrigerator and dishwasher replacement up to 100% rebate

Multi-Family Low-Income Appliance Replacement



Appliance Selection for Phase 1

Appliance	Estimated Cost per Unit*	Estimated Total Cost*	Estimated Lifetime MT CO ₂ e Savings	\$ / MT CO ₂ e Saved	Reason Selected / Not Selected for Phase 1
Refrigerator (up to 320)	\$1,229	\$393,120	363	\$1,083	Relatively low cost, Easy to install, Direct benefit to residents
Dishwasher (up to 230)	\$1,018	\$234,120	95	\$2,461	
Heat Pump Water Heater (up to 309)	\$5,953	\$1,839,364	1,788	\$1,028	Cost-effective but expensive, Leverage other State existing / in development programs, Technology advancements
Clothes Washer (up to 74)	\$2,710	\$200,544	70	\$2,870	Common area laundry owned by third party
Clothes Dryer (up to 74)	\$1,434	\$106,120	NA	NA	Common area laundry owned by third party, Leverage other State in development programs, Technology advancements

**Includes estimated administration and implementation costs.*

Rebate Maximum Amounts

MEASURE	MAXIMUM REBATE
ENERGY STAR Most Efficient Refrigerator (≤ 23 cu ft) <i>Must have automatic defrost, top freezer preferred</i> <i>May be no more than 2 cu ft larger than existing refrigerator</i>	Up to \$900 per unit
ENERGY STAR Dishwasher	Up to \$525 per unit
Refrigerator installation and disposal, averaged cost	Up to \$100 per unit average
Dishwasher installation and disposal, averaged cost	Up to \$175 per unit average

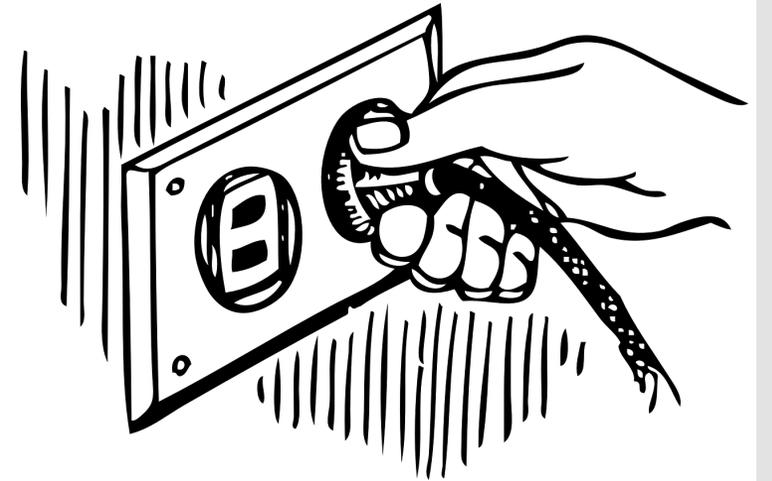
Property Management is responsible for any costs exceeding the rebate amounts specified above.

Anticipated rebate budget of up to \$481,000 for 320 refrigerators and 230 dishwashers.

Recommending a no-cost extension to ESG contract to implement program.

Anticipated Savings

- 320 Refrigerators
 - ~600 kWh annual savings each
 - 188,800 kWh annual savings total
 - Program cost of \$0.38 per lifetime kWh saved
- 230 Dishwashers
 - ~200 kWh savings and 600-1,400 gallons and 0.4 therm savings each
 - 52,210 kWh annual savings total
 - \$0.89 per lifetime kWh saved
 - 212,635 gallons annual savings total
 - \$0.10 per lifetime gallons saved
 - 96 therms annual savings total
 - \$222 per lifetime therms saved
- **CARE customer discounted electric bill savings of \$102 per year**
 - **Total lifetime bill savings of \$211,655 (for electric and gas for all eligible apartments)**



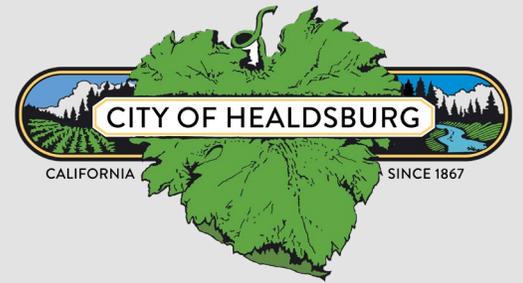
Next Steps

- Send Property Manager Program Packets and begin process flow
- Complete refrigerator and dishwasher replacements
- Monitor and promote other relevant State programs
- Begin development of further appliance replacements

Recommended Actions

- Adopt a resolution to establish a rebate program for EPA's ENERGY STAR Most Efficient refrigerators and ENERGY STAR dishwashers for income-restricted multi-family properties with 20 or more units in Healdsburg

Questions?



Public Comment

Comentarios del público

03:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

Sales Tax Capture and Leakage Analysis

April 1, 2024



Overview

- City Council Goal for 23/24
- Sales Tax Basics
- Overview of Healdsburg's Sales Tax Revenues
- Capture and Leakage Analysis
- Implications for this Data

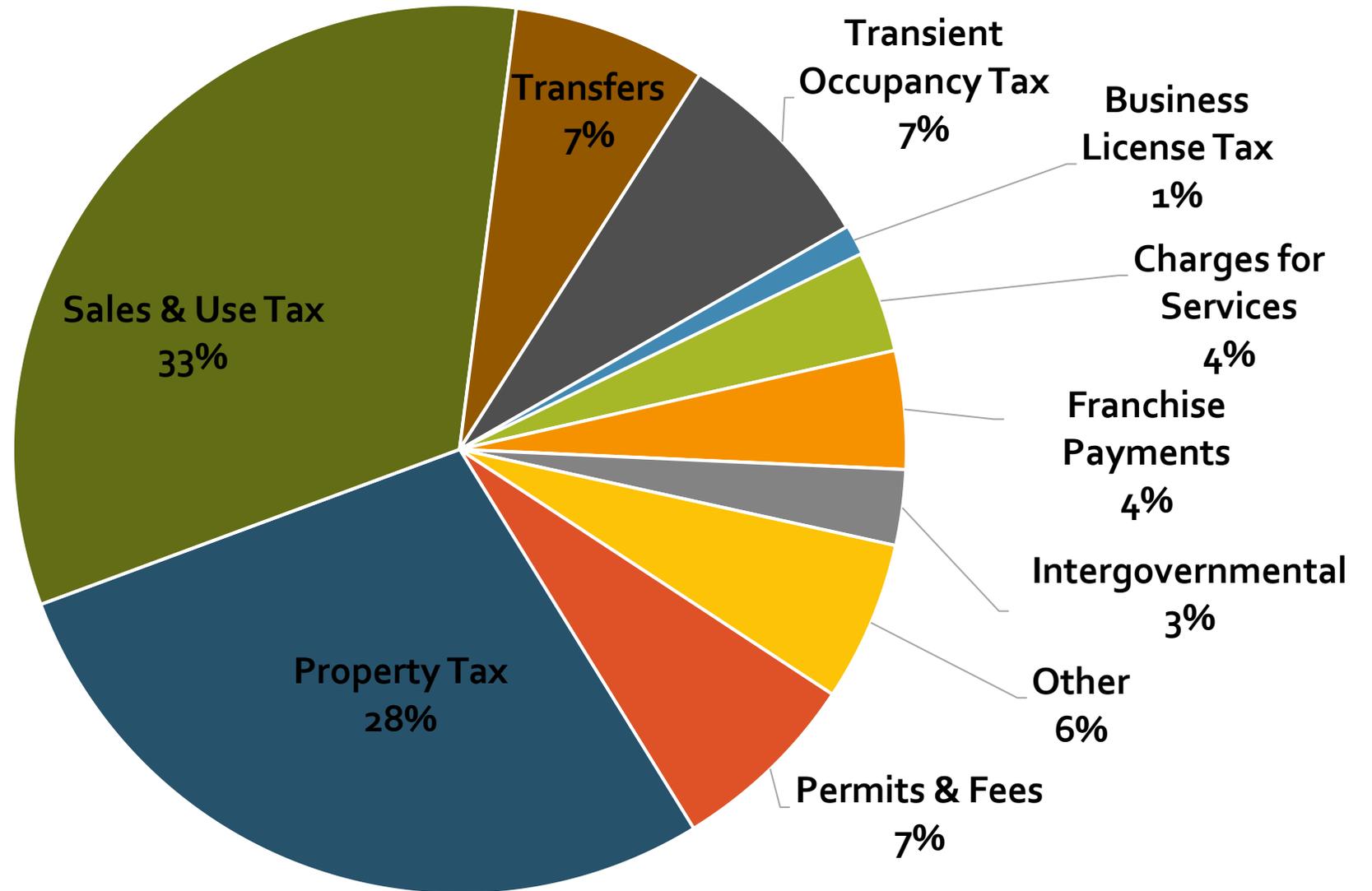
* Note: The City cannot publicly share or discuss revenue data for any specific businesses.

Sales Tax Basics

- **\$8.8m total revenue in FY22/23**
- Current allocation of the 9%:

State	
State General Fund:	3.9375%
City	
General Fund (Bradley-Burns)	1.0%
Measure T (Transaction Tax)	0.5%
Sonoma County	
Public Safety	0.50%
Realignment	1.5625%
Transportation	0.25%
Library	0.125%
Parks	0.125%
Mental Health and Homelessness	0.25%
Transportation Authority	0.25%
SMART	0.25%
Ag and Open Space	0.25%

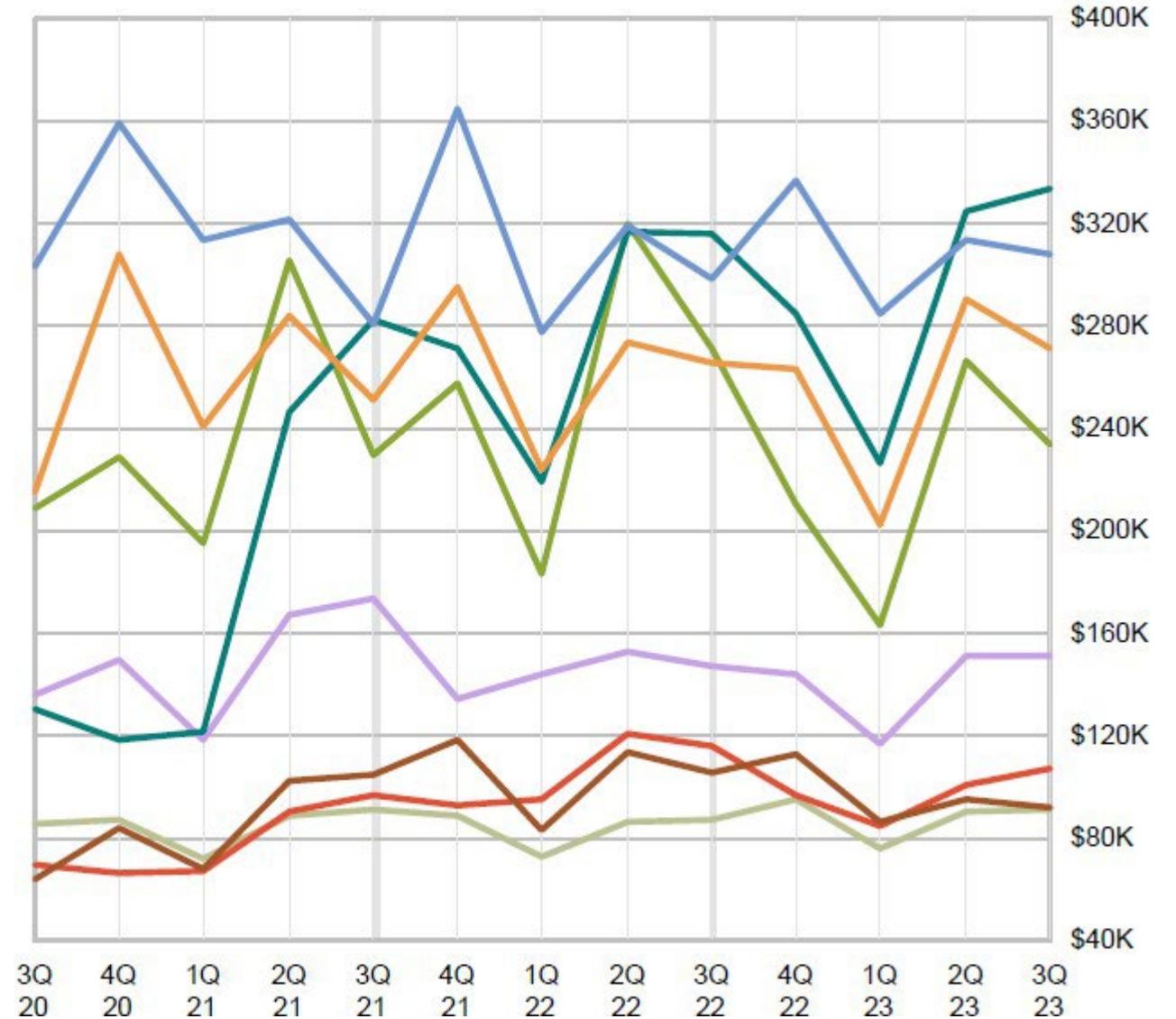
General Fund Revenue Breakdown



Breakdown of Current Revenues

Restaurants And Hotels	Count: 103
Autos And Transportation	Count: 50
State & County Pools	
Business And Industry	Count: 370
Building And Construction	Count: 28
Fuel And Service Stations	Count: 10
General Consumer Goods	Count: 243
Food And Drugs	Count: 37

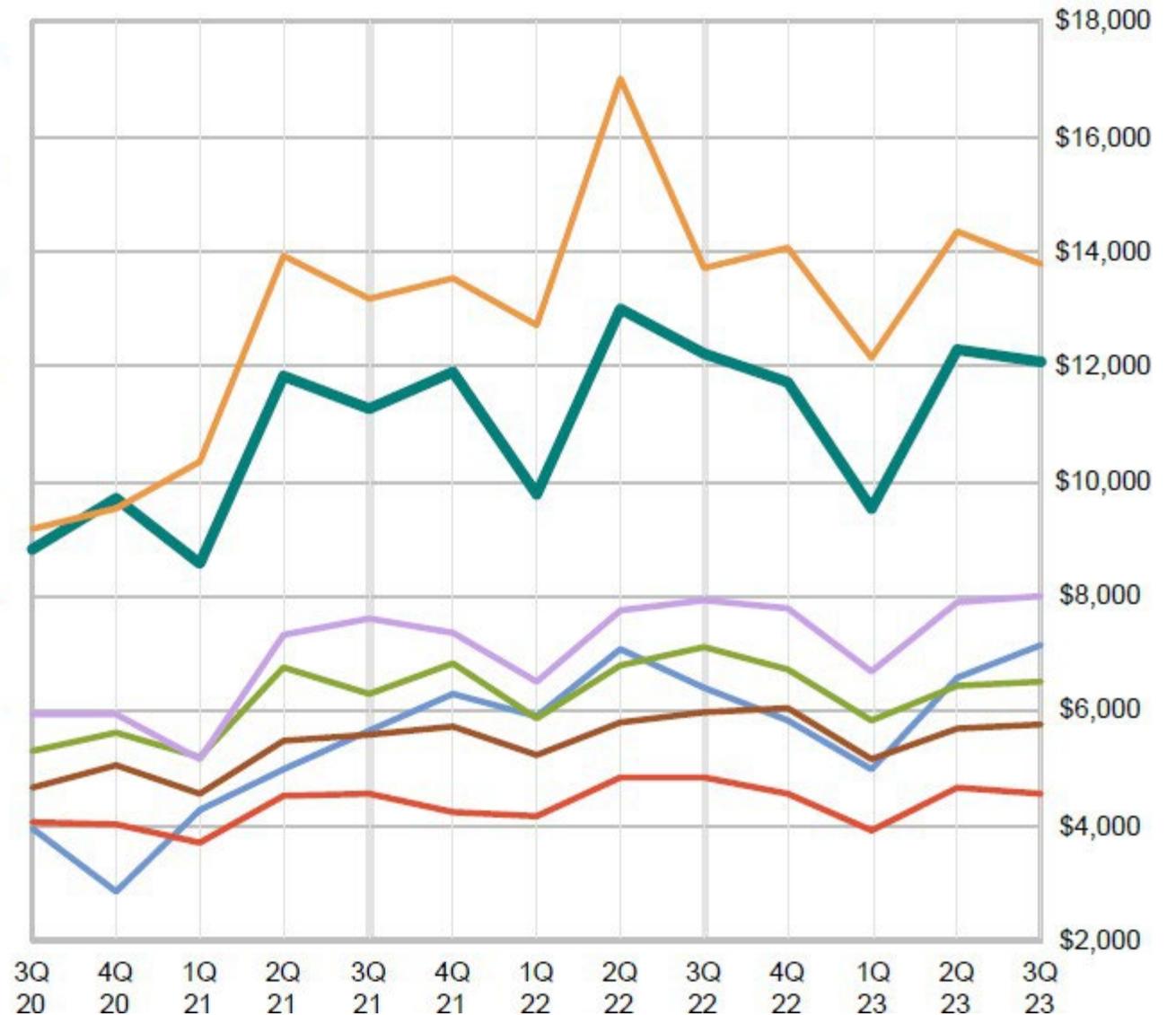
Sales Tax by Major Industry Group



City Comparisons

Healdsburg	Count: 857
Calistoga	Count: 361
St. Helena	Count: 540
Sebastopol	Count: 574
Sonoma	Count: 650
Windsor	Count: 649
Santa Rosa	Count: 5,283

Per Capita Sales



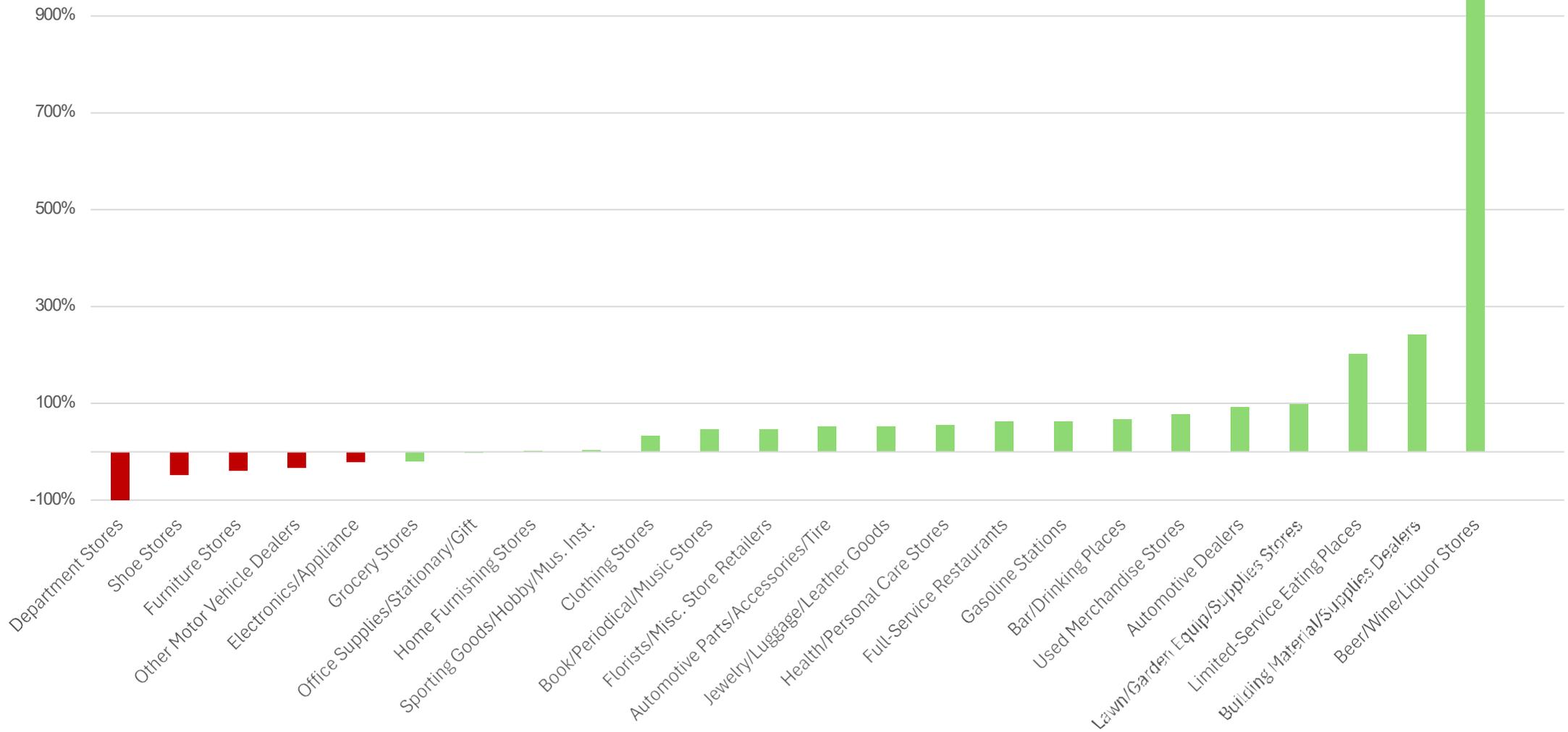
Capture and Leakage Analysis

Based on Healdsburg's demographic profile (population, age, income, employment, etc.), what would our sales makeup look like if we were entirely self-sufficient?

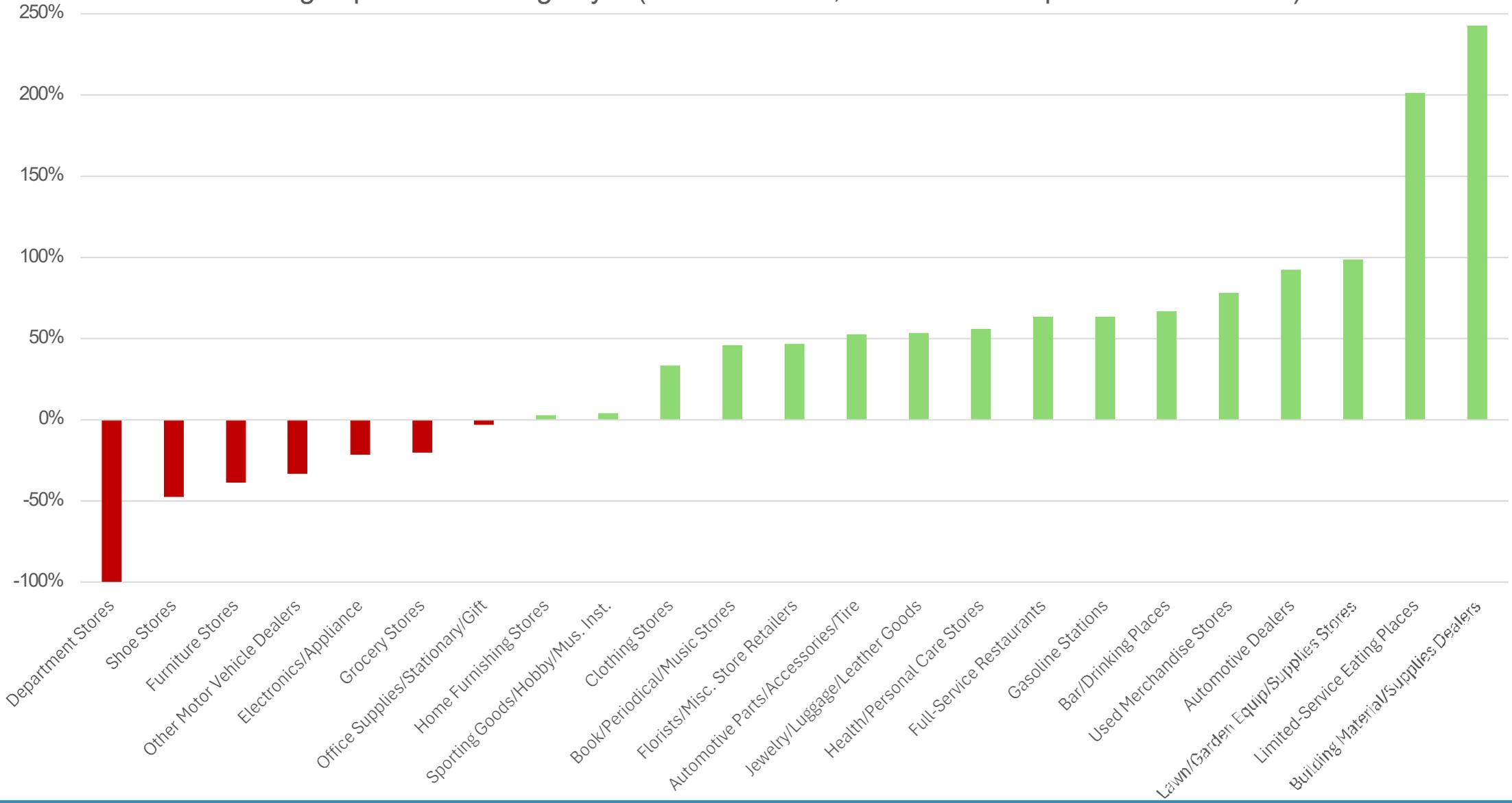
When revenues for a given sector exceed the expected amount, we are ***capturing*** sales.

When revenues for a give section are below the expected amount, we are ***leaking*** sales.

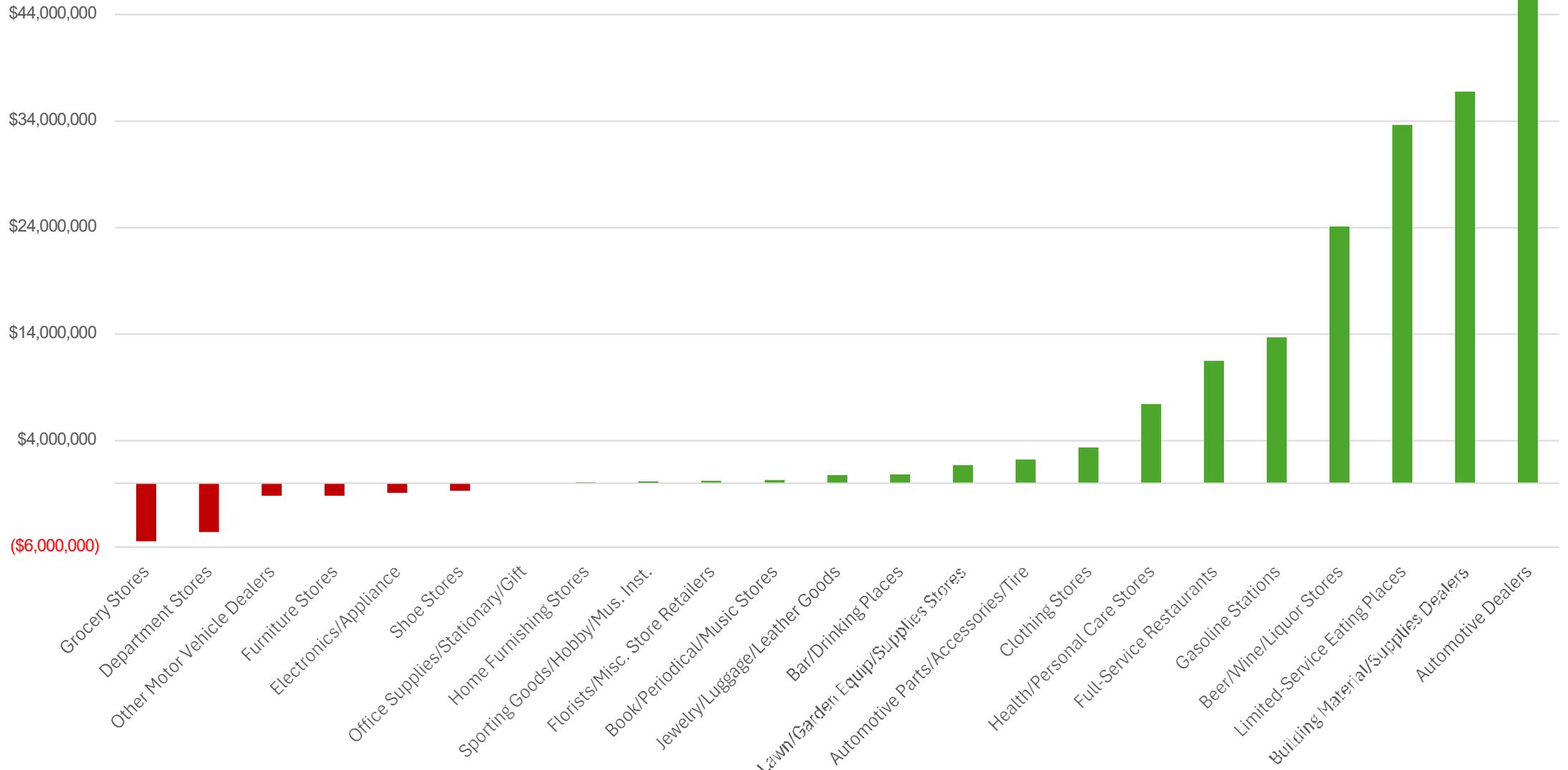
Healdsburg Capture and Leakage by % (selected sectors)



Healdsburg Capture and Leakage by % (selected sectors, with beer/wine/liquor deleted for scale)



Healdsburg Capture and Leakage by \$ (selected sectors)



Implications and Next Steps

This analysis can be useful for:

- Economic Forecasting
- Business Attraction, within reason:
 - Not every business type makes sense for Healdsburg
 - Just because we leak sales doesn't mean we can support new businesses
 - There are limits to how much we can control.
- Business Retention
 - Take care of the businesses that support City operations
 - Chamber of Commerce agreement includes a "Small Business Recognition and Awareness Campaign"

Public Comment

Comentarios del público

03:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped