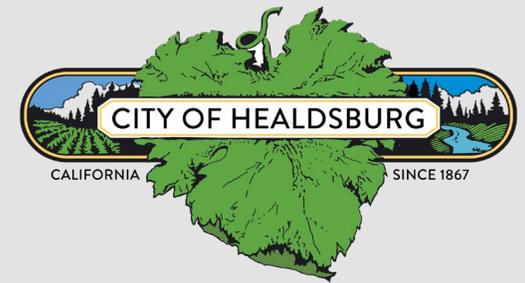


Healdsburg City Council Meeting

March 3, 2025



Healdsburg Police Department Annual Update

City Council Meeting

March 3, 2025

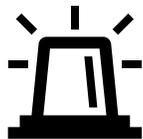
Major Accomplishments



- Promoted 2 Sergeants - Teygan Mason and Ryan Reinke
- Hired 1 Police Officer – Carlos Soto
- Establishing Recruitment Pipeline



- Public Safety Camera System (in process)
- Data Analysis and Investigative Software
- Update to public portal for crime and incident information



- Updated Emergency Operations Plan

Department Statistics 2024



Patrol

- ↑ 20,699 incidents
- ↓ 1,730 Police Reports
- ↑ 2,749 Traffic Stops
- ↑ 781 Arrests



Dispatch

- ↑ 20,822 phone calls answered
- ↑ 2,817 9-1-1 calls



Records

- ↑ 459 cases submitted to the District Attorney's Office
- ~70 Discovery Requests per month
- 960 Requests for Records from public

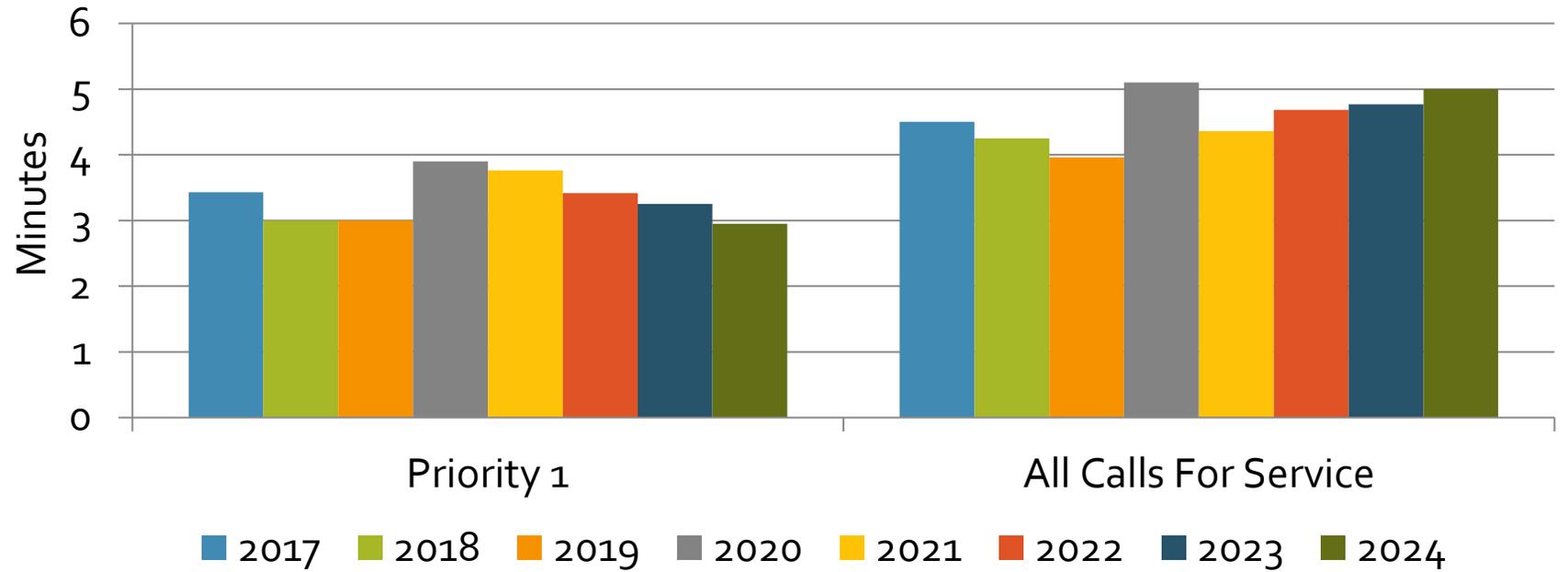
Staffing



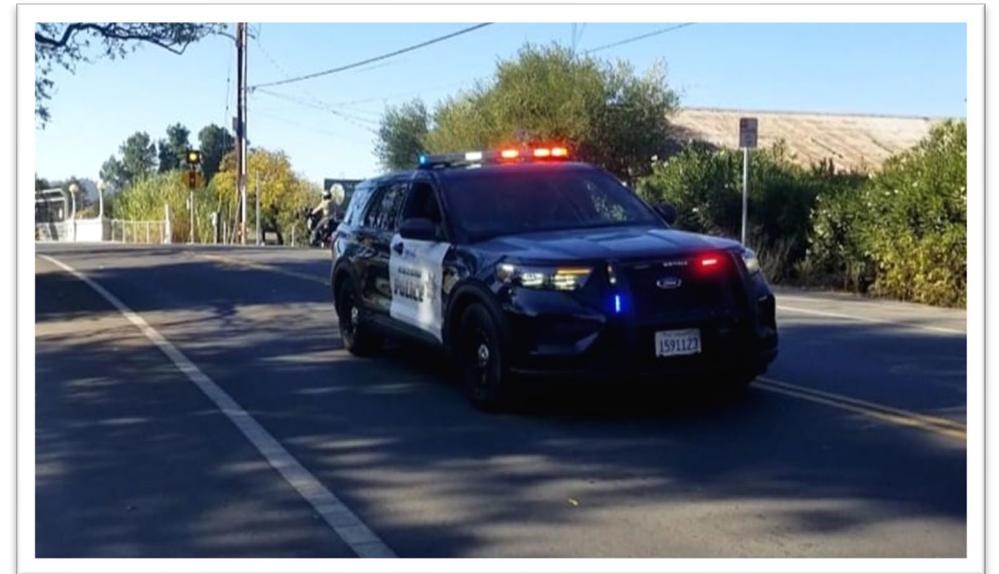
	Patrol	Dispatch
Authorized (FY 24/25)	18	6
Filled	16	5
In Training	0	0
Injured/Medical/Other Leave	1	0
Effective Staffing as of 3/4/24	15	5

Additional Professional Staff Positions: Police Records Officer, Police Technician, Parking Enforcement (PT), Code Enforcement (PT), Emergency Response Coordinator, Police Social Services Team Member (LMFT)

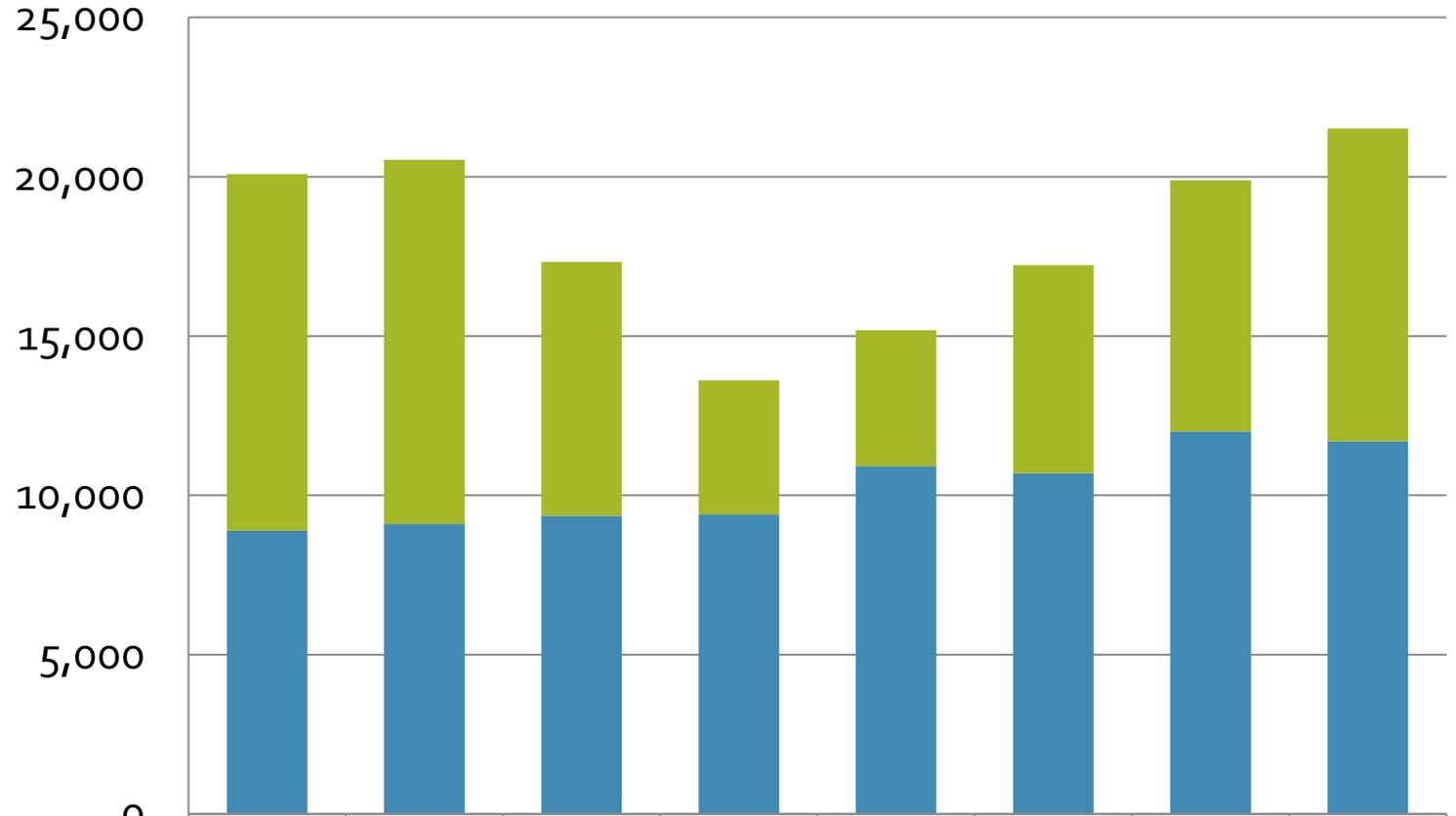
Response Times



Priority 1 – calls that require an immediate response to protect people from life-threatening situations or other emergencies, i.e. an in-progress crime being reported



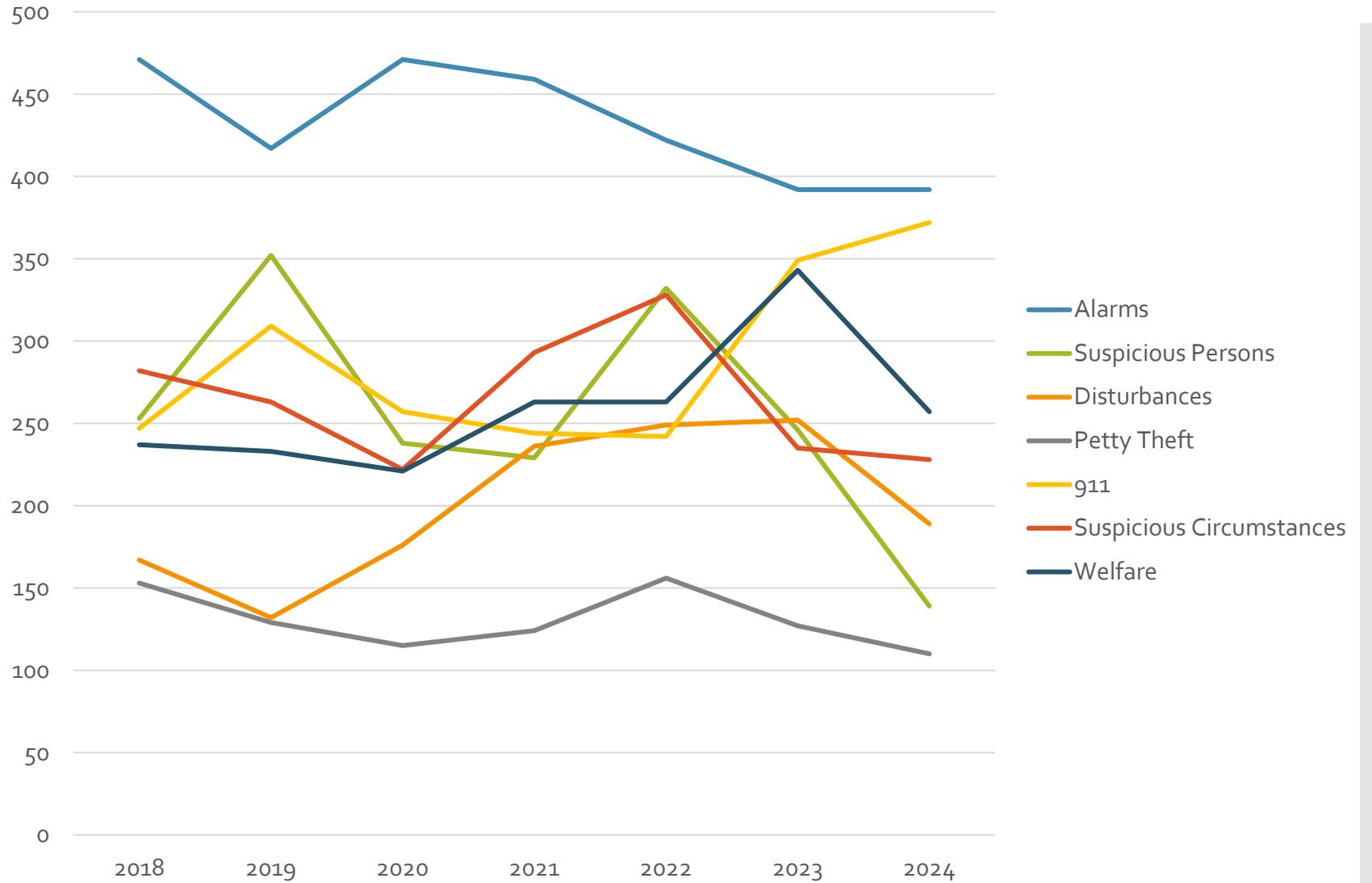
Incidents



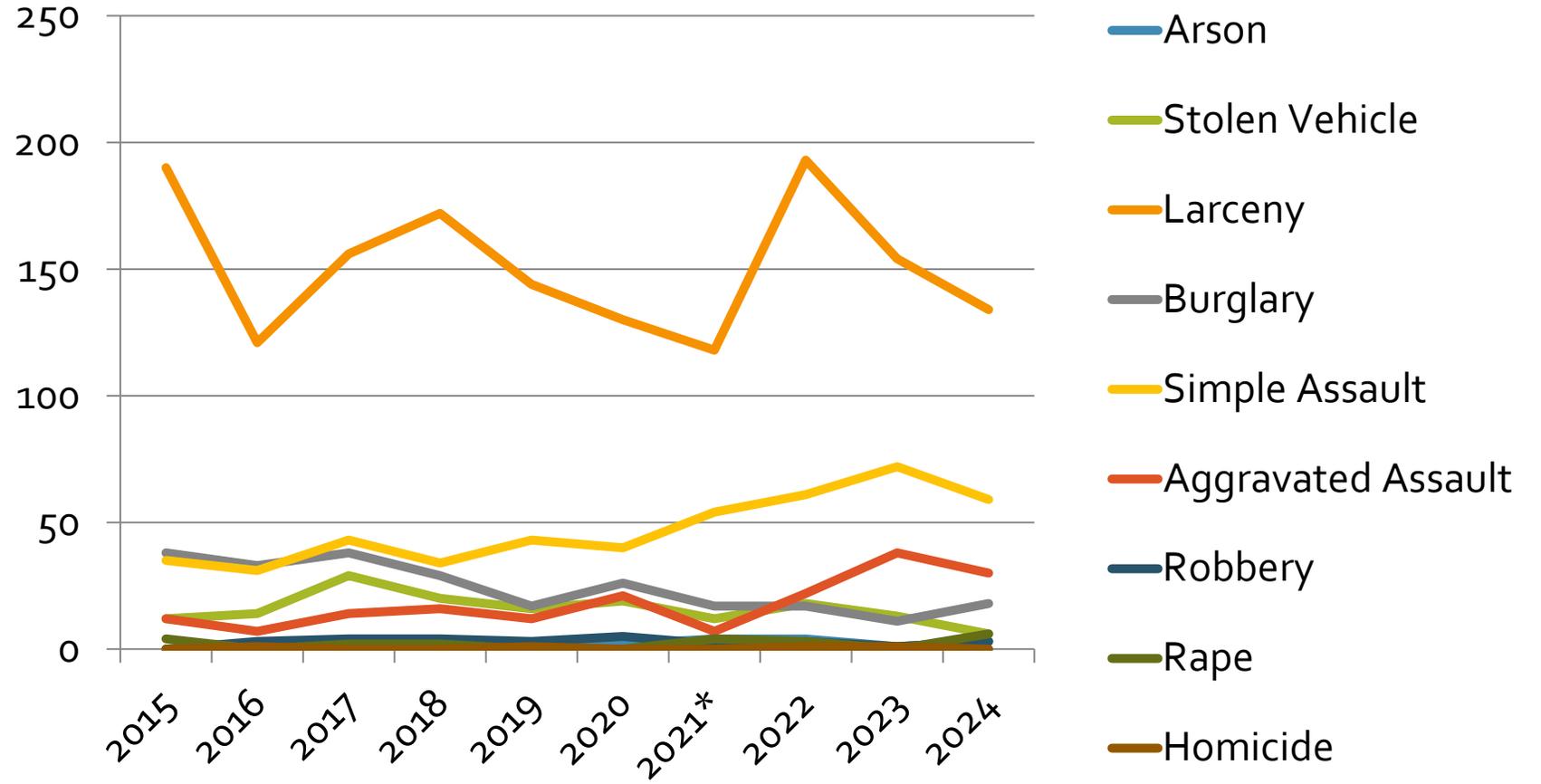
	2017	2018	2019	2020	2021	2022	2023	2024
■ Officer Initiated	11,192	11,433	7,964	4,209	4,258	6,530	7,891	9,821
■ Calls for Service	8,896	9,099	9,361	9,398	10,922	10,695	12,002	11,696

Calls for Service

Major Categories

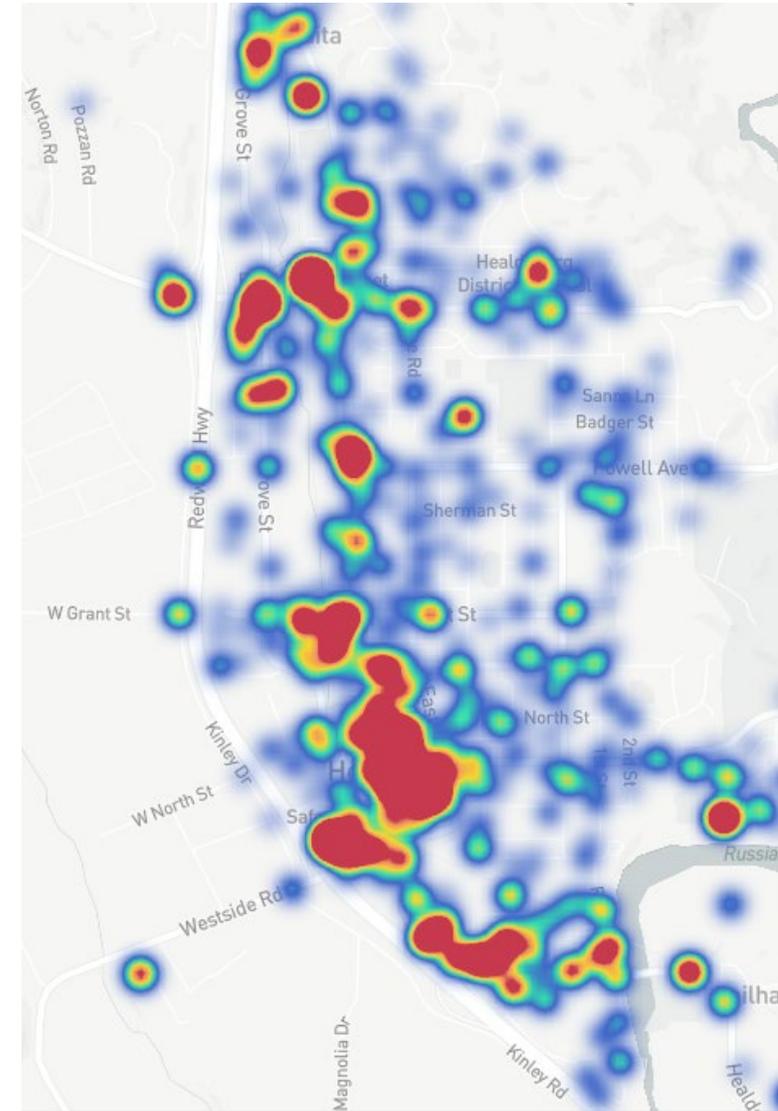
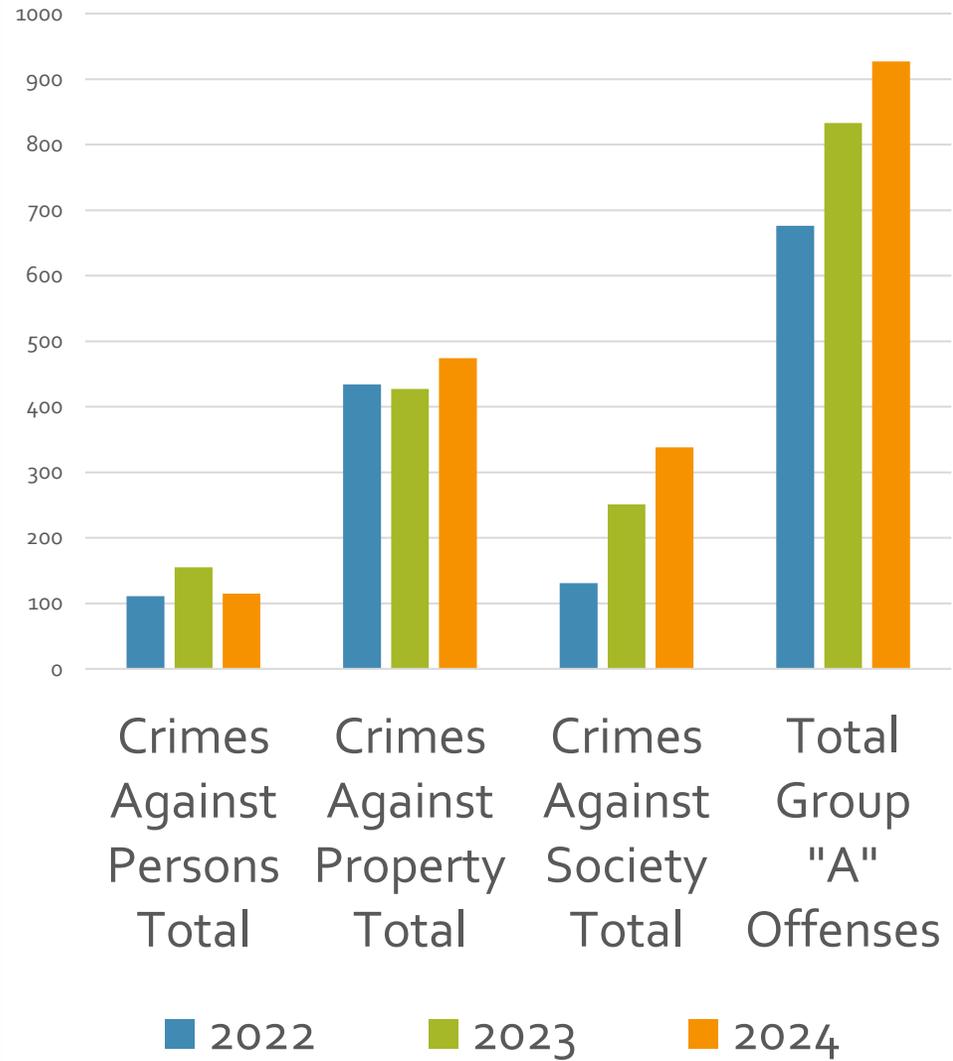


Crime Rates



Transitioned from Uniform Crime Reporting to National Incident-Based Reporting in September 2021.

Total Crimes (Part A)



Trends

Increases

Weapon Offenses
Drug-Related
Offenses
Gang Related
Incidents

Larceny / Thefts
Assaults
Domestic Related
Incidents

Decreases

Use of Force & Pursuits

	2019	2020	2021	2022	2023	2024
Number of Incidents	17,325	13,607	15,180	17,225	19,893	21,517
Number of Arrests	516	452	473	499	744	781
Number of Pursuits	3	5	5	7	12	8
Total Use of Force	7	7	13	8	11	9
Percentage Arrests resulting in Use of Force	1.3%	1.5%	2.7%	1.6%	1.4%	1.1%
Percent of Incidents resulting in Use of Force	0.04%	0.05%	0.08%	0.05%	0.05%	0.04%

Racial
Identity and
Profiling Act
(RIPA)

3,998

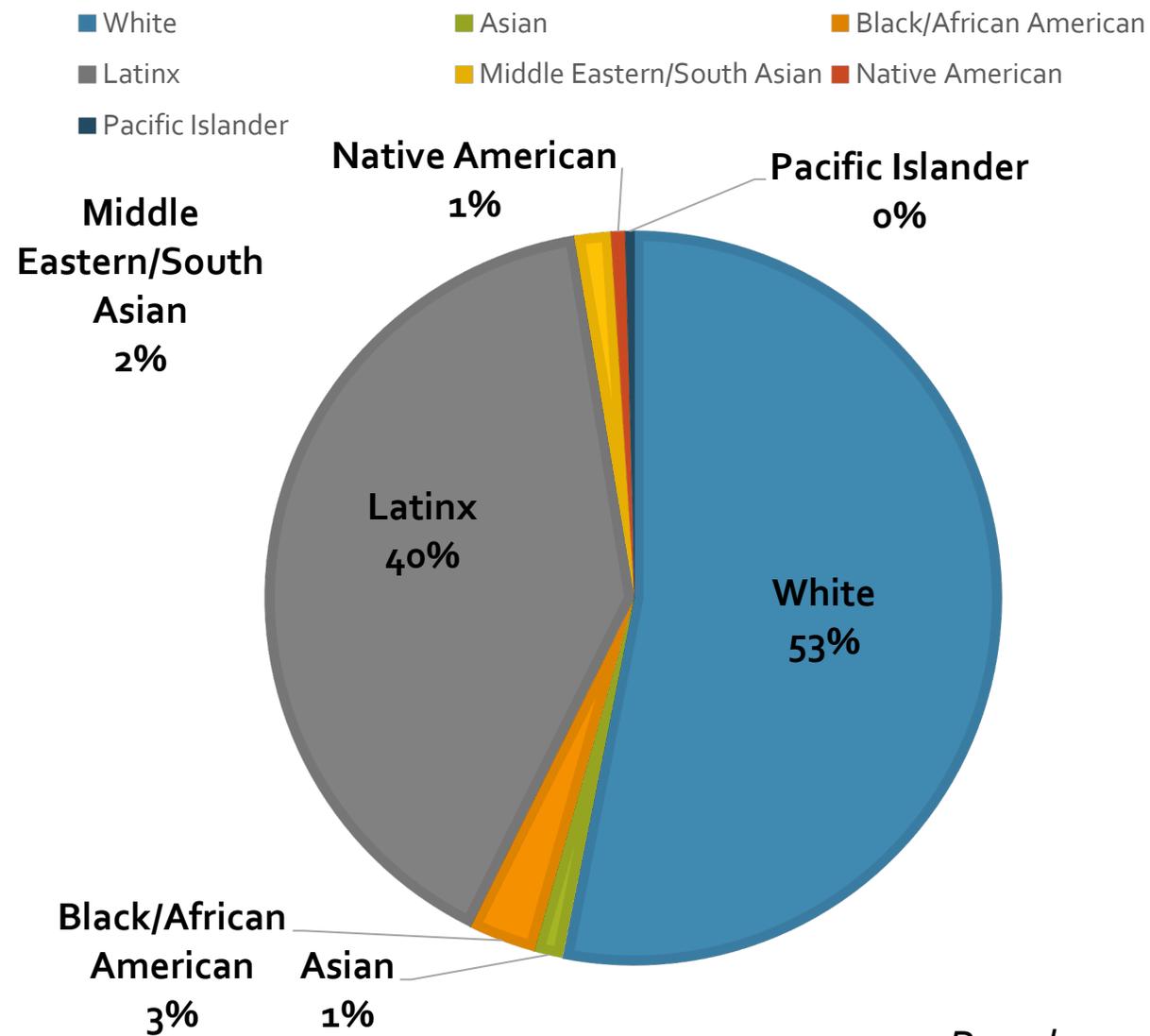
Data
Records

23%

Increase
over 2023

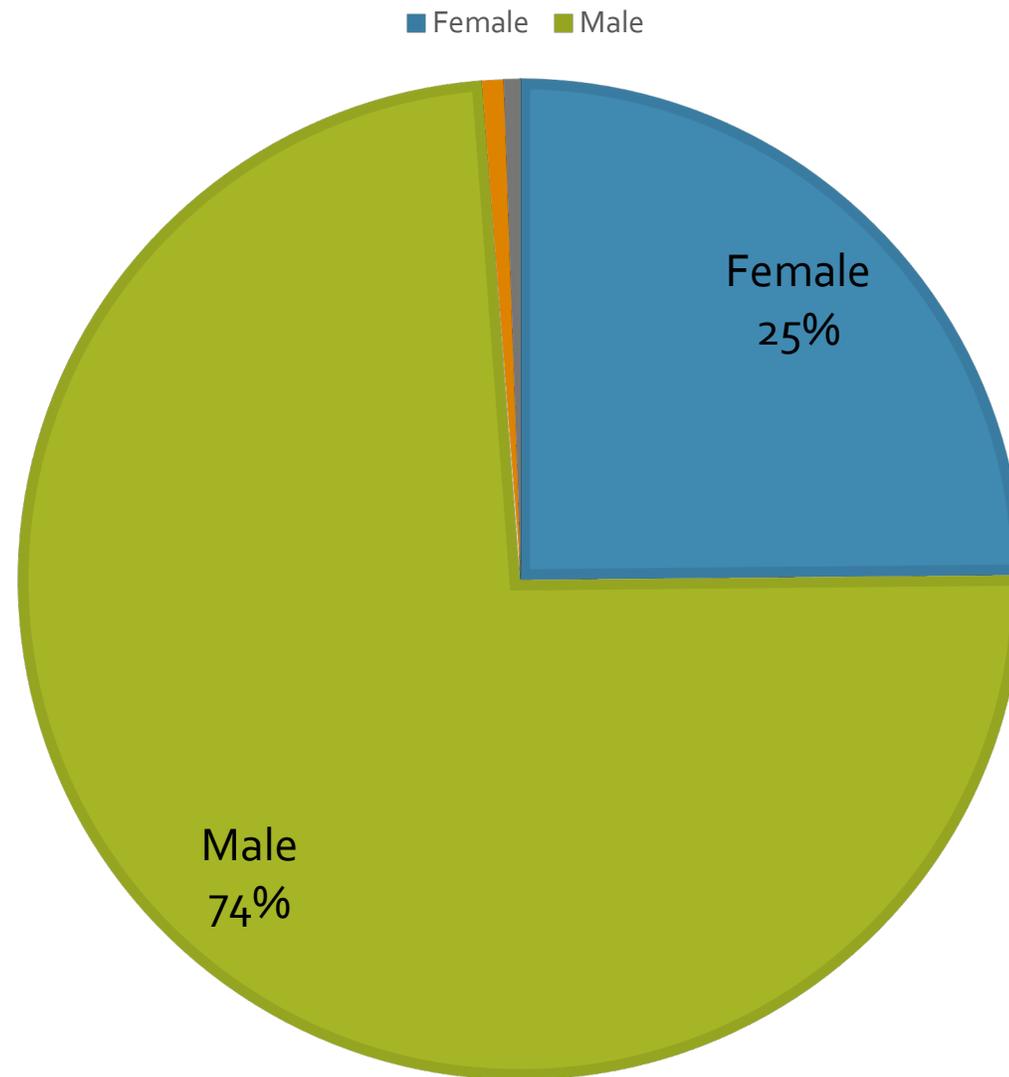
- Enacted in 2016 and created a stop-data collection process of 25 data elements based on officers' initial perception

Racial Identity and Profiling Act (RIPA)



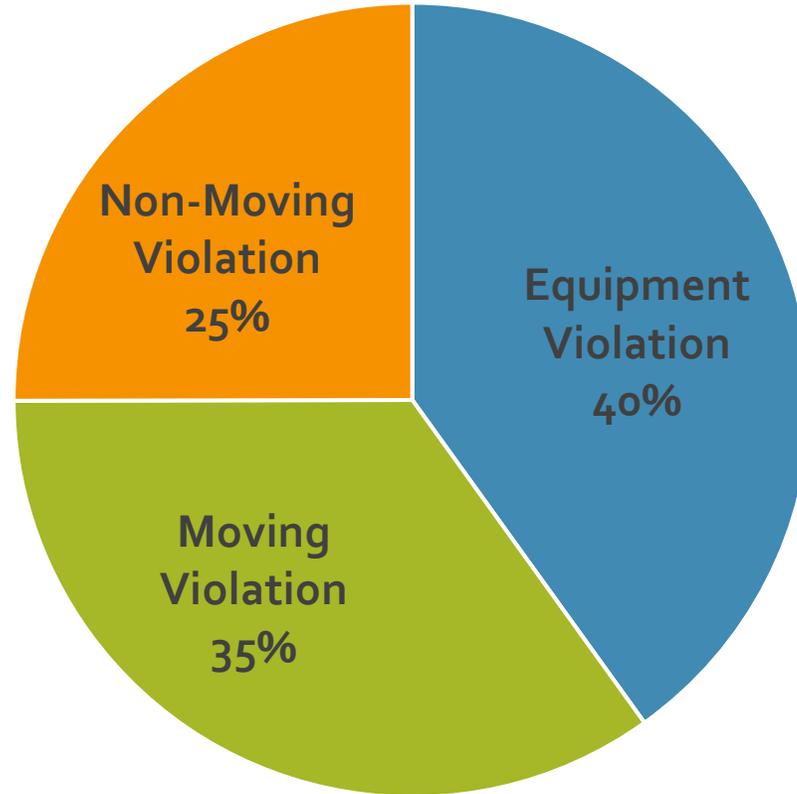
Race known prior to stop in less than 2% of contacts

Racial Identity and Profiling Act (RIPA)



Racial Identity and Profiling Act (RIPA)

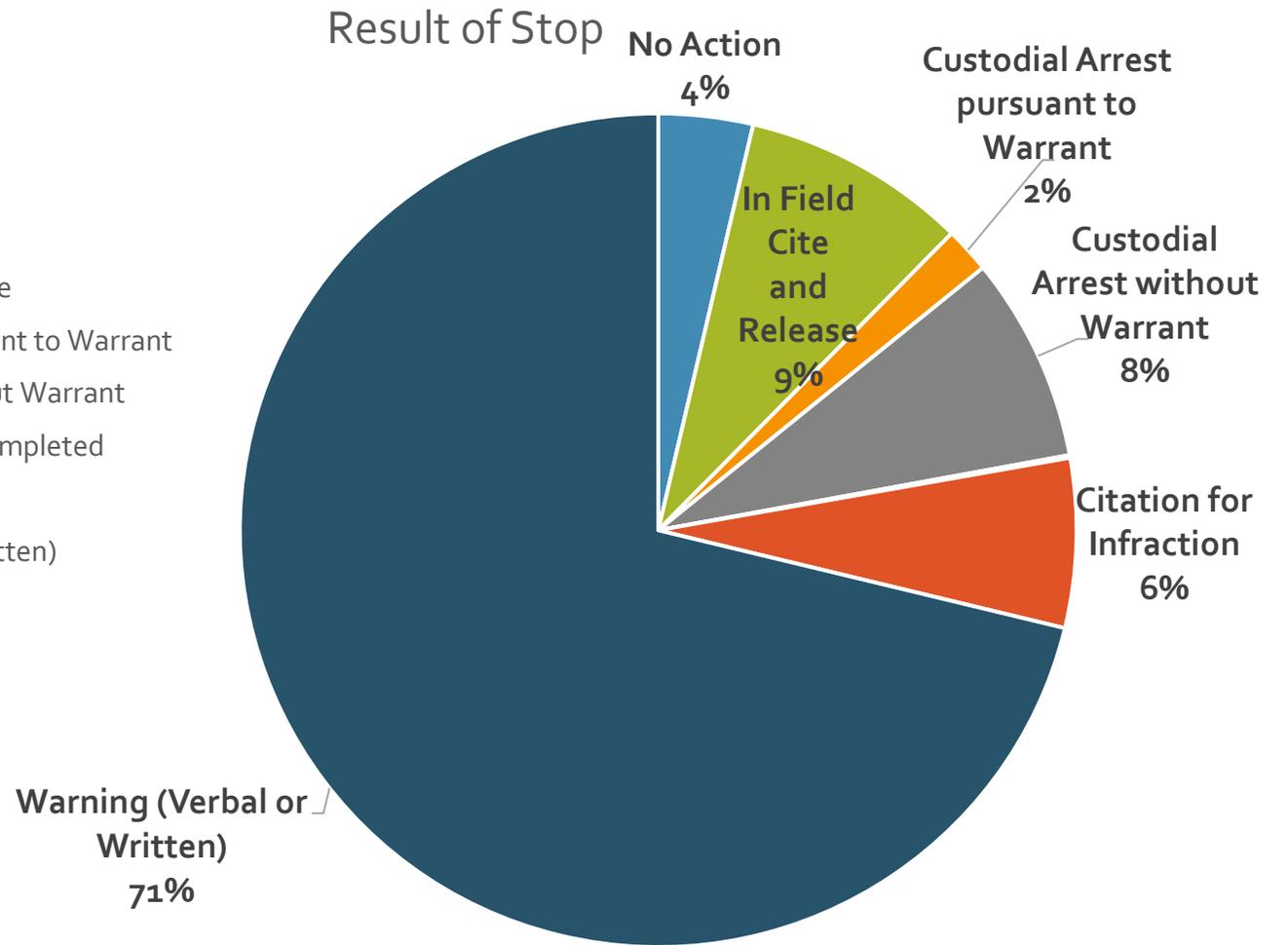
Stop Violation Type



■ Equipment Violation ■ Moving Violation ■ Non-Moving Violation

Racial Identity and Profiling Act (RIPA)

- No Action
- In Field Cite and Release
- Custodial Arrest pursuant to Warrant
- Custodial Arrest without Warrant
- Field Interview Card Completed
- Citation for Infraction
- Warning (Verbal or Written)



CORE Policing Team

Community Oriented & Equity Policing Team

- Focus Areas:
 - Mental Health
 - Calls for service related to those experiencing homelessness
 - Non-criminal neighborhood complaints
 - Family and juvenile-related calls
- Currently a solo clinician response
- 988 calls for service
- 695 calls for service as a solo clinician, the majority of which are proactive contacts



Military Equipment Policy

- AB 481 required jurisdictions to adopt a Military Equipment Policy by ordinance no later than May 1, 2022
- Healdsburg enacted HMC 2.60 (Military Equipment Use Ordinance) and adopted HPD current policy in April 2022
- State law and the Municipal Code require annual review and renewal of the Municipal Code section
- HPD Maintains 3 categories of equipment defined as Military Equipment:
 - Drones
 - 38mm/40mm less-lethal launchers
 - Less-lethal pepper-spray and impact munitions
- The annual report on the equipment and the annual reauthorization are part of tonight's consent calendar

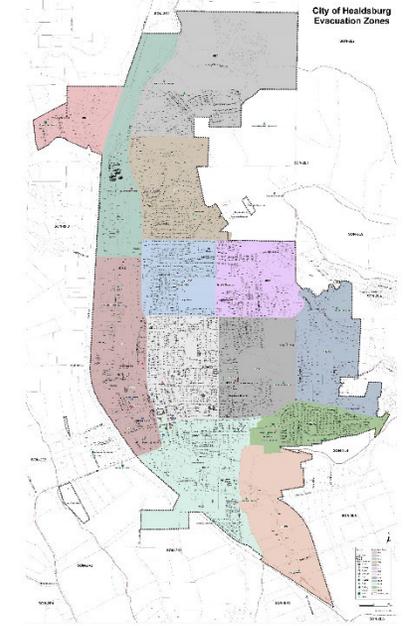
Emergency Management

Updated Plans:

- Emergency Operations Plan
- Continuity of Operations Plan
- Family Reunification Plan

Ongoing Staff Training

Incident Responses



Community Engagement

Healdsburg High School
Internship Program
Skills USA – CSI and Criminal Justice

Sonoma State University
Special Olympic Torch Run

Toys for Tots

School Presentations

Senior Appreciation Dinner

National Night Out

Neighborhood Meetings

Coffee with a Cop



Automated License Plate Reader (ALPR) System

- 11 cameras placed to cover the ingress and egress points starting January 2023
- Average 691,000 unique reads per month
- Average 70-100 searches per month
- Use Cases:
 - Missing Persons
 - Assault with a Deadly Weapon suspect identification
 - Commercial Burglary



HPD's Role in Immigration Enforcement

- Members of the Department do not:
 - Make inquiries about immigration status
 - Engage in immigration enforcement
 - Detain individuals based solely on federal immigration violations
- California Values Act
 - Prohibits local resources from being used for federal immigration enforcement
 - Prohibits officers from making arrests for deportation orders alone

What's Ahead

Staffing

Recruitments

Emphasis on training to build skills for newer staff

Emergency
Management

Continual evaluation to ensure City and residents are ready to respond to an emergency

Increase in community outreach on emergency preparedness

Technology

Opportunities to enhance public safety & investigations

City Manager's Report

City Council, March 3, 2025



Public Comment on Non Agenda Items

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

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TEFRA Public Hearing: Saggio Hills

City Council, March 3, 2025



Action Requested

Action Requested

Conduct a Tax Equity and Fiscal Responsibility Act (TEFRA) public hearing and adopt a resolution approving the issuance of up to \$30 million in tax-exempt bonds through the California Municipal Finance Authority to finance or refinance the Saggio Hills project.

TEFRA Hearing

- Freebird Development Company is seeking the authority to issue and sell revenue bonds in the maximum amount of up to \$30,000,000 to finance or refinance Phase I of the Saggio Hills Affordable Housing project.
- In order to issue these bonds as tax-exempt, Section 147(f) of the Internal Revenue Code of 1986, as amended, requires that an “applicable elected representative” of the jurisdiction which contains the site to be financed through the bonds, hold a public hearing on the issuance of the bonds.
- Adoption of this Resolution does not obligate the City to provide any financing or make contributions to the project. The bonds to be issued by the CFMA for the project will be the sole responsibility of the borrower (Freebird).

Considerations

- Approval of this item does not obligate the City to approve future actions related to the project’s Development Agreement or any pending items that still require Council approval.

Key Points

- Entered into an Exclusive Negotiation Agreement (ENA) with Freebird Development Company on April 21, 2021.
- Disposition and Development Agreement Completed on April 21, 2023.
- Phase I of the Saggio Hills Project includes 48 units; 47 of which will be deed restricted as affordable. Saggio Hills total units total 118.
- Units will serve households earning between 30% and 60% of the Area Median Income.
- Phase I Funding:
 1. Affordable Housing Sustainable Communities (AHSC) Program funding \$21.1M that will support Affordable Housing and other related improvements. \$15.3 Million for Affordable Housing/ \$5.2 Million for other improvements.
 2. Will seek an additional \$1M from Measure S as a part of the project's capital stack; anticipated for April 7th City Council meeting.



Action Requested

Action Requested

Conduct a Tax Equity and Fiscal Responsibility Act (TEFRA) public hearing and adopt a resolution approving the issuance of up to \$30 million in tax-exempt bonds through the California Municipal Finance Authority to finance or refinance the Saggio Hills project.

Questions



Public
Comment

Comentarios
del público

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Formula Business Land Use Code Amendments

City Council, March 3, 2025



Purpose

Review draft revisions to Healdsburg Municipal Code Title 20 Land Use Code, hold a public hearing, and by motion introduce for first reading, by title only, an ordinance amending the Land Use Code to revise and clarify sections related to formula businesses and to prohibit big box retail and outlet malls throughout the City.

General Plan Policies

LU-D-5 Formula businesses are prohibited on properties around the historic Plaza in order to preserve its character of small, unique businesses that are attractive to residents and visitors.

LU-E-1 Big box retail and outlet malls are prohibited within the City of Healdsburg.

ED-B-3 Formula businesses shall be prohibited on properties around the Plaza in order to support local- and independently-owned businesses and protect and enhance Healdsburg's unique character.

General Plan Implementation Measures

LU-16 Amend the Zoning Ordinance to:

- a. Regulate formula businesses for properties around the Plaza.
- b. Prohibit big box retail businesses and outlet malls throughout the city.

ED-12 Amend the Zoning Ordinance to:

- a. Prohibit formula businesses on properties around the Plaza

Current Definitions

Formula business: A business that is generally required by contractual or other arrangement to maintain any of the following: standardized services, menus, decor, uniforms, architecture, signs or other similar features and is not part of a locally- or regionally-based group of businesses.

Big box retail: Large retail stores that are several times the size of a traditional store in their category, rely on auto-borne customers drawn from a large area and follow a prescribed formula applied to multiple other locations. The stores are typically large, single-story buildings with a multi-story mass and standardized facades, surrounded by parking lots.

Outlet mall: A shopping center comprised primarily of retail establishments that sell a single manufacturer's product and draw customers from a much larger service area than a typical retail establishment.

City Council Meetings

On August 19, 2024, City Council received a presentation from staff, took public comment, and directed staff to return with policy options and draft language for formula businesses in the downtown area.

On December 2, 2024, the City Council discussed formula businesses, heard input from the public, and provided direction to staff to prepare an Ordinance regulating formula businesses in the Plaza Retail and Downtown Commercial zoning districts up to North Street (regulations would apply to both sides of North Street) and to prohibit big box retail and outlet malls throughout the City.

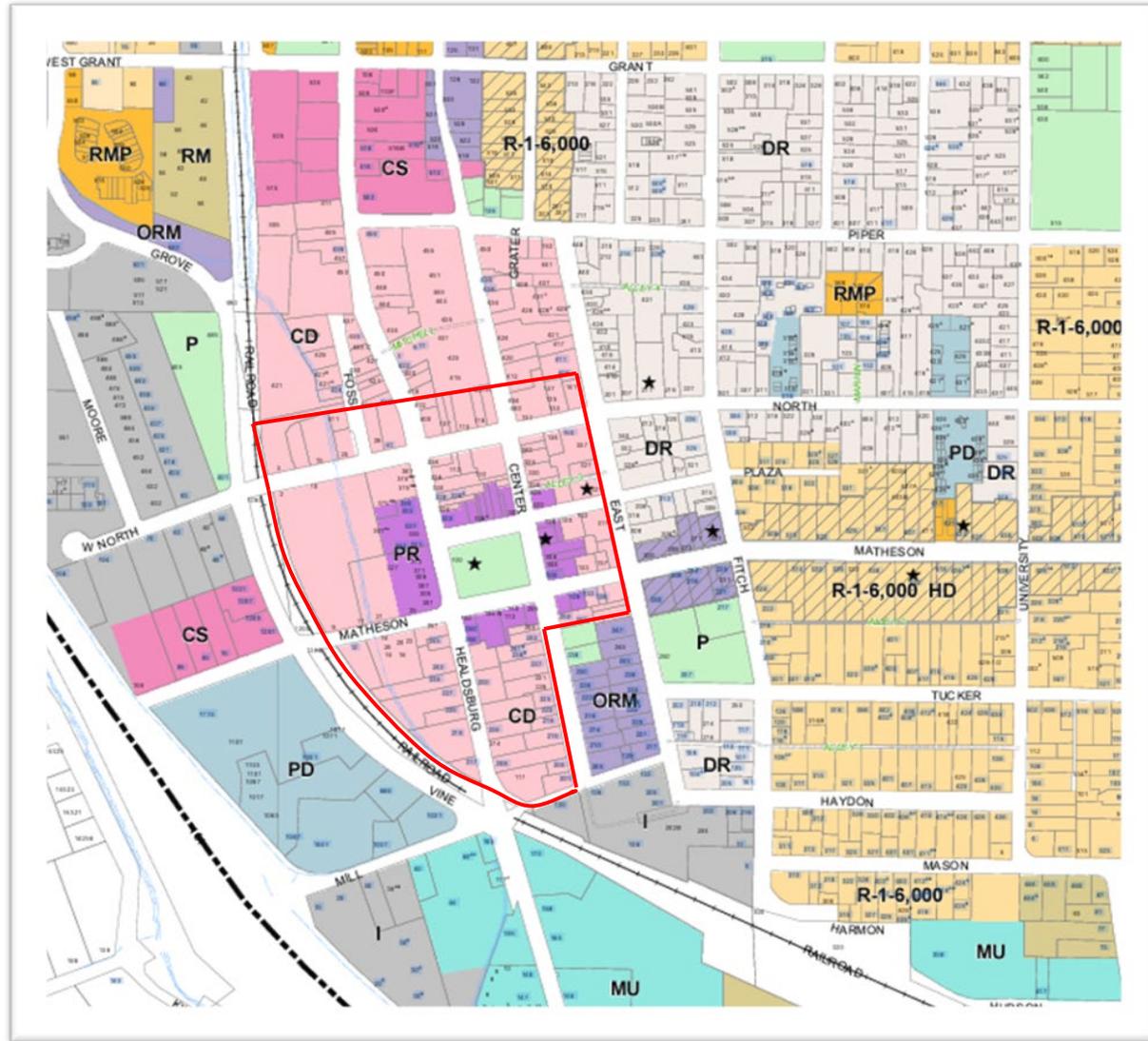
Recommended Formula Retail Definition

A retail business which is required by contractual or other arrangement or affiliation to maintain a standardized (“formula”) array of services and/or merchandise, menu, employee uniforms, décor, façade design, signage, color scheme, trademark or service mark, name or similar standardized features and which causes it to be substantially similar to 10 or more other retail businesses or restaurants in the United States regardless of ownership or location at the time the business’ license is approved.

Recommended Formula Retail Definition (cont'd)

- a. “Array of merchandise or menu” means 50 percent or more of in-stock merchandise or menu items.
- b. “Color scheme” means the selection of colors used throughout, such as on the furnishings, wall coverings, or as used on the façade. Standardized lighting is considered part of the color scheme.
- c. “Décor” means the style of interior finishes such as the style of furniture, wall coverings, or permanent fixtures.
- d. “Façade” means the face of the front of a building or tenant space oriented onto a street or public open space. Awnings are considered part of the façade.
- e. “Service mark” means a word, phrase, symbol, or design or a combination of words, phrases, symbols or designs that identify and distinguish the source of a service from one party from those of others.
- f. “Trademark” means a word, phrase, or design, or a combination of words, phrases, symbols, or designs that identify or distinguish the source of goods of one party from those of others.
- g. “Uniform apparel” means standardized items of clothing such as aprons, pants, shirts, dresses, hats and pins, as well as standardized colors of clothing.

Proposed Formula Retail Prohibition Boundary



Recommended Land Use Code Changes

- Clarify the intent of downtown's role as the City's commercial core and the City's intent to promote a variety of retail businesses.
- Clarify the areas within which formula retail is prohibited and where it is allowed.
- Update definitions to include definitions for formula retail, big box retail, and outlet malls.
- Update use tables to prohibit big box and outlet malls throughout the City.
- Update use tables to include formula retail and establish where it is permitted, not permitted, and allowed with a CUP.
- Add a new section for formula business.

Recommended Formula Business Section

Formula Business:

- Added to include a purpose, definition, exceptions, approval process and findings for approval for formula retail subject to a conditional use permit (CUP).
- The purpose will specify the intent of the ordinance to preserve the unique character and community-oriented atmosphere of Healdsburg.
- The definition section will mirror the definition placed in the proposed formula business section.
- Include exceptions for:
 - Businesses currently operating within the specified area.
 - A conditional use permit process for a business that serves a need that is not represented within the community with required findings to ensure compatibility.
- Lastly, include a subsection to ensure the conditional use permit shall lapse if the use ceases to operate for a period of six (6) months or more.

Planning Commission Meeting

On January 28, 2025, the Planning Commission held a public hearing to review the proposed amendments to the land use code and made a recommendation to the City Council. Planning Commission made the following recommendations:

- Change the phrase “substantially identical” to “substantially similar” within the proposed definition of Formula Retail.
- Requested that the City Attorney’s office review the legality of a Conditional Use Permit lapsing after six months if the business ceases to operate.
- Some commissioners suggested formula retail boundary should be extended North.
- Expressed concerns with the CUP process.

Alternatives

1. Approve the ordinance as proposed, or with modifications, included as Attachment 1, which includes a CUP process for formula retail businesses within a portion of the Downtown Commercial district.
 - As drafted, this ordinance preserves the option to let some formula businesses in the southern portion of the Downtown Commercial district, adjacent to the Plaza Retail district, if they serve an unmet need.
 - CUP is discretionary, leaving room for interpretation and potential legal challenges.
 - Comes with some risk of unintended consequences in the form of a business potentially being able to inherit an existing CUP that was issued to another business.

Alternatives (cont'd)

2. Approve the ordinance as proposed, or with modifications, included as Attachment 2, which does not include a CUP process for formula retail businesses.
 - This alternative provides for much cleaner and more predictable implementation, with less flexibility, by prohibiting formula retail within the proposed boundary, without exception, even if it serves an unmet need.

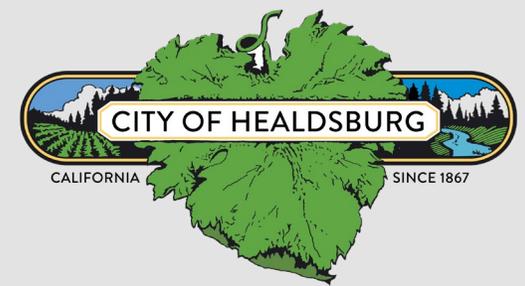
Alternatives (cont'd)

3. Direct staff to make further revisions to the proposed ordinance addressing the CUP process and any other issues raised and return to the Planning Commission for review and a recommendation prior to returning to the City Council.
 - Returning to the Planning Commission to work on categories will take time, add complexity to the ordinance, and will not necessarily guarantee that retail categories are captured in such a way as to make implementation smooth and predictable.
4. Decline to approve either ordinance and direct staff to continue to implement and enforce the prohibition on formula businesses within the Plaza Retail district, pursuant to General Plan policies.
 - This option maintains the status quo, which while having worked over the years since the General Plan was adopted in 2009, does not address recent concerns raised within the community.

Recommended Action

Conduct a public hearing and, by motion, introduce for first reading, by title only an ordinance amending Healdsburg Municipal Code Title 20 (Land Use Code) regarding formula businesses downtown and prohibiting big box retail and outlet malls throughout the City.

Questions



Public
Comment

Comentarios
del público

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Exploring Housing Trust Funds and Similar Models

Presentation to the Healdsburg City Council

March 3, 2025



Action Requested

Staff Recommendation

That the City Council receive a presentation on Housing Trust Funds, including an overview and considerations for future direction.

Background

- **HEWG Established:** June 7, 2021, via Resolution No. 7-2022 to support the 6th Cycle Housing Element Update.
- **Housing Element Certification:** Achieved June 29, 2023, ensuring compliance with state mandates.
- **Extended Work Plan:** Resolution 171-2022 expanded HEWG's focus to long-term housing strategies, including Housing Trust Funds (HTFs), Community Land Trusts (CLTs), and Housing Land Trusts (HLTs).
- **HEWG Public Meetings:** Held on September 9, 2024, and February 24, 2025, to explore best practices and gather community feedback.

Alignment with Housing Element Policy

Establishing & Funding Housing Trust Fund (HTF)

- **Program 1:** Sustain and Expand Financial Resources for Affordable Housing.
- **Program 3.2:** Utilize Housing Trust Funds and land banking strategies for long-term affordability.

Expanding Homeownership & Workforce Housing Opportunities

- **Policy 3.4:** Expand housing opportunities for middle-income housing households.
- **Policy 4.8:** Support down payment assistance and financial mechanisms through HTFs.

Priority Programs Supporting HTFs & CLTs

- **Program 3D:** Partner with CLTs and HLTs for long-term affordability solutions.

Why Alternative Approaches to Housing?

Challenges in Healdsburg's Housing Market

- **Limited Affordable Homeownership:** Few options for moderate-income buyers.
- **High Land Costs & Limited City-Owned Land:** Development feasibility is constrained.
- **Workforce Housing Shortage:** Gap in moderate and above-moderate-income rentals.

Why Alternative Approaches?

- **Funding Constraints:** Measure S & Inclusionary Housing revenue are insufficient.
- **Zoning & Density Limitations:** Current regulations restrict affordable development.
- **Workforce Housing Needs:** Middle-income units fall outside traditional programs.
- **Long-Term Affordability:** Land ownership enables greater control over housing outcomes.

Looking Forward

- **Successful Strategies:** Measure S, land banking, & hotel agreements have supported housing.
- **New Funding Avenues:** Charitable foundations & private sector contributions.
- **Sustainable Models:** Housing Trust Funds & Community Land Trusts for long-term affordability.

How Housing Trusts Work

Feature	Community Land Trust (CLT)	Housing Trust Fund (HTF)	Housing Land Trust (HLT)
Primary Role	Owns land for permanent affordability	Provides funding for housing initiatives	Acquires & holds land for future development
Governance	Community-based nonprofit	Public/private fund management	Government or nonprofit-led
Funding Source	Public & private grants, donations	Taxes, developer fees, philanthropic	Public funding, land donations, private investment
Affordability Impact	Long-term affordability through land control	Funds projects to increase affordability	Controls land costs for future housing
Type of Housing	Homeownership & rental housing	Supports rental, ownership, preservation	Mixed-use, workforce, affordable housing
Key Benefits	Prevents displacement, fosters community control	Flexible funding, can leverage private investment	Ensures long-term affordability, prevents speculation
Limitations	Requires strong nonprofit governance, limited scale	Funding dependent on revenue sources and priorities	Requires strategic land acquisition, long-term holding costs
Example Use	Stewardship of affordable homes in perpetuity	Gap financing for new projects & rehab	Acquiring land to ensure future housing development

Key Considerations for Implementation

Governance Structure Considerations

- **City-managed vs. independent nonprofit trust** – weighing control vs. flexibility.
- **Public-private partnership opportunities** – leveraging resources for sustainability.
- **Oversight and accountability mechanisms** – ensuring transparency and effectiveness.

Possible Funding Sources

- **Measure S revenue allocations** – potential local funding support.
- **State and federal grants** – leveraging external funding sources.
- **Philanthropic contributions and private investment** – expanding funding opportunities.
- **Longer-Term: Revenue from GAP financing** – closing affordability gaps in projects.

Policy and Regulatory Frameworks

- **Aligning with Housing Element policies and RHNA requirements** – ensuring consistency with citywide goals.
- **City representation in the Trust or other entity, if created** – defining governance roles.
- **Expanded roles into development, management, and programs** – potential scope including homebuyer assistance, rental support, and housing development.

Governance: Independent or City-Managed?

Factor	City-Managed Housing Trust Fund	Independent Nonprofit Housing Trust Fund
Control & Oversight	Direct oversight by City Council; subject to local government policies, priorities, and political changes.	Independent board governs; can align with City priorities but maintains autonomy.
Funding Flexibility	Limited to government funding, grants, and public funds. Subject to restrictions on use and government procurement/budget cycles.	Can accept private donations, philanthropic grants, and impact investments. More flexible financing options.
Legal & Compliance	Subject to public transparency laws (Brown Act, Public Records Act). Must comply with government procurement and contract rules.	Not subject to Brown Act or government contracting rules, allowing greater flexibility in property acquisition and funding agreements.
Ability to Leverage Private Investment	Limited—most funding sources require public-sector matching or constraints on returns.	Greater ability to attract philanthropic, corporate, and community investment. Can structure financing to offer returns to mission-driven investors.
Land Banking & Acquisition	Requires City Council approval for acquisitions and dispositions; may face restrictions on how land is used.	Can act quickly to purchase and hold land, ensuring long-term affordability while maintaining control.
Long-Term Stability	Subject to City budget priorities; funding levels may fluctuate with political and economic conditions.	Can establish endowments, revolving loan funds, and self-sustaining revenue models for long-term viability.
Risk & Liability	City assumes liability, increasing financial and legal risks related to housing development and property management.	Nonprofit structure shields City from direct liability while still allowing for partnership.

Case Study: Renewal Enterprise District (RED)

Overview

- **Type:** Regional Housing Trust Fund
- **Mission:** Accelerate infill, transit-oriented, and mixed-income housing

Key Features

1. Provides flexible financing for affordable & workforce housing
2. Supports climate-smart, high-density development
3. Leverages public, private, & philanthropic investments
4. Regional collaboration ensures scalable impact

Key Takeaways for Healdsburg

- Model for leveraging multiple funding sources
- Supports strategic, sustainable housing growth
- Sustainability of the fund through lending

Case Study: Housing Trust Silicon Valley

Overview

- **Type:** Independent Regional Housing Trust Fund
- **Mission:** Increase affordable housing through financing & investment

Key Features

1. Revolving loan fund for affordable housing development
2. Down payment assistance for first-time homebuyers
3. Leverages public, private, & philanthropic capital
4. Funds rental, ownership, & supportive housing projects

Key Takeaways for Healdsburg

- Model for self-sustaining, independent housing trust
- Blends loan-based financing & philanthropic support
- Could inform local strategies for workforce & affordable housing

Independent Non-Profit Housing Trust: The Bend Model

Overview: Thistle & Nest (Bend, Oregon)

- **Founded:** 2023; Independent Nonprofit Housing Trust
- **Mission:** Create permanently affordable homeownership opportunities.

Funding & Support

- **LIFT Homeownership Fund:** \$25M for land & development.
- **City of Bend Affordable Housing Fee:** \$750K for down payment assistance.
- **Private & Philanthropic Partnerships:** Habitat for Humanity, Latino Community Association, and others.

Development Pipeline

- 133 Homes Completed; 96 homes in pre-development

Key Takeaways for Healdsburg

- Independent model maximizes funding flexibility.
- Blends public, private, and philanthropic support.
- Homeownership-focused approach ensures long-term affordability.
- Land banking & strategic partnerships enable scalable growth.

How a Trust Model Can Support Healdsburg

- **Land Banking** – Secure key properties for future development.
- **Workforce & Middle-Income Housing** – Target the missing middle with attainable homeownership options.
- **Developer Partnerships** – Leverage private sector expertise to expand housing production.
- **Homebuyer Assistance** – Provide down payment support and mortgage assistance.
- **Sustainable Lending** – Access lower-cost capital to maintain a revolving, self-sustaining fund.
- **Infill Development** – Focus on underutilized land to maximize housing opportunities.
- **Conduit for Donations** – Facilitate land gifts and philanthropic investments.

Next Steps and Council Direction

- **Affirm Interest** – Confirm City Council’s support for continued exploration of a Housing Trust or similar entity.

Next Steps for Staff

- **Financial Feasibility** – Analyze funding models and potential revenue sources.
- **Community & Stakeholder Engagement** – Collaborate with local organizations and explore partnerships opportunities.
- **Leadership and Seed Funding** – identify community champions and initial funding to establish the organization.

Action Requested

Staff Recommendation

That the City Council receive a presentation on Housing Trust Funds, including an overview and considerations for future direction.

Questions



Public
Comment

Comentarios
del público

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