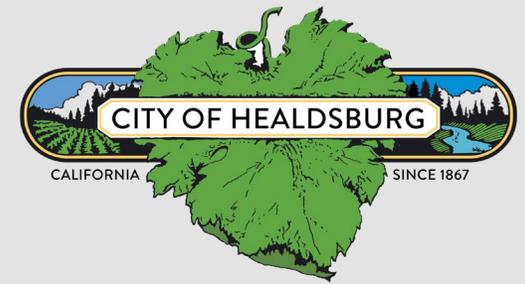


Healdsburg City Council Meeting

April 7, 2025





Marie Sparks Memorial Volunteer Award

2024

Marie Sparks

September 14, 1914 - April 10, 1995



- A woman of vision, compassion and grit
- Asking for help was easy, she just didn't take no for an answer
- Rubbed shoulders with Federal and State legislators as easily as she did with the poorest of the poor in the community
- Had the ability to inspire others to work with her, to get to the heart of a problem, and to find a solution.
- She left a legacy of good works, many admiring friends, and a stronger community.

Dana Grande



- Volunteers with the Warm Springs 4-H for many years as a Project leader AND currently club leader.
- Dana is dedicated to ensuring the youth are ready to present themselves and 4-H properly and professionally.
- Embodies the 4-H spirit by keeping the club youth-led. Dana guides the youth in the right direction while ensuring all decisions are their own.
- Leads the ~100 youth in successful fair seasons year after year. Volunteering hundreds of hours on top of a full-time job and family commitments.



Lupe King



Wreath
fundraising
project

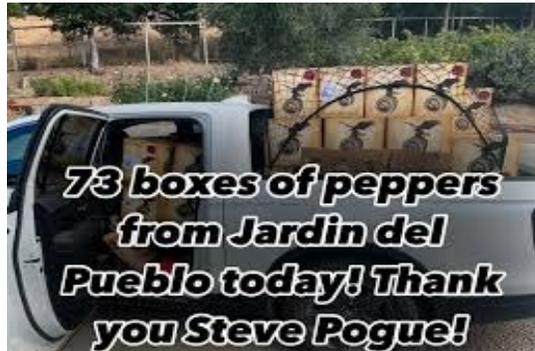


- A Healdsburg Elementary School paraprofessional for 25 years and Girl Scout leader for over 20 years
- Girl Scouts troop 10718 is a multi-level troop with youth ranging from 4 – 17 years old. Last year, the troop helped 328 students get back to school ready with clothing, shoes, backpacks, and school supplies, and have helped over 7,000 students since the project started in 2018.
- Last year the troop went to New York City, and experienced the thrill the City has to offer. A trip that was unimaginable for many of the girls, and impossible without Lupe's leadership.
- Lupe fulfills the Girl Scout Motto, Be Prepared, and the Slogan, Do A Good Turn Daily.

Steve Pogue



FARM-acy produce cart



- Volunteer at Farm to Fight Hunger, and Redwood Empire Food Bank distributions at HES and Abel DeLuna Community Center.
- Manages the harvesting and delivery of 72,000 lbs of donated produce every year.
- FARM-acy Carts at Alliance, Healdsburg Senior Center, and Hbg. Hospital are based on an idea from Steve.
- Steve is a modest man who always says YES if it is a mission to help reduce food insecurity in Healdsburg.





Congratulations Dana, Lupe, and Steve!

2024 Marie Sparks Volunteer of the Year recipients





Annual Update Healdsburg Fire

City Council Meeting April 7, 2025

Current Staffing

Fire Chief (1)

Fire Marshal/Division Chief (1)

Fire Captain (3)

Fire Engineer (3)

Firefighter (3)

Fire Inspector (2)

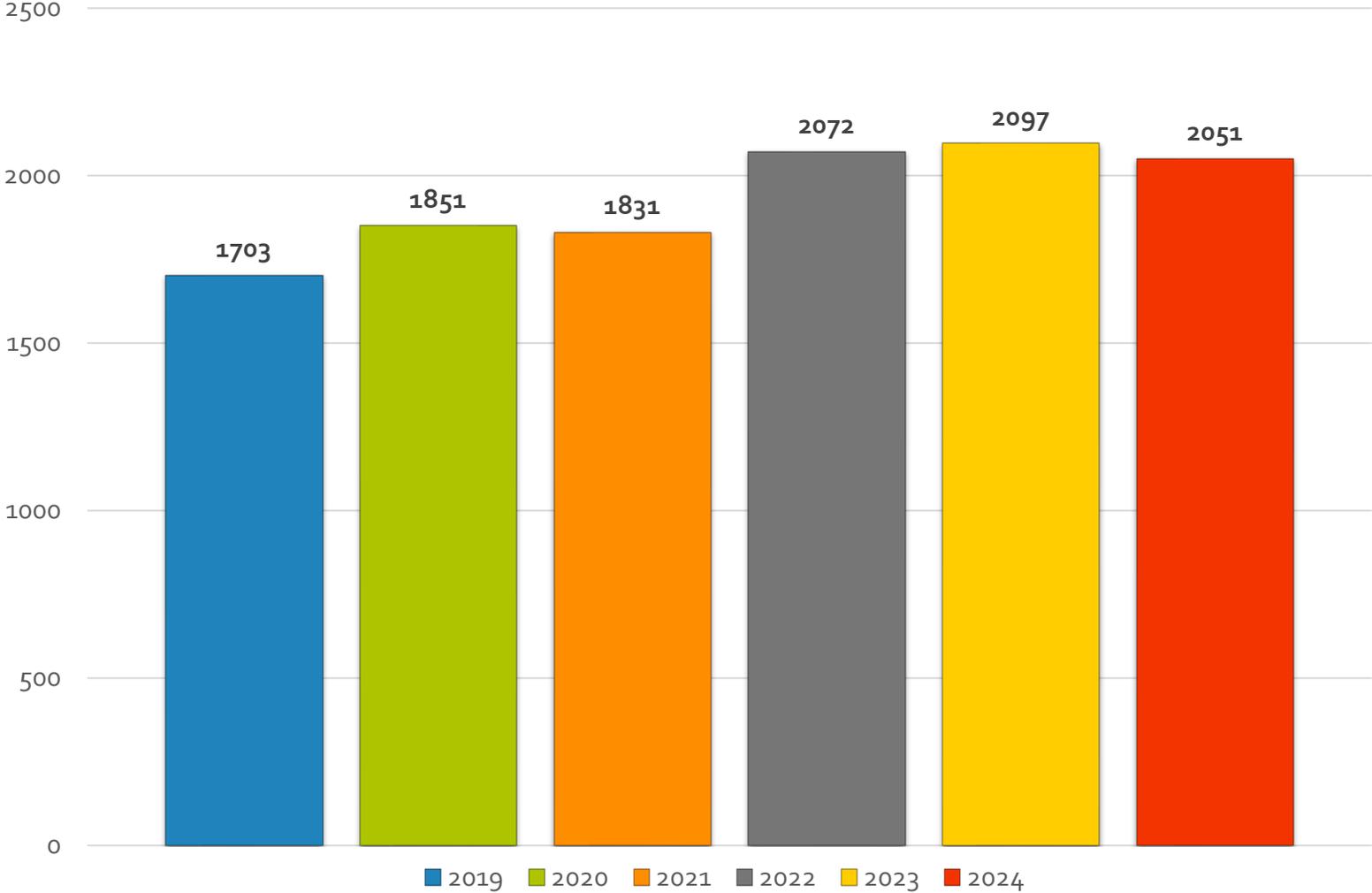
Office Assistant II (1)

Total Regular Staff: 14

Total Reserve Staff: 9

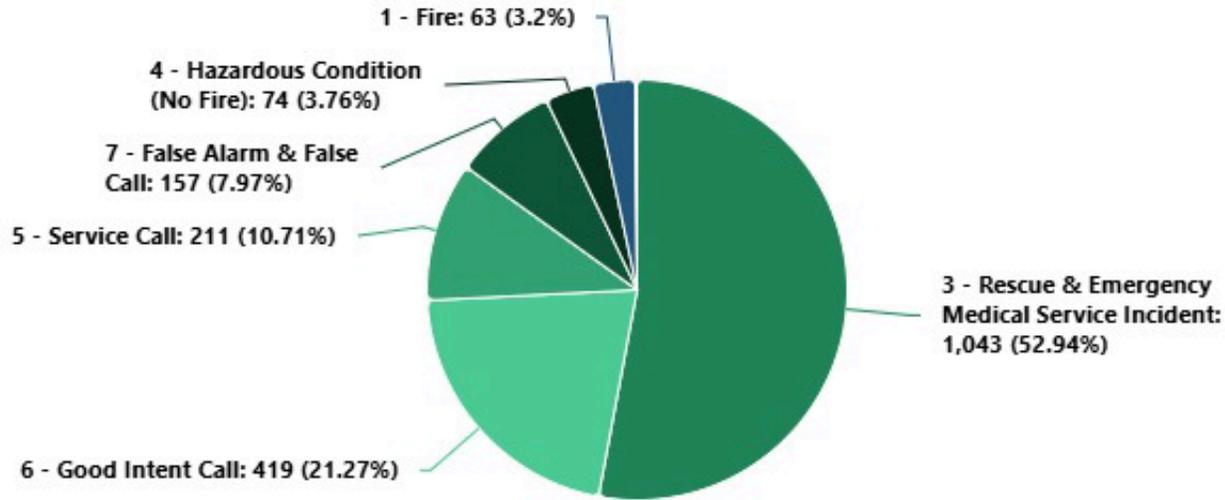


Incident Statistics



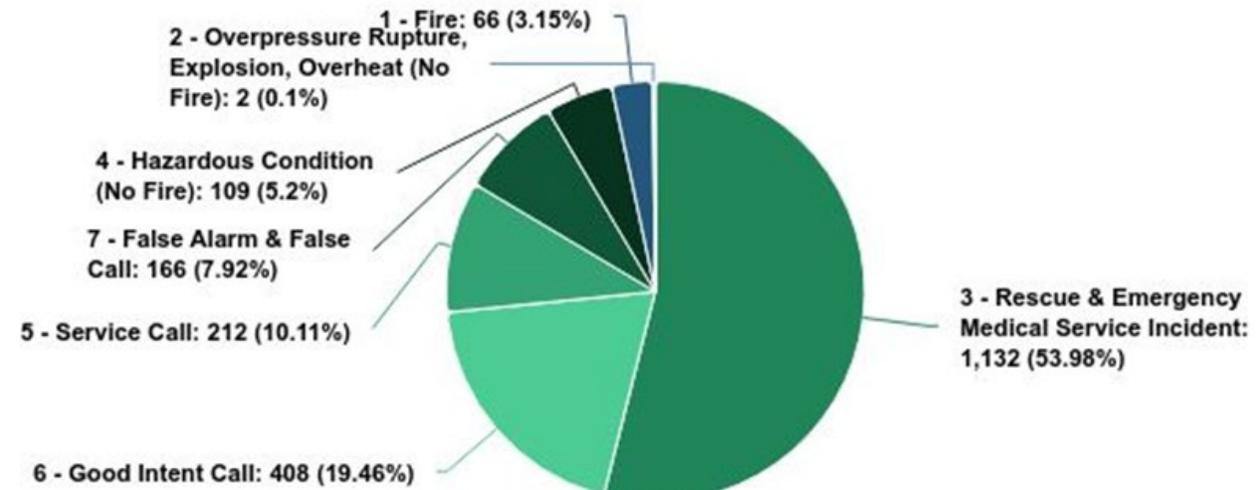
Incident Type Categories

Jan 01, 2024 to Dec 31, 2024



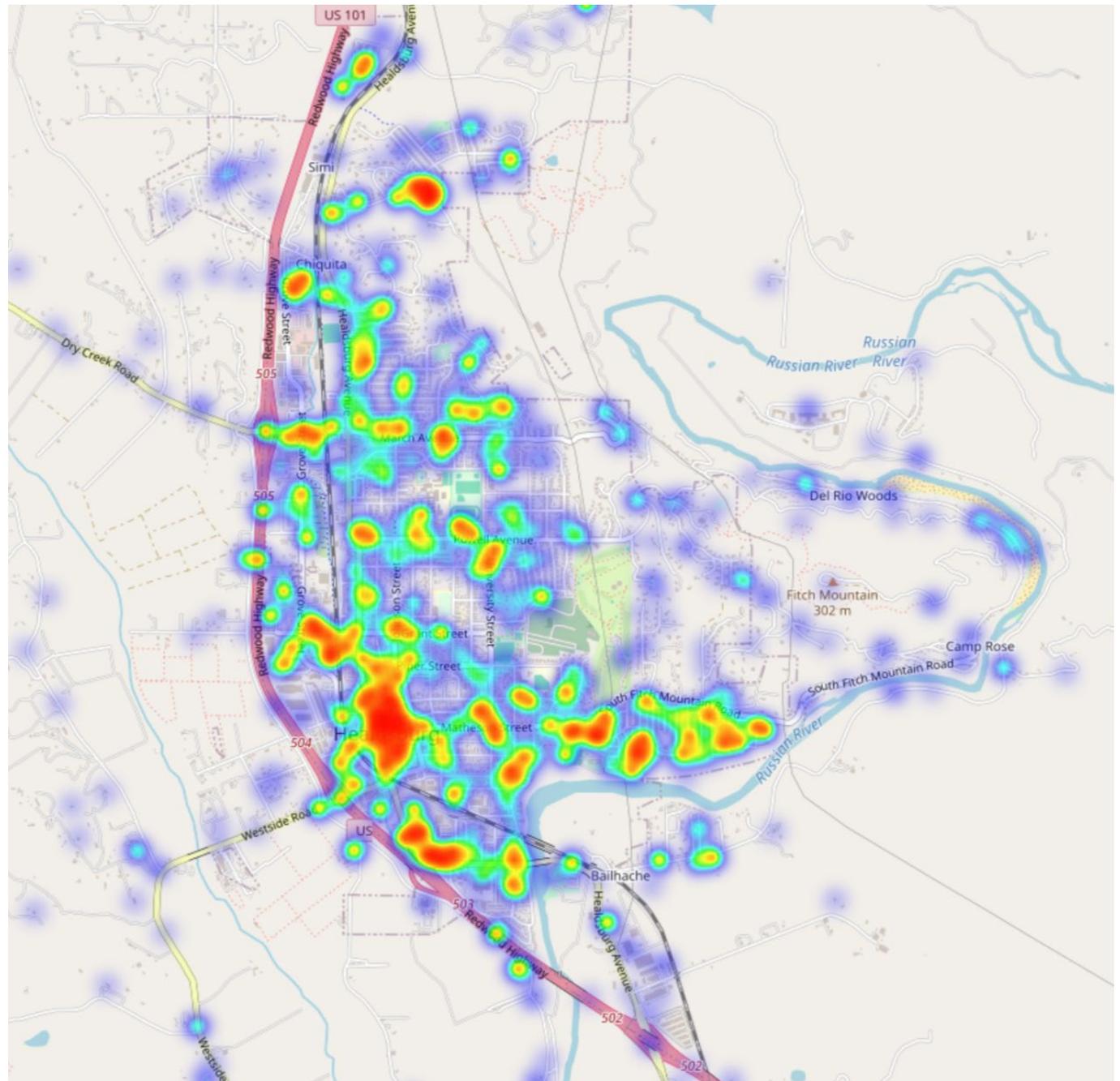
Incident Type Categories

Jan 01, 2023 to Dec 31, 2023



Incident Statistics – Year Over Year

Response Heatmap



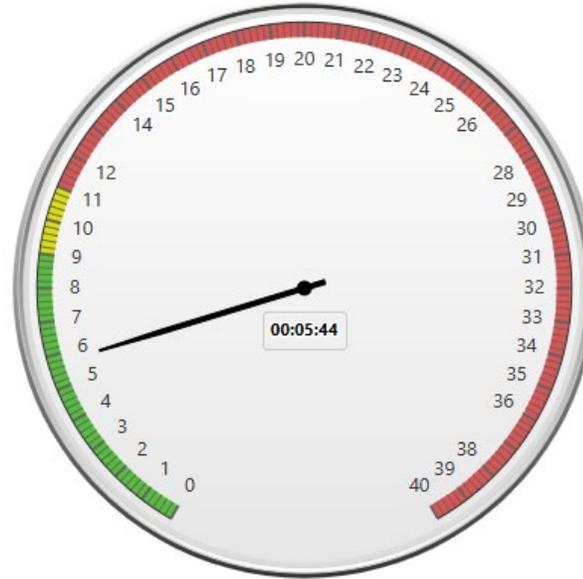
Unit Average Turnout Time (Seconds)

Jan 01, 2024 to Dec 31, 2024



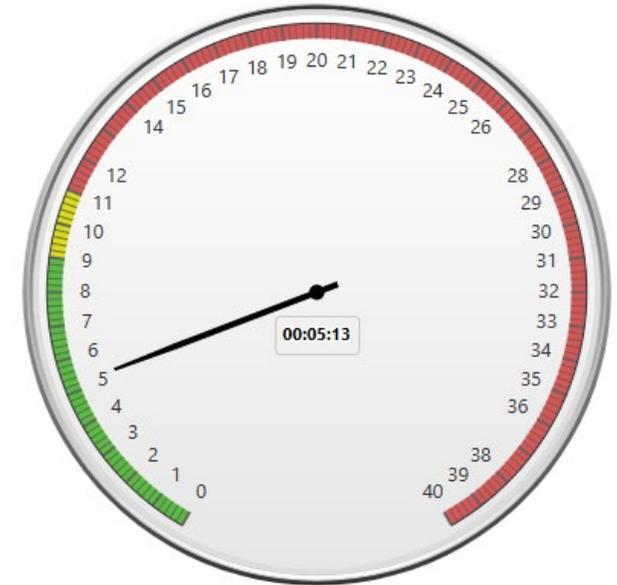
Unit Average Total Response Time (HH:MM:SS)

Jan 01, 2024 to Dec 31, 2024

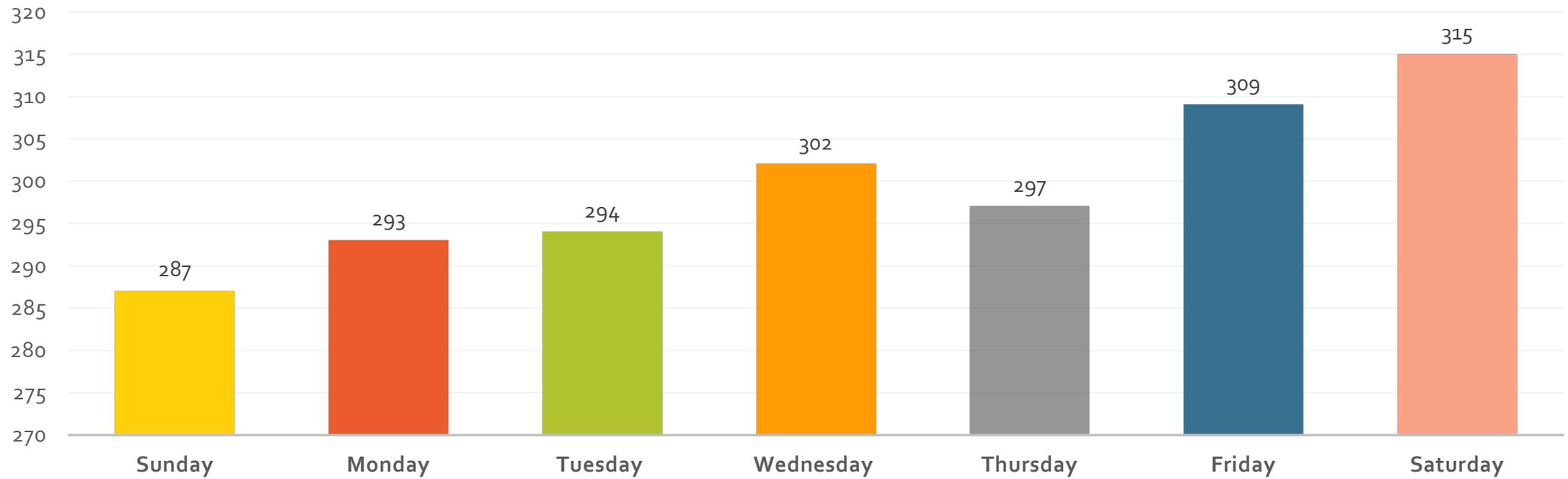


Unit Median Total Response Time (HH:MM:SS)

Jan 01, 2024 to Dec 31, 2024



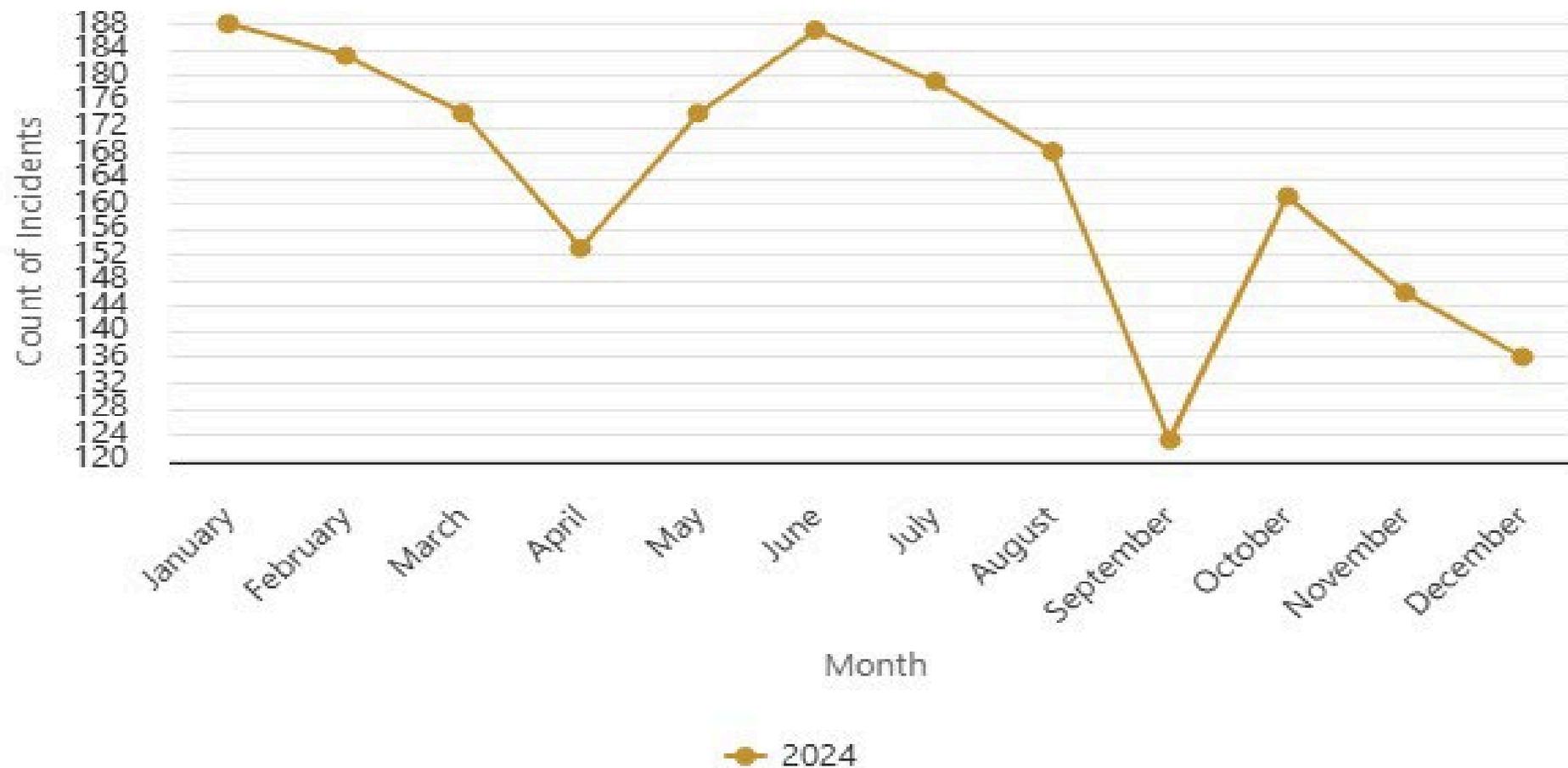
Response / Turnout Time



Calls by Day of Week

Fire Call Volume by Month

Jan 01, 2024 to Dec 31, 2024





Strike Team Mutual Aid

Continue to share Battalion Coverage Zone -6

Stike Team 2024: 4

Crystal Fire

Point Fire

Boise Fire

Glenhaven Fire

All costs for equipment and personnel are reimbursed through prearranged agreements with Cal OES

Fire Services Contracts

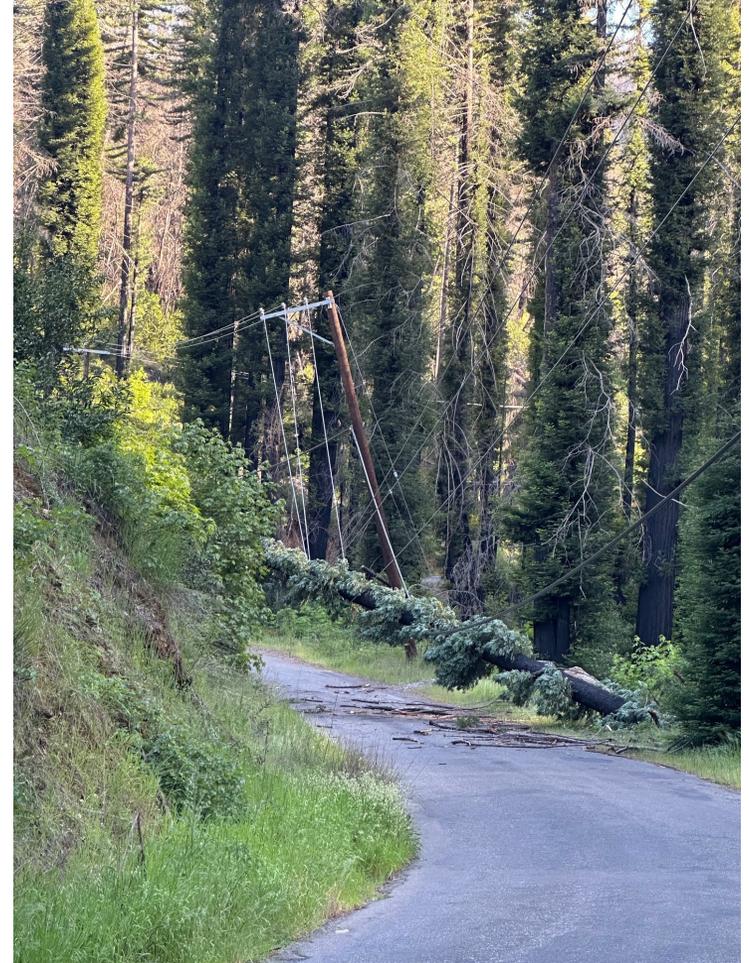
Zone **FS-Fitch Mountain** included all unincorporated areas on the mountain that are outside of Healdsburg City limits. 3+ square miles

Fitch Mountain generated 61 calls for service in 2024

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.

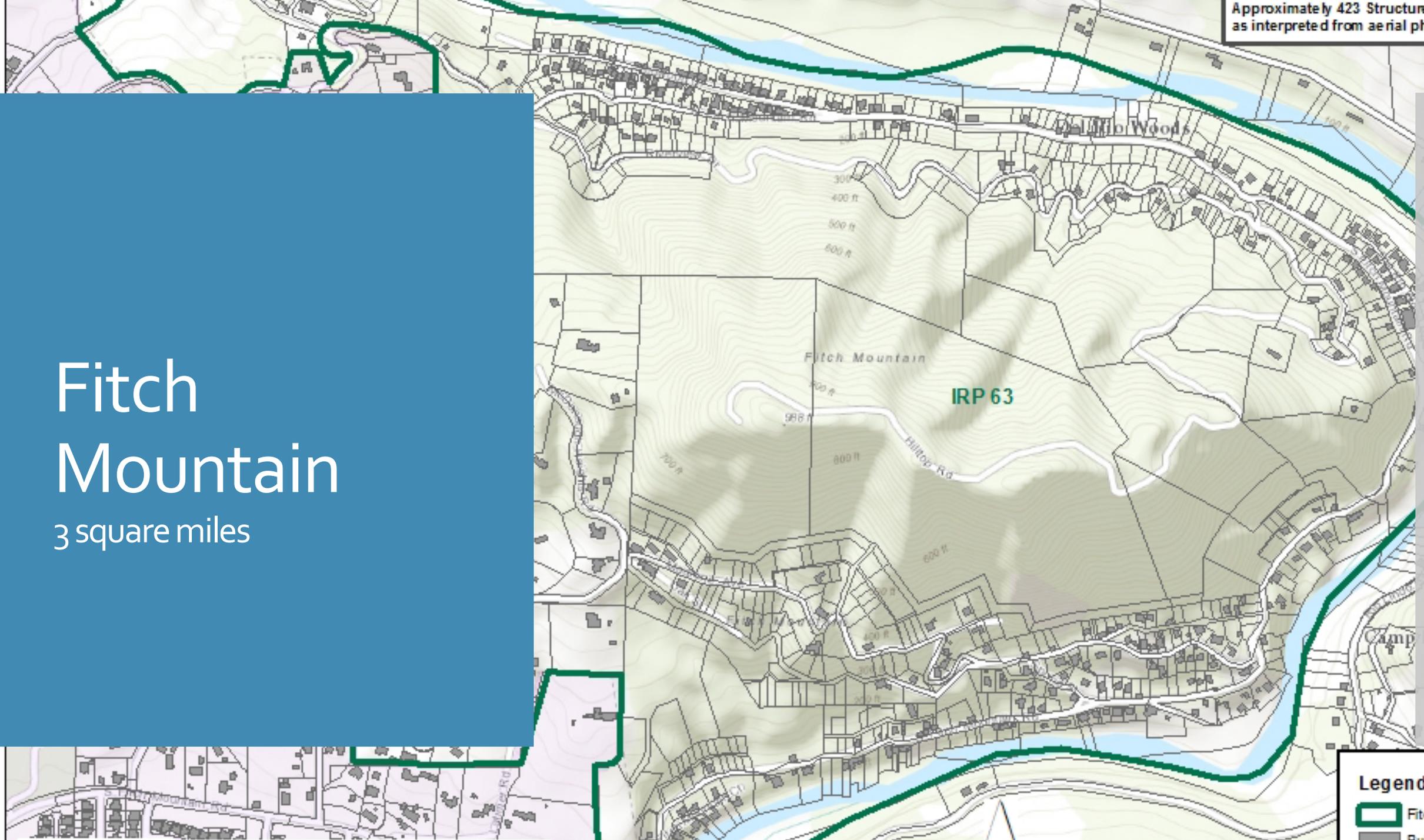
This area generated 130 calls for service in 2024

The contract for services with NSCFPD was extended to 2025 and will be review and likely extended in 2026



Fitch Mountain

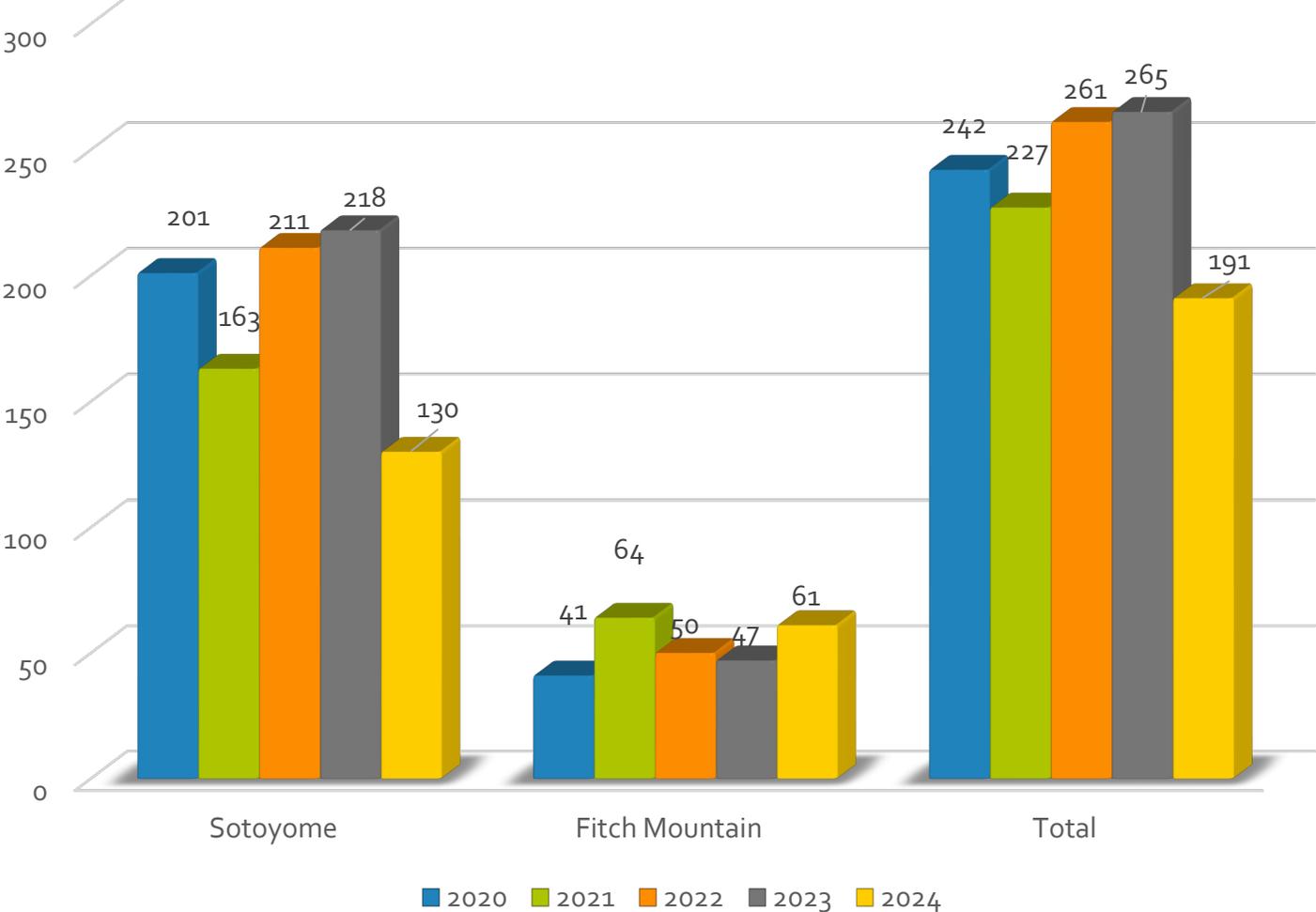
3 square miles



Legend

-  Fitch_Mt
-  Building

Contract Area Calls



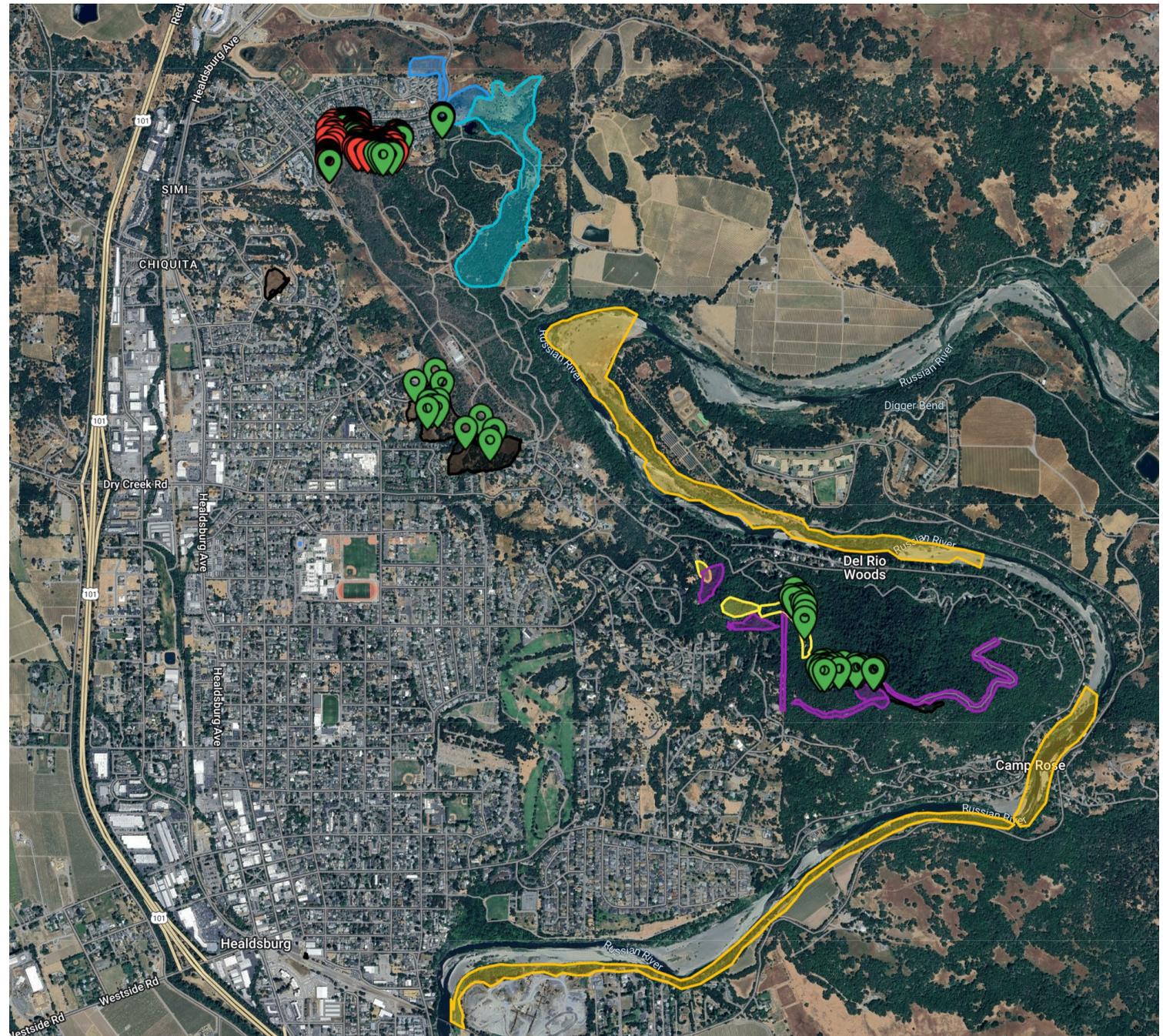
Vegetation Management Strategy (Overall)

Geographic Fire Break

Calming Zones

Shaded Fuel Breaks

Fire Fuel Reduction



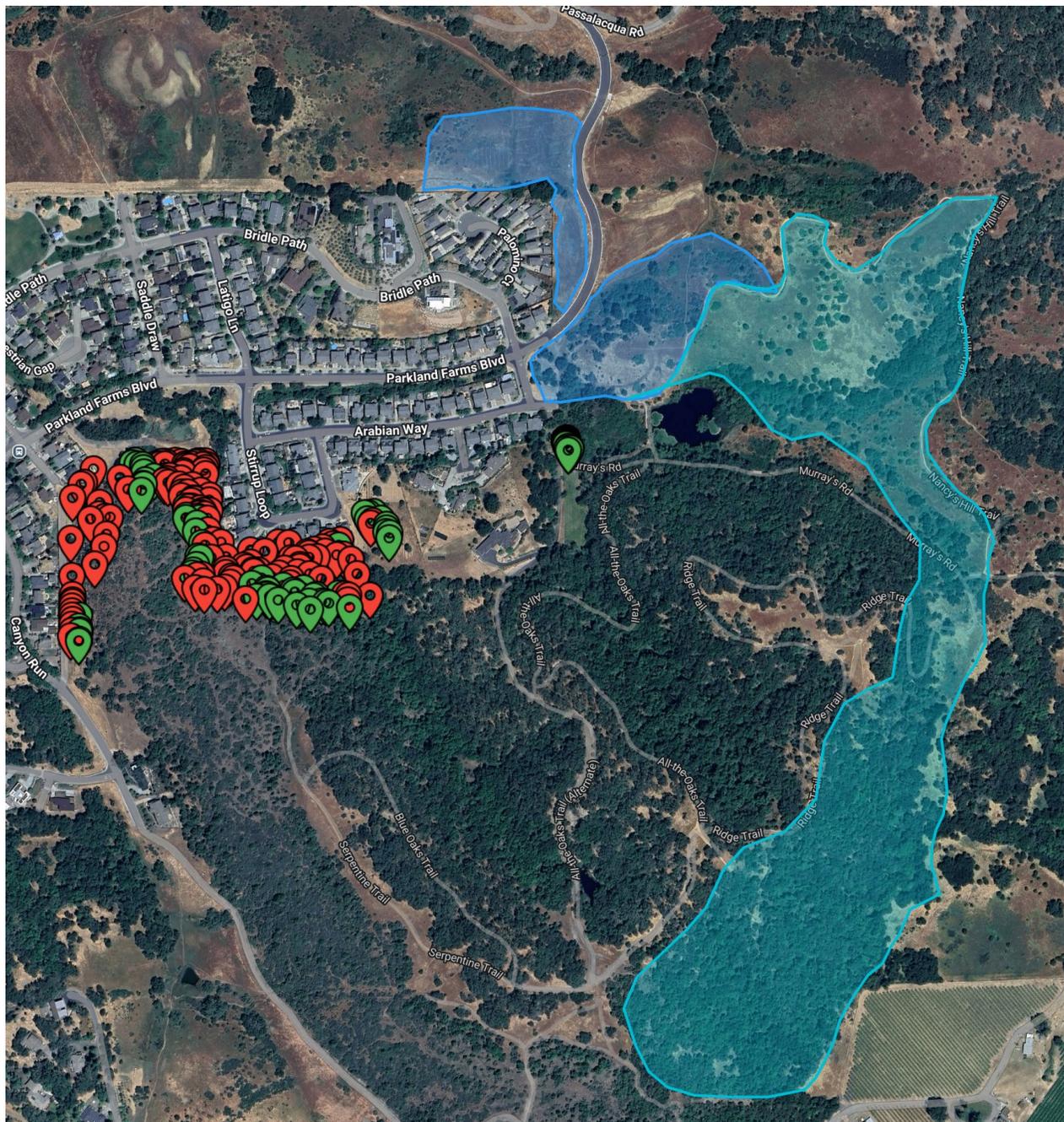
Vegetation Management Strategy

Healdsburg Ridge

Sheep & Goat Grazing Project

Multiple Pile Burns

Hand Crews



Vegetation Management Strategy

Gauntlett

Multiple Pile Burns

Hand Crews

Mastication

Broadcast Burn

20+ Acres



Vegetation Management Strategy

Fitch Mountain

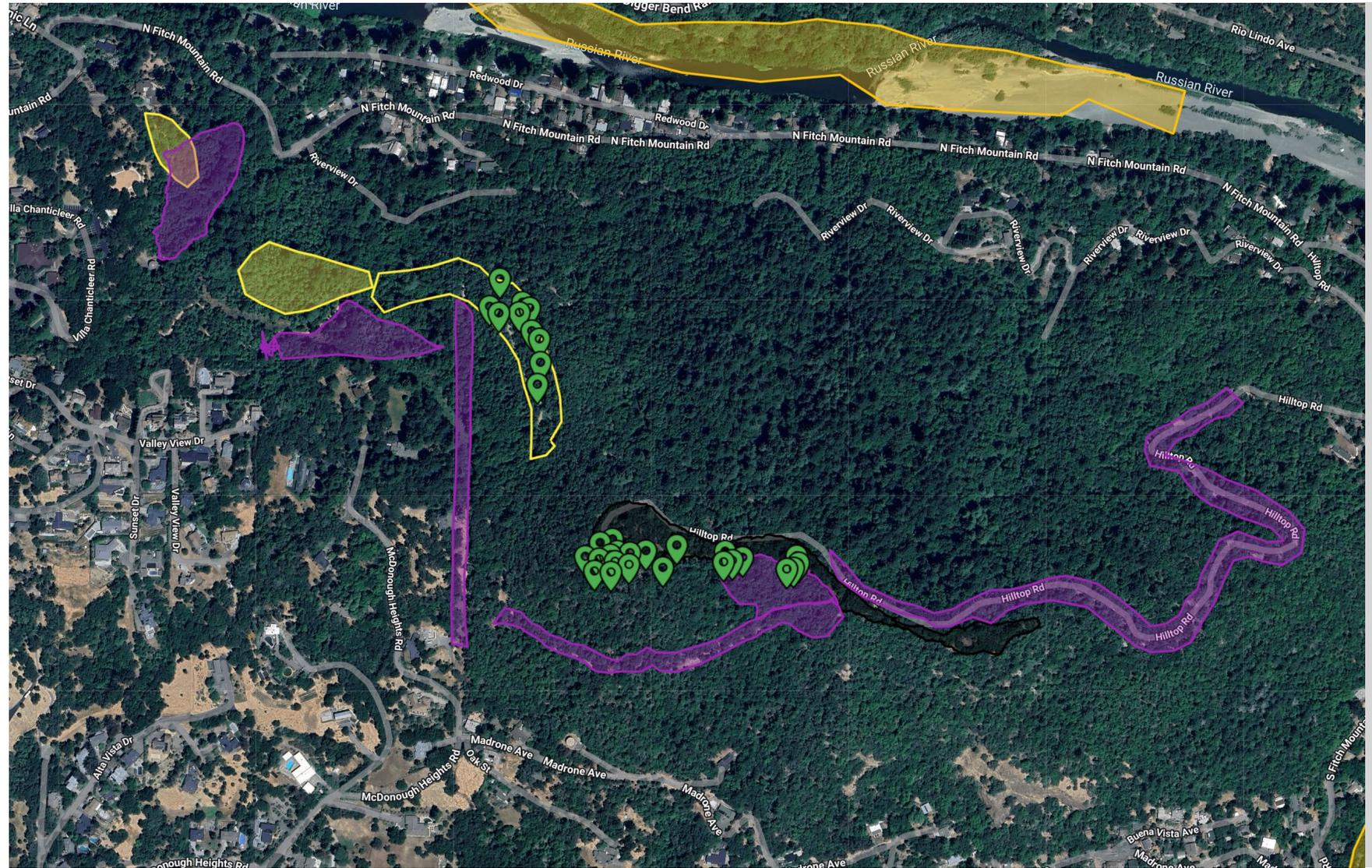
Multiple Pile Burns

Broadcast Burn

Hand Crews

Chipping

Mastication



Fire Prevention Division

Completed 100% of State Mandated Inspections

Ongoing Wildfire Mitigation Efforts:
HROSP/FMOSP

Investigated all fires within the City of Healdsburg

Continue to administer weed abatement program
citywide

Completed hundreds of Fire Code inspections and
plan reviews

CPR Training:
Provided lifesaving CPR training to over 100
community members

Staffing Improvements:
Hired a second Fire Inspector with support from
Measure H funding



New Fire Inspectors

Robert Morris

Replaced longtime inspector – Hundreds of inspections & plan reviews.

Haile Duffy

200+ inspections completed (business & construction inspections)

1st Measure H position (2025)



Community Engagement

Citizens Organized for Emergencies (COPE)

Healdsburg High School Internships (2 Students)

Firefighter's Furry Friends

Puppy Parade

Holiday Toy Drive

Bucket Brigade Blood Drive

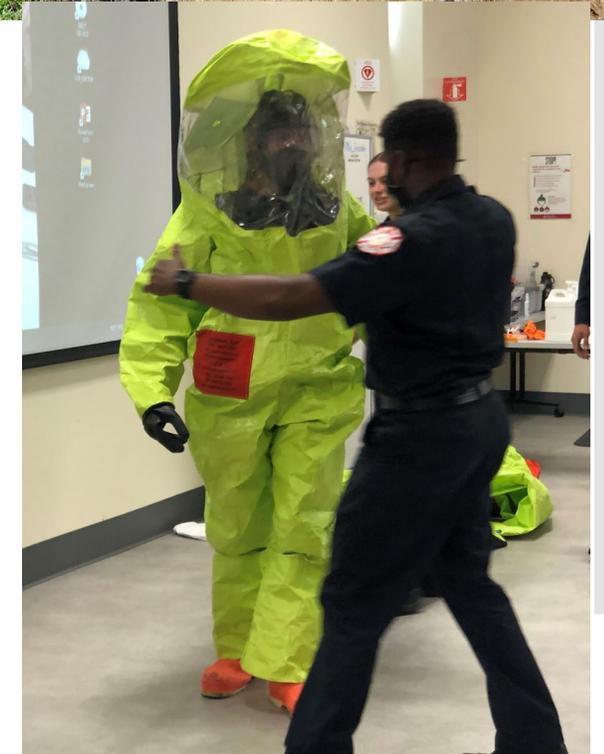
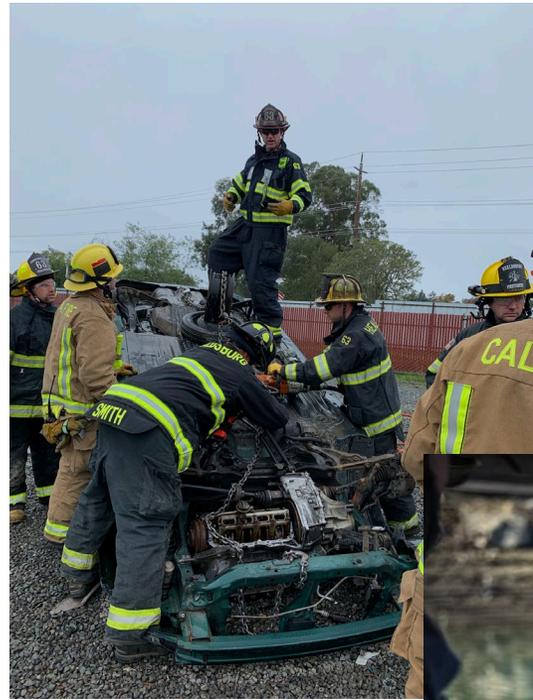
St. Patrick's Day Parade

Twilight FFA Parade



Agency Partnerships

Joint Training (Zone 6)
SRJC Fire Academy
Fire Investigation Task Force
Prescribed Burns



HFD Station 2

Project acceptance to Council May 5th

Fit and Furnishings in progress

Equipment move in – Scheduled Post Acceptance

Ready to be upstaffed this fire season when needed

Available for training

Community Events – Open House – October



Measure H

Passed by the voters in Sonoma County in March 2024

1/2 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



Standards of Cover, Community Risk Assessment and Strategic Plan

- Contract on Agenda tonight
- AP Triton will be the consultant if approved
- 6 Month Timeline
- Response time data/Gaps in Service
- Strategic Plan/Goal Setting
- Will include input from all staff and stakeholders
- Project will also include at least 1 community survey
- Guiding Document for Measure H



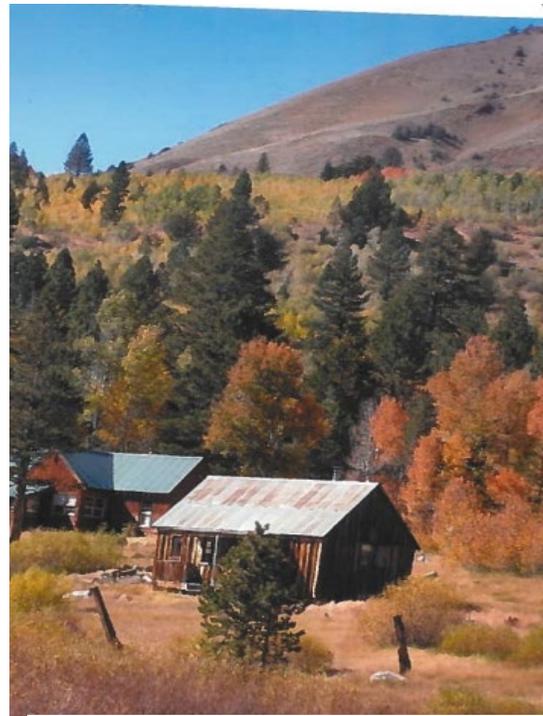
Thank you!

Questions?

To the Gentlemen who got me off the floor on Wednesday, 3/12,
It is never enough to just say thank you. The help you given is without question a gift that allows me to stay in my home; and that means the world to me.

All you do for this city and beyond is so appreciated. You make me feel comfortable and safe. I made it to the hospital in time for my appointment.

You are one of the pillars of our community.
Thank you [redacted]



I wish I could thank each of you by name... I was very lucky that morning to benefit from your expertise & empathy. The good news is a trauma surgeon put my leg back together that night & I was walking the next day! Thank you for assessing my injury & getting me to Sutter so quickly.

My husband, [redacted], & I are constantly grateful you are part of this community & that you have all chosen a path of helping others.
Heartfelt thanks [redacted]

THANK YOU

On Friday 1/17/25, one of your fire emergency crews joined La Bell's Ambulance team in response to a 911 call from our home on Theresa Ct. I had fallen on our icy deck, fracturing my femur.

I thank all of you on that response team. The care which you lifted me [redacted] will be our next will stay with me.

City Manager's Report

City Council, April 7, 2025



Public Comment on Non Agenda Items

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

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District Elections: Public Hearing #5

April 7, 2025

Agenda

Things we will cover:

- Public Hearing Schedule
- Traditional Districting/Redistricting Principles
- Public Maps
- Potential Final Map
- What's Next: Vote on Map and Sequencing

City of Healdsburg

First three meetings devoted to community of interest
information gathering and education on districting process

Proposed Schedule:

December 16, 2024	Public Hearing #1 (Pre-map)
January 6, 2025	Public Hearing #2 (Pre-map)
January 16, 2025	Public Outreach Meeting
February 18, 2025	Public Hearing #3 (Post-map)
March 17, 2025	Public Hearing #4 (Post-map)
April 7, 2025	Public Hearing #5: final vote

Required Districting Criteria

Traditional redistricting principles used throughout the country and written into state law

There are a number of criteria that are required under the FAIR MAPS Act (ranked):

- Relatively equal size - people, not citizens
- Contiguous – districts should not hop/jump
- Maintain “*communities of interest*”
- Easily identifiable and understandable lines, following natural, and man-made boundaries
- Keep districts compact – appearance/function

Public Maps

One additional map submitted on Districtr prior to the 7-day posting deadline

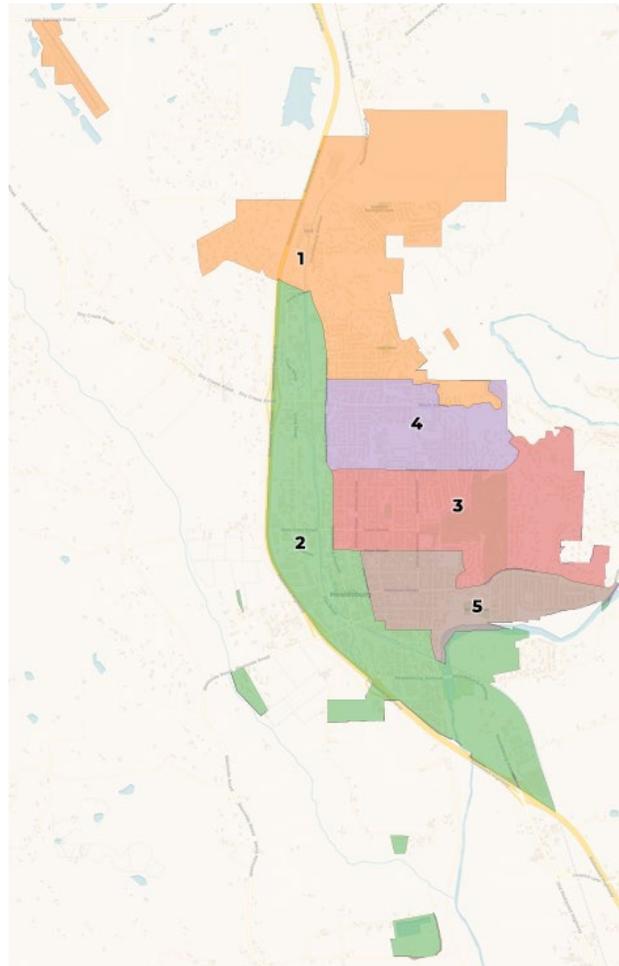
ID 290505

“Update Map A”

Total Deviation: 8.5 %

Date of submission:

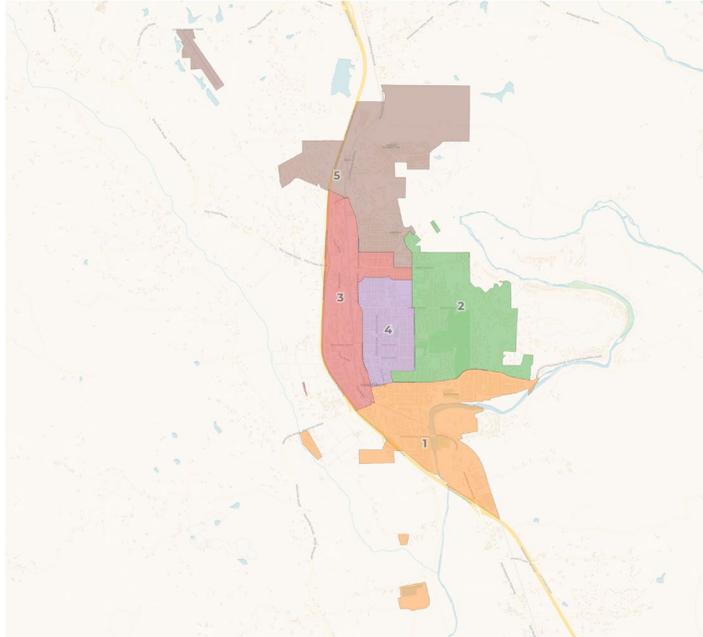
3/19/2025



Potential Final Map: Draft A

City of Healdsburg
Draft A (Staff Recommended Sequencing)

 REDISTRICTING
PARTNERS



- Total Population Deviation: 8.1%
- Creates compact north and south districts
- Western district keeps together like communities of interest:
 - Renters
 - Age
 - Income levels
 - Maximizes Latino CVAP

Recommended
Action

- By motion, select the final map to be included in proposed ordinance.

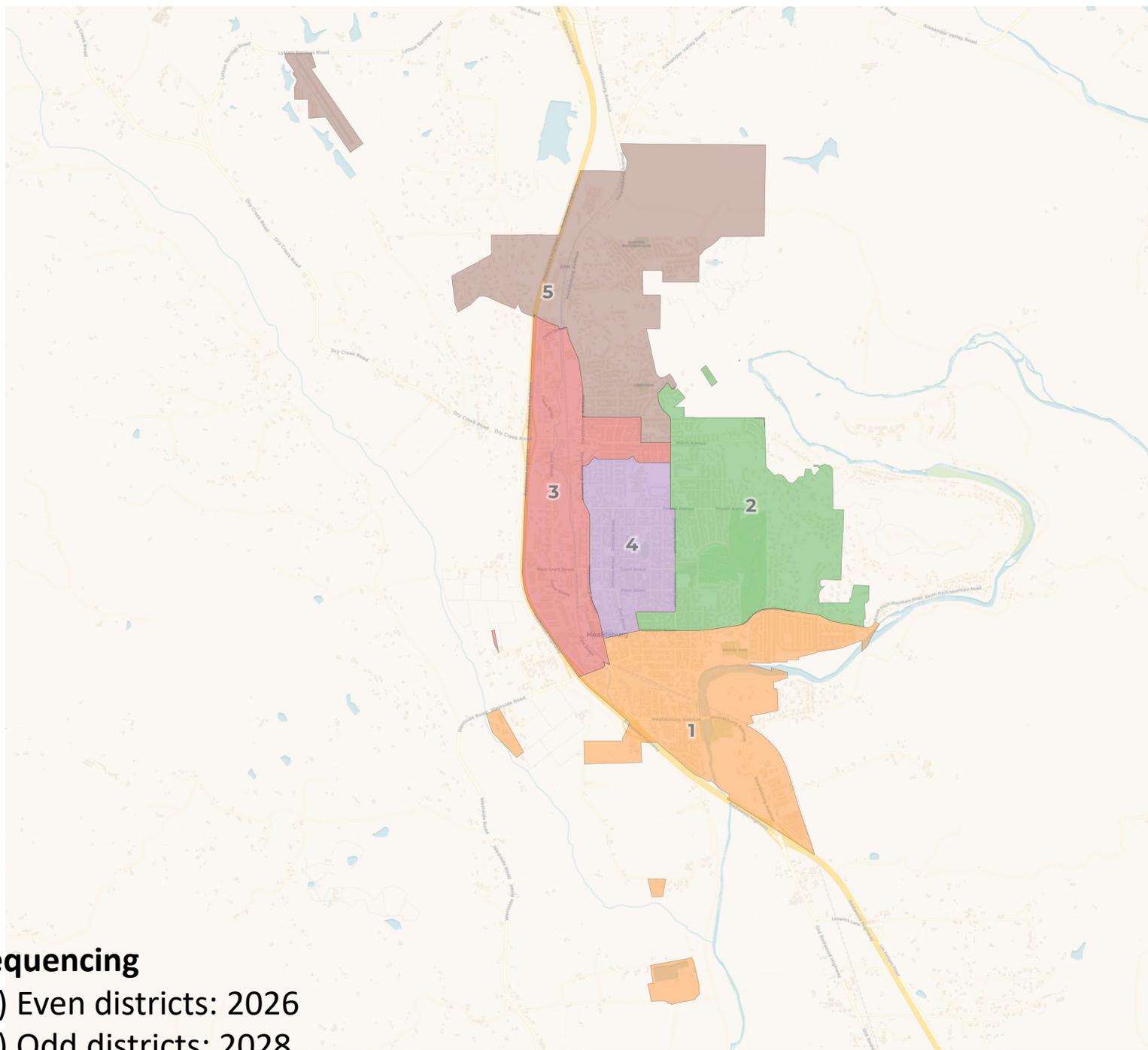
Sequencing of Elections



Sequencing

(2) Even districts: 2026

(3) Odd districts: 2028



2020 Census

	1	2	3	4	5
Population	2,294	2,303	2,173	2,357	2,233
Deviation	22	31	-99	85	-39
Deviation %	1.0%	1.4%	-4.4%	3.7%	-1.7%
Other	1,507	1,875	793	1,545	1,489
Other %	65.7%	81.4%	36.5%	65.5%	66.7%
Latino	740	392	1,356	763	683
Latino %	32.3%	17.0%	62.4%	32.4%	30.6%
Asian	37	30	15	35	47
Asian %	1.6%	1.3%	0.7%	1.5%	2.1%
Black	10	6	9	14	14
Black %	0.4%	0.3%	0.4%	0.6%	0.6%

Citizen Voting Age Population (CVAP)

	1	2	3	4	5
Total CVAP	2,096	2,247	1,424	1,635	1,356
Other CVAP	1,661	2,064	905	1,237	1,035
Other CVAP %	79.2%	91.9%	63.6%	75.7%	76.3%
Latino CVAP	359	162	513	377	256
Latino CVAP %	17.1%	7.2%	36.0%	23.1%	18.9%
Asian CVAP	75	20	6	21	65
Asian CVAP %	3.6%	0.9%	0.4%	1.3%	4.8%
Black CVAP	1	1	0	0	0
Black CVAP %	0.0%	0.0%	0.0%	0.0%	0.0%

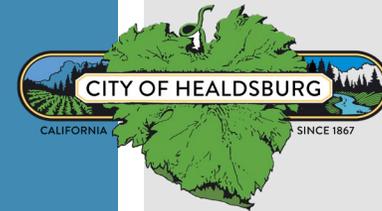
Recommended
Action

- By motion, select the two District Seats to be up for election in 2026 (with the remaining District seats to be up for election in 2028) to be included in the proposed ordinance.

Recommendation Action

- Consider introducing by title only and waive further reading of an Ordinance Amending Healdsburg Municipal Code Article 1 (General Provisions) within Chapter 2.40 (Elections) of Title 2 (Administration and Personnel) to add section 2.40.010.01 "District Elections" to Provide for the Election of Members of the City Council by Five Districts; Establish the District Boundaries; and Election Order of Each District.

Questions



Public
Comment

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del público

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Parklet Program

Discussion

City Council, April 7, 2025



Action

Receive presentation

Provide direction on listed items
and general input

Staff will make draft modifications
to the program and return to City
Council for further review(s) with
the goal of final approval by
January 2026

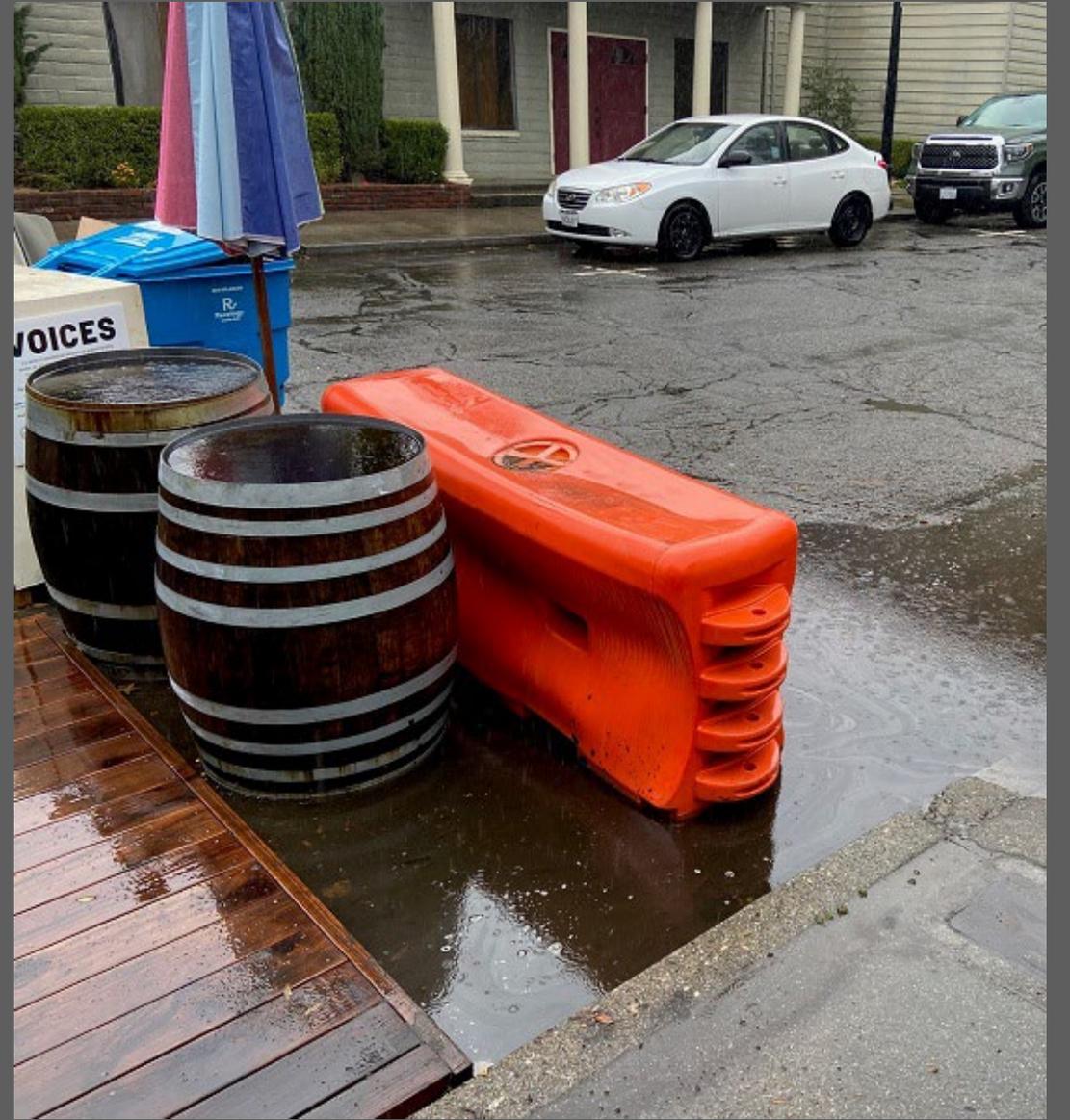




Program History

- The City's Parklet Program originated due to operational restrictions caused by the Covid-19 pandemic.
- June 2020 - City Council approved the Temporary Outdoor Activities Permit program.
- November 2020 – City staff released first Parklet Design Guidelines and Standards.
- January 1, 2023 – start of the Ongoing Parklet Program
- Resolution stated the program would undergo a review in 2025 for possible modification or termination as determined by City Council





Current

- Number of total parklets 16
- Restaurants 6
- Bar/Food - 1
- Wine - 7
- Art/Wine – 1
- Retail - 1
- Number of parking spaces occupied
40

Fees

- The parklet permit fee currently consists of two components:
 - \$2,595.84 annually for staff time. This includes processing permits, inspections, response to complaints, enforcement, managing fees, insurance, and everything else parklet related.
 - \$1.62 per sq ft per month.
- Fees are collected every six months to reduce the financial burden on owners
- Usage fees collected \$318,000 (total)
- Administrative fees collected \$119,500 (total)
- Adjusted by CPI annually

Sonoma County Parklets

Agency	Parklet Program	Active Parklets	
Cotati	Yes	1	Food Service Only
Cloverdale	No	1	Grandfathered
Petaluma	Yes	6	Still "Covid Pilot"
Rohnert Park	Yes	0	
Santa Rosa	Yes	2	3 in process
Sebastopol	Yes	0	
Sonoma	No	0	Some sidewalk dining
Windsor	Yes	2	3-year pilot only
Healdsburg	Yes	16	

Benefits

- Parklets activate downtown area create atmosphere
- Create outdoor venues
- Encourages walking
- Creates local identity
- Additional revenues
- Assist local businesses





Challenges

- Parklet Permit does not follow typical process and no design review
- Parklets do not and cannot meet building, electric, or fire code
 - Fire access, heaters, electrical connections.
- Unlike other privately owned buildings, the City will likely be included in any lawsuits created by a parklet
- Lack of enforcement mechanisms
- Obstacle to emergency response operations
- Conflicts with work within the public right of way
- Drainage and flooding issues
- Rat harborage, inability for street sweeper access- water quality
- Activation language in guidelines is hard to enforce.
- No protection for parklet occupants from vehicle collisions
 - Two parklets have been hit by vehicles in Healdsburg
 - Injuries and deaths have occurred elsewhere





Options

- Continue ongoing program with revised requirements
- No new parklets but allow existing parklets to remain under revised requirements for certain period
- Wind down the program on a certain date
- Other?

Recommendations

Staff recommends:

- Require Encroachment Permit for construction and removal of parklet with associated fees
- Establish fees for late payment or proof of insurance
- Require parklets to pay a deposit to be used to remove parklet and repair any damage created by parklet (drilling into street or sidewalk) if owner is unresponsive
- Require removal of parklet upon close of a business.

Additional Discussion Items

- Limiting types of business that are allowed parklets (retail, wine tasting, restaurant, available private outdoor space, road speeds and widths)
- Total number of parklets limit. Currently no limit
- Total parking spaces to be occupied. Currently limited at 71
- Should parklets be subject to additional design review?
- Should existing fees be revisited?
- Other?

Questions



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L&M Quarterly Update (Q3)

April 7, 2025





Overview

- Q3 Highlights
- Data & Program Outcomes
- Supportive Services Offered
- Financial Status
- Conclusion & Future Activities

Q3 Highlights

- Program Outcomes
 - Interim-Housing Units for Northern Sonoma County residents increased to over 46.
 - December 9, 2024 - Launched the Keep People Housed Homelessness Prevention Program.
 - Point-in-Time Count – January 2025
- Staffing Updates
 - Reach for Home is hiring another Case Manager and a Supportive Services Assistant.
 - Mental Health Internship Program success.
 - Expanded services to include in-person and telehealth psychologist appointments to help expedite access and adherence to medication.
 - Russian River Keepers are continuing to keep the river clean and free of unauthorized access.

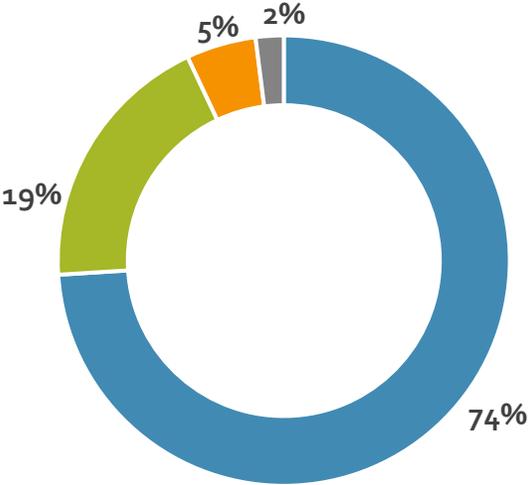
Program Outcomes



Data Point	Cumulative Total as of Last Report 12/16/2024	Quarter 3 FY 24-25 Activity	L&M Village Totals Since Program Start
Participants Served	87	6	93
Successful Exits to Housing	40	4	44
Housing Voucher Applications	26	0	26 (0 this quarter)
Health & Wellness - Accessed Mental Health	78	8	86
Health & Wellness - Accessed Medical Services/Appointments	86	5	91
Income Progress - Income Increase by Employment	44	6	50
Income Progress - Income Increase by Utilizing Subsidies (Food Stamps/SSI)	82	9	91

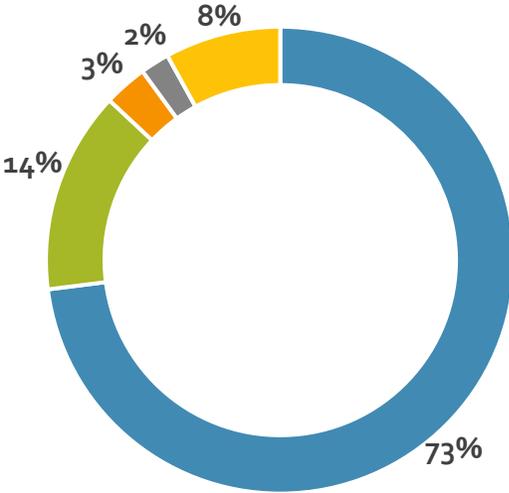
Occupancy By Race/Ethnicity

Occupancy By Race & Ethnicity **L&M Village**



■ White ■ Hispanic ■ Native ■ Black

Race & Ethnicity of Those Experiencing Homelessness **Healdsburg**



■ White ■ Hispanic ■ Native ■ Black ■ Unknown

Supportive Services Offered

- **Nearly 80% of participants engaged in at least 2 activities/week**
- One-on-one counseling sessions
- Food pantry access
- Budgeting and cooking classes
- Employment search support
- Haircut services
- Interview clothing assistance
- Daily living skills training
- Housing search and application classes
- Weekly healthcare visits by Providence Healthcare
- Active participation in Fentanyl awareness events
- Collaboration with Face to Face for HIV testing
- Addiction recovery group on-site



Homekey Funding

Funding Sources	Amount	Status	Use
Homekey Capital	\$6,168,000	Awarded	Acquisition/Construction
Homekey Operations	\$660,800	Awarded	L&M Operations
County Capital Match	\$950,000	Awarded	Acquisition/Construction
Early Occupancy Bonus	\$220,000	Awarded	Operations
County Operating	\$1,263,570	Awarded	Operations FY 23-24 & FY 24-25
Total	\$9,262,370		

Conclusion & Future Activities

Challenges

- Additional Interim-Housing Units.
- Permanent Supportive Housing Units.
- Unrestricted funding.

Opportunities

- Employment connections.
- Dry Creek Commons set-asides.
- Heritage Park in Windsor.



2024 Point-in-Time Count

2024 Point-in-Time Count (PIT)

The results from the 2024 Point-in-Time (PIT) Homeless Count, conducted on January 31, 2025, indicate the following changes:

- Homelessness in Healdsburg increased from 33 to 50 individuals.
- 13 individuals were sheltered at the L&M Village.
- Homelessness in North County rose from 118 to 157 individuals.
- Countywide, homelessness increased by approximately 11%.

Historical Point-in-Time Counts:

- While the increase in the 2024 PIT count is noteworthy, it's important to view these numbers in the context of a broader trend. Despite fluctuations, the 2023 count marked a significant reduction, and the current figures remain below historic levels, indicating progress from the City's efforts and partnerships.
- Since the PIT count was conducted, significant work has been done through the Encampment Resolution Funding (ERF) grant, clearing key encampments along the Russian River. As a result, we expect to see further improvements in the 2025 count.

Discussion
&
Questions



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Mayors' & Councilmembers Association Appointments

Board of Directors Appointments		
Commission/Committee	Number of Seats	Letters of Interest Received
Measure H Oversight Committee	2 seats	Evelyn Mitchell – Healdsburg Jeff Okrepkie – Santa Rosa Sanda Lowe – Sonoma Neysa Hinton – Sebastopol Jill McLewis - Sebastopol
North Bay Division, LOCC, Executive Board	2 seats	Susan Harvey – Cotati Janice Cader Thompson – Petaluma Stephen Zollman - Sebastopol
Sonoma County Agricultural Preservation and Open Space District Citizens Advisory Committee	2 seats	John Shribbs - Petaluma Karen Nu – Petaluma Marjorie Morgenstern – Cloverdale

Questions



Public
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