



**Sustainable Sonoma Council Meeting Minutes**  
**January 9, 2020**  
**Hanna Boys Center, 3-5pm**

Attending Council:

Fred Allebach  
Lorainne Ashton  
Mark Bodenhamer  
Ann Colichidas  
Tom Conlon  
Rebecca Herмосillo  
Juan Hernandez  
Stephanie Hiller  
John Kelly  
Jacey Pickens-Jones

Ryan Pocock  
Teri Shore  
Cathy Wade Shepard

Steering Committee:

Kimberly Blattner  
Richard Dale  
Tim Freeman  
Cynthia Scarborough

Staff:

Leah Benz, Health Action  
Caitlin Cornwall  
Mike Courville, Facilitator  
Kim Jones  
Cathy Webber, Facilitator

Advisors:

David Morell

## 1. Values Refresh

Refresh on values. What is SuSo Council's values filter for reviewing draft recommendations?

### Definitions of Equity

- Fair access: "Fair" doesn't mean "same". Fair means apportioned to the needs of the individual or group.
- Opportunities for all, regardless of group identity
- Cost and benefits of sustainability are fairly distributed
- Full participation
- Triple bottom line

Council to reflect: How will the choices we make about housing, transportation, etc. produce a more equitable future? How will this choice advance equity? How will this choice reproduce inequity?

We want to be able to say "The choices we made helped create a level playing field. They did not result in a more distorted playing field." This is why we use a values filter.

### Aspects of Equity

- Procedural equity: Authentic engagement and representation in processes to develop or implement sustainability programs and policies
- Distributional equity: Programs and policies result in fair distributions of benefits and burdens across all segments of a community, prioritizing those with highest need

- Structural equity: Decisions are made with a recognition of the historical, cultural, and institutional dynamics and structures that have routinely advantaged privileged groups in society and resulted in chronic, cumulative disadvantage for subordinated groups
- Generational equity: Decisions consider generational impacts and don't result in unfair burdens on future generations

## 2. House-keeping items

1. SuSo offered 7 spots at [workshop](#): Moving our Value into Action: Racial Equity 2020, on February 21.
2. Steering Committee approved a modest adaptation of SuSo's governance structure.
3. Jane Raley is a student in the Organizational Development masters program at Sonoma State will set up meetings with each of the 3 E's on sector participation.

## 3. Strategies reviewed at high level 1-10, edited

<b>CROSS-CUTTING STRATEGIES</b>
1. Increase public and private funding for affordable housing (affordable both by design and through deed restriction)
2. Get Sonoma Valley designated in government plans that affect housing.
3. Understand and track Sonoma Valley's housing situation.
4. Build public will for housing affordability and a good match between jobs and homes.
5. Develop a cohesive joint City-County housing strategy.
6. Address the mismatch between the City and the Springs in terms of representation, resources, poverty, etc.
<b>INCREASE THE NUMBER OF AFFORDABLE, DESIRABLE HOMES</b>
7. Improve infrastructure to support infill, low- and moderate-income homes.
8. Reduce regulatory barriers that limit housing production. Actively incentivize production.
9. Build a variety of types of homes in thriving neighborhoods for low and moderate income people, including on nontraditional types of land.
<b>IMPROVE EXISTING AFFORDABLE HOMES</b>
10. Rehabilitate existing housing of all types, working through existing programs, so people's homes are safe and affordable.

## PRESERVE EXISTING AFFORDABILITY

11. Preserve existing housing affordability, and protect residents, including renters, by strengthening existing programs.

Edits:

- 11th strategy added to address inequities in Sonoma Valley caused by the City and Springs not sharing the burdens and benefits of being urban.
- “Pro-housing community” removed
- “Affordable both by design and through deed restriction” added
- “Including renters” added

Note: The specifics (not bolded) are still evolving, guided by experts, will continue to evolve. As soon as we delve into any of them, we will talk to people already doing this work.

### Overarching observations of housing expert team

- Inequities in Sonoma Valley will not be resolved until the City and the Springs share the burdens and benefits of being urban. For example, as was attempted in the 1970’s, by merging and becoming the City of Sonoma Valley.
- Economic growth is currently concentrated in lower wage industries - services, tourism, and agriculture. How should our economy evolve?
- Housing is a regional issue, not just a local one. People commute long distances throughout our commute-shed.
- A raft of new and expected state laws promoting housing affordability affects all we do here.

### Council questions/concerns

- Climate Change should be central to the strategy, i.e it not proven that living in town reduces driving, public transportation is also required.
- We need a balance of Improve/Preserve with Increase and be mindful of population growth and gentrification, unintended consequences.
- Some are not comfortable with the phrase “Pro-housing community”.
- Avoid missing opportunities to develop the finite amount of buildable land in the right way.
- Orient strategies to projections of Sonoma Valley population growth to determine how many units are needed and how many should be Affordable.
- New Affordable Housing is not necessarily “growth”, it is accounting for displacement caused by market distortion.
- Look at our society as the Egyptian pyramid: the kind of housing we build should be proportional to needs: biggest is workers who need AH, less and less and you go up the pyramid.
- SVUSD is here as “Economy”, as the biggest employer. ½ of teachers and staff cannot afford to live in the Valley. Stats on school district can be utilized by SuSo.

- Biggest fear is that we will get nothing done.
- Shifting public will is necessary to address the racism and classism keeping us from moving forward. Must have conversations about race, our own internal biases.
- Keep the distinction of AH and ah in mind and make sure both are referred to cross-cutting strategies.
- Investment and speculation plays a role in the cost of land.
- Homelessness has been overlooked and should be part of our scope.
- Willing to live with this in the spirit of all getting behind this.
- Would be nice if enshrined endorsements had targets.
- Understanding how we got here is essential.
- It's a great list that encompasses a lot of the things we want to accomplish. Frame it within the housing declaration so you have that lens.

#### 4. CHOOSE a subset of these strategies that SuSo will lead

Staff recommendations:

- Shift public will
- Understand and track Sonoma Valley's housing situation
- Increase funding for affordable housing - see if the philanthropic and employer community can do
- Supporting new projects actively, working with nontraditional landowners (School, SDC)

Council recommendations:

- Increase funding
- Build public will
- Build a variety of homes
- Preserve existing housing
- City/Springs

How to choose the strategy/strategies that SuSo will lead on. Charter criteria:

- Inspires all SuSo's sectors
- Politically and financially feasible
- Achieves success for SuSo soon (2 yr)
- Moves the needle, i.e. taking this action in SV has meaningful results

Homework: talk amongst yourselves, organizations about which would you want to lead with, participate.

#### 5. Closing. Confirm next meeting date: February 13, 3-5pm, 2020