

**CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT**

Meeting Date: July 5, 2016
To: Honorable Mayor and City Councilmembers
From: Community Impact Report Sub-Committee
Subject: Update from the Community Impact Report (CIR) Sub-Committee
Recommendation : That the City Council Receive the Update
Funding: Currently Budgeted: XXX Yes _____ No _____ N/A
Net General Fund Cost:
Amount: \$3200.00 (Cittaslow Budget)

INTRODUCTION: This item is to request that the City Council Receive the Update from the Community Impact Report Sub-Committee.

BACKGROUND:

In the October 20, 2015 Council meeting, the CIR Sub-Committee was formed and tasked to look more in-depth at the pros and cons of CIRs. Mayor Sarah Gurney and Councilmember Robert Jacob began meeting formally in January 2016 with members of Cittaslow Sebastopol (former Planning Commissioner Clare Najarian and Tasha Beauchamp).

After a review of numerous CIRs, including those provided by Planning Director Webster, the Sub-Committee determined the following:

- Sustainable development involves attention to environmental, economic and social impacts. The CEQA/EIR process handles the environmental impact. The sub-committee does not yet have a way of assessing social and financial impacts.
- Priority to encourage economic vitality and to welcome businesses.
- Does *not* want to require an added expense of consultant fees and a formal report.
- Prefers a less formal questionnaire/checklist filled out by the business/developer that allows the project to describe itself in terms of the priorities and Action Steps outlined in the General Plan (Sebastopol's vision of its preferred future).
- The questionnaire/checklist is conceived as informational, the beginning of a conversation that would:
 - Describe Sebastopol's priorities and be used as a guide to help future businesses/developments understand ways to be well-received in Sebastopol.
 - Provide government agencies and the public with a set of Action Steps distilled from the General Plan so a project's consistency with the General Plan can be more easily evaluated.
 - Begin the process of creating a partnership model where government, for-profits, non-profits, schools and faith communities work together to address community challenges and realize the vision outlined in our General Plan.
 - Provide for "Asset Mapping" so we can better understand the strengths and

resources any group (for profit, non-profit, faith community, school...) is willing to contribute toward Sebastopol's realizing the vision of the General Plan.

- Proposing a trial period of two years to:
 - Create a questionnaire and gather data
 - Determine best uses of the information
 - Create a threshold for when a business/developer would need to complete the questionnaire
 - Propose a process for integrating the questionnaire into various city functions.

DISCUSSION:

The CIR Sub-committee is recommending the following first steps as outlined below:

- July 2016: Conduct an online Community Survey asking the public what questions they would like asked of a business/developer in terms of social/financial/environmental impact.
 - Will allow the community a chance to be heard (even on environmental issues which will not be formally a part of the CIR, but may spark ideas that should be addressed.)
 - Will give the City a barometer of the citizens' most important concerns
 - Will likely generate some fresh new perspectives/questions not yet considered.
 - Will serve to acquaint citizens with the process and encourage civic engagement.
- Mid-September 2016: Assemble Community Survey data and present it to the public at a Community Forum designed to elicit feedback.
- January 2017: Begin the process of creating the questionnaire and researching possible "thresholds" for when a business/developer would need to complete it.

Although the online survey questions have not been finalized, the sub-committee has provided as an attachment sample questions that will be asked for the online survey. The CIR Sub-Committee will return to the City Council at a later meeting with information on the results of the survey and further steps to creating the questionnaire.

Cittaslow Sebastopol has set aside funds for this project in its Fiscal Year 2016-2017 budget (\$3200 to cover costs of the survey, advertising, the Community Forum and follow-up activities). There is no additional money being asked of the Council for this survey.

RECOMMENDATION:

Staff recommends that the City Council Receive the Update from the Community Impact Report Sub-Committee.

Attachment:

Sample of Online Survey Questions

Draft Community Impact Online Survey

We have the chance to create a process for assessing the economic, social and environmental impact of a proposed business or development.

Help us begin the conversation with businesses and developers so that all sectors of our community can contribute to make Sebastopol the town we have envisioned in our General Plan.

By completing this survey, you will be entered into a drawing to win \$100 gift card to the local merchant of your choice

To participate, you must

- Be 18 years of age or older
- Live within zip code 95472.

We look forward to hearing your thoughts!

Cittaslow Sebastopol
On behalf of the City's
Community Impact Report Sub-Committee

1) What questions would you like to ask a business/development regarding its anticipated contribution/change/impact **on the physical environment**. (Think large: impact on our natural resources, traffic, parking, water, waste management, etc.)

2) What questions would you like to ask business/development regarding its anticipated contribution/change/impact **on the economic environment**. (Think large: impact on existing businesses, how many jobs, what kinds of jobs in terms of pay and benefits, ability to afford housing in Sebastopol, etc.)

3) What questions would you like to ask a business/development regarding its anticipated contribution/change/impact **on the social environment**. (Think large: our community character, diversity, social justice, our history, etc.)

Sometimes it helps to think about the ways a business/development might impact our town—and *engage* with our town—in the context of contributing to the elements considered in our General Plan:

- Land Use (zoning)
- Circulation (traffic)
- Community Services and Facilities (Police, Fire, Public Works...)
- Conservation and Open Space
- Noise
- Community Character
- Safety
- Economic Vitality
- Community Health and Wellness
- Housing

Is there anything else you would like to suggest about this process of promoting partnership and a conversation with new businesses and developments?

* Please answer the following

- Your Address
- Your Zip Code
- Your Gender
- Your Age

* Your ties to Sebastopol (please check all that apply):

- Resident within city limits
- Resident outside the city limits
- Work in Sebastopol
- Own property in Sebastopol
- Own a business in Sebastopol
- Other _____

If you would like to be entered into the drawing, please give us your contact information. We will only call you if you are the winner. We will not share your contact information with other organizations.

- Name:
- Email address:
- Phone: