

**CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT**

Meeting Date: January 3, 2017  
To: Honorable Mayor and City Councilmembers  
From: City Manager McLaughlin  
Assistant City Manager/City Clerk Gourley  
Cittaslow Sebastopol (Tasha Beauchamp)  
Subject: Update on Cittaslow Sebastopol's activities in Fiscal Year 2016-2017(Activities to Date)  
Recommendation: That the City Council Receive the Informational Report  
Funding: Currently Budgeted: XXX Yes \_\_\_\_\_ No \_\_\_\_ N/A

**INTRODUCTION:** This item is to request City Council receive the informational report on activities conducted by Cittaslow Sebastopol in FY 2016-2017 (Progress Report).

**BACKGROUND:** In 2010, the City of Sebastopol applied for and received designation as a member of the international network of Slow Cities (Cittaslow).

The Cittaslow Sebastopol Mission is to preserve our unique town character by collaborating with individuals, businesses, nonprofits and government agencies to create activities and programs that:

- Support locally made products and agriculture
- Celebrate our culture and history
- Share the joys of our community with visitors and amongst ourselves
- Integrate technologies for improved well being
- Promote the health of our environment
- Develop community-friendly infrastructure

In 2013, the City Council acknowledged Cittaslow Sebastopol's unique position as a volunteer, community organization dedicated to helping the City of Sebastopol grow and develop in a manner consistent with the 6 priorities of the Slow City as listed above. Cittaslow Sebastopol continues to further the goals of the City Council to enhance the economic vitality of the City.

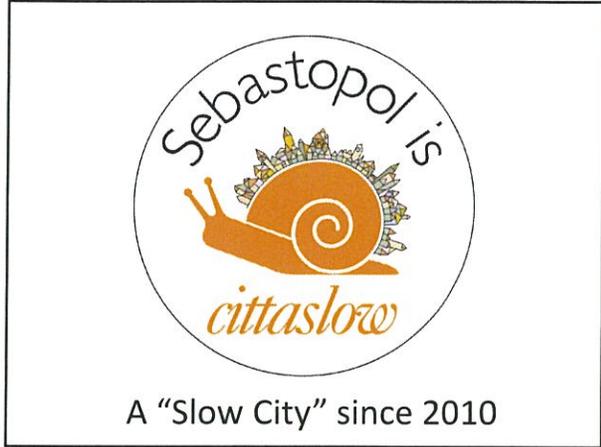
**DISCUSSION:**

Cittaslow Sebastopol is presenting to the City Council and the public an informational update showing how the City funds for Cittaslow Sebastopol have been spent to date and the benefits sustained as a result of Cittaslow Sebastopol's activities.

**RECOMMENDATION:** That the City Council receive the informational report.

**Attachment(s):**

Presentation  
Community Impact Questionnaire



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### The Sebastopol Ped Line "Park Once and Walk"



Sebastopol Walks, Studio L'image, Complete Streets

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### The Sebastopol Ped Line "Park Once and Walk"



- Pilot study
  - 62% walked instead of driving
  - 72% discovered a new store or restaurant
  - 82% got in a conversation
- CalTrans Permit
- Call for Artists
- Install in late spring

Sebastopol Walks, Studio L'image, Complete Streets

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### Walk-Friendly Community Bronze Designation



- Our Strengths
  - Collaboration! City Council, Police, Community
  - Walk & Roll to School
- Networking Resources
- Meet with City Staff

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### ExperienceSebastopol.com



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### Analytics: 2500 visits, 13% return



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### Referrals: City Website (1000 visits) Visitor Center (266 visits)



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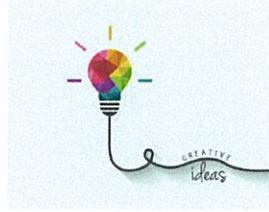
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### Mayor's Breakfast with the Non-Profits

- 18 non-profits
- Quarterly meetings
- Ideas
  - Non-Profit Directory
  - Non-Profit tables at Community Events
  - Lend-A-Hand Day (MLK 2018?)




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### Community Impact Report

Financial Impact



Social Impact




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### Questions to Start a Conversation

- Online Survey
  - 198 respondents
  - >1000 questions
- Community Forum
  - 50 people
  - 72 questions




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### Top 3 Questions

- Why did you choose Sebastopol?
- What are you offering that is different from what we have?
- How do you plan to participate in/ contribute to the community?



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### Top 3 Concerns

- Gentrification/Greying of Sebastopol (youth and poor are leaving)
- Housing and Wages
- Priority given to Visitors over Locals



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### Conversation Focused on Success Promotional Brochure

- Share our Market Research
- Answer Questions about Sebastopol
- Find out more about them
- Look for areas of common interest



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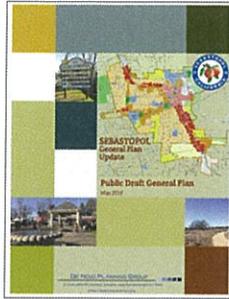
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### Community Success Checklist

-- NOT Regulatory --

- Assemble Questions
  - Online Survey
  - Community Forum
  - Action Steps of General Plan
- Different versions
  - Developers
  - Small Business
  - Large Business




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### Sebastopol Area Time Bank




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### 6 Priorities of a Slow City



- Locally made products and agriculture
- Local culture and history
- Hospitality: with visitors, with each other
- Sustainability
- Wise use of technology
- Community-friendly Infrastructure

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## **12/6/16 Update from the Community Impact Report Sub-Committee**

Attached is a report about our findings from an online survey conducted over the summer and a Community Forum held on 9/15/16.

### **Conversations instead of Reports**

The Sub-Committee began its journey to look into the possibility of creating a requirement for a Community Impact Report to assess the financial and social consequences of new developments and businesses. Quickly we determined that we would prefer, instead, to start a collaborative conversation geared around Sebastopol's vision for itself and how the business/developer would like to join the community and be part of making that vision a reality.

### **Recommendations from the Research**

After reviewing community input and discussing options with City Staff, we recommend creation of the following:

- **A marketing brochure for developers/new businesses:** In essence, we have done quite a bit of market research for an incoming venture. Let's share with them desired actions from our General Plan, and insights from the community. This will attract projects that are in harmony with our town vision, and will give new ventures useful information for priming their companies to succeed in Sebastopol.
- **Community Success Checklist:** These questions will be drawn from the Community Forum input and the Action Steps of the General Plan. They are designed to spark positive ideas. The intent is to tell businesses about us through the marketing brochure and then invite them to tell us about themselves through this checklist. The more items they check, the more aligned they are with the General Plan and community concerns. There are no demerits in the process. The focus will be on strategies for success.

### **Suggested implementation for 2 year pilot**

**The Marketing Brochure** will be handed out whenever a developer or new business inquires about Sebastopol. It will also be downloadable from the City website. It may be a brochure, or it could be an infographic or some other means of communicating our town spirit and values.

**Community Success Checklist** will be handed out when a developer applies for a permit, or a new business applies for a business license.

- Separate checklists for developers, small businesses, and large businesses. (Thresholds to be determined)
- No regulatory impact. Nothing in the checklist will relate to the ability to receive a permit or license.
- Completion of the checklist is mandatory, but only to provide a basis for the business to describe itself and spark a conversation. (For example, it could be that a developer or business might have a choice in how they do something, and without the Community Success Checklist, they wouldn't know that Sebastopol had a preference. Based on the checklist questions, for instance, they might realize that bee-friendly landscaping would be better-received than an expanse of lawn. Simple shift of focus, large congruence with town values.)



# *cittaslow sebastopol*

Keeping Sebastopol green, local, friendly and artistic

## Preparation for a Community Impact Questionnaire

### Executive Summary – 10/25/16

In the late summer of 2016, Cittaslow Sebastopol began a process of asking the community to participate in creating a Community Impact Questionnaire (CIQ) that could serve to start a conversation with developers and new businesses. A CIQ would also give the community a way to assess the potential social and financial impacts of a new project, and whether the project would further the Action Steps recommended in our General Plan.

### **Community input was gathered in two ways:** (See Appendix A for methodology)

- An online Survey asking residents of 95472 to suggest questions to be included in a CIQ (198 responses received. You can download a zip file of the raw data at: <http://www.cittaslowsebastopol.org/downloads/CIQ-OnlineSurveyData.zip>)
- A Community Forum, presenting the results of the survey and inviting the community to vote on the questions they feel were the most important. (50 attendees. See Appendix B)

### **Three top concerns emerged in the areas of social and financial impacts:**

- **Gentrification:** There is a very strong concern that middle- and low-income people may not be able to continue living in Sebastopol. It has a strong impact on extended family life in our town. “My adult children cannot afford to live here. They are forced to move away.” Indeed, our population seems to be shrinking and it is the younger age citizens who are leaving. This is also a contributing factor to the “greying” of Sebastopol, where our demographic pyramid is weighted heavily on the middle-aged and seniors.
- **Housing and Wages:** Relatedly, concern about housing costs and jobs that pay a livable wage was very high on the list for all respondents. (A livable wage is defined as one where the cost of housing takes up no more than 30% of income).
- **Tourists vs. Locals:** There is a strong concern among our citizens that we may become a town where the needs of visitors supersede the needs of residents. Fears were regularly voiced about becoming another “Healdsburg” or “Napa” (economically as well as the character of the community and the products/resources/services available for locals).

### **There were three other questions that were frequently suggested in the Online Survey**

- **“Why did you choose Sebastopol?”** What about our town seems like a good fit with your project?
- **“What will be unique or different about your project?”** (Some of this was about protecting existing businesses. There is also a desire to have products and services offered here that aren’t so far and could therefore reduce the need to travel to Santa Rosa or Rohnert Park.)
- **“Beyond jobs, how will your project contribute to the community?”** For instance, what non-profits will you be supporting? What resources are you willing to share (meeting space, outdoor benches...)? “Why is your project a sound choice for our town?”

# Preparation for a Community Impact Questionnaire

## Top Issues in each of the 7 themes

The following pages reflect our summarization of each of the seven themes that emerged, presenting the top-vote getters in each theme. Four of the themes are elements of the General Plan. The methodology and voting totals on all questions are located in the Appendices.

The results of the Community Forum voting reflect the priorities of the roughly 50 people who attended the weekday evening meeting. They do not necessarily reflect the frequency that a particular question was suggested in the Online Survey. The following analysis presents the top priority items from the Forum, with notes describing the Online Survey responses as well.

The purpose of the CIQ is to start discussions with a developer or new business. This will be a two-year pilot program to learn what emerges in terms of useful information and ways we can attract and retain businesses that readily align with, and further, our General Plan.

The Online Survey asked respondents to suggest questions for the CIQ that would help assess social, financial and physical/environmental impacts. It then asked for "other suggestions." We are calling those latter suggestions "General Questions."

<b>General Questions – 78 votes across 10 questions total</b>	
17	G1. Please describe ways you envision giving back in our community. (e.g., participating/supporting our non-profits, schools and/or civic organizations. Workers be given paid time to volunteer? Charities you might support. School programs you plan to sponsor? Donation of unsold food or merchandise to local food pantries.
15	G2. Besides jobs or money, what does your project add to Sebastopol? What makes your project a sound choice for our town?
12	G3. Why did you pick Sebastopol for your business? What is it about our town that feels like an especially good fit?

### **Business as contributing citizen**

Overall it appears there is a desire to understand what the developer or new business is likely to contribute to the town beyond jobs. In addition to questions about charities that would be supported, there were questions about resources that might be shared (e.g., meeting rooms, outdoor gathering places, benches, skills). This could, for instance, lead to an Asset Map of community resources offered by for-profit, and eventually even non-profit organizations.

### **“Why Sebastopol?”**

Although it did not rank as highly in the Forum, one of the most frequently suggested questions in the Online Survey was: “Why did you pick Sebastopol for your business?” In the category of “discussion starter” this certainly would reveal a developer’s or business’ knowledge about the town and how they see themselves fitting in.

### **Remaining Questions**

Questions receiving 6 votes or less inquired about the project’s support for special populations; the company’s definition of sustainability; and the intended customer (local or tourist).

## Preparation for a Community Impact Questionnaire

<b>Community Character: 97 votes across 16 questions</b>	
15	CC1. How will your project address concerns about gentrification (an influx of upper income people such that the cost of living pushes out lower and middle income people)?
14	CC2. How does your project improve the quality of life for Sebastopol residents? (especially if your customer base is tourists).
14	CC3. How will you be supporting or emphasizing our unique small town character, our local culture, history and heritage (e.g., artists, farmers, makers)?
14	CC4. How does your presence in the community generate and/or support greater social economic/racial/gender/class justice?

Community Character was the topic with the greatest number of votes at the Forum. It's a very big issue. By way of context, at the time of the Online Survey and the Forum, CVS was mid-construction and Hotel Sebastopol was going in front of the Planning Commission. These projects were top-of-mind across the community. There were many strong negative comments against them on the City's Facebook page, for instance. (See Appendix C)

The four top Community Character questions at the Forum all received roughly the same number of votes (14 and 15). The remaining questions received 8 votes or less.

### **Gentrification and Tourism**

Within the Online Survey, there were many, many suggested questions addressing gentrification as well as concerns about tourist-oriented businesses. For instance: *"Our town should serve its residents first, visitors second."* Based on the Survey, these topics were of far more importance to residents than the Forum data suggest. In fact, they could easily be called hot-button issues.

### **Preserving our character**

Similar to the question, "Why did you choose Sebastopol?", other suggested questions asked about ways the project would preserve our small town character (14 votes at the Forum), enhance the physical beauty/aesthetics (8), build community (8), reflect the values of our town (6), and be a good neighbor to nearby businesses and residents (1).

### **Social justice and the under-represented**

In addition to concerns about social/economic/race/gender/class justice, there were those who wanted to know what the project would do to address the needs of younger people in our town (4 votes at the Forum), whether employees will be available who speak Spanish (4), and whether the business practices (e.g., hiring and renting policies) will specifically address the needs of minorities, veterans, the disabled, low income and the elderly (4). One question asked whether the management board reflected ethnic diversity (1).

### **Remaining Questions**

Forum and Online Survey respondents wanted to get a sense of the developer or new business' long-term commitment to the town. How they see their business here in 10, 20, 30 years. Several mentioned concern about how the facility would be used if the business failed or left.

## Preparation for a Community Impact Questionnaire

<b>Economic Vitality – 88 votes across 16 questions</b>	
19	EV1. Are your products and services on the list of those we need and want to attract as noted in the General Plan? <ul style="list-style-type: none"><li>• Agriculture; Green businesses; Health care; Professional and business services; Senior services/Senior care; Small colleges and universities; Technology/communication; Tourism and recreation; Wine industry</li></ul>
15	EV2. What is the return on investment for the city? What is the sum value of this project's: <ul style="list-style-type: none"><li>• Property tax; Sales tax; Jobs; Convenience of goods and services; Initial public infrastructure improvements</li></ul> When does the return on investment start to decline? (20 years? 50 years?)
9	EV3. In what ways is your company independent and locally owned? (Where are your company headquarters? Is this a franchise?)

As a topic, we separated out Jobs from Economic Vitality because the former had so many suggested questions that it really deserved a theme of its own. These relate to general economics.

### **Do we need the product/service being offered?**

This issue was brought up from many different angles. Some wished to be sure we grow in the manner outlined in our General Plan. Others wished to protect existing businesses. Still others were interested in products and services that are currently lacking in Sebastopol. If we could attract these, we could reduce the need to drive elsewhere (environmental and time benefits) and we could keep the revenues in our town. It would also represent the town addressing the needs of locals rather than focusing so heavily on the needs of visitors.

### **Net financial value/impact to the City**

These questions are not likely to be asked/answered by the developer or new business, but they are questions that citizens hope would be analyzed. Perhaps these could be presented as part of a staff report (e.g., net increase in property tax, sales tax, jobs, etc. Costs in terms of community services and public infrastructure. And when does the ROI for the City start to decline: 20 years? 50 years?).

### **Local vs. Not Local**

There is a preference for locally owned businesses, and independents over franchises (9 votes from the Forum). A desire for raw materials and supplies to be locally-sourced received 2 votes at the Forum, but was mentioned quite frequently in the Online Survey.

### **Importing money into Sebastopol**

There was interest in learning whether a company's revenue was likely to be "imported." Tourism was mentioned, but an Internet-based business that brings in cash without traffic was appealing.

### **A desire to help**

Not all of the questions were interrogations. Some addressed the concept of starting a conversation and asked what makes it hard to start your business here (5)? And what could we do to help grow your business?

## Preparation for a Community Impact Questionnaire

<b>Environment – 94 votes across 15 questions</b>	
26	E1. How will you participate in reducing traffic and pollution in Sebastopol? <ul style="list-style-type: none"><li>• Telecommuting; Car-pooling; Public transport; Downtown shuttle; Bike-to-work days; Bike racks in front of your building; Flexible start times to reduce rush-hour congestion</li></ul>
20	E2. What are you doing to reduce your impact in terms of <ul style="list-style-type: none"><li>• Water usage; Water pollution; Air pollution; Noise Pollution; Light Pollution</li></ul>
15	E3. In what ways would you describe your business as a green business? What energy-wise, recycling, waste reduction and conservation programs do you plan to implement. For example: <ul style="list-style-type: none"><li>• Solar panels; Water conservation; Recycling; Food waste composting</li></ul>

Although an Environmental Impact Report (EIR) is a state requirement for developments of a particularly large size, residents had a lot of feelings about physical and environmental issues. We included an environment and physical impact question to be able to assess community priorities and perhaps draw out unique ideas for the CIQ that are not covered in an EIR.

### **Traffic**

Far and away, this was the top priority item (26 votes at the Forum) with many suggestions for things a developer or new business might consider to assist with this problem. Ideas that were proposed included questions to encourage telecommuting policies, bike-to-work days, support of electric vehicles, a downtown shuttle and flexible work hours to reduce rush hour traffic.

### **Other sustainable practices**

From water usage, noise pollution and light pollution (20), to waste reduction and non-petroleum sources of energy (15), residents want to know more about a business' "green" practices. Several people in the Online Survey suggested prompting developers and new businesses to repurpose existing facilities as a means to recycle resources.

### **Protection of Nature (wildlife and native species)**

Our General Plan discusses the Rights of Nature, and Sebastopol residents suggested questions along these lines. *"How will you help open spaces remain, thrive and even expand?"* (5); *"What provision do you have for wildlife corridors, or bee-friendly landscaping?"* (5); *"How does being part of the Laguna Watershed figure into your project?"*(4); *"How will you contribute to plant diversity and natural habitats?"* (1).

### **Physical design**

There was significant concern in the Online Survey about the aesthetics of a new development and how it would physically add to Sebastopol's charm and beauty.

### **Remaining questions**

Other interests include asking what business models the developer or new business is drawing upon for their environmental policies (4); suggestions for addressing limited parking (3); and percentage of supplies that will be organic and non-GMO (2).

## Preparation for a Community Impact Questionnaire

<b>Housing – 70 votes across 5 questions total</b>	
21	H1. (Written in) Do you envision your employees living locally in Sebastopol (not Santa Rosa, Rohnert Park, Petaluma, etc.)? [written in at the Forum]
18	H2. How do you envision your project might impact housing in Sebastopol?
17	H3. Will you provide subsidies for affordable housing and rental assistance for your employees?
12	H4. (Written in) What percent of your overall profit are you willing to contribute toward affordable housing locally? [written in at the Forum]

**Housing and Jobs go hand-in-hand.** A livable wage is the biggest concern. As one young Sebastopol native noted: *“I’m currently paying almost a thousand dollars for 200 square feet, with no heat and no air. That’s more than half my salary. I’m struggling... I’m heart broken by the fact that it feels like my town wants me to leave for a quick buck. I want to stay.”*

<b>Jobs – 83 votes across 10 questions total</b>	
20	J1. What percentage of your employees will receive a “livable wage”? (With housing calculated at \$X per year, a livable wage is considered to be \$Y). <i>Will your business provide a living wage for employees living in Sebastopol – equal to Sebastopol cost of living? [written in at the Forum]</i>
19	J2. What percentage of your work force will be offered benefits? What types of benefits do you anticipate offering? <ul style="list-style-type: none"> <li>• Medical; Dental; Sick time; Vacation; Pension; Flex time; Paid family leave; Assistance with childcare</li> </ul>
11	J3. What will you be doing to train or promote local residents filling those jobs?
10	J4. How many (new) jobs and what kinds of jobs will be brought to our town? <ul style="list-style-type: none"> <li>• What percentage will be full time?</li> <li>• What types of skills will be required?</li> </ul>

In addition to wages, residents want to know about types of jobs, benefits that will be offered, and whether locals will be hired (with a track for training of needed skills) or the workforce will be “imported.”

**There were also questions about jobs to help young people stay (or move to) Sebastopol.**

- *“How can your new business help to build a relationship with teenagers? Jobs available for teens?”*
- *“Will you be family friendly? Paid maternity/paternity leave? Will you offer health benefits for your employees?”*
- *“What plans are being investigated that will provide jobs and community support for young families - what services will entice them to move to Sebastopol.”*

**An interesting social justice question from the Survey:**

*“What is the difference in earnings from the highest paid person in your company to the lowest paid person in your company.”*

## Preparation for a Community Impact Questionnaire

<b>The Questionnaire Process – 77 votes across 6 questions</b>	
	Where would you like to see this pilot go? Vote on your favorites. Add your own ideas!
22	CIQ1. Create a City Board made up of businesses and community members to review the Questionnaire and assist businesses with ideas.
20	CIQ2. Make answers to the Questionnaire available to the public. <i>Easy accessibility of this info (and future surveys, etc.) to all segments of our community. [written in at the Forum]</i>
16	CIQ3. Create an Economic Development Coordinator position to assist in <ul style="list-style-type: none"><li>• attracting businesses that would resonate with these topics</li><li>• helping businesses connect with existing support services</li><li>• brainstorming ideas for collaboration</li><li>• discussing strategies for success</li></ul>
11	CIQ4. Create a scoring system to assist in evaluating two projects side by side

The CIQ is a two year pilot project intended to provide the kind of information that a Community Impact Report would reveal but in a more conversational manner and without the expense associated with a third party report. It is also intended to create a context of collaboration between the City, the community, and the business sector.

### **Community member ideas about the process**

Clearly transparency of the information and having a voice in the matter are high priorities, especially in the context of public frustration and concern about CVS and Hotel Sebastopol. Formation of a review board, or a scoring system are decisions to be taken up after the pilot.

### **Concerns expressed in the Online Survey**

Two of the 198 Survey respondents voiced a strong negative perception of the CIQ, with five others expressing a cautionary tone. The first two bring up very specific points. Indeed, some of the community-suggested questions may not further the purpose of the CIQ.

*"I don't think this is the city's business! Businesses will build/come to Sebastopol depending on demand. If the people support it it will come. Businesses should not need to provide any additional "benefit" to the city other than jobs and a product."*

*"I am not sure that asking potential businesses to answer a questionnaire about their anticipated economic contribution or impact is a good idea. I believe local zoning and other local, County and State laws and regulations should be sufficient to ferret out information which is necessary to grant approval. If it is not sufficient then the laws or regulations should be changed. How would questionnaire responses be used? Would there be a citizen's review board? Franchised by the City? Would responses be made public? This questionnaire could be intimidating and add to what some see in Sebastopol as an anti-business culture. The net effect may be to ward off businesses that are considering locating here."*

### **A very positive approach**

Community members expressed appreciation at being asked for their input. Their favorable response to an Economic Development Coordinator bodes well for facilitating the CIQ conversation and a collaborative context for developers, as well as new and existing businesses.

# Preparation for a Community Impact Questionnaire

## Summary and Next Steps

The purpose of the CIQ pilot project is to engage with new businesses and developers over the next two years to find out what benefits might be established in promoting these conversations. There is no intention at this point to make the CIQ a regulatory document (i.e., licenses or permits will not be given based on specific answers). Anticipated benefits include:

- Attracting businesses that resonate with our town priorities.
- Helping to actualize the Action Steps of the General Plan by incorporating them into the CIQ
- Assisting a new business or developer to assess local needs, consider existing businesses and identify a unique contribution (helpful for their marketing strategy.)
- Assembling an Asset Map.

Yet to be decided are what exact questions to put on the CIQ and under what circumstances a developer or new business would be asked, or required, to complete the questionnaire.

Put community-sourced questions into a CIQ format. The Council's Subcommittee on Community Impact Reports plans to review this community input and decide on the optimal set of questions to ask. For instance, some questions are best asked as open-ended questions that do, indeed, begin a conversation. Others might be more of yes/no type of question best presented as a checklist (e.g., Check all that apply). Still others may not be reasonable questions to ask, or may touch on proprietary information or involve privacy issues that are not in the purview of a civic body to ask.

Add Action Steps from the General Plan. In addition to these community-sourced questions, the Sebastopol General Plan has many Action Steps that pertain to the for-profit sector and indicate preferred directions for the town. The Subcommittee on Community Impact Reports will be extracting those Action Steps from the General Plan and converting them to questions on the CIQ. The hope is that this will help actualize the General Plan, bringing the theory or policy more readily to the fore when projects are in the planning and implementation stages. (Often something would be easy to do, the developer or new business simply needs to know it's a preference.)

Create a short and full version of the CIQ. Many of the questions would be irrelevant for a small business or project. Perhaps there would be a shorter version based on some metric such as the overall square footage of the development or the projected number of employees. A housing development would be asked many questions that would not be appropriate for other businesses or projects.

Bring proposed CIQ back to the Council for review. It is anticipated we will be able present a proposed CIQ by the late Spring for Council, staff and community feedback.

## Appendix A: Methodology

### **The Online Survey**

In late summer of 2016 (July 17 – August 15), Cittaslow Sebastopol sponsored an Online Survey asking residents of 95472 what questions they would like to ask a developer or new business.

There were 4 categories:

- Questions pertaining to financial impact of the project/business
- Questions pertaining to the social impact of the project/business
- Questions pertaining to the physical/environmental impact of the project/business
- Miscellaneous other questions

With 198 respondents, there were over 1000 questions submitted.\* Many of the suggested CIQ questions were duplicates. When we distilled them down, they resulted in 72 unique questions across the following themes:

- Housing
- Jobs
- Economic Development
- Community Character
- Environment
- General Questions
- Questions about the Process of a Community Impact Questionnaire

Note that many of these are elements from the General Plan.

\* An additional 62 people responded to the survey, but they were outside 95472

### **The Community Forum**

On Thursday evening, September 15, 2016 we co-sponsored a Community Forum with the City of Sebastopol. It was held at the Sebastopol Center for the Arts. The proposed CIQ questions for each theme were posted on the wall. Each attendee was encouraged to read through the questions, write in any they felt were missing (9 questions were added), and then vote for their top two questions in each theme by placing sticker dots beside them.

Note: High votes at the Forum do not reflect frequency a question was submitted on the Survey. They reflect Forum attendee priorities when choosing only 2 from ALL the possible questions.

### **Potential Biases in the Survey Sample:**

No survey will be a perfect representation of the population. The best one can do is acknowledge any distortions and bear those in mind when making decisions based on the data collected.

There were 198 responses from residents of 95472. Gender-wise, 57 responses were from men (28%) and 141 from women (72%). Residents 50 and older were significantly over-represented in the survey, despite advertisements on Facebook specifically targeting residents aged 18-49.

Sebastopol does have a larger than usual population of older adults. Clearly, however, the perceptions of our younger adults and the men in our community are under-represented.

## Appendix B: Complete Voting Results of Community Forum

This Appendix is the sum total of all the questions that were voted upon at the Community Forum. The top 3-4 (wherever the natural breaking point was) were presented in the full text. Votes from the Forum do not represent how many people proposed a given question. (Recall, we needed to reduce duplications and present only unique questions.) They do, however, represent priorities of those who had to choose only two questions to ask.

Unlike the Online Survey respondents, Community Forum attendees had the benefit of seeing all the possibilities, not just those from their own mind. And as one volunteer at the table noted, there was a bias as the evening progressed as questions that had already received a lot of votes were often passed over as “already acknowledged enough,” so the later attendees frequently chose to make statements about others.

<b>General Questions</b>	
17	G1. Please describe ways you envision giving back in our community. (e.g., participating/supporting our non-profits, schools and/or civic organizations. Workers be given paid time to volunteer? Charities you might support. School programs you plan to sponsor? Donation of unsold food or merchandise to local food pantries.
15	G2. Besides jobs or money, what does your project add to Sebastopol? What makes your project a sound choice for our town?
12	G3. Why did you pick Sebastopol for your business? What is it about our town that feels like an especially good fit?
9	G4. What resources might you share with the community? Meeting space, outdoor gathering places, benches, skills (CPR training...)
6	G5. What does “sustainability” mean to you?
6	G6. Are there special populations that your project supports (either as clients, customers or employees)? Youth? Seniors? Disabled? Low income?
5	G7. How do you support and align with Sebastopol's General Plan?
5	G8. Please describe your customer base. Local residents? Visitors? Other businesses?
2	G9. What is the mission and vision of your business?
1	G10. What do you hope to receive from our community? What do you hope to give (besides money and jobs)?

Preparation for a Community Impact Questionnaire

<b>Community Character</b>	
15	CC1. How will your project address concerns about gentrification (an influx of upper income people such that the cost of living pushes out lower and middle income people)?
14	CC2. How does your project improve the quality of life for Sebastopol residents? (especially if your customer base is tourists).
14	CC3. How will you be supporting or emphasizing our unique small town character, our local culture, history and heritage (e.g., artists, farmers, makers)?
14	CC4. How does your presence in the community generate and/or support greater social economic/racial/gender/class justice?
8	CC5. Describe how you plan to have your building/grounds enhance beauty in Sebastopol and be aesthetically harmonious with neighboring buildings.
6	CC6. How does your project build community? What will you do to enhance social connectedness?
6	CC7. In what ways does your business reflect the values of our town?
4	CC8. What aspects of your business will address the needs/desires of younger people? (e.g., What hours will your business operate?)
4	CC9. Will you have employees who speak Spanish and other languages?
4	CC10. Will you support hiring/renting/servicing groups who are under-represented, i.e. minorities, veterans, the disabled, low income and the elderly?
2	CC11. How will you participate in the business community? Organizations you plan to join?
2	CC12. Thinking about long-term sustainability and your commitment to our town, what is your intended longevity for the business? How do you see your business in 10 years? 20 years? 50 years?
1	CC13. In what ways would you describe your business as a good neighbor to nearby businesses and residences?
1	CC14. How will your business be a good citizen participating in our town?
1	CC15. What are others who are familiar with your business saying about your ethics and involvement/non-involvement in the community?
1	CC16. Does your management board reflect ethnic diversity?

## Preparation for a Community Impact Questionnaire

<b>Economic Vitality</b>	
19	<p>EV1. Are your products and services on the list of those we need and want to attract as noted in the General Plan?</p> <ul style="list-style-type: none"> <li>• Agriculture; Green businesses; Health care; Professional and business services; Senior services/Senior care; Small colleges and universities; Technology/communication; Tourism and recreation; Wine industry</li> </ul>
15	<p>EV2. What is the return on investment for the city? What is the sum value of this project's:</p> <ul style="list-style-type: none"> <li>• Property tax; Sales tax; Jobs; Convenience of goods and services; Initial public infrastructure improvements</li> </ul> <p>When does the return on investment start to decline? (20 years? 50 years?)</p>
9	<p>EV3. In what ways is your company independent and locally owned? (Where are your company headquarters? Is this a franchise?)</p>
7	<p>EV4. Please describe collaborations you can envision with:</p> <ul style="list-style-type: none"> <li>• Existing businesses; Existing non-profits; Schools; Government agencies; Faith community</li> </ul>
6	<p>EV5. Please describe how your business is unique:</p> <ul style="list-style-type: none"> <li>• What will you be providing that is new or different from existing options?</li> <li>• Will your products/services save a trip to Santa Rosa or some other town?</li> <li>• <i>What essential goods and services will you be providing for our residents? [written in at the Forum]</i></li> </ul> <p>The answer to this will help you create your marketing program!</p>
5	<p>EV6. What percentage of your <i>revenue</i> is likely to be imported (come from sources outside Sebastopol) e.g., Internet sales, national clientele.</p>
5	<p>EV7. What are 5 ways that we could help you grow your business?</p>
5	<p>EV8. What are the things about Sebastopol that make it difficult to start your business? How might we help?</p>
4	<p>EV9. What will your business do to promote economic justice (fair access to resources) through the commerce you bring to Sebastopol?</p>
3	<p>EV10. What profit sharing might you consider if your Return on Investment is greater than expected?</p>
2	<p>EV11. How will you practice economic sustainability?</p>
2	<p>EV12. What percentage of your supplies will be locally-sourced?</p>
2	<p>EV13. What options are there for local investment/ownership of your business?</p>
2	<p>EV14. What do you imagine doing with the profits from your business?</p>
1	<p>EV15. Besides jobs, how do you envision that your business will stimulate our local economy?</p>
1	<p>EV16. What are the ways that our first responders might need to support your activities? (Fire, police, hazardous materials, safety concerns).</p>

## Preparation for a Community Impact Questionnaire

<b>Environment</b>	
26	E1. How will you participate in reducing traffic and pollution in Sebastopol? <ul style="list-style-type: none"> <li>• Telecommuting; Car-pooling; Public transport; Downtown shuttle; Bike-to-work days; Bike racks in front of your building; Flexible start times to reduce rush-hour congestion</li> </ul>
20	E2. What are you doing to reduce your impact in terms of <ul style="list-style-type: none"> <li>• Water usage; Water pollution; Air pollution; Noise Pollution; Light Pollution</li> </ul>
15	E3. In what ways would you describe your business as a green business? What energy-wise, recycling, waste reduction and conservation programs do you plan to implement. For example: <ul style="list-style-type: none"> <li>• Solar panels; Water conservation; Recycling; Food waste composting</li> </ul>
5	E4. How will you help our open spaces remain, thrive, and even expand?
5	<i>E5. Return to 2-way streets [written in at the Forum]</i>
4	E6. How does being part of the Laguna watershed figure into your project?
4	E7. How will your project support or accommodate existing wildlife, for instance: <ul style="list-style-type: none"> <li>• Provision of wildlife corridors; Bee-friendly landscaping</li> </ul>
4	E8. What business models do you draw upon for your environmental policies?
3	E9. What solutions will you offer to the challenge of parking downtown?
2	E10. Do you have any suggestions as to how we should handle the increase in vehicles within the city limits?
2	E11. What percentage of your supplies will be: <ul style="list-style-type: none"> <li>• Organic; Non GMO</li> </ul>
2	E12. How will you support the use of electric vehicles?
1	E13. How will you contribute to plant diversity and natural habitats?
1	E14. What existing resources will you be re-using?
0	E15. How might you assist in creating a worker transportation system?

Preparation for a Community Impact Questionnaire

<b>Housing</b>	
21	<i>H1. Do you envision your employees living locally in Sebastopol (not Santa Rosa, Rohnert Park, Petaluma, etc.)? [written in at the Forum]</i>
18	<i>H2. How do you envision your project might impact housing in Sebastopol?</i>
17	<i>H3. Will you provide subsidies for affordable housing and rental assistance for your employees?</i>
12	<i>H4. What percent of your overall profit are you willing to contribute toward affordable housing locally? [written in at the Forum]</i>
2	<i>H5. Would you support the City of Sebastopol contributing to a homeless village project in West County? [written in at the Forum]</i>
1	<i><del>MOVING TO JOBS</del> H6. (Written in) Will you be hiring highly paid tech workers who will be moving here and competing with locals for housing (like in SF)?</i>

Preparation for a Community Impact Questionnaire

<b>Jobs</b>	
20	J1. What percentage of your employees will receive a “livable wage”? (With housing calculated at \$X per year, a livable wage is considered to be \$Y). <i>Will your business provide a living wage for employees living in Sebastopol —equal to Sebastopol cost of living? [written in at the Forum]</i>
19	J2. What percentage of your work force will be offered benefits? What types of benefits do you anticipate offering? <ul style="list-style-type: none"> <li>• Medical; Dental; Sick time; Vacation; Pension; Flex time; Paid family leave; Assistance with childcare</li> </ul>
11	J3. What will you be doing to train or promote local residents filling those jobs?
10	J4. How many (new) jobs and what kinds of jobs will be brought to our town? <ul style="list-style-type: none"> <li>• What percentage will be full time?</li> <li>• What types of skills will be required?</li> </ul>
6	J5. What employment opportunities will be available for young people in our community (high school through 20’s)?
5	J6. How many times more will the highest paid employee earn than the lowest paid employee?
4	J7. What educational/training opportunities will you be providing for your staff on-goingly?
3	J8. What percentage of your employees will receive minimum wage?
3	J9. What is your policy regarding union workers?
2	J10. How do you propose to deal with communication so all people involved in your business have the ability to express their views?
1	<i>MOVED FROM HOUSING</i> H6. <i>Will you be hiring highly paid tech workers who will be moving here an competing with locals for housing (like in SF)? [written in at the Forum]</i>

## Preparation for a Community Impact Questionnaire

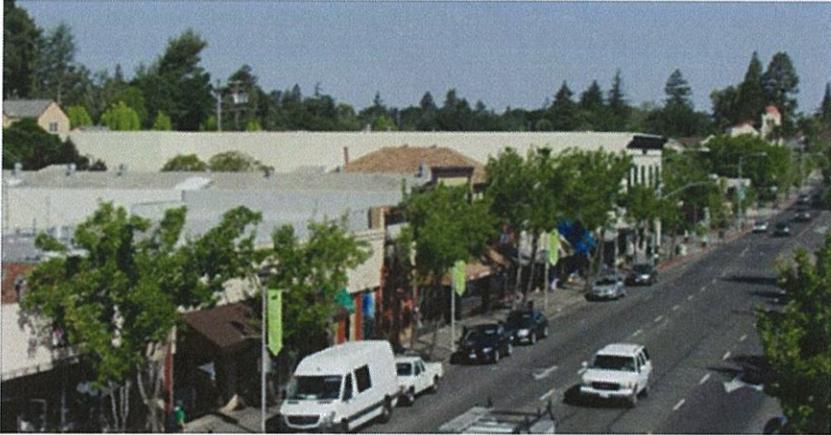
<b>The Questionnaire Process</b>	
	Where would you like to see this pilot go? Vote on your favorites. Add your own ideas!
22	CIQ1. Create a City Board made up of businesses and community members to review the Questionnaire and assist businesses with ideas.
20	CIQ2. Make answers to the Questionnaire available to the public. <i>Easy accessibility of this info (and future surveys, etc.) to all segments of our community [written in at the Forum].</i>
16	CIQ3. Create an Economic Development Coordinator position to assist in <ul style="list-style-type: none"> <li>• attracting businesses that would resonate with these topics</li> <li>• helping businesses connect with existing support services</li> <li>• brainstorming ideas for collaboration</li> <li>• discussing strategies for success</li> </ul>
11	CIQ4. Create a scoring system to assist in evaluating two projects side by side
7	CIQ5. Create a short version for smaller businesses/projects. A longer version for larger ones.
1	<i>CIQ6. Let businesses know what to expect when they come to Sebastopol. [written in at the Forum]</i>

## Appendix C: Facebook Comments 8/2/16 – 8/9/16

The city posted a link to the Survey on its Facebook page and boosted the post to persons living in 95472. From there were many, many comments: A few questions about the survey, some about city policy, some concerns about the types of stores that are here, LOTS of comments about CVS (which was just starting construction).

 **City of Sebastopol, California**  
August 2 · 🌐

Your opinion matters! The City of Sebastopol is gathering community feedback with a Community Impact Survey. The survey will inform a pilot program for a Community Impact Questionnaire to help local businesses and developers. All entrants are eligible to receive a \$100 gift card to a local merchant of their choosing (courtesy of Cittaslow Sebastopol). Read more & take the survey until August 15.



**City of Sebastopol, California**  
The City of Sebastopol is exploring the concept of a Community Impact Questionnaire for new businesses and developments and would like input from residents in the 95472 zip code. The goal of the Questionnaire is to assess social...  
[CI.SEBASTOPOL.CA.US](http://CI.SEBASTOPOL.CA.US)

**City of Sebastopol, California** Comments in this thread will be included in the Survey report. However, even more powerful for eliciting change is to include your thoughts in the survey itself. The first question is open-ended with a text field allowing space for extended response. This is your chance to shape the process for future developments. Commented on by Holly Hansen · August 12 at 10:26am

**Nancy Frost** I couldn't answer the questions. They don't address my concerns and lack of doing business in Sebastopol. I only go into town for groceries, the bank and Sebastopol Hardware....our emporium and pretty much the only place to shop for a variety of things.  
Like · Reply · Message · 1 · August 8 at 12:33pm

**Di Liddell** Unfortunately most of my shopping, healthcare and business is out of town. A hospital that sucks \$\$\$ out of the community, not enough retail stores and fair grocery store choices here. I love this quaint town but it really needs a face lift and CVS is not it!  
Like · Reply · Message · 1 · August 8 at 2:21pm · Edited

**Nancy Frost** Sadly so. I thought the Barlow would provide something, but nada.  
Like · Reply · Message · 2 · August 8 at 2:14pm

**Kim Galvano** At least your bank is in town! They took the Chase Bank that I was frequenting at twice a week out of Lucky's up on the hill and then they remove the ATM! So now I have to be to go to Santa Rosa or Rohnert Park to cash my damn check!😡  
Unhide · August 8 at 8:13pm This post was hidden due to use of foul language.

**Lena Wilson Hägg** Remember our downtown independently owned stores! We need you.  
Like · Reply · Message · 1 · August 11 at 10:57am

**Nancy Frost** Lena Wilson Hägg I support local businesses but they have to offer what I need. Toyworks and the cooking store is about it for downtown Seb stores for us. Makes me sad. I miss Country Home, Carlson's, Raspberry, The Betty Boop shop.  
Like · Reply · Message · 1 · August 11 at 8:55pm

**City of Sebastopol, California** Thank you for your feedback here on Facebook, Nancy. The survey is focused on asking the community to help come up with questions designed to assess the financial and social impact of new developments. There is a question (the 4th and last one—only 4 in the survey total) that asks for "other input". That would be a great place to contribute your feedback. Hope that you do!  
Like · Reply · 1 · Commented on by Holly Hansen · August 12 at 11:22am

**Brooke Erdman** So is this saying if you fill out a questionnaire you get a 100. Gift card ??  
Like · Reply · Message · 1 · August 9 at 3:00am

**City of Sebastopol, California** Brooke, Cittaslow Sebastopol is offering each survey respondent an entry in a drawing to win a \$100 gift card to their local merchant of choice. Respondents must live in 95472 and be 18 years or older. Deadline to enter is August 15.  
Like · Reply · Commented on by Holly Hansen · August 12 at 1:34am

**Brenda Owens Johnson** Couldn't find the survey.  
Like · Reply · Message · August 5 at 11:04am

**City of Sebastopol, California** [www.sebsurvey.org](http://www.sebsurvey.org)  
Survey: Greeting  
SURVEY.CONSTANTCONTACT.COM  
Like · Reply · Remove Preview · Commented on by Holly Hansen · August 6 at 8:47pm

**Kim Galvano** All it is, is a greeting!!!!  
Like · Reply · Message · August 8 at 8:17pm

**City of Sebastopol, California** Kim Galvano, there should be a button that says "continue" on the lower right of the Greeting page. If you are still having trouble with it, please contact [info@cittaslowsebastopol.org](mailto:info@cittaslowsebastopol.org)  
Like · Reply · 1 · Commented on by Holly Hansen · August 12 at 1:32am

**Kim Galvano** Found it!  
Unlike · Reply · Message · 1 · August 12 at 10:05am

**Joyce Clifton** Send me the questionnaire  
Like · Reply · Message · August 6 at 12:39pm

**City of Sebastopol, California** [www.sebsurvey.org](http://www.sebsurvey.org)  
Survey: Greeting  
SURVEY.CONSTANTCONTACT.COM  
Like · Reply · Remove Preview · Commented on by Holly Hansen · August 6 at 8:48pm

**Scott Gifford** Apparently our opinion didn't matter enough...watching a disturbingly same-size CVS go up on the busiest corner in town. "Can't wait" until traffic on both 12 & 116 has to accommodate CVS shoppers trying to get in & out. Not that I'll EVER be one.

Like · Reply · Message · 35 · August 6 at 1:38pm

14 Replies

**Michelle Balestrieri Holte** Ever!

Like · Reply · Message · 2 · August 6 at 10:17pm

**A.j. Seo** Barf watching this mega huge cvs go up. Can't believe it's actually being built...

Like · Reply · Message · 5 · August 6 at 11:39pm

**Audrie Naredo** Building CVS in that spot is the worse decision ever! I've lived in Sebastopol for over 50 years & this development can only bring more problems as far as traffic goes, in our already busy streets. Just plain ridiculous!!!!!!

Like · Reply · Message · 10 · August 7 at 2:29pm

**Jeff Savage** Agreed! Unfortunately, CVS litigated the hell out of the city and they have such deep pockets Sebastopol would have gone broke preventing the building of this monstrosity.

Personally, I'd like to see a boycott and constant picket signs. I'll never set foot in that store. Let's encourage others to do the same!

Like · Reply · Message · 10 · August 8 at 1:00am

**Michelle Balestrieri Holte** Stopped all shopping at CVS when the build was announced.

Like · Reply · Message · 6 · August 8 at 5:07am

**Stacie Lee Gradney** \$\$\$ talks apparently

Worst place to build CVS or any type of chain store.

What's wrong with where it is now..... Nothing..... See More

Like · Reply · Message · 7 · August 8 at 12:11pm

**Nancy Frost** I won't be shopping at that CVS due to the location. But equally at issue is the building. I had envisioned a building set back where you drive into the parking lot with the building(s) being U-shaped but the building is right up to the sidewalk, blocking light, causing a tunnel feeling and it is just in the building stage, can't imagine it when it is complete.

Like · Reply · Message · 6 · August 8 at 12:30pm

**Kim Galvano** Oh my lanta, that CVS is going to cause SO MUCH TRAFFIC! 🤔 WHAT the hell were they thinking putting it there? The busiest intersection in town! It was fine up on the hill dammit! 🤔

Unhide · August 8 at 8:12pm This post was hidden due to foul language.

**Jeff Savage** it bums me out that every time I pass that building (every day!) I will loath its presence. I'm generally easy going and pretty good at accepting "what is " in life, but that building makes my blood boil each time!

Like · Reply · Message · 7 · August 8 at 9:08pm · Edited

**Kimberly Wasson** Hate them on their own merits....moving downtown is just beyond.

Like · Reply · Message · August 9 at 1:27am

**Linda Horwinski Tracy** My husband went in City Hall for some reason and commented on that monstrosity and the woman at the desk said "well, some people like it and some people don't." Wrong! I

can't imagine anyone living in Sebastopol having any positive feelings toward that building. It's horrid! I like the idea of a boycott  
Like · Reply · Message · 6 · August 9 at 6:54am

**Sean Duckworth** I grew up here and still live in Sebastopol to this day.. This is the worst development in town I've ever seen.  
Like · Reply · Message · 4 · August 9 at 1:02pm

**Julie Walters** It's going to be hard to get into town with CVS going in. I will have to start shopping in Rohnert Park.  
Like · Reply · Message · 1 · August 9 at 1:26pm

**Monique Miller** If their idea is to increase downtown shopping and eating from out of towners, that monstrosity is quite the negative visual greeting. I've avoided that whole area since building began, since they did such a great job blocking traffic lanes.  
Like · Reply · Message · 3 · August 9 at 6:18pm

**Jodi Wetterau** NOT one store carries kids socks or even clothes here & were to support our stores. Sorry but even the kid consignment shops charge as much or more then kohls, target ect!! I also will NOT shop the new CVS..Just to get to the The feed store behind it takes me 20mins to get into 1x a week from main street then loop around to get in..I might as well head to Cotati to Larson which would be quicker..Our tax \$ goes to the hospital WE ONLY use for emergency's, since we have to be kaiser patients now UGH..schools are going down hill ect ect ect  
Like · Reply · Message · 3 · August 13 at 12:28am

**Esther Allison** Little four in the Barlow has children's clothes and sadly, pixie stix the kid's consignment is no longer there. Seem like these comments is the place to look for your survey information, guys!  
Like · Reply · Message · 2 · August 13 at 7:32am

**Jodi Wetterau** Hated pixie Stix..ripped me off with 5 bags of clothes 2yrs ago  
Like · Reply · Message · August 13 at 11:39pm

**Di Liddell** Kaiser is great! Especially for families. Our local hospital is a sham that bilkes \$\$\$ out of our community to make doctors richer. Cvs was not needed and looks to be a blight .. I leave the area too for better shopping.  
Like · Reply · Message · August 14 at 6:41am

**Brooke Erdman** I know many people who avoid driving around or through downtown Sevastopol after dark because they get stopped by police for no reason. Restaurant owners and bar owners have told me this hurts their businesse.  
Like · Reply · Message · August 14 at 10:26am

**Denver Booker** I fail to see how asking new businesses/developments about their economic, social or environmental impact helps. Isn't this the responsibility of our Planning Department? . . . Oh yea, that's how we got the big-box CVS for our gateway to Sebastopol. (I have nothing against CVS and I'm sure it will be a fine looking box but it's the sort of thing that is really out of character with downtown.) Any new business may have great answers for these questions but that's just one business. What about the rest of the city?  
Like · Reply · Message · 4 · August 12 at 5:42pm

**Lacey Reese** Exactly!  
Like · Reply · Message · August 12 at 7:53pm

**Jacob Rich** We don't want to be the next Healdsburg. We need more housing not hotels.  
[http://www.sonomawest.com/.../article\\_43a5b374-5f3e-11e6...](http://www.sonomawest.com/.../article_43a5b374-5f3e-11e6...)

Like · Reply · Message · Remove Preview · 3 · August 12 at 4:08pm

**Jim Herlihy** City of Sebastopol : The CVS megastore at the entrance to the City - the 12 and 116 intersection is a missed opportunity. You should have approved a project to tie the Barlow into that strategic corner.

Like · Reply · Message · 5 · August 13 at 12:58pm

**Jessica Novak-Tiemann** Couldn't agree more!! It would be nice to have a variety of better shops and restaurants. Petaluma is a great example in their theatre district of entertainment, restaurants and shops. Seriously a CVS that takes up that much space could have been better planned.

Like · Reply · Message · 2 · August 13 at 5:56pm

**Kathy Woeltjen** I seem to be the only citizen of Sebastopol who realizes that the CVS fiasco was not done with the blessing of the City, but resulted from the fact that CVS had a strong legal position in what they planned to do, and plenty of money to sue the city if...See More

Like · Reply · Message · 3 · August 10 at 8:20am

**Brooke Erdman** I know many people who avoid driving around or through downtown Sevastopol after dark because they get stopped by police for no reason. Restaurant owners and bar owners have told me this hurts their businesse.

Like · Reply · Message · August 14 at 10:26am

**Kim Galvano** They should have built the CVS where the Barlow is! That place is a ghost town it needs visitors to come in there for another reason and then notice those businesses are there!

Like · Reply · Message · 3 · August 8 at 8:16pm · Edited

**Nancy Frost** What businesses? All food places except for the preschool toys and the 50's dress shop.

Like · Reply · Message · 1 · August 8 at 9:40pm · Edited

**Kim Galvano** Wow.... I didn't even know there was that! :-{

**Debbie Royer** The Barlow is a great concept, unfortunately our town has so many restrictions as to what we ALLOW.

Like · Reply · Message · 4 · August 9 at 11:01pm

**Debbi Winkler** Except of course CVS at the entrance to our town!

Like · Reply · Message · August 12 at 8:00pm

**Lena Nilsson** We have enough restaurants. We need to address the roads and traffic. And we need to support local businesses or we have to deal with large chain stores. I still love living here and realize that change is inevitable.

Like · Reply · Message · 1 · August 11 at 11:00am

**Susie Elizabetta Skocypec** Can we also ban the anti-vax people?

Like · Reply · Message · 3 · August 8 at 7:38am · Edited

**Sara Bass** CVS will be perfect for you. Cheers!

Like · Reply · Message · 1 · August 9 at 1:07am

**Susie Elizabetta Skocypec** Sara Bass Oh yeah? Why is that?

**Julie Standard St Martin** It doesn't matter what new businesses come here - I will be shopping online to avoid the frustration and headaches caused by the traffic backups, (Main Street and hwy 12) and potholes / horrible paving.... - Humboldt County has better roads than we do !  
Like · Reply · Message · 1 · August 12 at 6:17pm

**Vanessa Williams** Humboldt County has far fewer roads than Sonoma County

**Cindy Jensen** ya know I have to say as a long resident of Sebastopol, and Sonoma County jurisdictions, I have never been sent ONE voting card, not one-----funny how that works  
Like · Reply · Message · 1 · August 11 at 2:15am

**Tiffany Reed Jonsson** Instead of a CVS I would rather have a Trader Joe's. I would deal with the traffic for that!!  
Like · Reply · Message · 1 · August 14 at 9:11am

**Andrew Woodford** CVS was already in town so it's different than the CVS protest in Woodstock NY  
Like · Reply · Message · August 9 at 11:41am

**Amy Pappas** I grew up here and now it's a joke! Can't stop growth....or can we?! We should be able to band new building when there are buildings available.  
Like · Reply · Message · August 11 at 1:36pm

**Marjorie Kelvin** If our opinion mattered the monstrosity of the CVS building would not be built at Highway 12 and Petaluma Avenue. Is Walmart next?  
Like · Reply · Message · 2 · August 9 at 7:06am

**Julie Standard St Martin** 2 words ---  
BETTER ROADS !!  
Like · Reply · Message · 7 · August 7 at 10:06am

**Kimberly Wasson** let me at that study!!! require parking! require parking!! need parking!!!!  
Like · Reply · Message · 2 · August 6 at 1:40am

**Stacie Lee Gradney** Watch them charge to park...😡 \$  
Like · Reply · Message · August 8 at 12:14pm

**Tiffany Melville** I work downtown and we can't even use our own parking lot because it's always full and we are losing business because of it.

**Kirk Wilson** Lena, looks like a good idea, yes?  
Like · Reply · Message · 1 · August 5 at 6:03pm

**Judy Vaughn Flores** What a joke  
Like · Reply · Message · August 10 at 5:45pm

**Jim Glessner** Sorry!!! I couldn't hear you over the noise of the CVS pharmacy construction RIGHT next to my downtown office!!!  
Like · Reply · Message · 1 · August 9 at 6:42pm

**Di Liddell** Red flag mistake was building CVS. Barlow is pitifully underutilized. Some more restaurants would be good. Not overpriced fluffy food. Family friendly basic foods that doesn't allow dogs  
Like · Reply · Message · 10 · August 8 at 12:45pm · Edited

**Kimberly Wasson** Back to the parking issue....it's underutilized but STILL it's difficult to find parking!!  
 Imagine if it was booming??? People are parking at the theater as it is!  
 Like · Reply · Message · 2 · August 9 at 1:31am

**Chris Clay Bauman** Roundabouts might help traffic  
 Like · Reply · Message · 3 · August 8 at 10:58pm

**Shanelle Hinke** If CVS found their way in, well. I am hoping that only tourists will ever step foot in there.  
 Like · Reply · Message · 2 · August 9 at 7:33am

**FACEBOOK ANALYTICS**

**13,449** People Reached

**461** Reactions, Comments & Shares

**282** Like | **166** On Post | **116** On Shares

**10** Love | **5** On Post | **5** On Shares

**1** Haha | **0** On Post | **1** On Shares

**1** Sad | **1** On Post | **0** On Shares

**2** Angry | **1** On Post | **1** On Shares

**100** Comments | **71** On Post | **29** On Shares

**65** Shares | **63** On Post | **2** On Shares

**2,100** Post Clicks

**0** Photo Views | **1,414** Link Clicks | **686** Other Clicks

**BOOSTED POST RESULTS**

Reporting Starts	Reporting Ends	Ad Set Name	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
2016-08-04	2016-08-14	Post: "Your opinion matters!"	1144	169	70	40	990	91