

**COUNTY OF SONOMA  
AGENDA ITEM  
SUMMARY REPORT**

**Clerk of the Board Use Only**  
**Meeting Date** / / **Held Until** / /  
**Agenda Item No:** \_\_\_\_\_ **Agenda Item No:** \_\_\_\_\_

**Department:** Community Development Commission

( ) **4/5 Vote Required**

**Contact:**  
Kathleen Kane

**Phone:**  
565-7505

**Board Date:**  
6/9/09

**Deadline for Board Action:**

**AGENDA SHORT TITLE:**  
Russian River Redevelopment Project Strategic Plan

**REQUESTED COMMISSION ACTION:**

Resolution of the Sonoma County Community Development Commission (Commission), in its capacity as the governing body of the Sonoma County Community Redevelopment Agency, approving and adopting the Russian River Redevelopment Project Strategic Plan for the Russian River Redevelopment Project Area.

**CURRENT FISCAL YEAR FINANCIAL IMPACT**

**EXPENDITURES**

**Estimated Cost** \$

**Amount Budgeted** \$

**Other Avail Approp.** \$  
(Explain below)

**Additional Requested:** \$

**Explanation (if required):**

**ADD'L FUNDS REQUIRING BOARD**

**Contingencies** \$  
(Fund Name:)

**Unanticipated Revenue** \$  
(Source:)

**Other Transfer(s)** \$  
(Source:)

**Add'l Funds Requested:** \$

**Prior Board Action(s):**

**7/11/00:** Board adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan and Resolution No. 00-0851 establishing the Russian River Redevelopment Oversight Committee (RRROC) to advise on redevelopment funding for projects.

**1/24/06:** Commission adopted Resolution No. 06-0056 authorizing release of a Request for Proposals for a strategic plan consultant for the Russian River Redevelopment Project.

**6/13/06:** Commission adopted Resolution No. 06-0540 approving an Agreement with Partners for Strategic Action, Inc (PSA) for completion of a strategic plan for the Russian River Redevelopment Project, and authorizing the Executive Director to execute an Agreement for expenditures of up to one hundred forty-five thousand six hundred ninety dollars (\$145,690).

**Alternatives - Results of Non-Approval:**

The Russian River Redevelopment Project will operate without the benefit of an adopted, long-range plan that is more detailed than is included in the general goals and objectives of the Russian River Redevelopment Plan approved in July 2000.

**Background:** [Russian River Redevelopment Project Strategic Plan on file with Clerk of the Board]

On July 11, 2000, the Board of Supervisors adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan to establish the Russian River Redevelopment Project Area. Also on that date, the Board and the Sonoma County Community Development Commission (Commission) adopted Concurrent Resolution No. 00-0851 establishing the Russian River Redevelopment Oversight Committee (RRROC), which was tasked with advising the Commission on Redevelopment funding for projects to benefit the Project Area.

Since 2000, some limited progress has been made in revitalizing the Russian River Redevelopment Project Area pursuant to the Redevelopment Plan. However, the Area continues to experience a significant level of the types of adverse physical and economic conditions referred to in California Community Redevelopment Law (CRL) as "blight". During the past three years, the RRROC has worked in partnership with community residents, Commission staff, and a consultant team from Partners for Strategic Action, Inc. on a strategic planning process to develop a vision for the future for the Project Area, to assess remaining needs within the Area, and to identify activities that might be undertaken to address those needs.

The Plan was drafted based on input received through a comprehensive strategic planning process during which more than 400 people participated in a series of events using a variety of formats. These included individual interviews, RRROC and Strategic Plan Subcommittee (SPS) meetings, a week of community visioning events, an Hispanic community forum, a youth visioning workshop, and three solutions forums. The draft Plan was revised to incorporate changes to ensure consistency with the *Sonoma County Policy Guidance for Use of Redevelopment Funds*, approved by the Board on 4/1/08. On April 16, 2009, the RRROC voted to recommend Commission approval of the revised draft Strategic Plan, which is on file with the Clerk of the Board.

The draft Strategic Plan describes the community's values and its vision and provides broad guidance for making decisions about Redevelopment activities in the Project Area in the future.

The Plan's Action Plan section includes 68 Goals under 12 Key Result Areas: basic utility and road infrastructure, economy, emergency preparedness, environment and river preservation, housing, image and appearance, mobility, public health and safety, recreation and activities, self-reliant community, social issues, and strong, diverse households.

**Attachments:** Resolution

**On File With Clerk:** Russian River Redevelopment Project Strategic Plan

**CLERK OF THE BOARD USE ONLY**

**Board Action** (If other than "Requested")

**Vote:**

**Background:** (Continued)

The Action Plan includes 91 potential projects and initiatives that were developed by the public, SPS, and RRROC based on the Key Result Areas and Goals. Many of the potential projects may be eligible for redevelopment assistance; however, redevelopment is only one of many funding sources available to the community for Plan implementation. Community redevelopment is usually accomplished by forming a partnership of public and private enterprise. Therefore, the potential project list also includes projects that would not be eligible for redevelopment assistance, but may be eligible for assistance through other funding sources. As indicated in the Plan, all available public funding sources should be used to create conditions that will spur private investment in the Redevelopment Project Area. In addition, some of the identified potential projects can be initiated without significant funding, through volunteer and community-based efforts.

Finally, the draft Plan's Implementation section describes the project evaluation criteria and approval process for use of redevelopment funds, establishes performance indicators, and recommends several implementation strategies to achieve the goals set forth in the draft Plan. The draft Strategic Plan is consistent with the Board's previously adopted Redevelopment Plan and Five-Year Implementation Plan for the Russian River Redevelopment Project Area.

The attached Resolution approves and adopts the Russian River Redevelopment Project Strategic Plan to provide guidance for implementation of future projects in the Russian River Redevelopment Project Area.