



North Bay Fire Recovery Project

January 2020

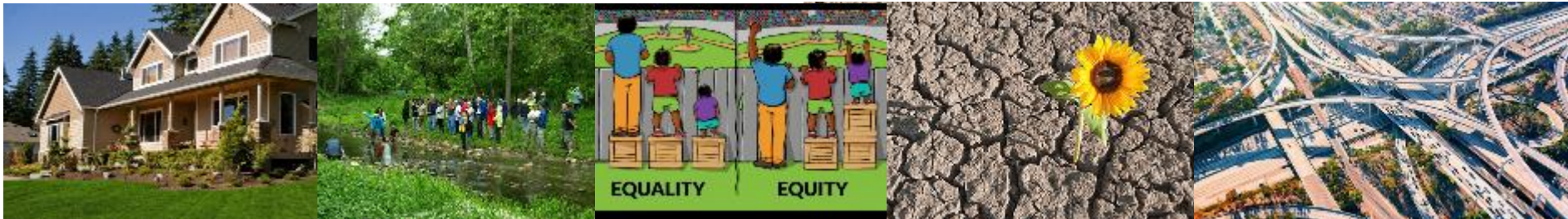


Project Overview

Over the course of the past year and a half, the Economic Institute has held or attended dozens of meetings and convenings, developed a database of public and private sector data, and has provided policy technical assistance to a variety of public departments and officials with the goal of helping the North Bay recover.

Areas of grant-work included:

- Policy technical assistance;
- Data gathering, analysis, and dissemination;
- Participation in events, forums, and public hearings;
- Survey development;
- The production of a final report summarizing findings.



Policy Technical Assistance

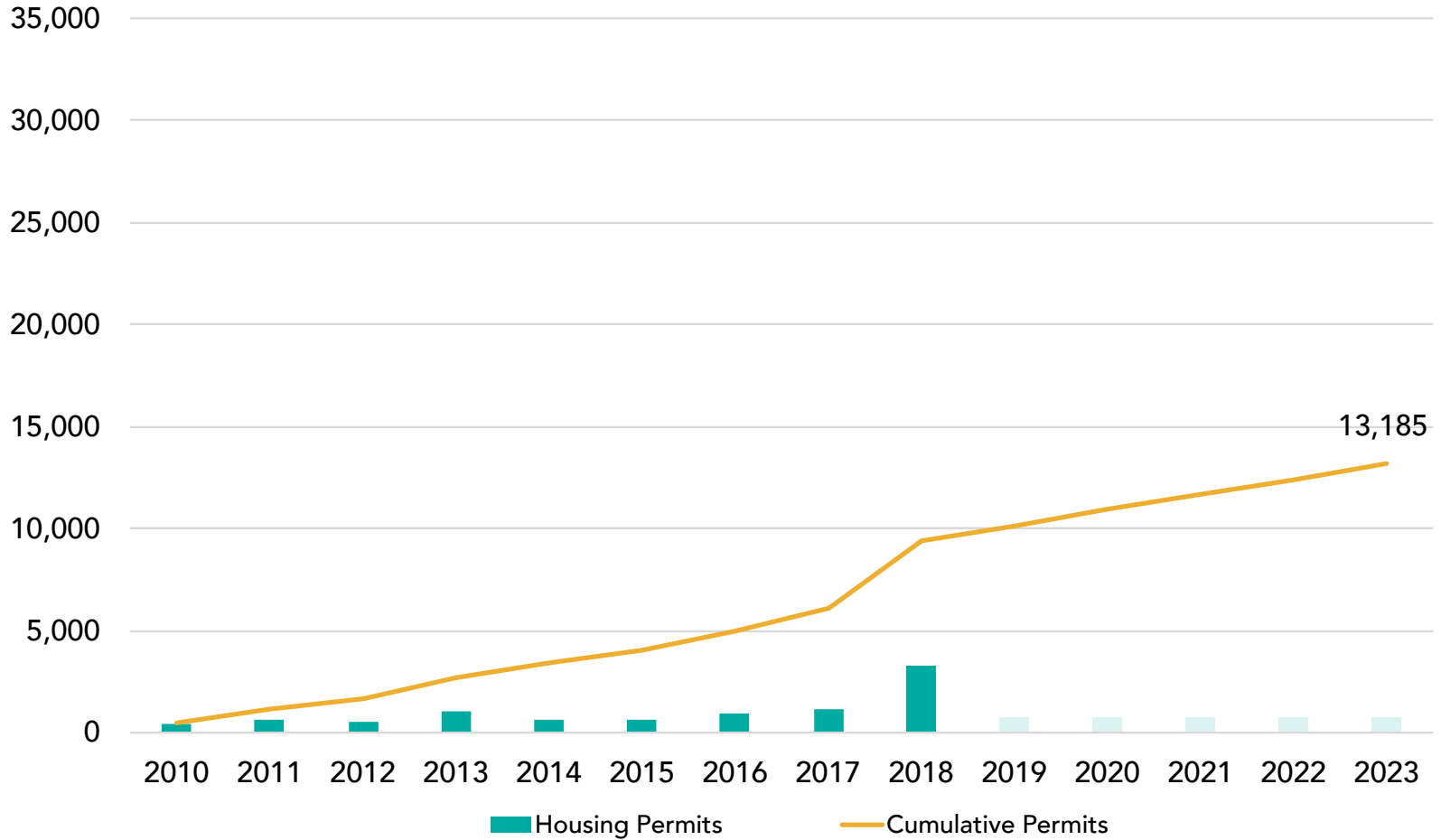
The Institute's primary mandate was to provide direct, staff-level policy expertise and implementation wherever necessary.

Institute staff worked alongside, and provided analysis and best practices for a variety of county, city and private sector entities, including:

- Sonoma County Community Development Commission
- Sonoma County Transportation Authority
- Sonoma County Department of Health Services
- Sonoma County Office of Recovery & Resiliency
- City of Santa Rosa Planning & Economic Development
- Santa Rosa Metro Chamber of Commerce
- Council of Infill Builders
- California Department of Housing and Community Development

Data Gathering, Analysis, and Dissemination

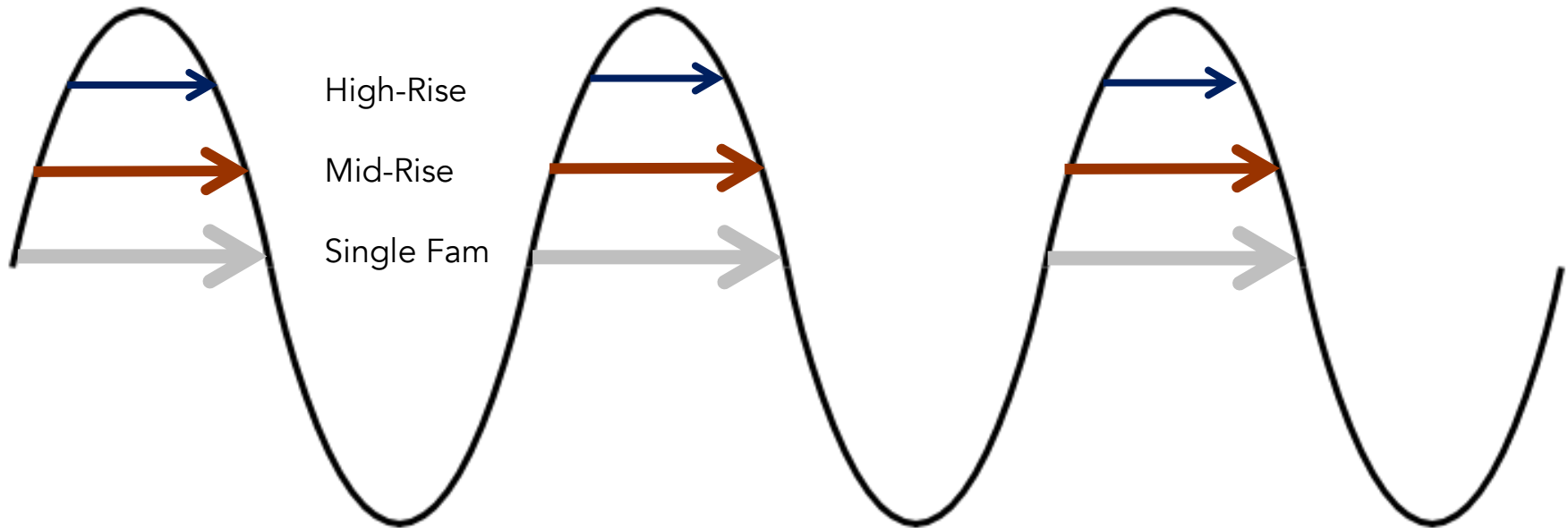
New Private Housing Structures Authorized by Building Permits for Sonoma County, CA, Units, Annual, Not Seasonally Adjusted



Source: U.S. Census Bureau, American Community Survey

Analysis: Bay Area Council Economic Institute; **Note:** From 2018-2023, we used the average number of permits from 2010-2017 (762 units annually)

How Delay and Permitting Time Can Kill a Project

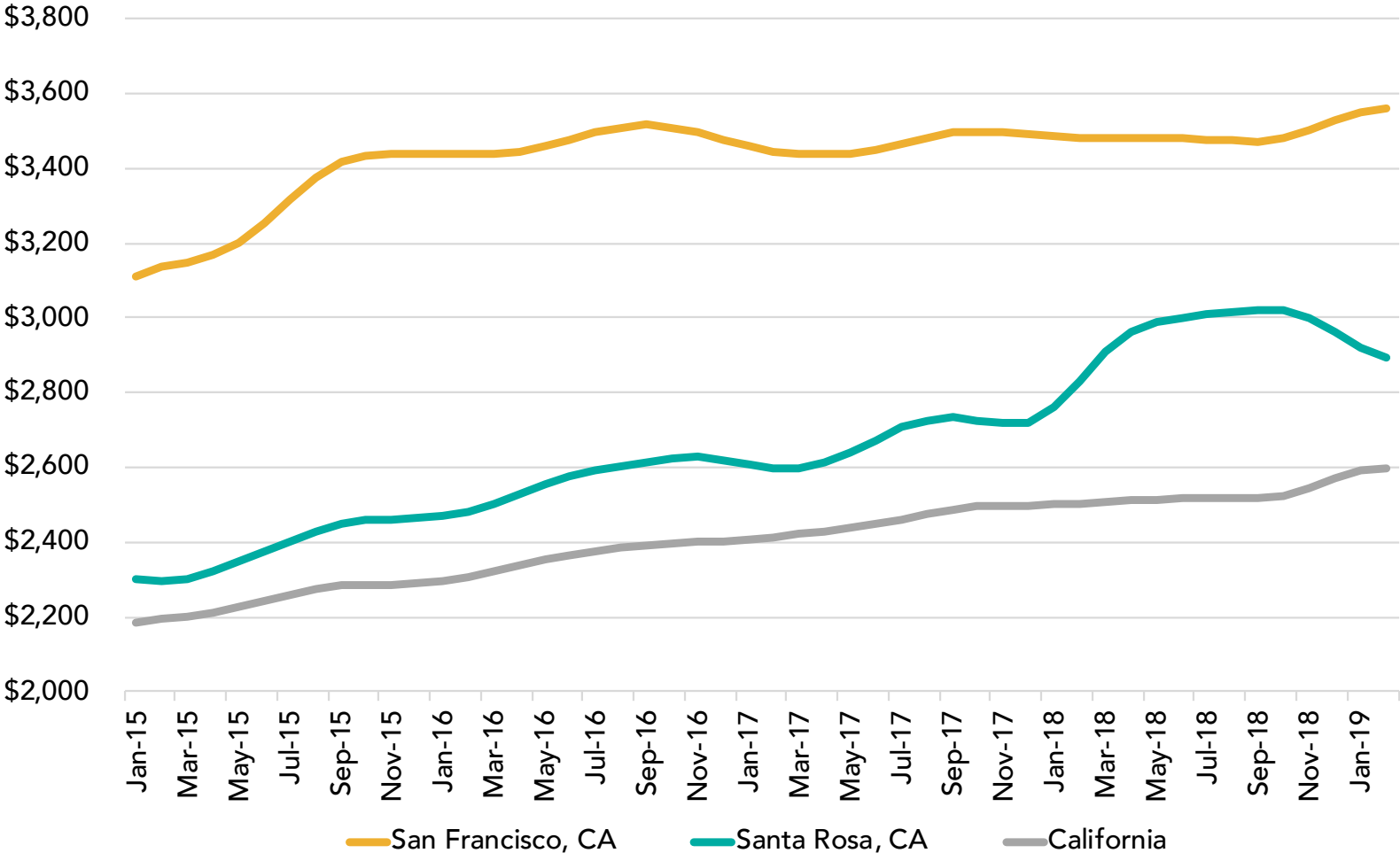


Delays reduce the window of time where development deals are feasible
Dense infill works during high points in rent cycle

- Single-family works longer because it can be lowest cost to build
- Mid-rise works in higher price locations for shorter time, missing the cycle stops deals
- High-rise works only in high price locations at high point in cycle
- Any increase in costs reduces production window, and raises costs by compressing period of time when building works economically

Building Economics Are Sensitive to Rental Prices

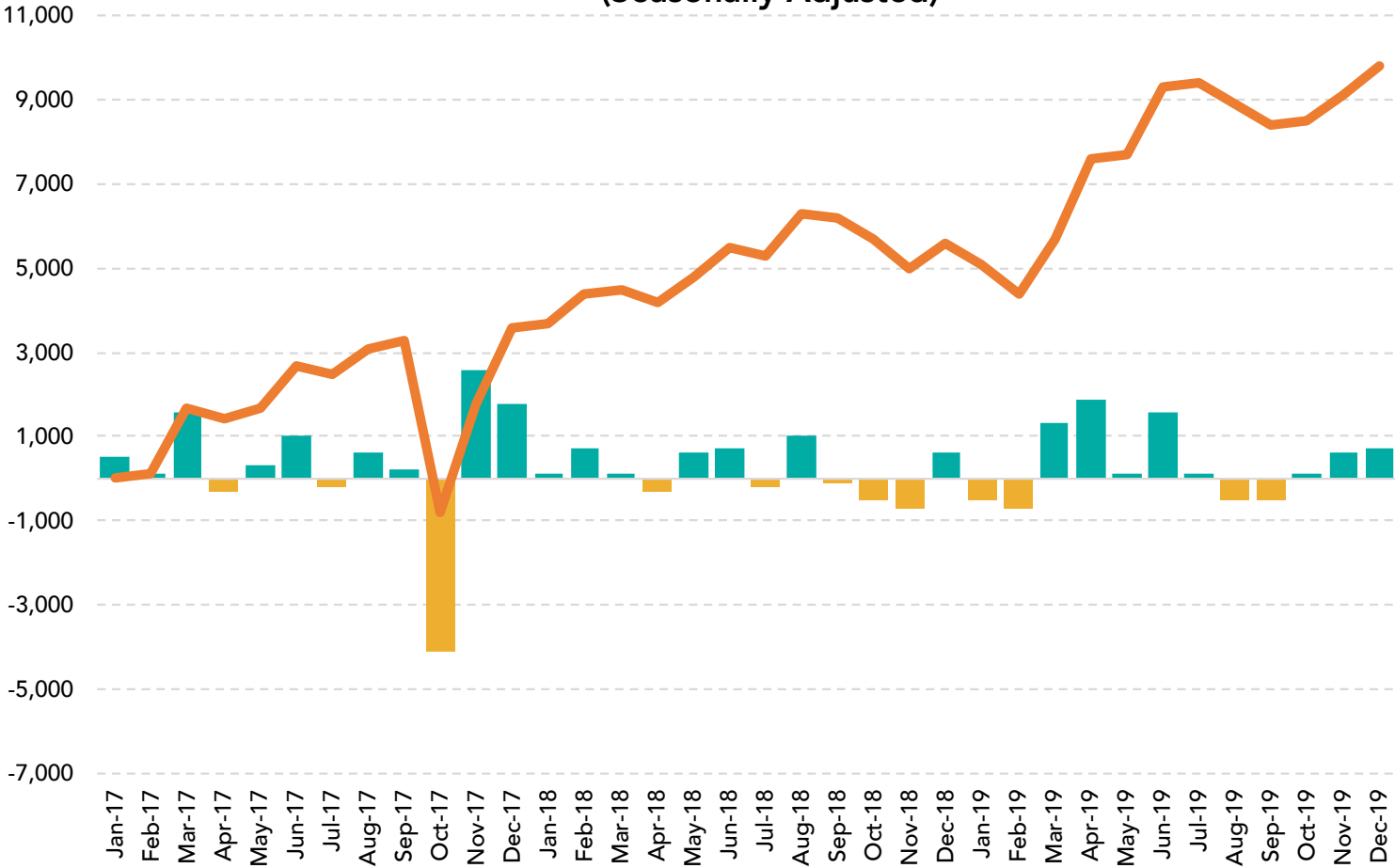
Median Rental Rates for Single Family Residences



Source: Zillow Research
Analysis: Bay Area Council Economic Institute

Data Gathering, Analysis, and Dissemination

Monthly Change in Non-Farm Employment for Sonoma County (Seasonally Adjusted)

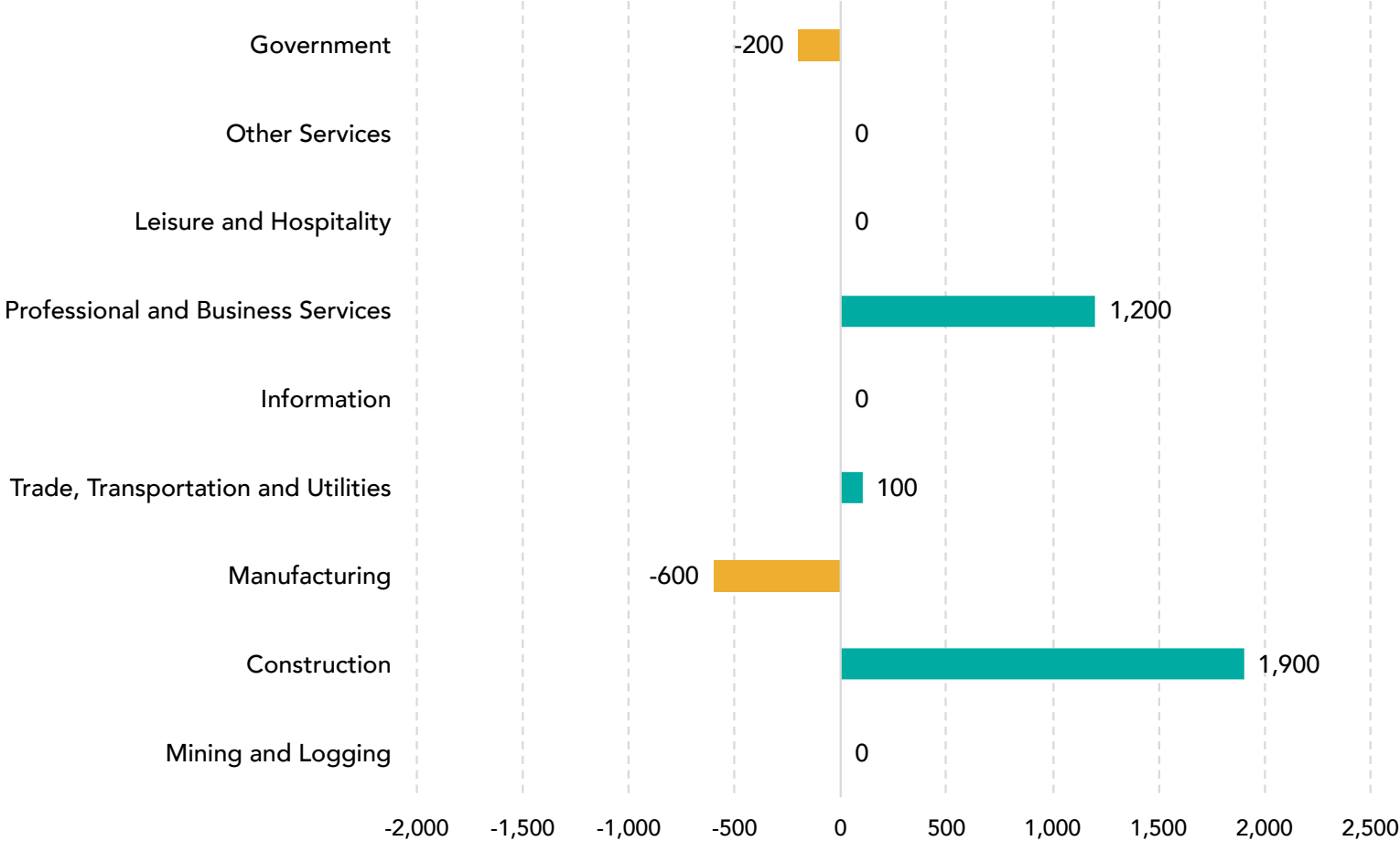


Source: California Employment Development Department
Analysis: Bay Area Council Economic Institute

Change Cumulative Change

Data Gathering, Analysis, and Dissemination

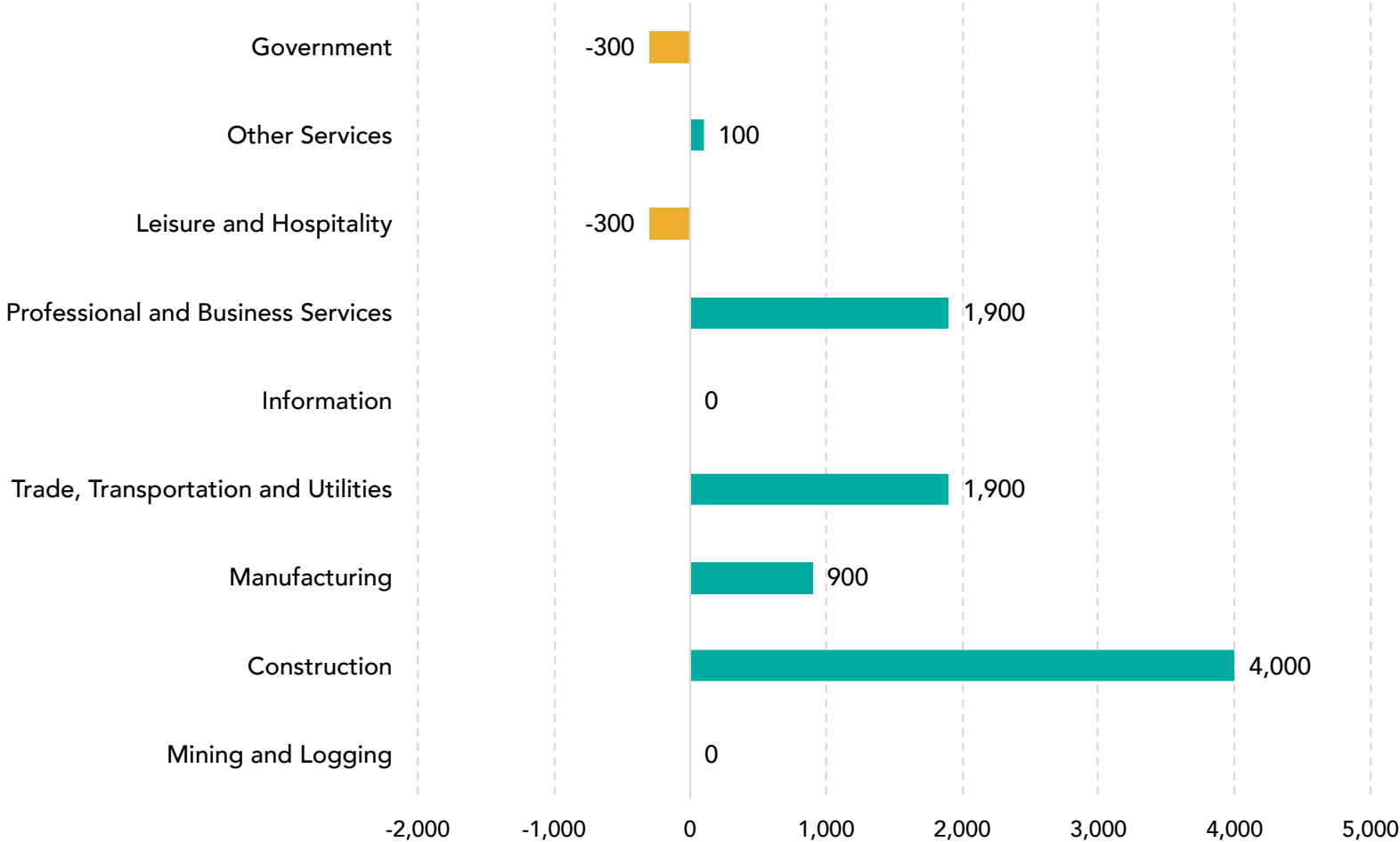
Employment Change by Top Industries From October 2017 to April 2018



Source: California Employment Development Department
Analysis: Bay Area Council Economic Institute

Data Gathering, Analysis, and Dissemination

Employment Change by Top Industries From October 2017 to December 2019



Source: California Employment Development Department
Analysis: Bay Area Council Economic Institute

Participation in Events, Forums, and Public Hearings

The Institute attend, hosted, or presented at over 100 meetings during the duration of the grant, including:

- State of the North Bay
- CDGB-DR Meeting w/ HCD
- California Economic Summit
- RED JPA Board Meeting
- Santa Rosa Metro Chamber Legislative Summit
- Sustainable Enterprise Conference
- Bay Area Council Developers Tour
- Los Cien Housing Luncheon
- MapOne Sonoma Conference
- Petaluma Urban Chat

What We Learned, What We Would Change

1. Working closely with agencies was incredibly helpful to them and us, but there were both advantages and challenges associated with being outside of government;
2. While there are steps government can take to facilitate rebuilding in a smart way, market forces should not be ignored, and solutions work best when they take them into account;
3. Maintaining a central data repository was beneficial, but unclear how information was used by departments;
4. The fires created a need for county and city departments to work across silos, but it was unclear if any cross-functional work occurred before the disaster or whether it will continue into the future;

Final Report

Moving forward, it will be beneficial for the various rebuilding and resiliency efforts to have access to a broad and common set of data, analysis of these data, and technical policy expertise. Being able to share the same set of information about the impact of the fires, the needs of the community, and best practices for planning will be critical to the success of these multiple organizations in rebuilding Sonoma County.

In that spirit, the primary objectives of this report are:

- to document and ensure the public availability of the conversations, research, and findings accumulated during the Institute's work; and
- to provide a foundation of knowledge in the Institute's core study areas from which stakeholders can rely on and make informed decisions with.

