



## **EMPLOYER HOUSING COUNCIL CHARTER**

*Building homes, Rebuilding Hope*

Launched in April, 2018, the Economic Development Board's Strategic Sonoma plan focused the input from all sectors in Sonoma County to provide a roadmap for economic growth after the Sonoma Complex Fires and 5 years into the future. The plan provides a shared vision for Sonoma County, identifies and prioritizes Sonoma County's economic development issues and opportunities, and reevaluates the county's clusters of opportunity. The full plan can be found here: <https://www.strategicsonoma.com/>

A central recommendation in the plan is the establishment of an Employer Housing Council. A permanent Sonoma County Employer Housing Council led by two of the primary business and construction groups in the region – the Santa Rosa Metro Chamber (SRMC) and the North Coast Builders Exchange (NCBE) – will convene the County's major employers to advance accountability in the progress toward a housing goal (i.e. 30K by 2025), and provide a forum for employers to share information, assist jurisdictions in removing barriers to development, and assist housing projects to financially get off the ground.

The Employer Housing Council adds value to existing efforts as it is the only group established to track and provide accountability to a community-wide housing goal and bring multi-sector employers together to help advance specific housing projects that will benefit those employer's workforce needs. While the Council will support rebuild efforts of other existing groups, it will focus on the larger, and longer term, housing development needed to address the pre-disaster housing crisis.

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**Santa Rosa Metro Chamber  
(Co-Chair)**

**North Coast Builders Exchange  
(Co-Chair)**

Saint Joseph's Health  
Sutter Hospitals  
Kaiser Permanente

Santa Rosa Junior College  
Santa Rosa City Schools  
Sonoma State University  
Medtronic  
Keysight Technologies  
Redwood Credit Union

Exchange Bank  
Western Builders  
Building Industry Association  
North Bay Leadership Council  
Sonoma County Winegrowers  
Jackson Family Wines



## Governance

The Council will be comprised of the members noted in this Charter. There will be no terms to council membership. A nominating committee established by the co-chairs will identify new council members to fill vacant council seats.

Meetings are held quarterly. Additional meetings can be called as needed by the Co-Chairs of the Council. The Santa Rosa Metro Chamber will support the Council based on available finances provided through the Council, including the Metro Chamber's foundation to facilitate charitable contributions as needed, meeting space (along with NCBE), and additional staff resources as needed. The Council may establish an Executive Committee that will meet more frequently to ensure progress is made on specific tasks between the Council's quarterly meetings. The Council will carry out its efforts for 5 years and evaluate the need for continued operation thereafter.

To expedite action in related areas, such as local, state and federal lobbying, the Employer Housing Council will coordinate its work with that of other groups such as the North Bay Leadership Council, Sonoma County Alliance, North Bay Realtor Association, Engineering Contractors Association, Rebuild Northbay Foundation, Bay Area Economic Institute and others.

## Scope

Specific tasks to be taken up by the Employer Housing Council include:

- Quarterly assessment and accountability meetings with designated officials from all cities and the County
- Determine specific housing goals for each city and county, within the 30K by 2025 target stated in the Strategic Sonoma Plan
- Consolidate a list of public and private opportunity sites for development

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- Support jurisdictions in implementing permit/development timeline and accountability tools
- Solicit capital investment and development from within and from outside of Sonoma County/North Bay Region
- Distribute communications/marketing material to maintain a sustained focus and political will for housing development
- Support and/or implement a YIMBY (“Yes In My Back Yard”) program
- Coordinate with regional housing efforts as appropriate

### **Financial Commitment**

Council members will agree to commit financial or in-kind resources to sustain the Council, and any dedicated staffing called for by the Council. These resources will be determined at the first meeting of the Council.

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