

**From:** [REDACTED]  
**To:** [City Council](#)  
**Subject:** Grocery Outlet  
**Date:** Sunday, February 15, 2026 10:49:13 PM

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Dear City Council of Sebastopol,

I believe that a Grocery Outlet store would be a much needed addition to Sebastopol. It is a surprise to me that there is so much push back against a Grocery Outlet being built in the vacant Rite Aid lot. I do understand that the other Grocery Stores feel it will be too much competition for them; but that is exactly why we need a reasonably priced grocery store in Sebastopol. Safeway used to be a reasonably priced store to shop at for low income residents, or seniors, who take the bus and cannot go out of town on shopping trips. Safeway prices are absurd now, and they have been price gouging since COVID. Fircrest is expensive for the average budget /low or middle income resident. Whole Foods, Community Market and Pacific Market are also high priced for seniors or families on a budget. I still drive, so I can do shopping trips to Trader Joes and Target, but my Senior friends do not have that option.

The *Propaganda Pamphlets* that Fircrest and some other markets collaborated on are appalling and not based on reality. They were put up all over the senior apartment complex where I live, and I consider that spreading misinformation in a vulnerable community. The existing grocery stores would not have to fear lower priced competition from Grocery Outlet if they would just lower their own prices a little, so the average low to mid income Sebastopol resident could afford to shop at their stores.

I am sure that the existing stores would retain most of their regular customers who can afford to shop there and find it convenient. I used to be in retail, and competition is considered healthy in keeping competitive prices for the customers. Grocery Outlet also has many organic products at very reasonable prices that would otherwise not be affordable to many residents living in Sebastopol.

Please consider that a large portion of Sebastopol Residents would greatly benefit from having a Grocery Outlet in our town. Many of us are retired, or have families to feed, and need a local affordable Grocery Store.

Thank you for your kind consideration in this matter.

*Best, Ms. Cheryl Steele*

