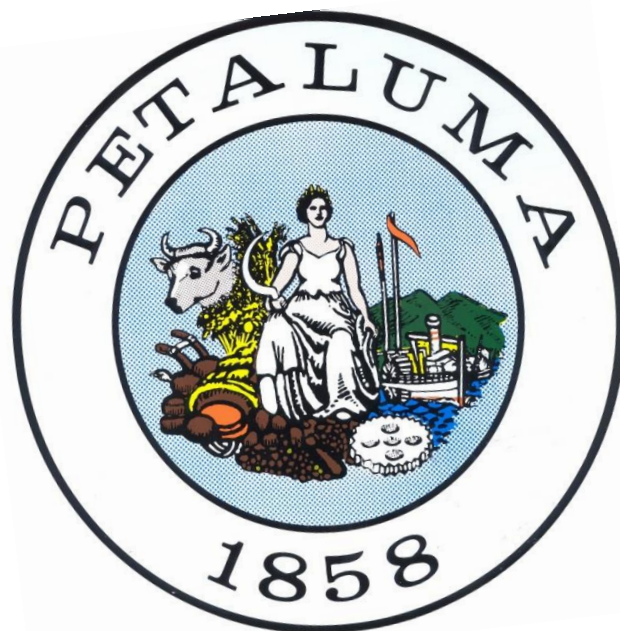


***CITY OF PETALUMA***  
***- California -***

**ANNUAL REPORT**



**Fiscal Year**  
**2017 ~ 2018**



# *City of Petaluma, California*

## *City Council*



### **July 1, 2017 – December 31, 2017**

Mayor David Glass

Vice Mayor Dave King

Councilmember Chris Albertson

Councilmember Teresa Barrett

Councilmember Gabe Kearney

Councilmember Mike Healy

Councilmember Kathy Miller

### **January 1, 2018 – June 30, 2018**

Mayor David Glass

Vice Mayor Mike Healy

Councilmember Chris Albertson

Councilmember Teresa Barrett

Councilmember Gabe Kearney

Councilmember Dave King

Councilmember Kathy Miller

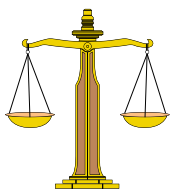


**- TABLE OF CONTENTS -**

<b><u>DEPARTMENTS/DIVISIONS</u></b>	<b><u>PAGE NO.</u></b>
<b>City Attorney</b> .....	1
<b>City Clerk</b> .....	3
<b>City Manager</b> .....	11
Building Division .....	12
Economic Development .....	15
Housing and Block Grant Division .....	20
Information Technology Division/GIS .....	24
Planning Division .....	26
<b>Finance Department</b> .....	31
Administration .....	31
Accounting Division .....	31
Commercial Services Division.....	32
<b>Fire Department</b> .....	35
Administration.....	36
Communication, Safety & Wellness, Technology .....	37
Emergency Medical Services Division .....	41
Fire Prevention and Technical Services Division .....	43
Operations & Disaster Preparedness .....	46
Support Services.....	49
<b>Human Resources Department</b> .....	51
<b>Police Department</b> .....	59
Administration.....	59
Patrol Operations Division .....	59
Petaluma Policing .....	61
Special Services Division.....	62
Support Services.....	69

<b><u>DEPARTMENTS/DIVISIONS</u></b>	<b><u>PAGE NO.</u></b>
<b>Public Works &amp; Utilities Department</b> .....	77
Administration .....	77
Capital Projects Division .....	77
Development Engineering Division.....	78
Environmental Services Division .....	80
Operations Division (Field Operations).....	81
Airport.....	81
Marina and Turning Basin .....	82
Water and Street Operations .....	82
Parks & Facilities Maintenance Division .....	84
Transit Division .....	85
<b>Recreation Services Department</b> .....	87
Administration .....	87
Active and Senior Adults .....	89
Aquatics .....	90
Cavanagh Recreation Center.....	90
Petaluma Community Center .....	91
Petaluma Historical Library and Museum .....	93
Youth Services .....	94

*This page intentionally left blank.*



## CITY ATTORNEY

---

The City Attorney is the chief legal advisor to the City Council. The City Attorney's Office provides timely support and advice to the City Council, City Manager, City Commissions and Committees, and City departments in all legal matters relating to the City and its operations to assist staff in analyzing available options and the legal impacts of proposed management and policy decisions, and to support the Council's decision-making process.

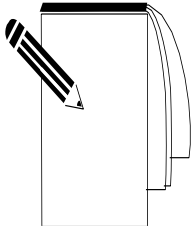
Major projects of the City Attorney's Office in 2017-2018 have included litigating 17 active cases on behalf of the City, 13 as defendant and 4 as plaintiff. Of the 17 active cases, 6 are being handled in-house and 3 were disposed. Our office also worked on numerous projects including inclusionary housing zoning code amendments and updates to inclusionary fees; research and drafting of small cell tower regulations; preliminary work on creation of a Tourism Improvement District; work on development projects including Avila Ranch, Davidon, North River Apartments, Riverfront, and the Safeway fuel center; work on Emergency Service issues; work on implementing Council direction related to Federal immigration enforcement; and numerous personnel related matters.

The following is a list of the general nature of services provided by the City Attorney's Department:

1. Agenda Material: Review and research legal issues to provide legal opinions, advice, and suggestions to staff and Council.
2. Planning Matters: Review matters and research legal issues to provide legal opinions, advice, and suggestions to staff, the Planning Commission and City Council on development and planning matters.
3. Public Contracts: Review and revise City form contract documents in order to comply with changing law, evolving practices, policies, and experiences. In addition, the City Attorney's Office prepares, reviews, negotiates and recommends specialized contracts for approval.
4. Legislation: Work closely with staff and affected constituencies to develop legislation that accomplishes the desired policy objectives and is legally defensible.
5. Public Nuisance Abatement and Municipal Code Violations: Provide advice and assistance to Code Enforcement staff to assist in eliminating conduct and conditions within the City that are characterized as a public nuisance and obtain compliance with the Municipal Code by negotiation and administrative and court proceedings.
6. Open Meeting Laws: Provide Council, Commissions, Boards, and staff with information and advice necessary to meet the requirements of the Brown Act and avoid any real or perceived violations.
7. Open Records Laws: Review Public Records Act requests and assists the City in complying with the Act through timely responses to requests and disclosure of appropriate records.
8. Election Laws: Provide advice and assistance to the City to ensure that all legal requirements are met.

9. Affordable Housing: Assist and provide advice regarding various affordable housing legal issues to meet the goals established by the State, General Plan, and Council.
10. Public Notice and Procedural Requirements: Provide advice and assistance to ensure adequate public notice and due process to applicants and the public.
11. Ethics Laws: Provide Council, Commissions, Boards, and staff with information and advice regarding compliance with the Political Reform Act and other ethics laws and potential conflicts of interest to avoid real or perceived violations and to maintain the public trust.
12. Special Projects: Provide legal advice, recommendations, and support to reach the ultimate goals and policies of the City concerning special projects.
13. Civil Rights: Provide advice and recommendations as to procedure and process in order to provide due process and protect the City from claims of civil rights violations.
14. Insurance/Indemnification Issues: Provide advice and assistance and coordinate with the Risk Management Division to help implement the City's risk policies and programs to protect the City from liability exposure and legal costs.
15. Staff and City Council Advice: Provide advice and suggestions with respect to all manner of legal issues that may impact the City, and provide information regarding options and potential risks concerning possible Council action.
16. Legal Training and Resources: The City Attorney's Office maintains current legal resources, gathers updates, participates in and conducts training seminars, and attends conferences, seminars, webinars, etc., that assist in staying abreast of legal issues that are relevant to local government.
17. City Council Meetings: Attend and provide support, assistance, and advice to the Council during Council meetings and proceedings, and address issues that may require further involvement of the City Attorney's office or other City departments or bodies.
18. Litigation: Manage the City's litigation program including litigating matters in-house; serving as co-counsel with and supervising special counsel; providing litigation analysis, recommendations and support; coordinating with the City's Risk Management function and the City's risk pool, CJPRMA; and aggressively pursue favorable outcomes and results for the City in any litigation, whether brought by the City or another party.
19. Human Resources/Labor and Employment: Provide advice and assistance to the Human Resources Department in personnel matters to ensure compliance with all applicable laws and regulations.





## CITY CLERK

---

### Agendas and Minutes

The City Clerk’s office oversees the creation and distribution of City Council agendas and minutes and oversees compliance with the Brown Act relating to all Board, Commission, and Committee agenda postings. The City Clerk attends all City Council meetings and records the minutes.

With the dissolution of the Petaluma Community Development Commission in 2012, the City Clerk attends the meetings of the Petaluma Community Development Successor Agency (PCDSA) as well as the Oversight Board to the Petaluma Community Development Successor Agency and records minutes for both. The City Clerk also attends and records all Administrative Hearings. In Fiscal Year 2017-2018, the City Clerk’s Office produced 234 pages of City Council/PCDSA minutes and 3 pages of Oversight Board to the Petaluma Community Development Successor Agency minutes.

Staff and interested citizens can join the City’s email list and are notified when meeting agendas and staff reports for the City Council/PCDSA, Airport Commission, Animal Services Advisory Committee, Historic and Cultural Preservation Committee, Pedestrian and Bicycle Advisory Committee, Planning Commission, Public Art Committee, Recreation, Music, and Parks Commission, Technology Advisory Committee, Transit Advisory Committee, Tree Advisory Committee, and Youth Commission become available on the City’s website. All agendas, staff reports, minutes and streaming audio/video (not available for all meeting bodies) are viewable on the City’s website, which has allowed the City to save on paper costs and increase the public’s access to City documents. Hard copy agenda materials are made available at City Hall, the Petaluma Community Center and the Petaluma Senior Center.

### Administrative Hearings

The City Clerk attends/records all Administrative Hearings. No hearings were held this fiscal year.

### Agreements and Contracts

All agreements and contracts into which the City enters reside in the City Clerk’s office. There were 287 original agreements and contracts filed for permanent record keeping purposes this year.

### Bid Processing

The City Clerk’s Office is the repository for bids for various City projects and oversees the official opening of the bids and processing of the bid bonds. There were 13 bid openings over the last fiscal year.

### Bonds

The office is the repository for public improvement bonds for all subdivisions, contracts, and handles the assessment district bond issue recordings.

Commissions and Committees

The City Clerk’s Office maintains the official roster of all the Board, Commission, and Committee members and facilitates the filling of vacant positions as needed. Each May, announcement is made of the terms expiring June 30<sup>th</sup> and residents are invited to apply to serve, with new terms beginning July 1<sup>st</sup>. During this year’s annual recruitment in July, applications were sought from residents interested in serving on the Airport Commission, Animal Services Advisory Committee, Building Board of Appeals, Groundwater Advisory Committee, Historic and Cultural Preservation Committee, Marin/Sonoma Mosquito & Vector Control District Board of Trustees, Pedestrian and Bicycle Advisory Committee, Planning Commission, Public Art Committee, Recreation, Music, and Parks Commission, Senior Advisory Committee, Technology Advisory Committee, Tree Advisory Committee, and Youth Commission. Marketing and awareness efforts, including press releases, Constant Contact emails targeted at residents on e-mail interest lists, and social media postings helped ensure the success of each of the recruitment efforts.

Council Meetings

The Council deliberated at a total of 28 meetings during the fiscal year, all of which included meetings of the Petaluma Community Development Successor Agency and one of which included the Petaluma Public Financing Corporation.

Domestic Partnerships

The City Clerk’s Office processes domestic partnership applications and issues certificates to residents or individuals employed in the City of Petaluma. Six applications were processed and certificates issued, as well as one termination.

Fair Political Practices Division

The City Clerk serves as the local filing officer for all Conflict of Interest (Form 700) and Political Campaign Committee Statements, and oversees open candidates’ and/or Political Action Committees’ campaign filing obligations.

Legislation

The City Council adopted 258 resolutions and 44 ordinances. Of the 44 ordinances, one revised or amended the Municipal Code, and 43 were adopted pursuant to Charter requirements but were not codified.

<b>City Ordinances Adopted FY 2017 - 2018</b>			
<b>Ord</b>	<b>Title</b>	<b>Introduced</b>	<b>Adopted</b>
2618 NCS	Approving: 6th Modification of Declaration of Easements, Covenants, and Restrictions and Reciprocal Easements for Petaluma Marina Project; Contribution Agreement (Including Quitclaim Transferring to the Petaluma Marina Owners Association Title to Lot 6 of Parcel Map No. 247 Filed February 29, 1990 in Book 454 of Maps, Pages 9 and 10, Sonoma County Records); and Amendment Terminating Subdivided Ground Lease to Lot 6 Dated and Recorded September 11, 1990.	6/19/2017	7/3/2017

<b>City Ordinances Adopted FY 2017 - 2018</b>			
<b>Ord</b>	<b>Title</b>	<b>Introduced</b>	<b>Adopted</b>
2619 NCS	Authorizing Recordation of a Quitclaim Deed Under Document No. 060298 with Novak Property LLC and Under Document No. 060299 with Syers Properties I, L.P. and Authorizing the City Manager to Execute all Required Documents.	6/19/2017	7/3/2017
2620 NCS	Approving a Settlement Agreement and Exchange of Easements between the City of Petaluma and 619 Townhomes LLC to Clarify the Respective Ownership and Other Rights of the City and 619 Townhomes LLC Regarding Apartments and Related Improvements Located at 619 F Street in Petaluma Adjacent to and Overlying City Drainage Improvements Referred to as the Thompson Creek Culvert	7/3/2017	7/17/2017
2621 NCS	Amending the Text of the Implementing Zoning Ordinance, Ordinance No. 2300 N.C.S., Chapter 4 Section 4.030-Allowable Land Uses and Permit Requirements, Chapter 7 Section 7.030-Accessory Dwellings, Chapter 11 Section 11.060-Number of Automobile and Bicycle Parking Spaces Required, Chapter 28-Glossary, and Create a New Section 7.035-Junior Accessory Dwelling Units to Address Consistency with CA Senate Bill 1069, Assembly Bill 2299, and 2406 Re Accessory Dwelling Units	7/17/2017	8/7/2017
2622 NCS	Amending the Text of the Implementing Zoning Ordinance, Ordinance 2300 N.C.S., Chapter 4, Table 4.4 (Allowable Land Uses and Permit Requirements for Commercial, Business Park and Industrial Zones)	7/17/2017	8/7/2017
2623 NCS	Authorizing Approval of Lease PRC8249.1 with the California State Lands Commission and Authorizing the City Manager to Execute All Required Documents for Use of the Dock Located on the Petaluma River Adjacent to 951 Petaluma Boulevard South, Petaluma, CA (APN: 008-530-007).	7/17/2017	8/7/2017
2624 NCS	Authorizing the City Manager to Approve an Easement Grant Deed to Pacific Gas and Electric Company for the Purposes of Installing, Operating and Maintaining Public Utilities within City of Petaluma Corporation Yard Property Identified as APN: 007-171-016, Petaluma, CA.	9/11/2017	9/18/2017
2625 NCS	Authorizing the City Manager to Execute all Documents Relating to the Assignment and Exercise of Repurchase Option for 1008 Madison Street (A.P.N. 007-650-002) and Transfer of the Land to the Housing Land Trust of Sonoma County and Sale of the Improvements to a Qualified Buyer Subject to Affordability Restrictions and an Affordability Agreement with the Housing Land Trust to Maintain the Property in Petaluma's First Time Homebuyer Program.	9/18/2017	10/02/2017
2626 NCS	Amending Ordinance 2610 N.C.S. to Change Special Revenues and Trust Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	10/02/2017	10/02/2017
2627 NCS	Amending Ordinance 2611 N.C.S. to Change Capital Projects Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	10/02/2017	10/02/2017
2628 NCS	Amending Ordinance 2606 N.C.S. to Change General Fund Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017
2629 NCS	Amending Ordinance 2607 N.C.S. to Change Enterprise Fund Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017
2630 NCS	Amending Ordinance 2626 N.C.S. to Change Special Revenue and Trust Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017
2631 NCS	Amending Ordinance 2627 N.C.S. to Change Capital Projects Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017

<b>City Ordinances Adopted FY 2017 - 2018</b>			
<b>Ord</b>	<b>Title</b>	<b>Introduced</b>	<b>Adopted</b>
2632 NCS	Amending Ordinance 2628 N.C.S. to Change Utilities Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017
2633 NCS	Amending Ordinance 2609 N.C.S. to Change Internal Service Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	11/6/2017	11/6/2017
2634 NCS	Repealing and Replacing Chapter 10.15, "Medical Marijuana," of the City of Petaluma Municipal Code, Retitling the Chapter "Cannabis," and Extending the City's Cannabis Regulations to Medical and Non-Medical Cannabis Uses in the City.	11/6/2017	12/04/2017
2635 NCS	Authorizing an Amendment to the Contract for Employees of Units 8, 10 and Unrepresented Executive Management Employees Between the City Council of Petaluma and the Board of Administration of the California Employees' Retirement System.	12/18/2017	1/22/2017
2636 NCS	Conditionally Approving Assignment of the Franchise Agreement Between the City of Petaluma and Petaluma Refuse and Recycling, (PR&R) Incorporated, an Affiliate of The Ratto Group of Companies, Inc., for Solid Waste, Recyclable Materials and Yard Trimmings Services to Recology Sonoma Marin (Recology) a subsidiary of Recology Incorporated, and Authorizing the City Manager to Execute an Amendment to the Franchise Agreement upon Satisfaction of the Conditions Precedent Contained in the Ordinance.	12/18/2017	1/22/2017
2637 NCS	Amending Ordinance 2628 N.C.S. to Change General Fund Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2638 NCS	Amending Ordinance 2629 N.C.S. to Change Enterprise Fund Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2639 NCS	Amending Ordinance 2630 N.C.S. to Change Special Revenue and Trust Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2640 NCS	Amending Ordinance 2631 N.C.S. to Change Capital Projects Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2641 NCS	Amending Ordinance 2632 N.C.S. to Change Utilities Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2642 NCS	Amending Ordinance 2633 N.C.S. to Change Internal Service Funds Appropriations for the Operations of the City of Petaluma from July 1, 2017 to June 30, 2018. - URGENCY	2/12/2018	2/12/2018
2643 NCS	Amending the Text of the Implementing Zoning Ordinance, Ordinance 2300 N.C.S., Chapter 4 Section 4.030 – Allowable Land Uses and Permit Requirements and Chapter 28 – Glossary to Accommodate Commercial Cannabis Businesses in Business Park and Industrial Zones Subject to and in Accordance with Chapter 10.15 of the Petaluma Municipal Code, the City of Petaluma Commercial Cannabis Permit Regulations, and Other Applicable Law	2/26/2018	3/19/2018
2644 NCS	Approving a Commercial Lease Agreement Between Mangon Aircraft, Inc., and the City of Petaluma for Hangar 18D Located at the Petaluma Airport for Operation of a Flight School and Related Aircraft Storage; Approving Amendment 1 to the Lease Agreement Between Petaluma Pilot Training Center, Inc. and the City to Hangar 18B to Terminate that Lease Agreement; and Approving Amendment 3 to the Ground Lease Agreement Between Mangon Aircraft Inc. and the City of Petaluma to Delete Flight School Operations As a Permitted Use Under that Lease.	3/5/2018	3/19/2018

<b>City Ordinances Adopted FY 2017 - 2018</b>			
<b>Ord</b>	<b>Title</b>	<b>Introduced</b>	<b>Adopted</b>
2645 NCS	Ordinance to Facilitate the Provision of Temporary Housing Options for Those Impacted by the Sonoma Complex Fires of October 2017 - URGENCY	4/2/2018	4/2/2018
2646 NCS	Approving Purchase and Sale Agreement Regarding Real Property Commonly Known as Lot 33 Industrial Avenue and Authorizing the City Manager to Execute the Agreement and All Other Documents Necessary to Complete the Purchase and Sale.	4/2/2018	4/16/2018
2647 NCS	Authorizing an Amendment to the Contract Between the City Council of Petaluma and the Board of Administration of the California Employees' Retirement System.	4/16/2018	5/7/2018
2648 NCS	Authorizing Amendment, Assignment and Assumption of the Lease of the Boys and Girls Club Facilities at 203 Maria Drive on Lucchesi Park by the Boys and Girls Clubs of Central Sonoma County and Authorizing the City Manager to Execute on Behalf of the City All Documents Relating to the Lease Amendment	5/21/2018	6/4/2018
2649 NCS	Appropriating Funds for the Operation of the City of Petaluma General Fund from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2650 NCS	Appropriating Funds for the Operation of the City of Petaluma Enterprise Funds from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2651 NCS	Appropriating Funds for the Operation of the City of Petaluma Utilities Funds from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2652 NCS	Appropriating Funds for the Operation of the City of Petaluma Internal Service Funds from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2653 NCS	Appropriating Funds for the Operation of the City of Petaluma Capital Projects and Debt Funds from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2654 NCS	Appropriating Funds for the Operation of the City of Petaluma Special Revenues and Trust Funds from July 1, 2018 through June 30, 2019	5/21/2018	6/4/2018
2655 NCS	Amending the Text of the Implementing Zoning Ordinance to Modify Chapters 4, 11, 21, 25 and 28	5/21/2018	6/4/2018
2656 NCS	Amending Ordinance 2637 N.C.S. to Change General Fund Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018
2657 NCS	Amending Ordinance 2638 N.C.S. to Change Enterprise Funds Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018
2658 NCS	Amending Ordinance 2639 N.C.S. to Change Special Revenue and Trust Funds Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018
2659 NCS	Amending Ordinance 2640 N.C.S. to Change Capital Projects Funds Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018
2660 NCS	Amending Ordinance 2641 N.C.S. to Change Utilities Funds Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018
2661 NCS	Amending Ordinance 2642 N.C.S. to Change Internal Service Funds Appropriations for the Operation of the City of Petaluma from July 1, 2017 through June 30, 2018 - URGENCY	6/4/2018	6/4/2018

### Municipal Code

The Petaluma Municipal Code is online and viewable through the City's website. The online version is updated within two weeks of an ordinance being codified and eliminates a majority of the paper copies required.

### Notary Services

The City Clerk's office provides notary services for City business, and notarized 74 documents during the last fiscal year.

### Public Records Act Requests

The purpose of the California Public Records Act is to provide members of the public access to information that enables them to monitor the functioning of their government by providing the right to inspect public records, and the right to prompt availability of copies of those records. The City Clerk's Office manages this process by accepting the initial request, coordinating with other City departments to collect information within the prescribed timeline, and finally completing the request. Our office has processed 141 Public Records Act Requests over the last fiscal year.

### Public Service and Information

Citizens contact the City Clerk's Office with a wide variety of questions, as well as requests for copies of official documents and receives, on average, fifty phone calls per day that are forwarded to other departments and/or agencies. The City Clerk's Office assists City departments and staff in locating an assortment of documents and/or legislative history on various issues and projects.

### Publication of Official Documents

The City Clerk's Office is responsible for publication of legal notices in accordance with California state law.

### Recordings

The City Clerk's Office maintains a database of documents processed through the Sonoma County Recorder. There were 49 documents forwarded to the Sonoma County Recorder for recordation in the 2017-2018 Fiscal Year. These documents, once recorded, were returned to the City Clerk's Office, logged in, scanned, and filed for permanent record keeping purposes.

### Records Management

- *Off-site Records Management.* The City Clerk's Office manages an off-site records center where inactive records under the control of each department are stored. There were 500 records requests processed during the last fiscal year.
- *Records Center.* Some records kept beyond their required retention period were purged from the records inventory. All record destruction has been accomplished pursuant to the adopted records retention schedules and authorized by legal staff and the Council. The documents were sent to a recycling company for destruction.
- *Scanning.* The City Clerk's Office oversees the Electronic Document Management System (EDMS). A wide variety of records, including agreements, contracts, and staff reports continue to be made available electronically for use by other City departments. Links from the City's website allow citizens to search City Council and Planning Commission minutes, resolutions and ordinances. Citizens can now search from 1911 to the present.

### Social Media

The City Clerk's Office, with assistance from the Public Works and Utilities Department, maintains three social media accounts, Facebook and NextDoor, and Twitter on behalf of the City. As the City Clerk is the official Public Information Officer for the City, the Clerk's Office posts relevant information regarding public meetings, traffic alerts, Public Works and Utilities project updates, Police and Fire updates, recruitments, City-sponsored events and more. The Facebook website can be accessed at: [www.facebook.com/](http://www.facebook.com/). The City's Twitter account can be accessed at:

[www.twitter.com/PetalumaCityGov](http://www.twitter.com/PetalumaCityGov), and uses the handle @PetalumaCityGov

*This page intentionally left blank.*





## CITY MANAGER

The City Manager provides general management, oversight, and direction to all the City’s departments in the execution of City Council policy. The Manager’s office also provides administrative support to the Mayor and Council, and develops agenda materials for meetings of the City Council. In addition, the Manager’s office is the liaison with other cities, counties, and state government on matters of mutual importance, and represents the Council in intergovernmental affairs. The Office responds to citizen inquiries, coordinates and issues film and banner permits, and oversees the CATV franchise.

The General Fund budget is balanced and tight spending limits are still in place.

Major accomplishments for this fiscal year included:

- Using a \$6.75 million interfund loan from the Wastewater / Water / Risk Divisions, City paid down a portion of the CalPERS unfunded liability.
- Personnel changes included the departure of Finance Director Bill Mushallo, replaced by Corey Garberolio. New positions created included Assistant Fire Chief and Revenue Development Specialist.
- Workshops were held on revenue options (placing tax measure on ballot); housing needs, policies and fees; dredging and stormwater management; financial forecast/budget.
- Devastating wildfire October 9, 2017 left over 6,800 homes/structures destroyed in Sonoma County and surrounding areas, creating an immediate housing crisis. Petaluma opened shelters during the fires Oct. 9-15 and Council later approved temporary housing options for a one year period for those impacted by the fires including the use of existing guest/pool houses for rental housing, allowing recreation vehicles on properties, and eliminating onsite parking requirements for new accessory dwelling units.
- Transfer assignment completed for garbage services from the Ratto Group of Companies to Recology Sonoma Marin.
- Animal services contract was awarded to North Bay Animal Services.
- Professional services contract awarded to Brian Goggin for a public art project on Water Street, ‘bathtubs on stilts’, which generated much public comment and controversy.
- Council approved ordinance regarding medical and non-medical uses of cannabis and updated regulations regarding commercial cannabis businesses and distribution within Petaluma.
- City approved three year shared services agreement with Rancho Adobe Fire Protection District.
- Large equipment purchases included \$112K paving truck, \$383K vector truck, transit bus and vehicles using grant funds, and increased video surveillance and access control systems at various City buildings.

### Growth of Petaluma

	1950	1960	1970	1980	1990	2000	2010	2015
Population	10,315	14,035	24,870	33,834	43,166	54,550	57,941	59,191
Sq. Miles	2.3	3.5	7.19	9.28	12.93	13.38	14.49	14.49
# Employees:	68.5		154	205	262	309	333	288.5
Police.....	20		36	67	77	101	115.5	84.5
Fire .....	12		35	38	53	55	58	58
Public Works.	15.5		46.5	64	59	72	50*	37.15
Rec/ Parks....	12	10	12.5	27	22	23	22.25	Rec = 6**
Water.....	n/a	n/a	n/a	n/a	n/a	n/a	55 *	59.85
Prop. tax rev.	\$137,837	\$292,970	\$662,255	\$1,219,315	\$3,323,469	\$3,992,350	\$6,838,709	\$8,516,289
Sales tax rev.	\$95,000	\$197,867	\$482,000	\$1,915,762	\$4,631,946	\$9,116,950	\$8,631,248	\$12,393,784
GF Expense	\$406,443	\$827,84	\$1,723,568	\$5,751,248	\$16,149,737	\$27,761,450	\$33,543,890	\$41,817,944

\* The water component of Public Works split into its own department approximately FY 2000/2001. In 2011/12, it merged back with Public Works into a new department called Public Works & Utilities.

\*\* Parks employees now included in total count in Public Works category.

## **BUILDING DIVISION**

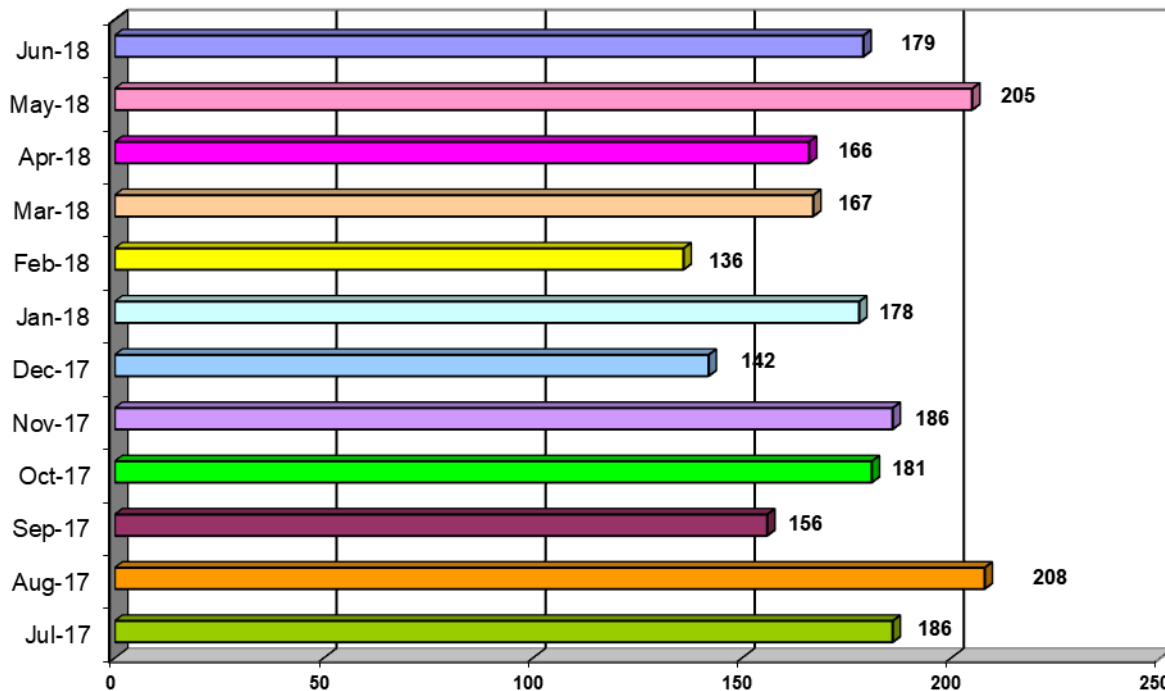
- 2017-2018 Annual Building Division Budget: \$1,632,815.00
- Six authorized full-time equivalent positions and one full-time temporary position.

The Building Division is a branch of the Community Development Department. Building permit applications are reviewed for compliance with state and local codes (structural, electrical, mechanical, plumbing, CalGreen, accessibility, and energy efficiency). Once permits are issued, inspection services are provided for the related construction. The Building Division also assists with the City’s Code Compliance and Neighborhood Preservation Programs. The total number of Building Permits issued this fiscal year was 2,090.

Our mission is to ensure buildings in Petaluma are safe and habitable for people to live, work and play in. Our obligation is to enforce the intent of legally established codes and regulations in cooperation with other departments and agencies, without unnecessary impacts on owners, builders and designers. We strive to be creative, helpful and responsive with an empathetic understanding of customer needs. We encourage willing compliance and administer regulations in a thorough, fair and unbiased manner.

One new temporary full time Building Inspector I was hired in the last fiscal year.

**Issued Permits By Month FY 17-18**



The total valuation for all types of permits issued for fiscal year 2017-18 was \$158,360,782.02



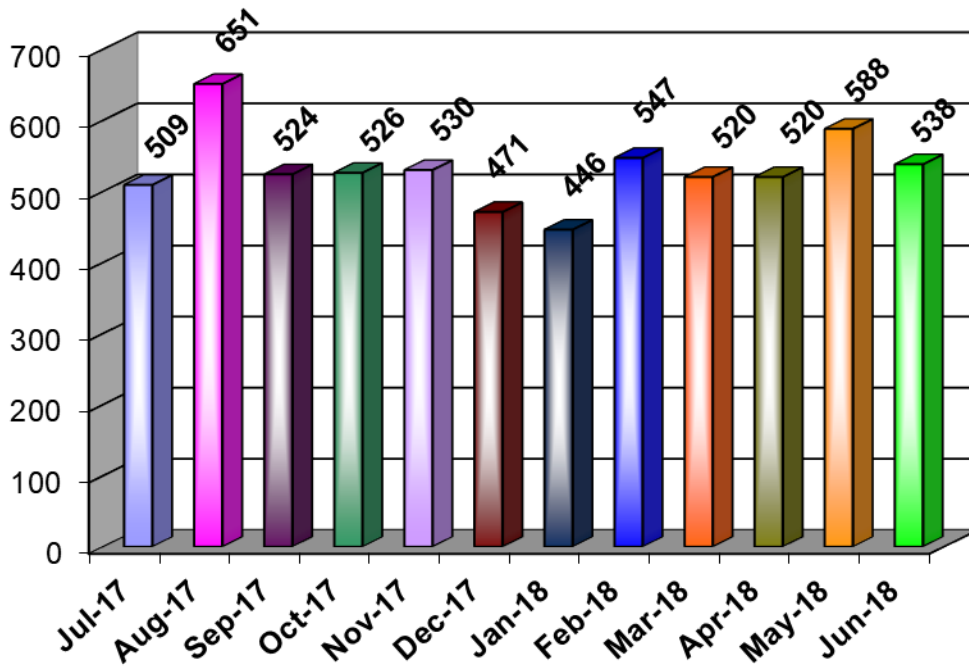
**Inspection Services**

The mission of Inspection Services, through its enforcement of state and local building codes, is to protect the life, health and safety of the general public in their homes and places of business. To assure that inspection personnel stay current with changes in the Building Standards Code, the State of California has mandated continuing education of inspection personnel. All Building personnel have continued to participate in Title 24 Building Code education classes and seminars, and participation in the local ICC-CALBO Chapter has provided numerous opportunities for code updates.

Approximately 6,370 inspections were performed last year which is an average of 32.5 per day. Most inspection requests are received via voicemail and email. All inspections are performed within one business day of the request being placed with the Building Division unless additional time is requested by the applicant.

In addition to normal daily inspections, Field Inspectors, in conjunction with the Code Enforcement Division, also investigated complaints concerning Housing and Building Code violations.

**Inspections Performed FY 17-18**



## **ECONOMIC DEVELOPMENT DIVISION**

The City created and staffed the Economic Development Division in response to the findings of an Economic Development Strategy adopted in late 2010. The Study identified strategic issues and a course of action to support a healthy economy in Petaluma, and continues to drive much of the Division's work, reflecting a blend of Study-directed goals with actions dictated by new opportunities and challenges. Work involved building relationships among business, City, and nonprofit or other government entities; implementing improvements to City processes; and connecting people to information and resources that might help them start and grow a business or career in Petaluma. In addition, there were several projects that involved research and policy recommendations to the City Council, as well as competitive bidding and contract management.

### **Business Retention and Expansion Program**

**Assistance.** Economic Development aided 88 Petaluma businesses in 2017-2018 and included commercial real estate searches; referrals to other City departments; the Development Review Committee; to regional business assistance and economic development organizations; introductions to community business leaders; or inclusion in Petaluma Star marketing activities.

Many Petaluma businesses are seeing increased demand for their products or services and must find ways to increase output by adding staff, extending their hours of operation, and/or finding ways to automate with equipment or software. Often, this translates into a need for more space, which can be accomplished by adding an additional site, renovating or expanding within their existing site, or finding a new and larger location. If a business cannot find the space or workforce they need to support their expansion, it may choose to leave Petaluma; or if the business does not have an experienced team to manage the expansion or does not have a financial buffer to handle expansion expenses, there might be project delays or frustration while the business navigates City requirements.

Economic Development assisted 22 businesses undergoing or planning an expansion. Although this represents a quarter of the 88 businesses served, more time was spent assisting expanding companies than those that were not. Real estate searches were conducted and conversations begun with brokers to help businesses find a space that would meet their needs and the City's zoning regulations. We helped businesses navigate City requirements related to their projects, serving as a liaison when there were delays or frustration on either side. Finally, because expansion projects often involve equipment purchases and the need to hire more staff, businesses were given information about state programs for equipment purchases, workforce training, and regional workforce resources that could help with recruitment.

**Proactive Retention Meetings.** Meeting proactively with businesses is an important part of retention strategy and offers a chance to learn about the business, its challenges, and to share information with the business leader about our Division, City processes, and other resources. In FY 2017-2018, proactive retention meetings were held with 13 businesses.

**Workforce/Talent Attraction Initiative** – The regional labor shortage and high cost of living have made workforce recruitment and retention a challenge for all Petaluma employers, and to assist businesses in this area, articles were published on recruitment/retention topics, and businesses were invited to participate in workforce events held by local placement agencies. Also implemented was

a campaign to distribute a Career and Lifestyle Guide, and an issue of our quarterly newsletter was dedicated to this important topic.

Recruiting employees for the City has become challenging as unemployment remains below 3%. To attract potential employees for a recent City Engineer opening, Economic Development partnered with the Human Resources Department to handle the recruitment in-house by developing a brochure using the PetalumaStar branding and sent it to all registered engineers in the Northern California region.

Business License Outreach. A flyer was designed to be sent with the annual business license renewal packets and offered a “thank you” for doing business in Petaluma and promoted the Division as a source of assistance. As the year progressed, new business license applicants were contacted to share information about our services and welcome the business to Petaluma.

### Business Attraction Program

Business attraction leads come to our attention in a variety of ways, including website or phone inquiries, broker or property owner inquiries, walk-ins, and referrals from other City Departments. Some are established businesses looking to relocate while others are interested in starting in Petaluma. Some involve experienced professionals who know what questions to ask and how to get funded while others involve first-time entrepreneurs with big dreams but little experience and little money.

The first task is to identify the business or individual’s needs and connect them with appropriate resources, such as the Open Counter online permit scoping tool, the Development Review Committee, the Business Toolkit, and referrals to other City departments. Other resources include small business assistance organizations, the Chamber of Commerce, and the Sonoma County Economic Development Board.

A customer relationship management tool is used to input information about each lead and track any activity related to the lead, who is contacted on a regular basis in order to provide assistance. By providing this level of customer service, we are showing Petaluma as a business-friendly City and encouraging businesses to choose Petaluma over other locations.

In FY 2017-18, 40 (non-cannabis) businesses were assisted who were interested in starting or expanding into Petaluma and seven opened a site in Petaluma. There were 35 leads received, interested in opening cannabis-related businesses.

### Real Estate Professionals and Search Tools

Economic Development works closely with property owners, commercial real estate brokers, and companies interested in developing land or existing buildings. City requirements and processes are explained, meetings attended between the City and prospective developers, and discussions facilitated between property owners/developers and prospective clients. Special efforts are made to educate commercial real estate brokers about the printed materials and online tools available to assist their clients in choosing an appropriate location for businesses.

Two special initiatives were completed that involved brokers and property owners. One was contacting them for input on converting Planned Community Developments (PCDs) to business park zoning and the other was to research software systems to provide staff and businesses with better commercial real estate intelligence.

#### Content Marketing

Rather than purchasing advertisements, online and traditional channels are used to share informative articles, brochures, and other materials that market Petaluma as a destination for business and career and/or educate the public about City processes and resources. Much of this content is produced by the Division and our creative services vendor, the Design Guild, or in collaboration with a local business owner or other expert. Content is also shared that is produced by other economic development agencies, various media outlets, or other sources.

In 2017-2018, 18 pieces of original content were produced, including tip sheets on public relations and employee retention; profiles about local businesses and City staff; and information about City permitting processes, emergency preparedness, and other topics. A new brochure was created to promote Petalumamap.com (an online directory) and a significant revision to a Heritage Tourism brochure was begun. A new Career and Lifestyle Guide was printed, and existing brochures were updated and/or reprinted, including Permit Help, Business Toolkit, and Neighborhoods Map.

Materials are printed and distributed at events and at appropriate sites in the City. A local woodworking business created attractive display boxes for the printed materials which were placed at the Chamber of Commerce, the Visitor Center, two co-working spaces, and City offices. All of our content, including printed materials, is distributed via newsletter, social media channels, and website.

Newsletter – Four newsletters were published and featured stories about Petaluma businesses, announcements from the City, useful business information, and event listings. The number of newsletter recipients stayed at about 1,300 and open rates ranged from 35 percent to 37 percent, which is slightly lower than in past years but higher than the industry average of 22.8 percent. Following the October 2017 wildland fires, a Fire Update and Resources letter was sent to about 1,200 newsletter subscribers and had a 46 percent open rate.

Social Media – Information about Petaluma is consistently posted on four social media outlets: LinkedIn, Facebook, Twitter, and Instagram. The goal is to share information and news relating to Petaluma's business community in ways that appeal to the unique audiences of each social media outlet. The Petalumastar Facebook page is followed by 989 people; the Twitter feed has 1,282 followers; and the Instagram page has 783 followers.

Website – The Petaluma Star website is a key marketing/communications tool, incorporating information and links about starting or locating a business in Petaluma and the Petaluma lifestyle. The website is updated weekly with original content and/or links to articles and every website post is linked to social media sites to increase exposure. In addition to weekly posts, 10 new pages were added that focused on talent attraction and career development.

Petalumamap.com – This mobile-friendly website was launched in 2016-2017, in collaboration with the Visitor Program, and contains information about Petaluma neighborhoods and serves as an

online directory for local shops and visitor destinations. The functionality of the website was improved during the year and photos added to each of the listings.

### Media Relations

The Division participated in 13 articles published in the local press (*Argus-Courier*, *Press Democrat*, and *North Bay Business Journal*) and one video segment with a regional media outlet. Participation ranged from responding to reporters' requests for insight/analysis to coordinating reporter interviews with Petaluma companies. A Petaluma business was referred for inclusion in a publicity campaign sponsored by a regional economic development group.

### Local and Regional Collaboration

Petaluma Area Chamber of Commerce. The Division Manager served on the Chamber's Women in Business Committee; made a presentation to the Chamber's Government Affairs Committee; helped coordinate the Chamber of Commerce leadership program's business day by facilitating a location and speakers for a panel; and regularly spoke with the Chamber CEO to discuss branding and co-marketing strategies.

Petaluma Visitor Program (PVP) and Petaluma Downtown Association (PDA). Economic Development oversees the City's contract with the PDA to run the Petaluma Visitor Program and helped to resolve maintenance issues related to the Visitor Center site in addition to restructuring the contract with the PDA. The Division collaborated with the PDA on branding and marketing projects, including the Visitor Guide, Heritage Tourism, and the online visitor/relocation directory at Petalumamap.com.

Petaluma Historical Library and Museum. Outreach was made to the Petaluma Historical Library and Museum to build a stronger relationship with the City, and discuss Heritage Tourism projects and ways to market the organization to local businesses. Links to the organization were included in one of its quarterly newsletters.

Sonoma County Economic Development Board (EDB). EDB programs provide businesses with support in areas such as workforce, state and federal incentives, real estate search, startup challenges, and diversity. The EDB also creates industry groups to understand issues that affect businesses in the County. Staff attended meetings including a Petaluma-focused workgroup meeting about the EDB's plan to update its regional economic development strategy, "Strategic Sonoma"; a meeting of the EDB's recreation industry workgroup; and an EDB-sponsored event for small retailers. Much of the EDB's work this fiscal year was related to fire recovery and the County's cannabis regulations. When appropriate, information was shared with Petaluma organizations that was published by the EDB regarding these two topics.

Santa Rosa Junior College (SRJC). SRJC is an important educational resource, and has a robust career and technical education (CTE) program. SRJC was included in a special workforce-focused newsletter and 10 businesses were referred to the CTE program and campus job board.

Sonoma State University (SSU). SSU offers education opportunities and mentorship/internship programs to local businesses, primarily through its School of Business and Economics. The Business School's career center and SSU programs were promoted in the quarterly newsletter.



Sonoma County Tourism (SCT). Two percent of the City’s tax on tourism goes to SCT. The City has a vested interest in making sure that SCT is promoting Petaluma as a desirable visitor destination, whether in response to activities managed by the Visitor Program or to requests for information from the City directly. Meetings were held with the SCT to discuss changes in the organization, and to participate in a feedback session related to a new SCT branding initiative.

Bay Area Urban Manufacturing Initiative (BAUMI). BAUMI is an economic development initiative focused on strengthening the region’s manufacturing sector. This year, BAUMI toured four Petaluma manufacturers to see the innovation in Petaluma’s manufacturing sector, while giving participating businesses a chance to learn about the services BAUMI offers. A Petaluma manufacturer was referred for inclusion in a special Manufacturing Day publicity campaign funded by BAUMI, promoting both the manufacturer and Petaluma as a destination for manufacturing.

Food Industry Group (FIG). FIG is an educational and functional networking group for businesses in the food industry. Three FIG events were attended and 11 businesses were referred to the group.

#### Policy Programs and Special Projects

Commercial Cannabis Ordinances. The Division managed the process for Council’s approval of the commercial cannabis ordinances and the selection process for cannabis dispensaries, along with the public information regarding the ordinances, including media relations, City websites, and the economic development newsletter. These efforts involved working with City departments, individual businesses and business organizations, and cannabis businesses interested in opening in Petaluma.

Permit and Inspection Process Improvements. Collaborated with departments to improve the City’s commercial permit and inspection processes to improve the effectiveness of the City’s Open Counter online permit scoping tool and to increase use of the tool by potential applicants and staff. Processes and materials related to Fire and Building inspections were developed for new business licenses, and managed the process of finding a vendor for online permit software.

Planning Code Revisions. Work was done with Planning and the business community to change City zoning restrictions related to artisan food manufacturing and Planned Unit Developments. The changes promote economic development by increasing the amount of commercial real estate available for certain high-demand industries (such as artisan food and beverage manufacturing) and simplify the zoning and permit process, potentially lowering the cost and time needed to start or expand a business.

Train Depot Real Estate Management. The City leases the Train Depot property owned by Sonoma Marin Area Rail Transit (SMART) and then subleases this property to two nonprofits, the Petaluma Downtown Association and the Arts Center. The lease with SMART was updated and the subleasing contracts were changed to a “license” agreement.

Small Cell Towers. The Division worked with community members, City staff and telecommunications experts to update the Municipal Code on small cellular towers. This effort was precipitated by changes to telecommunications policies at the state and national level.

Short-term Vacation Rental Ordinance. In 2015, the City Council passed an ordinance governing short-term vacation rentals, requiring rental owners to maintain a valid City permit and meet the City’s tax on tourism requirements. This fiscal year, staff managed the process of outsourcing the enforcement of this ordinance.

Successor Agency / Redevelopment Dissolution. Ongoing compliance efforts related to the dissolution of the State’s Redevelopment Agency continued, including coordinating the transition from a City Oversight Board to a County Oversight Board and selling a two-acre property purchased by the former Petaluma Community Development Commission.

## **HOUSING AND BLOCK GRANT DIVISION**

The Housing Division addresses City Council goals as articulated in the 2015-2023 Housing Element and 2015-2020 Consolidated Plan, utilizing only non-General Fund monies. Those goals are:

- Improve housing opportunities by preserving existing affordable housing;
- Provide housing and services to the low income populations, including but not limited to, children, seniors and special needs population (homeless, disabled, etc.);
- Increase the supply of affordable housing;
- Promote housing opportunities for homeownership; and
- Improve accessibility in public facilities and infrastructure

### Senior Housing and Services

Petaluma People Services Center (PPSC) receives funding for its Meals on Wheels (MOW) program for seniors and delivered a total of 33,494 meals (128% of goal) to 239 individual, unduplicated clients in FY 2017-2018. With a goal of helping seniors (those 60 and older) age in place, these meals allow seniors to continue to live in their own homes. Each meal was delivered by dedicated and trained volunteer drivers who, at the same time, provide a security check and social contact. Each MOW client received nutritional assessments and education, on-going monitoring and early intervention services to prevent suicide and depression in this vulnerable and homebound population. With the loss of COTS’ food program, PPSC is seeing an increase in their Meals on Wheels service and their lunch program at the Senior Café.

The house at 25 Howard Street is utilized by PPSC to provide programming for the more frail, predominately low-income older adult citizens (age 60 and older) in our community and their families. These programs are aimed at assisting individuals in their efforts to age in place safely by promoting independence and preventing isolation and premature institutionalization. The Adult Day & Respite program provided 17 seniors and their families with 5,420 hours of programming which is a 12% increase in their services. Their Case Management/Information & Assistance program provided 245 clients with 1,094 hours of comprehensive assessments, care planning, coordination of services, follow-up, monitoring, counseling and quarterly reassessments. Additionally, their Caregivers Support group meets twice a month at the 25 Howard Street location.

Rebuilding Together Petaluma provides year-round emergency services for homeowners who are seniors as well as persons with a disability.

### Youth Services

The Boys & Girls Club provided services at two of our affordable housing complexes. In August of 2017, the Central Sonoma County Boys & Girls Club combined forces with the Petaluma club to offer better programs for the youth in Petaluma. The Club provided services to 125 youth who took advantage of new life-changing enrichment programs during the year. In partnership with Eden Housing and Burbank Housing, the Clubs opened doors for Petaluma kids every day after school at these properties. Club members spent the year focusing on academic success, healthy lifestyles, and good character. All of the children that attend the Clubs at the affordable housing properties are low income.

The Boys & Girls Club provides a safe and friendly place to learn and play. In total, the Club and its staff offer nearly two dozen different programs aimed at helping Petaluma kids choose a healthy lifestyle. Examples of these programs include Club Fit, which increases knowledge of healthy food while promoting physical exercise and activity; and Kid's Cook, which gives kids hands-on experience with food while teaching them about kitchen safety. This year, the Clubs are excited to partner with Petaluma Bounty to expose kids to farm-based programs. The majority of children who attend the clubhouses are between the ages of 6 and 16.

Due to funding cuts, the Club at Old Elm Village was closed at the end of FY 2016-2017 and the Downtown River Club was closed at the end of FY 17-18. The Boys and Girls Clubs' first full year in Petaluma was a success in part because of the housing partnerships.

### Special Needs

The goal of the Committee on the Shelterless (COTS) is to provide lifeline support and break the cycle of homelessness. COTS is committed to embracing and implementing a Housing First philosophy throughout all of their programs, which is the direction that HUD is going, in housing the homeless community. Many of the clients have histories of substance abuse, are extremely low income, and have mental and/or physical health conditions. The Mary Isaak Center (MIC) staff work with these individuals to address these barriers and to move them into permanent housing as soon as possible.

COTS served 175 children and their families in shelter, transitional housing, and permanent housing. Staff members worked directly with Petaluma school counselors and McKinney Vento representatives to ensure children were supported through their family's housing crisis. Children were provided with enrichment activities and access to culturally sensitive activities. Parents were counseled on Triple P Positive Parenting. Most importantly, families were supported to find and keep a permanent home.

Volunteers and staff members served over 300 meals daily to guests at the Mary Isaak Center and members of the community. Teams of six to fifteen volunteers served meals 365 days in 2017-2018, including Thanksgiving and Christmas.

COTS has launched its Coordinated Health, Wellness and Housing Initiative in partnership with Providence St. Joseph Health, and added clinical support staff to the Mary Isaak Center to improve access to health and wellness services that will in turn help to stabilize and improve health and housing outcomes.

COTS's program highlights for 2017-2018:

- 995 children and adults served in shelter and housing programs
- Out of the 995, 175 of the people served were children
- 53 veterans served in all programs
- 53% (457 of 857) total clients who exited to permanent housing from all shelter, transitional or Rapid Rehousing programs
- 95% (335 of 353) total permanently housed clients who remained housed in COTS housing programs or moved to other permanent housing in the community.

Rebuilding Together Petaluma (RBT) provides year-round emergency services for seniors and homeowners with disabilities through their volunteer program. During fiscal year 17-18, RBT rehabbed over 56 projects which assisted 35 households. One hundred percent of the homeowners are seniors and 90% are very low income. RBT collaborated with COTS to renovate three of their permanent supportive/transitional houses owned by the City of Petaluma and leased to COTS. Those renovations included painting the exterior of the houses, landscaping, roof repair, and replacing fencing. The Sonoma County fires impacted the work they needed to do with the cost of building materials skyrocketing, so RBT has concentrated their efforts on getting material donations from building supply vendors to help bring down costs.

Other projects that RBT provided in the community included working on the COTS family shelter and installing new kitchen counters, cabinets and flooring at PPSC. RBT partnered with North Bay Children Center at their new school site at Mary Collins School to replace exterior siding on a portable classroom, painted the exterior, constructed an interior wall, and installed flooring in a second portable classroom.

During their two work days, one in April and one in October, they utilize over 500 volunteers to complete their projects which helped low income seniors and persons with a disability. Each of their projects involved community collaboration with local businesses and individuals, generating civic engagement and neighborhood renewal.

#### Providing Affordable Housing

The future of building affordable housing in Petaluma is uncertain. However, it is staff's goal to preserve and update the affordable housing stock that we do have. The rehabilitation of the Washington Creek Apartments and the Corona Ranch Apartments was completed in August of 2017 and extended the affordability restrictions on both properties through 2071. The Altura Apartments project was nearing completion by 6/30/18 and should be rented by Spring of 2019. Construction was started on the Brody Ranch development with a completion date by fall of 2019.

The City proceeded in negotiating with PEP Housing to complete the Development and Disposition Agreement for the property at 951 Petaluma Boulevard South, a 54 unit development for seniors and veterans on property owned by the City. Completion of those units is scheduled for March 2021.

Staff is tracking any and all new state and/or federal funding sources that are available. The 15 legislative bills that were signed by the Governor in September, 2017 will help communities combat California's affordable housing crisis.

### Promote Housing Choices & Opportunities

Petaluma People Services Center (PPSC) provides financial rental assistance and services to prevent individuals and families from becoming homeless and helps those who are experiencing homelessness to be quickly re-housed and stabilized. The Mediated Assistance Program (MAP) provides qualified applicants in Petaluma a one-time-only grant to cover a portion of one month's delinquent rent. The recipients of this grant also receive PPSC Case Management and referral into other PPSC programs or county programs. If the percentage of income to rent is not above 65% as required in the grant, agency staff will refer the applicant to Season of Sharing which also provides one-time assistance for critical needs for qualified applicants. In 2017-2018, PPSC was able to assist 41 households, most with children with an average rental assistance of \$496.00, and continues to see a steady request for the rental assistance program, on average about 3 requests a week. Of those receiving assistance, 45% were families currently living in their units but experiencing a short term financial crisis. After the October 2017 fires, PPSC saw an increased need for support, as many of those applying were impacted because their employer was closed for an extended period and they were struggling to cover their expenses.

PPSC also provides fair housing services to the residents of Petaluma. This program provides direct services and consultations to both landlords and tenants. The work they do leads to better understanding of the rules that help enforce and enhance compliance with the Fair Housing Act. For 2017-2018, PPSC's Fair Housing program received a total of 975 calls and inquiries from both landlords and tenants. Most of the issues addressed were tenant/landlord complaints that would have led to an eviction or a Fair Housing complaint to HUD without the intervention of PPSC. The agency opened 183 cases where there were signs of fair housing discrimination, or help needed with reasonable accommodations. Landlord training is a large component of this program and PPSC provided 13 landlord trainings throughout the year. The agency currently has one open Fair Housing case in Petaluma that was filed with HUD. The case is currently with the HUD's Office of General Counsel.

### Homeownership Opportunities

As the real estate market returns to pre-recession level, there are many first-time homebuyers who cannot afford to purchase homes. The Housing Land Trust of Sonoma County (HLT) coordinates and monitors the development of our land trust subdivision. HLT works directly with local employers to do outreach to teachers, health care professionals and first responders, amongst other groups, to create affordable homeownership opportunities for the local workforce. Stewardship to families include providing pre-purchase counseling to homeowners to prevent foreclosures and marketing any properties that come up for resale to the database of interested first time homebuyers. In 2017-2018 there were no resales at the Frates Square subdivision which is celebrating their ten-year anniversary. Each time the homes have been sold, they have remained affordable to the new family through sales price restrictions using the ground lease. At resale, HLT insures the units are permanently affordable to the same income level making it possible to recruit and retain the workforce so they are able to live and work locally.

In connection with the City's older First Time Homebuyer subdivisions, staff worked with HLT to use the ground lease model for units that come up for resale as a way to keep the property in the first-time homebuyer program and keep the resale price of the unit restricted for future homebuyers. In February 2018, one of the older FTHB properties was preserved for another first time homebuyer.

The City is always looking for opportunities to build future first time homebuyer housing through its inclusionary housing program. In partnership with HLT and DeNova Homes, there will be 25 first time homebuyer units in the Brody Ranch subdivision, currently under construction.

#### Other Opportunities

Beginning in April 2017, staff worked with the consulting firm of Economic & Planning Systems, Inc. who provided several nexus studies for Petaluma's inclusionary requirements and housing fees. The draft report was presented to the City Council at a workshop in September 2017. After many Council, Planning Commission and public meetings, Petaluma's inclusionary requirement was updated to require all residential projects of five or more units to build affordable units onsite.

### **INFORMATION TECHNOLOGY DIVISION**

The City's commitment to and leverage of technology continued through fiscal year 2017/18. Network and computer use covers 300 users, over 300 desktops, plus over 80 servers, mobile police units, laptop computers and tablets in over two dozen buildings, including Police stations, three Fire stations, Public Work's Field Office, Petaluma Community Center, Transit operations, Ellis Creek Water Treatment Facility, Marina, Airport, City Hall, and several other small offices.

The City's website continued its growth. The website is not listed as an I.T. priority for the coming fiscal year, but I.T. continues to work on improving the website's navigation capabilities. The email list membership exceeds the 2,500 subscribers mark.

For 2017-2018, I.T. continued to incorporate a support network for an inventory of video surveillance equipment. Electronic access control was implemented in City Hall and in the Police Department, and both fixed and police body-worn cameras have been deployed. For the coming years, fixed video surveillance will be expanded.

Geographic Information Systems (GIS) staff is responsible for developing, maintaining and analyzing the City's geographic data catalog. After many years of assembling a robust collection of data sources, the focus continues to be on developing new ways to make that data available to both in-house staff and the public through focused web applications. Examples of apps currently available to the public include a zoning search application, a Map Library allowing users to research recorded maps, and a Police District Map allowing the public to find contact information for the officers assigned to their neighborhood. Additional work is being done to integrate GIS with other departmental systems such as the Asset Management System currently being implemented in the Public Works and Utilities Department, and the Police Department's Code Enforcement system. The GIS system is undergoing an upgrade, to stay current with vendor releases, and this effort will continue through most of 2019.

The City's web-video streaming solution, Granicus, delivers 12+ meetings per month to members of the public for most Committees, Commissions, and City Council meetings. The meeting records include staff reports which are searchable and are archived back to 2005.

The Technology Advisory Committee provides input and is an important link between the public and the City. Issues discussed have included “Digital Divide,” broadband and Wi-Fi availability.

The Information Technology manager serves as the City’s representative on the Petaluma Community Access (PCA) Board of Directors. PCA provides public access television for Petaluma as well as providing the video mixing and recording services for City meetings. PCA began radio broadcasting via internet in 2017 and began FM broadcasting, on 103.3 FM, in 2018.

### Accomplishments

I.T. replaced an antiquated Help Desk system, “TrackIT,” with a modern system called “ServiceDesk.” This allows better tracking of requests into four categories – incidents (actual repairs), service requests (requests for new or different functions, software or equipment), project requests and purchase requests. This differentiation will be used starting in FY 2018-2019 reports.

During the fiscal year, the trend in the quantity of work orders increased. Additionally, requests have continued to increase in the areas of smartphones and tablets, website support, system (email, database) support, and in security (e.g., virus containment). With departmental project efforts to leverage technology investments, the requests have increased yet again in complexity.

Our systems have successfully defended over several million computer virus attacks. The email system, with various defense levels, filtered countless nuisance emails (SPAM). Email containing viruses and other malware is averaging 90-95% of all email; the two main cloud-based systems reduce what we see to below 1%. By defending against malware and SPAM, thousands of hours in staff time are saved. SPAM, phishing, ransomware, and virus attacks are continually on the increase, as are the sophistications. These efforts consume a lot of I.T. staff time, but pay off in savings to City staff as a whole.

I.T. continued to leverage capabilities of the Eden finance system by beginning a project which will result in the ultimate replacement of the permitting modules, to better enable workflow, plan check and public interface.

Expanded customer relationship management (CRM), allowing constituents to input reports of problems and receive feedback on the results. This system features a smartphone-based app.

I.T. began the migration of email to a cloud-based Microsoft Office 365 that will continue through 2018. This will, when complete, reduce reliance in server-room based email and provide mobility options for users.

### Existing Challenges

Since the budget has been adjusted downward to fit the decline in Citywide revenue that commenced in 2008, I.T. has been challenged to maintain former levels of service. I.T. staff are either deferring or performing important maintenance on some systems that were previously contracted out. In the coming fiscal year, I.T. will conduct replacement of approximately two dozen network devices.

I.T. will continue, in partnership with the Public Works and Utilities Department, asset management.

Electronic card-key access control was expanded to several City buildings, starting late 2017.

Video surveillance was expanded to cover additional City buildings throughout 2017 and 2018 and was upgraded to mission-critical and now is covered by 24x7 I.T. on-call support.

User appetites for new technology continue to increase and pose additional security problems, despite the resource reductions. This is especially true in the area of supporting video surveillance. Computers continue to be viewed as more than replacements for typewriters. The rampant expansion in complexity and increased regulatory requirements poses training challenges for City staff. Worldwide attention to Internet and cyber security continue to pose a serious threat to information security, as well as additional staffing and training challenges.

## **PLANNING DIVISION**

Petaluma's Planning Division is responsible for the implementation of the City's General Plan, Implementing Zoning Ordinance, Central Petaluma Specific Plan, SMART Transit Oriented Development Master Plan and SmartCode, River Access and Enhancement Plan, Bicycle and Pedestrian Master Plan, Public Art Master Plan, Corona/Ely Specific Plan, and Historic District Guidelines.

Planning staff manages the development review process and evaluates all applications for compliance with local, state and federal regulations, including environmental review consistent with the requirements of the California Environmental Quality Act (CEQA) and Petaluma's local Environmental Review Guidelines.

The Division serves as a clearinghouse for project review in collaboration with other City departments and state and federal agencies and works closely with applicants and interested community members to address the potential impacts of new development. The Division also works collaboratively with other departments to ensure environmental compliance on capital projects.

Liaison staff support is provided to the Planning Commission, Historic and Cultural Preservation Committee, and the Public Art Committee. Additionally, analysis and recommendations in the form of written reports and oral presentations are prepared for the City Council, Planning Commission, and Historic and Cultural Preservation Committee. In response to City Council direction, new policies, programs and ordinances are also prepared. Planning also provides supplemental support to multiple advisory committees as needed during review of development projects (Tree Advisory Committee, Pedestrian and Bicycle Advisory Committee, Recreation, Music, and Parks Commission, and Public Arts Committee).

Full time counter coverage is provided to assist the public with zoning and other planning related questions. Basic planning assistance is available to the public by phone, e-mail and counter assistance during regular City Hall hours. More hands-on assistance is provided weekly at Development Review Committee meetings hosted and facilitated by the Division.



### Metropolitan Planning Group

The City continues to contract with Metropolitan Planning Group (M-Group) to provide current planning services. M-Group provides a full complement of staff to meet the City’s needs, upholds a high level of competency and customer service values, and is committed to working seamlessly with other departments. M-Group staffing contracts and expands to respond to shifts in the market-related planning entitlements.

#### Customer Service

Since initiation of its contract with the City in 2009, M-Group restored and maintains full time coverage (8:00 AM to 5:00 PM, Monday through Thursday) of the public counter. Virtual counter service has also been established with the use of the [planning@ci.petaluma.ca.us](mailto:planning@ci.petaluma.ca.us) email address and maintenance of a general voicemail line. M-Group continues to improve and enhance customer service to meet the needs of the public resulting in the elimination of application backlogs, efficiently processing new applications, and improvement in internal processes.

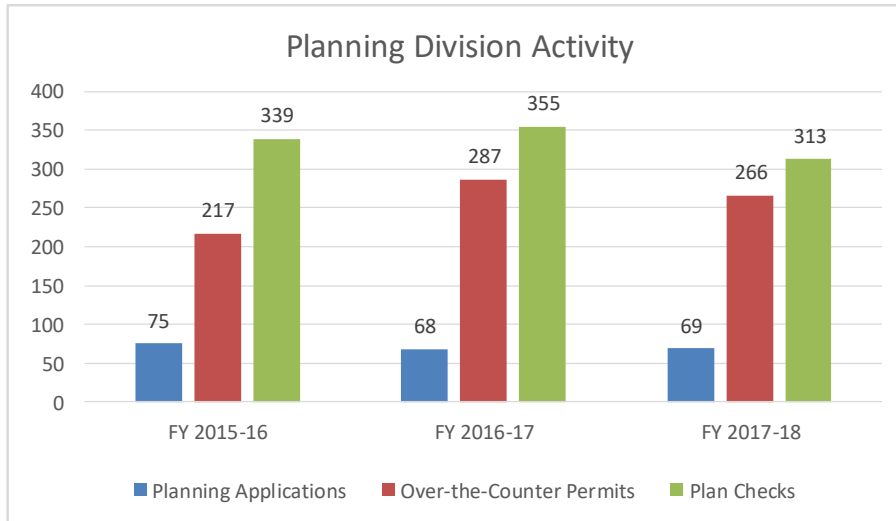
To help applicants understand response times for their development applications, planners email applicants to introduce themselves within a week of submittal and inform applicants of the anticipated stages in processing their application. This measure is designed to engage and keep applicants up-to-date throughout the review and approval process. Because of these efforts and other similar process improvements, the Planning Division has received overwhelmingly positive feedback.

M-Group continues to offer a “first hour free” consultation session for all applicants who request a meeting to discuss plans for their business or property, whether it is a single-family home or a larger development. This practice aims to encourage applicants to approach staff during conceptual phases of their projects, without the worry of fees for preliminary discussions. Such an approach increases efficiencies during the subsequent entitlement phase by allowing planners to weigh in early on the plans and designs, aligning the applicant to the City’s goals, and building a sense of cooperation and trust at the very beginning of the review process. The deliberate effort to promote communication and collaboration has been well received and is utilized on a regular basis.

To improve communication and coordination within City departments, M-Group hosts the Development Review Committee (DRC) meetings. The DRC meets weekly to share updates on new projects and discuss pertinent review issues, keeping the Building, Public Works and Utilities, Fire, Economic Development, Police, and Planning staff on the same page. These face-to-face meetings have been instrumental in increasing efficiency during the review process as they facilitate understanding and agreement through the process. As applicants often take an active role in the DRC meetings, the dialog produces valuable preliminary feedback in the entitlement process as staff is able to identify potential constraints, opportunities, and costs in implementing a proposal. With this information, applicants are able to anticipate making a more educated decision as how to best bring their plans to fruition.

#### Planning Division Activity

The Planning Division activity chart, in comparison to the two prior fiscal years, shows a slight decrease in the number of plan checks and over-the-counter permits, and a slight increase in planning applications from FY 2016-17.



In FY 2017-18, there were 17 Planning Commission meetings staffed by the Planning Division, compared to 20 Planning Commission/HPC meetings in FY 2016-17 and 16 Planning Commission meetings in FY 2015-16. Additionally, FY 2017-18 saw a slight increase with the number of Public Art Committee meetings with 12 meetings in FY 2017-18 and 11 meeting in FY 2016-17. During FY 2017-18, the Planning Division staffed 6 meetings of the Historic and Preservation Committee.

### Development Review

During the fiscal year, the following major projects received entitlements:

- **Brody Ranch:** Site Plan and Architectural Review and Tentative Subdivision Map for the development of 199-unit residential project, including onsite affordable units at 360 Corona Road.
- **Nobmann Residence:** Site Plan and Architectural Review and Conditional Use Permit for the construction of a single-family residence on a hillside lot on Sunnyslope Avenue.
- **Cagwin & Dorward:** Site Plan and Architectural Review and an Amendment to the Park Central PCD for the development of a 3-acre parcel including a 22,727 square foot building to house a landscape maintenance company.
- **Labcon:** Site Plan and Architectural Review for a 40,000 square foot warehouse addition at 3200 Lakeville Highway.
- **Spring Hill School:** Site Plan and Architectural Review and Conditional Use Permit for the demolition of an existing building and the construction of Spring Hill School, a private school for middle-aged children at 705-709, and 735 N. Webster Street
- **Vendini:** Conditional Use Permit for an “office-processing” use at 201 First Street within the Urban Center (T-5) zoning designation.
- **Washington Square Shopping Center:** Site Plan and Architectural Review to remodel major tenant space facades at 373 South McDowell Blvd.
- **The Oaks at Sunnyslope:** Site Plan and Architectural Review for development of custom single-family homes in the previously approved Sunnyslope 19-lot subdivision.

- **North River Apartments:** Site Plan and Architectural Review for construction of two apartment buildings, including 184 apartments. 4,677 square feet of commercial space and 4,981 square foot tenant amenity area. Roadway improvements associated with the approval also include the construction of Oak Street between Petaluma Boulevard North and Water Street and construction of Water Street North from Oak to Washington.
- **Williams Residential Addition:** Historic Site Plan and Architectural Review for modifications to an existing single-family home at 331 Kentucky within the Oakhill Brewster Historic District.
- **Washington Square Shopping Center:** Site Plan and Architectural Review to amend the master sign program for the shopping center located at 373 South McDowell.
- **Foley/Omahony Mixed Use:** Site Plan and Architectural Review for a new mixed-use building consisting of 10 residential units and 1,500 square feet of commercial space at 131 Liberty Street.
- **Sid Commons:** The Planning Commission and City Council reviewed the Draft Environmental Impact Report for the residential project at the terminus of Graylawn and directed staff to proceed to preparation of a Final Environmental Impact Report for the project.
- **Safeway Fuel Center:** Site Plan and Architectural Review for a new gas station in the Washington Square Shopping Center at 335 South McDowell. The project has since been appealed and will be heard by the City Council.
- **Marriott at Riverfront:** Reactivation of Site Plan and Architectural Review approval for a Courtyard Marriott in the Riverfront Mixed Use project located at 500 Hopper.
- **McDonalds:** Site Plan and Architectural Review and Conditional Use Permit for reconstruction of the existing McDonalds located at 103 North McDowell.
- **Sepaher Residence:** Site Plan and Architectural Review and Conditional Use Permit for a four new residential structure at 315 Lakeville in the MU1A zoning district.
- **Bay Bridge Garage Demolition:** Historic Demolition for the existing industrial building constructed in 1937 and located at 1 C Street.

The following policy updates were approved:

- **Recycling Facilities:** Zoning Text Amendment to make Recycling Facilities a Conditional Use in the Industrial and Business Park Zoning Districts.
- **Public Outreach Policy:** Adoption of a public outreach policy expanding public notification and requiring neighborhood meetings for major project adjacent to residential neighborhoods.

Planning staff has actively been working on initial review or construction permitting for the following major development review projects:

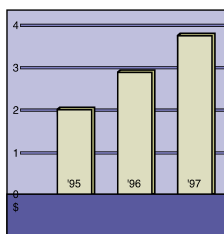
- **Plaza North Sign Program:** Site Plan and Architectural Review to amend the Plaza North Sign Program.
- **Adobe Road Winery:** Site Plan and Architectural Review and Conditional Use Permit for a winery, tasting room, and event space at 1 C Street.
- **PEP Housing:** Site Plan and Architectural Review for a 54 unit, 100 percent affordable, senior housing project at 951 Petaluma Boulevard South.

- **Livermore Property:** Lot Merger and Rezone for parcel at 300 Water Street currently zoned Civic Space to Urban Center T-5 and relocation of sewer easement.
- **Northbank at Riverfront:** Final Map and building permit review for construction of single-family homes as part of previously approved Riverfront Mixed Use Project.
- **Festival:** Site Plan and Architectural Review for a 6,378 square foot commercial building located at 1395 North McDowell Blvd, in the Redwood Technology Center.
- **Valero Gas Station:** Site Plan and Architectural Review for construction of a new convenience store at the existing Valero Gas Station at 523 E. Washington Street.
- **Silkmill:** Building Permit and Improvement Plan review for the rehabilitation of the national register property at 750 Jefferson Street.
- **Haystack Mixed Use:** Continued processing of entitlements for mixed use project at 215 Weller Street.
- **Riverview Apartments:** Site Plan and Architectural Review for new apartment complex of approximately 300 units at 2592 Casa Grande Road.

#### Process Improvements

The following new and ongoing process improvement efforts were focused on in FY 2017-2018:

- Planning staff continues to work with Open Counter and Economic Development to ensure timely responses to Open Counter inquiries.
- Weekly tracking of cost recovery balances for cost recovery projects, taking prompt follow-up action to negative balances.
- Planning staff has continued to increase coordination with the Finance Department to ensure seamless business license processing.
- DRC meetings have continued to become more streamlined with a central point of contact for channeling all communications and setting agendas and weekly schedule for distributing the agenda and associated materials.
- All general planning and zoning phone calls are returned within one business day, with most inquiries being returned the same hour.
- Staff has continued to work closely with Information Technology to improve the Planning Division webpage and provide greater access to information.
- Members of the Planning Commission and the Historic and Cultural Preservation Committee are kept abreast of projects going through administrative review by emailing them the associated public notices.
- M-Group has continued staffing of the Petaluma Public Art Committee, Historic and Cultural Preservation Committee, and Planning Commission.



## FINANCE DEPARTMENT

The Finance Department is responsible for the financial operations and management of the City. Every financial transaction, ranging from the processing of cash payments to the issuance of debt financing, is overseen by the Department. The Department is organized into three distinct divisions – Administration, Accounting, and Commercial Services. The Finance Director is responsible for the Administration Division and the Managers of the other two divisions report to the Finance Director.

### ADMINISTRATION

The Finance Director is responsible for the City's annual Operating and Capital Budget which is \$182,051,712 as adopted for FY 2017-18 and for debt issuance and management of all debt. As the City Treasurer, the Finance Director also assumes the responsibility of safeguarding and investing surplus City funds, and for providing semi-annual financial forecast updates to the City Council.

### ACCOUNTING DIVISION

The Accounting Division provides overall accounting services for the City including planning, organizing, coordinating and administering the City's accounting functions. The Division manages the general ledger, accounts payable, payroll, cash and investments, fixed assets, and grant administration. Services include:

- Preparation of the annual City budget and monitoring of the budget throughout the fiscal year.
- Preparation of the Comprehensive Annual Financial Report (CAFR) in conformity with GASB and GAAP.
- Day-to-day cash management, and preparation of the quarterly Treasurer's Report.
- Oversight of the annual Citywide Transportation Development Act (TDA) and single audit reports.
- Grant management and reporting.
- Maintenance of complete and accurate accounting records.
- Balancing and reconciliation of general ledger accounts.
- Review of compliance with applicable local, state and federal regulations.
- Completion of federal, state and other agency-required reports.
- Response to accounting-related inquiries and requests from City departments, City Council, outside agencies, and individual citizens.

Payroll is responsible for reviewing employee time records, issuing and maintaining employee payment and benefit records, and updating employee deductions and income tax withholdings. By FY 2017-18 year-end, there were 354.85 authorized full-time employees, of which 311.05 were funded, and an additional average of 57 part-time employees.

Accounts Payable processes all vendor payments with bi-weekly check runs. There were 6,552 Electronic Fund Transfers and checks issued to 3,150 vendors who provided goods and services to the City.

## COMMERCIAL SERVICES DIVISION

This Division is responsible for the management of the General Services function, business license collections, the City’s utility billing, as well as billings associated with miscellaneous receivables (Marina, Airport and other types of receivables). Staff is also responsible for the collection of bus ticket sales and parking permits.

### Accounts Receivable

Accounts Receivable is responsible for the issuance of annual business license billings and tax receipts, as well as the miscellaneous billings related to Marina, Airport and other types of receivables. There is a walk-in customer counter for transactions and information, a customer service call center, and an online billing and payment center.

### Business Licenses

As of June 30, 2018, there were over 5,173 active businesses paying business license taxes to the City.

### Utility Billing

Responsibilities include monthly billing for water and sewer services. The total revenue represents approximately 34% of the City’s total adopted revenues for FY 2017-18. Cash receipts are processed on a daily basis and accounts are posted daily to provide customers with current information. Utility Billing also coordinates with Water Field personnel in turning on meters, checking leaks, verifying meter reads, issuing delinquent notices, and turning off meters when needed. The utility billing volume in FY 2017-18 was 270,762 bills. These billings generated approximately \$41.8 million in utility revenue.

### General Services

General Services, an Internal Services Fund, is part of the Commercial Services Division and provides mail handling, inventory control and reproduction services. Specific services include:

- Mail service for all City departments including pickup, sorting, and delivery functions.
- Centralized copier maintenance.
- Printing services that include document reproduction as well as printing of forms and brochures used within the City.
- Operation of an in-house lockbox system for utility billing payments.

### Accomplishments

- Prepared and presented the 2018-19 City budget to the City Council. The budget was submitted and adopted on time.
- Completed the June 30, 2017 Comprehensive Annual Financial Report before December 31, 2017. Received an unqualified opinion on the FY 2016-17 audits. Completed the single audit on time.
- Received the GFOA award for Excellence in Financial Reporting for the June 30, 2017 Comprehensive Annual Financial Report.

- Received the GFOA Distinguished Budget Presentation Award for the FY 2018 City Budget.
- Ended the June 30, 2017 fiscal year with a total of \$11.5 million in General Fund reserves, \$9.3 million of which are designated for specific contingencies.
- Paid down a portion of the PERS unfunded liability using interfund loans and fund reserves, resulting in savings of approximately \$240,000 annually over the life of the loan.
- Assisted Human Resources with establishing financial procedures for processing Workers' Compensation claims with new vendor.
- Cost Allocation Plan Update.
- Completed an updated five-year Financial Forecast.
- Recruited and filed vacant Finance positions.
- Submitted numerous past due uncollected accounts to both the Franchise Tax Board and the County of Sonoma for collection using the Interagency Intercept Collection Program and County Property Tax Roll.
- Dealt with numerous public records act and subpoena requests, the processing of which required significant staff time.
- Continued to proactively monitor the fiscal sustainability plan for the General Fund. Prepared and presented semi-annual updates of the long term financial forecast.
- Continued monitoring of the Successor Agency and reporting of fund balances to the State.
- Continued to streamline workflows within the Department/Division to facilitate efficiencies in work processes, including finalizing the migration of Police Department employees to electronic timesheets.
- Implemented a new mail machine with faster processing and electronic reporting.
- Completed and submitted quarterly reimbursement requests.
- Met all filing and reporting deadlines from regulatory agencies.

*This page intentionally left blank.*





## FIRE DEPARTMENT

The Petaluma Fire Department (PFD) continues to deliver emergency response services with support from a team of fire prevention, life safety and public education specialists. The Department delivers all services and ancillary support through its 58 employees. Founded in 1857, the Department has delivered emergency services 24-hours a day, every day, for over 161 years. The members of this organization can be counted on to perform under routine, hostile, dangerous and difficult conditions.

The Fire Department operates 24-hours a day delivering emergency response and safety-related services from three fire stations, an administrative office and a Fire Prevention Bureau. The response fleet includes a field command unit, 3 engines, 1 aerial ladder truck, 2 full-time advanced life support ambulances, 1 part-time basic life support ambulance, 1 California Office of Emergency Service (Cal-OES) response engine and a variety of support and reserve response units. The daily response staffing includes 1 Assistant Fire Chief, 1 Duty Battalion Chief, 1 Fire Marshal, 14 Firefighters (of various ranks) and 2 Fire Prevention Inspectors. Emergency response, fire investigations, code enforcement and inspection services are delivered around the clock. For this reporting period, response units managed 6,977 emergency incidents.

The City continues to hold an ISO Class II fire protection rating. In California, less than one-third of all departments have been rated a Class III or better and nationally, that statistic is less than 10%. This is crucial because insurance costs are established by the ISO based on this rating; the better the rating, the lower the cost of insurance to residents, retail businesses, commercial and manufacturing enterprises. The best rating possible is a Class 1 and the lowest is a Class 10.

Unit response activity provides a good indicator of total activity in the City. During this reporting period, response units managed 6,977 emergency incidents, an increase of 534 over the prior period. On average, the Department responded to 19+ active emergency incidents per day. The data below depicts the distribution of emergency services from the City's three fire stations.

	<b>2017/18 Responses</b>	<b>2016/17 Responses</b>	<b>2015/16 Responses</b>
<b>Fire Station 1</b>	2,605	2,408	2,458
<b>Fire Station 2</b>	1,703	1,536	1,464
<b>Fire Station 3</b>	2,669	2,499	2,368
<b>Total</b>	<b>6,977</b>	<b>6,443</b>	<b>6,290</b>

The table that follows depicts emergency services delivered as categorized and required by the National Fire Incident Reporting System (NFIRS):

<b>Incident Responses by Type</b>	<b>2017/18</b>	<b>2016/17</b>	<b>2015/16</b>
Structure Fire	59	42	43
Vehicle Fire	22	15	25
Brush, Refuse & Misc. Fires	62	101	85
Explosion or Overheat	11	6	6
Medical	4,651	4,193	4,204

<b>Incident Responses by Type</b>	<b>2017/18</b>	<b>2016/17</b>	<b>2015/16</b>
Hazardous Conditions	98	105	91
Service Call	726	748	700
Good Intent	898	822	771
False Alarms	432	402	364
Miscellaneous Emergencies	18	9	1
<b>Total</b>	<b>6,977</b>	<b>6,443</b>	<b>6,290</b>

The Department continues to generate revenue from its advanced emergency medical life support programs, fire prevention code enforcement services, and annual permitting and strike team deployments (of which there were 19 during this reporting period). The revenue generated offsets the cost of fire protection to the City's General Fund and helps fund positions in the Fire Department. The table below depicts the annual revenue generated during the past 3 fiscal years and the corresponding percentage offset to the General Fund during each period.

<b>Fiscal Year</b>	<b>Revenue Generated</b>	<b>% of General Fund Offset</b>
2017/18	\$4,408,403	32.8%
2016/17	\$3,179,073	23.3%
2015/16	\$3,139,460	24.5%

### **ADMINISTRATION: FIRE CHIEF**

The office of the Fire Chief provides administrative oversight to the Fire Department with an emphasis on strategic planning, personnel management, budget preparation and expenditure control. This office is responsible for the leadership, management and support of the Fire Department and does so with the support of 1 Assistant Fire Chief and 4 Battalion Chiefs who are responsible for overseeing the following Divisions:

Communication, Safety and Wellness, Technology, Training  
 Emergency Medical Services  
 Fire Prevention and Technical Services  
 Operations and Disaster Preparedness  
 Support Services

In addition to routine planning, organizing and directing of the Department, the Fire Chief is responsible for insuring that the Mission, Goals and Policies of the City and the Fire Department are accomplished. Petaluma Fire is on track to becoming a model for other departments to emulate in the areas of emergency operations, prevention and preparedness, and work environment.

A key priority in both the past reporting period and the near future is the focus on capital needs, as fire stations and fleet are showing their age and in need of updates and/or replacement. Providing emergency medical services with additional ambulances is also vital, especially as the population continues to increase. The Fire Chief must take an active role in creating community awareness to the challenge and cost of what it takes to provide adequate emergency response and bring forth creative and resourceful financial solutions that may need to stretch beyond traditional fire service models. Community outreach and public interaction are also an invaluable part of Petaluma Fire's day-to-day operations. Community preparedness for a major event is a high priority.

Another key focus is the development and mentorship of staff and assistance in expanding career paths, especially motivating members to consider moving into command role positions. Providing a progressive and strong command presence to the younger members moving up in the Department will propel Petaluma Fire to the forefront in the immediate South County region.

One of City Council's 2013-14 goals was to "evaluate partnerships with Rancho Adobe and other neighboring fire departments for opportunities for shared administration". Sonoma County has for many years needed more collaboration in providing efficient and cost-effective emergency delivery systems among the various agencies in the southern end of the County. The need for collaboration still exists. Petaluma Fire negotiated a one-year shared services agreement in March of 2017 to provide operational and administrative support and oversight of all three Rancho Adobe fire stations.

The original one-year period was intended to be used to evaluate opportunities to improve service to both communities. Rancho Adobe's current operation was maintained until a full evaluation was achieved, to identify efficiencies and cost-effective means to work in collaboration in all phases of emergency services that both agencies provide. At the end of the contract year, with the assistance and input of both organizations, an agreeable plan to further integrate both agencies in partnership and shared services was put into place. With the approval of both agencies, a new three-year agreement was approved, to end in 2021.

Our goal in achieving collaboration has included exploring several opportunities, including combined training, the use of equipment, apparatus, staffing and facilities. Having a goal to standardize, elevate and equalize the level of training provides both departments more flexibility and a foundation to move forward to initiate quality shared services. Using various companies from either department to provide back-up while mandatory training is being conducted provides uninterrupted teaching opportunities. The need to drop boundaries and provide the closest resource to emergencies without having to deal with jurisdictional impediments is a logical progression and was implemented. Utilizing staff to reduce duplication of effort in both emergency response and administrative responsibilities continues to be explored. Having a combined recruit academy will save duplication of effort and will achieve cost savings for both departments, while standardizing expectations in emergency operations. Ultimately, the goal will be to provide staffing across departments while keeping the essential parts of the organizations separate. The new shared services agreement has been good for both communities and is the direction that the Fire Service is moving.

### **COMMUNICATION, SAFETY and WELLNESS, TECHNOLOGY, TRAINING**

Communication and Technology. The Fire Department continues to make efforts to improve its communication systems and to take advantage of new technologies. Accomplishments during this reporting period include:

- Mobile Data Computers (MDCs) & iPad Integration: MDCs and iPads have successfully been integrated into all front-line apparatus, including medic units. MDCs are laptop computers that receive emergency call information, display maps and allow for push-button communications with the dispatch center. iPads contain valuable, preloaded information which can be used in the field during business inspections or dealings with the public. Electronic Pre-Hospital Care Reports (ePCRs) utilize an iPad platform and have made patient care and incident reports

quicker to process, more readily sharable and easier to read. More recently, the Fire Department has also integrated a web-based software to enhance training that utilizes iPads.

- Mobile Radio Standardization: All primary and reserve apparatus have Kenwood TK 790 fire radios (either 6000 series or 7000 series) that are all similarly programmed to insure effective communication during emergent and non-emergent events.
- REDCOM Regional Dispatch: Petaluma Fire continues to have a successful relationship with REDCOM as its dispatching center. REDCOM is a consolidated communications model that is intended to reduce costs, improve efficiency and merge dispatching systems with forty-nine other Sonoma County fire agencies and ambulance providers. Fire staff works with REDCOM and County radio technicians to resolve communication-related problems as they arise.

As a back-up communication plan, a phone line connection from REDCOM to the former transmitter by the La Cresta water tanks exists as a backup Control channel or if a separate Command channel is needed for a major or long-term incident. The channel and tower are also connected to Petaluma Police Dispatch and could be placed into service from that location during a major, system-wide dispatch failure and/or an Emergency Operations Center activation.

- Technology Task Force: All those who have technology-related administrative assignments within the Department, and those who are individually skilled and consider themselves to be tech-savvy, have joined forces to create a “Technology Task Force” with the sole purpose of helping the Department keep up with industry standards and expectations. Currently, the Technology Task Force is looking into a new Records Management System to aggregate all required records under one system. This is also a strategic and collaborative effort with our Sonoma County Volunteer Fire Company partners in an effort to enhance the overall service to our communities.

Safety and Wellness Program Management. Petaluma Fire strives to prevent illness and injuries in the workplace and has created the safest work environment possible for its employees through the following means:

- EMS Exposure Control: Firefighters routinely perform emergency services in extremely high-risk environments. The Department maintains a rigid Exposure Control Plan outlining responsibility, disease risk, prevention, universal precautions, de-contamination, immunizations, reporting and post-exposure treatment.
- Facility Cleanliness and Sanitary Control: The Department now utilizes a comprehensive sanitation system called the “Buckeye Eco Smart System” to clean the facility. This system ensures cleanliness in the fire station in all areas of operation and living quarters to minimize risk and exposure to bacteria.
- Identification of Hazards: Department employees are encouraged to report safety concerns and hazards to their immediate supervisor. Employees report their concerns through a computer-based reporting process and to any member of the Department Safety Committee. The Department routinely conducts inspections of its buildings, grounds and work stations to identify workplace hazards. A new material safety data sheet (MSDS) information system for station cleaning supplies is currently in place and posted at all stations.
- Immunizations and Annual Physicals: In an effort to reduce the possibility of an employee contracting an illness in the workplace, the Department makes vaccinations available to all

employees for the annual flu, Hepatitis B, Measles, Mumps, Rubella, Tetanus, Diphtheria, Pertussis and Varicella-zoster. The members of the Fire Department are evaluated annually via OSHA-required physicals to ensure the employee is in good physical capacity to perform various work functions required by the Fire Department.

- Personal Protective Equipment (PPE): Firefighters are provided with an array of state-of-the-art PPE for all aspects of their job to include all firefighting outer gear from head to toe, respiratory protection, hearing and eye protection and biohazard exposure protection. The Department inspects and cleans PPE annually and replaces or repairs gear that is damaged or has reached its end of life. Additionally, all personnel are outfitted with personally-fitted body armor which has been found to be very effective in protecting the wearer from blunt force trauma, sharp objects, low and medium energy handgun bullets, shotgun pellets and “slashing”-type knife attacks.
- Safety Communication: Safety information is shared with employees through email, Special Order notices, postings and crew meetings. The Department participates in the City’s Central Safety Committee and has its own internal safety committee. Members also utilize a web-based application called Activ911™ to enhance their responses to emergencies and communication for staffing needs and special messages. The Department has portable radios that aid in the ability to communicate with our Police Department in times of need such as Police and Fire combined events. The Fire Department is currently working with REDCOM to test the “Firefighter Down” button. This feature allows the Dispatch center, as well as the Incident Commander, to know when a firefighter has been trapped or lost in a structure fire. These radios also have GPS features that will geo-locate firefighters, enhancing the safety and well-being of the firefighter during critical incidents.
- Safety Compliance: The Department complies with State, Federal and City Injury and Illness Prevention Programs for workplace safety. Examples of compliance include annual mask fit testing for medical masks and self-contained breathing apparatus, audiology testing, medical clearance to wear a respirator and DMV-required medical clearance to drive a fire apparatus.
- Safety Training: Being a firefighter is an inherently dangerous job. Because of this, all Fire Department training includes safety hazards and prevention for any given subject matter. Additionally, the Department provides training on specific safety subjects through live training, literature and review of computer-based training. An updated OSHA reporting policy has also been instituted.

The Safety and Wellness Program is managed by a Battalion Chief. A Fire Captain is assigned as the Department’s Safety Officer and the Local 1415 Firefighter’s union has a representative as part of the Safety Committee. The Program improves safety through continuous review of supporting data with the goal of tracking injuries to identify trends where improvements can be made.

The Fire Department, as well as the national fire service, has seen an increase in Mental Health issues due to exposure to traumatic emergencies as first responders, and has collaborated with the Petaluma Firefighters Local 1415 union to implement a nationally recognized Peer Support Program. Peer supporters who have attended training have been identified as a first line of defense in the event a member has been exposed to a potential traumatic incident. The Fire Department has had members off work due to such mental injuries and the Department continues to work toward supporting members who need help in this area.

A Peer Fitness and Wellness Program has also been instituted and gently used/donated workout equipment is utilized by members. This has been an area of challenge due to used equipment wearing down and creating high maintenance costs. It is a goal of the Safety and Wellness Committee to more fully adopt a comprehensive “Peer Fitness Coordinator” program comprised of new, functional equipment and program training for members.

Sprains and strains affecting the back mostly occur during emergency medical response operations. This is a trend that has continued for several years and most of these injuries occur when lifting or moving patients. To address this trend, personnel are trained on proper lifting techniques and are reminded to ask for help when it’s available. Equipment has been provided to aid in the moving of patients, such as patient gurneys with automatic lifts, and power lifts have been installed that assist crews in loading the gurneys in and out of the back of an ambulance when loaded with a patient. Power devices such as these assist in the reduction of back and shoulder injuries that are prone to happen during these types of manual lifts.

Another type of job-related injury is exposure to contagious illnesses, typically respiratory-type infections more so than blood/sputum (i.e., needle sticks, fluids). The Department utilizes industry standard Body Substance Isolation measures to minimize such exposures.

Training and Education. Training Division schedules, coordinates and assigns training for the multiple disciplines that the crews encounter and provides the tools necessary to make safe and effective decisions that will lead to the most positive outcome possible. The top are maintaining skills and operational readiness, creating operational depth in the organization (by career development), management and leadership training for newer supervisors, and focusing training on low frequency/high intensity incidents where the opportunity for injury or death is greatest. The Division has enhanced its “Acting Programs” to develop members so they can be ready to take promotional opportunities as they arise and excel within the position.

<b>Injury by Type</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Sprain/Strain/Pull	17	17	14
Fracture	0	0	0
Laceration	0	2	2
Contusion	1	0	1
Bruise	0	0	0
Exposure	1	4	7
Burn	0	1	0
Other	2	3	0
<b>TOTAL</b>	<b>21</b>	<b>27</b>	<b>24</b>
<b>Injury By Location (on body)</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Head (to include ears)	0	0	1
Neck	0	2	0
Shoulder	2	1	2
Wrist/Hand	1	0	2
Arm/Elbow	0	1	3
Finger	0	2	1
Face	1	2	2
Back	10	12	10
Abdomen	1	1	0
Body	1	0	1
Foot	2	1	1
Leg	3	3	0
Knee	0	2	1
<b>TOTAL</b>	<b>21</b>	<b>27</b>	<b>24</b>
<b>Cause</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
Slip/Trip	2	2	1
Twist	0	6	4
Lift/Crawl	8	9	7
Fall	0	1	0
Exhaustion	3	0	0
Inattention/Haste	4	2	0
Blood/Sputum/Exposure (to include sound, sting)	1	4	5
Other	3	3	7
<b>TOTAL</b>	<b>21</b>	<b>27</b>	<b>24</b>

The Department provides education for all its personnel. Training is conducted by developing, assigning, delivering and evaluating all aspects of manipulative skills and classroom training. Completed training is logged by category (Fire, Rescue, EMS, etc.) and by hours within each category. The Department is currently collaborating with other Fire Departments within the Sonoma County region to identify standards of training through a “Regional” Training Coordinator that is funded by Sonoma County. The Fire Department Training Division has 4 subsections:

Off-Site Training: Personnel attend classes and seminars in addition to assigned training. These courses allow personnel to become certified as instructors for classes that the Department cannot provide. Examples of outside training include urban search and rescue, advanced leadership and incident command, swift/open-water rescue and active shooter training. All personnel participated in several multi-company drills throughout the past year with other local agencies to further hone skills.

Quarterly Training: The Training Division issues a quarterly training schedule to all crews, ensuring that State and Federal training mandates are being accomplished. Examples of training priorities include multi-casualty exercises, firefighter survival, incident command, firefighter wellness, swift-water rescue, urban rescue disciplines, emergency medical skills and coordinated fire attack. Firefighters are continuously evaluated on manipulative skills.

Recruit Training: Firefighters on probation must complete an 18-month training program, including a basic 6 to 8-week fire academy. The probationary program is broken into three 6-month blocks and covers all aspects of firefighting and emergency response.

Annual Skills Evaluations: Battalion Chiefs, Captains, Fire Engineers and Firefighters all participate in annual evaluations comprised of written and/or manipulative drills that are based on the knowledge, skills, and abilities required for the individual rank and job function.

### **EMERGENCY MEDICAL SERVICES DIVISION**

Emergency Medical Service Programs. The Battalion Chief who oversees the Emergency Medical Services Division of the Department participates regularly with the Sonoma County Emergency Medical Care Committee which provides oversight on the delivery of pre-hospital emergency care throughout the County. The Department provides clinical support and education to its personnel through a contracted “Clinical Support Coordinator”. That individual provides mandated Continuous Quality Improvement (CQI) for the Department while also representing the Department at County committees including the Medical Advisory Committee, the Continuous Quality Improvement Group, Save Lives Sonoma, and the Stroke and Cardiac Receiving Facility Committee. During this reporting year, the Clinical Support Coordinator’s contract hours were raised to 30 hours per week to meet the increasing demands and mandates of the services the position provides. The Clinical Support Coordinator works closely with line personnel to ensure all Coastal Valleys EMSA policies, procedures, treatment protocols and medical control are followed.

The Department utilizes an emergency medicine physician from Kaiser Permanente Medical Group as it’s Medical Director. The Medical Director’s role is critical to the oversight of operations and training of personnel in the latest and best practices for patient care, including the continued acquisition and control of critical medicines and narcotics.

EMS Finances. During this reporting period, the Department collected over \$2.25 million dollars from medical billing for ambulance transport services provided. This money is collected through standard ambulance billing of patients and private insurance carriers, as well as through State and Federal medical cost reimbursement programs.

EMT and Paramedic Mentorship. The Petaluma Fire Department hosts Emergency Medical Technician (EMT) and Paramedic students from the Santa Rosa Junior College (SRJC), the Petaluma Coast Guard Station at Two Rock and other Paramedic programs, providing instruction under the guidance of the Department's more experienced Paramedics to continually support and develop the future employees of the industry. The Department hosted over 68 ride-a-long events for EMT students involved in an EMT training program. In addition, Firefighter/Paramedics supervised the internship of 3 paramedic students from local programs. Each paramedic student is required to demonstrate the ability to work under real emergency conditions for at least 500 hours (2–3 months). This is a substantial investment in time as the Fire Department preceptor (a Firefighter/Paramedic) must objectively certify the student's ability to deliver advanced emergency medical care before they can be employed as a certified paramedic.

CPR/AED Public Education. In February 2018, over five hundred 7<sup>th</sup> grade students from Petaluma Junior High School, Kenilworth Junior High, Saint Vincent's Elementary, Cherry Valley Elementary and McKinley Elementary were taught Hands-Only CPR and how to use an Automatic External Defibrillator (AED). This is the fifth year of collaborative efforts between the Fire Department and other organizations and community groups. The students enjoy learning these life-saving skills and leave class empowered with the knowledge that they now can truly save a life and make a difference. The motto, "Anyone can be a hero; learn CPR!" really is true.

The program began as a part of a Countywide initiative that teaches all 7<sup>th</sup> graders in Sonoma County Hands-Only CPR, and also places an AED in every school in the County. A total of 22 grant-funded AEDs, with alarmed cabinets, have been placed at local schools, public and private, and staff at each of those schools have been trained in Hands-Only CPR and AED usage.

Succession Planning and Career Development. During this reporting period, the Department had two retirements and several vacancies. A Fire Engineer promotional process was held and promoted one Firefighter to Engineer. A Firefighter recruitment was begun to fill other vacancies. Several members successfully completed one of several "acting" programs. The acting position training modules include didactic studies, scenarios and practical experience/mentoring. Once an individual completes a training module, they become eligible to fill-in on a temporary basis during sick, injury or vacation leaves to cover the roles of Engineer, Captain or Battalion Chief. Career development and creating depth in the organization is a priority as it allows for more flexibility in staffing, especially when shifts are short-staffed due to Statewide mutual aid deployment for major wildland fire events.

Survivors Reunion. Petaluma Fire Department members were recognized at the annual Survivors Reunion hosted by the Benzinger Winery and the Sonoma County Paramedic Association. This annual event is held every Spring to honor patients who survived near death experiences and have been able to embrace new life after being treated by emergency teams from our area. Survivors meet rescuers under better circumstances for dinner, conversation and awards with family and new friends. This "Second Birthday Party" is a celebration of life for many and has continued to be a source of pride for the organization.



**FIRE PREVENTION and TECHNICAL SERVICES DIVISION**

The Fire Prevention Bureau (FPB) is responsible for management and execution of community risk reduction programs for the City, including education, engineering and enforcement measures. FPB staff work with the community to ensure compliance and assist businesses, property owners, and the community in their understanding in fire and life safety laws and practices. Objectives are:

- Community Risk Reduction Education Programs: Community risk reduction involves identifying and prioritizing risks, selecting and implementing strategies, monitoring and evaluating activities, and involving community partners to better protect residents and firefighters. The goal is to educate and engage the community through social media public education information and community events.
- Development and Construction Review and Compliance Program: FPB staff works with the Building, Planning, and Public Works and Utilities Departments to ensure code compliance for buildings and facilities under development within the City, and collaborate at a weekly Development Review Committee meeting to assist developers and the business community with their projects. The FPB works with all parties throughout development and construction to ensure compliance through plan review and inspections.

<b>General Fire Prevention Statistics</b>	<b>FY17/18</b>	<b>FY16/17</b>
Fire Code Permits Issued	449	362
Public Records Requests	74	64
Hydrant Flow Requests	60	41
Permit Applications Issued	160	286
Pre-Development Plans Reviewed	78	85
Building Permits Reviewed	263	242
<b>TOTAL</b>	<b>1,084</b>	<b>1,080</b>
Fire Code/HazMat Yearly Permit Fees	\$353,434	\$344,033
Over the Counter Fees	\$95,724	\$158,213
<b>TOTAL FEES</b>	<b>\$449,158</b>	<b>\$502,246</b>

- Weed Abatement Program: The main objective is to reduce wildland fire hazards. Proper defensible space will slow or stop the spread of wildfire and protect homes. Removing the light fuels such as tall weeds helps reduce the potential for transfer of fire between a structure and the adjacent vegetation, the adjacent vegetation and the structure, or from structure to structure. FPB staff inspects and notices undeveloped private and public properties for unabated hazardous and/or combustible fuels and provides education to the community on how to best protect their homes and property from fire.
- Historic Downtown District Sprinkler Ordinance: The Downtown Sprinkler Ordinance mandates the addition of fire sprinklers in the historic buildings once a fire main is installed. The Public Works and Utilities Department completed the installation of new fire mains in the downtown historic district in FY16/17, which will allow the buildings to be retrofitted with fire sprinklers to preserve the character and charm of the downtown area from a devastating fire.
- Annual Fire and Life Safety Inspection and Enforcement Program: FPB staff and engine companies conduct business inspections on an annual basis for Fire Code and Hazardous Materials business permits to ensure buildings comply with adopted codes and standards. These

inspections ensure conformance with the California Code of Regulations Title 19, California Code of Regulations Title 23, California Code of Regulations Title 27, the California Health and Safety Code, the California Fire Code, the Petaluma Municipal Code, and other fire and life safety regulations and standards. The following table reflects the number of inspections during past fiscal years:

<b>Fire Safety Inspections</b>	<b>FY 17/18</b>	<b>FY 16/17</b>
Annual Permit Inspections	289	299
Re-Inspections	210	97
Complaints	10	24
Fire Protection Systems, Commercial, Tenant Improvement Inspections	930	670
Hazardous Materials Inspections	184	187
Fire Investigations (including Hazardous Materials)	37	12
Plan Reviews	508	490
Weed Inspections	588	558
<b>TOTAL</b>	<b>2,756</b>	<b>2,337</b>

- Fire Investigation Program:** The main objective of fire investigation is to reduce future risk to public safety through determination of a fire cause. Fires are investigated in a professional and scientific manner by considering all the evidence and arriving at an expert opinion as to the origin and cause of the fire. FPB staff are qualified investigators and peace officers per California Penal Code section 830.37 and investigate all fires pursuant to the California Fire Code, using nationally accepted standards and training. Staff is available 24/7 to assist fire engine companies and lead fire investigations. There are many times when the FPB works cooperatively with private fire investigators to determine the exact fire cause. Detailed records and fire investigation reports are maintained by the Prevention office. A fire investigation report may be made available to homeowners and/or insurance companies.

<b>Fire Investigations</b>	<b>FY 17/18</b>	<b>FY 16/17</b>
Structure Fires	10	8
Outside/Vegetation Fires	1	3
Vehicle Fires	3	0
Hazardous Materials Incidents	5	1
Other	2	0
<b>Total No. of Investigated Fires</b>	<b>21</b>	<b>12</b>
Cause – Accidental	5	7
Cause – Incendiary	5	2
Cause – Undetermined	5	3
Odor Investigation/Mutual Aid	6	0

- Certified Unified Program Agency (CUPA)/Hazardous Materials Program.** As the designated CUPA for the City, the FPB regulates all aspects of hazardous materials storage, use, and waste disposal. The CUPA program was designed to reduce the threat from hazardous materials to the community, increase firefighter and public safety, and comply with “community right-to-know” laws. This includes policy development and training of personnel and procedures for

processing the various elements of the CUPA program. CUPA inspections are conducted at each facility every 3 years, and during these inspections, fire code compliance is also conducted. Specific program objectives include:

- Work Cooperatively: To better educate the business community about the mandated electronic web-based data management system known as the California Environmental Reporting System (CERS) which enhances firefighter and public safety when responding to hazardous material facilities and incidents.
- Conduct “Unified” Inspections: To reduce business interruption impacts and increase efficiency by combining multiple hazardous materials programs and conduct “unified” inspections. The goal is to complete 100% of all required hazardous materials/waste and underground storage tank inspections each year.
- Hazardous Materials Training and Support: To work cooperatively with Fire Operations staff to maintain hazardous materials response readiness.
- Take Effective Enforcement Actions When Necessary: To take enforcement action by either Administrative Enforcement Action or referral to the Sonoma County District Attorney for cases where education efforts are not effective.
- Hazardous Materials: Hazardous materials response and mitigation continue to be a vital public service provided by the FPB. Most recent incidents have been considered low/medium level responses that may have had the potential to threaten environmental targets, but did not pose a significant hazard to human health or life. The Department’s in-house hazardous materials coordinator is a California State-Certified Hazardous Materials Specialist and all other Fire Department personnel are trained to the First Responder Operational level.

Fire Prevention Programs and Public Education: Public education is an on-going service that is most successful when provided by all fire personnel, and the Department has involved its personnel in delivering fire prevention and life safety messages to multiple facets within the community. The newest addition to the public education program was the development and implementation of the Citizens Organized to Prepare for Emergencies (COPE). The first training session was successful and quarterly classes are planned in the future. Other fire and life safety presentations were made at career and business fairs, senior citizen groups, preschools and elementary schools. In honor of Fire Prevention month, Fire crews go to each Petaluma third grade classroom in October to speak with students about important fire prevention and safety topics. 2017’s topic was “Every Second Counts: Plan Two Ways Out”. Engine companies visited 13 schools and educated almost 700 students.

Fireworks Education and Enforcement. The Enforcement and Education Program is geared toward targeting illegal fireworks usage and utilizes aggressive education, engineering and enforcement options (referred to as “the 3Es”). The public message in 2017 was “Don’t Get Burned - Steer Clear of Illegal Fireworks!” There were 174 fireworks calls for service/complaints logged during the compliance period of June 17-July 16, 2017. By comparison, there were 113 logged during the same compliance period in 2016. Ninety-nine percent of the complaints were registered for illegal fireworks activity. Enforcement teams were able to catch three individuals with illegal fireworks and three \$1,000 citations were issued. There were no warnings or citations issued for safe and sane fireworks usage during the 2017 Fourth of July holiday season.

<b>Fireworks Education and Enforcement Program</b>	<b>FY 17/18</b>	<b>FY 16/17</b>
Number of Fireworks Booths	15	17
Days of Sales	5	5
Distributor Figures- Gross Sales	\$424,977.78	\$438,104
Distributor Figures – Net Sales	\$212,488.89	\$219,052
Calls for Service	174	113
Citations Issued	3	0
Amount in Fines	\$3,000	\$0
Number of Enforcement Teams	3	3
Total OT Hours	21	25
Fireworks Confiscated	<10 lbs	< 20 lbs
Grass Fires	1	2
Dumpster / Trash Fires	2	1
Other Related Fires	1	3
Fire Loss	<\$100 Incident	<100 Incident

**Weed Abatement.** The goal of this program is to abate the fire threat from weeds by requiring property owners to maintain fire safe conditions on their undeveloped property. Property owners who fail to clear their lots are charged the actual cost of abatement, plus a per parcel administrative fee. Weed abatement this season was performed on 1 City parcel and 19 private parcels.

<b>Weed Abatement Program</b>	<b>FY 17/18</b>	<b>FY 16/17</b>
Administrative Fee (per parcel)	\$203	\$195
City Parcels Abated	1	1
Private Parcels Abated	19	15
<b>Total Parcels Abated:</b>	<b>20</b>	<b>16</b>
City Property Billed	\$270.50	\$335
Private Property Billed	\$8,574.50	\$7,146.25

**OPERATIONS and DISASTER PREPAREDNESS**

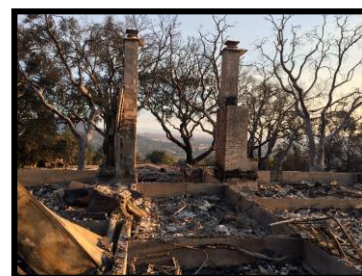
The objective of the Operations Division is to ensure consistency in delivering the highest quality of fire, emergency medical and rescue service to the residents and visitors of Petaluma. The top priorities of the Operations Division include life safety, property conservation and protection of the environment, in that order.

**Fire/Rescue Operations.** The Operations Division operates within many different disciplines and must maintain proficiencies to make safe and effective decisions that will lead to the most positive outcome possible. The Division responds to medical aids (treating and transporting medical patients), car accidents, rescues (confined space, industrial, agricultural or other technical circumstances), fires (structure, vehicle, wildland/grass and rubbish), hazardous materials incidents and other public service contacts. Calls for service for the Fire Department hit an all-time high for this reporting period at 6,977. This is an 8.3% increase over the past reporting period and an 11% increase over the past two years.

Cooperation and coordination with surrounding fire agencies is very important. For a single alarm structure fire, Petaluma requires the assistance of two fire engines from outside agencies. This is commonly referred to as Automatic Aid. Also required are three other outside fire engines and mutual aid ambulances to assist in covering other calls for service within the City when Petaluma units are committed to a fire. Coverage is reciprocated by providing a fire engine to assist on many types of calls to the County areas surrounding the City. During this reporting period, Petaluma participated in the Board of Supervisors Fire Advisory Council to explore Countywide options to improve fire service in the unincorporated areas of the County and collaborate more effectively with other fire agencies.

Statewide Mutual Aid to Large-Scale Wildland Fires. During the October 2017 firestorm that devastated communities in the North Bay, the Petaluma Fire Department assisted with a total of seven engine deployments and four individual overhead positions. One of our ambulances assisted with the sudden evacuation of Sutter Hospital in Santa Rosa. Every front line and reserve piece of apparatus was staffed during the second week of October 2017. A total of 32 Fire Department personnel assisted directly in the North Bay fire suppression and rescue efforts. All members worked excessive hours to assist our neighbors as well as to back-fill equipment to protect the City.

During the 2017 fire season, the Cal-OES response engine under Petaluma's control was deployed to multiple fires within the State. Many personnel were also deployed individually as Strike-Team Leader, Fire Division Supervisor, Safety Officer, Fireline EMT and Fireline Paramedic. Petaluma is reimbursed for the total payroll cost of the employee(s) deployed, for those hired to cover the shifts behind those deployed, and an administration reimbursement for time involved on the Fire side to manage the program.



Ambulance Operations. Petaluma Fire Department's two full-time Advanced Life Support (ALS) ambulances provide emergency 911 paramedic service to an area of nearly 200 square miles, which includes the City as well as unincorporated areas of Sonoma and Marin Counties. The ability of the Fire Department to meet minimum safe standards of fire suppression is based on the number of available firefighters at an incident. Firefighters from our engines and ambulances are needed to meet this standard.

The Department continued to work very closely with other fire departments in the County and State regarding fire department ambulance providers' obligations, rights and responsibilities, and is currently working with the County in the creation of a new ambulance ordinance to ensure that all EMS providers in the County have their current service areas recognized and protected.

Petaluma's Basic Life Support (BLS) ambulance program entered its second year of operation and was staffed during daytime hours 2-4 days per week. During FY 17/18, the BLS ambulance transported 143 patients. With an overall increase of nearly 400 transports during the same period, the BLS unit provided some relief for the busy ALS ambulances. The BLS ambulance has reduced the reliance on mutual aid ambulances, reduced ambulance response times, and recovered revenue from calls that would have been handled by ambulances from other parts of the County. It also helped keep 911 ALS ambulances available for subsequent calls for service that required the higher level of ALS patient care. This program has been very successful in improving timely patient care

and transport, reducing lost revenue potential and is a valuable mentoring and recruitment tool for future full-time employees.

Fire Department paramedics performed medical evaluations on 4,475 persons that suffered from illness, accident or injuries. 3,671 of those people were transported to the hospital by Petaluma ambulances, a 12% increase over the past year and a continuing upward trend. Nearly a quarter of patients that were transported by a Petaluma ambulance went to a hospital outside of Petaluma's response area due to patients' medical insurance provider, patient request or type of injury/illness. When transporting to hospitals outside our service area, ambulances remain unavailable for other calls until their return, sometimes lasting up to an hour. With increased call volumes and transports of patients to hospitals outside the City, the Department must increase its dependence on mutual aid ambulances from other areas of the County, resulting in increased times to get ambulances arriving at incident scenes. Statistics show that 195 persons were transported by non-Petaluma ambulances this past year, up 22% from the prior reporting period. The City Council has recognized the need for a third Advanced Life Support Firefighter/Paramedic ambulance and the Fire Department is seeking ways to help cover the cost of that additional resource.

Disaster Preparedness Operations. The Department is responsible for preparing the City to manage disastrous events by providing preparedness training and support to all City departments, schools and citizen groups that request assistance, and is the coordinating agency and contact point for disaster preparedness information to other city, county and state agencies.

A Fire Department representative attends quarterly Sonoma County Emergency Coordinators Forums, participates in County-level activities and trainings, and provides a presence on the Sonoma County Operational Area Emergency Council. Groups such as these provide the link for Petaluma to acquire State and Federal disaster assistance when a major incident occurs.

The Department provides the annual National Incident Management System (NIMS)/Standard Emergency Management System (SEMS) training session for all new City employees, to better prepare staff for disasters both at home and work and is a requirement to receive State and Federal funding following a disaster.

The City's Emergency Operations Center (EOC) was activated the night of October 8, 2017 at the request of the County. The EOC's primary mission was to shelter evacuees from the Santa Rosa and Sonoma areas that were being devastated by the North Bay fires. A total of nine emergency shelters were either opened or supported by the City for over a week, with a daily number of persons being sheltered ranging from 354 to 2,010. A total of 41 City employees worked in an EOC function and many more at shelter sites.

The Petaluma Fire Department also supported community preparedness in many ways this past reporting period, including assisting local Boy Scouts with their annual Disaster Preparedness Fair and providing several disaster preparedness presentations to local community groups and homeowners associations.



**SUPPORT SERVICES**



Buildings and Grounds. Besides routine maintenance for facilities inhabited 24/7, the Fire Department had several improvement and repair projects completed during this reporting period. Headquarters (Station 1) received a new roof and Station 2 had mold remediation efforts completed in the apparatus bay. Station 1 also expanded the apparatus bay exhaust system to cover the BLS ambulance bay. The cost of these elaborate systems has limited expansion to only priority units, with planned future upgrades for the rest of the stations to accommodate reserve equipment.

Design and planning for bathroom remodels of Stations 2 and 3 occurred with the first bids for these projects being rejected due to the high cost of estimates. Station 2 had a new fence installed around the kitchen patio thanks to Midstate Construction and coordinated through the local non-profit, Rebuilding Petaluma. Midstate also provided personnel for landscape maintenance at Stations 2 and 3, with time and materials donated to the City. Station 2 also had an emergency generator failure, and replacement of that essential piece of equipment will occur in the next fiscal year due to availability of a suitable replacement. Station 3 had a new shed built to house employee personal protective equipment and Fire Department personnel installed custom racks in it to accommodate the equipment.

Fleet Maintenance. The Fire Department is continually challenged with maintaining fleet repairs due to an ever-increasing demand for services and rough roads, especially with our transport ambulances. An excellent working relationship continues with the Petaluma School District and the mechanics at their repair facility as they maintain our fleet in top condition. The Department’s mechanics schedule repairs and keeping everything in ready-to-respond status, including annual testing of apparatus and equipment through pump tests, ground and aerial ladder testing and certification, hose testing, operational readiness, etc. New apparatus received this past fiscal year included a new fire engine, aerial ladder truck and Battalion Chief command unit. The older units being replaced will be transferred to reserve status with the expectation they will be surplus in the next fiscal year. The search for vehicle grants and consortium purchasing continues and remains a priority.

*This page intentionally left blank.*





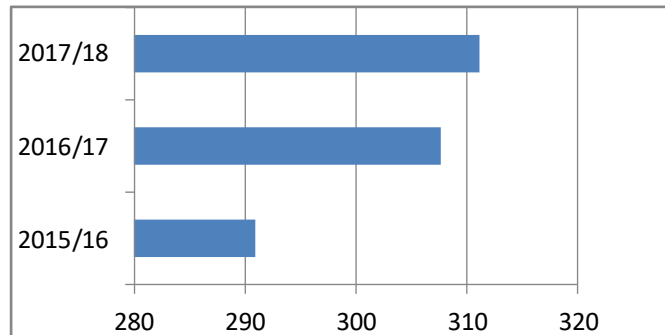
## HUMAN RESOURCES DEPARTMENT

In support of the City’s mission and Council Goals and Priorities, Human Resources partners with City and department leaders in meeting the goals, fulfilling the mandates of the organization, and maximizing the potential of our greatest asset – our employees.

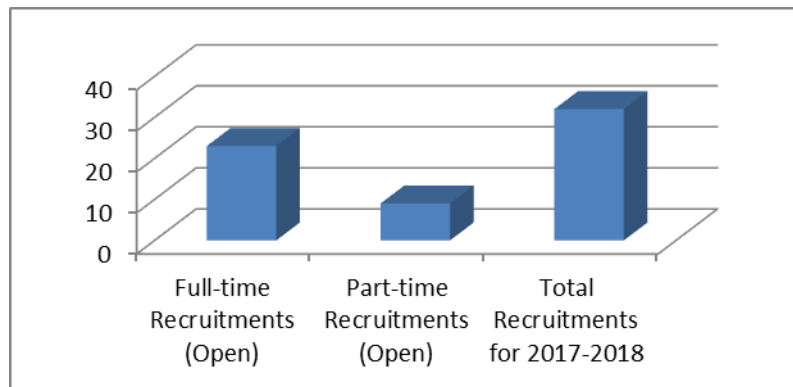
The focus of Human Resources is to attract, develop, and retain a qualified workforce for the City of Petaluma to ensure compliance with all local, state and federal regulations, and promote fair and equitable treatment in employment. We provide services in a wide range of areas, such as Recruitment and Assessment, Employment On-Boarding, Classification and Compensation, Employee and Labor Relations, Legal Compliance, Benefit Administration, Self-Insured Workers’ Compensation Program Management, Workplace Safety, Leave Administration, Policy Development, Performance Management, Personnel Records Management, Medical Accommodations, and Training and Organizational Development. The Department also manages the Risk Management functions for the City.

### Staffing

Number of Funded Positions - Adopted Budget



Recruitments – Full-time and Part-time Positions



Employment Appointments – Full-time

Department	Position	Type of Recruitment	
City Manager	Building Inspector I	Promotional	
Finance	Accounting Assistant II	Open	
	Finance Director	Promotional	
Fire	Assistant Fire Chief	Promotional	
	Firefighter/Paramedic	Promotional	
HR	Human Resources Analyst II	Open	
	Human Resources Analyst III	Open	
	HR Assistant I	Open	
IT	Information Technology Specialist II	Open	
Police	Police Officer Trainee (2)	Open/Promotional	
	Police Officer (6)	Open	
	Parking Enforcement Officer	Open	
	Public Safety Dispatcher (2)	Open/Promotional	
	Public Works and Utilities	Senior Engineering Technician	Promotional
		Street Maintenance Worker II	Promotional
		Utility Technician	Promotional
Street Maintenance Worker I		Open	
Utility Service Worker II (2)		Open	
Electrical Maintenance Worker II		Promotional	
Traffic Signal and Street Light Tech I		Promotional	
Facilities Maintenance Worker I	Promotional		
	Transit Marketing Coordinator - Limited Term	Open	
	Park Maintenance Worker II (2)	Promotional/Transfer	
	Traffic Signal and Street Light Tech II	Promotional	
	Transit Manager	Open	
	Laboratory Analyst	Open	
	Street Maintenance Worker III	Promotional	
	Engineering Technician I	Open	
	Assistant Utility System Operator	Promotional	
	Street Maintenance Worker I (2)	Open	
	Parks and Facilities Maintenance Manager	Open	
	Water Recycling Plant Operator in Training	Promotional	
Recreation	Secretary (2)	Open	
	Recreation Coordinator	Open	
Part-time	9	Open	

Employment Separations by Reason – Full-time

Reason for Separation	Number
Released during probation	4
Resignation	13
Retirement - Service	9
Retirement - Disability	2
<b>TOTAL Separations</b>	<b>28</b>

Employment Separations by Department and Position – Full-time

<b>Department</b>	<b>Position</b>
City Manager	Senior Planner
Finance	Finance Director
Fire	Firefighter
	Firefighter/Paramedic (2)
	Fire Engineer
HR	HR Analyst II
IT	Information Technology Specialist II
Police	Police Officer (5)
	Public Safety Dispatcher (2)
	Community Service Officer
	Administrative Assistant
	Police Officer Trainee
Public Works and Utilities	Electrical Maintenance Worker II
	Parks and Facilities Maintenance Manager
	Transit Manager
	Deputy Director of Public Works and Utilities
	Street Maintenance Worker I
	Water Recycling Plant Operator III
	Public Works Inspector II
Recreation	Secretary (2)
	Recreation Coordinator

Human Resource Department Streamlining

The implementation of NeoGov has improved efficiency, broadened the potential candidate pool, and has played a pivotal role in addressing the 14% increase in recruitments from last fiscal year. The Biddle Online Testing tool was also implemented, allowing applicants convenient computer-based testing. This online testing tool includes, but is not limited to, assessments which measure keyboarding, accounting, clerical skills as well as CritiCall, an online dispatcher/call-taker pre-employment testing software. These advances have significantly helped streamline the testing and screening processes, helping alleviate City resources spent on coordinating testing in-house.

Labor Negotiations

The City negotiated a Side Letter Agreement with the American Federation of State, County and Municipal Employees (AFSCME), Units 1, 2, and 3, and the Petaluma Professional and Mid-Managers Association (PPMMA) Units 4, 9, and 11 and closed negotiations on 2017 wage reopeners. Additionally, the City closed negotiations with AFSCME on the 2018 wage reopener by negotiating a successor Memorandum of Understanding (MOU). The City began negotiations with PPMMA for a 2018 wage reopener and with the Petaluma Public Safety Mid-Management Association (PPSMMA), Unit 10, for a successor MOU. The City continues its negotiating efforts to conclude a contract renewal for International Association of Fire Fighters (IAFF), Unit 7, and a 2017 wage reopener for Petaluma Officers' Association of Petaluma (POAP), Unit 6.

### Classification and Compensation

The City completed a total compensation study of the Police Officer classification for ongoing negotiations with the POAP, Unit 6. Additionally, the City studied total compensation for all AFSCME, Units 1, 2, and 3 represented positions for the 2018 wage reopener which concluded in a successor MOU. In preparation for upcoming contract renewal negotiations, the City worked jointly with PPSMMA, Unit 10, on completing compensation studies for all six positions. Through the Request for Proposal process, the City worked with AFSCME and PPMMA, Units 4, 9, and 11, on selecting Ralph Andersen and Associates to conduct a comprehensive classification and compensation study of all miscellaneous classifications.

### Health, Wellness and Safety

Benefits and Health Fair. On September 20, 2017, the City held its first annual Benefits and Health Fair. Twenty-eight providers/vendors participated, representing a wide range of employee benefits and local health services. They answered employee questions and provided materials and enrollment forms. Petaluma Police, Fire, and Environmental Services also participated and provided materials and give-a-ways on programs they provide to the community. The event was well attended by City employees and Human Resources received great feedback.

New Workers' Compensation Third Party Administrator . In March 2018, the City was notified by Redwood Empire Municipal Insurance Fund (REMIF), the Workers' Compensation Third Party Administrator (TPA) at the time, that they would no longer be providing TPA services. REMIF initiated an RFP to solicit bids from qualified vendors to select an alternate TPA for the cities they served.

The City selected Keenan and Associates to handle the administration of all Workers' Compensation claims effective May 1, 2018. The proposal from Keenan and Associates was a comprehensive solution which enhanced the prior Workers' Compensation claims handling process by streamlining submittals through an online portal. Comprehensive reports provided on a monthly, quarterly and annual basis as well as regular claims review meetings, will allow the City to observe trends and implement preventative measures to reduce injuries. Keenan offers a Managed Provider Network which has cut costs and ensured access to local specialists and medical experts. Additionally, the new relationship offers access to training, nurse case management, and a variety of safety program initiatives.

Safety Program. The City continued its commitment to ensuring the health and safety of its employees and the community by re-establishing its' Safety Program, and the Safety Committee was created comprised of representatives from each labor group. The following initiatives have been implemented during this fiscal year:

- Revised and distributed the Injury and Illness Prevention Program and Policy;
- Installed smoke and carbon monoxide detectors in offices in City Hall;
- Installed video surveillance cameras at City Hall, Petaluma Community Center, Ellis Creek Wastewater Treatment Facility, and Corporation Yard;
- Implemented the fire drill at City Hall;
- Conducted workplace violence prevention and awareness training for City employees;
- Created a *SafetyFirst* Newsletter; and
- Distributed *SafetyFirst* lanyards to City employees.

### Online Prevention of Harassment, Discrimination and Bullying Training

AB1825 requires all supervisory employees receive prevention of workplace harassment training at least once every two years. As of January 1, 2015, AB2053 requires anti-bullying training be included in this training. In addition, the Fair Employment and Housing Act requires all employees be informed of the organization's prevention of harassment and discrimination policy, examples of different types of harassment, and made aware of the organization's complaint process. Previously, managers and supervisors were mandated to take AB1825 compliant training online through the Clear Law Institute. With the expiration of the contract with this vendor, the City utilized ThinkHR through its relationship with Burnham Benefits, insurance broker, at no cost.

In addition to a robust training library, ThinkHR provided employees access to a more relevant and updated AB1825 compliant online training which better represents the demographics of today's workforce. Employees were able to take the training at their own pace according to their schedule. More so, the online solution has a built-in Learning Management System which records assignment and completion of training, allowing Human Resources to easily track and measure compliance Citywide. This training will be expanded to all City employees in FY18-19.

### Training

The following training courses were offered to City employees.

DATE	TOPIC
9/28/17	Workplace Bullying
9/28/17	Maximum Performance through Evaluation, Documentation, and Discipline
2/8/18	Public Sector Law Update
2/8/18	Risk Management for Supervisors
3/6/18	AB1825: Harassment Prevention Training for Managers and Supervisors
4/3/18 - 4/4/18	Managing Risks on Your Fire Services Operation - CJPRMA Training
5/1/18 – 5/2/18	Workplace Violence Prevention and Awareness Training
5/8/18	NIMS/SIMS Training
6/27/18	Risk Transfer/Additional Insured Training

### Workers' Compensation - Program Losses

Claim Period	Projected Ultimate Limited Losses	Workers' Comp Payroll (000)	Limited Loss Rate per \$100 of Payroll	Projected Ultimate Claims	Average Severity	Frequency (per \$1M of Payroll)
2015/16	\$1,541,290	\$28,983	5.32	51	\$30,221	1.76
2016/17	\$1,402,000	\$30,582	4.59	62	\$22,753	2.02
2017/18	\$1,477,000	\$31,938	4.63	61	\$19,877	1.90

Data was obtained from the City of Petaluma Actuarial Study of the Self-Insured Workers' Compensation Program as of October 4, 2017, prepared by Aon Risk Solutions.

Excess Insurance

<b>Item</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Insurance Limit	Statutory	Statutory	Statutory
Employer's Limit	\$2,000,000	\$2,000,000	\$2,000,000
Self-Retention	\$1,000,000	\$1,000,000	\$1,000,000
Annual Insurance Premium	\$151,745	\$168,491	\$168,491

RISK MANAGEMENT

The Risk Management Division is integrated into the Human Resources Department to provide a cohesive approach to risk management and risk avoidance.

Self-Insurance and Insurance Program Overview

The City of Petaluma is self-insured for the following coverages with the following Self-Insured Retentions (S.I.R.), sometimes referred to as a deductible:

<b>Major Areas of Insurance</b>	<b>City of Petaluma S.I.R.</b>	<b>Carrier/Broker</b>	<b>Limits</b>
3 <sup>rd</sup> Party General/Public Liability	\$500,000	California Joint Powers Risk Management Authority (CJPRMA) and AON	\$40 Million
Workers' Compensation	\$1,000,000	Marsh Brokerage	Statutory
1 <sup>st</sup> Party Property	\$25,000	CJPRMA and AON	Replacement Cost
1 <sup>st</sup> Party Auto	\$10,000 /Replacement Cost	CJPRMA and AON	\$10 Million

Other City Insurance Purchases

Other City insurances are obtained through the CJPRMA (a multi-city joint powers authority), which operates as a group-purchasing agent for the City of Petaluma. The coverage is placed through their insurance brokers – Marsh Risk Insurance, AON Risk Solutions, and Alliant Insurance Services, Inc. Other insurance coverage is purchased from insurance companies and brokers and include the following: Excess Commercial General Liability, Aviation Non-Owned Aircraft and Premises Liability, Hanger Keeper Liability, Special Event Liability, Marina Operations Liability, Marina Operations Umbrella, Underground Fuel Tank Liability, Fire Insurance, Auto Physical Damage, Boiler and Machinery, Excess Workers' Compensation, Government Crime, and the Petaluma Historical Library and Museum.

Special Projects and Consultation Services

Risk Management attended risk-related conferences, multiple seminars and training meetings to continue to implement best practices and current industry standards. Risk Management conducted trainings on risk transfer/additional insured, implemented one-on-one consultations on a variety of risk management issues, and updated staff on best policies and procedures. The trainings resulted in

better risk management communication as well as considerable savings for the City. Risk also offered individual risk management consulting sessions for specific issues.

#### Contract and Insurance Risk Transfer Program

This cost-effective risk contract and risk transfer program has been operating since 2001. Since its implementation, the Risk Management Division has reviewed and managed more than 8,000 agreements and special event permits. This has proven effective for the City in that Additional Insured Endorsements and other insurance documents are reviewed and approved prior to any work or special events commencing. Any claims arising out of these agreements and events are automatically tendered to other insurance carriers for handling, thereby avoiding unnecessary claims management and litigation fees/costs to the City. This has resulted in the tender of more than 175 claim transfers, which were successfully accepted by other insurance carriers, and resulted in approximate savings to the City of \$1,000,000 this fiscal year, and a total of close to \$11,000,000 since program inception.

#### Cost Recovery Program – Subrogation

Historically, the City was not successful in recovering monies owed from property damage by others who were either not identified or reluctant to pay. Risk Management has been able to persuade insurance companies that have denied benefits on specific claims to reconsider and grant coverage and benefits. Since the Subrogation Program began in April 2002, approximately \$3,000,000 has been collected for subrogation claims, recovered insurance company benefits, and court-restitution claims. For this fiscal year, the City recovered approximately \$80,000.00.

#### Litigation Program

Risk Management plays a pivotal role in managing litigated cases, and works collaboratively with the City Attorney's office, City departments, outside defense firms and excess carriers (if applicable) to impact global resolutions on litigated cases.

*This page intentionally left blank.*





## **POLICE DEPARTMENT**

### **ADMINISTRATION**

Police Administration consists of the Chief of Police, the Deputy Chief, one Administrative Assistant, and one part-time Management Analyst. In addition to the Chief's Department head duties, he also directly supervises the Deputy Chief and the Administrative Assistant. Many administrative duties and personnel functions are managed by the Administrative Assistant. The Deputy Chief's duties include Petaluma Policing, Public Relations, Employee Wellness and Safety, Policy and Oversight, Professional Standards, Risk Management, and Budget/Grants. She also directly supervises the Management Analyst and four lieutenants. The Management Analyst manages the police grants, the budget, federal acquisition programs, and manages other projects as needed by the Deputy Chief. Quarterly staff meetings and Department promotional events are managed by Administration. The Chief and Deputy Chief have authority over the Department's three divisions: Patrol Services Division, Special Services Division, and Support Services Division.

### **PATROL SERVICES DIVISION**

The Patrol Services Division is managed by two Lieutenants and is comprised of two platoons consisting of patrol officers who are individually assigned to three shifts on each platoon. Support staff includes a Community Service Officer, K-9 units, and volunteers. This system provides for 24/7 coverage, fulfilling requirements for minimum staffing levels.

#### **Patrol Services**

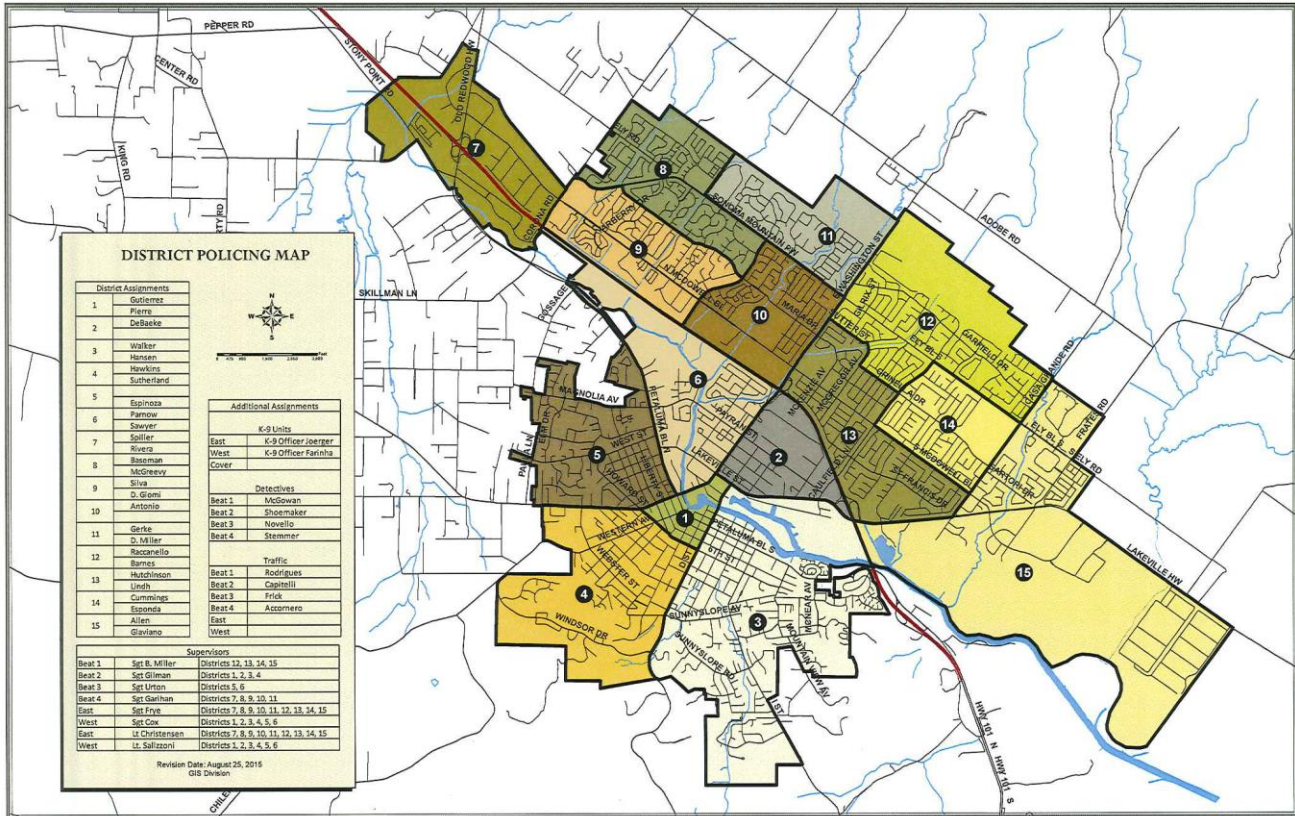
The Patrol Lieutenants are responsible for overall supervision of two platoons of officers who work three shifts covering seven days a week, twenty-four hours per day. Officers assigned to patrol work 11 hour shifts with work days alternating each week to provide uniform coverage. Nine hours of training every six weeks is built into the patrol schedule. Each shift is directly supervised by a Patrol Sergeant. Officers assigned to patrol hold a variety of collateral assignments that include gang experts, Field Training (FTO), Special Weapons and Tactics (SWAT), Hostage Negotiations Team (HNT), narcotics expertise, dual purpose motorcycle, drug influence experts, DUI expertise, K-9 assignments, and bicycle patrol.

The Department has allocated eight officers as field training officers who are specially selected and trained, and one is assigned to each individual patrol team. To provide the development of our staff and reduce overtime costs associated with meeting supervisory staffing needs during illness and other absences, the FTO's fill in as acting Sergeants in addition to providing all mandated full-time training to new officers-in-training. Two patrol officers are specially selected and trained as K-9 officers.

#### **District Policing**

As part of the Petaluma Policing Initiative, police officers are assigned to one of 15 smaller districts within the City. These assignments are designed to improve long-term communication and problem-solving within smaller, more manageable areas within the City. Police officers respond to

calls for service in all areas of the City and are not exclusively assigned to investigate all calls in their districts. Through communication with district residents, information sharing between officers, and information analysis, district officers will identify and coordinate problem-solving efforts within their districts.



Town Hall Meetings

The Department held eight Town Hall meetings this year to provide an opportunity for residents to interact directly with their district officers. Two meetings were held in each of the four “beats.” Residents are surveyed regarding their safety and crime concerns, providing officers with a better understanding of community priorities. During the meetings, officers have the opportunity to educate and update residents on efforts to improve safety and combat crime. The annual community-wide meeting hosted by the Chief was not held this year as he was attending the FBI National Academy in Quantico, Virginia.

Community Service Officers

The Department began the fiscal year with two community service officers (CSO’s) and one CSO vacancy. In March of 2018 the senior CSO transferred into the dispatch center as a full-time dispatcher. The other CSO retired in May of 2018. Two of the three CSO positions were created by freezing one police officer position for two years. That agreement expired at the end of the fiscal year leaving the Department with one CSO vacancy. This vacancy has been filled with the transfer of a parking enforcement officer who recently completed the field training program.

A CSO is not armed and has a different uniform from patrol officers, wearing a light blue uniform shirt. Additionally, an all-white vehicle is driven as opposed to a black and white patrol vehicle. CSO is assigned full-time to patrol and normally handles calls for service where no suspects are known and/or calls which are not in progress, such as vandalism, thefts, criminal damage to property/vehicles, private property traffic collisions, stolen vehicles and citizen assists. They also assist the patrol officers on calls requiring traffic control, witness interviews, and extensive evidence collection.

### **PETALUMA POLICING**

The Department provides professional police services through the Petaluma Policing Initiative. The success of the community rests in the success of residents, businesses, schools, churches, community organizations, social service providers and the success of the Department. It is only through collaboration and mutual respect among employees, residents, businesses and visitors that the Department can maintain and improve the quality of life that Petaluma enjoys.

A collaborative approach to what is called “**Petaluma Policing**” continues to be the foundation upon which we build the Department into the future. Implemented in FY 12/13, Petaluma Policing embraces and promotes the most effective 21<sup>st</sup> century policing practices. Based on principles of police legitimacy and procedural justice, Petaluma Policing represents a collaborative community approach to problem solving and policing by more closely connecting the Department to the community we serve. The Department builds public trust and legitimacy through outreach, social media, and community programs.

In FY17/18, the Department hosted a spring and fall Community Academy as well as a spring and summer Junior Police Camp. Additional outreach efforts included numerous Coffee with a Cop events, neighborhood meetings, beat and district town hall meetings, and crime prevention and awareness meetings. Special attention was given to address the senior community members who are often victimized by fraud, theft, and violence. In partnership with the Polly Klaas Foundation and the Sonoma County Human Trafficking Task Force, the Department hosted quarterly community meetings to discuss human trafficking in our community.

### **Professional Standards**

Professional standards are a critical and necessary function of any law enforcement agency to reinforce the importance of employing 21<sup>st</sup> century best community policing practices and strategies. Professional standards seek to support and enhance police legitimacy and procedural justice through training and the professional leadership development of staff. The following core principles of building trust and public confidence are emphasized by:

- Treating people with dignity and respect;
- Making decisions fairly, based on facts, not illegitimate factors such as race;
- Giving people “voice,” a chance to tell their side of the story; and
- Acting in a way that encourages community members to believe they will be treated with goodwill in the future.

### **Family Services**

Members of the Department who recognize how valued and respected their contributions are to the community need support. That support extends beyond the walls of the Department and the limits

of the City. Family members of employees are just as valued as the family member they share with us. Providing support services to employees and their families is a high priority for the Department.

### Grant Management

The Department continuously looks for grant opportunities to offset the cost of new police services, technology acquisitions, and specialized programs. The following table represents the status of active grants during FY 17/18.

#### Grants in FY 17/18

<b>Project</b>	<b>Grant Application Title</b>	<b>Agency Applied To</b>	<b>Amount of Funding</b>	<b>Local Share</b>	<b>Status on 6/30/2017</b>
X26P Tasers	Edward Byrne Memorial Grant FY17	Department of Justice	\$15,923	\$1,079	In Progress
X26P Tasers	Edward Byrne Memorial Grant FY18	Department of Justice	\$16,049	\$0	Application Submitted
Bulletproof Vests	BVP Partnership FY16	Department of Justice	\$7,856.88	\$7,856.88 (50% Match)	Completed
Bulletproof Vests	BVP Partnership FY17	Department of Justice	\$9,103.25	\$9103.25 (50% Match)	In Progress
Bulletproof Vests	BVP Partnership FY18	Department of Justice	\$14,143.50 (applied for)	\$14,143.50 (50% Match)	Application Submitted
Body-Worn Camera	Body-Worn Camera Policy/Implementation Program FY18	Department of Justice	\$ 39,190.59	\$39,190.59	Application Submitted
Homeless Outreach Services Team	Illegal Dump Site Cleanup	Cal Recycle	\$500,000	0	In Progress
VSAT Antennae and Mobile Radios for Command Vehicle	SHSGP FY16	Sonoma Co. / Homeland Security Grant	\$27,309.00- VSAT \$12,934.00- Mobile Radios	0	In Progress
Radio Upgrade Project	SHSGP FY17	Sonoma Co. / Homeland Security	\$40,000	0	Application Submitted
Dispatch console upgrades	S. Sonoma Co. Interoperable Communications System Upgrade- FY17	Bay Area UASI	\$31,971	\$117,115.32	In Progress

### SPECIAL SERVICES DIVISION

The Special Services Division is managed by a police Lieutenant and two police Sergeants and includes the Investigations Team, Traffic Team, Crisis Response Unit (SWAT and HNT), K-9 Unit, Gang Enforcement Team, Internal Affairs, Technology and Social Media, and Criminal Intelligence. It also includes detectives assigned to the Drug Enforcement Administration Task Force, the Sonoma County Auto Theft Task Force, the Northern California Computer Crimes Task Force, and one part-time contract employee (Victim Advocate).

#### Gang Enforcement Team

The Department operates a Gang Enforcement Team to address the ongoing problems of gang activity in the Petaluma area, which consists of patrol officers with specialized training in gang

enforcement. The Gang Enforcement Team is not a full-time specialized assignment, but is a collateral duty for team members. The Department utilizes significant gang intervention strategies to combat gangs in the community, and gang-related crimes are thoroughly investigated and prosecuted. The Gang Enforcement Team regularly partners with outside agencies to conduct targeted gang enforcement operations with the goal of reducing gang violence in Petaluma. This year the Gang Enforcement Team participated in regular countywide gang sweeps in joint operations with other law enforcement agencies and also participated in local and countywide probation sweeps. The overtime costs for these operations are made possible with state funding. Team members also attend monthly meetings with other agencies, including probation and parole services, then distribute that information, along with local investigations, to all Department personnel.


#### Police Canine Unit

The Department has two full-time K-9 teams who are assigned to the Patrol Services Division and respond to calls for service. K-9 teams participate in suspect searches and apprehensions, highway and parcel interdiction, missing persons and property, narcotics detection, and numerous presentations to schools and community groups. The 7<sup>th</sup> annual K-9 bowling tournament and fundraiser was held in August, which raised over \$7,200 with proceeds benefitting the Petaluma Police K-9 program. Our current K-9 teams consist of Officer Corie Joerger and her partner Basko, and Officer Art Farinha and his partner Jimmy.

In response to increased drug-related school suspensions, for the third year in a row, the K-9 officers have partnered with Petaluma City Schools to raise awareness and serve as a deterrent to drug activity on campus. The K-9 officers made presentations at assemblies, demonstrating the effectiveness of the K-9's, and made it clear they are available to respond at the request of school staff to assist in property searches. Under this program, the K-9's would not have any direct contact with students but would be available to search empty classrooms, hallways and locker areas at the request of school staff. For the second year in row, our K-9 teams have assisted the US Coast Guard Base-TRACEN with searches for narcotics on the base. The K-9 officers also assist other law enforcement agencies with narcotic investigations.

#### Social Media and Public Relations

To further our mission to build strong relationships and enhance community engagement with those we serve, social media is vitally important and provides an on-line conduit for the public to communicate directly with our Department. The social media connections listed below allow residents to write to us publicly or in private to share crime tips, seek advice, or provide feedback regarding our service.

 The Department issues news releases and community alerts through a service called Nixle. Nixle provides communities throughout the country with news and information that is both proximate and personally relevant, and provides information instantly over web, mobile and smart phone devices through email and text services. Examples of the messages released through Nixle include crime and safety information, traffic alerts, and announcements about community events. Nixle subscription services are free; to sign up and receive real time and current information from the Department, go to [www.Nixle.com](http://www.Nixle.com). Currently there are approximately 47,218 subscribers that receive our alerts.



## Nextdoor

Nextdoor is the free and private social network for neighborhoods, and in some ways facilitates on-line social media Neighborhood Watch. On Nextdoor, neighbors create private websites for their neighborhoods where they can ask questions, get to know one another, and exchange local advice and recommendations. Thousands of neighborhoods across the country are already using Nextdoor to find trustworthy local resources such as babysitters, plumbers, dentists, report suspicious activity and local crime, organize neighborhood events such as garage sales and block parties, get assistance in finding lost pets and missing packages, and sell or give away items. Nextdoor's mission is to use the power of technology to build stronger and safer neighborhoods. The inspiration behind Nextdoor was to give people a social network to connect them to one of the most important communities in their lives - the neighborhood. Nextdoor believes that when neighbors start talking, good things happen. The Department has a government account that allows us to connect the neighborhoods that have formed in Petaluma and use that connection to share information. Sharing of information with the public helps make Petaluma a safe place to live and work. Currently there are 16,149 members in Petaluma that have signed up for Nextdoor.

- The Department offers the **Petaluma Police Department App** which is a free downloadable mobile app for community members to report issues or concerns directly from their mobile devices. The app also allows users to submit photographs or video and provides access to useful links for community resources and crime prevention.
- The community can like us on **Facebook** – Petaluma Police Department. Currently we have 5,962 followers on Facebook. [www.facebook.com/PetalumaPoliceDepartment](http://www.facebook.com/PetalumaPoliceDepartment)
- The community can follow us on **Twitter** - @Petaluma\_Police. Currently we have 3,693 followers on Twitter. [www.twitter.com/@petaluma\\_police](http://www.twitter.com/@petaluma_police)
- The community can follow us on **Instagram** – @PetalumaPoliceDepartment. Currently we have 1,586 followers on Instagram. [www.instagram.com/PetalumaPoliceDepartment](http://www.instagram.com/PetalumaPoliceDepartment)

### Technology

Leveraging technology to work more efficiently, detect and deter crime, apprehend criminals, and communicate with those we serve is essential. Smart phones now bring technology to officers in the field along with mobile data computers. Body worn cameras were deployed in FY 14/15 and this technology has enhanced police services significantly and has strengthened community trust and transparency. The Department participates in the Sonoma County Public Safety Consortium which is planning on replacing the mobile computers in all the police vehicles along with a new countywide records management system. The City contributes approximately \$400,000 to the consortium annually. The Department has been working to institute our SMART Guardian project, which will give information that officers need faster than older electronic platforms.

### Investigations

The Investigations Team is responsible for the investigation of the most serious crimes committed within Petaluma. Such investigations are often lengthy, demanding, and require detectives to draw upon their work experience and significant specialized training. Detectives have received specialized training in the investigation of homicides, sexual assault, child abuse, elder abuse, human trafficking, fraud/identity theft, and other crimes which require a high level of training and experience. Detectives are also responsible for the registration and monitoring of all sex, arson, and drug registrants who reside in Petaluma.

During FY 17/18, the Investigations Team was staffed with one sergeant and three detectives for most of the fiscal year. The team was supported by a part-time evidence technician and a part-time victim's advocate, as well as a team of officers specially trained in crime scene investigation. The Drug Enforcement Administration Task Force officer, the Sonoma County Auto Theft Task Force officer, and the Northern California Computer Crimes Task Force officer are also assigned to the Investigations Team and provide local support as needed.

During the fiscal year, 277 cases were handled by the Investigations Team, a decrease of approximately 40 % over the previous year. There were 6 death investigations, of which 5 were determined to be criminal in nature. The unit also investigated 7 fatal-incident investigations, 3 of which occurred in Santa Rosa, 1 in Cloverdale, 1 at Sonoma State University and 2 in Petaluma. These are major investigations requiring multiple detectives to be assigned and take many months to investigate and document.

The following is a summary of cases that were assigned to or initiated by the Investigations Unit over the course of the fiscal year: 8 robberies; 19 burglaries; 10 cases of fraud, forgery/counterfeiting; 10 other thefts (mostly shoplifting); 31 sex crimes vs. minors/children; 2 human trafficking cases; 12 adult sexual assault cases; 8 other sex crimes vs. adults (mostly sexual battery); 53 cases of physical child abuse; 7 cases of elder abuse (physical and fiduciary); 8 domestic violence-related offenses (including restraining order violations); 2 stalking cases; 10 felony assaults; 65 death investigations (natural causes, accidental, suicides); 11 narcotics cases; 21 miscellaneous cases (gang/narcotics/arson registrants, unlawful attempts to purchase firearms, etc.).

Other duties included registering sex offenders living in Petaluma (currently numbering 75); reviewing "U-Visa" applications from immigrant victims of crime; providing training to patrol personnel on the investigation of domestic violence, elder abuse, child abuse, sexual assault, and property crimes.

#### Crime Scene Investigation (CSI) and Evidence Team

The CSI and Evidence Team are staffed by one part-time technician who is supervised by the Investigations Team Supervisor, and officers in patrol who are specially trained to process crime scenes. The evidence technician is supported by a community service officer who handles the collection of evidence as a secondary assignment. The primary function of this team is to collect and process evidence taken into police custody for criminal investigations. The vast majority of the workload consists of latent fingerprint removal and comparisons. The Evidence Team is available 24 hours a day, 7 days a week to conduct crime scene investigations for all crimes ranging from homicides to vehicle burglaries.

During FY 17/18, there were 98 criminal cases in which latent lift cards were submitted for review. A total of 347 lift cards connected to these cases were submitted for review, comparison and submittal to state and federal systems. Each lift card may contain several partial or fragmented latent finger or palm prints which need to be read and compared, resulting in thousands of comparisons.

#### Traffic Team

The Traffic Team includes motorcycle officers and a DUI officer who enforce traffic safety laws as well as parking and vehicle abatement laws. Team members are also charged with investigating fatal and major injury traffic collisions as well as the safe planning and execution of special events

throughout the year. The Traffic Team recognizes the impact fatal, injury, and property damage collisions have in our community and preventing them remains our highest public safety priority. While overall general collision reduction is a priority, the Traffic Team focuses enforcement on reducing collisions caused by impaired driving, distracted driving, and unsafe speed. To further reduce injury and death, occupant protection/safety belt use, bicycle, pedestrian, and motorcycle safety are also high enforcement priorities. Studies have shown the most effective way to change driving behavior and reduce fatal, injury, and property damage collisions is through the issuance of traffic enforcement citations. The Department’s Traffic Safety Program is based on a trusted and proven philosophy incorporating three main components known as the three “E” s:

- **Education:** Raising public awareness of traffic safety issues, laws and regulations in public meeting forums, school presentations, in-service officer trainings, and the news media. Other educational programs include the Every 15 Minutes Program, Alive at 25, Courage to Live, Bicycle Safety Rodeos, electronic speed radar signs, and other safety-related public service announcements.
- **Enforcement:** The Traffic Team employs numerous enforcement strategies such as high visibility patrol, moving and stationary radar, laser speed measuring devices, radar speed trailers, saturation patrols, Driving Under the Influence and Driver’s License checkpoints, DUI stakeouts, DUI and habitual offender warrant sweeps, court stings for repeat offenders, pedestrian crossing stings, red light enforcement, and bicycle enforcement.
- **Engineering:** Work in partnership with the City traffic engineers to make roadway design changes and improvements to ensure the safe and efficient flow of vehicle, bicycle, and pedestrian traffic. Traffic personnel handle all traffic-related calls for service including collision investigation, neighborhood traffic complaints, abandoned vehicle abatement, parking violations, and all special events involving pedestrian, bicycle, and vehicle traffic. Traffic personnel also work special enforcement operations on most major holiday weekends and special holiday DUI campaign periods.

Serious Traffic Offender Program

The Serious Traffic Offender Program (STOP) focuses specifically on impaired driving and manages the Department’s 30-Day Vehicle Impound Program. STOP is responsible for administering the Tow Franchise Agreement, tow vendor operations and investigations, post storage tow hearings, as well as coordinating special enforcement operations targeting impaired drivers and suspended and unlicensed drivers. Due to the redeployment of the officers assigned to the Traffic Team, the primary responsibilities of the STOP program were managed by the Traffic Team Sergeant.

Tow Service Program - Vehicles Stored and Impounded

Year	Impounded Vehicles	Stored Vehicles	Abandoned Vehicles	Vehicles Towed
FY 17/18	52	202	82	336*
FY 16/17	43	185	89	290*
FY 15/16	65	212	55	332*

\* The total does not include repossessions, owner requests and City vehicle tows.



Tow Service Cost Recovery Revenue

<b>Year</b>	<b>Administrative Tow Fee</b>	<b>Franchise Tow Fee</b>	<b>Abandoned Vehicle Abatement</b>	<b>Total Revenue</b>
FY 17/18	\$28,454	\$3,125	\$108,305	\$139,884
FY 16/17	\$30,777	\$4,190	\$96,284	\$131,251
FY 15/16	\$42,000	\$6,975	\$91,784	\$140,759

Parking Enforcement Team

The Parking Enforcement Team is staffed by two full-time parking enforcement officers (PEO) and one part-time PEO. The PEO’s are responsible for enforcement of the City’s Municipal Code regarding parking regulations, and a majority of their time is spent in the downtown business district.

Traffic and Parking Enforcement Citations

In FY 17/18, the Police Department issued a total of 5,558 traffic citations and 8,672 parking citations. Traffic citations increased 41%, from 3,494 the previous year. This increase was in part due to the traffic unit concentrating solely on enforcement and not dividing its attention between patrol and traffic as it did in FY 16/17. There was also an emphasis on utilizing OTS Grant Funds to maximize enforcement opportunities. Included in the traffic citations were moving or hazardous violations including speeding, red lights, stop sign, distracted driving, and pedestrian and bicycle violations. Parking citations increased 4%, from 8,237 the previous year. This is in part due to the part-time PEO position being filled during the majority of the year.

Traffic and Parking Citations

<b>Year</b>	<b>Moving Citations</b>	<b>Non-Moving Citations</b>	<b>Parking Citations</b>	<b>Total Citations</b>
FY 17/18	3,294	2,264	8,672	14,230
FY 16/17	1,653	1,841	8,237	11,731
FY 15/16	1759	698	6,195	8,653

Traffic and Parking Enforcement Revenue

<b>Year</b>	<b>Moving Citations</b>	<b>Parking Citations</b>	<b>Total Revenue</b>
FY 17/18	\$152,100	\$363,513	\$515,613
FY 16/17	\$126,641	\$386,726	\$513,367
FY 15/16	\$148,485	\$360,188	\$508,673

Collision Reduction Program

In FY 17/18, there were 771 traffic collisions. Injury collisions decreased 2%, from 236 the previous fiscal year to 230.

Traffic Collisions

Year	Total Traffic Collisions	Fatal	Injury	Hit & Run
FY 17/18	771	1	230	185
FY16/17	840	6	236	212
FY 15/16	807	0	257	193

Traffic Related Arrests

DUI arrests increased slightly in FY 17/18 from 292 in FY16/17 to 299. OTS grant-funded special enforcement operations have assisted with maintaining the number of DUI arrests made in FY 17/18. Without the grant funding the number would have been substantially lower. It remains a Department priority to send all officers to a 40 hour DUI enforcement school.

Year	DUI Drivers	Suspended Drivers	Unlicensed Drivers	Total Arrests
FY 17/18	299	94	42	435
FY 16/17	292	101	57	450
FY 15/16	242	197	149	588

FY 17/18 Traffic Safety Grant Awards

Grant	Total Award
OTS STEP PT18113 Grant (DUI, Bike, Ped, Distracted Driving)	\$140,000
<b>Total FY Grant Revenue</b>	<b>\$140,000</b>

All grants awarded by the California Office of Traffic Safety

The Traffic Team received one Selective Traffic Enforcement Program (STEP) Grant from the California Office of Traffic Safety in FY 17/18. The grant goals include reducing traffic collisions, increasing public awareness, and funding enforcement operations. Funds from the grant were also allocated for various pieces of equipment including hand-held radar units, a mounted radar unit, flashlights, traffic cones and educational materials. The grant paid for overtime to conduct DUI/DL Checkpoints, DUI Patrols, DUI Task Force Operations, and Habitual and Repeat DUI Offender Stakeout and Compliance Operations, and additional funding was provided for enforcement operations targeting motorcycle safety and distracted driving. The Traffic Team also conducted nighttime seatbelt enforcement operations from 9 PM to 3 AM which were provided for in the OTS Grant.

Abandoned Vehicle Abatement (AVA)

The Police Department receives numerous abandoned vehicle complaints every day and these calls directly affect the quality of life in our community. Many of the calls for service were previously handled by our CSOs, allowing patrol officers to spend more time on patrol and community policing.

The AVA officer targets abandoned vehicles and vehicles left parked on City streets for more than 72 hours. The Department receives approximately 100 calls for service a month regarding abandoned vehicles and the goal is to reduce the number of calls for service and increase

enforcement of abandoned vehicles. The AVA officer continues to focus on educating residents about the local laws and ordinances regarding vehicle abatements and concentrates on removing nuisance vehicles from City streets when education and advisements are not complied with. The assignment of a full time AVA officer has allowed the Police Department to be responsive to the community.

For FY17/18, there were 1385 voluntary abatements which is an increase from the previous year's 489. There were also 82 abatement tows representing a slight decrease from the previous year's 89 tows. The AVA program generated \$108,305 in revenue for FY 17/18 which is approximately 11% greater than the previous year's total of \$96,284. This program is funded solely by the revenue generated by the program and does not depend on General Fund resources.

### Special Event Management

During FY 17/18, the Special Operations Division managed multiple large-scale special events including the Butter and Egg Days Parade, Cinco De Mayo, Veterans Day Parade, Antique Fairs, 4th of July, Petaluma River Town Revival, Sonoma-Marin Fair, and the Cruisin' the Boulevard Car Show and Cruise event. The Police and Fire Departments collaborated on permitting requirements regarding traffic safety, medical safety and vendor safety requirements. These events bring thousands of people to Petaluma each year and require a great deal of planning and logistics to make the events successful. The number of special event permits and requests for police officers to work contracted overtime events was relatively unchanged during FY 17/18. The Police Department fielded approximately 65 applications for events and worked with other City departments including Public Works and the Finance Department in an attempt to streamline the permit application and payment process. This was accomplished by having the Police Department's Records Unit coordinate the permit and billing process.

## **SUPPORT SERVICES DIVISION**

The Support Services Division is managed by a police Lieutenant who supervises a police Sergeant, two civilian supervisors, and one training coordinator. The Support Services Division consists of Communications, Records, Human Relations, Facilities, Training, Personnel, Community Preservation, Community Education, Volunteers, and Equipment.

### Volunteer Program

Volunteers provide an opportunity for the Department to add value to existing programs and to offer support for the safety and well-being of the community. Utilizing multiple skillsets gained from their professional backgrounds, volunteers collaborate with law enforcement staff to fortify the infrastructure of the Department and provide community educational outreach to reduce service calls and crime. Addressing needs requested by the variety of disciplines within the Department (Code Enforcement, Dispatch, Traffic, Investigations, Records, Petaluma Policing), volunteers assist in every aspect (from clerical duties to traffic control at DUI check points) by providing support inside and outside of the organization. Additionally, volunteers act as Department liaisons and ambassadors in the business community to promote Petaluma Policing and improve communication and service to those we serve. Responding to the safety and/or educational concerns presented by citizens, the volunteer program has expanded to offer local businesses and schools with free workshops on Scam/Fraud Prevention, Human Trafficking Awareness, bike safety

and our Safe Return Alzheimer's registry. The volunteer program currently has 52 active members and includes community members, Community Police Academy graduates, reserve community service officers, chaplains, interns and high school students. During FY 17/18, Volunteers donated over 5,480 hours of service.

#### Reserve Community Service Officer Program

The Volunteer Program is anchored by the Department's long-established Reserve Community Service Officer (RCSO) program. The RCSO program is staffed with two civilian volunteers who have received specialized training in order to assist the Department with administrative and operational tasks. Their duties include handicapped parking enforcement, abandoned vehicle abatement, safety fairs, special event traffic control, courier and clerical duties including parking citation appeals. In FY17/18, the RCSO program alone donated 367 hours of service.

#### Internships

The Department established an Internship Program with Sonoma State University and Santa Rosa Junior College and students must complete an internship of 180 hours during their senior year in college. The Department provides a structured internship program, using the interns to enhance services and carry out tasks that would otherwise not be accomplished. In exchange, the students gain valuable work experience and complete their Internship graduation requirement. There are currently 6 interns who served 1,080 hours in FY 17/18.

#### Public Safety Chaplains

Public safety chaplains are ordained or licensed ministers from various denominations and faiths, are accredited members of the International Conference of Police Chaplains, and attend annual training seminars. Six volunteers participated in our chaplaincy program, and respond to provide emotional support and care to people traumatized by crimes, personal loss or accidents, at the request of law enforcement personnel. Chaplains are also available to support police officers, firefighters and their families. Chaplains wear white shirts with distinctive chaplain rockers over the Department uniform patch, and provided over 400 volunteer hours in FY17/18.

#### Equipment

The delivery of professional police services demands state of the art equipment maintained in good working order and always ready for deployment in a variety of situations. All police equipment maintenance, management control, and inventory are managed by this division with the exception of the police vehicle fleet. Vehicle fleet services are managed by a patrol Lieutenant. Some examples of the specialized equipment needed to deliver police services include firearms, Tasers, duty belts, uniforms, body cameras, riot equipment, keys, radios, chemical agents, laptops, cell phones, and cameras.

In recognition of the increased prevalence of active shooter/mass casualty incidents occurring nationwide, the Department purchased and issued supplemental steel body armor and ballistic helmets to all sworn personnel. This equipment will be vital toward helping officers respond to and survive active shooter/mass casualty incidents should they occur in Petaluma, as in most such incidents the suspects use assault rifles as their weapon of choice.

### Recruitment

Recruitment efforts utilize a variety of strategies to locate qualified candidates for vacant positions in the Department. We conduct recruitment seminars at all the local police training academies in Sonoma and Napa counties. In addition to the on-line system (Governmentjobs.com), the Department also recruits heavily within the community during bi-annual community town hall meetings and other public presentations, career seminars, and local vocational programs at local high schools. Additionally, several successful police officer candidates have been developed through our intern and police explorer programs. Once a viable and qualified candidate is identified, they are sent into a complete background investigation process. In FY17/18, the Department interviewed hundreds of applicants and passed 132 potential candidates.

### Background Investigations

The Background Investigations Team is staffed by two part-time employees, each of whom is retired from a career in law enforcement. The team uses a private background investigations group and a private polygraph contractor. The investigators are highly skilled, and their investigations are very thorough. Per state guidelines, background investigations are conducted on all public safety employees after applicants are successful in their written examination, oral interview, polygraph examination, the submission of a complete Personal History Statement with supporting documents, and a preliminary interview with a background investigator. In FY17/18, the team conducted background investigations on 46 police officer candidates that resulted in 12 officers being hired (26%). During the same time period, the team conducted 4 background investigations on professional staff members resulting in 2 staff members being hired (50%). Additionally, 36 volunteer backgrounds and 8 concealed weapons permit backgrounds were completed.

### Community Police Academy

The Community Police Academy is a 10-week course that provides community members with an inside view of the Department and its operations. The class meets once a week at the Department and spends one full day at the regional police academy in Windsor. The Academy provides interested community members a realistic look at police operations and the challenges faced by staff in delivering professional police services and encourages community/police interaction and collaboration. Normally presented once in the fall and again in the spring, the decision was made in FY 17/18 to suspend the Fall 2018 class due to current and anticipated staffing shortages.

### Spanish Language Community Police Academy

The Spanish Language Community Police Academy is a scaled down version of the 10-week community academy, and the curriculum described above is presented in Spanish.

### Junior Police Camp

Early engagement with our youth is key to our mission to develop relationships and build strong community trust. During this four day camp, officers and professional staff provide guidance, mentoring, and life skills for the youth of Petaluma who learn more about the Department. The camp is geared towards kids living in Petaluma, attending third through sixth grades, and is structured around teaching kids important life skills such as leadership, teamwork, and having a

winning attitude. The camp has become very popular and was held once in FY17/18, during the summer break from school. Since the camp began in 2012, we have built positive relationships with more than 500 local youth.

#### Coffee with a Cop

Coffee with a Cop was initiated during FY14/15 and has been held in several different locations around the City. The informal face-to-face contact between officers and those we serve improves relationships with our community, builds trust, and opens lines of communication between the public and the police. Coffee with a Cop is now done by the individual district officers.

#### DARE

The Department continued the DARE program this year by presenting the curriculum in eight schools throughout the greater Petaluma area. DARE Officers work their regularly assigned shifts and conduct DARE training on their days off on an overtime basis. During the year there were two officers teaching the curriculum to more than 450 sixth grade students who completed the lesson plans. This program is completely funded by donations from the McDowell Drug Task Force, Mentor Me, and the Petaluma Chapter of Realtors. The overwhelming support of teachers and parents helped to shape the program into the success that it is. The potential of this program remains limited due to reductions in the police budget, and during FY 17/18, the decision was made to suspend the program due to staffing shortages.

#### Neighborhood Preservation through Code Enforcement

The code enforcement function is an important part of neighborhood preservation, and is staffed with one neighborhood preservation coordinator on a full-time basis who works with other City employees to enforce the City's Municipal Code, Zoning Ordinance, and adopted building and safety codes. The codes primarily address public nuisances, zoning and land use regulations, and health and safety violations.

FY 17/18 saw an increase in cases opened and closed as a result of the on-going code enforcement volunteer position being filled with four volunteers and a rotating group of interns. A total of 704 cases were opened, of which 614 were closed for an 87% closure rate. During the previous FY, the closure rate was 61%. During FY 17/18, 118 administrative citations were issued. Additionally, the neighborhood preservation coordinator trained staff from Public Works, Water Conservation, the Building Department, and Fire Prevention to issue their own administrative citations.

In previous fiscal years, the neighborhood preservation coordinator would bring properties to the City Council for approval of placing special assessments on the property tax due to unpaid penalties and would use the Franchise Tax Board Intercept Program to help collect unpaid fines from violators. In FY 17/18, the neighborhood preservation coordinator was unable to keep up with deadlines pertaining to this process and was unable to seek special assessments because of increased work load. These duties will be taken over by a newly created revenue specialist position within the Finance Department who can devote full time attention to them.

### Design Review Committee

The Design Review Committee brings all of the City's disciplines together in one room to address new development projects within the City limits. Developers, home owners, and business owners receive feedback about their project with the hope that it helps a project move through design review with greater success and efficiency. The Department participates in this process and insures crime prevention through environmental design standards are met with new projects and insures compliance with licensed alcohol establishments and applicable laws.

### Mental Health

More than six years ago Petaluma police officers recognized the value of our mental health professionals in addressing the rising frequency of contacts with people suffering from mental health issues. The Department continues to host monthly meetings with mental health professionals and service providers to be sure those in the greatest need get the services and assistance to keep them from a crisis situation. We have partnered with Sonoma County Behavioral Health's Mobile Support Team (MST) who responds along with our officers to calls for service involving people suffering from mental health issues. MST staff is utilized two to three times per month on average (versus two to three times per day in previous fiscal years), due to staffing cutbacks at Sonoma County Behavioral Health.

### Homeless Outreach Services Team (HOST)

In January 2016, the Department launched its first HOST (Homeless Outreach Services Team) program with one full-time police officer dedicated to outreach and enforcement of the day-to-day issues that involve Petaluma's homeless community. In July 2017, an additional full-time officer was added to the HOST Team. HOST officers work hand in hand with COTS (Committee on the Shelterless), the Mary Isaak Center shelter and Santa Rosa Catholic Charities to bring outreach services to the homeless through daily contacts on the streets. HOST provides information on services available to assist individuals with homelessness, addiction, mental and physical health needs with the main goal of assisting them in getting off the streets.

Additional functions of the HOST officers include locating homeless encampments throughout town, enforcement of laws violated in those camps such as possession of controlled substances, possession of stolen property, trespassing, camping and littering and depositing of hazardous waste. Each camp is posted with a 72-hour notice to vacate, giving the resident ample time to gather personal belongings before the site is scheduled for cleanup.

In FY 17/18, 750 camps were posted "No Trespassing", 123 homeless camps were eliminated, and over 40 tons of waste was removed from illegal encampments, making the grand total (since the start of the HOST program) 156.4 tons of waste removed. Keeping these camps clear and free of waste and debris is an on-going daily effort to prevent recidivism.

The HOST Team continues to provide education through community meetings with residents at town hall meetings, surrounding law enforcement, businesses and landowners. HOST also provided education to our Community Academy, Leadership Petaluma, and local high school classes on homelessness and the environmental impacts illegal encampments have on the community and ecosystem.

In October 2017, HOST began utilizing a utility task vehicle (UTV) and trailer for camp clean-ups and enforcement. The UTV has allowed HOST to patrol areas inaccessible by standard means and was purchased with funds provided by the Ellis Creek Water Treatment Facility. This vehicle is owned by the City, as opposed to the rented vehicle used in previous fiscal years.

In November 2017, a flat bottom fishing boat was also purchased with funds from the Ellis Creek Water Treatment Facility. The boat aided HOST with reaching and abating illegal encampments located in hard to access areas along the banks of the Petaluma River, reducing the amount of debris making its way into the river and ultimately San Pablo Bay.

Communications Center

Dispatchers are often the first, and sometimes the only, contact the public has with the Department. Dispatchers are responsible for dispatching calls for service to field personnel, tracking the location of those units, and monitoring the safety of all personnel within 14.5 square miles. The dispatchers receive a variety of calls for service such as general questions regarding City services, civil disputes, and reporting emergency calls. In addition to answering phone calls and dispatching field personnel, dispatchers process field requests and registration checks on individuals and vehicles; request towing services; and enter vehicles, temporary restraining orders and missing persons into the California Law Enforcement Telecommunications System (CLETS). They also maintain records on restraining orders and local no-trespass authorizations, and data-enter traffic citations. The unit is responsible for non-emergency and 911 call-taking and dispatching for all police and after-hours for City government agencies within the City limits of Petaluma. As the Public Safety Answering Point, the unit receives all 911 and emergency calls for fire, ambulance and police services, however once the initial call is determined to be of a fire/ambulance nature only, the call is transferred to REDCOM for the dispatching of the appropriate resources.

In FY 17/18, the unit funded 10.5 dispatcher positions out of an authorized twelve. Within the fiscal year, dispatchers worked a total of 3,526 hours of overtime, which is a 66.6 % increase from the prior year. Part of this increase was attributed to staffing needs during the October 2017 wildfires which devastated parts of Sonoma County. Petaluma was a primary shelter location for over a week during that incident. Early 2018 also saw the departure of two full-time dispatchers. Within the fiscal year, a former dispatcher working as a community service officer returned to working as a dispatcher, and another full-time dispatcher was hired and placed in the training program. It is anticipated that the dispatcher trainee will complete training in Fall 2018. In addition to 911 calls, the Communications Center also received or made 109,348 calls on administrative lines, which is a 20.4% increase over last year.

Records Unit

The Records Unit is staffed by one full-time records supervisor, 4.5 full-time records assistants, and one full-time property technician in the Property and Evidence Unit.

Police Reports

<b>FY</b>	<b>Reports Processed</b>	<b>% Change</b>
17/18	6144	-4.4%
16/17	6426	-0.1%
15/16	6430	-3.9%



Records Assistants process all police reports and citations to prepare them for the Sonoma County Superior Court. They manage subpoenas, process towed vehicle releases, provide clearance letters and applicant Live Scan services, deliver crime data to the press, the Department of Justice and FBI, and issue taxi, solicitor, special event, and massage permits. The Unit fulfills report requests and Public Records Act requests from the District Attorney's Office, Public Defender's Office, Probation Department, Department of Justice, Victim/Witness Assistance Program, other governmental and law enforcement agencies, insurance companies, universities, and private individuals. The Records Unit is also responsible for staffing the Department's front desk and non-emergency telephone lines during business hours.

### Major Crime Reports

<b>FY</b>	<b>Homicide</b>	<b>Rape</b>	<b>Robbery</b>	<b>Aggravated Assault</b>	<b>Simple Assault</b>	<b>Burglary</b>	<b>Larceny</b>	<b>Auto Theft</b>	<b>Arson</b>	<b>Total</b>	<b>% Change</b>
17/18	2	29	37	97	316	171	729	99	8	1488	-14.6%
16/17	0	38	29	110	424	199	805	131	6	1742	-2.5%
15/16	1	34	32	93	379	202	940	101	4	1786	-10.2%

### Property and Evidence Unit

The primary functions of the Property and Evidence Unit are to preserve evidence taken into police custody, maintain accurate chain of custody records, provide evidence for use in court, and manage the transfer and disposition of all items. The property technician works closely with other law enforcement agencies, the District Attorney's office, and the courts to protect evidence integrity.

<b>FY</b>	<b>Phone Calls</b>	<b>% Change</b>	<b>Intake</b>	<b>Attorney Discovery Requests</b>	<b>Laboratory/ Investigator Review</b>	<b>Release/ Disposal</b>	<b>Total Items Processed</b>	<b>% Change</b>
17/18	2041	+11.0%	7287	836	332	3780	12,316	-21.9%
16/17	1839	+2.9%	9044	810	393	5532	15,779	+4.8%
15/16	1788	-17.4%	6673	964	430	6991	15,058	+10.1%

### Training

Training continues to be a high priority for the Department with a part-time employee fulfilling the position of training manager. The Department continues to be a leader in training employees as well as providing training for local allied agencies, and believes in the philosophy that the initial investment in training minimizes the risk of liability and claims against the City and enables the Department to meet or exceed legislative mandates. Over the fiscal year, the Department was successful in recovering \$55,102.91 of training costs through the California Peace Officer Standards and Training (POST) which was returned to the City's General Fund.

<b>Training Type</b>	<b>Total Hours</b>	<b>Training Percentage</b>
Basic Academy Training	2,360	15%
*Sworn Staff Training	12,099	79%
**Civilian Staff Training	868	6%
<b>Total</b>	<b>15,327</b>	<b>100%</b>

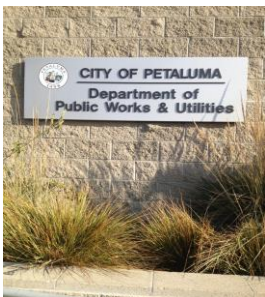
The Department continued with 9-hour training days every six weeks which is made possible by the 4/11-3/11 patrol shift schedule. Training days are divided into mandated and optional training and training is planned one year in advance. This schedule allows the Department to meet the requirements of perishable skills training as established by POST, and allows officers to be trained in Petaluma by in-house training personnel, substantially reducing training costs. Four of these training days were adjusted so police officers could focus with team efforts on neighborhood problems associated with the District Policing priorities.

During FY 17/18, the Department had eight trainees in the Field Training Program and spent 4,455 hours training them.

Training Summary Trends

<b>Fiscal Year</b>	<b>15/16</b>	<b>16/17</b>	<b>17/18</b>
POST Training Hours	4,760	4,192	6,711
Total Training Hours	12,477	12,114	15,327
POST Reimbursement	\$35,479	\$29,851*	\$55,102.91

\*additional pending distribution by POST



## **PUBLIC WORKS & UTILITIES DEPARTMENT**

The Public Works and Utilities Department is responsible for the operation and maintenance of, and planning improvements to, the City's public facilities including streets and traffic control; buildings and parks; airport and marinas; transit; flood control; water, wastewater, and storm water infrastructure; and resource conservation programs and environmental properties.

### **ADMINISTRATION**

Administration includes the director's office and serves as the liaison between Department staff, City Manager, and the City Council to ensure that Department activities and priorities align with the City Council goals. Administrative staff promotes accountability, collaboration, and sound fiscal oversight among the Department's various operating divisions.

#### Accomplishments

- Responded to 3,556 customer service request calls for Utility Operations and 2,372 for streets, traffic signals, streetlights, parks, LAD, and bridge openings.
- Fielded 5,928 phone inquiries.
- Prepared 94 staff reports for City Council.
- Provided administrative function for four City committees and commissions.

### **CAPITAL PROJECTS**

Capital Projects manages design, permitting, contracting, and construction of the infrastructure improvements to roads, bridges, water and wastewater facilities, trails and parks, public building facilities, drainage and flood control systems, airport, and marina. Led by the department's Assistant Director, the Capital Project team consists of project managers, engineers, inspectors, and technical staff that manage project budgets, design teams, and contractors, while collaborating with City user departments and funding agencies, and provide engineering expertise and technical support to other City departments. Division staff inspects private construction within the public right-of-way, improvements subject to the City's Storm Water Management Permit, and Capital Improvement (CIP) projects.

#### CIP Projects Completed or Substantially Completed

- Petaluma Boulevard North 12-inch Water Main Replacement (Lakeville Street to "B" Street) – C67401005
- Petaluma Transit Signal Priority – C65101807
- Petaluma Boulevard South Sewer Trunk Main – C66401314
- Capri Creek Re-Contouring and Terracing – C16301413
- Petaluma Community Sports Fields Restroom – C14501604
- Community Center Parking Lot Rehabilitation – C11501910
- LED Streetlight Retrofit – C16501412
- Recycled Water Main Extension – Sonoma Mountain Alignment – Project No. C66401415
- Stream Gauge Installation Alert 2 – C16301620

- Deer Creek Off-Site Improvements – C16101721
- Traffic Signal Infrastructure Replacement – C61601301
- TFCFA Traffic Signal Coordination – E16062012
- Keller Street Garage Light Retrofit – C11201709
- Crystal Lane and Edith Street Crosswalk Improvements – C16101827
- Ellis Creek Solids Upgrades – C66501305
- Downtown ADA Improvements Project – C16501602

#### Projects in Construction

- CNG Fueling Station Ellis Creek – CEC Grant – C66501518
- Ellis Creek High Strength Waste Facilities – C66401728
- Payran UST Site Remediation – E16082012
- Community Center Interior Renovation – C16201304
- Pavement Restoration 2017-2018 – C16101823
- Sewer Main Replacement 2017-2018
- D Street Bridge Improvements – C16101933
- Lakeville Highway at Pine View Way Channelization – Caltrans
- Remodel Fire Stations #2 and #3 – C00300405

#### Projects in Design

- Old Corona Road Caltrans Mitigation Project– C16301518
- Sewer Main Replacement 2018-2019
- Ellis Creek Bridge – C66101627
- Runway Electrical Improvements – C61501604
- Airport Monument Sign – C61501907
- Airport Security Gate Upgrades – C61501913
- Aviation Gas and Fuel Filter Upgrades – C61501912
- River Trail – North Water Street to Washington Street – C03200503
- River Trail – Highway 101 Crossing – C16101519
- Petaluma Community Sports Fields – Baseball Diamond – C14501607
- Denman Reach Phase 4 – C16301722
- Electric Vehicle Chargers – C11502015
- Tertiary Filtration System Expansion – C66401416
- Payran Lift Station Upgrade – C66501519
- Sewer Main Replacement 2018-2019 – C66401822
- Wilson-Webster Water Mains Replacement – C67401916
- Country Club and Victoria Pump Stations Improvements – C67401917
- Rainier Avenue Cross-Town Connector/ (C00501204)
- Caulfield Bridge (C1640184)

### **DEVELOPMENT ENGINEERING**

Led by the City Engineer, Development Engineering staff reviews, approves, and inspects engineering elements of private development projects to assure conformance to City policies, ordinances, resolutions, codes, and standards. Project elements include tentative maps, environmental impact reports, conditional use permits, certificates of compliance, and site plans that

relate to subdivision improvements, public improvements, plat maps, final parcel maps, and lot line adjustments and mergers. The City Engineer maintains the City's street design and construction standards; provides code enforcement and encroachment permits for work within the public right-of-way and public easements; issues transportation permits; serves as the Floodplain Administrator for the FEMA National Flood Insurance and Community Rating System Programs; coordinates the City's American Disability Act (ADA) Transition Plan; and oversees the private construction element of the City's Phase II Stormwater Program. Engineering staff reviews traffic impacts caused by traffic infrastructure improvements, and other public utility and road agency projects. Traffic signal and street light technicians operate and perform preventative maintenance on 50 traffic signals and over 5,000 street lights and respond to underground service alerts. The City Engineer staffs the Pedestrian and Bicycle Advisory Committee and participates in the Countywide Pedestrian and Bicycle Committee and the Sonoma-Marín Area Rail Transit (SMART) advisory committee.

#### Accomplishments

- Reviewed private development applications, including:
  - Davidon Homes Administrative Draft Environmental Impact Report
  - Sid Commons Administrative Draft Environmental Impact Report
  - North River Apartments
  - Riverfront Subdivision Phases II and III
  - Spring Hill School
  - Old Silk Mill
  - North River Apartments
  - Labcon Warehouse Addition
  - Alturas Apartments
  - Marina Apartments
  - Brody Subdivision
  - Woodridge Subdivision
  - Holly Heights Subdivision
  - Bodega Avenue Subdivision
  - Cader Lane Subdivision
  - Lands of Griffin Parcel Map
  - Lands of Syer Parcel Map
  - Lands of SSCOP Parcel Map
  
- Reviewed Final Maps and Public Improvement Plans, including:
  - The Oaks at Sunnyslope Subdivision
  - Riverfront Phases II and III (Comstock Homes) Subdivision
  - Brody Ranch Subdivision
  - Labcon Warehouse Addition and Frontage Improvements
  - Brewster's Garden
  - Lands of Bruce Frontage Improvements and Subdivision
  - Old Silk Mill
  - Petaluma Poultry Frontage Improvements
  - Alturas Apartments
  - Marina Apartments
  - 425 encroachment permits
  - 115 transportation permits

*Floodplain Administration*

- Completed A-99 flood zone annual report for the Payran area to the Federal Emergency Management Agency (FEMA).
- Received re-verification from FEMA of the City's Class 6 Designation in the Community Rating System, under the National Flood Insurance Program, which earns a 20 percent discount on flood insurance premiums to property owners within the floodplain.

*Inspection Services*

- Provided inspection services to private development construction sites, including Riverfront Subdivision Phases I and II; Keller Court Commons; Avila Ranch Subdivision; Brewster's Garden; McDowell Townhomes (North McDowell Blvd.), Maria Drive Apartments (Maria Drive); Addison Ranch Apartments; Brodie Ranch; Quarry Heights Subdivision; Avila Ranch Subdivision; Altura Apartments; Marina Apartments; and Petaluma Poultry.
- Provided inspection services for the Pacific Gas & Electric gas main work on Keller Court and throughout downtown.

*Traffic Engineering and Operations*

- Created 45 traffic engineering work orders.
- Pulled new wire to pathway lights at Hogwarts Circle.
- Completed traffic signal timing changes for Old Redwood Highway and East Washington Street corridors along with Citywide bus preemption.
- Reformed preventative maintenance of electrical systems for 40 traffic signals.
- Provided 107 call outs for repair and maintenance of traffic signals including 25 re-lamps.
- Repaired 339 streetlights 199 of which were conducted by City staff.
- Numbered and or renumbered approximately 198 street lights by Street staff.
- Conducted 518 USAs.

**ENVIRONMENTAL SERVICES DIVISION**

Led by the Environmental Services Manager, these units operate and maintain the Ellis Creek Water Recycling Facility (ECWRF), sewage pump stations, water quality laboratory, regulatory compliance services, water conservation programs, and environmental properties. ECWRF has an average dry weather capacity of 6.7 million gallons per day (mgd) and wet weather design capacity of 36 mgd, and treats domestic, commercial, and industrial wastewater generated in the City and in unincorporated Penngrove. Tertiary-treated recycled water is pumped to ranches, golf courses, vineyards, schools, City parks, landscape districts, and is used as non-potable process water at ECWRF.

Environmental Services staff manage the industrial pretreatment program, the pollution prevention program, water conservation program, stormwater program, treatment compliance at ECWRF, and compliance with nine state and federal programs related to water, wastewater, recycled water, air, hazardous waste, biosolids, and environmental laboratory in addition to the City's National Pollutant Discharge Elimination System (NPDES) permit. Treated wastewater is analyzed for over 100 chemical constituents and results are submitted monthly to the State regional water quality control board.

Environmental Services staff manages the Phase II Municipal Separate Storm Sewer Systems (MS4) General Permit for storm water and the Pollution Prevention Program, including public education and outreach. The Industrial Pretreatment Program and the Pollution Prevention Program are required by the City's NPDES permit, and include facility inspections, enforcement actions, penalties, and fines. The City's environmental properties, including wetlands permits at ECWRF, the Shollenberger dredge disposal site, and Denman Reach are managed by the division as is the Water Conservation program and Ordinance. Conservation is promoted through a variety of incentive and rebate programs, public outreach, workshops, and seminars.

### Accomplishments

#### *Environmental Services*

- The Environmental Services Supervisor served as the Vice Chair of the Bay Area Clean Water Agencies (BACWA) Permits Committee and the Environmental Services Manager served as Vice Chair of the BACWA Recycled Water Committee.
- The inspection program conducted 85 inspections of Significant Industrial Users, 52 inspections of Industrial Users, 205 inspections of restaurants, nine inspections of auto repair facilities, 12 inspections of dental offices, and 33 storm water inspections.
- In Water Conservation, there was an annual savings in FY 17/18 of 20.6 percent compared to 2013 potable water use.
- Water Conservation program provided rebates for 208 toilets and 74 high efficiency washing machines, conducted 437 Waterwise Housecalls, and investigated 16 water waste complaints.
- The Mulch Madness Program resulted in a total of 84,099 square feet of turf being converted to low water use landscapes.

#### *Plant Operations*

- Processed 1,874,000,000 gallons of wastewater equivalent to an average daily flow of 5.1 mgd.
- Delivered 1,770 acre-feet of tertiary recycled water, which is equivalent to 30.7 percent of plant flow. Recycled water use permits were issued to Leghorn Park, and Eagle Park.
- Processed 8,500 wet tons of biosolids.
- Responded to work orders for 178 corrective maintenance service items and 1,279 preventative maintenance items.

## OPERATIONS DIVISION

### Airport

The Petaluma Municipal Airport is staffed, including holidays and weekends, and records an average of 60,000 takeoffs and landings each year. Staff maintains and leases 161 aircraft storage hangars, 4 executive hangars, 22 private hangars, and 118 tie-down spaces for 220 locally based aircrafts. Two flight schools, two maintenance facilities, a restaurant, and other commercial businesses are located on the airfield. A self-serve fueling island provides 24 hours-a-day Avgas service; jet fuel is available by appointment. The airport coordinates federal and state grants along with local funding for capital improvements. The automated weather observation system and a ground communication outlet provide safety features important for aircraft.

### Marina and Turning Basin

The Petaluma Marina on the Petaluma River was constructed in 1991 and is configured for up to 182 boat slips. Division staff are responsible for safety protocols and procedures, enforcement of City rules and regulations, managing rental agreements, fuel sales, maintenance and repairs, janitorial service contract, security, and providing service to boaters.

The North Bay Rowers hold an annual Wine Country regatta using the Marina as the base of operations in October. Organizations using the Marina as a base are the Lokahi Outrigger Club, Sea Scouts, Compass Rose, Ship 1 of Petaluma, and the Friends of the Petaluma River. Due to the accumulation of silt at the Marina, the number of slips being occupied is declining. Current vacancy is 43 percent. The Sonoma County Sheriff's Department and Lakeville Fire Department keep emergency vessels at the Marina. The old harbormaster office has been rented to a private operator to generate additional revenue.

### Water and Street Operations

Field operations includes water crew, water operations, utility customer service, sewer crew, storm water crew, street crew, and sign and striping crew. The street crew perform pothole patching, trench repair, weed abatement within public rights-of-way, debris removal, and emergency response. Equipment Services maintains and repairs City vehicles and equipment, recommends purchasing and surplus of equipment, and monitors fueling operations at the Hopper Street Corporation yard. The sign and striping crew installs and maintains regulatory, directional, street, and special signs, and applies traffic markings for crosswalks, fog lines, lane lines, bike lanes, reflectors, painted curbs and yellow traffic buttons. The D Street Bridge is maintained and operated by the Street crew and is inspected and serviced monthly. There were 591 openings this year, which is down from previous years due to river silt buildup. Customer service representatives answer customer-billing inquiries, read over 20,079 water meters every month, coordinate field service orders, conduct water turn-ons and shut-offs, support the utility billing system, and perform minor meter and leak repairs. Customer service representatives, working closely with the Finance Department, investigate and resolve customer billing inquiries and assist in adding an average of 250 new water utility customers each year.

Potable water is purchased from the Sonoma County Water Agency and distributed to customers through nine pump stations, nine storage reservoirs with 11.1 million gallons of capacity, five pressure zones, and over 273 miles of pipeline. The Division also maintains and operates wells that can produce about 5 percent of the City's water demand. Water operations employees monitor and adjust pressure and flow of water to meet customer demands and are responsible for operation and maintenance of nineteen wells and related equipment, water pump stations, reservoirs, disinfection equipment, and chlorine sampling.

Water crews maintain and repair transmission and distribution pipelines, customer services and meters, and over 7,900 valves. Crews replace deteriorated water mains and services to improve fire flows and reduce leaks and manage cross connection control to protect water in compliance with state and federal regulations.

Storm water crews clear and maintain the storm water drainage system consisting of approximately 6,340 storm-drain catch basins, culverts, and open ditches to help prevent storm water from entering



the sewer collection system. Staff manages the flood alert system, and storm water pump stations located at Payran, Vallejo, and Wilson Streets monitor rainfall and river water levels within the Petaluma River watershed. The sewer collection system consists of more than 196 miles of sewer mains, and nine sewer pump stations. Sewer crews inspect pipes with remote control TV cameras, clean pipes using the high-pressure water jet vacuum truck, and reconstruct sewer lines and manholes.

### Accomplishments

#### *Airport*

- A prior loan was refinanced at a lower interest rate and an earlier pay off date.
- The Federal Aviation Administration grant award for the update to the Airport Layout Plan and the Airport Pavement Management Program Study.
- The occupancy rate for hangar rental reached 100 percent, bringing total aircraft on the field to 220.
- The terminal building was remodeled by volunteers from the Petaluma Area Pilots Association.

#### *Fleet and Vehicle Maintenance*

- Made 500 repairs and services to City vehicles; repaired 18 small equipment items.
- Serviced smaller equipment in-house, which saved money when compared to outsourcing.

#### *Marina and Turning Basin*

- Processed revenues from 242 visiting vessels, down from 325 the prior year due to silt accumulation.
- The Marina ended the year at 43 percent occupancy.

#### *Street Operations*

- Provided parking control during 29 events, including filming and parades.
- Overlaid approximately 0.40 lane miles of street, skin patched 12,342 LF, repaired approximately 2,048 potholes, completed 18 pavement dig-outs, using a total of approximately 2,481 tons of asphalt. Crack sealed 6 streets in preparation for annual pavement seal project.
- Painted 8,623 LF of curb, 35,124 LF of lane lines, installed over 3,334 lane markers, painted 151 stops and legends along with 52 crosswalks and 308 parking stalls, repaired or replaced 277 signs, and made 99 signs in-house.
- Repaired Marina docks, water lines, and landscaped around office.
- Installed 66 smoke detectors at City Hall for building maintenance.
- Responded to 229 emergency calls and trimmed 99 trees.
- Thinned and cleared City frontage.
- Removed and relocated bus stop enclosure.
- Mitigated 25 sidewalk areas.
- Repaired pedestrian bridge to Prince Park.

#### *Storm Water Operations*

- Cleared and flushed 2,400 linear feet of storm drain channels and ditches ahead of winter rains.
- Removed 80 cubic feet of debris.
- Cleared and cleaned 774 drain inlets and conducted over 1,300 inspections.

- Placed 15 storm drain markers.
- Cleared and cleaned 1,150 feet of open channel and ditch.
- Replaced or repaired drain inlets.

#### *Water Operations*

- Water purchased from the Sonoma County Water Agency increased from prior year's level of 7,272 acre-feet to 8,371 acre-feet.
- Water produced from local well supply decreased from 313 to 103 acre-feet.
- Performed 235,495 meter-readings.
- Prepared 3,556 work orders for consumer inquiries or complaints.
- Repaired 373 water main and service line leaks.
- Located and marked 1,884 water mains and or services under the Underground Service Alert program.
- Changed out 97 worn or broken meters under the automatic meter read replacement program.
- Tested and inspected 1,718 backflow prevention assemblies.
- Repaired 23 sewer mains.
- Installed 6 sewer main patches.
- Cleaned 37.25 miles of sewer main.
- TV'd 11.49 miles of sewer main.
- Extended recycled water mains to two landscape assessment districts.

### **PARKS AND FACILITIES MAINTENANCE**

Parks and Facilities Maintenance Division maintains and repairs City facilities, including HVAC, electrical and plumbing systems, minor remodeling and interior improvements, two pool mechanical systems and marina docks, and oversees contracted janitorial services for City facilities. Parks crews maintain nearly 100 sites Citywide including parks, several miles of medians, numerous pedestrian and bike paths, public landscaping, and open space totaling over 300 acres of which 113 acres are turf. The City arborist reviews tree selection and maintenance of City trees. Division staff oversees maintenance contracts for 47 landscape assessment districts and a newly formed community facilities district. Typical maintenance tasks include park cleanup, restroom cleaning, irrigation maintenance and repair, mowing, turf and ball field maintenance, pruning, fertilization, pest control, repairs due to vandalism, graffiti eradication, cleaning and repairing structures, tree maintenance, and coordinating volunteer park improvement projects.

The maintenance of 36 City-owned buildings, covering 409,450 square feet, is the responsibility of two building technicians who respond to emergency repairs and replace mechanical and electrical devices, air-conditioning, heaters, pumps, light fixtures, and electrical wiring. The staff oversees the security of City buildings and locksmith duties for door keys and locks.

#### **Accomplishments**

##### *Facilities*

- Major repairs to aging HVAC units at Petaluma Community Center and Fire Station Three.
- Completed major overhaul of the City Hall west wing pneumatic HVAC system, including new three-way valves and air actuators on all reheat coils and main air handler.
- Developed roof replacement plans for fire stations.

- Responded to hundreds of work orders from changing light bulbs to complex electrical and mechanical issues.
- Assisted in the development of CIP projects.
- Retrofitted indoor and outdoor lighting to LED when changing bulbs or ballasts.
- Completed yearly maintenance on the boiler and chiller at City Hall.

### *Parks*

- Coordinated volunteer activities including: Petaluma Garden Club pruned all roses in Wickersham Park; Eagle Scouts painted picnic tables at Eagle and McNear Parks and horseshoe pits at La Tercera Park; First Episcopal Church adopt-a-park project spread 20 yards of mulch under trees at Bond Park; Youth Commission volunteers painted picnic tables at Bond Park; Petaluma Wetland Alliance weed clearing at Alman Marsh and Shollenberger Park; Daily Acts spread 150 yards of mulch at City Hall, and the Petaluma Service Club Alliance planted and pruned at Walnut Park.
- Replaced the playground equipment at Arroyo Park.
- Coordinated with Pacific Gas & Electric for the removal of diseased trees and planting of 86 new trees on Sonoma Mt. Parkway median islands.
- Prepared Steamer Landing Park for the July 16 annual Rivertown Revival Festival.
- Re-plastered the tot swim pool at the Swim Center.
- Replaced old sand with fibar fall material in Anna's Meadows Park playground.
- Installed ADA compliant drinking fountain at Oak Hill Park.
- Performed 277 playground inspections.
- Replaced and repaired major irrigation pumps at Bond and Luchessi Parks.
- Supported the annual Arbor Day celebration at Steamer Landing Park with Cub Scouts and the Tree Advisory Committee.
- Spread 30 yards of top soil to fill cracks and holes on the Prince Park sport fields.
- Replaced broken equipment at playgrounds in Mannion Knoll and Leghorns Parks.
- Replaced lights in the Leghorns Park tennis courts and patched cracks in the McNear courts.
- Successfully converted three LADs (Kingsmill, Lennox, and Stratford), two parks (Eagle and Leghorn Parks) and three playfields (Sonoma Mountain Elementary, Kenilworth Junior High, and Corona Creek Elementary) to recycled water.
- Coordinated the removal of hazardous trees and trimming of trees within the parks.
- Coordinated with Rotary Club for planting 130 new trees in City parks.
- Groundbreaking event occurred for the start of the Miracle Field at Lucchesi Park.
- Coordinated with Daily Acts for installation of low-water use landscape at the City Library.
- All 32 light bulbs were replaced at the Lucchesi soccer field.

### **TRANSIT**

Under the direction of the Transit Manager, Petaluma Transit and Paratransit operations are managed by the Transit Division. All Petaluma Transit buses on six fixed routes are low-floor, fully ADA accessible and connect to major retailers, local secondary schools, hospitals, downtown and other area attractions. In FY 2016-17, the routes operated on 30, 60, and 75-minute headways weekdays from 6:15 AM to 8:30 PM, Saturdays from 7:30 AM to 8:30 PM, and Sundays from 8:30 AM to 5:30 PM, with limited service on several holidays and no service on New Year's Day, July 4, Thanksgiving, and Christmas. The Eastside Transit Center at Maria Drive next to the Washington Square Shopping Center, and Copeland Street Transit Mall are the busiest bus stops. Petaluma

Paratransit provided 16,019 door-to-door trips for people with disabilities last year and shares the same operating schedule as Petaluma Transit. Transit coordinates schedules and services with Golden Gate Transit, Sonoma County Transit, and SMART to assure that the regional transportation needs of Petaluma's residents are met. The Transit Division Manager staffs the Petaluma Transit Advisory Committee (TAC).

#### Accomplishments

- Provided 326,891 total rides, including 3,310,872 fixed routes and 16,019 paratransit rides. Overall ridership declined for the third consecutive year, following eight years of ridership increases. FY 2017-18 saw a 9.1 percent all-mode decrease, which includes a 9.2 percent loss in fixed route. This is consistent with regional transit ridership trends.
- During and after the October 2017 fires, Petaluma Transit coordinated with nearby transit operators in the affected areas for evacuation services; provided shuttles for 282 people between evacuation centers and shower facilities; made all transit service free of charge for one week; and provided hundreds of free passes to evacuees.
- Successfully completed FTA triennial audit without any findings of non-compliance.
- Executed a new operations and maintenance all-fixed-route and paratransit services contract with MV Transportation, Inc. for next five years.
- Provided free transit service during the Butter and Eggs Day Parade and Antique Show (April 28<sup>th</sup> and 29<sup>th</sup>, when ridership increased 10 percent over the prior year, continuing the increasing trend ridership for that weekend.
- Completed mid-year service changes in January 2018, adjusting the schedule to better serve SMART connections and improve connectivity between the two systems.
- Updated the 2018 Petaluma Paratransit Rider Guide in both English and Spanish.
- Organized the first ever City sponsored Bike-to-Work station at Lucchesi Park in conjunction with other City departments.
- Completed Phase III of the Transit Signal Priority Project on D St between Lakeville Street and Petaluma Blvd. North and Old Redwood Highway between Stony Point Road and Redwood Way.
- Continued the SRJC student pass program in conjunction with Sonoma County Transit and Santa Rosa City Bus.
- Provided the first ever school tripper bus service over summer session for Casa Grande High School.



## RECREATION SERVICES DEPARTMENT

---

Recreation Services plans, coordinates and implements recreation programs and classes for toddlers, youth, teens, adults and older adults. Included is the operation of the Petaluma Community Center, Kenilworth Recreation Center, Petaluma Swim Center, Cavanagh Pool, the Novak Senior Center at Lucchesi Park, and the Petaluma Historical Library and Museum. The Department is also responsible for planning and implementing community-wide special events, such as the 4<sup>th</sup> of July Fireworks display and the Movies in the Park event series as well as providing support to organizations hosting events in public parks and facilities including the Thanksgiving Turkey Trot. The Department also presents a wide array of recreation classes and provides a comprehensive adult sports program. The Parks Maintenance function was aligned with the Public Works & Utilities Department in fiscal year 2009-2010, nevertheless, communication, coordination and collaboration between the Recreation and Parks divisions are essential components in providing quality and seamless Parks and Recreation services. The Department continues to provide direct support to the Recreation, Music and Parks Commission, Senior Advisory Committee, the Petaluma Museum Association Board of Directors, the Youth Commission, and indirect support to the Tree Advisory Committee. As well, the Department is highly engaged in a variety of volunteer and partnership projects with several advocacy groups.

The Department continued its mission in 2017-18 to meet the current needs of its constituency while maintaining the community's infrastructure investment and planning for the future. As reflected in the various sections of this report, programming for pre-school through senior age groups continues to be visible and viable. The Department continues to be responsive to the recreation needs of the community through its efforts to respond to requests, anticipate needs, and by engaging advocacy groups with the support necessary to move projects and initiatives to fruition.

### ADMINISTRATION

The Assistant City Manager is assigned administrative oversight of the Recreation Services Department and is responsible for supervision of recreation programming, operation of the Senior Center, the Petaluma Community Center, Petaluma Historical Museum, Kenilworth Recreation Center and administration of contracts for pool management and operation of the Cavanagh Recreation Center. Duties also include direct and indirect support of the Recreation, Music and Parks Commission, Youth Commission, Senior Advisory Committee, the Petaluma Museum Association Board of Directors and the Tree Advisory Committee. Additional responsibility includes providing comprehensive leadership and supervision for Recreation staff, as well as identification and implementation of Department priorities including park acquisition and development. The Assistant City Manager also engages in partnerships with a variety of non-profit groups in support and development of park projects and programs, and coordinates as necessary with the Public Works' Parks Maintenance supervisor and staff.

There is no shortage of fledgling projects that are of high priority to various special interest and advocacy groups. While the City is not in a position to fund or in most cases even place a high priority on such projects, each of them possess a level of appeal to the broader community. The only method available to move these initiatives forward is through partnerships. Such partnerships require varying levels of complexity, depending on the uniqueness of the partnership and intended

outcome. Some of the 2017-2018 significant accomplishments and current partnership projects are described below.

### Partnerships

- Miracle League of North Bay. The Miracle League is a national non-profit organization with regional affiliates established to offer children with disabilities the opportunity to experience traditional Little League baseball. The City partnered with the now organized Miracle League of North Bay and entered into agreement for the construction and use of an adaptive baseball field and playground adjacent to the existing Petaluma American Little League fields located within Lucchesi Park.
- Cavanagh Recreation Center – Mentor Me Petaluma (MMP). Mentor Me Petaluma continues to make the facility available for the City’s existing users and for other community uses. As well, MMP will fund and undertake significant renovation of the building. The agreement preserves existing uses, enhances future uses, improves the facility, provides a home for MMP, and saves the City money.
- Petaluman’s Eradicating Graffiti (PEG). The Department continued to support its graffiti abatement partner PEG by providing supplies and coordinating work orders and requests for service.
- Petaluma Tennis Association (PTA). The City has partnered with the PTA on several site improvement projects at Leghorns Park, and has seen an increase in demand for suitable courts to accommodate organized play since the closure of the Petaluma Athletic Club.
- Other Partnership Projects. There are numerous other partnerships and projects in various stages of readiness or completion. These include partnerships with the Petaluma Small Craft Coalition on Floathouse development; Friends of the Petaluma River on a grant application and project for floating docks at McNear Peninsula; Petaluma City Schools and Aquaducks Swim Club on off-season pool operations; Petaluma Wetlands Alliance on a grant application and project; and Daily Acts, Petaluma Library and Public Works Water Conservation on a Demonstration and Education garden at Kenilworth Park.

### Other Highlights

- Petaluma Swim Center Improvements: The wading pool at the Petaluma Swim Center was resurfaced ahead of the Summer 2017 season. The Swim Center remained open during what had traditionally been designated as the offseason (November through April) in order to support high school swimming programs and community lap swimming.
- Expanded Recreation Services. New and expanded programs were implemented including the American Contract Bridge League and an art class for children. The pre-school program was expanded to include Afternoon Enrichment Programs specializing in Sports and Movement, Music and Art, and Cooking and Science.
- Improvements to Petaluma Community Center. Improvements at the Community Center included the resurfacing and re-striping of the main parking lot and replacing several concrete curbs and walkways with ADA compliant infrastructure.

- Petaluma Community Sports Field Restroom and Concession project was completed and opened to the public in the Spring.
- Design for the baseball facility at Petaluma Community Sports Fields was completed. The design was reviewed and recommended changes submitted to the consultant for final approval.

**ACTIVE AND SENIOR ADULTS**

While the primary facility is the Petaluma Senior Center, additional programs and classes for active and senior adults are held at Petaluma Community Center, Cavanagh Recreation Center, Kenilworth Recreation Center, Leghorns Park and other locations as the program demands. Participation in classes and programs remains strong as interest in all classes and programs continues to be strong.

<b>Attendance</b>	<b>Total</b>
2015/16	48,703
2016/17	32,724
2017/18	22,855

The Senior Center supports the widespread use of evidence-based health promotion as self-managed programs have been identified as a key strategy for improving health care and reducing health costs. The program will continue to be an educational resource for seniors in Petaluma and South Sonoma County.

The Santa Rosa Junior College adult education program has continued. New programs include expanded time for appointments for Legal Aid, mobility classes for better balance, fitness/exercise, Elder Protection, the Earl Baum Center for the Blind, Parkinson’s Support Group, Alzheimer Caregiving Support Group, flu shot clinics, and Age Well Drive Smart driving program through the California Highway Patrol, Memoir Writing class, and Mindful Meditation.

New programs and informational sessions continue to be developed monthly and are offered as volunteer instructional staff becomes available. Most of the Senior Center classes are free with instructional staff coming from Santa Rosa Jr. College and other local agencies.

The core groups of evening facility users are: Food Addicts, Narcotics Anonymous (six different groups), the Al-Anon, Mufon, Ham Radio, Peoples Bible Study, and the Quilters Group.

Guest speakers from community agencies give presentations, and AARP sponsors tax preparation. Staff continues to develop programs and share resources with non-profit providers such as the Petaluma People Services Center. Local grocery stores donate food weekly and the Redwood Empire Food Bank donates monthly.

The Senior Center hosts special events throughout the year which are open to both members and non-members. Business partners and local service clubs also volunteer to sponsor a majority of the events on site. Such events include the Mother’s Day Tea, , movie of the month, summer birthday celebrations, 4<sup>th</sup> of July Barbeque, Ice Cream Socials, and several national awareness days throughout the year. In addition to celebrating major holidays, special events are planned monthly and are included in the Senior Center newsletter.

## **AQUATICS**

Aquatics includes a comprehensive program of swimming lessons, fitness, aqua therapy, public recreation time and special interest classes at both the Petaluma Swim Center and the Cavanagh Pool. Both facilities are also available for rentals. The City of Petaluma contracts for aquatic management services and Forever's Aquatics manages all operations of the Petaluma Swim Center and the Cavanagh Pool.

SwimAmerica swim lessons are well supported by families, as parents see children learn skills and consistently progress through the various levels. The two pools offer specialty classes and programs to meet the needs of various populations including children, families, adults, and those in need of Aqua Therapy. Swim team practices and swim meets are hosted at the Petaluma Swim Center throughout the summer. Forever's Aquatics supports summer day camps and use by Boys and Girls Clubs and other local youth organizations. A very active contingent of lap swimmers also takes full advantage of lap swimming opportunities from 6:00 AM to closing.

Citizens for Cavanagh Pool, an advocacy group and partner of the City, remain ardent supporters of year-round aquatic opportunities at the Cavanagh Pool, which were successfully provided for the sixth consecutive winter in the form of aqua therapy and water exercise.

The Swim Center remained open through the Fall 2017 season to meet the demand of three local High School swim teams who would have otherwise been without a facility as a result of the Petaluma High School pool closing for renovations. Extending the season allowed for aquatics staff to continue to offer the lap swim program through the Fall months and was taken full advantage of by their users.

## **CAVANAGH RECREATION CENTER**

The City of Petaluma purchased the former Boys and Girls Club building in 1999 and commenced programming adult fitness programs, youth summer day camps, youth specialty sports camps along with adult open gym volleyball and basketball sessions. The Boys and Girls Club continued utilizing the Center for their basketball program during the months of December through March. Until three years ago, the Boys and Girls Club also conducted an afterschool program at the facility. The outdoor pool is an integral component of Cavanagh with programming on a year-round basis.

FY 2015-2016 marked the first full year that Mentor Me Petaluma occupied the facility, implementing extensive mentoring services from the site, and continues to make the facility available for departmental and community uses.

### **Cavanagh Recreation Center facility components include:**

- 20' x 60' Outdoor Pool
  - Instructional Programs
  - Recreational Programs
  - Fitness Programs

### **Gymnasium ("Sport-Court" Surface)**

- Basketball open gym for adults
- Volleyball open gym for adults
- Boys and Girls Club Youth Basketball



- CYO youth basketball practices
  - Department-sponsored youth sports camps
  - Senior exercise classes and senior adult table tennis
- Adult Open Gyms are scheduled for approximately fifteen hours per week.
  - Six week-long youth sports specialty camps are conducted during the year.
  - Boys and Girls Basketball programs are scheduled three to five days a week in the gymnasium from December through March.
  - CYO basketball schedules practices in the gym three days per week January – March.

**PETALUMA COMMUNITY CENTER**

The Petaluma Community Center serves as a location for many public, private and nonprofit events throughout the year and remains a popular and viable space for community gatherings. The services that are provided by Recreation staff are a critical component to retaining events and attracting ongoing renters. Recreation staff assists in the logistics planning for large events and helps coordinate solutions on-site to ensure events run smoothly. High use events include the Chamber of Commerce Business Expo, LumaCon, Scholastic Book Fair, Project Graduation, Pesticide Applicator’s Professional Association meeting, United Anglers of Casa Grande High School Fundraiser, High School graduations, Real Estate marketing and broker meetings, several religious gatherings, and the Sons of Italy’s fundraiser. Meeting rooms are routinely reserved for intergovernmental meetings, training sessions, and forums at the Community Center on a daily basis. In addition to community events and meetings, several recreation programs are hosted at the Community Center including personal enrichment and fitness classes, the Tiny Tots Preschool, Camp Sunshine, Kids Klub, and various other contracted camps. The Petaluma Community Center remains among the most visible and viable community gathering asset. The facility is well used, and deferred maintenance over the course of the last several years has created the need to plan for a phased approach to maintenance and repairs. Maintenance items undertaken in 2017-2018 included the replacement of the facilities original fire alarm system as well as the installation of seven interior and exterior security monitoring cameras.

Facility Rentals

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
Hours Rented	12,456	12,045	10,252
Permits Issued	608	622	697

Contract Classes

Core classes such as exercise, dance, judo, and youth tennis remain popular. One stop workshops, personal enrichment classes, and professional development seminars are popular because they offer skills and training in a short period of time. Participants receive notification of classes and times through the Activity Guide and online.

Class Registrations

<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
2,339	2,364	2,413

ADULT SPORTS

The Department offers fee-based sports programming utilizing the three Prince Park softball fields, the Casa Grande High School Gymnasium, and the Casa Grande lighted softball field. Youth and adult tennis instruction is conducted on the Lucchesi Park and Leghorns Park tennis courts.

Registered Participants

Basketball

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
Fall/Winter	10 teams 120 participants	10 teams 120 participants	6 teams 85 participants

Slow-Pitch Softball

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
Spring/Summer	43 teams 645 participants	45 teams 675 participants	42 teams 630 participants
City Tournament	450 participants	485 participants	435 participants
Fall	30 teams 450 participants	31 teams 465 participants	28 teams 420 participants
<b>Total</b>	<b>1,560 participants</b>	<b>1,545 participants</b>	<b>1,485 participants</b>

Field Scheduling

The Department schedules, coordinates, and processes field permits for the use of City and Waugh School Districts’ playing fields, and serves as a clearinghouse for Petaluma sports organizations and the general public in determining the availability of public playing fields. The addition of three synthetic multi-use fields at the Petaluma Community Sports fields in April of 2014 has drastically improved the opportunity to accommodate the growing number of resident youth teams in Petaluma. The Department continues to collect turf replacement fees by facilitating field reservations with adult and non-resident youth organizations. The opportunity to schedule recreation use during the wet season has become a very valuable community resource with the advent of expanded and increased demand for sports field use.

Special Events

The annual City fireworks show remains popular. The City partnered with Sonoma Media who provided funding, staff support, and live music entertainment for an estimated 3,500 spectators. Food vending options were available as well as kids’ activities and entertainment. Thousands of people watched the display from the Sonoma Marin Fairgrounds lawn area.

Week of the Young Child was celebrated with a concert by James K and the “Build It Big” Event. Several local preschools attended along with Tiny Tots students and other families in the community.

Additional special events included the Petaluma Turkey Trot fun-run held on Thanksgiving morning; a free, Swim America “Make a Splash” special event program with swim instruction, water safety orientation, recreation swimming and a BBQ; a revival of the formerly dormant Movies in the Park program resulting in two presentations at Lucchesi Park attended by more than 500 participants each; and six weekend tournaments utilizing the all-weather capabilities of the three multi-use athletic fields at the Petaluma Community Sports Fields facility.

**PETALUMA HISTORICAL LIBRARY AND MUSEUM**

The Museum is predominately staffed and operated by volunteers. The figures below do not include intern hours, volunteers working on special projects, textiles, artifacts, or monthly volunteer and board meetings. Total volunteer hours are as follows:

Volunteer Attendance

<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
6,332	6,687	5,521

Museum tours included various private tours provided to school groups, Leadership Petaluma, KOA, and others. In addition, there are Historic Downtown Walking Tours during the spring, summer, and fall.

The Museum held several exhibits throughout the year which were celebrated by both paying members and visitors alike. These monthly spectacles included showcasing artifacts portraying the Antique toy, El Dia de Los Muertos, 4<sup>th</sup> Annual Children’s Art exhibit, Black Athletes – challenges, triumphs, and impact on American Culture exhibit, Honoring Trailblazing Women in Labor and Business, A Call to Arms – WWI, and the Portraits of Petaluma Pioneers.

The Museum also hosted regular events some of which include monthly board meetings, volunteer meetings, Veterans Day Parade, annual July 4<sup>th</sup> Bell Ringing, Quilt Show, Heritage Homes Awards, author presentations, holiday concerts, annual Victorian Tea, and music recitals.

Visitor Attendance

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
July – September	2,013	2,679	3,314
October – December	4,498	3,107	3,526
January - March	2,183	2,277	2,255
April – June	1,939	2,549	2,055
<b>TOTAL</b>	<b>10,633</b>	<b>10,612</b>	<b>11,150</b>

**YOUTH SERVICES**

Tiny Tots Preschool

The Tiny Tots Pre-School Program is a nine-month program comprised of experienced, professional, and skilled teachers trained in Early Childhood Development, CPR, and First Aid.

A “Back to School Parent Orientation” was presented and included information pertaining to program requirements in order to assure a smooth transition to the new school year for both parents and children.

Tiny Tots is offered Tuesday, Wednesday, and Thursday from 8:30 AM until 12 noon at the Community Center. This program provides a safe, nurturing environment for children to grow and learn. Children are offered the opportunity to learn social skills, gain self-confidence, and form friendships. The program provides opportunities for children to engage in a wide variety of activities that promote the development of multiple skills including social, physical, emotional, and cognitive. The curriculum is designed to promote health, safety, and the well-being of each child including proper nutrition, exercise, and good safety practices and includes presentations by the Petaluma Police and Fire Departments, visits to the Petaluma Library, and picnics at some of Petaluma’s beautiful parks. Students and families have also participated in the Butter and Egg Days Parade.

KinderReady/Pre-KinderReady

Kinder Ready is offered Monday and Friday from 8:30 AM until 12 noon at the Community Center. The curriculum is specifically designed for children who will be entering Kindergarten or Transitional Kindergarten the following school year. The program offers integrated learning focused on children’s cognitive, physical, social and emotional development. The curriculum provides learning opportunities for language development, reasoning, science, math, fine and gross motor skills. Teachers will continue to develop the curriculum throughout the year to meet the needs of the children. Students work in whole-class and small groups with their teachers.

Attendance during the school year (Sept – May):

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
Tiny Tots	78	88	89
KinderReady	48	48	57

Afternoon Enrichment Programs

Afternoon Enrichment Programs are offered Monday-Friday 12-3:30 PM for children ages 3-5. Children are encouraged to experiment and learn in a fun, hands-on, creative environment. The Sports and Movement program teaches motor skills such as jumping, hopping, skipping, as well as the basic fundamentals of soccer, basketball, and baseball. The Music and Art program gives children the opportunity to explore different art mediums and musical instruments. The Cooking and Science program teaches children about nutrition and gives children the chance to help out in the kitchen. The science experiments stir their curiosity as they explore the natural world.

# of registered participants	<b>Sports &amp; Movement</b>	<b>Music &amp; Art</b>	<b>Cooking &amp; Science</b>
FY 15/16	32	33	19
FY 16/17	53	48	37
FY 17/18	27	36	23

Teeny Tiny Tots

Teeny Tiny Tots is offered Tuesday’s and Thursday’s 9:00 - 10:15 AM for children 18 months to 3 years of age. The program gives toddlers the chance to engage with other children in a safe, stimulating, and creative environment. The teacher conducts circle time, arts and crafts, singing, music, and games focused on enhancing motor development skills. A parent or adult must accompany the child to class.

	<b>FY 16/17</b>	<b>FY 17/18</b>
Teeny Tiny Tots	0 *	31

\*Teeny Tiny Tots was not offered in FY 16/17.

Lunch Bunch

Lunch Bunch provides children the opportunity to interact with friends and preschool teachers in an informal environment. Lunch Bunch is offered Monday through Friday from 12 to 1 PM. Children bring their lunch and enjoy free play under the supervision of their preschool teachers.

Summer Camps

Summer day camps held at the Petaluma Community Center continue to be very successful. Camp Sunshine (ages 3 through entering K) is held in the Preschool Classroom at the Community Center; Kids Klub (grades 1-3) is held in Craft Room 2 at the Petaluma Community Center and Camp K2 (grades 4-5) is held in Craft Room 1 at the Petaluma Community Center. The Explorers Camp (grades 6-8) is held at the Kenilworth Teen Center located by the Library.

The camps provide a supervised, structured environment with built-in play activities that promote good citizenship, social interactions, and fun. Campers are involved in theme-related activities that are planned specifically for their age group. Activities may include crafts, sports, swimming, guest presentations, and trips (i.e., Cal Skate, Oakland Zoo, Snoopy’s Home Ice, Walt Disney Family Museum, California Academy of Sciences, Aquarium by the Bay and Rebounderz). The day camps employed 13 seasonal recreation leaders, and 6 teachers.

	<b>FY 15/16</b>	<b>FY 16/17</b>	<b>FY 17/18</b>
Camp Sunshine	418	339	677
Kids Klub	722	584	653
Camp K2		241	458
Explorers (formerly K2)	166	90	0 *

\*Explorers FY 17/18 was not offered during the summer of 2018.