

A CITY THAT WORKS FOR EVERYONE

Ensure a fiscally and organizationally sustainable City that is innovative, efficient, provides valued services promptly and professionally, engages the community, and proactively funds, designs, installs and maintains City infrastructure that is safe, functional, and sustainable and serves the needs of our residents.

OBJECTIVE 1 – ENSURE A FISCALLY AND ORGANIZATIONALLY SUSTAINABLE CITY.		LEAD	ASSIST	STATUS
Workplan Items:				
1	Develop a fiscal sustainability plan with the community that balances City services with available revenues and integrates policies and identifies potential revenue sources that can ensure long-term financial health and effectiveness of the City.	FINANCE/CMO		IN PROGRESS: Fiscal and Org sustainability effort kicked off in November. Workshops completed on revenue, pensions etc.
2	Continue implementing strategies to reduce pension costs and unfunded liabilities.	FINANCE		ONGOING: Completed workshop, council directed that we continue on current path, summarize what we have done, and it is still ongoing
3	Develop a budget-in-brief to provide the City’s financial information in an understandable, accessible format.	FINANCE	EDOG	NEARLY COMPLETE: Drafted and will be rolled out with FY20-21 budget
4	Review and update the City’s Development Impact Fees where appropriate.	CMO/PLANNING	FINANCE/CAO	IN PROGRESS: Impact fees were updated to reflect CPI on July 1, 2019. Additionally, fee updates for ADUs were approved by City Council on January 6, 2020 to be consistent with new state law
5	Improve the responsiveness and efficacy of the City to its residents by examining potential changes and updates to the City Charter.	CAO/CMO	CMO	NOT YET INITIATED: Staff will outline a recommended process and identify resources needed to initiate.
6	Become a Helen Putnam Award of Excellence City.	CMO	EDOG	NOT YET INITIATED: Fiscal Year 20/21
7	Leverage local, regional, and state programs and resources to maximize city revenues.	PW&U/PD	FINANCE	ONGOING: Grant funding from various sources are continually being assessed for opportunities and when feasible, applications submitted. During FY 2019/20 grants were submitted for dredging, river trail expansion, parks improvements, trail/path maintenance, and multi-modal transportation improvements on City Streets. Grant applications recently awarded include \$550k for future bike, pedestrian, and transit improvements as well as nearly \$4m of State grant funds to expand tertiary treatment for recycled water, leveraging \$5.4M of wastewater funds. Other grants programed for capital projects totaling approximately \$2.6m are expected to be awarded during the Fiscal Year. Various other operating grants are also expected to be awarded for a variety of programs city-wide.
8	Recruit, hire, retain, and advance a workforce that is diverse, skilled, talented, and prepared to meet the demands of a full-service City.	HR	CMO	ONGOING: Since July 1, 2019 the City has hired 34 new employees with a variety of diverse talents, backgrounds, and experience. This includes success in specialized hires with 2 Mechanical Technicians to maintain and repair equipment at the Ellis Creek Water Recycling Facility. HR helped to create a City-wide Internship program working in the Transit and Wastewater Divisions and supported the Engineering Division to becoming fully staffed. In PD, HR continues to work with the department to attract lateral and new hires and in Fire we are currently interviewing both entry level and lateral candidates for Firefighter and Firefighter/Paramedic. We also engaged with the website www.careersingovernment.com to enhance our advertising and in turn our openings get posted on a variety of diverse websites across the web.
9	Develop an internship program with the SRJC and Sonoma State University.	HR/PD	CMO	IN PROGRESS: The police department currently has a robust internship program with both schools. The City is exploring a management internship program with the SSU MPA program for Fall 2020

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10	Make the City of Petaluma a model employer, and improve employee morale, productivity, and retention through leadership and professional development, workplace safety and wellness programs, encouraging creativity and innovation, and providing opportunities for connections between staff and the community, and celebrating staff successes.	HR/RISK	ALL DEPTS	IN PROGRESS: HR selected a new City-wide Employee Assistance Provider and a new mental health network provider. The City has also provided wellness programs through exercise incentives and wellness campaigns such as lwalk. There has also been City-wide recognition from the City managers office and the establishment of an annual holiday party. Attended City workplace security meetings. The Transit department has hosted emergency resiliency training for city and MV staff. Provided staff Training for Petaluma Transit & MV staff for on-site AED device and joined Petaluma Heart-Safe Community. There are also cross-departmental meetings between HR and City departments, called check-in meetings where HR will visit on-site staff who may not come down to City-hall.
11	Institute staff training programs to enhance staff expertise and advancement.	HR	CMO	IN PROGRESS: Staff trainings have increased and consist of best practices in line with a rollout of new updated policies. HR is working with department heads and managers to identify department specific professional development.
12	Host staff trainings in compliance with federal / state regulations including harassment prevention, wellness, safety and workplace security as well as other relevant staff trainings which will be identified through a needs-assessment.	HR	CMO	IN PROGRESS: Staff Training has already begun in the 2020 year with a series of “Lunch and Learn” session which will cover an array of Human Resources and Risk related trainings such as “SMART Goals” “Performance Management” and “Managing Difficult conversations”, to name a few. In addition to in-house Lunch and Learn training, HR and Risk will invite experts to discuss matters beneficial to managers and employees in subject areas all over the City employee workforce as well as retirement and financial counseling. Also establishing compolaince program training to comply with state and federal trainings that are mandtatory.
13	Establish a new employee orientation program.	HR	CMO	IN PROGRESS: City manager meets all new City employees. New employees receive direct one on one informational sessions on medical benefits, retirement, City policies, and department policies and is introduced to other City departments (both in person and HR sends out an introductory e-mail to all City staff. In 2020, supervisor and management specific training will be implemented to support managers and best practices.
OBJECTIVE 2 - PROVIDE CITY INFRASTRUCTURE THAT IS SAFE, SUSTAINABLE, MULTI-USE, EFFICIENT, INSPIRING CIVIC PRIDE.		LEAD	ASSIST	STATUS
Workplan Items:				
14	Identify funding options to complete Petaluma’s planned cross-town connectors.	PW&U/CMO		IN PROGRESS: Public Workshop held on September 23, 2019. Updated council and obtained direction to proceed on next steps in planning and design. Staff and consultants continuing on these next steps. Will look to schedule another cross town connector update when traffic analysis is completed in the next fiscal year (FY 21)
15	Identify funds and develop plan to improve Petaluma’s streets and roads.	PW&U		ONGOING: Presented mid-year, 5-year Pavement Mangement Plan to Council on January 6, 2020. Will bring SB1 Update to Council in March 2020, and provide additional update on Pavement infrastructue as part of Fiscal and Organizational Sustainability on March 7, 2020.
16	Complete the reconstruction of Maria Drive, Sonoma Mountain Parkway, and N. McDowell Blvd.	PW&U		IN PROGRESS: Sonoma Mountain Parkway was reconstructed and completed in late 2019. Maria Drive design will be completed in February with bidding and award in the spring with construction planned for the summer of 2020. N. McDowell Blvd is scheduled to be reconstructed in 2022.
17	Upgrade traffic signal management by re-establishing full-time traffic engineer position.	PW&U		COMPLETED: Council approved resolution 2019-219, reestablishing the Traffic Engineer position. After and in house promotional opportunity solicitation, a traffic engineer was selected in house and started November 4, 2019.

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18	Establish and improve paths, as useful transportation options, and make walking and biking easy, fun and safe.	PW&U		ONGOING: significant work begun on this item including: planning work has begun in beginning to update the City's bicycle and pedestrian plan; preliminary design work on the Lynch Creek trial; initiating bike path wayfinding signage contract; concrete repairs are being made to some path and bikeways; Petaluma Boulevard South Road Diet design was reviewed by PBAC and Council with final design incorporating Class IV and Class II bike lanes; submitted Recreational Trails and Greenways grant application to California Natural Resouces Agency for \$2.15 million for a River Trail connector under Highway 101.
19	Implement community bike share system and explore other multi-modal transportation offerings.	PW&U		IN PROGRESS: Transit manager and City Engineer are working to implement Citywide bike share program working in conjunction with SCTA. SCTA awarded the bikeshare contract to vendor in February 2020. Partnership agreement between City and SCTA currently being drafted.
20	Better integrate multi-modal transportation with street designs.	PW&U	EDOG	ONGOING: Recent actions included, multi-modal transportation being incorporated in the reconstruction of Sonoma Mountain Parkway, with re-establishing class II bikelanes, painting 'green' cycle tracks in heavy traffic intersections, upgrading traffic signal detection, and installing 19 curb ramps along the route; numerous development projects in planning and construction stages with multi-modal transportation aspects incorporated into the projects; the planning and ongoing design of the road diet on Petaluma Boulevard South incorporating bike, pedestrian and transit improvements into the project; obtaining a ~\$600k grant for multi-modal transportation improvements on N. McDowell Boulevard to be completed in conjunction with the reconstruction of the roadway in 2022; and creating City-wide bus stop inventory as first step towards creating bus stop capital improvement priority list.
21	Create a more efficient corporation yard at Hopper Street, including addressing the decommissioning of the existing water plant facilities and integrate uses including the adjacent COTS and Animal Shelter facilities.	PW&U/CMO		IN PROGRESS: A consultant was hired to complete a master plan for the Corporation Yard; a draft plan is expected by April 2020.
22	Complete the second SMART station at Corona.	CMO/PLANNING	CAO	IN PROGRESS: Actively working with SMART and Lomas Properties LLC on the Corona Station Residential Project and related Downtown Hines property to meet SMART deadlines for Corona Station construction following construction of Windsor station.
23	Expand transit service on primary corridors.	PW&U		COMPLETED & ONGOING: Provided additional weekday nighttime service on primary corridors including Washington Street (route 11) and N. McDowell Blvd (route 2). Provided additional trips on school tripper service to Kenilworth Junior High School and Casa Grande High school to relieve bus overloads and help ease congestion near schools at peak times. Provided expanded weekday service on routes 24 (Lakeville) and 10 (Petaluma Blvd N).
24	Provide additional real-time schedule information and infrastructure for Petaluma Transit.	PW&U		IN PROGRESS: Participated in joint RFP with Marin Transit and Santa Rosa City Bus for providing real-time transit signs at bus stop. Contract is currently being finalized.
25	Inventory and promote all road paving and reconstruction projects with funding sources and dates of completion, made in the last five years.	PW&U		COMPLETED: This information was presented at Pavement Managemen Plan Council Workshop on January 6, 2020, and is posted on the City's website. IS OUR LIST OF INVESTMENTS ON ITS OWN WEBPAGE (OUTSIDE OF THE COUNCIL ITEM?)
26	Update the City's Bicycle and Pedestrian plan and realize opportunities for crosstown connections for all modes of transportation.	PW&U/PLANNING		IN PROGRESS: Planning work has begun to update the City's bicycle and pedestrian plan, a preliminary outline of the plan and estimated timeline was presented to PBAC in February. The updated plan is expected to be completed by the end of 2021.

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27	Encourage transit use through expanded service, pass programs, partnerships, and promotion.	PW&U		COMPLETED: Provided free transit service during major community events/parades including: Butter & Eggs Days, Antique Festival, Rivertown Revival, Veteran’s Day, Art & Garden Fair. Participated in community parades on Butter & Eggs and Veteran’s Day; parades. Provided free fixed route transit service during the impacts of the Kincaid Fire. Assisted nearby communities in helping to evacuate Sonoma County residents during fire using transit vehicles & drivers. Provided ten days of free transit service to the community. Created new program to provide free access to Petaluma Transit for all City employees. Continued SRJC College Pass program in conjunction with the university and other nearby transit operators. Completed Transit Integration Efficiency Study in conjunction with Santa Rosa City Bus and Sonoma County Transit. Made bus stop improvements to Casa Grande High School and Kenilworth Junior High School in funding partnership with Petaluma City Schools.
28	Consider a program to make some downtown streets pedestrian-only.	PW&U		IN PROGRESS: A presentation was made to PBAC on January 7, 2020, introducing the idea to the committee and a pilot one-day event. Crosstown connector workshop held at City Council on September 23, 2019. Ongoing effort to evaluate opportunities for crosstown connections as part of development applications, with particular emphasis on the improvement to the Lynch Creek trail as a ped/bike crosstown connection.
OBJECTIVE 3 - MAXIMIZE ALL OPPORTUNITIES TO BE TRANSPARENT, EFFECTIVELY INFORM, AND MEANINGFULLY ENGAGE OUR COMMUNITY THROUGH INNOVATION, ACCESSIBILITY, AND EXCELLENT CUSTOMER SERVICE.		LEAD	ASSIST	STATUS
Workplan Items:				
29	Establish a centralized, citywide community engagement and communications program that emphasizes two-way, ongoing communications and robust community engagement.	EDOG	CMO	COMPLETED: Established a centralized and dedicated communications department that manages and assists departments with outreach, training, and resources for improved community engagement.
30	Engage and support all City committees and commissions, allowing opportunities to cross-pollinate with each other and to better integrate and provide recommendations for improved City decision-making.	CLERK/CMO	CAO	IN PROGRESS: Created and facilitated City Bikeshare Subcommittee of Transit and Bike/Pedestrian Advisory Committees. Council and Planning Commission held a joint workshop to discuss reach codes; In FY20-21, Clerk's office to provide training to staff liaisons re: Brown Act, agenda planning, etc. Citywide information is regularly disseminated to all CCBs. CMO office to plan a mixer for CCBs
31	Provide post-meeting summaries of all City Council and Planning Commission meetings and promote on all City communication platforms.	CLERK/PLANNING	EDOG	NEARLY COMPLETE: Developed template for recap of Council & Planning Commission meetings for the public.
32	Coordinate and enhance cross-departmental social media collaboration.	EDOG		COMPLETED: Created a citywide social media team; conducted an audit of all communication channels, and developed a social media calendar for citywide information
33	Develop and publish public record request guidelines on City website.	CAO/CLERK		COMPLETED: Guidelines for making public records requests, and the form with which to do so, are now available on the City’s website.
34	Promote outreach, inclusion, and involvement of Petaluma’s diverse communities through expanded translation and interpretation services in City information and programs, recruitment strategies, and developing leadership opportunities.	EDOG/HR	CLERK	IN PROGRESS: new website has translation capability; City is setting standards for bilingual communications in all City channels including newsletters, correspondence, meetings, etc.

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OBJETIVE 4 - IMPLEMENT TECHNOLOGY INITIATIVES TO IMPROVE THE ACCESSIBILITY, EFFICIENCY AND EFFECTIVENESS OF CITY OPERATIONS, PROVIDE THE HIGHEST LEVEL OF CUSTOMER SERVICE, AND MAKE THE CITY THE PRIMARY SOURCE FOR CITY INFORMATION.		LEAD	ASSIST	STATUS
Workplan Items:				
35	Develop a citywide IT Masterplan that identifies and prioritizes City technology needs, funding, and implementation strategies.	EDOG		COMPLETED: The IT Master Plan is drafted and under review for presentation to City Council in March.
36	Implement an online permitting system.	EDOG/PLANNING/BLDG		IN PROGRESS: Contract approved by City Council on 1/27/20. Final contract negotiations underway. Implementation to begin in June of 2020.
37	Implement agenda management software system.	CLERK/EDOG		IN PROGRESS: Peak agenda management software purchased. System is currently being configure to match Petaluma's workflow. Training scheduled in February. Dry run of agenda review scheduled for the April 13 meeting City Council meeting.
38	Complete the roll-out of an updated City website that creates a more user-friendly, accessible, and interactive information resource and online experience for the community.	EDOG		COMPLETED: new website launched Dec 9, 2019; updates and improvements are ongoing
39	Leverage technology to improve efficiency including improved use of meeting and conferencing technologies.	EDOG		ONGOING: Most conference rooms, and City Council Chambers, have been updated with digital screens and screen beam to connect laptops to the screen. A shared scheduling calendar was implemented to allow staff to schedule meeting rooms directly.
40	Enhance mobile technology to increase efficiency of field staff.	EDOG		IN PROGRESS: Completed contract for new online permitting system that will allow for field inspections. Computer replacement program will provide laptops to employees needing mobility.
41	Encourage the expansion of internet fiber by carriers to provide access to our community.	EDOG	PW&U	IN PROGRESS: Working with carriers to find ways to expand fiber thoughtout Petaluma. Also, working with Sonic to leverage their fiber installation along the SMART rail cooridor to improve fiber availability throughout Petaluma.

OUR ENVIRONMENTAL LEGACY

Preserve and protect Petaluma’s environment for future generations and become a municipal leader in sustainability by protecting our river and open space, reducing and drawing down greenhouse gas emissions, and encouraging sustainable development.

OBJECTIVE 1 - PRESERVE AND PROTECT PETALUMA’S ENVIRONMENT WITH SMART AND EFFICIENT USE OF RESOURCES.		LEAD	ASSIST	STATUS
Workplan Items:				
42	Find ways for City operations to reduce greenhouse gas emissions, conserve water, decrease waste, and minimize use of fossil fuels and investigate and pursue options for carbon sequestration.	CMO/PW&U		ONGOING: This will be a long term goal, with significant guidance expected from the efforts of the Climate Action Commission; however actions are being taken to replace older vehicles and equipment with new vehicles and equipment that meets latest CARB requirements as well as looking for opportunities to go beyond requirements, including purchasing of electric vehicles, electric bikes for staff use, installing electric vehicle chargers, installing solar panels at four city facilities, completing the biomass to biofuel project; investigating more sustainable methods for reuse of biosolids produced as a byproduct of wastewater treatment; continuing projects to increase the capacity and distribution of recycled water; completing innovative full depth asphalt recycling method in major road reconstruction projects such as Sonoma Mountain Parkway and Maria Drive, converting over 100 streetlights in downtown area to LED; Purchased electric pool car for transit and installed vehicle charger; converted all light bulbs at the Petaluma Transit Facility to LED.
43	Consider adopting energy codes that exceed current requirements.	BLDG/PLANNING	CAO	IN PROGRESS: City Council adopted triennial code updates and including increase to CalGreen Tier 2. All electric requirements in process and to return to City Council in first quarter 2020.
44	Consider and move forward to adopt City’s participation in Sonoma Clean Power’s EverGreen program.	PW&U	FINANCE	IN PROGRESS: City Council discussed bringing this item back at the end of 2020 due to cost
45	Consider requiring new development to participate in Sonoma Clean Power’s EverGreen program.	PLANNING	CAO	COMPLETED: city does not have the authority to require private consumers to opt into the specific utility option. Consistent with intent to have more of Petaluma users opt into Evergreen, a condition has been developed to encourage applicants to do so as part of discretionary approvals.
46	Establish and promote a citywide sustainability program leading with exemplary environmental practices.	CMO/PW&U		IN PROGRESS: This will be a long term goal, with significant guidance expected from the efforts of the Climate Action Commission; however actions are being taken to replace older vehicles and equipment with new vehicles and equipment that meets latest CARB requirements as well as looking for opportunities to go beyond requirements, including purchasing of electric vehicles, electric bikes for staff use, installing electric vehicle chargers, installing solar panels at four city facilities, completing the biomass to biofuel project; continuing projects to increase the capacity and distribution of recycled water; completing innovatino full depth asphalt recycling in major road reconstruction projects such as Sonoma Mountain Parkway and Maria Drive.
47	Adopt a Zero Waste ordinance.	CMO	CAO	IN PROGRESS: Zero Waste Resolution adopted by Council on 7/15/2019. Other waste reduction ordinances in development.
48	Adopt an ordinance creating and empowering a City Climate Commission.	CMO/CAO		COMPLETED: Climate Action Commission established by Ordinance 2689, adopted 8/5/2019. First meeting of Commission was 11/14/2019
49	Install solar panels on city-owned properties where appropriate and work with Sonoma Clean Power on a solar program for potential revenue generation.	PW&U		IN PROGRESS: Council given on January 6, 2020, is moving forward with an agreement with Forefront power to install solar panels that can generate 629kW of electricity at four city facilities which include the Police department, airport, Community Center, and City Pool. Feasibility of other facilities will be examined.
50	Engage the Regional Climate Protection Agency, City Council, staff, and community members in the development of a city-wide Climate Action Plan.	CMO		IN PROGRESS: Climate Emergency Plann under discussion by Climate Action Commission.
51	Complete Biomass to Biofuel project at the City’s Ellis Creek Water Recycling Facility.	PW&U		NEARLY COMPLETE: This project is nearly complete, began start-up of the CNG fueling facility.
52	Develop a framework to move the City and transit vehicle fleet from fossil-fuel based to hybrid, renewable compressed natural gas, and/or electric vehicles and continue pursuing grant funding opportunities for electric vehicles.	PW&U		IN PROGRESS: PW&U has drafted guidance for purchasing practices for vehicles supporting this item. Planning to purchase 3 electric vehicles as pool cars in early 2020. Completed Transit fleet and facility electrification study in January 2020 in conjunction with other Sonoma County Transit agencies and Sonoma Clean Power. Successfully applied for Cap & Trade funding to assist with purchasing of electric transit buses.
53	Continue to expand recycled water services to support local agriculture and groundwater and surface water resources.	PW&U		IN PROGRESS: This is a long term goal , but significant steps have occured in the last 12 months. includingIn September 2019, the City was awarded a \$3.6M grant to expand the capacity of its recycled water plant. This funding will augment wastewater funding to increase the capacity of tertiary recycled water equipment from 5.2 MGD to 7.6 MGD.
54	Consider requiring electric vehicle charging stations and solar energy in new or substantially-upgraded housing and commercial structures.	PLANNING/BLDG		IN PROGRESS: Triennial code updates increased EV requirements for both residential and commercial. Considering increased local requirements as part of all-electric reach code that is in progress and will return to the Council in first quarter 2020.

OUR ENVIRONMENTAL LEGACY

Preserve and protect Petaluma’s environment for future generations and become a municipal leader in sustainability by protecting our river and open space, reducing and drawing down greenhouse gas emissions, and encouraging sustainable development.

55	Make the City’s water distribution system more resilient, by repairing and replacing leaking water pipes, and implementing the water/sewer masterplan.	PW&U		ONGOING: Staff is working with the Water Agency on the Regional Resiliency Study currently underway. Also involved with eh LHMP. Staff is also updating the West Yost Vulnerability Study and having the cyber security updated for SCADA. Staff is updating the 2004 Functional Emergency Response Plan based on our experiences with the PG&E shut-offs. Staff is scheduling and repairing leaks in the most efficient ways possible
56	Update Implementing Zoning Ordinance (IZO) to ensure ability to provide full environmental review for all discretionary project.	PLANNING	CAO	IN PROGRESS: Planning and CAO have initiated discussion of best approach to address this issue and ensure all discretionary review projects are subject to CEQA review as local requirement. Anticipate returning with code updates second quarter 2020.
57	Improve integration of transit in planning and land-use related processes and decision-making.	PW&U	PLANNING	COMPLETED: Transit Manager is part of internal routing for all new development applications for initial comments and feedback. Additionally, Transit Manager participates in weekly Development Review meetings when applicable projects are discussed. Recent projects have been conditioned to incorporate Transit needs, such as new bus shelters, pull out lanes, etc. (Safeway Fuel Center, Corona Station Residential, etc.)
58	Increase organic diversion from landfills and explore composting site opportunities.	CMO		IN PROGRESS: Investigating more sustainable methods for reuse of biosolids produced as a byproduct of wastewater treatment. A mid-year budget request was submitted to support this activity. Amendments to the Franchise Agreement with Recology will be required to implement State-required action in response to AB 1383. Staff is examining other concurrent updates to the Franchise Agreement that will increase organics diversion.
59	Install consistent three stream receptacles at all City facilities.	PW&U		IN PROGRESS: Staff is currently developing costs and plan to implement.
60	Adopt a citywide single-use plastic and polystyrene ban.	EDOG/PW&U	CAO	COMPLETED: Council adopted a polystyrene ban on 11/18/2019. IN PROGRESS: A citywide single-ue plastic ban ordinance is expected by April 2020.
61	Ban the use and sale of Glyphosate.	PW&U	CAO	NOT INITIATED
62	Examine Urban Growth Boundary expiration date beyond 2025 via ballot measure and develop a white paper	PLANNING	CAO	NOT INITIATED: envisioned to be part of General Plan preparation in 2020.
63	Reimagine maintenance practices for managing City parks and open spaces.	PW&U		IN PROGRESS: Staff is in the process of updating the Integrated Pest Management Plan for City facilities. (As background, City staff has not used glyphosate for weed control in parks or public areas since 2017 and directed LAD contractors not to use it at that time, and then incorporated this requirement into the update to LAD contract May 2019 and banned the use on all City property. Staff is seeking out maintenance practices which limit the use of chemicals, decrease water consumption, and improve carbon sequestration. An updated IPMP will likely include more organic and manual weed abatement strategies which the City is preparing for through its hiring of an additional park maintenance worker included in this year’s budget as well as a seasonal work program. Also worth noting is the habitat restoration project STRAW (Students and Teachers Restoring A Watershed) underway at Shollenberger Park in partnership with the Point Blue Conservation Science group. This is a grant funded project that could serve as a model for other areas along the river that would help ‘reimagine’ parks maintenance by introducing more native flora.
64	Create tool / dashboard that tracks City progress on reducing greenhouse gas emissions and carbon sequestration.	PW&U/CMO		IN PROGRESS: In coordination and conjunction with the efforts to develop a citywide Climate Action Plan (CAP), staff is developing a systematic reporting process to aid in informing decision-makers and the public through an online Greenhouse Gas (GHG) “dashboard,” which will provide an annual report of measurements, monitoring, and management of key CAP activities. Once implemented, the CAP dashboard will serve as a performance monitoring tool and can assist staff and policymakers in making objective decisions regarding CAP implementation.
65	Research and pursue grey water use and rain/storm water catchment options for new development.	BLDG	PLANNING	COMPLETED: Requirement for greywater valve installation as part of all new single family homes included in recent triennial building code update.
OBJECTIVE 2 - PROMOTE SUSTAINABLE BUILDING PRACTICES AND ACTIVE CONSERVATION EFFORTS TO PETALUMA RESIDENTS		LEAD	ASSIST	STATUS
Workplan Items:				
66	Educate our community and provide sustainability tools for City staff, developers, employers, property owners and all residents.	CMO/EDOG/PW&U		IN PROGRESS: Provided community outreach at over a dozen community events throughout the year to increase knowledge and usage of Transit throughout the community. A key goal of the newly-formed Climate Commission is to engage the community on sustainability and climate action.
67	Work with Recology to increase the diversion of waste away from the landfill.	CMO		IN PROGRESS: Recology providing quarterly reports showing progress from a 43.0% diversion rate to 47.3% in 2019.
68	Implement sustainable building practices that go above and beyond basic code requirements.	BLDG/PLANNING		IN PROGRESS: Increase to CalGreen Tier 2 as part of recent code update. Actively working on all-electric code for Council consideration in first quarter 2020.
69	Investigate ways to allow homeowners to use the public right of way for EV Charging.	PW&U/PLANNING	CAO	IN PROGRESS: Identified pilot program in Berkeley. Ongoing discussion with Public Works Department.

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70	Continue focus on water conservation and urban recycled water expansion.	PW&U		ONGOING: Working with SRJC to complete retrofit to convert irrigation from potable water to recycled water; continue connecting LAD's along Sonoma Mountain recycled water main extension;; design is nearly complete to to install recycled water main along Maria Drive as part of the roadway reconstruction.
71	Revisit flood plain management practices to address climate change and sea level rise.	PW&U		IN PROGRESS: This item will take a few years to complete; current actions include increased involvement by City Engineer/Floodplain administrator with the Bay Area Flood Protection Agencies (BAFPAA), an organization that is addressing this issue Bay Area wide; engaging with Sonoma Water on updating the City's and watershed floodplain model to incorporate latest predictions on rainfall events and sea level rise.

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

OBJECTIVE 1 – MAINTAIN AND ENHANCE PUBLIC SAFETY AND PREPARE FOR EMERGENCIES & DISASTERS, THROUGH CRIME AND DISASTERS		LEAD	ASSIST	NOTES
Workplan Items:				
72	Assess current staffing levels and adjust public safety staffing to ensure rapid response times and the safety of our first responders.	CMO	HR	ONGOING: We have conducted a preliminary evaluation of 10 years’ worth of response times of patrol officers. Additional, an RFP has been drafted to enable outside evaluation. FIRE:The need to increase staffing for an additional engine company and ambulance is at a critical juncture to insure reducing our on-scene times. The need to add more civilian and administrative staff to ensure our first responders are devoting time to emergency operations and training and not administrative duties as responses are increasing at a rate of 5% each year. This is on-going and in development as we move forward to provide the best possible service.
73	Restore Public Safety specialty units when possible.	PD	HR	NOT YET INITIATED: Due to lack of funding to restore peace officer positions eliminated in prior fiscal years, this has not yet been initiated.
	a. Re-establish bicycle teams downtown.			
	b. Prioritize youth safety through education and community resource officers.			
	c. Restore the Homeless Outreach Services Team.			
74	Evaluate all city facilities, including our police and fire stations, and corporation yard facilities, and develop maintenance and replacement recommendations.	PW&U		NEARLY COMPLETE: A facilities assessment of Park and Recreation buildings, City Hall, Corp Yard, Police and fire stations and other facilities is being conducted with a final report expected in the spring. Completed first ever Transit Asset Management (TAM) Plan for Transit facilities as part of regional effort toward long-term facility improvements.
75	Create an Emergency Operations Center (EOC) that is appropriately equipped and staffed to better respond to all emergencies and disasters.	FD/PD/CMO	EDOG	IN PROGRESS: We have initiated EOC A/V improvements for the existing facility. We are currently in contact with possible consultants to provide recommendations for further enhancements to operate an efficient, effective EOC. We anticipate the evaluation with recommendations to be complete in late spring.
76	Adopt a Care and Shelter operations manual to improve City logistics planning during emergencies.	PARKS/FD	CAO/HR	IN PROGRESS: Recreation staff currently serve on the Sonoma County Care and Shelter Council (SCCSC), who meet monthly to review, discuss, and adopt best practices for responding to regional natural disasters and large scale evacuations. As of January, 2020 the SCCSC has developed a draft copy of a Sonoma County Care and Shelter Operations Manual which is currently under review by members of the council. The aim is to have it first adopted at the County’s Board of Supervisor level in the Spring of 2020. Following the adoption at the County level, it will be up to each of the major cities to modify and adopt any additional language that best suits their jurisdiction’s needs. The goal remains for Petaluma to finalize and adopt the Care and Shelter Operations Manual by July, 2020.

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

77	Assist the community, with special focus on those with special needs, through outreach and training, to ensure resiliency and emergency preparedness. Plan for natural disasters and all emergencies by providing safe places for the community to shelter (e.g. fairgrounds, faith community/churches, city facilities).	FD/PD/PW&U		<p>COMPLETE AND ONGOING: In the summer of 2019 the City developed a “Continuity of Operations” plan which included City Emergency Operations Center (EOC) Action Plans in preparation for PG&E’s “Public Safety Power Shut-Off” (PSPS) Program. EOC Staff participated in annual EOC refresher training in the summer of 2019 that specifically included PSPS response/mitigation. During the multiple planned power outages that effected parts of the City, water, sewer, public safety, and other essential services were maintained. Additionally, several thousand evacuees from our north were sheltered in Petaluma during the Kincade fire evacuations.</p> <p>The City conducted community outreach and education which included presentations about PG&E’s PSPS plan and its potential impacts. These presentations were given to community groups focused on our senior population, business community, and at City Council. Presentations were also made to Petaluma Valley Hospital senior-staff and we worked with the Sonoma County Healthcare Coalition to ensure the access and functional needs (AFN) community would be educated and notified of potential and active events through their networks. City staff developed specific informational flyers for the general public, AFN community, and businesses. We also shared PG&E material and messaging in social media and public alerts. Phone contact was made and informational letters were mailed to vulnerable populations and those that care for them including all skilled nursing, healthcare facilities, hospital, and mobile home parks. The City created a new web page specific to PSPS outreach and education.</p> <p>The City EOC activated during all PSPS events that affected the City. It was also activated throughout the sheltering of central and north county evacuees. The Fire Department up-staffed during the red flag events this summer/fall including when the Kincade fire started. Over twenty Petaluma firefighters assisted in Kincade fire suppression support. Transit participated in the Bay Area Paratransit Accessibility Committee (BAPAC) as part of the Bay Area UASI’s 2019 Critical Transportation Project along with other regional transit agencies to improve transit operations during emergencies.</p>
78	Improve public safety through proactive crime and fire prevention activities.	PD/FD		<p>ONGOING: The Fire Department through its company business inspection program, school fire prevention education and CPR programs, has on a yearly basis provided safety and education inspections and occupancy familiarization for fire companies for future emergency incidents. This continues to be an on-going for community, businesses, schools and the Department.</p>
79	Improve traffic safety through proactive education, engineering, and enforcement strategies.	PD/PW&U		<p>ONGOING: Despite staffing challenges, the Department has benefitted through partnerships within the community. As an example, through a grant with Petaluma Policing Foundation, an education video has been created on SMART train safety and is played in several movie theaters throughout the county. Additionally, the police department has been routinely working with the public works department on traffic safety and engineering issues. An anticipated improvement in staffing levels will increase productivity and enforcement in these areas.</p>
80	Assess and identify traffic needs and develop organizational structure to support needs, including the possibility of restoring a full-time City Traffic Engineer position.	PW&U	PD	<p>COMPLETED: Council approved resolution 2019-219 on September 9, 2019 reestablishing the Traffic Engineer position. After and in house promotional opportunity solicitation, a traffic engineer was selected in house and started November 4, 2019. The need for additional street crew staff and managers is being assessed.</p>
81	Promote emergency preparedness and resiliency strategies to our residents and businesses.	FD	EDOG/HR	<p>ONGOING: The Fire Department has on a quarterly basis provided opportunities for training on emergency preparedness, resiliency and survival. We present these programs upon request to private groups, as well as associations during their monthly meeting. This is year-long and on-going, providing community meeting/training on a regular basis.</p>

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

82	Promote neighborhood policing and fire safety with beat assignments, community engagement, and multilingual outreach.	PD/FD	EDOG	ONGOING: The PD & FD continue to have robust community outreach events including Coffee With a Cop, extensive social-media campaigns, and school outreach efforts through our fire prevention inspection program. The Fire Department conducts annual fire safety education for every 3rd grade class in the City. We also conduct fire safety and disaster preparedness education at community events including National Night Out and the annual Scout’s Emergency Preparedness Fair. The Fire Department is currently hosting quarterly Citizens Organized to be Prepared for Emergencies (COPE) presentations and are in the process of scheduling one in Spanish.
83	Consider a firework and use sales ban, or other modification to current ordinance; assist the non-profits who rely on these sales to identify alternatives for fund raising.	FD/PD/CMO/CAO	EDOG	IN PROGRESS: Staff if currently developing a draft ordinance for council consideration that will be presented at council in late February/early March that would propose a Fireworks Ban and a Fireworks Social Host Ordinance. Staff is also developing a notification plan and program for non-profits that currently sell fireworks as part of their fundraising efforts.
84	Enhance pavement management program to improve the safety and serviceability of our roads and to protect drivers, cyclists and pedestrians.	PW&U		ONGOING: The addition of the Traffic Engineer position allows increased focus on the pavement management program to make best use of the limited street maintenance funding that we do have and incorporate engineering into the street projects to increase safety for drivers, pedestrians, and cyclists. These improvements are currently being incorporated into Traffic Signal Improvement program, the recently completed Sonoma Mountain Parkway, Maria Drive reconstruction, the gauardrail and cross walk safety improvment project, sidewalk repairs and downtown ADA improvements, Petaluma Boulevard Road Diet, and a \$600k grant, available in FY21-22 was obtained to make improvements to North McDowell for pedestrians, cyclists and transit. Applied for and obtained a Complete Streets Safety Assessment from UC Berkeley's SafeTREC program which was completed in September 2019 and provided and review of Issues, Opportunities, and Suggested strategies on continuing to implement a Complete Streets program which incorporates multi-modal transportation into street projects.
85	Implement <i>City Vision Zero</i> plan with a focus on pedestrian and cyclist safety with improvements to uncontrolled crosswalks, curb ramps, sidewalk, and bicycle infrastructure.	PW&U	PD	IN PROGRESS: This is a multi-faceted and indepth project that will take several years to implement. Progress to date includes attending Sonoma County's kick-off working toward Vision Zero in December 2019. Many public works projects are in design, planning, and design that incorporate facets of pedestrian and bicycle safety. Also, an update to the City's Bicycle and Pedestrian plan has been initiated and expected to be completed by the end of 2021.
OBJECTIVE 2 – CREATE DIVERSE HOUSING OPPORTUNITIES FOR ALL PETALUMANS.		LEAD	ASSIST	NOTES
Workplan Items:				
86	Develop programs that provide affordable rental and ownership housing for the missing middle including but not limited to public safety, municipal employees, teachers, and non-profit employees. Support and partner with organizations that help the housing insecure and unsheltered population find health care & supportive services.	HOUSING/CMO	CAO	ONGOING: The City Council continues to support and approve housing projects that provide needed units affordable to low- and moderate-income households. The City works with Sonoma Housing Trust to assist moderate and low income families to achieve homeownership and provides Below Market Rate loan assistance for lower income housing families and individuals. In February 2020 the City received a state grant for the Homeless Emergency Aid Program (HEAP) to fund COTS for the rehabilitation and expansion of Mary Isaac Center and the Kids First Family Shelter. The City Council recently approved a pilot program to fund the Downtown Streets Team homeless outreach and community service initiative. Staff continue to assist PEP Housing's planned River City Senior Housing development at 951- Petaluma Blvd., South and Mid-Peninsula Housing's proposed project at 414 to secure funding for proposed low and very low income rental housing project at 414 Petaluma Blvd. to finalize securing federal, state and local funding.
87	Work with service providers and countywide agencies to coordinate response and solutions to the City’s unsheltered population including transitioning homeless Petalumans into shelter and housing.	HOUSING/CMO		ONGOING: on Jan. 27, Council approved a one-year pilot program with the Downtown Streets Team and increased support to COTS to assist our unsheltered population.
88	Facilitate construction of Accessory Dwelling Units.	HOUSING/PLANNING	BLDG	IN PROGRESS: SB-2 grant application submitted to state for funding for permit ready ADUs. Code adopted to comply with recent state legislation. New impact fee structure for ADUs adopted by City Council on January 6, 2020, including exemption from all impact fees for ADUs under 750 square feet.

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

89	Consider establishing a Housing Commission.	CMO/CAO		NOT YET INITIATED: Staff intend to return to the Council for direction regarding whether the City council wants staff to research and present for Council consideration potential approaches for Housing Commission creation, and role and powers of Housing Commissions
90	Create a 5-year strategic housing plan to provide inclusive housing solutions that are affordable, ADA compliant, age friendly, and ensure the continuity of City services to a growing residential population.	HOUSING/PLANNING		IN PROGRESS: Initial housing workshop with City Council held on July 29, 2019 to begin discussion regarding essential, affordable, and diverse local housing options. Preparing for follow up housing workshop in spring 2020.
OBJECTIVE 3 - SUPPORT A HEALTHY COMMUNITY BY ENCOURAGING ACTIVE LIVING, INCREASING RECREATIONAL OPPORTUNI		LEAD	ASSIST	NOTES
Workplan Items:				
91	Collaborate with the Health Care District and other service providers to identify and promote wellness programs and policies.	CMO/PARKS & REC		ONGOING: In coordination with National Walking Day, the Petaluma Health Care District will be partnering with the City to host a Petaluma Walking Day on April 1,2020 at Shollenberger Park. This will be a fundraiser for District-Supported heart health programs such as cardiac screening for youth planned for 2021 and St. Joseph’s Healthy Living program at Petaluma schools. Health Care District Instructors provide CPR and First Aid trainings to both seasonal and permanent Recreation Services Staff.
92	Work with the County to adopt a Tobacco Retail Licensing ordinance and re-evaluate the City’s smoking policy to include e-cigarettes/vaping.	CMO/CAO		IN PROGRESS: Staff have met with Tobacco-Free Sonoma County coalition, including County of Sonoma Tobacco Prevention program staffer. We are reviewing research and similar ordinances from other agencies to develop ordinance and enforcement strategies to present to Council in late Spring 2020
93	Create and promote multi-cultural and multi-generational recreation and wellness programs that support community connection, physical well-being, and opportunities for play. Focus on public health in planning processes—including air quality, walkability, childcare incorporated into larger developments, including revisiting zoning around sensitive receptors (e.g. schools, health care facilities).	PARKS & REC		ONGOING: The City has collaborated with the Health Care District to purchase and install several portable AED units designated for public facilities with an emphasis on high traffic areas (Community Center, Swim Center, Museum, Transit, etc.). Multiple AEDs were donated to City by local non-profits (Transit, Airport). While this objective could encompass the entire ethos of the Recreation Services Department, specific programs that were added this year to promote health and wellbeing/intergenerational programming/cultivate community/ etc. include a Chinese New Year Celebration two day class/workshop offered at the Community Center. This new class has activities geared towards grade school youth and will take place January and February 2020. The Tiny Tot Pre-School programming includes collaboration with the Senior Center to host bi monthly intergenerational programming which includes reading, music, and art activities. Ukulele classes are now being offered at the Community Center (with intergenerational opportunities). Feldenkrais (muscle movement practice similar to Qigong). Staff is planning a new ‘Parents Night Out’ event offered for ages 3 and up to parents of the pre-school program, allowing evening program opportunities during the Winter and Spring. Organized City Bike 2 Work Breakfast Energizer Station for the second consecutive year reaching over 50 members of the public.
94	Develop fee structure for Alcohol-Related Nuisance Ordinance for sustained management and enforcement of license alcohol establishments.	PD/PLANNING	CAO	IN PROGRESS: Discussion with PD initiated. Initial research is being conducted through comparison of other cities that have similar ordinances.
95	Consider adopting a “visitability” ordinance to provide accessibility in new single-family home construction.	PLANNING/CM	CAO	IN PROGRESS: The City has applied to be an "Age Friendly Community" which emphasize visitability in all aspects of planning, design and modifications to dwellings to help residents age in place across socio-economic classes; also encourages visitability to ensure ease of access for people with mobility challenges. Next steps include adopting a resolution similar to Sonoma County's that urges all homeowners, builders, and architects to include visitability standards in all new housing construction. Regular discussion with applicants to diversify residential products to include single story units and/or master bed and bath on ground floor to allow for age in place and age diversity within residential development.
96	Improve access to healthy, sustainable food throughout the community, including consideration of community garden sites and farmers market locations (e.g. fairgrounds), and events; explore opportunities to incorporate elements of County Food Action Plan.	CMO/EDOG		NOT YET INITIATED as no resources have been dedicated to this effort
97	Improve integration of transit to all demographics by partnering with social service agencies and non-profit organizations.	PW&U		ONGOING: Increased the number of transit passes distributed to residents through Sonoma County Health Services. Provided ten days of free transit service to the community.

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

98	Create more diverse recreational, social, and cultural opportunities for youth.	PARKS & REC		ONGOING: Recreation Services has placed an premium on recruiting and hiring bilingual pre-school teachers and contract instructors. Recreation Services continue to seek opportunities to partner with non-profit and community organizations to help promote diverse recreational opportunities which included a partnership with the Sonoma County Bicycle Coalition to host the Education and Safe Routes to School program through a free family bicycle workshop at Lucchesi Park (June). Miracle League of North Bay, all-inclusive youth baseball league at Lucchesi Park (8-12 teams, Spring and Fall Season) among a few.
99	Secure designation as an Age Friendly City.	PARKS & REC		NEARLY COMPLETE: On Monday, December 16, 2019 City Council approved a Resolution authorizing the application to participate in the World Health Organizations global network of age friendly cities and communities. Recreation staff has submitted the membership application, resolution, and letter of intent to the designated Age Friendly representative and expect to receive word of final acceptance by March 2020.
100	Increase efforts to support seniors that help them to remain engaged, active, and independent.	PARKS & REC		ONGOING: The Senior Center continues to offer a variety of programing. Programing includes but is not limited to partnership with the Senior Advocacy Services – who advise seniors on Medicare. The Redwood Empire Foodbank bi-monthly food distribution, weekly dementia support groups, monthly Earl Balm ear and sight support group. Legal consultants meet four times monthly to provide free consultations. Disaster Preparedness work shops were held this past year by City staff. Presentations by Sonoma County Library regarding available resources and programming. Partnership with the SRJC to offer two active lifestyle classes, five times a week focusing on chair exercise, brain healthy stretching. A number of discussion groups (writers groups, quilters, knitting group, Parkinson group) each meet monthly. Special events incorporating intergenerational activities and themes are offered in tandem with holidays, membership awards, andbirthdays.

AN ECONOMY THAT PROSPERS

Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.

OBJECTIVE 1 – ATTRACT AND RETAIN BUSINESSES THAT GENERATE REVENUES AND PROVIDE JOBS THAT PAY L		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
101	Create and promote business-friendly city operations such as zoning, permitting, and licensing.	EDOG/PLANNING			IN PROGRESS: The City has implemented the use of Open Counter, FACE hours at the counter on Tuesdays and Thursdays, new website, inquiries returned within 24 hours. Business toolkit and other collateral provide guidance for business. SB-2 grant application included request for funds to modify the west wing and create a one stop shop. Continue to explore additional ways to facilitate business friendly operations at City Hall.
102	Update Implementing Zoning Ordinance (IZO) and look for ways to consolidate, simplify, and streamline for more flexibility in reviewing.	PLANNING	CAO/EDOG		IN PROGRESS: Update to Density Bonus ordinance approved by City Council to streamline review and approval of project entitlements associated with Density Bonus applications. Updates to ADU legislation approved by City Council to comply with newly adopted state regs and other internal process improvements to streamline ADU review. Removed FIEA requirement for new hotel uses. Ongoing code updates planned through 2020 to continue to improve and streamline.
103	Prioritize and incentivize sustainable infill development.	PLANNING	EDOG		IN PROGRESS: Actively involved in preliminary discussion with applicants to encourage infill development in proximity to transit. Reviewing rezoning opportunities to prioritize infill sites for housing as possible.
104	Create programs to support start-up businesses by expediting permits and providing in-person permit consultations.	EDOG/BLDG			On Going. Meeting with permit applicants one day a week to expedite smaller projects.
105	Establish City minimum wage ordinance.	EDOG/CAO			COMPLETED: Creating an outreach campaign to support businesses which will include a window cling, a postcard and a webpage that will provide information to the public about the minimum wage.
106	Enhance information on licensing and permitting guidelines to be accessible and understandable to all.	EDOG	PLANNING/BLDG		IN PROGRESS: Actively collaborating with EDOG on updates to website, permitting, and handouts.
107	Work with regional workforce agencies to attract talent for local businesses.	EDOG			ONGOING: Held manufacturing symposium in late 2019 with local manufacturers.
108	Update the City’s Economic Development Strategy.	EDOG/CMO			Not yet initiated.
109	Complete Airport re-zoning as a catalyst to new business opportunities.	PW&U/PLANNING			In PROGRESS: Updated Airport Land Use Plan (ALP) and submitted this to the FAA for approval. Once FAA approval is obtained can move ahead with City planning process. Completed an update of the Airport Planned Community Distric and presented to Airport Commission for positive recommendation. Waiting for FAA approval of draft rezoning document before going before the Planning Commission and City Council for adoption.
110	Retain businesses that support local agriculture (e.g. processing, product development).	EDOG/PLANNING			IN PROGRESS: Text amendments to IZO to include small scale food and beverage production as “artisan/craft product manufacturing” to expand applicability. Planning similar update to SmartCode in 2020. Concept discussion with a variety of local food and beverage manufacturers at weekly Development Review Committee meetings to discuss permitting requirements. Review of small local tasting rooms as Minor Use Permits within flexibility of the IZO. Actively involved in concept discussion with Amy’s Kitchen for new headquarters in downtown Petaluma.
111	Incentivize, support, and incubate small, start-up businesses.	EDOG			ONGOING: Continue to improve our internal processes to ensure consistent information and business-friendly procedures, policies, and approaches.
OBJECTIVE 2 – PROMOTE PETALUMA AS A DESTINATION FOR BOTH LOCALS AND VISITORS.		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
112	Support tourist-oriented events with police and public works staffing.	CMO/PD/PW&U			Ongoing workplan item, PW&U staff supported Butter & Eggs Day, 4th of July, Veteran's Day parade, Santa's Arrival, American Graffiti, Art & Garden Festival, Antique Fair, and numerous other City festivals. Through our online permitting system which should be implemented in 2021, we are looking at streamlining and centralizing the event permitting process.
113	Facilitate the development of an additional hotels where appropriate.	PLANNING/EDOG			NEARLY COMPLETE: Approved Home 2Suites. Courtyard Marriott under construction. City Council removed FEIA requirement for new hotels in Petaluma.
114	Identify potential parking and transportation alternatives for downtown.	EDOG/PW&U/PLANNING			IN PROGRESS: Working on SCTA supported Bikeshare program for SMART and downtown areas.
115	Support and leverage promotional efforts of the Petaluma Tourism Improvement District.	EDOG/CMO			ONGOING: Developed Fair Wage February to encourage diners and shoppers to support our local businesses; working on getting the Petaluma River dredged, and initiated a pilot program with Downtown Streets Team to clean up Downtown, Lynch Creek Trail, and other Petaluma destinations.

AN ECONOMY THAT PROSPERS

Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.

116	Maximize use of current parks and recreation infrastructure, and other City-owned facilities and properties for the hosting of recreational, sports, cultural and entertainment events that attract visitors to Petaluma.	PARKS & REC/EDOG			<p>ONGOING: Recreation Services coordinates local and regional tournaments throughout the year in large part due to the construction of four all weather, synthetic turf soccer and lacrosse fields. Tournaments include two annual State Cup Soccer Tournaments hosted by NorCal Premier (40-50 teams per event), Humboldt State Soccer Regional Tournament (20-25 regional teams) in March 2020. Autumn Classic Annual Soccer Tournament (15-20 teams in September). Briceno Soccer Annual Showcase (15-20 Petaluma Resident teams – June). 101 Lacrosse Goldrush Tournament (30 teams in December) and the Grapevine Classic (40-50 teams in June). All-West Lacrosse 7x7 Icebreaker (20 teams – February) All West Lacrosse Turkey Shoot Out (40 teams – November). PYSL, Youth Soccer Picture Day and Jamboree, PCSF (30-40 teams, September). PYL, Youth Lacrosse Tournament (15-20 teams, late February) NCJLA Play Date Showcases – two separate events (20-25 teams per event – February, March). Adrenaline Lacrosse Bay Area Summer Showcase (30-40 teams – June). Baseball and Softball tournaments include the All World Softball and Baseball Tournaments hosted by Athletic Edge and the Petaluma Leghorns at Prince, Wiseman, and Leghorns Park (10-15 teams – September – November). PGSA Annual Father’s Day Tournament – Prince Park (40 teams – in June). Law Enforcement Charity Tournament – Prince Park (12 teams – July). Adult Softball Tournaments, Prince Park (five tournaments hosting 5-12 teams per event – August, September, October, November).</p> <p>Movies in the Park hosted at Lucchesi Park adjacent to the Petaluma Community Center. Friday nights, one night a month July through October. Attendance 150-300 people.</p> <p>4th of July Fireworks Display – Sonoma Marin Fairgrounds. Kids activities, live music, food and beverage vendors, public fireworks display. Attendance 2,000-5,000 people.</p> <p>Live on the Lawn – family outdoor live music event, kids activities, food vendors. (October)</p> <p>Petaluma Turkey Trot and Food Drive – Canned food drive, fun run/trot hosted at the Ellis Creek Waste Water treatment plant and Shollenberger Park.</p>
OBJECTIVE 3 – RE-ESTABLISH THE PETALUMA RIVER AS A CLEAN AND ACCESSIBLE WATERWAY OPEN TO COMMUNITY USE		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
117	Identify short and long-term funding solutions for dredging of the Turning Basin and federal channel by coordinating with other dredging efforts in the Bay Area; dredge the City Marina coordinate with Bay Area wide dredging efforts.	PW&U/CMO			IN PROGRESS: Council approved funding for environmental, planning, permitting, and development of bidding documents for dredging the Marina and Petaluma River. Permitting and development of bidding documents are on track for dredging in the summer/fall of 2020. Permits will be valid for 10 years, covering future dredging events. Partnered with Ducks Unlimited in application for Measure AA funds for dredge material to be used a beneficial re-use site. Long term planning efforts continue looking at regional partnerships with other stakeholder agencies of the shallow channels of the North Bay, and partnerships within the Petaluma Watershed with the intention of applying for a grant from Measure AA for long term planning of beneficial re-use of dredge material.
118	Support Federal dredging efforts of the river channel by maintaining a viable dredge disposal site option at Shollenberger and explore sustainable long-term beneficial reuse sites for disposal.	PW&U/CMO			IN PROGRESS: Carried out measures in the Shollenberger 3M plan to maintain the site as a viable dredge disposal site. Working with Regional Water Quality Control Board to ensure Water Discharge Requirements are in place and valid for dredging event. Long term planning efforts continue looking at regional partnerships with other stakeholder agencies of the shallow channels of the North Bay, and partnerships within the Petaluma Watershed with the intention of applying for a grant from Measure AA for long term planning of beneficial re-use of dredge material.
119	Establish bicycle and walking paths and other river access amenities along the Petaluma River as identified in the River Access and Enhancement Plan.	PW&U/PLANNING			IN PROGRESS: This is a long term item. Compliance with General Plan, Bike and Ped MasterPlan, and River Access and Enhancement Plan continues to be part of all development review analysis. Water Street Rezoning approval allowed the City to obtain more property along the River frontage on North Water Street and upcoming Benefit Assessment District review by City Council will include bike and ped improvement to connect the Copeland Street Bridge and Washington Street, connecting the Lynch Creek Trail into Downtown Petaluma. First construction elements of the Float House in the Turning Basin completed in 2019. Submitted a \$2.15 million Recreational Trails and Greenways grant application to the California Natural Resources Agency for additional river trail from Riverfront to the Marina. Completed construction of additional walking trails as part of the Denman Reach phase 4 project.
120	Robust focus on the riverfront and river-oriented development, including redevelopment potential of the Golden Eagle Shopping Center and Water Street.	PLANNING/EDOG			IN PROGRESS: Water Street Benefit Assessment District to be considered by the City Council in early 2020. Expect construction of North Water Street to begin in fall 2020

SPACES AND PLACES THAT INSPIRE

Create inviting natural and built places and spaces for contemplation, play, arts, and connection while celebrating our history and encouraging community pride.

OBJECTIVE 1 – ENVISION AND CREATE A SAFE DOWNTOWN AND NEIGHBORHOODS THAT ARE ATTRACTIVE, CL		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
121	Identify and prioritize projects to upgrade and improve the downtown, alleyways, and public spaces.	PLANNING/PW&U/EDOG			IN PROGRESS: This is an ongoing workplan item. In the past 12 months, downtown projects include sidewalk and curb ramp repairs, conversion of over 250 streetlights to LED, increased Keller Street garage maintenance, increased rat control, and reinitiating the planning effort for the trestle/promenade. Mural project approved by the PPAC for the alley façade of the Keller Street Garage. Worked with DBA for historic pedestal installations at Balshaw Bridge and Helen Putnam Plaza. Currently in talks with a local architect and Downtown Association to explore an event or revitalization project focused on alleys.
122	Review downtown zoning to identify ways to balance entertainment venues with retail and services and to incorporate Smart Code principals where feasible.	PLANNING/EDOG			Not initiated.
123	Fund and support a Downtown Streets Team to assist in beautification of Downtown and outreach to	CMO/EDOG			COMPLETED: Council approved this pilot program which is slated to start in Spring 2020
124	Assess and review accessibility to public restrooms in the downtown area and develop a plan to address	PW&U/BLDG			Not initiated yet. Will look to do so in Spring 2020
125	Develop and implement a Downtown maintenance and beautification plan in partnership with the Petaluma Downtown Association.	PW&U/EDOG			IN PROGRESS: Established a cross-departmental team to address Downtown-specific issues; started with the regular cleaning of the Keller St. garage and the kickoff of the Downtown Streets Team
126	Begin planning for update of the City’s General Plan 2025.	PLANNING/CMO	CAO		IN PROGRESS: Initial General Plan outreach plan and schedule in process for community discussion prior to RFP for General Plan update. Activities planned to begin in early spring 2020.
OBJECTIVE 2 – RE-ENVISION THE CITY-OWNED FAIRGROUNDS PROPERTY THAT KEEPS THE FAIR RELEVANT AND		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
127	Work with Fair District board and agricultural stakeholders to find creative ways to promote and support Petaluma’s agricultural heritage.	CMO/EDOG			IN PROGRESS: In late Jan 2020, kicked off the development of a draft public outreach & engagement plan which will go to Council and Fair Board in March.
128	Engage the community to envision and adopt a master plan for the fairgrounds property.	CMO/EDOG			IN PROGRESS: In late Jan 2020, kicked off the development of a draft public outreach & engagement plan which will go to Council and Fair Board in March.
129	Identify partners and funding for developing the fairground property.	CMO/EDOG			Not yet initiated
OBJECTIVE 3 – CREATE INSPIRATIONAL SPACES WITH DIVERSE PUBLIC ART INSTALLATIONS.		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
130	Celebrate existing public art by completing an inventory and develop promotional materials.	PLANNING	EDOG		NEARLY COMPLETE: Creating promotional handout for 1% public art. Inventory in process to categorize and map all public art installations and to include artist, location, medium, etc. New website up and developing public art site and resources
131	Engage the City’s Art Commission and the community to review the City’s Public Art Masterplan to ensure goals and objectives are current and reflective of the community and public art installations are spread	PLANNING	CMO		NOT INITIATED: but early discussion about community engagement efforts have started both internally with staff and generally with the PPAC.
132	Explore including a Council liaison on the City’s Art Committee.	PLANNING/CMO	CAO		Not yet initiated.
133	Consider climate change themes in public art including living walls, river focus, etc.	PLANNING			IN PROGRESS: No new pieces have been commissioned through the PPAC since the adoption of the Citywide goals. Several current public art projects in process, including the public art proposal for Haystack which includes a river related theme.
134	Continue to look for opportunities for smaller, community oriented public art projects.	PLANNING			IN PROGRESS: Ongoing discussion with local artists and opportunities for community oriented art projects.
135	Encourage temporary art installations and other types of public arts celebrations and partnerships with other arts and community organizations.	PLANNING			IN PROGRESS: The PPAC financially sponsored Rivertown Revival Festival in 2019 to support the temporary art installation and performing art aspect of the festival. Additionally, the PPAC has sponsored the Petaluma Art Center to fund a local artist banner project in 2020.
136	Ensure ongoing and proactive maintenance of Petaluma’s public art.	PLANNING			IN PROGRESS: Staff is currently inspecting all existing public art installations to photograph, document, and evaluate the condition in order to work with the PPAC to develop a maintenance and renovation prioritization list.
137	Explore opportunities for more murals and art installations citywide.	PLANNING			IN PROGRESS: Current Keller Street Garage mural project has been approved for contract and funding and staff is working with the artist on final renderings, scope, and ultimate contract process. Additionally, the PPAC is looking at the roundabout at PBS (and perhaps Sonoma Mountain Parkway) for future public art installations at city gateways.
OBJECTIVE 4 – ENHANCE PUBLIC SPACES THAT ARE ACCESSIBLE, SUSTAINABLE AND INSPIRE CONNECTIONS TO		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
138	Capital maintenance and upgrades to City facilities to provide places and spaces for community dialogue, public meetings, and customer service.	PW&U			IN PROGRESS: In design phase on roof repairs on Cavanagh Center, Community Center, and Library. In planning phase of reconfiguring the West wing of City Hall to possibly provide additional public meeting spaces and improved customer service space.

SPACES AND PLACES THAT INSPIRE

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139	Develop a rehabilitation/reconfiguration plan for City Hall which includes a lobby area, expansion into County-wing, and wayfinding signage.	PW&U/CMO			IN PROGRESS: In planning phase of reconfiguring the West wing of City Hall to possibly provide additional public meeting spaces and improved customer service space.
140	Expand the use of Transit Oriented Development (TOD) principles in new development, including greater massing allowances to facilitate thoughtful infill development proximate to TODs.	PLANNING			IN PROGRESS: Recent discussion and application for designation of new PDA at the future Corona station and modification of the Downtown Station PDA will make the City eligible for grant funding that could be a first step on creating or revising specific plans to expand, facilitate, and/or TOD principles in proximity to the SMART stations.
141	Consider a 1% development fee for historic preservation to increase funding opportunities to facilitate	PLANNING	CAO		NOT YET INITIATED
142	Explore potential historic district designation of the Riverfront Warehouse District as referenced in the Central	PLANNING			NOT YET INITIATED
143	Consider designating historic railroad tracks in central Petaluma as a local landmark to ensure protection and	PLANNING			IN PROGRESS: Request from HCPC forwarded to the City Council. No additional discussion initiated.
144	Finalize Certified Local Government designation process and recommend next steps.	PLANNING			IN PROGRESS: Anticipate the CLG application submitted in February 2020. SHPO is reviewing preliminary application materials before formal submittal.
145	Develop a plan to rehabilitate the Trestle, which will include funding options.	PW&U	PLANNING		IN PROGRESS: Contracted effort to update past planning work and re-introduce options to community and council is expected to kick off in February 2020.
146	Consider conducting a citywide inventory of historic resources.	PLANNING			NOT YET INITIATED: CLG designation would provide grant eligibility that could be applied to this workplan item.
147	Maximize opportunities that encourage preservation and adaptive re-use of historic structures (e.g. Mills Act, tax credits, State Historic Building Code, façade improvement program).	PLANNING			IN PROGRESS: Initial staff research has been initiated to explore resources and different opportunities for the City to employ to encourage preservation. This research may result in additional resources on the city's new website and may also provide the framework for a workshop discussion with the City Council.
148	Explore funding mechanism to maintain historic features in public spaces.	PLANNING/PW&U			NOT YET INITIATED: Continuing to look for grant opportunities to support this Workplan item.
OBJECTIVE 5 – IMPROVE EXISTING PARKS, PARK INFRASTRUCTURE, AND REIMAGINE NEW SPACES FOR PLAY.		LEAD	ASSIST	DATE	STATUS
Workplan Items:					
149	Develop a plan to prioritize playground upgrades/replacement and accessibility improvements.	PARKS & REC			IN PROGRESS: Three plagrounds have been identified as in critical need of replacement. Playground Replacement projects have been identified as a priotity category of investment using Measure M Parks Initiative funding which when leveraged with other sources will likley double the frequency of playground replacements. Identifying those playgrounds and playequipment in tier 2 of the replacement queue remains a priority in the Spring of 2020.
150	Repurpose existing amenities to promote recreational opportunities, including initial phases of tennis court rehabilitation citywide and pickleball courts.	PW&U/PARKS & REC			IN PROGRESS: In October 2020, the City hosted a public Parks and Recreation workshop, information gathered from this workshop, online survey, and public and commission input at the Recreation, Music and Parks commission meetings was used to prioritize categories of investment utalizing Measure M funding. Staff is in the planning phase identifying options and costs for varying levels of tennis and pickleball court rehabilitation at three park sites (Lucchesi, McNear, Del Oro).
151	Upgrade parks facilities including restroom repairs, new benches, and trash receptacles; lighting improvements including LED sports lighting project at Lucchesi Park.	PW&U/PARKS & REC			IN PROGRESS: Input from above mentioned workshop and public outreach as well as staff input being utilized to prioritize the limited Measure M funding. Looking to address many small issues at the parks with additional Measure M funding. Project to replace lighting at the Luchessi sport field with LED lighting is in the planning stage.
152	Improve existing trails and park pathways to increase accessibility and promote intergenerational use, including Lynch Creek Trail and Prince Park.	PW&U/PARKS & REC	PLANNING		IN PROGRESS: Completed preliminary survey of Lynch Creek Trail, identified safety concerns and incorporating addressing the issues. Initiated bike path wayfinding signage contract; pathway repairs to address trip and fall hazards are being prioritized. Vegetation removal has been completed along major stretches of the Lynch Creek Trail. All development review projects are evaluated for improvements or construction of segments of the overall citywide trail network as shown in the General Plan. Several development projects in the planning stages adjacent to the Lynch Creek Trail will provide additional connections and improvements to strengthen the crosstown connector. Presented the Lynch Creek Trail as part of the Cross Town connector workshop held in September 2019, investment supported by Council and will be added to FY20/21 CIP proposed budget.
153	Complete improvements for Lynch Creek Trail including lighting, wayfinding, benches, and safety; and promote the trail via map for users and digital promotions (e.g. web, social, advertising).	PW&U/PARKS & REC	EDOG		IN PROGRESS: Preliminary design work for improvements to the Lynch Creek trial is underway; regular meetings with stakeholders, including Friends of the Lynch Creek Trail are being held; initiated bike path wayfinding signage contract. Regular updates of progress being provided to Pedestrian and Bicycle Advisory Committee.
154	Prioritize completion of all phases of the Petaluma Community Sports Field project.	PARKS & REC/PW&U			IN PROGRESS: Design of Petaluma Community Baseball Field is 90% complete. Currently, investigating field heaving conditions on soccer field #2 to ensure subgrade design on Baseball field is adequate, prior to finalizing design.
155	Refine proposed trail network and begin guided tours for interim access on Lafferty Ranch; consider incorporation into City.	CMO/CAO			IN PROGRESS: Await School District response to releases and indemnity agreement; in discussion with LandPaths regarding administering tours. NOT YET INITIATED: refining proposed trail network.
156	Explore acquisition of parcels adjoining existing parks (e.g. Cavanagh Landing Park, McNear Peninsula) to increase opportunities for public access to the river.	CMO/PLANNING	PW&U		IN PROGRESS: Recent appraisal on property adjacent to Kavanaugh Park and discussion with property owner about acquisition. Discussion with non-profit under contract for McNear Peninsula on opportunities for public private partnership.

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157	Work with the community to ensure a balanced program of investments for Measure M—a 10-year, voter-approved 1/8 cent tax measure to support County and city parks and open spaces.	CMO/PARKS & REC	PW&U		NEARLY COMPLETE/IN PROGRESS: In October 2020, the City hosted a public Parks and Recreation workshop with over 170 attendees participating in facilitated group discussions centered on identifying and prioritizing park improvement projects. The workshop was followed by a comprehensive online survey, in which nearly 900 submittals were recieved. Public comment as well as input from members of the Recreation, Music, and Parks Commission was collected and from the data available through the public outreach process, seven categories of investment were prioritized and supported through a formal recommendation by the Commission in January 2020. Staff will continue to enage the public throughout the duration of the 10 year measure as spending priorities and opportunities to leverage funds change.
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