

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

A City that Works	
Fiscal Year 21-22	Item #
Review and update the City's Development Impact Fees where appropriate.	4
Study the feasibility of developing a City-wide Fellowship Program with Sonoma State and/or other institutions of higher education.	9
Establish a new employee orientation program.	13
Identify funding options to complete Petaluma's planned cross-town connectors.	14
Establish and improve paths, as useful transportation options, and make walking and biking easy, fun and safe.	18
Implement community bike share system and explore other multi-modal transportation offerings.	19
Update the City's Bicycle and Pedestrian plan and realize opportunities for crosstown connections for all modes of transportation.	26
Implement an online permitting system.	36
Implement agenda management software system to improve the efficiency of electronic meeting packet preparation and to increase public engagement.	37
Engage the community to improve race relations and make recommendations on City and policing policies.	158
Increase community engagement through programs that attract new followers. Complete Latinx outreach strategy and begin implementing recommendations from the strategy.	161
Review and finalize five (5) existing city-wide administrative rules.	163
Update the City's Urban Water Management Plan and Water Shortage Contingency Plan to reflect City's most current needs, the climate crisis, and expected increase intensity of wet and dry weather.	165
Complete a Public Safety Facilities Assessment	167
Develop guidelines and policies to reopen city facilities in a way that supports safety and flexibility for city staff.	169
Complete a thorough update of the City's Telecommunications regulations including cell tower rules.	170
Complete a thorough review and update of Wastewater and Water regulations, benchmarking with other municipalities and agencies, reviewing latest state requirements and codes to verify City's regulations are not in conflict and provide an equitable application of requirements on businesses and residents while providing safeguards for the utility systems.	171
Complete 2022 Utility Rate Study to ensure rates support sustainable and resilient water distribution, wastewater collection and treatment, and recycled water systems	174

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Procure board management software to streamline the application and appointment process, increase community engagement, and to track ethics and anti-harassment training, for City committees, commissions, and boards.	177
Reconstitute a cohesive Community Development Department	178
Develop activities and events to promote teamwork, collaborative relationships, celebrating staff successes and City of Petaluma years of service to rebuild in-person workplace culture.	231
Update City's purchasing ordinance and policies	233
Fiscal Year 2022-23	
Identify funds and develop plan to improve Petaluma's streets and roads.	15
Complete the second SMART station at Corona.	22
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.	30
Update the Citywide Records Retention Schedule whereby reducing the City's exposure and liability and reducing the cost of storing outdated records.	159
Establish metrics to review who receives services with the goal of increasing services to underserved populations.	217

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

A Safe Community the Thrives

Fiscal Year 21-22	Item #
Prioritize youth safety through education, safe routes to school, enforcement, traffic calming, and community resource officers.	73.1
Restore the Homeless Outreach Services Team.	73.2
Adopt a Care and Shelter operations manual to improve City logistics planning during emergencies.	76
Facilitate construction of Accessory Dwelling Units.	88
Adopt a Tobacco Retail Licensing ordinance and re-evaluate the City's smoking policy to include e-cigarettes/vaping.	92
Adopt a "visit ability" ordinance to provide accessibility in new single-family home construction.	95
Complete needed facility upgrades to meet safety standards regarding COVID-19.	179
Just Cause, Ellis Act Implementation	235

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Economy that Prospers	
Fiscal Year 21-22	Item #
Identify potential parking and transportation alternatives for downtown.	114
Work with local businesses who need support during COVID recovery.	186
Revisit Cannabis Ordinance and consider storefront options	221
Fiscal Year 2022-23	
Robust focus on the riverfront and river-oriented development, including redevelopment potential of the Golden Eagle Shopping Center and Water Street.	120

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Environmental Legacy	
Fiscal Year 21-22	Item #
Establish and promote a citywide sustainability program leading with exemplary environmental practices.	46
Adopt a Zero Waste ordinance.	47
Update Implementing Zoning Ordinance (IZO) to ensure ability to provide full environmental review for all discretionary projects.	56
Adopt a citywide single-use plastic and polystyrene ban.	60
Create tool / dashboard that tracks City progress on reducing greenhouse gas emissions and carbon sequestration.	64
Educate our community and provide sustainability tools for City staff, developers, employers, property owners and all residents.	66
Develop an initial outreach and engagement plan that the city funds as part of resourcing and educating Petalumans, including outreach campaigns and events to increase knowledge of energy efficiency and building electrification benefits and ensure that local energy providers or businesses that sell home energy equipment provide up-to-date and climate-smart options	191
Identify funds to support Storm Water program and infrastructure	193
Adopt a VMT policy that is consistent with the 2030 carbon neutrality goal. In order to meet these targets, prepare policy recommendations for rapidly implementing alternative clean, safe, accessible, and affordable and active and public transportation modes to meet the rising community need for climate-friendly transportation.	194
Update the City's Integrated Pest Management Plan and formalize a policy of how the City maintains its parks, trails, open spaces, streetscape, creeks, landscape assessment districts, and other City's properties in a more sustainable way that is better for the environment, the community, and the health of the public and staff.	196
Impose a moratorium on City purchases of fossil fuel powered vehicles, power equipment, and appliances, with limited exceptions for emergency vehicles and equipment where no low climate pollution causing alternatives are reasonably available.	203
Develop an assessment of climate change impacts by neighborhood and demographic group to assess where and for whom environmental justice and equity work needs to be focused.	206
Fiscal Year 2022-23	Item #
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.	42
Install solar panels on city-owned properties where appropriate and work with Sonoma Clean Power on a solar program for potential revenue generation.	49

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Engage the Regional Climate Protection Agency, City Council, staff, and community members in the development of a city-wide Climate Action Plan.	50
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.	52
Revisit flood plain management practices to address climate change and sea level rise.	71
Ensure equitable new development, including affordable housing and shelters, by revising the General Plan, building and development codes, and other relevant City policies to apply climate-action equity priorities fairly across the board.	192
Inform and invite local California Native peoples into our ongoing dialogue as part of cultivating respectful and collaborative relationships with indigenous communities with the intention to understand, highlight, and integrate their community needs, climate action priorities, and ecological insight and values into our climate actions	197
Use the Climate Emergency Framework as a foundation for the new General Plan update, including all guiding principles.	200
Integrate climate action, environmental justice and public health improvements throughout the General Plan document and include elements and/or extensive discussion (including community and expert discussion) and metrics for Environmental Justice, Climate and Healthy Communities so that all planning and land use related CEF goals and objectives are fully developed and embodied in the General Plan. As part of the General Plan process develop and adopt a Climate Action Plan that contains the actions the City shall take and ask the community to undertake over the life of the General Plan towards meeting the CEF goals. Ensure equitable new development by revising building and development codes, and other relevant City policies to apply climate-action equity priorities fairly across the board concurrently or in advance of the General Plan update process.	201
Evaluate the process to divest from all fossil-fuel investments including pension funds and the costs/benefits of developing a new carbon neutral and green economy investment portfolio.	204
Adopt a natural gas ban for new construction and adopt a policy to phase in building energy retrofits for existing buildings to meet climate targets. Provide resources and programs to ensure retrofits are available and affordable to low-income residents and do not cause rent increases for tenants over and above monthly savings on utility bills from the upgrades and include tenant protections to avoid displacement and eviction.	207

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Spaces & Places	
Fiscal Year 21-22	Item #
Identify partners and funding for developing the fairground property.	129
Engage the community to envision and adopt a master plan for the fairgrounds property.	128
Celebrate existing public art by completing an inventory and develop promotional materials.	130
Continue to look for opportunities for smaller, community oriented public art projects.	134
Develop a rehabilitation/reconfiguration plan for City Hall which includes a lobby area, expansion into County-wing, and wayfinding signage.	139
Finalize Certified Local Government designation process and recommend next steps.	144
Develop a plan to prioritize playground upgrades/replacement and accessibility improvements.	149
Repurpose existing amenities to promote recreational opportunities, including initial phases of tennis court rehabilitation citywide and pickleball courts.	150
Refine proposed trail network and begin guided tours for interim access on Lafferty Ranch; consider incorporation into City.	155
Complete a Greenhouse Gas Inventory Assessment for parks maintenance to establish a baseline assessment of city facilities and adopt best practices for future maintenance.	208
Open the Paula Lane Nature Preserve to the public, including agricultural demonstration activities, trails, interpretive signage, and educational research	209
Parklets - create a permanent parklet program that includes clear guidelines on how parklets can be installed in Petaluma's public right of way areas.	212
Objective Design Standards	213
Develop a scope and plan to initiate a vision for City parks and open space for Council consideration	224
Execute contract for skatepark community outreach and complete re-design.	225
Fiscal Year 2022-23	Item #
Work with Fair District board and agricultural stakeholders to find creative ways to promote and support Petaluma's agricultural heritage.	127
Ensure ongoing and proactive maintenance of Petaluma's public art.	136

Petaluma Goals and Priorities

WORKPLAN FOR FISCAL YEARS 2021-2023

Prioritize completion of all phases of the Petaluma Community Sports Field project.	154
Cedar Grove Park and Open Space	214