



# Transportation & Natural Environment Policy Frameworks + Climate in other Frameworks

May 9, 2024

# Purpose of a General Plan

- Enables the community to come together to develop a **shared vision** for the next 20-30 years
- Long-term policy document to **guide future actions**
  - Preserves and enhances **community strengths**
  - Addresses **topics of concern**
- **Capital improvements and future land use decisions** must be consistent with the general plan

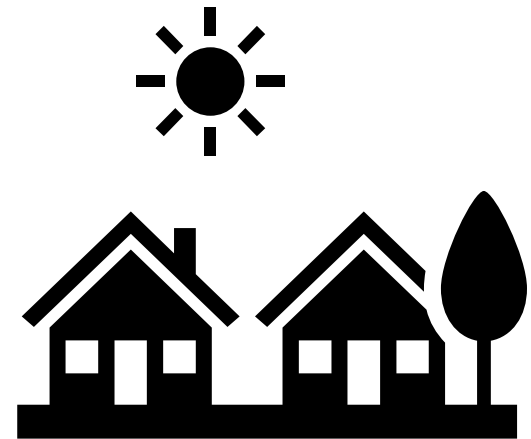
## WHAT IS A GENERAL PLAN?

*A General Plan is like a road map for the future of Petaluma*



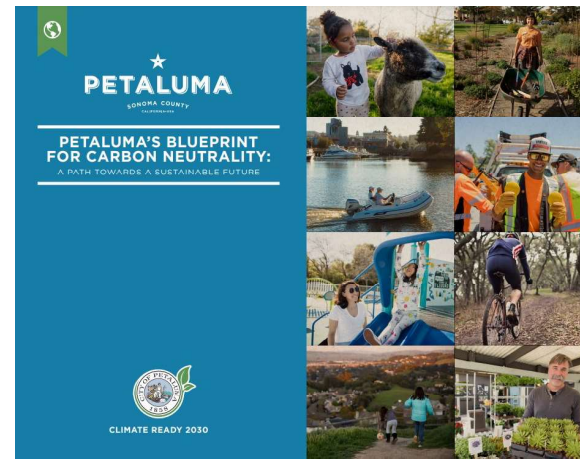
# Examples of the General Plan's Everyday Impacts

- **Housing** choices and affordability
- **Jobs** and economic development
- How to **travel** to school, work, and shopping
- **Greenhouse gas** reduction
- Habitat and **open space** preservation
- **Parks** locations and the urban forest
- Mitigation of **hazards** like floods and wildfire
- Equity, health, and **environmental justice**
- **Community character**, local culture, and historic preservation
- Community **participation** in local government



# Petaluma's General Plan Update

- Current General Plan horizon is 2025 and was adopted in 2008 and updated in 2012
- City initiated the update internally in 2020, bringing on a consultant team in 2021
- The City is concurrently developing a Climate Action Plan, the “Blueprint for Carbon Neutrality”

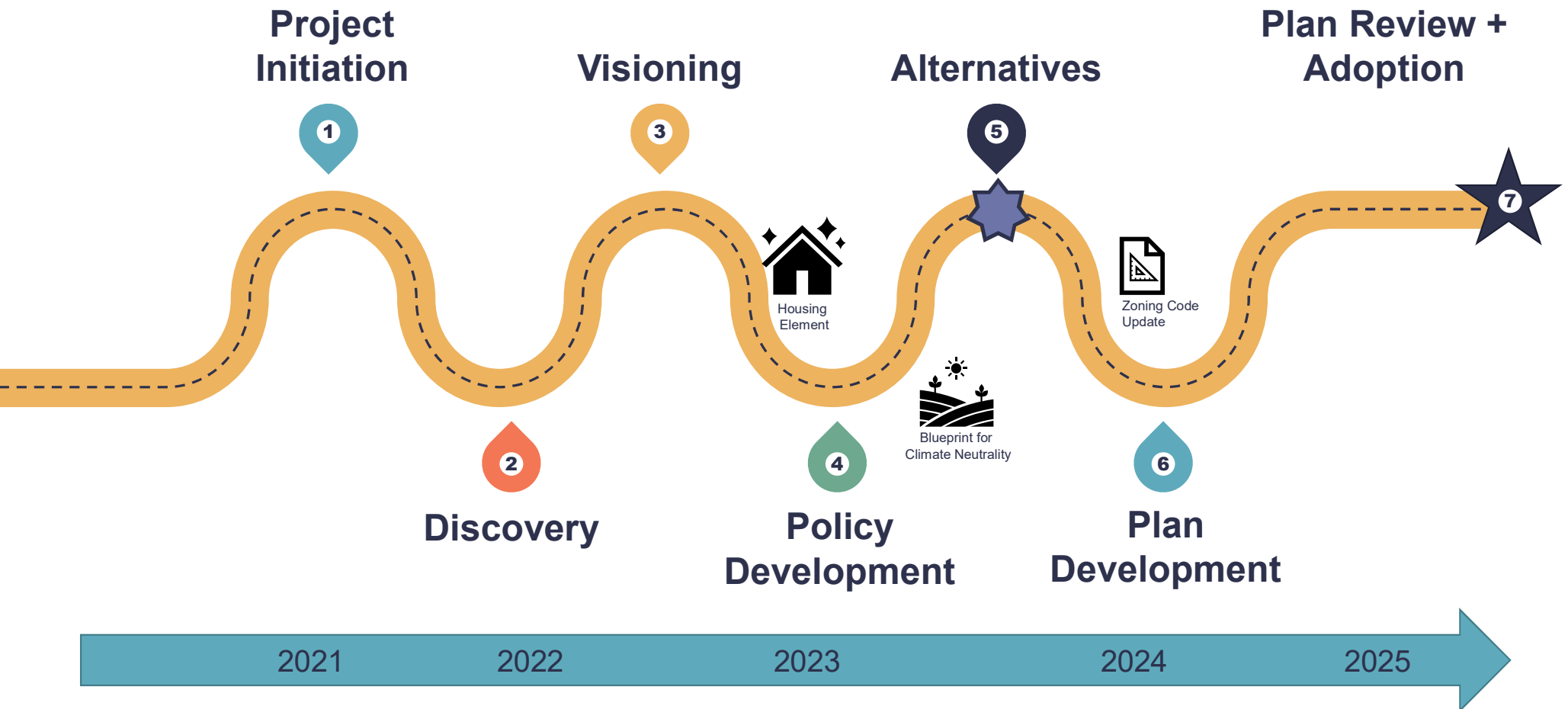


City of Petaluma:  
General Plan 2025

MAY 2008

Revision Date: May 12, 2021

# General Plan Update Roadmap



# Policy Framework Purpose & Structure

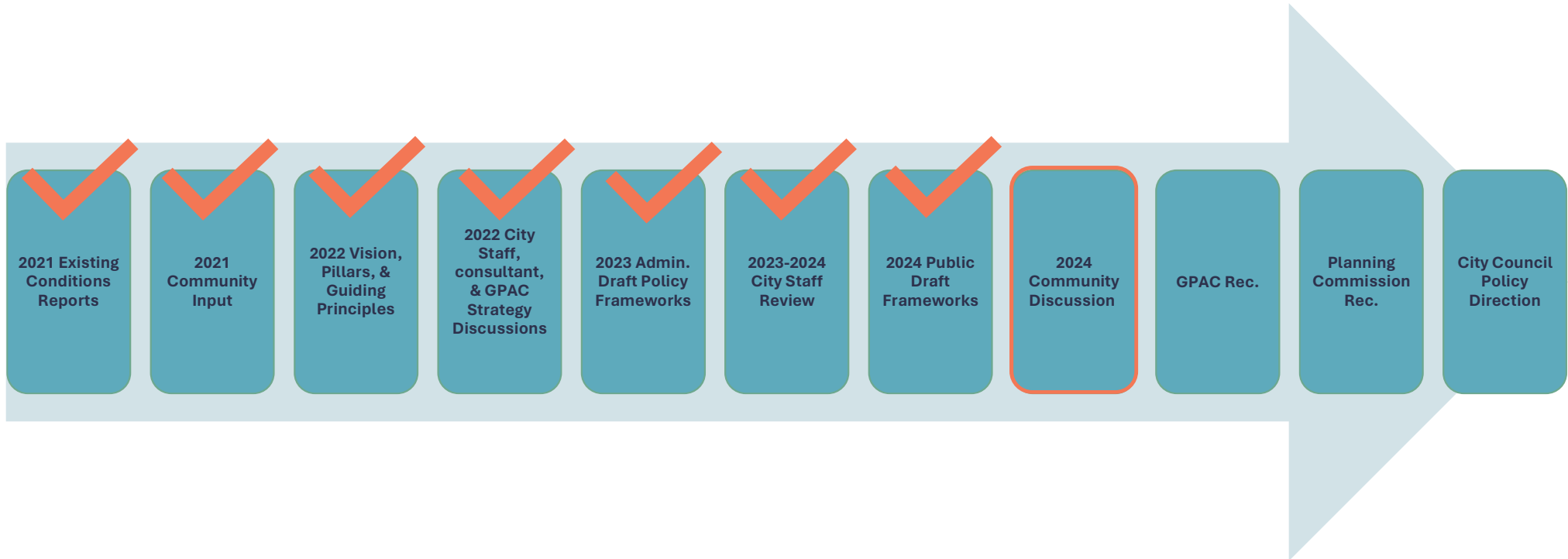
- **Purpose of the Frameworks:** Outline the proposed General Plan goals, policies, and implementation actions
- **Goals:** A general statement that expresses the outcomes towards which planning efforts are directed; often a topic-specific component of the Vision
- **Policies:** A statement of intent or direction that contributes toward achieving a goal and that guides decision-making
- **Actions:** A specific activity, procedure, program, or project aimed at implementing a policy

## Example

- Goal FAC-1: High-Quality Public Facilities
  - Policy FAC-1.1: Update, expand, relocate, or replace public facilities
    - Action FAC-1.1.3: Plan, design, and construct a new centrally located Fire Station and Emergency Operations Center, to include shared meeting spaces and flex space for other public uses.



# Policy Framework Evolution



# Policy Frameworks

ARTS, CREATIVITY, AND  
CULTURE



PARKS



HISTORIC RESOURCES



ENVIRONMENTAL JUSTICE



SAFETY



ECONOMIC DEVELOPMENT



INFRASTRUCTURE AND  
UTILITIES



MOBILITY AND  
TRANSPORTATION



NATURAL ENVIRONMENT



FLOOD RESILIENCE



PUBLIC FACILITIES



NOISE



GOVERNANCE AND  
IMPLEMENTATION



LAND USE



View the  
Frameworks  
[planpetaluma.org](http://planpetaluma.org)



# The General Plan will be different...

- Compelling, holistic, integrated, strategic approach
- Different organization
  - By element
  - By themes
  - By City department
- Digital General Plan: <https://shapessf.com/> example
- Implementation Plan
  - Action matrix: action, implementor, priority, timeframe
  - Roles for City, community, State, etc.
- Tracking progress (see the Implementation & Governance framework)
  - Track Implementation Plan progress
  - Monitor Performance Metrics Dashboard

# How to Provide Input

# Framework Review Form

In light of the Vision, Pillars, and Guiding Principles prepared by the GPAC and adopted by the City Council (<https://www.planpetaluma.org/documents#gpuvision>):

What are the most important policies in this framework? We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.

Policy	Explanation

What concerns do you have about the policies in this framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?

Policy	Explanation

# Policy Framework Community Meetings

CCB	Meeting Date	Key Frameworks to be Reviewed
Bike + Ped (PBAC) Transit	May 1, 2024	Transportation
Airport	May 2, 2024	Transportation
Historic & Cultural (HCPC)	May 7, 2024	Historic Resources
Climate Action Commission	May 9, 2024	Transportation, Natural Environment
Senior	May 9, 2024	Environmental Justice
PlanFest – Public Event	May 11, 2024	All!
Recreation, Music, & Parks Tree Advisory	May 15, 2024	Parks, Natural Environment, Public Facilities
Public Art	May 23, 2024	Arts, Creativity, and Culture
Planning Commission	May 28, 2024 (June 25, July 23, etc.)	Natural Environment, Transportation, Parks, Flood Resilience, Economic Development, Infrastructure and Utilities, Environmental Justice, Noise, Land Use
Climate Action Commission	June 13, 2024	Flood Resilience
GPAC	June 20, 2024	Working Group recommendations on all Frameworks


# Providing Feedback

## Project Website

- Organized by Policy Framework topic
- Links to complete Policy Framework documents
- Embeded Online Feedback Form

Review other Policy Frameworks and provide feedback:

<https://www.planpetaluma.org/policy-frameworks>



PLAN DOCUMENTSGET INVOLVEDGPACSUBSCRIBE

GENERAL PLAN UPDATE POLICY FRAMEWORKS


The Policy Frameworks for the General Plan Update are now available for review! These frameworks were created through an extensive process using the Vision, Pillars, and Guiding Principles developed by the General Plan Advisory Committee, analysis of the existing conditions, existing plans, and the needs of the community. The General Plan Team identified the need for 14 Policy Frameworks, which can be viewed by clicking on the links in the sections below.

These policies, pulled together into topic-based "Policy Frameworks", are detailed documents that cover much of what it means to be a City - from shorter-term facilities maintenance and infrastructure needs to long-term planning for things like future climate risks, business development, and historic preservation. The frameworks ask fundamental questions about what local government can do to improve the lives of our residents. They outline the ways Petaluma can bring these improvements to life over the next 20+ years, in the draft General Plan, some of these frameworks may be combined or reorganized as they are drafted into the General Plan elements.

Please note: the Land Use and Flood Resiliency Frameworks are not yet available (see below for more details). As there is a lot of content in the frameworks below, we are releasing them now to give members of the public ample time to review. Additionally, the Housing Element update was completed, adopted, and certified in 2023. [Click here to see the Final Housing Element.](#)

We are looking forward to receiving feedback from the public beginning on May 4, 2024. Please [join our mailing list](#) to be kept up to date on the public comment period, meetings, and events.


FRAMEWORKS



ARTS, CULTURE, AND CREATIVITY

Petaluma has a strong creative community and would like to expand access to art and creative industries for everyone. The Arts, Culture, and Creativity Framework lays out plans to do this by strengthening our city's arts and culture programs, helping creative businesses thrive, and increasing the presence and visibility of artists in city projects and processes.

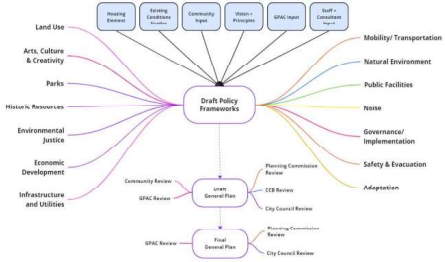
[To read the Arts, Culture, & Creativity framework, click HERE.](#)



ECONOMIC DEVELOPMENT

Petaluma wants its economy to provide opportunities for all community members to support themselves and reach their financial goals. Our city is also prioritizing having the funds needed to provide the services and infrastructure our community desires. This framework helps fulfill these aims by finding ways to make space for a variety of industries, attracting visitors, and providing transportation options.

[To read the Economic Development framework, click HERE.](#)



The diagram illustrates the Draft Policy Frameworks for the General Plan Update. It shows a central 'Draft Policy Frameworks' box connected to various categories: Land Use, Arts, Culture & Creativity, Parks, Historic Resources, Environmental Justice, Economic Development, Infrastructure and Utilities, Mobility/Transportation, Natural Environment, Public Facilities, Noise, Governance/Implementation, Safety & Evacuation, and Adaptation. Each category is further linked to specific review processes like Community Review, GPAC Review, City Council Review, and Planning Commission Review.

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# Providing Feedback

## Online Feedback Form for each Framework

- Provide goal- and policy-specific feedback
- Provide general feedback



Review other Policy Frameworks and provide feedback:  
<https://www.planpetaluma.org/policy-frameworks>



# General Plan Festival on May 11, 2024

- Open House
- From 9:00 am – 2:00 pm at the Petaluma Fairgrounds (Beverly Wilson Hall)
- Learn about the frameworks
- Engage in informal discussion with Consultants and City staff
- Provide Feedback
- Tacos, artwork, & prizes!



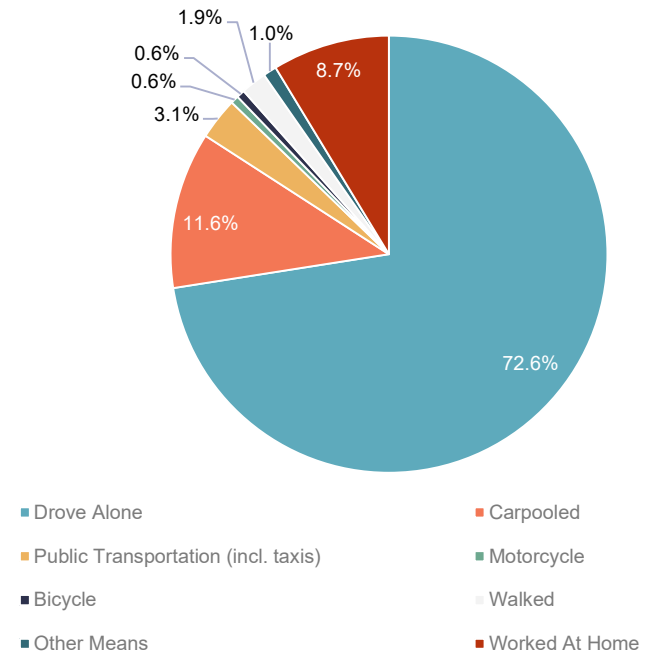
# Transportation Policy Framework

# Foundations: Existing Conditions

Petaluma is auto-oriented and must expand biking, walking and transit use

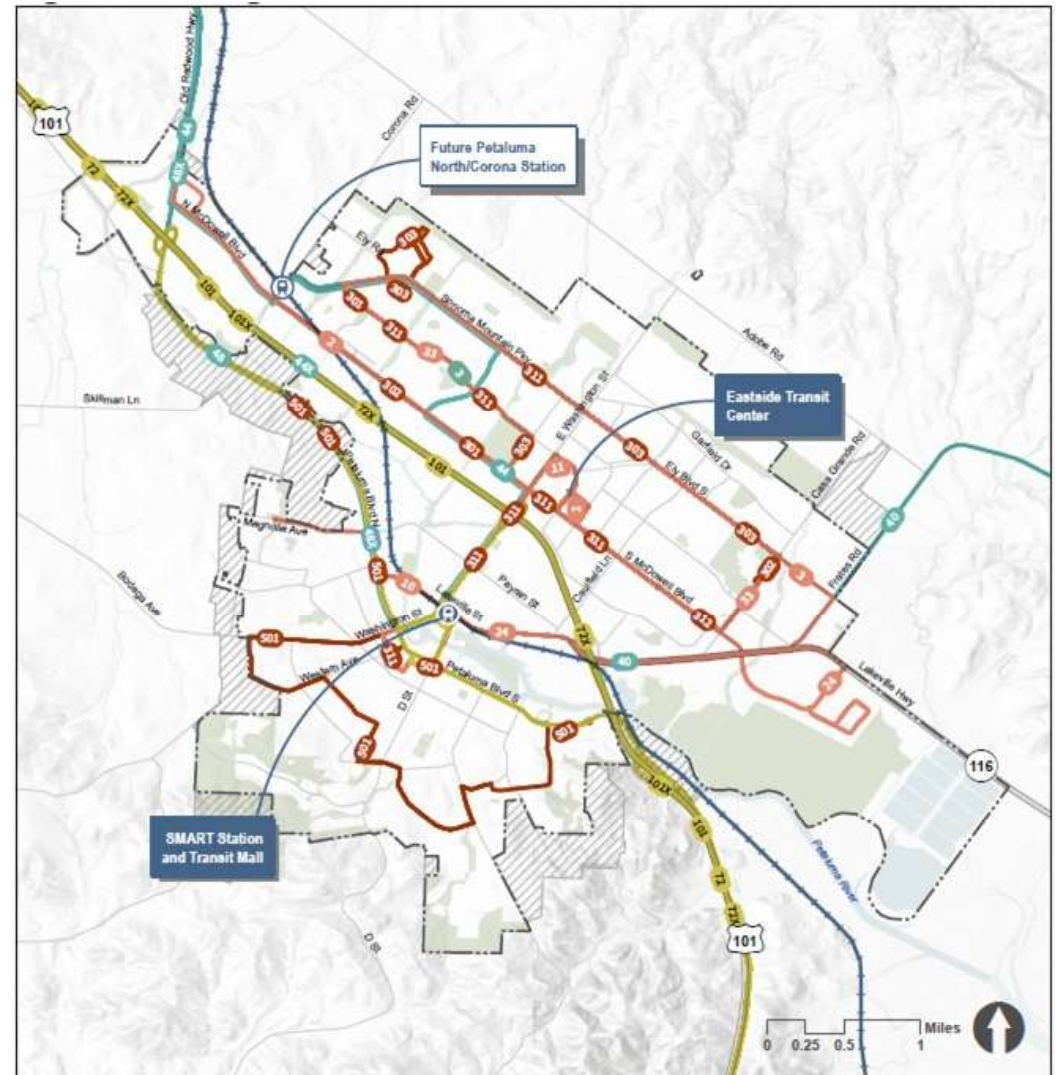
- 73% of residents drive alone to work
- Opportunity to shift trips from driving to other modes (1/3 of trips less than 2 miles)
- Reducing vehicle travel in Petaluma is critical for addressing climate emergency
- Barriers and gaps inhibit crosstown travel, especially for people walking and bicycling
- Petaluma experiences an influx of workers each day (over 22,000 workers traveled to Petaluma each day in 2018, while 19,000 commuted to jobs outside the city).

Means of Transportation to Work – Petaluma (2019)

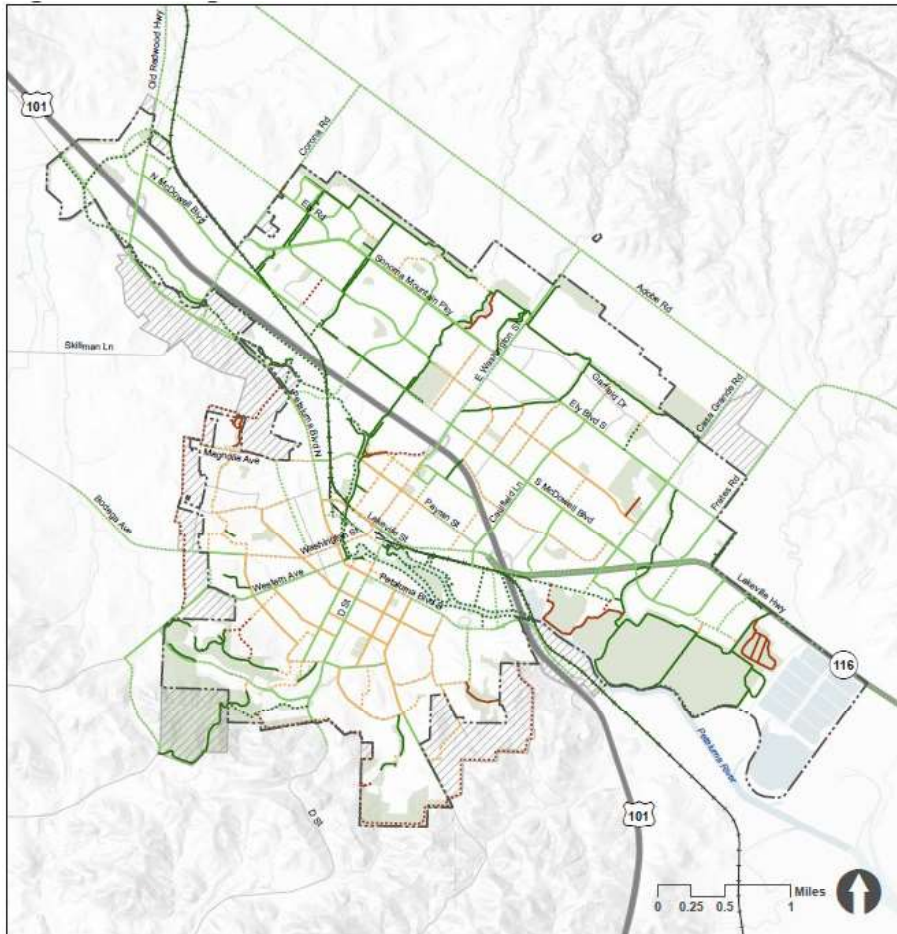


# Transit Network

- Transit providers serving Petaluma include local and intercity bus as well as passenger rail including:
  - SMART (Sonoma-Marin Area Rail Transit)
  - Petaluma Transit
  - Sonoma County Transit
  - Golden Gate Transit
  - Other paratransit services
- The center of the city has a transit-oriented core with walkable areas in Downtown



# Foundations: Existing Conditions



## Connecting the Bicycle and Pedestrian Network

- While the city has an extensive bike and pedestrian network, barriers and speeds make active mobility more difficult
- Barriers include:
  - The Petaluma River, U.S. 101, the SMART railroad tracks as well as large arterial roadways
  - Existing biking facilities are located on roadways with high vehicle volumes and/or speeds
- There are several planned bicycle facilities in downtown Petaluma
- More crosstown connectors are needed for people walking/biking between the east and west sides of Petaluma

Class I - Off Street - Existing

Class I - Off Street - Proposed

Class II - On Street, Striped - Existing

Class II - On Street, Striped - Proposed

Class III - On Street, Signed - Existing

Class III - On Street, Signed - Proposed

Recreational Trail, Existing

Recreational Trail - Proposed



# Foundations: Community Priorities

## Vision

- **We are prosperous.** Our city infrastructure and facilities are sustainably financed, resilient, and well-maintained.
- **We relish our spirited, distinctive neighborhoods where we live, work, and play.** Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy. It is safe, easy, and enjoyable to travel across and around town and to neighboring communities with human, electric, and hybrid transport.
- **We are forward-thinking leaders.** By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region. We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

## Pillars

- **Climate Action, Resilience, and Sustainability.** Petaluma is committed to bold action to achieve carbon neutrality by 2030. The General Plan must build climate-ready communities using science, technology, and bold ways of thinking to advance change in our relationship with the natural environment and to plan for current and future impacts.
- **Equity, Justice, and Demographic Changes.** Petaluma has committed to advancing social and economic justice to create an inclusive and equitable City in which all can thrive. The General Plan must prioritize supporting those who have been most affected by injustice and inequity and advance bold action in terms of housing, transportation, public spaces, and intergenerational and multicultural programs in order to take advantage of opportunities and meet challenges as they arise.



# Foundations: Community Priorities

## Guiding Principles

1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
4. Promote social and economic justice to address structural social and economic inequities and racism.
6. Physically and psychologically integrate and connect the East and West sides of town.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.
13. Ensure infrastructure supports infill development and addresses the impacts of climate change.
16. Be a leader in advancing these guiding principles within the region and beyond.

# Transportation Goals

Goal TP-1:  
Petaluma's  
Transportation  
Network  
Reimagined

Goal TP-2:  
Climate  
Emergency  
Resolution

Goal TP-3:  
Equitable Access  
for All

Goal TP-4: Safe  
and Healthy  
Mobility

Goal TP-5:  
Integrated Land  
Use and  
Transportation  
Planning

Goal TP-6: Timely  
and Efficient  
Implementation

## **Goal TP-1: Petaluma's Transportation Network Reimagined**

- Policy TP-1.1: Develop a reliable and connected transportation network that fulfills the City's Vision
- Policy TP-1.2: Develop Green Street Standards
- Policy TP-1.3: Leverage Opportunities Along the Petaluma River

## **Goal TP-2: Climate Emergency Resolution**

- Policy TP-2.1: Enable Low-Carbon Travel
- Policy TP-2.2: Fulfill Blueprint for Carbon Neutrality
- Policy TP-2.3: Use Climate-Focused Development Review

## **Goal TP-3: Equitable Access for All**

- Policy TP-3.1: Adopt an Inclusive Mobility Framework
- Policy TP-3.2: Establish Seamless Multimodal Connections
- Policy TP-3.3: Connect East and West Petaluma
- Policy TP-3.4: Create a Low-Stress Walking and Bicycling Network
- Policy TP-3.5: Invest in Public Transit

## **Goal TP-4: Safe and Healthy Mobility**

- Policy TP-4.1: Apply the Safe Systems Approach
- Policy TP-4.2: Prioritize Roadway Safety for Vulnerable Users
- Policy TP-4.3: Prioritize Safe Intermodal Network Connections
- Policy TP-4.4: Provide Multimodal Evacuation Routes
- Policy TP-4.5: Support Impartial Traffic Enforcement



## **Goal TP-5: Integrated Land Use and Transportation Planning**

- Policy TP-5.1: Integrate Development and Transportation Policies
- Policy TP-5.2: Align Land Use and Building Codes with Modal Priorities
- Policy TP-5.3: Encourage Low Carbon Travel Through Transportation Demand Management
- Policy TP-5.4: Align Parking Policies with Climate Goals
- Policy TP-5.5: Responsibly Support Local Freight

## **Goal TP-6: Timely and Efficient Implementation**

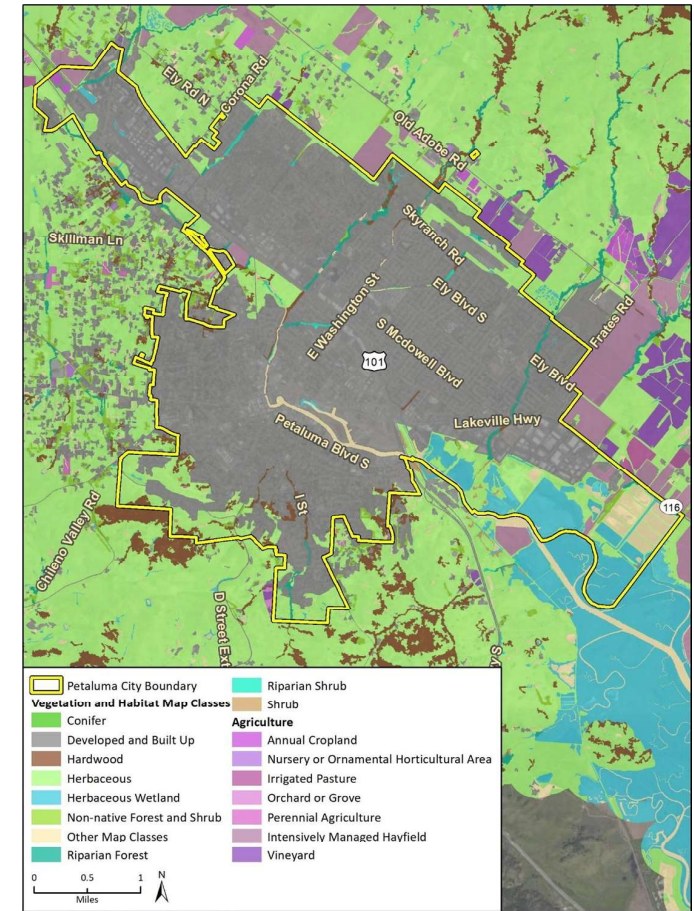
- Policy TP-6.1: Ensure Mobility Priorities are Implemented
- Policy TP-6.2: Employ Data-Driven Mobility Planning
- Policy TP-6.3: Engage Residents in the Transportation Planning Process
- Policy TP-6.4: Deliver Projects Efficiently
- Policy TP-6.5: Consider Creative Funding Strategies

# Natural Environment Policy Framework

# Foundations: Existing Conditions

## Petaluma is a steward of the environment.

- Petaluma River is the “spine” of the city but needs further enhancement and preservation
- Strong legacy of preserving open space, watersheds and habitat
- Urban Growth Boundary preserves agriculture and open space
- Region home to many important plants and animal species



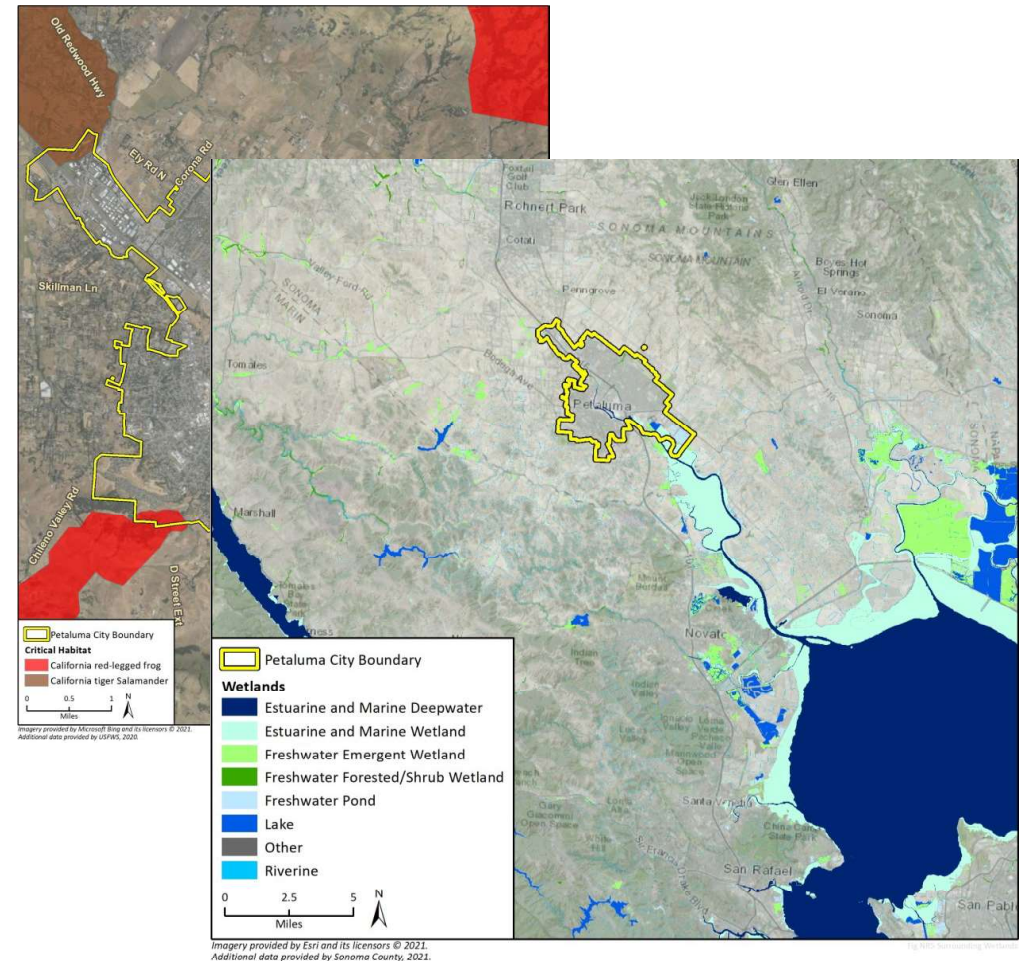
# Biological Resources & Special-Status Species

Petaluma has numerous biological resources that are subject to federal and state regulations and that shape planning decisions.

- Numerous wetlands and waterways subject to the rules and regulations of the Federal Clean Water Act
- Wetlands provide critical habitat and play a significant role in reducing flood risk while supporting biodiversity.
- The Sonoma Valley Wildlife Corridor Project (a conservation effort led by the Sonoma Land Trust) is adjacent to the city.

**Petaluma is home to several special-status plant and animal species.**

- Most notably, the California Red-legged frog (*Rana draytonii*) and the California tiger salamander (*Ambystoma californiense*), both have critical habitat within the City's boundary.

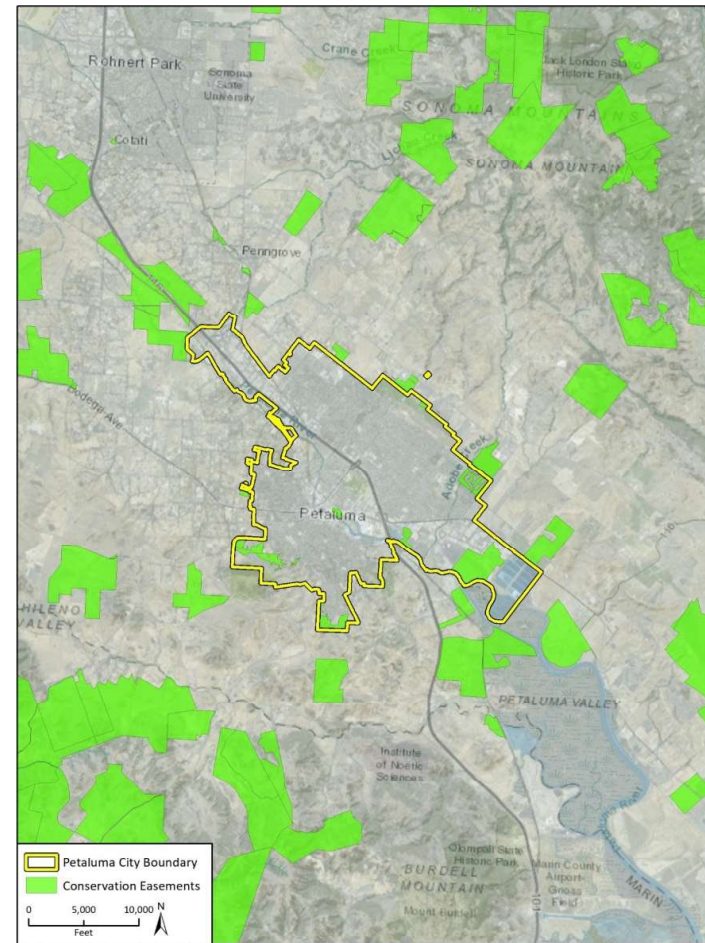




# Natural Resource Areas

The city is central to a network of conservation easements.

- Several conservation easements are surrounding the city's vicinity, providing visual access to the city's residents and visitors.



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Additional data provided by CCEO, 2019.



# Foundations: Community Priorities

## Vision

- **Petaluma is a vibrant river town rooted in the relationship between our people and the land.** We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home. Our identity also evolves from our deep agricultural roots, historic downtown, living river, and preserved open spaces. We honor this legacy to celebrate, protect, and restore our natural landscapes and habitats both within and outside our community. Together, we sustain a resilient ecosystem for humans, wildlife, and the earth.
- **We relish our spirited, distinctive neighborhoods where we live, work, and play.** Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy.
- **We are forward-thinking leaders.** We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

## Pillars

- **Geographic context and sense of place.** Petaluma is distinguished by its topography, watersheds, coastal climate, surrounding greenbelt, and intact oak and riparian habitats. Petaluma's community character stems from its agricultural heritage, history as a river town, historic neighborhoods, legacy of growth management, sense of community, and engaged and forward-thinking population. The General Plan must preserve Petaluma's distinctive sense of place.

## Guiding Principles

2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
16. Be a leader in advancing these guiding principles within the region and beyond.

# Natural Environment Goals

Goal ENV-1:  
Community  
Integrated with  
Nature

Goal ENV-2:  
Healthy, Protected,  
and Productive  
Natural Lands

Goal ENV-3: Water  
Resource  
Management

Goal ENV-4: Green  
Infrastructure

Goal ENV-5:  
Native American  
Heritage

## **Goal ENV-1: Community Integrated with Nature**

- Policy ENV-1.1: Environmental Stewardship

## **Goal ENV-2: Healthy, Protected, and Productive Natural Lands**

- Policy ENV-2.1: Create Network of Healthy Habitats
- Policy ENV-2.2: Create Network of Open Spaces
- Policy ENV-2.3: Preserve Open Space
- Policy ENV-2.4: Maintain Natural Lands

## **Goal ENV-3: Water Resource Management**

- Policy ENV-3.1: Minimize Erosion and Runoff
- Policy ENV-3.2: Protect the River and Creeks
- Policy ENV-3.3: Prevent Development Pollutant Discharge
- Policy ENV-3.4: Promote Sustainable Development Practices

## **Goal ENV-4: Green Infrastructure**

- Policy ENV-4.1: Utilize Green Infrastructure

## **Goal ENV-5: Native American Heritage**

- Policy ENV-5.1: Partner with Native American Tribes
- Policy ENV-5.2: Promote Local Native American Heritage

# Climate in Policy Frameworks

# Climate Change in other Policy Frameworks

- Greenhouse gas reduction (Parks & Recreation, Infrastructure & Utilities)
- Green building\* (Land Use & Community Character, Public Facilities, Infrastructure & Utilities)
- Low impact development# (Infrastructure & Utilities)
- Climate adaptation (Safety, Flood Resilience, Land Use & Community Character, Health Equity & Environmental Justice)
- Just transition^ (Economic Development)

Excerpts that follow are samples and are NOT comprehensive...

\*Environmentally responsible and resource-efficient planning, design, construction, operation, maintenance, renovation, and demolition of buildings

#Techniques to increase water infiltration, reduce runoff, and improve water quality

^The protection of workers' rights and livelihoods while economies are shifting to sustainable production, combating climate change, and protecting biodiversity

# Climate Change in other Policy Frameworks

## Parks & Recreation Framework

- Goal P-8: Parks, Open Spaces, and Facilities Advance Sustainability
  - Policy P-8.1: Develop strategies to ensure all parks, open spaces, and recreation facilities achieve carbon neutrality by 2030, while continuing to elevate the ecological and environmental benefits of existing parks and open spaces through strategies such as:
    - Developing a shade coverage standard to increase tree canopy.
    - Consider low-carbon options when constructing parks and recreational facilities.
    - Providing ample waste, compost, and recycling receptacles at parks and open spaces.
    - Incorporating drought-tolerant landscaping and/or native landscaping in City parks, recreational facilities, City buildings, and other City-owned facilities.
    - Reducing potable water use through recycled water, greywater, and smart irrigation systems.
    - Incorporating solar energy at City facilities.
    - Introducing rainwater capture mechanisms in City parks and recreation facilities.
    - Continually improving indoor and outdoor energy use, including light through retrocommissioning, retrofits, and lighting upgrades.
    - Installing additional Electric Vehicle (EV) chargers at suitable recreational facilities and community parks.



# **Climate Change in other Policy Frameworks**

## **Infrastructure & Utilities Framework**

- Goal IU-5: Zero-Emission Water and Wastewater
  - Policy IU-5.1: When planning for water resources, consider and optimize for the embodied and operational carbon cost of existing and new water supply, storage, and distribution systems.

## **Public Facilities Framework**

- Goal FAC-1: High-Quality Public Facilities
  - Policy FAC-1.6: Design and manage public facilities to achieve carbon neutrality, including through energy and water efficiency upgrades for City facilities; sustainable new construction, the electrification of buildings; and the installation of solar.

# Climate Change in other Policy Frameworks

## Safety Framework

- Goal SAF-6: Climate Resilience
  - Policy SAF-6.3: Partner with community organizations to promote and support efforts to retrofit and upgrade residential and commercial buildings to better prepare for climate change impacts.
    - Action SAF-6.3.1: Seek funding opportunities with the U.S. Office of Energy Efficiency & Renewable Energy to retrofit homes.
    - Action SAF-6.3.2: Explore incentives for promoting retrofits to buildings through fee waivers for building and construction permits, plan checks, and applications.

# Climate Change in other Policy Frameworks

## Environmental Justice Framework

- Goal HEEJ-4: Equitable Access to Services + Facilities
  - Policy HEEJ-4.1: Equitably provide services to support vulnerable residents in adapting to climate change.
    - Action HEEJ-4.1.1: Continue coordinating with local agencies and organizations to establish centralized resiliency hubs during climate hazard events, and provide transportation to these facilities for older adults, persons with disabilities, unhoused residents, and other residents who may have transportation barriers.

# Climate Change in other Policy Frameworks

## Economic Development Framework

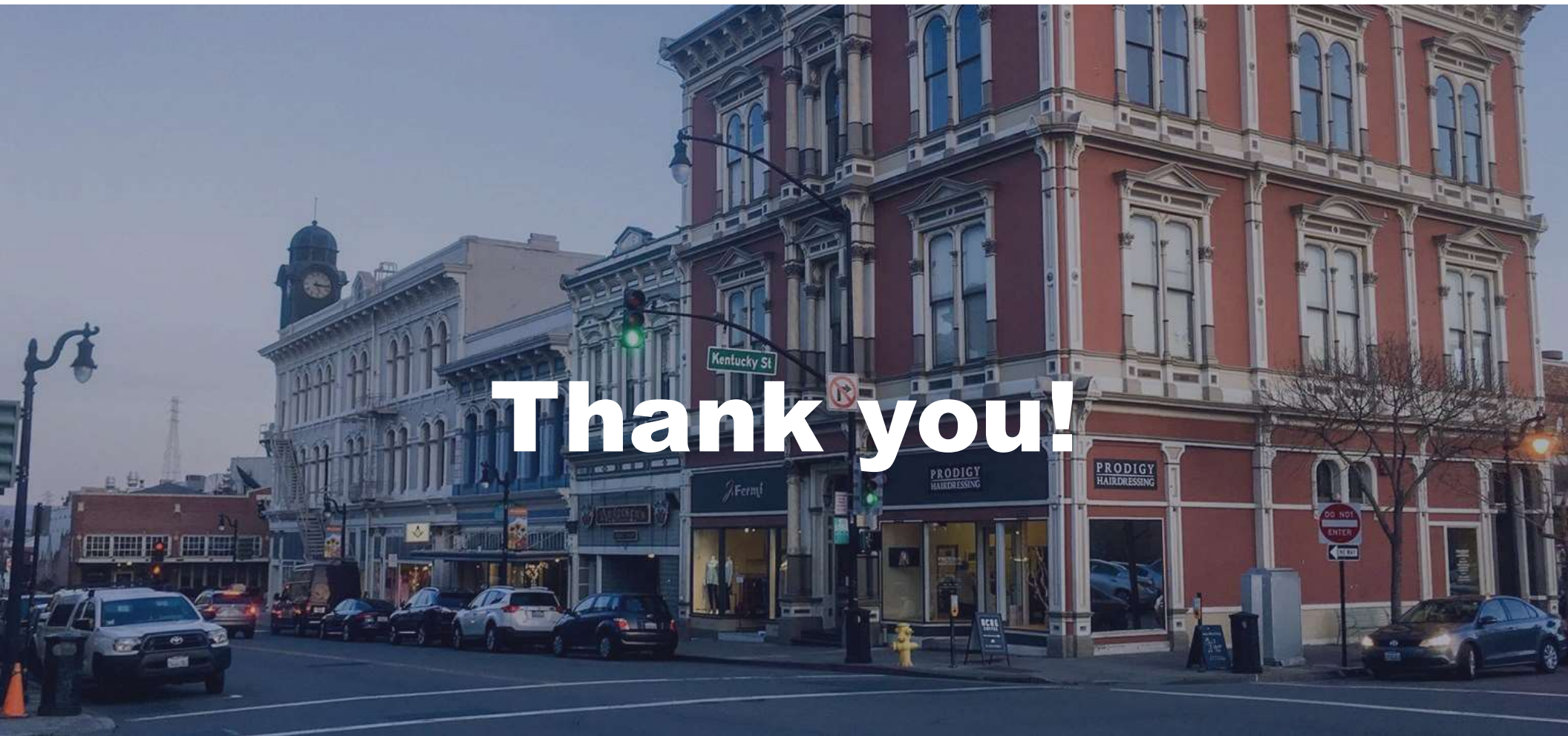
- Goal ED-1: Strong Economy
  - Policy ED-1.7: Support “just transition” efforts to support workers as industries change over time.
    - Action ED-1.7.1: Participate in current or future regional collaborations to develop an inclusive and just transition strategy to shift towards regenerating industries while maintaining jobs for existing industry workers.

# Questions & Comments

# What feedback do you have?

## Considering your technical expertise...

- What are the **most important** policies in each framework?
  - We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.
- What **concerns** do you have about the policies in each framework?
  - For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- **Transportation**
  - Does the framework establish a clear path to transforming the City's transportation system, reducing VMT, and removing barriers to safe walking, biking, and transit use?
  - The framework establishes a modal hierarchy (Policy 1.1), includes actions related to developing complete and green streets (Actions 1.1.2 and 1.2.1), and includes a draft street typology framework in Appendix A. Does this approach appropriately reflect the community's transportation priorities?
- **Trees:** Is there specific feedback regarding organization of all tree related policies in a single element or with an organizational crosswalk to track all tree related policies through multiple elements of the General Plan?



Thank you!