

DRAFT



Highlighted Sections are being updated

Consolidated Plan

FY 2025- 2030

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A Note About Data Sources

The City of Petaluma (City) receives federal funds through the U.S. Department of Housing and Urban Development (HUD). HUD provides a certain amount of default data for use in the development of this Consolidated Plan. Most of the data tables supplied by HUD are from the [2022 American Community Survey](#) (ACS), however, wherever possible, the data from these tables has been updated or supplemented to reflect the most accurate and timely information available, including the sources listed below. Data often apply to the entire Metropolitan Statistical Area (MSA) because data for the City is sometimes not tracked separately.

- 2025-2030 Consolidated Plan: This report is referred to throughout the Draft 2025-2030 Consolidated Plan and 2025-2026 Action Plan as a reference point to assess some changes in data points over time. It should be noted that past Consolidated Plans covered a four-year period.
- American Community Survey (ACS): This survey is a sample meant to provide more timely estimates between decennial Censuses. The ACS is available in one-year, three-year, and five-year averages. Because the one- and three-year estimates have a higher margin of error, the most recent five-year estimates are used as a default for data unless otherwise specified. The most recent five-year ACS available is the 2017-2021 estimate; all ACS data is available to the public at <https://www.census.gov/data.html>. In some statistics, data has not been updated since the 2020: ACS 5-Year Estimates.
- Comprehensive Housing Affordability Strategy (CHAS): HUD commissioned the Census Bureau for special data tabulations that address housing and community development needs for low-income households. On September 5, 2023, HUD released updated CHAS data based on 2016-2020 ACS 5-year estimates. Data can be accessed at <https://www.huduser.gov/portal/datasets/cp.html>
- Sonoma County 2024 Point-In-Time Count: Every year during the last 10 days of January, the Sonoma County Continuum of Care conducts a comprehensive count of the local homeless population to understand the needs, number, and circumstances of persons experiencing homelessness in the MSA, which includes all of Sonoma County. The Point-in-Time Count is the only source of data on sheltered and unsheltered homelessness and is required by HUD of all jurisdictions receiving federal funding. The current and past reports can be viewed at <http://sonomacounty.ca.gov/CDC/Homeless-Services/Homeless-Count/>.
- United States Census: The Census is the most statistically accurate source of data for the jurisdiction. Data from the 2020 Census, which is from the last decennial census, are used throughout this report as a benchmark to compare changes and analyze longer-term trends. All Census data is available to the public at <https://www.census.gov/data.html>.

Executive Summary

ES-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

1. Introduction

Each year the U.S. Department of Housing and Urban Development (HUD) provides funding to the City of Petaluma (City) for housing and community development programs, specifically Community Development Block Grant (CDBG). To receive these funds, the City must complete a report every three to five years called the Consolidated Plan (Plan). Petaluma had previously been preparing the Plan every four years. The current Plan will cover five years, July 1, 2025 – June 30, 2030. The subsequent Plan will include July 1, 2030 – June 30, 2035, covering a 5-year period.

The purpose of the Plan, which covers Program Years 2025/2026 through 2029/2030, is to identify the City's housing and community development needs, priorities, goals, and strategies, and to identify how funds will be allocated to these activities over the Plan period.

The City's Community Development Department (CDD) leads in the development and implementation of this Plan with input from a variety of stakeholders; comprehensive lists are included in Section PR-10 and Appendix 2 to the Plan. The Sonoma County Housing Authority (Authority) acts as the Public Housing Authority (PHA) for administration of the Housing Choice Voucher (HCV, sometimes known as "Section 8" or "Rental Assistance") program for Petaluma residents, and as the policy body for local housing programs including loans made with CDBG, HOME, and local housing funds.

The Plan has been prepared in accordance with HUD's Office of Community & Planning Development (CPD) eCon Planning Suite, which includes the Consolidated Plan template in the Integrated Disbursement and Information System (IDIS). Many of the data tables are pre-populated with data as noted in the foregoing "*A Note About Data Sources*" section, but other sources are noted throughout the Plan and may include the addition of more recent data where practical or necessary. The research process involved an analysis of the following key components: demographic, economic, and housing data; affordable housing market; special needs populations (homeless and non-homeless); consultation with public and private agencies; and citizen participation.

The Plan process also includes the first-year Action Plan for Fiscal Year 2025/2026, the program year document that the City prepares annually pursuant to the goals outlined in this

Plan. The Action Plan details the activities the City and Authority will undertake to address the housing and community development needs and local objectives using CDBG funds for Fiscal Year 2025/2026. The Plan is divided into six sections:

- Executive Summary;
- The Process;
- Needs Assessment;
- Housing Market Analysis;
- Strategic Plan; and
- Expected Resources (Annual Action Plan)

The Needs Assessment, Housing Market Analysis, and Strategic Plan form the key sections. The City recognizes the importance of public participation in both defining and understanding current housing, community development, and fair housing needs as well as prioritizing resources to address those needs. The City encourages members of the public to submit feedback on the Plan; contact information is included The Process, Section PR-05 Lead & Responsible Agencies.

2. Summary of objectives and outcomes in the Plan Needs Assessment Overview

The City categorizes its needs in alignment with the following priorities presented in HUD Regulation 24 CFR 91.215: affordable housing, homelessness, and non-housing community development. Priority is based on the needs demonstrated by the information collected during the preparation of the Plan, the consultation and resident participation process, and the availability of resources to address the identified needs. Based on this information, housing needs and homelessness are considered the highest priority, followed by non-housing community development. The City has identified the highest priority goals to address its housing, homelessness, and non-housing community development needs between 2025 and 2030; the implementation of these goals is mainly administered by the City:

- Preserve existing affordable housing stock;
- Allocate funds to programs that support housing and services to special needs populations including children, seniors, homeless and persons with disability; and
- Allocate funds to local partner organizations that collaborate and leverage commitments to promote a higher level of service.

The City also recognizes the importance of the following potential community goals that cannot be adequately supported within the current CDBG funding allocation limits:

- Promote homeownership opportunities for City residents;
- Provide funding for public facilities and improvements; and
- Promote economic development activities in the City;

During the Plan period, the City will receive an estimated \$300,000 per year in CDBG funding for a five-year total of approximately \$1,500,000. CDBG program funds are used for public services, housing activities, and administrative costs, with an emphasis on providing decent housing and a suitable living environment, principally for low- and moderate-income households. The funds can be used for activities including acquisition, disposition, public facilities and improvements, clearance and remediation activities, public services, interim assistance, payment of non-federal share, urban renewal completion, relocation, loss of rental income, housing services, privately owned utilities, construction of housing, homeownership assistance, technical assistance, or assistance to institutions of higher education.

3. Evaluation of past performance

At the close of each fiscal year, the City prepares a [Consolidated Annual Performance and Evaluation Report](#) (CAPER); the CAPER for 2024/2025 will be completed after the June 30, 2025 fiscal year close. These reports outline how the City met the needs and objectives listed in the most recent Consolidated Plan and Annual Action Plans and are due to HUD by September 30 of each year. The City's key accomplishments supported with CDBG and CDBG-CV funding over the 2020-2024 Consolidated Plan period include the following:

- **Rental assistance program** from 2021 to 2023 with CDBG-CV funds – enabled 384 households to remain stably housed. Rental assistance was administered by COTS (for people experiencing homelessness) and Petaluma People Services Center (for general community.)
- **Preservation of affordable housing** from 2020 to 2024 through renovations of owner or renter occupied properties for low-income residents – preserved 187 units. Service partners included Rebuilding Together Petaluma (Safe and Healthy Homes Program) and Petaluma Ecumenical Properties (PEP Senior Housing.)
- **Services for low-income special populations** in 2021-2022 with CDBG-CV funds – Boys and Girls Club provided support for virtual youth programming for 138 children including free, nutritious meals to children during COVID-19 pandemic.
- **Services for low-income special populations** from 2020 to 2024 – provided free, nutritious home-delivered meals to low-income seniors or people with disabilities through City partnership with Petaluma People Services Center Served 1707 meals.
- **Services for low-income special populations** in 2020-2021 with CDBG funds – through installation of an on-site youth garden North Bay Children's Center provided daily nutrition education and fresh produce to 22 preschool children and their families.

4. Summary of citizen participation process and consultation process

The Plan process involved the community, including housing and community development organizations, nonprofit providers of affordable housing, service providers for low-income and special needs populations, advocates, and organizations whose prime directive is to serve the vulnerability of affordable units to natural disasters. The City released a survey on January 20, 2025 to provide an overview of the process for completing the Plan and to receive feedback from the public. A community forum was held on January 23, 2025, facilitated by CDD and Housing staff. Several local-non-profits and community organizations for input on the Consolidated Plan 2025-2029 and the 2025-2026 Annual Action Plan. To promote these meetings, notices were posted on the City's website and Facebook pages, sent in the *City e-bulletin* newsletter; advertised in the Argus Courier online and in print; and sent by email to community stakeholder groups and aforementioned organizations. The draft Plans were made available to the public electronically at <https://cityofpetaluma.org/housing-reports-documents/> for the 60-day public comment period from February 18, 2025 until April 18, 2025, and the public was encouraged to submit comments in email to staff. Two public hearings are scheduled at the City Council meeting on March 17, 2025 and April 21, 2025; interested members of the public may also provide comments at this meeting.

5. Summary of public comments

- From the public hearing on March 17th, 2025, and April 21, 2025, the following comments were received:

Oral & Written Comment - Public Hearing March 17, 2025: Public comments expressed strong support for the Consolidated Plan's priorities, particularly efforts to increase affordable housing and fund critical home repairs that improve accessibility and prevent homelessness. Speakers highlighted the severity of the housing crisis in Petaluma, the inadequacy of current funding to meet community needs, and the importance of proactive policy decisions. Emphasis was placed on the moral and practical necessity of supporting low-income residents and taking action to prevent displacement, with a call for continued community engagement and commitment to equitable housing solutions.

Oral & Written Comment - Public Hearing April 21, 2025: TBD

6.

- From the community survey, the following is a summary of comments received:

Road and infrastructure maintenance emerged as the most frequently reported issue, with residents highlighting concerns such as potholes, road deterioration, and poor sidewalk conditions—particularly around Casa Grande and Caulfield Lane. Affordable housing and

housing assistance were also top concerns, with many expressing that rising housing costs are making it increasingly difficult for low-income families to secure suitable homes, alongside growing anxiety over homelessness and the need for long-term solutions. Public transportation was criticized for its limited and infrequent service, inadequate signage, and overall lack of navigability. Families voiced challenges around childcare, citing the high cost of daycare, a shortage of childcare centers in some neighborhoods, and a need for expanded after-school programs. Safety and crime prevention concerns focused largely on traffic violations such as speeding and failure to stop at intersections, as well as the presence of unhoused individuals in public spaces and noise pollution from the raceway and train. Less frequently, residents mentioned the need for cleaning up and repurposing vacant lots into community spaces, expanding mental health and substance abuse services, enhancing urban greenery, supporting dark-sky initiatives, and improving pedestrian and bicycle safety through better infrastructure.

- From community forum, the following comments were received:

January 20, 2025, Community Forum: Community input underscored deep concerns about housing affordability and stability, particularly for seniors, families, and undocumented residents facing overcrowding, aging housing, and rising homelessness. There were also significant issues with inadequate public infrastructure and transportation, which hinder access to jobs and education. Economic development efforts were seen as essential, with calls for stronger workforce development, job training, and hospital-related employment stability. Participants emphasized the importance of more inclusive community engagement by reaching underserved populations directly, and highlighted the urgent need for expanded services for undocumented individuals and unhoused students and workers.

February 11, 2025, Community Advisory Board (CAB) meeting: CAB feedback emphasized the need for inclusive economic development, particularly through support for small businesses and Latino entrepreneurship, including technical assistance and more accessible spaces like culturally inclusive farmers markets. There was a strong call for improved access to affordable housing, food security initiatives such as community gardens and pantries, and health services, especially dental and holistic care for working families. Residents also highlighted the importance of investing in culturally relevant community spaces and infrastructure to foster education, engagement, and celebration. Additional concerns included inadequate transportation coverage and the need for better street lighting and safer pedestrian corridors.

7. Summary of comments or views not accepted and the reasons for not accepting them

All comments will be accepted and considered.

2025-30 CONSOLIDATED PLAN.

CITIZEN PARTICIPATION AND STAKEHOLDER CONSULTATION

PR-05 Lead & Responsible Agencies 24 CFR 91.200(b)

1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator	Petaluma	Community Development Department / Housing Division

Table 1 – Responsible Agencies

Narrative

The City of Petaluma (City) is the agency responsible for preparing the Consolidated Plan, providing community input opportunities, and administering the CDBG grant program and funding source. The City Housing Division is responsible for administering its housing programs. The City of Petaluma utilizes the Sonoma County Housing Commission and Authority for the purpose of ensuring adequate, decent, safe, and sanitary housing for qualified households within Petaluma, consistent with federal, state, and local laws. The Sonoma County Housing Authority manages the distribution of Federal rental subsidies to low- income residents (the Housing Choice Voucher (HCV) Program, also known as “Section 8” or “Rental Assistance”); The Housing Division collaborates with other local government and nonprofit agencies to provide services to homeless residents; and develops and administers a variety of affordable housing programs. Key program areas include Fair Housing Support, Rental Assistance, Mobilehome Rent Control, and Homeless Services. The Housing Division administers the City’s housing production and preservation programs, broken into four broad funding categories:

- Affordable Housing Production;
- Conversion and Preservation of Affordable Housing;
- Special Needs Facilities; and
- First-time homebuyer Program

Since 1984, the City has supported the development of over 1336 affordable rental and ownership units, including single-family and multi-family residences, and housing for seniors and persons with special needs. This equates to 22% of all housing units built in Petaluma over the past 15 years.

Consolidated Plan Public Contact Information

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PR-10 Consultation – 91.100, 91.110, 91.200(b), 91.300(b), 91.215(I) and 91.315(I)

1. Introduction

The City of Petaluma has maintained a very active and successful Housing Division for many years that has focused on the production and rehabilitation of housing low and very low-income families, seniors, individuals, differently abled persons, homeless individuals and other groups with housing needs. The City has funded locally based nonprofits to serve those populations with CDBG, local in-lieu, commercial linkage, housing funds and State HOME and other federal and state resources.

Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(I)).

General Units of Local Government

- **City Council of the City of Petaluma:** Conducts a Public Hearing, usually in April, and authorizes submittal of the final Consolidated Plan and the associated Fiscal Year Annual Action Plan to HUD.

- City of Petaluma: As one of the three entitlement jurisdictions, Petaluma participates with Petaluma and the CDC in the Continuum of Care planning process and collaborated with the City and the CDC to complete the updated Countywide Assessment of Fair Housing (AFH) in 2024 which addresses fair housing issues throughout the region. Petaluma administers its CDBG allocation within its jurisdictional boundaries.
- Sonoma County Housing Commission and Housing Authority help low and very low-income households apply for housing vouchers, track the waitlist and secure Housing Choice vouchers for its citizens. The City produces brochures, informational sheets for local low-income housing sites, and other resources to assist its citizens to secure affordable housing as well as mental health, jobs training, legal services and rental housing assistance. The City collaborates with the County Health Department and the Community Development Commission, which includes the Countywide Housing Authority to address issues and provide resources for critical issues such as homelessness in the county and in particular in Petaluma. The City Housing staff maintains a robust website: <https://cityofpetaluma.org/departments/housing/>. Information is provided for a range of housing policies, lists of housing opportunities and recent actions approved by the City Council regarding the provision of affordable housing and community services for low and moderate-income households
- The City of Petaluma SAFE team addresses crisis response, prevention and intervention for our most vulnerable community members experiencing mental health issues, substance abuse issues and homelessness. This team is made up of civilian first responders, who will respond to and proactively address calls for service that have traditionally (and unnecessarily) burdened law enforcement, emergency medical services and health care providers.

2. Coordination with the Continuum of Care and efforts to address needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness

The City of Petaluma participates with the Sonoma County's Continuum of Care Committee and shares resources and information to address the needs of people experiencing homelessness in Petaluma. Many aspects of this Plan's development process included consultations with the MSA's Continuum of Care (CoC) organization. Efforts to address the needs of persons experiencing homelessness are described in greater detail later in this Plan. The Sonoma County Department of Health Service (DHS) is the lead agency for the Sonoma County Homeless Coalition (formerly the Sonoma County Continuum of Care) and hosts its planning process. The City, the County of Sonoma, and the City of Petaluma, the three HUD entitlement jurisdictions in Sonoma County, have designated seats on the Sonoma County

Homeless Coalition’s Board, which includes representation from the nonprofit, governmental, service provider, housing development, law enforcement, faith-based, business, homeless, and general communities. The City of Petaluma 2023 3 Year Strategic Plan to End Homelessness and its annual submissions to HUD reflect the demographics, needs, and available shelter, housing, and services in all three HUD entitlement jurisdictions to provide a cohesive shelter system throughout the region.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS

The City does not receive or coordinate ESG funds. As member of the County's Continuum of Care, Petaluma helps to develop performance standards and evaluate outcomes for County-administered ESG programs.

3. Agencies, groups, organizations and others who participated in the process and jurisdiction consultations with housing, social service agencies and other entities.

It should be noted that most of the entities listed in the following table serve residents of the entire MSA rather than just serving residents of Petaluma therefore, all agencies are regional organizations. Numerous individuals are also included in the outreach list for this Plan; their names are included in Appendix 2 attached hereto.

1	Agency/Group/Organization	Housing Land Trust of the North Bay
	Agency/Group/Organization Type	Housing Services – Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Non-Homeless Special Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The Housing Land Trust of Sonoma (HLT), a Petaluma based organization, administers the City's affordable homeownership program and provides homeownership opportunities for low- and moderate-income homebuyers by retaining the land under a 99-year lease and help to secure home loans for the above-ground housing units thus providing affordable opportunities. HLT participates in the City efforts, such as the annual Community Meeting to provide input about current and future housing needs in preparation of the Consolidated Plan and AAP.
2	Agency/Group/Organization	Petaluma Peoples Services Center (PPSC)
	Agency/Group/Organization Type	Housing Services - Housing Services-Children

		Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-Education Service-Fair Housing Services - Victims
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Non-Homeless Special Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Petaluma Peoples' Services Center (PPSC) provides fair housing, meals on wheels, rental assistance funding and a range of services for low and very low-income families, individuals and persons with disabilities. PPSC is very active with the City, the County and related local non-profit organizations in Petaluma to coordinate delivery of services as well as participate in the annual CDBG Community Meeting to help identify current and future needs for low and very low-income families, seniors and individuals.
3	Agency/Group/Organization	Allied Housing
	Agency/Group/Organization Type	Services-Homeless, Services-Persons with Disabilities
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
4	Agency/Group/Organization	Rebuilding Together Petaluma
	Agency/Group/Organization Type	Housing Services - Housing Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Education
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Non-Homeless Special Needs

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. Rebuilding Together Petaluma (RBT) is a local Petaluma based non-profit that provides housing rehabilitation for low and very low-income homeowners. RBT participate in the City's Community meeting and provided input regarding the current and future needs for affordable housing, especially rehabilitation needs for seniors, veterans and persons with physical disabilities. RBT works with other non-profit such as COTS for the rehab of its homeless shelters and homes
5	Agency/Group/Organization	Committee on the Shelterless (COTS)
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Services - Victims
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	Committee on the Shelterless (COTS) provides shelters, rental housing, education, job preparation, health and counseling services for persons experiencing homelessness. COTS work with City staff, a local support committee to track and provide services at homeless camps and other non-profits and countywide organizations.
6	Agency/Group/Organization	Sonoma County Community Development Commission
	Agency/Group/Organization Type	Housing PHA Services - Housing

	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The Sonoma County Community Development Commission (CDC) is a agency of Sonoma County, CA. The CDC included the Countywide Housing Authority (HA) and provides funding for the development of low and moderate-income affordable housing. The City of Petaluma works in conjunction with the local non-profit organizations to assist with securing funding from the CDC which includes submitting letters of support, Housing Staff providing in-person testimony in support of local funding requests and regular communication with CDC staff to coordinate funding requests.
7	Agency/Group/Organization	City of Petaluma
	Agency/Group/Organization Type	Other government - Local
	What section of the Plan was addressed by Consultation?	Housing Need Assessment
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve regional coordination committed to improving the quality of life for MSA residents.
8	Agency/Group/Organization	Petaluma Health Care District
	Agency/Group/Organization Type	Services-Health
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.

9	Agency/Group/Organization	MidPen Housing
	Agency/Group/Organization Type	Housing Services- Housing Persons with Special Needs and Disabilities
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
10	Agency/Group/Organization	Burbank Housing Development Corporation
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
11	Agency/Group/Organization	Senior Advocacy Services
	Agency/Group/Organization Type	Services-Elderly Persons Services-Persons with Disabilities
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
12	Agency/Group/Organization	California Rural Legal Assistance Inc.
	Agency/Group/Organization Type	Service-Fair Housing
	What section of the Plan was addressed by Consultation?	overall plan

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
13	Agency/Group/Organization	Legal Aid of Sonoma County
	Agency/Group/Organization Type	Services – Fair Housing Services-Victims of Domestic Violence Services-Homeless Services - Victims Services- Immigration
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
14	Agency/Group/Organization	Petaluma Family Resource Center
	Agency/Group/Organization Type	Services - Education Services-Children Services-Immigration Services-Adult Literacy Services-Meals Services-Victims of Domestic Violence Services-Housing Services-Health Services-Education Services-Employment Services - Victims
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization participated in community meetings and public hearings and commented on the draft Plan and provided information. The anticipated outcome of the consultation was to improve coordination with organization committed to improving MSA residents' quality of life.

15	Agency/Group/Organization	COTS Committee on the Shelterless
	Agency/Group/Organization Type	Services-Homeless
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
16	Agency/Group/Organization	Petaluma Blacks for Community Development
	Agency/Group/Organization Type	Services – Education
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
17	Agency/Group/Organization	Café Puente
	Agency/Group/Organization Type	Services - Education Services-Immigration Services-Adult Literacy Services-Meals Services-Children Services-Housing Services-Health
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
18	Agency/Group/Organization	Blue Zones Petaluma
	Agency/Group/Organization Type	Services - Education

	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
19	Agency/Group/Organization	Cool Petaluma
	Agency/Group/Organization Type	Services - Education
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
20	Agency/Group/Organization	Healthy Petaluma
	Agency/Group/Organization Type	Services – Education Services - Health
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
21	Agency/Group/Organization	Petaluma Educational Foundation
	Agency/Group/Organization Type	Services - Education
	What section of the Plan was addressed by Consultation?	overall plan

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
22	Agency/Group/Organization	Housing Land Trust of the North Bay
	Agency/Group/Organization Type	Housing Services - Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Non-Homeless Special Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The Housing Land Trust of Sonoma (HLT), a Petaluma based organization, administers the City's affordable homeownership program and provides homeownership opportunities for low and moderate income homebuyers by retaining the land under a 99 year lease and help to secure home loans for the above-ground housing units thus providing affordable opportunities. HLT participates in the City efforts, such as the annual Community Meeting to provide input about current and future housing needs in preparation of the Consolidated Plan and AAP.
23	Agency/Group/Organization	HomeFirst
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Services - Victims
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	HomeFirst connects individuals to housing, education, job preparation, health and counseling services for persons experiencing homelessness. HomeFirst work with City staff, and a network of regional homeless service providers to track and provide services to unsheltered individuals living outside or at homeless camps and get them placed into housing.
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
24	Agency/Group/Organization	Housing Authority of the City of Petaluma
	Agency/Group/Organization Type	Other government - Local, Housing
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
25	Agency/Group/Organization	PEP Housing
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
26	Agency/Group/Organization	Sonoma County Homeless Coalition
	Agency/Group/Organization Type	Continuum of Care
	What section of the Plan was addressed by Consultation?	overall plan

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.
27	Agency/Group/Organization	North Bay Organizing Project
	Agency/Group/Organization Type	Civic Leaders
	What section of the Plan was addressed by Consultation?	overall plan
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	This organization was invited to participate in community meetings and public hearings and to comment on the draft Plan. The anticipated outcome of the consultation was to improve coordination with an organization committed to improving the quality of life for MSA residents.

Table 2 – Agencies, groups, organizations who participated

Identify any Agency Types not consulted and provide rationale for not consulting

Efforts were made to contact all required organizations for consultation to inform the development of the City's Consolidated Plan. However, despite multiple attempts, not all of the agencies/organizations/groups that were contacted responded to the request for consultation. All groups were either consulted or invited to participate in the Plan process. The City did not consult any agencies in the area of Broad Band Services, but recognizes this as an important aspect of City operations in order to provide access and equity for all members of the community. As part of the City Technology Advisory Committee the City will be forming a committee to address Broad Band Services City wide.

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Sonoma County Continuum of Care 5-Year Strategic Plan to Prevent and End Homelessness 2023-2027	Sonoma County Homeless Coalition (Sonoma County Continuum of Care/Sonoma County Department of Health Services as Lead)	As the second largest City in the County Continuum of Care, Petaluma has a seat on its governing body ensuring coordination with the consolidated planning process.

Table 3 – Other local / regional / federal planning efforts

Describe cooperation and coordination with other public entities, including the State and any adjacent units of local government, in implementation of the Consolidated Plan (91.215(l))

As noted above, the City consulted with the County of Sonoma and the City of Petaluma the other two federal entitlement jurisdictions in the MSA. Additionally, the City of Petaluma as has developed a Homelessness Solution Strategic Plan to align the City's efforts and work in subregional coordination with the Cities of Sonoma, Cotati Rohnert Park together as the South County region. The Petaluma Housing staff works continuously with internal units of the City of Petaluma. The Housing staff serve as the Housing Division within the Community Development Department addressing affordable housing and community assistance as part of critical needs and top goals of the City's Strategic Plan. The Housing Division works hand-in-hand with the City Attorney and Finance Director and Planning Department in the discussion, review and Planning Commission and City Council in the processing and approvals of housing policies, such as the Housing Element, General Plan and Specific Plan, as well as adoptions of affordable housing related city ordinances and specific single-family and multi-family housing development projects that are proposed for affordable housing. The Housing Division works closely with the Sonoma County Community Development Commission (CDC) and Housing Authority PHA), State Department of Housing and Community Development to secure housing funds such as the HOME program, and the state Treasurer to secure Low Income Housing Tax Credits (LIHTC) for development of rental housing affordable to households at 60% and below of AMI.

PR-15 Citizen Participation – 91.105, 91.115, 91.200(c) and 91.300(c)

**1. Summary of citizen participation process/Efforts made to broaden citizen participation
Summarize citizen participation process and how it impacted goal-setting**

To ensure maximum participation in this Plan process among all populations and to properly address issues and concerns, the City has developed its Citizen Participation Plan (CPP) attached hereto as Appendix 3. The CPP describes actions to be taken to involve residents in the development of the Consolidated Plan, Substantial Amendments to the Consolidated Plan, Minor Amendments to the Consolidated Plan, the Annual Action Plan, the Consolidated Annual Performance Evaluation Report (CAPER), and the previously mentioned AFH. The CPP can also be found on the City's website at <https://cityofpetaluma.org/documents/final-2024-citizen-participation-plan/> The CPP includes the following components:

1. Access to Meetings, Information, Records;
2. Technical Assistance;
3. Public Notices;
4. Publication of Draft Documents;
5. Public Hearings/Public Meetings;
6. Public Comments;
7. Availability of Final Documents;
8. Response to Complaints; and
9. Process for Amendments to the Plan.

Public participation in development of the Plan is encouraged. In addition to publishing notices in the Argus Courier, notices of public meetings/hearings were also published online in English and in Spanish on the City webpage. Outreach included the organizations listed in Section PR-10 and individuals listed in Appendix 2. The City provides bilingual translators and signing or captioning services for the hearing impaired when requested. Public meeting/hearing sites are Americans with Disabilities (ADA)-compliant and near public transportation.

Information is available in Spanish for many programs and activities; Upon request, the City will provide appropriate auxiliary aids or services for those individuals who have hearing, sight or speech impairments, in order to participate in City programs or activities. The City's website is available in every known language, and there is an ongoing requirement that agencies receiving funds from the City utilize a variety of methods to reach the broadest population possible. A full discussion of the City's Accessibility Policy is located at <https://cityofpetaluma.org/accessibility-statement> .

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of Response/attendance	Summary - Comments received	Summary of comments not accepted and reasons
1	Public Survey 1/20/25 3/17/25	Non-targeted/ broad community	196 Survey Responses were received. The top needs identified from the Survey were 1) Rehab/Reconstruction of Affordable Housing; 2) Rental Assistance; and 3) Development of New Affordable Housing.	Comments received are included as Appendix 4	All comments are accepted and included in this Plan
2	Service Provider Meeting 1/23/25	All previous and potential service providers	6 Service Provider organizations attended the meeting and provided verbal comments in favor of additional funding for affordable housing and community services.	Comments received are included as Appendix 4	All comments are accepted and included in this Plan.
3	Café Puente / Petaluma Health Center Latine Advisory Board Meeting 2/12/25	Targeted community	Latine Advisory Board (CAB) is an advisory group comprised of community members appointed by Café Puente Members either represented a specific district or are at-large. The CAB provided feedback on 2/13/25 on the Consolidated Plan Process and priority needs within the community	Comments received are included as Appendix 4	All comments are accepted and included in this Plan.

4	Public Meeting / Public Hearing 3/17/25	Non-targeted/ Broad Community Minorities Non- English Speaking – Spanish Persons with Disabilities Residents of Public and Assisted Housing	The City hosted a public meeting on 3/17/25 to solicit public services funding applications.	Comments received are included as Appendix 4	All comments are accepted and included in this Plan.
5	Newspaper Ads	Non-targeted/ Broad Community Minorities Non- English Speaking – Spanish Persons with Disabilities Residents of Public and Assisted Housing	Notices for the 3/17/25 and 4/21/25 public hearing were posted in the Argus Courier Newspaper ad and posted on the city housing webpage.		All comments are accepted and included in this Plan.
6	Email	Non-targeted/ broad community	Notices of community forum and public hearings were distributed to the agencies listed in Table 3 and the email list in Appendix 2.	Comments received are included as Appendix 4	All comments are accepted and included in this Plan.
7	Public Hearing 4/21/25	Non-targeted/ broad community	City Council meeting notices are posted at various locations throughout the City Hall complex and emailed to an opt-in mailing list.	Comments received are included as Appendix 4	All comments are accepted and included in this Plan.

Table 4 – Citizen Participation Outreach

Public Comment Received

January 20, 2025, Community Forum: Community input underscored deep concerns about housing affordability and stability, particularly for seniors, families, and undocumented residents facing overcrowding, aging housing, and rising homelessness. There were also significant issues with inadequate public infrastructure and transportation, which hinder access to jobs and education. Economic development efforts were seen as essential, with calls for stronger workforce development, job training, and hospital-related employment stability. Participants emphasized the importance of more inclusive community engagement by reaching underserved populations directly, and highlighted the urgent need for expanded services for undocumented individuals and unhoused students and workers.

February 11, 2025, Community Advisory Board (CAB) meeting: CAB feedback emphasized the need for inclusive economic development, particularly through support for small businesses and Latino entrepreneurship, including technical assistance and more accessible spaces like culturally inclusive farmers markets. There was a strong call for improved access to affordable housing, food security initiatives such as community gardens and pantries, and health services, especially dental and holistic care for working families. Residents also highlighted the importance of investing in culturally relevant community spaces and infrastructure to foster education, engagement, and celebration. Additional concerns included inadequate transportation coverage and the need for better street lighting and safer pedestrian corridors.

Oral Comment - Public Hearing March 17, 2025: Public comments expressed strong support for the Consolidated Plan's priorities, particularly efforts to increase affordable housing and fund critical home repairs that improve accessibility and prevent homelessness. Speakers highlighted the severity of the housing crisis in Petaluma, the inadequacy of current funding to meet community needs, and the importance of proactive policy decisions. Emphasis was placed on the moral and practical necessity of supporting low-income residents and taking action to prevent displacement, with a call for continued community engagement and commitment to equitable housing solutions.

Oral Comment – Public Hearing, April 21, 2025

[Full comment summary to be included after the April 21 Public Hearing and prior to the May 15, 2025 submittal to HUD]

Needs Assessment

NA-05 Overview

Needs Assessment Overview

This Section of the Plan provides a summary of the needs related to affordable housing, special needs housing, community development, and homeless services in Petaluma. This Needs Assessment includes the following sections.

- Housing Needs Assessment;
- Disproportionately Greater Need;
- Public Housing;
- Homeless Needs Assessment;
- Non-Homeless Needs Assessment; and
- Non-Housing Community Development Needs.

The Needs Assessment identifies, with feedback and comments received from the public and stakeholders, those needs with the highest priority which then form the basis for the Strategic Plan section and the programs and projects to be administered. Most of the data tables in this section are populated with default data from CHAS data based on the *2017 – 2021 ACS Five-Year Estimate* as released by HUD. Other sources are noted throughout this Plan, in the Section of the Plan titled “*A Note About Data Sources,*” and Appendix 1.

NA-10 Housing Needs Assessment - 24 CFR 91.205 (a,b,c)

Summary of Housing Needs

The data in this Section analyzes needs related to households experiencing:

1. Overcrowding;
2. Substandard housing;
3. Cost burden (paying more than 30% of household income for housing costs); and
4. Severe cost burden (paying over 50% of household income for housing costs).

The following income categories are referenced throughout this Plan:

- **Extremely low-income:** households with income less than 30% of Area Median Income (AMI);
- **Very low-income:** households with income between 31% and 50% of AMI;
- **Low-income:** households with income between 51% and 80% of AMI;
- **Moderate-income:** households with income between 81% and 120% of AMI;

- **Above Moderate-income**: households with income above 120% of AMI.

The 2024 Income Limits for Petaluma are as follows; Income Limits are based on data provided by HUD that is updated annually:

2024 INCOME LIMITS (Effective June 1, 2024)

Persons in Household	Acutely Low Income (15% Area Median Income)	Extremely Low Income (30% Area Median Income)	Very Low Income (50% Area Median Income)	60% Area Median Income	Low Income (80% Area Median Income)	Median Income (100% Area Median Income)	Moderate Income (120% Area Median Income)
1	13,500	29,050	48,450	58,140	77,500	89,900	107,850
2	15,400	33,200	55,350	66,420	88,600	102,700	123,300
3	17,350	37,350	62,250	74,700	99,650	115,550	138,700
4	19,250	41,500	69,150	82,980	110,700	128,400	154,100
5	20,800	44,850	74,700	89,640	119,600	138,650	166,450
6	22,350	48,150	80,250	96,300	128,450	148,950	178,750
7	23,850	51,500	85,750	102,900	137,300	159,200	191,100
8	25,400	54,800	91,300	109,560	146,150	169,500	203,400

Based on the data collected for this Plan by the Census Bureau for HUD, there are an estimated 58,800 people residing in Petaluma in 22,755 housing units. Of these households, approximately 11% (2,460) earned 0 – 30% of AMI, 8% (1,820) earned 30% - 50% of AMI, and 17% (3,855) earned 50% - 80% of AMI and are considered “low-income” under HUD regulations (Source: HUD Comprehensive Housing Affordability Strategy [CHAS]). According to the 2019–2023 American Community Survey 5-Year Estimates, 64% of households are owner-occupied and 36% are renter-occupied; find the data t (Source: HUD Comprehensive Housing Affordability Strategy [CHAS]). These notes provide context for the following data tables from the 2017-2021 CHAS:

1. The four housing problems are: incomplete kitchen facilities, incomplete plumbing facilities, more than 1 person per room, and cost burden greater than 30%.
2. The four severe housing problems are: incomplete kitchen facilities, incomplete plumbing facilities, more than 1 person per room, and cost burden greater than 50%.
3. Cost burden is the ratio of housing costs to household income. For renters, housing cost is gross rent (contract rent plus utilities).

4. For owners, housing cost is "select monthly owner costs", which includes mortgage payment, utilities, association fees, insurance, and real estate taxes.

Housing Needs Summary Tables:

Overcrowding for renters is also a housing problem; overcrowding issues may reflect the inability of households to afford larger units, likely because of a shortage of affordable housing for larger households.

Demographics	Base Year: 2009	Most Recent Year: 2023	% Change
Population	57,941	58,800	1.5%
Households	20,575	22,755	9.1%
Median Income	\$72,881	\$109,823	50%

Table 5 - Housing Needs Assessment Demographics (Data source: 2009 Census/Base, 2023 ACS Most Recent)

Number of Households Table

Of the 22,755 households:

	0-30% HAMFI	>30-50% HAMFI	>50-80% HAMFI	>80-100% HAMFI	>100% HAMFI
Total Households	2,460	1,820	3,855	2,195	12,425

Table 6 - Total Households Table (Data Source: 2021 CHAS)

*HAMFI – HUD Area Median Family Income

Distribution of Income – Owners or Renters

Income Distribution Overview	Owners	Renter	Total
Household Income <= 30% HAMFI	960	1,500	2,460
Household Income >30% to <=50% HAMFI	895	925	1,820
Household Income >50% to <=80% HAMFI	1,750	2,105	3,855
Household Income >80% to <=100% HAMFI	1,420	775	2,195
Household Income >100% HAMFI	9,410	3,015	12,425
Total	14,435	8,320	22,755

Table 7 - Income Distribution Table (Data Source: 2021 CHAS)

Housing Problems Overview

Household Problems Overview	Owners	Renter	Total
Household has at least 1 of 4 Housing Problems	4,010	4,870	8,880
Household has none of 4 Housing Problems OR cost burden not available no other problems	10,425	3,455	13,880
Total	14,435	8,320	22,755

Table 8 - Housing Problems Overview (Data Source: 2021 CHAS)

Severe Housing Problems Overview	Owners	Renter	Total
Household has at least 1 of 4 Severe Housing Problems	1,880	2,155	4,035
Household has none of 4 Severe Housing Problems OR cost burden not available no other problems	12,555	6,170	18,725
Total	14,435	8,320	22,755

Table 9 - Severe Housing Problems Overview Table (Data Source: 2021 CHAS)

Housing Cost Burden Overview	Owners	Renter	Total
Cost Burden <=30%	10,600	3,660	14,260
Cost Burden >30% to <=50%	2,145	2,970	5,115
Cost Burden >50%	1,670	1,620	3,290
Cost Burden not available	25	70	95
Total	14,435	8,320	22,755

Table 10 - Housing Cost Burden Overview (Data Source: 2021 CHAS)

Income by Housing Problems (Owners and Renters)	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available no other problems	Total
NOTE: HAMFI – HUD Area Median Family Income			
Household Income <= 30% HAMFI	2,100	360	2,460
Household Income >30% to <=50% HAMFI	1,310	510	1,820
Household Income >50% to <=80% HAMFI	2,520	1,340	3,855
Household Income >80% to <=100% HAMFI	1,200	995	2,195
Household Income >100% HAMFI	1,745	10,680	12,425
Total	8,880	13,880	

Table 11 - Income by Housing Problem (Owners and Renters) (Data Source: 2021 CHAS)

Income by Housing Problems (Renters only)	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available no other problems	Total
Household Income <= 30% HAMFI	1,245	255	1,500
Household Income >30% to <=50% HAMFI	810	110	925
Household Income >50% to <=80% HAMFI	1,670	440	2,105
Household Income >80% to <=100% HAMFI	535	240	775
Household Income >100% HAMFI	605	2,410	3,015
Total	4,870	3,455	8,320

Table 12 - Income By Housing Problems – Renters Only - Table (Data Source: 2021 CHAS)

Income by Housing Problems (Owner only)	Household has at least 1 of 4 Housing Problems	Household has none of 4 Housing Problems OR cost burden not available no other problems	Total
Household Income <= 30% HAMFI	855	105	960
Household Income >30% to <=50% HAMFI	500	400	895
Household Income >50% to <=80% HAMFI	850	900	1,750
Household Income >80% to <=100% HAMFI	665	755	1,420
Household Income >100% HAMFI	1,140	8,270	9,410
Total	4,010	10,425	14,435

Table 13 - Income by Housing Problems – Owners Only - Table (Data Source: 2021 CHAS)

Income by Cost Burden (Owners and Renters)	Cost burden > 30%	Cost burden > 50%	Total
Household Income <= 30% HAMFI	2,075	1,515	2,640
Household Income >30% to <=50% HAMFI	1,280	680	1,820
Household Income >50% to <=80% HAMFI	2,445	820	3,855
Household Income >80% to <=100% HAMFI	1,170	170	2,195
Household Income >100% HAMFI	1,440	110	12,425
Total	8,410	3,290	22,755

Table 14 - Income by Cost Burden – Owners and Renters - Table (Data Source: 2021 CHAS)

Income by Cost Burden (Renters Only)	Cost burden > 30%	Cost burden > 50%	Total
Household Income <= 30% HAMFI	1,220	810	1,500
Household Income >30% to <=50% HAMFI	780	355	925
Household Income >50% to <=80% HAMFI	1,640	445	2,105
Household Income >80% to <=100% HAMFI	505	10	775
Household Income >100% HAMFI	445	0	3,015
Total	4,590	1,620	8,320

Table 15 - Income by Cost Burden – Renters Only - Table (Data Source: 2021 CHAS)

Income by Cost Burden (Owners Only)	Cost burden > 30%	Cost burden > 50%	Total
Household Income <= 30% HAMFI	855	705	960
Household Income >30% to <=50% HAMFI	500	325	895
Household Income >50% to <=80% HAMFI	800	370	1,750
Household Income >80% to <=100% HAMFI	665	160	1,420
Household Income >100% HAMFI	995	110	9,410
Total	3,815	1,670	14,435

Table 16 - Income by Cost Burden – Renters Only - Table (Data Source: 2021 CHAS)

Describe the number and type of single person households in need of housing assistance.

Per the 2023 American Community Survey 5-year estimate, there were 24,155 households in Petaluma of which 28.6% were single person households. Of single person households, 8,455 households are considered low-income, earning 80% of AMI or less from the above Table 16. The 2023 ACS also shows that 8% of the total single person households are comprised of a senior aged 65 or older. Furthermore, the majority of the MSA's homeless population was comprised of people in households without children (Sonoma County Homeless Census and Survey Comprehensive Report 2024).

Estimate the number and type of families in need of housing assistance who are disabled or victims of domestic violence, dating violence, sexual assault and stalking.

The following data, reported in the *Sonoma County 2024 Point-In-Time Count* illustrates the need for affordable housing for persons with disabilities or victims of violent attacks, domestic violence, or abuse:

- 37% of individuals experiencing homelessness report a HUD disabling condition, defined as “a diagnosable substance abuse disorder, a serious mental illness, developmental disability, or chronic physical illness or disability, including the co-occurrence of two or more of these conditions.” The most common conditions reported by individuals in 2024 were:
 - 47% Alcohol and Drugs;
 - 43% Psychiatric or emotional conditions;
 - 41% PTSD;
 - 32% Chronic health conditions;
 - 30% Physical disability; and
 - 17% Traumatic brain injury.
- Histories of domestic violence and partner abuse are prevalent among individuals experiencing homelessness and can be the primary cause of homelessness for many, with 25% of homeless individuals indicating a prior experience of domestic violence and 4% of the respondents identifying domestic violence as the primary cause of their homelessness. The YWCA of Sonoma County served 263 unduplicated clients of which 77% (202 participants) are at or below 30% AMI in Fiscal Year 2022/2023, the last full fiscal reporting year.

What are the most common housing problems?

Based on the data in the tables in this section, the most prevalent housing problem is housing cost burden; approximately 8,405 of the 22,755 Petaluma households overpaid for housing, representing 37%. Renters account for 55% of overpaying households and owners account for 45%. Overcrowding for renters is also a housing problem, which may reflect the inability of households to afford larger units.

Are any populations/household types more affected than others by these problems?

Certain populations and household types face pronounced housing affordability challenges. The data specifically underscores the plight of renters with incomes between 0 – 30% AMI and 30%—50% AMI, who encounter housing cost burdens of over 50% at significantly higher rates compared to other groups. This indicates a severe strain on their financial resources, disproportionately affecting these lower-income brackets.

Furthermore, the "Elderly" household category emerges as notably impacted, with a substantial number of elderly homeowners across all income brackets under 80% AMI

experiencing housing cost burdens of both 30% and 50%. This situation underscores the vulnerability of elderly populations to financial instability caused by high housing costs, reflecting the broader issue of affordability within the housing market, especially considering the median sale price increase in the area.

Renters in the "Small Related" and "Other" household categories also face distinct challenges, with a significant proportion of those at 50% - 80% of AMI grappling with housing costs exceeding 30% of their income. This indicates that these household types, despite slightly higher incomes, are still vulnerable to financial stress due to housing costs.

Homeowners are similarly affected, with all income groups earning less than 80% AMI encountering housing cost burdens of 30% and 50% at higher rates compared to other income categories. This reflects the impact of the high median sale price in the local housing market, which was reported to be \$1,000,000 in 2024, marking a significant 15% increase from the median price of \$845,000 in October 2020.

The data on overcrowding highlights a specific issue faced by "Single family households" across all income brackets, with a significant number experiencing more than one person per room. This points to the additional problem of inadequate living space, further compounding the affordability crisis.

The tables reveal that renters in the lowest income brackets, elderly homeowners, and certain household types such as "Small Related" and "Other" are particularly affected by housing cost burdens and overcrowding. These findings emphasize the critical need for targeted interventions to address housing affordability and quality for these vulnerable groups.

Describe the characteristics and needs of Low-income individuals and families with children (especially extremely low-income) who are currently housed but are at imminent risk of either residing in shelters or becoming unsheltered 91.205(c)/91.305(c)). Also discuss the needs of formerly homeless families and individuals who are receiving rapid re-housing assistance and are nearing the termination of that assistance

Households, both individuals and families with children, in the extremely low-income group are at elevated risk of becoming homeless due to high housing cost burden or limited/lack of income. Job loss, remains the leading cause of homelessness in the MSA according to the Sonoma County 2024 Point-in-Time Count Results report (2024 Point-in-Time Count), followed by the high cost of living and mental health or substance abuse challenges. Fifty-seven percent (57%) of those surveyed as part of the 2024 Point-in-Time Count reported unaffordable rent as an obstacle to securing permanent housing and another 47% cited unemployment or lack of

income as an obstacle. During the height of the COVID-19 pandemic, there was increased funding for housing, health care, income supports, and other wraparound services to prevent homelessness. These pandemic-era protections for most have now expired and rental costs, along with pandemic exacerbated mental health problems and substance use disorders, are on the rise.

A total of 2,522 homeless individuals were counted as part of the 2024 Point-in-Time Count, 63% of whom were unsheltered – a significant increase from 57% unsheltered in 2023. After registering a decrease of 22 percent of people experiencing homelessness in Sonoma County in 2023, the Sonoma County Point-in-Time count for 2024 recorded an overall 11 percent increase. In Petaluma, 240 homeless individuals were counted, 60% of whom were unsheltered.

Due to limited emergency shelters for households that are already homeless, both the City's and Sonoma County's strategic plans recognize the need for increasing homelessness prevention resources. To that end, the City in collaboration with DHS and regional partners, developed and launched a two-year homelessness prevention pilot program in Fiscal Year 2024-25 – Keep People Housed Sonoma County. With combined public and private funding, the pilot will keep at least 200 more households stably housed across the county. Sonoma County's Prevention & Diversion Program Standards define those most at risk of homelessness as those already meeting the federal (HUD) definition of "Homelessness" under categories 2, 3, or 4 – according to 24 CFR, Part 582.5 – who are ineligible for homeless-targeted resources. This includes the following:

- Category 2: People at imminent risk of homelessness with less than 14 days to vacate housing or an institutional setting who lack resources to avoid becoming homeless;
- Category 3: People who would be considered homeless under definitions used by the federal departments other than HUD, such as unaccompanied youth or families with children who have not had a legal tenancy in permanent housing and experienced persistent instability (e.g., two or more moves) in the 60 days prior to the homeless assistance application, and who lack resources to avoid becoming literally homeless; or
- Category 4: People who are fleeing (or attempting to flee) domestic violence, who lack resources to avoid becoming homeless, and do not fit the Category 1 Homeless definition. This is not summary of homelessness, but rather defining those most at risk of homelessness.

Rapid Rehousing (RRH) is an effective intervention for many types of households experiencing homelessness, including those with no income, with disabilities, and with poor rental history. RRH is designed to help individuals and families quickly exit homelessness and return to permanent housing. RRH is a flexible and cost-effective method of increasing placements in permanent housing, with documented high outcomes. RRH is targeted to households earning less than 50% of AMI who do not require permanent supportive housing or a therapeutic residential environment and have the potential to generate enough income to afford the rent for an appropriate-sized unit within approximately 12 months. RRH assistance is generally limited to no more than 24 months in a three-year period. Across the homeless system of care, which funds Rapid Rehousing using local, state, and federal resources, the goal is that 90% of those participating in Rapid Rehousing will exit to permanent housing.

Petaluma currently provides local funding for Rapid Rehousing through the Encampment Resolution Fund (ERF) Program funded by the State of California. The program combines Rapid Rehousing resources with case management to overcome homelessness and support housing retention. During Fiscal Year 2023/2024, the most recent complete fiscal year for which statistics are available, 49 people were housed through Petaluma's programs, including Rapid Rehousing assistance and landlord recruitment programs.

If a jurisdiction provides estimates of the at-risk population(s), it should also include a description of the operational definition of the at-risk group and the methodology used to generate the estimates:

Data on the MSA's homeless population is tracked through the Homeless Management Information System (HMIS), a federally mandated online data system for all dedicated homeless, prevention, and housing programs that receive County Continuum of Care and Continuum of Care funding. HMIS collects data on the provision of housing and services to homeless individuals and families and persons at risk of homelessness. The Continuum of Care utilizes HUD's official definition of homelessness, including the at-risk definition, as required by the Homeless Emergency Assistance and Rapid Transition to Housing Act of 2009 (HEARTH Act), which definition was updated on December 5, 2012. The criteria to define "at-risk of homelessness" is:

Category 1 – Individuals and Families

An individual or family who:

1. Has an annual income below 30% of AMI; **AND**
2. Does not have enough resources or support networks immediately available to prevent them from moving to an emergency shelter or another place defined in Category 1 of

the “Homeless Definition”; **AND**

3. Meets one of the following conditions:

- a. Has moved because of economic reasons two or more times during the 60 days immediately preceding the application for assistance; **OR**
- b. Is living in the home of another because of economic hardship; **OR**
- c. Has been notified their right to occupy current housing/living situation will be terminated within 21 days after date of application for assistance; **OR**
- d. Lives in a hotel or motel and cost is not paid for by charitable organizations or by Federal, state, or local government programs for low-income individuals; **OR**
- e. Lives in a single-room occupancy (SRO) or efficiency apartment unit in which there reside more than two persons, or lives in a larger housing unit in which there reside more than one and a half persons per room; **OR**
- f. Is exiting a publicly funded institution or system of care; **OR**
- g. Otherwise lives in housing that has characteristics associated with instability and an increased risk of homelessness, as identified in the recipient’s approved Consolidated Plan.

Category 2 – Unaccompanied Children and Youth

A child or youth who does not qualify as homeless under the homeless definition but qualifies as homeless under another Federal statute.

Category 3 – Families with Children and Youth

An unaccompanied youth who does not qualify as homeless under the homeless definition but qualifies as homeless under Section 725(2) of the McKinney-Vento Homeless Assistance Act, and the parent(s) or guardian(s) of that child or youth if living with him or her.

Specify particular housing characteristics that have been linked with instability and an increased risk of homelessness

Several specific housing characteristics have been linked with instability and an increased risk of homelessness, according to the city's 2023-2031 Housing Element. These characteristics are shaped by broader regional and local economic conditions, housing market dynamics, and demographic factors, including:

- **Overcrowding and Severe Overcrowding:** A significant portion of the housing units in Petaluma experience overcrowding, defined as more than one person per room, and severe overcrowding, defined as more than 1.5 persons per room.

- **Income and Employment Characteristics:** While household average incomes in Petaluma are slightly higher than the county as a whole, the number of seniors living on fixed incomes that aren't keeping pace with the rate of inflation is rising rapidly in the City (and at a slightly higher rate overall than the county), and families with children continue to struggle to sustain housing costs. In 2022, the median household income in the city was \$109,823 compared to a median household income of \$102,840 countywide. This income distribution impacts the affordability of housing and contributes to the risk of housing instability.
- **Displacement Risk:** Rising rental prices and high home values in Petaluma are rapidly outpacing rises in income, indicating a serious risk of displacement. This trend of rising housing costs, in conjunction with limited wage growth, exacerbates the risk of homelessness for lower-income residents.

These characteristics underscore the challenges faced by Petaluma in addressing housing instability and the risk of homelessness.

Discussion – *Broadband Needs, Envision Centers, Resiliency*

According to 2020 5-year ACS estimates, (63,104) 94% of households in the city of Petaluma has one or more computing devices and (56,207) 84% have a smartphone. Additionally, (60,614) 91% of people have broadband internet. However, there are disparities in access to broadband internet in the city. Just under a quarter of Petaluma households 24% (1,691) making less than \$20,000 per year do not have internet compared to 12% (2,932) of those making between \$20,000 to \$74,999 and only 3% (1,085) of those making \$75,000 or more. This suggests a greater need for internet services that are affordable to low-income families.

The City of Petaluma has multiple internet service providers, including AT&T, Xfinity, HughesNet, Sonic, and EarthLink. Competition ensures there are a variety of options that meet internet and affordability needs. However, subscriptions to broadband internet services can still be unaffordable to lower-income households. Internet For All programs by providers has helped meet these needs along with the City's free Wi-Fi in select downtown and public buildings such as libraries, recreational facilities, and City Hall to name a few. In addition to the free public Wi-Fi program all Sonoma County libraries offer patrons to check out mobile Wi-Fi devices for up to two weeks with a valid library card.

The "Internet for All" program, while not specific to any one organization or government, generally refers to initiatives aimed at ensuring universal access to the Internet. Such programs are based on the understanding that access to the Internet is increasingly essential for participation in the modern economy, education, and society at large. These initiatives can be

led by governments, international bodies, non-profit organizations, or private sector partnerships, and their goals typically include:

- **Infrastructure Development:** Building and expanding the necessary physical infrastructure to provide Internet connectivity to underserved and rural areas.
- **Affordability:** Making Internet access more affordable through policy measures, subsidies, or by fostering competition among service providers.
- **Digital Literacy:** Offering training and resources to improve digital literacy, ensuring individuals can effectively use the Internet for education, communication, and employment.
- **Policy and Regulation:** Implementing policies and regulations that encourage the expansion of Internet access and protect users' rights online.
- **Public-Private Partnerships:** Encouraging collaborations between the public and private sectors to leverage resources and expertise in expanding Internet access.
- **Innovation and Local Content:** Supporting the development of local content and services that meet the needs and interests of the local population.

Examples of "Internet for All" initiatives include the World Bank's efforts to support universal Internet access in developing countries, the United Nations' Sustainable Development Goals (SDGs) which include targets for significantly increasing access to information and communications technology, and specific national programs in countries aiming to bridge the digital divide within their populations. The implementation of such programs is crucial for ensuring that the benefits of the digital age are accessible to all, promoting economic development, education, and the reduction of inequalities. The map below, sourced from the California Interactive Broadband Map, shows that greater than 80% of the residents of Petaluma have adopted broadband as compared to utilizing satellite or dial-up internet.



Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

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report, as outlined above.

Table E1: Local Housing Problems and Cost Burden by Race – Sonoma County (2017)

	White	Black	Asian	American Indian	Pacific Islander	Hispanic	All
With Housing Problem							
Owner-Occupied	30.3%	42.3%	39.6%	28.6%	66.7%	43.4%	32.3%
Renter-Occupied	51.9%	57.8%	49.2%	47.0%	75.6%	66.3%	56.0%
All Households	37.6%	51.9%	42.9%	38.9%	74.5%	57.6%	41.7%
With Cost Burden							
Owner-Occupied	29.3%	41.1%	36.7%	24.3%	66.7%	32.8%	29.4%
Renter-Occupied	49.7%	56.0%	38.7%	47.0%	48.9%	54.3%	49.1%
All Households	36.2%	50.3%	37.4%	36.3%	51.0%	46.1%	37.3%

Table Data Source: HUD CHAS Data (based on 2013-2017 ACS), 2020.

Table E2: Local Housing Problems and Cost Burden by Race – Petaluma (2017)

	White	Black	Asian	American Indian	Pacific Islander	Hispanic	All
With Housing Problem							
Owner-Occupied	29.1%	100.0%	35.0%	40.0%	100.0%	48.8%	31.7%
Renter-Occupied	39.7%	58.3%	30.7%	0.0%	--	63.0%	44.3%
All Households	32.4%	64.3%	34.0%	20.0%	100.0%	56.3%	36.0%
With Cost Burden							
Owner-Occupied	28.6%	100.0%	34.3%	40.0%	100.0%	38.6%	29.2%
Renter-Occupied	38.2%	54.2%	31.7%	0.0%	--	54.3%	40.6%
All Households	31.6%	60.7%	33.7%	20.0%	100.0%	47.0%	33.1%

-- = No households.

Table Data Source: HUD CHAS Data (based on 2013-2017 ACS), 2020.

Table E3: Local Housing Problems Elderly and Large Household – Petaluma (2017)

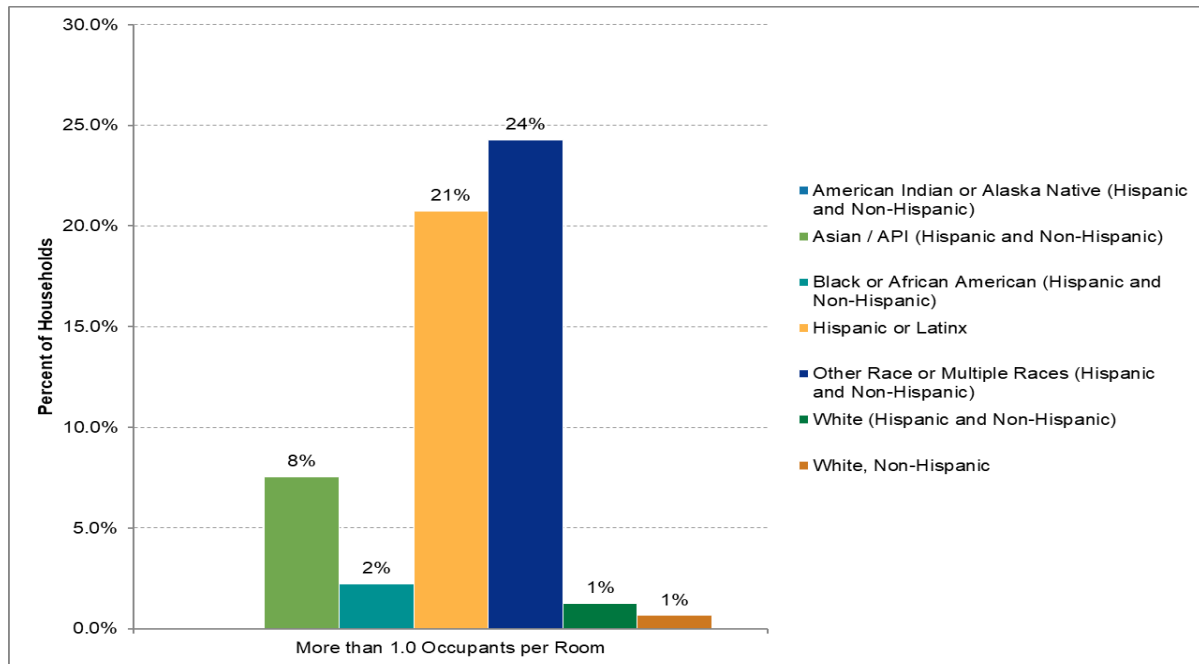
	Owner-Occupied			Renter-Occupied			All HHs
	Elderly	Large HH	All Owner	Elderly	Large HH	All Renter	
Any housing problem	35.0%	44.8%	31.7%	49.0%	71.5%	44.3%	36.0%
Cost burden >30%	35.0%	28.8%	29.2%	46.6%	63.3%	40.6%	33.1%

Source: HUD CHAS Data (based on 2013-2017 ACS), 2020.

Table E4: Overcrowding by Race (2019)

	Lacking complete kitchen facilities	Lacking complete plumbing facilities	Total Households
Owner-Occupied	0.1%	0.1%	14,931
Renter-Occupied	2.0%	0.0%	7,724
All Households	0.7%	<0.1%	22,655

Source: ABAG Housing Element Data Package (2015-2019 ACS), 2021.

**Table E5: Housing Units Lacking Complete Facilities – Sonoma County (2019)**

	Lacking complete kitchen facilities	Lacking complete plumbing facilities	Total Households
Owner-Occupied	0.2%	0.2%	116,393
Renter-Occupied	1.6%	0.3%	72,981
All Households	0.8%	0.3%	18,9374

Source: 2015-2019 ACS (5-Year Estimates).

Table E37: Housing Units Lacking Complete Facilities – Petaluma (2019)

	Lacking complete kitchen facilities	Lacking complete plumbing facilities	Total Households
Owner-Occupied	0.1%	0.1%	14,931
Renter-Occupied	2.0%	0.0%	7,724
All Households	0.7%	<0.1%	22,655

Source: 2015-2019 ACS (5-Year Estimates).

Discussion

CHAS data no longer available to analyze disproportionately greater needs based on the four housing problems (lack of complete kitchen facilities, lack of complete plumbing facilities, overcrowding, and cost burden (greater than 30% of income spent on housing) by race and income categories. To assess the housing needs of racial and ethnic groups that experience disproportionately greater housing problems, the Housing Division is using data and information from the Certified Housing Element 2023-2031 Appendix E – Affirmatively Furthering Fair Housing Section: Disproportionate Housing Needs section.

According to the 2023-2031 Housing Element, the percentage of households experiencing at least one of the four major housing problems has remained a significant concern, particularly for low-income households. In Petaluma, 36% of all households experience at least one housing problem. Across racial and ethnic groups, disparities persist. 32.4% of White, 64.3% of Black/African American, 34.0% of Asian, 20.0% of American Indian/Alaska Native, 100.0% of Pacific Islander, and 56.3% of Hispanic/Latinx households experience at least one housing problem. Based on these figures and HUD’s definition of disproportionately greater need, Black/African American, Pacific Islander, and Hispanic households face the most severe housing challenges across all low-income categories.

At the extremely low-income level (0-30% AMI), 100% of American Indian/Alaska Native and Pacific Islander households experience a disproportionately greater need compared to the jurisdiction-wide rate of 33.1%. At the very low-income level (30-50% AMI), Black/African American (60.7%), American Indian/Alaska Native (20.0%), Pacific Islander (100%), and Hispanic/Latinx (47.0%) households face higher housing problem rates than the jurisdiction-

wide rate of 33.1%. Similarly, at the low-income level (50-80% AMI), Black/African American (60.7%), Asian (33.7%), American Indian/Alaska Native (20.0%), and Pacific Islander (100%) households report disproportionately greater need compared to the overall 33.1% jurisdiction rate. The overcrowding rate (households with more than one person per room) is notably higher among Hispanic/Latinx households (21%) and multiple-race households (24%), reinforcing the ongoing disparities in access to adequate and affordable housing in Sonoma County and Petaluma.

NA-20 Disproportionately Greater Need: Severe Housing Problems – 91.205 (b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

See the above section NA-15 Disproportionately Greater Need: Housing Problems – 91.205 (b) (2)

NA-25 Disproportionately Greater Need: Housing Cost Burdens – 91.205 (b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

According to HUD, a disproportionately greater need exists when the members of a racial or ethnic group at a given income level experience a housing cost burden at a greater rate than the income level as a whole. The table on pg. 44 in section **NA-15 Disproportionately Greater Need: Housing Problems** displays cost burden information for Petaluma and each racial and ethnic group (housing cost to income ratio is less than 30%), “cost burden” (housing cost to income ratio between 30% and 50%), “severe cost burden” (housing cost burden more than 50%), and “no/negative income”.

While all racial and ethnic groups experience housing cost burdens and severe cost burdens, 33.1% of all Petaluma households are cost burdened, while 33% of households experience severe cost burden. Among all racial and ethnic groups, Black (60.7%), Hispanic (47%), and Pacific Islander (100%) households face a disproportionately greater need, with severe cost burdens significantly exceeding the citywide average. Additionally, 100% of Black and Pacific Islander owner-occupied households experience severe cost burdens, underscoring an affordability crisis in homeownership for these communities. 54.3% of Hispanic renter households and 40.6% of all renter households in Petaluma also experience cost burdens,

further reinforcing racial disparities in housing affordability and financial stability.

NA-30 Disproportionately Greater Need: Discussion – 91.205(b)(2)

Are there any Income categories in which a racial or ethnic group has disproportionately greater need than the needs of that income category as a whole?

A review of housing needs in Petaluma reveals that while all racial and ethnic groups experience housing challenges, several groups face disproportionately greater need within specific income categories. The overall jurisdiction-wide rate of housing problems across all income levels is 33.1%, but this rate varies significantly by race and income level. The most affected populations tend to be Black/African American, Hispanic/Latinx, Pacific Islander, and American Indian/Alaska Native households, particularly those earning below 80% of the Area Median Income (AMI).

At the extremely low-income level (0-30% AMI), 100% of American Indian/Alaska Native and Pacific Islander households experience housing problems, significantly higher than the jurisdiction-wide rate of 33.1%. Similarly, at the very low-income level (30-50% AMI), Black/African American (60.7%), American Indian/Alaska Native (20.0%), Pacific Islander (100%), and Hispanic/Latinx (47%) households face higher housing problem rates than the citywide average. At the low-income level (50-80% AMI), Black/African American (60.7%), Asian (33.7%), American Indian/Alaska Native (20.0%), and Pacific Islander (100%) households continue to experience higher-than-average housing problems, reinforcing racial disparities in access to affordable, quality housing. These findings confirm that while housing affordability remains a concern for all lower-income groups, certain racial and ethnic groups face disproportionate challenges, requiring targeted interventions to address housing stability and affordability in Petaluma.

If they have needs not identified above, what are those needs?

In addition to cost burden, overcrowding, and substandard housing conditions, several racial and ethnic groups in Petaluma and Sonoma County face additional housing challenges that exacerbate disparities in access to safe and affordable housing. Seniors (65+), who make up 34.6% of households, and persons with disabilities (9% of the population) often require accessible and supportive housing, while female-headed households (24.9%), particularly those with children, face heightened risks of housing insecurity due to limited affordable family-friendly housing options. Farmworkers (0.9% of the workforce) require housing near agricultural job sites, and homelessness disproportionately affects racial minorities, with Black (6%), American Indian/Alaska Native (9%), and multi-racial individuals (19%) being

overrepresented in the homeless population.

Systemic barriers to homeownership further disadvantage communities of color, with Black home loan applicants facing a 29% mortgage denial rate, followed by Hispanic (19%) and Asian/API (18%) applicants, limiting wealth-building opportunities. Residential displacement risks are also high, particularly for low-income renters in sensitive communities, who are vulnerable to redevelopment and rising housing costs. Furthermore, racial segregation patterns persist, with Hispanic/Latinx and Black residents concentrated in lower-resource neighborhoods, limiting access to quality schools, employment, and economic mobility. These challenges highlight the need for targeted fair housing policies, expanded homeownership opportunities, anti-displacement measures, and investment in supportive housing solutions to address longstanding racial and economic disparities in housing access.

Are any of those racial or ethnic groups located in specific areas or neighborhoods in your community?

Racial and ethnic groups in Petaluma are not evenly distributed across the city, with Hispanic/Latinx, Black/African American, and Asian/API populations more concentrated in specific neighborhoods. Hispanic/Latinx residents (21.9%) are primarily located north of Petaluma and extending eastward toward the City of Sonoma, while Black/African American residents (1.1%) are more likely to live in the Midtown/Downtown area, which also has a higher concentration of low-income and disabled households. The Adobe neighborhood in eastern Petaluma has a greater proportion of racial minorities, while Western Petaluma and Oakhill Brewster remain predominantly White.

Although segregation levels in Petaluma are lower compared to the broader Bay Area, HUD's Dissimilarity Index indicates that Hispanic/Latinx residents experience the highest levels of segregation, followed by Black and Asian/API populations. These geographic patterns contribute to disparities in housing access, affordability, and displacement risk, with low-income and minority households disproportionately impacted by rising housing costs and redevelopment pressures.

NA-35 Public Housing – 91.205(b)

Petaluma partners with developers who construct and manage affordable housing, the City does not own or operate public housing units.

Section 504 Needs Assessment: Describe the needs of public housing tenants and applicants

on the waiting list for accessible units:

Not applicable

Most immediate needs of residents of Public Housing and Housing Choice voucher holders

Not applicable

NA-40 Homeless Needs Assessment – 91.205(c)

In January 2024 (the most recent count available), 2,522 persons experiencing homelessness were counted in the MSA, all of them meeting the most narrow federal definition of homelessness: sleeping in a place not fit for human habitation in emergency or transitional housing for persons experiencing homelessness.

The data in the table below, Homeless Needs Assessment, come from multiple sources including the HUD 2024 Continuum of Care Homeless Assistance Programs Homeless Populations and Subpopulations, 2024 PIT Count which collected data on the sheltered and unsheltered homeless population on January 25, 2024, and reported the number of persons experiencing homelessness on one night.

Data in the last column represent the average length of stay for persons who utilized and exited homeless services during a 12-month period based on the average number of days persons experience homelessness once they engage in services. According to data from recent street outreach efforts, many people experience years of homelessness before coming into services. Because homelessness is considered an MSA-wide issue without jurisdictional boundaries, the data includes counts from all MSA jurisdictions.

Population	Estimate the # of persons experiencing homelessness on a given night		Estimate the # experiencing homelessness each year	Estimate the # becoming homeless each year	Estimate the # exiting homelessness each year	Estimate the # of days persons experience homelessness
	Sheltered	Unsheltered				
Persons in Households with Adult(s) and Child(ren)	53	4				Not available
Persons in Households with Only Children	8	4				Not available

Persons in Households with Only Adults	705	1215				Not available
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Population	Estimate the # of persons experiencing homelessness on a given night		Estimate the # experiencing homelessness each year	Estimate the # becoming homeless each year	Estimate the # exiting homelessness each year	Estimate the # of days persons experience homelessness
	Sheltered	Unsheltered				
Chronically Homeless Individuals	162	417				Not available
Chronically Homeless Families	27	0				Not available
Veterans	24	138				Not available
Unaccompanied Child + TAY	32	115				Not available
Persons with HIV	11	5				Not available

If data is not available for the categories "number of persons becoming and exiting homelessness each year," and "number of days that persons experience homelessness's," describe these categories for each homeless population type (including chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth):

Number becoming homeless each year: HUD 2023 Continuum of Care Homeless Assistance Programs Homeless Populations and Subpopulations and HMIS data is used wherever possible; for example, unduplicated exits to permanent housing locations from shelter and transitional housing programs, and entries into Rapid Re-Housing and Permanent Supportive Housing programs, deduplicated from the shelter and transitional housing exits). Estimates include the assumption, based on national data, that approximately half of homeless episodes during the year self-resolve without touching services and will therefore not be reflected in HMIS data. Numbers entered above reflect the overall distribution of subpopulations within the homeless population. The number of persons with HIV exiting homelessness cannot reliably be derived from HMIS data because privacy laws prevent broad collection of HIV status.

Number of days persons experience homelessness: HMIS staff at the CDC were advised that this System Performance Measure (SPM) cannot be run for a single population or a single project and were further advised that using SPM calculations would not yield accurate data.

Estimate the number and type of families in need of housing assistance for families with children and the families of veterans.

Based on the findings of the 2024 PIT County, on any given night:

- 57 families (198 family members) with children are homeless, with 12 people, or 6%, unsheltered;
- 10 unaccompanied youth and 137 transition aged youth were homeless;
- No families with children are chronically homeless; and
- 162 veterans are homeless, and 85% of them are unsheltered.

Locally, Rapid Re-Housing intervention has been overwhelmingly successful for families with children who are experiencing homelessness. There are service needs, like domestic violence services, but the majority of the need is for affordable housing for families with children.

Describe the Nature and Extent of Homelessness by Racial and Ethnic Group.

Comparing the 2024 PIT Count data to US Census data for the MSA shows that:

- In comparison to the overall population of the MSA, there was a disproportionate number of Black/African Americans (7% of the homeless population in comparison with 1.1% of the overall population), American Indians (10% of the homeless population in comparison with 0.1% of the overall population), and multiracial (9% of the homeless population compared with 3.6% of the overall population) who experienced homelessness.
- Twenty-nine percent (29%) of survey respondents identified as having Hispanic/Latino ethnicity, similar to 2023 and identical to the overall county population.

Describe the Nature and Extent of Unsheltered and Sheltered Homelessness.

Of the 2,522 persons experiencing homelessness counted during the 2024 PIT Count, 63% were unsheltered, and 37% were sheltered. The Homeless Needs Assessment table provides a breakdown of the sheltered and unsheltered counts based on population. Overall, data by household type showed that the majority (91%) of the unsheltered persons was comprised of people in households without children. Only 6% of persons in households with children were unsheltered (less than 1% of all unsheltered persons).

Among the five federally-prioritized subpopulations (chronically homeless individuals and families, homeless veterans, homeless families, older adults, and unaccompanied children and transition-age youth) the majority of unaccompanied children and single transition- age youth

(78%) were unsheltered in 2024. Of all veterans experiencing homelessness, 85% were unsheltered as were 69% of chronically homeless individuals. Only 6% of homeless families were unsheltered, and no chronically homeless families were found.

Specific to Petaluma, 240 homeless persons were identified during the 2024 PIT Count, similar to the 2023 count of 245 people. Within Petaluma, 60% of individuals were unsheltered, whereas 40% were sheltered.

Discussion:

The Count and Coordinated Entry data from 2024 identified 2,522 homeless persons, County-wide, a 12% increase from the 2023 count. From those surveyed, 62% identified as male, 37% identified as female, and the remainder identified as either transgender or gender non-conforming. Forty-seven percent (71%) identified as white, 6% as American Indian/Alaska Native, 7% as Black/African American, 5% Multi-Racial/Other, 2% Asian, and 1% Native Hawaiian/Pacific Islander. Of these, 29% also identified as Hispanic/Latinx.

Unstably housed and unhoused persons are the most vulnerable populations in a disaster or pandemic. Persons experiencing homelessness have little or no ability to evacuate, shelter-in-place, stockpile resources like food or medication, or quarantine. It also remains difficult to communicate emergency notifications to homeless persons; as a result they have little to no time to prepare for an impending disaster.

NA-45 Non-Homeless Special Needs Assessment - 91.205 (b, d)

Introduction:

Special Needs Housing is defined as developments that provide permanent supportive housing and integrated housing for persons with special needs. Persons with special needs are those who are elderly, who are physically, emotionally or mentally impaired or suffer from mental illness, developmentally disabled, a youth aging out of foster care, persons with addictions, HIV/AIDS and their families, and victims of domestic violence.

There are consistent patterns between the special needs population and the increased risk for homelessness because of lack of adequate housing facilities and services available.

These populations not only need permanent housing, but also integrated services to decrease their risk for homelessness. This section provides an overview of the housing and supportive service needs of non-homeless special needs populations in Petaluma.

Describe the characteristics of special needs populations in your community:

Sonoma County is unique among California counties for the extreme collective trauma its residents have experienced due to historic levels of natural disaster fueled by climate change and compounding losses from the COVID pandemic. In 2017 alone, a catastrophic wildfire

destroyed over 5,000 homes and pushed many low-income and immigrant workers further into economic instability. Firestorms and major flooding in 2018 and 2019 brought severe ongoing air quality hazards, power shut offs which closed schools and workplaces for protracted periods of time, and mandatory evacuations which brought more disruption to the lives of vulnerable families. Just as the community was beginning to emerge from these disasters, the COVID pandemic struck. Significant to this county with a 30% Latino population and approximately 38,000 undocumented residents, the pandemic hit local Latino families at disproportionately high rates (60% of county COVID cases.) Already vulnerable families lost income due to school and business closures and contracting COVID from employment as essential workers.

Persons Living with HIV/AIDS (PLWHA): According to the *Sonoma County Department of Health Services Annual Report on HIV/AIDS in Sonoma County, November 2018*, as of December 31, 2017, there were approximately 1,358 adults and adolescents living with HIV infection or AIDS in Sonoma County (890 AIDS; 468 HIV, non-AIDS). When undiagnosed individuals are considered, the burden of disease increases to an estimated 1,597 persons living with HIV infection or AIDS.

Elderly: According to the *2020 American Community Survey 5-Year Estimates*, there are 12,354 persons over the age of 65 living in Petaluma, or 21.3% of the population. Petaluma's percentage of elderly population is higher than the national average of 16% and the California average of 15.8%. Approximately 38.6% of elderly households experience housing cost burden greater than 30%. Elderly residents often live on a fixed income and may suffer disproportionately from poverty. The elderly may also have special needs relating to housing accessibility (*2017 – 2021 American Community Survey 5-Year Estimates*).

Persons with Disabilities: Disabilities can vary and can have a significant impact on a household's housing needs and ability to pay for appropriate housing. According to the *2020 American Community Survey Disability Characteristics*, there are 3,880 persons in Petaluma under the age of 65 with a disability, or 6.6% of the population.

Persons with Mental Illness: According to the 2021 National Alliance on Mental Illness and their 2022 State Legislation Report, approximately 57.8 million American adults experience mental illness in a given year. Demand for mental health care is higher than ever, largely due to the elevated stress from the COVID-19 pandemic. Over 32% of adults reported symptoms of anxiety or depression in February 2023, compared to a rate of 1 in 10 in January 2019. Nearly one in 25, or 14.1 million, adults in America live with a serious mental illness. Persons with mental illness can face challenges such as securing housing, obtaining or maintaining employment (due in part to the lack of affordable housing), and personal issues such as limited financial resources, poor communication or interview skills, not being compliant with medication, and credit or background problems.

Persons with Substance Dependence or Abuse: Alcohol and other substance use are among the top health challenges in the region. Between 2018 and 2020, of the estimated 400 perinatal substance use cases in Sonoma County, 10% included alcohol use in the 3rd trimester. Opioid misuse is now the County's leading cause of death for people ages 20-50. Sonoma County had 111 opioid related deaths in 2020 – more than 200% the number in 2017, and 80% higher than the CA average according to the CA Overdose Dashboard. Deaths from stimulants like cocaine and methamphetamine are also rising, both related to combined use or contamination from fentanyl, and more potent forms of these drugs hitting the market. Fentanyl use is especially concerning in households with young children, as more child deaths due to fentanyl exposure have been reported in recent years.

Victims of Domestic Violence: The *Sonoma County Violence Profile* (June 2018) reports that nearly one in five, or approximately 54,000, MSA residents have experienced physical or sexual violence by an intimate partner as an adult

What are the housing and supportive service needs of these populations and how are these needs determined?

High housing costs and low vacancy rates, as discussed in the this Plan's Market Analysis, may be especially problematic for those with special needs. Supportive service needs of these populations are determined through community health needs assessments conducted by major health service providers, the county Department of Health Services, and through local surveys such as the Portrait of Sonoma County Human Development Index report. The most recent of these reports identify some of the highest priority needs of these populations such as:

- Inadequate capacity of the local mental health system to meet the growing needs of the community, especially for youth, people with low incomes and monolingual Spanish speakers.
- Inadequate capacity of local substance use disorder systems to meet the growing community need.
- Growing need for assistance with basic needs such as food and transportation as gap become income and housing affordability expands and cost of goods increases.

Discuss the size and characteristics of the population with HIV/AIDS and their families within the Eligible Metropolitan Statistical Area:

Of the 36 new cases of HIV infection reported in Sonoma County in 2023, 25 were male and five were female; most new cases reported White race, followed by Hispanic/Latinx ethnicity. New diagnoses are trending more heterosexual, although men who have sex with men continue to be the most impacted. Of note are the consistent increases of AIDS diagnoses at the time of HIV diagnosis. Persons between ages 20 and 29 had the highest proportion of new

diagnoses of HIV, aligning with national trends of younger populations accounting for nearly 25% of new infections each year. Throughout the county, persons living with HIV or AIDS risk losing their housing due to compounding factors such as increased medical costs and limited incomes or reduced ability to keep working due to AIDS and related illnesses. Stable housing allows PLWHA to access comprehensive healthcare and adhere to complex HIV/AIDS drug therapies.

HIV/AIDS diagnoses and homelessness are often related. PLWHA are often in danger of losing their jobs due to discrimination or as a result of frequent health-related absences.

According to the National Coalition for the Homeless HIV/AIDS and Homelessness Report published in July 2009, up to 50% of PLWHA are at risk of becoming homeless. According to the Sonoma County Homeless Census & Survey Comprehensive Report, November 2024, the most recent Homeless Census to include this data, three percent (1%) of the homeless population, or approximately 25 persons, self-report HIV/AIDS-related illness.

NA-50 Non-Housing Community Development Needs – 91.215 (f)

Describe the jurisdiction's need for Public Facilities:

The current Petaluma General Plan was adopted in 2008 and last updated in 2012, and it accounts for a planning period through 2025. Petaluma has experienced a great deal of change since then, so the City initiated an update to the General Plan internally in 2020, and brought a consultant team on to assist with the project in 2021. Petaluma's updated General Plan will address many topics, including: natural environment, hazard mitigation, historic preservation, land use, urban design, housing, mobility, parks, facilities, the arts, economic development, and environmental justice. To meet State deadlines, the Housing Element was completed, adopted, and certified by the State in early 2023. Concurrently with the General Plan Update, the City is also developing a Climate Action Plan, the "Blueprint for Carbon Neutrality" (Blueprint); the team has worked to align the two concurrent efforts and will continue to align greenhouse gas reduction strategies with the General Plan elements as the Blueprint moves through the adoption process. More information about Petaluma's General Plan Update process is available at <https://www.planpetaluma.org/>.

The Petaluma General Plan update includes a Public Facilities policy framework which sets the foundation for community-serving public facilities, including police and fire facilities, the Petaluma Municipal Airport, the Petaluma Marina, the Petaluma Fairgrounds Property, and other City-owned properties used for City operations and community programming. The following Public Facilities policy framework is relevant to this section of the Plan:

- **Policy FAC-1.1: Update, expand, relocate, or replace public facilities** - Upgrade, expand, relocate, and replace public facilities as appropriate to effectively and efficiently meet the future needs of the community as the city grows in a fiscally sustainable manner.
- **Policy FAC-1.2: Design flexible and adaptable public facilities for a variety of uses** - Design new and renovate existing public facilities in such a way as to create flexible, adaptable spaces that can be used by many users for different purposes over time to optimize building utility. Options may include temporary or “pop-up” facilities, prefabricated structures, or permanent structures that are highly adaptable.
- **Policy FAC-1.3: Upgrade and expand the Petaluma Municipal Airport** - Continue to support the revenue-generating operations of the Petaluma Municipal Airport by upgrading and expanding the facility to meet the demand and needs of users and the community.
- **Policy FAC-1.4: Enhance and support the Petaluma Marina** - Enhance and sustain a robust Petaluma Marina and consider approaches to making it a financially sustainable operation.
- **Policy FAC-1.5: Provide outdoor public spaces at public facilities** - Where feasible, provide landscaping, seating, and other amenities on the grounds of public facilities to provide public access to green space, prioritizing public facilities in neighborhoods where public parks or park amenities are limited.
- **Policy FAC-1.6: Design and maintain carbon neutral public facilities** - 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.
- **Policy FAC-1.7: Integrate modern technology in public facilities** - Integrate existing and proven emerging technology where relevant in public facilities to conserve resources, streamline operations and maintenance, and improve the overall user experience.
- **Policy FAC-1.8: Provide inclusive and accessible public facilities** - Ensure all public facilities are inclusive and accessible by meeting and exceeding ADA guidelines and State Requirements
- **Policy FAC-2.1: Coordinate with school districts** - Work with local school districts to

anticipate community needs for educational programming and building upgrades at City-owned public facilities over time and support the efficient and effective delivery of educational programs for the community.

- **Policy FAC-2.2: Support childcare and pre-kindergarten** - Support childcare and pre-kindergarten services at City, non-profit, and private facilities through the following strategies:
- **Policy FAC-2.3: Invest in flexible and adaptable spaces for educational programming** - Use the City's existing public facilities and spaces creatively for indoor and outdoor educational programming for residents of all ages. Where feasible, invest in flexible, adaptable spaces in public facilities to expand and support educational programming.
- **Policy FAC-3.1: Create a Petaluma Fairgrounds Property master plan** - Create a master plan for the City-owned Petaluma Fairgrounds Property that prioritizes public access and maximizes community benefit.
- **Policy FAC-3.2: Follow the Petaluma Fairgrounds Property Guiding Principles** - When considering planning for the future of the Petaluma Fairgrounds Property, follow the Guiding Principles adopted by City Council in October 2022 and as may be updated from time to time:
- **Policy FAC-3.3: Invest in infrastructure improvements for the Petaluma Fairgrounds Property** - Invest in necessary infrastructure improvements – such as water distribution, stormwater, natural gas, electric, and communications infrastructure – to create a safe, connected, accessible, and sustainable civic space.
- **Policy FAC-3.4: Showcase climate adaptation planning and landscape strategies on the Petaluma Fairgrounds Property** - Showcase innovative climate adaptation planning and landscape strategies on the Petaluma Fairgrounds Property.
- **Policy FAC-3.5: Connect the Petaluma Fairgrounds Property to other destinations** - Provide active transportation within the Petaluma Fairgrounds Property and connect the Property to other destinations throughout the city, including Downtown and across US-101.

How were these needs determined?

The needs outlined in this draft policy framework reflect a comprehensive, data driven and community-informed approach to determine public facilities, transportation and public

improvements. These needs were identified through various public participation efforts, including a city-wide survey, two public meetings with significant input from the City Council, a community forum, a stakeholder advisory meeting, and consultations with advanced planning staff from the City's Community Development Department. Petaluma continuously gathers input on public facility needs through public hearings and community meetings.

A public hearing was held on March 17, 2025, to solicit input on this Plan. Prior to the public hearing, multiple avenues of public outreach were implemented, including: a public survey on January 20, 2025 through March 17, 2025, community forum on January 23, 2025, and stakeholders advisory meeting on February 11, 2025.

Describe the jurisdiction's need for Public Improvements:

Petaluma's public improvement needs are detailed in its General Plan Update policy framework, particularly within the Public Facilities Element and Transportation Framework. These plans address key infrastructure components, including streets and highways, public transit networks, bicycle routes, pedestrian connections, and a commuter rail line. The goal is to develop a more connected, sustainable, and efficient transportation system, ultimately enhancing mobility, accessibility, and the overall quality of life for all residents.

The following Transportation goals and policies are relevant to this section of the Plan:

Goal TP-1: Petaluma's Transportation Network Reimagined

- **Policy TP-1.1:** Develop a multimodal transportation system that prioritizes safety, accessibility, and connectivity for all users, including pedestrians, cyclists, transit riders, and motorists.
- **Policy TP-1.2:** Implement "Complete Streets" principles to ensure that transportation infrastructure accommodates all modes of travel and enhances the public realm.

Goal TP-2: Sustainable and Resilient Transportation

- **Policy TP-2.1:** Promote the use of low-emission and zero-emission vehicles by expanding electric vehicle charging infrastructure and incentivizing alternative fuel technologies.
- **Policy TP-2.2:** Enhance public transit services to reduce reliance on single-occupancy vehicles, aiming to decrease greenhouse gas emissions and improve air quality.

Goal TP-3: Enhanced Public Transit Network

- **Policy TP-3.1:** Collaborate with regional transit agencies to improve service frequency,

reliability, and coverage, ensuring that public transit is a viable option for all residents.

- **Policy TP-3.2:** Develop transit-oriented development (TOD) strategies that encourage higher-density housing and mixed-use developments near transit hubs.

Goal TP-4: Active Transportation and Complete Streets

- **Policy TP-4.1:** Expand and maintain a comprehensive network of bicycle routes and pedestrian pathways that connect neighborhoods, schools, parks, and commercial areas.
- **Policy TP-4.2:** Prioritize infrastructure improvements that enhance safety and accessibility for cyclists and pedestrians, including the installation of bike lanes, crosswalks, and traffic calming measures.

Goal TP-5: Integrated Land Use and Transportation Planning

- **Policy TP-5.1:** Align transportation planning with land use decisions to create compact, mixed-use, and walkable communities that reduce the need for long-distance travel.
- **Policy TP-5.2:** Encourage developments that support a balanced transportation system, providing convenient access to public transit and active transportation options.

How were these needs determined?

The needs outlined in this draft policy framework reflect a comprehensive, data driven and community-informed approach to determine public facilities, transportation and public improvements. These needs were identified through various public participation efforts, including a city-wide survey, two public meetings with significant input from the City Council, a community forum, a stakeholder advisory meeting, and consultations with advanced planning staff from the City's Community Development Department. Petaluma continuously gathers input on public facility needs through public hearings and community meetings.

Describe the jurisdiction's need for Public Services:

Petaluma's commitment to health equity and environmental justice is detailed in its General Plan Update policy framework, particularly within the Health, Equity, and Environmental Justice Policy Framework. These policies address key public service components, including equitable access to healthcare, pollution reduction, safe and sanitary housing, access to healthy food, and opportunities for physical activity. The goal is to create a healthier, more inclusive, and resilient community, ensuring that all residents—especially historically underserved populations—have access to essential services and a high quality of life.

How were these needs determined?

The needs outlined in Petaluma’s Health, Equity, and Environmental Justice Policy Framework reflect a comprehensive, data-driven, and community-informed approach to addressing public health disparities, environmental justice concerns, and equitable access to essential services. These needs were identified through various public participation efforts, including city-wide surveys, public workshops, stakeholder advisory meetings, and direct engagement with community-based organizations, health professionals, and environmental advocates. The City also conducted demographic and socioeconomic analyses to assess disparities in pollution exposure, healthcare access, housing quality, and food security, ensuring that the framework addresses the most pressing needs of underserved populations.

Petaluma continuously refines its health and environmental justice priorities by aligning local policies with state and regional equity goals and incorporating feedback from public hearings, community meetings, and ongoing collaboration with experts in public health, sustainability, and urban planning. By integrating scientific data, public input, and policy alignment, the City ensures that its approach to health equity and environmental justice is both responsive and forward-thinking, ultimately working toward more equitable access to essential services and facilities, ensuring a healthier, more inclusive, and resilient community for all residents.

The following public services goals and policies are relevant to this section of the Plan

Goal HEEJ-1: Public Health

- **Policy HEEJ-1.1:** Enhance healthcare accessibility by supporting the development of community clinics in underserved areas.
- **Policy HEEJ-1.2:** Implement health education programs focusing on preventive care and wellness.

Goal HEEJ-2: Leader in Equity

- **Policy HEEJ-2.1:** Integrate equity considerations into all city planning and decision-making processes.
- **Policy HEEJ-2.2:** Establish an equity advisory committee to guide inclusive policy development.

Goal HEEJ-3: Pollution Reduction

- **Policy HEEJ-3.1:** Monitor and reduce air and water pollution in communities disproportionately affected by environmental hazards.
- **Policy HEEJ-3.2:** Promote the use of green infrastructure to mitigate pollution impacts.

Goal HEEJ-4: Equitable Access to Services and Facilities

- **Policy HEEJ-4.1:** Ensure all neighborhoods have access to quality parks, recreational facilities, and community centers.
- **Policy HEEJ-4.2:** Improve public transportation routes to connect underserved areas with essential services.

Goal HEEJ-5: Access to Healthy Food

- **Policy HEEJ-5.1:** Support the establishment of farmers' markets and community gardens in food deserts.
- **Policy HEEJ-5.2:** Collaborate with local businesses to increase the availability of affordable fresh produce.

Goal HEEJ-6: Safe and Sanitary Housing

- **Policy HEEJ-6.1:** Implement programs to rehabilitate substandard housing units.
- **Policy HEEJ-6.2:** Enforce housing codes to ensure all residences meet health and safety standards.

Goal HEEJ-7: Physical Activity

- **Policy HEEJ-7.1:** Develop and maintain walking and biking trails accessible to all residents.
- **Policy HEEJ-7.2:** Offer community fitness programs in collaboration with local organizations.

Goal HEEJ-8: Engaged Community

- **Policy HEEJ-8.1:** Facilitate regular community meetings to gather input on public service needs.
- **Policy HEEJ-8.2:** Provide resources and support for community-led initiatives aimed at improving local services.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

The purpose of this section is to provide a clear picture of the environment in which the City will administer CDBG programs over the term of the Plan. The Market Analysis includes the following sections:

- Number of Housing Units, Cost of Housing, Condition of Housing;
- Public and Assisted Housing;
- Homeless Facilities and Services;
- Special Needs Facilities and Services;
- Barriers to Affordable Housing;
- Non-Housing Community Development Assets; and
- Needs and Market Analysis Discussion.

In conjunction with the Needs Assessment, the Market Analysis provides the basis for the Strategic Plan, including the programs and projects to be administered. Most of the data tables in this section are populated with default data developed by the Census Bureau for HUD based on the 2015 – 2019 American Community Survey (ACS) Census, upon which the City's 2023-2031 Housing Element is based. Other sources are noted throughout the Plan, in the "A Note About Data Sources," and Appendix 2 of this Plan.

Background: Petaluma was incorporated in 1858 and grew steadily following incorporation. There was a notable residential growth spurt following suburbanization from the 1950s to 1970s, resulting in the adoption of its residential growth management program. Following that landmark legislation, the City slowed its residential growth rate to not exceed 500 units per year through the turn of the 20th century. In recent years, the average number of building permits rarely comes close to 500 units annually. Limited local and regional housing construction has placed strong economic pressure on the local housing prices and rents, and housing is becoming increasingly unaffordable to the workforce. The City's 2023-2031 Housing Element presents a proactive strategy to create new housing opportunities and preserve housing affordability in the community.

MA-10 Number of Housing Units – 91.210(a)&(b)(2)

Introduction

According to the 2015-2019 ACS 5 Year estimate data Petaluma had 22,655 households in 2019. More than 14,900 of these units were owner-occupied, while approximately 7,725 were rentals. With regards to population and local housing supply, Petaluma's 2023-2031 Housing Element reported the following:

- The population grew from 54,548 in 2000 to 57,941 in 2010, an increase of approximately 5.68% which represents an annual average growth rate of approximately one-half percent over the ten years.
- The housing supply increased by approximately 9% from 2000 to 2014.
- The percentage of owner-occupied households decreased over the decade from 70% in 2000 to 66% in 2010.

All residential properties by number of units

Property Type	Number	%
1-unit detached structure	16,090	72%
1-unit, attached structure	1,685	8%
2-4 units	1,100	5%
5-19 units	1,110	5%
20 or more units	1,615	7%
Mobile Home, boat, RV, van, etc	825	4%
Total	22,425	100%

Table 1 – Residential Properties by Unit Number (Data source: 2015-2019 ACS)

Unit Size by Tenure

	Owners		Renters	
	Number	%	Number	%
No bedroom	10	0%	195	3%
1 bedroom	170	1%	1,515	20%
2 bedrooms	2,080	15%	2,960	39%
3 or more bedrooms	11,830	84%	2,855	38%
Total	14,090	100%	7,525	100%

Table 2 – Unit Size by Tenure (Data source: 2015-2019 ACS)

Describe the number and targeting (income level/type of family served) of units assisted with federal, state, and local programs.

Since 1984, the City has partnered with local nonprofit developers to create approximately 1,583 affordable rental units for extremely low-, very low-, low-, and moderate-income households. This includes 685 family units and 647 senior units, with 27 of the family units specifically designated for special needs populations. These affordable housing projects have been made possible through a combination of federal, state, and local funding sources and programs, ensuring that a diverse range of residents have access to stable and affordable housing. Additionally, the City has sponsored approximately 124 affordable homeownership units.

In the past, the City maximized available funding to support the development of affordable housing. Through these efforts, Petaluma exceeded its General Plan goal of ensuring that at least 15% of all housing is affordable and successfully met its "fair share" housing allocation as determined by the Association of Bay Area Governments (ABAG). However, to meet the 2023-2031 Housing Element fair share allocation, the City now relies on locally generated revenue sources to fund housing projects and programs. To support the expansion and preservation of affordable housing, the City has adopted several funding mechanisms, including the Inclusionary Housing In-Lieu Fund, the Local Housing Trust Fund (LHTF), and the Commercial Linkage Fee. Additionally, Petaluma continues to leverage state and federal funding sources, such as HOME, Community Development Block Grants (CDBG), Permanent Local Housing Allocation (PLHA), to supplement its housing initiatives.

The HOME Investment Partnership Act is a formula-based block grant program similar to CDBG. HOME funds are intended to expand affordable housing through acquisition, construction, and rehabilitation of rental and ownership units. However, Petaluma does not qualify as an entitlement jurisdiction to receive HOME funds directly from HUD and must apply to the State HOME program on a competitive basis. Specifically, the City used \$900,000 of program income from the State HOME program to support a MidPen Housing affordable development at 414 Petaluma Boulevard North that will provide 43 units between 30 and 60 percent AMI.

Provide an assessment of units expected to be lost from the affordable housing inventory for any reason, such as expiration of Section 8 contracts.

The City has an inventory of publicly assisted housing projects that offer affordable housing opportunities for lower income households. Most of these projects are deed-restricted for affordable housing use long term. However, eight projects (300 units) in the City utilize Section 8 rental assistance from HUD to further subsidize the affordability of these units. These subsidy contracts require renewal periodically. However, all except one of these projects are owned by nonprofit organizations. Therefore, the likelihood of these projects opting out of low-income use is limited. Through its Housing Element implementation, the City will work to preserve the long-term affordability of its affordable housing inventory, including these eight projects with project-based Section 8 contracts.

Does the availability of housing units meet the needs of the population?

California housing element law requires that each city and county develop local housing programs to meet its “fair share” of existing and future housing needs for all income groups, as determined by the jurisdiction’s council of governments. The Regional Housing Needs Allocation (RHNA) is the share of housing assigned to each jurisdiction by the Association of Bay Area Governments (ABAG) in the Bay Area for the eight-year planning period (January 31, 2023, to January 31, 2031). This “fair share” allocation concept seeks to ensure that each jurisdiction accepts responsibility for the housing needs of not only its resident population, but also for its share of projected regional housing growth across all income categories and demonstrates capacity to accommodate its housing share. The RHNA represents the minimum number of housing units each community is required to provide “adequate sites” for through zoning and is one of the primary threshold criteria necessary to achieve State certification of the Housing Element. In December 2021, ABAG approved the Final RHNA Plan. Petaluma must plan for a RHNA of 1,910 units, a substantial increase from the last cycle, accommodating not only future needs but also factoring in the unmet demand of the previous cycles.

Describe the need for specific types of housing:

The 2023-2031 Housing Element outlines the need for various types of housing to accommodate diverse populations in Petaluma, including low-income and middle-income households, seniors, large families, persons with disabilities, farmworkers, and the homeless. The 2023-2031 Housing Element identifies a critical need for diverse housing types in Petaluma, particularly for low-income households, seniors, persons with disabilities, and other vulnerable populations. With 40.6% of renters experiencing cost burden and 23.7% of seniors living with a disability, there is a growing demand for affordable rental housing, senior-friendly housing, and accessible units. Additionally, the limited supply of multi-family housing and smaller units has created barriers for young professionals, lower-income households, and first-time homebuyers seeking entry into the housing market. A key challenge is the lack of “missing middle” housing, such as duplexes, triplexes, townhomes, and cottage clusters, which provide more affordable homeownership and rental options for moderate-income households. To address these issues, the Housing Element prioritizes the development of affordable rental units, transit-oriented housing, and the expansion of Accessory Dwelling Units (ADUs) to provide more flexible housing options for multi-generational families and aging residents.

Furthermore, the report highlights the need for supportive housing and transitional housing to assist people experiencing homelessness, individuals with disabilities, and those at risk of displacement. Farmworkers and extremely low-income households also face significant challenges in securing stable, affordable housing close to employment centers. Additionally, many prospective homeowners encounter barriers to homeownership due to high housing costs

and mortgage lending constraints, reinforcing the need for homebuyer assistance programs and affordable ownership opportunities. Expanding missing middle housing options will help bridge the gap between single-family homes and large apartment complexes, offering a range of more attainable housing choices.

Addressing these housing gaps will require zoning modifications, incentives for affordable housing development, and increased funding for supportive services to ensure equitable access to stable, quality housing. The Petaluma General Plan Update (PGPU) Final Draft 2024 includes zoning changes to support higher-density and mixed-use housing, as well as policies to encourage missing middle and workforce housing. It also provides incentives such as density bonuses, reduced parking requirements, and expedited reviews to facilitate affordable housing development. Additionally, the City allocates funding for supportive housing programs, including homelessness prevention and transitional housing initiatives. These strategies reflect a comprehensive approach to expanding housing options and affordability in Petaluma.

Petaluma’s RHNA is divided into four income categories (i.e., very low, low, moderate, and above moderate) as shown in the table below:

Table 1: City of Petaluma RHNA (2023-2031)

Petaluma	Extremely Low/ Very Low	Low	Moderate	Above Moderate	Total
RHNA	499	288	313	810	1,910
% of Total	26%	15%	16%	42%	100%
<p><i>Source: ABAG 6th Cycle Final RHNA Allocation Plan, adopted December 2021</i></p> <p>*The RHNA does not include the extremely low category. It is estimated to be ½ of the very low income need, per Government Code §65583.a.1. The total very low income RHNA is 499 units; therefore, 254 units are designated as extremely low income and 254 units are designated as very-low-income. However, for the sites inventory purposes, no separate accounting is required for the extremely low income category</p>					

MA-15 Housing Market Analysis: Cost of Housing - 91.210(a)

Introduction

This section has updated housing data from 2020: ACS 5-Year Estimates data and the 2023- 2031 City of Petaluma Housing Element. The figures below show the change in median home value and median contract rent in 2009 to 2023. Rents have grown xx% since 2009, mirroring the change in median home value. Home value has increased by xx% and the median home value currently sits at \$1,000,000.

Cost of Housing

	Base Year: 2009	Most Recent Year: 2023	% Change
Median Home Value	572,600	834,900	46%
Median Contract Rent	1220	2379	95%

Table 30 – Cost of Housing Data Source: 2020 Census (Base Year), 2025 CS 5 year Estimates (Most Recent Year)

Rent Paid	Number	%
Less than \$500	409	4.8
\$500-999	610	7.0
\$1,000-1,499	942	11.0
\$1,500-1,999	1026	12.2
\$2,000 or more	5522	65
Total	8509	100.0

Table 31 - Rent Paid (Data Source: 2020 Census (Base Year), 2025 ACS 5 year Estimates (Most Recent Year))

Housing Affordability

Number of Units affordable to Households earning	Renter	Owner
30% HAMFI	74	0
50% HAMFI	40	0
80% HAMFI	4	0
100% HAMFI	20	0
Total	138	0

Table 32 – Housing Affordability

Monthly Rent

Monthly Rent (\$)	Efficiency (no bedroom)	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
Fair Market Rent	1525	1711	2252	3101	3356
High HOME Rent	1411	1513	1818	2092	2314
Low HOME Rent	1101	1108	1416	1635	1825

Table 33 – Monthly Rent (Data Source: HUD CHAS 2017-2021 ACS and HOME Rents Limits 2023)

Is there sufficient housing for households at all income levels?

No – there is insufficient housing for households at the very low, low and moderate income levels.

How is affordability of housing likely to change considering changes to home values and/or rents?

Given the way the market is trending, it is likely that affordability will continue to be a challenge for both renters and owners. The market has become increasingly difficult for low-income buyers for a variety of reasons, including a tight credit market, shrinking inventory, and fierce competition from investors, which has made it difficult for many homebuyers to obtain financing. As a result of these challenges, the City will work with developers and its non-profit partners to encourage more first time homebuyer opportunities when those opportunities present themselves.

The average apartment rent in Sonoma County has increased over 30% within the last three years. The average market rate rent for a one-bedroom unit in Petaluma is \$2,379 according to Petaluma ACS 2023 data. The lack of new market rate multi-family units has driven the price of rental units out of the reach of the low-income population.

How do HOME rents / Fair Market Rent compare to Area Median Rent? How might this impact your strategy to produce or preserve affordable housing?

Market rents at all levels are far above HOME/Fair Market Rent. Petaluma's priority is to produce or preserve affordable housing and this data supports that priority.

MA-20 Housing Market Analysis: Condition of Housing – 91.210(a)

Introduction

Based on HUD CHAS data, 42% of all households have one or more of the following housing conditions: 1) lacks complete plumbing facilities; 2) lacks complete kitchen facilities; 3) more than one person per room; and 4) cost burden greater than 30%. Based on ACS data 5 year 2023 5-year estimated data, Renter- occupied households have the highest rate of housing conditions at 5158 households experiencing one or more housing conditions while 4409 owner-occupied households have one or more housing conditions.

Based on ACS 1- year estimates for 2022 on the age and condition of the housing stock, 15% of Petaluma's housing units were built before 1950, 45% were built between 1950 and 1979, 25% were built between 1980 and 1999, and 15% were built in 2000 or later. Older units are generally in greater need of repair, including possible lead-based paint remediation; approximately 60% of both owner-occupied and renter-occupied units were built before 1980. Units built before 1980 may pose the greatest risk for lead poisoning of household members.

Definitions

Petaluma uses California Health and Safety Code Section 17920.3 to define and determine habitability. The code states, in part, "Any building or portion of thereof including any dwelling unit, guestroom, or suite of rooms, or the premises on which the same is located,

in which there exists any of the following listed conditions to an extent that endangers the life, limb, health, property, safety, or welfare of the public or the occupants thereof shall be deemed and hereby is declared to be a substandard building.” Listed conditions include but are not limited to lack of, or improper use of lavatory, bathtub, or shower in a dwelling unit; lack of, or improper kitchen sink; lack of hot and cold running water to plumbing fixtures in a dwelling unit; and many more.

General code enforcement is provided by Planning & Code Enforcement division. This program is currently complaint-based; staff does not actively seek code violations. Staff contacts the person against whom a complaint was filed to request an inspection to determine whether a code violation exists. Staff works with property owners to correct violations like substandard housing conditions and blight.

Need for Owner and Rental Rehabilitation

As Petaluma’s housing stock ages, there is now and will continue to be a growing need to rehabilitate units, especially for lower-income families.

Estimated Number of Housing Units Occupied by Low or Moderate Income Families with LBP Hazards

One affordable housing development in Petaluma contains 90 units and was constructed in 1978, prior to the federal ban on lead-based paint in residential construction. As a result, there may be a risk of lead-based paint hazards in the building.

MA-25 Public and Assisted Housing – 91.210(b)

Not applicable – Petaluma does not administer public or assisted housing.

MA-30 Homeless Facilities and Services – 91.210(c)

Since 1997, The City has participated in the local Continuum of Care (CoC) as one of the three HUD entitlement jurisdictions in Sonoma County (the cities of Petaluma and Santa Rosa plus the County of Sonoma) 1997. In 2018 the MSA’s homeless system of care underwent a redesign of its governance structure and was rebranded as the Sonoma County Homeless Coalition, a unified, countywide system aimed at aligning homeless services. Henceforth in this document, the CoC will be referred to as the Coalition.

The goal of the Coalition is to achieve “functional zero” homelessness in Sonoma County through utilization of a Housing First Strategy. The Coalition is designed to accomplish the following:

- Promote a community-wide commitment to the goal of ending homelessness;
- Provide funding for efforts to quickly re-house individuals and families who are homeless, which minimizes the trauma and dislocation caused by homelessness;
- Promote access to and effective use of mainstream programs; and
- Optimize self-sufficiency among individuals and families experiencing homelessness.

A detailed discussion of the MSA's homelessness strategy is included in SP-60 of this Plan. As previously stated in the Needs Assessment section of this Plan, homelessness is viewed as an MSA-wide issue, therefore, data presented in this section are based on statistics for the entire MSA rather than for just Petaluma. The data in the table below was provided by the CDC as of December 31, 2019.

Facilities and Housing Targeted to Homeless Households

	Emergency Shelter Beds		Transitional Housing Beds	Permanent Supportive Housing Beds	
	Year Round Beds (Current & New)	Voucher / Seasonal / Overflow Beds	Current & New	Current & New	Under Development
Households with Adult(s) and Child(ren)	275	0	43	74	Not available
Households with Only Adults	963	40	200	1444	Not available
Chronically Homeless Households	n/a	n/a	n/a	600	Not available
Veterans	20	n/a	14	502	Not available
Unaccompanied Youth	29	n/a	15	63	Not available

Table 39 - Facilities and Housing Targeted to Homeless Households

*The MSA CoCs were instructed to collect data for a point-in-time during the last week of January 2024. The data presented in this report are limited to beds available for occupancy on the night of the count (beds under development are excluded).

Describe mainstream services, such as health, mental health, and employment services to the extent those services are used to complement services targeted to homeless persons.

The following is not meant to be a comprehensive list of all mainstream services.

Sonoma County Health Services Department, encompassing both Public and Behavioral Health Divisions, partners with local organizations to foster a healthier community. This includes collaborations with entities like the Drug Abuse Alternatives Center (DAAC), Community Support Network, and Progress Foundation. Working alongside the Sheriff's Department, the Health Services operates a Forensic Assertive Community Treatment program aimed at integrating mentally ill offenders into treatment programs and facilitating discharge planning to prevent homelessness upon release.

The Sonoma County Human Services Department offers a wide range of programs across four key service areas: Adult and Aging, Economic Assistance, Employment and Training, and Family, Youth, and Children. Within the Economic Assistance Division, services such as Medi-Cal, CalFresh, and General Assistance are provided. Following the Covered California introduction, the division successfully enrolled 28,370 residents of Sonoma County and is actively working with County Continuum of Care to ensure the homeless population is fully enrolled. The Employment and Training Division supports the community with financial aid, job placement, and training opportunities through initiatives like SonomaWORKS, Job Link, and the Workforce Investment Board (WIB).

The Health Care for the Homeless Collaborative (HCHC) involves staff from County Continuum of Care in its monthly meetings, which include participants from Federally Qualified Health Centers, hospitals, County Continuum of Care member organizations, and individuals who have experienced homelessness. St. Joseph Health plays a pivotal role in coordinating these meetings and in the distribution of key information gathered during these sessions.

Sonoma County 211 serves as a critical resource, offering both an online search tool and live telephone support to help residents access a variety of local services. These services range from substance abuse treatment to essentials like clothing, mental health support, disability services, employment and education assistance, food, shelter, legal aid, and more.

List and describe services and facilities that meet the needs of homeless persons, particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth. If the services and facilities are listed on screen SP-40 Institutional Delivery Structure or screen MA-35 Special Needs Facilities and Services, describe how these facilities and services specifically address the needs of these populations.

Homeless Outreach: In Fiscal Year 2024/2025, the City continued to allocate local funding to Homeless Outreach and By Names List Management, a multi-disciplinary street outreach approach that works to engage unsheltered persons into services and, ultimately, housing, as part of the Housing First Model. The program is administered by HomeFirst, which utilizes evidence-based screening tools, including Coordinated Intake and the Vulnerability Index, Services Prioritization Decision Assistance Tool (VI-SPDAT) to prioritize resources to persons with the most acute health needs and the longest periods of homelessness. The City also operates a mobile bathroom/shower trailer through its service partner Rebuilding Together Petaluma, which travels to various locations throughout Petaluma to further efforts to engage persons experiencing homelessness into services.

Emergency Shelters – There are a total of 855 emergency shelter beds in Sonoma County, including 45 seasonal beds. The City of Petaluma has provided financial assistance to the Committee on the Shelterless (COTS), which is the homeless provider in Petaluma. The Mary Isaak Center has a capacity of 90 bed, 25 People’s Village non-congregate shelter beds, and 15 seasonal beds in harsh weather conditions. Additionally, the COTS Kid’s first family shelter offers shelter to 4 families. COTS offers a wide range of homeless services programs, including those that benefit chronically homeless individuals and families.

Transitional Housing – There are a total of 370 transitional housing beds in Sonoma County – 5 family units and 16 family beds, 354 single adults, and 23 veterans. Petaluma has 5 facilities or properties totaling 20 beds, the majority has been sponsored by the City including 18 recuperative care beds for people transitioning out of hospital care and are homeless. Santa Rosa has a total of 370 transitional beds with the balance being spread through Sonoma County.

Permanent Supportive Housing – there are 1933 permanent supportive housing beds in Sonoma County with another 110 currently under development. There are 18 beds in Petaluma and 16 beds in Santa Rosa which serve mentally ill and homeless adults. There are 73 additional beds for chronically homeless individuals and 23 beds for homeless veterans.

MA-35 Special Needs Facilities and Services – 91.210(d)

Introduction

Many non-homeless individuals with special needs require supportive housing and services to enable them to live independently and to avoid homelessness, including those persons returning from mental health and physical health institutions. As previously discussed in the Needs Assessment section of this Plan, these subpopulations include, but are not limited to, the following: elderly; frail elderly; persons with physical, mental, or developmental disabilities; persons with HIV/AIDS; victims of domestic violence; children leaving group homes or aging out of foster care; farmworkers; and substance abusers. This section provides a summary of the facilities and services available to these subpopulations. As noted in the previous section (MA-30, Homeless Facilities and Services), this is not meant to be a comprehensive list of all the services, facilities, programs, or agencies that serve these subpopulations in Petaluma and the MSA. Additionally, many of the agencies noted below also serve persons experiencing homelessness as also discussed in the previous section.

HOPWA Assistance Baseline Table

Units are not specifically designated within the MSA for PLWHA; Petaluma does not use

HOPWA funds for this purpose.

Including the elderly, frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol or other drug addictions, persons with HIV/AIDS and their families, public housing residents and any other categories the jurisdiction may specify, and describe their supportive housing needs

Elderly: There are approximately 703 units of affordable in senior complexes in Petaluma. There also five mobile home parks that are for seniors and are protected by the Mobile home Rent Stabilization Ordinance. The City will continue to support services and programs that encourage the development and preservation of affordable housing for the elderly. Most recently, August 12, 2022, The City supported the development of PEP Housing's River City Senior Apartments, a 54-unit senior affordable housing complex.

Petaluma People Services Center a local non-profit in Petaluma provides services to support the independence and well-being of senior residents. It provides services such as counseling, meals on wheels, fair housing assistance and senior day activities for the frail elderly, among others. The City offers classes and daily events at the Petaluma Senior Center that is open five days a week.

Persons with disabilities: The North Bay Regional Center (NBRC) is one of 21 regional centers in California that provides point of entry to services for people with developmental disabilities. The NBRC has a field office in Santa Rosa, which provides services to all of Sonoma County. Disability Services and Legal Center (DSLCL) provides advocacy, legal aid, and support for persons with disabilities in Sonoma County. The City of Petaluma use to provide funding the DSLCL's Housing Access Modification program before the loss of redevelopment funds. Rebuilding Together and DSLCL partner to provide housing modifications to our low income disabled population.

The City of Petaluma has two properties that house persons with disabilities – Salishan Apartments, 14 units for persons with developmental disabilities and the Boulevard Apartments, 14 units for persons with mental disabilities. Transportation for persons with disabilities is provided through Petaluma Paratransit which provided 25,409 door-to-door trips annually for persons with disabilities who cannot utilize fixed bus routes.

Mental Illness: The Behavioral Health Division of the Sonoma County Department of Health Services (DHS) promotes the recovery and wellness of individuals with serious and persistent mental illness through services, advocacy, and education, including consumer and family support; crisis intervention training for law enforcement personnel; crisis services; services for adults, youth, and families; Crisis Assessment, Prevention, and Education Team; Mental Health Services Act; and Mental Health Board.

Persons with alcohol/drug addictions: Individuals with substance dependence or abuse issues can access a variety of services in Petaluma and throughout the MSA, including the Drug Abuse Alternatives Center (DAAC) provides residential treatment and outpatient services at approximately 30 locations in Sonoma County. The County's Behavioral Health Division, which includes Alcohol and Other Drug Programs, provides services countywide. Sonoma County also has an Advisory Board on Alcohol and Drug Problems which was created by the Board of Supervisors in 1994.

Persons with HIV/AIDS: Face to Face, a local nonprofit, provides comprehensive services to PLWHA to support safe and stable housing and decrease homelessness, including providing security deposits and rental assistance, short-term rent, mortgage, and/or utility payments (STRMU), housing search assistance, benefits counseling, assessment, and case management.

Youth: Organizations such as Valley of the Moon Children's Home, Kid Street Learning Center, California Parenting Institute, Community Action Partnership, and City of Petaluma Recreation programs provide services for youth in the MSA.

Victims of Domestic Violence: The YWCA of Sonoma County is the primary service provider for victims of domestic violence. Their services include a 24-hour domestic violence hotline, an emergency shelter, counseling and support groups, legal services, and violence prevention, education, and training.

Farmworkers: California Human Development (CHD), a statewide human services organization with an office in Petaluma, provides employment training, housing, immigration services, homeless support, and parenting classes for farmworkers in the MSA. St. Joseph Health System offers medical services at La Luz Center which serves the Sonoma Valley and its large vineyard worker community.

Describe programs for ensuring that persons returning from mental and physical health institutions receive appropriate supportive housing

As stated throughout this Plan, the City participates in the Continuum of Care. The CoC discharge planning efforts are outlined in its annual HUD Continuum of Care application for this MSA and include foster care, health care, mental health, and corrections.

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e)

The supportive housing and services required by individuals with physical and mental disabilities often align with the need for affordable housing and are typically accommodated within the overall affordable housing stock. However, the availability of traditional funding resources has been greatly limited since 2011, making it more challenging for the City to fully address these needs. To bridge this gap, the City continues to seek new state and federal funding sources and collaborates with nonprofit developers to apply for competitive grants that support the creation of accessible and supportive housing.

While the City does not currently have plans to directly develop new housing for the special needs population, it actively promotes zoning modifications and policy incentives that facilitate accessible housing options within the private market. These efforts include the adoption of a local visitability/universal design code, the removal of zoning barriers for group homes, and incentives for developers to include accessible units in new housing projects. Additionally, the City funds home modification programs to help individuals with disabilities retrofit their existing homes for improved accessibility. Moving forward, Petaluma will continue to expand partnerships with regional housing providers and prioritize funding opportunities that enhance affordable and supportive housing options for those with special needs.

For entitlement/consortia grantees: Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. (91.220(2))

See response above.

MA-40 Barriers to Affordable Housing – 91.210(e)

Negative Effects of Public Policies on Affordable Housing and Residential Investment

Potential constraints to housing development in Petaluma vary by area but generally include infrastructure, development fees, application processing, environmental considerations, land use controls (including development standards, permitting requirements, design review, and building codes, for example), and resource preservation. An analysis of these potential

barriers is detailed in the Housing Element of the Petaluma General Plan 2023 – 2031, adopted February 14, 2023. This document has been cited throughout this Plan as the Housing Element of the General Plan 2023-2031 (Housing Element). The following is a summary of the detailed analysis provided in the Housing Element.

Infrastructure Constraints: Wastewater treatment, reuse, disposal capacity, and water supply are not expected to constrain housing development during the Housing Element period. According to the General Plan, the City has adopted policies to ensure that projects with affordable housing units will receive priority sewer and water service should capacity be limited.

Development Fees: The City Council adopted a new fee schedule in January 2024. The fees are considered reasonable since they cover the costs to process development applications. The City recognizes that fees can affect the cost of construction and continues to offer fee deferrals for affordable housing projects. The City recognizes that fees affect the cost of construction and continues to offer fee deferrals and reductions for affordable housing projects. Additionally, a Commercial Linkage Fee Program is under review to ensure its effectiveness in generating funds for affordable housing development.

Permits and Processing: The City is committed to efficient development application processing and has adopted policies related to expedited housing application review and processing. Housing projects are given high processing priority, while affordable housing projects are given an even higher priority over market-rate housing projects. The City also complies with state streamlining laws (SB 9, SB 35 and AB 2162) for eligible affordable and supportive housing projects.

Land Use Controls and Growth Management: Residential land use control mechanisms used by the City include the General Plan, Zoning Code, Design Review, Building Code, Growth Management Program, and the Housing Allocation Plan. The Urban Growth Boundary (UGB), in effect through 2035, is designed to promote a compact urban form and protect agricultural land, though the City may consider adjustments to support affordable housing.

The Housing Element (2023-2031) affirms that the Growth Management Program does not prevent developers from building projects; rather, declines in construction are more often tied to market conditions. The City's annual allotments (800 units) exceed the Regional Housing Needs Allocation (RHNA) requirement of 586 units per year, ensuring that growth regulations do not restrict housing production.

Zoning Code: The Petaluma Zoning Code implements the General Plan. The Code includes no unusual or onerous provisions which impede the production of housing for any population group as proven by the consistent production of new housing in the community. According to

the General Plan, the City may waive certain zoning standards for some affordable housing projects to improve project feasibility and in general the code supports high-density, mixed use developments, conversions from non-residential to residential use to facilitate more housing production.

Design Review: Petaluma has guidelines that implement the design objectives of the General Plan. General design policies require proposed projects to be compatible with and sensitive to surrounding land uses, and offer a complete design concept where architecture, materials, and landscaping are of an appropriate scale and provide human interest. New proposals are not subject to unusual or especially restrictive conditions.

Building Codes: Petaluma uses the California Building Code which is based on the International Building Code and does not impose any unusual or unique constraints on housing.

Green Building Ordinance: A mandatory Green Building Ordinance took effect in 2008. Analysis concluded that the incremental cost increase relates mostly to greater energy efficiency and is not viewed as a constraint to housing development. Housing units built to green standards cost less to heat, cool, and maintain. This is particularly important for those residents with low or fixed incomes.

Growth Management: As stated earlier in this Plan, the City's Growth Management Program regulates residential growth by limiting the number of annual allotments. For the period 2021-2035, 800 allotments are available annually. The annual allotments exceed the City's average annual Regional Housing Needs Allocation (RHNA), of 586 units per year from 2023-2031. Petaluma's growth management program has not prevented a developer from building a project in any given year. The housing need can be accommodated with the Growth Management Program currently in effect. A decline in the number of new units built is more likely a result of market conditions. Petaluma has an Urban Growth Boundary (UGB) in effect through 2035.

Housing Allocation Plan: The Housing Allocation Plan (HAP) was originally adopted by the City Council in 1992 to promote the development of affordable housing in Petaluma. The HAP applies to all residential development in Petaluma. While the Housing Impact Fee (HIF) or provision of onsite units adds to the cost of new development, the fees have since been reduced to support the feasibility of affordable housing projects.

Natural Resources: According to the Petaluma General Plan 2035 (General Plan), natural resources such as rare and endangered plant and animal species and habitats coincide geographically with areas that are designated for housing development, particularly in the northwest and southwest areas of Petaluma. Most of these areas are designated for lower densities or low density/open space, recognizing the location of natural resources. These land

use designations do not typically accommodate affordable housing projects. The California Tiger Salamander and its habitat are listed as endangered; the habitat generally corresponds to northwest and southwest Petaluma. The northwest and southwest are also the areas of Petaluma that currently have the highest percentage of developable land. However, Petaluma has developed criteria for mitigation banking and this process is common to the development review process in Petaluma today.

Land Availability: The General Plan indicates that land availability does not prevent the City from meeting its housing needs. An inventory that includes some of the available land for housing development is listed in the Housing Element. The City limits currently contain adequate land for future housing development.

Land Costs, Construction, and Financing: Land, construction, and financing costs represent a significant constraint to residential development because land costs can be high and construction costs continue to increase. Developers of affordable housing can face challenges in securing financing due to the limited possible return from rents or sales prices of affordable units. Additional funding and subsidies for affordable housing are necessary and are generally available from the Housing Authority, which can provide funds to increase the feasibility of affordable housing project. The Authority makes funds available through its Notices of Funding Availability (NOFAs), more fully discussed in Section SP-10 of this Plan; the resources available include federal funding sources like CDBG and HOME, and local sources including the HIF and Real Property Transfer Tax (RPTT) to name a few.

Fair Housing Issues: The City and Authority, the County of Sonoma, and the City of Petaluma (the other entitlement jurisdictions in Sonoma County) have collaborated on the creation of the 2024 Fair Housing Plan. The AFH's goals include:

- Increase the Supply of Affordable Housing in Higher Opportunity Areas and Areas with Ongoing or Threatened Displacement: This involves promoting affordable housing bond issues at multiple government levels, modernizing inclusionary housing and commercial linkage fee ordinances, providing low-interest loans and grants for the development of accessory dwelling units (ADUs) with affordability restrictions, prioritizing publicly owned land, and reducing permit fees for affordable housing.
- Meet the Housing and Services Needs of Migrant and Year-Round Farmworkers: Strategies include reforming zoning and land use laws to allow safe farmworker housing in agricultural areas, targeting farmworkers for affordable housing opportunities, and studying ways to increase access to supportive services in rural areas.
- Reduce Zoning and Land Use Barriers: This includes creating affordable housing overlay districts to enable multifamily housing with a significant affordable component in higher opportunity areas, adopting ordinances to allow more dwelling units in transit-rich areas

or urban infill sites, and updating zoning codes to reflect changes in California laws designed to increase affordable housing.

- Increase Access to Opportunity for Housing Choice Voucher Families: Actions include advocating for housing authorities to adopt small area fair market rents or exception payment standards and engaging in enforcement against source of income discrimination.
- Prevent Displacement by Preserving Affordable Housing and Protecting Tenants' Rights: This goal aims to expand funding for tenants in landlord-tenant proceedings, study the viability of rent stabilization, track and collaborate to preserve affordable housing developments with expiring subsidy contracts, and create a right of first refusal for manufactured home park residents.
- Reduce Homelessness by Expanding the Supply of Permanent Supportive Housing: This includes prioritizing HOME and Community Development Block Grant (CDBG) funds for developments that include Permanent Supportive Housing units and advocating for Public Housing Authorities to adopt preferences for individuals with disabilities who are institutionalized or at risk of institutionalization.
- Increase Support for Fair Housing Enforcement Education and Outreach: This involves revising the definition of "family" in the Petaluma City Code to avoid Fair Housing Act violations and prioritizing funding for the creation of affordable multi-family housing for low- income households.

The AFH will meet HUD's existing regulatory requirements of California's Assembly Bill 686, Affirmatively Furthering Fair Housing by:

- Created preliminary population group and neighborhood profiles;
- Engaged with identified population groups and neighborhoods to collect feedback and input and to collect anecdotal information on fair housing issues;
- Conduct reviews of zoning, policies, building codes, private sector lending policies, and fair housing enforcement to assess disparities in access to opportunity and barriers to fair housing;
- Compiled a report of data analysis, community input, and policy analysis into the AFH report that will identify trends and impediments; and
- Made policy and program recommendations that affirmatively further fair housing.

The key recommendations from the Analysis of Impediments (AI) to Fair Housing Choice and the Analysis of Fair Housing (AFH) for Petaluma and the broader Sonoma County area focus on improving fair housing practices and access to affordable housing. These recommendations aim to address the high-priority contributing factors identified, including the availability and size of

affordable units, the location and type of affordable housing, lack of integrated housing for those needing supportive services, high housing costs limiting access to opportunity, and the displacement or lack of support for victims of domestic violence, dating violence, sexual assault, and stalking. The summarized key recommendations are:

- Strengthen Local Fair Housing Organization Capacity: Enhance the ability of local organizations to combat discriminatory practices.
- Increase Affordable and Accessible Housing: Support efforts to balance housing opportunities throughout Sonoma County for all income levels.
- Improve Transit Options: Develop a more comprehensive transit system to ensure access to essential services and opportunities for all residents, including those with disabilities and seniors.
- Enhance Fair Housing Information Accessibility: Ensure that fair housing information is readily available and understandable across jurisdictional websites, providing links to relevant resources and legal assistance.

Additional strategic actions include:

- Promoting affordable housing bond issues at various governmental levels to fund affordable housing projects.
- Modernizing inclusionary housing and commercial linkage fee ordinances to stimulate the development of affordable housing within new projects.
- Providing low-interest loans and grants for the development of accessory dwelling units (ADUs) with affordability restrictions.
- Prioritizing publicly owned land for affordable housing development and reducing permit fees to lower development costs.
- Reforming zoning and land use laws to enable safe farmworker housing and reduce barriers to developing affordable housing for low-income households, including those with disabilities and people of color.
- Creating affordable housing overlay districts to encourage multifamily housing in higher opportunity areas.
- Advocating for housing authorities to adopt small area fair market rents or exception payment standards to enhance the purchasing power of Housing Choice Voucher families in higher opportunity areas.
- Engaging in fair housing enforcement against income discrimination, preserving affordable housing developments with expiring subsidy contracts, and creating a right of first refusal for residents of manufactured home parks.

These recommendations aim to collectively improve fair housing enforcement, education, and outreach, while directly addressing systemic barriers to fair and affordable housing in Petaluma

and Sonoma County. Petaluma has made strides in various areas related to housing and community development. Key accomplishments include:

- Issuance of Permits: In 2024, Petaluma issued 10 permits for new single-family housing but 0 permits for new multi-family dwellings, indicating an emphasis on single-family housing development. However, in 2024, 94 new single-family homes, 17 ADU's and 239 units of multi-family housing were completed.
- Zoning and Land Use Measures: Petaluma has established impact fees and commercial linkage fees to fund affordable housing. Additionally, it offers developer incentives such as a supplemental density bonus when housing is in close proximity to transit, modifications to permit requirements, and fee reductions if affordable housing is part of a development plan.
- Community Engagement: Petaluma engaged in a comprehensive community participation process, including stakeholder interviews, surveys, community and local group workshops, and public hearings. This process highlighted fair housing issues experienced by residents and informed the city's analysis of fair housing issues.
- Accessibility and Transportation: The city has made efforts to improve accessibility and transportation for people with disabilities. Petaluma offers next-day ADA Paratransit transportation service seven days a week to those unable to independently use Petaluma CityBus due to a disability or health-related condition.
- Support for Vulnerable Populations: Petaluma and Sonoma County have prioritized permanent supportive housing as a critical need within their broader affordable housing efforts, reflecting an understanding of the importance of addressing the housing needs of individuals who require supportive services.

These accomplishments demonstrate Petaluma's efforts to address housing needs, improve accessibility, and engage the community in the planning process, contributing to the city's goal of creating a more inclusive and equitable environment for all residents.

MA-45 Non-Housing Community Development Assets – 91.215 (f)

Introduction

Petaluma is the 36th largest city in the San Francisco Bay Area. The reduction in housing starts resulting from the Great Recession and the subsequent constraints on financing new housing development in the MSA may have affected the ability of regional businesses to expand. Permit issuance is up, but household formation is still growing four times faster than single-family home construction, making housing creation the most pressing issue in Petaluma and the MSA. Vacancy rates for rental and for-sale housing continue to be historically low especially when compared with the remainder of the United States; houses are about half as affordable in the MSA as they are in the U.S.

Economic Development Market Analysis

Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	1,665	331	3	1.8	-2
Arts, Entertainment, Accommodations	8,434	7,397	13	9.3	-2
Construction	6,470	3,732	8	7.1	-2
Education and Health Care Services	19,653	18,244	20	21.6	9
Finance, Insurance, and Real Estate	4,714	3,206	5	5.2	0
Information	1,658	1,411	2	1.8	0
Manufacturing	10,979	4,539	11	12.1	-4
Other Services	6,100	3,280	4	6.7	1
Professional, Scientific, Management Services	5,445	4,486	8	11.7	-1
Public Administration	3,451	0	0	3.8	0
Retail Trade	11,541	9,673	12	12.7	3
Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Transportation and Warehousing	2,836	744	2	3.9	-1
Wholesale Trade	2,181	1,762	4	2.4	-1
Total	63,953	58,805	--	--	--

Table 40 - Business Activity

Labor Force

Total Population in the Civilian Labor Force	107,662
Civilian Employed Population 16 years and over	91,082
Unemployment Rate	5.2%
Unemployment Rate for Ages 16-24	23.2%
Unemployment Rate for Ages 25-65	3.5%

Table 41 - Labor Force (Data Source: 2016-2020 ACS)

Occupations by Sector	Number of People
Management, business and financial	15,337
Farming, fisheries and forestry occupations	1,444
Service	17,830
Sales and office	19,812
Construction, extraction, maintenance and repair	8,754
Production, transportation and material moving	11,100

Table 42 – Occupations by Sector (Data Source: 2016-2020 ACS)

Travel Time

Travel Time	Number	Percentage
< 30 Minutes	62,132	75.6%
30-59 Minutes	14,872	17.9%
60 or More Minutes	6,249	7.5%
Total	83,253	100%

Table 43 - Travel Time (Data Source: 2016-2020 ACS)

Education:

Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	10,067	484	3,735
High school graduate (includes equivalency)	13,734	767	4,280
Some college or Associate's degree	26,253	984	6,228
Bachelor's degree or higher	26,188	846	3,610

Table 44 - Educational Attainment by Employment Status (Data Source: 2016-2020 ACS)

Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	238	850	2,364	4,136	2,307
9th to 12th grade, no diploma	1,431	1,652	2,214	2,586	1,238
High school graduate, GED, or alternative	4,831	5,504	4,061	8,449	5,110
Some college, no degree	6,005	7,648	4,958	10,795	6,695
Associate's degree	859	2,190	2,185	4,705	3,530
Bachelor's degree	1,218	5,639	5,395	8,398	6,639
Graduate or professional degree	0	1,568	2,978	5,820	5,961

Table 45 - Educational Attainment by Age (Data Source: 2016-2020 ACS)

Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	28,441
High school graduate (includes equivalency)	34,601
Some college or Associate's degree	42,678
Bachelor's degree	59,828

Graduate or professional degree	78,678
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Table 46 – Median Earnings in the Past 12 Months Data Source: 2016-2020 ACS)

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

According to data from the *2023-2031 Housing Element*, the top major employment sectors in Petaluma include, educational, health & social services; professional, scientific, and technical services, manufacturing, retail trade, arts, entertainment, accommodation and tourism, construction and real estate, and finance, insurance, and public administration.

Describe the workforce and infrastructure needs of the business community:

The Sonoma County Workforce Investment Board (WIB), in its Local Workforce Development Plan 2021 – 2024 <https://s42248.pcdn.co/wp-content/uploads/SCWIB-FINAL-Local-Strategic-Workforce-Development-Plan-2021-2024.pdf> several needs for the business community, focusing on preparing an educated and skilled workforce. These needs include addressing the demand for skilled labor in key industries, enhancing digital fluency, and improving access to workforce development services for diverse population groups, including English language learners and individuals with disabilities. Strategies to meet these needs encompass strengthening partnerships with educational institutions, tailoring training programs to industry demands, and expanding access to career pathways and apprenticeship opportunities. The Board's efforts aim to support business growth and economic development in Sonoma County by ensuring a ready and capable workforce.

Infrastructure has also been identified by the business community as a need because connecting residents to services, education, and employment centers is a challenge requiring creative transportation solutions. Additionally, the City has prioritized broadband expansion as a critical infrastructure need by initiating a Broadband Strategic Plan. This plan aims to enhance digital connectivity, address service gaps, and support economic growth by ensuring reliable, high-speed internet access for residents and businesses. The strategy will also explore public-private partnerships and funding opportunities to improve broadband infrastructure and promote digital inclusion.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

The addition of a world-class performing arts center in Sonoma County (Green Music Center) and the recent opening of the Graton Rancheria Casino provided a strong boost to the regional tourism economy. The planned expansion of the Charles M. Schultz Sonoma County

airport runway will afford the region access to new business and visitor travel markets.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

Employers continue to emphasize the need for applicants with strong soft skills, as they play a crucial role in workplace success. According to the World Economic Forum's *Future of Jobs Report*, communication, teamwork, and problem-solving are among the top skills in demand, with 64% of employers identifying interpersonal skills as essential. The U.S. Bureau of Labor Statistics also highlights the growing importance of digital literacy and adaptability, particularly as remote and hybrid work environments require strong collaboration and virtual communication. Hiring challenges remain a significant barrier to economic growth, with the Society for Human Resource Management reporting that 63% of businesses struggle to fill open positions due to a lack of applicants with both hard and soft skills, insufficient work experience, and wage expectations misaligned with market conditions. Many of these in-demand skills can be developed through education, professional training, and on-the-job learning programs, helping to bridge the gap between employer needs and workforce capabilities.

As Table 46 shows, within the MSA, 30,096 people over the age of 25 have some college education representing 24% all Petaluma residents over age 25. Closely following, 21% of all adults over age 25 (26,071) have a bachelor's degree, and 18% (23,124) of adults over 25 have completed high school or equivalent. This shows a proportionate amount of adult education levels for all types of employment opportunities.

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

The City of Petaluma has partnered with Rebuilding Together Petaluma in the creation of RTP Works. This workforce development program is aimed at empowering individuals facing significant barriers through job recruitment, training, internships, and employment. This program provides the necessary tools for professional development that can foster long-term stability and independence.

Through a holistic approach, RTP Works integrates career coaching, hands-on training, and employment placement services to support participants in gaining meaningful employment. The program offers personalized coaching sessions, job readiness support, and partnerships with local businesses to create job opportunities. Additionally, participants gain practical skills by working with mobile hygiene services, learning customer service, and operating equipment to provide essential community outreach.

RTP Works also focuses on long-term stability through the Pathway to Stability Program, offering ongoing case management connections, job retention support, and access to wraparound services. The program's emphasis on skill-building, leadership training, and employment in areas such as tree planting, maintenance, and graffiti abatement ensures that participants develop marketable skills while contributing to their community.

By creating a welcoming hub for career development, RTP Works fosters a supportive environment where individuals can access employment resources, build confidence, and engage with a network of professionals dedicated to their success. Through this initiative, Petaluma is working to reduce employment instability and help individuals overcome economic barriers, ultimately strengthening the community as a whole.

At the County level, the critical initiatives identified by the Sonoma County Workforce Development Board (WDB) for preparing an educated and skilled workforce to meet the needs of the business community include:

- Focusing on Business Needs: Actively engaging industries that offer good jobs with career pathways in in-demand sectors and partnering with employers to identify occupational pathways and required skills for career advancement.
- System Alignment, Integration, and Coordination: Leading efforts to align and integrate all Workforce Innovation and Opportunity Act (WIOA) partners within the America's Job Center of California (AJCC) system to provide a comprehensive menu of services.
- Expanding Earn & Learn Opportunities: Establishing strategic partnerships to expand opportunities for individuals to earn wages while learning on the job, thereby enhancing employability in unsubsidized jobs that offer competitive wages.
- Prioritizing WIOA Priority Populations: Increasing the engagement of priority populations such as veterans, low-income individuals, English learners, people with disabilities, and others in obtaining marketable skills and credentials.
- Improving Services for Limited English Proficient Individuals: Aligning WIOA Title I with Title II Adult Education and Literacy programs to serve the Limited English Proficient community more effectively.
- Focusing on Equity: Creating system inclusivity and accessibility and expanding access to WIOA programs and services for historically excluded individuals.
- Continuous System Improvement and High-Performance Standards: Establishing performance standards that ensure quality workforce services exceed state-required performance levels.

These initiatives are designed to address the evolving needs of the business community by ensuring a responsive, skilled workforce that supports the jurisdiction's economic vitality and

quality of life, aligning with the goals of the Consolidated Plan.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

N/A

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

The Comprehensive Economic Development Strategy (CEDS) document outlines a series of critical goals and projects aimed at fostering economic growth and resilience within the jurisdiction. These initiatives are designed to address a variety of challenges and opportunities, from infrastructure development to workforce training, with a strong emphasis on sustainability, equity, and inclusivity. The goals are structured to support the jurisdiction's Plan by promoting economic diversity, enhancing job creation, and ensuring sustainable development practices that benefit all community members. Critical initiatives and projects identified in the CEDS include:

- Climate Resiliency and Sustainability: Projects focused on enhancing energy grid resilience, supporting carbon-neutral and resilient building technologies, promoting telework to decrease emissions, and investing in microgrid technology. These initiatives aim to make the region carbon neutral by 2050, with specific targets for government operations to achieve carbon neutrality by 2030.
- Infrastructure Improvements: Including the development of new water storage facilities, sewer system rehabilitations, and expansions of broadband access across the region to improve equitable access to digital resources.
- Economic Diversification and Development: Efforts to accelerate the development of geothermal resources, enhance the agricultural sector through permaculture farms and hemp processing plants, and support the tourism and creative sectors by developing facilities like the Fort Bragg Farmers Market Building and the Kashia Family Entertainment Center and Hotel.
- Workforce Development and Education: Projects that focus on vocational training, career development, and partnerships with educational institutions to create a skilled workforce that meets the needs of the region's industries.
- Housing and Community Development: Initiatives to increase affordable housing availability through urban infill development, accessory dwelling units, and higher density housing projects to address the region's housing crisis.
- Disaster Resilience and Preparedness: Projects aimed at improving emergency egress

routes, fire protection infrastructure, and community resilience against natural disasters like wildfires and floods.

- Environmental Conservation and Stewardship: Efforts to restore and conserve natural habitats, including creek restoration and wetland mitigation projects, to promote biodiversity and environmental health.

Discussion

These initiatives collectively aim to create a more resilient, inclusive, and sustainable economic environment that aligns with the Plan's objectives, focusing on equitable growth, environmental stewardship, and the creation of quality job opportunities for residents.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")

The Consolidated Plan does not include an analysis of areas of concentration of household with multiple housing problems as there is no one area where there is a "concentration" of low income households. The City of Petaluma does not allocate funds on a geographic basis. Instead, funds are allocated to organizations that provide low-income households with housing and supportive services.

Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")

Not applicable.

What are the characteristics of the market in these areas/neighborhoods?

Not applicable.

Are there any community assets in these areas/neighborhoods?

Not applicable.

Are there other strategic opportunities in any of these areas?

Not applicable.

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

According to 2020 5-year ACS estimates, 95.1% of people in the City of Petaluma have a desktop computer or laptop. Additionally, 91.7% of people have broadband internet subscription. However, there are disparities in access to paid broadband internet in residents homes within the City. Approximately 26.3% of Petaluma households earning less than \$20,000 per year do not have internet at home compared to 8.1% of those making between \$20,000 to \$74,999 and 2.1% of those making \$75,000 or more. This suggests a greater need for internet services that are affordable to low-income families at home. The no-cost internet resources mentioned above are available in public locations.

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

The City of Petaluma has multiple internet service providers including: AT&T, Xfinity, Sonic, T-Mobile Home Internet, Version Home Internet and HughesNet. Competition ensures there are a variety of options that meet internet and affordability needs. However, subscriptions to broadband internet services can still be unaffordable to lower-income households.

The City of Petaluma has a Technology Advisory Committee (TAC) that addresses various technology-related issues, including broadband access and infrastructure. The TAC has discussed topics such as broadband technologies and efforts to expand access for residents.

Additionally, the County of Sonoma launched its Access Sonoma Broadband Action Plan in several key areas to enhance broadband infrastructure within Sonoma County, aiming to provide fast, affordable, and reliable broadband access to all residents. While Petaluma is not specifically listed among the initial priority areas, the overarching goal of the Access Sonoma Broadband initiative is to ensure fast, affordable and reliable internet access for all Sonoma County residents. This comprehensive approach is designed to ensure equitable broadband access across Sonoma County, supporting the county's broader economic and community development goals.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

Describe the jurisdiction’s increased natural hazard risks associated with climate change.

The City of Petaluma adopted its Blueprint for Climate Action on November 4, 2024. This comprehensive plan outlines strategies to achieve carbon neutrality by 2030, focusing on reducing greenhouse gas emissions and enhancing climate resilience. The report emphasizes the need for Petaluma to enhance resilience and adaptability through specific strategies. The strategies are implementing urban greening projects to mitigate heat island effects and manage storm water runoff. Investing in infrastructure improvements to withstand weather events, water shortages or flood defenses. Educating community on climate risk and resilience practices and establishing polices that integrate climate resilience in planning and development processes ensuring long-term sustainability.

According to the 2020 City of Petaluma’s Local Hazard Mitigation Plan (LHMP), the City faces increased natural hazard risks due to climate change, such as higher temperatures, more extreme heat events, and altered precipitation patterns leading to increased flood risk, more severe droughts, and more frequent and intense wildfires. The report emphasizes the need for Petaluma to enhance resilience and adaptability through specific strategies. Main action items include improving infrastructure resilience, implementing sustainable water use practices, developing a city-wide fire suppression master plan, seismic retrofit analysis of City buildings, flood mitigation projects, and wetland enhancement. These strategies aim to mitigate the impacts of climate change on the community, infrastructure, and environment.

Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.

In Petaluma, cost burden and severe cost burden are prevalent housing issues, particularly affecting low- to moderate-income households. These households face a higher vulnerability to natural disaster impacts and displacement risks due to limited emergency funds, residence in older buildings, and challenges in finding affordable housing within Petaluma or the county following damage from wildfires, flooding, mudslides, earthquakes, or other natural disasters. Further research and collaboration with community service providers are essential to gaining a deeper understanding of the disproportionate impacts of climate risks on vulnerable populations, enabling the City to develop effective strategies to address these challenges.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

In conjunction with the Needs Assessment and Market Analysis sections of this Plan, the Strategic Plan identifies the priority needs of the City and describes the strategies the City will undertake to serve the priority needs. The Strategic Plan includes the following sections:

- Geographic Priorities;
- Priority Needs;
- Influence of Market Conditions;
- Anticipated Resources;
- Institutional Delivery Structure;
- Goals;
- Public Housing;
- Barriers to Affordable Housing;
- Homelessness Strategy;
- Lead-Based Paint Hazards;
- Anti-Poverty Strategy; and
- Monitoring.

SP-10 Geographic Priorities – 91.215 (a)(1)

Geographic Area

General Allocation Priorities

Describe the basis for allocating investments geographically within the jurisdiction.

The City does not assign geographic priority areas; it focuses use of funds on highest need populations in the community based on income or special needs. CDBG funds are allocated to organizations that provide lower-income households with housing and supportive services. Each year the City prioritizes use of CDBG funding for services and the development and preservation of affordable housing serving lower-income households and to address homelessness. The City issues Notices of Funding Availability (NOFAs) each fiscal year. Factors for evaluation of proposed projects include:

- Special Needs Set Asides (preference to projects which target homeless, seniors, or other Special Needs groups);
- Financial Leveraging;
- Project Competitiveness;

- Qualifications, capability, and expertise of the proposed developer or service provider;
- Proposed services or project amenities;
- And Other Factors.

Depending on its priorities, the City may weigh certain selection criteria more highly than others.

SP-25 Priority Needs - 91.215(a)(2)

Priority Needs

1	Priority Need Name	Affordable Housing
	Priority Level	High
	Population	Extremely low-, low-, and moderate-income Large Families and Families with Children Elderly Homeless Individuals Mentally Ill Chronic Substance Abusers Veterans Victims of Domestic Violence Unaccompanied Youth Elderly and Frail Elderly Persons with Mental, Physical, or Developmental Disabilities Persons with Alcohol or Other Addictions
	Geographic Areas Affected	N/A
	Associated Goals	Home Ownership Housing & Services to Special Needs Populations Preservation of Affordable Housing Production of Affordable Housing Rental Assistance

	Description	The City will use up to 85% of its CDBG allocation (the amount not allocated for Public Services) for affordable housing purposes.
	Basis for Relative Priority	According to data provided in the Needs Assessment, approximately 37% of Petaluma households overpay for housing. Based on this assessment and the housing market analysis included in this Plan, the City will prioritize the creation, production, preservation, or conversion of affordable housing to benefit low-income households including persons experiencing homelessness and those with special needs.
2	Priority Need Name	Homelessness
	Priority Level	High
	Population	Extremely low-, low-, or moderate-income households Large Families & Families with Children Chronically Homeless Individuals & Families with Children Mentally Ill Chronic Substance Abusers Veterans Victims of Domestic Violence Unaccompanied Youth
	Geographic Areas Affected	N/A
	Associated Goals	Housing & Services to Special Needs Populations Preservation & Production of Affordable Housing
	Description	The City will use up to 15% of the CDBG allocation to fund the Public Services Program supporting community-based programs that serve low-income households including those at-risk of homelessness.
	Basis for Relative Priority	As discussed in the Needs Assessment, a total of 2,522 persons experiencing homelessness were counted as part of <i>Sonoma County's 2024 Point-in-Time Homeless Count</i> -- an 11% increase over the 20-23 Point in Time count of 2,266, indicating a need to support programs that not only serve the homeless, but also those at risk of homelessness including vulnerable seniors. The City will continue to focus its resources on the creation of affordable housing, a critical step in ending homelessness as well as services to prevent community members from becoming homeless.

3	Priority Need Name	Non-Housing Community Development
	Priority Level	High
	Population	Extremely low-, low-, and moderate-income households Large Families & Families with Children Mentally Ill Chronic Substance Abusers Veterans Persons with HIV/AIDS and Their Families Victims of Domestic Violence Unaccompanied Youth Elderly & Frail Elderly Persons with Mental, Physical, or Development Disabilities Persons with Alcohol or Other Addictions Non-Housing Community Development
	Geographic Areas Affected	All
	Associated Goals	Economic Development Housing & Services to Special Needs Populations Public Facilities & Improvements
	Description	The City intends to use up to 15% of the CDBG allocation to fund the Public Services Program that includes homeless services as well as other community-based programs that serve low-income households and prevent homelessness.
	Basis for Relative Priority	According to data provided in the Needs Assessment and Market Analysis section of this Plan, the greatest need is for affordable housing that will benefit homeless and non-homeless lower-income special needs populations.

Table 47 – Priority Needs Summary

SP-30 Influence of Market Conditions – 91.215 (b)

Influence of Market Conditions

Affordable Housing Type	Market Characteristics that will influence the use of funds available for housing type
New Unit Production	According to data provided in the Needs Assessment and Market Analysis portions of this Plan approximately 37% of Petaluma households overpay for housing, therefore, the City will prioritize the creation of affordable housing, including new unit production, acquisition of land for affordable housing unit production, and conservation/preservation, to benefit low-income households including those with special needs.
Rehabilitation	Based on the data in the Needs Assessment, Market Analysis, and public outreach, housing needs are a high priority, including the preservation or conversion of affordable housing through rehabilitation.
Acquisition, including preservation	According to data provided in the Needs Assessment and Market Analysis portions of this Plan approximately 37% of Petaluma Households overpay for housing, therefore, the City will prioritize the creation of affordable housing, including new unit production and conservation/preservation via acquisition of existing units, to benefit low-income households including those with special needs.
Tenant Based Rental Assistance (TBRA)	The need for tenant-based rental assistance continues due to the low vacancy rate, and high rental costs in Petaluma. The City funds this type of assistance with non-CDBG sources such as its Housing In-Lieu fund.
TBRA for Non-Homeless Special Needs	The need for tenant-based rental assistance continues due to the low vacancy rate, and high rental costs in Petaluma. The City funds this type of assistance with non-CDBG sources such as its Housing In-Lieu fund.

Table 48 – Influence of Market Conditions

SP-35 Anticipated Resources - 91.215(a)(4), 91.220(c)(1,2)

Introduction

The City estimates \$300,000 in FY25-26 CDBG funding, for an anticipated five- year estimated total of \$1,500,000 assuming funding levels remain constant. CDBG is used by the City for Public Services, Housing Activities and Program Administration.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan	Narrative Description
			Annual Allocation:	Anticipated Program Income	Prior Year Resources	Total \$		
CDBG	Public – Federal	Admin & planning, Housing, Services for low-income special populations	\$300,000 ESTIMATE	0	0	\$300,000 ESTIMATE	\$1,500,000 ESTIMATE	Estimate based on 2025/2026 +subsequent years at same level

Table 49 - Anticipated Resources

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

CDBG funds are often coupled with local funds to allow projects to compete for additional funding provided by tax credits, bonds, or state financing programs. An investment from the City makes projects more competitive for a variety of funding sources. As in the past, the City will be as creative as possible in finding other sources of funding from local, state, federal, and private sources to develop and deliver efficient and cost-effective projects.

If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan.

Not applicable

SP-40 Institutional Delivery Structure – 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions. There are numerous organizations throughout the MSA that partner with the City to carry out Petaluma's Consolidated Plan. The list below is a brief sampling of these organizations.

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
City of Petaluma	Government	Economic Development, Homelessness, Non- homeless Special Needs, Housing Ownership, Planning, Rental Development and Assistance, Neighborhood Improvements, Public Facilities, Public Services	Jurisdiction
County of Sonoma	Government	Economic Development, Homelessness, Non- homeless Special Needs, Ownership, Planning, Rental, Neighborhood Improvements, Public Facilities, Public Services	Region
Sonoma County Homeless Coalition	Continuum of Care	Homelessness Planning and Policy Development	Region
Rebuilding Together Petaluma	Nonprofit Organization	Ownership, Affordable Housing Preservation, Homeless Services	Region
Petaluma People Services Center (PPSC)	Nonprofit Organization	Fair Housing, Rental Assistance, Homelessness, Non-homeless special needs	Region
Committee on the Homeless (COTS)	Nonprofit Organization	Homelessness, Non- homeless Special Needs	Region
HomeFirst	Nonprofit Organization	Homelessness, Non- homeless Special Needs, Rental Housing	Region
Burbank Housing and MidPen Development Corporation	Nonprofit Organizations	Affordable Housing Rental and Ownership	Region
Housing Land Trust of the North Bay	Nonprofit Organization	Affordable Housing Ownership	Region

Table 50 - Institutional Delivery Structure

Assess of Strengths and Gaps in the Institutional Delivery System

CDBG funds received by the City are administered by the Housing division of the City of Petaluma, staffed by the City of Petaluma Community Development Department. Housing is responsible for administering affordable housing programs and the Public Services Program. The City relies on private, nonprofit organizations and for-profit developers to build new affordable units and rehabilitate existing housing units. The City continues to work closely with a variety of organizations to ensure that each year as many new affordable units are produced as possible. The City relies on the nonprofit service sector to provide emergency shelter, transitional and special needs housing, and services to the homeless and non-homeless special needs populations. The City will continue to support these organizations and their activities as funds are available.

Availability of services targeted to homeless persons and persons with HIV.

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X	X	X
Legal Assistance	X	X	
Mortgage Assistance	X		X
Rental Assistance	X	X	X
Utilities Assistance	X	X	X
Street Outreach Services			
Law Enforcement	X	X	
Mobile Clinics	X	X	
Other Street Outreach Services	X	X	
Supportive Services			
Alcohol & Drug Abuse	X	X	
Child Care	X		
Education	X	X	
Employment and Employment Training	X	X	
Healthcare	X	X	X
HIV/AIDS	X	X	X
Life Skills	X	X	X
Mental Health Counseling	X	X	X
Transportation	X	X	

Table 51 - Homeless Prevention Services Summary

Describe how the service delivery system, including, but not limited to, the services listed above meet the needs of homeless people (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)

The City of Petaluma approved its 3-Year Homeless Action Plan in 2022. The service delivery system for homeless people in Petaluma, particularly for chronically homeless individuals and families, and families with children, is guided by a holistic and comprehensive approach. This system is designed to treat the loss of housing as an emergency, requiring immediate and effective response with available and accessible housing solutions. It adheres to three key principles:

- **Housing-focused:** The system recognizes homelessness primarily as a crisis of losing housing, with the solution being the rapid reconnection of individuals to housing. While not every program directly provides housing, each component of the system contributes to guiding people back to housing and connecting them with necessary services.
- **Strategic and Data-informed:** Leadership within the homelessness response system makes strategic decisions based on data analysis, setting ambitious and achievable goals. The system prioritizes the collection and analysis of data to understand its effectiveness and to guide improvements.
- **Person-centered and Equitable:** This principle ensures the system is focused on meeting the needs of those experiencing homelessness rather than fitting them into predetermined programs. It emphasizes client choice and simplifies access to services, actively working to address and eliminate disparities in access and outcomes.

Implementation of Petaluma's 2022-2025 Strategic Action Plan to End Homelessness has gradually shifted towards being more housing-focused, adopting the Housing First model and connecting outreach services with housing focused service plans. Most emergency shelter programs struggle with quickly transitioning participants to permanent housing, with only 19% of participants moving to permanent housing. System-wide gaps include the need for solutions-oriented mobile outreach, consistent shelter placement services, a sufficient supply of rapid rehousing, permanent supportive housing, affordable housing, scaled efforts to prevent homelessness, and enhanced supportive services focused on housing retention.

Addressing these needs involves a collective effort from various stakeholders, including the city, the Sonoma County Health Services), local service providers, and community members. By focusing on expanding the shelter system, directly connecting more outreach services to

housing, and identifying critical gaps, Petaluma aims to create a more effective and responsive system that meets the diverse needs of its homeless population, with a particular focus on vulnerable groups such as chronically homeless individuals, families with children, veterans, and unaccompanied youth.

Increase Permanent Affordable Housing to Meet the Need

As previously mentioned, Petaluma recently adopted its 2023-2031 Housing Element to address the local ongoing unmet housing needs. The Housing Element action plan for Affordable Housing development includes the following policy goals to promote the development, preservation, and improvement of housing affordable to lower and moderate-income households, including extremely low-income households:

- **Policy 3.1** Expand revenue sources to provide housing affordable to extremely low to moderate income households, and those with special needs.
- **Policy 3.2** Partner with developers of market-rate housing and non-residential projects, as well as employers, to address the housing needs in the community.
- **Policy 3.3** Facilitate the entry of lower and moderate-income households into the housing market.
- **Policy 3.4** Streamline the review process for projects with 20 percent or more units affordable to lower income households.
- **Policy 3.5** Evaluate City-owned parcels for affordable housing development. Rezone, as necessary, identified parcels to allow housing development.

Ensure Access to Integrated Health Care

A medical home and integrated health care are essential to stabilizing in housing since housing is essential to health. The advent of the Affordable Care Act, Medi-Cal expansion, and the inclusion of mental health and substance abuse treatment as essential covered benefits offer an opportunity to address health needs that constitute a primary cause of homelessness and an enormous challenge to public health. The City and its housing and homeless services partners work closely with Federal Qualified Health Clinics and the County Departments of Health Services and Human Services to achieve the goal to enroll 100% of persons experiencing

homelessness in health coverage, establish primary care, and ensure access to mental health and substance abuse treatment.

Increase Incomes

Increasing income is a crucial component to housing stability. In the 2024 Homeless Census, 87% of homeless adults reported they were not working, and “can’t afford rent” or “not enough income” was cited by over 50% of homeless adults as their primary barrier to getting permanent housing. While more than half of homeless adults report eligible disabilities, fewer than 15% receive disability income. City homeless service strategies include promoting financial stability, independence, and supporting training for special needs populations.

Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above

According to the Sonoma County 2022 Homeless Solutions Strategic Plan, homeless service providers are faced with many challenging special needs, including multiple disabilities, multiple generations of homelessness, homeless seniors, and returning veterans. The Homeless Action Plan identifies the following major concerns emerging from recent homeless point in time counts. These concerns are discussed in greater detail in the County Plan:

1. Sonoma County has a severe shortage of affordable housing. More than half of Sonoma County households spend more than 30% of their income, the national benchmark of housing affordability, on housing. According to the California Budget & Policy Center, renters throughout California are especially likely to have unaffordable housing costs, with 40% paying more than 30% of their income for housing costs and 20% paying more than half their income toward housing expenses. The Sonoma County Economic Development Board’s Sonoma County Economic Indicators show that 27.3% of Sonoma County households pay more than 50% of their income for housing, higher than the state of California average.
2. Sonoma County’s current homeless population has been homeless longer, and is more medically compromised, than in the past. Two-thirds of the homeless population experience one or more serious medical conditions or conditions that are considered disabling by federal agencies. Many report vulnerability risk factors that most commonly lead to death on the street (homeless for more than six months and experiencing a range of serious medical conditions or simply being over the age of 60). This medically

compromised population accounts for additional expenses in the County Jail at \$340 per booking and hospital emergency rooms, at about \$4,500 per visit, compared to the cost of permanent housing averaging \$31 per night. There is a great unmet need for integrated health care, including substance abuse and mental health treatment, plus ongoing services in permanent supportive housing.

3. One-third of the homeless population is under the age of 25. These include unaccompanied teens, youth ages 18 – 24, young parents (18 – 24), and children who are homeless with their parents; more than 1,400 persons under the age of 25. Homeless youth are more multi-ethnic than the overall homeless population and more often identify as gay, lesbian, or bisexual. Twenty percent (20%) have been in foster care; 13% had homeless parents. Nearly 40% have not finished high school.
4. The number of homeless veterans remains high. 207 homeless veterans were counted in 2018, with 70% of them being unsheltered. Over half of the homeless veterans had a combination of disabilities and lengths of periods of homelessness that define chronic homelessness; the clear majority is unsheltered.

Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs

Institutional Structure: The Homeless Coalition is Sonoma County's collaborative effort representing the homeless services system of care; this body was previously referred to as the Continuum of Care. Governed by a seventeen-member Homeless Coalition Board, the countywide effort is responsible for oversight of funds designated to the Homeless Coalition and planning/policy development for addressing homelessness. The Board consists of local elected officials, nonprofit representatives, subject matter experts, and individuals with lived homeless experience. According to the Board's governance charter, membership includes one representative from the City of Petaluma, as designated by the City Council. The Sonoma County Department of Health Service serves as the Lead Agency of the Homeless Coalition.

The Goal of the Homeless Coalition is to achieve Functional Zero homelessness in Sonoma County using a Housing First model. The system of care program is designed to accomplish the following:

- Promote a community-wide commitment to the goal of ending homelessness
- Provide funding for efforts to quickly re-house individuals and families who are homeless, which minimizes the trauma and dislocation caused by homelessness

- Promote access to and effective use of mainstream programs
- Optimize self-sufficiency among individuals and families experiencing homelessness

Committees and Workgroups of the Homeless Coalition include the: CoC Competition Evaluation Workgroup, Coordinated Entry Advisory Committee, Governance Charter Policy Review Committee, HMIS Data Committee, and Ad Hoc Workgroups as determined necessary by the Coalition Board.

SP-45 Goals Summary – 91.215(a)(4)Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Preservation of Affordable Housing	2025	2030	Affordable Housing, Homeless, Non-Homeless Special Needs	Citywide	Affordable Housing, Homelessness	\$1,000,000 CDBG ESTIMATE	Rental units rehabilitated; 30 Household Housing Units
2	Housing & Services to Special Needs Populations	2025	2030	Non-homeless Special Needs	Citywide	Affordable Housing, Homelessness, Non-Housing Community Development	\$225,000 CDBG ESTIMATE	Public Service activities for Low/Moderate Income Benefit: 325 Households Assisted

Table 52 – Goals Summary

Goal Descriptions

1	Goal Name	Preservation of affordable housing
	Goal Description	Preserve existing affordable housing stock
2	Goal Name	Housing and services to special needs populations
	Goal Description	Provide housing and other services to special needs populations

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)

The City's Plan does not anticipate receipt of HOME funds during this 5-year cycle; however, given the community needs and priorities described in prior sections of this Plan, the City has identified the following goals identified in the table above, with Goal Outcome.

Indicators for the five-year term of the Plan:

1. Improve housing opportunities by preserving existing affordable housing
2. Provide services to low-income populations, including but limited to children, seniors, individuals experiencing homelessness, and those with disabilities
3. Maintain and improve public infrastructure serving low-income communities, particularly facilities that support children, seniors, and special needs populations.

SP-50 Public Housing Accessibility and Involvement – 91.215(c)

Need to Increase the Number of Accessible Units (if Required by a Section 504 Voluntary Compliance Agreement)

The City is not under a Section 504 Voluntary Compliance Agreement

Activities to Increase Resident Involvements

The City does not own or operate public housing.

Is the public housing agency designated as troubled under 24 CFR part 902?

No

Plan to remove the 'troubled' designation.

Not applicable.

SP-55 Barriers to affordable housing – 91.215(h)

Barriers to Affordable Housing

Potential constraints to housing development in Petaluma vary by area but generally include infrastructure, development fees, application processing, land use controls (including development standards, permitting requirements, design review, and building codes, for

example), and resource preservation. An analysis of these potential barriers is detailed in the Housing Element of the Petaluma General Plan. This document has been cited throughout this Plan as the Housing Element of the General Plan 2023-2031 (Housing Element). Adopted February 14, 2023, the following is a summary of the detailed analysis provided in the Housing Element.

Infrastructure: Wastewater treatment, reuse, disposal capacity, and water supply are not expected to constrain housing development during the Housing Element period. According to the General Plan, the City will adopt policies to ensure that projects with affordable housing units shall receive priority sewer and water service should capacity be limited.

Development Fees: The City contracted with MGT to perform a cost-of-service study using fiscal year 2023 budgeted figures, staffing and operational information. The current fees listed in this study represent the fees being charged at the beginning of this study. The last development user fee study was completed in 2013 and adopted by the City Council in early 2014. A Minor City generated fee update was completed in 2018 but did not include several key areas in the development process. Each year, the City of Petaluma adopts revisions to its comprehensive fee schedule. While this process allows the City to account for variance in the Consumer Price Index or the value of land or public infrastructure improvements, it does not (generally) include a revision of the underlying formulas used to make the fee calculations

Processing: The City is committed to efficient development application processing and has adopted policies related to expedited housing application review and processing, such as AB2162 and SB330 Housing projects are given high processing priority, while affordable housing projects are given an even higher priority over market-rate housing projects.

Land Use Controls: Residential land use control mechanisms used by the City include the General Plan, Zoning Code, Design Review, Building Code, Growth Management Program, and the Housing Allocation Plan.

Zoning Code: The Petaluma Zoning Code implements the General Plan. The Code includes no unusual or onerous provisions which impede the production of housing for any population group as proven by the consistent production of new housing in the community.

Design Review: Petaluma has guidelines that implement the design objectives of the General Plan. General design policies require proposed projects to be compatible with and sensitive to surrounding land uses, and offer a complete design concept where architecture, materials, and landscaping are of an appropriate scale and provide human interest. New proposals are not subject to unusual or especially restrictive conditions.

Building Codes: Petaluma uses the California Building Code which is based on the International Building Code and does not impose any unusual or unique constraints on housing.

Green Building Ordinance: A mandatory Green Building Ordinance took effect in 2008. Analysis concluded that the incremental cost increase relates mostly to greater energy efficiency and is not viewed as a constraint to housing development. Housing units built to green standards cost less to heat, cool, and maintain. This is particularly important for those residents with low or fixed incomes.

Growth Management: As stated earlier in this Plan, the City's Growth Management Program regulates residential growth by limiting the number of annual allotments. For the period 2021-2035, 800 allotments are available annually. The annual allotments exceed the City's average annual Regional Housing Needs Allocation (RHNA), of 586 units per year from 2023-2031. Petaluma's growth management program has not prevented a developer from building a project in any given year. The housing need can be accommodated with the Growth Management Program currently in effect. A decline in the number of new units built is more likely a result of market conditions. Petaluma has an Urban Growth Boundary (UGB) in effect through 2035.

Natural Resources: According to the Petaluma General Plan 2035 (General Plan), natural resources such as rare and endangered plant and animal species and habitats, coincide geographically with areas that are designated for housing development, particularly in the northwest and southwest areas of Petaluma. Most of these areas are designated for lower densities or low density/open space, recognizing the location of natural resources. These land use designations do not typically accommodate affordable housing projects. The California Tiger Salamander and its habitat are listed as endangered; the habitat generally corresponds to northwest and southwest Petaluma. The northwest and southwest are also the areas of Petaluma that currently have the highest percentage of developable land. However, Petaluma has developed criteria for mitigation banking and this process is common to the development review process in Petaluma today.

Land Availability: The General Plan indicates that land availability does not prevent the City from meeting its housing needs. An inventory that includes some of the available land for housing development is listed in the Housing Element. The City limits currently contain

adequate land for future housing development.

Land Costs, Construction, and Financing: Land, construction, and financing costs represent a significant constraint to residential development because land costs can be high and construction costs continue to increase. Developers of affordable housing can face challenges in securing financing due to the limited possible return from rents or sales prices of affordable units. Additional funding and subsidies for affordable housing are necessary and are generally available from city sources, which can provide funds to increase the feasibility of affordable housing project. The City makes funds available through its Notices of Funding Availability (NOFAs), more fully discussed in Section SP-10 of this Plan; the resources available include federal land, state funding sources like CDBG and HOME, state sources, PLHA and LHTF and local sources including the Housing In-Lieu and Housing Commercial Linkage Funds.

Fair Housing Issues: The City of Petaluma, the County of Sonoma, and the City of Santa Rosa (the other entitlement jurisdictions in Sonoma County) have collaborated on the preparation of an updated Countywide Assessment of Fair Housing (AFH), also called the 2024 Fair Housing Plan. The AFH's goals include:

- Identifying the nature and extent of barriers to fair housing and disparities in access to opportunity throughout the MSA;
- Creation of an inventory of program, procedure, policy, and communication changes within the three entitlement jurisdictions that may be required to reduce barriers to fair housing; and
- Setting measurable short- and long-term goals to track progress.

Completion of the AFH will meet HUD's existing regulatory requirements and lay the groundwork for meeting the requirements of California's Assembly Bill 686, Affirmatively Furthering Fair Housing. In particular, the process to prepare the AFH will:

- Prepare preliminary population group and neighborhood profiles;
- Engage with identified population groups and neighborhoods to collect feedback and input and to collect anecdotal information on fair housing issues;
- Concurrently conduct review of zoning, policies, building codes, private sector lending policies, and fair housing enforcement to assess disparities in access to opportunity and barriers to fair housing;
- Compile a report of data analysis, community input, and policy analysis into the AFH report that will identify trends and impediments; and
- Make policy and program recommendations that affirmatively further fair housing.

In the Fiscal Year ending June 30, 2023, the fair housing service provider reported serving 222

households, of which 130 were Extremely Low-Income. They trained 29 new Testers and administered 15 reasonable accommodation requests. One investigation which involved 60 housing providers tested revealed potential landlord familial discrimination in which 88% of Petaluma landlords tested revealed at least some evidence of discrimination on the basis of familial status, national origin, or both. During the fourth quarter of Fiscal Year 2022-2023, the service provider processed intakes for 46 Petaluma renters, 16 of whom alleged housing discrimination and/or had disability related housing needs (fair housing issues). Of the fair housing complaints received in the last quarter, 15 were on the basis of disability, 4 were on the basis of race/color, and 1 was on the basis of familial status. Please note that some complaints alleged discrimination on the basis of multiple protected classes.

Strategy to Remove or Ameliorate the Barriers to Affordable Housing

The City's Housing Element is in substantial compliance with state law as determined by the California State Department of Housing & Community Development (HCD). This compliant status represents a presumption that the City has adequately addressed the governmental constraints relating to affordable housing development. Some of the strategies the City has identified and will work to implement to remove barriers to affordable housing are:

- **Reform Zoning and Land Use Laws:** Modify zoning and land use laws to allow for the development of safe farmworker housing in areas where agricultural uses are predominant. This would help increase the supply of farmworker housing and ensure safety standards more effectively.
- **Affordable Housing Opportunities for Farmworkers:** Implement preferences or affirmative marketing strategies to target farmworkers for affordable housing opportunities in towns and cities within Napa and Sonoma Counties. This approach aims to provide farmworkers with better access to educational and employment opportunities.
- **Increase Access to Supportive Services:** Study and implement ways to increase access to supportive services in rural parts of Sonoma County, addressing the needs of the farmworker population that resides disproportionately in these isolated areas.
 - **Reduce Zoning and Land Use Barriers:** Target reforms in zoning and land use laws that have historically restricted access to housing for people of color and persons with disabilities. This includes creating affordable housing overlay districts to enable multifamily housing with a significant affordable component in higher opportunity areas and adopting ordinances under California SB10 to allow for increased density in transit-rich or urban infill sites.
- **Financial Incentives for Accessory Dwelling Units (ADUs):** Provide low-interest loans and grants to homeowners for the development of ADUs with affordability restrictions,

aiming to increase the stock of affordable housing.

- **Prioritize publicly owned land and Reduce Permit Fees:** Utilize publicly owned land for affordable housing development and reduce permit fees to lower the cost of developing affordable housing.
- **Address the Needs of Migrant and Year-Round Farmworkers:** Specific strategies include reforming zoning laws to permit safe farmworker housing, targeting farmworkers for affordable housing opportunities through preferences and affirmative marketing, and studying means to increase access to supportive services.
- The City will continue efforts to implement new strategies and strengthen participation with their partners to expand support for affordable housing programs in Petaluma.

SP-60 Homelessness Strategy – 91.215(d)

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

On June 20, 2022, the City Council adopted Petaluma’s first Strategic Plan to End Homelessness (Plan), which provides guidance and priorities for City policies, programs and investments over a three-year period ending June 30, 2025. At the highest level, the Plan calls for building a homeless system of care that will be able to end long-term, chronic homelessness in Petaluma by the end of 2025 and create a crisis response system that ensures homelessness becomes a rare, brief, and one-time experience in our community. To accomplish this vision, the Plan identified the following key strategic focus areas and has been implementing specific initiatives within each area since 2023:

1. Creating a robust “housing-focused” outreach system that links people experiencing homelessness with new options through increased numbers of permanent supportive housing units and creative shelter options for vulnerable sub-populations,
2. Creating and/or securing access to 200 new permanent supportive housing units to provide sufficient housing and services for people experiencing chronic homelessness
3. Improving the Petaluma Coordinated Entry access point through which people access housing and shelter options,
4. Tackling root causes of homelessness to prevent people from losing housing in the first place,
5. Increasing the City’s internal capacity to respond to homelessness, leverage the community to accelerate progress, and build alignment with other cities and subregions,
6. Commit to tackling the root causes of homelessness that are within the City’s control,
7. Leverage the spirit, compassion, and social capital of our community to accelerate progress, and
8. Build Alignment, across-agencies, cross-sector, and cross jurisdictional alignment.

In 2024, the City was awarded a State of CA Interagency Council on Homelessness Round 3 Encampment Resolution Fund (ERF-3R) grant to move 100 individuals from encampments in Petaluma into permanent and interim housing, pilot related service expansions based on learnings from recent local encampment closures and make emergency shelter facility improvements to expand non-congregate shelter capacity in Petaluma. Grant-funded activities include 1) expanding capacity and utilization in existing emergency shelter programs at Mary Isaak Center (adults/congregate – through purchase of new beds and lockers) and Kids First (families – through renovation to increase number of shelter units), 2) subsidizing operating cost of Peoples Village non-congregate shelter, 3) increasing the number of permanent supportive housing units in Petaluma, 4) housing-focused street outreach with “housing problem solving fund,” 5) dedicated clinical behavioral health support for encampment residents 6) offering medium-term rental assistance (up to 24 months) if local housing vouchers are not available, 7) staffing two new Housing Retention case manager positions to ensure stability after move into permanent housing, and 8) staffing a new Landlord Liaison position to serve as point of contact for landlords separate from the project case manager.

Addressing the emergency and transitional housing needs of homeless persons

According to the Petaluma By Names List (BNL), which tracks all known individuals experiencing homelessness in the City, as of the end of June 2024, there were 316 people experiencing homelessness in Petaluma. Of these individuals, 146 (46%) are experiencing chronic homelessness, 63 (20%) are experiencing non-chronic homelessness and 107 (34%) are of unknown status due to lack of assessment data. Just under 109 (35%) were sheltered.

To better address emergency shelter needs in Petaluma, over the past two years, the City:

- Developed and implemented a 25-unit non-congregate emergency shelter program (Peoples Village) in partnership with service provider COTS.
- Expanded emergency shelter capacity at the Mary Isaak Center for adults by 10 beds, and increased the number of single or bottom bunks in response to the needs of a growing aging and frail population of homeless individuals in the City.
- Will be incorporating the expansion of the City’s family shelter into its state-funded Encampment Resolution implementation plan.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again.

One of the greatest barriers to preventing and ending homelessness in Petaluma is the continuing shortage of affordable housing and the low vacancy rate for rental units throughout Sonoma County, issue that was exacerbated by the October 2017 wildfire disaster which destroyed over 5,000 housing units in the County.

To address the particular challenges of people experiencing homelessness who are trying to find affordable rental housing, the City launched a new Landlord Recruitment Program in 2024. With service provider HomeFirst, the program instituted a year-round calendar of intensive outreach, engagement, education and recruitment activities to expand the number of private landlords willing to rent to people exiting homelessness in the City. To further support individuals moving from unsheltered homelessness, in addition to its existing rental assistance programs, the City is establish a Housing Problem Solving Fund to assist with other barriers to accessing affordable housing such as identification, pet deposits, or special transportation costs.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families who are likely to become homeless after being discharged from a publicly funded institution or system of care, or who are receiving assistance from public and private agencies that address housing, health, social services, employment, education or youth needs

The Continuum of Care's discharge planning efforts are outlined in its annual application to HUD and include foster care, health care, mental health, and corrections. A detailed description of these efforts is included in the Consolidated Plan and summarized below.

Foster Youth: Sonoma County Division of Family, Youth and Children Services (FYC) is the lead agency responsible for ensuring foster youth are not routinely discharged into homelessness. FYC partners with Sonoma County Juvenile Probation to ensure foster youth in the criminal justice system have equal access to AB12-funded services (AB12 is a California law that extends foster care to age 21 in California); and works with community-based organizations such as VOICES Sonoma, the Children's Village, and TLC Children's Services to implement programs that divert foster youth from the street. County Continuum of Care's Homeless Youth Task Force, co-chaired by the Sonoma County Office of Education Foster/McKinney Coordinator, engages all these partners plus Sonoma County Divisions of Behavioral Health and Employment and Training, Buckelew Programs, Positive Images (serving LGBTQI youth), several police departments, and elected State officials in planning to prevent new discharges of foster youth to homelessness as well as conducting an annual Needs Assessment for homeless transition-aged youth.

Health Care: The Continuum of Care has worked with the grassroots Health Care for the

Homeless Collaborative (HCHC), staffed by St. Joseph's Healthcare, to improve protocols for discharging homeless patients. Hospitals are not legally responsible for ensuring persons discharged from their care are not routinely discharged into homelessness. In Petaluma, this includes Petaluma Valley Hospital. The three larger hospitals in the county fund recuperative beds operated by COTS at its Mary Isaak Center shelter facility.

Mental Health: The discharge policies developed by County Continuum of Care with Sonoma County Behavioral Health (SCBH) represent a negotiated agreement that evolves over time and is supported by the County's culture of strong interdepartmental cooperative relationships and problem solving. SCBH has launched a Mobile Support Team that provides mental health support at law enforcement request. Petaluma Valley Hospital's Emergency Department and many County Continuum of Care partners have participated in HCHC planning for a chronic inebriate program in consultation with hospitals, psychiatric emergency services, detox, emergency medical transport, and police.

Corrections: In 2011 California enacted Public Safety Realignment legislation that passed responsibility for low- to medium-risk offenders to County Probation Departments. Some probationers are housed with California Department of Corrections funds. As part of the County's strategy of Upstream Investments to reduce corrections costs, the County opened a Day Reporting Center and plans a Community Corrections center to house homeless probationers. County Continuum of Care is working with criminal justice partners to refine policies to avoid jail discharges to homelessness.

SP-65 Lead based paint Hazards – 91.215(i)

Actions to address LBP hazards and increase access to housing without LBP hazards

The State of California requires construction activities involving lead to be performed in a manner that eliminates existing lead hazards and avoids creating new lead poisoning hazards. The State's website provides information on certified inspectors/assessors, project monitors, supervisors, and workers that can be used for lead-based paint abatement.

The County has implemented the regional Childhood Lead Poisoning Prevention program (CLPP), funded through the State Department of Health Services, which employs a team of health professionals who provide services to parents, healthcare providers, and the general public. The team is comprised of registered environmental specialists, public health nurses, and health educators. CLPP provides services in two major ways: (1) case management and source identification for lead-poisoned children, and (2) outreach and education to the community and targeted groups.

The Sonoma County Housing Authority (Authority) has addressed LBP hazards in its Administrative Plan for the HCV Program, including providing notices to landlords and tenants participating in the Program. If the City or Authority is notified by a public health department or health care provider, or verifies information from a source other than these, that a child younger than six years of age living in an HCV-assisted unit has been identified as having an environmental intervention blood lead level, a complete risk assessment of the dwelling unit must be completed. Consequently, the property owner must complete hazard reductions within 30 days, or the dwelling unit will be considered in violation of Housing Quality Standards and could be removed from the Program.

The Authority provides LBP hazard notices to tenants and to owners who fund rehabilitation of units with federal funds. All rental units assisted with ESG, CDBG or HOME funds are subject to LBP compliance requirements. Through the creation of new affordable housing units, low-income households can reside in new housing units free of LBP hazards.

The website www.Kidsdata.org, a Program of the Lucile Packard Foundation for Children's Health, reports in its Children/Youth with Elevated Blood Lead Levels, by Age, that there are 0.2% of children under the age of 20 in Sonoma County who have elevated blood lead levels. All these children fall into the ages 0 – 5 range.

How are the actions listed above related to the extent of lead poisoning and hazards?

The City continues to act as necessary to reduce LBP hazards in accordance with HUD regulations. Identified housing units with LBP will have actions taken to remove the hazardous material.

How are the actions listed above integrated into housing policies and procedures?

As previously noted, the City addresses lead-based paint hazards by disseminating printed information to all participants in its housing programs. During the HCV Program briefing, all new Program participants receive a copy of "Protect Your Family from Lead" published by the US Environmental Protection Agency (EPA). Every move-in/pre-contract inspection completed by HCV staff includes an inquiry to the property owner/manager and review of data from the Sonoma County Assessor's office to determine the year the unit was constructed. If the unit was constructed prior to 1978, HCV staff reviews the family's data and, if there are any members of the household under age 6, HCV notifies that landlord that the lead-based paint issue must be addressed prior to the HCV Program making rental assistance payments.

The HCV Program requires its staff to make a visual assessment for deteriorated paint at the initial and each annual Housing Quality Standards (HQS) inspection ("risk assessment"). The risk assessment applies to interior and exterior surfaces and common areas. The PHA Annual and

Five-Year Plan 2021-2026 requires property owners to stabilize deteriorated painted surfaces and conduct hazard reduction activities when identified by HCV staff, notify tenants each time such an activity is performed, conduct all work in accordance with HUD safe practices, and ask each household to report deteriorated paint. Failure to stabilize the paint constitutes an HQS violation. If lead-based paint is observed at the initial inspection, HCV staff ensures that the lease has a lead-based paint addendum.

SP-70 Anti-Poverty Strategy – 91.215(j)

Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

Petaluma’s General Plan includes policies and goals aimed at reducing poverty by expanding affordable housing, workforce development, economic opportunity, and social services. These policies collectively aim to reduce poverty by expanding affordable housing, job access, work force development and equitable services for low-income families.

Goal ED-1: Economic Development & Workforce Opportunities

- **Policy H-1.1:** Increase the supply of affordable housing through density bonuses, inclusionary housing, and public-private partnerships.
- **Policy H-1.3:** Expand rental assistance programs for low-income households to prevent displacement.
- **Policy H-1.5:** Prioritize funding for permanent supportive housing and transitional housing for homeless and at-risk families.
- **Policy H-2.4:** Promote Accessory Dwelling Units (ADUs) to provide lower-cost rental options.

Goal ED-1: Economic Development & Workforce Opportunities

- **Policy ED-1.2:** Support job training and workforce development programs in collaboration with local schools, community colleges, and job centers.
- **Policy ED-1.5:** Promote small business growth and entrepreneurship through financial assistance and business support services.
- **Policy ED-2.3:** Expand childcare and after-school programs to support working families.

Goal HEEJ-1: Public Health & Equity

- **Policy HEEJ-1.1:** Enhance healthcare accessibility by supporting the development of community clinics in underserved areas.
- **Policy HEEJ-1.2:** Implement health education programs focusing on preventive care and wellness.

Goal HEEJ-4: Equitable Access to Services and Facilities

- **Policy HEEJ-4.1:** Ensure all neighborhoods have access to quality parks, recreational facilities, and community centers.
- **Policy HEEJ-4.2:** Improve public transportation routes to connect underserved areas with essential services.

Goal HEEJ-5: Food Security & Economic Stability

- **Policy HEEJ-5.1:** Support the establishment of farmers' markets and community gardens in food deserts.
- **Policy HEEJ-5.2:** Collaborate with local businesses to increase the availability of affordable fresh produce.

Goal ED-3: Education & Workforce Development

- **Policy ED-3.1:** Collaborate with local schools to improve access to technical training, apprenticeships, and job placement services.
- **Policy ED-3.4:** Expand digital literacy and broadband access to close the education and job opportunity gap.

How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan

By continuing to fund the acquisition, development, and rehabilitation of affordable housing units, the City provides households in poverty with a decent, affordable place to live, hoping to allow community members to focus their efforts on overcoming poverty. The Sonoma County Upstream Investments initiative advances evidence-informed prevention-focused practices to positively impact quality of life by improving educational attainment, health equity, and economic wellness. Funding for homeless-related programs also provides a support system for households struggling with poverty.

Homeless Prevention and Transitional Housing: Homeless prevention activities are designed to keep low-income households who are at the highest risk of homelessness from entering homeless services. Prevention programs aim to stabilize individuals and families at risk of becoming homeless and to improve their housing stability to avoid future housing crises. In October 2024, the City of Petaluma, City of Santa Rosa and County of Sonoma launch a new county-wide homelessness prevention pilot in partnerships with All Home, a nonprofit agency advancing regional solutions to address homelessness in the Bay Area. All Home has developed and tested their regionally coordinated homelessness prevention program for households with income below 50% of Area Median income in multiple counties. The system 1) pairs rapid, flexible financial assistance with housing stabilization services and legal aid referrals for people facing eviction, and 2) prioritizes households using an on-line platform for program intake and

assessment. To resource the pilot, All Home is providing \$1.3M in funds to match combined the combined contributions from Petaluma, Santa Rosa and the County to support at least 200 households in maintaining stable housing and avoiding becoming homeless.

When Sonoma County's homeless system of care began a systemwide shift to the Housing First approach, it encouraged the conversion of transitional facilities to permanent supportive housing. The remaining transitional housing programs have shortened their lengths of stay to more rapidly exit persons experiencing homelessness to permanent housing or are seeking funding from other systems of care for intensive services for persons experiencing homelessness who face severe barriers to housing. This reflects a new understanding of the purpose of transitional housing rather than continuing to fund it as a routine component of Sonoma County's homeless housing system.

The MSA adopted the Upstream Investments (UI) strategic policy initiative which advances evidence-informed prevention-focused practices to positively impact quality of life by improving educational attainment, health equity, and economic wellness. It is sponsored by the Sonoma County Board of Supervisors and led by policy committees comprised of representatives from a variety of public and private organizations and includes members from the City. UI programs target three priorities: health (a long and healthy life), education (access to knowledge), and income (a decent standard of living). With its slogan, "Invest early, invest wisely, and invest together," UI has led County-funded agencies in strategically investing in prevention-oriented programs, supporting the adoption of evidence-based practices, and engaging all local funders in impacting poverty together.

Rapid Rehousing: Rapid Rehousing is a core strategy of the Continuum of Care system of care for ending homelessness for households with children that is caused by the shortage of affordable housing. It is also a high priority for single adults who assess as self-sufficient and can address affordability through a combination of shared housing and increasing income. Rapid Rehousing help assists those in need to move as quickly as possible towards stable, permanent housing and is a particularly flexible and cost-effective method of increasing placements in permanent housing, with documented high outcomes. Rapid Rehousing is targeted to households earning less than 50% of AMI who can live self-sufficiently and have the potential to increase income enough to afford the rent for an appropriate-sized unit within approximately 12 months, the maximum amount of assistance allowed under Rapid Rehousing (Rapid Rehousing assistance is generally limited to no more than 24 months). Up to 48 months of Rapid Rehousing assistance may be available for participants in programs serving youth or seniors, either to enable youth to develop income or to create a bridge to a Housing Choice Voucher or other rental assistance. Across the homeless system of care, which funds Rapid Rehousing using local, state, and federal resources, the goal is that 90% of those participating in Rapid Rehousing will exit to permanent housing. The City also provides local funding for Rapid

Rehousing through support of its Homeless Outreach program. The program combines Rapid Rehousing resources with case management to overcome homelessness and support housing retention.

Other Programs and Services: Many programs available to poverty-level families in the MSA are administered by the County of Sonoma and are identified in the County's Consolidated Plan. SonomaWORKS, Job Link, and the local Workforce Investment Board (WIB) are just a few of the programs that support job training, job placement, life skills training, and welfare-to-work programs designed to reduce the number of poverty-level families. Additionally, Community Action Partnership of Sonoma County, an anti-poverty agency, has its office in Petaluma and hosts an annual Community Dialogue on Poverty conference.

Continuum of Care Annual Application: The Continuum of Care brings approximately \$2.5 million per year in competitive funding from HUD to the MSA for permanent supportive housing for persons with disabilities, transitional housing, and supportive services. These activities work to reduce the number of poverty-level households.

SP-80 Monitoring – 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

Projects and programs funded with CDBG resources are subject to periodic monitoring. All recipients receiving CDBG Public Services funding are monitored regularly through site visits and the submittal of monthly, quarterly, or one-time reports to the City, all as required by their annual Grant Agreements. Each report provides statistics on the program participants and a narrative on the activities undertaken during the reporting period. Each recipient also submits an annual report at the end of the contract term summarizing their accomplishments for the year. The information provided to the City is entered into IDIS. Depending on the terms of each Grant Agreement, recipients submit monthly or quarterly reimbursement requests that include a detailed budget and spending progress for all expenses. City staff annually review the recipients' financial and program records. The City provides local funding for its Fair Housing service provider and requires reporting and reimbursement requests with the same standards as those for programs funded with federal resources. CDBG program performance is evaluated by City staff at the end of each fiscal year, June 30th. The performance evaluations are included in the CAPER as applicable.

Expected Resources

AP-15 Expected Resources – 91.220(c)(1,2)

Introduction

For the 2025/2026 Action Plan period, the City will receive approximately \$300,000 in CDBG funds, used for public services, housing activities, and administrative costs.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan	Narrative Description
			Annual Allocation:	Anticipated Program Income:	Prior Year Resources	Total:		
CDBG	Public – Federal	Acquisition, Admin & Planning, Economic Dev Housing, Public Imp., Public Services	\$300,000 ESTIMATED	0	0	\$300,000	\$1,500,000 ESTIMATED	Expected Resources are based on estimated allocation plus anticipated program income

Table 53 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

CDBG a funds are often coupled with local funds to allow projects to compete for additional funding provided by tax credits, bonds, or state financing programs. An investment from the City makes projects more competitive for these funding sources. As in the past, the City will be as creative as possible in finding other sources of funding from local, state, federal, and private sources to develop and deliver efficient and cost-effective projects.

If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

Not applicable.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
2	Preservation of Affordable Housing	2025	2026	Affordable Housing, Homeless, Non-Homeless Special Needs	Citywide	Affordable Housing, Homelessness	\$1,000,000 CDBG ESTIMATE	Rental units rehabilitated: 30 Household Housing Units
3	Housing & Services to Special Needs Populations	2025	2026	Affordable Housing, Public Housing, Homeless, Non-homeless Special Needs, Non-Housing Community Development	Citywide	Affordable Housing, Homelessness, Non-Housing Community Development	\$225,000 CDBG ESTIMATE	Public Service activities for Low/Moderate Income Housing Benefit: 1750 Households Assisted

Table 54 – Goals Summary

Goal Descriptions

Based on the data analysis, community feedback and available funding, the following three priority goals are listed below for the 2025-2030 Consolidated Plan:

1. Preserve Existing Affordable Housing

In addition to increasing supply, preserving existing affordable housing is vital. Aging housing stock contributes to rising maintenance costs and substandard living conditions. Approximately 15% of households report one or more housing problems, including incomplete kitchens, plumbing issues, overcrowding, or severe cost burden. Protecting these units through rehabilitation programs, rental assistance, and tenant protections will help maintain long-term affordability for Petaluma’s lower-income residents.

2. Provide Funding for Public Facilities Maintenance and Improvements

Investments in public facilities and infrastructure are critical to supporting housing stability and economic opportunity. This includes expanding community centers, improving transportation access, and upgrading essential public services that contribute

to a more livable and equitable city. Ensuring neighborhoods have adequate recreational facilities, walkability, and transit connectivity will enhance the quality of life for residents, particularly those in low- and middle-income communities. Additionally, community resources and supportive services play a vital role in offsetting high housing costs and promoting housing stability. Meal assistance programs, fair housing support, rental assistance, and workforce training initiatives help prevent displacement and create economic opportunities for underserved populations. Strengthening these services will ensure that low- and middle-income households have access to financial stability, housing security, and essential community support programs.

3. Provide Public Services for Low-and Middle-Income Households

Investments in community resources and supportive services are essential in offsetting high housing costs and promoting housing stability. Meal assistance programs, fair housing support, rental assistance, and workforce training initiatives help prevent displacement and create economic opportunities for underserved populations. Strengthening these services will ensure that low- and middle-income households have access to financial stability, housing security, and essential community support programs.

Projects

AP-35 Projects – 91.220(d)

Introduction

As discussed in AP-20, the City has identified three goals to address housing and community development needs during the Consolidated Plan period of 2025-2030. Below are the proposed goals for Fiscal Year 2025/2026. Wherever possible, the City has identified specific projects. Projects selected throughout the course of the program year that have not been identified herein will fall into categories broad funding categories that align with the goals discussed in AP-20 and the Consolidated Plan.

Based on the data analysis, community feedback, and available funding, staff recommend focusing on three priority goals listed below:

1. Improve housing opportunities by preserving existing affordable housing
2. Provide services to low-income populations, including but not limited to children, seniors, individuals experiencing homelessness and those with disabilities.
3. Maintain and improve public infrastructure serving low-income communities,

particularly facilities that support children, seniors, and special needs populations

Projects

#	Project Name
1	CDBG Administration
2	Preservation of Affordable Housing (CDBG)
3	Public Services – Non-Homeless Services

Table 55 – Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

Priority is assigned based on the level of need that is demonstrated by the data collected during the preparation of the Consolidated Plan, specifically in the Needs Assessment and Market Analysis, the information gathered during the consultation and citizen participation process, and the availability of resources to address these needs. Based on these components, housing needs are given the highest priority followed by homelessness and non-housing community development needs (more specifically discussed in the Strategic Plan section of the Con Plan). One of the primary obstacles to meeting the underserved needs of residents is the availability of funding. Petaluma’s ability to assist lower-priority projects (e.g., public facilities and improvements, homeownership, and economic development) for Fiscal Year 2025/2026 depends on the availability of additional resources.

AP-38 Project Summary

Project Summary Information

1	Project Name	CDBG Administration
	Target Area	No target areas have been defined for the Annual Action Plan.
	Goals Supported	Preservation of affordable housing; Housing & services to special needs populations
	Needs Addressed	Affordable Housing, Homelessness, Non-housing community development
	Funding	CDBG \$60,000 ESTIMATE
	Description	Administration of the CDBG Program (20% of estimated \$300,000 CDBG Allocation)

	Target Date	6/30/2025
	Estimate the Number and Type of Families that Will Benefit from the Proposed Activities	N/A
	Location Description	Citywide
	Planned Activities	See Description.
2	Project Name	Preservation of Affordable Housing
	Target Area	No target areas have been defined for the Annual Action Plan.
	Goals Supported	Preservation of affordable housing
	Needs Addressed	Affordable housing, homelessness.
	Funding	CDBG \$200,000 ESTIMATE
	Description	Preservation of affordable housing through the rehabilitation of existing units, extension of affordable restrictions, or conversion of market-rate units.
	Target Date	6/30/2025
	Estimate the Number and Type of Families that Will Benefit from the Proposed Activities	As many affordable units will be preserved as feasible given the available resources. The City estimates assisting approximately 30 affordable units per year through the preservation of affordable housing.
	Location Description	Citywide
	Planned Activities	See Description.
3	Project Name	Public Services – Non-Homeless Services
	Target Area	No target areas have been defined for the Annual Action Plan.
	Goals Supported	Housing and services to special needs populations.
	Needs Addressed	Homelessness
	Funding	CDBG \$45,000 ESTIMATE
	Description	Operation of a home-delivered meal program for seniors

	Target Date	6/30/2025
	Estimate the Number and Type of Families that Will Benefit from the Proposed Activities	350+ low-income seniors will benefit from this activity.
	Location Description	Citywide
	Planned Activities	See Description.

Table 51a – Project Summary AP-50 Geographic Distribution – 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

Petaluma’s federal funds are available citywide with no priority assigned to geographic regions. Instead, funds are allocated to organizations that provide lower-income households with housing and supportive services. Every year the City prioritizes use of CDBG funds for the development of affordable housing, including preservation and conservation, and to address needs of community members at risk of homelessness.

Geographic Distribution

Not applicable.

Rationale for the priorities for allocating investments geographically

Not applicable.

Discussion

Affordable Housing

AP-55 Affordable Housing – 91.220(g)

Introduction

One of the primary goals identified in the City of Petaluma’s Consolidated Plan is to increase the supply of affordable rental housing for extremely low-, very low-, low-, and moderate-income households, as well as to promote equitable access to housing for special needs populations. To achieve this goal, the City has implemented a range of housing policies and programs designed to preserve and expand the inventory of affordable units, address

regulatory barriers, and support low-income residents through direct financial assistance.

Over the past several decades, the City has actively supported the development of more than 1,500 affordable rental and ownership housing units, serving a broad spectrum of the community, including families, seniors, people with disabilities, and other vulnerable groups. These efforts have involved collaborations with nonprofit and for-profit developers, the strategic use of public land, and the allocation of local, state, and federal funding sources. The resulting housing stock includes single-family and multifamily developments that provide long-term affordability and promote economic diversity throughout the City.

The City enforces an Inclusionary Housing Ordinance, requiring new residential developments to provide a percentage of on-site affordable units or pay in-lieu fees. These fees are deposited into the City's Affordable Housing Trust Fund, which is used to finance new affordable housing developments, support rehabilitation efforts, and preserve existing affordable units. The City also levies Housing Impact Fees and has adopted a Commercial Linkage Fee Ordinance to ensure that non-residential development contributes to meeting affordable housing needs generated by employment growth.

Petaluma's General Plan and Housing Element promote higher-density infill development, particularly in transit-rich and amenity-accessible areas. The City implements a Density Bonus Ordinance, consistent with state law, to incentivize the inclusion of affordable units in market-rate developments. This approach not only encourages mixed-income communities but also helps maximize the potential of underutilized urban parcels.

In addition to policy incentives, the City leverages publicly owned land for affordable housing development and actively collaborates with nonprofit and private developers. The City streamlines permit processing, design review, and site planning for projects that include affordable housing components. These efforts are part of a broader development-readiness strategy aimed at reducing barriers and increasing the pace of housing production.

Recognizing the challenges that lower-income households face in purchasing homes, the City partners with the Housing Land Trust of the North Bay to provide affordable homeownership opportunities through a community land trust model. In this partnership, the Housing Land Trust acquires and retains ownership of land, while qualified low- to moderate-income homebuyers purchase the homes situated on that land. Homeowners enter into a long-term, renewable ground lease with the Land Trust, ensuring that the homes remain affordable in perpetuity. This model allows homeowners to build equity while preserving affordability for future buyers. Notable developments under this partnership include the Brody Ranch and Southgate subdivisions, which offer a range of housing options for income-qualified first-time homebuyers.

The City prioritizes the use of federal funds, including Community Development Block Grant (CDBG) and HOME Investment Partnerships Program (HOME) dollars, for affordable housing activities. These funds are frequently layered with local resources and targeted to projects serving extremely low-income households, seniors, people with disabilities, and other vulnerable populations. Petaluma also partners with Community Housing Development Organizations (CHDOs) to implement affordable housing strategies that address the needs of special populations.

Affordable housing planning in Petaluma is aligned with the Association of Bay Area Governments (ABAG) Regional Housing Needs Allocation (RHNA), which guides the City's goals for housing production by income level. The City continues to assess housing opportunity sites and implement zoning reforms to meet RHNA targets and support long-term affordability.

Collectively, these policies and programs demonstrate the City's commitment to expanding housing opportunities, addressing disparities, and fostering inclusive growth throughout the community.

AP-60 Public Housing – 91.220(h)

Introduction

Petaluma does not own or operate public housing.

Actions planned during the next year to address the needs to public housing

Petaluma does not own or operate public housing.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

Not applicable

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

Not applicable

AP-65 Homeless and Other Special Needs Activities – 91.220(i)

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including:

Reaching out to homeless persons (especially unsheltered persons) and assessing their

individual needs

Through its robust By Names List weekly case conferencing process with a multi-disciplinary team of service providers and City departments, Petaluma will provide outreach and assessment for approximately 800 individuals experiencing homelessness.

In late 2024, the City was awarded CA Encampment Resolution funding to launch a 3-year Petaluma 101 Encampment Resolution Project. The Project represents a comprehensive approach to resolving homelessness through targeted outreach, enhanced shelter capacity, and ongoing support for individuals transitioning into permanent housing. This initiative aims to create a sustainable and supportive environment for those in need, ultimately fostering long-term stability in the community.

Through this Project, the City's homeless outreach provider, HomeFirst, will target outreach to individuals and families living unsheltered in encampments (including vehicles). The project aims to transition 100 individuals from prioritized encampment sites, specifically targeting six encampments near Highway 101. These sites share similar demographics and service needs, allowing outreach teams to work effectively across the locations.

Key Project Activities include:

1. Expand Emergency Shelter Capacity: Increase the number of beds and lockers at existing shelters (Mary Isaak Center and Kids First.)
2. Subsidize Operating Costs: Support interim shelters like Peoples Village, Mary Isaak Center and Kids First.
3. Increase Permanent Supportive Housing Units: Partner with affordable housing developers for new units becoming available from 2024 to early 2026.
4. Contract for Housing-Focused Outreach: Engage teams dedicated to housing problem-solving.
5. Provide Clinical Behavioral Health Support: Ensure access to mental health services for encampment residents.
6. Offer Medium-Term Rental Assistance: Provide up to 24 months of support for those without housing vouchers.
7. Staff Housing Retention Case Managers: Hire new staff to support residents in maintaining stability after moving into permanent housing.

Addressing the emergency shelter and transitional housing needs of homeless persons

In FY2024/2025, the City contributed \$ 820,000 in local funds towards shelter operations. With these non-CDBG resources, the City administers annual funding and service agreements for the following emergency shelter programs:

- Mary Isaak Center (90 bed congregate shelter)
- Peoples Village (25 unit non congregate shelter)
- Kids First (12 bed family shelter)

AP-75 Barriers to affordable housing – 91.220(j)

Actions planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

Potential constraints to housing development in Petaluma vary by area but generally include infrastructure, development fees, application processing, land use controls (including development standards, permitting requirements, design review, and building codes, for example), and resource preservation. An analysis of these potential barriers is detailed in the [2023-2031 Housing Element of the Petaluma General Plan](#).

Infrastructure: Wastewater treatment, reuse, disposal capacity, and water supply are not expected to constrain housing development during the Housing Element period. According to the General Plan, the City will be adopted policies to ensure that projects with affordable housing units shall receive priority sewer and water service should capacity be limited.

Development Fees: The City Council approved a resolution November 21st, 2022, reducing impact fees for affordable housing projects that are city supported. By reducing these fees, the City aims to minimize constraints on housing development, to expedite construction and lower development costs and encourage the production of more affordable housing units to meet local and regional housing needs.

Land Use Controls: Residential land use control mechanisms used by the City include the General Plan, Zoning Code, Design Review, Building Code, Growth Management Program, and the Housing Allocation Plan.

Zoning Code: The Petaluma Zoning Code implements the General Plan. The Code includes no unusual or onerous provisions which impede the production of housing for any population group as proven by the consistent production of new housing in the community. According to the General Plan, the City may provide concessions and incentive to encourage affordable housing. Developers may request waivers or modifications of site development standards or certain zoning requirements to improve project feasibility.

Design Review: Petaluma has guidelines that implement the design objectives of the General Plan. General design policies require proposed projects to be compatible with and sensitive to

surrounding land uses, and offer a complete design concept where architecture, materials, and landscaping are of an appropriate scale and provide *human* interest. New proposals are not subject to unusual or especially restrictive conditions.

Building Codes: Petaluma uses the California Building Code which is based on the International Building Code and does not impose any unusual or unique constraints on housing.

Green Building Ordinance: Petaluma has enacted several ordinances that govern green building practices. City council adopted an all-electric construction ordinance in 2021 requiring all newly constructed buildings to utilize all-electric appliances, eliminating natural gas infrastructure. In 2024, the City incorporated the California Green Building Standards Code (CALGreen) into its municipal code ensuring that Petaluma's building standards align with the latest state mandated green building requirements.

Land Availability: The General Plan indicates that land availability does not prevent the City from meeting its housing needs. An inventory that includes some of the available land for housing development is listed in the Housing Element. The City limits currently contain adequate land for future housing development.

Land Costs, Construction, and Financing: Land, construction, and financing costs represent a significant constraint to residential development because land costs can be high and construction costs continue to increase. Developers of affordable housing can face challenges in securing financing due to the limited possible return from rents or sales prices of affordable units. Additional funding and subsidies for affordable housing are necessary and are generally available from the Local Housing Trust Fund or the Permanent Local Housing Allocation, which can provide funds to increase the feasibility of affordable housing projects.

Fair Housing Issues: The City, the County of Sonoma, and the City of Santa Rosa (the other entitlement jurisdictions in Sonoma County) collaborated on the preparation of the 2024 Countywide Assessment of Fair Housing (AFH), also called the 2024 Fair Housing Plan. The AFH's goals include:

- Identifying the nature and extent of barriers to fair housing and disparities in access to opportunity throughout the region.
- Creation an inventory of programs, procedures, and policies, within the three entitlement jurisdictions may be required to reduce barriers to fair housing.
- Setting measurable short- and long-term goals to track progress.

AP-85 Other Actions – 91.220(k)

Introduction:

Actions planned to address obstacles to meeting underserved needs

One of the primary obstacles to meeting residents' underserved needs is the lack of funding availability. Although the dissolution of redevelopment agencies in 2012 continues to impact Petaluma's ability to implement its affordable housing goals, positive changes in potential funding availability have been made to California's tax credit set-asides and apportionments. The change to the apportionment methodology redefined the geographic areas; rather than a large "Capital and Northern Region" that included 11 northern California counties, there are now two separate regions. Petaluma is part of the new Northern Region, which reduced the competition for tax credits against larger metropolitan areas like the Eastern Bay Area that includes Oakland, amongst other municipalities in Alameda and Contra Costa counties. While the City actively seeks additional funding opportunities and will continue to do so, the ability to address underserved needs depends largely on the availability of additional resources.

Actions planned to foster and maintain affordable housing

As stated throughout this Action Plan and the 2025-2030 Consolidated Plan, housing is a high priority for the City. Accordingly, the City prioritizes the use of CDBG funding that serves low-income households. Over the course of Fiscal Year 2025/2026, the City anticipates providing financial assistance to approximately 30 affordable housing units through the use of CDBG funds.

Actions planned to reduce lead-based paint hazards

The County of Sonoma has implemented the Childhood Lead Poisoning Prevention Program (CLPP), funded through the State Department of Health Services, which employs a team of health professionals, who provide services to parents, healthcare providers and the general public. The team is comprised of Registered Environmental Specialists, Public Health Nurses, and Health Educators. The CLPP program provides services in two major ways – 1. Case management and source identification for lead poisoned children and 2. Outreach and education to the community and targeted groups.

Actions planned to reduce the number of poverty-level families

The City hopes to reduce the number of poverty-level individuals and families by targeting CDBG, and local funds to projects that will provide affordable housing units and related services to foster self-sufficiency. The City does not have the resources or the capacity to increase the incomes of poverty-level persons, although the City does act to reduce the housing costs for these individuals with other city funds through a rental assistance program

and through services that reduce household costs.

Actions planned to develop institutional structure

The City of Petaluma's Housing Division will administer all of the activities specifically identified in the Consolidated Plan. The city works closely with other housing-related organizations and service providers in the City to ensure that the housing needs of the City's residents are addressed to the best ability of the network of such providers given available resources.

Due to the City's relatively small size, communication is typically direct and immediate. As a result, gaps in programming or service delivery are typically not the result of poor institutional structure or lack of intergovernmental cooperation, but rather due to lack of available resources.

Actions planned to enhance coordination between public and private housing and social service agencies

The City relies on private nonprofit organizations and for-profit developers to build and acquire, develop, and rehabilitate affordable units. The City will continue to work closely with these entities to ensure that each year as many new, affordable units are produced as possible. The City also relies on the nonprofit sector to provide emergency shelter (including the 90 beds in the City-funded shelter), transitional, and special needs housing. The City will continue to support these organizations and their activities.

Program Specific Requirements

AP-90 Program Specific Requirements – 91.220(l)(1,2,4)

Introduction:

The City has two primary goals to address housing and community development needs in Fiscal Year 2025/2026 with the support of CDBG funds:

- Improve housing opportunities by preserving affordable housing
- Provide housing assistance and related supportive services

**Community Development Block Grant Program (CDBG)
Reference 24 CFR 91.220(I)(1)**

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan.	0
5. The amount of income from float-funded activities	0
Total Program Income	0

Other CDBG Requirements

The amount of urgent need activities.

HOME Investment Partnership Program (HOME) Reference 24 CFR 91.220(I)(2)

Not applicable.

Appendix - Alternate/Local Data Sources

1	Data Source Name Homeless Needs Assessment Table
	List the name of the organization or individual who originated the data set. Sonoma County Continuum of Care
	Provide a brief summary of the data set. See introduction to NA-40
	What was the purpose for developing this data set? Grantee required to consult with CoC on this section of Plan

	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Countywide data</p>
	<p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2023-2027</p>
	<p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
2	<p>Data Source Name</p> <p>City of Petaluma General Plan 2025</p>
	<p>List the name of the organization or individual who originated the data set.</p> <p>City of Petaluma Community Development Department – Planning Division</p>
	<p>Provide a brief summary of the data set.</p> <p>The City of Petaluma General Plan dataset provides a comprehensive framework for guiding the city’s growth, development, and land use policies. It includes data on housing, transportation, land use, environmental resources, economic development, and community services.</p>
	<p>What was the purpose for developing this data set?</p> <p>Policies designed to guide growth and development.</p>
	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>Citywide</p>
	<p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2008 -2025</p>
	<p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
3	<p>Data Source Name</p> <p>Housing Element</p>

	<p>List the name of the organization or individual who originated the data set.</p> <p>Housing Element of the General Plan 2023-2031 adopted March 20, 2023. Completion of the Housing Element is coordinated by the City's Community Development Department - Planning Division.</p> <p>Provide a brief summary of the data set.</p> <p>The Housing Element of the General Plan identifies the City's housing conditions and needs, evaluates the City's ability to meet its Regional Housing Needs Allocation (RHNA), establishes the goals, policies, and programs that are the foundation of the City's housing strategy and provides an array of programs to create sustainable, mixed-income neighborhoods across the City.</p> <p>What was the purpose for developing this data set?</p> <p>Required as part of the General Plan process. Technical update to the 2023 Housing Element</p> <p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>City of Petaluma and County of Sonoma</p> <p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>2023to 2031, utilizing various data sources</p> <p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
4	<p>Data Source Name</p> <p>HUD 2023 Continuum of Care Homeless Assistance Programs</p> <p>Housing Inventory Count Report</p> <p>List the name of the organization or individual who originated the data set.</p> <p>Sonoma County Continuum of Care</p>
	<p>Provide a brief summary of the data set.</p> <p>This report is based on information provided to HUD by Continuums of Care in the 2023 Continuum of Care application and has not been independently verified by HUD. CoCs were instructed to collect data for a point-in-time during the last week of January 2023. The data presented in this report are limited to beds available for occupancy on the night of the count (beds under development are excluded). For inquiries about data reported by a specific Continuum of Care, please contact that jurisdiction directly. CoC contact information can be found on the HUD Exchange web site (https://www.hudexchange.info/grantees/). In some cases, a community may have listed a program in the Housing Inventory Count but did not provide sufficient information/detail for HUD to understand the number of beds/units available and the target population served. Those programs have been removed for the purposes of this report.</p>

	What was the purpose for developing this data set? Grantee required to collaborate with CoC on this section of the Plan
	How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population? Countywide for Sonoma County
	What time period (provide the year, and optionally month, or month and day) is covered by this data set? As of December 6, 2023
	What is the status of the data set (complete, in progress, or planned)? Complete
5	Data Source Name 2016-2020 CHAS
	List the name of the organization or individual who originated the data set. United States Census Bureau
	Provide a brief summary of the data set. Statistical information regarding housing and resident characteristics.
	What was the purpose for developing this data set? It is more up-to-date than the 2016-2020CHAS data used in the last Consolidated Plan.
	Provide the year (and optionally month, or month and day) for when the data was collected. 2016-2020
	Briefly describe the methodology for the data collection. HUD methodology.
	Describe the total population from which the sample was taken. n/a
	Describe the demographics of the respondents or characteristics of the unit of measure, and the number of respondents or units surveyed. n/a
6	Data Source Name 2020 5 Year Estimates ACS
	List the name of the organization or individual who originated the data set. The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

	<p>Provide a brief summary of the data set.</p> <p>Jobs and occupations, educational attainment, employment status, family relationships, veterans, whether people own or rent their homes, and many other topics.</p>
	<p>What was the purpose for developing this data set?</p> <p>The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people. Information from the survey generates data that help determine how more than \$675 billion in federal and state funds are distributed each year.</p>
	<p>Provide the year (and optionally month, or month and day) for when the data was collected.</p> <p>2020</p>
	<p>Briefly describe the methodology for the data collection.</p> <p>n/a</p>
	<p>Describe the total population from which the sample was taken.</p> <p>Randomly selected 3.5M addresses annually.</p>
	<p>Describe the demographics of the respondents or characteristics of the unit of measure, and the number of respondents or units surveyed.</p> <p>n/a</p>
7	<p>Data Source Name</p> <p>Median Home Value</p>
	<p>List the name of the organization or individual who originated the data set.</p> <p>Median Home Value based on California Association of Realtors Median Home Price for December 2024</p>
	<p>Provide a brief summary of the data set.</p> <p>The median price and sales data depicted in the graphics are generated from a survey of more than 90 associations of REALTORS® throughout the state and represent statistics of existing single-family detached homes only. Sales data are not adjusted to account for seasonal factors that can influence home sales. Movements in sales prices should not be interpreted as changes in the cost of a standard home. The median price is where half sold for more and half sold for less; medians are more typical than average prices, which are skewed by a relatively small share of transactions at either the lower-end or the upper-end. Median prices can be influenced by changes in cost, as well as changes in the characteristics and the size of homes sold. The change in median prices should not be construed as actual price changes in specific homes.</p>
	<p>What was the purpose for developing this data set?</p> <p>Information regarding home prices in California.</p>

	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>State of California existing single-family detached homes.</p>
	<p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>Fiscal Year</p>
	<p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete</p>
8	<p>Data Source Name</p> <p>HUD FMR 2023 and HOME Rents 2023</p>
	<p>List the name of the organization or individual who originated the data set.</p> <p>HUD</p>

Per 24 CFR Part 92.252, HUD provides the following maximum HOME rent limits. The maximum HOME rents are the lesser of:

1. The fair market rent for existing housing for comparable units in the area as established by HUD under 24 CFR 888.111; or
2. A rent that does not exceed 30 percent of the adjusted income of a family whose annual income equals 65 percent of the median income for the area, as determined by HUD, with adjustments for number of bedrooms in the unit. The HOME rent limits provided by HUD will include average occupancy per unit and adjusted income assumptions.

In rental projects with five or more HOME-assisted rental units, twenty (20) percent of the HOME-assisted units must be occupied by very low-income families and meet one of following rent requirements:

1. The rent does not exceed 30 percent of the annual income of a family whose income equals 50 percent of the median income for the area, as determined by HUD, with adjustments for smaller and larger families. HUD provides the HOME rent limits which include average occupancy per unit and adjusted income assumptions. However, if the rent determined under this paragraph is higher than the applicable rent under 24 CFR 92.252(a), then the maximum rent for units under this paragraph is that calculated under 24 CFR 92.252(a).
2. The rent does not exceed 30 percent of the family's adjusted income. If the unit receives Federal or State project-based rental subsidy and the very low-income family pays as a contribution toward rent not more than 30 percent of the family's adjusted income, then the maximum rent (i.e., tenant contribution plus project-based rental subsidy) is the rent allowable under the Federal or State project-based rental subsidy program.

Fair Market Rents are established by HUD each year for the Section 8 Program. For more information on the annual calculation of Fair Market Rents, visit the Fair Market Rents page.

The FMRs for unit sizes larger than 4 bedroom are calculated by adding 15 percent to the 4 bedroom FMR for each extra bedroom. For example, the FMR for a 5 bedroom unit is 1.15 times the 4 bedroom FMR, and the FMR for a 6 bedroom unit is 1.30 times the 4 bedroom FMR, and so on...

5 BR = 1.15 x 4 BR FMR

6 BR = 1.30 x 4 BR FMR

7 BR = 1.45 x 4 BR FMR

8 BR = 1.60 x 4 BR FMR

9 BR = 1.75 x 4 BR FMR

10 BR = 1.90 x 4 BR FMR

11 BR = 2.05 x 4 BR FMR

12 BR = 2.20 x 4 BR FMR

	<p>Note: The FY 2024 HOME Rent Limits effective date is June 15, 2024.</p>
	<p>What was the purpose for developing this data set?</p> <p>HUD regulation.</p>
	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>n/a</p>
	<p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>Annual.</p>
	<p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Complete.</p>
10	<p>Data Source Name</p> <p>City of Petaluma</p>
	<p>List the name of the organization or individual who originated the data set.</p> <p>City of Petaluma Community Development Department – Housing Division Staff</p>
	<p>Provide a brief summary of the data set.</p> <p>To be completed at a later date.</p>
	<p>What was the purpose for developing this data set?</p> <p>Program analysis.</p>
	<p>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</p> <p>City Wide Programs.</p>
	<p>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</p> <p>Fiscal Year</p>
	<p>What is the status of the data set (complete, in progress, or planned)?</p> <p>Quarterly reports are entered into City Data systems database on all program activities. City Staff update IDIS on a quarterly basis</p>

Appendix 2 –Outreach List: Individuals

Kenneth Straus	Gisela Ruiz	Jorge Arango
Ann Hobrecht	Guadalupe Poblano	Ana
Martha	Yolanda Gonzalez	Teresa
Carol Brown	Guadalupe Vaca	Bartolo
Diana Losaw	Nancy Moock	Valeria
George Cordova	Betty Hautzenrader	Anthony Novarro
Kelly Drake	Dannie Morton	Crista Barnett Nelson
Ann & Rodd Peiper	Rosa Crepar	Drake Cunningham
Pat Gentry	Maria Padilla	Koy Stewart
Lecretia Foster	Heundiado C	Elece Hempel
Starlam Zerr	Mauricia Gopar	Catherine Crotty
Marie Barnett	Rafael Gopar	Marissa Marquez
Katherine Bobrowski	Elvia Calderon	
Lauren Garibaldi	Janis Barker	
Carl Harrison	Pedro Arango	
Beth Wehlage	Angeles Crus Arango	
Diane Pementel	Mayra Magana	
Lucy Childs	Alvaro Altamirano	
Jenn Williams	Jesus Espinoz	
Rob Sky	Samuel Lopez	
Neil Borne	Elaina Parra	
Time Porteous	Virgilio Arango	
Melanie Bledsoe	Armondo Hernandez	
Esther Borbon	Jesse Romoles	
Leicia Hernandez	Omar Hernandez	
Daniel O Hernandez	Ana Hernandez	
Samantha Shuteroff	William Arango	
Christina Younkers	Nichole Warwick	
Arlyn Server	Natasha Julian	
Martin Larson	Deb Fox	
Libby Bianchi	John Crowley	
Jodi Johnson	Lynn Moquete	
Kay Poland	Eliot Enriquez	
Rich Lenmo	Kaitlyn Garfield	
Lorraine Grinberger	Pedro Toledo	
Maria Cuneo	Maureen Highland	
Marie Maraga	Dev Goetschius	
Jennifer Boyle	Suzi Grady	
Jim Erwin	Juliana Dougan	
Porfirio Tony	Faith Ross	

Appendix 3 – Citizen Participation Plan 2024 to 2027

The Consolidated Plan (Plan) and Assessment of Fair Housing (AFH) are required by the U.S. Department of Housing and Urban Development (HUD) for jurisdictions to continue to receive federal housing and community development funding. The City of Petaluma (City) receives Community Development Block Grant (CDBG) funding annually. The Plan examines the housing and community development needs of the City, sets priorities for the CDBG funds, establishes an Annual Action Plan for meeting current and future needs, and evaluates the City's performance in meeting its annual goals through the Consolidated Annual Performance Evaluation Report (CAPER). The AFH assists the City in identifying fair housing issues and related contributing factors to achieve comprehensive community development goals and affirmatively further fair housing. The Plans, Report, and AFH (Federal Plans and Reports) are also required to have a strategy for resident participation in the planning process, known as the Citizen Participation Plan.

Purpose of the Citizen Participation Plan

The City recognizes the importance of public participation in both defining and understanding current housing, community development, economic development, and fair housing needs, and prioritizing resources to address those needs. The City's Citizen Participation Plan (CPP) is designed to provide residents of all ages, genders, economic levels, races, ethnicities, and special needs equal access to become involved in the Plan each year. This document also serves as the City's CPP for the 2025 – 2030 Consolidated Plan program years.

This CPP was written in accordance with *24 CFR, Section 91.105* of HUD's Consolidated Plan regulations.

To ensure maximum participation in the Federal Plans and Reports process among all populations and needs groups, and to ensure that their issues and concerns are adequately addressed, the City will follow the standards set forth in its adopted CPP during development of its Federal Plans and Reports. The participation process will be developed and monitored by the City of Petaluma Community Development Department and will include at least the following:

- Public and private agencies, including those focusing on services to children, elderly persons, persons with disabilities, persons with HIV/AIDS and their families, and homeless persons;
- Public and private agencies that address housing, health, social service, victim services, employment, or education needs of low-income individuals and families;
- Homeless individuals and families, including veterans and youth;
- Other persons with special needs;

- Publicly funded institutions and systems of care that may discharge persons into homelessness, such as health-care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions;
- Community-based and regionally based organizations that represent protected class members;
- Organizations that enforce fair housing laws including participants in the Fair Housing Assistance Program, fair housing organizations, and nonprofit organizations that receive funding under Fair Housing Initiative Program (FHIP);
- Continuum of Care;
- Consultation with other cities in Sonoma County and collaboration with the other two entitlement jurisdictions (County of Marin and City of Petaluma);
- Business and civic leaders, businesses, developers, nonprofit organizations, philanthropic organizations, community- and faith-based organizations;
- Public Housing Authorities (PHAs);
- Low- and moderate-income persons residing in low- and moderate-income areas;
- Broadband internet service providers and organizations engaged in narrowing the digital divide;
- Agencies whose primary responsibilities include the management of flood-prone areas, public land or water resources; and
- Emergency management agencies.

Encouragement of Citizen Participation

The 2025-2030 Federal Plans and Reports process offers opportunities for resident participation through public meetings and review of draft documents. The City encourages participation of persons with special needs and/or persons who are often underrepresented in the public process and to include organizations such as those detailed above.

Outreach

The City will conduct outreach as necessary to encourage individuals, groups, and organizations identified above to provide input for any Federal Plans and Reports. Outreach may include:

- Submitting press releases to local newspapers, including *Argus Courier*;
- Developing informational materials and flyers to distribute to other agencies;
- Placing notices in local newspapers and *Argus Courier*;
- Present materials and information to Latine and Minority Community Member Advisory Board
- Host a Community forum with local service providers to provide feedback
- Providing email notices to interested parties; and
- Posting notices on the City's website and social media outlets, including the City's Latine communication channels (Comunidad Petaluma)

Public Hearing Notices

If any Federal Plan or Report requires a public hearing, the public shall be provided notice of the hearing as follows.

- Contents of Notice: The contents of a notice of a public hearing shall include:
 - The date, time, and place (e.g., address, room, etc.) of the hearing;
 - A general description of the program and document that are the subject of the hearing;
 - A statement that any interested person is invited to appear and be heard on the request or proposal;
 - The phone number, email, and street address of staff so an interested person can call, email, or visit to obtain additional information;
 - Any additional information as may be required under applicable state or Federal law, including information required under the City's implementation of the Americans with Disabilities Act (ADA).
- Method of Notice Distribution: Notice of a public hearing required by this CPP shall be given as follows:
- Newspaper Publication: Notice shall be given at least once by publication in at least one newspaper of general circulation in the City a minimum of 10 days prior to the scheduled public hearing, more particularly in the Argus Courier Newspaper.
- Site Posting: The City shall post notices in at least two public places within the City boundary.
- Online Posting: Notice shall be given on the City's website and on alternative online sources that may include social media.
- Electronic Notice: Notice shall be emailed to the City's community partner organizations email list and the City's opt-in HCS email list.

Citizen Comment

Prior to the adoption of any Federal Plan, Report, or amendments thereto, the City will make available to interested parties the draft documents for a comment period of no less than 30 days, 15 days for the CAPER, or as otherwise directed by HUD. The dates of the public comment periods will be identified in a notice regarding the availability of the documents, which will be published in the Argus Courier Newspaper in print and online and posted on the City Housing webpage at <https://cityofpetaluma.org/departments/housing/>. The City will consider any comments by individuals or groups received in writing regarding Federal Plans or Reports and received at the public hearing(s). A summary of the written and oral comments received during the comment period will be included in the applicable Federal Plan or Report.

Access to Records

The City will provide residents, public agencies and other interested parties with reasonable and timely access to information and records related to the applicable Federal Plan or Report and use of assistance under the programs covered in the Plan or Report for the preceding five years.

Public Hearings/Meetings

In accordance with HUD regulations, the City will hold at least two public hearings/meetings a year to obtain resident's views and to respond to proposals and questions. The two hearings/meetings will be conducted at a minimum of two different stages of the program year. At least one of the public hearings/meetings will be held before the draft Consolidated Plan is published for comment.

Each public hearing/meeting will be noticed at least two weeks prior to the hearing/meeting date. Notices will include the date, time and location of the hearing/meeting, as well as a summary of the matter that will be discussed. A contact name and telephone number will be provided to allow interested parties to ask questions or to make requests for special accommodations. Public hearings/meetings will be held at times and in locations that are convenient to potential and actual beneficiaries, with accommodations for persons with disabilities.

When non-English speaking residents whose primary language is Spanish are expected to attend a public hearing or meeting, the City will supply a Spanish interpreter. If other non-English speaking residents are expected, the City will seek interpreter services from appropriate service organizations assisting such persons. The City will contract with an outside service provider should the need arise for additional translation services.

Availability of Draft and Final Documents to the Public

All draft and final Federal Plans and Reports will be available on the City's website, the City Hall in the Community Development Department, and the City Manager's office.

During the comment period for Federal Plans and Reports, copies will be available for public review in the following locations:

- | | |
|--|-------------------|
| 1. City Manager's Office | 11 English Street |
| 2. Community Development Department – Housing Division | 11 English Street |

Technical Assistance

The City of Petaluma Community Development Department will provide technical assistance to any persons or groups interested in commenting on Federal Plans or Reports or in developing CDBG funding proposals.

Complaints

City of Petaluma, Housing Division staff will provide a timely, substantive written response to every written citizen complaint related to the applicable Federal Plan or Report, where practicable, within 15 working days of receipt. A summary of any written complaints received during the comment period will be included in the applicable Federal Plan or Report.

Amendments

- Minor Amendments: Minor Amendments are those that maintain the integrity of the associated Plan and do not include any substantial change in policy or in funding priorities while still maintaining flexibility in meeting the goals and objectives. Minor Amendments will be made administratively and will be incorporated into the City's CAPER at the end of the program year.
- Substantial Amendments: Substantial Amendments are those that (a) change the allocation priorities or the method of fund distribution; (2) carry out an activity using funds from any program covered in the Consolidated Plan that was not previously described in the Action Plan; (3) change the purpose, scope, location or beneficiaries of any activity; or (4) change use from one eligible activity to another eligible activity. Minor adjustments to funding levels for activities described in the Consolidated Plan due to differences in actual versus anticipated program income are not considered substantial. Any Substantial Amendment to the Consolidated Plan will be incorporated into the Plan after a 30-day public comment period encouraging input on the proposed Substantial Amendment. Notice of the opportunity for public comment will be distributed as outlined in the "Outreach" section of this CPP. The AFH will be revised in the event of a significant material change in circumstances that calls the AFH into continued validity. Revisions to the AFH will provide 30 days for public comment. All comments received will be handled pursuant to this CPP. Examples of significant material changes in circumstances may include:
 - The City is in an area the President declared a significant disaster under title IV of the Robert T. Stafford Disaster Relief and Emergency Assistance Act;
 - The City has experienced significant demographic changes related to zoning, housing plans or policies or development plans or policies; or
 - The City is subject to significant civil rights findings, determinations, Voluntary Compliance Agreements or other settlements.

Public Review of the Citizen Participation Plan

This CPP was made available for public review and comment prior to adoption, in accordance with the public notice, public hearing/meeting and public comment procedures described herein. Any substantial amendments to this Citizen Participation Plan will be made available for public review and comment through the same process prior to adoption. This CPP will be available on the City's website. Copies will also be made available to those that do not have internet access at no charge and will be made available in a format accessible to persons with disabilities, upon request. Interested residents should call or e-mail HCS to request a copy of the CPP.

Appendix 4 – Public Comments

March 17, 2025 Public hearing

Nikola Frye

Affiliation: Rebuilding Together Petaluma, Board of Directors

Comment Type: Written and Verbal

Nikola Frye expressed strong support for the Consolidated Plan's focus on affordable housing and infrastructure improvements. She emphasized the critical need for funding to support home repairs that improve accessibility, emergency support services, and community engagement initiatives. Frye noted that these investments significantly enhance housing stability and play a key role in preventing homelessness.

She highlighted Rebuilding Together Petaluma's accomplishments over the past year, reporting that **45,000 volunteer hours** contributed to **150 critical home repairs** and **70 rehabilitation projects**—all directly benefiting **Petaluma residents**. Frye underscored that continued funding for these efforts ensures that vulnerable residents can remain safely and comfortably in their homes.

Ben Peters

Comment Type: Verbal

Ben Peters voiced his support for the priorities outlined in the Consolidated Plan and commended City staff for their work. He acknowledged the thoughtful presentation and remarked on the sobering reality conveyed by the 138-page report, which details the extent of the affordability crisis in Petaluma.

Peters expressed appreciation for the plan's top goal—to increase the supply of affordable housing—and stressed that the subsequent agenda item being discussed that evening was directly connected to this critical issue. He urged those present to recognize that "**no is not a policy**", emphasizing that opposition to change does not advance solutions to the housing crisis.

He made a passionate appeal to the public and decision-makers alike, asking them to reconsider opposition to housing-related initiatives and to think about the low-income residents who are increasingly unable to afford living in Petaluma. Peters referenced residents in mobilehome parks facing displacement and implored the community to support policies and decisions that advance housing stability. His closing message was a call to action: **support the dream that all Petalumens—regardless of income—can afford to live and remain in the community.**

April 21, 2025 Public hearing

[to be included following the April 21, 2025 public hearing]