

Recommended Cornerstone Actions

The following table documents the proposed revisions to the Blueprint Cornerstone Actions recommended by the Climate Action Commission (CAC) Ad Hoc. The revisions are intended to incorporate feedback from the entire CAC and City staff, to close identified gaps in the Ad Hoc recommended actions, and to lift up actions included within the Blueprint that meet the intent of the Ad Hoc recommendations. CAC Ad Hoc recommended actions have been re-organized by topic and listed under a “Statement of Intent.” This language mirrors the language in the Blueprint, as well as discussion with the CAC in January and February 2024. Each proposed revised Cornerstone Action includes a proposed timeline, alignment with the existing Blueprint strategy, and a discussion.

CAC Ad Hoc Recommended Cornerstone Action	Revised Cornerstone Action	Proposed Timeframe	Blueprint Strategy Alignment	Discussion
Statement of Intent: To meet the City’s ambitious communitywide and municipal operations carbon neutrality goal by 2030, the City will align department resources and staffing; define organizational structure, communications, and collaborative work plans; and manage facilities and assets to achieve carbon neutrality.				
1. Establish a director-level position to drive climate action implementation and accountability across all City departments.	1. Implement a staffing strategy to drive climate action implementation and accountability across all City departments and on the Climate Team. This may include a director level position, manager, and/or sector-specific positions.	By January 1, 2025. Reevaluate regularly with the budget process	Organization Structure and Staffing Strategy	The intent is to drive Blueprint implementation and ensure adequate staffing. The revised action maintains that intent but provides the City with the flexibility to define the needed staffing roles and resources.
2. Establish a high-level stakeholder group to complete a budget and finance plan needed to implement the actions committed to in the Blueprint.	2. Post adoption, establish the protocol to determine the cost/benefit estimation process, estimate the order of magnitude cost of Blueprint implementation in conjunction, identify gaps in funding sources to complement the City’s annual budget process, and engage stakeholders in identifying and pursuing funding opportunities.	By January 1, 2026	Monitoring and Reporting Strategy	The intent is to provide transparency and accountability around implementation costs, the budgeting process, and include community perspectives and expertise. This is a new action in the Blueprint and dovetails with Revised Cornerstone Action #5.
3. Conduct a professionally-facilitated staff retreat (or similar process), immediately after adoption of this document, to develop a staff-designed, staff-directed 2- to 3-year implementation plan (covering staff development, organization, operations, and ongoing education) structured to ensure that the personnel, funding, and up-to-date knowledge necessary are deployed to accomplish the work needed to meet the City's 2030 goal.	3. Develop and implement an ongoing education program for new and continuing employees about the City’s GHG reduction and climate adaptation programs, and explicitly integrate climate positive action into the City’s mission. 4. Establish a Climate Team with departmental Blueprint Coordinators to collect data, lead educational activities, coordinate updated annual workplans, participate in established City Leadership activities, and incentivize actions consistent with the Blueprint vision. 5. Utilize the City’s existing cross-departmental task force to track pending State standards consistent with goal of carbon neutrality, including Marin's low-embodied carbon concrete code, CALGreen embodied carbon standards, NEC Article 750 and item 220.70, AB48, pending State law banning irrigation of non-functional lawns, and others.	By January 1, 2025	City Staff Education and Training Strategy New Building Strategy and Existing Building Strategy	The intent is to ensure City staff receive the appropriate education on climate action to foster a culture of sustainability, help staff understand their role and outline short-term workplan. The proposed revised actions lift up actions included within the Blueprint and allow the City flexibility in determining how to provide staff education and training. Moved up Action #15 to comprehensively evaluate and adopt standards for new construction and building retrofits. The proposed revised action reflects the City’s existing task force. This is a new action in the Blueprint.
4. Consistent with the City's 2030 goal of carbon neutrality:	6. Monitor the progress of the Blueprint implementation	By January 1, 2025	Monitoring and Reporting	The intent is to measure Blueprint

<p>a. Establish an annual GHG emissions budget that encompasses all City-run and City-controlled activities, including building and infrastructure construction, repair, and maintenance – public and private.</p> <p>b. Implement an accountability system based on time-specific, quantitative, performance criteria organized by department responsibilities.</p> <p>c. Allow investment in carbon sequestration in natural and working lands only within the North Coast bioregion to meet City climate goals, improve stewardship, and reduce wildfire hazards.</p>	<p>and take corrective actions to ensure programs are advancing and the City is on track to achieve the carbon neutrality targets for communitywide and municipal operations emissions.</p> <ul style="list-style-type: none">Establish procedures and templates for all departments to keep records of data relevant for tracking Blueprint measure GHG reductions.Develop a Dashboard on the City website for the public to view annual Blueprint implementation progress on all City-run and City-controlled activities, and community-wide activities.Re-estimate emissions at three-year intervals. <p>7. Develop an offset policy that prioritizes local and regional carbon sequestration partnerships and projects.</p>		Strategy	implementation progress, provide transparency and information to enhance accountability. The proposed revised actions lift up actions included within the Blueprint and allow for course-correction based on progress. Development of the offset policy is a new action in the Blueprint. Targets and tracking apply to communitywide and municipal operations emissions.
<p>5. Accelerate the City's own actions, across the board, to demonstrate leadership and viability to the private sector. Develop and actively maintain web and other public resources and activities/events illustrating and promoting the City's actions.</p>	<p>8. Accelerate the City's own actions to achieve carbon neutral operations by aligning the Capital Improvement Plan with the City's carbon neutral goal and through asset and facilities management, including:</p> <ul style="list-style-type: none">Infrastructure upgrades to the Corporation Yard and Petaluma Transit (By January 1, 2026)Electrification of transit fleet (By January 1, 2030)Facility electrification (By January 1, 2030) <p>Communicate progress through the City's climate dashboard on its website (see Action 5).</p>	By January 1, 2030	Carbon Neutral Asset and Facilities Management Action Plan	The intent is to demonstrate the City's leadership in meeting the Carbon Neutrality goal by 2030 by accelerating municipal actions. The proposed revised action combines the CAC Ad Hoc recommendation with specific cornerstone actions from the Blueprint. Included in Blueprint as Cornerstone Actions #1, #2, #11, #12, and #13.
Statement of Intent: To ensure transparency and accountability in the implementation of the Blueprint, and to ensure implementation is inclusive and focused on the disadvantaged communities.				
<p>6. In partnership with stakeholder groups, establish a staffed, brick-and-mortar, climate resource center where Petaluma residents, businesses, and contractors can source climate information and solutions.</p>	<p>9. In partnership with the County, stakeholder groups, utilities, and other partners, proactively distribute resources so that Petaluma residents, businesses, and contractors can access climate information and solutions. This may include events, e.g. Cool Petaluma resource fair, pop-up shopfronts, the library, and/or through a dedicated space on the City's website.</p>	By January 1, 2025	Across multiple strategies	The intent is to provide resources through a variety of mediums to reach all community members, including in person events, online, and through existing brick and mortar spaces. Providing resources in a cost-effective manner that utilizes existing resources, leverages external partnerships, and conserves staff time. A similar action is included in Blueprint as Cornerstone Action #6.
<p>7. Implement a robust, ongoing climate awareness and action program, focused on reduction of consumption-based</p>	<p>10. Implement a robust, ongoing climate awareness and action program, focused on reduction of direct and</p>	By January 1, 2025	Goods and Services Strategy	Revised to emphasize direct and indirect emissions. This action is

emissions by residents, businesses, and contractors through educational events, media outreach, and other creative approaches.	indirect emissions, including consumption-based emissions, by residents, businesses, and contractors through educational events, media outreach, and other creative approaches.			consistent with Blueprint, elevated to Cornerstone Action.
8. Create a community-focused Executive Summary of the City's climate action plan that is short (10 pages or less), written in plain language, graphical, and bilingual; clearly maps out (by year) actions the City will take to meet our 2030 goal; and promotes the numerous benefits the community will experience by accomplishing these actions.	N/A	N/A	N/A	Action removed. This activity will be completed with the Final Blueprint and does not need to be included as a Cornerstone Action.
Statement of Intent: Reducing emissions to achieve the City's target will require significant investments in active transportation infrastructure, transit service, transportation demand and parking management programs that reduce single-occupancy vehicle travel, and investment in electric vehicle infrastructure.				
9. Ensure that the updated General Plan reflects best planning practices consistent with fostering 15-minute neighborhoods, and that planning/zoning regulations are updated to foster desired outcomes. Add actions and metrics on jobs-housing balance.	11. Adopt the updated General Plan that defines transit-oriented communities, complete 15-minute neighborhoods, and incremental infill within the City's existing residential neighborhoods. 12. Adopt a revised Zoning Code based on the updated General Plan.	By January 1, 2026 for the General Plan. By January 1, 2026 for the Zoning Code.	Transportation and Land Use Coordination Strategy	The intent is to emphasize a land use pattern that supports short trips taken through active modes of travel. The recommendation updates language to be consistent with existing Cornerstone Actions #14 and #22 in the Blueprint. Remove actions related to jobs-housing balance. Jobs-housing balance is typically measured at the regional / metro scale and is likely be imbalanced at the city scale due to historical patterns of development, land values, job clustering, and similar. Measures to address commute vehicle miles traveled through Transportation Demand Management and parking pricing have been added back to the cornerstone actions.
10. Develop and implement a Complete Streets Plan to improve active transportation and reduce urban heat and stormwater impacts. a. Build out the active mobility network, per City Thread, including 5 miles of connected, active mobility corridors; target building 25 miles by the end of 2026 and 95%+ completion by 2030. b. Create new Street Design Standards, including multi-mode safety (pedestrian, bike, and micro-mobility); stormwater management; and tree cover.	13. Establish complete streets policy and incorporate complete streets improvements into all roadway and development projects to reduce vehicle miles traveled through implementation of the following plans and initiatives. Focus plan implementation in disadvantaged communities. <ul style="list-style-type: none">Speed limit reductions where appropriate (By January 1, 2025)Local Road Safety Plan (By January 1, 2025)Active Transportation Plan (January 1, 2025)	By January 1, 2030	Active Transportation and Complete Streets Strategy	The intent is to emphasize implementation of complete street planning, design, and implementation to support non-auto travel consistent with the CAC Ad Hoc recommendation and to reduce vehicle miles traveled. The proposed revision highlights current and ongoing efforts and is included in Blueprint as Cornerstone Action #4. Will cross-reference the

<ul style="list-style-type: none"> c. Draft a 10-year implementation plan focused on inner core, urban heat, air pollution, and flooding-affected areas. d. Implement a citywide speed limit of 20 mph, except where posted otherwise. e. Set goal for citywide reduction in paving and impervious surfaces. f. Pass an updated Complete Streets ordinance detailing when existing streets have to comply with the new standards. g. Widely promote the mobility priority policy as stated in the Blueprint. 	<ul style="list-style-type: none"> • Vision Zero (January 1, 2026) • Adoption of the General Plan, revised mobility policy, and complete street guidelines (January 1, 2026) 			Transportation Action plan to ensure the bulleted items are explicitly listed as near-term actions.
11. Distribute free bus passes to all CARE/FERA households.	14. Expand and improve Petaluma Transit and shared mobility services to be more accessible, affordable, and timely through: <ul style="list-style-type: none"> • Fare free programs for all Petaluma Transit (January 1, 2025) • Short Range Transit Plan (January 1, 2026) • Continued improvement of facilities, real-time information, and service (January 1, 2030) 	By January 1, 2030	Transit Service Strategy	Kept as proposed by CAC Ad Hoc. Will expand the transit fare action to include CARE/FERA households. This is a new action in the Blueprint but an ongoing action for Petaluma Transit.
12. Develop a low-cost EV charging program for renters. Start by offering low-cost EV charging in public garages to all renters and CARE/FERA household members.	15. Develop an EV charging infrastructure strategy focusing on workplaces, schools, and multi-unit dwellings aligned with utility and State provided incentives and focused initially on disadvantaged populations.	By January 1, 2027	Vehicle Electrification and Electric Mobility Strategy	The intent is to focus charging resources (vehicle and bicycle) on the places (home / work) where they are needed and for those who have the least resources. Charging focus should include Levels 1, 2, and 3, as well as battery and charging systems not currently available. Public charging should be provided at a subsidized rate. The proposed revision aims to be a more comprehensive approach.
	16. Adopt a TDM policy for employers a that requires employers to submit an emission reduction plan to the City to meet the City's greenhouse gas reduction target.	By January 1, 2025	Transportation Demand Management Strategy	The intent is to manage travel demand by reducing single-occupancy vehicle trips, incentivizing active transportation and transit use to lower VMT and greenhouse gas emissions. Included in Blueprint as Cornerstone Action #13.
	17. Establish a parking pricing policy to balance supply and demand, to reduce demand for parking, and to meet target utilization rates at key destinations through the use of dynamic pricing.	By January 1, 2027	Parking Management Strategy	The intent is to manage travel demand by managing parking resources more efficiently and eliminating parking subsidies to lower VMT and greenhouse gas emissions. Included in

				Blueprint as Cornerstone Action #15.
Statement of Intent: <i>Petaluma accelerates a fossil-free utility system that reduces energy-related greenhouse gas emissions and decarbonizes new construction and existing buildings through low embodied carbon materials, energy efficiency, and electrification.</i>				
13. Develop a program to transition all Petaluma customer accounts to 100% clean energy sources.	18. Partner with Sonoma Clean Power (SCP) and Pacific Gas & Electric (PG&E) to identify barriers for large users and/or sectors to participate at the 100% renewable tier and develop and conduct a robust awareness and education campaign to boost enrollment.	By January 1, 2025	Clean Energy Generation Strategy	The intent is to lower barriers for participation in SCP’s renewable energy tier. The CAC Ad Hoc recommendation is consistent with existing Blueprint partnership action, and the proposed action is refined to be consistent with existing action language.
14. Develop a residential and non-residential building program to incentivize and implement holistic, integrated weatherization, resiliency, efficiency, and clean energy upgrades, including: a. Replacement of all gas equipment with electric (early buyout and/or upon failure). b. Direct-install options for low-income households. c. Replacement of atmosphere-damaging refrigerants.	19. Develop a phased-in Existing Building Efficiency and Electrification strategy to retrofit 85% of existing homes and businesses to all-electric by 2030 (January 1, 2027). Components include, but are not limited to: <ul style="list-style-type: none">• Partner with BayREN, utilities, schools, and other partners to implement a direct install program for energy efficiency and electrification improvements for disadvantaged populations (January 1, 2026).• Explore and establish financing mechanisms to fund municipal incentive programs including bonds or taxes (By January 1, 2026).• Establish an early natural gas equipment buyout program to incentivize early retirement of gas-powered equipment and building systems (By January 1, 2026).• Partner with BayREN to establish a pilot program to reduce refrigeration-related emissions by providing free audits and retrofits to food retail establishments and restaurants (January 1, 2028).	By January 1, 2028	Existing Building Strategy	The intent is to accelerate efficiency and electrification of existing buildings. The revision highlights existing Cornerstone Actions in the Blueprint (Efficiency and Electrification strategy #20 and funding/financing mechanisms #16) and lifts up three additional actions from the Blueprint related to a natural gas equipment buyout, direct install, and refrigeration consistent with the CAC Ad Hoc recommendation. The existing electrification and energy efficiency strategies will be combined in the final Blueprint.
15. Establish a legal and code task force to identify, adopt, and align with existing and pending standards that are consistent with our 2030 goal, e.g., Marin's low-embodied carbon concrete code, CALGreen embodied carbon standards, NEC Article 750 and item 220.70, AB48, pending State law banning irrigation of non-functional lawns, and others.	20. N/A	N/A	N/A	Moved to Action #5. The proposed revised action reflects the City’s existing task force.
16. Create water supply resilience by establishing an incentive program, including tiered pricing in permitting and resource use, to reduce irrigation water use and encourage the use of onsite water sources first, such as greywater, stormwater, and rainwater.	21. Create a resilient water supply by increasing conservation utilizing and expanding existing incentive programs to include direct-install, implementing a tiered rate structure, and exploring greywater requirements as part of building code for all new construction and major	By January 1, 2025	Water Strategy	The intent is to conserve water use and transition to other water sources. This action is consistent with actions in the Blueprint, elevated to Cornerstone Action. Existing actions #10, #11, #12 in

	renovations of existing buildings.			the Water Strategy.
Statement of Intent: To meet the goal of carbon neutrality by 2030, the City must manage its parks and other open spaces in ways that support healthy soils and foster plants that can thrive in Petaluma as the climate changes. Healthy landscapes are also important to protect biodiversity and ecological connection, improve water quality, and improve public health by improving access to quality green space.				
17. Establish a Natural Systems and Urban Forestry Department in Public Works. a. Identify, map, preserve, enhance, and manage critical wildlife corridors and natural areas. b. Create a program to improve wildlife habitat across all city landscapes, including wildlife-friendly guidelines, local native plant lists, and recommendations for returning landscapes to natural habitat and improving habitat value. c. Create an Urban Forest Master Plan with a detailed implementation strategy, including ecosystem-appropriate guidelines and neighborhood-specific tree canopy goals. d. Create a Sequester Local Program, per RCPA Climate Plan. e. Make Petaluma a " sponge city " – a water-harvesting, tree- and habitat-filled, connected ecosystem that sequesters carbon (in soils, wetlands, trees, and other vegetation) to mitigate flooding and drought, create and enhance wildlife habitat, provide cooling, hydrate soils for fire prevention, and protect existing and new trees, among other benefits. f. Adopt mandatory ecologically-based landscape and soil management practices and educate city staff on their implementation. Include all planting areas in the city – public fields and lawn areas, street islands, foundation plantings, parkways, etc. (Reference ordinances: City of Portland, ME , Longmont, CO , et al.)	22. Develop a natural systems policy that prioritizes nature-based systems and natural systems in capital improvements, planning, and programs (By January 1, 2026). 23. Develop and adopt a Petaluma Urban Forest Management Plan in partnership with community organizations (By January 1, 2026). 24. Adopt a comprehensive Land Management Plan and maintenance procedures for City properties that center regenerative practices (January 1, 2026). 25. Develop and adopt an Open Space Management framework as part of a comprehensive update to the Petaluma River Plan with policies to enhance wildlife corridors and increase carbon sequestration, biodiversity, and public access for different typologies of open space (By January 1, 2027).	By January 1, 2027	Natural Systems and Sequestration Action Plan	The intent is to manage open spaces, working lands, city parks, and public spaces to support local sequestration, biodiversity, water quality, and public health. The revision highlights existing Cornerstone Actions in the Blueprint (Open Space Management #21 and urban forestry #17) and lifts up additional actions from the Blueprint related to city land management. Aligned to be consistent with existing Blueprint actions, will cross-reference to ensure bulleted list is included in action plans where appropriate. Development of a sequester local program is consistent with the proposed revised actions and the Working Land Strategy and it can be included within the narrative of the Blueprint. A “sponge city” concept is a new action in the Blueprint and will be added to the action plans.
18. Create a carbon gardening campaign in schools and neighborhoods that is widely engaging and highlights its multiple benefits: sequestration, consumption, food, biodiversity, water, health, cost savings, economic recovery & growth, resiliency, climate justice & equity.	26. Create or support the creation of a carbon gardening campaign in school yards, community centers, resilience hubs, and neighborhoods that is widely engaging and highlights its multiple benefits: sequestration, consumption, food, biodiversity, water, health, cost savings, economic recovery and growth, resiliency, climate justice and equity.	By January 1, 2026		Kept as proposed by CAC Ad Hoc. Coordinate activities with the district’s environmental literacy program. This is a new action in the Blueprint.
19. Adopt and/or update waste and pollution ordinances and policies;	27. Partner with Recology and Zero Waste Sonoma JPA to	By January 1, 2026	Solid Waste Diversion Strategy;	The intent is to reduce resource use

<div>at a minimum:</div> <div><div>a. Adopt the Zero Waste Sonoma model disposable foodware ordinance as amended by Sebastopol and Santa Rosa.</div><div>b. Expand the definition of “zero waste” to include “no/low carbon” energy production, vegan entree options, biodiversity protection, etc.</div><div>c. Establish an event waste management plan.</div><div>d. Require use of Recology's "Zero Waste Event Guide."</div><div>e. Include Buy Clean California standards and require low-emissions contracting standards for City contractors and subcontractors.</div><div>f. Ban the purchase/installation of artificial turf (new or replacement) and phase out existing artificial turf. Extend the ban to private property in 2025 (see Millbrae ordinance). Do not exempt athletic fields.</div><div>g. Ban the use of artificial herbicides, pesticides, and fertilizers.</div><div>h. Ban gas-fired landscape and infrastructure maintenance equipment and other highly polluting equipment.</div></div>	<div>implement and enforce an edible food recovery program for commercial food uses, farmers market vendors, and events (By January 1, 2026).</div> <div><div>• Update the special event permitting process to include zero waste requirements for events, such as requiring applicants to submit a “waste plan” for each event (Ongoing).</div><div>• Adopt the Zero Waste Sonoma model disposable foodware ordinance as amended by Sebastopol and Santa Rosa (By January 1, 2026).</div></div> <div>28. Ban gas-powered lawn and garden equipment in the city, and establish a program allowing electric equipment to be charged throughout the day as it is used (By January, 1, 2026)</div> <div>29. Update the Integrated Pest Management Plan to eliminate the use of toxic and polluting herbicides, pesticides, and fertilizers on City-owned property (By January 1, 2025).</div> <div>30. Require new development to create an Integrated Pest Management Plan and provide templates for HOAs and the public (By January 1, 2026).</div>		<div>Clean Energy Strategy;</div>	<div>and eliminate different forms of pollution. The revision highlights existing Cornerstone Action #9 in the Blueprint and lifts up additional actions from the Blueprint related to city gas-powered lawn and garden equipment, Integrated Pest Management, and food waste recovery.</div>
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