

Transportation Policy Framework

May 1, 2024



CITY OF PETALUMA
GENERAL PLAN UPDATE



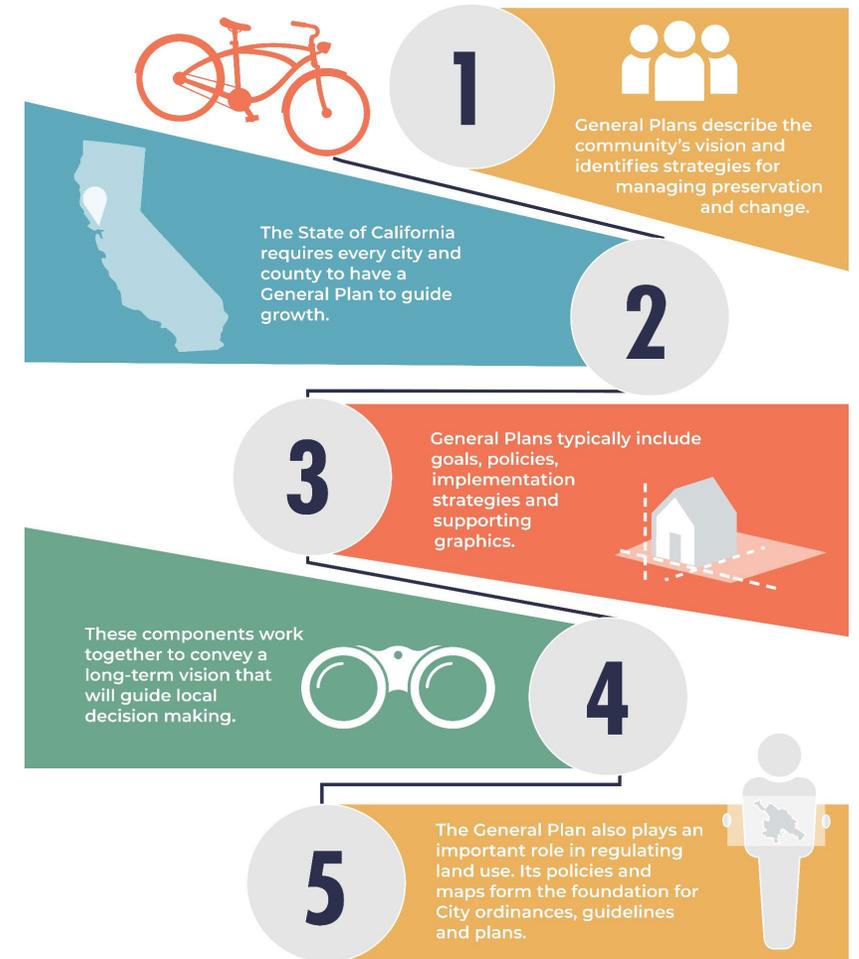
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Purpose of a General Plan

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

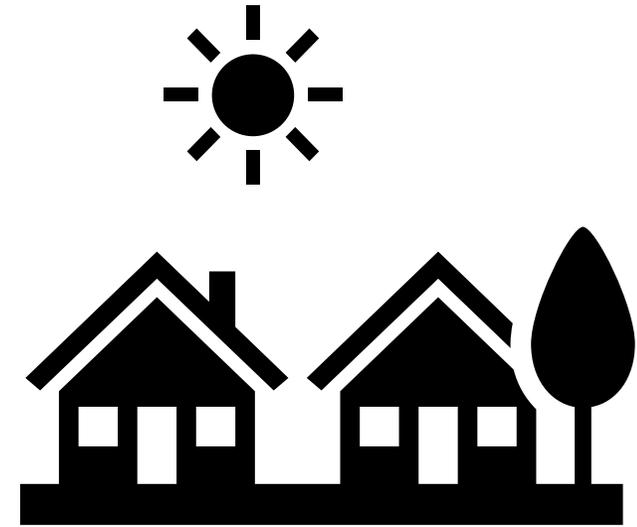
WHAT IS A GENERAL PLAN?

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



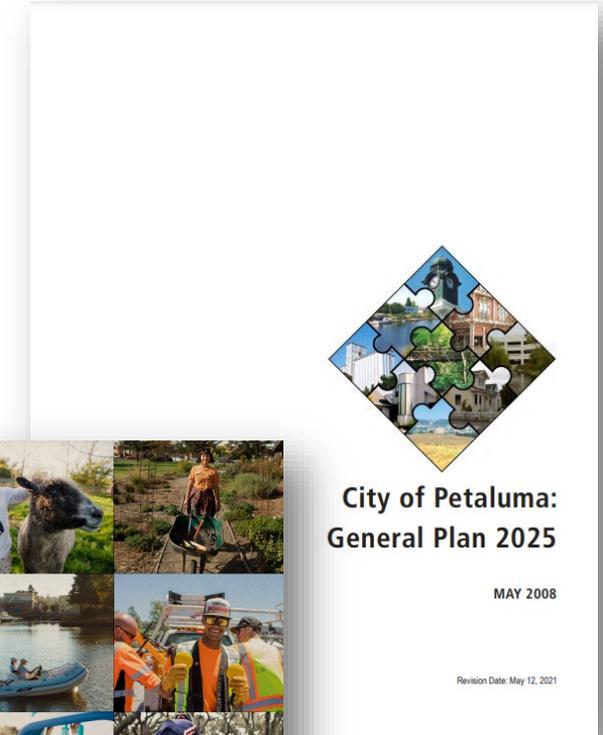
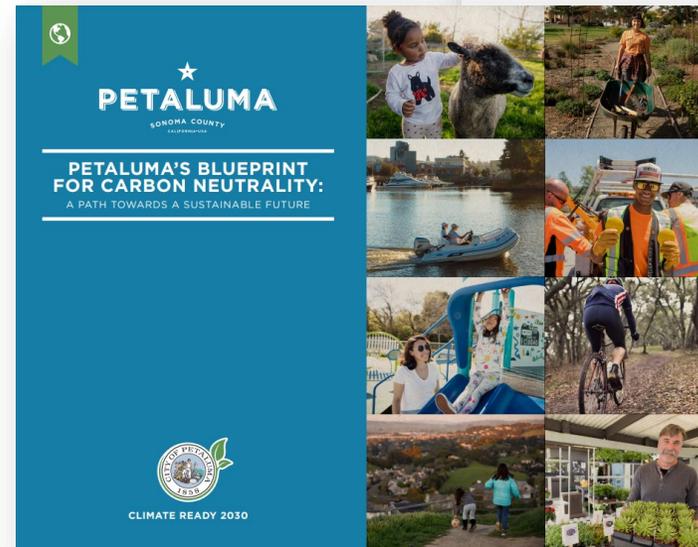
Examples of the General Plan's Everyday Impacts

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

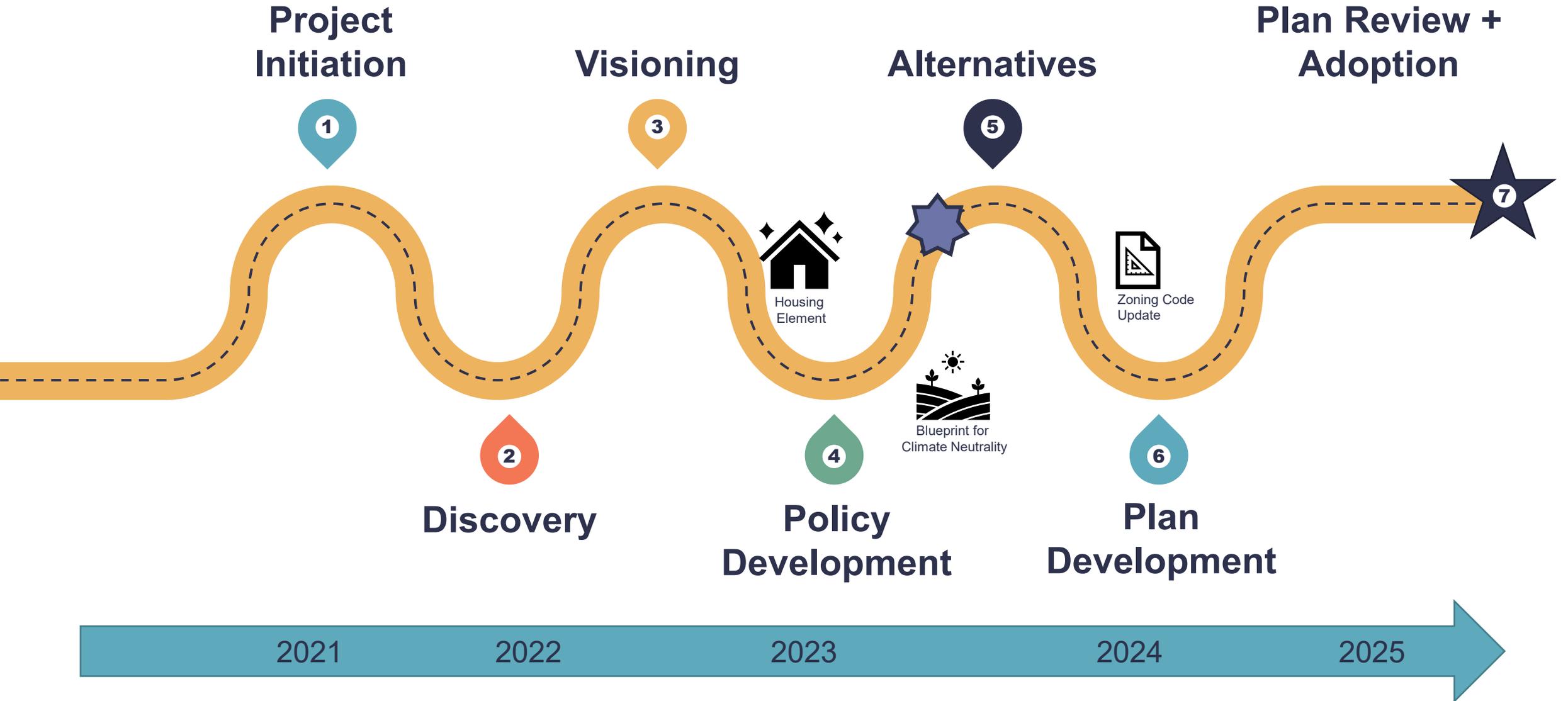


Petaluma's General Plan Update

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



General Plan Update Roadmap



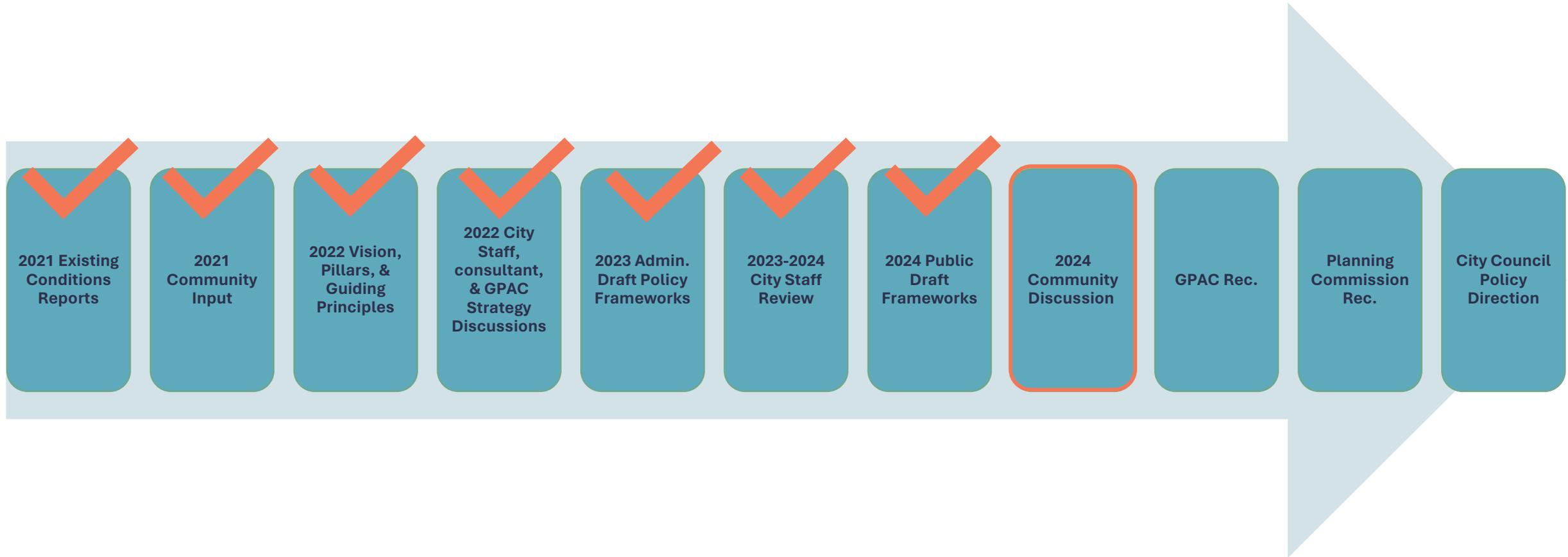
Policy Framework Purpose & Structure

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

Example

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

Policy Framework Evolution



Policy Frameworks

ARTS, CREATIVITY, AND CULTURE



PARKS



HISTORIC RESOURCES



ENVIRONMENTAL JUSTICE



SAFETY



ECONOMIC DEVELOPMENT



INFRASTRUCTURE AND UTILITIES



MOBILITY AND TRANSPORTATION



NATURAL ENVIRONMENT



FLOOD RESILIENCE



PUBLIC FACILITIES



NOISE



GOVERNANCE AND IMPLEMENTATION



LAND USE



View the
Frameworks
planpetaluma.org

The General Plan will be different...

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

How to Provide Input

Framework Review Form

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

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

Policy	Explanation

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

Policy	Explanation

Policy Framework Community Meetings

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

Providing Feedback

Project Website

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

Review other Policy Frameworks and provide feedback:

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

CITY OF PETALUMA GENERAL PLAN

PLAN DOCUMENTS GET INVOLVED! GPAC SUBSCRIBE

GENERAL PLAN UPDATE POLICY FRAMEWORKS

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

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

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

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

FRAMEWORKS

ARTS, CULTURE, AND CREATIVITY

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

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

ECONOMIC DEVELOPMENT

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

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

Providing Feedback

Online Feedback Form for each Framework

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



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

General Plan Festival on May 11, 2024

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



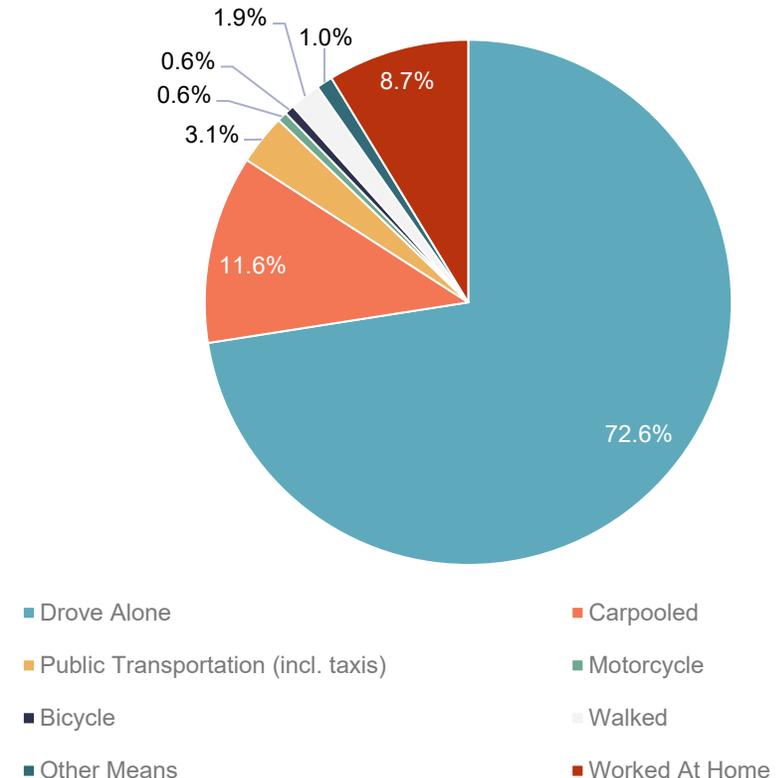
Transportation Policy Framework

Foundations: Existing Conditions

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

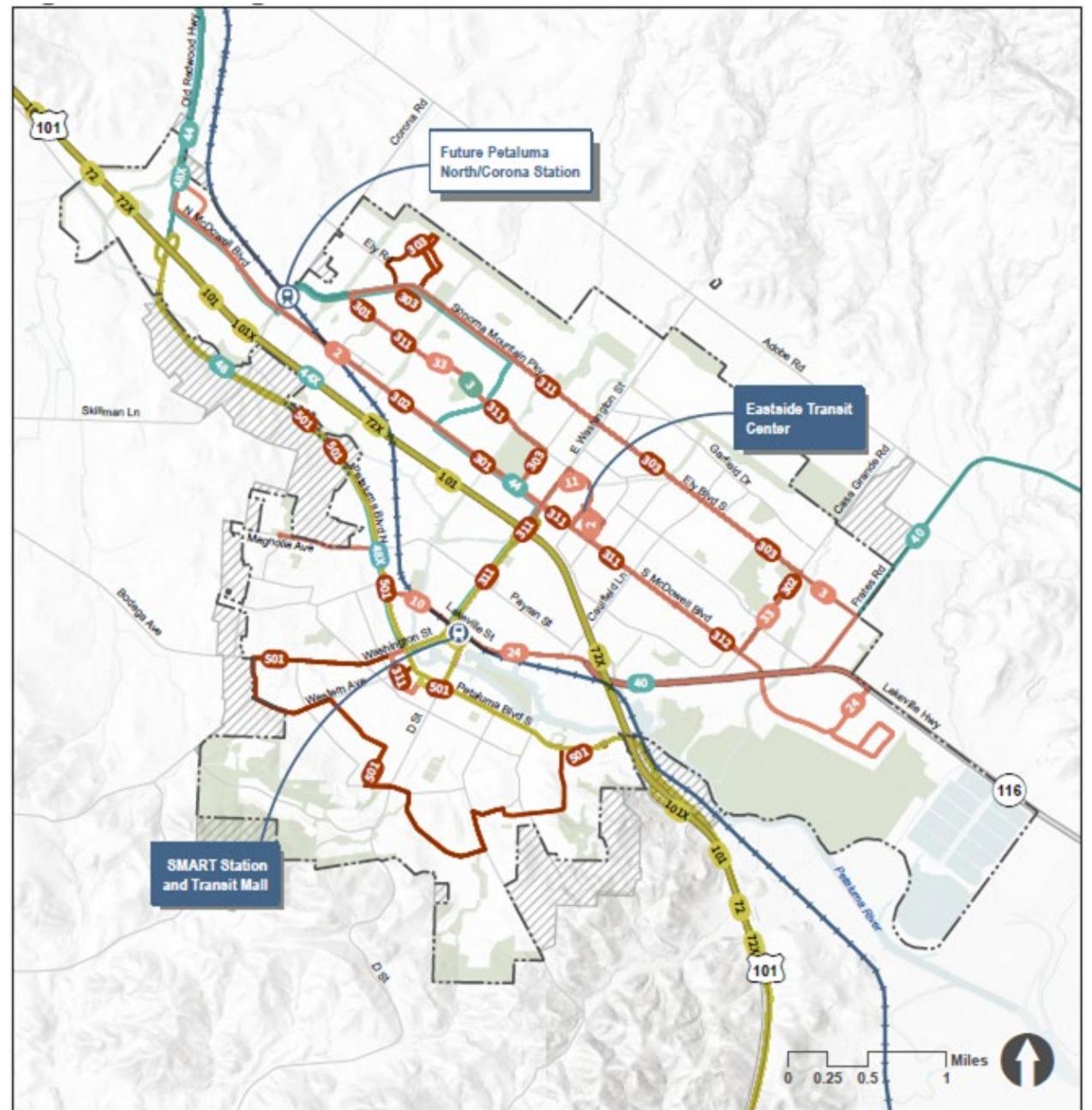
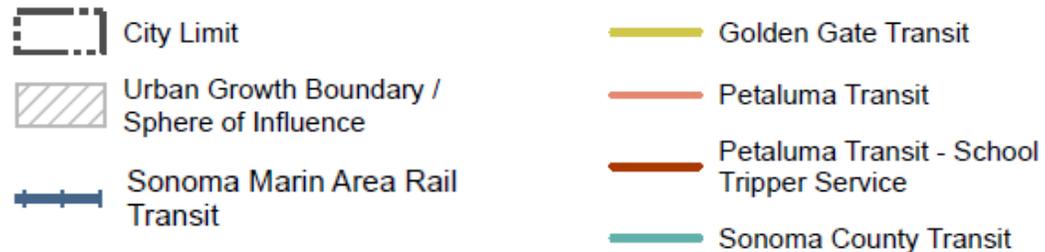
- 73% of residents drive alone to work
- Opportunity to shift trips from driving to other modes (1/3 of trips less than 2 miles)
- Reducing vehicle travel in Petaluma is critical for addressing the climate emergency
- Barriers and gaps inhibit crosstown travel, especially for people walking and bicycling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

Means of Transportation to Work – Petaluma (2019)

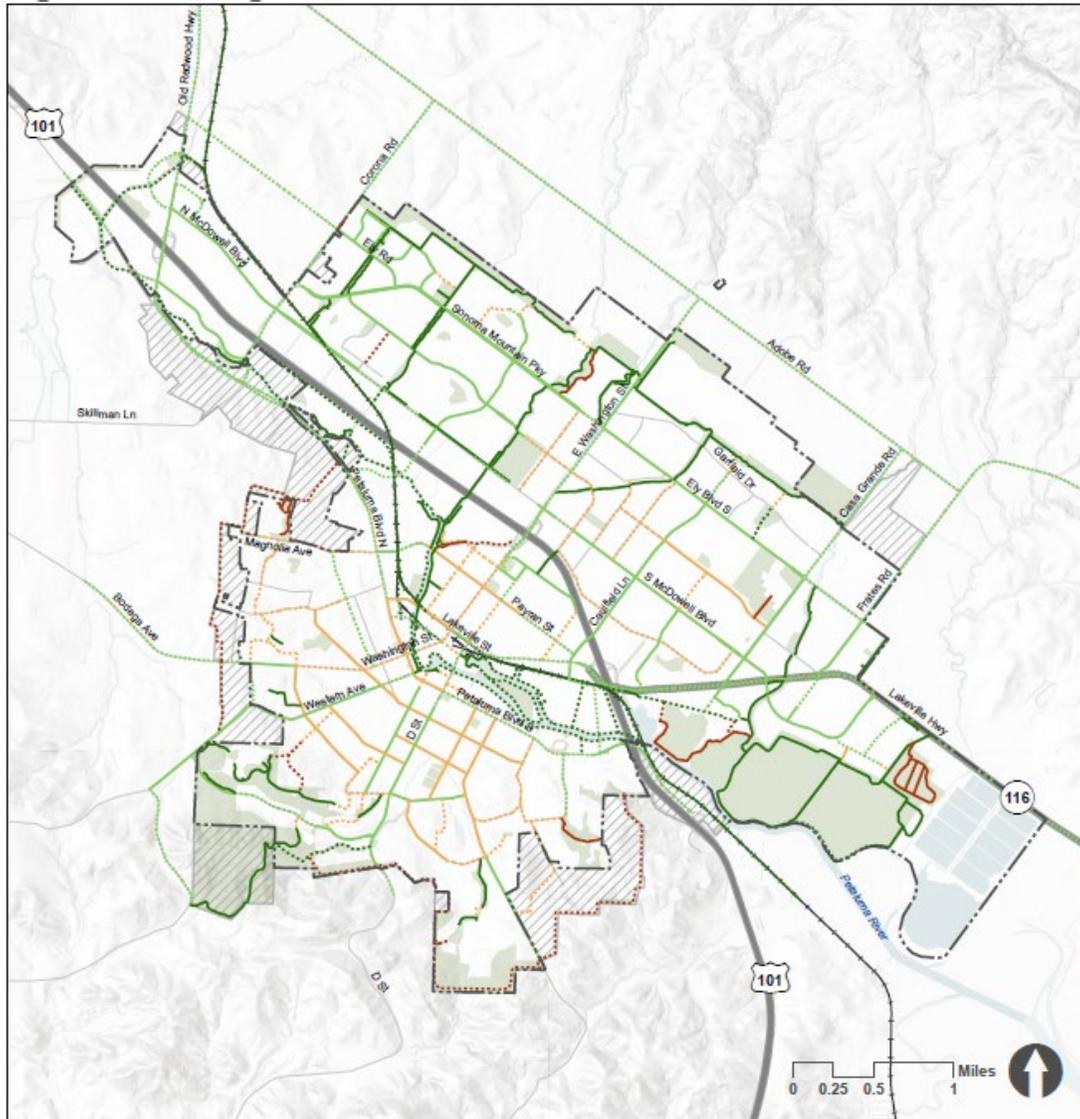


Transit Network

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



Foundations: Existing Conditions



Connecting the Bicycle and Pedestrian Network

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



Foundations: Community Priorities

Vision

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

Pillars

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

Foundations: Community Priorities

Guiding Principles

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

Transportation Goals

Goal TP-1:
Petaluma's
Transportation
Network
Reimagined

Goal TP-2:
Climate
Emergency
Resolution

Goal TP-3:
Equitable Access
for All

Goal TP-4: Safe
and Healthy
Mobility

Goal TP-5:
Integrated Land
Use and
Transportation
Planning

Goal TP-6: Timely
and Efficient
Implementation

Goal TP-2: Climate Emergency Resolution

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

Goal TP-1: Petaluma's Transportation Network Reimagined

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

Goal TP-3: Equitable Access for All

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

Goal TP-4: Safe and Healthy Mobility

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

Goal TP-5: Integrated Land Use and Transportation Planning

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

Goal TP-6: Timely and Efficient Implementation

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

Questions & Comments

What feedback to you have?

Considering your technical expertise...

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

A street scene in Petaluma, California, featuring historic buildings and a 'Thank you!' overlay. The scene is captured during the day with a slightly overcast sky. In the foreground, a street with a traffic light and a 'Kentucky St' sign is visible. The buildings are multi-story, with ornate architectural details. A large white text overlay reads 'Thank you!'.

Thank you!



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