

Council Goals & Priorities FY 19-20 & 20-21

A SAFE COMMUNITY THAT THRIVES

Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe and housed.

Objective 1 – Maintain and enhance public safety and prepare for emergencies & disasters, through crime and fire prevention, and traffic safety.

Workplan Items:

1. Assess current staffing levels and adjust public safety staffing to ensure rapid response times and the safety of our first responders.
2. Evaluate all city facilities, including our police and fire stations, and develop maintenance and replacement recommendations.
3. Create an Emergency Operations Center (EOC) that is appropriately equipped and staffed to better respond to emergencies and natural disasters.
4. Adopt a Care and Shelter operations manual.
5. Improve public safety through proactive crime and fire prevention activities.
6. Improve traffic safety through proactive education, engineering, and enforcement strategies.
7. Assess and identify traffic needs and develop organizational structure to support needs, including the possibility of adding a full-time City Traffic Engineer position.
8. Prioritize youth safety through education and community resource officers.
9. Promote emergency preparedness and resiliency strategies to our residents and businesses.
10. Promote neighborhood policing and fire safety with beat assignments, community engagement, and multilingual outreach.
11. Consider a fireworks sales ban.
12. Enhance pavement management program to improve the safety and serviceability of our roads and to protect drivers, cyclists and pedestrians.
13. Implement *City Vision Zero* plan with a focus on pedestrian and cyclist safety with improvements to uncontrolled crosswalks, curb ramps, sidewalk, and bicycle infrastructure.
14. Increase functionality of video surveillance.

Objective 2 – Create diverse housing opportunities for all Petalumans

Workplan Items:

1. Develop programs that provide affordable housing for public safety, municipal employees, and teachers.
2. Support and partner with organizations that help the housing insecure and unsheltered population find health care & supportive services.
3. Restore the Homeless Outreach Services Team.

4. Work with service providers and countywide agencies to coordinate response and solutions to the City's unsheltered population including transitioning homeless Petalumans into shelter and housing.
5. Facilitate construction of Accessory Dwelling Units.
6. Consider establishing a Housing Commission.
7. Create a 5-year strategic housing plan to provide inclusive housing solutions that are affordable, ADA compliant, age friendly, and ensure the continuity of City services to a growing residential population.

Objective 3 - Support a healthy community by encouraging active living, increasing recreational opportunities, and enacting policies that promote well-being.

Workplan Items:

1. Collaborate with the Health Care District and other service providers to identify and promote wellness programs.
2. Consider adopting a Tobacco Retail Licensing ordinance
3. Create and promote multi-cultural and multi-generational recreation and wellness programs that support community connection, physical well-being, and opportunities for play.
4. Develop fee structure for Alcohol-Related Nuisance Ordinance for sustained management and enforcement of license alcohol establishments.
5. Consider adopting a "visitability" ordinance to provide accessibility in new single-family home construction.
6. Improve access to healthy, sustainable food throughout the community.
7. Evaluate becoming an Age Friendly City.
8. Increase efforts to support seniors that help them to remain engaged, active, and independent.

SPACES AND PLACES THAT INSPIRE

Create inviting natural and built places and spaces for contemplation, play, arts, and connection while celebrating our history and encouraging community pride.

Objective 1 – Envision and create a safe downtown that is attractive, clean, and can be enjoyed by all ages

Workplan Items:

1. Identify and prioritize projects to upgrade and improve the downtown and public spaces.
2. Review downtown zoning to identify ways to balance entertainment venues with retail and services.
3. Fund and support a Downtown Streets Team.
4. Assess and review accessibility to public restrooms in the downtown area and develop a plan to address identified needs.
5. Develop and implement a Downtown maintenance and beautification plan in partnership with the Petaluma Downtown Association.

Objective 2 – Re-envision the City-owned fairgrounds property

Workplan Items:

1. Work with fairgrounds board and agricultural stakeholders to find creative ways to promote Petaluma's agricultural heritage.
2. Engage the community to envision and adopt a master plan for the fairground property.
3. Identify partners and funding for developing the fairground property.

Objective 3 – Create inspirational spaces with diverse public art installations

Workplan Items:

1. Promote existing public art.
2. Engage the City's Art Commission and the community to review the City's Public Art Masterplan to ensure goals and objectives are current and reflective of the community.
3. Explore including a Council liaison on the City's Art Commission.
4. Identify public and private property locations for public art installation and possible public art themes.

Objective 4 – Enhance public spaces that are accessible, sustainable and inspire community connections.

Workplan Items:

1. Capital maintenance and upgrades to City facilities to provide places and spaces for community dialogue, public meetings, and customer service.
2. Develop a rehabilitation/reconfiguration plan for City Hall which includes a lobby area, expansion into County-wing, and wayfinding signage.
3. Expand the use of Transit Oriented Development (TOD) principles in new development.

Objective 5 – Improve existing parks, park infrastructure, and reimagine new spaces for play

Workplan Items:

1. Develop a plan to prioritize playground upgrades/replacement.
2. Repurpose existing amenities to promote recreational opportunities, including initial phases of tennis court rehabilitation citywide.
3. Upgrade parks facilities including restroom repairs, new benches, and trash receptacles; lighting improvements including LED sports lighting project at Lucchesi Park.
4. Improve existing trails and park pathways to increase accessibility and use, including Lynch Creek Trail and Prince Park.
5. Prioritize completion of all phases of the Petaluma Community Sports Field project.

AN ECONOMY THAT PROSPERS

Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.

Objective 1 – Attract and retain businesses that generate revenues and provide jobs that pay living wages.

Workplan Items:

1. Create and promote business-friendly city operations such as zoning, permitting, and licensing.
2. Prioritize and incentivize sustainable infill development.
3. Create programs to support start-up businesses by expediting permits and providing in-person permit consultations.
4. Establish City minimum wage ordinance.
5. Provide licensing and permitting guidelines in Spanish.
6. Work with regional workforce agencies to attract talent for local businesses.
7. Update the City's Economic Development Strategy.
8. Complete Airport re-zoning as a catalyst to new business opportunities.

Objective 2 – Promote Petaluma as a destination.

Workplan Items:

1. Support tourist-oriented events with police and public works staffing.
2. Facilitate the development of an additional downtown hotel.
3. Identify potential parking alternatives for downtown.
4. Support and leverage promotional efforts of the Petaluma Tourism Improvement District.
5. Maximize use of current parks and recreation infrastructure for the hosting of recreational sports events that attract visitors to Petaluma.

Objective 3 – Re-establish the Petaluma River as a clean and accessible waterway open to commercial and recreational traffic.

Workplan Items:

1. Identify short and long-term funding solutions for dredging of the Turning Basin and federal channel; dredge the City Marina.
2. Support Federal dredging efforts of the river channel by maintaining a viable dredge disposal site at Shollenberger.
3. Establish bicycle and walking paths and other river access amenities along the Petaluma River.

OUR ENVIRONMENTAL LEGACY

Preserve and protect Petaluma's environment for future generations and become a municipal leader in sustainability by protecting our river and open space, reducing greenhouse gas emissions, and encouraging sustainable development.

Objective 1 – Preserve and protect Petaluma's environment with smart and efficient use of resources.

Workplan Items:

1. Reduce greenhouse gas emissions; conserve water; decrease waste; minimize use of fossil fuels.
2. Consider adopting energy *REACH* codes in partnership with Sonoma Clean Power.
3. Consider participating in Sonoma Clean Power's EverGreen program.
4. Establish and promote a citywide sustainability program leading with exemplary environmental practices.
5. Install solar panels on city-owned properties where appropriate and work with Sonoma Clean Power on a solar program for potential revenue generation.
6. Engage the Regional Climate Protection Agency, City Council, staff, and community members in the development of a city-wide Climate Action Plan.
7. Complete Biomass to Biofuel project at the City's Ellis Creek Water Recycling Facility.
8. Develop a framework to move the City vehicle fleet from fossil-fuel based to hybrid and/or electric vehicles.
9. Continue to expand recycled water services to support local agriculture and groundwater and surface water resources.
10. Consider requiring electric vehicle charging stations and solar energy in new or substantially-upgraded housing and commercial structures.
11. Make the City's water distribution system more resilient, by repairing and replacing leaking water pipes, and implementing the water/sewer masterplan
12. Increase organic diversion from landfills.
13. Install consistent three stream receptacles at all City facilities.
14. Adopt a citywide single-use plastic and polystyrene ban.
15. Extend Urban Growth Boundary expiration date beyond 2025 via ballot measure.

Objective 2 – Promote sustainable building practices and active conservation efforts to Petaluma residents.

Workplan Items:

1. Educate our community and provide sustainability tools for City staff, developers, employers, property owners and all residents.
2. Work with Recology to increase the diversion of waste away from the landfill.
3. Implement sustainable building practices that exceed current codes including implementation of *REACH* goals.
4. Continue focus on water conservation and urban recycled water expansion.

A CITY THAT WORKS FOR EVERYONE

Ensure a fiscally and organizationally sustainable City organization that is innovative, efficient, provides valued services promptly and professionally, engages the community, and proactively funds, designs, installs and maintains City infrastructure that is safe, functional, and sustainable and serves the needs of our residents.

Objective 1 – Ensure a fiscally and organizationally sustainable City.

Workplan Items:

1. Develop a fiscal sustainability plan with the community that balances City services with available revenues and integrates policies and identifies potential revenue sources that can ensure long-term financial health and effectiveness of the City.
2. Review and update the City's Development Impact Fees.
3. Improve the responsiveness and efficacy of the City to its residents by examining potential changes and updates to the City Charter.
4. Leverage local, regional, and state programs and resources to maximize city revenues.
5. Ensure a diverse City government workforce through recruitment, internships, multi-platform and multilingual job announcements.
6. Make the City of Petaluma a model employer through leadership and professional development, workplace safety and wellness programs, encouraging creativity and innovation, and providing opportunities for connections between staff and the community, and celebrating staff successes.
7. Institute staff training programs to enhance staff expertise and advancement.
8. Host staff trainings in compliance with federal / state regulations including harassment prevention, wellness, safety and workplace security as well as other relevant staff trainings which will be identified through a needs-assessment.
9. Establish a new employee orientation program.

Objective 2 – Provide City infrastructure that is safe, sustainable, multi-use, efficient, inspiring civic pride.

Workplan Items:

1. Identify funding options to complete Petaluma's planned cross-town connectors.
2. Identify funds and develop plan to improve Petaluma's streets and roads.
3. Complete the reconstruction of Maria Drive, Sonoma Mountain Parkway, and N. McDowell Blvd.
4. Upgrade traffic signal management by re-establishing full-time traffic engineer position.
5. Establish and improve paths to make walking and biking easy, fun and safe.
6. Implement community bike share system and explore other multi-modal transportation offerings.
7. Better integrate transit with street designs.

8. Create a more efficient corporation yard at Hopper Street, including addressing the decommissioning of the existing water plant facilities and integrate uses including the adjacent COTS and Animal Shelter facilities.
9. Complete the second SMART station at Corona.
10. Develop a plan to rehabilitate the Trestle.
11. Inventory and promote all road paving and reconstruction projects with funding sources and dates of completion, made in the last five years.

Objective 3 – Maximize all opportunities to be transparent, effectively inform, and meaningfully engage our community through innovation, accessibility, and excellent customer service.

Workplan Items:

1. Establish a centralized, citywide community engagement and communications program.
2. Engage and support all City committees and commissions, allowing opportunities to cross-pollinate with each other and to better integrate and provide recommendations for City decision-making.
3. Provide post-meeting summaries of all City Council and Planning Commission meetings and promote on all City communication platforms.
4. Coordinate and enhance cross-departmental social media collaboration.
5. Develop and publish public record request guidelines on City website.
6. Promote outreach and involvement of the Hispanic community through expanded translation and interpretation services in City information and programs, recruitment strategies, and developing leadership opportunities.

Objective 4 – Implement technology initiatives to improve the accessibility, efficiency and effectiveness of City operations, provide the highest level of customer service, and make the City the primary source for City information.

Workplan Items:

1. Develop a citywide IT Masterplan that identifies and prioritizes City technology needs, funding, and implementation strategies.
2. Implement an online permitting system.
3. Implement an agenda management software system.
4. Complete the roll-out of an updated City website that creates a more user-friendly, accessible, and interactive information resource and online experience for the community.
5. Leverage technology to improve efficiency including improved use of meeting and conferencing technologies.
6. Enhance mobile technology to increase efficiency of field staff.
7. Encourage the expansion of internet fiber by carriers to provide access to our community.