



03/10/23

Petaluma Planning Team  
Planning Division  
11 English Street  
Petaluma, CA 94952

Re: Petaluma still needs transformative parking measurements to eliminate development restraints

To the Petaluma Planning Department and City Councilmembers,

TransForm is a regional non-profit focused on creating connected and healthy communities that can meet climate goals, reduce traffic, and include housing affordable to everyone.

Given the tremendous need for housing in Petaluma, we acknowledge the work to date on the 6th Cycle Housing Element. In our previous letter we mentioned **Programs 5, 7, and 25 which are important first steps** towards robust parking reform. We also applaud the City for starting a parking ordinance study to understand the connection between parking and other related policies. Despite these important steps, we still recommend a suite of smart parking policies to expand on Petaluma's successful programs and implement some new ones:

- **Dedicate funding to revisit the Parking Study Sessions** in order to align with other City-wide climate, transportation, and housing goals. Not only does the Parking Study connect with the draft Housing Element, it looks at how outdated metrics and policies such as parking minimums in the Implementing Zoning Ordinance and SmartCode can be updated to advance a more vibrant economy and community
- **Reduce the amount of parking mandated** for housing and provide incentives and programs to drive less by implementing TDMs
- **Require unbundled parking** for certain transit oriented developments
- Encourage developments to **subsidize transit passes** in return for reduced parking provision

We strongly urge you to include the policies above in the final draft of Petaluma's Housing Element as they would help create safer and healthier communities.

As with other cities like [San Jose](#) and [Alameda](#), parking reform packages can be passed even if not identified as a program in your Housing Element and we are committed to assisting cities in this endeavor.



To support Petaluma in their efforts to reform outdated parking standards, we believe the following resources could be useful:

1. [MTC/ABAG Parking Playbook](#): This guide provides descriptions, real-world examples, and sample code for various smart parking policies. A true “one-stop shop” for parking reform in the Bay Area.
2. [GreenTRIP Connect](#): Our Connect tool can be used on any parcel in the city. This tool is particularly useful to demonstrate exactly how policies like reduced parking provision can help meet citywide goals, as we demonstrated in this [scenario](#) (that was in our first letter).

We sincerely hope to see Petaluma take steps to implement smarter parking reforms and TDM measures in the near future. During the course of potential study and implementation our team is available to partner with you and answer any questions you may have.

Sincerely,  
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