

General Plan Advisory Committee Meeting #2 Summary Notes



CITY OF PETALUMA
GENERAL PLAN UPDATE

Date and Time: May 20, 2021, 6:30 – 9:00 PM

Location/Format: Zoom Webinar

Meeting Access and Recording

All GPAC Meetings are public and are accessible via Zoom and television (PCA channel). Meeting details are posted on the City's Meetings site:

www.cityofpetaluma.org/meetings/

The link to the recording of this meeting is:

www.petaluma.granicus.com/player/clip/3295?view_id=31&redirect=true

Agenda

- Welcome and Debrief
- "Group Agreements"
- GPAC Role
- General Plan Topics
- Public Comment
- Final GPAC thoughts
- Wrap-up and Next Steps

Attendance

There were 21 total members of the General Plan Advisory Committee (GPAC) members in attendance, as well as members of the public. The following GPAC members were present:

- | | |
|----------------------|-----------------------------|
| 1. Dave Alden | 12. Yensi Jacobo |
| 2. Panama Bartholomy | 13. Roger Leventhal |
| 3. Stephanie Blake | 14. Iliana Inzunza Madrigal |
| 4. Phil Boyle | 15. Roberto Rosila Mares |
| 5. Matt Brown | 16. Kris Rebillot |
| 6. Erin Chmielewski | 17. Bill Rinehart |
| 7. Delia Diaz | 18. John Shribbs |
| 8. Mary Dooley | 19. Joshua Riley Simmons |
| 9. Sierra Downey | 20. Janice Cader Thompson |
| 10. Jessie Feller | 21. Bill Wolpert |
| 11. Ali Gaylord | |

The following City and consultant staff were present at the meeting:

City of Petaluma:

Peggy Flynn - *City Manager*
Heather Hines - *Community Development Director*
Christina Paul - *Project Manager*
Candice Ji – *Assistant Planner*
Martín Rivarola - *Spanish Interpreter*
Gustavo A. Sánchez - *Spanish Interpreter*
Eric Danly - *City Attorney*
Eric Roberts - *City of Petaluma*

Consultant Team:

Matt Raimi - *Raimi + Associates*
Ron Whitmore - *Raimi + Associates*
Dave Javid - *Plan to Place*
Paul Kronser - *Plan to Place*

Summary

The focus of the second GPAC meeting was to serve as a “reset” of the GPAC process, and opportunity to discuss the General Plan topics GPAC members would like to engage with.

During and after the last meeting, the General Plan team received feedback that GPAC members wanted to work together to clarify and define the role of the GPAC, ensure equitable access to GPAC meetings with translation and interpretation, and the discuss the GPAC’s decision-making process.

The following notes summarize key agenda items and the related discussion.

Welcome and Debrief

Dave Javid, Consultant with Plan to Place, opened the meeting and handed it to Christina Paul, Project Manager City of Petaluma, to welcome everyone and introduce Martín and Gustavo who provided live Spanish interpretation throughout the duration of the meeting. Martín explained how to utilize the interpretation tool on zoom for attendees who wanted to listen in in Spanish. Christina Paul followed by taking a roll call attendance for GPAC members.

Dave Javid reviewed the meeting agenda and introduced Peggy Flynn, City Manager for the City of Petaluma, and Matt Raimi, consultant with Raimi + Associates, who welcomed the GPAC members and thanked them for their patience the past few weeks while the City and consultant team took time to recalibrate the project, approach, and also address concerns that were raised following the previous GPAC Meeting on March 15, 2021.

Group Agreements

Next, Dave Javid opened up a virtual platform (Padlet) and encouraged GPAC members to co-create the “Group Agreements”, or how the groups would like to work together. The following comments/suggestions are generally organized by priority reflecting GPAC member support (please see the Appendix for a full list of all the comments input received on the virtual board). Building off of the feedback, the project team plans to bring a draft set of Group Agreements back to the GPAC for review at the next meeting.

- Active listening. Build on each other’s ideas.
- Hold curiosity and an open mind.
- Make space/ take space: Be conscious in a conversation about who is speaking and how much.
- Disagreement on issues is not disrespect.
- Remember to speak slowly for interpretation.
- Be aware of identities you hold when contributing, and recognize all/various forms of knowledge.

- Explore chat or communication tools (e.g., SLACK) to provide a platform for GPAC members to communicate with each other (*it was noted by the City Attorney that would have to be done in a format that the public can view due to Brown Act restrictions*)

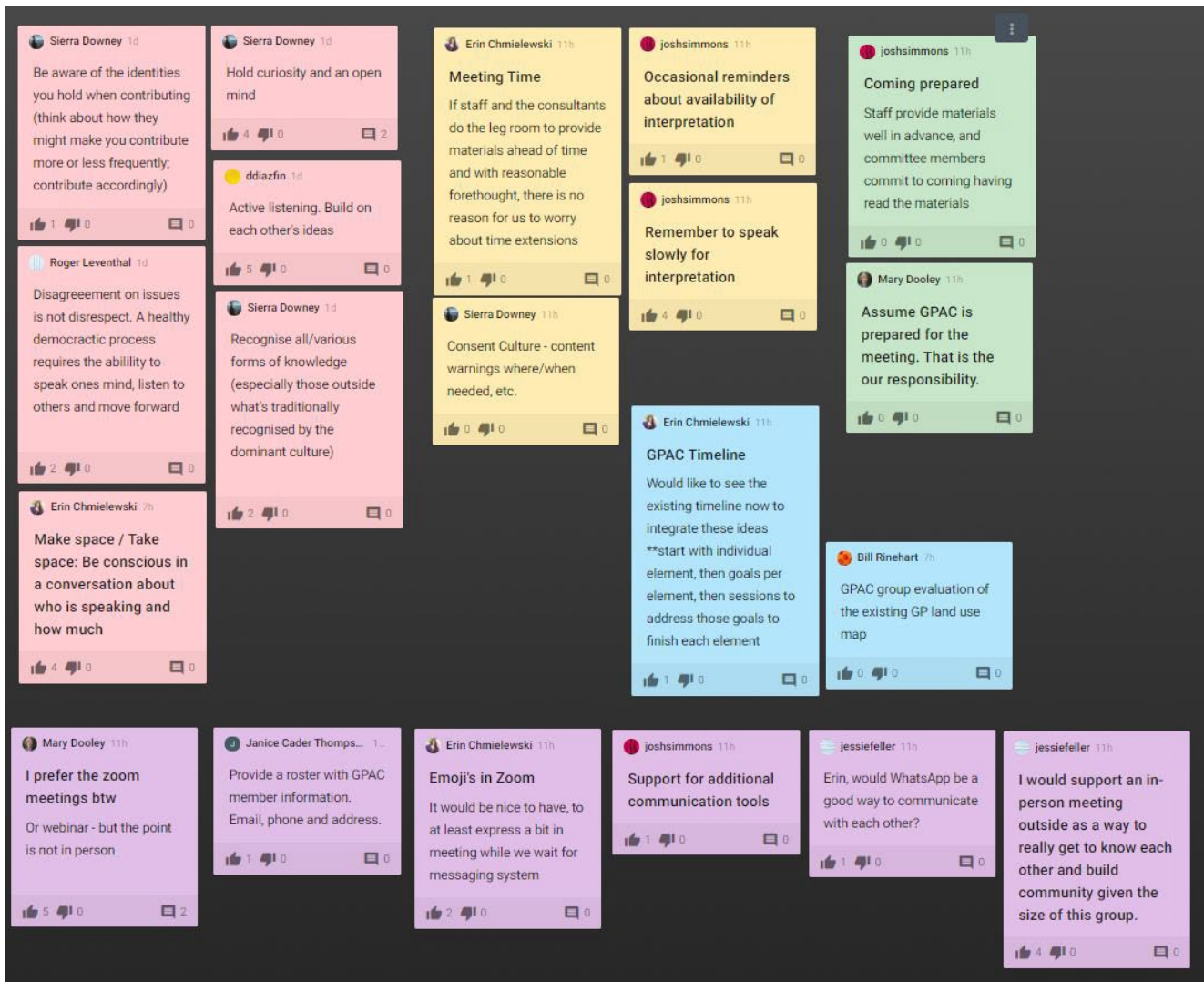


Image of the input received (generally organized by topic) through the virtual whiteboard that was used to collect feedback from GPAC members during the meeting

GPAC Role

After discussing the Group agreements, the project team presented an overview of the GPAC roles and responsibilities, followed by a GPAC discussion. A summary of key themes from the discussion are organized by the prompting question that were asked below:

How can the GPAC best contribute to the General Plan update process?

- Help engage the public to make sure multiple perspectives are represented throughout the outreach process.
- Use the existing General Plan as a foundation to provide direction and help shape the update.
- Utilize GPAC expertise in particular topic areas.
- Consider additional small working group meetings as needed.
- Make sure that all GPAC feedback gets forwarded on to City Council.

- Review content and resources provided prior to meetings (provided 5 days in advance if possible)

Is it OK if GPAC meetings run longer? When should the public provide comments at GPAC meetings?

- Consider public comment in the beginning/middle so the public doesn't have to wait.
- Keep the public comment at the end of the meeting so they have to opportunity to hear GPAC members prior to commenting and keep the meetings efficient.
- Check in on meeting timing throughout the meeting and decide if the group would like to extend any particular meetings as necessary.

When should GPAC polling and/or roll call voting occur in the process?

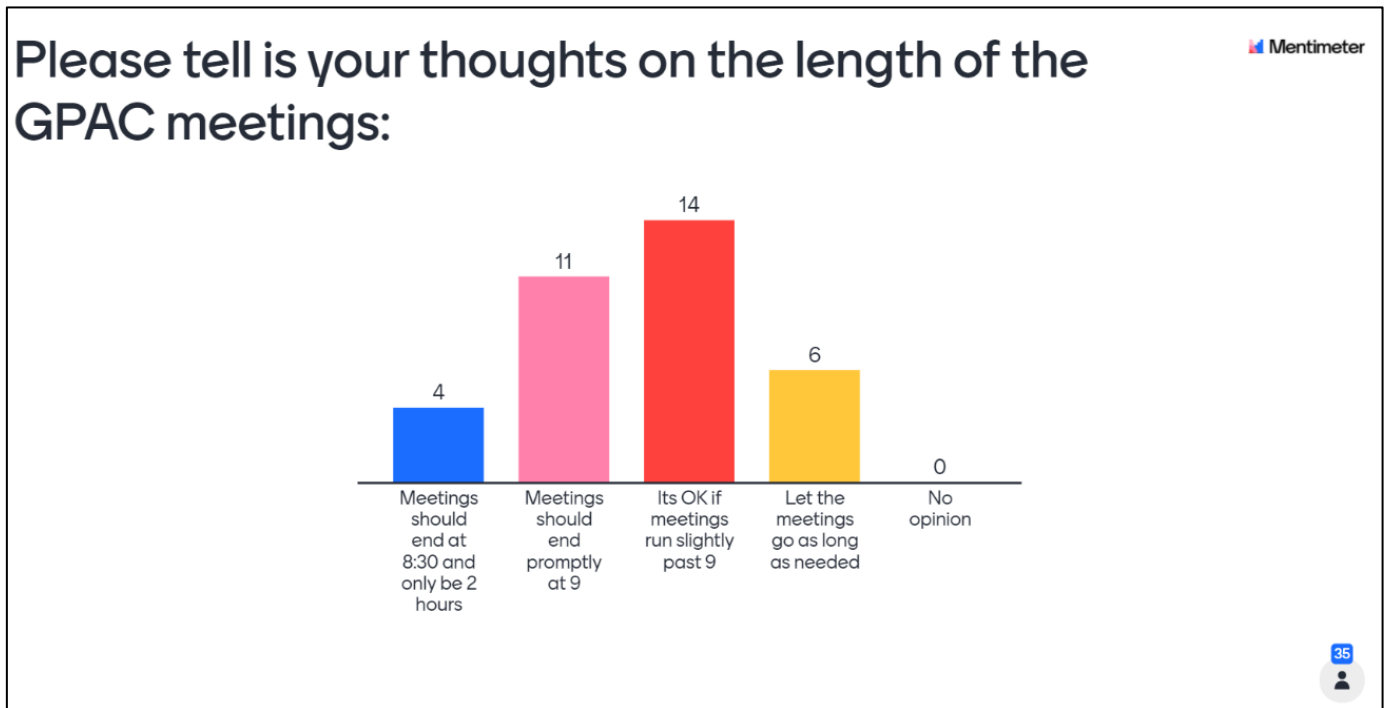
- Simple thumbs up and down exercise (physically on video or with use of reaction emojis on Zoom platform) is helpful to know what others are thinking.
- Real-time polling allows for anonymity and “shades of grey” that are not possible with roll call voting
- Some questions merit more than a majority vote.
- A discussion prior to roll call vote is important.
- Roll call votes take a relatively long time.

Do you know of any specific meeting interactive tools that would be helpful?

- Utilize breakout groups more efficiently.
- Utilize zoom built-in emojis/reactions.

Meeting Timing: All Meeting Participant Live Poll

Following the discussion about the GPAC’s role, all meeting participants were invited to partake in a live poll to demonstrate how live polling could be used at GPAC meetings. The poll started with an ice breaker followed by a question about the length of the GPAC meetings. The following are the results showing that nearly half of the 36 participants that took the poll suggested that it was ok to go slightly past the 9pm end time for the GPAC meetings, while about a third suggested that the meetings should end promptly at 9pm.



Meeting Timing: GPAC Roll Call Vote

The GPAC was then asked to take a roll call vote regarding if the meetings timeframe and if they should end promptly at 9:00pm. Of the 19 GPAC members that voted, 12 voted No, reflecting their view that going past 9pm at times was tolerable.

Following the roll call vote, GPAC members were given the opportunity to comment on the results. Key takeaways from those comments were as follows:

- General consensus was it is OK to go longer than 9:00pm at times if needed
- Try to keep it as much on time as possible, respecting GPAC's and participants time and related time constraints

General Plan Topics

The GPAC was asked to brainstorm topics that they would like to discuss at future GPAC Meetings. For this brainstorm activity a virtual whiteboard (Padlet) was used to gather and organize thoughts. The board had over 50 submitted ideas, comments, and questions. A summary of the brainstorm is organized by topic below:

Climate Change, Sustainability and Resilience

- Climate Change, Mitigation, and Adaption
- Climate Justice
- Community-rooted climate resilience that centers culturally-relevant and community knowledge
- Nature-based solutions
- Food Sheds and Fiber Sheds – how can we build these systems to support our climate resilience and local economies?
- Long-term wildfire prevention standards

Watershed and Water Systems

- Water as the major future limitation
- Wastewater
- Preserve watersheds, wetlands, mature trees

Open Space and Recreation

- Embrace the river as a centered part of the community
- Better access to the river
- Dedicated greenways
- 10-minute walk to park/nature for all
- Access to free recreational activities

Active Transportation

- Pedestrian safety/vision zero
- Pedestrian friendly downtown
- Protected bike lanes
- Pedestrian and bike trails connecting east and west Petaluma
- Trails along the river and connecting to the river

Parking

- Parking maximums

- Parking demand management

Reimagining Spaces

- Parking repurposed for a different use
- Permanent outdoor seating for restaurants
- Future of fairgrounds

Economy

- Small business support
- Business development
- Moving away from retail and service sector economy
- Local employment

Land Use, Zoning and Historic Preservation

- Need for finding a balance in housing and preserving farm land and open space
- Flood plain development
- Retrofitting Sprawl
- Quality Mixed use Neighborhoods
- Transit-oriented development standards and re-zoning
- Radical rezoning for commercial and appropriate industrial space
- City-sponsored maker-spaces or food vendor spaces to allow lower income individuals to start businesses with lower overhead
- Public Civic Spaces

Housing

- Affordable-, Low-, and Middle-income housing
- Houseless-centered systems for supporting houseless neighbors

Community Care and Equal Access

- Community-based solutions
- Redistribution of resources when it comes to law enforcement
- Broadband internet for those not connected
- Proactive Partnerships
- Affordable Childcare

Social and Racial Justice

- Reparations for racial injustice
- Strive for ethnic, racial and class friendly City
- LGBTQIA+ Friendly (Lesbian, Gay, Bisexual, Transgender, Queer, Intersexual, Asexual)
- ADA Friendly
- Age Friendly

Hard Hitting Questions

- How can we improve all Petaluman's quality of life through this General Plan? What are the best practices from leading communities?

- How do we honor in our process the histories of communities in our larger Petaluma community who have been oppressed? Especially when thinking about certain buildings/spaces/locations/place names and histories.
- How do we plan for the 21st century (Post COVID) economic development and city finances?
- What does it mean to be a healthy neighborhood?
- What is the reality of construction costs and are there ways to contain them through quality planning?
- What is the feasibility of removing single-family zoning?
- What does a Just Transition in Petaluma look/feel like?
- How can this plan prioritize conflicts – housing, transportation, climate change?
- How do we accomplish the General Plan Goals while preserving Petaluma’s historic character?

Virtual Brainstorm Board (note this image is included to show the amount of submitted comments, all comments are captured above and in the Appendix)

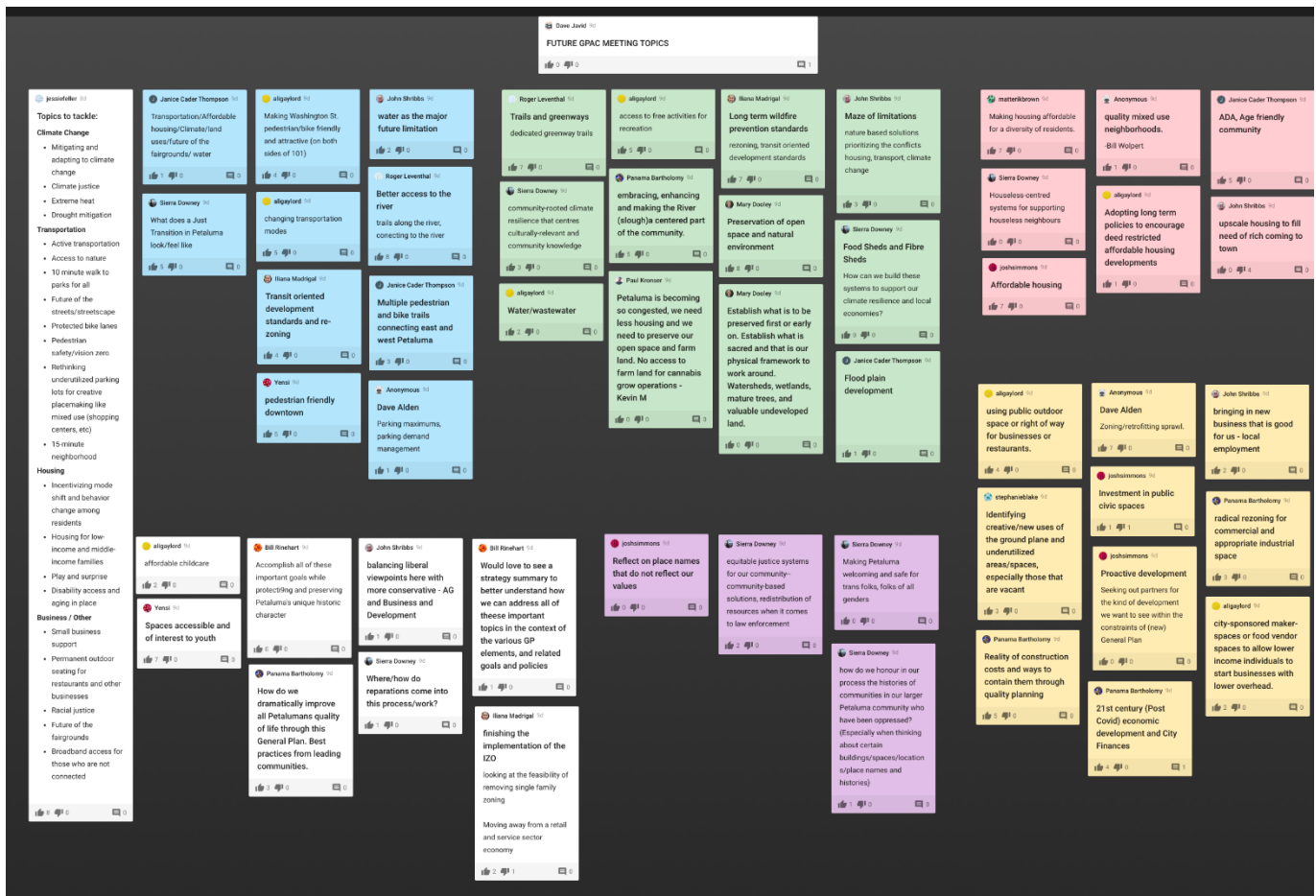


Image of the input received (generally organized by topic) through the virtual whiteboard that was used to collect feedback from GPAC members during the meeting

Janice Cader Thompson 9d
Transportation/Affordable housing/Climate/land uses/future of the fairgrounds/ water
1 like, 0 replies

aligayford 9d
Making Washington St. pedestrian/bike friendly and attractive (on both sides of 101)
4 likes, 0 replies

John Shribbs 9d
water as the major future limitation
2 likes, 0 replies

Sierra Downey 9d
What does a Just Transition in Petaluma look/feel like
5 likes, 0 replies

aligayford 9d
changing transportation modes
5 likes, 0 replies

Roger Leventhal 9d
Better access to the river
trails along the river, connecting to the river
8 likes, 1 reply

Iliana Madrigal 9d
Transit oriented development standards and re-zoning
4 likes, 0 replies

Janice Cader Thompson 9d
Multiple pedestrian and bike trails connecting east and west Petaluma
3 likes, 0 replies

Yensi 9d
pedestrian friendly downtown
5 likes, 0 replies

Anonymous 9d
Dave Alden
Parking maximums, parking demand management
1 like, 0 replies

matterkbrown 9d
Making housing affordable for a diversity of residents.
7 likes, 0 replies

Anonymous 9d
quality mixed use neighborhoods.
-Bill Wolpert
1 like, 0 replies

Janice Cader Thompson 9d
ADA, Age friendly community
5 likes, 0 replies

Sierra Downey 9d
Houseless-centred systems for supporting houseless neighbours
0 likes, 0 replies

aligayford 9d
Adopting long term policies to encourage deed restricted affordable housing developments
7 likes, 0 replies

John Shribbs 9d
upscale housing to fill need of rich coming to town
0 likes, 4 replies

joshaimmons 9d
Affordable housing
7 likes, 0 replies

aligayford 9d
using public outdoor space or right of way for businesses or restaurants.
4 likes, 0 replies

Dave Alden 9d
Zoning/retrofitting sprawl.
7 likes, 0 replies

John Shribbs 9d
bringing in new business that is good for us - local employment
2 likes, 0 replies

stephanieblake 9d
Identifying creative/new uses of the ground plane and underutilized areas/spaces, especially those that are vacant
1 like, 1 reply

joshaimmons 9d
Investment in public civic spaces
1 like, 1 reply

Panama Bartholomy 9d
radical rezoning for commercial and appropriate industrial space
3 likes, 0 replies

joshaimmons 9d
Proactive development
Seeking out partners for the kind of development we want to see within the constraints of (new) General Plan
5 likes, 0 replies

aligayford 9d
city-sponsored maker-spaces or food vendor spaces to allow lower income individuals to start businesses with lower overhead.
2 likes, 0 replies

Panama Bartholomy 9d
Reality of construction costs and ways to contain them through quality planning
0 likes, 0 replies

Panama Bartholomy 9d
21st century (Post Covid) economic development and City Finances
4 likes, 0 replies

aligayford 9d
affordable childcare
2 likes, 0 replies

Yensi 9d
Spaces accessible and of interest to youth
7 likes, 0 replies

Bill Rinehart 9d
Accomplish all of these important goals while protecting and preserving Petaluma's unique historic character
0 likes, 0 replies

John Shribbs 9d
balancing liberal viewpoints here with more conservative - AG and Business and Development
1 like, 0 replies

Bill Rinehart 9d
Would love to see a strategy summary to better understand how we can address all of these important topics in the context of the various GP elements, and related goals and policies
1 like, 0 replies

Sierra Downey 9d
equitable justice systems for our community-- community-based solutions, redistribution of resources when it comes to law enforcement
2 likes, 0 replies

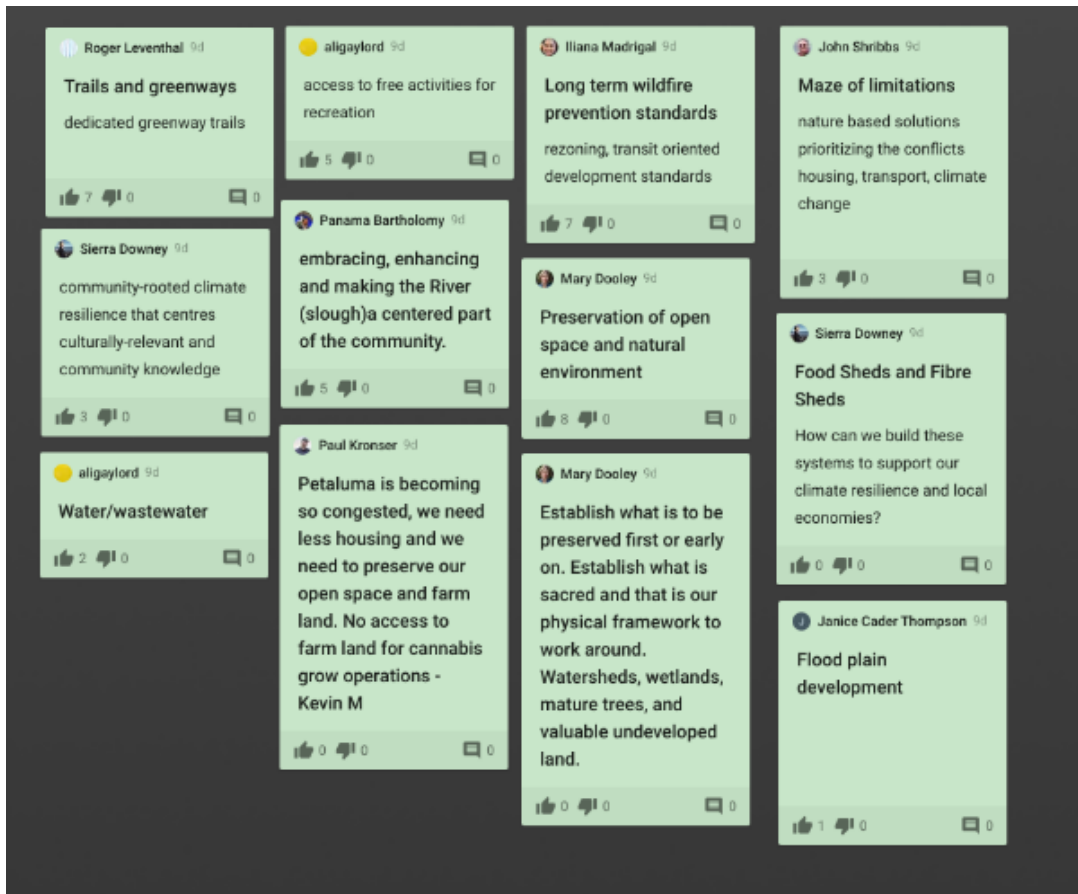
Sierra Downey 9d
Making Petaluma welcoming and safe for trans folks, folks of all genders
0 likes, 0 replies

Panama Bartholomy 9d
How do we dramatically improve all Petalumans quality of life through this General Plan. Best practices from leading communities.
3 likes, 0 replies

Sierra Downey 9d
Where/how do reparations come into this process/work?
1 like, 0 replies

Iliana Madrigal 9d
finishing the implementation of the IZO
looking at the feasibility of removing single family zoning
Moving away from a retail and service sector economy
2 likes, 1 reply

Sierra Downey 9d
how do we honour in our process the histories of communities in our larger Petaluma community who have been oppressed? (Especially when thinking about certain buildings/spaces/locations/place names and histories)
1 like, 0 replies



Zoomed in images of the input received (generally organized by topic) through the virtual whiteboard that was used to collect feedback from GPAC members during the meeting

Public Comment

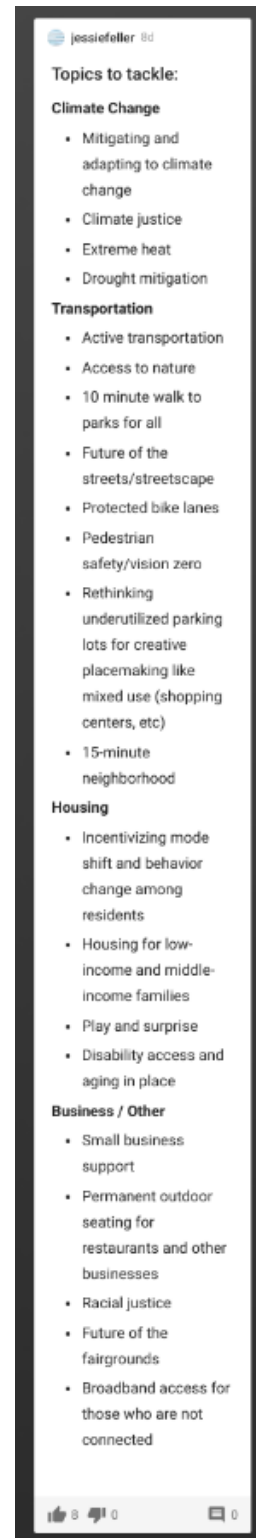
The following is a summary of the comments received from the meeting participants during the public comment section.

- Meeting has reestablished my confidence in the public advisory committee
- See racial justice review of building, street names and trail names worked into the General Plan process.
- Petaluma residents leaving after getting educated, create more tech jobs to keep these people here
- Support small local businesses with how devastating this last year has been for the downtown community.

Final GPAC Thoughts

GPAC members then provided closing thoughts prior to close of the meeting which included the following:

- Find a way for GPAC members to get notified when new articles/content are up on the website.
- Utilize messaging tools (e.g. SLACK) for updates on website and other alerts
- Gratitude for the meeting and reset.
- Names of streets and places in Petaluma should be revisited that no longer reflect our values.
- Create better jobs and an economy that is well more diversified.



Wrap-up and Next Steps

Dave Javid provided information about next steps for the GPAC in the General Plan Update process including:

- Next GPAC Meeting #3: June 17th, 2021
 - o GPAC Draft Group Agreements
 - o GPAC Meeting #2 Debrief
 - o Brainstorm Issues and Opportunities

The meeting was adjourned at approximately 9 pm.

For the meeting agenda, presentation, meeting recording and other information, please visit:

www.planpetaluma.org

APPENDIX

The following is a transcription of all of the comments received from GPAC members on the virtual engagement boards during the meeting.

GPAC GROUP AGREEMENTS

Be aware of the identities you hold when contributing (think about how they might make you contribute more or less frequently; contribute accordingly) – *Sierra Downey*

Disagreement on issues ins not disrespect. A healthy democratic process requires the ability to speak ones mind, listen to others and move forward – *Roger Leventhal*

Hold Curiosity and an open mind – *Sierra Downey*

Active listening. Build on each others ideas – *Delia Diaz*

Recognize all/various forms of knowledge (especially those outside what's traditionally recognized by the dominant culture) – *Sierra Downey*

Meeting Time: If staff and the consultants do the leg room to provide materials ahead of time and with reasonable forethought, there is no reason for us to worry about time extensions – *Erin Chimelewski*

Consent Culture - content warnings where/when needed, etc. – *Sierra Downey*

Occasional reminders about availability of interpretation – *Joshsimmons*

Remember to speak slowly for interpretation – *Joshsimmons*

GPAC Timeline: Would like to see the existing timeline now to integrate these ideas

**start with individual element, then goals per element, then sessions to address those goals to finish each element- *Erin Chimielewski*

GPAC group evaluation of the existing GP land use map – *Bill Rinehart*

Coming Prepared: Staff provide materials well in advance, and committee members commit to coming having read the materials – *Joshsimmons*

Assume GPAC is prepared for the meeting. That is the our responsibility. – *Mary Dooley*

I prefer the zoom meetings btw. Or webinar – but the point is not in person – *Mary Dooley*

Provide a roster with GPAC member information. Email, phone and address – *Janice Cader Thompson*

It would be nice to have, to at least express a bit in meeting while we wait for messaging system – *Erin Chimelewski*

Support for additional communication tools – *joshsimmons*

Erin, would WhatsApp be a good way to communicate with each other? – *jessiefeller*

I would support an in-person meeting outside as a way to really get to know each other and build community given the size of this group. – *jessiefeller*

FUTURE GPAC MEETING TOPICS

Topics to tackle:

Climate Change

- Mitigating and adapting to climate change
- Climate justice
- Extreme heat
- Drought mitigation

Transportation

- Active transportation
- Access to nature
- 10 minute walk to parks for all
- Future of the streets/streetscape
- Protected bike lanes
- Pedestrian safety/vision zero
- Rethinking underutilized parking lots for creative placemaking like mixed use (shopping centers, etc)
- 15-minute neighborhood

Housing

- Incentivizing mode shift and behavior change among residents
- Housing for low-income and middle-income families
- Play and surprise
- Disability access and aging in place

Business / Other

- Small business support
- Permanent outdoor seating for restaurants and other businesses
- Racial justice
- Future of the fairgrounds
- Broadband access for those who are not connected

-Jessiefeller

Transportation/Affordable housing/Climate/land uses/future of the fairgrounds/ water – *Janice Cader Thompson*

What does a Just Transition in Petaluma look/feel like – *Sierra Downey*

Making Washington St. pedestrian/bike friendly and attractive (on both sides of 101) – *aligaylord*

Changing transportation modes – *aligaylord*

Transit oriented development standards and re-zoning – *Illiana Madrigal*

Water as the major future limitation – *John Schribbs*

Better access to the river trails along the river connecting to the river– *Roger Leventhal*

Multiple pedestrian and bike trails connecting east and west Petaluma – *Janice Cader Thompson*

Pedestrian friendly downtown – *Yensi*

Parking Maximums, parking demand management – *Dave Alden*

affordable childcare – *aligaylord*

Spaces accessible and of interest to youth – *Yensi*

Accomplish all of these important goals while protecting and preserving Petaluma's unique historic character – *Bill Rinehart*

How do we dramatically improve all Petalumans quality of life through this General Plan. Best practices from leading communities. – *Panama Bartholomy*

balancing liberal viewpoints here with more conservative - AG and Business and Development – *John Shribbs*

Where/how do reparations come into this process/work? – *Sierra Downey*

Would love to see a strategy summary to better understand how we can address all of these important topics in the context of the various GP elements, and related goals and policies – *Bill Reinehart*

Finishing the implementation of the IZO looking at the feasibility of removing single family zoning. Moving away from a retail and service sector economy – *Iliana Madrigal*

Trails and greenways dedicated greenway trails – *Roger Leventhal*

Community rooted climate resilience that centers culturally-relevant and community knowledge – *Sierra Downey*

Water/wastewater – *aligaylord*

Access to free activities for recreation – *aligaylord*

embracing, enhancing and making the River (slough)a centered part of the community. – *Panama Bartholomy*

Petaluma is becoming so congested, we need less housing and we need to preserve our open space and farm land. No access to farm land for cannabis grow operations - *Kevin M*

Long term wildfire prevention standards rezoning, transit oriented development standards – *Iliana Madrigal*

Preservation of open space and natural environment – *Mary Dooley*

Establish what is to be preserved first or early on. Establish what is sacred and that is our physical framework to work around. Watersheds, wetlands, mature trees, and valuable undeveloped land. – *Mary Dooley*

Maze of limitations nature based solutions prioritizing the conflicts housing, transport, climate change – *John Shribbs*

Food Sheds and Fibre Sheds How can we build these systems to support our climate resilience and local economies? – *Sierra Downey*

Flood plain development – *Janice Cader Thompson*

Reflect on place names that do not reflect our values – *Joshsimmons*

equitable justice systems for our community--community-based solutions, redistribution of resources when it comes to law enforcement – *Sierra Downey*

Making Petaluma welcoming and safe for trans folks, folks of all genders – *Sierra Downey*

how do we honour in our process the histories of communities in our larger Petaluma community who have been oppressed? (Especially when thinking about certain buildings/spaces/locations/place names and histories) – *Sierra Downey*

Making housing affordable for a diversity of residents. – *matterikbrown*

Houseless-centred systems for supporting houseless neighbours – *Sierra Downey*

Quality mixed use neighborhoods – *Bill Wolpert*

Affordable housing – *joshsimmons*

Adopting long term policies to encourage deed restricted affordable housing developments – *aligaylord*

ADA, Age friendly community – *Janice Cader Thompson*

Upscale housing to fill need of rich coming to town – *John Shribbs*

using public outdoor space or right of way for businesses or restaurants. – *aligaylord*

Identifying creative/new uses of the ground plane and underutilized areas/spaces, especially those that are vacant – *stephanieblake*

Reality of construction costs and ways to contain them through quality planning – *Panama Bartholomy*

Zoning/retrofitting sprawl – *Dave Alden*

Investment in public civic space – *joshsimmons*

Proactive development: Seeking out partners for the kind of development we want to see within the constraints of (new) General Plan – *joshsimmons*

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bringing in new business that is good for us - local employment – *John Shribbs*

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city-sponsored maker-spaces or food vendor spaces to allow lower income individuals to start businesses with lower overhead. - *aligaylord*