

Youth Visioning Survey

Preliminary Summary

December 2021

Introduction

Following the initial round of visioning engagement efforts in Fall 2021, the General Plan team identified groups within the community that engagement efforts to-date were not reaching. One of the groups that was in need of further engagement were Petaluma's Youth. In an effort to integrate all community voices the General Plan team conducted further engagement specific to youth which took the form of an online Visioning Survey.

Preliminary Summary

This document summarizes initial youth input from the Visioning Survey. The survey opened December 2, 2021 and will remain open until January 16, 2022. This survey aims to capture youth perspectives on what is working in Petaluma, what needs to change, and what priorities to focus on for the future.

The survey features five questions, all responses collected before December 22, 2021, were summarized into themes and organized by question below:

1. Petaluma's Future Headline – Dreaming Big

- Sustainable Innovation/Pushing Boundaries
 - Future ensured and led by sustainability
- Caring for the Whole
 - Dignified community care, all means all
 - Responsible growth that respects tension between growth and small-town feel
- Connection Between Humans and the Environment
 - Active recreation and healthy community
- Vibrant Pride into the Future
 - Preserving traditions and celebrating Petaluma pride
 - Art as a tool for community connection and unity
- Unsure
 - Wary and hesitant of what is ahead

2. What is Working in Petaluma – What Youth Love and are Proud of

- Community Care
 - Non-profit presence and work
- Comfortable Environment
 - Friendly, calm, small family town
 - Familiar setting, all that they have known
- Presence of Options and Stimulation
 - Variety of places to spend time
 - Public art around the community
- Community Spirit and Celebrations
 - Fun events that bring people together
 - Celebrations as Petaluma heritage
- Nothing – No Connection
 - Do not want to stay in Petaluma

3. Opportunities for Change - A better future for all

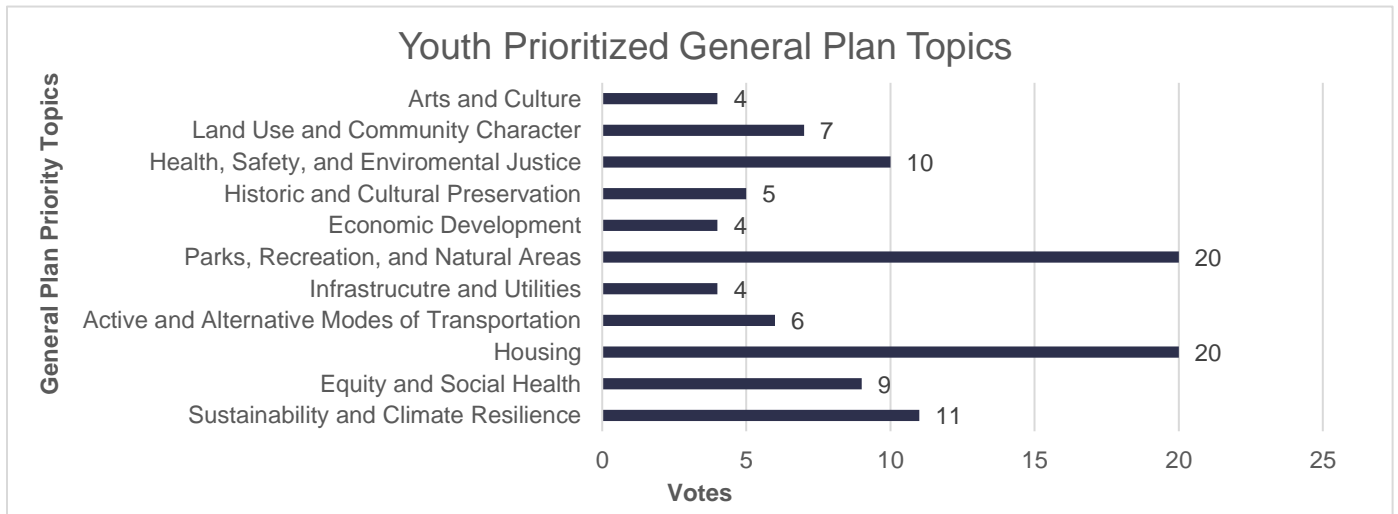
- Representation allows more visibility

- Empathetic City Leaders/Allies/Advocates/Partners
- All Petaluma's need to feel seen and heard
- Safe and Active Mobility Options
 - Free and accessible mobility options
 - People-centered, not car-centered
- Supportive Ecosystem
 - Equitable access to basic necessities – healthy food, open space, jobs opportunities, housing
 - Relationships based in mutualism
- Communication creates connection and visibility
 - Publicize community resources
 - Focus on local economy, uplift local resources in Petaluma

4. General Plan topics that are most important to youth.

The following are the top five topics:

- Parks, Recreation, and Natural Areas
- Housing
- Sustainability and Climate Resilience
- Health, Safety, and Environmental Justice
- Equity and Social Health

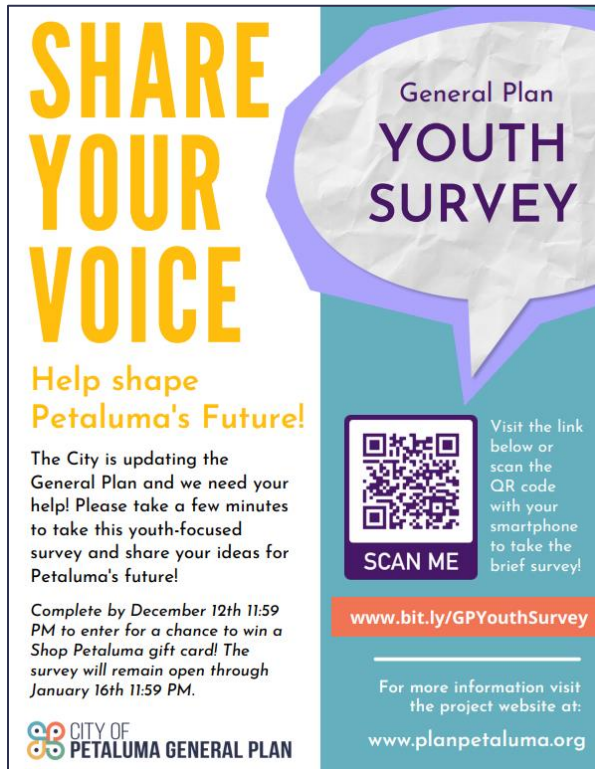


5. Is there anything else you would like us to know as we continue the General Plan Update process?

- Need to include unhoused neighbors and their needs in this process
- Take care of Petaluma residents, don't worry about tourists they will still come
- Keep the charm. Educate the kids. Take care of those that have taken care of us.

Annex

Image 1. Flyer Used to Shared General Plan Youth Survey



The flyer is a vertical rectangular graphic with a teal background. On the left, the text 'SHARE YOUR VOICE' is written in large, bold, yellow capital letters. Below it, 'Help shape Petaluma's Future!' is written in smaller yellow text. A white speech bubble with a purple outline is positioned in the upper right, containing the text 'General Plan YOUTH SURVEY' in purple. Below the speech bubble is a QR code with a purple border and the text 'SCAN ME' underneath. To the right of the QR code, there is a short paragraph of text. Below the QR code and text is a red horizontal bar containing a URL. At the bottom left is the City of Petaluma logo and the text 'CITY OF PETALUMA GENERAL PLAN'. At the bottom right, there is a line of text and another URL.

SHARE YOUR VOICE

Help shape Petaluma's Future!

The City is updating the General Plan and we need your help! Please take a few minutes to take this youth-focused survey and share your ideas for Petaluma's future!

Complete by December 12th 11:59 PM to enter for a chance to win a Shop Petaluma gift card! The survey will remain open through January 16th 11:59 PM.

CITY OF PETALUMA GENERAL PLAN

General Plan
YOUTH SURVEY

SCAN ME

Visit the link below or scan the QR code with your smartphone to take the brief survey!

www.bit.ly/GPYouthSurvey

For more information visit the project website at:
www.planpetaluma.org