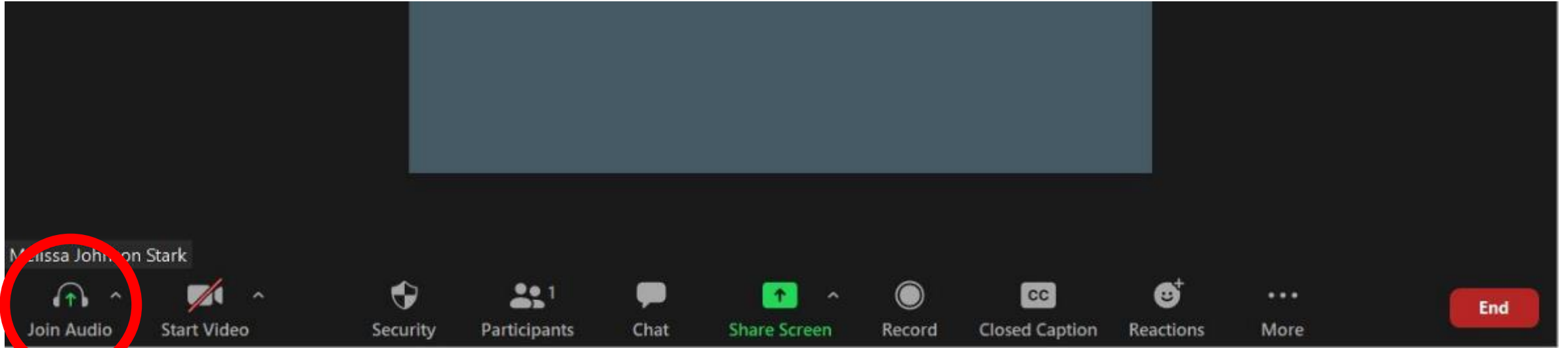


General Plan Advisory Committee Meeting #1

March 18, 2021

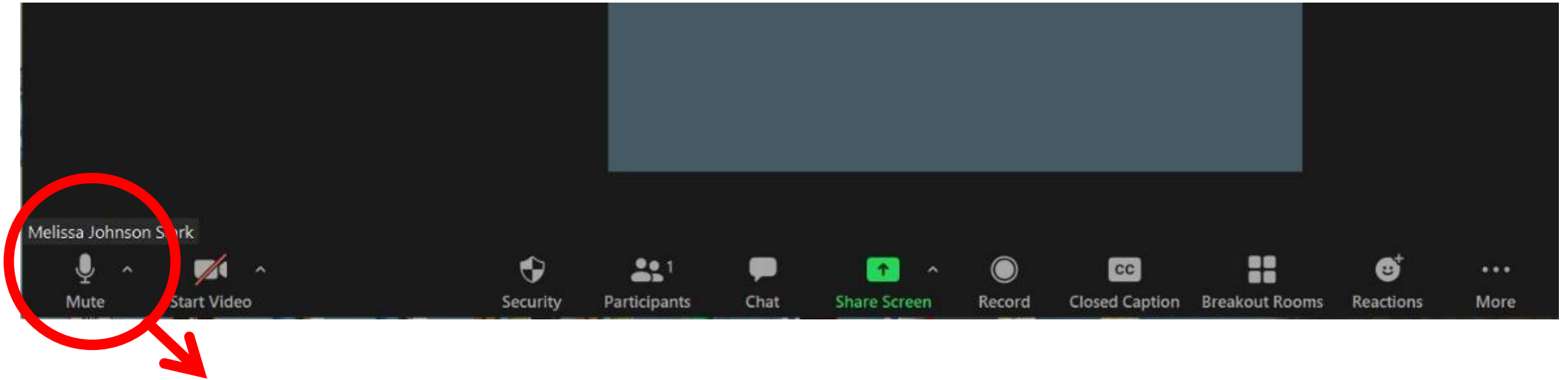
Zoom Instructions



Join Audio

- Two options:
 - *Use your device's audio*
 - *Call in using a cell phone*

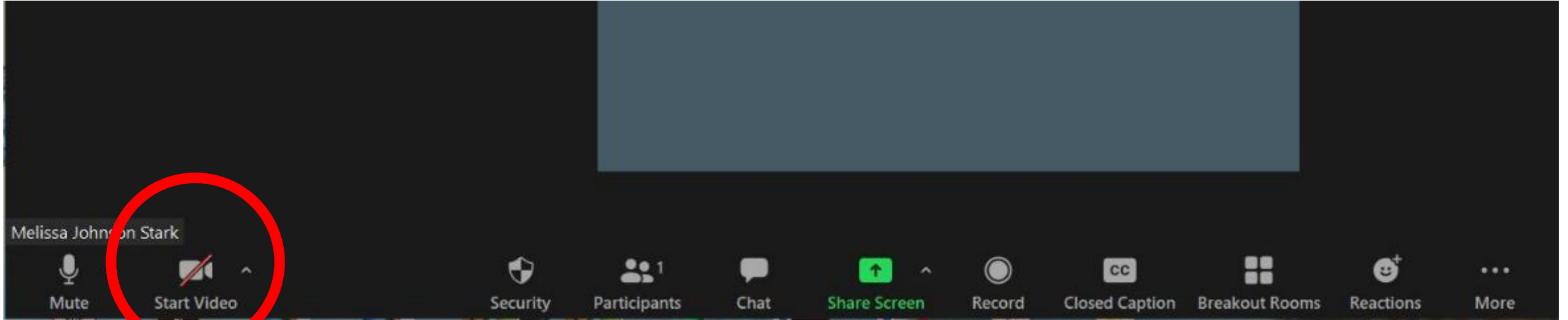
Zoom Instructions



Once Audio is Connected – Please Mute

- Please remain muted until it is your turn to speak
- To un-mute, press the same button

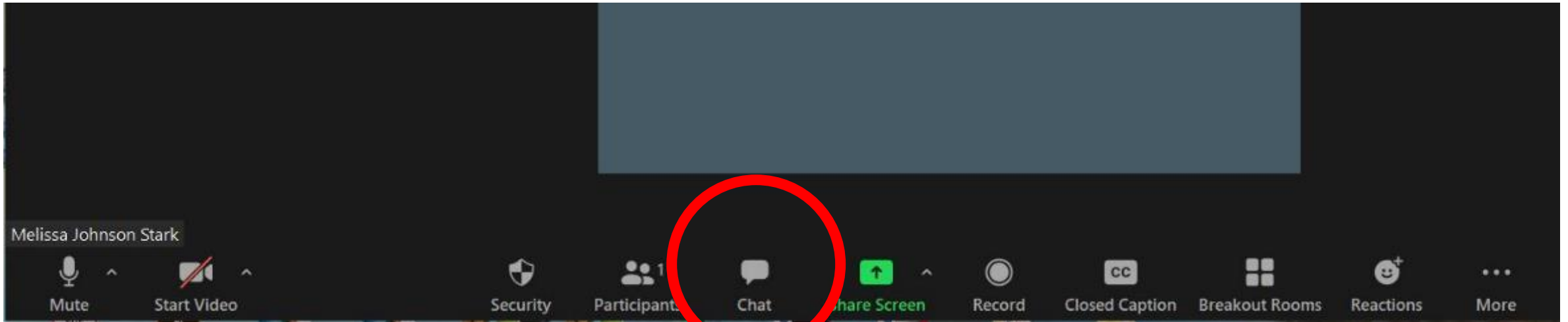
Zoom Instructions



Start Video (GPAC Only)

- **GPAC:** Please keep your camera on for the duration of the meeting
- **Public:** Please keep your camera off unless speaking during public comment

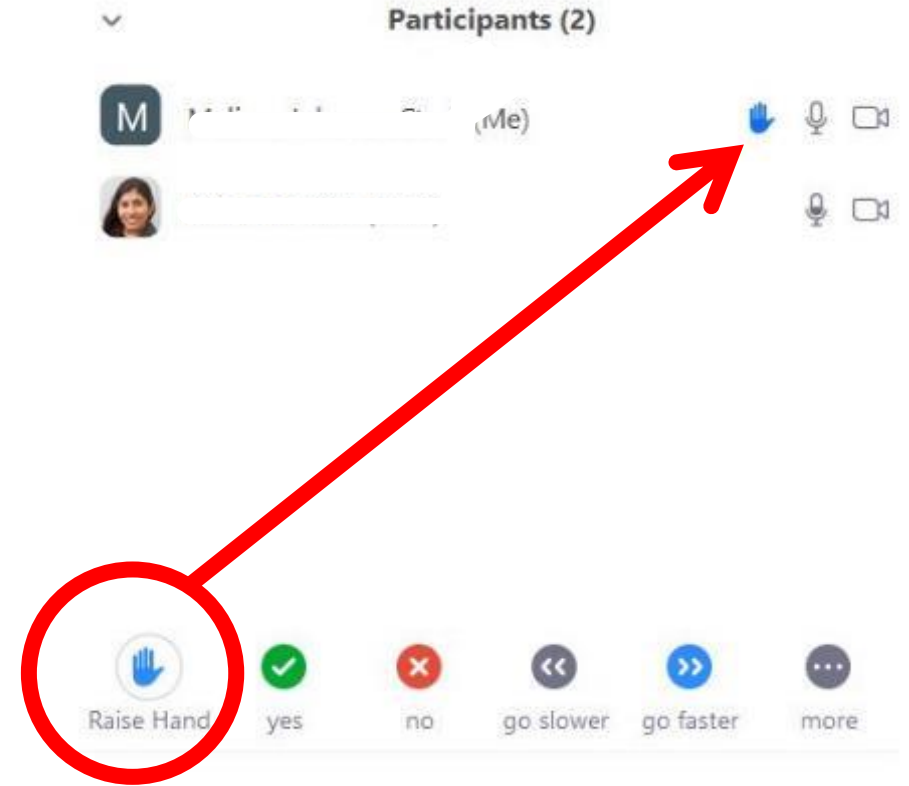
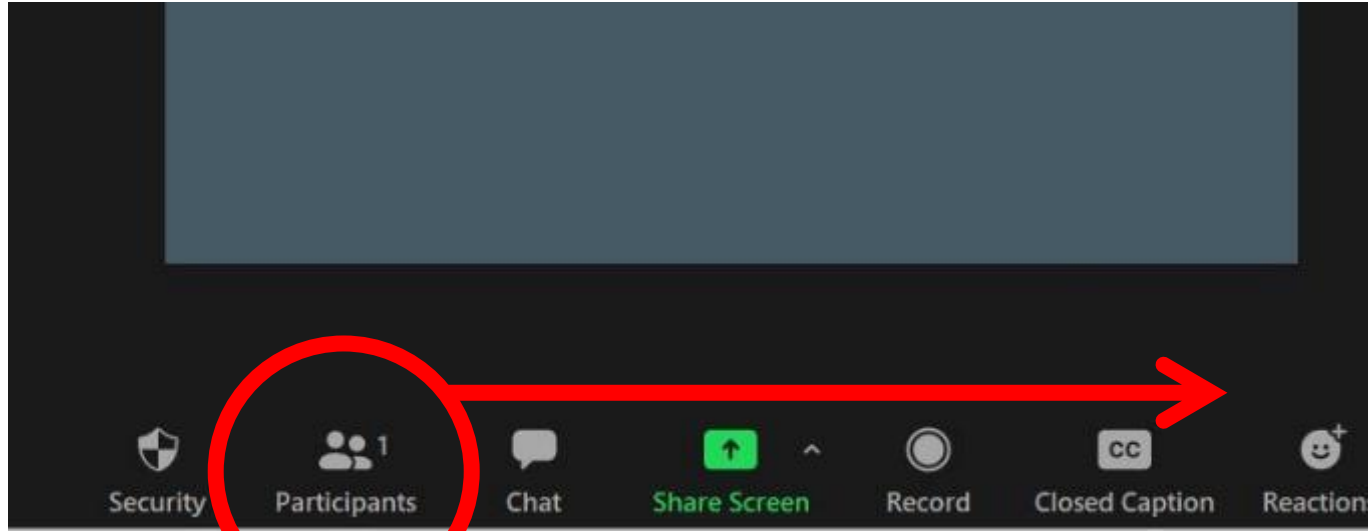
Zoom Instructions



Chat for Questions/Comments

- To submit a question or comment, please use the “Chat” feature. We will address it during public comment (time permitting).

Zoom Instructions



Raise your “Hand” to Speak

- Please use the “Raise Hand” feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.
- **Public:** Please only raise your hand during public comment.

Welcome to the GPAC!

Meeting Objectives

- Initiate the General Plan Advisory Committee
- Discuss GPAC roles and responsibilities
- Provide an overview of the General Plan process
- Provide an overview of the Brown Act

Introductions

City Staff and Consultants

- Peggy Flynn (City Manager)
- Heather Hines (CDD)
- Christina Paul (Project Manager)
- Eric Danly (City Attorney)
- Eric Roberts (Zoom Moderator)
- Matt Raimi (R+A)
- Ron Whitmore (R+A)
- Kelsey Hubbard (R+A)
- Dave Javid (Plan to Place)
- Paul Kronser (Plan to Place)

Consultant team

Raimi + Associates

Project Lead, Land Use, Urban Design, Environmental Justice, Sustainability, & Community Engagement

Rincon Consultants

Environmental Analysis & EIR

Strategic Economics

Economic Analysis & Market Feasibility

Veronica Tam Associates

Housing Element

Fehr & Peers

Transportation, Traffic & Circulation

Sherwood Design Engineers

Infrastructure

Plan to Place

Community Engagement

Cultural Planning Group

Arts & Cultural Analysis

Greensfelder Real Estate Strategy

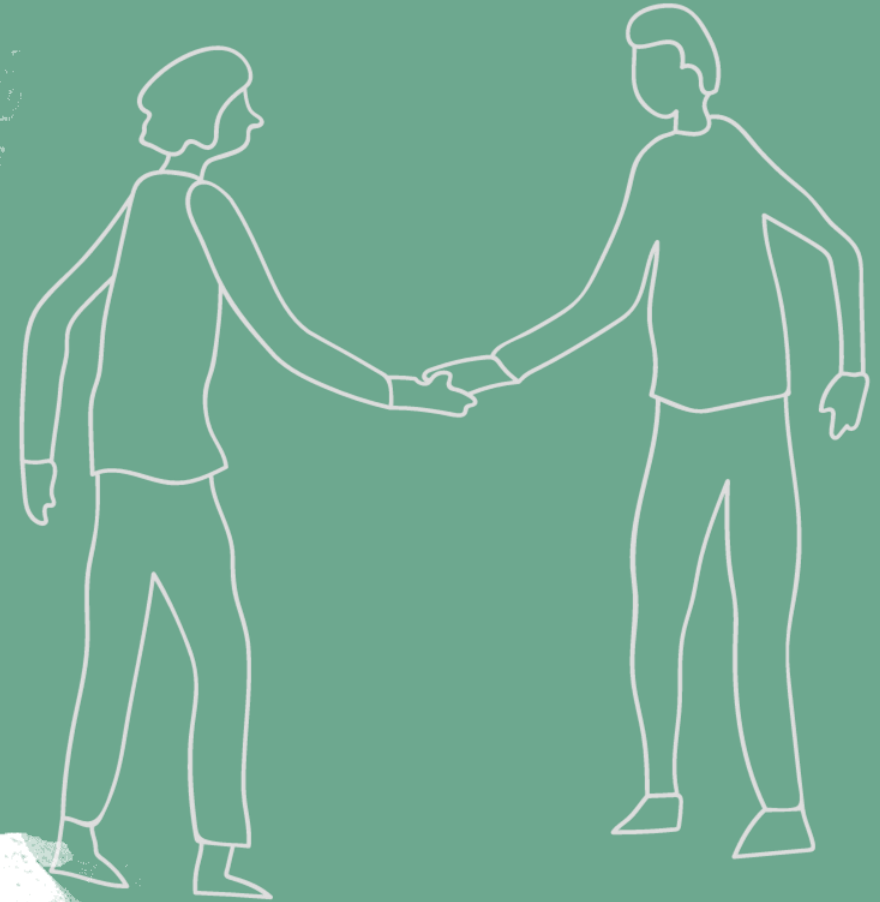
Retail Resilience

Page & Turnbull

Historic & Cultural Resources Analysis

GPAC Introductions

- Let's get to know each other!
Please share:
 - Your name
 - How long you have lived in Petaluma
 - Favorite place in Petaluma
 - Why you applied to be on GPAC
- *Please try and stick to no more than 2 minutes!*



GPAC Members

- Dave Alden
- Panama Bartholomy
- Stephanie Blake
- Phil Boyle
- Matt Brown
- Erin Chmielewski
- Delia Diaz
- Mary Dooley
- Sierra Downey
- Jessie Feller
- Ali Gaylord
- Yensi Jacobo
- Roger Leventhal
- Iliana Inzunza Madrigal
- Roberto Rosila Mares
- Kris Rebillot
- Bill Rinehart
- John Shribbs
- Joshua Riley Simmons
- Janice Cader Thompson
- Bill Wolpert

Approximately 2 minutes please!

00 : 02 : 00

Change Clock Type
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): -- --

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

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Start Pause Stop

GPAC Roles and Responsibilities

GPAC Purpose

- 21-member ad-hoc committee
- Provide feedback and guidance
- Help interpret community feedback from engagement activities
- Share ideas and serve as sounding board for new concepts and approaches
- Help develop vision, guiding principles, goals, and policies
- Review plan materials at key milestones
- Connect the GP team with diverse community members
- Spread the word about public engagement activities



Level of Commitment

- Attend GPAC meetings
- Share your ideas – your honest and thoughtful input is critical
- Review materials prior to meetings (sent via email)
- Participate in topic-specific “working groups”
- Attend community workshops and other community meetings (strongly encouraged)
- “Host” General Plan sponsored events with groups you are connected to

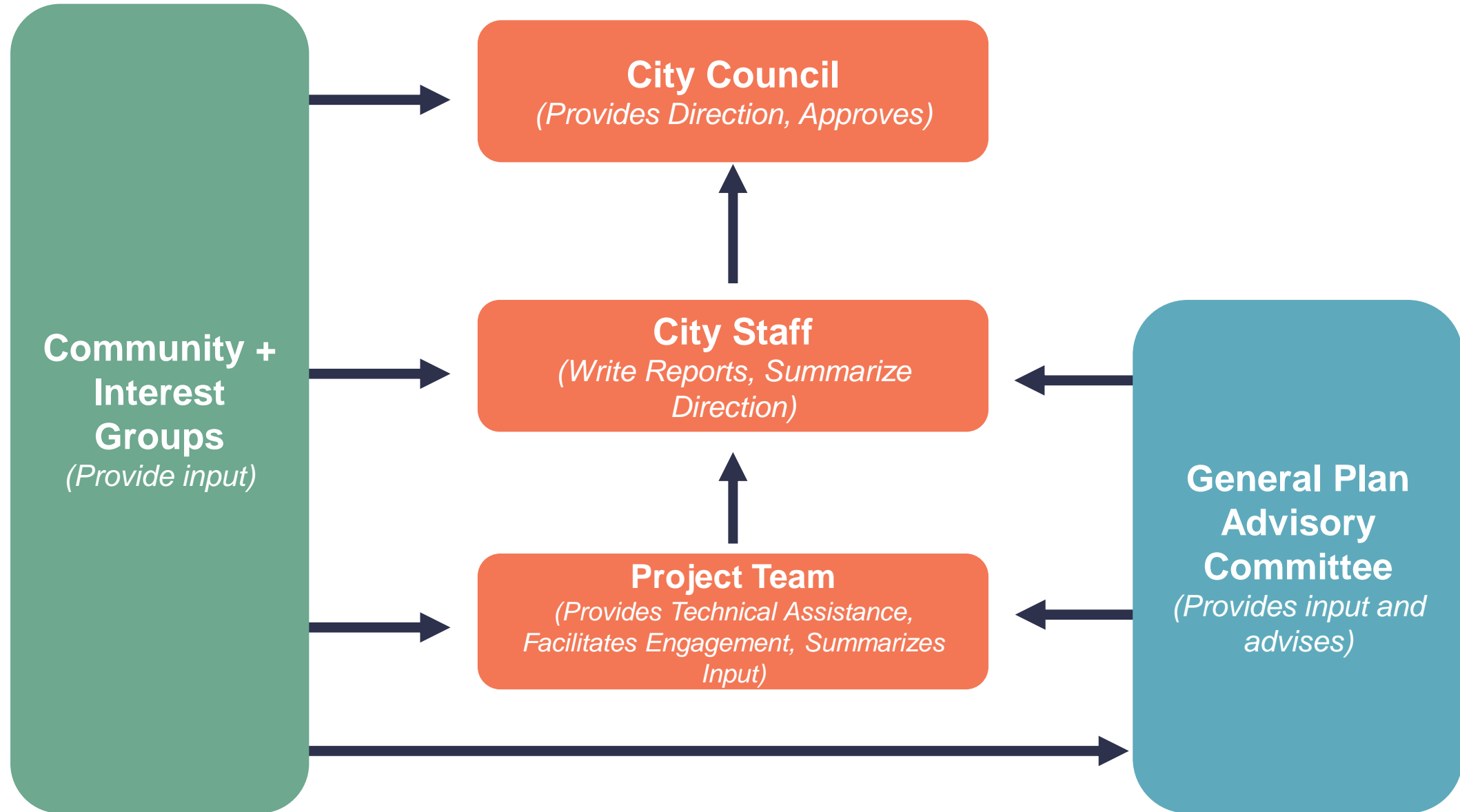
Meeting Format

- The GPAC is not a decision-making body; it provides recommendations to help guide the planning process
- Meetings will be run by the General Plan Team; no Chair or Vice Chair
- Meetings will be dynamic, interactive and informal
- The GPAC will operate in the spirit of consensus
 - Roll call votes will not occur on any specific topic or issue
 - Straw polls (online voting) will occur
- Each member is responsible for communicating his/her position, intentions, and/or concerns
- City staff and the consultant team will draft a meeting summary following each session, which will be used to set broad policy direction

Ground Rules

- Participate in good faith and respect your fellow members
 - Allow space for differences of opinion
 - Operate in the spirit of consensus
 - Ask questions for clarification and mutual understanding
- Be a good listener
 - Share the floor
 - Do not interrupt one another
- Put yourself in each other's shoes – seek to understand diverse viewpoints
- Do not engage in unprofessional, divisive, or disrespectful behavior during or between meetings.
- ***Other....***

Decision Making Process



Public Participation

- All meetings will be open to the public
- Meeting schedules, materials, and notes will be published on the project website
- Meetings will be recorded and televised
- Community members will be invited to participate in meetings, as feasible
 - Questions and comments during meetings as time allows
 - Parallel small group discussions
 - Public comment period at end of each meeting

Discussion Questions

- Are there any other ground rules that should be added?
- Do you have any questions about the role or function of the GPAC?



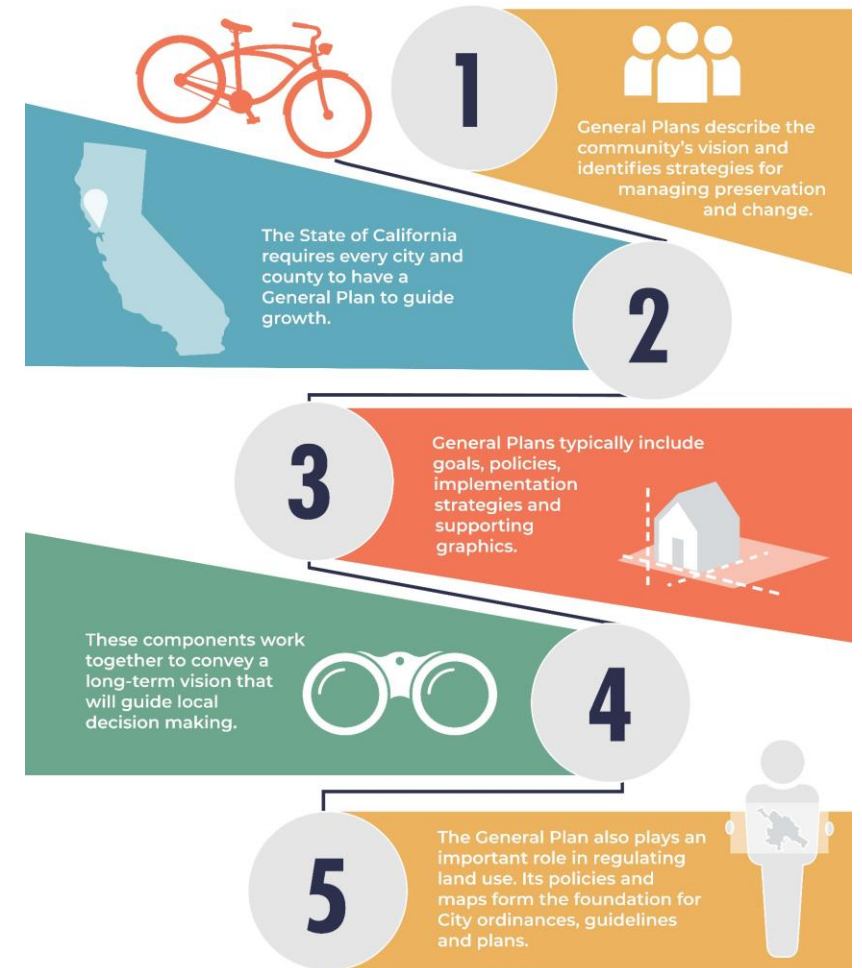
What is a General Plan?

Purpose of a General Plan

- Long-term policy document to **guide the future actions**
- Establishes the **City's vision** for the next 25-30 years
- Preserves and enhances **community strengths**
- Addresses **topics of concern**
- Enables the community to come together to develop a **shared vision for the future**
- **8 required Elements**
 1. Land Use
 2. Circulation
 3. Housing
 4. Noise
 5. Conservation
 6. Safety
 7. Open Space
 8. Environmental Justice

WHAT IS A GENERAL PLAN?

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



Why Update the General Plan?

- Refresh existing General Plan
- Hold a “community conversation” about growth
- Address critical topics affecting Petaluma
 - Housing
 - Sea level rise
 - Wildfire risk
 - Health and equity
 - Mobility
 - Economy
- Address new State requirements
- Integrate the General Plan with other documents and processes
- Holistically integrate the Housing Element with the General Plan



Key Outcomes

A successful General Plan will result in:

- An active and engaged community
- Citywide consensus on the City's direction
- Strategies to address housing challenges
- A plan to achieve carbon neutrality by 2030
- Address social equity challenges
- Integration with other City documents and initiatives
- An approach to implement, evaluate and monitor the General Plan

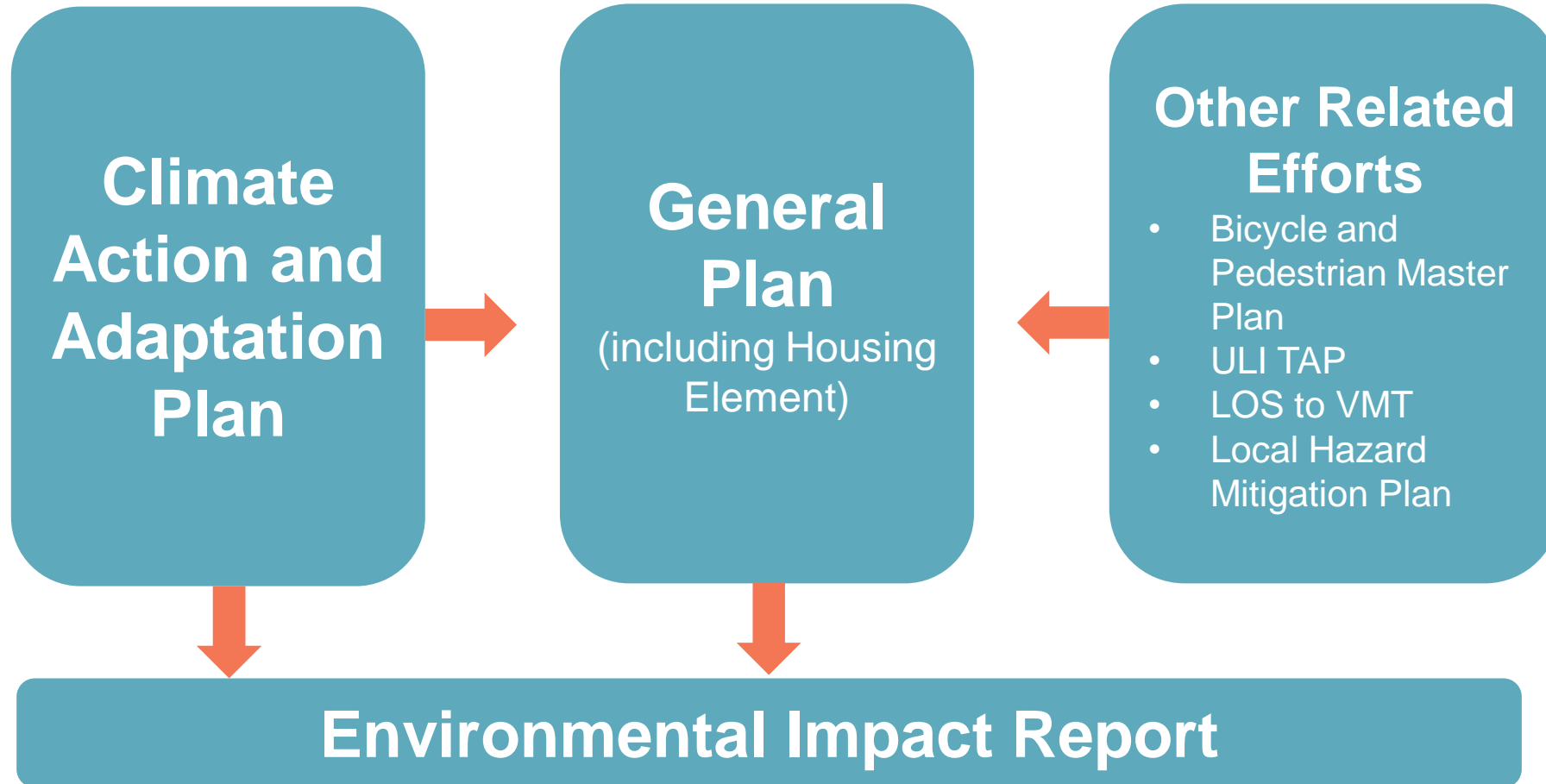
“Create the best General Plan ever!”

- Peggy Flynn



General Plan Update Process

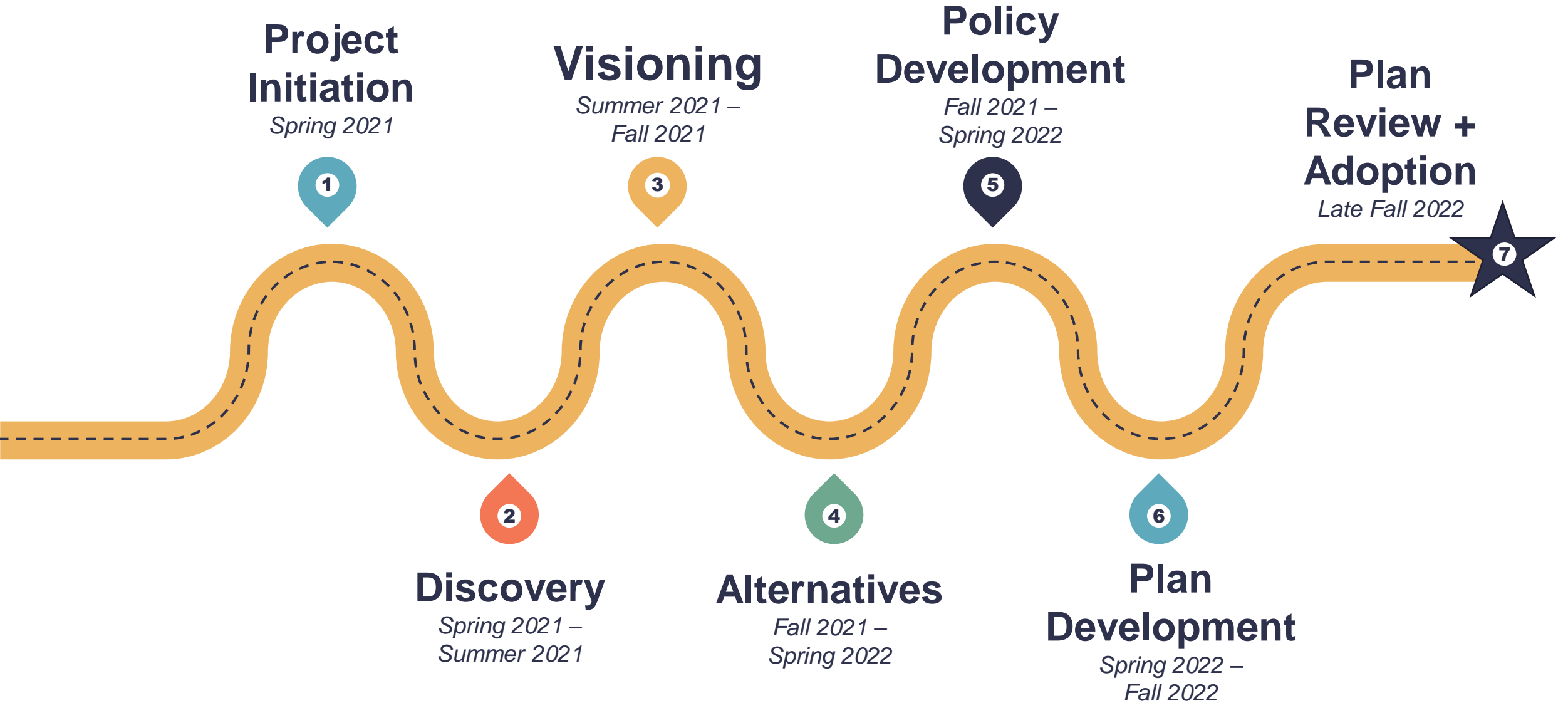
What is the Project?



Topics Addressed

- Land Use, Urban Design and Community Character
- Housing
- Mobility
- Public Facilities and Services
- Parks and Recreation
- Natural Environment
- Environmental Justice, Health and Equity
- Climate Change, Sustainability, Adaptation and Sea Level Rise
- Safety
- Noise
- Arts and Culture
- Historic and Cultural Resources
- Economic Development and Fiscal Sustainability

Project Roadmap



Major Deliverables by Phase

Initiation	<ul style="list-style-type: none">• Engagement Plan• Project Fact Sheet
Discovery	<ul style="list-style-type: none">• Existing Conditions Reports• Engagement Summary• White Papers
Visioning	<ul style="list-style-type: none">• Vision and Guiding Principles• Engagement Summary Report
Alternatives	<ul style="list-style-type: none">• Alternatives Briefing Book• Preferred Alternative
Policy Development	<ul style="list-style-type: none">• Topic-specific Policy Frameworks
Plan Development	<ul style="list-style-type: none">• Draft General Plan• Draft EIR• Draft CAAP
Plan Review and Adoption	<ul style="list-style-type: none">• Final General Plan, CAAP and EIR• Digital General Plan• Final CAAP

Public Engagement

- Community engagement plan
- Logo + branding
- Website + social media
- Informational materials
- Stakeholder meetings + interviews
- General Plan Advisory Committee (20x)
- Community workshops
- Educational forums
- Pop-up workshops
- Sub-area workshops
- Surveys (statistically valid and opt-in)
- PC and City Council Study Sessions
- Other activities as needed

PROJECT PHASES	MAJOR ENGAGEMENT ACTIVITIES	MAJOR DELIVERABLES
Initiation	GPAC Stakeholder Interviews Online Survey Initial CC/PC Study Session Logo and Branding	Engagement Plan Project Fact Sheet
Discovery	GPAC Meetings w/ Boards & Commissions Pop-Up Workshops Sub-Area Meetings Educational Forums CC/PC Study Session	Existing Conditions Report White Papers Engagement Summary Report
Visioning	GPAC Community Workshop #1 Meetings w/ Community Groups Pop-Up Workshops Online Survey CC/PC Study Session	Vision & Guiding Principles Engagement Summary Report
Alternatives	GPAC Community Workshops #2 + #3 Sub-Area Meetings Pop-Up Workshops Online Survey CC/PC Study Session	Alternatives Briefing Book Preferred Alternative
Policy Development	GPAC Community Workshops #4 + #5 Focus Group Meetings Online Survey Stakeholder/ Agency Meetings CC/PC Study Session	Topical Policy Framework
Plan Development	GPAC Stakeholder/ Agency Meetings Public Review of Plans CC/PC Study Session	Draft General Plan Draft EIR Draft CAP
Plan Review + Adoption	GPAC Community Workshop #6 Online Feedback Form CC/PC Hearings	Final General Plan Final EIR Final CAP

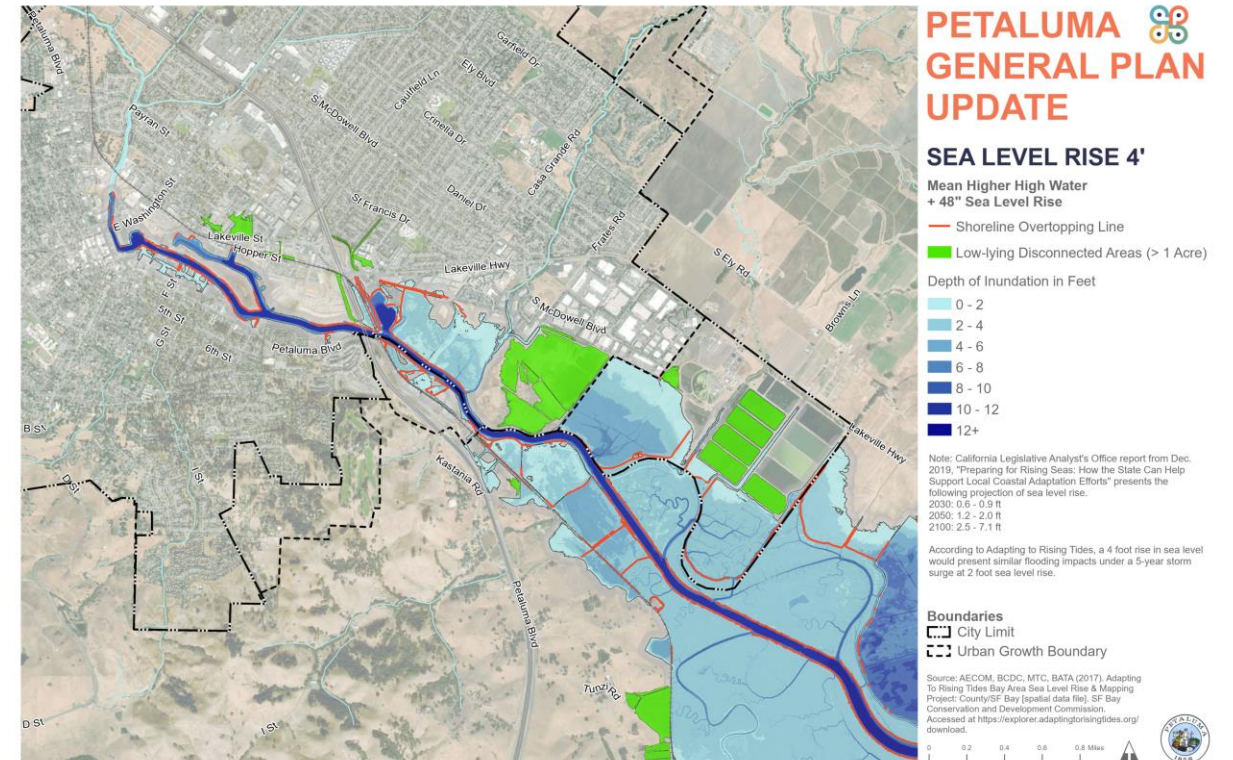
Virtual Engagement



In Person and Virtual Engagement

Climate Action and Adaptation Plan (CAAP)

- Proposes actions to mitigate community contributions to climate change
 - Establishes GHG reduction targets across a range of sectors (e.g., transportation, domestic energy use)
 - Recommends goals and policies designed to achieve reduction targets
- Aims to enhance community resilience to anticipated impacts of climate change
 - Wildfires, sea level rise, extreme heat, other natural hazards
- Goal: Carbon neutrality by 2030!



Related Projects (ongoing and relevant)

- Climate Emergency Action Framework
- ULI TAP Report
- Bicycle and Pedestrian Master Plan
- Petaluma Fairgrounds visioning
- Local VMT standards
- Objective Design Standards for Multifamily development
- Permit-ready ADU plans
- Water Model Plan and Sewer Modeling
- Groundwater Master Plan
- Urban Water Management Plan
- Flood Plain Model Update and Adoption (HEC-RAS 2D)
- Sonoma County Regional Climate Protection Authority Climate Action 2020
- RCPA Climate Mobilization Strategy
- Central Petaluma Specific Plan (CPSP)
- Petaluma SMART Rail Station Areas: TOD Master Plan
- Petaluma SMART Rail Station Areas: TOD Master Plan - Appendix A: SmartCode Amendments
- A Street Historic District Preservation Guidelines and Standards
- Petaluma Historic Commercial District Design Guidelines (complete)
- Oakhill-Brewster Historic District Preservation Guidelines and Standards
- River Access and Enhancement Plan
- Public Art Master Plan
- Vehicle Miles Traveled (VMT) and Environmental Review
- Local Hazard Mitigation Plan



Discussion Questions

- Do you have any questions about the role of the General Plan?
- Do you have any questions about the update process or schedule?

Brown Act Overview

Public Comments

2 minutes please!

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Change Clock Type
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Duration: 00 02 00

TimeUp Reminder (Optional): -- --

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Enable Count Up Combine With Bar Clock

Start Pause Stop

Closing and Next Steps

Next Steps...

For GPAC...

1. April GPAC Meeting
 - Issues and Opportunities
 - Engagement Plan Strategies
2. Planning 101 Session (*date tbd*)
3. Engagement Working Group

For Consultant Team...

1. Engagement Plan
2. Project Fact Sheet
3. Review of Existing Plans
4. Demographic Snapshot
5. Existing Conditions Reports

General Plan Advisory Committee Meeting #1

March 18, 2021