

# General Plan Advisory Committee Meeting

October 20, 2022

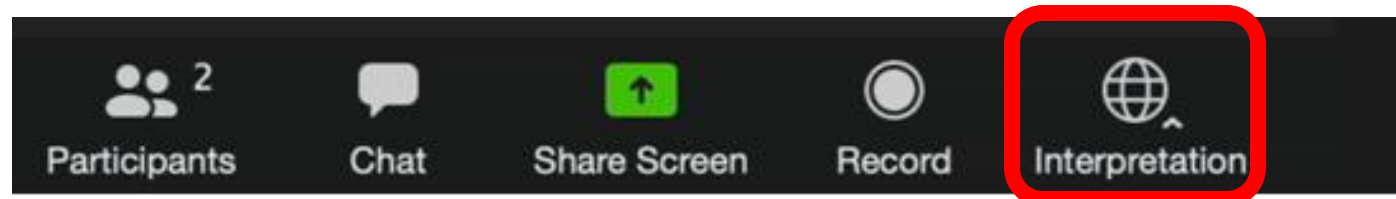
# Zoom – La interpretación

- Interpretation

**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español (Maria Galvez) – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado

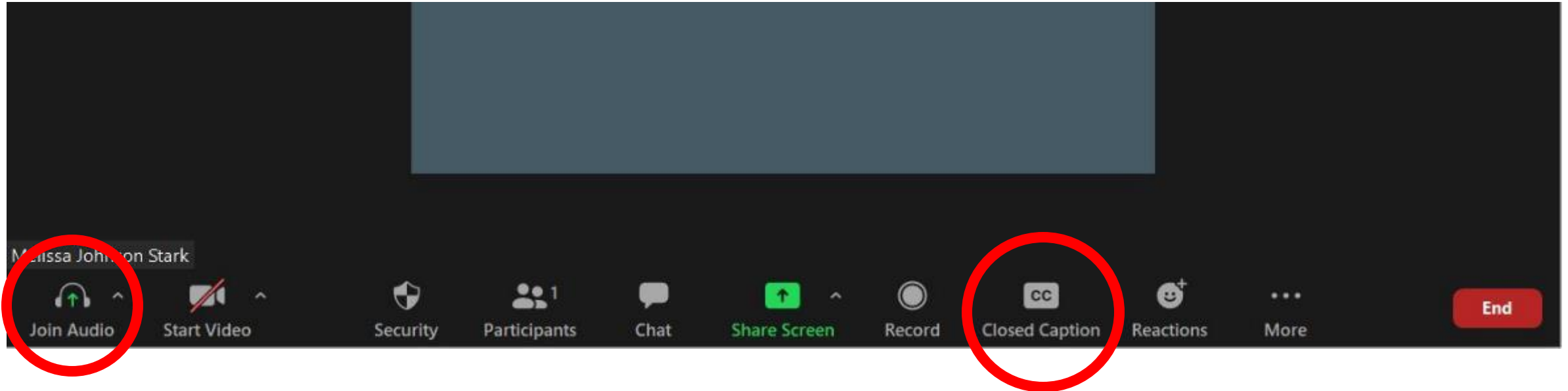


# GPAC Roll Call

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

# Logistics

# Zoom Instructions

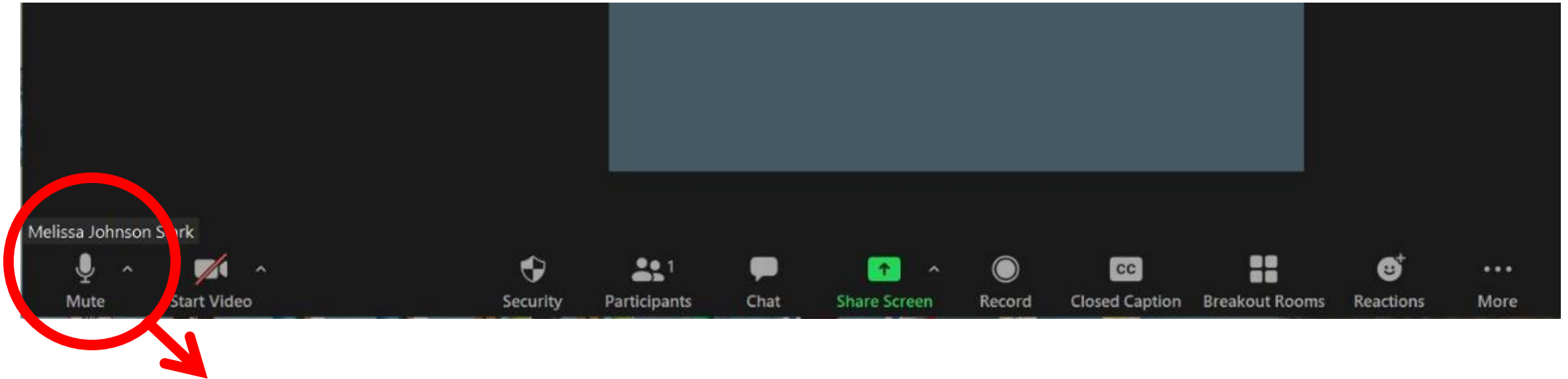


## *Join Audio*

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

## *Closed Caption is available*

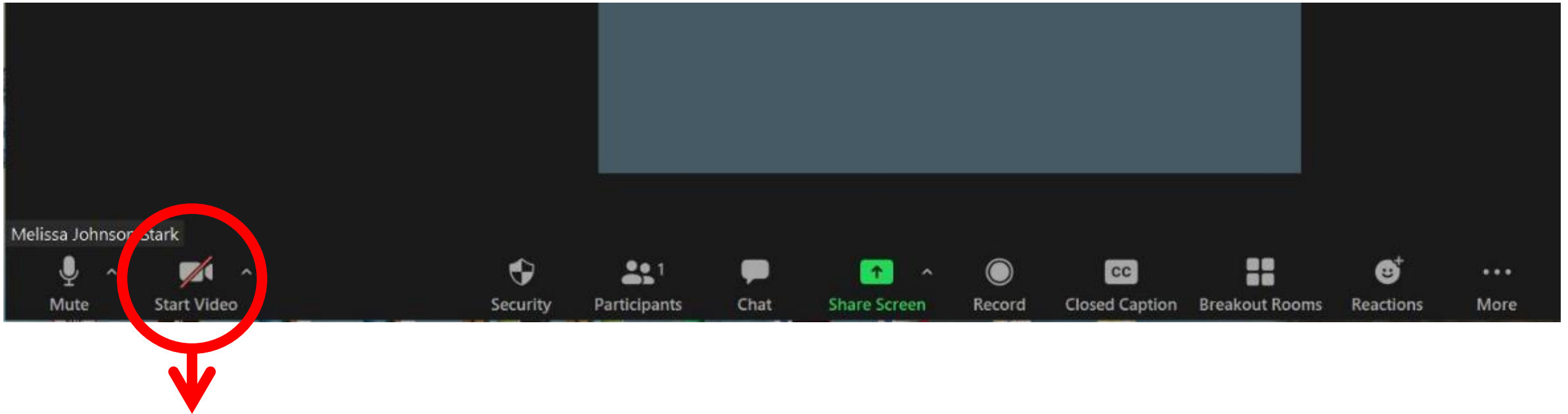
# Zoom Instructions



## ***Once Audio is Connected – Please Mute***

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

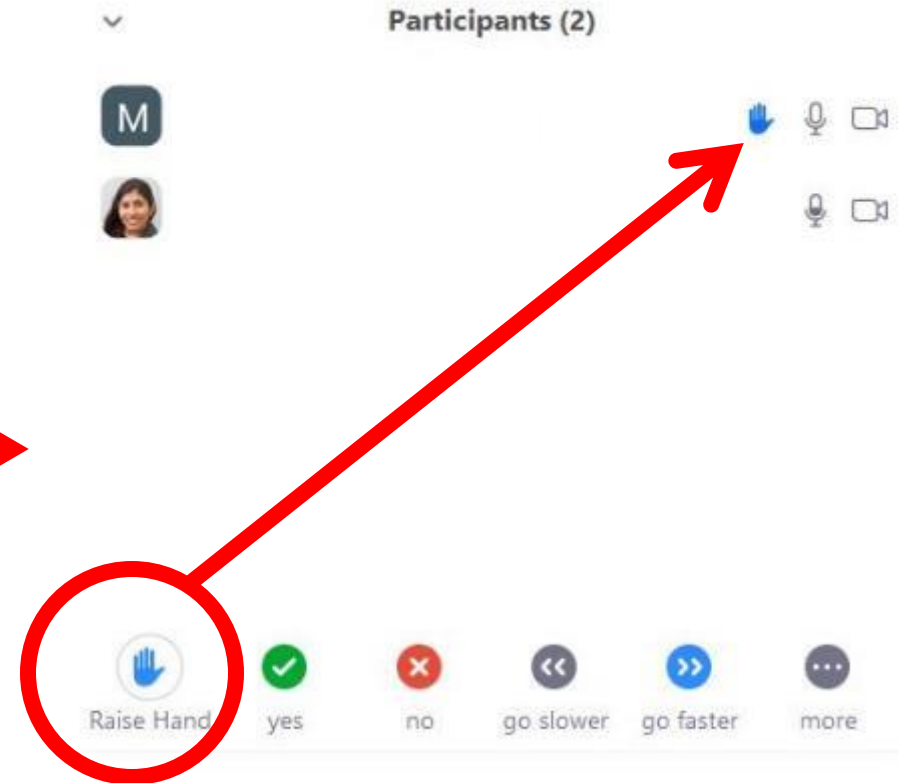
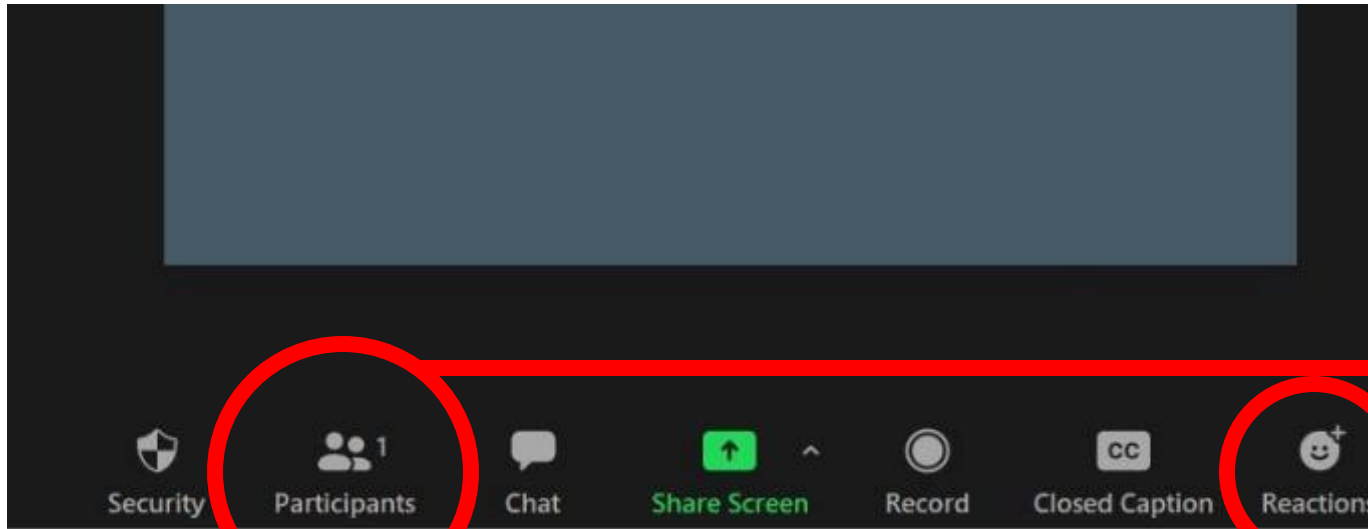
# Zoom Instructions



## *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



## *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. You can also use the **Q+A function** to send the Host questions during the meeting.



# Zoom – What You Need To Know

**For any technical difficulties, please email  
Eric Roberts at**

**[eroberts@cityofpetaluma.org](mailto:eroberts@cityofpetaluma.org)**

**Para cualquier dificultad técnica, envíe un correo  
electrónico a Maria Galvez:**

**[mapigalvez@gmail.com](mailto:mapigalvez@gmail.com)**

# Supporting Access and Live Interpretation

- Please remember to speak slowly given that our interpreters are working hard to translate accurately
- Reduce the use of Acronyms and make sure to explain them when you use



# Meeting Overview

6:30pm: Roll Call and Logistics

6:40pm: General Public Comment

6:50pm: Project and Staff Updates

7:00pm: General Plan Policy & Strategy Ideas

- Two rounds of brief presentations and discussion in break-out groups
- 8:30: Public Comment
- 8:40: GPAC discussion – large group

8:55pm: Final GPAC Thoughts



# General Public Comment

# Stay within time please!

00 : 02 : 00

Change Clock Type  
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): --

--

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

Enable Count Up  Combine With Bar Clock

Start Pause Stop

# Project & Staff Updates

# Housing Element Draft Update

Public Review Period 8/29 – 9/28

## Presentations and Discussions During Public Review

- Planning Commission (9/13)
- September GPAC Session (9/15)
- HE Public Draft Open House (9/20)
- City Council Presentation (10/3)
- Climate Action Commission (10/13)



### City of Petaluma Housing Element Public Draft Survey

#### What is this Housing Element Public Draft Survey?

The City of Petaluma seeks to capture the community's input on the Public Draft of the Housing Element. This survey is a tool that will help gather community perspectives and inform revisions before the City submits a draft to the California State Department of Housing and Community Development (HCD) in the Fall of 2022.

#### How do I provide my input?

The survey is broken into three sections focused on this content:

- Sites Identified for Potential Housing Development (Site Inventory) ([Link](#))
- Housing Goals, Policies, and Programs designed to meet our community's housing needs ([Link](#))
- General Feedback on the entire Public Draft ([Link to access](#))

Responses to all questions are optional.

#### When do I need to complete the survey?

This survey will be available 8/29 - 9/28/2022

#### Why should you complete it?

Housing policy affects everyone in our community! Sharing your perspective on the Public Draft will inform how the City of Petaluma approaches housing policy for the next eight years.

#### How will I know you received my feedback, and how will it be used?

Everyone who completes the survey will receive confirmation and a copy of their submission to the email they provide. All comments will be gathered and analyzed to guide any future edits to the Housing Element.

Providing your email below allows us to send you your responses and ensures that we can organize feedback by respondent.

Thank you! Your feedback is important to the planning process.

# High Level Community Input

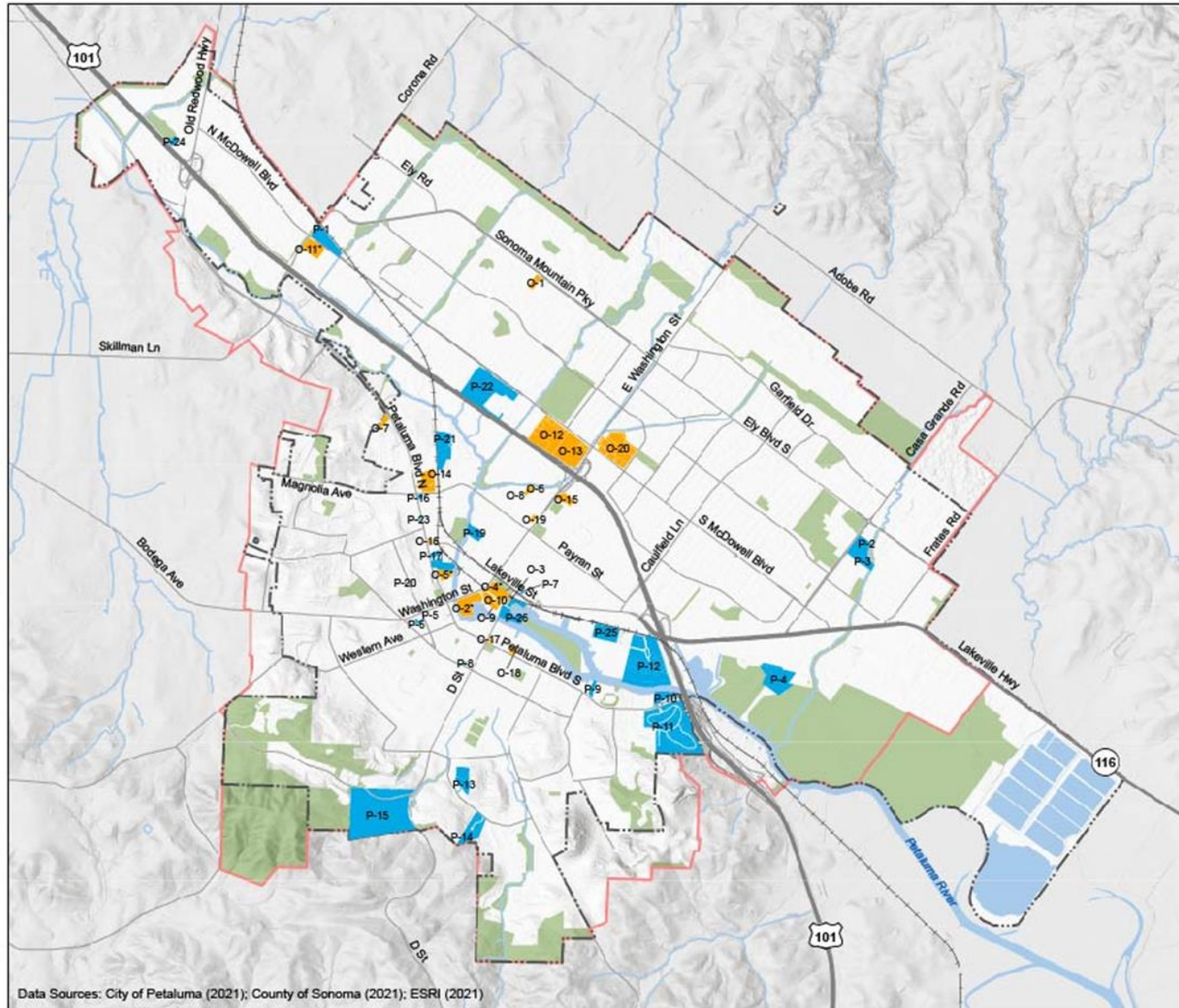
- **Community Input Matrix**
  - Over 200 individual comments from Planning Commission, GPAC and community members on specific sites and programs
- 5+ Letters Submitted as Public Comment



[www.planpetaluma.org/housingelementdraft](http://www.planpetaluma.org/housingelementdraft)



# Sites Inventory in draft for HCD Review



## Draft Housing Element Sites Inventory

As of October 10, 2022

- 1 Pipeline Projects
- 2 Opportunity Sites
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- Freeway
- Major Streets

Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)



# Summary: What's new and different and why

## Sites Inventory

- Removed sites proximate to Cinnabar Ave
- Removed 307 Petaluma Blvd. S
- Added Washington Commons (across from fairgrounds)

## Policies and Programs

- Emphasized importance of City and Community's Climate Action Goals
- Identified that Petaluma is working on Pro-Housing Designation from HCD
- Updated outreach efforts to increase representation on Committees, Commissions, and Boards in the AFFH policies
- Clarified the Housing Element's Approach to VMT and climate goals

# Housing Element Schedule

- **November 2022-January 2023:** Required 90-day review by the State Department of Housing and Community Development (HCD)
- **February-March 2023:** Planning Commission and City Council meetings and adoption
- **April-May:** Required 60-day HCD review for certification.

# Existing Conditions Report Updates Posted

## EXISTING CONDITIONS REPORTS 2021 - (UPDATED 2022)

The Existing Conditions Reports for Petaluma's General Plan Update serve as the technical analysis of diverse dimensions of the city's current state in 2021. They provide a detailed analysis of current conditions in the city to provide a strong, data-based foundation for further policy-making. This work adds additional data points to the community-based visioning efforts to identify key priorities and areas of concern to address in the General Plan. These 19 reports will be available to all members of the community to access and become more informed on key issues.

The extensive feedback received from City Council, committees and commissions, and the general public from October 2021 to January 2022 informed updates and changes to several of the Existing Conditions Reports. Suggestions and proposed actions shared throughout the engagement process did not alter the reports, but it continues to inform the planning process for 2022 and 2023.

*Last updated: September 2022*

### SUMMARY PRESENTATION

Review the following slide deck for highlights from all 19 individual Existing Conditions Reports.

- [Existing Conditions Report Summary Presentation](#)

### CLICK TO VIEW INDIVIDUAL REPORTS ACCESSIBLE FOR REVIEW:

- [Transportation \(Updated 2022\)](#)
- [Historic Resources \(Updated 2022\)](#)
- [Green House Gas Inventory](#)
- [Sea Level Rise \(Updated 2022\)](#)
- [Parks, Recreation & Public Facilities \(Updated 2022\)](#)

- [Water \(Updated 2022\)](#)
- [Biological Resources \(Updated 2022\)](#)
- [Natural Resources \(Updated 2022\)](#)
- [Natural Hazards \(Updated 2022\)](#)
- [Manmade Hazards \(Updated 2022\)](#)
- [Climate Hazards \(Updated 2022\)](#)
- [Noise \(Updated 2022\)](#)
- [Utilities Infrastructure](#)



# Fairgrounds Visioning Project

- **October 24:** City Council workshop to consider feedback and provide direction on next steps
- [www.cityofpetaluma.org/fairgrounds](http://www.cityofpetaluma.org/fairgrounds)

# Other updates?

- Sign up for the Community Update and Meeting notices!
- [CityOfPetaluma.org/Subscribe](https://CityOfPetaluma.org/Subscribe)



HAGA CLIC AQUÍ PARA LEER ESTE CORREO ELECTRÓNICO EN ESPAÑOL

## *Community Update for October 19, 2022*

Happy Wednesday, Petaluma!

Halloween is right around the corner and we love seeing our community getting into the fall spirit with festivities and decorations! As more holidays quickly approach, make sure to mark your calendars for local events and happenings the whole family will enjoy. You can see a full list of upcoming activities by visiting: [visitpetaluma.org/events](https://visitpetaluma.org/events).

This evening, we're sharing an update from the fire department, opportunities to weigh in on multiple City projects, and much more. Please enjoy, share with your friends, and have a wonderful evening. We'll see you in your inbox next Wednesday!



# Fall 2022-Winter 2023

- October 24: Fairgrounds Council Report
- November: SDAT Report
- November-January: HCD review of Housing Element
- Fall 2022: Draft Climate Action Plans
- Fall 2022: Draft General Plan Policy Frameworks and Alternatives
  - October 20 and November 17 GPAC Discussions
- Winter 2023: GPAC and Department Discussion of Policy Frameworks and Alternatives
- Spring 2023: Topic- and Area-Focused Community Meetings



# Clarifying Questions from GPAC Members



# General Plan Policy & Strategy Ideas

# Recent Topic-Focused Technical Meetings

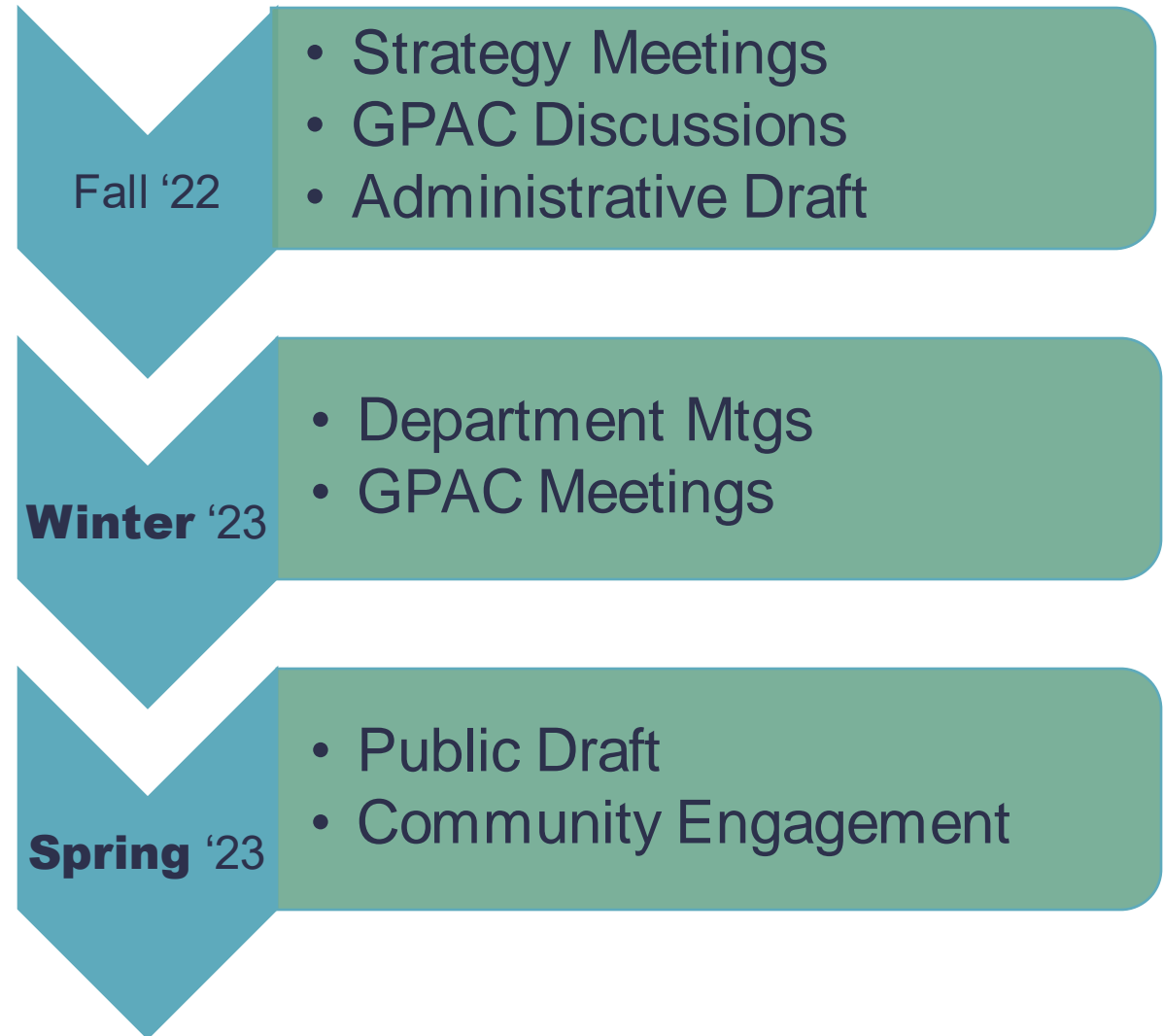
## Purpose

- Confirm the baseline understanding of the topic in Petaluma
  - Existing Conditions
  - Vision, Pillars, Principles
- Confirm broad goals
- Most importantly: **brainstorm strategy ideas, including potential policies and actions**
  - Including GPAC working group recommendations

- Natural Resources
- Historic Resources
- Climate Adaptation & Safety
- Land Use
- Arts & Culture
- Mobility
- Infrastructure & Facilities
- Parks & Recreation
- Economic Development
- Environmental Justice

# Policy Frameworks

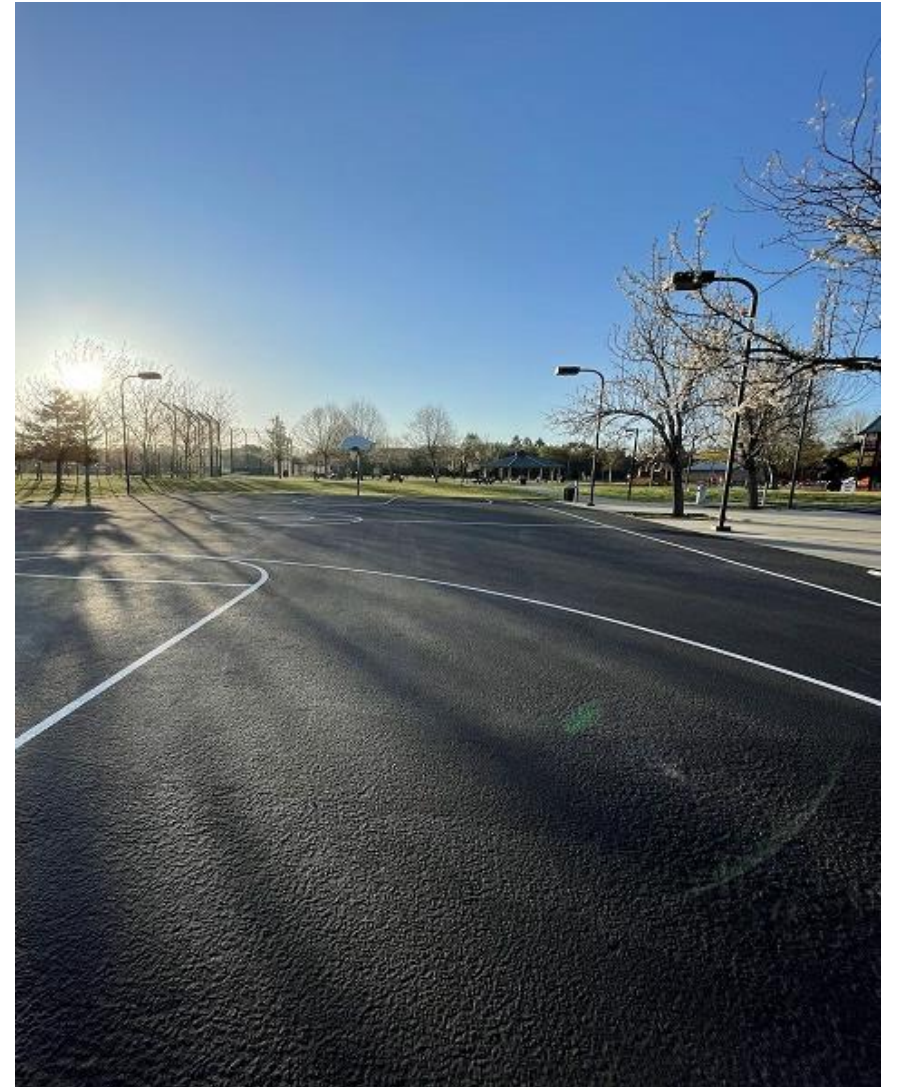
- Purpose: outline the proposed General Plan goals, policies, and implementation actions for each element of the General Plan
- Next incremental planning step that follows:
  - Existing conditions
  - Community vision, pillars, and principles
  - Recent strategy meetings
- Lay the groundwork for the next step in the planning process – the Administrative Draft General Plan



# Parks and Facilities

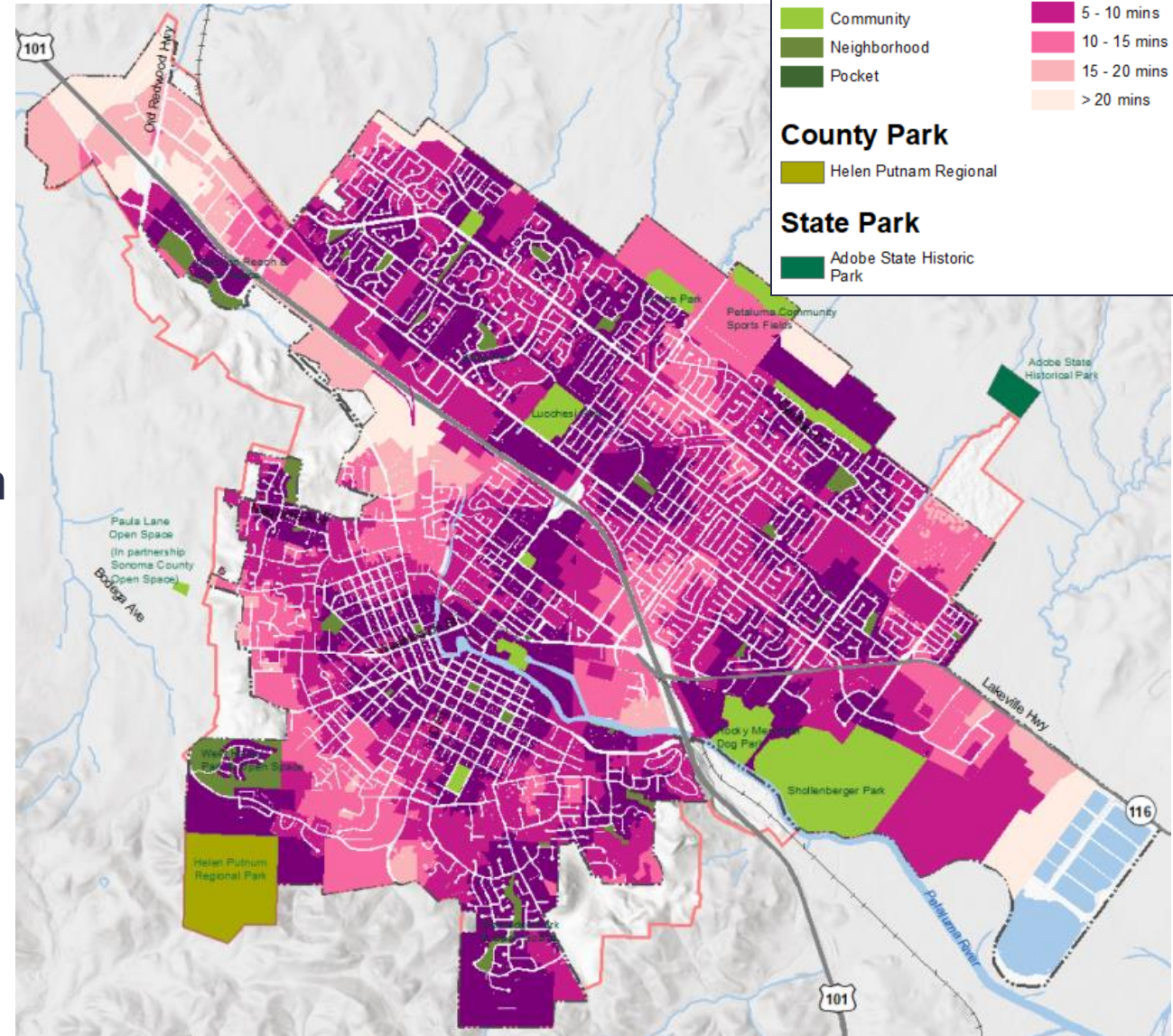
# Parks + Public Facilities in the General Plan

- Not a required General Plan Element
- **What the existing General Plan does:**
  - Classifies park types
  - Identifies potential locations for new parks and facilities
  - Provides metrics for measuring park service.
  - Guides City priorities
- This Element will **NOT** cover:
  - The natural environment and open space
  - Park design and amenities, recreation needs assessment, financing
    - This should be covered in a Parks and Recreation Master Plan



# Parks + Public Facilities: At a Glance

- **549.1 park acres**
- **Three park types:** Community, neighborhood, pocket
- Park ratio of **12 park acres per 1,000 residents**, exceeding its target (5 acres per 1,000 residents)
- 44% of Petaluma's population lives within a 5-minute walk to a park, **and 84% within 10-minute walk**
- City owns a variety of **public facilities**, including community centers, the senior center, two public pools, a marina, and more



# Parks & Facilities Working Group Input

Select and use appropriate plant materials

Develop Lafferty Ranch into an improved watershed and accessible park

Create continuous waterfront pedestrian corridor

Use climate change strategies

Identify and designate opportunities to add micro-parks and plazas downtown

Develop River Park (McNear Peninsula)

Better connected open spaces

Improve urban canopy

# Parks & Facilities Priorities

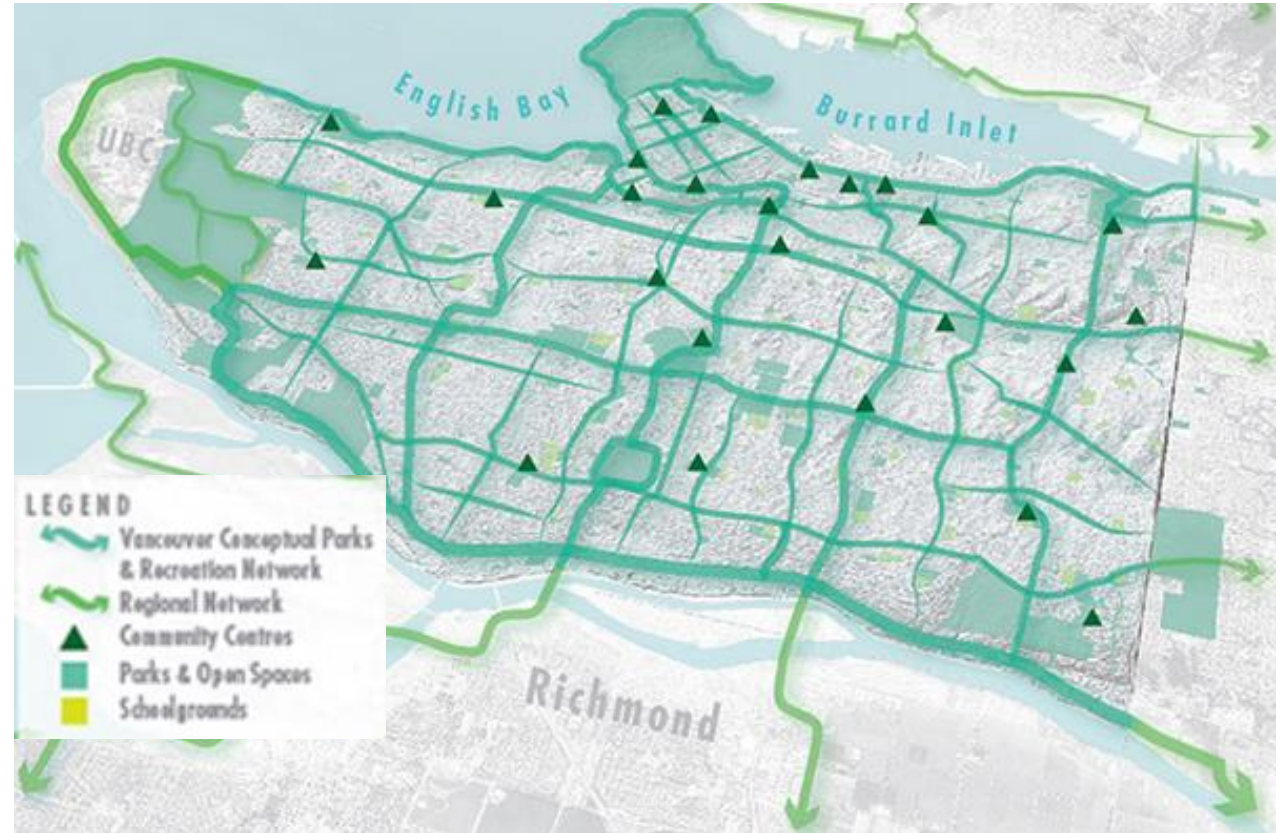
- Expand park service for growing population
- Ease of access to parks and facilities
- Equitable access to facilities and services
- Well-maintained parks and facilities
- Sustainability and climate action





# Parks & Facilities Policy and Strategy Ideas

- Thinking of the public space as a network inclusive of:
  - Parks and open spaces
  - Public plazas
  - Public facilities
  - Active transportation corridors
  - Habitats
  - River
  - Urban forest



Precedent: Vancouver, BC

# Parks & Facilities Policy and Strategy Ideas

- Carbon-neutral parks and facilities
- Create intergenerational gathering spaces
- Develop service metrics:
  - New equity-based park service metric
  - Maintenance evaluation frameworks and metrics
- Partner with community organizations for joint use and maintenance
- Aligning City organization with goals
- Plan updates:
  - Parks and Recreation Master Plan
  - Petaluma River Access and Enhancement Plan?

# Parks & Facilities Discussion Questions/Topics

- What is your highest priority?
- How should the City measure quality of parks service?
- Who should the City partner with for programming and maintenance of parks, recreational facilities, and public facilities?
- What other ideas do you have related to parks and recreation?



# Economic Development

# Economic Development: Assets and Strengths

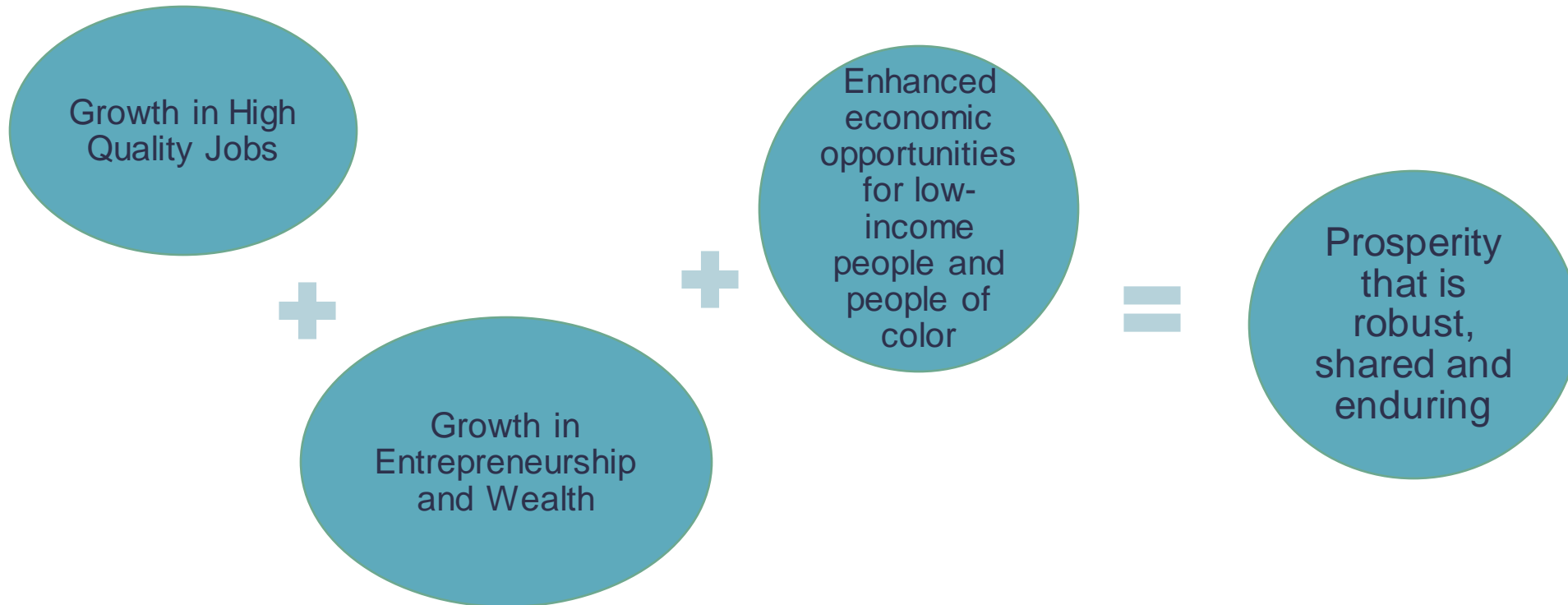
- Major employment destination
  - 15% of Sonoma County's jobs
  - 80% of workers commute from outside the city
- Industry strengths
  - Agriculture-related production
  - Food manufacturing
  - Medical devices and equipment
  - Variety of small high-tech businesses
  - Tourism, retail, nightlife, arts, entertainment
- Key Assets:
  - Highway 101 access to customers, port, airports
  - Highly-educated residents
  - Location within agricultural area
  - SMART station
  - Historic downtown
  - River access

# Roles of a City Government in Economic Development

- Land use policy and regulation
- Capital investments
- Taxes and fees
- Operations:
  - Direct hiring and procurements
  - **Partnerships**
  - **Programs**



# Equitable Economic Development Framework



Sources: Parilla, 2017; Policylink.

# Comparing Traditional Economic Development and Equitable Economic Development

## Traditional Approach: Recruiting Drivers

- Inexpensive and skilled manufacturing workers
- Local tax incentives, land, infrastructure
- Low state taxes and regulation

## New Approach: Building on Local Assets

- Talented workforce
- Existing businesses, entrepreneurs, esp. in innovation industries
- Anchor institutions
- Quality of place



# The GPAC is Clearly Focusing on the Equitable Economic Development Model

## GPAC Economic Development Working Group Guiding Goals

- A Petaluma that **workers of all types can afford to live in so they don't have to commute**
- **Vibrant local economies** so that we can **equitably adapt** to future changes and **minimize externalities** like shipping
- Collaborate with workers on a **just transition towards regenerating industries/jobs**
- A framework through which the **City of Petaluma continues to receive the resources it needs** to provide services for our residents while we **shift away from extractive, exploitative economies and towards localized circular economies**

# Selected Economic Development Policy Ideas

## **Inclusive and equitable economy**

- Experimental programs for closing wealth gaps
- City staffing & procurement to advance equity
- Enhance small business / BIPOC leasing & ownership opportunities

## **Diverse retail, dining, entertainment for residents, visitors, tourists**

- Create centers for 15-minute neighborhoods
- Support shopping center conversions to mixed-use communities
- Grow “specialty” retail

## **Leverage industry strengths for regenerative & sustainable economy**

- Encourage entrepreneurship in green industries
- Support "just transition" efforts for local workforce
- Expand industrial/flex spaces available to green businesses

# Select Economic Development Policy Ideas

## Diverse, self-reliant economy that produces goods locally and exports to build wealth

- Focus growth and retention efforts on key industry clusters
- Support local food chains and collaboration between food businesses
- Encourage creative businesses to locate in downtown Petaluma

## New businesses readily start and grow

- Inclusive, equitable programs & partnerships for small businesses
- Enhance growth & retention opportunities
- Enhance opportunities for startup & home-based businesses

## Other Strategies

- Public revenues & services
- Mobility for job access & goods movement
- Housing affordability & education/training

# Economic Development Discussion

## Questions/Topics

- What is your highest priority?
- To what extent should City resources focus on experimental programs versus established tools?
- To what extent should policies focus on intra-city self-sufficiency versus building wealth via exporting services?
- How might the City support the GPAC's recommended goals re:
  - Circular economy
  - Repair/mending-based economy
  - Skillsharing
  - Food sovereignty
  - Just transition

# **Small Group Discussions**

## **Round 1:**

### **Policy & Strategy Ideas**

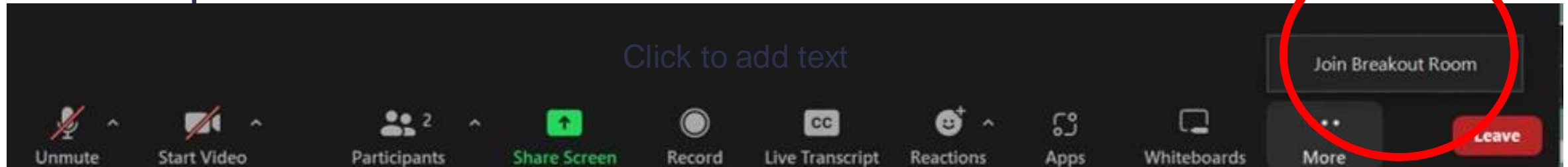
# Breakout Format: Two Rounds

- **~40 minutes each** (time reminders)
- **Select the room** you'd like to join, and **move between rooms**
- **Facilitator** will manage time & participation
- **Notetaker** will capture comments
- **Recorded** for backup

# Two Rooms: Round 1

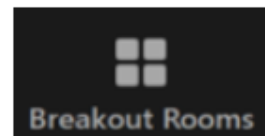
- Main Room: Parks and Recreation (simultaneous Spanish interpretation)
- Room 1: Economic Development

Si quiere participar en la conversación en Español, quédese en la sala principal.



## To Switch Breakout Rooms:

**Step 1** – Select the **Breakout Rooms** icon in the Zoom navigation bar



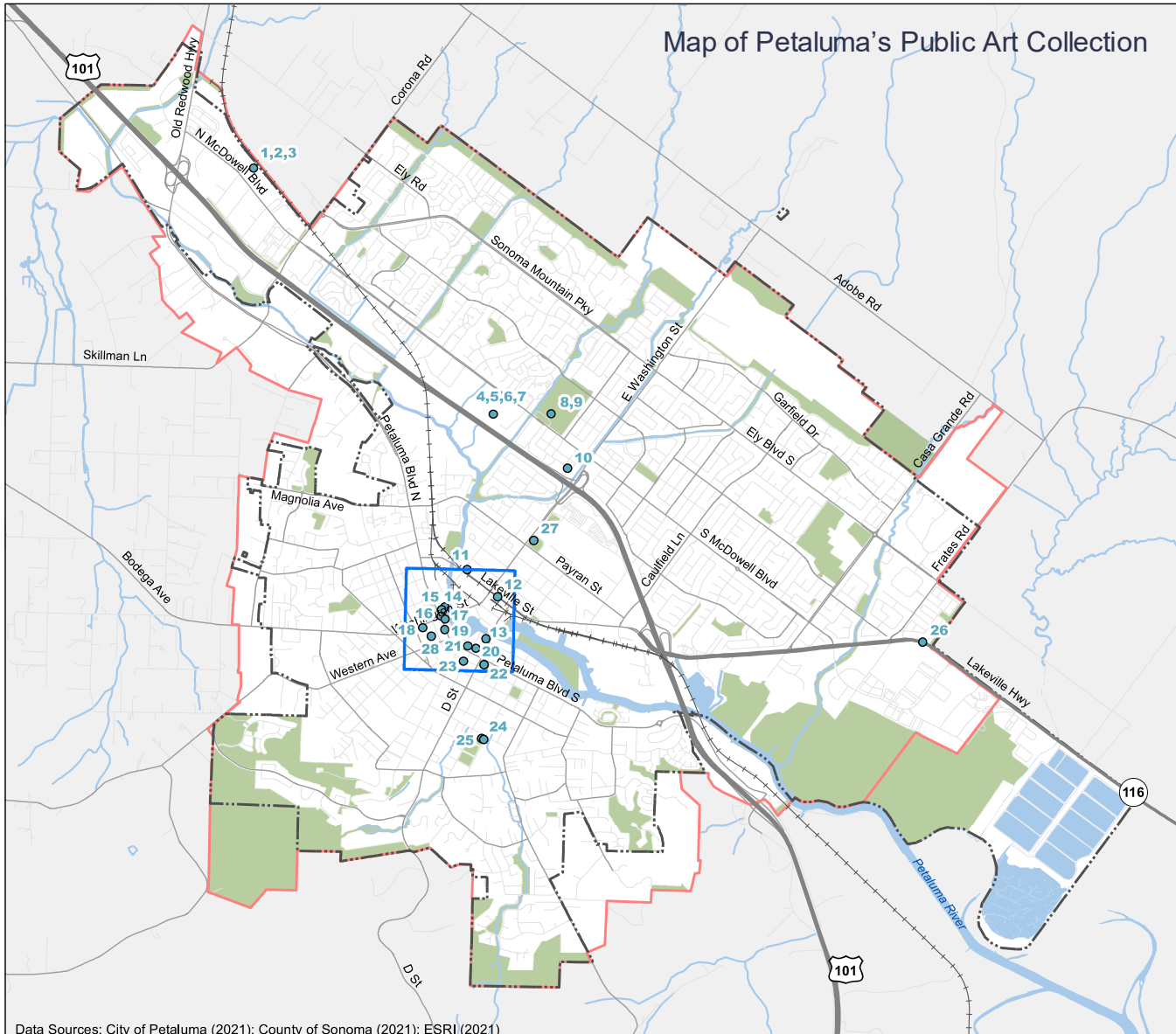
**Step 2** – Click **Join** next to the room you would like to enter



# Arts and Culture



# Arts and Culture in General Planning



Arts and culture are not a required general plan element. No State mandates or compliance.

Petaluma is innovative in including arts and culture in its general plan.

Reflects Petaluma's distinctive and integrated creative identity.

Sense of Place and Quality of Life Working Group recommendations suggest role for arts, culture and creativity. Also, parts of the vision statements.

Currently, City primary focus is on public art.

# Petaluma's Creative Economy

**GAIN**

▲ 4%  
since 2018



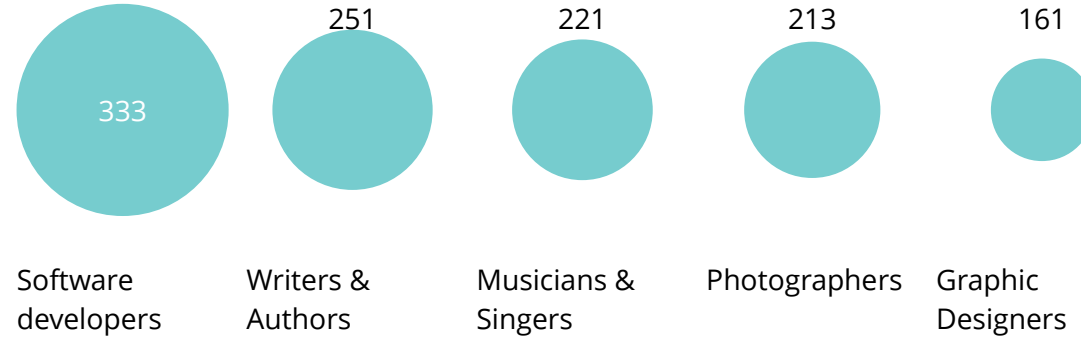
## 2019 Creative Jobs



**3,001**  
Total Creative Jobs

There are 107 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



About 10% of  
all employment  
in city

**GAIN**

▲ 5%  
since 2018



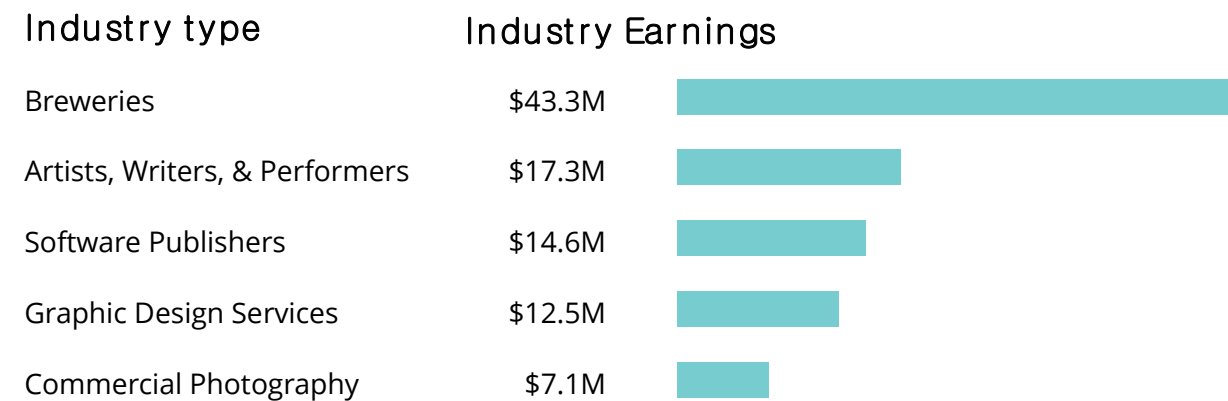
## 2019 Creative Industries



**\$138.6M**  
Total Industry Earnings

There is a gain of \$6.5  
million in creative  
industry earnings in the  
region since 2018

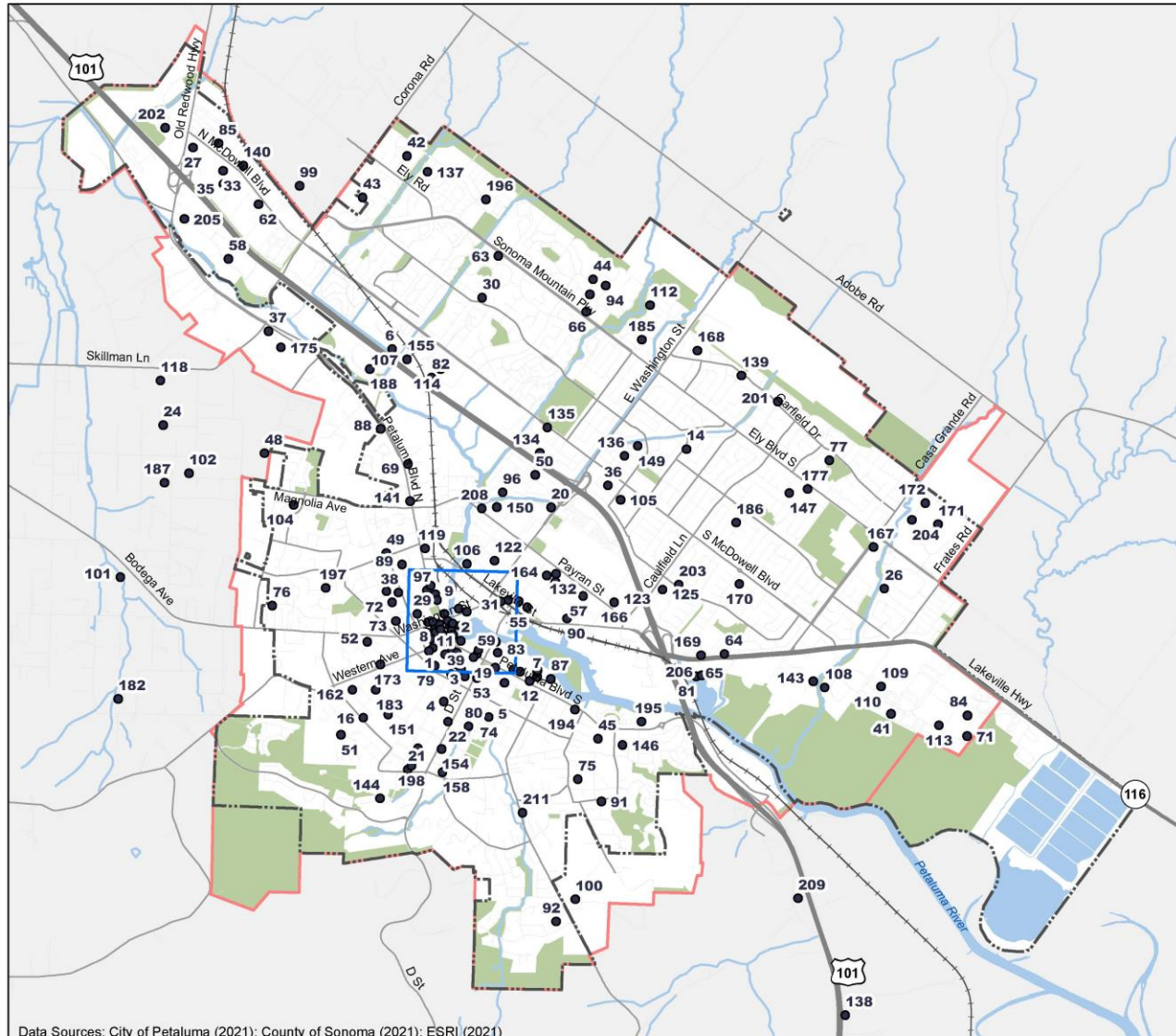
## Industries with greatest earnings



# Sense of Place and Quality of Life Working Group

## Sample Relevant Recommendations

Map of all Petaluma creative businesses



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

**Defining characteristics include:** volunteering, traditional events, active and diverse arts community, growing bilingual services

**Natural and built environment:** increased walkability and social interaction, better east and west connections, renovate Trestle, improve parking lots and strips, larger event venue, improve gateways

**Socio-economic environment:** more diverse events and programming, increase use of libraries as community centers

**Management and operations:** maintain urban forest, revise parking standards

*All working group topics are interconnected and intersectional.*

# Key Ideas Underlying Tonight's Discussion



Petaluma's creative identity is broad and inclusive of multiple forms arts, culture and creativity.

Petaluma prides itself on being an innovative city.

Cities are increasingly using artists to enhance the work of municipal government.

Black Lives Matter Street Mural. Photo: Benny Villareal

# How Cities Utilize Arts and Culture

- Artists in residence in city government
- Placemaking in area planning
- Land use: creative districts, affordable arts spaces, creative economy incubation
- Cross-departmental partnerships
- Expanded use of public art
- Arts in parks
- Arts in education

LA County Project Zero Initiative, Clementi Hanami



# Key Discussion Questions



Where does creativity intersect with mobility, housing, economic development and equity?

What is your highest priority?

Can we expand Petaluma's arts and culture element to encompass a broader definition of creativity?

How can we infuse arts and creativity throughout all or most GPU elements?

# Transportation

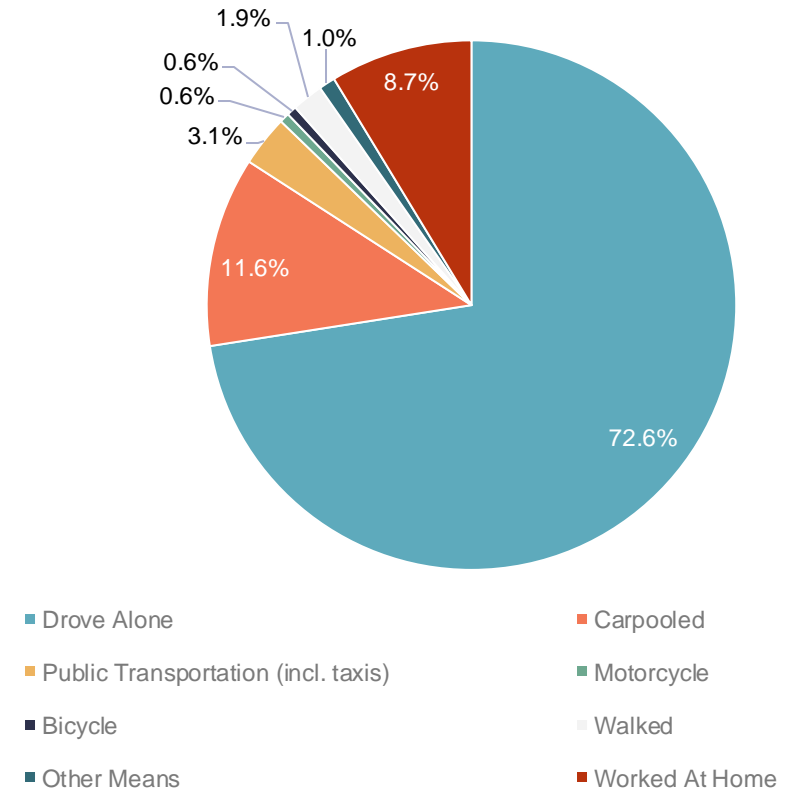


# Existing Conditions Key Findings

Petaluma is currently auto-oriented and wants to re-envision mobility.

- 73% of residents drive alone to work
- Opportunity to shift trips from driving to other modes (1/3 of trips less than 2 miles)
- Reducing vehicle travel in Petaluma is critical for addressing climate emergency
- Barriers and gaps inhibit crosstown travel, especially for people walking and bicycling
- Shifting priorities from automobile throughput to accessibility and roadway safety

Means of Transportation to Work – Petaluma (2019)



# Related Efforts

Category	Related Activities/Deliverables	Status
<b>General Plan Update</b>	Mobility Goals & Policies SDAT – 15 Minute Cities & Livable Streets	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
<b>Climate Action</b>	Climate Action & Adaptation Plan	<ul style="list-style-type: none"> <li>• Under review, upcoming CAC</li> </ul>
<b>ATP, Vision Zero, and LRSP</b>	ATP Project List (with prioritization framework and implementation plan)	<ul style="list-style-type: none"> <li>• Vision Zero and LRSP complete</li> <li>• ATP ongoing</li> </ul>
<b>SB743 / VMT Reduction Program</b>	<ul style="list-style-type: none"> <li>• CIP Prioritization</li> <li>• Sidewalk Inventory</li> <li>• Revised SB743 Guidelines</li> <li>• TDM Ordinance</li> <li>• VMT reduction action plan</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• Climate Emergency Framework</li> <li>• Parking (off- and on-street)</li> <li>• Crosstown Connectors</li> <li>• Wayfinding</li> <li>• Short-Range Transit Plan</li> <li>• Sonoma County ATP</li> </ul>	<ul style="list-style-type: none"> <li>• Complete</li> <li>• Study session #1 in March; #2 &amp; #3 TBD</li> <li>• Oct 10 CC study session</li> <li>• Public works on-going</li> <li>• Upcoming</li> <li>• Upcoming</li> </ul>

# Working Group Input

Reform parking standards

Centralized and shared parking

Better connections, incl to river and open spaces

Connect east and west via Washington Street as Main Street corridor

Improve transit and expand free transit service to more demographics

Revise street standards via complete streets

Complete low stress ped & bicycle network

Housing / job balance and reduced commuting

# Transportation Policy and Strategy Ideas

Goals focused on outcomes rather than mode, and specifically address climate, accessibility, health & safety, integrating land use & transportation, and implementation. Some key themes that could weave throughout include:

- Centering people in the low carbon future
- Complete streets framework with hierarchy of modal priorities (*see example to right*) and green street standards
- Universal Basic Mobility (UBM)
- Vision Zero and roadway safety
- Make the best use of the infrastructure we have



*Pedestrian Priority: Complete multimodal networks prioritize the most efficient modes first. People walking and rolling are the heart of the transportation system as everyone is a pedestrian at some point during their trip.*

*Blueprint Denver  
Modal Priorities*

# Address the Climate Emergency

## Increase travel by more efficient modes

- Support implementation of CAAP, ATP and other plans
- Pursue compact and mixed-use development strategies
- Complete and green streets

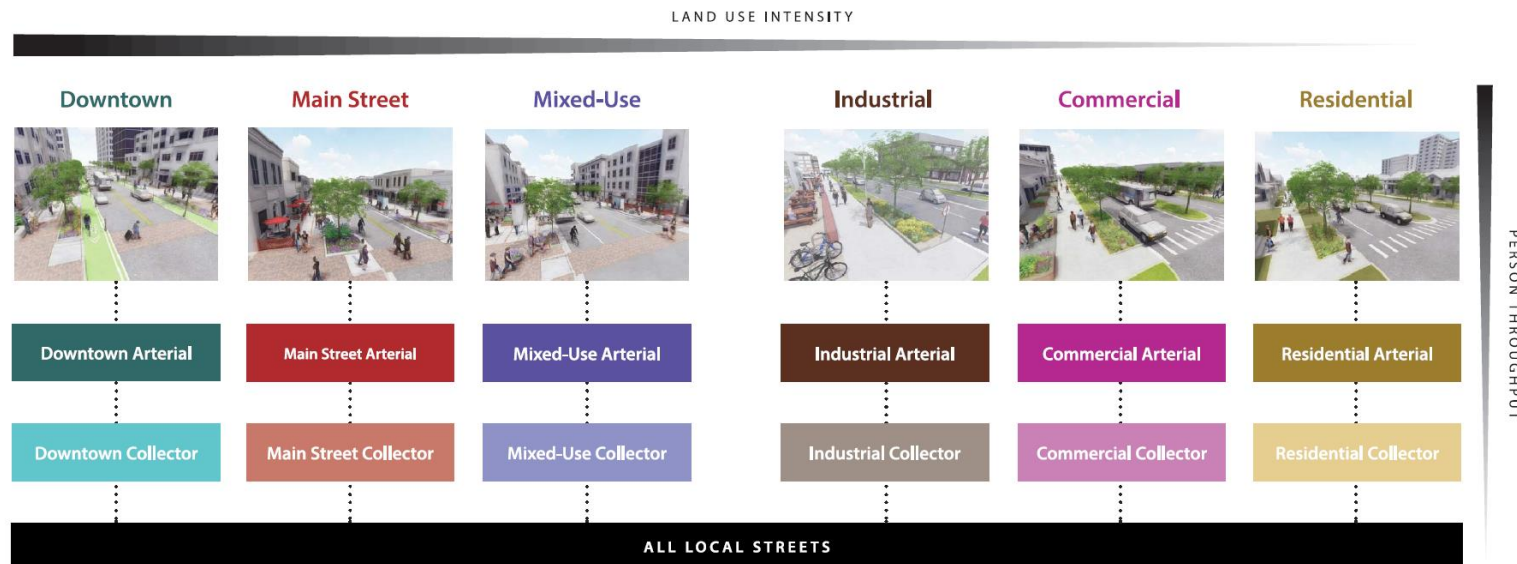
## Go Electric

- Develop a comprehensive package of incentives, disincentives, and actions to encourage the use of electric bikes (e-bikes) and zero emission vehicles (ZEVs)
  - Incentive programs
  - Abundant public-facing chargers
  - Incorporate in developments
  - Transition Petaluma Transit to ZEV
  - Address freight sector

# Create an Accessible City

## Develop a Universal Basic Mobility framework

- Center citywide mobility of people and not vehicles, starting with modal hierarchy and street types (see example below)
- Establish seamless connections between modal networks
- Physically and psychologically integrate and connect East and West Petaluma through frequent, safe, and comfortable connections
- Create and maintain a safe, low stress, comprehensive, and integrated bicycle and pedestrian system
- Enhance the public transit network



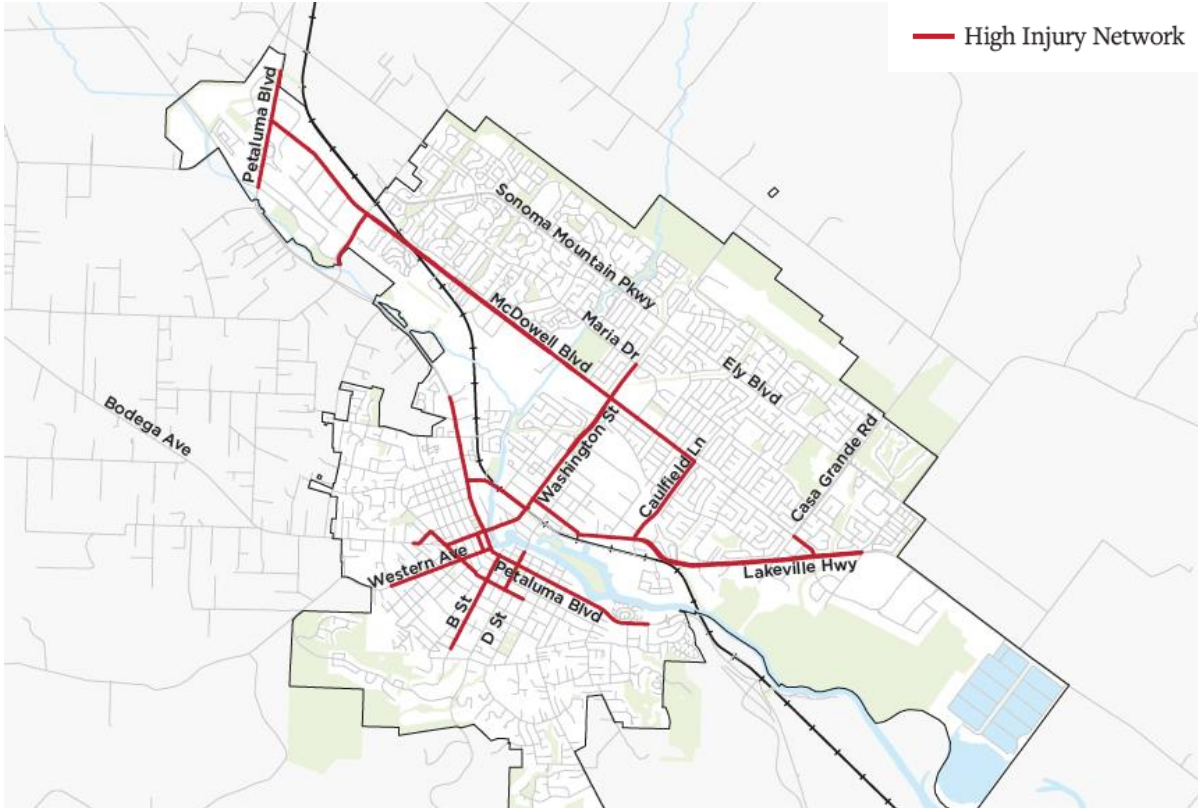
# Prioritize Health and Safety

## Apply Vision Zero policy

- Prioritize safety over speed
- Take a proactive and systemic approach
- Protect vulnerable users, particularly youth and seniors, and activity centers

## Align Emergency Responses

- Emergency service coverage and multimodal emergency evacuation routes that align with the other policies
- Thoughtful and impartial approaches to traffic enforcement



*Petaluma Active Transportation Plan High Injury Network*

# Integrate Land Use and Transportation

## Create a Holistic land use and transportation planning process

- Integrate 15-minute City objectives
- Update land use development review practices to ensure project designs and outcomes align with the modal priorities and Climate, Accessibility, and Health & Safety goals
- Adopt and implement TDM policy

## Align parking and curb policies with other policies

- Complete a Parking and Curb Management Plan to prioritize use by context
- Update off-street vehicle and bicycle parking standards to align with the City's climate and accessibility goals
- Parking reform via pricing, shared, and park-once



# Support Rapid Implementation

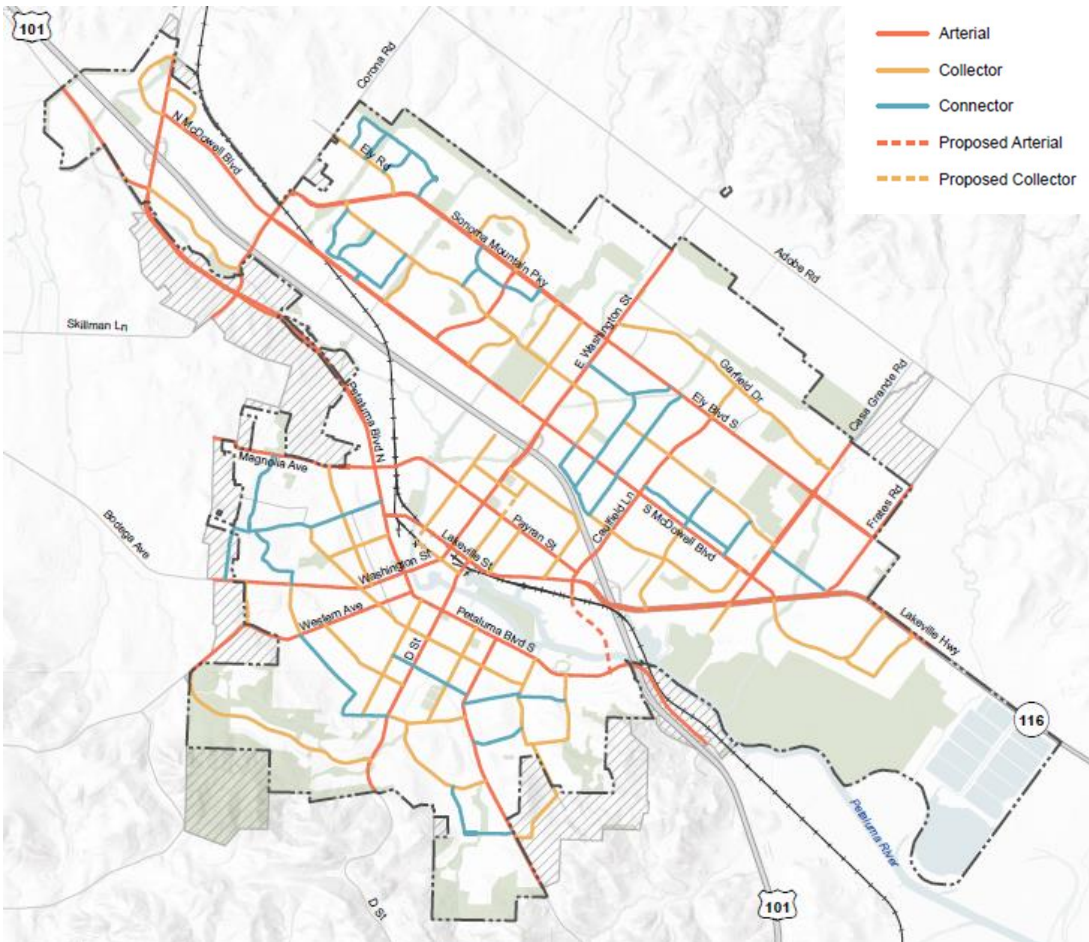
## Build capacity for change

- Dedicate City staff and funding to serve mobility priorities
- Empower residents to help the City achieve the mobility goals through clear and efficient processes, engagement, and education

## Take effective action

- Align workflow with policies
- Leverage quick build and repurpose existing infrastructure
- Gather data and monitor key outcomes
- Use creative strategies to identify funding sources

# Key Discussion Questions



*Petaluma existing street classifications*

Are outcome-based Goals helpful and understandable?

Does establishing a modal hierarchy to inform a Complete Streets framework make sense?

What transportation network changes should be included?

What are your priorities?

# **Small Group Discussions**

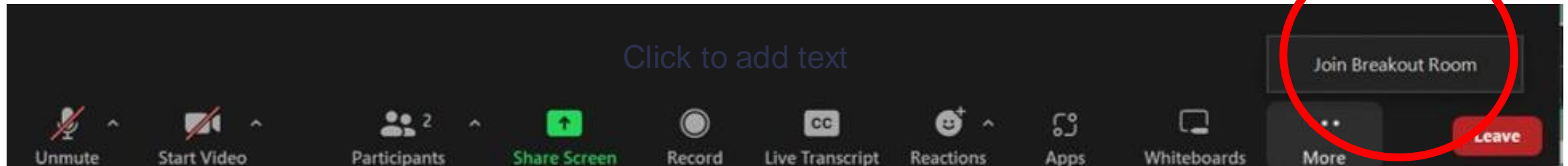
## **Round 2:**

### **Policy & Strategy Ideas**

# Two Rooms: Round 2

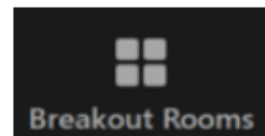
- Main Room: Arts and Culture (simultaneous Spanish interpretation)
- Room 1: Transportation

Si quiere participar en la conversación en Español, quédese en la sala principal.



## To Switch Breakout Rooms:

**Step 1** – Select the **Breakout Rooms** icon in the Zoom navigation bar



**Step 2** – Click **Join** next to the room you would like to enter



# Public Comments

# Stay within time please!

00 : 02 : 00

Change Clock Type  
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): --

--

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

Enable Count Up  Combine With Bar Clock

Start Pause Stop

# Large Group Discussion: Policy & Strategy Ideas

# Final GPAC Thoughts

*Including: Can GPAC members plan for a longer meeting on November 17 to accommodate three rounds of small group discussion?*



# General Plan Advisory Committee Meeting

October 20, 2022

# Arts and Culture Examples

## Artists working in city government

- LA County Civic Strategists
- Healdsburg downtown “Voices” projects
- Portland, Maine “Thin Blue Line” police and poetry project

# PORTLAND, MAINE



“Thin Blue Lines”  
Portland Police Department Poetry &  
Photography Project

Detective Kelly Gorham, "Tunnel Vision"

# Civic Strategists

## Los Angeles County

Places an artist(s) in a County department to work alongside staff and community

10 artists/year since 2018

“Artist-driven solutions” to civic problems, art-as-process

All residencies focus on some form of community engagement and participation

Nearly all continue after residency period

## Sample projects:

- Promoting voter initiative with County Registrar-Recorder Office
- Developing standards for arts and culture as core programs across all County parks
- Trust-building, with Office of Immigrant Affairs
- Collecting stories of victims of violence into a book, with Office of Violence Prevention
- Increasing tribal awareness and understanding, with Native American Indian Commission

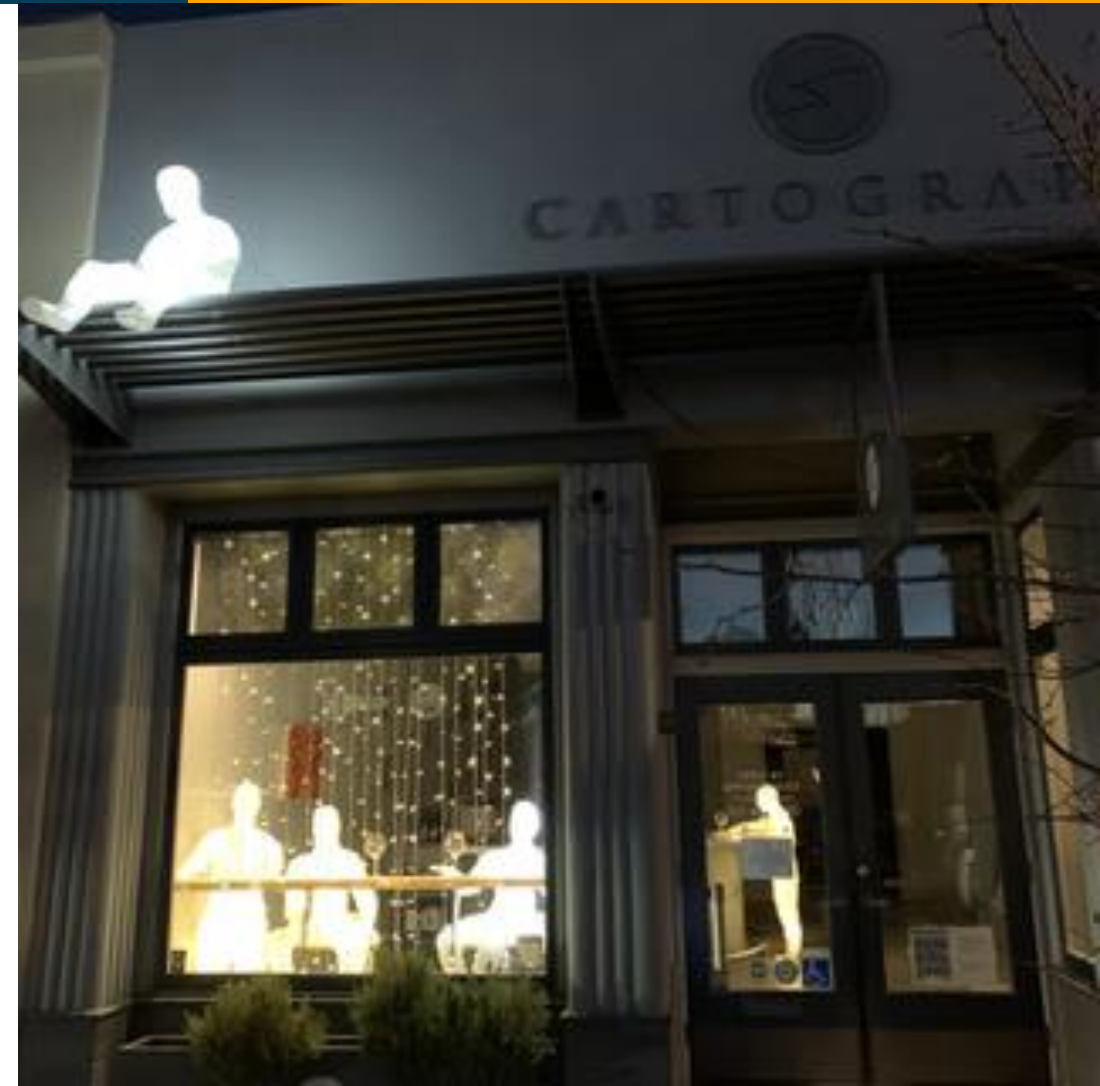
# Healdsburg Voices

Collaboration of Healdsburg Chamber,  
Tourism, Parks and Rec, others

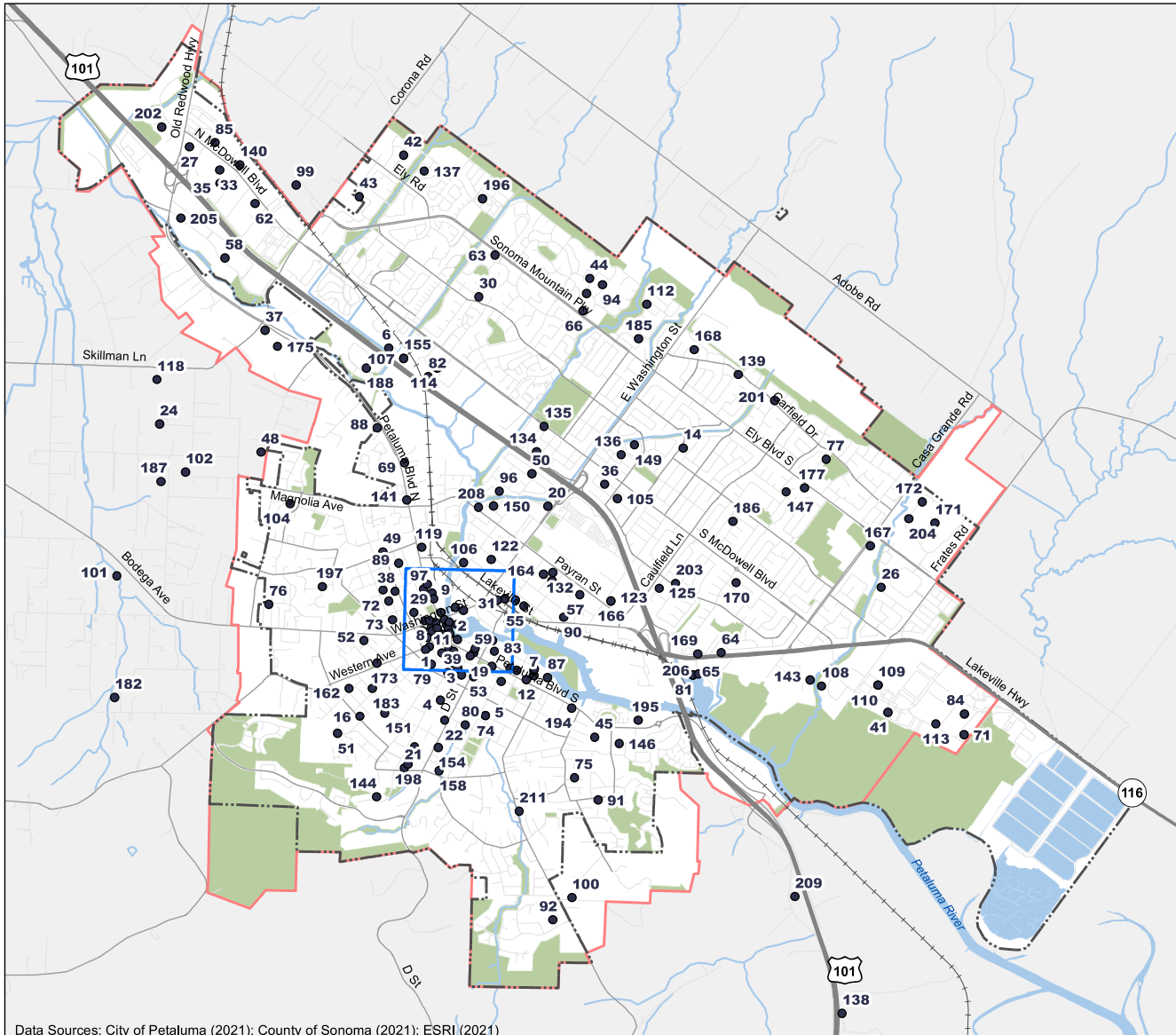
Four temporary artist projects in downtown  
during COVID: street painting, murals, light  
sculptures, art tours

Encourage people to come downtown in  
safe manner during quarantine and to  
return, as pandemic eased

*Presence and Absence, Linus Lancaster, 2020*



# Petaluma's Creative Businesses



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

- More than 200 creative businesses
- Located everywhere throughout city
- Design services, retail, wineries, breweries, recording studios, etc.
- Some serve a local market, others are regional or national
- In addition, some of Petaluma's 144 restaurants are creative businesses (not included on map)