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**Date:** October 13, 2022  
**To:** General Plan Advisory Committee (GPAC) members  
**From:** General Plan Update Team  
**Subject:** October GPAC Meeting

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We look forward to the GPAC meeting next Thursday, October 20. This memo is intended to help you prepare for that meeting. After brief staff updates the meeting will be focused on discussions of policy and strategy ideas with the General Plan Update consultant team, with a focus on transportation, parks, economic development, and arts and culture.

## **General Plan Policy and Strategy Ideas**

The GPU Team is really looking forward to the October and November GPAC meetings, which promise to be engaging! During these meetings, GPAC members and the consultant team will dive into the topics at the heart of the General Plan Update – natural resources, climate adaptation, hazard mitigation, land use, transportation, parks, historic resources, arts and culture, economic development, and environmental justice. The October meeting will focus on transportation, economic development, arts and culture, and parks and recreation.

These discussions with the consultant team will build on the detailed work and recommendations of the GPAC Working Groups. Specifically, the recommendations the Working Groups shared in August based on the knowledge and experience of the Petaluma community fueled a series of technical discussions between City staff and the consultant team on General Plan topics that occurred in September and October. During and since those meetings, the consultant team has been integrating the Working Group recommendations, findings from the existing conditions analysis, the vision and guiding principles, City staff insights, and best practices to draft general plan policy concepts, including potential policies and actions.

During the October and November GPAC meetings, members of the consultant team who focus on individual topics will participate in the GPAC meetings. The consultants will facilitate discussion of emerging policy and strategy concepts with the GPAC that build on Working Group recommendations and incorporate innovative ideas from the suite of technical experts on the consultant team. To kick-start the discussions during next week's meeting, representatives from Fehr & Peers, Strategic Economics, the Cultural Planning Group, and Raimi + Associates will provide brief overviews of key issues and questions related to transportation, economic development, arts and culture, and parks and recreation. The GPAC will then have the opportunity to join topical small group discussions in two rounds of concurrent Zoom breakout rooms. Each GPAC member will be able to choose which topics to join in discussion and move between discussions if preferred. Following public comment, the full GPAC will have the opportunity to share insights.

During the November GPAC meeting, we plan to have similar discussions focused on natural resources, historic resources, climate adaptation and safety, land use, and environmental justice. These discussions will inform initial drafts of the land use direction and policy frameworks for the GPU. Initial drafts will be refined in consultation with the GPAC and City staff in the coming months before informing broader community engagement activities to be held early in 2023. That community input will lay the groundwork for a high-level policy framework and the subsequent step in the planning process ultimately culminating with the initial Draft General Plan.

As always, if you have any questions, please contact Christina Paul ([cpaul@cityofpetaluma.org](mailto:cpaul@cityofpetaluma.org)). Thank you!

**Attachments:**

Attachment A: Summary notes from the September 15, 2022 GPAC meeting