

Issues & Opportunities Engagement Summary (Task 4.1)

Objective

This task is intended to summarize the results from the first phase of the engagement process. Through various engagement events held during 2020 and 2021, the community has identified the issues the city is facing, the values it holds, and the opportunities for positive change. These events have informed work products of the Visioning Phase of the General Plan Update, primarily the Vision & Guiding Principles and the Vision Diagram.

The matrix below includes a brief description of the engagement event, participation data, the community values expressed during the event, the issues & opportunities identified in the event, and the work products informed by this input.

Engagement Events

While the matrix below highlights key findings from engagement events, more in-depth summaries of each event can be found in the relevant report. Below is a list of each event and an overview of the information included in each summary. All of the summary reports can be found on this page:

<https://www.planpetaluma.org/documents>.

- **2020 Petaluma General Plan Public Survey - September 29 - November 29, 2020**
 - The summary report includes background information, key takeaways, demographics of respondents, summary data, and hotspot maps answering questions on initial city-wide areas for change.
- **Listening Sessions with City Council and GPAC members**
 - Participants were asked about their vision for the future of Petaluma, what values they hold about the city, what issues the city is facing, what opportunities the city should take advantage of, and community engagement ideas. The summary report includes key themes from the participant's comments.
- **GPAC Meeting – July 15, 2021**
 - The summary report includes an overview of an environmental justice and equity presentation and discussion, a transcription of all the comments received from GPAC members on the virtual engagement boards, and GPAC members' responses to questions about Petaluma's health and environmental justice strengths & issues.
- **GPAC Meeting – August 19, 2021**
 - The summary report includes a transcription of all comments received from GPAC members on potential modifications to the Guiding Principles, identification of areas of stability and change, and the public comment given. The Appendix includes the annotated maps that were used on the virtual engagement boards.
- **Area Meetings**
 - The summary report includes information from all four meetings, including a summary of key themes from discussions on assets, values, issues, and areas of change and

stability. The Appendix includes all the comments received, images from the online mapping activity, and participants' demographics.

- **Pop-Up Workshops**
 - The summary report includes an overview of the pop-up events and main themes from responses to each poster board. The five interactive poster boards asked participants about their General Plan priorities, their values, locations for new development and mobility improvements, and the issues and opportunities shaping Petaluma's future. Images of the poster boards and maps, and transcription of the comments, are included in the Appendix.
- **GPAC Meeting – September 16, 2021**
 - The meeting summary includes the results of a poll that asked about the twenty areas of discussion and four potential urban growth boundary areas, and a transcription of discussion comments, GPAC modifications of the Guiding Principles, and input on the Visioning Workshop materials.
- **Visioning Open House Workshop – September 29 - October 22, 2021**
 - On September 29th, a live open house workshop was hosted over Zoom where participants generated ideas for a long-term vision statement for the future of Petaluma, gave feedback on the draft Pillars and Guiding Principles, and generated input on the level and types of change in the Areas of Discussion. Community members could contribute to the workshop activities online through October 22. The summary report includes the overall themes heard in each activity, the raw comments and revisions provided in each activity, and data analysis of the Areas of Discussion Mentimeter poll results.
- **GPAC Meeting – October 21, 2021**
 - The meeting summary includes a transcription of notes and questions taken during the Existing Conditions Reports Key Findings discussion, a debrief on the Visioning Workshop, and a summary of the public comment given.
- **GPAC Meeting – November 18, 2021**
 - This meeting summary includes a transcription of comments given during the review of initial community engagement input, notes detailing proposed revisions to the Pillars of Petaluma & Guiding Principles, and revisions to the Areas of Discussion map.
- **Latinx Focus Group – December 6, 2021**
 - The summary report captures visions & issues generated in the live focus group and the Latinx Focus Group WhatsApp community. The report also notes lessons for future engagement with Petaluma's Spanish-speaking community.
- **Youth Visioning Survey – December 2, 2021 - January 16, 2022**
 - The summary report contains initial youth input detailing what they value about Petaluma, what they would like to see changed, and what they would like to see prioritized in the General Plan Update.

Engagement Events Summary Matrix

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
2020 City Online Survey	This City-wide online survey gathered early insights from the community to shape the planning process and identify major themes to be addressed in the General Plan. The survey was available in English and Spanish.	1,088 responses from people who lived and/or worked in Petaluma	<ul style="list-style-type: none"> • Climate change action • Open space and recreation, walking and biking • Characteristics of the community's favorite places: good food and shopping options, lively atmosphere (e.g., live music), open space, nature, parks, historic character, and walking trails 	<ul style="list-style-type: none"> • Strong need for improving street safety for pedestrians and bicyclists on major roads that lead into Downtown Petaluma • Need to improve the city's bicycle network 	<ul style="list-style-type: none"> • New parks, additional bike lanes, and improvements to streetscapes • Downtown Petaluma has the greatest opportunities for improvements. • There is a high interest in increasing housing, retail, and eateries and improving recreational open spaces. 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles • Vision Diagram • Areas of Discussion Map
Listening Sessions	The consultant team interviewed City Council and GPAC members to understand the City	27, 45-minute listening sessions	<ul style="list-style-type: none"> • Access to nature & open space • Small town character 	<ul style="list-style-type: none"> • East-west divide, ethnic & income divide • Equity issues: inequitable distribution of facilities, the historical legacy of 	<ul style="list-style-type: none"> • Inherent assets (regional location, climate, town character) 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma &

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
	better and inform project direction & future engagement strategies.		<ul style="list-style-type: none"> • Vibrant Downtown • Connectivity to the region 	<ul style="list-style-type: none"> white supremacy, barriers for Spanish-speaking residents • Greenhouse gas mitigation • Climate & hazard resilience • Mobility networks are not friendly to all modes of transportation • Job-housing imbalance • Balancing competing priorities 	<ul style="list-style-type: none"> • Assets gained through investment (educational institutions, Fairgrounds) • Conservation of River, wetlands, floodplains • Land use changes (infill development, building complete neighborhoods, resilience planning, new uses for shopping centers) • Streamlining housing to meet multiple goals • Potential of Corona SMART Station and redesign of main streets for non-car uses • Strengthening the local, small business economy and taking advantage of work-from-home trends 	Guiding Principles

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
GPAC Meeting July 15, 2021	This meeting focused on discussing Health & Environmental Justice (HEJ) issues and the initial disadvantaged communities (DACs) analysis within the HEJ Report.	18 GPAC members, approximately 9 members of the public	<ul style="list-style-type: none"> • Access to the outdoors & the Petaluma River 	<ul style="list-style-type: none"> • Insufficient trees and shading canopy • Increasing vulnerability to extreme heat • Unsafe bike routes • Auto-dependence • Lack of access to health information & health-related opportunities for Spanish speakers 		<ul style="list-style-type: none"> • HEJ Report
GPAC Meeting August 19, 2021	This meeting focused on discussing potential changes to the Guiding Principles from the existing General Plan and mapping potential Areas of Change and Areas of Stability within the City.	15 GPAC members, approximately 6 members of the public	<ul style="list-style-type: none"> • Preserving historical buildings & districts • Preserving open space, recreational opportunities & natural elements 	<ul style="list-style-type: none"> • Disconnected green spaces • Fairgrounds – finding a compromise between conflicting development/preservation views (e.g., Developing Fairgrounds but preserving surrounding neighborhoods) • Unsafe & incomplete sidewalks at various locations 	<ul style="list-style-type: none"> • SMART station area • Enhance the pedestrian experience and civic life in Downtown • Convert vacant shopping centers into housing & community services • Vacant parkland could be maintained as public parks & trails instead of sites of new development 	<ul style="list-style-type: none"> • Draft Pillars of Petaluma & Guiding Principles • Areas of Discussion Map
Area Meetings	Four total meetings occurred, each meeting focusing on a	Approximately 120 residents and other	<ul style="list-style-type: none"> • Maintaining Petaluma's 	<ul style="list-style-type: none"> • Physical and social divisions between east and west parts of town 	<ul style="list-style-type: none"> • Develop area around Proposed SMART Station (McDowell & 	<ul style="list-style-type: none"> • Pillars of Petaluma &

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
	<p>different quadrant of the city. Participants brainstormed unique qualities and issues for each geographic area. Additionally, they identified opportunities for physical improvements and areas where land use changes or development could occur.</p> <p>Northeast Quadrant – August 23, 2021</p> <p>Northwest Quadrant – August 25, 2021</p> <p>Southwest Quadrant – August 30, 2021</p> <p>Southeast Quadrant – September 1, 2021</p>	<p>stakeholders attended the meetings</p>	<p>sense of community</p> <ul style="list-style-type: none"> • Access and preservation of existing natural assets • Commitment to enhancement and preservation of the river • Safety for all residents • Preserving and strengthening Historic Downtown 	<ul style="list-style-type: none"> • Lack of safe routes for pedestrians and bikes • Congestion and traffic • Scarcity of housing for low- and moderate-income households • Current flooding and threat of future flooding with new development • Lack of open space and tree canopy • Sea level rise and climate change 	<p>Corona Rd). including housing, mixed uses, development, amenities</p> <ul style="list-style-type: none"> • Better utilize space at shopping centers • Improve gateways to Downtown • Create new open spaces • Build new uses at Fairgrounds such as housing, a park, convention center, relocated City Hall (conflicting with those who would like to maintain current uses, programs, and culture) • Add new development that builds on and complements the existing history of Petaluma • Create additional community gathering spaces 	<p>Guiding Principles</p> <ul style="list-style-type: none"> • Vision Diagram • Areas of Discussion Map

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
Pop-Ups	<p>Seven pop-up workshops, or intercept meetings, were held at popular locations and well-attended events in Petaluma throughout August, September, and October 2021. All materials had a Spanish-language translation.</p> <p>Walnut Park Farmers Market – August 28 & September 11, 2021</p> <p>Eastside Farmers Market – August 31, 2021</p> <p>Petaluma Evening Market – September 9, 2021</p> <p>Self-guided Pop-up at Petaluma Library –</p>		<ul style="list-style-type: none"> • The walkability of Downtown, variety of community destinations within the city, and location within the larger region • Diverse & established neighborhoods • Prioritize carbon neutrality efforts & protection of Petaluma River + natural areas 	<ul style="list-style-type: none"> • Marshland, riparian areas, and floodplains should not be considered as future housing sites • Increasing flooding hazards • Traffic congestion, car/pedestrian accidents, dangerous traffic speeds • Disagreement over proposed Rainier, Corona Road, & Caulfield Lane projects • Need for more affordable housing • Need for more lighting & safety features along pedestrian routes • Need for more frequent and extensive public transportation options (buses, free shuttles) 	<ul style="list-style-type: none"> • Focus on transit-oriented development and infill development • Improve existing parks/green spaces & add more interconnected spaces all over the city (e.g., a connected river trail from north to south) • Improve pedestrian and bicycle cross-town connections & infrastructure (e.g., especially to facilitate east to west travel) • Remove parking minimums and limit parking on busy streets 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles • Vision Diagram • Areas of Discussion Map

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
	<p>September 22-October 7, 2021</p> <p>Petaluma Library – October 7, 2021</p>					
GPAC Meeting September 16, 2021	This meeting focused on discussing and receiving feedback on the approach for the September 29th Visioning Workshop, the Draft Guiding Principles & Pillars, and the Draft Areas of Discussion Map.	16 GPAC members, approximately 5 members of the public	<ul style="list-style-type: none"> • Commitment to public health improvement 	<ul style="list-style-type: none"> • Concern over the potential Urban Growth Boundary expansion areas 		<ul style="list-style-type: none"> • Visioning Workshop • Draft Pillars of Petaluma & Guiding Principles • Draft Areas of Discussion Map
Visioning Open House Workshop	This workshop provided an overview of the General Plan Update, generated ideas for a long-term vision statement for the future of Petaluma, received feedback on the draft Pillars and Guiding Principles, and generated input on the	The Workshop was hosted on the Zoom platform on September 29th, and the activities and presentation videos were available on the project website (in English and	<ul style="list-style-type: none"> • Commitment to climate action & carbon neutrality • Agricultural legacy & sustainable farming strategies • Making community 	<ul style="list-style-type: none"> • Lack of City recognition and support of current Latinx art & cultural programs • Healthcare, creativity, and innovation are topics missing from Pillars & Guiding Principles • Conflicting visions for the future of the Fairgrounds (e.g., should it be 	<ul style="list-style-type: none"> • Prioritize infill development • Prioritize the improvements of the pedestrian & bicyclist experience • Create more skill- and leadership-building programs and opportunities for Petaluma’s youth, 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles • Vision Diagram • Areas of Discussion Map

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
	level and types of change in different areas of the city. All online materials were available in Spanish.	Spanish) up to October 22, 2021. Approximately 95 people provided input through online activities.	<p>spaces accessible to all residents</p> <ul style="list-style-type: none"> • Creating a community where everyone can thrive • Preserving community character while providing opportunities for families of different incomes and backgrounds to thrive here 	preserved for agriculture uses, developed for housing, or developed to have a mix of uses?)	<p>especially Latinx youth</p> <ul style="list-style-type: none"> • Create a multicultural center that can provide physical space for a variety of programs, events, and classes • Identification of areas to preserve from new development 	
GPAC Meeting October 21, 2021	This meeting focused on discussing the key findings from the Existing Conditions Reports & White Papers, in addition to reflecting on the Visioning Workshop.	17 GPAC members, approximately 9 members of the public		<ul style="list-style-type: none"> • Concern over the considerable number of residents who commute out of town to work and of the considerable number of workers who commute into town • Intersections between housing unaffordability 	<ul style="list-style-type: none"> • Making Petaluma a complete community • Reimagine building types and create spaces with flexible uses • Urban forestry management and its positive climate 	<ul style="list-style-type: none"> • Vision Statement • Vision Diagram • Pillars of Petaluma & Guiding Principles

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
				and environmental justice issues <ul style="list-style-type: none"> • Petaluma River & flooding – prioritizing floodable development or managed retreat for current residents? 	mitigation & adaptation effects	
GPAC Meeting November 18, 2021	This meeting focused on reviewing the results of recent engagement activities, including the Pop-ups and Visioning Workshop, and discussing potential revisions to the “Pillars of Petaluma,” “Guiding Principles,” and the “Areas of Discussion” map based on the engagement results.	14 GPAC members, approximately 4 members of the public		<ul style="list-style-type: none"> • Concern over the potential gentrifying effect of improvements & development in the areas identified in the Areas of Discussion Map • Concern that future development would only occur along the freeway when it should happen throughout the city 	<ul style="list-style-type: none"> • There is the opportunity to add Guiding Principles or Supporting Concepts that build on the workshop recommendation to include creativity, innovation, food security, and wellness into this document. • The “Transformation” of areas of the city does not have to mean the development of buildings & roads, it can mean improvement & restoration of green 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles • Vision Diagram • Areas of Discussion Map

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
					<p>spaces, historic structures, and more.</p> <ul style="list-style-type: none"> • The development of Downtown should be rehabilitation, not redevelopment. • Create neighborhood retail opportunities throughout the city, not just Downtown • Residents want to see changes in the far east and far west areas of town. • Casa Grande High School is currently vacant and could become a neighborhood retail center. • The closed golf course within Area P could become a useful open space • UGB expansion area #3 could be considered for agriculture uses and 	

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
					open space preservation	
Latinx Focus Group	This Spanish-language engagement session provided a space for participants to understand the role of the General Plan and their participation in the process, share what they value about Petaluma, identify their priorities, and describe issues and opportunities across the city.		<ul style="list-style-type: none"> • Community spaces, resources, events • A welcoming, trustworthy, and safe community/ small town character • Quality and diverse educational institutions • Regulations to maintain cohesiveness 	<ul style="list-style-type: none"> • Dignified & accessible housing is scarce. • Street safety for pedestrians and bicyclists is a major issue. • Community members who are unsheltered are facing harsh conditions. • Some families are left in the middle for services (e.g., make just above limits for government assistance) • Street parking creates conflict and limits public space. 	<ul style="list-style-type: none"> • Large parking lots can be sites for housing, especially affordable housing • Community members can help identify traffic accident hot spots through a crowd-sourcing tool (e.g., City test message line, social media) • Parks are appreciated but they can be improved 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles
Youth Visioning Survey	The survey opened on December 2, 2021 and remained open until January 16, 2022. This survey aims to capture youth perspectives on what is working in Petaluma, what needs	The online survey was publicized at Petaluma High School in December 2021	<ul style="list-style-type: none"> • Community care • Comfortable environment (friendly, calm, small family town) 		<ul style="list-style-type: none"> • Representation allows more visibility – all Petalumans need to feel seen and heard (including our homeless neighbors) • Add more safe and active mobility options 	<ul style="list-style-type: none"> • Vision Statement • Pillars of Petaluma & Guiding Principles

Event	Description	Participation	Values	Issues	Opportunities	Work Products Informed by Event
	<p>to change, and what priorities to focus on for the future. The initial input included here was collected before December 22, 2021.</p>		<ul style="list-style-type: none"> • Presence of options (variety of destinations within the city, public art) • Community spirit and celebrations 		<p>(people-centered, not car-centered)</p> <ul style="list-style-type: none"> • Supportive ecosystem – equitable access to basic needs, relationships based on mutualism • Communication creates connection and visibility – focus on uplifting local resources and publicizing community resources 	