General Plan Advisory Committee (GPAC)

February 9, 2022 DRAFT

CITY OF PETALUMA
GENERAL PLAN UPDATE

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GPAC Working Group Guidance

The purpose of this document is to provide guidance and resources for Working Groups of the Petaluma General Plan Advisory Committee (GPAC).

Purpose of the GPAC Working Groups

The purpose of GPAC Working Groups is for GPAC members to collaborate with other knowledgeable and active community members to make topic-specific recommendations in support of the General Plan Update (GPU).

GPAC members bring valuable expertise and experience to the General Plan Update. Likewise, the broader Petaluma community is very active, and there are many community-based initiatives focused on topics addressed in the General Plan. The GPAC Working Groups are an opportunity for GPAC members and other community members to come together and work outside of regularly scheduled GPAC meetings to help advance the General Plan Update. By moving outside of GPAC meeting time limitations, the Working Groups allow time for "deeper dives", brainstorming, and creative conversations about important General Plan topics.

The Brown Act

To honor the spirit and letter of State open meetings law, it is important that GPAC Working Groups:

- Include fewer members than a quorum of the GPAC (quorum is currently 10)
- Report issues discussed by the Working Group to the GPAC during regularly noticed meetings.

Working Group Coordination

Working Groups will be self-directed, self-coordinated, and self-facilitated. The General Plan Planning Team will NOT coordinate or facilitate Working Group activities but may answer questions, attend meetings, and provide support as helpful and available. However, it is important to avoid duplication of effort, to clearly focus the efforts of Working Groups on strategies best advanced through the General Plan (see General Plan Terminology below), and to complement the work of the Planning Team and related City and community-based initiatives.

Therefore, it is important that Working Groups proactively keep the General Plan Planning Team updated on Working Group progress. Specifically, to use GPAC meeting time most effectively, Working Groups should provide written updates/reports and any GPAC agenda item requests **two weeks** in advance of each GPAC meeting. This is to help organize agendas and share materials with other GPAC members and the General Public.

Proposed Working Group Topics

1. **Climate Action, Resilience and Sustainability**: How can the General Plan help to achieve carbon neutrality? What General Plan strategies should be in place to address resilience to natural and man-made events?

2. **Equity**: What does an "equitable" Petaluma look like? What existing policies, programs, etc. produce inequitable results? What strategies should be in the General Plan to achieve equity?

3. **Open Space Enhancement**: How can Petaluma enhance the interaction between city and nature? What should be done to enhance the Petaluma River and its tributaries? What does an "ideal" open space map look like? How can the General Plan best advance open space enhancements?

4. **Mobility**: What does the future of mobility look like, and how can Petaluma plan for this? What needs to change with the current transportation system? How can the General Plan advance these changes?

5. **Sense of Place and Quality of Life**: How should Petaluma define "sense of place"? What General Plan strategies will ensure that Petaluma can evolve without losing its identity?

6. **Economic Development**: How can Petaluma build a localized, self-reliant, and equitable economy? How can the General Plan help to achieve that goal?

Note: Land use, growth areas, and urban design will be worked on with the full GPAC, so they are not included in the list above.
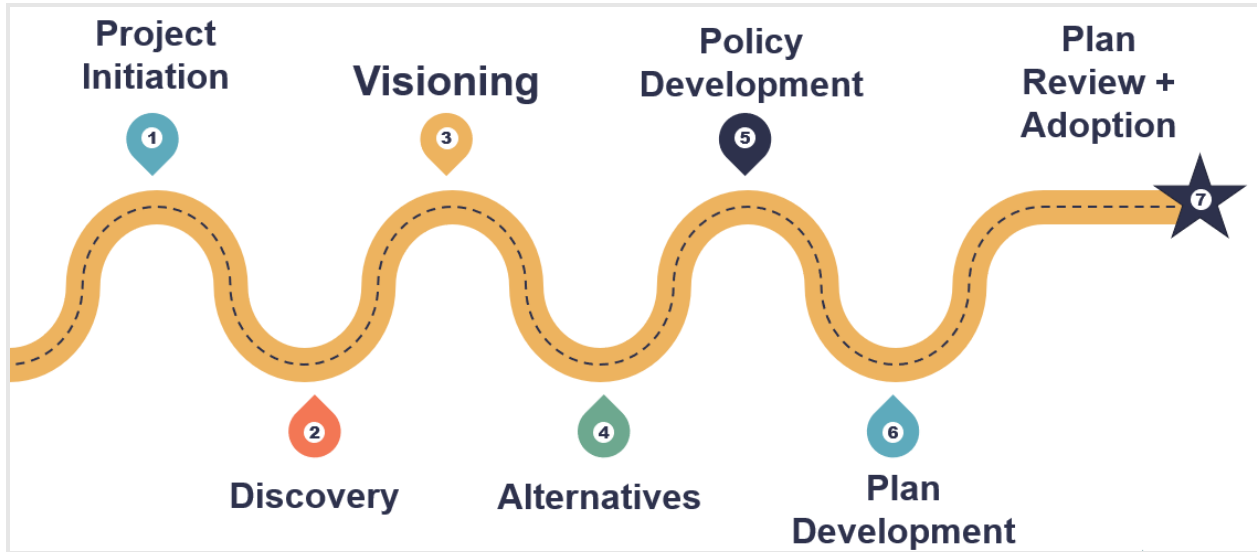
Working Group Deliverables

Generally, the Working Groups can best contribute to the General Plan Update by providing recommendations related to topic-specific ideas or concepts that should be considered for the General Plan, including:

- Topics for GPAC meeting agendas
- Topics, speakers, and timing for community educational forums. Educational forums are topical informational forums on cross-cutting topics of citywide importance, typically including a presentation followed by a Q&A and designed to challenge conventional thinking and enable participants to think "bigger" about the future.
- Questions to ask or input to solicit from the broader community through GPU community engagement
- Proposed General Plan goals, objectives, policies, standards, implementation actions, and indicators of success (see the definitions below)
- Actions that could be taken before the updated General Plan is adopted.

Working Group recommendations should be informed by existing conditions, community input, the work of City committees and commissions, related City and community-based initiatives, and related analysis (see the Resources section below). It is vital that Working Groups collaborate with existing groups and initiatives to ensure high levels of efficiency and avoid duplicative efforts.

Flow and Timeline

The GPAC Working Groups may prove useful during each of the remaining GPU phases: Alternatives, Policy Development, and Plan Development. Therefore, as a starting point, the following Working Group workflow is proposed:

Initial Meetings (please provide written updates/reports to the Planning Team by April 7)

- Working Group composition and organization
    - Identify related City committees, commissions, boards, and initiatives
    - Identify non-GPAC Working Group members (see Composition below)
    - Establish Working Group roles and practices for communication and coordination
    - Establish a meeting schedule
- Working Group focus
    - Clearly define the Working Group niche in the context of potential General Plan strategies (see General Plan Terminology below) and of the work of related City and community-based initiatives
    - Refine a list of subtopics
    - Develop "research questions" and/or outcomes
    - Identify available resources
- Inform alternatives
    - Propose concepts related to your topic that could be explored or tested as part of alternatives (each alternative includes a different potential future growth pattern, mix of land uses (and densities/intensities), transportation network, and parks and public space network)
    - Identify topic-specific constraints on future development patterns (e.g., important environmental resources, historic or cultural resources, hazards, etc.)

Subsequent Meetings focused on Policy and Plan Development

- Prepare topic-specific briefings for the GPAC
- Propose educational forum topics

- Identify questions to ask or input to solicit from the broader community
- Craft goals, objectives, and indicators of success
- Craft policies, standards, and implementation actions
- Recommend actions that could be taken before the updated general plan is adopted.

Please provide written updates or reports for the GPAC and any GPAC agenda item requests **two weeks** in advance of GPAC meetings to support agenda organization and transparency.

General Plan Terminology[1]

- **Goal**: a general expression of community values and direction, expressed as <u>ends</u> (not actions)

- **Objective**: a specified end, condition, or state that is a <u>measurable</u> intermediate step toward attaining a goal

- **Policy**: a specific statement that <u>guides decision-making</u> and helps implement a general plan's vision

- **Standard**: a rule or measure establishing a level of quality or quantity that <u>must be complied with or satisfied</u>

- **Implementation Action**: an <u>action, procedure, program, or technique</u> that carries out general plan policy

- **Indicator**: <u>metric or other measure</u> that shows whether the community is achieving its goals and objectives.

The General Plan Guidelines from the Office of Planning and Research include many examples.

Working Group Participation

Composition

- GPAC members are not required to participate in a Group.
- Each Working Group should have at least two GPAC members.
- Each GPAC member can volunteer for up to two groups.
- Non-GPAC members may participate on an ongoing or ad hoc basis.

Roles and Responsibilities

GPAC Members

Coordinator (GPAC member)

- Coordinate the Working Group, including communications, meeting logistics, etc.
- Serve as point of contact for City, consultants, and community members

Co-Coordinator (GPAC member): support and serve as back-up for the Coordinator

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[1] From the Office of Planning and Research General Plan Guidelines

Additional GPAC Members: actively participate and contribute

Potential Non-GPAC Members

Liaisons with related City committees/commissions

- Mutually inform and support but not duplicate related efforts
- Help Working Groups focus work on strategies best advanced through the General Plan

Community Liaisons from related initiatives and community-based organizations (e.g., Daily Acts, KBYG, Cool Cities, PECAC, ReLeaf, others)

- Actively participate and contribute
- Share information and updates between the initiative/CBO and the Working Group

Sample Working Group Resources

General Plan Documents

GPAC Briefing Book: https://www.planpetaluma.org/gpac-briefing-book

- History of Petaluma, Growth Management, and Planning
- Current General Plan
- City Goals and Policies
- City Data Profile

Map Book: https://www.planpetaluma.org/maps-1

State Office of Planning and Research (OPR) General Plan Guidelines: https://opr.ca.gov/planning/general-plan/guidelines.html

Existing Conditions Reports: https://www.planpetaluma.org/documents

Vision and Guiding Principles

GPU Community Input

Engagement Activity Summaries: https://www.planpetaluma.org/documents

Related City and Community-based Initiatives

City Commissions, Committees, and Boards: https://cityofpetaluma.org/committees-commissions-boards/

Community-based Initiatives focused on General Plan topics

Related Plans and Studies

- Many are linked from the GPAC Briefing Book: https://www.planpetaluma.org/gpac-briefing-book and on the project Explore page: https://www.planpetaluma.org/explore

- Climate Emergency Framework:
  https://storage.googleapis.com/proudcity/petalumaca/uploads/2021/02/Climate-Action-Framework_Final.pdf

Mapping Tools

OPR General Plan Guidelines Tool: http://maps.gis.ca.gov/cageneralplan/map.aspx