



CITY OF PETALUMA GENERAL PLAN UPDATE

Date: January 20, 2022
To: General Plan Advisory Committee (GPAC) members
From: General Plan Update Team
Subject: January 20, 2022 GPAC Meeting

Happy new year!

This memo is intended to help you prepare for the GPAC meeting on January 20, 2022. The primary objective of the meeting is to make a recommendation to the City Council on the proposed Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts. In addition, we will share brief updates about the project, related initiatives, and next steps.

As the culminating work products of the Visioning Phase, which will direct the rest of the General Plan Update process, it is critical that the deliverables covered in this meeting articulate a compelling and inclusive future. Please take the time to review the meeting materials in advance of the meeting and come prepared to contribute to a robust GPAC conversation.

Background: Vision and Guiding Principles

As discussed during recent meetings, 2020 and 2021 community engagement activities were designed to inform the Visioning Phase of the General Plan Update project. Primary work products of the Visioning Phase are in Attachment B, the Final Draft Visioning Products, including the draft Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts. Each of these items have been informed by community discussion and GPAC feedback as discussed below.

- **Vision Statement:** At the Pop-Ups, community members shared what they love about Petaluma and described Petaluma's long-term evolution on a "vision wall." In addition, during the Community Visioning Workshop, participants created "vision headlines" that describe Petaluma in 2045. After the November GPAC meeting, GPAC members were invited to prepare vision statements based on that community input, and ten GPAC members submitted proposed drafts. Attachment B includes GPAC member vision statements plus a draft final Vision Statement that seeks to synthesize the GPAC members' work.
 - **Pillars of Petaluma and Guiding Principles:** Over the course of several meetings, the GPAC helped revise the Guiding Principles in the current General Plan and develop the draft "Pillars of Petaluma." The GPAC's work was then evaluated by the community during the Community Visioning Workshop. In addition, during the Pop-Ups, participants voted for community priorities, which further informed the breadth of the Pillars and Principles. During the November 2021 GPAC meeting, the GPAC used all of that community input to further refine the Pillars and Principles. Attachment B includes a table showing a final draft of both the Pillars of Petaluma and the associated Guiding
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Principles and Supporting Concepts along with notes regarding the GPAC guidance and community input.

Meeting Focus and Preparation

The focus of next week's GPAC meeting will be a discussion and feedback on the final drafts of the Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts. The goal is to conclude the meeting with a clear recommendation to the City Council for adopting these culminating work products of the Visioning Phase.

In preparation for the meeting, please review and comment on these work products with the following questions in mind. Attachment B, the Final Draft Visioning Products, is being provided to you in Microsoft Word format so that you can provide your comments in advance of the January 20 meeting.

Vision Statement

- Are there any important aspects of the preferred "future Petaluma" that are missing from the draft Vision Statement?
- Is the draft Vision Statement a compelling articulation of community input?
- Are there any changes to the draft Vision Statement that you recommend before the GPAC makes a recommendation to the City Council?

Pillars of Petaluma and Guiding Principles:

- Do the Pillars, Principles, and Supporting Concepts accurately reflect the community input and GPAC contributions from past discussion?
- Are there any important changes to the draft Pillars, Principles, and Supporting Concepts that you recommend before the GPAC makes a recommendation to the City Council?

Related Resources

The project website (<https://www.planpetaluma.org/plan-documents>) now includes summary reports from all of the Visioning Engagement, including the Pop-ups, the Workshop, and a Youth Survey and Latinx Focus Group completed in December 2021.

If you have any questions, please contact David García (dgarcia@cityofpetaluma.org). Likewise, if you have written comments on the Final Draft Visioning Products, please send them to David by Wednesday, January 19. Thank you, and we look forward to seeing you next week!

Attachments:

Attachment A: Summary notes from November GPAC meeting

Attachment B: Final Draft Visioning Products