



## Petaluma City Council Goals and Priorities for 2017 and 2018

### I. GOAL: MAINTAIN FISCAL SUSTAINABILITY

1. Priority: Enhance Existing Revenue Sources
  - a. Increase Revenue Collections Through Aggressive Utilization of Revenue and Collections Officer Position
  - b. Evaluate for New Opportunities and Increase Existing User Fees
  - c. Educate the Public and Business Community on City Finances
2. Priority: Limit/Reduce Expenditures
  - a. Investigate, and Implement Consolidation Strategies to Reduce the Cost of Services or Enhance Service Delivery, as Opportunities Arise
  - b. Continue to Seek Cost-Effective Means to Reduce Future PERS Liability
3. Priority: Establish New Revenue Sources
  - a. Revisit Consideration and Initiation of a Sales Tax Increase
  - b. Consider other Tax Increase Opportunities
4. Priority: Establish Fiscally Sustainable Funding for Storm Water Management

### II. GOAL: INVEST IN HUMAN RESOURCES AND INFORMATION TECHNOLOGY

1. Priority: Establish an In-House Leadership Academy for Management and Supervisory Staff
  - a. Develop Program Design
  - b. Conduct Program with New and Existing Staff
2. Priority: Develop and Revise Written Human Resources Guidance
  - a. Update Personnel System Ordinance, and Related Ordinances and Resolutions
  - b. Develop Personnel Policies and Procedures Manual

3. **Priority:** Develop Materials and Provide Staff Training
  - a. Resolutions
  - b. Ordinances
  - c. Contracts
  - d. Leases
  - e. Requests for Proposals
  
4. **Priority:** Plan for City-wide Computer System Replacement
  - a. Determine the Useful Life of the Current System
  - b. Evaluate Replacement Options
  - c. Identify and Secure Funding Sources
  
5. **Priority:** Continue to Develop the City's Website and Social Media to Allow for More Efficient and Interactive Communication Between Residents and City Departments
  - a. Digitize Document storage
  - b. Expand the Number of On-Line Applications for a Variety of Permits
  
6. **Priority:** Update the City Charter
  
7. **Priority:** Update and Make Consistent Advisory Bodies' Enabling Legislation
  - a. Airport Commission
  - b. Building Board of Appeals
  - c. Recreation, Music & Parks Commission
  - d. Transit Advisory Committee

### III. **GOAL: ESTABLISH / REVISE LOCAL LEGISLATION**

1. **Priority:** Review and Amend the Elements of the General Plan 2025 to Reflect Changes Since its Adoption in 2008
  - a. Updates to Reflect FEMA Mapping Update
  - b. Conduct UGB Assessment (Policy 1-P-37)
  - c. Update Exhibits and Figures to Reflect Implementation
  - d. Incorporate and Update References to New/Updated Plans and Studies
  - e. Update acceptable traffic CEQA thresholds to transition from LOS to VMT, in keeping with anticipated state CEQA guidelines

2. **Priority:** Continue to Develop and Implement Procedural and Legislative Changes That Support the Development Review Process
  - a. Revise Local CEQA Guidelines
  - b. Update IZO Chapter 15 and Historic District Guidelines, Historic Preservation Regulations, Guidelines and Resources
  - c. Apply for CLG certification and the next available grant cycle for matching funds to update
  - d. Complete Sign Code Update
  
3. **Priority:** Update Marijuana Ordinance to Address Recreational Use
  
4. **Priority:** Collaborate with the County of Sonoma to Adopt Extended Producer Responsibility Ordinance for Drugs and Sharps
  
5. **Priority:** Conduct Workshops, Monthly or as Needed, on Topics Which May Require Legislative Action
  - a. Water and Wastewater Rates
  - b. Tax and Revenue Initiatives
  - c. Marijuana Regulation
  - d. General Plan Amendments/Updates
  - e. Sea Level Rise
  - f. Housing Strategies
  - g. Transit Consolidation
  - h. Storm Water Funding
  - i. Age Friendly Community

**IV. GOAL: PROMOTE HEALTHY DEVELOPMENT, SUSTAINABILITY, AND ECONOMIC DEVELOPMENT**

1. **Priority:** Plan and Implement Age-Friendly Community Strategies
  - a. Work with the County of Sonoma, and Other Agencies to establish planning process to obtain Age Friendly Community status
  - b. Develop work plan across all departments to fully recognize and incorporate requirements and guidelines for Petaluma as an all ages community
  
2. **Priority:** Sustainability Practices
  - a. Design and Deliver Cost-Effective energy and Other Resource Savings Projects for City Facilities and Infrastructure

3. **Priority:** Implement the Central Petaluma Specific Plan – Maximize Development Potential Around Transit-Oriented Development
  - a. Work with SMART to Site Second Station
  - b. Work with SMART, Developers, and Stakeholders to Create Parking Adjacent to the SMART station and Downtown
4. **Priority:** Update the 5-Year Economic Development Strategy
5. **Priority:** Identify and Implement Programs to Increase Affordable Housing
  - a. Revise Housing-related Development Impact Fees
  - b. Seek to Provide Housing for All Income Levels
  - c. Focus Attention on Affordable Housing to Attract/Retain Talent
6. **Priority:** Create and Implement Programs to Attract Talent and Develop the Local Workforce
7. **Priority:** Conclude Fairgrounds Lease Negotiations
  - a. Complete Joint City/Fair Feasibility Analysis
  - b. Revise Lease or Develop Use Agreement
  - c. Initiate Public Process as Prerequisite to Property Development
8. **Priority:** Establish Sustainability Agency for Petaluma Ground Water Basin
  - a. Work with Eligible Agencies in the Basin to Establish a Consolidated Agency by June 30, 2017, Consistent with Prior City Council Direction; or in the alternative
  - b. Establish by June 30, 2017 a Petaluma-specific GSA to regulate groundwater use inside Petaluma Corporate Limits

**V. GOAL: ENHANCE PUBLIC SAFETY**

1. **Priority:** Continue to implement “Petaluma Policing”
  - a. Continue to Build Public Trust and Legitimacy through Outreach, Social Media and Programs
  - b. Conduct District Level Neighborhood Meetings
  - c. Obtain CALEA Certification

2. **Priority:** Reduce Major Crimes by 5% Annually
  - a. Develop intelligence-led policing strategies to target crime and offenders
  - b. Increase available time by patrol to more than 30% to allow proactive policing to detect and deter crime before it occurs
  - c. Analyze and deploy resources to known crime locations and known offenders to reduce crime
  
3. **Priority:** Increase Traffic Safety and Reduce Collisions
  - a. Emphasize traffic safety education and awareness
  - b. Increase traffic safety enforcement by 50%
  - c. Reduce fatal traffic collisions by 50%
  - d. Reduce Injury Collisions by 25%
  
4. **Priority:** Implement Downtown Sprinkler Ordinance and Conduct Outreach.
  
5. **Priority:** Provide an Additional Paramedic Ambulance
  
6. **Priority:** Dredge Petaluma River and Marina/Turning Basin
  - a. Continue working with Federal and Regional Partners to Obtain Necessary Clearances
  - b. Identify and Pursue Funding Sources to Conduct Dredging Activities
  
7. **Priority:** Continue to Plan and Deliver Flood Protection Projects
  - a. Complete next Phase of Denman Reach Project

**VI. GOAL: PLAN AND DELIVER CAPITAL IMPROVEMENTS**

1. **Priority:** Coordinate with Caltrans, SCTA and Others to Deliver Regional and Local Highway Transportation Improvements
  - a. Highway 101 Widening
  - b. Rainier Undercrossing/Interchange
  - c. Southern Crossing

2. **Priority:** Prepare Capital Replacement for Streets, Sidewalks, Multi-Use Paths and Traffic Signals
  - a. Identify Funding Sources
  - b. Initiate Construction
3. **Priority:** Complete E. Washington Park, Phase II
  - a. Baseball Facilities
4. **Priority:** Conduct Park Planning and/or Acquisition Activities
  - a. Lafferty Ranch
5. **Priority:** Renovate and Expand Fire Stations 2 and 3
  - a. Continue to direct TOT funding to building renovations
  - b. Seek funding for expansions
  - c. Continue to seek funding to Relocated Fire Station 1

## **Task List from February 4, 2017 Goal Setting**

1. Convey agenda materials in electronic form only to those City Council members desiring them in that manner.
2. Upgrade EngagePetaluma mobile application to improve timing and quality of responses to user inquiries.
3. Provide semi-annual updates to City Council regarding 201 rights issues.
4. Determine if temporary construction easements from the Payran Flood Control project remain, and abandon as appropriate.
5. Repair pedestrian crossings to prevent lights from flashing when crosswalks are not in use.
6. Consider restrictive legislation for leaf blower use when the GHG package of Climate Protection measures returns to City Council.
7. Support open space acquisitions for La Cresta/English Hill and McNear Peninsula, if no-cost-to-the-City opportunities present themselves