



PETALUMA GENERAL PLAN PUBLIC SURVEY

December 14, 2020



BACKGROUND

- This is a summary of the first community-wide General Plan survey for the City of Petaluma's plan update process
- Survey released at the beginning of the planning process to gather preliminary information to inform the planning process and incoming consultant team
- The survey gathered early insights from the community to shape the planning process and identify major themes that will be addressed in the General Plan

Survey Format

- Online **Maptionnaire** (map-based) survey
- Available in **English and Spanish**
- Live from **September 29 – November 29, 2020**
- Survey gathered **1,088 responses** from people who lived and/or worked in Petaluma

Survey was Publicized Through:

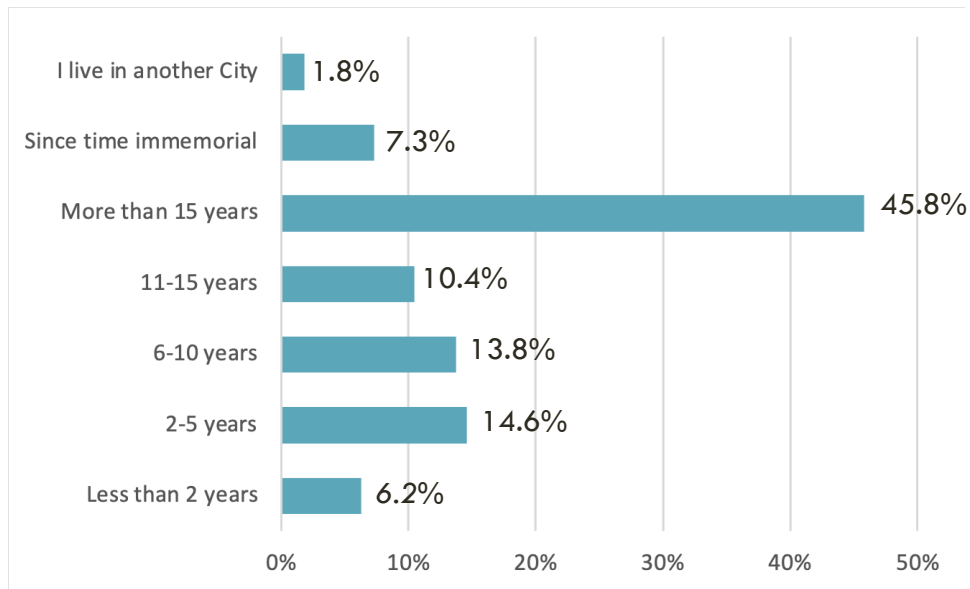
- Press Release
- City Newsletter
- General Plan newsletter
- General Plan Website
- City Website front page
- Email to all email users
- Social Media: Facebook, NextDoor, Instagram
- Petaluma Argus Courier Advertisements
- Outreach through schools (in newsletters, engage Government classes)
- Alert to Council, Boards, Committees, Commissions
- Utility Bill Mailer
- Presentations to community groups and City Council

KEY TAKEAWAYS

1. Climate Change Action, Open Space and Recreation, and Walking and Biking were the top 3 priorities identified by respondents.
2. New parks, additional bike lanes, and improvements to streetscapes were highly ranked as areas in need of change.
3. Downtown Petaluma has the greatest opportunities for improvements, according to respondents.
4. There is a strong need for improving street safety for pedestrians and bicyclists on major roads that lead into Downtown Petaluma and improving the city's overall bicycle network.
5. There is high interest in increasing housing, retails, and eateries, and improving recreational open spaces.

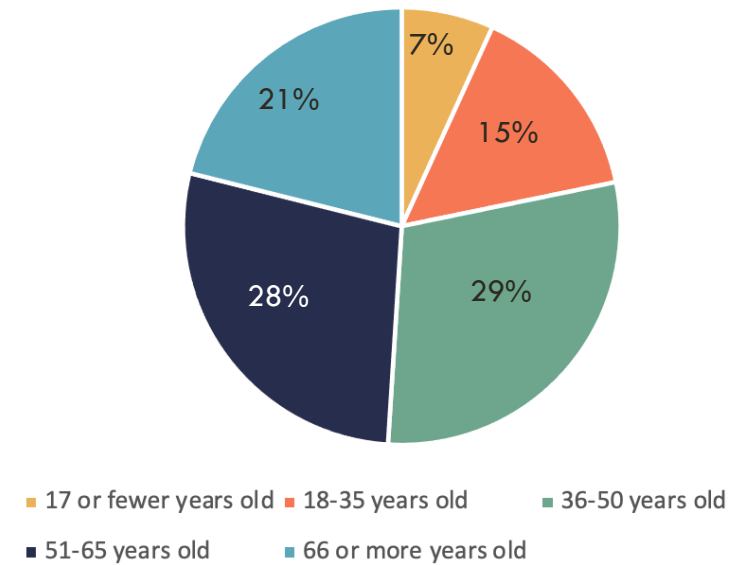
DEMOGRAPHICS OF RESPONDENTS

INVOLVEMENT IN AREA



- 46% of respondents have lived in the Petaluma Area for more than 15 years

AGE GROUP



- Nearly half of respondents are over 50 years old

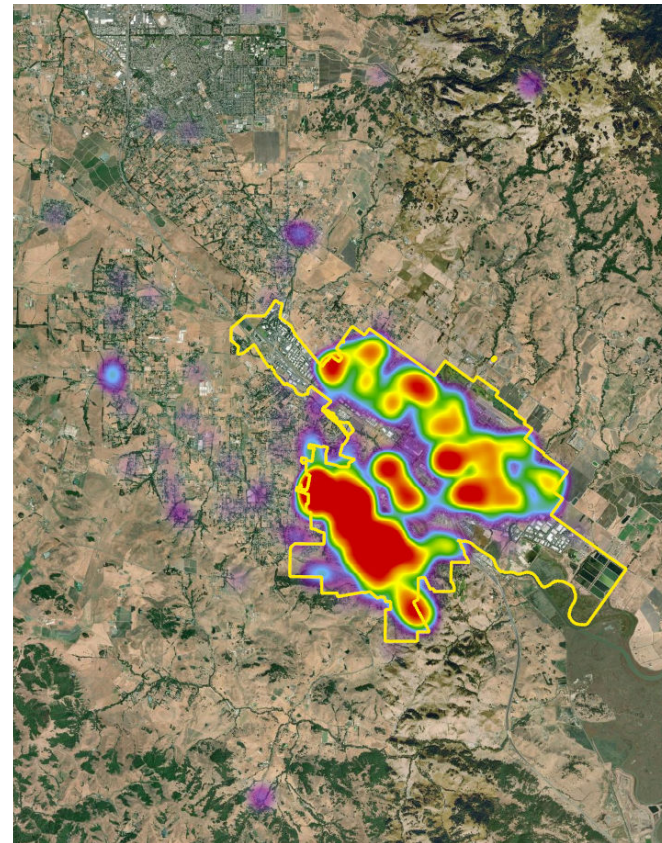
HOME AND WORKPLACE

Where do you live?

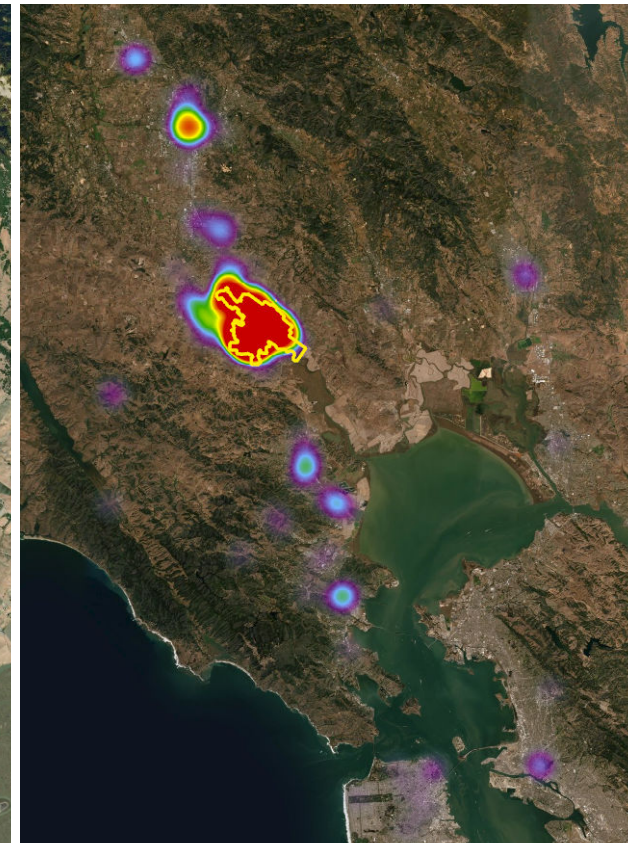
Where do you work (pre-Covid)?

- Respondents largely lived in Petaluma
- Popular job hubs:
 - Petaluma, particularly Downtown
 - Santa Rosa
 - Rohnert Park
 - Novato
 - San Rafael
 - San Francisco

Places of Residence

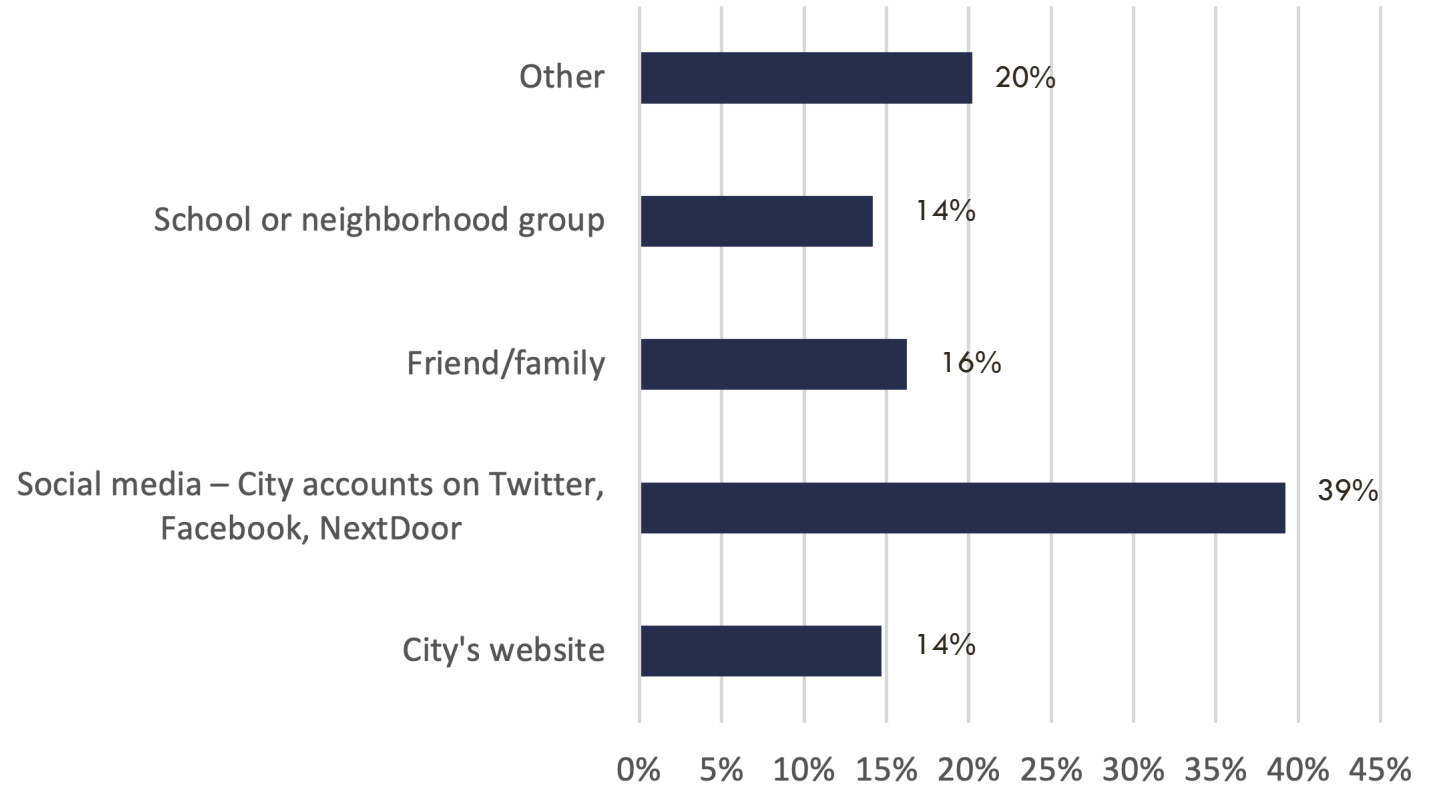


Places of Work



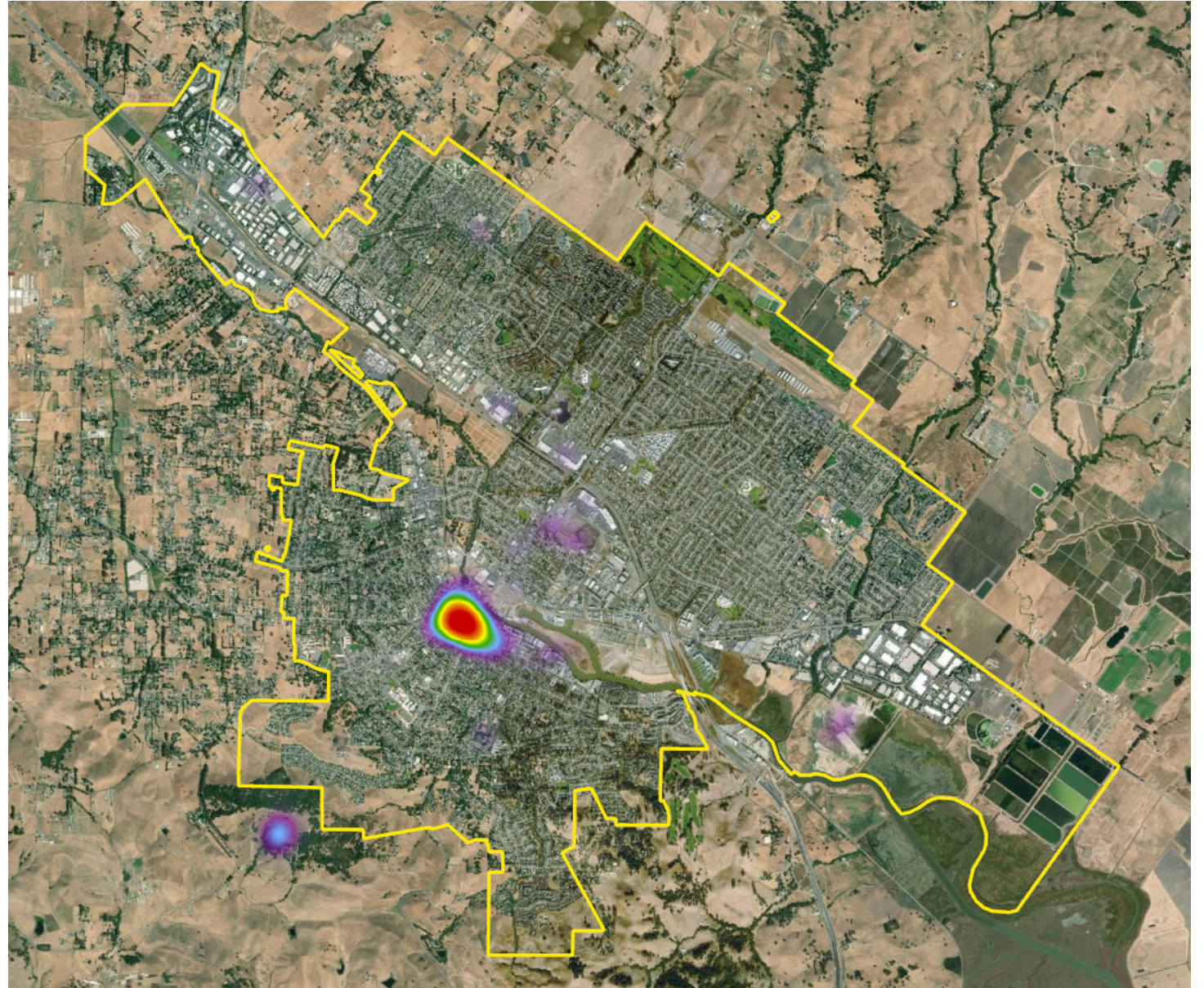
HOW DID YOU HEAR ABOUT THE PETALUMA GENERAL PLAN UPDATE?

- Nearly 40% of respondents heard about the General Plan Update from Social Media



WHAT ARE YOUR FAVORITE PLACES IN THE CITY?

- Popular areas:
 - Downtown Petaluma
 - Helen Putnam Regional Park
 - Fairgrounds
 - Shollenberger Park
- Characteristics of the community's favorite places:
 - Has good food and shopping options
 - Lively atmosphere (e.g. live music)
 - Open space, nature, and parks
 - Historic character
 - Walking trails

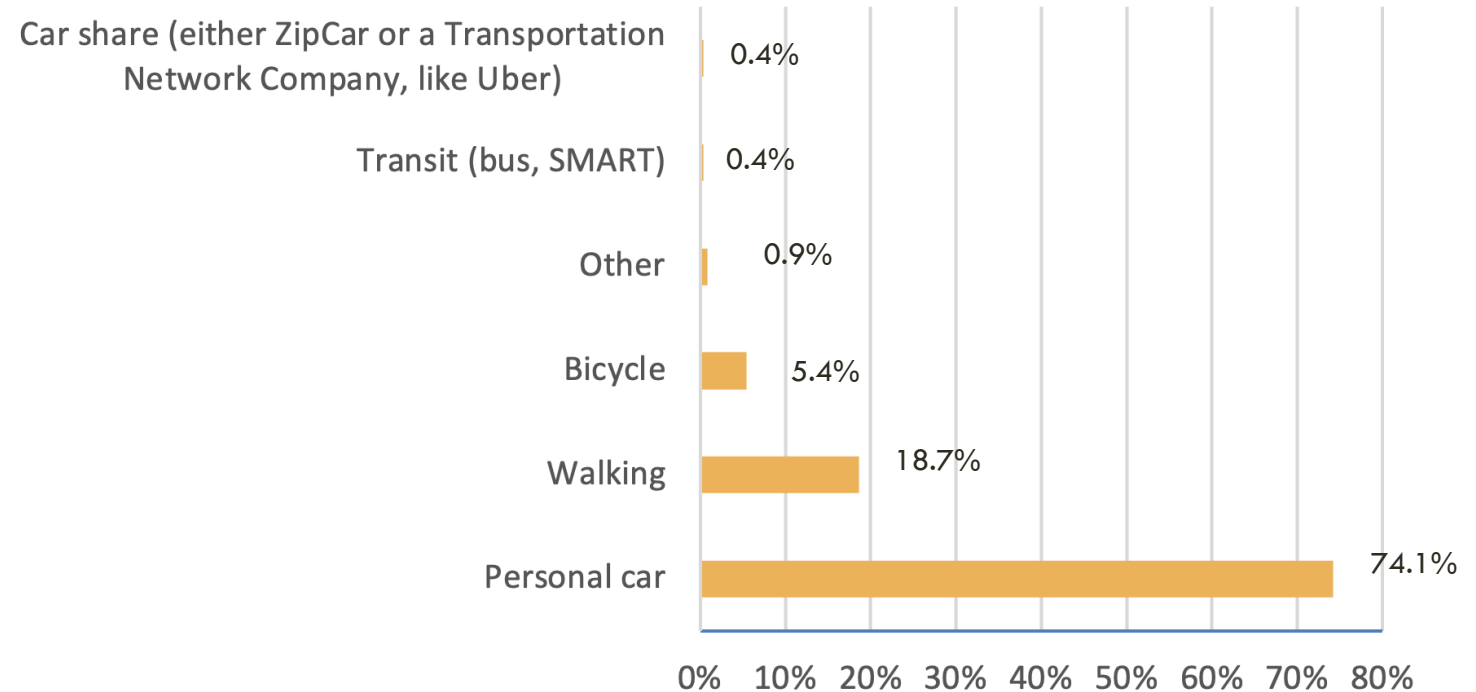


HOW DO YOU GET TO YOUR FAVORITE PLACES IN PETALUMA?

More than 70 percent of respondents use personal car to get to their favorite places.

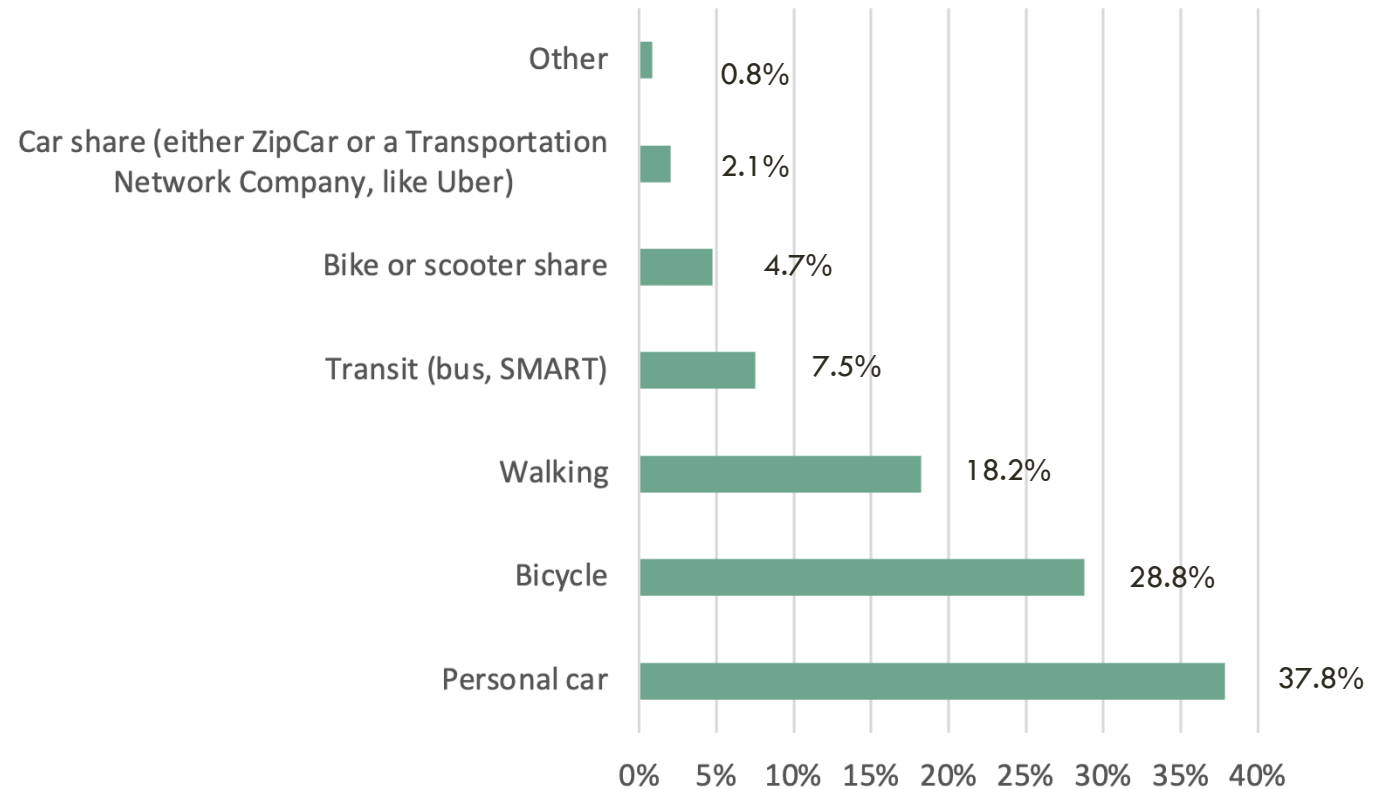
Characteristics of Favorite Places

- Eateries
- Shopping/errands
- Recreational and open space areas
- Places that host community events



HOW WOULD YOU IDEALLY GET TO YOUR FAVORITE PLACES IN PETALUMA?

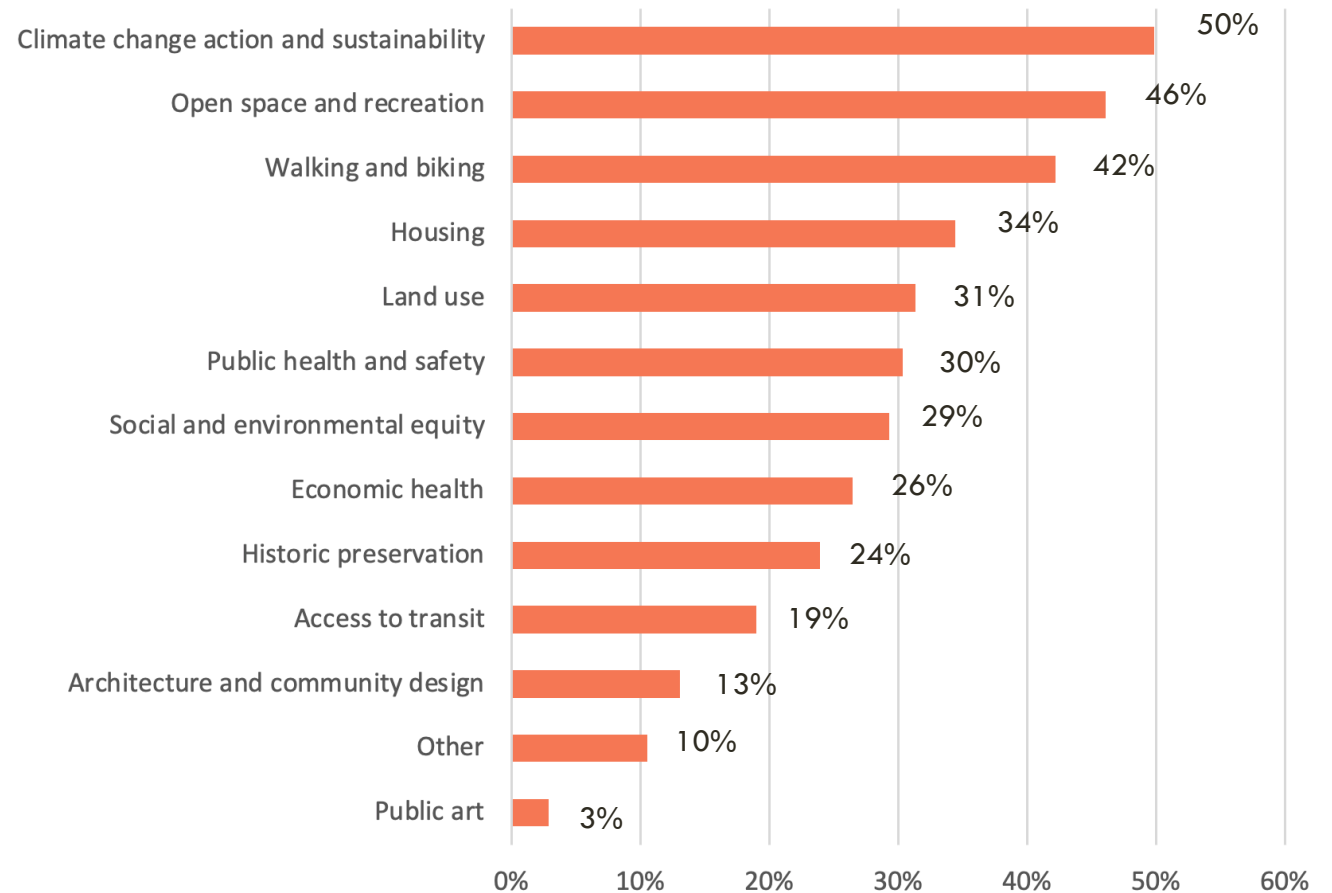
- 59% of respondents would like to use active transportation or public transit to get to their favorite places



WHAT DO YOU BELIEVE ARE THE HIGHEST PRIORITIES FOR THE CITY TO ADDRESS IN THE GENERAL PLAN UPDATE?

Top 3 Priorities

1. Climate Change Action
2. Open Space and Recreation
3. Walking and Biking

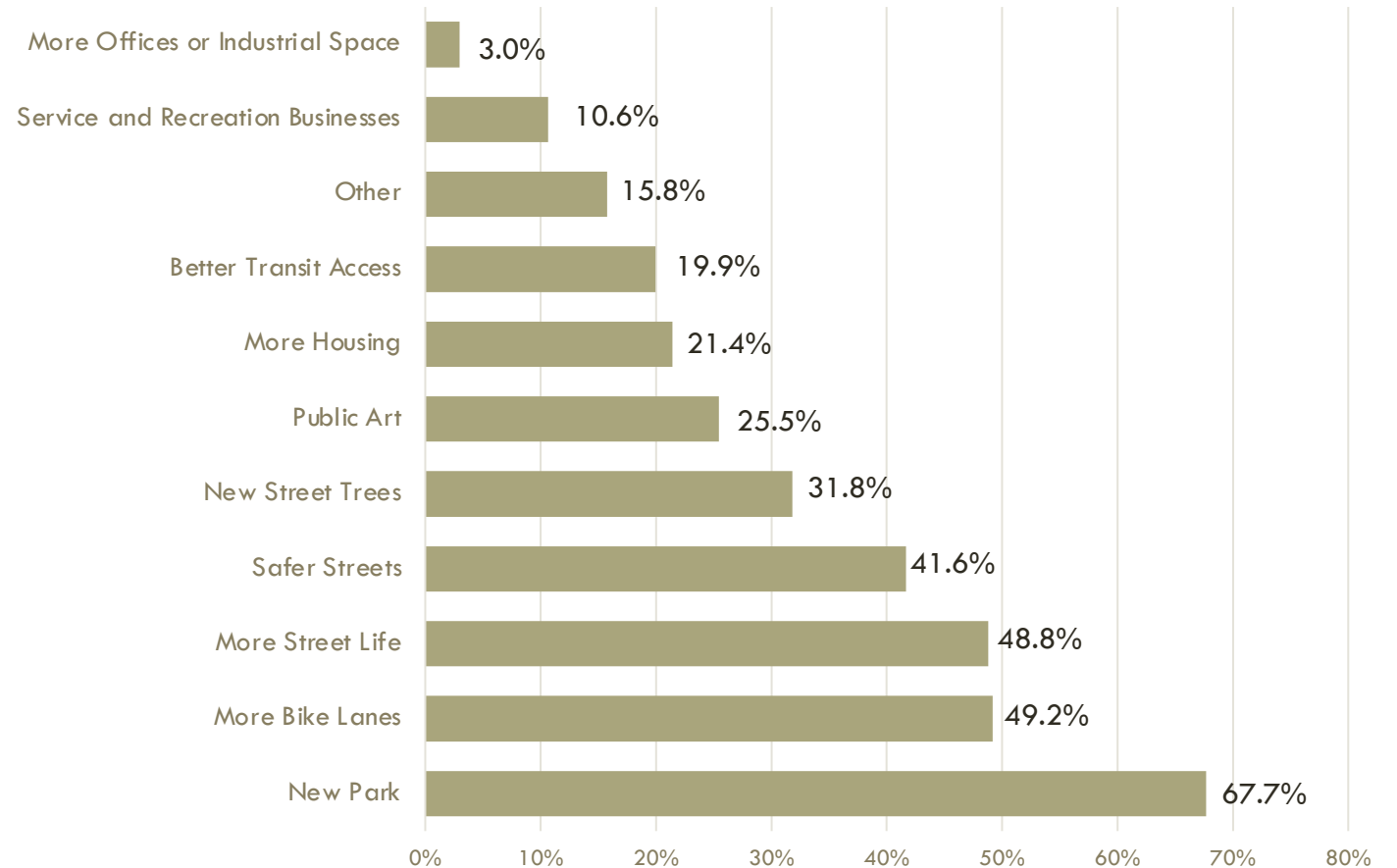


CITYWIDE AREAS FOR CHANGE

AREAS OF CHANGE

We asked survey participants to identify areas in Petaluma that they would like to see improvements.

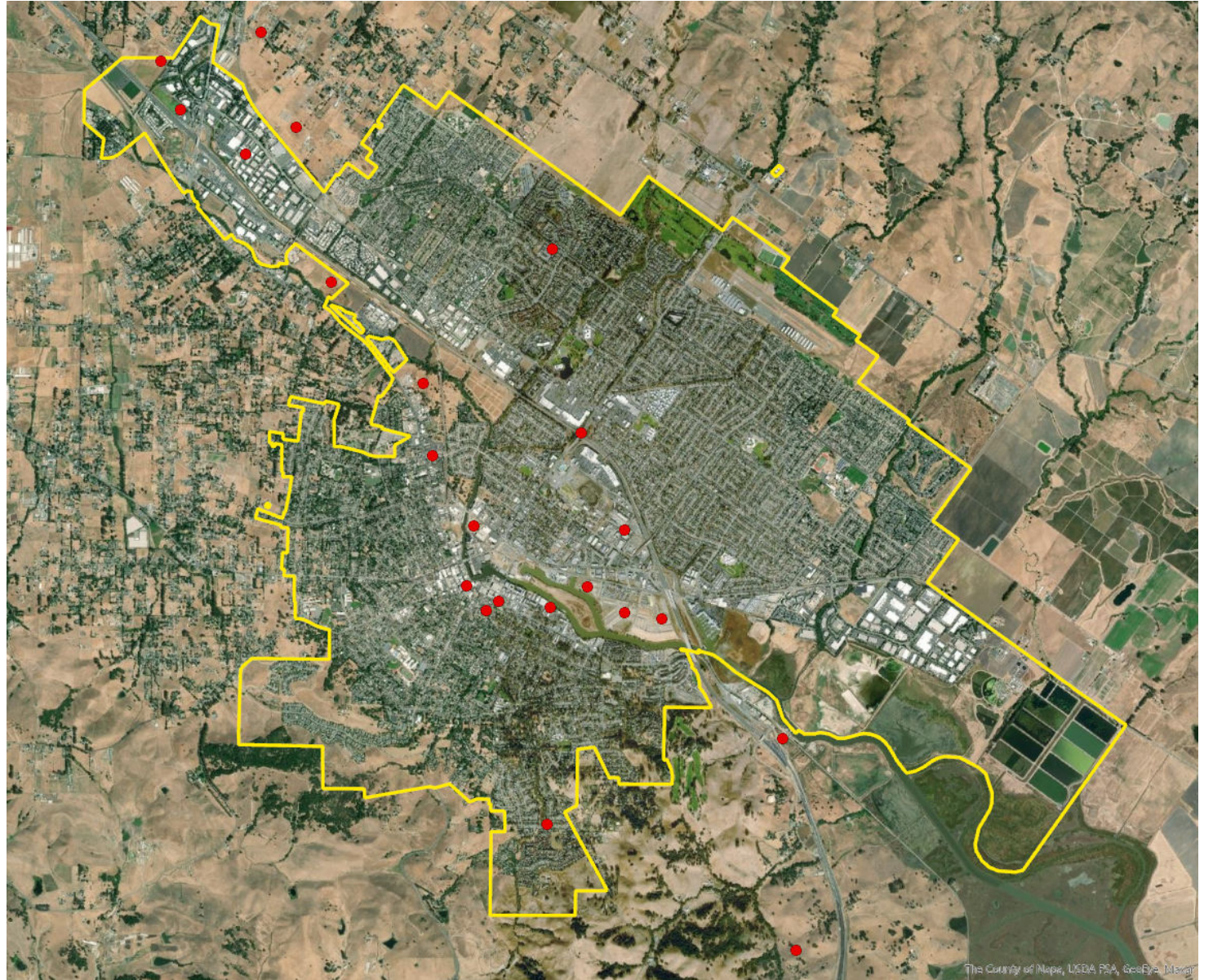
- New parks and improvements to streetscapes were the most frequently identified areas for change
- There was lower demand for additional office and service spaces. However more street life, which includes cafes and restaurants, was highly desirable
- Other write-ins included:
 - Bridge connections
 - Permanent space for Live Oak Charter School
 - Pedestrian infrastructure (i.e. sidewalks, pathways)
 - Open space and recreational areas
 - Keep the Fairgrounds



OFFICE AND INDUSTRIAL SPACE

Where would you like to see more office or industrial spaces?
Why/how could office or industrial space be improved?

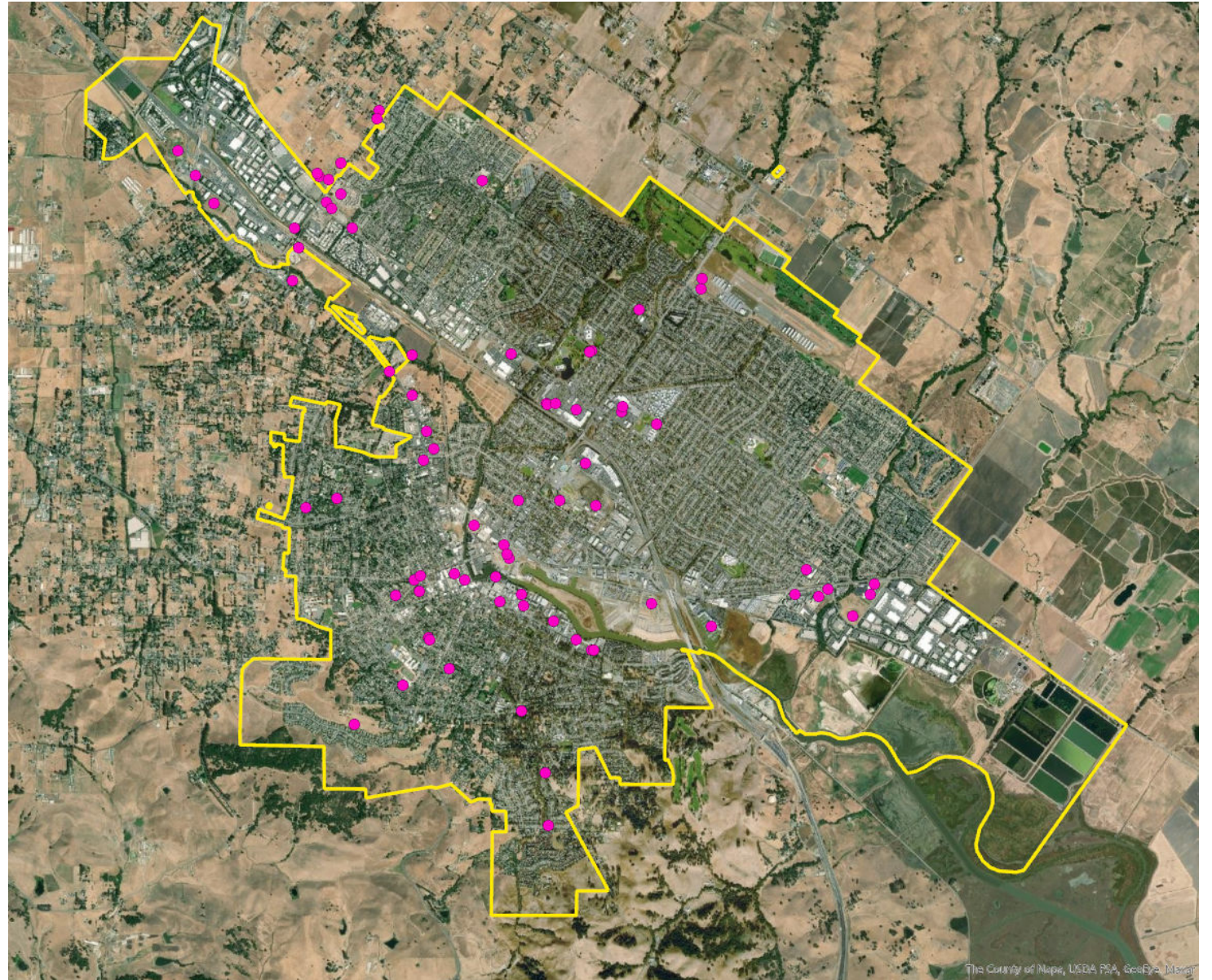
- Low response rate for additional office and industrial space (22 data points for this question)
- Points tend to be clustered in areas where industrial/office uses currently exist



SERVICE AND RECREATIONAL BUSINESSES (SUCH AS GROCERIES, GYMS, NAIL SALONS, TUTORING CENTERS)

Where would you like to see service and recreational businesses? Why/how could service and recreational businesses be improved?

- Low demand for additional service and recreational businesses
- Demand concentrated around Downtown, Petaluma Blvd South (leading into Downtown), Corona Rd/planned Corona Road SMART Station
- **Comments**
- Add services in underserved neighborhoods
- More services around the SMART stations
- More grocery stores

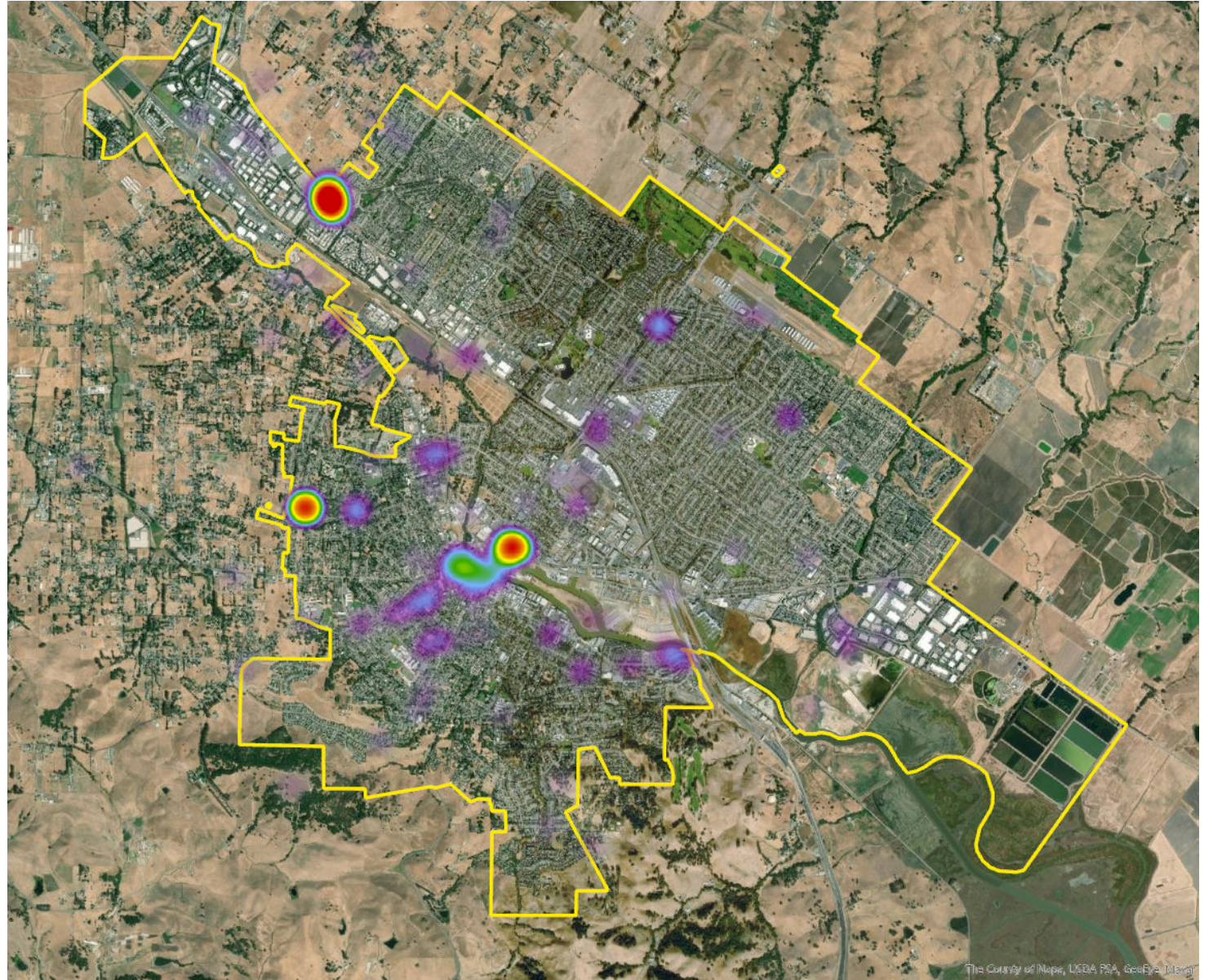


BETTER TRANSIT ACCESS

- High transit demand in the following areas:
 - Downtown Petaluma
 - Corona Road SMART Station
 - Clusters around offices and places of work

Comments

- More frequent buses
- Shuttles
- Additional SMART station on the east side
- Better connections between transit



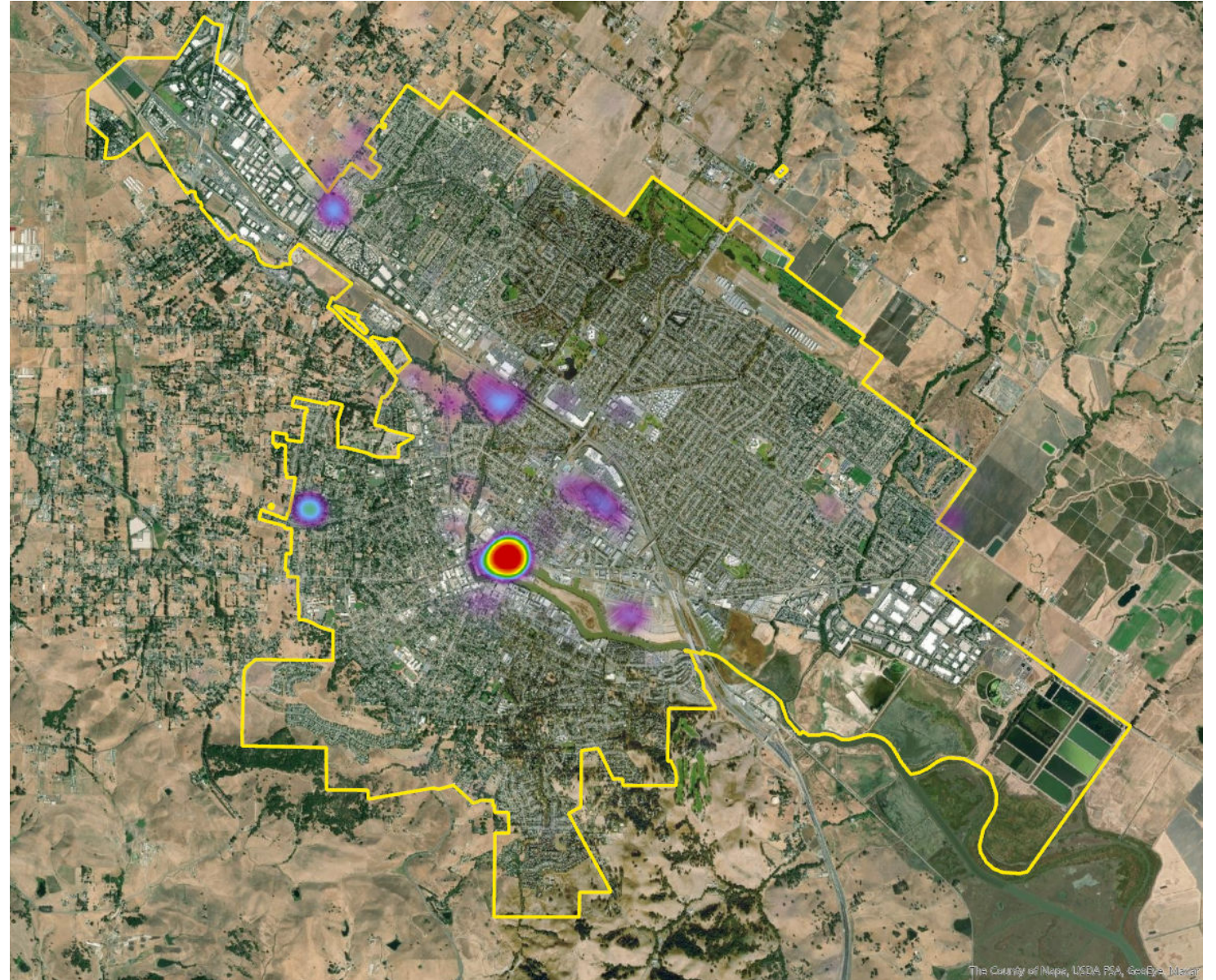
MORE HOUSING

Where would you like to see more housing?
Why/how could housing be improved?

- Priority areas:
 - Downtown
 - Corona Road SMART Station
 - Undeveloped Johnson property along Petaluma River and Lynch Creek Trail
 - Fairground
 - Scannell property

Comments

- Locate housing around Downtown and within walking distance to the SMART stations
- More affordable housing, particularly low-income
- Green buildings
- Increase housing density and infill



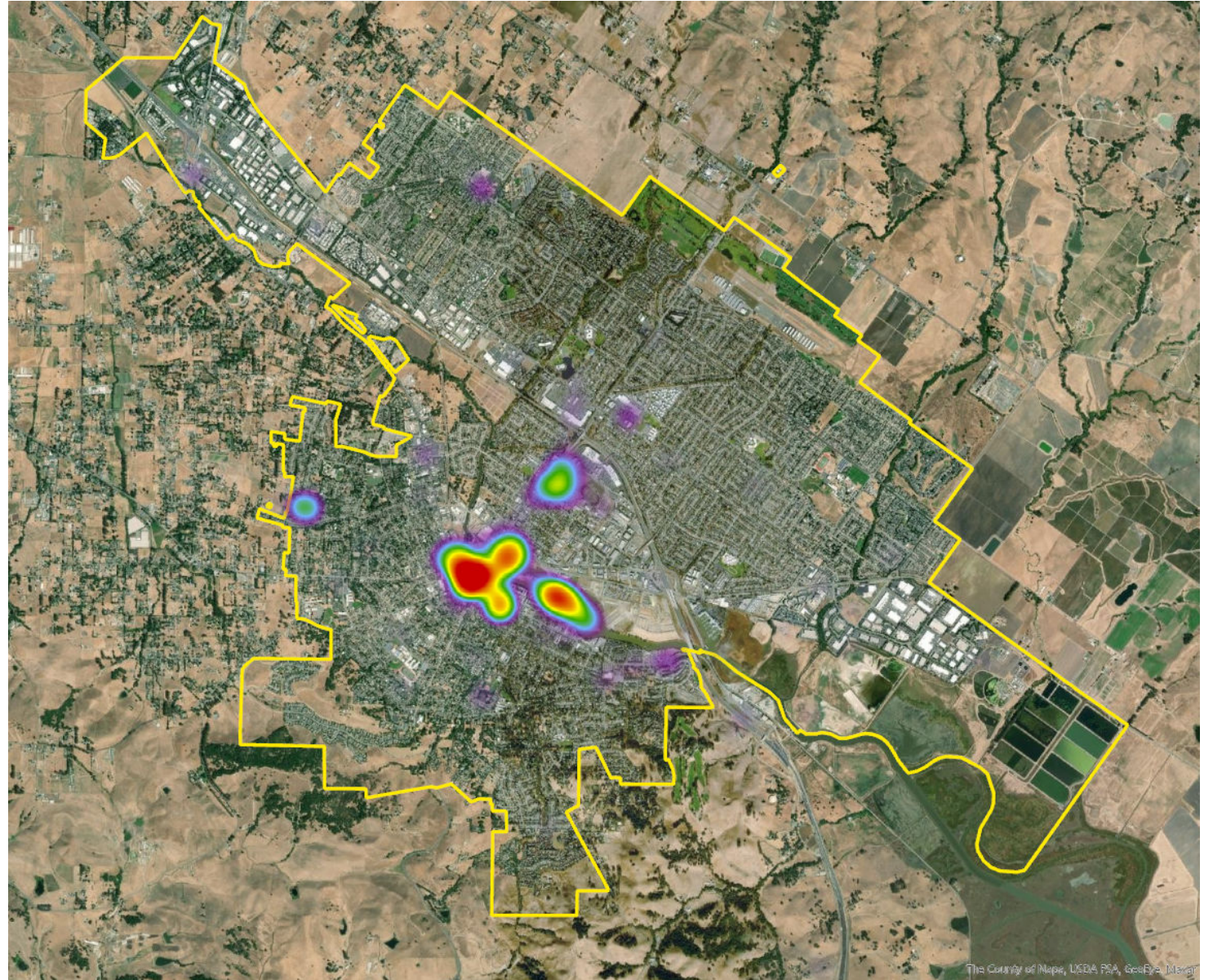
PUBLIC ART

Where would you like to see public art?
Why/how could public art be improved?

- High demand for more art installations
- Additional public art is popular in Downtown, on Steamer Landing Park, and around the Fairgrounds

Comments

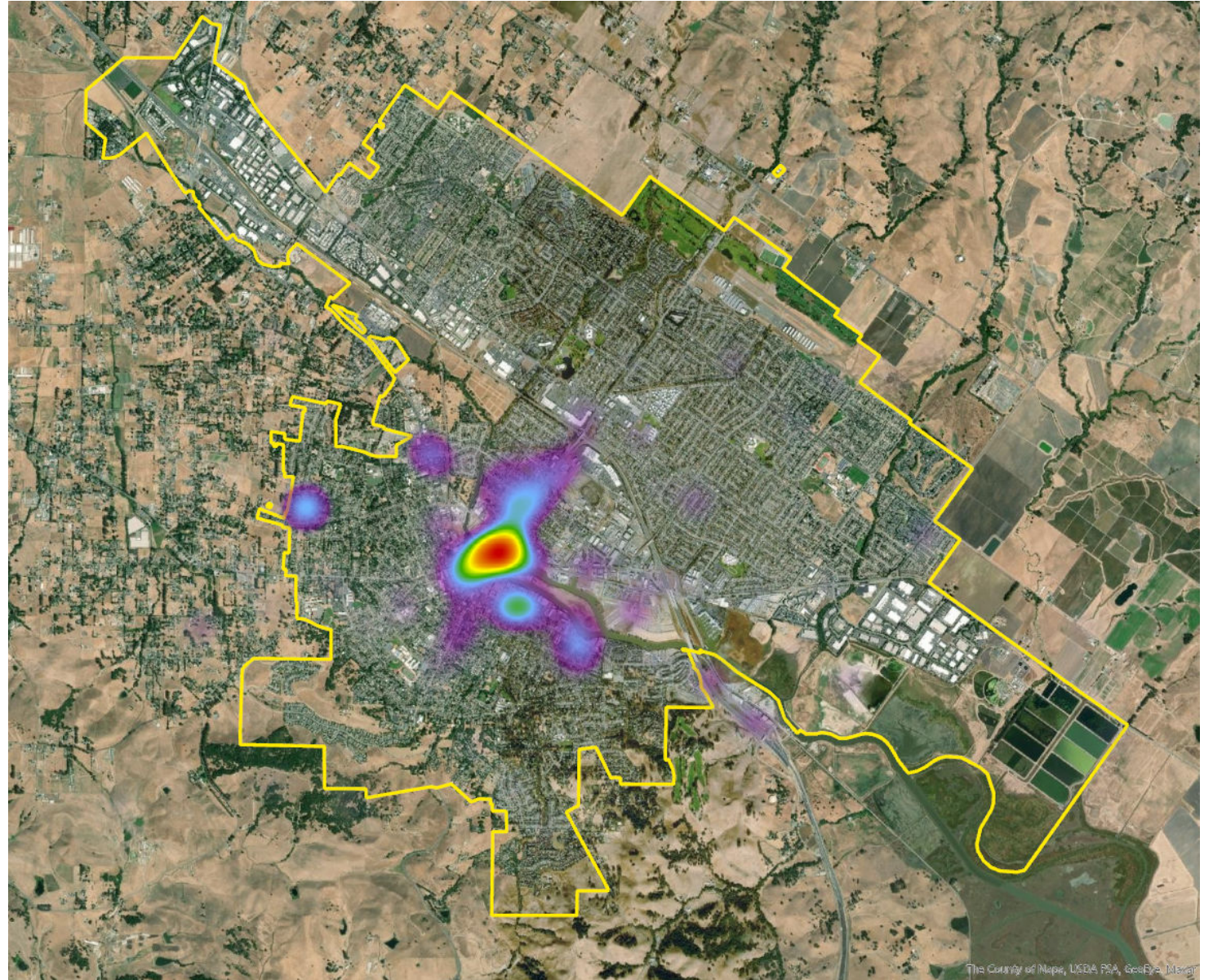
- Art around riverfront and schools
- Water Street's bathtub on stilts art installation highly unpopular
- Place art around entry points to the city, including transit stops and waterways
- More opportunities for community involvement when adding new public art



NEW STREET TREES

Where would you like to see new street trees? Why/how could street trees be improved?

- High demand for additional street trees in Downtown area and on Washington St leading into Downtown



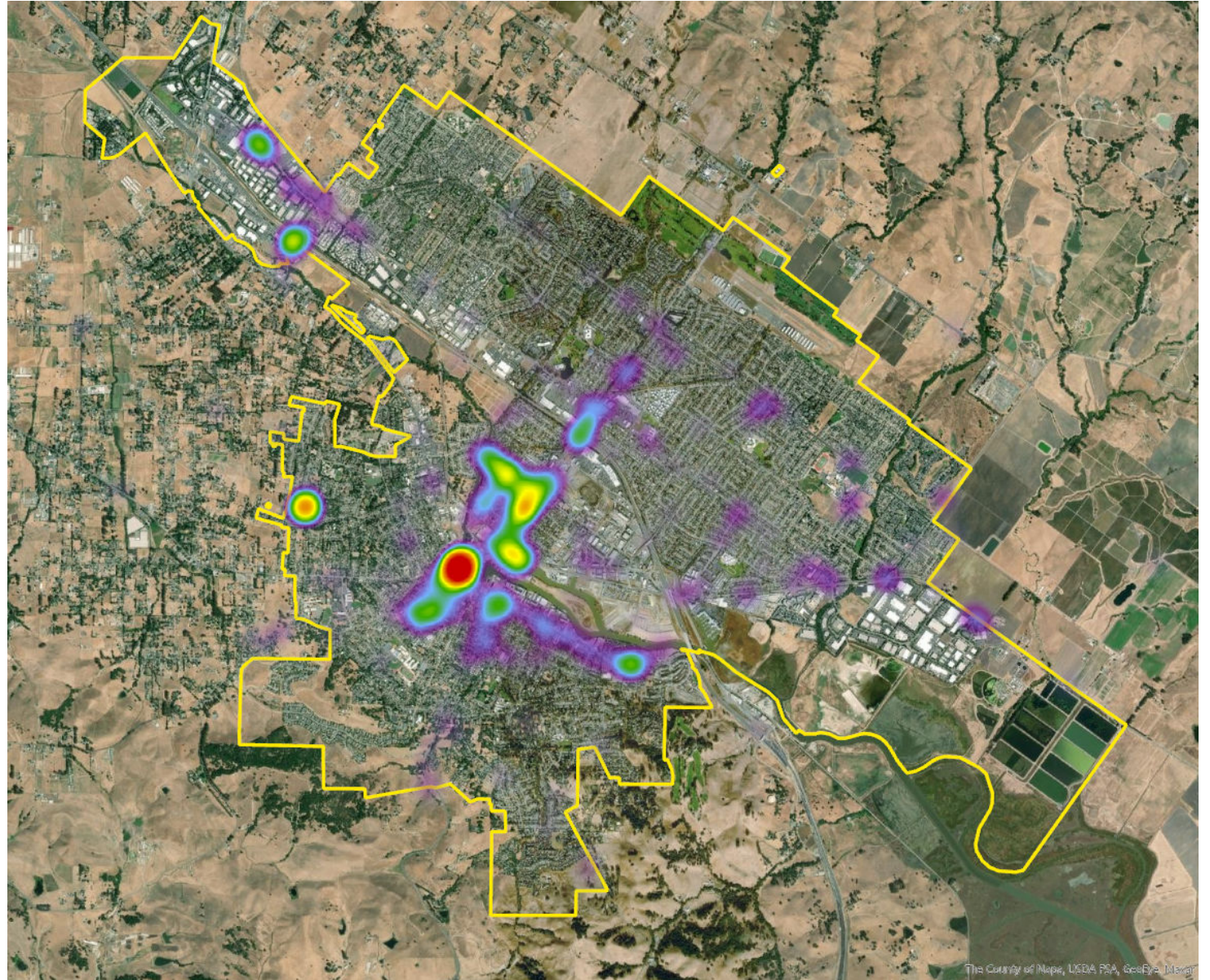
SAFER STREETS

Where would you like to see safer streets? Why/how could the safety of this street be improved?

- Safer streets are called for primarily in Downtown and major roads leading to Downtown, including Washington St and Petaluma Blvd

Comments

- Intersection improvements needed (e.g. flashing crosswalks, signal timing, lighting)
- Cars speeding
- Frequent cut-through traffic
- Repave roads
- Concerns about homelessness



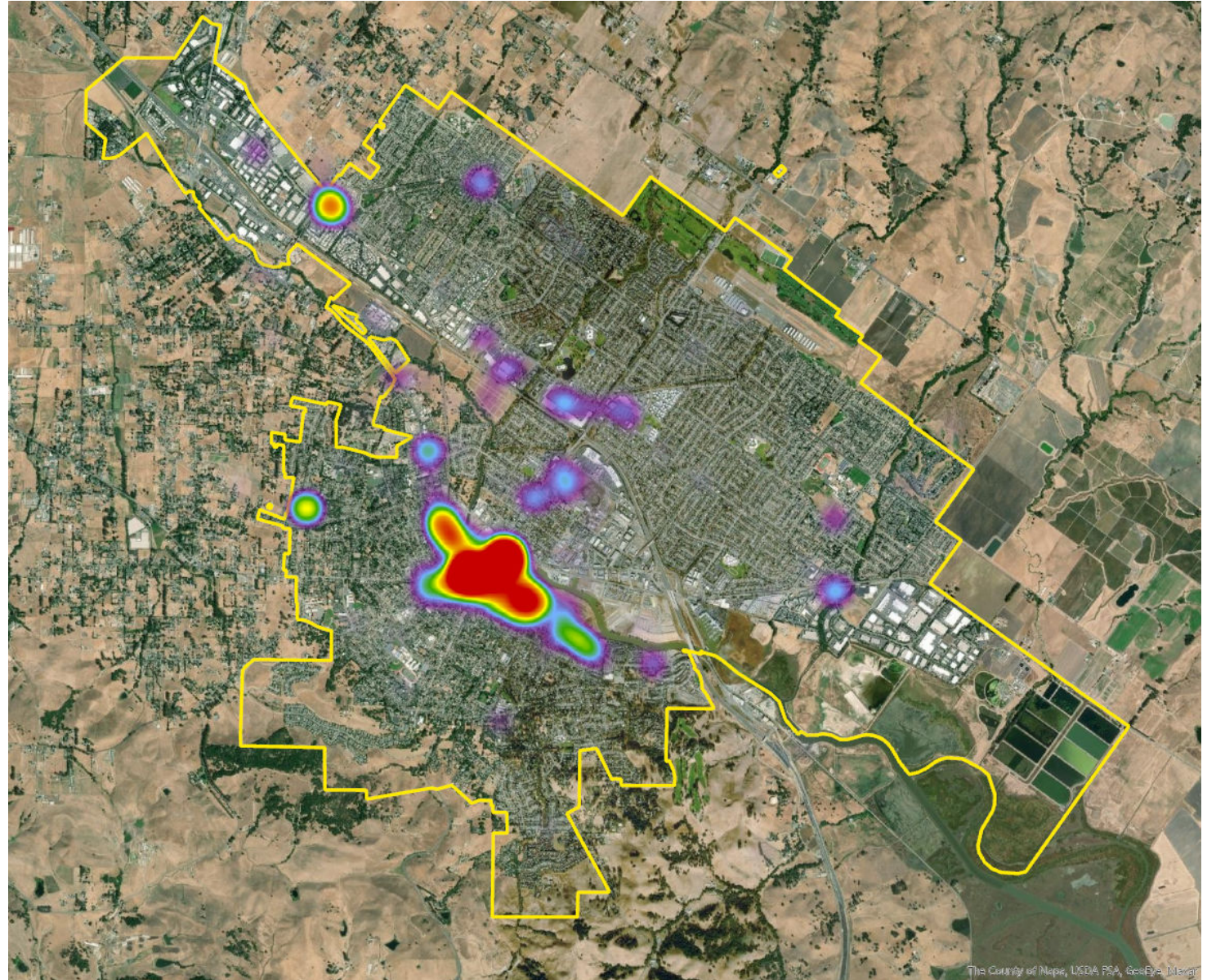
MORE STREET LIFE (WITH OFFICES, CAFES, AND RESTAURANTS)

Where would you like to see more street life? Why/how could street life be improved?

- Areas identified as priorities:
 - Downtown and surrounding areas
 - Corona Rd SMART Station

Comments

- Walkability and pedestrian plazas
- Improve bicycle access (i.e. bike paths and parking)
- Outdoor dining
- Restrict or remove cars and parking



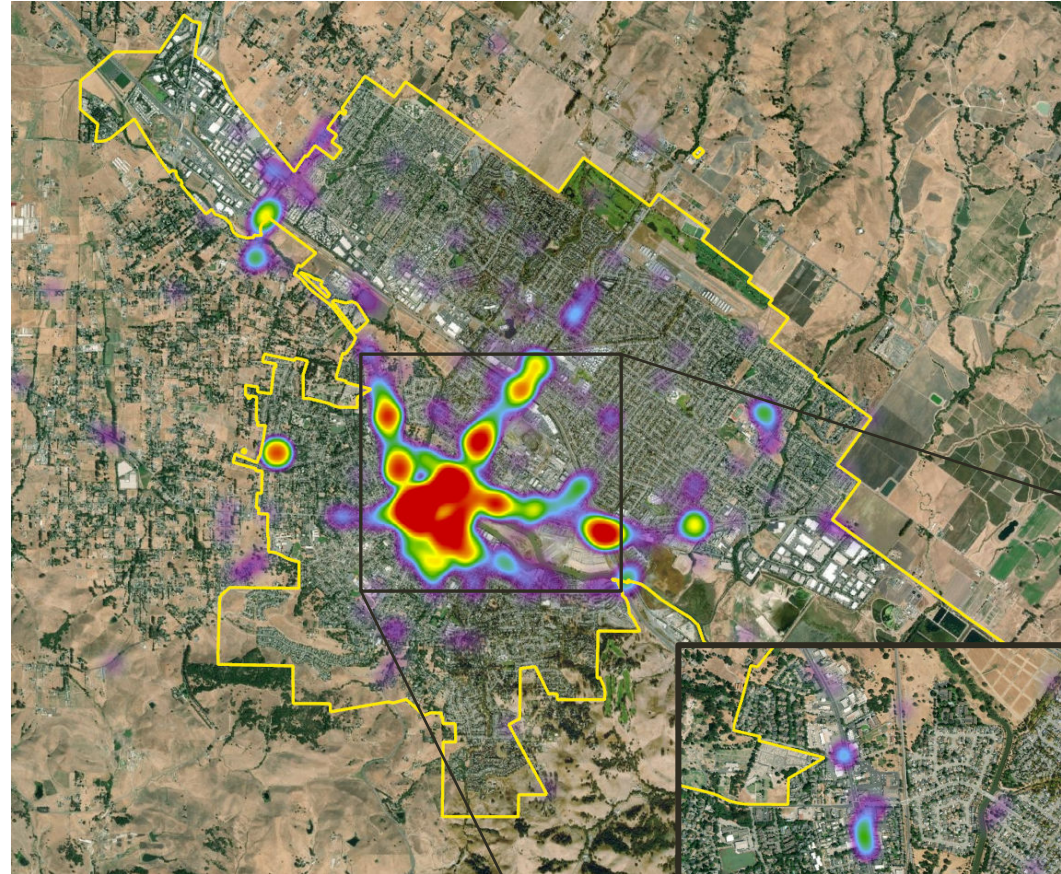
MORE BIKE LANES

Where would you like to see more bike lanes? Why/how could this bike lane be improved?

- More bike lanes called for in Downtown and roads leading into Downtown (i.e. Washington St, Petaluma Blvd)

Comments

- Protected and/or designated bike lanes – safety is a big concern
- Better connectivity needed
- Provide bike lanes to the transit stations and commercial/service areas
- Bike lanes need to be safe for children and teens



Close up of Downtown

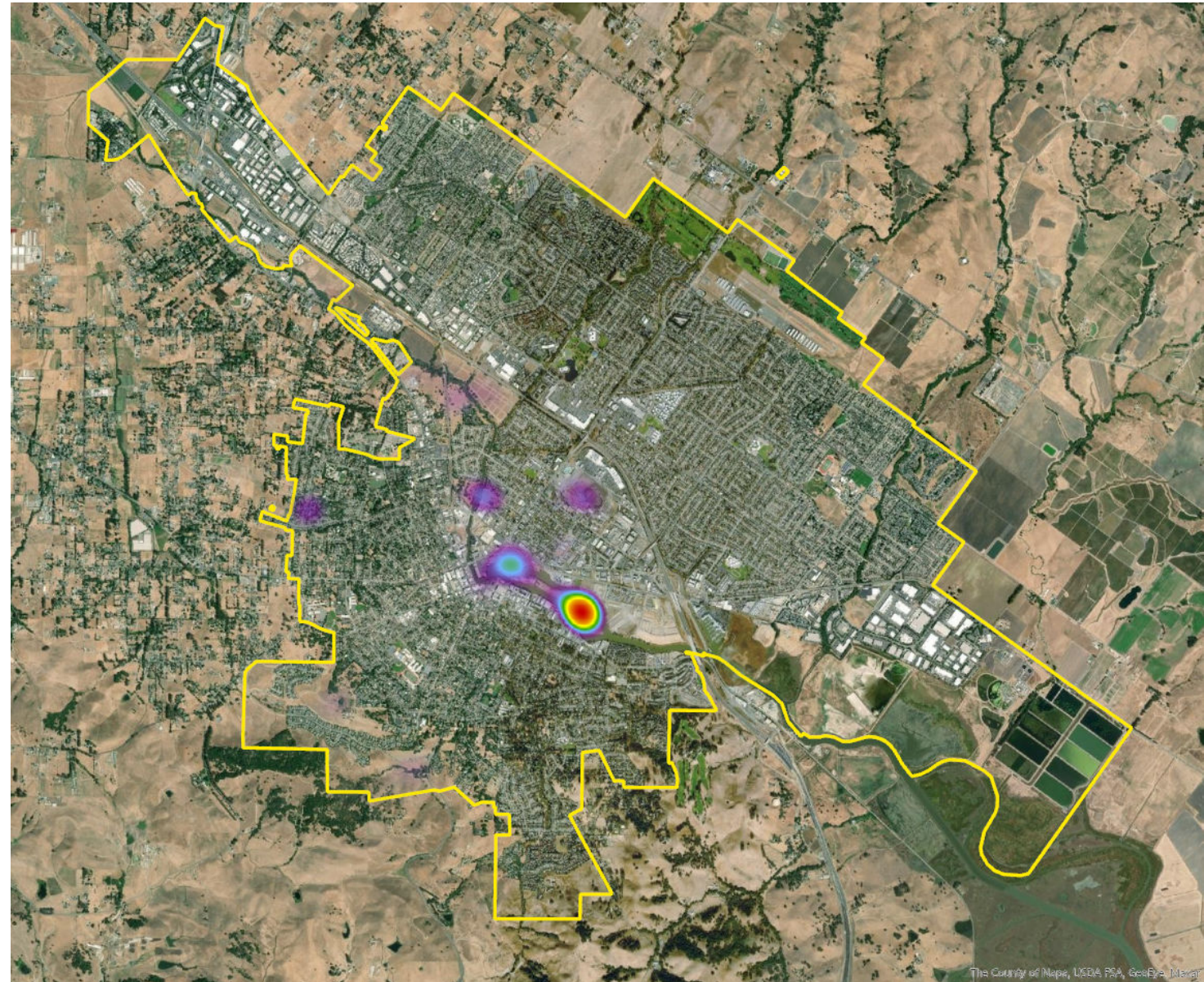
NEW PARK

Where would you like to see new parks? Why/how could this park be improved?

- Key areas for improvements:
 - Steamer Landing Park (majority of responses)
 - River Plaza Shopping Mall
 - Fairgrounds

Comments

- Improve access to the river (i.e. water park, boating, walking/biking paths)
- Parks that facilitate activities (i.e. skateparks, amphitheaters, community events, children-friendly, community gardens)
- Existing parks need better maintenance and need to be updated
- Improve bike/ped access to parks



WESTERN “HOTSPOT”

- A hotspot on the western edge of the city is in a low-density residential neighborhood
- It appeared likely as a result of user confusion because the hotspot’s location is the default position where pins land when taking the survey

