

Health, Equity, and Environmental Justice Policy Framework

Draft for Public Review

February 21, 2024

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Overview

This Public Draft Policy Framework was prepared for review by the Petaluma community. The first two sections provide important context and are identical in each of the draft policy frameworks. The “Introduction” section briefly explains general plans, Petaluma’s General Plan Update project, policy frameworks, project next steps, and key terminology. The “Policy Framework Foundations” section summarizes the analysis and community input that informed this policy framework.

The remaining sections are the core of this document that the City would like the community to review. The first of these sections, “Summary of Framework Approach,” summarizes the overall approach to the topic addressed by this framework. Next is the main body of the framework, the “Goals, Policies, and Actions” section, which is organized into several goals. Each goal, in turn, has several related policies. And many policies have actions that implement those policies.

Introduction

General Plans

State law requires that each city “adopt a comprehensive, long-term general plan for the physical development of the county or city.” This general plan must contain an “integrated, internally consistent and compatible statement of policies” that appropriately responds to local conditions and circumstances. General plans are organized into different “elements,” or chapters, like conservation, housing, and land use. There is no required time interval at which jurisdictions must update their general plans, though Housing Elements must be updated every eight years.

State law stipulates that capital improvements and certain other planning policies, such as specific plans, zoning actions, development agreements, and subdivisions, must be consistent with the general plan. The general plan also includes policies that relate to a wide variety of matters under local jurisdiction, which can guide future decision-making.

Petaluma’s General Plan Update

The current Petaluma General Plan was adopted in 2008 and last updated in 2012, and it accounts for a planning period through 2025. Petaluma has experienced a great deal of change since then, so the City initiated an update to the General Plan internally in 2020, and brought a consultant team on to assist with the project in 2021.

Petaluma’s updated General Plan will address many topics, including: natural environment, hazard mitigation, historic preservation, land use, urban design, housing, mobility, parks, facilities, the arts, economic development, and environmental justice. To meet State deadlines, the Housing Element was completed, adopted, and certified by the State in early 2023. Concurrently with the General Plan Update, the City is also developing a Climate Action Plan, the “Blueprint for Carbon Neutrality” (Blueprint); the team has worked to align the two concurrent efforts and will continue to align greenhouse gas reduction strategies with the General Plan elements as the Blueprint moves through the adoption process.

For more information about General Plans and Petaluma’s General Plan Update process, go to <https://www.planpetaluma.org/>.

Policy Frameworks

Purpose and Structure

Policy frameworks such as this one outline the proposed General Plan goals, policies, and implementation actions for each topic addressed by the General Plan. They were developed based on:

- The existing General Plan (<https://cityofpetaluma.org/general-plan/>)
- Key findings from the Existing Conditions Reports (see the “Policy Framework Foundations” section below)
- State requirements and guidance
- Related technical, policy, and programmatic resources
- Extensive community input (<https://www.planpetaluma.org/getinvolved>)
- The Vision, Pillars, and Guiding Principles developed based on community input (see the “Policy Framework Foundations” section below)
- Input from the General Plan Advisory Committee (GPAC) (<https://www.planpetaluma.org/gpac-page>)
- Input from City committees, boards, and commissions, and
- Guidance from City staff and consultants.

Topics Covered

There is a draft Policy Framework for each of the following topics¹:

- Natural Environment
- Safety
- Flood Resilience
- Land Use & Community Character
- Transportation
- Infrastructure & Utilities
- Public Facilities
- Parks & Recreation
- Historic Resources
- Arts, Culture, and Creativity
- Economic Development
- Noise
- Health Equity and Environmental Justice
- Implementation & Governance

There are many connections among the topics covered in different frameworks. Generally, the following topics are addressed as follows. This list includes overarching topics and subtopics, and then lists the frameworks that address this topic in brackets. This is not a comprehensive list of topics covered or of intersections among frameworks:

Climate Change

- Greenhouse gas reduction (Blueprint for Carbon Neutrality, Parks & Recreation, Transportation, Infrastructure & Utilities)
- Mode shift, active transportation, EV charging, vehicle miles traveled (VMT) (Transportation)
- Green building² (Land Use & Community Character, Public Facilities, Infrastructure & Utilities)
- Low impact development³ (Natural Environment, Infrastructure & Utilities)
- Climate adaptation (Safety, Flood Resilience, Land Use & Community Character, Health Equity & Environmental Justice)
- Just transition⁴ (Economic Development)

Ecosystems

- Habitats, wildlife corridors, & open space (Natural Environment, Parks & Recreation, Transportation)
- Urban forestry⁵ (Parks & Recreation, Health Equity and Environmental Justice)

Petaluma River and Tributaries

- Ecology, habitats, & wildlife corridors (Natural Environment)
- Flooding (Safety, Flood Resilience)
- Adjacent land uses (Land Use & Community Character, Parks & Recreation, Historic Resources)
- Trails and transportation (Transportation)
- River Access and Enhancement Plan (Parks & Recreation, Flood Resilience)

Stormwater, Water Supply, and Wastewater

- Watershed and river protection (Natural Environment)
- Flood control (Flood Resilience, Parks & Recreation, Safety)
- Public water, water conservation, drought, & wastewater systems (Infrastructure & Utilities, Safety)

Transportation

- Mobility network⁶, accessibility⁷, safety, and VMT (Transportation, Parks & Recreation, Economic Development, Safety)
- Public realm⁸ (Land Use & Community Character, Noise)

15-Minute Neighborhoods

- Types, locations, and characteristics (Land Use & Community Character)
- Mobility networks, design, and safety (Transportation)

Equity (in addition to the Health Equity and Environmental Justice Framework)

- Tribal collaboration⁹ (Natural Environment, Historic Resources)
- Equitable transportation (Transportation)
- Park and public facilities access (Parks & Recreation, Public Facilities)
- Recreation program access (Parks & Recreation)
- Cultural equity (Arts, Culture, & Creativity)
- Economic justice¹⁰ (Economic Development)
- Community engagement (Parks & Recreation, Implementation & Governance).

Next Steps

The Public Draft Policy Frameworks will be reviewed by the public, Petaluma committees and commissions, the GPAC, and the City Council. Community input and related direction from the City will inform the Draft General Plan, which will also be reviewed by the community before it is presented to the City Council for adoption. A Program Environmental Impact Report (EIR) will be prepared and approved along with the updated General Plan. For the most up-to-date project information and schedule, go to <https://www.planpetaluma.org/>.

Key Definitions

When reviewing the Policy Frameworks, keep in mind these definitions:

- **Goal:** a general statement that expresses the outcomes towards which planning efforts are directed; often a topic-specific component of the Vision
- **Policy:** a statement of intent or direction that contributes toward achieving a goal and that guides decision-making
- **Action:** a specific activity, procedure, program, or project aimed at implementing a policy.

Policy Framework Foundations

Existing Conditions Key Findings

The Existing Conditions Reports for Petaluma’s General Plan Update serve as the technical analysis of diverse dimensions of the city’s status as evaluated in 2021. They provide a detailed analysis of current conditions and provide a data-based foundation for policymaking. The nineteen Existing Conditions Reports as well as a summary presentation can be downloaded from the “Plan Documents” section of the project website: <https://www.planpetaluma.org/documents#ecr-final>.

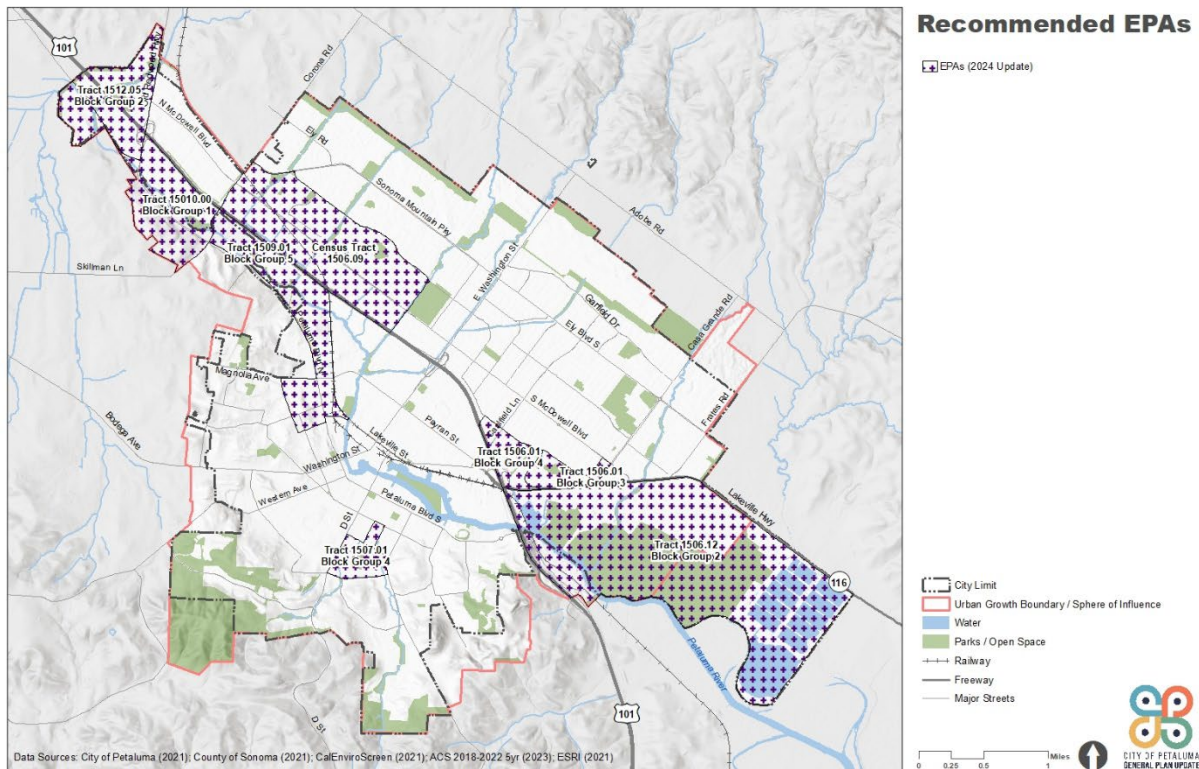
Based on the analysis of existing conditions related to health, equity, and environmental justice, there are eight census tracts or block groups that were identified as potential disadvantaged communities (DACs). A DAC is defined by the State as “a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation”. For the purposes of the GPU, the City of Petaluma refers to DACs as “Equity Priority Areas” in order to center equity and equitable investments as part of the general plan process. As shown in Figure 1, those eight areas are:

- Tract 1506.09
- Tract 1506.01, Block Group 3
- Tract 1506.01, Block Group 4
- Tract 1506.12, Block Group 2
- Tract 1507.01, Block Group 4
- Tract 1509.01, Block Group 5
- Tract 1510.00, Block Group 1
- Tract 1512.05, Block Group 2

There are multiple health and environmental burdens within Petaluma’s Equity Priority Areas. The three most prevalent burdens are: highway-related air pollution, low proximity to high-frequency transit, and traffic impacts (i.e., traffic volumes and vehicle-related air pollution). Since all three of these burdens are related to transportation, and transportation concerns have been elevated by residents as part of the community engagement process, it is important for the Health, Equity, and Environmental Justice Element to prioritize goals, policies, and actions that address these transportation-related concerns.

The Health, Equity, and Environmental Justice Element must prioritize improvements and programs that address the priorities and needs of Petaluma’s nine Equity Priority Areas. However, the existing conditions analysis found that one Equity Priority Area (Tract 1506.09) in the city’s Northeast and North McDowell Blvd subareas was particularly affected and ranked high for several health and environmental burdens. As a result, the Health, Equity, and Environmental Justice Element should especially prioritize improvements and programs that address the needs of Tract 1506.09.

Figure 1: Equity Priority Areas



Related Vision, Pillars, and Guiding Principles

The Vision Statement, Pillars, Guiding Principles, and Supporting Concepts reflect community engagement input that occurred during the Visioning Phase of the General Plan Update in 2021. On February 17, 2022, the GPAC voted unanimously to recommend that the City Council accept these Vision materials as the guidance for the ongoing General Plan Update planning process, and the City Council accepted them on March 21, 2022.

- The Vision Statement describes the desired future conditions and characteristics of the city.
- The Pillars are the core community values.
- The Guiding Principles and Supporting Concepts provide the broad direction and pathways to achieve the vision and honor community values, with a focus on the community’s specific challenges and opportunities.

The Vision Statement, Pillars, and Guiding Principles and Supporting Concepts can be downloaded from the “Plan Documents” section of the project website: <https://www.planpetaluma.org/documents#gpuvision>. Together, the Vision Statement, Pillars, and Guiding Principles and Supporting Concepts provide the basis for the goals, policies, and programs included in the General Plan Public Draft Policy Frameworks.

The following verbatim excerpts from the Vision Statement, Pillars, and Guiding Principles informed the preparation of this policy framework:

Vision

- **We are caring and connected.** We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging. We welcome newcomers seeking refuge, a place to call home, and new opportunity. Our engaged residents and local government ensure equity, livability, opportunity, and access for all residents. We embrace each other's cultures, lift each other up, and move forward together.
- **We invest in each other.** We are a community where children and youth thrive, families in all forms are supported, and our elders flourish as they age in place. We provide plentiful and varied housing choices, convenient access to healthy local food, and an educational system that builds leaders. We support all residents with accessible city services.
- **We relish our spirited, distinctive neighborhoods where we live, work, and play.** We enjoy active, animated communities throughout our city along with an energetic historic downtown. Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy. It is safe, easy, and enjoyable to travel across and around town and to neighboring communities with human, electric, and hybrid transport.
- **We are forward-thinking leaders.** By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region. We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

Pillars

- **Equity, Justice and Demographic Changes.** Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive. The General Plan must prioritize supporting those who have been most affected by injustice and inequity and advances bold action in terms of housing, transportation, public spaces and intergenerational and multi-cultural programs in order to take advantage of opportunities and meet challenges as they arise.
- **Participatory Decision-Making and Government Transparency.** Success in these endeavors will depend on an engaged community that participates in decision making and a government that is open and transparent. The General Plan must reflect the perspectives of Petaluma's diverse population, ensuring that opportunities to engage in public dialogue are accessible to all and setting the stage to address and solve future challenges with integrity, creativity and collaboration.

Guiding Principles

There are a total of sixteen Guiding Principles, each with multiple, lettered Supporting Concepts. The following Guiding Principles and Supporting Concepts informed this policy framework:

- 4. Promote social and economic justice to address structural social and economic inequities and racism.
- 5. Ensure the health and wellness of all residents.
- 6. Physically and psychologically integrate and connect the East and West sides of town.

- 7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
- 12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.

Summary of Framework Approach

In 2016, California passed Senate Bill 1000 (SB 1000), or the Planning for Healthy Communities Act. This law requires jurisdictions with DACs (referred to as Equity Priority Areas in the General Plan Update) to develop an environmental justice element, or related environmental justice goals and policies, as part of their general plans.

SB 1000 mandates that a general plan must minimally address the following six topic areas: 1) reduce pollution exposure, 2) promote public facilities, 3) promote food access, 4) promote safe and sanitary homes, 5) promote physical activity, and 6) promote civic engagement. Across all six topic areas, the City must prioritize improvements and programs that address the environmental justice needs and priorities of Equity Priority Areas. Goals 3-8 in the Health, Equity, and Environmental Justice (HEEJ) Policy Framework correspond with these six required topic areas.

In addition to the six topic areas required by State law, this framework also addresses a few other topics based on community input: a foundational goal that centers public health and health equity (Goal HEEJ-1), a goal that describes the City's commitment to lead on equity transformations within government (Goal HEEJ-2), and a goal promoting an age-friendly community (Goal HEEJ-9).

Importantly, this Policy Framework is complemented by goals, policies, and actions focused on health, equity, and environmental justice in several other policy frameworks, including Natural Environment, Historic Resources, Parks & Recreation, Public Facilities, Arts, Culture, & Creativity, Economic Development, and Implementation and Governance.

Goals, Policies, and Actions

Goal HEEJ-1: Public Health

Foster the overall health and well-being of Petaluma residents, particularly the most vulnerable populations and residents of Equity Priority Areas.

Policy HEEJ-1.1: Advance Health in All Policies

Improve health for all residents through a "Health in All Policies" approach and citywide collaboration.

Action HEEJ-1.1.1: Consider adopting a "Health in All Policies" approach in all City departments and policies to improve the overall health conditions in Petaluma.

Action HEEJ-1.1.2: Consider the use of health impact assessments, or similar tools, to evaluate how policies, programs, strategic plans, and capital projects can improve public health.

Action HEEJ-1.1.3: Ensure that new policies, services, and programs improve the health of residents more vulnerable to poor health outcomes, including persons living in poverty, older adults, children, persons with disabilities, people of color, and immigrants.

Policy HEEJ-1.2: Promote Health Services and Programs

Promote services and programs in Petaluma to improve health outcomes and help eliminate health inequities.

Action HEEJ-1.2.1: Continue to provide City services and programs that promote healthy eating, active living, and other health-promoting behaviors.

Action HEEJ-1.2.2: Encourage healthy living and model best practices through City-sponsored programs and events.

Action HEEJ-1.2.3: Partner with private and non-profit stakeholders (e.g., Petaluma People Services Center) to develop health, nutrition, recreation, and social services programs for residents that improve health and wellbeing and help reduce stress and mental health symptoms.

Action HEEJ-1.2.4: Encourage local employers to adopt wellness programs and practices.

Action HEEJ-1.2.5: Continue to invest in social infrastructure (e.g., libraries, parks, community gardens, athletic facilities) and develop programming that promotes social connections and community ties.

Policy HEEJ-1.3: Advance Regional Health Equity Priorities

Work with the County of Sonoma and other jurisdictions and stakeholders to advance regional health equity priorities and reduce health disparities.

Action HEEJ-1.3.1: Partner with the County Department of Health Services to promote awareness and recognition of the role that the social determinants of health and health inequities play in influencing health outcomes.

Action HEEJ-1.3.2: Work with the County Department of Health Services to collect and evaluate data on key health metrics to ensure the City has necessary equity and health-related data to guide decision-making.

Action HEEJ-1.3.3: Support the County Department of Health Services in gathering data for and publishing a community health dashboard

Action HEEJ-1.3.4: Support the County Department of Health Services with public outreach and emergency response, when relevant, in order to limit communicable diseases and the spread of future epidemics and pandemics in Petaluma.

Policy HEEJ-1.4: Support the Healthcare System

Maintain communication with local healthcare systems and service providers (e.g., Petaluma Valley Hospital, Petaluma Health Center, and Kaiser Permanente) to ensure that adequate medical facilities and services are provided to meet the varying needs of the community. Support expansion of health care facilities to match the growing population and changing demographics of the community.

Action HEEJ-1.4.1: Provide connections to local healthcare systems and service providers to support Medicare and Medi-Cal recipients in accessing existing reimbursement programs for non-emergency medical transportation.

Action HEEJ-1.4.2: Support local healthcare systems, community colleges, and/or universities in establishing a behavioral health certificate program that trains students to become certified behavioral health providers and to help address the long wait time in accessing behavioral health services for community members.

Action HEEJ-1.4.3: Work closely with local healthcare systems and providers to prepare their facilities in Petaluma for future extreme weather events, including wildfires, flooding, and extreme heat. Strategies to climate-proof their facilities include installing adequate backup power supply, raising ground floors in flood-prone areas, and developing a stockpile of emergency medical supplies.

Action HEEJ-1.4.4: Work with the Petaluma Health Care District to implement the recommendations of the Blue Zones report.

Policy HEEJ-1.5: Limit Firearms and Cannabis Sales

Limit the establishment of businesses that primarily sell firearms or cannabis.

Action HEEJ-1.5.1: Update the Zoning Code to define firearms dealers and cannabis dispensaries and to require them to have a conditional use permit. Require conditional use review upon lease renewal or at point of business sale.

Goal HEEJ-2: Leader in Equity

Petaluma is a leader in building equity in the community.

Policy HEEJ-2.1: Advance Equity in City Administration

Advance equity initiatives in City administration and increase the City's internal organizational capacity to advance racial and social equity.

Action HEEJ-2.1.1: Implement a program of equity trainings and ensure that City staff from all departments take part in capacity building trainings to equip them to understand and apply an equity lens in their day-to-day work.

Action HEEJ-2.1.2: Continue as a member of the Government Alliance on Race and Equity or a similar national network to gain access to resources to increase the City's capacity to advance racial and social equity.

Action HEEJ-2.1.3: Develop a standardized equity impact assessment tool for use in City decision-making, including when the City Council is considering new policies and ordinances.

Action HEEJ-2.1.4: Develop and implement a Community Engagement manual that will offer templates for community engagement processes for the City of Petaluma.

Policy HEEJ-2.2: Enhance Language Access

Enhance language and cultural accessibility to City services, resources, and processes for all community members. Action: Evaluate the literacy level of existing public-facing City documents and permits. Identify areas for improvement, especially in the process of applying to City programs and services, so that residents with lower literacy levels can more easily complete required documents.

Action HEEJ-2.2.1: Minimize the documentation required (e.g., driver's license, lease, pay stubs) to access City services to reduce barriers to seeking and utilizing services, including eliminating requirements when reasonable.

Action HEEJ-2.2.2: Translate all City documents for applying to City programs and services into Spanish and, in the future, into other locally relevant languages as needed.

Action HEEJ-2.2.3: Require all City counters to offer interpretation services for residents when requested.

Action HEEJ-2.2.4: Endeavor to hire staff who speak multiple languages, including Spanish.

Action HEEJ-2.2.5: Explore partnering with local agencies, jurisdictions, and community-based organizations to establish a promotores program (i.e., community health workers) that can provide culturally and linguistically responsive navigation to help low-income residents learn about, connect to, and navigate existing healthcare and social services. Work to partner with other public agencies, such as the County of Sonoma's Department of Health Services, to cost-share the program.

Action HEEJ-2.2.6: Partner with other stakeholders to support a centralized and multilingual online hub that provides information on how to access all City programs and health and social services available for residents. Include resources and services offered by the City, County, State, local non-profits, and other agencies.

Policy HEEJ-2.3: Distribute Resources Equitably

Distribute community resources, investments, and benefits equitably across the city.

Action HEEJ-2.3.1: Develop a community benefits agreement program for major development projects, which may include affordable housing, job training funds, and/or local hiring to support Equity Priority Areas.

Action HEEJ-2.3.2: Explore implementing a pilot program for participatory budgeting, which is a democratic process in which community members recommend to the City Council how to prioritize public investment.

Action HEEJ-2.3.3: Partner with local jurisdictions in Sonoma County to explore establishing a regional public bank as part of the pilot program in accordance with California Assembly Bill 857 (Chu & Santiago, 2019).

Goal HEEJ-3: Pollution Reduction

Petaluma neighborhoods, especially Equity Priority Areas, have reduced exposure to air pollution, noise pollution, and wildfire smoke.

Policy HEEJ-3.1: Minimize Air Pollution

Minimize residents' exposure to harmful air pollutants and improve indoor air quality, especially in Equity Priority Areas and areas with higher air pollution exposure.

Action HEEJ-3.1.1: Partner with local school districts, Sonoma County Library, community-based organizations, and other stakeholders to provide portable indoor air filtration units to low-income households. Explore funding opportunities through the Bay Area Air Quality Management District (BAAQMD), the California Air Resources Board (CARB), and others as may be available.

Action HEEJ-3.1.2: Update the zoning code to limit siting new sensitive land uses (e.g., schools, playgrounds, healthcare facilities, affordable housing, and elder and childcare centers) within 1,000 feet of Highway-101. For sensitive land uses that cannot be sited at least 1,000 feet away, require new development and work with existing property owners to implement appropriate mitigation measures to reduce indoor air pollution such as heating, ventilation, and air conditioning (HVAC) systems with High-Efficiency Particulate Air (HEPA) filters, vegetation barriers, and other physical improvements as recommended by BAAQMD and/or CARB.

Action HEEJ-3.1.3: Partner with local school districts and explore funding strategies to ensure all public schools have updated HVAC systems with HEPA filters to mitigate air pollution and exposure to airborne infectious diseases.

Action HEEJ-3.1.4: Update the zoning code to limit the siting of new industrial uses and facilities that emit air pollutants and/or toxic chemicals within 1,000 feet of existing sensitive land uses (e.g., schools, playgrounds, healthcare facilities, affordable housing, and elder and childcare centers). For new industrial uses and facilities that cannot be sited at least 1,000 feet away, property owners to implement appropriate mitigation measures to reduce air pollution.

Action HEEJ-3.1.5: Partner with BAAQMD and/or local universities to explore funding opportunities for low-cost air quality sensors to monitor local air quality data, particularly in Equity Priority Areas.

Action HEEJ-3.1.6: Partner with the County of Sonoma and other local jurisdictions to develop a regionwide action plan for wildfire smoke days. Advocate for low-income households and Equity Priority Areas to be prioritized for emergency response services related to wildfire smoke exposure.

Policy HEEJ-3.2: Reduce Vehicle-Related Pollution

Reduce air pollution and vehicle-related emissions, especially from diesel-based trucks, which travel to, from, or through Petaluma.

Action HEEJ-3.2.1: Maintain an up-to-date truck routes map that minimizes exposures to sensitive land uses (e.g., schools, playgrounds, healthcare facilities, affordable housing, and elder and childcare centers).

Action HEEJ-3.2.2: Partner with local jurisdictions and agencies to advance strategies that reduce regional dependence on motor vehicles and decrease vehicle-related emissions, especially from Highway-101.

Action HEEJ-3.2.3: Establish a local ordinance that exceeds the State vehicle idling restrictions, including restrictions for bus layovers, delivery vehicles, trucks at warehouses and distribution facilities, and taxis, particularly when these activities take place near sensitive land uses. Manage truck idling in residential areas.

Action HEEJ-3.2.4: Partner with public and private stakeholders to establish an electric-vehicle car-sharing program that is affordable to low-income households with vehicles available throughout the city, particularly focusing on Equity Priority Areas.

Policy HEEJ-3.3: Expand the Tree Canopy

Expand the tree canopy throughout the city, with a particular focus on vegetation adjacent to Highway-101, other major roads, and public parks to mitigate air and noise pollution impacts on adjacent homes and businesses.

Action HEEJ-3.3.1: Partner with local nurseries and other small businesses to develop a program to provide low-income homeowners with native, low-maintenance, and/or fruit trees at low or no-cost.

Goal HEEJ-4: Equitable Access to Services + Facilities

Petaluma equitably provides public services and facilities throughout the city.

Policy HEEJ-4.1: Support Climate Adaptation

Equitably provide services to support vulnerable residents in adapting to climate change.

Action HEEJ-4.1.1: Continue coordinating with local agencies and organizations to establish centralized resiliency hubs during climate hazard events, and provide transportation to these facilities for older adults, persons with disabilities, unhoused residents, and other residents who may have transportation barriers.

Action HEEJ-4.1.2: Develop educational materials and trainings to support residents in adapting to climate change, including emergency preparation, home retrofits, and strategies to manage extreme heat.

Action HEEJ-4.1.3: Partner with community-based organizations, faith-based institutions, and other trusted community leaders to distribute educational materials on climate adaptation to older adults, persons with disabilities, non-English speakers, and other vulnerable populations.

Action HEEJ-4.1.4: Partner with County agencies, non-profits, and faith-based institutions to develop a climate emergency response program (such as a community phone tree) to ensure older adults, persons with disabilities, non-English speakers, and other vulnerable populations are contacted during climate hazard events.

Policy HEEJ-4.2: Expand Transit Services

Equitably upgrade and expand transit services across the city.

Action HEEJ-4.2.1: Coordinate with Petaluma Transit and other transit providers to ensure minimal disruption to bus and train service during climate hazard events.

Action HEEJ-4.2.2: Ensure Petaluma Transit's bus routes provide convenient and intuitive service to existing and future healthcare and social service facilities, especially from Equity Priority Areas.

Action HEEJ-4.2.3: Upgrade all Petaluma Transit bus stops to provide shade, seating, and lighting at all times of the day and night to increase safety and comfort for transit riders.

Action HEEJ-4.2.4: Remove barriers to transit use by developing an agile, intuitive, efficient, free transit program for all.

Action HEEJ-4.2.5: Provide intuitive and reliable transportation options for persons with disabilities, especially school-based transportation services for students with developmental and physical disabilities.

Policy HEEJ-4.3: Improve Community Safety

Improve community safety for all residents, including prioritizing Equity Priority Areas.

Action HEEJ-4.3.1: Strengthen community cohesion through community engagement efforts to build cross-cultural trust between the Police and Fire Departments and residents of color and low-income residents.

Action HEEJ-4.3.2: Implement an Independent Police Auditor.

Action HEEJ-4.3.3: Develop a Public Safety Advisory Group (PSAG) and an identify equitable process to select and retain chairs and members for the group. Commit to City support to maintain the viability of the group.

Action HEEJ-4.3.4: Increase accessibility to public safety staff through online and virtual reporting systems.

Action HEEJ-4.3.5: Continue the Specialized Assistance for Everyone (SAFE) program that provides mobile crisis response to community members experiencing issues related to mental health, substance use, and homelessness and explore opportunities to expand the services of the team into local school districts.

Action HEEJ-4.3.6: Continue to implement capacity-building trainings for Police, Fire, and SAFE staff on how to safely interact with neurodiverse residents and residents with dementia.

Action HEEJ-4.3.7: Explore differential policing strategies for traffic enforcement and infractionary and/or low level offenses.

Policy HEEJ-4.4: Support Reentry Services

Encourage and support efforts that help reintegrate formerly incarcerated persons into positions of employment and positive roles in the community, including working with local employers.

Action HEEJ-4.4.1: Identify and implement resources, programs, and partnerships to successfully support diversion and reentry efforts for justice-involved youth and young adults.

Action HEEJ-4.4.2: Develop a local adult diversion program comparable to Petaluma's juvenile restorative justice program.

Goal HEEJ-5: Access to Healthy Food

Petaluma promotes healthy eating and reduces food insecurity among low-income residents and older adults.

Policy HEEJ-5.1: Strengthen the Local Food Economy

Improve access to fresh produce and culturally-celebrated and relied-upon foods and strengthen the local economy by encouraging urban food production and food microenterprises.

Action HEEJ-5.1.1: Update the Zoning Code to allow small-scale urban agriculture, including accessory uses such as temporary on-site urban agriculture stands, as a permitted or conditional use in most zones. Examples of small-scale urban agriculture include food gardens, fruit trees, backyard chickens, and non-commercial greenhouses and beehives.

Action HEEJ-5.1.2: Partner with property owners and the County of Sonoma's Department of Health Services to support innovative food microenterprises, such as home kitchen operations and mobile food facilities, to promote local food production and address food insecurity.

Action HEEJ-5.1.3: Partner with local farm and community food providers to expand educational outreach and access to locally grown produce within community gardens.

Action HEEJ-5.1.4: Partner with local community-based organizations, businesses, local school districts, Santa Rosa Junior College, and/or other stakeholders to create a community commercial kitchen and food service facility to serve as a learning lab for students, an economic development building block for food microenterprises, which may also serve as a workforce development center, or training center for justice-involved adults, people with disabilities, and/or other people facing barriers to employment.

Action HEEJ-5.1.5: Partner with the County Department of Health Services and Blue Zones to establish a "Healthy Corner Store" program to encourage corner stores to offer healthy food and beverage options, decrease unhealthy food advertising, adjust floor plans to encourage healthier eating choices, and purchase refrigerated shelving for perishable products. Provide corner stores with materials and trainings to transform into economically viable healthy food retailers, and utilize economic development incentives to encourage existing stores in Equity Priority Areas to sell fresh, healthy foods. Pursue funding and partnerships and develop incentive programs to encourage the equitable availability of healthy food options.

Policy HEEJ-5.2: Reduce Food Insecurity

Increase access to food and reduce food insecurity among low-income residents.

Action HEEJ-5.2.1: Encourage grocery stores, farmers' markets, and other healthy food retailers to accept CalFresh Electronic Benefit Transfer (EBT) cards; Women, Infants, and Children (WIC) benefits; and Senior Farmer's Market Nutrition Program benefits.

Action HEEJ-5.2.2: Partner with local grocery stores, restaurants, and other food retailers to divert food waste and donate extra food to local food banks, soup kitchens, and shelters.

Action HEEJ-5.2.3: Encourage edible landscapes, fruit trees, and community gardens in the City's parks and public spaces.

Policy HEEJ-5.3: Promote Good Nutrition

Promote healthy eating habits and good nutrition among residents of Petaluma.

Action HEEJ-5.3.1: Enact a nutrition policy that requires healthy food and beverage options to be served at City events that provide food and beverages.

Action HEEJ-5.3.2: Explore the creation of a citywide fee on sugar-sweetened beverages to fund child and youth development programs, such as childcare and healthy eating programming.

Goal HEEJ-6: Safe and Sanitary Housing

Low-income residents have access to safe and sanitary housing and shelter.

Policy HEEJ-6.1: Improve Housing Quality

Encourage the incorporation of universal design principles and the elimination of common sources of unhealthy housing, including mold and moisture, pests, poor indoor air quality, safety problems, contaminants and toxic substances, and deferred maintenance.

Action HEEJ-6.1.1: Enforce applicable provisions of the housing and building codes. Where implementation of applicable provisions may result in housing displacement, identify opportunities to ensure residents remain housed.

Action HEEJ-6.1.2: Partner with the County of Sonoma and other regional agencies to support programs designed to rehabilitate deteriorated units through weatherization, modernization, and elimination of common home pollutants.

Action HEEJ-6.1.3: In cooperation with the County of Sonoma and other regional agencies, establish a lead-based paint and asbestos removal program for affordable housing units built before 1980.

Policy HEEJ-6.2: Reduce Homelessness

Coordinate with the Sonoma County Housing Authority, the Committee on the Shelterless (COTS), the Downtown Streets Team (DST), Specialized Assistance For Everyone (SAFE), and other stakeholders to help residents currently or at risk of experiencing homelessness to access education, facilities, and health services.

Action HEEJ-6.2.1: Implement the 2022 Strategic Plan to End Homelessness.

Action HEEJ-6.2.2: Continue the City's homeless services coordination with the County and Petaluma residents currently or at risk of experiencing homelessness.

Action HEEJ-6.2.3: Continue to provide mobile showers and/or safe restroom facilities for unhoused residents.

Action HEEJ-6.2.4: Work with homeless service providers to prioritize legal help, rapid housing assistance, and other social services for unhoused children, youth, and families in Petaluma.

Action HEEJ-6.2.5: Continue to partner with the County, Red Cross, and other resource agencies to provide cots for emergency shelter situations, including wildfire smoke days, extreme heat and cold days, and other extreme weather events.

Policy HEEJ-6.3: Increase Housing Resilience

Promote programs that increase resiliency to climate impacts for low-income homeowners and residents of affordable multi-family housing units.

Action HEEJ-6.3.1: Provide application assistance for low-income homeowners who qualify for State and Federal programs that cover the cost of home improvements. Types of improvements include HVAC

systems with HEPA filters, induction stovetops, double pane windows, door weather stripping, and attic and floor insulation.

Action HEEJ-6.3.2: Develop a program to work with property owners of existing multifamily residential buildings, especially those in Equity Priority Areas, to install improvements including HVAC systems with HEPA filters, induction stovetops, double pane windows, and door weather stripping.

Action HEEJ-6.3.3: Support low-income renters with preparing for extreme heat or power outages by identifying portable interventions, such as portable air conditioners and emergency generators, which can be implemented without modifying the property.

Goal HEEJ-7: Physical Activity

Residents, of all incomes and abilities, have opportunities to lead active lifestyles.

Policy HEEJ-7.1: Promote Active Transportation

Promote efforts to educate and encourage residents to take active forms of transportation.

Action HEEJ-7.1.1: Partner with local small businesses and non-profit organizations to provide residents with skills training in bicycle riding, safety, maintenance, and repair. Ensure these trainings are also available in Spanish and other locally relevant languages.

Action HEEJ-7.1.2: Continue to support annual events that temporarily close streets to motor vehicles to make them accessible and inviting for residents to take active forms of transportation.

Policy HEEJ-7.2: Improve Safe Routes to School

Improve safety and physical activity for students and families, especially in Equity Priority Areas, in trips to and from school.

Action HEEJ-7.2.1: In partnership with local school districts, continue existing and establish new local Safe Routes to School programs at every public school in the city. Prioritize improvements for schools that serve Equity Priority Areas.

Action HEEJ-7.2.2: Partner with local school districts, the County of Sonoma's Department of Health Services, and other stakeholders to hire and cost-share a dedicated staff position to advance the Safe Routes to School programs in Petaluma and to apply for State and Federal grants.

Action HEEJ-7.2.3: Work closely with local school districts and the County of Sonoma's Department of Health Services to conduct annual school travel tallies and annual evaluations of data on traffic collisions, injuries, and fatalities near schools. Leverage this data to guide decision-making related to Safe Routes to School and to assess progress in mode-shifting students and families to more active forms of transportation.

Action HEEJ-7.2.4: Partner with local school districts to ensure, improve, and complete school safety planning, trainings, and emergency/disaster response plans at all schools.

Goal HEEJ-8: Engaged Community

Residents from across the city are engaged in decisions that impact their lives.

Policy HEEJ-8.1: Enhance Equitable Engagement Practices

Enhance equitable engagement practices and engage community members most impacted by racial and social inequities in Petaluma.

Action HEEJ-8.1.1: Convene an annual outreach meeting of community-based organizations, faith-based institutions, media partners, and other local stakeholders to provide them with updates on City services, programs, and resources available for their members.

Action HEEJ-8.1.2: Continue to provide and promote opportunities for low- or no-cost meeting rooms in City facilities for local stakeholders as incentives for strengthening community engagement.

Action HEEJ-8.1.3: Continue to hold community meetings and focus groups to gather community input into City decision-making processes. Locate these community meetings in Equity Priority Areas and at times that are convenient for community members when possible.

Policy HEEJ-8.2: Advance Youth Civic Engagement

Encourage and enhance opportunities for youth to be civically engaged in Petaluma.

Action HEEJ-8.2.1: Consider a summer youth internship program within Petaluma City departments, with targeted recruitment of low-income youth and youth of color, to address opportunity gaps via exposure to government. Consider making these paid internships to increase accessibility.

Action HEEJ-8.2.2: Partner with local school districts to expand civics education in the existing curriculum, co-host voter registration drives, and encourage students to volunteer as poll workers and be engaged in City affairs.

Policy HEEJ-8.3: Foster Board and Commission Leadership

Foster leadership development among community members most impacted by racial and social inequities through the City's boards and commissions.

Action HEEJ-8.3.1: Partner with local stakeholders and conduct targeted outreach to Equity Priority Areas to ensure that the City's boards and commissions reflect the rich diversity of Petaluma.

Action HEEJ-8.3.2: Partner with local jurisdictions in Sonoma County to develop a regional leadership development program that trains community members most impacted by racial and social inequities about local government processes and for positions on local boards and commissions.

Goal HEEJ-9: Age Friendly

Petaluma is an age-friendly city supporting residents' health, wellness, and social connections throughout their lifetimes.

Policy HEEJ-9.1: Support Safe Aging in Place

Align City departments and priorities to support safe aging in place with strong community ties.

Action HEEJ-9.1.1: Prioritize action on recommendations from the 2021 Age-Friendly Survey Report, and as recommended by Commissions, Committees, and Boards.

Action HEEJ-9.1.2: Develop an Age-Friendly Strategic Plan.

Policy HEEJ-9.2: Support Social Services for Older Adults

In partnership with community members, adapt City programming and services as needed to ensure they meet the community's ongoing needs, based on continued monitoring of demographic, socio-economic characteristics, and intellectual and developmental disabilities and needs.

Action HEEJ-9.2.1: Identify opportunities and develop programs for greater intergenerational interaction between children, youth, and older adults to provide mutual support and increase social connections.

Action HEEJ-9.2.2: Continue to partner with the County, Petaluma People Services Center, and other local stakeholders in providing essential health and social services to older adults.

Action HEEJ-9.2.3: Consider providing more free or low-cost trainings to older adults on essential computer and other technology skills in order to promote social connections and digital literacy.

Policy HEEJ-9.3: Provide Education and Training

Action HEEJ-9.3.1: Partner with the County, non-profit, and other local stakeholders to provide education and training to support residents with aging in place, including fall prevention, disaster preparation, food and discount access opportunities, and home accessibility remodeling and retrofits.

Notes

¹ The Flood Resilience and Land Use policy frameworks will be released after the other frameworks. These Frameworks relied on the development of a comprehensive update to the City's floodplain model, which was completed in late 2023.

² Environmentally responsible and resource-efficient planning, design, construction, operation, maintenance, renovation, and demolition of buildings

³ Techniques to increase water infiltration, reduce runoff, and improve water quality

⁴ The protection of workers' rights and livelihoods while economies are shifting to sustainable production, combating climate change, and protecting biodiversity

⁵ The management of trees in urban settings

⁶ The system of streets, walkways, trails, and railroads used to move goods and people

⁷ The ease of reaching destinations by people of all abilities

⁸ Public space that is open and accessible to the general public, including roads, trails, public squares, and parks

⁹ Communication and coordination among local government and Native American Tribes

¹⁰ Creating opportunities for every person to have a dignified, productive, and creative life