

Dashboard of City Goals and Priorities 2025-2027

Adoption of Tree Preservation Ordinance and Updated Policies and Procedures

Name	Prior Timeline	Current Timeline	Depts	Status
Complete zoning code/muni code draft	2024/25	2024/25	CDD, CAO, PW	Done
Community Outreach effort	2024/25	2024/25	CDD, EDOG	Working on it
Tree Advisory Committee hearings	2024/25	2024/25	CDD, PW	Done
Planning Commission recommendation	2024/25	2024/25	CDD, CAO, PW	Working on it
City Council adoption	2024/25	2024/25	CDD, CAO, PW, CMO	Working on it
Complete Tree Canopy Mapping	New or Refined Action	2024/25	PR	Working on it
Adopt Urban Forest Management Plan	2025/26	2025/26	PR	Contingent
Update processes, applications, permitting system, staffing roles, outreach regarding final updates	2025/26	2025/26	CDD, EDOG, PW	Contingent
Continue to work with community partners re planting and education efforts to maintain, protect, and increase urban canopy	ONGOING	ONGOING	CDD, PR, CMO, PW	Contingent

Open Space Acquisitions and Management

Name	Prior Timeline	Current Timeline	Depts	Status
Cedar Grove: Initial MOU with FIGR, Neighborhood Outreach, Acquisition	2024/25	2024/25	CDD, PR, CAO	Working on it
Greenway: Continue to work with community partners on planning and funding requests	2024/25	2024/25	CDD, PR, CMO	Working on it
La Cresta/English Hill: Outreach to property owners	2024/25	2024/25	CDD, CMO	On Hold
Cedar Grove: Co-Management Agreement with FIGR, Park Development Plans, Funding	2025/26	2025/26	CDD, PR, CAO	On Hold
Paula Lane Open Space Management and Public Access	ONGOING	ONGOING	CMO, PR	Working on it
Lafferty Ranch Open Space Management and Public Access	ONGOING	ONGOING	CMO, PR	Working on it

Housing Element Implementation

Name	Prior Timeline	Current Timeline	Depts	Status
Develop work program and needed resources	2024/25	2024/25	CDD, CMO	Working on it
Recommend Zoning Code changes to reflect city's housing plan (Planning Commission)	2024/25	2024/25	CDD, CAO	Working on it
Complete environmental analysis of any legislative changes	2024/25	2024/25	CDD, CAO	Working on it
Re-evaluate impact fees based on square footage and incentives for affordable housing	New or Refined Action	2025/26	CDD, CAO, FINANCE	Working on it
Update Zoning Code to reflect city's housing plan (City Council)	2025/26	2025/26	CDD, CAO, CMO	Working on it
Complete annual implementation program (including monitoring new state laws)	ONGOING	ONGOING	CDD, CAO	Working on it

Strategic Plan to End Homelessness

Name	Prior Timeline	Current Timeline	Depts	Status
Complete Year 3 of current plan	2024/25	2024/25	CDD, PD	Done

Evaluate 3-year progress and consider development of new strategies and plan
 Establish a sustainable funding strategy to meet city's need
 Work with community-based partners to develop a sustainable homeless service program

2024/25	2024/25	CDD, CMO, PD	Working on it
2024/25	2024/25	CDD, CMO	Working on it
2025/26	2025/26	CDD, CMO, PD	Working on it

Adoption of General Plan 2050

Name	Prior Timeline	Current Timeline	Depts	Status
CCB Extravaganza	2024/25	2024/25	CDD, EDOG, CAO	Done
City Council adoption of Blueprint	2024/25	2024/25	CDD, CMO	Done
City Council to select General Plan land use preferred alternative	2024/25	2024/25	CDD, EDOG, CAO, CMO	Working on it
Complete Environmental Impact Review	2024/25	2025/26	CDD, CAO, EDOG	Working on it
Adopt General Plan 2050	2024/25	2025/26	CDD, CAO, EDOG, CMO	Working on it
Ongoing community outreach	ONGOING	ONGOING	CDD, EDOG, CMO	Working on it

Zoning Code Update

Name	Prior Timeline	Current Timeline	Depts	Status
Select General Plan land use preferred alternative (City Council)	2024/25	2024/25	CDD, CAO, EDOG	Working on it
Review current code for needed and desired updates	2024/25	2024/25	CDD, CAO, EDOG	Working on it
Review and recommend proposed changes to zoning code (Planning Commission)	2025/26	2025/26	CAO, CDD, EDOG	Working on it
Complete environmental analysis of zoning code changes	2025/26	2025/26	CAO, CDD, EDOG	Working on it
Adopt zoning code (City Council)	2025/26	2025/26	CAO, CDD, EDOG, CMO	Working on it
Impact Fee Study	New or Refined Action	2025/26	CDD, CAO, FINANCE, CMO	Working on it

Urban Growth Boundary Extension

Name	Prior Timeline	Current Timeline	Depts	Status
Develop outline of proposed modifications, timeline and CEQA	2024/25	2024/25	CDD, CAO, CMO	Done
Planning Commission recommendation on GPA	2024/25	2024/25	CDD, CAO	Done
City Council adoption of GPA and ballot materials	2024/25	2024/25	CDD, CAO, CMO	Done
Prepare and file ballot materials for November 2024 election	2024/25	2024/25	CDD, CAO, CLERK	Done
UBG Voted on by Petaluma Electorate	New or Refined Action	2024/25	CLERK	Done

Petaluma North Station Specific Plan

Name	Prior Timeline	Current Timeline	Depts	Status
Hire a consultant to support development of a specific plan	2024/25	2024/25	CDD	Working on it
Conduct a public engagement process focused on new transit-oriented development	2025/26	2025/26	CDD, EDOG, CMO	Working on it

Complete Environmental Analysis	2026/27	2026/27	CDD, CAO	Contingent
Adopt Specific Plan	2026/27	2026/27	CDD, CAO, CMO	Contingent

Retail Cannabis Program Pilot Evaluation and Potential Expansion

Name	Prior Timeline	Current Timeline	Depts	Status
Adopt Incremental Plan	2024/25	2024/25	CAO, EDOG, CDD, CMO, WRU	Done
Permit up to 3 Retail Establishments	2024/25	2024/25	EDOG	Working on it
Conduct community outreach to identify policy options - how many, where?	2025/26	2026/27	CDD, EDOG, CAO	Contingent
Report back to Council & Community	2025/26	2026/27	CDD, EDOG, CAO, CMO	Contingent
Get final policy direction from community, Planning Commission, and City Council	2025/26	2026/27	CDD, EDOG, CMO	Contingent
Draft legislation to implement identified policy decisions	New or Refined Action	2026/27	CAO, CMO	Contingent
Coordinate necessary zoning code amendments into new zoning code as part General Plan update	2025/26	2026/27	CDD, CAO	Contingent

Fairgrounds Interim Programming/Management and Master Plan Implementation

Name	Prior Timeline	Current Timeline	Depts	Status
Identify funding for transitional improvements	2024/25	2024/25	PR, EDOG, CMO	Done
Coordinate with DAA to put on 2024 Fair Event	2024/25	2024/25	EDOG, CMO, PR	Done
Work with school to identify and implement safety protocols	2024/25	2024/25	EDOG, CMO, PR	Done
Complete interim plan to organize circulation, signage and uses	2024/25	2024/25	EDOG, CMO, PR	Done
Identify and implement monthly special programing (pickle ball, bmx track, volley ball, etc.)	2024/25	2024/25	PR, EDOG, CMO	Working on it
Identify funding and consultant for masterplanning	2024/25	2024/25	CDD, CMO	Working on it
Fairgrounds - Events Management Program	New or Refined Action	2024/25	PR	Working on it
Coordinate with DAA for the 2025 Petaluma Fair	New or Refined Action	2024/25		Working on it
Master plan process for fairgrounds	2025/26	2025/26	CMO, CDD, EDOG	Working on it
Community Resilency Center	New or Refined Action	2026/27	ALL	Contingent
Continue robust community outreach regarding fair improvements	ONGOING	ONGOING	EDOG, CMO	Contingent
Construct planned improvements	ONGOING	ONGOING	PR, CMO, EDOG	Contingent
Fairgrounds Special Event Permitting	ONGOING	ONGOING	PR, PD, CMO, EDOG	Contingent

Economic Development Strategy

Name	Prior Timeline	Current Timeline	Depts	Status
Identify immediate, short term, and medium term programs to be implemented with current staffing and budget	New or Refined Action	2024/25	CMO, EDOG, CDD	Working on it

Downtown Investments and Beautification

Name	Prior Timeline	Current Timeline	Depts	Status
Adoption of Parklets program	2024/25	2024/25	CDD, EDOG, CMO	Working on it
Completion of parking study	2024/25	2024/25	PW	Working on it
Implement micro transit program focused on downtown accessibility	2024/25	2024/25	PW	Done
Identify options and complete upgrades to accomodate downtown lighting	2024/25	2024/25	CMO	Contingent
Implement pilot of public space programming	2024/25	2024/25	EDOG, PR	Working on it
Overlay	New or Refined Action	2024/25	CDD, CAO, CMO	Working on it
Economic Development Strategy	2025/26	2025/26	CMO, EDOG	Contingent
Complete plan to improve pedestrian access and gathering spaces in the downtown	2025/26	2025/26	CDD, PW	Working on it

Downtown Parking Management

Name	Prior Timeline	Current Timeline	Depts	Status
Complete Downtown Parking Area Management Study	2024/25	2024/25	CDD, PD, PW, EDOG, CMO	Working on it
Present Study findings to stakeholders	New or Refined Action	2024/25	CDD, PW, EDOG	Working on it
Develop plan to implement parking management strategies in alignment supporting programs such as transit and safe streets projects.	New or Refined Action	2024/25	CDD, EDOG, PW	Working on it
Develop recommended zoning updates related to Parking	2024/25	2024/25	CDD, CAO	Working on it
Implement near-term parking management strategies outlined in Plan	2025/26	2025/26	PD, PW, EDOG	Contingent
Identify funding for and prioritize mid-long term strategies outlined in Plan	2025/26	2025/26	PW, PD	Contingent
Adopt parking regulations as part of Zoning Code Update	2025/26	2025/26	CDD, CAO, CMO	Working on it
Implement mid-long term parking management strategies outlined in Plan	2026/27	2026/27	PW, PD	Contingent

Parking Regulations Update

Name	Prior Timeline	Current Timeline	Depts	Status
Review and improve existing enforcement model to address inefficiencies, resulting in maximum enforcement outcomes	New or Refined Action	2024/25	PD, CMO	Working on it
Council Workshop for Policy Direction; Develop Scope	New or Refined Action	2024/25	CAO, PD, EDOG	Contingent
Evaluate potential modifications and prepare working drafts	2024/25	2025/26	CAO, PD	Working on it
Conduct community outreach regarding draft ordinance and regulations	2025/26	2025/26	EDOG, PD	Contingent
Council adoption of updated ordinance and regulations	2025/26	2025/26	CAO, PD	Contingent
Conduct community outreach regarding adopted ordinance and regulations	2025/26	2025/26	EDOG, PD	Contingent
Develop a permitting system and completed city wide signage installations	2025/26	2025/26	EDOG, PD, PW, FINANCE	Contingent
Complete a 6 month enforcement grace period where warning notices are issued	New or Refined Action	2026/27	PD	Contingent
Begin enforcement of updated ordinance and regulations	2026/27	2026/27	PD	Contingent

Hybrid Police Oversight Model

Name	Prior Timeline	Current Timeline	Depts	Status
Develop Public Safety Advisory Group (PSAG)	2024/25	2024/25	PD, CMO, CAO, CLERK	Done
Establish a workplan with the Independent Police Auditor	2024/25	2024/25	PD	Done
Codify the model in the Municipal Code	2024/25	2024/25	CAO, CMO	Working on it
Collect data, evaluate, assess resourcing, and provide annual reporting	ONGOING	ONGOING	PD, CMO	Working on it

Active Transportation Plan

Name	Prior Timeline	Current Timeline	Depts	Status
Identify funding for and prioritize near, mid, and long-term projects. Identify the City's primary "all ages and abilities" routes, which will form the key arteries/spines of the AT network	2024/25	2025/26	PW	Working on it
Adopt Active Transportation Plan	2024/25	2025/26	PW, CMO	Working on it
Implement high-priority near and mid-term projects to complete Petaluma's primary "all ages and abilities" AT network, providing safe and convenient access connecting all of the City's neighborhoods	ONGOING	ONGOING	PW	Contingent

Sea Level Rise (SLR) and Floodplain Modelling/Mapping, FEMA FIRM map update

Name	Prior Timeline	Current Timeline	Depts	Status
Flood, SLR, Risk Assessment & Adaptation Plan	2024/25	2025/26	PW, CDD, WRU	Working on it
Inform Resiliency framework and GPU	2025/26	ONGOING	PW, CDD, WRU	Working on it
Finalize Mapping & FEMA FIRM update	2025/26	2026/27	PW, EDOG, CDD, CMO, WRU	Working on it
Elevation Certification program development	2025/26	2026/27	PW, EDOG, CDD	Contingent
Community Outreach Effort	ONGOING	ONGOING	PW, EDOG, CDD, WRU	Contingent
CIP Planning	New or Refined Action	2027/28	PW, CDD, CMO, EDOG, WRU	Contingent

Integrated Pest Management Plan Implementation

Name	Prior Timeline	Current Timeline	Depts	Status
Council Adoption of IPM Policy	2024/25	2024/25	CMO, PR	Done
Develop IPM Program: Public Education, Staff Training, Develop Scope of IPM Coordinator	2024/25	2024/25	PR, PW	Working on it
Implement Reporting structure, exemption approval process	2024/25	2024/25	PR, PW, CMO	Contingent
Collect data, evaluate, research and implement best practices	ONGOING	ONGOING	PR, PW	Contingent

Landscape Assessment District System Improvements

Name	Prior Timeline	Current Timeline	Depts	Status
Comprehensive Evaluation & Financial Analysis of all 47 LADs	New or Refined Action	2024/25	PR, PW	Working on it
Prioritization of all 47 LADs based on Severity	New or Refined Action	2024/25	PR, PW, FINANCE	Working on it
Summer Intern Data Collection Program	New or Refined Action	2025/26	PR, PW, FINANCE	Contingent

Community Engagement, including training with consultant
 Finalize Current and Ongoing Assessment Projections Ensuring Fiscal Sustainability
 Establishing Annual Assessment Process with Required Milestones, Roles, and Responsibilities
 Future casting - exploring consolidation, dissolution, or conversion as long-term solutions

New or Refined Action	2025/26	PR, PW	Contingent
New or Refined Action	2026/27	PR, PW, FINANCE	Contingent
New or Refined Action	ONGOING	PR, PW	Contingent
New or Refined Action	2027/28	PR, PW, FINANCE	Contingent

Enhancing Senior Services and Age-Friendly plan implementation

Name	Prior Timeline	Current Timeline	Depts	Status
Expand Senior Services through Community Partnerships seven days of week	2024/25	2024/25	PR, CMO	Done

Implementation of the Blueprint for Climate Action

Name	Prior Timeline	Current Timeline	Depts	Status
Council Adoption	2024/25	2024/25		Done
Integrate measures into departmental workplans	ONGOING	ONGOING	ALL	Working on it

Charter Amendments

Name	Prior Timeline	Current Timeline	Depts	Status
Prepare recommendations re: charter improvements	2026/27	2026/27	CAO, CMO	Contingent
Advise Council regarding options for charter update approaches	2026/27	2026/27	CAO, CMO	Contingent
Develop timeline for charter update outreach, voter approval	2027/28	2027/28	CAO, EDOG, CMO	Contingent
Conduct outreach	2027/28	2027/28	EDOG, CMO	Contingent
Prepare ballot materials	2027/28	2027/28	CAO, CLERK, CMO	Contingent

Re-establish City Possession and Occupancy of City Hall West Wing

Name	Prior Timeline	Current Timeline	Depts	Status
Send letter to County giving notice date	2024/25	2024/25	CAO, CMO	Contingent
Develop renovation plans for unutilized areas	2025/26	2026/27	PW	Contingent

Completion of Organization Strategic Plan (OnePetaluma)

Name	Prior Timeline	Current Timeline	Depts	Status
Staffing and Resources	2024/25	2024/25	HR, CMO	Working on it
Communications	2024/25	2024/25	CMO, EDOG, HR	Working on it
Service Delivery and Customer Service	2025/26	2025/26	ALL	Contingent
Training and Development, Develop Petaluma University	2025/26	ONGOING	HR, CMO	Contingent

Organizational Health and Culture	ONGOING	ONGOING	ALL, HR	Contingent
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Citywide Diversity, Equity, Inclusion, and Belonging Efforts

Name	Prior Timeline	Current Timeline	Depts	Status
DEIB Strategic Plan	2024/25	ONGOING	HR, CMO	Done
DEIB Adaptation Plan	2025/26	ONGOING	HR, CMO	Working on it
Staff Training	ONGOING	ONGOING	ALL	Working on it

Innovate Petaluma - Enterprise Resource Planning Software Implementation

Name	Prior Timeline	Current Timeline	Depts	Status
Finalize contracts with chosen vendors	2024/25	2024/25	FINANCE, CAO, HR, EDOG	Done
Workday/Strada: Readiness Phase	New or Refined Action	2024/25	FINANCE, EDOG, HR	Done
Workday/Strada: Planning Phase	New or Refined Action	2024/25	FINANCE, HR, EDOG	Working on it
Workday/Strada: Architect & Configure	New or Refined Action	2024/25	FINANCE, HR, EDOG	Contingent
Workday/Strada: Testing	New or Refined Action	2025/26	FINANCE, HR, EDOG	Contingent
Workday/Strada: Data Conversion	New or Refined Action	2025/26	FINANCE, HR, EDOG	Working on it
Workday/Strada: Integrations	New or Refined Action	2025/26	FINANCE, HR, EDOG	Contingent
Workday/Strada: Reporting	New or Refined Action	2025/26	FINANCE, HR, EDOG	Contingent
SpryPoint: Analyze	New or Refined Action	2024/25	FINANCE, EDOG, WRU	Working on it
SpryPoint: Configure	New or Refined Action	2024/25	FINANCE, EDOG, WRU	Contingent
SpryPoint: Testing	New or Refined Action	2025/26	FINANCE, EDOG, WRU	Contingent
SpryPoint: Reporting	New or Refined Action	2025/26	FINANCE, EDOG, WRU	Contingent
Complete staff training for both new systems	2025/26	2025/26	FINANCE, HR, EDOG	Contingent
Launch new systems, conduct post launch review, refine as needed	2026/27	2025/26	FINANCE, HR, EDOG	Contingent
Post-Implementation work	2027/28	2026/27	FINANCE, HR, EDOG	Contingent

Other Major Projects

Name	Prior Timeline	Current Timeline	Depts	Status
Review/Re-bid Dental plan	2024/25	2024/25	HR	Done
Public Record Request Process Upgrades	2024/25	2024/25	CLERK, CMO, CAO, EDOG	Done
Facilities Management Software Application Implementation	2024/25	2026/27	PR, EDOG	On Hold
Sharepoint Migration	2024/25	2024/25	ALL, EDOG	Working on it
PD Computer Workstation Replacements	2024/25	2024/25	EDOG, PD	Done
PW&U / City office expansion on Redwood way	2024/25	2024/25	EDOG, PW	Done
November 2024 Election Administration	2024/25	2024/25	CLERK	Done

Transition Aquatics Programming under City operations	2024/25	2025/26	PR	Working on it
Citywide playground replacement assesment	2024/25	2024/25	PR	Working on it
Labor Contract Negotiations	2025/26	2025/26	HR, CMO	Working on it
Records Retention Schedule Rollout and City-Wide Destruction	2025/26	2025/26	CLERK, ALL	Done
P&R/CM ReLeaf grant tree planting and maintenance	ONGOING	2026/27	CMO, PR	Working on it
Traffic Safety Corridor Roadway Review, Prioritization, and Coordination with CalTrans	New or Refined Action	ONGOING	PD, PW, FIRE, CMO	Contingent
Organic Turf Management Pilot Program	ONGOING	2025/26	PR	Working on it
Financial Planning and Bonding	New or Refined Action	2024/25	ALL	Working on it
Strategic Parks and Recreation Master Plan	New or Refined Action	2027/28	PR	Contingent
Mobile Home Resident Support	New or Refined Action	2024/25	CAO, CDD	Contingent
Public Safety Facilities Master Plan Implimentation	New or Refined Action	ONGOING	FIRE, PD, CMO, FINANCE, PW	Working on it
Stormwater Permit (2025) Implementation of Compliance Programs	New or Refined Action	2025/26	WRU	On Hold
Creation of an Employee Handbook	New or Refined Action	2026/27	HR	Contingent
Aquifer Storage and Recovery Pilot Project	New or Refined Action	2024/25	WRU	Working on it
Integrated Water Master Plan	New or Refined Action	2025/26	WRU	Working on it
Sewer and Sewer Master Plans	New or Refined Action	2025/26	WRU	Working on it
Water and Wastewater Capacity Fee Study	New or Refined Action	2025/26	WRU	On Hold
ECWRF Organic Loading & Plant Upgrade Alternatives Study	New or Refined Action	2025/26	WRU	Contingent
Triennial Building and Fire Code Adoption	New or Refined Action	2025/26	CDD, FIRE, CMO	Working on it