

Petaluma Fairgrounds Advisory Panel

Third Report: Final Recommendations

3 October 2022

The following recommendations were created and ranked by the 32 Panelists of the 2022 Petaluma Fairgrounds Advisory Panel. This report exclusively represents the words of Panelists themselves and the language below has not been edited by either City or Healthy Democracy staff. This explanatory text (any text in italics) is the only content contributed to this report by staff.

This project is a partnership between the City of Petaluma and Healthy Democracy. The Panel prepared these Principles as advice to City Council and the 4th District Agricultural Association to inform decision making about the future of the Sonoma-Marin Fairgrounds property. Panelists were randomly selected from across the city, to reflect a microcosm of the city in terms of age, gender, race/ethnicity, geographic location of residence, experience of a disability, housing status, and educational attainment.

The Recommendations below were written by the Panel after extensive informational gathering and after preparing two prior reports: a Principles Report, in which the Panel prioritized a list of 28 guiding principles, and a Pathways report, in which the Panel prioritized a list of 120 site use options. The Visions presented in this Final Report were developed by groups within the Panel after a process that involved discovering shared personal visions among fellow Panelists, identifying shared principles and site use options related to those visions, refining and negotiating those shared elements, and writing a group vision statement. These Visions form the primary deliverable of this process, and each include a vision statement, core elements, votes from the entire Panel, and any unresolved elements that the group has identified as requiring future work.

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Additional Notes:

The Key Points of Agreement were included if they received at least 90% of support from all members of the Panel present at the time of the final vote.

The Visions in this report were placed in order using an average score. This score was based on the votes submitted for each Vision according to this formula:

- *First a total score was calculated:*
 - *A vote of "strongly agree" counted for 2 points.*
 - *A vote of "somewhat agree" counted for 1 point.*
 - *A vote of "don't know / neutral" counted for 0 points. Non-votes from a Panelist also counted for 0 points.*
 - *A vote of "disagree" counted for -1 point.*
- *Then, an average score was calculated in this way:*
 - *The total score / the number of Panelists voting = the average score, which is what is presented in this report and used for ordering.*

The elements that comprise each Vision, as well as the Key Points of Agreement were scored by Panelists according to this formula:

- *A vote of "yes" counted for 1 point.*
- *A total number of Panelists in support of each element was tallied.*

This report was updated on October 2, 2022 to reflect the opinions of two Panelists who were absent during the initial voting process that took place on July 11, 2022.

For more information on the Panel, please visit: healthydemocracy.org/petaluma

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Key Points of Agreement

These key points were identified by the Panel as having particularly strong agreement among the full Panel.

Key Agreement 1	Agriculture	Supported by 94% of all Panelists
Key Agreement 2	Keep The Sonoma Marin Annual Fair	Supported by 94% of all Panelists
Key Agreement 3	Evac Center	Supported by 94% of all Panelists
Key Agreement 4	Year Round Farmers Market	Supported by 94% of all Panelists
Key Agreement 5	Eco-Friendly Noise Mitigation	Supported by 90% of all Panelists

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Visions

These overarching Visions for the site were developed by groups of Panelists, with assistance from the full Panel. All Panelists voted on each Vision, in addition to voting on each individual core element.

Vision – Group 3/5

A welcoming public space that adapts to fit the needs of the diverse & changing community. A space for events that showcases nature & agriculture while being climate positive & removing greenhouse gas emissions.

Score	Strongly Agree	Somewhat Agree	Neutral / Don't Know	Disagree	
1.19	15	10	1	3	

Core Element 1	Remove greenhouse emissions (living walls, carbon neutral buildings, trees, living roofs, and more...)	Supported by 65% of all Panelists
Core Element 2	Environmental mitigation (Environmental Research and Development, environmental cleanup, and more...)	Supported by 100% of all Panelists
Core Element 3	Sound mitigation	Supported by 58% of all Panelists
Core Element 4	Renewable energy	Supported by 61% of all Panelists
Core Element 5	Relieve congestion (interconnection with existing transit hub, park-n-ride, Airporter, bike/pedestrian paths)	Supported by 23% of all Panelists


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Core Element 6	Civic Center/Amphitheater (Multi-purpose, multi-use, flexible space)	Supported by 58% of all Panelists
Core Element 7	Affordable uses (YMCA, farmers' market, infant daycare, and more...)	Supported by 52% of all Panelists
Core Element 8	Showcase agriculture (Livestock pens, gardens, agricultural incubator/Research and Development, year-round farmers' market)	Supported by 81% of all Panelists
Core Element 9	Workforce housing (agricultural workers, TLC Child & Family Services, local workers, etc.)	Supported by 48% of all Panelists
Core Element 10	Year-round public access.	Supported by 68% of all Panelists
Core Element 11	Equitable access for everyone.	Supported by 55% of all Panelists
Core Element 12	Flexible space capable of holding fairs and evacuations camping when necessary.	Supported by 65% of all Panelists
Core Element 13	Garden and parks (Include pathways for pedestrians and bikes, beautification, community square, community garden, native plants.)	Supported by 68% of all Panelists

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Vision – Group 2/4

We envision a safe, green open space that includes activities that can be enjoyed by the greater community; a place for the annual fair, as well as agricultural education, and to remain a center for evacuation services.

Score	Strongly Agree	Somewhat Agree	Neutral / Don't Know	Disagree	
1.10	12	12	1	2	

Core Element 1	Green Open Space	Supported by 71% of all Panelists
Core Element 2	Keep Emergency Evacuation Center - for residents, pets, and animals of Sonoma County.	Supported by 90% of all Panelists
Core Element 3	Keep an annual fair.	Supported by 94% of all Panelists
Core Element 4	Year round Farmers Market.	Supported by 90% of all Panelists
Core Element 5	Agriculture Education/Incubator Showcase.	Supported by 65% of all Panelists
Core Element 6	Walk/Bike Path open for East to West access.	Supported by 77% of all Panelists

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Core Element 7	Multicultural Indoor Event Center/Concert Hall.	Supported by 58% of all Panelists
Core Element 8	Multi-Use Outdoor Amphitheater/Field for events.	Supported by 74% of all Panelists
Core Element 9	Always Accessible - No Fence.	Supported by 52% of all Panelists
Core Element 10	Police Substation	Supported by 39% of all Panelists
Core Element 11	Noise Mitigation	Supported by 81% of all Panelists
Core Element 12	No Speedway	Supported by 35% of all Panelists
Core Element 13	Better Property Management	Supported by 74% of all Panelists
Core Element 14	More accessible Calendar for Daily Events/Activities.	Supported by 74% of all Panelists
Core Element 15	Keep Live Oaks School on-site.	Supported by 68% of all Panelists

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Unresolved Element A	Give a few Acres back to the Native American Inter-Council.	Supported by 26% of all Panelists
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Vision - Group 1/5/6

Our vision is to preserve the current acreage of the fairgrounds property by renewing a modified lease with the 4DAA. The history and heritage of our community should be honored while also improving the property to meet current and future needs. Infrastructure and buildings shall be renovated or replaced with an emphasis on renewable energy and eco-friendly practices and landscaping.

It is important to maintain flexibility and space for the safe evacuation of people and animals during emergencies. We support continued and expanded use of the speedway, and continuation of the annual Sonoma-Marín Fair.

Score	Strongly Agree	Somewhat Agree	Neutral / Don't Know	Disagree	
0.68	13	4	2	9	

Core Element 1	Sitewide - renovation/upgrade, including school and preschool	Supported by 61% of all Panelists
Core Element 2	Annual Sonoma-Marín Fair	Supported by 84% of all Panelists
Core Element 3	Youth Activities	Supported by 77% of all Panelists
Core Element 4	Enhance charter school to support AG and Evac education	Supported by 74% of all Panelists

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Core Element 5	Evacuation Center. Housing for livestock large and small	Supported by 84% of all Panelists
Core Element 6	Speedway with expanded uses	Supported by 42% of all Panelists
Core Element 7	Renew 4DAA lease with improvements, upgrade, greening, etc. With guidelines and deadlines	Supported by 45% of all Panelists
Core Element 8	Petaluma Ancestry & History exhibit and tribute	Supported by 68% of all Panelists
Core Element 9	Beautification	Supported by 61% of all Panelists
Core Element 10	Sustainable building / construction including solar panels	Supported by 74% of all Panelists
Core Element 11	Eco-Friendly landscaping including sound mitigation	Supported by 71% of all Panelists
Core Element 12	Better Event Promotion	Supported by 61% of all Panelists
Core Element 13	Flexible open space for walking / bike path connecting East & West	Supported by 61% of all Panelists

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Core Element 14	Add bathrooms & water stations	Supported by 84% of all Panelists
Core Element 15	Protecting / reserving current acreage	Supported by 45% of all Panelists
Core Element 16	Year round farmers market	Supported by 71% of all Panelists
Unresolved Element A	Permanent structure for open air market	Supported by 48% of all Panelists
Unresolved Element B	Fenced in dog park	Supported by 29% of all Panelists
Unresolved Element C	Community center	Supported by 42% of all Panelists
Unresolved Element D	Police substation	Supported by 32% of all Panelists
Unresolved Element E	Fire substation	Supported by 42% of all Panelists