

Summary of City Conducted Community Outreach

The council approved a Community Outreach and Engagement Plan (Exhibit 1) to gather broad community input about their vision for the future of the Fairgrounds. The Community Outreach and Engagement Plan featured a community side survey, a community storytelling exhibit, and an in-person community workshop event paired with a digital version of the workshop.

Staff carried out the planned outreach from February through October of this year and directly reached over 1,500 community members. Full details of the various outreach efforts and key themes and takeaways from the community feedback gathered during each effort is summarized below.

COMMUNITY INPUT SURVEY

As part of the Community Outreach and Engagement Plan (Exhibit 1) for the Fairgrounds Visioning effort the City of Petaluma released a survey to gather community input. The survey was designed to engage the broader community and understand diverse perspectives and desires about the future of the Fairgrounds property.

The survey opened from May 11, 2022, through June 8, 2022, was available in both English and Spanish, and received 1,113 responses – all of which were via the English survey. The survey was featured on the City’s Fairgrounds website and distributed through the City’s weekly Community Update, various social media channels, directly to Fairgrounds email subscribers, and with community partners so they could share with their networks. Additionally, Spanish flyers were posted around town in popular LatinX business locations to capture more LatinX engagement.

The input gathered through this survey enabled a clearer understanding of the broader community’s diverse feelings and connections to the Fairgrounds property; including which experiences, activities, resources, and places they enjoy on the site and their vision for the site’s future. The Key Themes and Takeaways from the input received is below. Read the full Community Input Survey Summary (Exhibit 2) for more details.

Key Takeaways

There are mixed emotions from survey respondents about the future of the Fairgrounds. Most respondents are feeling uncertain about the property’s future. About a quarter of respondents have anxious, concerned, worried feelings, while about a fifth of respondents hold positive feelings and are excited and hopeful for the future of the site.

The Sonoma-Marin Fair (the Fair) was mentioned by over a third of respondents as an experience they currently enjoy or have enjoyed on the property; the Fair is a significant connection point between the Fairgrounds property and the community. Almost a fifth of

respondents have a connection to the Fairgrounds that spans throughout past years and family generations. Live Oak Charter, the school on site, is currently an important destination for many. The property is a place for the community and families to come together and gather whether that be at the Fair or other special events such as races, concerts, and fireworks.

Respondents have varying levels of connection to what the Fairgrounds property currently offers and varying desires for what will remain on the property in the future. Over 75% of respondents are comfortable with seeing some level of new experiences, activities, resources, and places added to the property. There is desire from 40% of respondents to maintain all that is existing on site, while adding some new experiences, activities, resources, and places, while 30% are interested in maintaining some of what is currently existing and adding some new. 19% of respondents are not interested in any change to the property while 9% would like to see the property evolve into something completely new.

Respondents want the Fairgrounds to continue to be a community gathering space and are interested in expanding its programming and public access. There is significant interest in establishing the Fairgrounds as a “central” community park featuring a community garden and spaces for playing and learning for all ages. Events such as concerts, festivals, and a farmer’s market are at the top of the desired events list. Establishing the Fairgrounds as a civic core featuring public facilities including a community center, city hall, police and fire stations was mentioned in over 100 responses. Housing was mentioned in 115 responses, however, there were varying thoughts. Some are interested in adding housing, particularly affordable housing, on the site, while others do not feel the property is appropriate for housing.

The demographic results show us whose voice was captured by the survey and who in the community we still need to hear from. The typical demographic profile for a respondent to this survey was white, female, living in Petaluma, between the ages of 41 and 70, does not experience a disability, and has a college education. The results identify a need to better engage the voices and ideas of all the communities that make up Petaluma. This includes representation from various racial and ethnic groups, younger folks and elders, people who experience a disability, people who do not hold a college degree, and people who do not identify with a specific gender.

COMMUNITY STORYTELLING EXHIBIT

As part of the Community Outreach and Engagement Plan a digital Community Storytelling Exhibit (Exhibit) was created - www.PetalumaFairgroundsStories.com - which invited the community to share photos, videos, voice recordings, and other art that captures their stories and memories on the Fairgrounds. Storytelling focuses on relationships, interactions, and feelings. By sharing stories and memories about the Fairgrounds it helped to highlight the dynamic relationships the community has with the site and helps capture the rich spirit and legacy the property holds.

The Exhibit invited participants into a process of building shared understanding, awareness, and empowerment through individual and collective remembrance and aimed to honor legacy, validate experiences, share truth, embrace emotions, empower community, uncover hidden histories, encourage creativity, and collectively archive stories and memories.

The Exhibit was modeled after a dignity-infused engagement strategy by The Thrivance Group. Learn more about dignity-infused engagement and their work at www.ThrivanceGroup.com. There were several ways to submit a story to the exhibit – online, attending a storytelling event at the Petaluma Regional Library, or dropping off a submission at the Petaluma Regional Library. Ten storytelling events were held at the Petaluma Library and over 75 community members have shared a personal memory about the Fairgrounds. Key themes and takeaways from the collective remembrance are summarized into the following. To view all stories in full visit www.PetalumaFairgroundsStories.com.

Key Themes

- Overwhelming Positivity
 - The fairgrounds is a space that fosters joy, fun, and togetherness
 - Meaningful memories are made on the Fairgrounds that many share with past, present, and hopefully future loved ones
- Sonoma-Marin Fair and the Speedway
 - Many enjoy the games, rides, food, animals, and other entertainment that is offered at the Fair
 - A full sensory experience – most enjoy all the sights, tastes, smells, sounds, and textures the Fair and Speedway offer
- Public Events Enjoyed by All
 - The Fairgrounds offers events that many look forward to throughout seasons and from year to year including car races, concerts, Sonoma-Marin Fair, drive-in movie nights, Fourth of July fireworks, and LumaCon
- Unique Private Events
 - Many feel a deep personal connection to the property - some hosting private events such as a wedding, wedding reception, surprise birthday party, and quinceañeras

Key Takeaways

- Sonoma-Marin Fair is a key connection point between the Fairgrounds and the community
- The Fairgrounds fosters memories that span through generations and is a space where community members of all ages can enjoy and share with their families
- The Fairgrounds cultivates positive community connections, many have made new friends and lasting memories at the Fairgrounds
- The Fairgrounds is an essential space for the community to gather and enjoy events and activities together

COMMUNITY WORKSHOP EVENT

The Fairgrounds Community Workshop was held on September 10th from 10 AM – 1 PM at the Petaluma Regional Library. Over 200 community members came to learn more about the Fairgrounds and share their input on the future of this beloved Petaluma property.

The workshop was designed to be informative and interactive and took shape as an open house format. The open house format offered stations organized by topic and allowed attendees to explore around the event at their own pace and learn more about the specific topics they were interested in. No formal presentations were given but rather attendees were invited to engage directly with station hosts and learn through a more interpersonal experience.

Attendees were incentivized to visit at least 5 stations by collecting a stamp at each station on their “event passport”. Attendees who visited at least 5 stations and collected 5 stamps returned their completed passport to the Welcome and Exit Station for a chance to win a Shop Petaluma Gift Card. Over 175 passports were returned, and 5 gift card winners were selected.

The following is a summary of the stations featured at the event:

Station 1: Welcome and Exit Station. Pick up an event passport then visit at least 5 stations. Drop off a completed passport for a chance to win a Shop Petaluma gift card.

Station 2: General Information and Planning Process. Talk with City staff about the history of the Fairgrounds, what work has been done, and what is to come. Learn how this process connects to other City projects & initiatives.

Station 3: Current Conditions. Talk with Fairgrounds site experts about what the property is currently being used for. Learn about recent site studies including environmental studies, building conditions, and historic resources.

Station 4: Sonoma-Marin Fair and Friends of the Fairgrounds. Talk with Fairgrounds property managers and learn what the Sonoma-Marin Fair brings to our community.

Station 5: Petaluma Fairgrounds Advisory Panel. Talk with community members about their participation in the Fairgrounds panel and what they recommend for the future of the property.

Station 6: Share Your Fairgrounds Story. Share your Fairgrounds stories and memories- draw a picture, make a collage, write a poem, and more! Add memories to the community exhibit to show how much this property means to so many.

Station 7: Provide Your Input. Share ideas to help shape the future of the Fairgrounds.

Spanish interpretation was available at the event and was utilized by less than 3% of attendees. An interpreter noted that the attendee she spent the most time with was quite surprised that not more Spanish speakers were present. The attendee considered the workshop to be incredibly valuable and important; they suggested more informal sharing of information through partners such as the local clinic.

The following are the key themes and takeaways from the in-person workshop. To read a more detailed summary of the community conversations that took place at the workshop view the Full Workshop Summary (Exhibit 3).

Key Themes

- Lease
 - There were many questions from attendees about potential future lease scenarios. Generally, attendees supported the idea of extending the existing lease between the Fair and the City in the short-term
- Maintenance
 - There were many questions from attendees about who is responsible for the current building conditions and how repairs will be funded
- Operation
 - There were several questions on how much space the Fair needs to successfully operate and interest in dedicating some of the remaining space to new uses
 - There is no strong preference on who acts as property manager and maintains the site moving forward. Some attendees felt the current property managers should remain while others felt the City should take over the responsibility
 - A majority of attendees would like to maintain the Fairgrounds as a vital resource and evacuation center for the community and county during emergencies
 - A majority of attendees have a clear desire to not sell the Fairgrounds property to developers
 - There is a strong preference for no new development on the site but rather to focus on enhancing what is already there
- The Sonoma-Marin Fair
 - An overwhelming majority of attendees have a clear desire to maintain the annual Sonoma-Marin Fair on site in the future
 - Many attendees feel the Fair is a large contributor to Petaluma's small-town charm
 - Many attendees view the Fair as a generational experience and have memories of attending throughout decades
 - Many attendees value the connection to agriculture the Fair brings to Petaluma
- The Speedway
 - A majority of attendees had a deep connection to the Speedway
 - A majority of attendees view the speedway as a generational experience that connects Petaluman's to past and present loved ones

- Many attendees view the speedway as a safe and vital gathering space and a favorite Petaluma activity
- Many attendees support the idea of upgrading the grandstands so the space could expand entertainment events and attract new visitors
- A handful of attendees prefer to transition to electric racing vehicles
- A few attendees prefer to let go of the speedway's legacy entirely and replace its use with something new

Key Takeaways

Currently, the Fairgrounds is...

- An affordable space for the community and families to gather
- A foundational space for the community to connect with agriculture and animals
- A vital resource for the community and county in emergencies
- Evacuation center must stay
- A legacy space where people of all ages can enjoy with their families and pass down memories through generations
- A large contributor to Petaluma's small-town charm
- A strong source of pride for many Petalumans

In the future, the Fairgrounds ideally will...

- Continue to host the annual Sonoma-Marín Fair
- Continue to be owned by the City of Petaluma
- Maintain and enhance its prestige as a community and county evacuation center in time of emergency
- Maintain and enhance its status as an affordable venue for community and family gatherings by offering new activities, opportunities, and experiences for all ages
- Maintain and enhance its character as an open space and not add new development to the site – specifically no housing or office
- Maintain and enhance its role as a connector between agriculture and the community
- Maintain and enhance the functional speedway – for many community members it holds a deep generational legacy and is a fun and safe place to gather
- Enhance the sustainability and aesthetic of the property with more plantings and greenery
- Enhance existing buildings and maintain them to be safe and functional
- Enhance its ability to be utilized by becoming accessible to the community year-round

VIRTUAL COMMUNITY WORKSHOP

In addition to the in-person community workshop, a digital version of the community workshop event was created (www.PetalumaFairgrounds.com) to invite those who were not able to attend the in-person event to learn more about the property and provide their input. The virtual workshop featured the same stations and survey exercise as the in-person event, except

for the Welcome/Exit Station. 15 community members participated in the virtual workshop and provided their input on the Fairgrounds future. Read the 15 responses in full (Exhibit 4) for more details.

Key Takeaways:

- Neighborhood impacts and community access should be prioritized when thinking about the property in the future
- Desire to increase walkability and beautify the pedestrian environment with paths, gardens, and trees
- Support for new community events that will help activate the site year-round and serve diverse community members needs and interests
- Concern and disappointment over the speedway noise, many respondents would like to see the speedway removed from the property

EXHIBITS

1. Fairgrounds Community Outreach and Engagement Plan
2. Community Input Survey Summary
3. Community Workshop Summary
4. Full Virtual Workshop Survey Responses

Exhibit 1

Fairgrounds Community Outreach and
Engagement Plan

Fairgrounds Visioning Community Outreach and Engagement Plan

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Overview

The Petaluma Fairgrounds is the heart of the city – and its future should be decided through robust and inclusive community engagement.

The Fairgrounds is a centrally located, 55-acre, City-owned property that has touched the lives of so many in Petaluma and beyond: fairgoers, workers, customers, visitors, students, and many more. But its future is uncertain. For the past 50 years, the City of Petaluma has leased the property to the Sonoma-Marín Fair, who determines what the property is used for. The existing lease will expire in December 2023.

The City now must decide what comes next for the iconic Petaluma property. The future of the Fairgrounds is one of the most important decisions before the City in 2022-23, and a vision for the property that reflects the community's goals is essential. This will require broad and deep public engagement.

As we find ourselves living in a pandemic and responding to the evolving needs and safety of our community it is important we get creative on how we can safely capture a wide range of community voices. This process will use a broad array of equitable outreach and engagement strategies such as a Lottery-Selected Community Panel, a community-wide workshop, community-input surveys, a digital art exhibit, workshops with subject matter experts and more.

This plan places the community at the center of the Fairgrounds decision-making process and prioritizes universal accessibility. It will empower diverse voices to guide decisions about this beloved community resource.

Goals of the Community Outreach and Engagement Plan

This plan is meant to serve as a guide for community outreach and engagement throughout the Fairgrounds Visioning process. The plan:

- Outlines the approach to gather community input for the duration of the process
- Describes the various participation roles and processes and how they will interact and inform one another
- Provides a summary of engagement phases and associated timelines
- Identifies the approach to decision making and how decisions will be informed
- Features communications and community engagement activities that will be utilized throughout the process and are rooted in inclusivity
- Details process deliverables by phase

Guiding Principles of the Community Outreach and Engagement Plan

This plan is rooted in the following guiding principles:

- Prioritize Access and Inclusion
- Offer Multiple Learning and Participation Modes
- Value the Lived Experience
- Incorporate New Voices and Guarantees Diversity

- Uplift Collaboration through Structured Iterative Feedback Loops
- Empower All Voices to Participate

Community Outreach and Engagement Process

Summary of Process Phases and Timeline

The Fairgrounds Visioning Outreach and Engagement Plan consists of five phases:

Phase 1. Process Design. The process begins by outlining an accessible and inclusive Fairgrounds Visioning Community Outreach and Engagement Plan (Engagement Plan). The City engages with the 4th District Agricultural Association Board (Fair Board) and City Council Subcommittees to inform the Engagement Plan. City partners with consultants Healthy Democracy, a nonpartisan nonprofit that works to elevate everyday people in public decision making and develops this Engagement Plan. Stakeholder interviews and public communications begin, providing updates throughout the project – utilizing traditional and social media, public events, and other methods. Communications activities will be ongoing.

Phase 2. Process Kick-Off. Consultant Healthy Democracy interviews stakeholders to assess the policy landscape and share information about the proposed process with key local leaders. Stakeholder representatives will then be nominated and invited to participate in an Informational Advisory Committee (IAC). Additionally, a democratic lottery will be held to select a 36-person Panel that is representative of the community's demographics. The Panel will convene throughout the Spring and into the Summer of 2022. An online survey designed to capture the broader community's vision and goals for the future of the Fairgrounds will be available to help inform the Panel's process. Additionally, a digital exhibit sharing stories and other memories that speak to the spirit and legacy of the Fairgrounds will be released and the broader public is encouraged to submit their stories. The exhibit will be ongoing throughout the process.

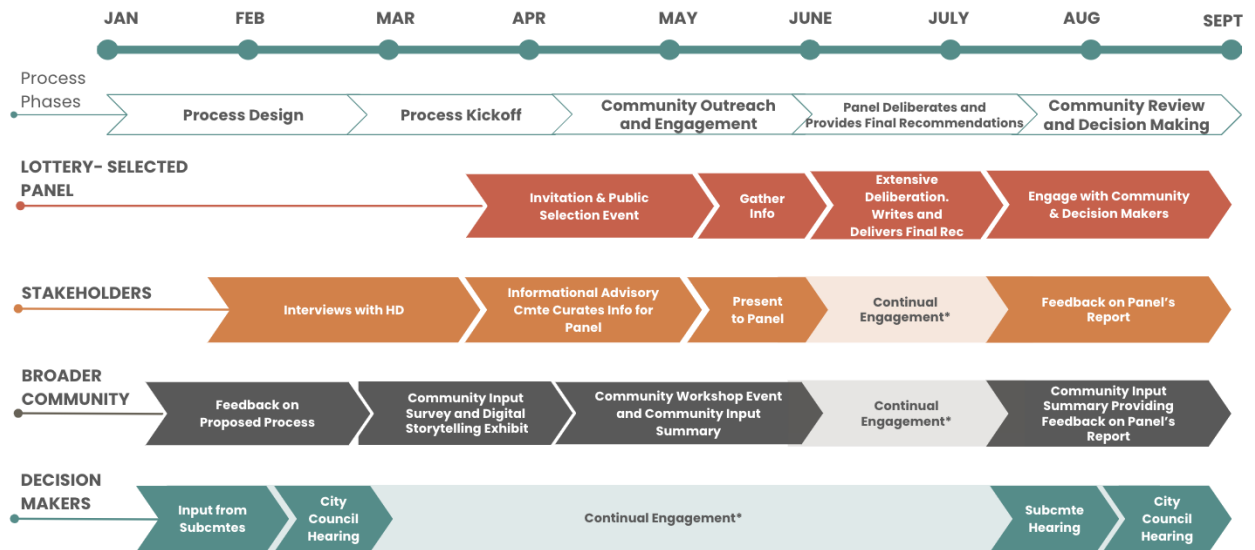
Phase 3. Community Outreach and Engagement. Engagement efforts will involve the wide-ranging Fairgrounds community and include tools that are able to capture the diverse range of voices. There will be opportunities for the broader community to provide feedback and have their voice heard throughout specific points in this phase. Engagement activities will be carefully designed to capture input that will help the Panel and the City Council make informed recommendations with a community wide perspective. More details on engagement activities can be found in the Communications and Engagement Activities section of this document. Learnings from the broader community engagement activities will be shared with the Panel. They will also be documented separately and reflected independently of the Panel's recommendations.

Phase 4. Panel Deliberates and Provides Final Recommendations. The Panel will deliberate and write a Final Recommendations Report that will be presented to and considered by Petaluma City Council. The Final Recommendations Report will include preferred Fairgrounds land use(s) and rationales, dissenting opinions, and supporting details.

Phase 5. Community Review and Decision Making. The community will have the opportunity to provide input on the Final Recommendations Report presented by the Panel through an online survey. The Panel will continue to engage with the community and City Council providing support and clarity on their final

recommendations. City Council will review the Final Recommendations Report and determine next steps for the future of the Fairgrounds.

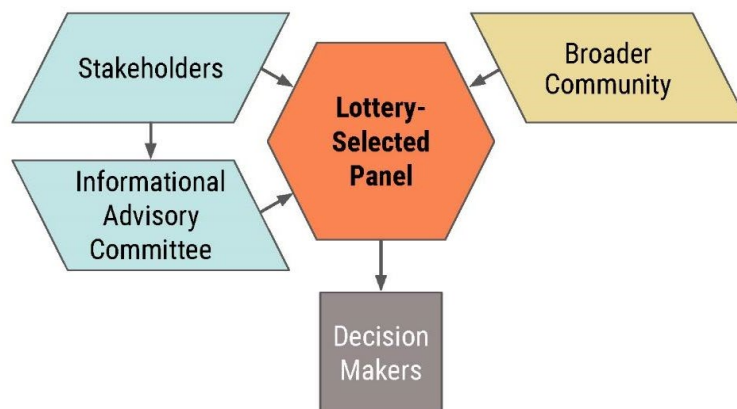
The image below highlights the five phases of the engagement process, as well as the various participation roles throughout. Participation roles and processes are described in detail below.



Continual Engagement*: There will be ongoing opportunities for all members of our community to share feedback, such as, surveys, web comment forms, social media polling, participation in Panel events, open houses and workshops. In addition to the community forums, stakeholder groups will have several opportunities to weigh in by helping to plan the Panel, engaging their networks and gathering feedback, compiling and presenting information to the Panel and reviewing Panel recommendations.

Participation Roles and Processes

There are four categories of participation roles within the Engagement Plan 1. Lottery-Selected Panel, 2. Stakeholders and the Informational Advisory Committee, 3. Broader Community, and 4. Decision Makers. These roles interact and inform each other at various points throughout the process. The image below highlights the interaction flow between the four groups and is followed by descriptive roles and process involvement of each group.



Lottery-Selected Panel. A 36-person Panel selected by a democratic lottery and representative of Petaluma's demographics. This Panel will guarantee representation across Petaluma's many diversities – and will bring many new voices into the conversation around the future of the Fairgrounds.

This lottery selected panel will be facilitated by Healthy Democracy and will provide the following benefits to policymakers, stakeholders and advocates, and the public:

- Boosts diversity in civic participation and increases access for historically marginalized groups.
- Surfaces previously untapped ideas and encourages effective policy co-production.
- Promotes evidence-driven public discourse and showcases a more cooperative politics.
- Fosters ownership over public decision making and enhances mutual trust in governance.

Process: Residents will be invited to participate, through a mailing sent to 10,000 randomly selected residential addresses. Then, at a public “Democratic Lottery,” a 36-person Panel will be selected – through a process that is anonymous and randomized, but also that selects a Panel representative of the community's demographics.

Once selected by lottery, the Panel will meet over the course of three long weekends (if in-person) or regular weekly sessions (if online), beginning with a robust information-gathering phase covering the history, context, and a wide range of perspectives about the Fairgrounds' future. Panelists will first hear from dozens of background experts and stakeholder presenters – selected by a diverse group of stakeholders - followed by Panelist-selected presenters, site visits, additional context provided by City staff, and thorough consideration of Panelists' own lived experiences related to the Fairgrounds.

The Panel will then move into a deliberation phase – creating guiding principles, generating multiple possible uses for the site, and finally crafting recommendations about the Fairgrounds' future. All deliberation is meticulously designed in iterative small- and large-group work, moderated by a team of professional process staff, and informed by decades of research on effective collaborative decision making.

The Panel's reports will be delivered to the City Council, who will be asked to thoroughly consider and publicly respond to them. The Council will utilize the Panel's advice when determining next steps for the Fairgrounds property. The Panel may reconvene several times throughout the rest of the decision-making process, to clarify its recommendations, consider any additional questions, and respond to further policy developments.

Stakeholders and the Informational Advisory Committee. Stakeholders and interest groups are vital to this process. A politically diverse selection of stakeholders sits on the Informational Advisory Committee, which provides introductory information to the Panel, an introductory slate of stakeholders to hear from, and a menu of potential additional stakeholders and experts to hear from. Stakeholders and the IAC have multiple other opportunities to interact with the process.

Process: Healthy Democracy will first conduct a stakeholder analysis process to assess the policy landscape and share information about the proposed process with key local leaders. Stakeholder representatives will then be nominated and invited to participate in an Informational Advisory Committee (IAC). The IAC's role is to curate quality, balanced information for the Panel – by approving introductory information, nominating initial presenters to the Panel, and compiling a “menu” of

potential additional presenters, from which the Panel can select speakers. The IAC will consist of diverse stakeholder representatives, which may include tenants, neighbors, community advocates, staff and anyone else with a vested interest in the future of the site. The IAC will fulfill the following three roles within this process:

- Select an initial group of presenters – background experts and stakeholders – who will present to the Panel.
- Nominate additional presenters to be included on the “presenter menu,” from which the Panel may choose to invite speakers during the information-gathering phase of the process.
- Provide oversight and process feedback during the project’s information-gathering phase, including directing Healthy Democracy process designers to make high-level changes ahead of the Panel’s first meeting.

Stakeholders who are not selected onto the IAC will have opportunities to present to the Lottery-Selected Panel and offer feedback at set points throughout the process.

For further details on how the IAC will be selected and conduct their work refer to the Stakeholders and Informational Advisory Committee section of this document.

Broader Community. All are welcome! The broader community category is a space for anyone and everyone to get involved, share their ideas and vision for the future of the Fairgrounds!

Process: There will be various opportunities for broader community engagement throughout the Engagement Plan process. The activities could include a community workshop/open house event, online community input surveys, a to-go workshop, community presentations, and a digital storytelling exhibit.

Additionally, the broader community will remain engaged and up to date on the process through robust communications activities. Communications activities will include a project website, community newsletters/updates, social media, and press releases.

Details on communications and community engagement activities can be found in the Communications and Community Engagement Activities section of this document.

Decision Makers. The City Council.

Process: Throughout the process the Panel’s reports will be delivered to the City Council, who will be asked to thoroughly consider and publicly respond to them. Final Recommendations will be provided to the Council, and they will utilize the Panel’s advice when determining next steps for the Fairgrounds property, the City’s relationship with the Sonoma-Marín Fair Board, and the vision and land use designation(s) for the site in the City’s General Plan update.

Informed Decision Making

Once Panel deliberations are completed their Final Recommendations Report will be presented to Petaluma City Council for consideration. This community engagement process is designed so that all phases of the process build on each other and offers structured feedback loops to ensure that final decision makers are receiving comprehensive community input.

Below is the International Association of Public Participation (IAP2)'s spectrum of public participation, featuring varying levels of engagement based on the level of impact.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Led by IAP2 Spectrum of Public Participation, this Engagement Plan is set up to provide opportunities to inform, consult, involve, and collaborate with the Community. The City Council will be the final decision-making body and will consult the Panel recommendations and broader community input when making its decision.

Communications and Community Engagement Activities

This Engagement Plan prioritizes accessibility and inclusivity and places the community at the center of the Fairgrounds decision-making process. This section highlights the overall approach to communications and community engagement activities and how they will be implemented throughout this process.

Accessibility and Inclusivity

Broader Community

The project team will work with the City's local team of translators and/or hire outside consultants to guarantee interpretation and translation services for oral and written communications. Language access services will be coordinated for the following components of the broader community's engagement and related communications:

- The Panel invitation letter will be translated into at least two written languages (likely Spanish and Chinese). Also included with the letter will be a contact card that offers assistance in a variety of languages that reflect the demographics of Petaluma.
- All website pages concerning the Visioning Process will be composed in English but have available translations through the website platform.
- The project team will work with local organizations to translate outreach campaigns and materials into two languages for the broader community.

- Simultaneous interpretation of all Panel video recordings will be made available to the public observers who are in the room or watching the live stream and posted to the project website following the event.
- Translation of materials produced by the Panel will be available to the Public

If a community workshop event were to be held in-person, child and elder care and activities will be available at the event location.

Lottery-Selected Panel

The project team will work with the City's local team of translators and/or hire outside consultants to guarantee interpretation and translation services for oral and written communications. Language access services will be coordinated for the following components of the Panel's process and related communications:

- Simultaneous interpretation services will be available for any Panelist who speaks a language other than English.
- All written materials will be translated into all languages spoken within the Panel.

How does Healthy Democracy ensure that the process is inclusive of all perspectives? Although bias is a natural human condition, the Panel provides an opportunity for a process that minimizes unproductive political bias. The process follows an evidence-driven structure that fosters problem-solving that goes beyond partisanship. Professional moderator teams are specifically trained to balance participation, manage power imbalances, and put Panelist autonomy first, assisting them to make their own informed decisions.

Panelists will be paid \$20 an hour for their time in deliberation (over 100 hours). Panelists will also be provided with any accommodations they need to participate fully in the process, such as child/elder care, transportation costs, laptops and tech support, and comprehensive language access services (interpretation and translation).

Communications Activities

Communications activities will be ongoing and a vital part of the process. The City will utilize various tools to ensure project news and updates are effectively communicated to all interested parties. The following tools will be utilized throughout the process.

Project Website. The City will host and continuously update an informational website dedicated to the Engagement Plan. www.cityofpetaluma.org/fairgrounds

Community Updates Newsletter. Process updates will be featured in the existing Community Updates Newsletter the City curates weekly.

Social Media Posts. The city will utilize its existing social media accounts such as Facebook, Instagram, NextDoor, and Twitter to post ongoing process updates.

Press Releases. Press releases will be strategically used to send out important process information and updates to the broader community.

Latinx WhatsApp Group. A WhatsApp messaging group will be created specifically for the LatinX community. All communications in this group will be in Spanish and ongoing throughout the process.

The following table outlines likely communications activities by project phase. This list is a starting point of communications activities and is intended to grow and evolve as the process unfolds.

Project Phase	Estimated Timeline	Communications Activity
Phase 1 – Process Design	February - March 2022	<p>Website</p> <ul style="list-style-type: none"> • Create a public website that introduces the project to a general audience • Post invitation mailing and project dates. • Announce date and time of Panel selection event. • Announce that a Panel was selected. • Post background briefing documents from the City. <p>Press Release</p> <ul style="list-style-type: none"> • Announce the general outline of project once approved by council <p>Social Media:</p> <ul style="list-style-type: none"> • Announce the partnership and process goals • Education campaign geared towards creating shared understanding of process elements. • Awareness campaign specifically geared towards demographic groups historically disenfranchised or less likely to respond to the mailer, with the hope of boosting response to mailers. • Get to know your city campaign – demographic breakdowns per the markers selected with the addition of any equity lenses and their rationales. • Ask Me Anything Session with City and HD staff to build recognition and excitement for the process. • Announce Informational Advisory Committee

		<ul style="list-style-type: none"> Who was selected and stakeholder endorsement of process <p>Ongoing:</p> <p>Newsletter: Ongoing weekly updates sent in Petaluma Community Updates Newsletter</p> <p>WhatsApp Messaging: Ongoing project communications in Spanish</p>
Phase 2 – Process Kick-Off	March – April 2022	<p>Website</p> <ul style="list-style-type: none"> Announce Informational Advisory Committee. Who was selected and stakeholder endorsement of process Post names and presentation materials from initial background and stakeholder presenters. <p>Press Release</p> <ul style="list-style-type: none"> Announce Informational Advisory Committee Announce the beginning of the Panel meeting process Announce the three reports Announce the public presentation of Panelist recommendations. <p>Social Media</p> <ul style="list-style-type: none"> Event updates for each milestone Continued education campaign with live updates from Panel Instagram takeover (in collaboration with the Engaging Local Government Leaders network) Post any additional Panelist-produced material (such as public statements, outreach videos, additional survey results, or anything else with consent from the full Panel). <p>Ongoing:</p> <p>Newsletter: Ongoing weekly updates sent in Petaluma Community Updates Newsletter</p> <p>WhatsApp Messaging: Ongoing project communications in Spanish</p>

<p>Phase 3 – Community Outreach and Engagement</p>	<p>May – June 2022</p>	<p>Website</p> <ul style="list-style-type: none"> • Post link to livestream for open Panel session(s). • Post all final Panel-written reports. • Post engagement opportunities and events • Post any additional Panelist-produced material (such as public statements, outreach videos, additional survey results, or anything else with consent from the full Panel). <p>Press Release</p> <ul style="list-style-type: none"> • Announce the two Panel reports • Announce the public presentation of Panelist recommendations. <p>Social Media</p> <ul style="list-style-type: none"> • Event updates for each milestone • Continued education campaign with live updates from Panel • Instagram takeover (in collaboration with the Engaging Local Government Leaders network) • Post any additional Panelist-produced material (such as public statements, outreach videos, additional survey results, or anything else with consent from the full Panel). <p>Ongoing:</p> <p>Newsletter: Ongoing weekly updates sent in Petaluma Community Updates Newsletter</p> <p>WhatsApp Messaging: Ongoing project communications in Spanish</p>
<p>Phase 4 – Panel Deliberates and Provides Final Recommendations</p>	<p>June – July 2022</p>	<p>Website, Press Release, Social Media, Newsletter, and WhatsApp</p> <ul style="list-style-type: none"> • Share the Panel’s Final Recommendations Report
<p>Phase 5 – Community Review and Decision Making</p>	<p>August 2022</p>	<p>Website</p> <ul style="list-style-type: none"> • Share media attention related to the Panel’s process and final reports. • Share how decision makers have responded to recommendations

		<p>Press Release</p> <ul style="list-style-type: none"> • Announce further Panelist refinement sessions. • Announce how decision makers have responded to recommendations. <p>Social Media</p> <ul style="list-style-type: none"> • Share media attention related to the Panel's process and reports • Share how decision makers have responded to recommendations <p>Ongoing:</p> <p>Newsletter: Ongoing weekly updates sent in Petaluma Community Updates Newsletter</p> <p>WhatsApp Messaging: Ongoing project communications in Spanish</p>
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Community Engagement Activities

The following list features the community engagement activities that will be utilized at various points throughout the Engagement Plan. Some activities will be ongoing while others are designed to occur at specific points in the process.

Lottery-Selected Panel. A 36-person Panel selected by a democratic lottery and representative of Petaluma and the Fairground community's demographics.

Community Workshop Event. An opportunity for the broader community to come together and provide input to the Panel for consideration. The project team will consider meeting times and locations, including online opportunities, to provide equitable access to all community members, and to comply with current health guidelines.

To-Go Workshop. Printable/digital meeting materials will be available for interested parties to provide input on the Fairgrounds without having staff present or having to attend a community workshop.

Community Input Surveys. An online survey designed to capture the broader community's vision and goals for the future of the Fairgrounds.

The Spirit of the Fairgrounds Digital Exhibit. A digital exhibit featuring community drawings, poems, photos, videos, voice notes and more sharing stories and other memories that speak to the spirit and legacy of the Fairgrounds.

Panelist Presentations. Open invitation for informational presentations at existing community and neighborhood meetings or events.

Project Phase	Estimated Timeline	Engagement Activity
Phase 1 – Process Design	February - March 2022	<ul style="list-style-type: none"> • Design the Engagement Plan • Collaborate with stakeholders and Decision Makers to gain buy-in on the Engagement Plan • Update the Community on Project Status and Next Steps • Stakeholder Interviews
Phase 2 – Process Kick-Off	March – April 2022	<ul style="list-style-type: none"> • Educational Public Outreach on Project Website • Launch of The Spirit of the Fairgrounds Digital Storytelling Exhibit • Online Community Input Survey to Gather Initial Public Input • Hold Democratic Lottery to Select the Panel • Informational Advisory Committee Convenes and Curates Information for the Panel to Consider
Phase 3 – Community Outreach and Engagement	May – June 2022	<ul style="list-style-type: none"> • Panel Convenes • Stakeholder and IAC presentations to Panel • Community Workshop Event • To-Go Workshop Materials • Community Input Summary
Phase 4 – Panel Deliberates and Provides Final Recommendations	June – July 2022	<ul style="list-style-type: none"> • Panel Deliberates • Panel Writes Final Recommendations Report and Delivers to Council for Decision-Making
Phase 5 – Community Review and Decision Making	August 2022	<ul style="list-style-type: none"> • Online Community Input Survey on Final Recommendations Report • Panel Continues to Engage with the Community and City Council and Advocate for Their Final Recommendations

Detailed Process by Phase and Deliverables

Phase 1. Process Design

- City partners with engagement consultants Healthy Democracy to outline an accessible and inclusive Community Outreach and Engagement Plan (Engagement Plan).
- City engages with Fair Board and City Council Subcommittees to design the Engagement Plan.
- City develops this Engagement Plan.
- Public Communications begin, providing updates throughout the project – utilizing traditional & social media, public events, and other methods (ongoing)

Phase 1 Deliverables

- Consultant Scope and Budget
- Project Timeline
- Community Outreach and Engagement Plan

Phase 2. Process Kick-off

- Stakeholder Interviews - HD conducts stakeholder analysis & an Informational Advisory Committee (IAC) is selected to represent categories of stakeholder nominees.
- Community Invitation. A letter is sent to 10,000 randomly selected addresses, with details about commitment, stipend & other FAQs. Recipients have a month to respond.
- IAC Meetings. IAC meets weekly to curate content to be shared with the Panel, invite initial presenters, and suggest additional stakeholders & experts to the Panel.
- Panel Selection. A public democratic lottery is held, selecting from among respondents to the letter. The selection is both randomized & reflective of local demographics.
- Community Input Survey. An online survey designed to capture the broader community's vision and goals for the future of the Fairgrounds.
- The Spirit of the Fairgrounds Digital Exhibit. A digital exhibit featuring community drawings, poems, photos, videos, voice notes and more sharing stories and other memories that speak to the spirit and legacy of the Fairgrounds (ongoing).
- *(ongoing)* Public Communications. A public information campaign continues, providing updates throughout the project – utilizing traditional & social media, public events, and other methods.

Phase 2 Deliverables

- Stakeholder Analysis
- Community Invitation
- The Spirit of the Fairgrounds Digital Storytelling Exhibit Platform
- Community Input Survey
- *Ongoing: Public Communications Updates (Website, Community Update Newsletter, Press Release, and WhatsApp)*

Phase 3. Community Outreach and Engagement

- Information Gathering and Presentations. The Panel engages with dozens of stakeholders & visits the site. The Panel deliberates and prioritizes its principles

- Community Workshop Event. An event to gather broader community input and feedback
- To-Go Meeting. Community Workshop materials are transformed to be self-guided packets and placed in a range of community spaces for interested parties to complete on their own and return to the project team.
- Exploration of Site Options. The Panel engages technical staff & stakeholders to understand the many possibilities for the site. The Panel prioritizes options in a Pathways Report.
- *(ongoing)* Public Communications. A public information campaign continues, providing updates throughout the project – utilizing traditional & social media, public events, and other methods.

Phase 3 Deliverables

- Decision-Making Principles. A prioritized list of overarching values, decision-making criteria, key interests, and important activities that any final decision should take into consideration. Principles will be ordered using a multidimensional prioritization mechanism (e.g., star voting).
- Pathways – an outline of the possibilities and visions for the Fairgrounds site, including options considered and rationales based on lived experience and outside evidence.
- Community Input Summary. A comprehensive summary on all broader community engagement to date provided to the Panel for consideration
- *Ongoing: Public Communications Updates (Website, Community Update Newsletter, Press Release, and WhatsApp)*

Phase 4. Panel Deliberates and Provides Final Recommendations

- Feedback on Visualization and Gaps Analysis. The Panel works to bring its visions to life and takes feedback from stakeholders on missing considerations.
- Feedback on Alternatives and Drafting. The Panel analyzes its alternatives, continues to receive input, and drafts its final report. The Panel looks for – but never forces – agreement.
- *(ongoing)* Public Communications. A public information campaign continues, providing updates throughout the project – utilizing traditional & social media, public events, and other methods.

Phase 4 Deliverables

- Final Recommendations Report. The Panel compiles their final recommendations, including preferred Fairgrounds land use(s) and rationales, minority alternatives and rationales, and supporting details from charrette design work.

Phase 5 – Community Review and Decision Making

- Online Community Input Survey. The community is invited to provide feedback on the Final Recommendations Report
- Panel Continues to Engage with the Community and City Council
- City Council to review Final Recommendations Report and discuss decision on the future of the Fairgrounds

Phase 5 Deliverables

- Community Input Survey

Stakeholders and the Informational Advisory Committee

As advocates, experts, and advisors, stakeholders are crucial to the outreach and engagement plan. Stakeholders and the Informational Advisory Committee will help the Panel gather information about the existing landscape of views and interests related to the topic at hand.

Beginning with an initial stakeholder analysis process, Healthy Democracy will complete the following:

- Compile a list of key stakeholder interests in collaboration with City staff (advised by subcommittees of the Fair Board and Council).
- Conduct one-on-one meetings with key stakeholder representatives to assess policy context and introduce the Panel process.

Once this initial stakeholder analysis process has taken place the Informational Advisory Committee will begin to form. IAC membership, selection, and process are detailed below.

The Informational Advisory Committee (IAC)

As a group of balanced stakeholder interests representing a variety of perspectives on the policy topic, this Committee is tasked with selecting and recommending presenters that inform the Panel's deliberative process.

Membership: The Committee includes representatives of key stakeholder groups. Formation of this group is determined by City staff and decision makers, in consultation with HD, with the goal of creating a diverse and well-balanced membership. The City Council will approve a list of categories and a sampling of the organizations that would be represented in each category.

Selection: For policy questions with complex stakeholder involvement such as the Fairgrounds, Healthy Democracy recommends selecting IAC members by lottery from a pool of nominees that is approved by decision makers. This will ensure that members are knowledgeable enough to fulfill their service to the Panel, while avoiding excessive political biases associated with hand-selecting individual members. In this model, members will be asked to represent the entire stakeholder category from which they are selected – for example, a member of 4H would be responsible for taking a wide range of agricultural interests into account in their committee service. The proposed nomination and selection process would proceed as follows:

- Informed by conversations with subcommittees and stakeholders, City staff propose draft stakeholder categories and nominate organizations that fall under each category.
- City Council reviews these proposed categories on Feb. 28 and performs a gaps analysis of categories and nominated organizations. Final stakeholder categories are approved by Council.
- HD contacts nominated organizations to solicit individual representatives from each (and that individual's demographic information, as necessary for the selection process).

- HD holds a lottery selection to choose an individual within each category, stratifying for demographic representation to the extent possible on two factors: gender and race/ethnicity.

Process: An estimated timeline of the IAC process is described at a high-level below:

12 Weeks Before First Panel Session – Nomination and Selection

- Decision makers finalize a list of stakeholder categories and organizations within each category
- Decide on a nomination and selection process for members of the IAC.
- Confirm nominations to the Information Advisory Committee, from as diverse an array of stakeholders as possible, including City and Fair staff.
- Select a representative to serve on the Informational Advisory Committee within each stakeholder category.

10 Weeks Before First Panel Session – Onboarding

- HD onboard individual members of the Informational Advisory Committee.

8 Weeks Before First Panel Session – IAC Meeting 1

- Introduction to the project; Update on Panelist selection; Generate Group Agreements; Review process plan for Phase 1 of Panelist work (information gathering).
- Begin brainstorming list of initial information and presenters to speak to the Panel.

6 Weeks Before First Panel Session – IAC Meeting 2

- Deliberate on initial information, stakeholders, and experts to present to the Panel.
- Prioritize and select initial information and presenters to speak to the Panel.

4 Weeks Before First Panel Session – IAC Meeting 3

- Begin generating additional background presenters and stakeholders to be included on the “Presenter Menu.”
- Prioritize and select presenters to be included on the Presenter Menu
- Approve any substantial process changes for the Information Gathering components of Weekend 1.

2 Weeks Before First Panel Session – IAC Meeting 4

- Review the first section of Phase 1 Information Gathering process and make process change recommendations to HD staff.

After the Final Panel Session – IAC Meeting 5

- Review Panel’s final recommendations; Answer any process-related questions or concerns; Debrief information selection process; receive an initial report from third-party evaluators;

Identify opportunities to amplify the stature of the Panel; Optionally, meet with Panel Subcommittees upon request from either group.

Coordination with Other Projects and Community Efforts

This Engagement Plan also exists in a broader policy context. The City is currently engaged in a General Plan Update; community visioning for the General Plan will take place throughout the beginning of 2022. For more information on how this process interacts with the General Plan process view the General Plan subsection of the Staff Report.

Exhibit 2 - Summary
Community Input Survey#1



Fairgrounds Visioning Community Input Survey #1 Summary

As we are entering a new era for the Fairgrounds, gathering community input is vital to help map out a future for the property that will serve the needs of both those who love it and those yet to discover it. As part of the broader community engagement plan for the Fairgrounds Visioning effort the City of Petaluma released a survey to gather community input. Learn more about the Fairgrounds Visioning effort at:

www.cityofpetaluma.org/departments/fairgrounds

This document summarizes the community input gathered through Fairgrounds Community Input Survey #1. The survey was open from May 11, 2022 through June 8, 2022 was available in both English and Spanish, and received 1,113 responses – all of which were via the English survey.

The survey was designed to engage the broader community and understand:

- Diverse perspectives about the future of the Fairgrounds property
- The experiences, activities, resources, and places our community enjoys now and in the past on the site
- Scenarios for the types of experiences, activities, resources, and places our community imagines for the site in the future

The following is a summary of input received and key insights from the six survey questions related to the Fairgrounds. A summary of survey respondent demographics is included at the end of the document to illustrate whose voice this survey captured. To read responses in full from each question view the documents attached at the end of this summary. This summary and full survey responses will be posted online and shared with Petaluma City Council which will help inform their discussions as they determine the future for the site.

Fairgrounds Insights.

1. How are you feeling about the future of the Fairgrounds? I am feeling _____ about the future of the Fairgrounds. (Fill in the blank with a word that captures how you feel.)

This question received a total of 1,073 responses capturing how the community feels about the future of the Fairgrounds. The following 42 sentiments were submitted by at least 3 people. The following were the top four responses:

Uncertain	22%
Concerned/Worried	18%
Excited/Hopeful	17%
Nervous/Anxious	9%



Key Insights: There are mixed emotions surrounding the future of the Fairgrounds. A majority of survey respondents are feeling uncertain about the property's future. About a quarter of respondents have anxious, concerned, worried feelings, while about a fifth of respondents hold positive feelings and are excited and hopeful for the future of the site.

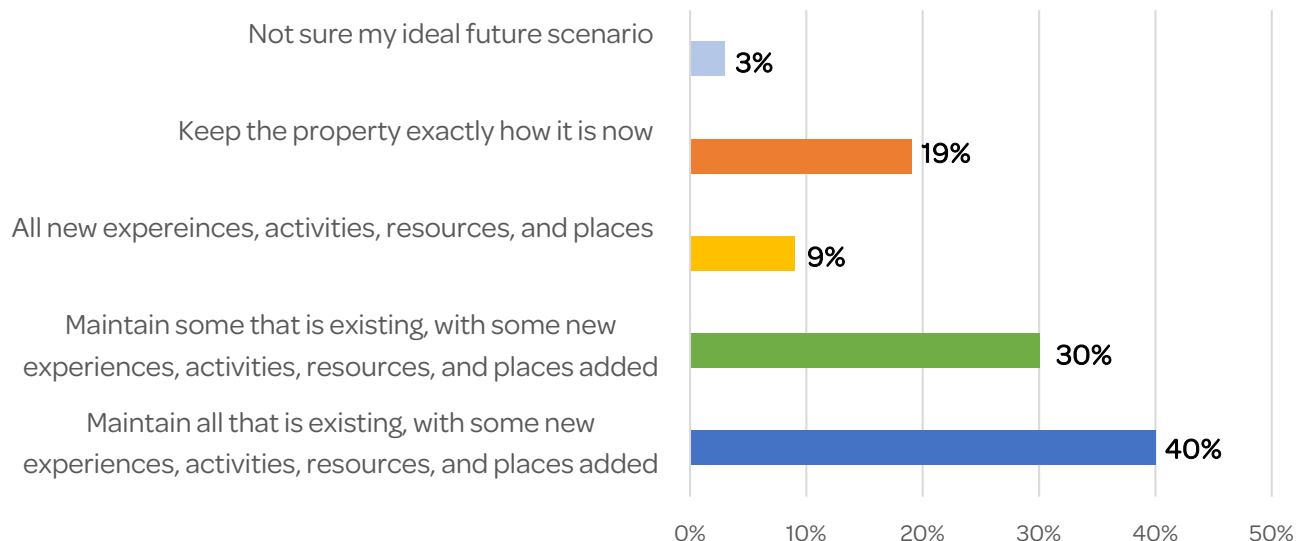
2. To better understand your connection to the property could you share with us what experiences, activities, resources, and places you are currently enjoying or have enjoyed in the past on the Fairgrounds? (Open response – 250 Word max)

This open response question received 1,040 responses, each unique to the respondent's experience on the Fairgrounds. The following words were included in a significant amount of the responses and begin to capture how respondents enjoy the site.

- **Fair** mentioned in **36%** of responses
- **Years/Generations** mentioned in **16%** of responses
- **Events** mentioned in **15%** of responses
- **Races** mentioned in **12%** of responses
- **Family** mentioned in **12%** of responses
- **Community** mentioned in **11%** of responses
- **Concerts** mentioned in **8%** of responses
- **School/Live Oak** mentioned in **7%** of responses

Key Insights: The Sonoma-Marin Fair (the Fair) was mentioned by over a third of respondents as an experience they currently enjoy or have enjoyed on the property; the Fair is a significant connection point between the Fairgrounds property and the community. Almost a fifth of respondents have a connection to the Fairgrounds that spans throughout past years and family generations. Live Oak Charter, the school on site, is currently an important destination for many. The property is a place for community and families to come together and gather whether that be at the Fair or other special events such as races, concerts, and fireworks.

3. Please select the option below that best captures your ideal future scenario for experiences, activities, resources, and places on the Fairgrounds. (select one)



Key Insights: Respondents have varying levels of connection to what the Fairgrounds property currently offers and varying desires for what will remain on the property in the future. Over 75% of respondents are comfortable with seeing some level of new experiences, activities, resources, and places added to the property. There is desire from 40% of respondents to maintain all that is existing on site, while adding some new experiences, activities, resources, and places, while 30% are interested in maintaining some of what is currently existing and adding some new. 19% of respondents are not interested in any change to the property while 9% would like to see the property evolve into something completely new.

4. For those who answered they would like to see *some or all new* experiences, activities, resources, and places added to the Fairgrounds site, please describe the new experiences, activities, resources, and places you would like to see on site. (open response)

79% of respondents to the previous question answered they would like to see some or all new experiences, activities, resources, and places on the Fairgrounds which prompted them with this follow-up question, which received 795 responses. The following words were featured in a significant amount of the responses and begin to capture the types of new experiences, activities, resources, and places these respondents would like to see added to the site.

Events	26%
Community Space	18%
Park	16%
Concerts	15%
Farmer's Market	9%

Key Insights: Respondents want the Fairgrounds to continue to be a community gathering space and are interested in expanding its programming and public access. There is significant interest in establishing the Fairgrounds as a “central” community park featuring a community garden and spaces for playing and learning for all ages. Events such as concerts, festivals, and a farmer’s market are at the top of the desired events list. Establishing the Fairgrounds as a civic core featuring public facilities including a community center, city hall, police and fire stations was mentioned in over 100 responses. Housing was mentioned in 115 responses, however, there were varying thoughts. Some are interested in adding housing, particularly affordable housing, on the site, while others do not feel the property is appropriate for housing.

5. Imagine it is the year 2050, please share one word that best describes what the Fairgrounds brings to the community (e.g. connection, innovation, safety, fun).

This question received a total of 982 responses. The following 59 words were submitted by at least 3 people. The word cloud illustration below features all 59 words; the following are the top three responses:

Connection	20%
Community	14%
Fun	10%



Key Insights: The word cloud illustration captures the positive hopes for the Fairgrounds future. Reading all 59 words together illuminates the bright opportunity of what this property could be in the future– bringing fun, innovation, entertainment, community connection, and more to all users of the site.

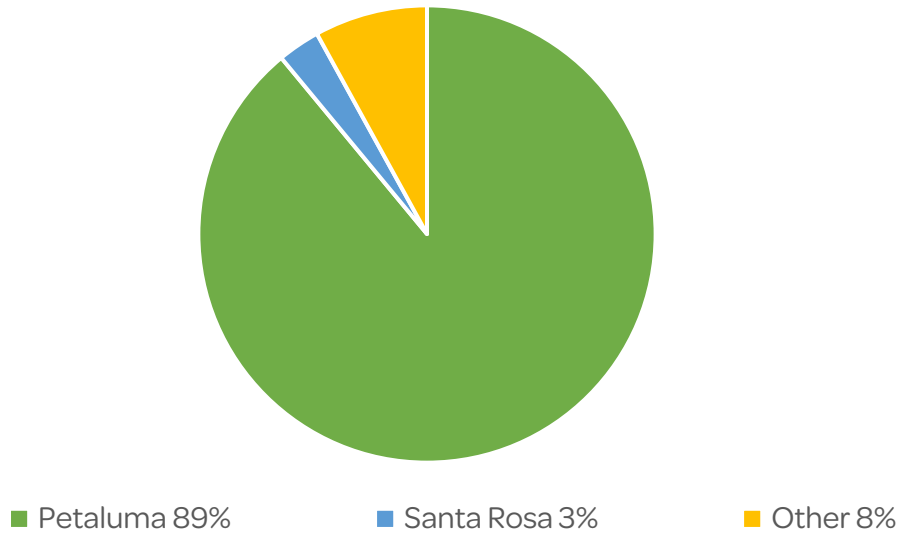
6. Is there anything else you want to share related to the Fairgrounds? (open response)

This question received 839 responses, which touch on various topics and capture what is important to each individual. To read the responses in [full view this document](#).

Key Insights: The community has a lot to say about the Fairgrounds! It is clear this property is very important to people as many have strong connections, thoughts, and feelings about its future. To best understand the broad ranging thoughts, you are encouraged to read the document which features the full text of open response submissions.

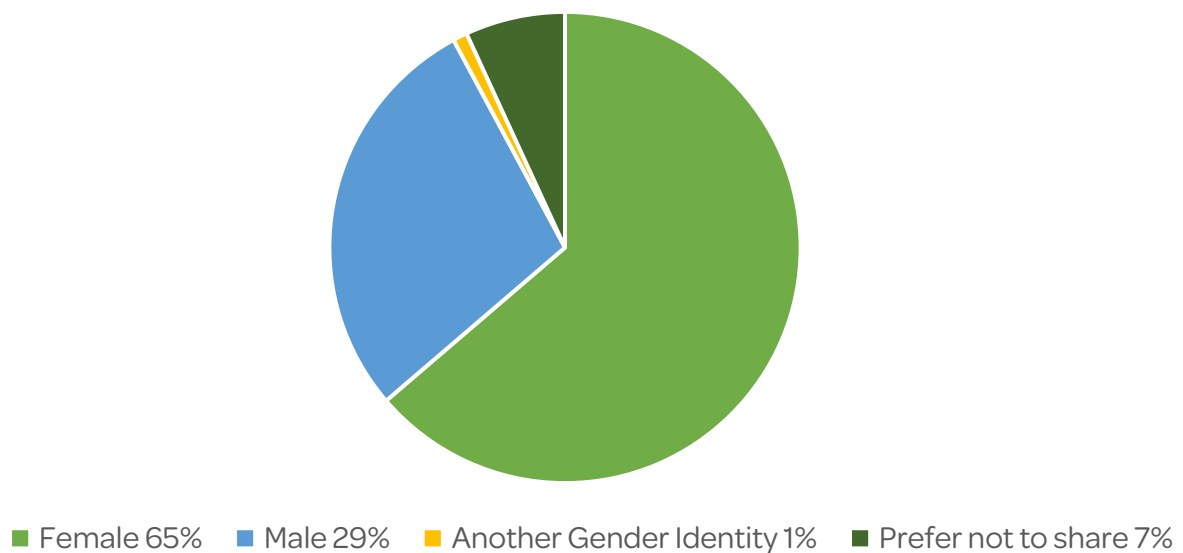
Demographic Insights. This helps to understand who we are hearing from and what lived experience is shaping the input received.

Where do you live?



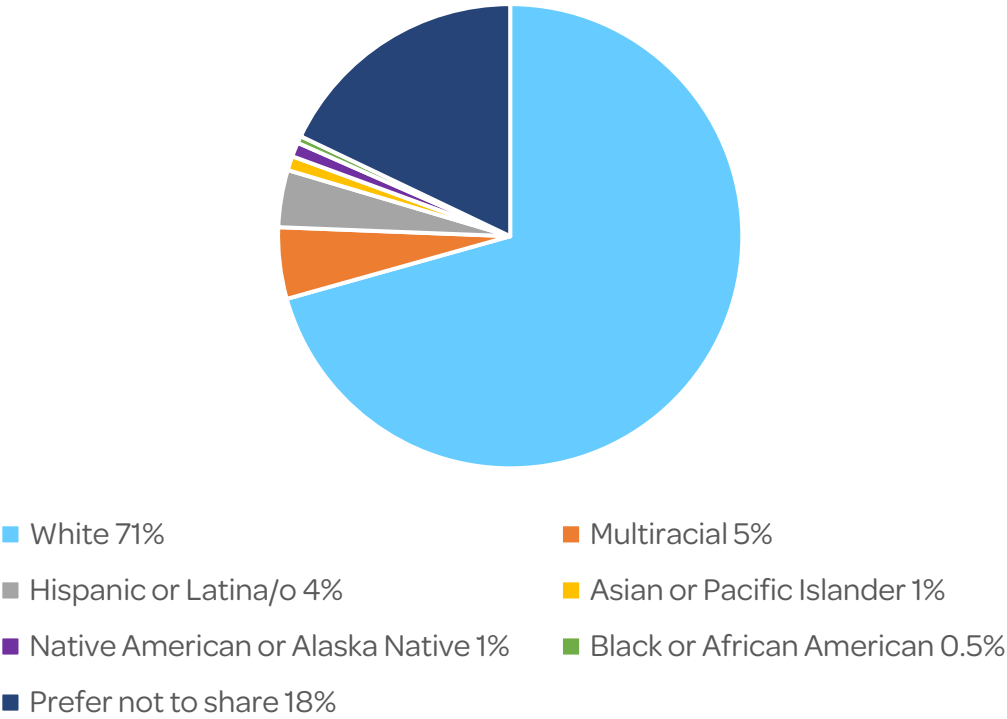
Key Insight: An overwhelming majority of survey respondents live in Petaluma.

What gender do you identify with?



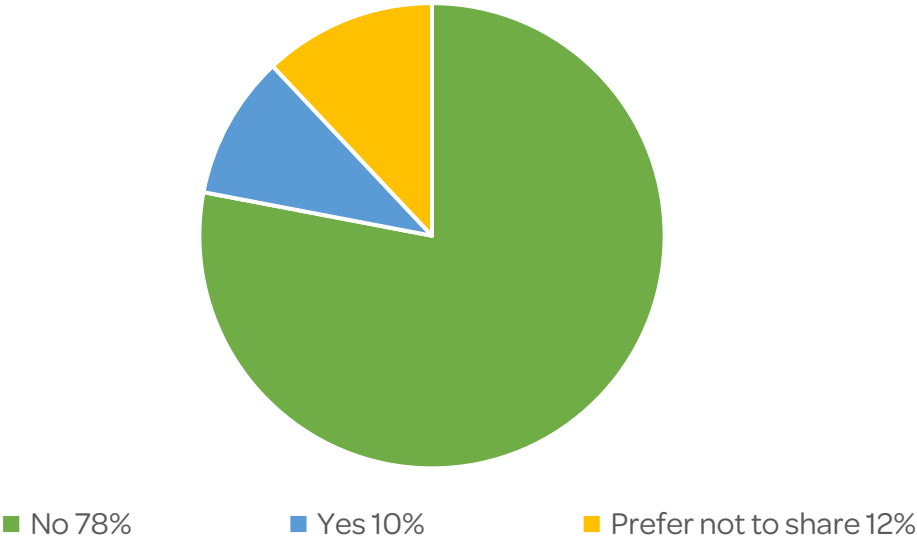
Key Insight: A majority of survey respondents identify as female.

What race do you identify with?



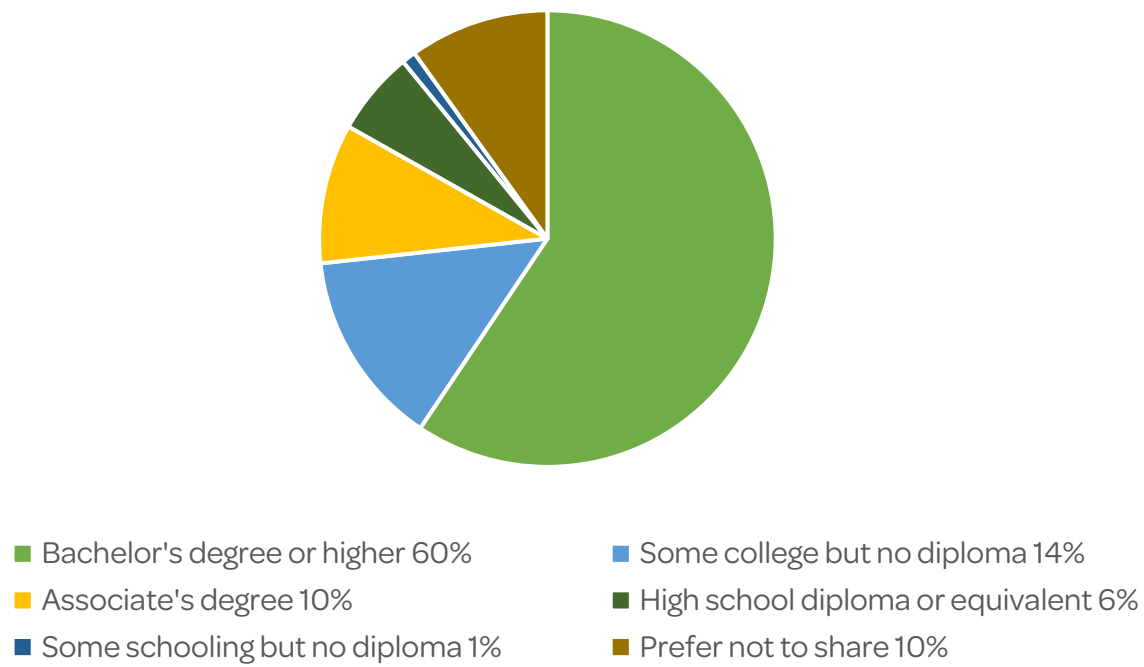
Key Insight: A majority of survey respondents identify as white.

Do you experience a disability?



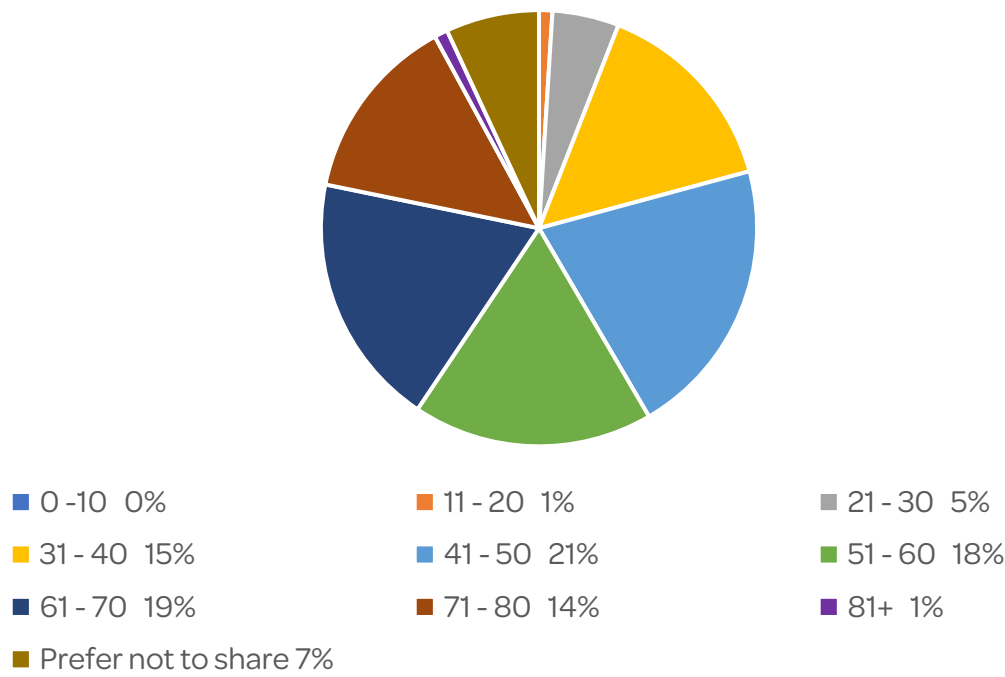
Key Insight: A majority of survey respondents do not experience a disability.

What is the highest education level you've attained?



Key Insight: A majority of survey respondents hold a bachelor’s degree or higher.

How many years young are you?



Key Insight: Over half of survey respondents are between the ages of 41 and 70.

Conclusion

The input gathered through this survey has enabled a clearer understanding of the broader community's diverse feelings and connections to the Fairgrounds property; including which experiences, activities, resources, and places they enjoy on the site and their vision for the site's future. The property is a place for the community and families to gather together and respondents want the Fairgrounds to continue to be a space for gathering. There is significant interest in expanding its programming and public access enabling a more cohesive year-round experience of the property for all ages. While there are mixed emotions surrounding the future of the site, the results illuminate the bright opportunity of what this property could be in the future and the positive hopes the community holds for it.

The demographic results show us whose voice was captured by the survey and who in the community we still need to hear from. The typical demographic profile for a respondent to this survey was white, female, living in Petaluma, between the ages of 41 and 70, does not experience a disability, and has a college education. The results identify a need to better engage the voices and ideas of *all* the communities that make up Petaluma. This includes representation from various racial and ethnic groups, younger folks and elders, people who experience a disability, people who do not hold a college degree, and people who do not identify with a specific gender.

It should be noted that while the survey was available in Spanish, posted in various community spots, shared broadly across social media channels, and with Latinx community leaders, the Spanish survey did not receive any responses. While these issues of representation are not unique to outreach being done for the Fairgrounds, it does identify the need for more differentiated outreach and engagement opportunities to ensure the City of Petaluma meets all communities where they are. As we are entering a new era for the Fairgrounds, hearing wide-ranging community perspectives is critical to help plan for a future of the site that will serve the needs and desires for all.

To stay up to date on the Fairgrounds Visioning process, learn more about opportunities to get involved, and join the project mailing list visit: www.cityofpetaluma.org/departments/fairgrounds

Export of Full Responses

[Question 1.](#)

[Question 2.](#)

[Question 3.](#)

[Question 4.](#)

[Question 5.](#)

[Question 6.](#)

[Demographic Questions.](#)

Exhibit 3
Workshop Event Summary

Fairgrounds Community Workshop Event Summary

The Fairgrounds Community Workshop was held on September 10th from 10 AM – 1 PM at the Petaluma Regional Library. Over 200 community members came to learn more about the Fairgrounds and share their input on the future of this beloved Petaluma property.

The workshop was an open house format with stations organized by topic around the event and was designed to be highly informative and interactive. Spanish interpretation was available at the event, however, the interpreters noted the lack of LatinX community members at the event.

The following section is a detailed summary of the community conversations that took place at each station. The concluding section of this document offers overall key themes and takeaways from the event.

Station Conversation Highlights

Station 1. Welcome and Exit Station

The Welcome and Exit Station oriented attendees to the event. Attendees picked up their “event passport” at this station which acted as an overall guide to the event – informing community members what topics are covered at which stations. Community members were incentivized to visit at least 5 stations – collecting a stamp at each one and then returning their passport to the Welcome and Exit Station for a chance to win a Shop Petaluma Gift Card. Over 175 passports were completed and returned and there were 5 gift card winners selected.

Conversation Highlights:

Overall, community members were excited to be at the event and appreciative of the fact that both the City of Petaluma and Sonoma-Marin Fair had a presence at the event. Some community members were surprised to learn that the event was not offering a full master plan for the Fairgrounds future.

Station 2. General Information and Planning Process

The General Information and Planning Process Station was staffed by team members in the City Manager’s Office and Planning Department. This station offered information about the history of the property and how it has evolved throughout the years, what work and community conversations have happened to date, and what is to come. Additionally, planning staff provided information on how this process connects to other City projects & initiatives.

Conversation Highlights:

Relationship Between the City and Community Members

- Many attendees lack trust in the City because they feel throughout the past years the City has not given community members a space for their voice to be heard and have not discussed the Fairgrounds in a public setting. The COVID-19 pandemic was a specific time period attendees felt the City was “hidden” on the issue
- Some attendees felt as though the city is searching for the answer they want to hear for the future of the Fairgrounds. There was confusion from a few attendees about why the Community Advisory Panel was created and now more outreach is being done outside of the Panel’s work

Confusion About the Workshop Purpose

- Many attendees thought they were coming to see the City unveil a Master Plan for the property - some were relieved to learn this was not the case while others were anxious to see future plans for the site

Fairgrounds Lease, Operation, and Maintenance

- Most attendees did not seem attached to the current state agency-run operation and maintenance program
- Many attendees were surprised to learn about the property management structure and that it is currently privatized and run by a non-profit
- Most attendees did not have a clear preference for who manages and operates the property so long as it is available to the community and safely maintained for optimum use
- Many attendees discussed the issue of tradeoffs with staff and seemed to understand the need for a balance

Ideal Scenario for the Fairgrounds Future

- Overwhelming attendees prefer the land remain a public asset, accessible to all for entertainment, low tech activities for kids, and safety
 - Petaluma needs more spaces where the community can gather. Preserve this land to use it for community activities
 - Petaluma needs more affordable places for families to go together for entertainment – the Fairgrounds is a main affordable destination
 - Petaluma needs more places where kids can engage with the world and technology
- Many attendees wished that the “agriculture” programs occurred more often - the goal being to have this place for families and kids to enjoy year-round
- Majority of attendees agree that the speedway is an essential part of the community
- Many attendees were pleased to learn that land use planning happens slowly and will be done in conjunction with the larger General Plan effort

Station 3. Current Conditions

The Current Conditions Stations was the largest of the stations offering details on various topics including Fairgrounds existing uses, historic resources, building conditions, and soil health.

Existing Uses

Staffed by Petaluma Planning Department and featuring a large map of the site highlighting the various land uses and the associated space they encompass.

Conversation Highlights:

- There was overwhelming support to maintain the Fairgrounds property as an open space for community gathering and a safe place in a time of crisis
- Almost all attendees would like to access the property year-round and support this new schedule with new activities
- Almost all attendees support more planting and greenery on the property
- Many attendees noted that the Fairgrounds is a key connection point between agriculture and the community
- Many community members would like to keep the speedway and expressed that it holds a deep generational legacy and is a fun and safe place for many to gather
- Some community members wondered what will happen to the current businesses on site – particularly Live Oak Charter School

Soil Health Study

Staffed by consultants Edd Clark and Associates who performed the Soil Health Study on site, community members were invited to learn more about where the soil health studies took place, the results of the study, and what the next steps are.

Conversation Highlights

Mixed Reaction to Study Results

- About half of the attendees were disappointed the investigation didn't uncover widespread contamination and half were happy to hear the Fairgrounds, except for Payran Street, were in good shape environmentally

Community Concerns

- Some attendees were concerned that races at the speedway created air quality problems
- Some attendees were concerned that future development at the Fairgrounds would jeopardize the fair, speedway, and overall agricultural focal point of the property

- Many attendees expressed strong interest in the indoor air quality at Live Oak Charter. Attendees were relieved to hear that multiple sample events have been conducted and the results demonstrated there was not a health risk.

Fairgrounds Future

- In general, many long-time Petaluma residents do not want anything to change at the fairgrounds, while the more recent residents wanted to keep some of the current uses but add more uses that would benefit the community
- Some attendees likened the idea of keeping the track as a historic feature and developing the remaining property as a public park with some agricultural features

Historic Resource Evaluation

Staffed by Petaluma Planning Historic Resource expert this station highlighted the historic resource opportunities on site, including which buildings could contribute to the potential historic district.

Conversation Highlights

Reflect Our Community Today While Honoring Our History

- Attendees noted that the Fairgrounds is a space where we can keep Petaluma's history alive while still reflecting our community today

Racetrack is Historic Part of the Community

- Majority of attendees held strong social, emotional, and familial ties with the racetrack – it is beyond a physical historic resource to many

Building Conditions Assessment

Staffed by consultant Gordian who performed the Building Conditions Assessment on site, community members were invited to talk with the consultant and learn more about the findings of the assessment. A high-level graphical summary of the findings was available at the station.

Conversation Highlights

Responsibility and Funding for Repairs

- Many attendees wanted to know who was responsible for the accumulation of needs, as well as who would be responsible for funding necessary projects moving forward
- Majority of attendees were impassioned to preserve the fairgrounds and the speedway
- Some attendees felt the fairgrounds hadn't had the support it needed over time to be successful

- Many attendees thought the city is responsible for the current condition of the fairgrounds property, however, it is the Sonoma-Marín Fair who are the property managers of the site

Functionality and Safety is Priority

- To many attendees building condition does not seem overly important relative to the experience of what brought them to the property. They are there to see cars, animals and exhibits, and don't notice much the specific condition or appearance of the facilities
- To many attendees, not everything needs to be perfect, but ensuring functionality and safety are priorities. Projects that mitigate risk of failure and ensure the safety of event attendees are important (replacing broken windows, correcting structural issues, mold remediation in restrooms)

Station 4. Petaluma Fairgrounds Advisory Panel

Staff by Petaluma Fairgrounds Advisory Panelists this station invited community members to learn more about the panel process and what the Panel recommended for the future of the property. Members of the panel also invited attendees to take a brief survey so they could gather feedback on the Panel's process and outreach efforts.

Conversation Highlights

Selection Process for the Panel

- There were questions about why everyone did not receive an application in the mail to join the Panel process
- Some attendees were not aware of the deliberate effort to represent all the demographics in our city

Panel Deliberation Process

- A majority of attendees were interested in the deliberation process that took place to reach the Panel's recommendations

Priorities for the Future

- Many attendees support the Speedway and would like it to remain functioning on site
- Almost all attendees felt keeping the annual Sonoma-Marín Fair was a high priority, including the 4H and agricultural exhibits
- All attendees felt it is important to continue offering the property as an evacuation center for people and animals
- Many attendees support the idea of a year-round farmers market
- Almost all attendees supported enhancing the site to be more eco-friendly

- Many attendees desire more access to the property, ideally a city-park space
- Some attendees expressed disappointment that their key issue was not addressed the way they had hoped for

Station 5. Sonoma-Marin Fair and Friends of the Fairgrounds

Sonoma-Marin Fair and Friends of the Fairgrounds hosted their station which offered information on the Sonoma-Marin Fair and the entertainment, recreation, and educational opportunities they bring to our community. As the current property managers, Sonoma-Marin Fair was also able to speak to the current property management of the site. As a fun bonus some farm animals were present adding additional excitement to the station!

Conversation Highlights

While the City did not receive a station debrief directly from Station 5 hosts it was clear the following were important topics of conversation

Sonoma-Marin Fair

- Overwhelming support to maintain the 5-day Sonoma-Marin Fair event moving forward

Speedway

- A majority of attendees have a deep connection to the speedway and would like to see it continue to function on the site
- Some attendees welcome the idea of offering new events at the speedway and are interested in renovating the grandstands to attract new events and talent

Station 6. Share Your Fairgrounds Story

Staffed by City of Petaluma team members this station offered the opportunity for community members to share their Fairgrounds stories and memories. By adding personal memories to the community storytelling exhibit it helps highlight how much this special property means to so many.

Community Stories and Memories

The following are stories and memories that were received on post-it notes or comment cards at the event. Additionally, several attendees submitted stories in other forms such as drawings, poems, and longer essays. To view these stories along with other, previously submitted, stories check out the Community Storytelling Exhibit webpage at www.petalumafairgroundstories.com

- Movie set with Sally Fields and Fonsi

- We had a blast watching generations come together to watch the races! Very competitive and organized
- My first rabbit show and is where I met my best friend! Save the raceway :)
- Fond memory: My 12 year old daughter and friends doing the grape stomp at the Fair
- I remember taking my boys to the racetrack, they loved watching the cars
- My sister's family came from Utah to see Weird Al Yankovic at the Fair, we loved it!
- Attended Hard-Top races with fiancé in 1965. Loved the sound of cars racing and still do. A real Petaluma sound
- Helping fire victims
- There used to be mini-golf
- Bringing my kids to the fair every summer and now I bring my grandkids
- Love the speedway!! Been taking my children there for 30 years!! Now I bring my grandchildren and their friends
- Moved here in early 70's love the Fair, Racetrack, and small town Petaluma
- I look forward to the concerts at the Fairgrounds
- 4-H at the Fair! Livestock, cooking, sewing
- Involved since High School. Entered projects from AG, wood, and metal shop. Going to the Fair to look at entered projects since graduating PHS 41 years ago. Love attending the races since 1982
- Roller skating!!
- Volunteering at the Fairgrounds! Enjoy other events!
- My kid's 4H lambs. They entered cookies and things they made
- Concerts with my family
- Riding a carousel with my grandma
- Our kids grew up going to the Sonoma-Marin Fair every year!! It matters and always will!
- My best memory of the Fairgrounds is when my granddaughter raised pigs and showed them at the Sonoma-Marin Fair and won a ribbon
- Bringing all my family to the Fair – 4H
- My grandchildren go to Happy Hearts preschool. Its part of our family tradition
- Came here with my kids for the fair raceway, fireworks, great family memories. My parents would bring the kids, they loved the animals during Fair time. My sister and I always came, so much fun!
- Fairgrounds property embraces quality family time enjoying use of the fair and the speedway while also celebrating its history. Preserve the speedway!
- 200 days a year with my kids at Live Oak!
- When I won first place at the Fair for a photograph!
- I have only lived here for 4 years, love the Live Oak School, and would love to see a beautiful space that brings east and west Petaluma together

- I remember when I showed my rabbit and I got first place!
- I love all the events that take place at the Fairgrounds. It makes me so happy when I see that the whole community has come together to share many wonderful memories and experiences
- I remember being unable to nurse my baby son to sleep due to raceway nights
- Being part of the Panel and learning more about the history of the Fairgrounds
- There used to be a baseball field on the Fairgrounds
- Saw Temple Gradin at AG Days. What an inspiration
- I was born in Petaluma. My family moved here in 1969, father raced here.
- East side history after WWII, housing and Hamilton Field army air-base
- Spending times outdoors with my family, save the speedway and fair
- The Fairgrounds means so much to our family! Our 3 kids attend Live Oak School. We got to Petaluma Speedway 1-2x per year and love attending the fair!
- Coming to the races with the family!
- My kids grew up going to the races on Saturday night. Priceless memories
- Love seeing the animals
- Thanks to the Petaluma Speedway I was able to share my love of racing with my sons!
- The joy and happiness on faces of children and families during fair time
- This used to be a roller rink
- I volunteered as a radio communications specialist, during a wildfire, at the emergency shelter here – this is such a necessary resource for the whole county!!
- Went to my 1st race in 2021 – keep the racetrack!
- Love the car shows!
- Grew up coming to the Fairgrounds – pool. Spent 30+ years at the speedway – made many friends and met my husband
- Childhood fun and education
- My son grew up on the raceway and still does – great venue for kids
- Tower of Power. Seeing performances of this iconic R&B and up close at the Sonoma-Marin Fair including attending pre-show sound checks and meeting band members

Additionally, a low-stakes exercise was offered at this station to encourage attendees to think outside of the box and help spark their creativity and Fairgrounds memories. This exercise took shape as four short answer questions, responses are below.

Describe the Fairgrounds in three words

- | | |
|-------------------|--------------------------------|
| • Fun, fun, fun | • Traditions, family, heritage |
| • A Happy Place | • Fabric of our community! |
| • Keep the Races | • Save the Fairgrounds |
| • Food, fun, cool | • Water Skiing Squirrel |
| • Leave it alone! | • Hot, fun, joy |

- Invaluable, underutilized, potential
- Family, Family, Family
- Family, fun, secure place
- Potential, unrealized
- My home town
- My happy place
- Clydesdales, food, music
- Friendly folks, enjoying the outdoors, being community
- Untapped, underused, gem
- Fried, hot, fun
- Family time, fair, fun!!!
- Fun, race community, friends
- Community, arts, inclusion
- Divertida, Familia, Tradicion
- Community, Learning experiences, fun
- Happy times!
- The City's Heart
- Inaccessible, underfunded, possibilities
- Our agricultural heritage
- Tradition, family, Petaluma
- Heart of Petaluma
- Exciting! Family! Fun!
- Friendly folks, enjoying the outdoors, being community
- Family, community, institution
- There's nothing better than the racetrack
- A family place
- Very underutilized space
- We LOVE racing
- Awesome meeting place, live community place to meet people, the best fairgrounds around
- Open space resource
- Lousy noisy neighbors!
- Family activity center
- Garden, social, agriculture
- Community, History, Family

If the Fairgrounds were a novel what is its title?

- Heart of Petaluma
- Hometown Hub
- David vs. Goliath
- A Safe Place to Play on Saturday Nights! Save the Speedway!
- Keeping Us Together
- Place All Your Eggs in Petaluma Basket
- Living the Dream

If the Fairgrounds had a theme song what would it be?

- Endless Fun
- I Love This Town – Bon Jovi
- Firework – Katy Perry

- Imagine – John Lennon
- Dream Weaver
- Come Together – Aerosmith
- I Left My Heart in the Petaluma River
- It's a Wonderful Life

If the Fairgrounds had a mascot, what would it be?

- A cow! Moo!
- Speed racer!
- Frog
- Pigs bring good luck!!
- Sheep
- Rooster
- Chicken!
- Pig
- Chicken (of course)

Station 7. Provide Your Input

Staffed by a City of Petaluma team member Station 7 invited the community to share their input to help shape the property's future via a brief interactive survey exercise. The survey utilized Mentimeter.com which allowed participants to complete the survey directly on their smartphone by scanning a QR code at the table. Additionally, the Petaluma team member was able to individually walk through the survey with those who were not comfortable using a smartphone. By utilizing Mentimeter.com results of the survey were able to be projected live on the wall at the workshop – allowing attendees to view the opinions of others in real time which enabled lively discussions across the event. 49 attendees formally participated in the survey exercise.

The input gathered through this survey exercise enabled a clearer understanding of the broader community's diverse feelings and connections to the Fairgrounds property including what factors are most important to prioritize moving forward and what new or surprising information they learned at the workshop event. The input highlights received via the Mentimeter survey are below. To read community responses in full view Exhibit A.

Survey Input Highlights

If the Fairgrounds were to become a community space that was accessible year-round, what would you want to do there?

- Almost half of the respondents mentioned they would like the Fairgrounds to be a gathering space for all. Responses mentioned becoming an open park space, continuing to offer affordable rental spaces, and potentially building a large gathering venue that could attract new talent and larger entertainment events to the property.
- A majority of respondents mentioned they would like to keep and enhance at least one of the following activities that is currently offered on site - the Sonoma-Marin Fair, the speedway, 4H activities and agricultural connection, the evacuation center. Two respondents mentioned they would like to see Live Oak Charter School remain on site.
- Almost half of the respondents mentioned they would like to see the site's ability to be utilized increased in the future. Ideas that were offered in terms of new events and activities are a year-round farmer's market, roller rink, dances, senior activities, community garden, convention center and civic hub, ferry building style market. Two respondents mentioned they would like to see housing added to the site.
- A handful of respondents mentioned they would like to see beautification and new planting efforts dedicated on site in the future.

When thinking about the Fairgrounds future, what factors are most important to you? Please select your top three factors from the following: Neighborhood Impacts, Agricultural Events / Education, Entertainment, Public Safety, Community Access, Recreation, Historic Preservation, Climate Readiness, and Diversity, Equity, and Inclusion.

- *Agricultural Events / Education 18%*
- *Entertainment 16%*
- *Community Access 14%*
- *Recreation 14%*
- *Historic Preservation 12%*
- *Public Safety 11%*
- *Diversity, Equity, and Inclusion 7%*
- *Neighborhood Impacts 4%*
- *Climate Readiness 4%*

What new or surprising information did you learn today?

Responses stretched a diverse spectrum in terms of what new or surprising information attendees learned at the event. The top themes of the responses are as follows:

- Background of the Fairgrounds and overall planning process
- Strong community interest on the topic
- Desire to save the Fairgrounds and speedway
- Good health of speedway soil
- Lack of investment and site maintenance over the years

Is there anything else you would like to share related to the Fairgrounds?

40 respondents submitted an open-response answer to this question. The community has a lot to say about the Fairgrounds! It is clear this property is very important to people as many have strong connections, thoughts, and feelings about its future. To best understand the broad-ranging thoughts, you are encouraged to read Exhibit A which features the full text of open-response submissions.

Respondent Demographics

In an effort to understand who the survey is reaching and what lived experience is behind the input gathered the survey asked the following demographic questions, all of which were optional to answer – age, race, gender, disability status, and highest education level attained. The typical demographic profile of a respondent was a white, female, with a bachelor's degree or higher, and does not experience a disability. The age of respondents varied significantly. To view the respondent demographics view Exhibit A.

Open Response Comment Cards

In addition to the survey exercise community members were invited to write their comments down on comment cards. The following are the key themes from the comment cards. To view the comment card submissions in full view Exhibit B.

Comment Cards Themes

- Petaluma's "Small-Town Charm"
 - The Fairgrounds is large contributor to Petaluma's "small-town charm/appeal"
 - Connection to agriculture – 4H
- Safe Space for Community and Family Gathering
 - It is important Petaluma has a space for outdoor events
 - Evacuation center must stay – it is a vital resource for the community and there is a sense of pride around it
 - Many would like to see year-round events and activities on the property
- Source of Funds for Fairgrounds Repairs
 - Property Managers should upgrade the property
 - Preference to not take bond/taxes route
- Speedway
 - Speedway is more than a weekend activity for a lot of community members. The speedway is a community and a safe place for many Petalumans
 - The Speedway is a generational experience and connects many Petalumans to past and present family members
 - A group of attendees prefer to Petaluma let go its legacy of the speedway or transition to electric racing vehicles

- Upgrades to the speedway's grandstands and host more activities such as concerts, rodeo, go karts.
- New Development
 - Clear desire to not sell the Fairgrounds property to developers
 - Many Petaluman's do not want to see the property developed into housing or office. There are both infrastructure concerns and also a strong desire to keep the Fairgrounds a community space for entertainment, recreation, and safety
 - Unique opportunity to create a state-of-the-art Event Center
- Sustainable Resources and Activities
 - Vertical food forests, green center – there is a desire to see more plantings and greenery on site
- Fairgrounds a Place of Legacy
 - The property offers a multi-generational experience that is unique to Petaluma, a central event offering this experience being the Sonoma Marin Fair

Community Workshop Overall Key Themes and Takeaways

Key Themes

- Lease
 - There were many questions from attendees about potential future lease scenarios. Generally, attendees supported the idea of extending the existing lease between the Fair and the City in the short-term
- Maintenance
 - There were many questions from attendees about who is responsible for the current building conditions and how repairs will be funded
- Operation
 - There were several questions on how much space the Fair needs to successfully operate and interest in dedicating some of the remaining space to new uses
 - There is no strong preference on who acts as property manager and maintains the site moving forward. Some attendees felt the current property managers should remain while others felt the City should take over the responsibility
 - A majority of attendees would like to maintain the Fairgrounds as a vital resource and evacuation center for the community and county during emergencies
 - A majority of attendees have a clear desire to not sell the Fairgrounds property to developers
 - There is a strong preference for no new development on the site but rather to focus on enhancing what is already there
- The Sonoma-Marin Fair
 - An overwhelming majority of attendees have a clear desire to maintain the annual Sonoma-Marin Fair on site in the future

- Many attendees feel the Fair is a large contributor to Petaluma's small-town charm
- Many attendees view the Fair as a generational experience and have memories of attending throughout decades
- Many attendees value the connection to agriculture the Fair brings to Petaluma
- The Speedway
 - A majority of attendees had a deep connection to the Speedway
 - A majority of attendees view the speedway as a generational experience that connects Petaluman's to past and present loved ones
 - Many attendees view the speedway as a safe and vital gathering space and a favorite Petaluma activity
 - Many attendees support the idea of upgrading the grandstands so the space could expand entertainment events and attract new visitors
 - A handful of attendees prefer to transition to electric racing vehicles
 - A few attendees prefer to let go of the speedway's legacy entirely and replace its use with something new

Key Takeaways

Currently, the Fairgrounds is...

- An affordable space for the community and families to gather
- A foundational space for the community to connect with agriculture and animals
- A vital resource for the community and county in emergencies
- Evacuation center must stay
- A legacy space where people of all ages can enjoy with their families and pass down memories through generations
- A large contributor to Petaluma's small-town charm
- A strong source of pride for many Petalumans

In the future, the Fairgrounds ideally will...

- Continue to host the annual Sonoma-Marin Fair
- Continue to be owned by the City of Petaluma
- Maintain and enhance its prestige as a community and county evacuation center in time of emergency
- Maintain and enhance its status as an affordable venue for community and family gatherings by offering new activities, opportunities, and experiences for all ages
- Maintain and enhance its character as an open space and not add new development to the site – specifically no housing or office
- Maintain and enhance its role as a connector between agriculture and the community
- Maintain and enhance the functional speedway – for many community members it holds a deep generational legacy and is a fun and safe place to gather
- Enhance the sustainability and aesthetic of the property with more plantings and greenery

- Enhance existing buildings and maintain them to be safe and functional
- Enhance its ability to be utilized by becoming accessible to the community year-round

Exhibits

- A. Full Survey Responses
- B. Full Open Response Comment Cards

Exhibit A
Full Survey Responses

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

Space for all

Continue to attend the fair

High quality school and park facilities. Housing

Year Round farmers market, multiple days a week

more concerts and public events - movie night, transcendental theater, drive events, more community events

A large multi-use venue that could be used for theater/concerts/events that attracts tourist and locals as well as generates income.

making available to use, the buildings are currently underused, we need to make it more available to use at a reasonable rate

Water park, outdoor event/ concert space, outdoor gathering/food venue/space

Be there, cars racing, i want the property to stay the same but enhance a bit. rehabilitate the site. for the speedway build a world class music venue so we can attract first rate talent acts, schools, music, fund raising

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

Go to the Speedway. I would make a day of it walking through the Fairgrounds, picnic then go to the races.

The fairgrounds site should continue to be a gathering space for community events large and small, and through the year. The size of the site allows for continued fair functions. Housing can and should be considered in a mixed use plan for E. Wash

Keep what is on the site - 4H animals, car shows, chili cookoff, so many things we can do there. Connecting with community members on the fairgrounds

I want to keep everything that exists there now, agriculture events, raceway!!!!, public park in the middle and educational events for families.

Park, more concerts, more events at the racetrack - things that will bring kids and families out.

A park that better serves the needs of all Petalumans

Park, a space for art shows and other cultural things, a space for community organizations to rent for their meetings. The evacuation center is extremely important and need to stay

I want my grandchildren to have the same opportunity to enjoy good family fun at Petaluma Speedway. Also to allow my family to enjoy and learn the importance of caring for animals. My greatest pleasure is watching our children working with their hand

Keep the races and on off season of the races - monster trucks. Would love to see a concert venue at the racetrack.

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

Farmers market, park and recreation access year round for all, community agriculture opportunities to increase food security, bike trails, food truck park

Year round access, community events! Learn how to garden, care for animals, youth center connected to the petaluma schools.

Gatherings of people who want to share, learn, and have fun!

Keep it the way it is and add more events through out the year..

Keep the speedway Farmers market Events

Me gustaría concertar los terrenos de la feria como estan

Farmers market, musical events - local groups or veterans - events that people can participate in, a family atmosphere, fireworks, and keep the raceway

Concerts, races,, fairgrounds

Year round farmers market there- year round events in addition to the fair. It would be a great agricultural educational center - offering courses such as cheese making and horticulture classes

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

I would want a community evacuation /safety center. A place to ride bikes, farmers market, place for the fair. Agriculture is important , place for community sharing of gardening techniques . Sewing classes, senior center. Annual community yard sale.

Embrace ALL current use at an increased frequency. Embrace the heritage and history of Petaluma.

First I would like to see the fairgrounds keep all of the existing events and programs. Also I would like to see some type of civil defense or emergency and evacuation area in the event of any type of local or national emergency.

Agriculture, entertainment, emergency safety services,

Emergency evacuation access, attend the fair, concerts, races and special events that the speedway - BMX. Concerts at the grandstand would be awesome. More cultural festivals - more communication

Roller skating rink or something similar, mini golf, epicenter in two or three buildings, more concerts, keep the races - it keeps kids safe and offers them a community - education stays - these schools matter. Trees, family reunions, carasol, train,

It is important that the buildings stay - provide space for gatherings and emergency services. My family has rented the space on site and it is one of the only affordable options. I want to see the fair stay and Live Oak Charter where my sister went

I love Petaluma as a city, I don't live her so I wouldn't know what to improve!

Concerts

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

Gathering place - a park, programs and activities at the park, gazebo, musical events. Attract the community through beauty and activities

Walk around, enjoy shady spaces, community garden space similar to the library,

Ag events, sports, shows

The fair!

I would like to see some type of park, a place where families can come together and have picnics and BBQs, a center for events that the city could make money off, event rental spaces

I would like to see a year-round farmers market. I would like to see more community events, car shows, craft fairs and things like that. Keeping the things that are already happening including Live Oak Charter. We go to petaluma Speedway every year.

Events that build community, roller skating rink, Friday night event for teenagers that offer a safe and fun place, dances for all ages, spaces and activities for seniors during the day, family space - a place to reach out and connect with residents

Keep the fairgrounds and promote agriculture year round a place that is open to the citizens of petaluma work with the Sonoma Marin Fair fair board to for an extended leak

Convention center, city government including new fire and police. Love to see SRJC AND Berkeley create a hi tech vertical farms for food growth.

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

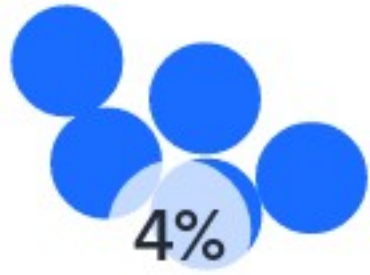
Destination event center with convention facilities, ferry building style market with affordable multi-story housing, city headquarters and many many trees to create a canopy and pollinator gardens.

Keep the fairgrounds forever.

Police department, fire department, city hall to be centrally located. Main evacuation center. Fair, race track, food bank, farmers markets. A Central Park for families.

Green spaces and walkable from east to west.

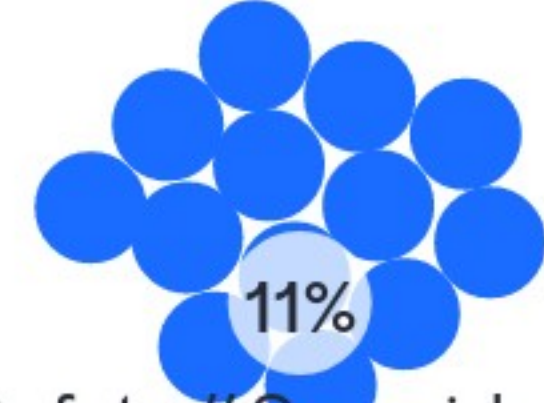
When thinking about the Fairgrounds future, what factors are most important to you?
Please select your top three.



Neighborhood Impacts // Impactos en el vecindario



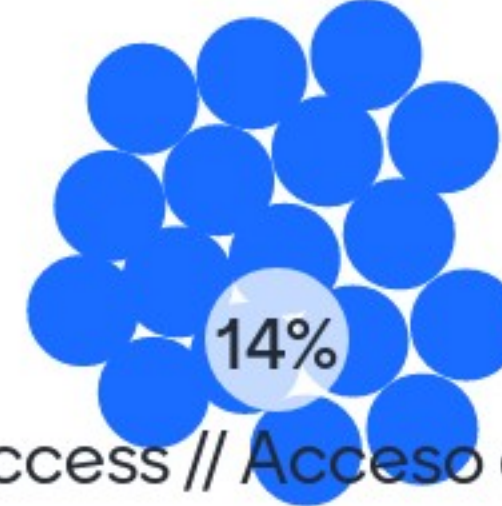
Agricultural Events / Education // Eventos Agrícolas/ Educación



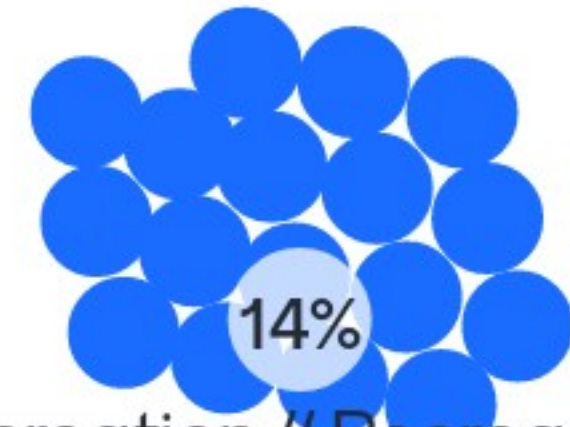
Public Safety // Seguridad Pública



Entertainment // Entretenimiento



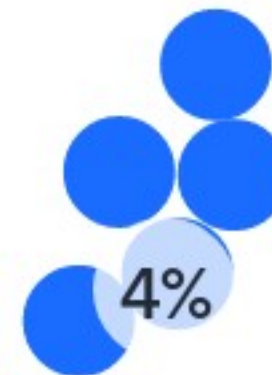
Community Access // Acceso a la comunidad



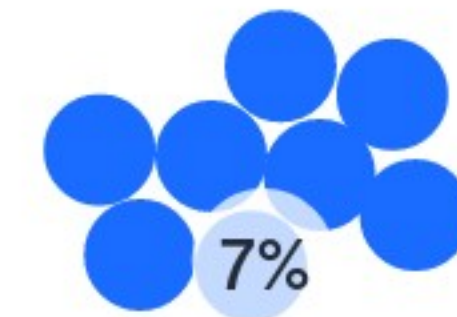
Recreation // Recreación



Historic Preservation // Preservación histórica



Climate Readiness // Actividades amigables con el clima



Diversity, Equity, and Inclusion // Diversidad, equidad e inclusión

What new or surprising information did you learn today?

That we have not invested very much into this great resource

too early to comment

How angry people are

Advocating for housing and wise use of land is certainly not as sexy as bringing a baby goat to advocate for the fairgrounds! But it's important.

nothing new from last meeting

Most of the people here do not want the Fairgrounds used for housing.

Value of fair to public so far

that the lease will be up in December 2023 and NOW there is a fire lite because of timing. The thing is I have been coming to these meetings prior to Covid. Now all of a sudden this is a hot issue. Save the fairgrounds, save the raceway,

Just the background of the Fairgrounds. The relationship between the city and the Fairgrounds

What new or surprising information did you learn today?

That there is an enormous amount of people (Petalumans) who want to save the fairgrounds for what it is!! A historical generational family event community center!

That there are some people that want to make this place go away - council members and people running for mayor. I want to keep the community together and enjoy each other

How poorly maintained facilities are!

that so many people are interested in coming and learning about the event!

How badly the fair board has neglected the property, and that the worst mitigation sites are on the old firehouse land.

How to make compost

Learned a lot about the general plan for the fairgrounds, things i don't agree with and things I do agree with. I would like to see the fairgrounds stay the way they are with more events happening

That there was not any lead in the soil at the racetrack.

The community support is huge for this property.

What new or surprising information did you learn today?

How many people want to keep the fairgrounds and speedway which i agree with

That the Panel is here and looking for public input. A lot of support from the community here - every nice to see

Hoping city listens to people

Nothing yet!

How many people are passionate about our community values.

Nothing yet

Most of the buildings need renovations due to poor conditions. If we want to preserve the site we need to renovate it so that it does not become a liability issue. Also if we continue using the space it becomes sustainable

Embrace History of this town.

How little contamination the racetrack has

What new or surprising information did you learn today?

How the city of Petaluma runs

Fairgrounds is a beloved sight for the community

Been very involved, haven't been surprised

Any question around noise and mitigation has to do with the speedway and a lot of people are confusing the fact that the speedway and fairgrounds are separate. you could have one without the other

not yet

That there may be an opportunity to extend the lease in the interim.

The diversity in opinions on the future of the site - seems polar opposites without middle ground

That people in the city of petaluma in our community support the Fairgrounds support keeping the Fairgrounds as is

Amount of use that the fair groundis currently used.

What new or surprising information did you learn today?

Did hear from the City attorney that we were under the gun for 2023, but I learned that an interim agreement may be passed.

How biased this process is on the side Of keeping the fairgrounds and speedway.

That the soil by the speed way is good enough to grow tomatoes!!!! That was a surprise.

The amount of people in favor of keeping our fair

Met a lot of interesting people and had thought provoking conversations.

Is there anything else you want to share related to the Fairgrounds?

no

Keep the fairgrounds Invest in improving Self substantially

There are things far more beneficial than money to a community

The save the fairgrounds rhetoric implies that nothing should change. But we are in a time of global warming and urbanization and change is needed to accommodate housing demand and provide the density needed for public transit.

Not a fan of the healthy democracy program. they are outside of our community and it was a waste of money

I think the property should generate money for the city.

No thank you

The agricultural aspect must be part of the plan. It is an important part of the history of Petaluma.

LEAVE IT ALONE. UPGRADE FACILITIES. SAVE THE RACEWAY!

Is there anything else you want to share related to the Fairgrounds?

Petaluma needs to retain the Speedway. It is something that gives Petaluma its charm and it brings people to Petaluma. Without it I would spend my money somewhere else on Saturday nights

City needs to acknowledge that the racetrack has been in Petaluma longer than most people have been alive. A lot of pushback to the racetrack are people that are new to the city

If it weren't for the racetrack I would rarely leave my house. The community around the racetrack is really important to me - good people looking out for each other.

Please save our fairgrounds for our families and future generations!

I love the Fairgrounds and the speedway and it should always be here for everyone to enjoy

Time for some new ideas that still honor the history of this town

The fairgrounds are important to Petaluma's past and future. Mixed uses should be considered to enhance the site's value, provide equitable facilities, and reinforce Petaluma's heritage and forward thinking.

I hope that the property can be reconfigured to better serve the needs of all Petaluma, and not just be the subsidy for fair board crony businesses and the nuisance it is now.

No

Is there anything else you want to share related to the Fairgrounds?

The community needs to be listened too. We feel unheard.

Save the raceway!

We need open space and the freedom to safely access it!
We also need the racetrack and the fair to provide family fun. We will never get this open space back if we give it away. Plant lots of trees, provide a peaceful gathering space for community.

Events that are bringing a lot of the local people together would not be possible without the fairgrounds. We need a new era for the site - honoring the past

Evacuation center is very important to keep especially as the years go by

Preserve the use of the fairgrounds property with increased frequency of fairs. Support/ Improve Emergency and evacuation readiness and capacity. Preserve the Petaluma Speedway as is and embrace the history of its importance for many generations.

Keep the fairgrounds No more housing Don't change it

Totally against any development

Nope

Is there anything else you want to share related to the Fairgrounds?

Keep the fairgrounds - but enhance and utilize the space there.

Would like to see the library better connected, playground area seems underused - really enjoy the BLM mural and the activity around the area

I hope to see the site maintained, i don't want to see any housing on the site

Please keep the grounds for community enjoyment

Hearing more about the Panel I really appreciated. Save the Fairgrounds and community!

Listen to the citizens and keep the fairgrounds

Family reunions, petting zoo for a couple dollars, they could come after the pool. Picnic areas, man made water fountain, splash park,

I would like to see it stay an open space - don't want to see a city center moved here. Want to improve what we have.

We also attend on the circus on the fairgrounds!

Is there anything else you want to share related to the Fairgrounds?

Please consider whats best for climate change and our public health.

I think the city is doing an excellent job getting input as to what to do with the site.

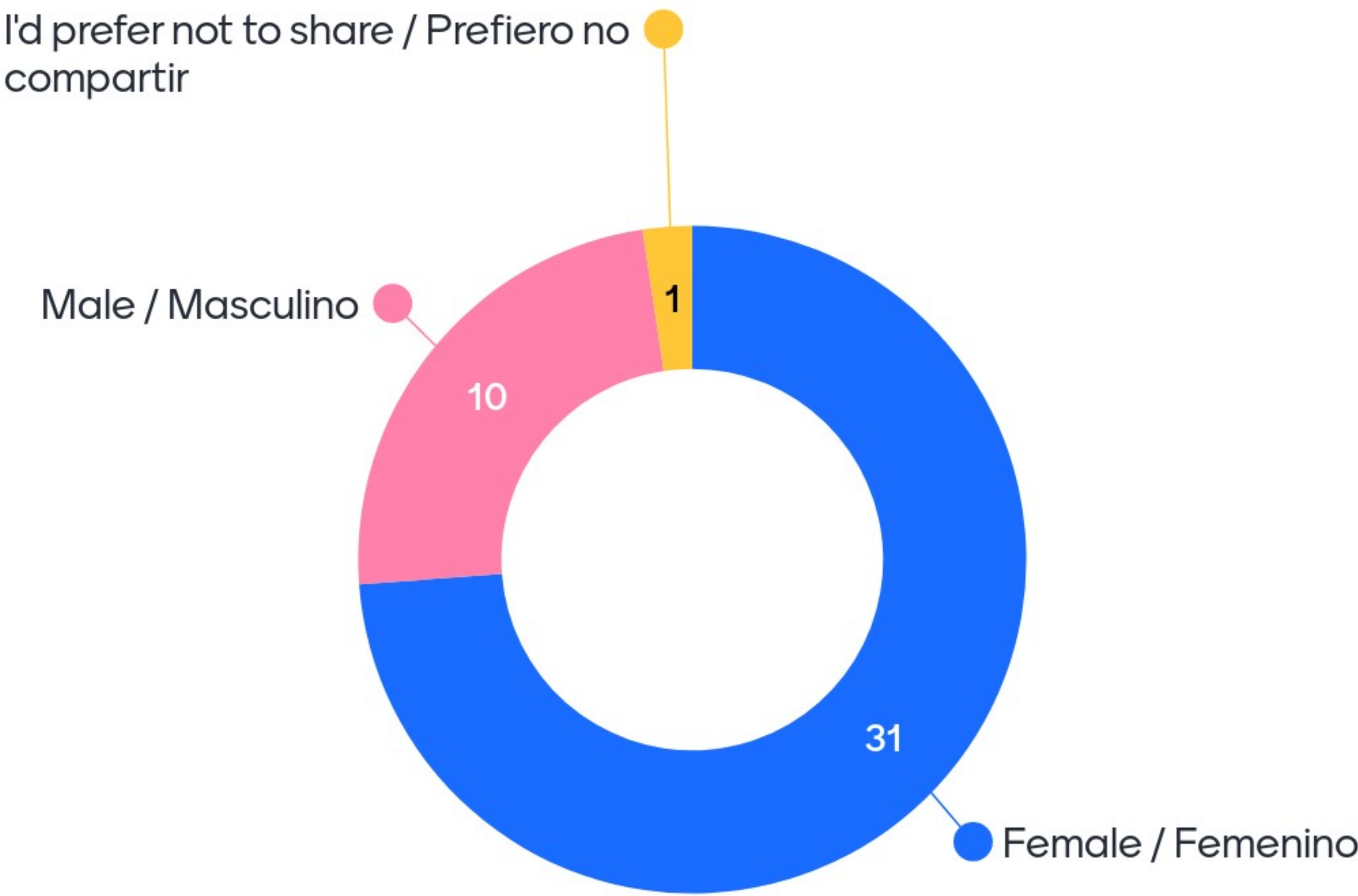
Having that speedway for the next 50 years will prevent so many other activities for 30 Saturday nights/year in Petaluma. You can hear the sound up in Penngrove. It just impact the rest of society too much.

Thanks for having a committee to save the fairgrounds. Good to have public committees for this and other large projects in our beautiful historic town.

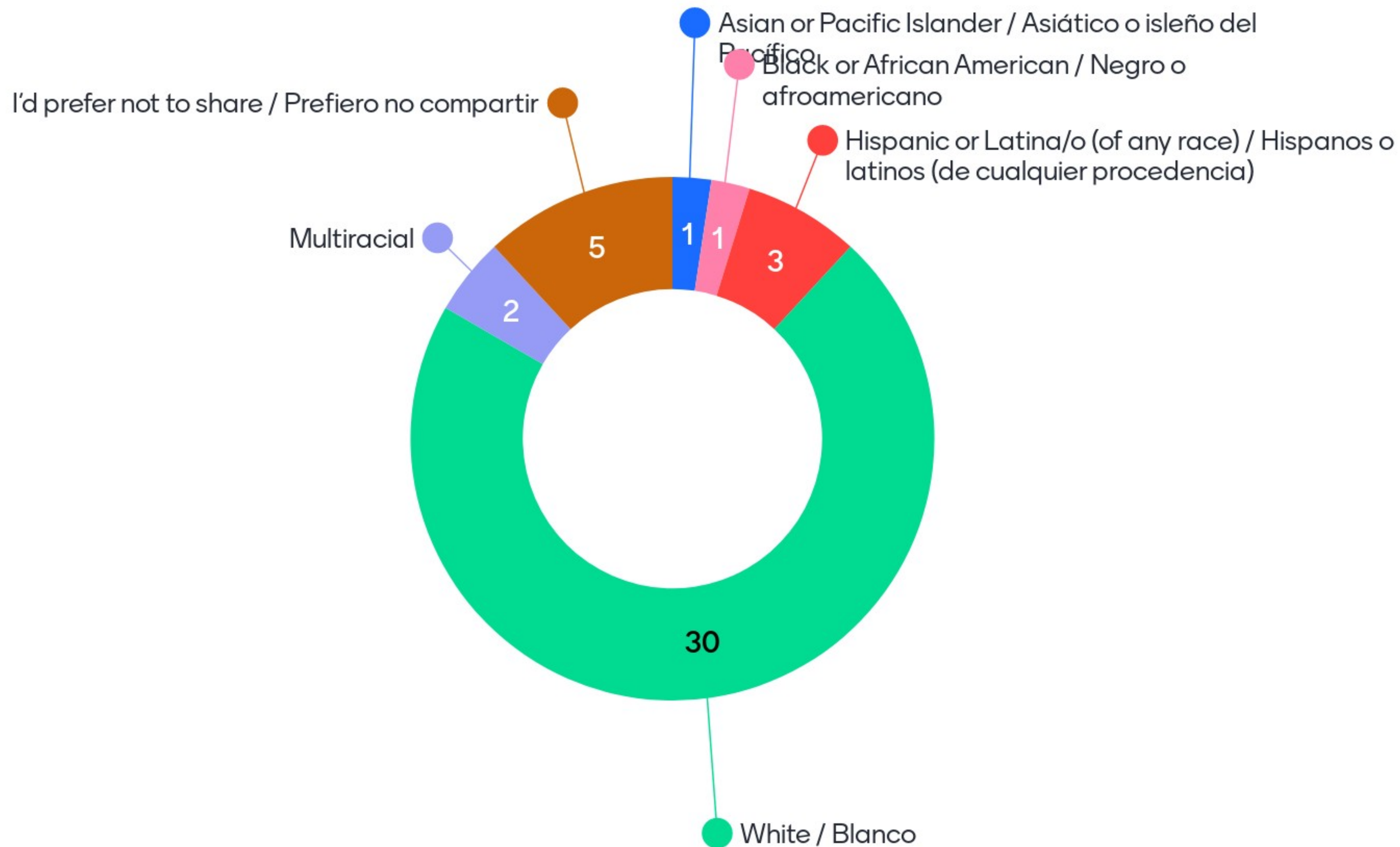
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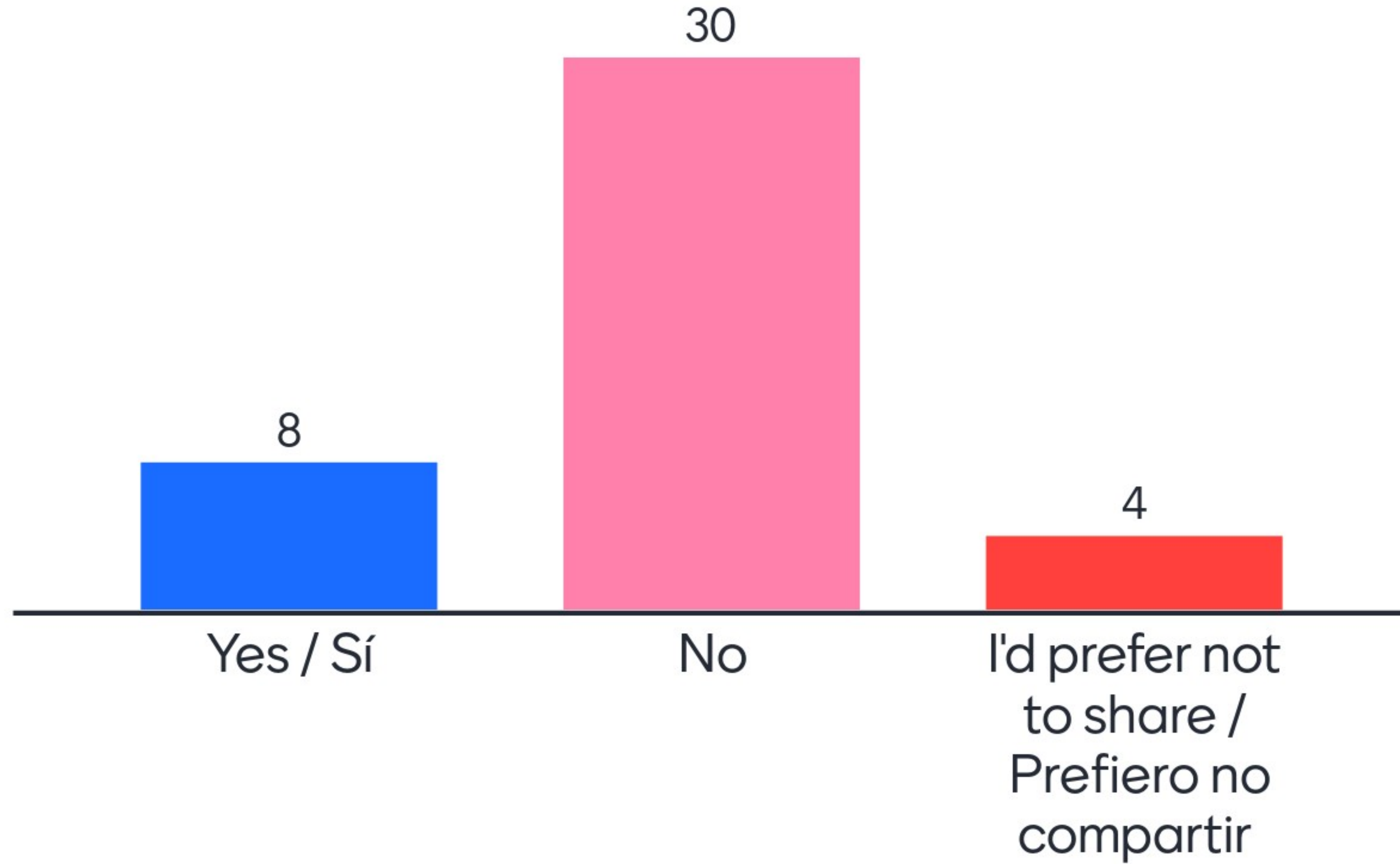
Would you mind sharing what gender you identify with?



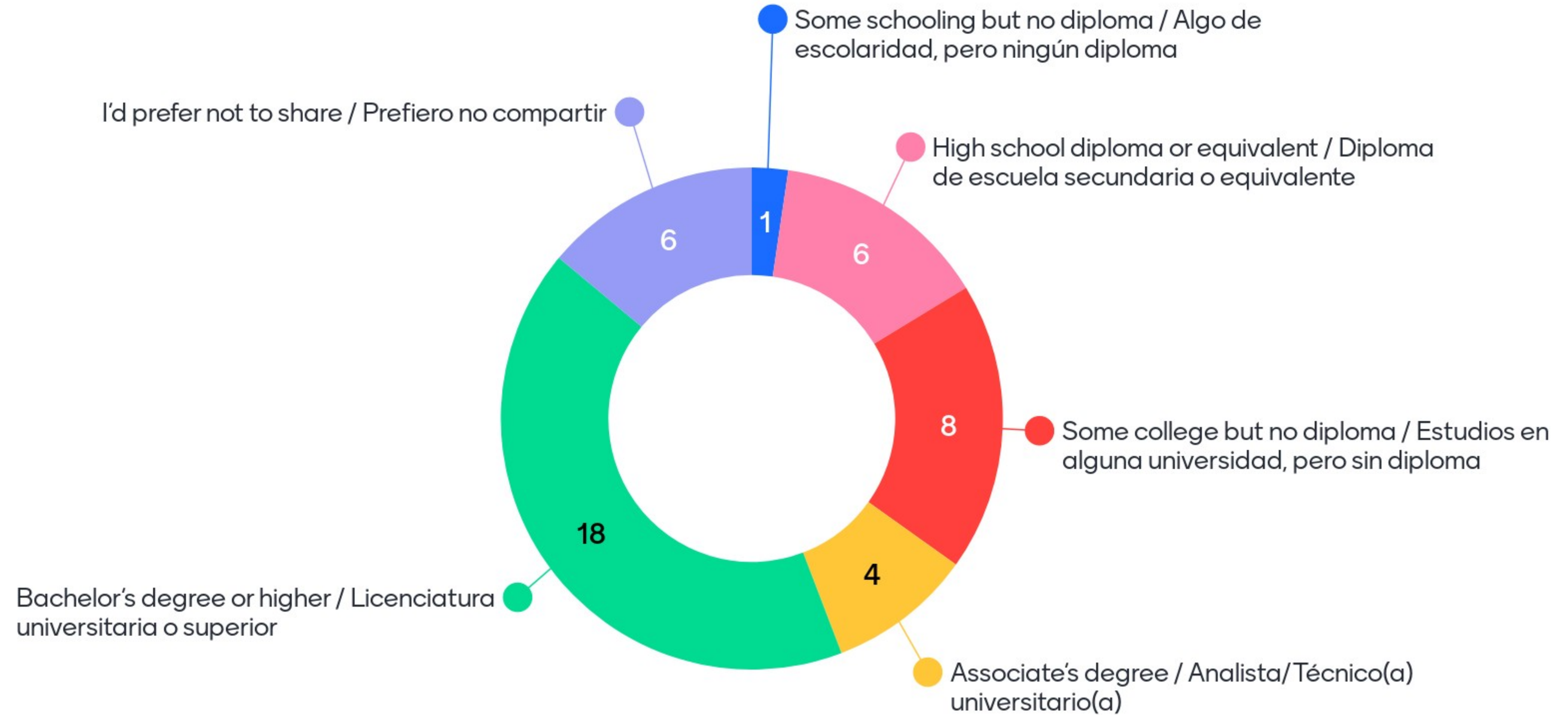
Which of the following best describes how you primarily identify?



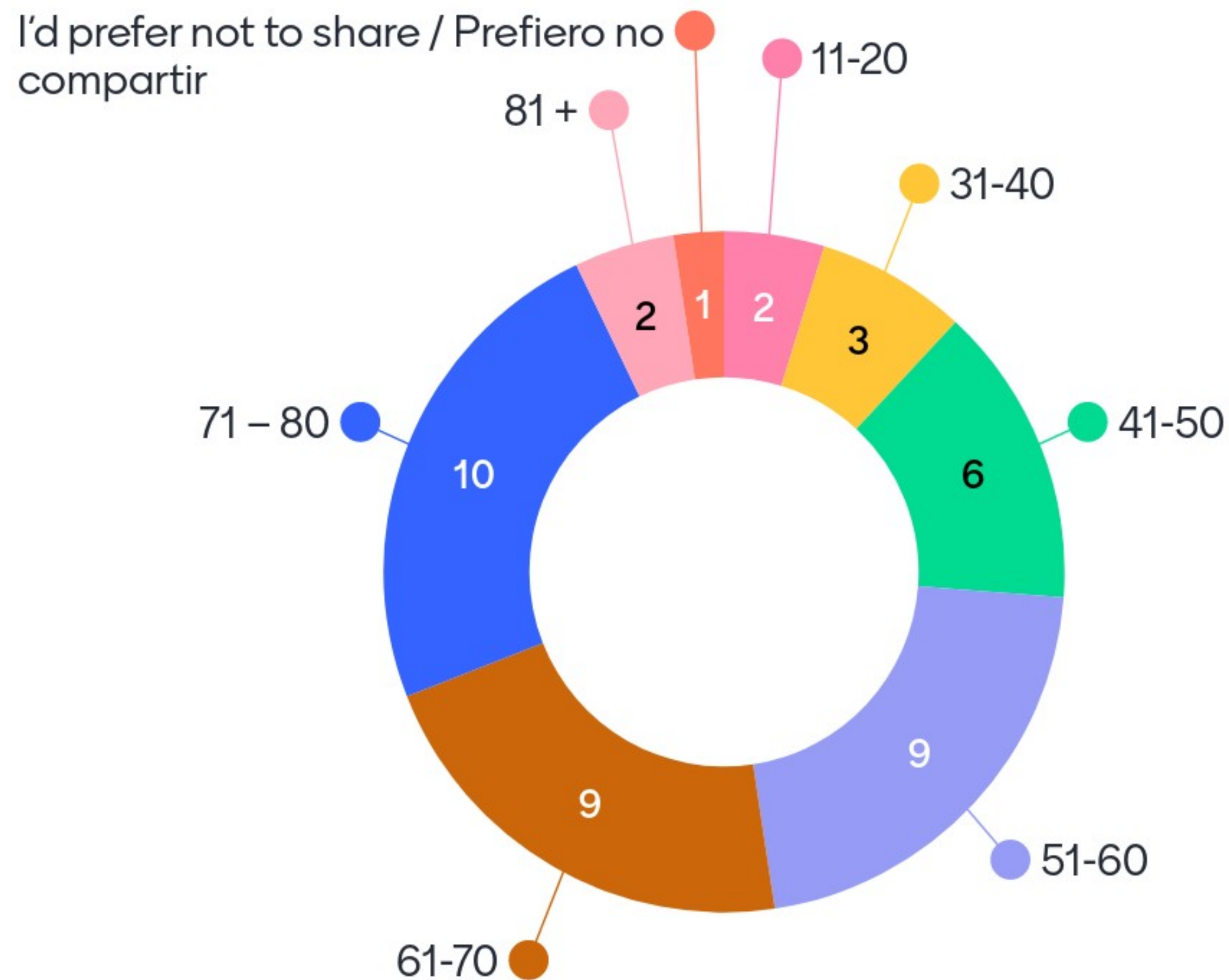
Do you experience a disability?



Would you mind sharing your highest education level attained?



Lastly, how many years young are you? Please select the range that includes your current age.



Thank you!! // ¡Gracias!

Exhibit B

Full Open Response
Comment Cards

Comment Cards Received at the Fairgrounds Community Workshop

September 10, 2022

- I am here in support of Petaluma Speedway. This is more than just a hobby for most of us it is our life. I grew up going to the races and plan on doing the same with my children. It gives kids a dream, and one they can accomplish like I have. I would like to carry on family tradition as it is one of the most important places to us. Keep the last thing in Petaluma that makes Petaluma!
- The Petaluma Fair ground has been a safe place for me and my family to have fun for many generations. The speedway specifically have been the highlight of our every weekend for as long as I can remember. Please don't take away the only thing that brings us joy and connects us to our family that has passed.
- Keep our speedway. Keep our evac center. Keep our Ag!!
- Keep the Fairgrounds
- And again I say no housing of any kind except for farm animals!
- Please do not take over the fairgrounds then sell land to developers. All we need is more congestion, more stress on electric grids, more water usage.
- Possible Uses: Park, community center, emergency shelter, fair including ag, facilities to enable fundraising for many independent groups
- I am in favor of keeping the fairgrounds! No more hotels! No more housing! No more apartments! ~ Keep Petaluma simple ~
- Please give the Fairground Board 4DAA a new lease so they can upgrade what needs to be done. Keep the raceway.
- Moving fire/police/gov. To FG is a MUST. Hi-tech food production such as vertical food forests. Theatre (cinnabar). Green Center equivalent.
- i the idea of Petaluma partnering with the fairgrounds while keeping the lease in place. the last thing I went to see our the fairgrounds being sold to a private party and then developed into housing units or business offices slash structures. I'm very concerned about water power shortages and all other infrastructure concerns associated with development and growth. furthermore i would not vote for a bond to increase property taxes in order for the city of petaluma to be able to afford the maintenance with the fairgrounds property. a partnership with the nonprofit allowing the city of petaluma to hold events on the property i believe would be a good idea.
- This unique opportunity for the city to create a state-of-the-art Event Center to attract visitors and residents. Petaluma must let go of its legacy of old cars close the Speedway and become the town it aspires to be dash welcoming, sophisticated, inclusive, and progressive no more noise and polluting Raceway!
- In more community events: Car shows, Easter egg hunts, Christmas fair, outside evening movies in summer, fun and safe activities for teenagers (dances, light sports competitions), educational events for young children, concerts, exhibits, education/entertainment for Native Americans - indigenous people -our history. A place for FFA to meet and gather. Senior exercise park area for aging community

- The fairgrounds and all the events we are accustomed to give Petaluma part of its “small town” appeal which is so critical these days. I would like the city to keep as much of this as possible while also addressing other needs such as housing. **Noise from the Raceway does not bother me**
- My family moved to Petaluma 20 years ago. We have raised our kids here and love this town. My son loves going to play paintball at the fairgrounds a few Sundays a month. my daughter looks forward to the fair every year and would go every day if we allow it. When the fires hit our county I am proud to bring stuff down to help and that I know the animals have a place to go. Don't be shorted and sell this land. Keep it for our grandkids!
- Provide a single page/take away with all the QR codes from the event
- Seeing as the lease can have modifications made to it before renewing it officially (updating the terms), I believe the best method of paying for the necessary updates and fixes that the fairgrounds needs is by requiring the people the city is leasing to must pay for those fixes. The city itself does not have enough money to do so, meaning it would likely have to sell some of the land to developers, which would put yet more strain on our already ailing electric and water systems. It's either this, or issuing a bond/taxes (or both), if the city does not renew the lease to some capacity, and neither option is very attractive to most people.
- I've lived in Petaluma for over 50 years. The fairgrounds is an important part of this town. My family has enjoyed many functions at the fairgrounds. I hope that this open area is kept as it is. Already have too much building of apartments (overbuilding in my opinion). We are in a drought in PG&E crisis as it is.
- Please the fairgrounds as they are (race track and festivals) This is what keeps Petaluma as a small town flavor. please don't take away the charm it brings to our fine city. it's not always about the mighty dollar.
- I am for the fairgrounds and racetrack as long as no more housing goes in. Upgrading the fairgrounds will cost a great deal but we need to find a way.
- The fairgrounds are a Family Activity Center. I have been to a number of events here over the past 35 years, I live in town. Both of my kids went to preschool here. My daughter has been to Quinceaneras, our family has come to an end-of-life memorial. My daughter-in-law was in 4-H and showed sheep here. My son has been in a number of car shows. I have been in a carshow sponsored by the fair. We have come to the circus a number of times. My wife has shown our dog at AKC dog shows. I have come to the car swap meet! My daughter and daughter-in-law both taught swimming lessons at the pool. A family member had her wedding here. My wife has come to Christmas craft fairs. I have bought stuff at the Auction House. We have used the park and ride a number of times to the SFO airport. We park in the lot to support the Petaluma Sea Scouts, their only fundraiser! And yes, we have gone to the dirt track races. This is just a few of the events we have done. This needs to stay a multi-use facility.
- My concern is all of our children family events, play places are being lost, removed, replaced. Housing is important but encouraging outdoor activities, appreciation for our land and nurturing our animals is crucial. We need to PRESERVE, TEACH our children/family respect. Preserve Petaluma Speedway Encourage 4H
- When we were running a program to help kids who'd been through the COTS shelters participate in 4H, we proposed a family outing to the fair. Multiple parents said they couldn't go:

they were meth addicts in recovery and the fair was “their people” and a risk of relapse. Also the fair board should be responsible for the buildings and is horribly negligent.

- I would like to see more use of this space. If the Raceway was improved (grandstands) it could be a place for concerts, maybe a rodeo, go karts for kids. The buildings could be used by AG businesses for education, 4H. I also would like Petaluma to oversee more of what happens here - get rid of outside companies that are not advocating for the peoples benefit like the planning board for \$200,000 a year.
- Me gustaria conservar el espacio como esta y encontrar la manera de dar el mantenimineto necesario a los edificios. Es importante que la ciudad tenga espacios para eventos al aire libre.
 - I would like to preserve the space as it is and find a way to give the necessary maintenance to the buildings. It is important that the city has spaces for outdoor events.
- I think we should tap into retired construction worker to fix some buildings up. If they have the material they could do the labor.
- It is important to keep our fairgrounds accessible to our community. It is needed for a gathering space for so many things - social, car meats, fairs, dog kennel gatherings, and a big one - a safe place in terms of disaster. It is a precious resource for so many things. Keep it for our community.
- Fairgrounds haven't been open for most of the 2 1/2 years I've been here. Is there an opportunity to have it be more open for the other 350 days of the year?
- Services are very important! Keep them on the site!
- The fairgrounds acts as a bridge between East and West Petaluma. Enhance it to attract people to the area.
- Entertainment, historic preservation, agriculture. Keep the fairgrounds in beautify the space!
- Keep our Speedway!!
- It seems possible to preserve the fair and speedway, and maintain use as evacuation and agricultural center AND create an upgraded event space that generates a profitable income.
- Safe place in emergencies. Fair / 4 H. Save our Speedway!!
- 80% of the speedway race cars used biofuels "methanol"
- Keep the speedway! Only outdoor family friendly events in so. co. 24 days out of 365!
- Go green give this site an industrial grid. The speedway brings people from all over the world. Electric racing innovation? Multi-purpose Speedway. Solar electric powered super space. Multi-use cattle livestock areas – transform.
- Hotels have sales experts in renting meeting rooms to conventions \$. We only need someone who knows how to do this and is good at what they do. If you sell the property, five years from now the money will be spent and we will have lost our fairgrounds.
- Noise abatement and electric car speedway?
- I want to keep the fairgrounds as an evacuation center/safe space! 4H/FFA education for kids
- Save the Fairgrounds Please! Its generational history in the making and for the future generations
- Event and music center
- Affordable housing, city headquarters, fairgrounds on smaller footprint
- Raceway = pollution, noise, GHGs, Traffic

- 3 things the fairgrounds can become – 1. Bigger School 2. Refugee Center 3. Community Halls in better condition
- Please keep the Fairgrounds – add if possible fire department, police department for emergencies
- Petaluma Fairgrounds is a place for fun and gathering
- Mediation Center
- Petaluma gun buy back, dog walk/run, frisbee contest
- City headquarters, council, food growing
- The Fairgrounds is part of Petaluma's history, save it!
- Save the Fairgrounds and the speedway! Petaluma speedway has been home to our family for multiple generations
- Don't pave it over. Once it's paved, it won't return to "open space"
- Don't let the developers win! No more builds!
- The racetrack and Fairgrounds are the heart of Petaluma! Some improvements are needed but keep the racetrack!
- Save the Fairgrounds. 37 years I have been in Petaluma and still love it
- Safe Haven, Evacuation Center, Concerts, Educational Events
- Keep the Speedway! Keep Petaluma unique! Keep our history!
- Petaluma Fairgrounds is integral to the spirit of the community. Save it!
- Clydesdales, petting zoo, concerts
- Racing is a family event for all!
- Save the fairgrounds and the raceway!
- Community resource center
- Bring more community events – thank you :)
- Make the parking lot walkable so those who live in Midtown can have a nice experience walking to the pool or the shops near Target. Farmer's Market should be closer to the neighborhood as well for walking, not at the far edge of the parking lot.
- The car races need to go and do not serve the local community; other kinds of events would serve the community; our precious city space is being wasted right now; we want city control of the space!
- Reduce traffic congestion at Kenilworth DR and Johnson ST by connecting south 101 entry lanes at E. Washington interchange directly to fairgrounds through back of Kenilworth shopping mall. Also have a direct exit on south 101 for convenience.
- Take the lease back from the fair board and do a master plan for the whole site. Build an event center/community center/hotel partnership with city owning the land . Get rid of the races as they are a blight on the city and cause gross pollution.
- Over the summer months there were a lot of noisy events with the noise being heard all the way out at the airport. Events shouldn't be loud enough that residents need to stay in their houses with windows closed in order to have some level of peace.

- I would like to see many trees planted. Petaluma has cut down so many trees since I moved here 23 years ago, it makes my head spin.
- The fairgrounds is a multi generational tradition for the citizens of Petaluma & surrounding areas. The economic impact driven by people from out of Petaluma during large events, races, Fair etc should not be ignored. They gas, eat, & support city
- The racetrack should be removed. It's incompatible with the neighborhood. At the very least the city should not allow the noise to continue so late. It keeps up little children past 10. How is that legal? Races can be done during the daytime.
- Given the growing Petaluma population, is this still the best location for the fairgrounds. The speedway noise is a nuisance to all who live in downtown. The big box target development nearby was a mistake. Petaluma needs an in house planning dept.
- We live within one mile of the fairgrounds. The noise from Fri,Sat,Sun activities are TOO MUCH. We have to move inside to avoid the noise from the concerts and the races. NOISE ABATEMENT is a BIG issue for us.
- I don't want to lose what we have. If the space could be improved to include more events/activities/people, that would be great. But I wouldn't want to lose access to what we've had access to for the last 50 years.

Exhibit 4

Full Virtual Workshop Survey Responses

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

Ride bikes, go on runs, have picnics. I'd love to see also see a space for an open air theater similar to the MUNY in St. Louis.

Walking paths, a park and children's area, community garden

See several acres of affordable housing distributed around the site; a permanent farmer's market; a food truck court; city hall and public safety building; several acres of park/emergency event staging; NO RACETRACK!

covered, multipurpose space that could be used for year-round farmer's market, community events, local craft fairs... Safe streets for cyclists and pedestrians so less parking is needed---a space for people, not cars.

Better service our community with a Community Events Center to serve business, performing arts & theatre functions. With 58 Counties and California's 39M, 3 Sonoma County Fairs for our 486K is no longer relevant & Petaluma fairgrounds are blighted.

Farmers market, art fairs, craft fairs, community programs.

Walk through open space; walk my dog; have a BBQ; meet friends for a picnic; have civic meetings; go to classes on things like art and ecology

I would like fairgrounds to have an exit on highway 101 South through Kenilworth shopping mall for easy access.

I feel this large parcel of land is wasted at this point. I am 23 year resident of Petaluma. I love this town and its people. Once have I gone to the fair; never to the circus. The car races are so annoying and noisy; I'd like these stopped.

If the Fairgrounds became a community space that was accessible year-round, what would you want to do there?

It is a community space that is accessible year round, with parameters in place to ensure user safety

Walk and play at a park/playground. A large play structure like at Howarth Park in Santa Rosa.

The fairground needs an overall pedestrian friendly master plan. A connection to the train station and downtown Petaluma. The sea of asphalt is uninviting and harsh. Washington should be the boulevard that connects people to this space. Big picture!

When last tasked with this question of what to do with the fairgrounds, My late friend Bob Ausiello, a huge Giants fan, wished we had explored the potential to host a minor league baseball team. Has anyone explored this option?

Same or similar family-gathering type events, open to the public with low/no fees so that all can attend/have fun/learn: County Fair, makerspace, car racing, animal shows, trick-or-treating, rides, fundraisers,...?

See live performances in a theater setting with a stage large enough for ballet.

When thinking about the Fairgrounds future, what factors are most important to you?
Please select your top three.



Neighborhood Impacts // Impactos en el vecindario



Agricultural Events / Education // Eventos Agrícolas/ Educación



Public Safety // Seguridad Pública



Entertainment // Entretenimiento



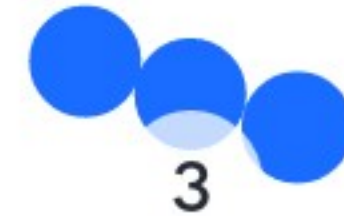
Community Access // Acceso a la comunidad



Recreation // Recreación



Historic Preservation // Preservación histórica



Climate Readiness // Actividades amigables con el clima



Diversity, Equity, and Inclusion // Diversidad, equidad e inclusión

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I don't live in that neighborhood, but would be beneficial to generally honor neighbors nearby by keeping events, including the raceway, to reasonable noise limits.

Over the summer months there were a lot of noisy events with the noise being heard all the way out at the airport. Events shouldn't be loud enough that residents need to stay in their houses with windows closed in order to have some level of peace.

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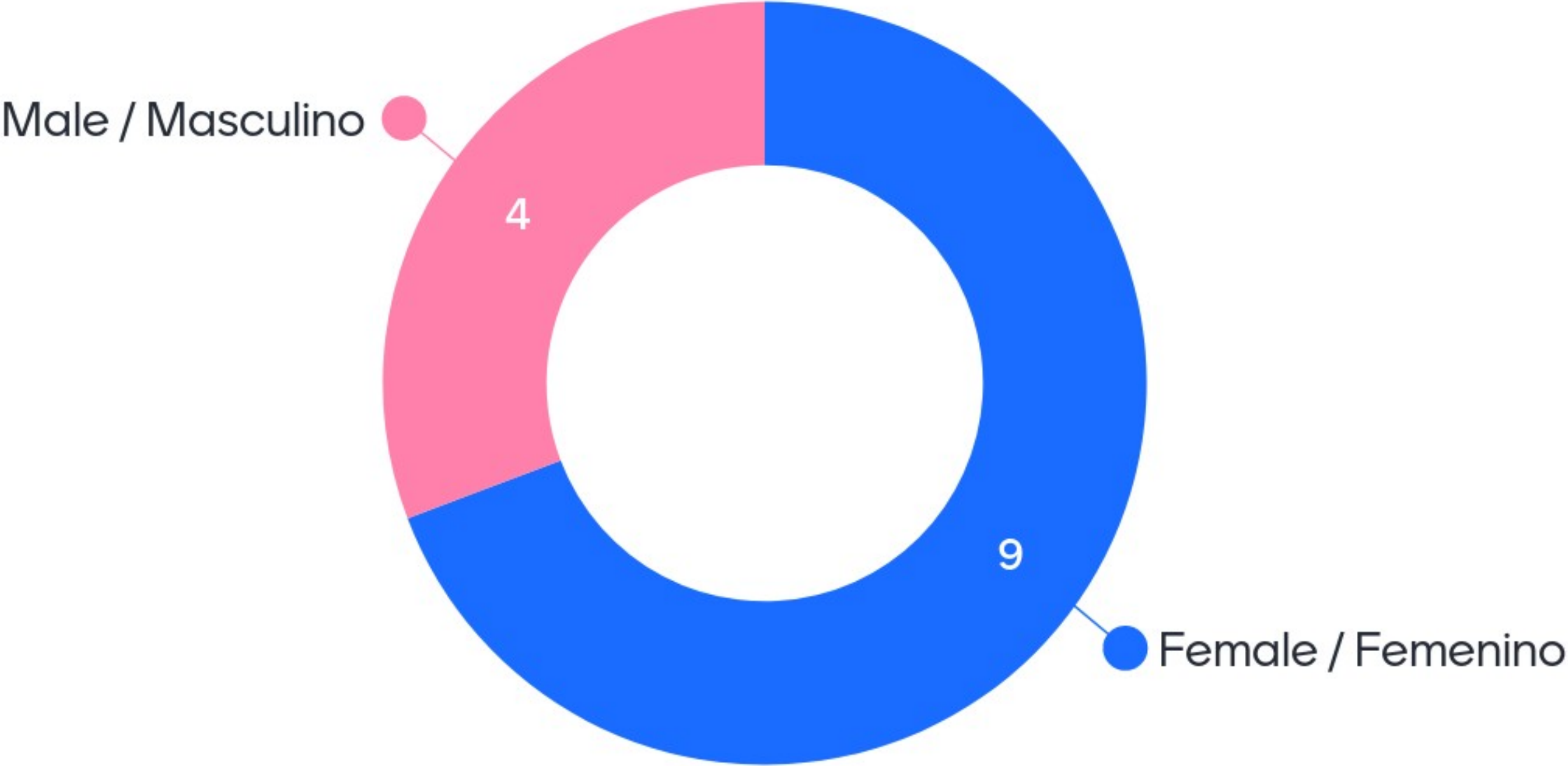
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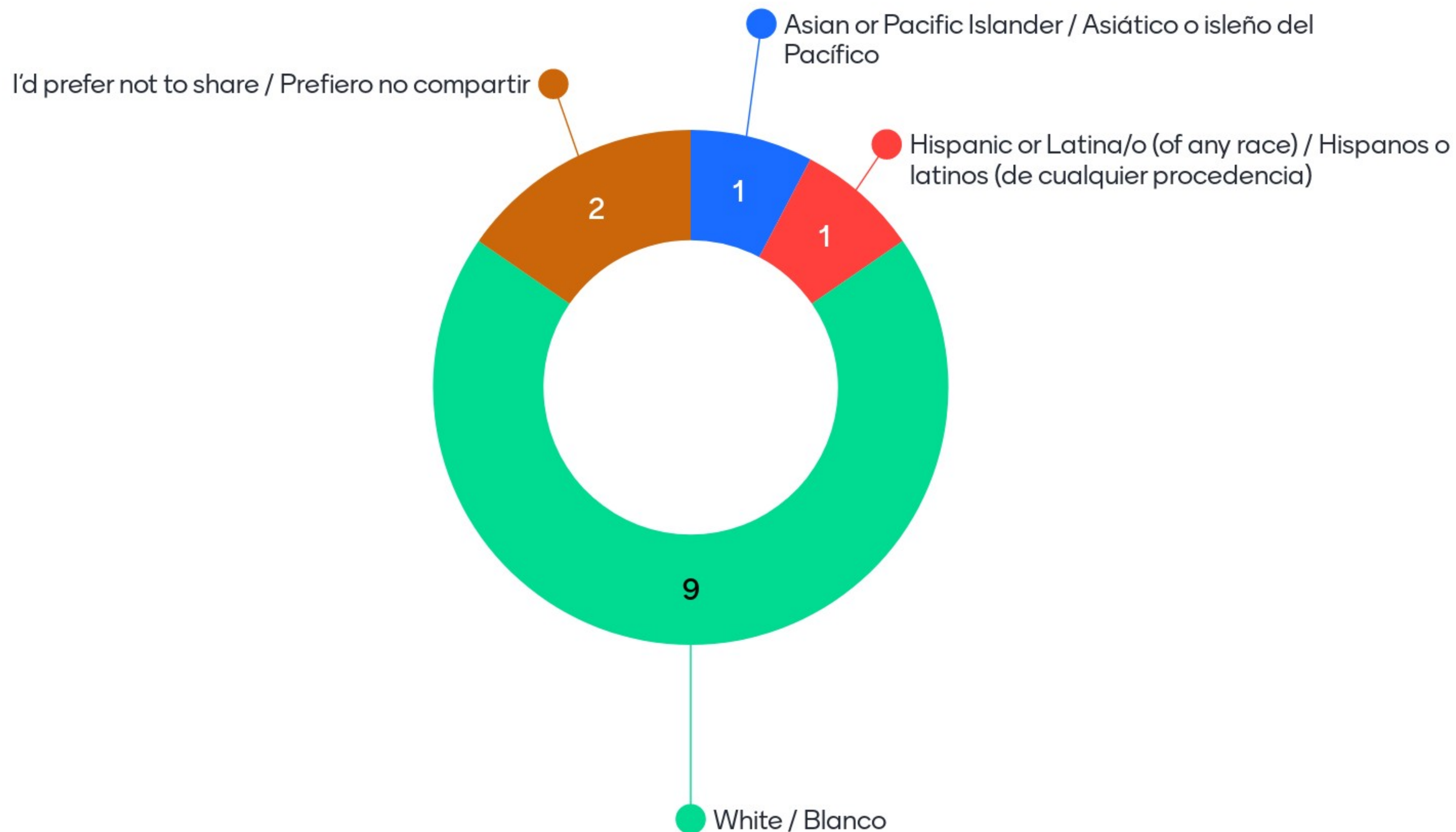
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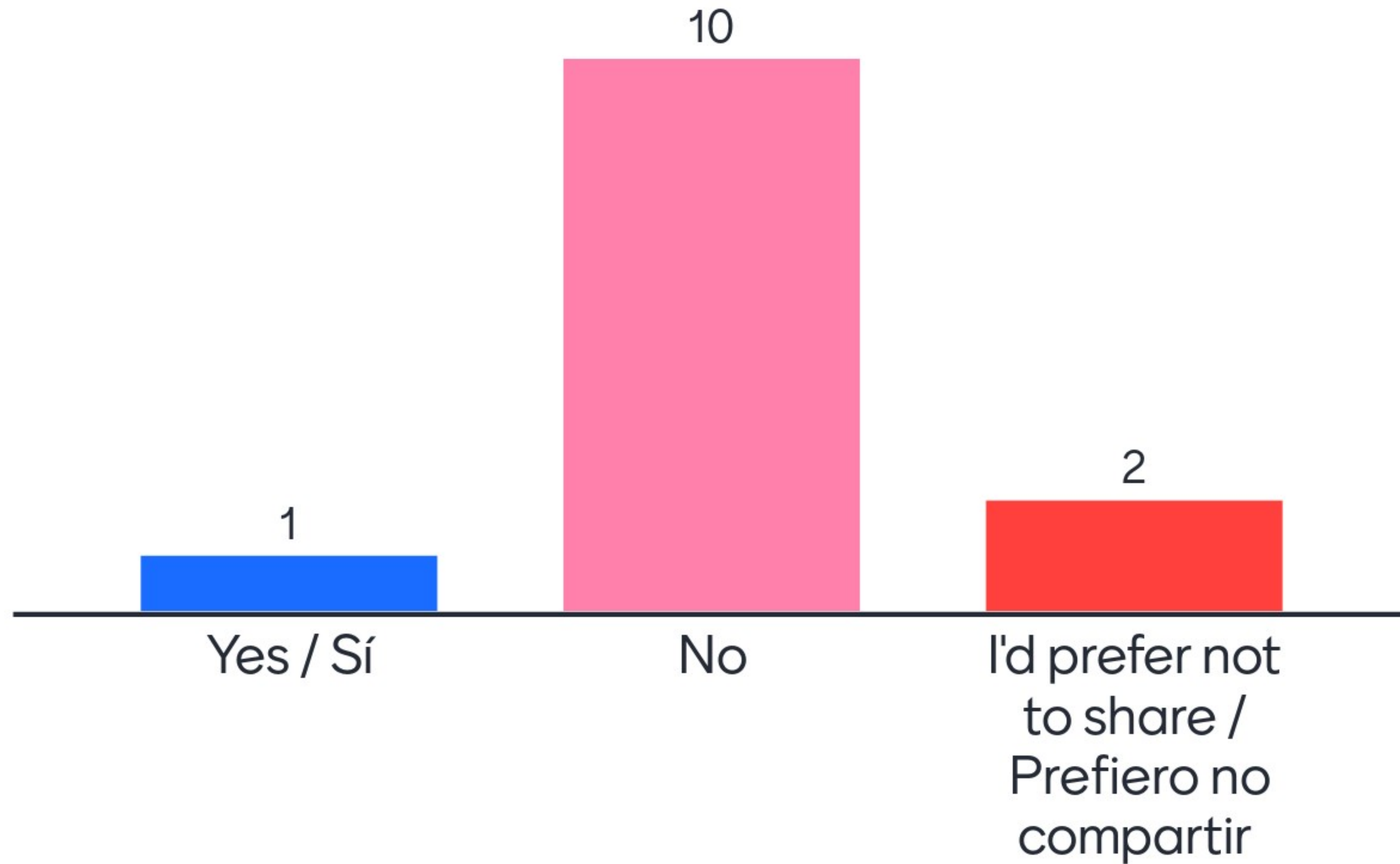
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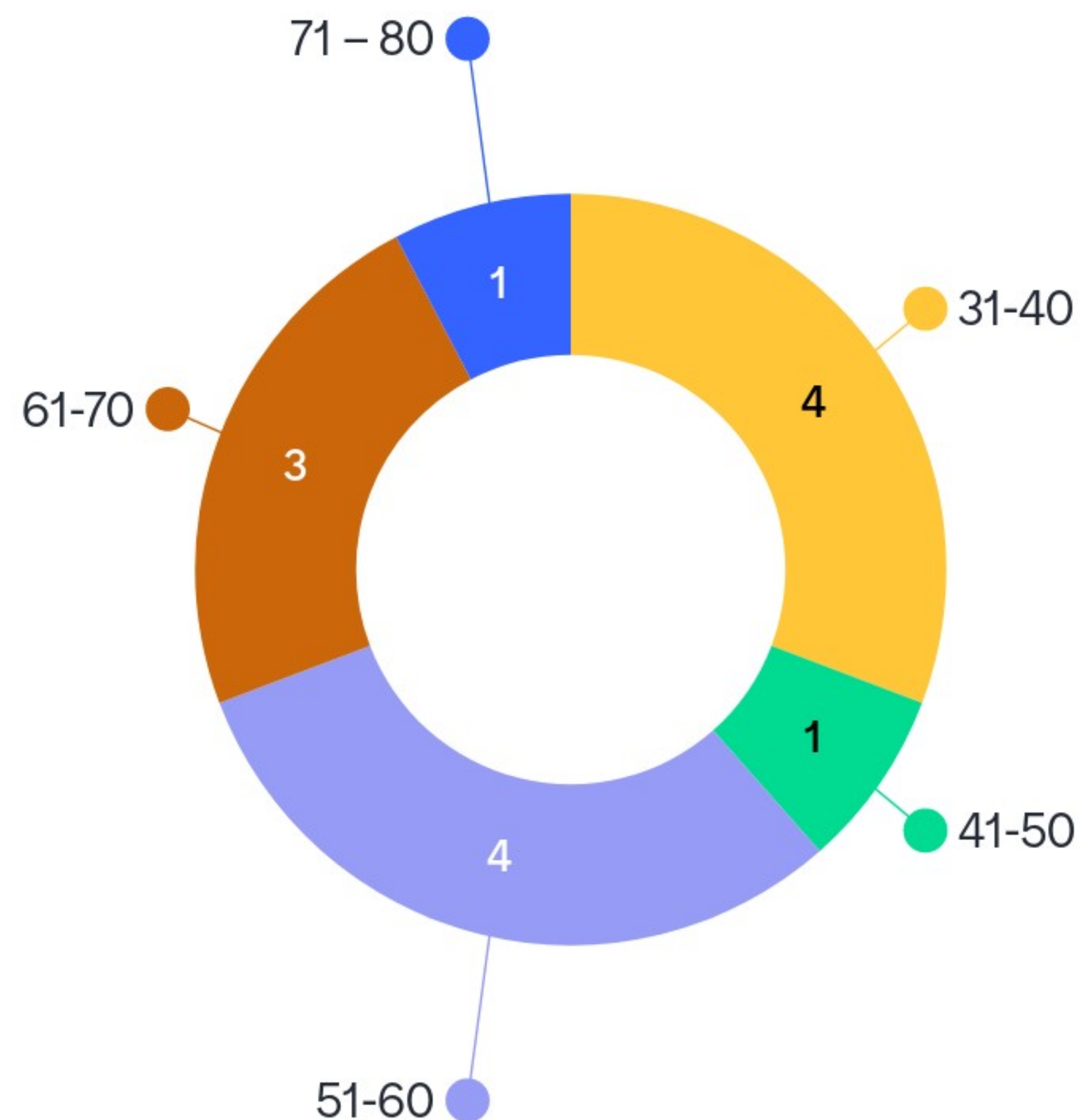
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