

Overview of Lottery Selected Panel Process Facilitated by Healthy Democracy

The 36-member panel was selected randomly from mail in applications. The panel was seated to represent the following demographic categories:

Age	Educational Attainment
Gender	Renter/Homeowner Status
Race & Ethnicity	Experience of a Disability
Location of Residence	

The Panel was also set up to overrepresent Petaluma in several categories to increase equitable participation for categories of residents that have historically participated the least in City discussions. Exhibit 1 provides a full demographic summary of the panel make up at the beginning of the process and as it changed overtime because of cancelations and substitutions.

While the nonprofit Healthy Democracy, hired to facilitate the Panel, played a large role in hosting and facilitating the meetings, they specifically did not create content delivered to the panel. That role was given to a committee, the “Informational Advisory Committee (IAC),” that represented stakeholder groups that came together to identify the speakers and documentation that would be presented to the Panel. The Panel also sought additional information during their discussions to round out their information gathering phase. Exhibit 2 includes the Roster for the IAC and Exhibit 3 includes the agendas for each of the panel meetings.

The Panel presented its findings at a City Council Workshop on July 11, 2022. The findings came in the form of three reports: Guiding Principles (Exhibit 5), Pathways (Exhibit 6), and Final Report (Exhibit 7). The Panel also prepared a User Guide (Exhibit 4) to help the City Council and the community have a better understanding of how the group moved from the first report, “Guiding Principles”, to the second report, “Pathways”, to the third report, “Final Report.”

The panel spent several weeks gathering information before engaging in small group discussions that led to the first “Guiding Principles (Exhibit 5).” That report identifies 28 guiding principles in order of Average Score as assigned by voting during the sessions.

After completing its first report, the Panel learned and discussed options for site uses that they called “Site Options,” which are presented in the second report titled “Pathways” (Exhibit 6). The report presents 37 Pathways organized by Average Score as assigned by a voting exercise during the sessions. As explained in the User Guide (Exhibit 4), this list represents all the possible options identified by several different groups. There was not an attempt to remove similar, contradictory, or duplicate options.

The Third Report, “Final Recommendations,” consists of two parts – a list of key points of agreement and a presentation of three possible visions for the property. Each Vision brings together all the previous work and articulates an overarching vision for the property.

The Final Recommendations report presents 5 Key Agreements:

- | | |
|--------------------------------------|----------------------------------|
| 1. Agriculture | 4. Year-Round Farmers Market |
| 2. Keep the Sonoma Marin Annual Fair | 5. Eco-Friendly Noise Mitigation |
| 3. Evac Center | |

The Final Recommendations report presents 3 possible visions:

1. A welcoming public space that adapts to fit the needs of the diverse & changing community. A space for events that showcases nature & agriculture while being climate positive & removing greenhouse gas emissions.
2. We envision a safe, green open space that includes activities that can be enjoyed by the greater community; a place for the annual fair, as well as agricultural education, and to remain a center for evacuation services.
3. Our vision is to preserve the current acreage of the fairgrounds property by renewing a modified lease with the 4DAA. The history and heritage of our community should be honored while also improving the property to meet current and future needs. Infrastructure and buildings shall be renovated or replaced with an emphasis on renewable energy and eco-friendly practices and landscaping.

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

Exhibits

1. Panel Demographic Summary
2. IAC Roster
3. Panel – Public Agendas
4. Panel Reports User Guide
5. Panel Report 1 - Guiding Principles
6. Panel Report 2 - Pathways
7. Panel Report 3 – Final Report












Exhibit 1

Panel Demographic Summary

2022 Petaluma Fairgrounds Advisory Panel Process DEMOGRAPHICS

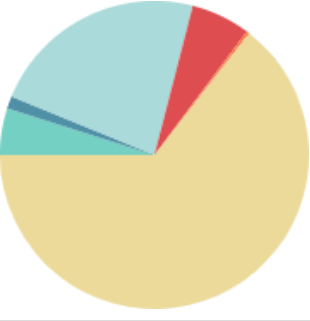
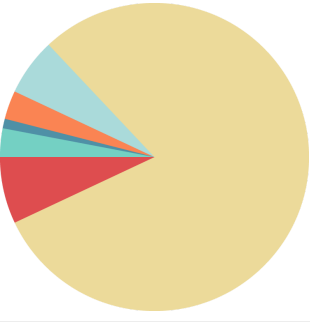
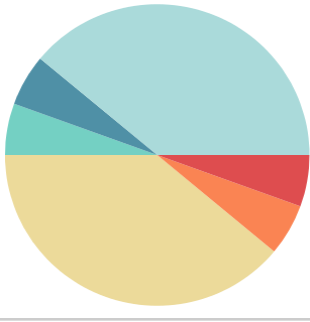
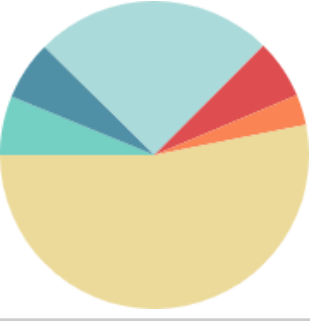
Updated July 5th, 2022













AGE RANGE		Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
	16–24	12.1%	1.2%	8%	9.3%
	25–34	15.4%	8.2%	13.9%	12.5%
	35–44	15.7%	14.5%	16.7%	12.5%
	45–54	16.4%	13.6%	13.9%	15.6%
	55–64	18.3%	22.7%	19.4%	21.9%
	65–74	13.4%	24.2%	16.7%	18.8%
	75+	8.7%	15.5%	11.1%	9.3%
					

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

Petaluma Fairgrounds Advisory Panel 2022 - DEMOGRAPHIC


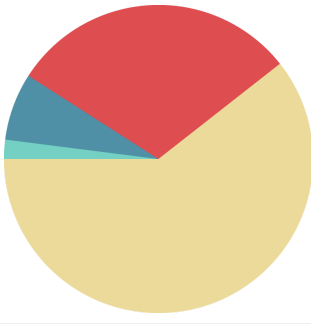


RACE/ ETHNICITY	Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
Asian/Pacific Islander	4.9%	3.3%	5.5%	6.2%
Black/African American	1.3%	0.6%	5.5%	6.2%
Hispanic/Latina	22.8%	6.4%	38.8%	25%
Multiracial	6.2%	7.3%	5.5%	6.2%
Native American /Alaska Native	0.3%	2.7%	5.5%	3.2%
White	64.5%	79.7%	38.8%	53.1%
				

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

DISTRICT	Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
	District 1 16.6%	14.8%	13.9	15.6%
	District 2 16.8%	15.2%	19.4%	18.8%
	District 3 16.9%	13.6%	13.9%	15.6%
	District 4 16.5%	16.4%	19.4%	15.6%
	District 5 16.9%	20%	13.9%	18.8%
	District 6 16.4%	20%	19.4%	15.6%
				

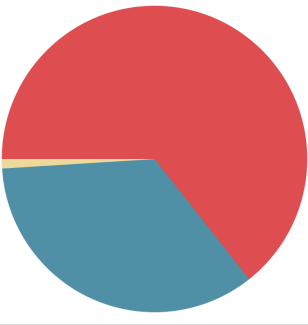
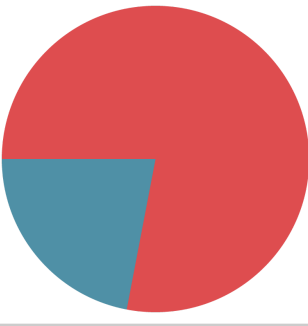
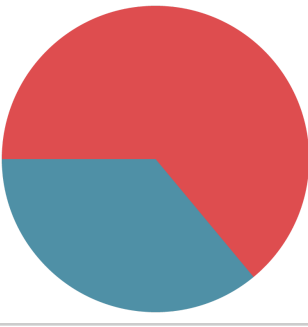

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EDUCATION

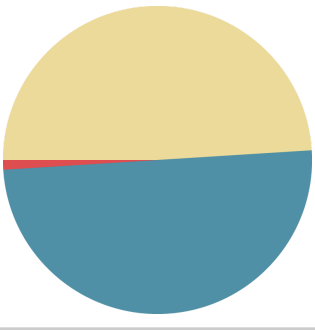
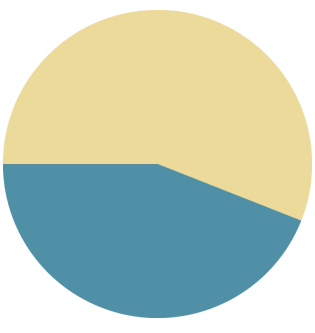
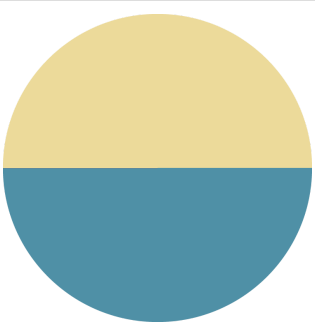
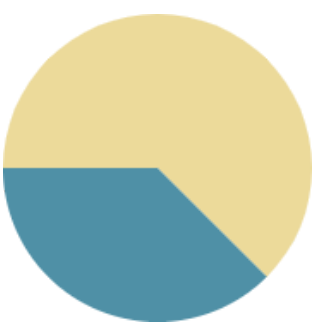
	Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
Some schooling; no diploma	13.4%	2.4%	11.1%	6.2%
High school diploma or equivalent	16.7%	7.3	13.8%	12.5%
Some college or Associate's degree	33.5%	30.3%	36.1%	40.7%
Bachelor's degree or higher	36.4%	60.0%	38.8%	40.7%
				

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

HOUSING

	Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
Own	64.9%	77.9%	63.8%	62.5%
Rent	34.6%	22.1%	36.2%	37.5%
Unhoused	0.5%	0%	0%	0%
				

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

GENDER		Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
<div></div> Female	49.8%	56.4%	50%	62.5%	
<div></div> Male	50.2%	43.6%	50%	37.5%	
<div></div> Another gender identity	~3%	0%	0%	0%	
					

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

DISABILITY		Population (General Petaluma*)	Respondents (to Invitation Mailing)	Initial Panel (Selected April 13)	Final Panel (after alternates, reselections, and drops)
Yes	9.3%	8.5%	5.5%	6.3%	
No	90.7%	91.5%	94.5%	93.7%	

* (Age and Educational Attainment reflect age 16+ population; all others reflect all ages)

2022 Petaluma Fairgrounds Advisory
Panel Demographic Profile (Jun. 30)

2022 Petaluma Fairgrounds Advisory Panel Demographic Profile (Jun. 30)														
	_____ % of Petaluma Population _____ of All Ages		Aged 16+		Aged 5-17		% of Pop. with Equity Lens		Panel Target (initial)	Panel Target (corrected)	Responded to Mailing	% of All Replies	Initial (Apr.13) Selected	% of All Panelists
Age Range														
	16-24	12.1%		15.0%	3-6	-	4	1.2%	3	8.3%				
	25-34	15.4%		15.0%	4-6	-	27	8.1%	5	13.9%				
	35-44	15.7%		15.2%	4-6	-	49	14.8%	6	16.7%				
	45-54	16.4%		15.9%	5-7	-	46	13.9%	5	13.9%				
	55-64	18.3%		17.8%	5-7	-	75	22.6%	7	19.4%				
	65-74	13.4%		13.0%	4-6	-	80	24.1%	6	16.7%				
	75+	8.7%		8.5%	2-4	-	51	15.4%	4	11.1%				
Council District														
	District 1	16.6%		-	5-7	-	50	15.1%	5	13.9%				
	District 2	16.8%		-	5-7	-	50	15.1%	7	19.4%				
	District 3	16.9%		-	5-7	-	45	13.6%	5	13.9%				
	District 4	16.5%		-	5-7	-	55	16.6%	7	19.4%				
	District 5	16.9%		-	5-7	-	66	19.9%	5	13.9%				
	District 6	16.4%		-	5-7	-	66	19.9%	7	19.4%				
Disability														
	Yes	9.3%		-	2-4	-	29	8.7%	2	5.6%				
	No	90.7%		-	32-34	-	303	91.3%	34	94.4%				
Housing Status														
	Own	64.9%		50.2%	22-24	17-19	258	77.7%	23	63.9%				
	Rent	34.6%		49.3%	11-13	17-19	74	22.3%	13	36.1%				
	Unhoused	0.5%		0.5%	0-2	0	0	0.0%	0	0.0%				
Gender														
	Female	49.8%		-	16-18	17-19	188	56.6%	18	50.0%				
	Male	50.2%		-	16-18	17-19	144	43.4%	18	50.0%				
	Another gender identity	~3%		-	0-2	0	0	0.0%	0	0.0%				
Race/Ethnicity														
	Asian / Pacific Islander	4.9%		4.2%	2-3	2-3	11	3.3%	2	5.6%				
	Black / African American	1.3%		1.2%	2	2	2	0.6%	2	5.6%				
	Hispanic/Latina/o/x	22.8%		34.2%	14-16	13-15	23	6.9%	14	38.9%				
	Multiracial	6.2%		5.4%	2-3	2-3	24	7.2%	2	5.6%				
	Native American / Alaska Native	0.3%		0.4%	2	2	9	2.7%	2	5.6%				
	White	64.5%		54.7%	14-16	13-15	263	79.2%	14	38.9%				
Educational Attainment														
	Some schooling, no diploma	13.4%		-	4-6	-	8	2.4%	4	11.1%				
	High school diploma or equivalent	16.7%		-	5-7	-	25	7.5%	5	13.9%				
	Some college or Associate's degree	33.5%		-	11-13	-	100	30.1%	13	36.1%				
	Bachelor's degree or higher	36.4%		-	12-14	-	199	59.9%	14	38.9%				
	Total	100%	100%	100%	36	36	332	100%	36	100%	36	100%		

2022 Petaluma Fairgrounds Advisory
Panel Demographic Profile (Jun. 30)

2022 Petaluma Fairgrounds Advisory Panel Demographic Profile (Jun. 30)										
Age Range										
16-24	3	0	0	0	0	3	0	0	0	0
25-34	3	12	1-3	1	0	3	11	5-7	5	1
35-44	1	27	3-5	3	3	4	24	5-7	5	2
45-54	5	32	0-2	2	1	6	30	6-8	7	0
55-64	4	56	1-3	3	2	6	53	6-8	8	2
65-74	4	63	0-2	2	1	5	61	5-7	6	2
75+	4	41	0-1	1	0	4	40	3-5	5	0
Council District										
District 1	4	33	1-3	3	2	6	30	5-7	7	2
District 2	6	32	0-1	1	0	6	31	5-7	5	1
District 3	3	34	2-4	2	1	4	32	5-7	5	0
District 4	3	39	2-4	2	2	5	37	5-7	7	1
District 5	4	46	1-3	3	1	5	43	5-7	5	1
District 6	4	47	1-3	1	1	5	46	5-7	7	2
Disability										
Yes	2	23	0-2	2	1	3	21	2-4	4	0
No	22	208	10-12	10	6	28	198	32-34	32	7
Housing Status										
Own	14	188	3-5	5	3	17	183	17-19	19	4
Rent	10	43	7-9	7	4	14	36	17-19	17	3
Unhoused	0	0	0	0	0	0	0	0	0	0
Gender										
Female	12	129	5-7	7	6	18	122	17-19	19	4
Male	12	102	5-7	5	1	13	97	17-19	17	3
Another gender identity	0	0	0	0	0	0	0	0	0	0
Race/Ethnicity										
Asian / Pacific Islander	2	6	0-1	1	0	2	5	3-5	3	0
Black / African American	2	0	0	0	0	2	0	0	0	0
Hispanic/Latina/o/x	7	4	4	4	3	10	0	0	0	0
Multiracial	2	18	0-1	1	0	2	17	3-5	5	1
Native American / Alaska Native	2	6	0	0	0	2	6	2-4	3	1
White	9	197	6-8	6	4	13	191	23-25	25	5
Educational Attainment										
Some schooling, no diploma	3	3	1-3	1	0	3	2	2	2	0
High school diploma or equivalent	2	16	3-5	3	1	3	13	6-8	6	2
Some college or Associate's degree	9	73	2-4	4	3	12	69	12-14	13	3
Bachelor's degree or higher	10	139	2-4	4	3	13	135	13-15	15	2
Total	24	231	12	12	7	31	219	36	36	7

2022 Petaluma Fairgrounds Advisory Panel Demographic Profile (Jun. 30)									
Age Range		Confirmed Panel (June)	Available for Replacement	Replacement Target	Replacem'ts. Selected	Replacements. Confirmed	Final Panel		
16-24		3	0	0-3	0	0	3	3-6	Base Target (32: non-equity) 3-5
25-34		4	6	0-2	0	0	4	4-6	4-6
35-44		4	19	0-2	0	0	4	4-6	4-6
45-54		4	23	1-3	2	1	5	5-7	4-6
55-64		7	45	0-1	1	0	7	5-7	5-7
65-74		6	55	0	0	0	6	4-6	3-5
75+		3	35	0-1	2	0	3	2-4	2-4
Council District									
District 1		5	23	0-2	0	0	5	5-7	4-6
District 2		6	26	0-1	1	0	6	5-7	4-6
District 3		4	27	1-3	1	1	5	5-7	4-6
District 4		5	30	0-2	2	0	5	5-7	4-6
District 5		6	38	0-1	0	0	6	5-7	4-6
District 6		5	39	0-2	1	0	5	5-7	4-6
Disability									
Yes		2	17	0-2	1	0	2	2-4	2-4
No		29	166	3-5	4	1	30	32-34	28-30
Housing Status									
Own		19	164	0-3	3	1	20	17-19	20-22
Rent		12	19	1-4	2	0	12	17-19	10-12
Unhoused		0	0	0-2	0	0	0	0	0-1
Gender									
Female		19	103	0-1	1	1	20	17-19	15-17
Male		12	80	3-7	4	0	12	17-19	15-17
Another gender identity		0	0	0-2	0	0	0	0	0-2
Race/Ethnicity									
Asian / Pacific Islander		1	2	1-3	1	1	2	2-3	1-3
Black / African American		2	0	0	0	0	2	2	0-1
Hispanic/Latina/o/x		8	0	0-7	0	0	8	13-15	6-8
Multiracial		2	12	0-2	1	0	2	2-3	1-3
Native American / Alaska Native		1	3	1-2	1	0	1	2	0-1
White		17	166	0-1	2	0	17	13-15	20-22
Educational Attainment									
Some schooling: no diploma		2	0	0-4	0	0	2	4-6	3-5
High school diploma or equivalent		4	7	1-3	1	0	4	5-7	4-6
Some college or Associate's degree		13	56	0	0	0	13	11-13	10-12
Bachelor's degree or higher		12	120	0-3	4	1	13	12-14	11-13
Total		31	183	4	5	1	32	36	32

2022 Petaluma Fairgrounds Advisory Panel Process

Notes on the Panel Demographic Profile

revised 5 July 2022

The preceding demographic profile describes the Petaluma Fairgrounds Advisory Panel, a body selected to reflect the population of the city of Petaluma on seven demographic categories:

- age,
- location of residence,
- experience of a disability,
- housing status,
- gender,
- race/ethnicity, and
- educational attainment.

Healthy Democracy selected a Panel of 36 members, from among a pool of 268 who expressed willingness to participate in an in-person Panel process. These residents responded to an [invitation](#) that was sent to 10,000 randomly-selected residential addresses and distributed to unhoused Petalumans via social service agencies.

We selected the initial Panel of 36 at a public Lottery Selection Event on April 13, a recording of which is available [here](#). We conducted a subsequent Reselection to replace Panelists who had not confirmed their service by May 4, and also selected an additional pool of 36 Alternates prior to the Panel's first meeting on May 13.

In addition, after the Panel's initial four meetings (about one-third of its total process time), we conducted a final Replacement process to attempt to fill a few vacant spots on the Panel at that point.

As of its final full-group sessions in July, the Panel is composed of 32 Panelists, with several former members having also contributed to the Panel's work over the course of its process.

For more information about this project, please visit healthydemocracy.org/petaluma.

2022 Petaluma Fairgrounds Advisory Panel Process

Reselection & Alternates

On April 27, an additional Reselection Event was held via live stream (and recorded), to reselect for any Panelists who may have dropped out by that point. A total of 12 Panelists were selected at this event, of which seven were confirmed as Panelists. This was about average in our experience – we expect quite a few Panelists to decline to participate when first called.

In addition, we selected a full 36 Alternate Panelists, to draw upon should any further Panelists decline to participate between April 27 and the day of the Panel's first seating (May 13). Any Alternates not selected before May 13 were paid to attend the first session of the Panel in case of any no-shows. A total of seven Alternates were called up to serve on the Panel, all on the first day of the Panel's process. This was slightly more call-ups than average in our experience.

As expected, Panel representativeness suffered in some categories as Panelists were replaced.

Panelist Attendance, Attrition & Replacement

This may go without saying, but we live in very different times today than we did the last time most of us ran in-person events, over two years ago. Health concerns are more present, and flexibility on the part of coordinators (and everyone) is an expectation and a necessity. We think that's a good thing, but it has also required that we rethink and adjust our own expectations and policies.

In addition, even pre-pandemic, this project would have required some adjustments on our part. Petaluma has invested in a significant process – the lengthiest Lottery-Selected Panel we have run to date, and one of the most intensive we know of in the United States, ever. That's wonderful, and we aim to set a new standard with this project. But lengthy processes come with unique challenges. For example, whereas we would have expected to lose one to two Panelists over the course of a less substantial Panel process, the Panel has dropped by four Panelists in this case, even after an additional round of replacement beyond what is typical.

In previous processes, we have typically had a very strict attendance policy – removing Panelists from the Panel after even a few hours of absence. Indeed, we stated that policy in an earlier version of these Notes. That strict policy made sense when a one-day absence was one-quarter of the Panel's work time; it does not when it is one-fourteenth of the Panel's work – in a continuing pandemic. So, although we have continued to strongly encourage every Panelist to attend every hour of Panel time, we have also made allowances on a case-by-case basis.

Regarding attendance: as we have previously noted in presentations and conversations, it is our experience that there is a relatively high level of attrition before the Panel is seated, and then a very low level of attrition once the Panel begins its work. That trend

2022 Petaluma Fairgrounds Advisory Panel Process

was generally true in this case, although there has been a somewhat higher level of mid-process attrition than we would normally expect, due primarily to health- and family-related circumstances.

In previous processes, it has been our policy to not replace any Panelist after the first day, due to the difficulty for any new member to get up to speed on the intensive work of the Panel. Again, we decided to be slightly more flexible in this case. In addition to the reasons already mentioned, we believe this was reasonable due to the relative ease with which new Panelists could make up the first few sessions. The first four days of the Panel (through June 4), were heavily weighted with informational presentations, all of which are available via recording. (We also collected all recordings and documents into an easy-to-navigate catch-up guide for use by both new and absent Panelists.)

For these reasons – and due to the higher-than-expected mid-process attrition, we introduced a new “Replacement” process after June 4, to attempt to select from the full pool of potential Panelists for any open spots on the Panel at that point. Unfortunately, we were only able to confirm one new Panelist through that process, due to the difficulty of scheduling at such a late date. After this project is complete, we will review this new selection element for improvement – there may be another way to plan further in advance for mid-process replacement if it were a standard part of our policy from the start.

Sample Population

At the Petaluma City Council meeting on February 28, 2022, when this project was authorized, the Council decided that residential addresses should be drawn from within the boundaries of the city of Petaluma.

Healthy Democracy identified several options for selecting a sample population, from which residential addresses would be drawn. See these and other selection design options in our Project Proposal (now pg. 50 of [our contract with the City](#)).

This Panel was open to any resident aged 16 or up, who either

- lives at an address, as their primary residence, to which an invitation letter was sent or
- does not live at a typical residential address and received an invitation letter through a social service agency

and who is not

- a current employee of the City of Petaluma,
- a current or former elected official in any political office, or
- one of the 14 members of the project's Informational Advisory Committee.

2022 Petaluma Fairgrounds Advisory Panel Process

How Targets Are Calculated

The target ranges for each subcategory are calculated in the following manner:

1. We start with the total number of Panelists (36) and multiply this by the relevant population percentage.
2. Then, we subtract one (1) to get the lower bound, and add one (1) to get the upper bound.

Exceptions to this are mentioned in the notes that follow.

Panelist Pool

In total, 342 residents responded to the [invitation letter](#). For respondents who were missing critical information on their response forms, attempts were made – by phone, text, and/or email (depending on contact info available) – to request these missing data. In the end, 12 respondents were removed from the pool of potential Panelists due to missing data.

The pool of respondents was, in our experience, higher-than-average in quantity, but generally lower-than-average in diversity, particularly in racial and ethnic diversity. This is despite a fully bilingual mailing (with a card in other languages) and some targeted outreach, including to houseless Petalumans. The unique health-related and duration-related circumstances of this Panel may have played a role in this – though other local societal or political factors may also have played a role.

As with every project, we will review the selection procedures of this Panel to glean lessons for the future. Please contact us with any observations we may not have noticed.

In-Person vs. Online Decision

Each respondent to the mailing stated – in light of the ongoing COVID-19 pandemic – their willingness to participate in an online process, an in-person process, or either. Of those 330 qualifying potential Panelists:

- 81% were comfortable participating if the Panel were held in person; 19% were not, and
- 85% were comfortable participating if the Panel were held online; 15% were not.

As noted on the response form, we used these responses to help decide between holding an online and an in-person process. Given that they were nearly equal and that there are numerous benefits to an in-person process – in terms of accessibility, deliberative quality, Panel cohesion, and transparency – we decided to move forward with an in-person process.

2022 Petaluma Fairgrounds Advisory Panel Process

In the two days before the Lottery Selection Event, the 19% of respondents who were only comfortable with an online process were given a chance to reconsider their choice before being taken out of the pool of potential Panelists. Several did so.

Equity Adjustments to Demographic Targets

At the Petaluma City Council meeting on February 28, 2022, when this project was authorized, the Council decided that two equity adjustments should be utilized in creating the demographic targets for the Panel. These adjustments were chosen from a list of potential adjustments (including no adjustment) prepared by Healthy Democracy and included in our Project Proposal (now pgs. 50-51 of [our contract with the City](#)).

Note that any given equity adjustment can rarely be made to all demographic categories – either because they are not applicable to that category or because relevant data to make the adjustment is not available.

City Council decided the project would use the following two adjustments:

Use K-12 Demographics

To capture the "K-12 population," demographic targets were based on US Census data for Petaluma city residents aged 5 to 17, where possible. Eighteen-year-olds could not be captured in this population data, unfortunately, due to limitations of Census age ranges. (See the "Sources" section below for further details on data sources.)

This adjustment was used to set targets within the Race/Ethnicity category only. Note that, while data were available for the Experience of a Disability or Gender categories for residents aged 5-17, they were not used because they would not have had positive equity impacts on these categories.

Fully Correct for Disparities in Previous Engagement Rates

To compensate for previous disparities in rates of participation, additional equity adjustments were layered onto the population data used, where possible. The only demographic data available from the City regarding prior rates of participation in City public engagement were related to [participation in the City's General Plan Update](#). Among these data, targets within the following demographic categories could be adjusted: Age, Housing Status, and Race/Ethnicity.

2022 Petaluma Fairgrounds Advisory Panel Process

Specifically, the subcategories Ages 16-24, Rents, and Hispanic/Latina/o/x were adjusted to compensate for discrepancies in past participation based on these data. Here's how this worked:

1. We calculated the difference between the percentage among those who had previously engaged and the percentage among the general population.
2. That discrepancy, in percentage points, was then added to the Panelist target in order to compensate for prior underrepresentation of those groups in City processes.¹
3. In one case, the prior demographic data ("18 and Under") did not match up exactly with the relevant demographic subcategory on the Panel ("16-24"). In this case, we calculated the proportion of the general 18-and-under population that is 16-18 years of age (using Census data), then found the proportion of the 18-and-under discrepancy that could be attributed to 16-to-18-year-olds, then applied this to the 16-24 age subcategory using the method described in Step 2 above.
4. Finally, we adjusted the other subcategories in Age and the other majority subcategories in Housing Status and Race/Ethnicity downward, in order to bring the total sum of all targets within each category back to 100%. Then, these new adjusted percentages were used to create the target ranges for selection of the Panel.

Fall-Back Population Data

Per our standard procedures, where data for residents aged 5-17 was unavailable or inapplicable, we fell back to matching the Panel's ages – i.e., using data for residents 16 and over. This was done for two categories: Age and Educational Attainment.

Where data was only available for Petaluma residents of all ages – or where age-limited data would not actually have had an equity impact – we fell back to using general population data. This was done for four categories: Location of Residence, Experience of a Disability, Housing Status, and Gender.

Policy for Small Demographic Subcategories

The follow policy was instituted by Healthy Democracy in 2019 for all future programs:

¹ For example, given that the past participation rate for renters was 19%, but renters' proportion of the population was 34%, the proportional representation of renters on the Panel was boosted by 15 percentage points, from 34% to 49%.

2022 Petaluma Fairgrounds Advisory Panel Process

All target ranges have an absolute floor of two Panelists, where possible (given available respondents). This is to prevent tokenization of any Panelist belonging to a small minority subcategory and ensure that every Panelist has "someone else like them" on the Panel for each demographic category.

Therefore, whenever a target range would otherwise allow for the potential selection of fewer than two people in any subcategory, its target range will automatically have a lower bound of "2," with the upper bound for that subcategory unchanged. If the upper bound for the subcategory was previously equal to or less than "2," then the target for the category will simply be "2," with no upper or lower bounds.

Where the presence of one or more small-minority subcategories is boosted by this policy, the other subcategory/ies must be reduced in order for the selection software to form a Panel. In order for a Panel to be selected, the sum of all lower bounds of all target ranges in a category must total no more than the total number of Panelists to be selected. To achieve this:

1. All small-minority subcategory ranges are changed per this policy.
2. Their lower bounds are added together.
3. The lower bounds of larger subcategory/ies (i.e., those unaffected by this policy) are calculated proportionally from the remaining Panel seats, such that the lower bounds of all subcategories equal the total number of Panelists to be selected.
4. The larger subcategory/ies' upper bounds are formed by adding two to the lower bound.

In this project, this policy affected four Race/Ethnicity subcategories, as well as one subcategory each within Housing Status and Gender. (In the latter two cases, however, the target was zero for reasons detailed in "Adjustments Due to Respondent Pool" below.)

Adjustments Due to Respondent Pool

In three subcategories, the lower bounds of the Panelist target number had to be lowered in order to select a Panel, due to a lack of qualified respondents in that subcategory.

1. No respondents self-identified as "**currently unhoused**," forcing a change in the lower bound of this category from two to zero. Although this subcategory is a very small proportion of the Petaluma population, this was still a disappointing result. A significant effort was made by two local social service agencies to hand-distribute special invitation letters to unhoused Petalumans. We are grateful to Petaluma People's Services and the SAFE team for distributing invitation letters to around three-dozen houseless individuals whom they serve. And we are grateful to COTS for distributing several dozen letters to

2022 Petaluma Fairgrounds Advisory Panel Process

- all residents at their shelter, at their front desk, and with to-go meals served in their kitchen. This was the first instance of such a distribution as part of one of our projects and will be a learning experience for us going forward.
2. No respondents self-identified as "**another gender identity**" forcing a change in the lower bound of this category from two to zero. As noted in the "Sources" section, the population in this subcategory is unknown, but this is likely another very small demographic subcategory.
 3. Four respondents self-identified as **aged 16-24**, but these four respondents came from just three households. Given our rule that no two Panelists may come from the same household, only three Panelists could be selected for this subcategory. This forced a change in the lower bound of this category from four to three. A Panel with three Panelists in this subcategory would have satisfied the target range if no equity adjustment had been made, so this fall-back to three Panelists means, in effect, that the Age category unfortunately was not able to receive its equity adjustment.

Sources

Most of the demographic targets for this project were based on 2020 estimates by the US Census for the city of Petaluma.² This is the most recent data available as of April 2022. Despite issues identified by the Census Bureau itself with the 2020 Census, we believe the US Census continues to be the most trustworthy source of general population data in most cases.

In three cases, however, we used data sources other than the US Census:

1. **Location of Residence (Council District)**

We used population data supplied as part of the City Council District GIS shapefiles by the City of Petaluma. Since Districts were only recently drawn and must by law include near-equal populations, the slight variations in population between each District did not impact the targets for this category.

2. **Housing Status > Unhoused**

For the "Unhoused" subcategory, we used data for Petaluma from the 2020 [Sonoma County Homeless Count Report](#).

² Specifically, we used 2020 US Census American Community Survey 5-Year Estimates. Using an estimate over the past five years helps to improve data accuracy, particularly among small population groups, and is standard practice in many research applications.

2022 Petaluma Fairgrounds Advisory Panel Process

3. Gender > Another Gender Identity

Data for this subcategory is spotty at best on a national and state level and is typically nonexistent at the local level. For this project, figures for this subcategory were based on several studies.

A [2021 UCLA study](#) found that approximately 1.2 million LGBTQ adults in the United States (aged 18-60) identify as nonbinary. This is about 11% of the US LGBTQ population aged 18-60, according to the study, or about 0.7% of the total US population aged 18-60 (using the Census' 2020 ACS 5-Year Estimate).

A different [2020 UCLA study](#) found that 1.7 million adults in California (aged 18+) identified as LGBTQ. Taking in combination (albeit imperfectly, given the age mismatch) with the previous study, we can estimate a potential population of about 187,000 LGBTQ Californian adults who identify as nonbinary, or about 0.6% of the 18+ California population (using the same Census Estimate). It should be noted, however, that it may be problematic to assume that all individuals identifying as "another gender identity" would also identify as LGBTQ; therefore, LGBTQ-specific surveys may systematically undercount this population.

In addition, there appear to be major age disparities in nonbinary identification. For example, a [2017 UCLA study](#) found that approximately 27% of California youth aged 12 to 17 reported that they were "viewed by others as gender nonconforming at school." This would extrapolate to about 796,000 Californian youth. (Note, however, that once again, the match to our demographic categorization is imperfect: "viewed by others as gender nonconforming" may or may not match with those who would self-identify as "another gender identity" on our response form.)

Despite the many issues with these data, if we take the youth number above in combination with the previous 187,000 count for nonbinary Californian LGBTQ adults, this yields an estimate of 2.8% of Californians aged 12+ who may identify as nonbinary or gender nonconforming. Hence: our 3% estimation in the Demographic Profile.

Errata

Due to a formula error, the targets initially calculated for the Housing Status category and used during the April 13 Lottery Selection Event were based on the % of Population of All Ages, rather than the % of Population with Equity Lens (which compensates for disparities in prior engagement). This error was discovered the following day and was factored into the Panelist Reselection on April 27 and the selection of Alternate Panelists at that time. Depending on the attrition rate, this error should be able to be at least partially (and perhaps fully) corrected through the process of replacing Panelists who drop out before the Panel is seated May 13.

Exhibit 2

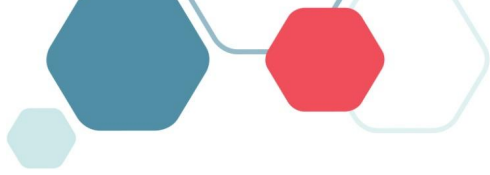
IAC Roster

Informational Advisory Committee Roster

Stakeholder Category	Nominated Organization	Individual Representative
BIPOC & LGBTQIA2S+ Groups	100 Black Men of Sonoma County, Inc.	Marion Walker
Environmental / Climate Action Groups	Climate Action Petaluma	Ann Edminster
Schools / Education	Liberty School District	Katherine Lundy
Emergency Services Groups	North Bay Animal Services	Mark Scott
Business Groups	Petaluma Area Chamber of Commerce	Onita Pellegrini
Human Services, Non Profit category	Petaluma Family Resource Center at McDowell	Ana Cordova Belik
Agricultural Groups	Petaluma High School Agriculture Dept./Petaluma FFA	Kimberly Arntz
Families / Youth/ Age Friendly / Recreation Groups	Petaluma National Little League	Jonathan Ganley
Property Neighbors	Petaluma Regional Library	Diana Spaulding
Non-profit / Faith-based Organizations	Petaluma Valley Rotary	Shannon Kremer
Active Transportation Groups	Petaluma Wheelmen Cycling Club	Jerry Wilkinson
Current Tenants / Property Users	Play Dog Play	Hector Coello
4th District Agricultural Association	4th District Agricultural Association	Kristie Hubacker
City of Petaluma	City of Petaluma	Ingrid Alverde

Exhibit 3

AGENDAS FOR PANEL SESSIONS DAY 1-7



Panel Public Agenda

Note: All full-Panel tasks will be livestreamed to YouTube. Small-group tasks will not be livestreamed, to respect Panelist privacy. For more on our transparency and privacy policy, see healthydemocracy.org/transparency.

Key:









= Full Panel

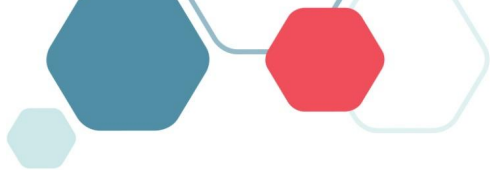


= Small groups
(of various sizes)






Day 1 (May 13)

Part A: Welcome & Introductions

#	Task	Start	Duration	Seating
A1	Arrival Greeting Panelists as they arrive.	9:00 AM	15m	
A2	Congratulations & Thank You! Healthy Democracy staff welcome Panelists and describe the uniqueness and importance of this kind of process.	9:15 AM	10m	
A3	Introduction to Why We're Here Brief introduction to what this Panel will consider and who will receive its recommendations.	9:25 AM	10m	
A4	Staff Introductions & Explanation of Roles Staff members introduce themselves and briefly talk about their roles within the project.	9:35 AM	20m	
A5	Process Overview & Agenda Overview of the plan for the whole Panel process, then this weekend, then today.	9:55 AM	15m	
A6	Panelist Introductions Panelists introduce themselves and each other to the group.	10:10 AM	30m	









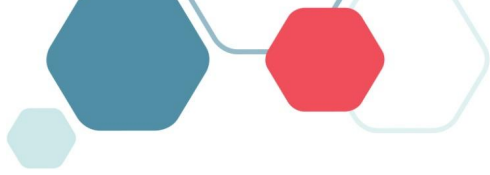
Part B: Process Orientation

#	Task	Start	Duration	Seating
B1	Overview of Privacy & Public Affairs Discuss the balance of privacy and transparency on the Panel, and review policies related to the livestream, public observers, and the media.	10:40 AM	10m	
B2	Break	10:50 AM	15m	
B3	Overview of Key Deliberation Concepts High-level introduction to deliberative practices and communication practices.	11:05 AM	10m	
B4	Group Discussion Agreements Create agreements for how Panelists want to interact with one another throughout this particular process.	11:15 PM	20m	
B5	Experiences with the Fairgrounds Panelists get to know each other and share their experience with the Fairgrounds.	11:35 PM	30m	
B6	Introduction to Briefing Materials Introduction to the briefing materials provided by the City and Fair Board, and an opportunity for silent reading and reflection.	12:05 PM	25m	
B7	Lunch	12:30 PM	60m	










Part C: Orientation to Policy Context & Stakeholder Statements

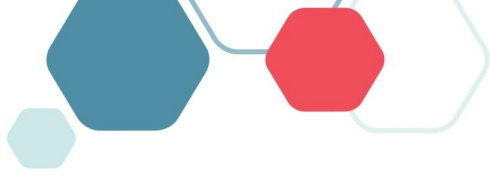
#	Task	Start	Duration	Seating
C1	Exploration of Cognitive Biases Overview of how who we are and how our brains work can influence our work together.	1:30 PM	20m	
C2	Introduction to Good Questions Orientation to asking productive, collaborative questions.	1:50 PM	30m	
C3	Prepare for Stakeholder Presentations Read stakeholder statements by the Informational Advisory Committee.	2:20 PM	25m	
C4	Icebreaker An opportunity to get to know each other and move around the room.	2:45 PM	10m	
C5	Break	2:55 PM	10m	
C6	Stakeholder Presentations Members of the Informational Advisory Committee introduce their perspectives on the Fairgrounds topic, followed by a combined Q&A session with the Panel.	3:10 PM	65m	
C7	Where We Are & Closing End-of-session housekeeping items and reminders for tomorrow.	4:15 PM	15m	










Day 2 (May 14)

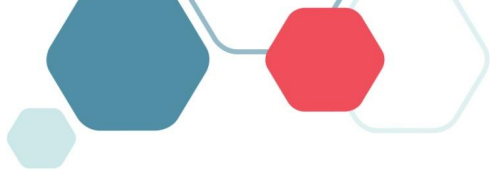
Part D: More Stakeholders & First Background Presenters

#	Task	Start	Duration	Seating
D1	Arrival Hello and welcome!	9:00 AM	15m	
D2	Read Project Materials Quiet reading of written materials about the origin of the project, and materials prepared in advance by the City and Fair.	9:15 AM	20m	
D3	Discuss Project Materials Discussion of introductory materials to the project.	9:35 AM	15m	
D4	Prepare for Stakeholder Statements Read stakeholder statements written by members of the Informational Advisory Committee and generate questions for them.	9:50 AM	15m	
D5	Stakeholder Presentations Members of the Informational Advisory Committee introduce their perspectives on the Fairgrounds topic, followed by a combined Q&A session with the Panel.	10:05 AM	35m	
D6	Break	10:40 AM	15m	
D7	Debrief & Question Generation Discuss key takeaways from the first round of stakeholder presentations and continue exploring Panelists' personal experiences with the Fairgrounds.	10:55 AM	25m	
D8	Background Presenter Group 1 Presentations Each presenter gives a 10-minute presentation, then all presenters take questions together.	11:20 AM	70m	
D9	Lunch	12:30 PM	60m	











Part E: Second Background Presenters

#	Task	Start	Duration	Seating
E1	Icebreaker An opportunity to get to know each other and move around the room.	1:30 PM	20m	
E2	Reading Time & Prepare for Presenter Group 2 An intro of who's speaking today, with a few minutes to think about potential questions.	1:50 PM	25m	
E3	Background Presenter Group 2 Presentations Each presenter gives a 10-minute presentation, then all presenters take questions together.	2:15 PM	70m	
E4	Break	3:25 PM	15m	
E5	Presenter Group 2 Debrief & Question Generation In small groups, Panelists reflect on any insights that have emerged from the second group of presenters.	3:40 PM	25m	
E5	Introduce Subcommittees Brief introduction to the four Panelist Subcommittees that will help oversee process decisions, conduct public outreach, aid in project evaluation, and foster the Panel's impact over policy decisions.	4:05 PM	10m	
E5	Closing End-of-day housekeeping and a preview of what is coming tomorrow.	4:15 PM	15m	









Day 3 (May. 15)

Part F: Two Presenter Groups & Exploring Bias & Privilege

#	Task	Start	Duration	Seating
F1	Arrival Hello and welcome! A warm welcome to all Panelists, plus any notes after the previous session.	9:00 AM	15m	
F2	Background Presenter Group 3 Each presenter gives a 10-minute presentation, then all presenters take questions together.	9:15 AM	50m	
F3	Debrief Panelists reflect on the insights that have emerged from the last presenters.	10:05 AM	15m	
F4	Exploration of Cognitive Biases Overview of how who we are and how our brains work can influence our work together.	10:20 AM	15m	
F5	Break	10:35 AM	15m	
F6	Exploration of Power & Privilege in Groups Discussion of how individuals' identities and life experience shape dynamics of power in groups.	10:50 AM	30m	
F7	Background Presenter Group 4 Experts give 10-minute presentations, then all experts take questions from the Panel.	11:20 AM	70m	
F8	Lunch	12:30 PM	60m	



Part G: More Background Presenters & Selecting from Presenter Menu

#	Task	Start	Duration	Seating
G1	Debrief & Generate Questions Discuss what insights have emerged from the first three groups of presenters, and prepare questions for group four.	1:30 PM	20m	
G2	Background Presenter Group 5 Each presenter gives a 10-minute presentation, then all presenters take questions together.	1:50 PM	70m	
G3	Break	3:00 PM	15m	
G4	Debrief & Identify Gaps Begin to brainstorm some of the high-level concepts that may be emerging as important, and what information is still missing.	3:15 PM	15m	
G5	Select Presenters off the Menu Panelists review the menu of potential presenters prepared by the Informational Advisory Committee, selecting several presenters to speak in upcoming sessions.	3:30 PM	45m	
G6	Closing A huge thank you to Panelists for their work this weekend, and any reminders before adjourning for three weeks..	4:15 PM	15m	

Panel Public Agenda

Note: All full-Panel tasks will be livestreamed to YouTube.*Small-group tasks will not be livestreamed, to respect Panelist privacy. For more on our transparency and privacy policy, see healthydemocracy.org/transparency.

*The Panel's June 4th visit to the Fairgrounds from 9:00 AM - 10:00 AM will not be livestreamed.

Key:

□□

= Full Panel

□□ / □□□

= Small groups
(of various sizes)

Day 4 (Jun. 4)

Part H: Site Tour, Presentations, and Discussion of Information Gaps

#	Task	Start	Duration	Seating
H1	Arrival Arrive at the Fairgrounds for a site tour.	9:00 AM	15m	□□
H2	Fairgrounds Visit Explore the Fairgrounds site with a guided tour.	9:15 AM	45m	□□
H3	Return to Community Center Panelists drive back to the Community Center.	10:00 AM	15m	□□
H4	Break	10:15 AM	15m	□□
H5	Prep for Community Exchange Set expectations and assign roles for the community event after lunch.	10:30 AM	15m	□□
H6	Introduction to Principles Discuss what a principle is and practice generating principles for decision making.	10:45 AM	30m	□□
H7	Discuss Gaps & Select Presenters Panelists review the menu of potential presenters, selecting several presenters to speak in upcoming sessions.	11:15 AM	75m	□□
H8	Lunch	12:30 PM	60m	□□

Part I: Community Listening Exchange

#	Task	Start	Duration	Seating
I1	Welcome & Intro to World Cafe Logistics Welcome community members and set expectations for the event.	1:30 PM	20m	□□
I2	Round 1 Discussion Panelists and community members discuss in small groups.	1:50 PM	25m	□□□
I3	Round 2 Discussion Panelists and community members discuss in new small groups.	2:15 PM	25m	□□□
I4	Round 3 Discussion Panelists and community members discuss in new small groups.	2:40 PM	25m	□□□
I5	Break	3:05 PM	15m	□□
I6	Large Group Harvest & Close A huge thank you to Panelists for their work this weekend, and any reminders before adjourning for three weeks..	3:20 PM	70m	□□

Panel Public Agenda

Note: All full-Panel tasks will be livestreamed to YouTube. Small-group tasks will not be livestreamed, to respect Panelist privacy. For more on our transparency and privacy policy, see healthydemocracy.org/transparency.

Key:



= Full Panel











= Small groups
(of various sizes)






Day 5 (Jun. 17)

Part J: Decision Making Context Presentations & Presenter Group 6









#	Task	Start	Duration	Seating
J1	Arrival Welcome Panelists as they arrive.	8:45 AM	25m	
J2	Welcome & Where We Are Orient to where the Panel is in its process and goals for this weekend.	9:10 AM	20m	
J3	Review Materials & Generate Questions Panelists do another review of decision makers' materials and discuss potential questions for upcoming presenters.	9:30 AM	20m	
J4	Decision Making Context Presentations The City and Fair Board each give a 10-minute presentation about how the Panel's reports will be used, then take questions individually.	9:50 AM	60m	
J5	Break	10:50 AM	15m	
J6	Background Presenter Group 6 Each presenter gives a 10-minute presentation, then all presenters take questions together	11:05 AM	70m	
J7	Debrief Panelists debrief the Decision Making Context presentations and Presenter Group 6 in the small groups.	12:15 PM	15m	
J8	Lunch	12:30 PM	60m	

Part K: Presenter Group 7

#	Task	Start	Duration	Seating
K1	Background Presenter Group 7 Each presenter gives a 10-minute presentation, then all presenters take questions together.	1:30 PM	70m	
K2	Debrief Panelists debrief Presenter Group 7 in small groups.	2:40 PM	15m	
K3	Closing Thank yous and reminders for the next session.	2:55 PM	5m	

Day 6 (Jun. 18)

Part L: Presenter Group 8 & Principles & Options Brainstorm

#	Task	Start	Duration	Seating
L1	Arrival Welcome Panelists as they arrive.	8:45 AM	20m	
L2	Welcome & Where We Are Orient to where the Panel is in its process and goals for this weekend.	9:05 AM	10m	
L3	Principles & Options Practice Practice generating Principles and Options using examples from Panelists' lives.	9:15 AM	15m	
L4	Background Presenter Group 8 Each presenter gives a 10-minute presentation, then all presenters take questions together.	9:30 AM	50m	
L5	Break	10:20 AM	15m	
L6	Principles & Site Uses Brainstorm Begin generating Principles that should guide decision making about the future of the Fairgrounds.	10:35 AM	70m	
L7	Select Subcommittees Panelists review the roles of each subcommittee and fill out a preference sheet indicating which they would like to join.	11:45 AM	10m	
L8	Closing Thank yous and reminders for the next session.	11:55 AM	5m	

Day 7 (Jun. 19)

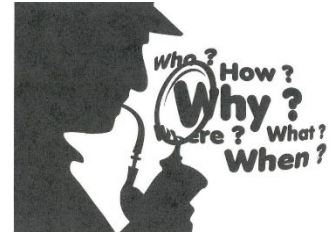
Part M: Identify More Principles & Categories & Meet in Subcommittees

#	Task	Start	Duration	Seating
M1	Arrival Welcome Panelists as they arrive.	8:45 AM	20m	
M2	Welcome & Where We Are Orient to where the Panel is in its process and goals for today.	9:05 AM	15m	
M3	Read Equity Survey Results Begin reviewing responses to a survey from underrepresented communities in Petaluma.	9:20 AM	20m	
M4	Review & Identify Additional Principles Review Principles written by fellow Panelists and discuss any new Principles that have emerged since yesterday.	9:40 AM	45m	
M5	Break	10:25 AM	15m	
M6	Identify Principle Categories Looking at what Principles other Panelists have identified, begin identifying categories of Principles.	10:40 AM	20m	
M7	Report Out Each small group reports back and similar Principle categories are combined.	11:00 AM	25m	
M8	Subcommittee Meetings Panelists meet for the first time in their Subcommittees: Evaluation, Policy Impact, Process, and Public Outreach. More info on the roles of these Subcommittees can be found on the project web page.	11:25 AM	30m	
M10	Closing Thank yous and reminders for the next session.	11:55 AM	5m	

Exhibit 4 - User Guide

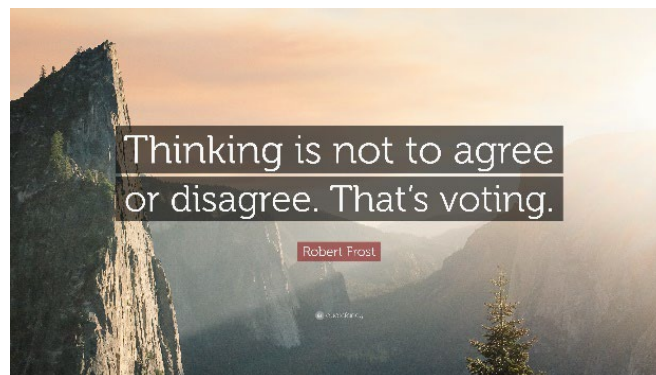
2022 Petaluma Fairgrounds Advisory Panel Report 1 – Guiding Principles, Report 2 – Pathways, Report 3 – Final Report User Guide

The Policy Impact Subcommittee has drafted this user Guide to clarify the process and development of the three reports presented to you by the Fairgrounds Advisory Panel (the Panel). It is our belief that an explanation of what unfolded over the course of three months would provide a clearer picture and further insight into the decision-making and evolution of the three reports presented to the Council.



How We Began

Let's start with the thinking...



Healthy Democracy asked 36 diverse Petalumans to put on their thinking caps and ponder the following question:

How might we use the City's fairgrounds property to create the experiences, activities, resources, and places that our community needs and desires now and for the foreseeable future?

Returning to this question time and again, it would be our guide throughout the process.



The first few weeks of the Panel included an information gathering phase. The panel heard from pre-selected stakeholders selected by the Informational Advisory Committee. In addition, we then selected and voted for other stakeholders who would present to the Panel in future sessions.

At the same time, Healthy Democracy engaged the Panel in a series of small group workshops designed to challenge us to consider our own biases and privileges which served to open our minds. Also, Healthy Democracy gave us the tools for asking more meaningful questions which helped us to keep on the path of answering the question that the city asked in a timely manner. It was at this point that the work for developing the GUIDING PRINCIPLES for the Panel initiated.



Over the course of a series of small groups, discussions, negotiations, and some good ol' Democracy, the Panel finalized a catalogue of 28 Guiding Principles.

The first report on Guiding Principles can be found here: <https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-1-Guiding-Principles-1.pdf>



The Panel then began a similar process for the proposal of Site Options, including negotiation and consolidation of options similar to one another. This led to the second report titled "Second Report: Pathways." The second report can be found here:

<https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-2-Pathways-1.pdf>.

It might present to the reader as confusing, as there are options that appear to be duplicates. These options came from several small groups formed to come up with their own set of options, and then once all options were combined together from all groups, we did see some duplication.



Have you ever been in a conversation with someone and appears as if both parties are saying the same thing? In that moment the voices of Ella Fitzgerald and Louie Armstrong echo "You say tomato, I say tomato"... Unfortunately, in democracy we can't simply "Call the whole thing off!" By working together, we were beginning to see that we had agreement on some options (thus, the duplication).

The Panel was experiencing a true practice in democracy.

One resource which was limited for the Panel was time. There was a scheduled end date of July 11, 2022 at which point the final report was to be presented to the City Council. The Panel had done the best they could to consolidate the similar site options attempting to ensure that not one voice was marginalized. Now it was time to distill all of the options and ideas down into options each group could agree upon.



Moving into the final phase of the process, each panelist developed their own vision for the Fairgrounds and were able to share their visions with each other.

Panelists then began to align their visions with those that complimented their own. From this process, three groups were formed. Each group drafted their own vision statement to reflect their shared image.

As the three groups continued to refine the wording of their site options, some similarities across the groups emerged. From these similarities, the Panel came up with 5 Key Points of Agreement (see Third Report: Final Recommendations). If it seems easy to get lost in the various options from three groups, it's helpful to remember the 5 Key Points of Agreement as these are the over-arching principles that should guide the city's decision-making on the fairgrounds.



The final vote ensued!

Panelists were asked to vote "Strongly Agree," "somewhat agree," "don't know/neutral," or "disagree" with the vision statement of each group.

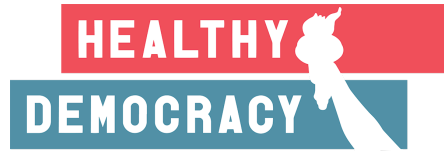
This round of voting resulted in the final report, "Third Report: Final Recommendations." You can find the report here: <https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-3-Final-Report-1.pdf>. While the report does not specifically spell out any one idea that MUST happen at the Fairgrounds, by reading the Core Elements listed, and their corresponding percentages of support, the reader can see what is important to the community as a whole.



FINAL NOTE

The Policy Subcommittee would like to thank the City Council for sponsoring the Panel and Healthy Democracy for their guidance throughout the process. We hope this manual assists in better understanding the process and development of the Three Reports.

Exhibit 5 - Guiding Principles



Petaluma Fairgrounds Advisory Panel

First Report: Guiding Principles

11 July 2022

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

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

The Principles below were written by the Panel after hearing from 14 informational presenters selected by the project's Informational Advisory Committee, seven presenters selected by the Panel from a menu prepared by the Informational Advisory Committee, and six members of the Informational Advisory Committee itself. The Panel also received briefing materials and contextualizing presentations from the City and Fair Board, reviewed stakeholder statements from the 14-member Informational Advisory Committee, hosted a 'Community Exchange' event with 50 members of the broader public, and reviewed results of an Equity Survey distributed to historically underrepresented communities in the Petaluma area. In addition – and of equal importance – the Panel explored the experiences of the cross-section of Petaluma residents on the Panel itself. The Panel met for a total of 49 ½ hours during this portion of the process. The Panel will meet for an additional 30 hours to develop its final recommendations for the property, which will be delivered to the City Council on July 11, 2022.

First Report: Guiding Principles

Additional Notes:

The Principles in this report were placed in order using an averaged score. This score was based on the votes submitted for each Principle by members of the Panel, according to this formula:

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

Both the overall score and the specific votes have been noted with each Principle below. Ties were broken by a random number generator.

The Principles are numbered using the arbitrary numbers assigned to them during the process. Those assigned numbers are preserved here for ease of reference; they never represented any sort of ranking.

These Principles were developed specifically in relation to decision making about the Fairgrounds property. Panelist votes should not be interpreted as general agreement or disagreement with a value, but rather whether the Principle should specifically be applied to the Fairgrounds site (or not).

At the time of its first release on July 5, this report represents the votes of 30 Panelists out of the 32 total members of the Panel. The remaining two votes were collected and published in this update on July 11, 2022.

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

First Report: Guiding Principles

Guiding Principles:

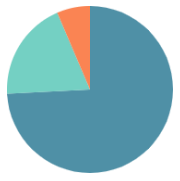
Principle 12	Prepare for ecological and natural disasters.				
Category: Safe Emergency Space / Space For People & Livestock					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.93	28	3	0	1	

Principle 23	Beautiful, welcoming space full of greenery that is available to the community to enjoy.				
Category: Beautification & Greenery					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.80	26	3	2	1	

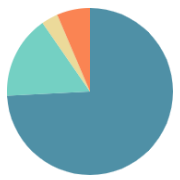
Principle 17	Meet the needs of the evolving community and honor the diverse history, considering the past, present and future.				
Category: Preservation Of What Is There					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.73	23	6	2	0	

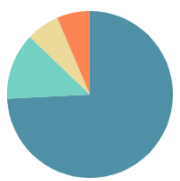
Principle 2	Create multi-use and multi-functional spaces that can serve the community year round.				
Category: Year Round Use					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.67	25	2	3	2	

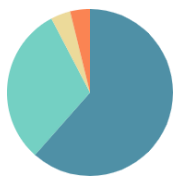
First Report: Guiding Principles

Principle 11	Preserve open space.				
Category: Appearance & Preserving Open Space / Open space					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.67	23	6	0	2	

Principle 24	Revise/rebuild with a positive environmental impact and sustainability with a carbon neutral plan by 2030 in mind.			
Category: Environmental Impact & Sustainability				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.63	23	5	1	2




Principle 1	To have and create a shared community space for all city residents to be able to use daily.				
Category: Year Round Use					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.60	23	4	2	2	

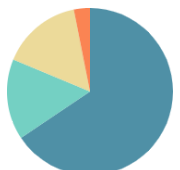
Principle 16	Focus on bringing past agricultural activities into the future <ul style="list-style-type: none">Incubator, farm education, fair, children				
Category: Preservation Of What Is There					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.60	20	9	1	1	

First Report: Guiding Principles


Principle 26	Create a space that serves the entire demographic of Petaluma (East & West) which reflects all of the changing needs of the community. <ul style="list-style-type: none">Everyone has a voice and should be heard.			
Category: Sense of community with inclusive space encompassing needs of Petalumans of all ages & future Petalumans				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.57	20	9	1	2




Principle 25	Encourage current and future tenants to engage in more and better community outreach.			
Category: Community Engagement & Promotion				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.53	21	5	5	1



Principle 8	Fairground: Be respectful of the surrounding neighborhood and the impact the fairground has on the community.			
Category: Open access & accessibility – from public standpoint and disability standpoint / Community Access				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.50	22	4	3	3



Principle 29	Frequent community, volunteer oversight committee, that is representative of the diversity of the community of Petaluma, to ensure timely, cost-effective maintenance with guidelines for continued use. <ul style="list-style-type: none">• Sound mitigation (Noise)			
Category: Frequent Public Review & Oversight				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.50	20	5	7	0



First Report: Guiding Principles

Principle 5	Accessibility and inclusivity.				
Category: Environmental Impact & Sustainability					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.43	18	9	2	2	

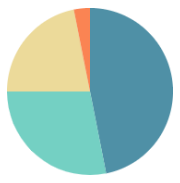
Principle 7	Inclusive of everyone. An open space that is respectful of its neighbors.				
Category: Responsible Neighbor					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.37	16	11	1	2	


Principle 4	Free public access to serve the most people and the larger community.				
Category: Open access & accessibility – from public standpoint and disability standpoint / Community Access					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.33	15	12	1	2	

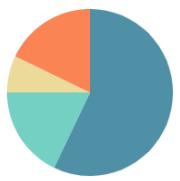
Principle 19	Funding to enhance grounds and venue promotion.				
Category: Responsible Neighbor					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.30	17	6	8	1	

First Report: Guiding Principles


Principle 6	End-to-end affordability moving forward. <ul style="list-style-type: none">Affordable for business, vendors, and consumers.			
Category: Open access & accessibility – from public standpoint and disability standpoint / Community Access				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.27	15	9	7	1



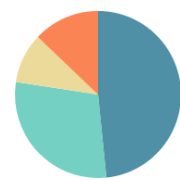
Principle 3	Maximize land usage.				
Category: Year Round Use					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.23	15	9	6	2	

Principle 15	Keeping whole grounds intact – the footprint is vital for emergencies, events and tenants. It can't become smaller.				
Category: Preservation Of What Is There					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.23	18	6	2	5	


Principle 22	A healing space for children that includes space for physical activities.			
Category: none				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.20	13	10	7	0



First Report: Guiding Principles


Principle 10	Regarding Public safety, the central location and access to the freeway is a valuable resource that could be used by Fire, Police and Emergency Management.				
Category: Public Safety					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.17	15	9	3	4	

Principle 18	Protect and respect current tenants, humanize their businesses and their livelihood.			
Category: Preservation Of What Is There				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.00	12	9	7	3




Response	Count
Strongly Agree	12
Somewhat Agree	9
Neutral/Don't Know	7
Disagree	3

Principle 27	Create a space for ride-sharing, robust public transportation, and provide a large area for public parking. Mitigate traffic issues created by the continued growth in our city.			
Category: Traffic Responsibility / Ride Share				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.83	11	8	8	5



Principle 9	Should be developed to meet the needs of the residents.			
Category: Responsible Neighbor				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.67	10	8	5	8



First Report: Guiding Principles





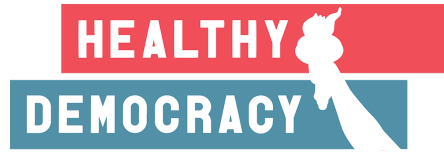
Principle 28	The land should include a space for civic engagement (ie. A civic center, city offices, police department, fire department). This would bring the leaders of the city and the members of the community together.				
Category: Civic Engagement					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
0.63	11	6	5	9	
Principle 21	Facilitate a partnership between the 4DAA and the Petaluma City Council that shares management of the fairgrounds.				
Category: none					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
0.63	9	9	4	8	
Principle 20	No “us vs them” mentality, especially regarding the unhoused community.				
Category: none					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
0.47	6	7	12	5	
Principle 13	Housing is a human right.				
Category: Housing					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
0.10	7	4	6	15	

Exhibit 6 - Pathways Report



Petaluma Fairgrounds Advisory Panel

Second Report: Pathways

11 July 2022

The following Pathways represents a prioritized list of site use Options for the Fairgrounds property written by the 32 Panelists of the 2022 Petaluma Fairgrounds Advisory Panel. This report exclusively represents the words of Panelists themselves and the language below has not been edited by either City or Healthy Democracy staff. This explanatory text (in italics) is the only content contributed to this report by staff.

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

The site use Options below were written and prioritized by the Panel after considering the following information sources:

- 14 informational presenters selected by the project's Informational Advisory Committee
- 7 presenters selected by the Panel from a menu prepared by the Informational Advisory Committee
- 6 members of the Informational Advisory Committee
- Briefing materials and contextualizing presentations from the City of Petaluma and 4th District Agricultural Association
- Stakeholder statements from the 14-member Informational Advisory Committee, representing key stakeholder interests in the community
- A 'Community Exchange' event involving 50 members of the broader public
- Results of an Equity Survey distributed to historically underrepresented communities in the Petaluma area
- An Equity Listening Session with 6 speakers representing BIPOC, youth, LGBTQIA+, and low income communities
- The experiences of the cross-section of Petaluma residents on the Panel itself

The Panel met for a total of 79 1/2 hours during the process. This report was released after the Panel's report on Guiding Principles and before their Final Recommendations

Pathways Report

Additional Notes:

The Options in this report were placed in order using an averaged score. This score was based on the votes submitted for each Option by members of the Panel, according to this formula:

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

Both the overall score and the specific votes have been noted with each Option below. Ties were broken by a random number generator.

The Options are numbered using the arbitrary numbers assigned to them during the process. Those assigned numbers are preserved here for ease of reference; they never represented any sort of ranking.

These Options were developed by the Panel to help guide its work on final recommendations about the Fairgrounds property. This report represents the votes of 29 Panelists out of the 32 total members of the Panel. The remaining three votes will be collected and published in an updated report.

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



Pathways Report

Option 93	Create a park with pedestrian and bike paths running through shade trees and other native plants.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.69	23	3	3	0

Option 13	Plant more local fauna / trees carbon neutral.			
Other Considerations	Sonoma Ecology Center.			
Unresolved Questions	Native Plants chosen with input from Coast Miwok			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.62	21	5	0	0

Option 29	Fix up site to increase curb appeal.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.62	20	7	1	0

Option 43	Year-round farmer's market.			
Where/Space	Near the front (facing E. Washington) use as much space as needed			
When	year-round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.52	18	8	1	0

Option 45	Farmers' market / Makers' market space to be open year round			
Other Considerations	Outdoor coverings, open-air market also			
Unresolved Questions	With lots of kitchen equipment - cooking - washing - refrigeration *helps in disaster			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.48	21	5	0	0



Pathways Report

Option 49	Continue with Agricultural Education.			
Where/Space	In barn area / halls			
When	weekly and occasional			
Other Considerations	year round ag model / farm			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.41	16	9	2	0

Option 78	Any new buildings must be carbon neutral.			
Where/Space	All new buildings. Any future build. all spaces			
When	year round			
Other Considerations	Could be added to lease as a mandate			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.41	15	11	2	0

Option 51	Build an evacuation center / update and improve the current site.			
Where/Space	TBD possibly existing bldg			
When	ASAP use measure "U"			
Other Considerations	Large Kitchen, bathrooms			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.41	18	7	2	2

Option 9	A park with lots of Trees.			
When	Year Round / Park could also be utilized for fair			
Other Considerations	Picnic Table, Playground			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.38	19	4	2	2



Pathways Report

Option 101	Keep livestock pens.			
Where/Space	Keep in same spot			
When	occasional use			
Other Considerations	emergency large animals			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.38	16	8	4	0

Option 82	Create a Community gathering with green spaces.			
Where/Space	Multi use park like space 7+- acres			
When	year round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.34	15	10	1	1

Option 76	Incorporate clean and renewable energy.			
Other Considerations	Solar Panels			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.34	14	11	4	0

Option 87	ADA compliance for all facilities including existing facilities.			
Where/Space	Entire Space.			
Unresolved Questions	Does not apply. Is ADA Compliance required if the city terminates lease?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.31	14	10	4	0



Pathways Report

Option 18	Improve and upgrade building accessibility.			
Unresolved Questions	Use fairgrounds to make the community more accessible, not just make the the fairgrounds accessible for the community			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.31	13	12	4	0

Option 73	Sound mitigation done via dense greenery.			
Where/Space	Entire site round speedway track & events			
When	Permanent mitigation / year round			
Other Considerations	project, to a permanent structure, showcasing different agricultural practices. Including native / heritage plants.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.28	14	10	1	1

Option 96	Qualified management capable of driving the changes to improve existing space.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.24	15	7	5	1

Option 30	A public park that allows for walking and biking across town and a fenced dog park. A space that also allows for accessibility and inclusivity.			
Where/Space	Parking lot B?			
Unresolved Questions	incorporate native plants / Restore Native land the way it was when the Miwoks lived here / fenced dog park			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.24	14	10	3	2

Option 17	A square for community activities.			
Unresolved Questions	Like Sonoma / Healdsburg Plazas?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.21	10	16	0	1



Pathways Report

Option 31	Make accessible to public. Add walking and biking paths.			
Where/Space	Above underground parking.			
When	Immediately - funded by measures U & M			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.21	11	14	2	1

Option 67	New building for charter school.			
Where/Space	4 acres- (2.67 acres) No location specified			
When	year-around - "built by beginning of school year"			
Other Considerations	utilize or add generation of solar and/or wind energy			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.21	13	10	4	1

Option 28	Relocate and upgrade buildings with an eye to renewable energy and beautification.			
Where/Space	New construction			
When	immediately: funded by measures U & M			
Other Considerations	Above ground parking / Parking around the fairgrounds (ie sonoma square) / Auditorium / *Accountability & Income generation			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.21	12	12	4	1

Option 102	Provide A Community Garden.			
Where/Space	Maybe acre!			
When	As needed			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.21	9	17	3	0



Pathways Report

Option 11	Put in shaded picnic areas.			
Where/Space	Drinking fountains & bathrooms (Group 6)			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.17	9	16	2	0

Option 60	Revenue generation for the city by holding concerts and use of an event space.			
Where/Space	Could utilize existing infrastructure w/ upgrades			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.17	13	8	7	0

Option 80	Do environmental clean up.			
Where/Space	Speedway / soil tests - Building old tests for lead.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.17	13	9	6	1

Option 81	Build Living Garden Walls.			
Where/Space	Surrounding site			
When	year round			
Other Considerations	aesthetically pleasing, co2 reduction			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	14	6	4	1

Option 12	Create pedestrian and bike through access.			
Where/Space	Between Jefferson St. & Target parking lot 15-20 acres.			
When	year round.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	12	10	3	1



Pathways Report

Option 105	Empty space capable of holding fair and evacuation camping when necessary.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	13	7	6	0

Option 7	Add benches.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	10	13	4	0

Option 14	Open park space.			
Unresolved Questions	What did the person mean by "open space"?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	10	14	2	1

Option 55	Create an expo/exhibit/amphitheater building that can house large events.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.14	9	15	4	0

Option 56	Build a Multi-Use Amphitheater.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.10	10	13	5	1

Option 115	Better promotion of events/activities leveraging existing infrastructure.			
Other Considerations	Use of sign by Java Hut.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	13	7	5	2



Pathways Report

Option 2	Reorganize the property for easier access.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	9	14	4	1

Option 50	Agricultural Incubator			
Where/Space	Near the fairgrounds barns & buildings 1-5 acres			
When	Year round, incorporated with farmers market, farm to table, sonoma farmers			
Other Considerations	Public / Private / University - Would be an opportunity for research, agriculture development, science, and technology to solve challenges and create magic.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	11	9	8	0

Option 100	Lease agreement w/ certain guidelines and deadlines for upgrades, improvements, ect. (no matter who has control or lease).			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	12	8	7	1

Option 59	Mural of the historical timeline of the land from Miwok ownership to present.			
Where/Space	Side of main exhibit building &/or barns			
When	permanent			
Other Considerations	inclusive history, acknowledge immigration contribution (latinx, AAPI, European, etc), local artists			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	13	6	9	1



Pathways Report

Option 119	Build a Living Roof.			
Where/Space	on all roofs			
When	year round			
Other Considerations	drought tolerant / enhance the grounds. help with heat island effect			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.07	10	12	6	1

Option 34	Create a Publicly-Accessible Garden.			
Where/Space	Parking lot B			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.03	9	12	5	0

Option 117	A place for groups, clubs, etc. to meet that would be free or very low cost.			
Where/Space	At the fairgrounds. Plenty of space for rooms.			
When	Year-round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.03	8	14	4	0

Option 83	An open park space with a square for community activity including pedestrian/bike paths with lots of trees. A combined fire/police center in order to localize services. A farmers market, sports fields, and emergency evacuation facilities.			
Where/Space	year-round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
1.03	9	13	4	1

Option 85	Solar Panel Parking Lot (i.e., casa grande parking lot).			
Where/Space	Main Parking lot			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree



Pathways Report

1.00	11	10	2	3
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Option 89	Local newsletter for events.			
Other Considerations	Public Meetings for general public oversight			
Unresolved Questions	Use "residency" instead of "citizen". Who is the oversight committee accountable to? - Who will make up the committee?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.97	11	7	6	1

Option 37	Improve space access with an eye for safety.			
Where/Space	throughout grounds			
When	year round open space			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.93	10	10	4	3

Option 103	Add more bathrooms & drinking fountains.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.93	10	9	6	2

Option 109	Safety & Maintenance Oversight Committee.			
Other Considerations	Prioritize safety, approve 3 year budgets			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.93	7	15	3	2

Option 27	Provide shuttle service from fairgrounds to other parts of the city.			
Where/Space	Add to airporter space			
When	daily			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree



Pathways Report

0.93	8	14	3	3
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Option 69	Open Vendor Block (i.e., food trucks).			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.90	4	19	4	1

Option 5	Add park section.			
Unresolved Questions	Underground parking would save space.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.86	8	11	5	2

Option 4	Remove fencing around the remaining part of the fairgrounds.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.86	11	6	8	3

Option 26	Keep the AirPorter Bus location.			
Where/Space	Same place as now			
When	Daily			
Other Considerations	Include shuttle service as an option or upgrade			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.86	10	8	8	3

Option 108	Create an Emergency Training building / center for Fire/Police/Emergencies.			
Where/Space	Anywhere that works			
When	A.S.A.P. - develop timeline			
Other Considerations	staffing and coordination			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree



Pathways Report

0.83	9	10	4	4
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Option 64	Covered Oval for concerts, craft/animal exhibits, track races, and that could also serve as a center for evacuees.			
Where/Space	Speedway Track			
When	Year-around			
Other Considerations	it will have to be tall to accommodate speedway races			
Unresolved Questions	Auditoriums Generate income: Luther Burbank made \$87 million last year. But makes ours flexible and more affordable.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.83	6	14	6	2

Option 22	Improve / relocate existing buildings & doing so with a better economic impact (use solar panels, earthquake resistance).			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	6	11	9	0

Option 23	Tea garden with tables & shade.			
Where/Space	Could be included with an open air market which would also serve as seating for the market or in a park			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	9	5	14	0

Option 41	Keep the speedway but add eco-friendly sound mitigation and, if not already in place, effective access for emergency use.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	13	4	4	7



Pathways Report

Option 44	Centralized emergency response (i.e., police & fire department joint building).			
Where/Space	2-3 acres			
Other Considerations	City / fire / PD responsible for upkeep of their grounds			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	10	8	5	5

Option 47	Sonoma plaza-like civic center space for picnics and music (amphitheater).			
Unresolved Questions	Where? TBD?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	8	11	6	4

Option 53	BMX Path inside inner ring of speedway.			
Where/Space	inside the speedway track.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.79	9	9	7	4

Option 3	Inspections to ensure Accessibility and Safety.			
Other Considerations	A.D.A.			
Unresolved Questions	Inspections of what? by whom?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.76	8	8	7	2

Option 88	Continue fairground use with upgrades in facilities.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.76	13	3	3	7



Pathways Report

Option 21	Playground.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.69	5	14	4	4

Option 107	A space for Indigenous people's ceremonies: a Roundhouse, Sweathouse, etc.			
When	Year - round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.69	7	9	8	3

Option 6	Allocation of space for city services.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.69	8	11	2	7

Option 15	Paths from east to west of property.			
Where/Space	Overpass / freeway (there is a pedestrian overpass only)			
Unresolved Questions	specifically to decrease traffic East / West			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.69	8	10	5	6

Option 8	Install exercise stations along paths.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.66	3	15	7	2

Option 36	Central Park.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.66	8	8	6	5



Pathways Report

Option 61	Underground Parking. Park. Part 1: Parking Lot 'B' - Speedway overflow - Lot B underground with a park/garden area on top that is outside the fenced boundary of the fairgrounds - the garage is partitionable for emergency response; responses offices; temporary housing; temporary medical - the area is surrounded by trees with a park garden accessible by the public. Part 2 - Inside fairgrounds (community building and B. Wilson Hall) remodel and create an Ag/food/demo kitchen facility that can be used for emergency food needs - food prep is adjacent to Lot 'B.'			
Where/Space	(Park) above the underground park			
When	year around			
Other Considerations	cost			
Unresolved Questions	Should probably be split into multiple options focusing on singular ideas and issues			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.66	7	9	8	4

Option 74	Boys & Girls club for after school activities.			
Where/Space	Multi use building at fairgrounds			
When	year round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.66	6	11	8	4

Option 25	Use Park-N-Ride space to encourage commuters to ride share.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.62	5	12	6	4

Option 71	Create an environmental R&D Center.			
Where/Space	1/4 acre - 1/2 acre			
When	year-round			
Other Considerations	tackle climate crisis			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.62	3	15	7	3



Pathways Report

Option 79	Hold summer camp for youth of all ages.			
Where/Space	Existing infrastructure (school?)			
When	Seasonal			
Other Considerations	Address childcare -- affordable			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.59	6	9	7	4

Option 72	Evacuation Site because of land size and location (accessible from all directions & easy freeway access) to benefit people & animals. Traffic Solution would be a walk & drive overpass above the fairgrounds.			
Where/Space	Before Kenilworth school was where the target is and it was an overpass			
Unresolved Questions	The overpass is still there although it is vandalized and needs upgrade			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.59	8	7	6	6

Option 24	Create Transportation hub.			
Where/Space	Parking lot			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.59	8	7	7	6

Option 84	YMCA to serve youth & seniors.			
Where/Space	1-2 acres			
When	year round			
Other Considerations	inclusive to all genders and ages			
Unresolved Questions	Santa Rosa & San Rafael have a YMCA Petaluma can have an all gender/age facility.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.59	6	11	5	6



Pathways Report

Option 110	Do not renew lease with the 4th DAA.			
Other Considerations	Does the City take over? Will 4th DAA agree to a partial lease?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.59	10	6	3	9

Option 97	3rd party property management & oversight.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	7	7	6	5

Option 68	Income/business revenue generation continue on site.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	4	10	10	2

Option 114	Something like the Oxbow in Napa or like the Ferry Building in San Francisco.			
When	year round			
Unresolved Questions	antique fair - option for inside the space / farmers/vendor market?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	5	10	7	4

Option 70	Porous Pavement instead of traditional concrete for parking & pathways.			
Where/Space	Throughout site			
When	year round			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	5	7	14	1



Pathways Report

Option 10	Teaching - Bilingual especially for immigrants and Unhoused. Job training.			
Unresolved Questions	Teaching -- Bilingual esp. for immigrants Unhoused -- Job training			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	5	11	7	5

Option 120	Senior Center.			
Other Considerations	All Services			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	3	14	7	4

Option 35	Provide Nonprofit shared office space. Civic Center?			
Where/Space	(Civic Center) - In the Civic Center			
Unresolved Questions	What is a civic center?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	8	7	7	7

Option 116	Create a Civic Center (include City Government).			
Where/Space	Near Potential Fire/PD station			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.55	11	5	2	11

Option 20	Dog park.			
Unresolved Questions	Fenced in separate large and small dogs water station benches and shade			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.52	5	9	9	4



Pathways Report

Option 33	Provide parking for fair visitors.			
Where/Space	Keep current parking.			
When	Year round.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.52	1	14	11	1

Option 66	An event center for people of all ages.			
Where/Space	Anywhere - in 5 acres.			
When	year round			
Other Considerations	see attached, cost? City-operated?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.52	4	11	9	4

Option 39	Public access gym with climbing wall. Playground, courts for interior athletics, etc.			
When	Year round			
Other Considerations	insurance, maintenance, school use, etc.			
Unresolved Questions	Where would a gymnasium, go? Would we have to sacrifice open space/greenery/trees?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	4	11	5	6



Pathways Report

Option 77	Keep Petaluma Speedway!!!			
Where/Space	Current location			
When	current schedule (March - October)			
Other Considerations	Trees for sound mitigation			
Unresolved Questions	Keep			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	11	2	2	11

Option 106	Propose lease inclusion. Lease shall include an exhibit clearly listing all financial responsibilities in a searchable format.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	3	10	10	3

Option 42	Allow Skating.			
Where/Space	in the walking/bike paths			
Other Considerations	what type of skating?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	1	12	14	1

Option 113	4DAA should keep at least partial control of the grounds with community oversight.			
Unresolved Questions	Can 4DAA and City Council work together as ONE? If yes would the processes be to slow?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	8	6	5	9



Pathways Report

Option 121	Day Care Center for Infants			
Other Considerations	Low Income			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	2	12	11	3

Option 58	Create recreational facilities.			
When	year around			
Other Considerations	low-cost, accessible & affordable			
Unresolved Questions	Where? Indoor or Outdoor? What kind of recreation?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.45	2	11	14	2

Option 62	Studios and small workshops.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.41	2	13	7	5

Option 92	Extra space for Live Oak Charter School (Approx. 4 acres).			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.41	3	12	7	6

Option 104	Proposed lease inclusion: Live Oaks Charter in conjunction with Petaluma Blacks for Community Development should be granted a reasonable lease for 5 acres, of which an agreed upon amount should be a shared garden and agricultural space with proceeds benefiting both organizations.			
Unresolved Questions	More clarification / & Bounty Farm!			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.38	4	7	11	4



Pathways Report

Option 38	Configure speedway as a grandstand stage with a grass amphitheater and park area.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.38	6	6	8	7

Option 75	New building for charter school (to include solar and wind energy).			
Unresolved Questions	New building would have wind & solar energy.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.34	5	4	12	4

Option 48	Build a Rodeo / horse arena.			
Where/Space	Back arena / front lot			
When	Occasional use			
Other Considerations	Noise, neighborhood impacts			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.34	5	6	11	6

Option 19	Add water features like fountains and duck ponds.			
Unresolved Questions	Duck ponds however nice Ducks and Geese create poop			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.31	3	10	8	7

Option 54	Provide mental health services.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.31	4	5	15	4



Pathways Report

Option 32	Provide a Pride Office.			
Where/Space	Civic center			
Unresolved Questions	Non Profit Office / Center?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.28	2	8	13	4

Option 94	Create and find a city supported citizen inspection panel with inspection groups to always include at least one member who actively works in or previously worked a construction or facilities management job. This could be a split lottery of sorts, with those members with professional experience in both pods, and those without only in the on not requiring that, and on site inspections teams rotating and selected by lottery.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.21	3	5	12	5

Option 95	Butterfly Garden.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.21	3	8	8	8

Option 40	Remove Speedway.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.21	9	3	1	15

Option 112	Resettle - Miwok.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.21	4	6	10	8

Option 98	Proposed lease inclusion: keep the fair event and extend to 10 days minimum.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.17	4	2	14	5



Pathways Report

Option 111	Proposed lease inclusion: require citywide surveys every 7-10 years, prior to the meeting of the nearest group panel, that effectively capture the opinions and desires of the community, listserve shall not be considered sufficient, nor should less than 25% response rate.			
Unresolved Questions	more clarity			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.17	1	7	14	4

Option 99	Modify lease so 4th DAA only hosts fair.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.10	3	7	8	10

Option 90	Affordable housing for all.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.03	6	4	1	17

Option 16	Build a Gymnasium.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.03	1	7	11	10

Option 91	Allow public camping.			
Where/Space	Existing open space (any)			
When	(occasional use) Schedule around events			
Other Considerations	Supports evac. & temp. housing for event workers Affordable			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.07	0	6	11	8



Pathways Report

Option 65	Build affordable housing for workers.			
Where/Space	3 acres			
When	year around.			
Other Considerations	meet state mandate, address housing crisis benefits people, local business			
Unresolved Questions	Affordable \$150,000 per two person vs. low income			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.07	5	5	1	17

Option 46	Create a wildlife sanctuary.			
Other Considerations	assistance for injured animals			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.10	0	7	11	10

Option 86	Update Buildings to current building codes.			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.17	1	6	7	13

Option 1	Lake path.			
Where/Space	Plans for site / drawing			
Unresolved Questions	Make a Lake? Where?			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.52	0	0	12	15

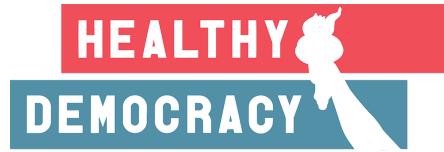


Pathways Report

Option 57	Create an amusement park.			
Where/Space	2 - 60+ acres + parking			
When	year round			
Other Considerations	cost? space			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.69	0	0	8	20

Option 63	Hotel / Conference rooms.			
Other Considerations	Income generator			
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
-0.86	0	0	4	25

Exhibit 7 - Final Report



Petaluma Fairgrounds Advisory Panel

Third Report: Final Recommendations

3 October 2022

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

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

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



Third Report: Final Recommendations

Additional Notes:

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

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

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

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

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

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

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



Third Report: Final Recommendations

Key Points of Agreement

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

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

Third Report: Final Recommendations

Visions

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

Vision – Group 3/5

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

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

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



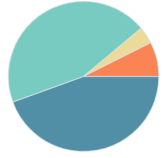
Third Report: Final Recommendations

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

Third Report: Final Recommendations

Vision – Group 2/4

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

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

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



Third Report: Final Recommendations

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



Third Report: Final Recommendations

Unresolved Element A	Give a few Acres back to the Native American Inter-Council.	Supported by 26% of all Panelists
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Third Report: Final Recommendations

Vision - Group 1/5/6

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

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

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

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



Third Report: Final Recommendations

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



Third Report: Final Recommendations

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