

**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

*Instructions: Use this form to apply to serve on the General Plan Advisory Committee. Please fill out the form completely. If a question does not apply, type or write N/A in the space provided.*

*When completed, please e-mail to the City Clerk at [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org) with the subject line "GPAC Application." If e-mail is unavailable, please mail application to the City Clerk's Office: City of Petaluma, 11 English Street, Petaluma, CA 94952.*

*All applications are reviewed by the City Council. If you have questions about this form, please call the City Clerk's Office at 707.778.4360 or e-mail [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org).*

<b>First Name:</b>		<b>Last Name:</b>	
Amy		Hogan	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Self employed: metal worker, digital archivist and musician			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			

**Please describe volunteer work you have engaged in:**

For the past twenty-one years I have led the volunteer efforts towards the preservation of La Cresta Ridge & Ravine. That work included holding ongoing meetings to continue the preservation goal, community outreach and education about the property including meeting and working with City elected leadership and City staff, in depth historical research, and grant writing. Additionally, I developed a website dedicated to La Cresta Ridge and Ravine and coordinated social media outreach to support our efforts.

While on the La Cresta committee, I participated in the development of Petaluma's current Hillside and Ridgeline Ordinance from which I experienced the value of community members volunteering their time that resulted in an impact on their City's future.

Since 2017, I have volunteered at the Petaluma Historical Library and Museum assisting in the collections department with digitizing records, receiving and accessioning donations, and researching historical records. In this work, I have discovered and developed an in depth knowledge of the many historical residents and their contributions to City along with an understanding of how Petaluma developed since its beginning.

I participated in the Cool Petaluma movement and was a topic leader on my block hosting several meetings at my house and supporting the program overall.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have applied my degree in music supporting the theatrical and music performances in my childrens' schools which utilizes organizational as well as creative and fundraising skills. I feel those skills will enable me to look at topics with a constructive and original view.

My previous work experience in the clothing business as a buyer for a SF retailer will be helpful in problem solving and creating a goal oriented work flow for the topics we discuss.

The experience I gained researching the La Cresta Ridge and Ravine project and the history of the Petaluma Water Department has given me a thorough background on the water system in Petaluma.

At the Petaluma Historical Library and Museum, I created a historical mapping project that visualized the evolution of the City and how the development occurred utilizing historical maps with current map overlays. This research will be helpful in examining what has been done to preserve Petaluma's unique qualities and what we need to do going forward.

Researching my own family history here and several other family histories in Petaluma has given me an understanding of and appreciation for the value of community involvement and how it shapes the future of our town.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I have a strong interest in the history of Petaluma from its earliest pioneers to the community that makes up the population today. With rigor and depth in historical research, I enjoy assembling the facts I find to support the ideas I am putting forth. I am an attentive listener and advocate for those who might not be heard.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am excited to be member of the General Plan Advisory Committee because I want to be part of the future of this town I have lived in for thirty-one years. Knowing where the City has come from and how many events and people have shaped it into what it is today, I realize in order to maintain the soul of what we have, yet adapt to the changes around us, the work must continue. I want to be a part of that. I was not able to participate in the past plan process due to family obligations but am very aware of the importance of this committee.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

I am a self-employed metal worker and have worked with several of the downtown merchants and many residents to provide unique handmade items. I am pleased to say my music has been embraced by the Petaluma residents and through these arts I feel I am connected to the community.

**How did you hear about this opening?**

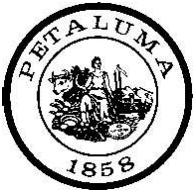
I read about it in the weekly City email and was also alerted to it by Bill Rinehart.

**Applicant's Signature (Written or Typed)**

**Date**

Amy Hogan

1/14/23



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<b>First Name:</b>		<b>Last Name:</b>	
Bianca		Ruiz	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		California	94954
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
<i>(This number will <u>not</u> be available to the public.)</i>		<i>(This address will <u>not</u> be available to the public.)</i>	
<b>Do you live within the Petaluma City limits?</b> <u>XXX</u> Yes    _____ No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <u>XXX</u> Yes    _____ No			
<b>Present Employer and Job Title:</b>			
Self-Employed Tech Recruiting Agency Owner			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			



**Please describe volunteer work you have engaged in:**

- Glide Memorial Church, San Francisco, CA

Connecting with local communities at risk is important to me, and I have spent time packing meals, serving meals, and aiding in facility clean up at Glide Memorial's shelter for the houseless.

- Code 2040 Mentor Fellow, San Francisco, CA

I recognize that my career in tech is a privilege, and it is important to me to ensure young students and graduates from low income communities are given equal chance to launch their career in tech. I have spent time sharing my knowledge and offer emotional support to a mentee, who is now employed by one of the largest tech companies in New York.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have spent a decade at various medium and large sized corporate companies in operational roles. On a scale of 1-10, 10 being expert, I'm at a 11 with regards to participating in, and managing, various types of committees that serve to bring together the company's values with the customers' and employees' needs. I have led meetings, pitches, and conflict resolution feedback sessions that have led to the best outcomes for launching different initiatives.

In this effort with GPAC, I bring directly transferrable skills. I'm able to manage competing priorities, wants, and needs of stakeholders. I understand the importance of progress, but I am dually focused on fairness.

**What Special Interests/Skills/Talents would you bring to this Committee?**

- Extremely rational and balanced approach to city development and land use.

- My superpower is my ability to tailor my communication style to whoever is in front of me; throughout my personal and professional life I've been told that communicating with me brings a sense of calm, empathy, and unbiased challenging when needed (rather than critical aggression).

- Experience with a family owned and operated development business; familiar with a few different approaches to land use (both residential and commercial).

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I'm excited to get involved in a part of Petaluma's community that is most important to me; land use. I would bring a fresh perspective, as I have been a resident of Petaluma for 1.5 years, and I would approach this role with humility and a drive for productivity. A few objectives I'd be interested in discussing:

1. The City of Petaluma's updates to its General Plan 2025, which I understand is a comprehensive long-term plan for the City that took effect in 2008. I'd like to understand the process and any progress/stalling and room for improvements.

2. Housing philosophy

3. Recreational land use: trails, young child-focused parks, the future of the fairgrounds, learn more about why the Energized Public Spaces of Maryland is referred to as part of the master plan and how we can make our public spaces better

4. Health and safety on our streets: cleanliness and hazard maintenance

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

**City of Petaluma Instagram Post**

**Applicant's Signature (Written or Typed)**

**Date**

**Bianca Ruiz**

**01/03/2023**



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<b>First Name:</b>		<b>Last Name:</b>	
Brent		Newell	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94954
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
<i>(This number will <u>not</u> be available to the public.)</i>		<i>(This address will <u>not</u> be available to the public.)</i>	
<b>Do you live within the Petaluma City limits?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
self employed; Law Offices of Brent J. Newell, principal			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			

**Please describe volunteer work you have engaged in:**

McNear Park Community Garden; Board Member (2004-2014), Board President (2014-2020)

Scouts BSA, Troop 74, Petaluma; Adult Leader (2015-2019, Treasurer and troop committee member (2015-2018).

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

Education:

J.D., University of Oregon School of Law, Environmental and Natural Resources Law Statement of Completion, 2000

B.A. Economics, University of California, Santa Cruz, 1992

Professional Experience:

I am an environmental justice lawyer with over twenty years of experience on climate, air quality, water quality, and California Environmental Quality Act-related land use issues. My experience includes litigation in state and federal court, legislative advocacy, and advocacy before local governments and administrative agencies. My broad experience with federal, state, and local agencies combined with my expertise as an environmental justice lawyer will serve the GPAC especially in the land use, climate, environmental, transportation, and environmental justice components of the general plan.

Relevant land use experience includes California Environmental Quality Act advocacy on behalf of community-based organizations to oppose new and expanding industrial dairy operations in the San Joaquin Valley and on behalf of Marin County groups opposed to the expansion of the Redwood Landfill.

Relevant climate experience includes extensive advocacy in the California Legislature and before the California Air Resources Board related to adoption and implementation of climate policy, including AB 32 (2006), SB 32 (2016), AB 197 (2016), SB 1383 (2016), AB 398 (2017), and the Low Carbon Fuel Standard. Climate experience also includes litigation challenging the first Scoping Plan implementing AB 32, a federal common law public nuisance action representing an Inupiat Village in *Native Village of Kivalina v. ExxonMobil*. In addition, I worked with environmental justice organizations and environmental groups in climate advocacy before the U.S. Environmental Protection Agency, including the Clean Power Plan and a petition to regulate industrial dairy and hog operations under section 111 of the Clean Air Act.

Finally, as an environmental justice lawyer, I have extensive experience working with and representing EJ communities on issues related to Title VI of the Civil Rights Act, the Clean Air Act, and the Clean Water Act.

**What Special Interests/Skills/Talents would you bring to this Committee?**

My skills and talents as an environmental justice lawyer and my experience in policy advocacy will benefit the GPAC. I have a unique environmental justice and social justice lens and my professional experience will provide a unique role on the GPAC in the environmental, environmental justice, land use, and climate components of the general plan.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am excited to contribute as a GPAC member because I grew up here, my family and I love living as a part of this community, and because I believe that I have a unique skill set that will benefit the efforts of the GPAC.

I grew up in Petaluma and in the country on Orchard Station Road between Petaluma and Sebastopol. After college and law school, I moved back to Petaluma with my family in 2002. This city, and Sonoma County in general, has been our community and a wonderful place to live, work, and raise a family.

In the spring of 2022, I transitioned from my roles at non-profit law firms and launched a solo law practice based in Petaluma. With that transition and my Petaluma-based practice, I am especially excited to use my skills to support my community .

I am interested in working towards our climate, transportation, environmental justice and social equity, and natural resources objectives.

I have participated in one GPAC meeting and during 2022 reviewed general plan Existing Conditions Reports.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

Our home since 2005 has been on the East Side near Rainier/Sonoma Mountain Parkway. Moreover, my office has been in downtown Petaluma since 2018. I frequently ride my bike on the Lynch Creek trail or use Petaluma Transit/Sonoma County Transit to go to and from my office. I will bring that lived experience as an East Side community member and a user of bicycle and public transportation to the GPAC and the general plan process.

**How did you hear about this opening?**

Janice Cader-Thompson and Brian Barnacle shared information about the GPAC opening and appointment window.

**Applicant's Signature (Written or Typed)**

**Date**

/s/ Brent Newell

December 31, 2022



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<b>First Name:</b>		<b>Last Name:</b>	
Daniel		Raff	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		California	94954
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Attorney, Raff Law APC			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
Mill Creek HOA			

**Please describe volunteer work you have engaged in:**

I've volunteered at the Redwood Empire Food Bank, and during the fires I helped out at some of the shelters that were set up around town. I've done other little things here and there but it's mostly odds and ends.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I'm a lawyer, and a big part of my practice is real estate law and business law. I'm familiar with issues facing investors, landlords, tenants, buyers, builders, all of whom I've represented. I moved here and started my practice in July 2013, so I've also been a small business owner in Petaluma for almost ten years.

**What Special Interests/Skills/Talents would you bring to this Committee?**

For what it's worth, I try to stay informed about housing issues, and I listen to Gimme Shelter, which is a podcast on the California housing crisis; not that I claim to be an expert or anything, but I am interested in the topic.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

Petaluma is an amazing town, and I'd like to help keep it that way. Joining GPAC seems like a good way to do that. I have not previously participated.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

The community update email sent out by the city.

**Applicant's Signature (Written or Typed)**

**Date**

Daniel Raff

01/12/23





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**General Plan Advisory Committee Application**  
City Clerk's Office

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<b>First Name:</b>		<b>Last Name:</b>	
Dylan		Lloyd	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94954
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Insight - Sr. Cloud Architect			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
Petaluma Technology Advisory Committee - Current Chair			

**Please describe volunteer work you have engaged in:**

I have volunteered on the Petaluma Technology Advisory Committee for the past 6 years.  
I have volunteered in the past to help school districts with their technology programs and enhance their on-campus technology for the future.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have been the chair of the Petaluma technology advisory committee for the past 6 years where we have enhanced efforts to increase broadband adoption and work on emergency services in the City of Petaluma so we can advise the city council on what the best use of technology would be for the city. I also just finished running a city council campaign for District 1 where I met and discussed many different topics with city residents and feel like I can bring a viewpoint from someone who has sat on a city committee for many years as well as running a city campaign. I feel like this has made me understand the issues our city faces very well and can help me if appointed to the GPAC in many ways.

I also have been in the technology sector for over 20 years and can bring a viewpoint to the GPAC from that viewpoint on what we need to do to stay relevant in the future.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I would bring many skills and talents to this committee. The first would be that I have over 20 years of experience working in the field of technology, including IT support to IT infrastructure to large scale project management. Next, I feel that through my 6 years on the city's Technology Advisory Committee, I have gained valuable experience working with the city's economic development office and the IT office on how we need to plan to integrate technology into our city's future. I also feel that running for city council exposed me to the varied viewpoints of many people in our city and with this experience, I discussed and now have a working knowledge of the issues confronting our city now, and in the future. I am an approachable person who listens to others.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am excited because I love Petaluma and want to be a part of its future. That is why I ran for city council and currently serve on the Technology Advisory committee. I want to make sure we strive to make sure Petaluma is, and stays, an amazing place for people to live, but also affordable. We need to plan for the future and make sure that we keep in mind climate change, equality, and affordability but also that we incorporate technology into all those things, so we stay relevant.

The specific objectives I would like to work towards is to make sure we have infrastructure as a key part of the general plan which includes broadband, roads, etc. I think it would be amazing to have something in the general plan where we can look at using dark fiber that is already in place where the city owns its own municipal broadband and treats broadband as a utility. I would also like to help the city use technologies to ensure we move forward with effective climate change initiatives, housing initiatives, road reconstruction, homelessness, as well as many other issues. There is a lot we need to keep in mind, and I think I would be the right person to fill the vacancies on this committee.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

City's Website

**Applicant's Signature (Written or Typed)**

**Date**

1/16/2023



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<b>First Name:</b>		<b>Last Name:</b>	
Elda		Vazquez-Izaguirre	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>	<b>State:</b>	<b>Zip:</b>	
Petaluma	CA	94954	
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> <b>X</b> <b>Yes</b> <input type="checkbox"/> <b>No</b>			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>			
<b>Present Employer and Job Title:</b>			
N/A			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			

Please describe volunteer work you have engaged in:

- I have volunteered at several Petaluma River Cleanups as well as community engagement events.
- I have volunteered extensively at my children's schools working hard to make sure that needed resources were made available.
- I have lived in Petaluma for over 25 years and raised a family here, so my volunteer experience has been both extensive and less defined.

Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:

- My knowledge in the dental field as a dental assistant who primarily served underrepresented groups of the people in the county has allowed me to reflect on the need for public health and medical services in this city. I witnessed on a regular basis how minority and low-income communities struggled to access dental and health services without accessible public services. Out-of-pocket expenses and high co-payments were a consistent barrier for many of the patients that I saw. This in turn led to ripple effects for their daily lives in our city.
- As a member of the GPAC, I would be focused on using this knowledge to not only make equity a foundation for our next general plan, but to also ensure that public health outcomes aren't left out either.
- There are multiple ways in which the city's development, transportation and overall infrastructure can and does intersect to impact our public health opportunities.
- Furthermore, as a parent who has actively fought for needed resources for their children's education in this city, I would be bring a perspective that focuses on the needs of future generations.
- Finally, I was a landlord in this city for a decade. In that time, I saw just how hard it can be to ensure that our renters are protected and not squeezed out by external costs. I want to make sure that our next general plan protects our most vulnerable community members, especially when it comes to affordability.

What Special Interests/Skills/Talents would you bring to this Committee?

- I'm a mother who is raising two children in this city and has lived here for over 25 years.
- Both my husband and I are immigrants and know what it means to make Petaluma there home, as well as the barriers that one can face in doing so.
- I have worked in the health industry here and know the barriers that many community members face to good health in this city.
- I have a child who requires further resources for their educational outcomes, and I have had to work hard with other parents to ensure that those resources are made available to more than just a handful of students.
- I was a landlord for ten years, renting out a home in this city.
- My family and I reside on the east side and have a perspective that is more focused on what it's like to actually build a life here.
- I am passionate about my children having a better life, and this general plan will impact how they and their children grow up in Petaluma.

3

Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?

- I am excited for the opportunity to help shape our city's future. As a mother who is raising two children in this city, there is much to love but also much that could be improved.
- As I have already noted, I want to prioritize how this city plans for better public health outcomes by looking at the ways infrastructure, transit, zoning and more intersect to impact our most vulnerable community member's day to day lives.
- As a former landlord I want to see a general plan and implanting zoning code that both protects renters and small landlords in a way that doesn't put them at odds. Affordability and firm renter protections shouldn't be a conflict for landlords acting in good faith.
- But my biggest priority as a member of GPAC would be to see how our next general plan support better outcomes for public education in this city. As a mother with a middle schooler on the Autism Spectrum, I have had to work very hard with other parents to ensue that needed resources are provided for students with special needs. I recognize that the general plan and implementing zoning code are focused on how the city develops, but I also know how these policies can have intersectional impacts on the ways our kids receive, get to, and process their educations. For example, if robust bus networks and safe routes to schools will save our schools money on other serves, than there is more money for needed resources in the classroom. That is a thin example, but is mainly meant to illustrate how these perspectives matter when it comes to the city's general plan process.

Is there any other information that you feel would be useful to the City Council in reviewing your application?

- As a Petaluma resident for over 25 years my understanding of this city continues to grow. I understand how my role as a mother of two, a previous landlord and healthcare worker, and a current homeowner, has shaped my understanding of the city I call home. My experience in both the health field and my daughter's education has made me challenge how things have been. Everyday, people like me struggle to see enough progress being made. My perspective is that of all Petalumans.

How did you hear about this opening?

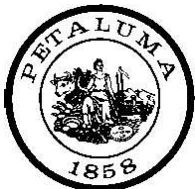
I was fortunate enough to hear about GPAC through various other committee and commission members of the city.

Applicant's Signature (Written or Typed)

Date

Elda Vazquez-Izaguirre

01/15/2023



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Hal		Bohner	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94025
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
<small>(This number will <u>not</u> be available to the public.)</small>		<small>(This address will <u>not</u> be available to the public.)</small>	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Retired			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
I moved to Petaluma from the City of Pacifica, CA, in 2019. In Pacifica I was appointed to the City of Pacifica Golden Gate National Recreation Area Advisory Committee.			



**Please describe volunteer work you have engaged in:**

In Petaluma I was a volunteer assisting an ad hoc committee of the Petaluma Climate Commission.

In Pacifica I worked with the following non-profit groups in various capacities: Founding Director of Pacificans for Mori Point; Member of Friends of Pacifica; Board member of Pacificans for Highway One Alternatives.

I have been a Board member of Poets in Need which is a national organization.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I am an attorney but am no longer practicing, and I am on inactive status. I am familiar with the law and practice of city planning including general plans and land use matters. I have been the City Attorney for Pacifica, California and have handled a variety of litigation including cases based on California planning and zoning law and on the general plan of a city as well as cases involving the California Environmental Quality Act. Also, I have a B.S. degree in engineering, and I completed the course work toward a master's degree in Environmental Health Engineering and have been an environmental engineer.

**What Special Interests/Skills/Talents would you bring to this Committee?**

As discussed above I have relevant legal and practical experience related to land use planning and development in a California city, and I have education and experience in environmental engineering. I have also been active in a number of grass-roots organizations aimed at influencing land use in a California city. I have worked closely with city government concerning land use and other matters.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am passionate about the environmental and social health of all communities and Petaluma in particular. I value many aspects of Petaluma such as the small-town atmosphere; inviting downtown with the river providing an incredible amenity; vibrant neighborhoods and parks; and proximity and connection to rural, agricultural areas. Land use planning has long been a particular interest of mine and has been the motivation for many of my volunteer activities over the past more than 30 years. The opportunity to help shape decisions that can affect the quality of life in Petaluma for decades to come is very appealing to me.

I moved to Petaluma from Pacifica in large part due to the charming character of Petaluma and the natural beauty of the surrounding area. Like many communities in California, Petaluma is facing challenges related to the need for housing balanced against the desire to address the possible negative consequences of development. I believe that it is possible for a town to grow well if that growth is carefully planned and executed. I hope to be a part of a planning process that folks will be happy with now, and in the future folks will be happy with the results of that process.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

None.

**How did you hear about this opening?**

A friend notified me.

**Applicant's Signature (Written or Typed)**

**Date**

Hal Bohner

December 27, 2022



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Jerome		Cleland	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
<i>(This number will <u>not</u> be available to the public.)</i>		<i>(This address will <u>not</u> be available to the public.)</i>	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Self Employed/Affiliate Marketing			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
NA			

**Please describe volunteer work you have engaged in:**

I have volunteered for the last year or so at the CERES kitchen in Sebastopol. CERES provides free meals for cancer patients. I was inspired to work here when one of my employees, who had recently left our company, was diagnosed with cancer and utilized CERES services to help her and her family get through this tough time. Free meals for people facing one of life's most challenging moments, their mortality, was something I wanted to be involved with.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have a Master's degree in Urban Planning and Public Policy from the University of Illinois at Chicago, circa 1998. I worked for three years at the American Planning Association in their research department. I was inspired by the ground breaking work I saw all around me, specifically in the areas of Smart Growth and Urban Parks Initiatives. I also helped developed and implement planning in Latin America, specifically in the countries of Honduras, Nicaragua and the Dominican Republic. Besides planning, I have also held real estate licenses in both Illinois and California, and at one point worked on a development project in Mexico. I feel I have some experience on a myriad of the issues pertaining to the social/urban fabric of towns. I've lived in Petaluma since 2011.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I love and appreciate every aspect of the planning and growth in our community. I have experience in urban planning, real estate and development. I have an intimate understanding of the needs of a community, while balancing the financial needs of an investor in our town's development. There is a creative friction between the past and future that I believe present opportunities rather than challenges.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am excited to be a member of the GPAC because I believe this is a critical time to make decisions about Petaluma's future. I think Petaluma is unique in both our physical and social fabrics that I believe should be protected at all costs. It is these exact elements that also put us in the drivers seat when entering in any negotiation with those who wish to build here. As a member of the GPAC my objective would be to preserve our amazing sense of place, while also welcoming changes that elevate what we have, who we are, and what we want to be. We should be relentless in knowing our value and bargaining and imagining from a position of strength.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

I live in the Oakhill-Brewster neighborhood and prize it for its walkability, sense of place, and strong community fiber. I am currently a block leader in the Cool Petaluma project and have volunteered in such groups as Know Before You Grow and the SDAT.

**How did you hear about this opening?**

**Applicant's Signature (Written or Typed)**

**Date**

**Jerome Cleland**

**Jan 16, 2023**



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

**RECEIVED**

**JAN 16 2023**

**CITY CLERK**

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<b>First Name:</b>		<b>Last Name:</b>	
John		Hanania	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>	<b>State:</b>	<b>Zip:</b>	
Petaluma	CA	94954	
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Small business owner - Cotati Performance (automobile repair)			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
Petaluma Community Access, Board of Directors. Petaluma Youth Commission, Adult member.			



**Please describe volunteer work you have engaged in:**

Support for and advocacy for the unsheltered population in Petaluma, ongoing.

Organized and facilitated community gathering of youth and City of Petaluma officials at Phoenix Theater to address issues of conflict and come to resolution.

Using my professional background, I provide voluntary (free) services to individuals who need help with auto and transportation related needs, but who cannot afford to pay for them.

I have also coached youth soccer for several years in Marin County and Sonoma County.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have lived in Petaluma for 33 years and prior to that in Marin County. I immigrated to the US 45 years ago and bring this perspective, which I believe is needed and would be beneficial to our GPAC. My professional experience ranges from providing translation support for non-English-speakers in a variety of settings (Interpreters Unlimited) to owning my business and providing automobile repair and related services. In other words, communicating and helping those who need English language support and developing my business to be of service to many in Sonoma and Marin Counties. Living in Petaluma, I have been active in Petaluma City government, attending meetings for many years and speaking on behalf of the public on issues I believe reflect quality of life, justice and our need for effective government.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I have been engaged in Petaluma City government and our community for over 30 years. I recently was a candidate for City Council from District 3 and I would bring input from all of the residents with whom I have interacted. I would anticipate the committee will want to create the best General Plan update that is possible - for the residents of Petaluma, because Petaluma deserves good decision making, good coordination, honesty in process and a community where equality and opportunity are priorities. I believe my interest in all of the General Plan elements and how they will come together (land use, housing, affordable housing, environment, open space, transportation, etc.) is broad enough, yet specific to each element, that I can contribute to the committee in the basic priorities the committee has identified - the lenses through which all other elements need to be updated - natural environment and equity.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

The General Plan update is the blueprint for the people of and visitors to Petaluma, as well as the very important element of our natural environment. We need an excellent final document to help guide Petaluma to grow responsibly and at the same time protect our environment and add to open and green spaces. We want visitors to feel welcomed here, and we, above all, want those who live in Petaluma to feel safe and welcomed - and I believe this effort is possible to create that blueprint. As I wrote earlier, I have been involved in Petaluma City government for over 30 years and bring both history and current experience to serving on the GPAC if appointed.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

I have attended GPAC meetings and am familiar with the process of this committee. I am interested in collaborating to create the General Plan update our Petaluma community deserves. I will appreciate any consideration.

**How did you hear about this opening?**

I attend City meetings and was familiar with committee openings; several residents approached me and asked me to apply for a seat on the GPAC,

**Applicant's Signature (Written or Typed)**

**Date**

**John Hanania**

**January 16, 2023**





**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Joy		Ruppersburg	
<b>Street Address:</b>			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94954
<b>Phone:</b>		<b>Email:</b>	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <u>yes</u> Yes _____ No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <u>yes</u> Yes _____ No			
<b>Present Employer and Job Title:</b>			
Semi-Retired Educational Therapist in private practice			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
I have not run for office or been elected to a governmental body. ( I did serve as a school superintendent and school principal in the past.)			

**Please describe volunteer work you have engaged in:**

Current volunteer work:

I am a volunteer with Petaluma Wetlands Alliance.

I am a volunteer with TLC Transitional Life Care as Board Secretary.

Years in the past I have served as a volunteer:

US Forest Service Visitor Center Big Bear California: Greeter for Public and Front Desk

State of California State Park Docent Sonoma County: Docent

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have been a licensed professional educator for almost 50 years. (1975-2023)

B. Ed. University of Oregon 1975

M. Ed. Univeristy of Oregon 1984

Completed coursework and ABD Ph.D Administration and T. Education 1991-1994

\*K-6 Teacher in one-room school Steens Mountain School, Princeton OR (1975-1976)

\*School Principal and Superintendent of Schools K-12 Elgin OR 1985-1991

\* Oregon Department of Education: Program Specialist School Improvement Research 1997-1998

\*Resource Specialist TAM HS District 9-12th grade 1998-2004

\* Educational Therapist in private practice 20 years 2003-2023

My experience can benefit this effort as I have lived in and served in many small communities which are rich in natural resources.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I am a good listener and communicator.

I can read and understand research reports.

I deeply care about the natural world and natural habitats.

I am an organic gardener with a certified wildlife habitat with 15 fruit trees crowded into a small lot on the east side.

I like working with groups and teams.

I've written grants and been awarded resources for developing energy savings and improving school enviroments for all who use them.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I would like to see Petaluma continue developing strategies to protect the Petaluma Water Shed.

I would like to participate in conservation efforts for our waterways, parks, and community.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

I am a lifelong learner who is curious and enjoys being in service in my communities.

I can read quickly, write well, and have been told I am intelligent.

**How did you hear about this opening?**

**Petaluma Wetlands Alliance - John Shribbs**

**Applicant's Signature (Written or Typed)**

**Date**

**Joy L. Ruppensburg**

**1/12/23**



**City of Petaluma, California**  
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City Clerk's Office

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<b>First Name:</b>		<b>Last Name:</b>	
KEVIN		KEWT	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>	<b>State:</b>	<b>Zip:</b>	
PETALUMA	CA	94952	
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
RETIRED JUL 31, '22 AS SENIOR ARCH'T FOR WORKPLACE			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
I HAVE EXTENSIVE KNOWLEDGE OF FEDERAL GOVERNMENT (BASED IN U.S. GENERAL SERVICES ADMIN. (U.S. GSA) PUBLIC BUILDINGS SERVICE). I SERVED AS THE CENTRAL OFFICE OF GSA'S EXPERT ON FEDERAL COURTS & BORDER STATIONS. I WAS ALSO IN CHARGE OF DISABILITY ACCOMMODATIONS IN FEDERAL SPACE, CHILDCARE & WORKPLACE. I WORKED W/ NATIONAL CAPITAL PLANNING COMMISSION + LOCAL AUTHORITIES ACROSS THE U.S.			



Please describe volunteer work you have engaged in:

I HAVE SERVED AS A PRO BONO DESIGN CRITIC @ CATHOLIC UNIV. (D.C.) SEVERAL TIMES WHILE WORKING IN THE PRIVATE SECTOR (14 YEARS), I HAVE LECTURED TWICE AT A U.C. BERKELEY ARCHITECTURE (WOOSTER HALL) AS WELL AS HAAS SCHOOL OF BUSINESS (ON THE HEALTHY WORK PLACE). I RETIRED FROM A VERY INTENSIVE JOB W/ THE NATIONAL (U.S.) OFFICE OF THE CHIEF ARCH. AND SINCE THEN HAVE BEEN ENGAGED IN PETALUMA ISSUES.

Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:

HAVE BACHELORS IN ARCH FROM CATHOLIC UNIV IN D.C. & MASTERS FROM VIRGINIA POLYTECHNIC IN ENVIRON. MENTAL <sup>SYSTEMS</sup> SPECIALIZING IN URBAN DESIGN. MY MASTERS WORK CONCENTRATED ON THE DESIGN OF BATTERY PARK CITY, BY MY MASTER'S THESIS ON THE DESIGN OF INFRA ALONG 16th ST IN D.C. I WAS THE SITE ARCHITECT OF THE NEW DIPLO. MATIC QUARTER IN RYAD, FOR 3 YEARS W/ A FRENCH CONTRACTOR. THE PROJECT WAS ALMOST 2 MILES LONG, I WAS KEY AT EVERY ASPECT OF CONSTRUCTION, DESIGN OVERSIGHT & NEGOTIATIONS SUCH AS OYSTER COVE & HOTEL WEAVER.

What Special Interests/Skills/Talents would you bring to this Committee?

HAVING WORKED W/ THE FEDERAL GOVERNMENT FOR 33 YEARS & PRIVATE SECTOR FOR 14, I UNDERSTAND NEGOTIATION AND THE NECESSITY OF SEEKING A WIN/WIN POSITION. THIS WAS REINFORCED WITH MY PRIVATE WORK DESIGNING HOUSES & ADDITIONS, BOTH IN SOUTHERN CALIFORNIA & WASH. METRO AREA WHERE NEGOTIATION, DESIGN TALENT, VISUALIZATION SKILLS ARE PARTICULARLY IMPORTANT. THERE ARE VERY TRANSPARENT TO MASTER PLANNING TIONS BETWEEN PARTIES INCLUDING THE SAUDI ROYAL FAMILY.



Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?

AS I HAVE SAID MANY TIMES, HAVING BEEN IN 49 OF THE 50 STATES, I REALIZE WHAT A SPECIAL PLACE PETALUMA IS. I HAVE LIVED HERE SINCE 2004, AND CHOOSE PETALUMA AS MY "BASE" FROM WHICH I WORKED. I COULD HAVE CHOSEN ANYWHERE W/ MY NATIONAL PURVIEW, BUT CHOSE HERE. I WANT TO HELP ENSURE THAT IT REMAINS SPECIAL WHILE ACCOMMODATING INEVITABLE GROWTH AND THE ~~FOR~~ ENVIRONMENTAL <sup>ACCOMMODATION</sup> DATION.

Is there any other information that you feel would be useful to the City Council in reviewing your application?

THOUGHT I HAVE WORKED ON DESIGN FROM HOUSES, TO EMBASSIES, CONDOS AND OFFICE BUILDINGS, I HAVE ALWAYS BELIEVED BUILDINGS ARE SECONDARY TO CONTEXT. I LOVE CITIES BUT ALSO WELL-DESIGNED SUBURBS: NOW IS THE BEGINNING OF HUMAN-CENTRIC DESIGN.

How did you hear about this opening?

FROM MAYOR McDONNELL & DAVE ALLEN THAT

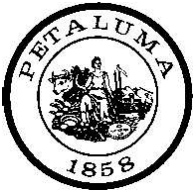
Applicant's Signature (Written or Typed)

Date

[Redacted Signature]

JAN. 16, 2023

THAT HAS BEEN TOO LONG NEGLECTED



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**General Plan Advisory Committee Application**  
City Clerk's Office

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<b>First Name:</b>		<b>Last Name:</b>	
Lance		Kuehne	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
<small>(This number will <u>not</u> be available to the public.)</small>		<small>(This address will <u>not</u> be available to the public.)</small>	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<small>***If you marked "NO" above:</small>			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Petaluma Arts Center, Operations Manager			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
None.			

**Please describe volunteer work you have engaged in:**

350 Petaluma, Steering Committee  
Protect Wild Petaluma, Board Member  
Cool Petaluma, Block participant  
Website and technical consultant for city political candidates.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have extensive experience in information technology, and as a working artist in Sonoma County.

I have a Bachelor of Arts in Politics from the University of California. I have lived in Petaluma for over 20 years and as a landscape photographer I am thoroughly familiar with the physical attributes of Petaluma and Sonoma County.

I owned a gallery in downtown Petaluma for 14 years which gives me great familiarity with the local business climate of the city.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I have strong organizational skills. As a student of politics and technology, and as a business owner, I can analyze the big picture and help distill concepts into specific practical actions.



**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am a close follower of city council meetings and actions, and have participated in many campaigns to help shape the future of the city.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

Through general plan e-mails.

**Applicant's Signature (Written or Typed)**

**Date**

1/16/23



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

*Instructions: Use this form to apply to serve on the General Plan Advisory Committee. Please fill out the form completely. If a question does not apply, type or write N/A in the space provided.*

*When completed, please e-mail to the City Clerk at [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org) with the subject line "GPAC Application." If e-mail is unavailable, please mail application to the City Clerk's Office: City of Petaluma, 11 English Street, Petaluma, CA 94952.*

*All applications are reviewed by the City Council. If you have questions about this form, please call the City Clerk's Office at 707.778.4360 or e-mail [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org).*

<b>First Name:</b>		<b>Last Name:</b>	
Lizzie		Wallack	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>			
<b>Present Employer and Job Title:</b>			
The Eames Institute / Director of Planning & Community Investment			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			

## Please describe volunteer work you have engaged in:

Community Partner Cool Petaluma / 2020 - present

A supporter from day one, I have been working to spread the word and do outreach for the Cool Block initiative. This year I will be starting up as a cool block leader for my neighborhood block.

5th Street Bike Blvd / 2022 - present

I am in great support of the pilot rollout of 5th street's bike boulevard, have attended community meetings in regards to this initiative as well as continued outreach to my neighbors to help gain more positive support of the project.

McNear Elementary TIDE (Team for Inclusivity, Diversity + Equity) representative / 2018 - present

I have been doing volunteer work in McNear school to help shine a light and advance DEI initiatives. Our team is small but mighty. We continue to collaborate and update with other PCS TIDE groups.

Petaluma City Schools / 2018 - present

Being involved as a parent of two children in McNear Elementary school is a priority of mine. It is not easy to dedicate time during daytime business hours to help our public school teachers, staff and students but I make it work when I can and have consistently been able to be a part of the volunteer community. Whether it is cheering the kids on for a fundraiser, leading a classroom art project, organizing the library or sharing healthy snacks, it remains work that is very dear to me.

PTA member / McNear Elementary / 2018 - present

This year I have taken on the role as the TIDE liaison for our PTA. I attend monthly meetings, volunteer for events and

City Council Candidate / 2020

The heart of our campaign's mission was equity, diversity and sustainability. My driving principals was to invest in our children and our city like we never have before. To dive deep into our policies, structures, budgets and plans and ensure that they were inclusive, equitable and sustainable. To take the time to listen to the wonderful voices in our community and ask them what they need and what they want. Take the time to ask ourselves who we must become and how we will get there. Being an inclusive, multi-generational campaign team was a top priority for me when running for city council. I was the first city council candidate in Petaluma's history to run a bi-lingual communications platform with a paid translator, ensuring all emails, mailers and yard signs had both English and Spanish platform information.

## Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:

As the Director of Planning & Community Investment with the Eames Institute, I am responsible for day-to-day coordination of our long term planning work, as well as the very tangible and immediate interactions with Petaluma locals and Sonoma County at large.

I work closely with award winning architects, designers and other partners; planning, programming, and strategy relative to current and future projects; and community investments, in terms of amenities, infrastructure, and partnerships. Priorities of the Institute range from agricultural landscape preservation, to creek and wetland restoration, to neighbor relations, to county coordination, to zoning analyses, to infrastructure upgrades, to community partnership-building, and finally government relations.

I have a genuine appreciation for building community. Engagement is at the heart of every project that I work on, regardless of scale. This interest drove my approach to architecture as a tool to facilitate dialogue. In turn, these dialogues remain a constant source of inspiration, shaping the way I approach each interaction. I am deeply interested in the way that people use space and in the ways a straightforward, curious approach to the use of materials can delight. I have been working in the world of design for the past fifteen years with a specific focus on architecture for the past twelve as the Founder/Owner of a small Bay Area studio, Everywhere Architecture.

I have a strong moral compass. I take decision making very seriously and believe there is always a conversation to be had, options to be explored and a design solution as the outcome.

## What Special Interests/Skills/Talents would you bring to this Committee?

I bring a love for community engagement, design thinking and an extensive knowledge of architecture and building processes. I understand the frustrating realities of time and cost in construction, planning and permitting and I have deep-rooted goals for smart, innovative development, land and water conservation + restoration. All of this adds up to an ability to provide decisive direction in order achieve real world, tangible outcomes and execution.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am at my best when working with diverse groups of people and I strive to make my community one where all amongst us can thrive and be individuals. I have a lot of perspective and experience to offer and in exchange I am excited to learn for all the existing and new members of the committee. Continuing to learn from others enriches aspects of my life. I have found myself in a place where I am able to give this group what it both deserves and requires to be as productive and fruitful as possible.

I am interested in planning + permitting, development + design, conservation + adaptation, climate + housing. I want to participate in the formation of the goals and requirements which will influence infrastructure, commerce, and people of Petaluma. Petaluma deserves the best we have while we engage with and design for all of our diverse community.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

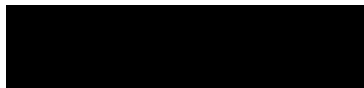
I thank you in advance for taking the time to learn more about me. I ask for your support in appointing me as a new member of the General Plan Update Committee.

**How did you hear about this opening?**

I stay up to date with emails from the city of Petaluma as well as community members reaching out and asking that I apply.

**Applicant's Signature (Written or Typed)**

**Date**



01.10.2023



Please describe volunteer work you have engaged in:

- Senior Peer Counseling, West County Services
- Peer counseling for individual and group clients.
- Listening Bench, Petaluma Senior Center
- Meditation Facilitator Senior Center (Petaluma)
- Cotnam Mary Isares Center
- Volunteer Cook - (8 years)

Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:

NOT Specifically relevant.  
Was in sales and finance for most  
of my professional life.

What Special Interests/Skills/Talents would you bring to this Committee?

I am passionate about issues impacting Petaluma

- low income / moderate income housing
- Bathrooms in Downtown Area
- more services for homeless
  - food
  - temp. housing
  - Counseling services

Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?

See previous answer.

I have not participated in the  
General Plan Process.

I want to make an impact instead  
of just complaining!

Is there any other information that you feel would be useful to the City Council in reviewing your application?

I work at the Visitor Center  
and am knowledgeable about our  
City and some of the problems  
we're facing.

How did you hear about this opening?

City Council Website

Applicant's Signature (Written or Typed)

Date

1/10/23





**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

**RECEIVED**

**JAN 12 2023**

**CITY CLERK**

*Instructions: Use this form to apply to serve on the General Plan Advisory Committee. Please fill out the form completely. If a question does not apply, type or write N/A in the space provided.*

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<b>First Name:</b>		<b>Last Name:</b>	
Matt		Hinds	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		Ca	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> ____ Yes <input checked="" type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes ____ No			
<b>Present Employer and Job Title:</b>			
Family and Friends Farm; farm operator			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
• City of Bath, ME Planning Committee appointment 2017-18			



**Please describe volunteer work you have engaged in:**

- Sport coaching - 5 seasons football  
- 5 seasons basketball

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

- MA from Tufts University 16' in Policy + Planning
  - + Emphasis on Regionalized planning, especially concerning Agriculture and transportation
  - + Work on one project involved comprehensive city design, ~~not~~ taking an existing city and coming up with a planning strategy 50 years out. I focused this project on Petaluma.
- 12 years experience in produce farming and marketing
  - Moved back to Petaluma in 22' to start Family + friends farm
  - Perspective of someone starting a local business, particularly in a highly valued and under supplied commodity (produce), whose goal to establish a long lasting venture here, may be valuable if indeed the city is interested in supporting local agriculture.

**What Special Interests/Skills/Talents would you bring to this Committee?**

- Since moving back to Petaluma a few months back, as a side project, prompted by the death of a family friend in a pedestrian accident, I've picked back up the project I started in university, which is centered on Petaluma's traffic design. I am in the process of a comprehensive set of recommendations for long term design based on independent study and observations. I have a vision for Petaluma that can accommodate for growth, while bolstering our economy for local business, and making it safer, healthier and easier to get around.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I love Petaluma, and I want to lay down roots here, and do what I can to build it up and preserve it in a wholesome way. It would be a great opportunity to participate in the Plan Committee.

Though I've long studied Petaluma's infrastructure, I've never participated in the plan process. There are a few agenda categories of greatest interest to me. First is that the bike and pedestrian network be completed and well thought out. Relatedly, the network of high traffic roads and vehicular parking lots must be considered. Also, zoning codes relative to these roads are integral. I have numerous code, road and path codes that I'd like to see updated.

Second, I'm concerned about local enterprise. I have a stake in advocating for policy that favors locally owned businesses over conglomerate corporate entities. The codes that I favor would intend to do just that.

Third, specifically the local production and sale of food is of concern, and I want to see policy that can help get results in increasing the market share for local farmers and markets.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

Argus Louner Article

**Applicant's Signature (Written or Typed)**

**Date**

1/10/23



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
 City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Richard		Thornton	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>	<b>State:</b>	<b>Zip:</b>	
Petaluma	CA	94952	
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Self Employed Real Estate Fund Manager			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
NA			

**Please describe volunteer work you have engaged in:**

I have been involved in numerous volunteer positions over the years. For example I've been on the boards of various home owners associations, neighborhood watch groups, and local planning groups.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I have Master's degrees in Urban Planning and Finance. Early in my career I worked in a city planning department developing downtown planing studies and for a consulting firm that conducted planning studies for cities nationwide. My focus later in my career has been real estate acquisition and finance.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I'm familiar with the planing process and city financial matters.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I moved to Petaluma 2 years ago in the middle of the pandemic. The pandemic has made it difficult to get involved and I feel that I can make a constructive contribution to its management.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

No

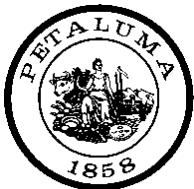
**How did you hear about this opening?**

I signed up for the community email announcements

**Applicant's Signature (Written or Typed)**

**Date**

1/13/23



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Ronald		Chestnut	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Retired			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
I served three years on the Sonoma County Civil Grand Jury, 2017-2020; the last year as foreperson.			

**Please describe volunteer work you have engaged in:**

I mentored teens and "early 20's" at a resort in the Sierra Nevadas (Salmon Lake), centered on learning how to work, how to plan and complete whole complex jobs.

I am also a high-ranking Aikido instructor, working to help others hone their skills.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

I spent 25 years working at the Stanford Linear Accelerator Center in Menlo Park, lastly as the Deputy Head of the Controls Department, overseeing 120 scientists, engineers and technicians. My speciality was leading software efforts to modernize whole control system. In addition, I was the primary liaison to a global software development and sharing group.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I have a good technical/scientific background and ability to work easily with complex topics. I also work well with others -- excellent listening skills, for example.



**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I see that the General Plan process is entering an intense, important phase, where a big vision is forming with high goals.

I have spoken occasionally with people involved in the process, but never participated formally.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

Both Elizabeth Mori and John Schribbs have encouraged me to apply.

**Applicant's Signature (Written or Typed)**

**Date**

Ronald Chestnut

January 7, 2023





**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Sharon		Kirk	
<b>Street Address:</b>			
<b>City:</b>	<b>State:</b>	<b>Zip:</b>	
Petaluma	CA	94952	
<b>Phone:</b>		<b>Email:</b>	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Retired from Enphase Energy, Inc. in 2021			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
N/A			

**Please describe volunteer work you have engaged in:**

Since my family moved to Petaluma in 1995 and throughout my children's development, I've been engaged as a volunteer in their extracurricular activities. I was a volunteer with their sports teams as a manager and a coach. I started the after school enrichment program at Valley Vista Elementary School when my daughter attended that school.

In 2017, when the my youngest graduated from Petaluma High School, I joined the Executive Committee of Petaluma Urban Chat / Know Before You Grow. Petaluma Urban Chat is an alliance of residents who work to advance community education and dialogue about urban planning – with a focus on livable, sustainable growth and development and transportation patterns for our city's future. In 2020, on the heels of my own experience with building an ADU and changes to state law that facilitate ADU build expansion, I led development and hosting of a successful, standing room only ADU workshop. In my ongoing role with Urban Chat, I'm responsible for community outreach and development and maintenance of our website ([urbanchat.org](http://urbanchat.org)).

I've also served as a Board Member of Petaluma Community Foundation (now winding down).

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

My experience with Petaluma Urban Chat is especially relevant to the GPAC. Since February of 2021, Urban Chat (through our educational committee, Know Before You Grow) has hosted a series of forums on topics relevant to the General Plan update (see <https://www.urbanchat.org/past-events>). These events were focused on community education around the general plan itself and considerations for its update.

In my professional role with Enphase Energy, Inc. I served as the Director of Global Training and Technical Publications, bringing solar and battery installation training and documentation to our worldwide network of installation partners. When the pandemic hit (March 2020), my team pivoted to online training launching Enphase University ([university.enphase.com/](http://university.enphase.com/)) and a fleet of traveling training vans.

**What Special Interests/Skills/Talents would you bring to this Committee?**

I have a keen interest in urban planning as evidenced by my 5+ years (and counting!) of work with Petaluma Urban Chat. In addition to my committee work with Urban Chat, I've hosted a book club reading of Doug Farr's Sustainable Urbanism and have plans to host another series this year.

I am a good communicator with solid organizational and technical skills.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I'd like to help increase visibility to the General Plan development process, in general. Specifically, I'd like to help ensure that the updated General Plan supports the City's carbon neutrality goals, housing needs, and that it lays the foundation for a sustainable city by encouraging development that considers the City's revenue sources and fiscal future. While the General Plan is "general" by nature, I do believe there are changes that can be implemented to further these goals.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

While I live on the west side of Petaluma, my daughter and her family live on the east side. I frequently care for my grandson and have ample opportunities to observe and experience issues unique to the east side.

**How did you hear about this opening?**

City bulletin

**Applicant's Signature (Written or Typed)**

**Date**

Sharon Kirk

January 16, 2023



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Susan		Kirks	
<b>Street Address:</b>			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Conservation Consultant/Communication Specialist (self)			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
Citizens Advisory Committee, 2nd District Representative, Sonoma Co. Agricultural Preservation & Open Space District 2008-2010.			

## Please describe volunteer work you have engaged in:

Please see the included summary. Highlights:

Madrone Audubon Society, Sonoma County - President. Serving on the Board of Directors since 2008 in capacities of Membership Chair, Vice President, Co-Chair of Renewable Energy Subcommittee of Conservation, President, Past President and again President. Representative to the Bay Area Audubon Council.

Paula Lane Action Network (PLAN) - Co-founder and California Naturalist for American Badger, a special status species with significant habitat and activity in Petaluma. Led effort to secure \$1,000,050 open space acquisition and conservation grant 2000-2012. Co-Grantees for Paula Lane open space land in West Petaluma. PLAN fulfilled all responsibilities for the City and PLAN. Project creation, design, implementation - Paula Lane Nature Preserve. This Project design is part of the City's Climate Action Framework for High Use-Low Impact Projects that protect habitat and species while being supported by volunteer and education programs and public access for enjoyment. The Project needs to be restored and completed. Severe habitat damage and displacement of wildlife was caused by the City of Petaluma in 2021. A property title transfer from the City to a nonprofit foundation to partner with PLAN was requested by the City and PLAN in 2017 of the Open Space District; general manager at that time declined to accept the request. The Project is a model for small Nature Preserves in Petaluma, where individual or combined elements can be implemented to blend with the land, habitat and balanced public enjoyment. The Paula Lane land was the beginning for documenting wildlife corridors and crossings in Petaluma, connecting to Sonoma County and Marin County. This land continues to give natural features and gifts that should be honored and managed by those who are experienced. This property also has a residential rental component, which is intended to help fund the project maintenance and property maintenance, in an underserved areas for open space and parks. Serve as Chair of Board of Directors of this all volunteer nonprofit. Numerous presentations to educational and nonprofit organizations about open space conservation and American Badger's role and benefit to our grassland ecosystems.

Friends of Tolay, member of small group of advocates to navigate the Petaluma Cardoza Ranch acquisition and conservation for open space and to become Tolay Lake Regional Park.

Petaluma Wetlands Alliance, Docent in first graduating class of 2006. Active Docent in education and habitat restoration 2006-2008, transitioned to serve on Madrone Audubon Board of Directors in 2008 and continue to serve this organization. PWA was fiscally sponsored and was a committee of Madrone Audubon for 13 years. When PWA departed to form a nonprofit, I remained as Past President to help negotiate a departure agreement and provide, then monitor, a \$34,000 wetlands education grant for PWA's startup and educational activities.

Rebio.dong Together Petaluma, Member of Board of Directors, 2008-2012 - Participated in multiple projects.

Together Bay Area, Policy Committee Member, 2021 to present - Participate in policy discussions and recommended directions for the Bay Area Open Space Regional Coalition.

Technical Advisory Committee, Environment, State Route 37, Member - Representing Madrone Audubon and Paula Lane Action Network in the Environmental Work Group effort to redesign and rebuild State Route 37 in the context of climate change.

Petaluma Wetlands and Environs - Ramsar Wetland of International Importance - I led this effort via Madrone Audubon 2014-2018 to achieve this important honor for the Petaluma Wetlands, the northernmost area of the San Francisco Bay Estuary.

Note: I participated in all meetings of the last Petaluma General Plan update to 2025.

Please see attached CV.

## Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:

Conservation Consultant/Communication Specialist

- Recently consulted with Farmlore Films LLC on a TV series on biodiversity and its role at Apricot Lane Farms, the farm featured in the documentary "Biggest Little Farm." Ongoing availability as needed. The series is produced by Nat-Geo and Disney.

- Advising for American Badger filming for PBS Documentary on Rocky Mountain Wildlife Corridor.

- Provide consulting and presentations on ecosystem balance and the role of American Badger as a keystone species in our grassland ecosystem areas, open spaces and properties.

These are examples of my in-depth experience in and relationship to our environment in Petaluma and the importance of accurate information for Natural Environment and Natural Resources as a building block for this General Plan update. Knowing our habitat types, species and their needs, and movement patterns (corridors and crossings) comprise a body of knowledge I have accrued via service to our community over the past 23 years. The Elements of Economic Development for green jobs and building and transforming the Petaluma economy as well as the Climate Change, I believe, could benefit from additional review and inter-relation with the Natural Environment and Natural Resources. The Land Use/Housing Element should be developed within this context.

Additional past professional experience: Adjunct Professor of Communication, Golden Gate University Undergraduate Business School. Licensed Acupuncturist, California, 1999-2014. Technical writing. Public affairs television producer.

Additional Education:

M.S., Traditional Oriental Medicine, Emperor's College of Traditional Oriental Medicine.

M.S. - Communication - Syracuse University, Newhouse School of Communication. Teaching Assistantship.

B.a. - Communication - NC State University - Honors, Outstanding Senior Woman, Commencement Speaker, News Director, FM College radio station Center for Ecoliteracy - Inaugural Leadership Academy Graduate

.

## What Special Interests/Skills/Talents would you bring to this Committee?

23 years of in-depth environmental experience and advocacy, as well as contributions to nonprofit organizations, in Petaluma.

Broad perspective via county and regional involvement in organizations and government.

Expertise in open space policy, protocols and establishing priorities that are fair and represent all of a community, rather than competing special interests.

Familiarity with Petaluma City government over the past 23 years. Past candidate for City Council. Candidate for Petaluma Mayor in 2022.

An interest, with experience, in ensuring the update of our General Plan reflects a strong environmental picture with integration of additional Elements within this context, and Equity as a priority as defined also as a priority.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I have been attending the current GPAC meetings and participating as a nonprofit organizational representative and member of the public. I believe the experience I have described above would be a complement to the current committee and provide strength in important areas of the Natural Environment and integrating other elements within this context. I also support Equity as a priority in the General Plan update. Please see my summaries above for additional info, along with the attached CV. (A Micro-Transit system to serve Petaluma would be a potentially effective addition to the current effort to upgrade streets and make travel safer for all in Petaluma, as well as improve and enhance bicycling and pedestrian networks.)

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

**How did you hear about this opening?**

I attend the GPAC and City meetings.

**Applicant's Signature (Written or Typed)**

**Date**

Susan Kirks

Jan. 16, 2023

## Susan Kirks

### *Conservation Leader & Communication Specialist*

*A strong environmental record, a 23-year community service record, and leadership skills for consensus building, meeting management, and getting things done.*

### **How Has Susan served Petaluma, Sonoma County and our Bay Area?**

President, Madrone Audubon Society, Sonoma County Chapter of National Audubon: A 3000 member organization with many Petaluma members. Five terms as Board President. Susan guided the organization to increase from a 100-member nonprofit to almost 1000 local members and 2000 National Audubon members throughout Sonoma County. Susan's record in conservation action for our environment, birds and wildlife is well known – ranging from litigation support for migratory birds, opposing the Dutra asphalt plant near the Petaluma Wetlands, and leading the way for Petaluma to receive the prestigious Ramsar Wetlands of International Importance for the Petaluma Wetlands (2018). She continues to serve Petaluma and Sonoma County with strength and integrity. Susan's meeting leadership and management are also effective and consensus building, needed skills for our Petaluma City Council in showing leadership for Petaluma voters.

Chair, Board of Directors, and Naturalist, Paula Lane Action Network (PLAN), Petaluma – Susan is the most experienced Naturalist for American Badger, a special status mammal with critical habitat and movement areas in Petaluma and also Sonoma County. Susan has led PLAN, a conservation nonprofit with loyal supporting members and volunteers for over 20 years. PLAN advocated for and achieved a \$1,000,050 grant from the Sonoma County Ag and Open Space District to acquire and conserve the 100-year-old grassland habitat for badgers and multiple other species in West Petaluma. This land, centrally located in a wildlife corridor, is the planned to be home and amenity, Paula Lane Nature Preserve. PLAN has stood firm as has Susan to address the City of Petaluma's mistreatment of PLAN, its leaders, volunteers and service providers, as well as the severe habitat damage caused by the City of Petaluma. As important, PLAN has established boundaries with Petaluma politics, which can be divisive and mean-spirited, and will continue to do so – for the benefit of the land, habitat, wildlife and the greater community of residents, volunteers and education. This is the kind of leadership we in Petaluma need in our Petaluma City Government. PLAN has a plan and is working toward the higher good for the open space land and the greater Petaluma community. This is an important component of Petaluma's future. Environment first, people second, included, but second.

The High Use-Low Impact Project design for this very reality – how to protect sensitive habitat and also accommodate human access and enjoyment – is part of the City of Petaluma's Climate Action Framework and should be utilized and followed for every existing and new park and open space area in Petaluma.

Member, Policy Committee, Together Bay Area, regional Open Space Coalition, 2021-present.

Member, Environmental Technical Committee, State Route 37 Plan for Replacement, 2021-present.

Treasurer, Farallones Ecosystem Coalition – Opposing the Proposed Poison Drop over the Farallon Islands.

Member, Board of Directors, Rebuilding Together Petaluma, 2008-2012.

2<sup>nd</sup> District member, 2008-10, Citizens Advisory Committee, Sonoma County Agricultural Preservation and Open Space District.

Advocate with Friends of Tolay for Cardoza Ranch open space acquisition to become Tolay Lake Regional Park, early-mid 2000s.

Docent, Petaluma Wetlands Alliance, 2006-2008 (first class of docents).

Participant in all City of Petaluma and Sonoma County General Plan update meetings for General Plan 2025. Current participant in all General Plan Update meetings as well as Work Group meetings for Open Space, Natural Environment and Species Protection.

Participant, statewide Wildlife Corridor Work Group – evaluate/support legislation and policies for wildlife connectivity and wildlife corridor protection.

Naturalist, American Badger, Field Study & Observations, 20+ years. Advise property owners, organizations/agencies on habitat protection, species conservation and human coexistence with badgers. Guest Naturalist, Bay Nature. Identified and documented 3 wildlife corridors in the West Petaluma area. Assess properties for American Badger presence, activity, and protection.

Consultant, FarmLore Films LLC, National Geographic TV series on biodiversity in production to follow up documentary, *Biggest Little Farm*. Consulting on American Badger and Great Egrets.

Madrone Audubon Society, Sonoma County – additional roles and achievements:

- Co-Chair, Renewable Energy Committee (contributed significant portion of Sonoma County Wind Energy component of Renewable Energy Ordinance).
- Created nesting support project (in 7<sup>th</sup> year) for large heron and egret nesting site in SW Santa Rosa. Install and maintain project each year, supporting Bird Rescue Center of Sonoma County volunteers. Manage encroachment permit with City of Santa Rosa, interface with the local community, CA Dept. of Fish and Wildlife and City of Santa Rosa Police.
- Board Member 2008-present, incl. Membership Chair and Vice President roles.
- Representative to Bay Area Audubon Council (8 Bay Area Audubon Chapters coordinate activities and information).
- Recipient, Bowen Award, from Madrone Audubon Society.

- Oversee Phenology Project, citizen science research on climate change impacts on mammals, birds and plants at 2 locations in Petaluma since 2016; part of National Phenology Project. Provided background and information to add American Badger to the National Phenology Project and consult for questions/information.

- Led organizational advocacy for Measure M – Parks for All Funds – for 2 nonprofit organizations.

- Led organizational advocacy for AA Parcel Tax measure, establishing San Francisco Bay Restoration Authority and grant funding for restoration of San Francisco Bay Estuary, Petaluma wetlands and River being the northernmost part of the estuary..

# # # #



## Personal

### Education

Master of Science, Communication, Syracuse University

(Teaching Assistant, Newhouse School of Communication)

Master of Science, Traditional Oriental Medicine, Emperor's College, Santa Monica

Graduate study-American College of Traditional Chinese Medicine/San Francisco, two  
Graduate Colleges in Hawaii-Maui and Big Island.

Bachelor of Science, Speech-Communication, NC State University, North Carolina.

(Honors, Outstanding Senior Woman, Student Commencement Speaker)

Participant, Inaugural Leadership Academy, Center for Ecoliteracy, Berkeley

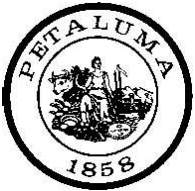
Martial arts: 2<sup>nd</sup> degree Black Belt, Aikido; 1<sup>st</sup> degree provisional black belt, Go-Ju Kai Karate Do.

## Professional

Conservation Consultant – (2004-present) Accepting donations for nonprofits I lead, providing assessments, insights and guidance for habitat protection, bird and wildlife protection, American Badger research and education, open space and green space strategies and plans, and wildlife corridors and crossings protection.

Acupuncturist, California 1999-2017 (ret.)

Past: Adjunct Professor, Undergraduate Business School, Golden Gate University; Management Training, Westinghouse Broadcasting; Associate Producer, WBZ-TV, Boston; Medical Language Specialist/Technical Writer.



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

*Instructions: Use this form to apply to serve on the General Plan Advisory Committee. Please fill out the form completely. If a question does not apply, type or write N/A in the space provided.*

*When completed, please e-mail to the City Clerk at [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org) with the subject line "GPAC Application." If e-mail is unavailable, please mail application to the City Clerk's Office: City of Petaluma, 11 English Street, Petaluma, CA 94952.*

*All applications are reviewed by the City Council. If you have questions about this form, please call the City Clerk's Office at 707.778.4360 or e-mail [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org).*

<b>First Name:</b>		<b>Last Name:</b>	
Taryn		Obaid	
<b>Street Address:</b>			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above:			
Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
Self: Brand Strategy; Advertising & Market Data Analysis			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
None to date.			

**Please describe volunteer work you have engaged in:**

My volunteer work includes:

- Market research/survey expertise for various non-profits
- Math tutor for Marin County single mothers & homework tutor for SF homeless children
- Installation of fire detectors for Petaluma seniors
- Petaluma River clean-up/work days
- Awareness and fund-raising campaign design and execution to protect and preserve North Petaluma River Old Growth Forest and surrounding greater high-value habitat/ecosystem acreage
- Marketing strategy and communications campaign development for various non-profits and community associations

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

Education:

BA, English Literature, UC Berkeley  
Certification, Six Sigma (operations excellence)  
Certification, NetPromoter (customer engagement excellence)

Professional:

I am a marketing strategist with extensive market research and data analysis experience (qualitative and quantitative methodologies). My focus is partner-market collaboration, brand strategy, communications effectiveness measurement, and customer engagement optimization per agile and excellent product/service delivery. Fundamentally, I help clients understand constituent beliefs, values, perceptions, attitudes, and behavior related to social and product issues within their unique contexts.

My combined education and professional experience will benefit my potential service on City of Petaluma committee through contributions stemming from my disciplined approach, analysis expertise, subject matter expertise, and solid communication and engagement-building skills with regard to the Petaluma community.

**What Special Interests/Skills/Talents would you bring to this Committee?**

My serving on the committee will benefit our City and community via increased:

- 1) Quality of outcome – per my commitment to community collaboration, established community connection, and particular blend of professional skills/experience. My broad and extensive community ties will help build public engagement in committee work and result in broader representation of residents, both strengthening outcomes per increased social equity and expanded community engagement with and understanding of City processes/policies.
- 2) Effectiveness of contribution – per my demonstrated long-term, consistent participation in City Council/commission/committee work (knowledgeable, reliable, thoughtful, innovative).
- 3) Efficiency of committee work – per my understanding of City business and processes from long-term, consistent participation in City work and my communications, market research, and analysis skills.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

I am excited to become a GPAC member because I strongly believe in the value of community collaboration – community understanding, engagement, and input, in all phases of the General Plan process. I believe the benefits of an inclusive and robust GP effort are exponential. Developing the most well-considered, and forward-looking General Plan possible is critical for a strong Petaluma economy, community, and environment.

I have attended pretty much every single GPAC meeting and workshop. I have regularly submitted written and verbal comments (many!) and collaborated with others committee and community members to contribute several documents for the Existing Conditions Report phase of the GP process. Having engaged in the process since the start, I am able to "hit the ground running."

The specific objectives I would like to work towards as a GPAC member are building community engagement and exploring how to best re-shape our urban landscape to substantially increase green, safe streets. I am also keenly interested in identifying best-practice GP opportunities per other cities' proven successes in order to help further strengthen Petaluma's future. I believe in Petaluma's distinguished position as a model city – as responsible stewards of an extraordinarily rich agricultural and River heritage; diverse economy; caring community; and valuable watershed environment. I believe in Petaluma, CA, as a model for a better world.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

I am committed to civic engagement and step up to volunteer for this position after serious, thoughtful consideration and discussion with multiple City leaders and community members. Thank you.

**How did you hear about this opening?**

Referred by City Council, committee, and community members.

**Applicant's Signature (Written or Typed)**

**Date**

Taryn Moira Obaid

1/15/2023



**City of Petaluma, California**  
**General Plan Advisory Committee Application**  
City Clerk's Office

11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

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<b>First Name:</b>		<b>Last Name:</b>	
Teddy		Herzog	
<b>Street Address:</b>			
[REDACTED]			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
Petaluma		CA	94952
<b>Phone:</b>		<b>Email:</b>	
[REDACTED]		[REDACTED]	
(This number will <u>not</u> be available to the public.)		(This address will <u>not</u> be available to the public.)	
<b>Do you live within the Petaluma City limits?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
***If you marked "NO" above: Do you live within unincorporated Petaluma <u>and</u> have a Petaluma Address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Present Employer and Job Title:</b>			
self employed - Teddy Herzog Construction - General Contractor			
<b>Please note any Governmental Bodies you have been elected or appointed to:</b>			
Planning Commission of Pagosa Springs, Colorado (2009) Land Use Planner at County of San Mateo Planning and Building Division 1990 - 1997 (five years total). Final year as a transportation planner.			

**Please describe volunteer work you have engaged in:**

Non-profit providing small highland farmers with alternatives to chemical pesticides and fertilizers in Guatemala; construction manager in 1989.

Led the effort for a ballot initiative for County Home Rule charter change in Archuleta County in 2008.

Safe Streets Petaluma core team - currently.

New docent with LandPaths at Lafferty Ranch public park.

**Please describe your educational and professional experience, as relevant, and describe how your experience will benefit this effort:**

UCSD - B.A. Political Science 1985.

I have five years of professional land use planning experience with the County of San Mateo. Four years in Current Planning processing permit applications of all types, making presentations to the Planning Commission and one year in Long Range Planning working on the transportation plan.

I attend City Council meetings occasionally. I study City land use planning documents. I try to keep my finger on the pulse of land use planning and development decisions in town. I follow what is going on at the State level.

I write about Petaluma planning and development activities occasionally in a simple way to let the general public know about what is going on; sometimes I publish a video explaining how local government works in relationship to the State and how and why the town grows as it does. In my experience, the vast majority of town residents have no idea how land use planning works in Petaluma or what to expect next.

**What Special Interests/Skills/Talents would you bring to this Committee?**

20+ years experience as a real estate investor flipping old homes and managing small residential apartment buildings.

I am an avid walker and a student of architecture. I have walked across the entire town. More than that, I have written extensively about the importance of a pedestrian-oriented downtown that serves as the heart of the community and brings in tourist dollars. I have a deep, experiential understanding of the organic growth of a city (like an organism). I ride a bicycle.

When I lived in Pagosa Springs, Colorado, I wrote extensively about the above topics and, also, the fact that Pagosa Springs was a tale of two towns. Development in the old part of the town was strongly resisted for several decades. As a result, a second part of town literally five miles away grew into the commercial center (but not the heart) while the historic center of the town floundered to this day. Pagosa Springs is very different than Petaluma but the "tale of two towns" provides some important lessons for Petaluma today.

**Why are you excited to be a member of the General Plan Advisory Committee? Are there specific objectives you would like to work towards as a member of the GPAC? Do you currently or have you in the past participated in the City of Petaluma's General Plan process?**

The Housing Element is done which is arguably the most important piece of the General Plan yet at the same time it is so driven by State requirements that there is nothing discretionary about it for Petaluma. But the remainder of the General Plan has many discretionary and visionary elements to it that require community input.

Here is why I want to be on the GPAC:

- (1) make all streets safe, comfortable and desirable for bicycling, walking and other modes of getting around town. (This will then empower public transit.)
- (2) don't just spray paint lines on the streets to make it safe for multi-modal transportation but actually build the culture for a bicycle friendly and pedestrian-oriented town.
- (3) protect the undeveloped portions of the river and enhance public access (bike and walkways) along all of our waterways.
- (4) given our commitment to the urban growth boundary, the future growth of Petaluma is upwards, not outwards. Let's plan for a vibrant street scene that builds community even as we increase the density in the core areas of town. Treat the streets as public space - our primary public spaces.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

<https://youtu.be/slQmMXnuaQs>

- recent video published January 7, 2023 entitled "Petaluma planning 1,910 new housing units over the next 8 years as required by the State"

I am a team player who is much more interested in including the general public in on the process than in pushing a personal agenda.

**How did you hear about this opening?**

Social media and via a Council member

**Applicant's Signature (Written or Typed)**

**Date**

Teddy Herzog

January 9, 2023