

From: [REDACTED]
To: -- City Council
Subject: Assessment of GPAC applications
Date: Thursday, February 2, 2023 9:09:42 AM

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-- Public Comment --

Good morning City Council,

I have decided to rescind my GPAC application because I see there are plenty of solid applicants (I had applied out of concern we would lack sufficient applicants). I am happy this is so -- yet I would like to point out an issue I see in the "Evaluation" of applicants. <https://cityofpetaluma.primegov.com/Portal/viewer?id=14336&type=2>

A review of the applications alongside Staff's "Evaluation" reveals its portrayal of "experience areas" is incomplete, inconsistent across applicants, and, ultimately, arbitrary.

Also, it overlooks what has proven the key challenge with GPAC: member commitment/engagement -- it excludes track record of applicant active participation in City meetings. The GPAC will be strongest with citizens who have **demonstrated** they care enough to attend City meetings and engage in discussion. The best predictor of future behavior is past behavior.

As an expert in market research, including qualitative and text analytics, I urge you to please consider issues illustrated by just a few examples, below, and take wider consideration in your assessment of applicants in order to select the very best applicants to help shape Petaluma's future plan.

Examples:

- Sue Kirks has worked on multiple park projects yet is presented as having no "park" or "land use" experience. She has a Master's Degree in medicine yet is presented as having no "health" experience. She was a University Business School Professor, yet is presented as having no "economy experience."
 - Personally, I believe Ms Kirks to be a most-committed applicant, and as such, possesses impressive City institutional knowledge as well as broad understanding across all/most policy areas.
 - Ms. Kirks clearly has the strongest environmental knowledge, policy, and implementation credentials of all applicants. Given this has been Petaluma's historic weakness, I strongly urge her appointment to GPAC.
- Hal Bohner was on a committee for Highway 1 Alternatives (likely because, as everyone

knows, Hwy 1 washed out repeatedly in storms, such that a tunnel was constructed due to the hazard), yet is presented as having no "transportation" or "hazards & safety" experience. He was founder of an organization for Pacificans for Mori Point National Park, yet is listed as having no "park" experience. As a land use attorney, he has extensive EPA experience on housing projects, yet is listed as having no "housing" experience."

- John Hanania's volunteer work includes free vehicle repair and transportation services for non-English-speaking and low-income commuters throughout our region, yet is listed as having no "resiliency" or "transportation" experience.
 - Personally, I believe Mr Hanania to be a most-committed the applicant, and as such, possesses impressive City institutional knowledge as well as broad understanding across all/most policy areas.
- Teddy Herzog has served on a Planning Commission, yet is presented as having no "housing" experience.
- Dylan Lloyd is presented as having "land use, community, character, and historic preservation" experience yet he lists none of these on his application.

The dynamic on the GPAC committee is altogether different that CC meetings. I strongly urge you to include the below applicants who will be the very best for Petaluma's future -- the strongest in both application and City meetings attendance/engagement, in order to ensure a truly sustainable future.

1. Brent Newell
2. Hal Bohner
3. Sue Kirks
4. John Hanania
5. Lance Kuehne

Thank you,
Taryn