

Petaluma Fairgrounds Advisory Panel

First Report: Guiding Principles

11 July 2022

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

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

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

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Additional Notes:

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

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

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

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

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

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

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

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Guiding Principles:

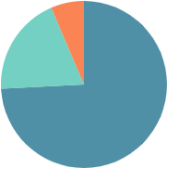
Principle 12	Prepare for ecological and natural disasters.				
Category: Safe Emergency Space / Space For People & Livestock					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.93	28	3	0	1	

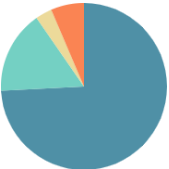
Principle 23	Beautiful, welcoming space full of greenery that is available to the community to enjoy.				
Category: Beautification & Greenery					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.80	26	3	2	1	

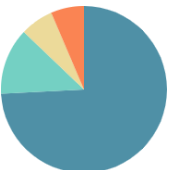
Principle 17	Meet the needs of the evolving community and honor the diverse history, considering the past, present and future.				
Category: Preservation Of What Is There					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.73	23	6	2	0	

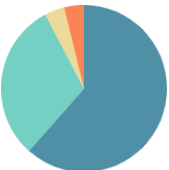
Principle 2	Create multi-use and multi-functional spaces that can serve the community year round.				
Category: Year Round Use					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.67	25	2	3	2	

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

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

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

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

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

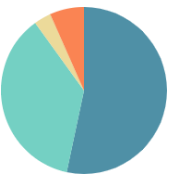
Principle 25	Encourage current and future tenants to engage in more and better community outreach.				
Category: Community Engagement & Promotion					
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree	
1.53	21	5	5	1	


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

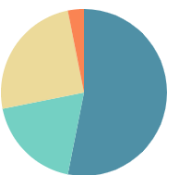
Principle 29	Frequent community, volunteer oversight committee, that is representative of the diversity of the community of Petaluma, to ensure timely, cost-effective maintenance with guidelines for continued use. <ul style="list-style-type: none"> Sound mitigation (Noise) 				
Category: Frequent Public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

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

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

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

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

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


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

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


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

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




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



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




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




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Principle 28	The land should include a space for civic engagement (ie. A civic center, city offices, police department, fire department). This would bring the leaders of the city and the members of the community together.			
Category: Civic Engagement				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.63	11	6	5	9



Principle 21	Facilitate a partnership between the 4DAA and the Petaluma City Council that shares management of the fairgrounds.			
Category: none				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.63	9	9	4	8



Principle 20	No “us vs them” mentality, especially regarding the unhoused community.			
Category: none				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.47	6	7	12	5



Principle 13	Housing is a human right.			
Category: Housing				
Average Score	Strongly Agree	Somewhat Agree	Neutral/Don't Know	Disagree
0.10	7	4	6	15

