

# Petaluma Equitable Climate Action Coalition

PECAC | 2021





# Agenda

1. About the Petaluma Equitable Climate Action Coalition
2. Introducing the PECAC Team
3. Equitable Climate Action Recommendations
  - a. Equity & Climate Justice
  - b. Mitigation
  - c. Sequestration
  - d. Adaptation and Social Resilience
  - e. Community Engagement
4. Call to Action
5. Q&A

# Design Team



**Ana Lugo, Founder**

*Equity First Consulting*



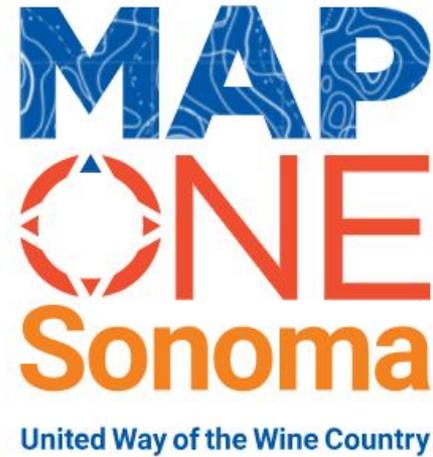
**Kerry Fugett**

*Leadership Institute Program  
Manager, Daily Acts*

# Systems Change through Partnership

Map One Sonoma, under the leadership of the **United Way of the Wine Country**, funded PECAC as a lever for innovative systems change.

Launched in the immediate aftermath of the October 2017 firestorm by Community Foundation Sonoma County with support from the Hewlett Foundation, **Map One Sonoma** was created as a platform for discussion of the ideal future state for Sonoma County.

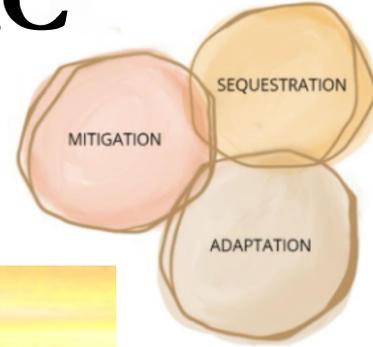


# What is PECAC?

A 6 month program from April-September designed to support participants in uplifting the voices of our most impacted communities in providing input into how the City of Petaluma and Climate Commission can prioritize and focus policies, programs and resources to equitably address climate change locally.

# Key Events leading up to PECAC

- **May 2019** - City of Petaluma passes first in County:  
*Climate Emergency Resolution*
- **Aug 2019** - City of Petaluma forms first in County:  
*Climate Action Commission*
- **Jan 2021** - Petaluma City Council passes:  
*Climate Emergency Framework (CEF)*
- **April 2021** - PECAC Launches!
- **Sept 2021** - PECAC presents recommendations



# Why PECAC?

- We are headed for “catastrophic” global warming by century’s end. (IPCC Report, September 2022)
- Petaluma’s goal is to achieve greenhouse gas carbon neutrality by 2030.
- Communities rendered most vulnerable by racist systems bear the brunt of the impact of climate change and therefore must be at the forefront of how decisions are made about how to implement solutions equitably.
- PECAC is a new model of equitable community engagement designed to center the knowledge, wisdom, voices and lived experiences of our neighbors who have historically been on the margins of solution design.

# Methodology

## Part 1:

Learn about equity principles, climate change (Mitigation, Sequestration, Adaptation & Social Resilience), application of systems thinking, local government, community listening, and apply trauma-informed practices, collective and self-care.

## Part 2:

Conduct a listening circle with members of the community about their climate related concerns and impacts.

## Part 3:

Apply lessons learned to Petaluma's *Climate Emergency Framework* by synthesizing this input and presenting a set of policy recommendations to the Petaluma City Council, Commission and public.

# Transformative Communities Approach

- **Conduct an intentional design process** working in partnership and shifting the paradigm of who is an expert by applying a transformative lens outreach, interviews, selection criteria and curriculum design to center the wisdom, expertise and voices of folks who have experienced systemic inequities.
- **Foster relationships** and a space to build trust within the coalition where participants feel seen and valued, can be courageous and vulnerable, and show up as their full selves.
- **Remove barriers** by providing \$1800 stipends for participation and honor the time, energy and work of folks engaged in program.
- **Embrace discomfort and continual learning** by actively decentering of whiteness, trusting the process, and humanizing climate change.

# Our Amazing PECAC TEAM



*Co-founder of Sunrise Sonoma County Hub*

*Environmental Science Bren Leadership*

*Fellow at UC Santa Barbara*

Celeste Chavez Hernandez

# Our Amazing PECAC TEAM



*Passionate Petaluma Student*

Luis Chavarin

# Our Amazing PECAC TEAM



Ri Bussey

*Petaluma Organizing Group, Co-founder;*

*North Bay Organizing Project*

*Freedom Community Clinic, Oakland*

*Leadership Institute for Just and Resilient Communities*

# Our Amazing PECAC TEAM



Lisa Lim

*Presidio Graduate School alumni,*

*Asian Women's Shelter multilingual access volunteer,*

*Military Women Across the Nation (MWAN) Redwood Empire Unit 77,*

*One of the first 1000 recruits for the Military Accessions Vital to the  
National Interest (MAVNI) program.*

# Our Amazing PECAC TEAM



*Director, El Mercadito / Vibe Den*

David M. Ortega Jimenez

# Our Amazing PECAC TEAM



Kimberly Bailey

*Life enthusiast!*

*Lover of the EARTH and all its HumanBEINGS*

*Miller Pacific Engineering, Office Administrator, Petaluma CA*

*Certified Transformational life Coach/ Strategist / Consultant*

*Inspirational Teacher Speaker*

*Marin Juvenile Hall, Mentor*

*Certified Rawfood Chef*

*Interpretive Dancer/ Drummer*





# Collective Purpose

## How we show up:

- Build relationships and bring sub-communities into conversation
- Bring voices that have been intentionally excluded into decision making
- Show up fully as ourselves, build trust and be vulnerable while playing

## What we learn about:

- Learn about climate change, climate justice and climate actions
- Learn about relationship between climate change and local government (what is being done, by whom, for whom)

# Why is Equity critical to this process?

- The scale of impact of these inequities is enormous, the most privileged group has been making decisions for everyone else without regard for the well being of communities of color.
- The current structure of engagement doesn't address these systemic inequities, perpetuating inequities and fear of retaliation for speaking up.
- Inequities hurt people who are most affected by climate change.
- We have a personal experience with the impact of climate change, so we should have a say in what we do about it.

# STEP 1: Assumptions & Bias Check

- You have biases. We all do. Practice true mindfulness.
- We can't assume that one person speaks for an entire community.
- We can't assume people don't want to engage or are too busy.  
There has been a systematic exclusion of communities of color.  
Folks do want to be asked to share and connect.
- Decenter yourself. Current systems directly or indirectly are causing harm to members of the Petaluma community and beyond.

## SYSTEMS DESIGN: THE ICEBERG MODEL

### EVENT

The tendency of this level is to react to what has just happened.

### PATTERN

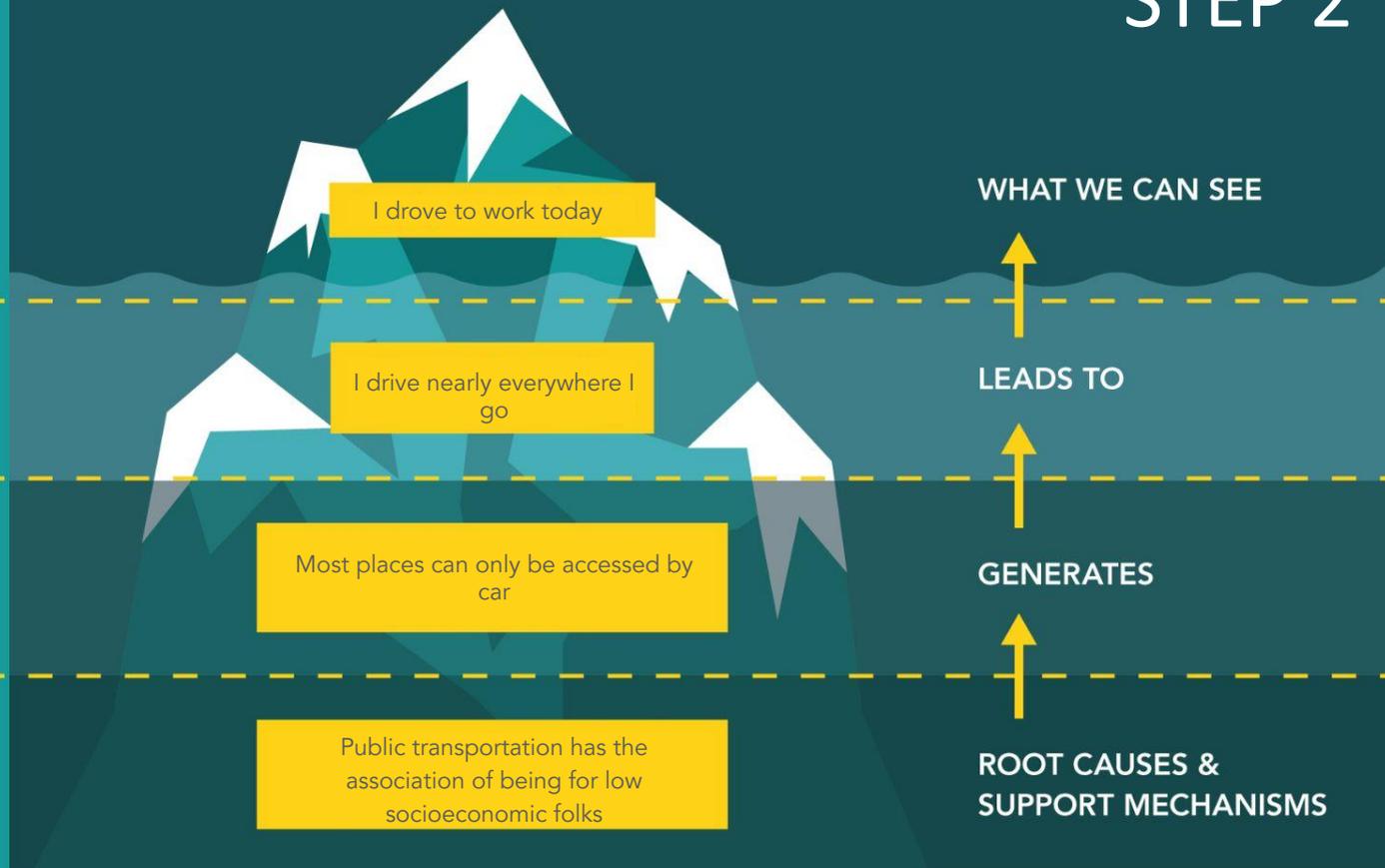
You can start to notice trends that leads to event.

### STRUCTURES

Systems and ways of working that connects models to patterns.

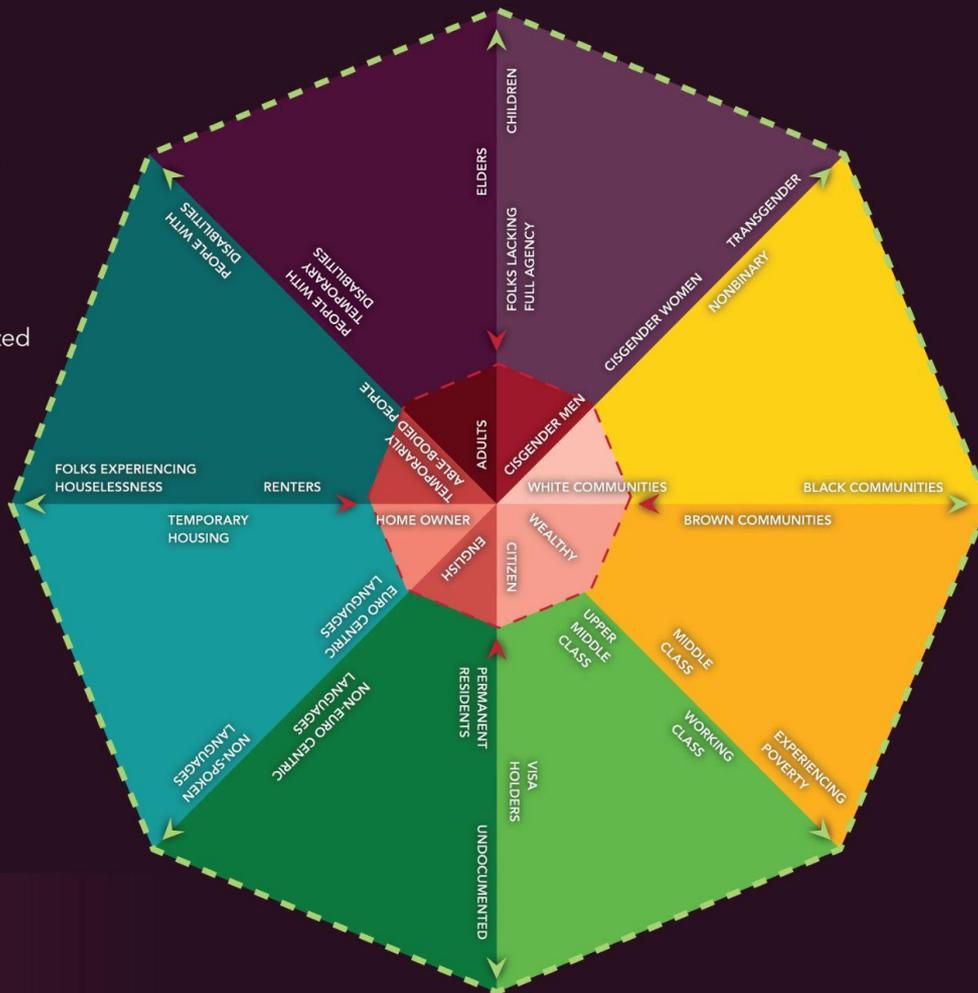
### MENTAL MODELS

This includes the assumptions that hold the system together and is the stage we need to leverage to transform a system.



## DESIGNING TO THE MARGINS

- ▶ Designing for the most privileged
- ▶ Designing for the communities who have been historically marginalized



# Application of Equity & Systems Thinking Lens

**Step 1:** Notice & Reflect on our assumptions & bias.

**Step 2:** Apply **Iceberg Systems Analysis**. Apply an equity lens to identify and remove systemic barriers by **designing to the margins**.

**Step 3:** Draft tangible and systemic recommendations

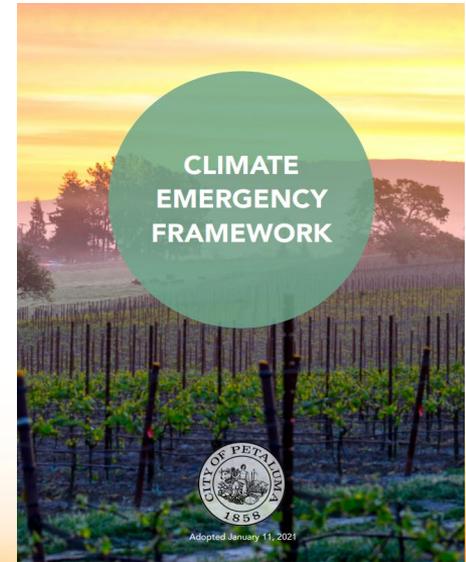
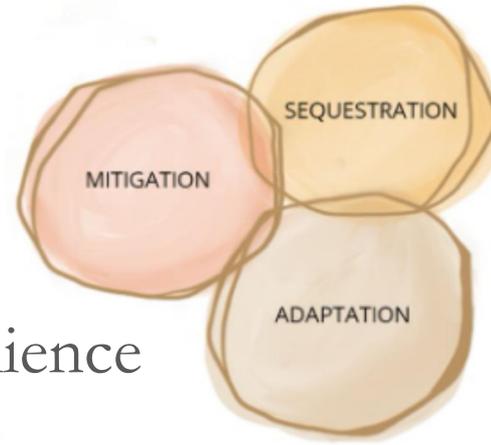
# Insights from Listening Circle Process

- Some people felt cautious about being open and vulnerable, but all wanted to be there and were really excited to be a part of it
- The process offered a safe place to open up and foster relationships and trust
- We noticed the power of a question, when asked together, opened up new ideas, conversation and possibilities
- The discussions opened up so much curiosity and desire to engage
- They were super fun! People left feeling empowered, energized, and free
- These listening circles themselves is an example of adaptation, they foster relations, help process trauma, and offer a chance to collectively come up with the community story of what is needed

*“My heart was on fire” - Kymberly*

# Recommendations

- Equity & Climate Justice
- Mitigation
- Sequestration
- Adaptation and Social Resilience
- Community Engagement
- Call to Action



# Equity & Climate Justice: Transforming Curriculum

We recommend the City and its School Districts require curriculum covering local Coast Miwok history and culture.

- Meaningfully engage with the Coast Miwok community and listen to their wants and needs to create a genuine culture and mindset shifts about how we are all one together (interconnected and interdependent).
- Invite and properly fund members of the Indigenous communities to teach about their experiences or ancestor's experiences. The knowledge and wisdom of Native American Communities are critical to creating a robust climate action plan.
- Mitigate further harm and (un)intended consequences by ensuring black, brown, indigenous leaders and professionals lead, teach, engage with BIPOC communities around climate action. They are the most affected by climate change.

# Equity & Climate Justice: Language Access

We recommend the creation of a Language Access Policy:

- Ensure that all information coming from the City of Petaluma exists in languages that are reflective of the community.

# Equity & Climate Justice: Create Neighborhood Level Data

We recommend the creation of humanizing neighborhood level data:

- Survey neighborhoods, compare areas of high quality green space and low green space, or tree canopy, with demographics, income, language, education, and home ownership data.
- Gather stories, surveys are not enough.
- Change your data gathering practices. Quantitative data does not properly provide an understanding of day to day life.

# Mitigation: Equitable Investments in Bike Infrastructure

We recommend that the city track infrastructure investments to ensure they are equitably distributed. Invest in:

- Safer bicycle lanes should be constructed with physical barriers separating motorists and cyclists (raised cement curbs or corridors with native vegetation).
- Increased pedestrian lighting (solar powered ground lighting).
- Accessible bike repair shops and invest in Spanish-speaking repair services.
- Grants to incentivize electric and non-electric bikes and enact community education and engagement.
- Increased bike racks across the city.

# Mitigation: Accessible Public Transportation

We recommend that the City encourage usage of public transportation by improving the transportation system.

- Add more bus stops on the east side, specifically in higher populated locations such as areas with apartment buildings, increase frequency of buses, and ensure they run on time.
- Engage with communities on the east side to learn about their transportation needs, such as where they would like more bus stops.
- Allow usage of Student IDs as a free bus pass to make it easy for young people to ride, make it cool, & instill that as a habit early on.
- Make bus stops fun! Try adding local youth art to bus stops and bus.

# Mitigation: Accessible Public Transportation

*“When middle-low income residents use the bus society views this negatively as if there are no other means. When higher income residents use the bus, they are helping the environment. We need to change the rhetoric and views on this.” - Listening Circle Participant*

# Sequestration: Equitable Park Access

We recommend that the city conduct land surveys to determine green recreational space per capita, quality of existing infrastructure and health of vegetation, and distribution of tree canopy to ensure it is equitably distributed/cared for.

- Incorporate quality green spaces/community gardens throughout the east side of Petaluma such as near Payran McKinley, Washington Core, and the residential area near the intersection of Caulfield Ln. and S. McDowell Blvd.
- Implement regenerative land practices so sequestration is also taking place.
- Plant native vegetation and food or medicine producing trees instead of grass lawn to ensure that our community is promoting sustainable vegetation in our recreation spaces.
- It would be both exciting and educative if gardening lessons are also provided!

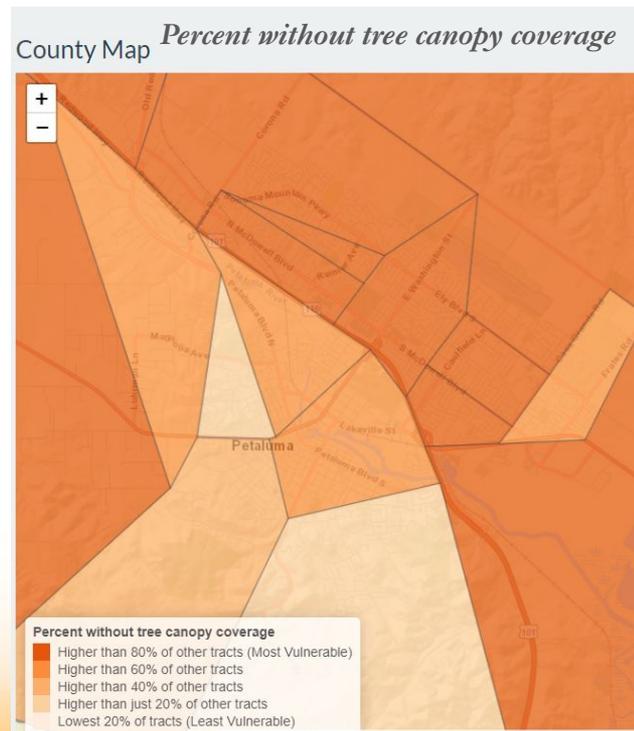
# Sequestration: Community Led Tree Planting

We recommend tree planting programs/plans that are designed to integrate human health, community connection and creating a sense of belonging *while* planting low water, native, food or medicine trees in lower-income neighborhoods and communities of color.

- Prioritize creating a sense of belonging and purpose within the community in how the trees are selected, planted and cared for.
- Start by inviting communities who are most in need of greater tree coverage to envision what they want in their neighborhoods.
- Neighborhoods to consider first are those near the freeway, who face more pollution, and those on the east side who have less tree canopy.

We recommend the implementation of tenant protections to combat displacement of existing residents in the revitalization of certain areas. (p 28)

- Create clear strategies to prevent tenant displacement.
- Start by having the community identify the strategies they want to be included.



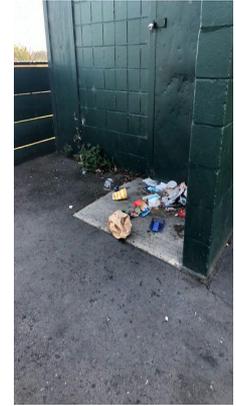
# Equitable, Safe Park Access



East Petaluma Alliance

*“Children's soccer teams, baseball teams, families with small children, dog walkers, and even postal workers eat lunch at our neighborhood parks. But parks here have been in a state of disrepair for so long and it was one of the first to have the irrigation shut off when the drought began... when the alliance sent out a survey, we received over 100 responses, with overwhelming number of them wanted more trees planted.”*- an East Petaluma Alliance representative

# Quality Parks: Improvements at McDowell Park



- Playground has removed structures that were for toddlers
- Lack of shade prevents people from using the playground more frequently.
- Trees that were planted 10 years ago have no irrigation and trees are dying.
- Unfilled holes on the field used by children to play soccer and other sports.
- Trees could be planted along the sidewalk so soccer parents and pedestrians can get maximum shelter.
- Trash around the baseball field are often cleaned up by proactive resident volunteers from the East Petaluma Alliance



East Petaluma Alliance

# Equitable, Safe Park Access

*“I feel unsafe letting my daughters walk the three blocks down S. McDowell to get to Lucchesi Park because it feels unsafe, like you’re walking on a freeway”* - Listening Circle Participant

# Sequestration: Promote Regenerative Gardening

Promote drought tolerant and native gardens for low-income, BIPOC, non-native English speakers renters and homeowners. Ideas for how to do this:

- Provide financial incentives to disproportionately disadvantaged BIPOC, could be in the form of greater access to loans, grants, or simple tax rebates

In targeting the non-native English speakers:

- Use KBBF radio for outreach campaigns
- Host family friendly community events/parties to share this information
- Promote in La Voz and Impulso Newspapers (paper and online)
- Create a Spanish Facebook Page for City of Petaluma to share resources

# Sequestration: Inclusive Composting Education Campaigns

We recommend equity-driven and culturally responsive education campaigns focusing on folks who speak languages other than English. The Petaluma BIPOC and immigrant communities are rapidly growing and if meaningfully engaged can be huge contributors to sequestration.

- Spanish language educational materials shared via neighborhood groups, radio, newspaper and Facebook about how to get and properly use the Green Bin (that it's for food scraps not just lawn debris) and why it's important for climate change.
- Make sure that online education materials are also in Spanish, and other languages as needed.
- Create fun Spanish campaign slogans to have people feel a part of something bigger.

# Adaptation & Social Resilience: Emergency Communications & Preparedness

We recommend that the Hazard Mitigation Plan, fund MH-6 (Expand Community Emergency Prep Program) and MH-7 (Community Emergency Preparedness Webpage) prioritizes communities rendered vulnerable by systems of oppression and is implemented with community partners to build trust and engagement around the development of emergency plans. Invest in backup power infrastructure, water and safety preparation in non-english languages.

- **MH-6:** In the implementation, train and stipend people to be a part of the Community Emergency Response Team (CERT). Direct funding to a local Nonprofit (such as PPS) who has trust in the community to implement and integrate the program.
- **MH-7:** In improving/creating Community Emergency Preparedness Webpage, make it easier to find from homepage, add real time local AQI index in multiple languages, identify organizations in the community who can support community preparedness (ex: Nuestra Comunidad).

# Adaptation & Social Resilience: Emergency Communications & Preparedness

*“There is a massive lack of language support [for example: most Nixles were in English during the 2017 fires] and I would like to see Spanish as well as Asian languages to ensure these alerts are not going out delayed.”*

- Listening Circle Participant

# Adaptation & Social Resilience: Resilient Hubs

We recommend the creation of permanent, multiuse, Resilience Hubs for use during extreme weather events (fire, heat waves, power outages, severe cold) which include:

- Established transportation plans for people with access needs (disabilities, seniors) to quickly get to these hubs.
- Prioritize locations on the East Side that are community led and culturally responsive, culturally competent, so folks can feel safe and want to use them.
- Doubles as an innovation hub (when not needed for disaster) for community building events, educational classes, gardens, and a space to lift up community

**EQUITY FIRST** and ideas for how to move local climate solutions forward.

# Adaptation & Social Resilience: Invest in Mental Health

We recommend that you provide more adequate mental health care to folks affected by ongoing disasters:

- Provide equitable mental health services to folks most affected by climate change (lower income, unhoused, Black, Indigenous, People of Color, LGBTQIA2S+)
- Put systems in place to ensure needs are adequately met.
- Partner with trusted organizations to engage with community members and learn how they can best be supported during these times.

# Community Engagement: Culturally Responsive Engagement

We recommend that city spaces are actively utilized as places to build trust, engagement, and strengthen relationships between the city and the community, require trauma-informed DEIB training for all Council Members and Commissioners in order to:

- Create culturally responsive engagement plans that draw from other cultures for how to be in better relationship with people and the earth.
  - Understand how systems of oppression and history impact our ability to collaborate to move solutions forward
  - Increase awareness of how tone, diction and power dynamics impact the ability to create safe spaces for collaboration.
  - Center stories and lived experiences of community members who have been harmed by systems of oppression.
- Provide climate change and climate justice educational materials that are for all levels of learning.
- Partner with educational organizations and educational organizations outside of schooling (ex: Sunrise)



# Call to Action

- We demand that the Petaluma City Council do more to listen to communities who are systemically impacted, surveys are a start but investing in relationships is more important.
- We demand you value our lived experiences and stories, to make it safer and more inviting to speak up, to make us feel seen, valued, and heard.
- We demand that the City of Petaluma hold fossil fuel companies financially accountable for the costs of dealing with climate change and pollution. The responsibility should not be solely be on individuals.
- We demand that ALL Lead by example.

*We can't have climate justice without equity, we can't have equity without measuring inequities and changing funding accordingly.*

# Appendix: Data Sources Used in Analysis

- [California Healthy Places Index \(HPI\)](#)
- Census Data
- [Eco-Health Relationship Browser, EPA](#)
- [CalEnviroScreen 3.0](#)
- [Climate Change and Health Vulnerability Indicators for California, California Department of Public Health](#)
- [NOAA Sea Level Rise Viewer](#)

# Questions?

# Thank you!