

# *The Petaluma Equitable Climate Action Coalition*



*A program of Daily Acts and Equity First Consulting*

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*2021-2023*

## **Table of Contents**

<b>Intro</b>	<b>3</b>
About PECAC	3
What is PECAC?	3
Why PECAC?	3
Origins of Program	4
Design Team	5
Design & Recruitment	5
<b>Program Methodology</b>	<b>6</b>
Transformative Communities Approach	6
Programmatic Phases	7
Why is Equity critical to the process?	7
<b>Recommendations PECAC 2.0</b>	<b>7</b>
Walk	8
WALK: Recommendation #1 - Ensure Safe Walking Experiences	8
WALK: Recommendation #2 - Safe Routes that are Safe	8
Bike	9
BIKE: Recommendation #1 - Make Biking Safe & Convenient	9
BIKE: Recommendation #2- Create a Culture of Respect	9
BIKE: Recommendation #3- Reclaiming Washington	10
Public Transportation	10
TRANSIT: Recommendation #1 Celebrate Our True Climate Leaders	10
TRANSIT: Recommendation #2- Lower barriers for new riders	11
TRANSIT: Recommendation #3- Culturally Responsive Info Access	11
Engagement	12
ENGAGEMENT: Recommendation #1- Reach Out	12
ENGAGEMENT: Recommendation #2 - When to Engage	13
ENGAGEMENT: Recommendation #3 - Be Accountable	14
<b>Cumulative Impact</b>	<b>14</b>
PECAC 2.0 Testimonials	14
PECAC 1.0 Testimonials	15
<b>PECAC Replication</b>	<b>17</b>
Lessons Learned for Future Iterations	17
Funding Model	18
Operational Considerations	18
<b>Gratitudes</b>	<b>18</b>

## Intro

Climate change has already greatly impacted the Petaluma community over the last decade. Some of us have had to evacuate our homes, relocate or take in friends and family due to fires. Others may have had to be without electricity because of the Power Shut offs or had to work outside in horrendous air quality or heat. The effects of climate change are not foreign to us, and as tends to be the case, communities rendered most vulnerable by racist systems bear the brunt of the impact.



In order to address climate change, we must address the fact that in Petaluma 60-70% of our greenhouse gas emissions (pollution that causes climate change) come from transportation. A primary reason for this is the historical prioritization of investment in highway development over public transportation and our resulting dependance on single occupant vehicles to get around. This historical underinvestment in meeting the mobility needs of low-income and people of color has resulted in racial disparities in transportation-related burdens and benefits, often exacerbating social inequities in other areas like health and wealth.

There are many solutions we can implement right here in Petaluma, and communities most impacted by systemic inequities, transportation policies, and climate change must be at the forefront of how decisions are made about implementing these solutions equitably. For this reason, the Petaluma Equitable Climate Action Coalition (PECAC) focused first on providing input on Petaluma's Climate Emergency Framework in 2021, then on advancing the transportation related recommendations that emerged from that in 2023.

Transportation became a strategic area of focus because we know that people of color breathe disproportionate levels of toxic smog from transportation-related emissions, which contributes to higher rates of asthma, cancer, and other illnesses than their white counterparts. We know that low-income community members—who are disproportionately people of color—spend a greater proportion of their income on transportation (~40%) costs compared to wealthier people. And it is widely documented that people of color, people who lack housing, people with lower income, people without access to vehicles, and other groups experience elevated traffic safety risks. However,

folks who bear the greatest pollution, safety, and economic burdens, and who have the most intimate knowledge of the problems of our transportation systems, are not a part of the efforts to design solutions. PECAC is a response to this critical gap in how these issues are addressed.

## About PECAC

### What is PECAC?

A 6.5 month equitable civic engagement program from September-March 2023 designed to support participants in uplifting the voices of communities most impacted by our transportation systems and climate change, and who have historically been underrepresented in decision making. PECAC acts as an incubator of wisdom through a combination of training, capacity building and listening. As a result, PECAC is a platform to give input and issue recommendations into how the City of Petaluma can prioritize policies, programs, and resources to address transportation equitably.

*"You have truly created a new standard for high quality community engagement with complex bureaucratic documents". – Alegría De La Cruz, Director of the Office of Equity, Sonoma County*

### Why PECAC?

Communities who are closest to the pain of the problem, are also closest to the solution. 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 folks who have historically been on the margins of solution design.

### Origins of Program



Petaluma's Climate Action Commission spearheaded the development of a Climate Emergency Framework in January, 2021, engaging the community as part of this process. However, the voices of folks most systemically impacted by climate change were not well represented in this process, which spurred the development and launch of PECAC in Spring of



2021 with an incredible team of six passionate members of the Petaluma community. Over the course of six months, the team analyzed the Petaluma Climate Emergency Framework, conducted three listening sessions, and synthesized their ideas for action into policy recommendations through a powerful, artistic and moving presentation. PECAC 2.0 grew out of these efforts to advance the transportation related recommendations from 1.0 and continue to grow the impact of this unique and needed form of civic engagement.

Timeline leading up to the formation of 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 - September 2021 - PECAC 1.0 Program
- September 2022 - PECAC 2.0 launches with PECAC 1.0 hired as Coordinator
- March 2023 - PECAC presents transportation recommendations

## Design Team

**PECAC Members** committed over 60 hours to learning, designing and conducting focus groups, synthesizing recommendations and presenting policy recommendations to the City of Petaluma over the course of this 6 month program. This program was facilitated as a co-creative process with our participants, and we are grateful for their design inputs. PECAC 2.0 team: Lynn Gen, Julio Rodriguez, Kaylia Brown, and Evan Cantwell. PECAC 1.0 team: Celeste Chavez Hernandez, Luis Chavarin, Ri Bussey, Lisa Lim, David M. Ortega Jimenez, Kymberly Bailey.



**Equity First Consulting** is a global Diversity, Equity and Belonging Strategy Firm co-designed by women of color and their allies. This firm is led by its Founder, Ana Lugo, and is supported by a wide network of cross sector leaders who embrace our diversity and elevate our power. Equity First works to support organizations, institutions, and companies to develop internal cultures that foster and celebrate equity and meaningfully engage their

leaders at all levels to create a community culture that reflects these values and practices.

**Daily Acts** is a holistic education nonprofit that takes a heart-centered approach to inspiring transformative actions that create connected, equitable, and climate resilient communities. We believe in the power of our daily actions to reconnect people to self, community, and place, which helps to heal our society and planet. Our Mission is to inspire transformative action that creates connected, equitable climate resilient communities. Our Vision is to create healthy, just and sustainable communities built upon the daily actions of many people.

## Design & Recruitment

Below we offer a snapshot of our program design and recruitment strategies:


Who is eligible? Members of the Petaluma community who are concerned about transportation & mobility issues of ALL ages 14+. Communities of color, Indigenous peoples, Black people, Latinx people, seniors experiencing inequities, people with disabilities, LGBTQIA+, or people experiencing shelterlessness.

Who is an ideal participant?

- You are interested and/or concerned about the links between equity, transportation and climate change
- You have the desire to participate in local government decision making
- You have participated in community building activities and are excited to give back to the local community

What support is provided?

- Training on core concepts, listening session support, and guidance from Equity First Consulting & Daily Acts
- Relationship building with local leaders, engaged community members and elected officials
- A stipend of \$1,800



**Do you have an opinion about Petaluma Transportation?**  
**¿Que opina acerca de la transportacion en Petaluma?**  
**We would love to hear it! | ¡Nos gustaria oírlo!**

**What is this?**  
Join a small conversation to discuss your experience walking, biking or riding the bus in Petaluma. Share your opinion on the cost, safety and convenience of getting around Petaluma without a car. All opinions and experiences are encouraged!

**¿De qué se trata esto?**  
Únase a una conversación acerca de su experiencia caminando, andando por bicicleta, o usando el autobús en Petaluma. Comparta con nosotros el costo, la seguridad y la conveniencia de viajar sin carro. ¡aceptamos todas opiniones y experiencias!




**Details:**

- Tuesday, January 17th
- 6:15 - 7:45 pm
- Room A1 at McDowell School

**Detalles:**

- Martes, 17 de enero
- 6:15 - 7:45 pm
- Cuarto A1 en McDowell School

**Please RSVP to / Por favor responda aquí:**  
Laine Gen | [lgen@petk12.org](mailto:lgen@petk12.org)

 Petaluma Equitable Climate Action Coalition  
[www.dailyacts.org/climate-action](http://www.dailyacts.org/climate-action)  

## Recruitment & Selection

- At the core of our recruitment process was relationships. We invested in relationship development and individual conversations with community leaders who work directly with folks most systemically impacted by climate and transportation to talk about the program and spread the word through them. Recruitment through relationships was our primary form of outreach, with added outreach via flyering, promotion through community partners, and, because of our transportation focus, by riding the bus and speaking with riders about applying to the program.
- Participants were selected based on a short application and interview with peers. Emphasis in selection was put on expertise as defined by lived experience.

## Program Methodology

### 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 the program. Honor listening session participant time and expertise with opportunity to win one of two \$1,000 bike packages.
- Embrace discomfort and continual learning by actively decentering of whiteness, trusting the process, and humanizing climate change and transportation systems.

### Why is Equity critical to the 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. Inequities hurt people who are most affected by transportation systems.



- The current structure of engagement doesn't address these systemic inequities, perpetuating inequities and fear of retaliation for speaking up.
- We have a personal experience with the impact of climate change, so we should have a say in what we do about it.

## Programmatic Phases

- Part 1: Learn about equity principles, transportation, systems thinking, local government, trauma-transformed practices and self-care in addition to how to facilitate listening sessions. Speakers included PECAC 1.0, City Staff, and Office of Equity. Engaged in experiential walks and joined Maria Drive listening session.
- Part 2: Participants conduct a team listening circle/focus group as well as a group listening circle at McDowell Family Resources Center with members of the community about their transportation concerns and impacts.
  - Application of Equity & Systems Thinking Lens to recommendation design
    - Step 1: Notice & Reflect on our assumptions & bias.
    - Step 2: Apply Design to the Margins and Iceberg Systems Analysis to identify and remove systemic barriers by designing to the margins and identifying how systems impact behavior.
    - Step 3: Draft tangible and systemic recommendations.
- Part 3: Apply lessons learned to active planning processes (Petaluma's Active Transportation Plan, General Plan) by synthesizing this input and presenting a set of policy recommendations to the City Council, Staff, Commissioners and folks actively involved in the Cities transportation systems in addition to participants from listening sessions.



## Recommendations PECAC 2.0

All of the below recommendations were presented to City of Petaluma Elected Officials, Staff, community leaders, listening session participants, and folks involved in active transportation in

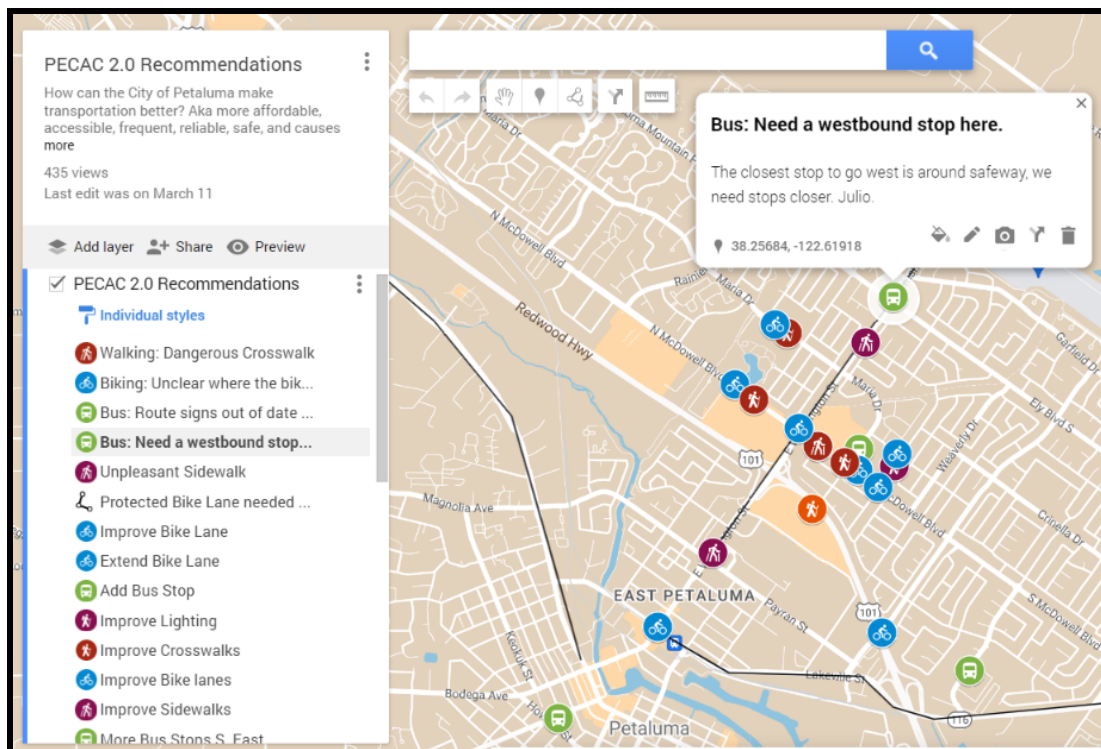


town. Recommendations focused on systemic changes to policies and programs. Tangible recommendations were also provided in the format of an interactive map populated with feedback from the listening sessions.

Following the formal presentation, three custom abbreviated presentations were given by PECAC participant Julio Rodriguez to the Climate Action Commission (CAC), Transit Advisory Committee (TAC), and Pedestrian Bicycle Advisory Committee (PBAC). Daily Acts staff also conducted ‘status report’ meetings with the related City Departments to gather insights into the priority and current status of recommendations made. Below you can view the recommendations presented by the PECAC 2.0 members, as well as the status report provided by Petaluma City Staff for each recommendation. PECAC 1.0 recommendations can be viewed here (<https://dailyacts.org/climate-action>).

## Interactive Map of Recommendations

### Locations of changes needed in Petaluma



*[Click image to link to interactive map]*



## Walk

### WALK: Recommendation #1 - Ensure Safe Walking Experiences

We recommend that the city prioritize a safe walking experience around key shopping centers and schools along McDowell and Washington.

- Put crossing lights on all crosswalks
- This area is very congested and cars go very fast. How can we slow this traffic? (maybe make 2 lanes with a dedicated bike lane)
- Sidewalks on the east side need trees for shade, beauty and to create a more enjoyable walking experience, especially during heatwaves.
- Walking around McDowell and Washington does not feel safe at night



**Status Report:** No current pre-existing projects in Pedestrian Bicycle Advisory Committee master plan at the moment. There will be an opportunity to include some permits into the next plan update because of the recommendations from PECAC.

### WALK: Recommendation #2 - Safe Routes that are Safe

We recommend the City redefine criteria for “safe routes to school” to add more protective infrastructure and crossings.

- Crossing guards at primary intersections near schools when school starts/ends
- Four lane roads fundamentally don’t feel safe, “safe routes to school” should only be two lane roads.
- Sidewalks should be well maintained
- Routes should avoid major roads when possible (ex: McDowell)
- All schools should have multiple safe routes accessing them



**Status Report:** This recommendation is a higher priority and there will be more attention to what defines a safe route. The City wants to create a safe routes to school taskforce to continue to create and open ongoing dialogue between the City staff, school districts, and school community.

## Bike

### BIKE: Recommendation #1 - Make Biking Safe & Convenient

We recommend the goal of transportation planning to be bike safety, prioritization and convenience:

- The most direct routes to important day to day locations all need protected bike lanes and traffic slowing such as McDowell Blvd., Washington St., Lakeville Hwy, Petaluma Blvd., Ely Blvd. just to name a few.
- Slow down drivers and create safer streets through a myriad of strategies such as eliminating car lanes and adding blinking lights.
- Improve bike lane signage and maps to make it more clear and obvious where they are and how to access them.
- Maintenance bike lanes and roads that are used as bike lanes to make it safer for biking.



**Status Report:** This recommendation of ensuring most direct routes are a high priority is being supported at a staff level for the General Plan update. The City wants to ensure that all new bike projects are accessible for all ages and abilities by default. At this time there is no sub recommendation that will have a higher priority until it goes to the public as well as other PBAC members.

### BIKE: Recommendation #2 - Create a Culture of Respect

We recommend the City invest in creating a culture of respect and safety for bikers, with priority on people who bike for necessity.

- Create a process for reporting and publishing incidents between cars and bikes so that there is greater awareness about where safety issues exist so that they can be addressed. Includes near misses and issues with angry drivers as well.
- Invest in a campaign to encourage more biking
  - Encourage employees and other employers to bike to work.
  - Highlight important bike paths with events around them.
  - More events that close down roads for bikers and walkers.

**Status Report:** Included in the Active Transportation Plan as a recommendation but haven't identified resources to do this yet. This would be more of a program rather than a process

committed to reporting a crash on city streets which would have a rapid response team, and ensuring that any police reports are available right away (as opposed to months later) to identify any engineering fixes that could help prevent this. This will be used to create an immediate feedback loop. Near misses may be harder to track if nobody reports them though.

### BIKE: Recommendation #3 - Reclaiming Washington

We recommend the City make it fun, fast and safe to cross between the east and west side of Petaluma via Washington Street.

- There is zero motivation to walk or bike across down, it feels dangerous and far. None of the cross-town connectors feel safe to walk or bike.
- Make Washington two lanes, create a bike only lane, a walk only lane, encourage local entrepreneurs to sell food, plant trees, pollinators, have places to sit and hangout, protected benches.
- Crosswalks across freeway onramps are very unsafe (wide, dark) Cars should be required to go slower.

**Status Report:** City staff is very supportive and open minded, and love that this is a visionary and dream big type of idea. However, this would be a very hard idea to convince the public to support, especially because it more than likely requires a lane reduction on Washington Street. The City recognizes that re-imagining Washington keeps coming up (SDAT and PECAC) but this likely needs to be a community organized and driven effort.



## Public Transportation

### TRANSIT: Recommendation #1 - Celebrate Our True Climate Leaders

We recommend the City invest in creating a dignified bus riding experience that celebrates the fact that our walkers, bikers and bus riders are our true climate leaders - we should be celebrated!

- Bus stops need to feel safe, comfortable, well maintained with up to date route information. Run down, exposed, standing-only and dark bus stops send a message that we don't matter.
- Build trust in the system by ensuring buses are reliable and more frequent (every 15 min?)
- Make sure bus capacity meets the need of students (of all ages).



**Status Report:** This is already a very high level priority. Transit is working to outreach to schools, in preparation for the ‘free fare for you’ program coming in July. They are also up to a full slate of drivers now and adding more to help with the issue of overcrowding etcetera. Additional improvements are also coming to bus stops around school areas (Casa Grande High and Kenilworth Jr. High) such as adding more shelters for certain stops with high rider rates and busier areas.

## TRANSIT: Recommendation #2 - Lower barriers for new riders

We recommend the City lower the barrier for new riders to use the system, centering students, service workers, immigrants, and seniors.

- Bus transfer information needs to be clear and linked with inter-city connectivity information.
- Everyone should have a bus stop within ¼ mile safe walking distance from every home, starting with systematically impacted neighborhoods.
- Buses need to run later, at minimum 9pm but ideally 11pm, as well as on weekends, to allow our service workers and adult students to affordably get to and from work.

*“No one knows how transfers work... the only people who do is because they went to the wrong place first.” —Student*

*“One of the major reasons people don’t take the bus because the information barrier is intimidating. You don’t know basic things like how to get a transfer, where major stops are, how to get to and from them to schools. When I first came here it was terrifying to get on the bus.” —Student*

**Status Report:** While they can’t promise every resident a stop within ¼ mile safe walking distance from every home, the City has a high level priority for major areas with higher density populations especially around schools and lower income areas.

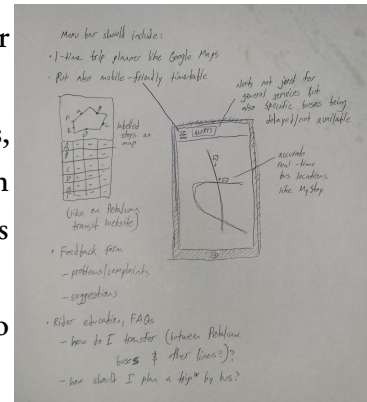
They also have microtransit shuttles in the upcoming fiscal year (this is a top priority) where the transit system will partner with rideshares like Uber/Lyft for folks needing to get home from a stop and are ensuring that there are ADA accessible vehicles for this program.



## TRANSIT: Recommendation #3 - Culturally Responsive Info Access

We recommend the City creates culturally responsive information access and feedback mechanisms that advances bus rider agency no matter their language, income or age.

- Make it easy and free to find information about bus routes, schedules and transfers for folx of all ages and available in Spanish; Provide a free phone app and add QR codes for it at bus stops.
- Alert riders when cancellations happen, don't expect riders to constantly check the website.
- Create communication systems for your largest bus rider demographic: Students and low income folx! Consider collaborating with teachers to go to schools for a bus education day, provide easy feedback portals, and proactively reach out every year.



**Status Report:** This has been and still continues to be a high priority. The hardest part for the City has been staffing and not having a current outreach coordinator to support this. The City is currently conducting outreach at events such as Butter and Eggs parade, reaching out to schools, as well as sending out announcements and surveys. The goal is to create a year long dialogue to get input on how services are working from the students and schools as well as ensuring accessible languages. My stop app is also available in Spanish.

## Engagement

### ENGAGEMENT: Recommendation #1 - Reach Out

We recommend the City invests in ongoing community engagement with communities most impacted by its systems (students and low-income folx).

- Shift from “customer service” model to that puts burden on residents to figure out how to contact you to “community ownership” that fosters democratic participation.

**Status Report:** From the communication perspective, the City is taking stock of where we are at. Phase 1 has been trying to ensure that





everything is translated for our Spanish speaking community. The next step is having a team member whose full role would be to go out to community events embedded in our Spanish speaking, or low income communities et cetera. Ideally this person would be a part of the community already and not an outside contractor.

- Invite systemically underrepresented community members into a participatory budgeting process for all public works projects.

**Status Report:** It seems to be difficult to reach out to certain communities who aren't already actively involved in City Planning. Certain things such as postcards can be costly to send out, and the City may not have contact information for certain communities. However, it does seem to be a City priority to expand efforts to reach out to these communities and figure out how to get people more involved in public works projects.

- Elected & Staff should build relationships with anchor community organizations year round so they are established before planning processes occur, prioritizing organizations who work directly with systemically underrepresented communities such as immigrants, youth, seniors, low-income and people of color.

**Status Report:** This is a priority to engage with underrepresented communities. Engagement with the Latinx community has only started within the last year and it is prioritized in the budget for the next fiscal year. The City does want to prioritize systemically underserved communities in planning processes but also recognizes there may be underlying distrust between these communities and the City.



## ENGAGEMENT: Recommendation #2 - When to Engage

Meet people where they are at.

- Evening times for engagement or weekends, when people tend to be more available. Having engagement on social media so more folks can join. Ex: Go to school at 8:30am (drop off) and pickup times, keep it short and sweet, offer morning meeting donuts and coffee for parents while asking for feedback.

**Status Report:** This is a high priority for the City and some of these recommendations are happening right now in an effort to to increase engagement with communities around transportation. Staff shortages are partially responsible for making this more intentional outreach challenging to date.

#### **ENGAGEMENT:** Recommendation #3 - Be Accountable

Create accountability mechanisms.

- Create a Community Engagement Plan to coordinate and align across departmental silos and embed criteria that advances equity/designing to the margins in all transportation planning and prioritization efforts.

**Status Report:** This is definitely a big priority for the City to hear the stories of those most impacted by existing transportation systems, and is something their communications department is working on. Again, it can be difficult to engage the community in this way due to a lack of relationships and trust between City staff and community members.

- Develop a guiding vision statement to align between and within departments around ‘why’ humanizing data practices are important to create equitable transportation systems that

**Status Report:** The City is creating a standardized process in how we engage with the community as a whole as projects are going on like the City of Portland, Oregon has done.

- Develop humanizing data practices grounded in anti-racism, such as valuing qualitative, story-based data in addition to desegregating quantitative data by various identity markers.
- Center the experiences of folx at the margins.

**Status Report:** There is not a lot of overlap between departments, which is a concern and has come up in Commissions and committees.

## **Cumulative Impact**

The impact of PECAC has been far reaching. Recommendations made have been integrated into City of Petaluma planning processes such as the General Plan and Active Transportation Plan. Some recommendations have been implemented, such as the youth generated art at public bus

stops. Participants have been offered paid internships with local elected officials, gaining exposure about potential career paths.

In addition to long-lasting recommendations and helping participants know that their voice matters, this program has also modeled needed systems change in how civic engagement programs are funded and implemented. Below are testimonials from participants and various partners on how this program has impacted their lives and work moving forward.

### PECAC 2.0 Testimonials

*“PECAC transformed my relationship with the local government and showed me the power the community holds in creating systems change” - Lynn Gen, PECAC 2.0 Participant*

*“[PECAC] really helped connect me with the city’s elected officials and also really helped me with understanding civic engagement” -Evan Cantwell, PECAC 2.0 Participant*

*“This program taught me about important equity principles and helped me practice my community organizing muscles while providing an abundance of support” Julio Rodriguez, PECAC 2.0 Participant*

*“The listening session experience made me and other people in the meeting, who are my friends, feel heard since there are a lot of things we feel could be fixed with the system. The bike package was definitely a surprise and I actually really enjoy the bikes I got. It was a great deal and I am super thankful”- Brianna Hernandez, listening session participant*

*“The PECAC work and findings from the program are incredibly helpful and valuable to Petaluma Transit. They offer a unique perspective that is often missing from typical feedback channels and helps to present a fuller representation of community needs, especially for historically underrepresented parts of the community. -Jared Hall, Petaluma Transit Advisory Committee*

### PECAC 1.0 Testimonials

At the end of 6 months, PECAC 1.0 participants reflected on the impact of this program via an evaluation survey. Participants responded 100% in the affirmative that after the program:

- I better understand how to influence local policy development
- I feel more confident to actively influence local policy development

- I have more connections who support my ongoing community engagement
- I learned how to apply a systems thinking and equity lens to solution design
- I felt seen, valued and able to show up as my full self at meetings
- I better understand how I can engage in climate solutions or climate adaptation
- I feel more confident speaking to my friends and community about climate justice
- I plan to continue to engage in climate justice work

*"This was one of the best experiences I've ever had working with the City of Petaluma, I want to continue doing this. It felt so safe. It set up a space to support us in realizing we could do something we didn't think we could do" - Kymberly Bailey, PECAC 1.0 Participant*

*"PECAC has helped me create amazing relationships and has shown me that community climate action IS possible with love and support as our foundation". - Celeste Chavez, PECAC 1.0 Participant*

*"MLK weekend has been especially tough for me since 2017 because it's also the weekend my partner and I were treated condescendingly by our hospice system up until the last few hours of his breath. As this year's MLK Day coincides with my partner's death, I was able to celebrate his life again because PECAC had helped me pick up these fragments that I had lost faith in by connecting the dots between our community's humanity and nature, so much so that I found space in me for forgiveness and acceptance again - If "condescending" is a word (and it should be in the dictionary), PECAC embodies it." - Lisa Lim, PECAC 1.0 Participant*

*"[Before I] noticed myself jumping right to the solution of a community garden, then started to realize the barriers. I love this process because it challenges me to think a different way and I totally understand why we are doing this. [You are] giving me a framework of how to think, not telling me what to think. I see the link to meditation too, to create some space to think - this group is meditative because it allows us to practice standing back to reflect. You're allowing the information to create a transformation in us. Education is not to put information in, but to draw out - that is what you're doing" - Kymberly Bailey, PECAC 1.0 Participant*

*"The PECAC program fueled my interests in climate change—taught me more about the issue, who it affects, and ways to take action standing against the injustices following it—PECAC was a learning experience and never failed to welcome me and my ideas into it's safe and warming environment."- Luis Chavarin, PECAC 1.0 Participant*

*“I love how you moved openly and without too much focus on the outcomes, and let the outcomes come. The specific, tactical recommendations that we can take were most exciting for me. You demonstrated what a good process can result in, and you demonstrated the amount of effort it takes to have a good process from the participants, and what that requires. I really appreciate you. So many of the recommendations you articulated were the best climate solutions, you found the nexus of climate and equity. It was awesome.”* - Petaluma Vice Mayor, Brian Barnacle

*“I am incredibly inspired by each member’s passionate and steadfast engagement and wisdom on this effort. PLEASE let the PECAC members know their City is listening and is actively engaged in delving into their recommendations to create a resilient Petaluma together.”* - Peggy Flynn, Petaluma City Manager

Regarding the impact of the presentation and the application of the systems thinking Iceberg and designing to the margins framework, *“this got the cobwebs out as a civil engineer in terms of what I desire to do and be as a designer”* - Christopher Bolt, Director of Public Works and Utilities of Petaluma

*“It’s very clear how much went into this, not just time and effort, but heart and soul”* - Ann Edminster, Chair of Petaluma’s Climate Action Commission

*“The best example of community engagement ever seen”* Lisa Careno - United Way of the Wine Country

## PECAC Replication

### Lessons Learned for Future Iterations

- What worked well: hiring a graduate of a prior PECAC program to coordinate and be the point of contact for current programs. The timing of 2.0 worked better than 1.0 from the lens of implementing the recommendations because it was synced up with the City’s existing planning processes. For that reason, we were able to work directly with Consultants to ensure the recommendations would be integrated into planning documents.
- What we would consider changing includes: the name, possibly shortening the program if focused on a single topic (ex: transportation vs all of climate change). We do not recommend running a program from September - March again because summer is a very



challenging time to recruit, the holidays disrupt classes, and for students in particular this schedule conflicts with finals and creates additional pressures.

- Lessons learned and things to consider: Relationships are at the heart of everything, prioritize quality over quantity when it comes to Listening Sessions; Things come up, exercising flexibility, adaptability, and compassion are key to a successful cohort; Focusing on just one topic (transportation), versus all of climate change, helped the participants learn about, and feel comfortable discussing, the topic within the time constraints of the program; Best time for the program is April-September; Bilingual/Bicultural staff will greatly increase accessibility.

## Funding Model

*“From the inception of our country, the government...has played a [significant] role in creating and maintaining racial inequity. Many current inequities are sustained by historical legacies and structures and systems that repeat patterns of exclusion.” - Government Alliance on Race & Equity*

Existing Civic Engagement structures perpetuate systems of exclusion. We are grateful to the City of Petaluma for working to shift this, starting by funding PECAC as a way to reduce these barriers and redesign the systems and structures of local civic engagement. PECAC 1.0) was initially funded through a grant from the United Way of the Wine Country as part of the innovative MapOne Sonoma project, with 50% of funds provided by Daily Acts General Fund. This pilot program helped the City of Petaluma see the value of this model, resulting in 90% of funding for PECAC 2.0 provided by the City. Should there be a trusted community based organization interested in partnering, the City of Petaluma is interested in continuing to fund these equitable civic engagement efforts.

## Documentation

- Class agendas, recordings, resources and homework were organized on a website specific for participants.
- Memorandum of Understandings were provided to all participants to set clear expectations for stipend payment processes and potential tax implications. This was especially important for youth participants who may not have filed taxes before.

## Gratitudes

We hold enormous gratitude to: Our PECAC 1.0 participants, Lisa Lim, Kymberly Bailey, Celeste Chavez-Hernandez, David Ortega, Luis Chavarin and Ri Bussey; our PECAC 2.0 participants Lynn Gen, Julio Rodriguez, Kaylia Brown, and Evan Cantwell; Program Staff Ri Bussey and Kerry Fugett; Our anti-racism consultant, Ana Lugo from Equity First Consulting. As well as our City staff, Rhianna Frank, Peggy Flynn, Bjorn Griepenberg, and Jared Hall. We are very grateful to the United Way of the Wine Country and Daily Acts for funding PECAC 1.0 as well as the City of Petaluma for funding PECAC 2.0.

*“To make a great dream come true, the first requirement is a great capacity to dream;  
the second is persistence.” – Cesar Chavez*

***It is all of our responsibilities to continue to hold our systems accountable, to implement these recommendations, and to center folx most impacted by climate change in solution design.***

## Appendix

*PECAC 1.0 Presentation of Recommendations PowerPoint:*

<https://dailyacts.org/wp-content/uploads/2021/09/FINAL-PECAC-Presentation-of-Recommendations-2021.pdf>

*PECAC 2.0 Presentation of Recommendations PowerPoint:*

<https://dailyacts.org/wp-content/uploads/2023/03/2022-PECAC-Final-Presentation.pdf>