



P E T A L U M A T O M O R R O W

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Candidate for Sonoma County Supervisor Ray Peterson Shares His Views On Key Election Issues

From the Editor

During November of 2001, Petaluma Tomorrow began a candidate endorsement process for the Sonoma County Board of Supervisors election in March 2002. A lengthy candidate questionnaire was developed to evaluate criteria for candidate endorsements of the 2nd Supervisorial District. Stretching from the Marin County line to central Rohnert Park and west to the coast, the 2nd District is the only seat that does not represent some portion of Santa Rosa. It includes the City of Petaluma, part of Rohnert Park, Penngrove, Cotati, Two Rock and Valley Ford.

There are two declared candidates for the 2nd District, Ray Peterson and Mike Kerns. A questionnaire was submitted to each candidate as the first step in the endorsement process. Ray Peterson responded and Mike Kerns failed to respond.

After careful deliberation, Petaluma Tomorrow is pleased to endorse Ray Peterson for Supervisor of the 2nd supervisorial district which includes Petaluma. Without a doubt, Ray Peterson is the most experienced and the most capable candidate in this race. His views closely embrace Petaluma Tomorrow's platform of Open Government, Responsible Development, and Sustainable Watershed Management. Ray has many years of valuable experience in business management and local and county political issues.

Ray Peterson is a fourth generation Sonoma County descendant. Ray served as President of the Sonoma County Chapter of the California Association of Family Farmers. He has a masters degree in business administration, and his published book on physical asset accounting was a significant contribution to that field of study. Ray created and managed a \$20 million Trust providing telephone services to deaf people, and during the break-up of the Bell System, Ray managed a Federal Communications Commission team that created a new system of accounts for phone companies.

Some background information: Ray Peterson helped craft the historic Petaluma growth control measure that was fought by developers, but upheld by United States Supreme Court. He served for eight years on the Zone 2A Flood Control Advisory Committee, and co-signed the ballot measure that extended its tax revenue. For two terms Ray served on the Sonoma County Grand Jury. He was elected to the Sonoma County Board of Education in 1994 and re-elected in 1998, where he now serves.

As President of the Sonoma County Aviation Commission, Ray was successful in getting the private Petaluma Airport into the Regional Airport Plan, thus making it eligible for federal and state aviation gas tax money. This enabled the City of Petaluma to purchase the private airport. As a pilot of his own plane, Ray has flown over the Russian River numerous times with a photographer documenting the degradation of our river by gravel mining companies. The incumbent, Mike Kerns, never saw a gravel mining permit that he was not ready to support and approve as a Supervisor, the damaging facts notwithstanding. It's a safe bet that Ray Peterson won't be receiving any large campaign contributions from any gravel mining company.

A group in the Healthy Community Consortium (HC²) that was led by Ray, helped establish a high school class for students who had been expelled from high schools in Petaluma. This same process was successful in establishing a "Clean and Sober Class" in Rohnert Park for young people with similar needs in the South County.

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What is Petaluma Tomorrow?

Petaluma Tomorrow is a group of politically active individuals who care about the quality of life for all Petaluma area citizens and insist that local government act in the public's best interest.

The mission of Petaluma Tomorrow is to work for open government, responsible development and sustainable watershed management and to support candidates who best represent these ideals and are responsive to the community. Our activities include citizen advocacy, raising public awareness, neighborhood organizing and campaigning.

Petaluma Tomorrow is working to improve the direction of politics in our city. We are working to create positive alternatives to irresponsible development, detrimental environmental practices, and the influence of special interest groups. This will protect our quality of life for future generations.

To accomplish this, we need the help of an informed public that has a greater understanding of candidates, office holders and issues that confront our city. Therefore, educating our community is one of the primary goals of Petaluma Tomorrow. We recognize that it is important for the public to be kept informed on issues and how our elected officials address them, not only at election time, but year round. Our goal is to provide this information in a clear and timely manner. We use print and broadcast media, direct mail and presentations to neighborhood meetings to provide a broader understanding of how our community is being affected by the decisions of our elected officials. These activities, along with our newsletter, are meant to encourage and enable the public to take a more active role. Petaluma Tomorrow is a resource for information and advice as well as a forum for people to engage more easily in the political arena.

Another area we focus on is active participation in the public meetings of local agencies such as the Petaluma City Council, Sonoma County Board of Supervisors and the Sonoma County Water Agency. We monitor the actions and agendas of these agencies and advocate strongly for the public's interest when items of importance to our members come before them. We have been successful in restoring Petaluma's General Plan process, reducing gravel mining in the Russian River and reforming Petaluma's campaign finance practices. Our visibility and participation in city and county meetings, as well as our public relations activities, create an atmosphere in which we are taken seriously by, and can work effectively with local officials.

We are working today for a better tomorrow. We welcome all people interested in improving the quality of life in our community and invite you to help us work for an open government, responsible development and sustainable watershed management. Please turn to the back page of this newsletter and join today!

Welcome New Members

Individual Members

Eve Roberson
Gerry Groves
Lee Larson

Gold Members

Beverly J. Kline

Petaluma Tomorrow Mission Statement

The mission of Petaluma Tomorrow is to work for open government, responsible development and sustainable watershed management, and to support candidates who best represent these ideals and are responsive to the community.

Purpose:

Public Advocacy, voter education and candidate endorsement and support.

Annual Membership Meeting & Preview City Council Race!

Sunday, April 7th, 3pm
at the home of
Arthur and Selma Cader
513 Selmart Lane, Petaluma*
707.762.5000

RSVP to Connie Madden
conniemadden@yahoo.com
707.781.9311

Prospective Members Welcome

*Directions:

From East Washington at Sonoma
Mountain Parkway
Go North to Ranier (stoplight)
Right on Ranier to Matzen Ranch Circle
Right on Matzen Ranch to Selmart Lane
Left on Selmart Lane to 513

All submissions are reviewed and approved for content and accuracy prior to acceptance. For further information on submission please send an email attention newsletter editor to: pt_newsletter@yahoo.com

Wetlands Method For Wastewater Plant OK'd

Thanks to the many Petaluma citizens, both public and elected who rallied to shape this most important project! It will have a huge impact within the Petaluma River watershed.

Following a passion-filled evening overflowing with edge-of-your-seat drama, the City Council Monday night approved a staff-recommended and publicly-supported resolution that will not only give Petaluma's new wastewater treatment plant a natural wetlands method for algae removal and filtration, but also blazes a trail for a public-access wetlands park nearby.

The 5-to-1 decision came after around four hours of discussion plus 13 years of deliberation by the city on what has become the largest-scale project in Petaluma's history, costing approximately \$88 million and bringing a community together in support of environmental sustainability.

Following a recapitulation of the engineering process and decisions before the council presented by Director of Water Resources and Conservation Tom Hargis, Carollo Engineering Team Leader Doug Wing and Engineering Manager for the Department of Water Resources and Conservation Michael Ban, Councilmember Janice Cader-Thompson made a motion to approve the staff-recommended resolution. Pamela Torliatt seconded the motion. In the end, a vote would not come until hours of exploration, bickering, grandstanding, passionate pleas and some tug-at-your-heartstrings moments.

With so many machinations throughout the meeting, the casual observer would have been hard-pressed to guess as to where the vote might end up, until the very last seconds of the meeting. Throughout the epic session, tempers flared, tangential issues erupted, shouts and applause came from a near-capacity crowd, and the City Council finally made its now historic decision.

With a council majority voting in support of the resolution, Councilmember Bryant Moynihan became the lone dissenter, with Councilmember Mike O'Brien abstaining from the vote.

Among the core issues presented in the council action, the resolution includes provisions for UV disinfection of tertiary recycled water, 25 acres of constructed wetlands in the existing ponds 9 and 10, 45 acres of polishing wetlands with around 23 acres on the adjoining Parcel A, 11 acres on Parcel B and 11 acres on adjoining city-owned property. The resolution also formally authorizes the city manager to enter into negotiations for the acquisition of Parcels A and B currently owned by Petaluma Poultry Processors (PPP)

Two important provisos in the resolution include a city mandate to explore alternate funding methods for land acquisition of the two parcels and the creation of the wetlands park (with a limit not exceeding one year) and timely negotiations with Petaluma Poultry Processors (over the next four to six months). Last November, PPP made an offer to the city that would see the city receiving the 182-acre parcel B free of charge in return for an alteration in the urban growth boundary that would enable PPP to build an agricultural business park on the

remaining 90 acres of Parcel A. With the approved recommendation, city staff has been authorized to enter into negotiations with PPP that could see the city purchase both parcels or portions thereof while the potential of a trade or some version of it could still be on the table.

Bringing together aspects of sewer treatment, land use, the urban growth boundary, wetlands, agribusiness and parks, the largest-scale project in the history of the city has become even more all-encompassing than its initial vision as befits its scope.

Cader-Thompson, who has championed the wetlands cause from the beginning, noted her pride in the members of the City Council for thinking through the process and making a decision that benefits the whole community.

"I'm very proud of everyone," she said. Cader-Thompson also cited the vital public support for the wetlands component and the contagious and positive grassroots energy that grew over the last few months culminating with the high level of public participation in Monday night's council meeting and meant the successful passage of the resolution.

"You could feel the passion," she said.

Lafferty: A Walk To The (Closed) Park

In October, 2001, the Petaluma City Council voted unanimously to certify the Environmental Impact Report for converting its former watershed at Lafferty Ranch to open space parkland. At the same time, the council postponed a decision on proceeding with that park project, citing mounting costs and lack of cooperation from the county.

Lafferty, the 270-acre, city-owned parcel extending from Sonoma Mountain road to the ridgetop, and encompassing the headwaters of Adobe Creek, is the only public land on the Petaluma side of Sonoma Mountain. This new year, 2002, marks the 40th year that a park at Lafferty has been called for in city plans, its 38th year in county plans, and the tenth year Petaluma has been actively working to open Lafferty for public enjoyment.

On January 13, 2002, a group of 50 Lafferty supporters undertook a seven mile hike from downtown Petaluma up Sonoma Mountain Road to the locked gate of the Lafferty property, to draw attention to the fact that the designated park is still off-limits to the public. An additional aim was to call upon the county and Open Space District to support this much-needed amenity, which will serve all county residents and visitors, not just Petalumans. The walkers were accompanied by accomplished videographers—watch for their documentary footage on public access channels and other local venues.

Links to newspaper articles and photographs of the walk can be found at the Friends of Lafferty Park website, www.laffertypark.org, along with information about similar upcoming events. FLP intends to make this a regular event, with a second walk scheduled for Sunday, February 24, 2002.

An Interview with Ray Peterson

In November, Petaluma Tomorrow sent candidate questionnaires to Ray Peterson and the incumbent, Mike Kerns. It was apparent from Ray's responses that he took considerable time to give complete and thoughtful answers to all the questions that were asked. His views were clearly expressed, with no hint of hedging. It was the same when P.T. interviewed Ray Peterson in person. Mike Kerns never responded to the questionnaire. Not a word was heard from him. We understand that he never responded to a Sierra Club candidate's interview either. Perhaps Kerns feels secure that his big financial backers can overcome all of his campaign promise failures, total ineffectiveness on critical south county issues, and dreadful supervisor's voting record, by throwing a lot of money into "sound bite" ads and slick "personality" mailings, just before election day on March 5.

Because of space limitations we cannot print the complete candidate's questionnaire here. Those who would like a copy can contact Ray Peterson's campaign manager, Portia Sinnott, at: pmsinott@aol.com.

On County Planning:

"—I will work to make sustainability a strong part of the County's General Plan. I will also work for Sonoma County cooperation and coordination with cities, so that plans are not made in a vacuum, as if no one else existed. Sonoma Valley has a model Land Use Committee made up of city, county, special district, and citizens to review land use changes. I will work to create similar cooperative bodies in the rest of the county".

"We have no new problems in Sonoma County, just the same ones, over and over. —We allow the building of new structures until the roads, schools, sewers, flood control, and water systems are stretched beyond capacity. Then we slow down and concentrate on quick fixes that reopen the development process."

On Water Sustainability:

"We continue to destroy our natural water systems by [gravel] mining, over drafting, and paving our water recharge areas, while importing water that rightfully should be flowing in Mendocino and Humboldt counties.

On Supervisor Controlled County Agencies:

"Agencies that are run by the Board of Supervisors are not open [to citizens] beyond the narrowest requirements of the law. —The long term fix is the separation and direct election of boards for these districts [the Water District and the Open Space District]. In the short term, new conflict of interest codes, and meetings posted and open to the public should occur on staff proposals".

In the final question on P.T.s candidate's questionnaire, we asked, "If we endorse you, how can we help get you elected?" Ray Peterson's answer was to the point: "Volunteers and money are what will win this election. Please ask your members and everyone else to support me with money. I need letters to the editor on issues, most of which have been identified above [in the completed questionnaire]. I will need to visit as many voters as possible; please have your members provide information on meetings that I can attend throughout the district. Find speaking opportunities for me; seriously consider organizing a Candidates Forum".

Send Campaign Contributions to:
Committee to Elect Ray Peterson Supervisor
P.O. BOX 750518, Petaluma, California 94975
www.raypeterson.org
Phone: 707- 658- 2573



Join Petaluma Tomorrow!

YES! I Want to Join Petaluma Tomorrow!

Enclosed is my check for: Individual \$20 Family \$30 Silver \$50 Gold \$100

Name(s): _____

Address: _____

Phone: (_____) _____ Fax: (_____) _____

YES! Add me to the Petaluma Tomorrow! email list. Email Address: _____

Please have someone contact me

THANK YOU!

Send this form with membership payment to: Petaluma Tomorrow, 1557 Mauro Pietro Drive, Petaluma, CA 94954
Phone: (707) 782-1038 • Fax: (707) 658-1882