

THE MUNICIPAL MANAGEMENT ASSOCIATION OF
NORTHERN CALIFORNIA PRESENTS

Our Climate. Our Future. Our Leadership.

Summer Symposium



July 14th, 2022

 Petaluma



Welcome To

PETALUMA



Welcome

Greetings and welcome to the Summer Symposium and beautiful Petaluma, California! We are thrilled to have you and are excited to share some amazing speakers with you!

When we learned our Region, the North Bay and North Coast, was going to host this year's Symposium, we knew that we wanted a theme that encompassed our region. The topic that immediately came to mind was climate change. The rise of megafires and an increased focus on climate action and sustainability has shifted programming for many municipalities in the region. As local government leaders, we will have leadership roles in preparing our communities for the future.

We hope that our theme: Our Climate. Our Future. Our Leadership. resonates with you and you are able to learn from our sessions and take back new knowledge and tips to your municipality.

Thank you for joining us.

Claire Coleman & Aaron Zavala, 2022 Summer Symposium Co-Chairs

2022 Summer Symposium

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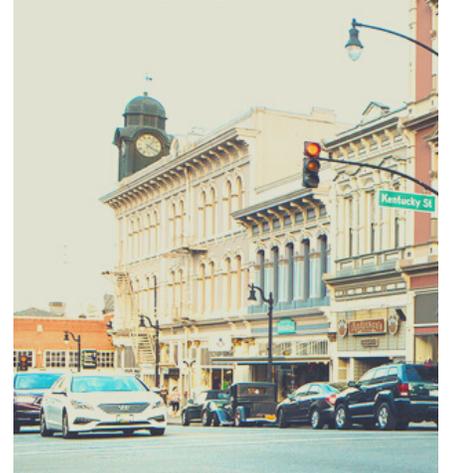
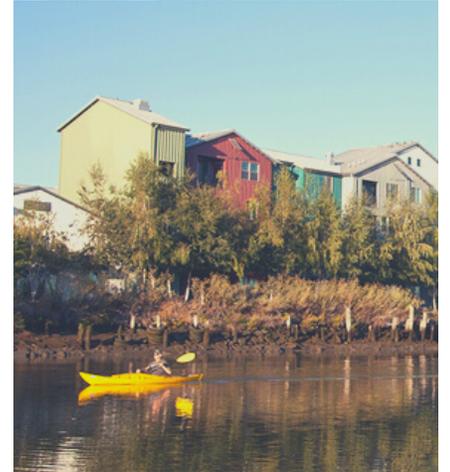
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Brief Schedule

Doors Open
Coffee

8:30 AM

Welcome and Opening Remarks

9:00 AM

Activity/Break

9:20 AM

9:30 AM

Keynote
Emergency Management

Break

10:30 AM

10:45 AM

Round Table
Lessons Learned from an Emergency

Lunch

NOON

1:00 PM

Work Shop
Climate Action

Break

2:00 PM

2:15 PM

Case Study
Critical and Creative Thinking

Wrap Up & Upcoming Events

3:15 PM

3:30 PM

Adjourn

Networking Happy Hour

4:00 PM

2022 Summer Symposium

Detailed Schedule

Doors Open - 8:30 AM

Come join us for some Guatemalan Coffee from [Myriad Coffee Roasters](#) to kick off the day. Tea and some light refreshments will also be provided.

Welcome - 9:00 AM

A welcome and greetings to the 2022 Summer Symposium from event Co-Chairs, Claire Coleman and Aaron Zavala, a welcome to the [Municipal Management Association of Northern California](#) from President, Ellie Dallman, and a welcome to Petaluma from [Mayor Teresa Barrett](#).

Activity/Break - 9:20 AM

A polling activity to get the day started and an opportunity for a quick dash for caffeine.

Keynote - 9:30 AM

We are thrilled to be joined by ***Jennifer Gray Thompson***, the Chief Executive Officer of [After the Fire USA](#) and the creator and host of the “[How to Disaster](#)” podcast. Jennifer will be speaking on the rise of Mega Fires and the importance of local government emergency management advocacy and collaboration.

Break - 10:30 AM

15 minute break

Round Table - 10:45 AM

Melissa Kuehne from the [Institute of Local Government](#) will be moderating a discussion centered around lessons learned from an emergency. Participants should expect to hear about experiences in managing emergencies. We are elated to have ***Alma Bowen***, Executive Director of [Nuestra Comunidad](#), ***Christopher Godley***, Director of Emergency Management for the [County of Sonoma](#), and ***Don Ryan***, Emergency Services Manager for the [County of Solano](#), joining us and sharing their experiences.

Lunch - Noon

Box lunches from [Park Avenue Catering](#).

Brick Chicken, Salsa Verde Alfresco

quinoa salad, roasted corn + zucchini, summer green salad-citrus vinaigrette, grilled summer veggies, spiced nuts, chocolate chip cookie (GF/V)

Mint & Edamame Tart (Vegan)

quinoa salad, roasted corn + zucchini, summer green salad-citrus vinaigrette, grilled summer veggies, spiced cashews, chocolate chip cookie (GF/V)

Work Shop - 1:00 PM

Seth Yund from the [Institute of Local Government](#) will be moderating a workshop on Climate Action and what we can do as local government professionals. Participants should expect to learn about what communities are doing to combat climate change and promote sustainability. All participants will be able to take something away from this session, whether you are looking to change your organization's culture regarding climate action, embarking on a path of sustainability, or fully engrained in climate action. We are pleased to have **Cory Bytof**, Sustainability Program Manager for the [City of San Rafael](#), **Rhianna Frank**, Climate Action Manager for the [City of Petaluma](#), and **Dan Schoenholz**, Community Development Director for the [City of Fremont](#), joining us and providing tips and insights on how to meet your climate goals.

Break - 2:00 PM

15 minute break

Case Study - 2:15 PM

Peggy Flynn and **Brian Cochran**, City Manager and Assistant City Manager for the [City of Petaluma](#), will lead a session on building a fiscal and organizational resilience strategy. They will go over a case study, Petaluma passing Measure U, on developing a resilience strategy to meet your organization's and community's changing needs.

Wrap Up - 3:15 PM

Wrap Up and hear about upcoming events with the Municipal Management Association of Northern California.

Adjourn - 3:30 PM

Adjourn, thank you for coming!

Networking HH - 4:00 PM

Come join us for happy hour and network at Lagunitas Brewing Company, located down the street (about two miles) on 1280 N McDowell Blvd.

Meet Our Speakers

Keynote

Jennifer Gray Thompson is a lifelong resident of Sonoma Valley in Northern California. She attended Santa Rosa Junior College and graduated from Dominican University in 2001 with degrees in English and History. After teaching high school for 10 years, Jennifer earned a master's degree in Public Administration from the University of Southern California's Sol Price School of Public Policy. Post-graduate school, Jennifer worked for the Sonoma County Board of Supervisors. After the devastating fires in the North Bay of San Francisco in October 2017, she accepted a position as Executive Director of the newly formed 501c3 nonprofit Rebuild NorthBay Foundation (RNBF), an organization dedicated to helping the region rebuild better, greener, safer, and faster.



In the summer of 2021, RNBF created After the Fire USA in response to the prevalence of massive megafires in response to climate change and wildland imbalances. Our tagline remains "Recover. Rebuild. Reimagine." As CEO of this evolutionary organization, Jennifer expanded her commitment to help communities navigate the aftermath of wildfires not only for the short term, but also for the long-term slog that is rebuilding post-disaster. Jennifer and her team are committed to equitable and resilient recoveries for every community, regardless of their ability to pay. ATF USA does not charge communities for their services and primarily acts as a support for locally-led and designed recoveries. ATF USA has a thriving resiliency program called "Before the Fire" that is the lead agency for nearly \$10M in state and federal grants for wildlands fuel mitigation programs.



The mission of After the Fire USA is to help communities across the American West navigate wildfire disasters and build resiliency before the fire.

Jennifer is nationally recognized as a leader in the space of wildfire and has presented at several national conferences on the issue by invitation of the US Chamber of Commerce Foundation, HAC, Fannie Mae, Brownsfield, Smart Cities, FEMA, and many more. She is co-founder of CANVAS, an association of professional leaders in disaster working together to “listen locally, act regionally, reform nationally.” Jennifer is the creator and host of the “How to Disaster” podcast, which highlights proven and effective leaders with great ideas in the space of disaster. She is on the board of directors of La Luz Center, a nonprofit serving primarily the Latino community in Sonoma Valley.



Round Table

Alma Bowen is a life-long Sonoma County resident with deep ties to the community. She is the founder & Executive Director of Nuestra Comunidad (NC), a Sonoma County-based non-profit focused on disaster preparedness, 911 emergency services education, and health & wellness for the entire community with an emphasis on under-served populations, including the elderly, LatinX community and veterans.



Prior to starting NC, Alma served Sonoma County for 18 years as a highly decorated 911 emergency services dispatcher. Alma worked the night of the 2017 Tubbs fires with distinction and has first-hand knowledge of how disaster preparedness can make the difference between life and loss. Her deep concern for our community and direct experience as a first responder propels her passion to promote & teach the importance of disaster preparedness for all.

In addition to her work with the Sonoma County Fair Board of Directors, Alma is the Preparedness Committee Chair with Sonoma County Community Organizations Active in Disaster (COAD), a collaborative of local organizations dedicated in helping the community prepare for and respond to disasters. In her spare time, Alma enjoys spending time with her family – including her husband, four children, and dog named Meelo, participating in Zumba workouts and binge-watching true crime docuseries.



Christopher Godley was appointed as the Director of Emergency Management for Sonoma County in December 2018. He previously worked in the private sector as a Director of Emergency Management for Tetra Tech – the nation’s largest emergency management consulting firm. In his prior public service, he is the former Director of Emergency Services for the City of San Jose, California, the nation’s 10th largest city.



Mr. Godley also served as the Manager of Emergency Services for the County of Marin and as a Deputy Coordinator in the County of Sonoma. Mr. Godley has served as Incident Commander, Emergency Operations Center Coordinator, and Project Manager in response to 18 presidential, 22 state, and 30 plus local disasters. He obtained his Certified Emergency Manager designation in 1999. Mr. Godley is a graduate of UCLA and obtained his master’s degree from California State University, Long Beach in Emergency Services Administration with a focus area of climate change preparedness.

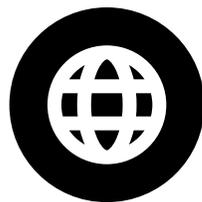
As a 20-year veteran of the California National Guard and Army Reserve, Major Godley served as Military Field Commander and Liaison Officer in wildfire, winter storm, and flood events. He also led a NATO Military Professional Exchange mission in Ukraine to develop enhanced flood disaster response coordination.

Mr. Godley has served as an instructor for a variety of state and federal courses. His areas of expertise include cyber incident consequence management, development of emergency management programs, Emergency Operations Center systems design, and climate change preparedness.



Melissa Kuehne, Senior Program Manager,
Institute for Local Government

Melissa leads projects around leadership, housing, governance and community engagement. She has over 10 years of experience in outreach, facilitation, project management and training development. Prior to joining ILG in 2013, she served as staff for a member of Congress handling constituent services around housing and veterans affairs, worked on environmental issues at a collaborative policy center and conducted outreach efforts for a housing consortium in Washington State. She holds a Bachelor's degree in Political Science from UC San Diego and a Master's degree in Public Administration from the University of Washington's Evans School of Public Policy and Governance.



Donald Ryan, Office of Emergency Services
Manager
Solano County Sheriff's Office



In 2012 Don came to the Solano County Office of Emergency Services (OES) after serving as the California State Director of the Civil Air Patrol. He served in the United States Air Force on active duty and in the reserves for over 25 years, retiring as a Lieutenant Colonel in 2009. Don flew C-5s for most of his career as well as a number of staff and command tours, including Chief of Wing Plans and Chief of Wing Safety for two units on Travis AFB. He led the Travis Incident Command Center for over two years and integrated FEMA emergency response procedures on the base. While with the Civil Air Patrol, he supervised the budget and training program for the nation's largest wing as well as evaluating and administering Civil Air Patrol Emergency Response Exercises throughout the Pacific Region.

Don flew commercially for USAirways out of Boston and Philadelphia and has accumulated over 7,000 military, commercial and civilian flight hours.

Don works closely with representatives from all law enforcement, fire, and emergency medical providers in Solano County and Travis Air Force Base. In his ten years, he has seen an unprecedented increase in emergency responses for fires, Covid-19, civil unrest, and a myriad of other emergencies throughout Solano County and mutual aid responses in Northern California.

In the past two years, Solano OES has responded to the Covid-19 Pandemic, including repatriation flights to Travis AFB, directed the county's response to the LNU Lightning Complex Fire, and activated for civil unrest and the deployment of National Guard security patrols. Solano OES continues to work on recovery efforts after the largest, most devastating fire in the county's history in 2020.

Don has a Bachelor's Degree in Mechanical Engineering from the University of Massachusetts, Amherst. He and his wife Anita live in Vacaville. They have three grown children who live and work in Northern California.



Work Shop

Cory Bytof is the Sustainability Program for the City of San Rafael. He co-authored and is responsible for implementing the City's Climate Change Action Plan 2030, which is being used as a model by the other cities in Marin County. Cory approaches sustainability from an interdisciplinary lens with a focus on community + collaboration. Cory helped form the anti-litter coalition San Rafael Clean, is a member of the City's Emergency Operations Center, and developed the City's Emergency Volunteer Intake Center. In addition, Cory is past-chair of the Marin Climate Energy Partnership, a consortium of local governments and public utilities working together to reduce greenhouse gas emissions in Marin County. Cory has a degree in Interdisciplinary Social Science from San Francisco State University. He lives in San Rafael with his wife and has one adult daughter. In his free time, he writes musicals and enjoys traveling, cultural exchange, and adventures in nature.



Rhianna Frank has 8 years of public sector experience, working in the fields of laboratory analysis, water resources, emergency response, environmental protection, sustainability, and climate action. She has extensive program management experience, which includes environmental outreach and education with a focus on stakeholder engagement. Her educational background consists of a Bachelor's of Science degree from Sonoma State University in Environmental Studies and a Master's of Science degree in Environmental Management from the University of San Francisco.



While not at work, Rhianna enjoys spending time with her family. She also enjoys exploring new (and old) spots for camping and fly fishing— especially places off the beaten path where the wilderness is still untamed.



Dan Schoenholz A lifelong Bay Area resident, Dan Schoenholz currently serves as the Community Development Director for the City of Fremont, leading a talented team of 80 in the Planning, Building, Housing, Environmental Sustainability, and Code Enforcement divisions.



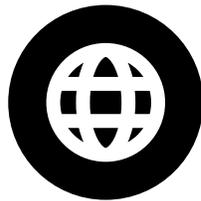
Dan earned a Bachelor of Science from the University of California and started his career as an environmental scientist with the US Environmental Protection Agency and the Port of Oakland. After returning to Cal to obtain a Master's degree in public policy, he joined the Fremont team, where he has held a variety of positions, including Management Analyst in the City Manager's Office, Deputy Director of the Human Services Department, and Deputy Director of Community Development.

Some of Dan's proudest accomplishments in Fremont include managing the comprehensive update of the City's General Plan; facilitating the development of close to 1000 affordable housing units; managing the installation of 1.5 MW (megawatts) of solar carports at City facilities; and overseeing a \$9.1 million energy and water efficiency upgrade on City facilities.



Seth Yund, Program Manager, Institute for Local Government

Seth is committed to helping governments promote human and environmental health through building sustainable and resilient communities. He has deep experience with a broad array of climate mitigation and adaptation-related policies and programs from his years as an Air Pollution Specialist at the California Air Resources Board. In that role, he developed skills and knowledge related to public participation, community engagement, meeting facilitation, and advancing equity. He regularly supports outreach and community engagement across programs and assists programs with the development of outreach initiatives and tools.



Case Study

Brian Cochran currently serves as the Assistant City Manager for the City of Petaluma, overseeing the City's Finance Department, Human Resources Department, and Housing and Homelessness programs. He considers it an honor to work in local government and has a passion for helping cities achieve long-term fiscal and operational sustainability. Since moving to California 16 years ago, Brian has served in several Finance / Management roles for the Cities of Santa Rosa, Novato, Napa, and Petaluma. He has a Master's degree in Economics from the University of Wisconsin - Madison and Bachelor's degrees in Mathematics and Economics from The Ohio State University. Brian and his family live in rural west Petaluma with their menagerie of animals.



Peggy Flynn has over 25 years of public sector experience, having served as the first communications and legislative director for the San Jose Redevelopment Agency – the largest in California-- where she was instrumental in the agency’s multi-billion downtown revitalization efforts and a \$250 million Strong Neighborhoods Initiative – the largest of its kind in the United States.



Peggy also served as the Director of Communications and Community Relations for the Santa Clara Valley Water District, California’s second-largest water district --- which served 1.8 million customers and managed the county’s flood protection efforts.

More recently, Peggy served as the Assistant City Manager of Novato, where she led efforts for the redevelopment of the former Hamilton Air Force Base, redevelopment of the 65-acre former Fireman’s Fund site, and worked to secure the City’s third SMART station. Peggy also created the City’s first extensive communications and external community planning and public outreach program.

In February 2019, Peggy was named as the City of Petaluma’s first female, and tenth, City Manager.

Peggy is an avid backpacker, often with her grandson, venturing from the top of Mount Whitney to solo backpacking in Denali. She and her husband own a cattle ranch in west Petaluma that has been in the family for four generations. She has a deep connection to Petaluma and is enthusiastically proud to serve the Petaluma community.



Directions

To the Petaluma Community Center: From the North

Coming from the North, you would take US-101 S to E Washington St in Petaluma. Take exit 474 from US-101 S. Take a left onto E Washington St. Take a left on N McDowell Blvd, and the Petaluma Community Center will be about a half-mile down to your right.

From the South

Coming from the South, you would take US-101 N to E Washington St in Petaluma. Take exit 474 from US-101 N. Take a right onto E Washington St. Take a left on N McDowell Blvd, and the Petaluma Community Center will be about a half-mile down to your right.

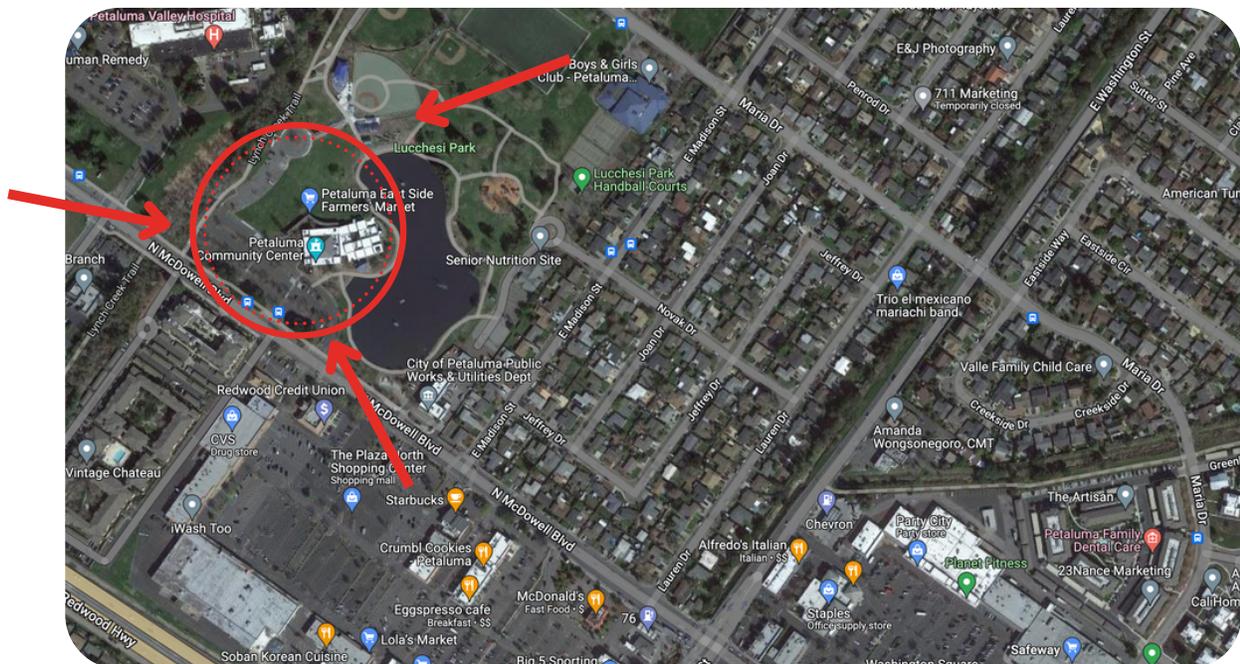
From the East

Coming from the East (Sonoma/Napa), you take CA-116 W and continue onto Adobe Rd. Turn left onto E Washington St. Take a right on N McDowell Blvd, and the Petaluma Community Center will be about a half-mile down to your right.

Coming from the East (Solano), take CA-37 W. Turn right onto Lakeville Hwy. Turn right onto S McDowell Blvd, and the Petaluma Community Center will be about two and a half miles down to your right.

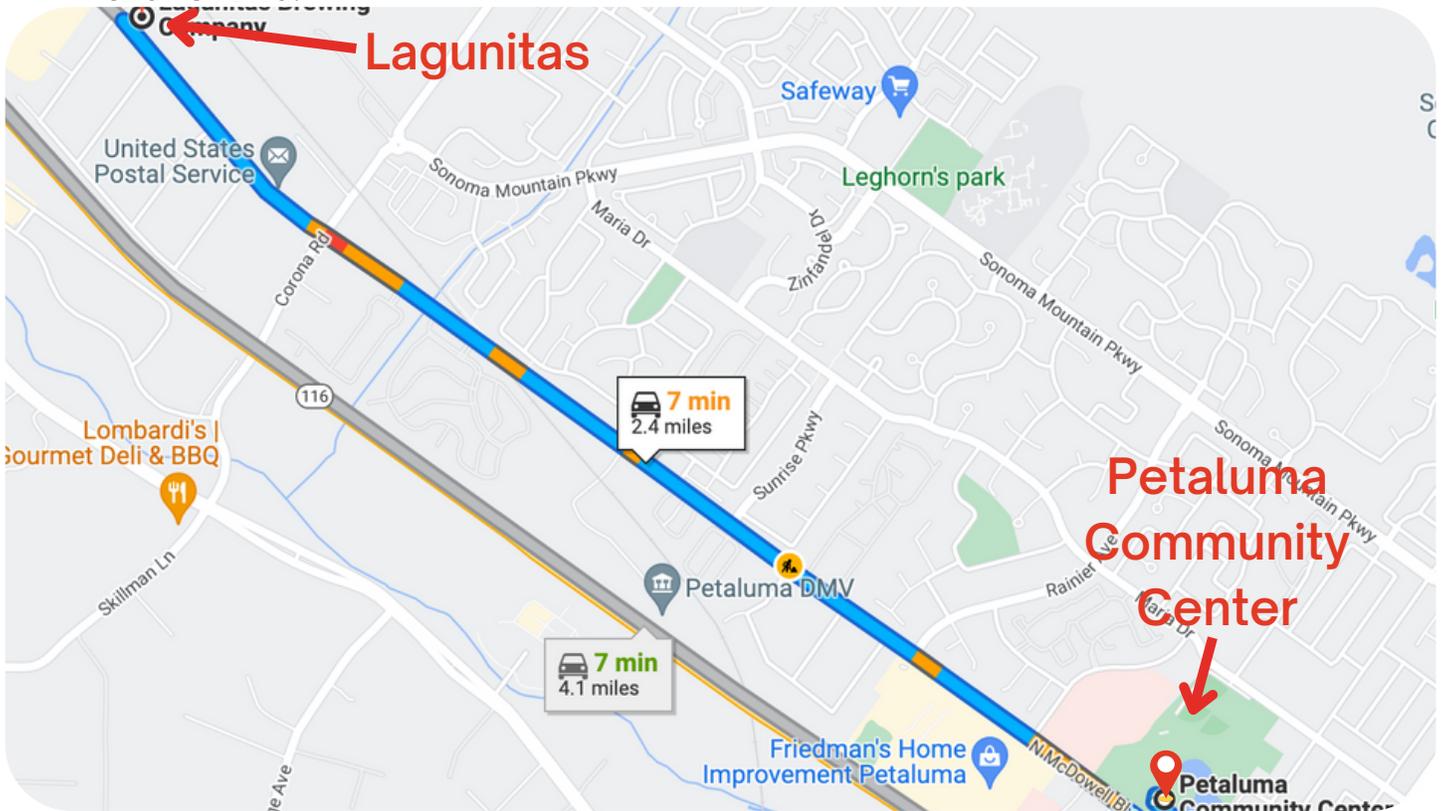
Parking

There is free public parking at the Petaluma Community Center.

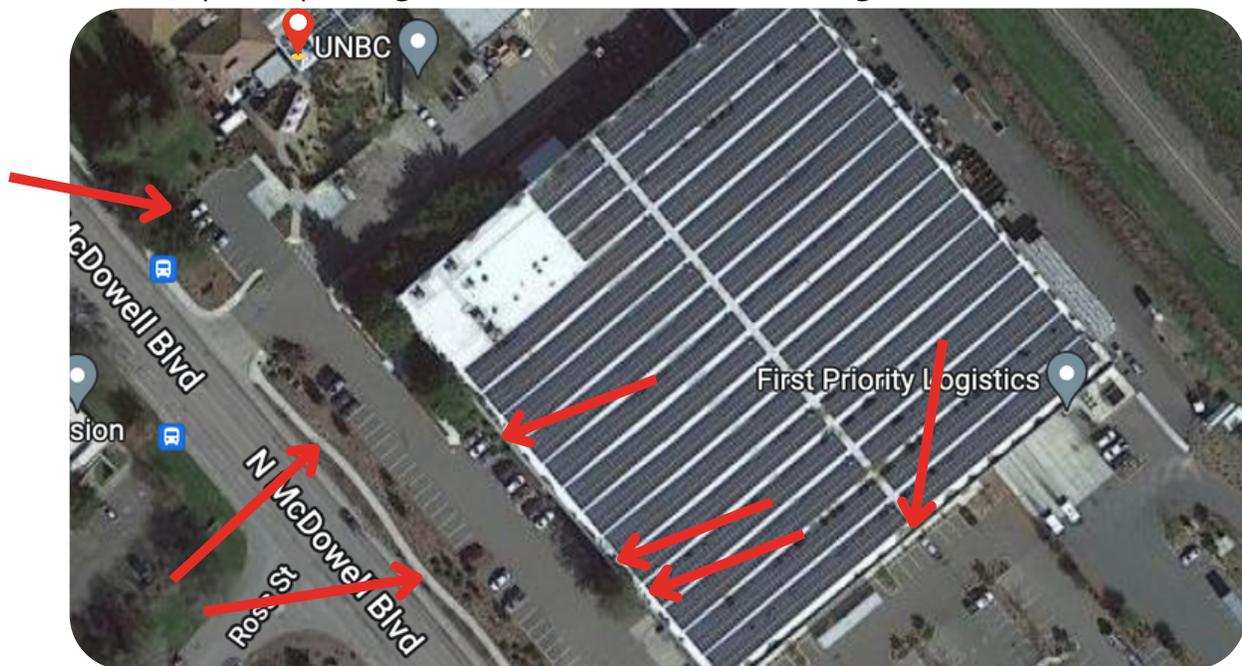


To the Lagunitas: From the Petaluma Community Center

Leaving the parking lot at the Community Center, take a right onto N McDowell Blvd. About 2.3 miles down, Lagunitas Brewing Company will be on the right at 1280 N McDowell Blvd.



There is free public parking located to the south of the Lagunitas entrance.



Thanks for Visting

PETALUMA



Thank You

Thank you for coming to the 2022 Summer Symposium and visiting Petaluma! We appreciate you taking the time to join us and hear from our distinguished speakers.

We recognize that some of you may be visiting Petaluma for the first time! If you are looking for dinner before you head home, be sure to keep Petaluma in mind.

Petaluma is a foodie's fantasy – a home to entrepreneurs who use their passion and creativity to craft ice cream, bake bread, make cheese, distill whiskeys and ports, ferment charcuterie, and kombucha, to name just a few of the artisanal delicacies to be found in shops, restaurants and markets that dot the city of Petaluma.

For a restaurant guide to the city, check out our [Visit Petaluma Website](#).

Thank you for joining us.



Claire Coleman & Aaron Zavala, 2022 Summer Symposium Co-Chairs

2022 Summer Symposium

Special Acknowledgements

A big thank you to our team that helped put together this event and make it happen!

Planning Committee:

- [Claire Coleman](#), City of San Rafael
- [Felicia Escover](#), City of Oakley
- [Candice Rankin Mumby](#), City of Fremont
- [Nancy Nelson](#), County of Solano
- [Sullina Sanchez](#), City of Fairfield
- [Aaron Zavala](#), City of Petaluma

Administrative Support

- [Kevin Kilkenny](#), MMANC

Communications Support

- [Giovanna Erkanat](#), City of Redwood City

Lastly, the City of Petaluma for Sponsoring the event space!

Climate Action Resources

Here are a few resources from our team.

- [Climate Action Resources, Institute for Local Government](#)
- [7 Habits of Highly Effective Municipal Sustainability Professionals](#)
- [Marin Climate & Energy Partnership](#)
- [Regional Climate Protection Authority](#)