PETALUMA RIVER PARK

INCLUSIVE BY DESIGN:
A BLUEPRINT FOR COMMUNITY ENGAGEMENT AT PETALUMA RIVER PARK

Prepared by the
Petaluma River Park Foundation

In collaboration with Community Partners

Café Puente	Petaluma Arts Center
Crane Melon Barn	Petaluma Community Relations Council
Daily Acts	Petaluma Health Center
Downtown Streets Team	Petaluma People Services Center
Friends of the Petaluma River	Point Blue Conservation Science
LandPaths	Sonoma Land Trust
North Bay Organizing Project	Sonoma Resource Conservation District

WELCOME!

Petaluma River Park Foundation (PRPF) is creating a new public park in the heart of Petaluma, California. The Petaluma River Park (the Park) — 24 riverfront acres of open space, centrally located on the McNear Peninsula — will be centered on the focus areas of Art and Culture, Environment and Sustainability, Education and Recreation, and Community and Inclusion. Through the Community Partner Coalition process, PRPF established a cohort of community partners whose work is relevant to these focus areas and who are connected with a diversity of communities in Petaluma. These partners helped identify the different communities they work with and the many ways that PRPF can connect with and build authentic relationships to engage them in the Park's design and programming. It is our community partners' expertise, ideas, and suggestions that form the basis of this document.

The intention is that Petaluma River Park will be accessible to and utilized by all residents and visitors to Petaluma. We acknowledge that those with less power in society have been historically marginalized in decision-making around public spaces, and so will leverage this plan to center input from identified priority audiences including local Indigenous peoples, Latino/Latinx, Black, Asian, and other BIPOC communities, as well as people with disabilities, people experiencing homelessness, older adults, and youth. This *Blueprint for Community Engagement* outlines how, where, and when to best reach these audiences and *all* Petalumans, and the different methods we will use to build authentic engagement.

Sincerely,

The Petaluma River Park Community Engagement Planning Steering Committee

ACKNOWLEDGMENTS

<p style="text-align:center">**INCLUSIVE BY DESIGN:**
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INTRODUCTION

The Petaluma River Park Foundation (PRPF) is a nonprofit organization founded in 2019 by Petaluma residents to create a new 24-acre riverfront park on the McNear Peninsula, located in the heart of the City of Petaluma, California. The mission of the Petaluma River Park Foundation is to meet our vital need for shared space that connects people, art, and nature. PRPF envisions that the Petaluma River Park will be a vibrant, welcoming park that fosters a love of nature, sparks creativity, and unifies the community for generations to come.

Core to succeeding in its mission to be a park where all feel welcome and included — and to make sure that the benefits of the new park are shared equitably amongst the community — PRPF recognizes that it must share control of the development and design of the Park with the broadest possible set of interested parties. To this end, PRPF is committed to embedding principles of diversity, equity, and inclusion into the make-up and operations of the organization, as well as to a robust and thorough Community Input Program that will inform and guide the founding amenities, purpose, and design of Petaluma River Park.

As a first step toward making good on these commitments, PRPF, in partnership with Sonoma Land Trust (SLT), convened a coalition of over a dozen mission-aligned partners to advise PRPF on its Community Engagement work. Community Partner Coalition (Coalition) members were selected based on their work with communities of interest within Petaluma and in relationship to the core focus areas of Petaluma River Park's mission: Art and Culture, Environment and Sustainability, Education and Recreation, and Community and Inclusion. The Coalition set out to define and understand the specific subsets of the Petaluma community as well as make clear and actionable recommendations on how PRPF should seek to engage Petalumans in a meaningful way.

Over 12 months, involving over 30 people and over 200 hours of zoom meetings, the Coalition has produced this *Blueprint for Community Engagement*. The document includes brief background information on the site, project, and the Petaluma River Park Foundation. Further, it presents the findings and recommendations of the Coalition organized into three sections: *Defining Community Engagement for Petaluma River Park*; *Understanding Priority Community Groups*; and *A Roadmap*

for Community Engagement at Petaluma River Park. The Blueprint concludes with PRPF's next steps for implementing the recommendations laid out herein.

PURPOSE

The purpose of this document is to present the findings and recommendations generated by the Community Partner Coalition in response to the question: *How can the Petaluma River Park Foundation meaningfully engage the community in co-creating Petaluma River Park?* The goal is to provide a nuanced understanding of Petaluma's various community groups and to lay out a set of principles and best practices for how PRPF can engage these communities in an equitable, inclusive, and meaningful process. The intent is to hear all voices, record all ideas, and ensure that broad community input is reflected in the design, creation, and programming of the Petaluma River Park.

SITE AND PROJECT BACKGROUND

History of Petaluma

Petaluma's history can be traced back thousands of years to the original Coast Miwok people who inhabited this area. The Coast Miwok are now part of the federally recognized Federated Indians of Graton Rancheria (FIGR).

In 1834, the 44,000-acre Rancho Petaluma Mexican land grant was given to General Mariano Vallejo (later increased to over 66,000 acres). The Petaluma River was the western border of this parcel of land. In the mid-1800s, the village of Petaluma profited from its position at the head of the navigable waters of the Petaluma River, and it was the commercial distribution point for the north coast. Steamboats began carrying passengers to and from San Francisco in 1852. The boats stopped two miles south of Petaluma at Haystack Landing, accessible at any tide. The North Bay's first steam train was built in 1864 to transport passengers from Haystack Landing to the center of Petaluma.

The City of Petaluma was incorporated in 1858. The word Petaluma is believed to come from the Coast Miwok language and means "back side of the hill."

The first commercial chicken incubator was invented in Petaluma by Lyman C. Byce in 1879, which led to an industry boom in eggs and poultry. From that time until the 1940s, numerous chicken farms were established in the Petaluma Valley to profit from the egg business.

History of McNear Peninsula

The McNear Peninsula was formed in 1893 using dredge spoils from the excavation of the adjacent McNear Channel. McNear Channel was dredged to straighten the river and allow steamboat access to Petaluma's booming feed and grain businesses. The Channel's terminus became the *Steamer Gold* (steamboat) landing. The Peninsula, historically used for grazing cattle and sheep, was often referred to as "Cow Island." The entrance to the McNear Peninsula is centrally located near downtown Petaluma at the intersection of D and Copeland Streets. The 24 acres that comprise the middle portion of the Peninsula have been designated as public park space in Petaluma's General Plan since 1961. The McNears, an early Petaluma family that is credited with helping develop the city, owned the property for more than a century. PRPF purchased the 24-acre parcel in November 2020 to create a centrally located public park for Petaluma.

Present Day Petaluma

Petaluma today is a vibrant city of just over 60,000 people. Many Petalumans, no matter how long they have lived here, where they live, or where they are from, are proud to live here and call this place their home. It is known for its welcoming spirit and warmth toward newcomers. Many services exist to support the health, education, and employment of its residents.

Key Petaluma Demographic Data Points:

- Nearly a third of the City's population is age 55 or older.
- Just under 16% of the City's residents are immigrants to the U.S.
- About 65% of the City's population only speak English. The Spanish language is spoken fluently by 17% of the population, with approximately half being monolingual Spanish speakers.
- The Black/African American community is slightly over 1% of the population of Petaluma
- Native Americans make up 0.5% of the population.
- Nearly 22% of the City's residents are Latino/Latinx, 70% of which have origins from Mexico. There are also groups of people from many other Central and South American countries, such as El Salvador, Venezuela, and Peru, among others.
- Asian Americans and Pacific Islanders make up 5% of Petaluma's population, making them the City's 3rd largest demographic. Broader Sonoma County is home to people of Chinese, Japanese, Filipino, Samoan, Tongan, and Hawaiian descent, among others.
- Just over 5% of the population identify as two or more races.
- The City's homeless population is just under 300 individuals.

Petaluma, while vibrant and diverse, is not devoid of the larger systems of oppression. Many communities still experience marginalization based on their race, ethnicity, level of wealth, or language. Historically, this has meant some communities have been left out of decision-making around public spaces, such as recreation centers, community programs, and public parks. There is currently great effort underway by the City of Petaluma and many local nonprofits to ensure all communities are included in present day governing and decision-making.

Future Petaluma

The City of Petaluma is in the process of creating a new General Plan which will lay out the groundwork for how Petaluma will progress and change over the next 20 years. For the initial planning phase, the City conducted a community engagement program. From the information gathered, three of the major priorities for the residents of Petaluma were determined: climate change, pedestrian and biking trails, and access to open space. Additionally, the Petaluma Goals and Priorities Work Plan for 2021–2022 cites multiple priorities for the creation of spaces for community-centered art projects. These City Council and community-wide priorities align with the goals of the Petaluma River Park Foundation, making it clear that this Park will play a critical role in Petaluma's near future.

About Petaluma River Park Project

In June of 2019, a small group of Petaluma residents formed the Petaluma River Park Foundation (PRPF), a nonprofit 501(c)(3), to acquire 24 acres of riverfront land in Petaluma, California and transform it into a public park. Located in the center of town, with ample access to public transportation, completely undeveloped, and surrounded on three sides by the Petaluma River, the land offers a once-in-a-lifetime opportunity for the community to claim a rare piece of open space and make it a public resource for all Petalumans and visitors to enjoy. In November of 2020, with the support of over 400 individual donors and volunteers, PRPF acquired the future park site. With the property in hand, PRPF is now focused on opening the land up to the public for use, building out the capacity of the organization by hiring professional staff and expanding its board of directors, fundraising, and engaging the community in refining the vision and purpose of its newest park.

Petaluma River Park Foundation is composed of a board of directors, an executive director, a small support staff, and an all-volunteer cohort, known as the "Captains," who are a group of individuals that have been operating as pseudo-staff since the organization's inception. Together, the board, staff, and captains include people with core competencies vital to the success of the project, including fundraising, marketing and communications, community organizing, event planning, environmental science, and the arts. In addition, dozens of content experts — from ecologists to marketing executives to park and recreation veterans — have committed to ad-hoc support for the project as part of the Allies & Advisors. These individuals provide invaluable guidance and insight to PRPF's leadership.

The Petaluma River Park project is an extraordinary opportunity to create a new type of public park by and for all Petalumans — a park that is inclusive, bridging the east and west sides of the city, and

across all demographics; a park that is environmentally sensitive, creating wetland and upland habitat and reducing siltation by stabilizing the riverbank; a park that is truly multipurpose, bringing together community gatherings, arts, and recreation, all while preserving the sense of a wild natural space in the heart of the City.

Mission

The mission of the Petaluma River Park Foundation is to meet our vital need for a shared space that connects people, art, and nature.

Vision

PRPF envisions a vibrant, welcoming park that fosters a love for nature, sparks creativity, and unifies our community for generations to come.

PRPF Organizational Values
- **Embrace the Wild:** The Park is not meant to be manicured. Rather, the Park should reflect a wild and natural aesthetic. In wildness, there is an experimental quality to our approach. We experiment to see what works.
- **Share the Canvas:** The Park is the canvas. We value sharing the canvas with each other and the members of our community.
- **Lift Each Other Up:** We actively lift each other up in the organization and our greater community.
- **Be the Fun:** It's a park! We make sure to have fun in the process of developing the organization and the Park.
- **Take Your Time:** We take our time to create quality work; we are playing the long game.

Park Focus Areas

PRPF intends to achieve its mission to connect people, art, and nature at Petaluma River Park through four programmatic focus areas: **Art and Culture, Environment and Sustainability, Education and Recreation,** and **Community and Inclusion.** These four pillars of PRPF's activities serve as the parameters for the Park's design, programs, and services and are intended to help guide and inspire the community's input on the project.

Art & Culture

Providing a culturally relevant, natural space for sculpture, art and performances is a key priority for the Park. The Park can offer to support the arts in Petaluma with a unique outdoor venue and the infrastructure to encourage and sustain art-making and performance opportunities for all.

Environment & Sustainability

The McNear Peninsula is human-made from dredge spoils, yet it is a remarkable stretch of urban river frontage. PRPF is looking to address environmental challenges such as sea level rise, river flooding concerns, and balancing the desire to conserve and improve the landscape while still creating a space for low-impact recreation by potentially large numbers of visitors.

Education & Recreation

Having a natural park along the river in the heart of the city represents a unique opportunity to provide outdoor education programs and land- and water-based recreation.

Community & Inclusion

PRPF believes public spaces provide critical opportunities for residents of different backgrounds to come together in the community. Core to PRPF's vision is that all Petalumans participate in the creation of Petaluma River Park and that it becomes a cherished cultural and natural resource for all Petalumans.

Petaluma River Park Project Timeline

PRPF was founded as a 501(c)(3) non-profit organization in 2019. After successfully raising $1.3M with support from over 400 individual donors, PRPF acquired the park property in November of 2020. PRPF quickly opened the land for public use at the beginning of 2021, installing basic wayfinding and maintaining a primitive, one-mile loop trail. PRPF also completed critical planning

initiatives in 2021, including the Community Partner Coalition program and strategic planning. In January of 2022, PRPF professionalized by bringing on its first paid staff and is on track to achieve two significant goals by year's end: improving the one-mile loop trail into a wheelchair-accessible path and installing one major sculptural artwork.

Looking forward, PRPF will be focusing on three complementary objectives. First, it will continue to activate the Park for immediate public use— making the benefit of the new parkland available to people in live-time and engaging the public on the land as a way of understanding all the opportunities presented by this unique property. Second, PRPF will conduct critical baseline land surveys, such as biological and cultural resource studies, to better PRPF's understanding of the land and prepare to undergo regulatory processes associated with the Park's development. The third focus for PRPF in the next two years will be on the Community Engagement process outlined in this document. PRPF aims to complete the Community Engagement process by the end of 2023. The feedback provided by the community will form the basis of the Park design, and construction is expected to begin in 2024.

COMMUNITY PARTNER COALITION FINDINGS & RECOMMENDATIONS

Community Partner Coalition Methodology

The Community Partner Coalition (the Coalition) was led by PRPF and Sonoma Land Trust (SLT) and included 14 organizations and individuals who directly work with the diversity of communities in Petaluma and whose work touches upon Petaluma River Park's focus areas of Art and Culture, Environment and Sustainability, Education and Recreation, and Community and Inclusion. Over six months in 2021, PRPF and SLT facilitated eight workshops with Coalition members to tackle the question: *How can PRPF meaningfully engage the community in co-creating Petaluma River Park?* In addition, each partner also participated in at least one sub-committee based on the four focus areas to build a database of contacts in the community, documenting the best ways to engage with community members in the park planning and design process.

Findings & Recommendations: Introduction

The Coalition's findings and recommendations are organized into three sections. The first, *Defining Community Engagement for Petaluma River Park*, outlines the definition of terms, program goals, and other significant outcomes of the Coalition process. Next, *Understanding Community Groups* provides an in-depth look at the different communities in Petaluma and offers custom, primary-research-based insight into how to best build relationships with each group. The third section, *A Roadmap for Community Engagement at Petaluma River Park*, lays out practical recommendations for how PRPF should proceed with implementing its Community Engagement Program.

Part I: Coalition Findings & Recommendations

Defining Community Engagement for Petaluma River Park

The Coalition's goal was to outline a plan for how PRPF should engage its community in the Petaluma River Park project. However, it's important to note that the experience of the Coalition process, and the unexpected outcomes of this work, are equal in value, to the practical insights and action steps produced by the Coalition. Coalition members challenged PRPF leadership to examine its stated commitment to a park for 'all' and held space for gritty but impactful conversations about what it means to truly share in the creation of a public space. These talks resulted in substantive changes to PRPF leadership, produced an authentic and concrete definition of what "inclusion" means to PRPF, and generated specific and measurable goals for its Community Engagement activities.

Recognizing Priority Audiences

One of the first outcomes of the Coalition process was the push to better define PRPF's commitment to making Petaluma River Park "a park for all." PRPF had made a stated commitment to an inclusive community engagement process, however, it did not have a solid hold on what this meant, and most importantly, how to achieve inclusivity in reality. The Coalition brought forth models of "equity-centered analysis" which frames community members in terms of the impact a project will have on them directly, as well as their relative influence or power over the project. Through this framework, the Coalition identified those communities in the "high impact/low influence" group and recommended that PRPF should seek out these communities and involve and collaborate with them early in the process to begin to build relationships and mutual trust. Communities in this category, such as people experiencing homelessness who have historically resided in the area in and around the River Park, have been defined as "priority audiences" for PRPF's community engagement work.

In addition, priority is also being given to community members whose identities have historically been marginalized and left out of recreation and park planning — specifically, Latino/Latinx, Black, Indigenous, and Asian American/Pacific Islander communities and other people of color, people with disabilities, people experiencing homelessness, older adults, youth, and any communities who have historically been denied power, voice, and influence.

Board Diversity

As this planning process progressed, members of the Coalition's Community and Inclusion committee pointed out that the PRPF Board and leadership teams were predominantly white, and that several key decisions, such as determining the four focus areas of the Park, had already been made before including other voices. Committee members strongly advised that for PRPF to actualize its equity and inclusion intention, it needed increased representation of Latino/Latinx, Indigenous, and/or other people of color, on both the PRPF Board and the "Captains" team.

Community and Inclusion committee members noted the ongoing pattern of white-led organizations asking Latino/Latinx and other communities of color for "input" or "help" for projects or initiatives, but without fully sharing power, and often after key decisions have been made. In their analysis, by PRPF asking for information about who the community leaders are in the Latino/Latinx and other BIPOC (Black, Indigenous, and People Of Color) communities and how best to reach and gather

input from them, replicates and reinforces that unequal pattern. It was recommended that the best way to ensure that BIPOC voices would be included in the Park design would be for at least a 50% representation on the PRPF Board. PRPF took those recommendations to heart and immediately moved to reconfigure its Board to recruit BIPOC board members, in addition to the commitment that this Community Engagement Blueprint would require approval of the new Board. In January of 2022, the PRPF Board reached the goal of being 50% BIPOC. All PRPF Board Members participated in the review and editing of the Community Engagement Blueprint, and final Board approval was granted in March 2022.

One key lesson learned was the understanding that to create a truly inclusive community park, decision-making power at the highest levels needs to be shared equitably with communities whose power has been historically marginalized. This board composition outcome is evidence of the power and impact of community engagement, even in the preliminary phase of planning the work.

Defining Success for Community Engagement in Petaluma River Park
The desired outcome for enacting this Community Engagement Blueprint is to develop authentic connections with identified communities and to grow their sense of ownership and participation in the design and activation of the River Park. This will be accomplished by building authentic relationships, actively listening to community needs, and seeking feedback through a wide range of outreach methods. Ultimately, the community engagement process should create a sense of welcoming and connection to the Park that is felt by all.

Initial key outcomes include shared decisions made on the following park design and planning topics:

- Park design must-haves
- Program priorities (e.g., community garden, etc.)
- Use intensity (balance of nature vs. human impact)
- Future park management (e.g., free, low-cost access)
- Possible commercial uses (e.g., food vendors, amenities)
- Conservation values

Additional ongoing outcomes may include:
- Strong relationships between PRPF and all communities

- Various communities feel a sense of connection, belonging, empowerment and ownership in relation to the Park
- Strengthened connections between all Petalumans and the Petaluma River
- A flourishing multi-use park where all communities feel welcome and can engage with art, nature, and outdoor recreation as well as with one another
- Identifying "What is important to you as a community?" and seeing that reflected in the design process.
- Perception of the Park as a community resource that can evolve to meet changing needs

Part II: Coalition Findings & Recommendations

Understanding Priority Community Groups

Through the work of the sub-committees, conversations with community members, and the community analysis framework, key insights were gained about who lives in Petaluma and how best to engage them. Following are key principles that will be incorporated into the community engagement process.

General Best Practices for Community Engagement

- Reach out to and meet with people where they are or where they gather, when appropriate and respectful.
- Host or co-facilitate meetings or events at times that accommodate people with a wide variety of work schedules.
- Host meetings or events at locations reachable by public transportation or facilitate participants' travel to a site.
- All presentations, meetings, and digital and print materials are bilingual in Spanish and English.
- Engagement activities are designed to encourage and engage participants in thinking creatively and playfully about the Park.
- Provide culturally appropriate, nutritious food, snacks and beverages at events in a COVID-safe manner.
- Provide COVID-safe childcare to support parent and caregiver participants who wish to engage in meetings, focus groups, or other engagement activities.

- When appropriate, provide gift cards, stipends, supplies, or other incentives to encourage greater participation.
- Use both digital communications and in-person methods to accommodate diverse access needs.

COVID-19 Considerations

COVID-19 challenges may impact people's capacity to participate in community engagement activities. PRPF will provide a variety of options for participation, both online and in person. PRPF will always take a COVID-safe approach to in-person events, modifying activities based on current health recommendations, such as mask-wearing, social distancing, and COVID-safe policies for childcare and food served.

Recommendations for Engaging Priority Audiences

Coalition members reached out to several local groups to ask questions about the best ways to engage with their communities. The process of building relationships is ongoing, and there are more connections and discoveries to be made. What follows are some of the key recommendations that were gathered in the initial phases of building these bridges.

Latino/Latinx Communities

Given the large number of Latino/Latinx-identified people in Petaluma, it is essential to the success of the community engagement process to build trustworthy relationships with members of this diverse community. Many of the recommendations for reaching these communities fall under the general best practices listed above. Spanish translations and family-centered events are of particular importance in engaging with this group.

Suggestions of ways the Park might be used by the Latino/Latinx community include baptisms, birthday parties, and outdoor barbeques (carne asadas). Creating infrastructure in the Park such as poles from which to hang piñatas would also be culturally relevant and encouraging for Park usage.

Potential locations for meetings and events to reach this community are community centers, markets, and residential neighborhoods. Specific locations for outreach include Lucchesi Park during and after the weekend Sunday league soccer games, St. Vincent de Paul Church (and via their pamphlet with weekly community announcements), and local grocers, Lola's Market and Ortega's. Working with community focus groups, such as the Petaluma Health Center's Spanish advisory group is also an important method for centering the community's concerns.

PRPF was advised to hire leaders for the Community Engagement Team who are already well-respected within the local Latino/Latinx communities and are passionate about community building and engagement. It is important that PRPF continue to invest in diversifying its staff to best reflect, represent, and build trust with the large and diverse Latino/Latinx communities in and around Petaluma.

A recent report by the City of Petaluma on community engagement and communication with the Latino/Latinx community contains key insights for the Petaluma River Park Foundation. Among them:

Our impression is that to this group of people, a very relevant factor in their lives is the way they are treated and made feel, giving them a sense of hope and belonging as they integrate in a society that is very different than the one they are coming from. What we perceived is that for this community, a strong social network is very relevant for communication purposes, for it is from there where the information becomes trustworthy, where the most applicable tips and advice to their lives also come from and where they build cross-references with others. —City of Petaluma, California Latinx Community Engagement and Spanish Communication Project Midpoint Report

The report notes the multiple ways people in this community build and maintain strong social networks and share communications, including through families, nonprofits they volunteer with and/or receive services from, and over social media tools such as WhatsApp. These will all be important ways to engage the large and diverse Latino/Latinx community.

Indigenous Communities
Petaluma River Park is situated on the traditional homelands of the Coast Miwok, who today are included within the federally recognized Federated Indians of Graton Rancheria (FIGR). PRPF and SLT staff have engaged in some initial conversations with FIGR about the Park and their involvement with it. This is an ongoing dialogue and the relationship will evolve. Here are some initial ideas that have surfaced as potential ways to engage with this community.

The FIGR tribal government will be consulted regarding any issues around cultural resources, as is customary and required by law. The tribal government is also the authority on any official views representing the tribe. This includes any cultural interpretation that may be included in the Park design. FIGR has also expressed interest in providing input on the vegetation enhancement plan to ensure that culturally relevant native plants are utilized.

Individual tribal citizens will also be asked for their ideas and input in the creation of the Park. It was recommended to connect with families in the tribe's TANF program (Temporary Assistance for Needy Families), as outdoor recreation and youth development are a main focus of that program. Focus groups composed of tribal citizens are another potential avenue as well.

FIGR would like to see the Park be able to be used for gatherings by Indigenous peoples, without unnecessary restrictions and bureaucracy that might serve to prevent such usage.

Black Communities

In conversations with representatives from Petaluma Blacks for Community Development (PB4CD), PRPF has been encouraged to reach the Black residents of Petaluma where they are: at schools, churches, and the numerous events organized by PB4CD. The centrally-located public library in particular was identified as a hub between the east and west sides of Petaluma, as well as being a "neutral" place to reach members of the community. PB4CD was also clear that the tone, format, framing, and language of the invitation or information flyers need to be clear and intentional in message: "This is a park for all of us; what would you like to see here? You have an important voice in this process."

PB4CD coordinates many events during Black History Month, as well as an annual picnic each summer. All of these events were considered excellent places to connect with and gather input from the Black community in Petaluma. Inviting members of the Black community to visit the Park, whether to host an event, attend someone else's, or just walk along the river's edge were also named as great community engagement strategies to allow community members to experience the Park, imagine the possibilities, and generate ideas for what could be. One PB4CD member envisioned the park as a "multicultural center without walls," the perfect place to enjoy art and nature and share African/Black American heritage. A healthy outdoor space for encouraging members of the African American community to make use of local open spaces. PB4CD will work with PRPF to create new connections in the Black community and meaningful opportunities for community engagement through all phases of the process.

Asian American and Pacific Islander Communities

People of Asian American/Pacific Islander descent have a long and important role in Petaluma and Sonoma County. Although there is a large Asian American and Pacific Islander population, some members of these communities say they feel "ignored or forgotten" around issues that arise in Sonoma County. Some, at times, experience discrimination in Sonoma County. Recent anti-Asian sentiment around the country and in Sonoma County led to Stop Asian Hate protests, and the various communities coming together to form a new coalition, the Asian American Pacific Islander Coalition (AAPIC).

This group is excited about the Petaluma River Park and about connecting the different Asian American and Pacific Islander communities to the Park through a variety of community engagement

activities. There is strong interest within the community to help shape the Park's future, including designing possible spaces showcasing different AAPI culture's history in Petaluma and using the Park as a centerpiece to learn about climate change, climate emergency preparedness information, and to translate that information into all languages in the area. Outreach to this community will primarily be in partnership with the AAPIC.

Youth

Young people in Petaluma will benefit for the longest time and enjoy the Park from now into the future, so it is imperative that PRPF gain their input and energy during the Community Engagement phase. PRPF would like to identify a group of youth members from a variety of schools who can act as a youth advisory board for the park and program design phases. This advisory group can also be youth liaisons and lead youth outreach for participation. Specifically, PRPF will seek to make contact with the closest high school, San Antonio High School, the Family Resource Center at McDowell School, the Interact Student Leadership club at Casa Grande High School, and the City of Petaluma's Youth Commission.

Other ideas include the creation of youth focus groups for listening session workshops, and specifically hiring Community Engagement Team staff who are skilled at working with and mentoring youth. As they are the future of Petaluma, it is critical to elevate youth voices and views about the Park. Members of the Grapevine Youth Leadership Program shared ideas about what might make a park engaging for their peers, such as geocaching spots, built-in exercise equipment or climbing wall, and playgrounds that are wheelchair-accessible.

People with Disabilities

For many people with disabilities, parks are not only a source of enjoyment but also an important resource for rehabilitation and management of their disabilities. For many, the ability to be in nature and interact with the community can provide opportunities for soothing, healing, and personal growth. There are many disability-specific activities and programming that can be offered by a park. Each disability comes with its own unique needs concerning the ability to access and safely utilize outdoor spaces. In addition, disability related activities and programming often require specific physical features and trained staff or volunteers.

There are several organizations within the community, operating locally and more widespread, that provide services to people with disabilities and their families. These organizations will be the primary source of Park design input for these communities: for sight-related disabilities, the Earl Baum Center for the Blind; for a wider spectrum of disabilities, the Petaluma People Services Center, North Bay Regional Center, and Sonoma County Human Resources. These organizations have the proper training, personnel, and resources to safely and effectively help these members of the community. They also know what a park needs both physically and in programming. These organizations have connections with people with disabilities and their families and have conducted surveys on park-related issues. Working with these organizations will be the most effective way to ensure engagement with the disabled communities they represent and create relevant park infrastructure and programming.

Older Adults

For older adults, access to the outdoors and the ability to interact with the rest of the community is very important for their health and well-being. The City of Petaluma has made it a goal to be considered an age-friendly city, and the City Senior Advisory Committee has a community engagement program. Working with the City toward their goal of age-friendliness and utilizing the information they have been collecting can be an excellent way to ensure senior-friendly park infrastructure and programming.

People Experiencing Homelessness

Petaluma, as with many communities in California, is home to a large population of people experiencing homelessness. The Mary Isaak Center Emergency Shelter is an 80-bed shelter which is run by the Committee on the Shelterless (COTS) and is located on the northeast side of the Petaluma River across from the Park. Yet the McNear Peninsula, on which the Park sits, has been utilized by some of the local unhoused community members as a tent site. PRPF recognizes this population may be the most negatively impacted by the development of the Park. The Downtown Streets Team (DST), a local nonprofit who actively works with the unhoused, advised that the best ways to outreach to the local unhoused population is to meet them where they are, with resources they might need. So, if, for example, PRPF wants to survey the unhoused community about what their needs are, and how some of those needs might be met in the development of the Park, PRPF should plan to offer a stipend, meal voucher, or other tangible resource in exchange for a completed survey. Further, PRPF will best be able to reach this population through employing or collaborating with the existing DST

outreach team, which itself is composed of people currently or formerly experiencing homelessness. PRPF needs to be aware of recent tensions around advocacy for the unhoused population: some unhoused advocates want full systemic change, not small handouts. It has been advised that PRPF should make contact and establish communication with advocates so their needs can be heard early in the process.

Recommendations for Engaging Groups in the Four Focus Areas
In addition to outreach based on the community analysis, another avenue is to connect with those communities who represent or are aligned with the four park themes. The Community Engagement committees researched which individuals and communities might be most involved in the four focus areas and the best ways to involve them, which is documented below.

Art & Culture
Providing a natural space for sculpture, art, and performances is an important focus area for PRPF founders. PRPF and its community partners aimed to understand the various arts groups and cultural organizations whose mission and activities could overlap with and benefit from Park programming.

Petaluma has many community members who are engaged in the fine arts and the performing arts. There are audiences, artists, schools, and various nonprofits that support the arts. What the Park can offer to support the arts in Petaluma is a unique outdoor venue and the infrastructure to encourage and sustain art-making and performance opportunities for all. This might include rustic performance spaces, rehearsal spaces, and outdoor gallery spaces that are embedded in nature yet highly functional, with design requirements based on community input. It would also need to include various levels of financial support to ensure that the opportunity to use the space creatively is open to all community members.

The individuals and organizations interviewed during the process were unanimously interested and enthusiastic about the project. They indicated that general communication and invitations to listening sessions would work best via their mailing lists and social media. Many mentioned an interactive presentation table at a few key events such as Rivertown Revival and Petaluma Music Festival. The Phoenix, Petaluma Arts Center, the public library and city schools are additional venues that were also frequently suggested as key.

Education & Recreation

Having a riverfront park in the heart of the city represents a unique opportunity to provide outdoor education programs as well as land- and water-based recreation. This committee looked to understand the range of organizations whose programs could benefit from expansion onto the peninsula.

The primary tool for reaching schools, educational nonprofits, and athletic programs is by directly emailing leaders such as school principals, department chairs, teachers, coaches, and other school contacts with information about the Park. Many families listen first to their children's teachers, so contacting teachers with specific interests around environmental science, leadership, or community-engaged learning will be important. Regarding outreach to high school-aged youth, partners suggested presenting to student council, leadership, or community-service-oriented student clubs as a great way to build relationships and leadership potential within the high school demographic.

There is also the opportunity to connect with teachers specifically integrating environmental science, environmental education, or any content for which the park could be a living classroom. One suggestion was for PRPF to pay any interested teachers a stipend to develop Park-related curricula. Additionally, it was suggested that PRPF table at athletic events as a way to connect and share any information about the Park or upcoming community engagement opportunities. However, given the Park's designation as open space, it would be important to clarify that PRPF does not plan/intend/want to create new athletic fields, to manage expectations about what might be possible.

Recreation plays a key factor on the Petaluma River. There are numerous associations dedicated to boating, rowing, etc. which would be good to reach out to. There are also park-based fitness organizations such as Petaluma Park Yoga that may have an interest in the Park. Other recreation groups such as the Sonoma County Bicycle Coalition is another one to consult when considering potential Park usage.

Environment & Sustainability

The McNear Peninsula is human-made from McNear Channel dredge spoils. However, it is a remarkable stretch of urban river frontage that has become its own novel habitat. This committee worked to identify the organizations whose expertise can address challenges such as sea level rise, river flooding concerns, and balancing the desire to conserve and improve the landscape while still creating a space for low-impact recreation by potentially large numbers of visitors. It will be important to

engage with these issue-area organizations throughout the design and development process to support PRPF's environmental priorities.

The committee learned that there are two primary types of environmental groups in the local area, with some overlapping but also distinct conservation values, priorities and ideas: activists and advocates; and conservation groups. The conservation groups generally view the Park as a human-made peninsula from the dredge spoils with little existing conservation value. They see the Park as a potential prime location for habitat restoration demonstration, interpretation, and teaching and learning, where the community can gain access to experience the Petaluma River ecosystems, learn about local conservation efforts, and benefit from being outdoors.

Environmental groups geared toward activism often have priorities that are focused on species and habitat protection and give less priority to access and design for people. The challenge may be working together with groups who have different priorities with regard to the environmental restoration and riparian management that will be part of the park's baseline development.

Community & Inclusion
At the heart of the founding of Petaluma River Park Foundation is the idea that the peninsula could be a 'central park' where Petalumans of all backgrounds could overlap and meet in ways that they might not otherwise. PRPF will focus deeply on under-represented communities to make sure that the Park is welcoming to all and focus on voices that are frequently overlooked, with special emphasis on communities that might not identify with or be connected to Arts and Culture, Education and Recreation, or Environment and Sustainability.

The important concept to keep in mind is that not every member of the community has the same needs or can be reached in the same way. This is especially true with the communities that are being prioritized for engagement. Many factors will prove crucial to the success of the engagement efforts and may differ sometimes mildly, and sometimes greatly, depending on the communities, and even the individuals that PRPF is trying to engage. One factor PRPF will always work to consider is its relative power and privilege as individuals and an organization, and how these characteristics impact their relationships with participants and their capacity to create a truly inclusive engagement process as well as a park where all feel welcome and a sense of belonging.

Scheduling and location for engagement activities are also critical because some community members may work multiple jobs or have limited access to childcare or transportation. Language barriers and the places where people find their news will differ, especially for those with limited access to the internet. How PRPF can best navigate these differences is through awareness of each community they are trying to reach. Going where those community members gather, ensuring PRPF representatives are bilingual and culturally competent, working to mitigate limitations to ensure community members have access to participation, and patience and understanding will all combine to increase PRPF's inclusivity and success.

Part III: Coalition Findings & Recommendations

A Roadmap for Community Engagement at Petaluma River Park

After identifying PRPF's topline community engagement goals and defining the River Park's priority audiences, the Coalition turned its attention to outlining recommendations for how PRPF should proceed with establishing its Community Engagement work. The following recommendations provide a roadmap for PRPF to follow, including key learnings around messaging and communications, and guidance for crucial relationship-building activities for PRPF to employ.

PRPF aims to be highly inclusive and equitable during the input-gathering phase of Community Engagement. Toward that end, the recommendations presented here seek to create an interactive feedback cycle between PRPF and Park constituents that is genuine and ongoing.

The Three Phases of Community Engagement

Soliciting meaningful input from community members, and especially historically marginalized communities such as those identified as PRPF Priority Audiences, cannot happen overnight. Asking people to contribute their time and energy requires much goodwill on behalf of the community member, as well as trust. Goodwill and trust are built one relationship at a time, and most often over months or years. In recognition of this, PRPF will approach its Community Engagement in phases, starting with building relationships with its community before it moves into a concentrated program of collecting feedback on the Park's specific design.

Additionally, just as the purpose and use of the Petaluma River Park is intended to be ever-evolving to meet its communities' needs, so too PRPF's Community Engagement work must be constant and ongoing. As you'll see in the recommended approach below, PRPF will adopt ongoing community engagement activities while also conducting a concentrated feedback program associated with the founding design of the Park itself.

Phase I – Building Relationships

The initial phase will focus on outreach to the community in the places they already are. The input gathered will focus on learning about those particular communities — what their needs are, what they enjoy doing in outdoor spaces, and what they feel is missing in the existing public spaces. This phase is about creating awareness of and interest in the Park and developing relationships with the identified priority audiences.

Build Basic Awareness: PRPF will work to spread the word that the Park is open now, as well as information about the Park's location and how to access it. To do this, PRPF will utilize various standard marketing methods, such as flyers, local news articles, phone calls, social media, PRPF's website, and public exhibits.

Meet & Mingle: PRPF's Community Engagement Team will work to build connections with as many different Petaluma communities as possible. PRPF will meet people where they gather, including at festivals, community meetings and gatherings, and other public events. The goal is to build new connections between PRPF and the broader community and trusting relationships between people. In this initial phase, PRPF will learn more about the various communities, their stories, and their needs.

Go Deeper: In this process, PRPF staff and volunteers will attend community-wide events, community-specific events, make appearances at local community hotspots, and attend group meetings. At these, PRPF will give presentations or have a table with displays and utilize interactive art and activities to engage with people. PRPF will work to build on relationships from the founding partner organizations as well as new community connections established through outreach. PRPF will work to ensure many opportunities for participation.

Throughout all of these activities, PRPF will ask for input from the people it meets and document what it hears. This will communicate PRPF's genuine commitment to community engagement by soliciting community groups' needs, ideas, input, and dreams for the future park.

Phase II – Garnering Ownership & Understanding of the River Park Project
The second phase will focus on creating a greater engagement with the Park itself. The community groups that were reached out to in the initial phase will be invited for tours of the Park, given by members of PRPF and the Community Engagement Team. The input gathered will focus on what people like about the space and the potential they see for what could happen there. Community groups will also be invited to conduct their mission-aligned programs at the River Park or use the space in any appropriate way. This phase is about building bridges from the community's familiar spaces to the new Park and starting to build buy-in and community vision. Community-focused events and programmatic partnerships will be an ongoing activity for PRPF.

Phase III – Community Input on the Park's Founding Design

The first two phases will be ongoing for the Park and PRPF's lifetimes — as the work to connect with more and new community members requires constant renewal. The third phase will be a concentrated effort and will focus on developing the Park's founding design around specific community needs and vision. This phase will follow a set schedule of engagement activities with the specific goal of understanding the communities' needs relevant to PRPF's mission. A list of the types of activities that would be included is listed in the *Methods of Engagement* section that follows. In general, this phase of engagement should include community events at the Park that are designed to attract people — including giveaways such as emergency preparedness kits, food, and other useful items, as well as providing community services such as vaccine clinics, Spanish speakers, children's activities, and utilizing the arts and entertainment (in part provided by the communities) to attract people to attend. The events themselves should model potential areas of the Park to be developed as cultural spaces. The input gathered will focus on identifying what community needs overlap with the Park's mission as a way to identify specific amenities or programming for inclusion in the Park's founding design.

Once PRPF has collected, documented, analyzed, and sifted community input into major themes and dreams, PRPF will share these ideas and visions with the community for further refinement and feedback and to check that PRPF heard what was shared. From there, Park design alternatives will be created and submitted to the community for feedback and decision-making.

Framework for Soliciting Community Input

Including broad community input into the development of a new physical space is a challenging and complicated undertaking. Any such endeavor runs the risk of community members feeling disappointed (or worse) if their specific ideas are not ultimately included in the final product. PRPF must do as much upfront work as possible to set realistic expectations for its Community Input process as it relates to the Park's founding design.

There are two ways that PRPF can set this process up for success.

Focus on What the Community Needs First, Then Park Design

A key approach is to center the Park on the needs of the community, rather than trying to center the community around the Park. This asks people to start with the needs of their community rather than focusing on identifying specific design elements or park amenities. To that end, the types of questions

and feedback collected will aim to understand the communities so that the Park can be shaped to fulfill true needs. If things go to plan, the resulting Park design will be relevant to a broad group of Petaluma residents.

Examples illustrating how PRPF might center on community needs:
- Create community-specific focus groups. During community-specific outreach events (such as attending a regular community group meeting), invite participants to join on an ongoing basis. These focus groups will help review feedback collected from the community and help inform the design process.
- Approach the park design with the idea that each community could have a designated area of the park for a cultural design area — to create a culturally relevant, meaningful center for their community to gather and build a feeling of ownership and responsibility. These spaces would be strong attractors to their community members. From visiting these spaces, people would get a chance to visit other areas of the Park and learn about other cultures and nature.

Establish Clear Parameters for Community Input
It is highly important that PRPF define the parameters of what can and cannot be considered as park uses in *this Park* as part of the Community Input process. Setting expectations early allows community members to understand how to participate effectively in Park planning. To do this, PRPF must be sure to clearly communicate the following points at the outset of any engagement activity:
- Petaluma River Park's mission and vision
- PRPF's desired outcomes from including the community in the process
- An understanding of the land itself and its natural limitations, ideally through in-person visits
- A clear outline of PRPF's decision making process for how community input will be included

A solid understanding of the Park's natural limitations, PRPF's mission, and the goals and process of the community input process will both mitigate the solicitation of unachievable ideas for the Park and help set accurate expectations.

This basic understanding of the project should be supported with other key messages, as outlined in the next section.

Key Messages

The following key messages have been identified as needed to communicate the fundamentals of the Petaluma River Park project as well as the core questions PRPF would like to ask the community.

- The Petaluma River Park is a welcoming and inclusive open space, accessible for all people.
- Everyone's input and involvement in creating the Park is desired.
- All people in Petaluma and beyond should feel the Park is home for their recreation, community, and educational activities, as well as a place they can come to connect with new communities, cultures, and learning opportunities.
- This Park is a natural open space with potential for restoration and demonstration of marshlands, with the arts woven into the experience of the Park.
- The Park is not meant to be manicured. Rather, the Park should reflect a wild and natural aesthetic.
- The Park is the canvas to be shared with all community members.

Specific Questions for the Community

- What kinds of things do you like to do in parks?
- How do you interact with open spaces?
- What would inspire you to come to the Park?
- What would you need to feel a sense of belonging at the Park?
- What are some of your community's needs that the Park might help fulfill?
- What are must-haves for your community's participation in the Park?
- What would encourage you to spend a full day at a park?
- What amenities would you like to see in the Park?

Methods of Engagement

Throughout its process of internal discussion and through conversations with community partners, the Coalition identified the following list of key outreach activities through which to collect the communities input.

Outreach Methods
- Host Community Meetings
- Attend Group Meetings
- Popup Tents at Events
- Door-to-Door Canvassing
  - Identify geographic regions to focus on: ie. mid-town, nearby apartment buildings, neighborhoods, etc.
  - Within each neighborhood, identify key community members who are willing to talk with their neighbors and vouch for the park project.
- Advisory groups: youth, others?
- Events at Petaluma River Park
- Surveys/feedback
- Online: website, email
- Out on streets
- Digital tools: social media
- Radio (Spanish and English)
- Flyers

Examples of Community Event Types
- Public/Community-Wide Events
  - Petaluma Downtown Association Events: Butter and Egg Days, Art & Garden Festival, Petaluma Antique Fairs, Band on the Basin, Lighted Boat Parade
  - Festivals: Petaluma Music Festival, River Town Revival, Transhumance Festival Tolay Fall Festival
  - County Fairs: Sonoma-Marin Fair

- Cultural or Community-Specific Events
  - Día de los Muertos
  - St. Vincent's Diocese Events
  - Petaluma Woman's Club, Women in Conversation, AAUWA
  - Agriculture: Petaluma Youth Ag Days,
  - OktoberFest at Hermann Sons Hall

- Organization/Non-Profit Meetings/Events
  - Service club events/meetings: Kiwanis, Rotary, Elks Lodge, Moose Lodge, Masons, Petaluma 20/30, Daily Acts Workshops
  - Environmental Events: Watershed Week, Creek Week, Coastal Cleanup Day, Petaluma River Cleanup, Bird-a-thon, Cool Petaluma

- Interest-Related Gatherings
  - Outdoor: yoga at Wickersham, River Rats Rowing Club Meets, Christmas Bird Count, sports team sign ups, swim meets, Petaluma Turkey Trot, Girls on the Run of the North Bay
  - Art: West Side Stories, Petaluma Arts Center exhibits, Sonoma County Art Trails, various craft fairs, Art in the Park (Walnut Park), Heritage Homes tours
  - Flora: Petaluma Bounty Plant Sale, Gardening Club Meets

- Community Hotspots
  - Community centers: Lucchesi Community Center, Petaluma Public Library, Labor Center, Islamic Center, Public Pool, Petaluma Visitors Center, Petaluma Historical Museum
  - Parks/sports areas: weekends at Walnut Park, Petaluma Skate Park, pickup basketball at Leghorn Park, Eastside soccer games
  - Outdoor Gathering: Petaluma Eastside Farmers' Market (Lucchesi), Petaluma Farmers' Market (Walnut Park and downtown), Foundry Wharf green, Petaluma Pete's piano, Petaluma Marina, and Floathouse Petaluma (future)
  - Businesses: Aqus Café, Adobe Road Winery, El Roy's, Lola's Market, Viva Oaxaca, Ortega's, area pumpkin patches

Recording And Evaluation

Part of the process of building community trust and buy-in is the assurance that the efforts people put into giving input for the park are listened to and used. To this end, this community engagement process needs to have a method for accountability that shows which ideas were incorporated into the design and which ones were not. The ones that did not need to have a specific reason documented, which community members can access to be informed.

Each event, community group meeting, popup tent, etc. needs to be documented, including date and demographic information, along with the specific community input collected during that session. This documentation needs to be accessible and able to be referenced and referred to in creating the Park design alternatives. It is recognized and recommended that PRPF prioritize the establishment of its tracking program as soon as possible and should seek appropriate resources to do this work with excellence so that it later has a clear and presentable dataset to support the conclusions of the program, especially as it relates to the Park's final design.

PRPF must identify its key measures of success for Community Engagement and that these are shared with the public throughout the process. What does meaningful input on the creation of Petaluma River Park look like? While it is not in the purview of this plan to identify the specific metrics, it is crucial that PRPF define key measures of success that are specific, measurable, and achievable as part of its immediate next steps toward community engagement implementation.

At the end of the engagement process, PRPF will report out on progress on the goals, listing specific actions that PRPF took to meet those goals and results.

NEXT STEPS

PRPF has already begun engaging in the first two phases of Community Engagement by actively building relationships with priority audiences and holding initial community events at the Park, and elsewhere, to promote understanding of the project and to hear initial community input.

To begin the third phase that concentrates on collecting specific input on the Park's founding design, PRPF will solicit proposals from firms experienced with equitable community engagement. Working closely with PRPF staff and PRPF Board Members, the firm will use the information in this document to develop and implement a robust Community Engagement Program that will work congruently with the Park's design and development. PRPF will seek out community leaders from priority audiences to join PRPF's staff and volunteer team to ensure that the effort is being led by people representative of the community at large.

Now that the Community Engagement Blueprint has been created and approved by the PRPF Board, the next steps are to fundraise for the enactment of the Community Engagement Program. PRPF will interview and choose a consulting firm to lead the project based on the principles and steps outlined in this document.

With the creation of this *Community Engagement Blueprint* that has PRPF board approval, PRPF has identified the following key strategies to implement the plan. PRPF's priority is to raise funds for the enactment of the Community Engagement Program. Next, PRPF will interview and choose a consulting firm to lead the project based on the principles and steps outlined in this document. Lastly, PRPF will identify community members to become a part of the Community Engagement Team to help enact the actual community engagement.

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APPENDICES

All appendices to follow except documents 02 and 03 which can be accessed via the links below.

01. Community Partner Coalition Members Contact List
02. [Community Contact List](#)
03. [Community Questionnaire Responses](#)
04. Community Partner Coalition: Purpose for Engagement Brainstorm
05. Community Partner Coalition: Opportunities and Impacts Brainstorm
06. Community Partner Coalition: Park Visions for Community Engagement Brainstorm
07. Community Partner Coalition: Community Engagement Questions + Messages Brainstorm
08. Community Partner Coalition: Petaluma Events and Activities for Engagement Brainstorm
09. Sample Budget for Phase III CE Program
10. Petaluma Disadvantaged Communities Map
11. Stakeholder Analysis Tool (The Community Studio)
12. Latinx Community Engagement and Spanish Communication Project Midpoint Report
13. Sonoma County Homeless Census

Additional Resources:

Park Equity Toolkit Guide
https://phadvocates.org/wp-content/uploads/2020/01/Park-Equity-Toolkit_New-Parks_Small.pdf

National Recreation and Park Association: Community Engagement Resource Guide
https://www.nrpa.org/contentassets/19b3cbe05a634d5e8d3b712dbc8aa9d0/community-engagement-guide-nrpa.pdf

National Recreation and Park Association: Parks for Inclusion
https://www.nrpa.org/siteassets/Inclusion-Guidelines-for-Developing-Policy.pdf

Community Engagement Partners

Organization	Name	Email	Subcommitee
Point Blue Conservation Science	Melissa Pitkin (participant)	mpitkin@pointblue.org	
Point Blue Conservation Science	John Parodi	jparodi@pointblue.org	Education and Recreation
Point Blue Conservation Science	Bennett Smith	bsmith@pointblue.org	Environment and Sustainability
Friends of the Petaluma River	Stephanie Bastianon	stephanie@friendsofthepetalumariver.org	Education and Recrecation
Downtown Streets Team	Karen Strolia	karen@streetsteam.org	Community and Inclusion
Downtown Streets Team	Tatiana Mora	tatiana@streetsteam.org	Community and Inclusion
Daily Acts	Liz-Platte Bermeo	liz@dailyacts.org	Environment and Sustainability
Daily Acts	Brianna Schaefer	brianna@dailyacts.org	Environment and Sustainability
Café Puente	Emilie Stillman	emilie@cafepuente.org	Community and Inclusion
Café Puente	Jasmine Amador	jasmineamador30@gmail.com	Community and Inclusion
Café Puente	Dalya Amador	dalya@cafepuente.org	Community and Inclusion
LandPaths	Omar Gallardo	omar@landpaths.org	Education and Recrecation
LandPaths	Jesica Rodriguez	jrodriguez@landpaths.org	Education and Recrecation
Petaluma Bounty	Reyna Yagi	farm@petalumabounty.org	Community and Inclusion
North Bay Organizing Project (Petaluma)	Sierra Lewitter	sierralewitter@gmail.com	Community and Inclusion
Petaluma Community Relations Council	Carole Barlas	cbarlas@comcast.net	Arts and Culture
~~Petaluma Arts Center~~	~~Drake Cunningham~~	~~drakecunningham@sonic.net~~	~~Arts and Culture~~
Petaluma Arts Center	Carin Jacobs	carin@petalumaartscenter.org	Arts and Culture
Art Start	Jennifer Mygatt Tatum	onecup41@gmail.com	Arts and Culture
Art Start	Jayne Burns	jadebyrdz@comcast.net	Arts and Culture
Independant artist	Carlos Villesante	cdevespa@gmail.com	Arts and Culture
Petaluma Health Center	Eliot Enriquez	eenriquez@phealthcenter.org	Education and Recrecation
Petaluma River Park Foundation	Matt Stone	m.d.stone@me.com	Environment and Sustainability
Petaluma River Park Foundation	Cody Chisham	cmchisham93@gmail.com	Community and Inclusion
Petaluma River Park Foundation	David Duskin	david@davidduskin.com	Arts and Culture
Petaluma River Park Foundation	Seair Lorentz	seair6@gmail.com	Arts and Culture
Petaluma River Park Foundation	Adam Wiskind	adam@wiskindfamily.com	Education and Recreation
Sonoma Land Trust	Ingrid Stearns	ingrid@sonomalandtrust.org	Environment and Sustainability
Sonoma Land Trust	Neal Ramus	neal@sonomalandtrust.org	Environment and Sustainability
Agricultural Community	Cindy Crane	cranemelon@aol.com	Community and Inclusion
Sonoma Resource Conservation District	Christine Kuehn	CKuehn@sonomarcd.org	Environment and Sustainability
Project Associates	Ravi Lau	r.lau@petalumariverpark.org	
Project Associates	Stephanie Sosa	s.sosa@petalumariverpark.org	

Questions	
How does our theme intersect with the park?	
-Petaluma Arts Center has been seeking "out of the gallery" art opportunities and experiences. -Get outside of the white box -Brining people together across interests and cultures; the right facilities in the park can help make this happen; be a venue for cross-cultural activities -Performing arts -Intergenerational -Environmental art	Arts and Culture Committee
Art as a tool to connect people and nature.	Arts and Culture Committee
Art sets a tone of inquiry, experimentation, light heartedness.	Arts and Culture Committee
Ensuring there is space for aall individuals in Petaluma.	Community and Inclusion
This is the leading lens because all groups connected to the park fall under the heading of community	Community and Inclusion
A space created by everyone for everyone.	Community and Inclusion
A park by definition is inclusive, want this park to be created BY and FOR the community.	Community and Inclusion
-Having had the opportunity to take folks out to kayaking with Friends of the Petaluma River, there might be an interest to people to engage in river access activities	Education and Recreation
opportunity for everyone to have access to env. education	Education and Recreation
The park is part of the environment and will be the only open space in a soon to be developed area.	Environment and Sustainability
understanding how the peninsula came to be in the geography of petaluma	Environment and Sustainability
tension between environmental goals and intensity of use	Environment and Sustainability
define recreation;	Environment and Sustainability
create a baseline on what's there now (as the starting point). biodiversity baseline.	Environment and Sustainability
Educational opportunity!	Environment and Sustainability
climate resilience; restoration and creation of habitat	Environment and Sustainability
What do we want from people's involvement and participation?	
Survey responses	Community and Inclusion
What are ppls needs? What is their access?	Community and Inclusion
Hearing from first hand experience. Engage those voices directly in this space	Community and Inclusion
Needs assessment. What do parks have that we want? What is normally missing?	Community and Inclusion
We need to map and list the groups we should outreach to and diversify our outreach strategy (surveys, in-person meetings, etc).	Community and Inclusion
Does everyone know what is going on?	Community and Inclusion
Need awareness of who is there and what they want.	Community and Inclusion
we want to know how they might use this park	Education and Recreation
-We want to know how people would like to see art and culture as part of the park -This is a vague and daunting question and we think people will need some prompting to envision the possibilities; perhaps offer some ideas to get people thinking about this -Will we engage other organizations as well as individuals?	Arts and Culture Committee
To find out what they need/want to make the park a useful setting for their practice	Arts and Culture Committee
A clear understanding of how they want to engage with the park; how those activities will affect/ impact the natural resources; how we balance those expectations and educate along the way. Brianna	Environment and Sustainability
Feedback on what they want to learn about - inform outreach and education programs. Brianna	Environment and Sustainability
what are natural resource inventory and how do we protect them while still activating the park in creative ways...and build consensus around that	Environment and Sustainability
What do we need from the community to accomplish the project's goals?	
We need the artists to lead. The park plays a supporting role. Let the artists lead.	Arts and Culture Committee
Input! Trust in us, trust in the process. Ongoing dialogue. Equity check points.	Community and Inclusion
for the community to use the space and be open to hearing about the project	Community and Inclusion
participation in watershed health, ecology and biodiveristy education programs for all ages. Ideally bilingually too! In person and zoom	Environment and Sustainability
Buy in on conservation values to propose to District	Environment and Sustainability
Step 1 - identify natural resources	Environment and Sustainability
Step 2 - define conservation values parameters (surfaces, lights, events) Step 3 - identify stakeholders for conservation values	Environment and Sustainability
students!	Environment and Sustainability
we need to know their needs	Education and Recreation

reach out to other orgs that have already have programming in the area	Education and Recreation

What are our questions?	
what is missing from other parks in terms of community access and inclusion that we need to address and include here?	Community and Inclusion
How do we interact/integrate/coalesce other subcommittee groups themes of community and inclusion?	Community and Inclusion
What about reaching out/including people that don't identify with arts, culture, environment, sustainability, education?	Community and Inclusion
What natural resources are currently on park?	Environment and Sustainability
What environmental protections are already in place?	Environment and Sustainability
Is there funding for educational signage?	Environment and Sustainability
Can we start the conversation with Ag and Open space to clarify goals for conservtion?	Environment and Sustainability
Can grazers be an option for maintenance?	Environment and Sustainability
How do we manage the uses of the space with the costs of maintenance - classes, restoration, art/ entertainment, and recreation uses.	Environment and Sustainability
Who do we need to include from the environmental protection industry?	Environment and Sustainability
what limitations are there based on zoning?	Education and Recreation
how to get parents involved?	Education and Recreation
How to engage schools?	Education and Recreation
who will be overseeing the education and recreation?	Education and Recreation
how might multiple education orgs share the site?	Education and Recreation

Questions	
what might be some challenges or negative impacts?	
Gentrification and the possibility of displacement of low-income housing near the park. How can we improve the land and area for those living near while also maintaining affordable and socio-economically diverse housing?	Community and Inclusion
Language barriers - can we have the letter template and FAQ sheets, emails, website, etc. translated, as well as have translators at all meetings...	Community and Inclusion
People may believe that the Park design is already set b/c of the design graphics that have been published	Community and Inclusion
How are we going to include the houseless population there?	Community and Inclusion
Negative feelings of Unsheltered presence on/near the park land - "I don't feel safe there". PLUS Negative perception that River Park is displacing the unsheltered community without being a part of a positive solution (Solution: Town hall to discuss the issue).	Community and Inclusion
Challenge to get the farming community together (like herding cats)	Community and Inclusion
"Old School" Petaluma might identify the Park Project as "new school Petaluma" and not for them	Community and Inclusion
High use ca	Env and Sustainability
tension between high use and environmental concerns	Env and Sustainability
Generalized concern over "environment" but without specific	Env and Sustainability
wetland habitat and sea level rise	Env and Sustainability
Gentrification.	Arts and Culture
Political/social commentary art could alienate some populations. We don't want the art to make the park "take sides"	Arts and Culture
Careful of too many white male or otherwise "privileged" artists dominating because they have the time and opportunity.	Arts and Culture
Would we be able to have an idea of what the conservation easement calls for the park? That way we can lay parameters during our outreach, ex how much of the park is going to be paved vs natural landscape?	Education and Recreation
Each community group contacted may not see there needs reflected into the landscape of the park (Representation)	Education and Recreation
Intensity of impact.	Education and Recreation
What level of management does the Foundation want/intend to take for recreation and education. Will the Foundation lead program or are they creating a space for others to use?	Education and Recreation
Recreation vs. Environmental protections? How to engage the sports groups even if we can't create a place to host games?	Education and Recreation
How do we maximize bilingual speakers in the group with the large amount of Latino residents we want to engage with? All documents need to be translated in a culturally sensitive respectful way.	Education and Recreation
How do we maximize spanish-speakers in the group so we can reach a diverse community. Making sure all communications are culturally-sensitive.	Education and Recreation
Issue-; we don't want to promise something we can't promise (Jesica R)	Education and Recreation
Issue; How do we acknowledge the limitations of the park?	Education and Recreation
How might community engagement help mitigate possible challenges?	
Folks will have a space where they can ask questions, express concerns and influence a plan - being part of the process will hopefully reduce the amount of frustrated community members	Community and Inclusion
Hosting community meeting to answer questions/hear concerns and clear up misconceptions on controversial topics	Community and Inclusion
Identify journalists and local influencers to allies and combat misinformation	Community and Inclusion
Education around restoration, watershed health, engagement to protect and conserve natural resources.	Env and Sustainability
soliciting help from these organizations to create the scientific case for the values of the park	Env and Sustainability
Inclusivity will diversify the arts that happen and it will feel more inclusive.	Arts and Culture
Ensure participation of local community	Education and Recreation
what might be some opportunities?	
Really need good public outreach/PR that this park is being design for and by the community, that folks are aware of the processes and steps we took as a collaborative to ensure an equitable engagement approach.	Community and Inclusion
Create a good experience with community engagement that people will remember, and will then be more likely to respond if this same process is used to explore other topics/ask other questions	Community and Inclusion
Leverage networks in order to spread correct information out to the community	Community and Inclusion
Restoration to enhance sea level rise mitigation	Env and Sustainability
humans and environment have coexisted for millenia	Env and Sustainability
Educational op to "restore" a functioning ecosystem	Env and Sustainability
Elevating the use of the space for the whole community, which is currently serving some in various ways (FOPR, cleanup events, education, festivals, etc.)	Env and Sustainability
Support emerging artists.	Arts and Culture

Grants for artists of all types. They should be easy to get esp. the small ones. Artists need support to take chances.	Arts and Culture
Make the place hospitable to casual art happenings like rehearsal or practicing so people bump into the arts rather than it being a formal show. This can be the best passive first exposure.	Arts and Culture
We should find ways to always pay artists for their work. This is an equity issue. If we don't pay them when they are emerging, they can't afford to stay in the game.	Arts and Culture
Creating strong communication and partnerships with stakeholders	Education and Recreation
Offer park as event space for community groups/events	Education and Recreation
Park as environmental education space, could lead to activating more stakeholders for issues around the river/pollution?	Education and Recreation
Broad outreach will allow us to discover unique under-represented uses for the park.	Education and Recreation
Interpretive education about the natural space and history of the area	Education and Recreation
interpretive play spaces, natural history interpretive signs, interactive traditional plants, etc.	Education and Recreation
natural play places for hands-on learning	Education and Recreation

Other thoughts...

Can we show, after all is said is done, that there is a continued way and community engagement structure in place so folks can continue to feel heard and/or able to give input?	Community and Inclusion
the three challenges	Env and Sustainability
offset the conservation advocacy with the community values	Env and Sustainability
you don't save what you don't know - creating connection	Env and Sustainability
regulatory	Env and Sustainability
agency-planning (integrate into the ongoing work)	
advocacy groups	
Emergency Services contact to build the park as a sanctuary when needed	Education and Recreation
Impact of park development on marginalized communities (Ex. homeless encampment near downtown)	Education and Recreation
How can we know what people want even if we can't promise it? (ie. basketball court)	Education and Recreation
Capacity of translation and interpretation for partnership- for monolingual Spanish speaking community members	Education and Recreation
The Park as a space for recovery from natural disasters.	Education and Recreation

Title	All Partner Visions for the PRP
Description	All Partner Brainstorm/Sharing
URL	https://padlet.com/ravilau/bbbpemcdw4vgfmyg
Builder	Ravi Lau (ravilau)
Created At	2021-05-12 21:59:37 UTC

Park Visions : All Partners

When you imagine the future park, what do you envision?

hike the loop. birdwatching, native plants, educational signage, wild urban land, connecting to nature.	hike the loop. birdwatching, native plants, educational signage, wild urban land, connecting to nature.
Multilingual park, in signage and materials	Spanish English Baille
people co-existing, various activities. Community garden as a space to inspire people to garden at home as well. Find out what communities live here--ie. haitian community, peruvian community. Find what brings people out, so we can see people, and the space will be used. Have things that invite people.	
Open space, lots of native landscape; preserve how the land feels special and different	-trails -more wildlife -native plants
Educational signage, historical tidbits (good history and tough history). A piece of land fully integrated with the river for land and water use indigenous interp materials	Signage, etc
Serving a diverse audience authentically and meeting a lot of different needs	
Educational and historical signage about the land and its surroundings Free! Or at least affordable	-Additional free parking -Low permit costs -Low or free reservation costs for low income communities
	Fishing, chess tables, specific things that draw community.
bbq Outdoor "classroom"	Rustic but comfortable
a natural equally accessible playground for kids add something	

What specific elements or activities would you be most excited to see/engage with

stewardship opportunities	drop in engagement activities for casual visitors
	native traditional demonstration garden with interpretive info teaching about the native peoples of this land.
Food forest - An orchard that the community raises and harvests	
	art built into the benches, tables, etc. that is culturally informed
Eagle Scout Projects Community Garden Engage with the actual environment (kayaking, meeting under a tree, etc.)	
Multicultural space	Outdoor amphitheater
Interpretive signage and programs that tell the story of the land/nature that is there	-and for the process of the park making itself -- demonstrate what it means to restore; could the community participate?
butterfly gardens	bee friendly
Speaker series	Topics include: Building community Coming together (trauma) Lectures, education
Concrete chess playing tables understanding the native plants but recognizing that it is a man made place	
Sponsorship opportunities	
	interpretive play structures that engage kids in play related to the natural environment

incorporate history - signage
Wellness Programs

Mental Health
Childhood trauma
Nutrition

self-guided river history walk
urban refuge
Working with friends of the river to utilize entire property
Dedicated space for cross cultural connection!

Potentially planned/ facilitated by Café Puente.
Could be on a particular day of the week or month where we establish a Spanish speaking inclusive space for native speakers and learners alike!

Covered area with picnic tables underneath
Barbecues
Temporary roller skating rink!
Churches and religious orgs should be able to have events there too. Is this a problem? If not, how do we invite this use?
BMX trails for kids
I'd like the path to be ADA compliant, good for hikers, bikes, and skates etc so a hard surface. This would create a lot of use among varied groups. Like a paved bike path or boardwalk. Is this possible while being environmentally friendly.

I'd like to see soccer happening in the field and a place for Basketball. Both activities draw diverse crowds and promote interaction among different groups.

A play ground that is still natural feeling. But also thrilling.
I'd like to see the little free libraries.
A toy library. (Especially useful for low income parents)

Also, a tool library.

What are your questions about the park or the Community Engagement planning
Where is community engagement funding coming from for implementing the process?

tension between the envuronmental concerns and human activities
When can we meet in person?
What will be long lasting COVID guidelines for park use?

what are the intersections with religious activities?

Will PRPF run their own programs or will they partner with others or?
how do we create cross cultural connections

What are stakeholder's needs, and how might the park help address them?

Educational programs in schools--a place to have outdoor classrooms? Field trips?	Education and Recreation
River Access/Place to enter and exit the river?	Education and Recreation
Exercise--trail running, walking, jogging	Education and Recreation
Birdwatching	Education and Recreation
Views- Providing new perspectives of the landscape.	Education and Recreation
places to take their families	Education and Recreation
somewhere to go when it's hot out	Education and Recreation
Refuge from natural disaster, pandemic, etc.	Education and Recreation
Places to show their art and/or get their first opportunity	Art and Culture
The park can provide space for performing arts presentation	Art and Culture
A place to see arts from out of town	Art and Culture
A venue for experimentation.	Art and Culture
A place to teach the arts	Art and Culture
A place to practice the arts	
Access to art via public transportation	Art and Culture
A place to meet with other artists and get feedback/ make connections	Art and Culture
what kind of science can be conducted on the peninsula?	Environment and Sustainability
Nurturing Habitat...what ecosystem services can be provided or cultivated there	Environment and Sustainability
multiple benefits of multiple habitats for wildlife and birds butterflies bees	Environment and Sustainability
Regional Baylands Planning and connectivity	Environment and Sustainability
Sea-level rise and impacts	Environment and Sustainability
SLR Impact, adaptation	Environment and Sustainability
Carbon sequestration monitoring and test plots - RCD Carbon Farming planning	Environment and Sustainability
What are your physical needs for access (transportation, parking, trails etc.)?	Community & Inclusion
Parking, transportation, access	Community & Inclusion
What can the park do to elevate your community group or cause?	Community & Inclusion
How do we get school kids out to the park to learn the history of Petaluma (possibly for their class requirements)	Community & Inclusion
Does your community have uses for this park (events, farmers markets, meet and greets, exposure, etc)?	Community & Inclusion
What are the languages barriers for your community relating to park usage? How can we address these?	Community & Inclusion
What works best for your community for communication (language barriers, lack of sight, etc.)	Community & Inclusion
What can the park do for you? How do you want to benefit?	Community & Inclusion
What are the financial barriers that would limit your participation in the park and park events?	Community & Inclusion
Does an outdoor only space present barriers for your usage? (book clubs, classes, etc)	Community & Inclusion

Why should stakeholders care about engaging and sharing their opinions with PRP?

Ensuring a place to be able to recreate in the outdoors	Education and Recreation
shaping what the park amenities are	Education and Recreation
what a park looks like	Education and Recreation
To protect their interests and gain empathy for others.	Education and Recreation
ensuring park is accessible to all school communities	Education and Recreation
Ensuring its design can supports PCS curriculum	Education and Recreation
So we build the park to meet their needs/desires	Art and Culture
Art and nature are connected	Art and Culture
This a rare chance to make or see art in a wild context	Art and Culture
Nature inspires art - to comingle makes sense	Art and Culture
art and nature can collaborate to create meaning	Art and Culture
It's a blank canvas for science or demonstration	Environment and Sustainability
Organizations who need to bill hours see no reason to participate?	Environment and Sustainability
Pay me and I will care ?	Environment and Sustainability
Climate Change as a hook	Environment and Sustainability
PRP will be a highly visible site where they could showcase their expertise or the importance of their work ?	Environment and Sustainability

Suggestions - invite science groups to tour the park as way to engage	Environment and Sustainability
To prevent PRP from interfering with larger conservation goals	Environment and Sustainability
Way to engage with new communities	Environment and Sustainability
Opportunity to engage with larger and more diverse communities about your conservation work	Environment and Sustainability
This is your chance to put into a park what you always think a park is missing.	Community & Inclusion
Because here their voices will truly be heard (and this intention will be proven through our actions and trust building)	Community & Inclusion
To have their communities and constituents represented	Community & Inclusion
What's your passion? We could incorporate it into this park.	Community & Inclusion
Is community a passion of yours? This park is truly at the heart of our community	Community & Inclusion
This is a park for everyone, that includes you and your interests and dreams.	Community & Inclusion
A park can be a centralized place for folks who don't normally cross paths, to cross paths literally. A park can be a place that brings together all corners of Petaluma and hopefully can be a unifer.	Community & Inclusion

What are some specific questions we might ask stakeholders when creating this park?	
what ways do you use parks?	Education and Recreation
what kinds of outdoor activities do you wish you could do but don't have a place to do them?	Education and Recreation
what are your favorite parks and why? what are the park features you most utilize?	Education and Recreation
what have you seen in parks that don't work well, or are under-utilized?	Education and Recreation
what makes you feel safe and comfortable in a park?	Education and Recreation
what motivates you to get to a park?	Education and Recreation
What issues do you have with parks in Petaluma?	Education and Recreation
What times do you commonly visit parks?	Education and Recreation
What amenities would be needed to make the park accessible to all PCS schools and classes	Education and Recreation
How do you typically get around? What transportation needs do you have?	Education and Recreation
Parking needs?	Education and Recreation
What could this park provide that is not present in any other parks? What niche could it fill?	Education and Recreation
How might we build an outdoor learning space that helps meet your teachers needs to address STEM and climate change their curricula?	Education and Recreation
How can we design a trail that meets the needs of bikers, joggers, and families?	Education and Recreation
What do you need in a venue	Art and Culture
how often should visual art exhibits change	Art and Culture
Would your organization use the park as a venue?	Art and Culture
How should the exhibits be curated? How often should they rotate?	Art and Culture
are you more interested in the tactile engagement with visual art, or the more passive view from afar	Art and Culture
Would you like to see a view only experience or more hands on opportunities?	Art and Culture
Would you use the park as a rehearsal or practice space? If so what would make that work?	Art and Culture
Are there any limits to the type of art or content you would support?	Art and Culture
are you interested in art making opportunities, watching art get made, etc	Art and Culture
Would you like to see artists in residence? Or musicians encouraged to practice there?	Art and Culture
Do you see any partnership opportunities with Petaluma River Park (personally or organizationally)? If so what are they?	Art and Culture
What kinds of art or artistic events/performances will magnetize the broadest audience?	Art and Culture
What opportunities might be created to encourage public art making?	Art and Culture
How can the park be an incubator for the arts?	Art and Culture
What is missing from the art community and how might the park fill that gap?	Art and Culture
How can the park be a place for spontaneous grass roots art happenings?	Art and Culture
Should artists always get paid or a stipend? Or should volunteering be allowed? Would this set up an equity issue?	Art and Culture
Conservation Values	Environment and Sustainability
What are the values? Do we all agree on them? What about "perceived" conservation values?	Environment and Sustainability
What features might physically sustain the landscape and address sea level rise?	Environment and Sustainability

Question	Category
How might we integrate public education about climate change mitigation and local ecosystem ology?	Environment and Sustainability
how do we get rid of pepper weed	Environment and Sustainability
Petaluma River Dredging	Environment and Sustainability
PRP needs a position, good or bad for ecology? Vs. Park value?	Environment and Sustainability
What are the ecological benefits of the place?	Environment and Sustainability
What are the potential enhancements to increase conservation value?	Environment and Sustainability
What is your biggest concerns, from a conservation point, of developing a park on the property	Environment and Sustainability
Integrating historical perspective into conservation planning? Conservation values based on past ecological function, current status, or future development	Environment and Sustainability
Conservation values depend	Environment and Sustainability
What elements or features would encourage all people of Petaluma to feel welcome?	Community & Inclusion
What are other parks missing or haven't served you in the past that we could possibly create here?	Community & Inclusion
How might PRP establish a culture of safety and inclusion that is clear for all attendees?	Community & Inclusion
What elements might be added to represent and celebrate the diverse communities and histories of Petaluma?	Community & Inclusion

What are some general questions we might ask stakeholders when seeking their input for park design?	
Infrastructure... bathrooms, drinking water etc.	Education and Recreation
ADA Access	Education and Recreation
Ability to host whole class activities	Education and Recreation
Ability to park/turn around school bus	Education and Recreation
how far away do you live from this park?	Education and Recreation
Is there a designated safe bike/walk route to park?	Education and Recreation
What makes you use a park often? What are your basic needs?	Art and Culture
If the park was your backyard and you could do anything, what would you want there?	Art and Culture
How can/does PRP meet larger conservation goals?	Environment and Sustainability
What kinds of goals should the park think about for this property?	Environment and Sustainability
Field Day on the Park - for COnservation Scientist	Environment and Sustainability
How do we balance the conservation/habitat creation values vs the possibly intense human use	Environment and Sustainability
Is there a way to do mitigation offset that would be palatable	Environment and Sustainability
what are the job skills training programs that we could develop for the DST clients that could lead to jobs in land stewardship/conservation science	Environment and Sustainability
What are the major goals for the petaluma river valley?	Environment and Sustainability
What goals would you have for this park/space?	Environment and Sustainability
Are you willing to contribute (time/money/etc) to help make certain visions come true?	Community & Inclusion
How can we work together democratically to ensure many visions can come true?	Community & Inclusion
Are there any park design elements that require an indoor space?	Community & Inclusion

Title	Petaluma Events + Activities for Engagement
Description	Annual, Seasonal, Public Events
URL	https://padlet.com/ravilau/7a2t4e53cqwdc0nw
Builder	Ravi Lau (ravilau)
Created At	2021-06-16 21:38:41 UTC

What are some public events happen in Petaluma where Community En

Petaluma Butter and Eggs

Weds evenings Farmers Market; Sat Farmers Markets in Walnut Park;
Lucchesi Center Farmers Market Center

Petaluma River Festival
Wednesday night farmers market

Yoga at wickersham!
Tuesday farmers market at the community center on mcdowell Luchesi

Aqus community events
Transhumance Festival
Petaluma Music Festival
Rivertown Revival
Petaluma Youth Ag Day
School Events. What are these?

Art and Garden Festival
Local Farmers markets
outreach through each stakeholders newsletter

Fall and Spring Petaluma River Cleanups (hosted by FOPR)

Antique Fair
Roys Taco Truck
Petaluma River Festival
Gravenstein festival in sebastopol

Fair?
Saint Vincents Diocese Events

Sonoma Marin Fair
Petaluma Bounty Plant Sale (Spring and Fall)

Foundry Wharf Green Events

craft beer fest
shared through city of petaluma newsletter and by multiple supporters on
nextdoor

West Side Stories
Holiday Fairs
Luchesi Center
Women in Conversation at the Green Music Center presented by the Press
Democrat (has a women-run organization fair associated with it)

PEtaluma Women's Club / unitarian church

Bands on the Basin

West Side Stories Grand Slam (Mystic Theatre)

American Association of University Women in Petaluma

Petaluma Speedway Events
Petaluma Museum
Heritage Home tours or Garden tours

antique street fair
Petaluma Art Center
Booth at Lola's and Lolitas and viva oaxaca

there are 5 hispanic groceries in Petaluma - booths/posters? during high traffic hours
Rojas Mexican Market 351 E Wash
La Chulada Market 1420 S McDowell
Pick n Go Market 905 E Wash (Indian/Mex)
Lolitas Market 451 Lakeville
Lolas 241 N McDoweell
Ortegas Market 946 Caulfield

Visitor Center
Both Lola's markets, Lolitas, Viva Oxaca

Soccer games on the east side

Weekends at McNear Park
luchesi community center
Chamber Leadership Petaluma - do presentation to the group for project potential

Walnut Park Art Fair
rotary, elks, masons, moose, oddfellows

pumpkin patch - greenstring and stony point

Bring the opportunity for engagement up at city council?

clucktown collective markets
Tolay Fall Festival - Sonoma County Regional Parks

Downtown on weekend nights by petaluma Pete's piano

More events! (contin.)
Churches
Fundraisers
Labor centers
piggyback on health center informational events   ?

Art and Garden Festival
Butter and Eggs day
Pickup basketball at Leghorn Park Saturdays

Rivertown Revival
Service Clubs: Rotary, Kiwani

Open Field Farm Events/Markets

FFA at high schools
Sonoma Marin Fair
Sports leagues sign up
Adobe Road Winery

Petaluma Music Festival
https://www.petalumawomansclub.com/

Petaluma Speedway
school events
Oktoberfest at Hermansons Hall

Skate Park
Soccer games on the east side

Public library
High school lunch hour(s)
Soccer/ sports signup events

Islamic Center
Free Swim at pubic pool
Swim meets with hot chocolate

Skate park.
Lolas grocery store and other Latinx groceries

Art Trails
Rivertown Revival
Transhumance
Daily Acts workshops
Daily Acts newsletter
Point Blue quarterly and periodic blog posts

Sonoma Land Trust eNews and newletter

Point Blue teacher outreach
Watershed week   via point blue

Sonoma RCD eNewsletter
Bird-a-ton   via point blue

Christmas Bird Count
City Nature Challenge
Creek Week   Friends of the Petaluma River, Water agency

Coastal Cleanup Day
FOPR Newsletter
Holiday Craft Fair / Bazar
Lighted Boat Parade
What fun activities might we run to invite the greatest number and broa
Field Day for Scientists
Teacher 'field trip'
Make stuff - art
Free giveaway via spinning wheel

hula hoops!
Kite Flying
kite flying??
Live music!
Art making
Design contest and small prize reward - winner decided by board?

Local coupons or local goods incentives for participating

selfies with a seal (or other representative marine life?)

Mural to be designed and installed in a weekend - welcoming and completed
by volunteers. Handprints on a pathway? Mural design by local artist

Models of park landscape, you add the elements you imagine

Design the Park contest through the schools.

art/mosaic tiles
put on a play
bird watching and kayaking tours

activities for kids
music--the song we just heard!

scooters/bikes/solar-powered blender bike

skills building--nature interaction (Weaving Earth)

plant starts giveaway
volunteer day to plant a habitat garden

planting fruit trees and having a harvest day! Harvest party in couple years
that includes an apple press!!

Create a mini park model and have tiny props (dogs, theatre, bball court,
skateboard park, etc) and have folks put together their ideal park (Lego
style?) Take a snapshot of each person's arrangement.

science experiment
basket weaving using native plants--to draw people in.

serving refreshments
club
"create you park" game with a budget tied to the developments

How will people access the park when we have all of these fun activities?!
free shuttle? bike rentals? bike parking?

Vendor event/local craft fair AT the park to invite people to come literally
explore and also have them participate in any planning/input activities.

Go to other events held at other parks.

Matt's bird-a-ton team
Food
child care
understanding how their input will be used

place-based   on the park

Nature journaling   Jack Laws

boat races
Popcorn machine, bubble machine.

Treasure hunt   Treasure hunt!

What activities might we use to get specific info/feedback from the pub
qr codes everywhere
clay model of park spaces that people can interact with and take a photo

Community vision chalkboard in a central area for people to throw ideas on.

life-size building blocks/wood/sculpture

crayons and paper--draw your favorite park features

Ideas on the wall, vote by attaching stickers or paint dots

Have people draw on one of the banners that has the drone image of the
park

contests ? or Drawings for prizes/activities for submissions

Interviews in photo booth like we did at our Fundraiser

paddle the park
games--special park design pieces

Plant something to take home as a reward for your feedback

fishing days
Hire a food truck, feed everyone while we discuss

Concerts
Catered picnic at the park.
water races - with home built crafts

Giant game of duck duck goose

zip line to park!!!
walk across the river like christo installation

Duelling mariachis on the peninsula

drone races
jet pack demos
cross bike racing or time trials around the park with prizes

on line create a park
Activities on the Peninsula that get people onto the park for play and fun and
then gathering info

Park mapping
Design charrette
on-site meeting for envrion groups

Tours of the property

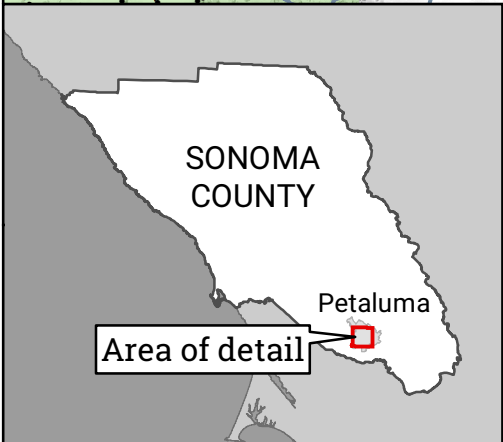thoughtful questions, rotation, stickies,

Other notes or questions

Art auction!!
Have local kids/ artists make piece at the site and donate the artwork to the
art auction for a spot on the website featured artists page. And maybe a
60/40 split on the price?

Community Engagement Consultant Bid

Activity	Cost per unit	Number	Total
Community Advisory Committee	$5,000	6	$30,000
Community Workshops	$15,000	6	$90,000
Immersion Week	$15,000	1	$15,000
Pop-up Workshops	$3,000	5	$15,000
Targeted Meetings w/ Community Groups	$2,000	10	$20,000
Online Survey w/ mapping functionality	$10,000	1	$10,000
Social Media posts	$500	10	$5,000
Project Materials	$15,000	1	$15,000
Overall engagement management, tracking, etc.	$20,000	1	$20,000
Community Outreach support staff	$20,000	2	$40,000
		Total	$260,000

Petaluma River Park - Disadvantaged Communities Access

Washington Street

SMART railine

D Street

101

Lakeville Higway

Petaluma Boulevard

Petaluma River Park

Petaluma River

0   0.25   0.5   1

Miles

N

SONOMA COUNTY

Petaluma

Area of detail
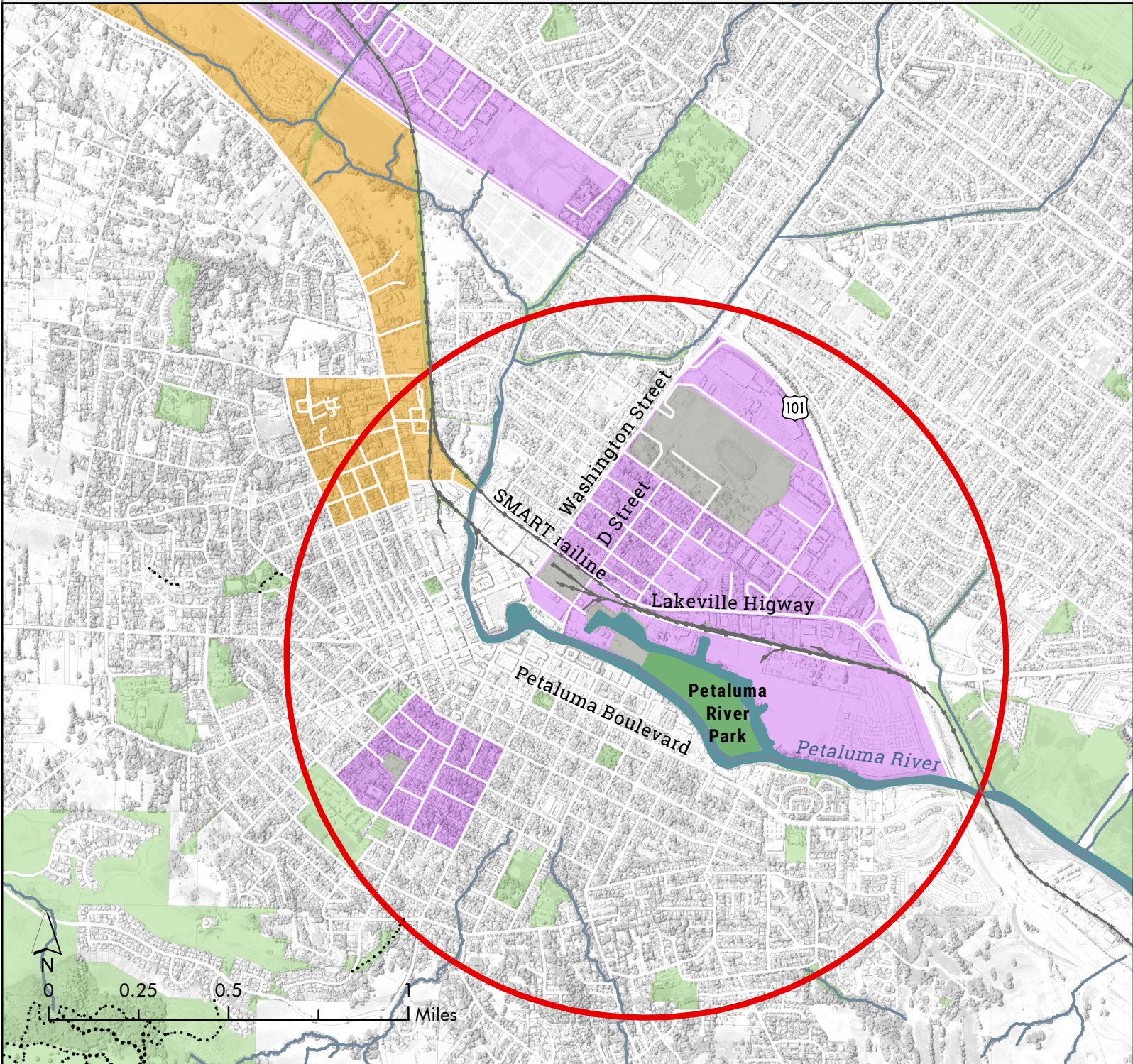
Disadvantaged Communities DACs 2016

Severely Disadvantaged Communities SDACs 2016

Petaluma River Park Parcel

Streams and rivers

Public & protected areas
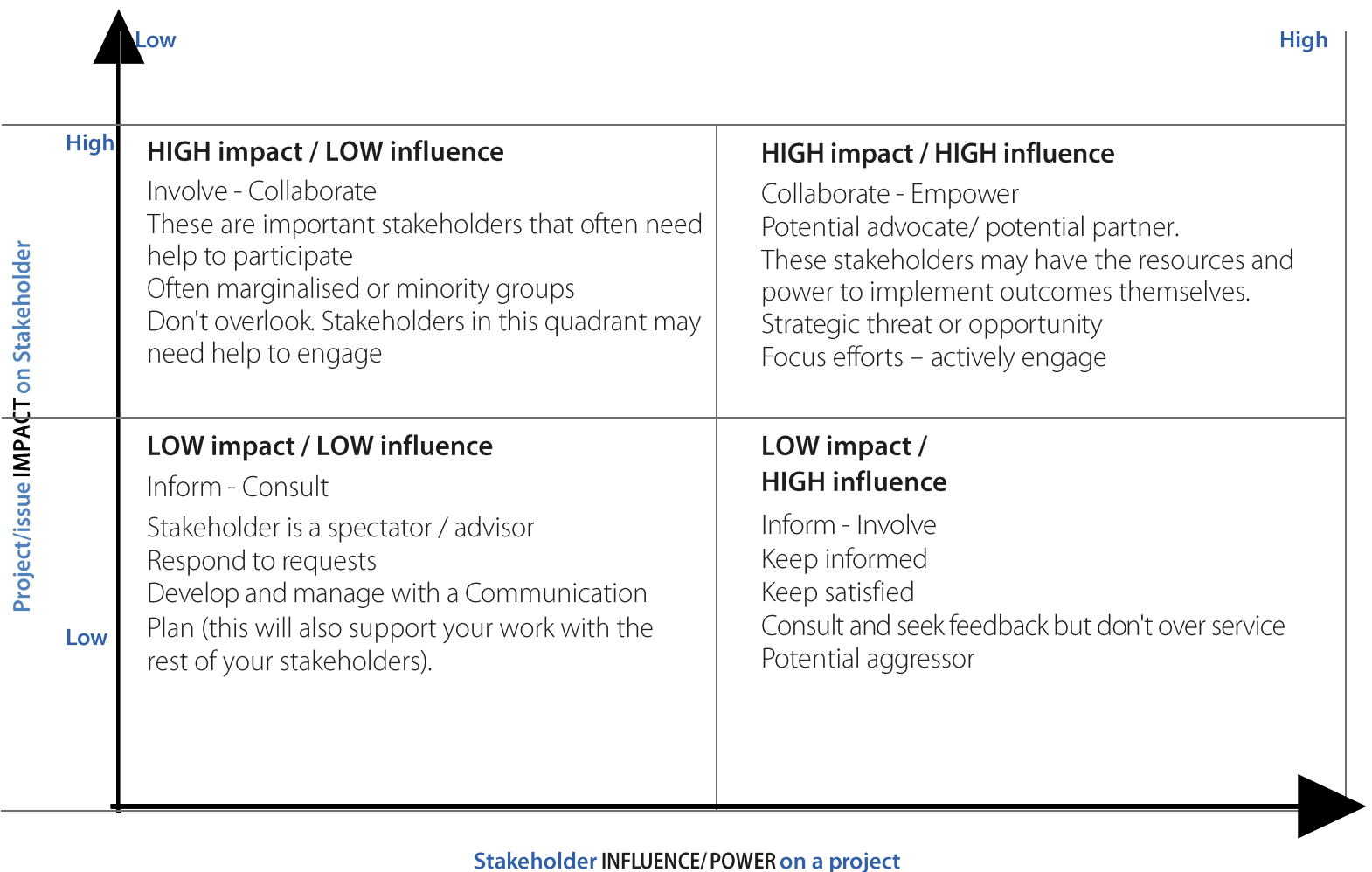
1 mile access to DACs & SDACs

Stakeholder Analysis Tool

Does it feel like you have to engage with everyone?

Don't worry, you can't and shouldn't work with all potential stakeholders. Understanding who your 'Community' and 'Stakeholders' are is important. Just as understanding customers is important to anyone trying to sell a product. You cannot develop a successful approach without first understanding your stakeholders, their expectations, needs and limitations.

Below is an outline of a stakeholder analysis tool. It follows an x and y axis with a simple low – high scale for each value. This is an easy, and often provides many light-blub moments regarding where you and your team are (and aren't) investing time with stakeholders

Using the guide, which of your stakeholders belong in each of the quadrants below?

Low ... **High**

Project/issue IMPACT on Stakeholder

High

HIGH impact / LOW influence

Involve - Collaborate
These are important stakeholders that often need help to participate
Often marginalised or minority groups
Don't overlook. Stakeholders in this quadrant may need help to engage

HIGH impact / HIGH influence

Collaborate - Empower
Potential advocate/ potential partner.
These stakeholders may have the resources and power to implement outcomes themselves.
Strategic threat or opportunity
Focus efforts – actively engage

LOW impact / LOW influence

Inform - Consult

Stakeholder is a spectator / advisor
Respond to requests
Develop and manage with a Communication Plan (this will also support your work with the rest of your stakeholders).

**LOW impact /
HIGH influence**

Inform - Involve
Keep informed
Keep satisfied
Consult and seek feedback but don't over service
Potential aggressor

Low

Stakeholder INFLUENCE/ POWER on a project

Stakeholder Analysis Tool

Defining stakeholders

Stakeholders are individuals or groups that are impacted by and/or able to influence the activities, products, services and associated operation of your project.

Stakeholders can be of any form, size and capacity. They can be individuals, organisation's, or unorganised groups.

Stakeholder analysis quadrant - The quadrant is divided on two axis:

1. **Impact** – Thinking about the Outcome of the project – the finished product, to what degree is that stakeholder impacted or affected by the project <u>outcome</u> and the degree to which they have a legitimate right or claim to the issue?
   - A high stake (top of vertical line) would include those that are highly positively **or** highly negatively impacted by the project outcomes.
   - A low stake (bottom of vertical line) are stakeholders likely to be neutrally impacted by the outcomes of the project, or may not actually have a claim to be impacted by the issue despite their interest.

2. **Influence** – the x axis plots a stakeholder's level of influence on the project. Influence could include political influence, money, power, community networks, knowledge, media/social media influence and the ability to influence the views of others.

How does stakeholder analysis determine the approach?

As a general rule (but not always) stakeholders require the following approach depending on where they are placed:

- high stake-high resources – relationship management / partner

- high stake-low resources – Strategic Engagement

- low stake-low resources – Communications and customer service

- low stake –high resources – Strategic Engagement.

City of Petaluma, California
Latinx Community Engagement and Spanish Communication Project Midpoint Report

Introduction and context

Who is a Latino/Latina/Latinx or Hispanic?
In its latest definition, the U.S. Census Bureau understands that there are two minimum categories for ethnicity: Hispanic or Latino and Not Hispanic or Latino. It considers race and Hispanic origin to be two separate and distinct concepts and thus Hispanics and Latinos may be of any race. "Latino/Latina/Latinx or Hispanic" It's a broad term that includes people from Latin America and Spanish-speaking countries or cultures, as well as those who trace their heritage to Mexico; it covers both recent undocumented immigrants and U.S. citizens whose families have been here for generations. The more modern term "Latinx" also refers to a person of Latin American origin or descent and it is used as a gender-neutral or non-binary alternative to Latino or Latina.

Who makes up the Latinx Community in Petaluma?
According to the latest U.S. Census figures, roughly 13,300 Latino/Hispanic people live in Petaluma, making up a little less than a quarter (21.9%) of the total population.
Petaluma's Latinx population grew significantly in the four decades spanning from 1970-2010, counting only 639 people or 2.6% of the total population in the 1970 Census (at the time aggregated under the heading "Persons of Spanish Origin or Descent") to 12,453 residents and 21.5% of the total population in the 2010 Census. This population growth has plateaued in the last 10 years. Census data from 2010-2019 shows that Petaluma's Latinx historically largest sub-community, those coming or descending from Mexico, has seen a decline in its population with around 1,700 leaving Petaluma for another location. This drop in numbers was compensated by the arrival of 2,000 residents from other Latin American countries. The current demographics tell us that people from Mexico still account for 70% of the Latinx Community of Petaluma, down from 83% of just ten years ago.

Why Spanish-language communication?
Spanish is by far the second language of choice in Petaluma, accounting to close to 75% of the total population (approx. 13,400 people) that speak a language other than English. The latest data show that 17% of Petaluma's residents over 5 years old (around 9,800 people) speak Spanish. A little over half of these people (5,400) also report that they preferably speak English or speak English very well. The other slightly less than half (4,300 residents) report they speak English less than very well. In summary, it can be said that approximately half of the Latinx population is bilingual and the other half is closer to what is defined as monolingual Spanish. In household terms, 13% of Petaluma's households (3,136) speak Spanish at home and the large majority of these (90%) also report that English is also spoken at home. Worth noting is that there are sub-groups of the Latinx community that speak an indigenous language and Spanish (for example the Oaxacan people of Southern Mexico speak *triqui* as their mother tongue and have a small presence in Petaluma).

What is the City of Petaluma currently doing to engage and communicate with the Latinx Community?
For a number of years, the City of Petaluma has been reaching out to this sizable and invaluable segment of the community. It has expanded its communication channels to include Spanish-language messaging. Among the actions taken, these are worth noting:

- Spanish translation of the City's website.
- Spanish translations of social media posts
- Spanish translations of all Electronic Community Updates
- Spanish translations of all Electronic Business Updates
- Spanish translations of other printed/media materials (as needed)

Most recently, it has also assigned resources to offer live simultaneous Spanish-language translation of these public meetings:
- Ad Hoc Community Advisory Committee
- General Plan Advisory Committee
- Other relevant public meetings (as needed) E.g. City's Goals and Priorities meetings

Scope of Work – Timeline (as set in the original proposal, March 2021)

What we set out to do
Our initial proposal was to evaluate the City of Petaluma's communication and inclusion strategies with its Latinx community and to offer recommendations towards improved engagement and a more efficient use of the City's resources.

This report intends to review and analyze the findings of our work over the last four months with a group of Latinx community members, all adults residents of Petaluma or with deep roots in the City. We will include our initial recommendations for engaging and communicating with this community.

What we have done so far
We started our work by recruiting community members that would self-identified as Latino/Latina/Latinx and that were willing to contribute to a working group that will share with

us their preferences and perceptions around community engagement and communication. This recruitment happened in different ways: by direct contact of selected people, by word of mouth and by announcements on the City's weekly newsletter Community Updates. Having achieved our minimum goal of at least 8 people that agreed and committed to participate in this workgroup, we then created a WhatsApp group (*Comunidad Petaluma*) that would allow participants to introduce themselves and familiarize with each other. WhatsApp is a communication platform familiar to all the participants and it allowed us to create a space of trust, one in which the participants would feel safe to express themselves and start a process of bonding with each other.

We were able to engage the participants in WhatsApp-based assignments they could respond on their own time. Our goal at this time was to give us a setting, prepare the stage for a focus group session. The first assignment we presented to the workgroup entailed them making a short video introducing themselves to the other members of the group. Along with their personal information, participants shared their occupations, tastes and interests. The next assignment asked them to share on the topics that appeal to them the most, the communication channels they use for getting information, staying on top of the news and for entertainment. And lastly, we ask them about their use of social media. We tabulated all these responses in an Excel spreadsheet. (See attached)

Once participants had completed all these assignments, we initially schedule one focus group session to be done over Zoom, but because we could not get a large majority of participants in just one focus group, we ended up doing two separate sessions. These were two hours long each and with 5 and 3 participants respectively. In both sessions, we started by asking participants about what do like best about Petaluma and immediately after, we initiated a guided conversation around their preferences for communication in general and specifically about the communication channels the City of Petaluma currently uses. A summary of what was asked and what were the responses is also attached to this report.

Review and Analysis

About participants' places of origin, their lives and their vision of the City of Petaluma.

The workgroup we were able to put together for this project is made up of a mix of diverse individuals, with different places of origin, diverse occupations, and different levels of belonging. 7 of the 9 community members recruited and that participated fully in our workgroup either come from Mexico or have roots in that country, while one is a Chilean immigrant and the other a Venezuelan refugee under political asylum. They all have arrived in Petaluma in different situations and stages of their lives and are quite diverse as far as what their occupations go, ranging from a highly educated professional, to an experienced adult educator, a self-made graphic designer, and to non-professionals community members that work in service and manufacturing sector, home cleaning services, stay-at-home mom and grandmothers and in the retirement age but still active as an entrepreneur.

Something that struck out with us is that all the participants have strong social networks with ties to nonprofit agencies or community organizations and resources. In way or another, all of them expressed that they give back to their community in whatever way they can, aspiring towards community collaboration and helping other human beings.

Participants told us that what they valued the most about Petaluma has to do with how welcoming and warmth its people are, their solidarity to strangers and their kindness and caring spirit in specific towards the Latinx community. We heard that they also value Petaluma

for its safety, calmness, that people can go on living without fear and that they can move around freely. They also shared that they admire Petaluma's scenic beauty, its streets and neighborhoods and all the landscapes. They also let us know that another strong quality of life factor they have experienced in Petaluma is that it offers opportunities to those that arrive here, for employment certainly but also for education as well as access to health care and other high-quality services. We understand these hubs to be a variable to consider for is in these places and instances where information flows and the main human interactions occur.

Our impression is that to this group of people, a very relevant factor in their lives is the way they are treated and made feel, giving them a sense of hope and belonging as they integrate in a society that is very different than the one they are coming from. What we perceived is that for this community, a strong social network is very relevant for communication purposes, for it is from there where the information becomes trustworthy, where the most applicable tips and advice to their lives also come from and where they build cross-references with others.

About participants' communication channels used with people in their social network (friends and family, coworkers, neighbors)

All the participants told us they use WhatsApp to stay in touch with their close contacts, that is those that live nearby but also with their family and friends in their places of origin. What they tell us about this platform that relates to them is in the ease of sending messages, photos and audios, the possibility of joining in or assembling groups and the instantaneity of it. Most mentioned that they do make regular phone calls, particularly for communicating with family members. Some mentioned using video calls, the large majority of them also using WhatsApp. We also heard they do use Social Media like Facebook Messenger to communicate with others. Worth noticing is that only two participants told us they use Instagram. Interestingly, they tell us that lately they have used Zoom for meetings, particularly for work or for school related issues. And lastly but still worth noting is that for some the personal encounters still is a way of communicating with others, not only in our regular daily spaces but also when they decide to visit a neighbor, a relative or others.

What this information tells us is that WhatsApp becomes a key communication channel that needs to be considered central because it is already part of their daily lives and because is part of the culture of the community at-large.

About participants' use of social media and other digital platforms

Facebook is the most used social media app among this group of community members. They tell us that the main use they make of this platform is to meet family/friends or share content with them. They also use it to find out about some news or activities of interest and to be entertained. In some cases, they mention that they participate in streaming or Facebook Live, especially with the younger family members. Another social media mentioned by participants is Instagram, also use for informational, entertainment, consumer and content dissemination purposes and for private IG groups for internal group communication. The other social media mentioned is YouTube, and it used to watch videos, news, or smaller productions. Some participants produce videos of their own. They also mentioned listening to music on the internet and of course watching movies, with Netflix as the most named movie platform.

We see that Facebook becomes important medium for proposing communications because its use is very widespread, across the different socio-cultural backgrounds. We find relevant to observe and analyze in detail the types of publications and pages that the community follows, the interactions that occur, and the languages the Latino community feels most summoned.

About participants' use mass media through which they are informed

When we asked participants which media they use to be informed of the news events, they mentioned several. The majority told us that they use digital, tv, printed or multimedia channels. When we asked about language preferences most participants told us they prefer Spanish media. Only 3 of the nine community members use bilingual or English-language media indistinctly. Some of the media they follow: Telemundo and Univision TV stations, the local Impulso News, both in print and digitally (and they appreciate the translations of local news into Spanish), El Superior (another small newspaper found in markets and other places), the Argus Courier (digital) and La Prensa de Sonoma (Spanish)/Press Democrat both in print and digital and ACI Prensa (Catholic News Agency). They also mentioned listening to bilingual Radio KBBF, and lingering form the Tubbs fires of 2017, one participant told us she listens to KSVY and KSRO.

We would like to propose, for the next stage, an analysis of these media outlets: the content they produce, the type of language they use, the type of news they prioritize, the type of readers who choose them. This analysis can give us clues to understand what the community is looking for in the media it consumes.

About participants' topics of greatest interest

The topic most mentioned has to do with Immigration issues: laws, immigration policies, etc. Other topics of interest mentioned were the different types of aid for the community and economic stimulus announced by the Governor, debt reduction (such as student debt), home security, community events, child development, health issues such as COVID and healthy eating, religious, music, literature, sports, politics and remediations for people who were evicted from their home or neighborhood, for those who were sent to jail or other forms discrimination. Another relevant issue is the cultural one, linked to the consumption of music and literature, or of artistic and handicraft productions.

One important aspect we found is that several participants have great religious devotion. This theme summons them and they recognize this space that connects them with others, that allows them to help others.

About participants' main channels of communication in regards to news about Petaluma

When we inquired about how the stay on top of what is happening in Petaluma, participants told us of different resources, nothing formal and without much reinforcement. The information channels form which they stay informed about local events are informal, heterogeneous and partial. Among the communication channels mentioned are:
- By mail/email: notices in the water service bill or subscription to a newsletter.
- By telephone: by group messages, by the police alert service.
- Through their neighbors or through children who watch news, in media outlets that are exclusively in English.
- La Pulga de Petaluma on Facebook (informs about events, festivals, works)
- 211. Information for community help

Nobody could mention media or channels where the information about the city is gathered and complete. In general, they told us about specific topics that they find out through one channel or another. This finding may seem to point out that there is a vacant space in terms of media that is focused on and reach the Latinx community with diverse local topics.

About participants' knowledge of the official communication channels of the Government of Petaluma

When asked about the City of Petaluma's own media (website, Facebook page, Instagram page), only one of the participants expressed knowing or having visited them.
They told us that the City has many assistance programs of interest to the Latinx community, but that the community knows very little about them, that the news, activities or calls for action do not reach Latinos. They point out that to arrive at information there must be an interest of the person to inquire. According to what they tell us, the Latinx community is not spontaneously receiving official information.

This indicates that, in addition to analyzing the way in which the current City media is proposing communication, we must ask ourselves about the channels that are being used and the ways in which the information is designed to circulate.

Below are some observations that came up from analyzing three examples of City Facebook posts with the participants of the focus group:

About the City of Petaluma's Facebook page:
● Participants perceived an attempt to send a diversity message but the characters that appear in the image do not seem representative to them. They also point out that the there is a lack of any member of the Asian community.
● The aesthetic does not "dialogue" or engage with the aesthetic codes of the Latinx community. In the sense of simplicity in the use of the image.
● The header is in English.

About the way the news is published:
● Participants told us that to read the Spanish text, you have to scroll down the page, they saw the page in English and were looking for the translated text. Studies show that people read only the first 3 lines of a publication on social media and this seems to confirm that is not a common practice in the Latinx community.
● Several indicated that they would like the City to produce a communications channel in Spanish, aimed specifically at the Latinx Community.
● They consider that the Latino community is very visual and that it reads little. For this reason, they observe that the image should communicate a little more: synthesize the main message and be attractive from the colors, empathy, closeness. The images that are being used are good photos, but they fail to inform what the text says and they do not always dialogue with the aesthetic culture of the Latino community.

About the City's website:
● It does not seem intuitive to them. They find it difficult to know how and where to look for what is needed.

Other considerations:
● One of the factors that participants pointed out as relevant in responding why the City's communications are not reaching the Latinx community is that the many of its members do not have enough civic education to participate fully just yet. For this reason, they believe that if for example there would be a call to participate in a community board or committee, it needs to be more accessible, or friendlier, offering facilities and known references they can relate to. There is fear of not knowing, not being capable, or being excluded by the language.

If we were to announce such opening, there ought to be a clarification on how the council works, who is on it, build trust, and explain why Latinos and Latinas can also join it.
● There are cultural traits that condition participation. People wonder if they will be able to understand. There is fear and a barrier that puts distance and that must be analyzed when outreaching and communicating.

Initial Recommendations

Based on the information collected and the analysis of the participants responses to the assignments on WhatsApp group and form the conversations that emerged in the focus group sessions, below we would like to leave you with an initial set of recommendations that can help guide communication strategies to reach the Latinx community more effectively and to generate spaces for participation and bonding. We will share these recommendations so that they can be addressed in phases, to evaluate the results and adjust the activities undertaken.

1. Surveys.
Something that was already proposed in the initial proposal is the realization of a massive survey, which will allow transferring the information collected in a focused way, with the aim of obtaining statistical information and being able to generalize some of the hypotheses that arouse from this first stage of our work. The Survey we plan to create would also allow characterizing the type of consumption, preferences and content. Also, it will delve into the use of social media, which pages the community follows the most and the type of interactions in which they participate. Finally, the survey is in itself an instrument capable of raising concerns and generating expectations regarding the subject to which it refers. In that sense, it is already a communication strategy, insofar as, consulting for the interests, for the opinions and for the recommendations that the community may make to the government, is expressing a willingness to listen and generating a real scope for participation.

2. Design specific communication channels for the Latinx community
Another specific recommendation we would like to propose is something that came up from what the participants themselves asked for, and is to generate media that are directed to the Latinx community from their perspective. What this implies is that instead of translating the website, Facebook or Instagram, those same platforms ought to be developed in Spanish-language, with a matrix based on the characteristics of the Latinx community, of a way that generates greater identification, support and feeling of closeness.

3. Review language, codes and aesthetics
This third recommendation has to do with the way in which messaging appears in the different media that are used. That is, it refers to the languages, aesthetics and formats that are used when communicating. Based on the observations that emerged from participants when analyzing the city's communications efforts, we can suggest different aspects to consider:
Texts and language
- Use short and simple texts.
- Explain the central idea in the first lines.
- Highlight key or central words.
- You can use vignettes with emojis, which help to read easily and attract attention.
- Use colloquial, simple, everyday language.
- In some cases, use an informal and emotional language (second person singular) to speak in a personalized way to the reader.
Topics

- As far as the topic selections to communicate, we suggest the use of official information regarding programs, government measures, benefits or activities alternated with other content related to the city, the community, or situations that generate empathy, identification and well-being. For examples these kinds of messaging ("Colorful Notes") the participants suggested the publication of anecdotal or testimonial notes, such as the graduation of students of the Latino community from schools, or the places in the City that the Latinx community visits and enjoys the most, or lists of favorite movies and music, or issues related to health and healthy eating.
- Address issues that are of their main concerns.
- When announcing an opening for civic participation, participants suggested to make sure the places to apply or access are trustworthy and close to the community and that it is explicit that they are handled in Spanish.

About the visuals/aesthetic
- Place a lot of emphasis on the use of images as the main way of communicating with a highly visual and non-reader community.
- The image must be attractive, colorful, include photos of people or situations that generate identification and also illustrations. 7 participants explicitly mentioned a Spring-like aesthetic.
- The image may also include well-known characters and references for the community,
- The image/flyers should synthesize the main information, so that it allows the viewer to understand what is being talked about, without having to read the entire text.

About Language
We already mentioned the need to privilege the Spanish language media content.

Use of Videos
- Use short, spontaneous videos and in some cases produced by the community, to share in stories and in social media posts.
- The videos should be dynamic, with a short and clear script they can summarize the most relevant information and generate higher levels of adherence.
- They can be animated videos (graphic animations), video recorded with people talking, or videos produced as a fictional short, set to music and titled.
- In all cases, it is convenient to work with audiovisual producers (in the case of productions that aspire to higher quality) or with a community manager (for instant stories that reflect a spontaneous situation).
- Examples of videos: City staff and Council to record videos in Spanish directed to the Latinx community/the inauguration of a public facility/vaccination pop out clinics by neighborhoods

Develop direct communication of government leaders and the community
- Another proposal that emerged in our work was the possibility of government staff, Council to engage directly with the community. This can also be from short videos published in stories, or slightly longer videos on IGTV, or live events on social media scheduled and announced beforehand.

The importance of emotions
- In all cases, these suggestions are based on recognizing the relevance of emotional and sensitive language for the Latinx community, which appeals to the senses and feelings (memories, experiences, the known, affection)

4. Adding another communication channel (first stage)
Recruit and create broadcast lists in the WhatsApp platform

In order to expand the reach of the City's media one of the first communication measures we recommend would be to add the use of broadcast lists in the WhatsApp platform. Since this app is the most used communication for everyday community communications, as far as we could see at this point. It will allow the City to reach the cell phone of every person that saves the City's phone number as a contact in a personalized way and use various formats: flyer, audios, videos, links. For this, it is recommended to create distribution lists classified by sectors, neighborhoods or some other variable. And send short messages, always with a graphic plate and a short text that uses emojis and simple expressions.

Example of WhatsApp announcement from another local government asking its residents to join distribution lists:

Adding a YouTube channel (following stages)
Platform in which City could systematically publish and store all audiovisual productions referring to non-news topics but rather to the record of activities, experiences and situations that make sense to have (see video section)

Printed posters/brochures
To install in spaces with a lot of concurrence of the Latino community, such as schools, hospitals, churches, etc. Ideas such as community bulletin boards, billboards were mentioned where up-to-date information was posted, especially about calls for social assistance or for the participation in civic affairs.

Collaboration with other social organizations and community leaders as mediators
Having key organizations and community leaders as links to Latinx Community is central in communication, not only to convey information but also to listen and detect needs, concerns and proposals. In this sense, we recommend identifying or training community leaders/promoters who can be a bridge between the city government and the community, generating spaces for conversation that, in some cases, could be regular meetings or dialogue instances. We suggest continuing the work with our "Comunidad Latina" WhatsApp group and incorporate them in the solutions.
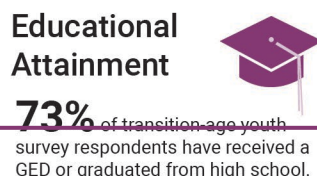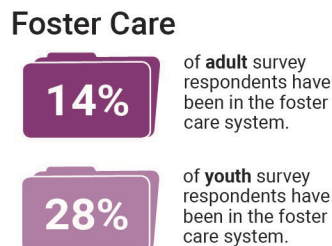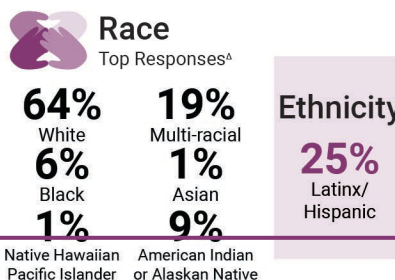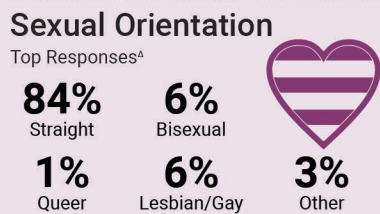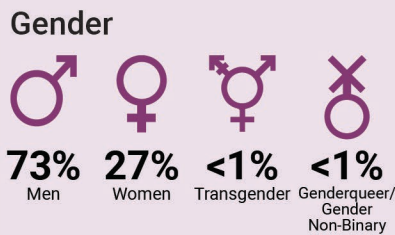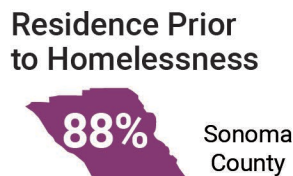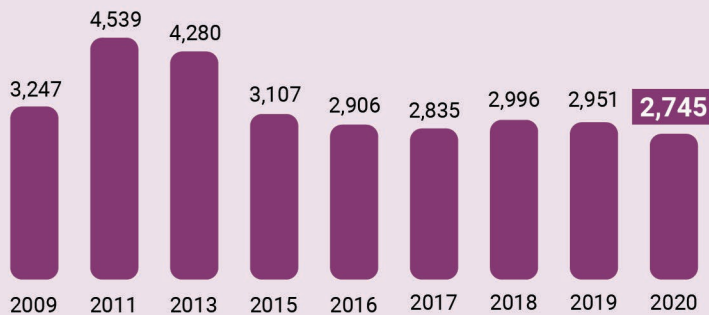
Sonoma County
Homeless Census & Survey
2020 Executive Summary

Every year in the County of Sonoma, volunteers and guides gather together to conduct a count of persons experiencing homelessness.

The 2020 Sonoma County Point-in-Time Count was a community-wide effort conducted on February 28th, 2020. In the weeks following the street count, a survey was administered to 444 unsheltered and sheltered individuals experiencing homelessness in order to profile their experience and characteristics.
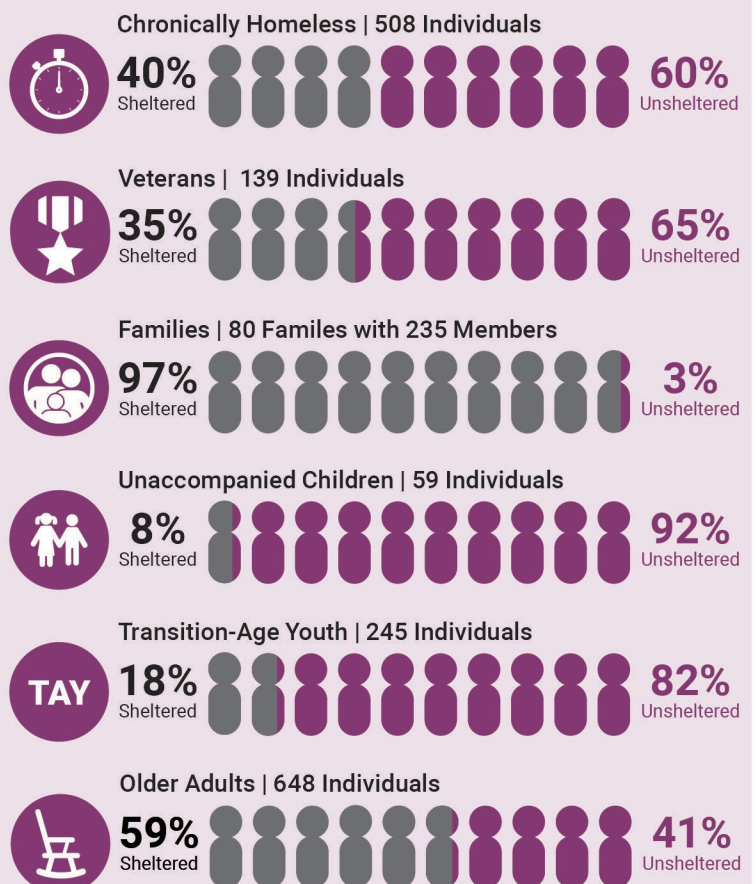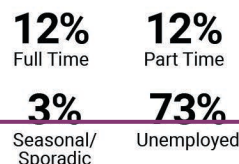
Census Population: Longitudinal Trend

Year	Count
2009	3,247
2011	4,539
2013	4,280
2015	3,107
2016	2,906
2017	2,835
2018	2,996
2019	2,951
2020	2,745

Age
- **5%** Under 18
- **11%** 18-24
- **60%** 25-54
- **24%** 55+

Gender
- **73%** Men
- **27%** Women
- **<1%** Transgender
- **<1%** Genderqueer/Gender Non-Binary

Sexual Orientation
Top Responses^
- **84%** Straight
- **6%** Bisexual
- **1%** Queer
- **6%** Lesbian/Gay
- **3%** Other

Race
Top Responses^
- **64%** White
- **19%** Multi-racial
- **6%** Black
- **1%** Asian
- **1%** Native Hawaiian Pacific Islander
- **9%** American Indian or Alaskan Native

Ethnicity
25% Latinx/Hispanic

Residence Prior to Homelessness
88% Sonoma County

Length of Time in Sonoma County
- **7%** < 1 Year
- **15%** 1-4 Years
- **14%** 5-9 Years
- **64%** 10 Years+

Foster Care
- **14%** of **adult** survey respondents have been in the foster care system.
- **28%** of **youth** survey respondents have been in the foster care system.

Educational Attainment
73% of transition-age youth survey respondents have received a GED or graduated from high school.

2020 Sheltered/ Unsheltered Population
- **38%** Sheltered n=1,043
- **62%** Unsheltered n=1,702

Subpopulation* Data

Chronically Homeless | 508 Individuals
- **40%** Sheltered
- **60%** Unsheltered

Veterans | 139 Individuals
- **35%** Sheltered
- **65%** Unsheltered

Families | 80 Families with 235 Members
- **97%** Sheltered
- **3%** Unsheltered

Unaccompanied Children | 59 Individuals
- **8%** Sheltered
- **92%** Unsheltered

Transition-Age Youth | 245 Individuals
- **18%** Sheltered
- **82%** Unsheltered

Older Adults | 648 Individuals
- **59%** Sheltered
- **41%** Unsheltered

Employment Status
- **12%** Full Time
- **12%** Part Time
- **3%** Seasonal/Sporadic
- **73%** Unemployed

If Unemployed, Currently...
- **43%** Unable to Work
- **36%** Looking for Work
- **21%** Not Looking for Work

ASR
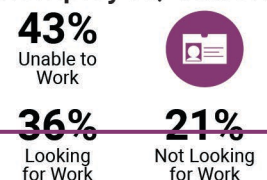
First Episode of Homelessness

31% indicated their current episode of homelessness was their first.

History of Domestic Violence

39% reported they had experienced domestic violence.

Sex Trade Involvement

15% traded sex for money or a place to stay.
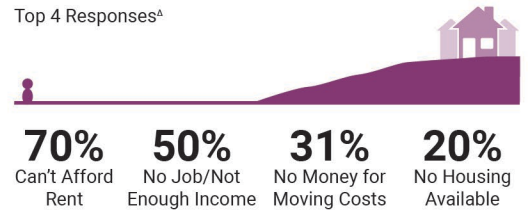
4% have a history of being trafficked.

Primary Event or Condition That Led to Homelessness[+]

Top 4 Responses[Δ]

22% Lost Job

15% Argument with Family/ Friend

16% Alcohol or Drug Use

10% Fire

Age at First Episode of Homelessness

17% 0-17

31% 18-24

33% 25-49

19% 50+

Obstacles to Permanent Housing[+]

Top 4 Responses[Δ]

70% Can't Afford Rent

50% No Job/Not Enough Income

31% No Money for Moving Costs

20% No Housing Available

Duration of Current Episode of Homelessness

10% 30 Days or Less

21% 1-6 Months

9% 7-11 Months

62% 1 Year or More

Self-Reported Health[+]

Current health conditions that may affect the housing stability or employment of those experiencing homelessness.

36% Alcohol & Drug Abuse

40% Psychiatric/ Emotional Conditions

23% Physical Disability

PTSD **29%** Post-Traumatic Stress Disorder

23% Chronic Health Problems

10% Traumatic Brain Injury

1% HIV/ AIDS Related Illness

Disabling Conditions

40% of survey respondents reported having at least one disabling condition.

A disabling condition is defined by HUD as a developmental disability, HIV/ AIDS, or a long-term physical or mental impairment that impacts a person's ability to live independently but could be improved with stable housing.
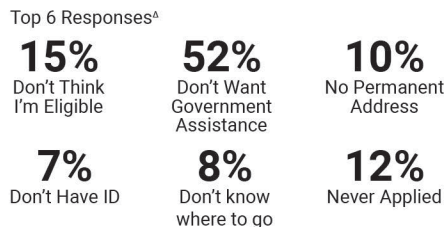
Interest in Permanent Housing

84% of survey respondents said they would like affordable permanent housing if it became available soon.

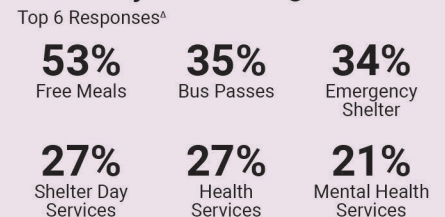## Government Services and Assistance

77% of survey respondents reported receiving government benefits.

Reasons for Not Receiving Any Government Assistance[+]

Top 6 Responses[Δ]

15% Don't Think I'm Eligible

52% Don't Want Government Assistance

10% No Permanent Address

7% Don't Have ID

8% Don't know where to go

12% Never Applied

Non-Government Services Currently Accessing[+]

Top 6 Responses[Δ]

53% Free Meals

35% Bus Passes

34% Emergency Shelter

27% Shelter Day Services

27% Health Services

21% Mental Health Services

*Subpopulation Definitions

Chronically Homeless

An individual with one or more disabling conditions or a family with a head of household with a disabling condition who:
» Has been continuously homeless for 1 year or more and/or;
» Has experienced 4 or more episodes of homelessness within the past 3 years.

Veterans

Persons who have served on active duty in the Armed Forces of the United States. This does not include inactive military reserves or the National Guard unless the person was called up to active duty.

Families

A household with at least one adult member (persons 18 or older) and at least one child member (persons under 18).

Unaccompanied Youth & Transition-Age Youth (TAY)

Children under the age of 18 and young adults between the ages of 18 and 24 years old (TAY) who are experiencing homelessness and living without a parent or legal guardian.

+ Multiple response question, results may not add up to 100%.
Δ Only displaying top responses.

Note: Some percentages have been rounded so total percentage will equal 100%.

The complete comprehensive report includes a more detailed profile of the characteristics of those experiencing homelessness in Sonoma County. It will be available in summer 2020.
Source: Applied Survey Research, 2020, Sonoma County Homeless Census & Survey, San Jose, CA.

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