



# **Hearn Community Hub – Needs Assessment and Collaboration Project**

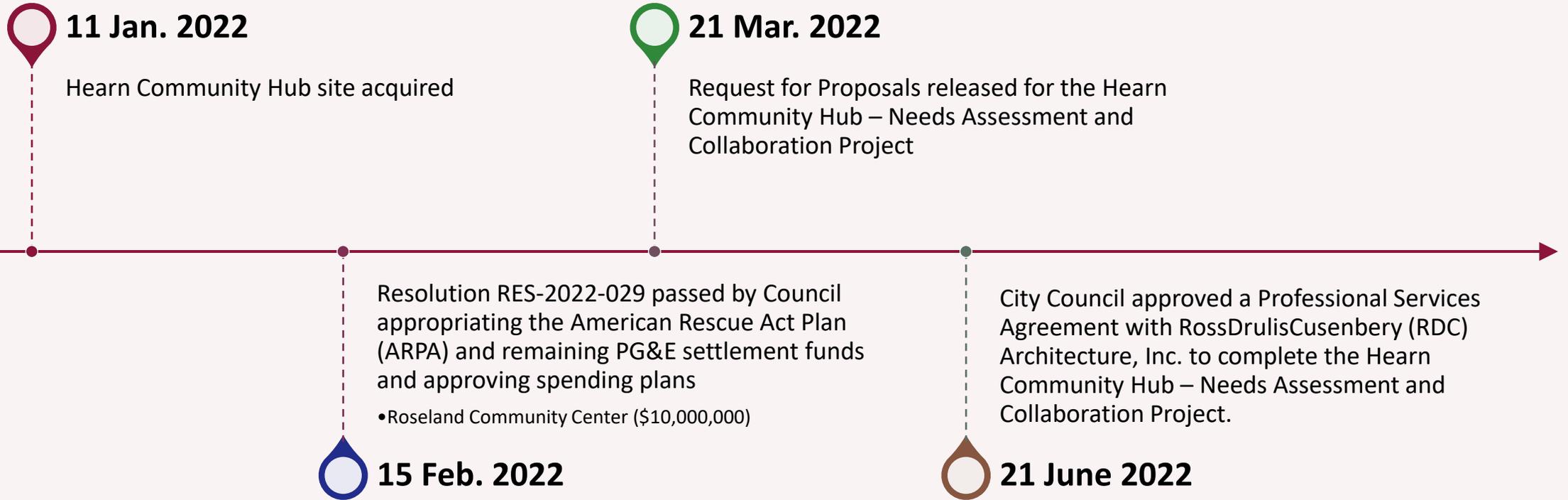
**DECEMBER 6, 2022**

**CITY COUNCIL**

Magali Telles, Director of Community Engagement

RDC Architecture, Inc.

# BACKGROUND



# HEARN COMMUNITY HUB – NEEDS ASSESSMENT AND COLLABORATION PROJECT



Develop a Community Needs Assessment in collaboration with the OCE and key project stakeholders.



Implement the Community Needs Assessment, conducting data collection utilizing a variety of outreach methods. Consultant will analyze collected data and develop a Needs Assessment Summary.



Conduct in-depth community engagement process to provide community members with opportunities to weigh-in on the vision for the Hearn Community Hub.



Create a final report, incorporating findings from the Needs Assessment and the Community Engagement Strategy, which will be presented to Council.



# Outreach

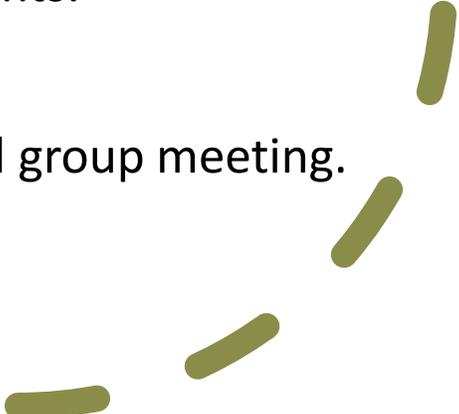
- Community Block Party  
*August 18, 2022 (75 attendees)*
- Community Meeting  
*September 1, 2022 (33 attendees)*
- Town Hall Meeting  
*September 17, 2022 (15 attendees)*
- Stakeholders Meeting  
*September 29, 2022 (30 attendees)*
- Community Workshop #1  
*October 06, 2022 (70 attendees)*
- Community workshop #2  
*November 16, 2022 (32 attendees)*
- Let's Connect SR engagement platform
- Meeting with community organizations

# OUTREACH METHODS

## **Social Media Outlets:**

- Radio ad campaign English and Spanish.
- KSRO radio interview.
- Let's Connect SR.
- Facebook, The Santa Rosa Violence Prevention and Community Engagement.
- City Connections.
- Promote on staff personal social media platform.

## **Flyer Distribution:**

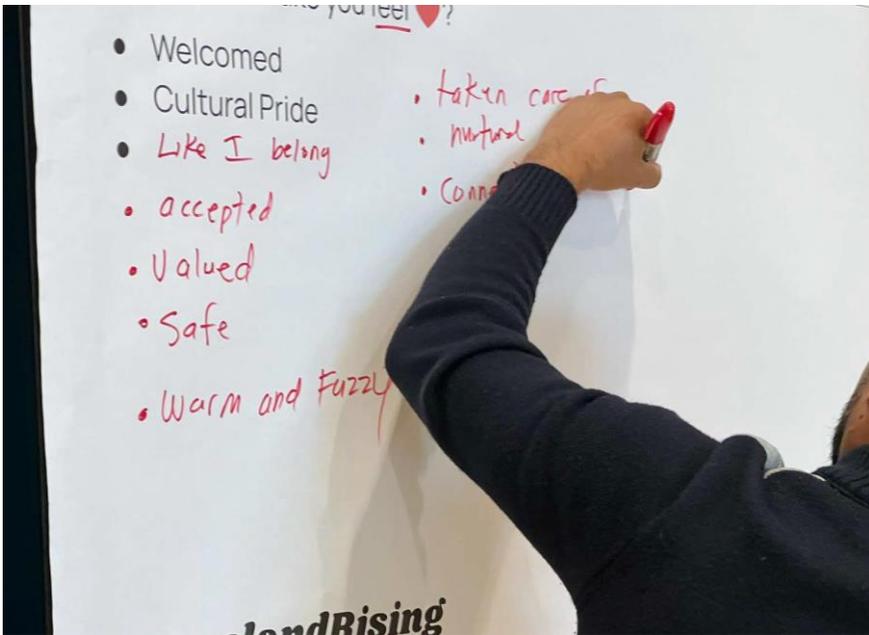
- Create a flyer English and Spanish.
  - Recruit Roseland CBI to assist with outreach efforts with flyer distribution at local community gathering points.
  - Outreach at Harvest Festival.
  - Outreach South Park Day and Night Festival.
  - Outreach at the Hearn Community Hub Small group meeting.
  - Outreach to the Latino Student Congress.
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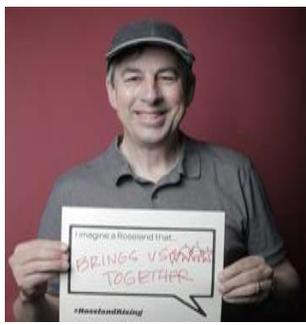
# DATA COLLECTION METHODS

## **Multi-Modal Data Gathering**

- Victory Circle activity
- Memories of Roseland Map
- What would you like to do in Roseland activity
- Do/feel mosaic activity
- Give the project a name brainstorm
- Survey (online and in-person)
- Indoor/Outdoor post-it note brainstorm
- Program feedback from CBOs
- 5-principles for a multi-cultural center activity
- Program priorities discussion and activity
- What's missing?







- humans
  - cultures/races
  - community members
  - volunteers of all ages
  - people x 4
  - genders
  - languages, & cultures
  - Cultures x 8
  - children, youth & adults
  - Black folks!
- Genders

**All** opportunities

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**are welcome here.**

**#RoselandRising**
- immigrants
  - religions
  - united cultures
  - languages & cultures
  - queer people
  - united races
  - family events
  - kids/children x2
  - families with different types of la

# VALUES AND PRIORITIES

## **Safety for All**

Everyone deserves to feel safe at all times. There are two main types of safety – actual and perceived – and they both must be mindfully and proactively addressed and monitored to prevent unintended harm, especially for our most vulnerable community members.



# VALUES AND PRIORITIES

## **Representation Matters**

Communities must see their values, cultures and priorities reflected throughout the Hub. This reflection must extend to the physical design as well as the design of programs and service delivery models. What is being offered, how it is being offered and who is offering it, should be developed by , for, and with the community.





# VALUES AND PRIORITIES

## **Respect for the Community**

All community members deserve dignity and respect regardless of their social status. They require transparency, accountability, clear and consistent communication, and shared-power.





# VALUES AND PRIORITIES

## **Honoring Community Voice and Leadership**

The community needs to have a voice in shaping project goals, as well as a role in their implementation. Community members are the experts of their own lives – so they know what they need better than anyone.



# VALUES AND PRIORITIES

## **Equity and Access**

Equity means those who face the greatest challenges require the greatest consideration and additional resources. “Access” includes and goes beyond issues of physical accessibility and ADA requirements. Increasing access requires removing all impediments to participation, including cultural, physical, financial, and technical.





# INDOOR SPACES



## How would you like to see the INDOOR space programmed?

- Cultural Arts and Exhibition Maker Space
- Community Resource Center and City Services
- Dance/Fitness Studio
- Computer Lab
- Language Lab
- Youth-Focused Program Spaces
- Flexible Meeting Rooms
- Classrooms
- Emergency/Resiliency Center
- Co-Working Office Space
- Commercial Teaching Kitchen
- Handball Courts
- Co-Working Food Space
- Child Care and Early Education
- Therapy Suite
- Healthcare Access and Support
- Small-Business Incubator Space



# OUTDOOR SPACES



## How would you like to see the **OUTDOOR** space programmed?

- Swim Center
- Performance Stage
- Car Club/Car Show Space
- Running/Walking Track
- Sports Fields
- Park Activity Spaces
  - gazebos for gathering
  - farmer's market area



QUESTIONS?