

HEALDSBURG MULTICULTURAL CENTER

January 2025



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LISTENING SESSIONS

EIGHT PUBLIC EVENTS LEAD BY ON THE MARGINS, INC.
BETWEEN JANUARY & OCTOBER, 2024

Executive Summary

This report showcases the community's aspirations for the forthcoming Healdsburg Multicultural Center, shaped by a community-led research endeavor. In response to a profound need for a multicultural and inclusive space of belonging, the Healthcare Foundation of Northern Sonoma County spearheaded this initiative, bringing together the following partners — On the Margins, Corazón Healdsburg, Alliance Medical Center, Goring & Straja Architects, and Carducci Associates.

Through a participatory process involving surveys, listening sessions, and design workshops, 129 residents shared their voices and perspectives, shaping the Healdsburg Multicultural Center from its conceptualization to its architectural design. Analysis of the collected data revealed key themes and priorities, giving rise to ten "Design Mandates" that serve as a roadmap for the center's development. These mandates champion:

1. **Multigenerational Spaces for Movement and Play:** Design spaces that promote physical well-being for all ages, including multipurpose sports fields, exercise areas, and play spaces for children and youth.
2. **Community Kitchen & Cafe:** Enjoy a community-led kitchen and cafeteria that fosters culinary skills, shared meal preparation, and access to healthy, affordable food.
3. **Collaborative Murals:** Partner with Healdsburg artists, especially those from LGBTQIA+ and BIPOC communities, to co-create murals that celebrate cultural diversity and empowerment.
4. **Sensory-Aware Design:** Create spaces that offer varying levels of sensory engagement, from vibrant and stimulating to quiet and calming, to accommodate diverse needs and preferences.
5. **Spaces for Creative Expression:** Dedicate areas for community-led arts, crafts, and music programs, emphasizing cultural traditions and the therapeutic benefits of creative expression.
6. **Environmental Justice:** Demonstrate a commitment to sustainability through the incorporation of native plants, traditional medicinal plants, and edible gardens. The design should prioritize reclaiming and restoring natural spaces historically taken from BIPOC communities.
7. **Lifelong Learning Hub:** Establish a center for intergenerational learning and career development, offering academic support, life skills training, career/technical education, and resources for literacy, GED preparation, and certifications.
8. **Community Gathering Spaces:** Provide flexible spaces designed to foster community interaction, gatherings, and cross-cultural connection. Support community-led events, celebrations, and shared activities.
9. **Digital Access & Literacy:** Ensure on-site computer access and provide technology education, including coding classes, for all community members.
10. **Access, Autonomy, Accountability, and Justice:** Maintain a strong commitment to mutual accountability and justice for underserved communities in Healdsburg. The center must be physically and financially accessible to all, with community voices central to its design and operation.

This report exemplifies the transformative power of community-based participatory research and collaborative partnerships in shaping spaces that promote well-being, cultural celebration, and a more equitable future for all Healdsburg residents.

Introduction

In 2024, the Healthcare Foundation of Northern Sonoma County, driven by a deep commitment to health equity, recognized the pressing need for a dedicated multicultural center in Healdsburg. This recognition was a response to a long-held community aspiration, brought to light through compelling evidence. A 2023 Diversity, Equity and Inclusion report by Acosta Latino Learning Partnership, which involved in-depth listening sessions with 150 community members, revealed a strong desire for a space dedicated to celebrating cultural heritage and fostering a sense of belonging. This contemporary finding resonated with a decades-old recommendation from a 1982 American Institute of Architects study that proposed a "Hispanic Community Center" to address the dwindling number of traditional gathering places for the city's growing Latine population. These converging voices, spanning generations, painted a clear picture: Healdsburg needed a vibrant, dedicated space where residents, particularly those historically marginalized, could connect, thrive, and access essential resources.



This photo depicts one of the listening sessions.

Recognizing this historical context and the community's clearly articulated need, the Healthcare Foundation championed this vision, setting the Healdsburg Multicultural Center Project (HMCP) in motion. To ensure the initiative was truly community-driven, they enlisted On the Margins (OTM), an organization specializing in asset-based community development (ABCD) and participatory research. OTM, with its expertise in collaborative approaches like

participatory mapping and "freedom dreaming" – methodologies that empower communities to envision and build their desired futures – was uniquely positioned to guide this effort.

Partnering with Corazón Healdsburg and Alliance Medical Center, two organizations deeply interwoven with the fabric of the Healdsburg community, OTM embarked on the HMCP. This initiative sought to cultivate a grassroots vision for a vibrant and inclusive space, one that authentically responded to the needs and aspirations of all residents, particularly those who are on the margins. Ensuring the active and meaningful engagement of these communities was paramount, with their voices and perspectives shaping every facet of the project, from its initial conception to the final design.

To gain a deeper understanding of the community's needs and aspirations for the HMCP, OTM, in collaboration with Alliance Medical Center and Corazón Healdsburg, facilitated a series of eight bilingual (Spanish and English) listening sessions in Healdsburg between January and October 2024. These in-person sessions provided a safe and welcoming platform for residents to share their visions for the center, prompting them to consider key questions such as:

- Who should the center serve, and who should be involved in its operation and governance?
- What kinds of activities, programs, and resources should it offer?
- How should the physical space be designed to foster a welcoming and inclusive space of belonging? What amenities are essential?
- What kind of atmosphere, or "spirit," should the center cultivate?
- What core values should guide the center's operations and programming?

By prioritizing community voices and fostering collaborative exploration, the listening sessions laid the groundwork for a culturally responsive and inclusive space where everyone can feel a sense of belonging.

HEALDSBURG MULTICULTURAL CENTER



These photos illustrate the dot polling activity.



During these eight listening sessions, Corazón Healdsburg and Alliance Medical Center meticulously documented the ideas, concerns, and aspirations expressed by Healdsburg residents. On the Margins then carefully analyzed this wealth of qualitative data, identifying recurring themes and priorities. These recurring themes, embodying the collective wisdom and desires of the community, were then synthesized into the "10 Design Mandates." These mandates served as guiding principles for the project, ensuring that the final design truly reflected the community's vision.

To further solidify the community's vision and translate it into tangible design concepts, two esteemed firms, Goring & Straja Architects and Carducci Associates, joined the HMCP. These two firms orchestrated two pivotal community sessions designed to bridge the gap between aspirations and architectural realities.

The inaugural community design session, held in September 2024, focused on exploring potential programs and architectural designs to best serve the Healdsburg Multicultural Center's mission. Participants delved into the "10 Design Mandates," with a particular emphasis on practical implementation and seamless integration into the existing Healdsburg Community Center site—the location favored by residents for the multicultural center. A key component of this session was a "dot polling" activity, an interactive exercise that allowed residents to quickly and visually express their design preferences, providing invaluable insights to guide the architects.

Building on this foundation, the second session in November 2024 shifted the focus to gathering community input on specific architectural and landscape design elements. This workshop fostered a collaborative environment where residents actively participated in a

site planning activity, generating ideas for the center's layout, functionality, and aesthetic appeal. By actively involving the community in this process, their vision was firmly embedded into the project's design and development trajectory.

This report delves into the heart of Healdsburg's aspirations for a Multicultural Center, weaving together the voices and visions of its residents. It first explores the demographic landscape of Healdsburg, providing a snapshot of its residents and their diverse backgrounds. It then presents a comprehensive analysis of community feedback, utilizing both traditional qualitative methods and innovative text mining techniques to uncover key themes and aspirations. These findings paint a vivid picture of the community's desired Healdsburg Multicultural Center.

Finally, it translates these aspirations into concrete design mandates, offering a roadmap for creating a space that truly reflects and serves the needs of all Healdsburg residents. This report is a testament to the power of community engagement and collaboration, showcasing the potential for creating a truly inclusive multicultural center in Healdsburg.



This photo illustrates the site planning activity.

Healdsburg

Population & Demographics

Healdsburg, a town in the heart of Sonoma County, California, is a place where history, culture, and demographics converge to create a unique and dynamic community. It is critical to acknowledge that Healdsburg stands on the unceded ancestral lands of the Southern Pomo people, specifically the Kaiyao Pomo. This historical context underscores the importance of recognizing the profound connection between the land, its original inhabitants, and Healdsburg's identity today.

Healdsburg is home to a diverse population of over 11,000 residents. While the majority identify as White (65.64%), the town has significant Latine (27.82%) and mixed-race (7.38%) communities (See Table 1). It is important to recognize and value the presence and contributions of all residents, including the smaller but vital Asian, American Indian and Alaska Native, and Native Hawaiian and Pacific Islander populations. The presence of different sociocultural groups enriches Healdsburg's social fabric, shaping its cultural landscape.

A closer look at Healdsburg's demographic profile reveals important trends. The age distribution skews older, with over a quarter of residents aged 65 or older. This demographic characteristic has the potential to influence the types of services and amenities desired within the community. Additionally, a significant portion of residents

(15.23%) are foreign-born, indicating a rich history of immigration and cultural exchange that has undoubtedly contributed to Healdsburg's unique strength and character.

Housing presents a serious challenge, with a median home value exceeding \$900,000 and a median gross rent of over \$2,000. These factors play a significant role in the socioeconomic dynamics within the community, highlighting the need to address affordability and ensure equity and justice for all residents.

Creating a truly inclusive and representative Multicultural Center in Healdsburg necessitates a deep understanding of its unique demographic landscape. This involves acknowledging the

rich tapestry of cultures that contribute to the city's vibrant identity today, while also recognizing and honoring its indigenous roots.

TABLE 1. HEALDSBURG DEMOGRAPHIC OVERVIEW (US CENSUS BUREAU)

Characteristic	Statistic
White Alone, percent	65.64%
Black or African-American Alone, percent	0%
American Indian and Alaska Native Alone, percent	0.23%
Asian Alone, percent	1.91%
Native Hawaiian and Other Pacific Islander Alone, percent	0.24%
Other Race Alone, percent	18.19%
Two or More Races, percent	7.38%
Hispanic or Latine, percent	27.82%
Persons Under 5 Years, percent	4.67%
Persons Under 18 Years, percent	15.67%
Persons 65 Years or Older, percent	27.64%
Foreign-Born Persons, percent	15.23%
Owner-Occupied Housing Rate, percent	57.15%
Median Value of Owner-Occupied Housing Units	\$933,400
Median Gross Rent	\$2,167

Note: This table provides a snapshot of Healdsburg's population using data from the US Census Bureau. It includes information on racial and ethnic composition, age distribution, foreign-born population, and housing characteristics.

Socioeconomic Indicators

Healdsburg's relatively high median family income suggests a degree of affluence; however, a closer examination reveals socioeconomic complexities that affect residents' lives. For example, 8.7% of the population comprises non-citizens or undocumented individuals, who may encounter challenges accessing essential services and experience increased vulnerability due to their immigration status (See Table 2). In addition, 11.2% of residents identify as having a disability, underscoring the need for accessible and inclusive housing, transportation, and public spaces to ensure they can fully participate in wellness programs and community life.

A relatively high vacancy rate (14.6%) raises questions about housing affordability, seasonal residency patterns, or a potential mismatch between housing supply and demand. Investigating these factors is crucial to understanding the dynamics of Healdsburg's housing market and addressing potential challenges. With 42.9% of households being renter-occupied, policies that support renters' rights and housing stability become paramount. This includes prioritizing affordable housing options, implementing tenant protections, and establishing eviction prevention programs to safeguard vulnerable and marginalized residents.

Although the majority of households have access to computers and broadband internet (over 95%), maintaining digital equity and addressing any remaining digital divide is vital. Bridging this gap is essential to prevent disparities in access to information, education, employment opportunities, and other critical resources in an increasingly digital world.

Understanding these socioeconomic nuances is fundamental for effective community planning and resource allocation in Healdsburg. By recognizing and addressing these complexities, the community can strive to ensure that all residents, regardless of income, background, or ability, have the opportunity to thrive and enjoy health, wellness, and a high quality of life.

TABLE 2. SELECTED DEMOGRAPHIC AND SOCIOECONOMIC INDICATORS, HEALDSBURG (2022 ACS 1-YEAR SUPPLEMENTAL ESTIMATES)

Indicator	Value
Non-U.S. Citizens/Undocumented Persons	8.7%
People with a Disability	11.2%
Median Family Income	\$94,799
Vacant Households	14.6%
Renter-Occupied Households	42.9%
Households with a Computer	95.6%
Households with Broadband Internet	95.2%

Note: This table presents additional insights into Healdsburg's population using 2022 data. It highlights the percentage of non-citizens and undocumented persons, individuals with disabilities, median family income, and housing-related indicators such as vacancy rates and renter-occupied households. Additionally, it provides information on computer and broadband access within households.

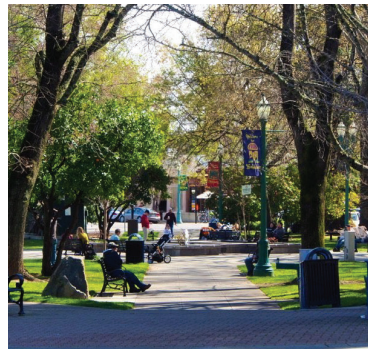
Wellbeing

City-wide data provides a valuable overview of Healdsburg, but a deeper understanding of resident well-being requires a more granular, neighborhood-level analysis. This approach can reveal hidden disparities and inform the development of targeted interventions to address specific needs and opportunities for improvement within distinct areas of the city. To better understand Healdsburg and its population, this report utilizes data from the Portrait of Sonoma's 2021 Update, focusing on three distinct Census Tracts within Healdsburg: North Healdsburg (1539.01), Central Healdsburg (1539.02), and Old Healdsburg (1539.03). Comparing key well-being indicators across these areas provides a more nuanced understanding of the challenges and opportunities facing each neighborhood.

A Tale of Three Neighborhoods

The tale of three neighborhoods analysis reveals stark disparities in well-being across Healdsburg's census tracts, painting a picture of distinct realities experienced by residents in different parts of the city (See Table 3). A granular analysis underscores the importance of moving beyond city-wide averages to understand the nuanced experiences of residents within specific neighborhoods.

- **Old Healdsburg:** This census tract emerges as the most advantaged area, boasting the highest scores in health and education. Residents here likely benefit from factors such as access to quality healthcare services and strong educational institutions. This translates to a higher overall quality of life and greater access to resources, contributing to better health outcomes, higher educational attainment, and increased economic stability.



Healdsburg Plaza in Old Healdsburg

- **North Healdsburg:** In stark contrast, North Healdsburg presents a concerning picture with the lowest scores in health and education. This indicates significant challenges faced by residents in this area, including potential barriers to accessing healthcare services and limited educational opportunities. These factors can contribute to poorer health outcomes and lower educational attainment potentially trapping residents in cycles of disadvantage.
- **Central Healdsburg:** This neighborhood occupies a middle ground, with strong health and education indices but the lowest income index. This suggests that while residents may have access to good healthcare and education, they may still face financial constraints or income inequality. This disparity highlights the complex

interplay between various well-being factors and underscores the need for a multi-pronged approach to address the unique challenges faced by residents in Central Healdsburg.

The disparities in well-being across Healdsburg's neighborhoods highlight the urgent need for targeted interventions and equitable resource allocation. By understanding the specific challenges and opportunities within each neighborhood, the city can develop tailored strategies to improve the quality of life for all residents.

TABLE 3. WELL-BEING INDICES BY CENSUS TRACT IN HEALDSBURG (PORTRAIT OF SONOMA, 2021)

Census Tract	Health Index	Education Index	Income Index
North Healdsburg	5.58	5.80	6.22
Central Healdsburg	6.67	6.12	4.93
Old Healdsburg	8.67	6.55	6.17

Note: This table presents Health, Education, and Income Indices for different census tracts within Healdsburg. These indices offer a comparative snapshot of well-being across these areas.

TABLE 4. HUMAN DEVELOPMENT INDEX (HDI) AND LIFE EXPECTANCY BY CENSUS TRACT IN HEALDSBURG (PORTRAIT OF SONOMA, 2021)

Census Tract	HDI	Life Expectancy (at Birth)
North Healdsburg	5.84	79.4
Central Healdsburg	5.91	82.0
Old Healdsburg	7.13	86.8

Note: This table shows the Human Development Index (HDI) and life expectancy at birth for different census tracts in Healdsburg. The HDI is a composite index measuring achievements in key dimensions of human development: a long and healthy life, access to knowledge, and a decent standard of living. Life expectancy at birth is an indicator of overall population health.

Human Development Index and Life Expectancy

Further analysis using the Human Development Index (HDI), a composite measure encompassing life expectancy, education, and income, reinforces the disparities observed across the three census tracts (See Table 4).

- **Old Healdsburg:** Leads with the highest HDI (7.13) and longest life expectancy (86.8 years), reflecting overall well-being.
- **North Healdsburg:** Has the lowest HDI (5.84) and shortest life expectancy (79.4 years), highlighting potential challenges related to socioeconomic factors, access to healthcare, and overall quality of life.
- **Central Healdsburg:** Falls in between, with an HDI of 5.91 and a life expectancy of 82 years, indicating room for improvement compared to Old Healdsburg.

See Table 4 for data.

Educational Attainment

Educational attainment levels in Healdsburg reveal significant disparities between neighborhoods, highlighting an unequal distribution of educational opportunities and resources across the city (See Table 5). These disparities have profound implications for residents' overall well-being, impacting their economic prospects, access to healthcare, and social mobility.

- **Old Healdsburg:** This neighborhood demonstrates the highest level of educational attainment, with a large proportion of residents holding a Bachelor's or Graduate/Professional degree and a very low percentage of those without a high school diploma. This suggests that residents in Old Healdsburg benefit from greater access to quality education from early childhood through higher education, potentially leading to better job prospects, higher incomes, and improved overall well-being.

- **North Healdsburg:** While still relatively high compared to national averages, North Healdsburg exhibits slightly lower educational attainment levels than Old Healdsburg. The percentage of residents with a Bachelor's or Graduate/Professional degree is lower, and the percentage without a high school diploma is slightly higher. This suggests that residents in North Healdsburg may encounter barriers to accessing or completing higher education, potentially limiting their economic opportunities and overall well-being.
- **Central Healdsburg:** This neighborhood presents the most concerning picture regarding educational attainment. It has the lowest percentage of residents with a Bachelor's degree and the highest percentage without a high school diploma. This disparity raises concerns about the quality of education and support systems available to residents in Central Healdsburg. It also suggests that residents may face significant challenges in pursuing higher education or even completing high school, potentially perpetuating cycles of economic hardship and limiting social mobility.

These stark differences in educational attainment across Healdsburg's neighborhoods underscore the urgent need for targeted interventions and investments to address these inequities.

TABLE 5. EDUCATIONAL ATTAINMENT AND ENROLLMENT PERCENTAGES IN HEALDSBURG BY CENSUS TRACT

Census Tract	Less Than High School (%)	Bachelor's Degree (%)	Graduate/Professional Degree (%)	Enrollment (%)
Old Healdsburg	3.7	51	17.7	75.1
North Healdsburg	5.9	44.6	14.4	72.8
Central Healdsburg	10	35.4	14.8	82.2

Note: This table presents Health, Education, and Income Indices for different census tracts within Healdsburg. These indices offer a comparative snapshot of well-being across these areas.

Median Earnings

Median earnings provide a stark illustration of the economic disparities that exist between Healdsburg's neighborhoods. These figures shed light on the financial realities faced by residents in different areas and underscore the need for targeted economic development initiatives (See Table 6).

- **North Healdsburg:** Has the highest median earnings (\$42,060), indicating a higher level of economic prosperity in this area.
- **Old Healdsburg:** Follows closely with median earnings of \$41,770, suggesting a similar level of economic well-being.
- **Central Healdsburg:** Reports the lowest median earnings (\$34,926), indicating a potential need for economic development and support in this neighborhood.

Understanding these economic disparities is crucial for community planning and resource allocation in Healdsburg. By recognizing these variations, the community can strive to ensure that all residents, regardless of their neighborhood, have the opportunity to thrive and enjoy a high quality of life.]

Racial and Ethnic Disparities

Analyzing well-being across Healdsburg's three census tracts – North Healdsburg, Central Healdsburg, and Old Healdsburg – reveals disparities that may disproportionately impact specific racial and ethnic groups. For instance, North Healdsburg, which has the lowest scores across health and education, also has a higher concentration of Latine residents. This suggests that Latine residents in this area may face greater challenges in accessing healthcare, educational opportunities, and also economic resources.

Furthermore, Central Healdsburg, with its lower income index despite strong health and education indices, may also reflect disparities experienced by specific racial or ethnic groups. A deeper investigation into the demographic composition of each census tract, alongside the well-being indicators, can shed light on potential racial and ethnic disparities that require targeted interventions.

This analysis of Healdsburg reveals a community rich in diversity and history, but also marked by socioeconomic disparities and unequal access to resources across its neighborhoods. Recognizing these disparities is crucial for creating a truly inclusive and equitable Multicultural Center.

TABLE 6. MEDIAN EARNINGS PER CENSUS TRACT

Census Tract	Median Earnings
Central Healdsburg	\$34,926
Old Healdsburg	\$41,770
North Healdsburg	\$42,060

Note: Table 6 presents the median earnings for the three census tracts in Healdsburg. North Healdsburg has the highest median earnings (\$42,060), followed by Old Healdsburg (\$41,770). Central Healdsburg has the lowest median earnings (\$34,926). These figures indicate a disparity in income levels across different areas of the city.

Methodology

Data Collection: A Community-Driven Approach



This photo depicts *On the Margins'* listening session at Alliance Medical Center

The Healdsburg Multicultural Center Project was deeply committed to incorporating the community's voice at every stage. To achieve this goal, the project adopted a mixed-methods approach grounded in Community-Based Participatory Research (CBPR) principles. This ensured that the community's needs and aspirations not only were considered but actively shaped the research questions, focus, and ultimate direction of the HMCP.

To gather rich and comprehensive data, the project employed two primary methods:

Survey Cards: These cards provided a structured yet open-ended format, allowing community members to express their thoughts, ideas, and priorities for the Healdsburg

Multicultural Center in their own words. This method facilitated broad participation and captured a wide range of perspectives (See Figure 1).

Listening Sessions: Recognizing the value of in-depth dialogue, the project conducted 8 listening sessions in diverse community settings between January and October 2024. These sessions fostered open conversations and allowed for a deeper exploration of community needs and aspirations. See Appendix A for the list of protocol questions that guided the conversation.

This multi-faceted approach, involving 129 participants, ensured that diverse voices, including those from potentially marginalized groups, were heard and valued.



Figure 1. Survey Card Structure, see also Appendix B.

Data Analysis: A Multi-Dimensional Perspective

A robust mixed-methods approach, integrating both quantitative and qualitative analysis techniques, was employed to gain a comprehensive understanding of the community's vision for the Healdsburg Multicultural Center. This multi-faceted approach ensured that the findings were both data-driven and deeply rooted in the lived experiences and aspirations of community members.

Quantitative Analysis:

- **Text Mining:** Advanced computational text mining techniques were applied to analyze the survey card responses. This involved leveraging sophisticated algorithms to sift through the text data, identify key words, phrases, and recurring themes, and ultimately quantify the most frequently expressed needs and priorities. This approach provided a valuable overview of the prevalent topics and concerns within the community.

Qualitative Analysis:

- **Thematic Analysis:** A rigorous qualitative methodology known as thematic analysis was employed to delve deeper into the meaning behind the community's input. This involved a systematic process of reviewing both the survey card responses and detailed notes from the listening sessions to identify, analyze, and report patterns (themes) within the data. This approach facilitated a critical and systemic inquiry, allowing the researchers to uncover the underlying meanings, beliefs, and values expressed by community members, providing rich context to the quantitative findings.



The photograph depicts the researcher alongside the results of the analysis. The design mandates are displayed on the right, while a word cloud visualization of the survey responses is featured on the left.

- **Demographic Calculations:** Standard statistical software (e.g., Excel) was utilized for demographic calculations, providing a clear picture of the community's composition and needs.

By combining these analytical approaches, the HMCP gained a multi-dimensional perspective and a nuanced understanding of the community's vision for the Healdsburg Multicultural Center. This ensured that the final recommendations were not only data-driven but also deeply rooted in the lived experiences and aspirations of the community, ultimately contributing to a more relevant and impactful Healdsburg Multicultural Center.

A summary of the survey card analysis procedure is described in Table 7 below:

TABLE 7. STEP BY STEP DATA ANALYSIS PROCESS (PICKRELL & DOMINGUEZ, 2024)

1. Careful Data Entry and Cleaning:

- All survey responses were meticulously typed into a spreadsheet, ensuring accuracy and correcting any typos or grammar mistakes.
- Responses were sorted by language (English or Spanish) to ensure clear understanding.
- To protect participant privacy, any identifying information was removed.

2. Analyzing the Data:

- Quantitative analysis: Specialized computer programs were used to analyze word frequency, phrase frequency, and recurring themes. Demographic data was also analyzed to ensure representation.
- Qualitative analysis: Responses were thoroughly reviewed to identify common themes and patterns. Computer programs were used to create visual representations of the data, such as word clouds and network diagrams, to aid in understanding the overall picture.

3. Text Mining (Using Computers to Find Meaning in Words):

- A Python script was used to analyze the text in the survey responses.
- English and Spanish responses were separated.
- Common word pairs (bigrams) were identified in each language.
- Word clouds were created to visualize frequently mentioned words and ideas.
- Word types (nouns, verbs, adjectives) were analyzed to understand expression styles.
- Network diagrams were created to visualize connections between different ideas.
- Topic modeling was used to discover the main topics emerging from the responses.

Findings, Conclusions, and Confirmations

Demographics

Listening session participants were diverse, with over 90% identifying as Latine, and representation from Mixtec, Triqui, White, and Asian/Pacific Islander communities. The majority of respondents were female (65%), with 34% identifying as male and 1% as non-binary. Almost all respondents who provided their location indicated a zip code of 95448 or wrote in "Healdsburg."

The listening session participants were also diverse in age, with the largest group being middle-aged adults between 40 and 50 years old, but also included representation from young adults, seniors, and various cultural backgrounds (See Figure 2).

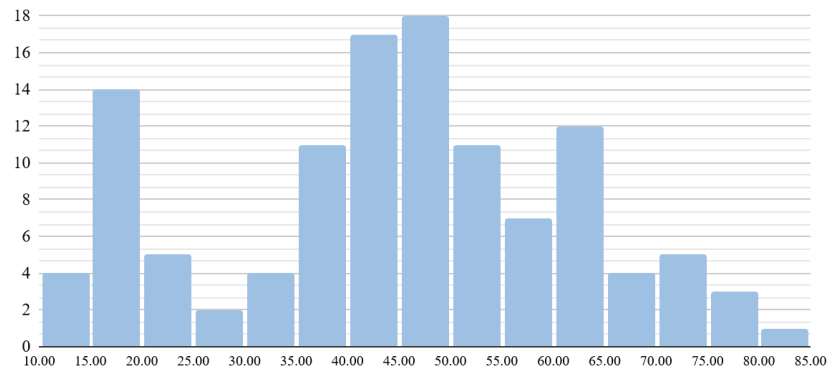


Figure 2. Age Histogram

Conclusions from Survey Cards and Listening Sessions

In conclusion, the eight listening sessions proved instrumental in capturing the authentic voice of the Healdsburg community. Through meticulous documentation and careful analysis of the qualitative data by Corazón Healdsburg, Alliance Medical Center, and On the Margins, recurring themes and priorities emerged, crystallizing into the "10 Design Mandates." These mandates are:

1. **Multi-generational Spaces for Movement and Play:** Spaces designed for physical well-being for all ages, including multipurpose sports fields, exercise areas, and play spaces for children and youth.
2. **Community Kitchen/Cafeteria:** A community-led kitchen/cafeteria fostering culinary skills, shared meal preparation, and access to healthy, affordable food.
3. **Collaborative Mural Art:** Partnerships with Healdsburg artists and community members, especially from LGBTQIA+ and BIPOC communities, to co-create murals celebrating cultural diversity and empowerment.
4. **Sensory-Aware Design:** Spaces offering varying levels of sensory engagement, from vibrant and stimulating to quiet and calming, to accommodate individual preferences.
5. **Spaces for Creative Expression:** Dedicated areas for community-led arts, crafts, and music, emphasizing cultural traditions and the therapeutic benefits of creativity.
6. **Environmental Justice:** A commitment to sustainability, featuring native plants, traditional medicinal plants, and edible gardens. The design should reclaim and restore natural spaces historically taken from BIPOC communities.
7. **Lifelong Learning Hub:** A center for intergenerational learning and career development, offering academic support, life skills training, career/technical education, and resources for literacy, GED preparation, and certifications.
8. **Community Gathering Spaces:** Flexible spaces designed to foster community interaction, gatherings, and cross-cultural connection. Support for community-led events, celebrations, and shared activities.
9. **Computer Access and Digital Literacy:** On-site computers and technology education, including coding classes, accessible to all community members.
10. **Access, Autonomy, Accountability, and Justice:** The center must be physically and financially accessible to all, with community voices central to its design and operation. A commitment to mutual accountability and justice for underserved communities in Healdsburg.

Preferred Location

When asked about the ideal location for the Healdsburg Multicultural Center, participants overwhelmingly favored integrating it into the existing Healdsburg Community Center at 1557 Healdsburg Ave, Healdsburg, CA 95448.

This strong preference stemmed from several factors:

- **Familiarity and Comfort:** The existing Community Center is already a familiar and welcoming space for many residents, fostering a sense of comfort and belonging.
- **Increased Feasibility:** Participants recognized that leveraging the existing site would make the project more feasible and efficient, allowing for a quicker realization of the Multicultural Center.
- **Centralized Community Hub:** Integrating the Multicultural Center into the existing Community Center creates a centralized hub for diverse programs and services, promoting greater access and community interaction.

By choosing this location, the community envisions a vibrant and inclusive space that builds upon existing resources and strengthens community connections.



This photo is from the initial design workshop held at the Healdsburg Community Center.

Design Workshops Based on Design Mandates

To bridge the gap between community aspirations and architectural realities, the design team orchestrated two interactive workshops. The first workshop, held in September 2024, served as a platform to gather community feedback on potential architectural designs and delve deeper into how the community's vision could be seamlessly integrated into the existing Healdsburg Community Center site.



The images showcase a range of design possibilities explored by the architecture firms for this project.

A key component of this workshop was the "dot polling" activity, which allowed residents to visually express their preferences for various design options by placing colored stickers on posters. This interactive exercise provided the architects with immediate, quantifiable feedback, giving them valuable insights to guide their decision-making.

Building on the foundation established in the first workshop, the second workshop in November 2024 delved into specific architectural and landscape design elements. Residents actively participated in a site planning activity, generating creative ideas for the center's layout, functionality, and aesthetic appeal.

Future Directions

The architects are currently immersed in the process of translating the community's aspirations into tangible design concepts for the Healdsburg Multicultural Center. They are diligently analyzing the wealth of feedback gathered from the two community workshops, paying close attention to the preferences expressed through the "dot polling" activity. This valuable input is shaping their decision-making as they refine the design and ensure it aligns with the community's vision.

Their current focus is twofold:

1. Master Plan Concept: The architects are developing a comprehensive master plan that outlines the overall design and layout of the center. This preliminary plan encompasses various aspects, including:

- **Building Placement:** Strategically positioning the main building and any auxiliary structures to optimize flow and functionality.
- **Parking and Accessibility:** Designing accessible parking areas and pathways that cater to individuals of all abilities.
- **Walkways and Circulation:** Creating a pedestrian-friendly environment with clearly defined walkways and intuitive circulation patterns.
- **Landscaping and Outdoor Spaces:** Integrating green spaces, native plants, and gathering areas that foster a sense of community and connection with nature.
- **Amenities and Features:** Incorporating key amenities such as the community kitchen, multi-purpose spaces, and technology areas in a way that maximizes their usability and accessibility.

This master plan concept serves as a blueprint for the project, guiding decision-making and ensuring that the final design effectively meets the diverse needs of the community.



The image shows one group's site plan that influenced the Master Plan Concept.

2. 3D Model Perspective: To further enhance visualization and refine the design, the architects are creating a 3D model of the Healdsburg Multicultural Center. This digital representation allows them to:

- **Explore Aesthetics:** Experiment with different architectural styles, materials, and color palettes to achieve an aesthetically pleasing and culturally relevant design.
- **Evaluate Functionality:** Assess the flow and functionality of spaces, ensuring they meet the intended purpose and accommodate various activities and events.
- **Communicate Effectively:** Share a tangible representation of the design with stakeholders, facilitating communication and fostering a shared understanding of the project's vision.

By meticulously crafting the master plan concept and 3D model perspective, the architects are taking concrete steps to bring the community's dream for the Healdsburg Multicultural Center to life.



VISIONING SESSIONS

TWO PUBLIC WORKSHOPS LEAD BY GORING & STRAJA ARCHITECTS
AND CARDUCCI ASSOCIATES IN OCTOBER AND NOVEMBER, 2024

Workshop #01

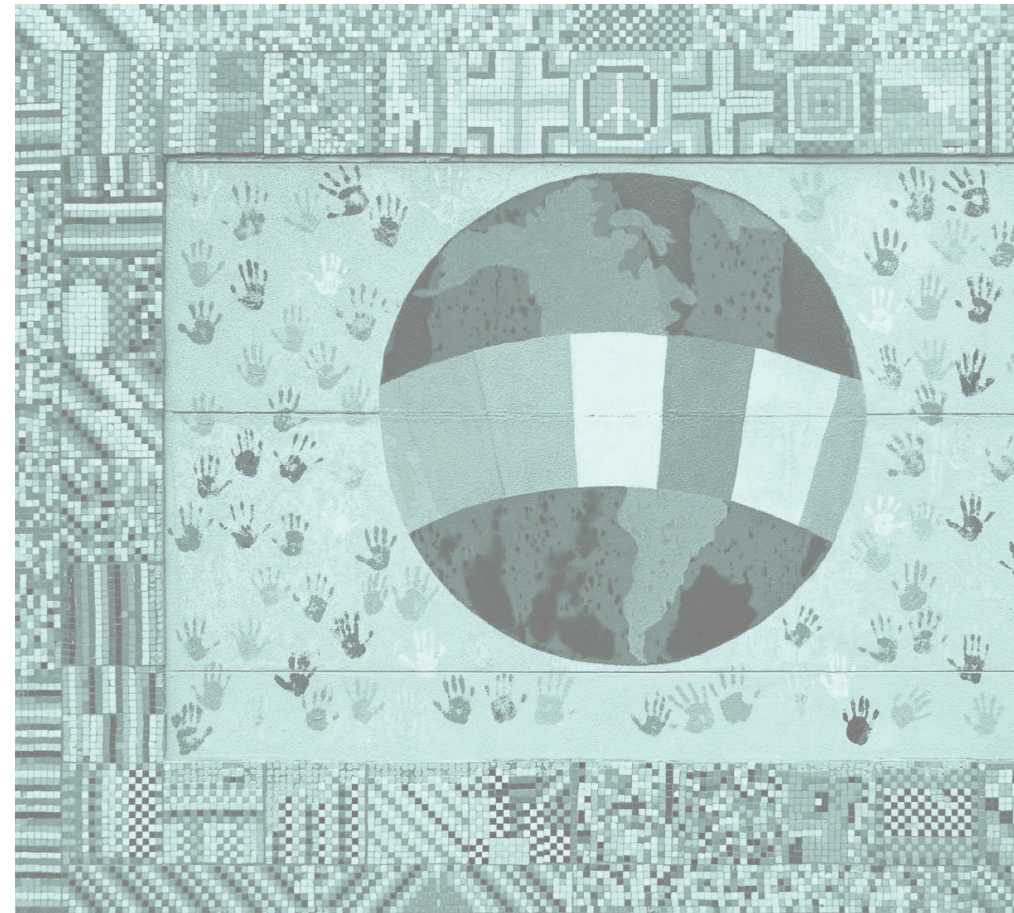
Drawing from the Listening Sessions

As was previously mentioned in the On the Margins (OTM) report, the firms of Goring & Straja Architects and Carducci Associates (Design Team), were engaged to further the community's vision for the Healdsburg Multicultural Center. The Design Team's intent was to build upon the the information and data gathered at the eight "Listening Sessions by introducing two "Visioning Session" Workshops to engage with the community directly. OTM provided the Design Team with an "Architect Design Suggestions Report" which summarized the data collected at the previous Listening Sessions to assist them with preparing for the Workshops.

After reviewing the report, the Design Team determined that there were eight distinct Programmatic Spaces the community described for their ideal Multicultural Center:

- Quiet Study / Reading Spaces
- Music Room
- Life Skills / Career Support Spaces
- Multipurpose Room
- Community Kitchen
- Arts & Crafts Room
- Study Spaces
- Classrooms

The Design Team developed image boards consisting of photographs they felt could best describe options for each of the eight Programmatic Spaces. In addition, they developed image boards representing the ten Design Mandates which also had multiple photographic images of options for each of the Design Mandates.



The mural above is currently displayed in the west courtyard of the existing community center. The participatory and community oriented nature of it serves as inspiration for the HMCP process.

Site Context and Dot Polling

Workshop #01 was held on October 16, 2024 at the Healdsburg Community Center Multipurpose Room. It was attended by over 50 members of the community. Bi-lingual materials and a translator were provided at the Workshop to ensure inclusion. A Context Map, Existing Conditions Plan and Plan of the Existing Community Center were presented to orientate the community with the facility. After review of the eight Programmatic Spaces and ten Design Mandate Programming Imagery Boards, the community was provided with colored “dots” and asked to place them on the images (photographs) of Spaces / Mandates that resonate with them. It was a lively exercise and participants enjoyed the opportunity to “vote” for the photographs that best represented their vision for the future Multicultural Center. It should be noted that several participants would gather around a specific board and discuss as a group why a specific photograph was the best representation.



In addition to Dot Polling, a “Comments Board” was made available to solicit input from the community to further describe their vision for the Multicultural Center not be represented in the Programmatic Spaces or Design Mandates image boards.

The following page shows the context map of Healdsburg that was printed at large scale for reference during Visioning Session 1, to illustrate relationships between the existing Community Center site and other public amenities and points of interest within Healdsburg.

Above: Three participants pose during the activity.
Top left: Landscape architect William Fee joins attendees on an optional walk of the Community Center site prior to the workshop.

Top Right: The number of stickers an image receives illustrates how important the ideas within it are to the community who voted.
Opposite: Attendees participate in dot polling.



Located in the heart of picturesque Sonoma Wine Country, Healdsburg is known for its world-class wine quality of some of the century America with the ambience of a European country. Founded in 1862, Healdsburg is located 100 miles north of San Francisco on Highway 101. Home to approximately 11,200 residents, the City encompasses 4,1 square miles and enjoys a mild climate with average temperatures ranging from 70 to 90 degrees in the summer and 30 to 60 in the winter.

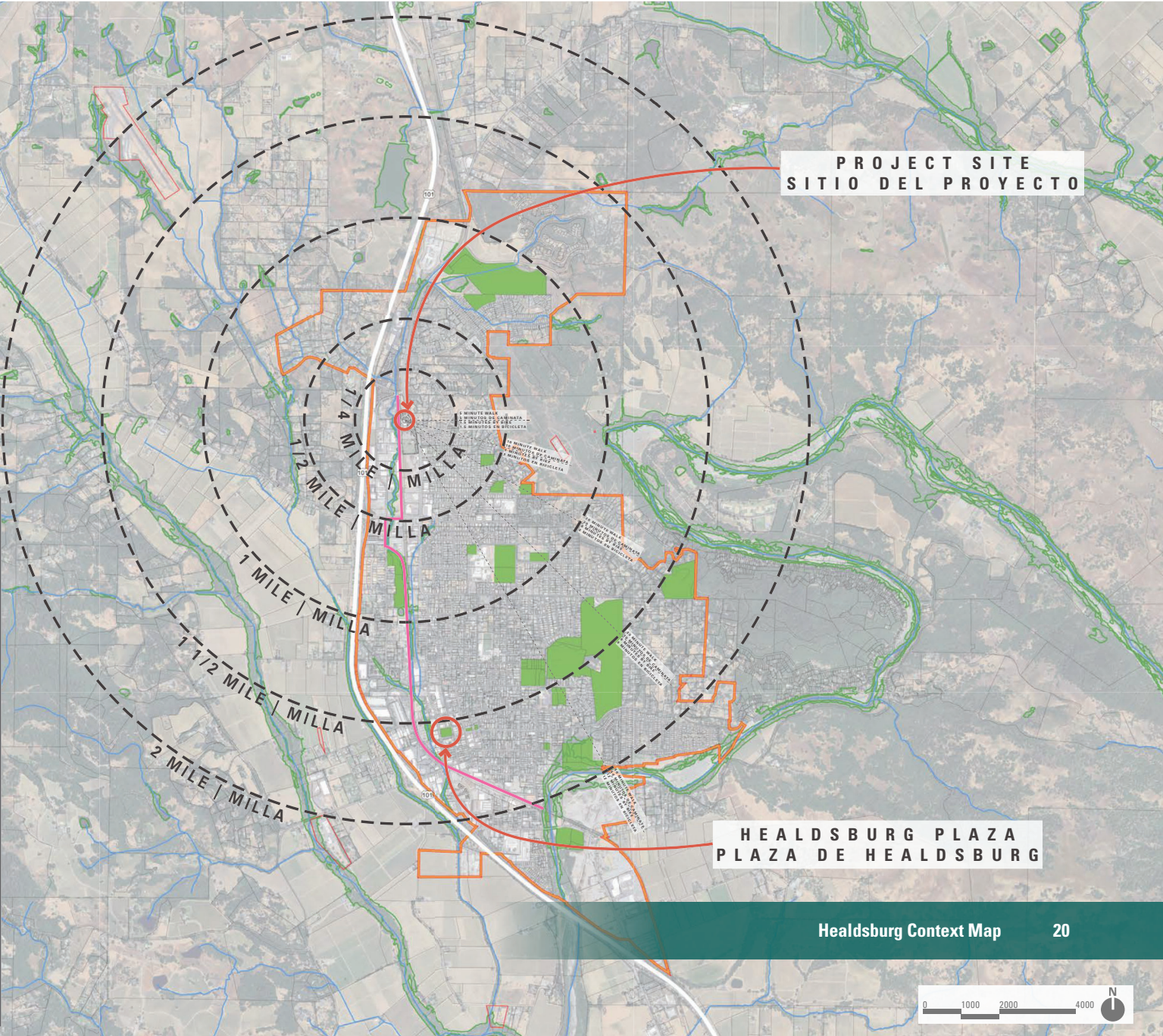
Cycling is an ideal way to explore the city and enjoy scenic views of the valley. The city is a great place to ride, with many scenic routes and a variety of terrain. The city is a great place to ride, with many scenic routes and a variety of terrain. The city is a great place to ride, with many scenic routes and a variety of terrain.

The City of Healdsburg is a vibrant community that encourages the benefits of cycling and many of its residents are avid cyclists. The City's comprehensive bicycle and pedestrian plan development encourages bicycling as an alternative to personal vehicle use. The City's comprehensive bicycle and pedestrian plan development encourages bicycling as an alternative to personal vehicle use. The City's comprehensive bicycle and pedestrian plan development encourages bicycling as an alternative to personal vehicle use.



Map Legend

Map Features	Bicycle Facilities and Other Recommended Roadways	Vehicle Traffic
● Bicycle Path	● Green Lane	● Local Road
● Bicycle Lane	● Green Lane with Shared Space	● Major Road
● Shared Use Path	● Green Lane with Shared Space	● High-Speed
● Shared Use Path	● Green Lane with Shared Space	● High-Speed
● Shared Use Path	● Green Lane with Shared Space	● High-Speed



HEALDSBURG MULTICULTURAL CENTER

Existing Community Center Site Plan

The site plan below was presented as a 36" x 72" print for Visioning Sessions 1 and 2, to show the full spread of the long and narrow site of the existing Community Center.



LEGEND

- FOSS CREEK PATHWAY CAMINO DE FOSS CREEK
- RR TRACKS VIAS DEL TREN
- STORM DRAIN EASEMENT & STORM WATER ACCESO PARA DRENAJE DE AGUAS DE LLUVIA
- TRAFFIC LIGHT SEMAFORO
- VEHICULAR ENTRY & EXIT ENTRADA Y SALIDA VEHICULAR
- 20' WIDE FIRE ROAD CAMINO CONTRA INCENDIOS DE 20 PIES DE ANCHO
- PROGRAM ROOM SALA DE PROGRAMAS
- RESTROOM BAÑO

HEALDSBURG MULTICULTURAL CENTER

Existing Site Conditions

The existing Healdsburg Community Center is owned and operated by the City of Healdsburg. It was a former elementary school. It is adjacent to Foss Creek and the Foss Creek Bikeway, an abandoned railroad right-of-way that connects to Central Healdsburg. The Community Center fronts Healdsburg Avenue. The site is bordered by mature trees on the south and east. West of the site is a large grove of mature native oak trees in the Foss Creek riparian corridor. Between Foss Creek and the site is the abandoned railway and the Foss Creek Bikeway. The site is about 10 acres and includes three distinct areas:

1. a **central campus** of one-story buildings,
2. **south of the campus buildings** is a multiuse hardcourt with basketball courts, a children's play area, an abandoned community garden, and an adjacent multiuse natural grass sports field that accommodates baseball and soccer,
3. and a small **undeveloped area in the north** portion of the site

The central campus buildings are occupied by the City of Healdsburg Community Services Department, Corazón Healdsburg, Alliance Medical Center and a YMCA childcare facility. The campus also includes a Multipurpose Building with a kitchen, a community meeting room and several classrooms that are available for rental use. The buildings and rooms are connected by covered outdoor corridors. Situated between the various rooms and covered outdoor corridors are three mostly paved courtyards. The courtyard next to the Multipurpose Room includes a sunken amphitheater. The two other courtyards are unprogrammed and have few trees or plants.



Area 1: view of entrance on north side of central campus, looking south.



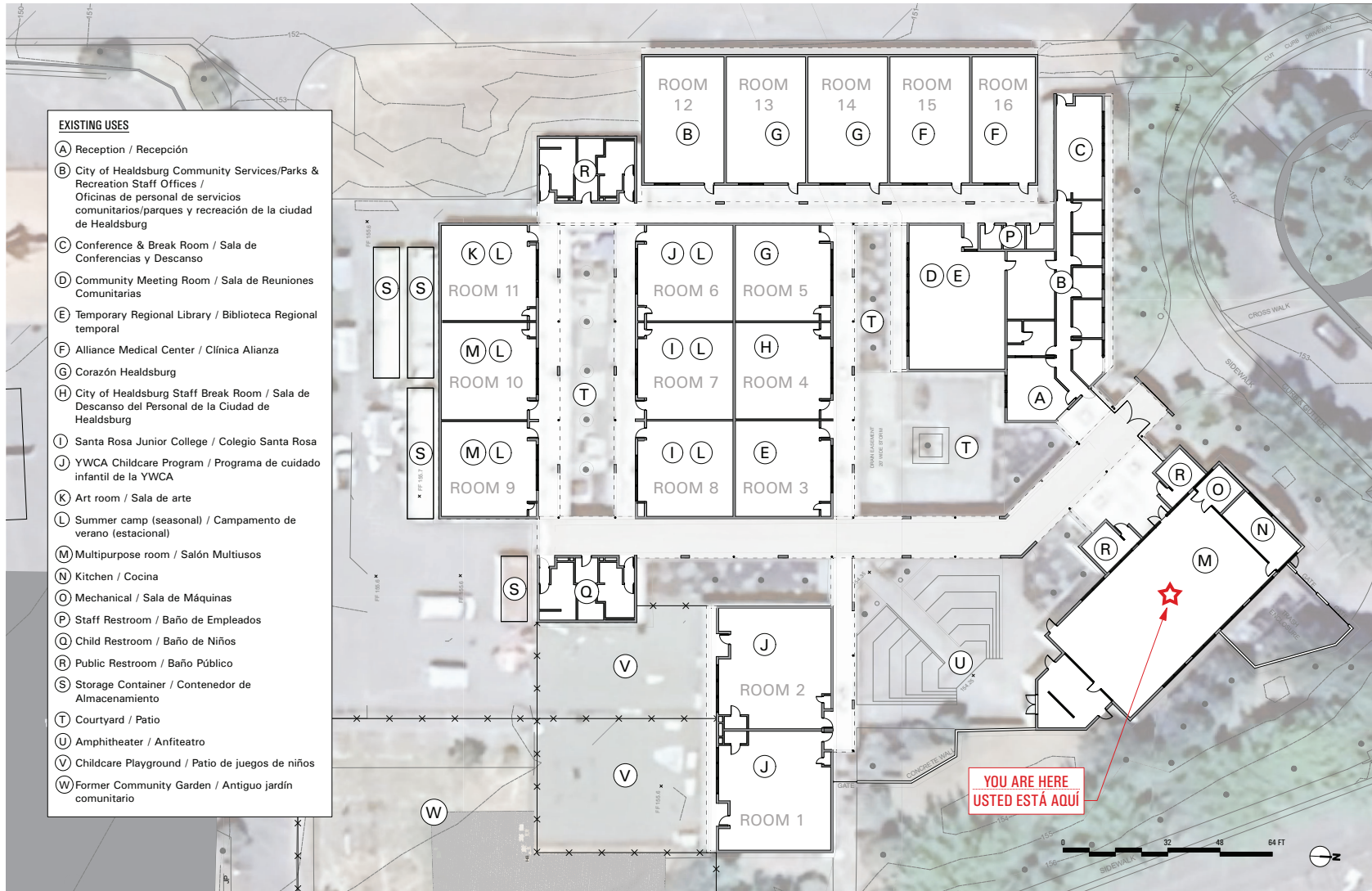
Area 2: view of vast blacktop and soccer fields south of central campus, looking south.



Area 3: view of undeveloped north area; looking south from start of Foss Creek Bikeway at Grove St.

HEALDSBURG MULTICULTURAL CENTER

Existing Community Center
Enlarged Plan



This drawing was printed at large scale (1" = 10'-0") for reference during Visioning Session 1. Both of the Visioning Sessions were held in the Multipurpose Room, indicated by a red star.

HEALDSBURG MULTICULTURAL CENTER

Dot Polling Data Analysis Process

Rank - #1 of 8 total: 67

Program: Community Kitchen

Tulum outdoor kitchen	26.5
Hackney kids kitchen	25.5
outdoor banquet dining	4
grandma cooking	4
industrial open kitchen	4
Nordic cafeteria	3

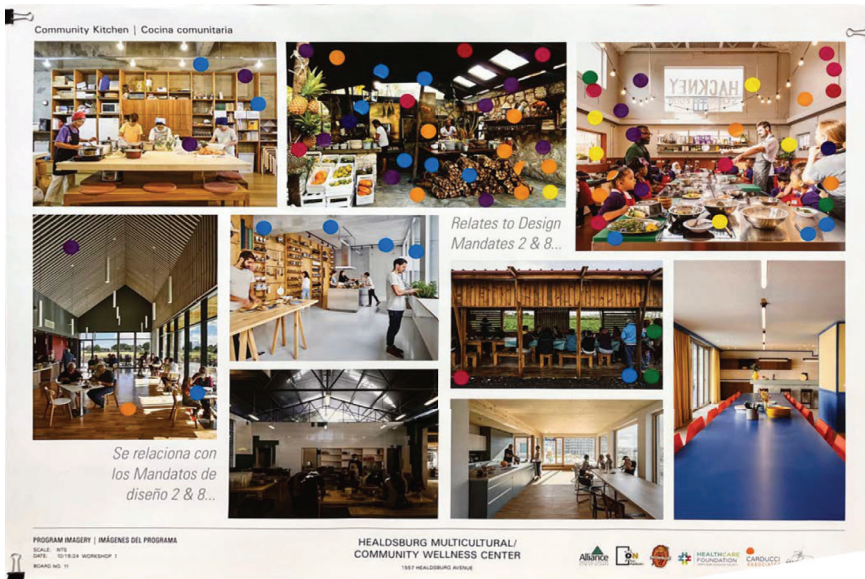
INDOOR/OUTDOOR, FAMILY FRIENDLY, OPEN, LOTS OF STORAGE

Rank - #2 of 8 total: 60

Program: Music Room

CDMX dance hall	18
TEDx-esque bean bags	14
black and white rehearsal room	10
red vibey recording studio	10
other vibey recording studio	5
dugout practice room	1
frames and guitar	1
mobiles and xylophones	1

PLAYFUL LIGHT/MAT'L INSTALLATION, LARGE OPEN SPACE, CONVERTIBLE FOR DANCE /PERFORMANCE / REHEARSAL /LISTENING, PERFORMANCE ACOUSTICS



HEALDSBURG MULTICULTURAL CENTER

Dot Polling Data Analysis Process

Rank - #3 of 8 total: 38

Program: Study Spaces

tech computer lab	24
plywood booths	9
colorful Wework cafe	3
japandi cubicles	1
banquet cafe	1

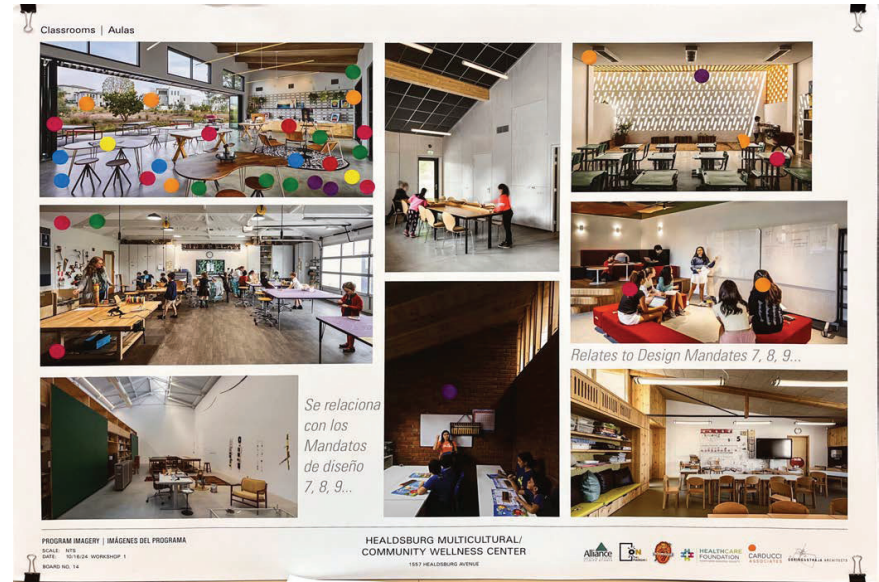
FOCUSED ATMOSPHERE, TASK LIGHTING, FLEXIBLE TABLES/BAR TOPS, OPTION TO COLLAB, HIGH-TECH COMPATIBLE, SOME DESKTOP STATIONS

Rank - Tied for #4 of 8 total: 35

Program: Classrooms

indoor/outdoor open classroom	25
techy kid classroom	3
exposed brick with clerestory windows	1
white board/mod furniture	2
brise soleil with green desks	4

LIGHT, OPEN, MODULAR/ FLEXIBLE, OPEN UP TO OUTDOOR



HEALDSBURG MULTICULTURAL CENTER

Dot Polling Data Analysis Process

Rank - Tied for #4 of 8 total: 35

Program: Multipurpose Room

basketball pavilion	9
colorful glass lobby	7
ping pong	7
indoor hillside	5
glass presentation	3
colorful fabric	2
nighttime pavilion	2

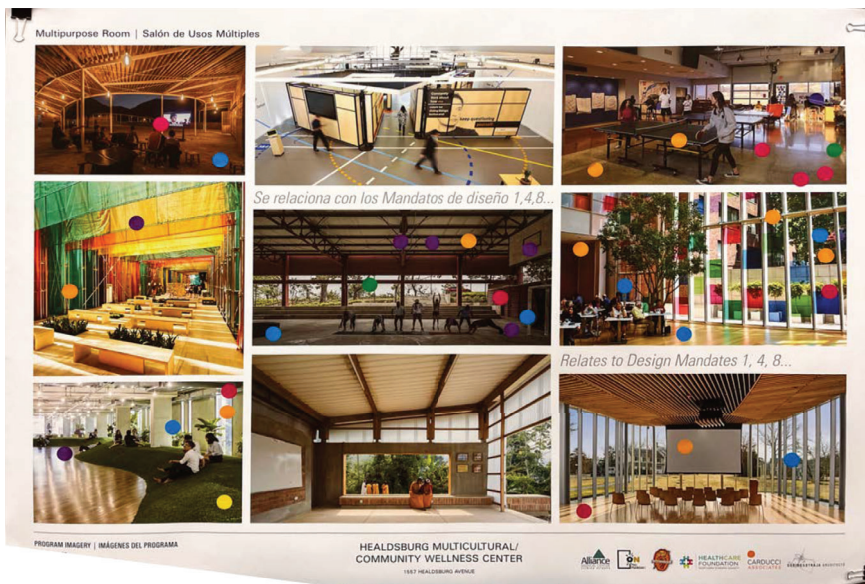
COLORFUL, INDOOR/OUTDOOR OR
AT LEAST LOTS OF NAT'L LIGHT +
VIEWS, GAMES, PRIORITIZE
PLAYFULNESS

Rank - Tied for #6 of 8 total: 31

Program: Life Skills/Career Support Spaces

CDMX concrete computer lab	17
materials lab with glass ceiling	6
sewing lab	4
'millennial pink' board room	2
chat circle mural	2

LIGHT, OPEN SPACE, HIGH
TECH-COMPATIBLE/ PRIORITY



HEALDSBURG MULTICULTURAL CENTER

Dot Polling Data Analysis Process

Rank - Tied for #6 of 8 total: 31

Program: Arts & Crafts Room

sewing lab with floor mural	11
loom	7
colorful coloring table	4
techy maker space	3
peg board maker space	3
clay studio with large windows	2
double height art studio	1

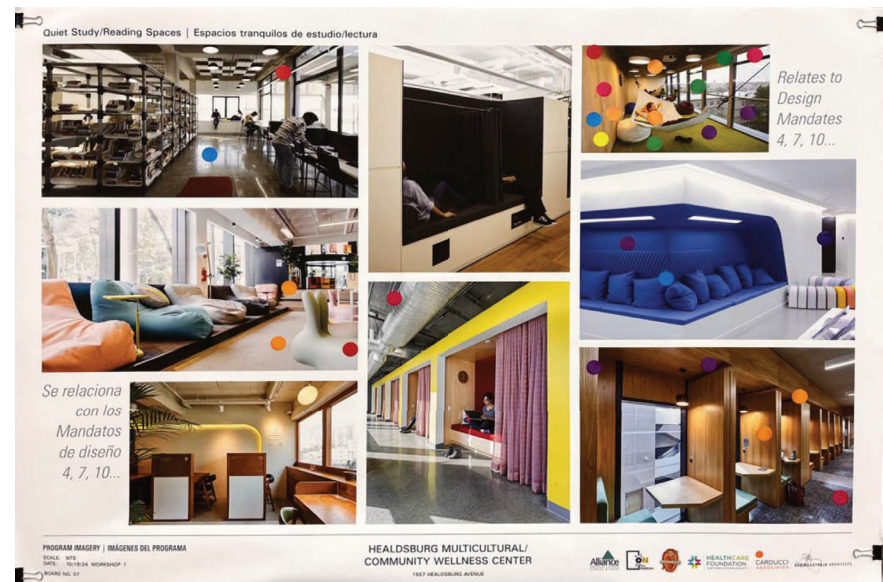
COLORFUL, FIBER-ARTS
FOCUSED, FLEXIBLE/
CONVERTIBLE

Rank - #8 of 8 total: 27

Program: Quiet Study/Reading Spaces

hammock	13
university library cubbies	5
bean bags	3
space age booth	3
techy research library	2
curtain cutout	1

OPTION TO GET REAL COMFY,
PLAYFUL FURNITURE, PARTIAL
PARTITIONS



HEALDSBURG MULTICULTURAL CENTER



Rank - #1 OUT OF 10 total: 91

Design Mandate 1: Multipurpose, Intergenerational Movement Spaces

zumba	30
basketball	16
Don Biddle play structure	11
colored asphalt with activities	11
Marina fitness blue square	9
yoga	9
lawn/field	7
music play	3
swings and playground	3
nature play	1
pickleball & Don Biddle hammocks	0

ACTIVE, COLORFUL
PROGRAMMING, MOVING
YOUR BODY, MULTI-
GENERATIONAL ACTIVITIES



Rank - #2 OUT OF 10 total: 57

Design Mandate 8: Community Building Spaces

outdoor nightlife group event the barn	31
stage with community watching	12
movie watching	11
outdoor colorful plaza parking lot	5
colorful plaza	5
community food table	2
outdoor food event	1
outdoor seating blue & yellow chairs	0

PARTY, NIGHTLIFE, LIVELY,
COLORFUL, VIBRANT,
MINGLING, COMMUNITY,
ENGAGING

HEALDSBURG MULTICULTURAL CENTER



Rank - #3 OUT OF 10 total: 48

Design Mandate 4: Mixed Sensory Engagement

outdoor seating and stage	16
fountain	10
peaceful shade structure	6
a bunch of activities on blacktop	5
rainbow statement structure	5
hummingbird and bees	4
mosaic water fountain	1
wild planting and seat benches	1
person alone in serene garden	0

LIVELY, LOUD,
STIMULATING, ENGAGING,
MINGLING

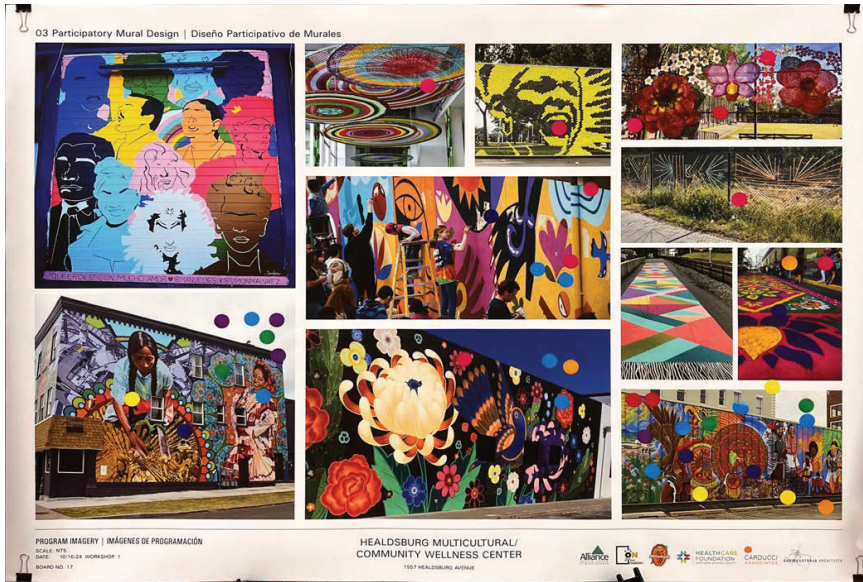
Rank - #4 OUT OF 10 total: 42

Design Mandate 5: Arts, Crafts, Music

musicians singing on stage	17
lady with loom	7
classical Mexican fancy dancing	7
community dancing and classical dressing up	4
tiny crafts area for kids	3
cultural indigenous dancing	2
community painting craft night	2
face painting & tribal classic dressing up	0

MUSIC, ROOTS, CLASSIC,
CULTURAL PRIDE,
GENERATIONAL, ART,
HANDS-ON

HEALDSBURG MULTICULTURAL CENTER



Rank - #5 OUT OF 10 total: 41

Design Mandate 3: Participatory Mural Design

historical mural powerful	15
lady with basket	9
people painting interactive	5
flowers painted	3
flowers on chain link fence	3
cultural pattern colorful sidewalk	3
Healdsburg chainlink fence	1
basket weave ceiling	1
lady screaming fence	1
train track painted sidewalk & LGBTQ+ mural	0

STORYTELLING,
HISTORICAL, MEMORIAL,
CULTURAL PRIDE



Rank - #6 OUT OF 10 total: 39

Design Mandate 2: Community Kitchen and Cafeteria

cultural kitchen/adobe style	11
lush greenery outdoor seating/eating area	8
colorful rainbow outdoor kitchen/seating	6
outdoor picnic/tree canopy	5
outdoor grilling	4
rustic barn outdoor kitchen	3
outdoor produce	1
outdoor market	1
veggie theme outdoor kitchen & tamale making	0

TRADITIONAL, COLORFUL,
PLANTS, TEXTURE,
EXCITING

HEALDSBURG MULTICULTURAL CENTER



Rank - #7 OUT OF 10 total: 37

Design Mandate 6: Environmental Justice

- ethnobotanical garden 21
- outdoor educational garden 5
- educational signage showing indigenous history and use of plants 5
- learning stewarding from indigenous people 3
- community stewarding of native plants 3
- pruning plants 0

PLANTS THAT REMIND
THEM OF HOME,
STEWARDSHIP ROOTS,
EDUCATIONAL
IMPORTANCE

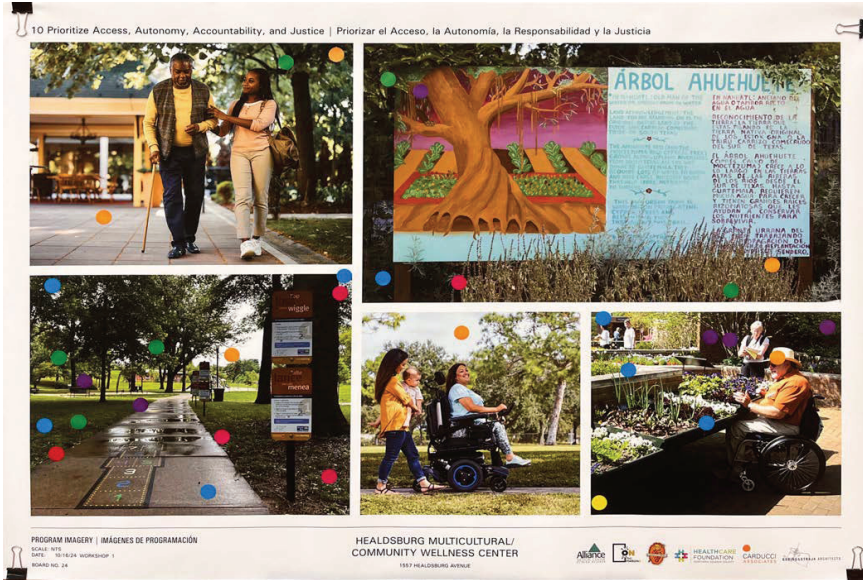
Rank - #8 OUT OF 10 total: 33

Design Mandate 7: Multifaceted Educational Support

- outdoor children nature learning 8
- outdoor community group session 8
- indoor/outdoor hybrid computer space 7
- lady weaving basket 5
- outdoor library 3
- clay brick making 2
- historian/docent talking about trees 0

DEDICATION TO
LEARNING, CULTURAL
PRACTICES AND
IMPORTANCE

HEALDSBURG MULTICULTURAL CENTER



Rank - #9 OUT OF 10 total: 32

Design Mandate 10: Prioritize Access, Autonomy, Accountability and Justice

bilingual signage/walking path	14
ada accessible planters and engagement in surroundings	8
land acknowledgement	6
walking loop	3
ada accessible path	1

WALKING, ACCESSIBLE
WAYFINDING AND
SIGNAGE, ACCESSIBLE
PHYSICAL SPACES,
ACKNOWLEDGING THE
LAND AND ITS PEOPLE



Rank - #10 OUT OF 10 total: 29

Design Mandate 9: Computer Access and Education

nighttime view of solar seating kids after school	11
computer solar orange bench	7
computer station surrounded by nature and flowers	7
outdoor charging station	2
bench with charging pedestal	2
white high tech outdoor computer space	0

CAN BE PLACED
ANYWHERE, DEDICATION
TO LEARNING,
ACCESSIBILITY TO
CHARGING SOURCES,

Dot Polling — Comments Board

The hand-written comments left on the open-ended comments board are as follows:

I WOULD LIKE TO SEE ARTS AND CRAFTS, BUT THEY BRING IN PEOPLE FROM DIFFERENT CULTURES AND WE GET TO DO DIFFERENT TYPE OF THING. LIKE BASKET WEAVING OR JUST AN ARTIST WHO WANTS TO SHOW PEOPLE HOW TO DRAW
SALÓN PARA BAILE - FOLKLÓRICO, HIP HOP, DISCO, ETC.
HOLIDAY/COMMUNITY EVENTS, EVERYONE COMES TOGETHER. EX: EASTER OR HALLOWEEN
I WANT THERE TO JUST BE HANGOUT SPOTS TOO; I WANT THERE TO BE RECREATIONAL ACTIVITIES LIKE GAMING ROOMS, POOL TYPE OF CLUB THING, STUFF LIKE THAT
POP UP FOOD TRUCK EXPERIENCE
I WOULD LIKE THEME PARK
TEMAZCAL BAÑOS DE VAPOR
TEMAZCAL
I WOULD LIKE TO SEE SOMETHING LIKE INDOOR SPORTS FACILITIES OR LIKE A TRAINING/ GYM CENTER; AS FOR THE GENERAL LOOK OF EVERYTHING I DON'T WANT IT TO LOOK TOO MODERN. I WANT IT TO HAVE A SORT OF RELAXED FEELING BUT ALSO BE VIBRANT

Note: These comments are shown in the language they were written in.



Workshop #02

Results Revealed

Workshop #02 was also at the Healdsburg Community Center Multipurpose Room on November 24, 2024. After a brief recap, the Design Team presented the Dot Polling results for the Programmatic Spaces and Design Mandate images. The standout images were the most popular images that were reviewed and selected at the first Visioning Session. Each Programmatic Space was represented in the Dot Polling Results board. Similar to the Word Clouds, the standout images were increased or decreased in size according to the number of dot polling votes a specific image received. What emerged from this exercise was the opportunity for the Design Team to define “Commonalities” amongst the eight Programmatic Spaces and ten Design Mandates:

Programmatic Space Commonalities:

- Close Relationship between Indoor & Outdoor
- Family Oriented
- Traditional Building Techniques & Materials
- Fiber Arts priority for Craft Space
- Playfulness, Festivity
- Flexibility of Space & Technology

Design Mandate Commonalities:

- Food, Music and Dance
- Exercise in Natural Setting “Green Exercise”
- Access to Nature and Ethnobotanical Plants
- Education and Access to Technology
- Multigenerational and Traditional
- Art Representing Cultural Heritage



The entrance to the existing Community Center at 1557 Healdsburg Ave.

Dot Polling Results — Programmatic Favored Imagery & Commonalities

The presentation board below was printed large format as 36"x72" and distributed as an 11"x17" handout to Visioning Session 2 participants.

THE STANDOUT IMAGES | LAS IMÁGENES DESTACADAS:

Shown are the most popular images from each of the programmatic imagery boards reviewed during the first Visioning Session.

Se muestran las imágenes más populares de cada uno de los tableros de emisión programática revisados durante la primera sesión de visión.

THE LARGER THE IMAGE, THE MORE DOTS IT RECEIVED INDIVIDUALLY
 CUANTO MÁS GRANDE LA IMAGEN, MÁS PUNTOS RECIBIÓ INDIVIDUALMENTE



PROGRAMS | PROGRAMAS:

Listed in order of most to least dots received during Visioning Session 1 Dot Polling.

Enumerados en orden de mayor a menor número de puntos recibidos durante la encuesta de puntos de la sesión de visión 1.

- 1 COMMUNITY KITCHEN | COCINA COMUNITARIA
- 2 MUSIC ROOM | SALA DE MÚSICA
- 3 STUDY SPACE | ESPACIOS DE ESTUDIO
- 4 CLASSROOM | AULAS
- 5 MULTIPURPOSE SPACE | SALÓN DE USOS MÚLTIPLES
- 6 LIFE SKILLS/CAREER SUPPORT SPACE | ESPACIOS DE APOYO PROFESIONAL/HABILIDADES PARA LA VIDA
- 7 ARTS & CRAFTS SPACE | SALA DE ARTES Y MANUALIDADES
- 8 QUIET STUDY/READING SPACE | ESPACIOS TRANQUILOS DE ESTUDIO/LECTURA



COMMONALITIES | PUNTOS COMUNES:

Architectural themes consistent across much of your feedback.
 Temas arquitectónicos consistentes en gran parte de sus comentarios.

CLOSE RELATIONSHIP BETWEEN INDOOR & OUTDOOR
 RELACIÓN CERCANA ENTRE INTERIOR Y EXTERIOR

FAMILY ORIENTED
 ORIENTADO A LA FAMILIA

TRADITIONAL BUILDING TECHNIQUES & MATERIALS
 TÉCNICAS Y MATERIALES DE CONSTRUCCIÓN TRADICIONALES

FIBER ARTS PRIORITY FOR CRAFT SPACE
 LAS ARTES DE FIBRA, PRIORIDAD PARA EL ESPACIO DE MANUALIDADES

PLAYFULNESS, FESTIVITY
 DIVERSIÓN, FESTIVIDAD

FLEXIBILITY OF SPACE & TECHNOLOGY
 FLEXIBILIDAD DE ESPACIO Y TECNOLOGÍA

Dot Polling Results — Design Mandate Favored Imagery & Commonalities

The presentation board below was printed large format as 36"x72" and distributed as an 11"x17" handout to Visioning Session 2 participants.

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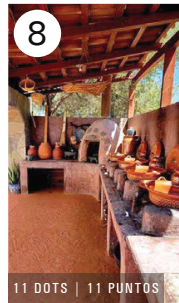
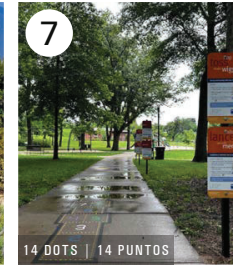
Se muestran las imágenes más populares de cada uno de los tableros de imágenes programáticas revisados durante la primera sesión de visión.

PROGRAMS | PROGRAMAS:

Listed in order of most to least dots received during Visioning Session 1 Dot Polling.

Enumerados en orden de mayor a menor puntos recibidos durante el sondeo de puntos de la sesión de visión 1.

- 1 **LARGE COMMUNITY GATHERING PAVILION | GRAN PABELLÓN DE REUNIÓN COMUNITARIA**
(08 COMMUNITY BUILDING SPACES | 08 ESPACIOS PARA EL DESARROLLO COMUNITARIO)
- 2 **"ZUMBA" MULTIPURPOSE EXERCISE SPACE | ESPACIO DE EJERCICIO MULTISUSOS "ZUMBA"**
(01 MULTIPURPOSE, INTERGENERATIONAL MOVEMENT SPACES | 01 ESPACIOS MULTISUSOS DE MOVIMIENTO INTERGENERACIONAL)
- 3 **ETHNOBOTANICAL GARDEN | JARDÍN ETNOBOTÁNICO**
(06 ENVIRONMENTAL JUSTICE | 06 JUSTICIA AMBIENTAL)
- 4 **MUSIC PERFORMANCE SPACE | ESPACIO DE INTERPRETACIÓN DE MÚSICA**
(05 ARTS, CRAFTS, MUSIC | 05 ARTES, MANUALIDADES, MÚSICA)
- 5 **STAGE AND SEATING | ESCENARIO Y ASIENTOS**
(04 MIXED SENSORY ENGAGEMENT | ESTIMULACIÓN SENSORIAL MIXTA)
- BASKETBALL | BALONCESTO**
(01 MULTIPURPOSE, INTERGENERATIONAL MOVEMENT SPACES | 01 ESPACIOS MULTISUSOS DE MOVIMIENTO INTERGENERACIONAL)
- 6 **HISTORICAL MURAL | MURAL HISTÓRICO**
(03 PARTICIPATORY MURAL DESIGN | 03 DISEÑO PARTICIPATIVO DE MURALES)
- 7 **WALKING PATH WITH BILINGUE SIGNAGE | SENDERO CON SEÑALIZACIÓN BILINGÜE**
(10 PRIORITIZE ACCESS, AUTONOMY, ACCOUNTABILITY, AND JUSTICE | 10 PRIORIZAR EL ACCESO, LA AUTONOMÍA, LA RESPONSABILIDAD Y LA JUSTICIA)
- 8 **PLAY STRUCTURE AND PAVEMENT ACTIVITIES | ACTIVIDADES DE ESTRUCTURA DE JUEGO Y PAVIMENTO**
(01 MULTIPURPOSE, INTERGENERATIONAL MOVEMENT SPACES | 01 ESPACIOS MULTISUSOS DE MOVIMIENTO INTERGENERACIONAL)
- CULTURAL KITCHEN | COCINA CULTURAL**
(02 COMMUNITY KITCHEN AND CAFETERIA | 02 COCINA Y CAFETERÍA COMUNITARIAS)
- OUTDOOR TECH STATION | ESTACIÓN TECNOLÓGICA AL AIRE LIBRE**
(09 COMPUTER ACCESS AND EDUCATION | 09 ACCESO A LA COMPUTADORA Y EDUCACIÓN)
- 9 **OUTDOOR LEARNING SPACES | ESPACIOS DE APRENDIZAJE AL AIRE LIBRE**
(07 MULTIFACETED EDUCATIONAL SUPPORT | APOYO EDUCATIVO MULTIFACÉTICO)



COMMONALITIES | PUNTOS EN COMÚN:

Landscape themes consistent across much of your feedback:
Temas de paisaje consistentes en gran parte de sus comentarios:

FOOD, MUSIC, AND DANCE
COMIDA, MÚSICA Y BAILE

EXERCISE IN NATURAL SETTING "GREEN EXERCISE"
EJERCICIO EN ENTORNO NATURAL "EJERCICIO VERDE"

ACCESS TO NATURE AND ETHNOBOTANICAL PLANTS
ACCESO A LA NATURALEZA Y PLANTAS ETNOBOTÁNICAS

EDUCATION AND ACCESS TO TECHNOLOGY
EDUCACIÓN Y ACCESO A LA TECNOLOGÍA

MULTIGENERATIONAL AND TRADITIONAL
MULTIGENERACIONAL Y TRADICIONAL

ART REPRESENTING CULTURAL HERITAGE
ARTE REPRESENTANTE DEL PATRIMONIO CULTURAL

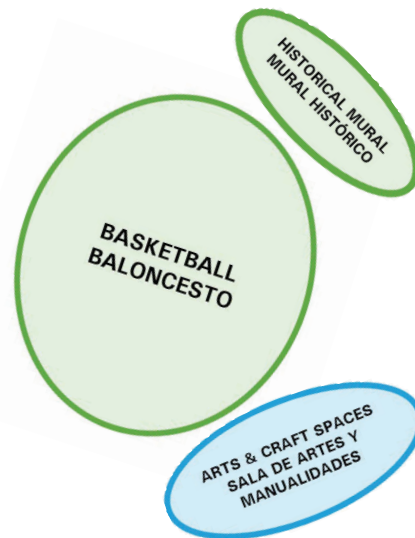
A Community Charrette

During the second half of Workshop #02, participants were divided into six groups. Each group consisted of 8-10 persons plus a design facilitator and bi-lingual colleague. The groups gathered around an existing Site Plan of the facility and were provided with transparent representations of the Programmatic Spaces and Design Mandates for the participants to overlay over the existing Site Plan as a "Space Planning Activity". Each group's final "Site Plan" was recorded.

It is the hope of the Design Team that as the project moves forward, the Dot Polling Results, Commonalities and Site Plan options will inform and influence the design for the future Multicultural Center.



Group 6 hashes out some possibilities with landscape architect Carly Behncke.



Ellipses with site elements (green) or interior programs (blue) were printed on acetate to overlay the site plan. Write-ins were purple.



Group 1 poses at their table in the existing Multipurpose Room of the Community Center after completing their site planning activity. Architect Douglas Thornley (standing) joined their table.

Detailed Summary of Notes per Charrette Group

Group 1:

- Provide Community Gathering Space in north undeveloped site
 - Increase parking
 - Increase trees along Healdsburg Avenue
 - Provide Arts + Crafts space (infill southwest adj to portables or adjacent to Community Gathering Space)
 - Provide an indoor soccer facility
 - Provide a proper exterior soccer pitch
- Provide a Temazcal at either end of the property (ensuring privacy)
 - Provide exterior lighting at existing sports field (for night use)
 - Provide outdoor learning spaces adjacent to sports field
 - Provide an outdoor track (for sports) around sports field
 - Preserve current (health) services

Group 2:

- Mostly programming
- Table two placed acetate programs overtop of where they are existing in order to 'lock them in' and preserve their programs.
- Table two came up with so many of their own programs that they used all of the purple open ended ellipses and more plain trace paper.

Group 3—Scheme 1:

- ▶ Community Center
 - Use existing rooms in the community center for quiet activity. le: Use existing MPR for quiet study
 - Have noisy activities on the south side of the community center. le: Music room located on south side of community center
- Rearrangement of room use inside the existing community center
 - Locate historic mural on free-standing wall east of the existing amphitheater
- ▶ South of Community Center
 - Locate ethnobotanical garden at location of former garden. Locate community kitchen west of the ethnobotanical garden and outdoor

cultural kitchen south of the ethnobotanical garden.

- Locate large community gathering structure in southwest corner of hardcourt. Include outdoor music performance and stage with seating
 - Provide indoor soccer, basketball and gym venue at location of existing basketball courts
 - Expand one bay of parking into lawn
 - Include walking paths
 - Use hardcourt for Zumba, play structure and pavement activity
- ▶ Undeveloped Parcel
 - Outdoor learning, Outdoor tech station and Sweat House

Group 3— Scheme 2:

- ▶ Community Center
 - Use existing rooms in the community center for noisy activity. le: Use existing MPR for performance space
 - Have quiet activities on the south side of the community center. le: classrooms and quiet study

- Rearrangement of room use inside the existing community center
- Locate historic mural on free-standing wall east of the existing amphitheater

- ▶ South of Community Center
 - Locate ethnobotanical garden at location of former garden. Locate community kitchen west of the ethnobotanical garden and outdoor cultural kitchen south of the ethnobotanical garden.
 - Locate large community gathering structure in southwest corner of hardcourt. Include outdoor music performance and stage with seating
 - Provide indoor soccer, basketball and gym venue at location of existing basketball courts
 - Include walking paths
 - Use hardcourt for Zumba, play structure and pavement activity

- ▶ Undeveloped Parcel
 - Outdoor Learning, Outdoor tech station and Sweat House
 - Music room

Group 4:

- "All in the short term" note added at the end -
- at the zoomed-out diagram level, this group chose to maintain the 'indoor' program where the building is and the 'outdoor' programs where the open space/fields are. -
- exceptions: the community kitchen away from the existing building, adjacent to the open space/large gathering space; the addition of a pool at the site of the current baseball fields. -
- the existing athletic fields have been taken over by other programming. -
- the live music/food truck programs on the north site were a last minute addition because there was confusion as to whether this was, in fact, part of the parcel. this demonstrates excitement about this location though these are short term measures.

Group 5:

- Passionate about preserving parking lot space
- Excited about having the Pool and the Temazcal adjacent to each other
- Considering splitting field up into new areas, keeping some lawn for programs such as zumba,

nature play, and a gathering pavilion (potential for an artificial turf field)

- Walking path with bilingual signage adjacent to/going through the ethnobotanical garden
- Mention of indoor soccer
- Mural to be placed on existing building to accentuate the space



Three of the five groups creating site plans during Visioning Session 2

Group 6:

- Noted how important parking is to maintain and expand where possible due to the overflow during events/soccer games. Not willing to lose trees for parking.
- General interest was more in programming and how to use un-used space in the community center quickly and effectively for what the community needed: Financial Support, Life Skills Youth Support, Art-Making Spaces, Dance Class, Event Hall.
- Liked the idea of re-using former garden area for the Ethnobotanical Garden and also align it with outdoor learning spaces so it can support educational activities to the garden as well.
- The hardcourt area adjacent to the field is very important not only for parking during overflow

events, but for the youth. Re-stripping or adding color to the pavement for creating new activities seemed of interest. Keeping basketball was a must, but there was an idea that it could be a covered soccer space as well.

- Activating Foss Creek Pathway with fitness Stations, Cultural Plants for interest and signage that could provided measured increment information or educational signage about ornamental plants that tell a story about the regions of their native countries
- Murals could be placed on any open wall space
- General excitement about creating an large event space in the undeveloped parcel for parties, music events, and impromptu food park. Parking was noted of importance, and could be placed at furthest corner where entry from adjacent road could be easy.

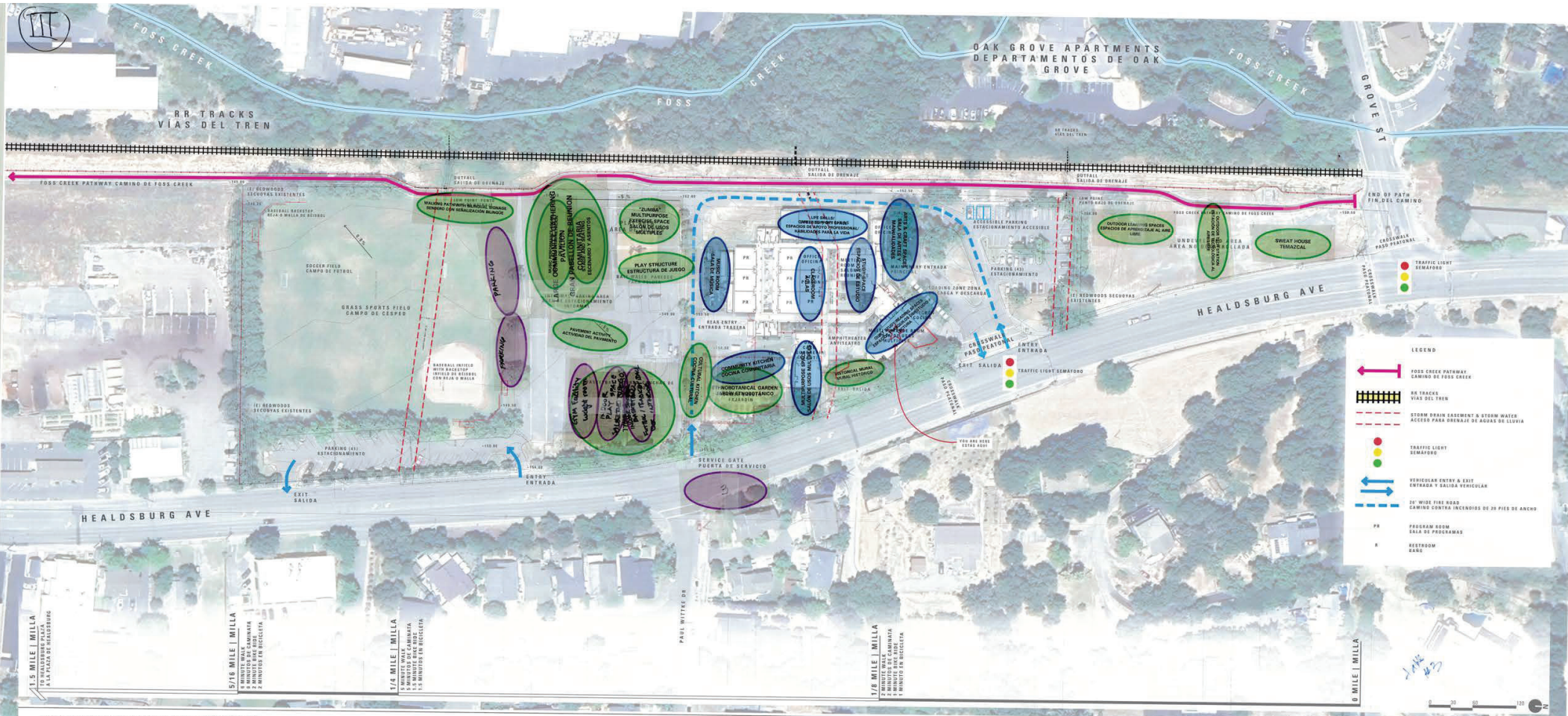
After the breakout session, an **open discussion** was started to bring the groups back together. The summary of notes are as follows:

- a place for events/ music (Event Hall for rent)
- An indoor soccer area - year round, all-weather sports complex
- Currently they have to travel to Sports Complex in Santa Rosa (Sports City)
- Fitness stations, plants and signage along existing walkway to amplify that experience
- A location for Food trucks (similar to Mitote Food Park in Santa Rosa)
- Providing spaces for technology and financial education
- Art making spaces for the local artisans to create and sell their work
- Spaces for dance classes/music classes
- Varying degrees for access of youth activities - indoor and outdoor
- Funding for sports usages
- Community Center
- Use existing rooms in the community center for quiet activity. le: Use existing MPR for quiet study
- Have noisy activities on the south side of the community center. le: Music room located on south side of community center
- Rearrangement of room use inside the existing community center
- Locate historic mural on free-standing wall east of the existing amphitheater
- Prefer to put effort into programming + healthcare and not the building.
- Provide spaces for Arts + Crafts (space for weaving), indoor soccer, dancing; outdoor gym/exercise equipment; proper Soccer Field; Training Facility for Soccer Teams; Arts + Crafts program for children; Music programming; Resiliency Center capability. Provide funds for Soccer Program, child activities (ballet, dance, etc).

Mostly programming and not design (with exception of Indoor Soccer, Training Facility and Resiliency Center).

HEALDSBURG MULTICULTURAL CENTER

Site Planning Activity — Group 3 Plan 1



HEALDSBURG MULTICULTURAL CENTER

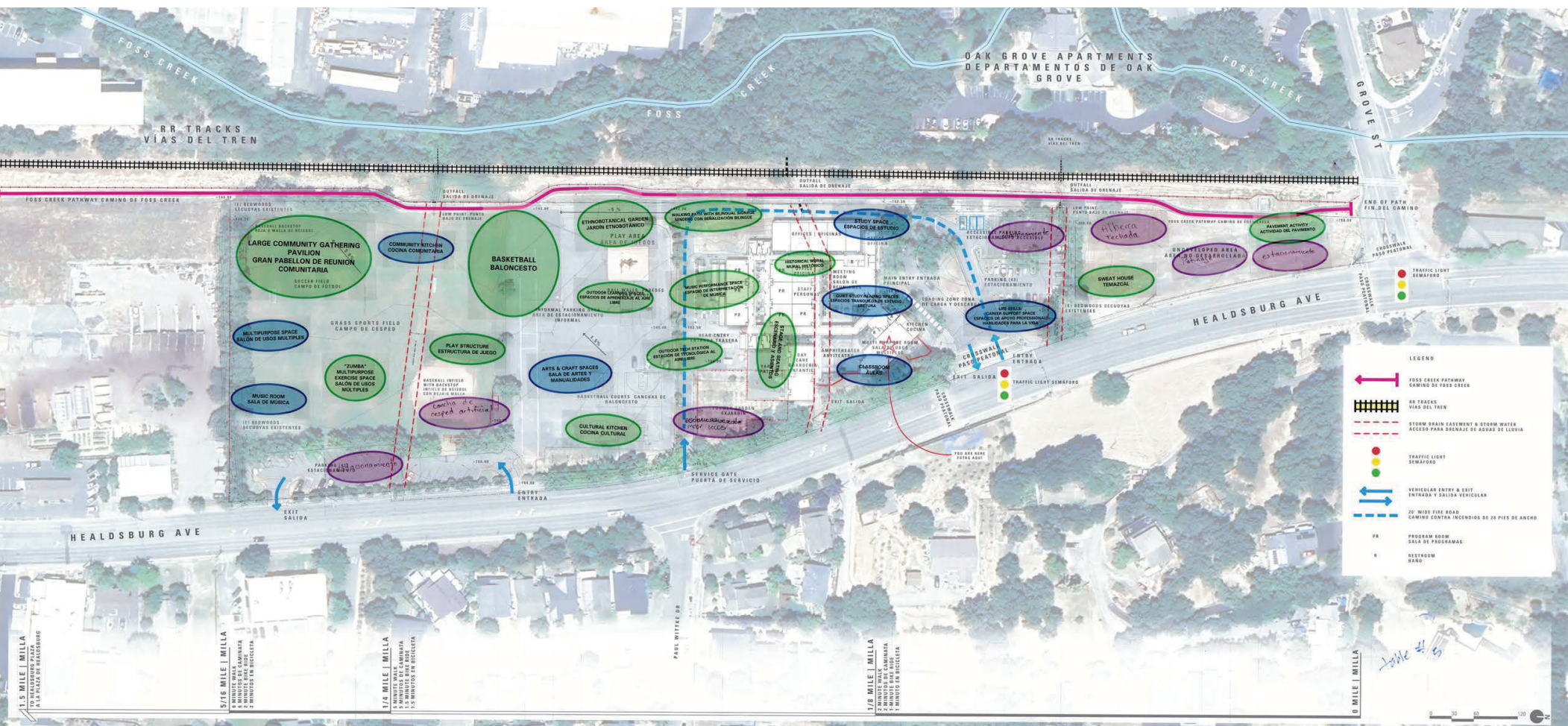
Site Planning Activity — Group 4 Plan



VISIONING SESSIONS

HEALDSBURG MULTICULTURAL CENTER

Site Planning Activity — Group 5 Plan



VISIONING SESSIONS