

Empowering South Park: Connecting the Community to Resources



The South Park Beat Team:

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South Park Project Description

- Conducted community needs assessment
- Developed online "South Park Resource Guide"
- Created paper version in English and Spanish
- Presented and demonstrated online resource guide to South Park Coalition
- Administered survey at South Park Coalition meeting
- Distributed resource guide to community on multiple days
- Participated in a neighborhood resource fair
- Conducted an evaluation

South Park

Community Assessment

- It is estimated 175,861 people live in the City of Santa Rosa with 3,190 people residing in the South Park neighborhood (U.S. Census Bureau, 2022a)
- 72% of residents are Latinx (U.S. Census Bureau, 2022).
- South Park has been designated as an *equity priority* area, due to the residents being in the lowest 25th percentile for socioeconomic status, and in the highest percentile for people of color (M. Burgis, personal communication, November 6, 2024).

Community Partner



**South Park
Community Building
Coalition**



Project Development/Implementation

Residents in the South Park neighborhood are unaware of how to access available community resources.



Methods of Evaluation

Quantitative methods were used to assess how accessing the South Park Resource Guide improved knowledge, build skills, and shaped perceptions.

These include:

- Tally process used to assess number of paper copies of resource guide distributed at resource fair
- Survey data collected
- Website visitor count using Google Analytics used to track number of hits to website

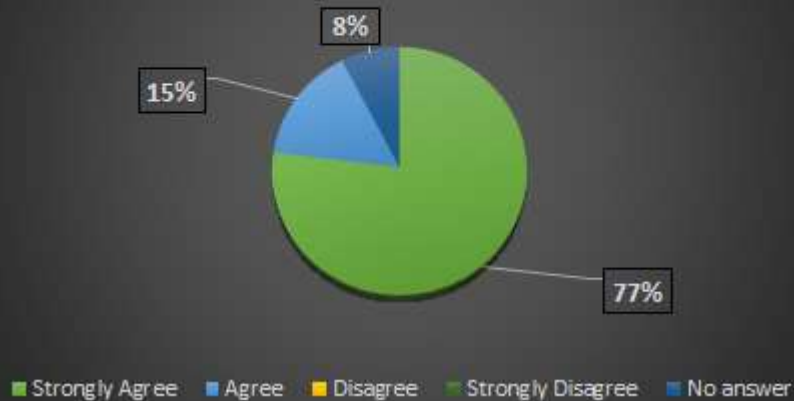
Summary of Key Findings of Evaluation

- A total of 13 participants attended the South Park Coalition meeting on 03/19/2025 and completed the survey:
 - Knowledge: 77% of attendees strongly agreed and 15% agreed because of the presentation, they are more knowledgeable about how to find information about community resources using the website.
 - Skills: 69% of attendees strongly agreed and 23% agreed that they gained more skills on how to navigate the community resource website.
 - Perceptions: 77% of attendees strongly agreed and 23% agreed they are more likely to use the website to find out about community resources.

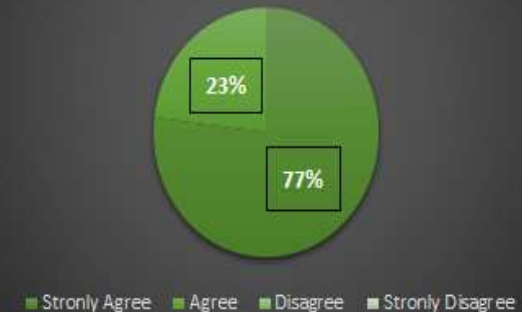
Knowledge, Skills & Perceptions

South Park Coalition Survey results:

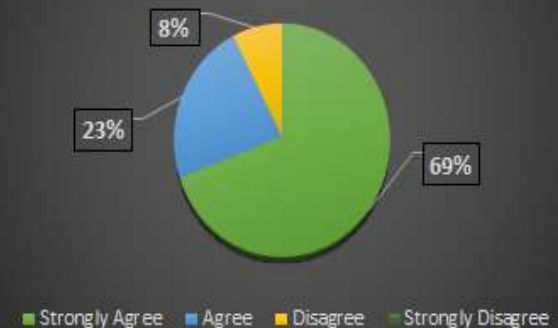
As a result of this presentation, I am more knowledgeable about how to find out information about community resources using the website.



As a result of this presentation, I am more likely to use the website to find out about community resources

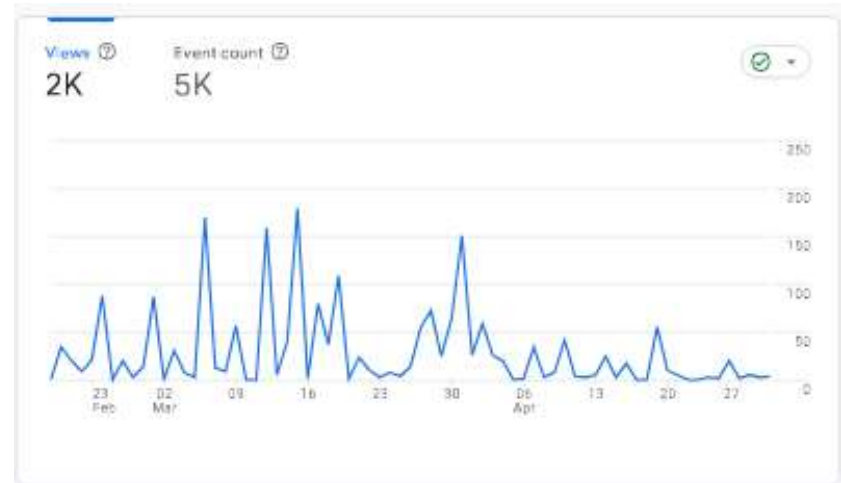
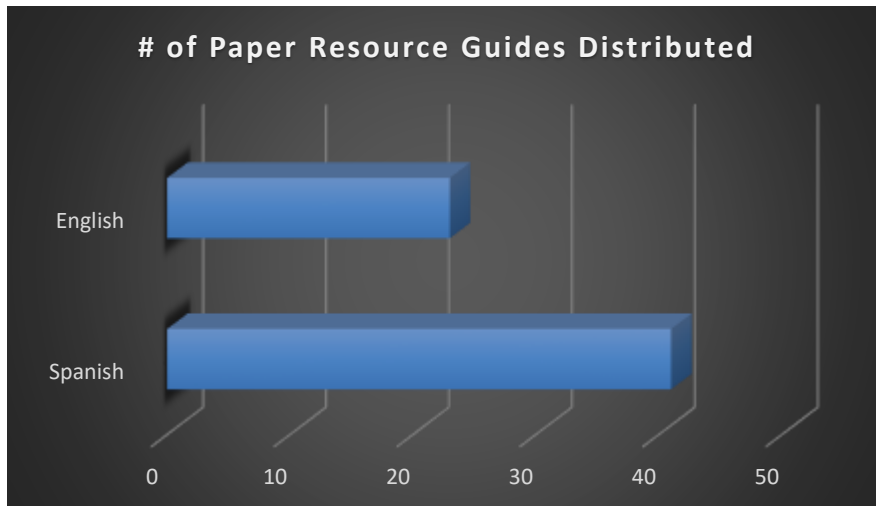


As a result of this presentation, I gained more skills on how to navigate the community resource website



Resource Guide Knowledge

- Website QR code distributed in community
- Website address published in South Park newsletter
- Promotional materials distributed at resource fair
 - 41 Spanish + 23 English = 64



Website start date: 02/19/2025

Website end date: 04/30/2025

➤ Number of pageviews: 2K

QR Code:



Website: <https://sites.google.com/view/southpark95404/>

Future Recommendations & Implications

- Incorporate local businesses to help support and fund the development of a resource guide
- Begin fundraising earlier
- Confirm branding earlier, including our team images and community partner images
- Maintain communication between all group members and all community partners
- Encourage the strengthening of community partner relationships
- Prioritize the use of bi-lingual communication

Acknowledgements

Thank you to the community members that we interviewed that contributed to our understanding and analysis of South Park:

- | | |
|--|--|
| • Annette Arnold - Project Lead of South Park Community Building Initiative, City of Santa Rosa | • Donte Watson - Director of Recreation and Parks, City of Santa Rosa |
| • Danielle Ronshausen - Program Manager, Violence Prevention Program, City of Santa Rosa | • Robin Zimble – Founder of Freebird Development Company, South Park Commons |
| • Miles Burgin - Research and Program Coordinator, Violence Prevention Program, City of Santa Rosa | • Kristoc Camacho - South Park Futbol Club Founder/Owner |
| • Duane DeWitt - Board Member of Public Utilities, City of Santa Rosa | • Mary Orellana – Owner Lovey Coffee Co., Santa Rosa Mobile Café & Coffee Roaster |
| • Arlie Haig - Previous South Park Community Garden Coordinator | • Thank you to everyone who contributed to our fundraiser and provided materials! |
| • Pastor Sebastian Hernandez – Lighthouse Christian Church | |

Project Team Members

South Park Beat Team

Left to Right:

Tabitha Deering

Breawna Drivers

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Carol Wargo

Angel Palominos



References

- U.S. Census Bureau. (2022). American Community Survey 5-year estimates. Census Reporter Profile page for Census Tract 1514.04, Sonoma, Ca. Retrieved November 20, 2024, from <https://censusreporter.org/profiles/14000US06097151404-census-tract-151404-sonoma-ca/>
- U.S. Census Bureau. (2020). HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE. Decennial Census, DEC Demographic and Housing Characteristics, Table P9. Retrieved November 3, 2024, from <https://data.census.gov/table/DECENNIALDHC2020.P9?q=block%20grou%20151401-2&t=Race%20and%20Ethnicity&q=1400000US06097151404>

