

Peter E. Haas Jr. Family Fund
— cultivating social change —

November 22, 2022

California State Coastal Conservancy
1515 Clay Street, 10th Floor
Oakland, CA 94612

Dear State Coastal Conservancy Board of Directors,

On behalf of the Peter E. Haas Jr. Family Fund, I write to express our full support for the Petaluma River Park Foundation (PRPF) and their application to the California State Coastal Conservancy's (SCC) Coastal Resilience grant program to support the planning, design, and environmental compliance work critical to the next phase of the River Park's development. This application is agenda item #13 of the December 1, 2022 SCC Board Meeting.

The Peter E. Haas Jr. Family Fund is part of the constellation of funds and foundations that have their origin with Levi Strauss. We have participated in many projects in the Bay Area, and count the Petaluma River Park as among the most important. We have been pleased by the way they have involved the community and also drawn on some of the connections we have helped make, including their consultation with Greg Moore, who helped revitalize Crissy Field. As reflected by the Peter E. Haas Jr. Family Fund's longstanding and significant support for the River Park Foundation, we see the River Park's development as a truly transformational project for Petaluma and the region.

The development of Petaluma River Park will provide public access to the shoreline, protect, and enhance natural habitats, serve communities equitably, and create a new and rich public place. The River Park will establish the City's first open space of scale easily accessible by foot and public transportation. Ongoing arts, cultural, environmental, and community programming in concert with partner organizations and agencies will attract tourism, serve a diverse array of visitors, and enhance the local economy.

PRPF is following an equitable and inclusive development process that will ensure that all members of the Petaluma community have a voice in the founding vision of the Park. PRPF has demonstrated a strong commitment to community and public partnerships and the Peter E. Haas Jr. Family Fund is thrilled to support the River Park's development.

Thank you for your full and fair consideration for this application.

Sincerely,
Ralph Lewin
Ralph Lewin
Executive Director

*Our mission is to support social services, actively encourage innovation & equity
in education & health, and foster transformation in community norms.*

