


Community Advisory Board Community Improvement Grant Questions



SANTA ROSA URBAN ARTS PARTNERSHIP

Project Name: Bike-In Block Party Art Engagement	Requested Grant Amount:	\$ 1987.00												
	Other Funding Sources:	\$ 2239.24												
Project Physical Address: 4th Street between B Street and Mendocino Avenue	TOTAL Project Cost:	\$ 3883.24												
	Group or organization: Santa Rosa Urban Arts Partnership													
Contact Person responsible for Grant Application: Spring Maxfield	How did you hear about the Grant Program? Santa Rosa Public Art													
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input checked="" type="checkbox"/> Core <input type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754														
Property Owner (see page 3 for all requirements): SR City Property -project will take place on city property but will be movable and be able to be reused for many events														
Person or organization to whom the check should be made out to <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">SR Urban Arts</td> <td style="text-align: center;">Spring@srurbanarts.org</td> <td style="text-align: center;">707-332-4462</td> </tr> <tr> <td style="text-align: center;">Name</td> <td style="text-align: center;">Email</td> <td style="text-align: center;">Phone</td> </tr> <tr> <td style="text-align: center;">PO Box 3671</td> <td style="text-align: center;">Santa Rosa, CA</td> <td style="text-align: center;">95402</td> </tr> <tr> <td style="text-align: center;">Address</td> <td style="text-align: center;">City</td> <td style="text-align: center;">Zip</td> </tr> </table>			SR Urban Arts	Spring@srurbanarts.org	707-332-4462	Name	Email	Phone	PO Box 3671	Santa Rosa, CA	95402	Address	City	Zip
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Address	City	Zip												
Print Name <u>Spring Maxfield</u> Signature <u></u> Title <u>Director</u> Date <u>March 1, 2025</u>														

Community Improvement Grant Questions

1. *Describe your project, including objectives and goals, and explain how your project will meet these goals.*

The Santa Rosa Urban Arts Partnership is pleased to submit this application for a Community Improvement Grant (CIG) to support a community mural project that will take place during the 2nd annual Bike-In Block Party (BIBP) held on Saturday, May 10, 2025.

At SR Urban Arts Partnership, we believe that the arts have the power to transform communities, foster meaningful connections, and create a true sense of place. Our work goes beyond exhibitions and workshops—we are committed to engaging with our neighbors, amplifying diverse voices, and using creativity to strengthen the cultural fabric of our community. Through collaborative projects, public art initiatives, and inclusive programming, we bring people together to celebrate shared stories, plant trees, create and shape the future of our public spaces. By making the arts accessible and participatory, we cultivate vibrant, connected, and inspired communities where everyone has a role in the creative process.

The Bike-In Block Party event will close a section of 4th Street between B Street and Mendocino Avenue. There will be music and multiple tables and booths set up as well. The Bike-In Block Party celebrates Santa Rosa's bikeable community. This application for a CIG will support the creation of public art projects that will beautify Santa Rosa and be a visual reminder of the social benefits of biking and community. The murals will be images of bicyclists and bicycles that will be colored and collaged on by community members and those visiting from out of town to participate in the BIBP! We will also offer a variety of coloring pages for kids. Each image will be drawn by our Lead Artists for this event. After the event, the smaller coloring book pages will be offered to neighboring businesses to be used or hung up in their windows to show support for Santa Rosa's bikeable community. The large-scale artwork created at the event will be displayed in public and private locations- e.g. future block parties and celebrations, community events and meetings of supporting or related community groups, short-term placement in rotating supporting businesses.

a. *Also include who will benefit from this project and how many people your project is expected to impact.*

Including the community in the creation of these kinds of public art projects we are helping to strengthen the civic bonds of our neighborhoods. Letting people feel more connected to their city and their community. We expect up to 1000 people at the event and many of them will contribute to this community mural project. Santa Rosa Urban Arts Partnership supports the goals of Bikeable Santa Rosa and the BIBP to get people out of vehicles to protect and improve our environment and strengthen our community.

b. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

A Special Event Permit from the City of Santa Rosa is necessary for the BIBP event. Our community art project will take place during the Block Party. Permits will be acquired in April and we can submit to you at that time.

2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

The collaborative event planning group plans to utilize multiple ways to reach our intended audience and invite the Santa Rosa community to the BIBP and to participate in the arts

- o Print posters posted at supporting businesses and in public spaces.
- o Paid/sponsored advertising on social media & reposting promotional advertisements on personal and supporting businesses' social media.
- o Press Democrat article
- o Santa Rosa Radio stations including the KRUSH & KRCB

3. Describe the community support for your project.

a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?

We are an event within an event. SRUAP's bike mural project will be part of the larger Bike-In Block Party. The BIBP is supported through volunteer time and materials, and the receipt of grant funding and donations. SRUAP is supported much the same way.

- o Bikeable Santa Rosa (volunteer time and materials, member donations)
- o Sonoma County Bicycle Coalition
- o Santa Rosa Urban Arts Partnership
- o City of Santa Rosa
- o SCTA
- o Santa Rosa YIMBY
- o Greenway
- o Redwood Bikeshare
- o LSP
- o Business support (donations)
 - Petaluma Motor Wheels
 - Trek
 - Local beer/wine/cider makers and Third Space facilitators

b. What roles are they playing and how collaborative is the project?

This mural project is open to everyone at the event. We will have many crossover volunteers from other organizations both facilitating and participating throughout the day.

What other support exists for your project?

The BIBP event is supported by grants received from Bikeable Santa Rosa member donations, Event Support Funding, TPW and the SCTA. Those grant funds go towards event facilitation, volunteer coordination, rentals, reimbursements for the entertainment, etc. This CIG would support the art projects- supplies and reimbursing the artists. SRUAP will supply the funds and volunteers beyond what is provided by the City.

4. *Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?*

No ongoing maintenance is required for this project. The artwork is movable. The large public art piece will be sealed with polyurethane. It can be outside during events, and will be stored for future events and exhibition.

5. *Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.*

This project reflects environmental consciousness by:

- o Art opportunity set up at block party that supports alternative modes of transportation.
- o Use of many recycled materials
- o Utilize time and material donations from arts organizations

6. *Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).*

This event will take place outside. We will erect shade structures as needed for extensive heat or rain. We will provide a sanitation station for cleaning brushes between use and washing hands. We will have masks available to folks if they want them.

7. *Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.*

Santa Rosa Urban Arts Partnership will hire two lead artists to design and prepare a large 3 panel mobile mural to paint with the public at the Bike-In Block Party. The artists will use the funds to purchase suitable plywood and 2x4's to construct an armature to hold the wood panels safely. They will prime the panels ahead of time and draw a rough outline of the images they want to start with. During the event, the artists will engage the public in participating in the mural painting. Fund will be used to purchase paint from

local paint stores and some pigments. We will try to use as much “oops” paint as possible thereby lessening the environmental impact by reusing paint that would be destined for the trash. We are already collecting used yogurt containers and other disposable containers to portion the paint into for easier holding, thus diverting even more trash for at least one more use before disposal. This project will take many volunteers to assist participants and we want to make sure they are taken care of, so we will be providing lunches for those that stay with us for the duration. After the event, the panels will be dismantled and taken back to our production location to dry completely before being given their final sealing coat. This will allow the panels to be protected during relocation and to be erected outside as needed for future events.

On a side note, SR Urban Arts will also be hosting a native plant give-away and childrens activities through our program Santa Rosa ReLeaf SantaRosaReLeaf.org

PROJECT NAME: Bike Mural at Bike-In Block Party

Cost Estimate		Requested Funds	Match
Salaries/Wages (In-kind only)			
	Volunteers for sourcing, building, moving mural pieces (16hours)	N/A	354.24
Contracted Services			
	Lead Artists for construction and leading workshops	1000	
	Assistant Artists to guide participants on event day and help with prep work		500
Materials/Supplies			
	Plywood panels (3 pieces x \$25) 2x4's for structure (30 x \$8)	345	
	tarps, nails, hardware	60	60
	Primer, paints, brushes, we will use as much recycled as possible	200	300
	food for participants and volunteers		225
	Sanitation and cleaning supplies	93	
Printing/Reproduction			
	Information and coloring pages -Clone Printing	189	
Other			
	Non Profit contribution to cover overhead and additional expenses		1000
Total Requested Grant Amount		A. 1987	
Total Matching Funds			B. 2239.24
Total Project Cost (A+B)		\$3883.24	

Other Funding Sources:

Funding Sources	Date Committed	Amount
SRUAP will cover any expenses that aren't covered by this grant.		2000
Total		2000

Community Advisory Board



**community
advisory board**

City of Santa Rosa

**Community Improvement Grant
Application Form**

Project Name: Circuit Rider Community Services, College Ave Mural	Requested Grant Amount:	\$2414.51															
	Other Funding Sources:	\$2839.46															
Project Physical Address: 401 College Avenue Santa Rosa, CA 95401	TOTAL Project Cost:	\$5253.97															
	Group or organization: Circuit Rider Community Services																
Contact Person responsible for Grant Application: Rob Izzo	How did you hear about the Grant Program? Google Search and website																
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input checked="" type="checkbox"/> Core <input type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754																	
Property Owner (see page 3 for all requirements): <table border="0" style="width: 100%;"><tr><td style="text-align: center;"><u>Rob Izzo</u></td><td style="text-align: center;"><u>CEO, Circuit Rider Community Services</u></td></tr><tr><td style="text-align: center;">Name</td><td style="text-align: center;">Title</td></tr></table>			<u>Rob Izzo</u>	<u>CEO, Circuit Rider Community Services</u>	Name	Title											
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Person or organization to whom the check should be made out to <table border="0" style="width: 100%;"><tr><td style="text-align: center;"><u>Circuit Rider Community Services</u></td><td style="text-align: center;"><u>rob.izzo@circuitridercs.org</u></td><td style="text-align: center;"><u>707-838-6641</u></td></tr><tr><td style="text-align: center;">Name</td><td style="text-align: center;">Email</td><td style="text-align: center;">Phone</td></tr><tr><td colspan="3"> </td></tr><tr><td style="text-align: center;"><u>9619 Old Redwood Hwy</u></td><td style="text-align: center;"><u>Windsor, CA</u></td><td style="text-align: center;"><u>95492</u></td></tr><tr><td style="text-align: center;">Address</td><td style="text-align: center;">City</td><td style="text-align: center;">Zip</td></tr></table>			<u>Circuit Rider Community Services</u>	<u>rob.izzo@circuitridercs.org</u>	<u>707-838-6641</u>	Name	Email	Phone	 			<u>9619 Old Redwood Hwy</u>	<u>Windsor, CA</u>	<u>95492</u>	Address	City	Zip
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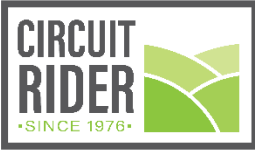
GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print: Name Rob Izzo

Signature:

Title: CEO

Date: March 3, 2025



**COMMUNITY
SERVICES**

9619 Old Redwood Hwy | Windsor, CA 95492
7.838.6641 | circuitridercs.org | @circuitridercs

Community Improvement Grant Application

Project Title: Bringing Vibrancy to College Avenue: A Legacy in Paint

Submitted by:

Circuit Rider Community Services

9619 Old Redwood Hwy, Windsor, CA 95492

Phone: 707.838.6641 • Website: www.circuitridercs.org • Social: @circuitridercs

Authorized Representative: Rob Izzo, Ph.D.

Date: March 03, 2025

Organizational Overview: History and Mission

Circuit Rider Community Services (CRCS) is a nonprofit organization dedicated to social justice, environmental stewardship, and community resilience. Operating since 1978, CRCS has a long-standing commitment to serving gang-impacted at-risk youth and young adults through workforce development, ecological restoration, and trauma-informed mentorship programs. Through its existing initiatives, including Vista Academy, and Aggression Replacement Training (ART) Programs, CRCS fosters violence prevention, re-entry support, and environmental workforce training.

CRCS' application aligns with the Community Improvement Grant's mission by fostering community engagement, strengthening neighborhood connections, and enhancing public spaces through art. This project will transform a visible location on College Avenue with a mural created by Vista Academy alumni, making the area more vibrant and welcoming while reflecting the voices and experiences of the community.

By aligning with the goals of revitalization, inclusivity, and community connection, this project not only enhances public space but also empowers individuals who have overcome challenges, reinforcing the Grant Program's mission to build a stronger, more connected Santa Rosa.

Detailed Program Components: The Vista Academy Program – Juvenile Evening Reporting Center

Since 2010, Vista Academy has served as an Evening Reporting Center under contract with the Sonoma County Probation Department, Juvenile Division. Over the years, Vista has provided intensive, trauma-informed, and evidence-based programming to more than 1,000 juvenile probationers. In addition to traditional interventions (e.g., gang intervention groups, anger management, Functional Family Therapy), Vista integrates cognitive-behavioral techniques (MRT, ART, Interactive Journaling) and now incorporates a robust mental health overlay. Each new participant receives a thorough 1:1 psychological evaluation upon intake to identify trauma

symptoms and mental health needs stemming from poverty, exposure to gang violence, and migration-related stressors. Ongoing 1:1 counseling and group counseling sessions are embedded in the curriculum to help youth process complex trauma, build resilience, and enhance coping skills

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.

- a. Also include who will benefit from this project and how many people your project is expected to impact.**
- b. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)**

Circuit Rider Community Services (CRCS) proposes a community mural project on its building along College Avenue [401 College Ave.], designed to enhance neighborhood vibrancy, foster community engagement, and provide a creative platform for alumni of the Vista Academy Program. This initiative will transform a public-facing space into an inspiring work of art that reflects the resilience, growth, and stories of the young people impacted by the Vista Academy Program.

The goals of this project are to:

- **Enhance Community Identity & Pride** – By creating a mural that reflects the experiences of Vista Academy alumni, the project will celebrate the strength and aspirations of the local community.
- **Engage and Empower Youth** – Vista Academy alumni will design and paint the mural, offering them a chance to showcase their talents, gain experience in public art, and leave a lasting impact.
- **Revitalize Public Space** – The mural will turn a previously unremarkable wall into a vibrant landmark that fosters a sense of place and belonging.

1a. This project will directly benefit:

- **Vista Academy Alumni** – Providing them with a platform for creative expression, professional development, and community recognition.
- **Local Residents and Businesses** – A visually appealing mural will contribute to neighborhood beautification, instilling a sense of pride and making College Avenue a more inviting space.
- **Santa Rosa Community** – Public art has been shown to foster civic engagement, promote cultural understanding, and create more inclusive public spaces.

Approvals and Permits

1b. CRCS is reviewing permit requirements for public art installations in Santa Rosa and will secure any necessary approvals before project implementation. If applicable, the organization

will coordinate with the City for permissions related to land use, mural placement, and community engagement processes.

2. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

Outreach Plan

Our outreach plan focuses on engaging Vista Academy Alumni, volunteers, and CRCS staff to ensure diverse participation and support for the mural project. The primary methods for outreach include:

- **Social Media-** We will use CRCS's social media platforms to keep the public informed about the project's progress, key dates, and opportunities for involvement.
- **Volunteer Opportunities** – Collaboration with local organizations and residents will help spread awareness and increase participation. We will also seek support from Vista Academy alumni, who will be involved in both the design and painting process.

Community Accessibility

This mural project will be open and accessible to the entire community through:

- **Physical Accessibility** – The mural will be placed on the side of the CRCS building, which is visible and accessible to pedestrians, drivers, and cyclists along College Avenue. The mural will be [enter dimensions] for easy viewing, ensuring that it is accessible to individuals of all ages and abilities.
-

3. Describe the community support for your project.

- a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?**
- b. What roles are they playing and how collaborative is the project?**
- c. What other support exists for your project?**

The project reflects a collaborative effort between Circuit Rider Community Services, Vista Academy alumni, local partners, and community members who are invested in making public art a tool for neighborhood engagement and transformation.

3a. Organizations, Neighborhood Associations, Non-Profits, and Residents Involved

- **Circuit Rider Community Services (CRCS):** Lead organization, providing project management, coordination, and outreach.
- **Vista Academy Alumni:** Former program participants who will design and paint the mural, using their experiences to create a meaningful visual representation of growth and resilience.

3b. Roles and Collaboration

This project is highly collaborative, with each group playing a key role:

- CRCS will facilitate the overall project, ensuring it aligns with community needs and grant objectives.
- Vista Academy Alumni will serve as the primary artists, leading the creative direction and execution of the mural.

3c. Additional Support for the Project

Beyond direct collaboration, additional support includes:

- **City and Grant Support** – The alignment with Santa Rosa’s Community Improvement Grant mission enhances the project’s credibility and potential impact.

This strong network of support ensures the mural will be a true community-driven initiative, fostering pride and connection among all involved.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

The mural is designed to be a long-term public art installation that requires minimal maintenance. However, CRCS will take primary responsibility for the mural’s upkeep.

Maintenance Plan:

- **Protective Coating:** The mural will be sealed to prevent fading, peeling, and damage from environmental exposure.
 - **Routine Inspections:** CRCS staff will conduct regular inspections to assess any wear, graffiti, or needed touch-ups.
 - **Graffiti Removal & Repairs:** In the event of vandalism or damage, CRCS will restore the artwork as needed.
-

5. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

CRCS is committed to ensuring the mural project is environmentally responsible by prioritizing sustainable materials, minimizing waste, and promoting long-term conservation.

Sustainable Practices in Materials and Process:

- **Minimizing Waste:** Artists and volunteers will carefully plan paint usage to reduce excess and prevent unnecessary waste. Any unused materials will be stored for future touch-ups.
- **Recycled & Locally Sourced Materials:** Whenever possible, we will source recycled or upcycled materials for painting supplies and support local businesses by purchasing materials from nearby suppliers.

Energy and Conservation Considerations:

- **Minimal Energy Use:** Since the project is an outdoor installation, it requires no electricity or energy-intensive processes, making it an environmentally low-impact initiative.

- **Sustainable Maintenance:** The mural's long-lasting design, combined with protective coatings, will ensure durability, reducing the need for frequent repainting and conserving resources over time.

By integrating these environmentally conscious practices, this project will contribute to both aesthetic and ecological sustainability, ensuring that the mural remains a positive addition to the community without harming the environment.

6. Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

Participants Safety Plan

Circuit Rider Community Services will prioritize participant safety by providing protective gear (gloves, masks, and goggles), ensuring proper ladder and scaffolding use, and using non-toxic, low-VOC paints. Hydration stations and rest areas will be available, and a first-aid kit will be on-site. These measures will create a safe and supportive environment for all involved.

7. Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. This section is supplemental information to the Cost Estimate Form.

All grant funds will be used to rent scaffolding, purchase paint, painting tools, and supplies as detailed on the project funding request budget and a pizza lunch for the youth participants on the final day of the project. Unused, supplies, and tools will either be used on additional projects on the building's exterior, increasing vibrancy or donated to another nonprofit to extend the reach of the grant and help a fellow community-based organization in Santa Rosa.



**Community Improvement Grant
Project Budget and Matching Funds
Circuit Rider Community Services**

PROJECT NAME:

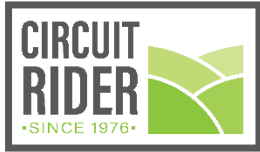
Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate			Requested Funds	Match
Salaries/Wages (In-kind only)				
	Program Manager \$68,000/year @ 5 hours	163.46	N/A	2839.46
	Program Coordinator, \$28.00/hr @ 20 hours	560		
	Client Support Specialist, \$21.00/hr @ 20 hours	420		
	5 Youth Program Participants, (Volunteer with \$16.96 equivalency) @ 20 hours	1696		
Contracted Services				
Materials/Supplies				
10	Exterior Paint gallons \$90/gallon	900		
5	Paint rollers, paint brushes, paint pans, drop cloths, paint can opener, and stir sticks	250		
5	Coverall Paint suits @ 40.00/suit	200		
3	Pizza for youth participants on final day of project	100		
	9.75% sales tax	141.38		
Printing/Reproduction				
Rentals				
	Scaffolding Rental (\$150/day @ 5 days)	750		
	9.75% sales tax	73.13		
Other				
Total Requested Grant Amount			A. 2414.51	
Total Matching Funds				B. 2839.46
Total Project Cost (A+B)			\$5253.97	



Other Funding Sources:

Funding Sources	Date Committed	Amount
Staff salaries will be paid through Vista Academy Contract with Sonoma County Probation	7/1/2019	
Total		



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9619 Old Redwood Hwy | Windsor, CA 95492
707.838.6641 | circuitridercs.org | @circuitridercs

March 3, 2025

Santa Rosa Community Advisory Board
Santa Rosa, CA

Subject: Authorization Request for Mural Installation on Circuit Rider Community Services Building

Dear Santa Rosa Community Advisory Board,

On behalf of Circuit Rider Community Services, I am writing to formally authorize the installation of a mural on the exterior wall of our building located at 401 College Ave. Santa Rosa. As the Chief Executive Officer and authorized representative of our board, I affirm that our organization fully supports this initiative and is prepared to oversee the project's execution.

The proposed mural is intended to serve as a vibrant representation of our mission, uplifting the voices of the community we serve while fostering a sense of belonging and cultural expression. We believe this project aligns with the City of Santa Rosa's commitment to public art and community engagement, contributing to a more inclusive and inspiring environment.

Please let me know of any additional documentation or requirements needed to proceed with this project. We appreciate your time and consideration and look forward to working with the Community Advisory Board to bring this vision to life.

Sincerely,

Rob Izzo, Ph.D.

Chief Executive Officer
Circuit Rider Community Services